

6.2 FINAL MASTERPLAN



6.3 CHARACTER AREAS

This section of the document sets out how the reserved matters application has applied the principles and framework plans, which were submitted as part of the outline application, to influence the scope and special relationship of the proposal.

The key principles ensures 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.

The proposed development is structured around perimeter blocks as was the intention at the outline planning stage.

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, providing good levels of permeability within the site and through the Country Park.

The scale gradients, building heights and density follow that as originally proposed with the taller and higher density areas located in less visually intrusive parts of the site overlooking open space or as an aid to define the Principal Avenue.

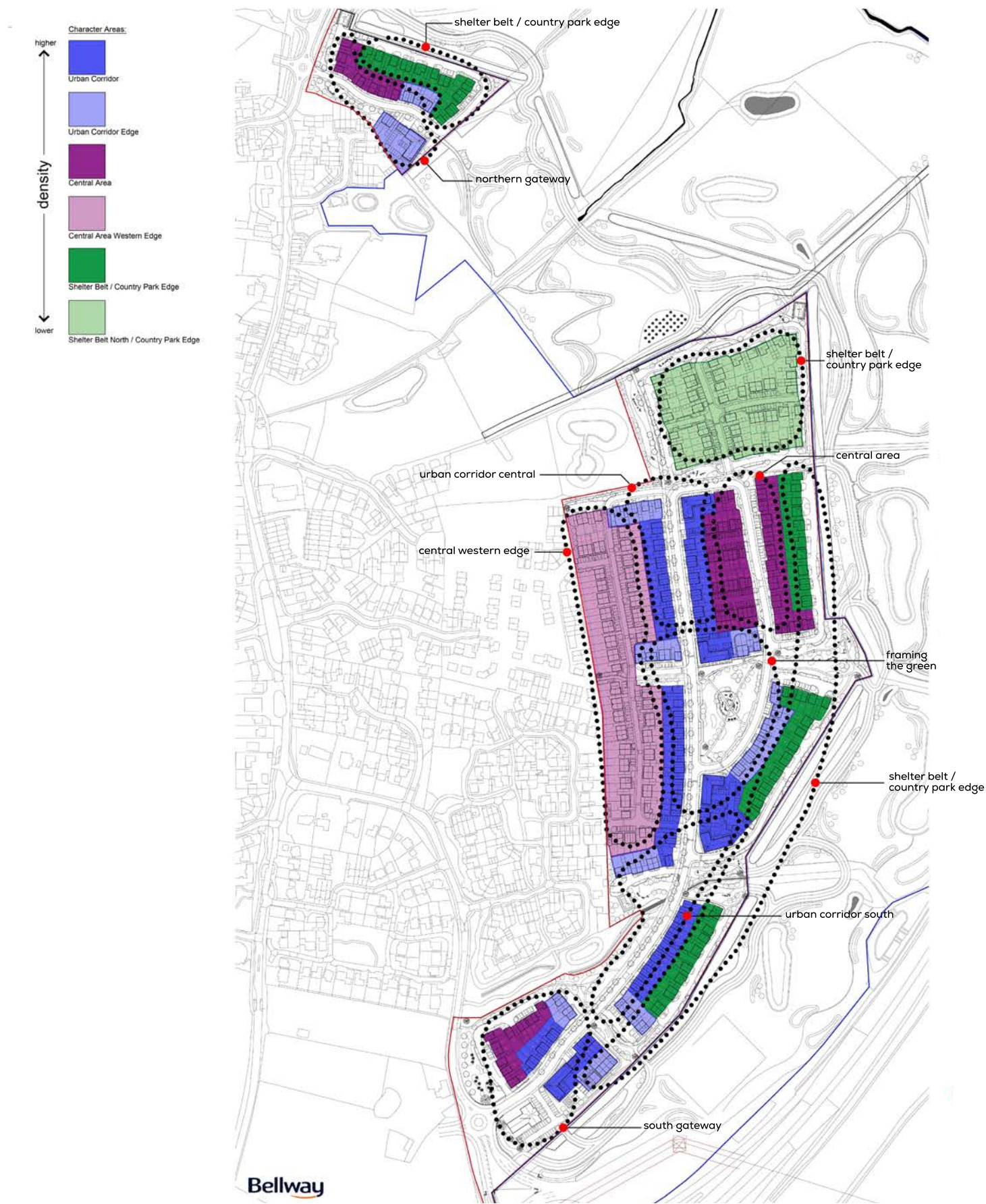
From this Principal Avenue, the densities decrease towards lowest density and lower building elements within the shelter belts which relate to the Country Park edge.

DESIGN AND CHARACTER BY AREA

This section sets out the character and architecture of different parts of the proposed development according to their position in the masterplan and their relation to other external factors.

The character of each area can be defined by the general approach to; density, form, landscape and access. The diversity of areas across the site creates a complementary and characterful meaning to each setting. Working alongside the site characteristics are the building forms and detailing, which is explained in the outline application, are designed as part of groups and streets.

These dwelling styles blend through the character zones to give distinction to each area, creating an overall harmonious composition which relates strongly to the structure of the development across the site and wider context.



SOUTH GATEWAY

A redefined main gateway to Iwade, with a new village hall, green and the main entrance to the development.

The site is fronted by an area of green and informal native planting which functions as a soft edge between the access from Grovehurst Road and the development. This also connects the existing area of green space on Widgeon Road and promotes connectivity.

Dwellings face onto the green with varying roof lines and materials which reflect the local Kentish vernacular and that which is prevalent throughout the site.

A new community hall, with it's simple barn-like form, is a key figure in the setting of the southern gateway. The location, visible from the entrance and streets around, provides a strong link with the community and a separation from the new homes fronting Grovehurst Road.

The Principle Avenue axis begins its journey at this point and is characterised by the wide planted avenue which allows pedestrians, cyclists and vehicles to safely negotiate the site. The architecture of the Urban Corridor guides the eye line through the character area with strong linear frontages made up of continuous form and height providing an active and formal edge.

Well overlooked courtyards provide car parking spaces for residents living in a number of dwellings and the flat block on the gateway primary avenue. This ensures that visible cars are kept to a minimum to clearly demonstrate this as the main route and gateway into the site.



URBAN CORRIDOR SOUTH

Area by Widgeon Avenue and the Stream

The first movement along the new avenue where a local green space is provided and water is a central theme of the landscaping. There are good pedestrian links between the development and the Country Park.

This section of the primary route is defined not only by the continuation of the Urban Corridor language and interest from height and roof form but also from the new wetland-themed green which provides an attractive outlook for residents.

A more informal arrangement of detached and semi-detached houses, located off a private roadway, form an active frontage to the watercourse and define an edge to the character area.

The intersection of the green space and primary route presents an east-west corridor and gateway into the Country Park. A small block of flats forms a backdrop to this connection and its architecture is a common theme to represent the framing of open spaces.

SHELTER BELT / COUNTRY PARK EDGES

A quiet leafy residential area along the shelter belts offer views and access to the Country Park.

This character area runs the full eastern boundary from the entrance of Parcel E2 to Parcel E1 and is designed to be a soft transition between the Country Park and the built area.

Informal building layouts off of private roads with landscaped areas to the front and wider gaps between the semi-detached and detached dwellings create a rural and informal character which fronts onto the Country Park.

Quiet, linear, shared surface roads draw the Country Park character into the development. In line with the principles set out in the outline permission, the roads, along the eastern parcels, purposefully do not provide through access so as to create a safe pedestrian-focused 'home-zone' environment where streets provide vehicular access to homes rather than through access, so this area remains a planted, quiet, 'green way'.

The shelter belt is punctuated throughout its length by pedestrian-friendly well-overlooked green corridors. Each green corridor provides an east-west connection and leads to an area of open space as explained earlier in this document .

The architectural detailing in this area, although still harmonising with the rest of the site, has a rural and informal character which provides an appropriate frontage to the Country Park. Features such as brickwork detailing and stone cills, which are prevalent in other areas, are removed and replaced with plinth brickwork, contrasting brick headers and cills and tile hanging.

The area of Shelter Belt located to the north of Parcel E2 functions as a transition between the Urban Corridor, Central Area and the Country Park edges.

This parcel of development is characterised by an informal arrangement of larger outward facing detached houses providing a picturesque edge with semi-detached houses overlooking the internal streets.



CENTRAL WESTERN EDGE

Mews Quarter

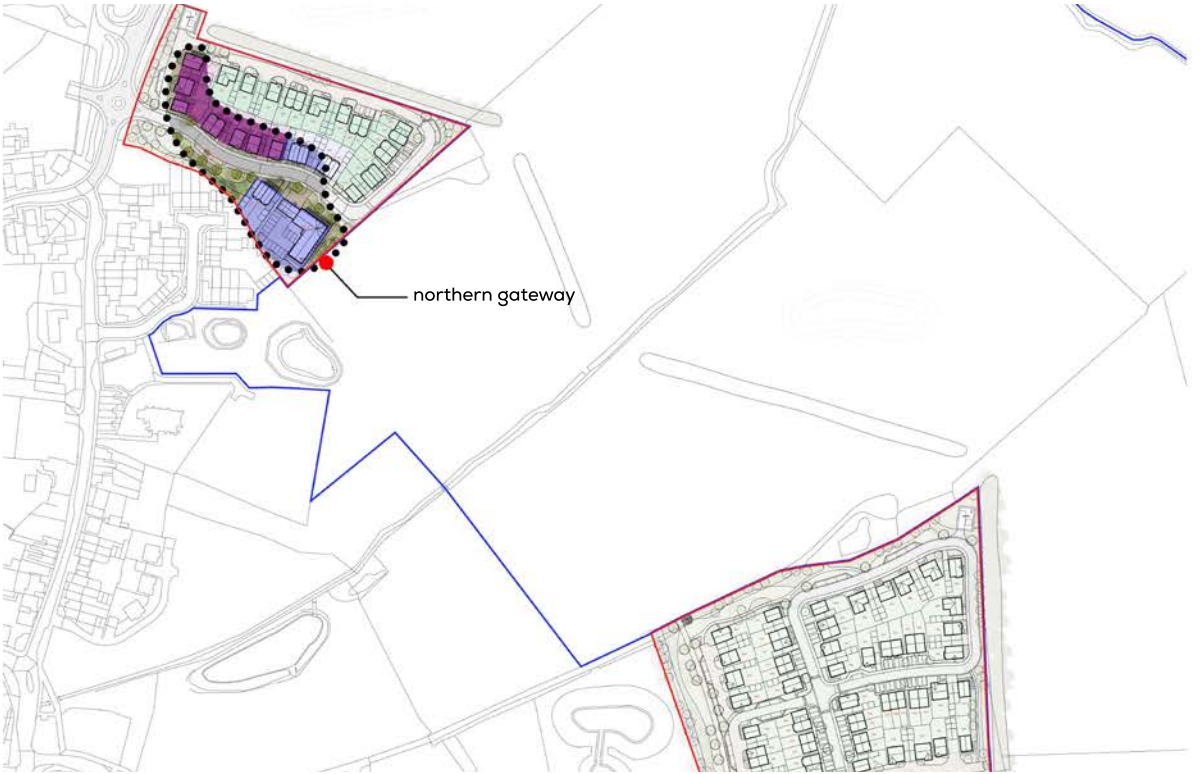
A smaller-scaled network of streets, designed to connect the western part of the site to the existing village edge.

The character area ensures there is a connection with, and sensitively extends, the existing development in Iwade. The existing boundary parameters, defining offsets from the existing fence line as set out in the outline permission, have been respected and incorporated into the layout.

The new homes have been designed to match the scale and density of the existing homes that they will be neighbouring. Through the design process a number of connection points were identified, as described in the earlier section, these connections form part of the character of the area with landscaping enhancing these routes.

A mainly linear arrangement of small detached, semi-detached and terraces houses are closely spaced and only slightly set back from the street to form an intimate streetscape character.

The road network has been designed to be a lower scale than the connector roads with areas of shared surface and traffic calming to give the area a more human scale to that of the Urban Corridor it is accessed from.



NORTHERN GATEWAY

The planted Avenue that began on Grovehurst Road is taken further through this section of the development but decreases in width to adapt to the scale of the area

The wide tree planted avenue that began on Grovehurst Road in the south is taken further through into this section of the development but decreases in width to adapt to the scale of the area. The height and character of the development also steps down towards Sheppey Way to mirror the architecture of the adjoining existing development.

An area of landscaping, overlooked by homes creates a smooth transition and soft edge against the existing residential development

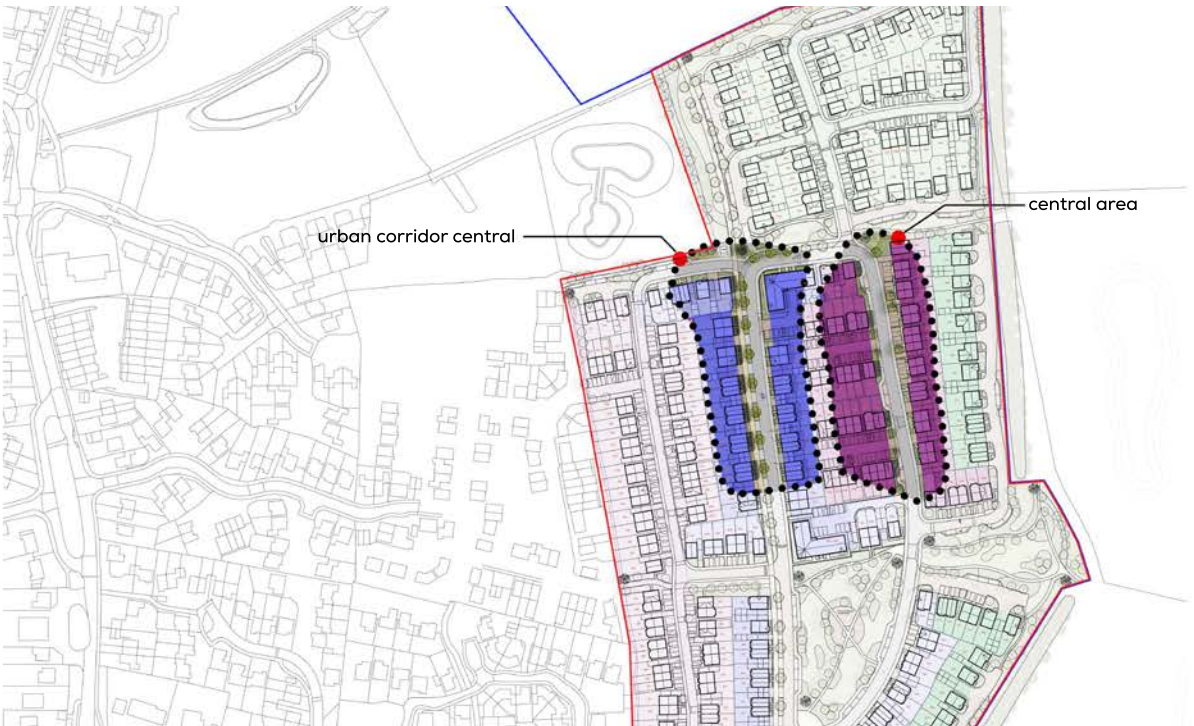
FRAMING THE GREEN

A residential area with a strong frontage around a large and central common. The 'second moment' along the new primary avenue and crossed by a green corridor.

The character area is defined by a new large, informal common which will provide the development with a green space for events and play. The size and location reflects that of which is shown in the outline permission and acts as a focal space for play.

The area is well enclosed with the active frontage of flats to the north and south, three storey houses and feature clad corner plots activating the edge and guiding people along the wide, tree planted Urban Corridor / primary avenue with views towards the Country Park.

A green corridor passes through the space leading from the connection with the existing Fulmar Avenue through to the Country Park. The route is informal in nature, providing a pleasant space for pedestrians and cyclists to move between the existing development of Iwade, the new development and the Country Park.



URBAN CORRIDOR CENTRAL AND CENTRAL AREA

A residential area around a third green space along the primary avenue and loop road, guiding people to the central section and loop lane returning south.

This character area is made up of two architectural styles. The first is the northern end of the Urban Corridor, characterised by the wide planted avenue which continues to allow pedestrians, cyclists and vehicles to safely negotiate the site. The architecture of the Urban Corridor guides the eye line through the character area with strong linear frontages made up of continuous form and height providing an active and formal edge.

At the termination of the northerly direction of the road the wide tree planted avenue becomes a wide footpath for pedestrians and cyclists to go further north.

As the road turns east a small block of flats, with courtyard parking, provides a focal turning point and provides activity to the corner and the open space. Drivers are directed around the loop that connects back to the south through the next character area past linear two storey houses and small cluster courtyards which provide relief to the streetscape.

Binding the two areas together is a green corridor which connects an existing footpath off of Swallow Avenue to the Country Park. The green corridor provides a break in architecture to the Shelter Belt further north allow the character to become more informal the closer it gets to the Country Park.

6.4 BUILDING FORM AND MATERIALS

As detailed in the outline DAS, the general approach of the architecture is to have simple built forms that reflect what is found in the local area, relate strongly to the wider structure of development across the site and be relatively harmonious.

With twenty house types, plus elevational variations dependent on character area, and flats blocks, the site has a variety of form, scale, and design to provide a high level of variety and interest whilst providing a full range for buyers within what will be an inclusive mixed community.

A simple palette of high-quality materials has been proposed across the site with variants of red and buff bricks prevalent throughout highlighted with black / white weatherboarding and tile hanging in key locations. These materials are offset with red plain clay and fibre cement slate roof tiles which are found locally in the area.

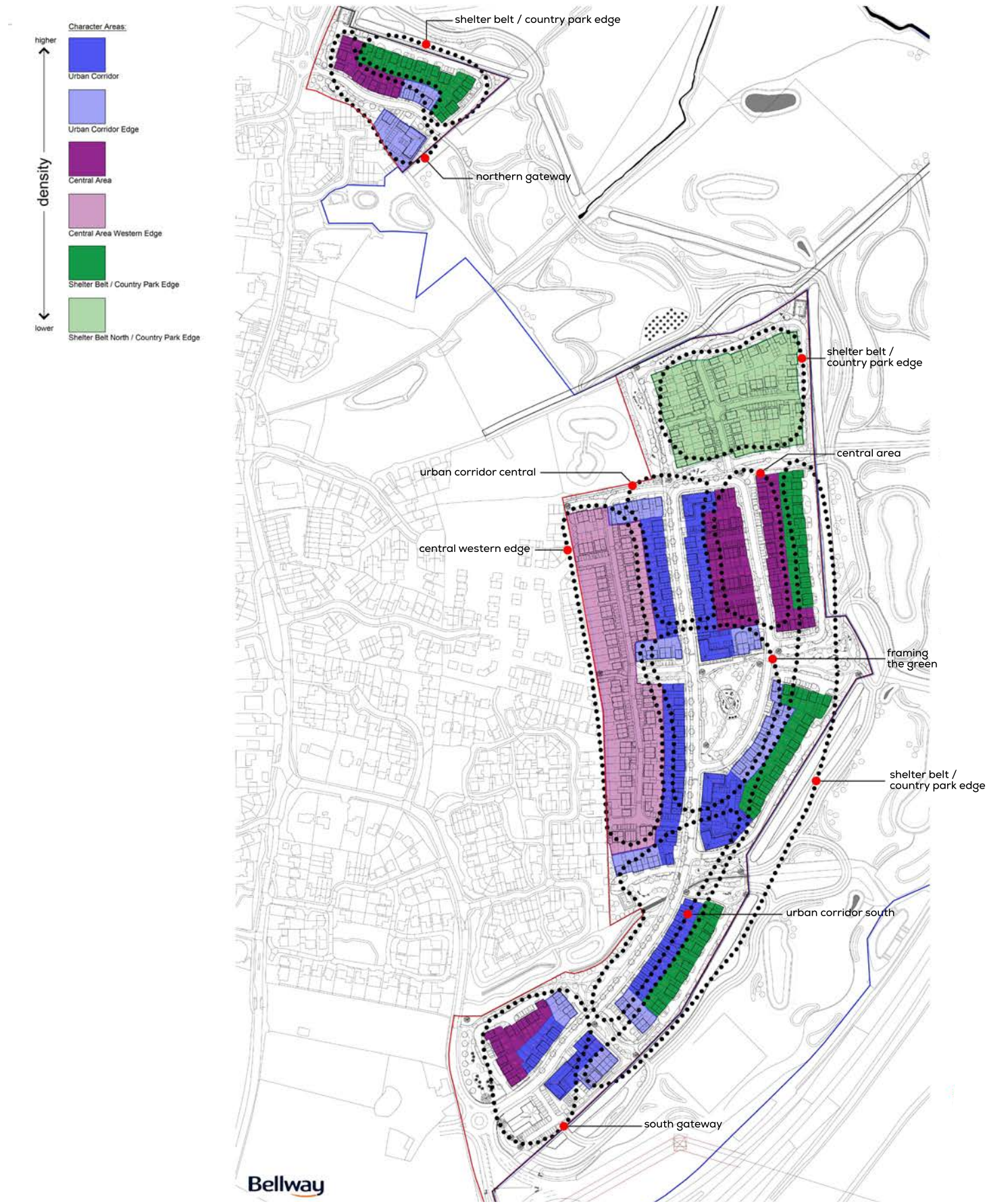
Detailed elements are key to the character of each housing style and give an identity to specific part of the site to meet the vision for a contemporary, locally distinctive development.

Roof forms and street scenes are articulated so that the ridge line is either parallel or perpendicular to the street with a variety of architectural styles proposed to provide interest and reinforce different character areas.

Generally the proposals adopt a more contemporary character in the central and western edge with transitional elements introduced to flow into a more rural character on the eastern edge facing the Country Park.

Through studying the site and the character area the architectural language is split down into three main categories;

- Urban Corridor
- Central Area
- Shelter Belt



URBAN CORRIDOR

Characterised by the wide planted avenue which allows pedestrians, cyclists and vehicles to safely navigate the site.

The Urban Corridor runs through the south-north access of the site and through the strong linear frontages, continuous form and height it provides an active and formal edge to the main avenue.

A combination of three storey flats and two and three storey houses, with linked car ports, provide a generally continuous built edge creating a high degree of enclosure to the main avenue.

In line with good practice, dwellings overlook either the main avenue or green open space with rear gardens backing onto other garden fences, never onto public spaces.

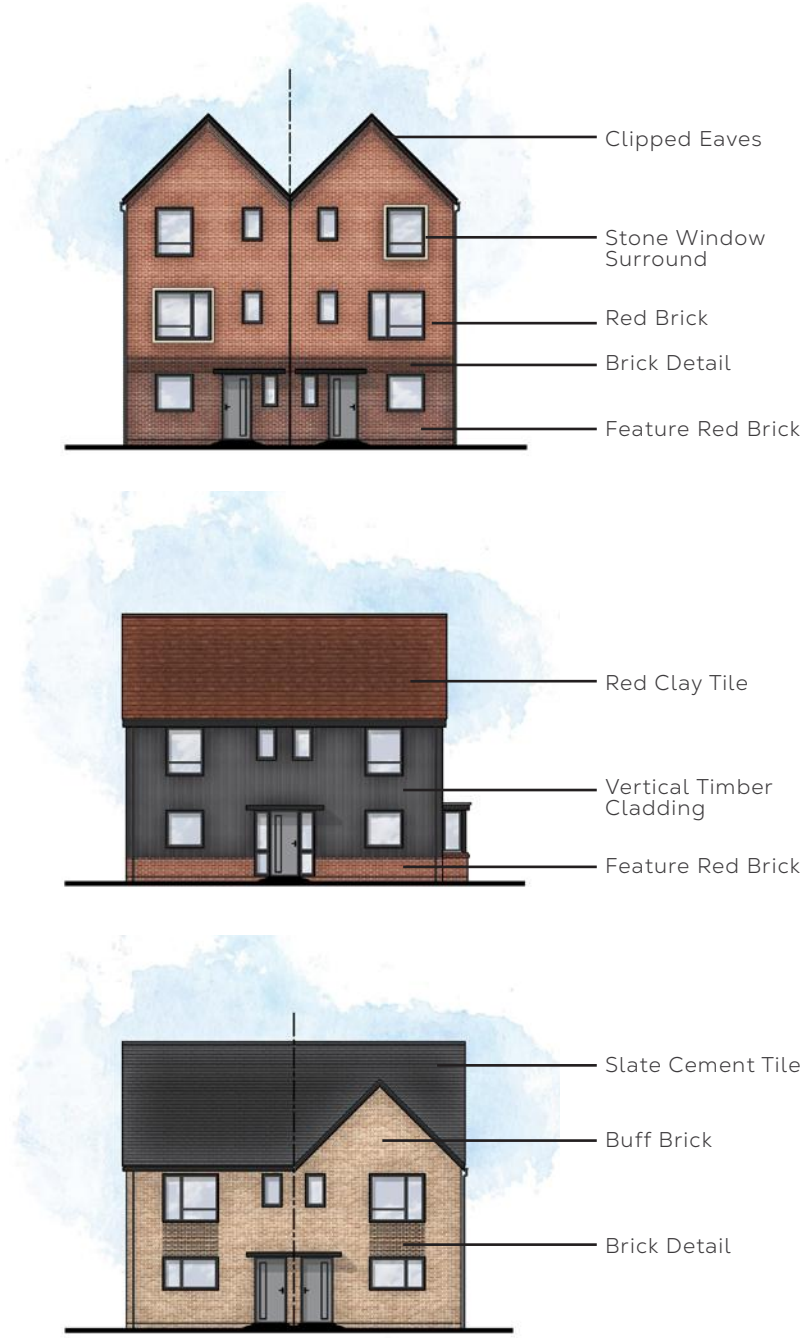
Flat blocks are positioned on key corners overlooking open spaces, with active frontages to all elevations. This ensures these buildings are a strong element of the townscape with amenity provided by the public open spaces alongside terraces and juliet balconies.

A simple palette of high-quality materials reflects throughout the area to create a harmonious feel to the development.

Elevations are predominantly variants of red and buff brick, with timber effect vertical black/white weatherboarding on key corner plots framing entrances into alternatives routes.

Brick detailing, in a contrasting feature brick, is prevalent within the Urban Corridor giving a robust level of visual interest to the façade created by different planes and constantly moving shadows.

Stone window surrounds, on certain windows, are a specific feature along the main avenue which draw the eye through the space and create a language that matches that of movement through the space.





CENTRAL AREA

Characterised by well overlooked streets with a varied relationship to surrounding houses.

The Central Area occurs in areas adjacent to the Urban Corridor with a similar material palette and details, however simplified to indicate a language of stepping down from the main avenue.

Two storey houses with differing parking arrangements and generally small threshold strips instead of front gardens create a more direct relationship to the street.

A simple palette of high-quality materials reflects throughout the area to create a harmonious feel to the development.

Elevations are predominantly variants of red and buff brick, with timber effect vertical black/white weatherboarding on a limited number of key corner plots framing entrances in prominent locations and a feature red brick used on internal corner turning plots.

Brick detailing is used within the Central Area, however scaled back and in the same colour brick as the main house. Entrances, where possible, are highlighted with a contrasting colour brick to create subtle changes along the street to highlight their importance.

Stone window cills are a feature of the area as a continuation of the materials used in the Urban Corridor but in a differing fashion.



CENTRAL AREA - VISUAL



SHELTER BELT

Characterised by the relationship, views and access to the Country Park

The Shelter Belt is an area defined by its relationship with the Country Park.

The Shelter Belt runs the full length of the eastern boundary from the entrance of Parcel E2 to Parcel E1 and have an important and distinct edge to the Country Park.

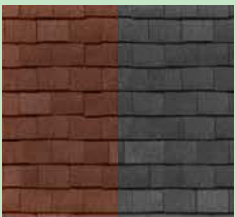
The two storey, mainly detached houses, along the countryside gap, have planted front gardens and shared surface roads to create the feeling of a 'home-zone' for low-speed routes for access for the home owners

A simple palette of high-quality materials reflects throughout the area to create a harmonious feel to the development, however the Shelter Belt is defined by more traditional characteristics.

Bricks continue to be the prevalent material, and although the same colours are used a more rustic style stock brick is proposed.

A contrasting brick plinth is widespread throughout the area, coupled with contrasting brick window cills and soldier coursing forming a traditional and effective interface of materials and interest.

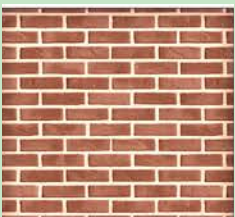
Pitched roof porches and tile hanging to key building elements within the Shelter Belt are used to compliment the traditional characteristics of the house types and the informal character to provides an appropriate frontage to the Country Park. Houses have been considered from views within the site and views back to the site from the Country Park.



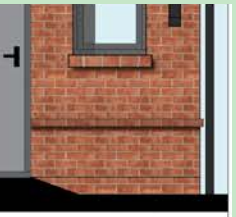
Clay/Cement Tile



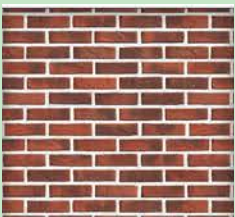
Pitched Canopy



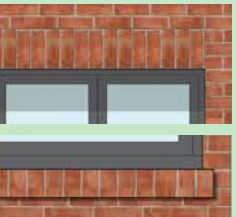
Red Brick



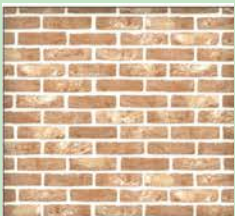
Brick Plinth Detail



Feature Red Brick



Brick Cills & Headers



Buff Brick



Horizontal Timber Cladding



Feature Buff Brick



Tile Hanging





6.5 COMMUNITY BUILDING

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

The Community building has been through a design development process, prior to the current design team's involvement with the scheme, and a preferred internal layout and elevational treatment was agreed with the Parish Council and their representatives.

The Community building has been designed to accommodate;

- A main hall and kitchen area
- Ancillary office, meeting rooms and storage space
- Nursery facilities and play area
- Visitor parking
- Toiler facilities, with externally accessible WC for users of the Country Park

The building will be two storeys in height with the front of the building featuring an upper level providing further accommodation and the main hall featuring generous internal volume.

The architectural style of the building is for a large barn-like building, with a simple building form and pitched roof. External materials will consist of buff brickwork and black cladding to be clearly read as a prominent community facility whilst being part of the overall development.

The Community building will be constructed to a BREEAM 'Very Good' standard. A BREEAM pre-assessment has been carried out detailing the anticipated strategy for this.



6.6 SECURED BY DESIGN

The development aligns with Planning Permission and Local Policy, fostering a strong sense of enclosure with clear uses. The proposal features open spaces and well-proportioned rear amenity areas. There is a blend of two and three storey dwellings with dual-aspect homes situated in various corner locations. The development includes a mix of detached, semi-detached, and terraced homes, larger multi-occupancy apartment blocks spread throughout the site, and a community hall situated at the entrance to the site (E2) at Grovehurst road, as established by the Outline approval.

A balance is achieved between natural surveillance for public paths and spaces, ensuring they are safely overlooked, and maintaining privacy to prevent visual intrusion into private areas. The layout consists of outward-facing parcels that support this balance. The spacing between dwellings, the interfaces between rear and side elevations, and front-to-front distances are thoughtfully designed to provide residents with adequate private amenity space. Clear distinctions are made between public and private domains, with all properties featuring 'defensible spaces' at their frontages and sides on corner positions, using a variety of hard and soft landscaping treatments.

FRONT BOUNDARIES

Front boundaries are defined by landscaping and changes in materials. Low-level hedging is provided to define the public and private spaces.

REAR ACCESS & SECURITY

Each property has individual footpath access to its rear garden, providing direct control over the private domain. This enhances security and allows for waste and recycling provisions to be kept out of sight from the street. Shared rear access footpaths are limited to mid-terrace homes where necessary for access.

Robust 1.8m high walls and fences with lockable gates secure areas against public spaces and highways. Where possible, private amenity spaces back onto other gardens or are screened by walls and fences.

In line with Secured By Design guidance, thorny shrubs or similar planting can be included where boundaries meet the public realm to enhance security.

All homes comply with security standards and building regulations for secure, physical security measures.

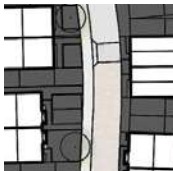
CAR PARKING

Car parking is provided within the curtilage and within view of the car owner's homes. For apartments, communal parking areas are well-lit and overlooked.

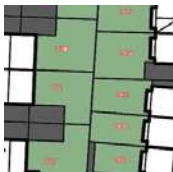
CYCLE STORAGE

Cycle storage is provided to all dwellings within cycle sheds located within rear gardens. Apartments have been designed include an internal cycle store.

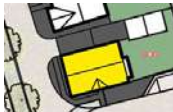
KEY



Front gardens, private parking, and driveways are clearly defined by distinct materials and low-level boundary treatments.



The rear amenity space is safeguarded and clearly delineated by sturdy boundary treatments



Dual aspect units providing natural surveillance and active frontages



Larger Storey buildings overlook the rear parking courts and amenity space



6.7 SUSTAINABILITY

Sustainability is at the heart of the proposed application and has been considered from the outset. The proposed strategy has been based around the relevant objectives of both national and local planning policy. Particular attention has been paid to the key sustainability and energy policies outlined by Swale Borough Council within their adopted Bearing Fruits 2031 Local Plan (2017). In addition, the granted outline planning permission was subject to a number of planning conditions. The relevant sustainability and energy conditions have been referenced and acknowledged, where applicable, within this report.

The proposal represents a sustainable development providing social, environmental and economic benefits that will support the function of Iwade. It will provide 455 new dwellings including affordable homes to support the identified housing need in the borough, as well as supporting the local economy.

The energy strategy follows the widely recognised energy hierarchy of ‘Be Lean’, ‘Be Clean’ and ‘Be Green’. The proposed development has optimised design to enable controlled solar gain and improved direct and indirect natural lighting. The proposed building fabric U-values have been enhanced over and above those detailed within the Building Regulations Part L1 2021. Renewable/low carbon technology has then been introduced in the form of individual air source heat pumps, which will efficiently supply the houses with space heating and hot water. The apartments will benefit from a domestic hot water heat pump as a low carbon solution to supplying hot water. Heat pump technology is also proposed to the village hall in the form of a VRV/VRF system, which will provide the building with efficient heating and cooling. All measures detailed within the energy strategy contribute to an estimated 66% reduction in regulated CO2 emissions compared to the Building Regulations Part L 2021 baseline. This equates to an estimated annual saving of 310.11 tonnes of regulated CO2 emissions and is in line with the requirements of Swale Borough Council’s adopted planning policy and relevant planning conditions.

The energy strategy acknowledges that due to the anticipated construction programme, some of the dwellings will have to be built to meet the incoming Future Homes and Buildings Standard. However, this

is not expected to come into effect until 2025 and the full details of this are yet to be finalised. A review of the construction specification will be necessary once these have been announced to ensure compliance will be met.

In accordance with Condition 12, the village hall will be constructed to a BREEAM ‘Very Good’ standard. A BREEAM pre-assessment has been carried out detailing the anticipated strategy for this.

Resource and water efficiency will be maximised, whilst the production of waste and pollution is to be kept to a minimum, ensuring the impact of the proposals on its surroundings and the environment is reduced. The water efficiency of each dwelling will meet the requirements of Swale Borough Council’s Condition 37, achieving a maximum consumption of 110 litres per person per day.

The use of recycled, responsibly sourced and sustainably manufactured building materials for the main building elements ensures materials are sourced locally wherever practicable and that most of the key construction materials have been specified to have a low environmental impact throughout their life-cycle.

The site will be constructed with minimal waste production, making efficient use of materials; waste that is generated during the construction process will be subject to strict waste management procedures, with high levels of recycling. This approach is embedded within the circular economy strategy for the scheme.

The landscaping strategy aims to create an attractive setting both for the development and surrounding neighbours. The hard and soft landscape proposals aim to complement the surrounding green infrastructure and provide robust materials palettes which reflect design code requirements as well as the character of the neighbouring open spaces. Opportunities will also be taken to introduce ecological enhancements which will encourage and support biodiversity across the site. This approach ensures the development will achieve a biodiversity net gain in accordance with the requirements of Condition 57. This is confirmed by the Biodiversity Net Gain Assessment produced by Urban Edge Environmental Consulting (June 2024).

Climate change adaption is vital for any new development. This has carefully been considered for this proposal. This will include an overheating assessment which will be carried out fully at the detailed design stage. This will inform the ventilation strategy, to ensure that a comfortable internal living environment can be maintained for future occupants. A detailed drainage strategy has also been

prepared which includes SuDS treatment across the site to aid in mitigating against any future risk of flooding.

Electric Vehicle (EV) Charging points will be installed across the development. The EV charging strategy will be in accordance with the requirements of Swale Borough Council’s Condition 36 and Building Regulations Approved Document S (infrastructure for charging electric vehicles).

Overall, the proposals for the development maximise the site’s assets and layout in relation to sustainable design, creating an attractive and environmentally sound development.

ENERGY STRATEGY SUMMARY

The strategy achieves and meets the following requirements:

- Maximises the energy efficiency performance of the building fabric, in accordance with the energy hierarchy.
- The fabric energy efficiency (DFEE) achieves a 8% reduction over the minimum standards defined by Building Regulations Part L1 2021 (TFEE).
- Minimises carbon dioxide emissions at the ‘Be Green’ stage of the energy hierarchy by utilising heat pump technology to provide space heating and/or hot water to the dwellings. Heat pump technology will also be deployed to the village hall, supplying it with a low carbon solution to space heating and cooling. This approach complies with Swale Borough Council’s condition 35 as no gas boilers are proposed for this development.
- Reduces a total estimated 310.11 tonnes of CO2 compared to the Part L 2021 baseline. This equates to a 66% saving. This demonstrates that the proposals will achieve high levels of energy efficiency and thermal performance, in line with the requirements of Condition 34 (ref: 19/503974/HYBRID) of Swale Borough Council.
- Acknowledges that specification upgrades may be necessary in the future as some dwellings will be built after the Future Homes and Buildings Standard comes into effect.
- The proposals detailed herein include sustainable construction techniques and standards in line with National and Swale Borough Council’s adopted planning policy requirements.
- Complies with all of the main compliance criteria required by Part L 2021 of the Building Regulations.