



## Lloyd's Wharf Sittingbourne

March 2022



DARLING ASSOCIATES  
ARCHITECTS

1	Introduction	3	4.6	Proposed Scheme	25
2	Context	5	4.7	Proposed Scheme	26
2.1	Site Location	6	5	Next Steps	27
2.2	Local Area	7	5.1	Key Dates	28
2.3	Site Surroundings	8			
2.4	Established local communities groups within site vicinity	9			
1.	Raybel Charters	9			
2.	Sittingbourne & Kemsley Light Railway	9			
3.	New Residents	9			
4.	Mill Skatepark	9			
2.5	Design Analysis - Historical Precedents	10			
2.6	Design Analysis - Wider Kentish Vernacular and Regeneration Sites	11			
2.7	The Development Opportunity	12			
3	Design Strategy	13			
3.1	Site Constraints	14			
3.2	Design Strategy and Vision	15			
3.3	Design Rationale	16			
3.4	Design Precedents	17			
3.5	Public Cultural Identity Precedents	18			
4	Emerging Vision	19			
4.1	Active Frontages	20			
4.2	Street Level	21			
4.3	Vision	22			
4.4	Good Design	23			
4.5	Active Frontages	24			

# 1 Introduction

# Introduction

## 1.1 Team

### Essential Land

Essential Land is an established property developer and development consultancy formed in early 2009 to promote regeneration opportunities in the South-East. With a strong focus on working in partnership with Local Authorities and stakeholders, Essential Land seek to deliver long-term placemaking which benefits the wider community.

### Essential Land 'Ethos':

- Developing a strong sense of community
- Producing homes that people can afford to buy or rent
- Regenerating brownfield urban sites
- Delivering creative spaces and co-working opportunities
- Modern design philosophies that focus on high quality space planning and landscaping
- Sustainable principles with reduced car dependency, shared parking arrangements and increased cycle usage

### Darling Associates

Darling Associates is an award-winning international architecture practice with studios in London and Manchester.

Our approach begins and ends with the objective of creating attractive, immediately desirable and pleasant places to work, live and relax.

Every building we create is underpinned with a collective desire to produce elegant and beautiful architecture, delivered by a dynamic and stimulated creative studio.

We work with major clients including Berkeley Group, Canary Wharf Developments, Essential Living, Legal and General, Helical Bar, Salmon Developments/NFU and Lend Lease.



Lollard Street



Sittingbourne

## 2 Context

2.1 Site Location

Overview

The site is located north of the town centre in a largely industrial/retail area, with residential areas situated further north and west.

The high street and train station are within a ten minute walking distance and Milton Creek country park and riverside walks are within a 20 minute walking distance.

Sittingbourne station provides frequent direct trains to London St Pancras, London Victoria, Ramsgate and Dover Priory, varying from every half hour to every hour on weekdays. Trains to London take approximately one hour. Sittingbourne is served by the A249 and A2, which passes nearby the site, providing access to Maidstone, Rochester, London and the M20. The Morrisons bus stop is within a five minute walk, with buses to and from Westminster in London, Maidstone and Sheerness. Further services are accessible from the bus stop at Sittingbourne station.

Key:

- The Site
- Train stations
- Train routes
- Main routes
- Industrial/Retail Areas
- Amenities
- Emerging Residential Developments



Site location within Sittingbourne.

Context

2.2 Local Area

Overview

Sittingbourne has a population of 62,500 and is 17 miles from Canterbury and 45 miles from London.

Sittingbourne is located at the eastern end of the Thames Gateway development area - an area of land stretching 70 kilometres - which is a project aiming to boost the economy of the whole Thames estuary region through the development of marshland, farmland and brownfield sites. Co-ordinated by the Department for Levelling Up, Housing and Communities, the Thames Gateway is the largest single regeneration initiative in North West Europe and the largest area of brownfield land in the South of England.

Key:

Areas currently going through development

Local Buildings

Local Groups

Views

Wider Master Plan

Site

1

1

V1



Aerial view of the local area and approach route to site.

Context

## 2.3 Site Surroundings

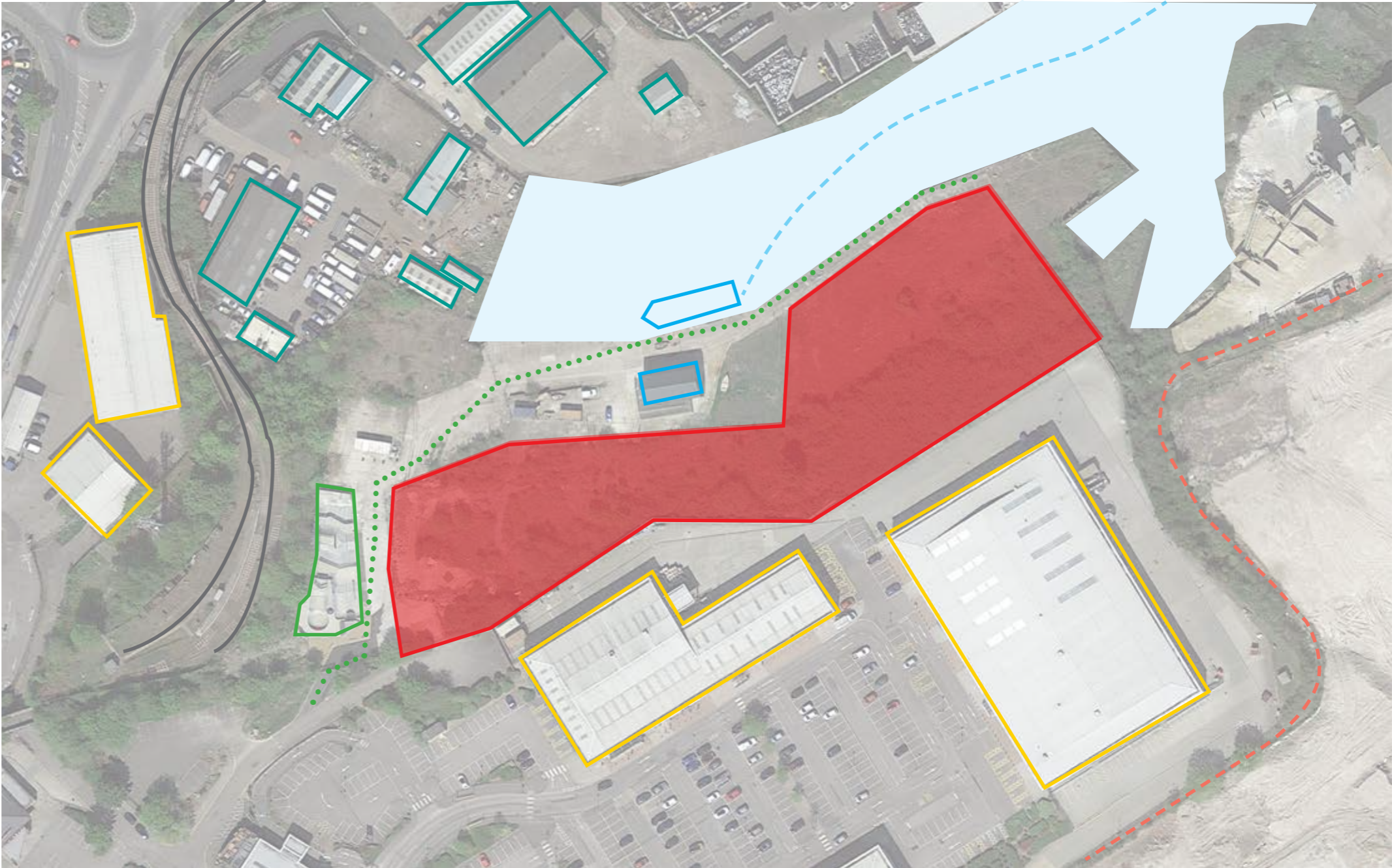
Overview

The site is an irregular shaped plot of land measuring 0.84 hectares, comprising concrete hardstanding and overgrown vegetation. The general fall across the site is from south to north towards Milton Creek.

The Barge Museum site lies to the north and is undergoing renovation which will create a public realm between the site and the waterside. The Mill skate park is directly to the west and is a public space that provides an access route to the Barge Museum. To the west of the skate park is the Sittingbourne & Kemsley Light Railway, a specialist light railway organisation, who operate the site as a tourist attraction. To the south of site is a retail park and to the north are various industrial and retail units.

**Key:**

The Site	
Skate Park	
Barge Museum	
Future Barge Route	
Milton Creek	
Retail Units	
Industrial Units	
Light Railway	
(tourist attraction)	
Public Right of Way	
Redrow Site Boundary	



The site and its surroundings.

2.4 Established local communities groups within site vicinity



The site is located in the vicinity of vibrant local interest groups and communities. These include:

1. Raybel Charters

- Local community interest company (CIC).
- Developing the Lloyd’s Wharf land north of site, with a focus on the Barge Museum and restoring the Raybel Barge to sea-worthy condition.
- Run community events and workshops.

2. Sittingbourne & Kemsley Light

Railway

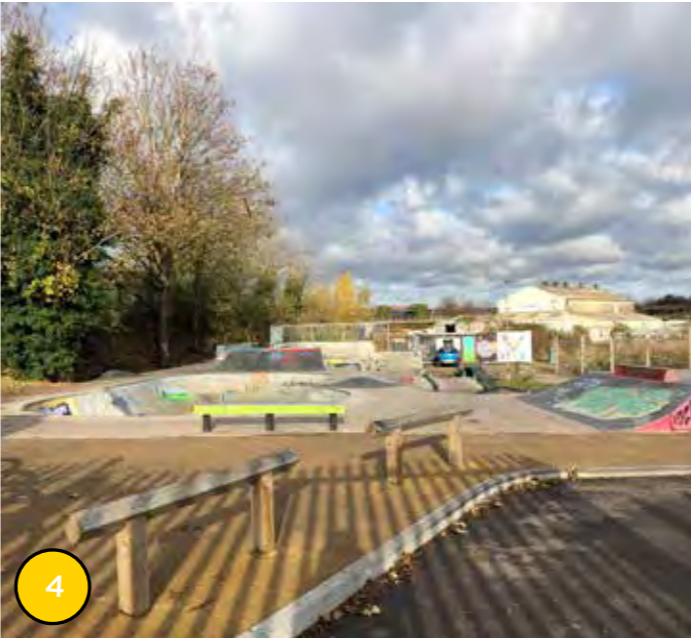
- A specialist light railway organisation, who operate the site as a tourist attraction.

3. New Residents

- There is a new and growing community within the Redrow development who will benefit from enhanced facilities in the location.

4. Mill Skatepark

- The park is a valuable community asset and the proposal will seek to enhance accessibility and security at the site.
- Part of the Brogdale CIC Group, the Vibe Community provides youth activities during school holidays and a post 16 specialist provider college delivers urban arts.



Photographs from Raybel Charters, Visit Faversham, Sittingbourne’s Steam Railway websites, and site pictures of the skatepark and Redrow.

The proposed residential development seeks to open up the site, providing greater spaces and access for the Raybel Charters and skatepark communities.

2.5 Design Analysis - Historical Precedents

Wharf-side History

- The local Paper Mill was first established in 1708.
- Taken over by Edward Lloyd and family in 1863, owners of the Daily Chronicle newspaper, the Mill became the largest in the world by 1914
- Steam railway and barges transported materials.
- The mill was shut in 2007 and demolished in 2010.
- The site is now classified as Brownfield land.
- The Lloyds Wharf site offers an opportunity to provide jobs, homes and community facilities which will ensure the memory of this once world-famous location is preserved for future generations.

Historical Buildings Assessment

A Historic Buildings Assessment was prepared by Purcell Miller Tritton (2011) which appraised the former Mill use and provides an understanding of the site's history.

Although the continuation of the site for paper milling is unfortunately no longer viable, the Lloyds Wharf development will seek to maintain the site's important association with the Lloyd's newspaper empire.



Historic photos of Sittingbourne High Street, Lloyds Wharf and the Raybel Barge



Historic photos of Sittingbourne paper mill

The proposed buildings will reinstate a lost Kentish vernacular style, inspired by the typology of Victorian wharf-side warehouses.



Photos of Sittingbourne paper mill before/during demolition, showing the Queen Anne revival style

2.6 Design Analysis - Wider Kentish Vernacular and Regeneration Sites



2.7 The Development Opportunity

Connecting two sides of the town

There is currently a north-south divide in Sittingbourne caused by the railway line and the contrast between the vastly commercial/industrial area due north of the station and the residential areas to its south. By creating an open, residential frontage along Lloyds Wharf, the proposal would help create a link between the new community/historical waterside, the new larger Redrow residential development, and the expansive existing residential areas to the west and south. Residents will be linked to the existing local high street via the Redrow development and the skate park.

Access and Amenities

The site would provide a improved public realm for existing community developments along Lloyds Wharf, as well as providing enhanced links to the existing high street and transport links from Sittingbourne Station.

Potential Connections

There is the potential in the future to create a walking/ cycling route that connects the site and Barge Museum to the existing Saxon Shore Way coast path, which currently passes through central Sittingbourne. This would expand the local public realm and make the waterside a more desirable destination for locals and tourists.

Key:

Site 

The proposed site sits at the heart of the Sittingbourne redevelopment plan. Currently the site consists of wasteland and causes a barrier to proposed links and opportunity areas. By giving the site a new life there is opportunity to link existing and proposed areas of interest as well as give the town a new identity and a landmark water front development.

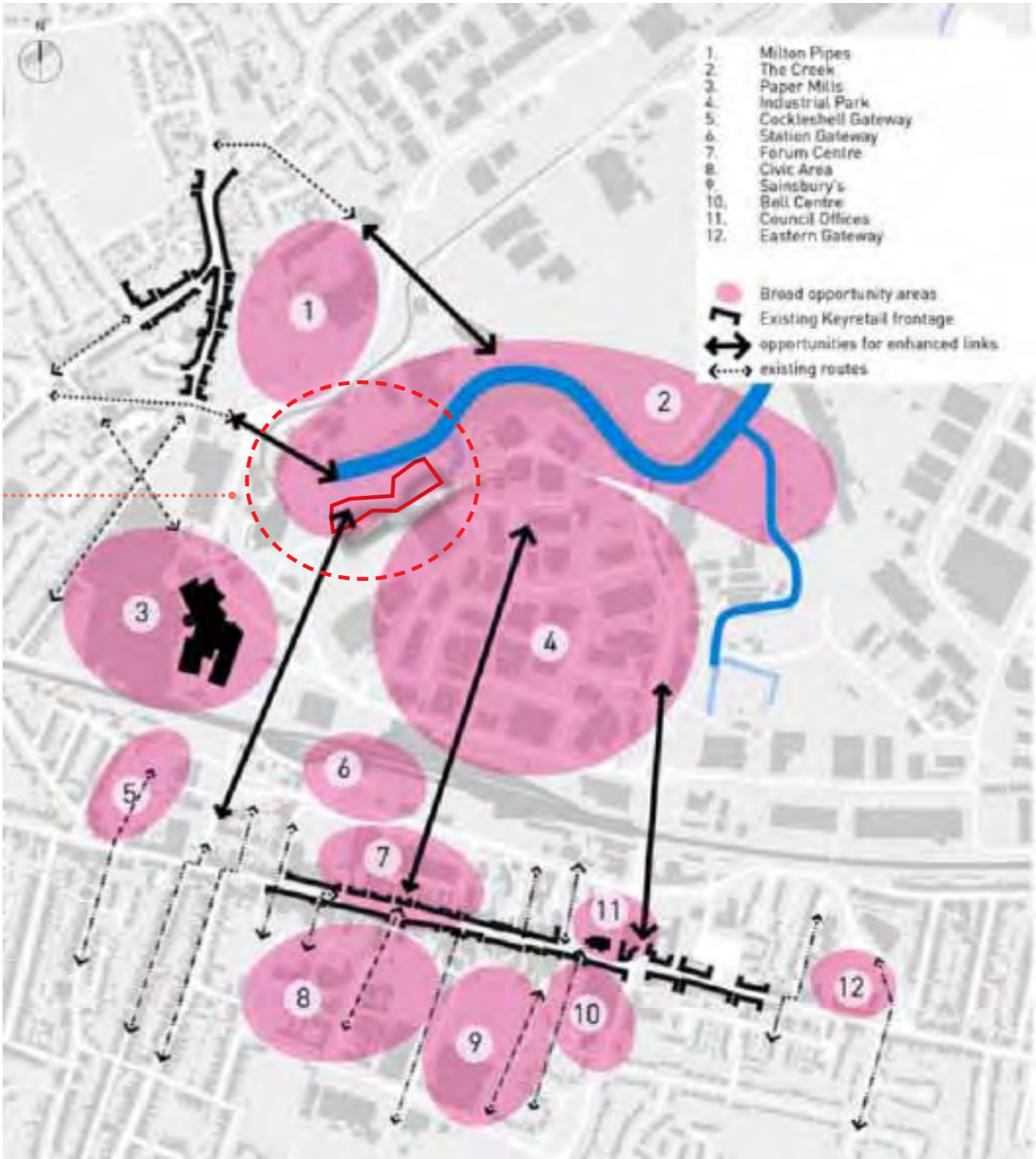


Diagram of Development Opportunities - Sittingbourne Town Centre and Milton Creek SPD

## 3 Design Strategy

3.1 Site Constraints

Conservation

The site is located south of Milton Creek which is a designated Local Wildlife Site and part of a recommended Marine Conservation Zone.

Flood Risk

Given that the predicted water level for the undefended 1 in 200 year climate change flood event over the maximum 100-year lifetime is 6.10m AOD, all proposed dwellings finished floor levels are to be at least 300 - 600mm above this level.

Under-croft parking/non -residential uses proposed at ground floor level to create space for flood waters to pass through.

Key:

Site Boundary



Existing Buildings



Traffic Routes



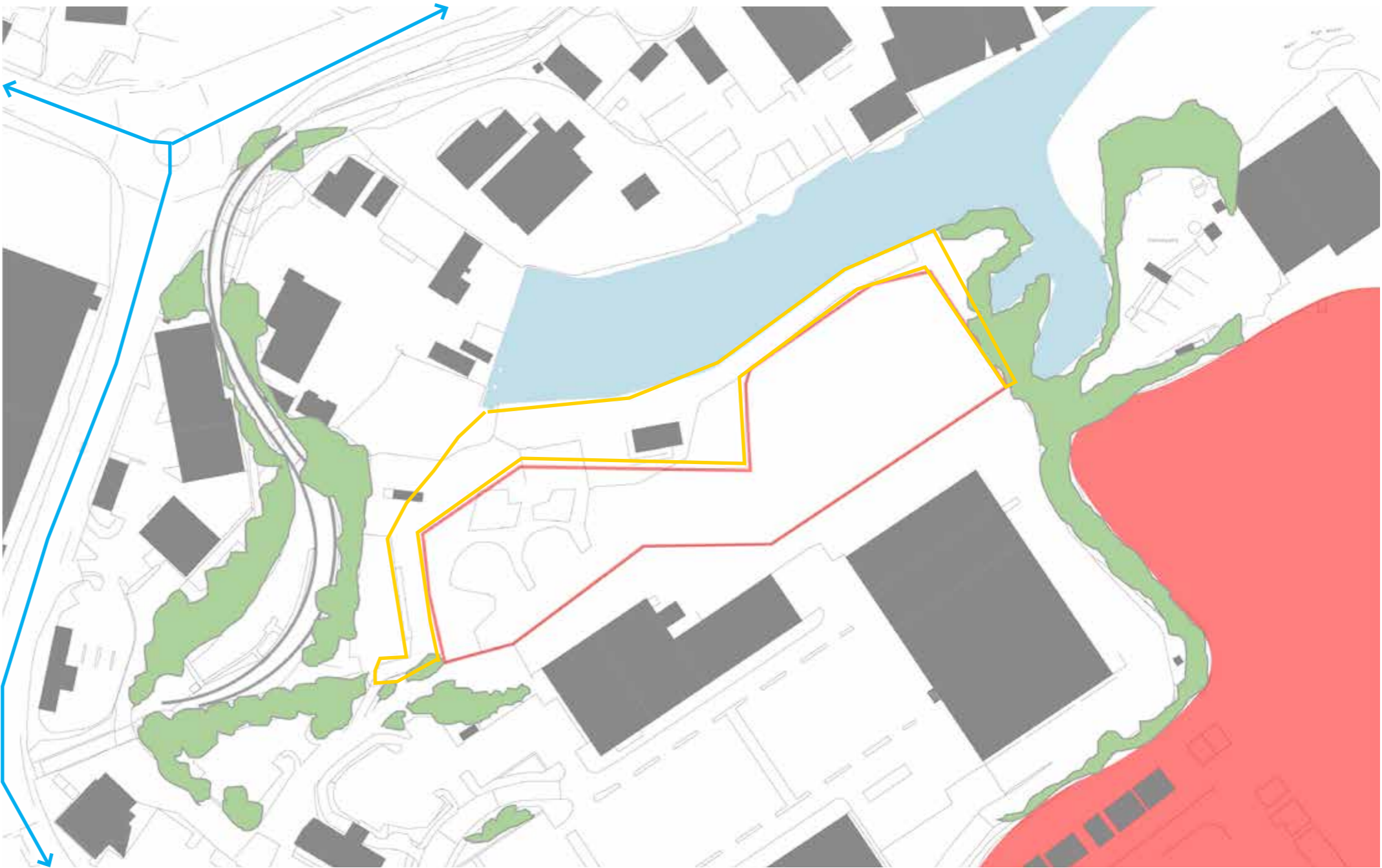
Light Railway (steam railway tourist destination)



Barge Museum Site



Redrow Development



Site constraints map

### 3.2 Design Strategy and Vision

The proposed design rationale has been created in accordance with the analysis produced by Swale's Design Department and set out in the Lloyd's Wharf Advisory Document dated October 2020 .

#### Design Strategy

The site is unique within Sittingbourne, both by its location on the water's edge, its shape and by the existing uses and community groups that currently exist on the wharf and close by.

Our vision for the site is to enhance its uniqueness by establishing its identity through place making within the wider community, which will link to its historical past, but also create a new destination where people will want to come and connect with in the future.

The proposals seek to establish a new wharf through a series of buildings ranging from 3-9 storeys. As with the typical London wharf typologies the buildings define the route and spaces created.

On the waterside (North) the buildings will front onto an active edge, to the rear of the block (South) external landscaped gardens provide residents private amenity.

The tallest building at 9 storeys will be a marker block that will be identifiable within the wider context and help signify the wharfs' location and importance.

#### Vision

- Connect emerging developments and local community groups via new public realm.
- Opportunity to reimagine an underused, secluded site and create a new identity.
- Creation of residencies in keeping with wharf-side location.
- Creation of a new, high-quality, mixed tenure housing development in line with Council requirements.
- Work with the existing site constraints.



Zoning and Place Making

- Orientation of buildings form frontage to public spaces
- People drawn to largest community space in front of terrace housing
- Public green space at entrance draws people on to site and greenery space expands on skate park opposite

Orientation & Sun-path

- Green/garden spaces are to the south of the buildings so they get direct sunlight
- Building footprints follow northern perimeter of site

Divide Site by creating character areas

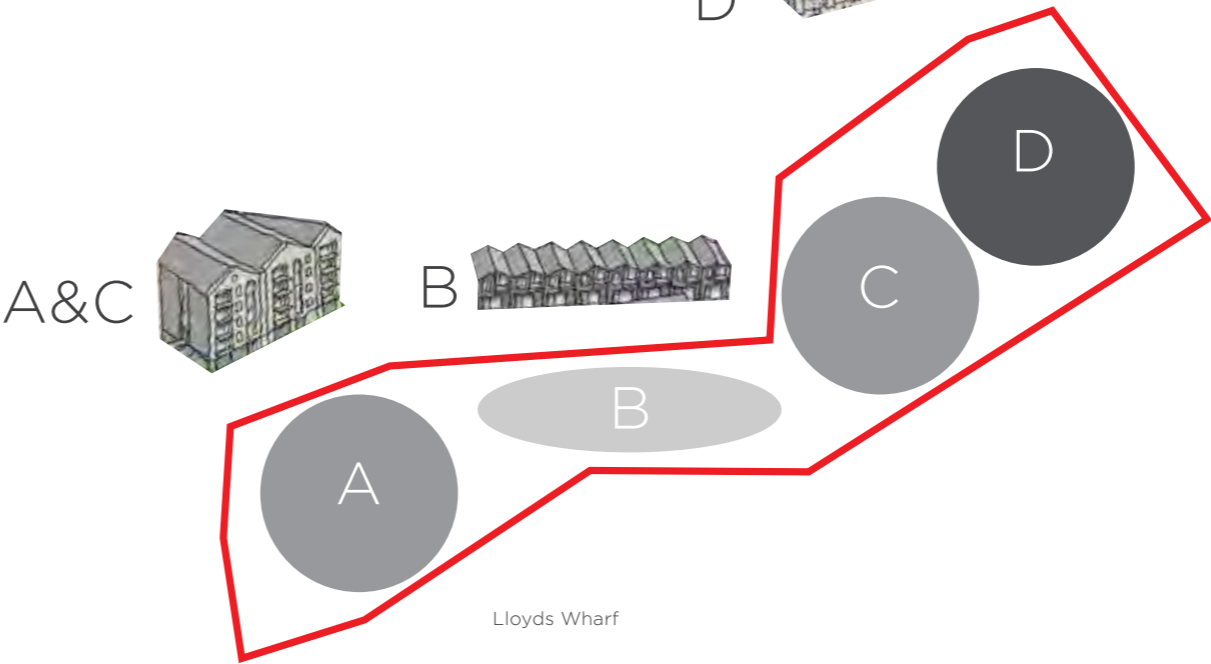
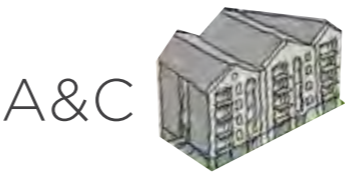
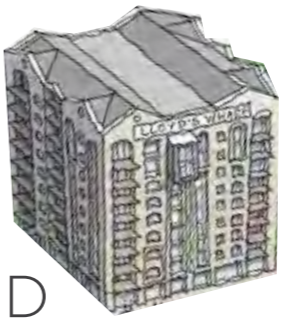
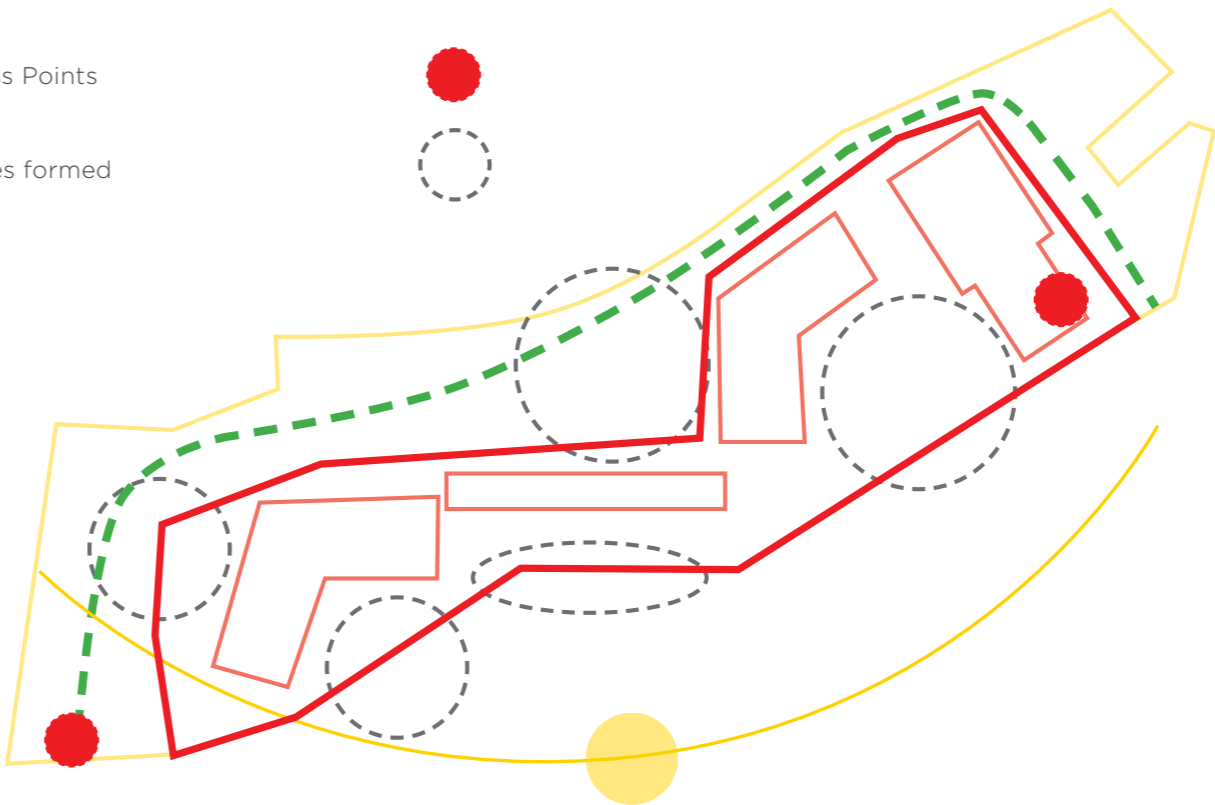
- Three housing scales of varying tenure types
- Wharf-style 9-storey apartment block
- Multi-tier warehouse style 5-storey terraces
- Waterside 3 storey terrace houses

Key:

River Site Active Route

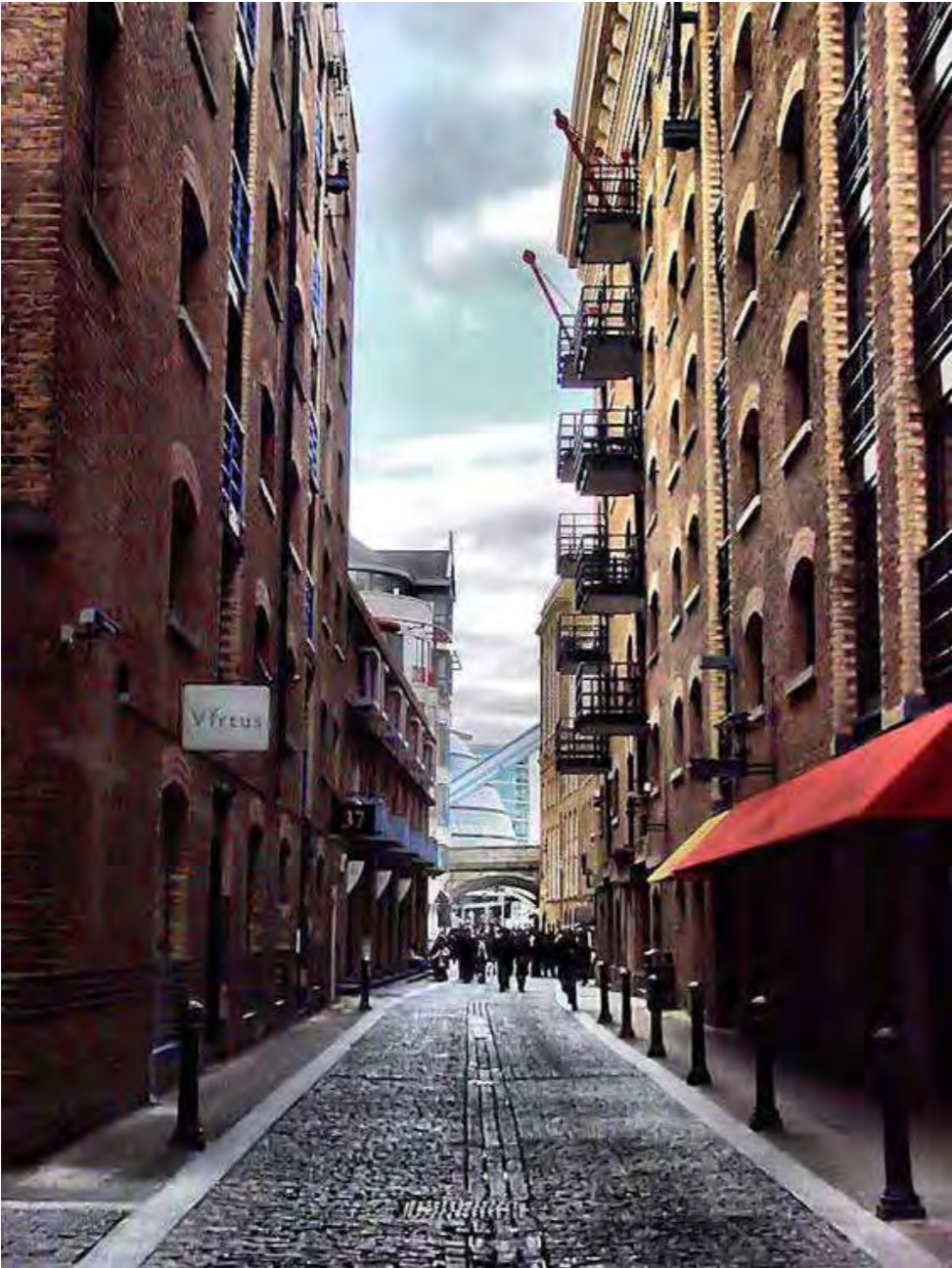
Access Points

Spaces formed



Design Strategy

3.4 Design Precedents



Design Strategy

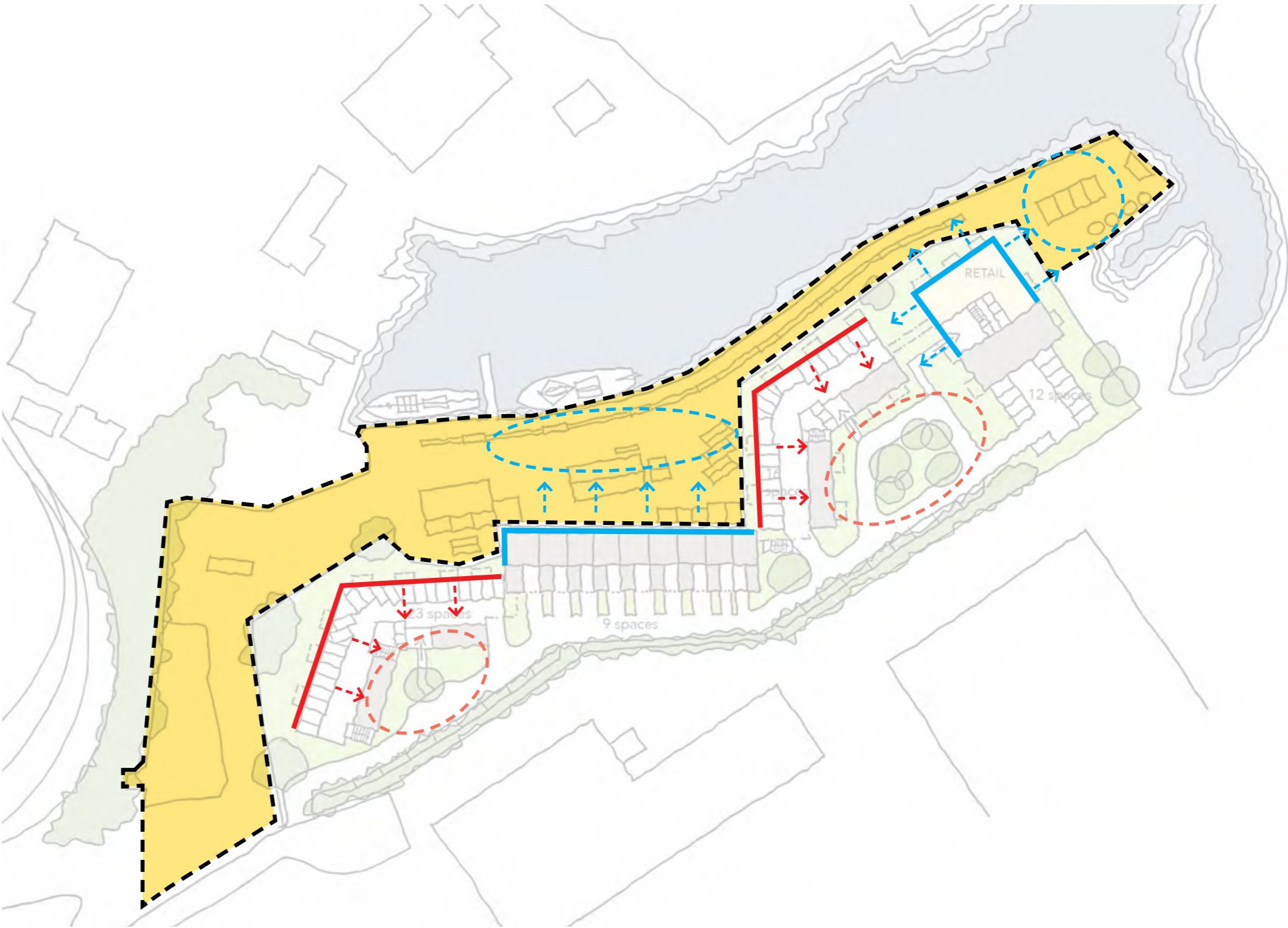
3.5 Public Cultural Identity Precedents



## 4 Emerging Vision

Emerging Vision

4.1 Active Frontages



Historical Vision

## Emerging Vision

### 4.2 Street Level

#### Scheme Vision:

- Connect emerging developments and local community groups via new public realm.
- Opportunity to re imagine an underused, secluded site and create a new identity.
- Creation of residencies in keeping with wharf-side location.
- Creation of a new, high-quality, mixed tenure housing development in line with Council requirements.
- Work with the existing site constraints.



## 4.3 Vision



Quality of Accommodation

The scheme has been designed to meet the Local Plan unit mix requirements and to provide a variety of different apartment types, sizes and layouts (1, 2 and 3 bed options).

Technical housing standards – nationally described space standard

The technical requirements will comply with the minimum sizes for all apartment accommodation in the Nationally Described Space Standard (NDSS), including:

- Balcony sizes and depths
- % Dual aspect and no single aspect North facing
- No. of dwellings per core/ floor level

Building Regulations Approved  
Document M – Access to and use of buildings

- Accessible homes will be provided as per the Building Regulations.
- 90% = M4(2) Category 2 Accessible/ adaptable dwellings
- 10% = M4(3) Category 3 Wheelchair user dwellings

Cycle Parking

- Residential long and short stay cycle spaces to be located at ground floor.
- External stands for visitors are also to be provided at ground level.

Private, Communal Amenity and Playspace

- 100% of apartments benefit from private external amenity to enhance the quality of accommodation for residents.



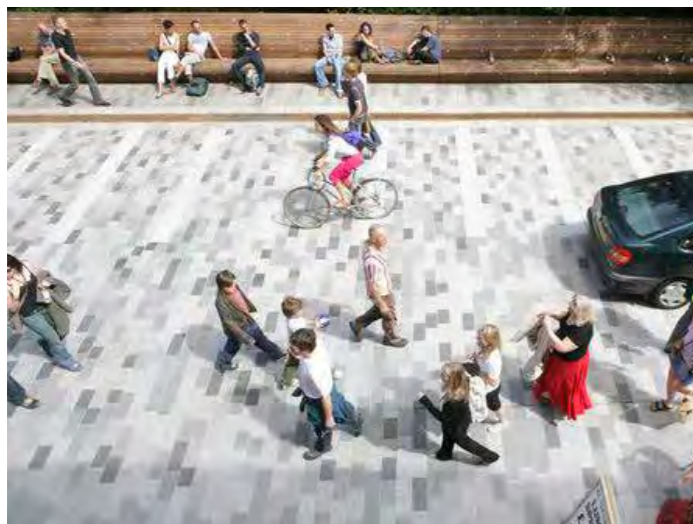
Example of layout typology to come forward during design development:



## 4.5 Active Frontages

### Scheme Vision:

- Our vision for the site is to enhance its uniqueness by establishing its identity through place making
- Create a new destination where people will want to come and connect with in the future.
- On the waterside (North) the buildings will front onto an active edge





Overall Summary Mix

Totals Summary	min size	No.	Area Sqm	Area Sqft
Studio	40	0	0	0
1 bed	50	86	4,300	46,285
2 bed 3p	65	5	325	3,498
2 bed 4p	70	75	5,250	56,511
3 bed	90	11	990	10,656
TH	115	10	1,150	12,379
Total		187	12,015	129,329



Overall Summary Mix

Totals Summary	min size	No.	Area Sqm	Area Sqft
Studio	40	0	0	0
1 bed	50	86	4,300	46,285
2 bed 3p	65	5	325	3,498
2 bed 4p	70	75	5,250	56,511
3 bed	90	11	990	10,656
TH	115	10	1,150	12,379
Total		187	12,015	129,329

## 5 Next Steps

## Next Steps

### 5.1 Key Dates

A summary of anticipated milestones moving forward includes:

- w/c 21st March – Review of Council Advice and Design Development with Consultant Team
- w/c 28th March – Members Presentation
- w/c 4th April – Commencement of Consultation and Stakeholder Engagement
- w/c 30th May – Design Freeze
- w/c 18th July – Application Submission
- December 2022 – Target Planning Committee

# DARLING ASSOCIATES ARCHITECTS

**London**  
1 Greencoat Row  
Victoria  
London, UK  
SW1P 1PQ

**[www.darlingassociates.net](http://www.darlingassociates.net)**  
[mail@darlingassociates.net](mailto:mail@darlingassociates.net)  
+44 (0) 20 7630 0500  
[@DAArchitectsUK](#)  
[@darlingassociates](#)

AFFORDABLE HOUSING

EDUCATIONAL

HERITAGE + LISTED BUILDINGS

HEADQUARTERS

INTERIOR ARCHITECTURE

LEISURE + HOSPITALITY

LUXURY

MARKETING + SALES SUITES

MASTERPLANNING

PRS/BUILD TO RENT

RESIDENTIAL

RETAIL

TALL BUILDINGS

WORKPLACE