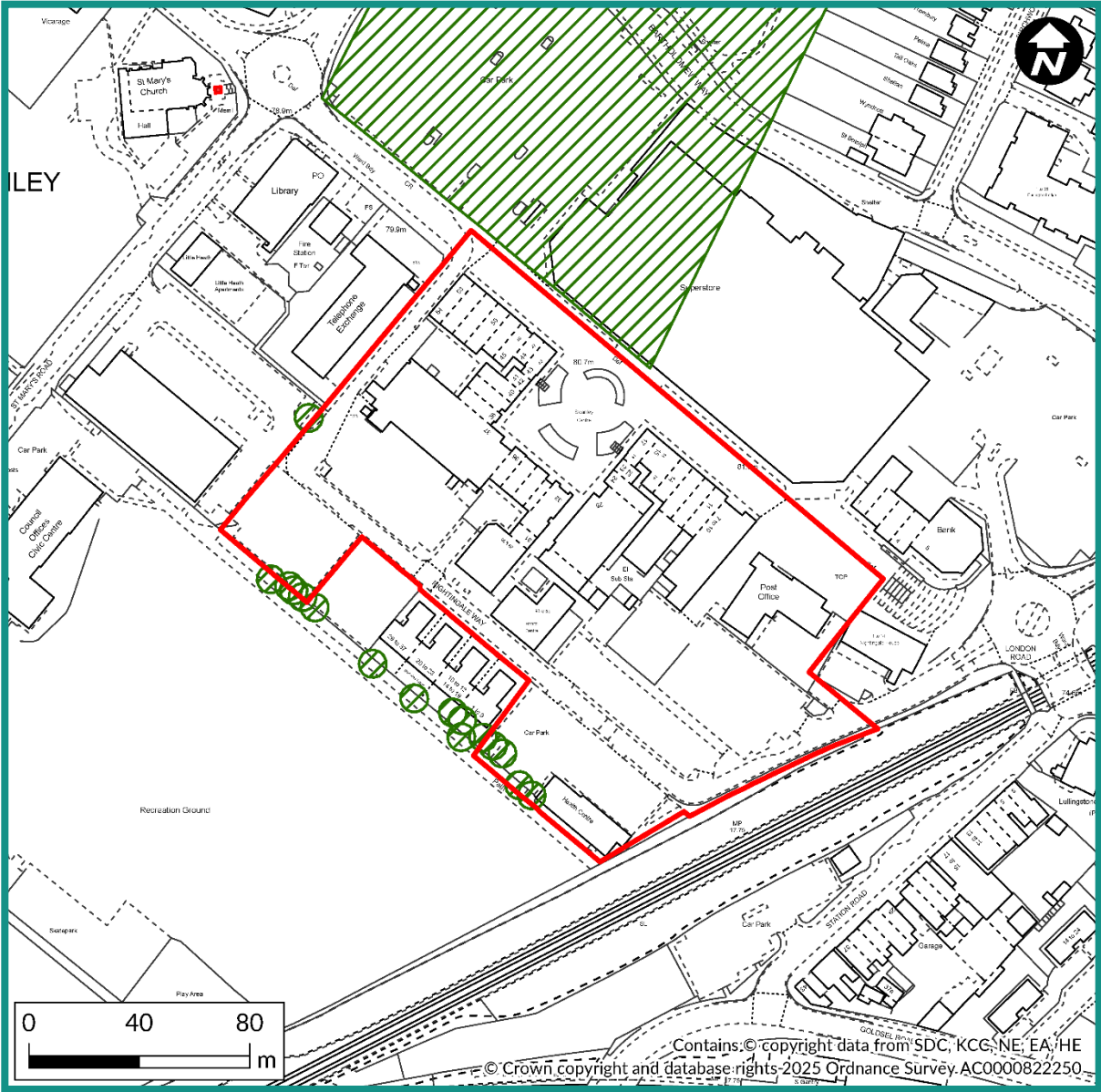


DEVELOPMENT BRIEF – SWANLEY CENTRE

Reference	Settlement	Address
SWAN10	Swanley	Swanley Centre



Introduction

The Council has prepared development briefs to provide detailed guidance on how a specific site should be developed. Development briefs help ensure that proposals for a site are well thought out, align with strategic planning goals, and respond to local needs and constraints. They are used to guide developers, inform planning applications, and support community engagement.

Development Brief Objectives:

- Promote the delivery of design excellence;
- Support an efficient planning process for both applicants and the Council by outlining the Council's requirements for the sites at an early stage; and
- Provide stakeholders, developers and the local community with the opportunity to input into the development vision through consultations.

For this 2025 Regulation 18 consultation, draft development briefs have been prepared for certain sites which are considered potential allocations for development, as listed in Chapter 01, Policy ST2 Housing And Mixed-Use Site Allocations within the Local Plan document. The sites for which development briefs have been produced have either featured within previous Local Plan consultations or have the potential for significant positive impact due to their scale. Further development briefs will be produced for the next Regulation 19 consultation planned for Summer 2026.

These are draft briefs which will be subject to change following responses from this consultation and ongoing work towards the emerging Local Plan. The final development briefs will be adopted as part of the Local Plan.

Policy Context

High quality design is central to the delivery of the strategic objectives in this plan. All development is expected to prioritise design quality and adhere to the relevant Design Policies outlined in Chapter 5 of the Local Plan document. The development briefs provide additional and more specific policy and place-based guidance for allocated sites. They identify important overarching design principles which ensure successful development will be delivered.

They form a starting point for shaping development on sites and will be developed in detail through the planning and design process, informed by community engagement, the Community Review Panel and the Design Advisory Panel where relevant.

Once adopted, the brief becomes a material consideration in determining any future planning application relating to all or part of the site and proposals will be expected to demonstrate accordance with the development brief for that site. Where a proposal does not wholly comply with the development brief, the applicant must provide a clear and robust justification within the application, demonstrating how the alternative approach still achieves the overarching design and policy principles and provides significant benefits to the development.

The development brief should be read alongside the emerging Local Plan and all relevant Local Plan policies applicable to the site and type of development remain in force.

Development Brief Content

The content and headings used throughout the development briefs are explained below.

Reference

This is the code used by the Council to identify the site.

Proposed Use

This outlines the use(s) proposed for the site, such as residential or commercial.

Proposed Net Density Range

This describes the proposed density range for the site, based on Policy H7 Housing Density and Intensification detailed within Chapter 2 of the Local Plan document, as well as site specific considerations such as surrounding local character. This relates to the number of dwellings per hectare that should be achieved. Densities should be measured in relation to the developable area which includes:

- Private and communal open space;
- Internal streets;
- Multi-functional public space intended principally for the benefit and enjoyment of occupiers of the development; and
- Non-residential uses within a mixed-use building that also contains residential accommodation.

Net density excludes public open space, the streets along the boundary of the site that serve a wider area and any non-residential uses that are not located above or below residential accommodation.

Promoted Residential Capacity

A development brief will either state a promoted or proposed residential capacity. This states the residential capacity of development suggested by the party promoting the site for development through the call for sites process. This is the number of residential units stated within Chapter 01, Policy ST2 Housing And Mixed-Use Site Allocations within the Local Plan document for each site. This is noted where the Council has yet to define the proposed residential capacity, pending further clarification regarding the site.

Proposed Residential Capacity

This is the proposed residential capacity defined by the Council based on the density range promoted within Policy H7 Housing Density and Intensification within Chapter 2 of the Local Plan document. This also takes into account the character of the surrounding area, site sensitivities and proximity to public transport and local services.

Delivery Timeframe

This outlines the estimated timeline for when development on the site will be delivered as defined by the site promoter.

Policy Priorities

All sites are expected to be fully policy compliant; however, this section outlines the key policies for the specific development and delivery of this site. All the policies noted can be found within the Local Plan Regulation 18 2025 document.

Infrastructure Requirements

The infrastructure requirements set out in each development brief reflect the identified needs that the proposed development will be expected to contribute towards. For this consultation infrastructure requirements are stated for the wider settlement - specific site contributions will be confirmed at the Local Plan Regulation 19 consultation in summer 2026. These requirements have been informed by engagement with key infrastructure providers during summer 2025 and represent the position at this point in time. This has helped us identify emerging infrastructure requirements and also any existing pinch-points and capacity constraints that need to be addressed.

It is important to note that infrastructure planning is an ongoing process. Engagement with providers remains active, and further projects will be identified and refined as the Local Plan progresses. The absence of a specific infrastructure requirement – such as transport improvements – at this stage does not imply that none will be necessary. In many cases, providers are unable to confirm detailed needs until the preferred growth strategy and site allocations are finalised and refined through the Local Plan process.

In addition, many of the infrastructure needs identified to date stem from the cumulative impact of development across the District, including all proposed Green Belt sites, rather than solely from the sites currently subject to a development brief. As such, the requirements should be viewed in the wider strategic context.

All infrastructure requirements should be read alongside Chapter 9 of the Sevenoaks District Local Plan Regulation 18 and the accompanying Infrastructure Delivery Plan Statement (October 2025), which together provide a broader overview of infrastructure priorities and delivery mechanisms.

SDC Vision

This is a high-level statement that outlines the long-term aspirations and guiding principles for how the Council wish the site to evolve to support the Local Plan. It sets the tone and direction for future development by describing the key design considerations and overarching goals including connectivity, uses, public realm, character and landscape. When community engagement is undertaken to shape the proposal—such as through a Community Review Panel—their input should help shape the detailed design vision for the development.

Design Requirements

This outlines a set of site-specific design principles that development on the site should follow in order to align with National and Local design policy. The design requirements have been structured around the 10 characteristics of a well-designed place from [The National Design Guide \(2021\)](#). Other local guidance used to inform these design requirements include [Sevenoaks District Character Study](#), [Sevenoaks Residential Character Area Assessment](#), [Edenbridge Character Area Assessment](#), and [Sevenoaks District Landscape Character Assessment](#).

Framework Plan

Some briefs include a site plan indicating spatial design guidance such as key routes, active frontages and open space. These diagrams translate the vision and listed Design Requirements into spatial features across the site.

Housing Types and Mix

For all sites promoted for residential development, the Targeted Review of Local Housing Needs Jan 2022 should be used to guide the type and mix of housing delivered on the site.

Terminology

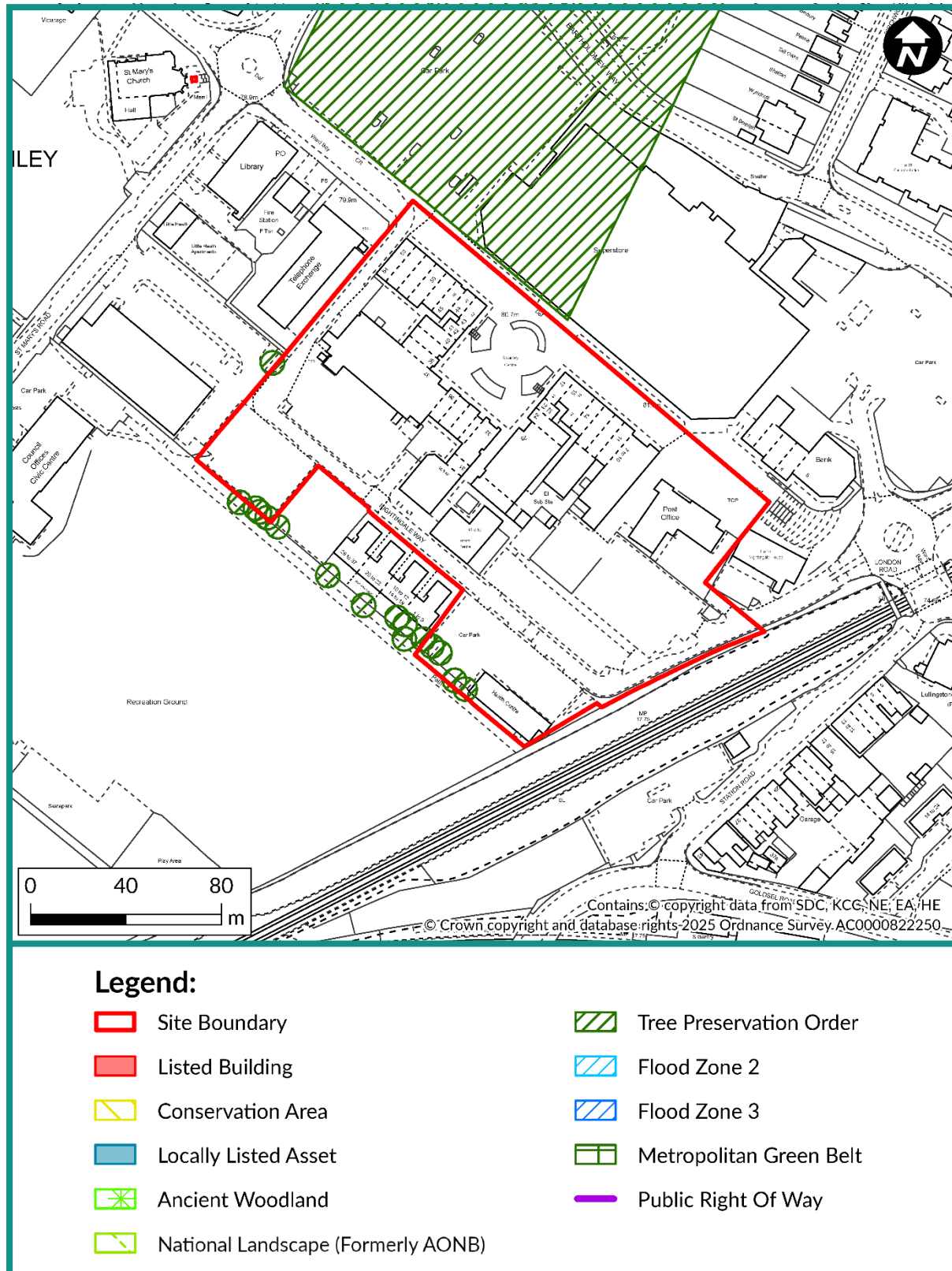
Active frontage: The front of buildings have doors and windows onto public space to generate activity and engagement between the building interior and the space outside, particularly entrances.

Natural surveillance: When buildings around a space are designed with features that are likely to lead to people overlooking the space. These may be windows, balconies, front gardens or entrances. This helps to prevent anti-social behaviour within those spaces.

Active travel routes: Route designed specifically for walking, wheeling and cycling.

Landscape-led: An approach to planning and design that places the landscape at the heart of the development process. Rather than treating landscape as an afterthought or a decorative element, it is used as the primary framework for shaping places. The layout for a landscape-led scheme should be driven by existing landscape features such as topography, trees, water features etc.

SWANLEY CENTRE



Site Overview

Reference	SWAN10
Address	Swanley Centre
Site Description	This is a brownfield site within the urban confines, and town centre, of Swanley. The site comprises a retail complex, pedestrian walkways and community space, and two large areas of hardstanding in current use for car parking. Nightingale Way runs through the site from north to south. The site is bound by retail use to the north, the railway line to the south, residential and a recreation ground to the east and St Mary's Road to the north. A number of mature trees line the southern boundary, between this site and the railway line. The site benefits from an existing access off of London Road, through Nightingale Way.
Site Area	2.64 Ha
Proposed Use	Mixed use
Proposed Net Density Range	150 + dph
Promoted Residential Capacity	Approx. 450 residential units
Delivery Timeframe	Not specified.
Policy Priorities	• Town and Local Centres (TLC1) and Swanley Town Centre (SWN1) – ensuring proposals respond to emerging Neighbourhood Plan priorities and support town centre development • Affordable housing (H2) – provision of policy compliant affordable housing in sustainable location (40% AH) • Housing for older people (H4) – site may be suitable for older persons accommodation • Retention of Community Uses (COM1) – retaining and improving community facilities. • Sustainable Movement (T2) – prioritising public transport and active travel within the development, in line with Swanley LCWIP • Low Carbon and Climate Resilient Development (CC2) – ensuring new development is built to reduce carbon emissions and be adaptable and resilient to a changing climate
Infrastructure requirements for the wider settlement as per emerging IDP - specific	• Additional primary school places (either through the expansion of existing schools and/or provision of new) • New secondary school

site contributions TBC at Reg 19	• Healthcare capacity currently constrained and additional capacity for primary and community healthcare currently under review - will require any new healthcare infrastructure to be delivered ahead of development • Improvements to the local walking and cycling network, as evidenced in the Local Cycling and Walking Infrastructure Plan (LCWIP), to ensure safe and convenient access for walkers, wheelers and cyclists • Local Public Rights of Way improvements • Expansion of Swanley Household Waste Recycling Centre • Swanley Railway Station improvements • Potential for the capacity of the water supply network to be increased/upgraded • Potential for the capacity of the waste water network to be increased/upgraded
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SDC Vision

Development of the site will play a key role in unlocking the opportunities presented within the Town Centre Strategy ([Town Centres Strategy 2022](#)). It will support the objective to transform the centre, not just as a place to do the weekly shop, but as a place for residents and people from surrounding areas to come together and spend time. The town centre's retail offer is expanded with an emphasis on independents and food and drink. It will become a focal point for an expanded community, leisure and civic offer, including new medical hub and community facilities for the growing population.

The development will offer space for small businesses and co-working space for commuters who are working more flexibly. This workspace, as well as new homes of different types and tenures, brings more people into the centre to support a greater offer of shops and services. Any new buildings will embrace and enhance Swanley's character and are of high-quality design, providing positive frontage and front doors onto streets.

The centre will become a more welcoming place for everyone to enjoy. Central to this is creating better streets, with wider pavements, tree planting, easy crossings and reduced traffic. Walking and cycling into the centre become enjoyable and the obvious choice for short distances.

Community Engagement

The applicant will be expected to undertake early, proactive and effective engagement with the local community. As per Policy DE1, the proposals for this site will be required to be presented to the Community Review Panel at an early stage in the pre-application process. The Community Review Panel (CRP) will help us better understand the needs of the local community and support meaningful engagement with existing communities who will be most affected by new developments. The applicant will be expected to demonstrate they have secured the views of the local community and that they have been incorporated into the scheme.

Design Code Requirement

As per Policy DE6, a Design Code will be required as part of the application process that will deliver a well-designed sustainable place. This will be produced in accordance with the Guidance of the National Model Design Code and developed in partnership with SDC and the local community. Applicants will submit a plan detailing how they will achieve this.

Design Requirements

Context	
Local Policy	- The development will align with the objectives of the Town Centre Strategy - The development will seek opportunities to support the vision and objections of the Swanley Neighbourhood Plan 2020-2040. Particularly with regards to specific improvements to road, pedestrian and cycle infrastructure which are proposed within the Neighbourhood Plan and which fall within or surrounding the site.
Built Form	
Building Types	- Built forms will directly front primary streets to create strong building lines and streetscapes which reflect a town centre development. - Perimeter or courtyard block types would be considered appropriate for this town centre context. - The introduction of tall buildings will require special consideration including the buildings relationship to context; impact on local character, views and sight lines; composition - how they meet the ground and the sky; and environmental impacts, such as sunlight, daylight, overshadowing and wind. These need to be resolved satisfactorily in relation to the context and local character.
Public Spaces	
Public Realm	- Proposals will seek to create a flexible and multi-functional public realm with designs that are distinctive, green and welcoming. - The design identity will be distinctive to Swanley, such as inspired by Swanley's horticultural heritage with exceptional displays of plants and flowers fully integrated within the public realm (to ensure longevity) - The public realm design will introduce elements such as water features, artwork and play amenities - to bring variety, activity and interest to the public realm. - It will prioritise safety through an animated, overlooked and well-lit night-time environment. - Delivering a new play space for children in the heart of the centre should be considered.
Active Frontage	Provide active frontage onto key routes and the recreation ground.

Movement	
Pedestrian Experience	• The creation of clear and designated routes which give pedestrians priority, particularly on Nightingale Way between Aldi and Asda Walk. • Routes will be designed to be safe and fully accessible. Routes and crossings should be direct and follow clear desire lines. • Nightingale Way and other existing routes would benefit from being upgraded with continuous 3m wide pavements crossings with dropped kerbs.
Connectivity	• The development will aim to strengthen connections between the High Street and Town Centre. Options to rename Asda Walk to 'High Street' (or similar) could be considered to increase the perceived continuity of the High Street through the town centre. • Create a new route along the northern edge of the rail line through the St Mary's Primary School and the Recreation Grounds, along with wider upgrades to the green space.
Parking	• Car parking will be integrated to avoid dominating the public realm. Built forms will be located to minimise the impact of car parking on key public spaces.
Uses	
Mix	• Development in the town centre should look to add to, rather than subtract from the range of uses in the centre. • Ground floors will provide interesting and active uses to attract people into the centre, such as cafes and restaurants. • Upper storeys will provide new homes, adding people who can support a wider offer of shops and services. • The functional and spatial requirements of the market would need to be considered and designed into the proposal.
Nature	
Trees	• Frequent street trees will be provided along primary routes. • Existing trees of ecological and/or visual value will be retained.
Water Management	• Drainage systems must be designed as positive landscape features: swales, rain gardens, wetlands, and permeable paving integrated into streets, squares, and open spaces.