

Land at Pedham Place

Reference	Settlement	Address
ST5-2	Sevenoaks	Land at Pedham Place



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.

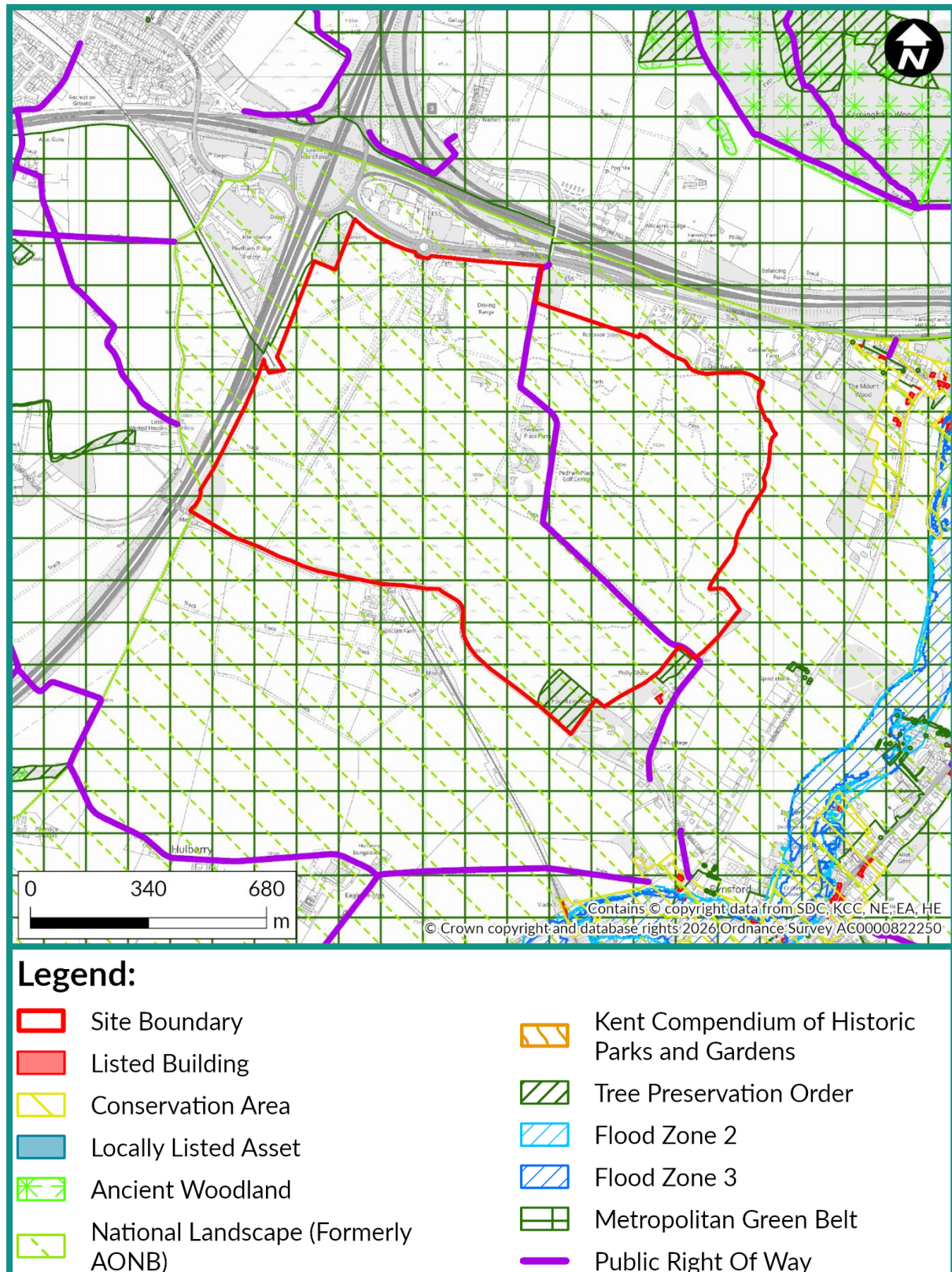
Natural surveillance: When buildings around a space are designed with features that are likely to lead to people overlooking the space. These may be windows, balconies, front gardens or entrances. This helps to prevent anti-social behaviour within those spaces.

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.



Site Overview

Reference	ST5-2
Address	Land at Pedham Place
Site Description	This is a large parcel, majority greenfield, within the Green Belt, adjacent to junction 3 of the M25. The site comprises a golf course, driving range, a large area currently used for car boot fairs and Fort Farningham, which is a scheduled monument. The site is bound by the A20 to the north, Farningham to the east, the M25 to the west and Crockenhill Lane to the south. Mature trees line the boundary with the M25 motorway. The site benefits from existing access into the site.
Site Area	141.2 ha
Proposed Use	Mixed-use
Proposed Net Density Range	30 – 60 dph
Proposed Capacity	Approx. 2,600 residential units, two primary schools, one secondary school, employment and mixed uses, gypsy and traveller pitches
Delivery Timeframe	6-10 years, 11+ years
Policy Priorities	• Affordable housing (H2) – provision of policy compliant affordable housing • Gypsy and Traveller Community (GT1) – provision of suitable pitches • Sustainable Movement and Movement Network (T1 and T2) – prioritising public transport and active travel, and ensuring good, safe site access and linkages to Swanley town centre and station • Infrastructure (IN1) – provision of strategic infrastructure, including education (ED1), open space (OS1) and a local centre (TLC1) • New employment Land (EMP2) - ensuring this coordinates with other proposed uses • Protecting and Enhancing the Historic Environment (HEN1) – Fort Farningham scheduled monument • Sensitively Managing Change in the Historic Environment (HEN2) • Archaeology (HEN3) - pre-determination assessment required • Landscape, including National Landscapes (NE1) - within Kent Downs National Landscape. • Biodiversity in New Development (BW3) • Air Quality and Environmental Nuisance and Pollution in relation to adjacent motorways, railway and pylons (AQ1/HW3)

	• Community Engagement (DE1) • Sustainable Design and Construction (CC2) – ensuring new development is built to reduce carbon emissions and be adaptable and resilient to a changing climate
Site Specific Infrastructure Requirements	• Two new 2FE primary schools, both with 26 place nurseries • One new non-selective 6FE secondary school with sixth form and 30 place specialist resource provision • New primary and community healthcare facility • M25 Junction 3 improvement scheme • Junction improvements to A20 and local highways enhancements to Crockenhill Lane and Wested Lane, including provision for walking and cycling • New improved bus service to Swanley town centre • Water supply network reinforcement • Gas network reinforcement • Open space provision in accordance with Policy OS1 • Children and young people's play space provision in accordance with Policy OS2 • Sports and leisure facilities provision in accordance with Policy SL1

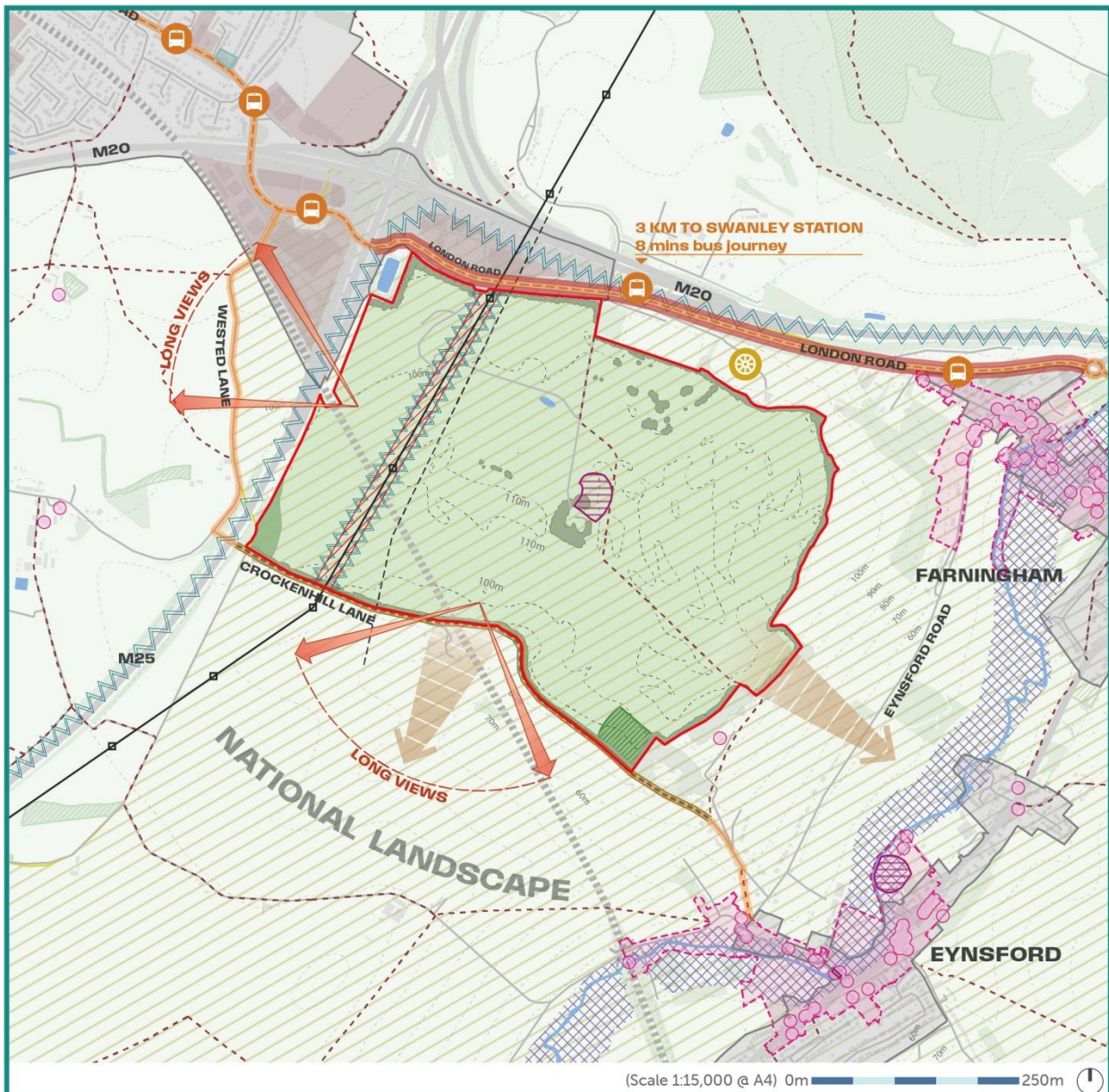
Community Engagement

The applicant will be expected to undertake proactive, meaningful and ongoing engagement with the local community. It is recommended that a site specific Community Review Panel (CRP) is also established to better understand the needs of the local community and support meaningful engagement with existing communities who will be most affected by new development. 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 in accordance with Policy DE1.

Summary of Placemaking Deliverables

- New local centre, two primary and one secondary schools, employment uses
- A new park to the centre of the site incorporating the scheduled monument.
- A network of pedestrian and cycle routes for leisure and everyday life
- Improved cycle connections to Swanley Town Centre and to Eynsford
- Bus route provision connecting to Swanley Town Centre and Swanley station

Opportunities and Constraints Plan



Legend

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|-------------------------------|----------------------------------|--|
| Site boundary | Existing watercourse | Below ground rail line |
| Bus route | Flood zone 2/3 | London Rd collision hotspot |
| Green Belt | Scheduled monument | Crockenhill Ln narrow lane |
| Kent Downs National Landscape | Listed building | Noise source |
| Tree Preservation Order | Conservation area | Overhead lines with 25m clearance |
| Tree clusters and hedges | Existing gypsy and traveller use | Approx Esso pipeline, easement 10ft |
| Contour lines | Settlement boundary | Local Cycling & Walking Infrastructure Plans |
| Highest point | Public Rights of Way | |

Opportunities and Constraints

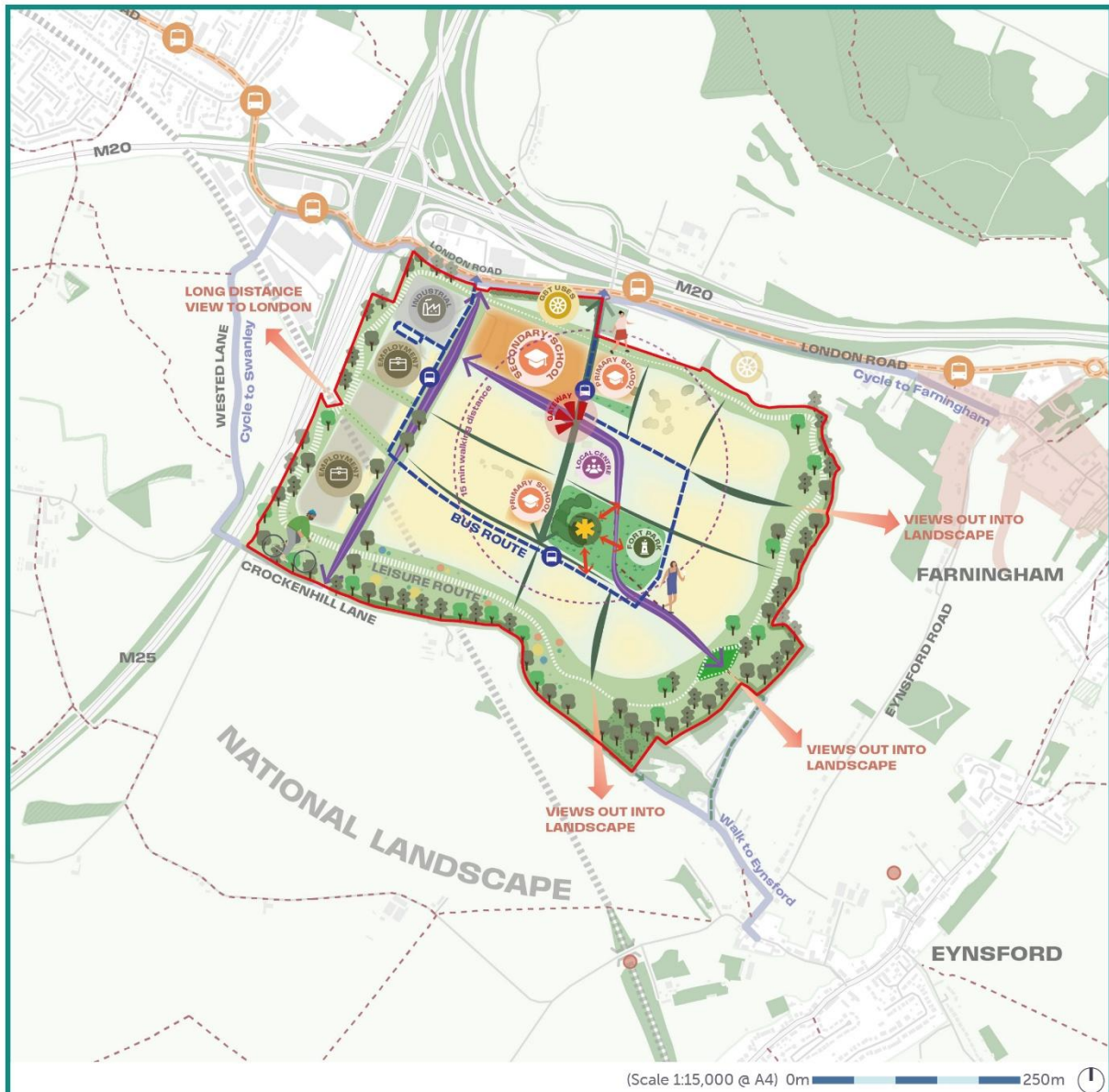
Site Opportunities

- Fort Farningham is a scheduled monument (a designated heritage asset) that sits at the centre of the site, and there is an opportunity to enhance its setting, create a major new park, and integrate its heritage interest into the heart of the new neighbourhood.
- Better reveal the significance of Fort Farningham; there is an opportunity to enhance its setting, improve public access, provide interpretation, and integrate its heritage interest into the heart of the new neighbourhood.
- The National Landscape and settings of Farningham and Eynsford conservation areas and villages should be respected and reinforced through generous landscape buffers and enhanced planting along the eastern and southern boundaries, strengthening the transition between development and the wider countryside.
- Existing trees, hedgerows, and woodland should be retained and enhanced, reinforcing local character and biodiversity. Overhead powerlines should be integrated within the landscape and layout proposals to reduce their visual impact.
- The undergrounding of overhead powerlines should be explored as an opportunity to significantly improve the landscape and visual quality of the site, though this will require early engagement with National Grid.
- Development should respond to existing topography to minimise visual impact on surrounding villages, conservation areas, and heritage assets. Landscape buffers to the M20 and M25 should mitigate noise and visual impact, while existing views towards the London skyline to the west and open countryside to the south and east should be celebrated as a positive attribute of the site.
- Development should create a self-contained, walkable neighbourhood with access to local amenities, reducing reliance on car-based trips to Swanley town centre for daily needs.
- A sustainable and connected movement network can be established, including:
 - Upgrades to London Road to enhance pedestrian and cycle connections to Swanley;
 - Improvements to the M20/M25 junction where required to support site access;
 - Provision of bus service into the site, improving access to Swanley station and the town centre;
 - Promotion of active travel routes towards Swanley station, the town centre, and onwards to Farningham and Eynsford.
 - Alignment with the emerging Swanley Urban Area LCWIP, which identifies routes connecting Swanley to the Darent Valley villages of Eynsford and Farningham.

Site Constraints

- The M20 and M25 corridors define the western and northern edges of the site, generating significant noise and visual impacts that will require structural planting and carefully considered buffers to mitigate.
- The site's topography and its visibility from surrounding villages and countryside must be understood and integrated into the layout and design from the outset.
- Swanley Town Centre and Swanley station lie near the site, yet pedestrian and cycle connections are currently poor. Improving these links is essential to reducing car reliance and realising the site's potential as a sustainable, well-connected neighbourhood.
- Crockenhill Lane is a narrow rural lane with limited capacity and constrained geometry and is unlikely to be suitable as a primary access route without significant intervention. Its character and function should be preserved where possible.
- London Road is an identified collision hotspot, and any access arrangements or highway improvements along this corridor must be designed to address existing road safety concerns and avoid exacerbating them.
- Overhead powerlines cross the site and will require appropriate offsets and technical consideration in the layout and design of development proposals, in accordance with National Grid guidance. The powerlines are also a potential source of audible noise (corona discharge), which should be considered in the siting and orientation of noise-sensitive uses.
- Fort Farningham is a Scheduled Monument, therefore early engagement with Historic England is required. Historic England is the determining body for Scheduled Monument Consent, which also considers the impact on the significance of the fort through change within its setting.
- Archaeological potential: pre-determination assessment will be required to understand the archaeological significance and inform the master planning of the site. Early engagement with Kent County Council Archaeology is recommended.

Development Vision



Legend

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|---|--|---|
| Site boundary | Pedestrian/ cycle routes | Schools |
| Development parcels | Leisure route | Employment/ Industrial |
| Green buffer | ➤ Gateway | Gypsy Opportunity gypsy and traveller use |
| Key open space | Local Centre Local centre Mixed-uses | Bus route provision |
| ➤ Active travel route | Fort Fort Farningham | Wider connections |
| ↔ Primary route | Meadow Meadow edge landscape | ↔ Views in and out of fort |
| ➤ Key routes | | ➤ Wider context views |

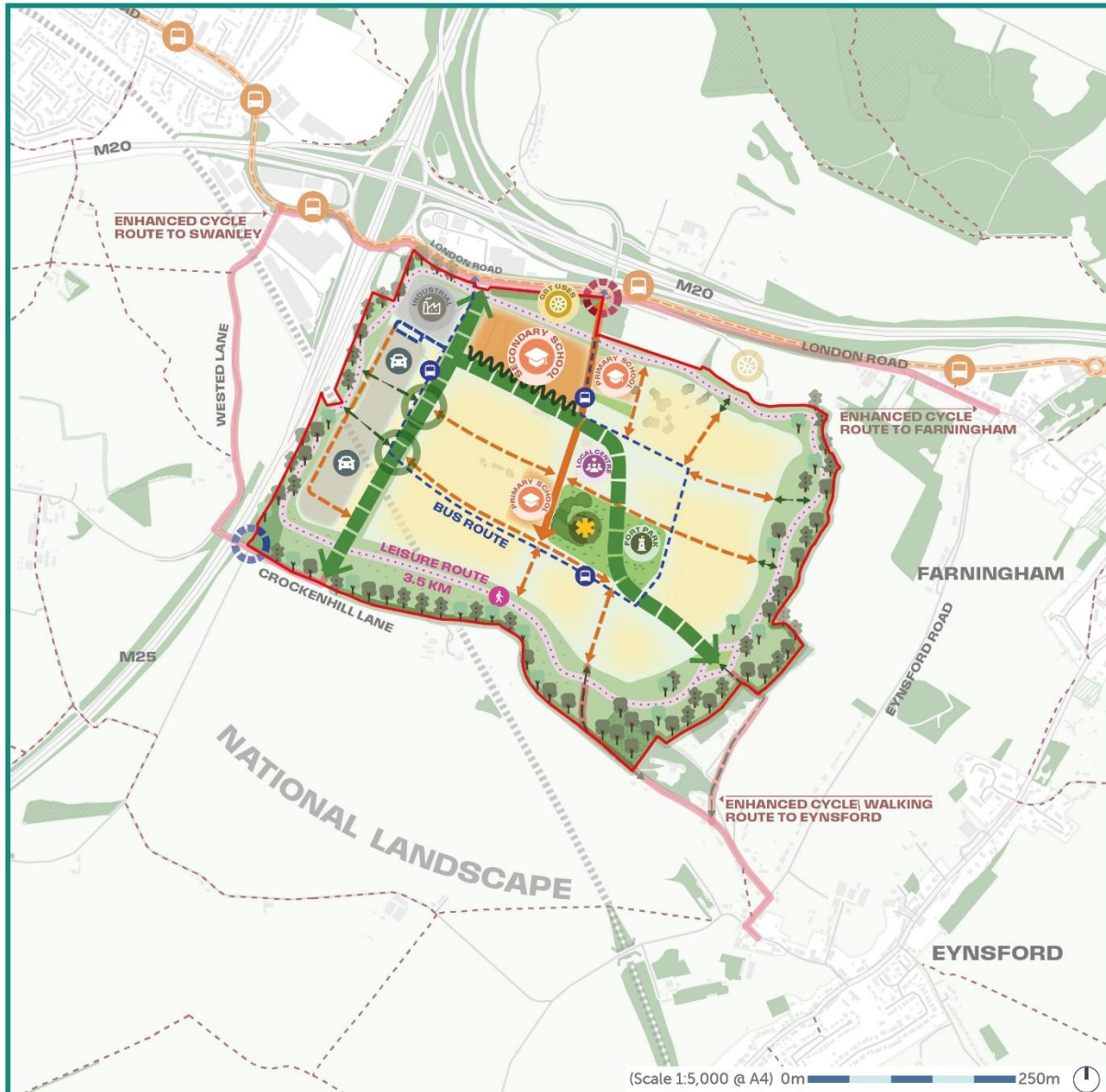
SDC Vision

The landscape setting of the National Landscape and Fort Farningham will be the defining features of this new neighbourhood, shaping its structure, identity, and relationship to the surrounding countryside. From Fort Farningham, views eastward in to and out from the scheduled monument and along the leisure route will be opened up and celebrated, reinforced through the alignment of streets and open spaces. There is the potential for recontouring of the topography to help better reveal the fort's significance and open up long-distance views out into the Darent Valley. Along the outer leisure route, viewpoints towards Farningham, Eynsford Castle, Eynsford Viaduct, and the long view to the London skyline to the west will be marked and interpreted, connecting residents and visitors to the wider landscape and its history. Green corridors will provide safe, attractive walking and cycling connections, supporting biodiversity and embedding nature throughout the public realm.

Homes will be arranged in a series of neighbourhoods that respond to their setting: higher densities to the north-west, closer to Swanley and the employment area, stepping down in scale towards the east and south as development transitions to the quieter edges adjoining the National Landscape and the conservation areas and villages of Farningham and Eynsford. A central park and local centre will anchor the neighbourhood, providing a focus for community life and day-to-day needs, reducing the need to travel. A primary route will connect the local centre to the school and key services, functioning as an educational corridor that encourages play and activity along its length. Green corridors will radiate outwards from this heart, connecting residents to Fort Farningham, the surrounding countryside, and the wider landscape beyond. The undergrounding of overhead powerlines should be explored as a long-term aspiration, with the potential to significantly enhance the landscape quality and development capacity of the site.

This will be a place where its character is drawn from its landscape setting and its heritage, while delivering sustainable, connected growth that serves Swanley and the wider area.

Movement Plan



Legend

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|-----------------------------------|---------------------------------------|-------------------------------------|
| Site boundary | Opportunity bus access | Provision of additional car parking |
| Enhanced entrance with signalling | Bus route provision | Enhanced cycling facilities |
| Active Travel Routes | Leisure route | Public Rights of Way |
| Primary route | Pedestrian priority route | Existing bus route |
| Secondary routes | Enhanced cycling/pedestrian crossings | |
| Green links | | |

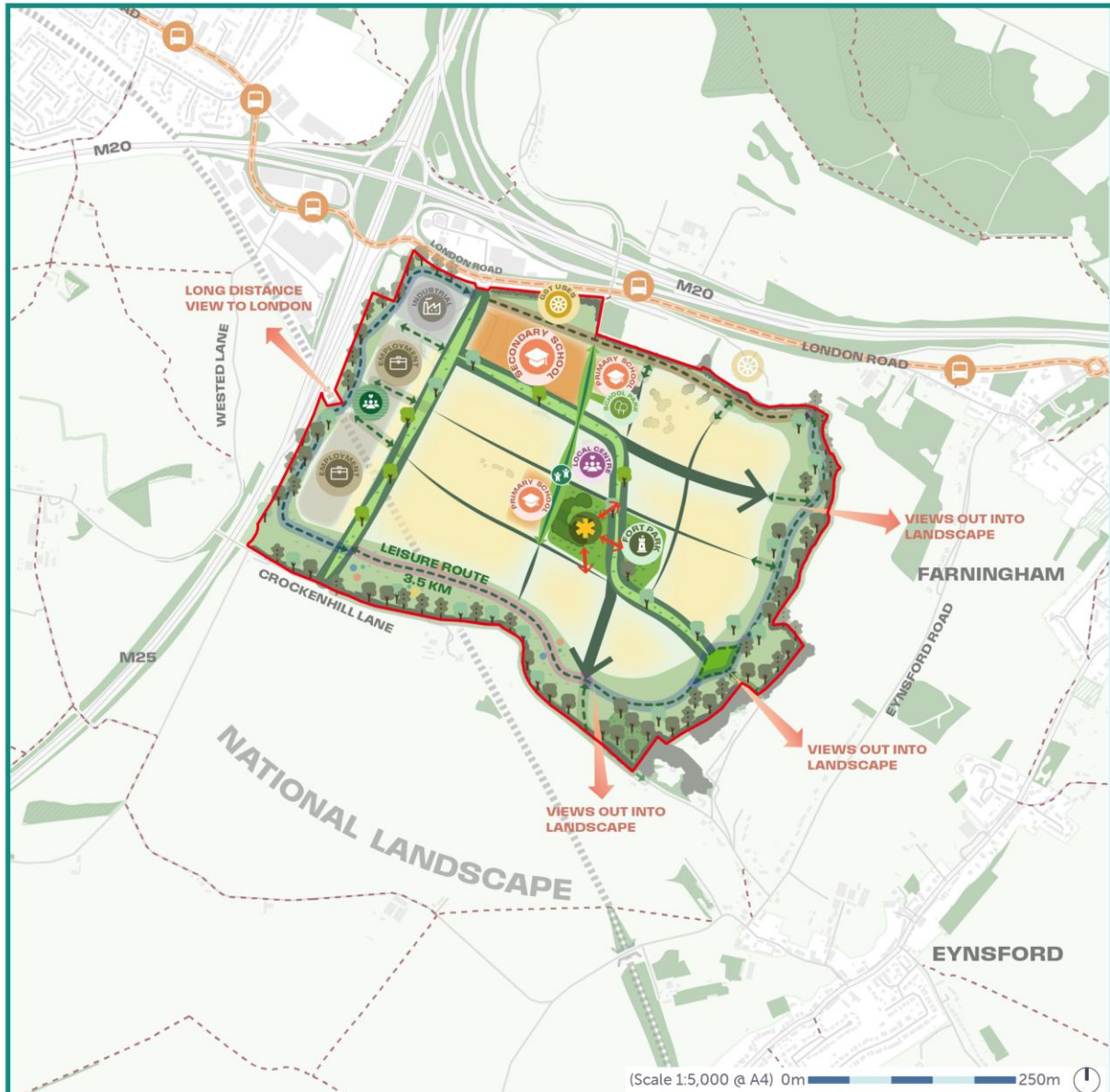
Movement – connections radiating from a central open space

Movement will be shaped by active travel, public transport, and a realistic approach to car parking, recognising the site's location between the M25 and Farningham. A clear hierarchy of streets and green routes will prioritise walking, cycling, and sustainable connections within and beyond the site. Dedicated pedestrian and cycle routes must be provided alongside the street network, ensuring that active travel offers direct, attractive alternatives to car journeys for everyday trips within the site.

NDG Characteristic	Design Requirement
Movement	
Active Travel	• A continuous north–south and east–west active travel network must be established across the site, linking development parcels to the central park, local centre, schools, and surrounding settlements. • A dedicated cycle route should connect northwards to Farningham via the eastern boundary, providing safe access along or parallel to Farningham Road. • Walking and cycling connections must link southwards towards Eynsford and Eynsford Station, capitalising on the proximity of the rail network. • Green corridors and landscape buffers should double as active travel routes where possible, providing attractive, overlooked connections framed by planting. • All new homes must provide convenient, covered cycle parking to promote active travel. • Cycle parking should also be provided at the local centre, schools, and key public spaces.
Public Transport	• Explore extending the TfL bus service currently serving Swanley into the site as a loop, with the route designed to serve the centre of the development rather than its edges. An enhanced entrance with signalling must be provided at London Road to facilitate safe bus movements into and out of the site. • All homes should be within 400 metres of a bus stop. Bus stops must be safe, accessible, and co-located with key public spaces. • The opportunity for future bus access from Crockenhill Lane should be explored, safeguarding a route alignment that could support a southern bus connection without compromising the lane's rural character.
Car Parking	• Car parking must be addressed from the outset as a structuring element of the masterplan. • The location and type of both allocated and unallocated car parking must be determined by the street character and landscape setting, ensuring that parked cars do not dominate the streetscape, bus route frontages, or the edges of key open spaces.

	• Parking should be landscape-led in its design, with generous tree planting, soft landscaping, and natural surveillance from overlooking homes. • Additional parking court provision should be concentrated towards the western part of the site, close to the employment area, where it can be most efficiently accommodated without compromising the landscape setting of the neighbourhood.
Street Hierarchy	• Active Travel Route: A dedicated walking and cycling route should run through the site, Primary Routes: A tree-lined avenue connecting the site to London Road, designed to serve as the principal vehicular spine through the development. Pedestrian-friendly crossings and SuDS must be integrated into the streetscape. • Secondary Routes: Tree-lined residential streets within development parcels Green Lane: Car-free corridors for walking, cycling, and ecology, connecting development outward to the wider landscape.
School Access	• The 8FE secondary school must be directly served by the bus route and by safe walking and cycling routes from across the site. A dedicated active travel route must pass in front of the school. • The two primary schools should be positioned within safe walking distance of the communities they serve, with routes that feel safe and overlooked.
Wider Connections	• An enhanced site entrance with signalling must be provided at London Road, improving access for all modes and supporting the safe operation of the extended bus service. The design of this entrance must balance vehicular capacity with safe, legible pedestrian and cycle crossings. • Safe, legible connections should be established to Farningham to the east (pedestrian and cycle), to Eynsford and Eynsford Station to the south (pedestrian, cycle, and potentially bus), and to Swanley Town Centre and Swanley Station to the north-west via London Road. • The development must demonstrate what improvements to London Road are required to make walking and cycling to Swanley safe and attractive. • Connections into the wider Public Rights of Way network must be maintained and enhanced.
Safety, Legibility and Wayfinding	• All movement routes must be overlooked, well-lit, and feel safe, particularly green lanes, connections through the landscape buffers, and routes to the schools. • The street and path network must be intuitive, supported by clear landmarks, views to the central park and Fort Farningham, and coherent signage.

Nature and Public Spaces Plan



Legend

- | | | |
|------------------------------|---|--------------------------|
| Site boundary | Mount view | Meadow route |
| Existing hedgerows and trees | Community green | Woodland route |
| Ancient Woodland | Heritage view streets | Neighbourhood route |
| Central open space | Green lanes | Tree lined routes |
| Fort Park | Educational corridor with play on the way | Views in and out of fort |
| School Park | Wider context views | |

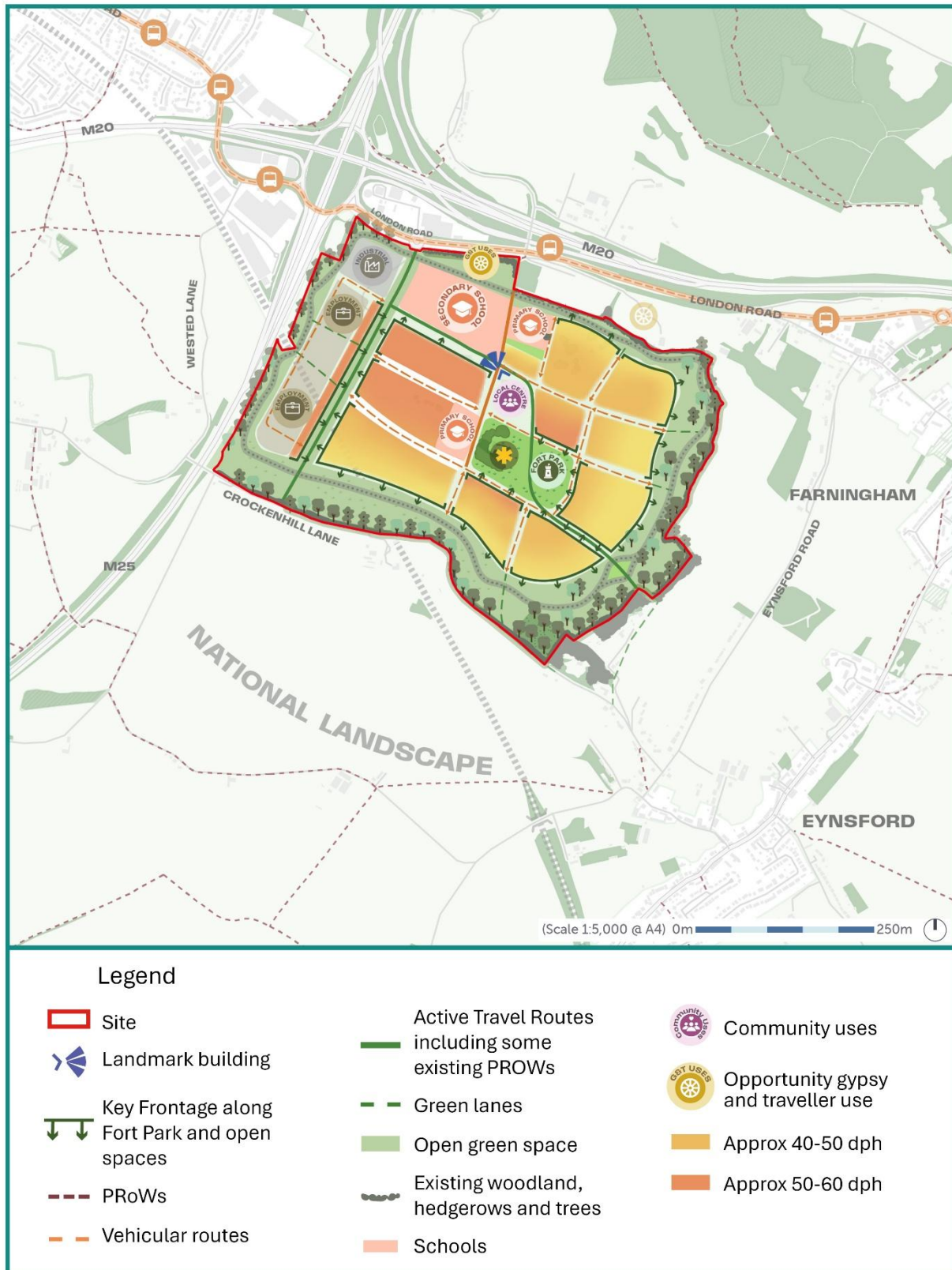
Nature and Public Spaces – *landscape-led development*

The landscape will form the defining framework of the development. The National Landscape to the south, Fort Farningham at the heart of the site, and the existing tree cover and ancient woodland along the western boundary will structure the pattern of development. The heritage significance of the site will inform the masterplanning. Fort Farningham will act as a heritage hub with interpretation, and there will be views eastwards. Three long-distance views radiating outwards from the site can provide links to the different layers of history of the site and surrounding area, encompassing the Darent Valley. These views, together with a sequence of distinct landscape characters – Fort Farningham scheduled monument and its setting to meadow edges and woodland walks – will shape the alignment of streets and open spaces across the site.

Design Requirements	
Nature	
Landscape Framework	• The National Landscape, Fort Farningham, heritage significance of the site, the ancient woodland, and the M25 tree belts must guide the pattern of development and open space. • Eastward views in to and out from Fort Farningham must be protected and enhanced as they contribute to an understanding of the scheduled monument's significance. • Views north-east to Farningham, south-east to Eynsford Castle and to Eynsford Viaduct provide visual links into the Darent Valley landscape. The eastward view must be kept open as a view corridor through the landscape, reinforced by the leisure route alignment and a landscape mound viewing point in the south-east. • Re-contouring and landscape work can allow the topography to help better reveal the significance of Fort Farningham and enhance views eastwards, as well as reducing potential visible impact from the National Landscape and surrounding conservation area and villages. • The Kent Downs National Landscape Management Plan will be utilised to inform how the development can positively contribute to the setting of the designated landscape. Proposals will benefit from close working with Kent Downs National Landscape team and a comprehensive LVIA. • The site is downwind of the M25; building mass and planting should address noise and air quality. Structural planting could be used to buffer the M25 and A20.
A New Park	• Fort Farningham provides an excellent opportunity to create a central point for the development and also provide an appropriate setting for this scheduled monument and better reveal its significance.
Schools	• Two primary schools and one 8FE secondary school must be provided, positioned to be accessible by foot, cycle, and public transport from across the site.

	• School boundaries must be designed as landscape edges that address safeguarding requirements without presenting an institutional character. • Pedestrian priority must be maintained on streets fronting schools, with drop-off and servicing carefully managed to avoid conflicts with pedestrian and cycle movement.
Green Buffers and Edges	• Generous landscape buffers along the southern and eastern boundaries must protect the setting of the National Landscape and surrounding conservation areas and villages. Buffer character must vary: meadow edge facing open landscape; dense woodland where screening the M25 or A20. • Development heights and densities must step down towards these edges. The M25 buffer must address noise and air quality through landform, planting, and the positioning of employment uses
Landscape Routes and Street Characters	• Every street must take its landscape character from its setting and be informed by the heritage significance of the site. The following indicative typologies are identified on the diagram: • Heritage View Streets: Formal avenue planting and aligned sight lines framing views into the landscape, which are to be informed by an understanding of the heritage significance of the site. In-situ interpretation can be provided. • Educational Corridor: Wider verges, naturalistic planting, and integrated play features connecting schools to the local centre. • Meadow Route: Softer edges and wildflower planting along the southern and eastern edges. • Woodland Route: Denser canopy and shade-tolerant understorey along the western edge. • Neighbourhood Routes: Tree-lined secondary streets with hedged front gardens. • Green Lanes: Car-free corridors for walking, cycling, and ecology.
Existing Trees, Hedgerows and Vegetation	• All mature trees, hedgerows, and ancient woodland must be retained, protected with appropriate buffers, and enhanced. Planting must prioritise native, climate-resilient species.
Heritage Setting	• Fort Farningham must be enhanced within the site with appropriate offsets, access, and interpretation. • The eastward views in to and out from the Fort, which help to better reveal the significance of the scheduled monument, are to be maintained and enhanced. • Framed long views out of the site will provide visual connection to nearby heritage assets which, with interpretation, will better reveal the different layers of heritage significance of the site and local area.
Public Access and Community Use	• The 3.5km leisure route must connect the central park, landscape mound, and wider green corridor network. Seating, lookouts, and resting points must be provided along longer routes.

Placemaking and Built Form Plan



Placemaking and Built Form

Uses – services and spaces locally provided

Design Requirements	
Uses	
Local Centre	- A local centre should be provided along the primary route and bus route, combining retail, community spaces, and small-scale commercial uses to meet day-to-day needs and reduce the need to travel. - Community uses including GP capacity and flexible community spaces should be integrated into the local centre or located along the primary route.
Employment Land	Employment uses to the west would provide an effective buffer to the M25 while delivering flexible workspace. Buildings must avoid large industrial shed forms and could take inspiration from surrounding farmstead typologies, materials, and detailing.

Built Form – density responds to context

Design Requirements	
Built Form	
Density and Typologies	Densities must respond to setting: highest to the west and around the local centre where the site relates to Swanley and the employment area (up to 60 dph); medium through the central areas around the central park (40–50 dph); lowest along the eastern and southern edges where development transitions to the National Landscape and the conservation areas and villages of Farningham and Eynsford (30–40 dph).
Layout and Block Structure	Development must be structured by the central park primary route, and bus route, with secondary streets and green lanes defining development parcels. Block layouts must respond to existing landscape features – hedgerows, tree lines, and topography.
Frontages	- Key frontages to open spaces must be continuous and positively designed. Frontages to the west must present a more urban, structured character responding to the employment area. - Corner plots must address both streets with windows and active frontages.
Heights and Massing	Taller, more urban forms to the west and at the local centre, stepping down towards the east and south as development takes on a more naturalistic, rural edge character. Development on the eastern and southern edges must be assessed for visual impact from the National Landscape and conservation areas, and to the setting of the scheduled monument.

	Heights along heritage view streets must be consistent to reinforce the formal avenue character.
Landmark Buildings	Distinctive buildings at the signalised London Road entrance, the local centre, and key junctions to aid legibility. Landmarks must remain sensitive to the landscape setting and not compete with Fort Farningham or the heritage views.

Other Design Requirements

Design Requirements	
Identity	
Distinctive Character	- The neighbourhood's identity must be drawn from its landscape setting and heritage significance of the site – the National Landscape, Fort Farningham, and the Darent Valley – not from generic suburban patterns. - Materials and detailing must draw from local Kent vernacular while allowing contemporary interpretation. - Each part of the site must have a distinct character The development will include a strategy for responding to the NGET Overhead/ Underground Cable Route present within/ adjacent to the site which demonstrates how the NGET Design Guide and Principles have been applied at the masterplanning stage and how the impact of the assets has been reduced through good design.
Legibility	- The development must provide a clear structure for navigation. - Views in to and out from Fort Farningham, the landscape mound, and the three heritage landmarks should aid orientation. - The signalised entrance from London Road should be marked by high-quality public realm and landmark buildings to signal arrival.
Homes and Buildings	
Amenity	- All homes must provide good internal space standards with access to private and shared amenity space. Green space, play areas, and safe walking routes must be within short walking distance of all homes. - Overlooked, safe play areas and green spaces must be within short walking distance of all homes.
Light/Aspect/Privacy	- All homes must be designed to achieve good levels of natural light, dual aspect where possible, and private outdoor space. - Overlooking and overshadowing must be minimised through careful layout, orientation, and building height transitions. - All car parking spaces whether public or private spaces, must provide EV charging facilities.

Resources	
Energy Hierarchy	• Development must follow the energy hierarchy: reduce demand first, then use efficient systems, then supply with renewables. • Building fabric must be optimised to reduce heat loss, with passive design for ventilation, shading, and daylighting.
Embodied Carbon	• Materials with low embodied carbon, such as timber and recycled products, must be prioritised. • Construction should promote modern methods of construction.
Water	• All homes and public spaces must incorporate water efficiency measures. • SuDS must manage surface water on site, integrated into the landscape framework.
Lifespan	
Delivery	• Long-term management of green and blue infrastructure must be secured from the outset, with opportunities for community involvement and review to support stewardship over time.
Management	• A long-term management plan must be secured for the fort, SuDS, ecological corridors, and landscape routes to ensure resilience, safety, and biodiversity. • Opportunities for resident involvement in management and review (e.g. green space stewardship, monitoring biodiversity, or programming community facilities) must be embedded to create ownership and resilience over time. • Each home must have a considered refuse and recycling bin approach that ensures bins are located in a convenient and easily accessible location, are well-designed and attractive, and support correct use.