



# Development Framework

Land at North West  
Sittingbourne, Kent

Mixed Use Development

 planning associates

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 **REDROW**

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Aerial Image from April 2015



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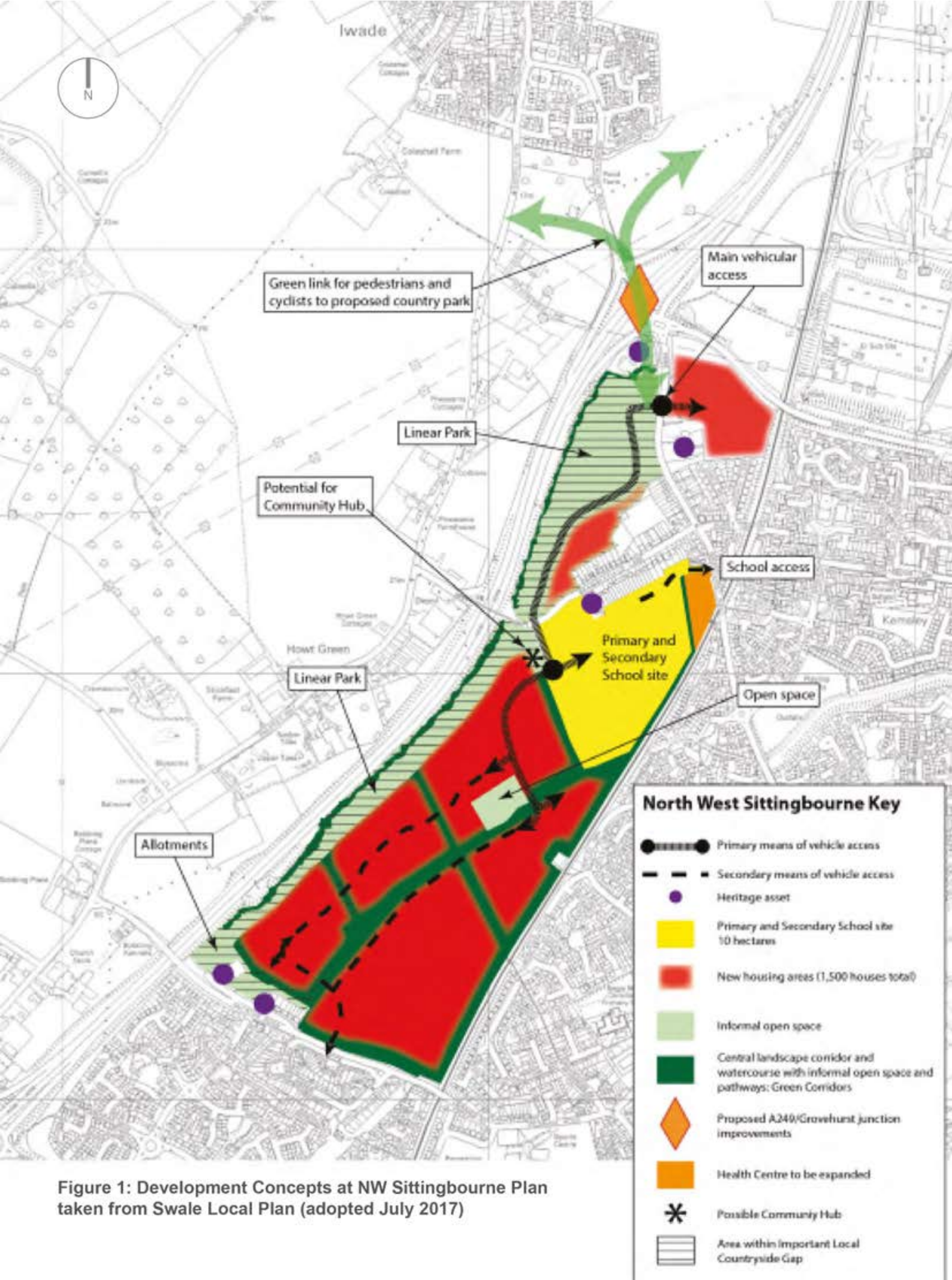


Figure 1: Development Concepts at NW Sittingbourne Plan taken from Swale Local Plan (adopted July 2017)



## A1. Purpose of this Framework

1.1 This Development Framework has been prepared by JB Planning Associates, in consultation with Judith Ashton Associates and Paul Sharpe Associates on behalf of Persimmon Homes South East, Redrow Homes Ltd and G H Dean & Co Ltd who are the landowners / developers involved in the delivery of the mixed-use allocation to the north-west of Sittingbourne, identified in Policy MU1 of the Swale Borough Local Plan Part 1.

1.2 The purpose of the Development Framework, as agreed with Officers from Swale Borough Council, is to provide a strategic overview of the mixed-use allocation and establish overarching design principles and parameters that will help guide the development of the allocated site in a comprehensive and structured manner. As demonstrated through the subsequent sections, this Framework has been prepared through close co-operation between the parties involved in bringing forward development, and also through engagement with the Borough Council, consultees and the local community. The technical consultees that have provided input into the Framework include Kent County Council SuDs team and Swale Borough Council's Climate Change and Environmental Protection Officers. Highways England, Kent County Council Highways, Southern Gas Networks and HSE have also been consulted with respect to the preparation of the planning applications.

1.3 North West Sittingbourne is the largest of the strategic allocations in the Swale Local Plan, and is of fundamental importance to the Plan's delivery, since it will meet a significant proportion of the Borough's future development needs in a sustainable location that minimises impacts on the wider countryside due to its relative self-containment. This mixed use strategic allocation is expected to provide a minimum of 1,500 residential dwellings, a combined primary and secondary school site and structural landscaping and open space including a suitable alternative natural greenspace (SANG) and countryside gap adjacent to the A249, as directed by Policy MU1 of the adopted Local Plan.

1.4 The Framework once agreed, will be expected to be used by all current and any future landowners and development promoters to ensure that the principles of the development are complied with generally throughout the buildout period of this important allocation, even if parcels of land are sold on.

1.5 This introductory section summarises the planning policy context behind the identification of the mixed use allocation at North West Sittingbourne, and sets out the requirements of Policy MU1.

1.6 Section B includes an analysis of the constraints and opportunities for developing the site allocation.

1.7 Section C takes this analysis and the guidance and requirements of Policy MU1 to identify overarching design principles for the development of the allocation. These design principles are then considered in more detail with respect to each of the development areas being brought forward by the landowners / developers involved. Design principles are also established for the Primary & Secondary School Site.

1.8 Finally, Section D considers the timing and phasing of development, and the delivery and maintenance of critical infrastructure required to support the allocation.

## **A2. Local Plan Allocation**

### **Bearing Fruits 2031: The Swale Borough Local Plan Part 1**

1.9 The Swale Local Plan Part 1 sets out the vision and overall strategy for delivering sustainable development in the Borough over the period 2014 to 2031. It sets development targets for new homes and jobs and establishes the Council's strategy for achieving those targets, including through the identification of land allocations for new development. The Local Plan was adopted on 26 July 2017.

### **Policy MU1 - Land at North West Sittingbourne**

1.10 North West Sittingbourne is the largest of the strategic allocations identified in the Local Plan. It comprises five parcels of land, covering 77ha, which are located between the edge of Sittingbourne, identified by the railway line to Sheerness, extending out to the A249 trunk road.

1.11 Policy MU1 sets out the scope for developing the allocation, and can be summarised as follows:

*Planning permission will be granted for mixed uses on land at North West Sittingbourne, as shown on the Proposals Map and will comprise a minimum of 1,500 dwellings, community facilities and structural landscaping and open space adjacent to the A249.*

1.12 The full version of Policy MU1 can be found in Appendix 1.

1.13 A plan prepared by Swale Borough Council to illustrate the policy requirements for the allocation is included as Figure 1.

### **A3. Consultation**

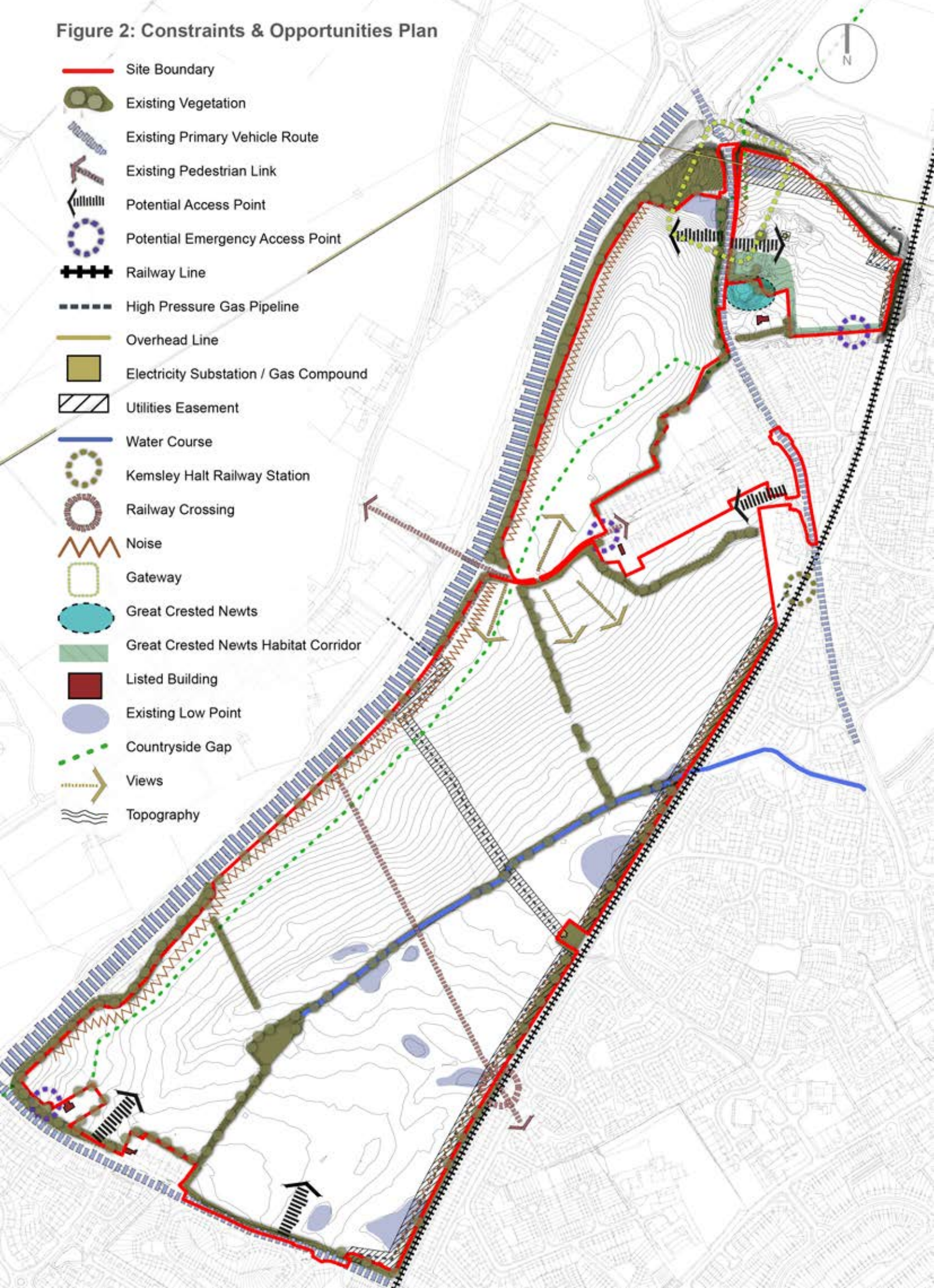
1.14 A consultation strategy has been developed in liaison with Swale Borough Council to guide the preparation of this Development Framework.

1.15 Two public exhibitions have been held at which the draft Development Framework was presented to the local community and other interested parties, and feedback received. Details of how the consultation has influenced the preparation of the Development Framework is included in Appendix 2.

1.16 In addition, the Development Framework was considered at a Design Review Workshop held in October 2017. A formal report setting out the Design Panel's opinions and recommendations relating to the Development Framework followed in November 2017. Set out in Appendix 3 is a summary of the main points made by the Design Panel, along with responses from the North West Sittingbourne Development Team.



**Figure 2: Constraints & Opportunities Plan**





# B

## Constraints & Opportunities

### B1. Constraints & Opportunities

2.1 A constraints and opportunities analysis has been carried out for the allocation as a way of both determining restrictions to the proposed development and confirming elements that can be exploited or maximised.

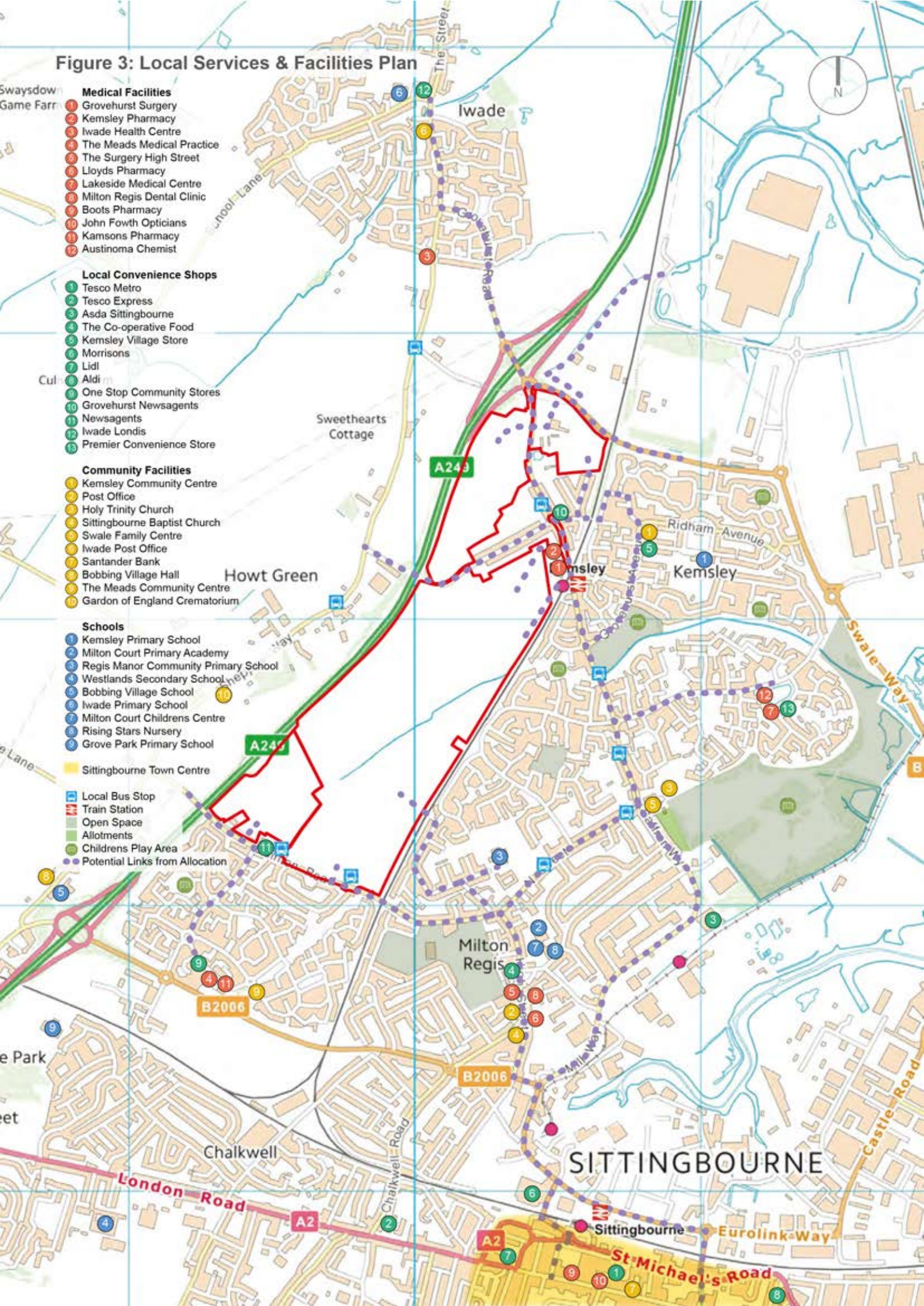
2.2 Where possible, these identified constraints and opportunities have been illustrated on Figure 2.

#### Constraints

- The need for the development to respond appropriately to the noise and vibration sources, including the A249, Swale Way and the railway line.
- The need to retain where possible established hedgerows and trees.
- The need to accommodate a 10m wide service easement along the length of the eastern boundary adjacent to the railway.
- The need to respond sensitively to heritage assets by having regard to the setting of listed buildings in close proximity to the allocation.
- The need to distribute new traffic generated by the development onto adjacent highways without unacceptable impact on surrounding neighbourhoods.
- The need to preserve a margin to the water course that crosses the allocation to be agreed in conjunction with the Environment Agency (EA), Kent County Council Sustainable Urban Drainage Team (KCC SuDs) and the Lower Medway Internal Drainage Board (LMIDB), and respond to any drainage issues associated with the low points found around the allocation.
- Parts of the allocation have the potential to contain brickearth resources which, subject to Policy DM7: Safeguarding Mineral Resources in the Kent County Council Minerals and Waste Local Plan 2013 - 2030 and any other material considerations, may need to be removed to avoid being sterilised by surface development.



Figure 3: Local Services & Facilities Plan

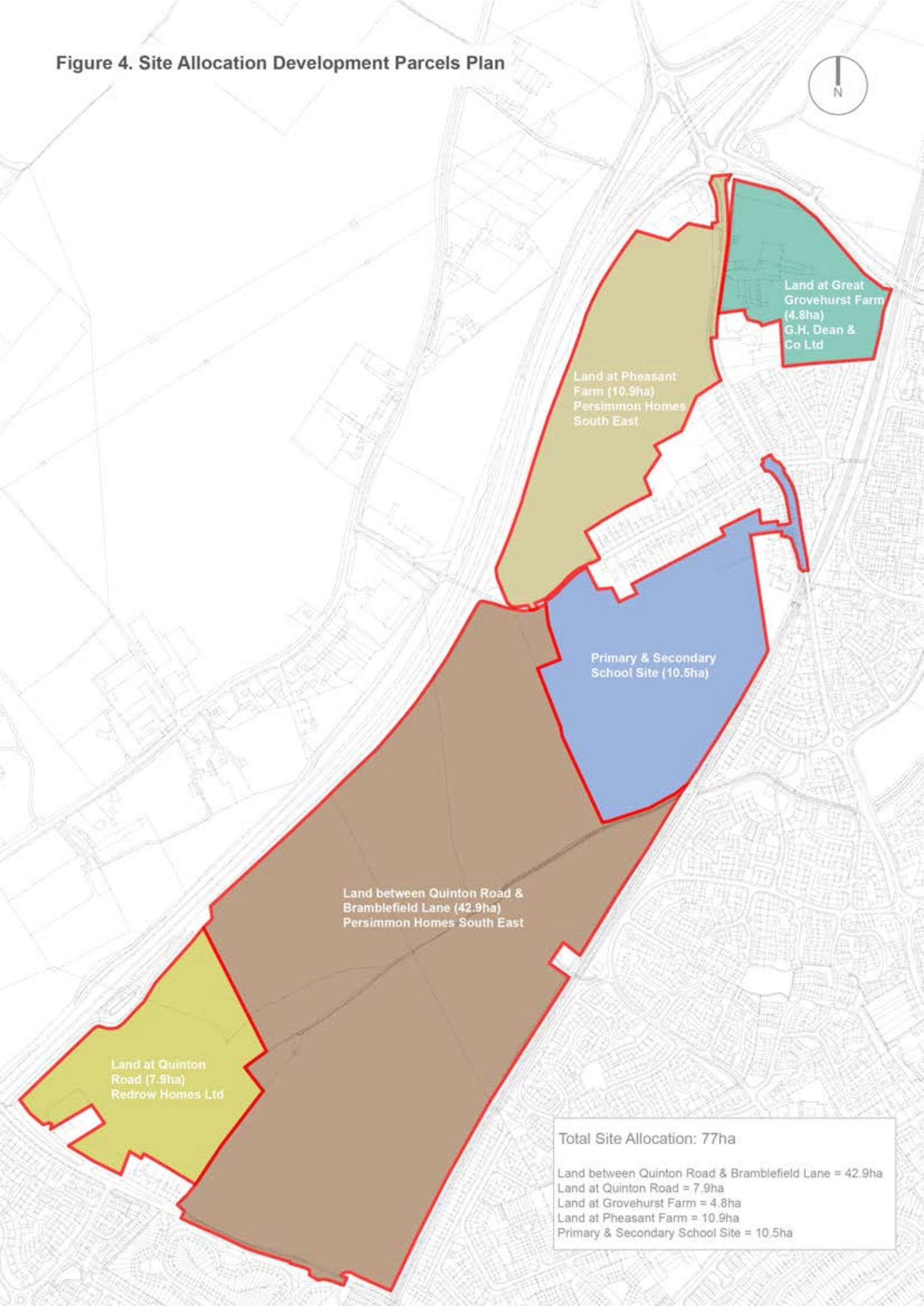




## Opportunities

- The allocation is relatively open with existing views across the site from Bramblefield Lane and peripheral vegetation providing ample scope for innovative design expression.
- The opportunity for new development to create a positive first impression of Sittingbourne on entry from the north along Grovehurst Road and from the south along Quinton Road.
- The presence of the A249 provides a strong new urban edge for Sittingbourne. The allocation is well contained and views from the A249 and settlements beyond are fairly limited due to the general topography and existing tree belt along the western boundary.
- The field boundaries provide a framework for the subdivision of the allocation into development parcels.
- Land is available to deliver a significant area of natural and semi-natural greenspace, including a continuous landscape buffer along the western boundary to function as an important countryside gap between Sittingbourne and Bobbing/Iwade.
- The allocation can accommodate a scale of development that could potentially support the provision of new community infrastructure.
- The allocation benefits from boundaries suitable for vehicular connections to both Grovehurst Road and Quinton Road and benefits from good proximity to the strategic highway network and local rail services.
- The allocation is in a sustainable location with access to a range of facilities and amenities as demonstrated by Figure 3.
- The allocation has the potential to enhance the public rights of way network through the creation of new and enhanced pedestrian and cycle links, in particular across the A249 to facilitate use of open spaces and other services on each side.
- The opportunity to provide an integrated/connected SuDs network for parts of the allocation, incorporating new ponds and ditches and connecting to the existing retained watercourse which could form a central green focal point.
- The opportunity to provide a network of connected greenspaces forming corridors for enhanced biodiversity which can extend into the various development parcels and off-set any impacts on European wildlife sites.

Figure 4. Site Allocation Development Parcels Plan





## C1. Overarching Design Principles

3.1 A fundamental objective behind the North West Sittingbourne mixed use allocation, as outlined within Policy MU1, is to create a sustainable community, rich in social interaction and activity, that functions successfully as an urban extension to Sittingbourne, the Borough's largest settlement.

3.2 Placemaking will feature at the heart of proposals with the aim to create attractive but functional new neighbourhoods where homes can be built for people to live and enjoy their recreation time.

3.3 This can be achieved by providing an attractive and distinctive new environment through the creation of a series of legible character areas or quarters in which people can orientate themselves by establishing gateway features and focal points using a variety of building block forms and road hierarchies to reflect the different activities and uses. A mix of architectural styles and building types can help create landmarks and establish viewing corridors and a sequence of spaces which can be supported by a well designed, high quality public realm.

3.4 New housing areas should be created that are highly accessible and suitable for all and should be well linked through a network of both new and existing, pedestrian and cycle links. New green spaces providing open space and childrens play areas and the inclusion of landscape features such as tree lined streets, swales and attenuation ponds can help deliver an environment that encourages healthy living whilst integrating Sustainable Drainage Systems as part of the overall landscape strategy.

3.5 In order to achieve this a number of overarching design principles will be adhered to as part of the detailed design solutions:

- Create a development of character by establishing a place with an individual, distinct identity that links successfully with the existing character of Sittingbourne.
- Provide the necessary vehicular access to the sites from Grovehurst Road and Quinton Road, so as to respect landscape constraints, maximise the development potential for the uses indicated for the sites and mitigate the impact of development traffic on surrounding neighbourhoods.

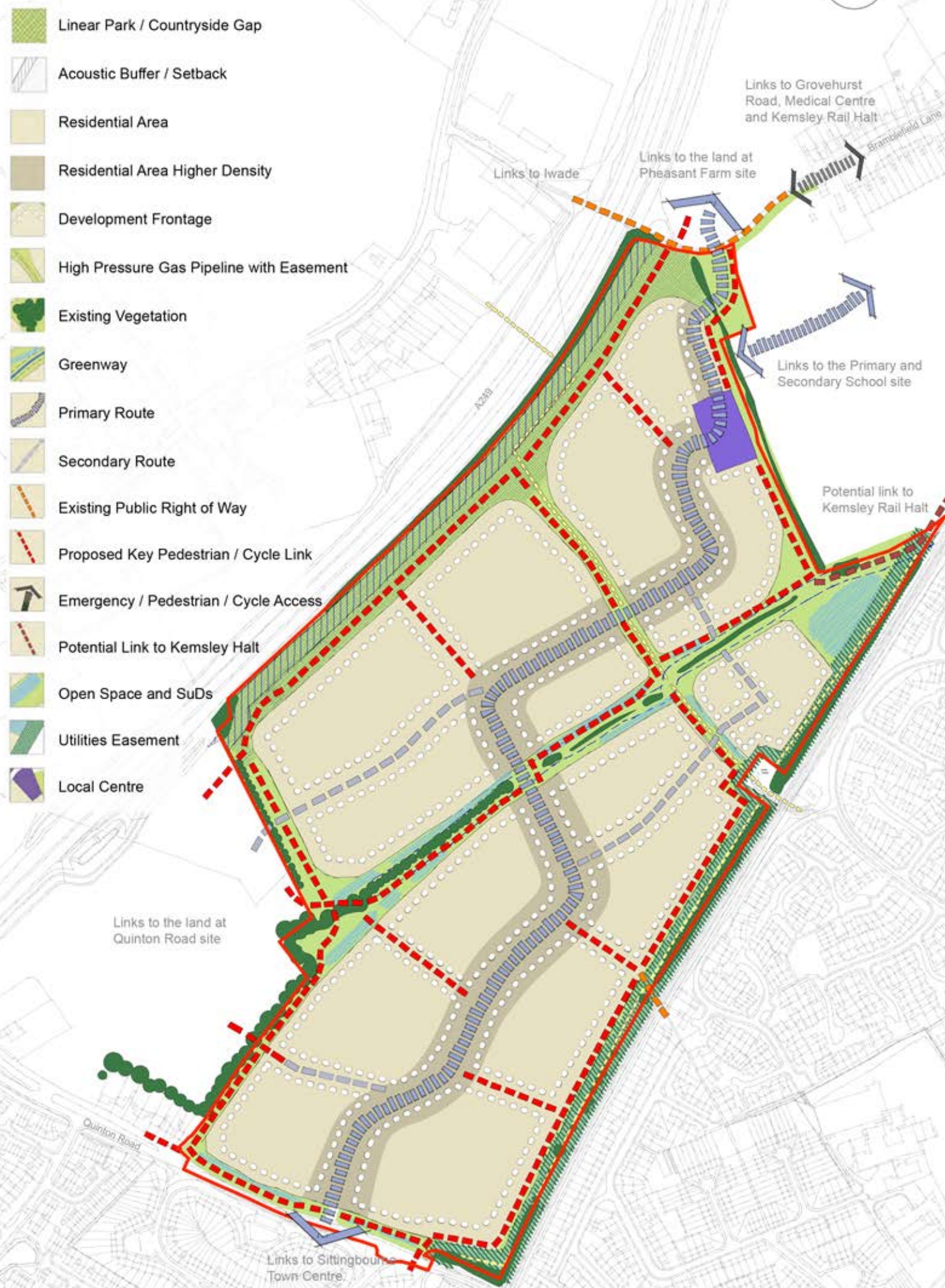
- Be appropriately scaled, aesthetically pleasing, creating both quality and legibility in the public realm. The relationship with other land uses and open spaces will be carefully considered to provide the highest quality of settings within the site, aiding the creation of different and individual character areas.
- Provide a minimum 22ha of natural and semi natural greenspace including strategic landscaping, recreational space, parkland and water features with wildlife corridors extending into the site supporting habitat and biodiversity creation and enhancement.
- Provide a coordinated approach to soft landscaping through the use of carefully selected tree and shrub species to give good structure and emphasise street hierarchy (for example using substantial trees to the spine road to create an avenue), seasonal interest and provide high wildlife value. The plant mix will vary across the site allocation to create a strong sense of place utilising native species with regard to the 'Swale Landscape Character and Biodiversity Appraisal' (2011).
- Utilise the framework of open spaces in order to maintain an important local countryside gap between Sittingbourne and Bobbing/Iwade and also minimise the development's visual impact, restricting views from the A249 and surrounding rural communities.
- Create a legible development, encouraging pedestrian movement through the allocation and to the adjacent network through the use of perimeter blocks connected by streets and green spaces. Direct and legible pedestrian and cycle access should be provided at each vehicular access point into the allocation.
- Provide higher density development along the primary access route and other key locations, such as adjacent to the neighbourhood centre and other nodal points across the scheme, lessening towards the landscaped edges to create a parkland 'village' setting.
- Appropriate noise mitigation is required to reduce noise from the A249, from Swale Way and from Grovehurst Road itself.



- Consideration given to orientation of buildings along the western and eastern boundaries, such that gardens are behind the properties and screened from noise.
- Make available land and contributions towards education facilities including both a secondary school and primary school within the site, in order to cater for new residents and to provide additional capacity for existing residents within the locality.
- Develop a drainage strategy utilising sustainable drainage systems such as swales and balancing ponds in line with 'Water. People. Places. A guide for master planning sustainable drainage into developments', providing visually strong but safe water features to development edges and within open spaces. Where practical, these features will be designed to support local biodiversity aims.
- Provide for bus access to the site and look for opportunities to improve links to, and the enhancement of, rail facilities at Kemsley.
- Integrate heritage assets having regard to their proximity and setting and the relevant guidance including 'The Setting of Heritage Assets' produced by Historic England.
- Incorporate sustainable design and construction methods.

3.6 Over the following sections, the design principles are considered in more detail with respect to each of the development areas being brought forward by the landowners and developers involved. A number of Framework parameter plans have been produced for each parcel in order to demonstrate how these design principles should be interpreted and inform the detailed design approach for each development area.

**Figure 5: Land between Quinton Road & Bramblefield Lane  
Framework Design Parameter Plan**





## **C2. Land between Quinton Road & Bramblefield Lane (Persimmon Homes South East)**

### **Site Description**

3.7 This site comprises 42.9ha of agricultural land, bordered to the west by the A249 and the east by the railway line and residential development beyond. These boundaries are the major enclosing elements with limited east/west permeability. To the south Quinton Road borders the site boundary with residential development beyond.

3.8 To the north, Bramblefield Lane leading to a footpath providing pedestrian and cycle access over the A249 to Sheppey Way separates this part of the allocation from land at Pheasant Farm (see C5).

3.9 The site consists of two large arable fields; the poplar shelter belts and hedgerows offering a minimal landscape structure. The southeastern field is relatively flat in form with a slight rise in topography to the south. Tree and hedges form a linear boundary edge to the raised railway line on the eastern side of the field. The only protruding element on this boundary is a square Gas valve compound approximately 40m in width accessed via a gated level crossing from Volcane Drive to the east.

3.10 An existing culverted water course bisects the eastern and western fields, with trees and hedges following the route of the culvert. To the north west of the water course is the second field. Topographically the field rises 12m from the drainage ditch to its northwestern edge. At this point, the field rises above the A249 and is bound by a tree belt providing a visual and acoustic barrier.

### **Site Specific Constraints & Opportunities**

3.11 Beyond the general constraints and opportunities identified in Section B, the following have been identified with respect to this site:

- The need to accommodate appropriate easements to the utilities infrastructure crossing the site including the high pressure gas pipeline and provide a suitable standoff to the gas compound on the eastern boundary.
- The need to integrate existing public rights of way that cross the site.

3.12 The site also has the potential to deliver a number of positive benefits, particularly given its size, including:

- A significant number of new homes to meet local housing land supply requirements.
- A Linear Park along the western boundary of the site that would act as a multifunctional area (open space, play area, noise buffer, ecological mitigation and enhancement area) whilst also adding a “green” context to the development.
- Retaining and enhancing the central watercourse to create an attractive central green space at the heart of the development supporting habitat and biodiversity creation and enhancement.
- Greenways of multi-functional public open space to serve the development and also the wider community.
- A new local centre with retail provision to meet local requirements.
- A well connected network of streets and spaces to create a permeable and well overlooked network fronted by development.
- Important new pedestrian, cycle and vehicular links connecting the proposed development with the wider site allocation, the Ridham/Kemsley employment area, and connecting the site with the Grovehurst area to the east, Milton Regis to the southeast and Iwade to the north.



Cycle / foot bridge over A249



## **Existing Site Access Arrangements**

3.13 The site is well related to The Meads residential development to the south and the Grovehurst Road residential area to the east, although the railway line provides a barrier limiting access in this direction. Although Kemsley Rail Halt is close to the site there is a need to improve pedestrian and cycle links to the station, which operates a half hourly shuttle service between the Isle of Sheppey and Sittingbourne.

3.14 Existing bus stops are provided on Grovehurst Road at the junction with Bramblefield Lane and adjacent to the rail station. Further bus stops are provided on Quinton Road in the vicinity of the existing convenience store and adjacent to the south east corner of the site. Bus routes along Quinton Road include service 334 which provides hourly access to Sittingbourne town centre. A number of services operate along Grovehurst Road including the 322, 323, 324, 339 and 336. These provide access to a range of destinations including Kemsley, Milton Regis and Sittingbourne town centre.

3.15 There are a number of Public Rights of Way (PROW) within the site and immediate surroundings. These include a pedestrian/cycle route from Bramblefield Lane that heads west across the northern boundary of the site and passes over the A249 via a cycle/foot bridge. This route provides connectivity with the open space provision proposed within the Iwade expansion area. A further footpath connects to the Bramblefield Lane PROW and heads south within the site, alongside the A249. This route continues southeast across the site and passes over the rail line via an at grade crossing and continues towards the Milton Regis residential area.

3.16 The nearest existing cycle route to the site is National Route 1 (NR1) which includes a mix of on and off road sections through Sittingbourne. It is located to the north of the site and follows Bramblefield Lane to the east through to Kemsley on the eastern side of the railway line via a footbridge and then heads south to Sittingbourne town centre and the train station. The route to the west crosses the A249 and continues north to Sheerness and west to Gillingham and beyond.

## Proposed Site Access Arrangements

3.17 A suitable highway access point has been identified from the south via Quinton Road. The proposals do not assume any vehicular access from Bramblefield Lane although there is the potential for this to provide emergency vehicular access if required.

3.18 Sustainable transport modes will be accommodated in the development proposals. It is intended to make provision for a safe, convenient and efficient bus service through the site and look for opportunities to improve links to, and enhancement of, the rail facilities at Kemsley. Further detail is contained in Section D of the Framework.

3.19 Walking and cycling trips within the site will be encouraged through the provision of safe and well landscaped walking and cycling routes which, in some cases, will offer a more convenient route within the site than a short car journey. These will connect to external routes and existing public rights of way allowing onward access to longer walk and cycle trips. The proximity of the site to the rail halt at Kemsley will assist in providing opportunities for rail travel to Sittingbourne and Sheppey as well as trips directly to and from London, allowing access to services and employment opportunities and for pupils accessing the secondary school.



View looking south from the public right of way along the northern site boundary



## Site Specific Design Principles

3.20 The development of this site will follow the overarching design principles of the overall site allocation and deliver highway infrastructure including access from Quinton Road. It will deliver approximately 1,100 units, which is a significant proportion of the total to be accommodated by the allocation.

3.21 Development will be set back from the boundaries of the site to allow for noise mitigation and utilities with an acoustic / noise buffer provided along the western boundary and a utilities easement along the eastern boundary.

3.22 A central greenway will be provided across the site containing landscaped, public open space and sustainable urban drainage supporting habitat and biodiversity creation and enhancement along the route of the existing water course. A linear park will also be located along the western boundary behind the acoustic bund which will provide a substantial landscape buffer to the A249. Existing vegetation located along the boundaries of the site, the poplar shelter belts and the existing water course will be retained and where required enhanced through additional planting as part of the layout design.

3.23 Land for a local centre, including the provision of land for a convenience store, will be made available with links to the primary vehicular route within the site, when the development of the wider allocation has advanced to a stage where a sufficient level of demand is generated to support such an enterprise. The timing of the delivery of the local centre will be relative to the occupation of the dwellings which will be agreed at the planning application stage.

3.24 The existing public rights of way will be retained and incorporated into the proposed movement network providing a strong northwest/southeast link across the site. The pedestrian and cycle way links across the A249 utilising the existing right of way along Bramblefield Lane will provide important connectivity with the open space uses on either side and will also enable a sustainable route from Iwade to Kemsley rail halt and the new schools within the North West Sittingbourne allocation.

**Figure 6: Land at Quinton Road  
Framework Design Parameter Plan**





### **C3. Land at Quinton Road (Redrow Homes Ltd)**

#### **Site Description**

3.25 The land at Quinton Road comprises a roughly rectilinear shaped agricultural field of 7.9ha which is situated on a northeast / southwest alignment. It forms the south western quadrant of the overall site allocation.

3.26 The landform of the site is predominantly flat, lying between approximately 15m and 18m AOD. There are no buildings within the site and all of the landscape features are located along the site boundaries.

3.27 The site is bound by Quinton Road and a number of residential properties to the south, including the grade II listed Quinton Farmhouse and Quinton Cottage. An established belt of vegetation including some mature poplar trees defines the southern site boundary. This vegetation provides a good level of screening of views in and out of the site to the south.

3.28 The western boundary is defined by a chain-link fence and an established mixed woodland belt, located outside of the site on the eastern edge of the A249. This woodland screens views in and out of the site to the west including views of the A249 from the site.

3.29 The northern site boundary is defined by a young belt of trees which separate the site from the larger agricultural fields to the north, which form part of the wider site allocation. Two gaps in the tree belt, at the northeastern and northwestern corners of the site provide the only means of access from the adjacent field. The tree belt provides a good level of screening from the north, although glimpsed views into the site are possible from the north east. A long distance view of the industrial area in the north of Sittingbourne is possible from the north western corner of the Site

3.30 The eastern site boundary is defined by an established row of mature poplar trees and under storey hedgerow which separate the site from the agricultural field to the east, which also forms part of the wider site allocation. This vegetation provides a good level of screening of views from the east.

### **Site Specific Constraints & Opportunities**

3.31 Beyond the general constraints and opportunities identified in section B, the following site specific constraints and opportunities have been identified:

- Noise from traffic using the A249. This indicates that development will need to be set back from the A249.
- Both Quinton Farmhouse and Quinton Cottage are listed buildings located adjacent to the southern boundary of the site. The proposed development will need to ensure that the setting of these heritage assets is appropriately conserved.
- A development free corridor providing an overland flow path to deal with surface water runoff from the existing pond on the A249 will be required.

3.32 The site has the potential to deliver a number of positive benefits such as:

- A Linear Park along the western boundary of the site that would act as a multifunctional area (open space, play area, noise buffer, ecological mitigation and enhancement area) whilst also adding a “green” context to the development.
- A well connected network of streets and spaces to create a permeable and well overlooked network fronted by development.
- New links connecting the new residential area with the developing Ridham/Kemsley employment area, and connecting the site with Grovehurst to the east and Milton Regis to the southeast.



## Site Access

3.33 Access to the site would be obtained via a simple priority junction onto Quinton Road. This would be located between Quinton Farmhouse and Quinton Cottage, in a similar location to the existing access that serves these properties and the adjacent properties to the north of Quinton Road; to the west of the junction of Quinton Road and Sonora Way.

3.34 Additional pedestrian and cycle links will also be provided between this site and the adjacent site to the north and east, and the existing built up area to the south, which will connect into the existing wider pedestrian and cycle network. Links to the adjacent site will also potentially provide for an emergency access.

3.35 The sites location and proposed new pedestrian and cycle links will help provide connections to Kemsley Rail Halt and the bus stops along Quinton Road, which provide links to a range of destinations including Sittingbourne town centre and beyond. Future residents will also benefit from the bus service that is intended to pass through the adjacent development sites.



Existing access point serving Quinton Farmhouse and Quinton Cottage

### **Site Specific Design Principles**

3.36 The development of this site will follow the overarching design principles set out in this Development Framework and Policy MU1 of the Swale Borough Local Plan. Initial site assessments suggest the site can deliver approximately 200 dwellings.

3.37 The development will seek to create a positive first impression of Sittingbourne on entry from the strategic highway network to the west of the site allocation.

3.38 A linear park will be provided along the western boundary of the site adjacent to the A249 to create a green edge to the development. This will be in the form of a multi-purpose area of amenity and natural green space that will act as a buffer against noise from the A249, provide new pedestrian links to the north and south, provide areas of play, encompass surface water attenuation features (to be designed to enhance biodiversity), provide for ecological mitigation and enhancement works and contribute to the visual setting of the development.

3.39 A central multi-functional green space area will be provided which, whilst protecting the easement of the culverted water course that runs through the site, will create a further area of play, encompass an additional surface water attenuation feature, provide additional ecological mitigation and enhancement works and contribute to the visual setting of the development.

3.40 The development will seek to retain as far as practical, and supplement, the existing vegetation located along the boundaries of the site.

3.41 The proposed scheme layout will provide a suitable level of separation between new development and existing adjacent dwellings so as to preserve the privacy and amenity of all existing residents.



3.42 The development will create new links connecting the site to the wider site allocation and also to existing neighbouring areas within the local vicinity, including the Ridham/Kemsley employment area to the north, the Grovehurst area to the east, and Milton Regis to the southeast.

3.43 The development will provide well connected internal routes within the site to form a legible 'loop' around the scheme.

3.44 Any new development will preserve the setting of Quinton Farmhouse and Quinton Cottage through careful layout planning and design in accordance with the relevant guidance, including 'The Setting of Heritage Assets' produced by Historic England.



View of mature poplar trees defining the eastern site boundary





#### **C4. Land at Great Grovehurst Farm (G H Dean & Co Ltd)**

##### **Site Description**

3.45 The land at Great Grovehurst Farm has an area of 4.8ha and is located to the northeastern part of the site allocation. This parcel is separated from the rest of the allocation by Grovehurst Road which sits to the west of the site boundary.

3.46 The site is further enclosed by Swale Way to the north, which together with Grovehurst Road forms the Swale Way/ Grovehurst Road junction onto the A249. The Sittingbourne to Sheerness railway line runs along the eastern boundary of the site with the Godwin Close/Danes Mead estate to the south. Great Grovehurst Farmhouse, a grade II listed building, is located to the southwest of the site.



View looking west across the site from Swale Way

### **Site Specific Constraints & Opportunities**

3.47 The development site is constrained by a number of issues beyond those already identified within section B, which include:

- Noise from traffic along Swale Way and Grovehurst Road will require development to be set back into the site along the northern and western boundaries to meet acceptable noise levels.
- There are a number of utility structures located across the site including overhead power lines, gas mains and an electricity substation. These structures will require easements for access and maintenance purposes.
- Brickearth of sufficient quantity and quality to warrant extraction prior to housing development has been identified. As a result, a net reduction in site levels of circa 600mm is anticipated.
- Great Crested Newts are present on site and as such an area of land will need to be identified to mitigate the impact of the development on their terrestrial habitat.
- Great Grovehurst Farmhouse is a grade II listed building which adjoins the site to the west. Any new development will need to ensure that the setting of this heritage asset is appropriately conserved.
- The site topography slopes gently down to the north west corner of the site.

## Site Access

3.48 Access to the site will be taken via Grovehurst Road utilising the existing point of access serving the now redundant farmyard.

3.49 The access would be in the form of a priority junction with Grovehurst Road separated from another priority junction further north providing access into the land at Pheasant Farm and the land between Quinton Road and Bramblefield Lane. Right turn lanes would be provided for traffic entering both sites from Grovehurst Road.

3.50 An emergency access point, which would also cater for pedestrians and cyclists, would be provided from Godwin Close with the new pedestrian and cycle links connecting into the existing strategic cycle network along Swale Way and to the strategic employment areas of Ridham/Kemsley and at Eurolink/ NE Sittingbourne. These links would be accessible for cyclists, pedestrians and people with reduced mobility.

3.51 Walking and cycling trips within the site and between the site and adjacent land, including the residential area to the south will also be encouraged through the provision of appropriate walking and cycling routes.



Site access point from Grovehurst Road



## **Site Specific Design Principles**

3.52 The development of this site will follow the overarching design principles set out in this Development Framework and Policy MU1 of the Swale Borough Local Plan. Initial site assessments suggest the site can deliver approximately 120 dwellings.

3.53 Development will seek to create a positive first impression of Sittingbourne on entry from the strategic highway network and a positive first impression of the site on entry from Grovehurst Road. The presence of overhead power lines and the sole location for SUDS in the northern corner of the site severely constrain design possibilities. An approach based on the careful prescription of building heights and roof scape design complemented by lower level landscaping suggests itself. Building heights and open space are the main design components on entry into the site from Grovehurst Road.

3.54 The likely extraction of brickearth prior to the housing development will lead to an estimated reduction in ground level of about 600mm. Brickearth would not be removed from the GCN receptor area or from the utilities easement to the railway boundary both of which, in due course, would become permanent terrestrial habitats for GCN. Changes in level will present design challenges and opportunities alike, adding interest and functional benefits to the scheme.

3.55 New links will be provided to connect the site with the rest of the development allocation and also provide connections to the Ridham/Kemsley employment area, and with the Godwin Close/Grovehurst area to the south. These links would be accessible for cyclist, pedestrians and people with reduced mobility.

3.56 Development will provide permeability and include a well overlooked network of streets fronted by development where possible. Internal routes within the site should be well connected and form a legible 'loop' around the proposed scheme.

3.57 A multi purpose green corridor will be provided around the boundaries of the site in order to create a noise buffer from the surrounding highway network along Swale Way and Grovehurst Road, and also provide a multifunctional area of amenity and natural green space for the development. This would include open space, Great Crested Newt mitigation, utility easements and surface water attenuation features.

3.58 The proposed open space to the immediate north of Great Grovehurst Farm will function as a Great Crested Newt receptor area during the potential brickearth extraction and/or housing construction and, together with other areas, will become a permanent terrestrial mitigation habitat in the longer term.

3.59 A Great Crested Newt mitigation corridor will be provided along the southern boundary of the site. This mitigation habitat may also extend along the eastern boundary adjacent to the railway line and along the Swale Way boundary of the site. This green space will also provide a utility easement for the overhead lines and high pressure gas pipeline that are located along the eastern and northern site boundaries.

3.60 Existing utilities such as the electricity substation and potentially the sewage pumping station, should be well integrated within the overall site layout with appropriate access provided for maintenance purpose.

3.61 Any new development will preserve the setting of the grade II listed Great Grovehurst Farmhouse and its garden wall through careful layout planning and design in accordance with the relevant guidance, including 'The Setting of Heritage Assets' produced by Historic England.

**Figure 8: Land at Pheasant Farm  
Framework Design Parameter Plan**





## **C5. Land at Pheasant Farm (Persimmon Homes South East)**

### **Site Description**

3.62 Land at Pheasant Farm comprises of an area of 10.9ha of agricultural land located at the northern part of the overall MU1 site allocation.

3.63 The site is bounded by tree belt planting along the western boundary where the A249 is in cutting. This woodland screens views in and out of the site to the west including views of the A249 from within the site.

3.64 Along the southern boundary lies an existing public right of way which leads to properties along Bramblefield Lane whose rear gardens in part back onto the site.

3.65 Along the northern boundary of the site lies a tree belt and planting which screens Featherbed House and its access, and to the eastern boundary Grovehurst Road bounds the site separated by a vegetation strip.

3.66 The highest point of the overall allocation is located within this site which consists of an artificial mound of made land reaching 23m AOD. This was constructed using spoil arising from the construction of the adjacent A249. There are no buildings within the site and all of the landscape features are located along the site boundaries.



Properties located along Bramblefield Lane which back onto site

## Site Specific Constraints & Opportunities

3.67 Beyond the general constraints and opportunities identified in section B, the following site specific constraints and opportunities have been identified:

- The need to maintain a countryside gap between Sittingbourne and the village of Iwade.
- The artificial mound within this site assists in restricting views into the site from the A249 junction, although the prominent north side of the mound will need to be kept free from development and landscaped to soften its appearance.
- There is no need to recover buried brickearth from this site (confirmed by Kent County Council) thus creating the opportunity for early development. Similarly, the historic land raising also removes the need for archaeological field investigation.
- The need to integrate a public right of way that bounds the site and links in to the wider highway infrastructure.
- The need to achieve appropriate separation between existing properties on Bramblefield Lane and any proposed development on the site to minimise any potential impact on residential amenity.

### Site Access

3.68 A primary access point to the allocation from Grovehurst Road in the form of a priority junction would serve the Pheasant Farm and Quinton Road land to the south. A right turn lane would be provided for traffic entering from Grovehurst Road.

3.69 There is no intention to use Bramblefield Lane for vehicular access to the site, other than possibly for emergency vehicles. It will however, continue to be a pedestrian and cycle link

3.70 Walking and cycling trips will be encouraged through the provision of appropriate walking and cycling routes including a strategic pedestrian/cycle route passing through the site, and the land at Great Grovehurst Farm, connecting the development to the south of Bramblefield Lane with the strategic employment allocations at Ridham/Kemsley and at Eurolink/NE Sittingbourne. Consideration will be given to a further pedestrian and cycle link between the proposed housing and Grovehurst Road, immediately to the north of the existing dwellings.



Proposed primary site access point from Grovehurst Road and artificial mound



### Site Specific Design Principles

3.71 The development of this site will follow the overarching design principles set out in this Development Framework and Policy MU1 of the Swale Borough Local Plan. Initial site assessments suggest the site can deliver approximately 100 dwellings.

3.72 The location of the site near the Grovehurst Junction and its planned role as a vehicular access into the allocation, means that the site has a key gateway function in creating a positive first impression, both for the overall allocation and for the entry into Sittingbourne.

3.73 Housing development will be focused on the southern side of the site which is screened from wider views by the site's topography. The prominent northern side of the site will be landscaped and will form part of a linear park, which extends southwards along the western side of the allocation, and provides a substantial buffer to the A249 and important countryside gap between Sittingbourne and Iwade. Existing vegetation located along the boundaries of the site will be retained and enhanced as part of the layout design.



View looking north from the public right of way

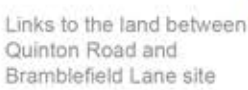
3.74 The proposed scheme layout will provide a suitable level of separation between new development and existing adjacent dwellings, generally with new rear gardens backing onto existing rear gardens, so as to preserve the privacy and amenity of all existing residents.

3.75 Development will create new links connecting the site to the wider site allocation and also to existing neighbouring areas within the local vicinity including the Ridham/Kemsley employment area to the northeast, the Grovehurst area to the east, and Milton Regis to the southeast.



View of Bramblefield Lane from the public right of way







## C6. Primary & Secondary School Site

### Site Description

3.76 This site comprises of an area of approximately 10.5ha of agricultural land and is located to the eastern part of the site allocation.

3.77 The north of the site is bounded by an existing public right of way (which will be fenced outside of the schools site) and the rear gardens of the existing properties located along Bramblefield Lane.

3.78 The Grovehurst Surgery, Kemsley rail halt and the existing railway line are all located to the east of the site and to the west lies a linear hedge containing mature trees and vegetation.

3.79 The land rises by approximately 12m southeast to north from the railway line to Bramblefield Lane. Within the site there is a linear feature of semi-improved grassland and scrub to the northern part of the field.



Bramblefield Farmhouse and properties on Bramblefield Lane

## **Site Specific Constraints & Opportunities**

3.80 Beyond the general constraints and opportunities identified in section B, the following site specific constraints and opportunities have been identified:

- The opportunity to connect the site with the rail halt at Kemsley, and provide a sustainable public transport connection to the schools.
- The need to ensure that the setting of the grade II listed Bramblefield Farmhouse on the northern boundary of the site is appropriately conserved and not impacted by the siting of any school buildings or by any other elements of the development of this land parcel.
- The need to integrate a public right of way that bounds the site and links in to the wider highway infrastructure.

## **Site Access**

3.81 A suitable highway access point has been identified from the north from Grovehurst Road via the access road to the Medical Centre.

3.82 The site benefits from good access to sustainable modes of transport. Existing bus stops are provided on Grovehurst Road at the junction with Bramblefield Lane, and adjacent to the rail halt. The latter bounds the site to the north-east and provides links to Sittingbourne and Sheppey via a half hourly shuttle service.

3.83 Walking and cycling trips will be encouraged through the provision of appropriate walking and cycling routes, which will connect to external routes and existing public rights of way and cycle routes, and provide a direct link between the schools and Kemsley halt railway station.

3.84 A second access point has also been identified from the west which would be via the main primary route which serves the main site allocation. This access point would in the main provide vehicular access for the proposed primary school.

### **Site Specific Design Principles**

3.85 The development of the school site will follow the overarching design principles set out in this Development Framework where possible. The site will provide a 2 form entry primary school and a 6 form entry secondary school in line with local education requirements.

3.86 It is anticipated that the 2 form entry primary school will meet the education needs generated by the delivery of new homes across the site allocation.

3.87 The primary school is likely to be located on the southwestern side of the site where it will be most easily accessible to the allocation, and close to the centre of the development which it is intended to serve.

3.88 The primary school is intended to be accessed from within the site allocation via the proposed primary access route, although a secondary pedestrian only access may be provided from Grovehurst Road.

3.89 The secondary school will have a larger catchment area and will likely therefore be located to the northeastern side of the site. This is due to its close proximity to the rail halt at Kemsley with the intention of making the school highly accessible to pupils travelling both from within the site and from the wider area with which it is intended to serve.

3.90 The secondary school is intended to be primarily accessed from Grovehurst Road, with a secondary pedestrian only access from within the site allocation.



3.91 The co-location of the schools will allow for them to share some facilities if this is considered advantageous. Such facilities could include shared circulation and drop off points.

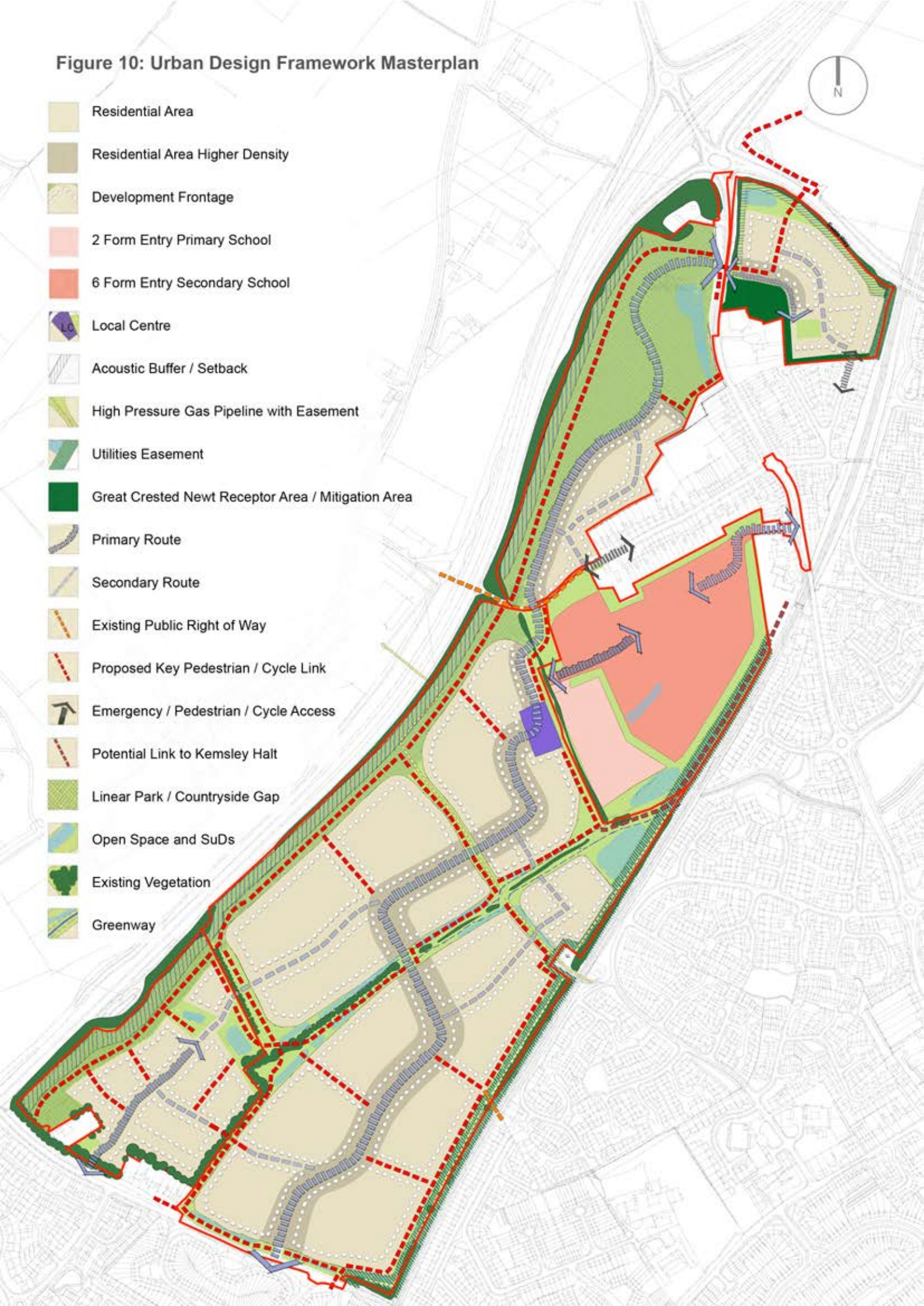
3.92 Formal sports facilities will be provided within the school grounds which may be available for public use outside of school hours, subject to local letting agreements.

3.93 Consideration will need to be given to the design of a new pedestrian link that could connect the residential development to the south with the Kemsley rail halt to the east (subject to agreement being reached with Network Rail).



Figure 10: Urban Design Framework Masterplan

-  Residential Area
-  Residential Area Higher Density
-  Development Frontage
-  2 Form Entry Primary School
-  6 Form Entry Secondary School
-  Local Centre
-  Acoustic Buffer / Setback
-  High Pressure Gas Pipeline with Easement
-  Utilities Easement
-  Great Crested Newt Receptor Area / Mitigation Area
-  Primary Route
-  Secondary Route
-  Existing Public Right of Way
-  Proposed Key Pedestrian / Cycle Link
-  Emergency / Pedestrian / Cycle Access
-  Potential Link to Kemsley Halt
-  Linear Park / Countryside Gap
-  Open Space and SuDs
-  Existing Vegetation
-  Greenway



## C7. Urban Design Framework Masterplan

3.94 The Framework Masterplan opposite has been prepared by JB Planning Associates, in consultation with Judith Ashton Associates and Paul Sharpe Associates on behalf of Persimmon Homes South East, Redrow Homes Ltd and G H Dean & Co Ltd. It has also been informed by the wider stakeholders including Swale Borough Council, Kent County Council, Design South East and the local community over a number of consultation events, a design workshop and previous analysis work as described throughout this Framework.

3.95 The Framework Masterplan is a spatial representation of the design principles established within this Development Framework document. These principles have been informed by and built on the requirements within Policy MU1 of the Swale Local Plan.

3.96 The Framework Masterplan demonstrates how the site allocation will be developed comprehensively and provides a robust guide for future planning applications.

3.97 It is envisaged that changes to the framework plan may arise as a consequence of the ongoing detailed design and technical work being progressed by the various landowners and developers. However, the Framework Masterplan should be considered as the starting point for any future planning applications.

Site	Land Owner / Developer	Site Area (ha)	Approximate Units
Land between Quinton Road and Bramblefield Lane	Persimmon Homes South East	42.9	1,100
Land at Quinton Road	Redrow Homes Ltd	7.9	200
Land at Great Grovehurst Farm	G.H Dean & Co Ltd	4.8	120
Land at Pheasant Farm	Persimmon Homes South East	10.9	100
Primary & Secondary Schools Site	Kent County Council	10.5	n/a
<b>Total</b>		<b>77</b>	<b>1,520</b>

Proposed capacities for the site allocation

**Figure 11: Infrastructure Delivery Timetable**

	Financial Year	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30	2030/31	Total	Notes
Housing	Land Between Quinton Road and Bramblefield Lane	60	60	60	90	90	90	100	100	100	100	100	90	60	1100	
	Land at Quinton Road	60	60	60	20										200	
	Land at Great Grovehurst Farm			23	55	42									120	
	Land at Pheasant Farm		15	40	45										100	
	Total	120	135	183	210	132	90	100	100	100	100	100	90	60	1520	
	Cumulative Total	120	255	438	648	780	870	970	1070	1170	1270	1370	1460	1520	1520	
Infrastructure	Grovehurst Road Access Points															
	Quinton Road Access Points															
	Secondary School Access from Grovehurst Road															To coincide with the commencement of development of the secondary school.
	Interim Improvements to the Grovehurst/A249 Junction															
	Improvements to the Bobbing/A249 Junction															
	Bus Network Improvements															Phased in response to anticipated demand and delivery of bus routes within allocation
	Link to Kemsley Halt															To coincide with the opening of the secondary school.
	Pedestrian and Cycle Improvements															To be provided as allocation is built out.
	Enhancements of pedestrian links to Iwade over A249															To coincide with the opening of the secondary school.
	2 fe Primary School															KCC has indicated that the Primary School would be brought forward in two phases (1fe at a time).
	6 fe Secondary School															KCC has indicated that the Secondary School would be brought forward in two phases (4fe at a time).
	Linear Park / Countryside Gap / Allotments															To be provided as allocation is built out.
	Other open space															To be provided as allocation is built out.
	Convenience Store and such other community facilities as may be required															To come forward if and when a sufficient level of demand exists to support the enterprise.
	On-site flood mitigation measures															To be provided as allocation is built out.
	Drainage Works															To be provided as allocation is built out.



## D1. Site Phasing & Infrastructure Delivery

4.1 This section of the Development Framework considers the timing and phasing of development, and the delivery and maintenance of critical infrastructure required to support the site allocation.

4.2 The site promoters are in the process of preparing planning applications, guided by this Development Framework, which are programmed to be submitted in 2017/18. It is anticipated that the first planning permissions will be granted during 2018, allowing the development to be commenced in early 2019.

4.3 Beyond the commencement of development, the Infrastructure Delivery Timetable (Figure 11) provides an indication of the anticipated trajectory for the delivery of residential units across the four parcels of development, along with an indicative programme for the provision of infrastructure required to support the allocation. This programme is indicative and may be subject to change as the development is built out.

### Infrastructure Provision

4.4 Policy MU1 and the Council's Infrastructure Delivery Schedule requires the development of the mixed-use allocation to incorporate the following key infrastructure elements:

#### **Primary and Secondary Schools including dual use sport pitch provision**

4.5 The new 2 form entry primary school is intended to meet the education needs generated by the delivery of a minimum of 1,500 homes across the site allocation. In view of this, it is important that the primary school is delivered (at least in part) at an early stage in the development of the site allocation. KCC has indicated that they expect the primary school to initially be fitted out as a 1 form entry school and then, when the development of the allocation is sufficiently progressed, a further form entry will be added.

4.6 The 6 form entry secondary school will have a larger catchment area and, in view of its scale, is likely to take longer to deliver. Again, KCC has indicated that they expect the development to be phased, with 4 forms of entry initially provided, followed by a future expansion.

4.7 To facilitate delivery, Persimmon Homes South East will apply for outline planning permission for the schools and transfer serviced land to KCC. KCC will then progress the design and delivery of the schools through reserved matters applications. Contributions will be sought from the developers on the basis of a “pupil product” generated by the respective housing sites across the allocation. The contributions generated by the development of the allocation are expected to largely fund the construction of the primary school, whilst the secondary school will require further contributions from developments in the wider area which it is expected to serve.

### **Strategic Open Space**

4.8 A minimum of 22 ha of natural and semi-natural greenspace, including strategic landscaping, recreational space, parkland and wildlife corridors is to be provided across the allocation. A substantial area of this greenspace is proposed along the western boundary of the site to provide a landscape buffer to the A249 and maintain an important countryside gap between Sittingbourne and Iwade. Its provision will also serve to reduce recreational disturbance on the Swale Special Protection Area (SPA). Each application will provide the open space provision identified for that development parcel in the Urban Design Framework Masterplan (Figure 10). The areas of other open space typologies located within housing areas will be determined at the planning application stage

4.9 With development proposals at Iwade also including a considerable area of open space to maintain the countryside gap, it is anticipated that the provision being made at both locations either side of the A249 will form a larger country park.

### **Vehicular Access**

4.10 Vehicular access to the allocation is to be provided from Grovehurst Road and Quinton Road. Whilst the detailed design of the vehicular access points will be presented in the Transport Assessments accompanying the planning applications, it is anticipated that at this stage the main vehicular access point from Grovehurst Road will take the form of a priority junction with another priority junction further south serving the land at Great Grovehurst Farm. There will be a primary vehicular route through the allocation to Quinton Road which it will join in the form of a priority junction. These vehicular access points are identified on the Access Strategy Plan (Figure 12).

4.11 The Transport Assessments will also establish the need for, scale and nature of any off-site highway improvements necessary to mitigate unacceptable traffic impacts at the Grovehurst/A249 Junction and Bobbing/A249 Junction and elsewhere on the local highway network. Highways England (HE) and KCC have, in principle, agreed the appropriateness of an Interim Improvement Scheme to the Grovehurst Road/A249 junction to accommodate the predicted increases in traffic arising from Local Plan allocations, including the North West Sittingbourne allocation. The development will be expected to contribute to the funding of the Interim Scheme although HE and KCC agree that some development is likely to be acceptable in advance of this. The Transport Assessments will inform the timing of the transport mitigation to complement the indicative phasing proposals.

### **Flood Mitigation Measures and Drainage**

4.12 Whilst the precise detail of the flood mitigation measures will be determined at the planning application stage, it is anticipated that a range of Sustainable Urban Drainage Systems (SuDS) will be utilised across the allocation, including source control (permeable paving, rain gardens etc), conveyance through swales and filtration trenches and storage including ponds and infiltration/detention basins. Existing low spots across the allocation are likely to be exploited for SuDS storage, whilst further strategic drainage features are to be created within the central greenway crossing the allocation to the south of Bramblefield Lane. The design of these measures shall be such that opportunities to enhance biodiversity and to deliver amenity benefits are maximised. Foul drainage will be delivered by requisition.

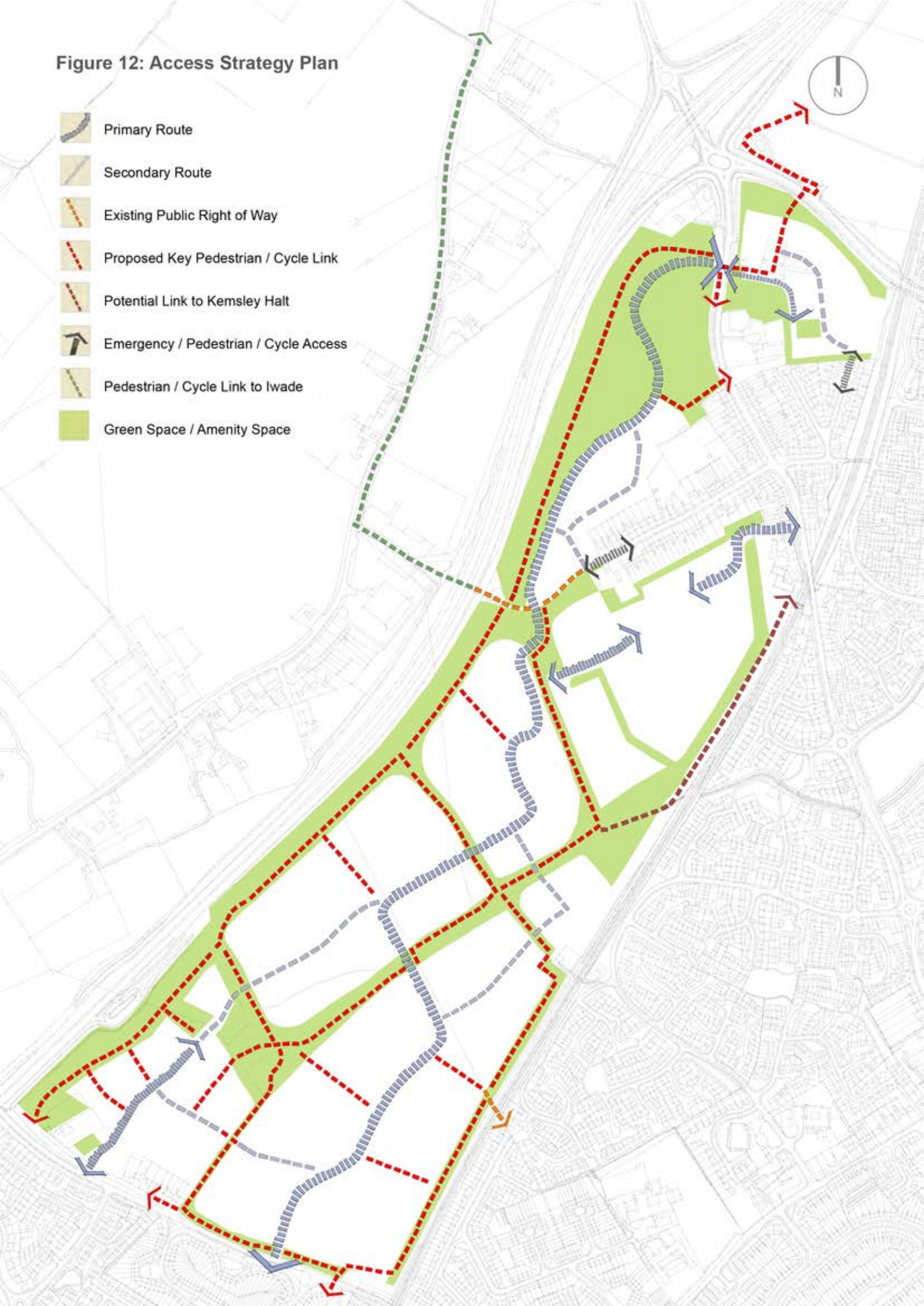
4.13 The timing of the delivery of the required mitigation measures will be determined at the planning application stage, and the developers of each part of the site will work together to deliver a coordinated approach that ensures that the required drainage features are provided in a timely manner to maintain the delivery programme.

### **Contamination, Noise and Air Quality**

4.14 In view of the proximity of the A249, Swale Way and Grovehurst Road to the development, noise mitigation measures are likely to be required. Whilst the amount and type of mitigation will be determined at the planning application stage in the context of the specific details of the proposed developments, the promoters of each of the sites will work together to ensure a coordinated approach and each promoter will ensure that the required measures specific to their site are delivered.



Figure 12: Access Strategy Plan



4.15 With respect to contamination and air quality, the planning applications will be accompanied by relevant assessments that determine the extent and nature of these concerns and suggest appropriate mitigation measures to limit their potential to cause harm to future residents.

### **On Site Local and Community Facilities**

4.16 In addition to the strategic open space provision described above, formal sports facilities will be provided within the school grounds which could, subject to the necessary agreements being put in place, be made available for dual use by pupils and the wider community. It is anticipated that this may include some 3.8ha of sport pitches, although the actual amount and type of open space will be determined at the planning application stage and will need to ensure that it is sufficient to meeting proposed dwelling numbers'.

4.17 A reserve site for a local centre will include a convenience store, subject to there being a market demand. The need for a community hub has also been explored, as required by Policy MU1. Discussions with KCC to date have revealed a preference for developer contributions towards community facilities, which may include the Sittingbourne Gateway project in the town centre, which is a resource for the town as a whole.

### **Public Transport Network Improvements including rail, bus, pedestrian and cycle improvements and also links to Iwade over the A249**

4.18 Within the site allocation, appropriate new walking and cycling routes will be delivered by each of the developers bringing forward their respective land parcels. The developers of each of the sites will work together to ensure a coordinated approach to the alignment and delivery of these routes. These will connect to external routes and existing public rights of way allowing onward access to longer walking and cycling trips.

4.19 Offsite, SBC and KCC have identified a need for a pedestrian and cycle way link across the A249 to facilitate use of the strategic open spaces to be provided as part of the further expansion of Iwade. It has been agreed that, in the short term, this can be achieved by making use of the existing right of way along Bramblefield Lane which extends over the A249 to join Old Sheppey Way. In the long term, it has also been agreed that the pedestrian and cycle crossing of the A249 will be accommodated as part of the comprehensive remodelling of the Grovehurst junction. The pedestrian and cycle way links are illustrated on the Access Strategy Plan included at Figure 12.

4.20 The proximity of the site with the existing rail halt at Kemsley presents an opportunity for a new connection into the station. This will need to be agreed with Network Rail. Alternative pedestrian routes to the halt via Bramblefield Lane and Grovehurst Road will be offered so to provide options and ensure that residents benefit from the rail connections to Sittingbourne and Sheppey.

4.21 It is also intended to make provision for adequate bus access to the site, and appropriate routes will be identified at the planning application stage, although it is anticipated that the main bus route will be along the proposed spine road linking Grovehurst Road to Quinton Road.

### **Sustainable Energy Use and Minimising Carbon Emissions**

4.22 In determining suitable onsite sustainable energy production measures, consideration has been given to the viability of a district heating network. This has been discounted for the following reasons:

- The proposed allocation does not include a large commercial element, and thus the ability to secure sufficient day time heat loads to warrant such a large scale investment is significantly reduced.
- The low density of development - between 30 to 35dph - adds significant costs to a district heating network, and reduces commercial viability in comparison to a higher density scheme.
- The drive for highly energy efficient homes means that heat demands are reduced significantly. This effectively reduces the income streams from the sale of heat, further reducing the viability of district heating networks.
- The phased nature of the development and prolonged timescales for delivering the whole allocation means that temporary plant would need to be introduced before the energy centre can be commissioned, adding to the overall costs.
- A central location for the energy centre is required to minimise heat loss and covering an area of approximately 300m<sup>2</sup>, which is questionable given site constraints.
- Reduced flexibility of layout and ability to respond to market changes.



4.23 Whilst district heating on this development has not been deemed feasible, other measures are being implemented to ensure that energy used sustainably and demand is minimised. All dwellings on the development will be built to the latest Building Regulations standards using a Fabric First approach. The quality of the building, with good levels of thermal performance of the building envelope, coupled with high efficiency heating systems and control mechanisms, form a robust backbone to the planned approach to energy and emissions. This approach also seeks to ensure compliance with Policy DM19 of the Swale Local Plan. The preferred method will be a mixture of traditional and timber frame construction. The layout and siting of dwellings, and in particular houses, will wherever possible maximise southerly aspect living spaces, and facilitate roof orientations that – should residents in due course wish to exploit – be suitable for the installation of solar technologies.

4.24 In addition to the above, non-residential development will be designed and constructed using the BREEAM framework to assess overall sustainable design and construction performance, as set out in DM19 and DM21 of the Swale Local Plan.

4.25 With the development due to be completed over a period of 13 years, it is recognised that there is a need for a flexible approach to sustainable energy use and responding to climate change so to allow for modal shift, new technology and policy changes. As such, the Framework avoids an overly prescriptive approach so that application proposals may respond appropriately to best practice and the regulatory framework as and when they are brought forward.

### **Affordable Housing / Starter Homes Initiative**

4.26 Viability testing on the Local Plan has determined that affordable housing can only be achieved on this allocation if a zero Community Infrastructure Levy (CIL) rate is applied (in which case 10% affordable will be sought). Each planning application will therefore make provision for 10% of the proposed dwellings to be affordable homes.

4.27 It is noted, however, that Swale Borough Council is monitoring the effects of the Starter Homes Initiative (SHI) and has suggested that it will respond as appropriate when this is implemented. Any relevant changes to national policy will be the subject of further discussion with Swale Borough Council at the planning application stage.

## **Proposed Housing Mix for Allocation**

4.28 The mix of housing for the sites forming the allocation will be determined at the planning application stage having regard to the market demand and findings of the Local Plan Policies and the current Strategic Housing Market Assessment or similar needs assessment.

4.29 The precise mix will be affected by the overall viability of each scheme and may also need to take account of the introduction of the Starter Homes Initiative. It is anticipated that the mix will be focused on the delivery of family homes, and will be determined through the planning application process.

## **Developer Contributions**

4.30 Necessary infrastructure will be secured through a combination of planning conditions, Section 106 agreements or Section 278 agreements. As mentioned above, the development will not be liable to CIL payments.

4.31 Infrastructure provision and/or contributions will be phased to take account of viability and to ensure the requirements arising from the allocation will be secured in a timely fashion alongside the development.

4.31 Subject to viability considerations at the planning application stage, contributions may be required towards the following:

- A249/Grovehurst Road Junction Interim Improvement Scheme;
- A249/Bobbing Junction Improvements (if required);
- Bus service improvements;
- Toucan crossings on Quinton Road and Grovehurst Road;
- Travel Plan Co-ordination;
- Kemsley Rail Halt Access Improvements;
- Off-site Footway & Cycleway Links;
- Primary School New Build;
- Secondary School New Build;
- Land acquisition costs for the new schools;
- Community Learning;
- Youth Services;
- Library Facilities;
- Social Care;
- Air Quality Improvements (dependent on implications of proposals for AQMAs in the Sittingbourne area);

- Expansion of Grovehurst Health Centre, subject to the conclusions of a Health Impact Assessment;
- Community Facilities;
- Recreation and Amenity Space;
- Strategic Access Management and Monitoring;
- Waste and Recycling; and
- Provision of appropriate ducting to all buildings to enable the provision of superfast fibre broadband by network providers.

### **Site Phasing**

4.32 The Local Plan anticipates that the allocation will be built out by the end of the plan period (i.e. 2031). Assumptions regarding the phasing of development are summarised in the Infrastructure Delivery Timetable at Figure 11. The rate of housing delivery will be subject to an on-going review.

4.33 The allocation will be delivered by a number of developers, who will bring forward development proposals for parts of the allocation at different stages through planning applications, and reserved matters applications. This Framework will be used to help guide the development of the allocation in a comprehensive and structured manner.

## **D.2 Future Management & Maintenance**

4.34 The long term success of developing the allocation will be dependent upon the management and maintenance of the open space, landscaped area, play areas, ecological mitigation, and SuDS post completion. For each of the development parcels, consideration will be had to either adoption by the Council or (more likely) establishment of Managements Companies for the maintenance of relevant site infrastructure.

4.35 It is anticipated that one or more Management Companies may need to be established, with revenue funding provided by a service charge levied on all dwellings. In this way, individual households will be shareholders and will have a stake in the upkeep of their neighbourhood.

4.36 Planning conditions and, if necessary, Section 106 agreements will be used to ensure the long term maintenance of essential on-site infrastructure.





# Appendix 1 Planning Policy MU1

## Land at Northwest Sittingbourne

Planning permission will be granted for mixed uses on land at North West Sittingbourne, as shown on the Proposals Map and will comprise a minimum of 1,500 dwellings, community facilities and structural landscaping and open space adjacent the A249. Development proposals will::

1. *Be in accordance with a Masterplan/Development brief prepared by the landowners/developers involved in the delivery of the allocation, in consultation with the Borough Council and which reflects the requirements of this policy;*
2. *Be in accordance with Policy CP4 and in particular, achieve an integrated landscape strategy to provide a minimum of 22 ha natural and semi-natural greenspace and other open space as a continuous buffer along the A249 that will form part of the important local countryside gap between Sittingbourne and Bobbing/Iwade in accordance with Policy DM25 and Policy New A17 for Iwade, as well as contributing toward an appropriate link between the two via Bramblefield Lane/old Sheppey Way. This area will link to a network of green spaces and corridors throughout the allocation to achieve open space provision;*
3. *Ensure that, through both on and off site measures, any significant adverse impacts on European sites through recreational pressure will be mitigated in accordance with Policies CP7 and DM28, including a financial contribution towards the Strategic Access Management and Monitoring Strategy;*
4. *Provide on-site flood mitigation measures;*
5. *Integrate heritage assets, having regard to their setting;*
6. *Be accompanied by a Health Impact Assessment in accordance with Policy CP5;*
7. *Be supported by a transport assessment and access strategy in the Masterplan /development brief to determine the need and timing for improvements to the transport network and phasing of development and address the following:*
  - a. *The scale, nature and timing of interim improvements at Grovehurst Road/A249 junction and if necessary at the Bobbing/A249 junction;*

- b. Identification of vehicular access points from Quinton Road and Grovehurst Road and mitigation of traffic impacts on the local road network and existing neighbourhoods by defining an appropriate quantum of development relative to these access points;*
  - c. The timing or any necessary off site highway improvements relative to the phasing of the development;*
  - d. Identification of improvements to the public transport network between the site and Sittingbourne;*
  - e. Encouragement of increased rail use from Kemsley Halt through enhancement of the facilities there and public pedestrian and cycle links;*
  - f. Secure safe and attractive pedestrian and cycle links within the development and to the adjacent network including links to Iwade over the A249;*
  - g. Have regard to the availability of land to the north of Swale Way already safeguarded for the remodelling of the A249/ Grovehurst Road junction and should the mitigation design require it, within any other relevant allocation.*
- 8. Achieve a mix of housing in accordance with Policy CP3, including provision for affordable housing in accordance with Policy DM8;*
  - 9. Achieve suitable means of sustainable energy production and carbon reduction measures compliant with Policy DM20;*
  - 10. Secure new primary and secondary schools on site, with dual public/school use facilities (including a land reservation for its provision), to include land for artificial playing pitches; and*
  - 11. Provide appropriate community facilities and other infrastructure within the site to meet the needs of future residents, including those within the Local Plan Implementation and Delivery Schedule, in particular those arising from primary health care, libraries and community, learning and skills services.*



## Appendix 2 Public Consultation

Two public exhibitions were held in Sittingbourne to seek public opinion on the Development Framework. These events were held between 3pm-8pm on 29 and 30 September 2016, at Kemsley Community Centre and The Meads Community Centre respectively. Both venues are close to the strategic allocation and are easily accessible to the local community.

The first event at Kemsley Community Centre was well attended with approximately 150 people in attendance. Several local councillors also attended to discuss the proposals with the developers and local residents. The second consultation event, held at The Meads Community Centre, was also well attended with approximately 80 people in attendance. Once again, several local councillors attended to discuss the proposed allocation. From the development team, representatives from Persimmon Homes South East, Redrow Homes Ltd and G H Dean & Co Ltd and their respective planning and highways consultants were present to discuss the proposals and respond to questions.



Public consultation event at Kemsley Community Centre

The main matters raised at the events are set out below, along with responses from the North West Sittingbourne development team.

### **Housing Need**

- Insufficient need for further houses in Sittingbourne;
- Brownfield sites should be developed first;
- A mix of housing should be provided, including family housing, bungalows, shared ownership and starter homes.

Development targets for housing in Swale have been determined by the Borough Council through the preparation of its Local Plan, and these have been scrutinised by an independent Planning Inspector. During her examination of the Local Plan, the Inspector determined that there is a need to plan for more homes to be delivered over the plan period (2011 to 2031) than originally anticipated, and the figures have been adjusted accordingly.

With respect to a brownfield first option, the Council identified in the Local Plan Examination that such resources are limited in the Borough. A catalogue of brownfield sites with an indicative capacity of approximately 3,500 dwellings was identified and many of these sites are now allocated by the Council; with only a limited number not judged as available or suitable. Even if all brownfield sites had been allocated, the Council would still be significantly short of the overall requirement for the Plan period.

The mix of housing for the development parcels forming the allocation will be determined at the planning application stage having regard to the findings of the adopted Local Plan Policies and the current Strategic Housing Market Assessment or similar needs assessment.

### **Transport Impact**

- The local road network/A249 is at capacity/in need of upgrade;
- School parking outside of existing properties should be avoided;
- School access adjacent to the medical centre is a concern;
- Walking and cycling to the proposed schools should be encouraged;
- Sufficient off-road parking should be provided;
- Bus services should be extended to include the allocation.

The Transport Assessments, submitted with the planning applications will establish the need for, scale and nature of an off-site highway improvements required to mitigate the transport impacts of the development. The need for improvements to the Grovehurst/A249 Junction has already been established, and an appropriate solution has been agreed in principle with the highway authorities. The detail of the vehicular access points to the allocation, including improvements to the medical centre access, will also be presented in the Transport Assessments and agreed at the planning application stage.

Vehicular parking during school drop-off/collection times will again be considered at the planning application stage, and if necessary, could be mitigated through traffic control measures. Parking in general across the allocation will be determined at the detailed design stage, and will take account of the Council's parking standards.

Use of sustainable modes of transport will be actively encouraged through the provision of an extensive network of walking and cycling routes across the allocation, as outlined in this Development Framework. Pedestrian access across the A249 to Iwade will also be enhanced. Appropriate bus routes through the allocation will be identified at the planning application stage, and the proximity of the site to the rail halt at Kemsley will also assist in providing a direct rail connection to local services and employment opportunities in Sittingbourne and Sheppey.

### **Community Facilities**

- Many requested a good provision of open space for recreation;
- A community hall to hold local functions should be provided;
- Sport and leisure facilities should be provided;
- A shop should be accommodated;
- Additional healthcare facilities are required;

A substantial amount of natural and semi-natural greenspace, including strategic landscaping, recreational space, parkland and wildlife corridors is to be provided across the allocation. The form of this open space is outlined in this Development Framework, and further detail on the actual amounts and types of open space will be provided in the planning applications.

In addition to the strategic open space provision, formal sports facilities will be provided within the school grounds which, subject to the necessary agreements being put in place, be made available for dual use by public and the wider community. A reserve site for a local centre will include a convenience store, subject to there being a market demand.

The need for a community hall has been considered in liaison with a local councillor, and it was determined that sufficient provision already exists locally with Kemsley Community Centre and The Meads Community Centre.

An existing medical centre is located adjacent to the strategic allocation, and consideration will be given at the planning application stage to the need for contributions towards the expansion of this practice.

### **Residential Amenity**

- Existing vegetation at the boundaries of the site should be retained/enhanced to increase screening;
- Overlooking of existing properties should be avoided.

Despite its size and position adjacent to existing development, the allocation is relatively self-contained with the railway line along the eastern boundary, in particular, providing a significant buffer to a significant number of nearby properties. Careful consideration will be given to residential amenity at the detailed planning application stage, and mitigation measures, such as appropriate stand-offs, use of glazing and landscaping, will be incorporated into the design.

### **Heritage Considerations**

- A sympathetic approach to landscaping around the listed buildings on the boundaries of the site is required;

The planning applications will be supported by Heritage Assessments which will consider the impact of the proposals on the setting of the listed buildings, and where required, will propose mitigation measures to minimise any impacts.



## Infrastructure Provision

- Sufficient and timely infrastructure provision is required to support the allocation;
- The schools should be provided as soon as possible.

This Development Framework outlines the anticipated timing and phasing of development, and the delivery and maintenance of critical infrastructure required to support the allocation. The Infrastructure Delivery Timetable (Figure 11) provides an indication of the anticipated trajectory for the delivery of residential units across the four parcels of development, along with an indicative programme for the provision of infrastructure.

The primary and secondary schools are recognised as particularly important aspects of the proposals, and the developers involved will work with Kent County Council to ensure that the land required is made available for the schools to be delivered as early as possible during the development programme.



Public consultation event at The Meads Community Centre

## Appendix 3 Design Review

On 19 October 2017, Design South East held a Design Review workshop to consider the North West Sittingbourne Development Framework. This design review was part of a day of meetings including a comprehensive site visit by the panel, a review of the material made available and a presentation with Q&A covering the Development Framework.

A formal report setting out the Design Panel's opinions and recommendations relating to the Development Framework was received on 13 November 2017.

Set out below is a summary of the main points made by the Design Panel:

- **Unclear how the Overarching Design Principles within the Development Framework were being interpreted in the illustrative designs shown.**
- **It is important that the Framework is driven by place-making objectives and establishes some principles and parameters which challenge the three design teams.**

Additional design parameters were subsequently incorporated into the Development Framework plans including the Framework masterplan to reinforce how the Overarching Design Principles should be applied to the detailed design work that is brought forward through future planning applications.

- **The Framework needs to address the issue of phasing to ensure that facilities and connections are available to those who come early to this development.**

The infrastructure delivery table within the Development Framework provides an indication of the anticipated trajectory for the delivery of residential units across the allocation, along with an indicative programme for the provision of infrastructure required to support the allocation.

- **The Framework needs to have sufficient flexibility to allow for increasing densities or changes in transport usage as the development is built-out over several years.**

With the development expected to be built out over approximately 13 years, it is agreed that the Development Framework needs to provide sufficient flexibility and avoid being too prescriptive. Reserved matters applications will be brought forward and these will have to be determined based on adopted Policy at that time.

- **There is no particular need to have the schools adjacent to one-another unless this is specifically being designed as a ‘through school’.**
- **The location and size of the combined schools site creates a barrier to movement between proposed housing and the railway halt. Any route to the station for residents will be a back-route between the side of the school and the backs of houses or railway lines.**
- **Pedestrian access using the entry to the north of the Pharmacy should be planned for because many people walking to the development from the north west may want to go that way. If Network Rail cannot be persuaded to co-operate it might be the only access from the station area.**

The proposed location of the school site was determined through discussions with the Education Authority and Portfolio Holder, Cllr Whiting, with the primary objective being to make use of Kemsley Halt for transporting pupils attending the secondary school. The co-location of the schools was also requested by KCC, with the intention being that they offer a ‘through-school’. This approach is reflected by the supporting text and development concept diagram in Policy MU1.

The Development Framework identifies a potential pedestrian link to the halt, but ultimately the reserved matters application for the school site will need to provide the design for such a route, having regard to the space and security requirements for the school and any agreement reached between KCC and Network Rail over securing a new access to the rail halt from within the allocation.

Regardless of whether or not a new access link can be achieved, residents from the new development can utilise a walking and cycling route to the Rail Halt via Bramblefield Lane and Grovehurst Road. The Urban Design Framework Masterplan (figure 10) has been designed to facilitate such movement.

- **The local centre should be shown closer to the schools and station to avoid undermining its viability and usefulness.**

The indicative location of the local centre has been moved to a position adjacent to the primary school, with the detail to be addressed through a reserved matters application.

- **The combination of a need for a noise buffer to the A249 and the Countryside Gap Policy has dictated that the most significant open space is located along the north west edge of the development, the least desirable location for a shared green area.**
- **The upgrading of the A249 to a dual carriageway seems to have undermined that Policy. We would question how the gap can be considered as countryside with such a major highway running through the centre of it.**

Policy MU1 emphasises the importance of the green space along the North West boundary so to continue to maintain a countryside gap between Sittingbourne and the villages of Bobbing and Iwade.

- **Vehicular access to the site is limited by its shape and the severance caused by the railway and the A249. Given the number of homes to be built, the proposals in the Development Framework for three vehicular access points must be considered an absolute minimum.**
- **The large roundabout as proposed at the northern junction with Grovehurst Road appears over-engineered and should only be considered if proved essential by traffic modelling.**

Agree with the Panel that at least three vehicular access points to the allocation are required to ensure permeability and manage traffic distribution on the local network.

The need for the roundabout has been reviewed, and the modelled traffic flows generated by the development do not support such a structure. Priority junctions will be sufficient to provide vehicular access to development within the allocation north and south of Grovehurst Road. Further detail should be included with the Transport Assessments accompanying any future planning applications.



- **How pedestrian and cycle routes connect to the wider network and local facilities needs to be illustrated.**
- **We expect to see the clear desire line at the south-east corner of the site, providing the nearest access to Sittingbourne town centre, to be facilitated.**

The Development Framework has been updated to demonstrate how the site allocation is well connected to the surrounding area including identifying links to local facilities and services.

A linear corridor of public open space, with pedestrian/cycle links, is shown along the eastern edge of the site within the Development Framework. This provides a desire line towards Sittingbourne town centre.

- **The east west connection from the Land between Quinton Road & Bramblefield Lane and the Land at Quinton Road is an important part of the network of connectivity in the wider development. Ideally it would be a vehicular route to add to the network of choices and help absorb traffic. If this is not possible a simple legible pedestrian and cycle route is essential.**

The opportunity to create an east west vehicular connection is constrained by a sharp change in levels and existing vegetation at the boundary the two parcels. A pedestrian and cycle access route will however be accommodated.

