

DEVELOPMENT BRIEF – LAND AT LONDON ROAD

Reference	Settlement	Address
ST4-42	West Kingsdown	Land at London Road, West Kingsdown



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.

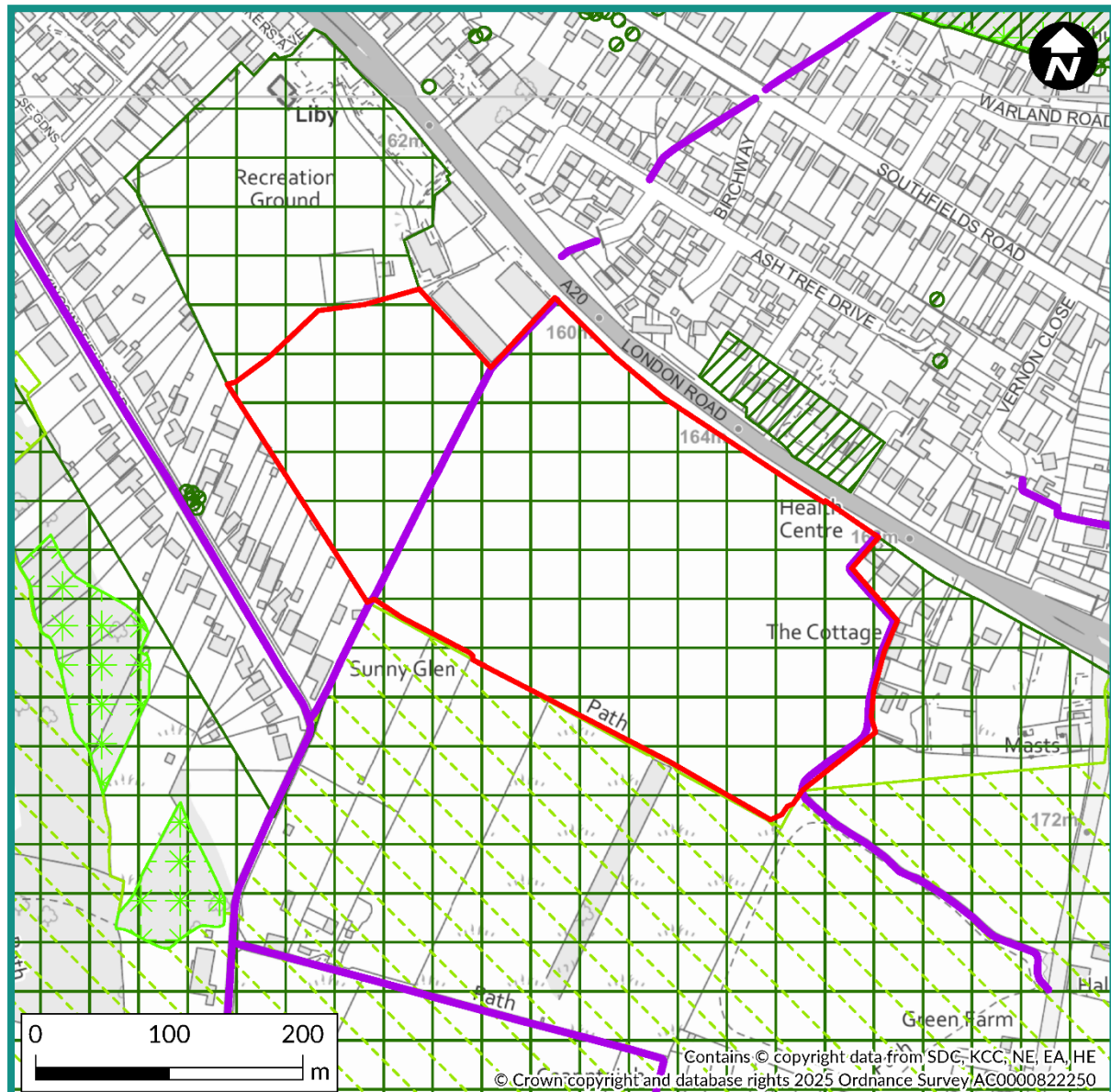
Active travel routes: Route designed specifically for walking, wheeling and cycling.

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.

LAND AT LONDON ROAD



Legend:

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| 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	ST4-42
Address	Land at London Road, West Kingsdown
Site Description	This is a greenfield site adjacent to the urban confines of West Kingsdown. This is a large parcel containing an agricultural field. The site is bound by London Road to the north, residential development to the west, School Lane to the east and open countryside to the south. The site slopes gently upwards from north to south. Mature trees line the northern boundary of the site.
Site Area	10.76 ha
Proposed Use	Residential
Proposed Net Density Range	30 – 60 dph
Proposed Residential Capacity	149 – 299 Units
Delivery Timeframe	6 – 10 Years
Policy Priorities	• Sustainable Movement and Movement Network (T1 and T2) – prioritising public transport and active travel • Affordable housing (H2) – provision of policy compliant affordable housing in sustainable location • Retention and improvement of Community Uses (COM1)/ Sports and Leisure facilities (SL1), including adjacent sports facilities and library • Landscape, including National Landscapes (NE1) - adjacent to National Landscape • Sustainable Design and Construction (CC2) – ensuring new development is built to reduce carbon emissions and be adaptable and resilient to a changing climate • Open Space provision (OS1) • Community Engagement (DE1)
Site Specific Infrastructure Requirements	• Open space provision in accordance with Policy OS1 • Children and young people’s play space in accordance with Policy OS2

SDC Vision

This development will enhance the setting of the Kent Downs National Landscape through high-quality, contextual landscape and architectural design that respects and elevates its natural beauty. It will deliver improved walking and cycling routes that connect new and existing residents, encouraging active travel and stronger community links. A linear park connecting to the adjacent recreational facilities and Public Right of Way to the south-east will form the focus of the development, weaving in nature-rich public realm within its centre.

The scheme will seek opportunities to strengthen the use of community facilities on the adjacent site and improvements where needed to support inclusive access and community wellbeing. A carefully considered housing mix will be provided to reflect local needs, supporting a balanced and sustainable community for the future.

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	
Landscape Character	• The site is within the East Hill Wooded Downs landscape character area as defined within the Sevenoaks District Landscape Character Assessment 2017. The development will positively respond to the landscape character area through responding to the valued and sensitive characteristics described within the report. • The site falls within the setting of the Kent Downs National Landscape and therefore development should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas. The Kent Downs National Landscape Management Plan will be utilised to inform how the development can positively contribute to the setting of this designated landscape.
Identity	
Character	• To provide a positive response to the National Landscape, development will include a continuous area of landscaping, including trees, following the southern edge of the site. A robust analysis of long distance views will be used to inform design proposals.
Public Spaces	
Open Space	• Provide a linear park running north-west to south-east across the development to form a focal point to the development and help create identity. This will include an attractive pedestrian route running through it's centre. • The linear park will provide play space which will be designed to fulfil local need. • Community engagement will inform how the development can strengthen and enhance the community facilities on the adjacent site.

	Public spaces, streets, walking and cycling routes will have regular active frontage along its edges, provided by entrances onto the space and windows overlooking it, so that people come and go at different times.
Built Form	
Building Line	- Whilst set back behind sufficient space to retain the existing tree-line, new buildings will provide frontage facing London Road. - Dwellings will front onto southern landscaped edge and include distinctive buildings which are reflective of the Kent Downs character. - The development will be outwards facing along all open edges. Rear gardens will not face onto open or publicly accessible edges.
Movement	
Connectivity	- The development will provide good sustainable connections for new residents to local train stations including Swanley, Eynsford, Kemsing, Otford and Shoreham to support Policy T1 and T2. - A pedestrian connection will be provided into the recreation ground to the north-west. - New active travel routes through the site will connect to existing Public Rights of Way surrounding the site.
Active Travel	- The development will be designed to encourage walking and cycling to the local supermarkets and services. Covered cycle storage will be provided at the front of dwellings so that it is easy to access. - The development will provide safe pedestrian crossing points over London Road where the existing Public Rights of Way join London Road.
Parking	- Car parking will be designed to be attractive, well landscaped and sensitively integrated into the built form so that it does not dominate the development or the street scene, particularly along key movement routes and surrounding open spaces. - Strips of landscaping which include trees will be incorporated into rows of continuous car parking.
Nature	
Trees and Hedgerows	Led by an Arboricultural Survey, existing mature trees and landscape features found within the site will be retained and strengthened wherever possible, specifically mature tree-lined boundaries.
Landscape Design	Views of the development from within the Kent Downs National Landscape will be designed to create successful transition between landscape and new built form through new woodland and shaw planting along its edges.

Framework Plan

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.

