

design and access statement

Land at Ham Road
Faversham

GBH Wheler Will Trust

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Purpose of this document

This Design and Access Statement has been prepared on behalf of our client GBH Wheler Will Trust in support of an outline planning application for residential development on land at Ham Road, Faversham.

In accordance with the NPPG, a Design and Access Statement is a concise report accompanying certain applications for planning permission and applications for listed building consent. They provide a framework for applicants to explain how the proposed development is a suitable response to the site and its setting, and demonstrate that it can be adequately accessed by prospective users. Design and Access Statements can aid decision-making by enabling local planning authorities and third parties to better understand the analysis that has underpinned the design of a development proposal. The level of detail in a Design and Access Statement should be proportionate to the complexity of the application, but should not be long.

The legislative framework for the production of Design and Access Statements is set out within 'Guidance on Information Requirements and Validation' published 16th March 2010. This guidance confirms that a Design and Access Statement is required to cover the following headings:

- Context Appraisal;
- Use;
- Amount;
- Layout;
- Scale;
- Appearance;
- Landscaping;
- Access.

This document therefore sets out to provide an in-depth analysis of the above aspects.

context appraisal

Development Proposal

This statement has been prepared in support of an outline planning application for the erection of 30 residential dwellings together with associated parking, access and landscaping on land at Ham Road, Faversham.

Application Site

The application site is approximately 1.57 hectares of land situated on the northern edge of Faversham adjacent to the settlement boundary and the residential suburbs of the town.

The site lies adjacent to Ham Road to the south and comprises a roughly square parcel of greenfield managed grassland with mature trees and hedgerow forming the western eastern and southern boundaries.

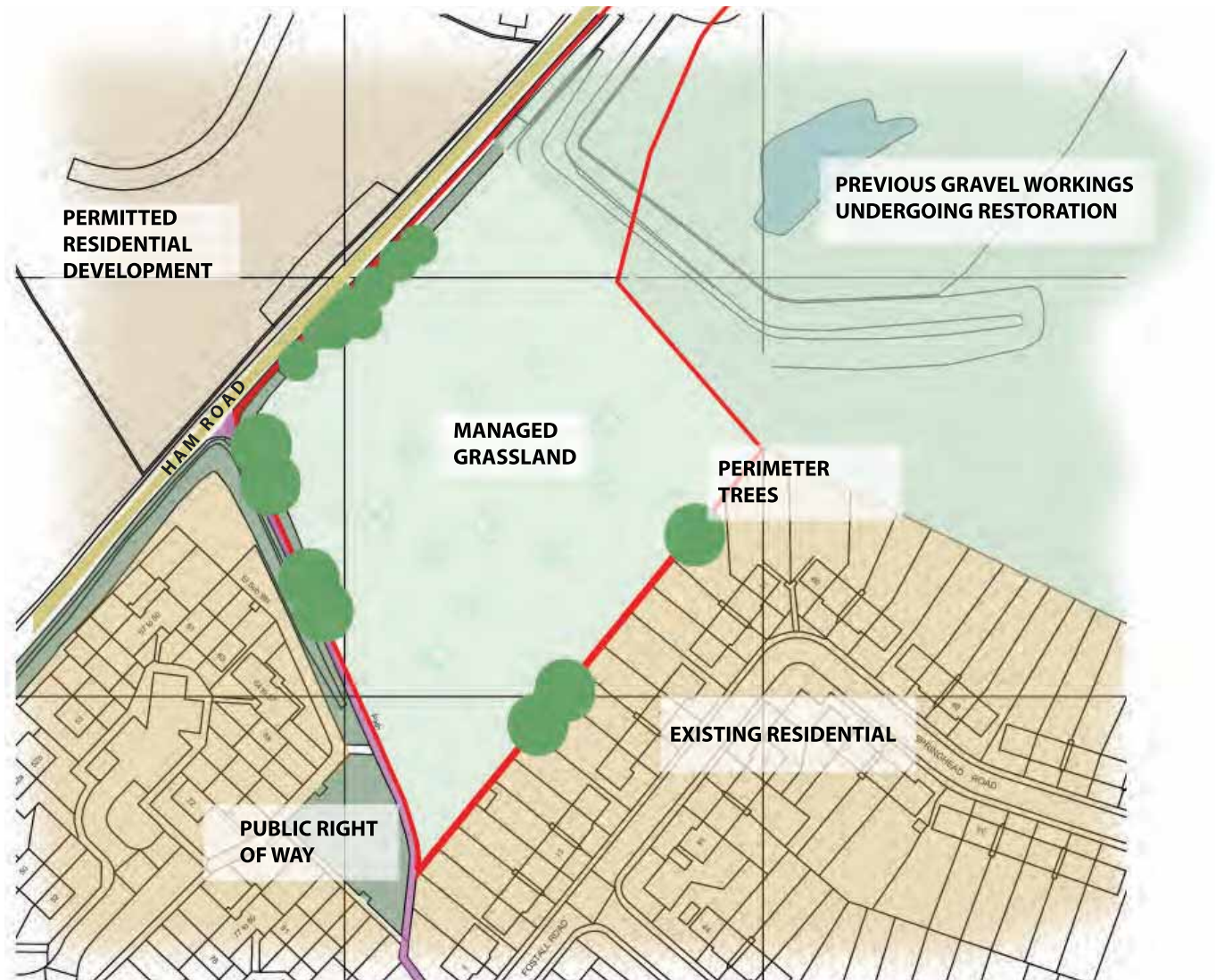
The developable area of the site is approximately 1.1 hectares of land and excludes a parcel of land to the north-east of the site for infrastructure purposes.

Site Surroundings

The site is bounded by residential development to the south and the town centre of Faversham lies 900m beyond this.

To the east of the site lies a large agricultural field and to the north and west the extensive former Oare gravel works.

These former works are subject to a mixed use allocation under Policy MU4 of the emerging Swale Borough Local Plan for 300 homes and 1,500 sqm of commercial floor space.



Context Appraisal Plan

context appraisal

Site Features

The site is relatively flat but has a steep bank at its north-western edge which slopes up to meet Ham Road at the sites boundary. This bank comprises mature trees and hedgerow which serve to screen the site from the road.

PRoW

A Public Right of Way (PRoW) runs along the sites south-western boundary connecting the residential development to Ham Road to the north. This PRoW enters an area of green space which separates the site from the surrounding residential development.

Residential Development

The surrounding residential development is two storey in height, primarily in the form of terraces and semi detached houses, render or brick in appearance.



Steep banks along the north-western edge of the site adjacent to Ham Road



Surrounding residential development to the south



Green space between site/residential development



Ham Road bounding the site to the north-west



The PRoW that runs adjacent the south-west boundary of the site



View of the site looking north-east from the adjoining PRoW

design policy overview

National Planning Policy Framework

Paragraph 7 of the NPPF outlines the three dimensions to sustainable development.

An economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation.

A social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations and by creating a high quality environment, with accessible local services that reflect the community's needs and support its health, social and cultural well being.

An environmental role – contributing to protecting and enhancing our natural, built and historic environment and helping to improve biodiversity, use natural resources prudently, minimise waste/pollution and mitigate and adapt to climate change.

Paragraph 52 - The supply of new homes can sometimes be best achieved through planning for large scale development.

Paragraph 55 - To promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities.

Paragraph 56 - The government attaches great importance to the design of the built environment and paragraph 58 sets the following criteria:

- Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

- Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses and support local facilities and transport networks;
- Respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation; and
- Are visually attractive as a result of good architecture and appropriate landscaping.

Urban Design Best Practice

The development of the masterplan has been guided by general best practice/Government sponsored documents which encourage good urban design they include:

Manual for Streets 1(2007) and 2 (2010) are aimed at the design of all streets for all modes of travel.

By Design (2000), aims to promote higher standards of urban design in planning and is intended as a companion guide to



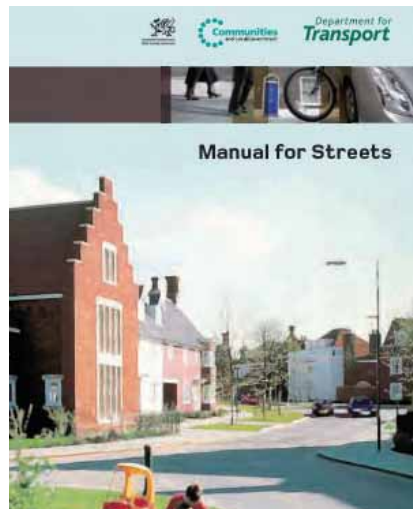
the relevant Development Plan.

Better Places to Live by Design: Previously a Companion Guide to PPG3 (2001) complements By Design. It aims to promote principles of good design. It focuses on the urban design principles and approaches which underpin successful housing, not just the architectural treatment.

The Urban Design Compendium 2 provides guidance on achieving high quality design at all stages of the urban design process.

Secured by Design (1994) is produced by the Association of Chief Police Officers and provides advice on designing-out crime. Any scheme should ensure that due regard is paid to the principles contained within such documents.

Kent Design Guide (2006) prepared by Kent County Council offers a useful reference point for some aspects of the design process. The proposal promotes the application of the key design principles contained.



design policy overview

Swale Emerging Local Plan

Swale Borough Council submitted their draft emerging Local Plan to the Planning Inspectorate in April 2015 which was subject to examination in December 2015. The Inspector produced their Interim Findings in January 2016. Given the advanced stage of the plan the policies therein are considered to hold considerable planning weight.

Policy A14 allocates the site for residential development for a minimum of 35 dwellings. The specific requirements of the policy are as follows:

- Through an integrated landscape strategy consider the creation of a new attractive urban edge to Faversham, with substantial landscaping, achieve the sensitive integration within adjacent open landscapes in a fashion that minimises its impact.
- Consider the rural amenities and appearance of Ham Road.
- Site is located within close proximity to a former landfill site and further investigation of any methane gas transmission will be requires.

General requirements of the policy are as follows:

1. Identify, consider and appropriately respond to any heritage assets present;
2. Achieve design, layout, density and landscaping appropriate to the context of the site and in accordance with Policy CP4;
3. Avoid adverse impacts on biodiversity where possible, mitigate adverse impacts to acceptable levels and achieve a net gain where possible;
4. Through an integrated landscape strategy and the scale and location of development, retain existing trees and vegetation where possible and enhance through appropriate landscaping, mitigate visual impacts upon

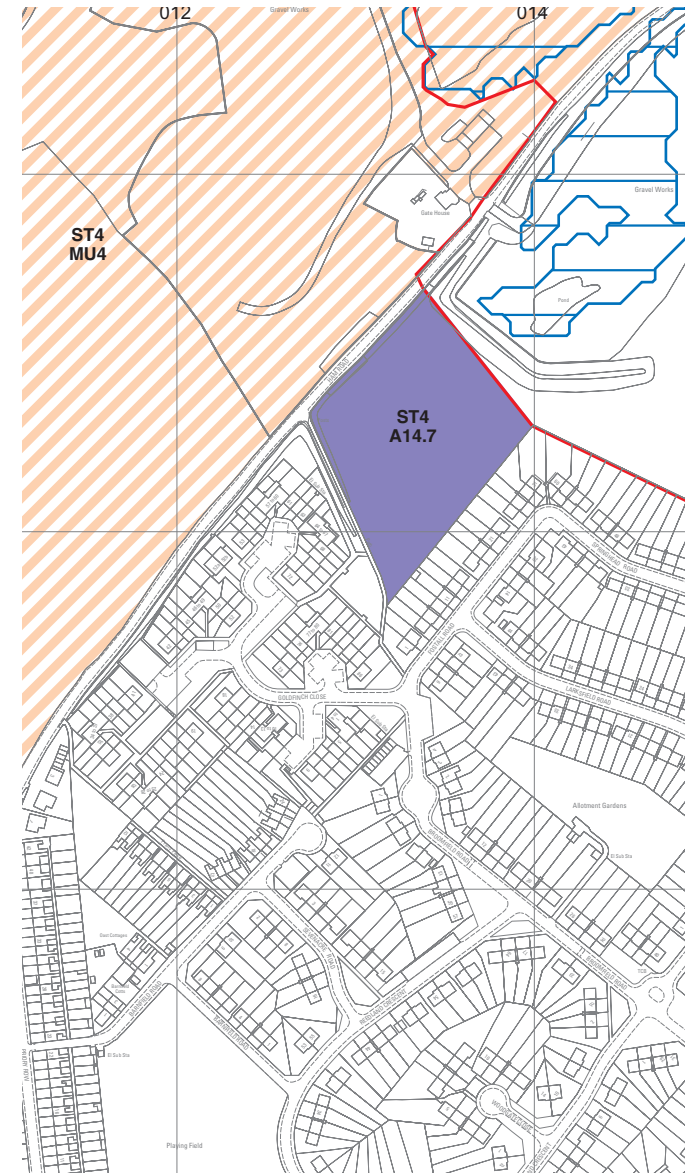
- landscapes and the integrity of settlements;
5. Provide safe access to the site and respond to issues highlighted by an appropriate transport assessment;
6. Assess whether existing open space should be retained;
7. Make the site safe from contamination and flood risk;
8. Safeguard as far as appropriate, the amenities of existing and new residents;
9. Achieve a mix of housing in accordance with Policy CP3, including provision for affordable housing and Gypsies and Travellers in accordance with Policies DM8 and DM10; and
10. Provide infrastructure needs arising from the development.

National Planning Policy Framework 2012

Paragraph 58 seeks to ensure that developments display the following characteristics:

- Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses and support local facilities and transport networks;
- Respond to local character and history, and reflect the identity of local surroundings and materials;
- Create safe and accessible environments; and
- Are visually attractive as a result of good architecture and appropriate landscaping.

It is considered that the proposed scheme makes efficient use of the proposed site, provides for a quality environment in a manner that respects the character of the surrounding area and addresses the need for an appropriate mix of market and affordable housing on a rural edge location.



Local Plan Proposals Map illustrating allocation of site (ST4 - A14.7)

proposal scheme

Use

The developable site area is approximately 1.1 hectares in size and the proposed development is for the erection of 30 residential units together with associated parking and landscaping on land allocated to the south of Ham Road, Faversham. This creates a net density of 27 dwellings /ha.

Amount

An illustrative scheme is submitted to show how 30 units can be appropriately accommodated on site. This is considered appropriate for the site's location within the urban built confines of Faversham and is supported by the Councils allocation of the site for 35 dwellings.

This indicative scheme comprises a range of 1, 2, 3 and 4 bedroom properties as set out below.

Unit Type	Form	No. Units
1 bed flat	Flatted	4
2 bed flat	Flatted	3
2 bed house	Semi-detached/Terraced	10
3 bed house	Semi-detached/Terraced	10
4 bed house	Detached	3
Total		30

The scheme will include 9 affordable housing units which is 30% of the overall scheme. These will be distributed across the site and will be of a design which is consistent with the private units.



Illustrative Masterplan

layout

Illustrative Layout

The illustrative layout has been carefully considered to make efficient use of the site, informed by the residential development located to the south, the vegetated bank and Ham Road to the north and open fields to the east, whilst reflecting the requirements of Policy A14.

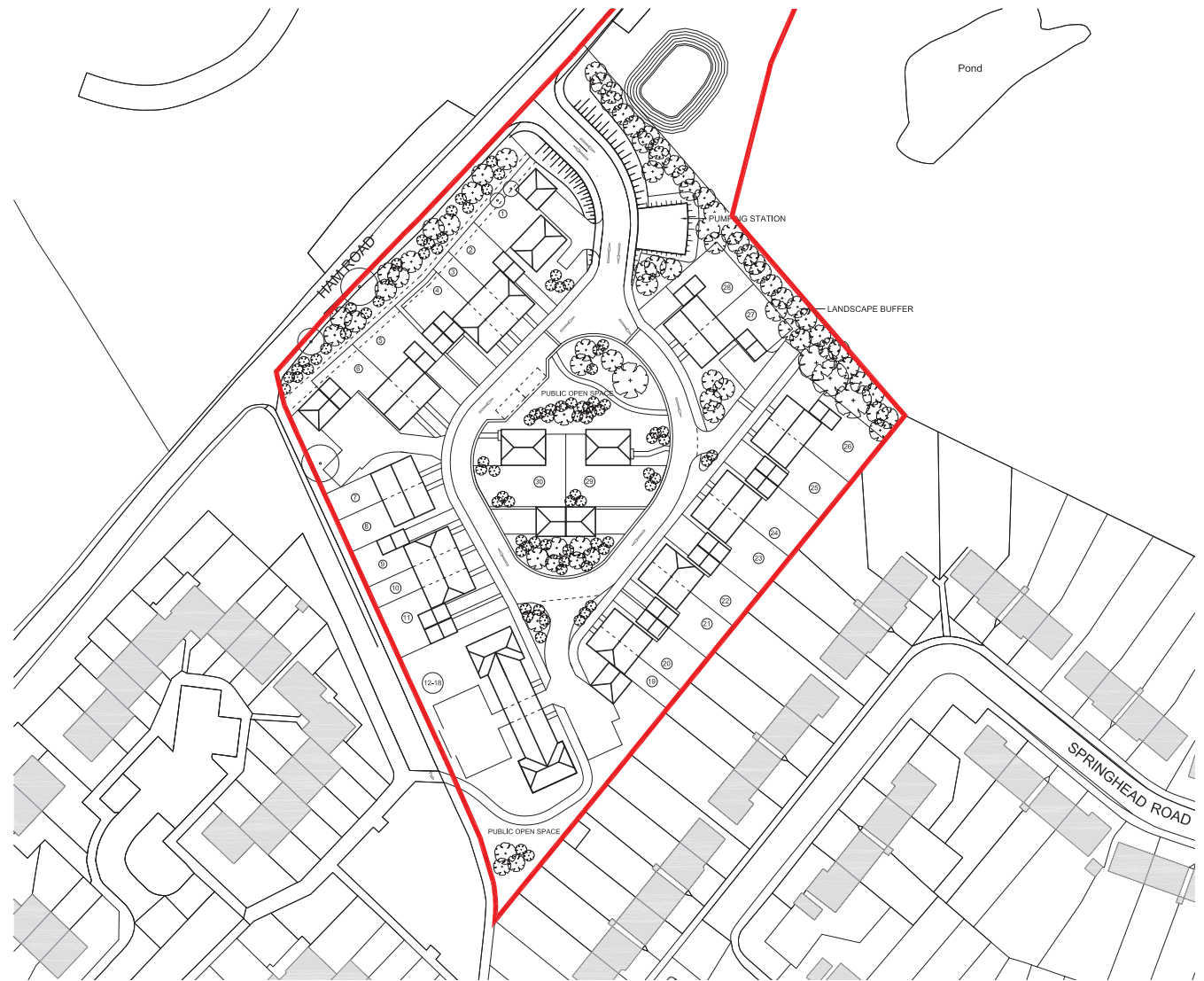
The proposed dwellings are located around a central loop estate road that enters the site to the north from Ham Road. Where possible, the proposed dwellings have been orientated around this loop road to follow the pattern of built development that is located to the south of the site. This orientation also seeks to maximise the sunlight potential for the associated private amenity areas.

The central island space is occupied by two larger detached properties and an area of public open space to the north, easily accessible by all future residents.

A flat block have been located to the south of the site accessed from a private drive off the central loop road. The siting of apartments adjacent the grassed amenity space in the existing residential development to the south ensures that the scale of development does not impact on the amenity of surrounding occupiers. The proposed layout maintains the privacy of both neighbouring residents and future occupiers.

Reserved Matters

Being indicative only, the layout would be subject to refinement during the course of a subsequent reserved matters application. However it demonstrates at this stage that 30 dwellings can be adequately accommodated to make an appropriately efficient use of the site.



Illustrative Masterplan

parking, access and movement

Vehicular Access

Access to the site is proposed to be taken from the north-west corner of the site from Ham Road with houses arranged around a central loop estate road.

This access has been carefully considered alongside the significant alterations that are proposed to Ham Road as a result of the Oare Mineral Works application (SW/14/0257) and as such reflects the point of access to the site proposed in that scheme. However it would also remain viable should the Oare Mineral Works scheme not be realised.

Pedestrian Access

Pedestrian access will be provided on footways within the internal site layout. A footpath will also be created in the south-west corner of the site to connect with the existing PRoW, ensuring connectivity and permeability is maintained to the existing residential suburbs south and west of the site.

Parking

In terms of parking provision 44 spaces have been provided in the illustrative scheme; 2 spaces per 3 and 4 bed houses and 1 space per 2 bed house and flats. In addition a total of 6 visitor parking spaces have also been proposed. Cycle parking will be provided in accordance with parking standards, within the private curtilage of each dwelling. The majority of properties are provided with independently accessible parking spaces.

Site Servicing

A swept path analysis has been undertaken to assess how larger vehicles will service the site, including refuse, fire and pantechnicon vehicles. It was shown that these vehicles could comfortably manoeuvre within the site.



Illustrative access and parking layout



Location of proposed access to the right looking north



Location of proposed access to the left looking south



Pedestrian access via PRoW from Ham Road

scale

Scale

The scale of development and density at 27 dwellings per hectare is considered appropriate for the edge of settlement location in which the site represents a modest extension to the north east of Faversham in accordance with Policy A14 of the emerging Local Plan.

It is considered that the scheme reflects the surrounding context and limits the visual impact on the wider locality.

The scale of development is illustrated by the figure-ground diagram opposite.

The built form of the proposed scheme takes reference from the existing pattern of residential development to the south and west, in that the dwellings are primarily semi-detached or terraced in form.

The properties are proposed to be 2 storeys in height and comparable in scale to the surrounding residential development.

The flat block located to the south of the site, adjacent the grassed amenity space in the existing residential development ensures that the scale of development does not impact on the amenity of the surrounding occupiers.

The rear gardens are also considered to respond to the scale of the private amenity areas located in the surrounding vicinity.



Figure Ground Plan



Illustrative drawing to illustrate scale of proposed development



Existing residential development on Goldfinch Close



Existing residential development on Brook Road



Existing residential development on Forstal Road

appearance

Appearance

Although the matter of design has been reserved for future consideration, the submitted scheme includes indicative street scenes to give an impression of the intended appearance of the proposed dwellings.

A traditional high quality design approach is proposed to ensure the proposed scheme presents a natural extension to the existing residential development to the south and west of the site. It is envisaged that the proposed dwellings will be constructed from materials that will have a reduced impact on the environment drawn from a mixed palette of traditional vernacular materials.

The appearance can also be modelled on other recently consented residential development in the vicinity like that of Lakeside Avenue which is located to the north-west of the site off Oare Road. Reference can be taken from the mix of weatherboarding, render and brick elevations as shown opposite in order to create a high quality, attractive development that complements the character and appearance of the locality.



Precedent architecture at Lakeside Avenue, Faversham



Illustrative Street Scenes

landscaping

Landscaping

Whilst landscaping is reserved for future consideration, the landscaping vision is to create an attractive setting for the proposed dwellings, integrating them into the landscape and conserving the natural setting.

Given the site's location at the edge of the built confines of Faversham, it is important that the proposed development involves a good scheme of landscaping to help blend the new development with the established residential development and countryside context.

A substantial landscape buffer is proposed along the north-east edge of the site to create a clear edge to the proposed scheme and provide a logical existing development edge to Faversham.

The illustrative layout has been informed by the effort to retain the most prominent trees along the boundaries of the site with any loss mitigated by appropriate replacement planting of native species.

An area of public open amenity space is located centrally within the scheme and a further area of open space is located at the southern corner.



Illustrative landscape layout

community safety

Community Safety

The proposal will conform with national guidance on providing a safe community environment, having regard to designing out crime when defined, at the reserved matters stage. Site design and layout will reflect the specific guidance and principles of Secured by Design as set out below.

Access and Movement

The movement frameworks will be based upon primary routes, removing the need for under-used alleyways, short-cuts, and minor access points that can become vulnerable or facilitate crime.

The development will provide safe access and movement by ensuring that primary routes for pedestrians, cyclists and vehicles are visually open and direct and lead to where people want to go, without any segregation.

Lighting

Appropriate lighting will be provided for footpaths and other areas used by pedestrians to ensure that routes are clear visible and reduce the opportunity for crime and disorder.

Surveillance

The layout will be considered to create natural surveillance. It is important that movement networks and space are overlooked by buildings or uses, with windows and doors facing onto the street to create an active frontage. Open, bright spaces reduce the number of places to hide.

Dwellings would be positioned to face one another across primary routes to further aid natural surveillance.

Ownership

The proposals will create a clear distinction between public and private spaces, using appropriate demarcation such as fences walls or hedges.

Private outdoor spaces such as rear gardens will be secured by high fences and landscape to restrict access to the occupants of the building for which the space has been provided and mitigate crime risk.

Management and Maintenance

A good quality public realm can stimulate the desirable level of human activity and influence the behaviour of users.

Proper attention to the design quality and attractiveness of the street increases its safety and use and promotes greater respect towards the environment. Residential development management can promote the importance of urban design in creating places that are safe and vibrant.

Parking

Parking layouts will be designed to minimise crime opportunity whereby parking areas in private ownership are clearly signalled as such, with adequate lighting and managed appropriately.

Landscape

Landscaping arrangements will be designed in such a manner so as to not impede natural surveillance and do not create hiding places or areas for crime and disorder opportunities.



summary



Summary

This Design and Access Statement has been prepared on behalf of our client GBH Wheler Will Trust in support of an outline planning application for the erection of 30 residential dwellings together with associated parking, access and landscaping on land at Ham Road, Faversham.

This Statement has analysed the site and commented on the layout, appearance, landscaping, scale and access components of the proposed development. The detailed consideration of all these matters are reserved for future consideration, however the indicative scheme submitted demonstrates that a scheme of 30 units creates an appropriate density of development which also then responds to the site constraints and context and the requirements of Policy A14.

As detailed within this Statement and illustrated by the indicative scheme, in terms of visual impacts, the proposed development will present an acceptable relationship with the surrounding area and would minimise its impact upon residential amenity.

The proposal has been demonstrated to be appropriate in design and access terms and it is therefore requested that outline planning permission be granted, subject to appropriate conditions.