

PROPOSED CHURCHILL LIVING DEVELOPMENT AT
FORMER ALDI STORE, 70-72 HIGH STREET, HYTHE, CT21 5AL

DESIGN AND ACCESS STATEMENT



JOB REF: 20095HY_DAS_001_P1
REVISION: P1
DATE: JUNE '26


Churchill
Living
Your lifestyle • Your choice

planningissues
TOWN PLANNING AND ARCHITECTURE

CONTEXT

1	Introduction	3	4	Evaluation	35
1.1	Scope and Purpose		4.1	Constraints	
1.2	Requirements of an Aging Population		4.2	Opportunities	
1.3	Owner Occupied Retirement Living Typology		4.3	Design evolution & concept	
1.4	Benefits of Homes for Retirement Living				
1.5	Introduction to the Applicant – Who are Churchill Living?		5	Design	40
1.6	Applicant Brief		5.1	Planning Policy compliance	
1.7	Former Developments in Similar Context		5.2	Use & amount	
			5.3	Layout	
			5.4	Scale & massing	
2	Assessment	12	5.5	Appearance	
2.1	The Site		5.6	Landscape	
2.2	Context		5.7	Access	
2.3	Movement		5.8	Home & buildings	
2.4	Nature		5.9	Resources & lifespan	
2.5	Built form		5.10	Biodiversity	
2.6	Identity				
2.7	Uses				
3	Involvement	34			
3.1	Community engagement				

1 INTRODUCTION

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

National Planning Policy Framework Paragraph 131

1 INTRODUCTION

1.1 Scope and Purpose

“The underlying purpose for design quality and the quality of new development at all scales is to create well-designed and well-built places that benefit people and communities. This includes older people, both able-bodied and disabled.”

National Design Guide Paragraph 8

Proposal

The proposal is for the comprehensive redevelopment of the vacant buildings and associated land at Former Aldi Store, 70-72 High Street, Hythe, CT21 5AL with construction of a retirement housing development of circa 32 flats with one and two bedroom apartments, 2 semi-detached retirement living dwellings, and associated communal facilities, vehicular access, car parking and landscaping. The Proposal also comprises of 2 Commercial Units fronting the Town Square.

Vision

Churchill Living’s vision for the site is to deliver a development that meets our customers’ needs and the local need for retirement apartments whilst also contributing to the character of Hythe and making a positive contribution locally in terms of socio, economic and environmental benefits.

Our aim is to create a high quality development that embraces sustainable design, enhances the setting of the area and maintains the local vernacular.

Scope

This Design and Access Statement has been prepared by Planning Issues Ltd. on behalf of the applicant, Churchill Living, in support of a detailed planning application. Matters relating to planning policies and other material considerations will be covered in a separate Planning Statement included with the application.

This statement concentrates solely on the rationale for the proposed design. The purpose of this document is to explain the context, character and identity of the Site and its surroundings; factors that have influenced the design evolution; and the component parts of the development proposals and how they relate to the prevailing planning policy framework.



1 INTRODUCTION

1.2 Requirements of an Ageing Population

The fact that we are all living longer should be a cause for celebration, as more people are able to enjoy a long and fulfilling retirement. Current average life expectancy in the UK is 83 for women and 79 for men. In 1901 it was 49 and 45 respectively (1). The number of UK citizens expected to be 65 or over is projected to rise to 15 million by 2030 (2).

We would all wish to live well as we live longer. We want to remain active, useful members of a community and retain as much control over our lives as possible.

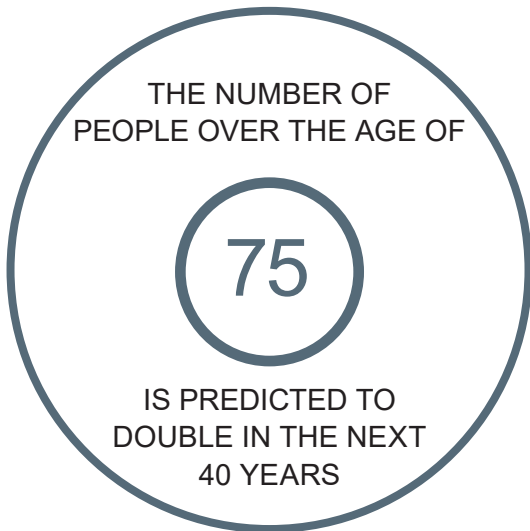
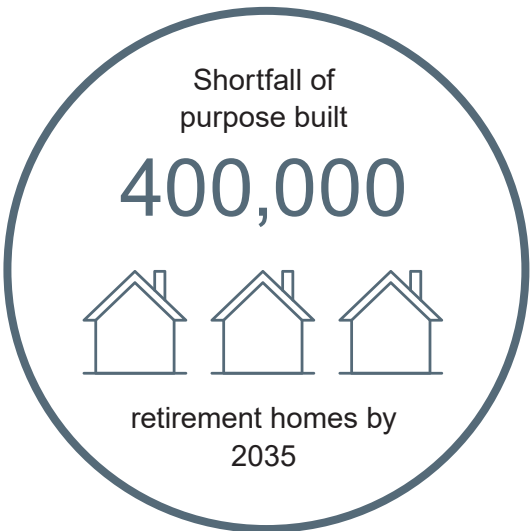
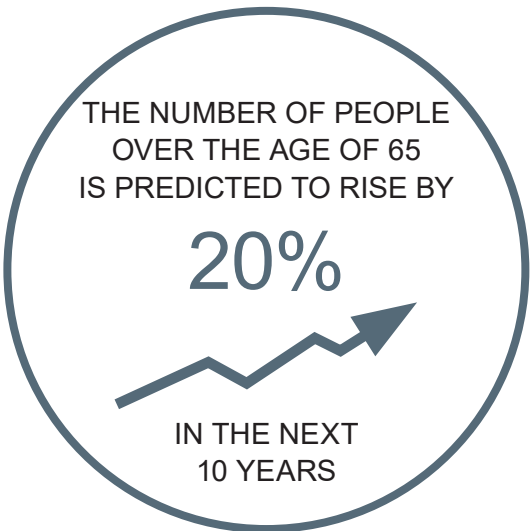
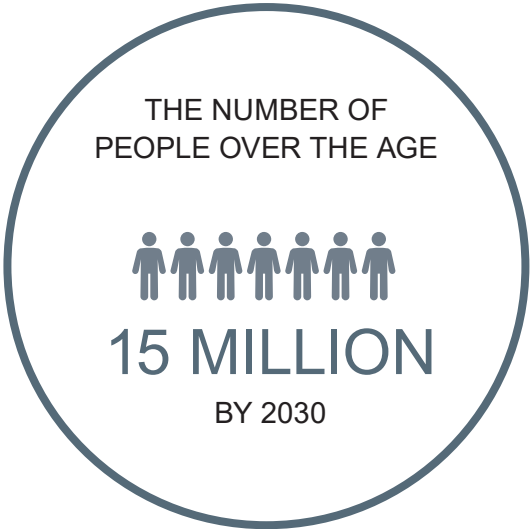
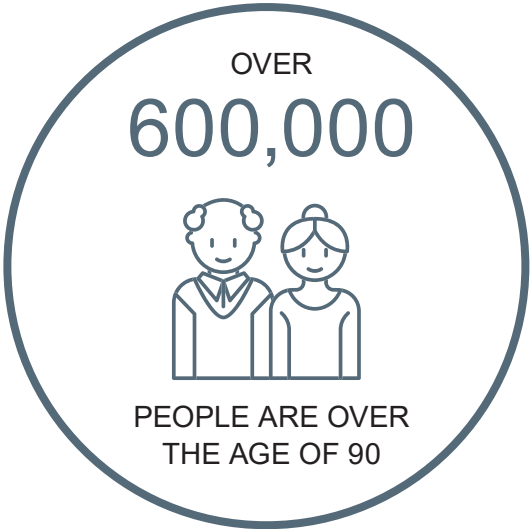
However the vast majority of our housing stock is not built with the needs of older people in mind. There are still far too few suitable new homes being delivered, and many older people are living in homes which are unable to meet their changing needs.

It is estimated that there will be a shortfall of 400,000 purpose-built homes for older people by 2035 (3).

With insufficient supply and choice most people remain in their existing unsuitable homes for too long, often struggling with maintenance, upkeep and loneliness. Building more specialist homes to meet their needs works better for them but also frees housing stock for younger people; building more retirement homes benefits all age groups.

For far too many people the decision to move home in later life is precipitated by a crisis in their existing home. This is the case despite strong evidence that those who are able to think pro-actively about the type of home that will meet their changing needs, and who move before they are too frail to play an active part in their new community, have better outcomes than those who move later.

Housing has a fundamental role to play in helping us live well for longer. Given that for most people mobility, sociability and income decrease in old age, it is not just about the home we occupy, but also about the place in which we live, who we live with and who we live close to. The right kind of housing can help people to stay healthy and support them to live independently for longer.



1. The King's Fund, 'Demography: Future Trends', part of the Time to Think Differently programme, 2018
2. Age UK, Older People as Volunteers Evidence Review, 2011
3. Ian Copeman and Jeremy Porteus, Housing Our Ageing Population: Learning from councils meeting the needs of our Ageing Population Local Government Association, 2017

1 INTRODUCTION

1.3 Owner Occupied Retirement Living Typology

‘Well-designed places include a variety of homes to meet the needs of older people, including retirement villages, care homes, extra-care housing, sheltered housing, independent living and age-restricted general market housing. They are integrated into new settlements with good access to public transport and local facilities.’

National Design Guide Paragraph 117

‘Homes for Later Living’ (1) means specially designed housing suitable for older people who want to maintain the independence and privacy that comes with having a home of their own but no longer want or need a family sized house.

This proposal is for age-restricted one and two bedroom apartments designed to help people remain independent, safe, secure and sociable for as long as possible. In planning terms these are C3 (Dwellings) developments and not care homes, nursing homes, extra-care or other needs based accommodation. Owner’s homes are their own and they can furnish and decorate as they wish.



1 Homes for Retirement Living, Healthier and Happier, September 2019

Key differences to mainstream housing are:

- The provision of extensive communal areas where neighbours can socialise, host visitors and be part of a friendly, like-minded community. This is centred on the ‘Owner’s Lounge’ which is the heart of the community and where owners often organise social events. There is usually a coffee or tea bar associated with the Owner’s Lounge.
- The presence of a Lodge Manager to look out for people’s welfare, be a point of call if help is needed, make sure the communal areas are well maintained and to be a reassuring, friendly presence. Lodge Managers also create the community; organising events and trips.
- A limited number of entrances, usually one, that is close to the Lodge Manager. This keeps the community secure and allows passive surveillance of the entrance area.
- A lift to all floors with level access throughout.
- Each apartment with its own front door giving privacy whenever desired.
- A guest room which can be booked by residents for visitors
- A digital ‘Careline’ support system in all apartments for emergency support 24 hours a day, 365 days a year.
- Communal grounds with well landscaped external space available to all.
- Communal upkeep and maintenance including the exterior of the building landscaping.
- Reduced reliance on cars due to sustainable locations close to amenities.
- Buggy store
- Communal areas usually amount to 30% of the internal area.



1 INTRODUCTION

1.4 Benefits of Homes for Later Living

Older peoples housing produces a large number of significant Social, Economic and Environmental benefits.

Social

Retirement housing gives rise to many social benefits:

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of wellbeing criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing into housing specifically designed for later living.

Economic

- Retirement housing gives rise to many economic benefits:
- Each person living in a home for later living enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately £3,500 per year (Homes for Later Living September 2019).
- With circa 34 units proposed, at a ratio of 1.3 people per apartment, there will be around 44 occupants. At a saving of £3,500 each per year, this equates to a saving of £154,700 per year in local NHS and social care costs in comparison to mainstream housing. This is a significant economic benefit.
- A report entitled Silver Saviours for the High Street (February 2021) found that retirement properties create more local economic value and more local jobs than any other type of residential development. For an average 45 unit retirement scheme, the residents generate £550,000 of spending a year, £347,000 of which is spent on the high street, directly contributing to keeping local shops open.
- The proposed retirement scheme is expected to create the following :
 - 13 permanent jobs
 - £893,700 additional GVA during the construction phase
 - 15 direct construction jobs
 - 23 supply chain jobs
 - £3.9 million additional GVA pre annum

Environmental

- The proposal provides a number of key environmental benefits by:
- Making more efficient use of land thereby reducing the need to use limited land resources for housing.
- Providing housing in close proximity to services and shops which can be easily accessed on foot thereby reducing the need for travel by means which consume energy and create emissions.
- Providing shared facilities for a large number of residents in a single building which makes more efficient use of material and energy resources.
- The proposal includes renewable technology through the use of solar panels to assist in the reduction of CO2 emissions.
- All areas of the building will be lit using low energy lighting and where applicable utilise daylight and movement sensor controls.



Our schemes free up family housing by older people looking to downsize - a typical 41 unit retirement development generates approx 82 moves in the chain



A development that maximises the use of previously developed land reducing pressure on greenfield sites



£3,500 P/A

Our developments bring health and social care savings - each person living in a Home for Later Life saves the NHS & Social Services approx £3,500 per year



Economic and social benefits of older people using local shops, services and facilities. Our Owners shop locally, supporting businesses and communities



Due to its sustainable location, retirement living housing reduces the need to own a car. Owners often shop locally on foot or by public transport



Our developments allow for independent, secure living and provide companionship which helps to reduce isolation and loneliness

1 INTRODUCTION

1.5 Who are Churchill Living Ltd?

Churchill Living (CL) is a privately-owned British Company, highly trusted and respected within the housing industry. CL prides itself on building beautiful purpose-built one and two bedroom retirement apartments in desirable locations across the UK, for those looking for an active, independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

Throughout our history we have undertaken over 220 developments and sold over 9,000 units. Through our group company, Churchill Estates Management (CEM) we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

“With first class Customer satisfaction at the heart of the business, we’ve been changing retirement living for the better for over 20 years. We continually strive to be the retirement housebuilder of choice for those looking to enjoy independence, security and peace of mind.”



Spencer & Clinton McCarthy



CL is an award-winning business having recently won a number of prestigious industry and wider business awards including;

- **The WhatHouse Awards:** Churchill has won the **GOLD Award in the ‘Best Retirement Home Developer’** category at the WhatHouse? Awards for three years running since 2023. Before this category has been created, Churchill was the only retirement housebuilder ever to have been awarded ‘Housebuilder of the Year’.
- **The HBF Customer Satisfaction Survey:** Churchill retains the top **‘5 star’ status** having been recommended by more than 90% of our customers for a 11h consecutive year in 2026.
- In **The Sunday Times Best Places to Work 2023**, Churchill Living was ranked in the **Top 10** Best Big Organisations to Work For.

Summarised below are some of CL’s key statistics;

- Over 11,000 apartments under management
- Three divisional offices around the country

CL has a full complement of in-house professionally qualified Architects, Technologist, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales. The business benefits from a wholly owned town planning consultancy, Planning Issues, which advises on planning related and public consultation matters.

1 INTRODUCTION

1.6 Applicant Brief

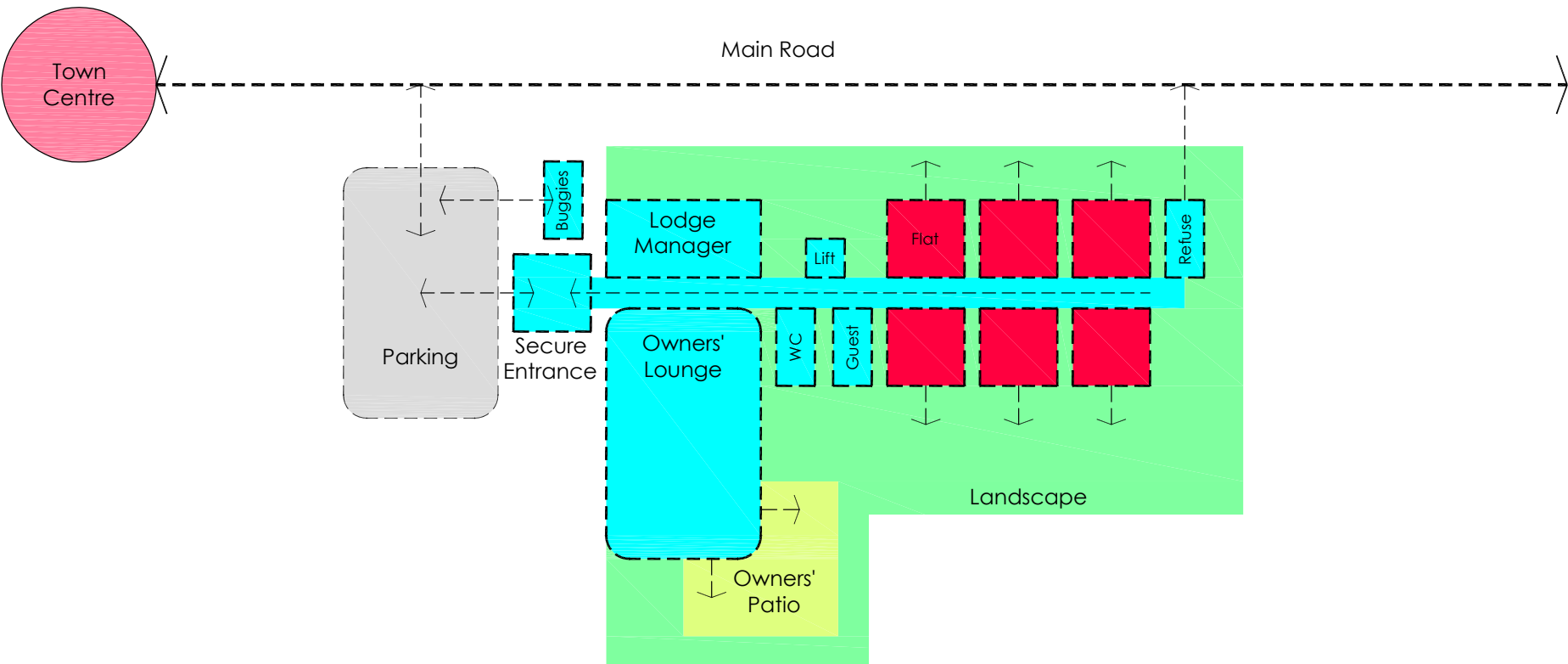
Site selection close to amenities and in an area with identified need is key in the first instance. In designing the development the subject of this planning application, Planning Issues have had a clear brief on the specific requirements of Churchill Retirement Living in order for the design to be successful.

Key client requirements for the architectural design are:

- A **single building**, allowing secure access to all communal facilities, which necessitates a large footprint
- **Apartment numbers** - a minimum of 25 apartments so that the shared service charge for future owners remains affordable.
- Internal **level access** throughout
- Single **secure entrance** from the car park area to maintain passive security from the Lodge Manager over the parking area and ease of entrance for residents. There needs to be 'progressive privacy' from the public realm to one's apartment. A video link from the entrance intercom to owner's apartments allows owners to see who is requesting entry, responding to the particular need for safety and security for this demographic
- Concierge **reception** (staffed by a Lodge Manager with their own office)
- **Owners' Lounge** (communal), coffee bar
- Accessible toilet
- **Guest suite** (for use by friends and family)
- A central **lift** serving all floors

- Apartments, double **aspect** where possible but single aspect typically due to the requirement for double loaded corridors necessitated by the need to optimise the development potential of sites and to ensure efficiencies in design and build costs. Churchill's experience shows that there is a wide variety of preferences from customers in terms of aspect, with some preferring sunny aspects and others shaded positions, some busy streets and others more private locations. Therefore a range of choice of aspect for apartments is desirable
- Apartments with external doors to living spaces, with balconies where possible and external access at ground floor, typically providing a very '**active frontage**'
- Landscaped communal **gardens** where visual amenity and biodiversity are more important than usable area. Large flat areas for recreational use are not required

- **Waste** management store appropriately sized and located based on previous experience of operating these type of developments
- **Parking** with an appropriate ratio of 1 space per 3 apartments, based on extensive experience of operating these type of developments, research and appeal decisions, as well as how accessible the site specific location is. This is because the sustainable location and average age of purchasers at 81 years old means a lower average car ownership requirement than mainstream housing
- Provision for **mobility scooters** within a 'Buggy Store' at a ratio of 1 per 7 to 8 apartments
- Low maintenance, long lasting **materials** and detailing which respond to the local context



1 INTRODUCTION

1.7 Former Developments In Similar Context

BOURNE LODGE, TONBRIDGE, TN9 1BE



Bourne Lodge (currently under construction) is located in the historic town of Tonbridge, within the setting of a Scheduled Ancient Monument. Churchill Living worked alongside Historic England, responding to the site's sensitive location to gain planning approval.



CAXTON LODGE, TENTERDEN TN30 7FD



Caxton Lodge is a beautiful development of 53 one and two-bedroom retirement apartments in the popular town of Tenterden, perfectly located opposite an area of outstanding beauty, close to Tenterden main shopping centre.



1 INTRODUCTION

SEAFORD CONSTITUTIONAL CLUB, CROUCH LANE, SEAFORD, BN25 1PU

The approved proposal is for 44 retirement apartments with a mix of 29 one beds & 15 2beds. The scheme has a traditional appearance taking reference from the local vernacular.

The site abuts the 'Seaford Town Conservation Area' on two sides (north and west), with the design proposal heavily influenced by important views and listed buildings within the immediate context.

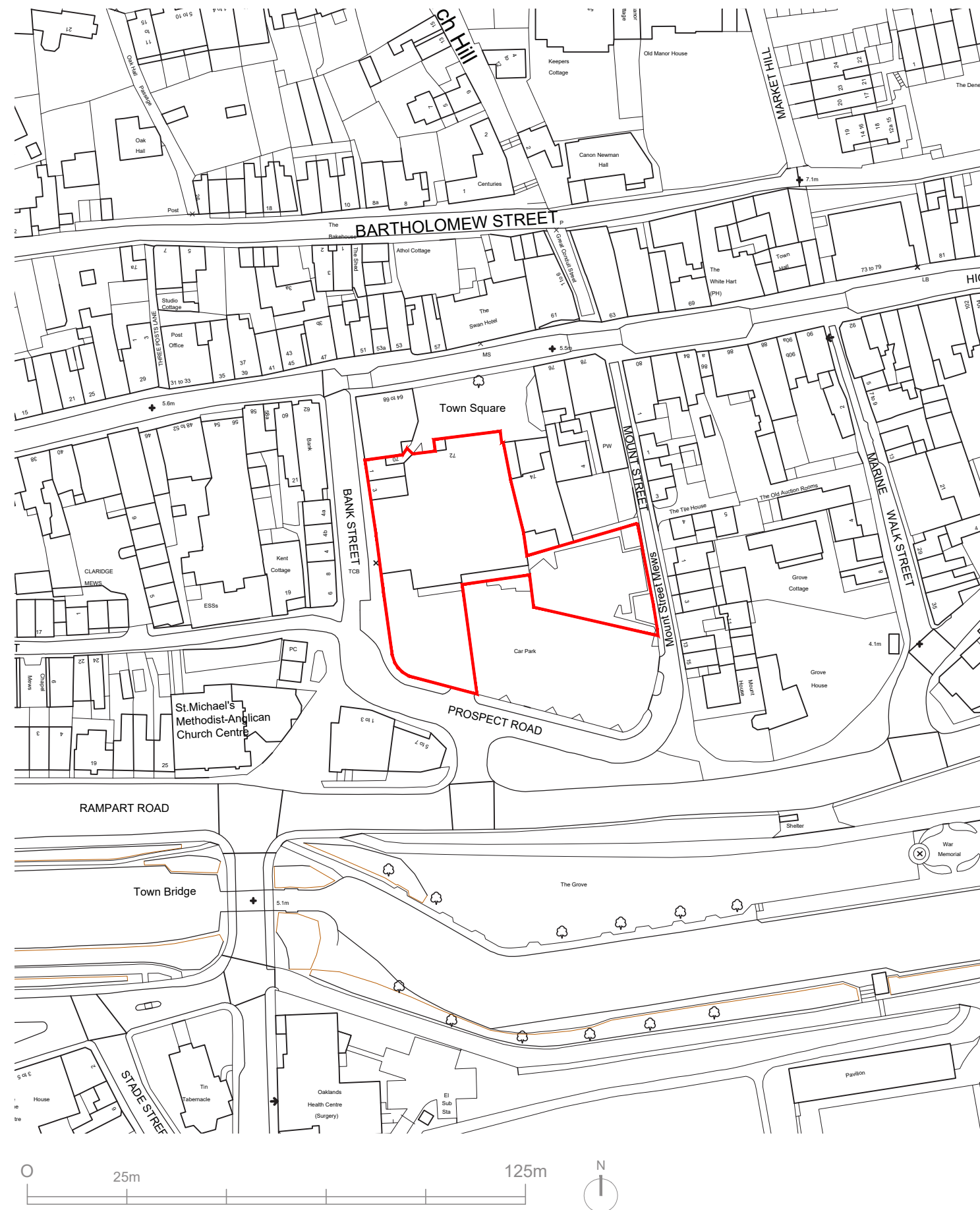


MANNS DEPARTMENT STORE, VICTORIA ROAD, CRANLEIGH, GU6 8AY

The development follows the linear shape of the site. A 2-storey southern elevation fronts the Conservation Area to the south, stepping up to 2.5 storeys (full dormer) along the east and west elevations. The proposal is then sub divided by a 1.5 storey recessed link that responds to the views along Victoria Road, before stepping up to a 2.5 storey (half dormer) block in the northern most area of the site.



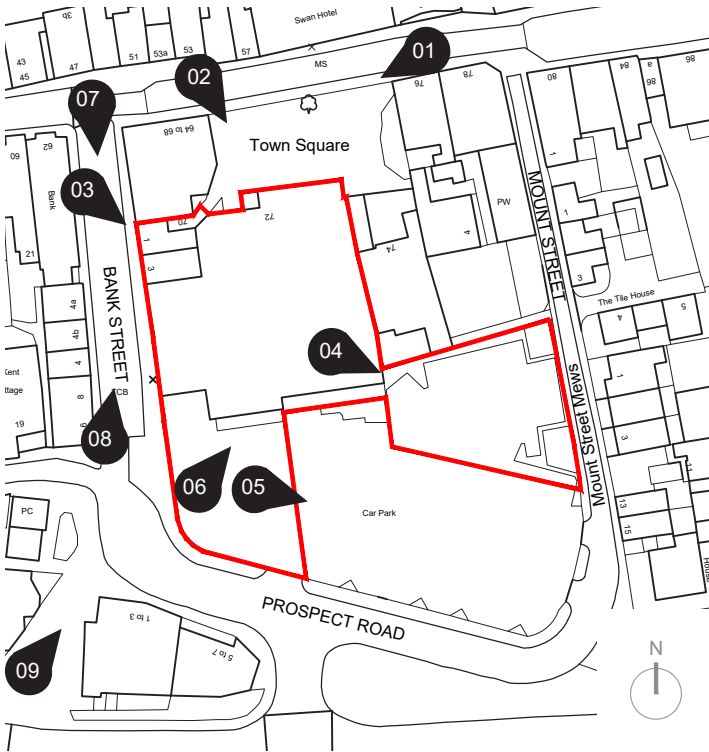
2 ASSESSMENT



2.1 THE SITE :

- The site is located in the town centre of Hythe, to the south of High Street.
- It is an irregular-shaped, flat site of approximately 0.24 hectares, currently occupied by a disused supermarket building and a public car park.
- The site is bounded by Mount Street to the east and Bank Street to the south and west. The area to the north of the site is occupied by commercial properties and the Town Square. A public car park is present to the southeast and extends into the site area.
- Street lighting is present across the car park area, and a limited area of managed landscaping, including a mature tree, is located in the north-eastern corner.
- Historically, Hythe had a harbour, contributing to its lively and vibrant atmosphere. This historical past is reflected in the prominent Medieval and Georgian architectural styles that characterise the surrounding 3 storey mixed use properties.
- The site is located in a mixed-use area, just north of the Royal Military Canal, with residential properties along Mount Street and mixed-use buildings to the north and west.
- To the south, the A259 and open green space separate the site from the Royal Military Canal.
- The existing building has a street facade to the west, facing Bank Street, while all other façades are set back from street level, creating space for a small Town Square to the north and the public car park to the south.
- Pedestrian pavements bound the site to the north, west, and south.
- The site is bordered by Grade II listed buildings and a number of other buildings of Architectural merit. The site is also in the town Conservation Area.
- Hythe's town centre is well-connected by public transport bus networks along the A259, with the nearest bus stop (Old Prospect Road Stop) located less than a 1-minute walk south of the site.
- The site offers multiple access points, with the current main entrance located in the southern car park, complemented by smaller entrances to the north and west. Vehicle access is available on the southern and eastern sides of the car park.
- Considering this context, the existing site presents an excellent opportunity for a more efficient use of space.

The images below highlight the site as seen from surrounding viewpoints, including the High Street, Bank Street, & Prospect Road (see key plan).



2 ASSESSMENT

2.2 Context - Hythe Conservation Area / Character Areas

The Site is located within the Hythe Conservation Area (CA) which was designated on 14 November 1969 then reviewed and extended in 1992. A Conservation Area Appraisal (CAA) was produced in 2006.

The CA is subdivided into several different character areas. The front of the site is located within character area 3 (High Street & Town Centre), and the rear of the site is in character area 6.5 (Recent Development).

CHARACTER AREA 3 :

“the narrow linear High Street runs east to west. Development in this area is of greater intensity than elsewhere in the CA. Most buildings date from early C19 to early C20 and have replaced earlier buildings. Building heights are mainly two and three storeys, typically of modest, human scaled storey heights.”

(Para 197, pg40, CAA)

- There is relatively little modern development on the High Street. Where it has occurred, traditional plot sizes and rhythms have generally been respected.
- A pleasant area has been created with trees and benches outside the Aldi store.
- Plot widths are a key characteristic : *“The buildings within the High Street display a wide variety of local building materials, yet all are traditional in some way and are happily juxtaposed. The picturesque quality is assisted by the human scale and adherence to historic plot sizes”* (Para 206, pg43, CAA)

Building Materials characteristic of Character Area 3 include :

- Steeply pitched roofs covered with clay or slate, parapet, brick chimneys.
- Cast Iron RWP.
- Dormers (flat with lead covering of pitched tiles to match roof covering).
- Walls : Brick, Render, Clay Vertical Tile Hanging, Timber Frame, Stone (base level).
- Splayed shopfronts with central entrance doors.
- Solid / Glazed Decorative Timber Doors & Timber Sash Windows (some casement).

Redevelopment within Character Area 3 :

- Opportunities for upgrade & enhancement.
- Respect existing scale, grain & use of local materials.
- Continuation of historic mixed use.
- Avoid blank façades.
- Enhance negative buildings.
- Retain walls of local importance.



2 ASSESSMENT

2.2 Context - Hythe Conservation Area / Character Areas

CHARACTER AREA 6 (6.5) :

Character area 6 identifies sub areas, interventions of the late C20 and early C21, that have an impact on the setting of the historic medieval core or a scheduled monument. The rear of the site is in Character Area 6.5.

- The service yard of the existing buildings and adjacent car park are identified as modern intrusions that are negative to the character and appearance and this area, noting the car park *“has bisected and destroyed the grain and scale of Area 2.2”* (Para 409, pg79, CAA) and *“the bulk of the building and car park have broken the continuity and scale of the historic grain”* (Para 184, pg38-39, CAA).
- The rear of the existing building on site and the car park are assessed within the CAA as negative buildings and spaces (Appendix 2b, CAA).



2 ASSESSMENT

2.2 Context - Hythe Conservation Area / Character Areas

CHARACTER AREA 2 (2.2) :

Character Area 2.2 borders the site to the East & West. It is defined as part of the working town that maintains historic associations with the harbour. North-South orientated streets connected the harbour and the High Street (including Bank Street), evolving to provide Workshops and houses to serve the fishing and sailing community. These ancient routes remain intact.

The general scale and grain of the area is characterised by 2 - 3 storey domestic buildings that open directly onto the street, often with communal courtyards to the rear. This is evident along Rampart Road, displaying a mixture of 2 - 3 storey dwellings across semi-detached cottages & Victorian terraces.

Building Materials characteristic of Character Area 2 include :

- Pitched roofs (Hips & Dutch Gables) with clay / slate tiles.
- Walls : Red Brick, Vertical Tile Hanging, Shiplap, Ragstone (base level).
- Brick Chimneys & Clay pots.
- Timber Sash or Casement Windows (small panes).

Redevelopment within Character Area 2 :

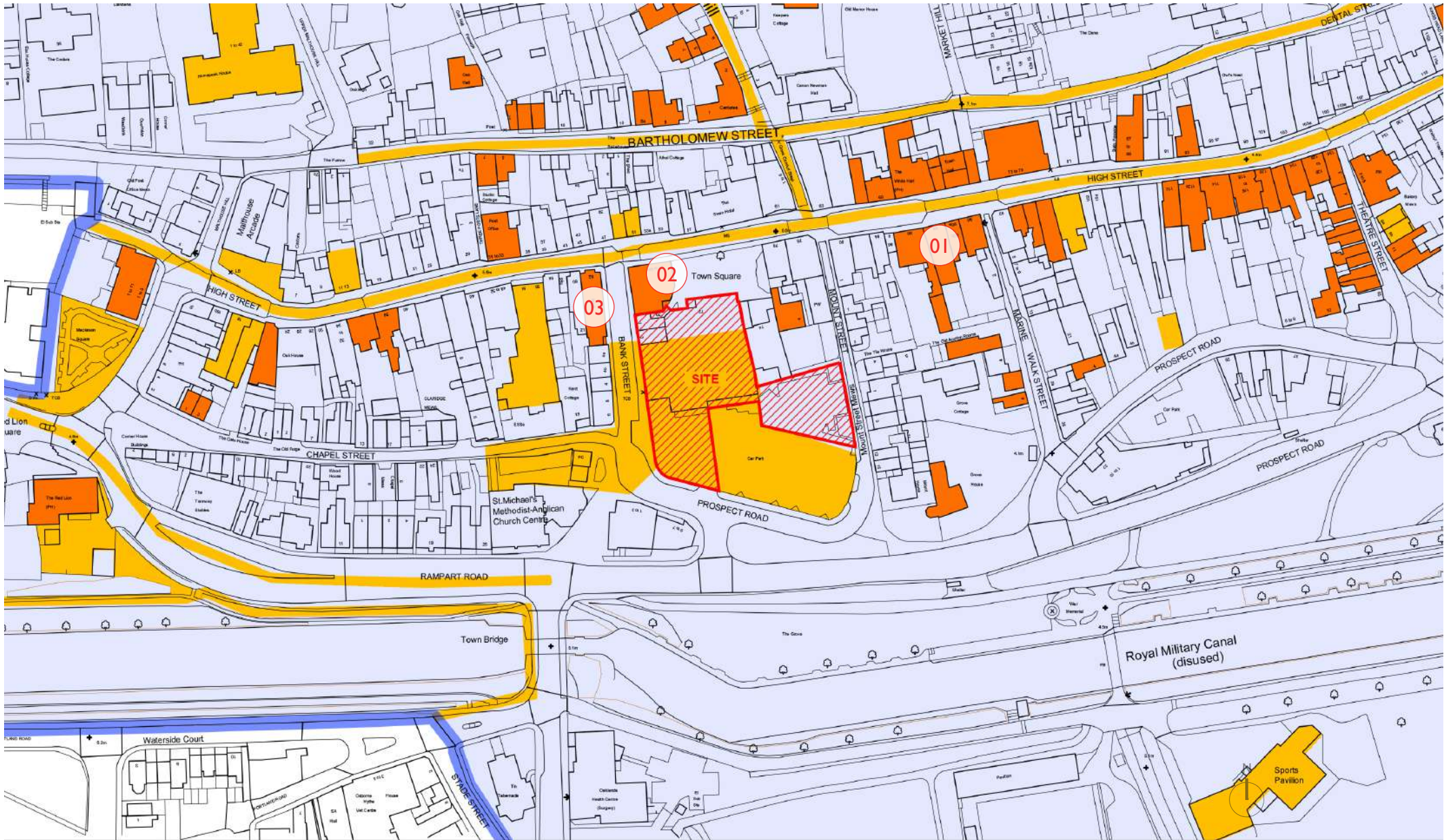
- Recent successful developments provide high density housing with off road parking provision, including 13-19 Rampart Road, rear of 40-46 High Street, and Sun Lane Mews (Para 148, pg32, CAA).
- Redevelopment of backland sites as well designed courtyards complements historic characteristics (Para 158, pg35, CAA).
- Buildings, which have broken the grain and scale (ie. existing building on site) should be replaced in a style more sensitive to the area.



2 ASSESSMENT

2.2 Context - Hythe Conservation Area / Listed Buildings

Due to its location within the historic core of Hythe there are numerous listed buildings with close proximity to the Site. The nearest scheduled monument, the Royal Military Canal, is located approximately 50m to the south of the Site.



86-90 High Street - Grade II Listed
2.5 to 3 Storey / Red Brick / Spayed Headers / Sash Windows / Glazing Bars / Cornice Detail / Weatherboarding / Parapet



64 High Street - Grade II Listed
2.5 to 3 Storey / Buff Brick / Hipped Tiled Roof / Modillion Eaves Cornice / Sash Windows / Glazing Bars / Pseudo-timber Frame



Lloyds Bank, 62 High Street
2 Storey / Stuccoed / Sash Windows / Moulded Architraves / Round Headed Ground Floor Sash Windows / Cornice Detailing

2 ASSESSMENT

2.2 Context - Historical Development

- **Thomas Hills Hospital Map of Hythe (1684)**

Depicts a settlement pattern similar to that seen today, with the historic port town located inland from the coastline.

Shows a distinct grid-like street layout extending south from the High Street.

Development may have extended into part of the Site area.

Demonstrates the established urban form of Hythe by the late 17th century.

- **Ordnance Surveyors' Drawing (1797)**

Records a settlement pattern broadly unchanged from that shown on the 1684 map.

Confirms the continued presence of the grid-like street layout extending south from the High Street.

Indicates limited change in the Site's wider urban context during the 18th century.

- **Tithe Map (1842)**

Shows mid-19th century development extending from the High Street into the Site.

The north-west corner of the Site formed part of the Swan Hotel's stables and yard.

The eastern part of the Site remained largely undeveloped, comprising pasture land known as 'Platt'.

Wood Lodge stood on the eastern boundary fronting Mount Street.

Most of the Site was owned by Edward Sedgwick, whose residence fronted the High Street.

The south-west corner comprised a garden, apparently containing a stream.

- **Ordnance Survey Map (1872)**

Edward Sedgwick's house on the High Street had been demolished.

A new residence was constructed further back within the plot.

Wood Lodge had been removed.

The southern part of the Site was laid out as formal gardens.

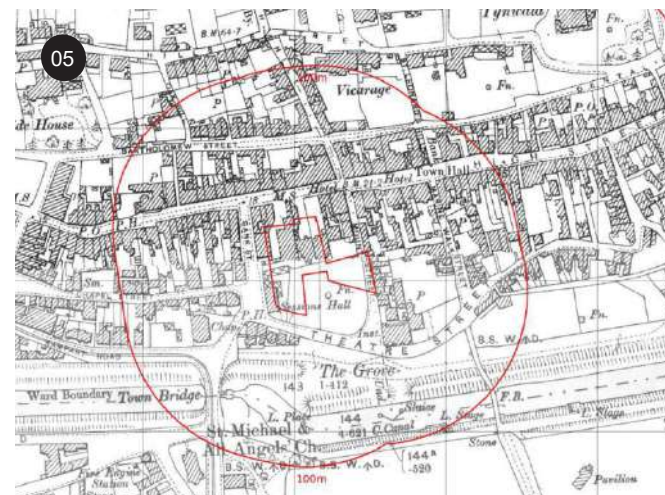
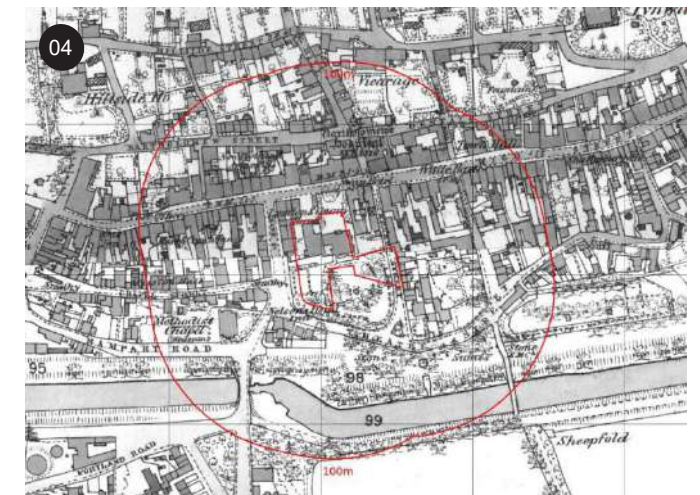
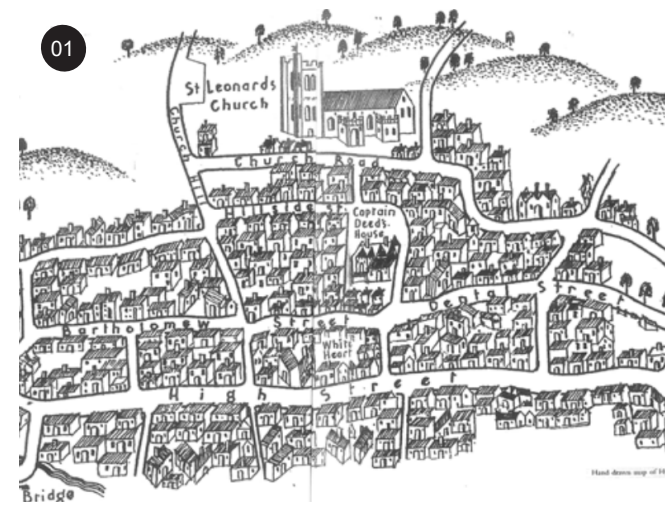
Indicates a shift from mixed residential and open land uses towards a landscaped private estate.

- **Ordnance Survey Maps (1897–1898)**

The principal house appears to have been subdivided into two properties.

A Sessions Hall (courthouse) was constructed in the south-west corner of the Site.

The Site remained largely unchanged following these developments into the early 20th century.

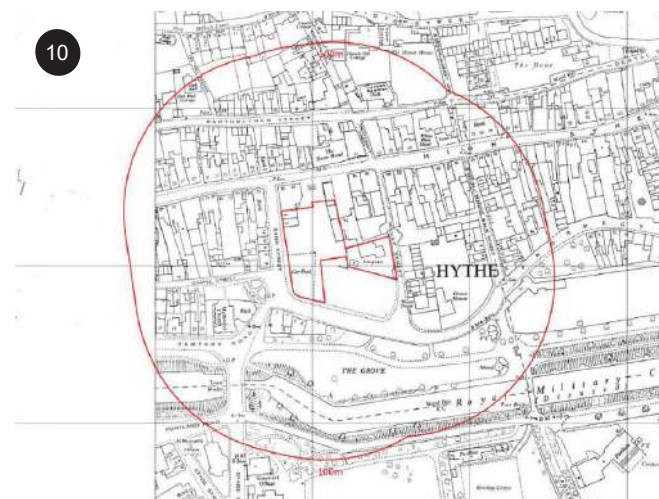
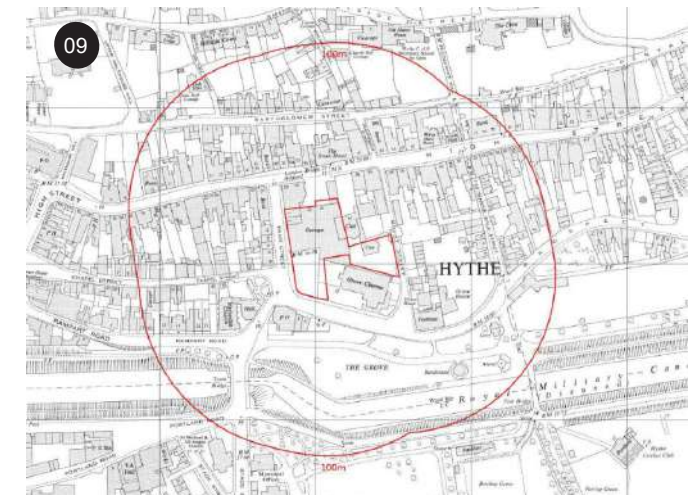
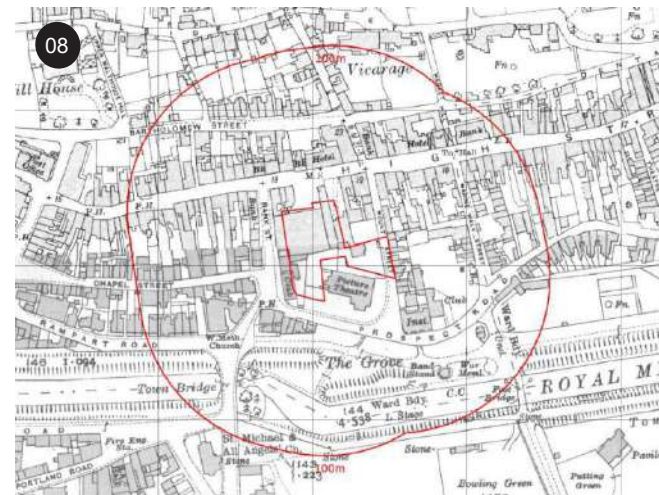
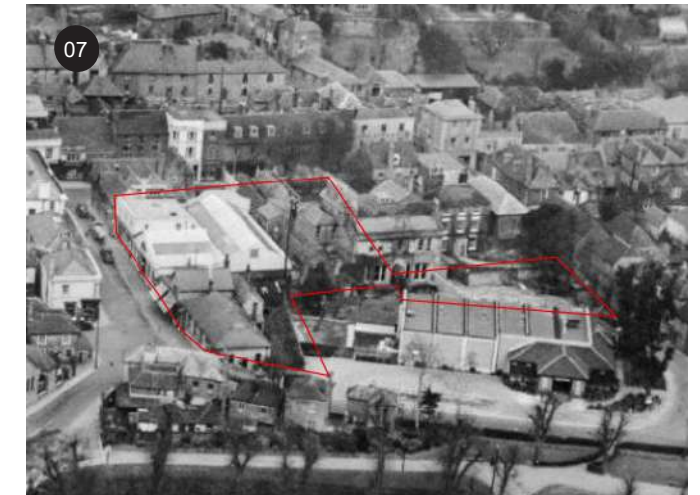


1. Thomas Hills Hospital Map of Hythe (1684)
2. Ordnance Surveyors 1797 drawing of Hythe
3. Extract of 1842 Parish of St Leonard's Hythe Tithe Map
4. Ordnance Survey 1872
5. Ordnance Survey 1898

2 ASSESSMENT

2.2 Context - Historical Development

- Historic Aerial Photographs (1923 & 1929) and 1930s OS Maps**
 Former Swan Hotel stables within the Site were demolished.
 A large replacement building was constructed in their place.
 A picture theatre was established immediately south-east of the Site, later known as the Grove Cinema.
 Marks the beginning of more commercial and institutional land uses within the area.
- Ordnance Survey Map (1933)**
 One of the two residential properties on the western edge of the Site had been demolished.
 A small new building was constructed in the eastern part of the Site.
 Reflects continued redevelopment and intensification of the Site.
- Ordnance Survey Map (1957-58)**
 Sessions Hall had been demolished.
 The large building on the Site was identified as a garage.
 The smaller eastern building was identified as a club.
 Demonstrates the transition of the Site towards commercial and community uses.
- Ordnance Survey Maps (1967-1979)**
 The club building became known as Emgren.
 Emgren's footprint approximately doubled in size.
 Indicates further expansion of commercial activity on the Site.
- Late 20th Century to Early 21st Century Development**
 The Grove Cinema was demolished during the 1970s.
 A supermarket was constructed on the adjoining land in the early 1980s.
 Emgren was demolished in the early 2000s.
 The Site evolved from gardens and residential uses to commercial and service-related development, reflecting wider changes in Hythe town centre.



- 1923 aerial photograph of Hythe with approx. Site outline
© Historic England. Aerofilms Collection EPW009221
- 1929 aerial photograph of Hythe with approx. Site outline
© Historic England. Aerofilms Collection EPW026120
- Ordnance Survey 1933
- Ordnance Survey 1967-58
- Ordnance Survey 1978-79

2 ASSESSMENT

2.2 Context - Historical Development



2026 Aerial with Site Boundary

2 ASSESSMENT

2.2 Context - Surrounding Area

Hythe developed as a historic Cinque Port town with a street pattern closely related to its former harbour. The principal commercial route formed along the High Street, with a series of narrow north–south streets providing direct connections between the town centre and the medieval shoreline. These routes include Sun Lane, Marine Walk Street, Theatre Street and Bank Street, which historically enabled movement between the harbour, markets and workshops. Until the late 17th century the harbour extended inland to the approximate line of Rampart Road and Prospect Road, after which coastal silting gradually displaced the shoreline southwards.

The area south of the High Street consequently evolved as part of Hythe’s working town, accommodating small workshops and housing associated with the fishing and maritime community. The historic street pattern, including Bank Street, remains largely intact and continues to reflect the town’s historic relationship with the harbour and waterfront.

The site provides an opportunity to redevelop an area that currently sits uncomfortably within its historic context. Redevelopment offers the potential to deliver a more sympathetic and contextually responsive form of development that better reflects the varied character of the High Street and the distinct townscape qualities of the area to the south.



High Street



Marine Walk Street



Theatre Street



Malthouse Hill



High Street / Bank Street Junction



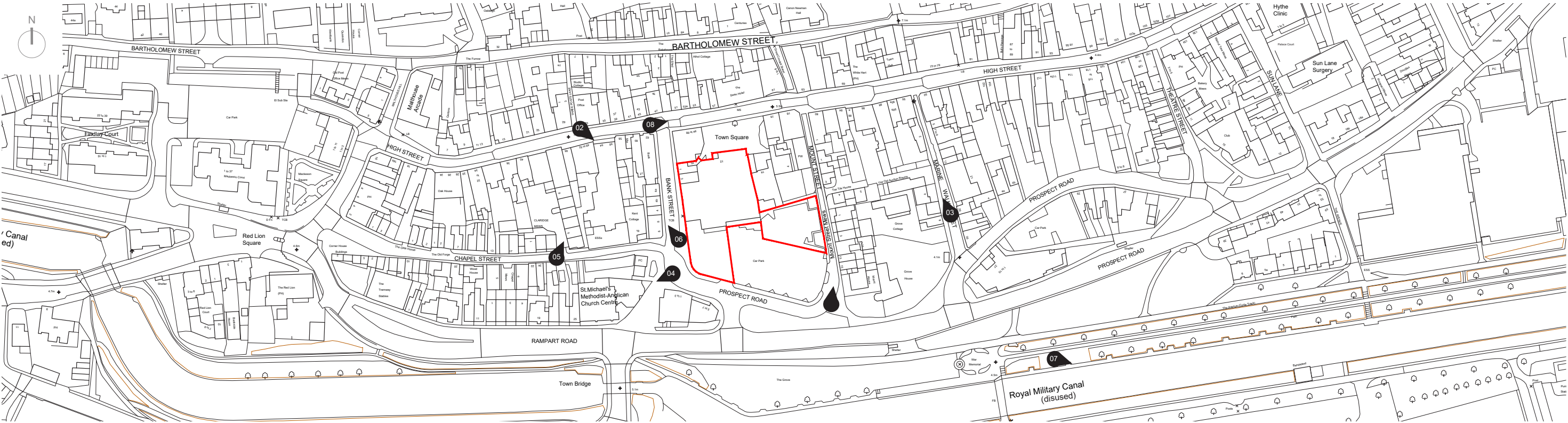
Mount Street



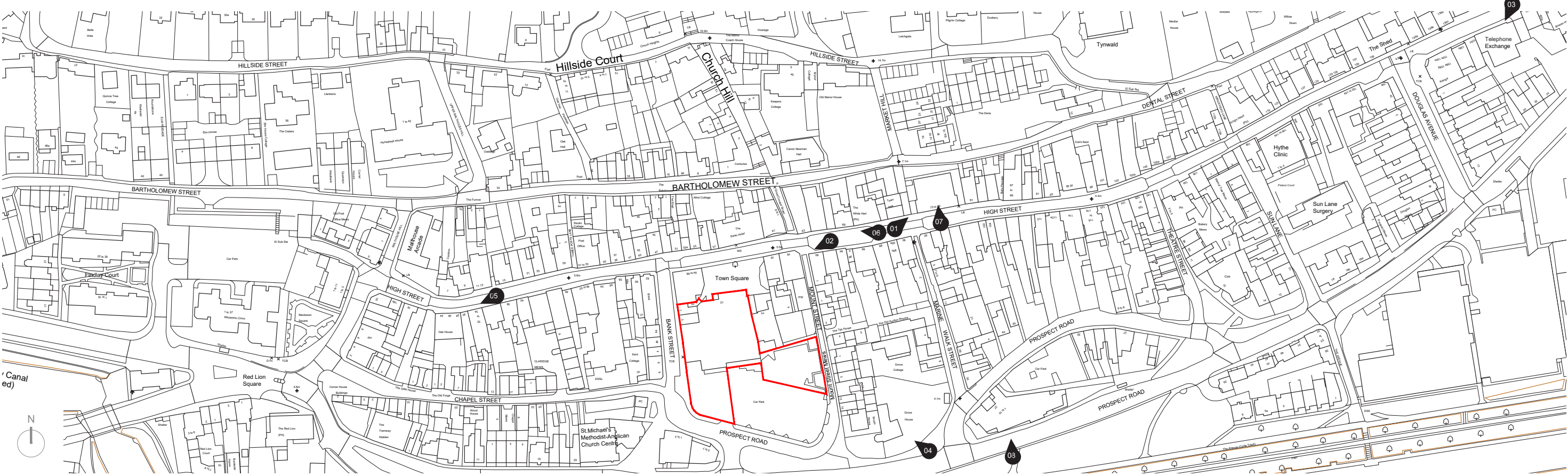
Bartholomew Street

2 ASSESSMENT

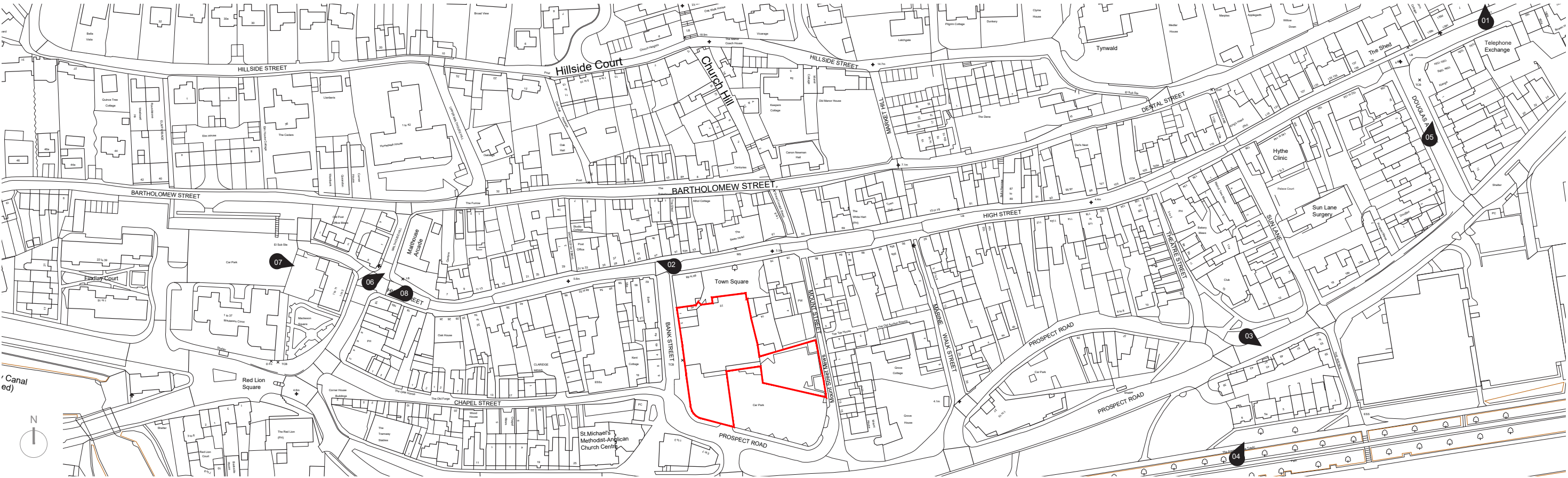
The following images highlight a range of architectural detail, scale and massing within the surrounding context, as well as indicating views towards the site from surrounding streets.



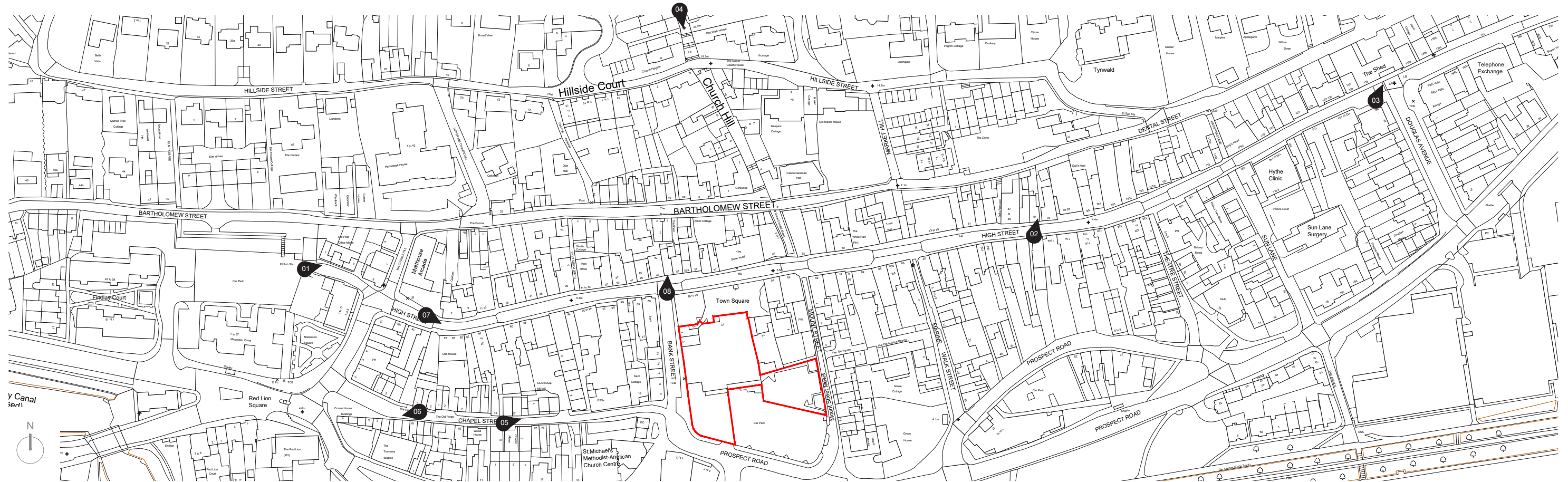
2 ASSESSMENT



2 ASSESSMENT



2 ASSESSMENT



2 ASSESSMENT

2.3 Movement

Local Road Network

- The historic access point to the site is positioned on Prospect Road, which is a single carriageway road measuring approximately 6.75m wide in this location. Prospect Road is subject to a 20mph speed limit; however, the nature and layout of the carriageway means speeds are lower. Most of Prospect Road in this location is flanked by double-yellow lines to prevent any on-street parking from taking place; however, there is a short extent of dedicated on-street parking marked out on the southwestern corner of the carriageway allowing for approximately 4 cars. This area of parking is restricted to a maximum stay of 1 hour Monday – Saturday between 8am – 6pm with no return within 2 hours.
- Although the access was historically in use, it has been closed for some time. As such, a visibility splay assessment has been undertaken to ensure this remains suitably located to serve the proposed development. A 7-day ATC survey has been conducted to establish actual vehicle speeds along the site frontage on Prospect Road. The survey took place between Tuesday 9th September 2025 – Monday 15th September 2025, with two tubes placed along Prospect Road either side of the proposed access location.
- As expected, the recorded vehicle speeds are very low along the site frontage, with the recorded 85th percentile speeds being 13mph (primary direction) and 12.8mph (secondary direction).
- Immediately to the east of the historic site access, Prospect Road leads onto Mount Street, which is a single carriageway road initially measuring 6m wide and is subject to a 20mph speed limit. Mount Street is flanked on both sides in its entirety by double-yellow lines to prevent any on-street parking/waiting from occurring. As mentioned, Mount Street provides access to Mount Street car park with separate in and out access points in place. Mount Street also provides access to a dental practice and a small number of residential dwellings. Beyond the access points for Mount Street car park, the carriageway narrows to one-way working with no through traffic to High Street, though pedestrians are able to use this as a connection.
- Approximately 25m to the south of the historic access point, Prospect Road is accessed via a give-way junction with the A259, with Prospect Road continuing to the east and Rampart Road to the west. A ghost island right-turn lane is in place to support movements into Prospect Road at this junction. The A259 is the main road providing access in, through and out of Hythe, operating an approximate east – west alignment. Approximately 6km to the east, the A259 provides access into Folkestone. Locally, the A259 is a single carriageway road measuring approximately 7.5m wide and is subject to a 30mph speed limit. Much of the A259 in Hythe is bordered by double-

yellow lines to prevent on-street parking, though it should be noted there is a separate section of Rampart Road leading off the A259 120m east of the junction which allows for unrestricted parking. This section of Rampart Road is approximately 100m in length and is one-way operating west to east.

- Approximately 35m northwest of the historic access point, Prospect Road connects onto both Chapel Street and Bank Street; however, this forms part of an anticlockwise one-way system. No vehicle access onto Chapel Street is allowed in this location, with Chapel Street being a one-way street measuring approximately 3m wide and operating west to east. Chapel Street can instead be accessed via Malthouse Hill located off the A259 280m to the west.
- Bank Street is accessible in this location and leads south to north on a one-way system. Bank Street runs along the western boundary of the site and measures approximately 3m wide, with the road subject to a 20mph speed limit. The western side of Bank Street is flanked by double-yellow lines to prevent any on-street parking/waiting from taking place, whereas the much of the eastern side is bordered by marked bays including 1 police bay, 2 disabled user bays and space for 2-3 general users. The latter is subject to the same restrictions as the on-street bays along Prospect Road being a maximum stay of 1- hour Monday – Saturday between 8am to 6pm. At the northern end of Bank Street, access is provided onto High Street, with left-turn movements only for vehicles.
- High Street is a one-way road operating on an approximate east to west alignment and measures approximately 4m wide. High Street is subject to a 20mph speed limit, though speeds are expected to be lower due to the high pedestrian presence and narrow carriageway. There are traffic calming features in place to reduce vehicle speeds with raised pedestrian crossings and surface changes, creating a pedestrianised environment. There is also a 350m extent of High Street between the Douglas Avenue junction and Bank Street junction which is subject to a pedestrian zone Monday – Saturday between 11am to 3pm, with a gate and signage in place at the eastern end to enforce this. Most of High Street is flanked by double-yellow lines to prevent on-street parking/waiting, though are some sections of dedicated on-street bays allowing for parking which are restricted to a maximum of 1-hour Monday – Saturday between the hours of 8am to 11am and 3pm – 6pm, noting that this is subject to the pedestrian zone restrictions between 11am – 3pm on these days.

Pedestrian & Cycle Infrastructure

- The existing pedestrian and cycle infrastructure in the vicinity of the site offers an excellent opportunity to encourage sustainable travel to future residents and visitors of the proposed development and reduce private vehicle travel. Prospect Road is flanked on both sides by well-lit footways measuring in excess of 2m wide throughout. The footways along Prospect Road are continuous onto the connecting roads including the A259 to the south, Mount Street to the east and both Chapel Street and Bank Street to the northwest.
- Along Mount Street, there is a 2m wide footway running along the northern side of the carriageway providing access into Mount Street car park at the eastern end. Beyond the access points to Mount Street car park, there are footways flanking both sides of the carriageway which continue onto High Street to provide a convenient connection for pedestrians, though these do significantly narrow to around 1m. Nevertheless, as this is a no-through road, pedestrians are able to utilise the carriageway at this point too.
- There are also 2m wide and well-lit footways along both sides of the A259 in the locality of the site, with the footways continuing on from both Prospect Road and Mount Street. For the former, there is also a separate pedestrian connection measuring in excess of 7.5m wide from the southwestern corner of Prospect Road to Rampart Road (A259). Due to the strategic nature of the A259, the road also benefits from extensive pedestrian crossing infrastructure, with the most notable being a signalised crossing positioned on Rampart Road (A259) approximately 20m west of the Prospect Road junction comprising dropped kerbs, tactile paving and road markings. There are further signalised crossings along Prospect Road (A259) to the east of the junction including a crossing point adjacent to the Waitrose & Partners store, as well as 550m to the west on Military Road (A259) close to the Sainsbury's supermarket. In addition, there is a zebra crossing facility along the A259 240m to the west comprising a refuge island with dropped kerbs, tactile paving, bollards, Belisha beacons and barriers along the northern side.
- The local area also benefits from excellent leisure routes along the Royal Military Canal, which can be accessed from the A259 70m south of the site. This comprises multiple shared footway/cycleways measuring in excess of 3m wide, with similar paths also in place on the opposite side of the canal. The routes benefit from numerous resting points comprising benches for seating as well as well-kept landscaping and trees for cover, offering an attractive leisure route for future residents.

2 ASSESSMENT

2.3 Movement

- To the northwest of the site, the footways along Prospect Road continue onto Chapel Street and Bank Street, though they significantly narrow along the former due to the nature of the road and buildings fronting the carriageway. On Bank Street there are footways bordering both sides of the carriageway measuring 1.5m wide on the western side and 2m along the east. These footways are continuous on both sides onto High Street to the north. There are dropped kerb/tactile paving facilities at the junctions for both Chapel Street and Bank Street with Prospect Road.
- High Street benefits from excellent pedestrian infrastructure creating a safe and attractive environment for pedestrians accessing the various local amenities. Footways bordering both sides of the road are well-lit and continuous throughout, with varying width from 1m – 2m. As previously mentioned, High Street also benefits from numerous raised pedestrian crossing facilities, which comprise carriageway narrowing, bollards and a change of surface. There is also seating in place throughout the High Street to allow for resting including within the public realm area immediately adjacent to the north of the site, which fronts the proposed retail units.
- As outlined previously, there is an approximate 350m extent of High Street between the Douglas Avenue junction and Bank Street junction which is subject to a pedestrian zone Monday – Saturday between 11am to 3pm, with a gate and signage in place at the eastern end to enforce this. This creates a safe and attractive pedestrian environment during the key shopping periods during the day, particularly for the demographic of the proposed development.
- Furthermore, within the proximity of the site there are numerous Public Rights of Way (PRoW) connections. The most notable PRoW routes are HB56, HB57 and HB58, which comprise the aforementioned paths along the Royal Military Canal. Other key routes include the connections from High Street which comprise PRoW routes HB44, HB45, HB46, HB52 and HB53 amongst others.
- The location of the site in relation to the local amenities within the town centre coupled with the extensive pedestrian infrastructure set out above creates an excellent opportunity to encourage walking as a main mode of travel to future residents and local visitors. Areas surrounding the site that can be reached within a 5-15 minute walk demonstrate the highly accessible nature of the site with the entirety of Hythe town centre reachable as well as beachfront.
- Although the age-restricted and specialist nature of the proposed development is such that there is unlikely to be an uptake in cycling by future residents, there is infrastructure in place on the wider network to encourage cycling where possible. As previously outlined, there are shared

footway/cycleways along both sides of the Royal Military Canal, which offer safe and attractive cycle routes across Hythe. Furthermore, the path along the southern side of the Royal Military Canal forms part of National Cycle Network (NCN) Route 2, which regionally offers a cycle connection through Hythe to Folkestone and Dover to the east, and Hastings to the southwest.

- In addition, the town centre is conducive to cycle activity due to the low-speed roads, one-way systems and non-vehicular zones. There are also cycle parking facilities available throughout the town centre, including within Mount Street car park and along High Street and Malthouse Hill.
- Overall, it is evident that the location of the site aligns with Chapter 9 'Promoting sustainable transport' of the latest National Planning Policy Framework (NPPF) (December 2024) as it allows for opportunities to promote walking and cycling to and from the proposed development, which in turn would allow for the creation of a sustainable development.

Public Transport

- There are excellent public transport connections available within the vicinity of the site, offering future residents and visitors with further alternative sustainable transport options. The nearest bus stops to the site are positioned along Prospect Road (A259) 110m (2-minute walk) southeast of the site for westbound travel and 230m (3-minute walk) east of the site for eastbound travel. Both bus stops are formed of a flagpost with a printed timetable, sheltered seating, a layby with road demarcations and Kessel kerbs.
- There are multiple bus services available from the nearby bus stop offering sustainable transport to several key destinations, all of which offer frequent services into Folkestone, Dover, Canterbury and Ashford. Although the majority of key amenities are available within walking distance of the site in Hythe town centre, the above bus services offer future residents the option to travel sustainably to other key destinations for leisure purposes, as well as benefiting any visitors to the site from these destinations; consequently, reducing the overall necessity for car ownership at the proposed development.
- Furthermore, as the average age of entry for a Churchill Living resident is 79 years, it is anticipated that all residents would be eligible for an older person's bus pass. This would grant residents free bus travel, an incentive for utilising public transport instead of owning a car, which would be promoted to residents.
- The public transport connections in the local area also support Chapter 9 'Promoting sustainable transport' of the latest NPPF (December 2024) as there are opportunities to promote public transport and offer a choice of travel modes, creating a sustainable development.

Accessibility to Local Amenities

- The CIHT document 'Planning for Walking' (April 2015) references 'Building Sustainable Transport into New Developments' (DfT, 2008) stating that 'Walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres)'.
- Additionally, the CIHT document 'Planning for Walking' (April 2015) identifies that whilst the number of pedestrian journeys is decreasing, 'the average length of pedestrian journeys increased slightly from 0.7 miles to 0.85 miles' from 1985 to 2007 (page 6). This equates to an average length for pedestrian journeys of 1,385m, whilst the average duration also increased from 15-minutes to 17-minutes.
- The location of the site in proximity to the local amenities provides an excellent opportunity to create a sustainable development.
- There are numerous key amenities available within walking distance of the proposed development site that would be of important use daily for future residents, including the nearby health centre, pharmacy and supermarkets.
- Additionally, all of the walking time durations are significantly less than the average time of 17-minutes outlined within CIHT's 'Planning for Walking' document (April 2015), which confirms that the local amenities are within walking distance of the site.
- Notwithstanding the array of local amenities, the local bus services also provide the opportunity for future residents to travel sustainably to other key destinations, most notably Folkestone, where further facilities are available including shopping centres, leisure facilities and food outlets.

2 ASSESSMENT

2.4 Nature

Hythe is positioned between the coastal plain of Romney Marsh and the shoreline of the English Channel. This creates a setting where open coastal landscapes, marshland habitats, and planted urban spaces all contribute to the town's environment. Soft landscaping immediately adjacent to the site is limited and does not form part of the established character.

The Town Square is primarily an urban civic space, but it is softened by several natural elements. Mature trees and planted areas provide greenery within the space and along surrounding streets, helping to frame views and soften the built form.

Small landscaped areas and planting beds introduce seasonal vegetation and colour within the public realm.

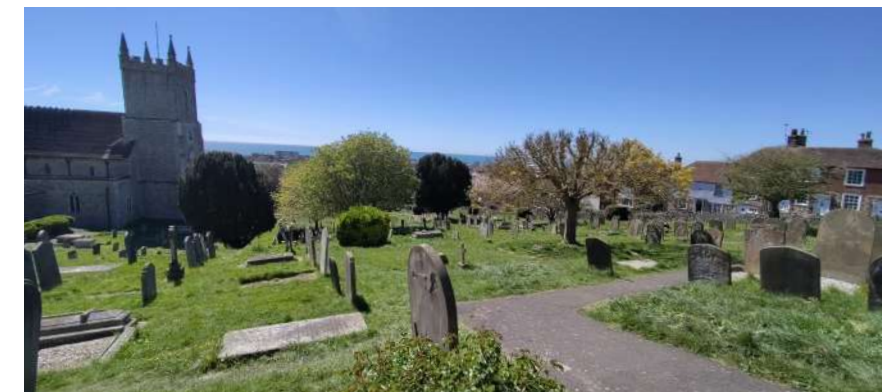
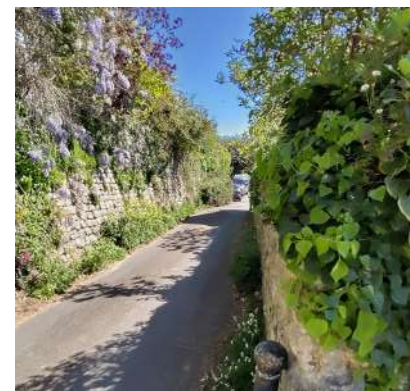
The nearby churchyard of St Leonard's Church contains mature trees, grassed areas, and historic planting, creating a calm green setting close to the centre of the town.

Within a short distance of the square, Hythe's natural environment becomes more pronounced. The shingle beach and coastal edge lie to the south, offering open views across the Channel.

The tree-lined banks of the Royal Military Canal provide an important ecological corridor, supporting water birds, aquatic plants, and riverside vegetation.

Together, these features mean that even within the built-up town centre, the site retains a strong relationship with its coastal and marshland landscape, with greenery, mature trees, and nearby waterways providing a natural counterpoint to the historic streets and buildings.

Many boundaries in the surrounding area are of local importance or listed, generally constructed of brick or ragstone and often accompanied by dense hedge growth. Southeast of the site, the boundary wall south of Grove House, Prospect Road is noted as of local importance on the CAA.



2 ASSESSMENT

2.5 Built form: Building Heights Map



2 ASSESSMENT

2.5 Built form: Building Typologies Map



2 ASSESSMENT

2.5 Built form: Urban Grain



2 ASSESSMENT

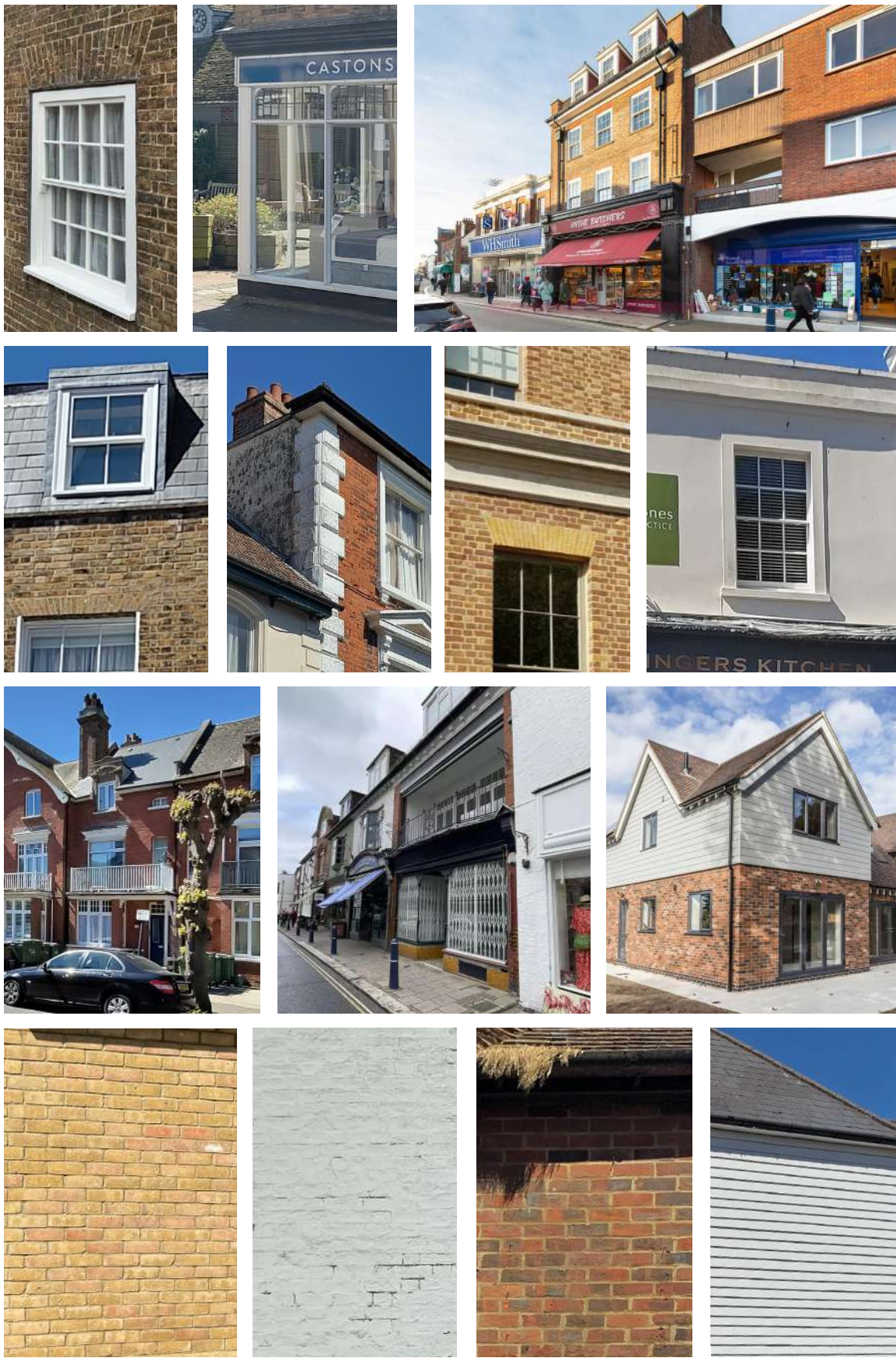
2.6 Identity

The photos on this page represent the typology and characteristics of local vernacular within the context of the site. Period dwellings and buildings exhibit façades adorned with a mix of tile hanging, weatherboarding, render, and brickwork. Recent developments showcase an assortment of render, red brick accents, and weatherboarding, reflecting a blend of traditional and contemporary materials within the area.

Roofing predominantly comprises pitched roofs, often behind a decorative parapet, clad with red clay tiles or slate. Mansard roofs are also a common feature, with a mix of pitched and flat roof dormers. Protruding firewalls identify individual dwellings, enhancing the tight grain and narrow plot sizes along continuous frontages.

Sash & casement windows are dominant, accompanied with splayed brick window heads or decorative window surrounds.

Decorative shopfronts along the High Street offer varied fenestrations at ground floor level, with a clear hierarchy from ground to top floor.



2 ASSESSMENT

2.7 Uses

Residential

The surrounding residential character largely consists of 2 / 2.5 storey terraced and semi-detached dwellings, many dating from the Victorian and Edwardian periods, alongside post-war infill development. Housing density is notable reflecting the town's historic development pattern.

Commercial

Hythe High Street provides a range of local retail and commercial services including independent shops, cafés, restaurants, and professional services. Ground-floor retail with residential above is a common configuration along the High Street, maintaining the traditional mixed-use character.

Community and Civic

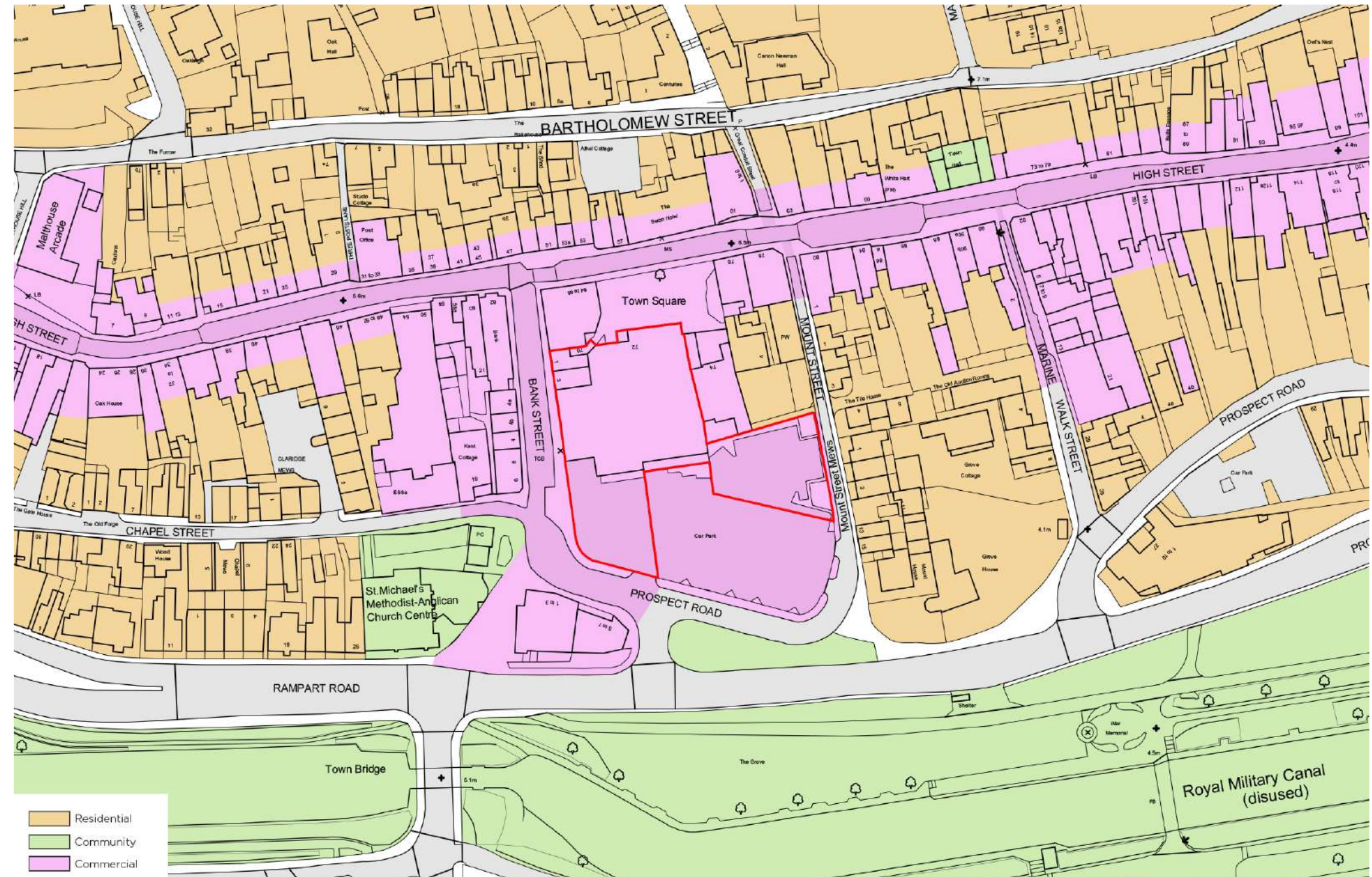
The area benefits from established community infrastructure. Notable facilities include:

St Leonard's Church : a Grade I listed medieval parish church forming a prominent local landmark

Hythe Library and local schools serving the educational needs of residents

The Royal Military Canal : a Scheduled Ancient Monument running through the town, providing recreational green space and a pedestrian/cycle route

Various public houses and community halls contributing to social infrastructure



3 INVOLVEMENT

3.1 Community Engagement

Political Representatives

Local political representatives were sent email briefings on the 22 April which detailed the site plans as well as offering them a follow up session that would offer an opportunity for further discussion.

At the request of local representatives, a meeting was arranged on the 20 May 2026 with members of Hythe Town Council as well as ward members of Folkestone and Hythe District. During the meeting a member of the team circulated physical boards to the local library at request of the Hythe library. Discussions were very positive, with conversations regarding design leading to the revision of the Town Square elevation to include Buff Brick opposed to White Brick.

Local Groups

Local groups such as Hythe Civic Society and Hythe Business and Tourism Association also received email briefings, which detailed the site plans as well as signalling them to the online project website where comments and feedback was welcomed.

Local Residents

A two-page A4 letter was circulated to approximately 332 addresses on the 12 May 2026, informing local residents of the site and proposal. The letter invited residents to provide feedback via an online feedback form which could be found on the dedicated website.

Press Release

A press release was circulated amongst the Kentish Express, Kent Live and Kent Online on 18 May 2026. The press release contained information about the proposals and the project website. On the 19th May 2026 Kent online published the article on their online news website.

Website

A dedicated website was launched on 18 May 2026 to provide information on the project; the website also contained an online feedback form which was live during the consultation period from Monday 18 May to Sunday 31st May 2026 (and beyond). The dedicated website had 396 views from 122 users during the consultation period.

Feedback

The consultation period which lasted from Monday 18 May to Sunday 31 May 2026, informed residents of the proposals as well as offering opportunities to provide feedback. Opportunities to provide feedback were provided within the dedicated project website.

The project website gained a total of 396 views throughout the consultation period, with 122 of which being active users. The majority of users viewed the home pages, proposal page and the design page with fewer users navigating to the feedback section of the website.

The consultation was directly advertised to 332 addresses adjacent to the site via a letter delivered in an envelope with the tagline “Information about Churchill Living development proposals”.

Despite the above, the issue of a press release and the website receiving 396 views, there were only 13 feedback forms received. The feedback received contained a balance of views with some support for the development, as well as some comments surrounding parking.

Churchill Living is committed to continuing to engage with the local community and to work together to resolve concerns as far as possible.



A long-abandoned Aldi supermarket could be transformed into 34 retirement homes and two shops under new plans.

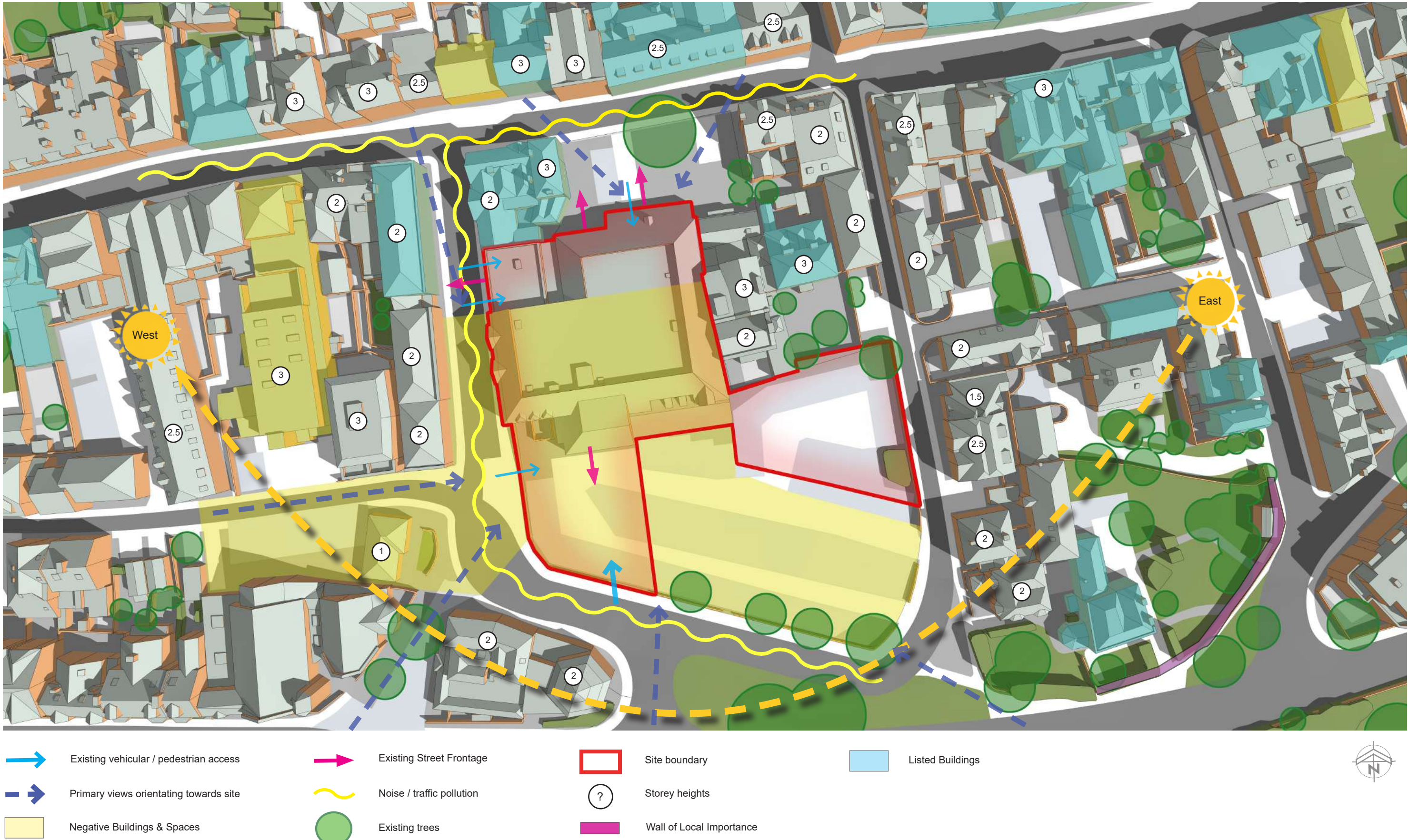
Churchill Living, a retirement housing developer, is in the process of exchanging contracts with the German chain to purchase its former unit in Hythe high street.



www.kentonline.co.uk/hythe/news/new-retirement-home-development-planned-for-town-centre-aldi-340497/

4 EVALUATION

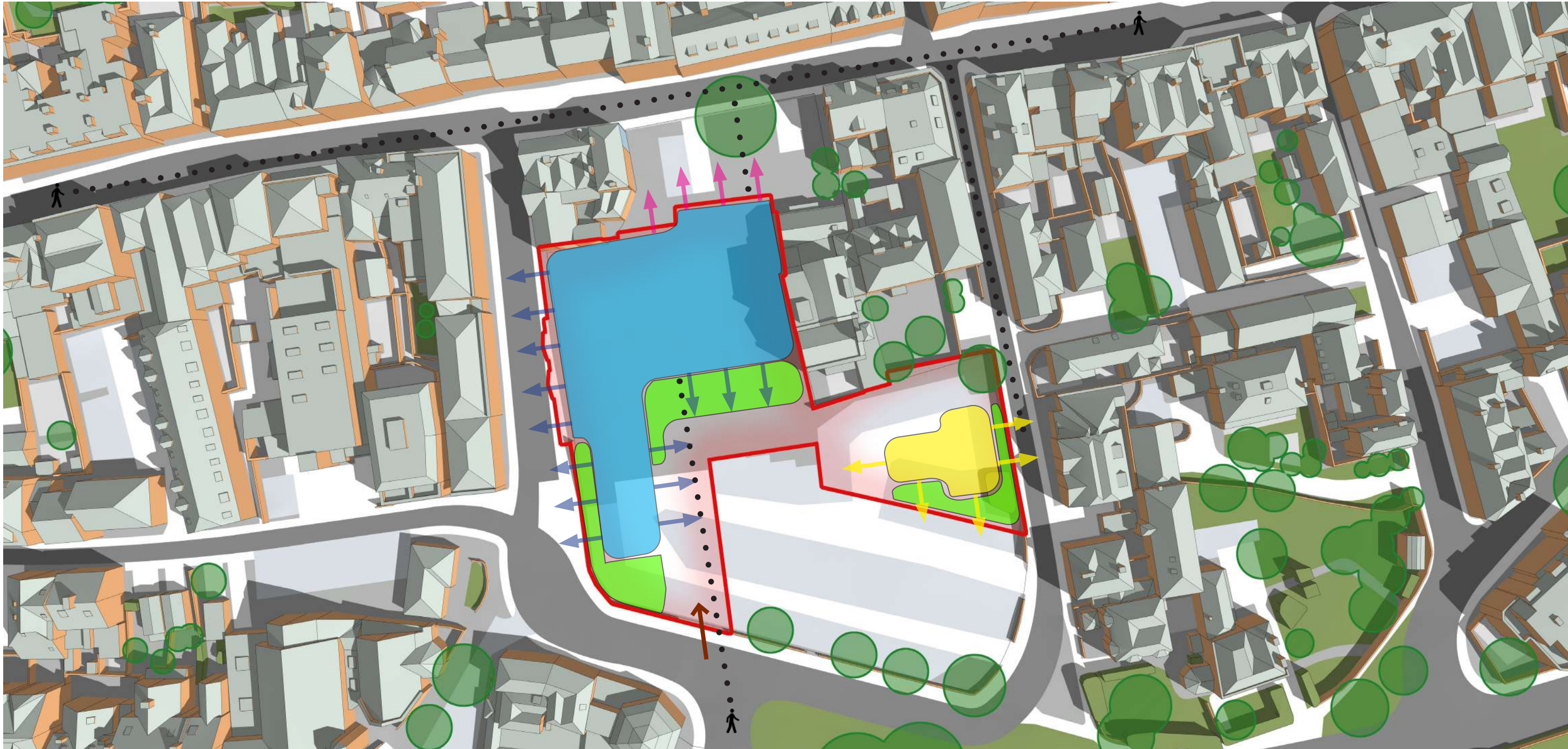
4.1 Constraints

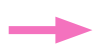


4 EVALUATION

4.2 Opportunities

The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, highlighted in the image below.



-  Opportunity to improve the current negative building & associated hardstanding via demolition of the existing building on site and the development of a proposal more suited / sympathetic to its historic context.
-  Maximise zones of amenity / landscaping around the proposal. Enhance biodiversity through removal of hardstanding and introduction of soft landscaping & planters where possible..
-  Reinststate active frontages to Bank Street, with residential units built to the pavement edge.
-  Reinststate active frontage to the High Street via proposed Retail Units that front onto the Town Square, enhancing the space as a social / communal hub.
-  Existing access adapted to form segregated vehicle / pedestrian access.
-  New small scale frontage to address views from the rear of the site (Prospect Road / Mount Street), enhancing passive surveillance & enclosure along Mount Street.
-  Opportunity for small scale dwellings / cottages to rear of site, as seen in the surrounding area & responding to the historic use of the site.
-  Short level walk for pedestrians and owners to the local amenities.



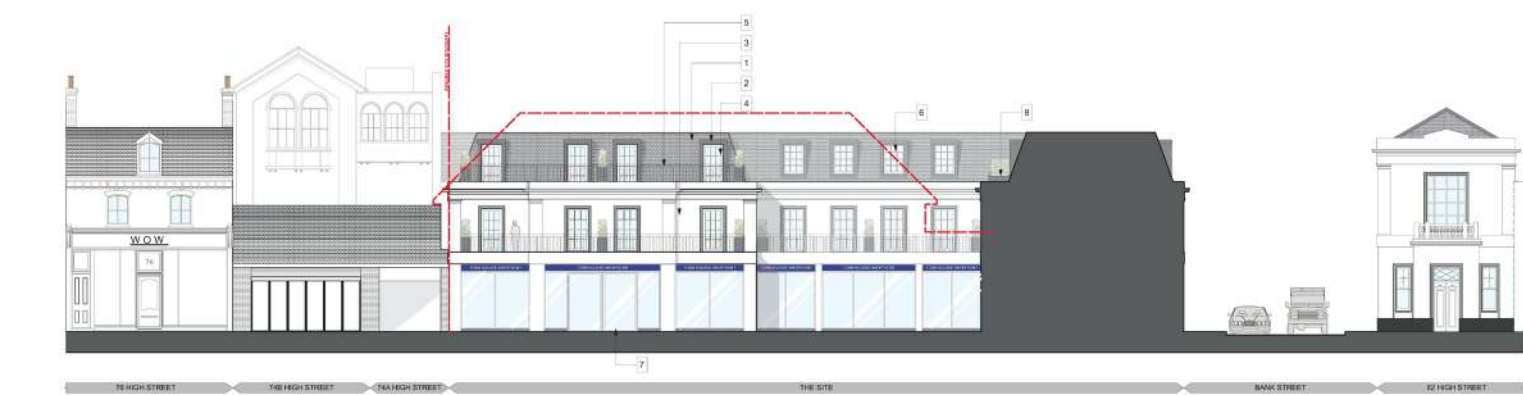
4 EVALUATION

4.3 Design evolution & Concept - EXISTING PLANNING APPLICATION [22/1109/FH]

The site was recently subject to a planning application for the ‘Conversion of former Aldi supermarket (to include partial demolition) and erection of a new building to provide 35 residential apartments and 5 commercial units (classes E, F1 and F2), re-configuration of existing car park, enhancement of the Town Square, landscaping, and other associated works’ (application reference: 22/1109/FH), which was originally submitted in July 2022. In December 2025, the application was disposed of as undetermined.



SITE PLAN



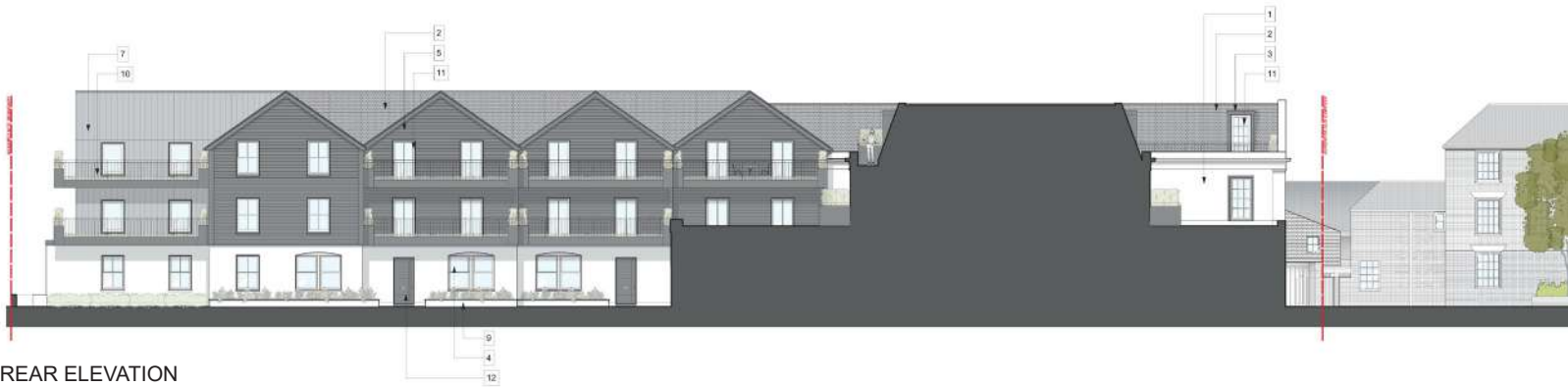
TOWN SQUARE ELEVATION



HIGH STREET ELEVATION



BANK STREET ELEVATION



REAR ELEVATION

4 EVALUATION

4.3 Design evolution & Concept



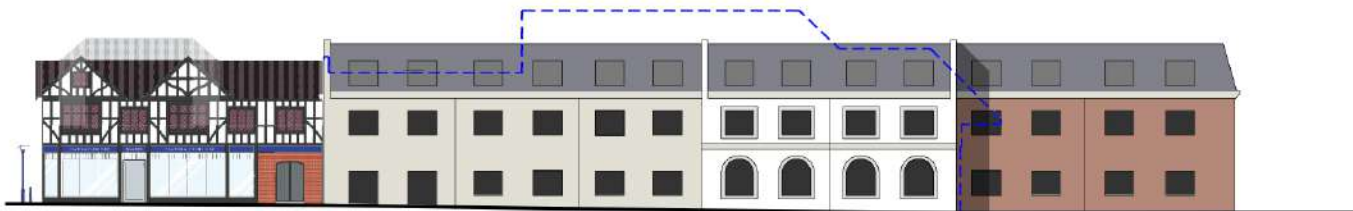
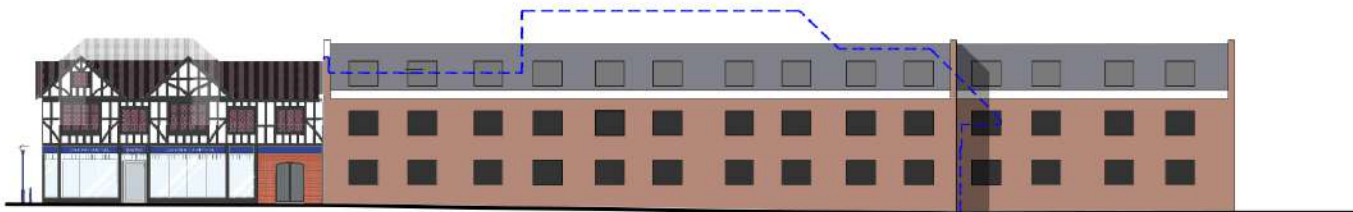
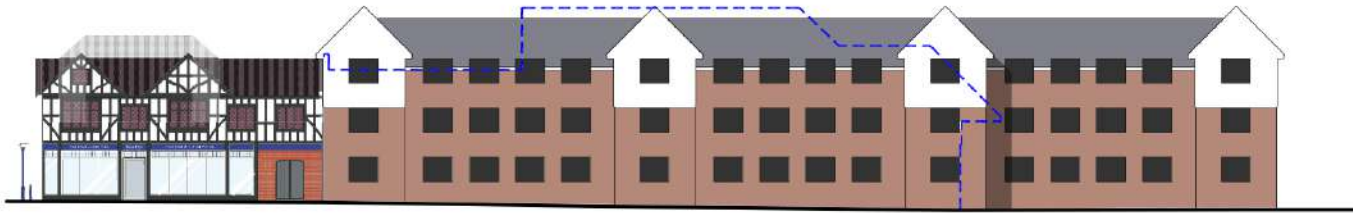
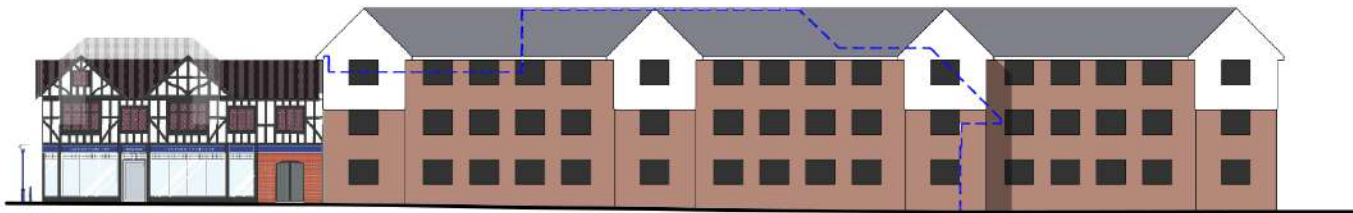
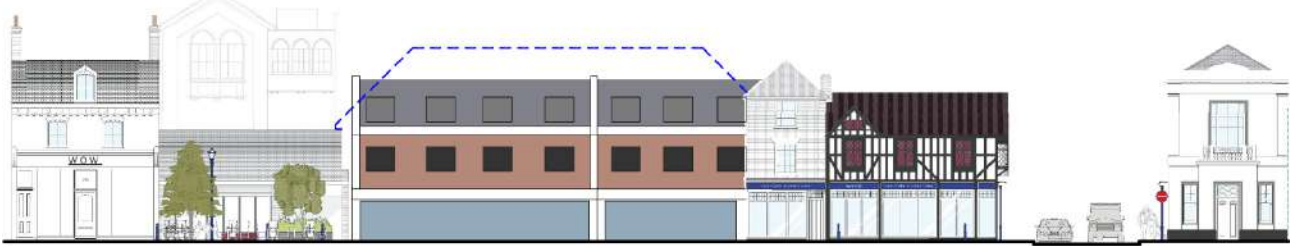
- Initial Footprint responding to constraints and opportunities
- Frontages to the Town Square, Bank Street, and Prospect Road
- Undercroft access to maximise site potential
- 3 Storey Main Development
- 2 Storey cottages within East section of the site
- Public Access via Town Square
- Resident access via Town Square, Proposed Access / Parking area, and via Mount Street (cottage access)
- Street Frontages built to pavement edge with small set back introduced along the southern half of the Bank Street Elevation (west boundary)

- Footprint refined and reduced
- Access proposed via disused existing access point
- Parking divided to minimise visual impact
- Substation introduced
- Bank street elevation reduced in length and set back increased to allow for landscaping strip
- Cottages reorientated to avoid overlooking along Mount Street
- Development reduced to 2.5 Storey (Half Dormer)

- Footprint further reduced & considered articulation introduced
- Access developed to allow for shared access
- Parking along southern boundary reduced to allow for improved landscaping
- Length of Bank street elevation built to the pavement edge increased to respond to the existing form opposite bank street while retaining an element of set back to allow for a landscaped buffer
- Cottages refined, reorientated, and articulated to provide private front door access to each cottage
- Development reduced to 2.5 Storey Mansard
- Single access off Mount Street introduced (cottage access)
- Turning Head provided

4 EVALUATION

4.3 Design evolution & Concept



5 DESIGN

5.1 Planning Policy Compliance

The National Design Guide

The proposed development seeks to exemplify excellent design while meticulously addressing all ten essential attributes outlined in the National Design Guide. By doing so, we are committed to ensuring that our project is not only efficient, well-suited, and sustainable but also contributes significantly to the enhancement of the local area.

The National Planning Policy Framework underscores the fundamental importance of creating high-quality buildings and environments within the planning and development process. The National Design Guide serves as a practical showcase of how well-designed, aesthetically pleasing, enduring, and successful places can be achieved. It is an integral component of the government’s repository of planning practice guidelines and should be consulted in conjunction with separate guidelines related to design processes and tools.



1. Context - The proposed scheme developed through a detailed assessment of its context, taking into account the built environment, local culture, and history to ensure it integrates seamlessly with its surroundings.
2. Identity - The scheme will create a distinct and attractive identity which draws reference from its surroundings through the appropriate use of scale & massing, appearance, materials and landscaping (see sections 5.3, 5.4, 5.5 & 5.6). The building will help enhance local culture and character while contributing positively to the broader community.
3. Built Form - The architectural design focuses on the built form, with careful attention to aesthetics, scale, and spatial arrangement, creating a harmonious and functional environment. Section 5 of this document summarises how the design responds to and mitigates any impact on its surroundings.
4. Movement - The site was selected for its highly sustainable location in walking distance from local amenities. Due to the nature of the development it has been carefully designed to ensure it is inclusive to users of all abilities and ages. The proposed access has been designed to have minimal impact on existing infrastructure and will enable future pedestrian and cycle route improvements and provide better connectivity between parts of the city. (see section 1.6, 2.3, 5.7)
5. Nature -The proposal incorporates green spaces and natural elements, including street trees, boundary planting, gardens, and sustainable landscaping to enhance the connection between residents & nature. (see section 2.4, 5.5, 5.6, 5.9 and 5.10)
6. Public Spaces - The proposal provides safe, social and inclusive spaces for future residents. The location of the site is within walking distance of the high street which has a wide range of local amenities. Churchill residents tend to be basket shoppers and will contribute on a daily basis to the local economy and adding to an improved sense of community (see section 1.4 & 1.6)
7. Uses - The development offers 32 retirement living apartments and 2 retirement living cottages which meet the current and projected housing needs. The proposal also reintroduces retail units to the Town Square. The proposal and its inhabitants will contribute greatly to the sense of the community and promote a vibrant atmosphere (See sections: 1.4, 3.3, and 5.1)
8. Homes & Buildings - For more than 30 years, Churchill Living has been offering functional, health-conscious, and environmentally sustainable retirement housing which is managed in perpetuity by Churchill's sister company Churchill Estates. These plans incorporate conventional apartment that conform to national space standards and are fully M4(2) compliant. The Churchill product has proven its effectiveness in various developments nationwide and the business model continues to adapt to emerging environmental and sustainability agendas.(see section 1, 3.3, 5.8)
9. Resources - Sustainability is at the core of Churchill Living product, with resource-efficient building practices, renewable energy sources, and water management strategies to minimize resource consumption and carbon emissions. The Churchill product continually undergoes a rigorous internal review process to ensure the built fabric and building performance typically exceeds building regulations to provide an efficient and resilient end product (see section 5.8 & 5.9)
10. Lifespan - The scheme has been designed for long-term sustainability, using durable materials, employing renewable technologies, and maintenance plans to ensure it remains an enduring asset for generations to come. (see section 5.8 & 5.9)

5 DESIGN

5.1 Planning Policy Compliance

The Kent Design Guide [2005/06]

The Kent Design Guide promotes context-led, high-quality, sustainable development that reinforces local character, prioritises people over vehicles, respects heritage assets, and creates attractive, healthy, and resilient places. Good design should emerge from a detailed understanding of the site and its surroundings, resulting in development that is distinctive, well-connected, and responsive to its context.

Understanding the Site and Context

The proposed development has been informed by a detailed understanding of the site's historic evolution, townscape setting, and surrounding character. The design responds positively to the distinctive qualities of Hythe, taking account of local views, heritage assets, existing development patterns, and the established urban grain. As a result, the proposal reinforces and enhances the character and appearance of the locality.

Creating a Strong Sense of Place

The development has been designed to create an attractive and distinctive place with a clear identity that reflects its town-centre context. The layout and built form respond to local building patterns, plot arrangements, scale, and enclosure, contributing positively to the character of Hythe and strengthening the sense of place within the wider streetscape.

People-First Design

The proposal prioritises a safe, inclusive, and accessible environment for all users. Pedestrian movement has been carefully considered, ensuring that the development is easy to access and navigate. The design promotes social interaction and provides a welcoming environment.

Movement and Connectivity

The development is well integrated with the surrounding street network and existing services, promoting sustainable patterns of movement. Connections to nearby facilities are maintained and enhanced where possible, encouraging walking and reducing reliance on private vehicles. The layout has been designed to ensure clear, convenient, and attractive routes throughout the site.

Health and Wellbeing

The proposal contributes positively to health and wellbeing through the creation of a high-quality environment that benefits from good levels of natural light, passive surveillance, and a strong sense of safety. The design promotes a pleasant and welcoming setting that supports the wellbeing of residents, visitors, and the wider community.

High-Quality Layout and Urban Design

The layout has been carefully considered to create a coherent and legible form of development. Buildings positively define streets and spaces, establish clear distinctions between public and private realms, and maintain an appropriate scale and density for the site and its surroundings. The proposal contributes positively to the urban structure of the area.

Architectural Quality and Detailing

The architectural approach is informed by the character of the surrounding area. The proposal incorporates well-proportioned forms, durable materials, and carefully considered detailing that contributes to local character and ensures a high standard of appearance over the long term.

Heritage and Local Character

The design has been developed with full regard to the historic environment and local distinctiveness of Hythe. The proposal responds positively to the area's historic development patterns, built form, and material palette, ensuring that the significance of nearby heritage assets and the wider historic townscape is preserved and enhanced.

Sustainability and Climate Resilience

Sustainability principles have been embedded within the design process. The development incorporates energy-efficient measures, sustainable construction principles, and appropriate drainage solutions, helping to minimise environmental impacts and support resilience to future climate change.

Landscape and Biodiversity

Landscape considerations have informed the design from the outset, ensuring that opportunities to enhance the site's environmental quality are realised. Planting and biodiversity measures are integrated into the proposal where appropriate, contributing to the ecological value and visual amenity of the development.

Collaboration and Design Process

The proposal has evolved through a comprehensive design process informed by site analysis, technical assessment, and engagement with relevant stakeholders. The resulting scheme reflects a balanced and considered response to planning, design, heritage, and environmental considerations, demonstrating alignment with the objectives of the Kent Design Guide.

5 DESIGN

5.2 Use & amount

- The site is currently occupied by a vacant former supermarket with associated service yard & car parking, comprising a two-storey building that detracts from the character and appearance of the conservation area due to its top-heavy roof form and a lack of architectural articulation and fenestration.
- Historic uses include : Stables / Pasture Land / Residential Housing / Courthouse / Cinema.
- Churchill Living applies rigorous criteria to the sustainability and location of its developments, ensuring that proposals are accessible to all residents through proximity to public transport, shops, and local services.
- The proposed development involves the clearance of the existing site and the construction of a 32-unit retirement living apartment block, alongside two retirement mews cottages designed for residents aged 60 and over. The scheme includes associated communal facilities, parking, substation, and landscaping. The apartments comprise a mix of one-bedroom units (68.7%) and two-bedroom units (31.3%), reflecting the needs of the target demographic.
- At ground floor level, retail units are reintroduced to the Town Square frontage, restoring active commercial use and enhancing public engagement with the area.
- The site is located in an area of high amenity, well suited to Churchill Living's market demographic, which typically comprises residents who prefer local convenience and community living over private car use. The site measures approximately 0.235 hectares, corresponding to a land density of approximately 145 dwellings per hectare, consistent with the surrounding urban form.
- The development is 2.5 storeys in height throughout, optimising the site's development potential while maintaining a simple, coherent design that integrates seamlessly with the surrounding residential context. Communal facilities include an Owners' Lounge and coffee bar, with a lodge manager available to assist residents with day-to-day needs, providing reassurance and peace of mind. A guest suite is provided for visiting family and friends, and lift access ensures all floors are fully accessible.
- The site benefits from a level walk to nearby shops, healthcare, and other social facilities and is well served by local public transport, supporting the lifestyle and accessibility requirements of its residents. The proposal is fully compatible with the existing mix of residential and retail uses in the surrounding area, contributing positively to the character and function of the Town Square.

Examples of the residents communal facilities



Owners' Lounge



Coffee Bar

5 DESIGN

5.3 Layout

- The proposed development has been carefully informed by the site’s opportunities and constraints, as well as the urban character and built form surrounding the site. The main building adopts an ‘L-shaped’ footprint in response to the existing site pattern, creating active frontages to both the Town Square and Bank Street. Retail units are located at ground floor level along the Town Square, enhancing public engagement and contributing positively to the vitality of the area, while residential accommodation, site access, two retirement cottages, and associated parking are positioned to the rear of the site. Retail units benefit from convenient access to dedicated refuse storage facilities adjacent to the square.
- The proposed development abuts existing properties to the north and east, reinforcing the sense of enclosure and continuous frontage characteristic of the local townscape. Along Bank Street, the building responds to the tight urban grain by maintaining a strong building line at the pavement edge, reflecting the established character on the opposing side of the road. At the junction of Bank Street and Prospect Road, a deliberate step in the building line introduces visual articulation and relief, allowing for the incorporation of soft landscaping at the point of changing character.
- Pedestrian connectivity has been carefully considered. A dedicated owner’s entrance provides direct access from the High Street, enhancing permeability and footfall. A new opening in the Mount Street boundary wall provides separate gated access for the mews cottages and direct access to local shops.
- Vehicular access is via a reinstated former access, leading to parking areas dispersed throughout the site. Soft landscaping is incorporated throughout the site where possible, and is in keeping with the surrounding urban context.
- A brick wall and railing provides distinct separation between the proposal and the retained public car park.
- Habitable rooms are evenly distributed across all elevations, maximising natural surveillance and contributing to a safe and active environment. The southern elevation is set back from the adjacent car park to ensure a suitable relationship in terms of outlook, privacy, and residential amenity for future residents. First-floor units fronting the Town Square include walk-out terraces where feasible, further enhancing the active frontage and passive surveillance of communal public spaces.
- The layout establishes a clear and legible hierarchy of movement, ensuring intuitive routes from the site entrance to parking areas, residential entrances, communal facilities, and external amenity spaces.
- A lift positioned adjacent to the main entrance and Owners’ Lounge provides convenient, inclusive access for all residents. Private landscaped gardens are provided to the rear of the cottages, and a communal patio adjoining the Owners’ Lounge serves the main residential block. Apartments are generally arranged as single-aspect units along central corridors, with dual-aspect units included wherever practicable to enhance outlook and natural ventilation.
- The cottages are carefully oriented to prevent overlooking of neighbouring properties while maintaining an enclosed mews character commonly found throughout the area. Their siting and scale contribute positively to the intimate grain of the surrounding residential context.
- Ancillary elements, including a substation, have been sensitively positioned to minimise visual impact on the public realm, and a turning head has been incorporated to allow safe manoeuvring of fire appliance and delivery vehicles within the site. Refuse collection for the proposal will be kerb side as per the existing situation.

“Well-designed new development makes efficient use of land with an amount and mix of development and open space that optimises density. It also relates well to and enhances the existing character and context.” National Design Guide, Para 54



5 DESIGN

5.4 Scale & massing

‘Planning policies and decisions should ensure that developments: are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);’

NPPF page 39 para 130+



- The parameters informing the proposed bulk, scale and massing are set out within Section 2 of this report (Assessment). Whilst the proposal comprises a singular building footprint, the overall massing will not be perceived from any one viewpoint due to the articulation of the elevations and roof-scape.
- The proposed scale and massing along the frontage responds positively to the established urban grain of this part of the High Street, creating a continuous yet well-articulated streetscape that reflects the prevailing character of the surrounding area.
- The Town Square frontage has been sympathetically divided into two components, breaking down the overall elevation into proportions to reflect 70 and 72 High Street as distinct properties.
- The careful positioning of downpipes and rainwater goods further reinforces this subdivision and contributes to the visual articulation of the façade.
- The proposed building is approximately 2.5 storeys in height, incorporating a mansard roof form. As such, the proposed eaves and ridge heights are considered sympathetic to the adjacent Grade II Listed buildings and the wider Conservation Area. Furthermore, the proposed ridge height is significantly lower than the existing structure, thereby reducing the overall visual impact upon neighbouring dwellings and amenity areas.
- The mansard roof reflects a common architectural feature within the surrounding context and assists in reducing the perceived scale of the development. Firewall detailing at roof level assists in dividing the building into well proportioned elements, reflecting the rhythm and character of the surrounding townscape.
- The High Street frontage has been articulated through the introduction of a step in the building line, together with variations in materials and architectural detailing.
- Additional visual interest is achieved through the inclusion of a first-floor terrace overlooking the Town Square. This feature introduces horizontal emphasis and subdivision between commercial and residential elements.
- The proposed retail frontage takes reference from traditional shopfront detailing found along the High Street, enhancing the visual quality of the Town Square and reinstating active public frontage following the closure of the Aldi store.
- Second-floor accommodation has been wholly contained within the roof space, with smaller dormer windows establishing a clear hierarchy above the lower floors.

5 DESIGN

5.4 Scale & massing

- Steps within the building footprint have been incorporated across all elevations to aid articulation and avoid the appearance of continuous monolithic façades. In a similar manner to the principal frontage, the remaining elevations have been visually divided into smaller components of comparable width to surrounding buildings. This has been achieved through the considered use of materials, firewall detailing, projections and recesses, together with the placement of rainwater goods.
- The proposal is of a comparable height to surrounding buildings and transitions in scale to adjacent properties are gradual and consistent with relationships evident elsewhere.
- Contrasting brick tones similarly take reference from neighbouring buildings and assist in reducing the perceived massing of the development.
- The site occupies a unique and prominent position, with frontages on all sides. Each elevation has been carefully designed to respond to its specific setting, incorporating well-proportioned elements and considered variation in elevational treatment. Given the proposed separation distances to site boundaries and neighbouring buildings, it is considered that the site is capable of accommodating development of the proposed scale without detriment to the character and appearance of the street scene.

Large ground floor openings / Varied window surround detailing / Reduced dormer window sizing provides a sense of vertical hierarchy.



ELEVATION C-C

Strategic planting introduced to enhance amenity areas and denote the change in character areas.



ELEVATION D-D

Secondary sub-division through the strategic composition of materials & placement of downpipes.



ELEVATION E-E

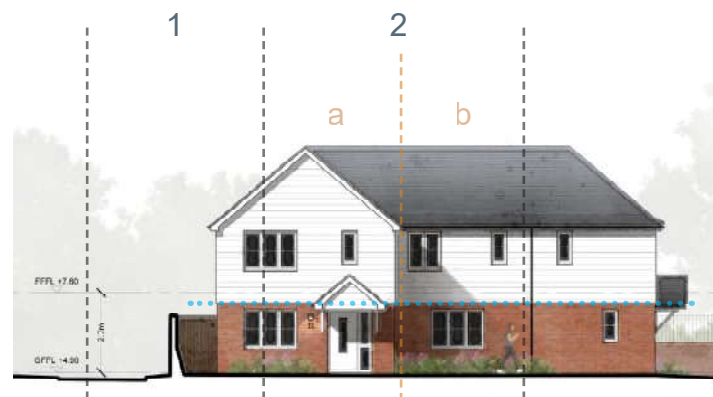


ELEVATION F-F

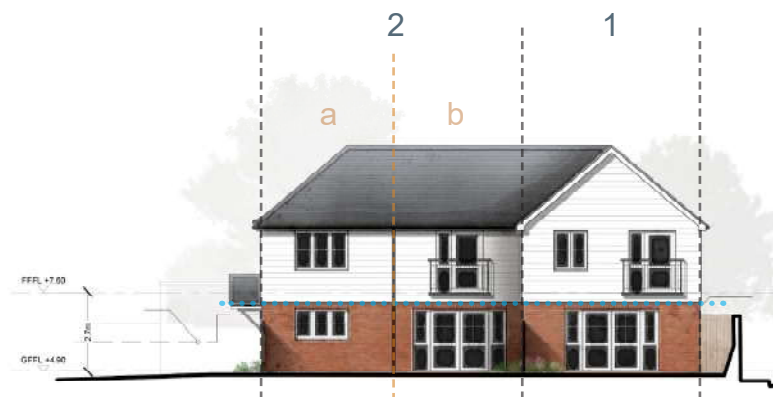
Changes in materials help to divide the elevation while highlighting the main entrance, aiding the customer journey from the highway access / car park.

5 DESIGN

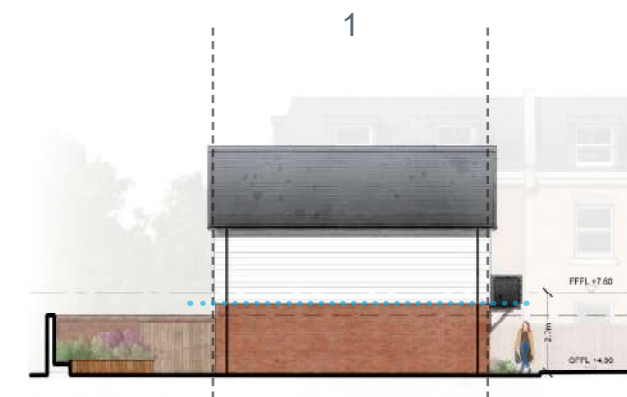
5.4 Scale & massing



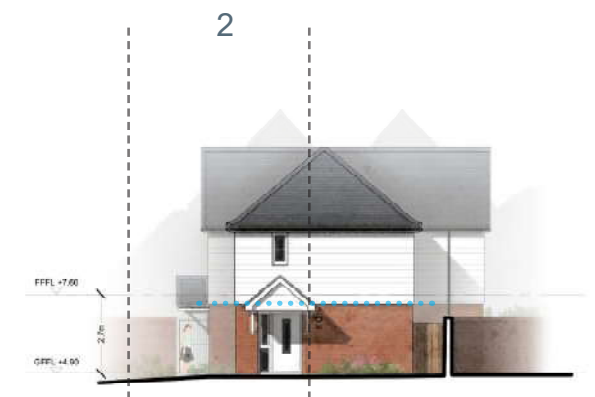
ELEVATION A-A



ELEVATION B-B



ELEVATION C-C



ELEVATION D-D

- The application proposes the construction of two mews style cottages to the rear of the main development. Their orientation and design ensure that they are subservient in both scale and visual impact, thereby maintaining the primacy of the main development and respecting the character of the surrounding residences. Historically there was a dwelling on this part of the site prior to demolition circa 2000 when the public car park was extended.
- The cottages are two storeys in height, consistent with the domestic scale of nearby properties. A horizontal division is created between the ground and first floors through the use of white weatherboarding at first-floor level, a material that is characteristic of the local vernacular. The roof is finished in natural slate.
- Distinct entrances have been designed to enhance legibility and privacy. One cottage is identified by a protruding gable that clearly marks the main entrance (A-A), while the adjoining cottage benefits from a hipped flank end providing a discreet, private access (D-D). These design features contribute to a sense of identity for each dwelling while ensuring the pair functions cohesively as part of the development.
- Gabled feature canopies above the front doors reinforce the entrances, offering shelter and a visually appealing architectural element that complements the overall design.
- Soft landscaping, including potted plants around the cottage perimeters, serves to soften the elevations, enhance visual amenity, and define private outdoor spaces.
- The proposed ridge and eaves heights are comparable to existing properties opposite Mount Street. Window positions have been carefully considered to prevent overlooking and maintain privacy for both the proposed and neighbouring properties.

5 DESIGN

5.5 Appearance

'The materials used for a building or landscape affect how well it functions and lasts over time. They also influence how it relates to what is around it and how it is experienced. The scale, form and appearance of a building influence what materials may be appropriate for its construction. Materials should be practical, durable, affordable and attractive. Choosing the right materials can greatly help new development to fit harmoniously with its surroundings.' National Design Guide, Para 30



- The architectural approach focuses on strong articulation through a combination of vertical and horizontal modulation, varied fenestration, and deliberate shifts in the building line. These measures collectively reduce perceived massing and establish a more refined domestic composition.
- The design of all elevations has been informed by the surrounding context and the characteristics identified within Section 2.6 (Identity), with reference made to the National Design Guide's 'Identity' criterion. The result is a development that responds positively to local character while maintaining a clear and coherent architectural language.
- A restrained material palette has been adopted to ensure consistency across the scheme, with variation introduced through composition rather than excessive material change. Brickwork in buff, multi-red, and white tones is used to articulate the built form, drawing on local precedent while establishing a subtle hierarchy between elements. Detailing reinforces the impression of individual building components and avoids monolithic treatment.
- Active ground floor frontages to the Town Square incorporate well-proportioned shopfronts decorated in Hythe Blue, and simple canopy forms, reinforcing the traditional High Street character.

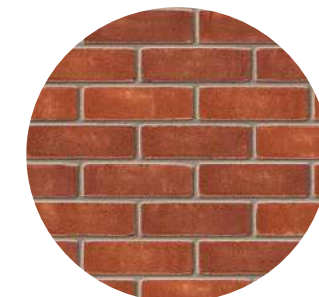
- Elevational variation is further achieved through controlled projections and recesses, creating depth, shadow, and visual interest while breaking down overall building mass.
- Roofscapes are designed as a unifying element, with mansard forms finished in natural slate and detailed eaves expressed in Portland Buildlite stone, providing visual continuity and a refined roof-line.
- Overall, the proposal uses a disciplined palette of materials and a well structured architectural composition to achieve a development that is firmly rooted in local character while improving the quality and legibility of the public realm.



Buff Brick



Entrance Canopy



Multi-Red Brick



White Brick



Natural Slate roof tile



Cedral Weatherboarding

5 DESIGN

5.5 Appearance



5 DESIGN

5.5 Appearance



5 DESIGN

5.5 Appearance



5 DESIGN

5.5 Appearance



5 DESIGN

5.6 Landscape

‘Well-designed developments include site-specific enhancements to achieve biodiversity net gains at neighbourhood, street and household level.’

National Design Guide, Para 98

Homes for Later Living developments are located within or very close to town and local centres, where due to the size of the site it is not always possible to provide extensive external amenity space. Minimal amenity space is a feature of many town or city centre developments, and it should also be borne in mind that conventional housing is unlikely to have the communal facilities inside the building which are a feature of Homes for Later Living housing. The extent of amenity space provision on site derives from the need to provide adequate and attractive external space for residents but also to provide a building with an appropriate townscape response.

There is no specific government guidance as to the appropriate level of amenity space to be provided within a Homes for Later Living development. Notwithstanding this, Local Planning Authority design policies should be aimed at promoting designs and layouts which make efficient and effective use of land, including encouraging innovative approaches to help deliver high quality outcomes, rather than applying strict space area standards.

Access to amenity space is a matter to consider when assessing the overall design quality of a proposed development. Churchill Living is well experienced in providing for the recreational needs of the elderly owners within its developments. The company employs a qualified Landscape Architect to design every development and prides itself on the quality of its landscaped treatment.

The most important amenity space for owners is not in fact found to be outside the building but is the Owners’ Lounge. In developments where there are large garden areas, the residents tend to use the area immediately outside their patio door if they live on the ground floor or outside the Owners’ Lounge. Even on hot summer days, when people might be expected to sit out enjoying the sun, one finds the occupants rarely taking advantage of an extended communal garden. Active use of external amenity space tends to be relatively limited and mainly involves sitting out for those few owners who occasionally choose to do so.

Neither the quantity nor quality of amenity space provided is a matter which residents who have purchased a CL apartment have concerns about. There is no evidence that prospective purchasers are dissuaded from buying an apartment for this reason, and when residents are asked if there is a need for more amenity space, the most common response is no.

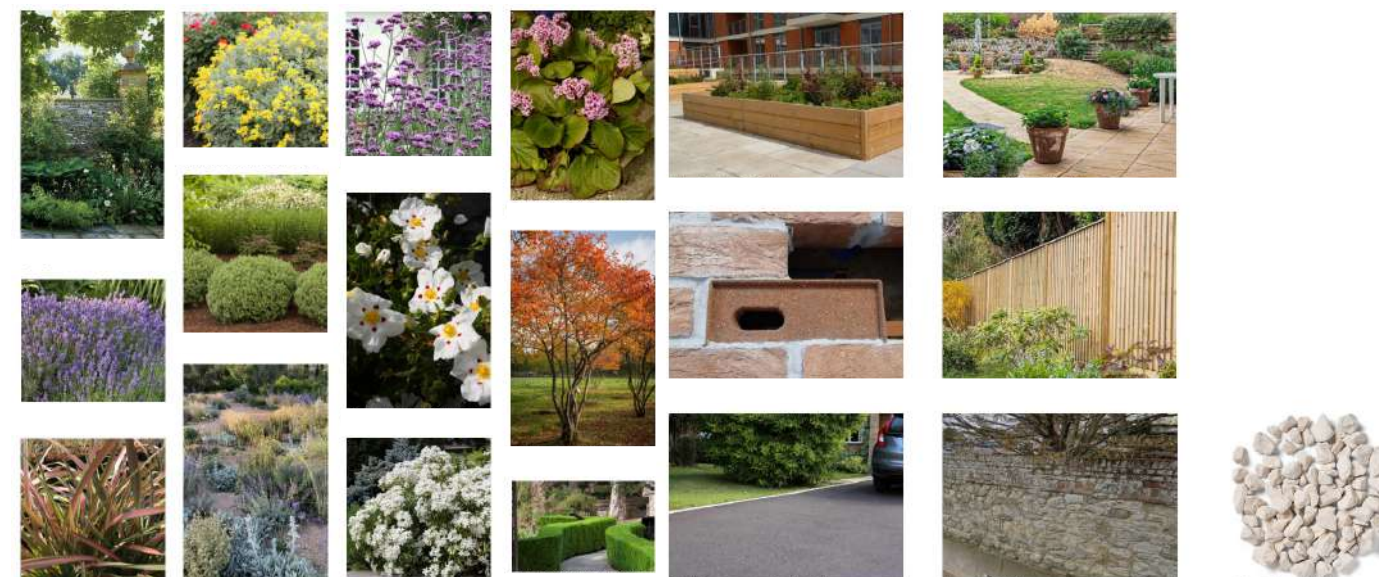
‘Well-designed buildings are carefully integrated with their surrounding external space. All private and shared external spaces including parking are high quality, convenient and function well. Amenity spaces have a reasonable degree of privacy.’

National Design Guide, para 129

5 DESIGN

5.6 Landscape - Strategy Masterplan

- The proposed Landscape Design Strategy has been informed by a desk study encompassing specialist reports informing the development proposals.
- The primary objective of the proposed Landscape Design Strategy is to provide a high-quality outdoor environment for residents of the proposed development, tying into Churchill Living's previous successful planting schemes.
- The proposed development would be confined within the existing brick and stone wall boundaries and along the north and western portions of the existing car park.
- Ornamental planting beds are proposed to the south-west portion of the Site, running from the west along the inside of the existing wall up to the vehicular entrance. Additional planting areas would be proposed to the eastern boundary and directly south of the main building.
- A communal patio space is proposed to the south of the main building, bordered by raised SuDS planter beds to segregate this proposed social space from the abutting car parking.
- Within the two cottage gardens, south-east of the Site, raised timber planter beds would be proposed to wrap around the south, abutting the wall and fence boundaries. Within these planter beds, shade-tolerant species would be chosen to make use of the low light conditions north of the 2m high wall.
- Ornamental planting beds are proposed surrounding the southern entrance of the building and to the south-west of the Site. Shingle mulch would be incorporated into these two areas to bring a coastal character to the development, reflecting its proximity to Hythe's beach.
- The planting scheme for this Site would aim to tie into the coastal landscape character of Hythe through coastal-friendly flora planted into shingle mulch.
- SuDS planting species (such as *Iris pseudacorus*, *Juncus effusus* and *Achillea millefolium*) would function within the raised planter beds as part of the Site's drainage strategy whilst also providing a clean aesthetic for residents to connect to throughout the year.
- Aromatic species (such as *Santolina chamaecyparissus* and *Myrtus communis* subsp. *tarentina* and *Nepeta* 'Six Hills Giant') would be proposed within the shingle-mulched planting beds either side of the building's southern entrance to provide sensory appeal to residents as they interact with this entrance.
- Refer to consultant report for full landscaping strategy.



5 DESIGN

5.7 Access

‘In well-designed places, people should not need to rely on the car for everyday journeys including getting to workplaces, shops, schools and other facilities, open spaces or the natural environment.’

National Design Guide, para 83

Site Access

It is proposed that the main access for the retirement living will be via an existing disused access off of Prospect Road. The existing access is in the form of a bellmouth measuring 6m wide. Sufficient visibility is achieved, whilst suitable two-way vehicle movement is also achievable.

Pedestrian access into the site will be provided alongside the vehicular access via a new shared surface leading from the access point to the main entrance. The shared access also extends to the parking areas and joins the proposed new pedestrian access off of Mount Street. A shoppers entrance provides direct pedestrian access from the Town Square.

A Mobility Scooter & Cycle Store store will be provided within the proposed apartment block, allowing for convenient access. This will allow for flexible storage of both mobility scooters and bicycles to meet the expected maximum demand based on the independent Churchill Living survey data and LTN 1/20 requirements.

A fire tender is able to enter, turn and exit the site in a forward gear appropriately whilst getting within 18m of the proposed dry riser inlets.

The Refuse Store is within 10m of the highway, allowing for roadside collection and avoiding the need for the refuse vehicle to enter the site.

Parking Provision

It is proposed that 11 car parking spaces will be provided for the 32 unit main block, which equates to a parking ratio of 0.34 space per unit, and 2 spaces provided for the cottages (1 space per cottage). This is above the average parking demand at existing CL developments (0.28 space per unit) and is therefore considered suitable to meet the expected demand without resulting in any overspill onto the local road network.

Kent County Council's design guide also outlines the relevant design standards to be complied with for parking layouts. Standard perpendicular car parking bays must measure a minimum of 2.5m (width) x 5.0m (length) with a 6m aisle width, with any bays in front of structure extended to a length of 6m. All Blue Badge holder bays must measure a minimum of 2.5m (width) x 5.5m (length) with an additional 1.2m of hatching to the side and rear of the space. For echelon car parking bays, there needs to be a minimum width of 3m for 1-way movement and 5.4m for 2-way movement.

All parking has been designed in line with the above standards. Swept path analysis has been conducted to ensure that suitable vehicle movement can be accommodated throughout across both car parks.

A possible reconfiguration of Mount Street car park could be carried out following the proposals due to the reduction in parking. One possible solution to this would be to provide a total of 42 car parking spaces, of which 3 would be designated as disabled bays. In total, this is a reduction of 43 car parking spaces against the existing 85 bays. This level of reduction is identical to that of which was proposed as part of the previous application, which was accepted by the local highway authority.

Building Access

The proposal is accessible and easy to move around. The entrance has been designed in a way that provides a highly legible & safe approach for both vehicles and pedestrians.

The building itself has internal layouts, specifications and construction details that will allow a safe and convenient use by owners and visitors and will fully meet the requirements of Part M4(2) of the current Building Regulations.

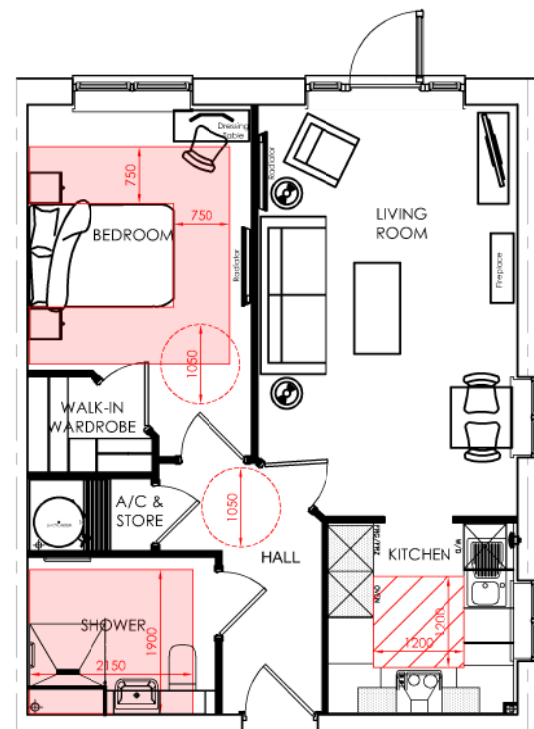
Communal access includes:

- Step free access to the apartments, communal spaces and parking and garden areas;
- Step free access to communal WC on ground floor;
- Step free access to external outdoor space from the entrance;
- Lift access to all floors - 8 person with a minimum 800 wide door opening and a lift car that is 1100 wide by 1400 long thus providing suitable space for most access needs;
- All communal corridors are a min of 1.5m wide to make them easily traversable by a wheelchair user.

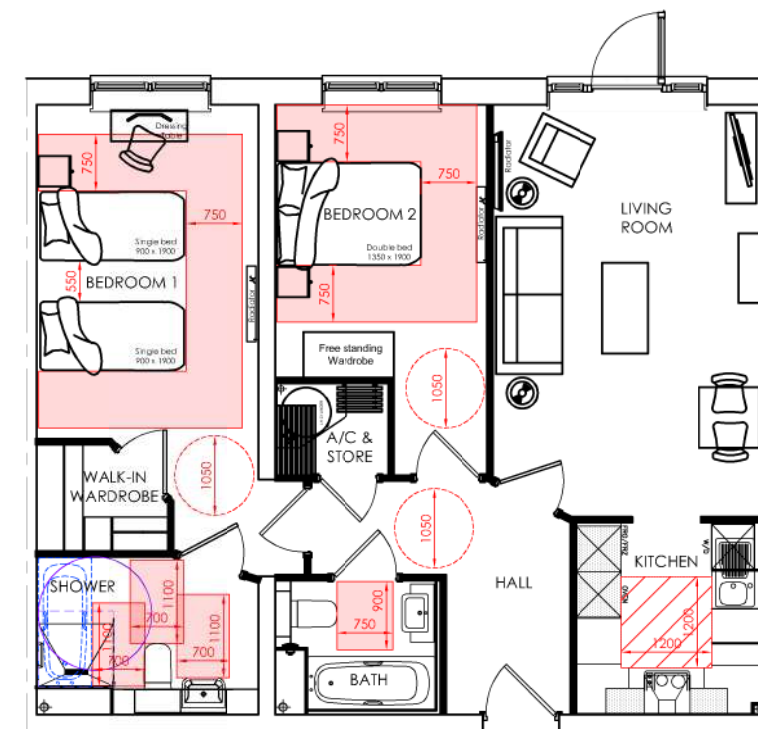
5 DESIGN

5.8 Home & Buildings

“Well-designed homes and buildings are functional, accessible and sustainable. They provide internal environments and associated external spaces that support the health and well-being of their users and all who experience them.” National Design Guide, Para 120



Typical apartment - One bed



Typical apartment - Two bed

Typical Apartments

The retirement living accommodation the subject of this planning application meets the requirements of 'Accessible and adaptable dwellings'. This provides features that accommodate a wide range of people, including older and disabled people. The internal apartment layouts have been designed to meet residents' specific needs. CL's internal design team continually receives feedback from residents and managers at other CL developments; thus allowing for periodic review as required. The use of tried and tested standardised apartment designs ensures the needs of owners are met.

The apartment designs include:

- Entrance door is at least 850mm clear width
- Entrance Hallway with sufficient turning space
- All hallways are a minimum of 1050mm wide and any localised obstruction, such as a radiator, is located where possible to not occur opposite a doorway or at a change of direction;
- All internal doors to habitable rooms have a minimum clear opening of 775mm
- Bedroom 1 allows 750mm around the bed, and second bedroom 750mm to at least one side of the bed and access to the window
- All switches, sockets and other controls are set at easily accessible heights and light switches are illuminated
- Window handles at an accessible height between 450mm and 1200mm above floor level. All windows have safety restrictors
- Storage space that is easily accessible and complies with minimum space standards;
- All habitable spaces have been designed to have good size windows ensuring a good amount of natural light
- WCs and showers are designed to be easily accessible and with emergency call points to each space. All have easy turn mixer taps. Shower trays are low level for easy access
- Waist height oven within the kitchen
- Slip resistant flooring in kitchen and bathroom
- Energy efficient, low carbon, economical heating

5 DESIGN

5.8 Home & Buildings

‘Well-designed places include a clear attention to detail. This considers how buildings operate in practice and how people access and use them on a day-to-day basis, both now and in future.’

National Design Guide, Para 134

Fire

Churchill representatives have undergone a preliminary enquiry with the NHBC and the county fire department to ensure support for the fire strategy. A fire tender is able to get to the extremities of all the proposed apartments in accordance with Manual for Streets requirements. Dry riser access has been located adjacent to the proposed access / parking area and the Town Square, thus ensuring the appliance can get to within 18m of both dry riser inlets which serve the development.

A Turning head has been provided, allowing the fire appliance to enter the site and safely park within 45m of the cottages.

See the supporting transport statement for details.

Refuse

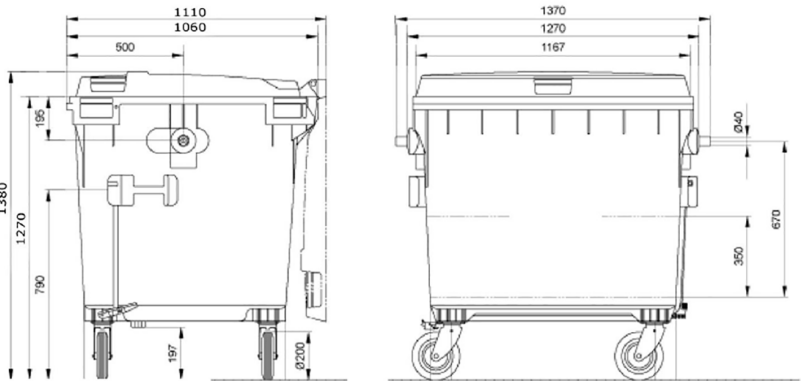
Refuse collection for the development is proposed to be via the highway, with the appropriately sized refuse area within 10m of the highway.

The proposed building, like all Churchill Living developments, will have a communal refuse store. This is located internally via the communal corridor.

Within the refuse store, small bags of household waste and recycling material from each individual flat can be decanted into larger shared wheeled bins, clearly designated for specific storage. The Lodge Manager will be responsible for monitoring the refuse area and overseeing collection.

It is worth noting that in Churchill Living schemes and in retirement housing schemes in general the occupancy rates are typically 50% lower than open market housing (i.e. a one bed will generally be occupied by 1 person compared with up to 2 in open market and a two bed will only ever be occupied by a maximum of 2 people compared to 4 in open market housing).

Churchill Living have developed a detailed understanding of the typical waste requirements attributed to their schemes based on research carried out from operational Churchill lodges across country.



5 DESIGN

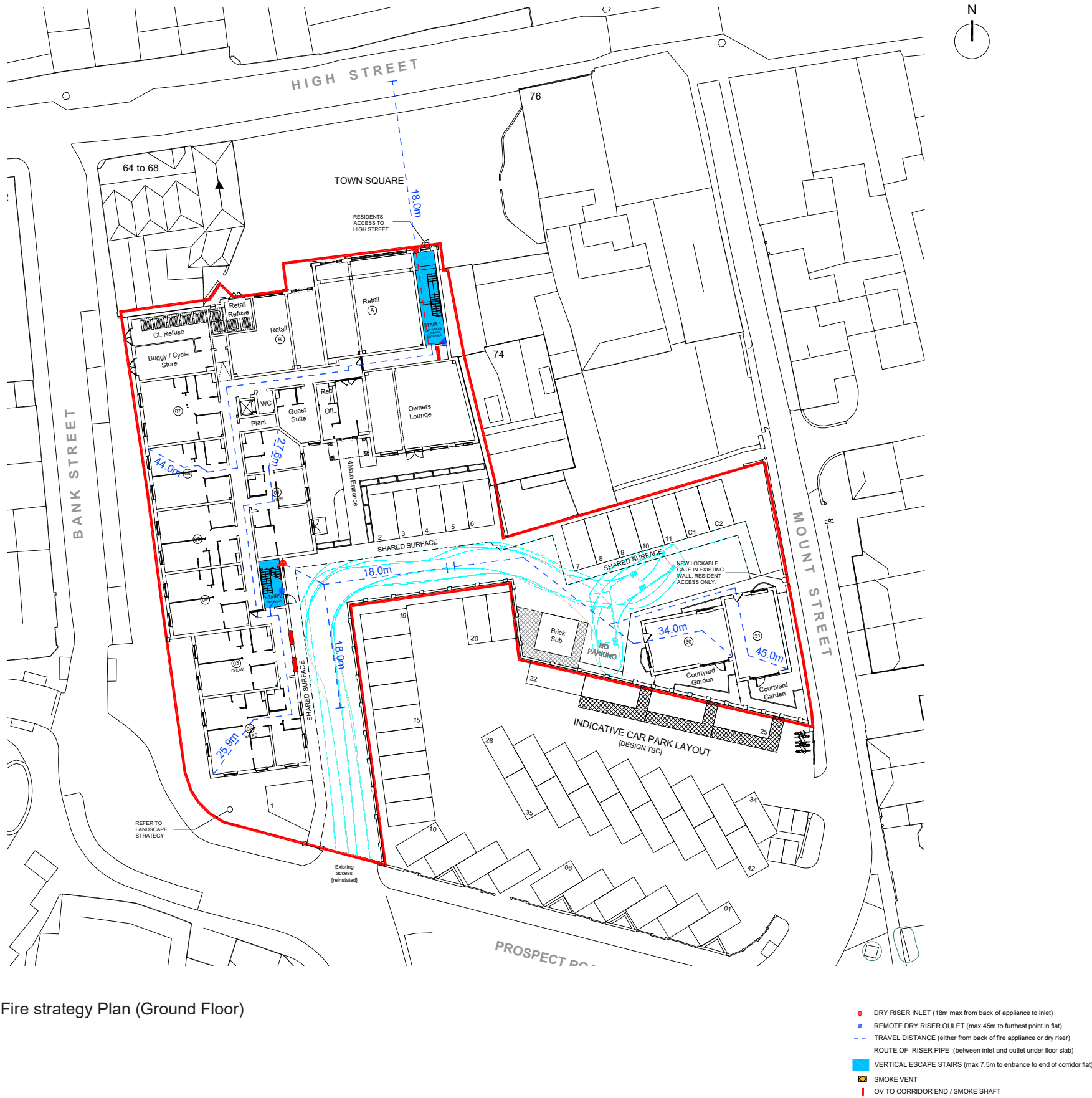
5.8 Home & Buildings

Refuse (cont...)

Research and studies into typical waste requirements at operational Churchill Lodges have indicated that the average usage for waste and recycling is 130L / apartment.

Table below showing refuse provision across other CL developments:

	OPERATIONAL CHURCHILL LODGES					
	Bramble	Gifford	Middlemarch	Hampton	Lord Rosebury	Beaufort
No of apartments	43	29	42	39	31	46
No of 1100L bins (waste & recycling)	3 + 3 6 total	3 + 2 5 total	3 + 0 3 total	3 + 3 6 total	2 + 1 3 total	2 + 2 4 total
Collection frequency	Waste weekly and recycling fortnightly	Weekly	Weekly	Waste weekly and recycling fortnightly	Waste weekly and recycling fortnightly	Alternative weeks



5 DESIGN

5.8 Home & Buildings

A Fire Strategy has been prepared to outline the key fire safety principles that have informed the design and layout of the proposed development. The strategy demonstrates how fire safety considerations have been integrated into the scheme from the outset, ensuring that the building can be occupied, used and managed safely throughout its lifetime.



Fire strategy Plan (First & Second Floor)

- DRY RISER INLET (18m max from back of appliance to inlet)
- ◆ REMOTE DRY RISER OULET (max 45m to furthest point in flat)
- - - TRAVEL DISTANCE (either from back of fire appliance or dry riser)
- - - ROUTE OF RISER PIPE (between inlet and outlet under floor slab)
- VERTICAL ESCAPE STAIRS (max 7.5m to entrance to end of corridor flat)
- SMOKE VENT
- OV TO CORRIDOR END / SMOKE SHAFT

5 DESIGN

5.8 Home & Buildings

Safety and Security

‘Good design promotes quality of life for the occupants and users of buildings. This includes function – buildings should be easy to use. It also includes comfort, safety, security, amenity, privacy, accessibility and adaptability.’

National Design Guide Paragraph 124

Safety and Security is paramount for the occupant demographic. People are usually living alone and are often vulnerable. The presence of a Lodge Manager provides reassurance and support as well as monitoring visitors and residents.

Development Security

Developments are secured at the boundary with the use of fencing and railings as well as defensible landscaping making clear the public realm beyond and private space that is part of the apartments. The site boundary adjacent to the public car park will be secured by a new brick wall and railings.

Adequate external security lighting will be provided to illuminate the external doors, car park, driveway and paths and will be controlled by time switches or photo electric cells as appropriate.

Windows from apartments are located on all sides of the proposed development and these will provide passive surveillance from the occupants, many of whom are home for the majority of the day.

The main entrance into the lodge is from the car park. The access door is adjacent to the Lodge Manager’s office and the reception, allowing passive monitoring of the entrance. A secure shoppers entrance is also proposed to provide access directly to the Town Square & High Street.

Apartment Security

All apartments will have a careline support system. This is connected to 24-hour support so, in the event of an emergency, residents have direct contact with either the Lodge Manager or a member of a call-centre team 24 hours a day, 365 days a year.

The system provides video door entry with a standard TV, allowing owners to view any visitors on the apartment TV before choosing to let them into the main entrance. An intruder alarm is fitted protecting the front door of the apartments, while ground floor apartments have additional sensors fitted, giving that extra level of security and peace of mind.

Doors and Windows

All windows and doors will comply with Part Q and the Disability Discrimination Act requirements.

The main doors are power assisted sliding opening. Access will normally be from a keypad, or opened from within the building.

All ground floor apartments, and any others that might be easily accessible by external means will be fitted with PIR sensors connected to a master intruder alarm panel. Patio and French doors are provided with an external handle, but, to prevent residents from using these as main doors to the apartments, no external means of locking is provided.

Flat entrance doors will be of a solid construction to an enhanced security standard and comply with a 30-minute fire rating. Doors will have intruder alarm contacts, and can be fitted with a security device for visual checking prior to opening.

Safety

In addition to the 24 hour careline system, and the Lodge Manager’s presence, fire and smoke detectors are fitted in communal areas and within all apartments for residents safety.



5 DESIGN

5.8 Home & Buildings

Home for Healthy Life Assessment

As part of the design process Churchill undergoes a robust review of the product and the design against the Building for a Healthy Life Assessment. It is considered the proposed design response meets the applicable parts of the guide outlined below:

14 INTEGRATED NEIGHBOURHOODS	1. Natural Connections - The site connects to the existing footpath network on Bank Street, The Town Square (High Street), and Mount Street. Commercial units help integrate the site with the Town Square via direct public access. New trees adjacent to the proposed vehicular access along the southern boundary integrates with an existing tree line along Prospect Road.	GREEN
	2. Getting Around - The location of the site in relation to the local amenities within the town centre coupled with the extensive pedestrian infrastructure creates an excellent opportunity to encourage walking as a main mode of travel to future residents and local visitors. Within a 15 minute walk, the entirety of Hythe town centre is reachable as well as the beachfront.	GREEN
	3. Facilities, Services and Stewardship - A range of local facilities including shops, a pharmacy and a GP surgery are located within 275m. Long-term management of communal areas is secured through a management company structure.	GREEN
	4. Homes For Everyone - The scheme provided 34 retirement living apartments meeting the specific needs of older persons. All units are designed to be accessible and adaptable in accordance with M4(2) standards.	GREEN
38 DISTINCTIVE PLACES	5. Making The Most Of What Is There - The design responds to the existing site topography and retains existing trees along the eastern boundary. Existing heritage assets on and adjacent to the site have informed the layout and massing.	GREEN
	6. A Memorable Character - The architectural character draws on the local vernacular of Hythe / the conservation area, referencing detailing found in the immediate context. Materials have been selected to complement the historic streetscape.	GREEN
	7. Well Defined Streets & Spaces - Buildings are positioned to clearly define the street edge and create a legible hierarchy of public and private space. Street frontages are addressed with appropriate building form and active frontages.	GREEN
	8. Easy To Find Your Way Around - Clear entrances and logical internal layouts ensure intuitive navigation for residents and visitors. Key focal points and landscape features aid orientation.	GREEN
62 STREETS FOR ALL	9. Healthy Streets - The internal access arrangement limits vehicle speeds through layout rather than signage. Shared surface areas and pedestrian priority routes are incorporated. The highway authority's standards have been observed.	GREEN
	10. Cycle & Car Parking - Car parking is located to avoid dominance of the street frontage. Secure cycle parking and mobility scooter storage is provided in a dedicated store accessed from within the building.	GREEN
	11. Green And Blue Infrastructure - New tree planting, shrub planting and a SuDS drainage feature are incorporated within the site and along the street edge. Net biodiversity gain has been assessed and the scheme achieves a measurable uplift.	GREEN
	12. Back Of Pavement Front Of Home - Bin and recycling stores are sited away from the principal entrance and screened from the street. The threshold between public and private space is clearly articulated through landscape treatment and boundary design.	GREEN

5 DESIGN

5.9 Resources & Lifespan

Sustainability

“A compact and walkable neighbourhood with a mix of uses and facilities reduces demand for energy and supports health and well-being. It uses land efficiently so helps adaptation by increasing the ability for CO2 absorption, sustaining natural ecosystems, minimising flood risk and the potential impact of flooding, and reducing overheating and air pollution.”

National Design Guide, Para 136

In terms of planning, addressing climate change is one of the core land use planning principles which the National Planning Policy Framework expects to underpin both plan-making and decision-taking. It recognises that planning plays a key role in minimising vulnerability, providing resilience and managing the risks associated with climate change.

An effective approach to reducing greenhouse gas emissions from new development is the use of efficient designs and insulation products to achieve high levels of thermal efficiency – the ‘fabric first’ approach. New homes and buildings that benefit from the latest heating systems, very high levels of thermal insulation of walls, floors, ceilings, windows and doors can achieve a substantial reduction of CO2 emissions.

The focus of the design will limit the energy consumption and CO2 emissions through optimising the building performance together with energy efficiency measures following the steps of the energy hierarchy, as set out below. It will meet the requirements of Part L1A and 2A of UK Building Regulations by:

- Using less energy / demand reduction;
- Supplying energy efficiently; and,
- Using renewable energy.

The scheme has been designed to meet Building Regulation Part L requirements with respect to the thermal properties of building fabric. The efficiency of the building fabric is the second consideration in the Energy Hierarchy. Materials will be specified to target an A or A+ rating under the Green Guide to Specification, where possible.

The building itself has sized windows to provide good daylight and natural ventilation whilst minimising overheating from excessive glazing.

Finally appropriate building services design, efficiencies and controls and the incorporation of renewable and low carbon technologies are proposed. These include:

- Solar photovoltaic systems (PV’s) will be installed on the roof. Electricity produced by solar cells is clean and silent and solar energy is the most appropriate locally available renewable resource
- Energy efficient appliances, fixtures and fittings will be installed to reduce the life cycle energy impact of the building
- Thermostatic heating controls
- All areas of the building internally and externally will be lit using low energy lighting and where appropriate will utilise appropriate daylight and movement sensor controls, reducing energy consumption and light pollution.
- Efficient electric heaters

Other sustainable characteristics proposed are:

- All apartments are fitted with water flow restrictors, aerated taps and dual flush WCs to reduce potable water usage. Typically water efficiency standards are in excess of 22% less water than average UK households
- Under-bath horizontal waste recovery system in bath drains
- On-site communal recycling facilities are provided
- Sustainable means of travel are promoted, including a mobility scooter store with electric charging points, cycle store & reduced level of car parking provision compared with open market housing
- The majority of construction waste is recycled.

Churchill Living uses Sustainable Drainage Systems if viable following necessary ground investigations at site clearance and demolition. Paths and other hard standings will be constructed in permeable materials and specification as shown on the landscape strategy. Water butts are routinely installed to collect rainwater for gardening use.



Reduction of carbon footprint



Thermally efficient flats



Reduction of water wastage



PV's



Reduction of energy use



Recycling



Mobility scooters parking



Home shopping scheme



Photo-voltaic driven garden lights

5 DESIGN

5.9 Resources & Lifespan

“Well-designed places and buildings conserve natural resources including land, water, energy and materials. Their design responds to the impacts of climate change by being energy efficient and minimising carbon emissions to meet net zero by 2050.”

National Design Guide Paragraph 135

Well Managed and Maintained

Unlike other mainstream house builders, Churchill Living maintains an interest in the long term success of projects through its sister company, Churchill Estates. Ensuring developments are fit for purpose and built for longevity is therefore in the applicant's interest. Both buildings and landscape are designed from the outset to minimise future maintenance requirements and continue to look good and work well in the long term. As and when maintenance is required this is promptly carried out by the management company.

Materials

Materials are selected for their value and appropriateness. By value we mean a balance between their longevity, periods of maintenance, initial cost and aesthetic qualities. Typically construction is traditional load bearing cavity wall with concrete slabs which have proven to be tried and tested robust forms of construction. Bricks are usually selected to be appropriate for the local area.

At the end of their life most developments materials will be able to be reused or recycled.

A Sense of Ownership

Developments are owner-occupied. Owners contribute towards an annual service charge which ensures communal areas, the building fabric and the landscape are all well maintained. By contributing to the communal upkeep both apartment owners and the freeholder have an interest in maintaining the development to as high a standard as possible.

5.10 Biodiversity

The existing site contributes very little to the biodiversity of the area, due to the site being dominated by buildings and hard standing parking. Existing trees will be retained as shown on the arboricultural and landscape plans.

The proposed scheme incorporates a number of green / planted areas, which will enhance the biodiversity in the locality and promote habitats:

- Landscaped approach to the main entrance
- Soft landscaping to the curtilage of the site where possible at ground floor
- The central communal courtyard will provide a range of plant life in the proposed soft landscaping
- Bat roosts/bird boxes/Swift boxes are routinely provided
- Planting to encourage pollinators
- Berry rich planting for birds
- Native plant species where possible
- Residents often set up gardening and wildlife clubs.

The proposed scheme will result in a net biodiversity gain.

