

WELCOME

Fountain Place | Public Exhibition



View of the proposed development from St Michael's Road / Church Street.

POD Architects are pleased to share *Fountain Place*, a proposed new residential scheme designed to bring high-quality homes to the centre of Sittingbourne.

Fountain Place is a proposed residential development on vacant brownfield land next to the train station. Identified by Swale Borough Council as a key redevelopment site, it will bring new life to an area unused for over a decade, delivering homes along with new green spaces.

The scheme represents another step in the ongoing transformation of the town centre, creating a welcoming gateway to Sittingbourne and helping to make the area around the station feel more vibrant, attractive, and connected.

We want your views...

We are consulting the community to get your views on our proposals ahead of us finalising and submitting our detailed planning application to Swale Borough Council this summer.



Core Principles

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Provide 115 new, high quality homes for Sittingbourne
- 

Transform a brownfield site and provide green spaces including landscaping to improve the look of the area
- 

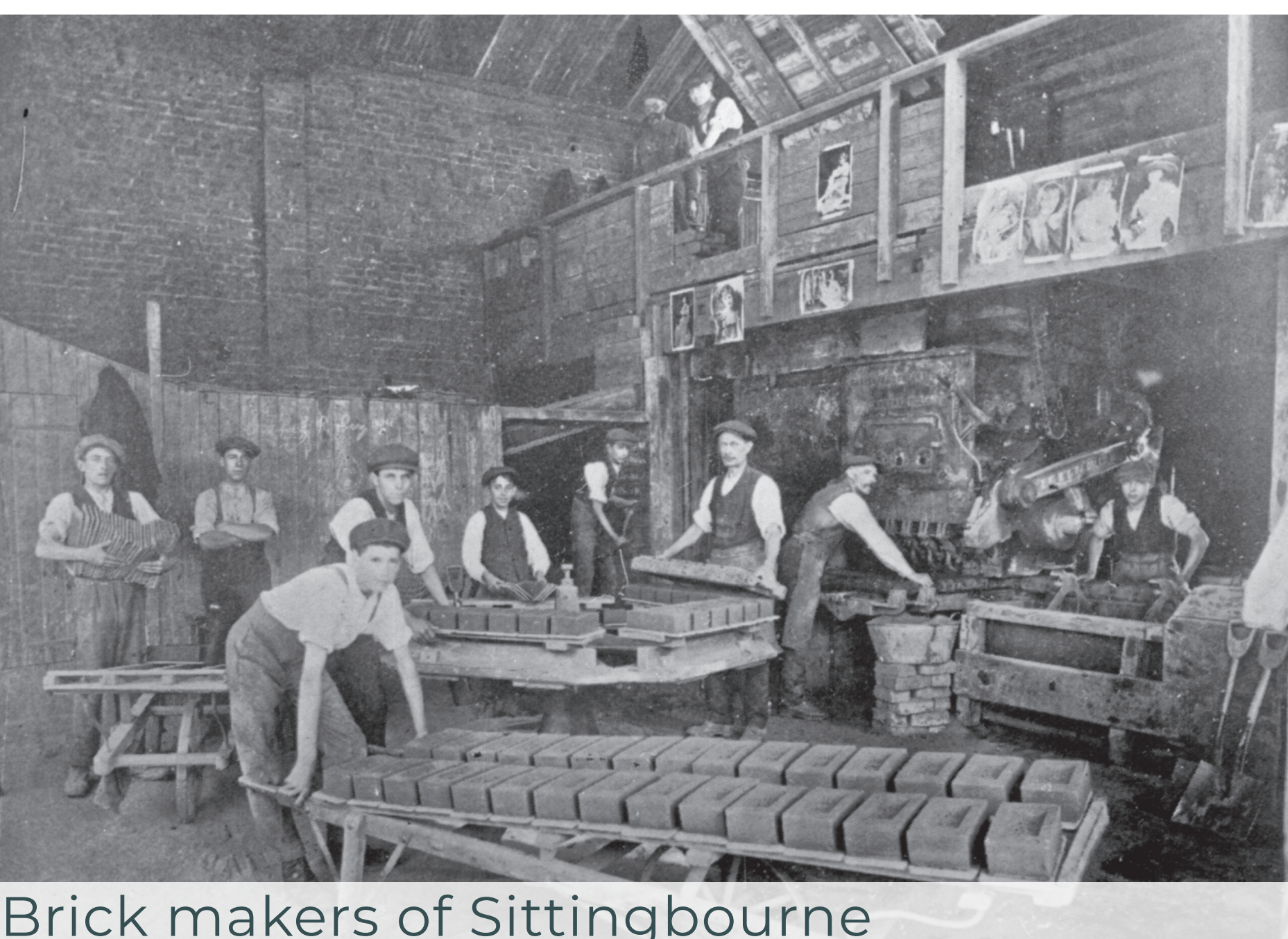
Create a vibrant new place which contributes to the regeneration of the town centre
- 

Support sustainable town-centre living by delivering a car-free scheme, and landscaping to enhance biodiversity
- 

Create a landmark building that draws inspiration from Sittingbourne's past and present identity

Existing Views of Site

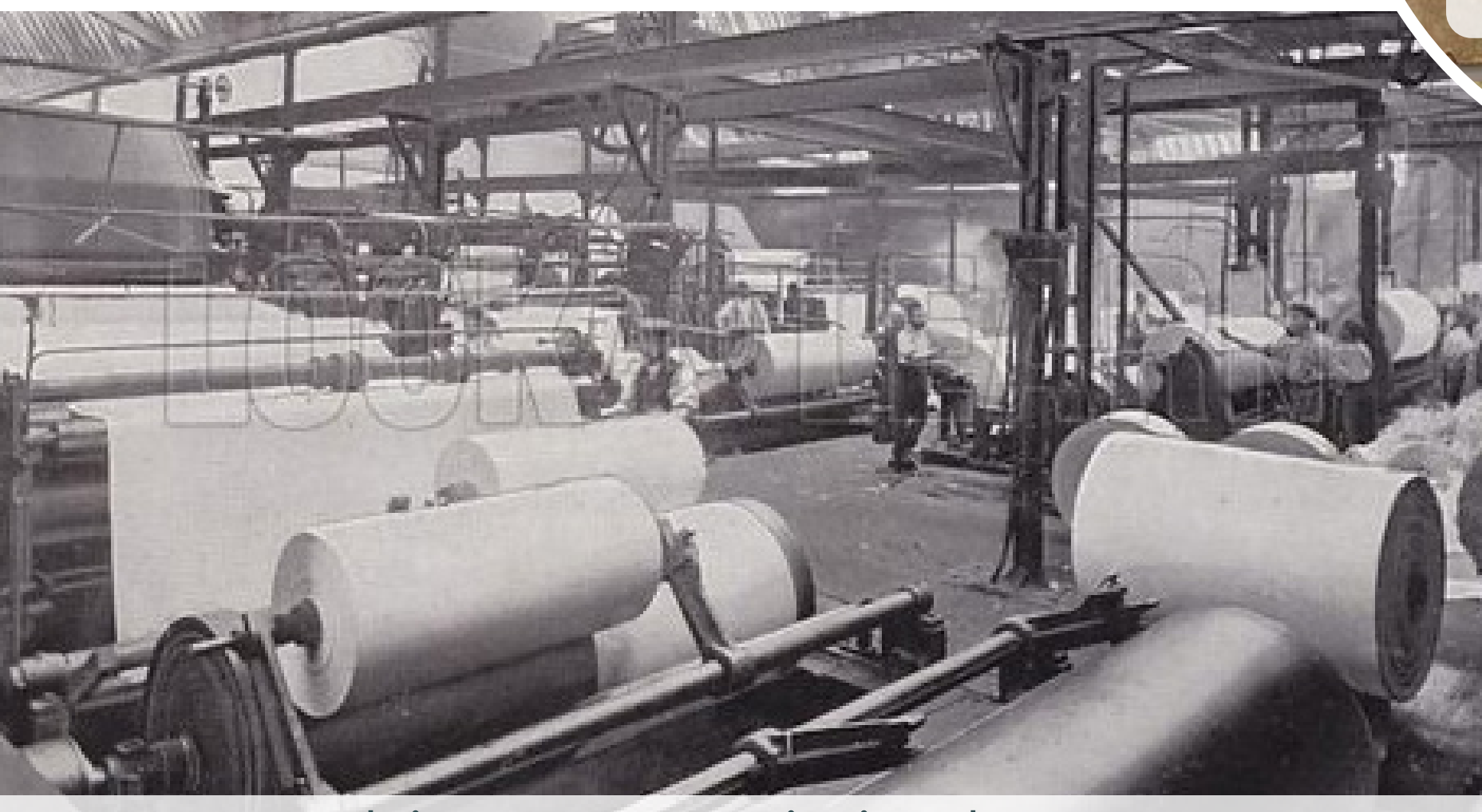




Brick makers of Sittingbourne



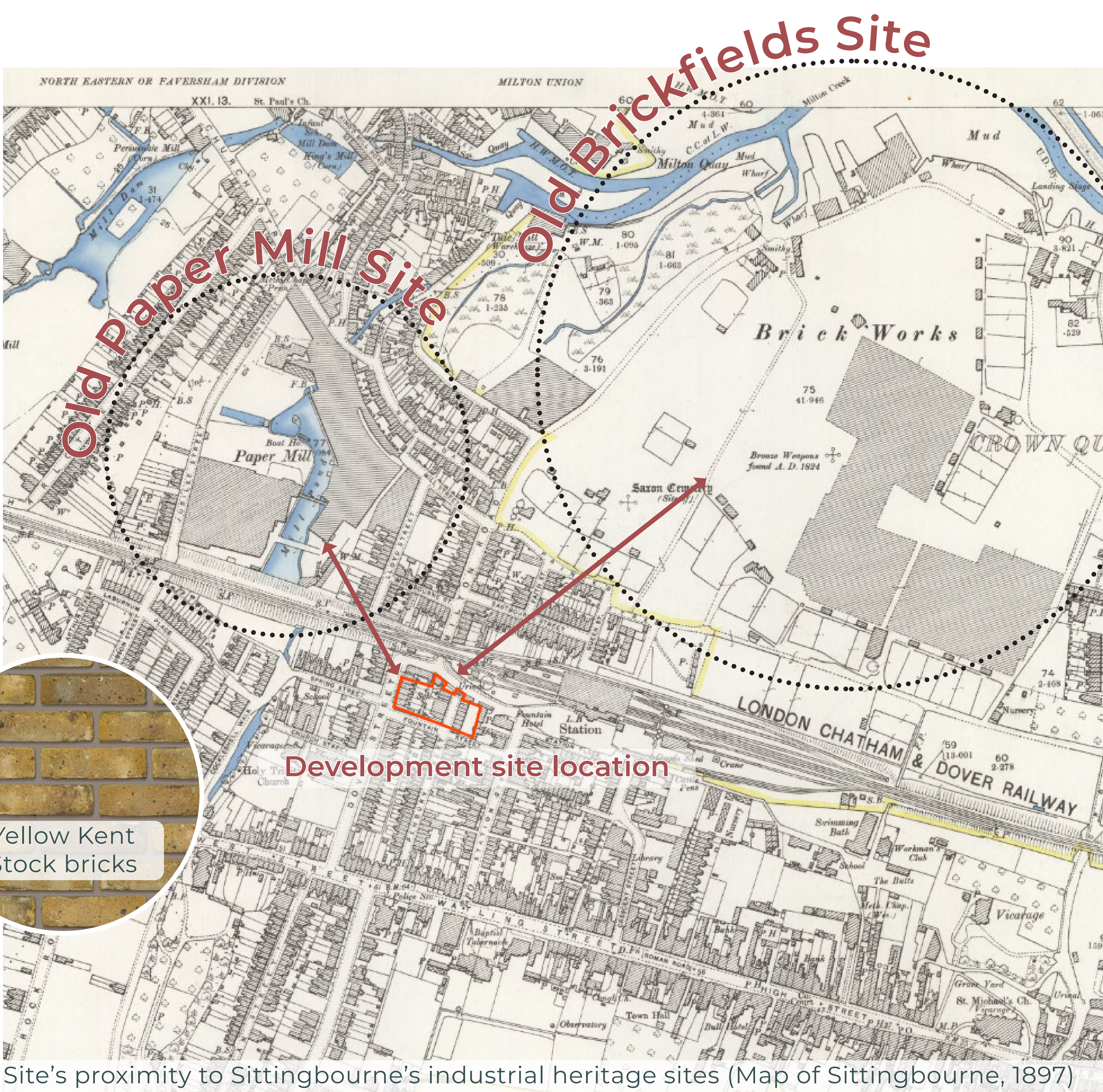
Brick makers of Sittingbourne



Paper machine room, Sittingbourne



Paper Mill Administration building



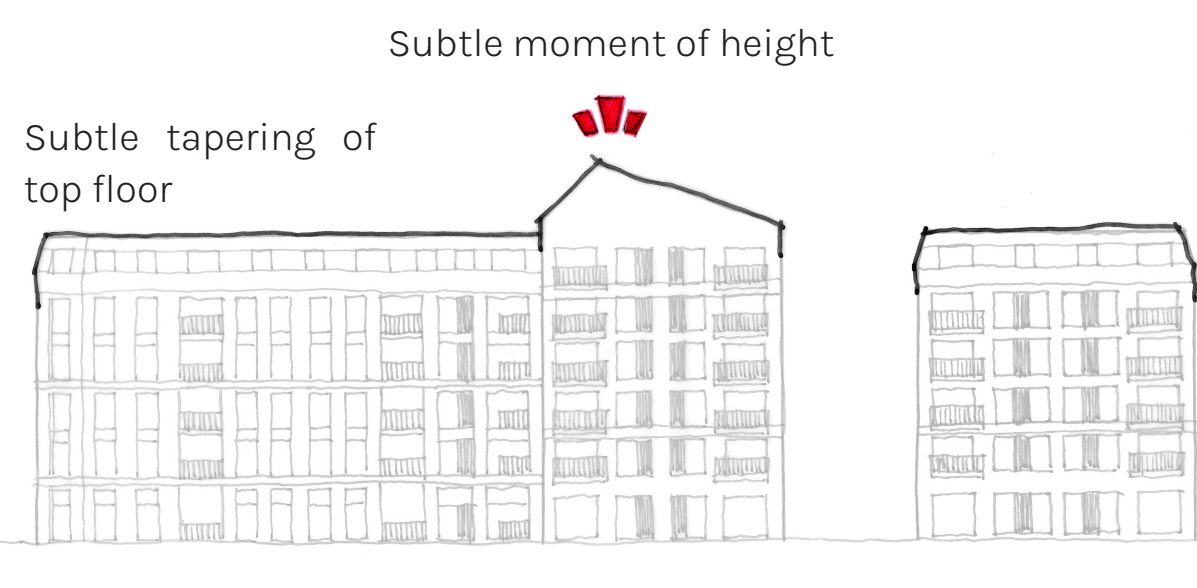
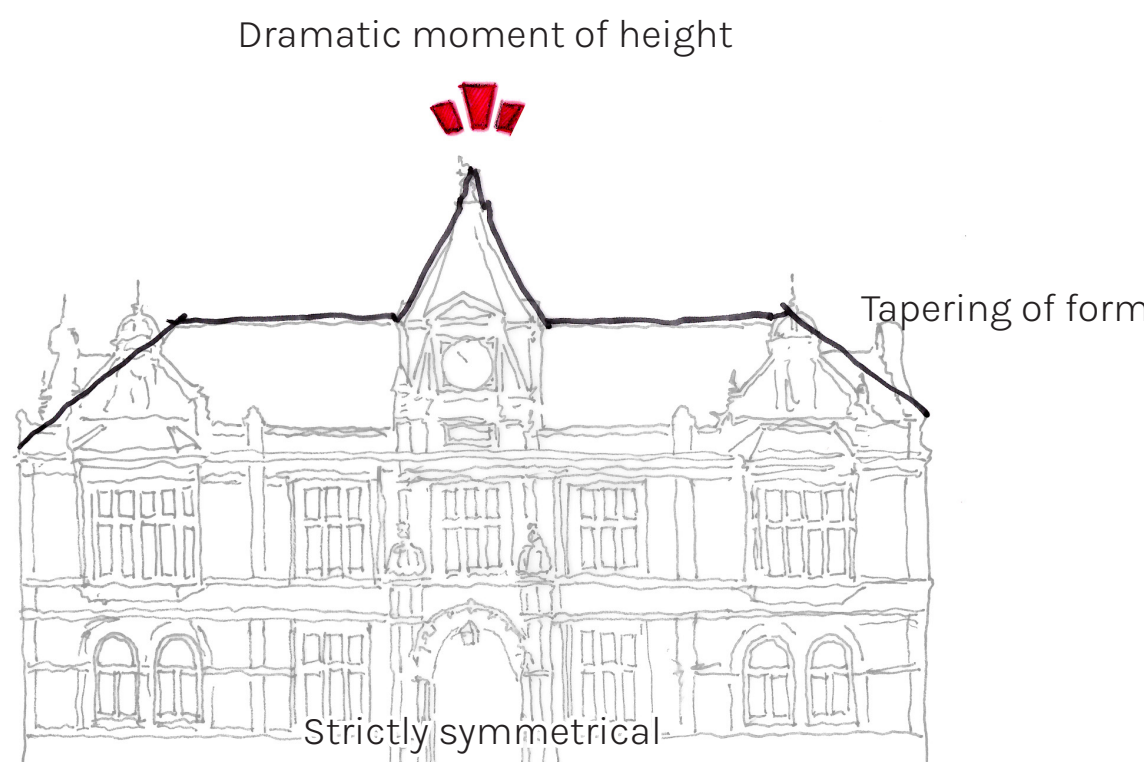
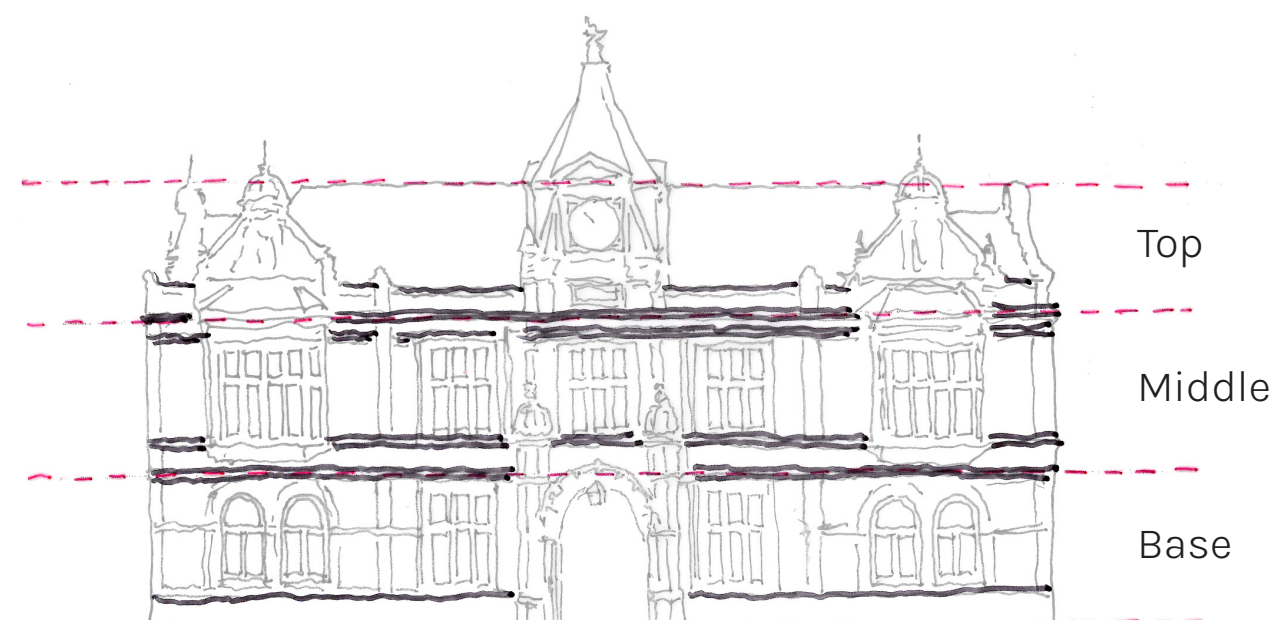
Site's proximity to Sittingbourne's industrial heritage sites (Map of Sittingbourne, 1897)

Industrial Heritage

Sittingbourne's industrial heritage is shaped by both its paper-making and brick-making industries. The town was once home to the world's largest newsprint mill, alongside one of Britain's major brick manufacturers, known for producing the distinctive yellow Kent Stock Brick that helped build

Victorian London. This period also gave rise to notable examples of Victorian industrial architecture, including Edward Lloyd's Paper Mill Administration Building. Together, these industries highlight Sittingbourne's historic role as a centre of large-scale industrial production.

Architectural interpretation...



A Regenerated Centre

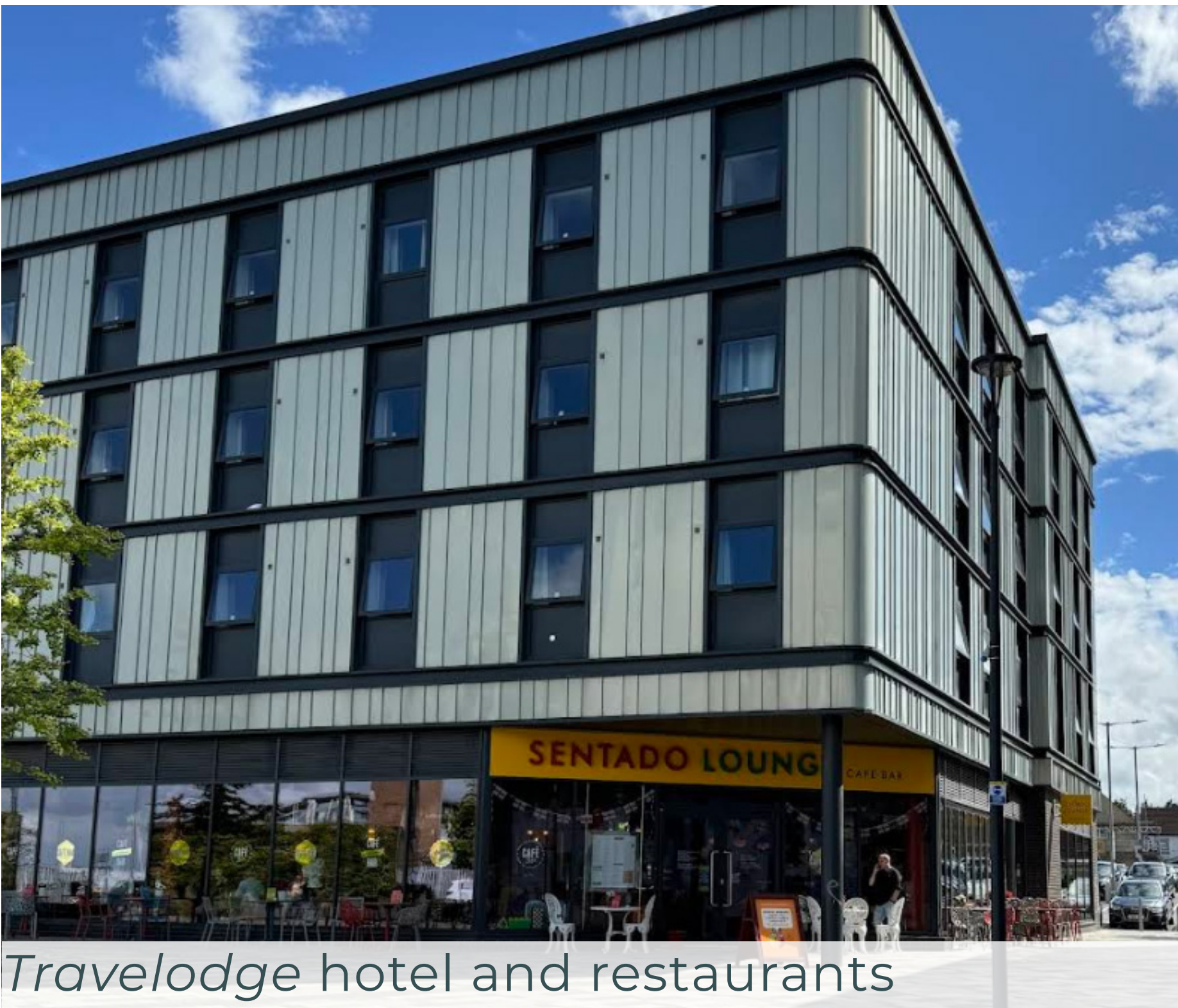
The new gateway to Sittingbourne is a growing contemporary leisure quarter, developed over recent years and still evolving today. Its character is defined by taller modern buildings that use materials like glass and metal, creating the first impression of a renewed and forward-looking town centre. Our site sits within this area, and the proposal is designed to fit comfortably alongside these contemporary buildings while still including subtle references to Sittingbourne's history.



Spirit of Sittingbourne Masterplan Site



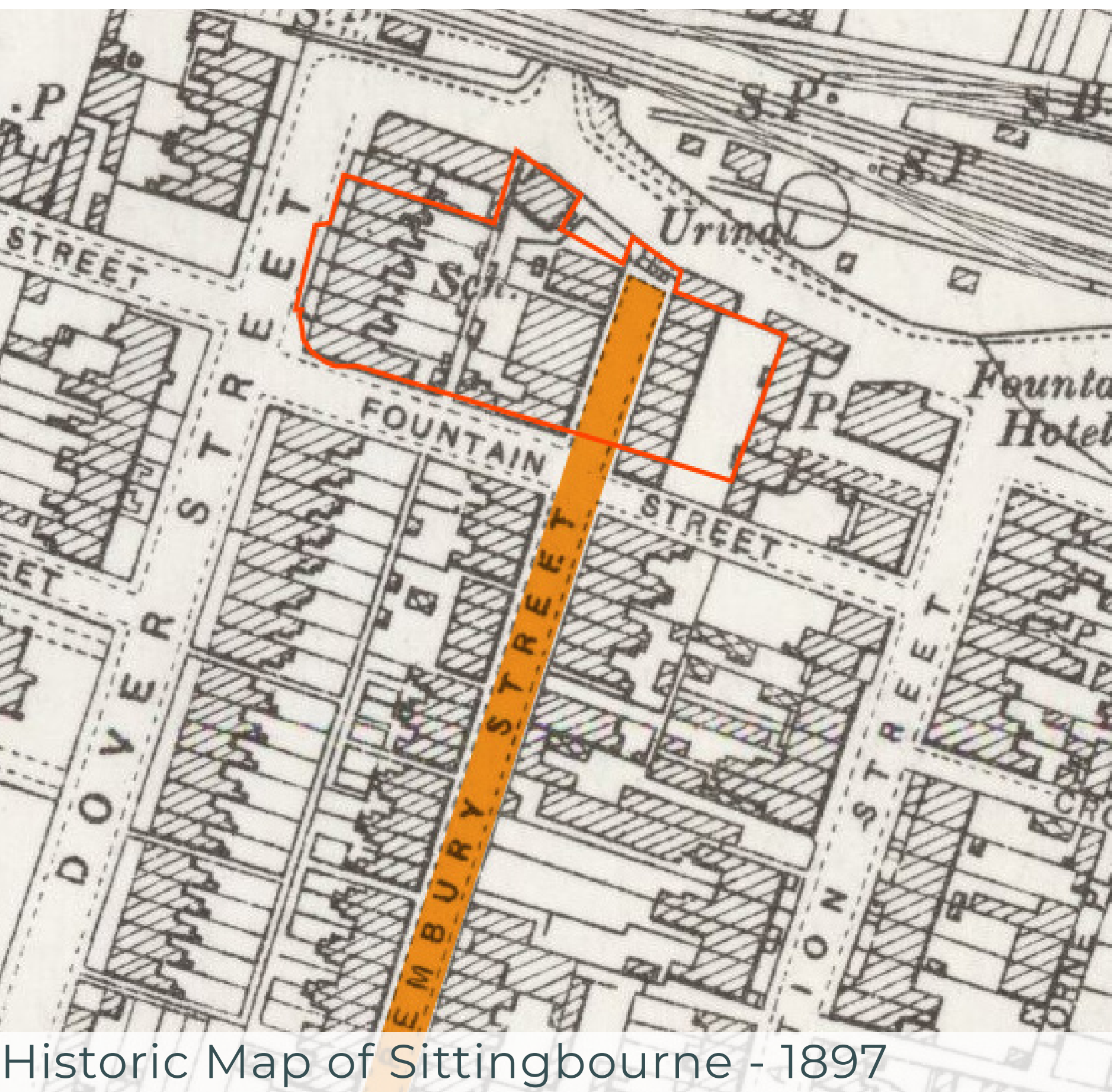
The Light cinema and restaurant complex



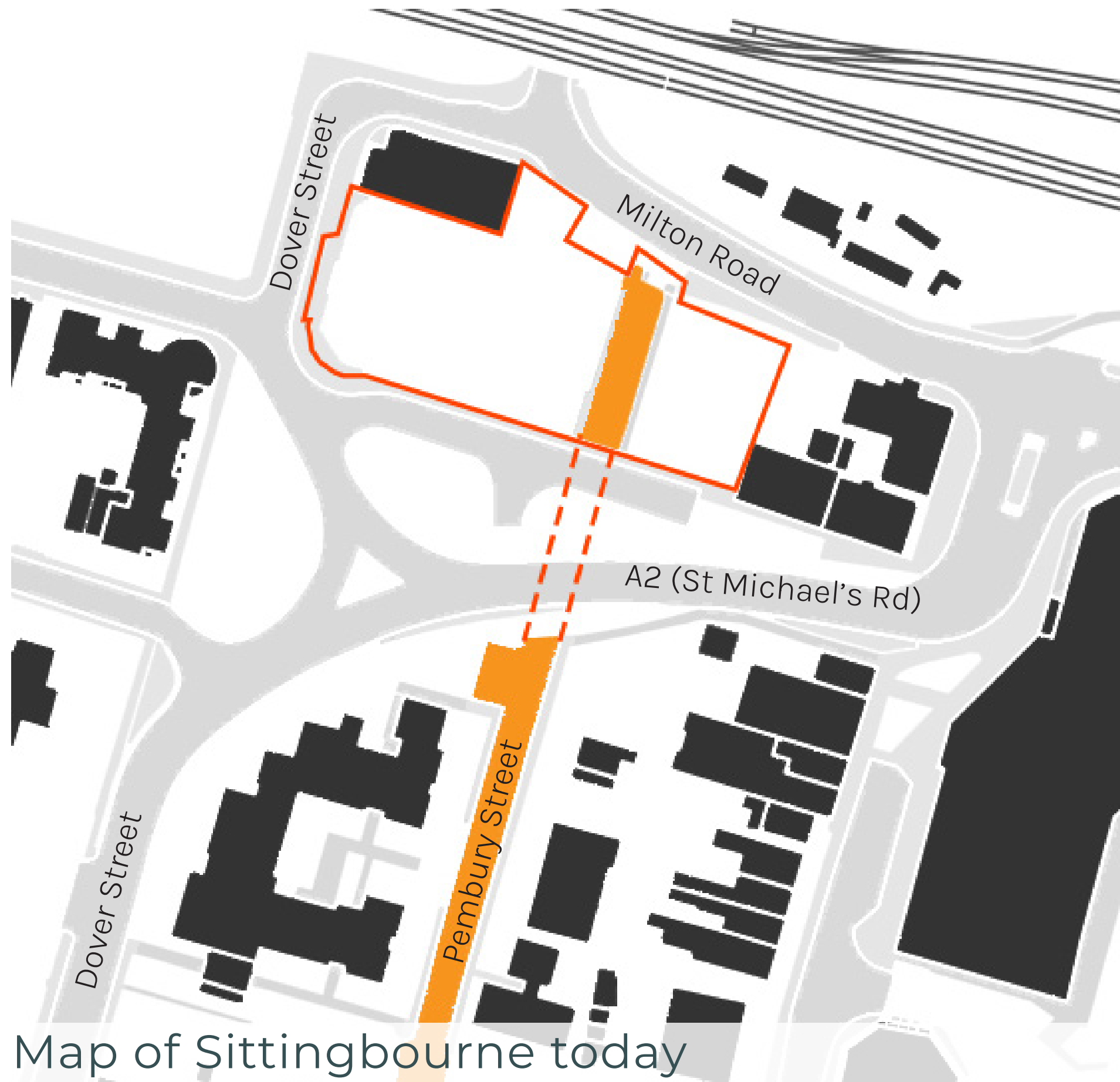
Travelodge hotel and restaurants



New multi-storey car park



Historic Map of Sittingbourne - 1897



Map of Sittingbourne today

Old Connections

The street layout has changed over time, with Pembury Street once connecting directly to our site. Our proposal reintroduces this former route as a new visual corridor, echoing the area's historic layout by dividing the building's mass along this alignment.

THE SITE

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Development Principles

- 1

Create a strong gateway into Sittingbourne
- 2

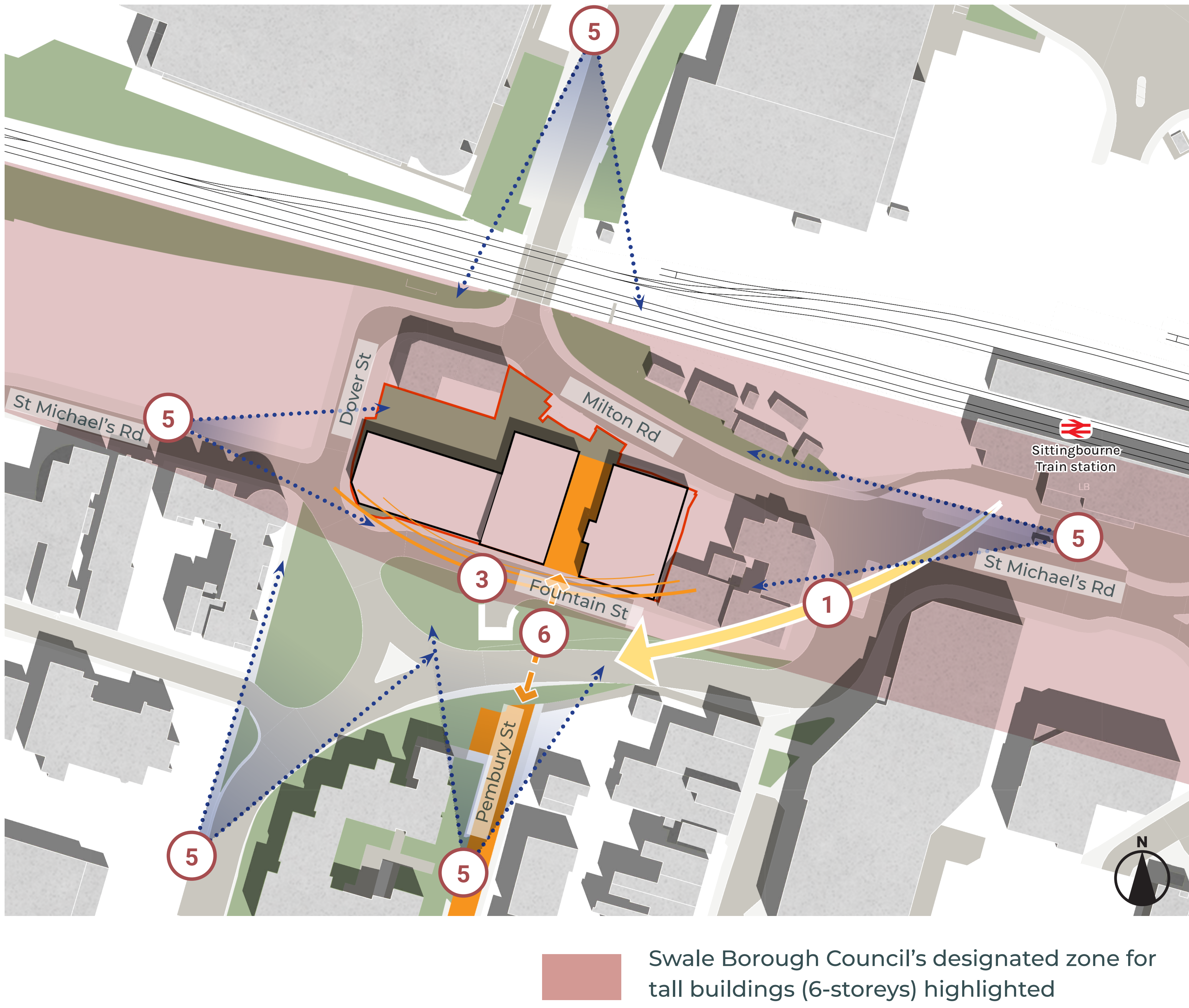
Support the Swale Borough Council's *'Sittingbourne Town Centre Supplementary Planning Document'* by delivering a tall building appropriate for this designated zone.
- 3

Maximise south-facing homes to provide excellent daylight and sustainable living conditions.
- 4

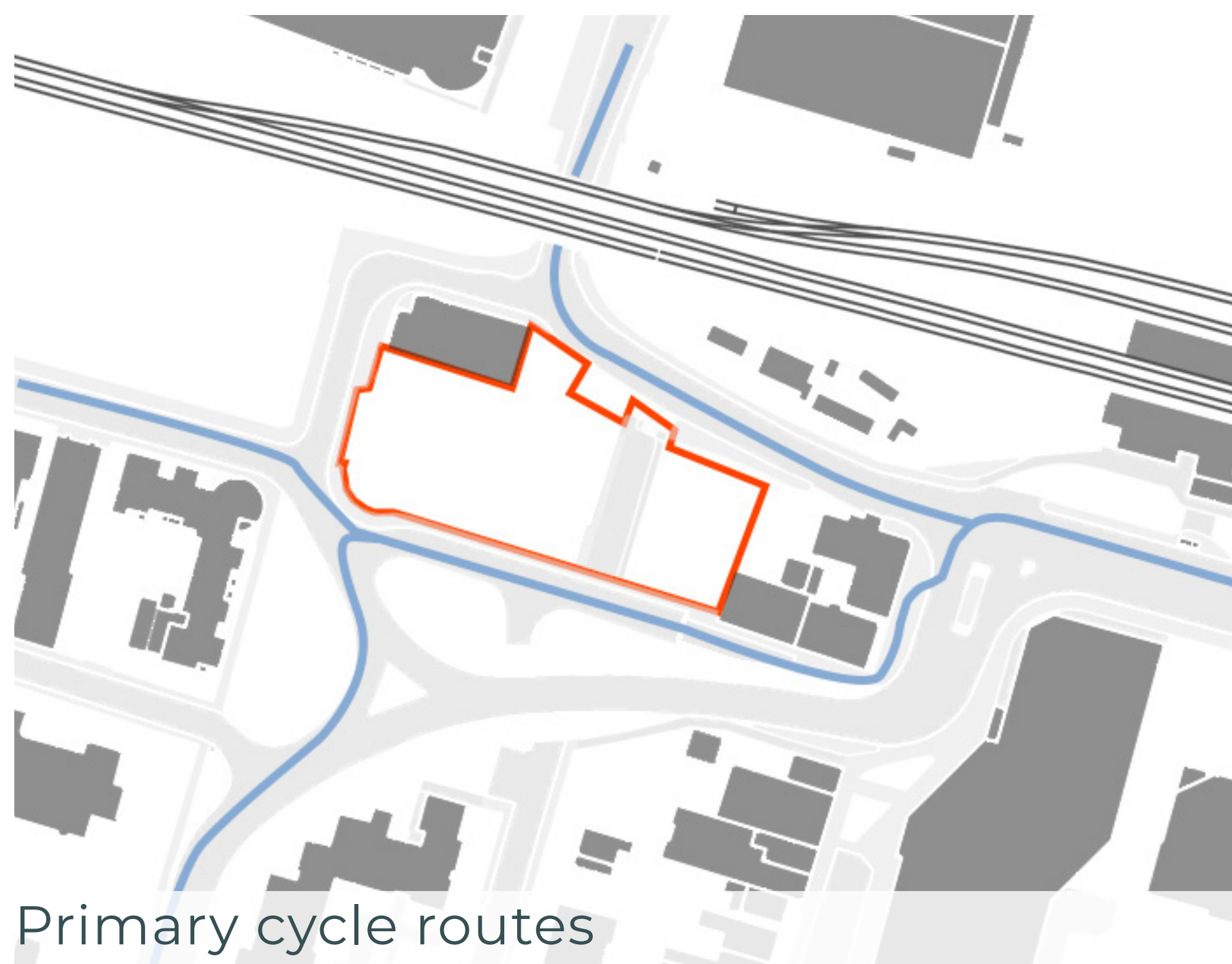
Promote sustainable travel by using the site's strong public transport links.
- 5

Use the site's open edges and long views to create a clear point of interest that enhances the townscape.
- 6

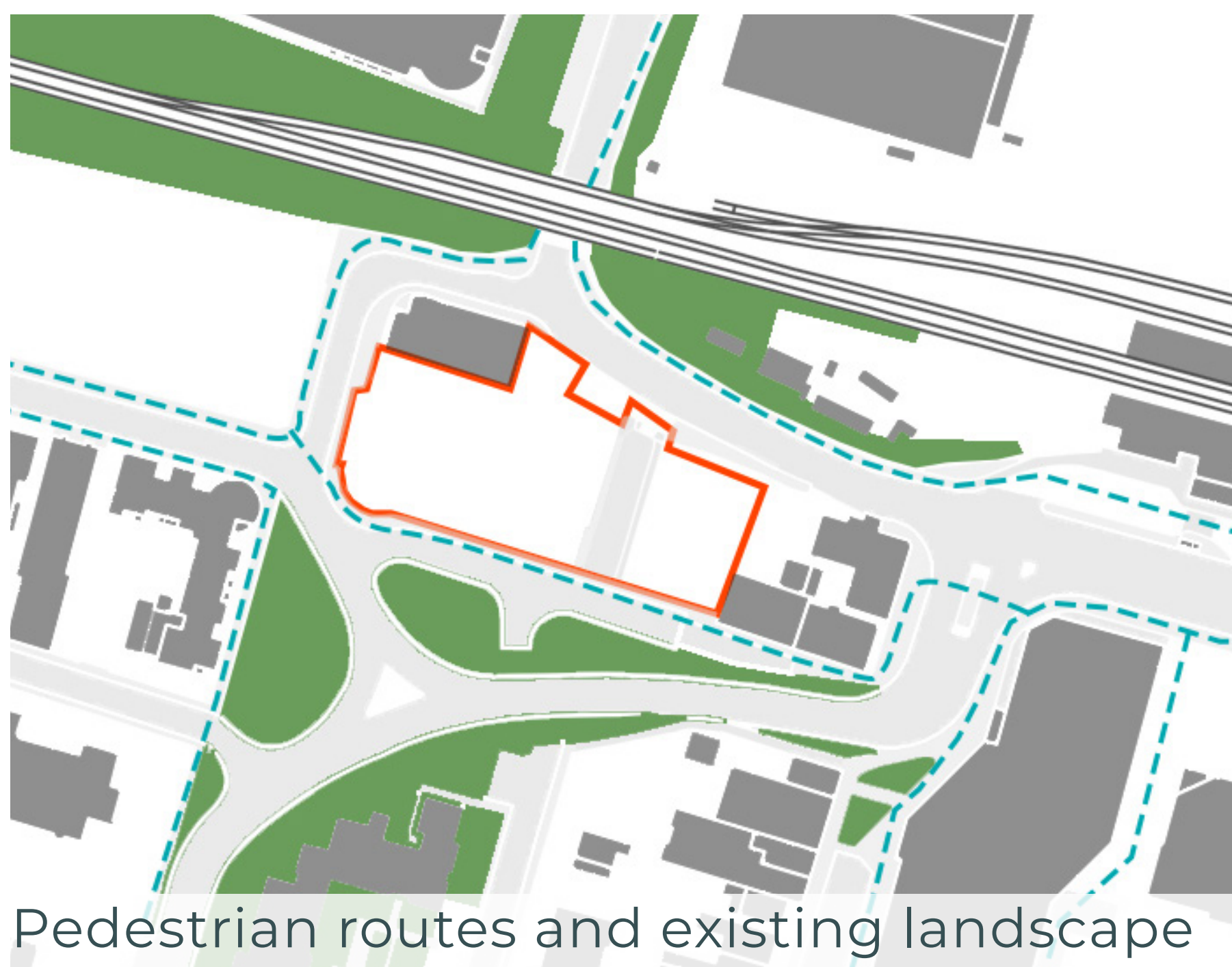
Reinstate the historic line of Pembury Road as a visual corridor that reflects the site's former urban layout.



Access and movement - road network



Primary cycle routes



Pedestrian routes and existing landscape

Creating Sustainable Communities...

Fountain Place is designed for those who want to live centrally, with shops, services, and green spaces all within a short walk or cycle, making everyday life become both convenient and sustainable. This highly

connected location reduces reliance on cars and helps create a vibrant town-centre community that supports local businesses and Sittingbourne's growing cultural quarter.



PLANNING CONTEXT

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Planning Timeline of our Site

2017

Planning permission granted for the ‘Spirit of Sittingbourne’ scheme, including the development of 212 residential apartments across 3 sites.

2020

The approved 65-unit residential scheme on Development Site 3 (currently our site) did not progress and its permission expired.

2021

The site is cleared and surrounded by hoarding

2025

Our client acquires the site and plans to deliver a new residential scheme of 115 apartments.

2026

The design team develops the scheme and engages the community for feedback before submitting a detailed planning application this summer.



Emerging Projects

The new residential schemes coming forward around our site each have their own contemporary architectural style, reflecting the modern vision set out in the ‘Spirit of Sittingbourne’ masterplan. Together, these developments are creating a more varied and dynamic townscape, signalling a future in which the central and leisure areas of Sittingbourne evolve into a vibrant and distinctive urban neighbourhood. Our site forms part of this emerging context and is designed to embrace the same contemporary architectural approach.

Local Development Framework

The scheme has been developed in line with the *Sittingbourne Town Centre Supplementary Planning Document* (SPD, 2022). The site sits at the intersection of several SPD-defined character areas and falls within the ‘Tall Buildings’ zone, where development of six storeys and above is encouraged. It is also identified as a proposed landmark site with primary pedestrian connections.

Recent residential schemes coming forward in the town centre reflect Sittingbourne’s shift towards sustainable urban living, rather than solely retail and leisure uses. With its central position and strong links to key activity areas, the site is well-placed for a high-quality residential development that contributes to the town’s long-term vitality.

TOWN CENTRE VISION

Employment

Sustainability

Residential

Activity

Movement

Public space

Heritage

Retail

Culture/leisure

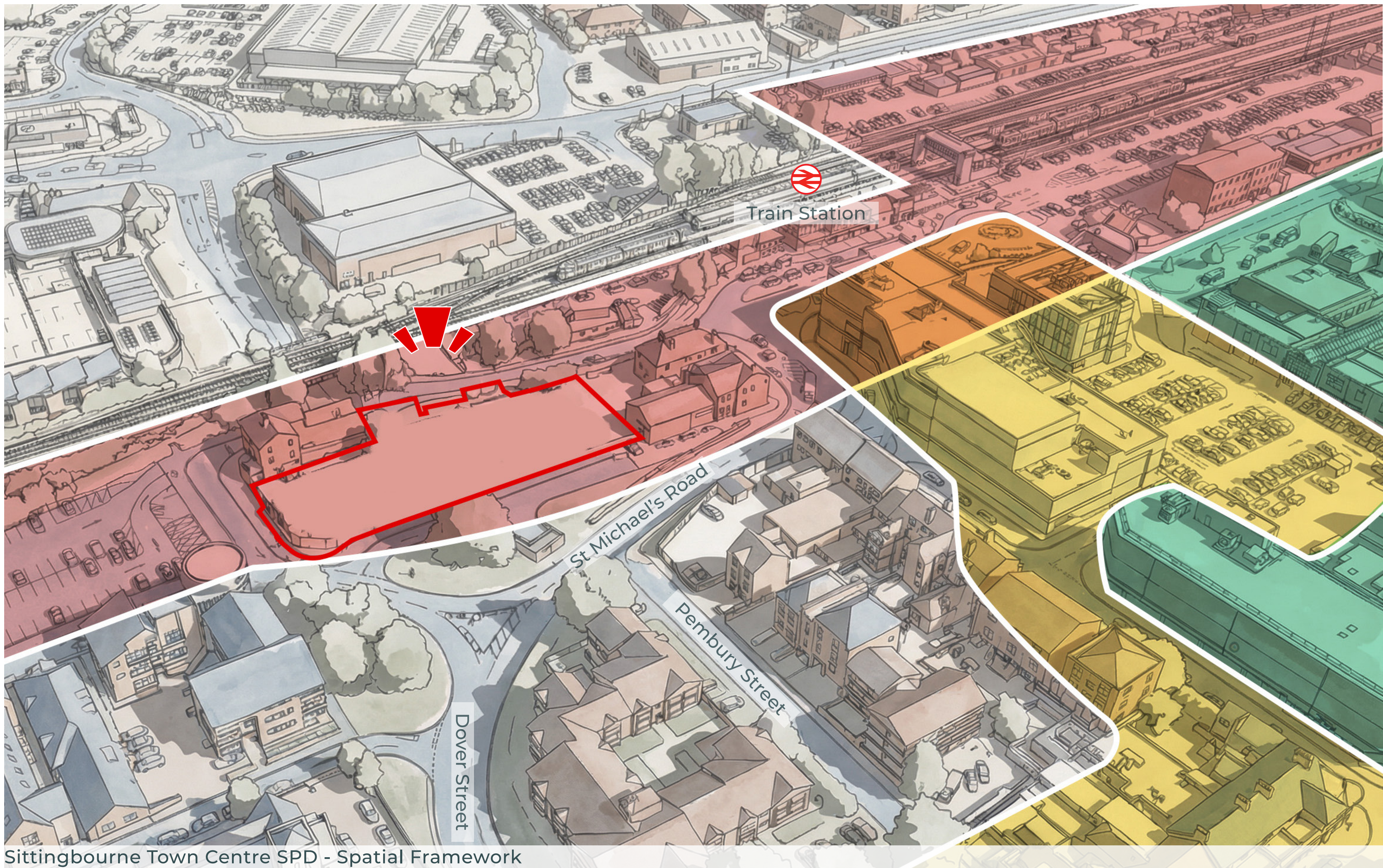
Development Site Boundary

Tall building zone
(Sittingbourne Town Centre SPD, 2022)

Leisure & Food+Beverage quarter
(Sittingbourne Town Centre SPD, 2022)

Town centre core
(Sittingbourne Town Centre SPD, 2022)

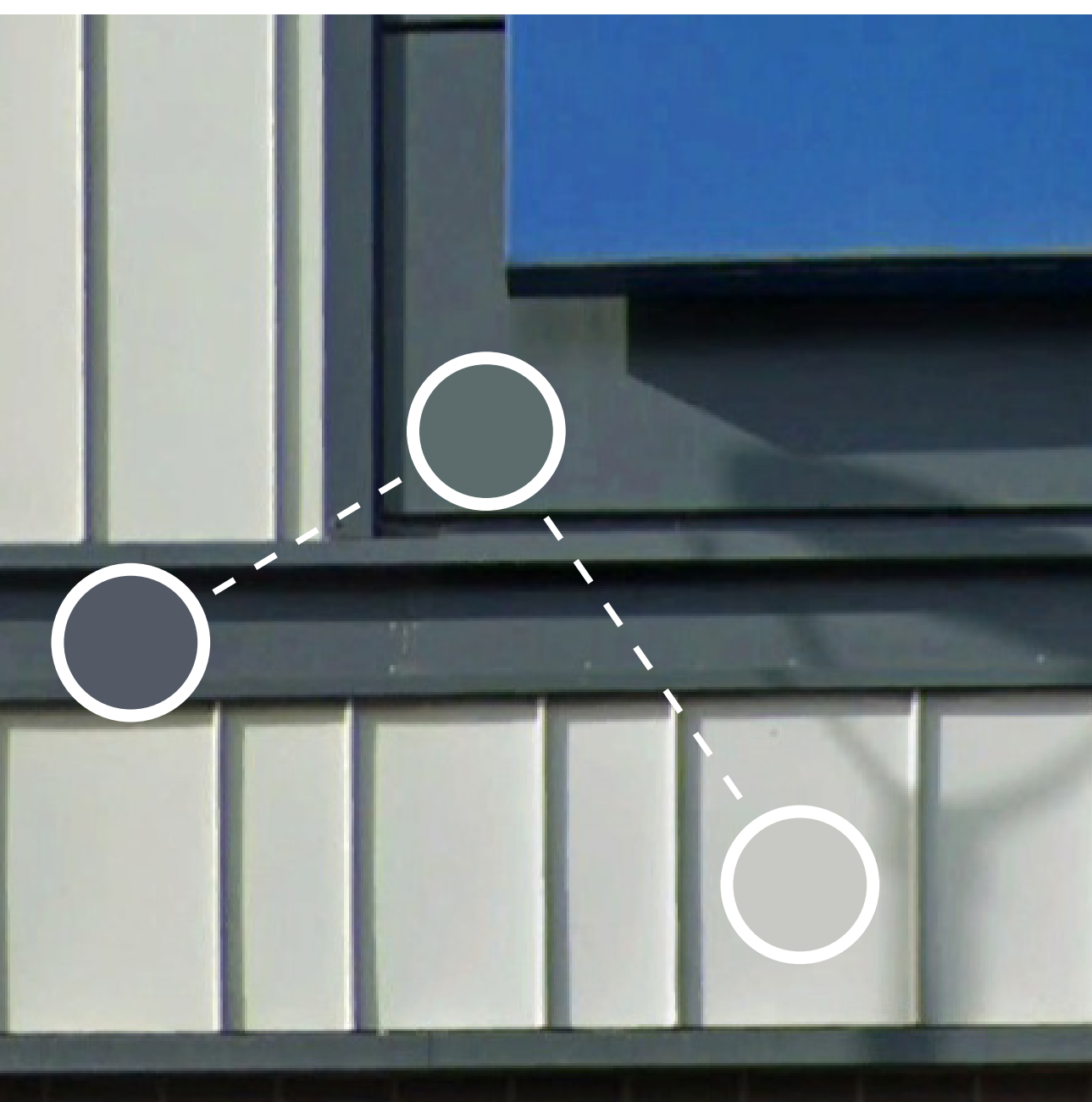
Proposed landmark site
(Sittingbourne Town Centre and Milton Creek SPD, 2010)



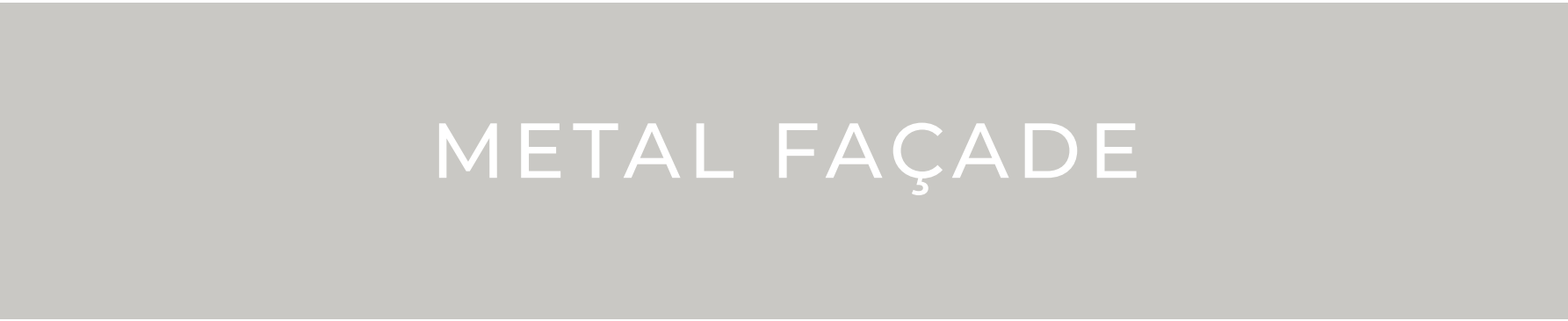
PROPOSED SCHEME

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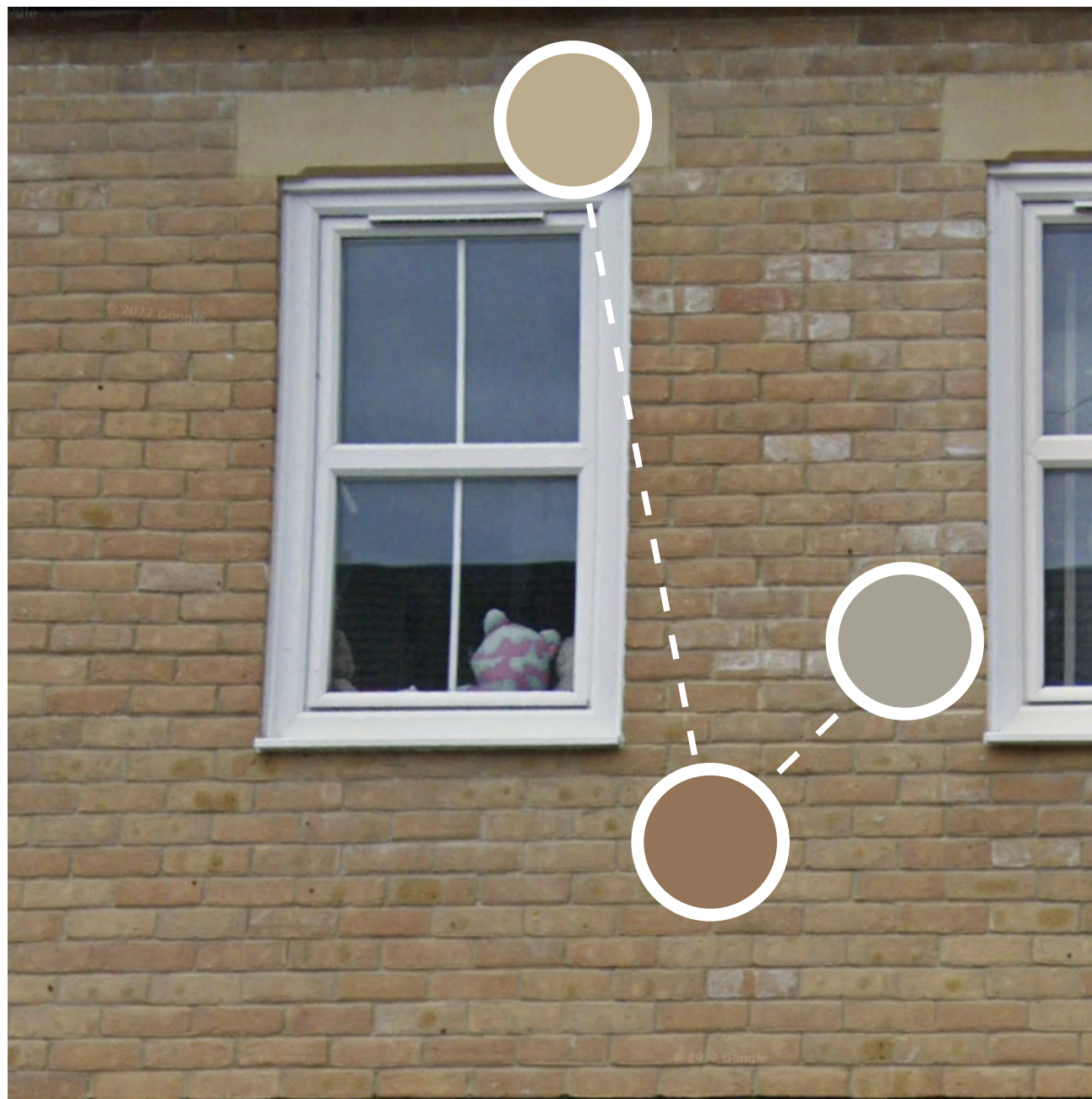
Contextual Analysis - Materiality and Colour



CONTEMPORARY MATERIALS



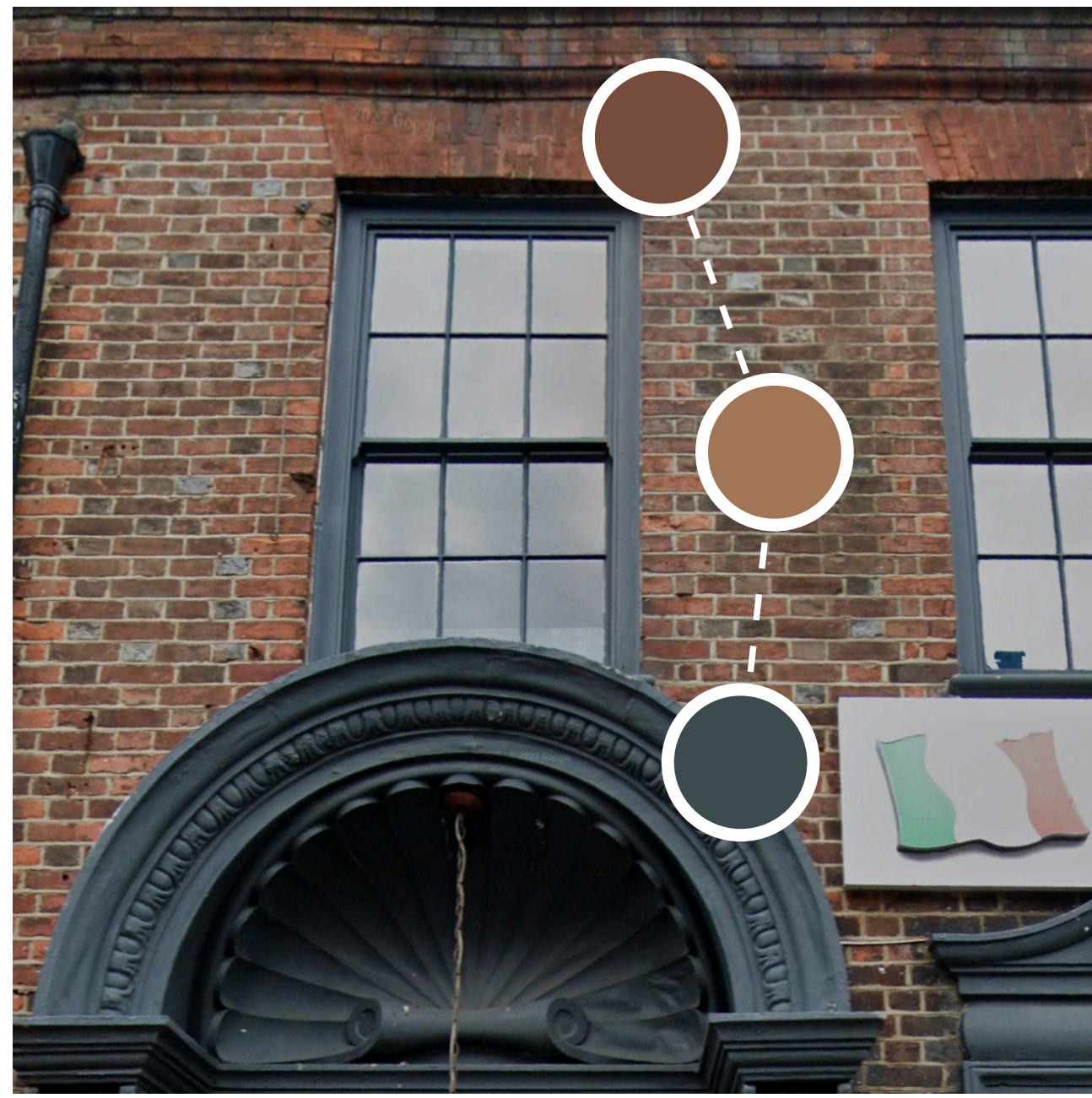
METAL FAÇADE



CONTEMPORARY BRICK



BEIGE BRICK



TRADITIONAL BRICK



CONTRASTING DETAILS



Proposed material: Light Grey Brick



Proposed material: Light Beige Brick

The proposal uses light beige and light grey bricks. Instead of copying the traditional yellow stock brick, a lighter palette has been selected to create a contemporary building that subtly references local heritage and sits comfortably within the surrounding townscape.

Proposed Strip Elevations

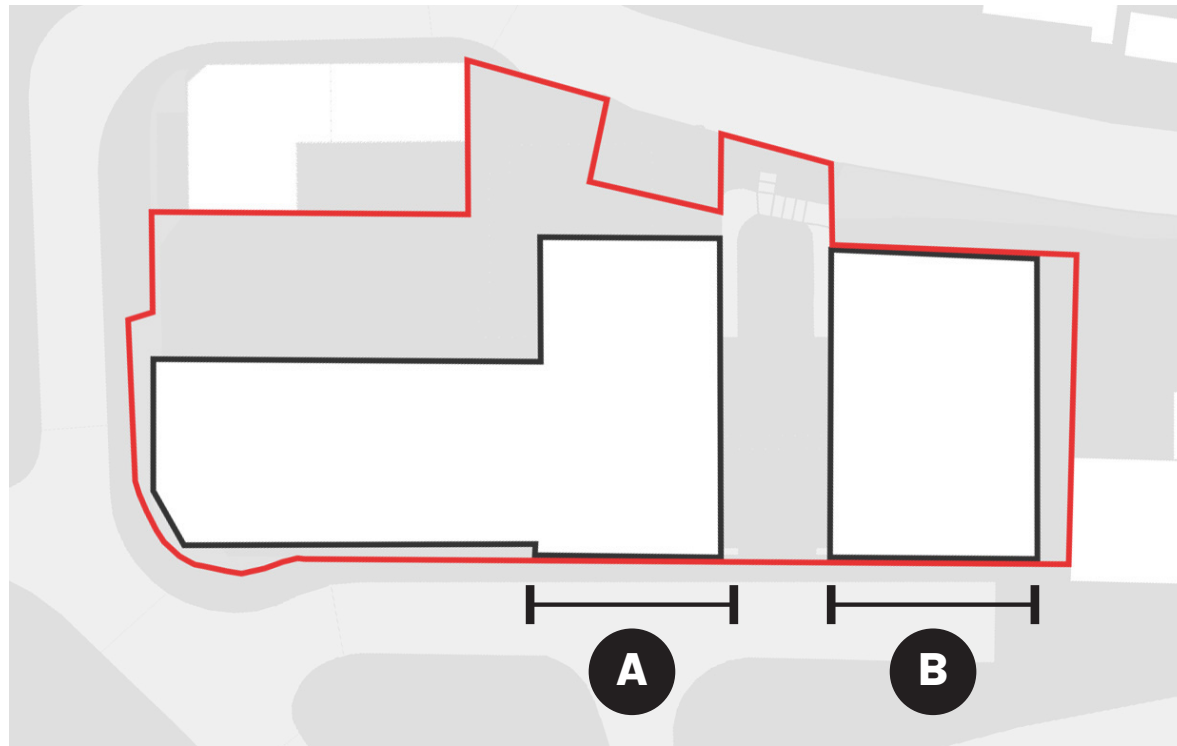


STRIP ELEVATION A



STRIP ELEVATION B

The side of the building facing Fountain Street has been designed to create a strong civic presence while offering a welcoming impression to the building's entrance. A clear base–middle–top arrangement is expressed through subtle changes in brick tone and detailing, giving the façade depth and character. Generous floor-to-ceiling windows add activity and light at street level, helping to bring life to the surrounding area.

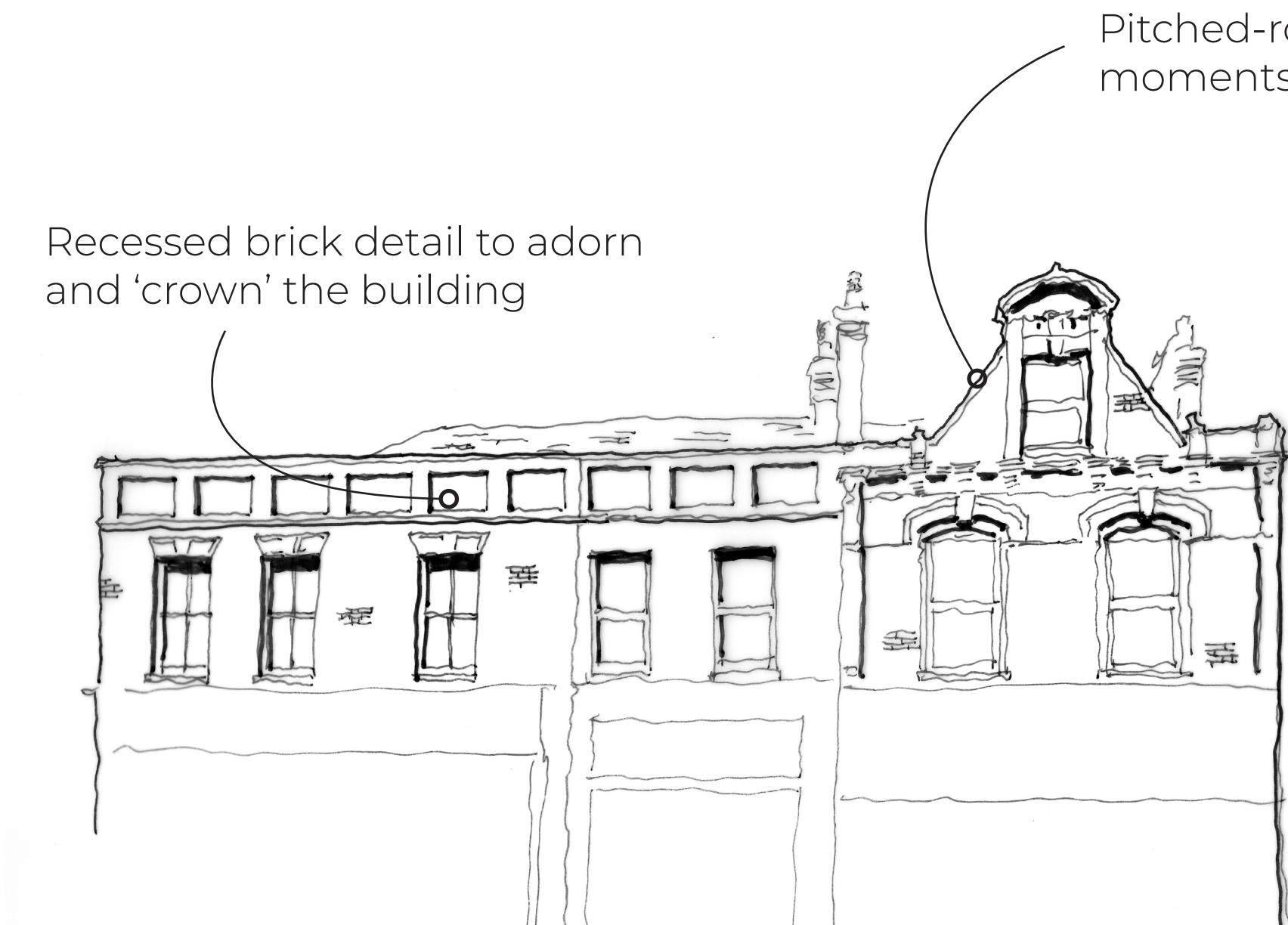


Key Plan

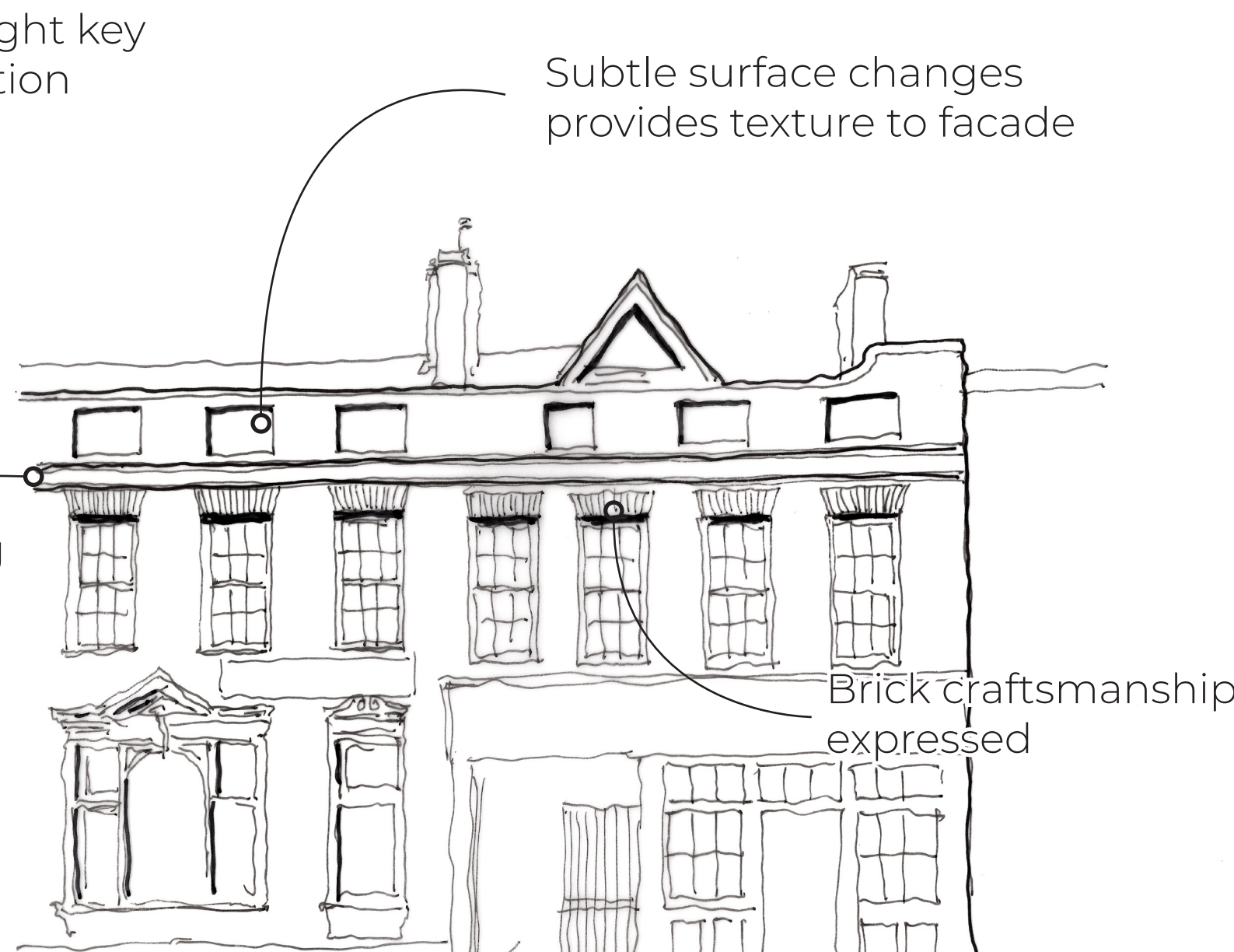
Architectural Analysis - Sittingbourne High St



Sittingbourne High Street

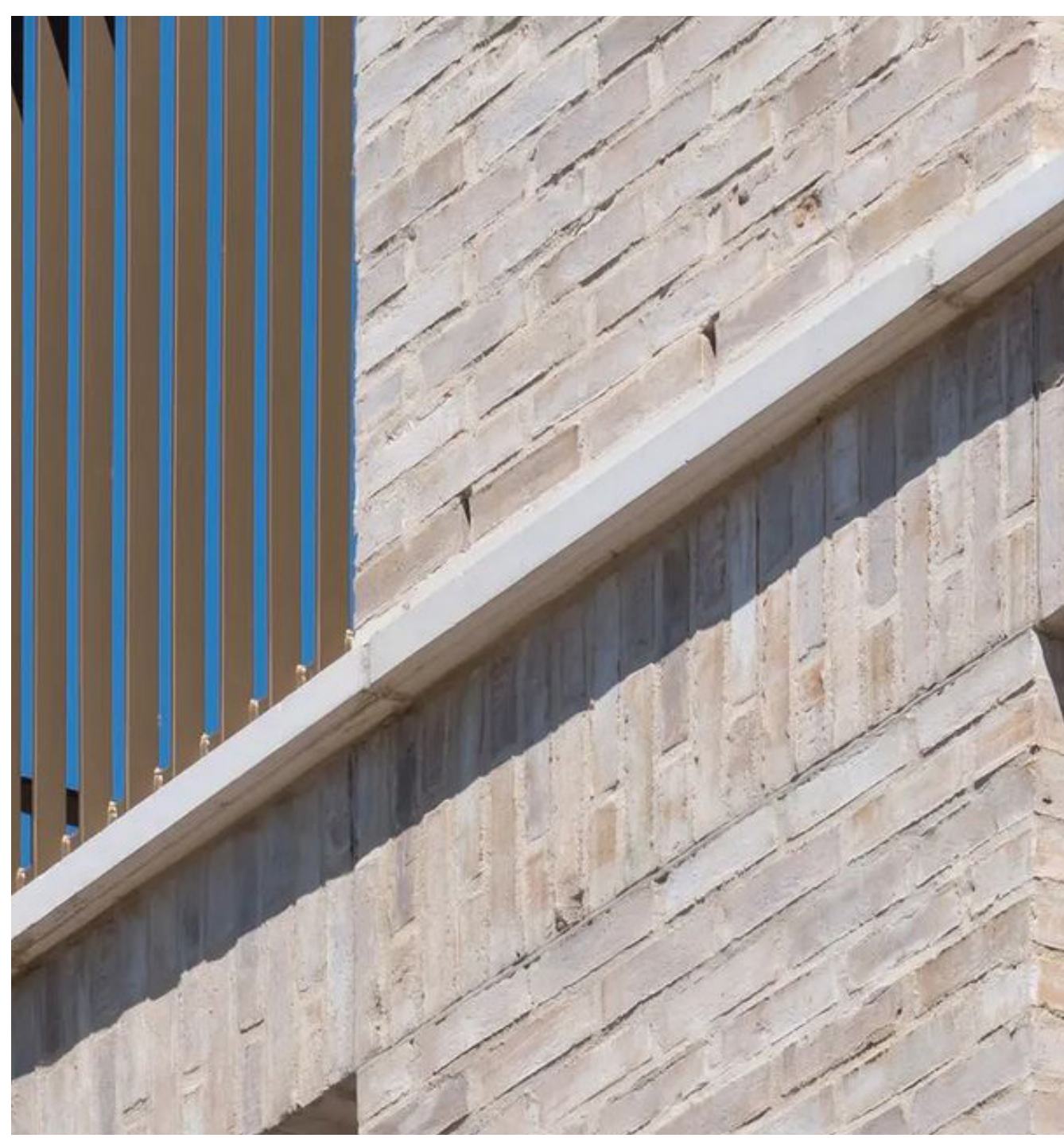
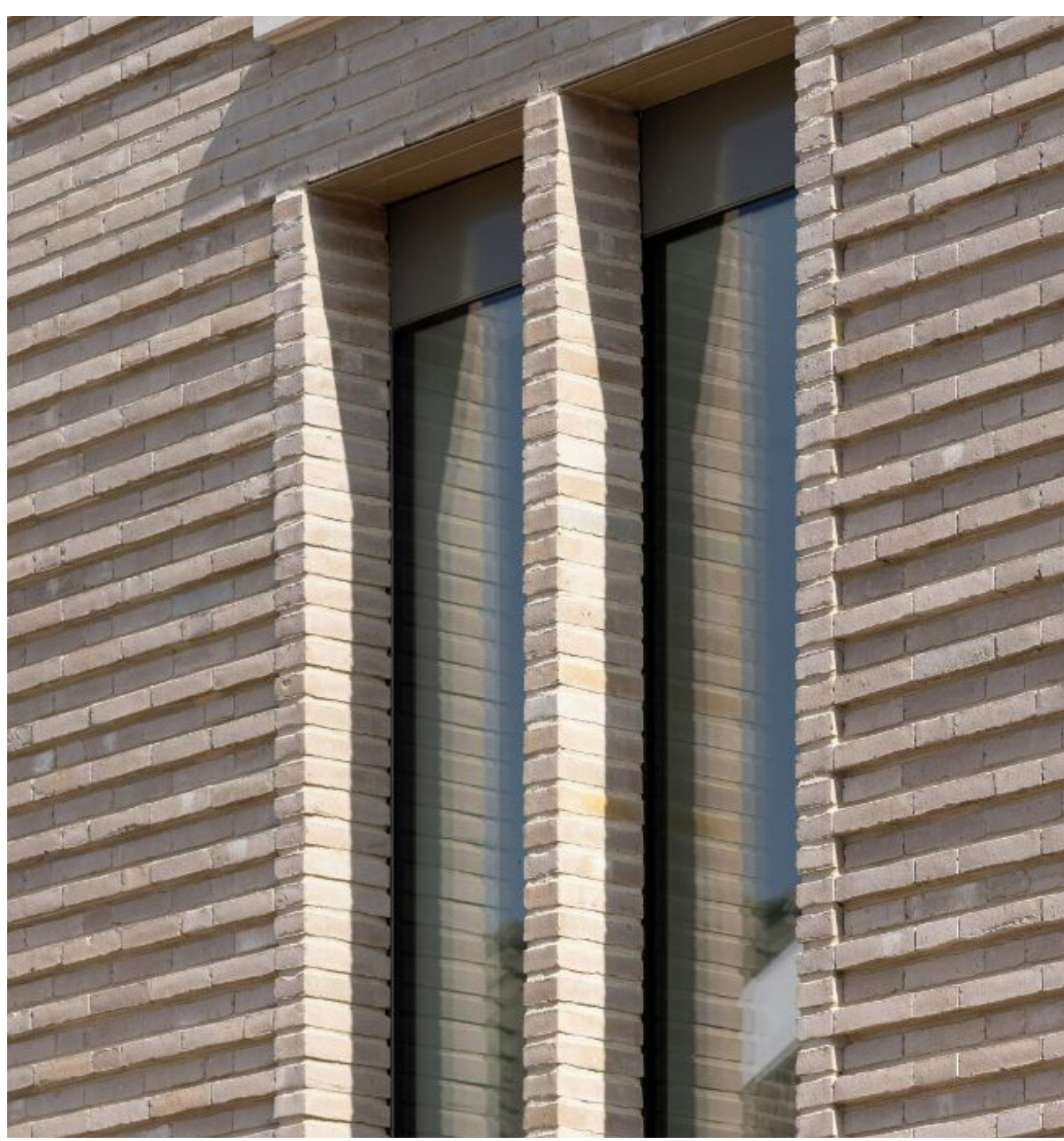


Current retail: Kent International Food Centre / Shoezone



Current retail: Anatolian Kitchen / The Red Lion

Brick Detailing Inspiration



PROPOSED SCHEME

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Building Programme

Communal gardens and landscaped areas are proposed at ground level, designed to encourage social interaction and support a strong sense of community. From the first floor upwards, the building offers a mix of studio, one-bed and two-bed homes. Clear, efficient circulation cores serve both blocks, while the layout maximises dual-aspect apartments to improve daylight intake and enhance the overall quality of living.

Building for the Future



Provide High-Quality Homes

The proposal will deliver new homes to help meet Sittingbourne's housing needs, supporting its growing and diverse community.



Pedestrian and Cycle Friendly

The scheme provides residents with plenty of cycle storage, and encourages use of highly accessible public transport options, while reducing the reliance on cars.



Promoting Healthy Green Spaces

Communal green spaces are a key part of the scheme, providing residents with a healthy connection to nature while supporting local wildlife through carefully planned planting and natural habitats.



Driven by Context and Heritage

The proposed scheme responds sensitively to its context, drawing on Sittingbourne's rich Heritage and Townscape to help shape the design.



Sustainable Design

The building is designed responsibly, ensuring that homes are kept warm over winter months and cool and well-ventilated in the warmer months. Private balconies provide residents with the opportunity to create their own connection with nature.



Proposed Ground Floor



Proposed Typical Upper Floor



Private balconies

Designing Responsibly

-  High performance future-proof façade
-  Daylight optimisation
-  Achieve biodiversity net gain through high quality outdoor spaces
-  Accessible, external green space to promote health and wellbeing
-  Accessible public realm
-  Highly accessible public transport



View of the proposed development from St Michael's Road / Church Street.

LANDSCAPING

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Landscaping Strategy



Native hedgerows



Informal play area



Screen mix planting



Visitor cycle parking



Integrated seating



Landscape Strategy Plan View



Biodiversity friendly

Key Areas:

1. Fountain Place - Main (South) Entrance
2. Secondary (West) Entrance
3. Fountain water feature
4. Courtyard Gardens
5. Planting buffer for Milton Rd
6. Retention of existing tree
7. Communal Gardens
8. Buffer planting



Social outdoor seating



Low level lighting feature



Courtyard planting



Fountain water feature



Pocket gardens

Visual-board to capture essence of proposed landscaping strategy

Residents at Fountain Place will enjoy a private communal courtyard and garden designed for relaxation and socialising. A gently winding path links a series of green spaces, with places to sit and spend time outdoors. The landscape includes a mix of trees, hedges, flowers and grass, creating a welcoming setting that gives residents a strong sense of place.

These green spaces will support wellbeing by strengthening everyday contact with nature, while also boosting local biodiversity by providing habitats for wildlife. The central courtyard will act as the heart of the development, guiding residents home, with low-level lighting helping with wayfinding and creating a safe, comfortable environment at night.



SHARE YOUR VIEWS

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Thank you for attending our drop-in event. You can provide your feedback on our proposals by:



Complete a feedback form today



Complete an online feedback form at:
www.fountainplace.co.uk



Email us at **info@fountainplace.co.uk**



Call our team on **020 7323 3544** (between 9am and 5.30pm
Monday to Friday)

Feedback can be submitted from **Saturday 6 June** until **Saturday 27 June**. Thank you.

