

## PRE-APPLICATION RESPONSE

### Pre-Application Meeting 1 Summary:

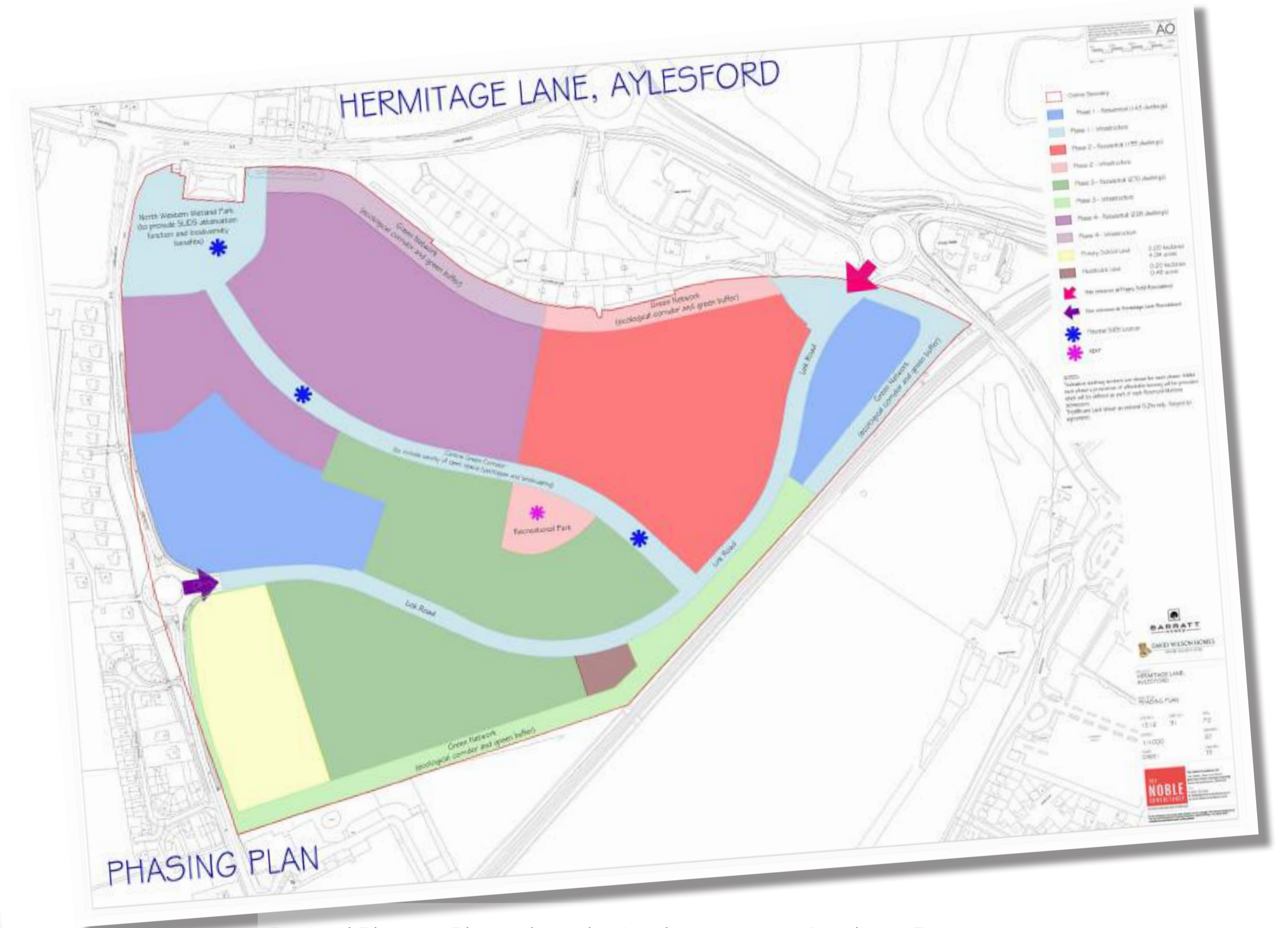
- Early delivery of Link Road is key for Members.
- Welcome the idea of visual focal points and well designed focal squares that reduce vehicle speeds.
- Pleased that a variety of well thought out parking solutions are proposed in accordance with KCC standards.
- Encourage diversion of bus route along Link Road to serve residential parcels.
- Pleased that the Phasing Plan shows early delivery of key infrastructure, including central open space.
- Development does not need to respond exactly to surrounding area but should have its own identity/character.

### Strategy:

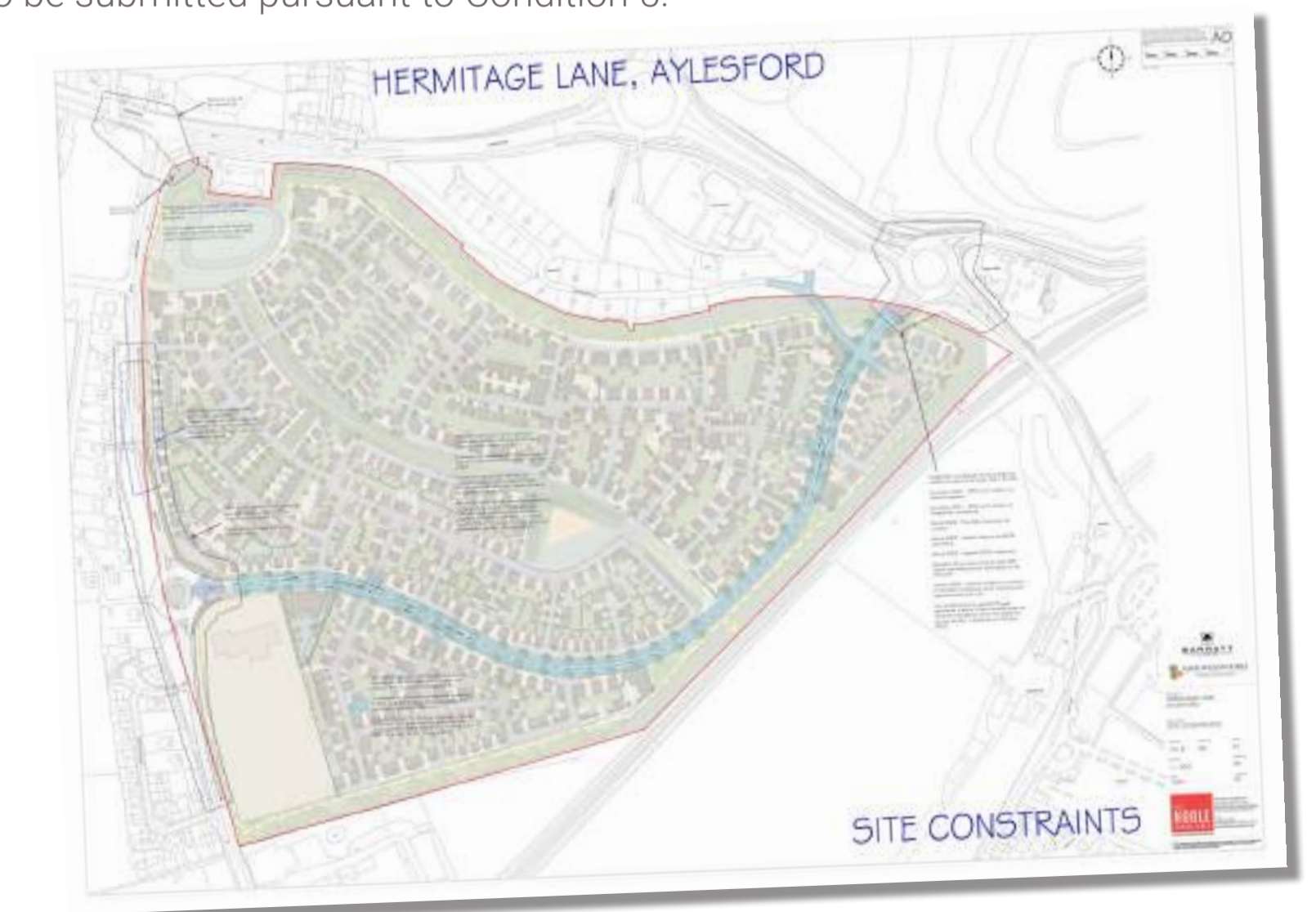
- Dual-brand site overall with Barratt Homes & David Wilson Homes products
- PROS - Speeds up delivery and maximises variety, diversity and choice
- Phase 1 development from both ends of site to speed up delivery of Link Road.
- Link Road & school access detailed design progressed and issued to KCC for comment prior to meeting.



› Revised site-wide Sketch Layout taking on board pre-application comments.



› Revised Phasing Plan to be submitted pursuant to Condition 5.



› Link Road & School access road details issued to KCC for comment.

## DESIGN RESPONSE ■ COMPLIANCE ■

### Approved Principles



Proposals are in accordance with the approved Outline Parameter Plans and Principles.

#### 1 Pedestrian / Cycle Lanes

Interconnecting pedestrian/ cycle lanes are proposed around the perimeter and via the spine green corridor of the overall site. This will form part of the infrastructure phase of the proposal.

#### 2 Local Distributor Road - "Link Road"

- Highway dimensions and design to be confirmed;
- Anticipated bus route;
- Assumed no direct access

#### 3 Main Street - Primary "Loop Road"

- Mix of housetypes face onto the Main Street, form a robust well defined central route;
- Higher density;
- Focal buildings addressing key locations;
- Footpath on both sides.

#### 4 Secondary Streets

- Street width vary between 4.8- 5.5m;
- Parallel frontages with gables onto the street;
- A mix of semi-detached and detached houses.

#### 5 Green Lanes - Private Drives

- Minor routes;
- Lie on the edge of the development;
- Lane with vary between 4.1- 4.8 m , converge to private drives;
- Safe shared surfaces that accommodates cars and pedestrians.

#### A Focal Spaces

- Used to create interest in the street scene and provide identity to the development;
- Contrasting surface treatment or varied building lines;
- Form part of arrival spaces or focal spaces or connecting views. Aid way-finding;
- Contrasting surface material;
- Variation in materials and roof-scape.

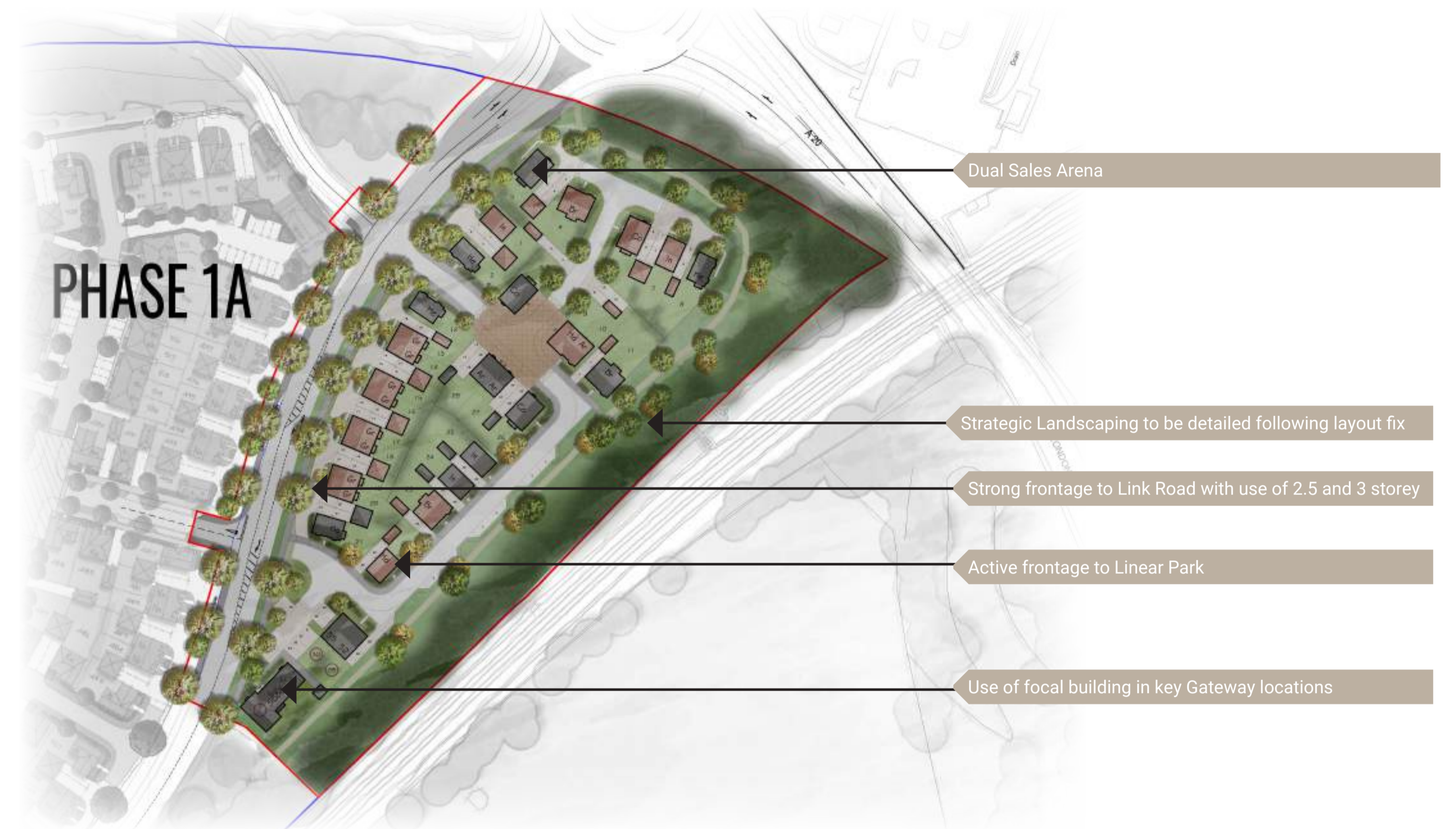
#### B Green Vista

- Tree lined views connecting with Central Green Corridor or Green Edge;
- Built character addressing the space.

#### C Gateway Feature

- Important junctions framed by focal buildings;
- Key Vista connecting green spaces and development parcels;
- Variation in materials and roof-scape;
- Higher density and massing to frame space.

Plan showing Location of Phase 1 parcels within wider site with key nodal points.



Phase 1A parcel within context of wider site.

Dual Sales Arena

Strategic Landscaping to be detailed following layout fix

Strong frontage to Link Road with use of 2.5 and 3 storey

Active frontage to Linear Park

Use of focal building in key Gateway locations



Phase 1B parcel within context of wider site.

Important vista introduced to connect strategic spaces

Focal building within key nodal space

Strong frontage along development edge

Key gateway feature at new Hermitage Lane Roundabout

Secondary access road from Link Road to serve Phase 1

# HERMITAGE LANE, AYLESFORD

## DESIGN RESPONSE ■ CHARACTER ANALYSIS ■

### Approved documents and Design Guides



Proposed character areas taking influence from the Kent Design Guide, Approved Outline Proposal and from the character analysis of the surrounding area.

### Tissue Analysis

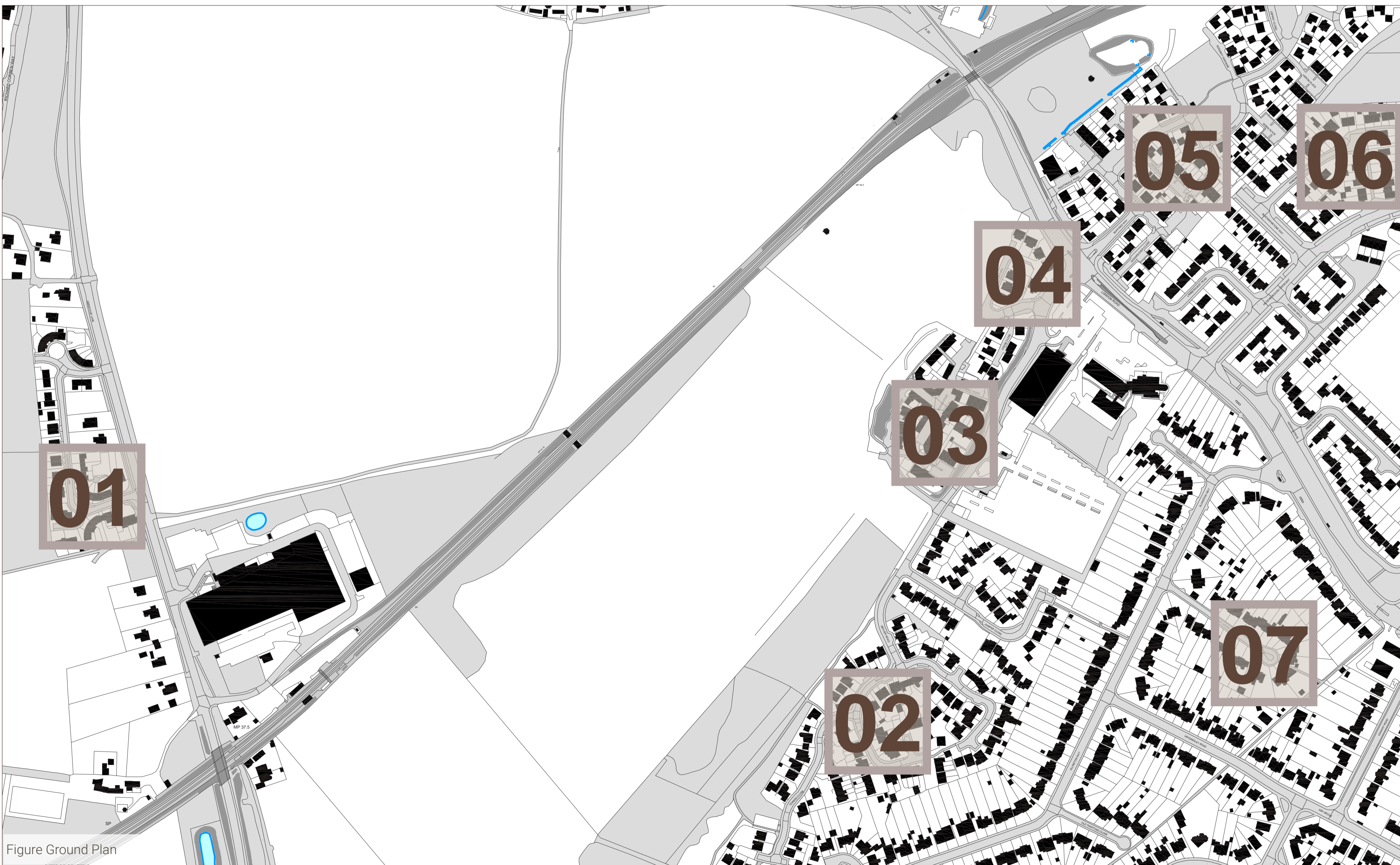


Figure Ground Plan

**01**

Whitepost Wood Lane

**Attributes:**

- Medium Density - 28 dph
- Block Structure - Semi-detached housing with driveways to the side.
- Form & Scale - Predominantly 2 storey dwellings with a mix of eaves and gable fronted roofs.
- Parking - on-plot to side of dwellings.
- Materials & Detailing - predominantly red brick with tile hanging. Entrance canopies are prevalent.
- Front Boundary Treatments - landscaped front gardens with occasional hedgerows;
- POS/Landscaping - None.

**02**

Bowyer Road

**Attributes:**

- Medium Density - 30 dph
- Block Structure - Perimeter block with access to the rear.
- Form & Scale - Predominantly 2 storey dwellings with a mix of eaves and gable fronted roofs - some with chimney stacks.
- Parking - on-plot to the front or side of dwellings with some integrated garages.
- Materials & Detailing - predominantly red brick. Brick window heads and some oriel windows to gable frontages, entrance porches prevalent.
- Front Boundary Treatments - block paved driveways with low hedgerow to boundary;
- POS/Landscaping - None.

**03**

Godwin Road

**Attributes:**

- Medium Density - 37 dph
- Block Structure - Cul-de-sac with mews and parking courts;
- Form & Scale - Predominantly 2 storey dwellings with 3 storey apartment block town houses to the perimeter;
- Parking - allocated frontage parking and garages/ car barns;
- Materials & Detailing - multicolour brick with various colour weatherboarding; contemporary appearance with projecting vertical elements;
- Front Boundary Treatments - frontages are block paved shared surface
- POS/Landscaping - None.

**04**

Clayton Park

**Attributes:**

- Low Density - 9 dph
- Block Structure - Cul-de-sac with linear building line within perimeter block structure;
- Form & Scale - 2 storey detached dwellings with eaves fronted roofs;
- Parking - on-plot driveways to side with additional parking in the street;
- Materials & Detailing - red brick with grey weatherboarding and Juliette balconies to first floor projections;
- Front Boundary Treatments - landscaped front gardens with shrub planting
- POS/Landscaping - dwellings oriented to face POS

**05**

Pippin Place

**Attributes:**

- Medium Density - 32 dph
- Block Structure - Cul-de-sac with linear building line within perimeter block structure;
- Form & Scale - 2 and 2.5 storey semi-detached and terraced dwellings with eaves and gable fronted roofs;
- Parking - allocated frontage parking;
- Materials & Detailing - predominantly red brick with render grey roofs, various entrance features;
- Front Boundary Treatments - minimal or no front gardens with inconsiderable soft landscaping;
- POS/Landscaping - POS to the north with SUDS and further POS with footpath link.

**06**

Forwich Close

**Attributes:**

- Medium Density - 35 dph
- Block Structure - Cul-de-sac with linear building line within perimeter block structure;
- Form & Scale - 2 storey semi-detached dwellings with eaves fronted roofs;
- Parking - on-plot parking in front driveways;
- Materials & Detailing - predominantly multi brick with vertical red brick detailing, projecting entrance porches with flat roofs;
- Front Boundary Treatments - lawned front gardens with occasional shrub planting;
- POS/Landscaping - None.

**07**

Nursery Avenue

**Attributes:**

- Medium Density - 22 dph
- Block Structure - Cul-de-sac with linear building line within perimeter block structure;
- Form & Scale - 2 storey semi-detached dwellings with hipped eaves;
- Parking - frontage on-plot driveways;
- Materials & Detailing - predominantly red brick with render to first floor, double storey bay projections are prevalent;
- Front Boundary Treatments - landscaped deep front gardens with occasional hedgerows and part driveway;
- POS/Landscaping - None.

# HERMITAGE LANE, AYLESFORD

## DESIGN RESPONSE ■ PROPOSED CHARACTER AREAS ■



The proposed development will provide a new character area in Aylesford. Two character areas will be introduced within the development to provide diversity, distinctiveness and improve legibility.

### “CORE”

- Primary facing material: orange multi brick with dark red contrasting detail brick, occasional cream render to focal buildings;
- Roof material: predominantly grey tiles;
- Windows/ Fascia: white with no window bars
- Door styles: 6 Panel
- Doors & garage doors: grey

#### PRECEDENT



#### PROPOSED



CORE AREA

### “GREEN EDGE”

- Primary facing material: dark red multi brick with contrasting detail brick & occasional use of white weatherboarding;
- Roof material: profiled red tile;
- Windows/ fascia: white with window bars;
- Door styles: Half glazed;
- Doors, & garage doors: white

#### PRECEDENT



#### PROPOSED



GREEN EDGE



Images of the surrounding area