



## **chapter three : development proposals**



### 3.0 development objectives and land use

Following on from the analysis of issues in Chapter One and Two, a number of development objectives have been identified that any planning application proposal should seek to achieve. These have formed the basis for the design of the Development Brief Masterplan.

#### Land Use

The development site comprises approximately 12.27 hectares. The site is generally level with trees confined to the site boundaries, providing a land form entirely suitable for development.

The land use mix within the site has been governed by Local Plan Policy AAP9. This seeks up to 400 dwellings for Iwade, of which 28% will be affordable, as well as 3000sqm of B1 employment floor space on this site. Although Policy AAP9 does not specify the form of residential development, the proposed mix will be compatible with surrounding types of residential development, and will include terraced, semi-detached and detached family houses providing 1 to 5 bedroom accommodation.

The open space provision has been agreed with the Council and development of 327 dwellings should provide for approximately 2.06 hectares. An overall improvement of the recreation ground should be ensured, and development should provide two further areas of open space around the stream and close to the Medical Centre. This is examined further later in the document.

Fig 24. suggested masterplan

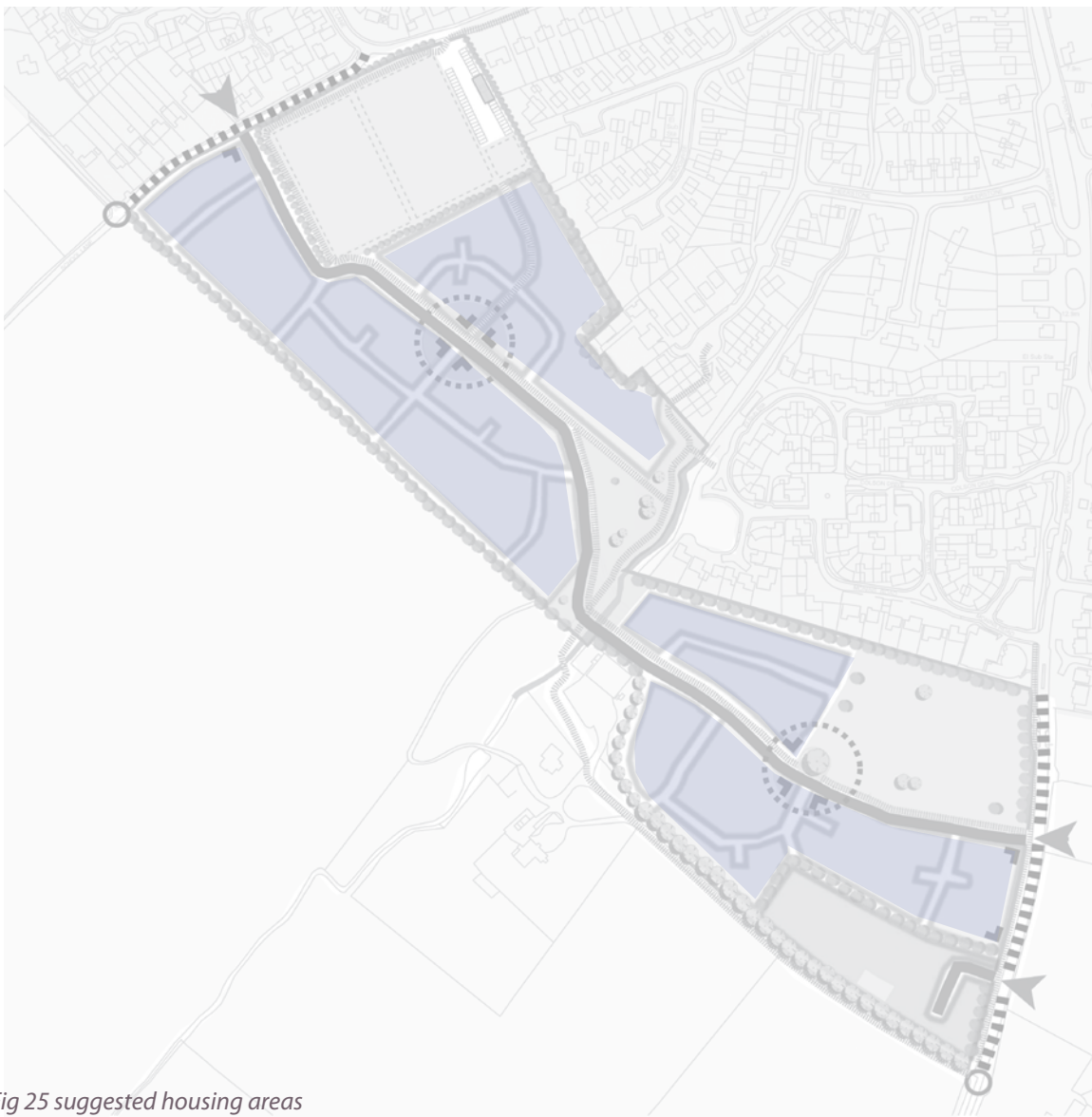


Fig 25 suggested housing areas

### 3.1 masterplan layout

The suggested Masterplan layout of the scheme provides a usable environment that is legible and has its own sense of place, whilst also contributing to the character of Iwade and creating a sympathetic extension to the village. Within the proposed housing element of development there will be a range of dwellings to meet local needs. This accommodation will include 1, 2, 3, 4 and 5 bedroom dwellings in a combination of terraced, semi-detached and detached units.

Existing housing in Iwade is mostly modern semi detached and detached types of a medium density. To reflect this, the density should be in the range of 40dpha (as per PPS3) and provide a mix of accommodation in line with that existing in the village. This density on site (excluding land required for infrastructure and open space) would provide up to 327 dwellings. Within the scheme, the density may change in recognition of the site surroundings, the need to create a sense of place and to provide 'character areas' located around active streets.

The character of such streets should vary according to their built form with the use of squares and open space throughout the development. Emphasis should be placed on creating a well structured environment, with visual interest, and thus a variety of layouts should be employed including courtyards. Strong frontages are required to edges and to the proposed routes throughout the site.



Fig 26. development adjacent to the site

### 3.2 appearance and scale

The development should create a form of architecture that responds sensitively to the surrounding built form. Each dwelling will be designed to reflect the Iwade character whilst providing a mixed palette of materials and design to add interest and create a 'sense of place'.

It is suggested that brick, tile and white weatherboarding be used for elevations, together with traditional tile pitched roofs which will complement the character of the area and remain sympathetic to both the immediate buildings and countryside. The scheme should very much respect the surrounding context with regards to scale and massing, by remaining generally at 2 - 2.5 storey in form, with some 1 storey and 3 storey development. Dwellings can be enlivened by details such as half hip roofs, chimney stack detailing and porch ways, which would enhance the facades and roofscape and provide interest.

At key access points and at the end of vistas, 'focus' buildings, of up to 3 storeys, can provide strong frontages and an identity to the scheme, as well as assisting with legibility and way finding. Where new vistas are to be created they should be appropriately defined by focus buildings. This draws the eye to a focal point and also allows the visitor or resident to quickly identify their location.

With a scheme of this scale careful consideration must be given to the neighbourhood groups and clusters of dwellings that are created. These groups can define the visual interest in the scheme and assist in the residents taking pride and ownership in the environment in which they live.

### 3.3 employment

In Policy AAP9, an area for 3000sqm of employment floorspace (B1) is proposed. The total land made available for this in the Masterplan totals 1ha.

The location of such uses close to Sheppey Way as a key access into the village will allow the buildings to be readily identified, allow ease of access from the highway and avoid the introduction of through traffic within the residential area. Planting will be introduced in order to screen such buildings from proposed dwellings, which will also maintain privacy for new residents.

The proposed employment buildings should be of a similar scale to the proposed residential scheme, but special attention must be given to the Sheppey Way frontage as this is on the new entrance to the village.

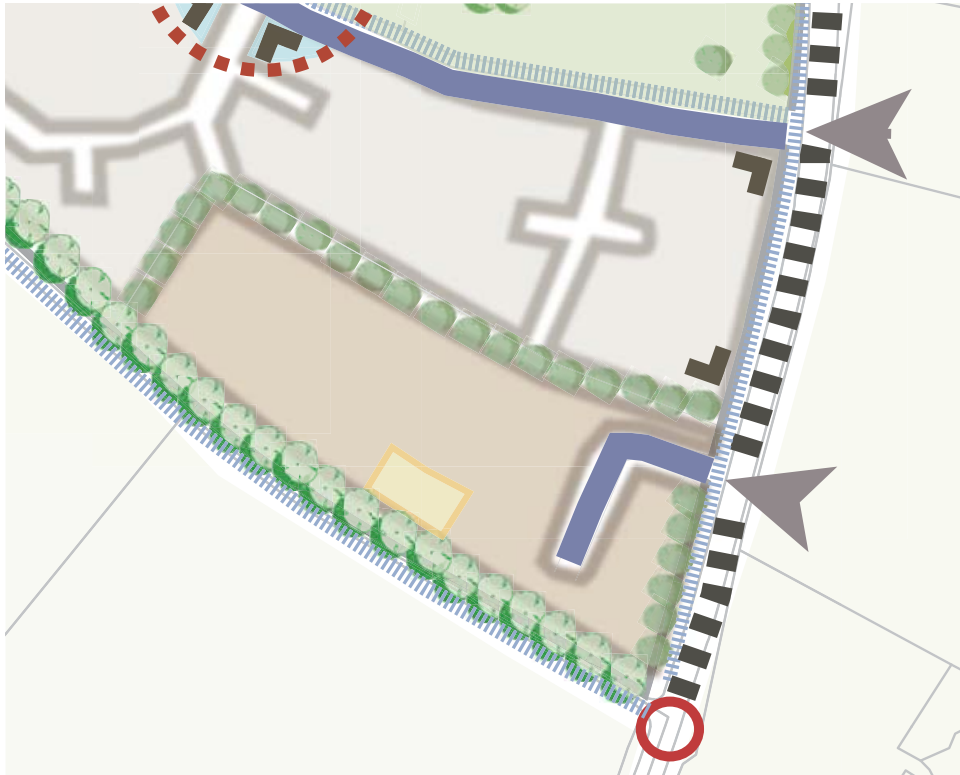


Fig 27. the proposed area for employment at the site, in context