

DESIGN ADDENDUM

Proposed Residential Development

Willowbrook

Land east of Iwade

October 2024



W I L L O W B R O O K

I W A D E

Bellway
gdmarchitects

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PROJECT TEAM

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01 Willowbrook, Land East of Iwade INTRODUCTION

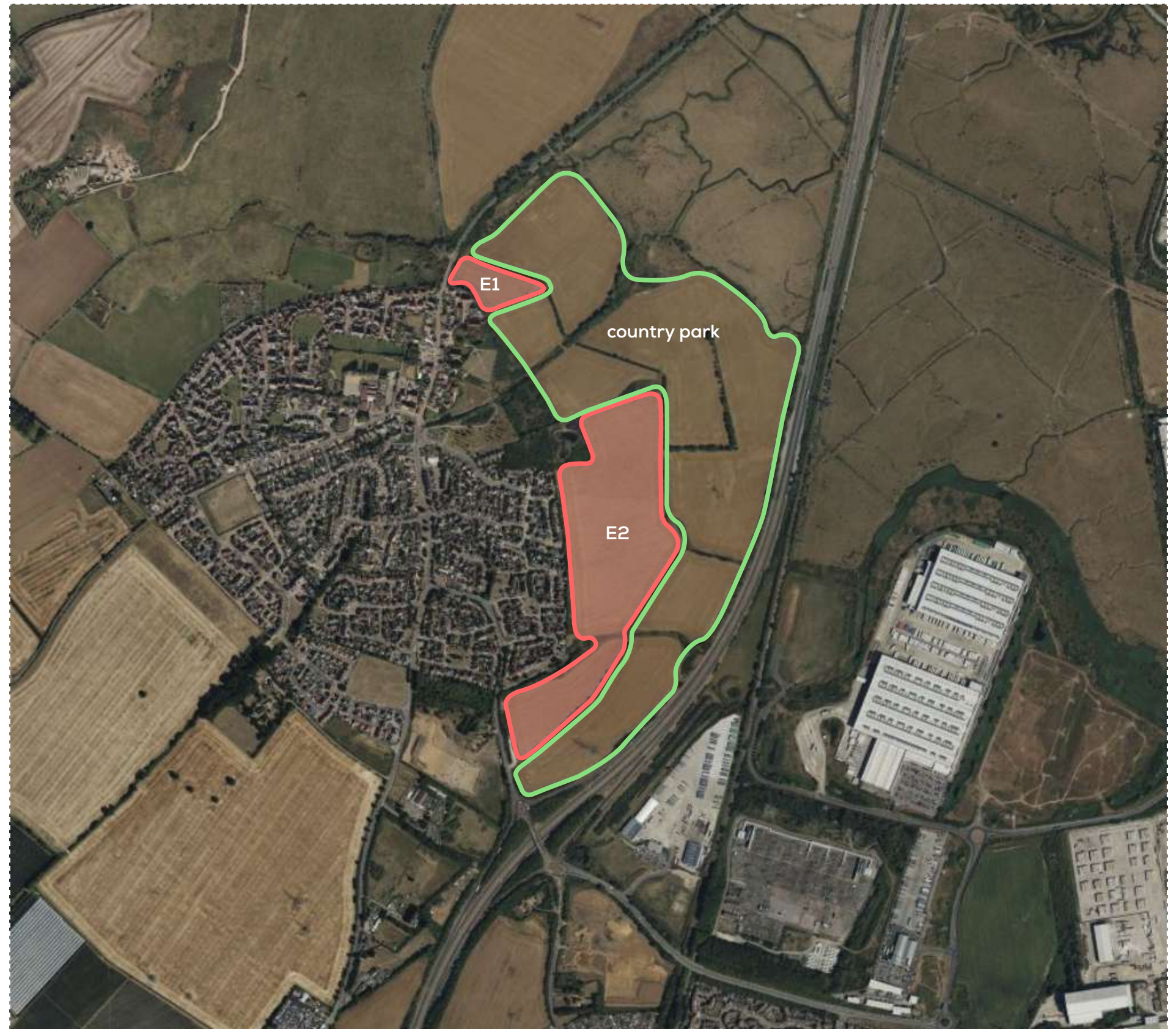
1.0 THIS DOCUMENT

This document has been created to address feedback and comments regarding certain design decisions that were made during the planning process. It aims to provide a clear explanation of the rationale behind these decisions, as well as to outline any design changes that have been implemented following discussions with both the planning authorities and the parish council.

The following points have been addressed:

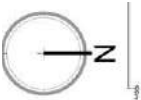
- Northern Parcel Updates
- Community Hall Updates
- Flat Block Design & Balcony Placement
- Scale and Density of the Development
- Street Types & Sections

An updated landscaping proposal is detailed in a separate Landscape Design Addendum, to be read in conjunction with this document.



02 Willowbrook, Land East of Iwade MASTERPLAN FRAMEWORK

2.0 UPDATED MASTERPLAN

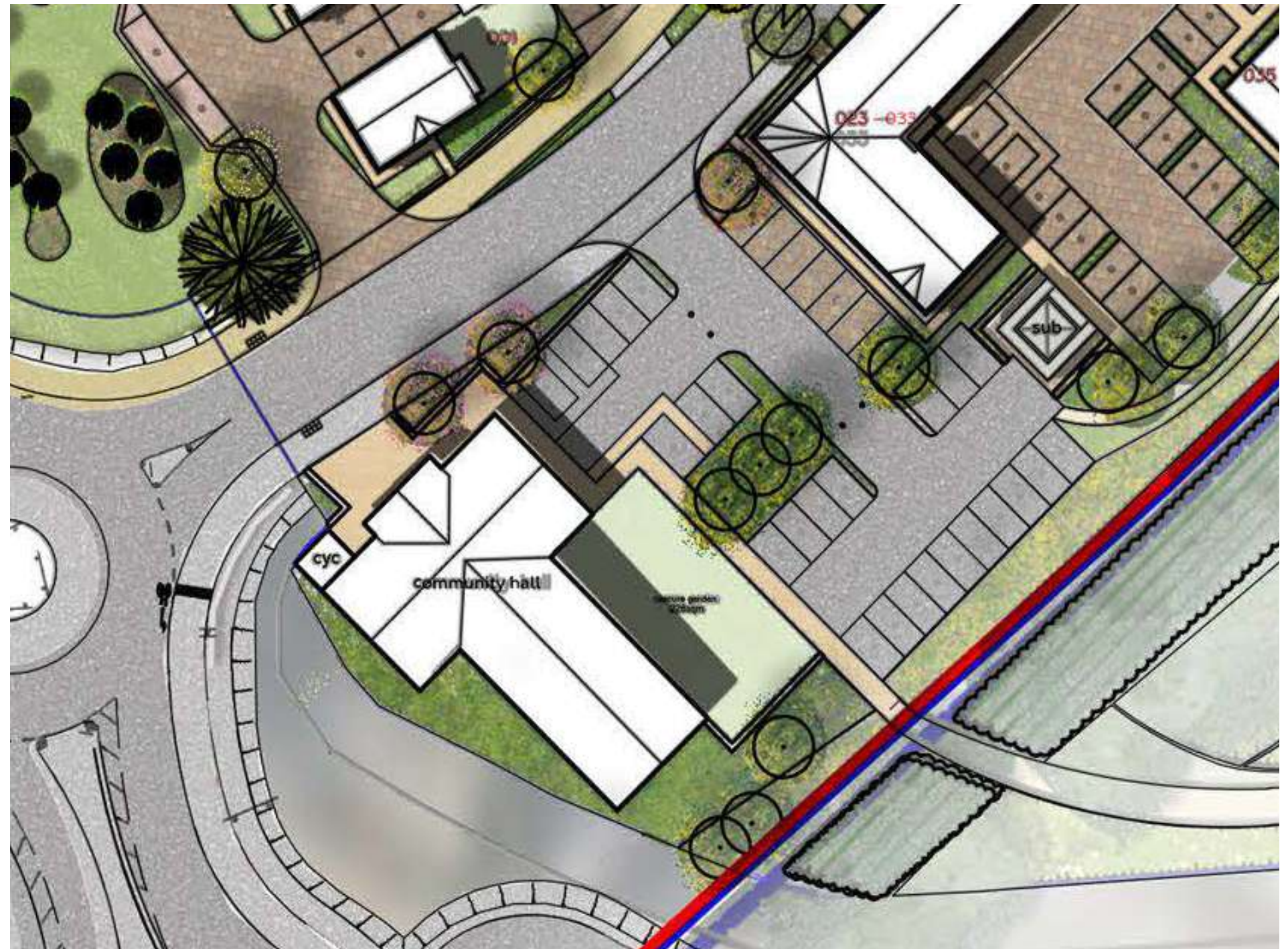


2.1 COMMUNITY BUILDING

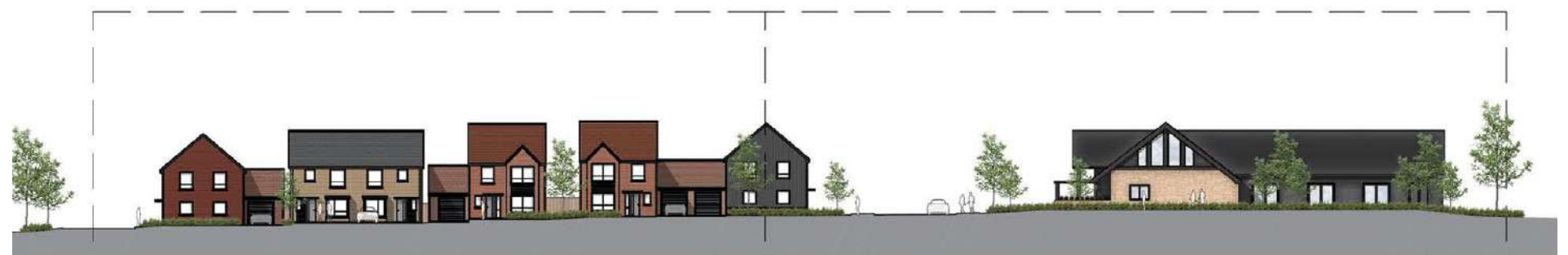
After further discussions with the parish council, adjustments were made to reposition the community hall. This change moves and increases the enclosed garden to a more private and secure location, away from the main roads. The entrance to the hall has also been relocated to face the main access road, enhancing its visibility and making it easier for pedestrians to navigate toward the building. This improves the hall's overall presence from the main road.

As part of the redesign, the car park has been reconfigured to separate parking for the community hall, as requested by the Parish Council, ensuring these spaces can be managed for events and the like. Removable bollards have been added to control vehicle access, while still allowing entry for pedestrians and cyclists. Different surface materials have been proposed to clearly distinguish between the flat parking spaces and those reserved for the community hall.

Additionally, new safety measures include a dedicated footpath leading from the car park to the main entrance of the hall.



Updated Site Plan



Street Scene A-A - Site Entrance

2.2 COMMUNITY BUILDING

As set out in the outline permission, the new Community Building will be located at the most southerly point of the application site, acting as the main gateway for the new development. The location also provides a strong link with the entrance to the new Country Park.

The site of the Community building has been updated to take into consideration additional comments from the Parish council as well as a few changes to the internal and external arrangement of the building.

The following changes have been made:

- The toilet block has been made externally accessible, increasing the available facilities. The location of the toilets also allows the Parish Council to manage and access them more easily
- Outdoor Garden increased in size, providing a larger secure garden for use by the nursery and community hall.
- Windows and doors re-arranged to accommodate the cycle store and internal changes.



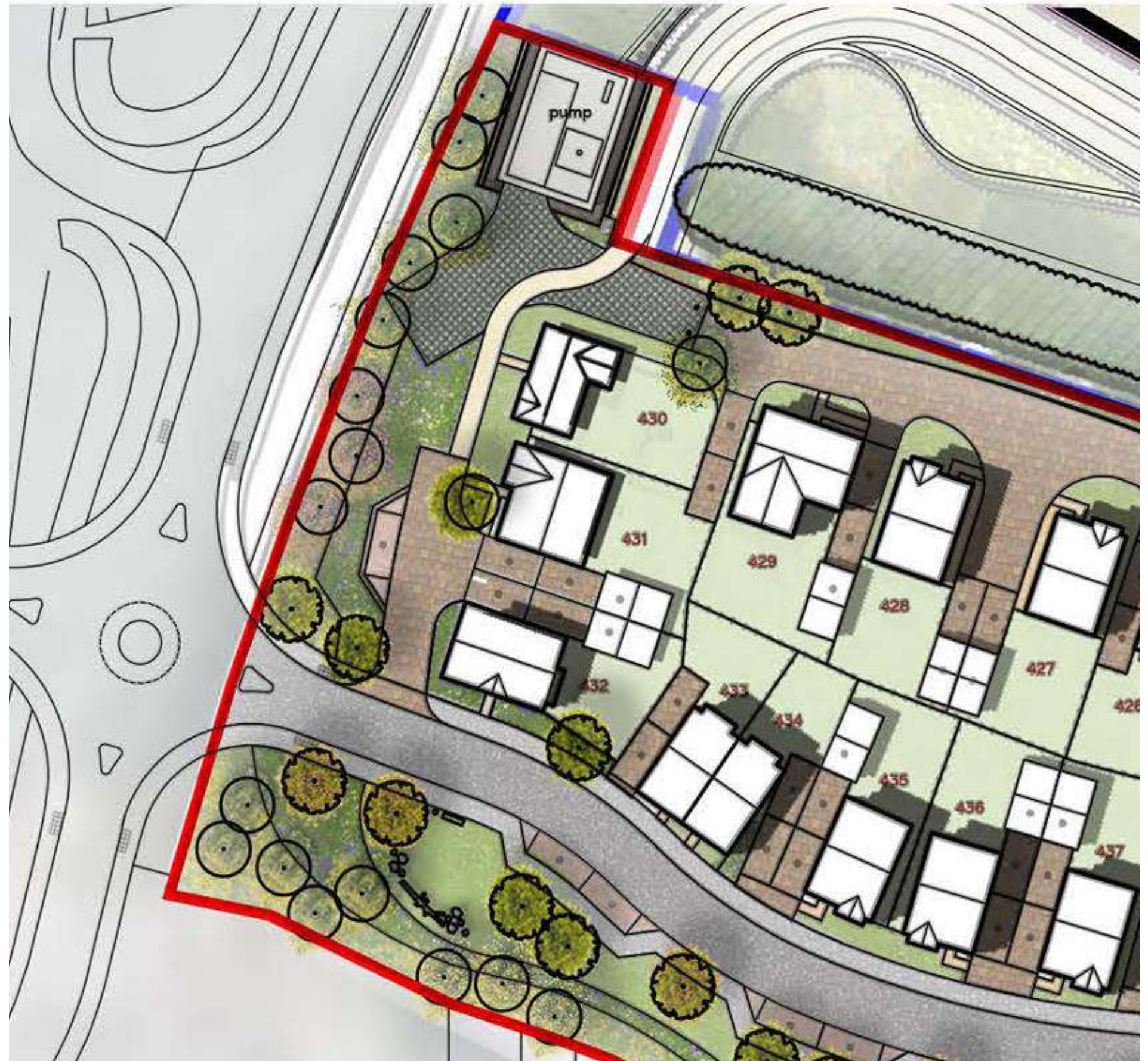
2.2 NORTHERN PARCEL - UPDATES

The northern section of the site has undergone revisions following further tracking of a refuse vehicle.

This has resulted in a reduced length private drive at the front of the site and a grasscrete turning head for servicing of the pumping station, resulting in a reduction of the road along Sheppey Way, which has been replaced with grasscrete to maintain access to the pumping station. This change minimises the hard-standing area at the front of the site while creating a clearer route leading to the country park entrance located along the northern boundary.

By reducing the hard-standing, a more substantial landscape buffer has been introduced, enhancing the overall aesthetics and natural screening in this area.

Additionally, Plot 430 has been replaced with a different corner-turning property, providing a more visually appealing outlook across the planted buffer rather than the pumping station. This new design ensures that windows still offer views toward the country park along the northern boundary, balancing both functionality and aesthetic value.



2.3 TENURE UPDATE

As part of the Section 106 Affordable Homes provision, 30 units have been allocated on the southern section of the site.

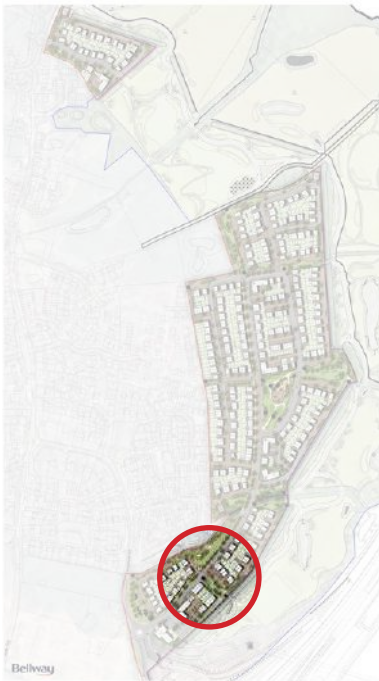
The following concerns raised by the housing officer have been addressed:

'I could not see any reference in documents on the planning portal detailing the tenure split and showing which of the AHs will be the 27 Affordable Rent Tenure and three Shared Ownership homes although it is likely that this will be considered in partnership with the RP when secured and agreed with the Council.'

This has now been clarified, with the three Shared Ownership homes identified at plots 40, 41, and 42, all of which overlook the country park.

'It is disappointing to note that of the 73 4-bedroom homes being provided on this development site, none have been included as s106 affordable housing. There is a demonstrated need for affordable 4-bedroom (and larger) sized homes on the Council's Housing Register and as such this should be reflected in the s106 AH mix so that a better reasonable and proportionate mix of AHs are provided.'

In response, two four-bedroom homes have now been incorporated into the affordable housing allocation at plots 49 & 50.



2.4 FLAT BLOCK - BALCONIES & OUTLOOK

Two types of balconies have been integrated across the site, with their placement carefully chosen based on the flats' location and the views available. The diagrams below highlight the balcony selections for each block. Additionally, the rear of the flats contains fewer habitable rooms, as the outlook into neighbouring gardens and car parks is considered unsuitable for living spaces.

TYPES OF BALCONY



Juliet Balcony



Stacked Balcony

- //// No Habitable Rooms in this location
- △ Juliet Balcony
- ▲ Stacked Balcony



FLAT BLOCK 1 - AFFORDABLE

Flat Block 1 is an affordable housing block situated opposite the community hall near the site entrance. This location experiences some of the highest traffic on the site, as it serves as the only entrance and exit. Additionally, its proximity to the community hall means it will encounter higher volumes of foot and vehicle traffic compared to the residential areas.

Considering this, Juliet balconies have been installed facing the main avenue and the community hall's car park. Stacked balconies were deemed unsuitable here, as the lack of privacy in this high-traffic area would likely discourage their use by residents.

FLAT BLOCK 2&3 - PRIVATE

Flat Blocks 2 and 3 display a mix of balcony styles. Flat Block 3 primarily faces the neighbouring housing, so a larger number of Juliet balconies have been used to maintain privacy and minimise overlooking. However, part of its elevation faces north, overlooking an open green space. In this area, stacked balconies have been included, as the outlook is more pleasant and offers greater privacy.



Flat Block 2, with its larger south-facing elevation overlooking a planted green space, offers a more desirable view for residents. This orientation provides greater privacy, as there is less potential for overlooking from neighbouring buildings, and it offers a pleasant, green outlook. As a result, stacked balconies have been incorporated along this elevation to enhance the residents' experience and make the most of the scenic views.

- //// No Habitable Rooms in this location
- △ Juliet Balcony
- ▲ Stacked Balcony

FLAT BLOCK 4 - PRIVATE

Flat Block 4 overlooks the main green space of the development, with tree-lined planting providing natural cover. Stacked balconies have been utilised on this elevation, as residents are more likely to use a balcony with such an appealing view for outdoor seating and leisure. Additionally, balconies with this outlook are less likely to be used for storage compared to those facing less desirable areas.



FLAT BLOCK 5 - PRIVATE

Flat Block 5 is situated along the loop road, with both elevations facing the road. Due to its close proximity to the road and the likelihood of higher traffic volumes, Juliet balconies have been selected over stacked balconies. This choice ensures that the balconies remain functional and appealing, as a stacked balcony in this location would likely be less used by residents. Additionally, the use of Juliet balconies helps prevent them from becoming storage spaces, keeping the building's exterior uncluttered and tidy.

FLAT BLOCK 6 - PRIVATE

Flat Block 6 is the only flat block located within the northern parcel of the development. Its primary outlook is towards the proposed country park, which has been utilised by incorporating stacked balconies along the south-east elevation. This allows residents to enjoy scenic views while maintaining privacy and minimising the risk of overlooking other properties. The rear windows and balconies have been limited due to the block's proximity to existing housing to the west of the site, ensuring that the main living spaces are oriented away from these neighbouring properties for greater privacy and comfort.

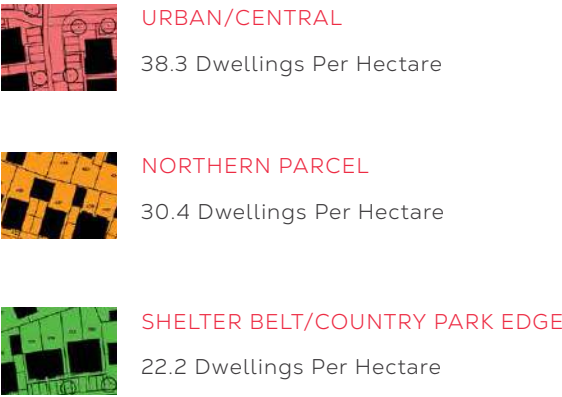
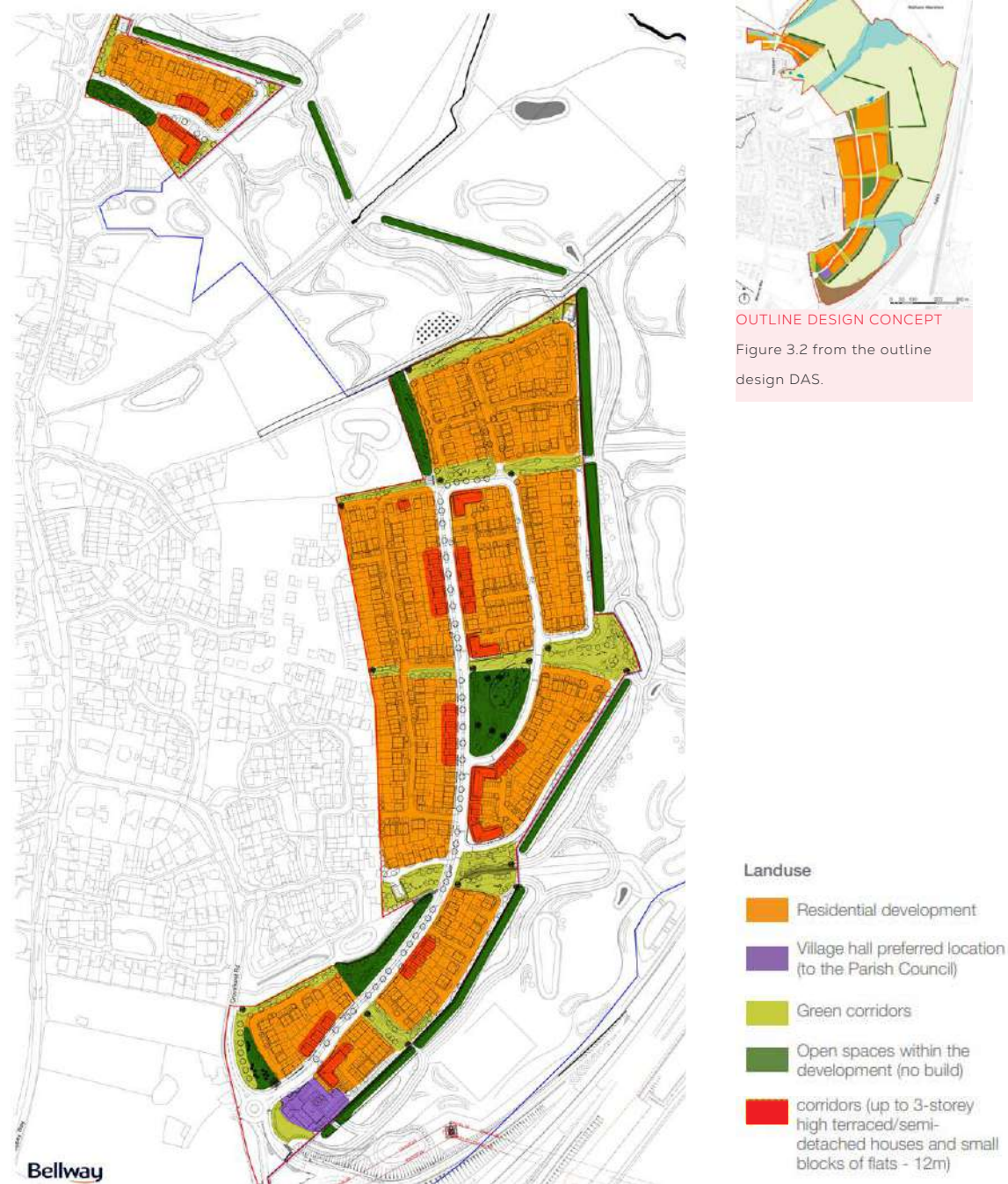


2.5 DENSITY & SCALE

SCALE

The scale gradients, building heights and density follow the outline principles with the taller and higher density areas located in less visually exposed parts of the site overlooking open space or as an aid to define the principal avenue.

From this central spine the densities decrease with the lowest density and lower building elements within the shelter belts which relate to the Country Park edge.

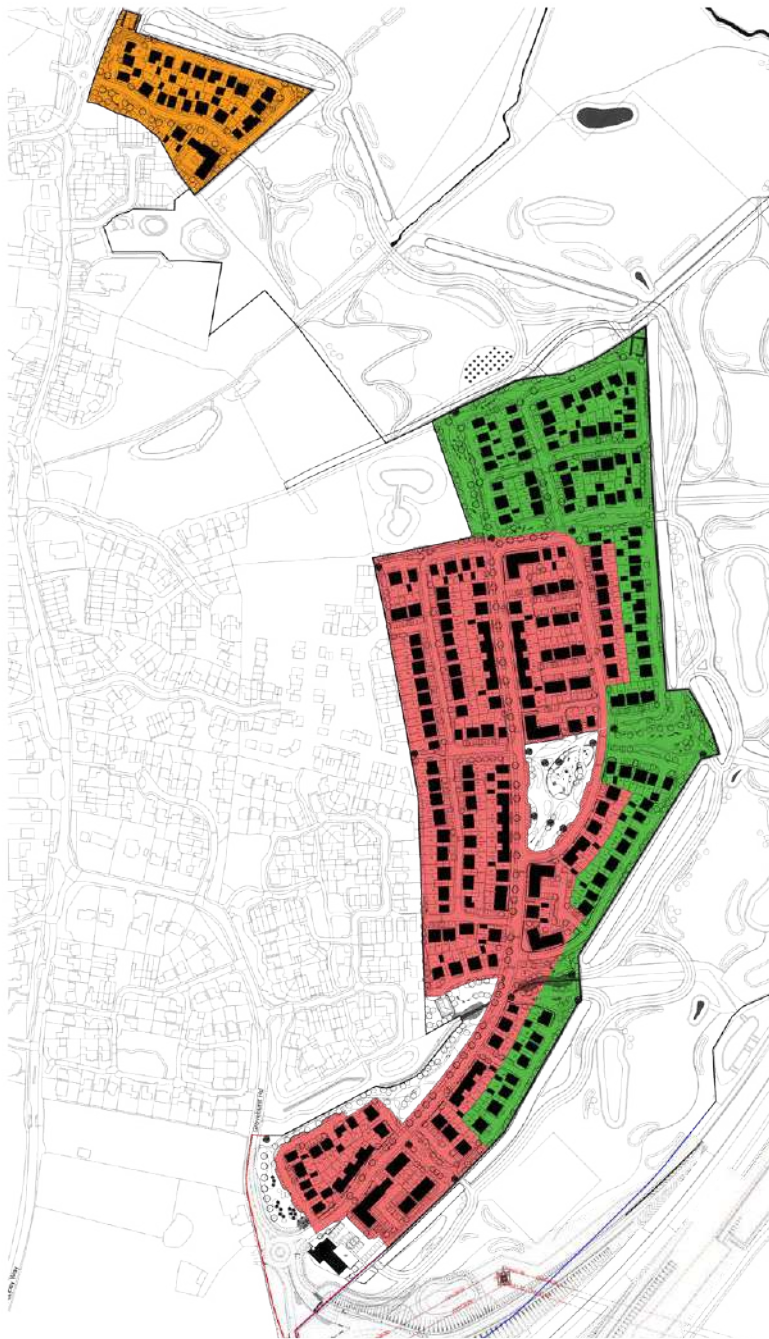


DENSITY

In the Urban and Central (pink) area of the site, housing density is higher to mirror its proximity to the existing built environment and its nearness to the town of Iwade.

As development moves toward the Shelter Belt/Country Park (green), the housing density decreases, blending more naturally with the rural surroundings. This area is made up of larger semi and detached houses with garages and car ports, resulting in a lower built form density.

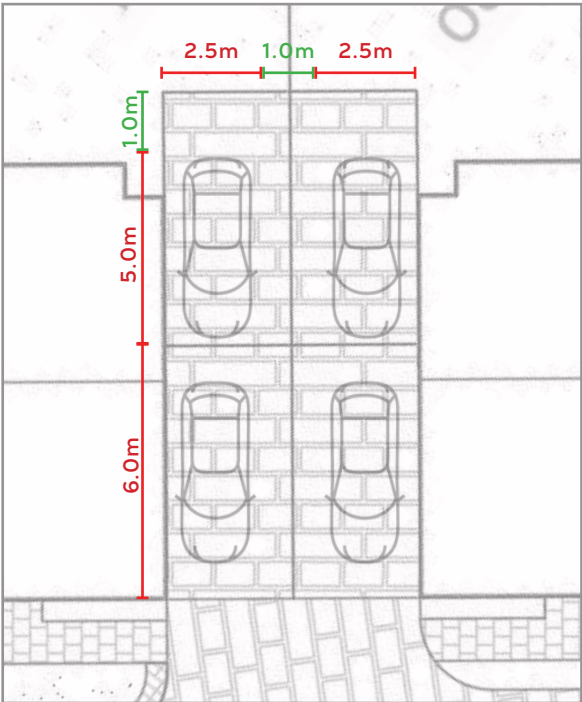
A similar pattern is observed in the northern parcel (orange), though on a smaller scale, where larger detached homes face the country park edge.



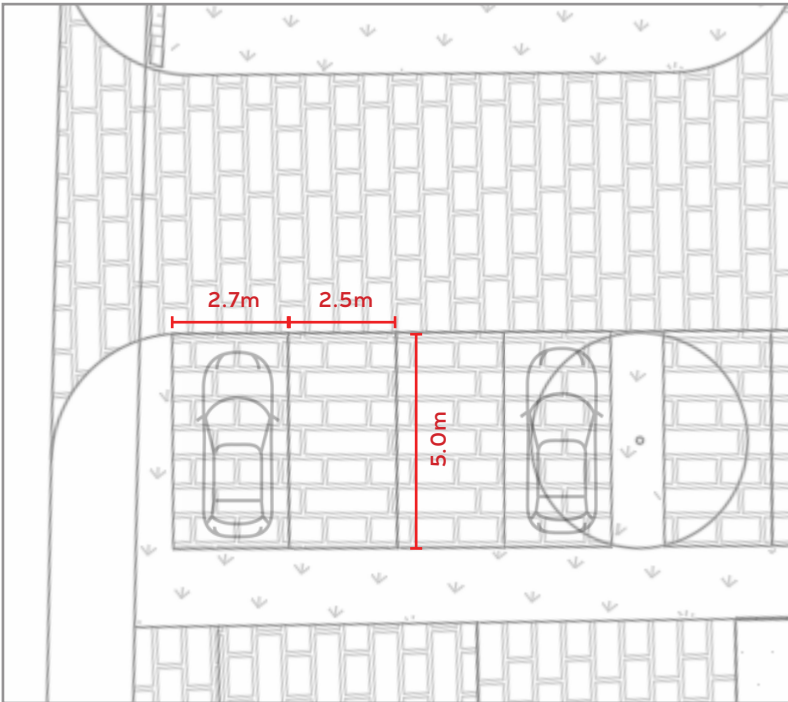
2.6 PROPOSED PARKING - STANDARDS & WIDTHS

The proposed parking throughout the development varies based on the type of allocated parking, offering a range of options including standard car parking spaces, single and double tandem spaces, and drive-through car barns. All parking provisions meet or exceed Swale Borough Council's (SBC) minimum parking standards, ensuring compliance with local regulations.

For tandem-style parking arrangements, additional space has been allocated to maintain pedestrian access between parked vehicles. This extra space ensures that residents can easily wheel out their bins from rear gardens without obstruction, for convenience and accessibility.



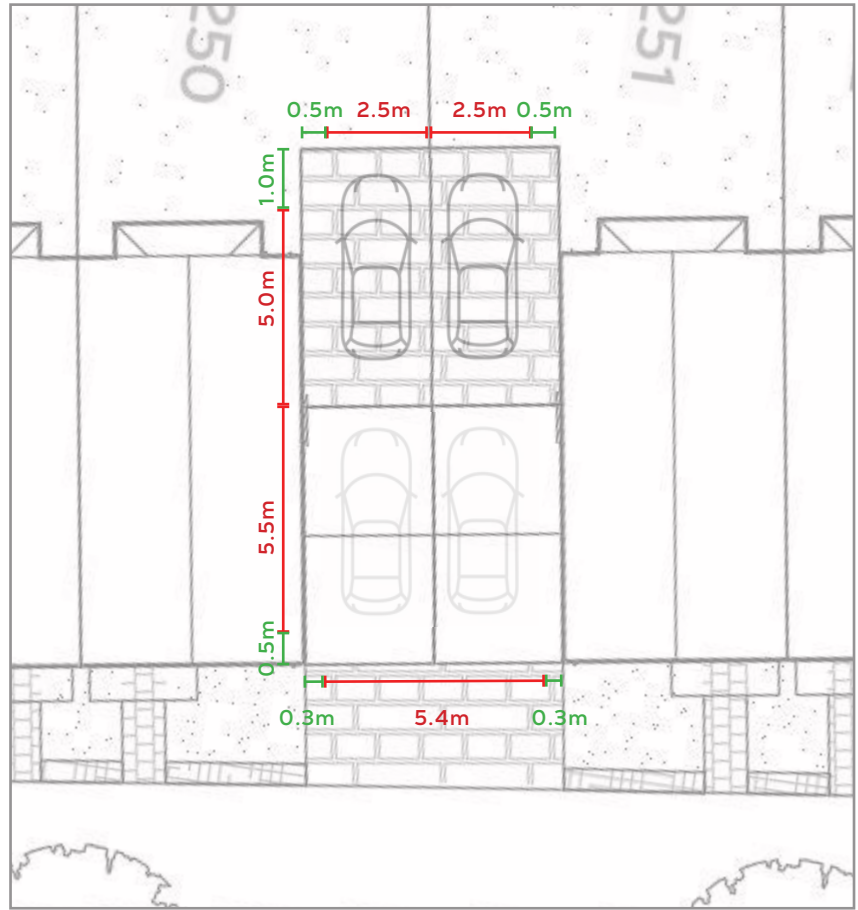
SINGLE & DOUBLE TANDEM



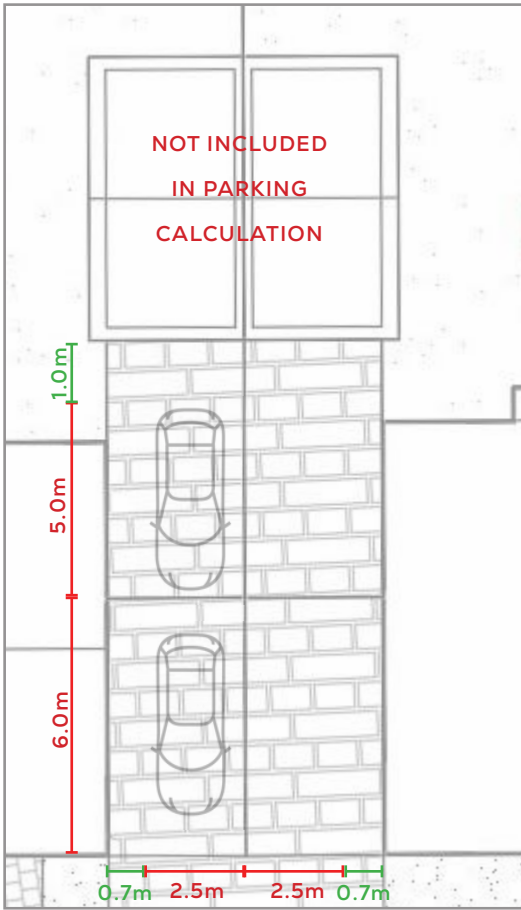
CAR - STANDARD SPACES

SBC - PARKING STANDARDS

	Length	Width
Car - Minimum ¹	5.0m (6.0m for parallel spaces) ²	2.5m
Cars - Abutting hard boundary on one side - Minimum	5.0m	2.7m
Cars - Abutting hard boundary on both sides - Minimum	5.0m	2.9m
Car Barn - Two Cars ⁶	5.5m	5.4m
Tandem Parking - First Car	6.0m	2.5m
Tandem Parking - Rear Car ¹	5.0m	2.5m



CAR BARN / TANDEM



SINGLE & DOUBLE GARAGE / TANDEM

2.7 STREETS

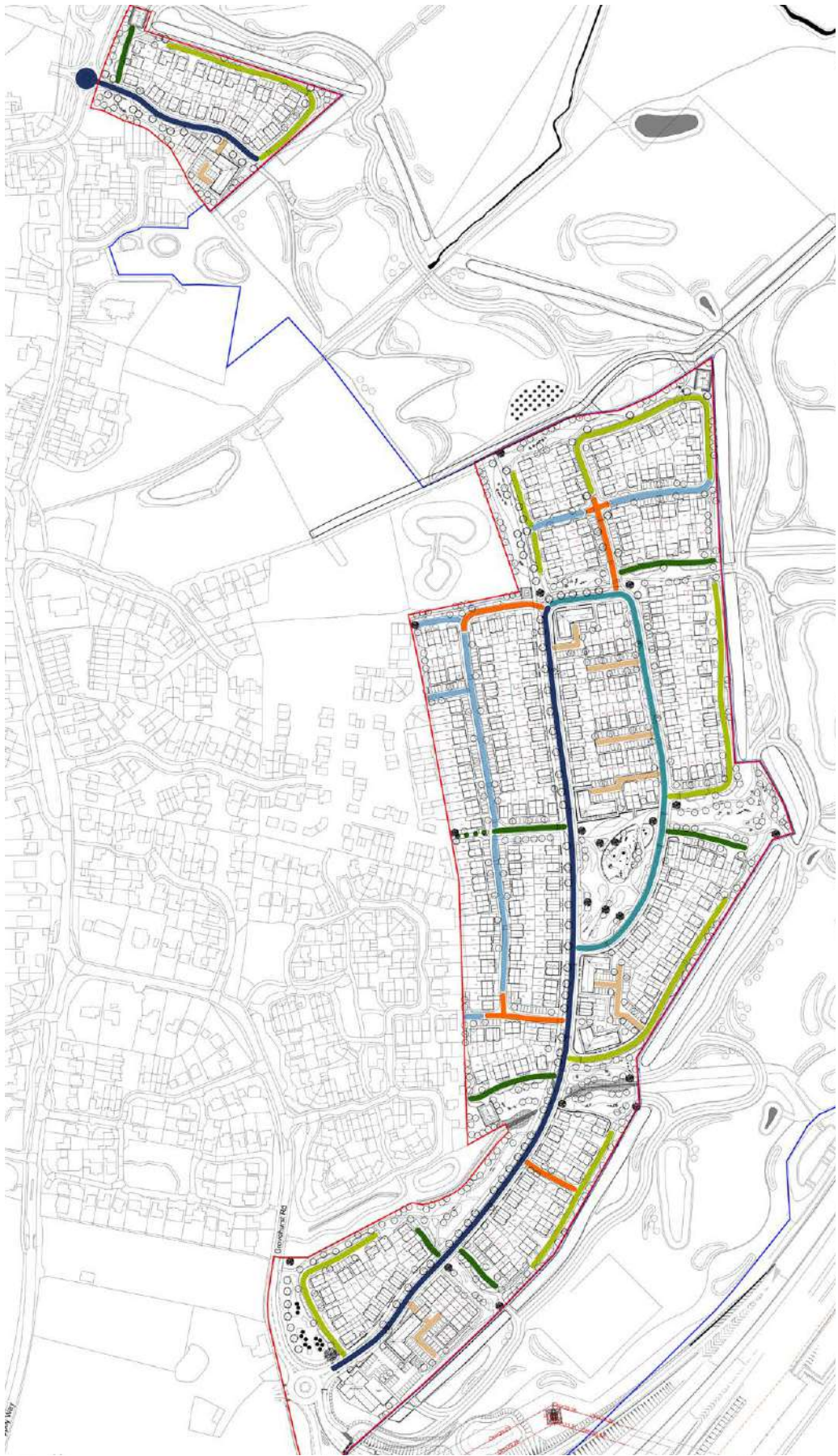
Streets and roads throughout the development have been designed having regard to the outline planning permission and as appropriate to their location and use.

The roads relate to the topography of the other pre-existing local conditions. Discussions have been had with KCC Highways to ensure roads are designed for purpose, avoiding standard solutions of set road widths, especially along the primary avenue, to allow for enhanced landscaping solutions.

All roads include a certain level of street planting, footways, and parking provided in varied ways appropriate to the local character. The design reinforces their function as social spaces through their size, surface material and relationship with the built environment.

THESE STREET TYPES INCLUDE;

- Principle Avenue
- Loop Lane
- Parkways
- Collector Streets
- Alleys
- Mews
- Courtyards



OUTLINE STREET PLAN
Figure 5.5 from the outline design DAS.

- principle avenue
- lane loop
- parkway
- collector streets
- alleys
- mews
- courtyards

PRINCIPAL AVENUE

The Principal Avenue has been designed to reflect the vision of a main, wide spine road through the site with avenue tree planting being a key feature for the majority of the road.

A strong and generally continuous built edge with linked three storey houses, terraces and semi-detached houses creates a degree of enclosure and overlooking.

A 3m shared cycleway/footway has been designed to run parallel to the road separated by a landscaped strip. Front gardens to houses allow for a level of privacy and separation from the public footpaths to the dwellings. Speed reducing measures such as raised tables are used to calm traffic and be a visual break in the materiality of the surface.

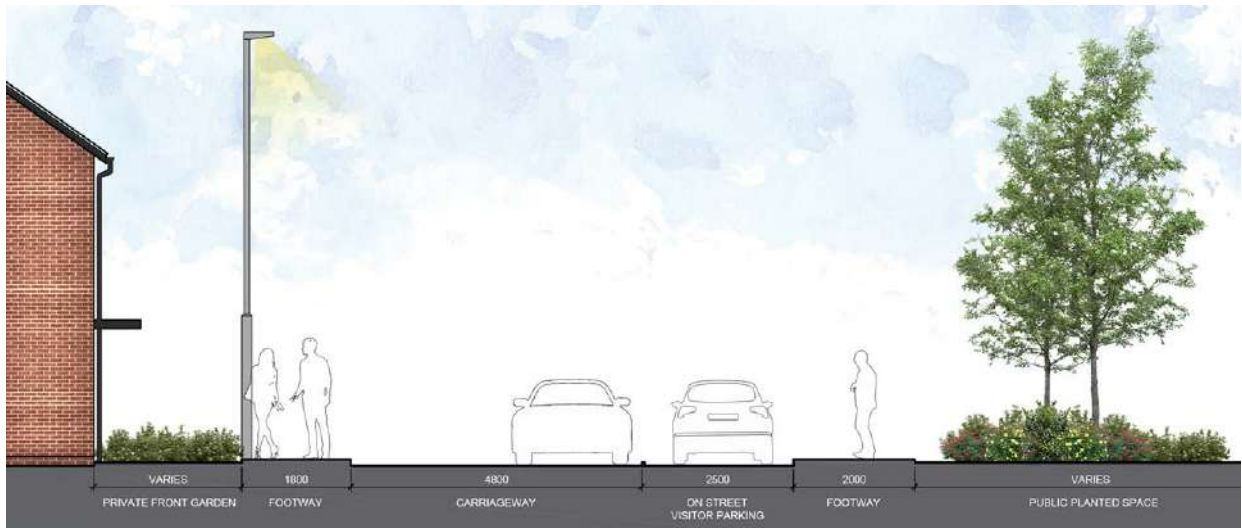


6m Principal Avenue Street Section



COLLECTOR STREETS

Collector Streets have been designed to provide key linkages between the principal avenue and lower grade streets. Building lines have been designed to be less continuous than those of the Principal Avenue with footpaths provided in some locations where pedestrian throughways are deemed necessary. The balance between parking and front gardens have been carefully considered in these areas.



4.8m Collector Street Section

LOOP LANE

The Loop Lane continues the width of the Principal Avenue which connects the North back towards the south. Informal planting is a feature of the roads with continuous house frontages but more separated than the principal avenue to allow greater permeability. On-street parking is provided in places, alongside parallel on-street parking broken up with planted front gardens to ensure parking areas do not dominate the character of the loop road.



5.5m Loop Lane Street Section



ALLEYS

As indicated in the outline DAS, Alleys have been mainly utilised in the western central area.

These have been designed to be a mixture of surfaces creating areas of home zones.

Parking is provided with a blend of on-street and driveway parking broken up with areas of trees and vegetation to give a different character to the alleys.

Buildings have been designed to have a more direct relationship with the street.



4.8m Alley Street Section

PARKWAYS

Parkways provide secondary vehicular routes through the site and provide key linkages to dwellings but also provide a key connection between the development and the Country Park.

Carriageway widths have been reduced from that of the Principal Avenue and overlook planted strips.

Streets have been designed to be well overlooked, with houses that are set back further from the street and are generally less continuous.



4.8m Parkway Street Section



COURTYARDS

Courtyards have been used within the design to reduce the on street parking directly off the principal avenue and loop road.

Through surface materials, overlooking building elevations and feature trees and vegetation, these spaces have been designed to be attractive spaces with a more intermediate environment to insure residents feel safe.

The nature of these spaces has been designed to be clearly comprehensible with entrances to buildings clearly identifiable. Public courtyards have been designed to contain front door access to homes with local parking for residents. Private courtyards have been designed to have no formal boundary treatments and are kept small by only servicing a small number of units.



6m Courtyard Street Section

MEWS

Mews streets, along with the building character, have been designed to be a soft transition between the Country Park and the development. Using a shared surface approach, they are designed to be low speed, home zone spaces and with no loop road access. They are, as intended in the outline, for access to a limited number of houses only. The dwellings have generous front gardens and being outward facing create a well overlooked location and a defined village edge. Trees and other vegetation have been designed to provide further enhancement to certain areas although the existing vegetation of the boundary edge feeds into the character of the space, providing a verdant edge.



4.8 - 6m Mews Street Section



Indicative view of the 'Principle Avenue'



Indicative view of the 'Mews'

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