

DEVELOPMENT BRIEF – The Forge, Ash

Reference	Settlement	Address
ST2-31	New Ash Green	The Forge, Ash



Introduction

The Council has prepared development briefs to set out high-level aspirations and design principles to guide future proposals, helping to ensure that development is both sensitively designed and appropriately ambitious for local communities. 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.

For the purposes of development briefs, allocated sites have been grouped into three categories according to scale. Smaller sites, comprising fewer than 50 dwellings, are supported by high-level guidance. Medium-sized sites, accommodating between 50 and 350 dwellings, are subject to more detailed guidance and may include a framework plan to illustrate key spatial principles. Larger sites, delivering more than 350 dwellings, are supported by more comprehensive guidance to reflect their scale and complexity, and may include additional spatial diagrams covering movement, nature and built form.

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.

Development briefs have been prepared for sites which are allocated for development, as listed in Policy ST2 Urban Site Allocations – Housing and Mixed-use in Chapter 01 of the Local Plan, and they will be adopted as part of the Local Plan. Any future planning application relating to all or part of the site 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 Local Plan and all relevant National and Local Plan policies applicable to the site and type of development.

Development Brief Guidance

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 identifies the proposed net density range for the site, based on Policy H7 Housing Density and Intensification detailed within Chapter 2 of the Local Plan document. In accordance with this policy, the density ranges may differ if it has been considered that there could be a detrimental impact on local character or amenity. The site-specific net density will be determined as part of the development management process.

Proposed Residential Capacity

This is the proposed residential capacity range calculated using the net density range from Policy H7 and the developable area. The developable area is calculated using the formula in from evidence-base document Settlement Capacity Study Sevenoaks District Council Addendum May 2022. In some circumstances this may take into account site-specific constraints, for example ancient woodland, flood zones and proximity to designated heritage assets. The site-specific developable area will be established as part of the development management process.

Delivery Timeframe

This outlines the proposed timescales for when development on the site will be delivered, as defined by the Housing Trajectory for the Plan period.

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.

Infrastructure Requirements

The infrastructure requirements set out in each development brief reflect the site-specific projects identified as necessary to support new development, either as required by policy or identified through engagement with the relevant infrastructure provider(s). Further detail on these projects is set out in the Infrastructure Delivery Plan, which will be kept under regular review. Where a need for on-site infrastructure has been identified, the development briefs consider the most appropriate location, design and integration of that infrastructure within the site. In such cases, the development will be expected to deliver or contribute land towards the required provision, ensuring it is coordinated with the wider masterplanning and phasing of the site.

The development briefs focus on the key physical infrastructure that requires land to be safeguarded within each site, such as new schools, open space, children's play space and active travel routes. Infrastructure that is to be delivered off-site is not included within the

development briefs, as this will be secured through the mechanisms set out in the Infrastructure Delivery Plan and through planning obligations. Infrastructure planning is a dynamic and iterative process, and engagement with infrastructure providers will continue throughout the lifetime of the Local Plan to ensure that requirements remain up to date, deliverable and aligned with the most up-to-date evidence.

Infrastructure requirements should be read alongside Chapter 9 of the Local Plan and the Infrastructure Delivery Plan, which together provide a comprehensive overview of infrastructure priorities across the District and the mechanisms for their delivery.

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. Proactive, meaningful and ongoing community engagement should help shape the detailed design vision for the development

Design Requirements

Some briefs include 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 elements of the design requirements into a clear visual format. The annotations are indicative and diagrammatic.

Housing Types and Mix

For all sites promoted for residential development, the Targeted Review of Local Housing Needs Jan 2025 should be used to guide the type and mix of housing delivered on the site.

Glossary

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.

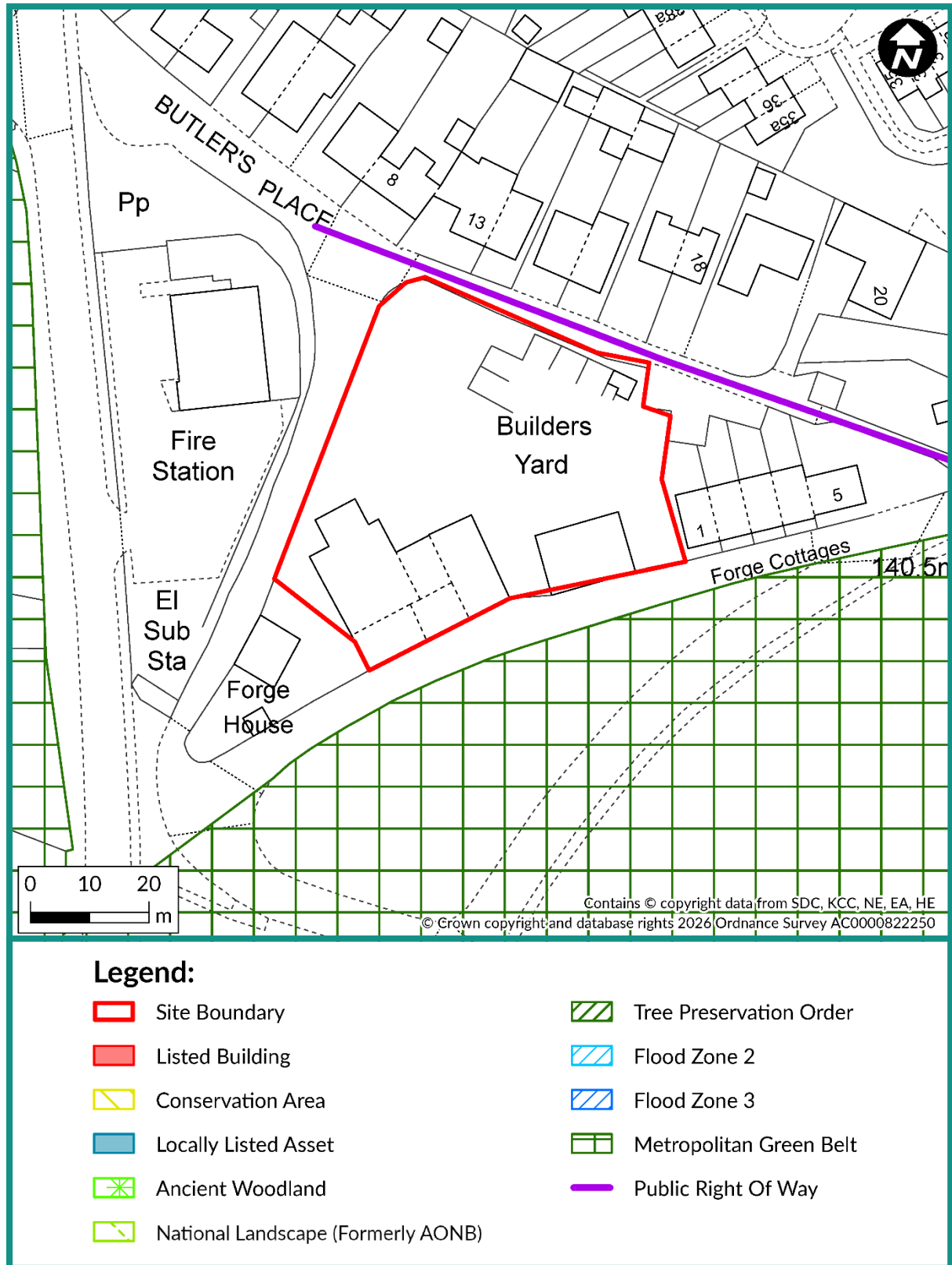
Landscape-led: An approach to planning and design that places the landscape at the heart of the development process. Rather than treating landscape as an afterthought or a decorative element, it is used as the primary framework for shaping places. The layout for a landscape-led scheme should be driven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

Recontouring: The reshaping of existing ground levels to achieve design, landscape or heritage objectives.

SuDs (Sustainable Drainage Systems): Sustainable Drainage Systems are a set of water management practices designed to align modern drainage with natural water processes. They aim to manage surface water runoff in a way that mimics natural drainage, reduces flood risk, improves water quality, and enhances biodiversity and amenity.

New Ash Green

The Forge, Ash



Site Overview	
Reference	ST2-31
Address	The Forge, Ash
Site Description	This is a brownfield site within the settlement boundary of New Ash Green. The site comprises a builders merchants, containing multiple buildings currently used for light industrial storage purposes. The site is bound by Butlers Place to the north, Ash Road to the south, Ash cum-Ridley Fire Station to the west and a small number of residential dwellings to the east. There is an existing access to the site off Ash Road.
Site Area	0.28 ha
Proposed Use	Residential
Proposed Net Density Range	40 - 60 dph
Proposed Residential Capacity	10 - 14 Units
Delivery Timeframe	11+ Years
Policy Priorities	• Housing – smaller sites (H6) • Employment Land (EMP3) regarding existing use • Community Engagement (DE1)
Heritage	• The site is within the setting of two non-designated heritage assets: Baptist Chapel and New Ash Green.

Design Requirements

Identity	
Local Character	- The development will contribute to enhancing the gateway into New Ash Green when approaching from the south. - The elevation design fronting Ash Road will be particularly distinctive. - The design will provide frontage to address the northern corner of the site facing Chapel Wood Road.
Built Form	
Building Types	The development should accommodate short rows of terraces, semi-detached housing and/or maisonettes to reflect the local character and efficiently use the land.
Building Line	Provide a strong building line and small set back aligning with Forge Cottages along the Ash Road boundary. This approach should be continued along both edges fronting Butlers Place, creating a perimeter block structure.
Building Heights	Up to 2.5-storey should be adopted along the southern and northern boundaries. Buildings should step down to 2-storeys at the south-western boundary shared with Forge House. Up to 3-storeys should be adopted along the eastern boundary facing the fire station.
Movement	
Parking	- Parking will be discreet and should not dominate the street scene. - Rear parking areas or integral garages within properties could be considered to deliver discreet parking. A parking area located within the south-western corner of the site could provide discreet parking and prevent the development adversely affecting privacy of Forge House.
Services and Utilities	- Bin and bike storage must be well integrated into the design of frontages. - Any external service boxes should be discreet, well integrated into the design and not mounted on primary elevations.
Nature	
Landscape Design	Strips of frontage landscaping should be provided in a similar manner to Forge Cottages incorporating small trees and climbing plants wherever possible to reflect the natural character of the area.
Homes and Building	
Privacy and Amenity	- Private gardens space should be modest and not oversized. - Privacy in back-to-back rear gardens should be clearly considered through the window arrangements and tree planting along rear boundaries is encouraged.