

# **Planning, Design And Access Statement**

**October 2023**

125 Elaine Avenue,  
Strood, Rochester, Medway, ME2 2YP

Proposal to demolish existing 3 bed dwelling, garage and shed,  
and construct 2 new 4 bedroom dwellings with associated car parking.

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## Introduction

This statement has been prepared by S Graham Architects Limited, on behalf of the property owner Mr Edvin Haxhia, to support the full plans application for the development at 125 Elaine Avenue, Strood, Rochester, Medway, ME2 2YP.

The proposed development seeks to demolish the existing 3 bed dwelling, garage and shed, erecting 2 new, four bedroom, semi detached dwellings, together with associated recycling store, cycle store, parking and amenity spaces.

The extent of land that is subject to this application is outlined in red on the accompanying drawings. Figure 1 indicates an extract of the location plan 2332 - 001.



Fig. 01  
Location plan, site boundary indicated in red.

## Site & Site Context

The application site at 125 Elaine Avenue is situated in the urban area of Strood. It is an approximately rectangular, generous corner plot, at the junction of Elaine Avenue and Watling Street. Refer to Fig. 01.

The existing, 1950's detached two storey dwelling currently affronts Elaine Avenue. There is a small front garden bound by a low level brick wall with concrete coping. A pedestrian pathway leads to the main entrance and side access on the south boundary, neighbouring No. 123. A dropped kerb and vehicle entrance connects to an off street, tarmac driveway and purpose built, single storey side garage.



Fig. 02  
View from Elaine Avenue

A generous "L" shaped back garden wraps round the side and rear of the property. A concrete post/gravel board and timber / composite panel fencing encloses the garden on three sides. Adjacent to the north boundary on Watling Street, there is a substantial grassed verge with mature, establish trees, bench seating and a two-way cycle path. This "green" strip sets the site back from the roadway, and offers screening from the mature trees.



Fig. 03  
View from Watling Street

The dwelling style, scale, palette of materials and detailing are similar to the surrounding detached properties to Watling Street. The street scene to Elaine Avenue follows a denser urban grain . Made up of single and two storey dwellings, detached and terraced, with various additions and extensions. The building line varies with on and off street parking.

The existing dwelling is made up of brickwork, painted rendered, hung tiling and clay tile roofing, with a mock Tudor element to the front elevation. There are various fenestration treatments, aluminum/ stained timber / white UPVC. refer to Fig. 02 & 04.



Fig. 04  
Existing rear elevation

A small , flat roof, single storey extension has been added to the rear of the property, with brickwork to match the existing.

The rear garden is bound by timber/composite panel fencing, enclosing an area of lawn and small shrub planting.

## Proposal

Further to the Pre Application Advice application, meeting & subsequent report (PRE/23/1538), it is understood that any proposal for this generous, corner plot needs to address the existing building lines, access and scale of the development at this prominent road junction. This being the case, the proposal has been substantially reduced. Full planning permission is now sought to demolish and replace the existing property with a two new, four bedroom dwellings.

The scale and position of the design aims to limit the visual impact and enhance the existing mixed street scene of Elaine Avenue, whilst retaining a sense of openness of Watling Street.

The proposed dwellings are on a prominent corner plot and careful consideration has been given to their siting, access and frontage orientation, which is aligned with the grain of Elaine Avenue.



Fig. 05  
Proposed Site Plan

Careful considerations has been given to the proposed siting of the dwellings and the window openings. The design offers natural light and views for each of the proposals, whilst retaining the privacy of the existing adjacent properties.

## **Relevant Planning History**

### **Outline Planning Application**

**Reference: MC/23/3017**

Outline application for access, layout and scale with some matters reserved (appearance and landscaping ) to create a terrace block or 4 x houses with associated parking -  
Demolition of existing house and attached garage and shed

Withdrawn by applicant 17.02.2023

### **Pre Application Advice**

**Reference: PRE/23/1538**

Proposal to demolish existing 3 bed dwelling, garage and shed  
and construct 3 new 2 bedroom dwellings with associated car parking.

## Design and Access

### Use

125 Elaine Avenue is a 1950's purpose built, 3 bedroom, single occupancy, detached dwelling. There is provision for off street parking, garage, shed and a generous rear garden amenity.

It is a corner plot property, with frontage and access from Elaine Avenue. The timber fenced boundary wraps the rear garden and faces onto Watling Street, separated from the highway by tree lined road side verge.



Fig. 06  
Proposed Ground Floor Plans

### Amount

The proposed dwellings have been sited with consideration for the neighboring properties, boundaries of the site, access and how it relates to the wider context.

The proposal is in-line with the minimum requirements set out in the Technical Housing Standards and seeks to incorporate accessible, adaptable, inclusive and sustainable design.

### Scale

The proposed pair of semi detached dwellings have been orientated to front onto Elaine Avenue, set back to accommodate off street parking (with EV charging) and front garden amenity spaces. The building line to Watling Street aligns with No. 145, reinforcing the generous "green" strip separation of the existing grass verge.

The scale seeks to address the predominantly two storey properties of Watling Street and the mixed street scene of Elaine Avenue. A modestly scaled design to marry with character of the neighbouring buildings.



## Appearance

The proposed style and detailing seek to complement the character and appearance of the local vernacular. Relating to the surrounding properties in the brickwork, render and roofing materials, to enhance the essence of the existing streetscape.

Elements of composite, slatted cladding have been introduced, extending the palette of durable materials whilst break up the overall massing of the design.

## Hard & Soft Landscaping

New planting to the front and rear gardens will provide an opportunity to enhance the character of the immediate area. The hard and soft landscaping designs are reserved for future consideration, such schemes would seek to encourage local wildlife and biodiversity, in hand with addressing sustainable drainage.

The hard landscaping needs to be low maintenance and able to accommodate the changing climate and provide a solution to the increasing levels of rainfall and drought conditions.

The soft landscaping needs to be resilient to the changing climate, both drought tolerant and hardy. Providing habitats, shelter and food sources for the local wildlife & bio diversity.



## Parking

Adequate vehicle access and pedestrian visibility splays are proposed at the front of the proposed properties, onto Elaine Avenue. These has been set back from the busy corner junction of Watling Street and Elaine Avenue. Two car parking spaces have been allowed for each of the dwellings, with one EV charging point per house.

## Bike and Recycling stores

Adequate and accessible bike/ recycling stores are proposed for each of the new dwellings. With Refuse collection from Elaine Avenue, as per existing arrangement.

## Conclusion

This Statement, together with the supporting documents, seeks to demonstrate that this site is suitable for the proposed development of two new dwellings at 125 Elaine Avenue, Strood, Rochester, Medway, ME2 2YP.

The proposal has adopted the National Planning Policy Framework [NPPF], to create a development that is sustainable and in accordance with local plan policies.

Consideration for the future residence and the wider community have been at the forefront in the design process. Full consideration has been given to assess and identify the constraints and opportunities of the site.