

# Land North of London Road, Greenhithe Proposed Residential Development

## Welcome to Our Public Exhibition

Imperial Corporate Capital Plc are proposing a new residential development on the old chalk pit on land north of London Road, Greenhithe.

This exhibition gives you the chance to view and comment on the emerging plans for a Little Hithe, a proposed residential development of approximately 188 units comprised of 1,2 and 3 bedroom apartments on land south of Greenhithe Train Station.

A detailed planning application will be submitted to Dartford Borough Council in the coming months and you can help shape our emerging scheme by providing us with your feedback.

Members of the development team are here to answer any questions you may have and please do complete the feedback sheets available.

## About the Site

The site is approximately 0.87 hectares in size and is located in a disused chalk pit to the north of London Road. The site is overgrown and contains tree lined boundaries and scrubland. Greenhithe Train Station is located immediately to the north west corner of the site. The site is in a sustainable location, being close to existing shops, schools and public transport links.

Existing Site Photographs



Site Location

## Development Proposals

The emerging scheme includes 188 apartments comprising of 1, 2 and 3 bedroom apartments with 10% affordable units, 247 undercroft car parking spaces and 11 surface parking spaces.

The scheme proposes a new direct pedestrian and vehicular access (drop off) and ticket office to Greenhithe Train Station from London Road. In addition, other off-site enhancements to areas of existing open spaces (potentially improvements to community buildings), schools, sports and health facilities will also be made.

## Dartford Borough Council Planning Position

The Council places great weight on housing delivery and is seeking to achieve high delivery rates in response to Government requirements.

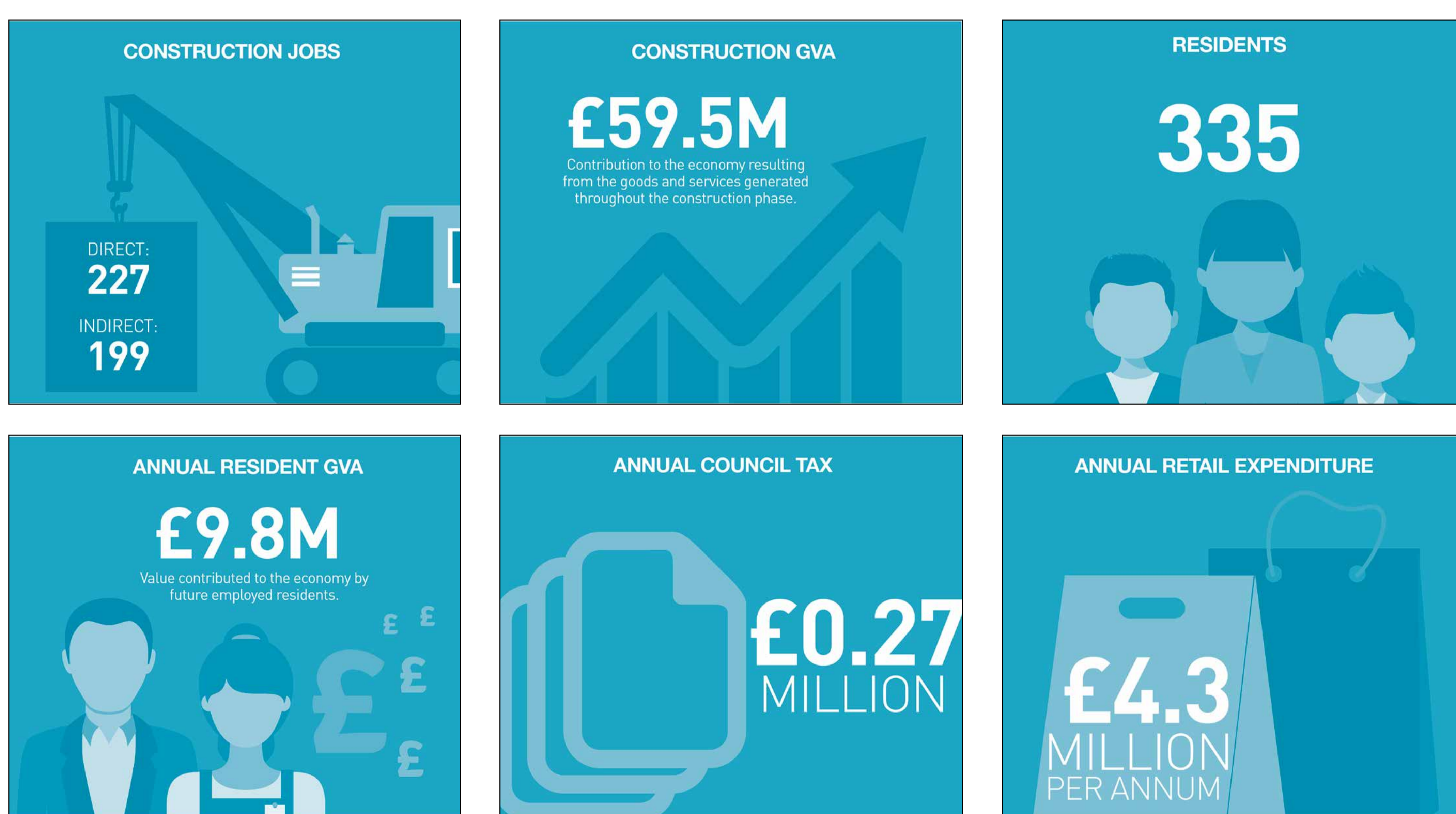
The site currently lies within the built-up area boundary within Dartford Borough Core Strategy (2011). The Dartford Development Policies Plan (2016) shows the site as Borough Open Space, although it should be noted that the site is not available for public uses, nor does it provide a useable and visually attractive open space environment. Contributions will be made to community and sports uses.



Conceptual CGI of proposed site (Aerial)

## Economic Benefits

The National Planning Policy Framework places strong weight on providing economic growth as part of the principles of sustainable development. The economic benefits that will arise from the development proposals are set out below and are based on the proposed floorspace to be created.



### Technical Considerations

A wide range of consultants have been involved in the design of the proposals. Below is a brief overview of the key points of the proposal.

### Transport

The site has superb transport links and is adjacent to the train station, which provides links to London St Pancras in 40mins, and trains to Canterbury, Ashford and Dover

A new direct pedestrian link to Greenhithe Station is proposed from London Road. This will lead to a ticket machine and barrier to Greenhithe Train Station

The site entrance from London Road also leads to vehicular drop off spaces for Greenhithe Train Station

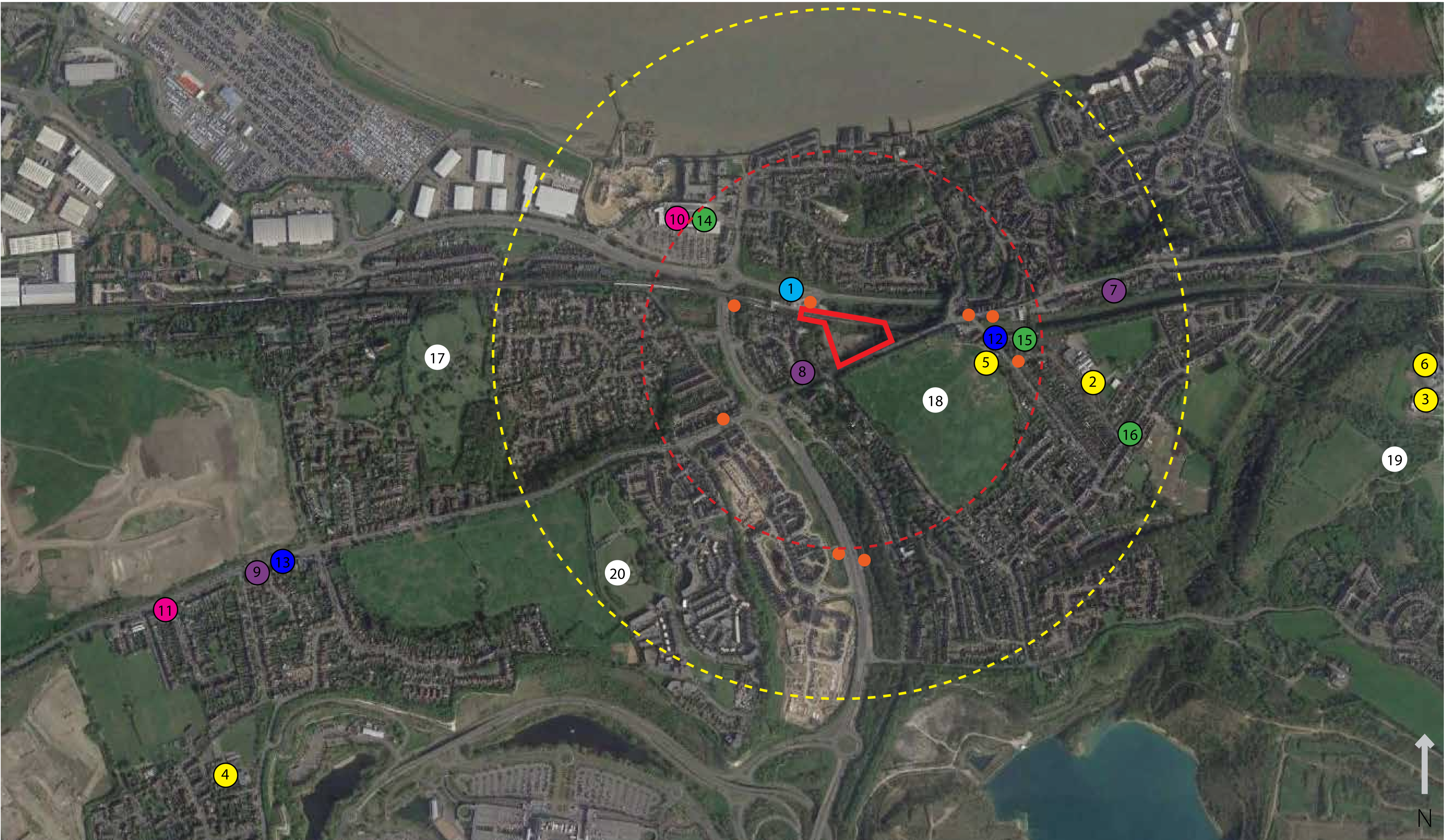
The site is a 5 min drive from Bluewater Shopping Centre

The proposed site entrance on London Road provides vehicular access to and from the site

Parking is proposed for 247 spaces over two lower levels of secure basement parking, and cycle stores

The internal road layouts allow for emergency vehicles and refuse vehicles to access the development

It is proposed to widen the north pavement of London Road to 1.8m



Proximity of Local Facilities and Services

- |   |                                 |                                 |                               |                  |
|---|---------------------------------|---------------------------------|-------------------------------|------------------|
| 1 Greenhithe Train Station              | 6 Springfield Lodge Day Nursery | 11 Stone Pharmacy               | 16 Greenhithe Marketplace     | Bus Stops        |
| 2 Knockhall Primary School              | 7 Greenhithe Surgery            | 12 Sans Mini Market Post Office | 17 Worcester Park             | 800 Meter Radius |
| 3 The Craylands School                  | 8 Ivy Bower Surgery             | 13 Horn Cross Post Office       | 18 Former Biffa Landfill Site | 400 Meter Radius |
| 4 Stone St Mary's C of E Primary School | 9 Elmdene Surgery               | 14 ASDA                         | 19 Swanscombe Heritage Park   |                  |
| 5 Montessori Group Pre School           | 10 Asda Pharmacy                | 15 Premier Stores               | 20 Play Area                  |                  |



Proposed Masterplan

- ①

Vehicular and pedestrian access to the site from London Road
- ②

Lowest storeys located closest to neighbouring housing
- ③

Maintaining strong tree frontage to London Road
- ④

Proposal rises up to 10 storeys with the tallest part in the lowest area of the site
- ⑤

Living roof to add landscape and biodiversity value
- ⑥

Widening of footpath along London Road
- ⑦

New Ticket office
- ⑧

Pedestrian route to Station
- ⑨

Visitor parking
- ⑩

Train Station Drop Off
- ⑪

High quality landscaping, communal Green Space
- ⑫

Retention of trees
- ⑬

Turning head to accommodate refuse vehicles and fire tender
- ⑭

Greenhithe Train Station
- ⑮

Existing trees to surrounding site

## Landscape

### Existing site

The site was extensively quarried from an early date which dramatically changed the topographical levels across the site. As a result of this there is a chalk face to the southern boundary of the site which borders London Road.

### Landscape Proposals

The site proposes a large landscaped podium facing the quarry face to the south. This will provide amenity space for the residents to look out on to and use

The tiered roofs are green sedum roofs and private roof terraces with planters. The green roofs will aid with attenuation of rain water and will encourage biodiversity

The site is surrounded by mature foliage and dense trees to the west of the site to the residential area of Riverview Road and associated roads. Dense groups of trees are also located on London Road, the east of the site, and to the north of the site facing the train station. New trees are proposed to line the pedestrian routes to the station to the east of the site

## Ecology

The site is dominated by bare ground with areas of tall ruderal vegetation and Ivy cover, bound by a chalk cliff and trees. Of these habitats only trees / tree cover are considered to be of any ecological importance at the local level.

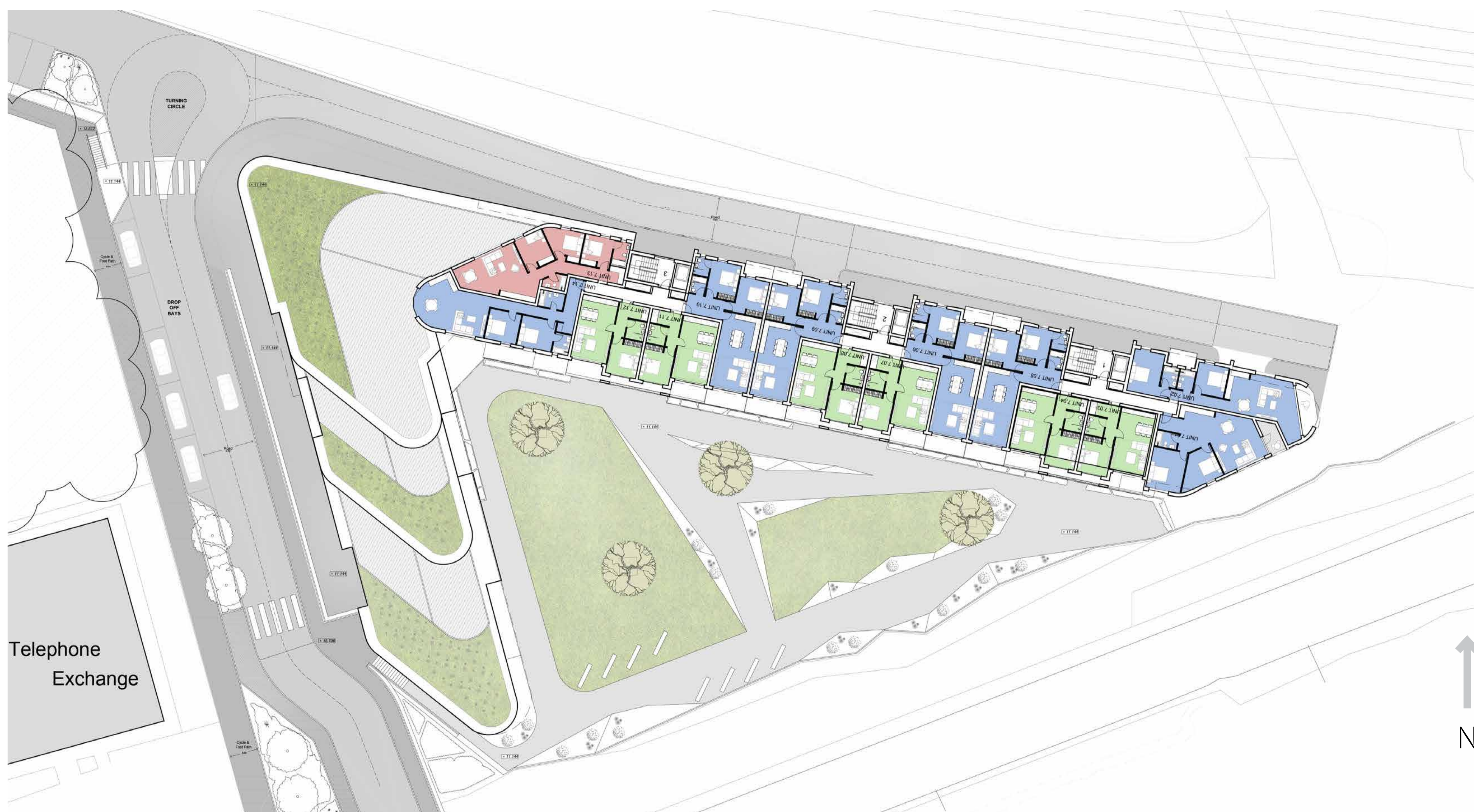
Mitigation measures are proposed, including construction safeguards, safeguards in relation to roosting bats and nesting birds and a sensitive lighting design. Furthermore, compensation and enhancement measures are proposed, including new habitat creation including trees and landscape planting and a range of specific faunal enhancements

## Flood Risk

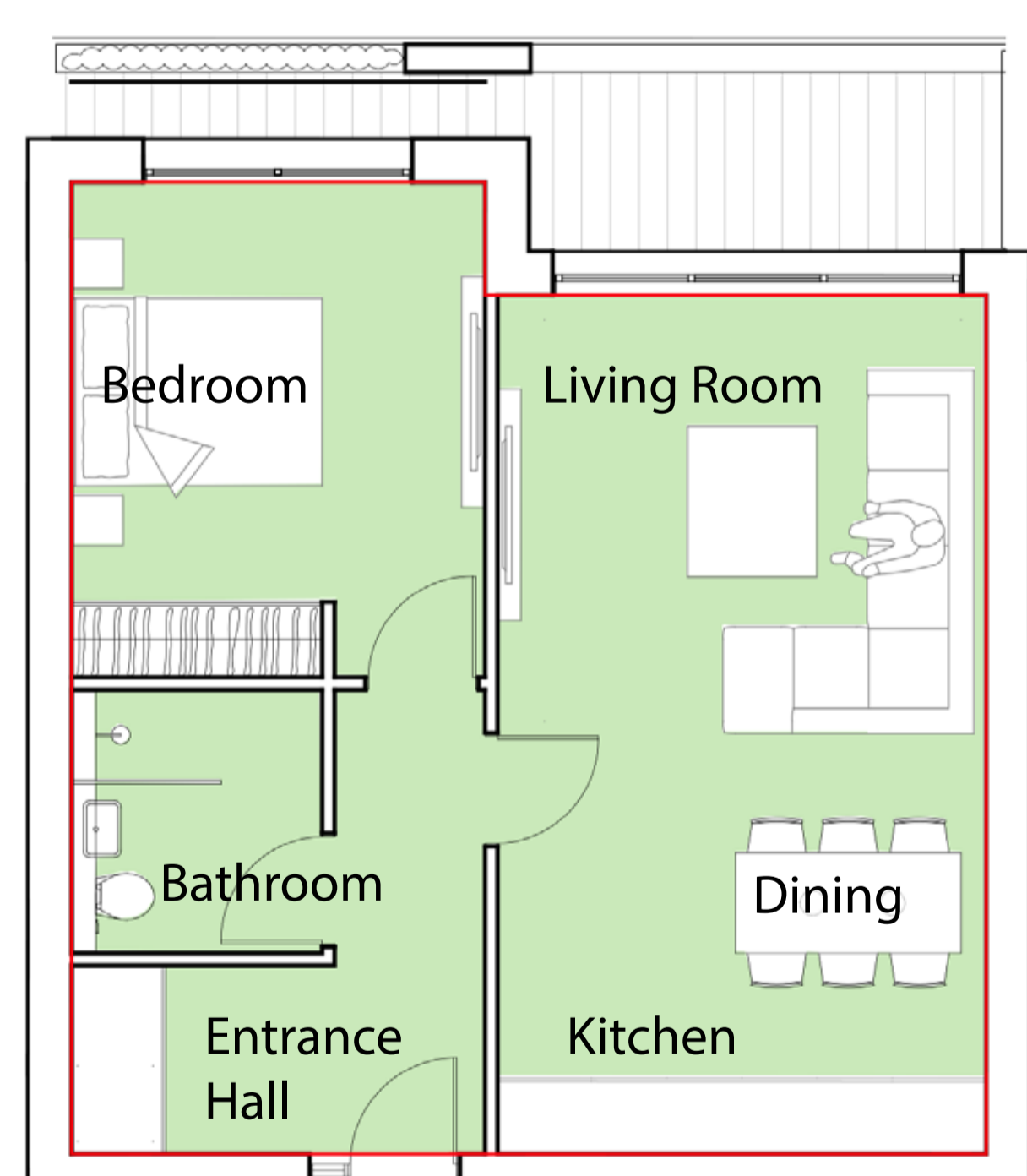
The site is located in Flood Zone 1 - land assessed as having a less than 1 in 1000 chance of flooding from rivers or seas in any year. It is therefore deemed that there is a low risk of fluvial flooding to the development site.



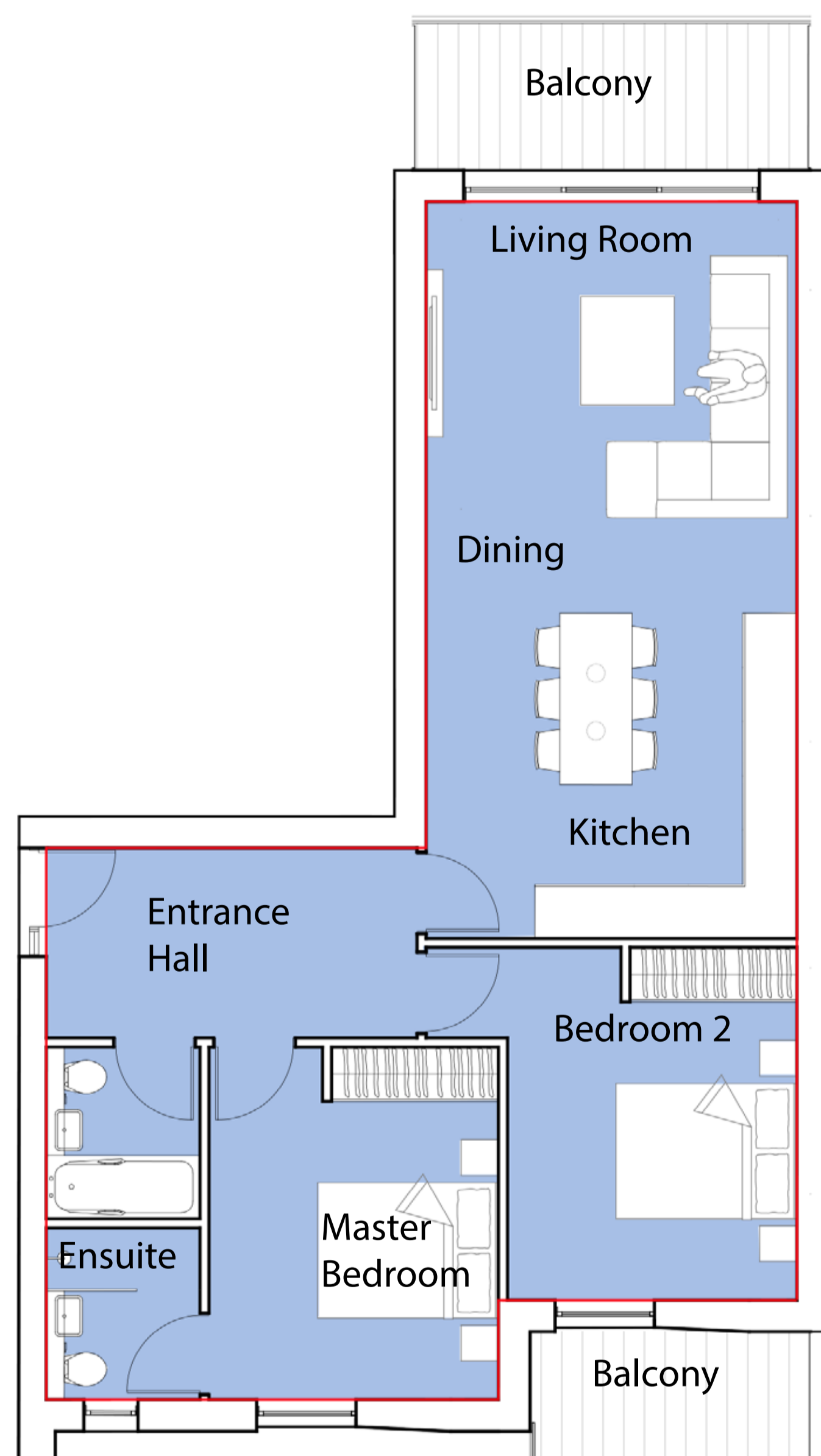
Ground Floor Plan nts



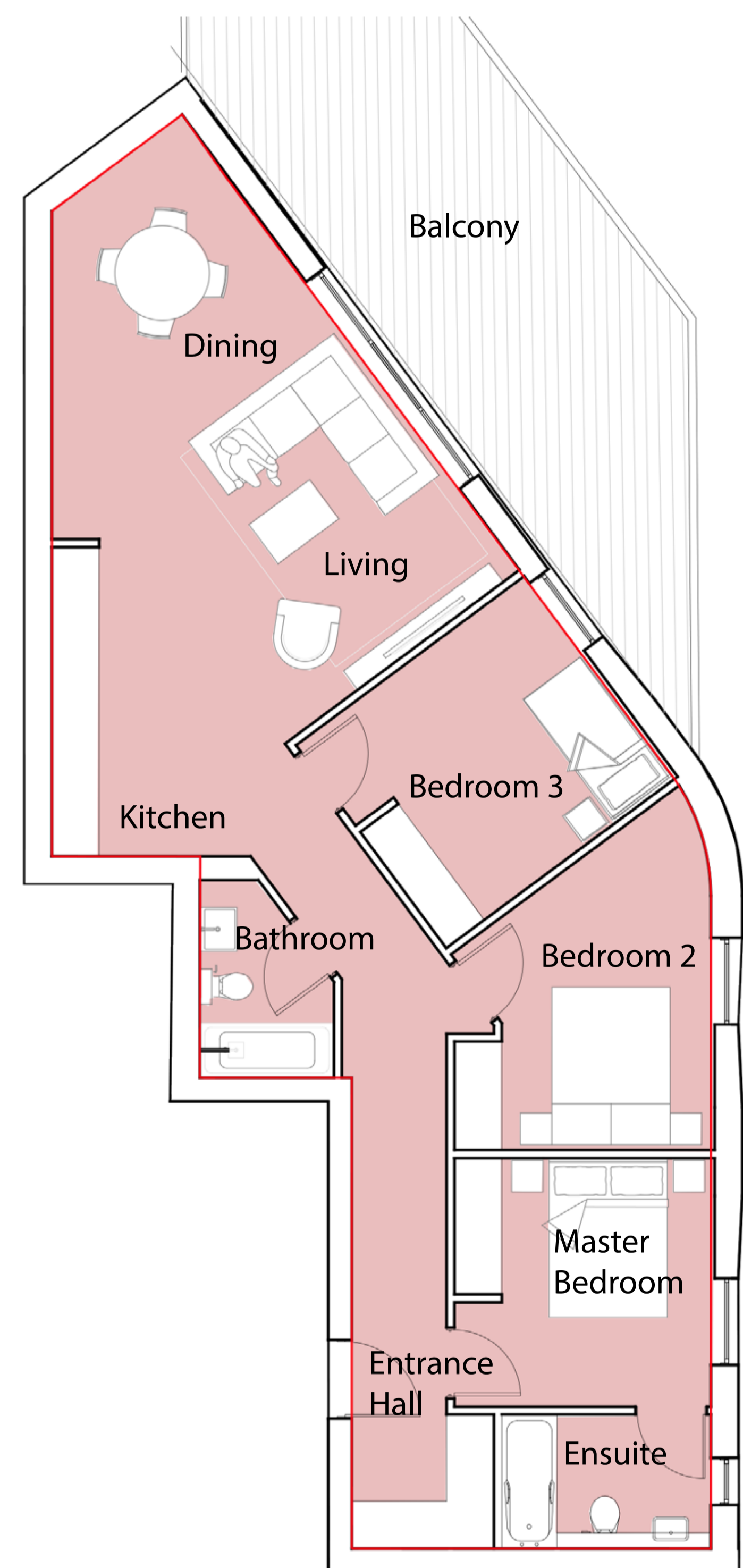
Typical Floor Plan (level 7) nts



1 Bedroom Apartment (52m2)



2 Bedroom Apartment (76m2)



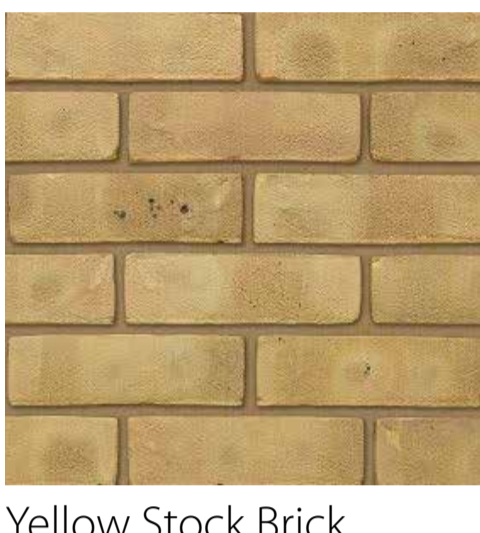
3 Bedroom Apartment (90m2)



Conceptual CGI of apartment block from Greenhithe train station

- |                      |                                  |
|----------------------|----------------------------------|
| ① Yellow Stock Brick | ④ Roof terrace to top apartments |
| ② Grey Zinc          | ⑤ Retained Trees                 |
| ③ Green roof         | ⑥ Greenhithe Train Station       |

Potential material palette



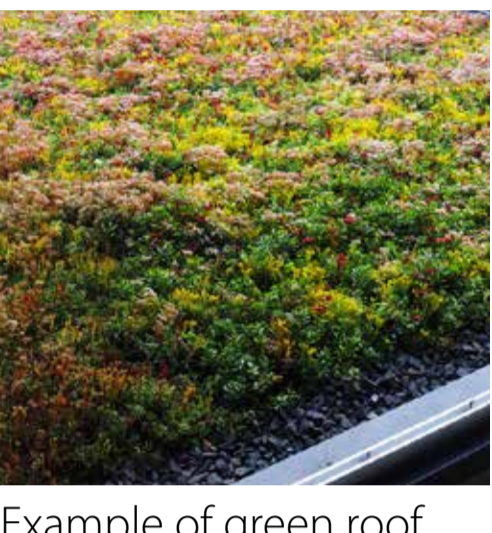
Yellow Stock Brick



Example of brick detailing



Grey zinc cladding



Example of green roof



Conceptual CGI of view from London Road



Conceptual Elevation from London Road



IMPERIAL  
CORPORATE  
CAPITAL PLC

## Engagement with Swanscombe and Greenhithe Town Council

We have met with the Town Council on a number of occasions to discuss our proposals.

We have presented our emerging proposals to the Parish Council and received and taken on feedback to shape the site layout and uses.

We are also seeking ongoing pre-application advice from Dartford Borough Council about the proposed scheme as part of the planning application preparation process.

## Feedback

Once you have had the opportunity to look at our emerging development proposals, please do talk to us and ask any questions you may have and fill in one of the feedback forms provided should you wish to provide us with written feedback.

Your views are important to help us shape the emerging proposals and we welcome your comments. We will review all comments received as we finalise our proposals before submitting a formal planning application in the near future.

### Your Feedback

Please leave completed feedback forms with a member of the project team today, or post to the following address:-

Greenhithe Consultation  
Barton Willmore  
The Observatory  
Castle Hill Drive  
Castle Hill  
Ebbsfleet Valley  
Kent  
DA10 1EE

Alternatively you can email your comments to:

[greenhithe.feedback@bartonwillmore.co.uk](mailto:greenhithe.feedback@bartonwillmore.co.uk)

You can also view the exhibition material and submit your comments online at:

[www.imperialcorporatecapital.com/portfolio/little-hithe/](http://www.imperialcorporatecapital.com/portfolio/little-hithe/)

Please submit your feedback by 31st August 2019

**Thank you for attending today, your views are important**



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Land North of London Road, Greenhithe  
Proposed Residential Development