



Swale Densification Study

February 2023

BPTW brings together specialisms in Architecture, Planning and BIM to transform not just physical spaces, but people's lives. Our work tells our story. We are bold. We are innovative. We care.

For over 30 years we have worked with many of the UK's leading developers and housing providers to create desirable new homes and places. With over 130 staff, our teams are made up of individual experts who cultivate a friendly, creative and collaborative partnership with everyone we work with. From start to finish, we are committed to deliver success on every measure.

BPTW. Together we transform people's lives.

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For further information contact:
Partner: Neill Campbell - ncampbell@bptw.co.uk

Introduction

Brief

BPTW have been appointed by Swale Borough Council (SBC) to assess a number of sites within the borough's ownership with a view to identify which sites might be suitable for residential development or densification.

Our initial scope is defined by the below two stages of work:

1. Traffic light assessment

A traffic light assessment of sites to categorise in relation to its development potential, with a desktop assessment of constraints of each site. Based on the assessment, each site will be ranked Red/ Amber/ Green based on its development potential, concluding with a high level quantum based on density assessment

2. Capacity studies

We assume that we undertake a more detailed capacity study on the 'Green' and 'Amber' sites, with greater development opportunity. The output of this stage would be a drawn capacity study with an indication of massing, which test the previous density assumptions, and accommodation schedules



Map of Swale Borough



Aerial view of Sittingbourne

Sites overview

An overall number of 186 sites and land ownership boundaries have been identified.

Our process

Our team have organised the sites into eleven ward boundaries within Swale to enable a more manageable assessment of sites within their geographic context. The first stage of assessment focused on whether the physical attributes of each site and its local context would preclude site densification. Assessment was based on a desktop review from aerial and street view mapping to remove unviable sites.

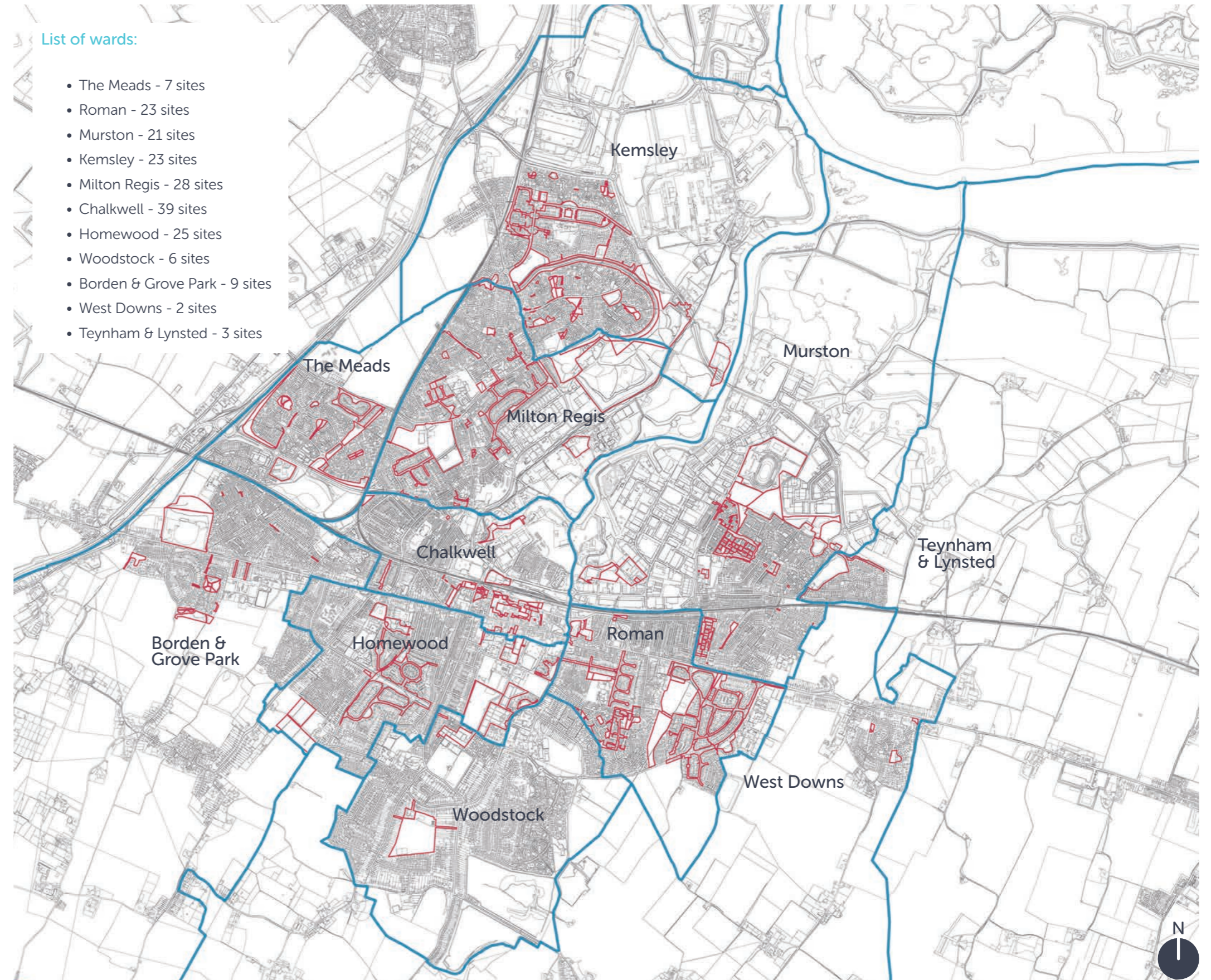
Through this process, most sites have been excluded due to typical physical characteristics that would preclude development, such as the scale or size of the site, its current use (such as being a recently developed site, use as a street for local access or open space) and/or surrounding context (such as fronting/ adjacent residential uses that require access or overlook a site).

Those sites that have not been excluded will be identified as having possible development potential, and each will be further assessed to understand the status of each site, including planning designation, formal use and flood risk. Through this process, sites will likely have development potential, but may face planning constraints or other issues. Therefore, our team will identify the site opportunities, including those to enhance local public realm, access and landscaping, as well as constraints. As part of this process, our team will identify wider opportunities to enhance the local place where densification may provide wider benefits.

The above assessment process will identify a range of sites with residential development or densification potential. Through collaboration with SBC, our team will bring forward capacity studies of sites that are more conducive to densification, which will reflect the green sites.

Key

- Site boundary
- Ward boundary



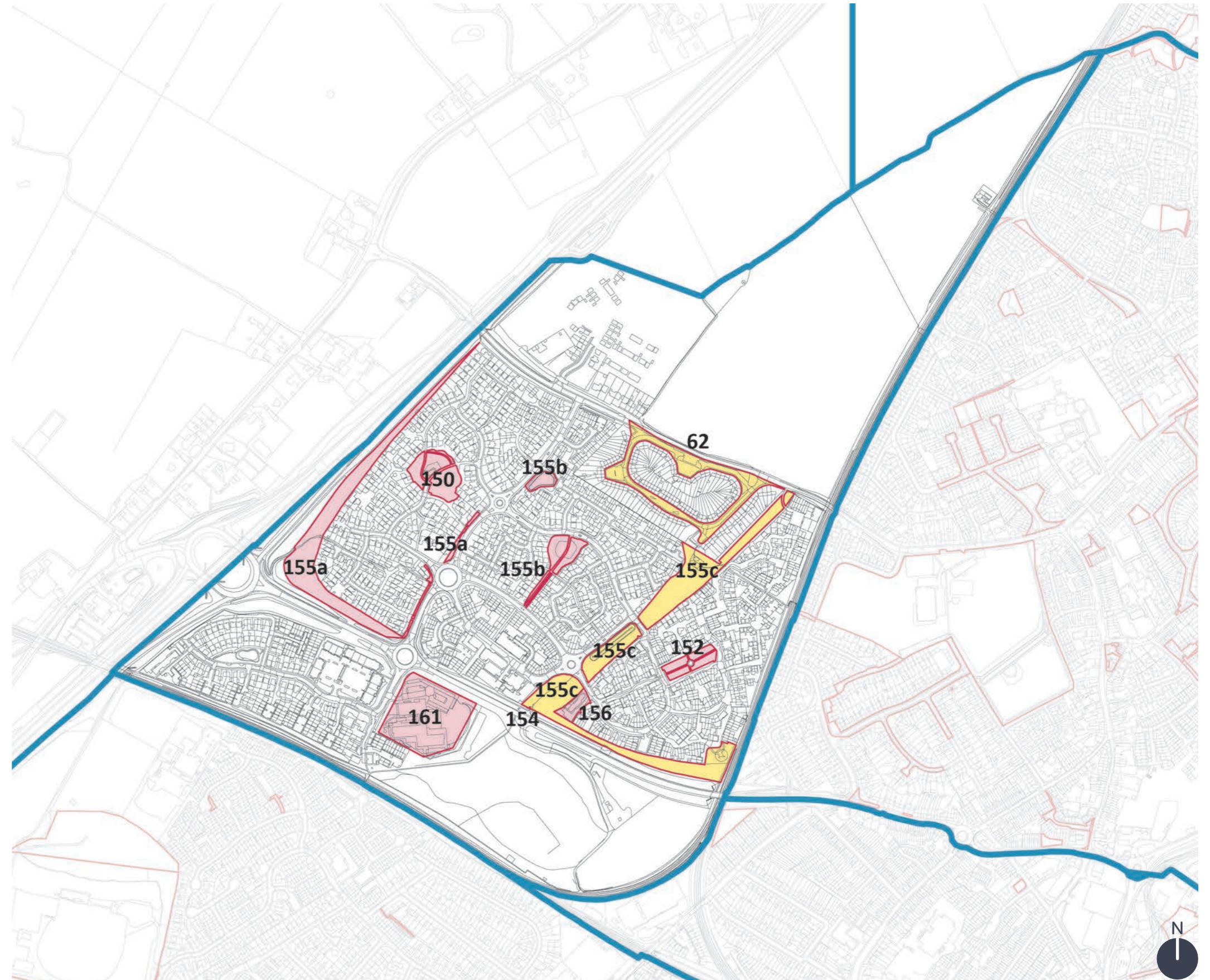
The Meads

Overview

The Meads ward is located to the west of Sittingbourne and contains 7 sites. These are:

- Site 62
- Site 150
- Site 152
- Site 154
- Site 155a, 155b, 155c
- Site 156
- Site 161

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.



Key

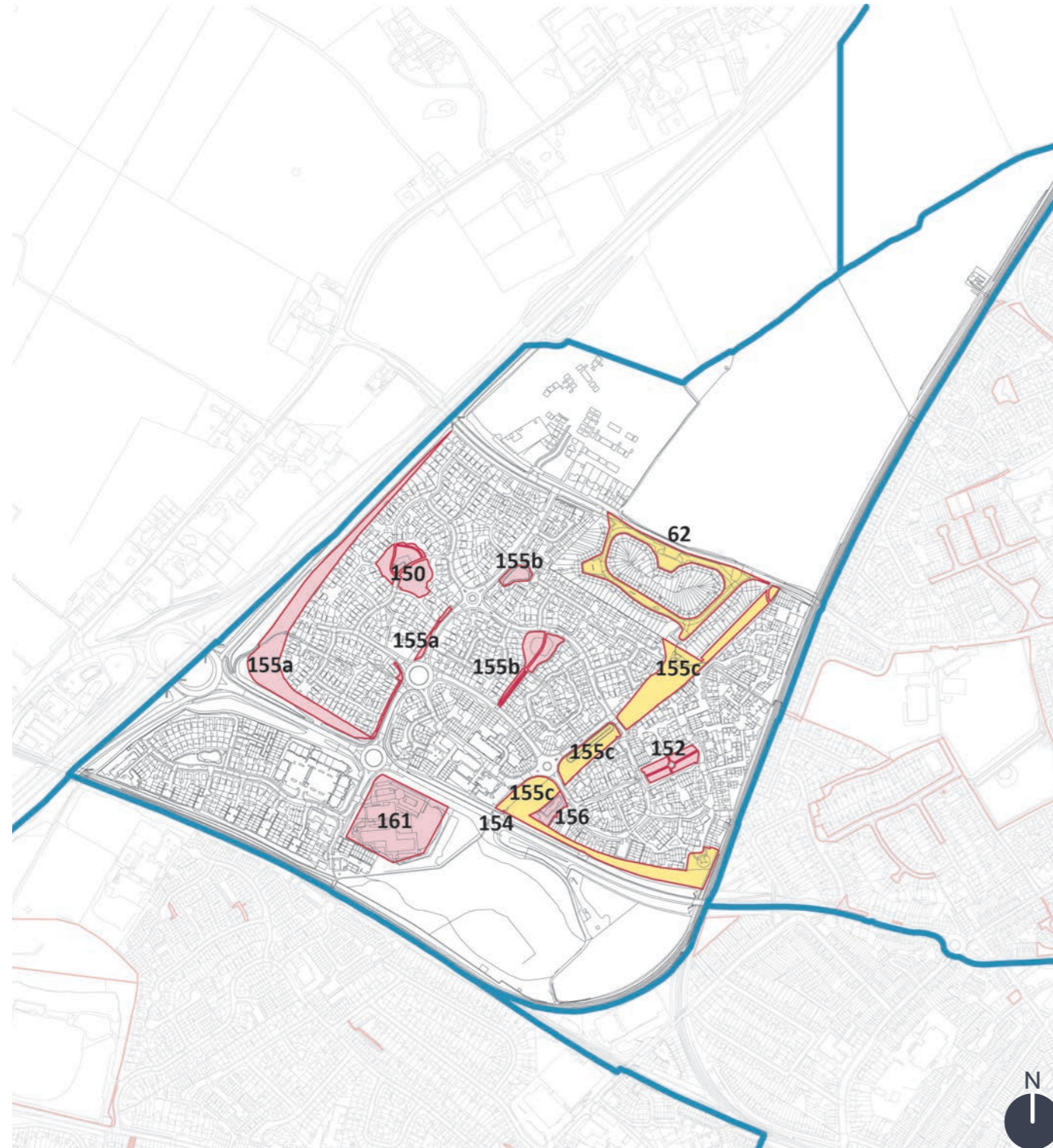
- Ownership boundary of red sites
- Ownership boundary of amber sites
- Ward boundary

Schedule of sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.

Within The Meads ward, site 62 and 155c are possibly conducive to densification.

Key Map

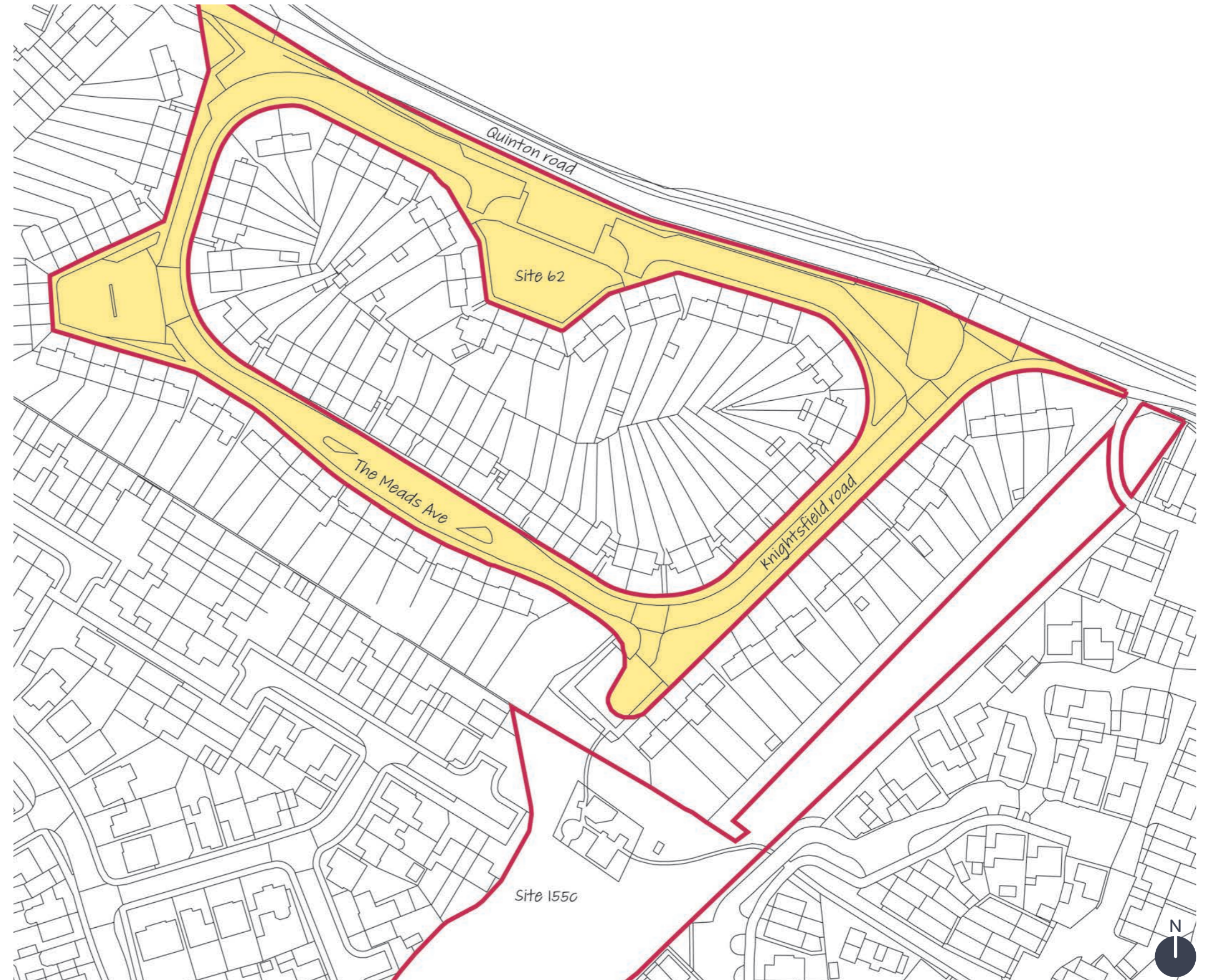


Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
The Meads	62	1.13287806	Verges	Large verge between Quinton Road and The Meads Avenue	Visual amenity and hardscape spaces that could allow for small scale intensification between a neighbourhood green and as a corner gateway between existing residential and farmland beyond. Potential to enhance the public realm in area, with street trees/formalise or enhance street car parking.	Maybe
The Meads	150	0.521854371	Open space	Neighbourhood greens and green links within a neighbourhood	One site is wooded with grass and half of it has potential for intensification to put a front to the green link/ open space, but with trees and community opposition, likely unrealistic	No
The Meads	152	0.242320852	Open Space	Moonstone Square	Central neighbourhood green square, not a site	No
The Meads	154	8.53E-05	Open Space	Tiny dot of land on greenlink between neighbourhoods	Site too small for development	No
The Meads	155	4.550075014	Large landscape edge	155a - Sloping, wooded buffer landscape between residential and A249/ B2006	Wooded landscape with a pedestrian route linking across A249. Slight possibility of very limited infill, however noise and topography issues likely difficult to overcome.	No
				155b - Neighbourhood green and pedestrian access route between Jacinth Drive and Argent Way	Central neighbourhood green and wooded landscape with a pedestrian route, not a site	No
			Open space	155c - Greenlink between neighbourhoods linking to The Meads Community Woodland	A middle link has the potential to better link adjacent neighbourhoods, introduce a small infill (possibly) and provide better overlooking, but this would require insentification in an area of open space. Potential to enhance this open space, introduce better/more ped paths and reprovide play space	Maybe (as part of site 62)
The Meads	156	0.156763155	Community Centre	Site of the recently built The Meads community centre	Recently built community centre, so not a site	No
The Meads	161	1.55791742	School	Recently built Aspire School	Site is not a site as the Aspire School has been recently built	No

Site 62

Site 62, highlighted in the adjacent plan, encompasses the streetscape of The Meads Avenue and Knightsfield Road that services the fronting residential homes, includes open spaces and fronts onto Quinton Road to the north.

There is a pedestrian connection to the adjacent site to the south east (site 155c).



Site 62 & 155c aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 62 & 155c

Site 62 & 155c: Street Views



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Key Map



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Constraints & Opportunities

The following areas are highlighted for its public realm and development potential:

Area A:

A wide verge that sits between a local neighbourhood green square and Quinton Road to the north, the site has the potential to create a sense of enclosure on the northern frontage of the square. Additional landscape enhancements to the square could benefit the local area.

Area B:

A wide verge could act as a positive gateway to Kingsfield Road, with a local bus stop on its northern edge. Site constraints including irregular shape, electric wires and sense of being quite exposed would undermine residential amenity on this site, and therefore new public realm and planting could enhance the site to create a welcoming gateway and address anti-social car parking.

Area C:

This area is technically outside of the study boundary, however the local open space and barricaded car park present and opportunity to link site 62 and 155c with new development to provide additional 'eyes on the street', improve local pedestrian and cycle links and create a stronger landscaped space that leads toward The Meads Community Woodland.

Area D:

An area that likely in the past may have been planted, is currently a large tarmac area for car parking. Enhanced landscaping, which may include pavement trees, could help to enhance this area and bring more greenery into this key corner of the site ownership.

Key

-  Potential intensification
-  Potential public realm improvement
-  Potential intensification outside of boundary
-  Potential area
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Area outside of site boundary
-  Level difference
-  Play space
-  Potential views
-  Green link
-  Frontages
-  Existing unknown development on site
-  Existing line of trees
-  Site boundary



Constraints & Opportunities Diagram

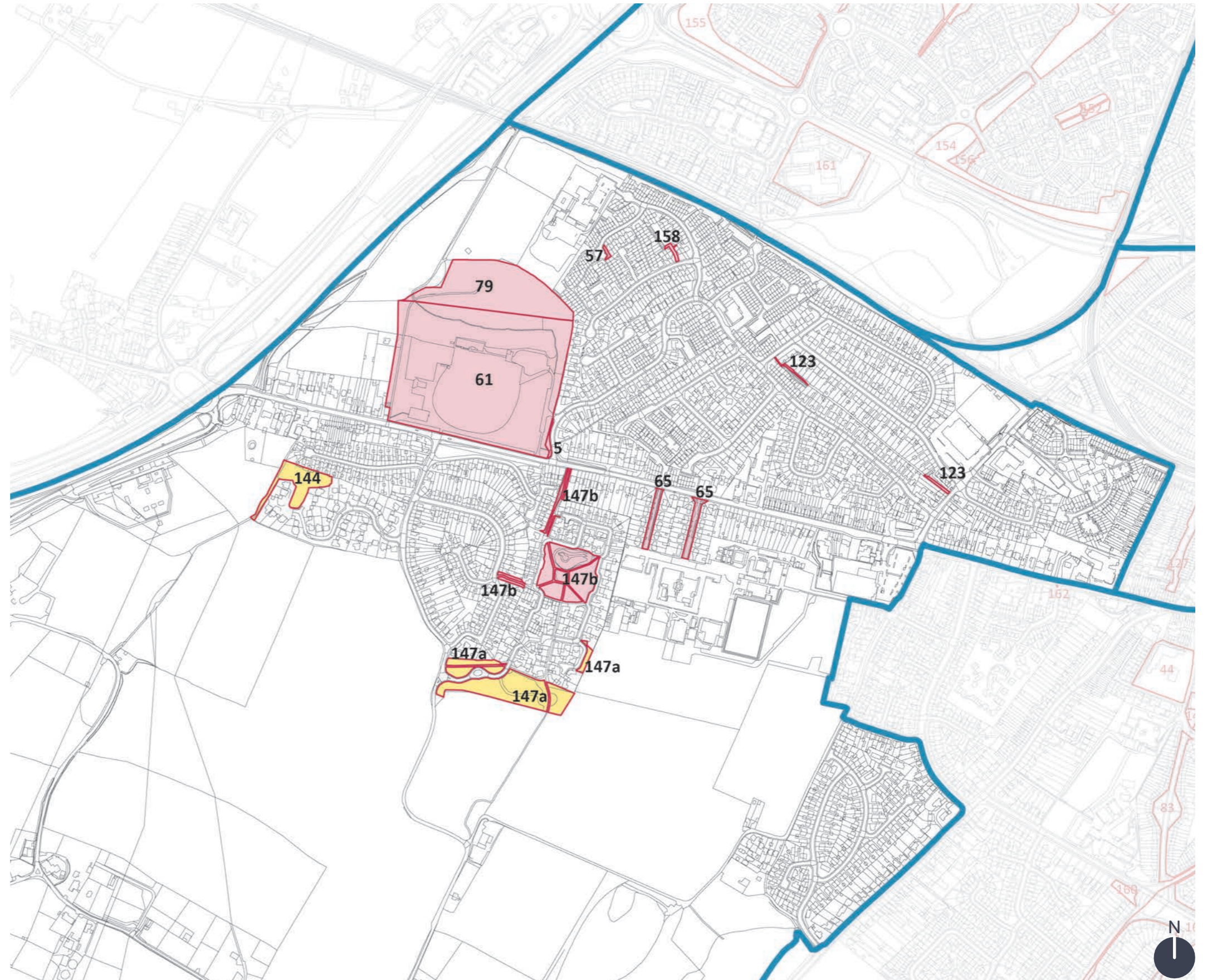
Borden & Grove Park

Overview

Borden & Grove Park ward is located to the south-west of Sittingbourne and contains 9 sites. These are:

- Site 5
- Site 57
- Site 61
- Site 65
- Site 79
- Site 123
- Site 144
- Site 147a, 147b
- Site 158

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.



Key

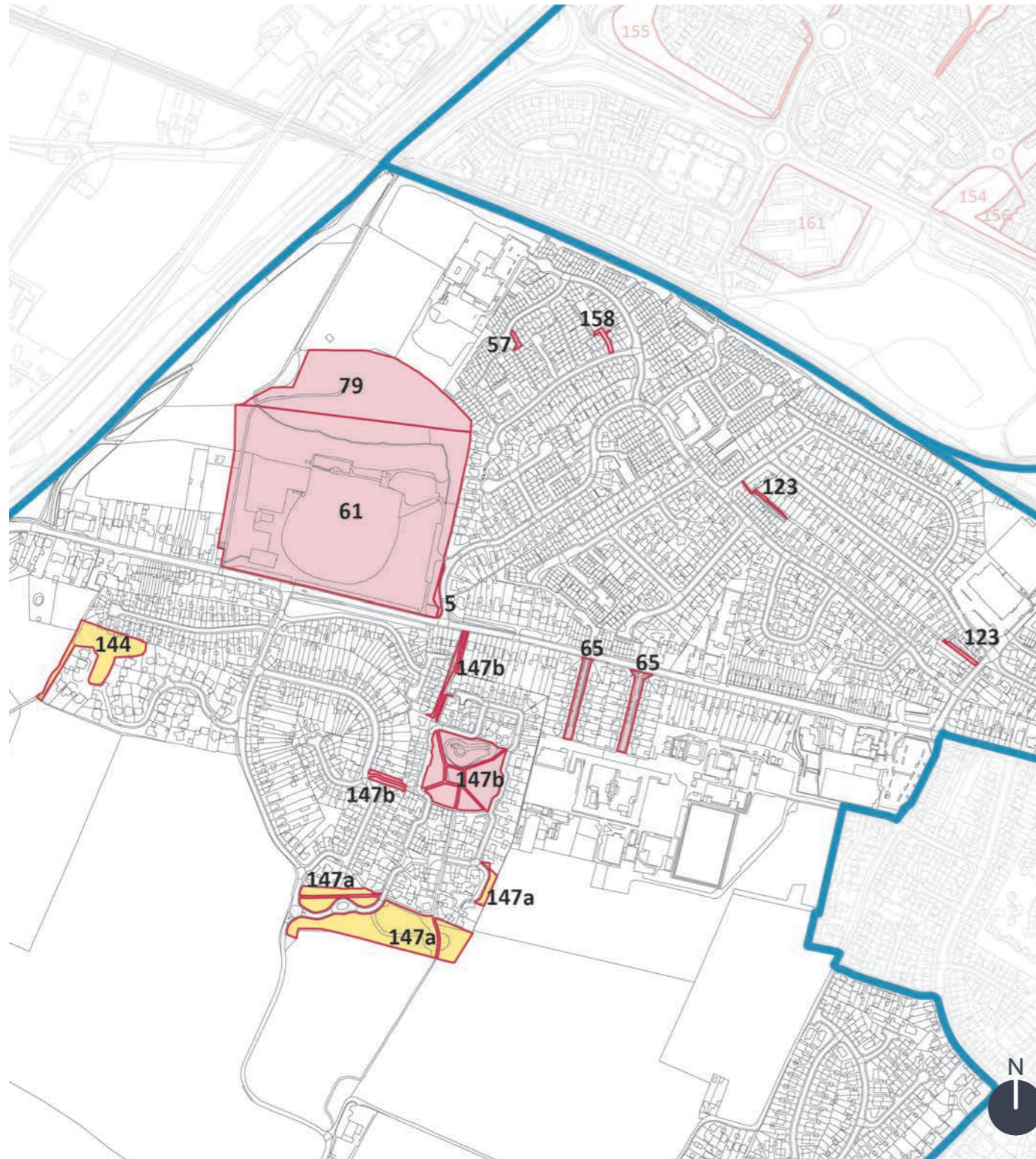
- Ownership boundary of red sites
- Ownership boundary of amber sites
- Ward boundary

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.

Within the Borden & Grove Park ward, site 144 and site 147a are possibly conducive to densification. Site 147 has been split into 147a which includes the parcels of land to the south and 147b which includes the parcels of land to the north.

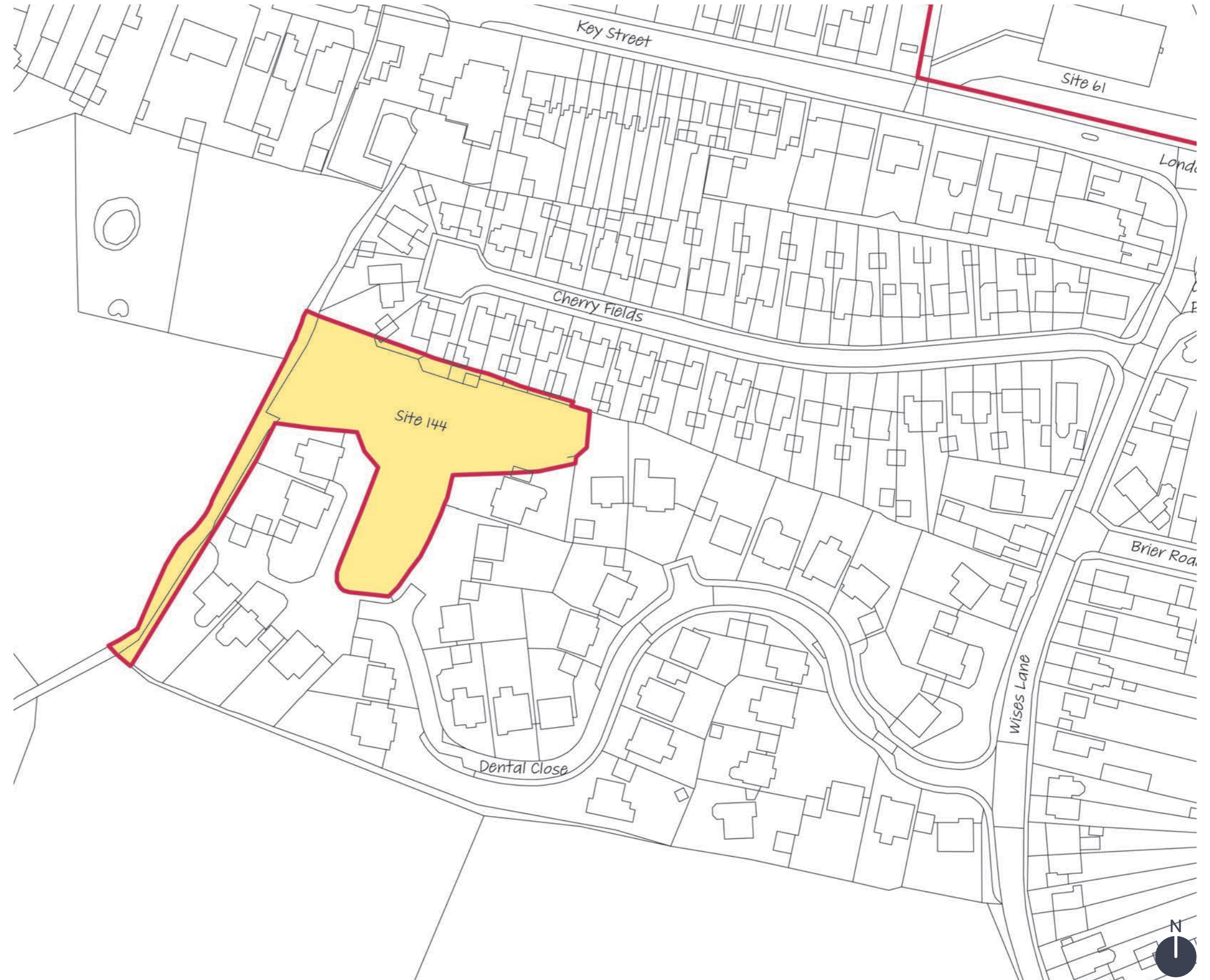
Key Map



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Borden & Grove Park	5	0.02983671	Open space	Landscaped verge between Gore Park and Sandford Road/ A2	Treed open space perceived as part of Gore Park	No
Borden & Grove Park	57	0.012876977	Verge	Verge between Wellington Road cul-de-sac and end of terrace	circa 3.5m width of verge precludes use for intensification	No
Borden & Grove Park	61	6.967428142	Open space	Gore Park and Rose Hill Woods	Recreation field - Sittingbourne Rugby Club, Hockey Club	No
Borden & Grove Park	65	0.257512815	Streetscape	Newlands Avenue and Westlands Avenue	Two treed streetscapes, unsuitable for any development	No
Borden & Grove Park	79	1.814004936	Open space	Gore Park and Rose Hill Woods	Mature woodland	No
Borden & Grove Park	123	0.039263483	Access routes	Access route to garages from Wentworth Drive near Gadby Road and from Staplehurst Road near Gadby Road	Access likely still required and without wider redevelopment, constraints to preclude intensification	No
Borden & Grove Park	144	0.41989285	Open space	Neighbourhood green and woodland at the end of Dental Close	Partial development possible keeping central green, but likely with strong resistance. Access limited through private drives	Maybe
Borden & Grove Park	147	2.046966024	Open space	147a - Wooded landscape gateway to Maylam Gardens	Limited development possible to south of Maylam Gardens, likely strong opposition. Green acts as a buffer between residential land and agriculture to the south. Landscape green links and central neighbourhood green are not suitable sites for intensification.	Maybe
			Open space	147b - Maylam Gardens square	Neighbourhood green and play ground with fronting homes, not a site	No
Borden & Grove Park	158	0.023132159	Streetscape	Entrance to shared car park/ garages off Clive Road	Access and use to remain to access garages, car parking	No

Site 144

Site 144 is located at the end of Dental Close. It encompasses a woodland area to the north of the site and an open area of amenity serving the adjacent homes to the south of the site.



Site 144 aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 144

Site 144: Street Views



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Key Map



Constraints & Opportunities

The highlighted area offers potential for a partial development to the north of site 144.














Site Potential

- Development overlooking existing green completing the cul-de-sac housing arrangement. Development potential for:
 - Traditional detached houses
 - Circa 4 homes
- South-facing views out onto the existing central green
- Addition of active frontage and natural surveillance over existing green

Site Constraints

- Existing woodlands and boundary trees to the west
- Limited access to the development through the private drives at the end of Dental Close
- Potentially strong opposition due to the removal of the existing woodlands on site.

Key

-  Potential intensification
-  Potential area
-  Potential frontages
-  Pedestrian routes
-  Vehicular routes
-  Private drive
-  Vehicular access
-  Potential views
-  Frontages
-  Existing boundary trees
-  Existing landscape
-  Existing forest
-  Site boundary



Constraints & Opportunities Diagram

Site 147a

Site 147a highlighted in the adjacent plan is divided into three parts:

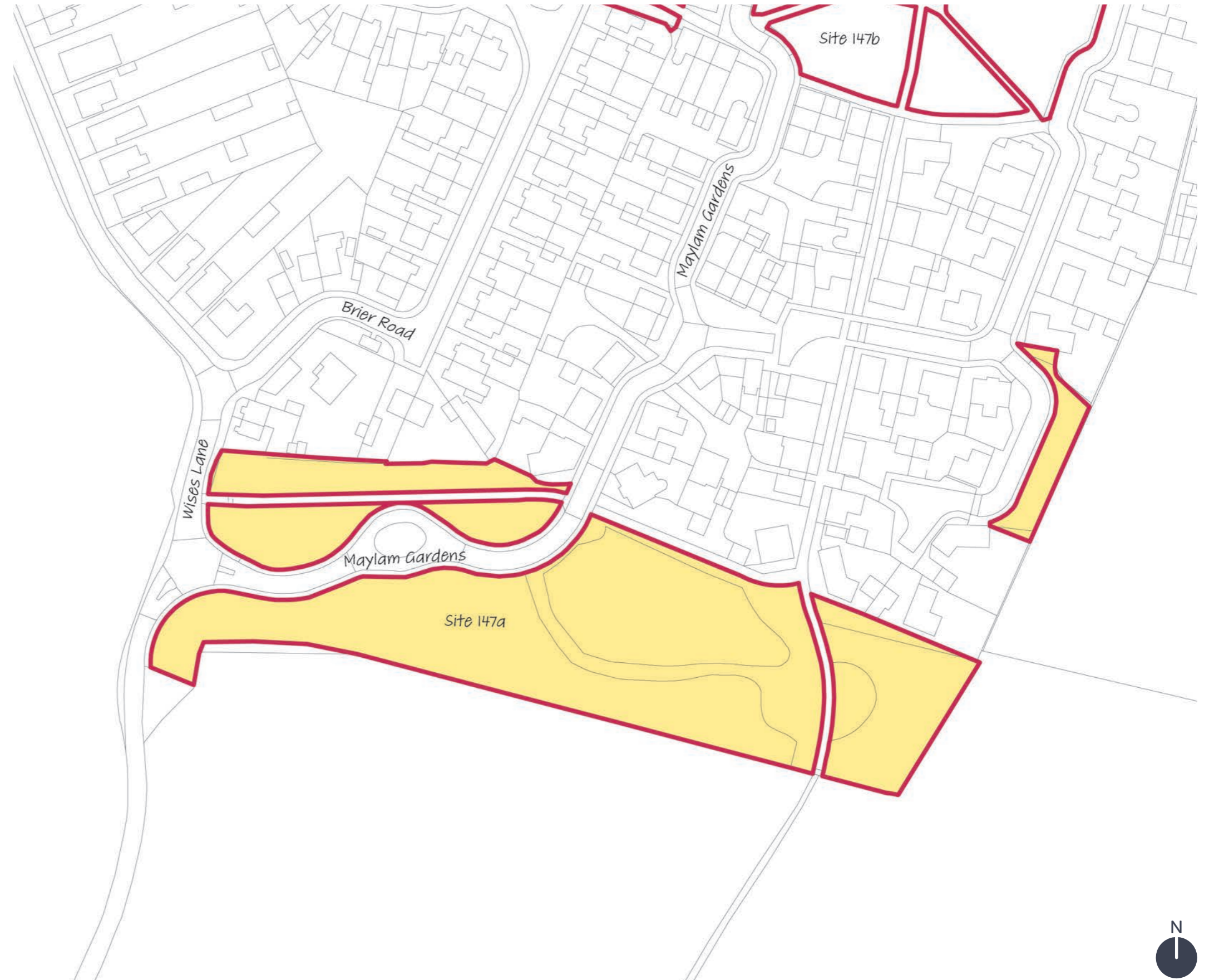
- A large woodland towards the south of Maylam Gardens acting as a buffer between the residential land to the north and agricultural land to the south.
- A small wooded area between Brier Road and Maylam Gardens with a pedestrian right of way cutting across the site boundary.
- A small green area with trees to the east of houses on Maylam Gardens.



Site 147a aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 147a

Site 147a: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a limited development to the south of Maylam Gardens.












Site Potential

- Potential for development on large wooded area towards the south of Maylam Gardens completing the existing urban grain. Development potential for:
 - Traditional detached houses
 - Circa 4 homes
 - South facing views out onto wooded area
 - Addition of active frontage and natural surveillance over existing footpath to the south and to the east

Site constraints

- Likely strong resistance due to removal of existing forest in the eastern area of the site
- Potentially strong opposition due to development within Local Green Spaces (DM18)
- Overlooking from adjacent houses to the north of the site.
- Lack of vehicular access to east side of development

Key

-  Potential intensification
-  Potential area
-  Potential frontages
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Designated Local Green Space
-  Existing forest
-  Site boundary



Milton Regis




Overview

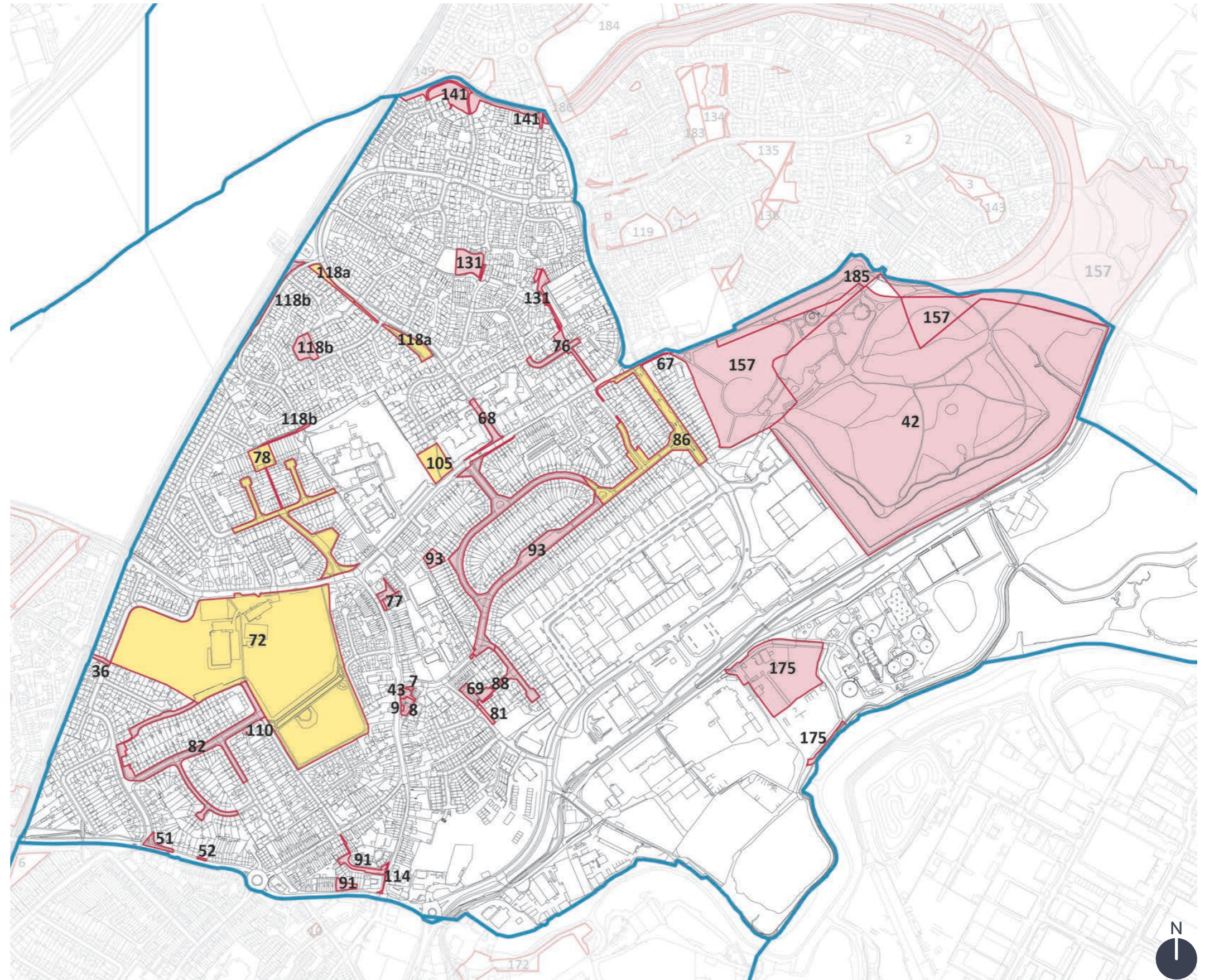
The Milton Regis ward contains 28 sites. These are:

- Site 7
- Site 8
- Site 9
- Site 36
- Site 42
- Site 43
- Site 51
- Site 52
- Site 67
- Site 68
- Site 69
- Site 72
- Site 76
- Site 77
- Site 78
- Site 81
- Site 82
- Site 86
- Site 88
- Site 91
- Site 93
- Site 105
- Site 110
- Site 114
- Site 118
- Site 131
- Site 141
- Site 175

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

Key

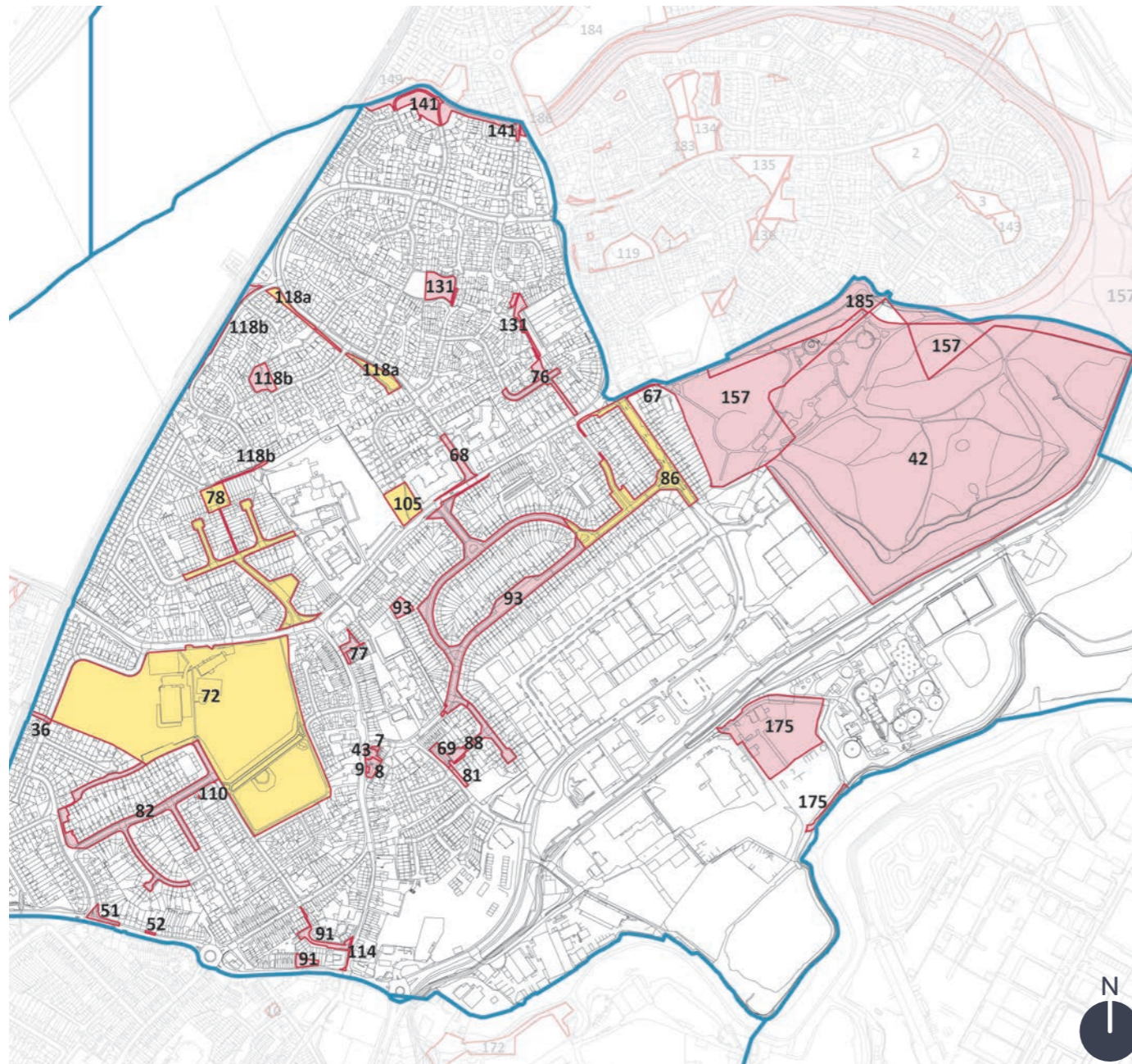
-  Ownership boundary of red sites
-  Ownership boundary of amber sites
-  Ward boundary



Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.

Within the Milton Regis ward, sites 72, 78, 86, 105 and 118a are possibly conducive to densification. Site 118 has been split into 118a which includes parcels of land to the east and 118b which includes parcels of land to the west.

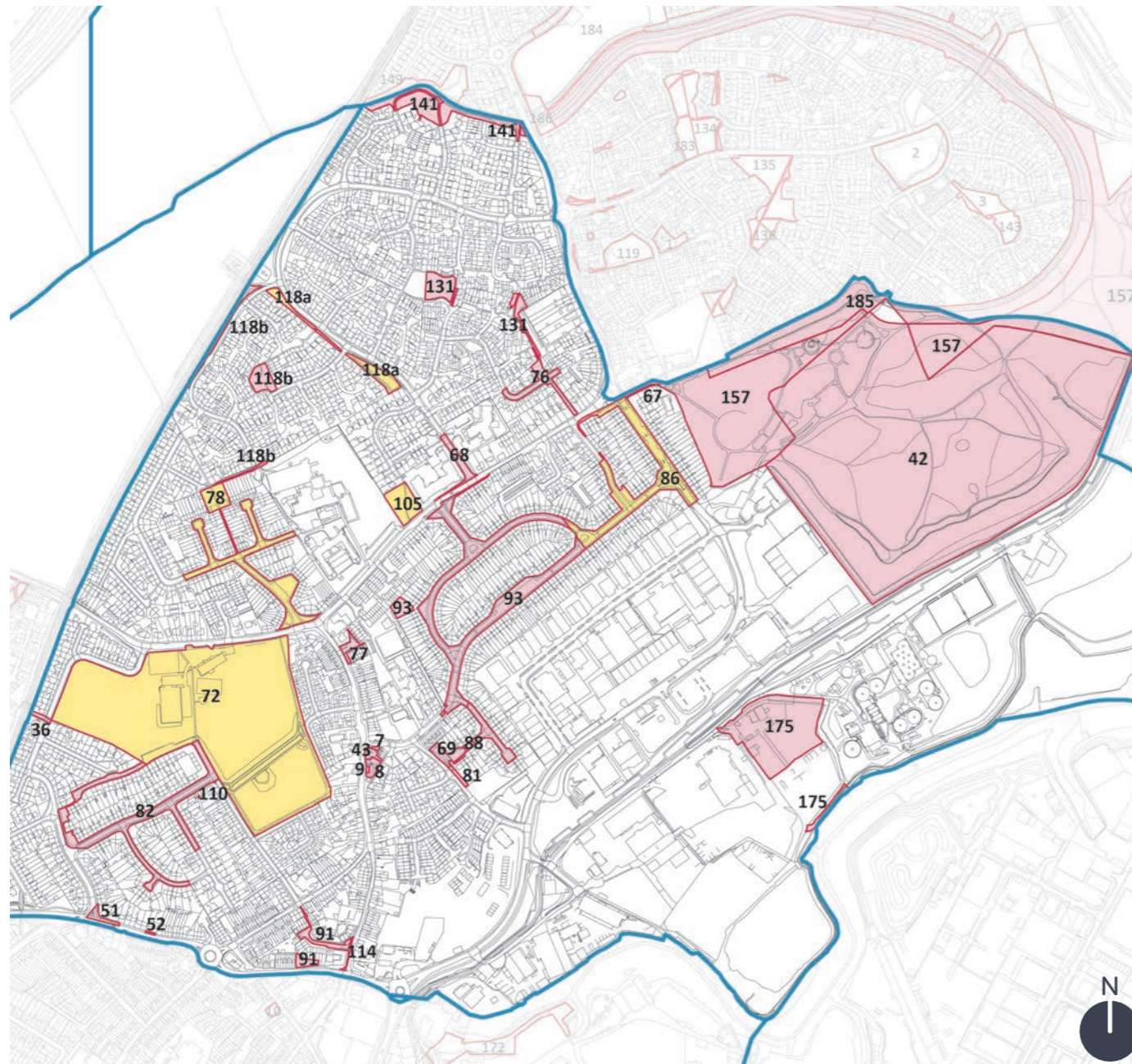


Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Milton Regis	7	0.007195443	Streetscape	Streetscape along Brewery Road	Small site provides pedestrian route, not a site	No
Milton Regis	8	0.004764974	Streetscape and access route	Open space behind museum and access route along Cross Lane		
Milton Regis	9	0.051139058	Museum	Milton Regis Court Hall Museum	Museum is not a site	No
Milton Regis	36	0.023584639	Open space	Pedestrian route and grass linking Laxton Way to Bismuth Drive via a stair crossing at the railway	Grass landscape area is only 4.5m wide, which is too small for infill and provides visual link towards the pedestrian path, therefore not a site	No
Milton Regis	42	17.42741157	Open space	Part of Milton Creek Country Park	Country Park is not a site	No
Milton Regis	43	0.036765013	Streetscape	Streetscape along High street and Milton car park	Car park to be retained, streetscape functions as street, not a site	No
Milton Regis	51	0.04954984	Streetscape	On street car parking and landscape along Howard Avenue	Small site provides car parking and landscape for the end of Howard Avenue, therefore to be retained	No
Milton Regis	52	0.005124837	Streetscape or front garden	Small ownership along Staplehurst Road	Site too small for development, and forms part of the streetscape or a front garden that is used for car parking, therefore not a site	No
Milton Regis	67	0.009595131	Open space	Open space forming part of Milton Creek Country Park and part of neighbourhood green with fronting homes	Country Park not a site, nor the neighbourhood green	No
Milton Regis	68	0.106620333	Streetscape	Attlee Way Streetscape	Portion of Attlee Way, not a site	No
Milton Regis	69	0.100774354	Streetscape	Streetscape along Musgrave Road and on street parking along Cooks Lane	On street parking to be retained and streetscape that functions as street, not a site	No
Milton Regis	72	7.861135497	Open space	Milton Recreation Ground site	Likely no infill potential, however should there be interest to introduce homes that front onto the south western portion of the grounds, this could repair the only non-front facing edge to the site.	Maybe but unlikely
Milton Regis	76	0.197355494	Streetscape and open space	Streetscape along Diligent Drive, access route and neighbourhood green		
Milton Regis	77	0.059120671	Streetscape	Sporhill Close street, parking and landscape	Streetscape with houses fronting onto the close, not a site	No
Milton Regis	78	0.866522972	Streetscape and open space	Streetscapes along Middletune Ave, Newbridge Ave, Glenbrook Grove and Milbourne Grove; pedestrian links and green open space	The streetscapes that function as streets are not sites, nor are the pedestrian links that provide access. However, the northern green square is an open space where new development and enhanced landscape could provide greater legibility and overlooking to an enhanced green space. Additional corner greenspaces on Middleton Ave, outside of Council ownership, could also be intensified	Maybe

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.

Within the Milton Regis ward, sites 72, 78, 86, 105 and 118a are possibly conducive to densification. Site 118 has been split into 118a which includes parcels of land to the east and 118b which includes parcels of land to the west.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Milton Regis	81	0.01754163	Streetscape	On street car parking along Cooks Lane	Narrow site provides on street car parking along Cooks Lane, therefore to be retained	No
Milton Regis	82	0.836075255	Streetscape	Streetscape along Cherry Close, Beechwood Avenue, Dean Road, Windmill Road, Chappell Way and Larkfield Ave	Whilst the streetscape is not a site, some fronting homes provide small infill sites at Cherry Cl/ beechwood Ave and Beechwood Ave/ Dean Road. To consider if Council owns these plots/ homes.	No - But to look further
Milton Regis	86	0.915394412	Streetscape and open space	Streetscape along Langley Road, Trinity Road and Saffron Way and fronting landscaped areas	A small scale opportunity to densify the corner of Trinity Road/ Langley Road, however the site is constrained by a fronting 1st floor window and pedestrian route.	Maybe
Milton Regis	88	0.192086073	Streetscape	Streetscape along Musgrave Road	Streetscape that functions as street, not a site	No
Milton Regis	91	0.139800882	Streetscape and open space	Streetscape along Kings Mill Close, access route and open green along St Paul's Street B2006		
Milton Regis	93	1.4093217	Streetscape	Streetscapes of Court Road and Regis Close	The site offers opportunities to enhance the quality of the streetscape and landscaped areas by introducing street trees	Maybe
Milton Regis	105	0.232258868	Open space	An open space that provides a pedestrian link between North Street and Wyvern Close	The access route for pedestrians could be re-routed and the site could become a development site, potentially retaining an element of public open space	Maybe
Milton Regis	110	0.000929174	Access route	Micro site along rear pedestrian access route off Dean Road	Too small to be a site and is part of a wider access route	No
Milton Regis	114	0.014247317	Streetscape	Pedestrian route along High Street	Site is providing pedestrian link, not a site	No
Milton Regis	118	0.495017891	Open space	118a - Neighbourhood green square and verge along Attlee Way and Volante Drive	Wider portions of the Attlee Way verge could be developed, although likely access and overlooking issues to be addressed	Maybe
			Open space	118b - Neighbourhood green between Alexandra Close and Richmond Drive	Neighbourhood square with homes overlooking, not a site	No
Milton Regis	131	0.278333284	Open space	Neighbourhood green square	Green square with fronting homes, not a site	No
Milton Regis	141	0.52419264	Open space	Neighbourhood green along Eclipse Drive and Eleanor Drive	Neighbourhood green with fronting homes, not a site	No
Milton Regis	175	1.483282302		Kent Auto Salvage		

Site 72

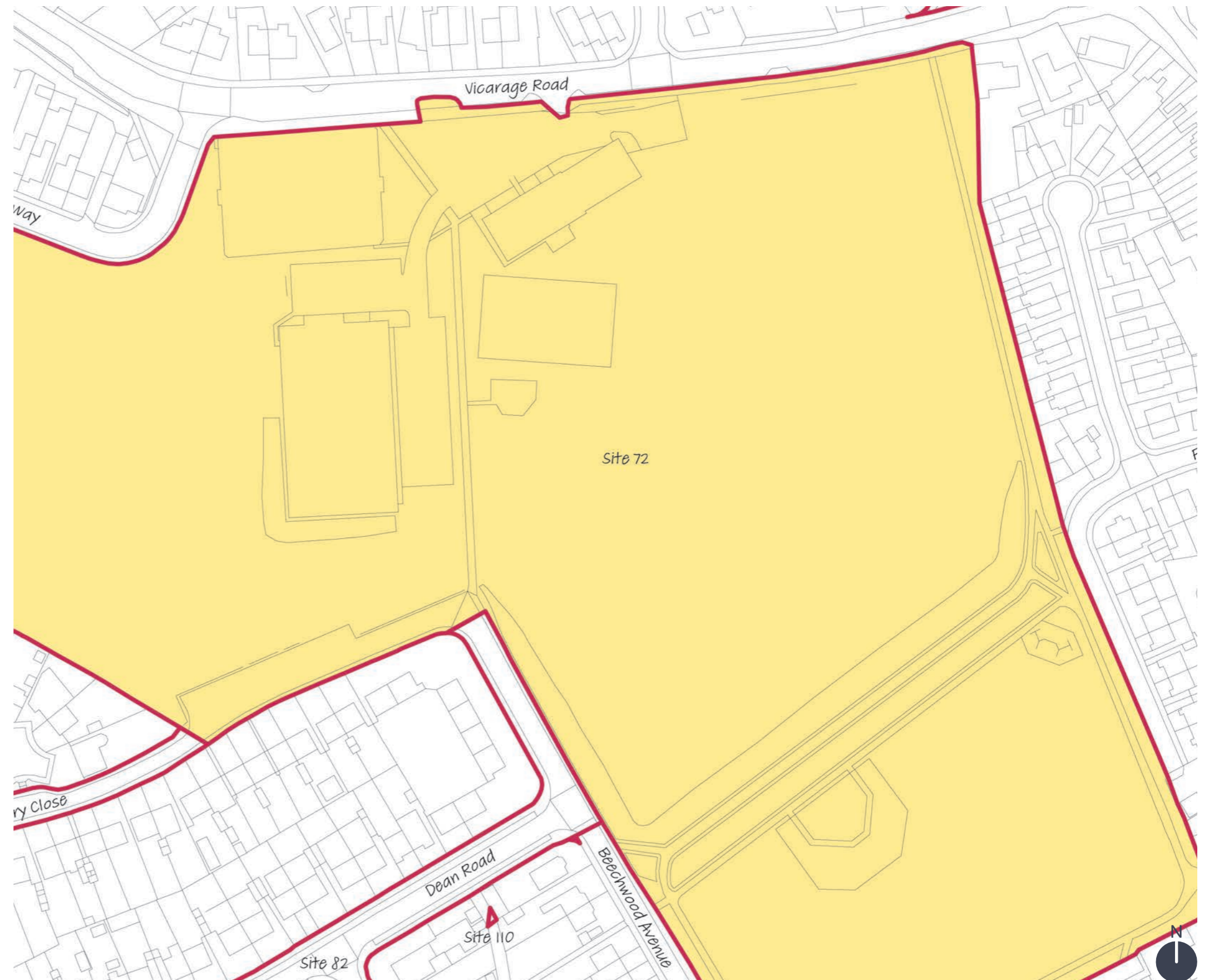
Site 72 highlighted in the adjacent plan encompasses an open space forming part of the Milton Recreation Ground site. The study focuses on the north eastern area of the site.



Site 72 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 72

Site 72: Street Views



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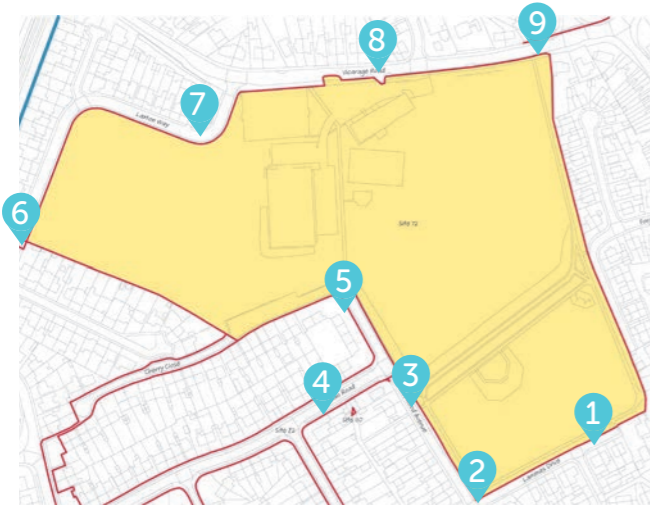


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Key Map



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Constraints & Opportunities

The highlighted area offers potential for development to the north east edge of site 72.













Site Potential

- Development overlooking the existing green space, part of the Milton Recreation Ground. Development potential for:
 - Traditional semi-detached houses
 - Circa 16 homes
- South west facing views out onto open green
- Repairing non-frontal facing eastern edge of the site
- Addition of potential vehicular access to development linking Vicarage road and Forge road and re-routing pedestrian access

Site Constraints

- The northern portion of site 72 is in flood zone 3a
- Likely strong resistance due to reduction in green space
- Northern part of the site is located within a flood zone 2 & 3

Key

-  Potential intensification
-  Potential area
-  Potential frontages
-  Potential views
-  Existing pedestrian routes
-  Existing vehicular routes
-  Vehicular access
-  Potential pedestrian route
-  Potential vehicular route
-  Frontages
-  Existing landscaping
-  Site boundary

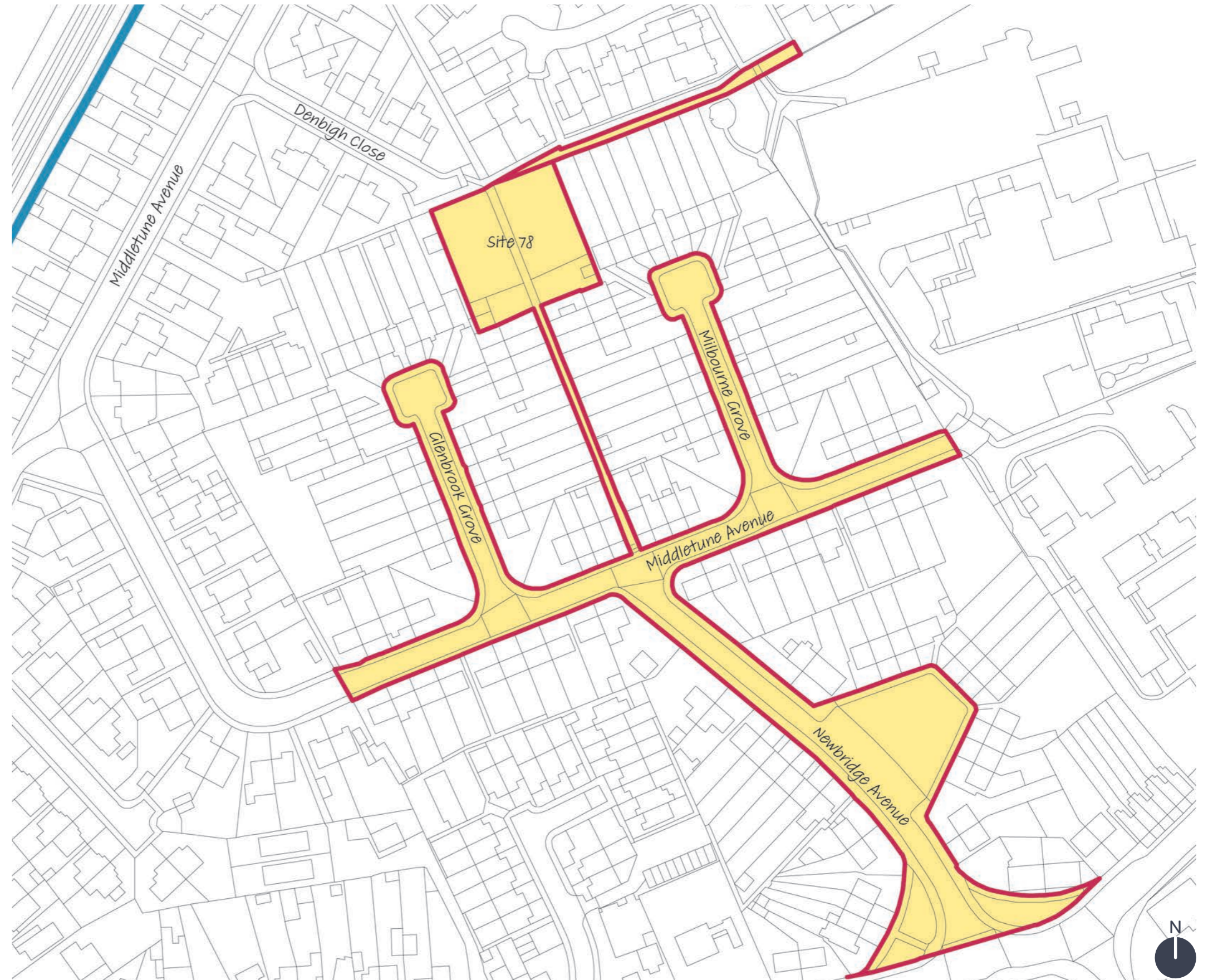


Constraints & Opportunities Diagram

Site 78

Site 78 highlighted in the adjacent plan encompasses the following:

- Streetscape to the south of the site which encompasses Middletune Avenue, Newbridge Avenue, Glenbrook Grove, Milbourne Grove and associated pavements and verges.
- A neighbourhood open green space at the end of Denbigh Close
- Pedestrian links providing access between the open green space to the north of the site and Middletune Avenue to the south



Site 78 aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 78

Site 78: Street Views



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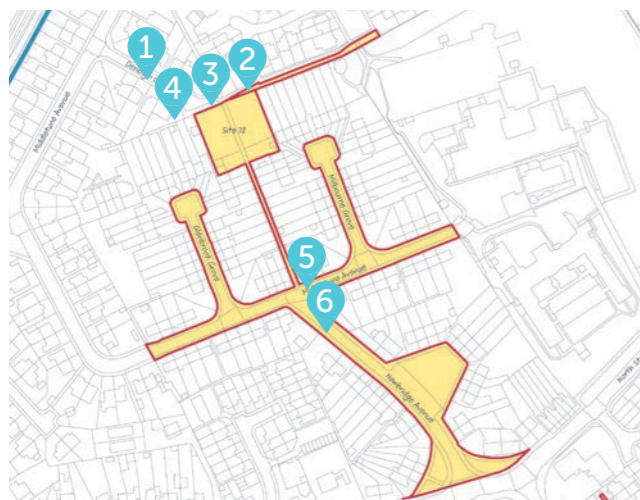


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Key Map



Constraints & Opportunities

The highlighted area offers potential for a new development and an enhanced landscape to the north of site 78.











Site Potential

- Development on the eastern part of the open green space. Development potential for:
 - Non-traditional houses and/or maisonette
 - Circa 3 homes
 - West facing views towards enhanced open green and play space
- Potential for enhancing the existing landscape and play space, providing greater legibility and overlooking towards enhanced open green
- Addition of active frontage and natural surveillance over existing footpath to the west

Site Constraints

- Access along Denbigh Close
- Overlooking from adjacent houses
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential public realm improvement
-  Potential intensification
-  Potential area
-  Play space
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Site 86

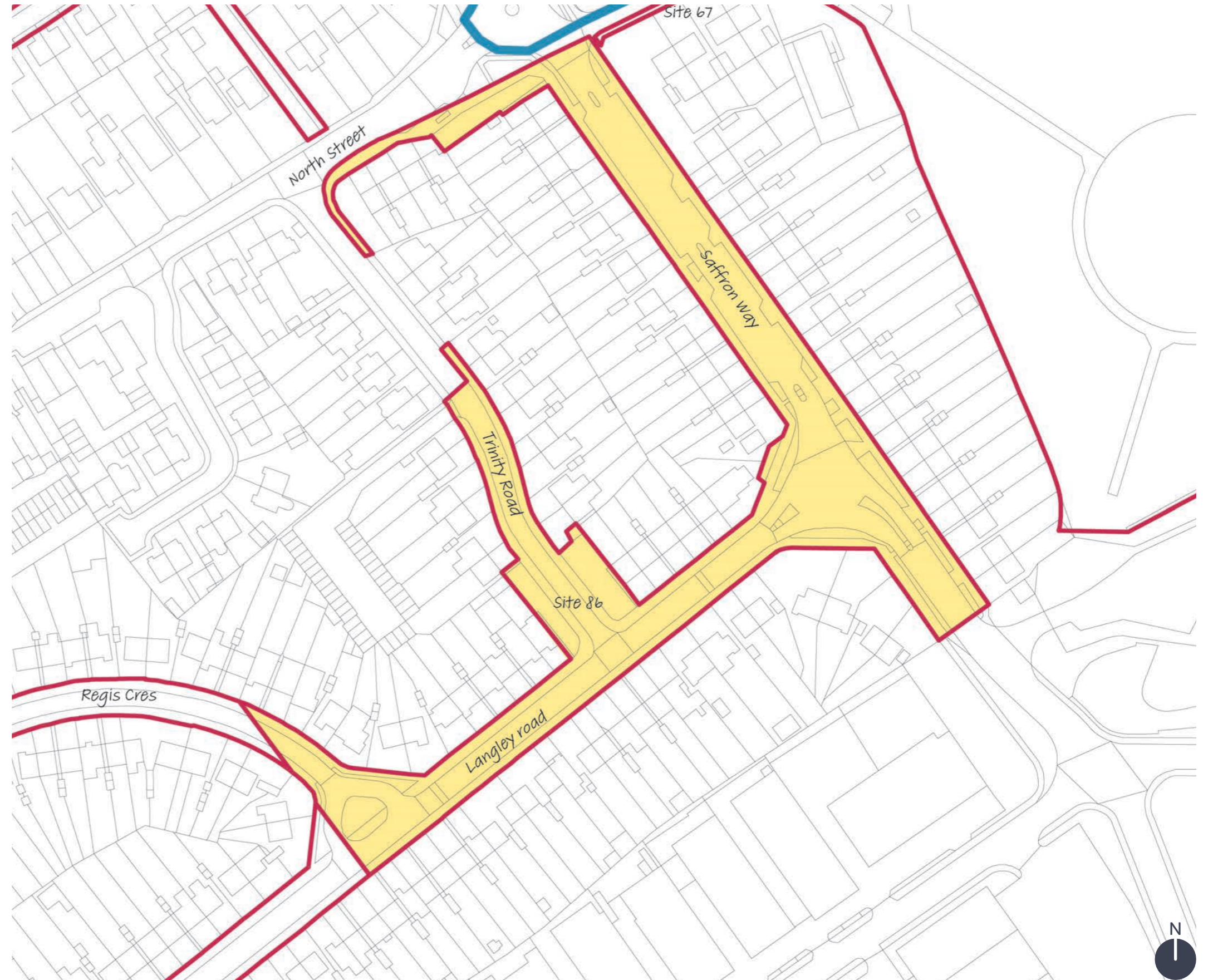
Site 86 highlighted in the adjacent plan encompasses the streetscape and open green at the junctions of Trinity Road and Langley Road.



Site 86 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 86

Site 86: Street Views



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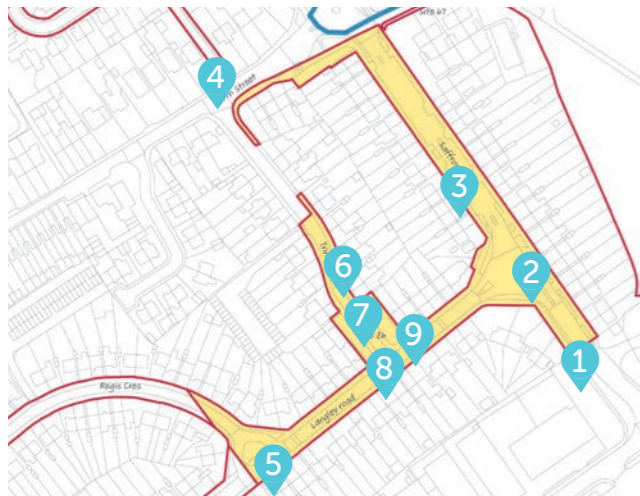


5



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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a small development to the south of site 86.










Site Potential

- Development potential on the open green corner between Trinity Road and Langley Road, completing the existing urban grain. Development potential for:
 - Bungalow house
 - Circa 1 home
- South-east facing views out onto Langley Road

Site Constraints

- The southern portions of site 86 are in flood zone 3a, including the open green
- The site is constrained by a pedestrian route and a fronting first floor window from the adjacent house to the east of development
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement
- Vehicle visibility splays to be considered

Key

-  Potential intensification
-  Potential area
-  Potential frontages
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Site 105

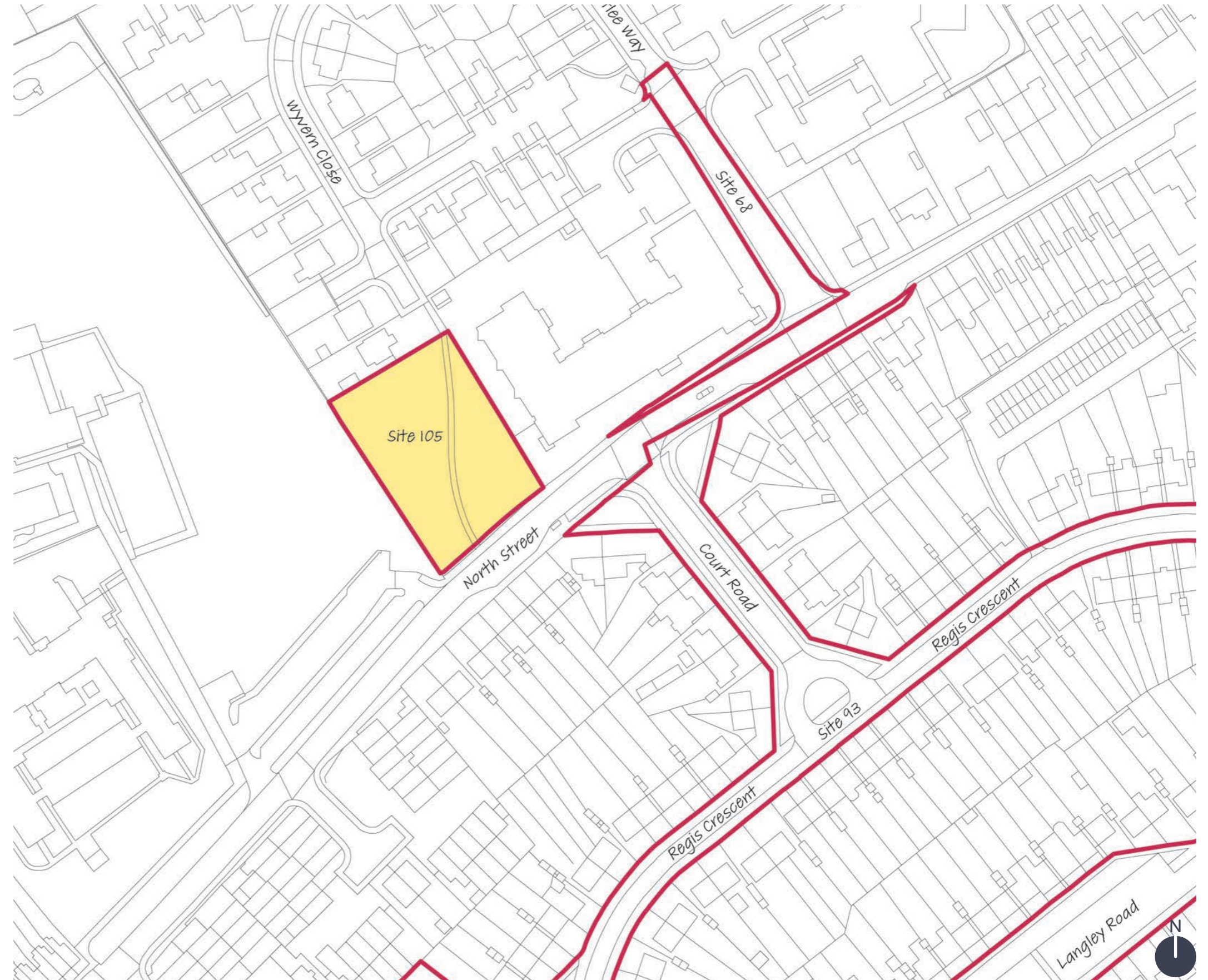
Site 105 highlighted in the adjacent plan encompasses an open space that provides a pedestrian link between North Street and Wyvern Close. A pedestrian access (presumed to be PROW) cuts across the site but is included within the site boundary.



Site 105 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 105

Site 105: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for a new development and for re-routing the existing pedestrian access route.







Site Potential

- Potential for development to the west of open green, completing the existing urban grain along Wyvern Close:
- Option 1
 - 3 storey block of flats
 - Circa 18 flats
- Option 2
 - Traditional detached houses
 - Circa 4 homes
- Potential vehicular access to new development and re-routing existing pedestrian link along east side of development
- East facing views onto potential vehicular access and adjacent houses, and south facing views onto North Street

Site Constraints

- The site lies within flood zone 3a
- Existing boundary trees to the west of development

Key

-  Potential intensification
-  Potential area
-  Potential pedestrian routes
-  Existing pedestrian routes
-  Potential vehicular routes
-  Existing vehicular routes
-  Potential frontage
-  Frontages
-  Existing boundary trees
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Site 118a

Site 118a highlighted in the adjacent plan encompasses a neighbourhood green and a verge along Atlee Way and Volante Drive.



Site 118a aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 118a

Site 118a: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for small developments along the wider portions of Atlee Way





Site Potential

- Development on the north western area of site, completing the existing urban grain. Development potential for:
 - Traditional detached house or bungalow to the north
 - Circa 1 home
 - North west facing views onto Volante Drive
- Development on the south eastern area of the site along Atlee Way. Potential for:
 - Semi-detached houses
 - Circa 4 homes
 - Views towards potential cul-de-sac vehicular access for the development off of Atlee Way
- Potential for enhanced landscape along narrow portions of Atlee Way

Site Constraints

- Lack of private access to north western development
- Overlooking from adjacent houses to both potential developments
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential public realm improvement
-  Potential intensification
-  Potential area
-  Potential frontages
-  Pedestrian routes
-  Vehicular routes
-  Potential vehicular route
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Kemsley




Overview

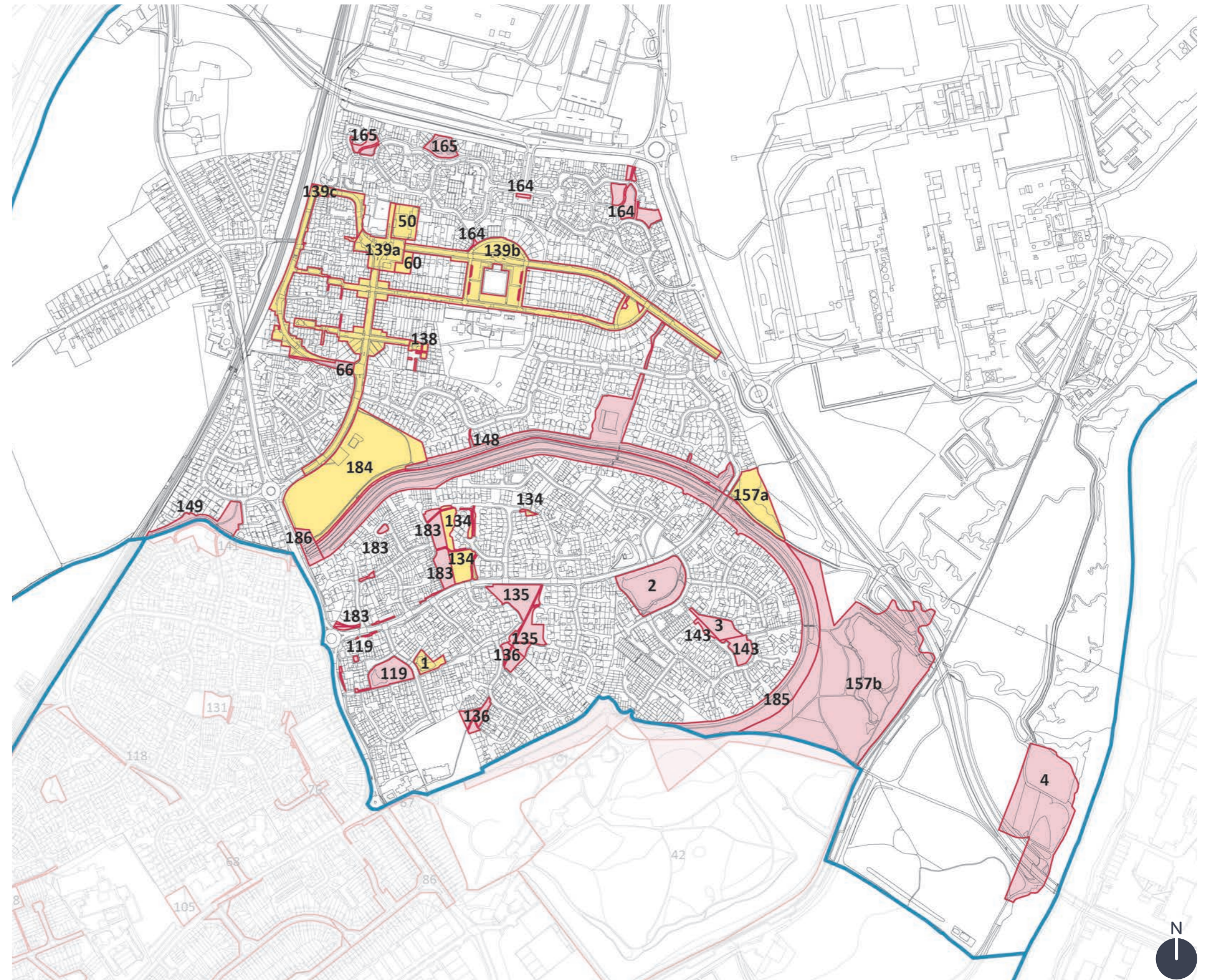
The Kemsley ward is located to the north west of Sittingbourne and contains 23 sites. These are:

- Site 1
- Site 2
- Site 3
- Site 4
- Site 50
- Site 60
- Site 66
- Site 119
- Site 134
- Site 135
- Site 136
- Site 138
- Site 139a, 139b, 139c
- Site 143
- Site 148
- Site 149
- Site 157
- Site 164
- Site 165
- Site 183
- Site 184
- Site 185
- Site 186

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

Key

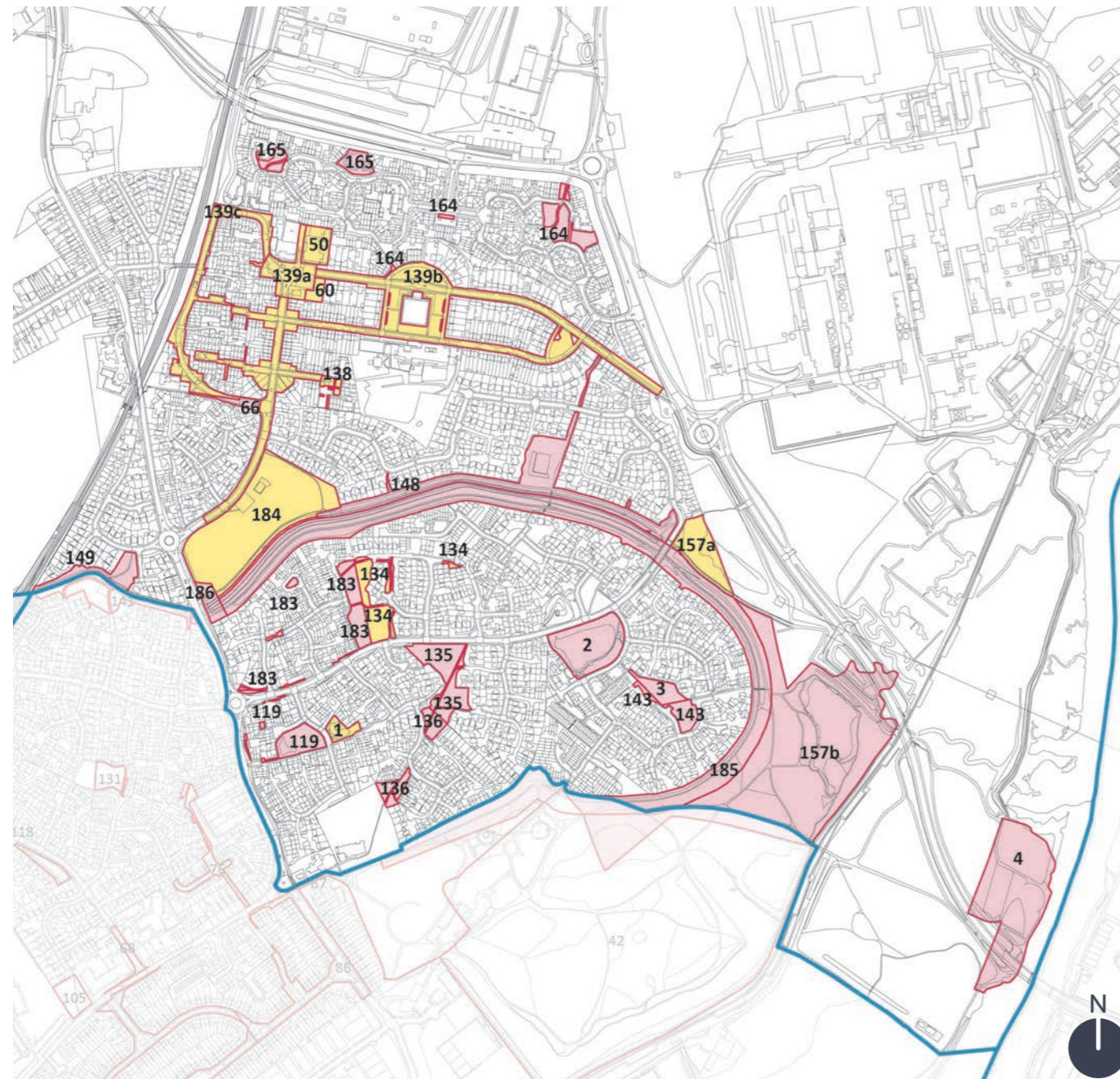
-  Ownership boundary of red site
-  Ownership boundary of amber site
-  Ward boundary



Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.

Within the Kemsley ward, sites 1, 50, 60, 134, 138, 139a, 139b, 157 and 184 are possibly conducive to densification.

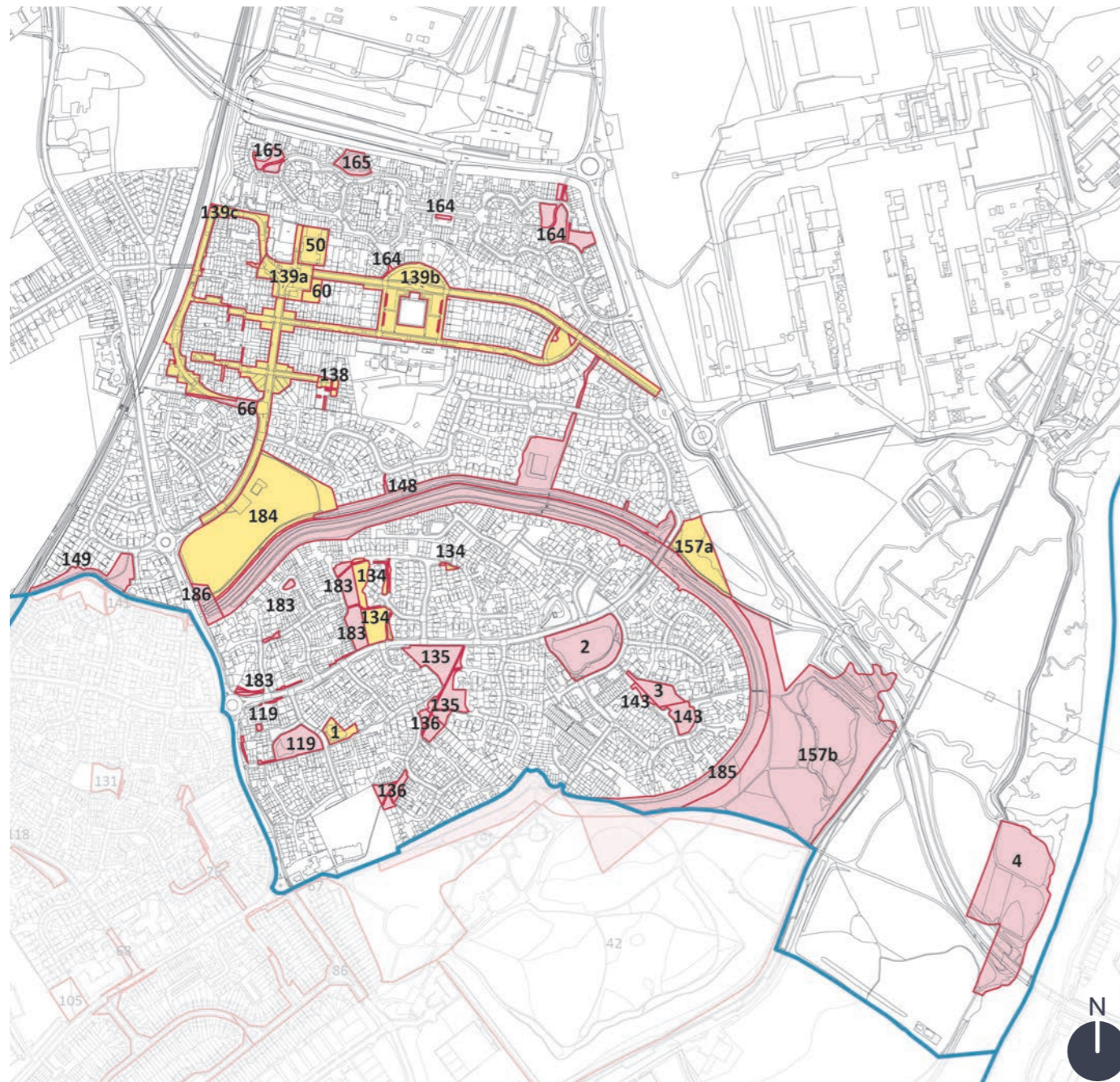


Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Kemsley	1	0.123998311	Hall	Clocktower Hall, car park and landscape/garden	Rear garden, whilst overlooked, could be designed to create a small development to complement its context	Maybe - to explore
Kemsley	2	0.809783563	Open space	Front Lake	Landscaped open space with central water feature, not a site	No
Kemsley	3	0.192294013	Open space	Central green neighbourhood square	Green square with fronting homes, not a site	No
Kemsley	4	2.219890805	Open space	Churchfield Wharf, Milton Creek Country Park	Country Park is not a site	No
Kemsley	50	0.257805281	Plot	Kemsley Community Centre and Chatter Tots site	Site could be densified, with potential to possibly incorporate adjacent Kemsley Arms (which is likely in private ownership). Redevelopment could form part of wider local centre enhancement (see site 60 and 138)	Likely
Kemsley	60	0.083240301	Open space	Open space adjacent to Kemsley Village Store on The Square at Ridham Avenue	Grassed open space that could be a densification site or could enable a wider intensification by incorporating the adjacent store to provide a wider redevelopment (see sites 60 and 138)	Likely
Kemsley	66	0.096408653	Streetscape	Streetscape of Ypres Drive	Carriageway required for access, therefore not a site	No
Kemsley	119	0.319250023	Open space	Neighbourhood green square	Neighbourhood square with homes overlooking, not a site	No
Kemsley	134	0.414855133	Open space	Neighbourhood central green space	Green space forming larger open space, however south eastern portion could introduce a green-facing development with access off Cheyne Close, possibly	Maybe
Kemsley	135	0.576037976	Open space	Neighbourhood central green space	Green space with fronting homes, not a site	No
Kemsley	136	0.250728073	Open space	Neighbourhood central green space	Green space with fronting homes, not a site	No
Kemsley	138	0.069122211	Streetscape and open space	Streetscapes and open space along Castle Rough Lane.	Potential to explore development opportunities at the bottom of Castle Rough Lane (using southern end of the street)	Likely
Kemsley	139	4.855277576	Streetscape	139a - Streetscape with roundabout along Ridham Avenue, Menin Road and Grovehurst Avenue	Potential to redevelop the Kemsley Village store and the streetscape of The Square as part of wider local enhancement - see sites 50 and 60	Maybe
			Streetscape and open space	139b - Streetscape along Ridham Avenue and Coldharbour Lane, West Green and East Green, open space along The Crescent	Potential for development on the Crescent open space	Maybe
			Streetscape	139c - Streetscape of Ypres Drive AND Liege Close	Carriageway required for access, therefore not a site	No

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.

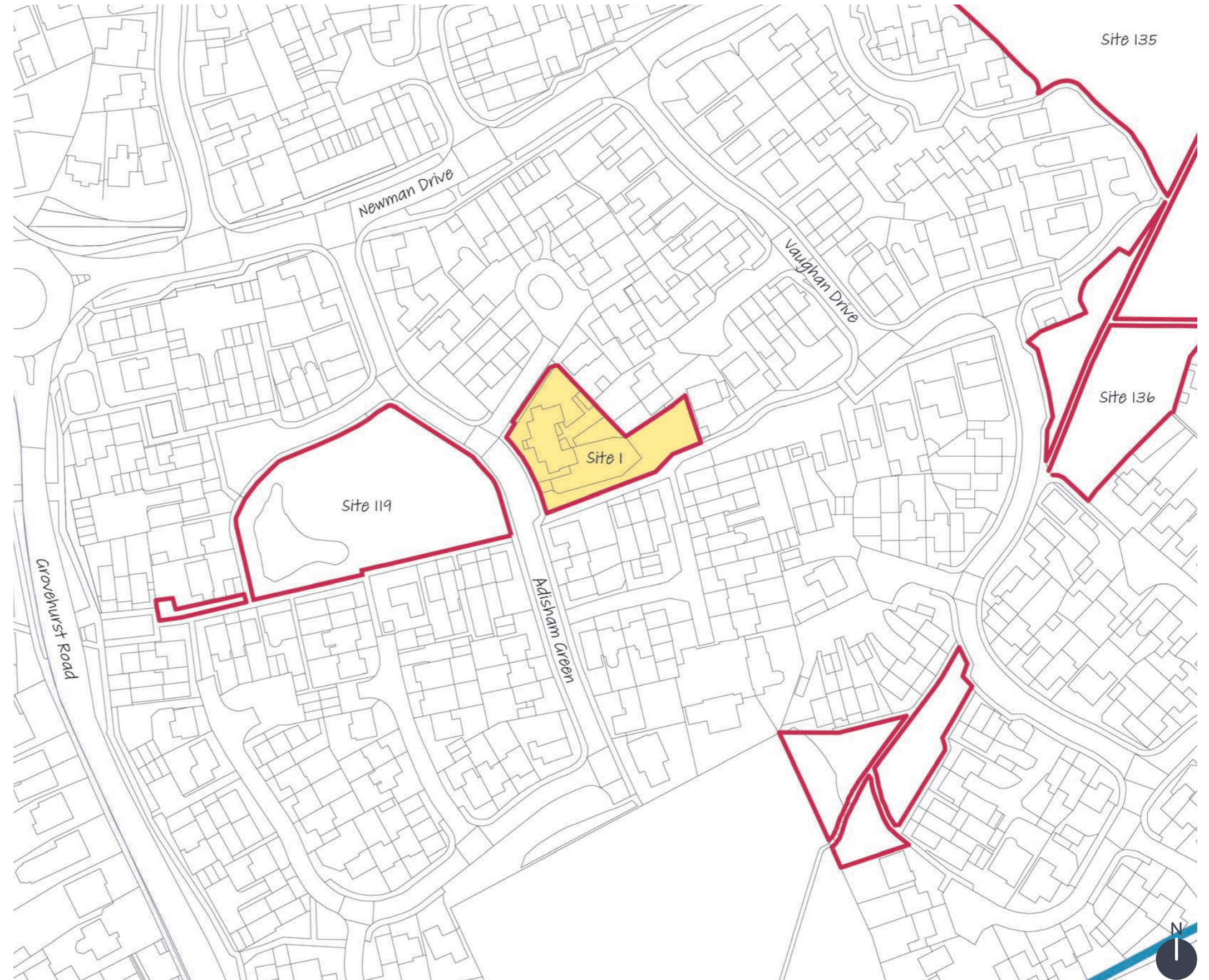
Within the Kemsley ward, sites 1, 50, 60, 134, 138, 139a, 139b, 157 and 184 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Kemsley	143	0.197357291	Open space	Central green neighbourhood square	Green square with fronting homes, not a site	No
Kemsley	148	2.096863841	Open space	Green link as part of Milton Creek Country Park	Most of the green link is not a site, however a portion of the green space might allow some densification/ development of a small development to the south and east of Recreation Way.	Maybe
Kemsley	149	0.303688564	Open space	Neighbourhood green along Sandstone Drive and Celt Close	Neighbourhood green with fronting homes, not a site	No
Kemsley	157	9.555840625	Open space	157a - Part of Milton Creek Country Park along Recreation Way	Potential for densification to the northern portion of site, linking to adjacent neighbourhood	Maybe
Kemsley			Open space	157b - Part of Milton Creek Country Park	Country Park is not a site	No
Kemsley	164	0.353151268	Open space	Neighbourhood open space along Samuel Drive and Reams Way	Neighbourhood green and green links with fronting/ overlooking residential precluding densification, therefore not a site	No
Kemsley	165	0.260806461	open space	Open spaces along Lloyd Drive and Premier Way	Open spaces act a neighbourhood squares with fronting residential uses or are for local play, precluding any development. Therefore not sites	No
Kemsley	183	0.393913309	Open space	Neighbourhood central green space	Green space forming larger open space, however with fronting homes, this is not a site	No
Kemsley	184	2.495744907	Open space	Kemsley Recreation Ground	Large recreation ground adjacent to Milton Creek Country Park green link. The green is largely enclosed with a large hedge. The only opportunity to densify might be to front homes along the north east frontage, however, this would create fronts onto the green and likely negatively impact the sense of enclosure of the green. Therefore this is not a likely a site.	Maybe
Kemsley	185	5.632998419	Open Space	Part of Milton Creek Country Park	Country Park is not a site	No
Kemsley	186	0.186407147	Open space	Part of Kemsley Recreation Ground and green link to Milton Creek Country Park	This site forms part of the wider open space, and is required as part of the wider green link to Milton Creek Country Park, therefore this is not a site	No

Site 1

Site 1 highlighted in the adjacent plan comprises of a car park, a garden and the Clocktower Hall along Adisham Green.



Site 1 aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 1

Site 1: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for a small development to the east of site 1.










Site Potential

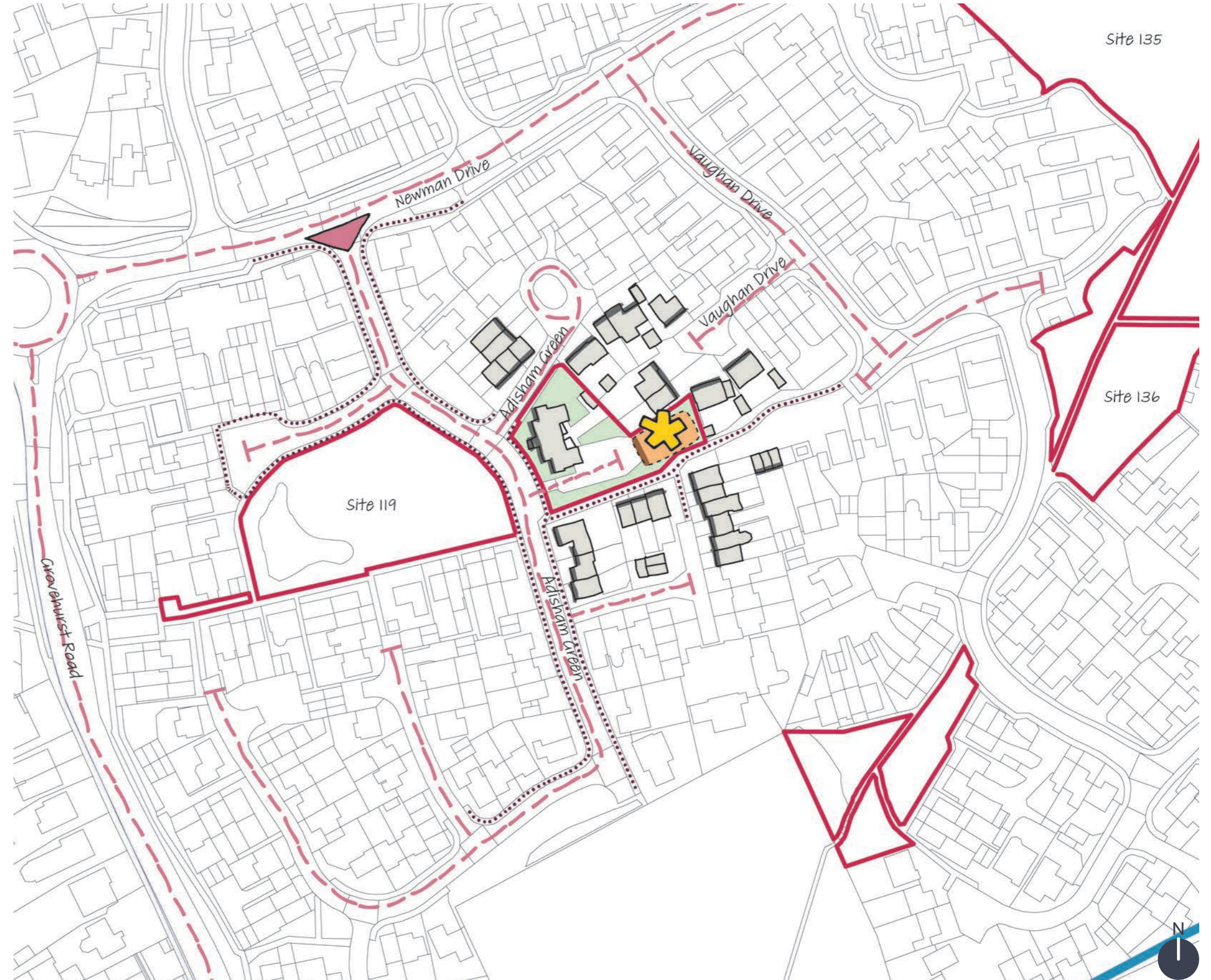
- Potential for development in the rear garden area to the east of site, complementing the existing context. Potential for:
 - Traditional semi-detached houses
 - Circa 2 homes
- West facing view towards Adisham Green and the Clocktower Hall

Site Constraints

- The site is within flood zone 3a
- Overlooking from adjacent houses from both north and east

Key

-  Potential intensification
-  Potential Area
-  Potential frontage
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

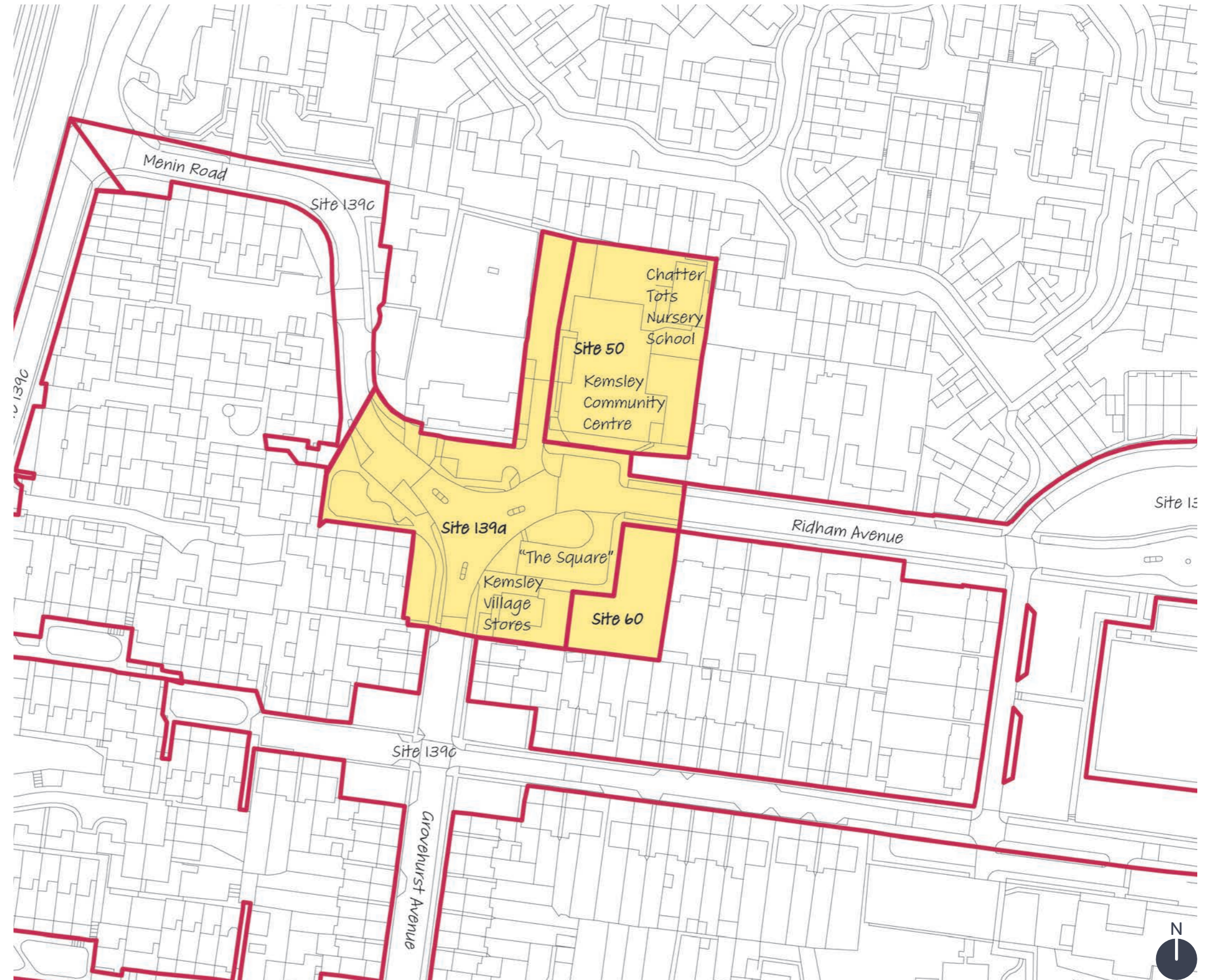
Site 50, 60, 139a

Site 50 highlighted in the adjacent plan encompasses the Kemsley Community Centre and the Chatter Tots Nursery School sites.

Site 60 highlighted in the adjacent plan is an open space adjacent to the Kemsley Village Store along Ridham Avenue.

Site 139a highlighted in the adjacent plan consists mainly of the roundabout at the junction of Menin Road, Ridham Avenue and Grovehurst Avenue and associated pedestrian pavements and verges. The site also encompasses the Kemsley Village Store and area of open space, road and parking known as "The Square".

These three sites have been grouped together in order to maximise the potential of the sites.



Site 50, 60, 139a aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 50 and 60 and 139a

Site 50, 60, 139a: Street Views



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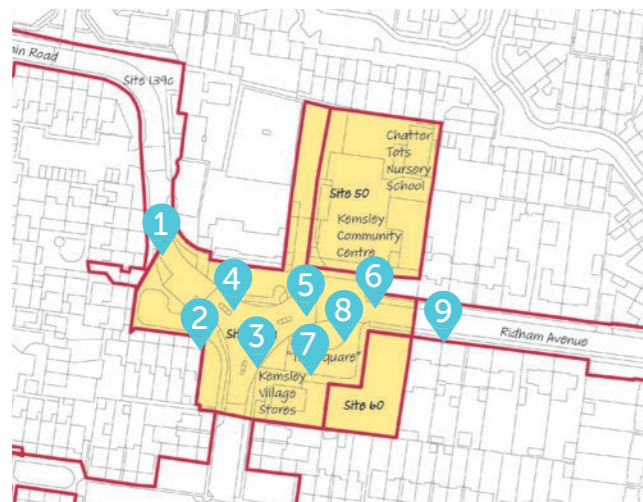


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Key Map



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Constraints & Opportunities

Option 01

The highlighted areas offer a potential for development along Ridham Avenue.

Site Potential

Site 50

- Development on the south western portion of the site, in place of Kemsley Community Centre. Development potential for:
 - Re-development and enhancement of Kemsley Community Centre as part of wider local centre improvement
 - Demolition of existing building with new 3 storey building accommodating community centre on the ground floor and residential above. Circa 12 flats










Site 60

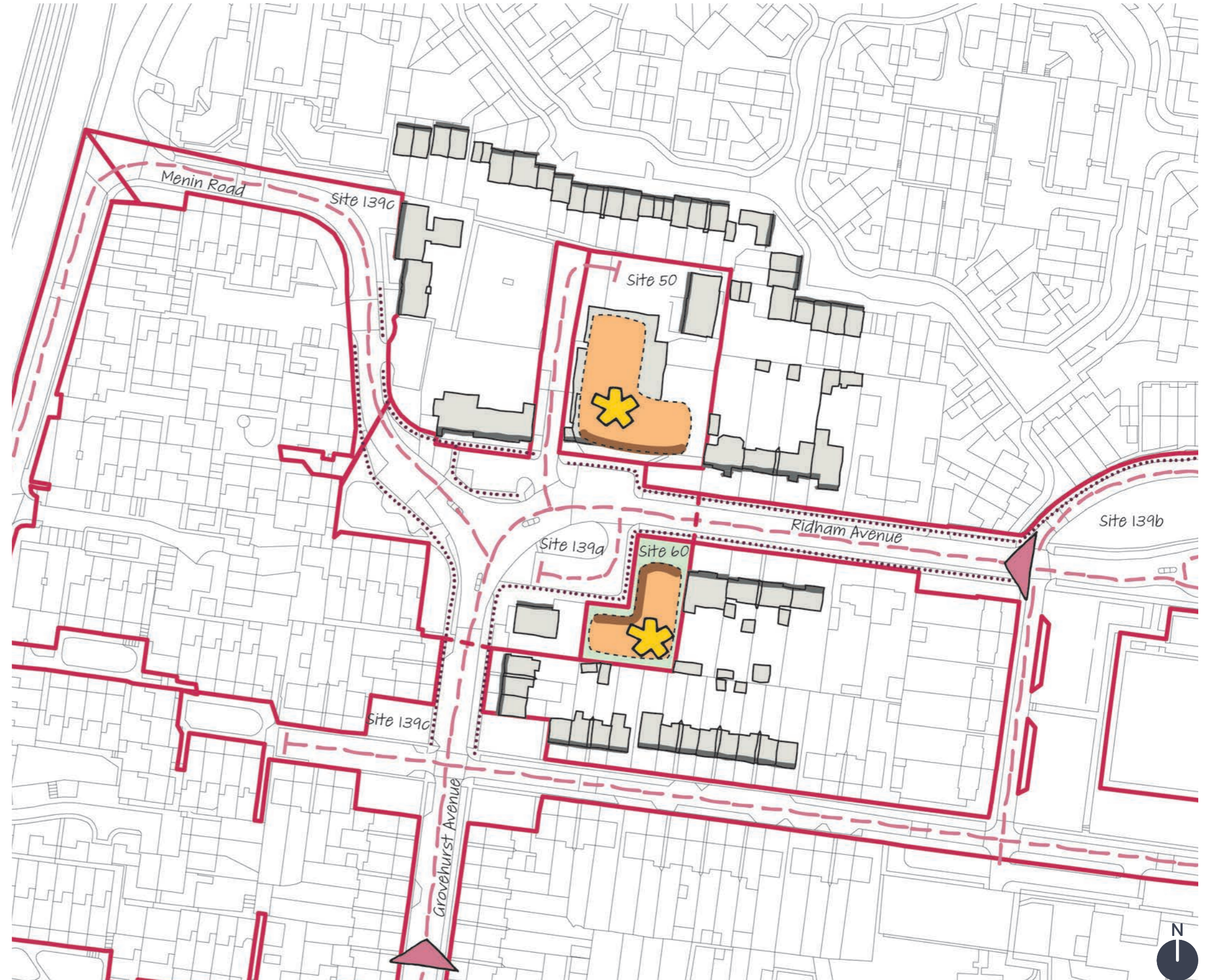
- Development overlooking Ridham Avenue, completing existing urban grain. Development potential for:
 - Detached houses (circa 2 homes) or Small block of flats (circa 4 - 6 flats)

Site Constraints

- Potential resistance for replacement of existing community centre
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential intensification
-  Potential Area
-  Potential frontage
-  Pedestrian routes
-  Vehicular access
-  Vehicular routes
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Constraints & Opportunities

Option 02 - New Local Centre Masterplan

The following areas are highlighted for their public realm and development potential, as part of a wider local centre enhancement.

Area A:

This area is technically outside the study boundary, however the Kemsley Arms pub presents an opportunity for redevelopment alongside the Kemsley Community Centre and the Kemsley Village Store. The larger site would allow for multiple flat block developments with non-residential usage on the ground floor such as shops, retail and new community centre. Potential of circa 30 flats in combined sites.

Area B:

An area that is part of site 139a, it is currently a large tarmac roundabout, linking Ridham Avenue, Grovehurst Avenue and Menin Road. Potential for landscaping and planting, creating a welcoming gateway to the enhanced public realm as part of the new local centre masterplan.







Area C:

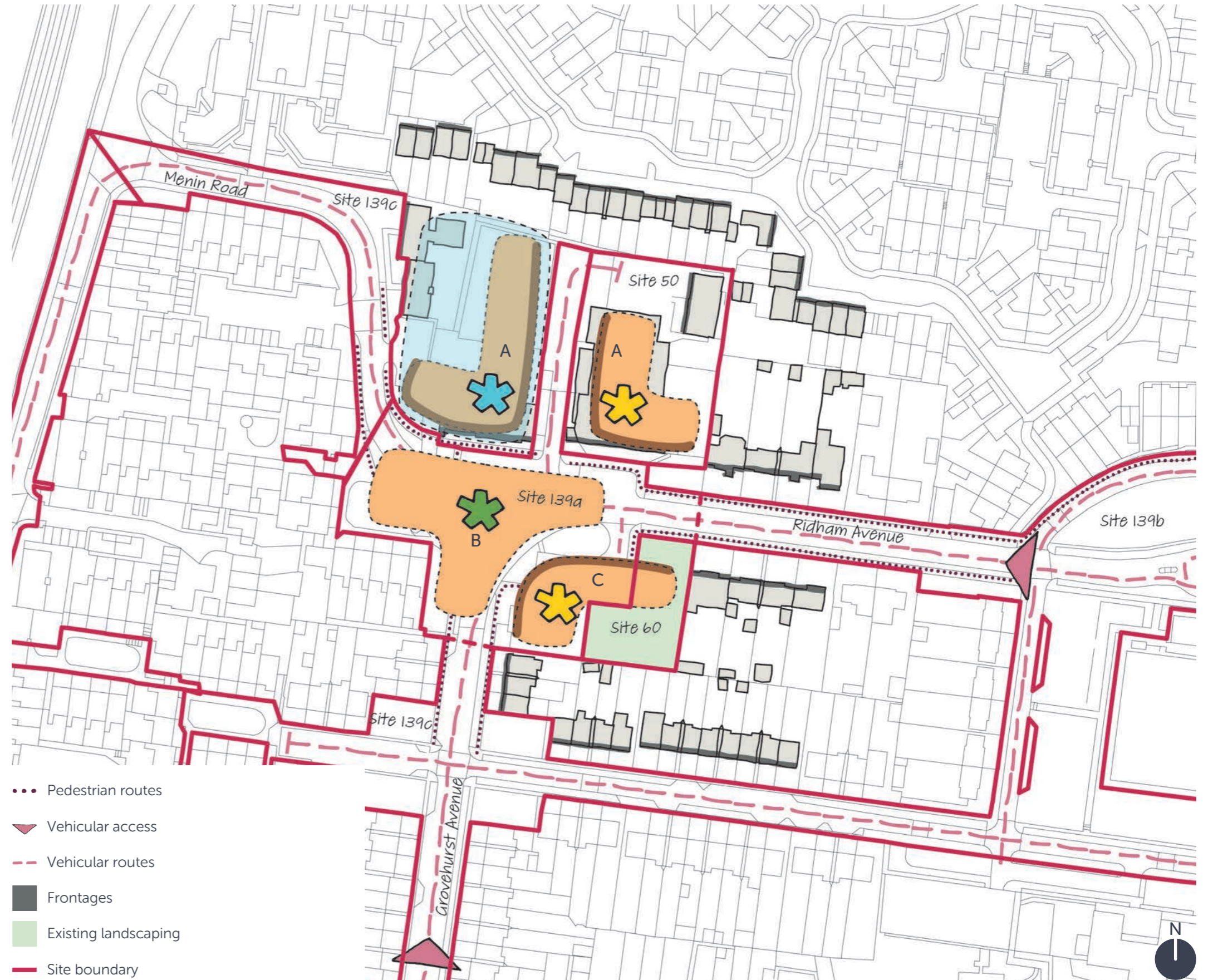
Combined Site 60 and section of Site 139a currently accommodating the Kemsley Village Store and area of open space, road and parking known as "The Square".

The larger site would allow for a strong corner development facing the road junction which completes and connects the existing urban grain.

Potential for multi-storey residential development of circa 12 flats. Existing Village Store can be accommodated within the new building on the ground floor or in Area A as part of wider local centre masterplan.

Key

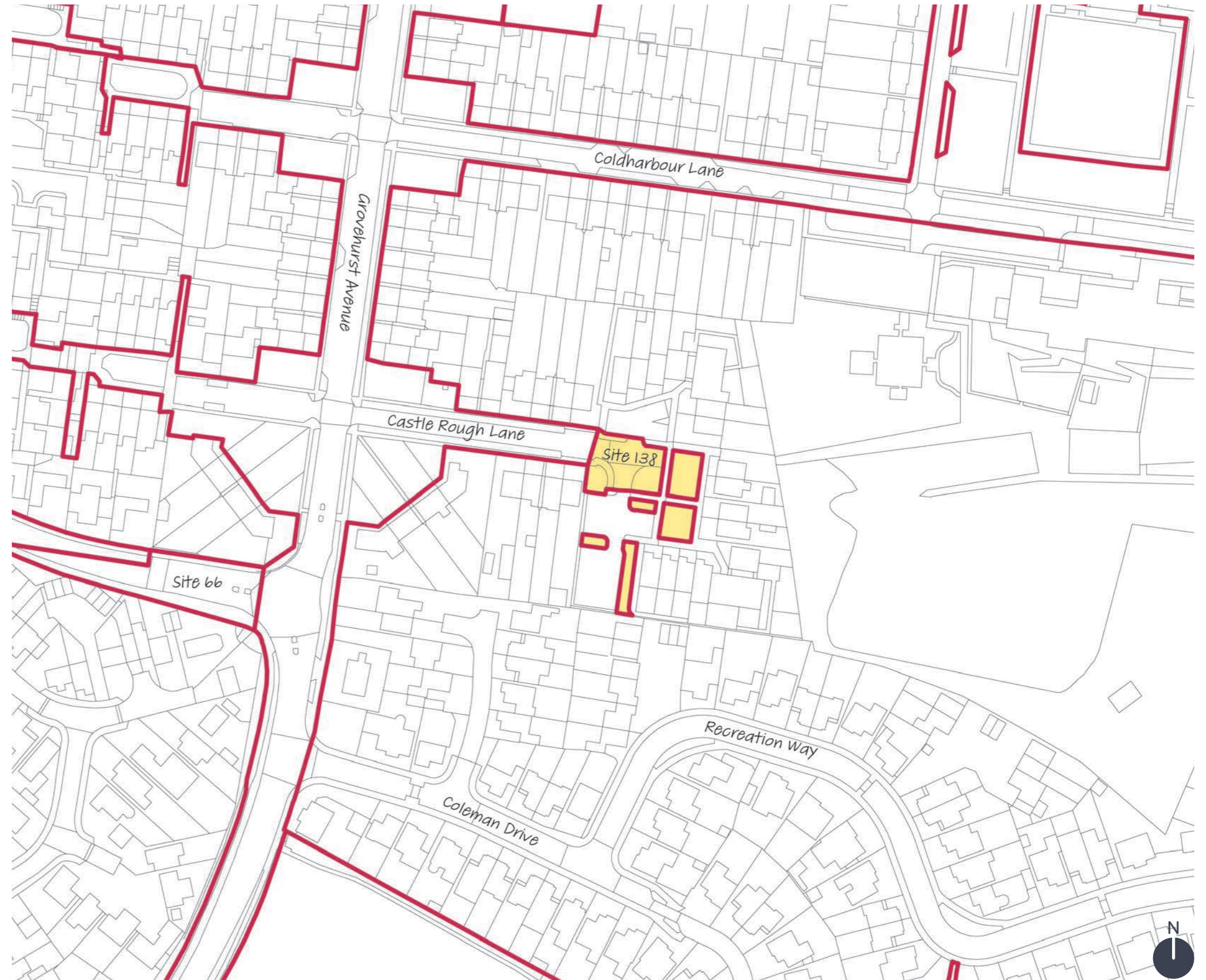
-  Potential intensification
-  Potential intensification outside of boundary
-  Potential public realm improvement
-  Potential Area
-  Potential frontage
-  Area outside of site boundary



Constraints & Opportunities Diagram

Site 138

Site 138 highlighted in the adjacent plan encompasses a series of open green space, section of Castle Rough Lane and associated pavement and verges.



Site 138 aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 138

Site 138: Street Views



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Key Map



Constraints & Opportunities

Having reviewed the site, there is very little to none potential development within the site boundary however, if taking into account the adjacent highlighted area which is currently used as car parking, there is wider opportunity for rearrangement of car parking spaces, open green and a small development.












Site Potential

- Potential for development on the existing parking spaces to the south of site, completing the existing urban grain. Potential for:
 - Traditional semi-detached houses
 - Circa 2 homes
- North facing views onto enhanced landscape on Castle Rough Lane cul-de-sac
- Potential to reconfigure car park and enhance the existing landscape to benefit the local area

Site Constraints

- The potential development area is outside of the ownership boundary
- Lease holders of parking spaces in potential development area

Key

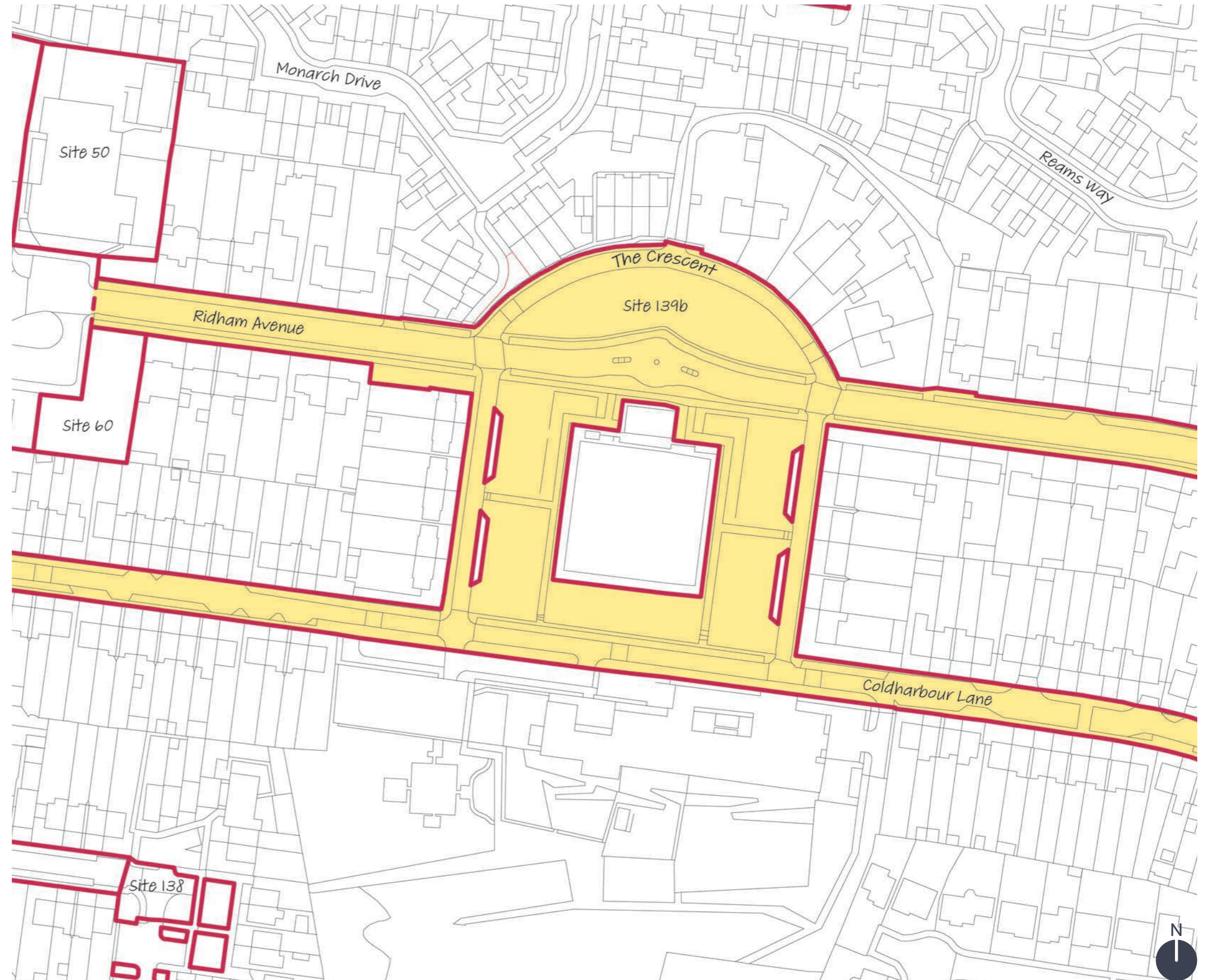
-  Potential intensification outside of boundary
-  Potential public realm improvement
-  Potential area
-  Potential frontage
-  Area outside of ownership boundary
-  Pedestrian route
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Site 139b

Site 139b highlighted in the adjacent plan encompasses streetscapes and open green spaces between The Crescent, Ridham Avenue and Coldharbour Lane.



Site 139b aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 139b

Site 139b: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for a development on the open green crescent to the north of site 139b. The potential development could form part of a wider community improvement alongside adjacent site 50, site 60 and site 138.











Site Potential

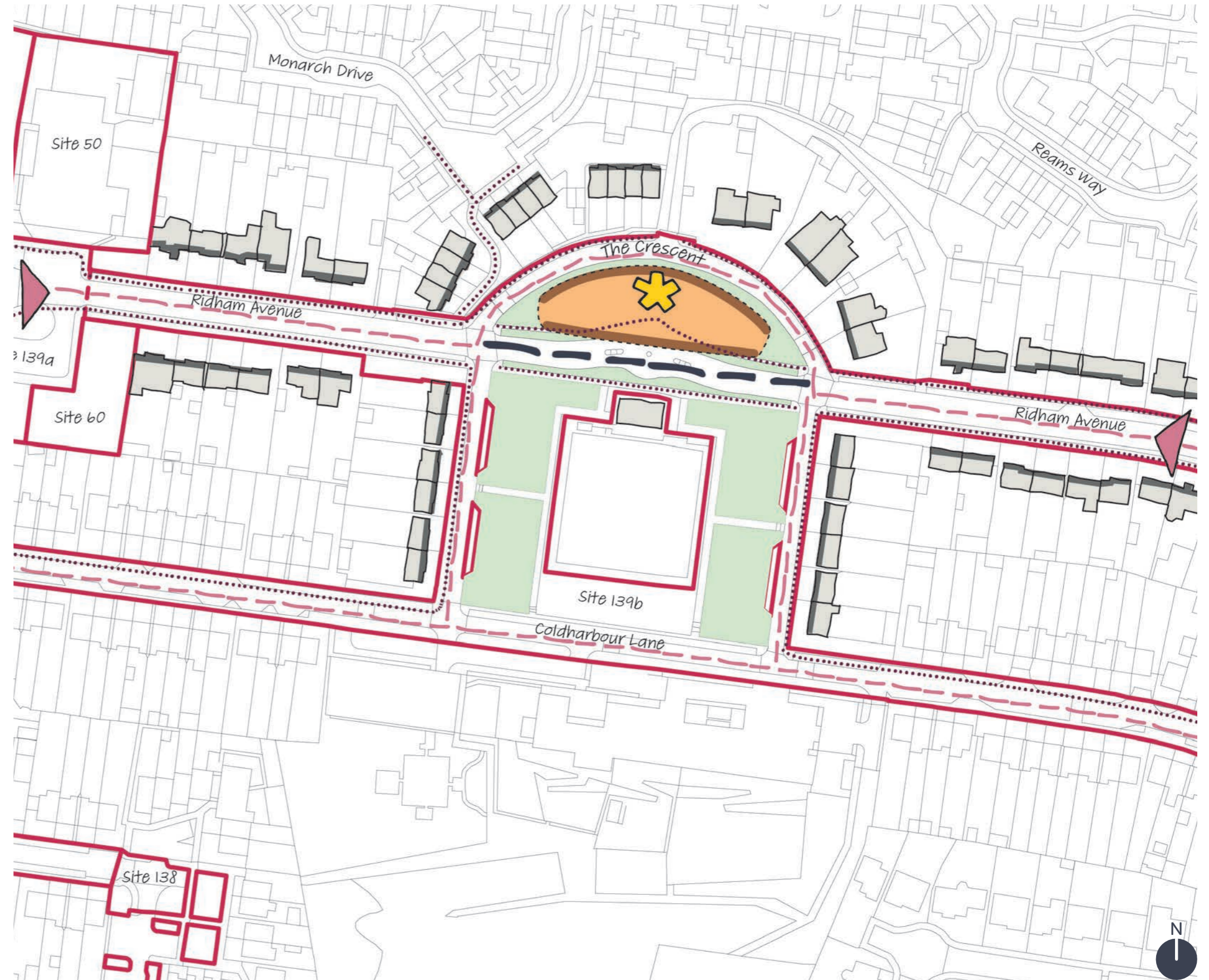
- Potential for development on the open green between The Crescent and Ridham Avenue. Potential for:
 - 2 storey block of flats
 - Circa 14 flats
- Dual facing views out north onto The Crescent road and south onto Ridham Avenue and the Kemsley Bowling Club.
- Potential for extending the open green crescent, removing the roundabout

Site Constraints

- Overlooking into adjacent houses to the north of the development
- Potential resistance as the development would remove visual amenity currently provided by the open space
- Bespoke architectural solution required due to geometry of site

Key

-  Potential for intensification
-  Potential Area
-  Potential frontage
-  Pedestrian routes
-  Vehicular routes
-  Potential vehicular route
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Site 134

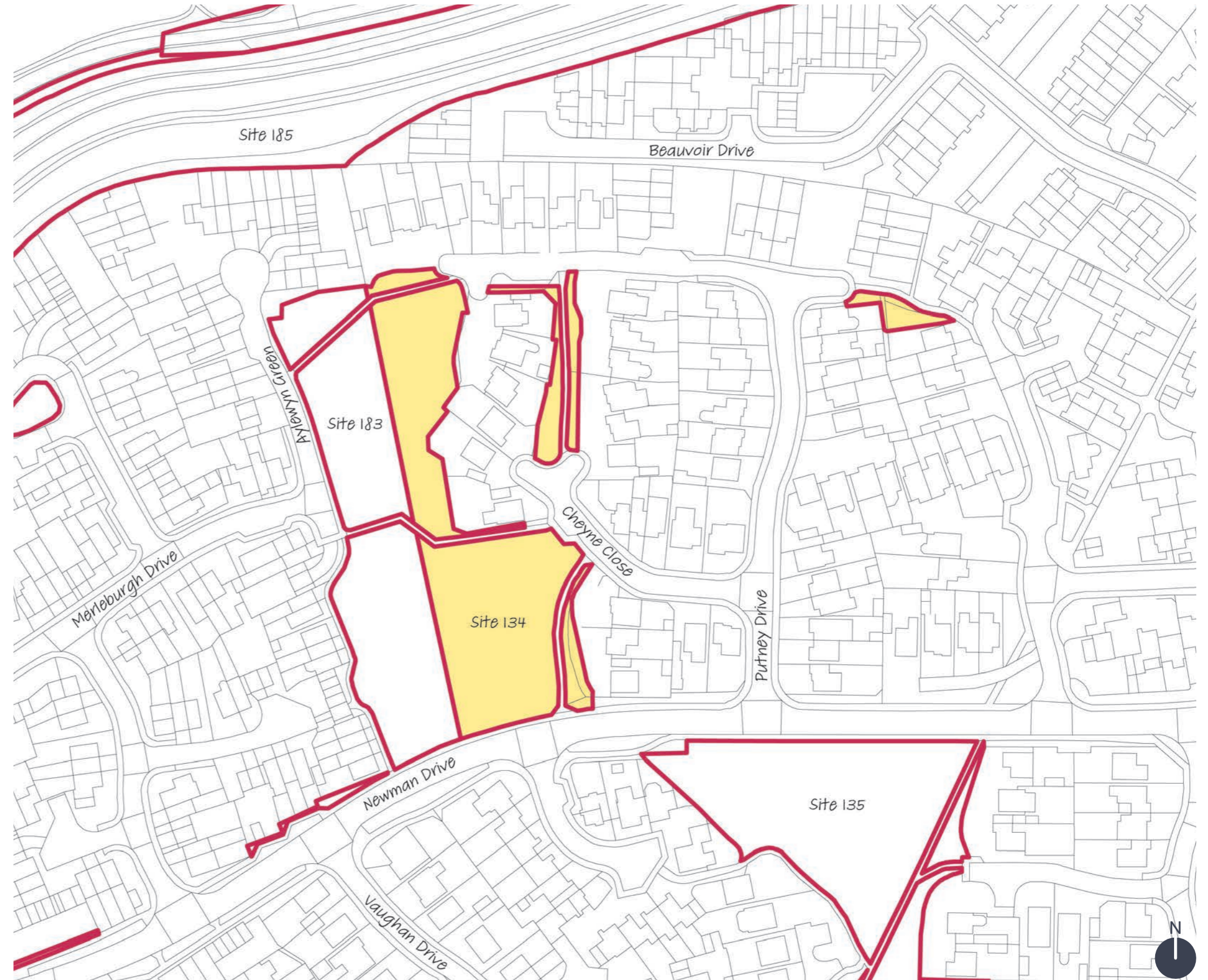
Site 134 highlighted in the adjacent plan comprises of a central neighbourhood green space which links to site 183 to the west and small pockets of open space between existing homes.



Site 134 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 134

Site 134: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for a partial development to the south eastern portion of the site, between Newman Drive and Cheney Close.











Site Potential

- Development overlooking Cheney Close, completing the existing urban grain. Development potential for:
 - Traditional detached houses
 - Circa 2 homes
- Access through Cheney Close

Site Constraints

- Eastern portion of site is in flood zone 3a
- Existing line of trees to the west of site and to the east along the boundary.

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing line of trees
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

Site 157

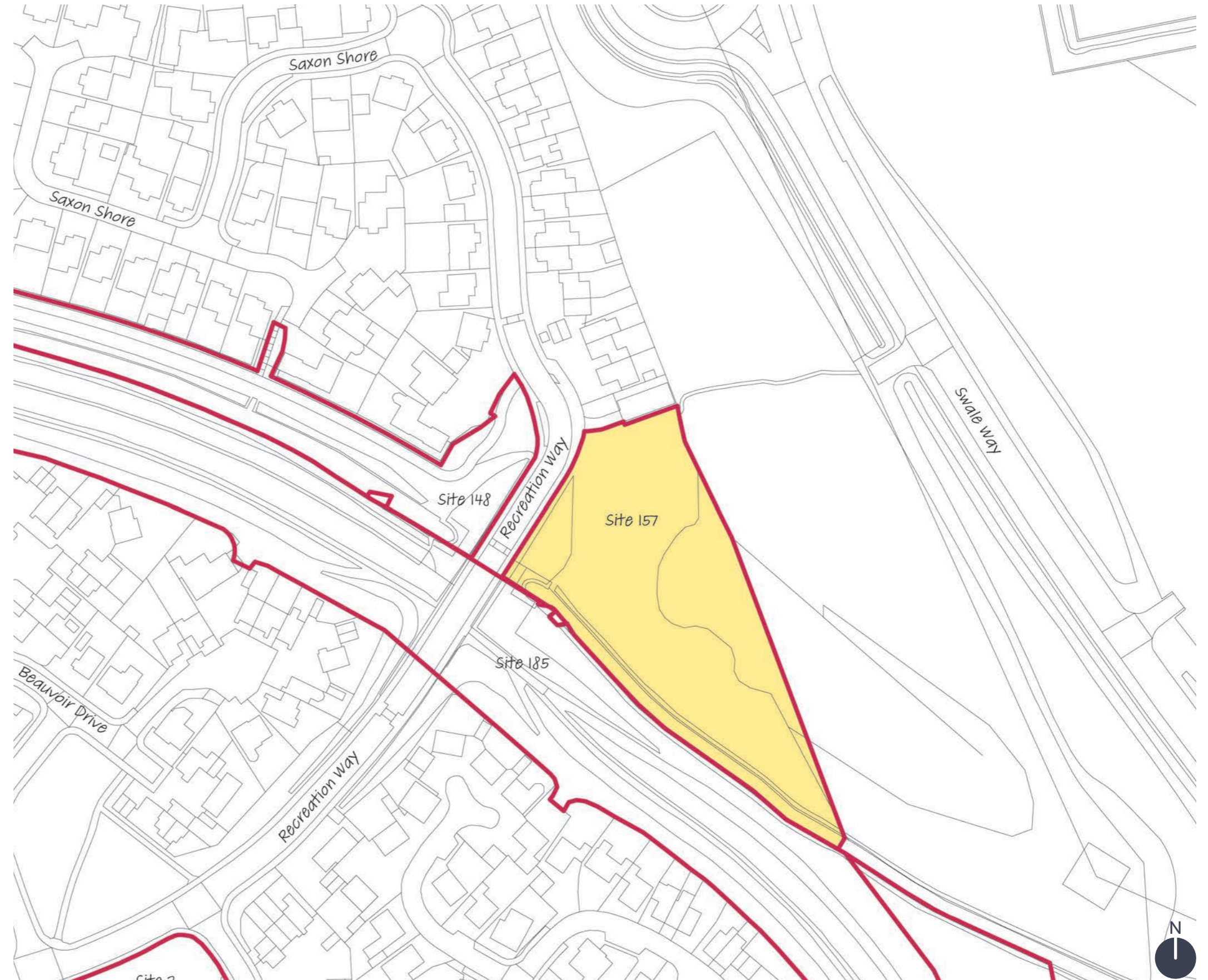
Site 157 highlighted in the adjacent plan comprises of an open space as part of the Milton Creek Country Park.



Site 157 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 157

Site 157: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for a small development to the east of Recreation Way.










Site Potential

- Potential for development on north eastern corner of Milton Creek Country Park with potential access off of Recreation Way, completing the existing urban grain. Potential for:
 - Option 1
 - The site can be treated as a gateway to Milton Creek Country park and therefore, amenities such as cafe, shop, etc on the ground floor with residential above can be explored, serving the park's visitors
 - Potential for 3 storey mixed-use development
 - Circa 14 flats
 - Option 2:
 - Traditional detached houses
 - Circa 3-4 homes

Site Constraints

- Existing forest to the east and line of trees to the south
- Potentially strong opposition due to development within Local Designated Site of Biodiversity (DM28)
- Southern portion of the site is located within flood zone 2 & 3

Key

-  Potential intensification
-  Potential area
-  Potential frontages
-  Existing pedestrian routes
-  Existing vehicular routes
-  Vehicular access
-  Potential pedestrian route
-  Potential vehicular route
-  Frontages



Constraints & Opportunities Diagram

Site 184

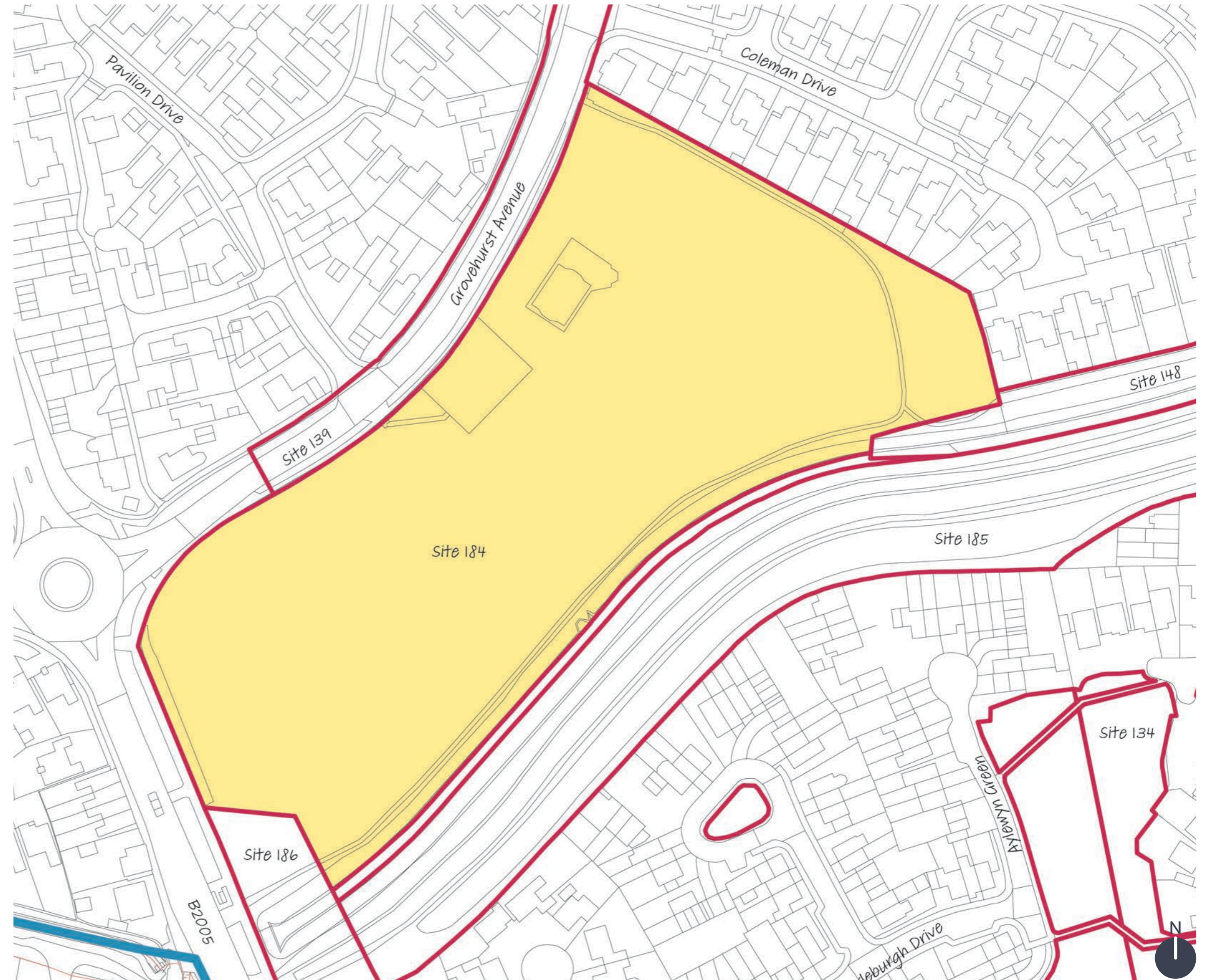
Site 184 highlighted in the adjacent plan comprises of an open space which is part of the Kemsley Recreation Ground, adjacent to the Milton Creek Country Park green link (part of sites 185 and 186).



Site 184 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 184

Site 184: Street Views



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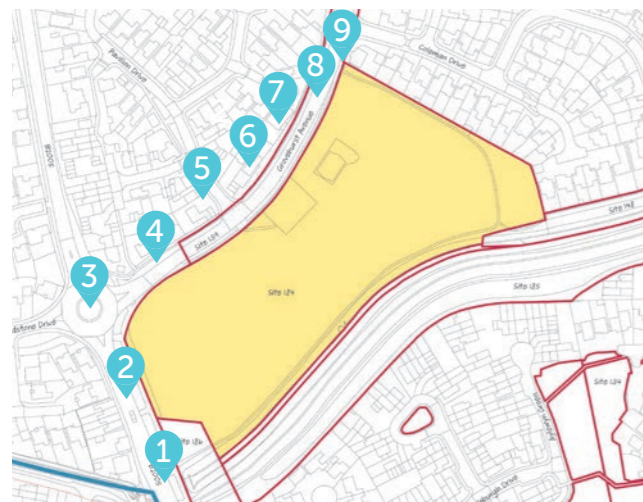


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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a limited development to the north east portion of the Kemsley Recreation Ground.













Site Potential

- Development overlooking existing open green. Potential for:
 - Mixture of traditional detached and semi-detached houses
 - Circa 12 homes
- Addition of active frontage and natural surveillance over existing green
- Potential vehicular access to development off of Grovehurst Avenue

Site Constraints

- The open green is enclosed by large hedges which could negatively impact the green fronting homes of development, creating sense of enclosure
- The southern and south eastern portions of site 184 are in flood zone 3a
- Boundary trees and Milton Creek Country Park green link to the south east of site

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Existing pedestrian route
-  Potential vehicular routes
-  Existing vehicular routes
-  Vehicular access
-  Play space
-  Frontages
-  Existing line of trees
-  Existing landscaping
-  Site boundary



Constraints & Opportunities Diagram

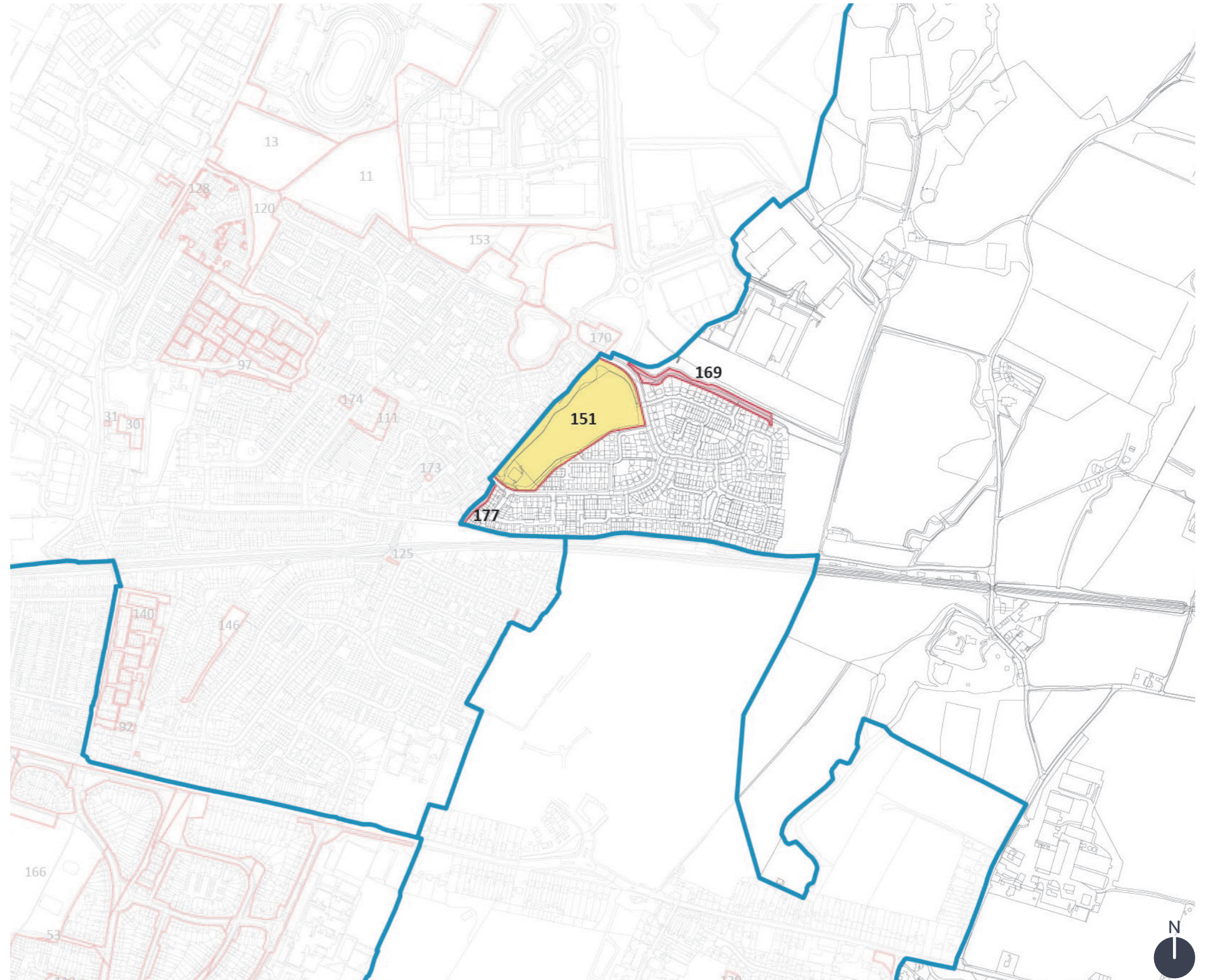
Teynham & Lynsted

Overview

The Teynham & Lynsted ward is located in the east of Sittingbourne and contains 3 sites. These are:

- Site 151
- Site 169
- Site 177

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

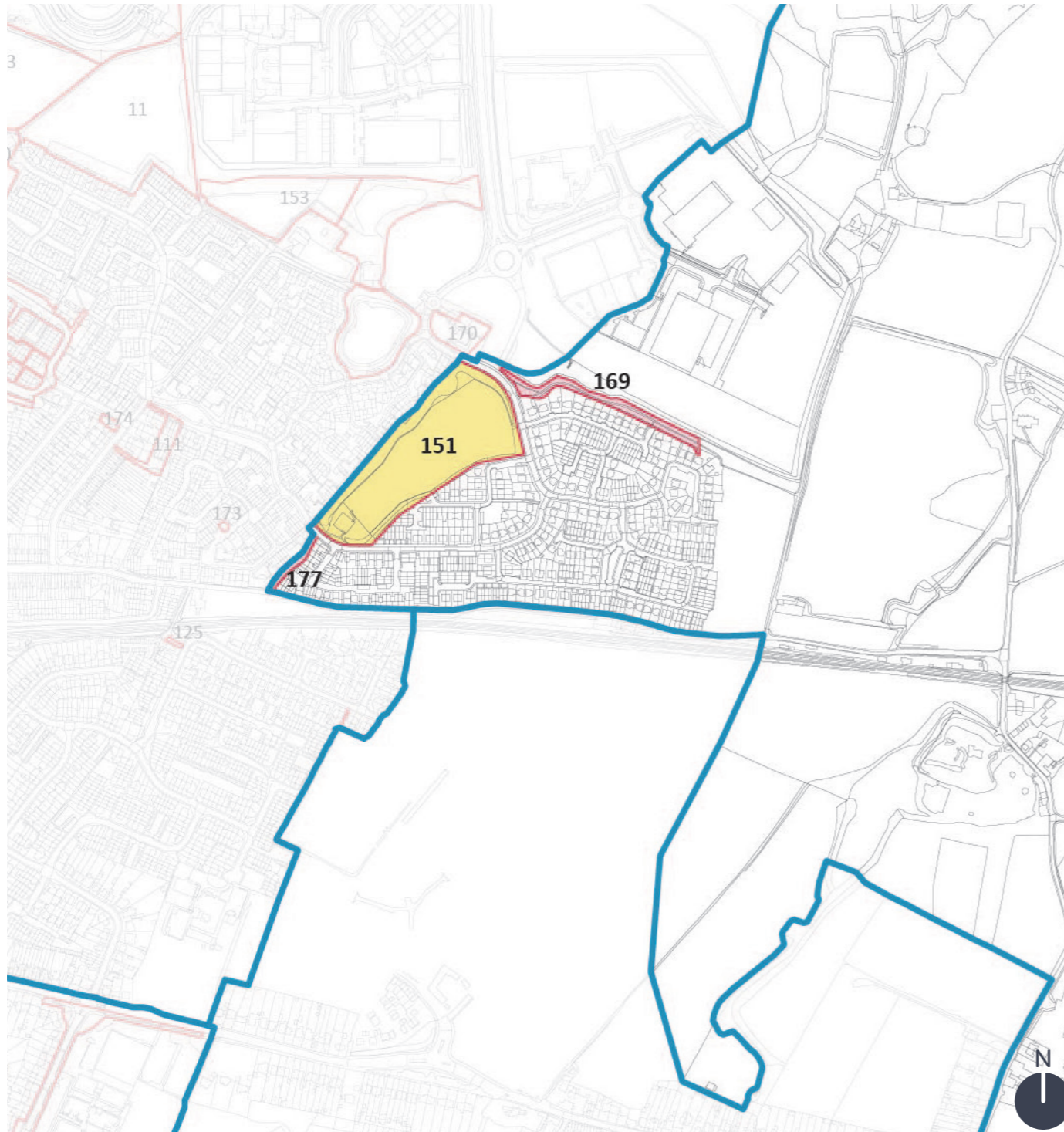


Key

- Ownership boundary of red sites
- Ownership boundary of amber sites
- Ward boundary

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Teynham & Lynsted ward, Site 151 is possibly conducive to densification



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/May be
Teynham & Lynsted	151	4.684231579	Open space	Neighbourhood green space enclosed by green planted buffer.	And densification unlikely to be integrated easily into the space except for the small corner at Stede Ave and Eveas Drive, going northwards to Housson Ave. Likely community opposition, but could create a corner marker building	Possibly, but difficult to achieve due to land being open space and likely community opposition
Teynham & Lynsted	169	0.323176985	Open space link	Pedestrian path that goes along the rear gardens of houses along Housson Ave	Likely established path and too narrow for densification, therefore not a site	No
Teynham & Lynsted	177	0.071659247	Green corridor	Overgrown green corridor, no access	Too narrow, not a site	No

Site 151

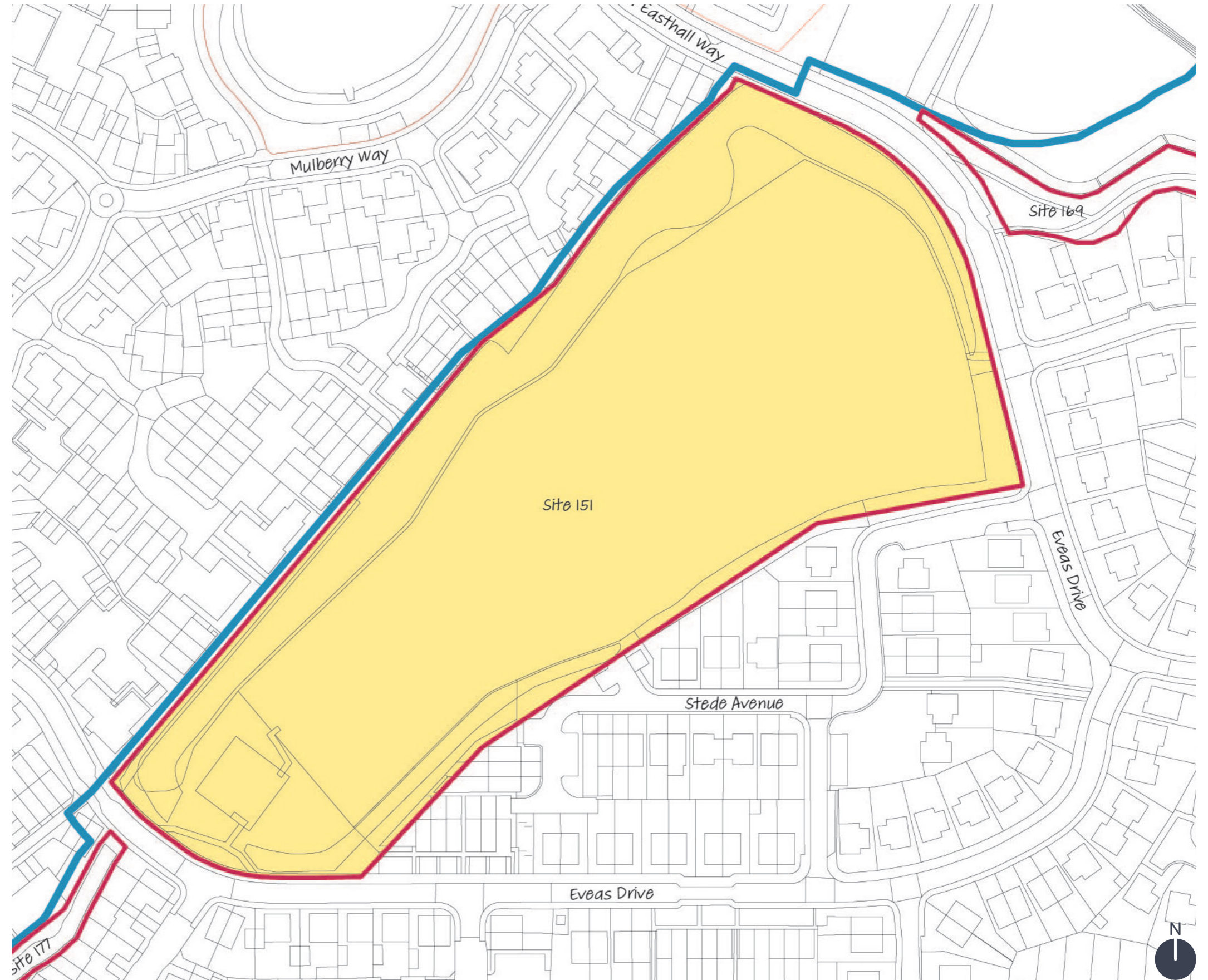
Site 115 highlighted in the adjacent plan comprises of a neighbourhood open green, enclosed by a planted buffer around the perimeter of the site.



Site 151 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 151

Site 151: Street Views



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Key Map



Constraints & Opportunities

The highlighted area offers potential for a small new development on the north eastern corner along Stede Avenue and Eveas Drive.












Site Potential

- Potential for development to the north eastern corner of open green, creating potential corner marker building. Development potential for:
 - Traditional detached houses
 - Circa 3 homes
 - East facing views towards Eveas Drive

Site Constraints

- Likely opposition from local community
- Difficult to densify as land is part of open green space

Key

-  Potential intensification
-  Potential area
-  Potential frontage
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing line of trees
-  Existing landscaping
-  Site boundary
-  Ward boundary



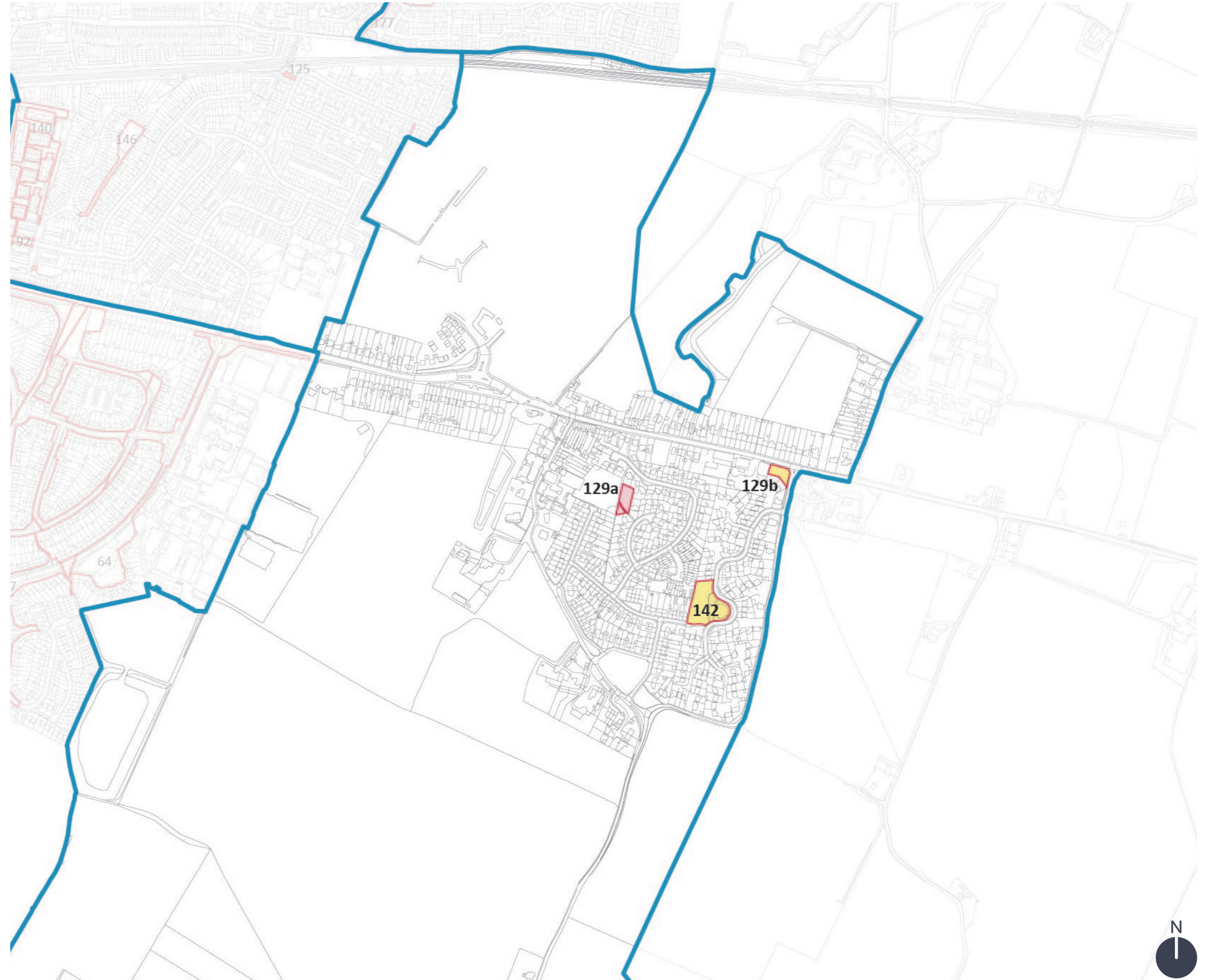
West Downs

Overview




The West Downs ward is located in the east of Sittingbourne and contains 3 sites. These are:

- Site 129a, 129b
- Site 142

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

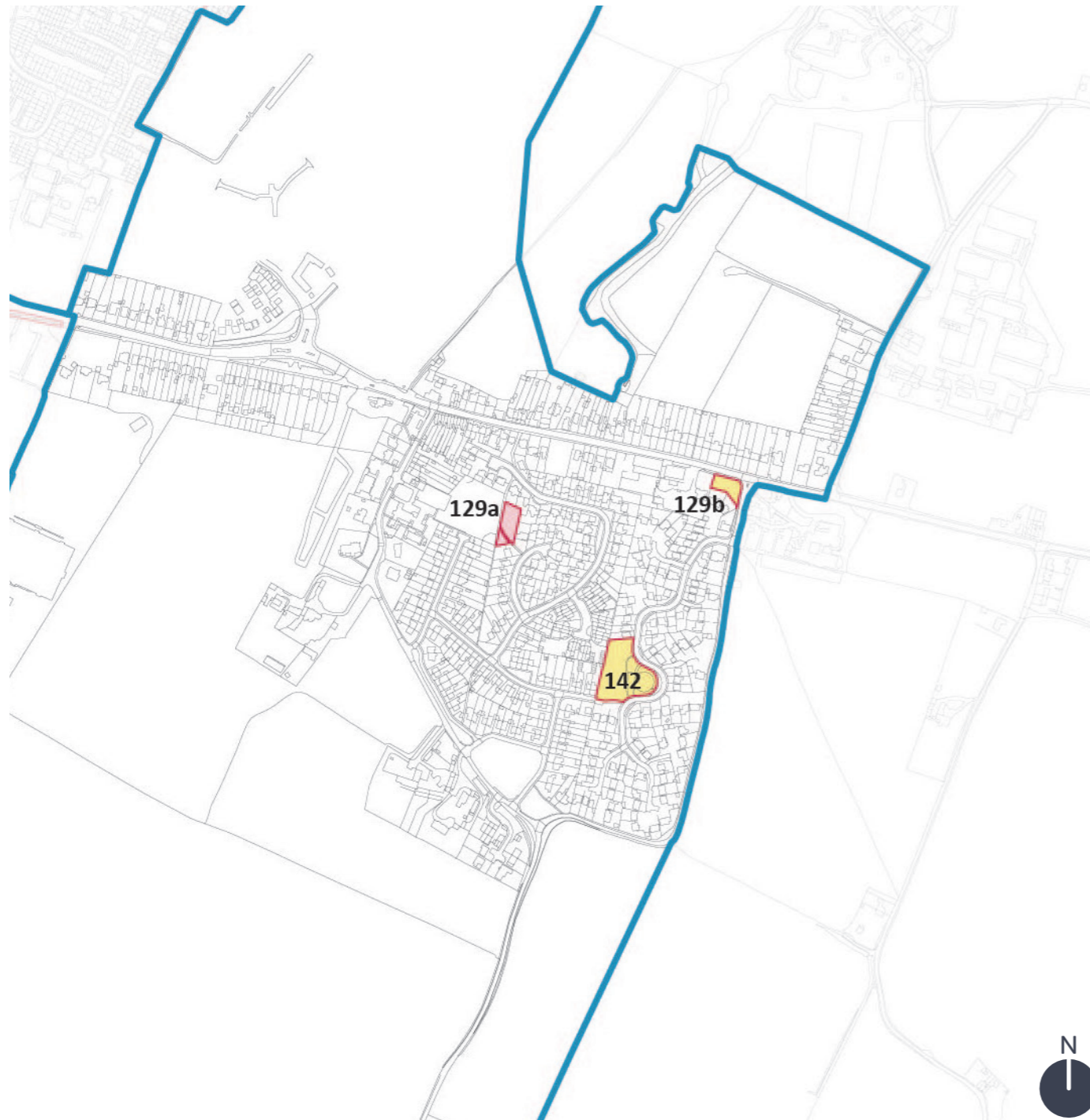


Key

-  Ownership boundary of red sites
-  Ownership boundary of amber sites
-  Ward boundary

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the West Downs ward, Sites 129 and 142 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
West Downs	129	0.102647493	Open spaces	129a is part of a neighbourhood recreation green	Part of recreation green and site is to the east with only pedestrian access, so not a site.	No
				129b (to confirm site number) forms a key corner and could be densified with a corner marker building to enhance the Bapchild gateway along London Road	Site 129b could be a difficult site with constraints to realise a limited number of homes, but it could be a key corner with some open space retained in the public realm to hold this corner.	Maybe
West Downs	142	0.475045293	Open space	Central green in Bapchild	Northern frontage is blank and has potential to create an east west route linking Randle Way with Lords Cl and possibly creating two mews, wide-fronted homes overlooking the green. Likely opposition but could increase overlooking, character and access	Maybe

Site 129b

Site 129b highlighted in the adjacent plan comprises of an open space, on the corner of the A2 London Road and Panteny Lane.



Site 129b aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 129b

Site 129b: Street Views



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Key Map



Constraints & Opportunities

The highlighted area offers potential for a small development on the open green, forming a key corner building, enhancing the Bapchild gateway along London road.











Site Potential

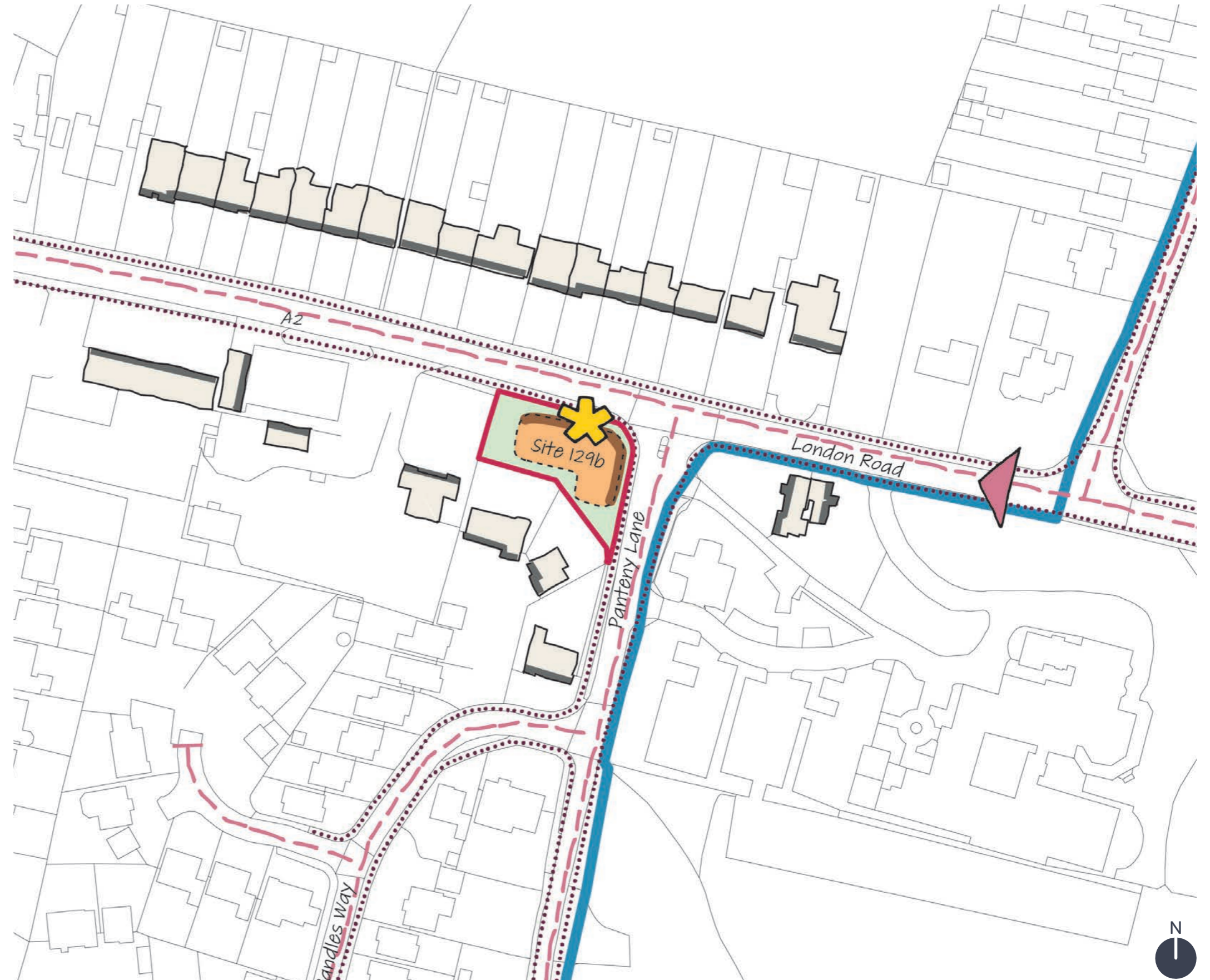
- Potential for development on the corner between London Road and Panteny Lane, completing the existing urban grain. Potential for:
 - Detached houses
 - Circa 2 homes
- Potential to retain some open space in the public realm

Site Constraints

- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential intensification
-  Potential area
-  Potential frontage
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary
-  Ward boundary



Constraints & Opportunities Diagram

Site 142

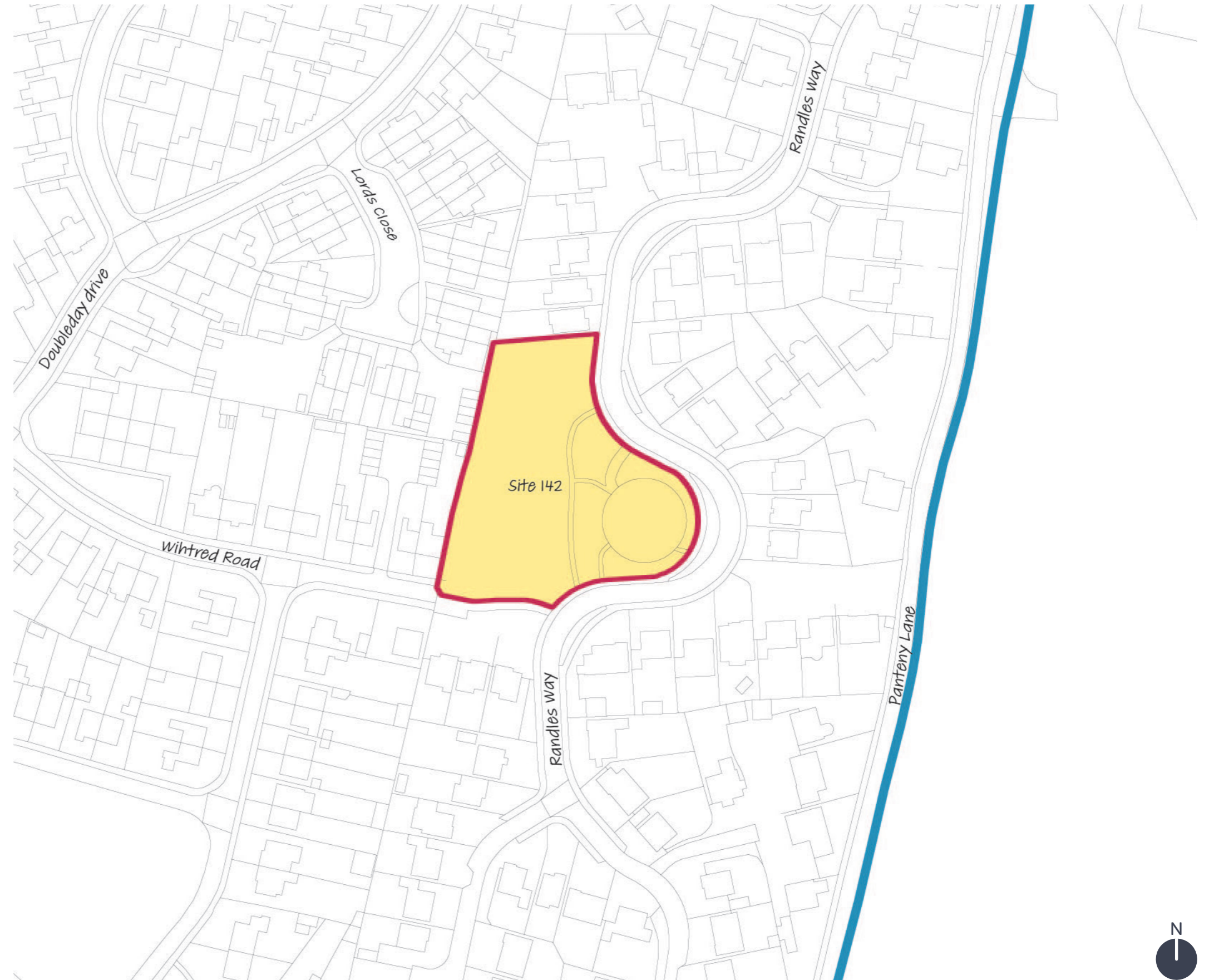
Site 142 highlighted in the adjacent plan comprises of a central green space in Bapchild.



Site 142 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 142

Site 142: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers potential for a small development to the north of site 142.













Site Potential

- Development potential to the north of open green. Potential for:
 - Wide fronted Mews
 - Circa 3 homes
 - South-facing views out onto Bapchild central green
- Potential to create access route, linking Randle Way to the east and Lords Close to the west
- Potential to increase active surveillance, access and introduction of new housing typologies

Site Constraints

- Likely opposition from local community
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential intensification
-  Potential area
-  Potential frontage
-  Pedestrian routes
-  Existing vehicular routes
-  Vehicular access
-  Potential vehicular route
-  Potential views
-  Frontages
-  Existing landscaping
-  Site boundary
-  Ward boundary



Constraints & Opportunities Diagram

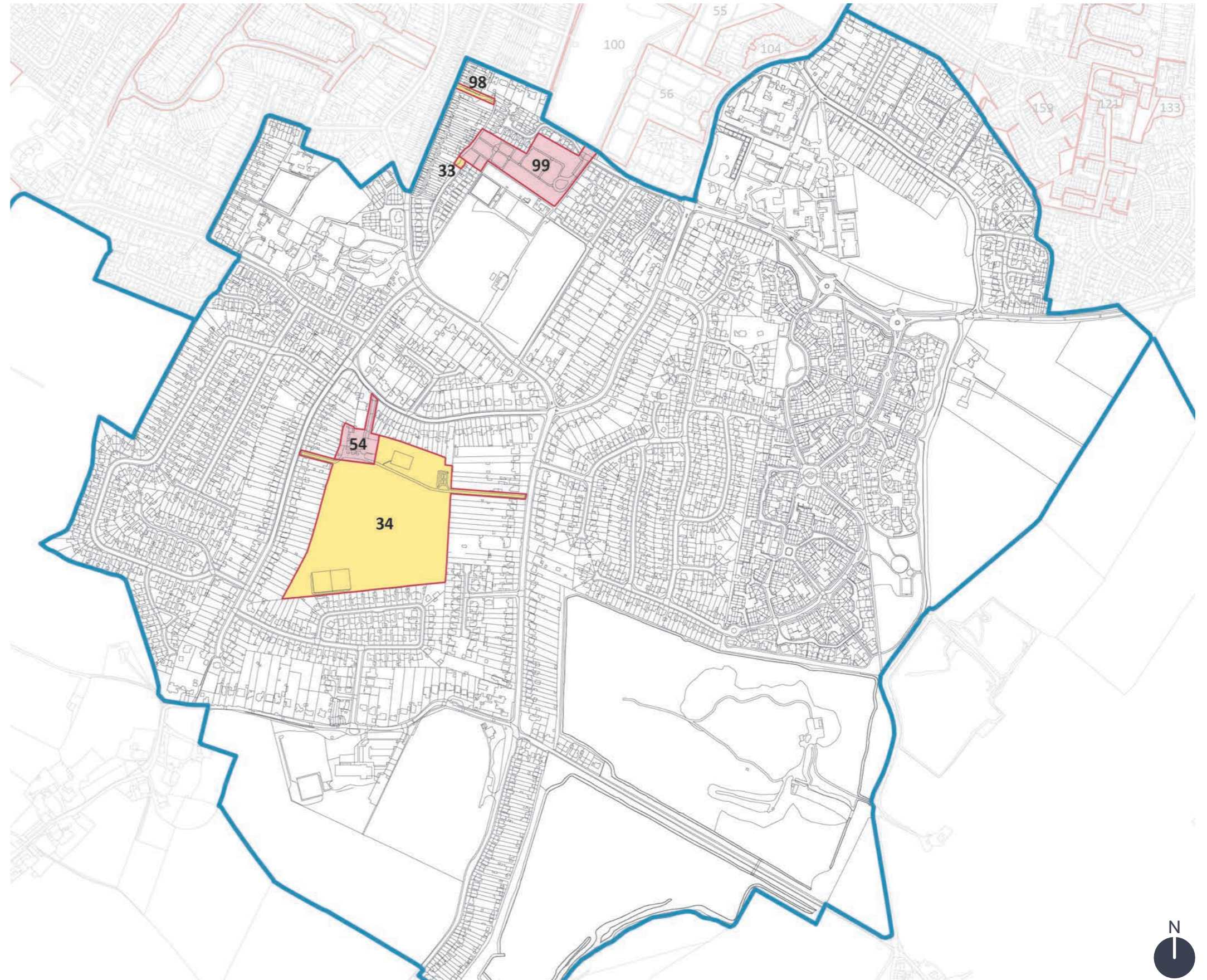
Woodstock

Overview

The Woodstock ward is located in the south of Sittingbourne and contains 5 sites. These are:

- Site 33
- Site 34
- Site 54
- Site 98
- Site 99

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

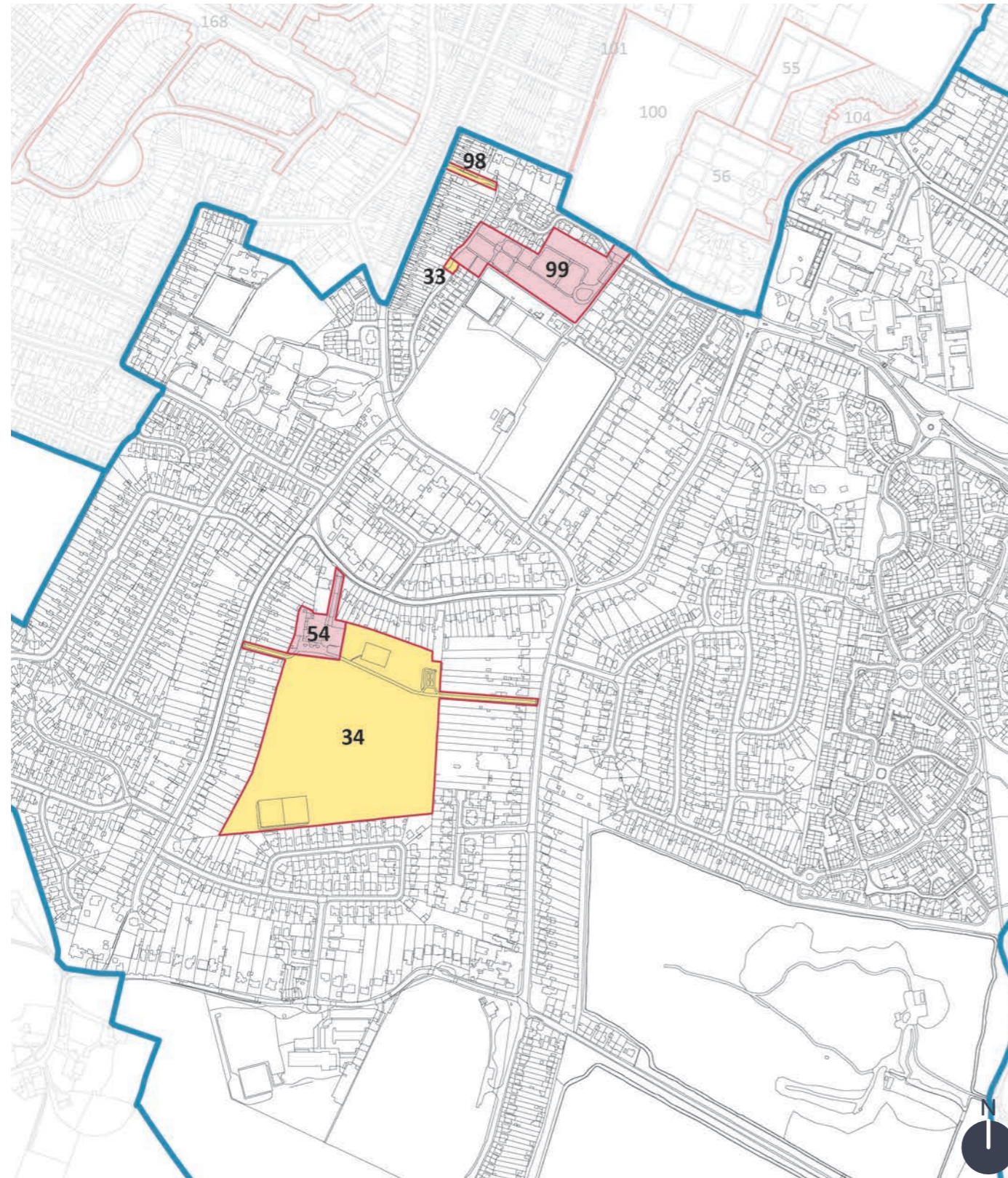


Key

- Ownership boundary of red sites
- Ownership boundary of amber sites
- Ward boundary

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Woodstock ward, Sites 33, 34 and 98 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Woodstock	33	0.026644422	Rear access land	Plot of land along a rear access route for rear car parking	Possible to densify but adjacent properties cross land for garage access and 'street' is a service route except one adjacent cottage	Possibly a unit, potential for wider placemaking/facilitating private rear garden densification
Woodstock	34	6.021436883	Open space	King George V Playing Field	Appears well-used, but holistic approach to place and planning could provide a circular route enabling west and east-facing long gardens to densify.	Possibly, but Council likely to facilitate approach for private landowner delivery
Woodstock	54	0.470812753	Open space	Toilets and car parking for King George V Playing Field	Likely required facilities and unlikely location for housing	No
Woodstock	98	0.074309295	Access route	Vehicle route to access rear gardens/rear car parks	Potential to explore council facilitating owners to densify their rear gardens where there is sufficient space for rear amenity space. This route could either densify or be improved (public realm)	Possibly through Council facilitation for wider landowner intensification
Woodstock	99	1.515522418	Cemetery	Sittingbourne Cemetery	Not a site	No

Site 33

Site 33 highlighted in the adjacent plan comprises of a plot of land at the end of Roonagh Court, providing a rear access route to car parking to the rear of adjacent houses.



Site 33 aerial view

Key

 Ownership boundary of amber site

Existing site plan of site 33

Site 33: Street Views



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6

Key Map



Constraints & Opportunities

Having reviewed the site, there is very little to no potential development within the site boundary however, there is wider potential to develop surrounding long rear gardens to the south west of site 33.

Site Potential

Option A

- The highlighted area offers limited potential however there is scope for a small development on the corner of Site 33
- Development Potential: 1 house (potential for self build)







Option B

- The area however, offers access potential to the long rear gardens along Roonagh Court. This may unlock potential for small mews development towards the rear gardens of the existing houses
- Development potential in private garden densification: Mews houses, Circa 8 homes
- Development potential to be combined with site 98 development of rear gardens

Site Constraints

- Limited space as existing vehicular access would need to be retained
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement
- As the sites are outside of Council ownership, the Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process. In this instance, the Council land provides access to formalise a rear laneway, enabling it to become a mews with active frontages

Key

-  Potential intensification
-  Potential intensification outside of boundary
-  Potential area
-  Potential frontage
-  Area outside of site boundary
-  Pedestrian routes



Constraints & Opportunities Diagram

Site 34

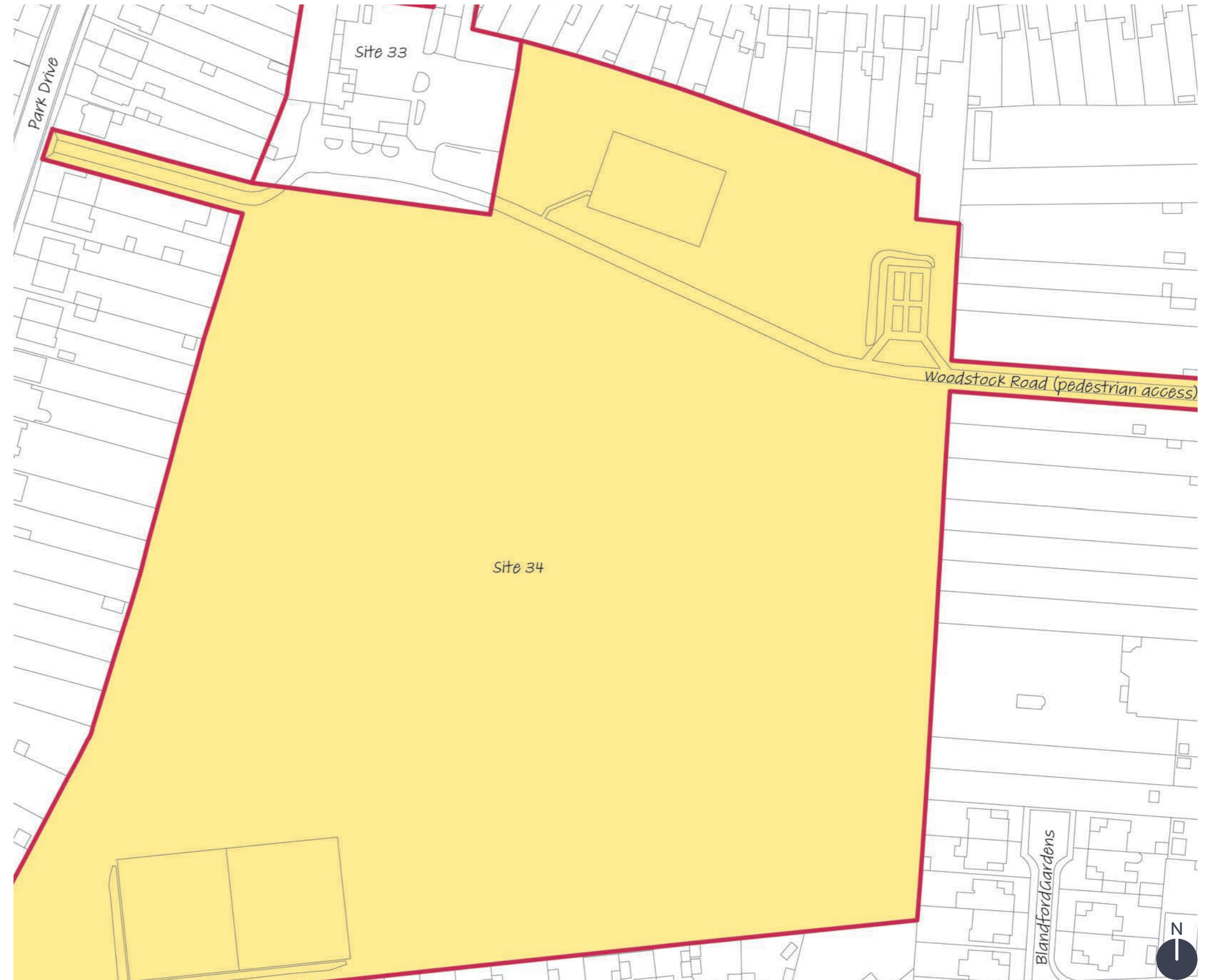
Site 34 highlighted in the adjacent plan comprises of an open space, forming part of King George V Playing Field.



Site 34 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 34

Site 34: Street Views



1

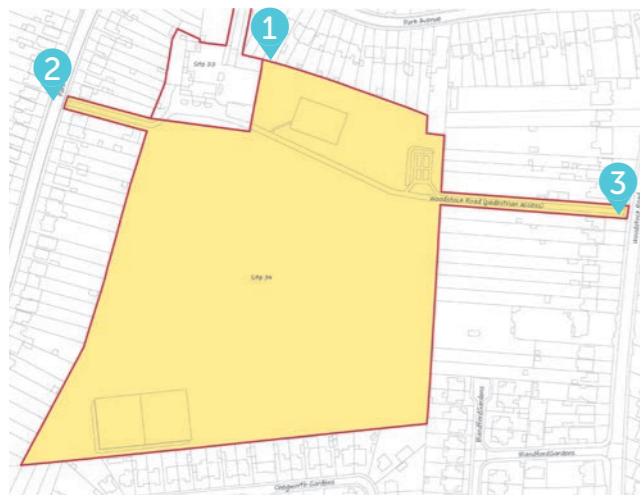


2



3

Key Map



Constraints & Opportunities

Having reviewed the site, there is very little to no potential development within the site boundary however, there is wider potential to develop surrounding long rear gardens to the east and west of site 34.

Site Potential

Area A:

- Potential for new homes at rear gardens of existing houses on Park Drive. New homes would increase active surveillance onto the playing field. Existing access is pedestrian only and new vehicular access may not be possible.
- Development potential for circa 12 homes












Area B:

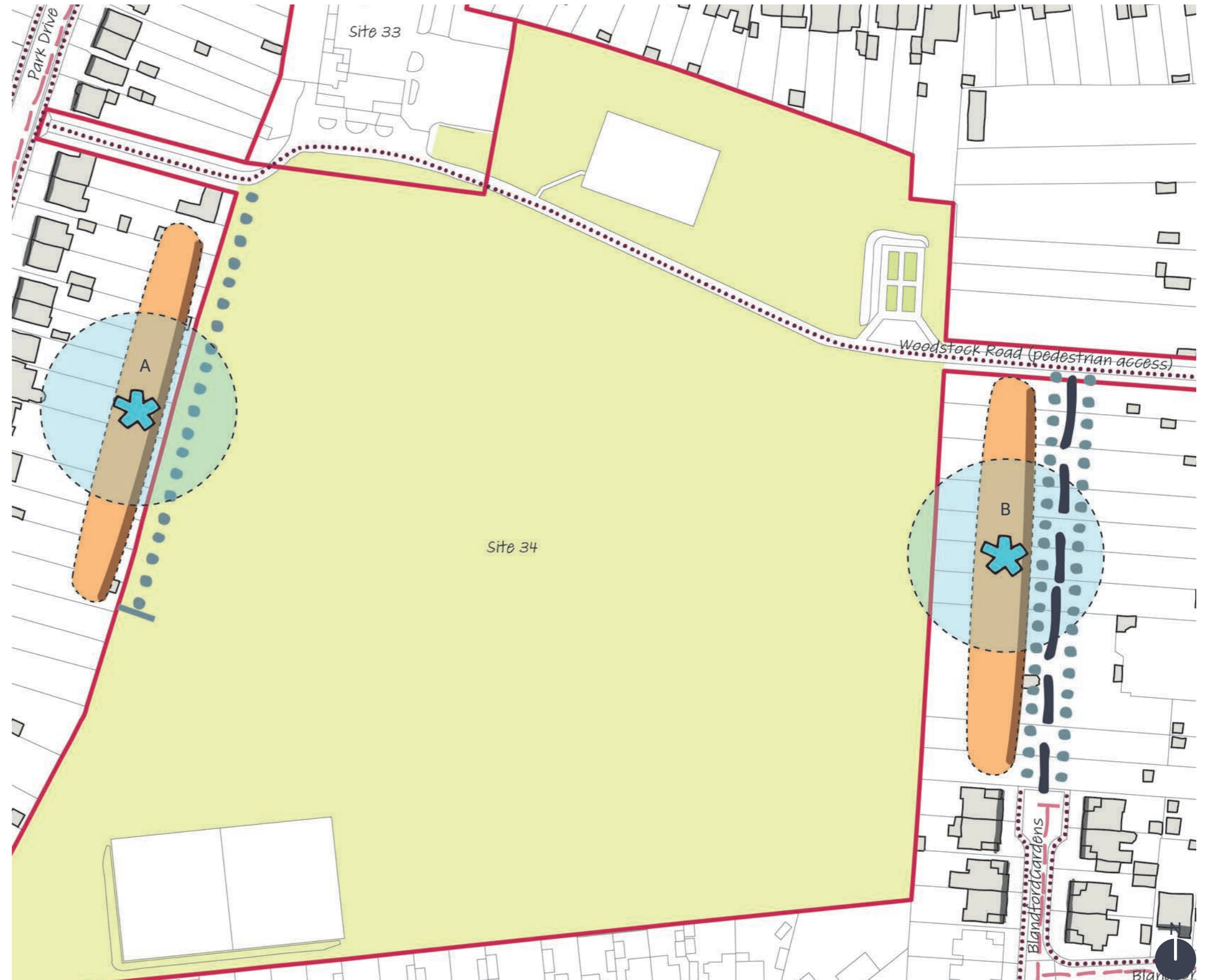
- Potential for opening up existing Blandford Gardens cul-de-sac with new road linking to Woodstock Road pedestrian access.
- Development potential for circa 10 homes

Site Constraints

- Potential areas of densification are outside of site boundary
- As the sites are outside of Council ownership, the Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process

Key

-  Potential intensification outside of boundary
-  Potential area
-  Area outside of site boundary
-  Pedestrian routes
-  Potential pedestrian routes
-  Vehicular routes
-  Potential vehicular route
-  Frontages
-  Potential frontages
-  Designated Local Green Space
-  Site Boundary



Constraints & Opportunities Diagram

Site 98

Site 98 highlighted in the adjacent plan comprises of a vehicular route off of Park Road, providing access to rear gardens and car parks.



Site 98 aerial view

Key

 Ownership boundary of amber site



Existing site plan of site 98

Site 98: Street Views



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Key Map



Constraints & Opportunities

Having reviewed the site, there is very little to no potential development within the site boundary however, there is potential for a small development adjacent to the site.













Site Potential

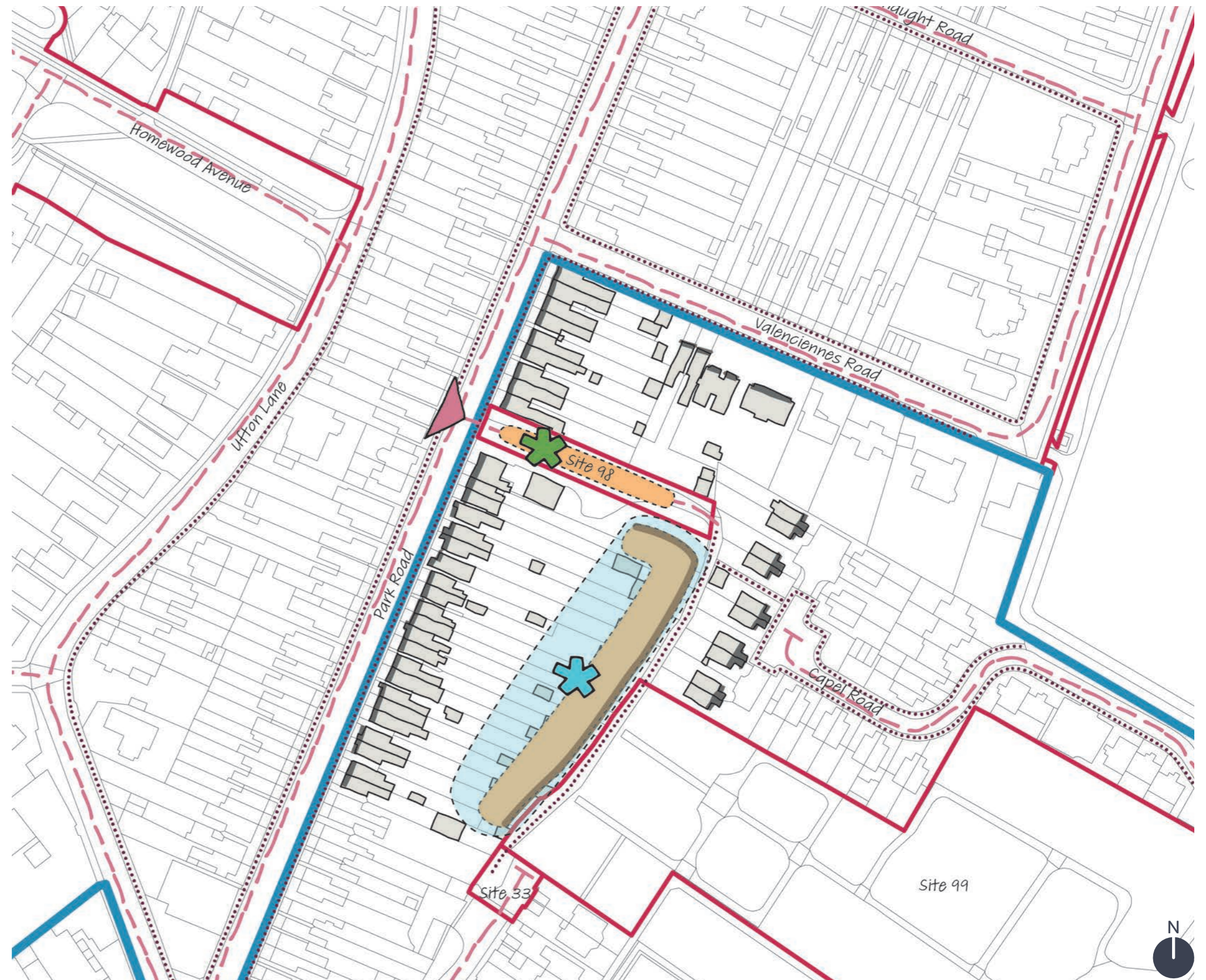
- Development potential to densify rear gardens where there is sufficient space for rear amenity space. Development potential for:
 - Circa 7 homes
 - North-east views towards access route
- Potential for public realm and access route improvement within site boundary to accommodate potential adjacent development
- Development potential to be combined with site 33 development of rear gardens

Site Constraints

- Limited space and site acts as an access route to rear gardens and car parks
- Overlooking from adjacent houses
- As the sites are outside of Council ownership, the Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process
- The site is located within the conservation area

Key

-  Potential public realm improvement
-  Potential intensification
-  Potential area
-  Area outside of site boundary
-  Potential frontage
-  Pedestrian routes
-  Vehicular routes
-  Vehicular access
-  Frontages
-  Existing landscaping
-  Site boundary
-  Ward boundary



Constraints & Opportunities Diagram

Murston




Overview

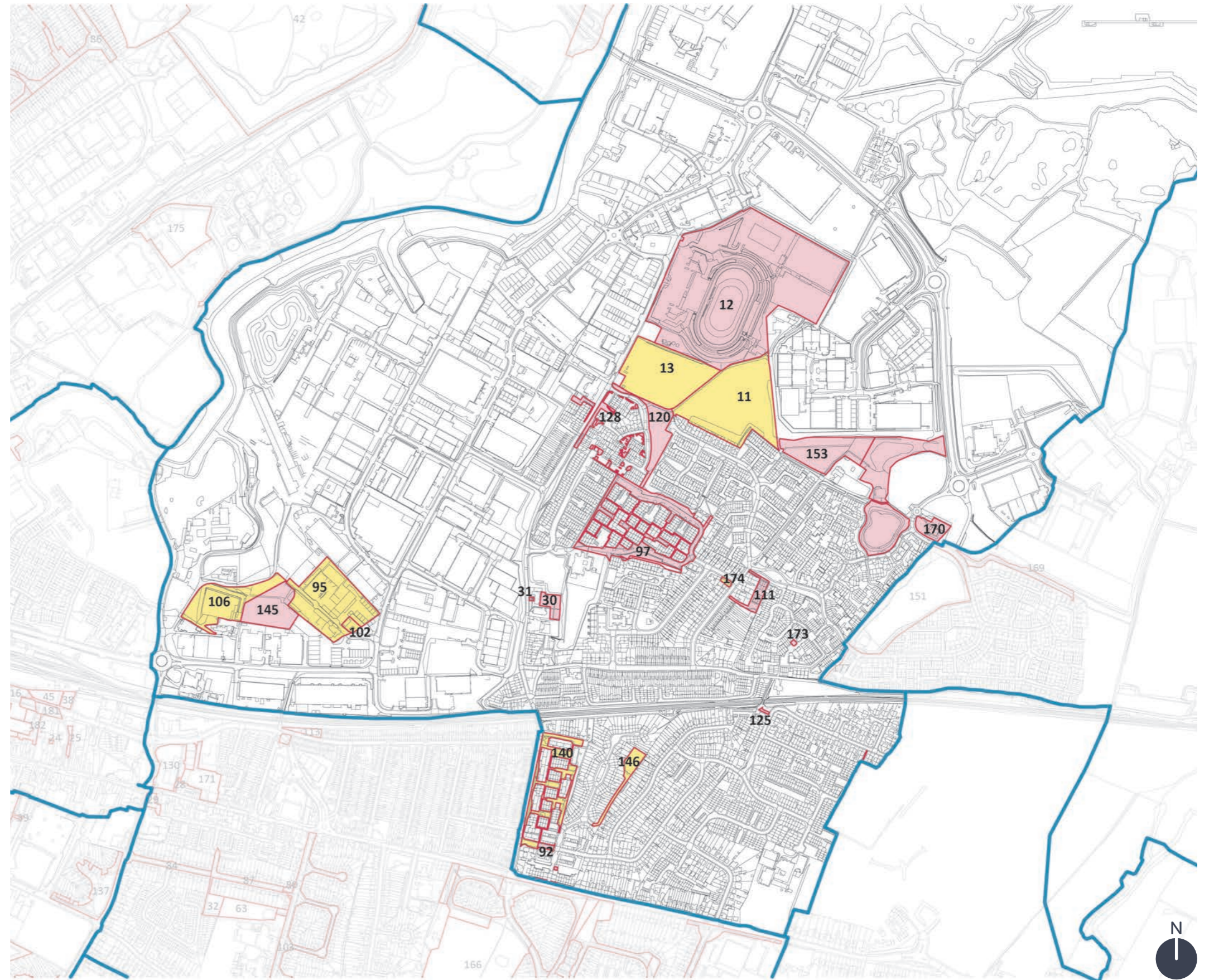
The Murston ward is located to the north east of Sittingbourne contains 21 sites. These are:

- Site 11
- Site 12
- Site 13
- Site 30
- Site 31
- Site 92
- Site 95
- Site 97
- Site 102
- Site 106
- Site 111
- Site 120
- Site 125
- Site 128
- Site 140
- Site 145
- Site 146
- Site 153
- Site 170
- Site 173
- Site 174

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

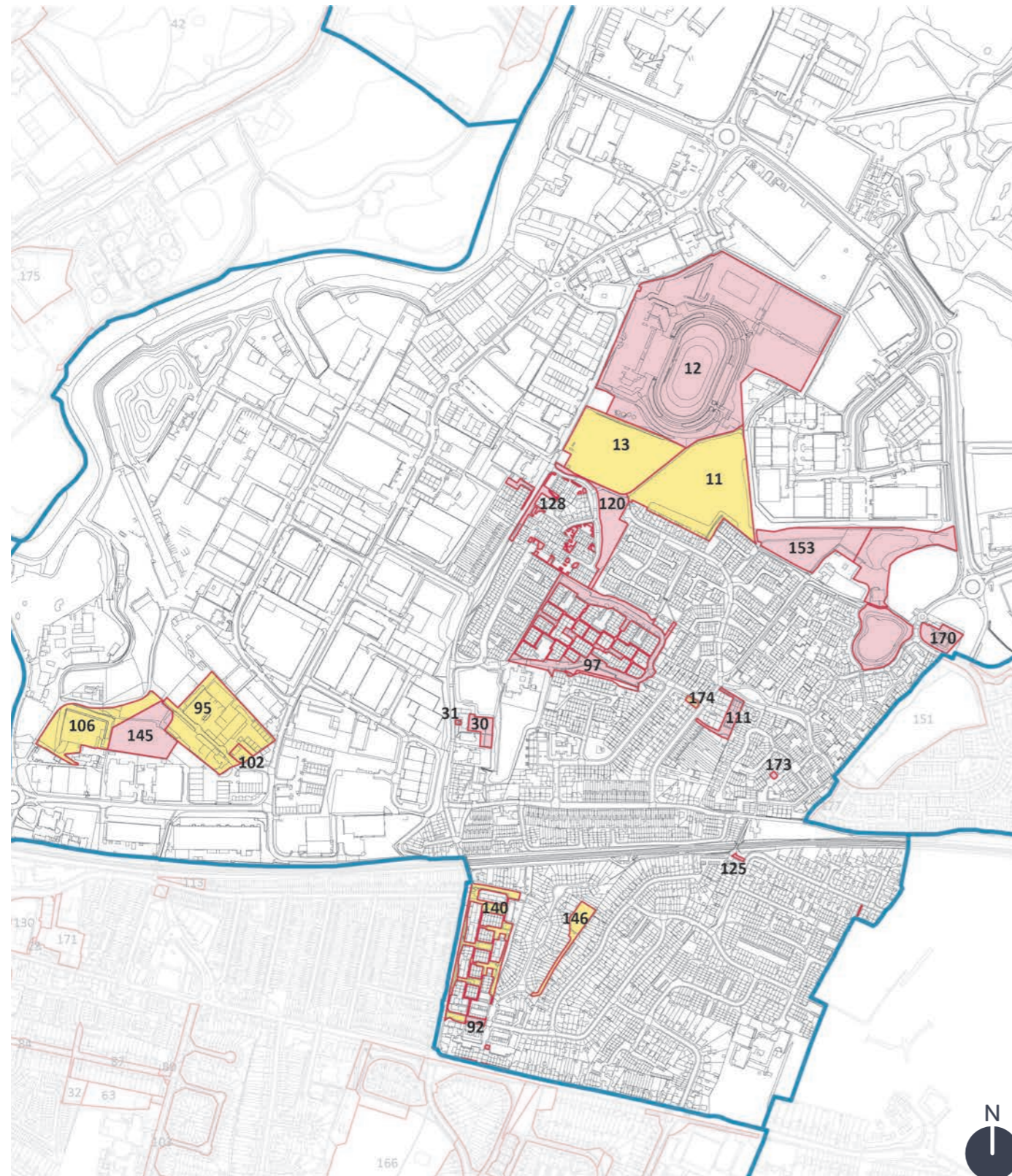
Key

-  Ownership boundary of red sites
-  Ownership boundary of amber sites
-  Ward boundary



Schedule of Sites

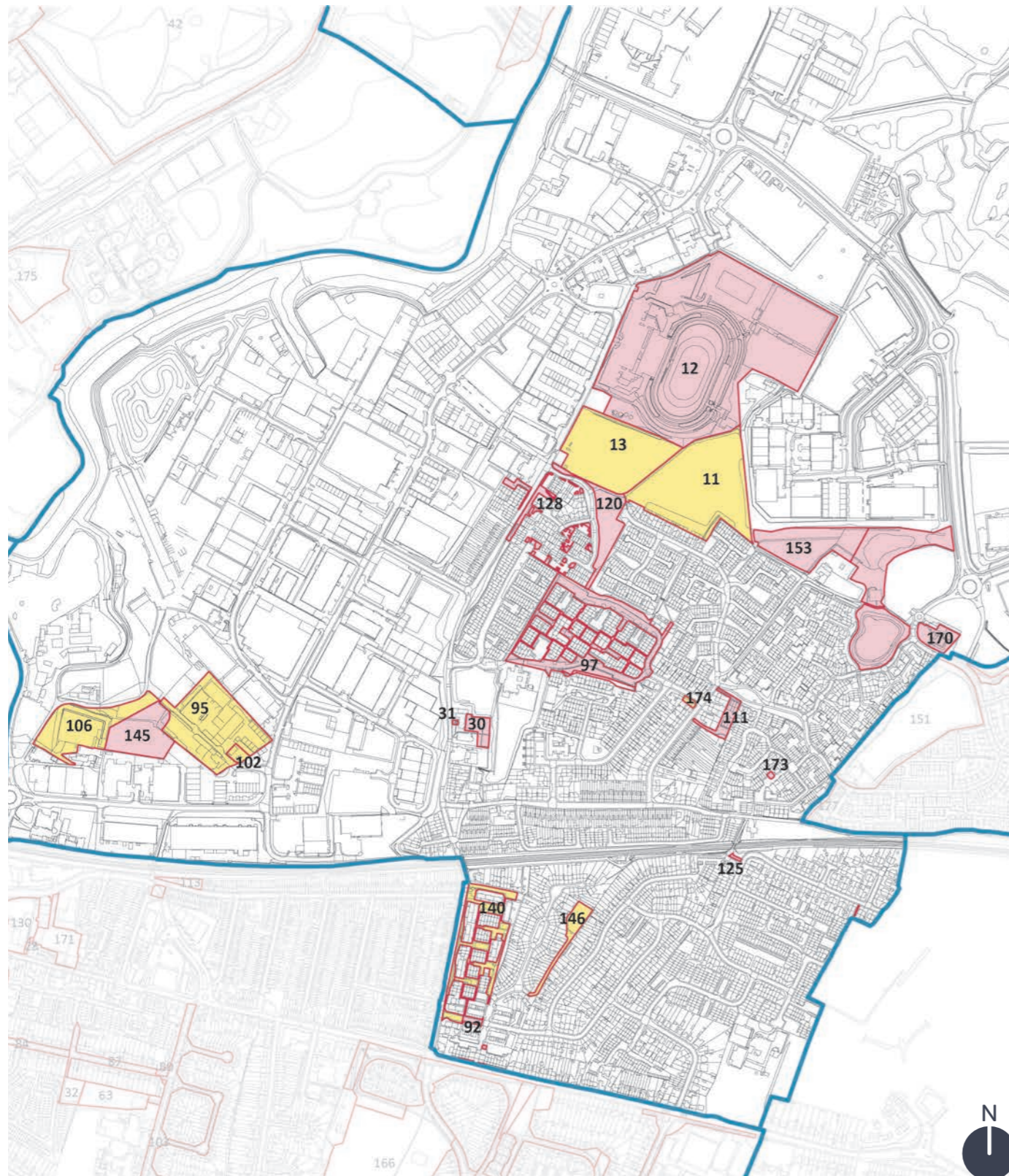
During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Murston ward, Sites 11, 13, 95, 102, 106, 140 and 146 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Murston	11	2.780806172	Open Space	Triangular open space next to stadium maintained for sports	Potential to create a pedestrian/cycle Green connection between Church Road and Great Easthall Way (lake and village hall), passing by allotments and listed farm house. Could be reinforced with new housing along south edge with positive frontage towards the Green. Present Leaseholders.	Maybe - with 11 & 13
Murston	12	9.256525137	Stadium	Central Park Stadium with adjacent surface car park and training pitches. Contains large LGV testing centre.	Stadium is not a site (assumingly it is important to Sittingbourne and S&B FC). Adjacent land could be considered for densification and improvement. Land is surrounded by industry from 3 sides (+ listed farm building).	No
Murston	13	2.006512695	Open Space	Open space next to stadium maintained for sports facing Church road	Posibility for development - residential frontage to both Hugh Price Cl and open green space. Present Leaseholders.	Maybe - with 11 & 13
Murston	30	0.175647318	Cemetery	Cemetery behind the All Saints Church on Church road	It is a cemetery	No
Murston	31	0.007289494	Monument	Monument by the All Saints Church on Church road	It is not a site	No
Murston	92	0.047466361	Road	Streetscape of Woodberry Drive	It is not a site	No
Murston	95	1.869381987	Industrial Estate	Land At West Lane Trading Estate	The industrial estates nearby are in process of redevelopment into residential neighbourhoods. This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale	Maybe - with 95, 102 and 106
Murston	97	1.41698066	Streets, paths and verges	Streetscapes including Broom Road and Gorse Road	The site covers large portion of streetscape, hence, there is not a suitable area for intensification	No
Murston	102	0.078424725	Industrial Estate	Land At West Lane Trading Estate	The industrial estates nearby are in process of redevelopment into residential neighbourhoods. This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale	Maybe - with 95, 102 and 106
Murston	106	1.176243043	Grazing Land	Inaccessible open Land and Allotments To The East Of Crown Quay Lane	The industrial estates nearby are in process of redevelopment into residential neighbourhoods. This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale	Maybe - with 95, 102 and 106
Murston	111	0.269151499	Houses	Land On The South-East Side Of Oak Road	Land recently developed into housing and is not owned by Swale anymore	No

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Murston ward, Sites 11, 13, 95, 102, 106, 140 and 146 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Murston	120	0.857667238	Open Space & Green verges	Public park at Hugh Price Close and green verges around residential home along Church Road	Current site positively contributes to the area as a neighbourhood park	No
Murston	125	0.015590506	Path	Public pedestrian path connecting Peel Drive and Tonge Road	The site is too small for intensification	No
Murston	128	0.062255698	Access road	Driveway off Church Road	It is not a site	No
Murston	140	0.760691064	Streets, footpaths and green spaces	Streetscapes spreaded across Murston Road, Wheatcroft Close, Frenshman Close, Elm Grove and Woodberry Drive	Small possibility for infill at the corner of flats on Frensham Close with potential for public realm improvement of the rest of the estate	Maybe - Infill improvements only
Murston	145	0.82522681	Allotments	Land Lying To The East Of Crown Quay Lane	Allotments are to be retained, and are difficult to move, therefore not a site	No
Murston	146	0.243318993	Access road and play space	Alley and overgrown sports pitch behind houses on Elm Grove	Possible infill development if another pedestrian access to the site is secured.	Maybe
Murston	153	1.04488581	Allotments	Allotments behind houses on Meeres Court Lane	Allotments are to be retained, and are difficult to move, therefore not a site	No
Murston	170	0.251673815	Village Hall	Lakeview Village Hall	Site recently developed as Village Hall	No
Murston	173	0.011231991	Pocket Park	Pocket Park on Plummers Crescent	Site is too small and is the only green space within the neighbourhood	No
Murston	174	0.027725074	House	47 Oak Road, end of terrace House	Site is too small for a significant development.	No

Sites 11 & 13

Site 11 is located behind Central Park Stadium. It is an open green space serving as sports ground; tucked-in behind residential areas towards the south.

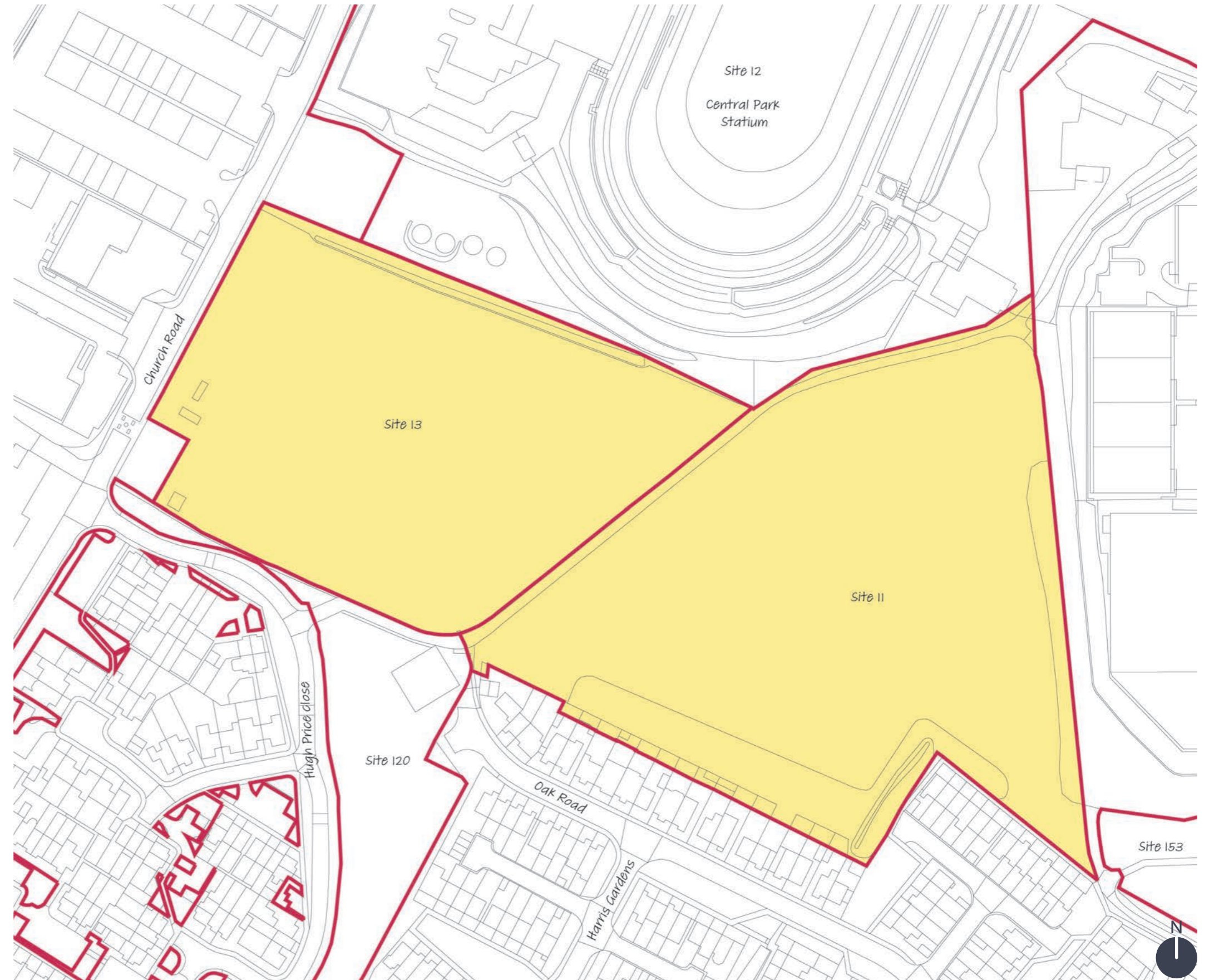
Site 13 is located adjacent to the Central Park Stadium at Church Road. It is currently a recreation ground used for sport activities. The site sits opposite the industrial zone with residential neighbourhood towards the south at Hugh Price Close.



Site 11 & 13 aerial view

Key

 Ownership boundary of amber site



Existing site plan of Site 11 & 13

Site 11: Street Views



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Key Map



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Site 13: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a limited development to the south portion of both sites 11 and 13.












Site Potential

- Development overlooking existing open green space. Development potential for:
 - Mixture of traditional terraced and semi-detached houses
 - Circa 12 homes on Site 11
 - Circa 18 homes on Site 13
- Addition of active frontage and natural surveillance over existing green
- Potential vehicular access to development off of Hugh Price Close
- Potential pedestrian access across the site; linking between two green sites from Church Road though to Meeres Court Lane.

Site Constraints

- The open green is enclosed by large hedges which could negatively impact the green fronting homes of development.
- Likely strong resistance due to reduction in green space.

Key

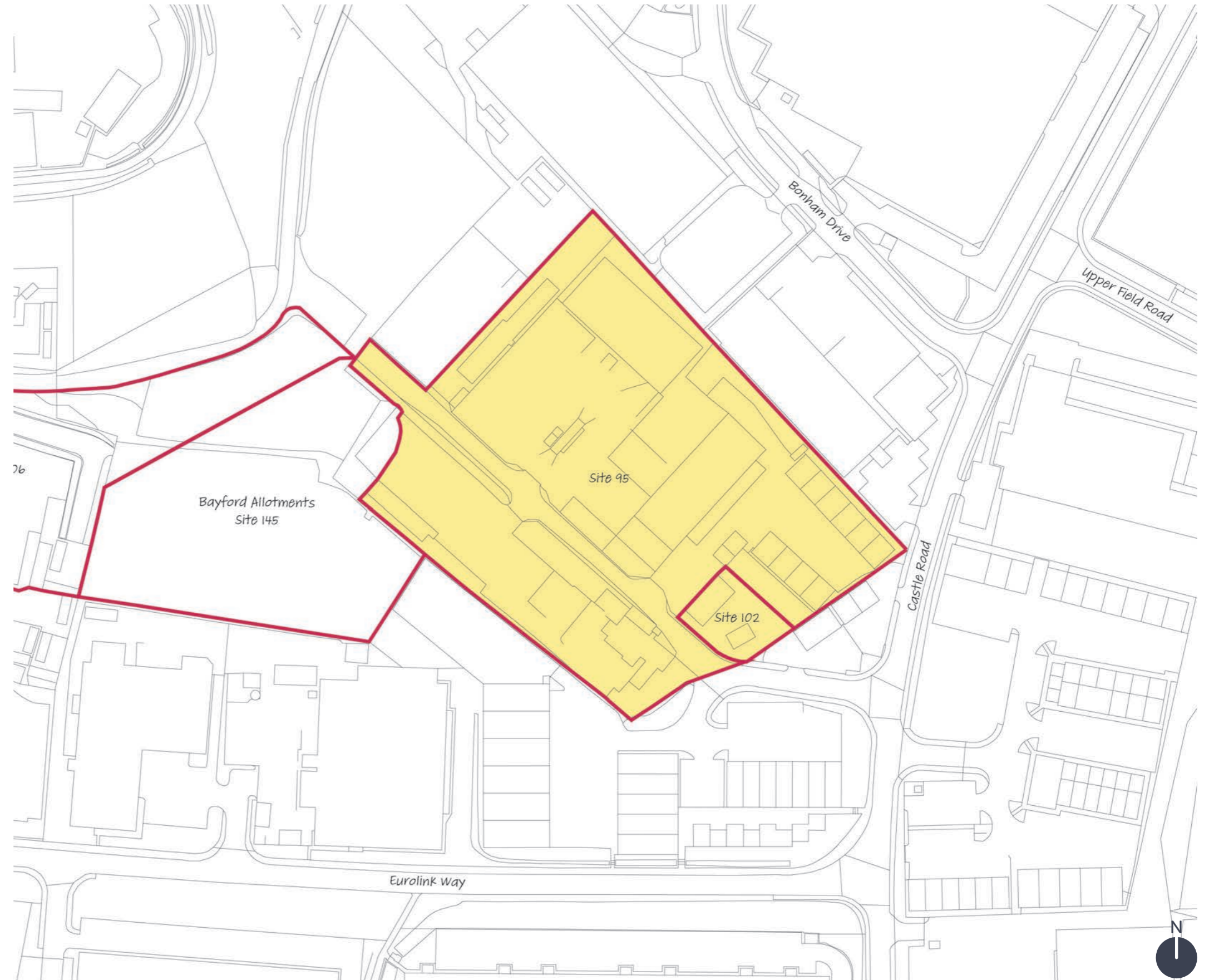
-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Vehicular access
-  Existing vehicular routes
-  Existing private drive
-  Potential vehicular route
-  Existing pedestrian route
-  Potential pedestrian route
-  Site boundary



Constraints & Opportunities Diagram

Sites 95 & 102

Sites 95 & 102 are located off Castle Road, adjacent to Bayford Allotments to the west. The site is predominantly surrounded by industrial buildings.



Site 95 & 102 aerial view

Key

 Ownership boundary of amber site

Existing site plan of Site 95 & 102

Sites 95 & 102: Street Views



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Key Map



Constraints & Opportunities

The highlighted area offers potential for a new development as part of masterplan between sites 106, 145, 95 & 102.

Site Potential

- Potential for new public realm; linking between site 95 and Bayford Allotments (site 145)
- Potential to enhance pedestrian access for Bayford Allotments through to site 106

Area A

- Site would allow for multiple flat block developments with non-residential usage on the ground floor such as shops and retails
 - Development could retain employment opportunities on site with addition to new residential homes
 - 3-4 storeys mix-use typology
 - Circa 80-90 homes





Area B

- Development potential for:
 - Mixture of detached, semi-detached and terraced houses
 - Circa 16-18 homes

Site Constraints

- The site is located within a flood zone 2 & 3
- Several Leaseholders present
- Sites are located in industrial zone, however, the industrial estates nearby are in process of redevelopment into residential neighbourhoods (allocated site A9 - Land at Land at Crown Quay Lane). This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale
 - The Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process. In this instance, a shift in strategy for industrial lands, or extension of area to Policy A9.

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages



Constraints & Opportunities Diagram



Site 106

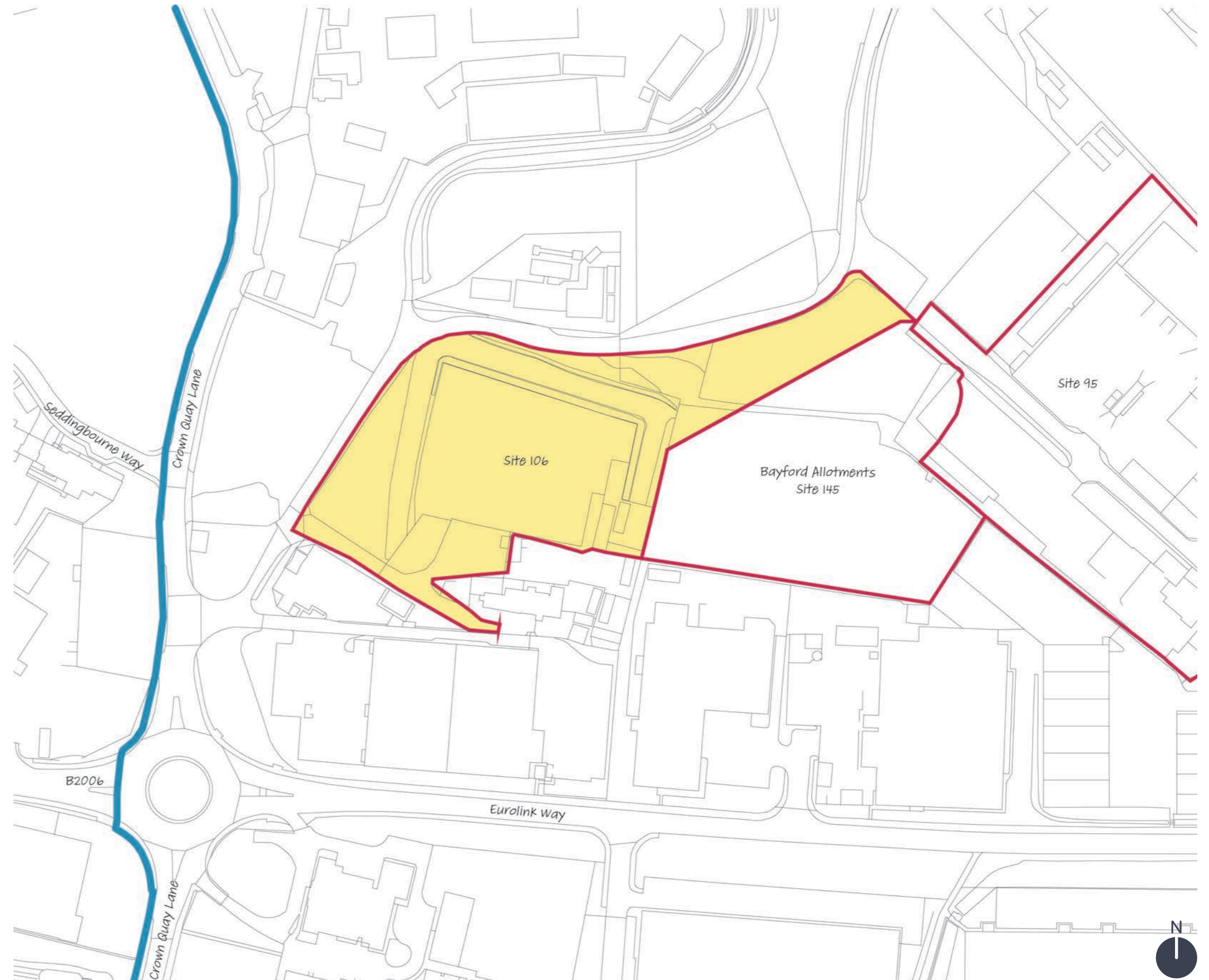
Site 106 is located to the East of Crown Quay Lane. The site sits adjacent to Bayford allotments (Site 145), and is surrounded by industrial sites, along with new residential development nearby at Seddingbourne Way.



Site 106 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary



Existing site plan of Site 106

Site 106: Street Views



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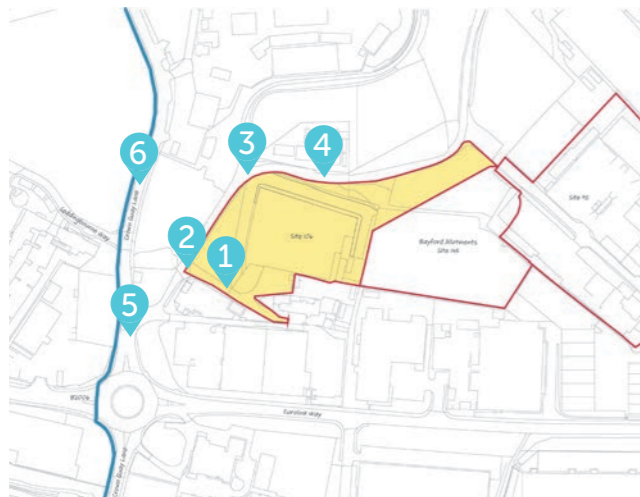


5



6

Key Map



Constraints & Opportunities

The highlighted area offers potential for a new development and an enhanced landscape of the site as part of masterplan between site 106, 145, 95 & 102.











Site Potential

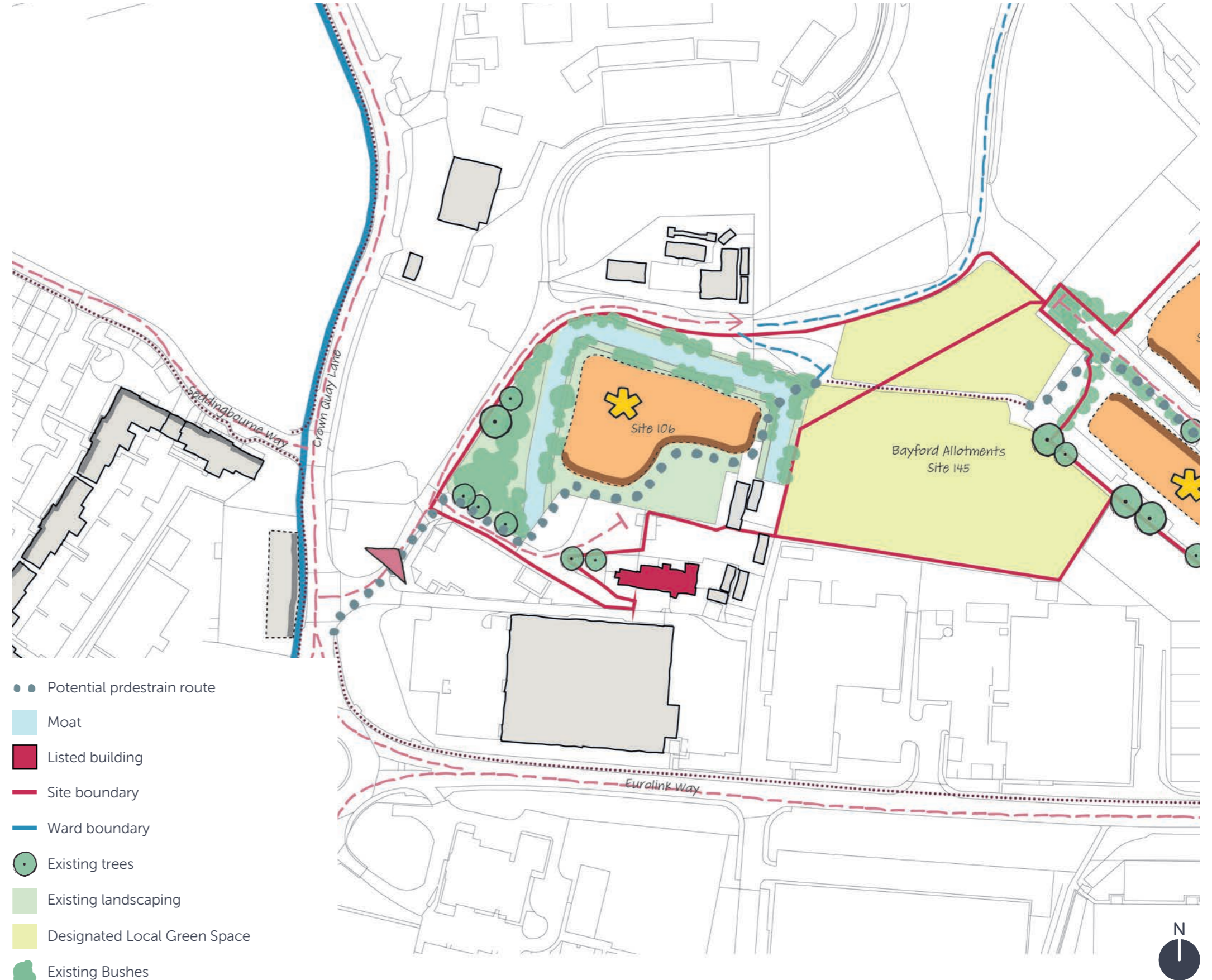
- Potential for development of new homes to the north of the open land. Development potential for:
 - 3-4 storeys, flat block typology
 - Circa 30 homes
- Site is enclosed by a moat and could be developed as its own estate
- Potential to enhance pedestrian access to new development through allotment, linking from site 95 across through to Crown Quay Lane

Site Constraints

- The site is located within a flood zone 2 & 3
- Site proximity to listed building
- Sites are located in industrial zone, however, the industrial estates nearby are in process of redevelopment into residential neighbourhoods (allocated site A9 - Land at Land at Crown Quay Lane). This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale
 - The Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process. In this instance, a shift in strategy for industrial lands, or extension of allocated site A9.

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing residential development
-  Vehicular access
-  Existing private drive
-  Existing vehicular routes
-  Existing pedestrian route
-  Potential pedestrian route
-  Moat
-  Listed building
-  Site boundary
-  Ward boundary
-  Existing trees
-  Existing landscaping
-  Designated Local Green Space
-  Existing Bushes





Site 140

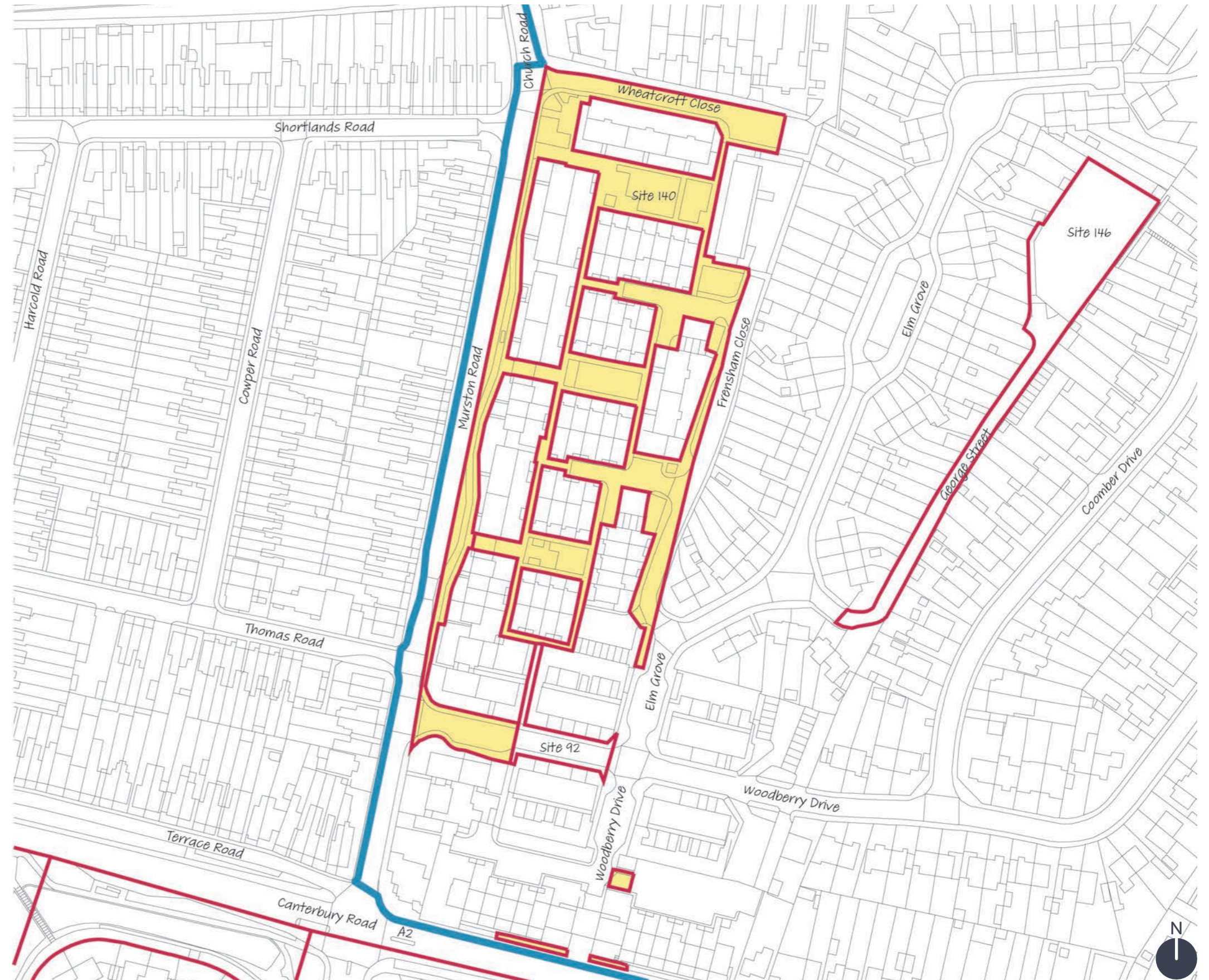
Site 140, highlighted in the adjacent plan encompasses mostly streetscape, spreading between Murston Road, Wheatcroft Close, Frensham Close, Elm Grove and Woodberry Drive. The site is currently serving as residential homes site with pockets of amenity spaces.



Site 140 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary



Existing site plan of Site 140

Site 140: Street Views



1



2



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6

Key Map



7



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9

Constraints & Opportunities

The highlighted area offers a potential for a limited development for the site.














Site Potential

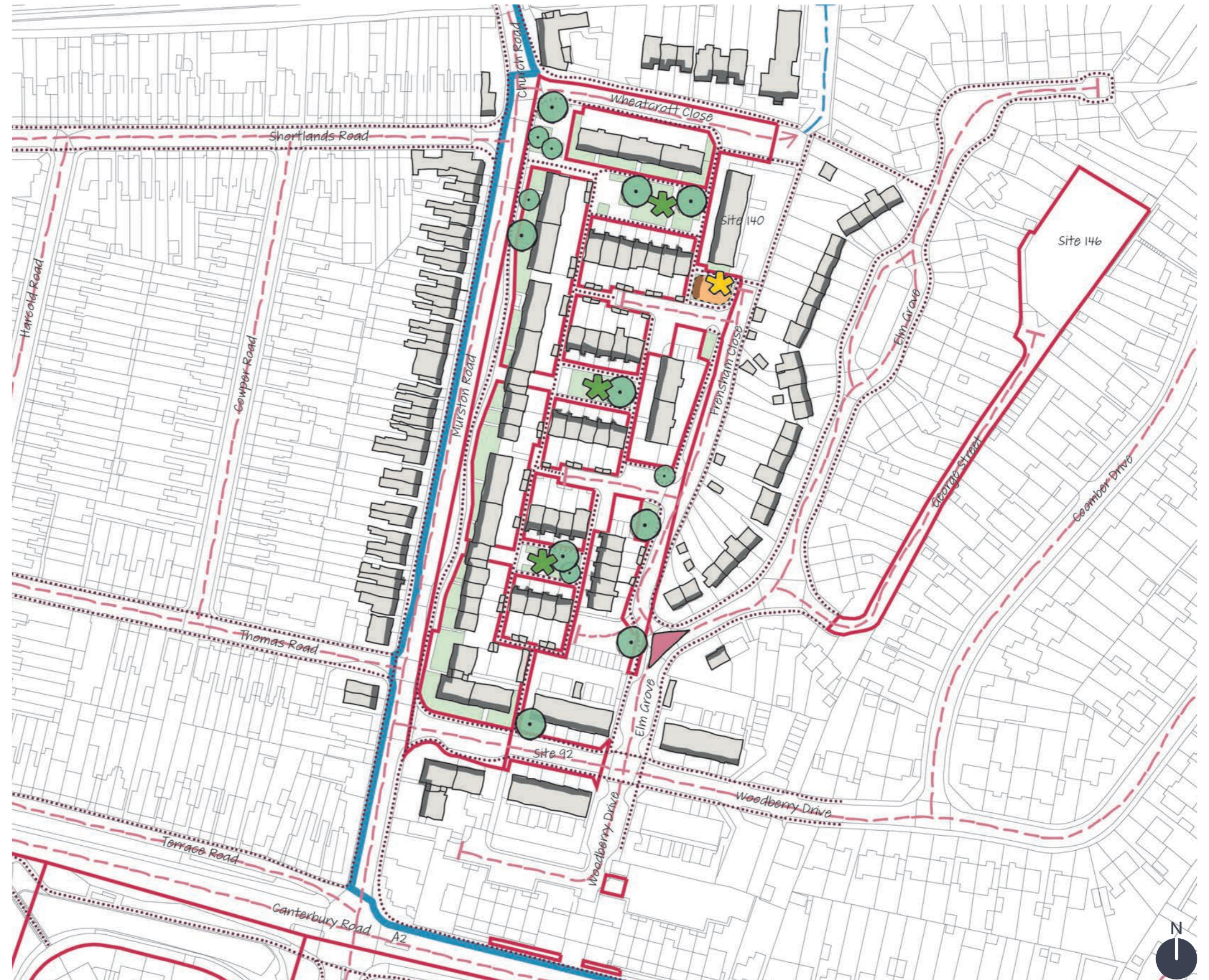
- Infill development potential on the northeast of the site for:
 - Non-traditional house/maisonette
 - Circa 1 home
- Potential to improve the existing amenity pocket spaces, enhancing the landscape; providing greater legibility of public realm

Site Constraints

- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement
- Overlooking from adjacent existing homes

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes
-  Existing private drive
-  Vehicular access
-  Existing pedestrian route
-  Existing landscaping
-  Existing trees
-  Potential public realm improvement
-  Site boundary
-  Ward boundary



Constraints & Opportunities Diagram



Site 146

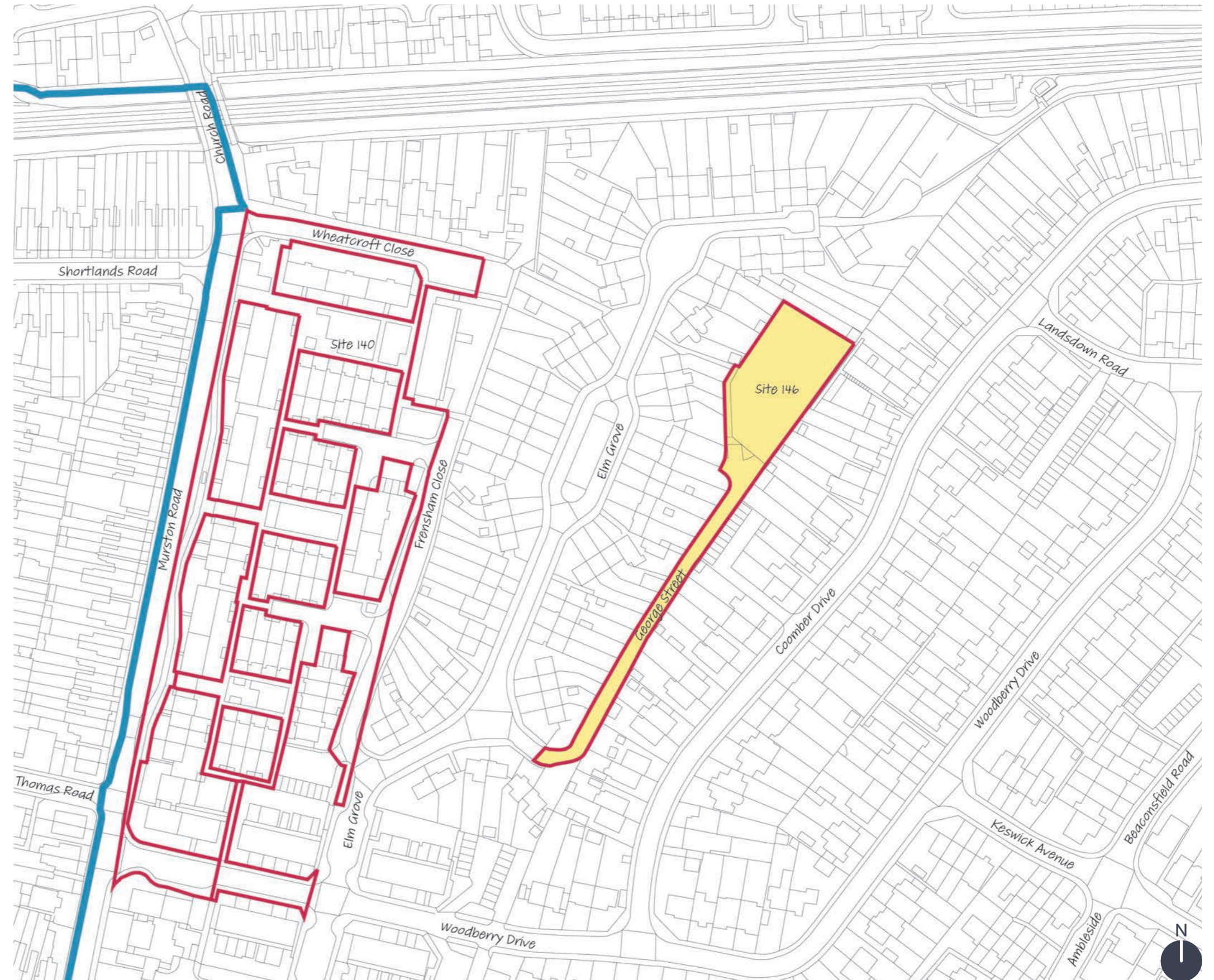
Site 146 is located at the end of George Street. The site is currently an unused play area, it is an enclosed site primarily amid residential homes. George Street acts as the only access to site.



Site 146 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary



Existing site plan of Site 146

Site 146: Street Views



1



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3



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6

Key Map



Constraints & Opportunities

The highlighted area offers a potential for a limited development to the east portion of the site








Site Potential

- Potential for development on existing unused play area at the end of George Street. Development potential for:
 - Mixture of traditional detached and semi-detached houses
 - Circa 4 to 5 homes
- Additional potential for new homes outside the boundary at the rear garden of existing homes on George Street.
 - Development potential in private garden densification. Potential for Mews house typology
 - Potential to enhance frontage towards George Street, promoting safer neighbourhood.

Site Constraints

- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement
- An additional pedestrian access to site from Elm Grove would need to be instated for the development
- As the additional site is outside of Council ownership, the Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process. In this instance, the Council land provides access to formalise a rear laneway, enabling it to become a mews with active frontages

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Potential vehicular routes
-  Existing vehicular routes
-  Existing private drive

-  Vehicular access
-  Potential pedestrian route
-  Existing pedestrian route
-  Existing landscaping
-  Existing line of trees
-  Existing bushes
-  Site boundary
-  Ward boundary



Roman





Overview

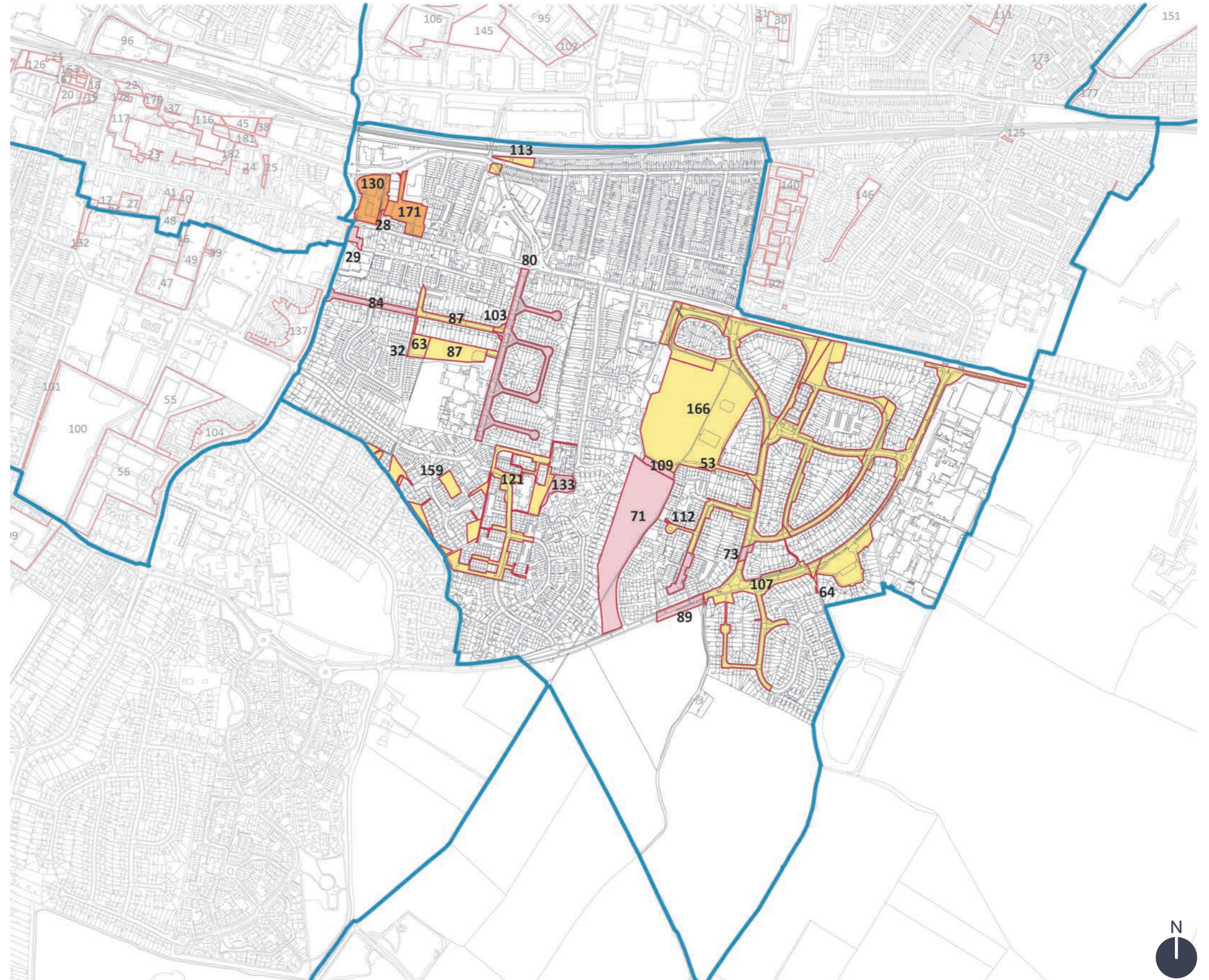
Roman ward is located to the east of Sittingbourne, and contains the following 23 sites:

- Site 28
- Site 29
- Site 32
- Site 53
- Site 63
- Site 64
- Site 71
- Site 73
- Site 80
- Site 84
- Site 87
- Site 89
- Site 103
- Site 107
- Site 109
- Site 112
- Site 113
- Site 121
- Site 130
- Site 133
- Site 159
- Site 166
- Site 171

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

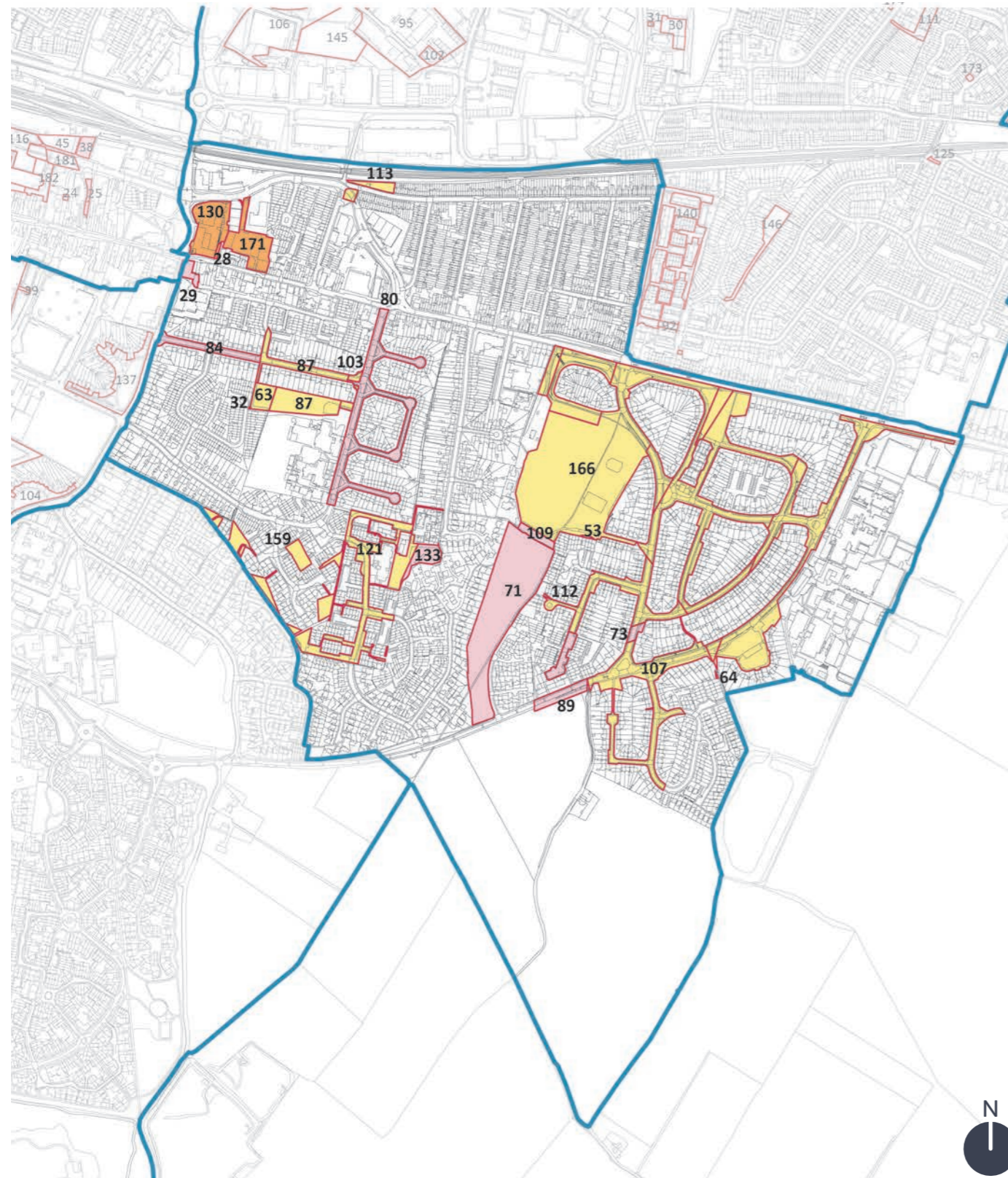
Key

-  Ownership boundary of red sites
-  Ownership boundary of amber sites
-  Ownership boundary (sites to be assessed as part of Town Center Masterplan)
-  Ward boundary



Schedule of Sites

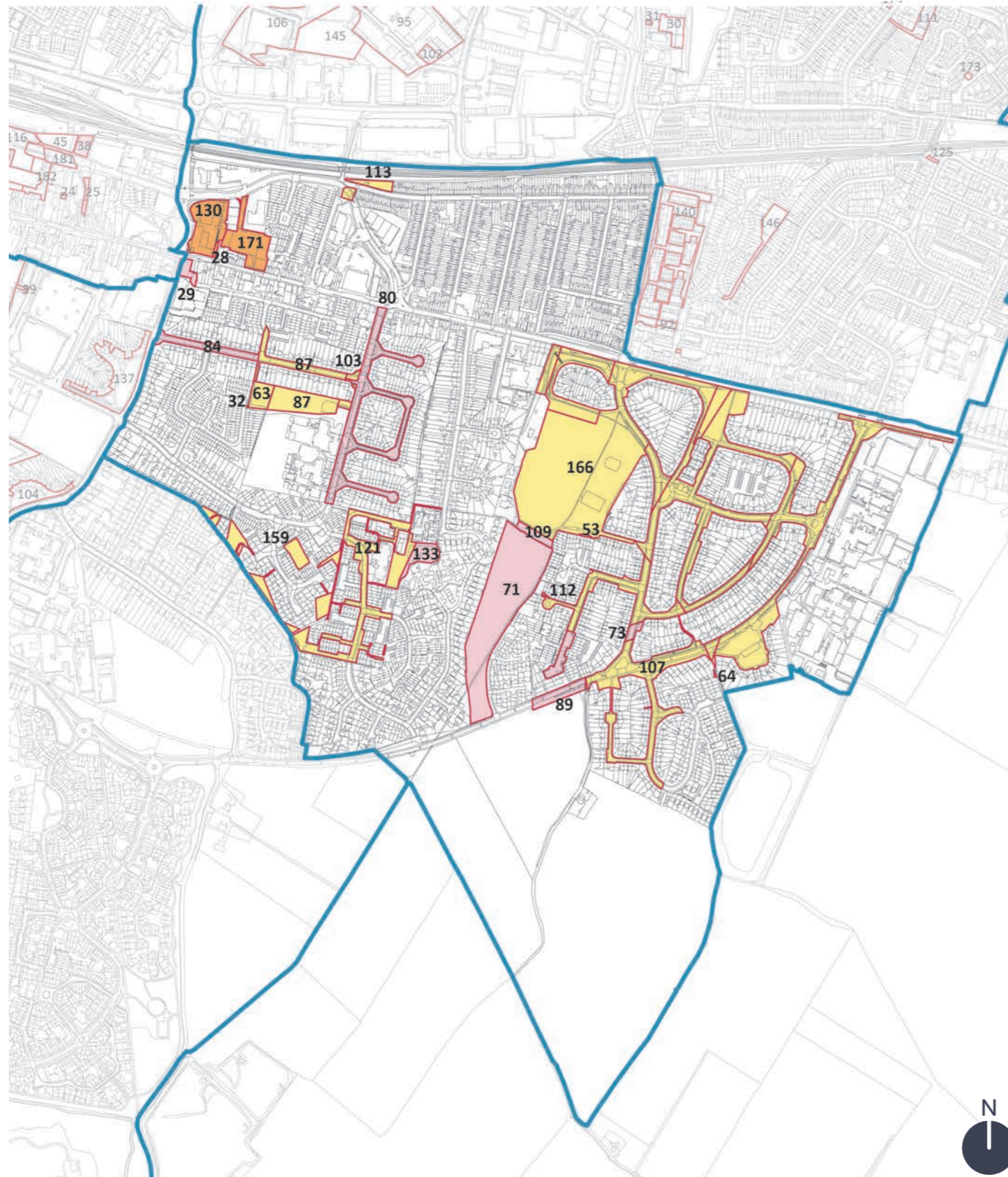
During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Roman ward, Sites 63, 87, 103, 107, 113, 121, 159 and 166 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Roman	28	0.014688998	Access Road	Part of the access road to carpark next to Swale Borough Council building	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town center master-plan
Roman	29	0.09480392	Open Space	Public space and pedestrian access to Fairview Road	Current site positively contributes to townscape.	No
Roman	32	0.00062577	Verges & Access path	Verges and access for open sgreen space behind residential homes on Chilton Avenue	It is public access and too small for a site.	No
Roman	53	0.007160204	Verge	Verge on Nutfield	Too small for a site on its own.	No
Roman	63	0.166557566	Open Space	Open green space behind residential homes on Chilton Avenue	With 80 & 87, there could be an opportunity for a terrace of homes to back onto Chilton Av properties and front towards improved green link between Millfield Rd and South Av.	Maybe - to be assessed together with 87
Roman	64	0.002840491	Verge	Small verge behind residential garden home on Penn Close	The site is too small	No
Roman	71	2.14642217	Open Space	Designated open green space	With 109, possible low density development to backs of residential properties on Temple Gardens. New homes could provide better frontage to open green space. However, the land is designated as local green space and new development is unlikely.	Likely no.
Roman	73	0.057702995	Street & Open space	Small part of Rectory Road with green space in front of existing residential home	This site is too small for intensification	No
Roman	80	1.126435156	Street	Streetscape including South Avenue, Orchard Place, Watling Place, & Fulton Place	It is a street, therefore not a site.	No
Roman	84	0.239692311	Street	Chilton Avenue	It is a street, therefore not a site.	No
Roman	87	0.703962651	Street & Open space	Chilton Avenue / Open green space behind residential homes	With 63 & 103, there could be an opportunity for a terrace of homes to back onto Chilton Av properties and front towards improved green link between Millfield Rd and South Av.	Maybe - to be assessed together with 63
Roman	89	0.345198861	Street & Verge	Swanstree Avenue	The site is too small	No
Roman	103	0.065493023	Street	Corner of Chilton Av and South Av / Gateway to Open green space behind residential homes on Chilton Av	Should be considered for public space and access improvements, together with 63 and 87.	Maybe - to be assessed together with 63 & 87

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Roman ward, Sites 63, 87, 103, 107, 113, 121, 159 and 166 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Roman	107	4.633119615	Street & Open space	Street Scape stretching between Swanstree Avenue to Canterbury Road with pockets of open greens	Small possibility for intensification on Swanstree Avenue; infill potential to enclose the space at current residential setting.	Maybe
Roman	109	0.097801505	Open Space	Designated open green space	With 71, possible low density development to backs of residential properties on Temple Gardens. New homes could provide better frontage to open green space. However, the land is designated as local green space and new development is unlikely.	Likely no.
Roman	112	0.004911149	Street	Part of access route to existing carpark	The site is too small	No
Roman	113	0.135780044	Carpark	Carpark next to rail track on Shortland Road	Potential to intensify; new continuous terrace house into the current carpark space, with public realm improvement at the end of Shortlands Road could enhance the corner of St Michael's Road	Maybe
Roman	121	1.184608559	Street, Open space & forest	Streetscape: Peregrine Drive, Harrier Drive, Osprey Court, South Avenue & Fulston Place	With 159, possible for bungalow infill & potential for public realm improvement on existing green pockets.	Maybe - to be assessed with 159
Roman	130	0.543770237	Building & Carpark	Carpark & Swale Borough Council building	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town centre master-plan
Roman	133	0.185235072	Open space	Green pocket space	Current site positively contributes to neighbouring green pocket	No
Roman	159	0.538800168	Open Space	Green pocket space along Pond Drive and The Finches	With 121, possible for bungalow infill & potential for public realm improvement on existing green pockets.	Maybe - to be assessed with 121
Roman	166	6.443069547	Open Space	Open green space on Rectory Road	Most of the land is designated as open green space. However, there is possibility for low density development to rear of houses on Rectory Road and Nutfields cul-de-sac to close an urban block. Possible terrace to rear of houses on Temple Gardens, which would require offsetting Nutfields access road.	Maybe - to be assessed together with 53
Roman	171	0.467240898	Carpark	Carpark/ driveway/ open space next to residential on East street	Should be assessed as part of the Masterplan for Sittingbourne town centre. Possible infill	Town centre master-plan

Sites 63, 87 & 103

Sites 63 and 87 are located behind residential homes along Chilton Avenue. The site is currently an open green space (recreation ground) that stretches between two roads of Milfield to South Avenue. Adjacent to the site is South Avenue Primary School.

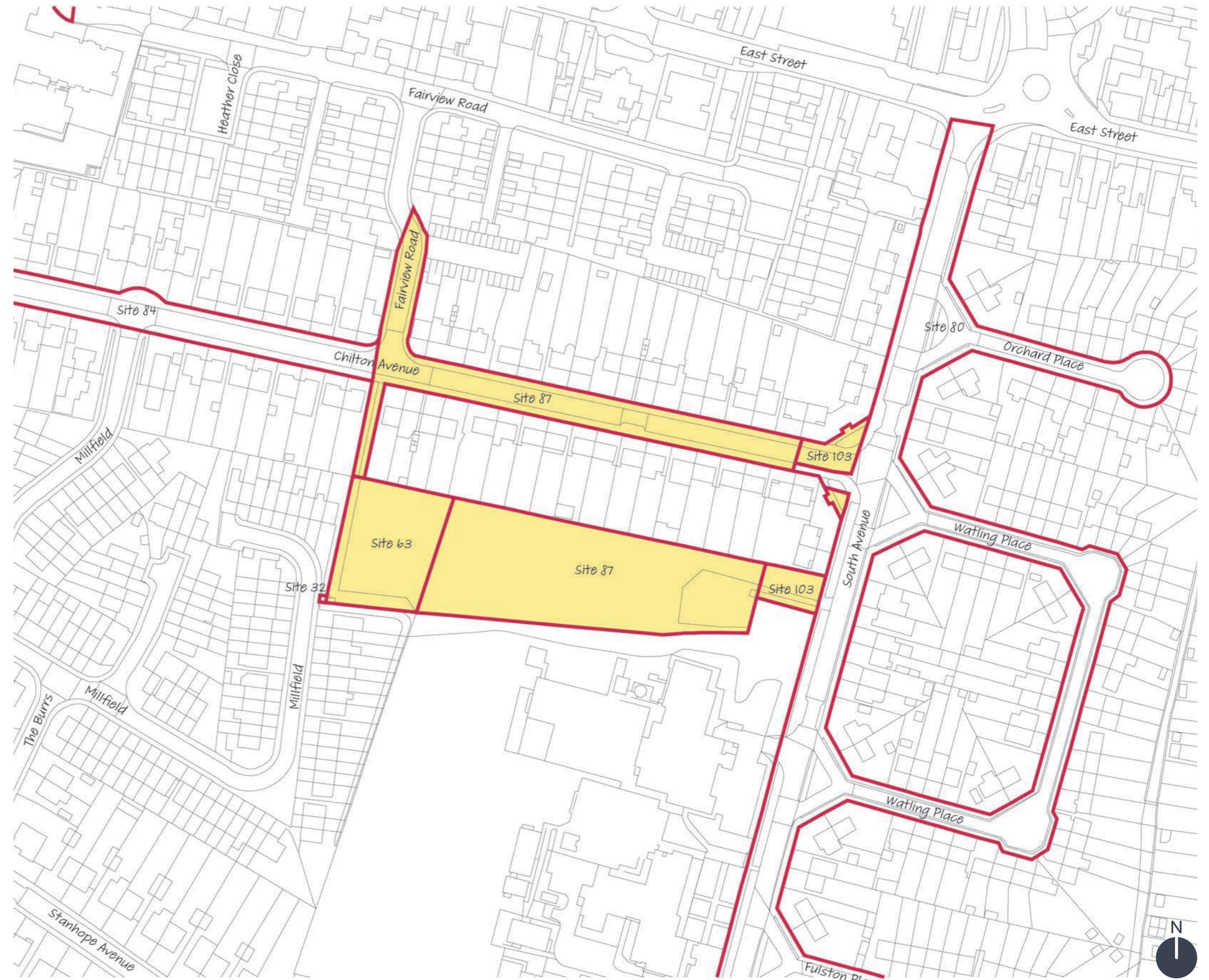
Site 103 is part of a streetscape located at the corner of Chilton Avenue and South Avenue. Part of the site is a gateway to the recreation ground behind the homes on Chilton Avenue.



Site 63, 87 & 103 aerial view

Key

 Ownership boundary of amber site



Existing site plan of Site 63, 87 & 103

Site 63, 87 & 103: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a limited development to the site










Site Potential

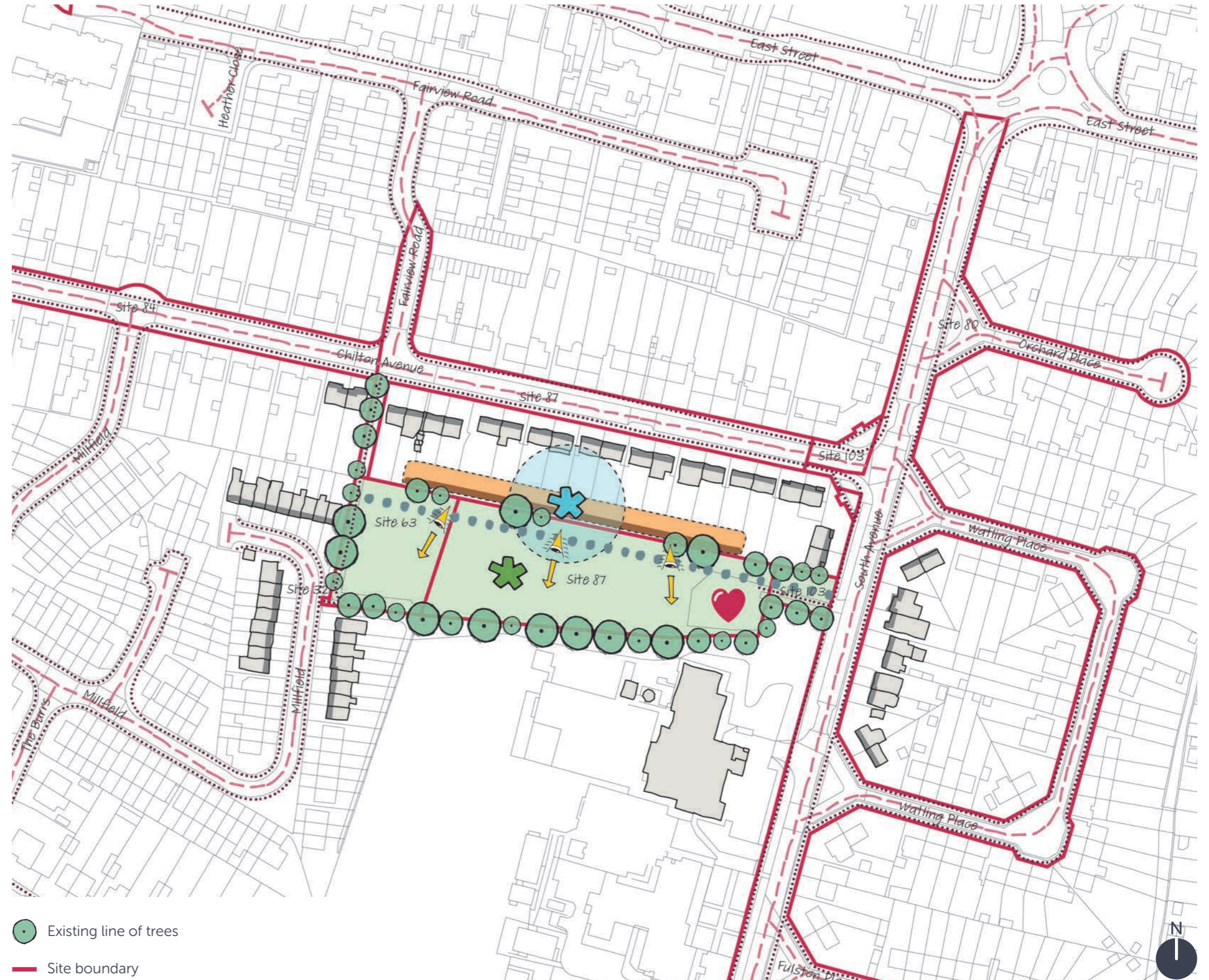
- Development potential for new homes outside the boundary at the rear garden of existing homes on Chilton Avenue.
 - Development potential in private garden densification. Potential for Mews house typology
- Addition of active frontage and natural surveillance over existing green
- South-facing views out onto the existing central green
- Potential to enhance pedestrian access through green space

Site Constraints

- Limited vehicular access as existing access is pedestrian only and new vehicular access may not be possible.
 - However, new development could potentially share access with existing residential homes on Chilton Avenue.
- As the additional site is outside of Council ownership, the Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process. In this instance, the Council land provides access to formalise a rear laneway, enabling it to become a mews with active frontages

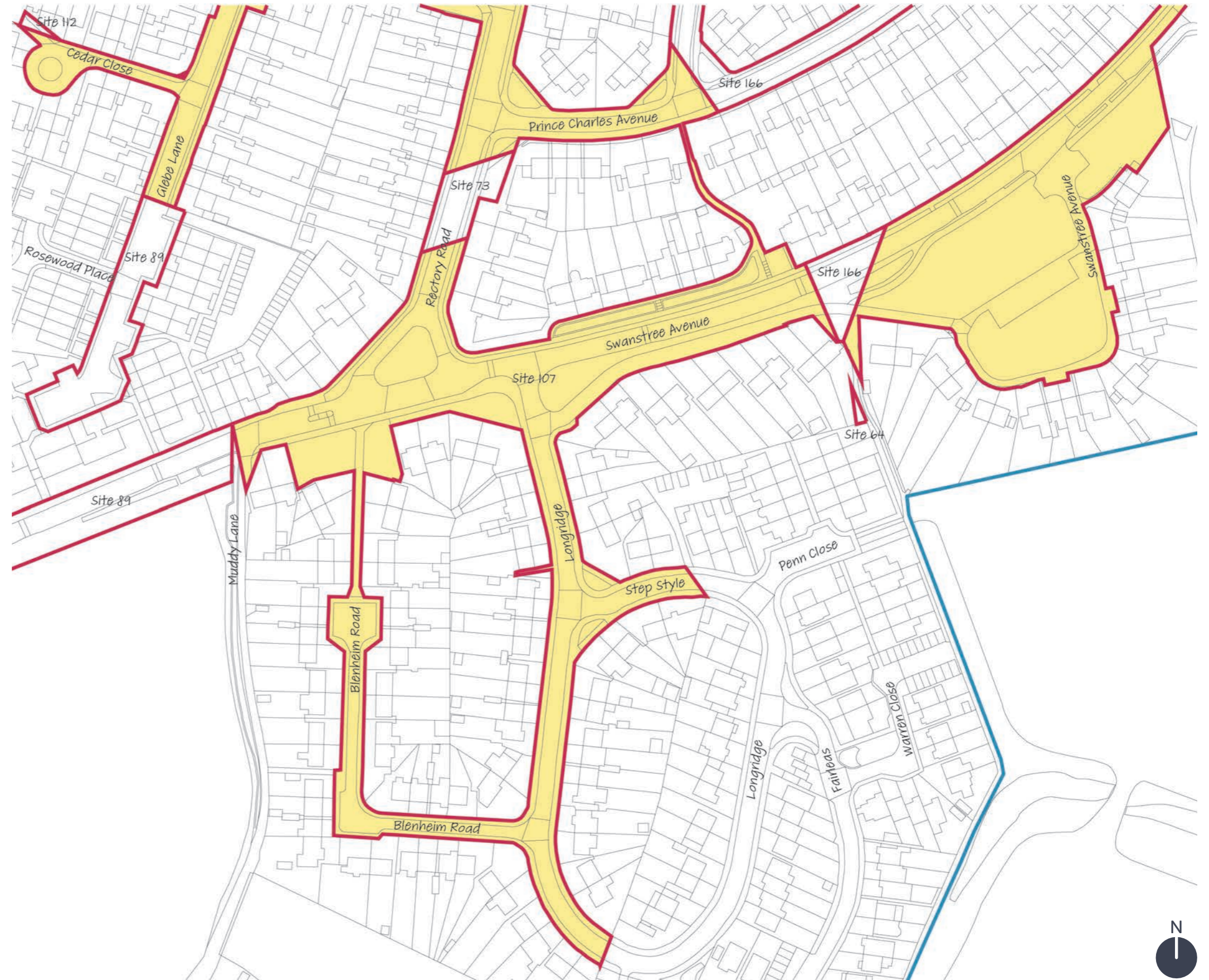
Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes
-  Existing pedestrian route
-  Potential pedestrian
-  Play Area
-  Existing landscaping



Site 107

Site 107 encompasses mostly the streetscape and green pockets that stretch between Swanstree Avenue to Canterbury Road.



Site 107 aerial view

Key

- Ownership boundary of amber site
- Ward boundary

Existing site plan of Site 107

Site 107: Street Views



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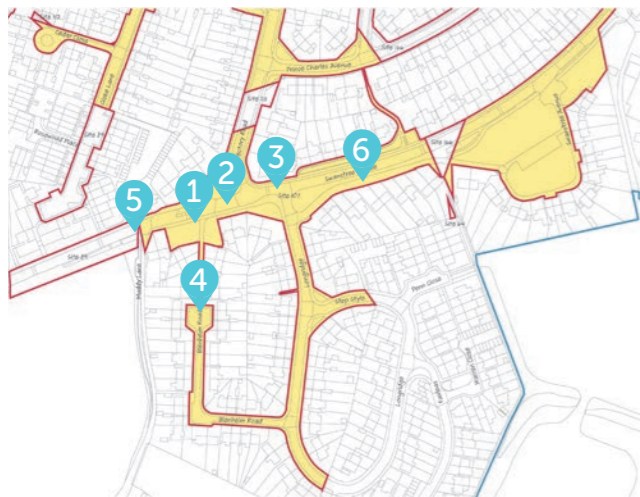


5



6

Key Map



Constraints & Opportunities

The highlighted area offers a potential for a limited development to the south-east portion of the site













Site Potential

- Development potential for custom detached house. Potential for:
 - Circa 1 home
- Possible to enhance current setting of residential homes. The site has the potential to create the sense of enclosure for on the northern front of Blenheim Road.
- Additional landscape enhancements to current open green space could be beneficial to the local area.

Site Constraints

- Flood zone 2 & 3
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes
-  Vehicular access
-  Existing pedestrian route
-  Existing landscaping
-  Existing trees
-  Potential public realm improvement
-  Site boundary
-  Ward boundary



Constraints & Opportunities Diagram



Site 113

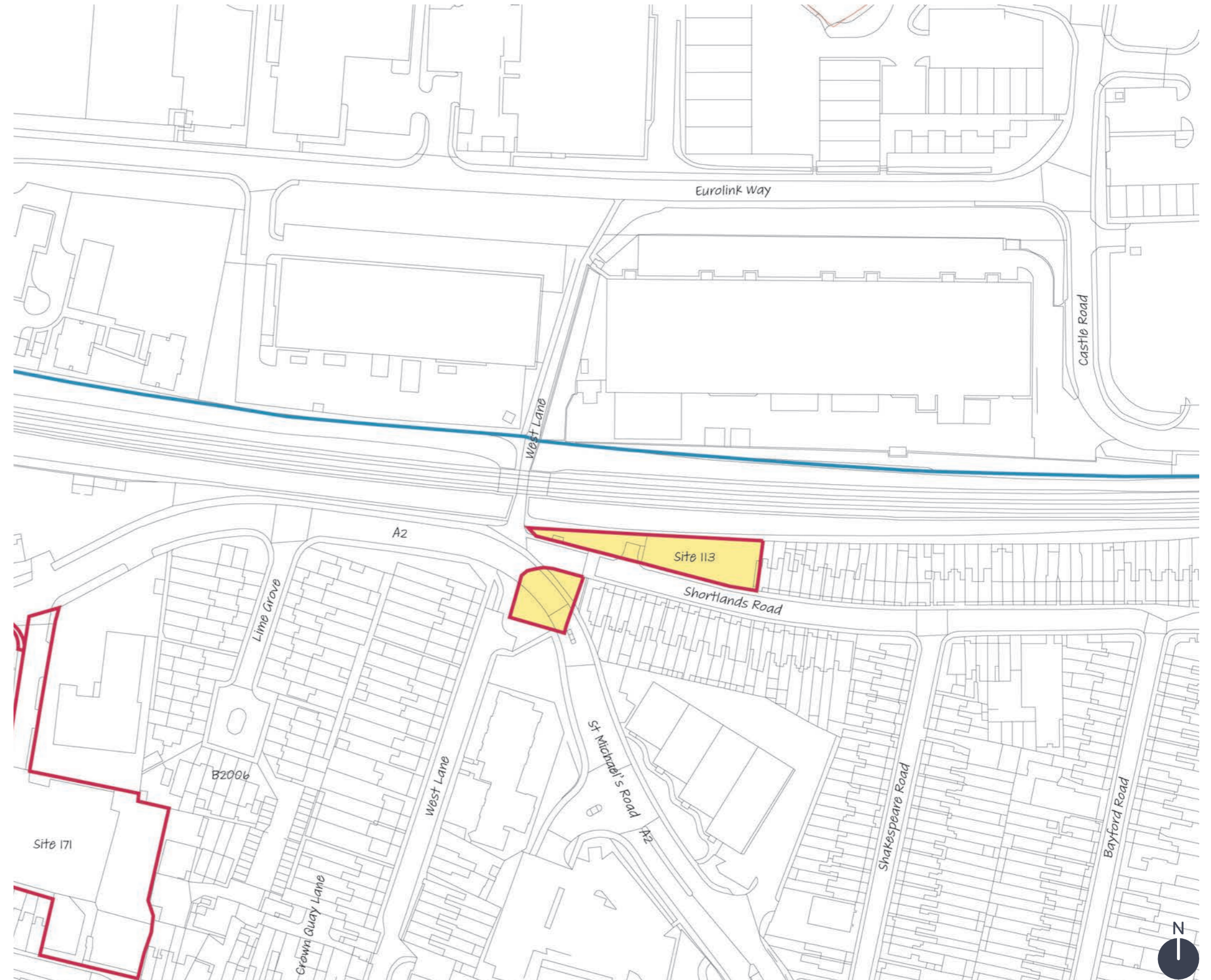
Site 113 is located at the end of Shortlands Road. The site is currently used as a surface carpark with adjacent residential terraced houses. To the north of the site is a railway track separating the site from the industrial zone.



Site 113 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary



Existing site plan of Site 113

Site 113: Street Views



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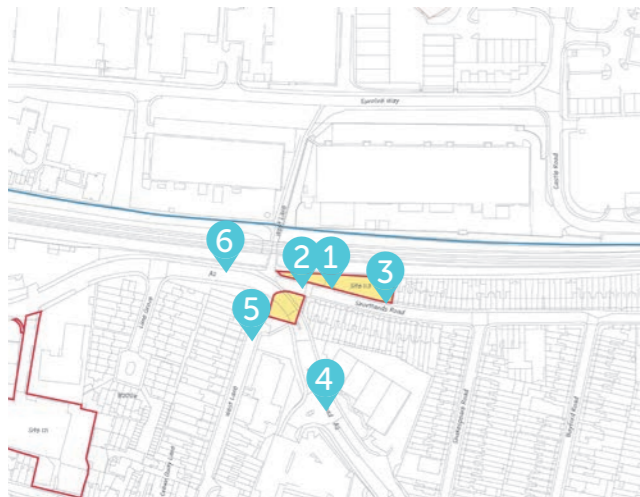


5



6

Key Map



Constraints & Opportunities

The highlighted area offers a potential for a limited development to the east portion of the site















Site Potential

- Potential to intensify by removing some parking and introducing couple of houses to end the existing terrace
- Development potential for traditional semi-detached houses. Potential for:
 - Circa 2 homes
- Possible to enhance public realm at the end of Shortland Road
 - Potential to enhance the corner of St Michael's Road

Site Constraints

- The site sits on flood zone 2 & 3
- Reduction in number of public carpark spaces

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes
-  Existing private drive
-  Vehicular access
-  Existing pedestrian route
-  Existing Bushes
-  Existing landscaping
-  Existing trees
-  Potential public realm improvement
-  Site boundary
-  Ward boundary

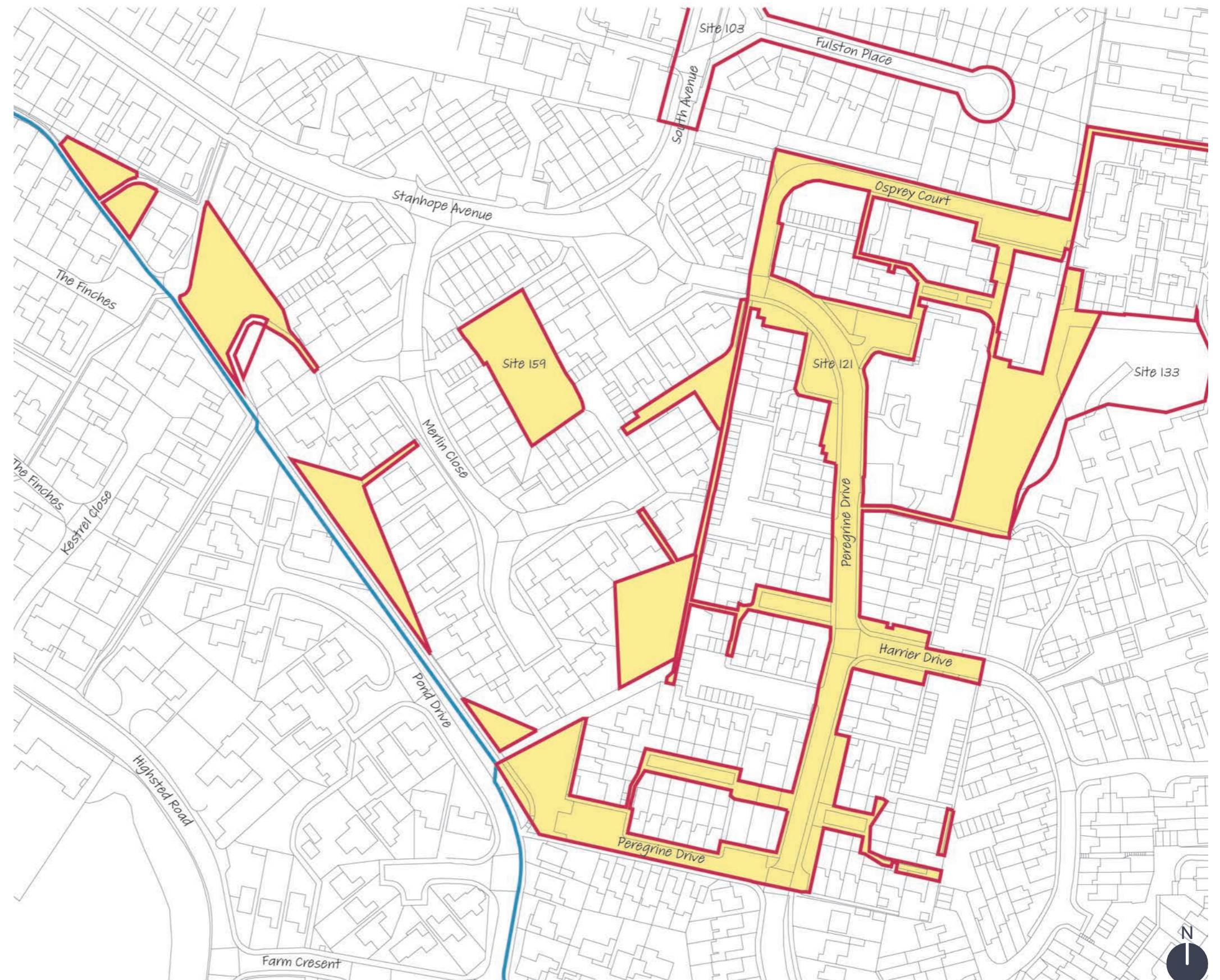


Constraints & Opportunities Diagram

Site 121 & 159



Site 121 encompasses the streetscape with green pocket spaces that stretches along Peregrine Drive and up until Osprey Court.

Site 159 is located behind residential homes along Pond Drive, The Finches and Merlin Close. The site is mostly green pocket spaces.



Site 121 & 159 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary

Existing site plan of Site 121 & 159

Site 121 & 159: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a limited development to the site, and possible enhance to public realm.

















Site Potential

- Development potential for bungalow houses:
 - Circa 2 homes
- Possible to enhance public realm at existing pocket greens
 - Additional landscape enhancements to green pocket spaces could be beneficial to the local area.
 - Potential to provide greater legibility of public realm

Site Constraints

- Likely strong resistance due to reduction in green space

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes
-  Vehicular access
-  Existing pedestrian route
-  Potential pedestrian route
-  Existing forest
-  Existing hedges
-  Existing landscaping
-  Existing trees
-  Potential public realm improvement
-  Site boundary
-  Ward boundary
-  Listed Building



Constraints & Opportunities Diagram

Site 166


Site 166 consists of open green spaces on Rectory Road and Canterbury Road, as well as part of the streetscape stretching between Canterbury Road, Prince Charles Avenue and Cambridge Road.



Site 166 aerial view

Key

 Ownership boundary of amber site

 Ward boundary



Existing site plan of Site 166

Site 166: Street Views



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Key Map



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Constraints & Opportunities

The highlighted area offers a potential for a new development to the east portion of the site and an enhance for public realm.

Site Potential

Area A

- Potential development for infill at the northeast portion of the site on Canterbury Road. Potential for traditional semi-detached house
 - Circa 2 homes

Area B

- Potential for development on large green area behind residential homes on Rectory Road; completing the existing urban grain. Development potential for:
 - Traditional semi-detached houses
 - Circa 16 homes
- Addition of active frontage and natural surveillance over the existing green
- Possible to enhance public realm and play area
 - Additional landscape enhancements to green space could be beneficial to the local area.

Site Constraints

- Likely resistance due to reduction in green space
- The site on area A is located within flood zone 2 & 3

Key

- Potential for intensification
- Potential area
- Potential frontage
- Frontages
- Existing vehicular routes
- Existing private drive
- Vehicular access
- Potential vehicular route
- Existing pedestrian route
- Potential pedestrian route

- Potential public realm improvement
- Existing hedges
- Existing trees
- Existing landscaping
- Designated Local Green Space
- Play Space
- Site boundary
- Ward boundary



Constraints & Opportunities Diagram

Homewood





Overview

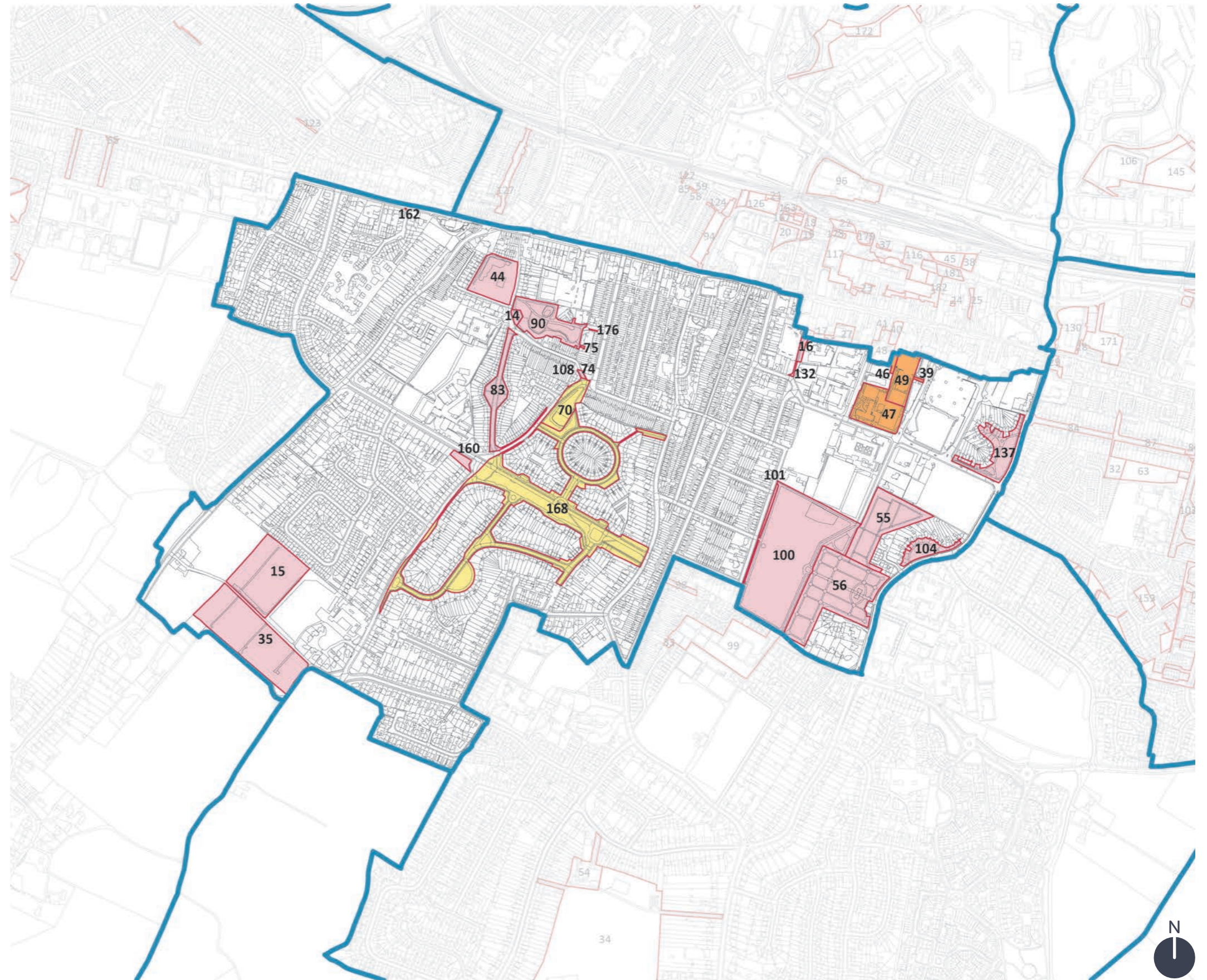
Homewood ward is located to the south of central of Sittingbourne. The ward contains the following 26 sites:

- Site 14
- Site 15
- Site 16
- Site 35
- Site 39
- Site 44
- Site 46
- Site 47
- Site 49
- Site 55
- Site 56
- Site 70
- Site 74
- Site 75
- Site 83
- Site 90
- Site 100
- Site 101
- Site 104
- Site 108
- Site 132
- Site 137
- Site 160
- Site 162
- Site 168
- Site 176

Through the traffic light analysis, we have identified a range of sites that could be intensified, as illustrated by the adjacent plan.

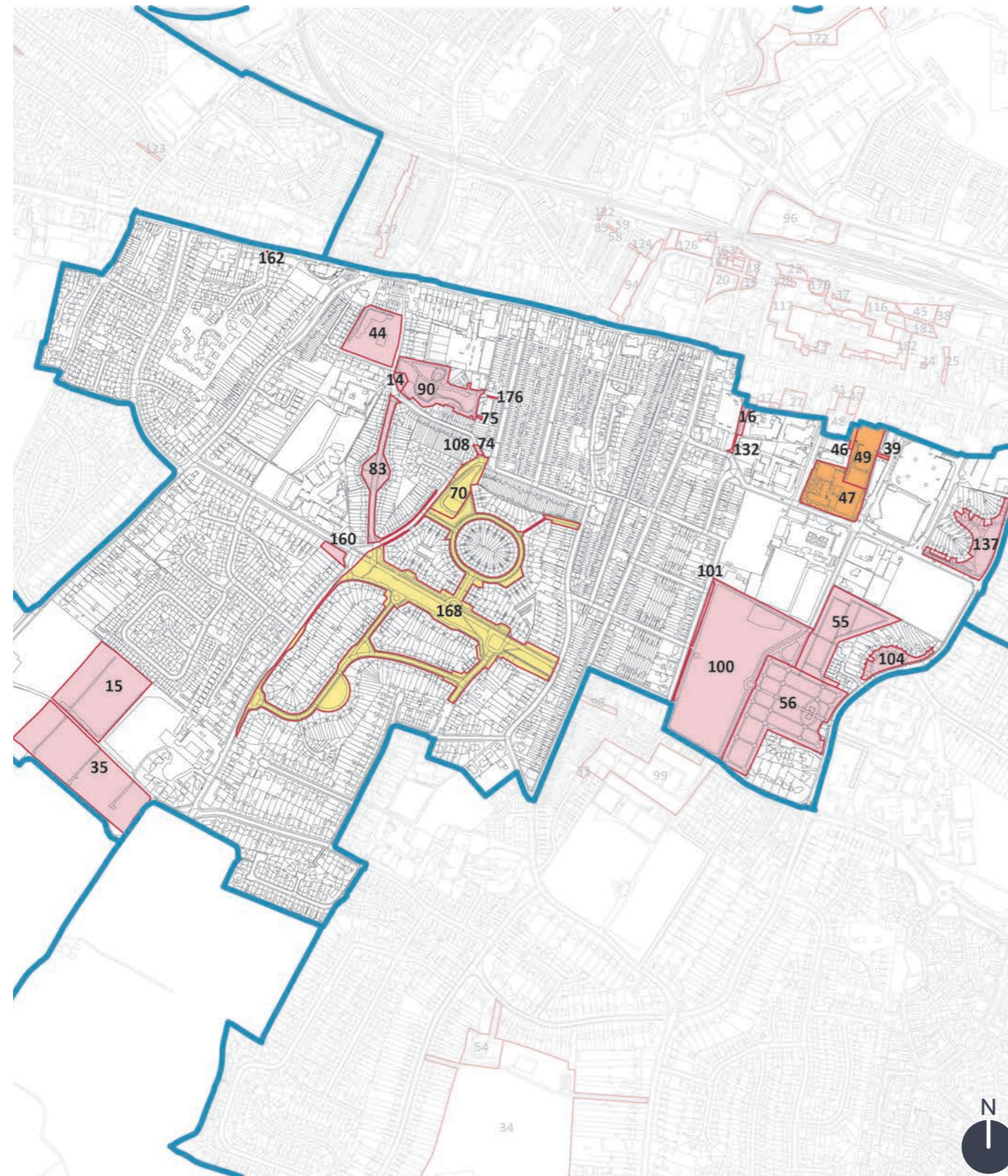
Key

-  Ownership boundary of red sites
-  Ownership boundary of amber sites
-  Ownership boundary (sites to be assessed as part of Town Center Masterplan)
-  Ward boundary



Schedule of Sites

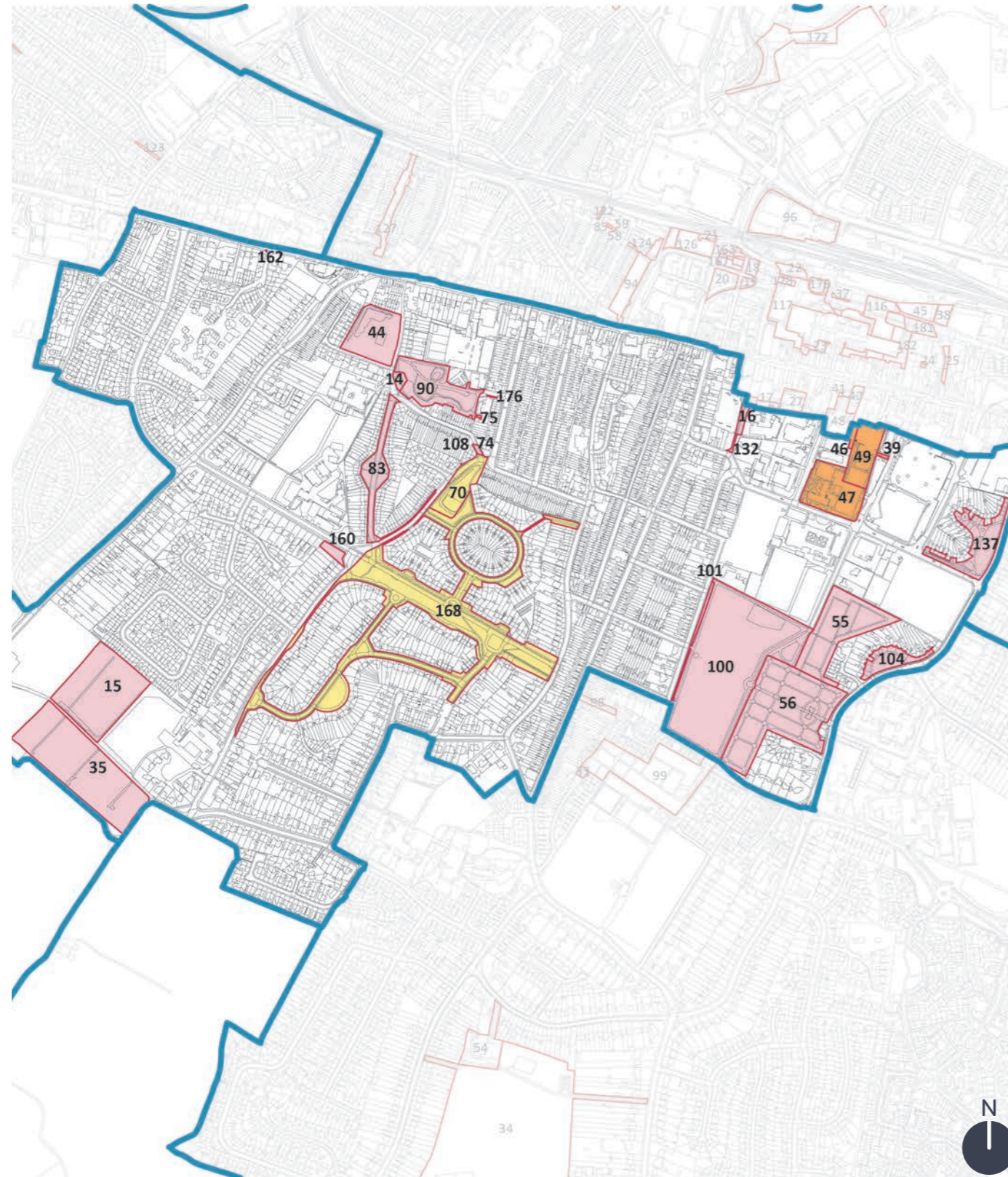
During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Roman ward, Sites 70 and 186 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Homewood	14	0.056031865	Open space	Landscape along Bassett Road	Strong topography and sense of open space linking to Johnson Garden precludes option of intensification	No
Homewood	15	1.652079542	Allotments	Riddles Road North Allotments	Allotments are to be retained, and are difficult to move, therefore not a site	No
Homewood	16	0.013150068	Streetscape	Albany Road	It is a street, therefore not a site.	No
Homewood	35	2.294651597	Allotments	Riddles Road South Allotments	Allotments are to be retained, and are difficult to move, therefore not a site	No
Homewood	39	0.012324506	Access Road	Access route to carpark behind Swallows Leisure Centre on Roman Square road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Homewood	44	0.788318741	Open space	Johnson Garden	Neighbourhood green with back gardens fronting onto northern edges, strong topography, not suitable to any intensification	No
Homewood	46	0.047381187	Carpark	Carpark off Central Avenue	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Homewood	47	0.791089344	Building	Swallows Leisure Centre on Roman Square road, The Avenue Theatre on Avenue of Remembrance road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Homewood	49	0.51059841	Carpark	Carpark behind Swallows Leisure Centre and Sittingbourne Job centre on Roman Square	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Homewood	55	1.250614423	Cemetery	Cemetery behind Avenue of Remembrance road	It is a cemetery	No
Homewood	56	2.305661431	Cemetery	Cemetery behind Avenue of Remembrance road	It is a cemetery	No
Homewood	70	0.490854709	Open Space & street	Small part of street & open green space on College Road	The open green space is a designated Local Green Spaces. Possibility for development - residential frontage onto the northern corner on College Road, Epps Road & Bassett Road.	Maybe
Homewood	74	0.019604155	Street	Bassett Road	It is a street, therefore not a site.	No
Homewood	75	0.000619598	Carpark	Small part of carpark at the end of Burley Road	The site is too small	No
Homewood	83	0.5274247	Streetscape & Open space	Streetscape & small pocket green on Barrow Grove	Opportunity for public realm improvement only	No
Homewood	90	0.901523731	Open space	Landscape between Johnson Road, Bassett Road and Burley Road	Treed landscape with significant topography that provides local link, and perception of extension of Johnson Garden precludes intensification	No

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification. Within the Roman ward, Sites 70 and 186 are possibly conducive to densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Homewood	100	4.148571097	Open Space	Sittingbourne recreation ground	The site is located within the Area of High Townscape Value. Therefore, it is protected from new developments.	No
Homewood	101	0.083484227	Streetscape	Pavement on Albany Road	Pavement is not a site	No
Homewood	104	0.320103627	Streetscape & Open space	Street on Glovers Cres Road & pocket green on Bell Road	The site is located within the Local Green Spaces, as well, Area of High Townscape Value. Therefore, it is protected from new developments.	No
Homewood	108	0.002988289	Carpark	Small part of carpark at the end of Burley Road	The site is too small	No
Homewood	132	0.103272978	Streetscape	Pavement on Albany Road	Pavement is not a site	No
Homewood	137	0.69433138	Streetscape & Open space	Street on Trotts Hall Gardens & Green space on Bell Road	The site is located within the Local Green Spaces, as well, Area of High Townscape Value. Therefore, it is protected from new developments.	No
Homewood	160	0.081448602	Allotments	Allotments on Homewood Avenue	Allotments are to be retained, and are difficult to move, therefore not a site	No
Homewood	162	0.000679151	Streetscape	Part of London Road	Small ownership within London Road, to remain as carriageway	No
Homewood	168	4.353972443	Streetscape & Open space	Streetscape stretching between King Arthur Court to Kent Avenue. Open green pockets on Manor Grove, Homewood Avenue and Kent Avenue.	Green pocket at Manor Grover and the green strip at Homewood Avenue; a designated Local Green Spaces. Possible for infill on Ufton Lane/Homewood Avenue	Maybe - infill
Homewood	176	0.003086097	Streetscape	Streetscape, parking, pavement along Burley Road	Small ownership apparently contributing to access, landscape and/or parking. Too small and not usable for intensification	No



Site 70

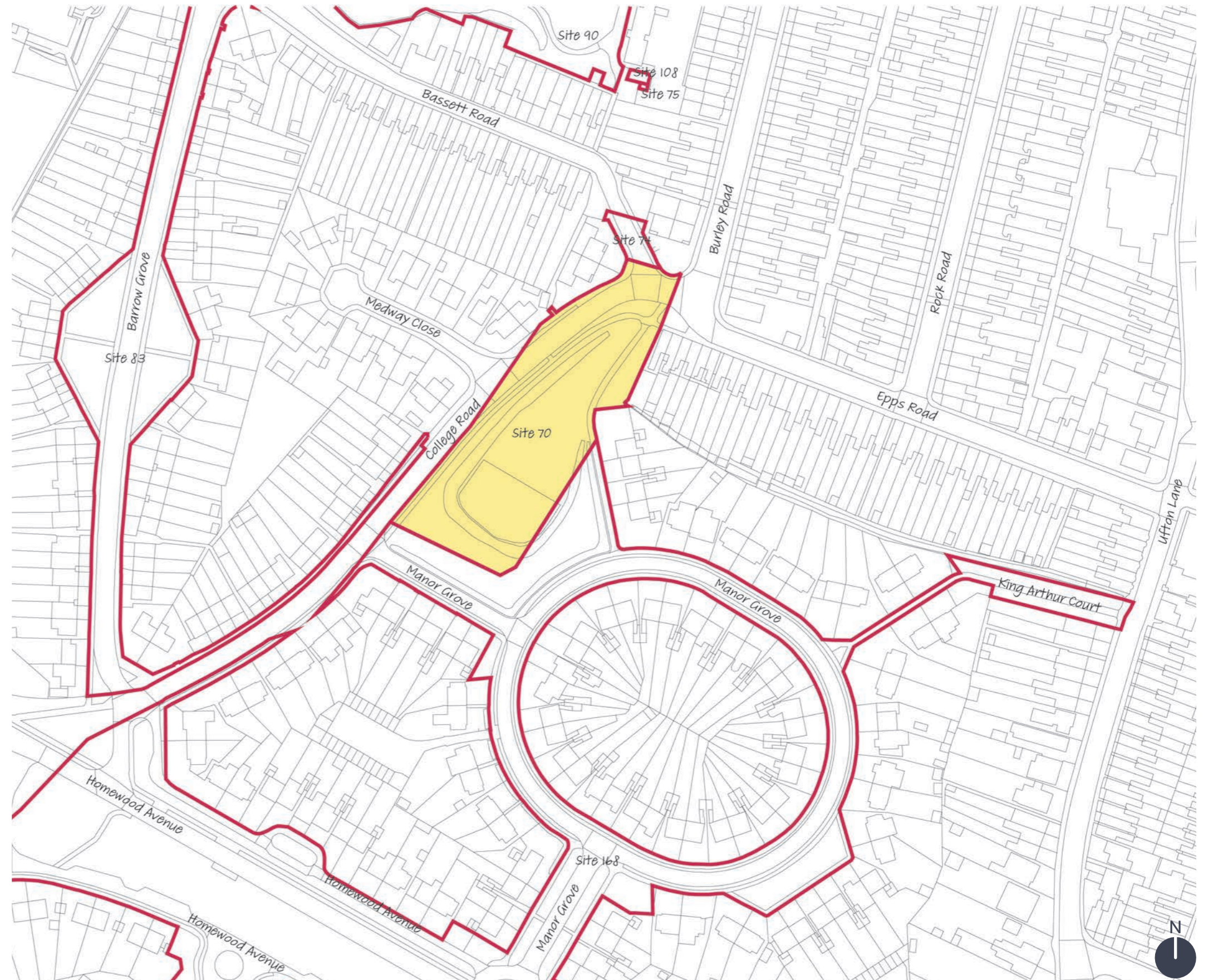
Site 70 consists of the streetscape at the end of College Road and the open green space with two play areas.



Site 70 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary



Existing site plan of Site 70

Site 70: Street Views



1



2



3



4

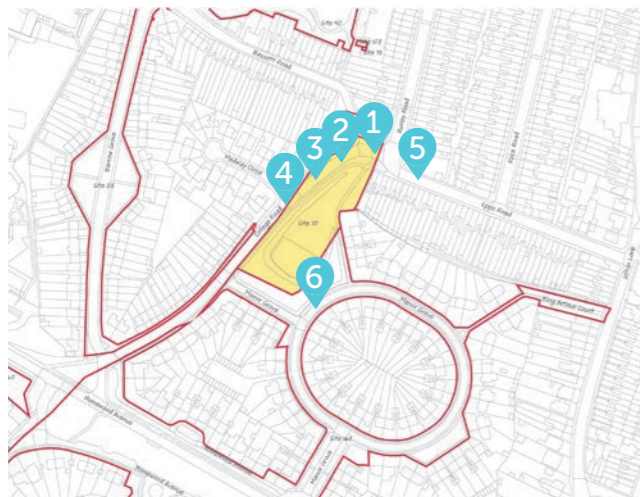


5



6

Key Map



Constraints & Opportunities

The highlighted area offers a limited potential for a new development to the north portion of the site.













Site Potential

- Development potential for traditional terraced or semi-detached houses. Potential for:
 - Circa 3-4 home
- Possible to enhance current setting of residential area.
 - The site has potential to create the sense of enclosure for on the northern corner on Epps Road, Bassett Road and College road.
- Additional landscape enhancements to current open green space could be beneficial to the local area.




Site Constraints

- Likely resistance due to reduction in green space
- Potentially strong opposition due to development within Local Green Spaces (DM18)
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes
-  Vehicular access
-  Existing pedestrian route
-  Potential pedestrian route
-  Existing hedges
-  Existing trees
-  Existing landscaping
-  Designated Local Green Space



-  Play Space
-  Potential public realm improvement
-  Site boundary

Constraints & Opportunities Diagram



Site 168

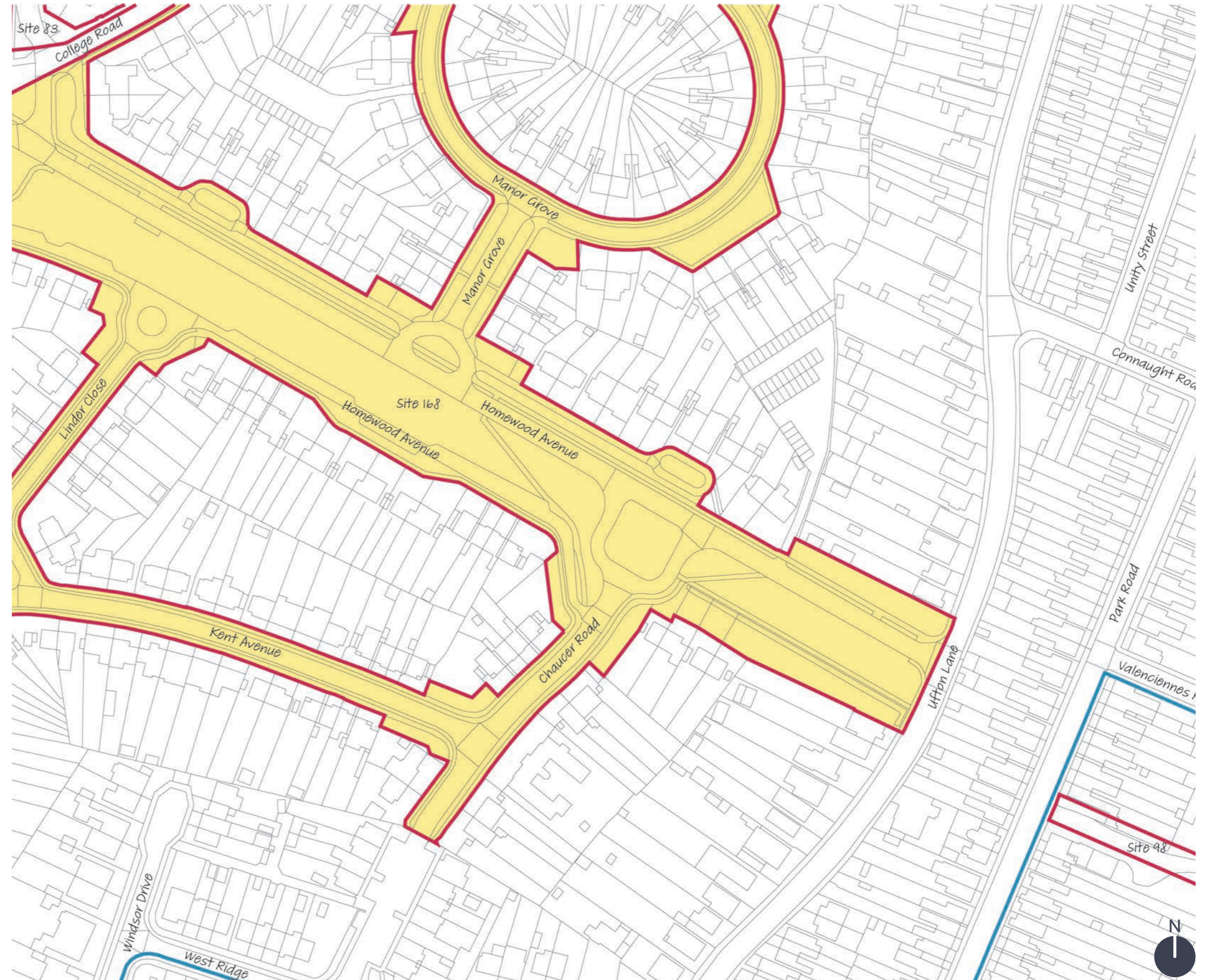
Site 168 consists of streetscape stretching between King Arthur Court to Kent Avenue, as well as the green spaces on Manor Grove, Homewood Avenue and Kent Avenue.



Site 168 aerial view

Key

-  Ownership boundary of amber site
-  Ward boundary



Existing site plan of Site 168

Site 168: Street Views



1



2



3



4

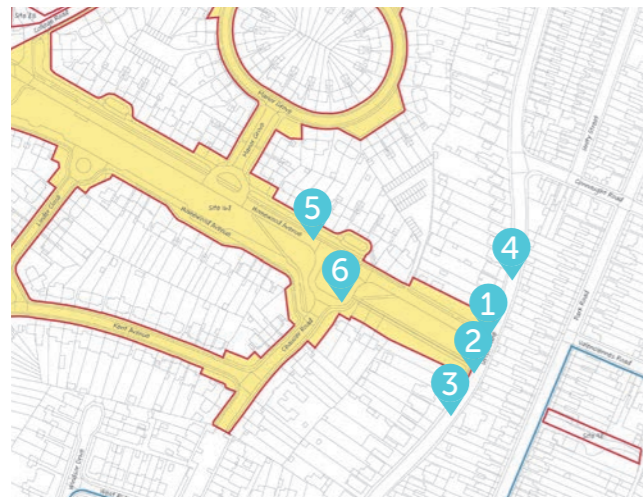


5



6

Key Map



Constraints & Opportunities

The highlighted area offers a limited potential for a new development to the east portion of the site. However, there is wider potential to develop the surrounding area outside the boundary line, along the rear gardens on Ufton Lane.






Site Potential

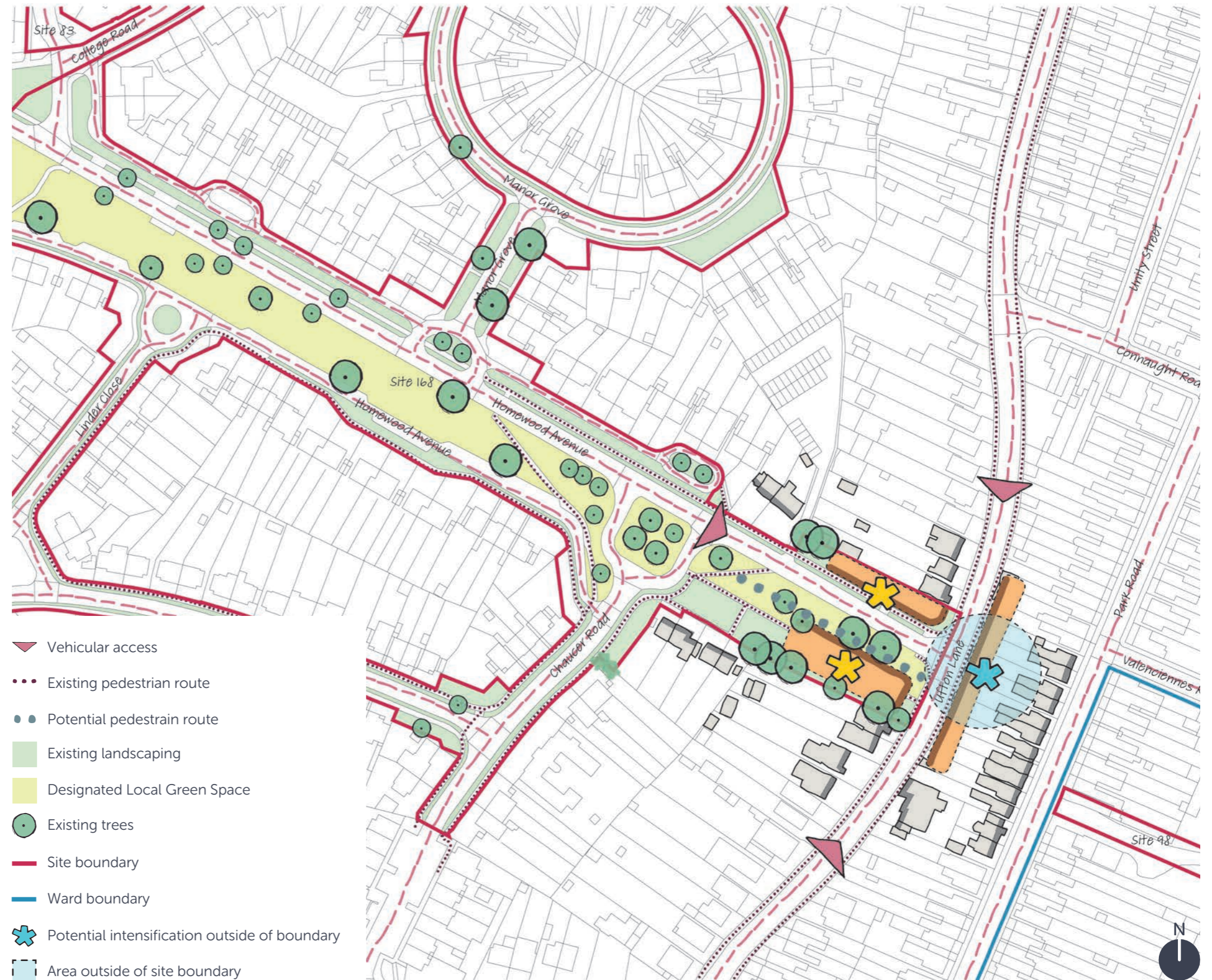
- Development potential for new homes at the end of Homewood Avenue. Potential for bungalow or Mews house typology
 - Circa 4-5 homes
- Additional potential for new homes outside the boundary at the rear garden of existing homes on Ufton Lane.
 - Development potential in private garden densification. Potential for Mews house typology
 - Potential to enhance frontage towards Ufton Lane
- Additional landscape enhancements to green space could be beneficial to the local area.

Site Constraints

- Likely resistance due to reduction in green space
- Potentially strong opposition due to development within Local Green Spaces (DM18)
- Tight site within close proximity to adjacent homes footprint and rear garden requiring bespoke architectural solutions to internal layout and garden arrangement
- As the additional site is outside of Council ownership, the Council could encourage such development through policy/guidance or through a Local Development Order (LDO) process. In this instance, the Council land provides access to formalise a rear laneway, enabling it to become a mews with active frontages

Key

-  Potential for intensification
-  Potential area
-  Potential frontage
-  Frontages
-  Existing vehicular routes



Constraints & Opportunities Diagram

Chalkwell





Overview

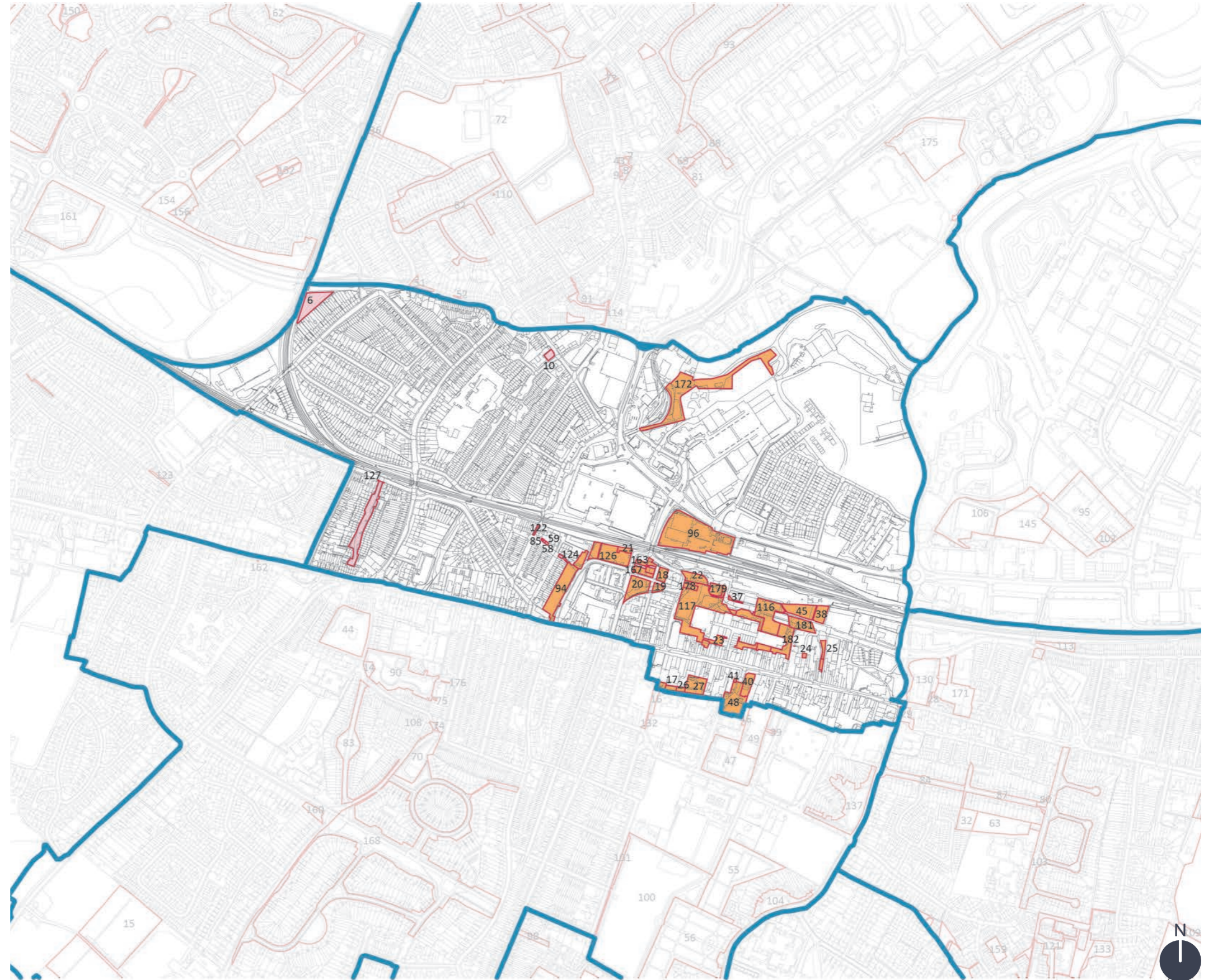
Chalkwell ward is located in central of Sittingbourne; the town centre. The ward contains the following 39 sites:

- Site 6
- Site 10
- Site 17
- Site 18
- Site 19
- Site 20
- Site 21
- Site 22
- Site 23
- Site 24
- Site 15
- Site 26
- Site 27
- Site 37
- Site 38
- Site 40
- Site 41
- Site 45
- Site 48
- Site 58
- Site 59
- Site 85
- Site 94
- Site 96
- Site 115
- Site 116
- Site 117
- Site 122
- Site 124
- Site 126
- Site 127
- Site 163
- Site 167
- Site 172
- Site 178
- Site 179
- Site 180
- Site 181
- Site 181

Through the analysis process, majority of the sites in Chalkwell Ward has been recognised as part of Sittingbourne Town Centre Masterplan, as illustrated by the adjacent plan. The rest of the ward has been ranked as Red from the traffic light analysis due to its limitation to intensified.

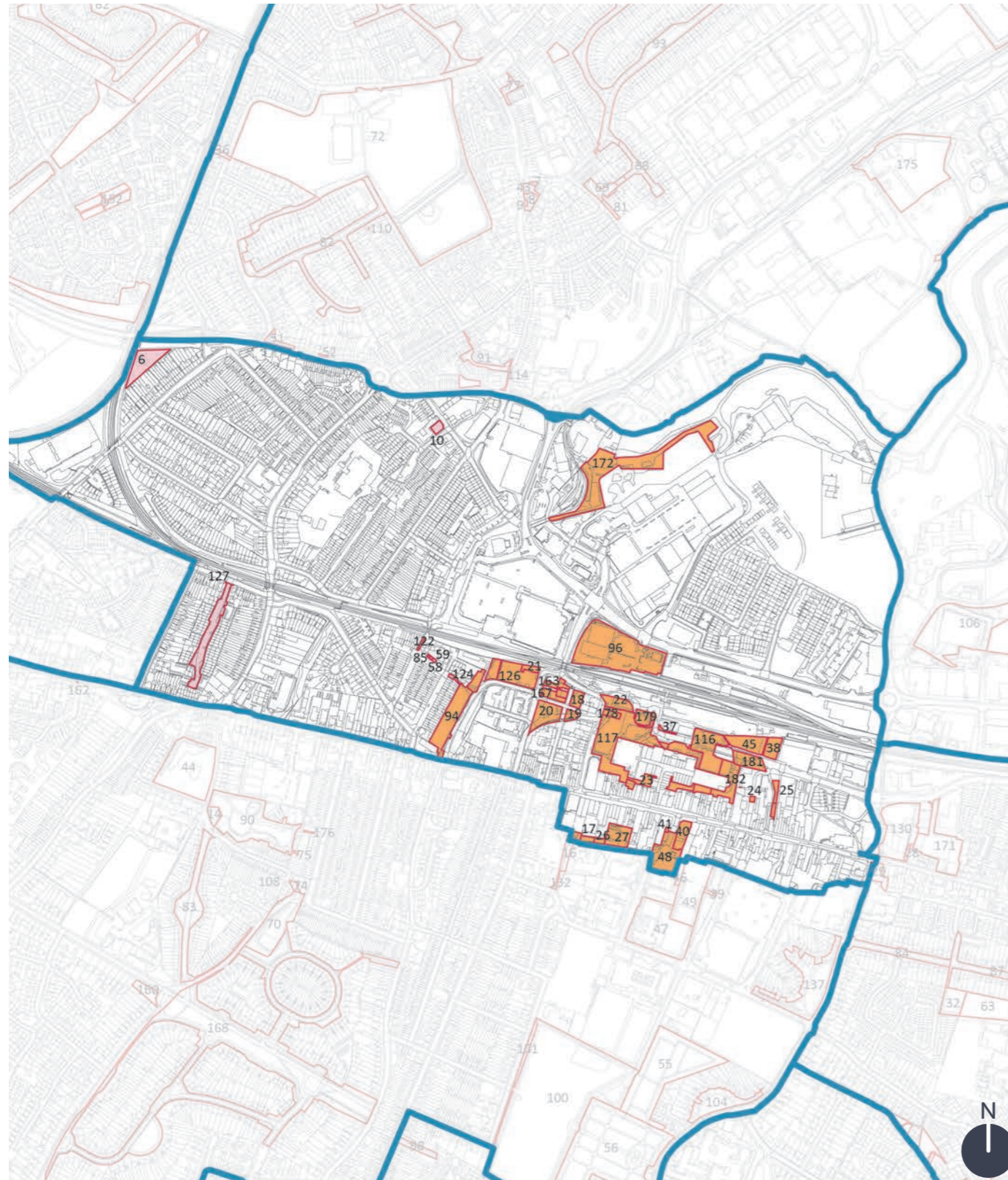
Key

-  Ownership boundary of red sites
-  Ownership boundary of amber sites
-  Ownership boundary (sites to be assessed as part of Town Center Masterplan)
-  Ward boundary



Schedule of Sites

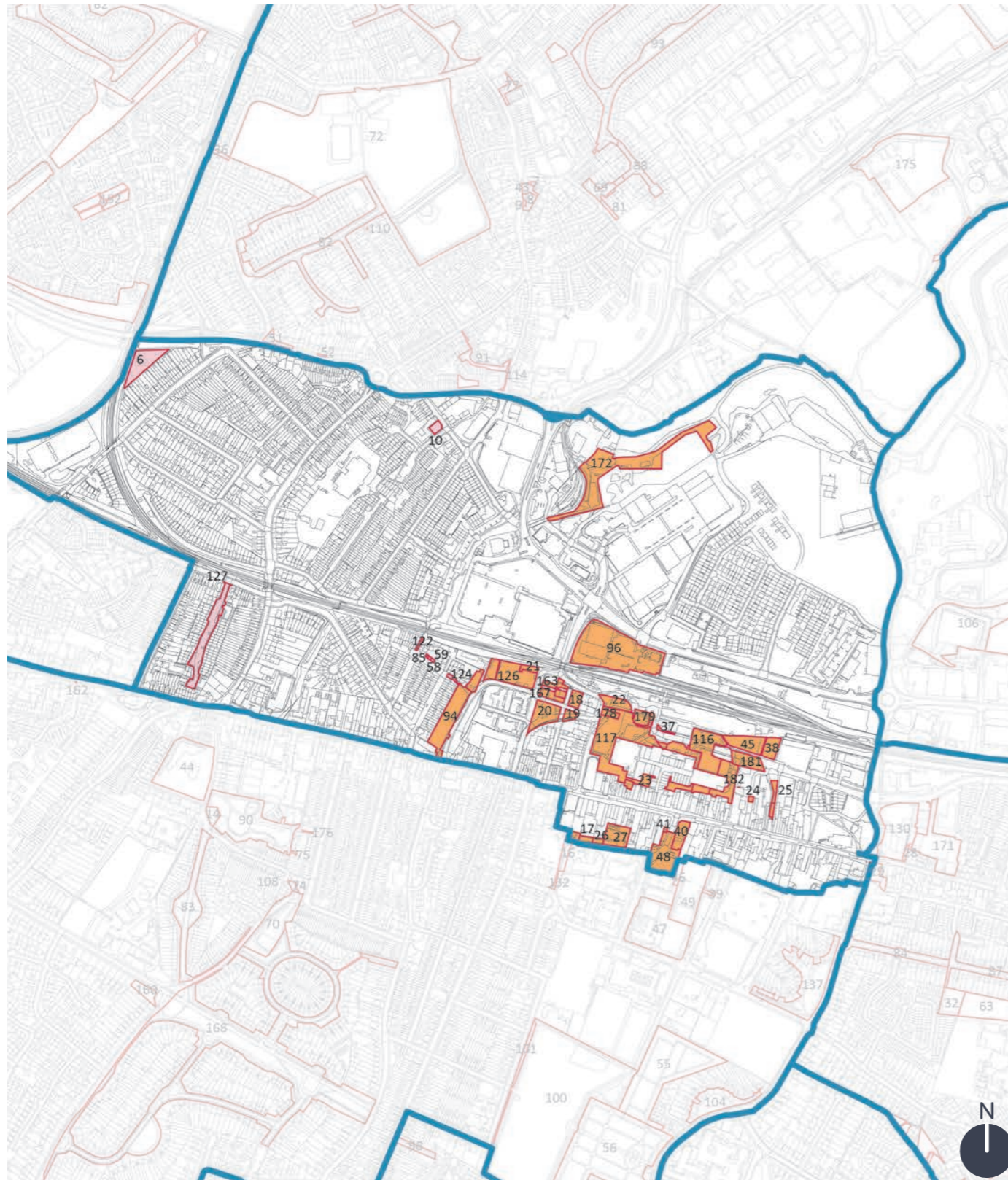
During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Chalkwell	6	0.19311411	Allotments	Allotments behind houses on Staplehurst Road	Allotments are to be retained, and are difficult to move, therefore not a site	No
Chalkwell	10	0.030093292	Open Space	Open space at Periwinkle Close that sites an ancient watermill	The site has a historical value to Sittingbourne and assumingly it is to be kept. However, it could be considered for site improvement.	No
Chalkwell	17	0.03056262	Street	Small part of street on Albany Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	18	0.022828542	Plot	Empty land between Fountain Street & Milton Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	19	0.007165117	Streetscape	Small green traffic island between St Michael's Road & Fountain Street	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	20	0.013441543	Street & open Space	Green space at the corner of St Michael's Road, Church Street & Dover Street	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	21	0.030032335	Carpark	Carpark on St Michael's Road/ Dover Street	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	22	0.095009298	Streetscape	Part of pathway and street on St Michael's Road in front of the station	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	23	0.018983927			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	24	0.027861387	Access route	Access route at the rear of an existing builing behind High Street & St Michael's Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	25	0.016383366	Street & carpark	Alleyway on Grafton Road, currently servicing as car parking spaces	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	26	0.017939659	Street	Small part of street on Albany Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	27	0.149504184	Carpark & Access Route	Carpark & access route on Albany Road behind Sittingbourne High Street	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan

Schedule of Sites

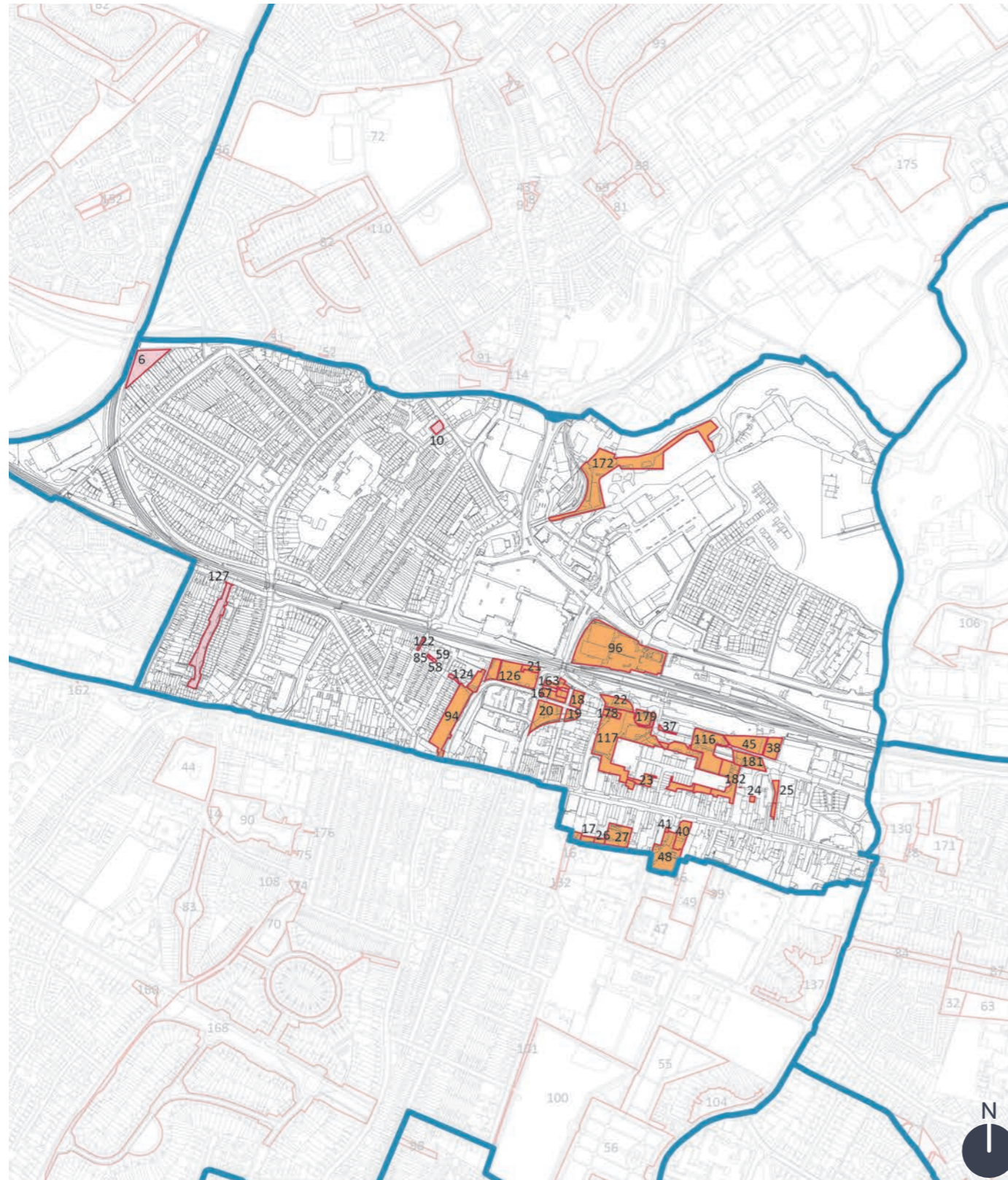
During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Chalkwell	37	0.012748199	Streetscape	Pathway at St Michael's Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	38	0.088649462	Carpark	Carpark adjacent to rail track on St Michael's Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	40	0.094552595	Carpark, building & access route	Natwest building on High Street/ Central Avenue, carpark & access road behind Natwest	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	41	0.004678817	Access route	Enclosed access/ fire escape for Covenant Love Chapel on Cantral Avenue	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	45	0.164558846	Carpark	Carpark adjacent to rail track on St Michael's Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	48	0.27849147	Carpark & Streetscape	Carpark behind Sittingbourn Library, street & pathways on Central Avenue	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	58	0.009153699	Carpark	Carpark in front of residential flats on Laburnum Place	The site is too small for intensification	No
Chalkwell	59	0.002344588	Carpark	Carpark in front of residential flats on Laburnum Place	The site is too small for intensification	No
Chalkwell	85	0.001025492	Carpark	Carpark in front of residential flats on Laburnum Place	The site is too small for intensification	No
Chalkwell	94	0.316278639	Carpark & Open Space	Small portion of green space, carpark and small shed studio on St Michael's Road	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	96	0.92997011	Building & Carpark	Home Bargains, Costa and store carpark on Eurolink Way	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	115	0.585304061			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	116	0.333517435			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan

Schedule of Sites

During the assessment process, our team identified the type of site, name and/or description of the site and commentary on its physical attributes and/or context to determine which sites are not suitable for densification.



Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Chalkwell	117	1.02794348			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	122	0.005769409	Path	Pathway in existing residential garden at the end of Gibson Street	The site is too small for intensification	No
Chalkwell	124	0.011139812	Open Space	Planting area at the end of Frederick Street	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	126	0.122390551	Carpark	Carpark on St Michael's Road/ Dover Street	Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	127	0.288567965	Streetscape	Regency Court	Maybe potential for public realm improvement only. Street is not a site	No
Chalkwell	163	0.002526931			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	167	0.001867437			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	172	0.751322181	Open Space & Streetscape	Open space and pathway behind Mill Way (B2006), known as Lloyd Wharf. Currently servicing The Mill Skatepark & Dolphin Sailing Barge Museum	Part of the site is currently included in the regeneration project of Lloyd Wharf.	Extended Town Centre Masterplan
Chalkwell	178	0.031121775			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	179	0.066819712			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	180	0.024497958			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	181	0.123615904			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan
Chalkwell	182	0.074434915			Should be assessed as part of the Masterplan for Sittingbourne town centre	Town Centre Masterplan

Potential Sites for Densification

Summaries

Following the assessment process, 42 sites has been ranked as Amber traffic light category for densification;

- 2 sites from Borden & Grove Park Ward
- 0 sites from Chalkwell Ward
- 2 sites from Homewood Ward
- 9 sites from Kemsley Ward
- 6 sites from Milton Regis Ward
- 7 sites from Murston Ward
- 8 sites from Roman Ward
- 1 sites from Teynham & Lynsted Ward
- 2 sites from The Meads Ward
- 2 sites from West Downs Ward
- 3 sites from Woodstock Ward

Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Kemsley	1	0.123998311	Hall	Clocktower Hall, car park and landscape/garden	Rear garden, whilst overlooked, could be designed to create a small development to complement its context	Maybe - to explore
Murston	11	2.780806172	Open Space	Triangular open space next to stadium maintained for sports	Potential to create a pedestrian/cycle Green connection between Church Road and Great Easthall Way (lake and village hall), passing by allotments and listed farm house. Could be reinforced with new housing along south edge with positive frontage towards the Green. Present Leaseholders.	Maybe - with 11 & 13
Murston	13	2.006512695	Open Space	Open space next to stadium maintained for sports facing Church road	Slight possibility for development - residential frontage to Church Street, however facing industry. Present Leaseholders.	Maybe - with 11 & 13
Woodstock	33	0.026644422	Rear access land	Plot of land along a rear access route for rear car parking	Possible to densify but adjacent properties cross land for garage access and 'street' is a service route except one adjacent cottage	Possibly a unit, potential for wider placemaking/facilitating private rear garden densification

Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Woodstock	34	6.021436883	Open space	King George V Playing Field	Appears well-used, but holistic approach to place and planning could provide a circular route enabling west and east-facing long gardens to densify.	Possibly, but Council likely to facilitate approach for private landowner delivery
Kemsley	50	0.257805281	Plot	Kemsley Community Centre and Chatter Tots site	Site could be densified, with potential to possibly incorporate adjacent Kemsley Arms (which is likely in private ownership). Redevelopment could form part of wider local centre enhancement (see site 60 and 138)	Likely
The Meads	62	1.13287806	Verges	Large verge between Quinton Road and The Meads Avenue	Visual amenity and hardscape spaces that could allow for small scale intensification between a neighbourhood green and as a corner gateway between existing residential and farmland beyond. Potential to enhance the public realm in area, with street trees/ formalise or enhance street car parking.	Maybe
Roman	63	0.166557566	Open Space	Open green space behind residential homes on Chilton Avenue	With 80 & 87, there could be an opportunity for a terrace of homes to back onto Chilton Av properties and front towards improved green link between Millfield Rd and South Av.	Maybe - to be assessed together with 87
Homewood	70	0.490854709	Open Space & street	Small part of street & open green space on College Road	The open green space is a designated Local Green Spaces. Possibility for development - residential frontage onto the northern corner on College Road, Epps Road & Bassett Road.	Maybe
Milton Regis	72	7.861135497	Open space	Milton Recreation Ground site	Likely no infil potential, however should there be interest to introduce homes that front onto the south western portion of the grounds, this could repair the only non-front facing edge to the site.	Maybe but unlikely
Milton Regis	78	0.866522972	Streetscape and open space	Streetscapes along Middletone Ave, Newbridge Ave, Glenbrook Grove and Milbourne Grove; pedestrian links and green open space	The streetscapes that function as streets are not sites, nor are the pedestrian links that provide access. However, the northern green square is an open space where new development and enhanced landscape could provide greater legibility and overlooking to an enhanced green space. Additional corner greenspaces on Middleton Ave, outside of Council ownership, could also be intensified	Maybe

Potential Sites for Densification

Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Milton Regis	86	0.915394412	Streetscape and open space	Streetscape along Langley Road, Trinity Road and Saffron Way and fronting landscaped areas	A small scale opportunity to densify the corner of Trinity Road/ Langley Road, however the site is constrained by a fronting 1st floor window and pedestrian route.	Maybe
Roman	87	0.703962651	Street & Open space	Chilton Avenue / Open green space behind residential homes	With 63 & 103, there could be an opportunity for a terrace of homes to back onto Chilton Av properties and front towards improved green link between Millfield Rd and South Av.	Maybe - to be assessed together with 63
Milton Regis	93	1.4093217	Streetscape	Streetscapes of Court Road and Regis Close	The site offers opportunities to enhance the quality of the streetscape and landscaped areas by introducing street trees	Maybe
Murston	95	1.869381987	Industrial Estate	Land At West Lane Trading Estate	The industrial estates nearby are in process of redevelopment into residential neighbourhoods. This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale	Maybe - with 95, 102 and 106
Woodstock	98	0.074309295	Access route	Vehicle route to access rear gardens/ rear car parks	Potential to explore council facilitating owners to densify their rear gardens where there is sufficient space for rear amenity space. This route could either densify or be improved (public realm)	Possibly through Council facilitation for wider landowner intensification
Murston	102	0.078424725	Industrial Estate	Land At West Lane Trading Estate	The industrial estates nearby are in process of redevelopment into residential neighbourhoods. This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale	Maybe - with 95, 102 and 106
Roman	103	0.065493023	Street	Corner of Chilton Av and South Av / Gateway to Open green space behind residential homes on Chilton Av	Should be considered for public space and access improvements, together with 63 and 87.	Maybe - to be assessed together with 63 & 87
Milton Regis	105	0.232258868	Open space	An open space that provides a pedestrian link between North Street and Wyvern Close	The access route for pedestrians could be re-routed and the site could become a development site, potentially retaining an element of public open space	Maybe

Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Murston	106	1.176243043	Grazing Land	Inaccessible open Land and Allotments To The East Of Crown Quay Lane	The industrial estates nearby are in process of redevelopment into residential neighbourhoods. This estate could be similarly redeveloped as a part of a larger masterplan including nearby sites owned by Swale	Maybe - with 95, 102 and 106
Roman	107	4.633119615	Street & Open space	Street Scape stretching between Swanstree Avenue to Canterbury Road with pockets of open greens	Small possibility for intensification on Swanstree Avenue; infill potential to enclose the space at current residential setting.	Maybe
Roman	113	0.135780044	Carpark	Carpark next to rail track on Shortland Road	Potential to intensify; new continuous terrace house into the current carpark space, with public realm improvement at the end of Shortlands Road could enhance the corner of St Michael's Road	Maybe
Milton Regis	118	0.495017891	Open space	118a - Neighbourhood green square and verge along Attlee Way and Volante Drive	Wider portions of the Attlee Way verge could be developed, although likely access and overlooking issues to be addressed	Maybe
Roman	121	1.184608559	Street, Open space & forest	Streetscape: Peregrine Drive, Harrier Drive, Osprey Court, South Avenue & Fulston Place	With 159, possible for bungalow infill & potential for public realm improvement on existing green pockets.	Maybe - to be assessed with 159
West Downs	129	0.102647493	Open spaces	129b (to confirm site number) forms a key corner and could be densified with a corner marker building to enhance the Bapchild gateway along London Road	Site 129b could be a difficult site with constraints to realise a limited number of homes, but it could be a key corner with some open space retained in the public realm to hold this corner.	Maybe
Kemsley	134	0.414855133	Open space	Neighbourhood central green space	Green space forming larger open space, however south eastern portion could introduce a green-facing development with access off Cheyne Close, possibly	Maybe
Kemsley	138	0.06912211	Streetscape and open space	Streetscapes and open space along Castle Rough Lane.	Potential to explore development opportunities at the bottom of Castle Rough Lane (using southern end of the street)	Likely
Kemsley	139	4.855277576	Streetscape	139a - Streetscape with roundabout along Ridham Avenue, Menin Road and Grovehurst Avenue	Potential to redevelop the Kemsley Village store and the streetscape of The Square as part of wider local enhancement - see sites 50 and 60	Maybe
Kemsley			Streetscape and open space	139b - Streetscape along Ridham Avenue and Coldharbour Lane, West Green and East Green, open space along The Crescent	Potential for development on the Crescent open space	Maybe

Potential Sites for Densification

Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
Murston	140	0.760691064	Streets, footpaths and green spaces	Streetscapes spreaded across Murston Road, Wheatcroft Close, Frenshman Close, Elm Grove and Woodberry Drive	Small possibility for infill at the corner of flats on Frensham Close with potential for public realm improvement on existing grnn pockets	Infill Improvements only
West Downs	142	0.475045293	Open space	Central green in Bapchild	Northern frontage is blank and has potential to create an east west route linking Randle Way with Lords Cl and possibly creating two mews, wide-fronted homes overlooking the green. Likely opposition but could increase overlooking, character and access	Maybe
Borden & Grove Park	144	0.41989285	Open space	Neighbourhood green and woodland at the end of Dental Close	Partial development possible keeping central green, but likely with strong resistance. Access limited through private drives	Maybe
Murston	146	0.243318993	Access road and open play space	Alley and overgrown sports pitch behind houses on Elm Grove	Possible infill?	Maybe
Borden & Grove Park	147	2.046966024	Open space	147a - Wooded landscape gateway to Maylam Gardens	Limited development possible to south of Maylam Gardens, likely strong opposition. Green acts as a buffer between residential land and agriculture to the south. Landscape green links and central neighbourhood green are not suitable sites for intensification.	Maybe
Kemsley	148	2.096863841	Open space	Green link as part of Milton Creek Country Park	Most of the green link is not a site, however a portion of the green space might allow some densification/development of a small development to the south and east of Recreation Way.	Maybe
Teynham & Lynsted	151	4.684231579	Open space	Neighbourhood green space enclosed by green planted buffer.	And densification unlikely to be integrated easily into the space except for the small corner at Stede Ave and Eveas Drive, going northwards to Housson Ave. Likely community opposition, but could create a corner marker building	Possibly, but difficult to achieve due to land being open space and likely community opposition

Ward	Map Ref No.	Area_Hectares	Type	Name/description	Initial comments	No/Yes/Maybe
The Meads	155	4.550075014	Open space	155c - Greenlink between neighbourhoods linking to The Meads Community Woodland	A middle link has the potential to better link adjacent neighbourhoods, introduce a small infill (possibly) and provide better overlooking, but this would require intensification in an area of open space. Potential to enhance this open space, introduce better/more ped paths and reprovide play space	Maybe (as part of site 62)
Kemsley	157	9.555840625	Open space	157a - Part of Milton Creek Country Park along Recreation Way	Potential for densification to the northern portion of site, linking to adjacent neighbourhood	Maybe
Roman	159	0.538800168	Open Space	Green pocket space along Pond Drive and The Finches	With 121, possible for bungalow infill & potential for public realm improvement on existing green pockets.	Maybe - to be accessed with 121
Roman	166	6.443069547	Open Space	Open green space on Rectory Road	Most of the land is designated as open green space. However, there is possibility for low density development to rear of houses on Rectory Road and Nutfields cul-de-sac to close an urban block. Possible terrace to rear of houses on Temple Gardens, which would require offsetting Nutfields access road.	Maybe - to be assessed together with 53
Homewood	168	4.353972443	Streetscape & Open space	Streetscape stretching between King Arthur Court to Kent Avenue. Open green pockets on Manor Grove, Homewood Avenue and Kent Avenue.	Green pocket at Manor Grover and the green strip at Homewood Avenue; a designated Local Green Spaces. Possible for infill on Ufton Lane/Homewood Avenue	Maybe - infill
Kemsley	184	2.495744907	Open space	Kemsley Recreation Ground	Large recreation ground adjacent to Milton Creek Country Park green link. The green is largely enclosed with a large hedge. The only opportunity to densify might be to front homes along the north east frontage, however, this would create fronts onto the green and likely negatively impact the sense of enclosure of the green. Therefore this is not a likely a site.	Maybe

Capacity Studies

Summaries

- > Overall, 42 sites are likely to have development potential. However, many of these sites has number of constraints to it due to its physical characteristics.
 - > Through our capacity studies of each sites, the estimated number of potential homes to densify is ranging between 357 (lower number spectrum) to 408 (on the higher number spectrum), as shown on the adjacent table.
 - > Using the higher number range, we have estimated 242 homes to be catagorised as flats/ maisonette typology and 166 homes as houses typology.
 - > Houses classification has been broken down into sub-typologies as follows:
 - Semi-Detached, Detached & Terrace house;
 - Mews house;
 - Bungalow;
- The potential estimated number of each typologies are shown on the adjacent table at the bottom.

Summary of Potential Sites			
Ward	No. of potential sites	Estimated lower potential no. of homes	Estimated higher potential no. of homes
Bordern & Grove Park	2	8	8
Chalkwell	0		
Homewood	2	7	9
Kemsley	9	91	106
Milton Regis	6	29	43
Murston	7	161	174
Roman	8	23	23
Teynham & Lynsted	1	3	3
The Meads	2		
West Downs	2	5	5
Woodstock	3	30	37
Total	42	357	408

Summary of Home Types			
Ward	Flats/ Maisonette	Houses	Total
Bordern & Grove Park		8	8
Chalkwell			
Homewood		9	9
Kemsley	88	18	106
Milton Regis	21	22	43
Murston	121	53	174
Roman		23	23
Teynham & Lynsted		3	3
The Meads		0	
West Downs		5	5
Woodstock		37	37
Total	230	178	408

House Types				
Ward	Semi-detached/ Detached & Terrace house	Mews house	Bungalow house	Total
Bordern & Grove Park	8			8
Chalkwell	0			0
Homewood	4	5		9
Kemsley	18			18
Milton Regis	21		1	22
Murston	53			53
Roman	21		2	23
Teynham & Lynsted	3			3
The Meads	0			0
West Downs	5			5
Woodstock	29	8		37
Total	162	13	3	178

Conclusion

Summaries



Site 11 & 13



Site 50,60 & 139



Site 72



Site 78



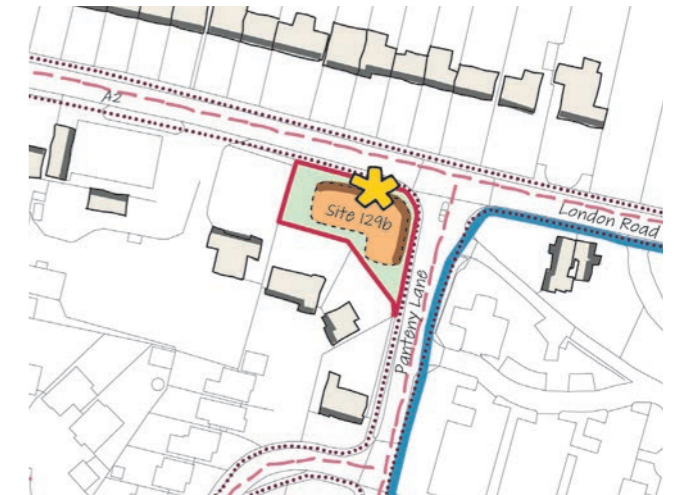
Site 95 & 102



Site 106



Site 113



Site 129b



Site 146



Site 166



Site 168



Site 184

Sittingbourne Town Centre Masterplan

Overview

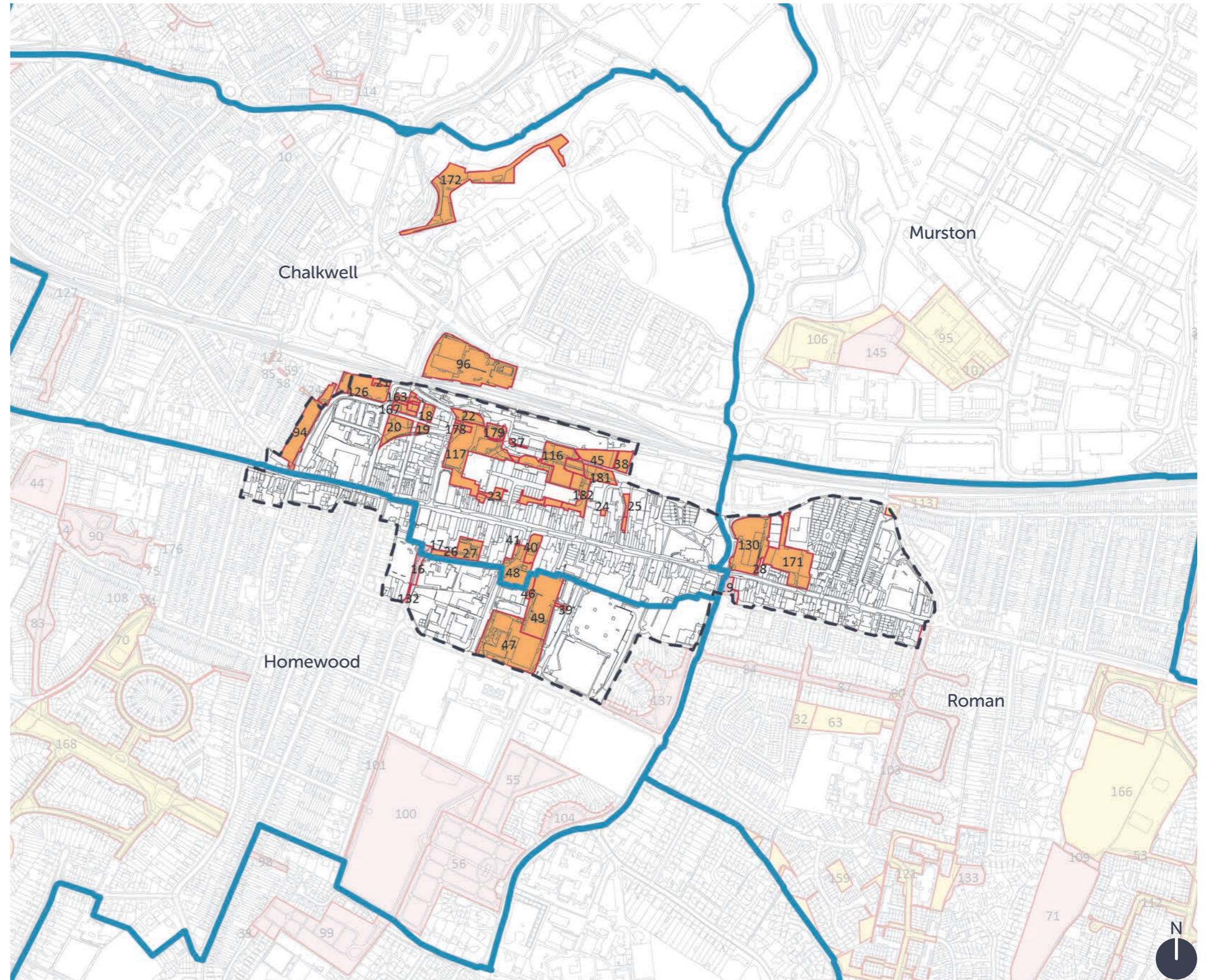
During the assessment process, our team has identified 39 sites that we think should be assessed together as part of the Sittingbourne Town Centre Masterplan:

- Site 17
- Site 18
- Site 19
- Site 20
- Site 21
- Site 22
- Site 23
- Site 24
- Site 25
- Site 26
- Site 27
- Site 28
- Site 37
- Site 38
- Site 39
- Site 40
- Site 41
- Site 45
- Site 46
- Site 47
- Site 48
- Site 49
- Site 94
- Site 96
- Site 115
- Site 116
- Site 117
- Site 124
- Site 126
- Site 130
- Site 163
- Site 167
- Site 171
- Site 172
- Site 178
- Site 179
- Site 180
- Site 181
- Site 182

The Sittingbourne SPD Proposed Town Centre boundary is located in between 3 Wards; Roman, Homewood & Chalkwell, as illustrated by the adjacent plan. Although, 2 sites are located outside the boundary, we believe they have higher potential to be intensified once included with the masterplan.

Key

- Ownership boundary of red sites
- Ownership boundary of amber sites
- Ownership boundary (sites to be assessed as part of Town Center Masterplan)
- Ward boundary
- Sittingbourne SPD Proposed Town Centre boundary





London Studio

BPTW, 40 Norman Road,
Greenwich, London SE10 9QX
t. 020 8293 5175

Midlands Studio

Alpha Works, Alpha Tower
Suffolk Street Queensway
Birmingham B1 1TT
t. 0121 667 6175

bptw.co.uk