

LAND ADJACENT TO  
**BROOMHILL**  
GOBERY HILL, WINGHAM  
**INTRODUCTION**



**WELCOME**

Welcome to our exhibition for the emerging residential development proposals on land adjacent to Broomhill, Gobery Hill, Wingham (the site).

This exhibition is an opportunity for us to present and explain our vision, which consists of a detailed application for the delivery of 20 new residential dwellings, and to discuss any issues or concerns you may have. We have a number of representatives from Esquire Developments and our consultant team to address your individual questions.

We are keen to hear your feedback to help shape our proposals as we move forward. Comments can be submitted to us today via a paper form or sent to us by post or email:

E: [wingham@esquiredevelopments.com](mailto:wingham@esquiredevelopments.com)  
by **3rd April 2024**.

The material on display today is also available to download on our website: [www.consult-esquire.com](http://www.consult-esquire.com) where comments can also be submitted online.



**ESQUIRE DEVELOPMENTS**

Esquire Developments is a multi-award winning SME Housebuilder based in Longfield, Kent. Founded in 2011, we have established ourselves through the delivery of high quality bespoke residential developments across Kent and build approximately 120 homes a year. In 2020, we were awarded Gold by Whathouse as best SME Housebuilder in the Country.

We adopt a tailored approach, adapting designs and layouts to reflect local characteristics, respecting each community's unique needs. This is achieved through our local knowledge and experience, understanding of place, and crucially, engaging with local communities. This positively focusses our approach to planning and design, with a greater experience of the needs and workings of the parish.

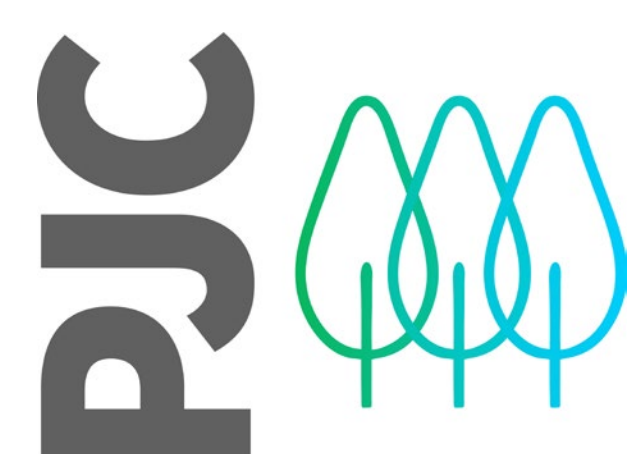
Each of our developments is bespoke, and we do not have fixed house types. This allows us to be totally flexible when it comes to tailoring the right mix and design of each home. Revealed in the high-quality of architecture and materials, this ethos extends to the refinement of open spaces, establishing welcoming and inclusive environments.

As an SME Housebuilder reliant on our reputation, we deliver high-quality homes that bring choice and variation to the housing market, catering for a diverse range of prospective buyers.

We are environmentally conscious and have committed to playing a positive role in addressing the Climate Emergency (see later boards). We also pride ourselves in delivering homes exceeding the minimum sizes and finishes that the general housing market sometimes supplies.



Examples of projects by Esquire Developments



LAND ADJACENT TO  
**BROOMHILL**  
 GOBERY HILL, WINGHAM  
**THE SITE**

**SITE DESCRIPTION**

The site is approximately 1.3 hectares in size, comprising open grassland with a boundary hedgerow, trees and vegetation. There are no existing buildings currently located on the site.

The site is bound to the south by Gobery Hill and residential properties are located to the north, east and west. An access to Broomhill lies to the south eastern corner of the site.

Existing pedestrian and vehicular access to the site is from the south western corner via Gobery Hill.

The site is located 0.2 miles to the north east of the main High Street of Wingham, which is the closest settlement, aside from the clusters of mixed development along Preston Hill and Broomhill.

The site was subject to an appeal in May 2022 (APP/X2220/A/10/2132212) which was dismissed on highways grounds relating to the junction of Gobery Hill and Preston Hill.



Site Location Plan



[Google Maps]

**PHOTOGRAPHS OF THE SITE**



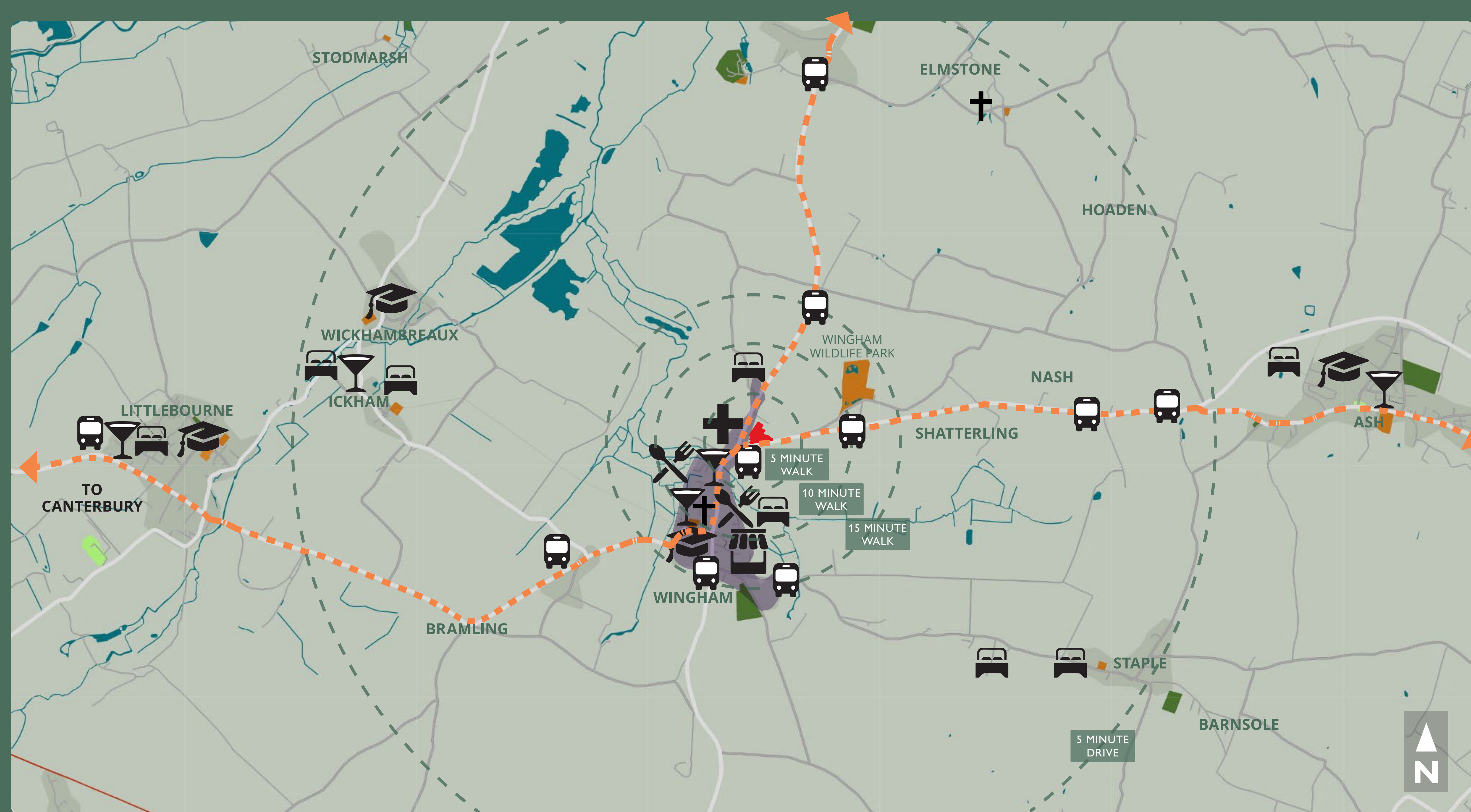
[Google Maps]

LAND ADJACENT TO  
**BROOMHILL**  
 GOBERY HILL, WINGHAM  
**THE CONTEXT**

**LOCAL AMENITIES**

The site is located adjacent to a bus route which connects it to Canterbury City Centre, neighbouring villages, and the wider area. Wingham village centre accommodates shops, restaurants, public houses, a school and other local amenities. Similar amenities are also located in the nearby villages and settlements. The attraction Wingham Wildlife Park also lies in close proximity to the site.

Canterbury is approximately a 15 minute drive west of the site, where the railway stations provide links to London and surrounding towns. This historic city provides abundant amenities including hospitals, schools, universities, supermarkets and other commercial and business hubs.



The site	Hotel
Wingham	Church
Built up areas	Pub
Bus route	Restaurant
Shops	Medical practice
School	Bus

Distances from site	
Wingham	3 min (walking)
Canterbury	15 min (driving)
London	1.5 hr (bus & train)

**PHOTO'S OF SITE**



Wingham Wildlife Park



Wingham High Street



Existing site access off Gobery Hill



View of the site looking north

[Google Maps]

**DESIGN STRATEGY**

Analysis on the site and surrounding area reveals opportunities and constraints which must be addressed to ensure a well-suited and sympathetic addition to the village. These will form the basis of the design strategy, dictating layout, amount, and focal points of the development.



Opportunities and Constraints Diagram

[Google Maps]

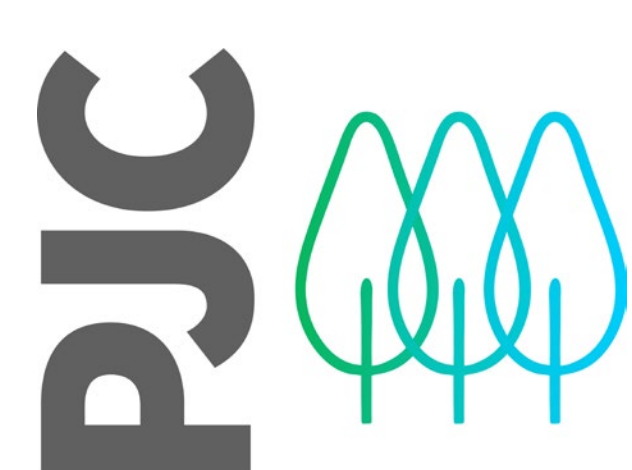
- |                       |                                    |
|-----------------------|------------------------------------|
| Existing buildings    | Existing point of access           |
| Listed building       | Landscape buffer boundary planting |
| Conservation Area     | Upwards slope                      |
| Agricultural land     | Potential development area         |
| Existing vegetation   | Wooded area                        |
| Existing trees        | Potential communal open space      |
| Potential access road |                                    |

**OPPORTUNITIES**

- Provide a diverse mix of housing from 2 to 4 bedroom dwellings.
- Produce a well designed development, sympathetic to and enhancing the local character and architectural identity.
- Increase the biodiversity on site through careful landscaping and planting.
- Provide green space for future residents and local community.

**CONSTRAINTS**

- Retain and enhance boundary planting to maintain screening.
- Proximity to Conservation Area.
- Existing sloping site topography.
- Need for suitable highway access.
- Junction improvement to Preston Hill.



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 GOBERY HILL, WINGHAM  
**PROPOSALS**

**ILLUSTRATIVE SITE LAYOUT PLAN**



Proposed Sketch Site Layout

[Google Maps]

- New vehicular and pedestrian access
- Vegetation retained & enhanced
- Biodiversity gain
- Existing trees retained
- Landscaped outdoor amenity
- Enhanced vegetation buffer
- First homes and smaller units
- New access road

The scheme delivers 20 new homes with associated landscape and outdoor amenity provision. A new vehicular and pedestrian access is proposed off Gobery Hill which will be designed in accordance with the Kent Design Guide and the Manual for Streets, and car parking is provided on site for both residents and visitors in accordance with DDC and KCC parking standards.

A new pedestrian crossing is proposed on Preston Hill, which will enhance visibility between drivers and pedestrians at this location, addressing concerns raised as part of the previous appeal on site. This will be informed by speed surveys and an independent Road Safety Audit (please see later boards for further information).

The proposals draw from both the strip development and rural clusters of farmstead buildings characteristic of the area, which is reflected through layout, landscaping, design and materials.

**PROPOSED MATERIALS PALETTE**





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GOBERY HILL, WINGHAM  
**PROPOSALS & LANDSCAPE**



Examples of Esquire Developments Unit Types



Illustrative Street Elevation

**LANDSCAPE STRATEGY**

A landscape strategy has been undertaken by PJC landscape architects. The proposal reflects the site's location in terms of landscape character area and proximity to key features. The planting is carefully chosen to ensure year round visual interest as well as providing sensory stimulation for children and adults alike.

The layout seeks to keep built form to the western area of the Site, allowing for the eastern half to form a dedicated BNG area, providing a transition to the countryside to the north east.

The existing hedging and landscaping which intersects the Site would be retained and enhanced as part of the proposals, along with the existing boundary hedging to the southern and eastern boundaries. Substantial landscape buffers will further be provided between the proposed dwellings, and the existing dwellings to the northern and western boundaries.

The development will also achieve a 10% biodiversity net gain.



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**ACCESS**



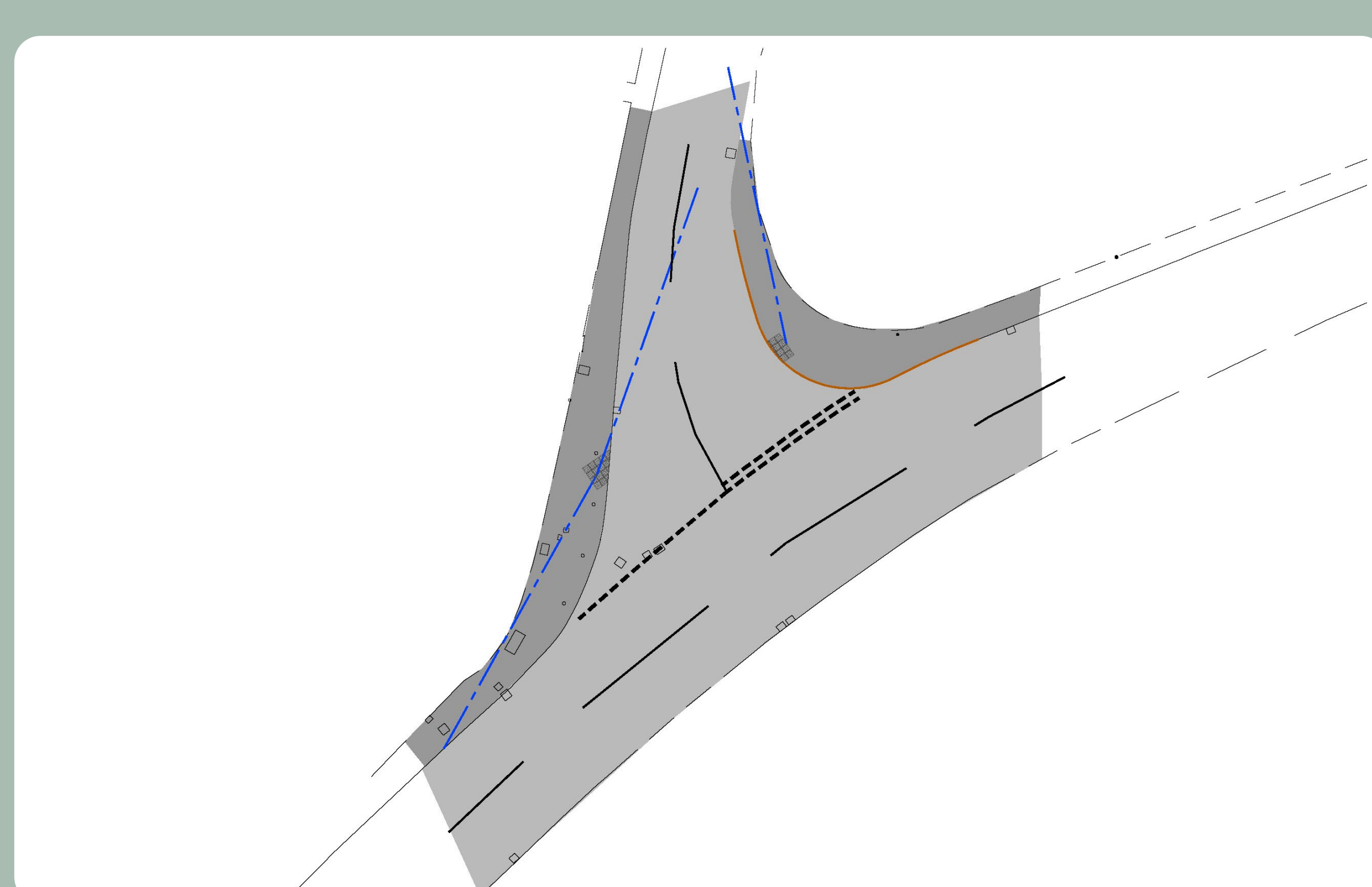
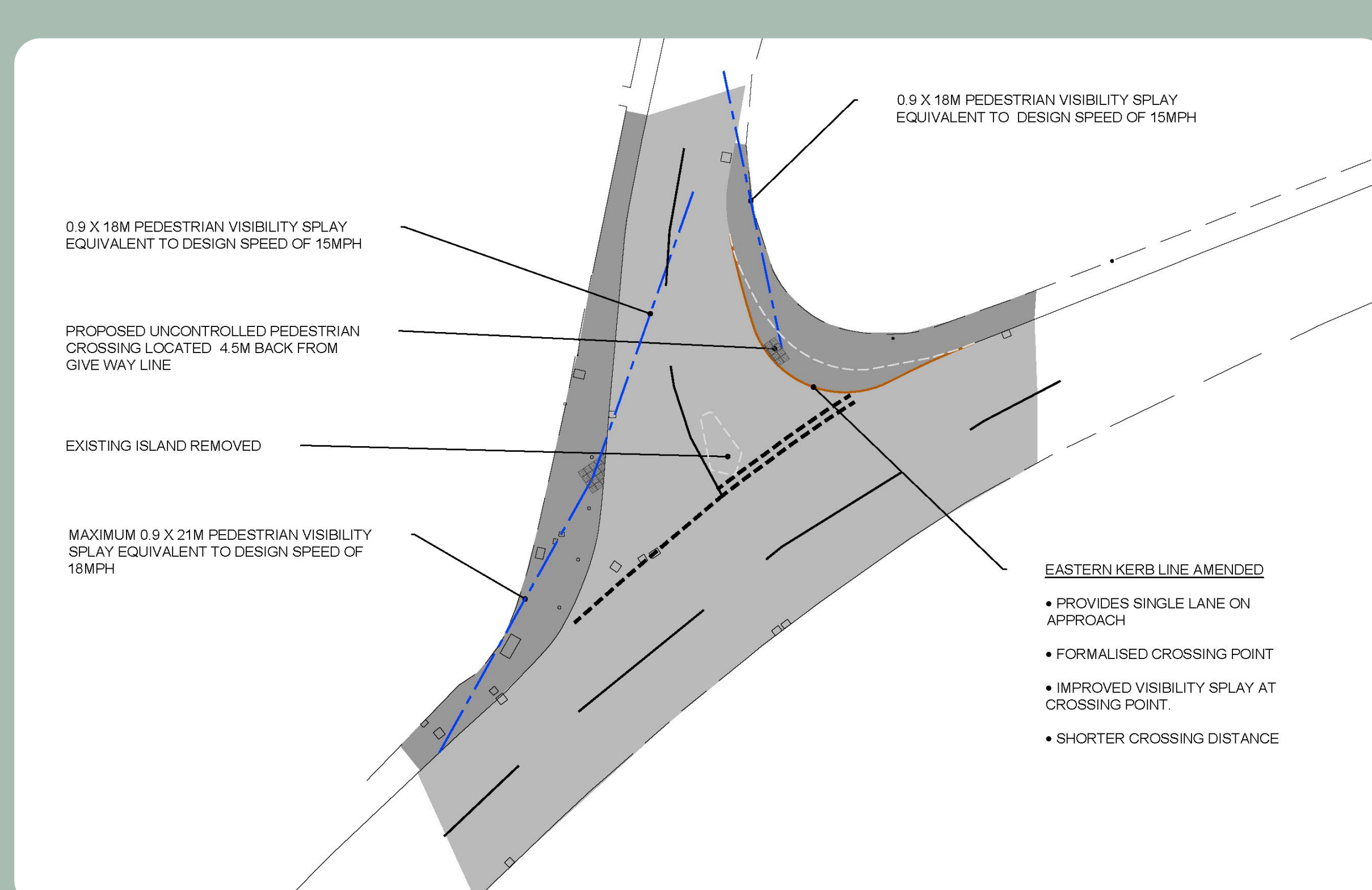
**HIGHWAYS**

Vehicular and pedestrian access to the site is proposed by way of a simple priority junction with the A257 Gobery Hill; the exact design and location will be informed by a speed survey and independent Road Safety Audit.

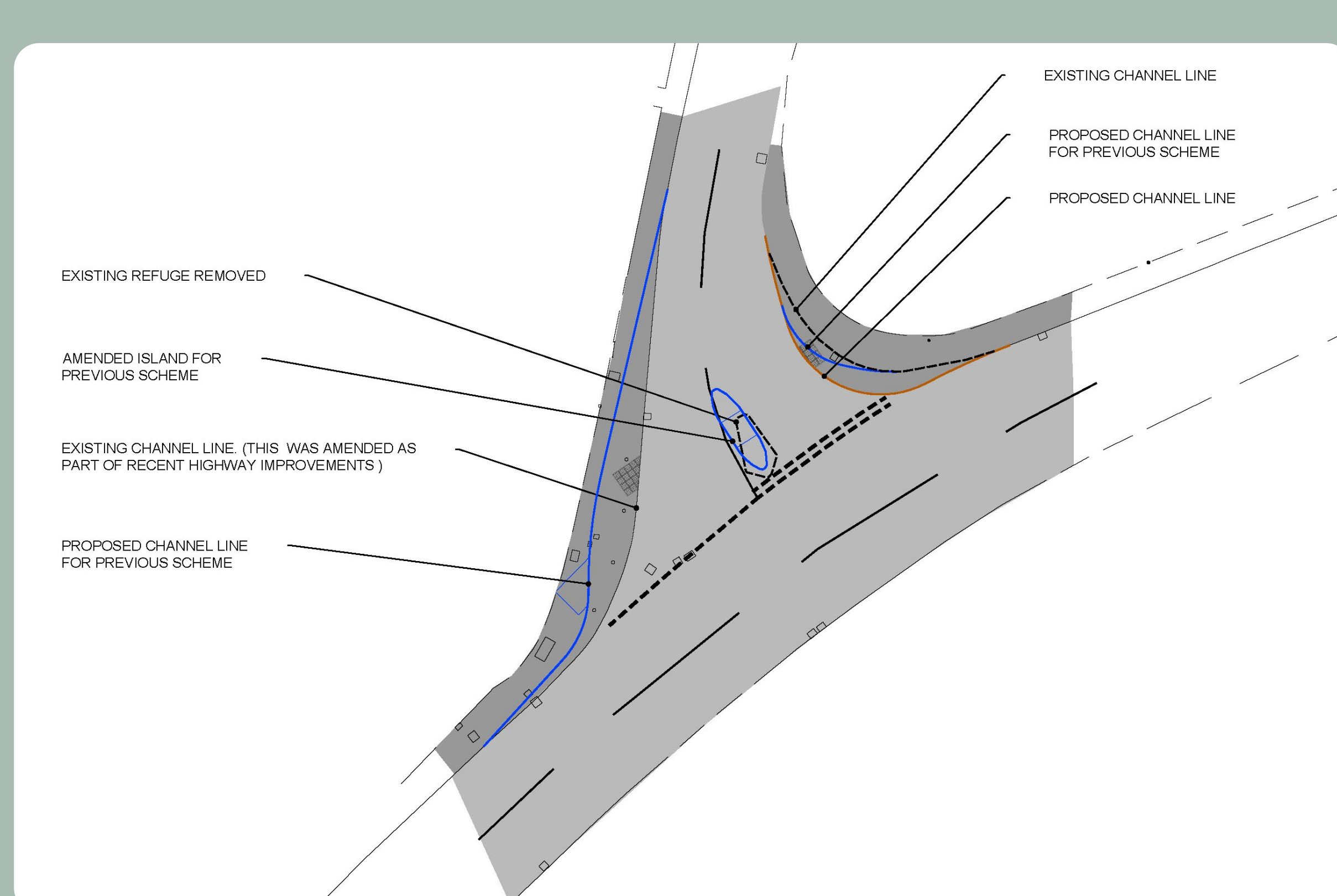
We recognise that the safety of the Gobery Hill /Preston Hill junction is paramount. Off-site highway works are proposed at the Gobery Hill / Preston Hill junction to provide for safer pedestrian crossing facilities and to ensure that the associated concerns raised in relation to the previous planning application for the site are fully addressed.

The accompanying images provide a comparison of the crossing proposed as part of the previous appeal, and the crossing proposed as part of our scheme. The proposed works will comprise a build out on the eastern side of the junction and the removal of the central island to enhance intervisibility between drivers and pedestrians in this location, alleviating concerns raised previously.

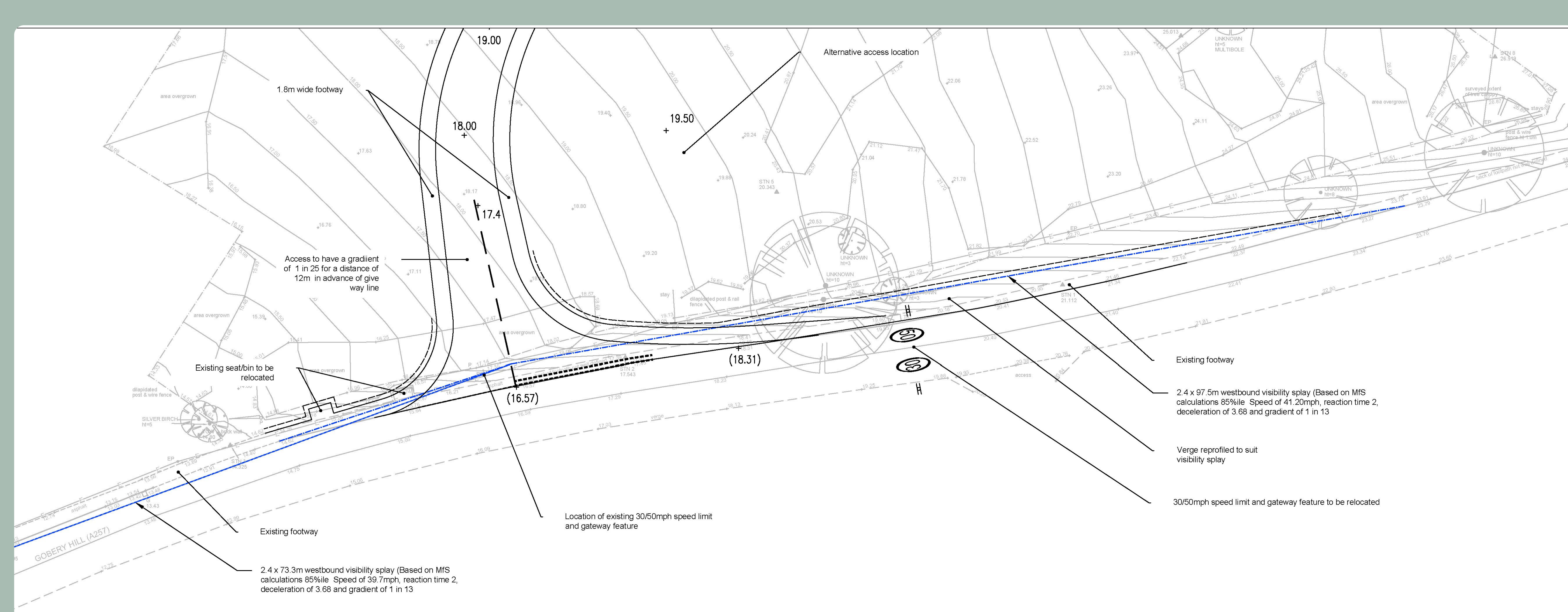
These off-site works will be informed by an independent Road Safety Audit as well as separate discussions with Kent County Council Highways and Transportation.



Proposed Junction Improvements



Proposed Junction Improvements Overlay

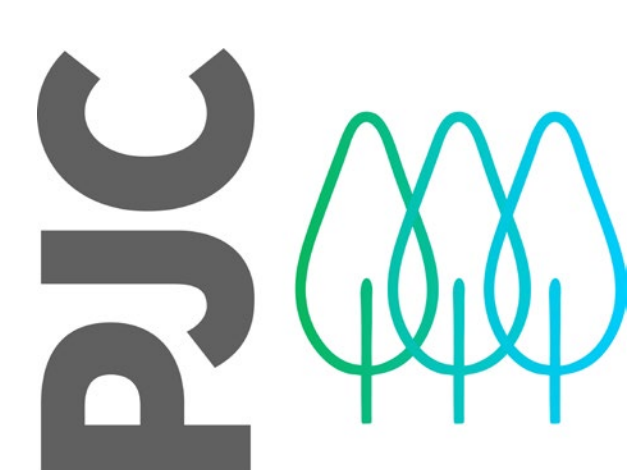


Proposed Site Access

The site layout and will be designed in accordance with the Kent Design Guide and the Manual for Streets and parking provided in accordance with Kent County Council and Dover District Council's adopted standards, with Electric Vehicle charging available for every dwelling.

The vehicular trip generation of the proposed development will be modest at approximately one additional movement every five minutes during the weekday morning and evening peak hours, which will not have a material impact on the operation of the local highway network.

The proposals are the subject of ongoing pre-application engagement with Kent County Council Highways and Transportation to ensure that the access and off-site highway works designs are suitable and that the scope of the Transport Statement that will accompany the planning application is sufficient.





LAND ADJACENT TO  
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**CLIMATE ACTION**



**SUSTAINABLE DESIGN RESPONSIBILITY**

**Fabric first approach to sustainability**

**Extensive Landscaping to benefit biodiversity**

**All houses to have an EV charging point**

**Air Source Heat Pumps installed in all homes**

**High Specification Glazed Windows**

**Electric Only Dwellings**

**Increased Cavity Wall Thickness**

**Natural material utilising local supply chains**

A key part of creating a well designed and attractive development is taking care to ensure sustainable delivery, function, lifespan and community cohesion.

This is one of the central aims of the scheme, with heavy focus on the use of sustainably sourced, and where possible, local materials.

Focus on water and energy conservation are integral to the design.

We also recognise that sustainability is achieved through long-term social incorporation.

The development makes use of the existing community assets in the village, ensuring their continued use. Connections to local amenities and transport links contribute further to its sustainability.

**CLIMATE COMMITMENTS**

We take a proactive approach to addressing the climate emergency and recognise that we have an impact on the environment. We wish to minimise this as best we can by committing to deliver ‘electric only’ developments. By installing air source heat pumps and taking a ‘fabric first approach’ we are achieving approximately a 40% carbon reduction in our homes over and above current building regulations.

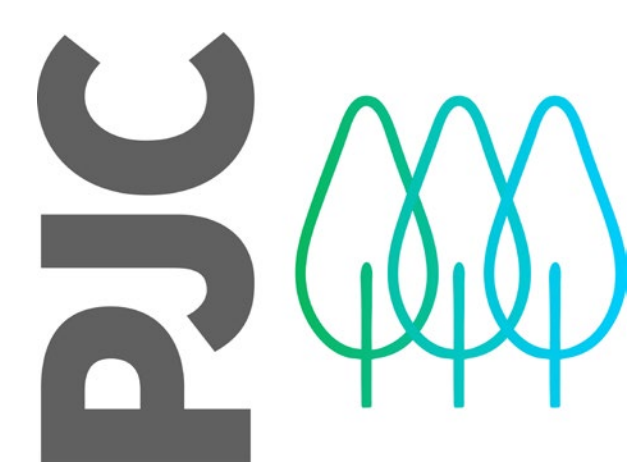
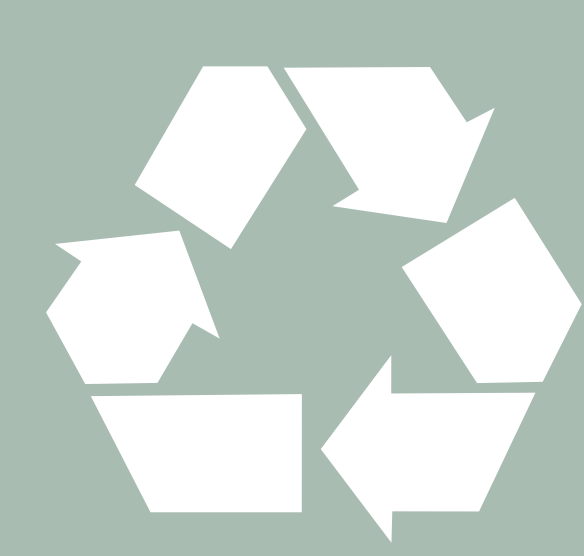
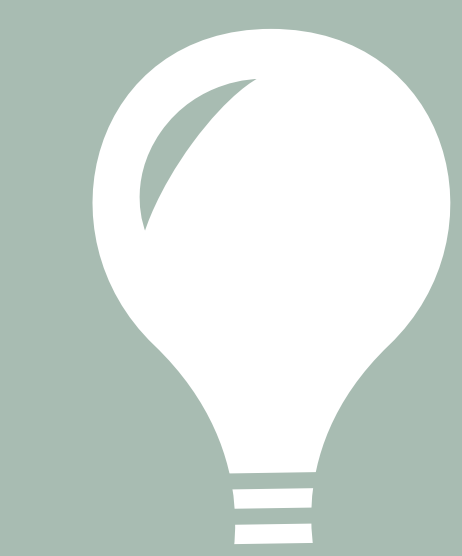
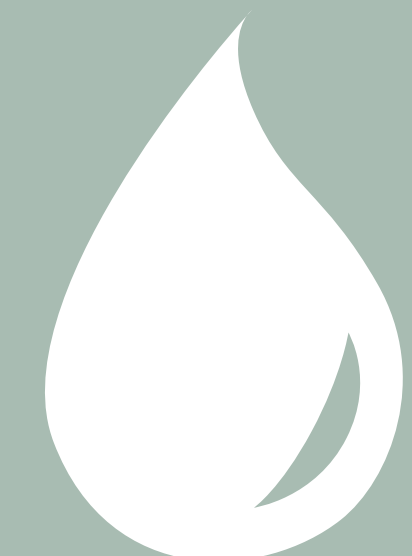
The fabric first approach means that the improved efficiency of our dwellings is inherent within the build meaning that not only is it more efficient, but also safeguarding against removal, resulting in the efficiency of the building being maintained for its lifetime.

We build our homes with greater cavity wall thickness allowing for increased thermal protection, higher specification glazed windows and greater base floor depths.

All our homes come with rapid charge electric vehicle chargers, we feel that we are playing our part in trying to minimise the impacts of our developments on the environment and helping to accelerate the shift to greener living, reducing the amount of fossil fuels used by home and vehicle.

Esquire Developments are confident they can achieve a 40% reduction of CO<sub>2</sub> emissions and are proposing to apply the following specifications:

Element	Current Spec	Notes
Ground Floor U-Value	0.17 W/m <sup>2</sup> K	Concrete Slab 100mm insulation
External Wall U-Value	0.23 W/m <sup>2</sup> K	Traditional build with 100mm fully filled cavity.
Party Wall U-Value	0 W/m <sup>2</sup> K	Fully insulated and suitably sealed.
Roof U-Value	0.099 W/m <sup>2</sup> K	Cold roof, 100mm x 300mm.
Glazing U-Value	1.20 W/m <sup>2</sup> K	Glazing U-Value includes frame (not centre pane only)
Glazing Transmittance	0.72%	g-value.
Door U-Value	1.20 W/m <sup>2</sup> K	Solid door with insulation.
Thermal Bridging	0.03-0.06 W/m <sup>2</sup> K	BRE Library/ Bespoke.
Design Air Permeability	5.00 m <sup>3</sup> /m <sup>2</sup>	Target varies to ensure compliance.
Heating SAP Default		Air Source Heat Pump System. All Plots Include Time and Temperature Zone Controls. Flow temperature no higher than 45 degrees.
Hot Water		From main system. Larger houses include 200 litres. Daily heat loss 1.75 kWh.
Cooling		None
Ventilation		Intermittent extraction fans and trickle vents.
Lighting		SAP2012: 100% Low energy lights, SAP 10: 14watt LED Lamps. 125lum/W. SAPI0.1: Fed by boiler. Use 9 litres per minute.
Showers		
Wastewater Heat Recovery		None
Solar Thermal & PV Panels		None



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**THE WAY FORWARD**



**FEEDBACK AND PROGRESSION**

Thank you very much for taking the time to view this exhibition. We really appreciate your engagement and comments. By reviewing these, we hope to understand how we can best improve our proposals to ensure that we deliver the best quality and most appropriate addition to the local area.

We would be grateful to receive all of your feedback to review and help shape our proposals as we move forward.

**COMMENTS**

Comments can be submitted to us today via a paper form, or sent to us by post or email: [wingham@esquiredevelopments.com](mailto:wingham@esquiredevelopments.com) by **3rd April 2024**. The material on display today is also available to download on our website: [www.consult-esquire.com](http://www.consult-esquire.com) where comments can also be submitted online.

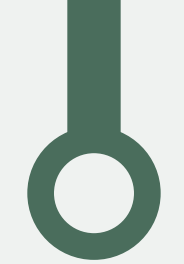
The window for submitting feedback runs for **2 weeks**, after which we will review the responses and address comments wherever we can.



[Google Maps]

It is anticipated that the planning application will be submitted in spring 2024. Following this, there will be another opportunity to comment on the application to Dover District Council.

It is still uncertain when a decision will be made on this application, but given current resources and timescales, it is likely this will be in late 2024.



**Thank you for taking the time to attend today's event.**

