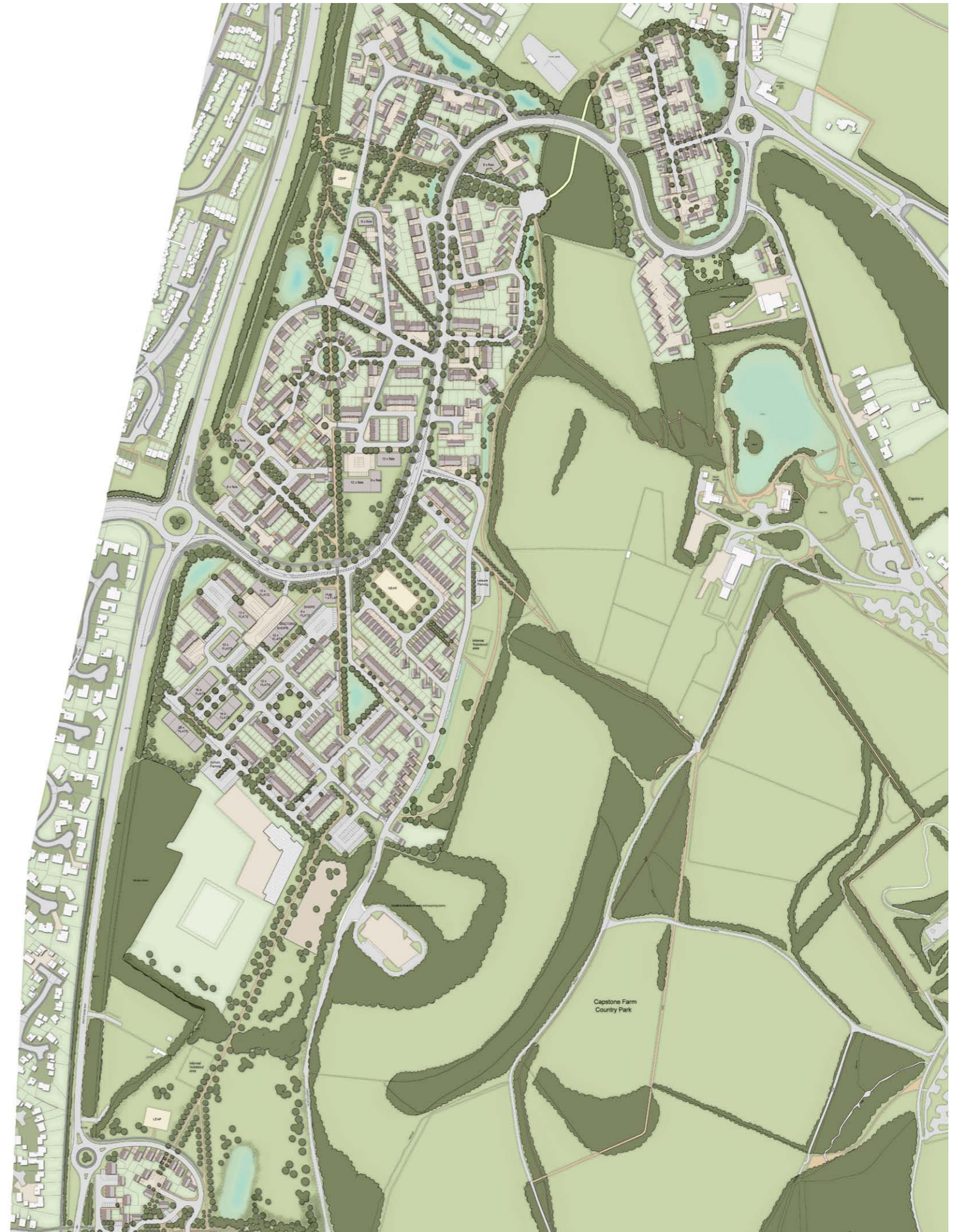


08284A

East Hill,
Chatham

Design Development
Guide



WHAT IS THIS FOR?

- Medway Council, to ensure design quality is maintained at detailed design stage
- To give potential developers an understanding of the proposed character of different places within the development
- To explain who will live in the new community - tenure varies according to site conditions
- To explain that homes will be bespoke for certain locations due to different site conditions.

It explains important design decisions that have informed the outline masterplan and illustrates how to achieve best value for each parcel of land while ensuring design quality.

‘This is not about generic housing, this is an outstanding opportunity to create a new place that will sustain future communities and improve quality of life at East Hill.’

This document has been Developed in conjunction with Medway Urban Design Officers.

EAST HILL

VISION

East Hill will be a realistically priced place to live that combines pragmatism with design ambition to create contemporary homes that offer something different and aspirational.

This is a scheme with health and wellbeing at its heart – a new park, an exceptional pedestrian leisure strategy and modern design combine to create an aspirational lifestyle.

A broad range of tenures, places to live and house types will create a diverse new community.

Our process combines evaluation with strong clear design thinking.

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Whiteswood	30

STARTING POINT - CONCEPT CHECKLIST

- This is a new community, not just some new homes.
- Placemaking is very important.
- Understanding who will live there is important.
- Site conditions vary and design and tenure must respond to this.
- High quality contemporary design is the baseline.
- Standard 'traditional' house types will not work here.
- Not all sites are suitable for low cost/affordable housing due to the site conditions.
- Values will vary - cost vs. value is important.
- This will be an aspirational place to live.

1.02 Process Explained

Process Explained

This cyclical approach outlines how the masterplan has evolved.

The starting point is the identification of “The Whole” – what place will this become? An understanding of the fundamentals of the approach to creating a new place – who will live here and how will they live?

Having established the overall concept, an understanding of existing communities is analysed in the Respond section – so we know where we are starting from.

Existing routes through the site are important for local people and have been used as the basis for the masterplan strategy. Pedestrian routes are both desire lines and historic routes so these were easy points of reference and when combined with the proposed road the new routes quickly define some key places.

Landscape is integral, whether homes sit next to a new park or have distant views, it is through the formalising of the landscape that we have defined new places. Character zones have been identified in response to site conditions and location – these are split to create real places in which people will live.

Improved quality of life, for both existing and future local people, is at the heart of these proposals. New parkland, leisure routes and carefully considered house types mean that this is definitely not a one size fits all approach; each area is analysed in detail to understand how people will live. Individuals fit into the whole, creating a sustainable future for East Hill.

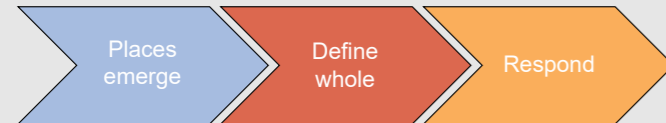


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1.01 Starting Point - How will people live in East Hill?

WHERE? TYPE OF PLACE

A range of new places with different identities will be created, based on the existing conditions of the site.



ACCESS

In the future East Hill will improve access through and to the area for existing and new residents. New roads and routes through the site will define the structure of the new place.



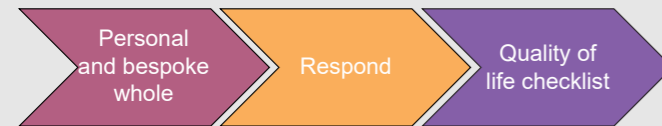
LIFESTYLE

East Hill is based on the new exceptional landscape that defines the places in which the houses are located. The lifestyle of new residents will far exceed that of the area currently as they will live in a place that has many interlinked leisure routes, all of which can ultimately lead to Capstone Country Park.



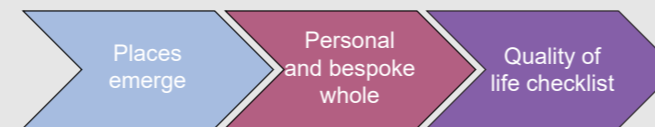
HOMES

East Hill will provide a range of homes to suit the varied demographic of the area



SCHOOLS

A new two-form primary school will be provided in the East Hill development. This is proposed in an enviable location within the new parkland to the south of the site.



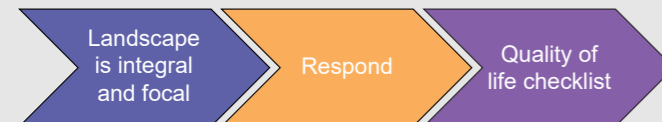
FUTURE PROOFING

This strategic vision has sustainability at its core. The integrated landscape means the environment will improve with time and the careful consideration of the ecology corridors and habitats means the habitats will improve in the long term.

The most important decisions towards sustaining this new community are the careful considerations of who will live there. People will sustain this place, their exceptional surroundings will make them proud to live here.

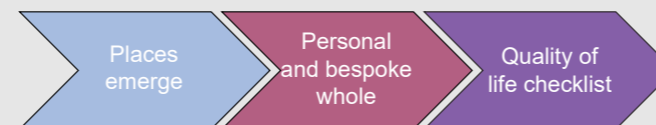
LEISURE

The development at East Hill has an excellent leisure offer for new residents – this is one of the main drivers for the concept of this masterplan



SHOPPING

New local shops will be provided in an 'urban' location that is visible and convenient for both existing and new residents of the area.



CHARACTER AREAS

Character is introduced by responding to the site and its context.

Zones emerge from existing clues and a strategic vision for the whole – understanding who will live there and how they might live.

Topography is important – influencing cost and therefore defining the parts of the site that are easiest to deliver. Steeper areas are most expensive to build on, so these areas are not suitable for lower value homes.

The highest value homes will be in the places with rural views and steep slopes where affordable and lower value homes will not be viable.

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2.0 Character Areas

HALE

Sloped landscape, with a select cluster of detached homes in a prime leisure location, and semi-detached houses running along the contours to act as a backdrop. Homes are arranged as a set, the development reads in 3D because of the topography. The steep slope means this is a location for detached high value homes.

NORTHERN EDGE

Landscape is still dominant here but significant buildings define key arrival points and changes in direction. Buildings are focal as the grain is loose and definition of individual elements is important.

RURAL EDGE

Leisure routes run the entire length of the site on the eastern boundary, making this an enviable residential location and number one choice for households looking for a great lifestyle in a stylish contemporary house.

HILLTOP

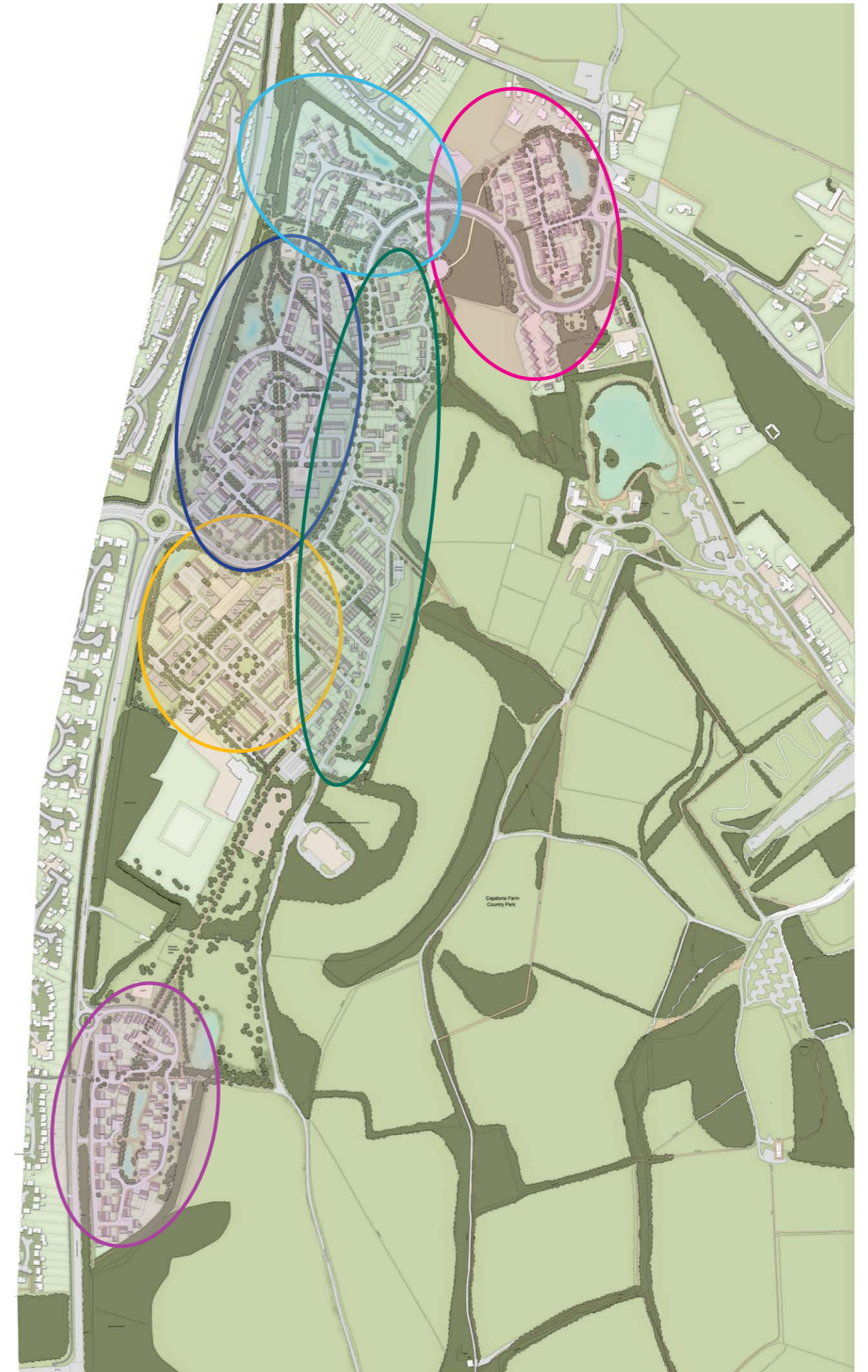
A contemporary urban location with long views of impressive terraces of townhouses and desirable flats within parkland and contemporary sub-urban spaces.

URBAN QUARTER

A mixture of three storey contemporary townhouses and apartments. There is a real sense of community here, centred around urban squares, shops and services.

WHITES WOOD

Accessed from a new roundabout to the south of North Dane Way, this area defines an important edge to the main road and celebrates the outstanding views over the parkland to the north. Homes here are high value and aspirational.



HALE

← Existing sewer route

DESCRIPTION:

The steep slope means this is a location for detached high value homes.

Houses are large, modern and striking – prominent homes are “Grand Designs” and will be very sought after.

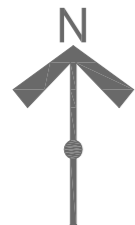
Houses have been arranged to capture views at all points along the curve of the road.

Existing path through woodland (PRoW)

Road access to East Hill Development

Existing Woodland

Route of existing sewer running through site



Tennis Courts

RC32

High

Low

Woodland

HALE



Potential drainage requirement

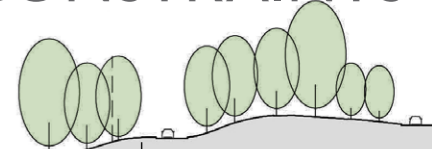
Proposed Roundabout

Steep slope 1:8 gradient

Road embankment

Link to Capstone Park

CONSTRAINTS



IMPORTANT ELEMENTS

LOW DENSITY

HIGH VALUE

VISIBLE

ASPIRATIONAL

ROOFSCAPE

TOPOGRAPHY

DO NOT DESIGN IN PLAN, DESIGN IN 3D

SITE CONSTRAINTS LIMIT DEVELOPABLE INFRASTRUCTURE AREA (SUDS, ROAD, WOODLAND)

NOT SUITABLE FOR

STANDARD HOUSE TYPES DESIGNED FOR A FLAT SITE

ANY ADDITIONAL UNITS TO THOSE SHOWN, DUE TO NUMEROUS CONSTRAINTS

LOWER VALUE HOUSING (TOO STEEP)

MUST HAVE

CONSISTENT ROOF PITCH (DESIGN IN 3D BECAUSE THE WHOLE SITE IS VISIBLE)

DESIGN WITH CONTOURS

CONSIDER GARDEN WALLS/FENCES (THESE WILL BE VISIBLE)



SITE AREA

Developable Area = 26234m²
 Open space = 15375m²
 Total Site Area = 6 Ha

NUMBER OF UNITS

68 Units

DENSITY

26 Units per Ha

TENURE SPLIT

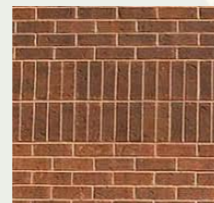
High value, aspirational homes
 Not suitable for affordable housing



Grey fibrecement roof tiles



Square brick projecting window



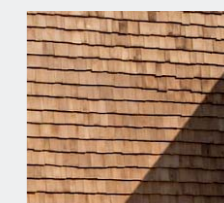
Brick soldier-course detail



Black stained weatherboard

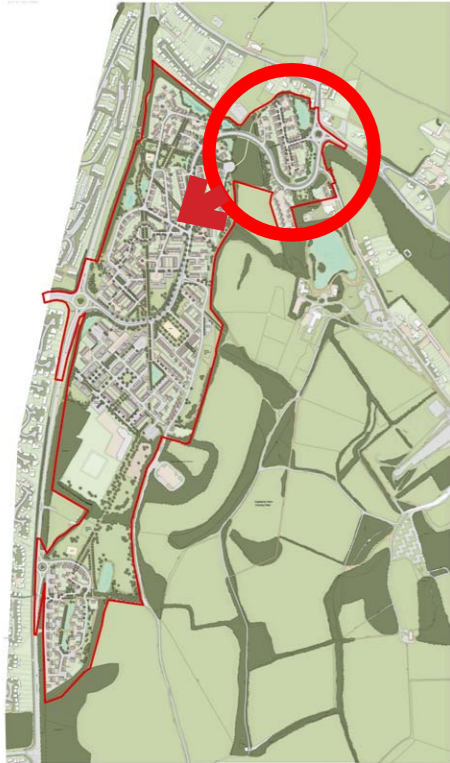


High quality windows with large percentage of glazing



Shingles

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HALE

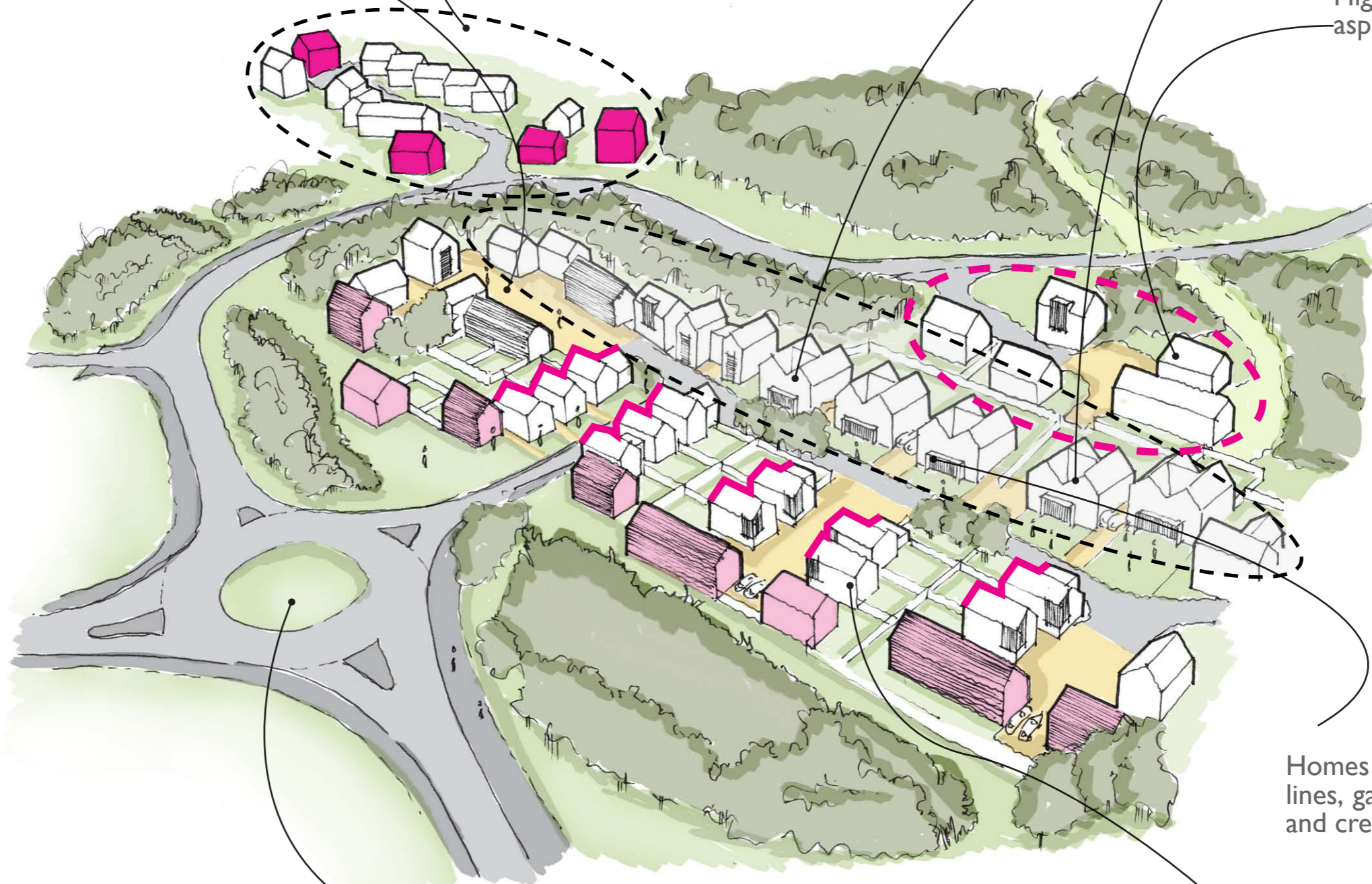


Access road position is fixed by the sewer line and easement

Cluster reads as a whole. Highlighted buildings establish entrance and destination.

Grand designs

High value close of large aspirational homes.



Homes along the contour lines, gables are very visible and create a backdrop.

Simple homes with unified roofscape step up the hill (note: garden walls and fences are important because they are seen in 3D)

New roundabout

- ROOF RHYTHM**
- ASPIRATIONAL**
- CONTEMPORARY**
- SEMI DETACHED BARNs**

NORTHERN EDGE

DESCRIPTION:

This is the location where existing properties have the greatest impact, they must be respected.

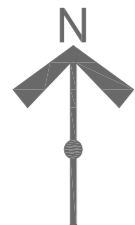
The access road is well defined here because the embankment cuts deep into the hillside – homes cannot be built close to the roadside.

The ecology no build zone and the drainage constraints significantly reduce the developable area
Homes are arranged to create places for people to live – character varies within this area.

Pedestrian footpath access to the site

Ecology no-build zone

Potential drainage requirement



NDW

NORTHERN EDGE

Frontage of existing homes

Slopes down towards existing houses

Tennis Courts

Possible links through

Road embankment

Retained Informal Footpath

Towards Hale



Existing woodland

Swales - varied character

CONSTRAINTS

Woodland



IMPORTANT ELEMENTS

- LOW DENSITY
- CONTEMPORARY DESIGN
- FOCAL UNITS
- ORIENTATION
- LANDSCAPE
- ASPIRATIONAL
- EXISTING HOMES

TOPOGRAPHY

- DO NOT DESIGN IN PLAN, DESIGN IN 3D
- SITE CONSTRAINTS LIMIT DEVELOPABLE INFRASTRUCTURE AREA (SUDS, ROAD, WOODLAND)

NOT SUITABLE FOR

- HERITAGE STYLE
- TRADITIONAL STYLE
- “EXECUTIVE HOMES”
- LOW COST SOLUTIONS
- HIPPED ROOF DESIGN
- SMALL WINDOWS

MUST HAVE

- DESIGNED IN 3D AS SITE IS SLOPED TO CAPTURE VISTAS



SITE AREA

Developable Area = 21851m²
Open space = 12420m²
Total Site Area = 3.66 Ha

NUMBER OF UNITS

54 Units

DENSITY

25 Units per Ha

TENURE SPLIT

High value, aspirational homes
Not suitable for affordable housing



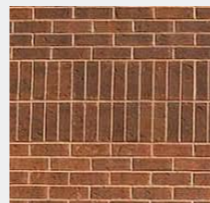
Grey fibre-cement roof tiles



Metal clad dormer windows



Black stained weatherboard



Brick soldier-course detail

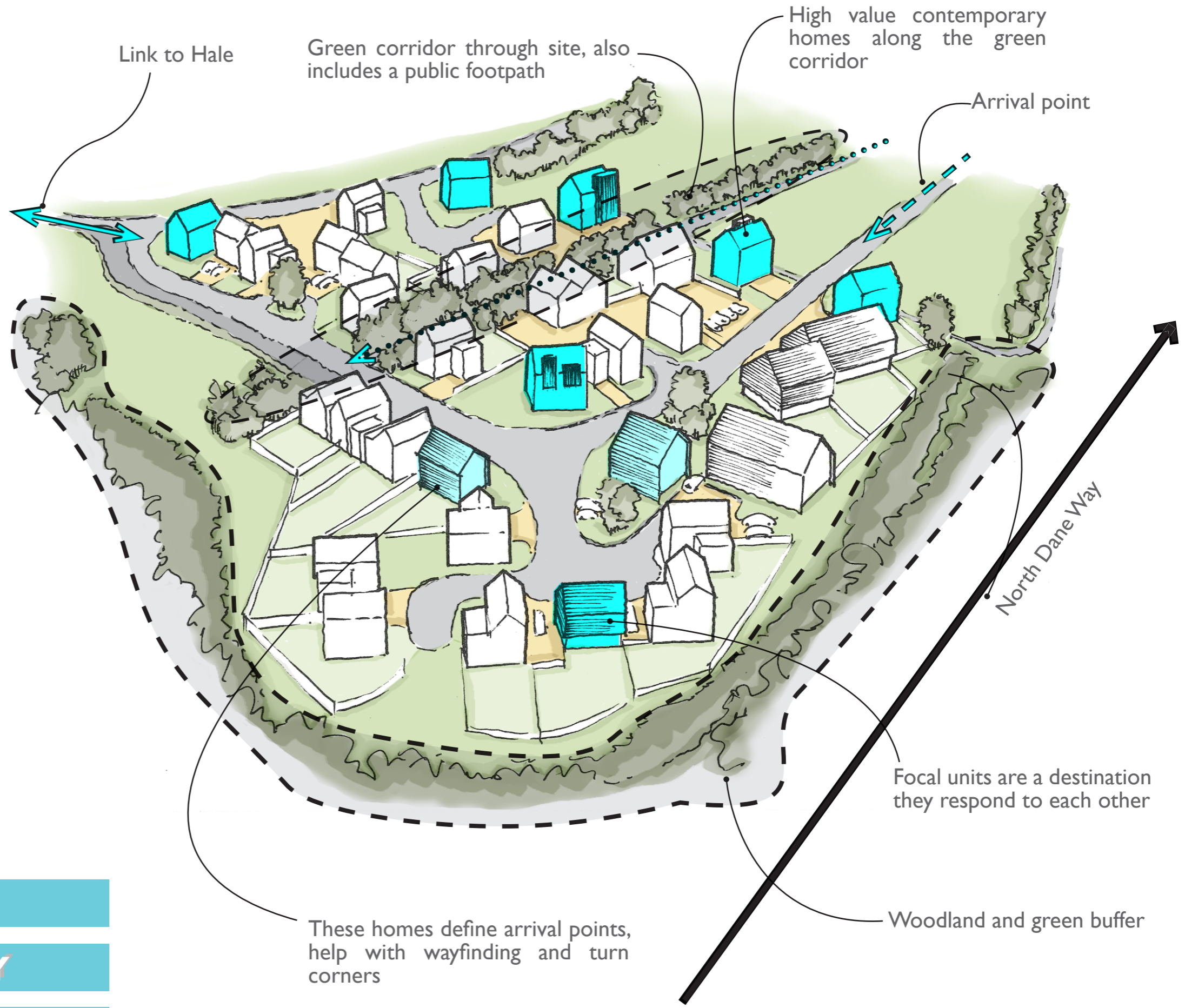


High quality windows with large percentage of glazing



Shingles

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ASPIRATIONAL

CONTEMPORARY

GREEN CORRIDOR