



WELCOME

Thank you for taking the time to attend this BDW Kent public consultation event. The purpose of this event is to explain the development proposals for Swanscombe Edge, Alkerden and to invite your comments.

This event seeks to provide a better understanding of how the development will relate to the existing residential areas of Swanscombe and Castle Hill and future development parcels within Alkerden.

INTRODUCTION

BDW Kent are proposing to submit a reserved matters planning application for 171 new homes as part of the wider Eastern Quarry proposals which will eventually deliver up to 6,250 new homes, schools, shops, community uses, strategic landscaping and infrastructure.

Swanscombe Edge will be the first residential parcel to be delivered within Alkerden, which is proposed as the heart of Eastern Quarry as it is home to the Market Centre.

Proposals for a new Education Campus and landscaping adjacent to this parcel are well advanced and will be submitted as separate detailed applications.

Kent Socio-Economic Footprint in 2019

The infographic below provides an illustration of our socio-economic footprint for the financial year 2019.

The assessment was carried out by independent consultants Lichfields, who analysed socio-economic impacts through the delivery chain for new housing based on Barratt Developments datasets, published research and national statistics. All figures are based on the financial year ending 30th June 2019.





SWANSCOMBE EDGE

> Site Location

Swanscombe Edge Character Area comprises 4.38ha and is characterised by its long linear shape running east-west as a result of its location between the existing residential area of Swanscombe and the Education Campus.

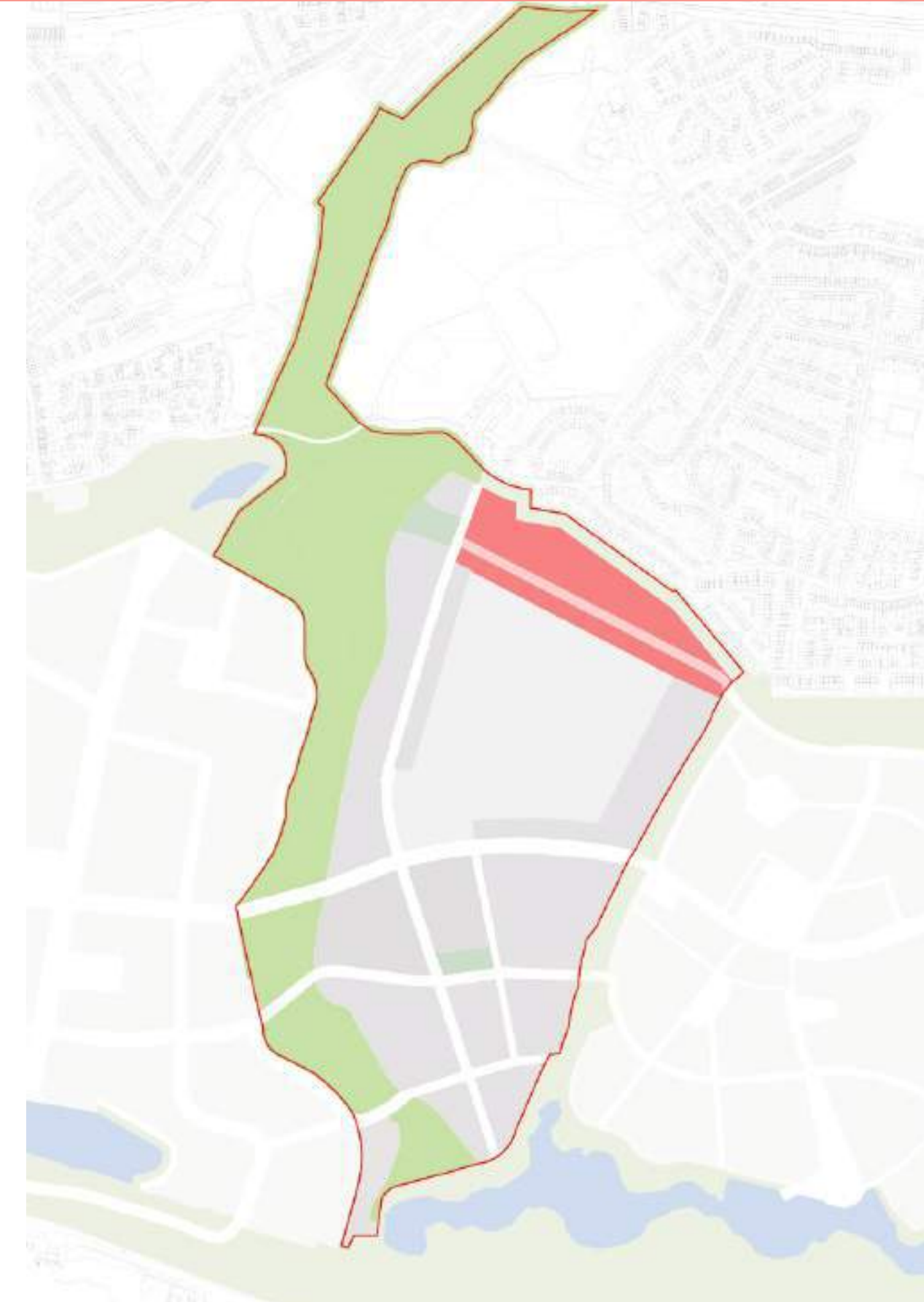
In terms of the site's physical attributes there is little to note. The parcel is relatively flat as a result of a site-wide remodelling programme. This has also resulted in the removal of all vegetation leaving a clean site. The most important physical attributes fall outside of the parcel boundary. In particular, the Alkerden Barn proposals have resulted in a new amphitheatre-like escarpment immediately to the west of the parcel.

SWANSCOMBE EDGE CHARACTER AREA

The site's relationship with the Alkerden Barn Park and the Major Urban Park is highly important as it provides easy access to the Chalk Spine, one of the largest natural features of the wider development site. The chalk cliffs will provide dramatic views westwards as far as London Landmarks.

The site's boundaries are defined as follows:

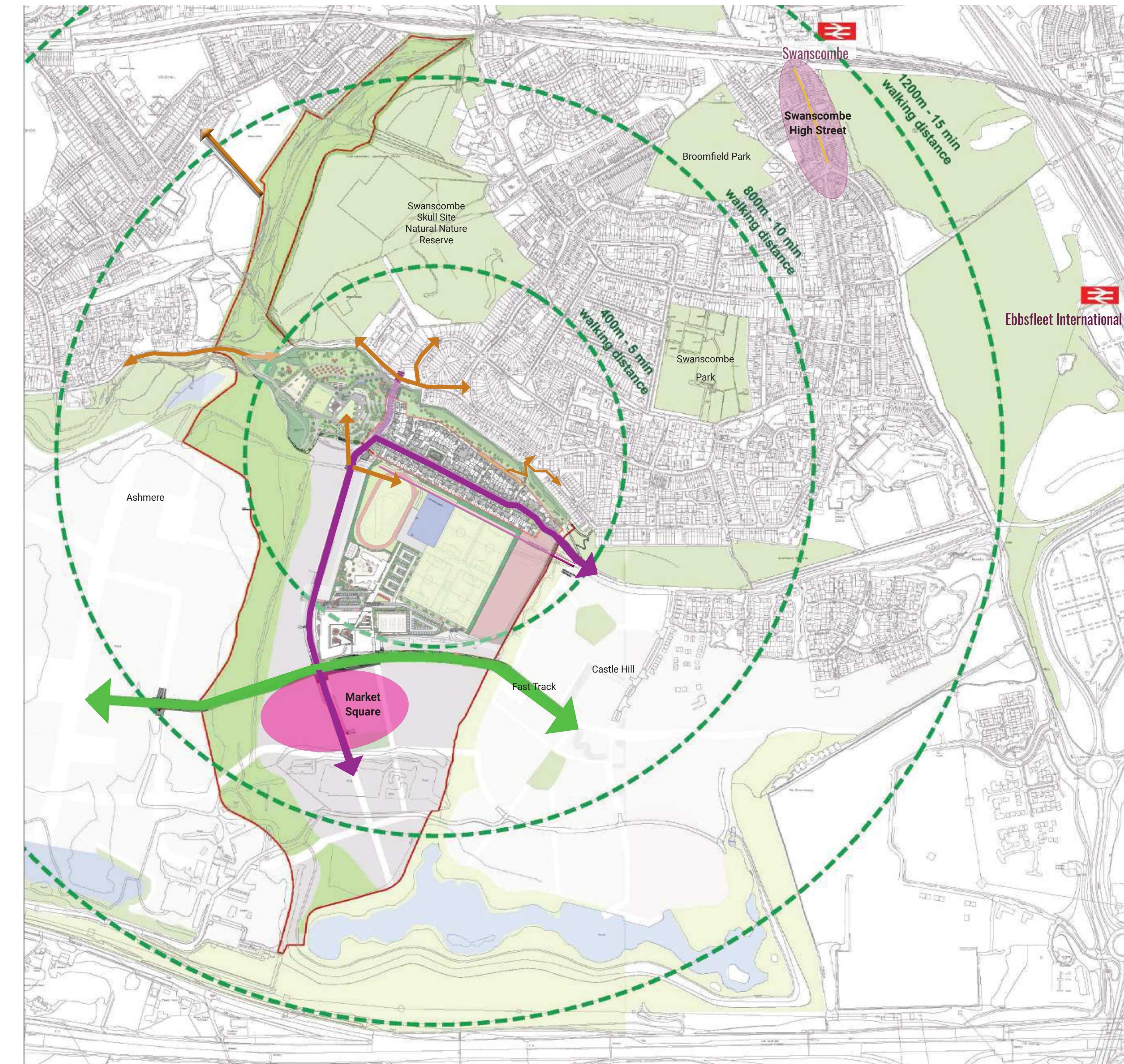
- North - by an area of public open space which acts as a buffer to the existing residential area of Swanscombe;
- East - by the new residential neighbourhood of Castle Hill;
- South - by the Education Campus and the Eastern Build Community character area;
- West - by the Alkerden Barn Park area and the Major Urban Park beyond.



The Swanscombe Edge Character Area draws its narrative from two clear influences; 1) being part of the Garden Suburb narrative zone; and 2) the contextual influence of adjacent Swanscombe. Both influences will inform the approach taken in terms of urban structuring, architecture and landscape design, materials and detailing.

The area will be characterised by its green setting and a looseness to structure that is markedly different to the Alkerden South Neighbourhood and Market Centre Character Areas. The character will respond positively to the adjacent context of Swanscombe, which provides a form of block structure, building massing, spacing and scale which should be addressed irrespective of architectural treatment or materials choices.

> Accessibility





Swanscombe Edge - Alkerden

THE PROPOSAL : Layout





THE PROPOSAL : Key Design Objectives

This application proposes 171 new homes, comprising a mix of 1, 2, 3, 4 and 5 bed houses and apartments; of which 44 homes (25%) will be affordable homes. A further financial contribution equivalent to 5% will be made available to provide additional affordable housing within the existing Ebbsfleet area, as required by Ebbsfleet Development Corporation.

The proposals are designed to provide a contemporary interpretation of a 21st Century Garden City as prescribed by the approved Area Masterplan & Design Code. There is a clear structure to the layout where buildings are designed to face onto streets and public open space to maximise natural surveillance. Minimum back-to-back distances have been maintained to ensure there are no issues of overlooking or overbearing from neighbouring plots. Most dwellings within this parcel will be 2 storey with the occasional use of 2.5 and 3 storeys in key locations to act as focal buildings. These focal buildings with increased height and detailing will provide visual interest and act as gateway features at each end of the development.



> Extract of Street Scene along the Primary Street Pocket Park



< Pocket Park

A new Pocket Park is proposed at the heart of the parcel to encourage a community spirit and promote a sense of health and well-being.

Strong Frontage to Public Open Space ✓



Strong Frontage to Alkerden Barn >

Strong frontage with key buildings addressing the gateway and focus view to Alkerden Barn.

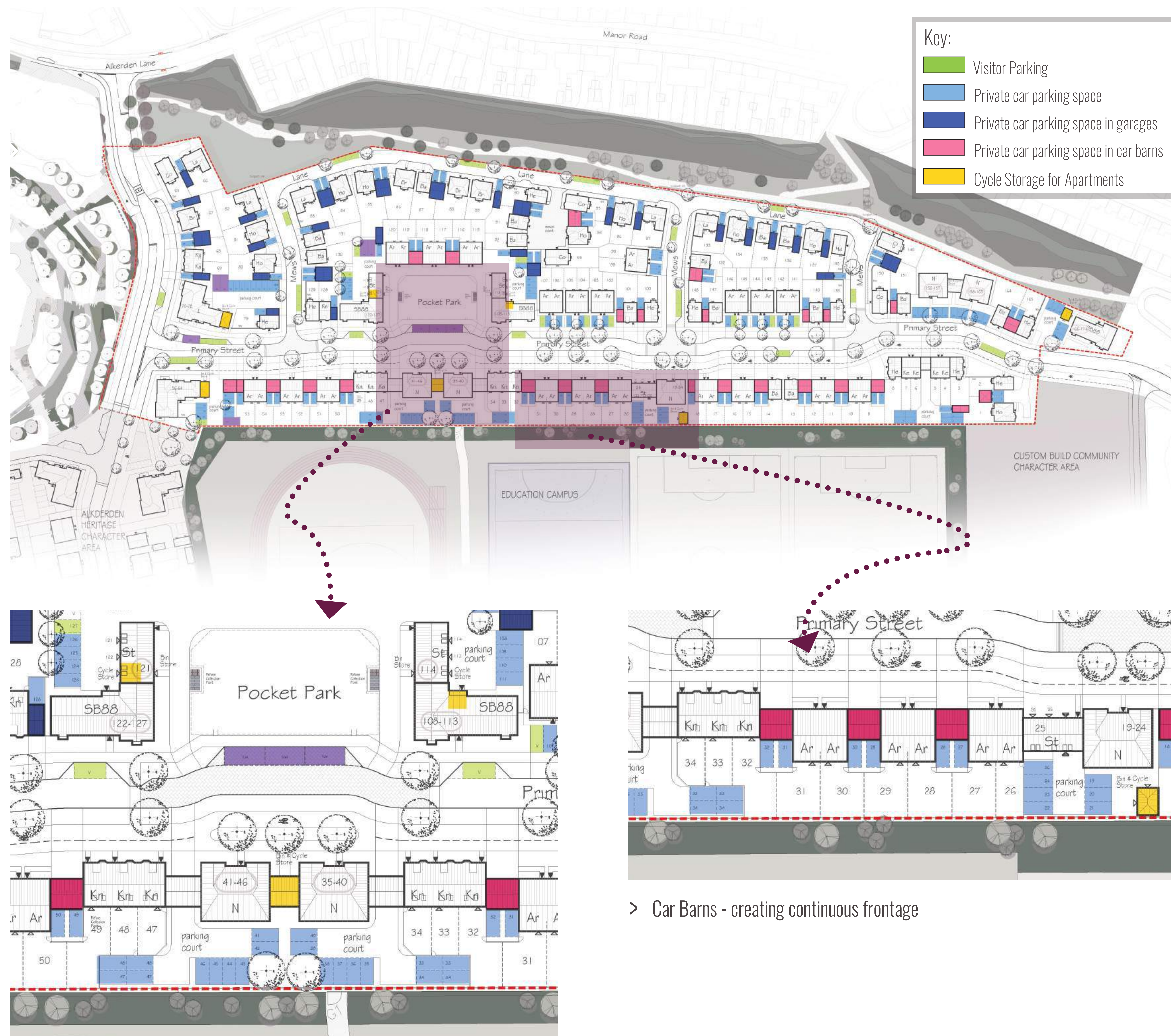


> Street Scene to Alkerden Barn



THE PROPOSAL

> Parking Provision

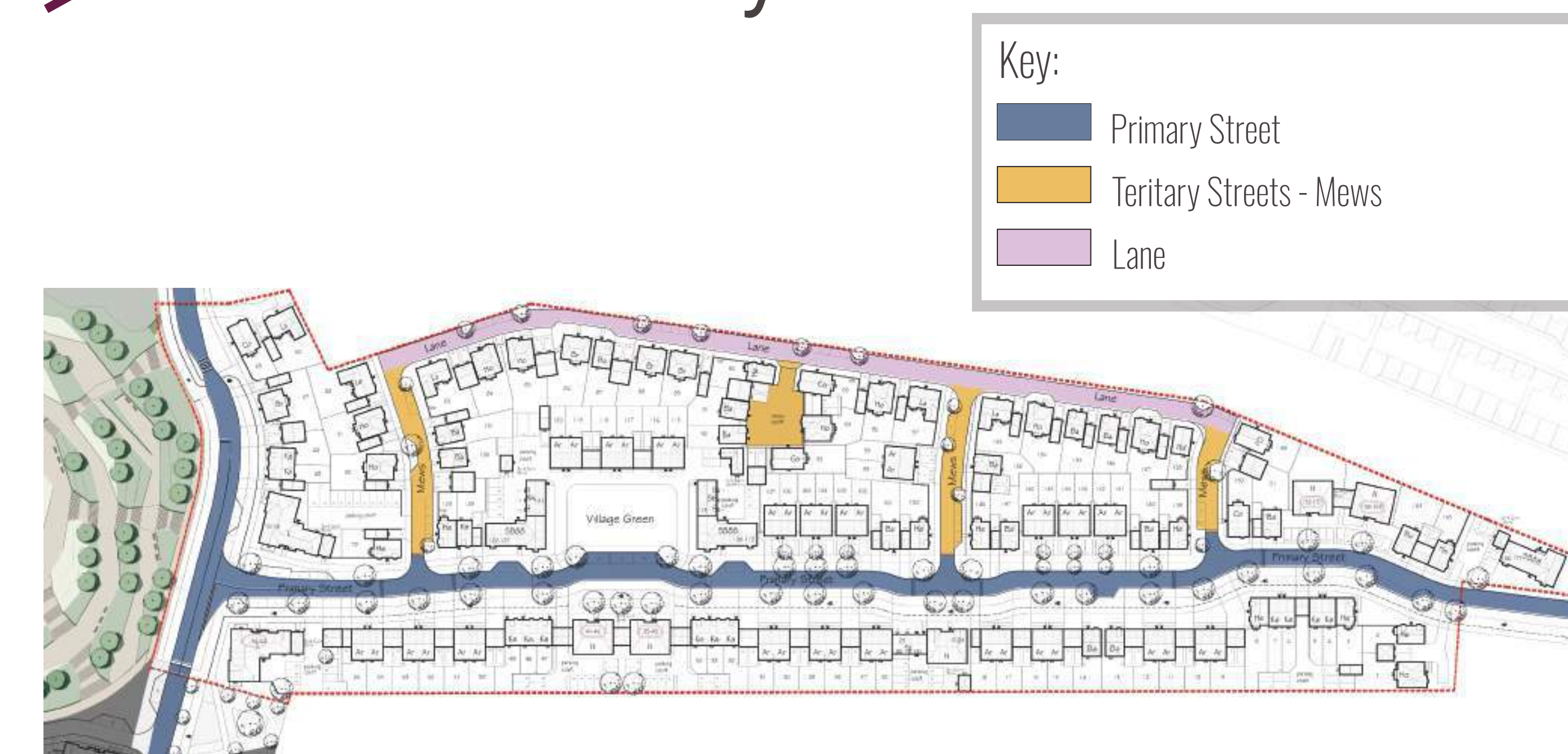


> Rear courtyard parking arrangement to Apartment block- maximising views to 'Pocket Park'

Parking provision is usually a contentious issue with new developments. These proposals are fully compliant with the Eastern Quarry Parking Management Plan which was approved by Ebbsfleet Development Corporation and Kent County Council. A range of parking solutions are proposed including private garages or car ports, on-plot parking and courtyard where apartments are provided. In all cases, parking is well overlooked and near dwellings.

Parking will generally be kept behind the building line to ensure that cars do not dominate the street scene. Where parking is provided to the front of dwellings to break up the street scene, tree planting will be used to break up parking runs and introduce additional greenery. Garages and car ports have been pulled forward as much as possible to provide a larger area of private amenity space to the rear.

> Street Hierarchy



> Car Barns - creating continuous frontage

A clear street hierarchy is proposed in line with the approved Area Masterplan & Design Code. The Primary Street will run directly through the parcel along with a dedicated cycle link. Numerous pedestrian and cycle links from this street providing direct, safe and attractive links to neighbouring areas. Mews Street and Lane typologies play a subservient role and will be much smaller in scale. Strategic tree planting and visitor parking spaces within the street encourage vehicles to slow down, promoting safer streets.



THE PROPOSAL

> Landscaping



> Extract of Landscaping Layout



Choisya ssp. Cornus ssp. Cotinus ssp.



Euonymus ssp. Hebe ssp. Hypericum ssp.



Lavandula ssp. Leucanthemum ssp. Lonicera ssp.

The planting strategy for this parcel also reflects the Garden Suburb narrative with abundant planting to compliment the built form. Carefully selected planting species will be used to soften the built form just as the existing trees and vegetation contrast and break up the mass of the chalk cliffs. This will ultimately provide a welcoming and aesthetically pleasing environment that encourages walking and cycling, promoting healthy lifestyles.

CONCLUSION

The proposals for Swanscombe Edge - Alkerden seek to create an inclusive development providing a variety of building types and sizes with open space throughout the proposed development at Ebbsfleet Garden City.

The architecture of the scheme is contemporary but traditional in character whilst the materials, curtilages and fenestration are innovative while sympathetic to the local context.

The proposed layout seeks to integrate this development into the fabric of the surrounding area. It also seeks to promote the principles of Secure by Design, ensuring natural surveillance with safe and secure environments for all residents.

The proposed development represents a positive contribution to the village of Ebbsfleet, providing a robust, sustainable and well thought out response to the site and will assist in the overall supply of housing to the area.

BDW Kent wish to submit the reserved matters application for Alkerden- Swanscombe Edge, Alkerden development proposal to The Ebbsfleet Development Corporation (EDC) before the end of the year.

The wider site landscape and further phases proposals will be subject to separate applications submitted to EDC in due course.

> THANK YOU

Thank you for taking the time to visit this exhibition. We are keen to hear your views on the proposals displayed today. Please let us know your thoughts by using the feedback forms.