AECOM

Design Guidance and Codes

FAVERSHAM

Final Report

May 2021

locality

the power of community

Quality information

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Revision History

Revision	Revision date	Details	Name	Position
7	07-05-21	Report update	Jimmy Lu	Senior Urban Designer
6	06-05-21	Review	John Irwin	Faversham Town Council
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4	26-04-21	Report update	Jimmy Lu	Senior Urban Designer
3	08-02-21	Review	John Irwin	Faversham Town Council
2	22-01-21	Review	Ben Castell	Director
1	21-01-21	Review, research, report	Jimmy Lu	Senior Urban Designer
0	21-01-21	Research, drawings	Stela Kontogianni	Graduate Urban Designer

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Introduction

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1. Introduction

1.1. Introduction

Through the Ministry of Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Programme led by Locality, AECOM has been commissioned to provide design support to Faversham Town Council.

Over 3,500 new dwelling units are expected to be allocated in the draft Swale Borough Council Local Plan 2022-2038 throughout the Parish, in addition to the 1,700 dwellings already allocated under the adopted Local Plan (Swale Borough Local Plan 2017). This document provides design guidance and codes for new development that will come forward in the plan period, with a particular emphasis on strategic sites. Any design code submitted as part of a development scheme is expected to comply with the guidance outlined in this code.

This document supports Neighbourhood Plan policies that guide the design of future development proposals in order to create distinctive places that are well-integrated with the existing settlement and to promote high-quality and popular built forms.

1.2. Objective

The main objective of this report is to present design guidance and codes for the Neighbourhood Plan, and to inform the design of future planning applications and residential developments in Faversham. These codes should be flexible enough to apply to sites of different sizes and types but with more emphasis on major sites, which for housing - which is the focus of this document - is usually defined as 10 or more homes or at least 0.5 hectares in area. In particular, it elaborates on key design elements that were agreed with the Neighbourhood Plan Steering Group at the outset of the project, including:

- Historic character;
- Housing mix and typologies;
- Built forms; and
- Architectural details and material palette.

The guidance and codes are not a pattern book. Applicants will be expected to engage designers to come up with appropriate solutions based on the site context. However it does contain the Town Council's expectations of both design process and outcomes.

1.3. Process

The following steps were undertaken to produce this report:

1 Initial meeting between AECOM and the Faversham Neighbourhood Planning Group. As this was during the national Covid 19 lockdown, a joint virtual site visit was carried out online;

2 Urban design and local character analysis, based on site visits and review of existing evidence base, plus an interactive exhibition on design preferences;

3 Preparation of the design principles, guidelines and codes to be used to inform the design of the Parish and future developments;

4 Draft report with design guidelines and codes; and

5 Submission of a final report.

1.4. Area of study

Faversham is a civil parish in the Kent Borough of Swale. It is situated at the head of Faversham Creek, south of the Swale and off Watling Street, the historic corridor between London and Dover that now forms part of the A2 road. The town is located 16km west of Canterbury, 27km east of Rochester, and 77km south-east of London.

The Parish includes the market town of Faversham and the historically distinct settlements of Ospringe to the south-west and Preston-next-Faversham to the south. The centre of the main settlement is located south of Faversham Creek and is formed by the crossing of West Street, East Street, Preston Street, and Court Street near Market Place.

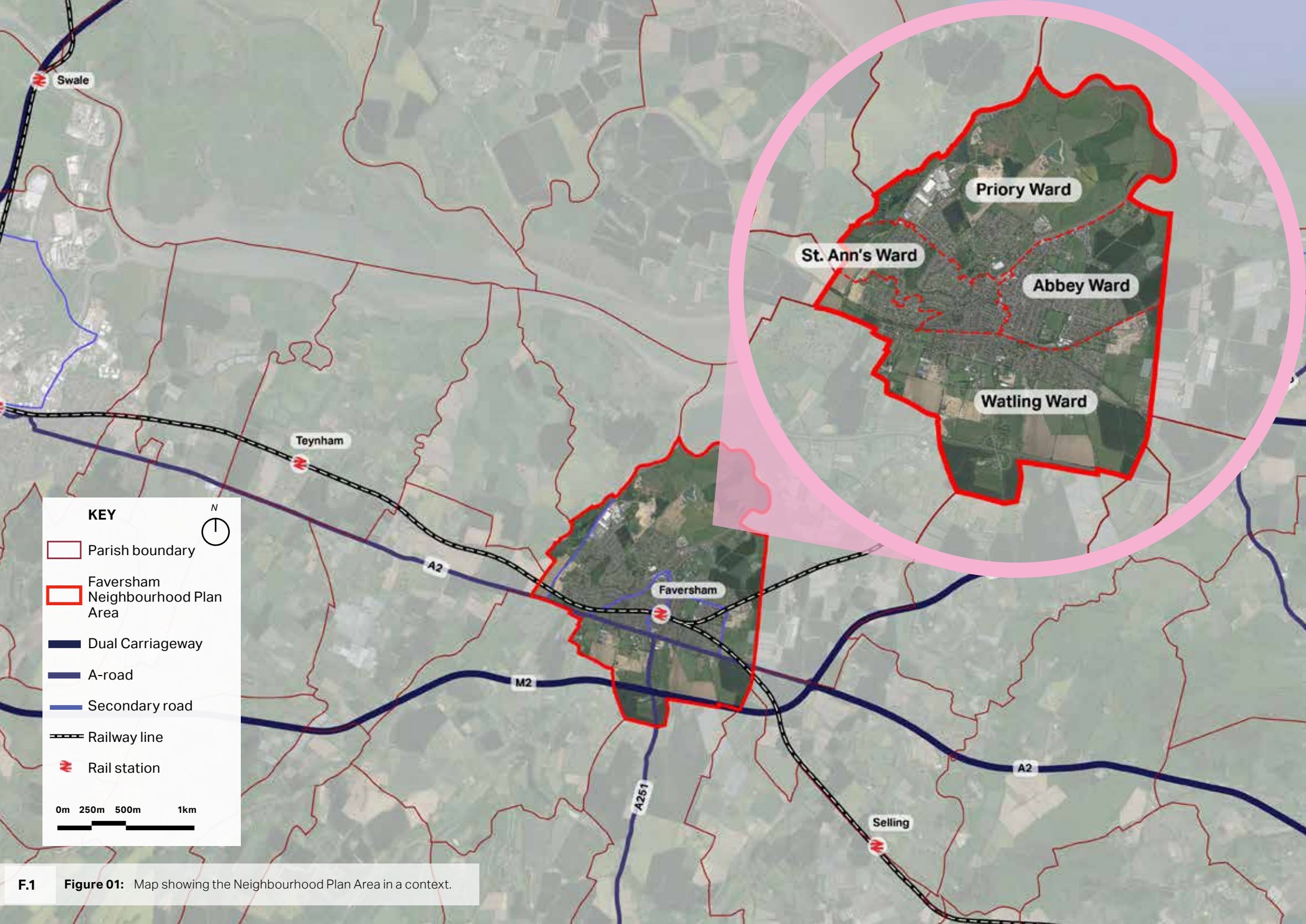
Faversham borders the parishes of Graveney with Goodnestone and Boughton under Blean to the east; Selling, Sheldwich, and Ospringe to the south; and Oare, Luddenham, and Norton, Buckland and Stone to the west. It is bound by Faversham Creek and Oare Creek to the north. Faversham Town Council has also submitted a formal application to Swale Borough Council for the designation of the Four Wards; Abbey, St. Ann's, Priory and Watling, of Faversham as a Neighbourhood Plan Area, shown in the zoomed map in Figure 1.

The town has a railway station with direct links to London Victoria and St Pancras, Ebbsfleet, Dover, Rochester, Canterbury, and Ramsgate. It is served by several bus routes that connect to Sittingbourne, Ashford, Whitstable, and Canterbury. London Road and Canterbury Road in the Parish form part of the A2 corridor, and the M2 motorway bypasses the south of the built-up area.

Faversham has an extensive historic core whose rich architecture is protected by a Conservation Area since 1971. Ospringe and Preston-next-Faversham have their own smaller Conservation Areas.

The Parish's main landmarks include: the churches of St Mary of Charity, St Catherine, St Mary Magdalene, and St Peter and St Paul; the Guildhall; the Faversham Almshouses; and the Maison Dieu. Faversham is home to a historic brewery, a shipyard, several cultural institutions including museums and a cinema, as well as a wide array of shops and restaurants. Markets are held on Tuesdays, Fridays, and Saturdays every week on Market Place. The Parish has a number of green spaces and lies in close proximity to the Kent Downs Area of Outstanding Natural Beauty (AONB).

At the 2011 census the resident population was 19,316 in the Parish and 19,829 in the built-up area as defined by the Office for National Statistics.



F.1 **Figure 01:** Map showing the Neighbourhood Plan Area in a context.

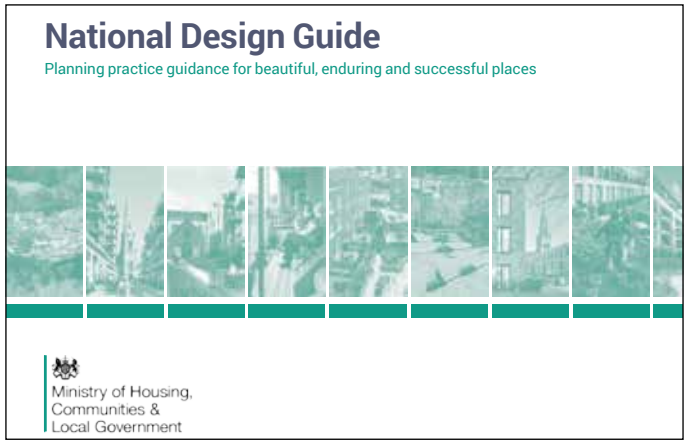
1.5. Relationship with the Draft National Design Guide and other key reference documents

Local Conservation Area Appraisals

As noted above, the Parish has three Conservation Areas: Faversham Town, Ospringe, and Preston-next-Faversham. Each of these areas has a Conservation Area Appraisal which set out the special character of these areas based on the quality of their building, historic layout of roads and spaces, and particular materials and elements which contribute to its appearance. New development in any of these areas should refer to the relevant area appraisals.

Draft National Design Guide

The Draft National Design Guide (Ministry of Housing, Communities and Local Government, 2019) illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice.

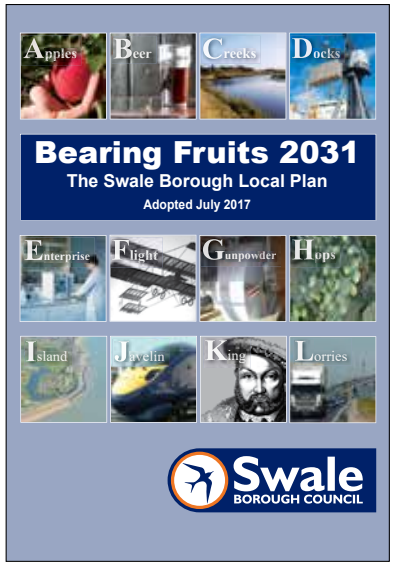


National and local planning policy

Development needs to consider national and local level planning policy guidance as set out in the following documents:

- National Planning Policy Framework (NPPF, 2019);
- National Planning Policy Guidance (NPPG, 2019);
- Swale Borough Local Plan (Swale Borough Council, 2017).

In particular, Chapter 12: Achieving well-designed places of the NPPF places an emphasis on creating high quality buildings and places as being fundamental to what the planning and development process should achieve. It sets out a number of principles that planning policies and decisions should consider ensuring that new developments are well-designed and focus on quality.



More Faversham, Design South East

This document, produced by Design South East, includes feedback and recommendations from the workshops 28th and 29th October 2016.

Faversham Town Council and Swale Borough Council jointly commissioned Design South East to organise a design workshop on the future of Faversham.

This workshop helped develop principles and proposals to make the most of Faversham's growth. The principles are to be applied to new developments in the town to ensure that they are well connected, support the town centre, integrate green space and water courses and respond to local character.

In particular, those principles were referred to:

- **Integration:** the aim is to prevent the separation between new developments and the existing communities by ensuring good connectivity to the town centres, green spaces, countryside and permeable street patterns;
- **Supporting the town centre:** economic prosperity and social integration of Faversham demands;
- **Enhancing the A2 London Road / Canterbury Road:** the aim is to alleviate traffic from the A2 through Faversham by improvements in pedestrian and cycle lanes and crossings as well as road improvements;
- **Green and Blue:** improve green infrastructure, parks and play areas, the creek and ponds and access to the countryside. New development should integrate the existing assets into their design proposals.

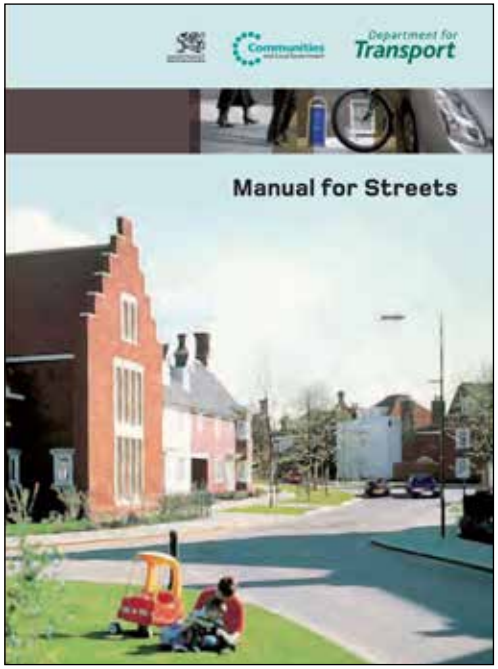
Building for a Healthy Life

Building for a Healthy Life (BHL) is the new (2020) name for Building for Life, the government-endorsed industry standard for well-designed homes and neighbourhoods. The new name reflects the crucial role that the built environment has in promoting wellbeing.

The BHL toolkit sets out principles to help guide discussions on planning applications and to help local planning authorities to assess the quality of proposed (and completed) developments, but can also provide useful prompts and questions for planning applicants to consider during the different stages of the design process.

Manual for Streets

Major development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes streets and wider development that avoid car dominated layouts but that do place the needs of pedestrians and cyclists first.



1.6. Delivery

The Design Guidelines and Codes will be a valuable tool in securing context-driven, high quality development within Faversham. They will be used in different ways by different actors in the planning and development process, as summarised in the table.

ACTORS	HOW THEY WILL USE THE DESIGN GUIDELINES
Applicants, developers, and landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines should be discussed with applicants during any pre-application discussions.
Town Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

Context and character

02

2. Context and character

This section outlines the broad physical, historical, and contextual characteristics of Faversham. It analyses the streets and public realm, the pattern and layout of buildings, building heights and rooflines, and parking in the area. The images in this section have been used to portray the built form of Faversham.

2.1. Settlement pattern and urban form

The built-up area is centred around the historic town of Faversham and has now largely merged with the smaller settlements of Preston and Ospringe. The settlement occupies both banks of Faversham Creek but is still mostly contained east of the Western Link and north of historic Watling Street (London Road and Canterbury Road, now part of the A2). It is bound by open fields to the east and marshland to the north.

The layout of the medieval market town is still visible in the staggered cross formed by Abbey Street, West Street, Preston Street, and East Street. This settlement pattern is characterised by sinuous roads of non-uniform width fronted by mostly narrow plots of irregular dimensions. The medieval town is heavily built up, with buildings forming compact street walls with few gaps between buildings.

Ospringe, which originated as a settlement distinct from Faversham, has a similar organic layout at a smaller scale although the arrangement of buildings is more spacious, with many properties backing onto open space.

The Victorian era saw an important expansion of the settlement to the south and east, spurred by the construction of the railway station at the southern end of Preston Street. Victorian settlement patterns are easily distinguishable from earlier ones due to their use of more geometrical and regular street layouts and the division of residential areas into plots of regular size.

Residential buildings are predominantly terraced and semi-detached houses arranged in rows with units of identical shapes and architectural features and usually not exceeding two to three storeys in height. Industrial buildings, in contrast, are often taller and occupy large parcels along Faversham Creek for an easy transport of goods by boat.

20th century settlement patterns took a variety of forms in Faversham, as the settlement expanded west of Faversham Creek and South Road, east of Abbey Fields, and south-east of the train station. Early 20th century council estates often feature standardised terraced and semi-detached buildings, arranged in various orientations and setbacks from the property line, and often featuring spacious gardens. The same period also produced a small amount of ribbon development at the southern fringes along Ashford Road and Water Lane.

Post-war developments have a higher proportion of detached and semi-detached houses and are often arranged in clusters around wider loops and curving cul-de-sac roads with building orientations more independent from the shape of the road. Industrial areas are more likely to be located at the edges of the settlement.

Some recent 21st century developments show efforts to mix different house types together as well as the reintroduction of traditional housing typologies such as townhouses.

Outside of the built-up area, the only buildings that can be found are isolated farms, a sewage plant, gravel pits, and boatyards.

F.2 **Figure 02:** Development periods in Faversham.

2.2. Streets and public realm

Faversham has historically occupied a strategic location reflecting the importance of the creek to determining the town's location prior to the arrival of the railway, and its position just off Watling Street between Dover and London. To this day it benefits from its connection with roads of national importance, with the M2 motorway and A2 double carriageway road running south and east of the Parish respectively. Other important roads include the A251 (Ashford Road), the B2040, and the B2041.

The streets that form the armature of the medieval town are easily recognisable due to their organic layout, irregular width, and often highly enclosed character. The main streets form a central square where they meet at Market Place, a widening that extends north along Court Street and Abbey Street. The central road network forms a pedestrian zone, a function highlighted by the use of red clay pavers and granite cobbles as the main road paving materials. The medieval centre also has narrow pedestrian lanes such as Cross Lane, Gatefield Lane, and Middle Row. Most of these streets are of insufficient width to host street planting except the central section of Abbey Street.

Roads built in the Victorian period tend to have a standard rectilinear profile and have enough width for kerbside parking on one or two sides of the road. Most are tree-less with the notable exception of the Mall, which has a planted central reservation on its southern half. Roads built along with early 20th century council housing form either geometric or organic patterns, with room for wider front gardens and chamfered corners with street planting. Later 20th century developments are dominated by cul-de-sacs, loops, and crescents with lower levels of interconnectivity, especially in the west of the parish.

Faversham roads have some traffic calming features, but they are not applied at a wide scale.

The town centre is pedestrianised at core hours and has raised tables at its entrances, with bollards and kerb build-outs helping to filter traffic. The area between Napleton Road and West Street has raised junction tables and planted kerb build-outs sheltering inset parking bays. Bysing Wood Road and Brent Hill west of the town centre are among the few roads equipped with cycle lanes.

Outside the built-up area, the parish is dominated by rural lanes and footpaths.

2.3. Conservation areas

Those three settlements are protected by their respective Conservation Areas, although the entire Parish offers an array of building styles, functions, and periods that constitute good examples of the architectural diversity of Kent.

In addition, Faversham has 345 listed buildings and structures that are dispersed around the Parish, including three with a Grade I-listing.

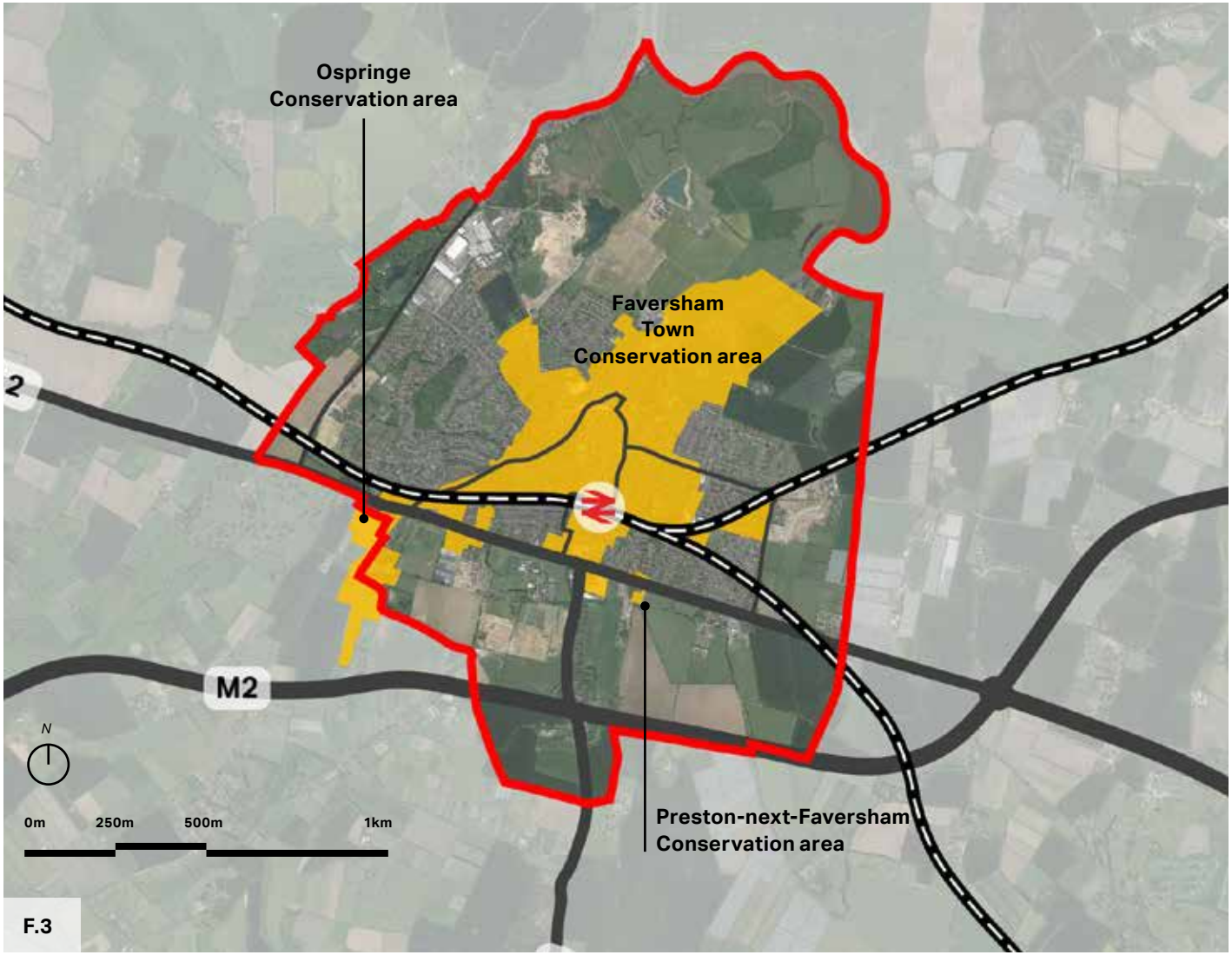


Figure 03:
Map showing the Conservation Areas in Faversham.

2.4. Historical development in a timeline

The next two pages present the historical development of Faversham in a timeline, starting with references to the prehistoric times till the 20th Century.

Prehistoric

Evidence of a settlement with pottery dating to 600BC found at Queen Elizabeth's Grammar School.

Late Iron Age settlement established to the north-east of the modern town.

1st Century

Roman Watling Street built on an established British trackway to the immediate south-west of the modern town.

A winged villa was constructed c.AD70 to the north-east of the modern town.

3rd & 4th Centuries

Romano-British mausoleum built at Stone-by-Faversham, 100m north of Watling Street.

811. Faversham recorded as Fefresham from the Old English fæfer (smith) and hām (homestead).

1086. Faversham recorded in Domesday as Favreshant with 75 households comprising 30 villagers, 40 smallholders and five slaves.

6th Century

Faversham likely to have been a royal estate.

11th Century

Faversham achieves membership of the Cinque Ports Confederation.

12th Century

1147. Abbey of Faversham founded after a charter of King Stephen granted the manor of Faversham to the Clunaic monks of Bermondsey. The abbey was located on the north-eastern edge of the town. King Stephen's queen, Matilda, was buried at Faversham in 1152, their son Eustace in 1153 and the king himself in 1154.

1153. Davington Priory established to the north-west of the town. Church of St Mary Magdalene built as a Benedictine Priory church. Church of St Catherine built with Anglo-Saxon origins.

13th Century

1230. Maison Dieu Hospital founded and opened on Watling Street. Abbey Farmhouse built on Abbey Fields.

14th Century

Parish Church of St Mary of Charity built. Tanneries active on the west side of Tanners Street.

1350. Abbey Street referred to as New Town, linking the Abbey with the Old Town.

15th Century

The abbey's Major and Minor barns, Stables and Arden's House, its former guesthouse, erected.

5 and 6 Market Place built. 81 Abbey Street, one of the Abbey buildings built. 121 West Street built. Queen Court Farmhouse built. Timber framed old town warehouses built. 87 to 92 Abbey Street built.

16th Century

1538. Faversham Abbey dissolved.

1539. Faversham Abbey demolished with much of the recovered masonry being sent to Calais for re-use in the fortifications.

1540. Faversham Abbey's grounds granted to Sir Thomas Cheyne, Lord Warden of the Cinque Ports.

c.1560. Home Works, Faversham's first gunpowder plant established.

1574. Market Hall, later the Guildhall, built in Market Place.

1576. Free Grammar School set up by charter and built the following year. The building is now the Freemasons Hall.

c.1580. Faversham's port extended.

17th Century

1606. Market Hall converted to Guildhall.

1698. Shepherd Neame brewery established.

18th Century

The Oare Works, Faversham's second gunpowder factory was in operation in 1719.

1755. Interior of the nave of St Mary's Church removed and replaced in the classical style.

1759. Faversham's gunpowder industry nationalised.

1787. Marsh Works, Faversham's third gunpowder factory started production.

1790. Cooksditch built on East Street.

1797. Central medieval tower of the Church of St Mary pulled down and replaced by a spire at the west end of the church.

19th Century

1835. Town Council established.

1854. Hall and Company took over the ownership of Faversham's three gunpowder factories.

1858. Faversham railway station opened on the East Kent Railway.

1860. Faversham Recreation Ground established by Henry Wreight.

1861. Abbey Fields brickworks established.

1866. Civil Parish of Faversham created.

1884. Faversham FC founded. Faversham became the UK's major producer of explosives in the late 19th century

20th Century

1916. Faversham Munitions Explosion. An explosion in one of the towns munitions factories at Uplees killed over 100 people leading to the decline of the towns munitions industry. James Pollock, Sons and Co's shipyard opens.

1917. Memorial to the victims of the Faversham Munitions Explosion unveiled.

1934. The towns munitions factories closed due to their vulnerability to invasion and aerial attack.

1936. Royal Cinema opened.

1969. Pollock's shipyard closes.

2011. Faversham's population was 19,316.

2.5. Heritage designations

Faversham Town Conservation Area was designated in 1971; Preston next Faversham designated in 1976; and Ospringe designated in 1982.

Faversham Town Conservation Area takes in the historic core of the town from Faversham Creek, Faversham Abbey and Abbey Farm in the north to the A2 London Road in the south.

The town has a total of 349 designated heritage assets comprising four scheduled monuments, three grade I listed buildings, 23 grade II* listed buildings and 319 grade II listed buildings.

The scheduled monument closest to the centre of the town is the site of St Saviour's Abbey, including the remains of an Iron Age farmstead and Faversham Roman villa (NHLE 1011804) which is located to the north-east of the town, east of Abbey Street and south of Abbey Road. The monument includes the below-ground remains of the medieval Royal Abbey of St Saviour, a first century AD Iron Age farmstead and of the Faversham Roman villa.

South-west of the town at the junction of the A2 London Road and Water Lane is the Maison Dieu, a 16th century house incorporating part of a medieval hospital (NHLE 1011801). The town's remaining two scheduled monuments are both the site of former gunpowder mills. Chart Gunpowder Mills (NHLE 1018786) is located on the Westbrook to the west of the town centre and contains visible remains from the 18th, 19th, and 20th centuries including a pair of timber-frames, weatherboarded mills, a blast wall and wheel pits. Oare gunpowder works (NHLE 1016497) is located on the north-western outskirts of the town. The works were in use from the 17th century to 1934 but the visible remains, which include standing buildings and structures, ruins, earthworks, parts of an associated water management system, a test range and a tramway mostly date to the 19th and 20th centuries.

Almost half the town's listed buildings are located on or behind Abbey Street, Court Street/Middle Row, Market Place, Market Street and West Street, with further concentrations on Preston Street/The Mall, along Faversham Creek and to the north of the abbey grounds. Outside the town centre there are concentrations of listed buildings at Ospringe and some isolated farmhouses, cottages and farm buildings.

The town's three grade I listed buildings are all ecclesiastical. The Parish Church of St Mary of Charity (NHLE 1319973) has been the parish church since its construction in the 14th and 15th centuries (Figure 4). The interior of the nave was replaced in the classical style by George Dance the Elder in 1755 while further restoration was carried out by George Gilbert Scott in 1855 including a reworking of the nave and transepts and encasing the brick spire in stone.

The Church of St Mary Magdalene (NHLE 1069406) was the nave of the former Benedictine priory church and dates to the 12th century with repairs and new fittings by the antiquarian and pioneering stained glass artist Thomas Willement in 1845. Faversham Abbey Minor Barn (NHLE 1060996) is a timber-framed monastic barn dating to c.1350, one of a number of extant buildings that were originally part of the royal abbey at Faversham.

A large proportion of the town's grade II* listed buildings are ecclesiastical or have ecclesiastical connections.

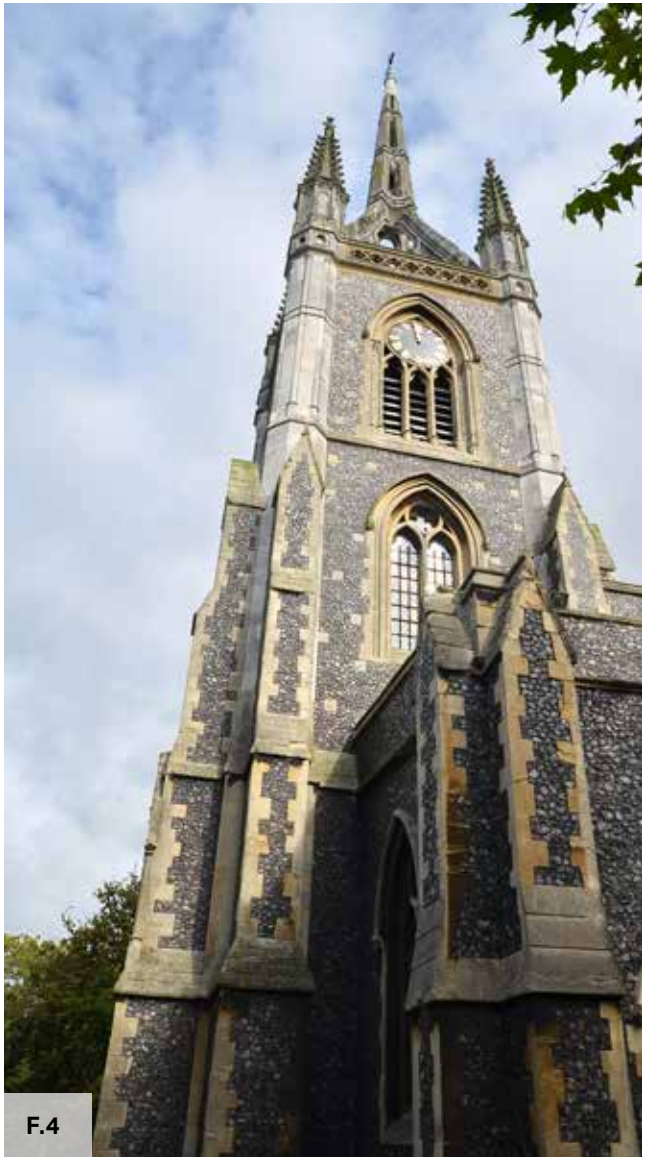
The Church of St Catherine (NHLE 1115766) in Preston had Anglo-Saxon origins but mainly dates to the 12th and 13th centuries with later medieval additions and remodelling.

Davington Priory (NHLE 1069404) adjoins the former priory church and includes the Prioress's Parlour, the Library, the Western alley of the Cloister, the arch of the Lavatorium and the Norman doorway of the Refectory. The ground floor of the building retains medieval fabric of chequered stone and flints with timber framing above.

The Maison Dieu Museum (NHLE 1069431) and 15 Ospringe Road (NHLE 1069430) are the upstanding parts of the Maison Dieu, an early 13th century hospital with a 13th century base and 16th century first floor.

Abbey Farmhouse (NHLE 1060995); Faversham Abbey Major Barn (NHLE 1344267) and Medieval Stables at Abbey Farm (NHLE 1268252) were all part of the abbey's farm while ARDEN'S HOUSE (NHLE 1186199) was its former guesthouse.

Other grade II* listed buildings represent Faversham's mercantile, industrial and agricultural past from the medieval period to the 20th century and include The Guildhall (NHLE 1343844) (Figure 6); Fremlins Offices (Including East Wing and Billiard Room) (NHLE 1069489); Gillett's Granaries (NHLE 1115576) which may have been the abbey's granary; The Masonic Hall (NHLE 1344229); the Training Ship Hazard (NHLE 1116391), formerly a warehouse; the Memorials to the Victims of the 1916 Faversham Munitions Explosion (NHLE 1261010); Queen Court Farmhouse and Outbuildings (NHLE 1360992; and Barn to the North of Queen Court Farmhouse (NHLE 1074905).



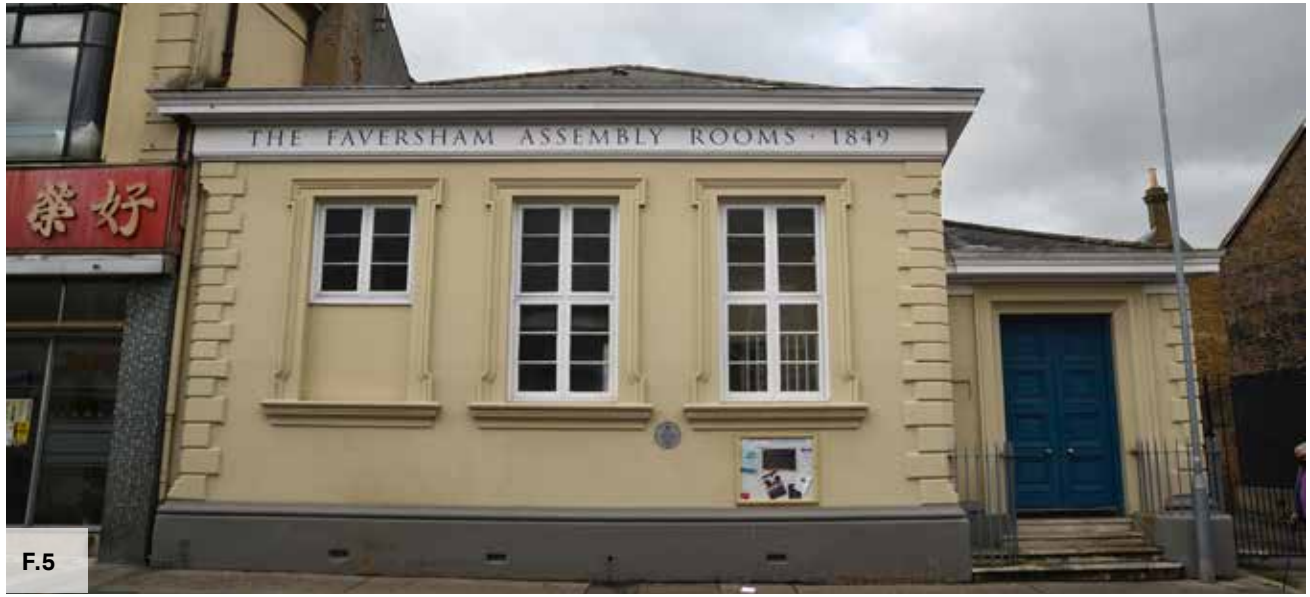


Figure 04:
Crown steeple and tower of Grade I-listed Church of St Mary of Charity.

Figure 05:
The Grade-II listed Drill Hall, former Faversham Assembly Rooms, Preston Street.

Figure 06:
17th century Grade II*-listed Guildhall and Market Place in the centre of Faversham.

The remaining grade II* listed buildings in the town are domestic and range from the medieval, 5 and 6 The Market Place (NHLE 1343845); 81 Abbey Street (NHLE 1344235); 87 to 92, Abbey Street (NHLE 1061013) through the 16th century 121 West Street (NHLE 1067608), 84 Abbey Street (NHLE 1240604) to the 17th century, 1 The Market Place (NHLE 1069462) and 18th century, Cooksditch (NHLE 1069457).

The majority of the town's grade II listed buildings are domestic houses, many of them on the main north-south and east -west thoroughfares. As well as many examples of domestic architecture there are examples of:

- Churches: Church of St John the Evangelist (NHLE 1074900) and Church of St Saviour (NHLE 1240313).
- Schools: Church of England Junior School (NHLE 1343853).
- Public buildings: the Drill Hall, formerly the Assembly Rooms (NHLE 1240444, Figure 5), and Faversham Borough Council Offices (NHLE 1069440).
- Railway buildings: Faversham Railway Station (NHLE 1240315, Railway Hotel (NHLE 1240307) (Figure 7).
- Gunpowder works buildings including a group at the former Marsh works.
- Warehouses: including Oyster Bay House (Figure 9) and a group of four at Provender Mill on Faversham Creek.
- Brewery buildings: including a group at Fremlins Brewery (Figure 8).
- Public houses: the Three Tuns Inn (NHLE 1069410) (Figure 11), the Coal Exchange Inn (NHLE 1115606), the Windmill Public House (NHLE 1240461), the Bear Inn Public House (NHLE 1261083), Mechanics Arms (NHLE 1067564), The Sun (NHLE 1074909) (Figure 10), the Hole in the Wall Inn (NHLE 1320303), former Cherry Tree Public House (NHLE 1240323), the Ship Inn (NHLE 1343870) (Figure 12), the Swan Inn (NHLE 1320119), the Phoenix Public House (NHLE 1344236), Crown and Anchor Public House (NHLE 1260977), the Shipwrights Arms Public House (NHLE 1240465), the Anchor Hotel (NHLE 1343868), the Ship Hotel (NHLE 1320116), St Ann's Cross Public House (NHLE 1240590) and the Bull Inn (NHLE 1115586).

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F.8

Figure 07:
Railway Hotel.

Figure 08:
Fremlins Brewery.

F.9

F.11

F.10

F.12

Figure 09:
Oyster Bay House.

Figure 10:
The Sun Inn, West Street.

Figure 11:
Three Turns Inn.

Figure 12:
The Ship Inn, Market Place.

2.6. Landscape designations

There is a variety of landscape designations within the Neighbourhood Plan Area as well as outside of it, shown in detail in Figure 13.

In particular, there are Ramsar, Special Protection Areas and Priority Habitat Inventory (saltmarsh) to the north of Neighbourhood Plan Area, where the majority of the area is covered by marshes. In addition, scheduled monuments and deciduous woodland are found at the centre and west of the parish.

The water bodies within the parish have a strong presence in the form of ponds and creeks. Those, and especially the latter, are responsible for a high-level risk of flooding, mainly to the north, where the marshes are located, as well as to the centre, west and east of the parish.

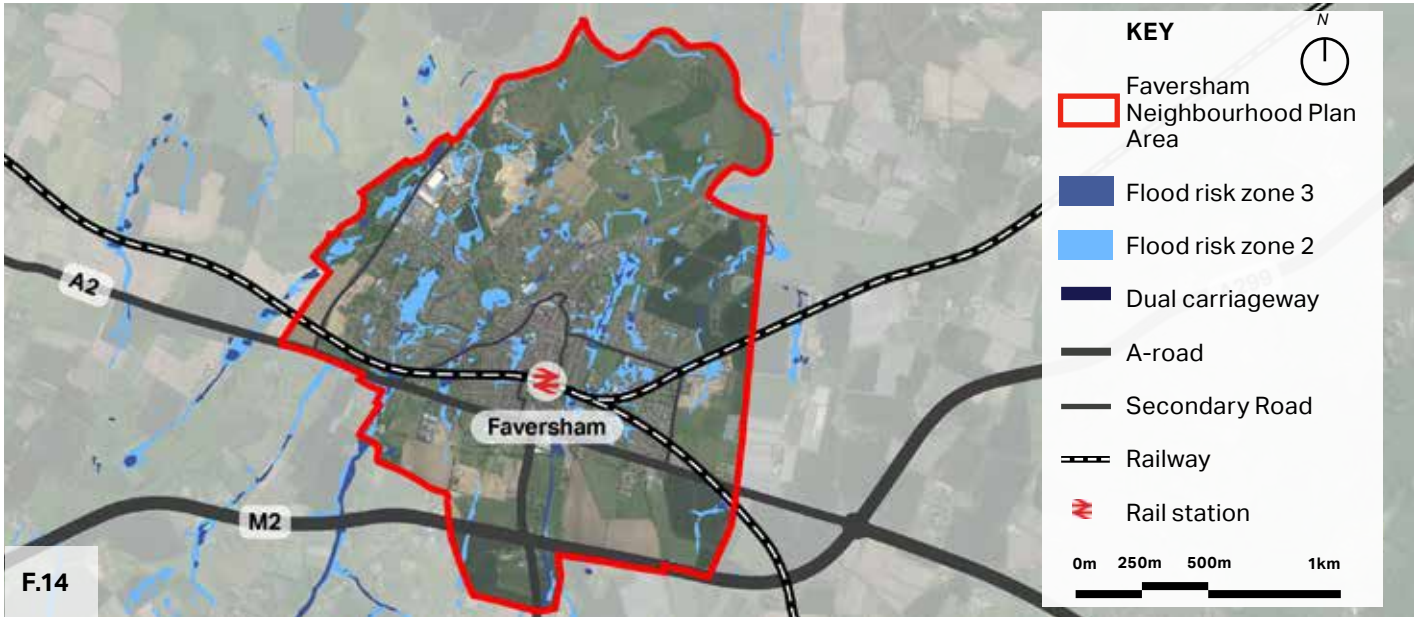
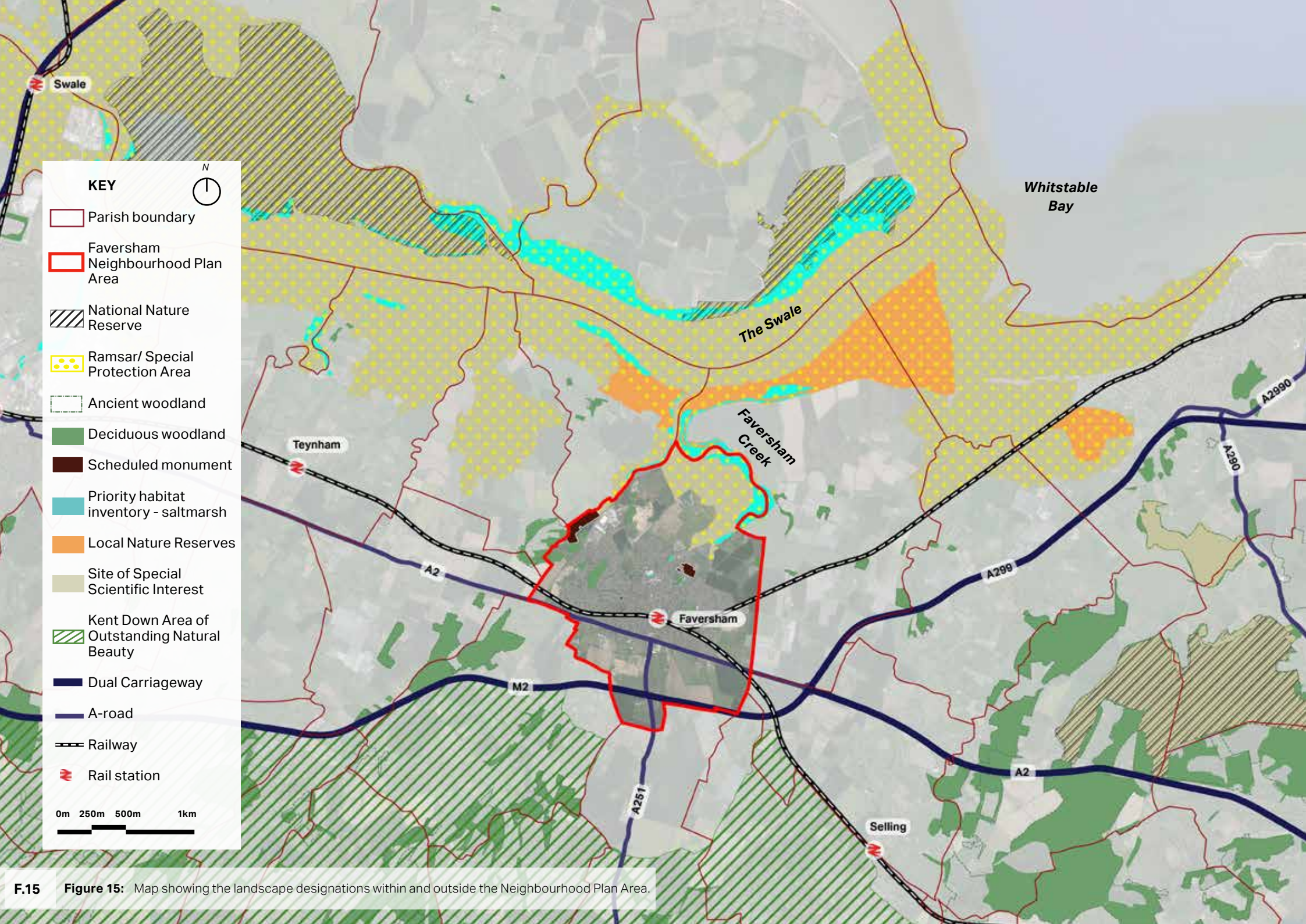
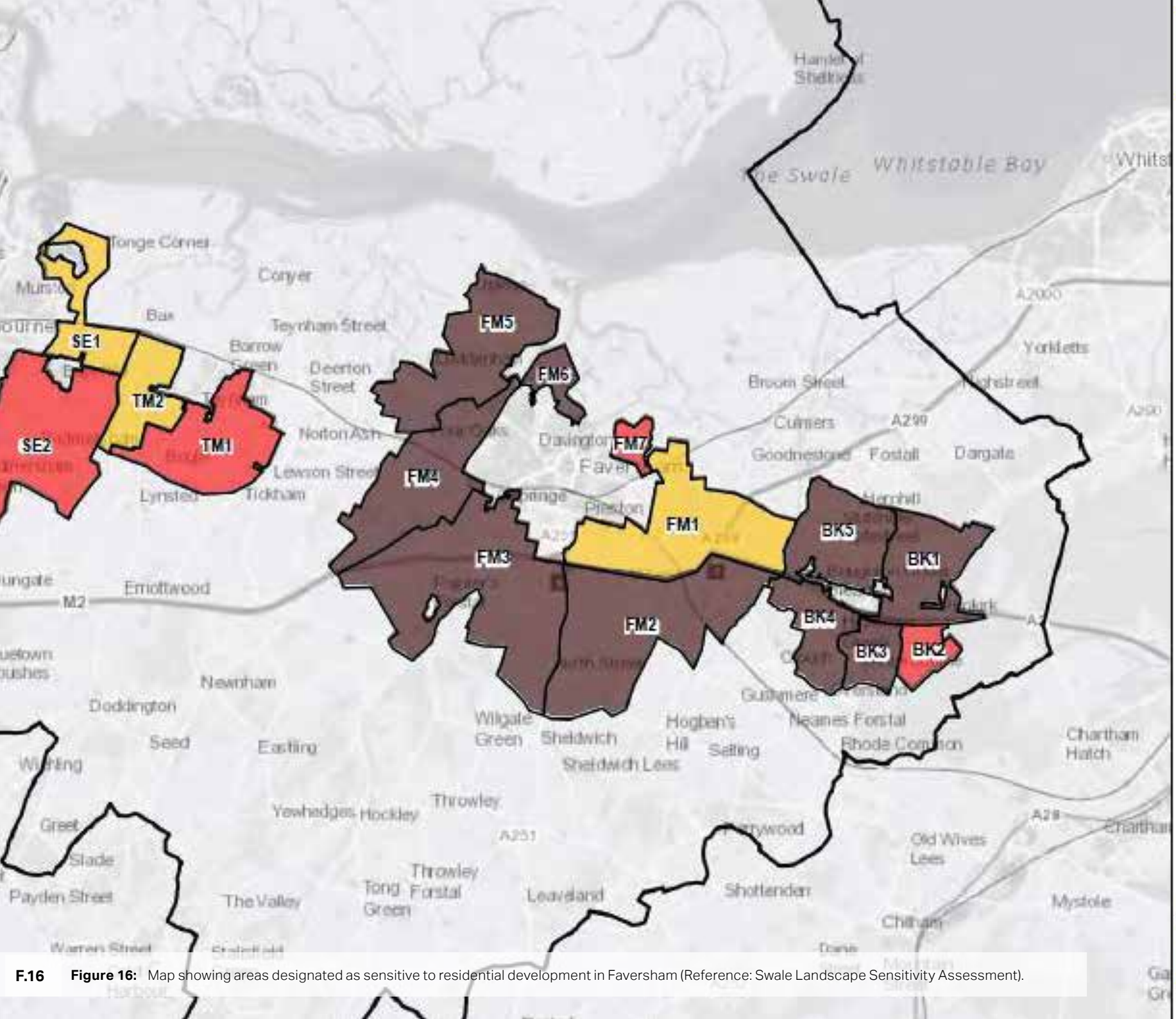


Figure 13:
Map showing the flood risk zones in Faversham Parish caused by the rivers and the sea.

Figure 14:
Map showing the flood risk zones in Faversham Parish caused by surface water.



F.15 **Figure 15:** Map showing the landscape designations within and outside the Neighbourhood Plan Area.



F.16 **Figure 16:** Map showing areas designated as sensitive to residential development in Faversham (Reference: Swale Landscape Sensitivity Assessment).

2.7. Green and blue infrastructure

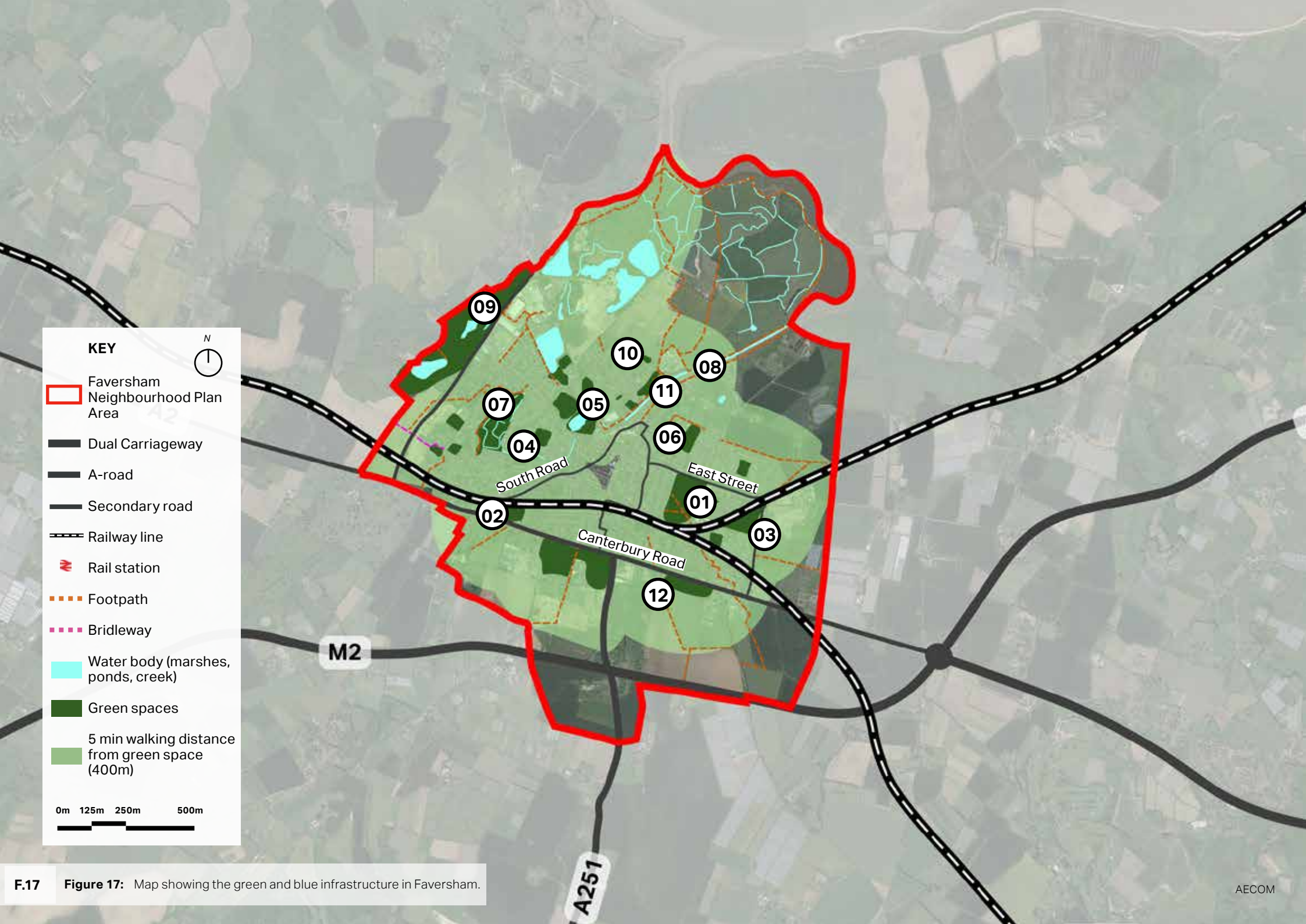
The Parish retains large continuous areas of open space to the north, east, and south, although there is limited green space in the heart of the town. The north is dominated by marshland and creeks, whereas the east and south are mostly open fields. Small areas of woodland are scattered across the Parish, with the largest located to its west. Large swaths of open space within and adjacent to the parish are protected by various levels of designations.

In addition, the network of chalk streams is important in terms of natural heritage and preserving the green spaces. The latter are scattered within the built-up area. There is very little greenery in the medieval core with the notable exception of the grounds of St Mary of Charity and the site of St Saviour's Abbey. Town extensions built in subsequent periods have retained open spaces, the largest of which is Faversham Recreational Ground. Sport pitches, school grounds, and allotment gardens are also scattered within and around the built-up area.

Some areas of open space were designed to be fronted by residential buildings, for example Faversham Recreational Ground. Others are embedded within the structure of residential blocks, such as the allotment gardens between Larksfield Road and Broomfield Road and the playing field north of St Saviour's Close. Open spaces have also been created along waterways in the case of Brents Bank Community Garden and Recreation Ground and Stonebridge Pond.

In general, the open spaces located within the built environment are easily accessed by foot, as shown in light green colour in Figure 17. More details on the names of those spaces are presented in the list below and are also shown in Figure 17:

1. Recreation Ground.
2. King George V Recreation Ground.
3. Faversham Cemetery.
4. Davigton Priory Cricket Ground.
5. Stonebridge Pond & Stonebridge Pond Allotments.
6. St. Mary's Church & Abbey Physic Community Gardens.
7. Inner town wooded area.
8. Faversham Creek.
9. Oare Gunpowder Works Country Park.
10. Playpark.
11. The Front Brents.
12. Faversham Town Football Club & Cricket club.



F.17 **Figure 17:** Map showing the green and blue infrastructure in Faversham.

2.8. Building heights and roofline

Most buildings within Faversham are 2-3 storeys.

The roofline varies depending on the layout of the buildings. There are two prevalent rooflines; the continuous and inconsistent roofline, shown in Figure 18, created by terraced housing and the interrupted roofline, shown in Figure 19, which is created by the gaps between semi-detached, detached or bungalows that also allow for views to the green spaces and countryside.

Figure 18:
Example of a continuous inconsistent roofline interrupted by chimneys, Ospringe Road.

Figure 19:
Example of a in interrupted roofline created by semi-detached houses with views to the countryside, Abbots Road, on the Millfield Estate.

2.9. Building typology

The most compact areas are the medieval cores of Faversham and Ospringe, with two- to three-storey adjoining buildings occupying the full width of their parcel and spaced closely together. Buildings in these areas exhibit a great degree of architectural variety and were built at various times but are arranged according to the same compact medieval pattern. Most façades are built on the property line with no recesses or front gardens.

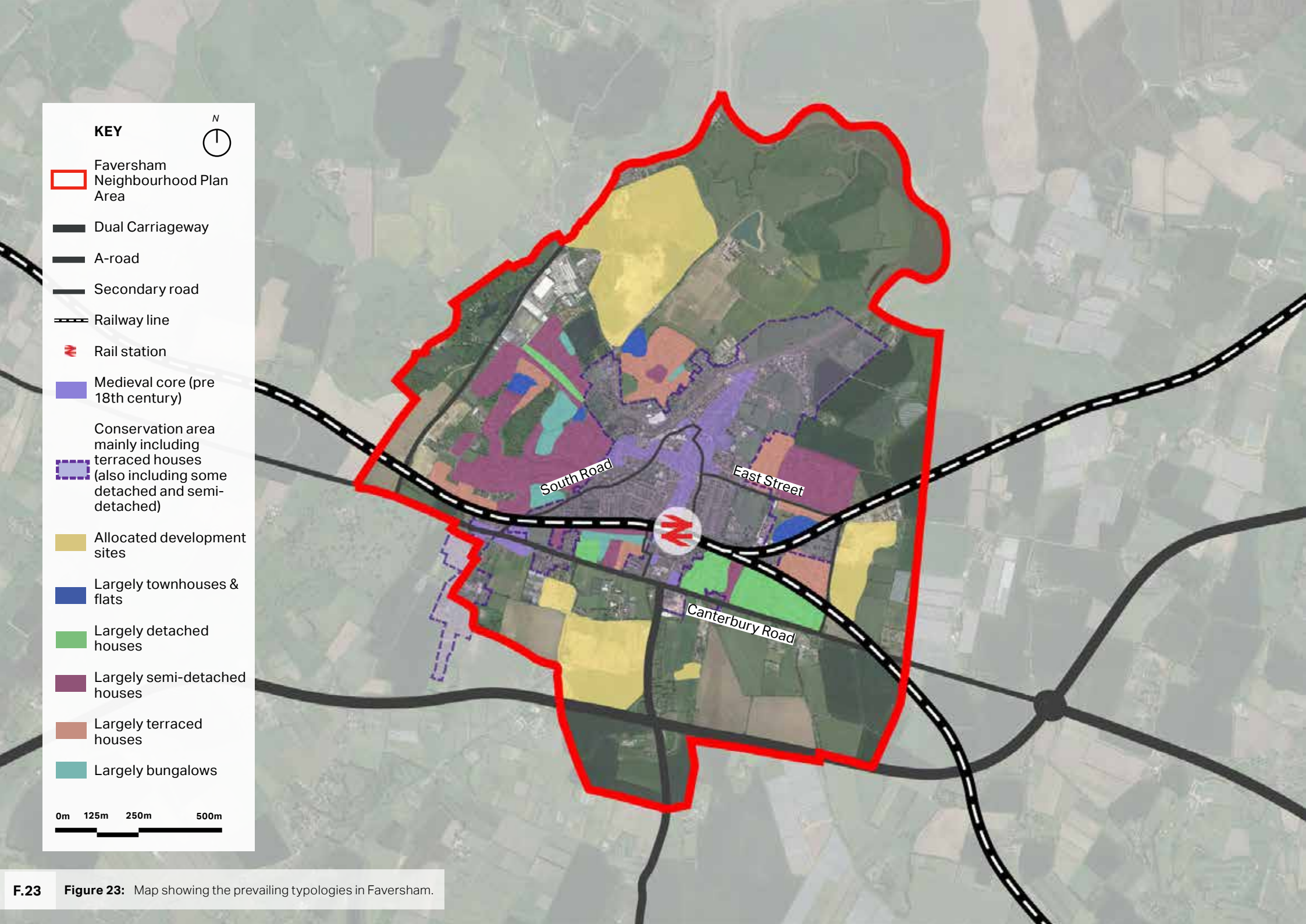
The parish has notable areas of medium- to high-density terraced housing characterised by rows of buildings arranged along parcels of standard dimensions. Most of them are two storeys in height, with a few three-storey buildings. Buildings belonging to the same row tend to have similar dimensions (height, width, configurations, and setback from the street) and architectural details, although alterations made by successive occupiers have decreased their uniformity over time.

Although Faversham has 19th century examples of semi-detached houses, most of them were built in the 20th century, either in the form of medium-density council housing or later medium- to low-density suburban development. Compared to terraces, they only occupy part of their parcel width and are typically equipped with large front gardens, often with driveways. Most detached buildings are found in recent low-density 20th and 21st century development areas and are mostly located in the south of the settlement. Bungalows are relatively uncommon in Faversham and are scattered across the settlement. There are very few apartment buildings, most of which are usually found in late 20th and early 21st century developments within the town in which they are mixed with townhouses and terraces. Some larger Victorian properties have been converted to provide apartments and many of the upper stories of retail properties in the town centre have been converted to apartments.

Figure 20:
Example of terraced housing typology along Westgate Road.

Figure 21:
Example of townhouses on Edward Vinson Drive.

Figure 22:
Rare infill example of a new detached house typology on South Road.



F.23 **Figure 23:** Map showing the prevailing typologies in Faversham.

2.10. Architectural details

Abbey Street – north end

Many houses in the main streets have been re-fronted in the 18th and 19th centuries and may have timber framing behind.

The first listed buildings encountered, Nos. 50 and 51, are rendered to the ground floor and waterboarded above and with a tiled roof with brick ridge stacks. Leaded casement windows are on both floors.

The early 19th century houses opposite are red brick with rubbed brick detail with a hipped slate roof, brick stacks and sash windows.

There follows a row of mid-19th century terraced cottages in red, brown and multi-coloured brick on either side of the street. Most have brick arches over the doorways and the keystones of Nos. 65 and 66 feature carved or moulded faces. Some of these houses feature basements with grilles in the pavement for ventilation. Roofs are of slate or tile with brick stacks. Four and six-panelled doors are used but perhaps none are original. Sash windows are used including a number of hornless examples with glazing bars and some replacements. There is a good 19th century shop front at No. 79. Pavements are narrow at this point and the houses front directly onto them.

Approaching Arden's House some of the modern houses on the west side of the street employ render or weatherboarding to the first floor. Arden's House and Nos. 34 and 81 are examples of Faversham's many timber-framed buildings. The three differ in that Arden's House has masonry to the ground floor, No. 81 has panels and plaster and No. 34 has been refaced in brick.

Many of the houses further south on Abbey Street are of 15th and 16th century origin. Some have retained their visible timbers to the first floor while others have been re-fronted in the 17th, 18th and 19th centuries (Figure 24). Some of these have retained their first-floor overhang but have been rendered and painted while others have lost all clue as to their origins having acquired brick frontages with parapets. Roofs in this part of the street are predominantly of tile and many have had dormers added in a variety of roof styles ranging from flat, through gablets to hipped. The re-faced houses have been provided with sash windows but two of the houses with visible timbers have leaded casements. The pavements are broader here reflecting the higher status of the housing stock.

Figure 24:
Houses on Abbey Street.

Court Street

The Fremlins brewery site is located to the south of Church Street on the east side of Court Street. The red brick of the surviving buildings reflects their late 19th century date (Figure 25). Buildings on the west side of Court Street continue the pattern of re-facing seen further north on Abbey Street. By contrast though there are more 19th century buildings here. Most are in red brick and quite plain but No. 17 (1869) is painted brick with decorative depictions of hop plants in stucco on the pilasters. The 19th century buildings do not exclusively have slate roofs, but the material is more common due to its increased availability and affordability via rail.

Re-faced older buildings continue at the southern end of Court Street, the majority having later shopfronts on the ground floor below painted and/or rendered first floors. Around the Guildhall 16th century architecture is visible unaltered in several houses at the south end of the island between Market Place and Middle Row.

Figure 25:
Former Fremlins Brewery with the steeple of St. Mary of Charity in the background.

West Street

West Street starts at Stonebridge Pond where there are 16th and 18th century cottages (Stonebridge Cottage and 3-8) on Davington Hill. Between Flood Lane and Caslocke Street there are re-faced houses of the 15th, 16th and 17th centuries on both sides of the street. Some retain their jettying and Nos. 75 and 76 have exposed timbers to the first floor. The majority are plastered and painted but No. 55 has brick infill to the first floor timbers. Fenestration is predominantly sashes to the re-fronted houses with casements to less altered buildings. Roofs are of tile apart from the slate roof to No. 74, a commercial building of 1874.

The pattern of re-fronted earlier houses continues on the south side of West Street facing Morrisons which stands on the site of the former gas works. The houses are mainly painted or plastered with some exposed timber and red brick. To the south, the terraces of Fielding Street, Caslocke Street, Hatch Street and Mendfield Street; and St Georges Terrace, South Place

and Albion Terrace on South Road are mainly of stock brick with slate or tile roofs. Most face directly onto the pavement but the taller, grander houses of Albion Terrace have small front gardens with dwarf walls. There are some interesting details in these houses including the broad storey courses in Hatch Street, red brick decoration on Fielding Street and Mendfield Street and the gothic doors and windows to Nos. 28 and 30 South Road.

Moving south on South Street there is a terrace of large, three storeys plus basement, late 19th century houses in red brick with stone dressings, one and two storey bay windows, pedimented doorcases and dwarf walls with cast-iron railings. The feel of a 19th century suburb is maintained by the imposing gothic-style red brick alms houses (Figure 26) with a stone chapel opposite. The road continues with mainly brick built mid-19th century houses with the occasional earlier building such as the stone-built gate lodge to the former gunpowder mills. Where the street continues as Ospringe Road there is a mix of plain, often painted or rendered mid-19th century houses in pairs and short terraces on the north side and later, more ornate multi-coloured brick semis and terraces on the south side, some with decorative panels over the doors and decorated bargeboards.

The land to the north of South Road/Ospringe Road was taken up with watercress beds and, until 1934, the town's gunpowder mills. The area has few remaining buildings pre-dating the 20th century, Kosicot (mid-19th century) and White House (17th century) on Lower Road being rare examples but of interest as former houses for gunpowder workers. While part of the south side of Lower Road was developed prior to the Second World War, mainly with 'Metroland' style semis, the wider area was developed post-war and is an interesting study in the variety of styles used at the time, the lack of boundaries, or use of low boundaries in front of and between the houses giving the area a modern feel. The majority of the stock is semi-detached with some interesting examples of non-symmetrical semis in two different colours of brick and non-aligned roof lines and windows. In some cases, the house on the lower side has been rendered, accentuating the difference. Examples of this type can be seen on a number of streets interspersed with more standard types of house and is an attractive feature of the area. Willow Avenue features 'back to front' semis with front rather than rear additions stepping forward, all in a Garden Suburb/Arts and Crafts style with decorative brickwork, protruding lintels, circular windows beside the front doors and picket fences. Terraces on St Nicholas Road and Bensted Grove are plainer, but with some brick decoration and flat porches supported by metal posts. Examples on a number of streets including Churchill Way make use of bargeboards to the first floor or hung tiles between the ground and first-floor windows. There are also a number of streets with bungalows, those on Wells Way having a considerable amount of green space to the front. Rows on Larksfield Road have protruding bays at ground floor level covered by a continuous roof.

There are number of closes in the northern part of Faversham, either with a road continuing around a central green as in Stonedane Court or with a turnaround at the end as at Crispin Close, that example being surrounded by short rows of bungalows.

Davington was a separate parish using the nave of the former Benedictine priory church, now St Mary Magdelene, as its parish church. As well as the church and adjoining remains of the priory there are a number of historic farm buildings and cottages, mainly in brick, and extensive brick boundary walls, the ensemble maintaining a village feel. The area is also notable for Priory Row, two terraces of 42 houses in total stretching almost 250m into what was agricultural land when they were built in the mid-19th century. The houses are in buff brick with porches on console brackets.

West Street crosses North Lane and becomes pedestrianised as it proceeds towards Market Place. Here again there is a mix of original and re-fronted timber-framed houses and 18th and 19th century houses. Many are stuccoed and painted and have had shopfronts added later. Decoration is rare but there is a good example of pargetting at No. 121 (Figure 27). West Street terminates at No. 1, The Ship Hotel, another timber framed building altered in the 18th century but retaining its first-floor overhang. Many of the buildings in this section of West Street are built end on, i.e. with their gable ends facing the street (Figure 28). This, combined with the protrusion of dormers in the pitched roofs of the buildings built side on makes for an attractive view to the west from Market Place (Figure 29).

Apart from the Guildhall, Market Place is dominated by two buildings, the late 19th/early 20th century red brick National Westminster Bank and the stuccoed No 12 Market Place, of 16th century origin but re-fronted in the early 19th century. Market Street continues to the east of Market Place with a number of modern buildings on its south side which, though inferior architecturally, continue the rhythm of the older building to the west. At the east end of Market Street, the feel becomes more Victorian with a row of four-storey shops with offices above on the corner with Preston Road and a three storey plus attic building at 1 East Street. Decoration is more in evidence in these buildings with stone window surrounds and storey courses to the four-storey building and decorative terracotta, large decorated console brackets and a large decorated date stone to 1 East Street.


F.26


F.28

Preston Street

Preston Street continues south from the junction of Market and East Streets. Here again there are 18th century fronts to earlier timber-framed cores. Most have modern shop fronts to the ground floor, stucco to the first floor and tiled roofs. There are also original 18th and 19th century buildings in red brick with slate roofs like the Faversham Borough Council Offices (1840) (now the Alexander Centre) with its Ionic porch and tall brick stacks and the Drill Hall, formerly the Assembly Rooms (1849) with its stuccoed front and long brick hall to the


F.27


F.29

Figure 26:
Grade II-listed 19th century neo-Gothic Almshouses.

Figure 27:
Pargetting on the façade of No. 121 West Street.

Figure 28:
Building with jettied gable and upper storeys.

Figure 29:
View of West Street from Market Street.

rear. Smaller 19th and early 20th century buildings in the street have decorative features to their shop fronts and upper stories as at 19a, formerly the Gem Cinema with its large plaster cartouches flanking the first-floor window with a large scrolled pediment above. The Regal Cinema at No 72 was an example of 1930s Art Deco architecture but was demolished in the 1970s. The Leading Light public house also has a 1930s feel with moulded decoration above the shop windows (Figure 30).

The street continues south with 19th century red brick terraces and some small 18th century buildings before terminating at Station Road with a number of larger buildings including the stone rubble and ashlar United Church; the red brick, early 19th century Railway Hotel, and St Mary's Vicarage; and the double-fronted, red brick, 18th century Chase House with full height curved bays either side of its Ionic portico.

The railway came to Faversham in 1858 and the station retains its original booking office, platform buildings, engine shed, carriage shed and water tower, all in yellow brick with red brick dressings. The railway encouraged building in the area with Newton Road being laid out to the north of the Station Road in the 1860s and developed with sizeable detached, semi-detached and terraced houses in stock brick with small front gardens and dwarf garden walls. The largest examples have three-storey squared bays with decorated panels between them and decoration to the bargeboards and door surrounds. Terraces of smaller houses were built on St Mary's Road, St John's Road and Park Road to the east. A feature of the houses on the corners of these streets are the chamfers used to limit damage by passing traffic (Figure 31).

The streets to the east of Preston Street were built in the late 19th century on clay pits and brick fields. There remain some smaller terraces on Union Street and Victoria Place but moving west onto Roman Road and Stone Street the terraces and semi-detached houses are larger with canted bay windows to the ground floors and small front gardens separated from the street by dwarf walls. The brick used is generally yellow stock with red brick decoration in some cases. Later examples may have the addition of gables above the bay windows, sometimes filled with decorative tile or plaster; full height bay windows; larger front gardens or a combination of these features.

Figure 30:
Art deco facade of the Leading Light pub.

Figure 31:
Terrace end with chamfered corner on St. John's Road.

East Street

East Street commences at the junction with Market Street and Preston Road with, on the north side, the highly decorated but non-designated No. 1 (Figure 29) with its large console brackets, date panel with sheaf of corn design, decorated terracotta bands between floors, terracotta pediments to the first-floor windows and parapet above the second floor, both supported by brackets, and tall Dutch gable surmounted by another pediment. Notable here amongst mainly 18th century cottages is the large, 18th century No. 5 in brown brick with red brick window dressings and a timber modillion eaves cornice. Opposite is Faversham's Post Office, a bold, modernist building in brick with timber and stone cladding, concrete and metal windows. The timber-framed building re-fronted in the 18th century, a type seen all over town, is represented here by No. 16 which is followed by a row of three early 19th century cottages in red brick with slate roofs. Further east is Cooksditch, a grade II* listed late 18th century house of some size in white brick with a three-storey central range flanked by single storey pedimented projecting wings. The building stands well back from the street behind dwarf walls topped with railings, which accentuate its grandeur. Opposite, Queen's Parade is a row of six late 19th century houses in multicoloured brick with terracotta decoration and projecting shop fronts with console brackets.

While there are some brick and rendered 19th century villas further east the street generally continues as small mid and late 19th century terraced houses, mostly of painted or rendered brick. A striking change comes with the Church of St Saviour, a 'tin tabernacle' of corrugated metal with trefoil windows (Figure 32). The streets to the north of Faversham Recreation Ground, Cyprus Street, Westgate Street, Luton Road and Minster Road are lined with mid to late 19th century terraces with small back additions and passages allowing access to the rear. Most are of red or yellow bricks but there are some examples in flint and one pair, Shakespeare Villas, in white render with faux timbers in black. The wall of the former cattle market remains to the south of Mister Road and the houses that have replaced it are in red and yellow brick to match the surrounding streets. In the early 20th century Faversham all but terminated here with a few houses facing the east side of the Faversham Creek branch of the South East and Chatham Railway and terraces along Whitstable Road. The area was developed in the post war period with terraces and pairs of semi-detached houses in red brick, brick with render and brick with hung tiles to the first floor. The houses stand behind sizeable front gardens separated from the street by dwarf brick walls. While most of the late 19th/early 20th century terraces on Whitstable Road are of standard design and undecorated Nos. 94 to 126 are notable for their multi-coloured brick and the moulded panels above the windows, and doors decorated with foliage and busts. South of Whitstable Road new development on Edward Vinson Drive makes use of multi-coloured brick together with the prominent gables and weatherboarding reminiscent of the local vernacular. The later development to the south of Faversham cemetery takes the form of small terraces of houses of concrete block, with weatherboarding to the first floors and pitched concrete tile roofs. The development is notable for the separation of parking from the houses, a lack of boundaries to the fronts of the houses and extensive green spaces throughout.

F.32

F.33

South of the railway line and north of the A2 London Road

The northern end of the street known as The Mall is an extension of Preston Street and the buildings on it are still numbered as being in Preston Street despite there being only an underpass connecting the two parts. Preston Street continued southwards before the railway was opened in 1858 and two large houses remain,

House (1743) and Wreights House built in the early 19th century. Both are of red brick with hipped slate roofs, dormers and hornless sash windows. Both houses stand well back and are separated from the street by brick walls. The garden of Mall House is particularly large, and its wall is separately listed. Further down on The Mall's eastern side are a number of later 19th century detached and semi-detached houses in red brick with stone quoins and decorative bargeboards. All but No. 1 present their gable ends to the street with entrances to the side. The development on the eastern side of the street after No. 25 is mostly mid-19th century with some earlier examples. The buildings are mainly two-storey houses in singles, pairs and rows in brick and render/paint with slate roofs. Some examples have basements. Most of these houses are plain and undecorated but some have moulded window and door surrounds. Nos. 43 and 45 are unusual for their Tudor style with four-centred arch door surround and studded front doors (Figure 34). On the west side of The Mall are late 19th/early 20th century terraces in red and yellow brick with straight, double-height bay windows under gablets (Figure 35). The front gardens have dwarf brick walls and brick piers with stone copings and caps. A number of original front doors with leaded lights survive as do red and black quarry tile paths. Nelson Street is also early, possibly just post railway and comprises two-bay cottages in brick, largely painted.

To the west of The Mall, Edith Road comprises late 19th century terraces in stock brick with red brick dressings. The houses are more substantial than their neighbours on The Mall having semi-basements and steps rising to their front doors (Figure 36). Development proceeded west from Kingsnorth Street with semi-detached houses on Athelstan Road in red and yellow brick, some with single storey canted bay windows, others with full height bays and gablets. Semis are prevalent throughout the area but there are detached bungalows on Ethelbert and Egbert Road. The yellow brick and clay tile former school buildings on Ethelbert Road with their large Dutch gables and tall chimneys with alternating bands of brick and stone have been successfully converted into residential properties.

Figure 32:
Building with pedimented gable on East Street.

Figure 33:
19th century prefabricated tin-clad Church of St. Saviour.

While some individual buildings to the east of Preston Grove such as the Church of St Catherine and its vicarage and some cottages in Preston are earlier, most of the residential development dates to the mid and late 20th century. The exception is Preston Avenue which started to be developed in the late 19th and early 20th centuries and has houses in a variety of forms and styles including earlier brick terrace, semi-detached and detached, inter-war semis and bungalows, and post war modern. Detached inter-war houses in the 'Metroland' style are prevalent on the east side of Preston Grove, mainly rendered brick with double height canted bay windows with large gables with faux timbering above.

The modern streets to the south of the church use red brick as their principal material. The 1960s/70s houses on St Catherine's Drive make use of hung tiles to the first floor and the style is taken forward in later houses on Preston Park. The lack of boundaries in the latter development give it a modern, open feel. The style can also be seen on Russet Avenue, Blenheim Avenue, Laxton Way and Bramley Avenue. Makenade Avenue has red brick semis in a later take on the Arts and Crafts style. The large, decorated gables, drip courses above the windows, bulls-eye windows next to the front doors and front gardens with picket fences all give the street a garden suburb feel.

Figure 34:
Nos. 43 and 45, the Mall.

Figure 35:
Victorian terraced housing and mature trees on the Mall south of Faversham Station.

Figure 36:
Victorian row with semi-basements and stairs.

Ospringe

Ospringe developed as a linear settlement along the A2 London Road and south from the London Road along Water Lane. The earliest houses are 15 Ospringe Road and the Maison Dieu Museum, both of which have 13th century masonry fabric belonging to the Maison Dieu hospital of 1230. Both buildings have flint walls with masonry dressings to the ground floor with timber framing above. No. 15 has (painted) hung tiles to the first floor while the museum has protruding floor joists and exposed timbers with plastered panels. Both have tiled roofs.

There are examples of 15th century timber-framed buildings with overhanging first floors on Ospringe Road (Nos 35-39); 17th century brick cottages (Nos. 20 and 22); and 18th century brick houses and cottages (Nos. 1 and 3, a weatherboarded former pair; 5-9, a painted and rendered row; 11; 13; The Ship Inn; and Lion Lodge).

There are also early and mid-19th century houses, usually of painted or rendered brick. The terrace of four at Nos. 54 to 60 have pedimented doorcases with steps up and a hipped tiled roof. Water Lane lacks the consistency of historic buildings on Ospringe Road but has a former pair of timber-framed cottages at Nos. 2-4; 15th century timber-framed cottages at Orchard House and Tudor Cottages; and an 18th century brick-fronted cottage adjoining them at Bridge Cottage. Other historic buildings on the street are mid-19th century rows of stock brick with slate roofs (Nos. 5-10 and 15-20) and red brick with slate roofs (Dawsons Row).

Figure 37:
Vicarage Lane, Ospringe (Reference: Photo © Chris Whippet (cc-by-sa/2.0)

Figure 38:
Ospringe Road, Ospringe (Reference: Photo © Chris Whippet (cc-by-sa/2.0)

Local vernacular

This section showcases some local building details which should be considered as positive examples to inform the design guidelines and codes.

Houses on Tanner Street showing a diversity of roof types and façade materials: red brick, weatherboarding, and half-timbering.

A row of Victorian terraced houses with a consistent set of preserved or renovated multi-pane sash windows.

Oyster Bay House, a legacy of Faversham's industrial maritime history

A shop front that contributes to an active street frontage through articulated fenestration.

Victorian semi-detached houses with yellow brick façades and small front gardens.

Contemporary building in the Conservation Area incorporating the architectural vocabulary of the Georgian period.

House with a jettied upper storey and a side elevation clad with clay hung tiles.

Terraced houses with alternating roof shapes and orientations.

A building at the end of a row of terraced houses designed to turn the street corner rather than leaving its side elevation windowless.

Houses with ground floor bay windows, jettied upper storeys, and rendered in different colours.

Former brewery building with brickwork in different colours.

Engagement

03

3. Engagement

This chapter presents a summary of the feedback gathered during the design exhibition that was held over two weeks at Faversham Town Hall in October 2020. The event logged over 300 visits.

3.1. Introduction

An exhibition was held at the Faversham Town Council's Market Place offices to seek views and opinions concerning the design of housing in Faversham and beyond.

People were shown a set of posters including the photographs shown in pages 44 and 45 and were asked to answer the following questions:

Does this photo set a good example for the type of housing design we should be striving for in Faversham?

What do you like about this design?

What do not you like about this design?

The answers to the above questions were concentrated around some themes and design elements related to:

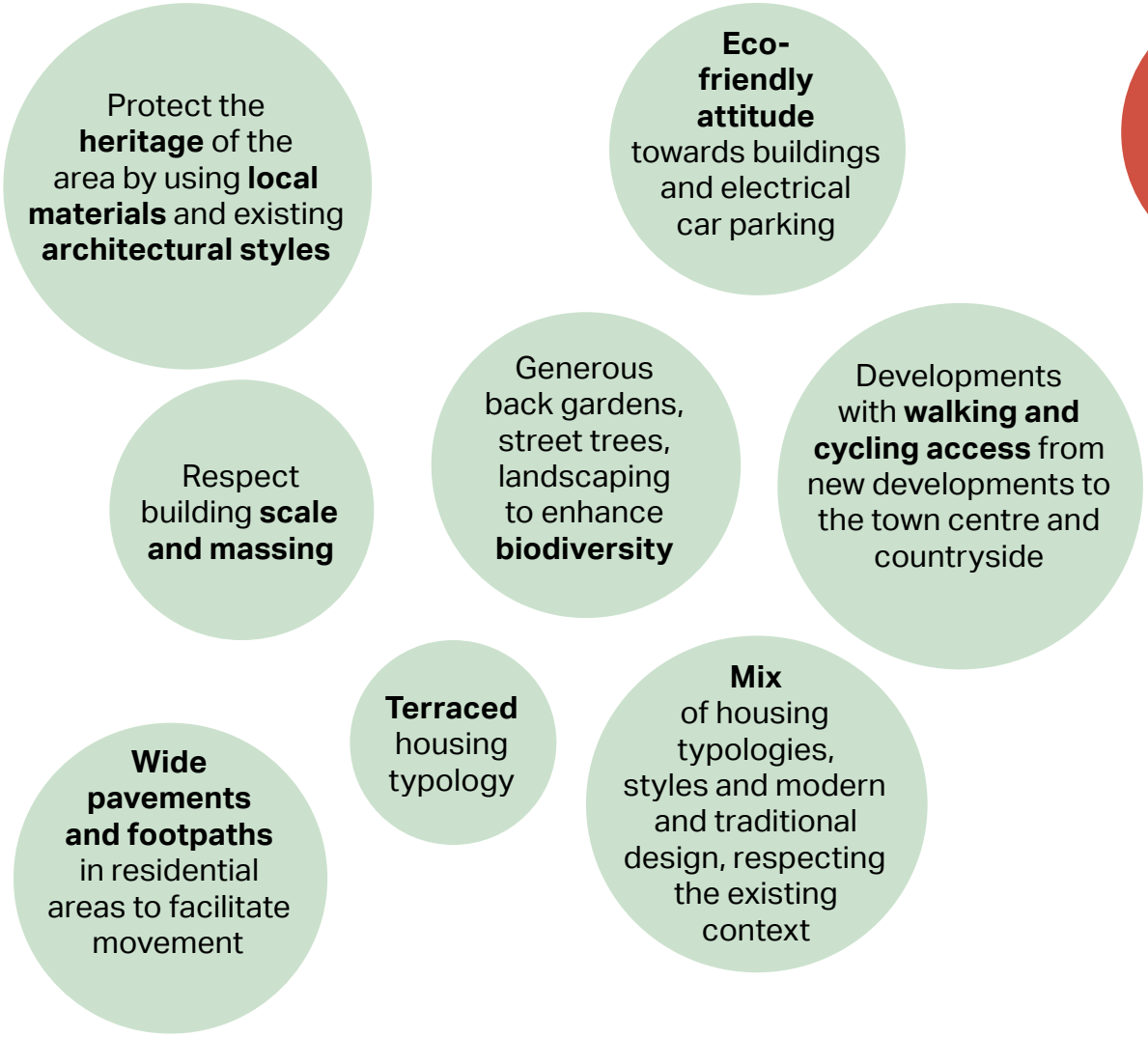
- Building appearance;
- Materials and their relevance to the local area;
- How buildings relate to one another and to the street or other public areas;
- Building height and size;
- Gardens;
- Public space;
- Boundary treatment (walls, hedges, paving etc.);
- Car parking;
- General feel of the place;
- How friendly it is for pedestrians and cyclists; and
- Sustainability (energy saving, efficient use of land, wildlife etc.).

The feedback is important to get an understanding of people's views and needs and will be used to inform the Design Guidance and Codes in Chapter 5.

3.2. Findings

The next page briefly presents some of the key points that were risen during the design exhibition.

What people would like to see in new developments in Faversham:



What people would not like to see in new developments in Faversham:

In response to the question "does this photo set a good example for the type of housing design we should be striving for in Faversham?", the numbers on each photo on the next two pages show the net score of positive and negative responses.

Respondents exhibited a clear preference for traditional terraced housing and images with trees and greenery in.


-12


-16


-17


-19


-27


-30


-34


-35


-41

Understanding and responding to the context

04

4. Understanding and responding to the context

4.1. Introduction

The key thing that all development in Faversham should do is to respond to its context. The design guidance and codes in this document do not specify a particular architectural style - either traditional or contemporary styles may be appropriate in the right context, but **Faversham Town Council will expect all applicants to show how their proposals have been prepared based on an understanding of the particular characteristics of the site**.

This section briefly introduces what the Town Council will expect to see accompanying planning applications. The expectation is the same for all applications but will be proportionate to the scale of the development.

4.2. Site analysis

All development proposals should start with a site analysis. Development never happens in isolation; there is always a context to respond to. This includes what is within the site itself and what surrounds the site.

A basic approach to a site analysis will include the following steps:

- Desk-based studies of topography, surrounding land uses, connections, designations, policies and more.
- Site visit to observe and assess the characteristics of the site. This can review things like existing buildings, vegetation, wet areas, potential wildlife activity and boundary conditions.
- Explore around the site, looking at, for example, access, connections, views, local facilities that people will want to use and local character – heights, massing, materials, uses.
- Make sure all of this is recorded so that anybody reviewing a development proposal can understand what makes the site and its surroundings unique and the basis for the design decisions taken.

An important function of the site analysis is to distil what defines the special character of the site and the neighbourhood or area it forms part of.

4.3. Responding to context

The site analysis outlined above should form the basis of carefully considered design response. Those assessing designs will need to understand **how the designer has**:

- **Shaped the proposals based on the site's natural features, topography, landscape and views, and the surrounding built environment**. For example, how has a particular view been framed and how and why does the density and massing of development differ across the site?
- **Connected the proposed development to existing routes** (streets, footpaths, cycle paths) **and facilities** (shops, schools, employment, public transport).
- **Crafted a bespoke vision and set of development principles** for the scheme, particularly for larger developments.

Larger schemes – which can be defined as those that require new streets to be constructed – will be expected to be guided by a masterplan. This should show the key structural elements of the design, including access, open space, development blocks and character areas.

The following page presents 2 examples of site analysis for a large-scale housing site.

Figure 39:
Maps to illustrate conceptual frameworks for urban extension masterplan.


KEY
Site boundary
Residential area
Gypsy and traveller's facility
Employment area
Ancient woodland (hatched)
Woodland
Ancient woodland/veteran tree buffer
Parkland
Centre for Community Sports
Natural green space
Grassland
Flood zone - maximum extent
Local nature reserve
Veteran trees
Indicative layout of neighbourhood centre
Vehicular bridge
Pedestrian bridge
Proposed primary road
Proposed secondary road
Proposed tertiary road
Cycle and pedestrian route
Green circle
Green super highway
Public Rights of Way
Mitigated odour contour
Water main (450mm)
Gas main (250mm)
Primary school with an indicative layout
Secondary school with an indicative layout


Proposed Green Circle Route (outside application site)
Green Circle
Freeks Lane
Green Super Highway Link
Green Super Highway
Green Super Highway Bridleway
Green Spokes
River Corridors
Footpath
Byways
Bridleways
New Vehicle / Cycle Bridge
New Pedestrian / Cycle Bridge
Improved Existing Bridge
Cycle Parking
Cycle Hubs

F.39

Design guidance and codes

05

5. Design guidance and codes

This chapter presents specific design guidelines and codes for development that consider the local character and can enhance local distinctiveness by creating good quality developments, thriving communities and prosperous places to live.

5.1. Introduction

The design guidelines and codes focus on residential environments. However, we repeat that new housing development should not be viewed in isolation. Considerations of design and layout must be informed by the wider context, considering not only the immediate neighbouring buildings but also the streetscape and landscape of the wider locality.

The local pattern of streets and spaces, building traditions, materials and the natural environment should all help to determine the character and identity of a development, recognising that new building technologies are capable of delivering acceptable built forms and may sometimes be more efficient. It is important with any proposal that full account is taken of the local context and that the new design embodies the "sense of place" and also meets the aspirations of people already living in that area.

Reference to context does not mean to copy or use pastiche solutions systematically. It means using what is around as inspiration and influence and it could be either a contemporary or a traditional solution that is in harmony with the surroundings. This guide will outline the elements that make an important reference point.

There are a set of general design principles and codes that are specific to Faversham. These are based on the analysis of local character presented in Chapter 2, the community engagement outlined in Chapter 3, and on discussions with members of the neighbourhood plan steering group.

1. STRATEGIC PRINCIPLES & BEST DESIGN PRACTICE

2. BUILT FORM

3. STREET TYPOLOGY & CAR PARKING

4. ENVIRONMENT & ENERGY EFFICIENCY

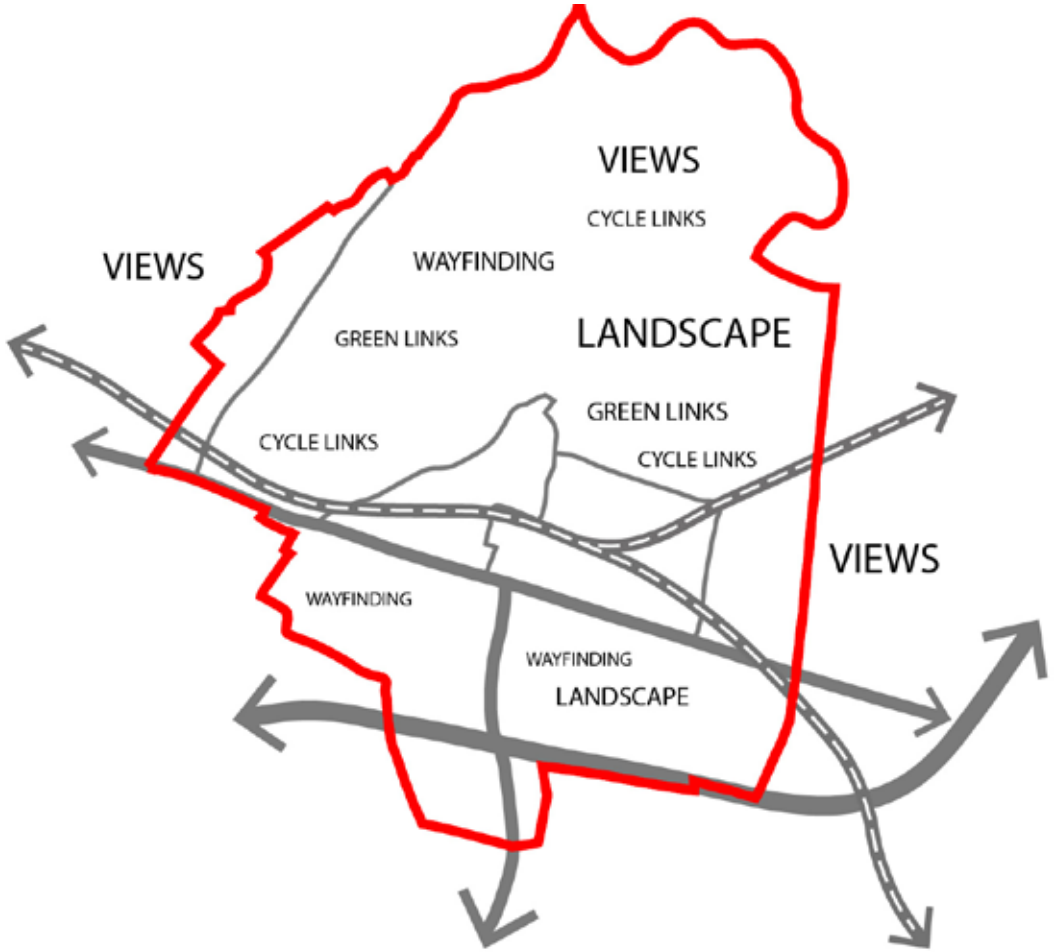
1. STRATEGIC PRINCIPLES & BEST DESIGN PRACTICE

Consider the context

Provide meaningful connections and walkable neighbourhoods

Enable wayfinding

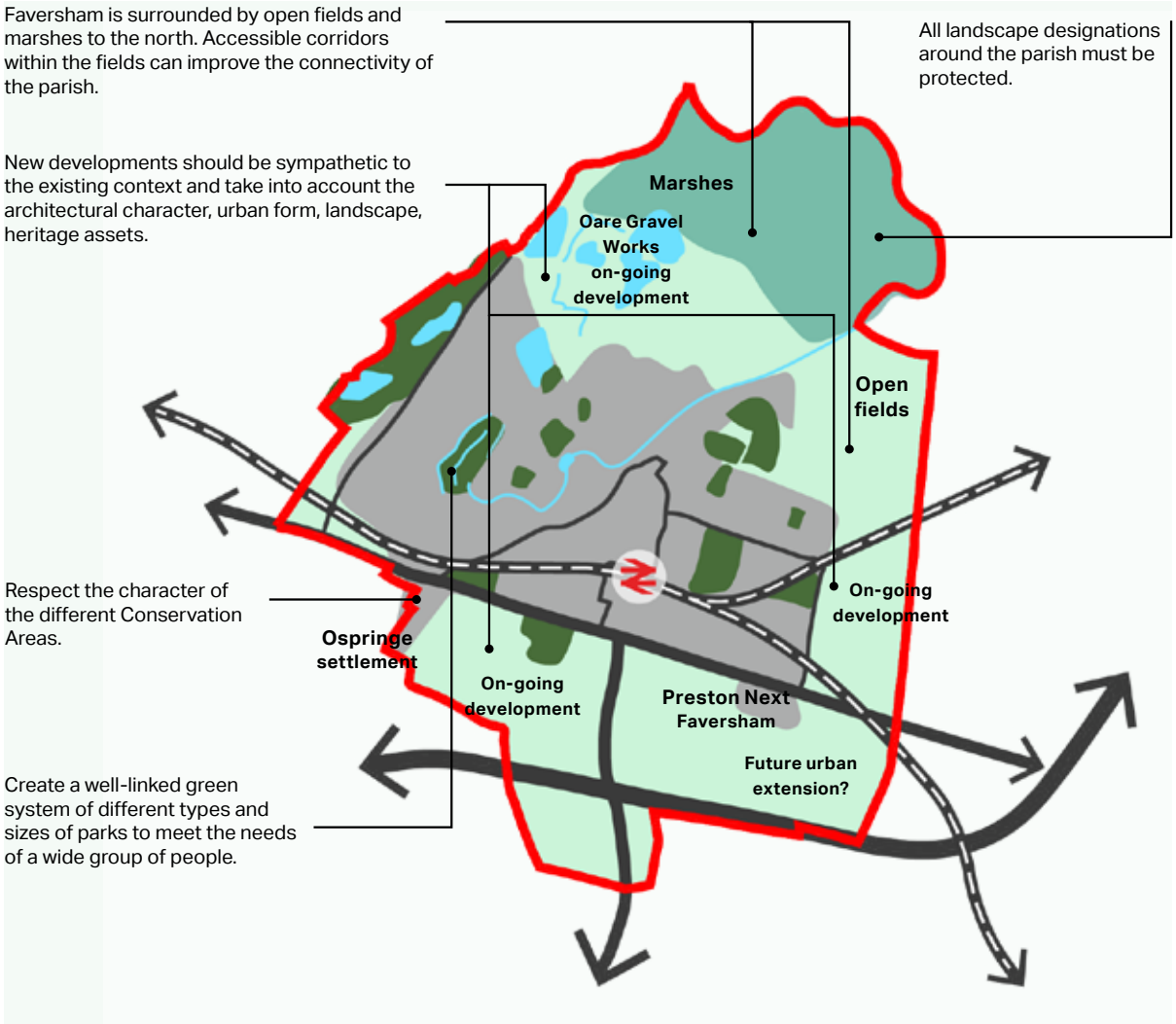
Create a green network



Strategic principles & best design practice

Consider the context

- New development must demonstrate an understanding of the landscape sensitivities and designations of the area, presented in Section 2.5. Ramsar sites, flood risk zones, Sites of Special Scientific Interest (SSSI), AONB areas and priority habitats, should all be protected and respected in future development.
- New development should be well integrated into the existing settlement pattern and avoid any kind of fragmentation. For that reason, pedestrian, cycle and road connectivity is important to create accessible places and a more cohesive social issue.
- New development should prioritise creating a well-connected green system and promote alternative ways of transportation. There is an abundance of existing green assets in Faversham, presented in Section 2.6, that could be linked with new sites in order to improve connectivity and therefore, walking and cycling.
- New development should respect the historic character of Faversham. Heritage designations and architectural details, presented in Section 2.9, as well as local materials and techniques, presented below, should be used as reference for new development. Any new design should be a good fit to its surroundings in order to preserve the unique characteristics that are found in the parish. This does not rule out contemporary design. High quality contemporary buildings which, in time, will be recognised as heritage assets are encouraged. This approach is particularly encouraged for publicly accessible and community buildings.
- The existing typologies should be reflected in the new developments. In particular, terraced housing is a characteristic and popular typology that should be used for future developments as well. However, a mixture of typologies is also welcome in order to create a variety and interest in the streetscape.



Strategic principles & best design practice

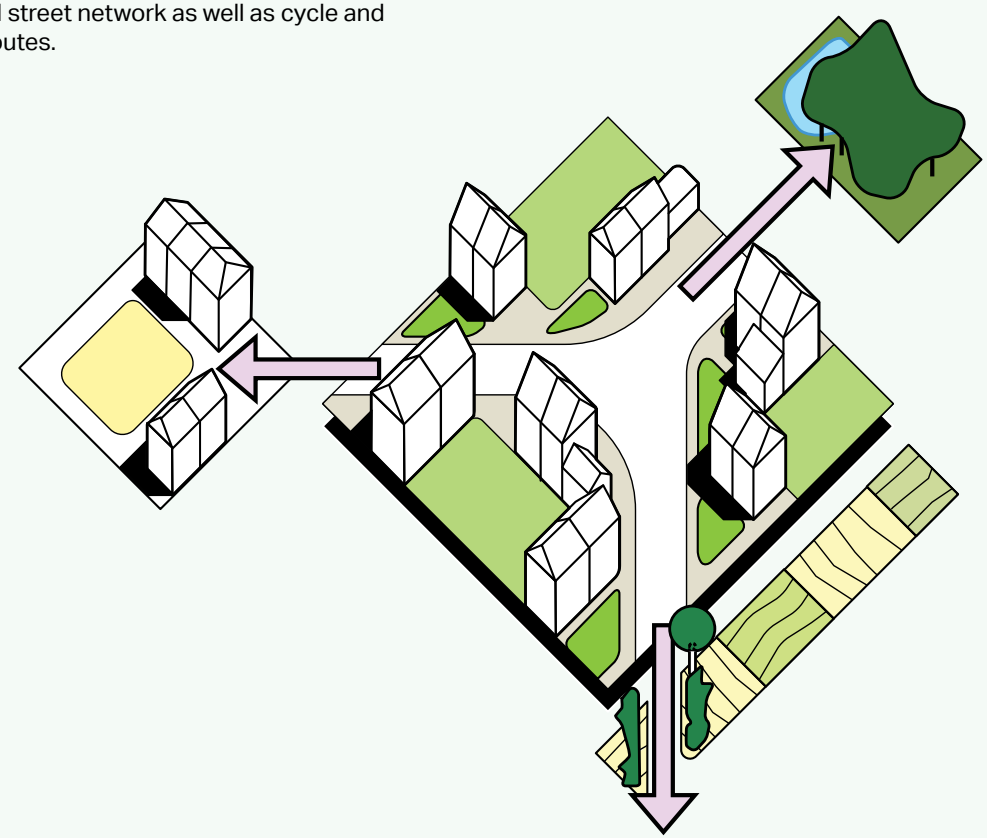
Provide meaningful connections and walkable neighbourhoods

Streets should be connected with each other and walking and cycling routes are expected to feature. Good practice favours a generally connected street layout that makes it easier to travel by foot, cycle, and public transport, as well as private car. A more connected pattern creates a 'walkable neighbourhood'. Faversham consists of connected street networks in its core, as well as some cul-de-sac layouts, mainly to the east side. There is a high level of walkability in the area and some guidelines related to the street network are:

- New development should prioritise pedestrian movements to reduce car dependence and support healthy mobility choices. Disabled access needs to be improved by implementing measures likes dropped kerbs and ramps, where appropriate.
- Provide direct and attractive footpaths between neighbouring streets and local facilities. Streets must be designed to prioritise the needs of pedestrians and cyclists. Establishing a robust pedestrian network: a) across any new development; and b) among new and existing developments, is key in achieving good levels of connectivity among any part of Faversham to encourage walking.
- Propose routes laid out in a permeable pattern, allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sacs should be relatively short and provide onward pedestrian links, subject to community safety considerations.
- Propose short and walkable distances that are usually defined to be within a 10-minute walk or a five-mile trip by bike. If the design proposal calls for a new street or cycle/pedestrian link, it must connect destinations and origins.

Connect the valuable assets of Faversham. Maintain a connection between the main settlement and Ospringe and Preston-Next-Faversham settlements through a multi-functional street network as well as cycle and walking routes.

Connect the high-quality natural areas, green spaces and the open countryside with the settlements by creating natural corridors for residents to enjoy.



Maintain Faversham's quality as a walkable place. Enhance footpaths and cycle links to promote sustainable means of transportation and an active lifestyle, providing healthy mobility choices.

Strategic principles & best design practice

Enable wayfinding

When places are well signposted, they are easier for the public to comprehend. People feel safer when they can easily memorise places and navigate around them. It is easier for people to orientate themselves when the routes are direct, particularly for people with dementia and related cognitive and sensory challenges.

- A familiar and recognisable environment makes it easier for people to find their way around. Obvious and unambiguous features should be designed in new development.
- Buildings which are located at corners, crossroads or along a main road could play a significant role in navigation.
- At a local level, landmark elements could be a distinctive house, public art, or even an old and sizeable tree.
- Signage is a common way of helping people to find their way to and around a place. New signage design should be easy to read. Elements likes languages, fonts, text sizes, colours and symbols should be clear and concise, and avoid confusion.
- Signage can also help highlight existing and newly proposed footpaths and cycle lanes, encouraging people to use them more.
- Signage elements and techniques should be appropriate to the character of the area and be a nice fit to the existing architectural style and details.

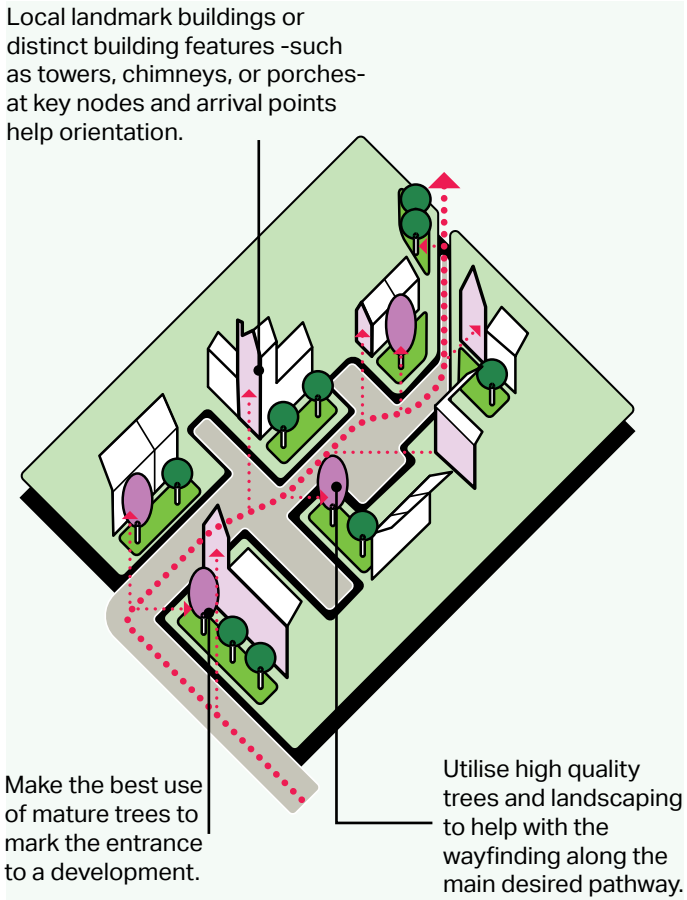


Figure 40:
Examples from elsewhere that are used for wayfinding purposes and could be a good fit in Faversham. (Left photo: Nature sign design made from Forest Stewardship Council United Kingdom, Right photo: Meadow garden, Pennsylvania, Right photo: Meadow garden, Pennsylvania).

Figure 41:
Example of wayfinding in the countryside, Meadow garden, Pennsylvania.

Strategic principles & best design practice

Create a green network

- New development should offer a variety of open spaces that can host a diverse range of activities and accommodate different users. Open spaces play an important well-being role as places to meet and exercise. They are associated with better mental health and lower stress levels. Trees and vegetation can also improve air quality and reduce flooding.
- Open spaces should respond to local character and encourage civic pride.
- Development adjoining public open spaces and important gaps should enhance the character of these spaces by either providing a positive interface (i.e. properties facing onto them to improve natural surveillance) or a soft landscaped edge.
- New and existing landscapes and open spaces should be located within walking distance from their intended users. If appropriate, these should be linked to form connected green networks. The networks are often more useful to create visual amenity, for recreational use and wildlife corridors than isolated parks. Where direct links are not possible, it may be appropriate to link these together through green routes, shared surfaces and streets. Tree lined avenues can achieve a visual and physical connection to open space.
- New developments should incorporate existing native trees and shrubs and avoid unnecessary loss of flora. Any trees or woodland lost to new development must be replaced. Native trees and shrubs should be used to reinforce the more rural character of the fringes of the town. Particular emphasis should be given to the maintenance and improvement of existing hedgerows and the planting of the new ones.

2. BUILT FORM

Block typology

Overlook public space

Building lines & boundary treatments

Corner treatments

Enclosure

Street planting

Street lighting

Building heights/ roofline

Fenestration

Servicing

Paving

Materials

Built form

Block typology

Urban structure compromises the pattern or arrangement of urban blocks, streets, buildings, public realm and landscape. The size and organisation of any block varies, depending upon diverse parameters such as location, land use and density (see sections on designing in context above). At an urban scale, it is important to achieve a good mix of block form and block size, to facilitate adaptability over the years and ensure a good variety of uses within the new parts of the development.

It must be reminded that new development should respond to the existing pattern of development within Faversham, taking cues from existing typologies, block sizes and structures, patterns of plot subdivision and the relationship between buildings and public and private space.

Principles for designing blocks are set out as follows:

- Buildings should have a public front and a private back.
- Buildings on both sides of a street should work together to create visual interests and a pedestrian experience and thus create a strong sense of place.
- The blocks either side of the street should resonate to each other (i.e. symmetrical or asymmetrical rhythm).
- Buildings on both sides of the street should present sufficient façade depth to create visual interests.
- A varied roofline could be created on both sides of the street to create rhythm at upper levels.
- The scale of blocks is broken down vertically and horizontally to create an appropriate scale so as not to overwhelm the block opposite.

Perimeter block typology

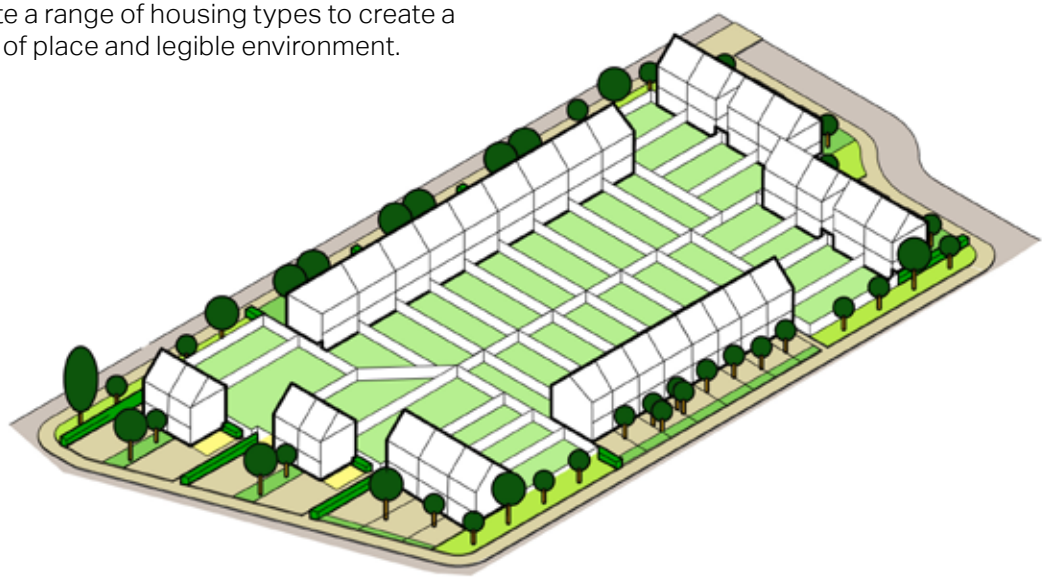
A hybrid perimeter block structure with no public access to its centre is a well-proven and flexible approach to the layout of residential and other areas. It contributes to safety by clearly distinguishing between the fronts and the backs of buildings, between public and private space, and by enabling continuous overlooking of the street. It can be very efficient in terms of development density. Back gardens can be private, communal or both.

Most suburban developments in England follow a version of this typology featuring houses with back to back rear gardens. Considering local preference for housing typologies, this kind of block organisation is suitable for terraced, semi-detached and detached houses.

This typology is the most common in residential areas as it provides secure rear garden spaces and it avoids creating back gardens along streets. These blocks must:

- Accommodate a range of housing types to create a strong sense of place and legible environment.
- Create good street rhythm by addressing the roofscape and keeping regular plot widths.
- Define public and private domains within and around these blocks by locating all front entrances facing surrounding streets, resulting in active street frontages.
- Maintain a proper distance between building face to building face at the rear of dwellings to provide residential privacy.

In some contexts, rear parking in courtyards, mews, or lanes may be the most appropriate parking solution. Pages 83-85 contain design guidance for the successful integration of rear parking within residential blocks.



Built form

A successful housing typology for Faversham:

Developers of strategic and infill sites, both greenfield and brownfield, will need to propose a housing typology that meets a number of criteria:

- Draw on the most successful neighbourhoods in Faversham, Kent and beyond.
- Has been shown to have stood the test of time.
- Be adaptable and suitable for the full range of occupants, throughout their life.
- Be able to work in the perimeter block typology, with private back gardens.
- Make efficient use of land.
- Be energy efficient and support sustainable lifestyles.

Different housing typologies, such as terraced, semi-detached, detached, townhouse and low-rise apartment blocks could meet these criteria, but we know that terraced housing is particularly popular in Faversham (see section 3 above).

One challenge with terraced housing is accommodating car parking as there is a reliance on parking on street. This in itself is not a problem as on street parking is the most efficient use of land and many of our most successful neighbourhoods have only on street parking. It does, though, work best on a parking ratio of about one (non-allocated) parking space per home. In the spirit of the walkable neighbourhoods that define much of Faversham, this should not be a problem in places close to public transport and certainly within walking and cycling distance to the town centre or other facilities. And, within the lifetime of the Neighbourhood Plan, it is very possible that the greater use of shared (possibly autonomous) vehicles will reduce the demand for private car ownership and therefore parking spaces.

Figure 42:
Example of terraced housing typology, Abbey Street.

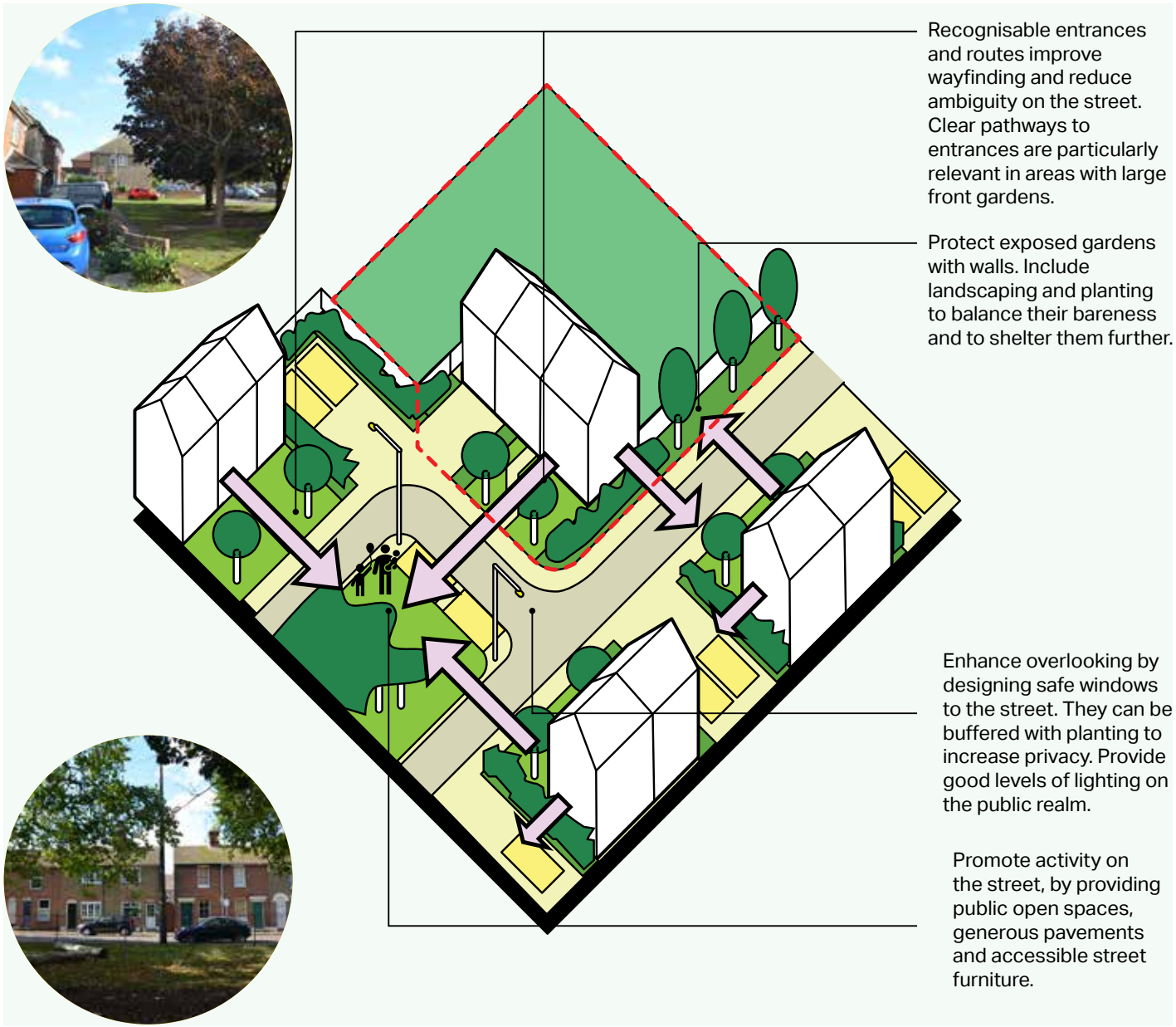
Figure 43:
Example of terraced housing typology, St John's Road.

Built form

Overlook public space

Designing out crime and designing community safety is essential to the creation of successful, safe and attractive developments. The following guidelines are in line with the latest manual endorsed by the police 'Secured by Design Homes 2019'. Some guidelines for new development are:

- There should be well-defined routes, spaces and entrances that provide convenient movement without compromising security.
- Main building façades should overlook the open spaces to improve natural surveillance on the street. In addition, side windows and driveways should also be well-overlooked.
- Integrate facilities into the open spaces that meet the needs of the people living around in order to make them attractive.
- Avoid using too much green screening on the front gardens in order to allow for some views to the street and the open spaces.
- Integrate light installations along the streets as well as in the open spaces in order to improve the feeling of safety in the area.



Built form

Building lines & boundary treatments

Building line and boundary treatments vary greatly across the parish. To respect the existing context, both the building and the boundary feature should be consistent with neighbouring properties while enabling enough variations for visual interest.

- Buildings should front onto streets. The building line should have subtle variations in the form of recesses and protrusions but should generally form a unified whole.
- Buildings should be designed to ensure that streets and/or public spaces have good levels of natural surveillance from buildings. This can be ensured by placing ground floor habitable rooms and upper floor windows facing the street.
- Natural boundary treatments should reinforce the sense of continuity of the building line and help define the street, appropriate to the character of the area. They should be mainly continuous hedges and low walls, as appropriate, made of traditional materials found elsewhere in the town such as local bricks. The use of either panel fencing or metal or concrete walls in these publicly visible boundaries should be avoided. Natural boundary treatments should still enable adequate natural surveillance.
- On residential streets outside the historic core, front gardens should be provided. Those should include some green elements, like flowers, hedges or trees if possible, and earthy paving materials.

Built form

Corner treatment

Together with the creation of potential local landmarks, one of the crucial aspects of a successful townscape and urban form is the issue of corners. Because these buildings have at least two public facing façades, they have double the potential to influence the street's appearance. Therefore, the following guidelines apply to corner buildings.

- If placed at important intersections the building could be treated as a landmark and thus be slightly taller or display another built element, signalling its importance as a wayfinding cue.
- The form of corner buildings should respect the local architecture characters that improves the street scene and generates local pride.
- All the façades overlooking the street or public space should be treated as primary façades.
- They should have some form of street contact in the form of windows, balconies, or outdoor private space.
- Road layouts should be designed to slow traffic and advantage pedestrians over vehicles.

Built form

Enclosure

Focal points and public spaces in new developments should be designed in good proportions and delineated with clarity. Clearly defined spaces help achieve cohesive and attractive places. They also create an appropriate sense of enclosure - the relationship between a given space (lane, street, square) and the vertical boundary elements at its edges (buildings, walls, trees).

The enclosure level of new developments must reflect an intelligent understanding of their surrounding historic environment. The historic core has a higher level of enclosure, with fewer front gardens and buildings that directly front the main street. The surrounding neighbourhoods have a greater variety of enclosure levels, but are in general more open than in the centre of the town with a higher prevalence of front gardens and more distinctive building setbacks.

The following principles serve as general guidelines that should be considered for achieving a satisfactory sense of enclosure:

- When designing building setbacks, there must be an appropriate ratio between the width of the street and the height of the buildings (see diagram opposite).
- Buildings should be designed to turn corners and create attractive start and end points of a new street or frontage.
- Generally, building façades should front onto streets. Variation to the building line can be introduced to create an informal character.
- In the case of terraced and adjoining buildings, it is strongly recommended that a variety of plot widths, land use, building heights, and façade depth should be considered during the design process to create an attractive streetscape and break the monotony of the street wall.
- Trees, hedges, and other landscaping features can help create a more enclosed streetscape in addition to providing shading and protection from heat, wind, and rain.

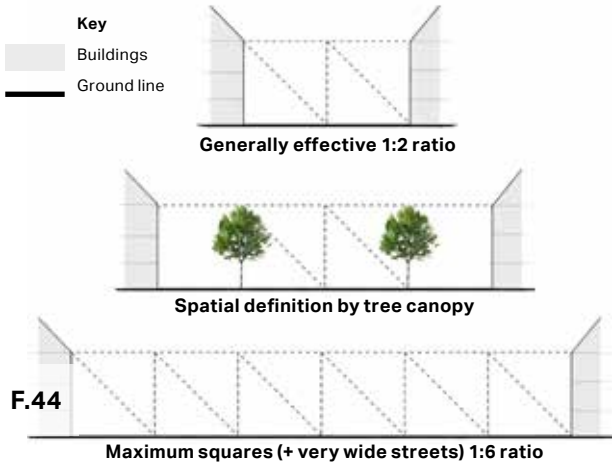


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Figure 44:
'Enclosure' is the relationship between the height of the buildings and the distance across the street or space between facing ones. A ratio of 1:2 (top) or 1:3 is generally appropriate for residential streets, with 1:6 (bottom) a general maximum for squares and very wide streets. Enclosure can be defined by trees instead of buildings (centre).

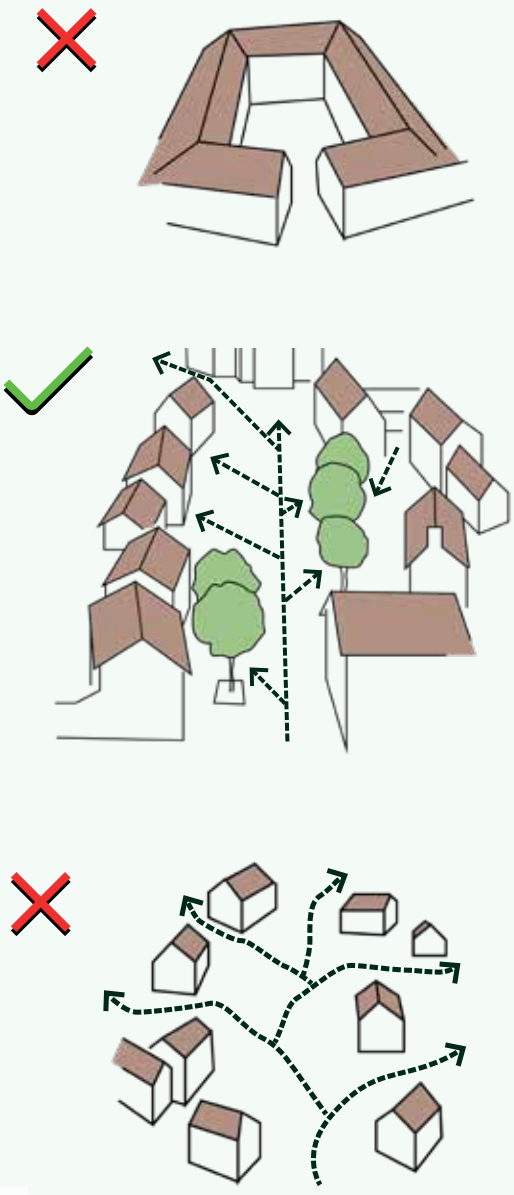

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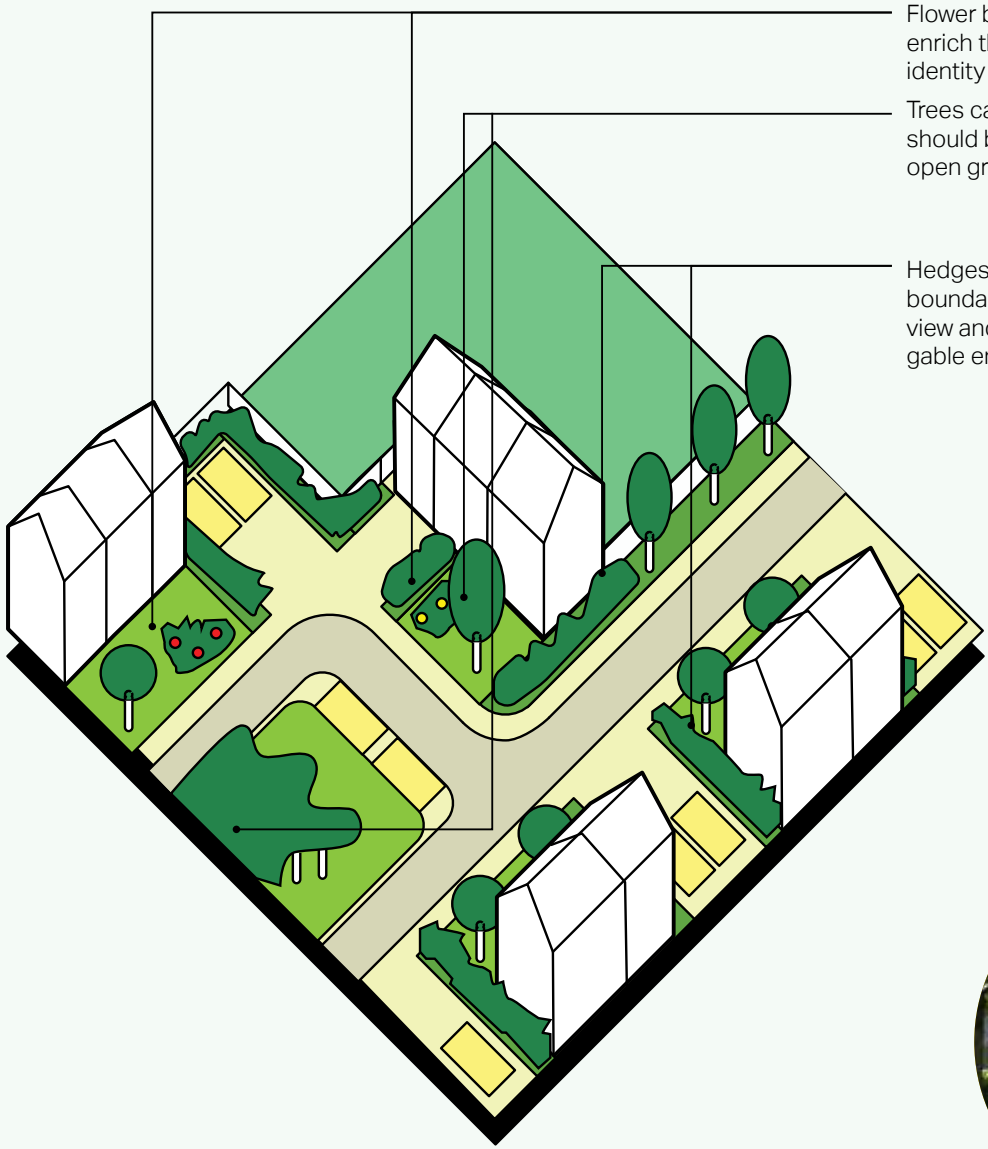
Figure 45:
Diagrams to illustrate different levels of enclosure within the built environment, with a balanced preference.

Built form

Street planting

- New street planting helps maintain visual consistency along the public realm. It is associated with better mental health and well-being by reducing stress, fewer heat islands, and providing protection from natural elements such as wind and rain.
- Flower beds, bushes and shrubs contribute to the livelihood of the streetscape. Normally planted within the curtilage boundary, ornamental species add interest and colour to their surroundings and become an identity and expressive feature of each dwelling.
- Hedgerows can be planted in front of bare boundary walls to ease their visual presence or they can be used to conceal on-plot car parking and driveways within curtilages.
- Trees can normally be used to mark reference points and as feature elements in the streetscape. When planted in intersections and key locations it can help with privacy whilst enhancing the wayfinding and distinctiveness of the area. These tend to be within property curtilages.
- Trees should also be present in any public open space, green or play area to generate environmental and wildlife benefits.
- Retained trees should be considered at the earliest design stage to ensure that any retained trees will be able to grow and mature in the future without outgrowing their surroundings.
- The success of tree planting is more likely to be achieved when it has been carefully planned to work in conjunction with all parts of the new development, parking, buildings, street lights etc.



Built form

Street lighting

For maximum benefit, the best use of artificial light is about getting the right light, in the right place and providing light at the right time. Lighting schemes can be costly and difficult to change, so getting the design right and setting appropriate conditions at the design stage is important. Some guidelines for street lighting are:

- Ensure that lighting schemes will not cause unacceptable levels of light pollution particularly in intrinsically dark areas. These can be areas very close to the countryside or where dark skies are enjoyed.
- Consider lighting schemes that could be turned off when not needed ('part-night lighting') to reduce any potential adverse effects.
- Impact on sensitive wildlife receptors throughout the year, or at particular times (e.g. on migration routes), is expected to be mitigated by the design of the lighting or by turning it off or down at sensitive times.
- The needs of particular individuals or groups should be considered where appropriate (e.g. the safety of pedestrians and cyclists). Schemes designed for those more likely to be older or visually impaired may require higher levels of light and enhanced contrast, together with more control, as the negative effects of glare also increase with age.
- Opportunities to integrate electric vehicle charging points with lighting columns should be sought to reduce street clutter - see Section 4.

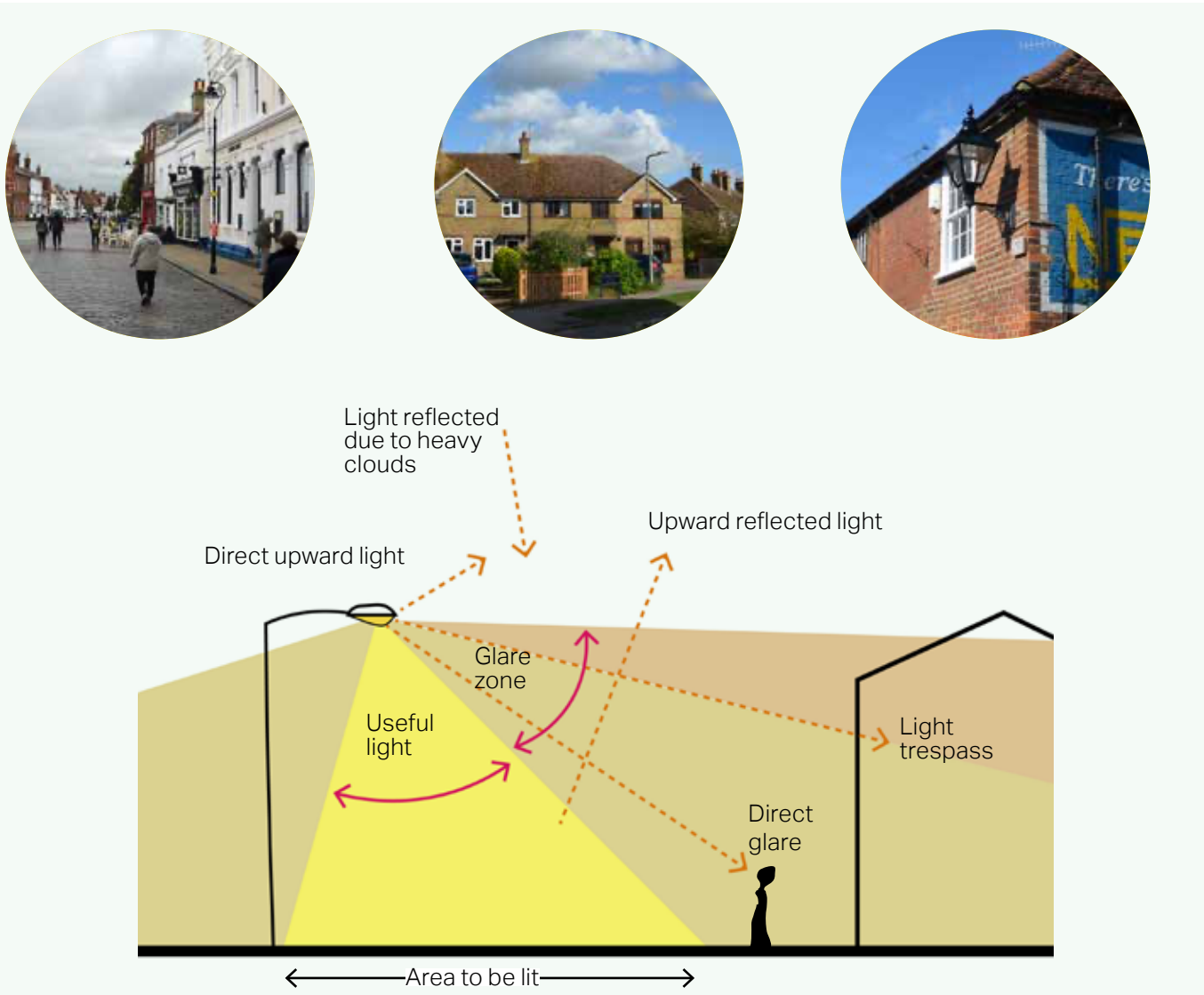


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Figure 46:
Diagram to illustrate the different components of light pollution and what 'good' lighting means.

Built form

Building lines / roofline

Creating a good variety in the roof line is a significant element of designing attractive places. There are certain elements that serve as guidelines in achieving a good variety of roofs:

- The scale of the roof should always be in proportion with the dimensions of the building itself;
- Monotonous repetitions of the same building elevations should be avoided, therefore subtle changes in roofline should be ensured during the design process;
- Traditional local roof materials, shapes, and detailing should be considered and implemented where possible in cases of new development; and
- Dormers can be used as a design element to add variety and interest to roofs. They should be proportional to the dimensions of the roof and façade, and their design should be coordinated with the materials and architectural style used on the rest of the elevation.

The design of the roofline should also respond to the topography of the site and its surroundings in relation to inward long-distance views. New developments should therefore avoid locating taller buildings on crests and aim to keep rooflines below the tree canopy. They should also avoid obstructing key views and landmarks such as church spires and clock towers.

Figure 47:
Details of a building with gable end stacks, wall dormers with curved pediments, and belvedere.

Figure 48:
Dynamic rooflines can be created by gentle variations in roof shapes, materials, and height as well chimney stacks.

Figure 49:
Rhythm can be introduced in the roofline of a row of terraced houses by alternating roof shapes and orientations.

Built form

Fenestration

- Fenestration on public/private spaces increase the natural surveillance and enhance the attractiveness of the place. Considerations for natural surveillance, interaction, and privacy must be carefully balanced.
- Corner buildings should incorporate windows on both primary and secondary façades. Long stretches of blank (windowless) walls must be avoided.
- Windows should be of sufficient size and number for abundant natural light.
- Site layout and building massing should ensure access to sunshine and avoid overshadowing neighbouring buildings. New developments should also maximise opportunities for long-distance views through a careful placement of windows.
- Consistent window styles and shapes should be used across a given façade to avoid visual clutter and dissonance. Varieties in window types, shapes, and details should however be encouraged across the same development.
- Within and near Conservation Areas, fenestration should reflect an understanding of locally distinctive features such as scale, proportions, rhythm, materials, ornamentation, and articulation. This should, however, not result in low-quality pastiche replicas.


F.50


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Figure 50:
Houses in the Conservation Area that have preserved the original window panelling and articulations.

Figure 51:
A building at the end of a row of houses with windows facing both sides of the corner.

Figure 52:
A recent development featuring elements to be avoided: disproportionately small windows and blank walls.

Built form

Servicing

With modern requirements for waste separation and recycling, the number and size of household bins has increased. This poses a problem with the aesthetics of the property. Therefore, the following guidelines are recommended:

- When dealing with waste storage, servicing arrangements and site conditions should be taken into account; in some cases waste management should be from the front of the building and in others, from the rear. It is recommended that bins are located away from areas used as amenity space.
- Create a specific enclosure of sufficient size for all the necessary bins.
- Bins should be placed as close to the dwelling's boundary and the public highway, such as against a wall, fence, or hedge, but not in a way as to obstruct the shared surface for pedestrian and vehicle movements.
- Place it within easy access from the street and, where possible, with the ability to open on the pavement side to ease retrieval.
- Refer to the materials palette to analyse what would be a complementary material.
- Add to the environmentally sustainable design by incorporating a green roof element to it.
- It could be combined with cycle storage.

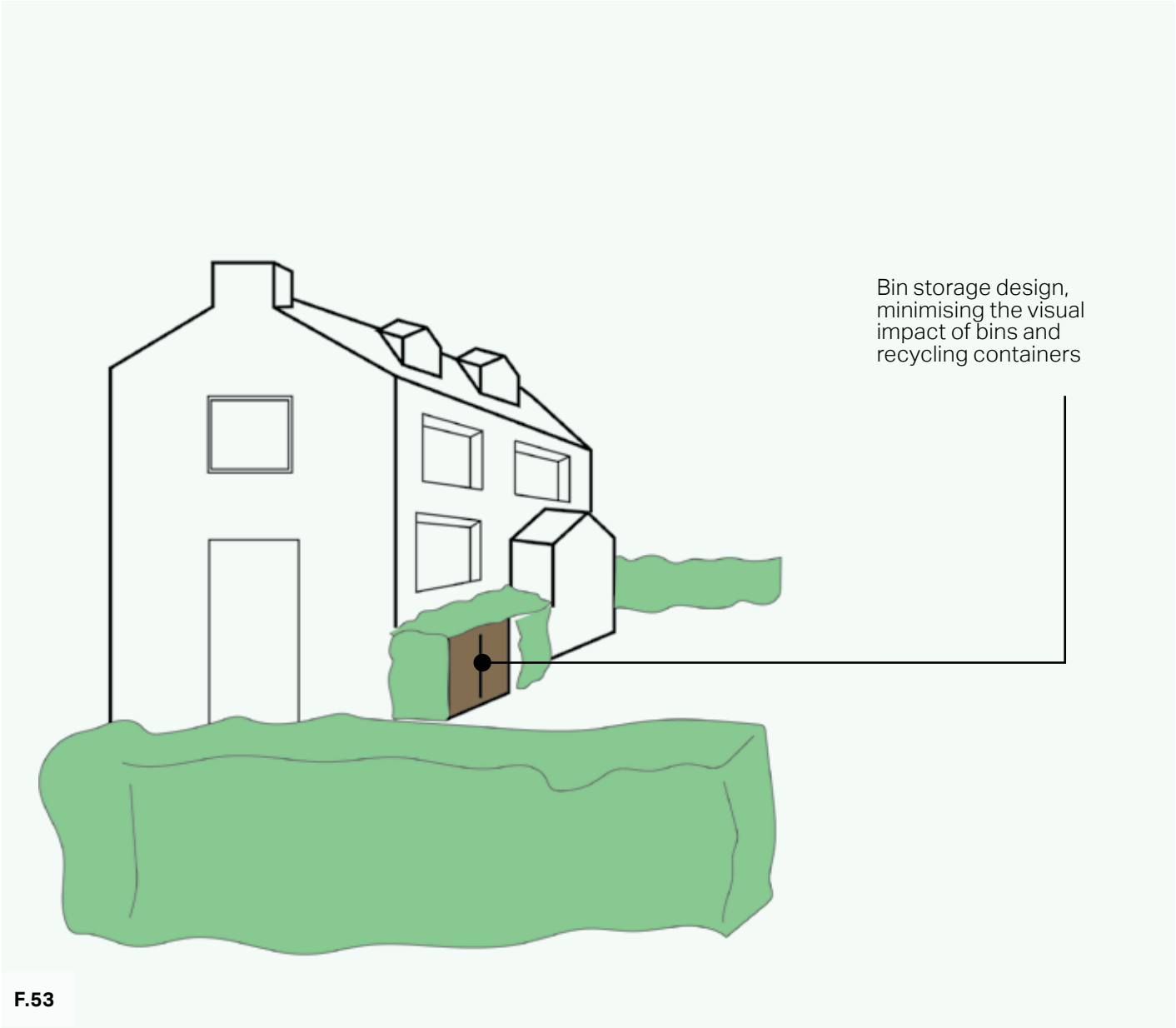

Figure 53:
Bin storage design solution.

Built form

Servicing

For developments of up to 3 flats individual bins should be used for waste collection. For developments of 3 or more flats communal bins should be used. The formula below should be used to estimate the storage space required for a centralised collection area:

Number of containers	**x**	**Footprint of each container**	**x**	**Manoeuvre factor***

*The manoeuvre factor allocates space required to move the containers inside the storage facility. A value of 2.00 to 2.25 is recommended.

The layout and design of communal bin storage facilities located in internal and/or external spaces and on the ground floor/basement of buildings should follows the following principles:

- The siting and design of bin storage areas should consider the impact of noise and smells on the occupiers of neighbouring properties, existing and proposed.
- Bin storage areas should be planned as an integral part of the design of the development. The enclosed area should be provided with appropriate drainage to assist cleaning. The storage area should be easily accessible to residents of all abilities and located within 10 m of the nearest kerbside or stopping point of the collection vehicle.
- Bin storage areas should be well lit and ventilated to promote responsible use of the bin store and ensure a clean environment is maintained.

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F.56

Figure 54: Indoor bin storage area in a residential building. Source: concertproperties.com

Figure 55: Outdoor timber bin storage solution. Source: bollardstreet.com

Figure 56: Outdoor timber bin storage solution. Source: corefabs.com

Built form

Materials

The materials and architectural detailing used throughout Faversham contribute to the historic character of the area and reflect the local vernacular. The materials used in proposed developments and renovations are of a high quality and reinforce local distinctiveness. Development proposals should demonstrate that the palette of materials has been selected based on an understanding of the surrounding built and natural environment.

In new developments and renovations, locally sourced bricks or bricks that match the buildings in the surrounding area would be the most appropriate. Particular attention should be given to the bonding pattern, size, colour, and texture of bricks.

This section includes examples of building materials that contribute to the local vernacular of Faversham and which could be used to inform future development.

Mellow red brick

Colour-washed plaster

Clay pantile roof

White-painted weatherboarding

Yellow render

Yellow brick

Gabled dormer

Half hip roof

Multi-pane sash window

Landscaped hedge

Slate roof

Hip dormer

Multi-pane casement window

Low brick boundary wall

Jettied first floor

Shed dormer

brick chimney stacks

Bay window

Built form

Paving

Paved areas
Paved areas are a major element within most developments, and their design has a significant impact on the overall appearance, quality and success of a scheme. Care must be taken when choosing the materials and when detailing paved areas as part of the overall design.

Materials should be robust, aesthetically attractive and with excellent weathering characteristics defining a sustainable and attractive place for residents and visitors. Surface water management should also be considered when designing paved areas. It is also important that where there are large development projects with more than one developer, these different developers adopt the same consistent palette of materials and designs.

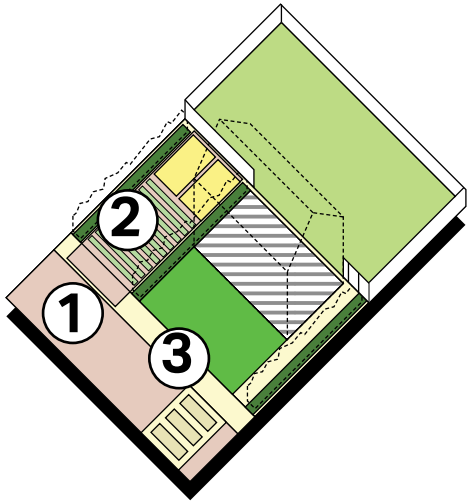
Road paving
Tarmac or block paving is generally recommended as road surface. In all cases, large unbroken areas of a particular surface material should be avoided, especially tarmac, and areas can be broken up successfully using materials of a similar colour but with different textures.

Pavements
High quality materials such as stone, brick or block paving can all constitute good options for pavements. Tarmac pavements are generally the most economical option but can generate monotony and make wayfinding more difficult, repairs patches create dissonant streetscapes. The laying pattern and materials used can make a significant contribution to the overall appearance, quality and success of a scheme. 45-degree herringbone patterns are less visually pleasing than other laying patterns such as random bond, broken bond, gauged width, and the European fan layout pattern.

Driveways
Permeable paving options can be successfully applied to driveways to maximise the accumulation effect of front garden greenery as a way to enhance the street landscape. Prioritise bigger portions of green within the pavement rather than a very granular paving pattern.

Pavements over driveways
Pavement patterns should prevail over the driveway access. To guarantee a coherent street and a continuous walkable path, parking kerbs should not invade the pedestrian pavement.

Crossings
Consider the use of traditional materials such as pebbles in setts to manage traffic speed and contribute to traffic calming.



ROAD PAVING

PAVEMENT OVER DRIVEWAY

FOOTWAY

3. STREET TYPOLOGY & CAR PARKING

Main access street

Residential street

Cul de sac street

Edge lane

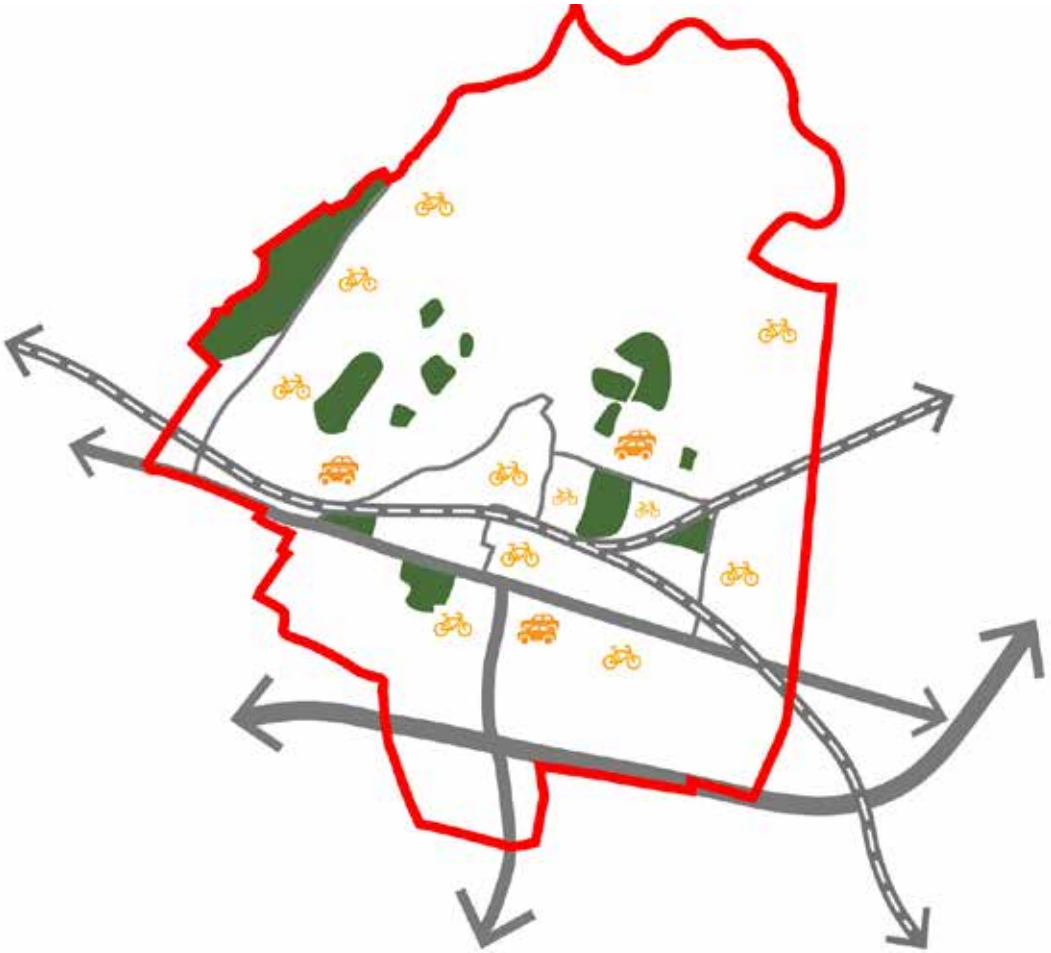
Pedestrian and cycle connectivity

Junctions and pedestrian crossings

Gateways and access features

Car parking solutions

Cycle parking solutions

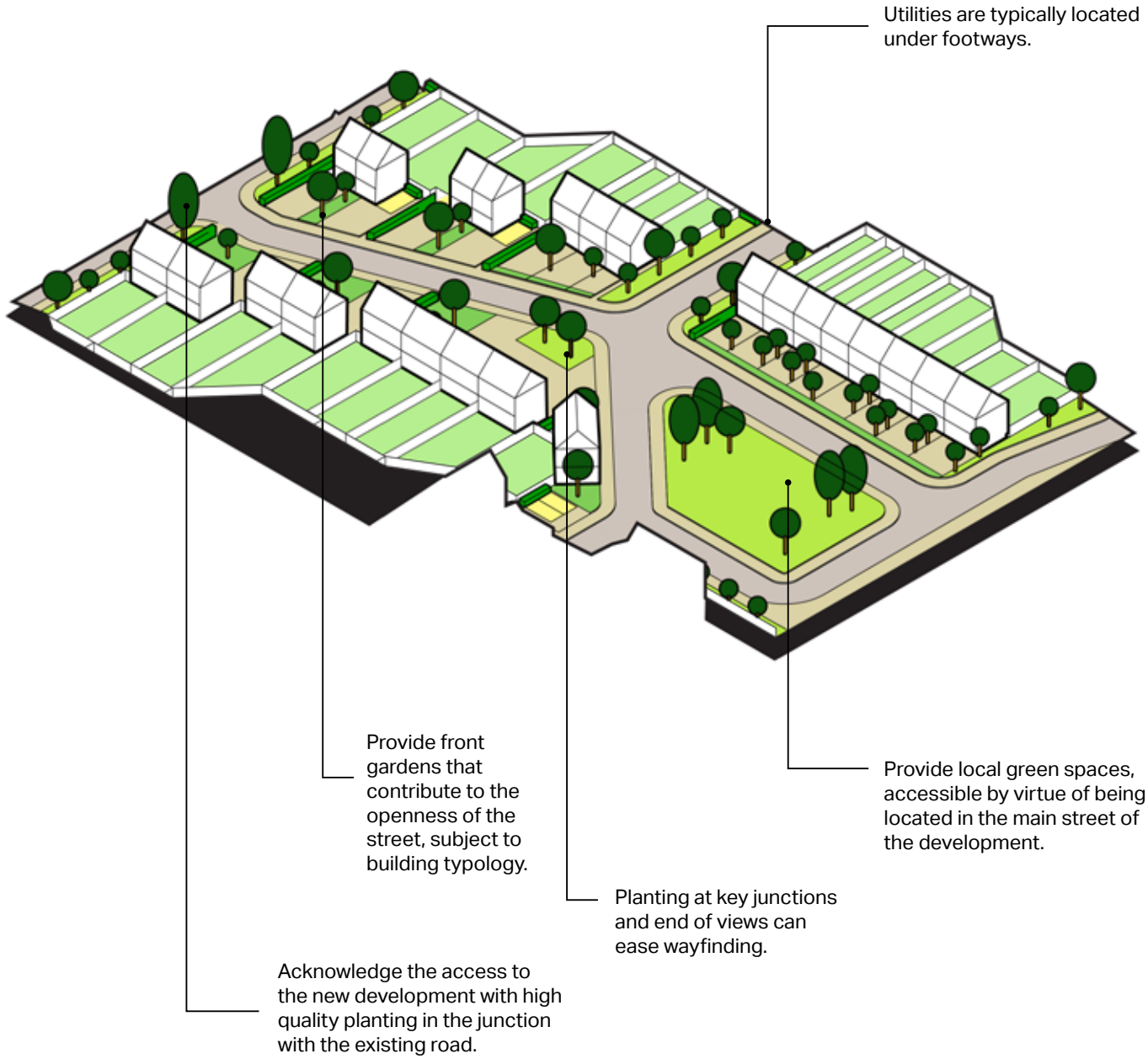


Street typology & car parking

Main access street

This street provides the main access spine of a new development and connects it to the rest of the settlement. Some design guidelines for this street typology are:

- No street needs a design speed of above 20mph.
- Provide front gardens and street planting along the main streets to contribute to the general feeling of openness in the area.
- Where possible, locate parking to the side of properties and consider using garages to mitigate the impact of cars on the streetscape.
- Main streets serve as accesses to the new developments. This role can be highlighted by providing planting on the junctions with existing roads. Buildings in the access and ending can have special features to provide interest to the main spine and to also be used as landmarks helping navigation.
- Planting on street corners, junctions, and at the end of vistas can help with wayfinding and serve as open spaces in their own right. Provide those local green spaces, that are made accessible by being on the main structuring spine of the development.
- Green verges and street trees should be integrated in the design, where possible, to create attractive neighbourhoods and provide shade to pedestrians.
- Where on-street parking is proposed, it should be interspersed with trees to avoid impeding moving traffic or pedestrians.
- Cycle lanes are encouraged on main street where they can be connected to an ongoing cycle route.



Street typology & car parking

The nominal dimensions on the section in this page are a guidance on the key elements and proportions to be provided on the main access street:

- Maximum building height is 2-2.5 storeys.
- Minimum width of pavements is 2m. An additional 2m is provided for street planting if required.
- Minimum width of front gardens is 4m. Tree planting is encouraged.
- Width of the carriageway is 6m with the option to also accommodate a cycle lane.

1. Shared carriageway (neighbourhood traffic). Traffic calming measures may be introduced at key locations if needed.
2. Footway - utilities typically located underneath.
3. Green verges and street trees.
4. Residential frontage with boundary hedges and front gardens.

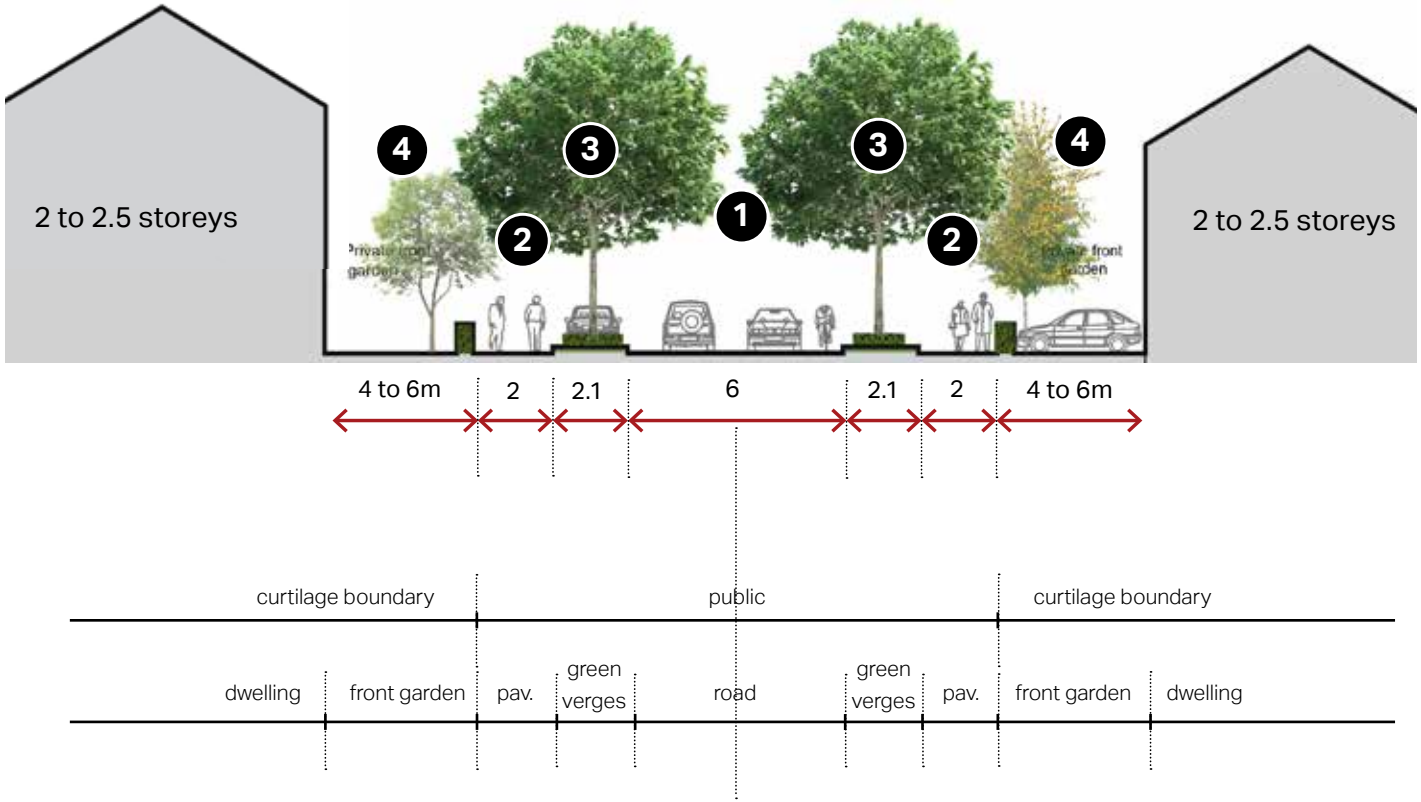
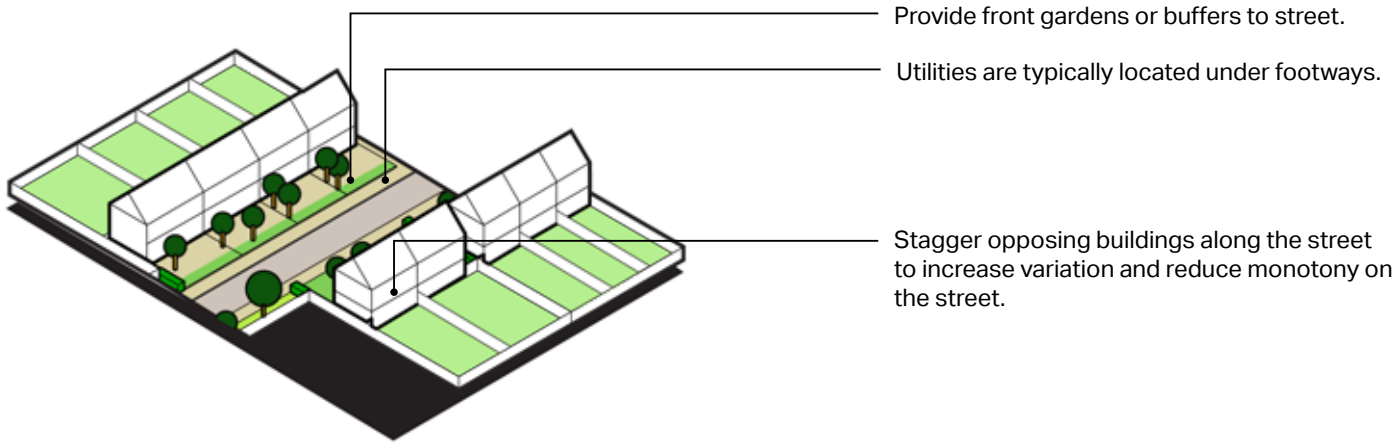


Figure 57:
Local examples of streets that share some similar qualities as the ones shown in the section.

Street typology & car parking

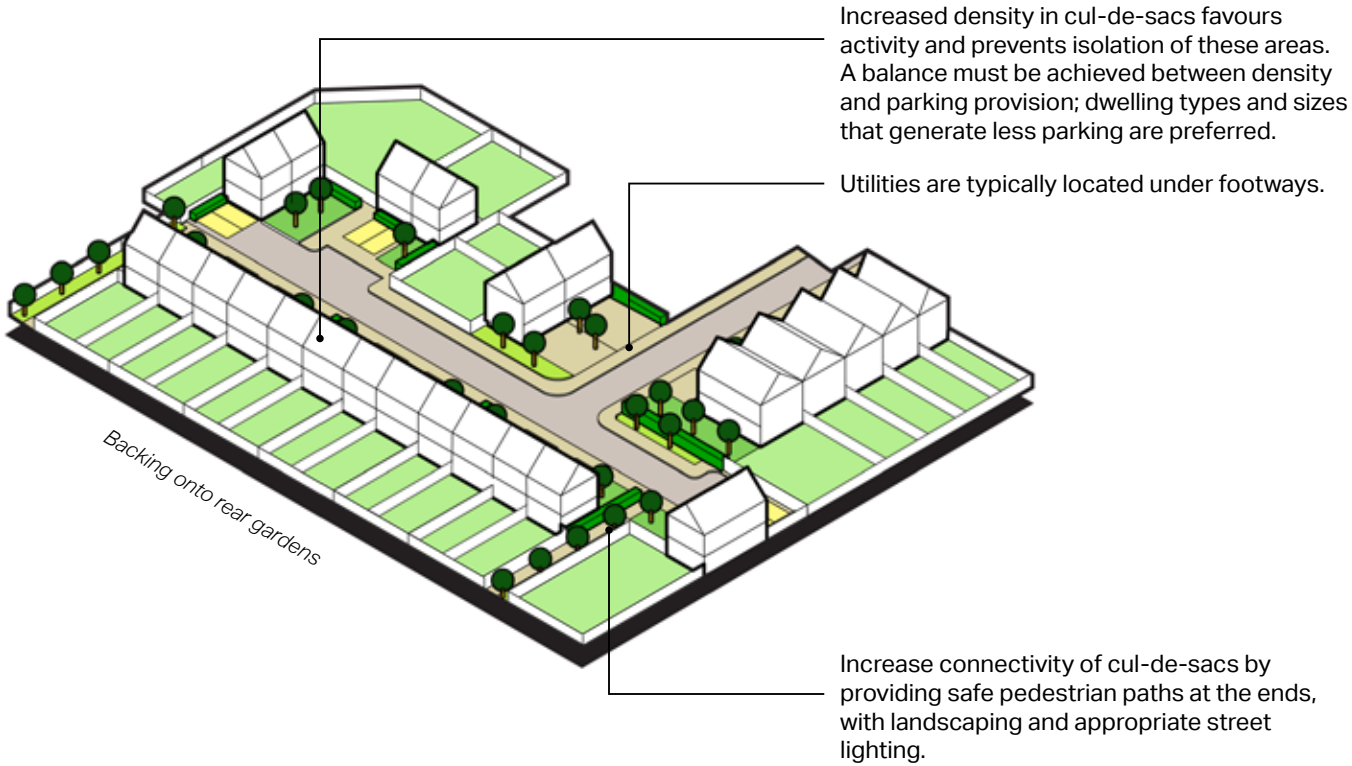
Residential street

- Residential streets have a strong residential character and provide direct access to residences from the main roads. They must be designed for low traffic volumes and low speed. They should include design elements that support lower speeds e.g. minimising corner kerb radius.
- Carriageways should accommodate two-way traffic and parking bays and should be designed for cyclists to mix safely with motor vehicles.
- Front gardens should be well-vegetated to create an attractive walking environment.
- Locate parking to the side of the property to mitigate the impact of cars on the streetscape, subject to building typology.



Cul-de-sac street

- It is generally acceptable to increase the density and decrease the spacing of buildings on cul-de-sacs to favour activity and prevent them from becoming isolated.
- Cul-de-sacs should have pedestrian paths that connect them to surrounding areas and increase their connectivity, with careful consideration given to the landscaping and lighting of these paths to increase their safety.
- It is generally advisable to back onto gardens of other properties. A side dwelling typology is suggested here as an alternative when properties back onto the open countryside. It provides distant views to the open land from the street.
- Parking should be placed in well overlooked areas, however it should not dominate the streetscape. A balance must be sought between achieving residential density and providing parking, for example by employing house types and sizes that generate less parking. In some instance, additional vehicles may also be stored remotely within a short distance from the homes that they serve. Garages separate from dwellings are not acceptable and neither are parking courtyards.



Street typology & car parking

The nominal dimensions on the section on this page serve as a guidance on the key elements and proportions to be provided on both residential and cul-de-sac streets.

- Maximum building height is 2-2.5 storeys.
- Minimum width of pavements is 2m. An additional 2m is provided for street planting if required.
- Minimum width of front gardens is 4m. Tree planting is encouraged.
- Width of the carriageway is 5m with the option to also accommodate cycle lane.

1. Shared carriageway (neighbourhood traffic). Traffic calming measures may be introduced at key locations if needed.
2. Footway.
3. Residential frontage with boundary hedges and front gardens.

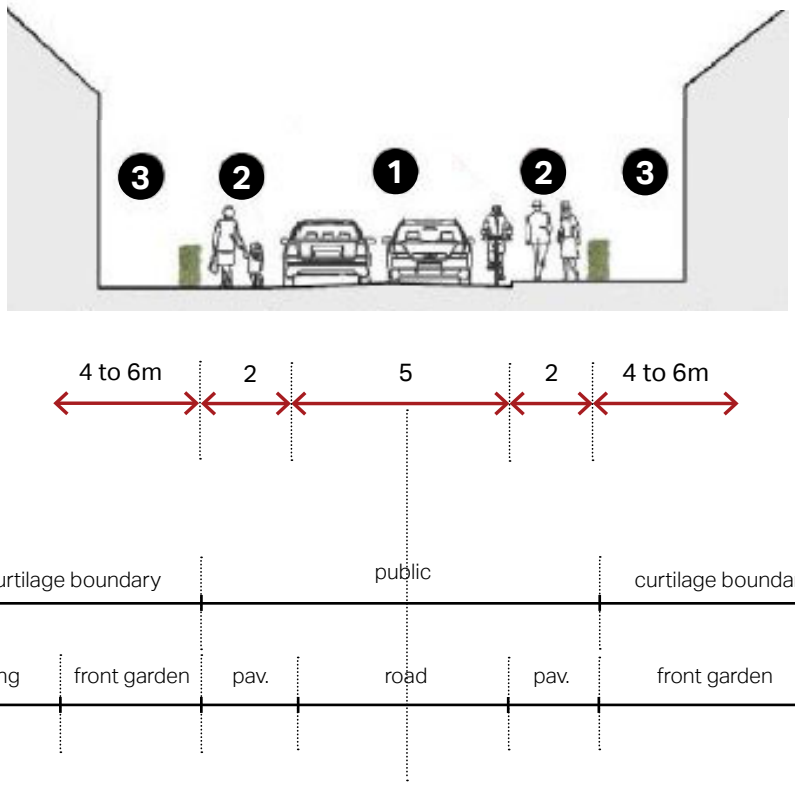
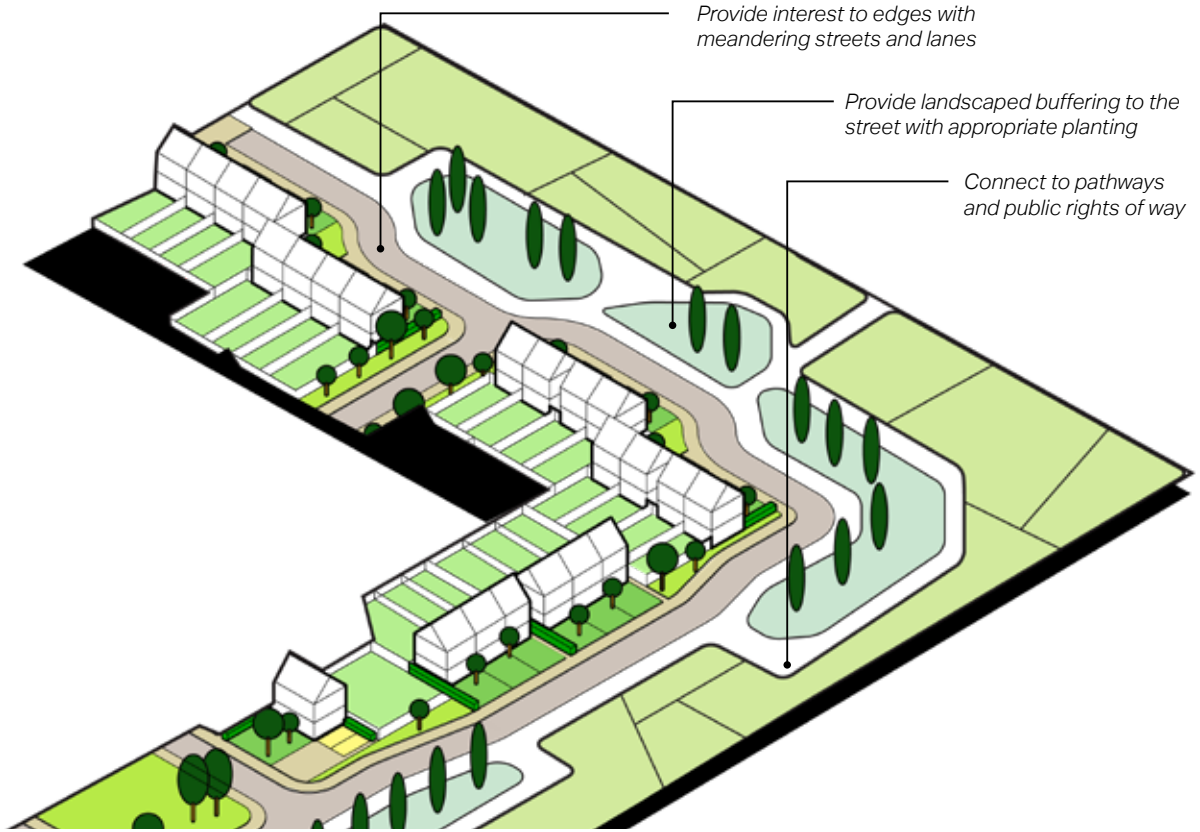


Figure 58:
Local examples of streets that share some similar qualities as the ones shown in the section.

Street typology & car parking

Edge lanes

- Edge lanes should be continuations providing a high level of connectivity and movement.
- Edge lanes are a suitable way of fronting the surrounding countryside making it accessible to most users.
- These streets can have gentle meandering, providing interest and evolving views while helping with orientation.
- Carefully consider landscaping as a buffer between development and the open countryside. The use of hedgerows where edge lanes face onto agricultural land is particularly encouraged. This buffer futureproofs the development against potential development that might front to the edge lane in the future.
- Connect the edge lane to paths and other public rights of way.
- Edge lanes must be low-speed roads that front houses with gardens on one side and a green space on the other. Carriageways typically consist of a single lane of traffic in either direction and could be shared with cyclists.
- The lane width can vary to discourage speeding and introduce a more informal and intimate character. Variations in paving materials and textures can be used instead of kerbs or road markings.
- Swales and rain gardens could also be added into the landscaping to address any flood issue.

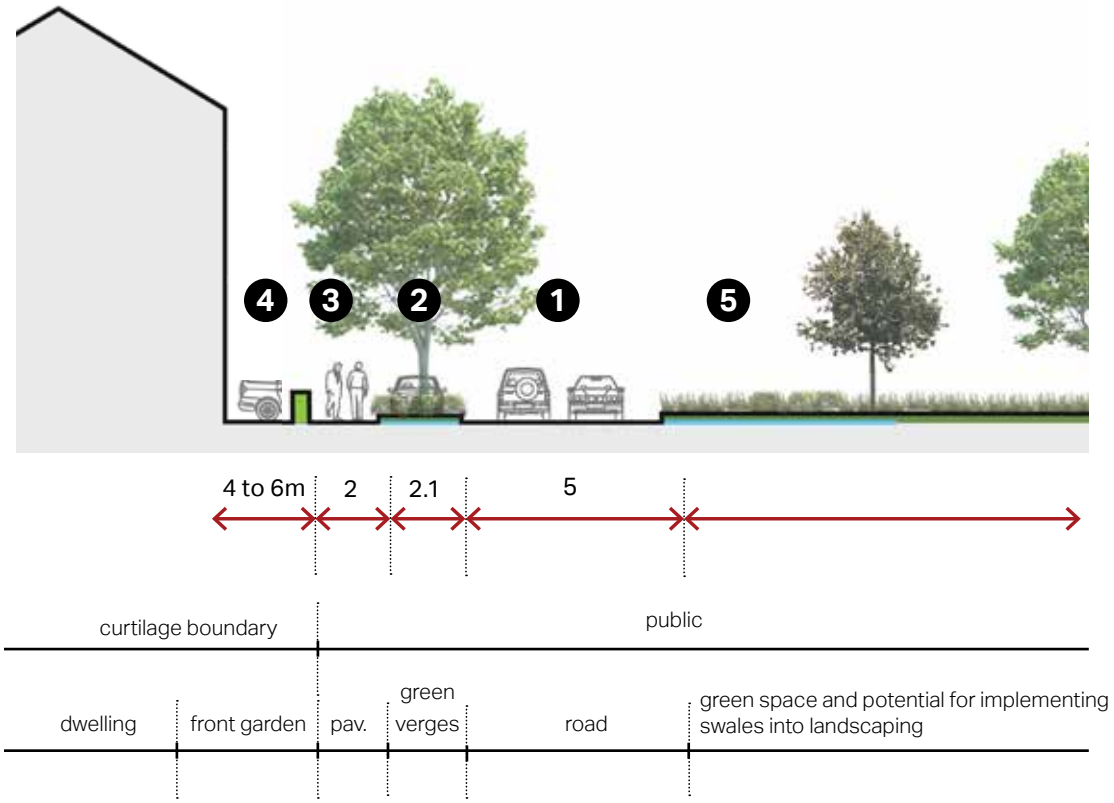


Street typology & car parking

The nominal dimensions on the sections in this page serve as a guidance on the key elements and proportions to be provided on the main access street.

- Maximum building height is 2-2.5 storeys.
- Minimum width of pavements is 2m. An additional 2m is provided for street planting if required.
- Preferred minimum width of front gardens is 6m, but 4-6m may be acceptable if well designed to allow more flexibility. Tree planting is encouraged.
- Minimum width of back gardens should be 10m.
- The buffer guarantees separation from the open countryside, and from potential new developments that might come forward beyond the boundary of the current site.

1. Shared lane (local access) - width to vary.
2. Green verge with trees. The latter are optional but would be positive additions. Parking bays to be interspersed with trees to avoid impeding moving traffic or pedestrians.
3. Footway.
4. Residential frontage with boundary hedges and front gardens.
5. Green space and potential for implementing swales into the landscaping.



Street typology & car parking

Pedestrian and cycle connectivity

A connected network of car-free or low-traffic routes provides a choice of different routes and allows foot and cycle traffic to be distributed more evenly rather than being concentrated along heavily trafficked roads. By encouraging walking and cycling, it promotes sustainable and healthy mobility.

- All newly developed areas must retain or provide safe, direct, and attractive pedestrian and cycle links between neighbouring roads and local facilities. Establishing a robust pedestrian and cycle network a) across any new development and b) among new and existing development, is key in achieving good levels of permeability among any part of the Parish.
- New developments, especially those located at or near settlement fringes, should seek to enhance or retain connectivity with the surrounding countryside and open spaces. Access must however be carefully balanced with the need to protect the local fauna and flora.
- Features such as pedestrian barriers or gated developments should be avoided unless justified on specific health and safety grounds. Footpaths framed by high fences should be avoided because they are unattractive and are perceived as unsafe due to low natural surveillance.
- Strategically placed signposts can assist pedestrians and cyclists with orientation and increase awareness of publicly accessible paths beyond the town. New signposts should however respect the historic character of the parish and avoid creating visual clutter.

Figure 59:
Temporary street closures, for example on Standard Quay, can encourage residents to connect with the waterfront.

Figure 60:
Mid-block pedestrian lanes such as Cross Lane (left) and Gatefield Passage (right) increase pedestrian connectivity in the town centre.

Street typology & car parking

Junctions and pedestrian crossings

- Crossing points that are safe, convenient, and accessible for pedestrians of all abilities must be placed at frequent intervals on pedestrian desire lines and at key nodes.
- Junctions must enable good visibility between vehicles and pedestrians. For this purpose, street furniture, tall trees, and parked cars must avoid obstructing sight lines. Junctions and crossing points may also be surfaced with distinct materials, colours, or textures as additional cues for drivers to be cautious.
- As most collisions happen at junctions, they must be designed to prioritise safety over speed or capacity. Tighter corners should be used to prevent vehicles from turning at high speed. The recent introduction of a 20-mph speed limit in most of the built-up area provides further opportunities to introduce traffic safety features such as raised tables and kerb extensions (see photo opposite) at junctions and crossings.
- Existing roads that border new developments must be retrofitted with additional crossings and safer junctions where required in order to increase accessibility and safety.
- Along low-traffic lanes and residential streets, crossing points can be more informal. For example, pedestrians may cross at any section of a street where the surface is shared between different users.
- To assist visually impaired pedestrians and guide dogs, tactile paving must be appropriately placed at crossings.

Figure 61:
The corner of Beckett Street and Napleton Road have traffic calming features in the form of planted kerb build-outs and a raised junction table to reduce vehicle speed.

Figure 62:
Example of a raised crossing across a main road in a new neighbourhood in Cambridge, with contrasting paving materials and space for low-level planting and street furniture.

Street typology & car parking

Gateways and access features

- Future design proposals should consider placing gateway elements to clearly mark the access or arrival to any potential developed sites. This is particularly important for developments at the edge of the settlements due to their location at the interface between the built-up area and the countryside.
- The sense of departure and arrival can often be achieved by a noticeable change in scale, enclosure, or road configuration. The gateway buildings or features should however reflect local character. For example, they must reflect the informal characters of the settlements in the Parish and reflect their architectural diversity.
- Besides building elements acting as gateways, high-quality landscaping features could be considered appropriate to fulfil the same role.
- It must be noted that gateway features should mainly be placed to mark a sense of arrival and departure and help with orientation, not to exclude non-residents either physically or symbolically. New developments should also be designed with an open and legible layout rather than an enclosed one.

F.63

F.64

Figure 63:
Gateway features for this new development on Whitstable Road include low brick walls, railings, low-level landscaping, and a tree.

Figure 64:
On the Mall, the formal alignment of terraced buildings and trees creates a gateway effect as one approaches the town centre from the south

Street typology & car parking

Car parking solutions

The demand for private cars still remains high, at the time of writing, and therefore car parking has to be carefully integrated into neighbourhoods. There is no single best approach to domestic car parking. A good mix of parking typologies should be deployed, depending on, and influenced by location, topography and market demand. The main types to be considered are shown on this page and the next one.

- Vehicle parking should be mainly provided on-site. In general, the approach to the provision of parking should be flexible not only with the types of parking solutions but also the use of parking spaces over time. For example, the use of off-site parking facilities may be adapted depending on the long-term evolution of parking demand to serve different mobility needs such as car clubs, scooters, or bicycle storage.
- Car parking design should be combined with landscaping to minimise the presence of vehicles. Parking areas and driveways should be designed to minimise impervious surfaces, for example through the use of permeable paving.
- For small pockets of housing a front or rear court is acceptable. For family homes, cars may be placed at the front or side of the property, however this parking typology should be minimised.
- When placing parking at the front, the area should be designed to minimise visual impact and to blend with the existing streetscape and materials. The aim is to keep a sense of enclosure and to break the potential of a continuous area of car parking in front of the dwellings by means of walls, hedging, planting, and use of differentiated quality paving materials.
- Cycle parking must be integrated into all new housing.
- A very useful website that helps define appropriate car parking solutions depending on the type of development is http://www.spacetopark.org/. This resource should be used as a design tool in new developments.

Figure 65:
Houses with side garage structures recessed from the main property line.

Figure 66:
On-plot front parking screened by hedges

Rear courtyard parking

Terraced housing is a prevalent typology in Faversham and should be considered in new development. However, the emerging issue is the challenge in meeting the parking requirements in the area. Rear parking is a car parking typology that could address this issue, apart from the option of on-street parking which will be also be presented in the following pages, as well as helping to maintain the continuity in the building façades. Some guidelines for rear parking are:

1. Rear parking courtyards must be overlooked by neighbouring properties.
2. Access to the parking courtyards should be through archways where possible to ensure the continuity of the street frontage. For the purposes of convenience and safety, more than one pedestrian access is preferred.
3. Car parking courtyards should be kept small in scale, limited up to maximum 8 cars, and they should have an easy access.
4. Public and private spaces should be very clearly defined to avoid confusion and necessary design mitigations should be applied for maximum safety such as gates or barriers.
5. Rear parking should use high-quality paving materials and incorporate greenery to decrease car dominance, however the latter should not impede natural surveillance. Opportunities to incorporate sustainable drainage solutions should be sought.

Figure 67:
Access to a rear parking courtyard in Faversham.

Figure 68:
Diagram to illustrate some principles for rear parking typology.

Parking in mews and lanes

Mews and lanes are designed for local vehicle access to the back of properties within residential blocks. Their layout should adapt to a variety of residential and parking typologies and should prioritise pedestrians and cyclists over cars. Vehicle parking in mews and lanes may employ a mix of parking solutions including car ports, sheltered garages, and on-street parking.

Some guidelines for mew and lane parking are:

1. Parking spaces in mews and lanes should be overlooked by neighbouring properties. This may take the form of dwelling units at the back of properties or over car ports.
2. Access to mews and lanes should be clearly marked with gateway features to encourage walking and cycling.
3. Variations in width may be introduced for self-enforcing traffic calming. In general, mews and land should be kept small in scale without impeding natural surveillance or access to service and emergency vehicles.
4. Public and private spaces should be clearly defined to avoid confusion and necessary design mitigations should be applied for maximum safety such as gates or barriers.
5. To encourage pedestrian access, mew and lanes should be well maintained and be paved with high-quality materials. They should also incorporate soft landscaping and sustainable drainage solutions where appropriate.

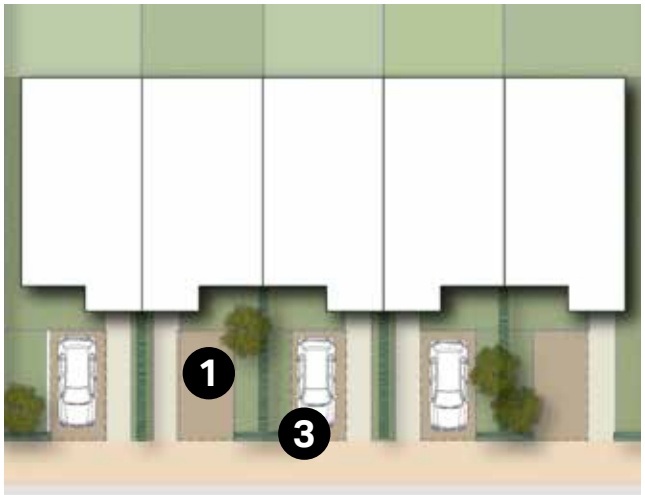
Figure 69:
A mew in Poundbury, Dorchester showing a diversity of parking solutions overlooked by residences.

Figure 70:
Diagram to illustrate some principles for mew and lane parking.

Street typology & car parking

On-plot side or on front parking

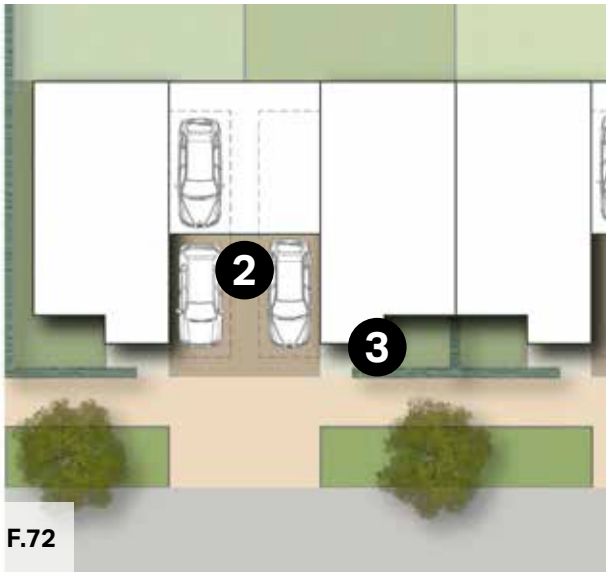
- On-plot end-on parking should be minimised due to the risk of creating a car-dominated streetscape. It may however be visually attractive when it is combined with high-quality and well-designed soft landscaping for screening. Front garden depth from pavement back must be sufficient for a large family car.
- Boundary treatment is the key element to help avoid a car-dominated character. This can be achieved by using elements such as hedges, trees, flower beds, low walls, and high-quality paving materials between the private and public space.
- Hard standing and driveways must be constructed from porous materials to minimise surface water run-off.



F.71


F.73

1. Front parking with part of the surface reserved for soft landscaping. Permeable pavement to be used whenever possible.
2. Side parking set back from the main building line. Permeable pavement to be used whenever possible.
3. Boundary hedges to screen vehicles and parking spaces.



F.72

Figure 71:
Illustrative diagram showing an indicative layout of on-plot front parking.

Figure 72:
Illustrative diagram showing an indicative layout of on-plot side parking.

Figure 73:
Local example of on-plot front parking in Faversham, at the expense of a front garden.

Street typology & car parking

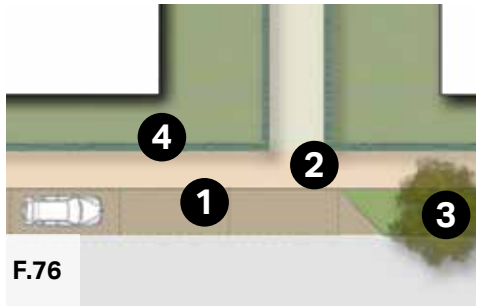
On-street parking

- The streetscape should not be dominated by continuous on-street parking spaces. Where possible, tree planting and other gaps between parking bays should be incorporated.
- On-street parking can be in parallel, perpendicular or echelon in relation with the traffic speed and the traffic volume.
- On-street parking must be designed to avoid impeding the flow of pedestrians, cyclists, and other vehicles. It can serve a useful informal traffic calming function by reducing the effective width of the carriageway and forcing drivers to pay attention to occupants emerging from their vehicles.
- Parking bays can be inset between kerb build outs or street trees. Kerb build outs between parking bays can shorten pedestrian crossing distances and can host street furniture or green infrastructure. They must be sufficiently wide to shelter the entire parking bay in order to avoid impeding traffic.
- On low-traffic residential streets or lanes that are shared between vehicles and pedestrians, parking bays can be clearly marked using changes in paving materials instead of markings but must be of a different level to the pedestrian way e.g. with a kerb. This will provide drivers with an indication of where to park.
- Opportunities must be created for new public car parking spaces to include electric vehicle charging points. Such provision must be located conveniently throughout the town and designed to minimise street clutter.

Figure 74:
Local example of on-street inset parking that shares some of the guidelines shown in diagram Figure 68.

Figure 75:
Local example of on-street perpendicular parking that shares some of the guidelines shown in diagram Figure 69.

1. On-street perpendicular parking bay.
2. Footway.
3. Tree planting used to define car parking spaces.
4. Boundary hedges.



1. On-street parking bay inset between kerb extensions.
2. Footway - additional green verge if street width permits.
3. Planted kerb extensions - width to be sufficient to fully shelter parking bay. Trees are optional but would be positive additions.
4. Boundary hedges.

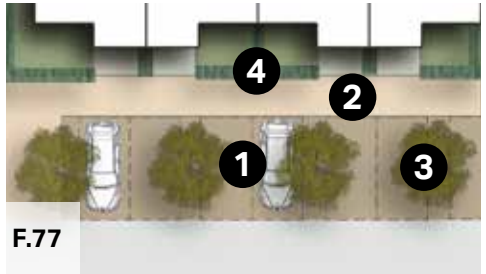


Figure 76:
Illustrative diagram showing an indicative layout of on-street inset parking.

Figure 77:
Illustrative diagram showing an indicative layout of on-street perpendicular parking.

Street typology & car parking

Cycle parking

A straightforward way to encourage cycling is to provide secured covered cycle parking within all new residential developments and publicly available cycle parking in the public realm.

Houses without garages

- For residential units, where there is no on-plot garage, covered and secured cycle parking should be provided within the domestic curtilage.
- Cycle storage must be provided at a convenient location with an easy access.
- When provided within the footprint of the dwelling or as a free-standing shed, cycle parking should be accessed by means of a door at least 900mm and the structure should be at least 2m deep.
- Parking should be secure, covered and it should be well integrated into the streetscape if it is allocated at the front of the house.
- The use of planting and smaller trees alongside cycle parking can be used to mitigate any visual impact on adjacent spaces or buildings.

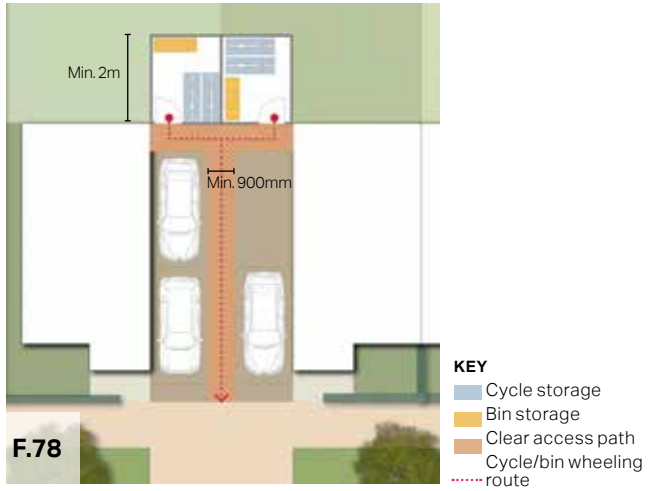
Houses with garages

- The minimum garage size should be 7mx3m to allow space for cycle storage.
- Where possible, cycle parking should be accessed from the front of the building either in a specially constructed enclosure or easily accessible garage.
- The design of any enclosure should integrate well with the surroundings.
- The bicycle must be removed easily without having to move the vehicle.

Public realm

New development should promote cycling by providing more cycle routes and monitor the condition of the existing ones.

- Bicycle stands in the public realm should be sited in locations that are convenient and that benefit from adequate natural surveillance. They should be placed in locations that do not impede pedestrian mobility or kerbside activities.
- The chosen materials must be appropriate to its surroundings and follow the dimensions as illustrated below.



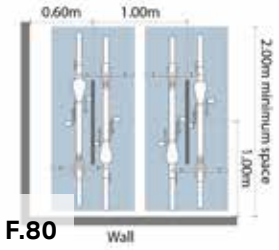


Figure 78:
Illustrative layout of a bicycle and bin storage area at the back of semi-detached properties.

Figure 79:
Illustrative layout of a garage with a cycle storage area.

Figure 80:
Sheffield cycle stands for visitors and cycle parking illustration.

4. ENVIRONMENT & ENERGY EFFICIENCY

Sustainable design

Renewable/low carbon energy

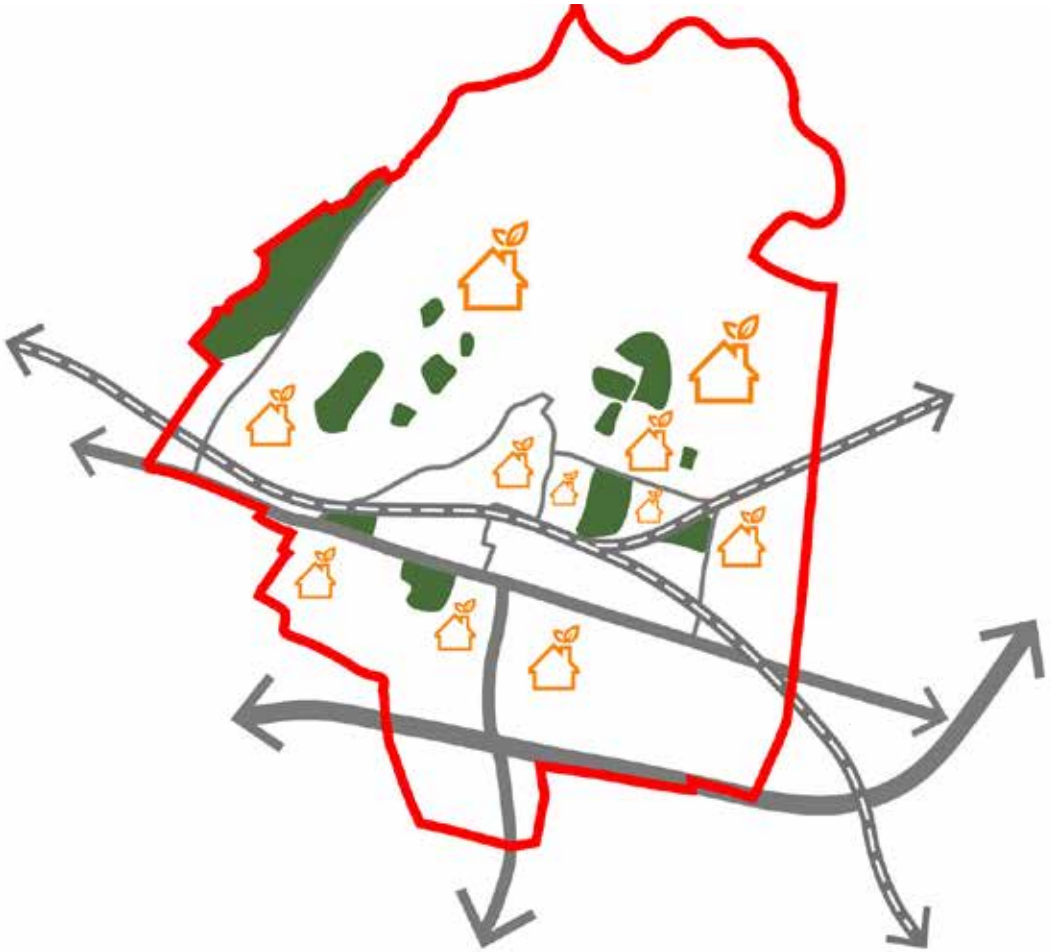
SuDs

Permeable pavements

Wildlife friendly environment

Storage and slow release

Electric car charging points



Environment & energy efficiency

Sustainable design

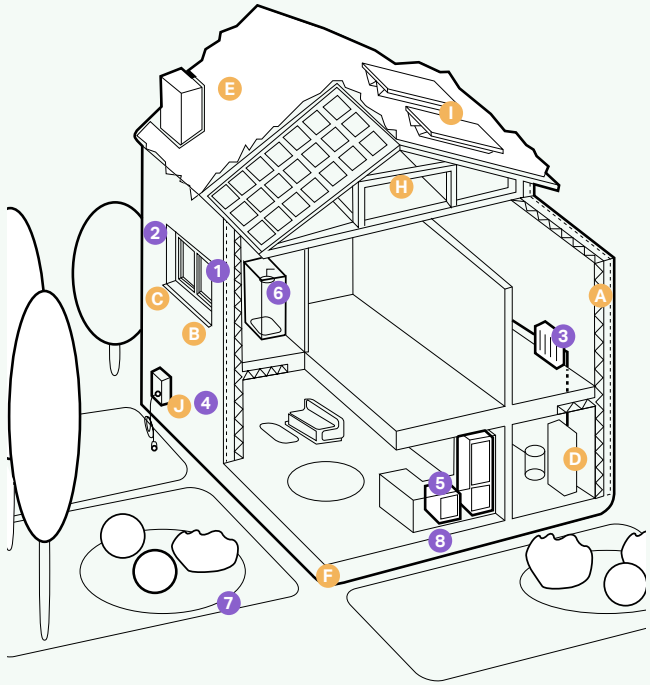
The following section elaborates on energy efficient technologies that could be incorporated in buildings.

The use of such principles and design tools is strongly encouraged to futureproof buildings and avoid the necessity of retrofitting.

Energy efficient or eco design combines all around energy efficient appliances and lighting with commercially available renewable energy systems, such as solar electricity and/or solar/ water heating.

Starting from the design stage there are strategies that can be incorporated to include technologies such as passive solar heating, cooling and energy efficient landscaping which are determined by local climate and site conditions.

The diagram opposite features an array of sustainable design features. Those on the left show the features that should be strongly encouraged in existing homes, while those on the right show additional features that new build homes should be encouraged to incorporate from the onset.



Existing homes

1. **Insulation** in lofts and walls (cavity and solid)
2. **Double or triple glazing with shading** (e.g. tinted window film, blinds, curtains and trees outside)
3. **Low- carbon heating** with heat pumps or connections to district heat network
4. **Draught proofing** of floors, windows and doors
5. **Highly energy-efficient appliances** (e.g. A++ and A+++ rating)
6. **Highly waste-efficient devices** with low-flow showers and taps, insulated tanks and hot water thermostats
7. **Green space (e.g. gardens and trees)** to help reduce the risks and impacts of flooding and overheating
8. **Flood resilience and resistance** with removable air back covers, relocated appliances (e.g. installing washing machines upstairs), treated wooden floors

Additional features for new build homes

- A **High levels of airtightness**
- B **Triple glazed windows and external shading** especially on south and west faces
- C **Low-carbon heating** and no new homes on the gas grid by 2025 at the latest
- D **More fresh air** with mechanical ventilation and heat recovery, and passive cooling
- E **Water management and cooling** more ambitious water efficiency standards, green roofs, rainwater harvesting and reflective walls
- F **Flood resilience and resistance** e.g. raised electrical, concrete floors and greening your garden
- G **Construction and site planning** timber frames, sustainable transport options (such as cycling)
- H **Solar panel**

F.81

Figure 81:
Diagram showing low-carbon homes in both existing and new build conditions.

Environment & energy efficiency

Renewable/low carbon energy

The use of renewable/low carbon energy solutions such as air and ground source heat pumps, district heating, and solar panels are strongly encouraged.

District heat networks may play an important role in the transition to low carbon energy. Centralised energy production systems are more efficient than individual heating systems and generate less carbon emissions.

The design and installation of solar panels should be done carefully considering potential implications within Conservations Areas. Preserving the character of the town should be a priority.

Some solutions of sensitive implementation of solar roof panels are suggested as follows:

On new builds:

- Design solar panel features from the start, forming part of the design concept. Some attractive options are solar shingles and photovoltaic slates; and
- Use the solar panels as a material in their own right.

On retrofits:

- Analyse the proportions of the building and roof surface in order to identify the best location and sizing of panels;
- Consider introducing other tile or slate colours to create a composition with the solar panel materials;
- Conversely, aim to introduce contrast and boldness with proportion. There has been increased interest in black panels due to their more attractive appearance. Black solar panels with black mounting systems and frames can be an appealing alternative to blue panels;
- Carefully consider the location of solar panels on buildings within the Conservation Area. It might be appropriate to introduce solar panels to areas of the building that are more concealed in order to preserve the character and appearance of the conservation area; and
- Solar panels can be added to listed buildings, but they need to be carefully sited and consent will be required.

Figure 82: Use of shingle-like solar panels on a slate roof, with the design and colour of the solar panels matching those of the adjacent slate tiles.

Environment & energy efficiency

SuDs

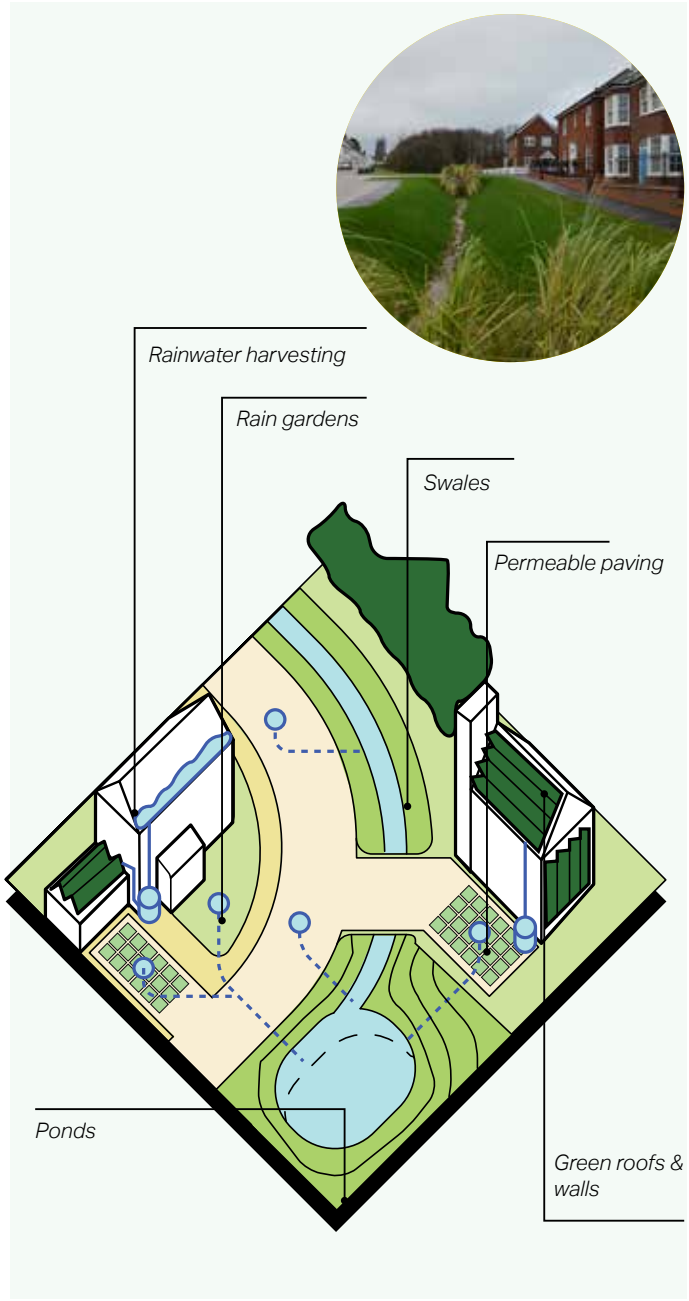
The term SuDS stands for Sustainable Drainage Systems. SuDS work by reducing the amount and rate at which surface water reaches a waterway or combined sewer system. Usually, the most sustainable option is collecting this water for reuse, for example in a water butt or rainwater harvesting system, as this has the added benefit of reducing pressure on important water sources.

Where reuse is not possible there are two alternative approaches using SuDS:

- Infiltration, which allows water to percolate into the ground and eventually restore groundwater.
- Attenuation and controlled release, which holds back the water and slowly releases it into the sewer network. Although the overall volume entering the sewer system is the same, the peak flow is reduced. This reduces the risk of sewers overflowing. Attenuation and controlled release options are suitable when either infiltration is not possible (for example where the water table is high or soils are clay) or where infiltration could be polluting (such as on contaminated sites).

The most effective type or design of SuDS would depend on site-specific conditions such as underlying ground conditions, infiltration rate, slope, or presence of ground contamination. A number of overarching principles can however be applied:

- Manage surface water as close to where it originates as possible.
- Reduce runoff rates by facilitating infiltration into the ground or by providing attenuation that stores water to help slow its flow down so that it does not overwhelm water courses or the sewer network.
- Improve water quality by filtering pollutants to help avoid environmental contamination.
- Form a 'SuDS train' of two or three different surface water management approaches.
- Integrate into development and improve amenity through early consideration in the development process and good design practices.
- SuDS are often as important in areas that are not directly in an area of flood risk themselves, as they can help reduce downstream flood risk by storing water upstream.
- Some of the most effective SuDS are vegetated, using natural processes to slow and clean the water whilst increasing the biodiversity value of the area.
- Best practice SuDS schemes link the water cycle to make the most efficient use of water resources by reusing surface water.
- SuDS must be designed sensitively to augment the landscape and provide biodiversity and amenity benefits.



Environment & energy efficiency

Permeable pavements

Most built-up areas, including roads and driveways, increase impervious surfaces and reduce the capacity of the ground to absorb runoff water. This in turn increases the risks of surface water flooding. Permeable pavements offer a solution to maintain soil permeability while performing the function of conventional paving. The choice of permeable paving units must be made depending on the local context; the units may take the form of unbound gravel, clay pavers, or stone setts.

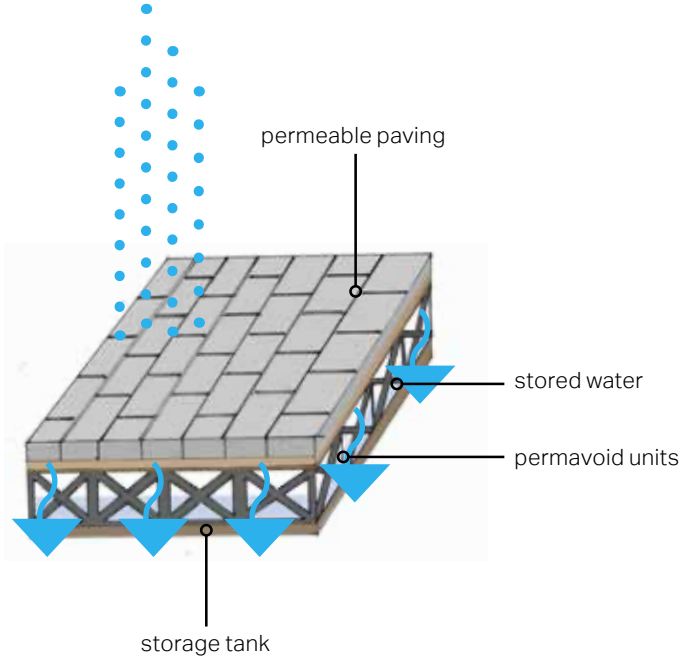
Permeable paving can be used where appropriate on footpaths, public squares, private access roads, driveways, and private areas within the individual development boundaries. In addition, permeable pavement must also conform with:

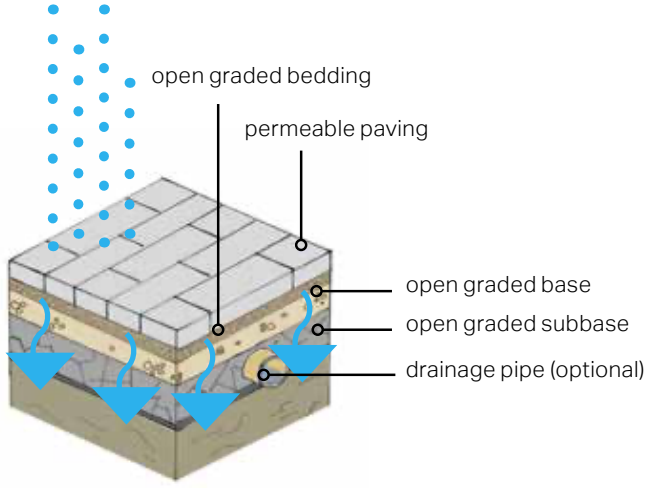
- Flood and Water Management Act 2010, Schedule 3.[1]
- The Building Regulations Part H – Drainage and Waste Disposal.[2]
- Town and Country Planning (General Permitted Development) (England) Order 2015.[3]

Regulations, standards, and guidelines relevant to permeable paving and sustainable drainage are listed below:

- Sustainable Drainage Systems - non-statutory technical standards for sustainable drainage systems.[4]
- The SuDS Manual (C753).[5]
- BS 8582:2013 Code of practice for surface water management for development sites.[6]
- BS 7533-13:2009 Pavements constructed with clay, natural stone or concrete pavers.[7]
- Guidance on the Permeable Surfacing of Front Gardens.[8]

Examples of soak away





[1] Great Britain (2010). Flood and Water Management Act, Schedule 3. Available at: http://www.legislation.gov.uk/ukpga/2010/29/schedule/3

[2] Great Britain (2010). The Building Regulations Part H – Drainage and Waste Disposal. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/442889/BR_PDF_AD_H_2015.pdf

[3] Great Britain (2015). Town and Country Planning (General Permitted Development) (England) Order 2015. Available at: http://www.legislation.gov.uk/uksi/2015/596/pdfs/uksi_20150596_en.pdf

[4] Great Britain. Department for Environment, Food and Rural Affairs (2015). Sustainable drainage systems – non-statutory technical standards for sustainable drainage systems. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/415773/sustainable-drainage-technical-standards.pdf

[5] CIRIA (2015). The SuDS Manual (C753).

[6] British Standards Institution (2013). BS 8582:2013 Code of practice for surface water management for development sites. Available at: https://shop.bsigroup.com/ProductDetail/?pid=000000000030253266

[7] British Standards Institution (2009). BS 7533-13:2009 Pavements constructed with clay, natural stone or concrete pavers. Available at: https://shop.bsigroup.com/ProductDetail/?pid=000000000030159352

[8] Great Britain. Ministry of Housing, Communities & Local Government (2008). Guidance on the Permeable Surfacing of Front Gardens. Available at:https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/7728/pavingfrontgardens.pdf

Environment & energy efficiency

Wildlife friendly environment

- Biodiversity and woodlands should be protected and enhanced. Hedges, trees, road verges along roads as well as natural tree buffers should be protected when planning for new developments.
- Abrupt edges to development with little vegetation or landscape on the edge of the settlement must be avoided and, instead, comprehensive landscape buffering should be designed.
- New developments and building extensions should aim to strengthen biodiversity and the natural environment.
- Garden fences should have holes in for hedgehogs and other small foraging animals.
- Ensure habitats are buffered. Widths of buffer zones should be wide enough and based on specific ecological function.
- New development proposals should include the creation of new habitats and wildlife corridors. This could be done by aligning back and front gardens or installing bird boxes or bricks in walls. Wildlife corridors should be included to enable wildlife to travel to and from foraging areas and their dwelling areas.
- New developments should seek to include appropriately designed footpaths and cycle paths as potential corridors to surrounding countryside for wildlife as well as people.


F.83


F.84

Figure 83: Example of a bughouse located in an outdoor playground facility.

Figure 84: Example of a structure used as a frog habitat corridor located in an outdoor green space.

Environment & Energy efficiency

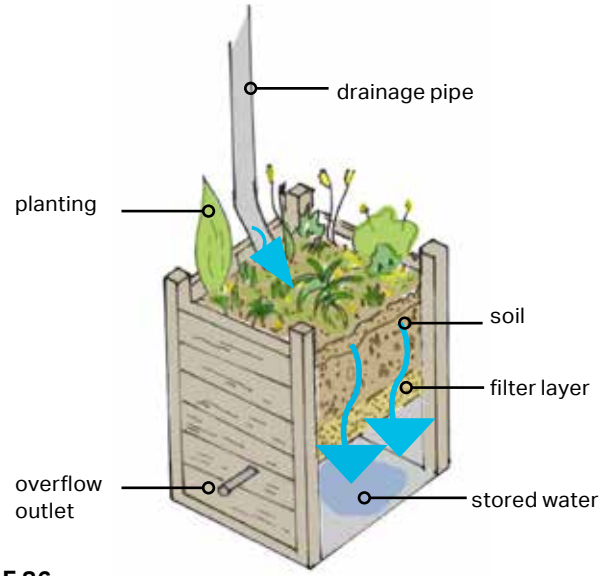
Storage and slow release

Rainwater harvesting refers to the systems allowing the capture and storage of rainwater as well as those enabling the reuse in-site of grey water to reduce use of mains water, for example for flushing toilets, washing laundry, or watering gardens. The capture and reuse of grey water should form an integral part of house design. Simple storage solutions, such as water butts, can be used. There has to be some headroom within the storage solution. If water is not reused, a slow release valve allows water from the storage to trickle out, recreating capacity for future rainfall events. New digital technologies that predict rainfall events can enable stored water to be released when the sewer has greatest capacity to accept it. In addition, some space should be also reserved for composters in order to encourage home composting.

These systems involve pipes and storage devices that could be unsightly if added without an integral vision for design. Therefore, some design recommendation are to:

- Conceal tanks by cladding them in complementary materials.
- Use attractive materials or finishing for pipes.
- Combine planters with water capture systems.
- Underground tanks.
- Utilise water bodies for storage.

F.85



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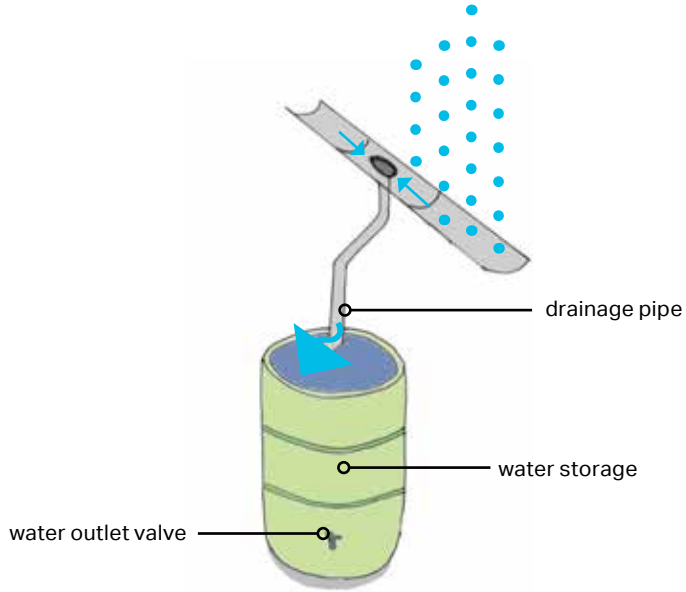

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Figure 85: Examples of water butts used for rainwater harvesting.

Figure 86: Diagram illustrating the functioning of stormwater planter.

Figure 87: Diagram illustrating the functioning of water butt.

Environment & Energy efficiency

Electric vehicle charging points

On-street car parking

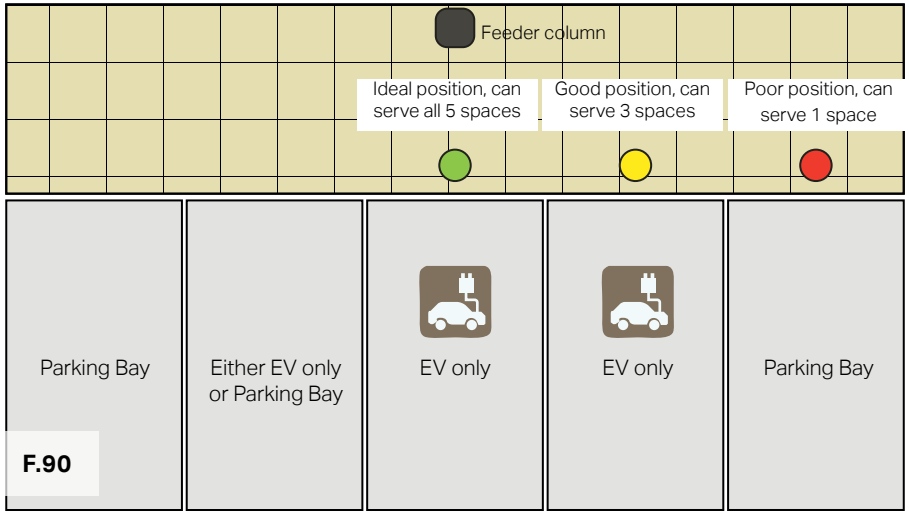
- Car charging points should be provided when on-street parking is suggested, always adjacent with public open space.
- Where charging points are located on the footpath a clear footway width of 1.5m is required next to the charging point, for a wheelchair user and a pedestrian to pass side-by-side.
- The layout of the parking bays in a car park should maximise the ease of the use of the charging point. Charging points should never be placed in such a way that forces drivers to park on the pavement or across spaces for cables to reach the charging point from the vehicle.
- Charging points should be placed so they can serve as many vehicles as possible. While vehicles should leave once they are charged, user experience and access to the charging point will be improved if the layout is designed to be as flexible as possible. This helps to overcome issues associated with charged vehicles or petrol or diesel vehicles blocking dedicated EV spaces. This can make the charging point unusable for others if the charging cables cannot reach other spaces. In general, EVs can use charging points within five meters as most charging cables are roughly 4-8 metres long.

Off-street car parking

- Mounted charging points and associated services should be integrated into the design of new developments, if possible each house that provides off-street parking. Avoid cluttering elevations, especially main façades and front elevations.

F.88

F.89



F.90

Figure 88: Off-street mounted car charging points.

Figure 89: On-street free-standing car charging point.

Figure 90: How the placing of on-street charging points and dedicated EV bays can restrict or maximise access.

General questions to ask and issues to consider when presented with a development proposal

Because the design guidelines and codes in this chapter cannot cover all design eventualities, this section provides a number of questions based on established good practice against which the design proposal should be evaluated. The aim is to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has taken into account the context and provided an adequate design solution.

As a first step there are a number of ideas or principles that should be present in all proposals. These are listed under "General design guidelines for new development." Following these ideas and principles, a number of questions are listed for more specific topics.

1

General design guidelines for new development:

- Integrate with existing paths, streets, circulation networks and patterns of activity;
- Reinforce or enhance the established settlement character of streets, greens, and other spaces;
- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;
- Relate well to local topography and landscape features, including prominent ridge lines and long-distance views;
- Reflect, respect, and reinforce local architecture and historic distinctiveness;
- Retain and incorporate important existing features into the development;
- Respect surrounding buildings in terms of scale, height, form and massing;
- Adopt contextually appropriate materials and details;
- Provide adequate open space for the development in terms of both quantity and quality;
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;

1 (continued)

- Positively integrate energy efficient technologies;
- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and
- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and finally incorporate renewable energy sources.

2

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

3

Local green spaces, views and character:

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?
- Does the proposal maintain or enhance any identified views or views in general?
- How does the proposal affect the trees on or adjacent to the site?
- Can trees be used to provide natural shading from unwanted solar gain? i.e. deciduous trees can limit solar gains in summer, while maximising them in winter.
- Has the proposal been considered within its wider physical context?
- Has the impact on the landscape quality of the area been taken into account?
- In rural locations, has the impact of the development on the tranquillity of the area been fully considered?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?
- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?
- Is there opportunity to increase the local area biodiversity?
- Can green space be used for natural flood prevention e.g. permeable landscaping, swales etc.?
- Can water bodies be used to provide evaporative cooling?
- Is there space to consider a ground source heat pump array, either horizontal ground loop or borehole (if excavation is required)?

4

Gateway and access features:

- What is the arrival point, how is it designed?
- Does the proposal maintain or enhance the existing gaps between settlements?
- Does the proposal affect or change the setting of a listed building or listed landscape?
- Is the landscaping to be hard or soft?

5

Buildings layout and grouping

- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?
- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles, with, for example, one of the main glazed elevations within 30° due south, whilst also minimising overheating risk?
- Can buildings with complementary energy profiles be clustered together such that a communal low carbon energy source could be used to supply multiple buildings that might require energy at different times of day or night? This is to reduce peak loads. And/or can waste heat from one building be extracted to provide cooling to that building as well as heat to another building?

6

Building line and boundary treatment

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Has the appropriateness of the boundary treatments been considered in the context of the site?

7

Building heights and roofline

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a higher than average building(s) is proposed, what would be the reason for making the development higher?
- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?
- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

8

Household extensions

- Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing impact?
- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
- Do the proposed materials match those of the existing dwelling?
- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?

8 (continued)

- Are there any proposed dormer roof extensions set within the roof slope?
- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?
- Does the extension offer the opportunity to retrofit energy efficiency measures to the existing building?
- Can any materials be re-used in situ to reduce waste and embodied carbon?

9

Building materials and surface treatment

- What is the distinctive material in the area?
- Does the proposed material harmonise with the local materials?
- Does the proposal use high-quality materials?
- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?
- Does the new proposed materials respect or enhance the existing area or adversely change its character?
- Are recycled materials, or those with high recycled content proposed?
- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.
- Can the proposed materials be locally and/or responsibly sourced? E.g. FSC timber, or certified under BES 6001, ISO 14001 Environmental Management Systems?

10

Car parking

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?
- Have the needs of wheelchair users been considered?
- Can electric vehicle charging points be provided?
- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?
- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?

11

Architectural details and design

- If the proposal is within a Conservation Area, how are the characteristics reflected in the design?
- Does the proposal harmonise with the adjacent properties?
- This means that it follows the height massing and general proportions of adjacent buildings and how it takes cues from materials and other physical characteristics.
- Does the proposal maintain or enhance the existing landscape features?
- Has the local architectural character and precedent been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?
- Is it possible to incorporate passive environmental design features such as larger roof overhangs, deeper window reveals and/or external louvres/shutters to provide shading in hotter months?
- Can the building designs utilise thermal mass to minimise heat transfer and provide free cooling?
- Can any external structures such as balconies be fixed to the outside of the building, as opposed to cantilevering through the building fabric to reduce thermal bridge?

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