

06 Willowbrook, Land East of Iwade MASTERPLAN FRAMEWORK

6.0 HOUSING STRATEGY

This section of the document sets out how the final design has applied the principles and framework plans, which were submitted as part of the outline application, to inform the scope and layout of the proposal.

The key principles of the layout and design ensure that the masterplan;

- Responds to the concept and development of the vision for the site
- Is based around the overarching aim to create a sustainable extension to Iwade, with a strong sense of place that relates appropriately to the Country Park
- Responds to technical and environmental inputs from the development team.

STRUCTURE

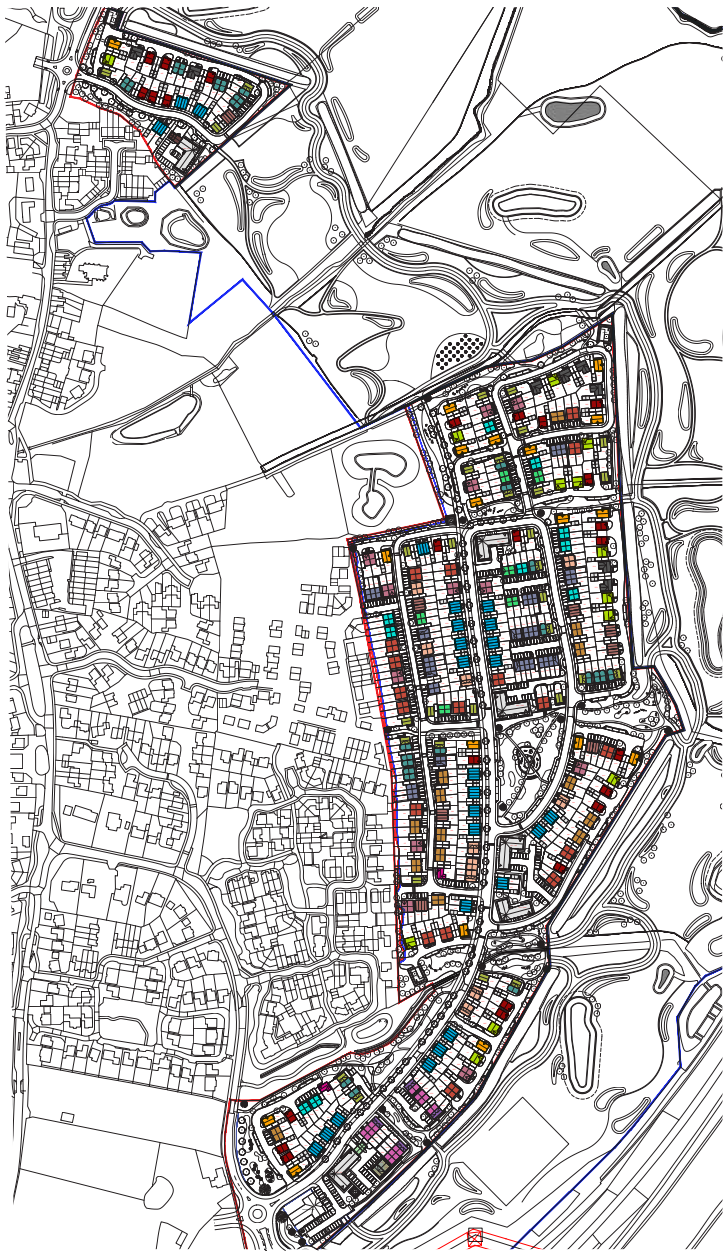
The proposed development is structured around perimeter blocks as was the intention at outline planning stage, ensuring active streets and passive surveillance.

Through the design development process the concept has always been to design outward facing blocks, ensuring the streets and open spaces throughout the development are overlooked. A network of well-connected streets and open spaces ensure the design is coherent for people living within or visiting the development.

HOUSING MIX

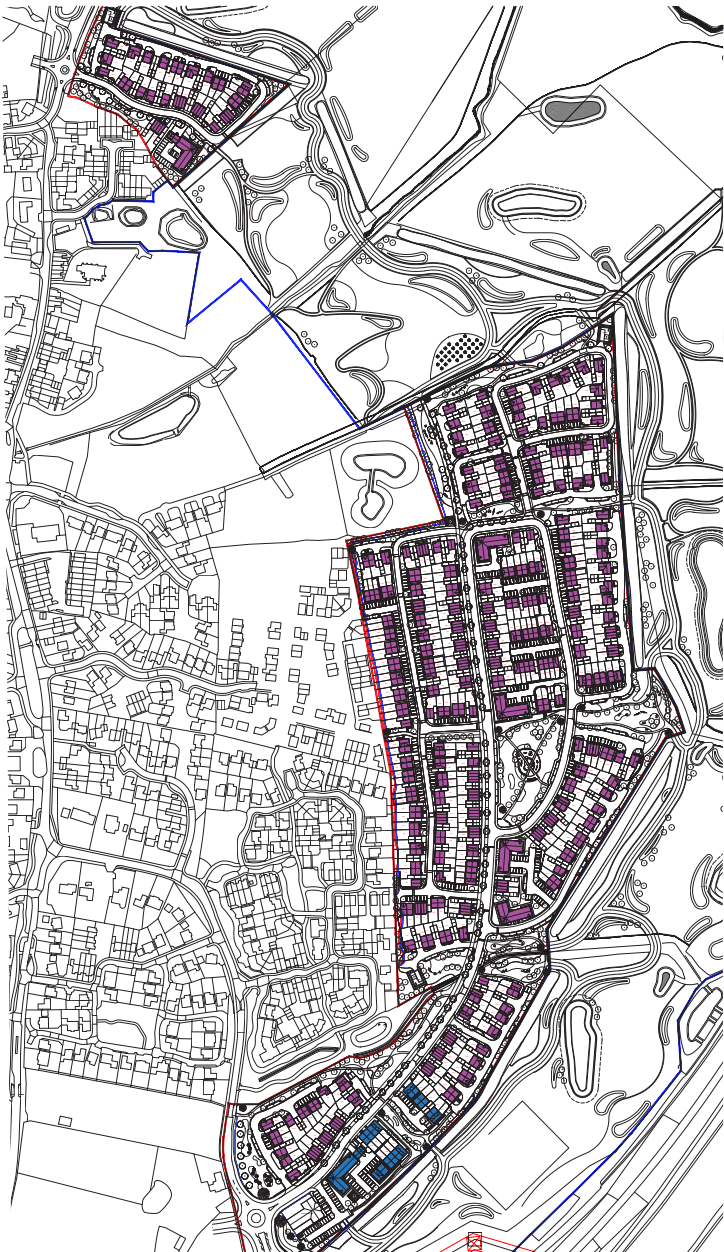
The final design provides a wide range of housing occupancy and types / sizes in order to meet the objectives of the Local Plan allocation and provide a full range of accommodation for the buyers.

This mix is used across the site to create a layout that is family led scheme promoting a sustainable, inclusive and mixed community with thirty of the plots being affordable to the local affordable in line with the S106. The proposed affordable mix has been agreed separately with the Councils Affordable Housing Officer. The housing is grouped together for reasons on management, but all homes are designed to be tenure blind.



HOUSETYPES PLAN

4 Beds	3 Beds	1/2 Beds
4B.T01	3B.T01	2B.T01
4B.T02	3B.T02	2B.T02
4B.T03	3B.T03	2B.T02
	3B.T04	2B.T03
	3B.T05	2B.T04
	3B.T06	2B.T05
	3B.T07	1B.T01
	3B.T08	
	3B.T09	
	3B.T10	
	3B.T11	
	3B.T12	



TENURE PLAN

affordable
private

DENSITY & SCALE

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

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



OFFSETS

Offset requirements have been adhered to in the final design ensuring that a separation buffer is proposed from the existing hedge in the shelter belt, this has transposed a well designed and considered outlook from the edge of the site with space to mature and give a clear boundary to the Country Park.

The amenity of existing houses have been respected in the design with increased offsets from backs and sides of the houses incorporated to minimise overlooking in excess of that of good design. Back to back distances no less and generally in excess of 21m.

Development has been designed to avoid the designated flood zones and instead, as further explained in the next section, this area has been enhanced to become a character area for amenity.



6.1 MOVEMENT STRATEGY

The movement strategy for the Land East of Iwade is outlined in the following section. It is built around the following key principles:

- Maximising accessibility and connectivity to the countryside and Country Park for both current Iwade residents and those in the proposed new development.
- Creating a coherent street structure with a clear hierarchy, providing direct routes and allowing for a variety of appropriate characters and spaces.
- Using the site's existing physical characteristics, such as topography, to shape the movement network's structure.
- Designing a suitable road structure to address the challenge of having a single access point from Grovehurst Road for the main housing area.

This movement strategy is proposed alongside the Transport Note, with details provided in the accompanying submission and summarised in the Planning Statement.

The primary focus of the movement strategy has been to ensure strong internal connectivity within the site, linking the two development areas to the centre of Iwade and the existing village.

This has been achieved by prioritising effective pedestrian and cycle connections that are direct, well-overlooked, and integrated with the existing network.

The site is divided into two development areas (E1, and E2), each with separate single points of vehicular access. Consequently, establishing pedestrian and cycle through-routes and links has been crucial to making the proposal a seamless extension of Iwade.

The strategy is detailed under the following headings:

MOVEMENT AND ACCESS:

- Pedestrian and Cycle
- Vehicular
- Public Transport
- Refuse

PARKING:

- Car
- Cycle
- Visitor

STREETS

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

MOVEMENT & ACCESS

Primary vehicular access to the larger, southern land parcel (E2) is achieved via a four-arm roundabout on Grovehurst Road, which is currently under construction as part of the A249 Grovehurst Interchange improvement scheme. Access to the smaller, northern land parcel will be achieved via a four-arm roundabout on The Street.

The Principle Avenue features a 2.0m wide footway on the eastern side with a 3m shared cycleway/footway on the western side separated by a landscaped strip. Many of the side roads will take the form of shared surfaces, with the remainder being provided with a 1.8m wide footway on one side as part of a wider hierarchy of routes and spaces.

Pedestrian and cyclist permeability will be provided to the existing residential areas to the west of the site, with pedestrian and cycle connections to Fulmer Avenue and Swallow Avenue, in accordance with Condition 20.

Pedestrian and cycle access will also be provided from the site to the country park at a number of points along the eastern boundary as well as a pedestrian cycle route running through the country park connecting development areas E1 and E2. Motorcycle inhibitors will be installed at these access points.

A network of shared use paths measuring between 1.8 and 2m in width will route from east to west across the site, connecting the existing community in Iwade with the country park.

PARKING

Residential parking will be provided with reference to the applicable standards for 'suburban' locations prescribed by the Swale Parking Standards SPD.

The allocated parking spaces for the majority of the houses will be provided in the form of private driveways, with some incorporating car barns. Parking for plots 36-46, 142-145, 206-210 and 294-320 will be provided within parking courts, as will the parking for the apartments.

The site will be provided with 91 visitor parking spaces and 15 unallocated parking spaces, to account for those four-bedroom houses which do not have access to a garage or third parking space.

Cycle storage will be provided in line with the SPD, within sheds in rear gardens to accommodate a minimum of one cycle parking space per bedroom for the houses and within shared storage facilities to accommodate one space per unit for the apartments.

EV charging facilities will be provided in accordance with the Building Regulations Part S, with each residential dwelling having access to 'active' charging infrastructure.

The community hall will be provided with 28 vehicle parking spaces; three of which will be disabled bays and three will be provided with EV charging points, which is deemed to be policy compliant. Eight cycle parking spaces will also be provided in the form of sheltered Sheffield stands.

STREETS

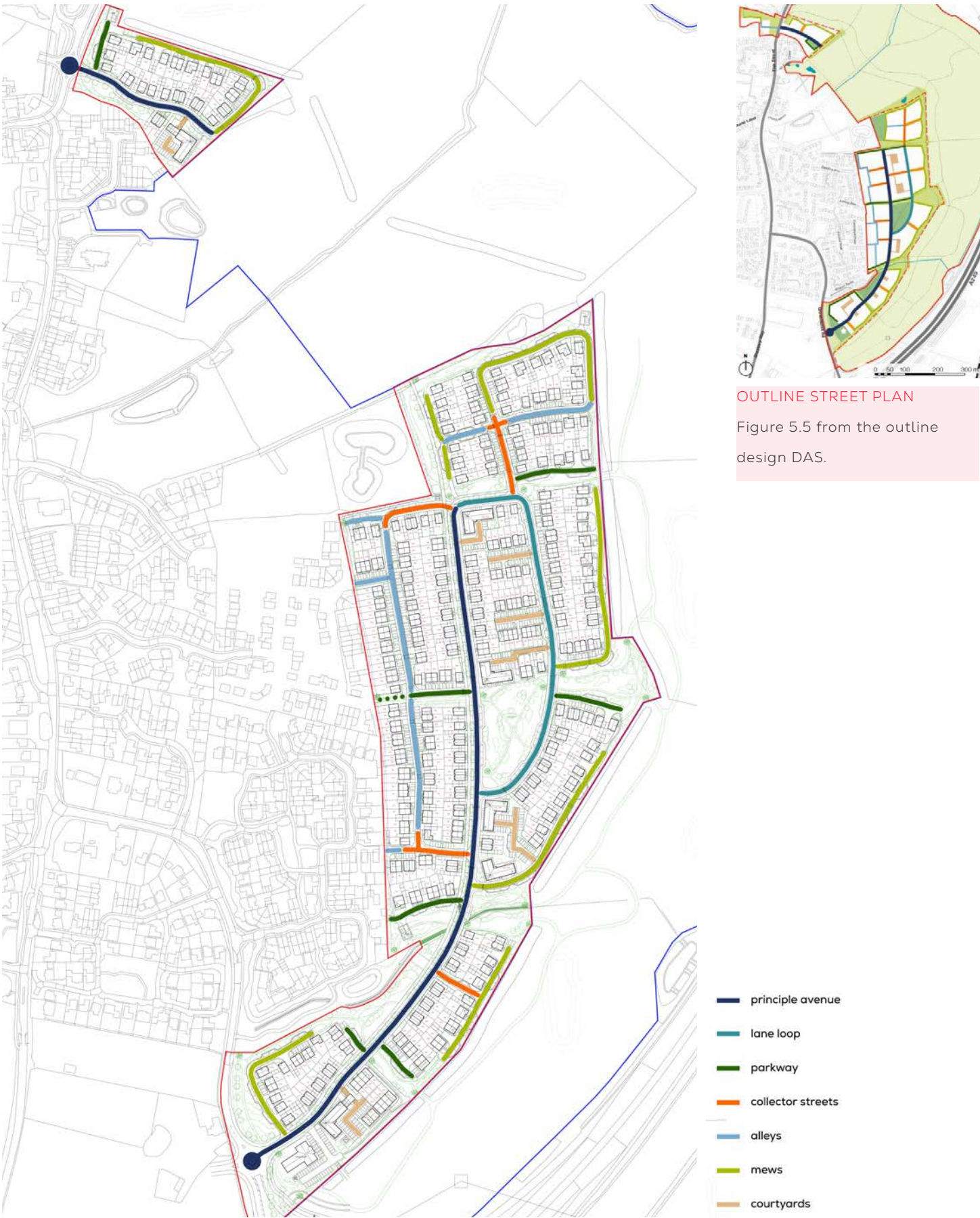
Streets and roads throughout the development have been designed having regard to the outline planning permission and as appropriate to their location and use.

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

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

THESE STREET TYPES INCLUDE;

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



OUTLINE STREET PLAN
Figure 5.5 from the outline design DAS.

PRINCIPAL AVENUE

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

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

A 3m shared cycleway/footway has been designed to run parallel to the road separated by a landscaped strip.

Front gardens to houses allow for a level of privacy and separation from the public footpaths to the dwellings.

Speed reducing measures such as raised tables are used to calm traffic and be a visual break in the materiality of the surface.



Indicative view of the 'Principle Avenue'

COLLECTOR STREETS

Collector Streets have been designed to provide key linkages between the principal avenue and lower grade streets.

Building lines have been designed to be less continuous than those of the Principal Avenue with footpaths provided in some locations where pedestrian throughways are deemed necessary.

The balance between parking and front gardens have been carefully considered in these areas with on-street parking generally not provided.



LOOP LANE

The Loop Lane continues the width of the Principal Avenue which connects the North back towards the south.

Informal planting is a feature of the roads with continuous house frontages but more separated than the principal avenue to allow greater permeability.

On-street parking is provided in places, alongside parallel on-street parking broken up with planted front gardens to ensure parking areas do not dominate the character of the loop road.

ALLEYS

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

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

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

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



PARKWAYS

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

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

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



Indicative view of the 'Mews'



COURTYARDS

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

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

The nature of these spaces has been designed to be clearly comprehensible with entrances to buildings clearly identifiable.

Public courtyards have been designed to contain front door access to homes with local parking for residents.

Private courtyards have been designed to have no formal boundary treatments and are kept small by only servicing a small number of units.



MEWS

Mews streets, along with the building character, have been designed to be a soft transition between the Country Park and the development.

Using a shared surface approach, they are designed to be low speed, home zone spaces and with no loop road access. They are, as intended in the outline, for access to a limited number of houses only.

The dwellings have generous front gardens and being outward facing create a well overlooked location and a defined village edge.

Trees and other vegetation have been designed to provide further enhancement to certain areas although the existing vegetation of the boundary edge feeds into the character of the space, providing a verdant edge.