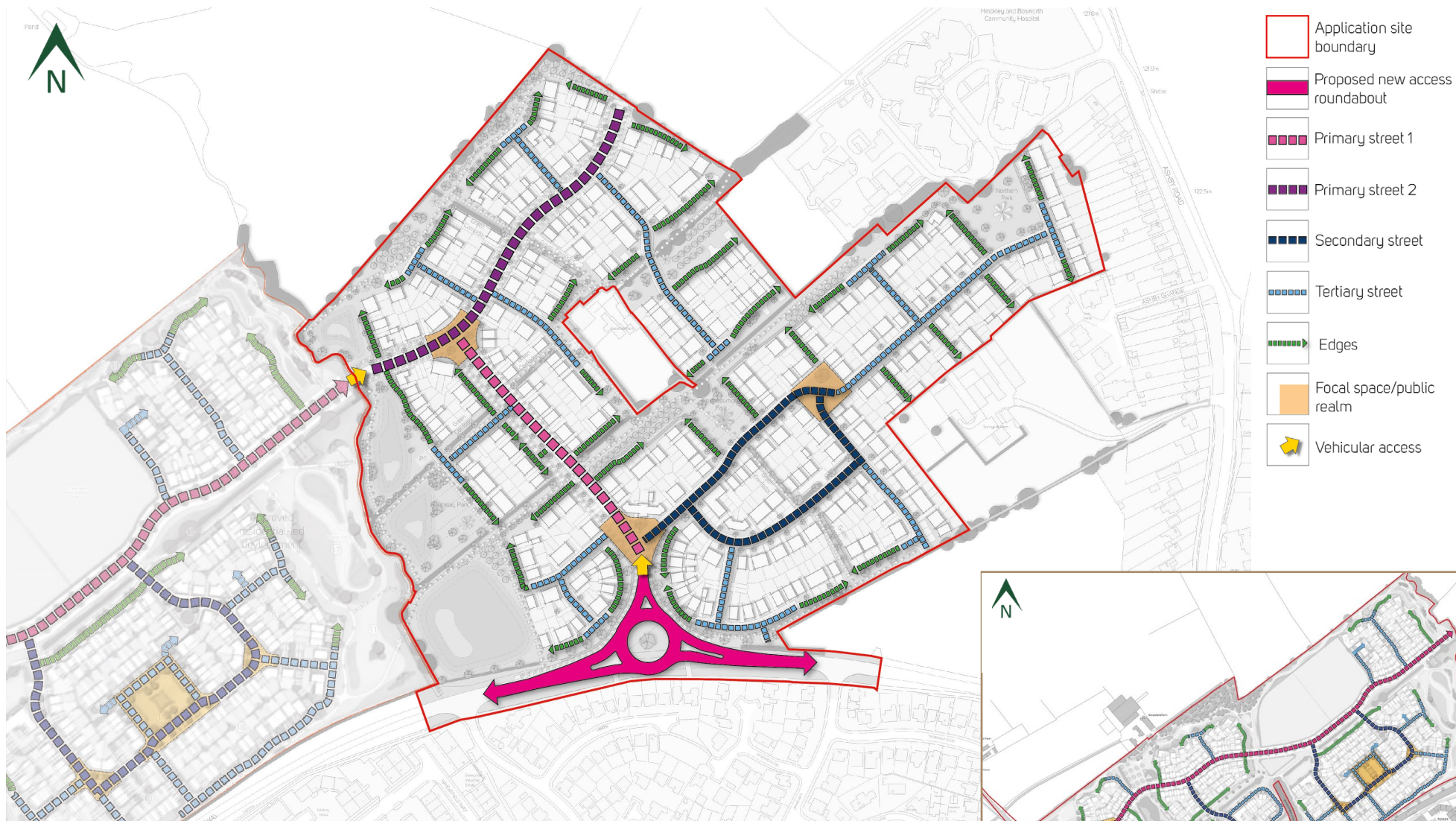
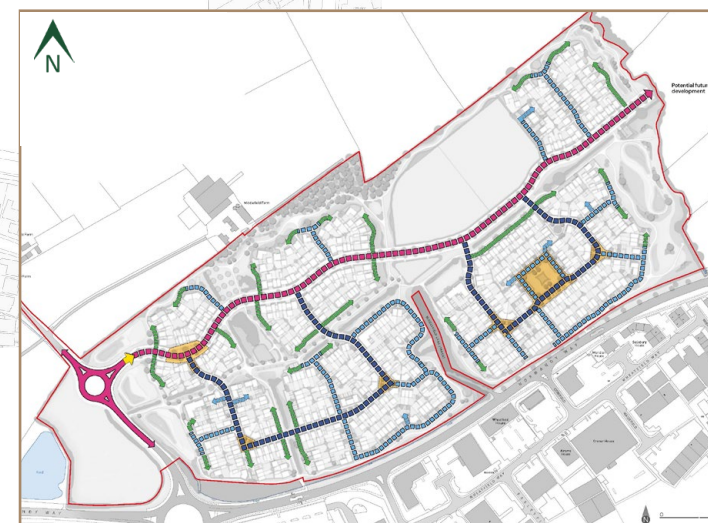




Street Hierarchy Plan

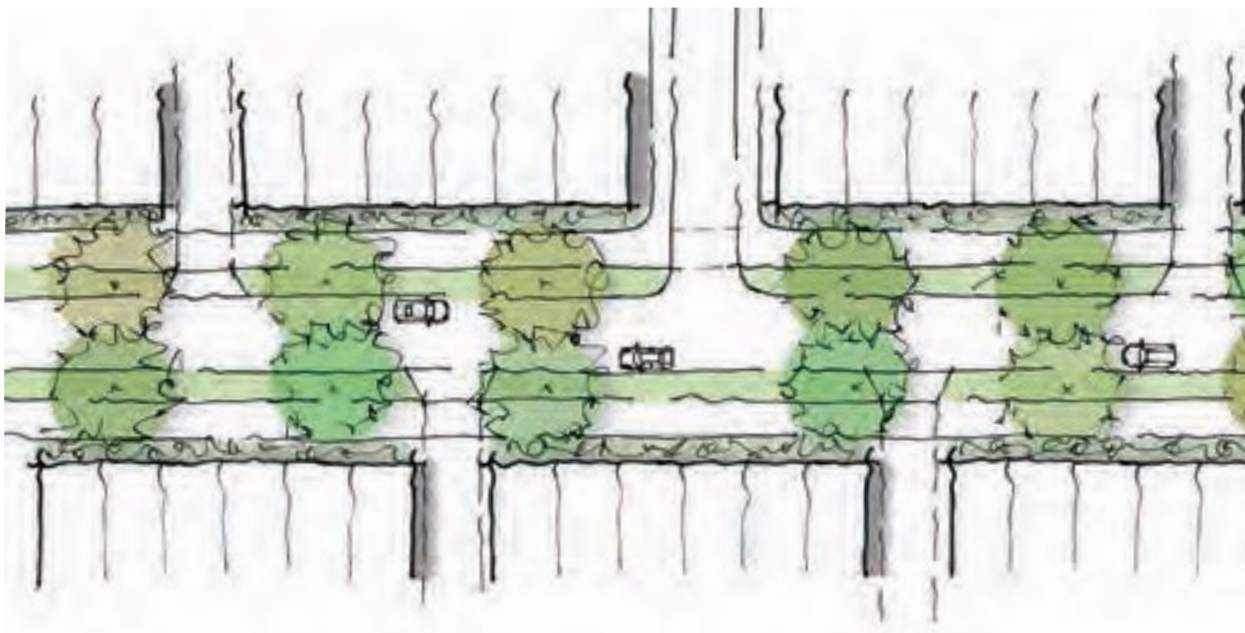


Extract from DAS for approved adjacent scheme: Street Hierarchy Plan

Primary Street (1)

Leading into the site from the new roundabout along Normandy Way, this street has been set out to reinforce the landscape-led approach adopted as a key element of the vision for this new community. The main elements of the street shown by the Illustrative Layout include;

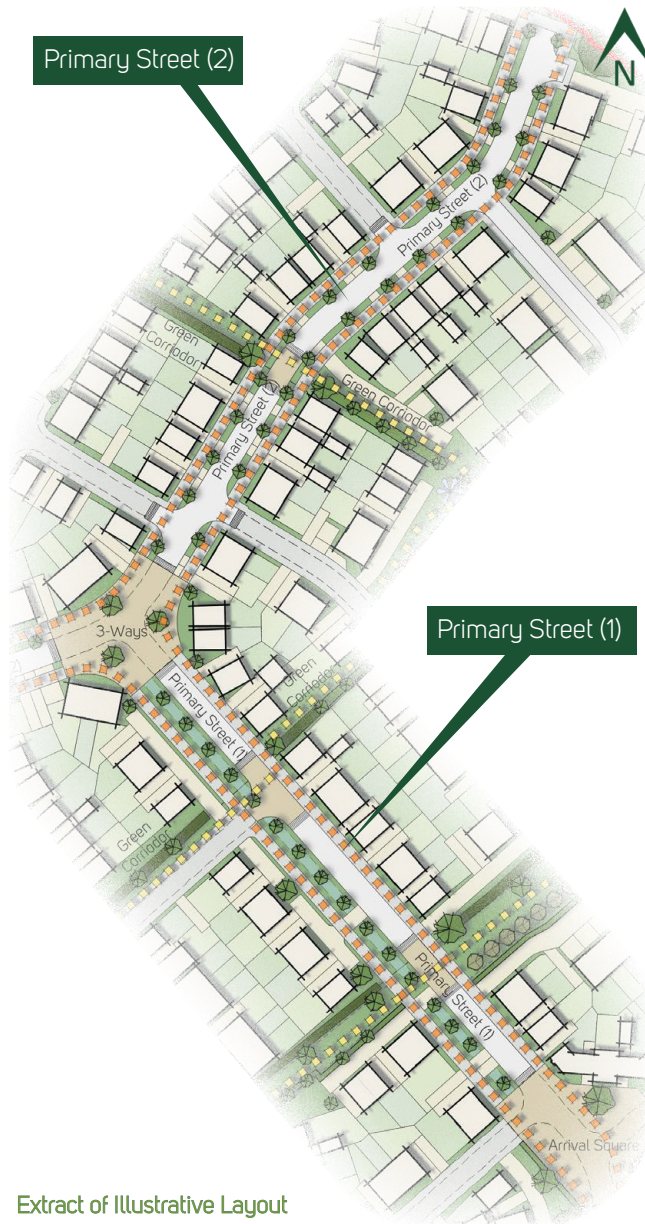
- A wide landscaped verge that allows space for street tree planting and SuDS features, with access to homes fronting the space carefully considered to avoid multiple crossings of the verge that would significantly reduce its visual impact.
- Carriageway width capable of accommodating a bus route.
- Combined footpath/cycleways on both sides of the street.
- A consistent building line defined on both sides of the street, with houses on the northern side set close to the back of the footpath.
- Buildings set out to address this street as a priority over others in the street hierarchy, creating an active streetscene and avoiding exposed side boundaries along the route.
- Focal spaces could be planned, as shown by the Illustrative Layout, at junctions and intersections with the green infrastructure network.
- Car parking set between or behind buildings, some dwellings on the southern side served by shared private driveways. No frontage car parking is shown as this pushes the building line back.



Extract from The Good Design Guide: Primary Street Plan and Section



Primary Street (2)



Extract of Illustrative Layout

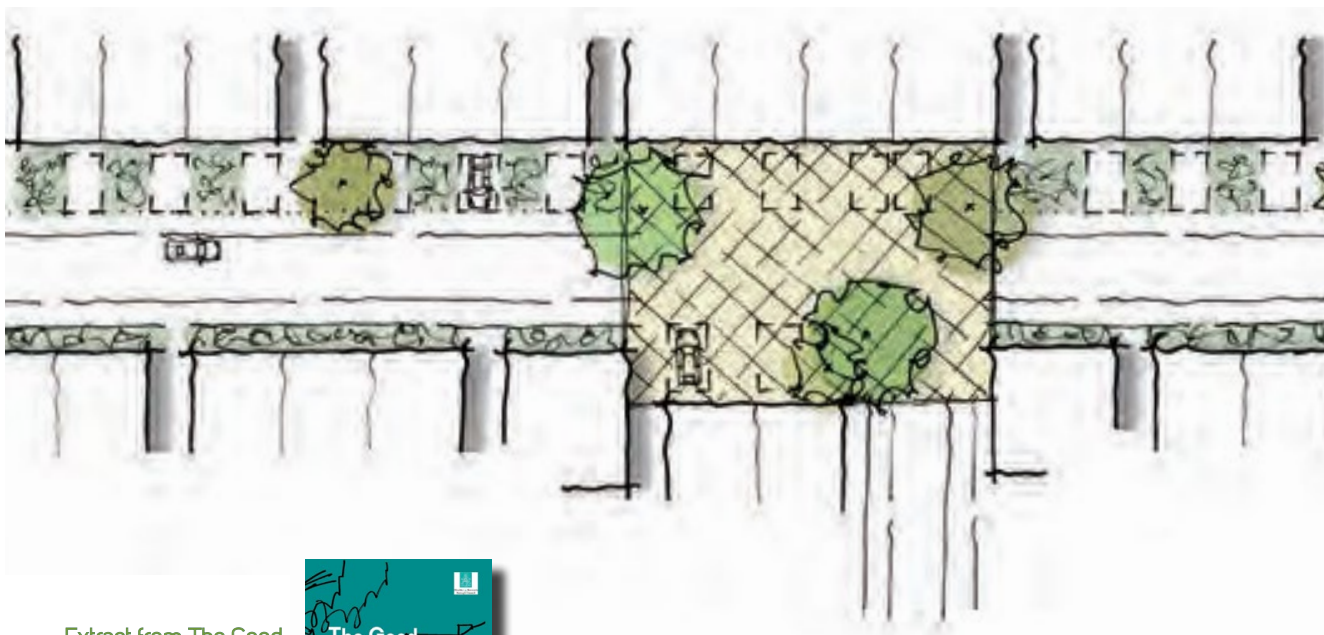
Forming the central part of a potential wider highway route that includes land beyond the site to the west and north, this route has been set out to follow a similar approach to that explained in the development proposals for the land to the west. The main elements of the street shown by the Illustrative Layout include;

- Avenue street trees within a verge on both sides of the carriageway.
- Carriageway width capable of accommodating a bus route.
- Combined footpath/cycleways on both sides of the street.
- A consistent building line defined on both sides of the street, with houses set back behind shallow private frontages and with no frontage car parking.
- Buildings set out to address this street as a priority over others in the street hierarchy, creating an active streetscene and avoiding exposed side boundaries along the route.
- Focal spaces could be planned, as shown by the Illustrative Layout, at junctions and intersections with the green infrastructure network.
- Car parking set between or behind buildings. No frontage car parking is shown as this pushes the building line back.

Secondary Street

Creating an internal highway loop within the eastern part of the site, this street links from Primary Street (1) and both serves dwellings directly and also leads to tertiary streets. The main elements of the street shown by the Illustrative Layout include;

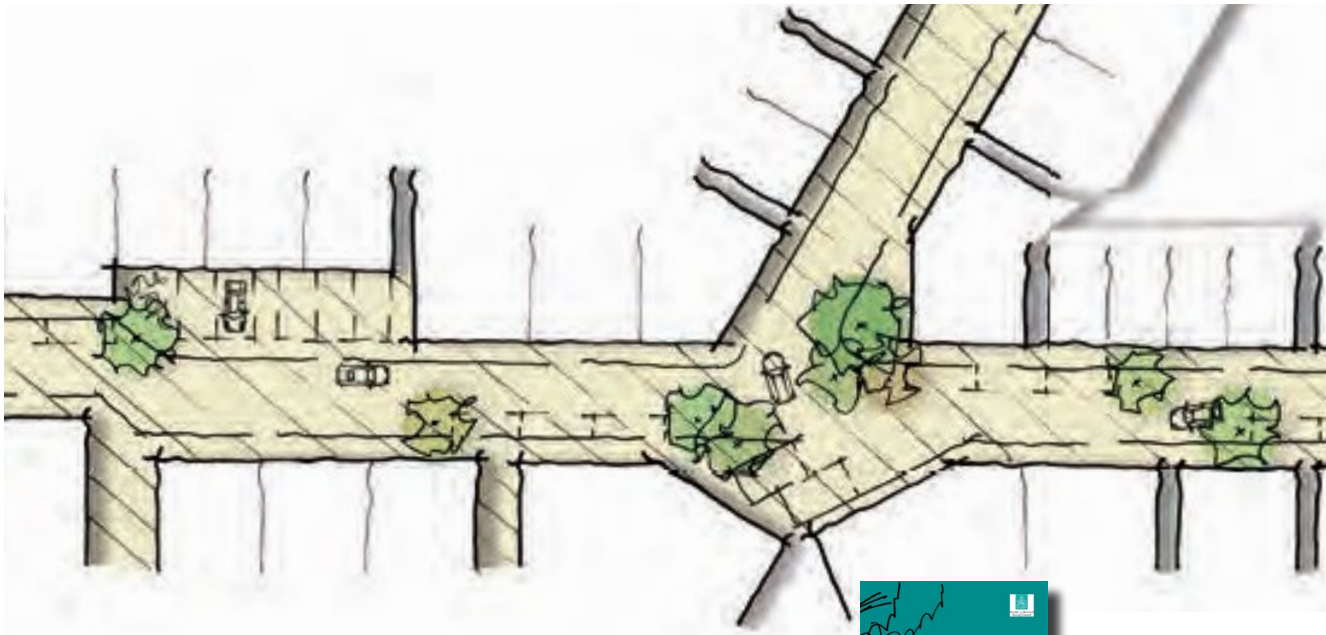
- Houses with deeper private frontages used on one side of the street to create space for on-plot landscaping (that could be controlled by a management company). Deeper frontages here could include some frontage car parking, potentially so that up to 50% of dwellings have frontage parking and 50% have parking located to the side of/between buildings.
- Houses set close to the back of the street on the opposite side, with car parking to the side/between dwellings and landscaped frontage boundary treatments.
- A section of the street is shown parallel to a retained hedgerow, using the mature feature as a characterful element of the streetscene. Here, houses beyond the hedgerow could be served by shared private driveways that reduce the need to break through the hedgerow.
- Buildings maintain a reasonably consistent building line and interest could be created through the use of different building/roof forms to elsewhere.
- Focal spaces could be planned, as shown by the Illustrative Layout, at junctions and intersections with the green infrastructure network.



Extract from The Good Design Guide: Secondary Street Plan and Section



Tertiary/Informal Streets



These streets should be clearly different from other higher-order streets and could include the following elements/measures;

- Narrower carriageway, including localised narrowing.
- Narrower overall corridor width.
- Shared surface treatment.
- Changes in surface materials.
- Variation in private frontage depths and car parking solutions.



Extract from The Good Design Guide: Tertiary Street Plan and Section



“Streets have a fundamental role to play in contributing to the creation of variety within a development, allowing a wealth of difference between a formal, primary route secondary, tertiary and informal street typologies”

The Good Design Guide

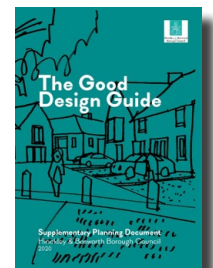


Edge Lanes

Serving dwellings at the edges of the development zone, shared private driveways can be used as part of a lower-density response, as is shown by the Illustrative Layout. Homes can be set out with a less consistent building line and more variety in the depth of private frontages, but usually so that an outward-facing edge is created.



Extract from The Good
Design Guide: Secondary
Street Plan and Section





Illustrative View of Streets and Spaces that Promote
Community and Sustainable Travel

Appearance

"Appearance" is the aspect of a place or building that determines the visual impression it makes, including external built form or the development, its architecture, materials, decoration, lighting, colour, and texture.

As Appearance is reserved at this stage, no specific information on the issue is required to be provided. A DAS is however, required to explain the principles behind the intended appearance and how these will inform the final design of the development.

Character

Character areas are a useful way of helping assimilate a new community into its surroundings (including here both existing and emerging residential areas), whilst also allowing for elements of new character and/or innovation to help form a distinct sense of place. It is anticipated that the character of the proposed development could incorporate individual design components which reflect the local area, including: built form principles such as changes in building height; building setbacks, etc; landscape treatments; architectural detailing; and materials.

With reference to the emerging adjacent proposals, the site has indicatively been divided into four character areas that broadly respond to the proposed street typologies, so that each has a clearly defined character relating to location within the proposals and the localised context. The following pages describe how the character areas could be designed to create an active and interesting townscape. The character areas are detailed as follows:

"Create a place with a locally inspired or otherwise distinctive character."

Building for a Healthy Life

- CA1: Primary Streets
- CA2: Development Core
- CA3: Suburban Greenway
- CA4: Rural Greenway



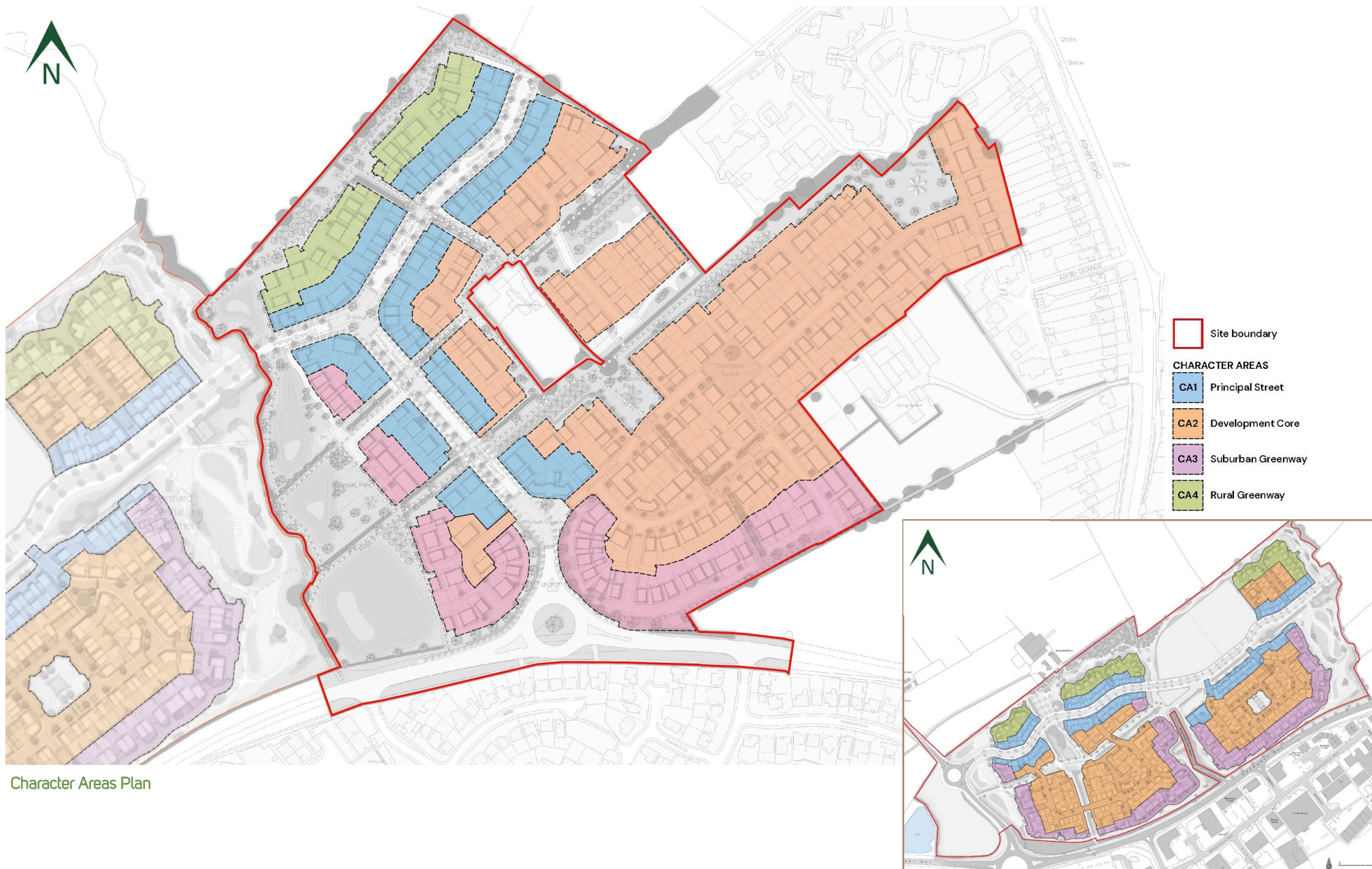
**The Good Design Guide:
Design Objectives**

Distinctive Character



Attractive





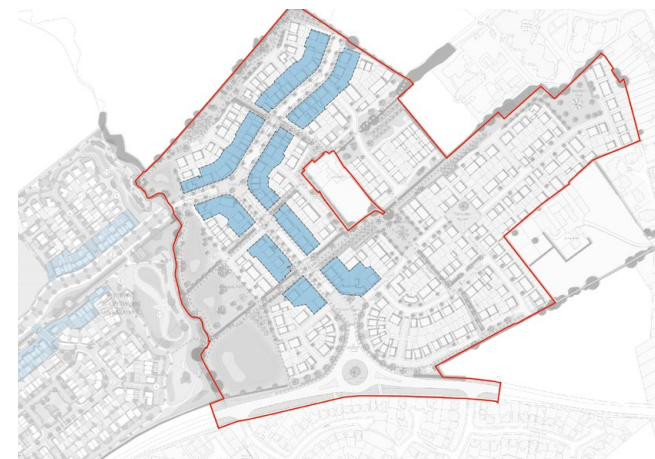
Character Areas Plan

Extract from DAS for approved adjacent scheme: Character Areas Plan

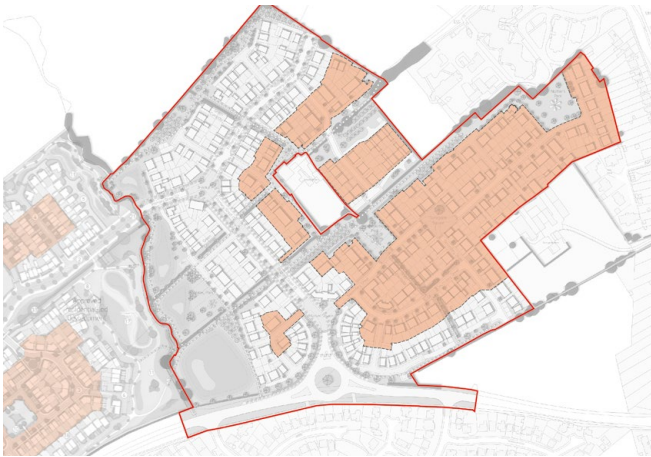
CA1: Primary Streets

Key characteristics:

- Medium to high density circa 40dph development;
- Forming a “gateway” to/from the adjacent proposals to the west;
- Predominantly detached and semi-detached homes fronting the street;
- Dwelling types used that respond to levels;
- Consistent roofscape with punctuation at key corners and junctions;
- High sense of street enclosure with storey heights of up to 2.5 or 3-storeys (depending upon maximum acceptable building height informed by location across the site);
- High levels of enclosure with minimal front gardens;
- Consistent building line and set back from the back of the footpath; and
- Consistent elevational treatments (other than for landmark buildings)



CA2: Development Core



Key characteristics:

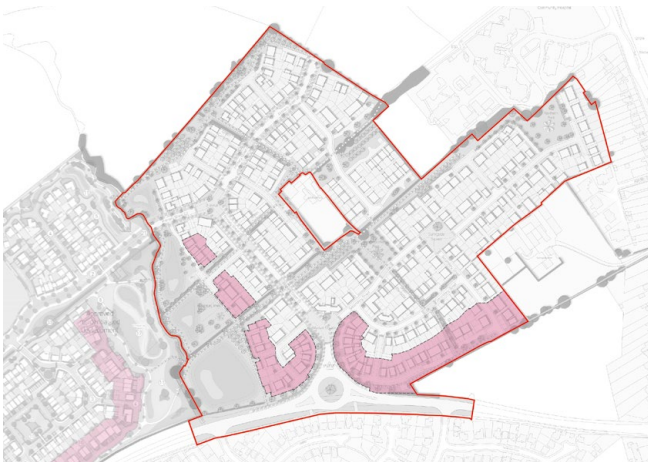
- Higher density development circa 40-45dph;
- Streets and parcel orientation responsive to levels with streets set out to run along contours where feasible – and with consideration to place-making aspirations;
- Range of dwelling types including detached/semi-detached/ terrace and apartments;
- Punctuation in building line and articulation in street scape at appropriate locations to enhance legibility;
- Active frontages of buildings used to terminate views;
- Enclosure of streets defined with buildings generally of 2-2.5 storey;
- Potential for variation in the roofscape; and
- Consistent elevational treatments with consideration of street hierarchy and focal buildings/groups of buildings at key junctions and public squares.



CA3: Suburban Greenway

Key characteristics:

- Medium density development circa 35-40dph;
- Formation of a “Gateway” entrance feature to the scheme from Normandy Way.
- Formal build line as a response to the existing settlement edge and to define a new outward-facing frontage to Normandy Way;
- Detached and semi-detached buildings;
- Buildings generally of up to 3 stories; and
- Variation in roofscape with potential for strong frontage to be defined using gable-fronted dwellings.



CA4: Rural Greenway

Key characteristics:

- Lower density development circa 30-35dph;
- Larger detached/semi-detached dwellings to work with level changes;
- Buildings predominantly up to 2 storeys tall
- Increased breaks in the build line (as per car parking strategy set out by street typologies); and
- Informal/meandering building line







**"Nature contributes to the
quality of a place, and to
people's quality of life, and it
is a critical component of well
designed places."**

National Design Guide

7

Summary



Conclusion

This Design and Access Statement has set out a clear explanation of the design process that has also included: a comprehensive and thorough assessment of the site and its immediate context; and the development of a clear set of principles to guide the design of the site.

Development of land north of Normandy Way, provides a unique opportunity to create a new neighbourhood, building on the legacy and distinctive character of the site. Creating housing choice and provide areas of truly accessible public open space, whilst improving public access across the site and the wider movement network.

The masterplan is founded on best practice urban design principles, community integration and sustainable development, with strong links to the wider area.

Development here could become a highly desirable place to live, potentially reflecting the desirable elements of the local vernacular but also with opportunities to define a new character. The proposals that moves towards a more sustainable future

Development will accord with the principles of high quality design and best practice to create a townscape that is both varied, and yet sympathetic to its environment. The aim is to achieve a development with a strong identity and distinct sense of place, whilst at the same time integrating with the existing and emerging local community.

These development proposals offer the following main benefits:

- The delivery of up to 415 new homes in a range of dwellings types, sizes and tenure, offering an accessible and acceptable choice of lifestyles;
- The creation of an integrated and sustainable residential community with a sensitive relationship to the existing settlement;
- Delivery of new open spaces for the benefit of both new and existing residents in the area.
- Provision of a development that is well connected, readily understood and easily navigated, with the delivery of a new access roundabout from Normandy Way and the potential for connectivity to emerging adjacent development land;
- The creation of legible routes through the development, complementing existing routes and providing sustainable transport choices;
- The retention of existing landscape structure and creation of a strong new green infrastructure framework, focused around boundary vegetation, internal hedgerows and tree belts;
- Promotion of the objectives of sustainable development through layout and design;
- Compliance with Public Open Space policy requirements; and
- Conforms with Good Design Guide principles.



 Richborough

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& URBAN DESIGNERS