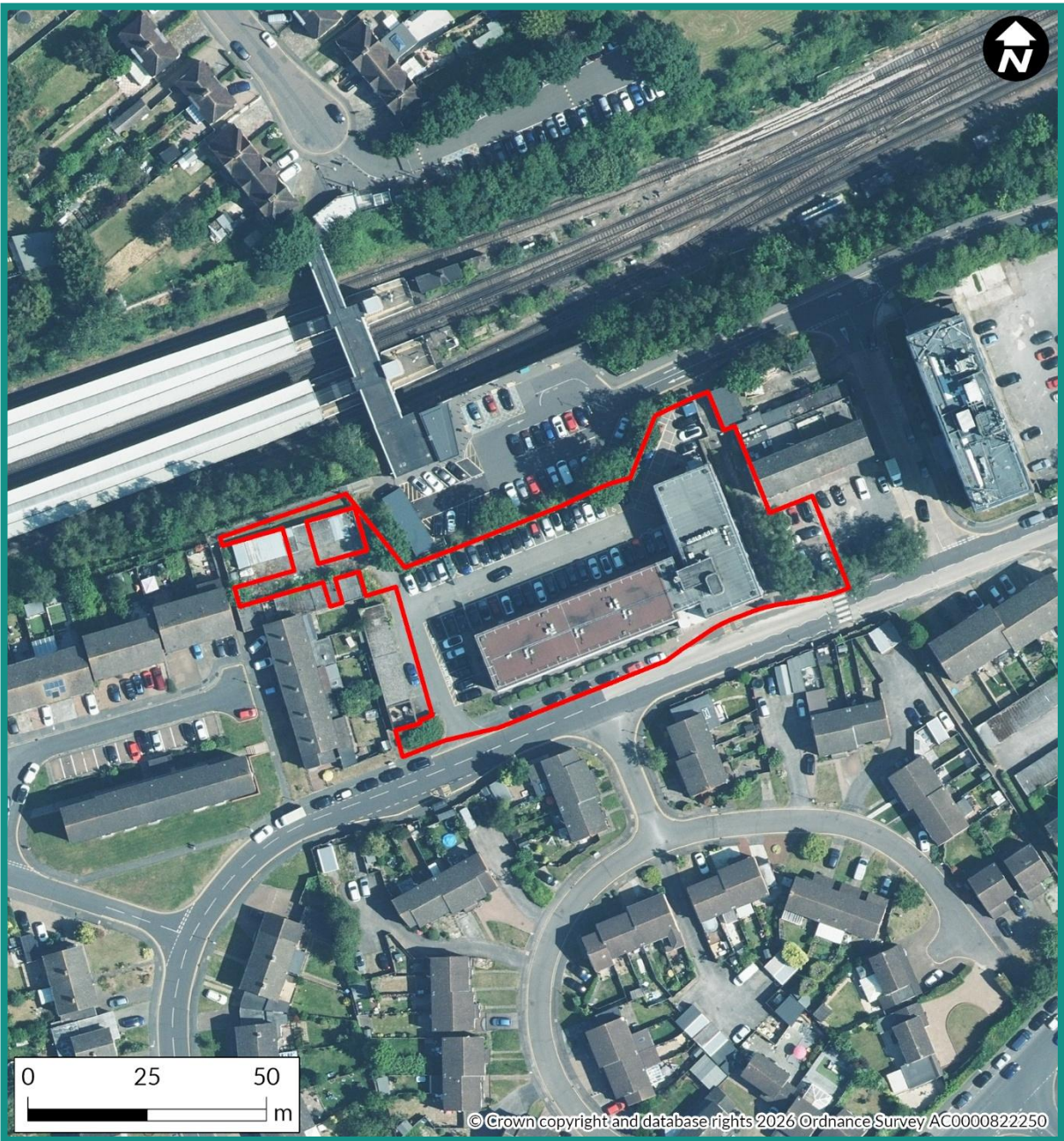


DEVELOPMENT BRIEF – MEDIA HOUSE

Reference	Settlement	Address
ST2-19	Swanley	Media House, Azalea Drive, Swanley



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.

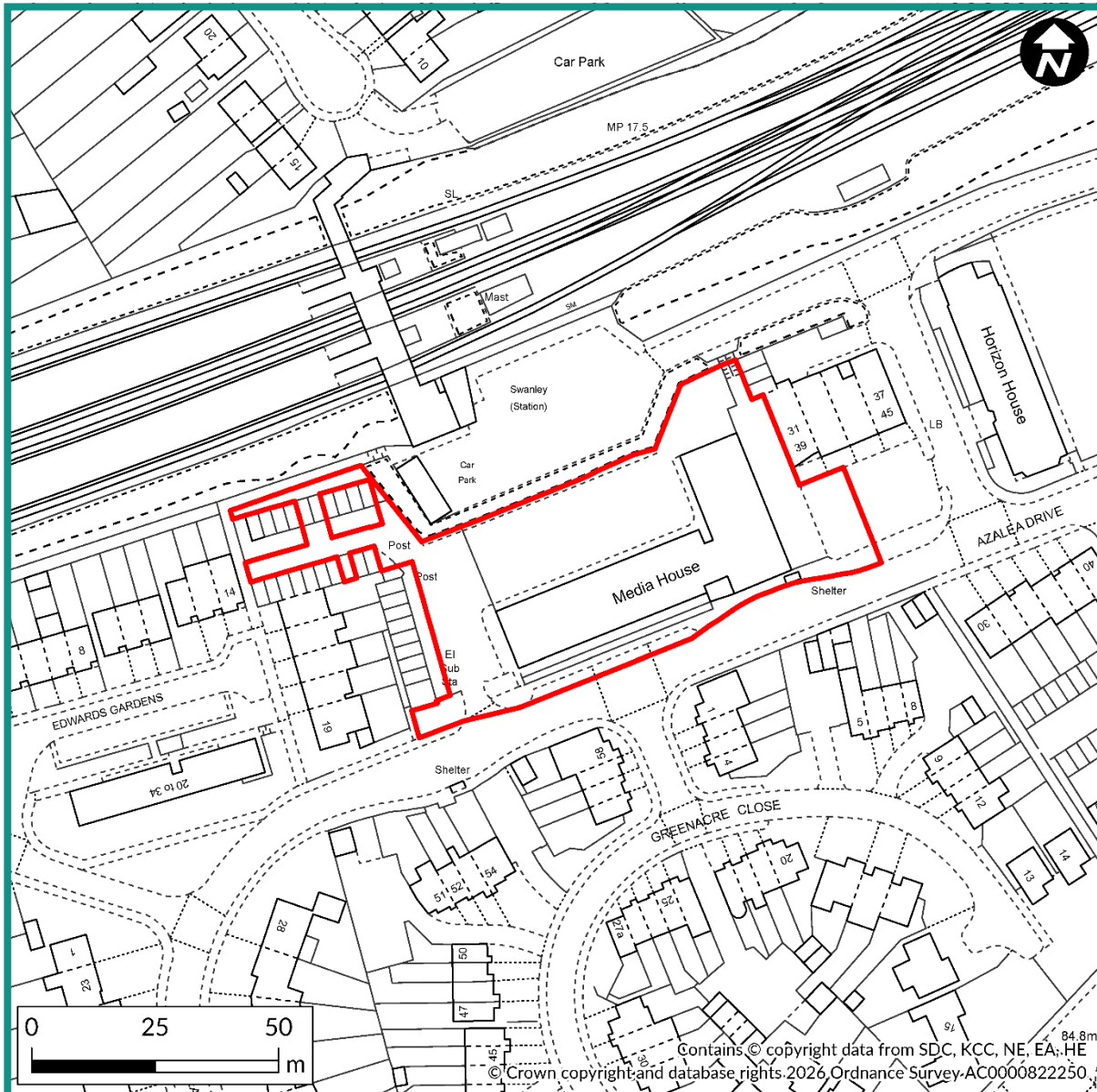
Active travel routes: Route designed specifically for walking, wheeling and cycling.

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.

MEDIA HOUSE



Legend:

- | | |
|------------------------------------|-------------------------|
| Site Boundary | Tree Preservation Order |
| Listed Building | Flood Zone 2 |
| Conservation Area | Flood Zone 3 |
| Locally Listed Asset | Metropolitan Green Belt |
| Ancient Woodland | Public Right Of Way |
| National Landscape (Formerly AONB) | |

Site Overview

Reference	ST2-19
Address	Media House, Azalea Drive, Swanley
Site Description	This is a brownfield site within the urban confines of Swanley. The site currently comprises a three-storey office building, associated car park, three residential garages and associated hardstanding. The site is bound by the railway line to the north, residential development to the east and west and Azalea Drive to the south. The site benefits from existing access off Azalea Drive.
Site Area	0.38 ha
Proposed Use	Residential
Proposed Net Density Range	50 – 150+ dph
Proposed Residential Capacity	34 - 101 Units
Delivery Timeframe	Years 1 - 5
Policy Priorities	• Environmental Nuisance and Pollution (HW3) in relation to adjacent railway (noise) and contaminated land • Affordable housing (H2) – provision of policy compliant affordable housing in sustainable location • Sustainable Movement and Movement Network (T1 and T2) – prioritising public transport and active travel • SWN1 – Swanley town centre (re station connections) and IN1 (infrastructure) re contribution to station improvements • Sustainable Design and Construction (CC2) – ensuring new development is built to reduce carbon emissions and be adaptable and resilient to a changing climate • Biodiversity in New Development (BW3) – site must align with LNRS • Community Engagement (DE1)
Site Specific Infrastructure Requirements	• The site is adjacent to Swanley LCWIP walking route 3 and cycling route 6 and should deliver LCWIP-aligned walking and cycling interventions through the site (and beyond where appropriate) • Water supply network reinforcement • Open space provision in accordance with Policy OS1 • Children and young people's play space provision in accordance with Policy OS2

SDC Vision

This site presents a significant opportunity to create a distinctive and welcoming arrival into Swanley, transforming the approach to the station through high-quality design, generous public realm and improved pedestrian connectivity. Development will make efficient use of this highly sustainable brownfield location, responding positively to the site's level changes and relationship with the adjoining station car park to create a permeable, well-connected place that benefits both existing and future communities.

There is an opportunity for a landmark building to mark this important location, provided it is balanced sensitively with neighbouring residential uses and the wider townscape context, helping to create an attractive, legible and inclusive place that supports active travel, community life and long-term sustainability.

Community Engagement

The applicant will be expected to undertake proactive, meaningful and ongoing engagement with the local community. They will demonstrate that they have secured the views of the local community and that they have been incorporated into the scheme.

Design Requirements

Context	
Existing Built Form	The site is surrounded by a mix of land uses, building typologies and heights. Surrounding residential properties are generally low-rise, between 2 and 3 storeys, and generally have private rear gardens served by a range of parking typologies. Horizon House is the tallest neighbouring building at 8 storeys and lies to the east of the site.
Station Approach	The current primary route to and from the station is lined by parking and fences of rear gardens. There is a significant level change between the site and the station car park, with steps providing access between the two. There is an opportunity to transform the sense of arrival into Swanley through a coherent design response which includes exemplar public realm and improved permeability.
Local and Wider Context	- Development will be carefully designed and sited to integrate with the wider surroundings, physically, socially and visually, maximising the opportunity to improve the public realm and movement routes surrounding Swanley Station. - Development will align with the objectives of the Swanley Neighbourhood Plan.
Identity	
Coherent Identity	- The development will have a clear identity, be attractive and distinctive, reflecting the vision for the site and feed into the wider activities and functions of the town. - Proposals will be expected to demonstrate how important key views and sightlines have been considered.
Public Spaces	There is an opportunity for significant improvements to the public realm adjacent to the station.

	Public spaces will be safe, secure and attractive, with key routes and spaces of a scale and composition which promotes social interaction, health and well-being and civic inclusion.
Built Form	
Massing and Form	- The introduction of tall buildings requires special consideration, including the buildings relationship with it's context; impact on local character and views; composition – how it meets the ground and sky; environmental impacts such as sunlight, daylight, overshadowing and wind. These need to be successfully resolved in relation to the context and local character. - The built form will be designed to minimise any adverse impact on existing residential properties surrounding the site, specifically in relation to overlooking and overshadowing of private amenity space.
Active Frontage	All open spaces will have active frontages along its edges, provided by entrances and windows overlooking the public space, creating a safe and attractive route through and around the development.
Movement	
Connectivity	- There is a significant opportunity to improve connectivity between Swanley Station and the surrounding area, through public realm improvements and enhanced pedestrian movement routes to the station. - The movement routes and public realm in this site should be designed in relation to the wider context, identify opportunities for improvements to the neighbouring land uses such as the station car park, to establish a coherent strategy for movement/public realm/station approach improvements that capitalises on the opportunities of this highly sustainable location.
Active Travel	- The development will support the implementation of identified routes in the Local Cycling and Walking Infrastructure Plan. - All new homes must provide (and demonstrate) easy and convenient cycle parking facilities to prioritise active travel. Cycle parking facilities are required at key public spaces.
Nature	
Green Network	- Attractive open spaces will be created to include useable, high-quality public and private spaces that support a sense of place and wellbeing. - Nature based solutions will be integrated into the green and blue infrastructure to create a development that is resilient and responds to the Council's emerging net zero policies and climate change adaptation and mitigation.
Trees	Street trees should form an integral part of the landscape design. They should be climate-resistant, native species and incorporated into the open space and public realm for shade, air quality and identity.