

**08284A**  
**East Hill, Chatham**  
 8.03 Places Emerge

**N3. SUDS AREA:**

LOCATION: (and overview)

This unique location is at the northernmost extremity of the site and contains the largest and most significant SUDS feature of the development.

This makes landscape dominant and attractive here so it is an attractive place to live for the limited number of households that benefit from this location.

DESCRIPTION:

A one sided space, which although north facing will enjoy afternoon and evening sun, especially during the winter months.

Existing homes are set at a lower level so only their rooftops are visible

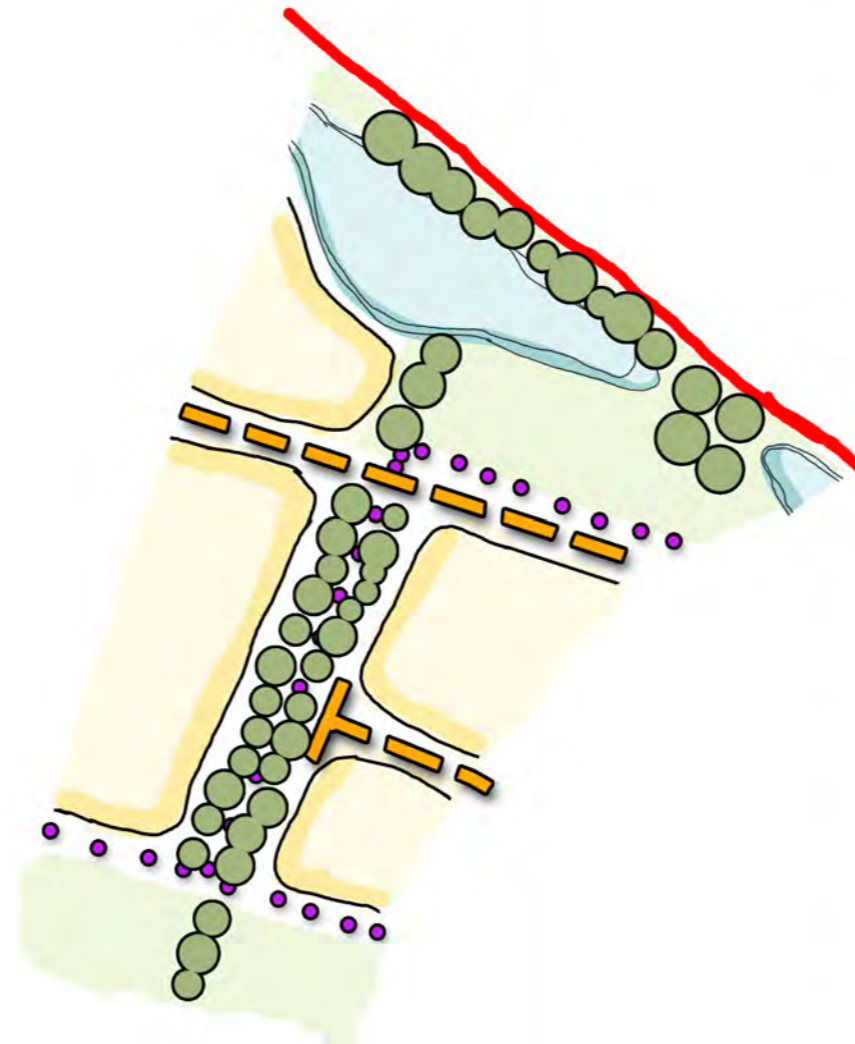
COMMUNITY:

- Families who want to live in a quieter location with plenty of space
- Not suitable for affordable housing due to topography and smaller unit types

AESTHETICS:

Orientation is very important here as homes naturally face north to enjoy views over the landscaped area. Homes should include multi aspect rooms where possible to avoid dark spaces to the north.

Buildings are intentionally clustered and set back from the road

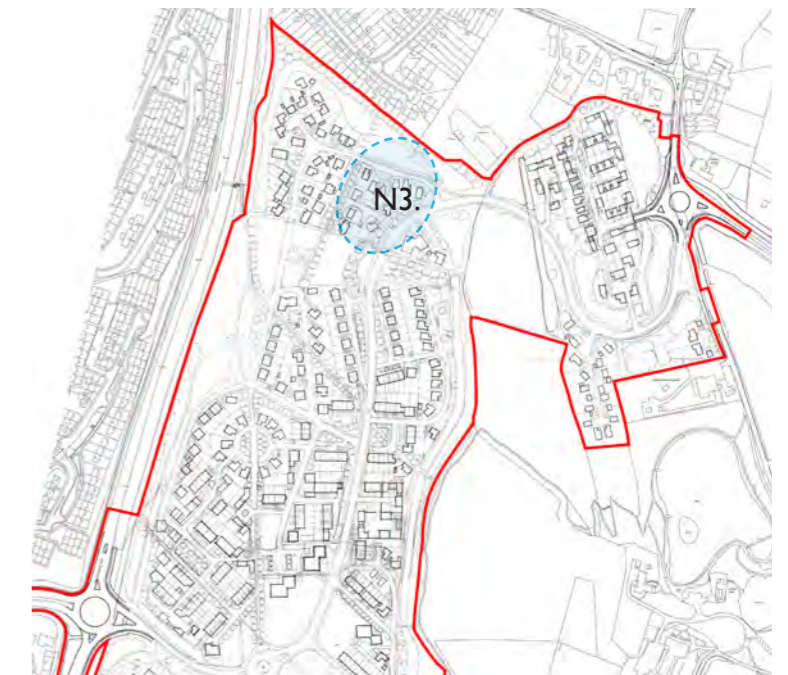


IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Low density, contrast to urban areas
- Showpiece potential, must be maximised
- Landscape must dominate
- Orientation is very important
- The road must be integrated into the landscape

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- A straight road with house types arranged along it



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*8.04 Places Emerge*

**N4. DESTINATION:**

LOCATION: (and overview)

Located at the north western extremity of the site, this secluded location in the corner of the site contrasts with area 8 because homes here have excellent orientation – south facing homes and south and west facing gardens.

DESCRIPTION:

The suburban character here responds to the type of homes found in Hempstead – houses sit within generous plots and relate well to one another.

Kerb appeal is high here but values are slightly lower than some prominent locations so this offers an attractive option for families looking for a detached house in a good location

COMMUNITY:

- Families looking for detached houses
- Downsizers looking for quality of life in a quiet location

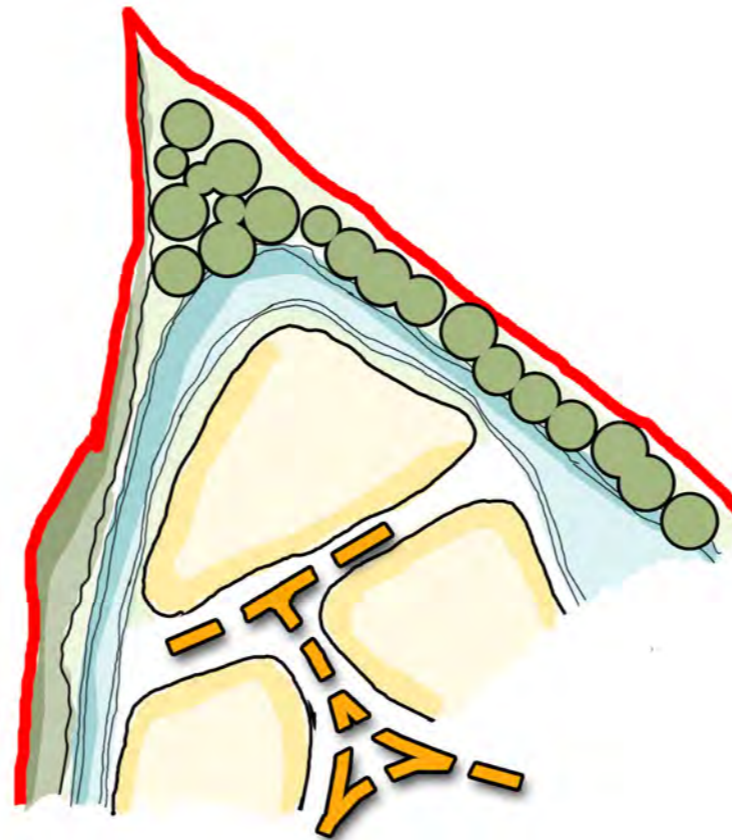
AESTHETICS:

This area must be designed in 3D so the homes feel like a set of buildings rather than just some houses.

Distant views towards the area must be studied and the arrival vistas need to be mapped so homes are perfectly located to capture glimpses and frame arrival points.

The crossroads should not feel like a major road junction, it should feel like a space with a road passing through it and the focal house at the junction should sit centrally and be of exceptional quality.

Materials can be softer here, this is not an urban location



IMPORTANT DESIGN CONSIDERATIONS:

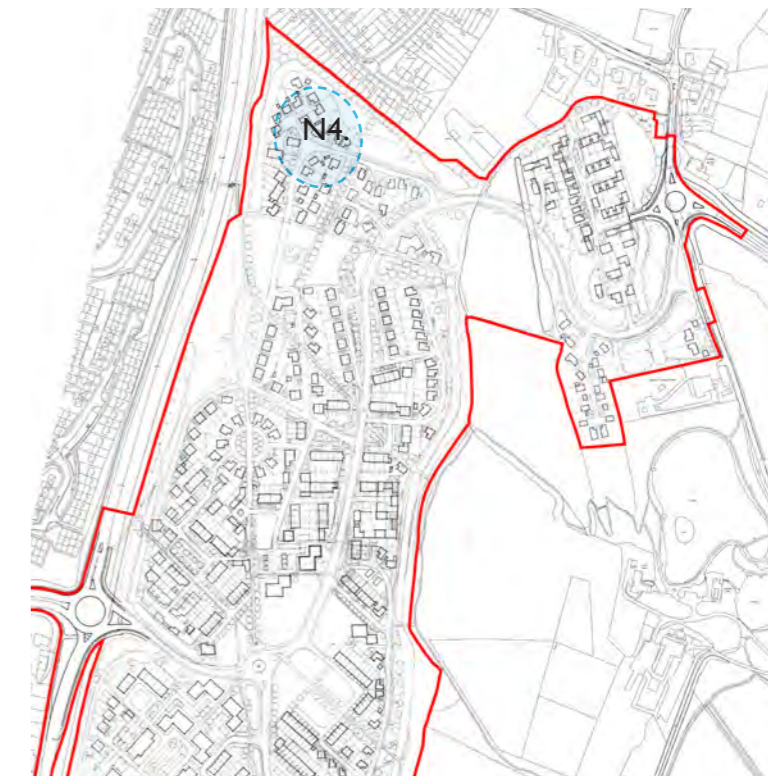


- Contemporary home design
- Low density, contrast to urban areas
- Focal units / elevations need sufficient investment to ensure quality
- Semi detached units are multi-sided – must be side entry
- Houses form a coherent set or cluster

NONE OF THESE ARE ACCEPTABLE:



- Heritage style
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





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*8.05 Places Emerge*

**N5. ROAD:**

LOCATION: (and overview)

Located towards the north of the site and on the boundary with North Dane Way this is a part of the site that will be mainly travelled through, apart from by the ten households who will live here.

DESCRIPTION:

A modest cluster of homes that makes the transition from the green wedge to the secluded corner of the site. The two high value detached properties will make this feel like a luxurious location and houses are angled to maximise light and views towards the green wedge. This could be an affordable location.

COMMUNITY:

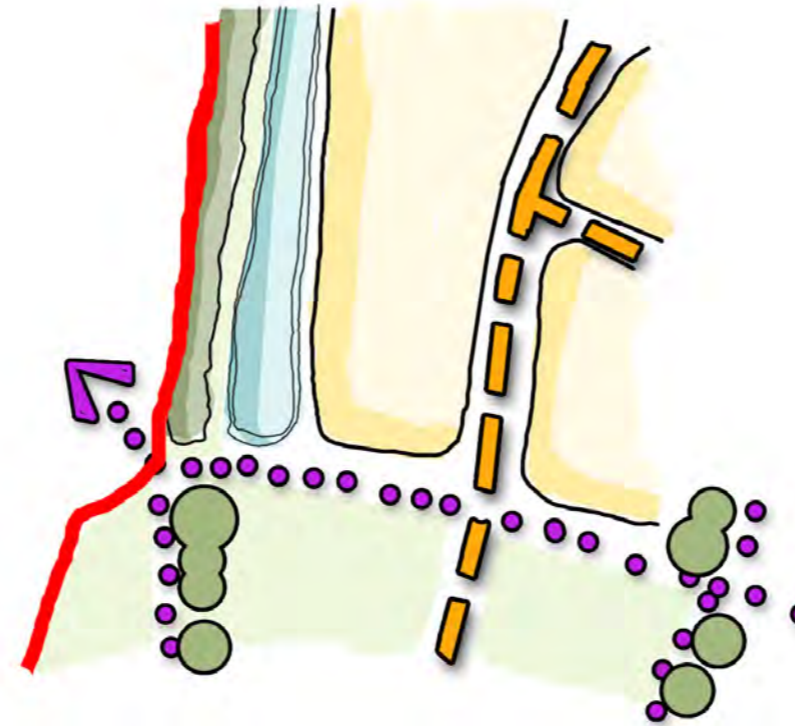
- Affordable homes could work in this location
- Semi-detached and terraced homes for families, professionals
- Downsizers will like this secluded spot
- Aspirational households drawn to the Grand Designs south facing units

AESTHETICS:

The road must not be dominant here. Houses are arranged in relation to each other and then the road passes between them, this gives a greater feeling of space.

Brick is the main material – the colour palette works so these homes feel part of the same place.

The detached houses to the south are exceptional homes, south facing with amazing views, their plots must be generous. These houses set the scene for this whole area.

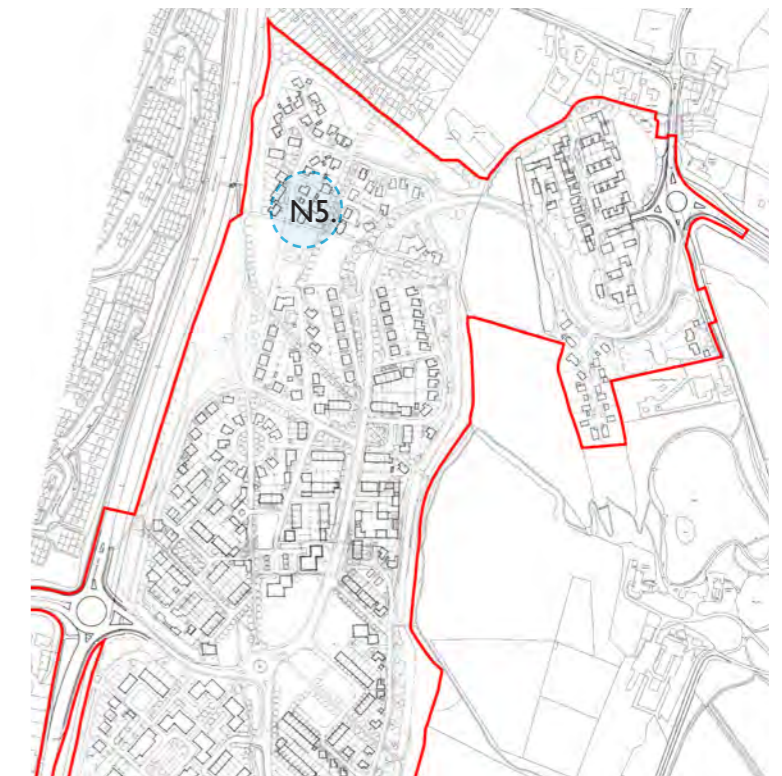


IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Grand Designs for the two southern units
- Lower density, contrast to urban areas
- Material palette must be coherent
- Orientation and views towards the green wedge

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- Hipped roof design
- Dominant roadway with houses parallel with dominant parking
- Small windows



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 8.06 Places Emerge

**HI. ARRIVAL:**

LOCATION: (and overview)

The main design considerations in this area are wayfinding and establishing a sense of pride about where you live.

This is not a place to cut costs, but to consider what additional features can be included to create a good first impression.

DESCRIPTION:

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

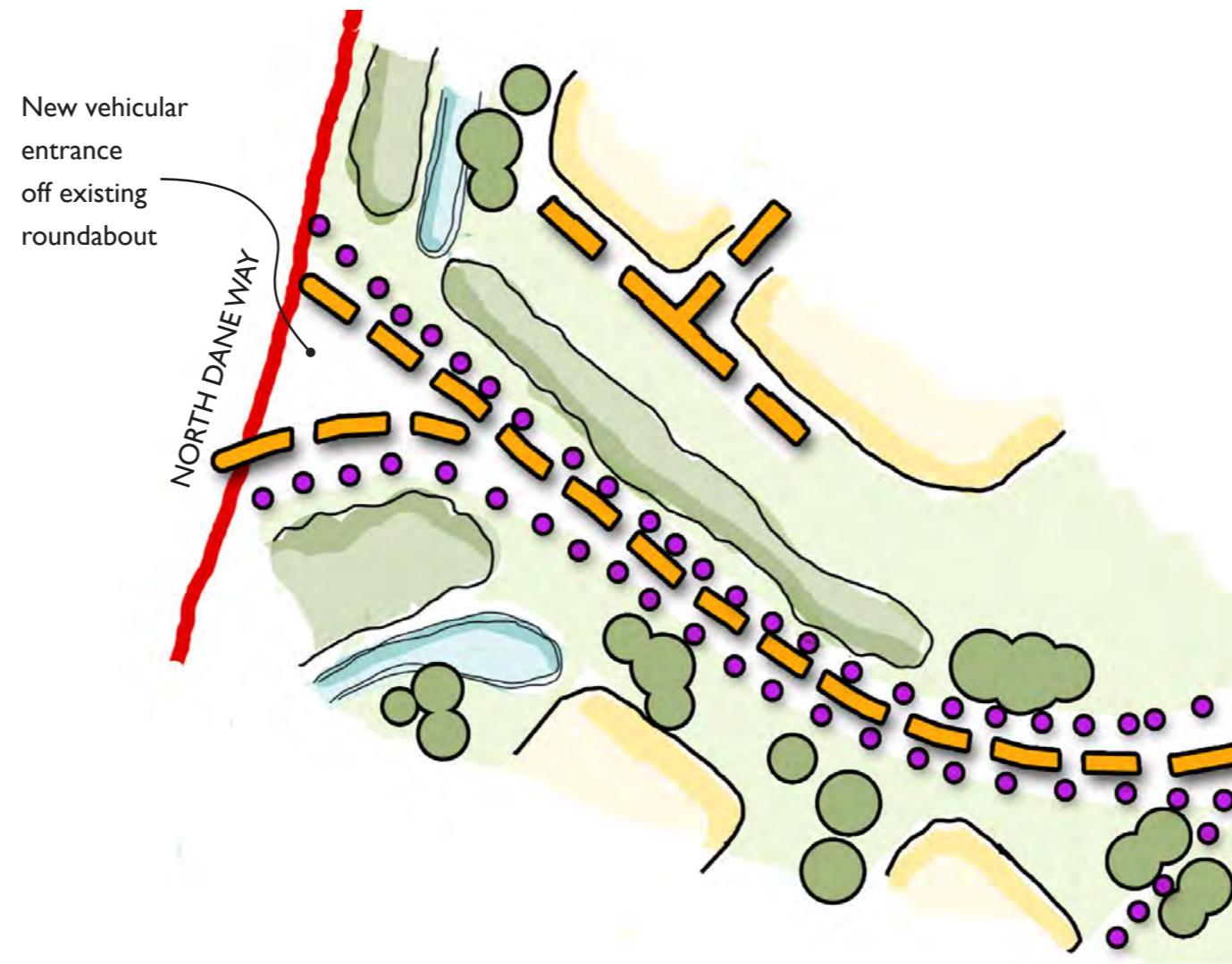
COMMUNITY:

- A great location for a balanced community. Modern families will like the affordability of the townhouses and the sense of community.
- Good for downsizers because it is convenient for the park, shops, buses and the doctors
- A good affordable housing location
- Good for first time buyers – particularly the flats

AESTHETICS:

The steep banks on either side of the road (location I) mean that homes are visible at high level so three dimensional design is very important to gain an understanding of how the homes will be perceived from a distance and from below.

Simple forms will work better – using strong gable elements and avoiding hipped roof details which will not be visible from below.



IMPORTANT DESIGN CONSIDERATIONS:

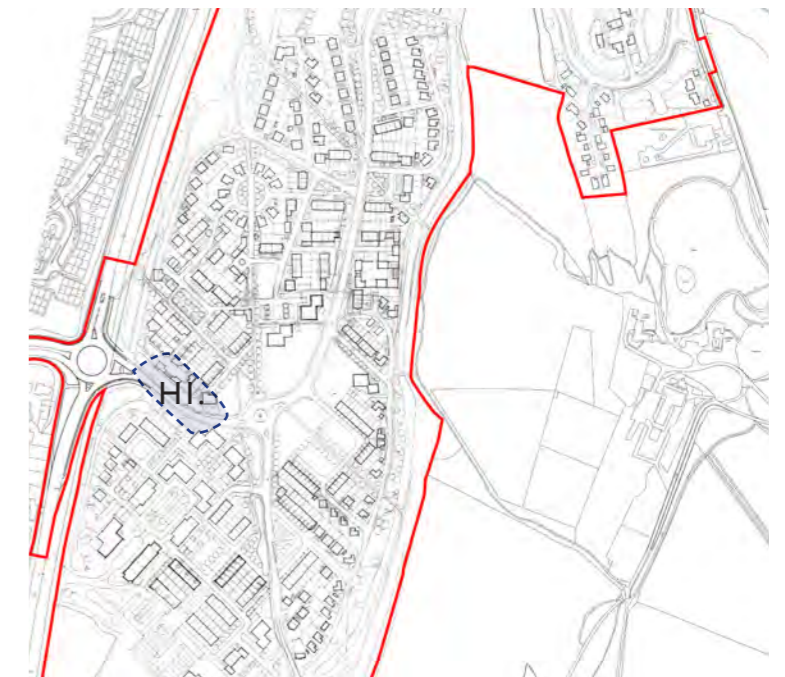


- Contemporary homes
- Places first then houses
- Urban feel
- Focal elements
- Strong gables
- Contemporary dormers
- Townhouses
- Long views and vistas
- Flat blocks = modern, focal and have large win

NONE OF THESE ARE ACCEPTABLE:



- Low cost solutions
- Heritage style
- Traditional style
- Render or timber
- Hipped roof design
- Homes round the roundabout
- Houses clipped onto the side of the road





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 8.07 Places Emerge

**H2. URBAN PARK:**

LOCATION: (and overview)

This is breathing space as you arrive in East Hill. Good for orientation and long views both within and beyond the development.

DESCRIPTION:

A contemporary urban location with key focal apartment blocks defining the corners of the space and terraces of townhouses that address each other across the park.

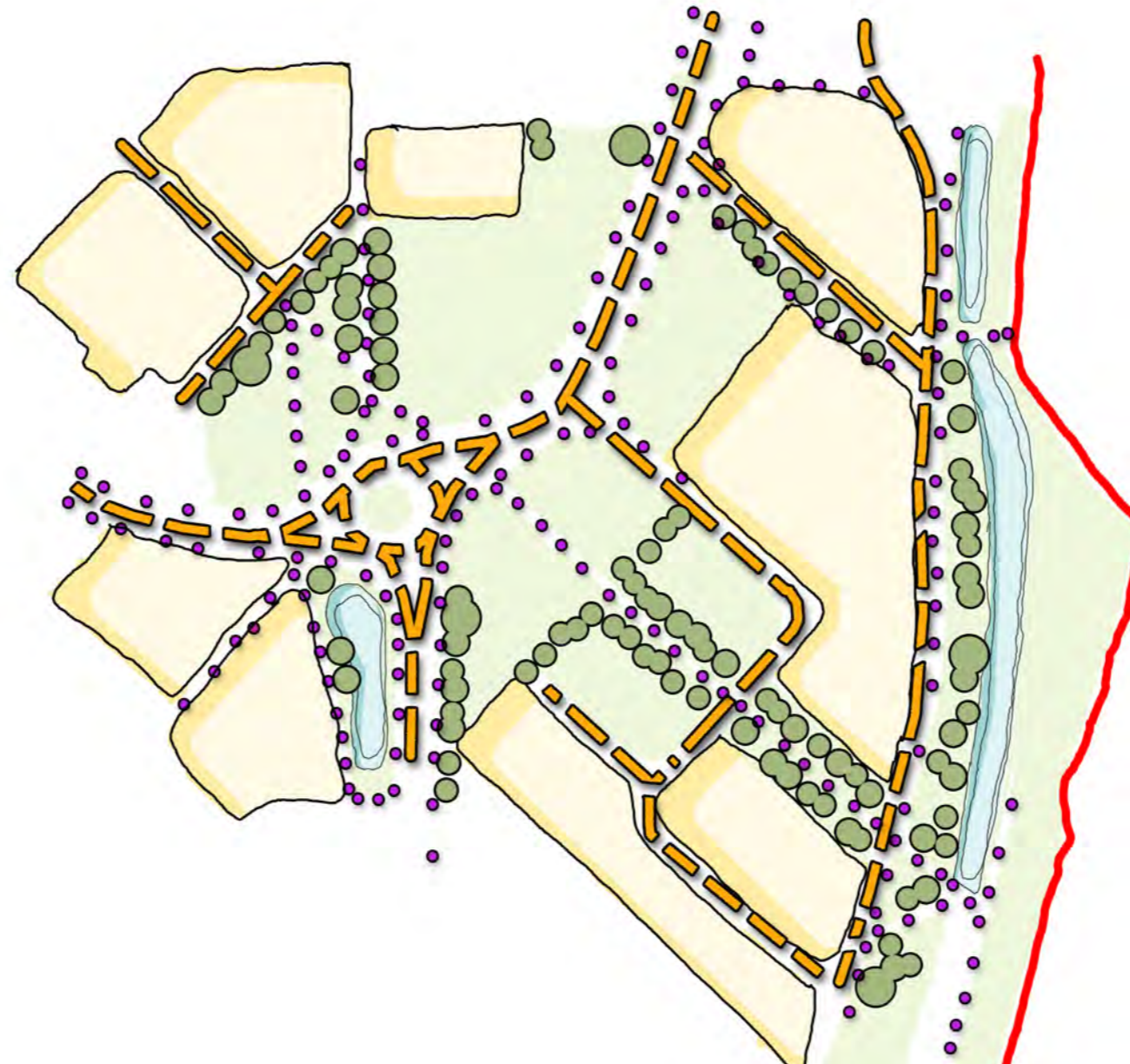
An aspirational location, a good new address to have. Visible but not dominated by the road.

COMMUNITY:

- A great location for a balanced community. Modern families will like the affordability of the townhouses and the sense of community.
- Good for downsizers because it is convenient for the park, shops, buses and the doctors
- A good affordable housing location
- Good for first time buyers – particularly the flats

AESTHETICS:

Three storey townhouses combine with four storey flat blocks to define the edges of the space. Two storey is too low and the space will feel leaky.



IMPORTANT DESIGN CONSIDERATIONS:

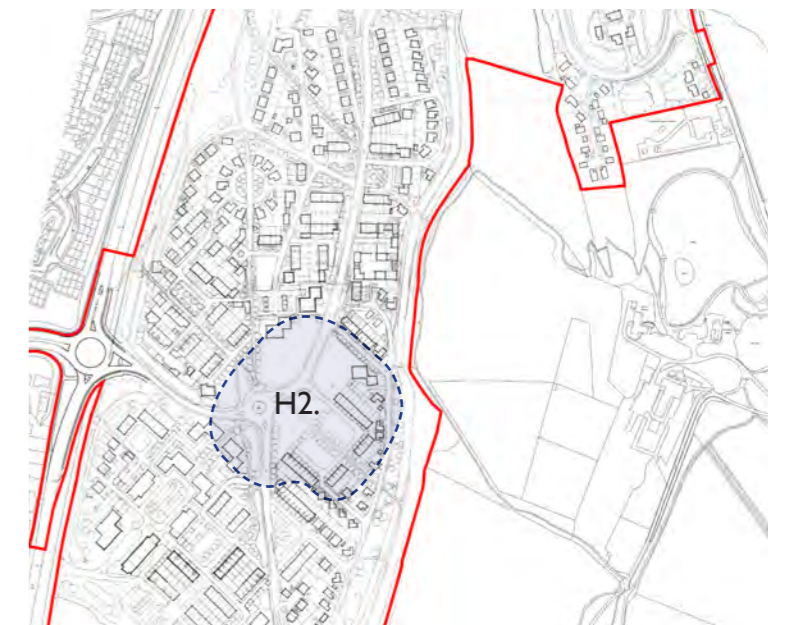


- Contemporary homes
- Places first then houses
- Urban feel
- Focal elements
- Strong gables
- Contemporary dormers
- Townhouses
- Long views and vistas
- Urban park unifies east and west parcels
- Flat blocks = modern, focal and have large win

NONE OF THESE ARE ACCEPTABLE:



- Don't cut cost here
- No heritage style
- No traditional style
- No render or timber
- No hipped roof design
- No homes round the roundabout
- No houses clipped onto the side of the road





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**East Hill, Chatham**  
 8.08 Places Emerge

**H3. ROAD:**

LOCATION: (and overview)

This is the real point of arrival in the housing area and for most people this would be the point when you would feel you are home. Houses are intentionally closer to the road to give contrast with the park area.

DESCRIPTION:

A tree lined street with handsome tall houses defining its edge.

Homes at the ends of the terraces are a different type and these also address the street. Homes are not parallel to the roadway so the road feels less dominant.

COMMUNITY:

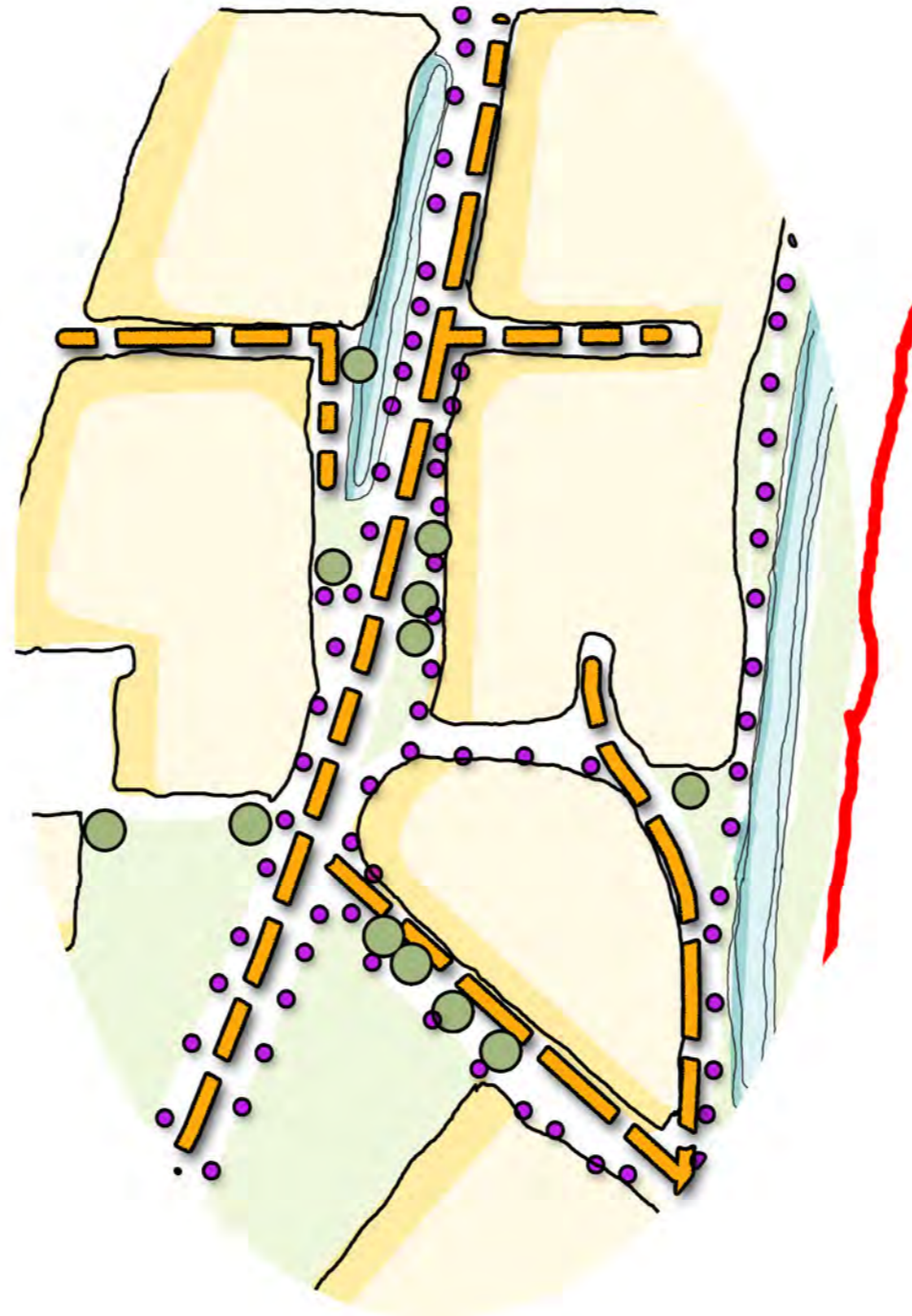
- An aspirational location for families looking for high profile houses in a key location
- Suitable for affordable homes on the west where the slope is less steep
- These homes are in the lower price ranges because terraces work really well to form the edges of the road
- Not suitable for detached houses because the density will be too low and they will not define the space

AESTHETICS:

Rhythm and punctuation of the route are the main aesthetic considerations.

The views must be carefully examined in 3D at detailed design stage to ensure topography has been incorporated into the design.

This place must be designed as a whole so the terraces relate to each other and the end of terrace properties work well and address the roadway. be visible from below.

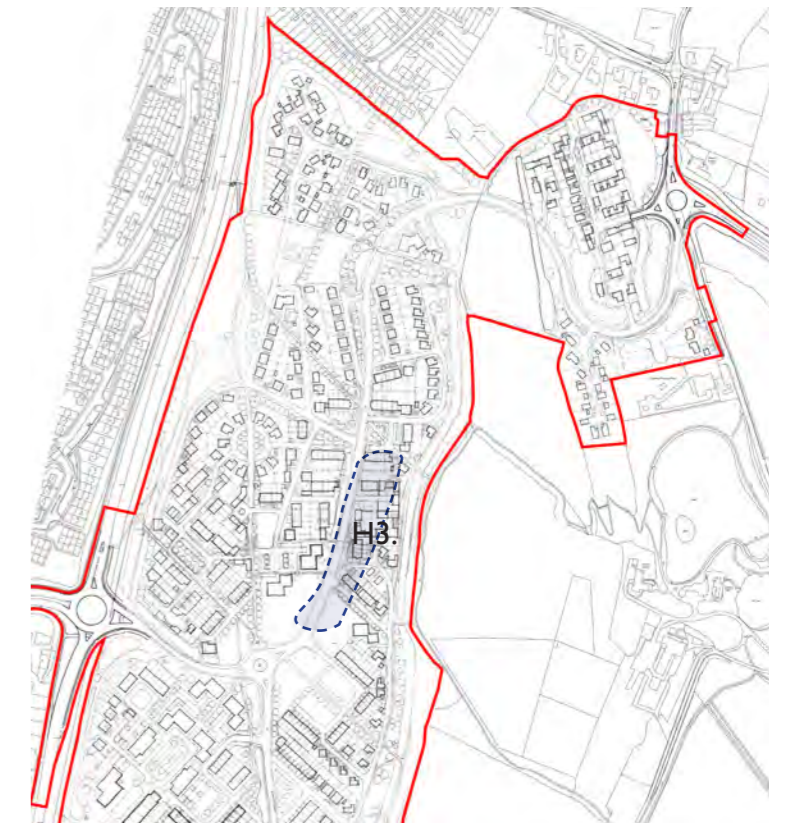


IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Places first then houses
- Urban feel softened by trees within the square
- Contemporary dormers provide rhythm
- Terraces – end of terrace type important
- Long views up and down the hill

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- Render or timber
- Hipped roof design
- Houses clipped onto the side of the road
- Blank ends to the terraces





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 8.09 Places Emerge

**H4. SQUARE:**

LOCATION: (and overview)

The first big place you arrive at along the main route through East Hill.

A square that enables changes in direction.

Terraces are smaller here but they still enclose and create a place.

DESCRIPTION:

Landscape unifies the space. This is a focal location with a strong sense of community a place where you will know your neighbours.

A good reference point for finding other places within the development (turn left when you get to the square).

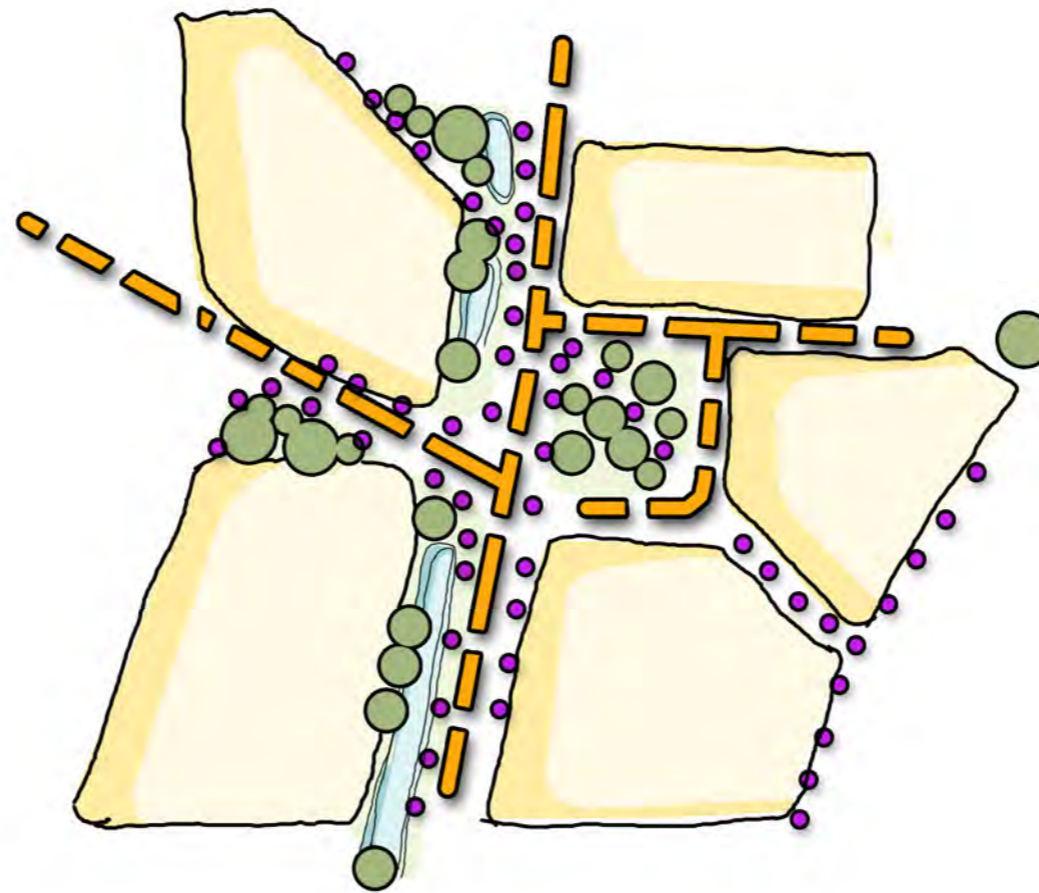
COMMUNITY:

- An aspirational location for families looking for high profile houses in a key location
- Suitable for affordable homes
- These homes are in the lower price ranges because terraces work really well to form the edges of the road
- Not suitable for detached houses because the density will be too low and they will not define the space

AESTHETICS:

Levels are very important here, the main route is the datum and then the east and west access routes slope away from the road. So terraces will read differently depending on their level.

Detailed design studies must consider driving through the space, down into the space and up from the rural edge



IMPORTANT DESIGN CONSIDERATIONS:

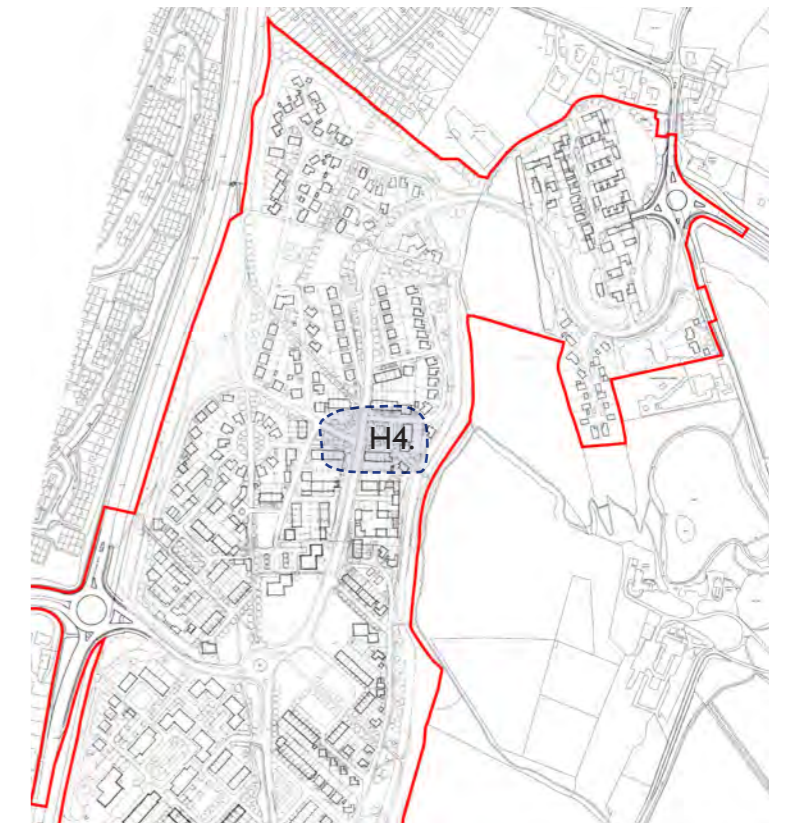


- Contemporary home design
- Places first then houses
- Urban feel softened by trees within the square
- Contemporary dormers provide rhythm
- Terraces – end of terrace type important
- Long views up and down the hill

NONE OF THESE ARE ACCEPTABLE:



- Heritage style
- Traditional style
- Render or timber
- Hipped roof design
- Houses clipped onto the side of the road
- Blank ends to the terraces



## 08284A East Hill, Chatham

### 8.10 Places Emerge

#### H5. AVENUE:

##### LOCATION: (and overview)

A well defined part of the route where the houses make a strong edge and the scale is just right.

##### DESCRIPTION:

The geometry of the road and the houses is intentionally different, so the road is less dominant.

Houses sit at the top of the bank formed by the cutting for the road.

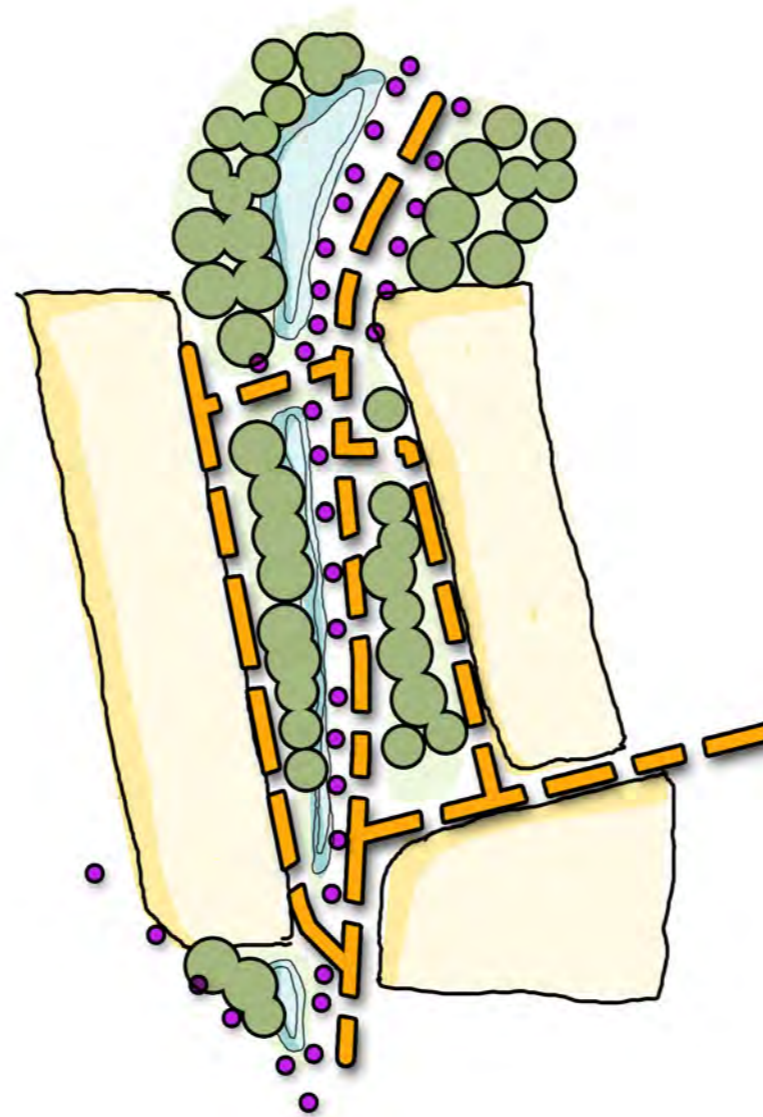
##### COMMUNITY:

- An aspirational location for families looking for high profile houses in a key location
- Lots of kerb appeal
- Good views over countryside from slightly elevated positions – could suit downsizers
- Could be affordable in the terrace?
- High value homes to the north overlooking the green wedge

##### AESTHETICS:

Houses are intentionally similar to create rhythm.  
Parking is hidden between the semi detached units.

Houses are tall and striking, their contemporary design means the geometry is simple, windows are large and forms clearly defined.

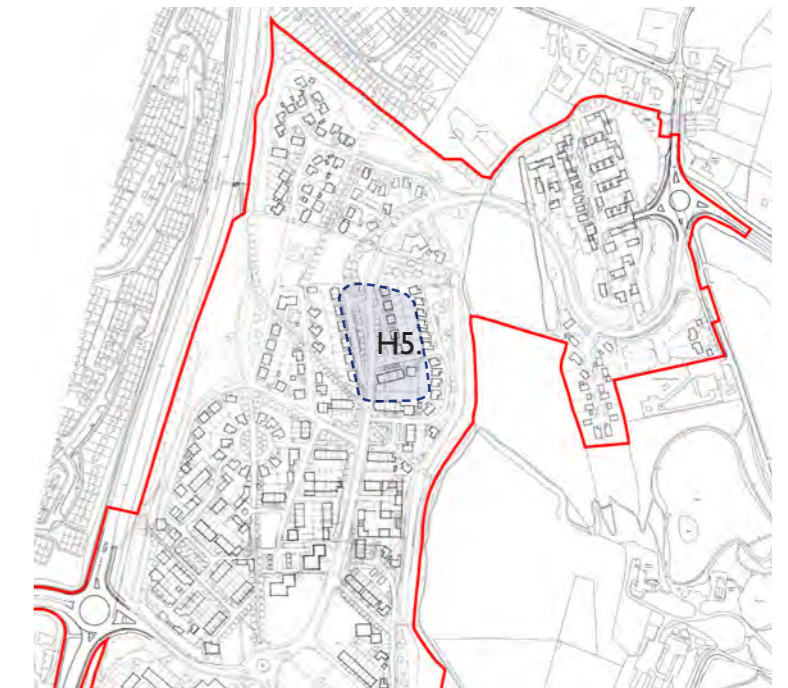


##### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Rhythm
- Urban feel softened by trees along the road edge
- Contemporary dormers provide rhythm
- Terrace on the southern edge encloses and is focal
- Long views are very important, this is a space most will travel through

##### NONE OF THESE ARE ACCEPTABLE:

- Variety of house types and building forms ✗
- Heritage style
- Traditional style
- Render or timber
- Hipped roof design
- Houses clipped onto the side of the road
- Blank ends to the terraces





**08284A**  
**East Hill, Chatham**

*8.11 Places Emerge*

**H6. NORTH DANE WAY THRESHOLD:**

DESCRIPTION

This is an excellent space with ecological value. It will always be compromised by North Dane Way which is why the landscaped area is intentionally large to create a buffer and a healthy environment in which to live.

Values rise towards the south, culminating in an exceptional detached unit that is very visible across the open space.

Most homes are semi-detached, an apartment block to the north has amazing views over the two landscaped areas.

COMMUNITY:

- Families looking for detached houses with big gardens
- Downsizers looking for quality of life in a quiet location

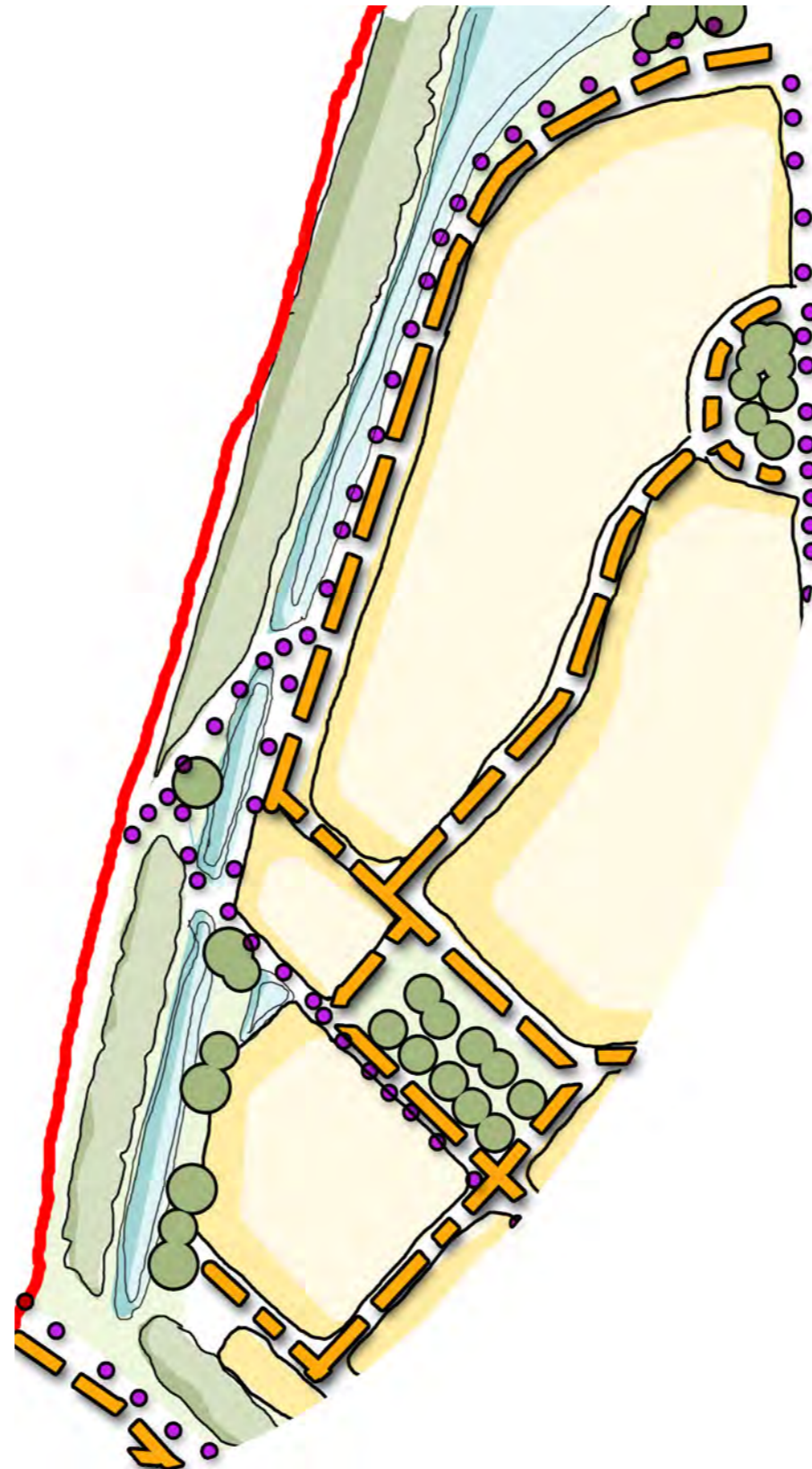
AESTHETICS:

This area must be designed in 3D so the homes feel like a set of buildings rather than just some houses.

Distant views towards the area must be studied and the arrival vistas need to be mapped so homes are perfectly located to capture glimpses and frame arrival points.

The crossroads should not feel like a major road junction, it should feel like a space with a road passing through it and the focal house at the junction should sit centrally and be of exceptional quality.

Materials can be softer here, this is not an urban location.

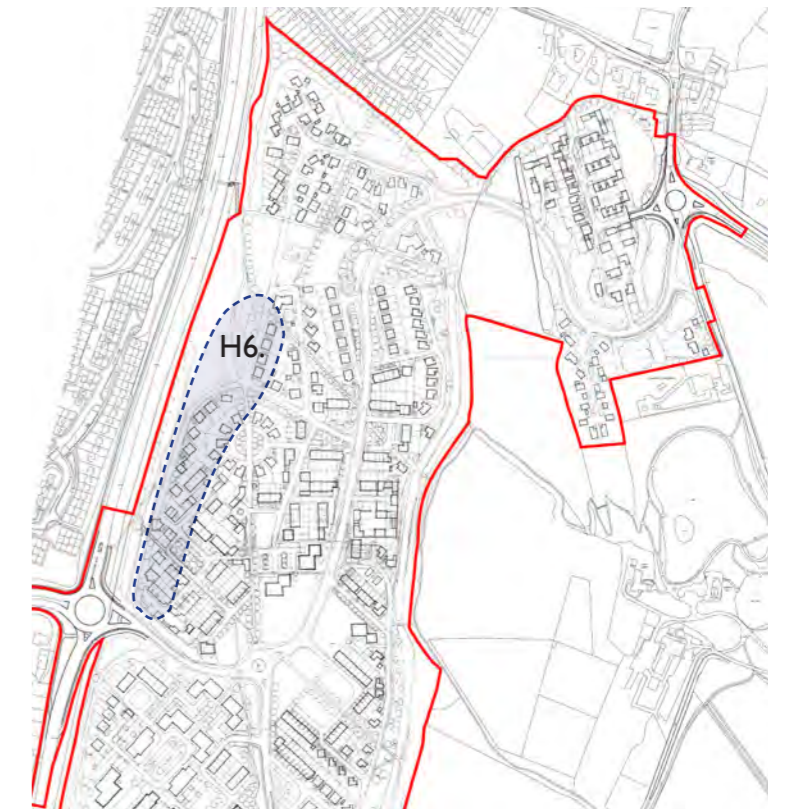


IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Low density, contrast to urban areas
- Focal units / elevations need sufficient investment to ensure quality
- Semi detached units are multi-sided – must be side entry
- Houses form a coherent set or cluster

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





**08284A**  
**East Hill, Chatham**  
 8.12 Places Emerge

**H7. GRAND DESIGNS:**

LOCATION: (and overview)

This parcel of development straddles the main west-east pedestrian leisure route through the area in a location where the land slopes in multiple directions. This makes this area visible and prominent.

DESCRIPTION:

This is the area of the site where design quality is showcased – where people will visit not because of the quality of the landscape but because the homes are truly exceptional.

Houses are modern, simple and stylish. The pedestrian route through from west to the park in the east means the unique character of this place will be a landmark for people enjoying the leisure route through the site.

COMMUNITY:

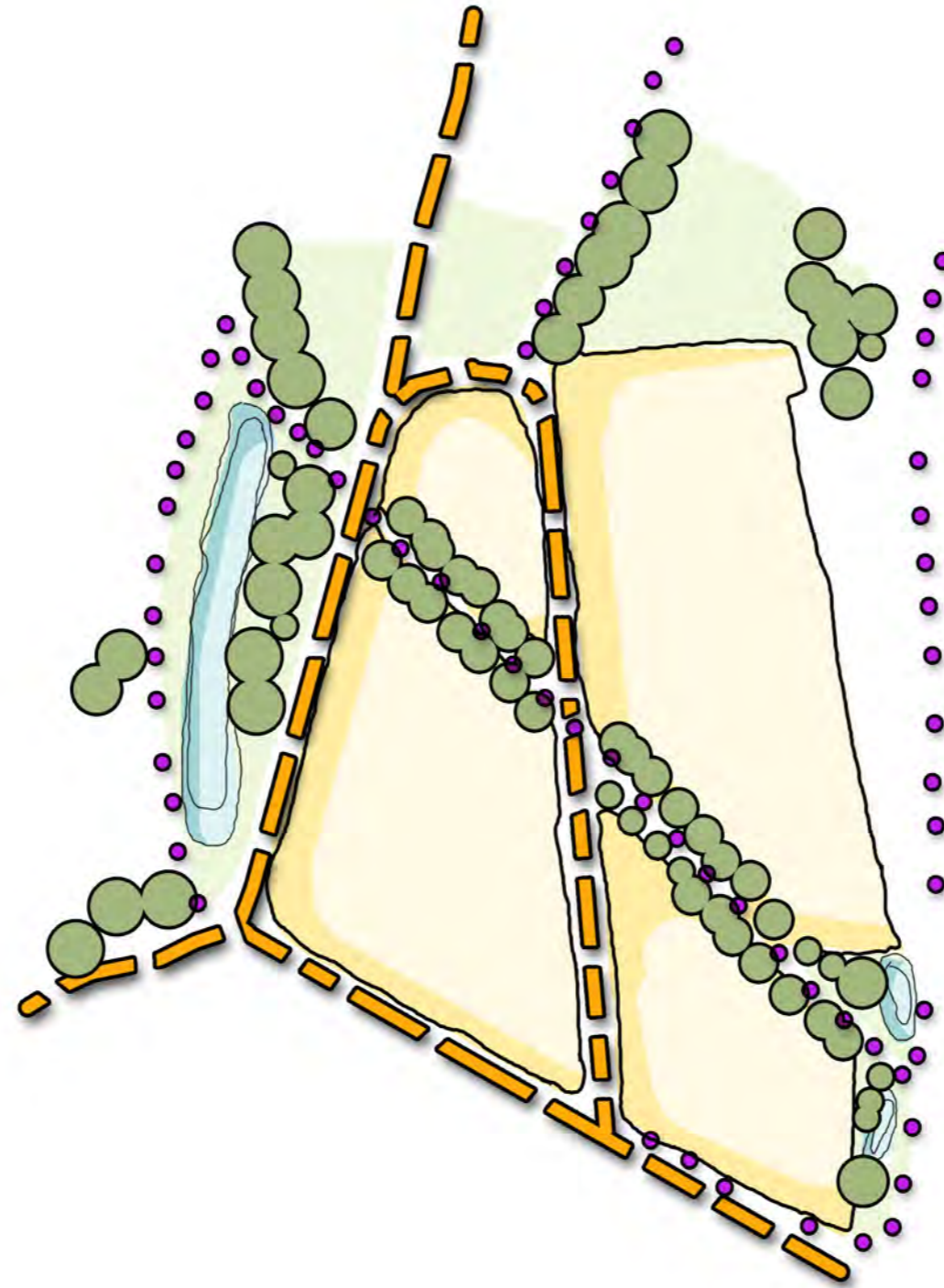
- Families looking for detached houses with ultimate kerb appeal at a realistic price
- Downsizers looking for something a bit different
- Aspirational households looking for a home that makes a statement about their life choices
- People who value good design

AESTHETICS:

Simple forms, bold gables, large windows, corner windows in select locations to create focal elements.

This is not a traditional street frontage, homes must step back and be set forwards to create interest.

The pedestrian route and avenue of trees must be integrated to give character to the place. Routes are multi-directional, so views are varied and interesting. Detailed design must refer to these views.



IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Low density, contrast to urban areas
- Focal units / elevations need sufficient investment to ensure quality
- Semi detached units are multi-sided – must be side entry
- Houses are striking, design is the driver here

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway with houses clipped onto the edge
- Small windows





# 08284A East Hill, Chatham

## 8.13 Places Emerge

### H8. THE CIRCUS:

#### LOCATION: (and overview)

Located on one of the flattest parts of the site this striking urban form will be the iconic location in this area. Occupying one of the highest areas and visible from a distance the coherent form of the circus will make this a new landmark.

#### DESCRIPTION:

Created to define the gateway into the more urban area of the development as you walk south along the line of the existing pedestrian route, similar large detached houses are arranged in a circular form.

The footprint and orientation of the houses is such that there are visible gaps between them – meaning the circle is well defined but does not feel too enclosed.

There are no garages for these homes because they will make the space feel cluttered.

#### COMMUNITY:

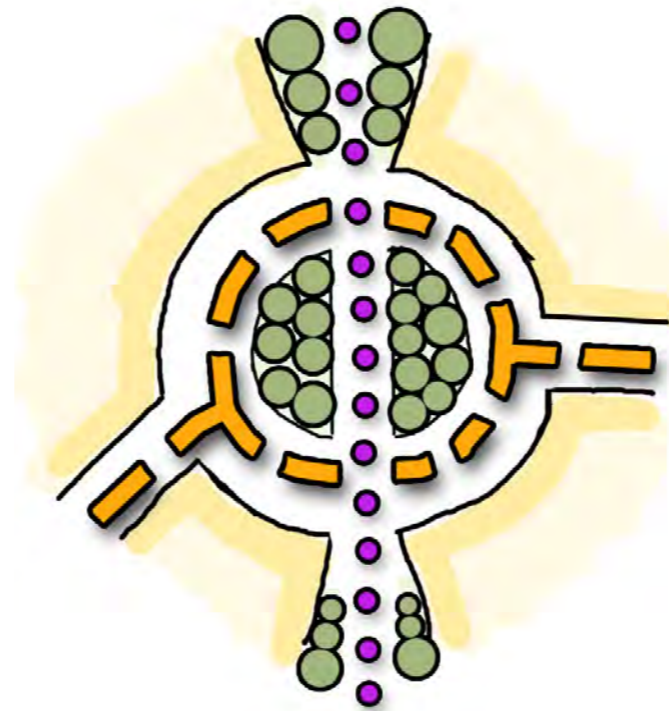
- Families looking for detached houses
- Households attracted to the unique setting
- Professionals / London commuters who recognise value for money and can afford something a bit different
- People who enjoy a more urban feel but like the proximity to the park and leisure routes

#### AESTHETICS:

These are impressive modern houses. The striking arrangement of the homes themselves means their individual design should be stripped back and simple.

The materials palette cannot be cluttered and roof forms must be refined and bold so these buildings read as an impressive set.

Orientation will obviously vary so slight amendments to the plans of the houses will be necessary to ensure main living spaces have the right light levels at different times of day. This should not alter the front elevations or the overall geometry of the homes.

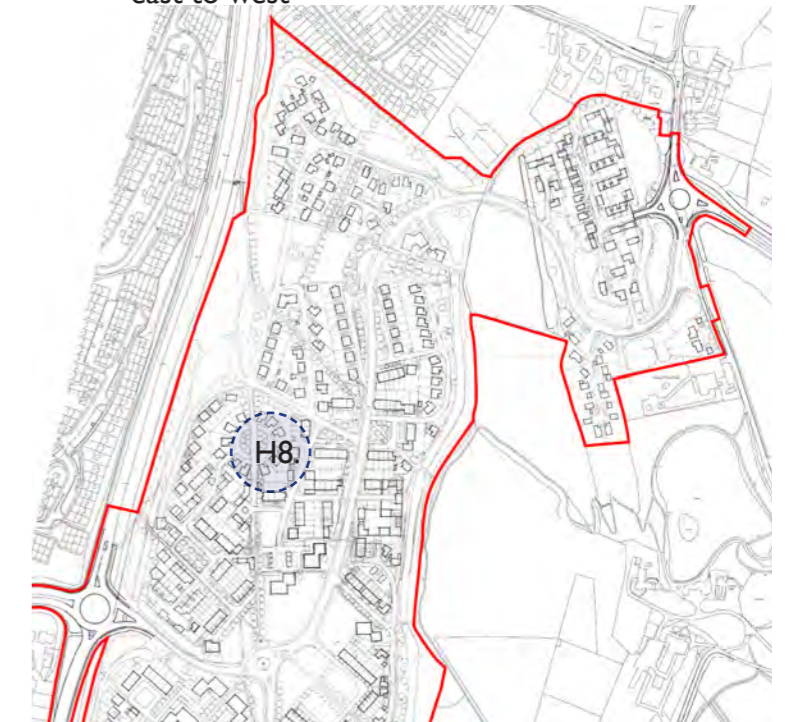


#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Urban feel, tall houses
- Focal units / elevations need sufficient investment to ensure quality
- Central landscaped area is small but well detailed and high spec
- Houses form a coherent set or cluster

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Detached garages
- Small windows
- Road does not pass through the space from east to west



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**East Hill, Chatham**

*8.14 Places Emerge*

**H9. AXIS:**

LOCATION: (and overview)

This series of spaces links the brow of the hill with the urban park to the south.

Terraces define and punctuate spaces.

DESCRIPTION:

Homes do not run along the sides of the road. Instead they address it and create intimate places for people to live along its route.

Terraces are the predominant type here but the key design decision here is the end of the terrace because it acts as a corner turner and requires a more sophisticated house type that is a focal element along the street.

Terraces must be designed as a whole – not as a series of slices joined together. Spaces are small and numerous and will need to be carefully detailed. Landscape and architecture must seamlessly blend along this route.

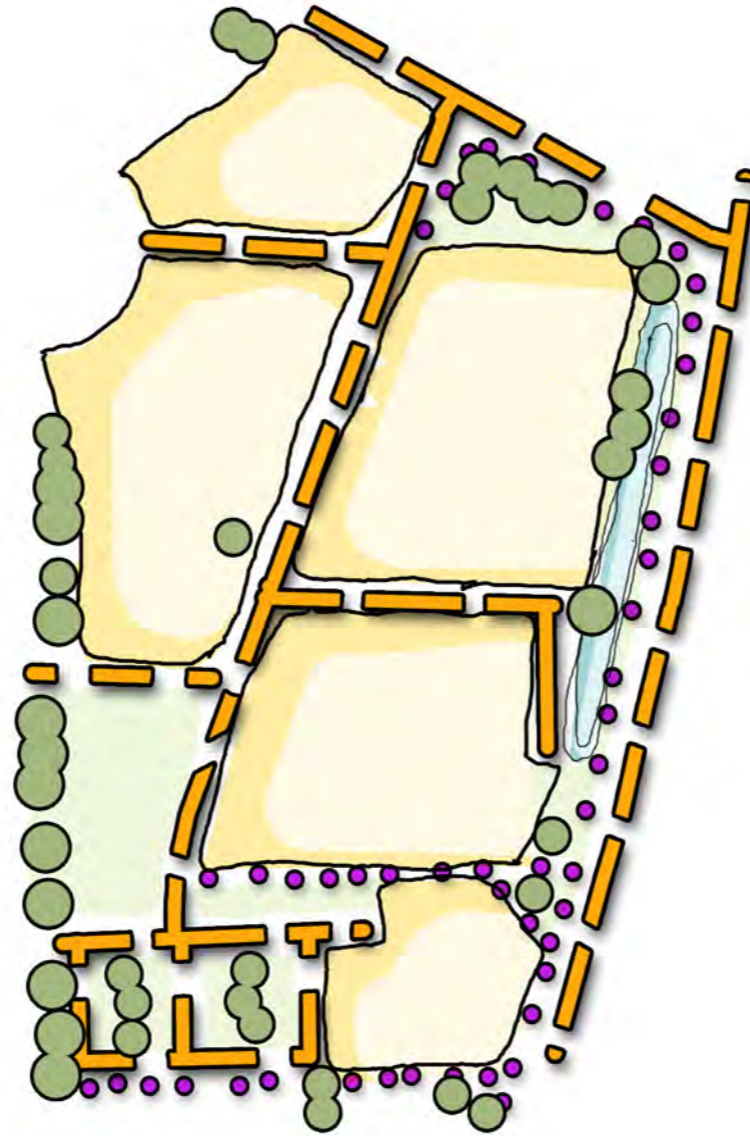
COMMUNITY:

- This is a good location for first time buyers because values are relatively low
- Families with a limited budget or downsizers will enjoy this location because the intimate scale of the spaces will create good community links

AESTHETICS:

This set of spaces must not be just a left over when all the other places have been designed.

3D design diagrams will be required to check views and corners and particularly to resolve the end terrace condition. The palette can be mixed here but a common thread must unify the route so the views and vistas do not seem cluttered. Trees and planting must be integrated to soften the urban form and add further definition to spaces along the route.

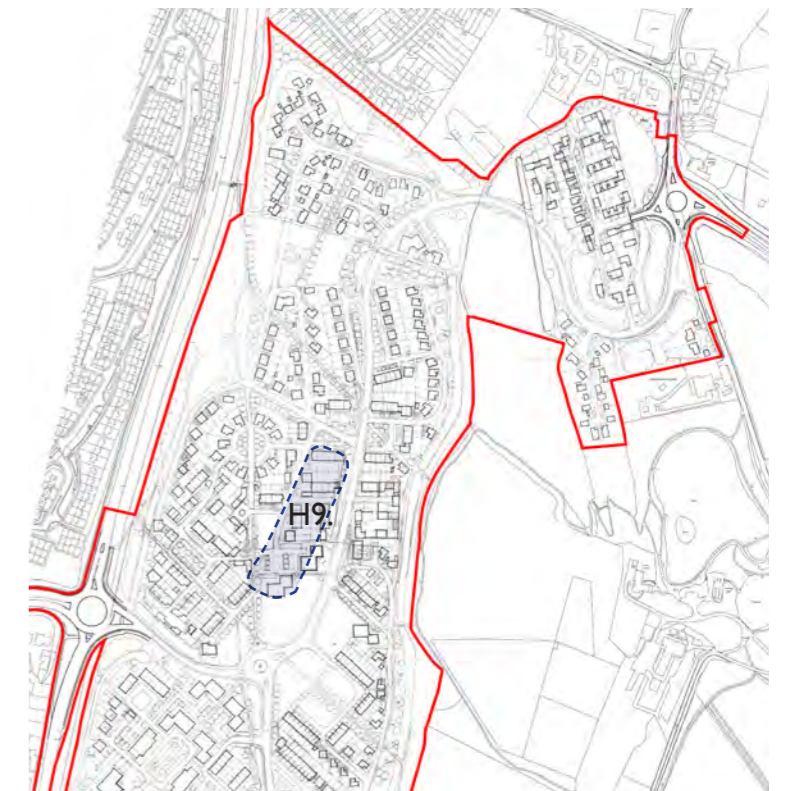


IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Sub-urban character
- Focal units (end of terrace) and elevations need sufficient investment to ensure quality
- Semi detached units are multi-sided – must be side entry
- Spaces are individual but also work well as a set
- Terraces are designed as a whole

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows
- Terraces formed of “slices” of houses





# 08284A East Hill, Chatham

## 8.15 Places Emerge

### H10. STREET:

#### LOCATION: (and overview)

Tucked away on the western side of the development this interesting route links the main pedestrian route to the urban park with the circus to the north.

A road does pass through the space but it is not a through route in order to keep traffic light and allow for a safer area for children to play.

#### DESCRIPTION:

Terraced and semi-detached homes are staggered to define interesting spaces along the roadway.

Homes do not follow the line of the road but relate to each other through careful 3D planning.

Care must be taken here to ensure parking does not totally dominate the spaces.

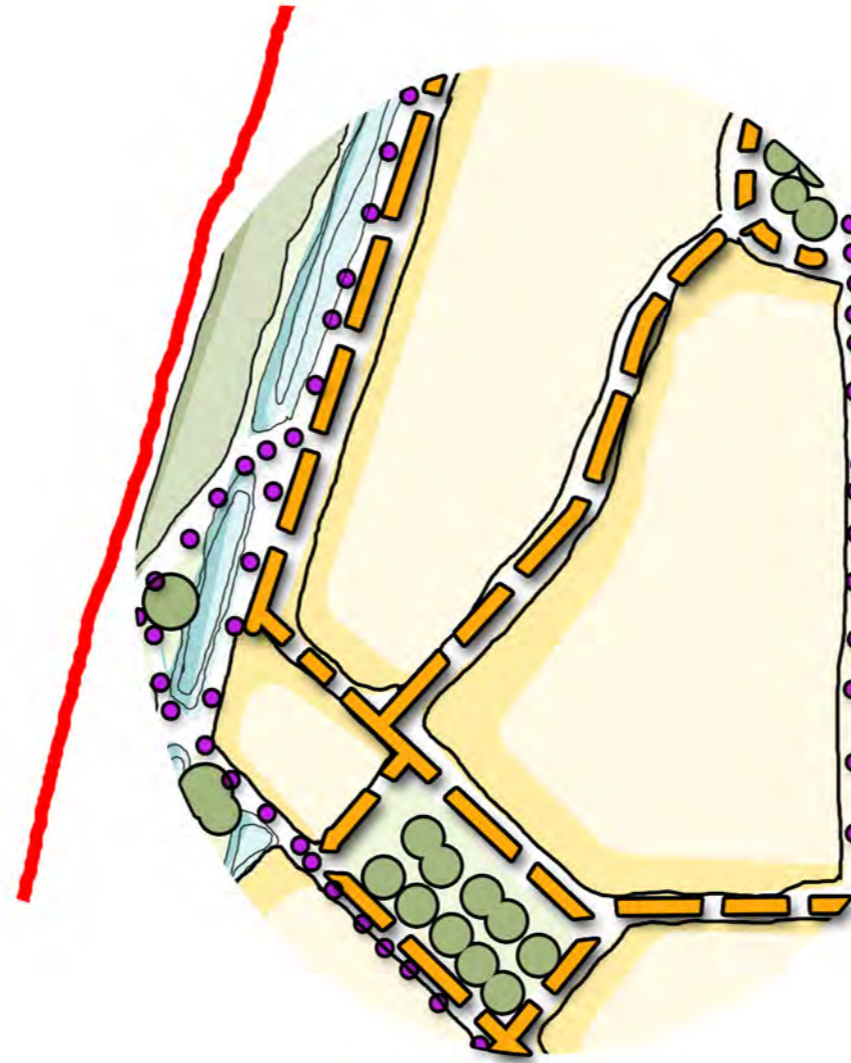
#### COMMUNITY:

- This is a suitable location for affordable houses
- First time buyers will like the relatively low prices here
- Downsize will also be attracted by the lower values but also in this location by the quieter more secluded character
- Families on a limited budget will like the larger semi-detached houses and will enjoy the kudos of living near the circus

#### AESTHETICS:

Homes are two storey and brick built.  
The scale of the spaces relates to the height of the buildings so 3D design is important.

Key elevations will help to turn corners and change direction

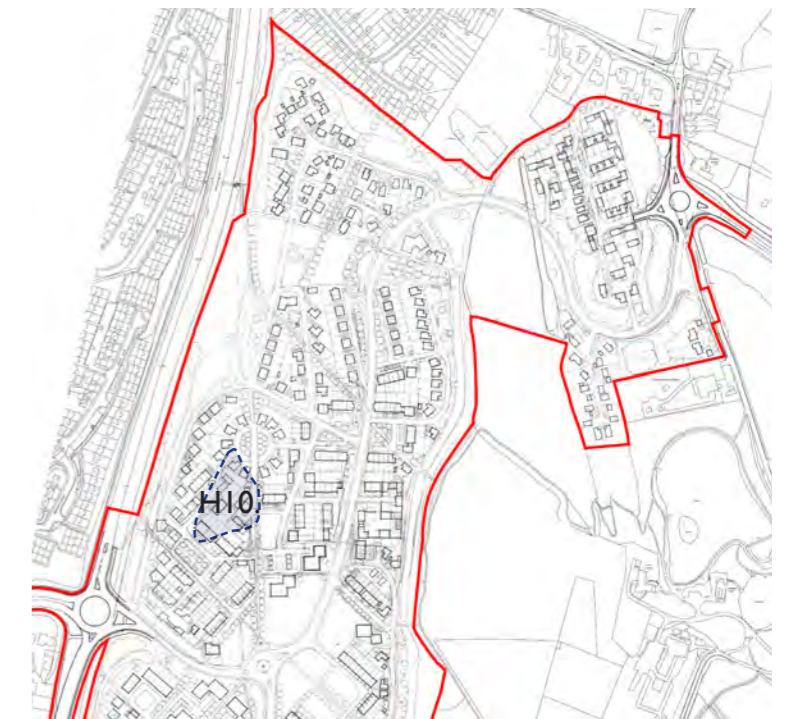


#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Low density, contrast to urban areas
- Focal units / elevations need sufficient investment to ensure quality
- Semi detached units are multi-sided – must be side entry
- Houses form a coherent set or cluster

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows



# 08284A East Hill, Chatham

## 8.16 Places Emerge

### H11. SOUTHERN CLUSTER:

#### LOCATION: (and overview)

Located immediately above the new entrance to East Hill this urban area has many roles to play:

- It defines the western edge of the urban park
- It frames the principle east west pedestrian route that links East Hill with it's neighbours
- It creates an urban square
- It defines a hidden pocket of detached homes

#### DESCRIPTION:

This urban location is dense and characterised by well defined spaces.

Terraces create the edges of squares – they are cleverly split to vary the scale of the terrace according to the size of the space. Roads serve the houses but do not dominate –the pedestrian links have the greatest emphasis in this area. Detached homes feel private and exclusive, the entrance to their cluster is intentionally tight to feel like a gateway. They do not have garages. Orientation is important – internal layout of homes should respond to this.

#### COMMUNITY:

- This is a great location for a truly mixed urban community
- Affordable homes will work well here
- Small self contained apartment blocks would work well for older residents
- First time buyers will be proud to live here, it is urban and well integrated
- Families looking for a realistically priced detached house will love the exclusive location

#### AESTHETICS:

The urban squares will need a simple contemporary palette so the space does not feel cluttered. Landscape and architectural details must be carefully integrated. Terraces are contemporary and need to be designed as a whole, not as a series of slices. Strong geometry is important because this area will be read as a whole from high level distant views.

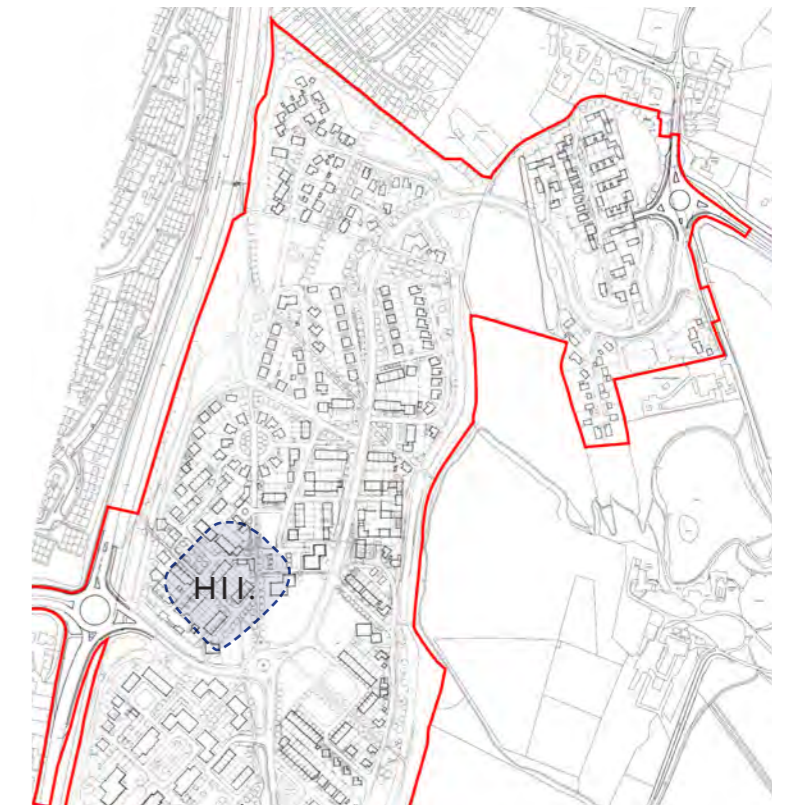


#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Integral landscape
- Detached homes feel exclusive, plots are modest
- Pedestrian route is the main route through the area
- Terraces are designed as a whole

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “executive” style detached houses
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





**08284A**  
**East Hill, Chatham**  
 8.17 Places Emerge

**UI. PUBLIC SQUARE:**

LOCATION: (and overview)

In the heart of the urban area this public square defines the character of the urban area.

The focal arrival point from the slip road south of the roundabout, this is the public destination for East Hill.

DESCRIPTION:

Four storey apartment blocks frame an impressive landscaped square.

A parade of shops on the right hand side of the road have three storeys of flats above them, mirroring the doctors surgery to the left.

Apartments have large windows to main living areas that face south to maximise light and views.

Orientation is very important.

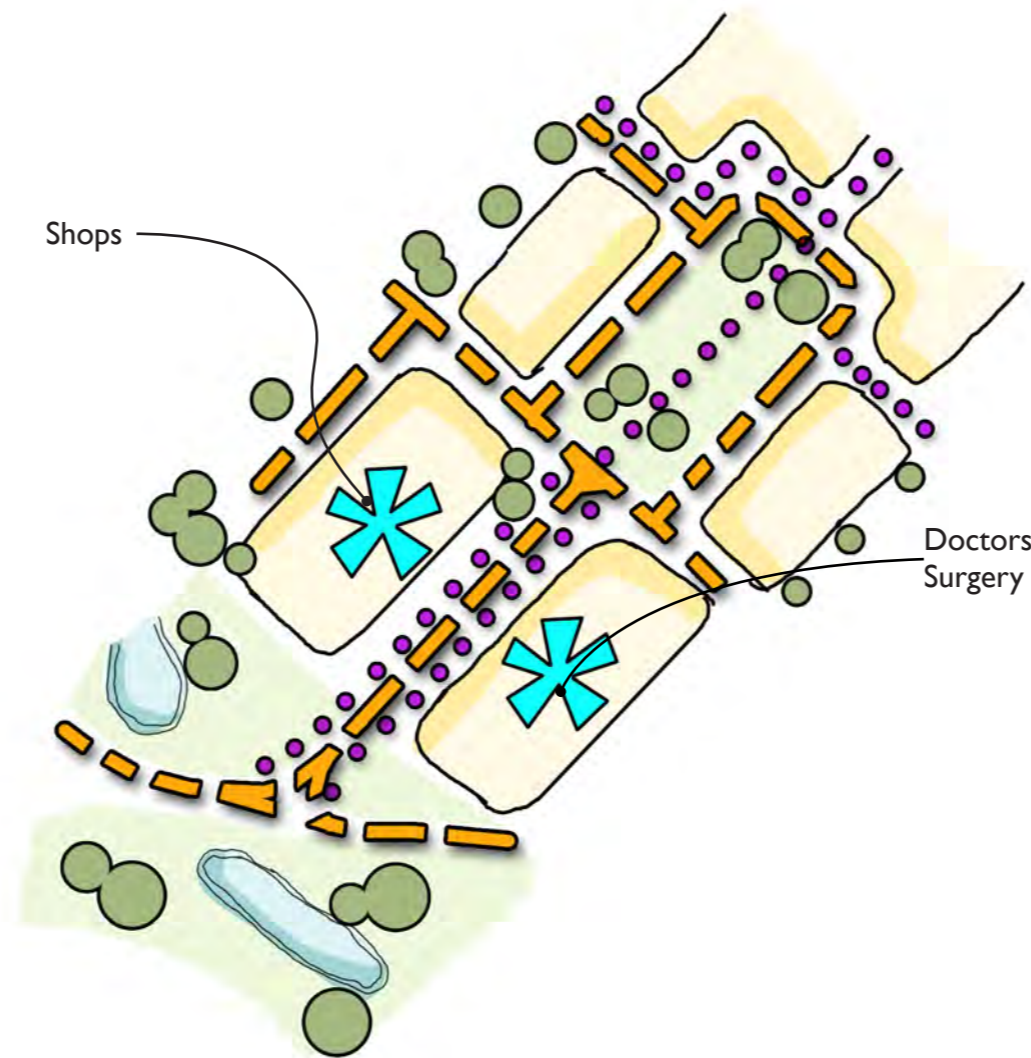
COMMUNITY:

- This will be a thriving urban community
- First choice for first time buyers
- Excellent location for older residents due to the proximity of the shops and doctors surgery
- Popular for professionals looking for a bolthole
- Not ideal for affordable as it is a very high profile location

AESTHETICS:

Apartment blocks are brick built and contemporary. Windows are large and balconies generous to allow for animation of the space on a summer evening.

Landscape quality is exceptional, robust and well specified. As the blocks will be viewed from below the roof design is very important. 3D design studies will need to capture views from all angles. Hipped roof design will not work because the roof will not be visible.



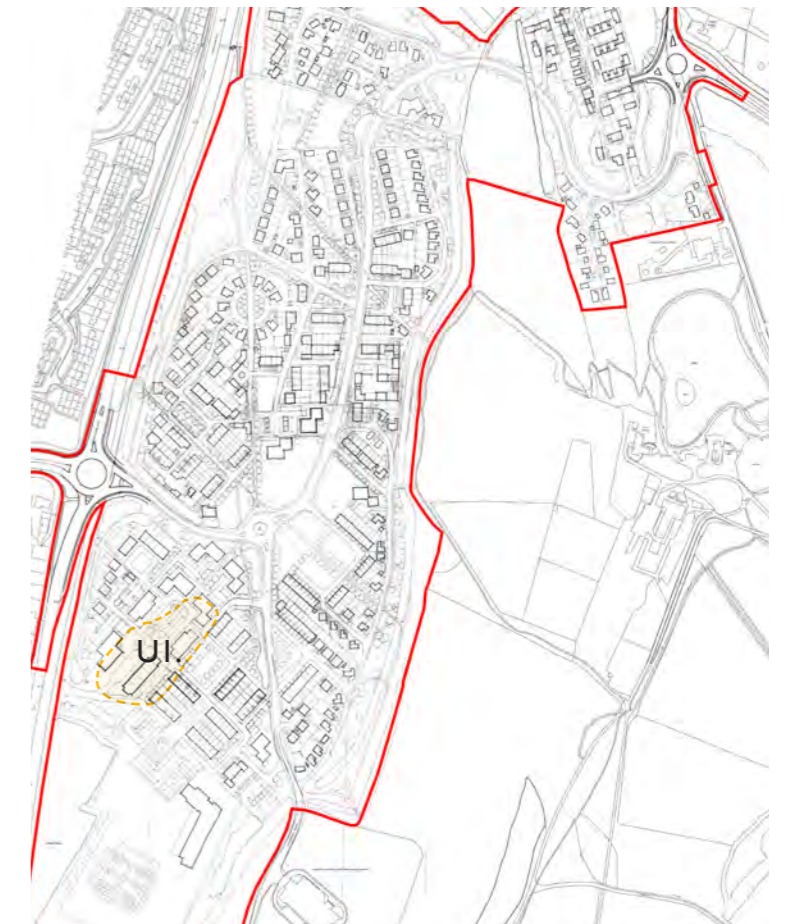
IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design
- Balconies overlook main square



NONE OF THESE ARE ACCEPTABLE:

- Heritage style
- Traditional style
- Hipped roof design
- Small windows





**08284A**  
**East Hill, Chatham**

*8.18 Places Emerge*

**U2. URBAN HOMES:**

LOCATION: (and overview)

Located on the western edge of the urban area this cluster of urban homes borders North Dane Way.

These townhouses feel part of the urban area but are tucked away in a clearly defined place.

DESCRIPTION:

Three storey contemporary townhouses face south and east.

Main living spaces face west for evening light or south for high daylighting levels all day.

There is a real sense of community here as this is a well defined cluster of homes.

COMMUNITY:

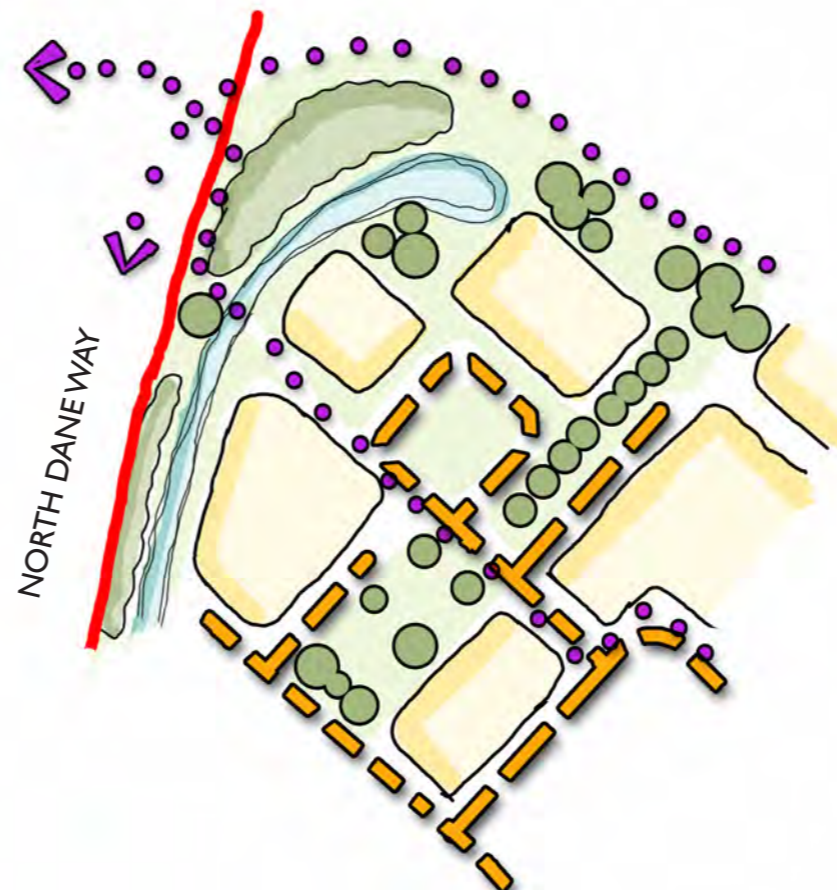
- Good for families who enjoy urban living
- Potential affordable housing location
- This will suit professionals who are looking for convenience and contemporary

AESTHETICS:

The urban squares will need a simple contemporary palette so the space does not feel cluttered.

Landscape and architectural details must be carefully integrated.

Terraces are contemporary and need to be designed as a whole, not as a series of slices.



IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design
- Terraces must be designed as a whole
- Orientation is very important



NONE OF THESE ARE ACCEPTABLE:

- Heritage style
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





**08284A**  
**East Hill, Chatham**  
*8.19 Places Emerge*

**U3. APARTMENTS:**

LOCATION: (and overview)

These blocks are the gateway to East Hill.  
 Visible as you turn off the roundabout and at the top of the bank, these new local landmarks define the quality of the new place.  
 Adjacent to the main public square, this is urban living in a prominent visible location.

DESCRIPTION:

Four storey apartment blocks overlooking a south facing square. Apartments have large windows to main living areas that face south to maximise light and views.

Orientation is very important, the southerly aspect is most important for light into the main living spaces, but the north elevation must not feel like the back because this is visible as you enter the site from the roundabout.

COMMUNITY:

- This will be a thriving urban community
- First choice for first time buyers
- Excellent location for older residents due to the proximity of the shops and doctors surgery
- Popular for professionals looking for a bolthole
- Suitable for affordable housing

AESTHETICS:

Apartment blocks are brick built and contemporary. Windows are large and balconies generous to allow for animation of the space on a summer evening.

Landscape quality is exceptional, robust and well specified. As the blocks will be viewed from below the roof design is very important. 3D design studies will need to capture views from all angles. Hipped roof design will not work because the roof will not be visible.



IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Multi sided block, north elevation must not feel like the back
- Orientation very important

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





# 08284A East Hill, Chatham

## 8.20 Places Emerge

### U4. SQUARE:

#### LOCATION: (and overview)

This compact urban square is located to the east of the main public square.

Scaled for three storey houses and the four storey flat block to the west this is a space that most people will pass through on the routes to the north or south.

#### DESCRIPTION:

Well defined edges are created by handsome terraces and apartments.

The apartment block must be mutli sided to animate its west and east facing elevations. Views to the east from the upper flats must be considered.

End of terraces to the north of the square are a bespoke type with large south facing windows and front doors opening onto the square.

#### COMMUNITY:

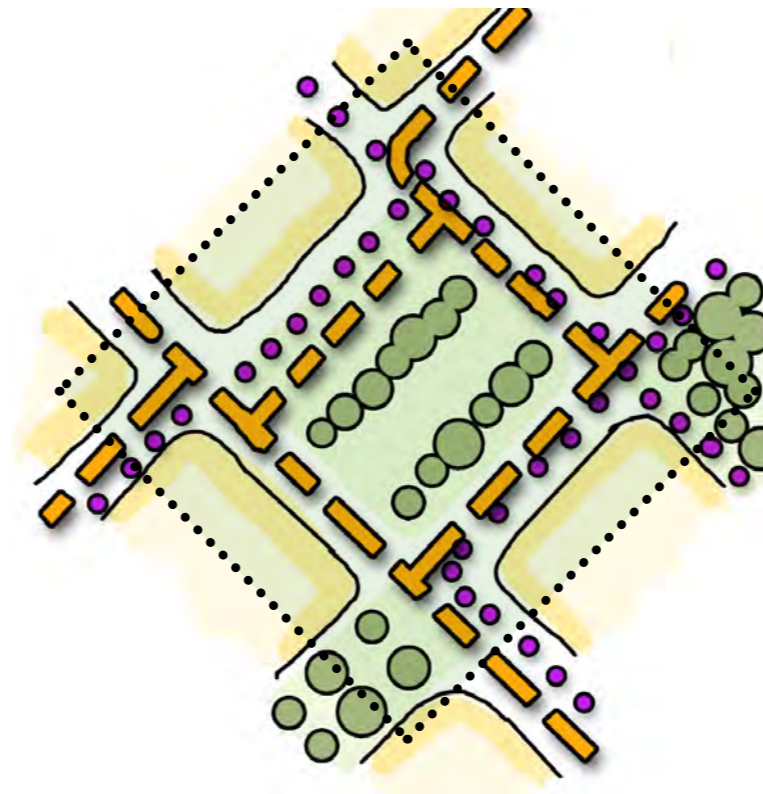
- Suitable for affordable housing
- Great place for families who like contemporary living
- Apartments are ideal for first time buyers or older residents

#### AESTHETICS:

The urban squares will need a simple contemporary palette so the space does not feel cluttered.

Landscape and architectural details must be carefully integrated.

Terraces are contemporary and need to be designed as a whole, not as a series of slices.



#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design
- End terrace units must be bespoke
- Flats are double sided
- Landscape is integral and focal
- Orientation and views



#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





# 08284A East Hill, Chatham

## 8.21 Places Emerge

### U5. TRANSITION:

#### LOCATION: (and overview)

Straddling the main route heading north into the site this generous landscaped space unites the urban area to the west and parcel to the east as it begins to slope down to towards the country park.

This reduces the dominance of the road in this location and is important as an arrival space prior to the main roundabout in the site.

#### DESCRIPTION:

Long terraces have a strong identity (they must be designed as a whole) they create well defined edges to this space.

Pedestrian and cycle routes enjoy this breathing space and do not need to follow the line of the road.

Homes are three storey striking townhouses. These can vary in size but can accommodate larger four bedroom units at the ends of the terraces.

Parking must not dominate.

#### COMMUNITY:

- Suitable for affordable housing
- Exceptional location for modern families seeking a healthy lifestyle due to the great connections to the countryside to the east and the many pedestrian routes in this area
- Great for professionals who will see this as good value for money and a very wise lifestyle choice.

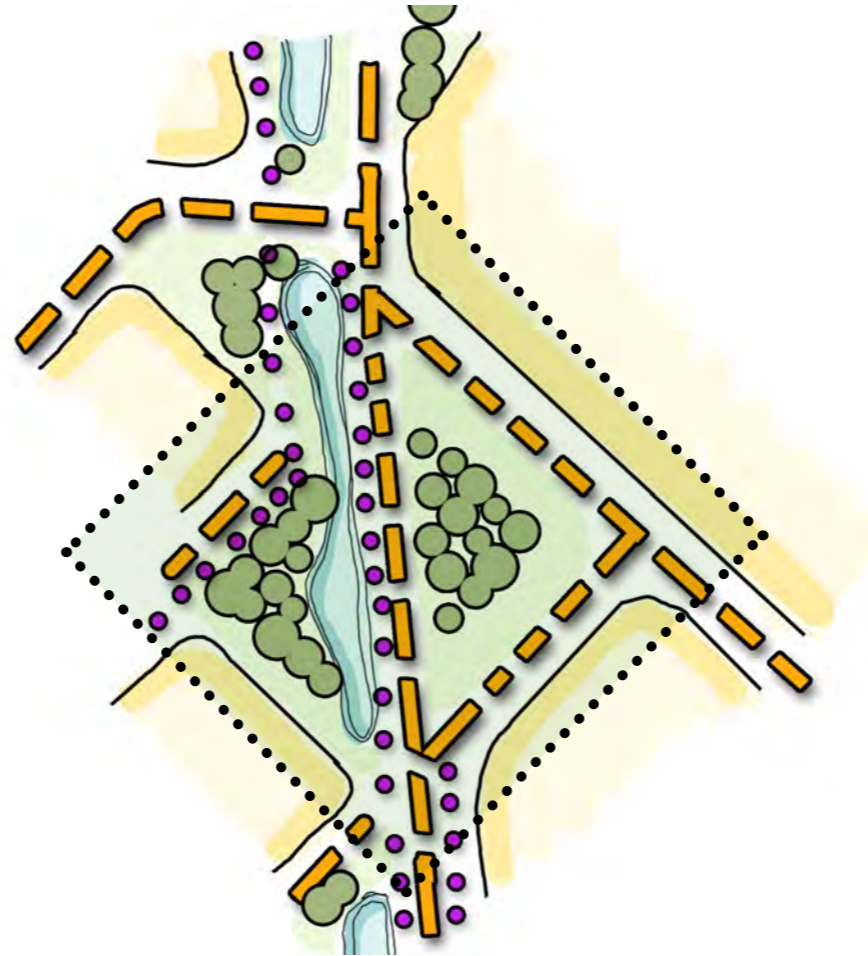
#### AESTHETICS:

Terraces are viewed from a distance so geometry must be bold and the palette restricted to avoid a cluttered appearance.

Dark coloured brick elevations will work well on the south facing elevations where light levels will always be high.

The north facing terrace ends will need very different treatment to make them focal and to ensure they are not too dark.

Terraces must not be slices of houses, they must be a coherent whole.

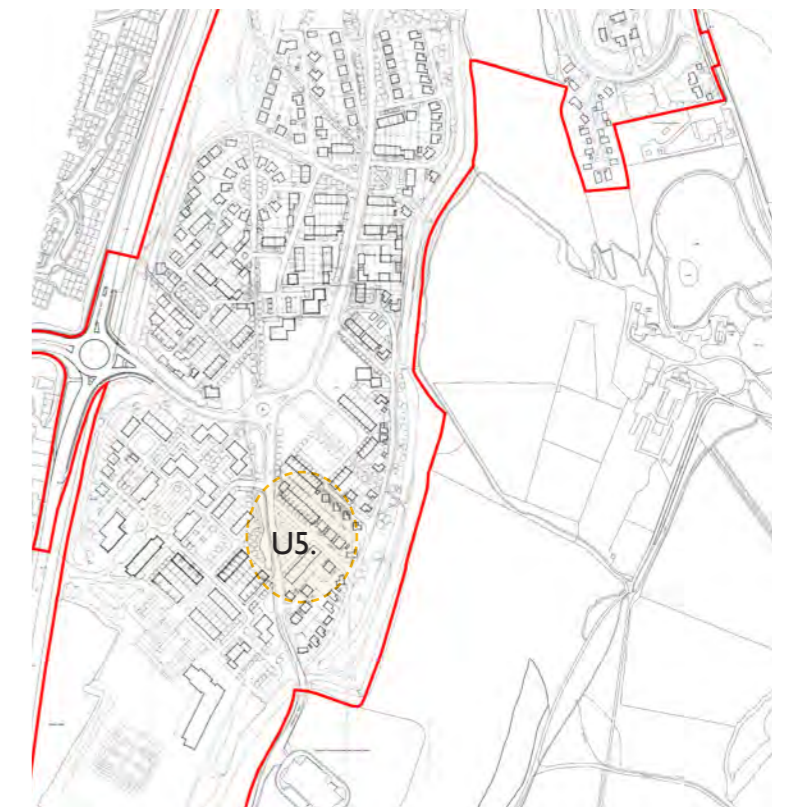


#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Coherent palette required to define the character of the place, vary colours according to orientation
- End terrace types need special consideration
- Landscape is dominant
- Topography must be integrated into 3D design studies to ensure views are accurate

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





# 08284A East Hill, Chatham

## 8.22 Places Emerge

### U6. PRIMARY SCHOOL:

#### LOCATION: (and overview)

Located at the gateway to the parkland this is an enviable location for the school and the homes in this area. Homes are predominantly south facing, with outstanding views from upper floors.

#### DESCRIPTION:

Parking and play are integral to this location – they serve the primary school, but for most of the time will be fairly quiet, so a feeling of space and openness is an attractive feature of this area. Terraces clearly define the road edge in this urban environment – they form the visible edge as you look north across the park, so they need to be bold and well designed. Houses are three storey.

#### COMMUNITY:

- Perfect for young families with children at the school
- Great for professionals – quality of life is excellent, views over the park when you get in from work is a great end to the working day. The sporadic use of the parking for the school will mean the place feels quiet in the evenings.
- Good choice for modern families, especially those with older children or extended families who will be attracted to first floor living and split location of bedrooms.

#### AESTHETICS:

Upper floor living spaces would work well here – perhaps combine with integral parking and create an exceptional modern townhouse with first floor living space? Balconies facing south will give these terraces a strong identity. Darker brick palette will work well on south facing terraces. Consider the relationship of the homes behind these when viewed from the park.



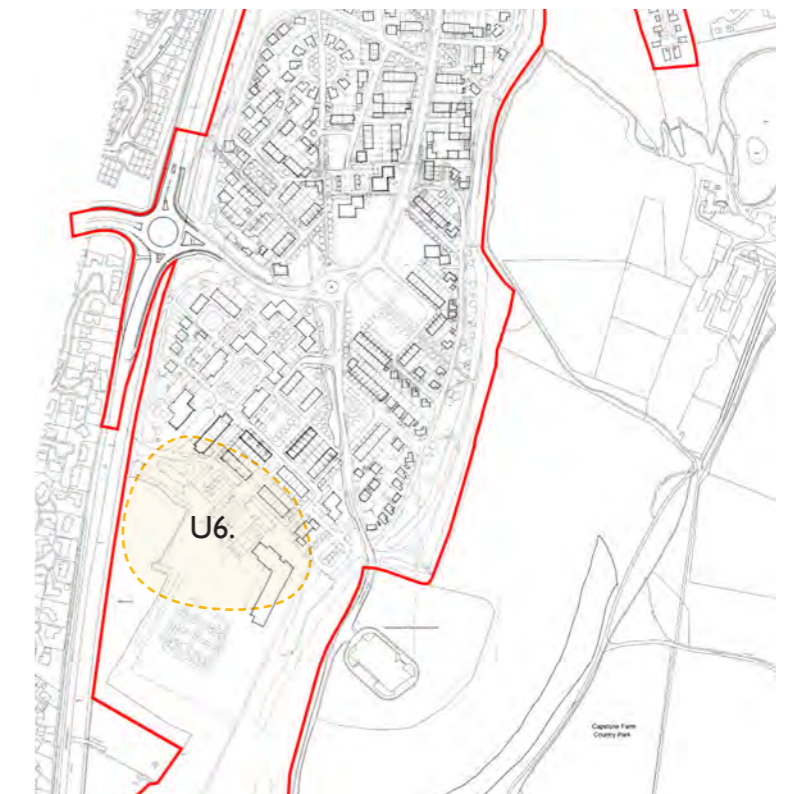
#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design
- First floor balconies
- Consider long views across the park
- Orientation is very important
- Terraces must read as a whole



#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Small windows
- Dominant parking in front of houses





# 08284A East Hill, Chatham

## 8.23 Places Emerge

### U7. ARRIVAL / THRESHOLD:

#### LOCATION: (and overview)

This exceptionally important space marks the arrival into East Hill heading north.

Preceded by a large focal house to the south the flat block on the west acts as a wayfinder and communicates the character of the urban area behind.

#### DESCRIPTION:

This intimate space is critical in bringing together land parcels on the east and west of the road.

The land slopes away to the east so a detailed 3D study will be required to understand the complexities of the geometry.

Terraced homes in the urban area make a strong edge and key windows will have upper floor views into the country park beyond.

Semi detached homes will need to be bespoke for this location – some with side entry.

Landscape is integral

The link with the next space further north is very important and must be designed as part of this place.

#### COMMUNITY:

- Suitable for affordable housing
- Great for first time buyers – flats have great views , are great value and close to amenities
- Families can choose from terraced, semi or detached according to their budget

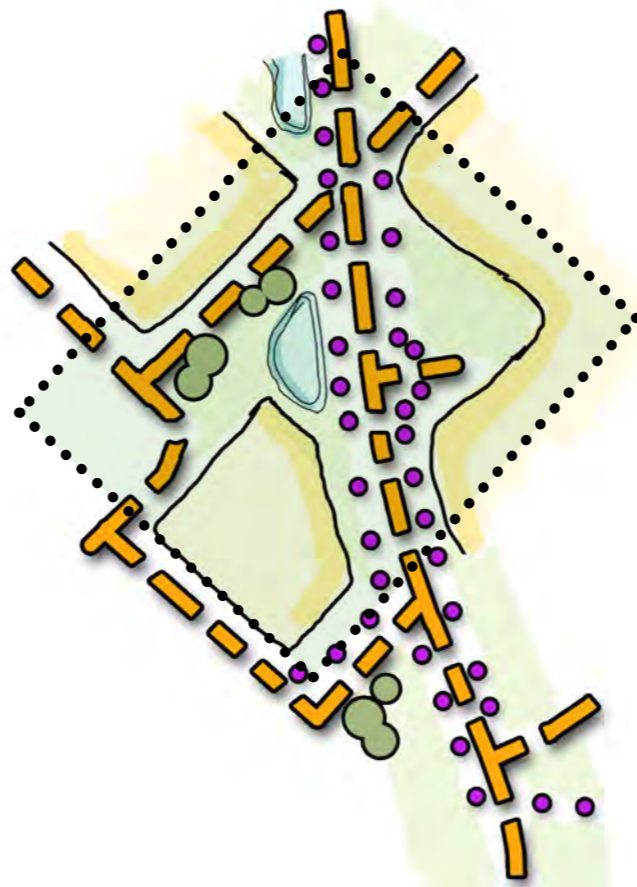
#### AESTHETICS:

Simple forms and palette are required because most people will just pass through this space.

The terrace needs to be designed as a whole element because it will be fully visible as you drive past (it should not be slices of houses)

End of terrace and side entry units need a similar aesthetic to unify them within the space.

Some units face north west and will need light facades to capture the glow of the evening sun and to prevent them being too dark.

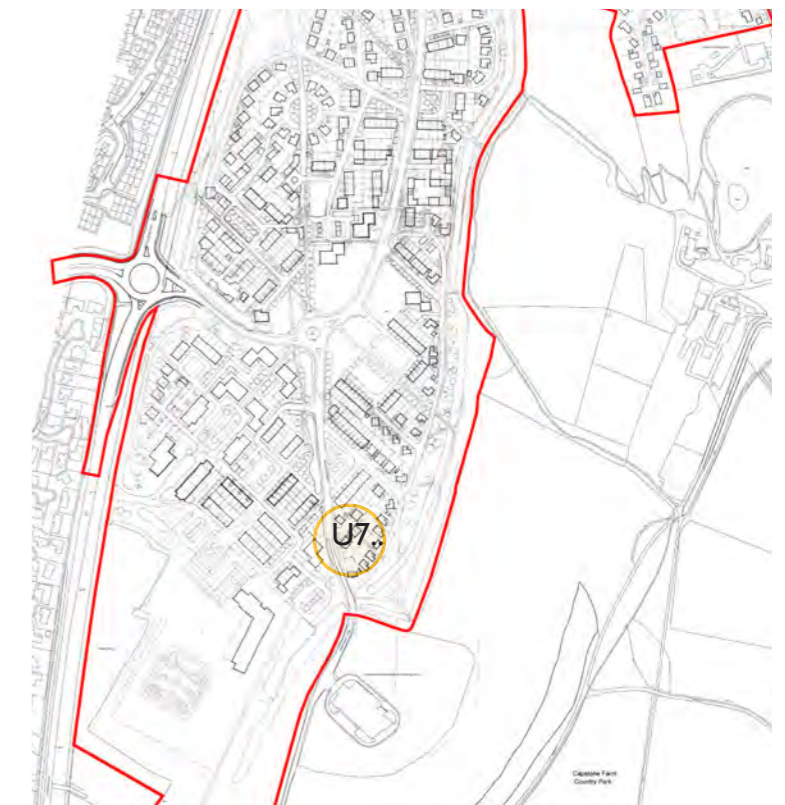


#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Side entry semi detached units
- Landscape is integral
- Views from upper floors to be evaluated at detail stage

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





# 08284A East Hill, Chatham

## 8.24 Places Emerge

### RI. RURAL EDGE:

#### LOCATION: (and overview)

Located on the eastern fringe of East Hill, the fact that this is the largest of the places to live with a unique and enviable character is indicative of the success of the site evaluation that underpins this scheme. Homes not only enjoy excellent views over the countryside but also have west facing gardens to capture the last rays of the sun.

#### DESCRIPTION:

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.

It is not surprising that most homes in this area are detached and higher value; this is mainly due to the steeper topography here, making affordable housing unviable and making terraces difficult to justify.

Homes have a similar character throughout, if parcels are split this strip must be coherently designed.

First floor living spaces could be considered to maximise views.

#### COMMUNITY:

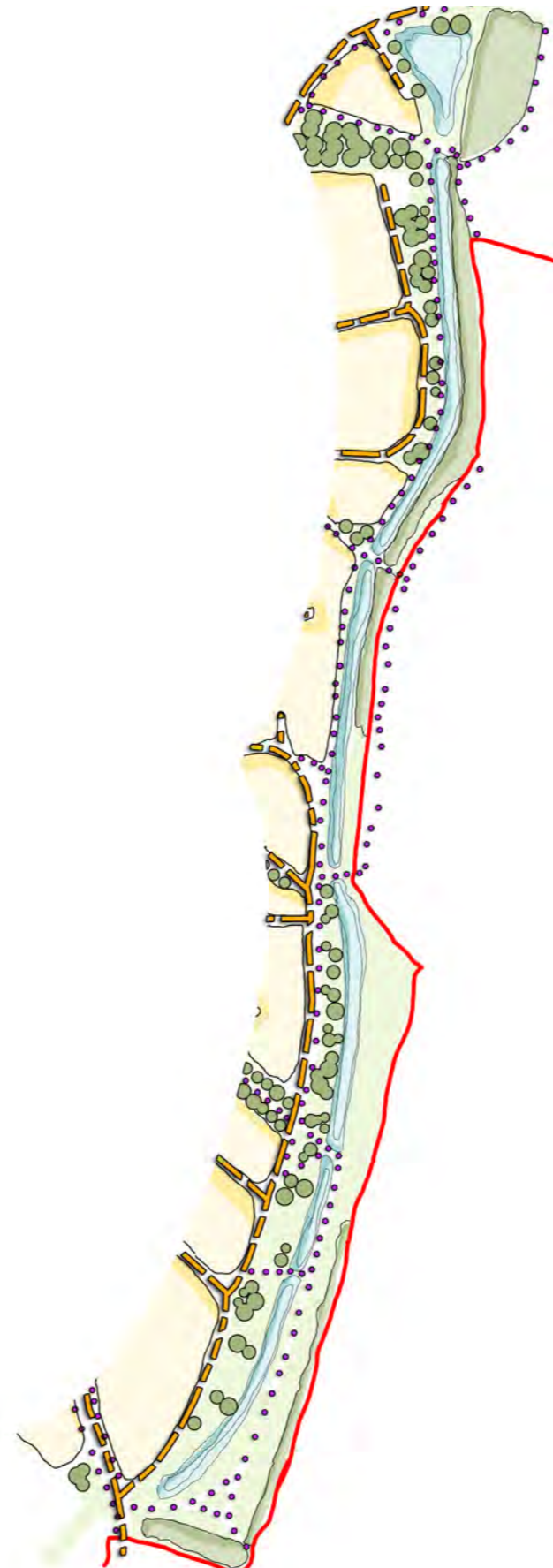
- Aspirational families for whom quality of life is a real priority
- Professionals who want to breathe a sigh of relief when they get home in the evening
- Dog walkers, who can walk for miles from their doorstep
- Not suitable for affordable housing due to high build costs on the steeply sloping site

#### AESTHETICS:

Orientation is key here.

East and west elevations will have different light quality and should respond to this. Large windows will frame views to the east and bifold doors on the rear can be opened to let evening light flood into the houses.

The most important thing is that the houses feel like they are sitting in the landscape, not the other way round.



#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Homes sit within the landscape
- Views are maximised (front elevations will vary to capture the best views)
- Pedestrian and cycle routes define places of interest where they intersect
- Coherent character for the entire length of the place

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows



**08284A**  
**East Hill, Chatham**

8.25 Places Emerge

**WI. ARRIVAL**

LOCATION: (and overview)

Accessed from a new roundabout to the south of North Dane Way, this is an important location because it introduces the character of the Whites Wood development and celebrates the outstanding views over the parkland to the north.

Homes are arranged to punctuate the arrival experience and then when the parkland view becomes familiar, an exciting surprise vista along an avenue of trees confirms that this is a really special place.

DESCRIPTION:

Accessed from a new roundabout to the south of North Dane Way, this is an important location because it introduces the character of the Whites Wood development and celebrates the outstanding views over the parkland to the north.

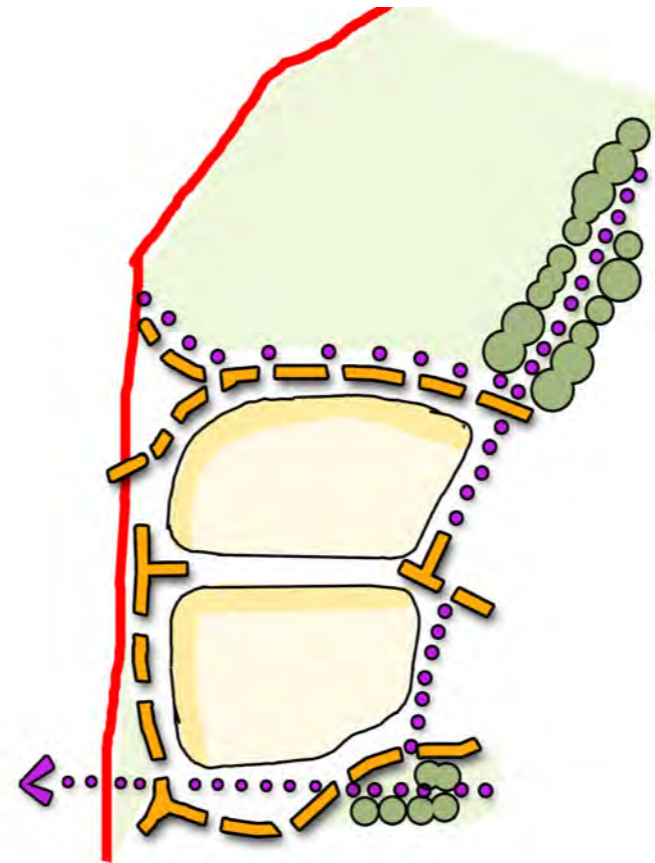
Homes are arranged to punctuate the arrival experience and then when the parkland view becomes familiar, an exciting surprise vista along an avenue of trees confirms that this is a really special place.

COMMUNITY:

- Affluent households looking for the ultimate kerb appeal
- Families who love the idea of living right by the park
- Professionals who cannot believe you can buy a house this good for the money
- Downsizers who have found the ultimate downsizer home in the lodges
- Not suitable for affordable housing

AESTHETICS:

Homes need to feel individual but part of a set. Elevation design must be multi sided because the whole house is visible, especially on foot. The “ultimate” house at the end of the avenue requires different treatment to make it stand out from the others and to ensure it commands the highest possible value. The “lodges” that share its location need to respect the aesthetic.



IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Consider all views for all houses, test them all thoroughly at detail stage
- The “ultimate” house is a unique design opportunity and needs special attention
- Landscape quality is unrivalled here, this will become a local landmark
- Houses must step along the arrival road to create character

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Houses parallel to road (not stepped)
- Small windows





**08284A**  
**East Hill, Chatham**

8.26 Places Emerge

**W2. SECLUDED:**

LOCATION: (and overview)

On the easternmost corner of the Whites Wood site, this landscaped area is dominated by excellent pedestrian routes. The large house at the end of the tree avenue may well be the ultimate place to live in the area.

As the road turns south, views up the hill frame glimpses of homes in the distance. Detached houses form clusters. A small carefully crafted greenspace feels linear when viewed from here, this is intentional.

DESCRIPTION:

Detached houses occupy relatively modest plots in order that they read as a set of buildings with a clear identity rather than some unrelated houses. They don't feel squashed in because without exception they all overlook fabulous landscaped areas on at least one side (often more than one).

Homes are multisided.

COMMUNITY:

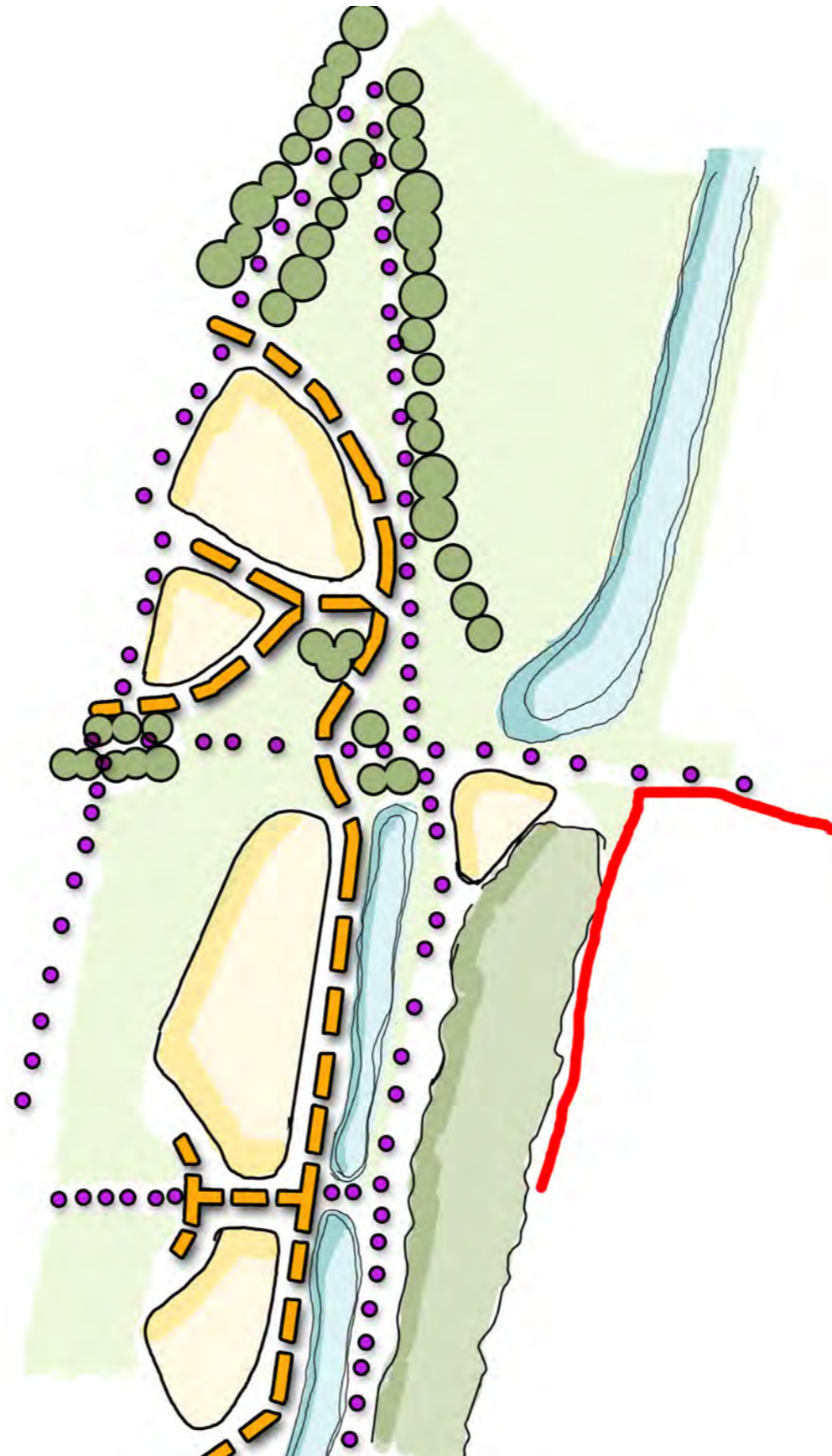
- Not suitable for affordable housing due to the steepness of the site
- Extremely aspirational – excellent addresses and homes that are highly visible. Perfect for households who can afford some of the best homes in the area.
- Good for professional households looking for a quiet place to live
- Older residents or downsizers who will love the bungalows

AESTHETICS:

Boundary treatment is one of the most important considerations in this area because high fences will ruin the feel of the place. Each plot needs to be designed as part of the landscaped space in which it sits.

These are high value homes because the steep site means build costs will be high, so specification needs to be high to realise value.

Materials contrast with urban feel of the northern part of the site



IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Each homes must be designed as part of the landscape
- No high fences overlooking the green area
- Homes need to be designed as a set in 3D to check distant views

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Low cost solutions
- Dominant roadway
- Small windows





**08284A**  
**East Hill, Chatham**

8.27 Places Emerge

**W3. NORTH DANE WAY :**

LOCATION: (and overview)

This western edge and southern cluster are the less expensive homes in Whites Wood due to their proximity to the road.

But this does not mean design is compromised because these are very visible and therefore give clues about the type of place beyond them.

DESCRIPTION:

Homes are a mixture of semi detached and detached houses that address the road.

Semi detached homes are side entry to create strong front elevations without front doors and interesting gables for entry.

The hidden crescent in the centre of this area is small but significant because it is the convergence of a number of pedestrian routes – it is defined by the existing line of vegetation to the east.

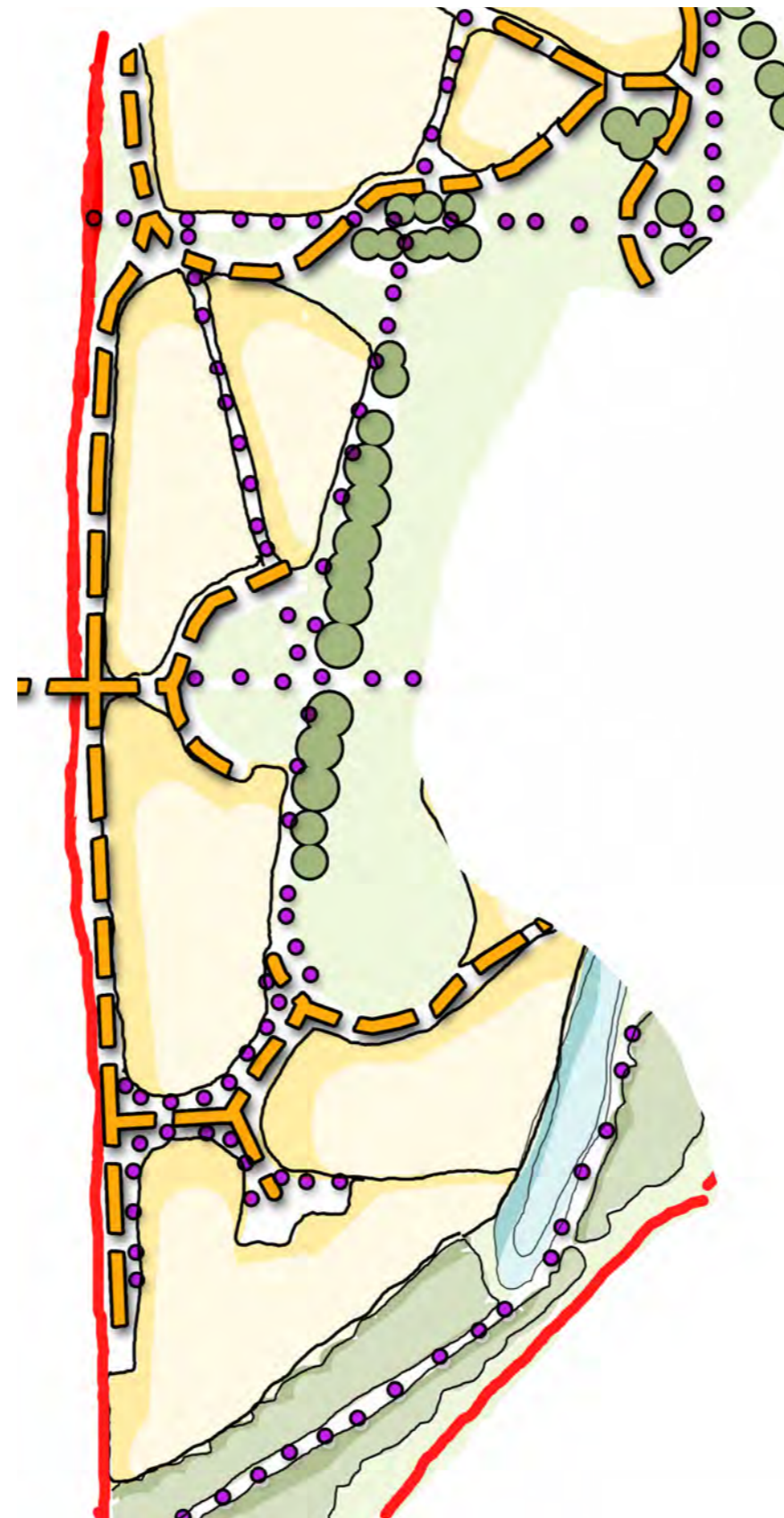
COMMUNITY:

- A good location for households who like the quality of the Whites Wood development but cannot afford the most expensive homes
- Not suitable for affordable housing
- Possible downsizer location – especially the bungalows and semi detached houses in the tucked away southern cluster.

AESTHETICS:

These buildings need to form a coherent edge to North Dane Way so the palette must not be cluttered or the elevation will seem muddled.

Simple, contemporary brick elevations will work well here, colour choice must consider the impact of the evening sun on the front elevations, it is then that these homes will be at their best.

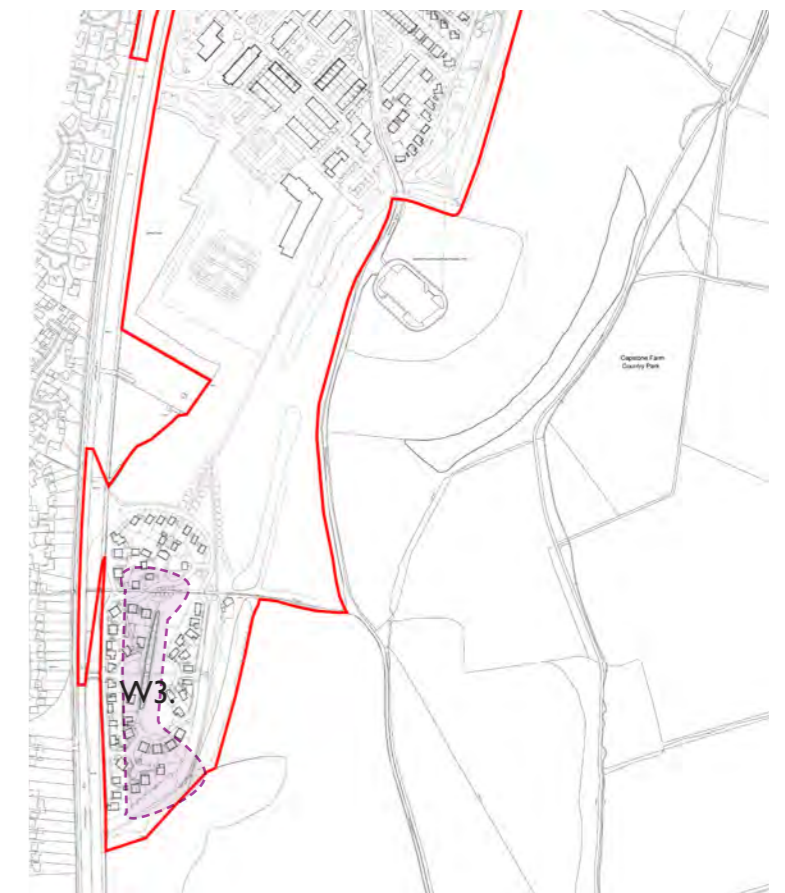


IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Consider long views heading north and south along North Dane Way
- Semi detached houses must be side entry
- Character changes and becomes more secluded as you go further into the site

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Hipped roof design
- Small windows





# 08284A East Hill, Chatham

## 8.28 Places Emerge

### Hal. EXCLUSIVE:

#### LOCATION: (and overview)

Two exceptional detached houses on Ash Tree Lane set the scene for this development. They are the foreground of a new vista for people driving north into Hale.

Behind them, seen through the canopies of the new trees that line the road is a clearing which leads to an exclusive development of homes as the site rises.

Tucked away at the top of the hill, with focal houses facing west a secluded cluster leads towards Capstone Park.

#### 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.

#### COMMUNITY:

- Affluent households looking for the ultimate kerb appeal
- Not suitable for affordable housing

#### AESTHETICS:

There are plenty of good precedents in the Hale area to respond to. This location should refer to the character of the existing place and the new homes on the slope behind.

Detailed design should include very thorough analysis of the location.

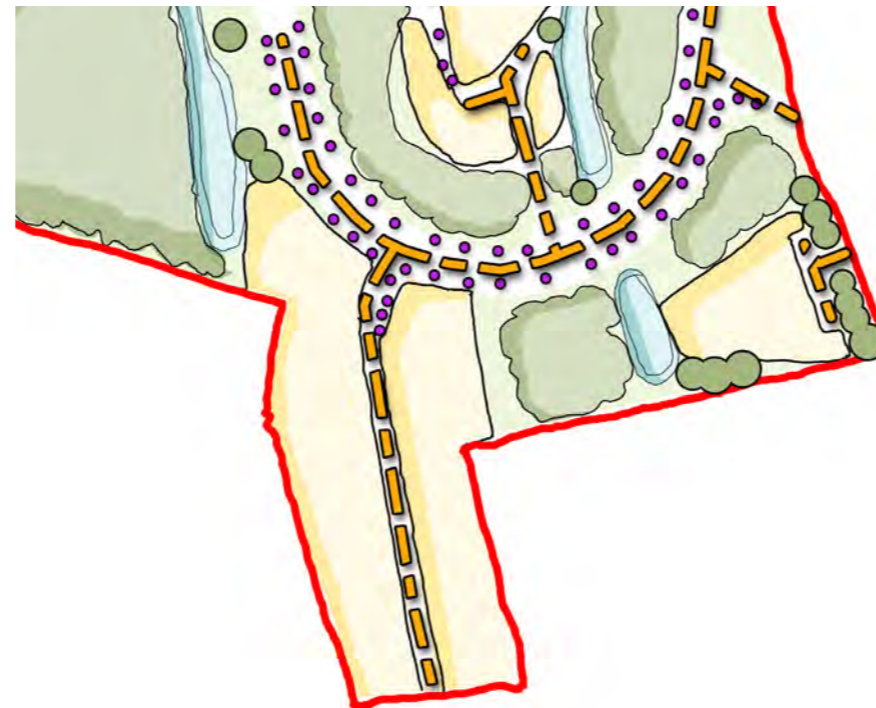
Distant views are important – approaching from north and south.

Homes should be unique, not generic.

Trees will make this a secluded location over time.

The houses near the road are a pair and should relate to each other – this does not mean they need to be similar, just relevant to one another.

The cluster higher up the slope need to read as a set in 3D – roofscape is very important because it can be seen from below.



#### IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Consider all views for all houses, test them all thoroughly at detail stage
- This is not simply part of the overall site

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Low cost solutions
- Small windows



**08284A**  
**East Hill, Chatham**  
 8.29 Places Emerge

**Ha2. ARRIVAL:**

LOCATION: (and overview)

This is a complex location in design terms. There are a number of important views and vistas to incorporate here:

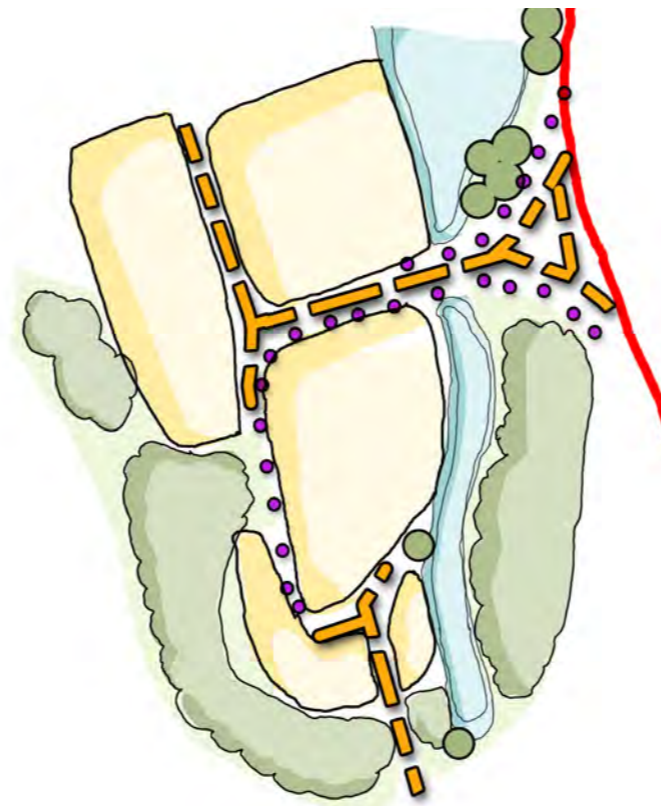
- Arrival at the roundabout from the country park provides views across the new village green, gateway houses frame views into the site and act as bookends for the front row
- If you take the first turning into the site, multi sided homes to your right set the scene for the large exclusive homes round the bend
- When you head straight up the hill a pair of terraces frames the view of the impressive focal homes at the top of the street

DESCRIPTION:

This is all about setting the scene as you arrive. Homes are arranged as a set, the development reads as a whole, in 3D because of the topography, so detailed design needs to explain this. Homes vary in size and orientation, there is a hierarchy here and focal homes have the highest spec and incorporate special features such as dormers and bay windows. Layout is in response to the contours of the site – houses are arranged along the slope or at right angles leading you up the hill.

COMMUNITY:

- Not suitable for affordable housing due to the steepness of the site
- Extremely aspirational – excellent addresses and homes that are highly visible. Perfect for households who can afford some of the best homes in the area.
- Good for professional households looking for a quiet place to live
- Great for downsizers, terraced contemporary cottages are an attractive option



AESTHETICS:

Boundary treatment is one of the most important considerations in this area because high fences will ruin the feel of the place. Each plot needs to be designed as part of the overall site and the 3D arrangement is very important.

These are high value homes because the steep site means build costs will be high, so specification needs to be high to realise value.

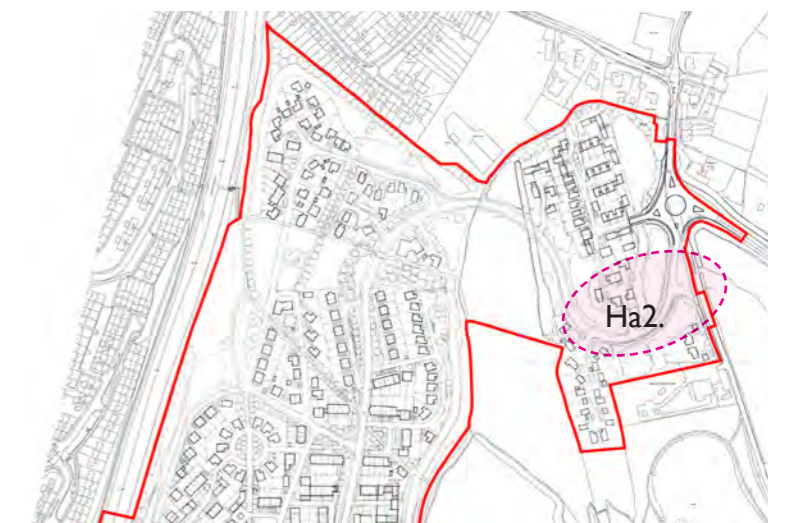
The materials palette can be quite broad here, to enable house types to be repeated but diversity achieved.

IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Each homes must be designed as part of the overall arrangement ✓
- No high fences because they will read in 3D, walls must integrate with house design
- Homes need to be designed as a set in 3D to check distant views
- High spec for focal homes

NONE OF THESE ARE ACCEPTABLE:

- Heritage style
- Traditional style
- “Executive homes”
- Low cost solutions
- Small windows





**08284A**  
**East Hill, Chatham**  
 8.30 Places Emerge

**Ha3. VILLAGE GREEN:**

LOCATION: (and overview)

This is one of the most positive contributions to the existing community achieved by the East Hill development. Homes are set back from the main road and new roundabout to create a new village green across the road from the existing pub. This will work really well because Hale is one sided in this location at the moment and the new development will bring balance to the place.

DESCRIPTION:

Detached houses overlooking the green are double sided – facing both the green and their neighbours up the hill. Character varies but the set of buildings works well as a group.

Above them, terraces at right angles to the slope are regular and contrast with the upper and lower sections, this is intentional and creates a striking geometry.

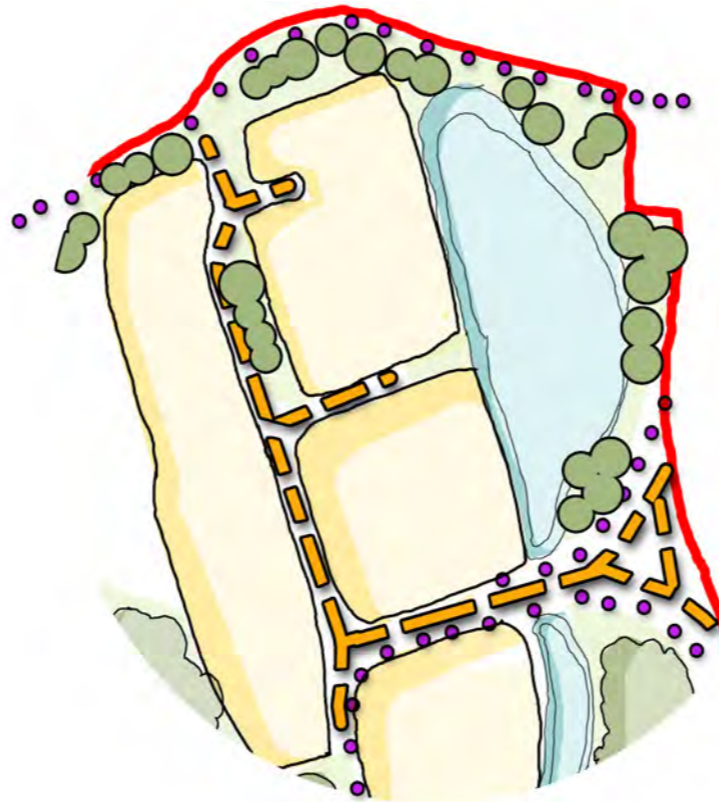
Homes line the main street that follows the contours behind. Their 3D configuration and roofscape have been carefully considered because they are highly visible.

COMMUNITY:

- A good location for households who like the quality of the Whites Wood development but cannot afford the most expensive homes
- Not suitable for affordable housing
- Possible downsizer location – especially the bungalows and semi detached houses in the tucked away southern cluster.

AESTHETICS:

Gables face south overlooking the village green, so long rooflines are visible from the main road – rooflights would work well. A contemporary black barn type as the focal central building could be investigated at detail stage. High fences are not appropriate here, particularly on the front boundary overlooking the green – the whole plot must be designed, not just the house. Black will work well for focal elements.



Homes face east so no evening sun due to the hill behind – maximise light from the south.

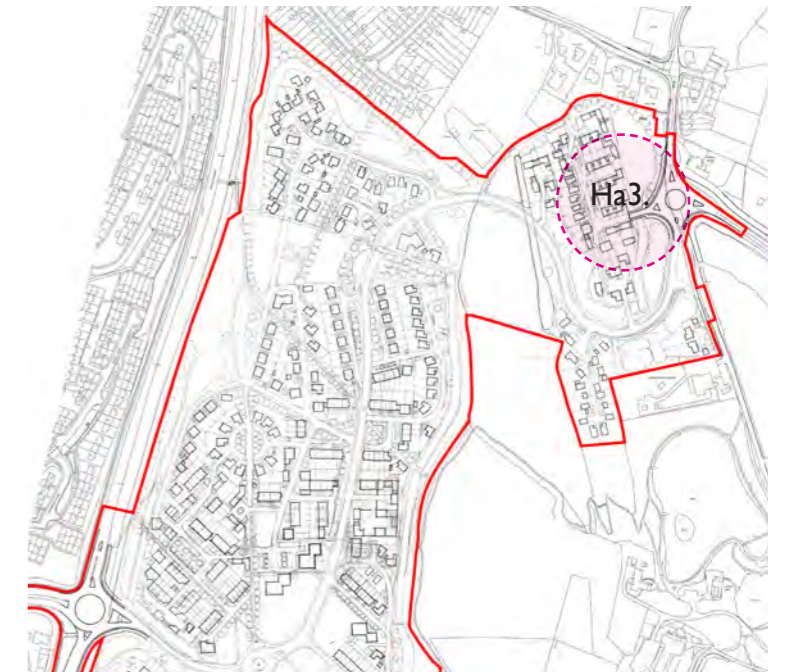
Consider whole streets and overall roofscape at detailed design stage.

IMPORTANT DESIGN CONSIDERATIONS:

- Contemporary home design ✓
- Boundary materials – walls in line with contours will read from a distance
- Party walls in terraces step up the hill
- Use gables for rhythm
- Check key views

NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style
- “Executive homes”
- Irregular roofscape
- Lack of response to topography
- Small windows



# 08284A East Hill, Chatham

## 8.31 Places Emerge

### Ha4. WOODSIDE:

#### LOCATION: (and overview)

In an enviable location, highly visible at the top of the slope, homes here are located in an exclusive small cluster. Southern aspect is important as the hill behind will block evening sun so sunpaths must from an early part of the detailed design to ensure houses and gardens are not dark.

#### DESCRIPTION:

A select cluster of detached homes in a prime leisure location adjacent to woodland and numerous pedestrian routes.

The adopted road gives way to a private drive as you enter this place, making it feel exclusive and private. Although highly visible, these homes are far enough away from the main road that they feel tucked away. Links with the tennis courts area are important.

#### COMMUNITY:

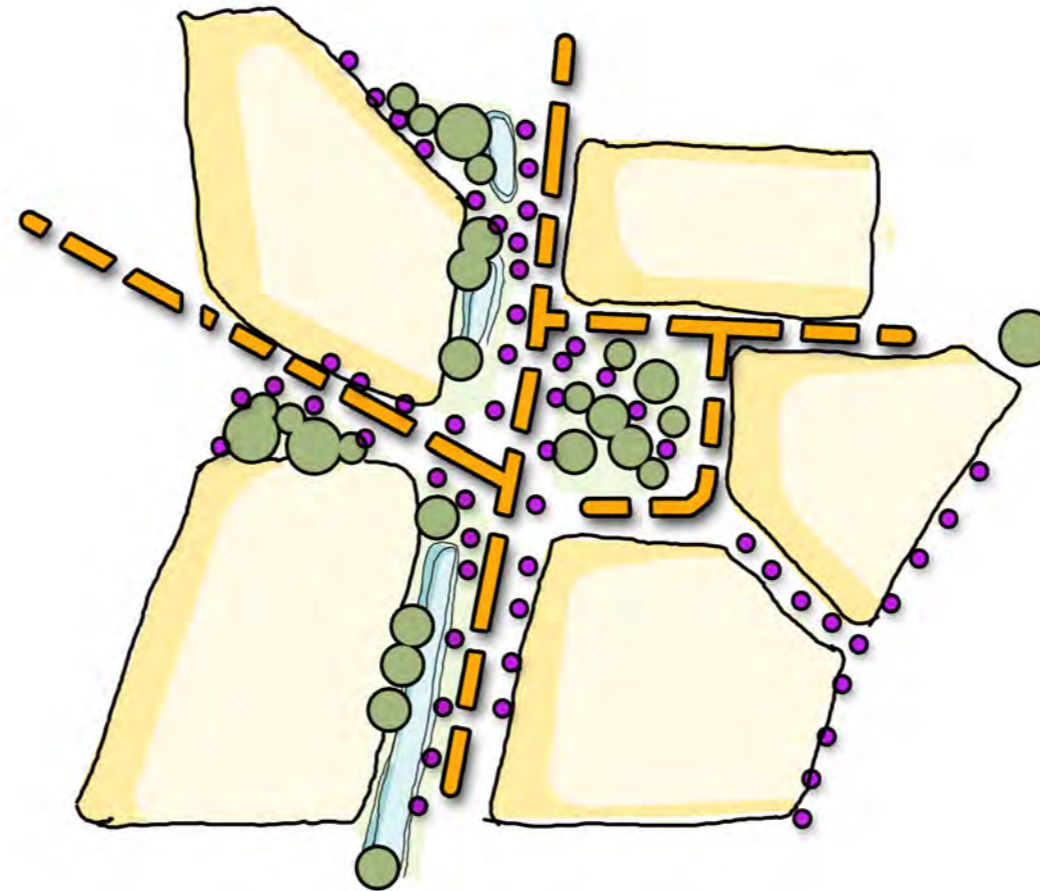
- Not suitable for affordable housing
- Exclusive addresses for families or professionals
- Great location for dog walkers or runners due to the links with the leisure routes through the area

#### AESTHETICS:

Whole plots must be designed, including boundary treatment and landscape.

3D views must include the backdrop of trees and new trees for context, this will explain the scale of the new houses (although at the highest point this is still not the top of the hill)

Potential for “Grand Designs” – focal units to be identified at detail stage

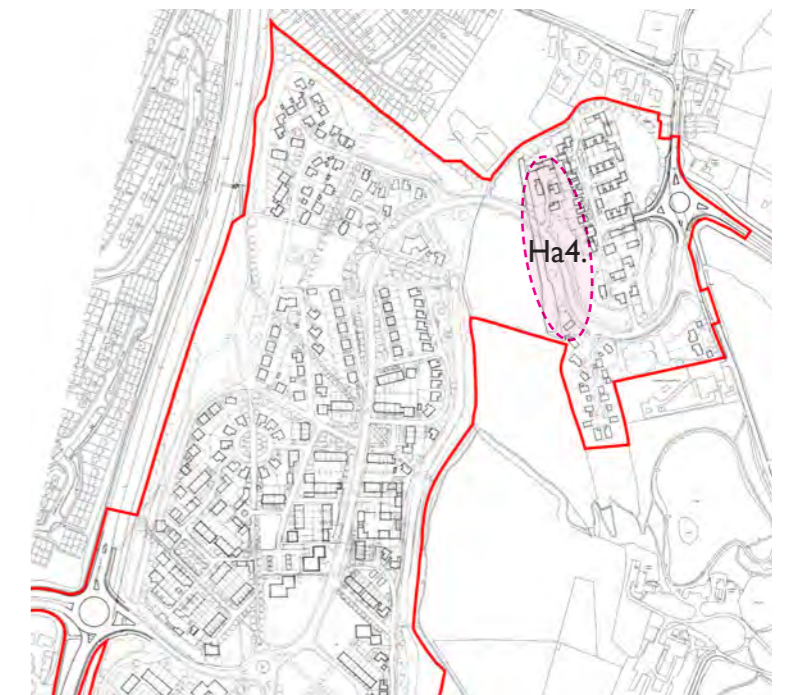


#### IMPORTANT DESIGN CONSIDERATIONS:

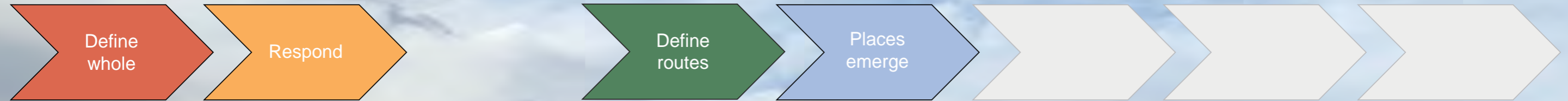
- Contemporary home design ✓
- Views from the south are the most important but distant views from the east will capture the overall arrangement
- Landscape is integral
- Backdrop of trees to be shown on all elevations
- Detailed design must be done as a 3D cluster

#### NONE OF THESE ARE ACCEPTABLE:

- Heritage style ✗
- Traditional style ✗
- “Executive homes” ✗
- Small windows ✗







- Design begins through response and places are defined through layering of what we know.
- There is not only one character here. Contemporary character is consistent, pragmatism determines locations of affordable and lower value homes, design ambition must prevail, as design ideas become more detailed, designing for individuals becomes possible.
- Thinking about new residents is fundamental from this stage.



## 9.00 **Proposed Layout**

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*9.00 Proposed Layout*

0m 50m 100m 150m 200m



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*9.01 Proposed Layout*

**Proposed Development Area**

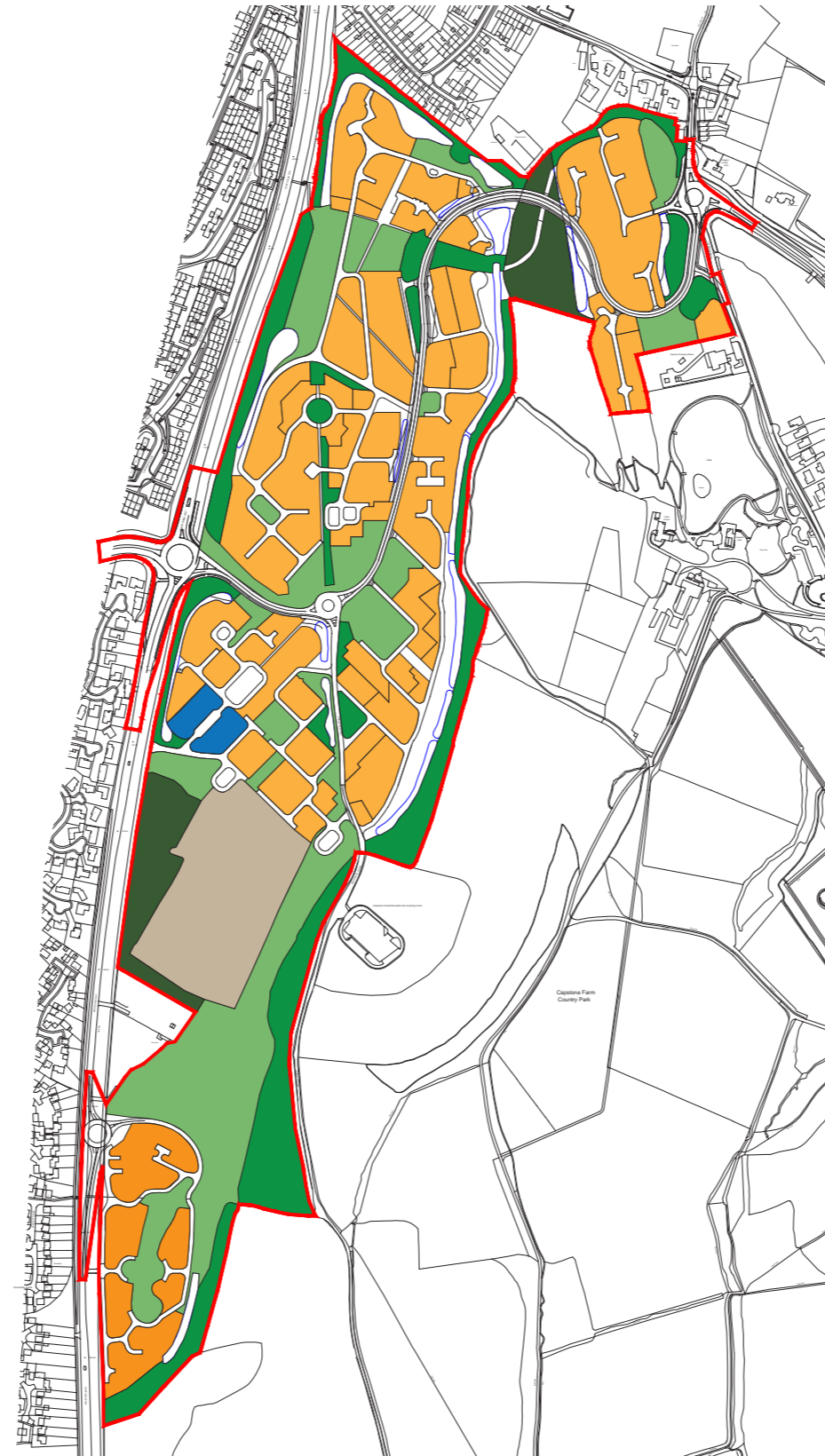
The drawing opposite illustrates the proposed land uses








The scheme seeks planning consent for:-

Up to 800 residential dwellings. The illustrated Master Plan shows 768 dwellings.

Approximately 6.3ha of public open space including a play area of 400m<sup>2</sup>. The original scheme allowed for 5.52 hectares, but this has grown to incorporate the new cycle and footpath to the west.

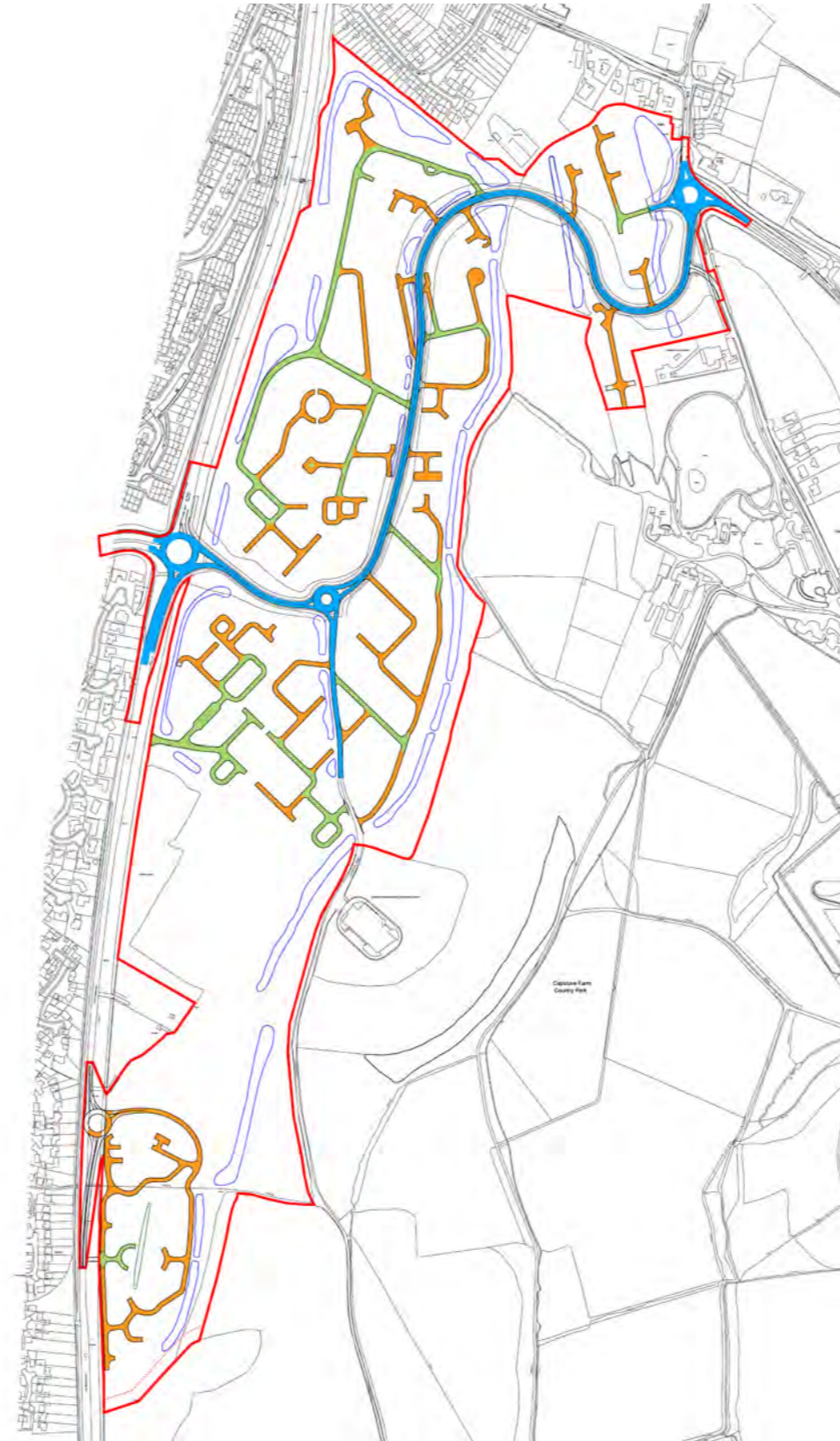
Approximately 3.9 hectares of the new woodland and infrastructure planting.






<b>KEY</b>		<b>Hectares</b>
	Site Area	49.7 Hectares
	Retained Woodland	2.2 Hectares
	New Woodland Planting	6.95 Hectares
	Development Area	16.3 Hectares
	Open Space Area	10 Hectares
	School Area	3 Hectares
	Shops & Doctors with Flats above	



Proposed Indicative Road Layout



<b>KEY</b>	
	-6.5m wide primary route -Pavements on either side of road
	-6.5m wide primary route -Pavements on either side of road
	-6.5m wide primary route -Pavements on either side of road



## 10.00 **Parameters**

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*10.00 Design Parameters*

**The Design Parameters**

This section of the document details the parameters and design strategy which are to be adhered to in the development of the Reserved Matters application.

The fixed parameters of the application are –

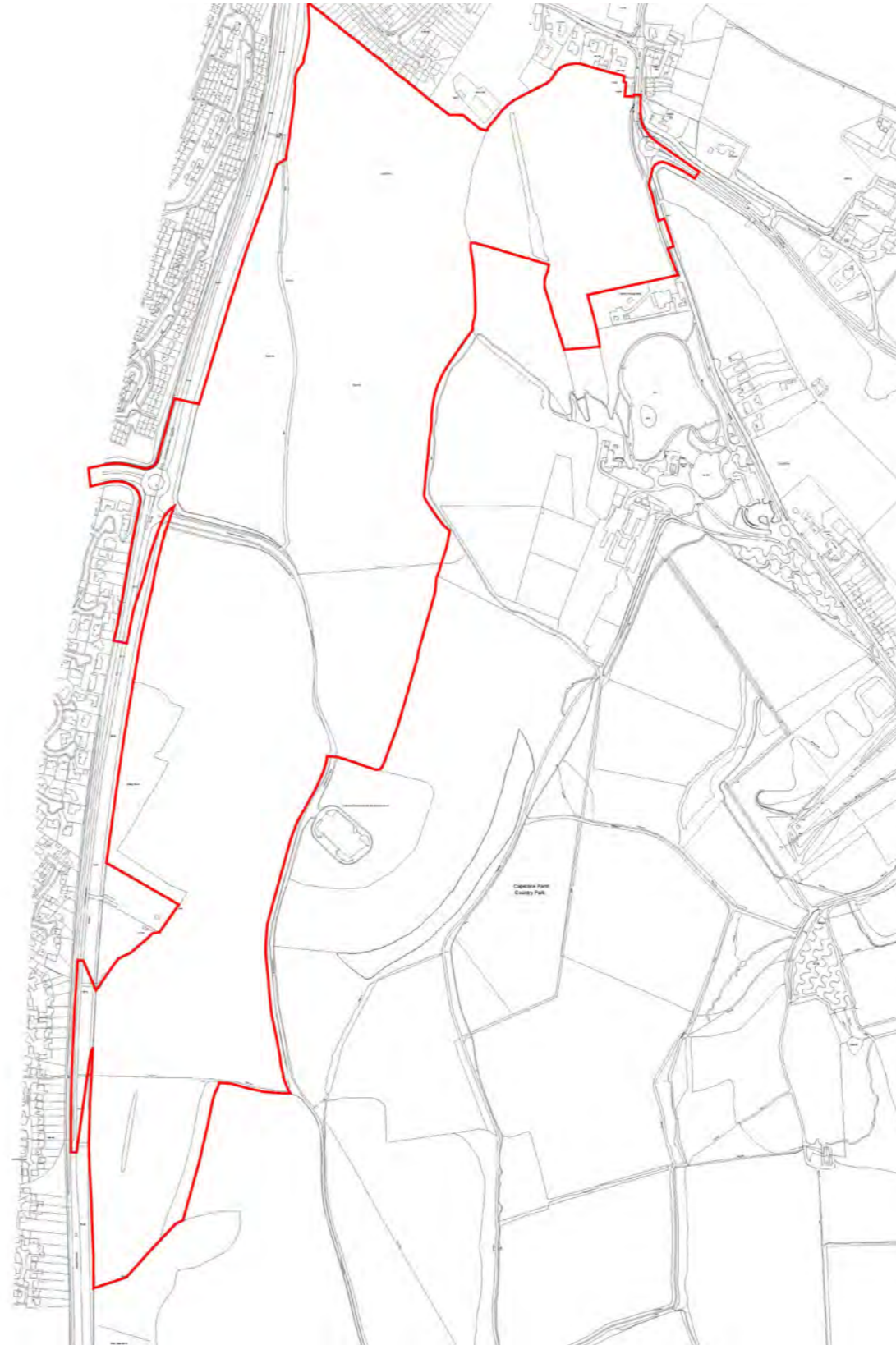
- Application boundary
- Land use and amount
- Site access and road layout principles
- Play Areas
- Building heights
- Public Amenities

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*10.01 Design Parameters*

**Parameter I - Applicant Boundary**

The Site boundary encompasses East Hill land owner by the applicant plus areas of highway land needed to deliver new road improvements & access.





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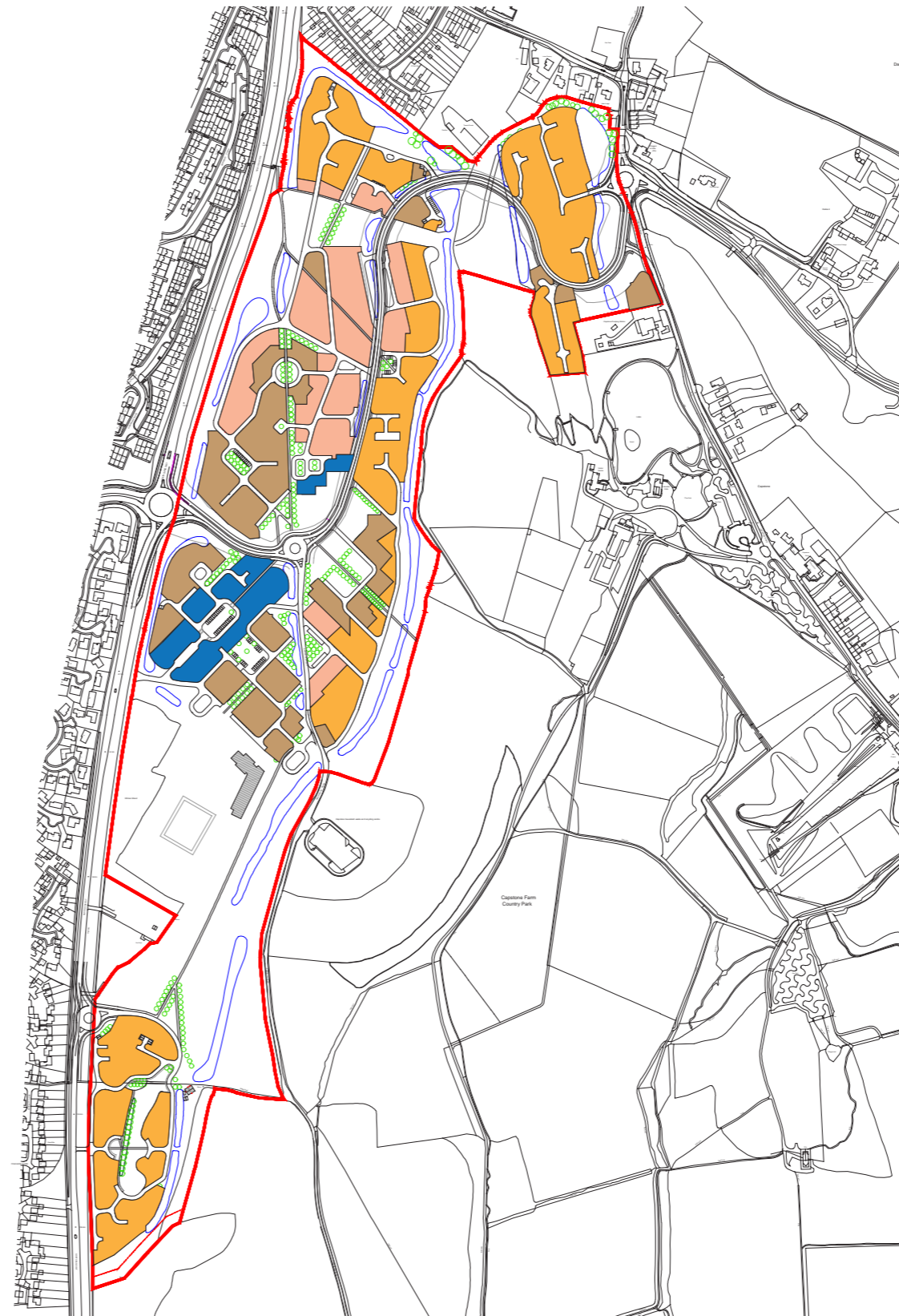
*10.02 Design Parameters*

**Parameter 2 - Building heights**

The development is predominantly 2 storeys in height. This is in-keeping with the surrounding districts and no building will exceed 4 storeys in the urban area.

In these proposals a small proportion of apartments will be 4 storeys high and up to a maximum 14m in the ridge height. These buildings will only be permitted in certain key locations away from the edges of the site, where their increased mass would benefit the overall streetscapes and give emphasis and interest to the development.

The three storey units are flats, although there are a number of 3 storey town houses and a number of 2.5 storey (general rooms in the roof) housing towards the urban centre.



KEY	
	4 Storey
	3 Storey
	2.5 Storey
	2 Storey