



Ordnance Street, Chatham

Webinar Presentation

March 2024



EUTOPIA
HOMES

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1 Introduction

1.1 Eutopia Homes

“Eutopia” – A place of ideal wellbeing, as a practical aspiration, compared with utopia as an impossible concept. Originally from the ancient Greek, meaning “place”.

About Us

Placemaking is at the heart of everything we do. We strive to acquire projects in locations that can help to become a **catalyst for urban regeneration** and deliver homes and communities that **people aspire to live in.**

Focusing on urban brownfield sites, we start from the ground up and work with some of the leading design and place making practices to create long-term communities. At the heart of all of our projects is a sustainable ethos, be that proximity to local transport hubs or utilising off-site construction techniques to reduce waste.

We operate in key regional UK cities that offer first - class Universities, retail and leisure facilities and, most importantly, a strong employment base.

We create homes across the complete housing spectrum from affordable housing, private for sale and the private rental sector. We provide local amenities and resident facilities on our sites to help deliver a sense of community both within and outside our projects.

Eutopia Homes Ethos’

The core values of Eutopia Homes are;

- Delivering homes in great places
- Developing a strong sense of community
- Focus on good quality landscaping
- Producing homes that people can afford to buy or rent
- High quality design with great space planning
- Regenerating brownfield urban sites
- Delivering creative spaces and co-working opportunities
- Modern design philosophies that focus on shared communal landscaping for high density environments
- Sustainable ethos with reduced car dependency, shared parking arrangements and increased cycle usage.



Eutopia Homes Projects

1.2 Experience & Track Record



Camp Hill, Birmingham

Status: In construction

- **Date acquired:** April 2018
- **Size:** 4 Acres
- **No. of Units:** 480 plus 1500 sqm commercial/business space and a hotel
- **Consent Secured:** March 2021
- **Previous Use:** Industrial
- **Vendor:** Sulzer



Exmouth Junction, Exeter

Status: Planning

- **Date acquired:** October 2018
- **Size:** 16.5 acres
- **No. of Units:** 489
- **Consent Secured:** March 2020
- **Previous Use:** Redundant Storage Land
- **Vendor:** Network Rail



Ordsall Lane, Salford

Status: Planning

- **Date acquired:** July 2019
- **Size:** 2.83 acres
- **No. of Units:** 500
- **Consent Secured:** May 2020
- **Previous Use:** Industrial
- **Vendor:** NG Bailey



The Hay, Exeter

Status: In construction

- **Date acquired:** May 2020
- **Size:** 0.51 acres
- **No. of Units:** 51
- **Consent Secured:** January 2020
- **Previous Use:** Vacant Land
- **Vendor:** Network Rail

2 Appreciation of the Local Area

Appreciation of the Local Area

2.1 Local Area




Overview

The town was the birthplace of many famous ships, including the HMS Victory which was developed around Chatham Dockyard. It still provides a base for the Corps of Royal Engineers at Brompton Barracks today. Although the dockyard closed, the naval buildings are an attraction of the town and the area has been redeveloped to now provide a commercial port, museum and for business & residential use.

Chatham is well connected being located around 1hr 15mins from Central London via the M2/A2 and on the South-Eastern Railway line, with trains running between London Victoria and Chatham Rail Station every 30 mins. In addition, High Speed 1 trains can reach London Kings Cross in 40mins from nearby Ebbsfleet station. Trains also connect the town to Canterbury, Whistable & other areas in south-east England.

The site sits south of Chatham's main rail station, within one of the town's residential

Key:

- Site 
- New School Type 
- Residential Area 



Aerial view of the local area.

2.2 The Development Site

Site Overview

- The site is located a 7 minute walk south of Chatham Rail Station along Ordnance St.
- The site extends to 2.4 hectares (5.93 acres)
- The site was occupied by the St John Fisher School before their move to their new facilities in the neighbouring area.
- The properties surrounding the site are predominantly residential with the exception of a few churches, nurseries and schools. The roads are fairly busy and provide easy access to the town centre and ongoing redevelopment of the historic waterfront.
- The development site also comprises of the area of open car parking on the northern boundary and large areas of grass and asphalt to the south.

Key:

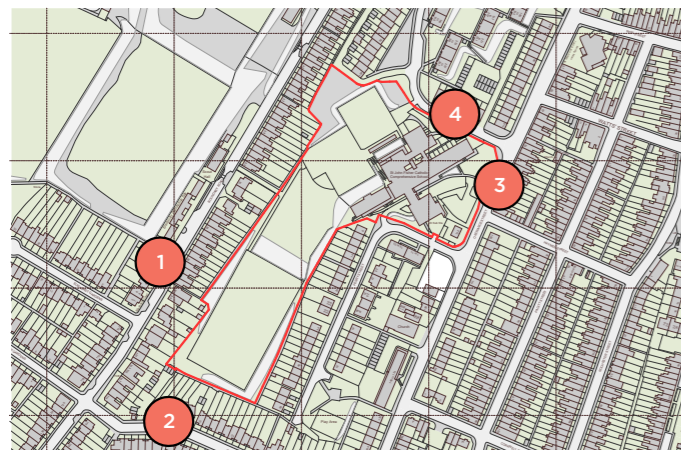
- Site 
- School 
- School 
- Current Entrances



Existing Site Plan.

Appreciation of the Local Area

2.3 Local Vernacular



Overview

The proposed scheme has sought inspiration from the local residential vernacular around the site in order to fit into the area seamlessly without causing disruption.

The existing terraces immediately surrounding the site consist of a variety of design features that help contribute to Chatham's residential character. There are two consistent attributes: one being the regular repetition of the fenestration in a grid layout, the other is the stepping of residences to address the drastic level changes. Other than this, the buildings are of irregular styles.

Each terraced road around the site possesses different design characteristics. For example, the terraces on boundary road feature bay windows and arched doorways, whilst the terraces on Ordnance street have a flat elevation with brickwork and render.

The proposed dwellings aim to recreate a contemporary version of the existing residences that are not modularised, or a volume house-builder solution.



1 Terraces Featuring Bay Windows on Boundary Road



2 Terraces on Grosvenor Avenue



3 Terraces on Ordnance Street



4 Larger Residential Units on Charles Street.

3 Site Opportunities & Constraints

Site Opportunities & Constraints

3.1 Site Opportunities & Constraints

Overview

The site currently represents a contained site with no 'public' access. The space is cut off from its surroundings with limited entrances, which are all to the north of the site. The scheme proposes a new pedestrian link to Boundary Road to increase accessibility.

The proximity to the new school makes the site attractive to young families.

Overlooking of the surrounding houses and the corner house which sits outside the site boundary will be addressed through a low lying residential scheme.

The site's drastic topography and tree retention have been the most prominent issues.

Key:

- Site 
- Site entrances 
- New site entrance 
- Existing Residential Properties - overlooking 
- Granted Planning Permission for a New School 
- Site Gradient 
- Site Services 
- Existing trees and hedgerows (need to be retained) 
- Existing streets 
- New site connections 



Site Opportunities & Constraints Plan

Site Opportunities & Constraints

3.2 Site Constraints - Topography

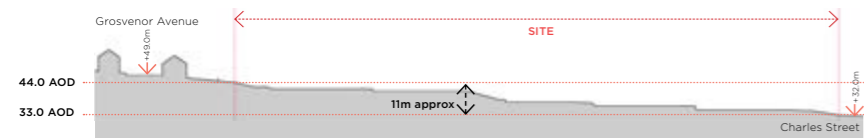
Overview

The site experiences a 16m (approx) level change from the north boundary on Charles Street, down towards the south edge. This has been a major constraint across the scheme and ultimately determined the final layout.

The existing school buildings are located on the highest part of the site, between +40m & +49m. This area contains a series of retaining walls which will be imperative to consider during the demolition process. The highest point of the scheme looks over surrounding roofscapes, which is a cause for consideration as this will affect the privacy of residents and neighbours on lower portions of the site.



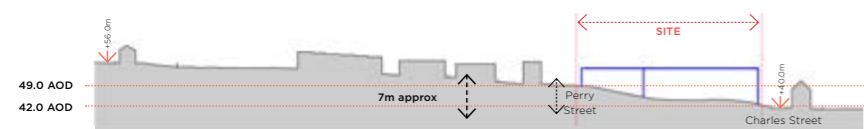
Topography Plan with pot Heights



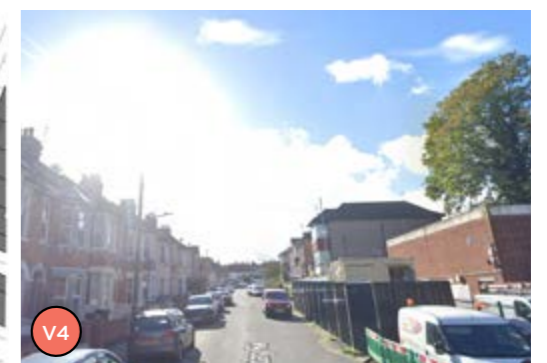
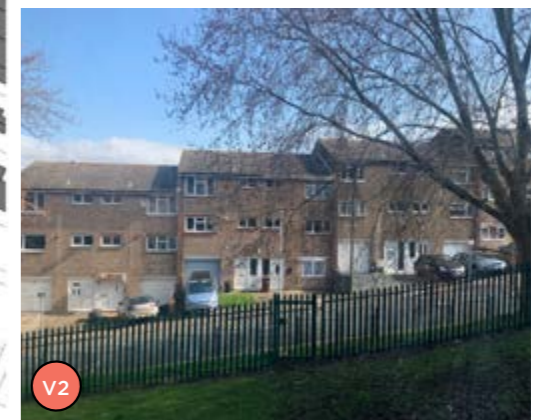
Section A



Section B

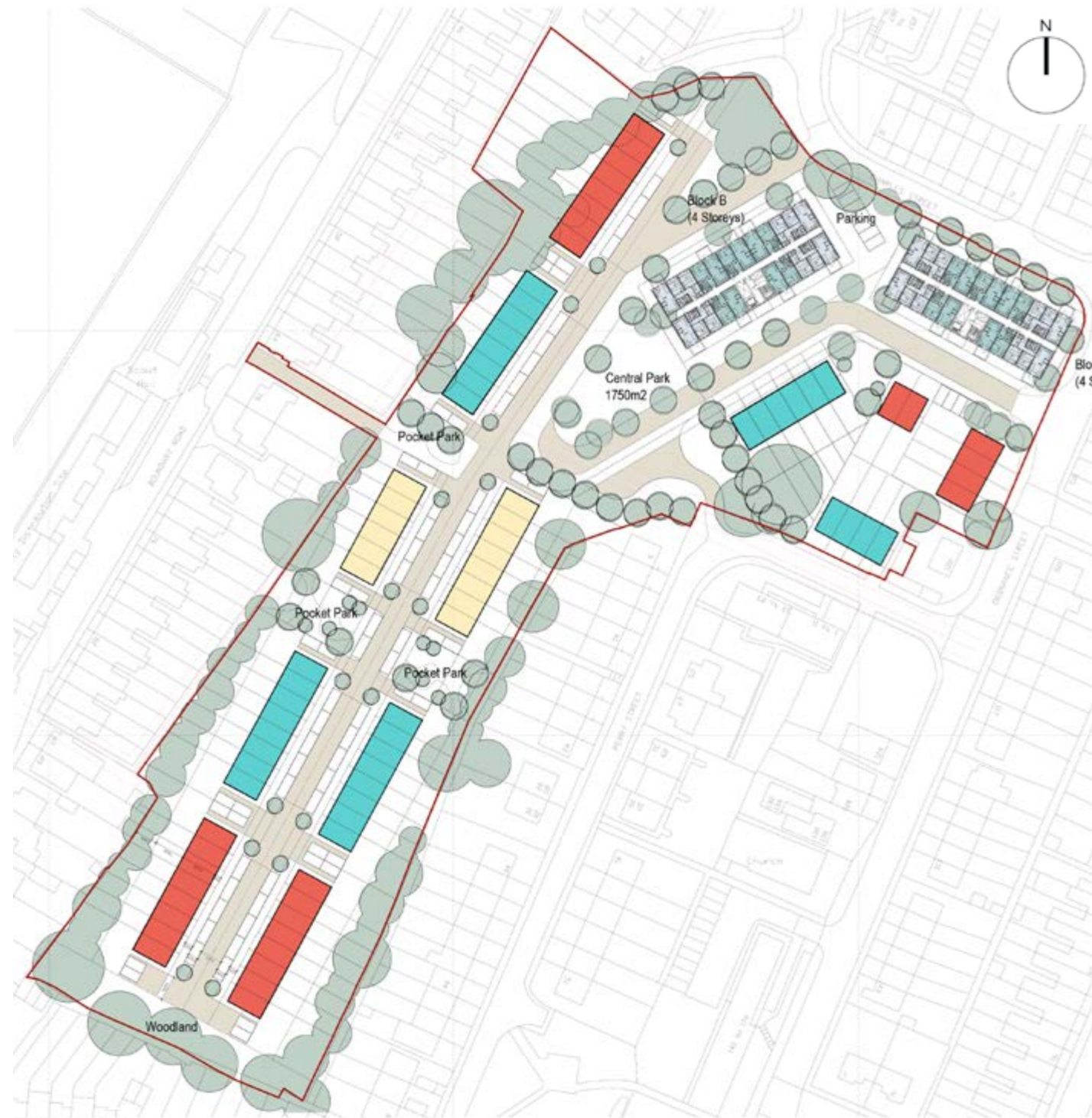


Section C



4 Pre - Application Process to Date

4.1 Overall Site Plan Progression



Pre-App 1 - Site Plan

The initial design aimed to reintroduce streets through the site that would follow the existing urban grain. Additionally, new landscaped areas would introduce biodiversity into the scheme and provide high end green spaces for residents. However, the proposal failed to adequately address the problems with levels and fully take into consideration the tree constraints.



Supplementary Information - Site Plan

Taking into account the feedback received, a series of layout amendments were made to better respond to the site and its constraints, particularly the site levels and existing trees. The houses at the southern boundary were rotated to create a vista at the end of the linear street and overall the houses were reconfigured to assist with the level changes and limit tree removal. Car parking was also only located on one side of the street to enable the houses to be moved inward and away from the existing tree boundary line. The central open space was also moved to the north-western corner and increased to 1-acre to incorporate more of the existing trees and enhance biodiversity on the site.

5 Proposed Scheme

5.1 Proposed Site Plan

Overview

Following feedback received from Medway Council on 24th Nov 2023, the following key design amendments made to progress the overall design of the scheme:

- Overall site layout and levels have been reviewed further and aligned with the proposed landscape to better address the site's constraints, including the substantial level changes and existing trees.
- The houses on sloped land have been stepped and their positioning has been reviewed.
- The houses along the main street have been redistributed into two terraces. Parking spaces have been redistributed to other areas across the site, and been softened by the introduction of more soft landscaping.
- The central green space has been developed by Park Hood, landscape architect, to a variety of high-quality open spaces which consider the site's constraints and looks to enhance biodiversity. A similar strategy is being used across the site.
- The overall design and materiality of the houses and apartment blocks has been reviewed to better reflect the local vernacular and provide a cohesive design to the entire site.
- The 'bookending' of houses to some terraces has been implemented, with the end houses being treated and laid out differently. This helps provide an active frontage to the terrace ends.
- The existing tree boundary to the site has been maintained and more existing trees have been maintained with this proposal.








5.2 Proposed Site Plan

Overview

Key Attributes:

- The scheme continues to have a simple layout which is organised mostly around a central street which reflects the street pattern of surrounding streets.
- There is a mixture of housing typologies and heights with provision of both apartments and terraces. All housing is designed to meet the National standards for Gross Internal Floor Areas (GIA), room sizes and ceiling heights. And all habitable windows would require suitable outlook. All terraced housing also benefits from their own private gardens, each a minimum of 7m long.
- A large open space in the north-western corner of the site provides the site with a variety of external amenity spaces, for use by new and existing residents of the area.
- Cohesiveness and connectivity is addressed by increasing pedestrian access with dedicated footpaths through the site and interacting more sympathetically with the surrounding.

Key:

1B2P (Apartments)	32	(23%)	
2B4P (Apartments)	30	(22%)	
2B3P	20	(14%)	
3B5P	37	(27%)	
4B8P	20	(14%)	



5.3 Influences on the Elevation & Material Strategies

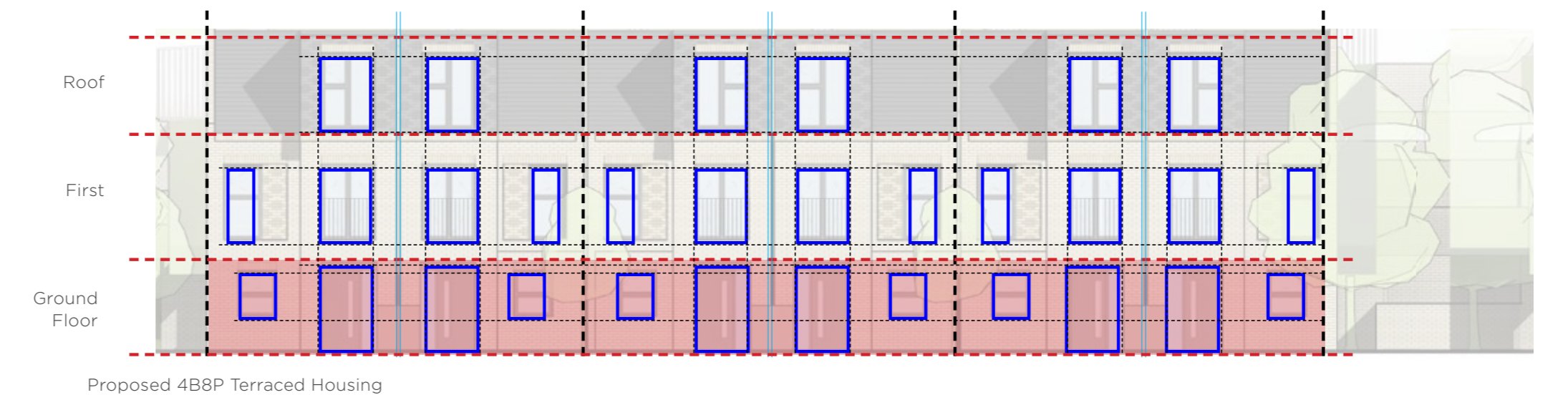
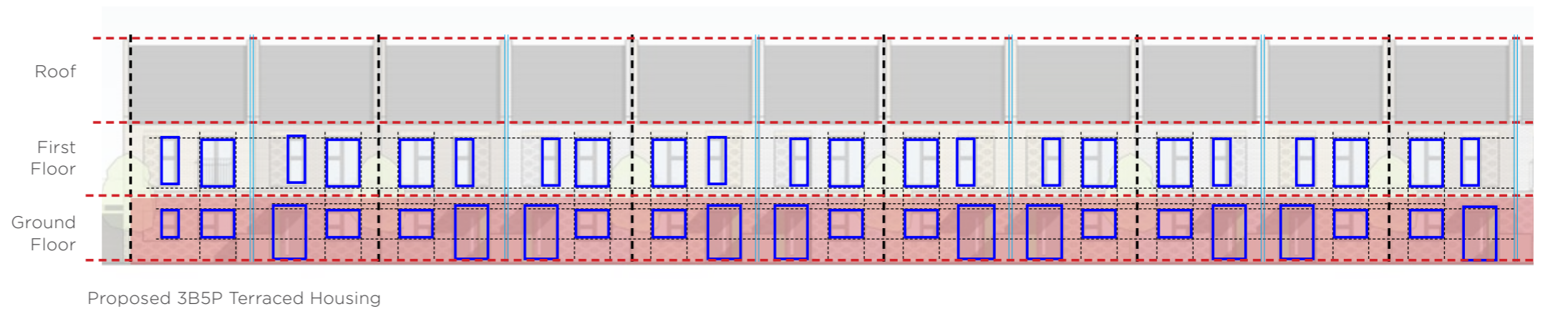
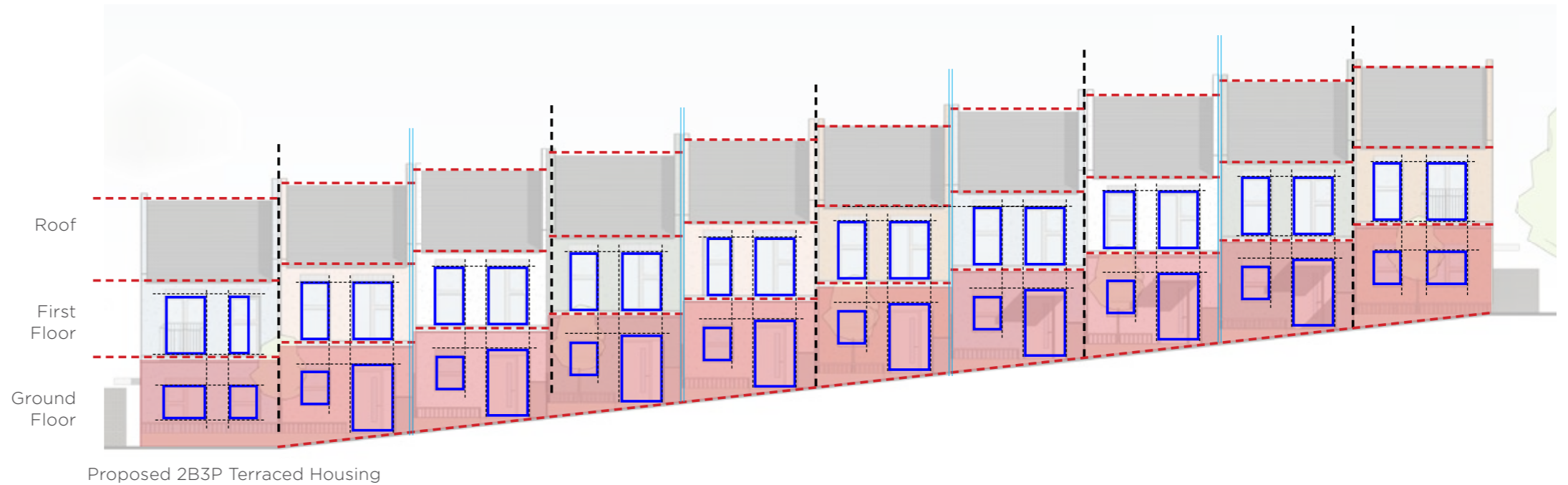
Elevation Strategy

The diagrams to the right compare the street elevations of the proposed 2B3P, 3B5P and 4B8P terraced housing. The three elevations mostly follow the same rhythm and fenestration, with the only differences being in the 4B8P elevation. All the elevations are split into a ground floor, first floor and roof, aside from the 4B8P, which uses the roof level to create more rooms. To accommodate this, the pitch of the roof has changed to mimic something similar to a mansard roof, and can hold 2 extra rooms within. This change in roof allows for an additional level, defining a movement upwards, and differentiating the elevation from others on the scheme.

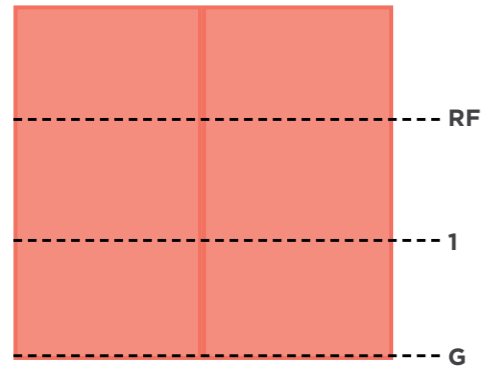
Where there are level changes on the site, the terraces “step up” in pairs and the houses on the end of each terrace will be treated differently. Their entrances have been moved to the gable ends to activate their sides and create a more private entrance to these houses.

Material Strategy

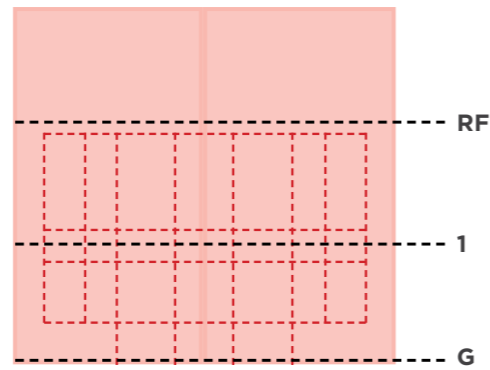
Each of the terraces are influenced by Chatham’s local fenestration in their design, using either buff brick or render to define themselves. Similarities in materials is used throughout the scheme, however subtle differences in the brickwork and detailing will differentiate the house types from one another.



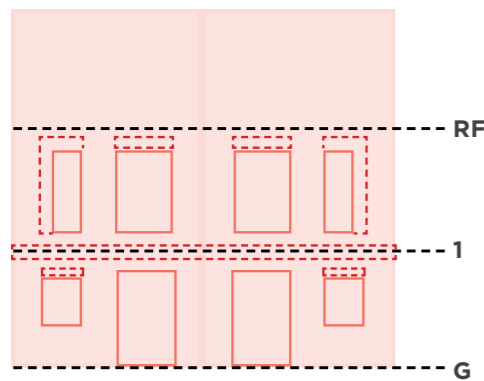
5.4 Proposed Elevation Strategy - 2B3P Terraces



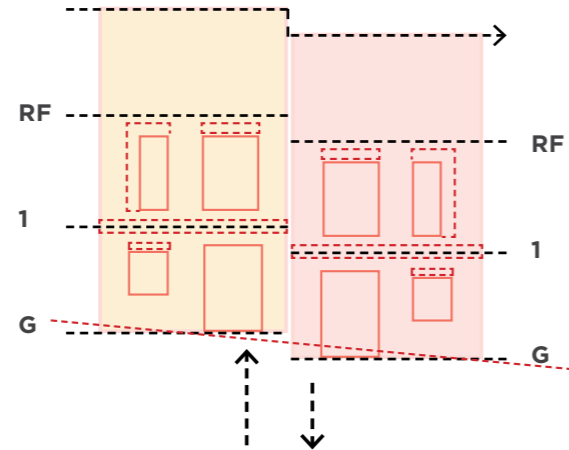
The height of the massing has been determined by the height of other proposed and existing terraces around the site.



The proposed fenestration is set out in a regular grid across two storeys.



Decorative brick has been added to define the lintels and on the side of the first floor windows; another characteristic used by many existing terraces.



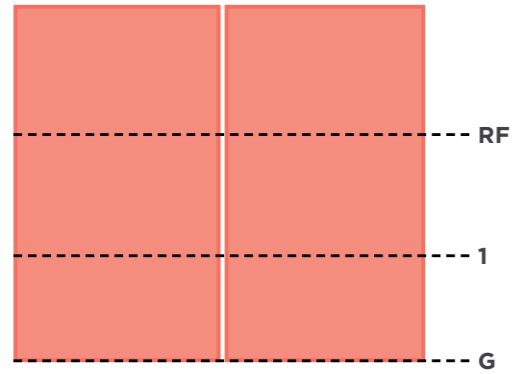
In order to address the slope, the terraces have been staggered, similar to the existing terraces surrounding the site.

These particular house types will also be painted various colours, taking influence from Chatham's existing patchwork of materials used for its

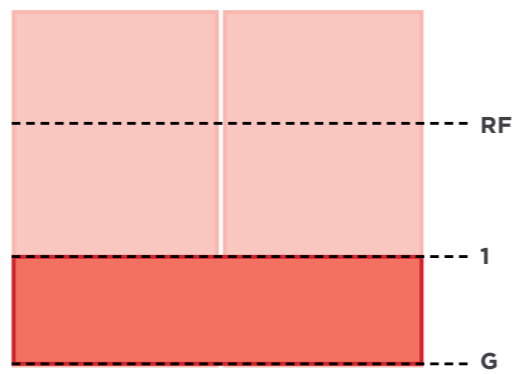


Proposed Front Elevation of 2B3P Townhouse

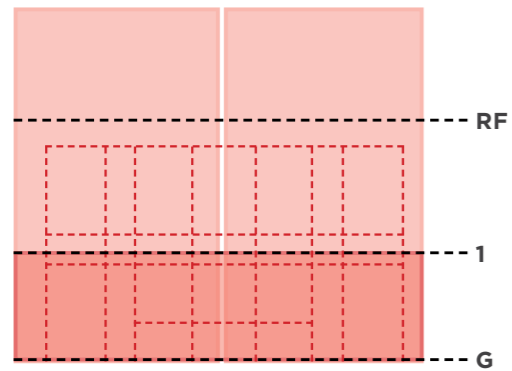
5.5 Proposed Elevation Strategy - 3B5P Terraces



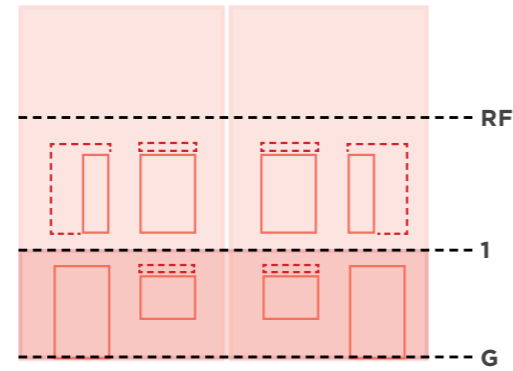
The height of the massing has been determined by the height of other proposed and existing terraces around the site.



The base of the terraces has been defined by decorative patterned brick to add depth to the elevation and follow the trends found in the surrounding local vernacular.



The proposed fenestration is set out in a regular grid across two storeys.

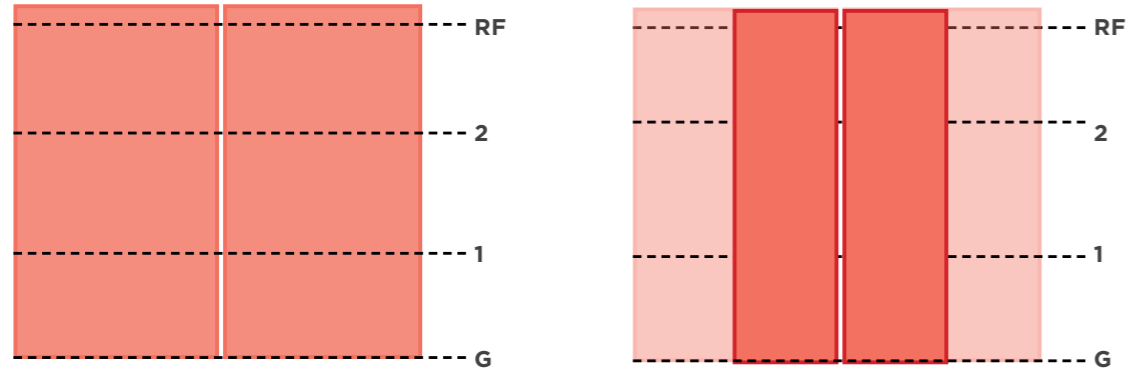


Decorative brick has been added to define the lintels and on the side of the first floor windows; another characteristic used by many existing terraces.



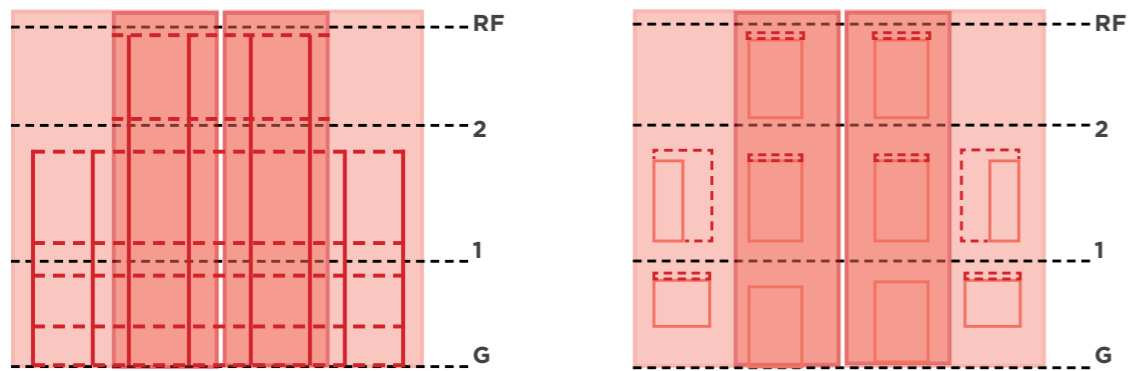
Proposed Front Elevation of 3B5P Townhouse

5.6 Proposed Elevation Strategy - 4B8P Terraces



The height of the massing has been determined by the height of other proposed and existing terraces around the site.

The protruding facade help to add depth to the facade, and serve as a nod to the bay windows on Boundary Road. This extends upwards into the roof level to create a dormer for each house of this type.



Similar to the existing terraces and the other proposals, there's a regular fenestration grid imposed, with two large windows located in the protruded section.

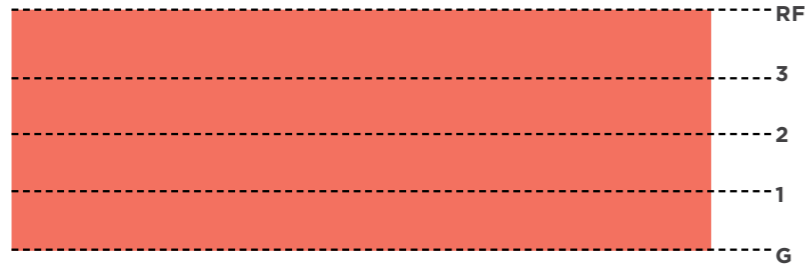
Decorative brick has been added to define the lintels and on the side of the first floor windows.



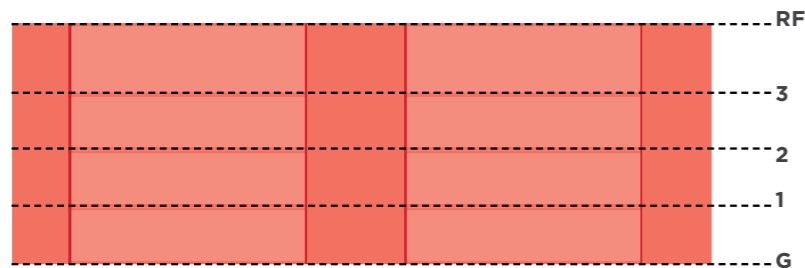
Proposed Front Elevation of 4B8P Townhouse

Proposed Scheme

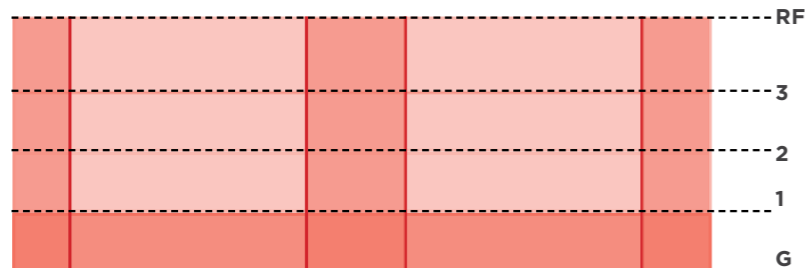
5.7 Proposed Elevation Strategy - Apartment Blocks



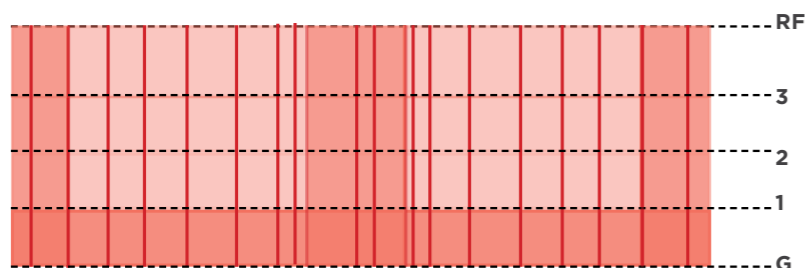
The height of the blocks have been determined by the surrounding roof line of the existing buildings. This means the apartments do not interfere/obstruct existing residences.



In order to break up the massing, sections of the block has been extruded and pushed. These define the different residencies, which is further emphasised by a different brick colour.



As a nod to the existing terraces, the base of the apartment buildings have been defined using a different style of brick.



The final part of the composition introduces the verticalities and windows. The fenestration is arranged into a regular grid. Similar to the windows in the existing terraces, the lintel has a decorative detail with a different brick style.

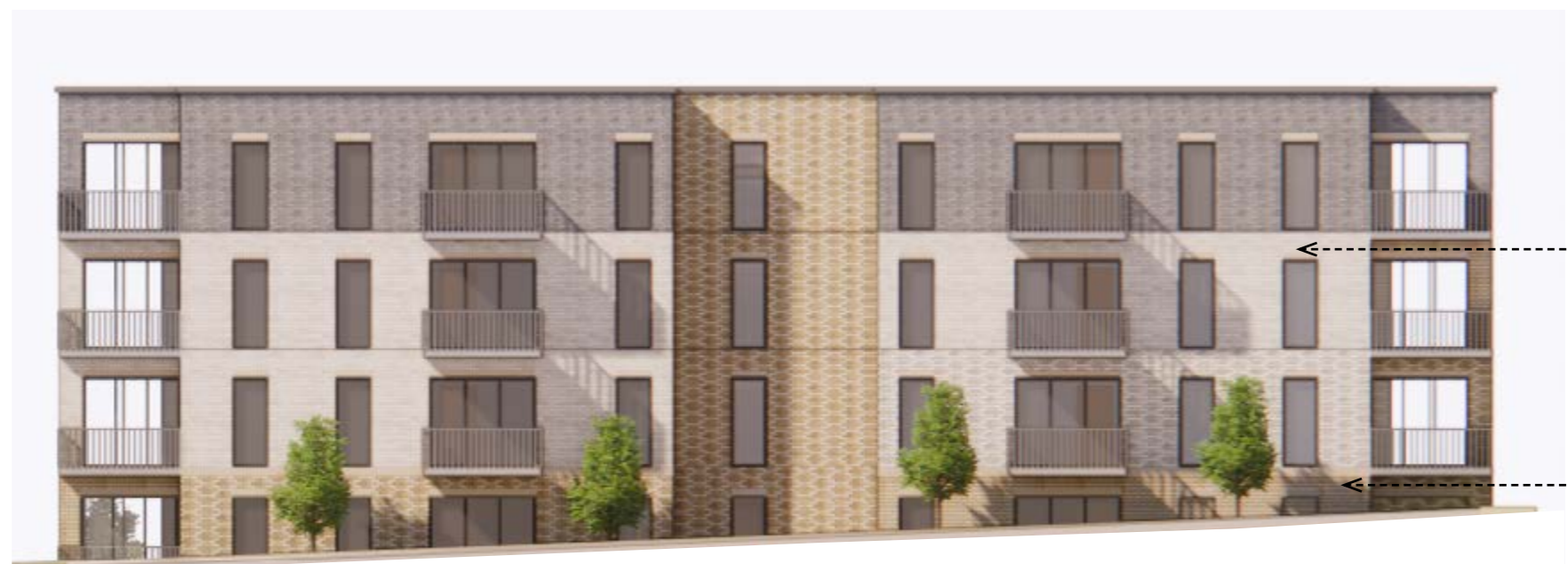


Proposed South Elevation of Apartment Blocks

Extruded massing defining residences

Balconies allow easy connection to outdoors.

Patterned brickwork adds depth to the facade and defines the base.



Proposed North Elevation of Apartment Blocks

Different brick style on lintels, acknowledgment of surrounding terraces

Different brick style defines base, a nod to surrounding terraces

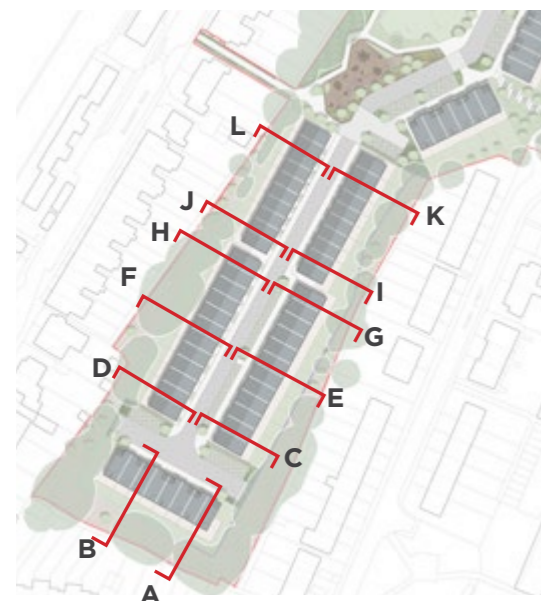
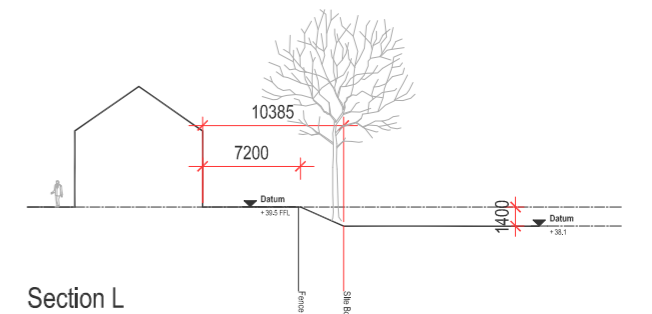
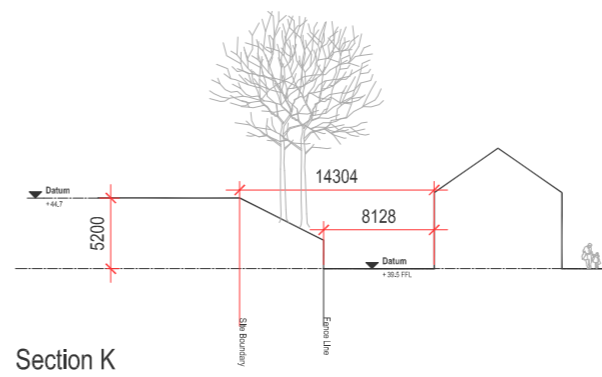
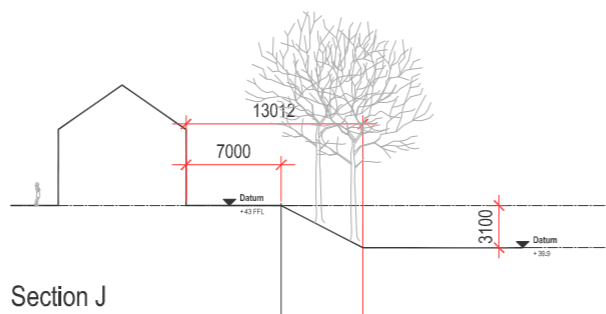
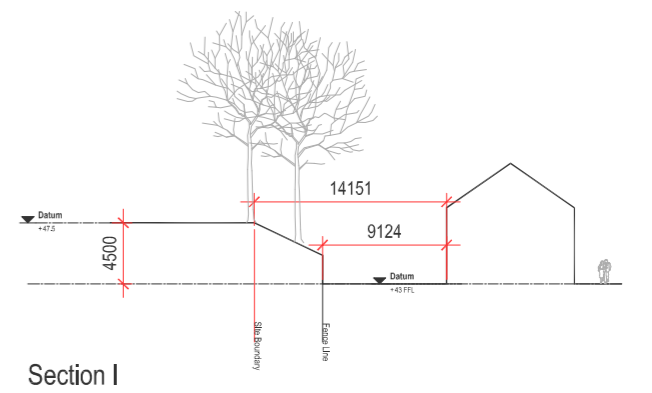
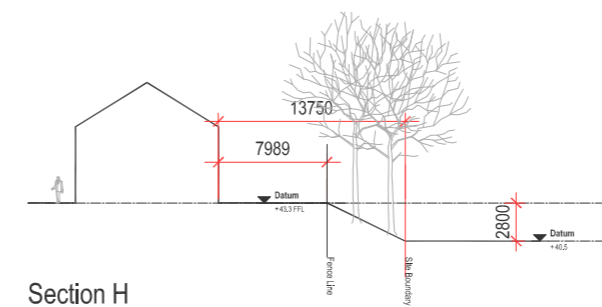
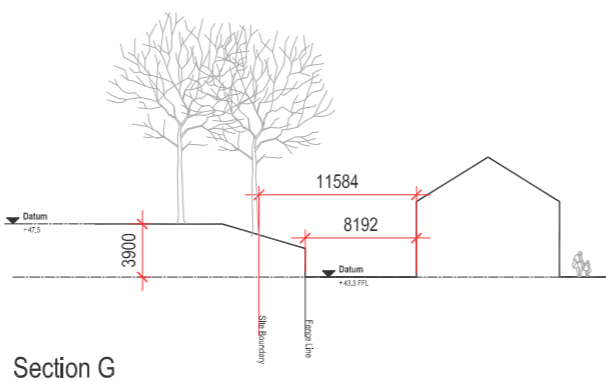
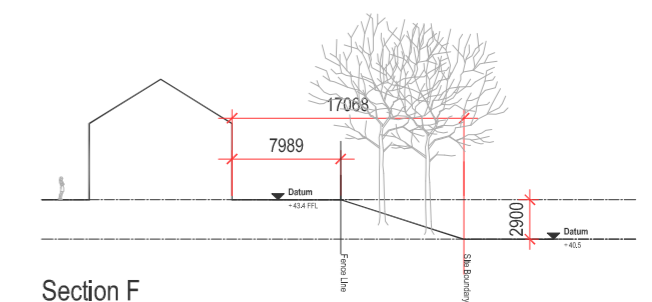
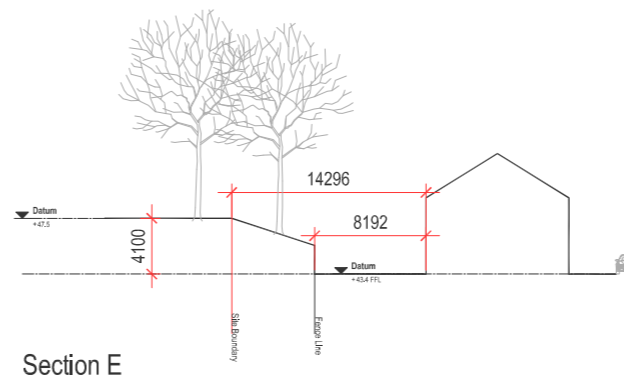
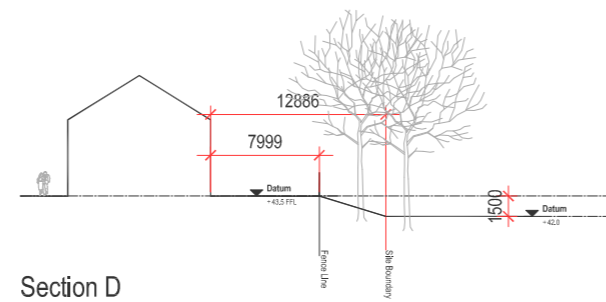
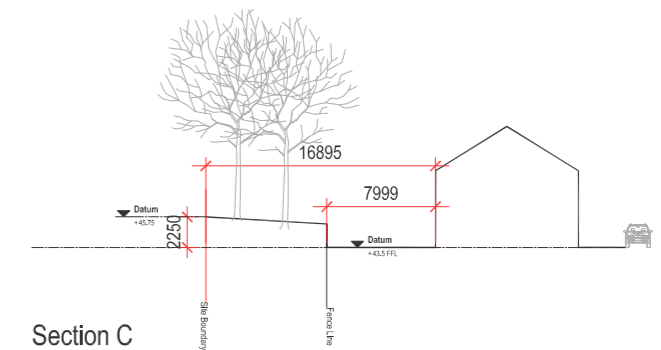
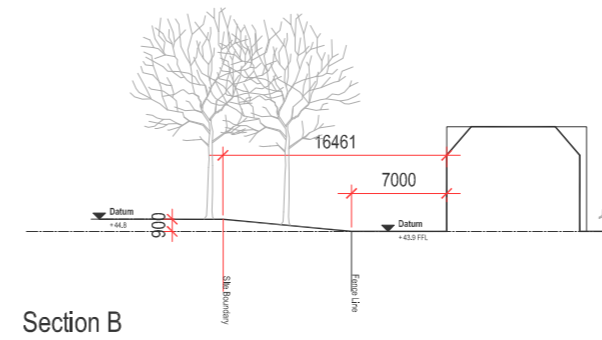
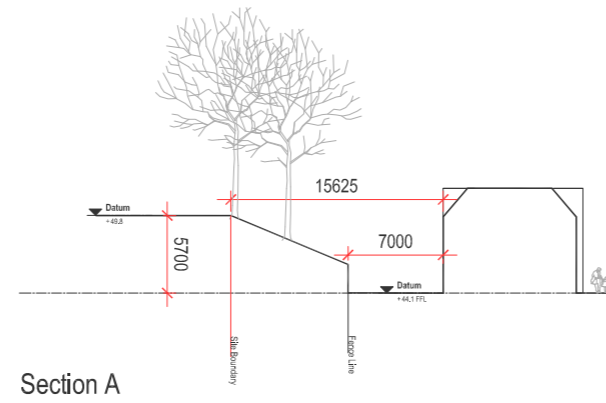
5.8 Relationship with Site Boundary & Constraints

Overview

Due to the extensive number of trees around the site boundary to the south of the site, the garden spaces for the terraces in this area have been specifically considered to ensure an adequate amount of private amenity is provided to each.

Some terraces along the main street have been moved inwards, removing the parking to provide more space towards the back, particularly towards the eastern boundary.

These sections show the relationship between the site boundary, any existing trees and retaining walls, and the terrace houses along the main street.















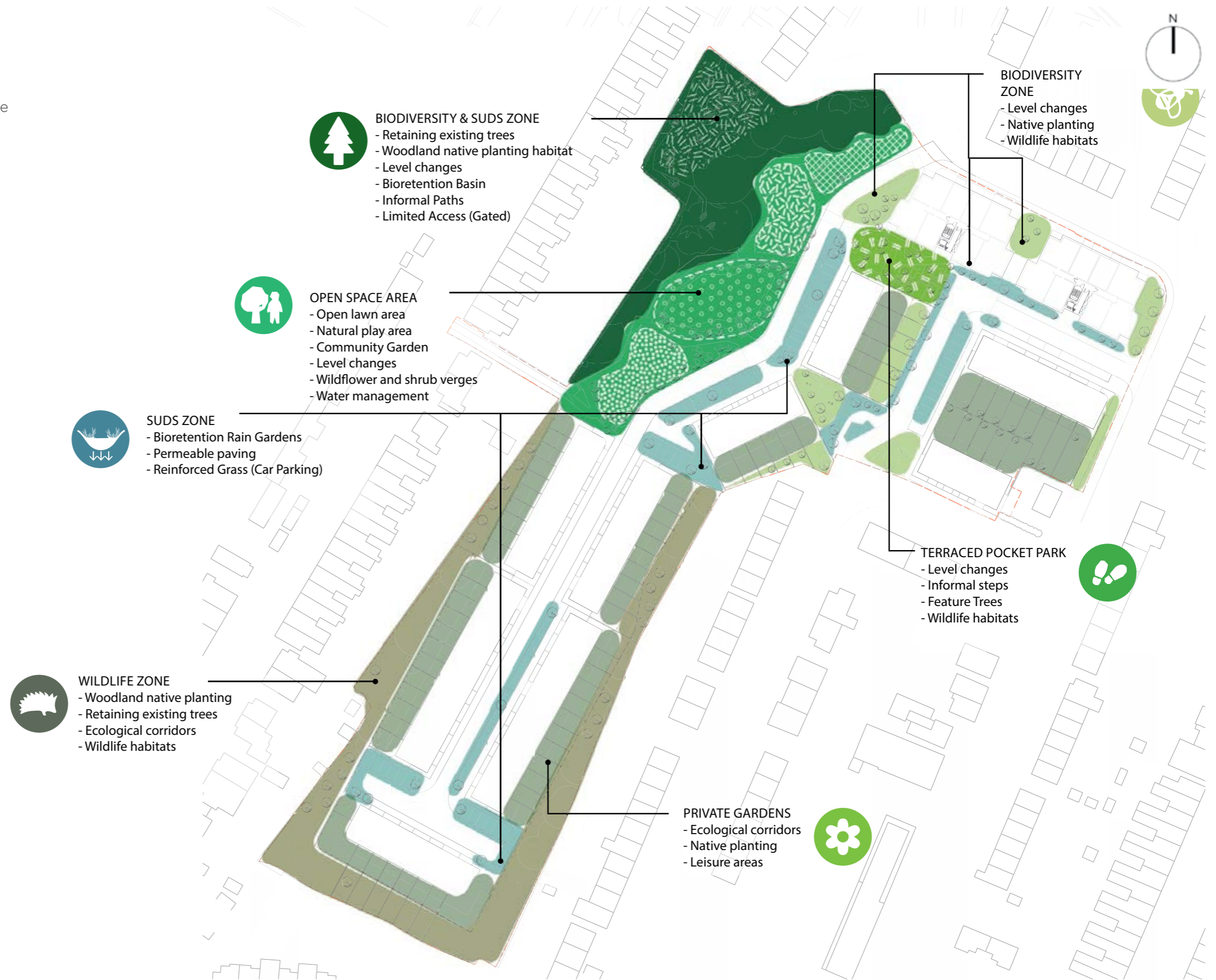
6 Landscape Strategy (Park Hood)

6.1 Landscape Strategy

Overview

The approach to the landscape is to enhance the value and offerings to the neighbourhood and wildlife.

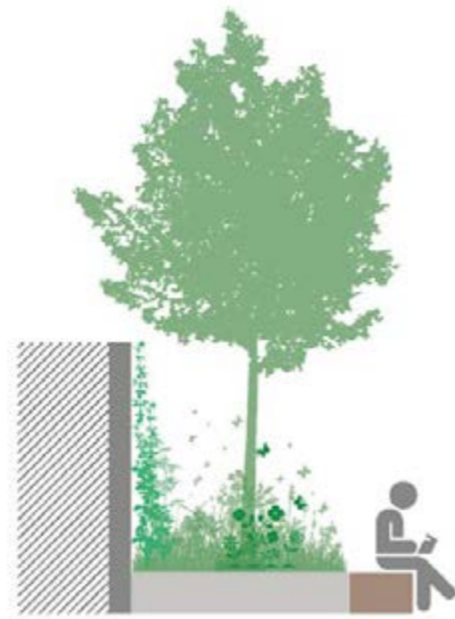
The aim is to utilise areas of landscape for sustainable drainage strategies, biodiversity enhancements, and a variety of recreational activities from trails to observing nature.



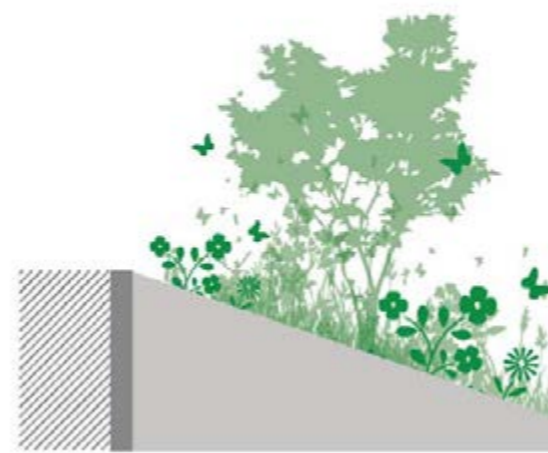
6.2 Boundary Treatments



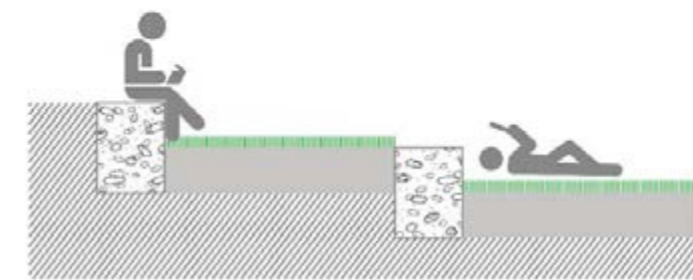
Gabion Walls with planters



Retaining wall and planting screening



Planting on 1:3 slope with retaining walls



Gabion terracing



6.3 Illustrative Landscape Plan

Overview

Park Hood have put together a landscape strategy that takes into consideration the opportunities and constraints of the site.

The north corner of the site has been turned into a large park space, encouraging biodiversity and providing an easy connection to the outdoors for the residents.

Legend

Red Line Boundary	Entrance to the building
Existing levels	Finished Landscape Level
Finished Floor Level	

Hardworks Legend

Permeable Asphalt Road	Permeable Paving Paths / Shared Surface
Permeable Paving Private Terrace	Safe Surface Natural Play
Elevated Walkway	Stepping Stones Informal Path
Retaining Wall Existing	Low Retaining Wall Proposed
High Retaining Wall Ref. to Architect's details	Gated Access
Fence Existing	Fence to Private Gardens Proposed
Timber Fence Proposed	Stairs with Railing
Seating Steps Timber	Seating steps Gabion
Benches	Natural Play

Softworks Legend

Existing Tree Planting to be Retained. Refer to Arborist's Drawings.	Banked Planting
Proposed Tree Planting	Bioretention Basin with Wetland Meadow Planting Biodiversity Zone (No Access)
Buffer Hedge Planting	Wildflower Roof
Woodland Planting	Reinforced Grass
Rain Gardens	
Private Gardens	
Amenity Lawn	



6.4 Landscape Zone - Enhancing Biodiversity & SuDS (Rain Gardens) - Section



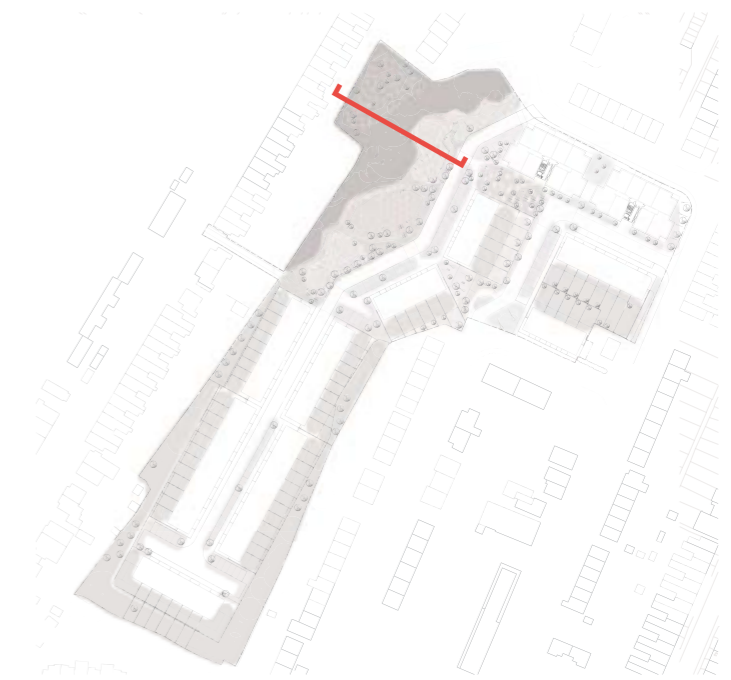
SuDS / Wildlife Zone



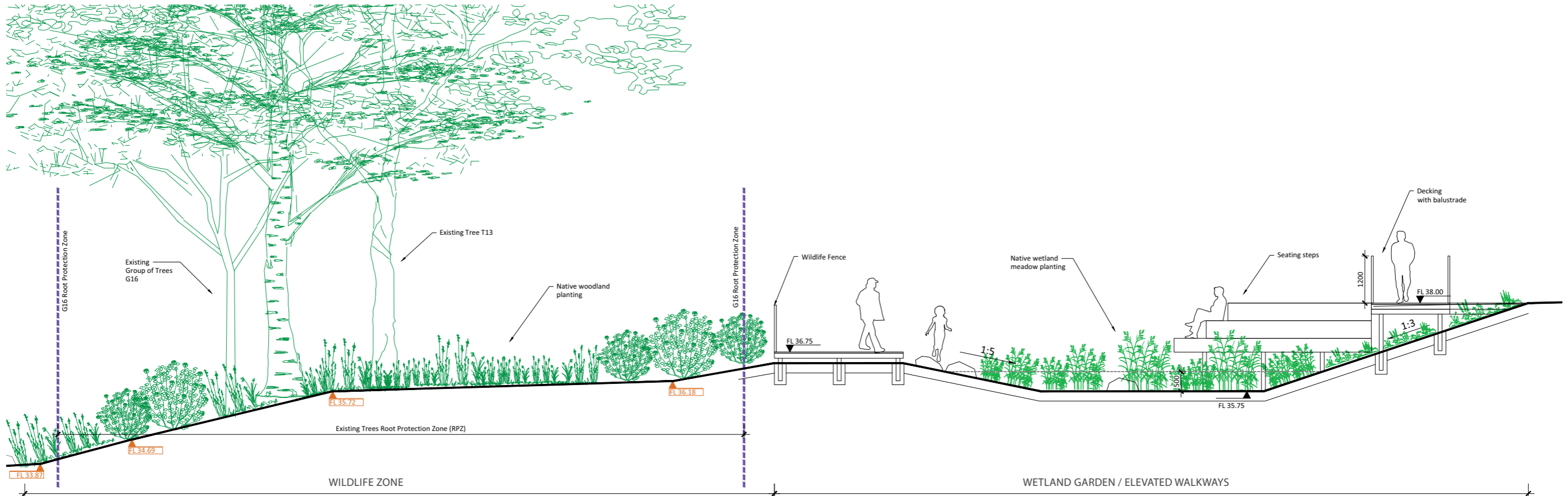
Accessible Paths and Elevated Walkways



Wildlife Habitats and Seating Steps



Key Plan



Landscape Site Section
NTS



6.5 Public Open Space - Natural Play Area



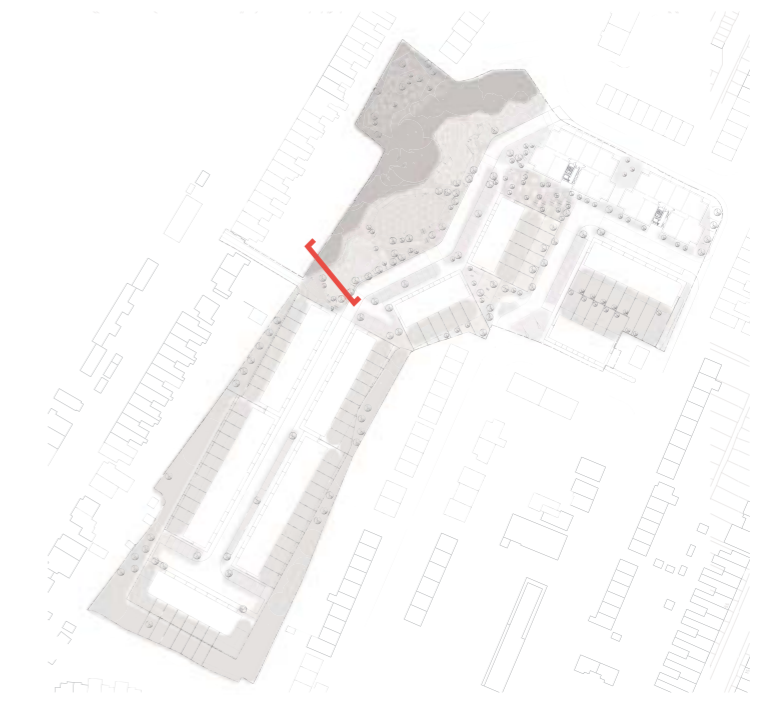
Wildlife fence to Wildlife Zone



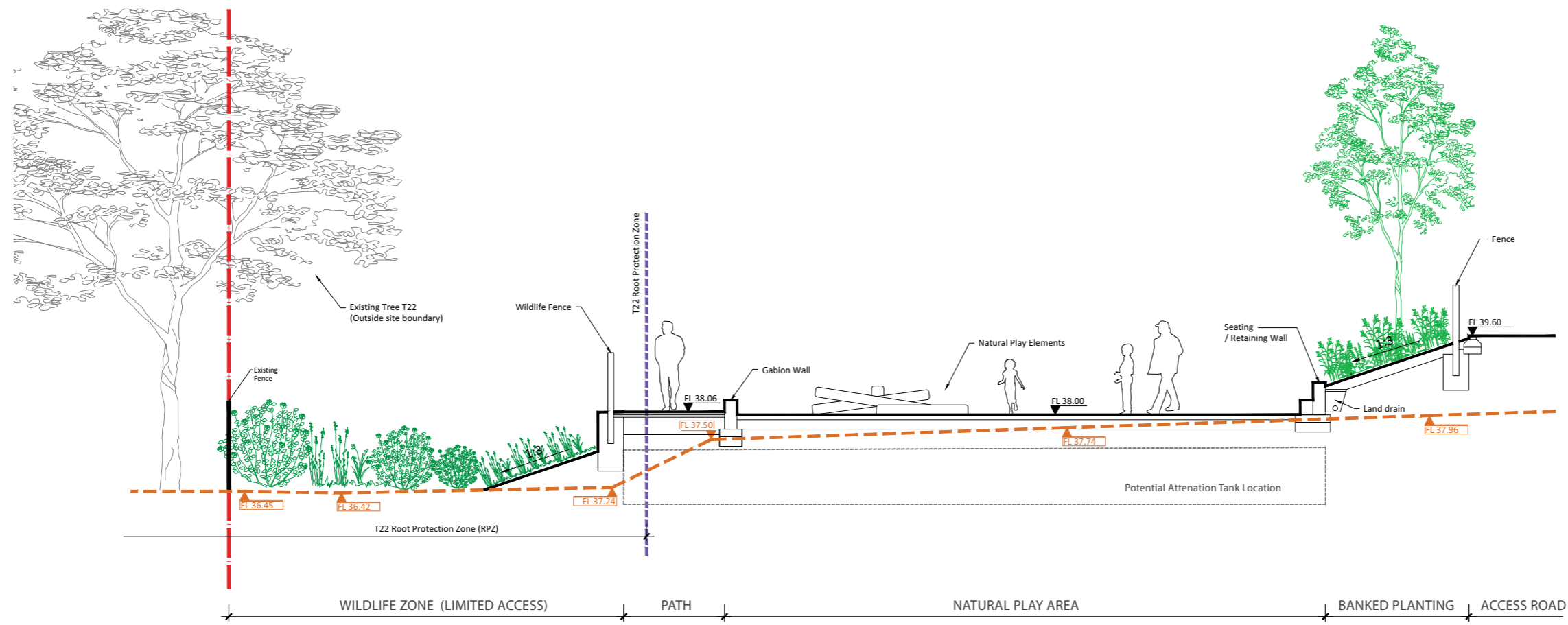
Natural Play Elements



Natural Play Area



Key Plan



Landscape Site Section
NTS



6.6 Public Open Space - Section



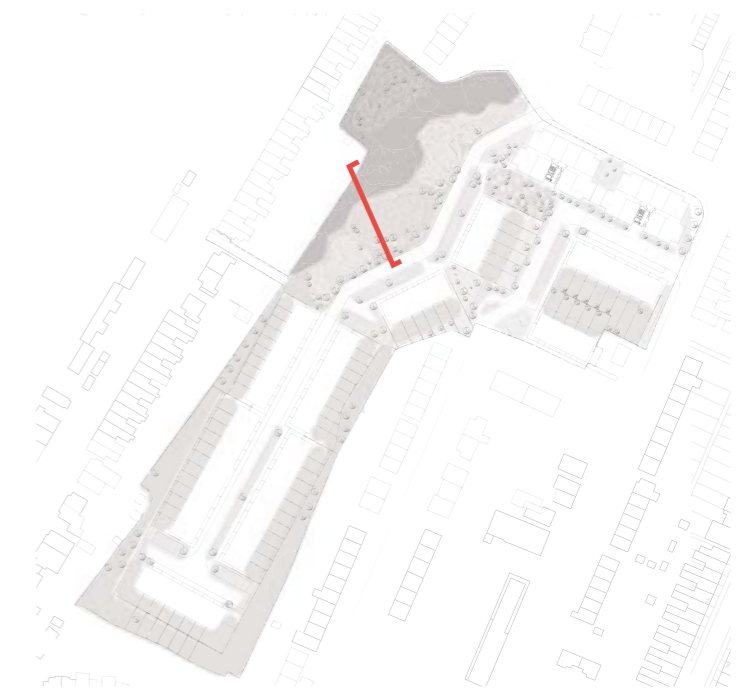
Natural Play Area



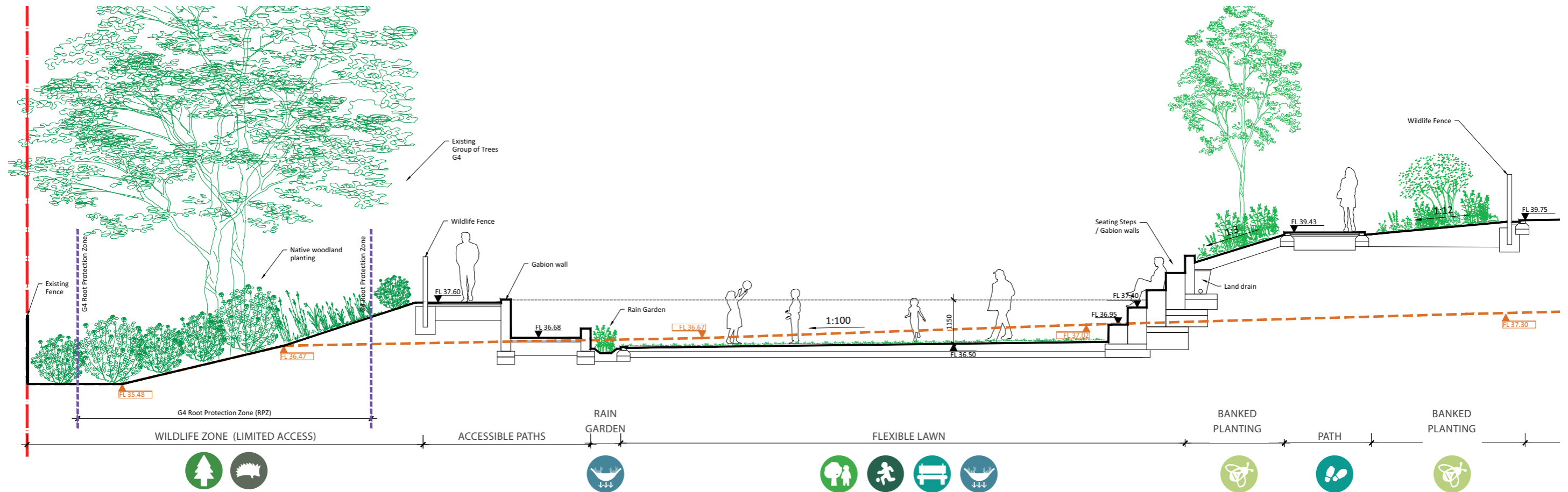
Flexible Lawn and Level Changes



Seating Steps and Level Changes



Key Plan



Landscape Site Section

6.7 Private Gardens - Section



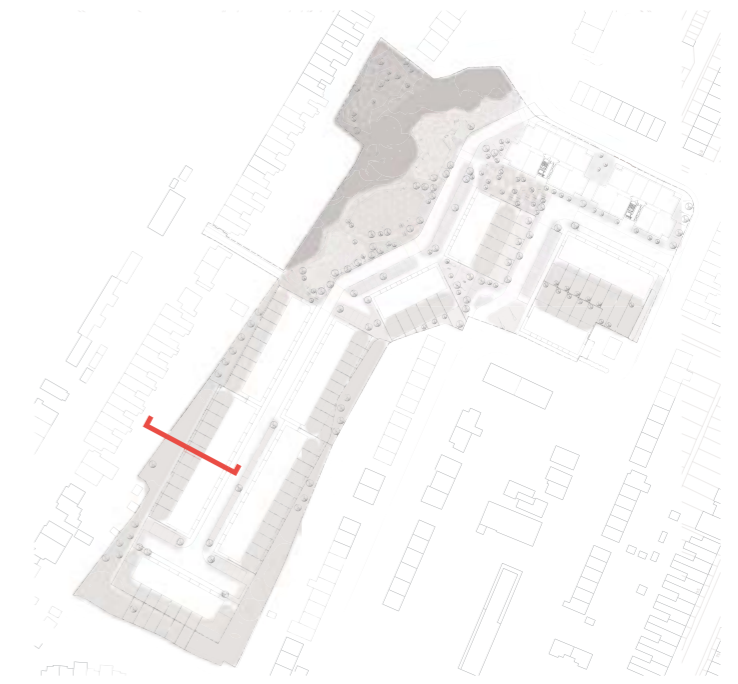
Woodland planting enhancements



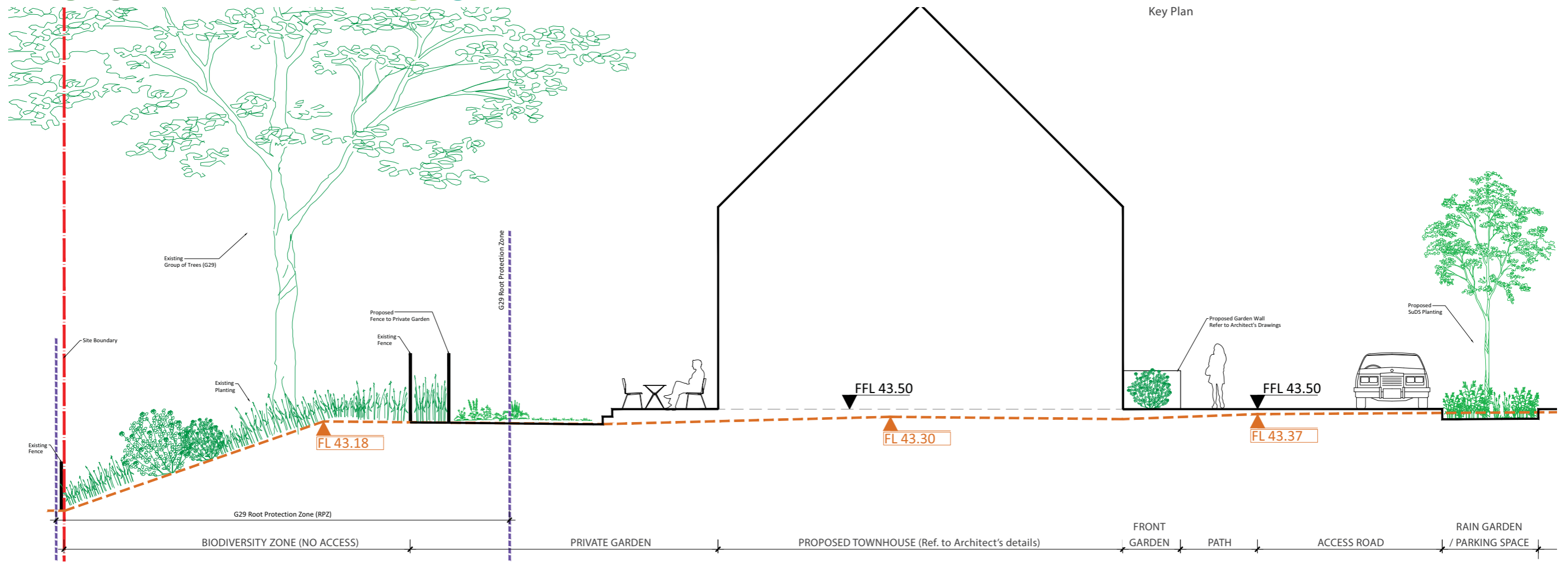
Front Gardens



Rain gardens



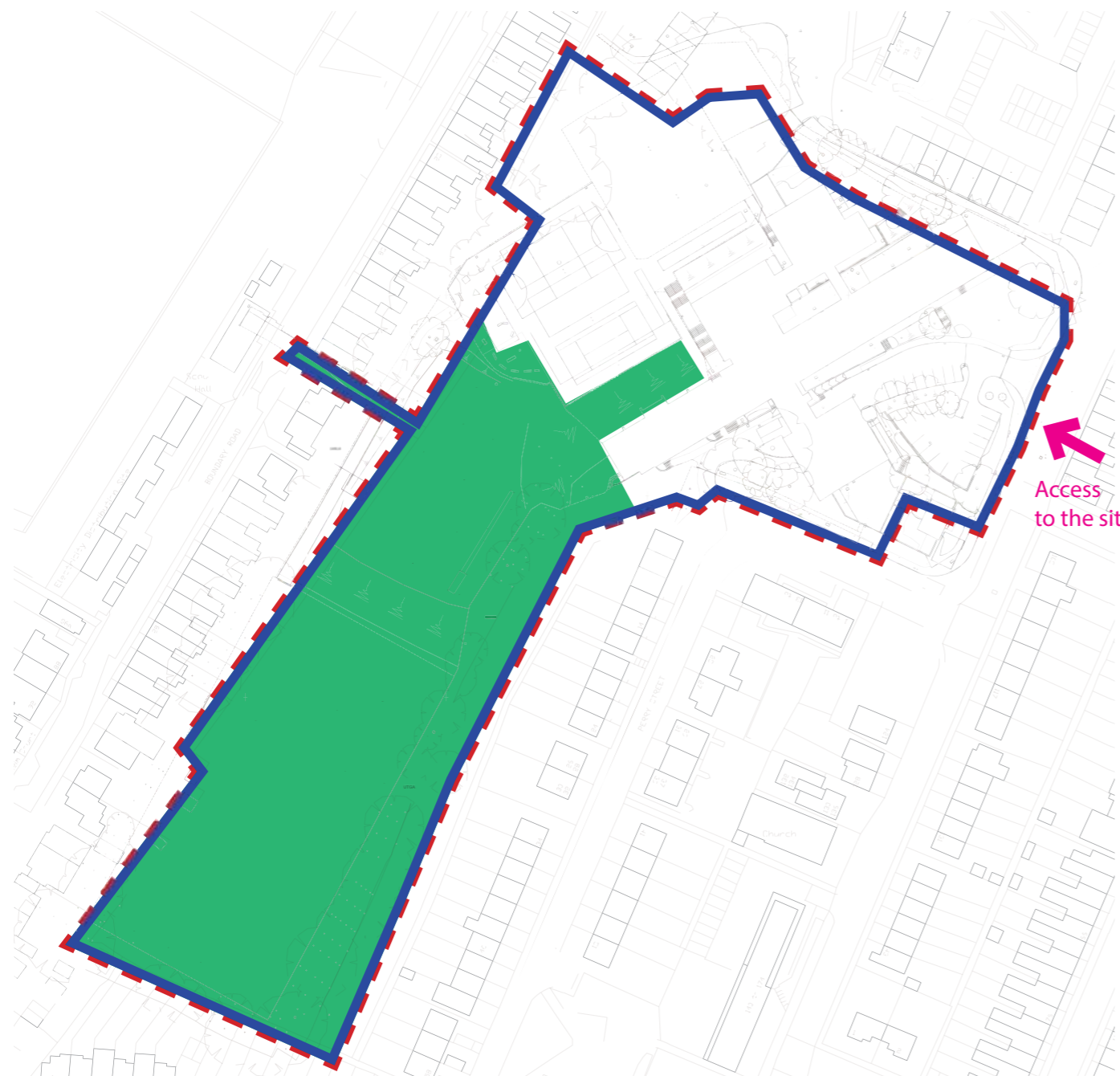
Key Plan



Landscape Site Section
NTS

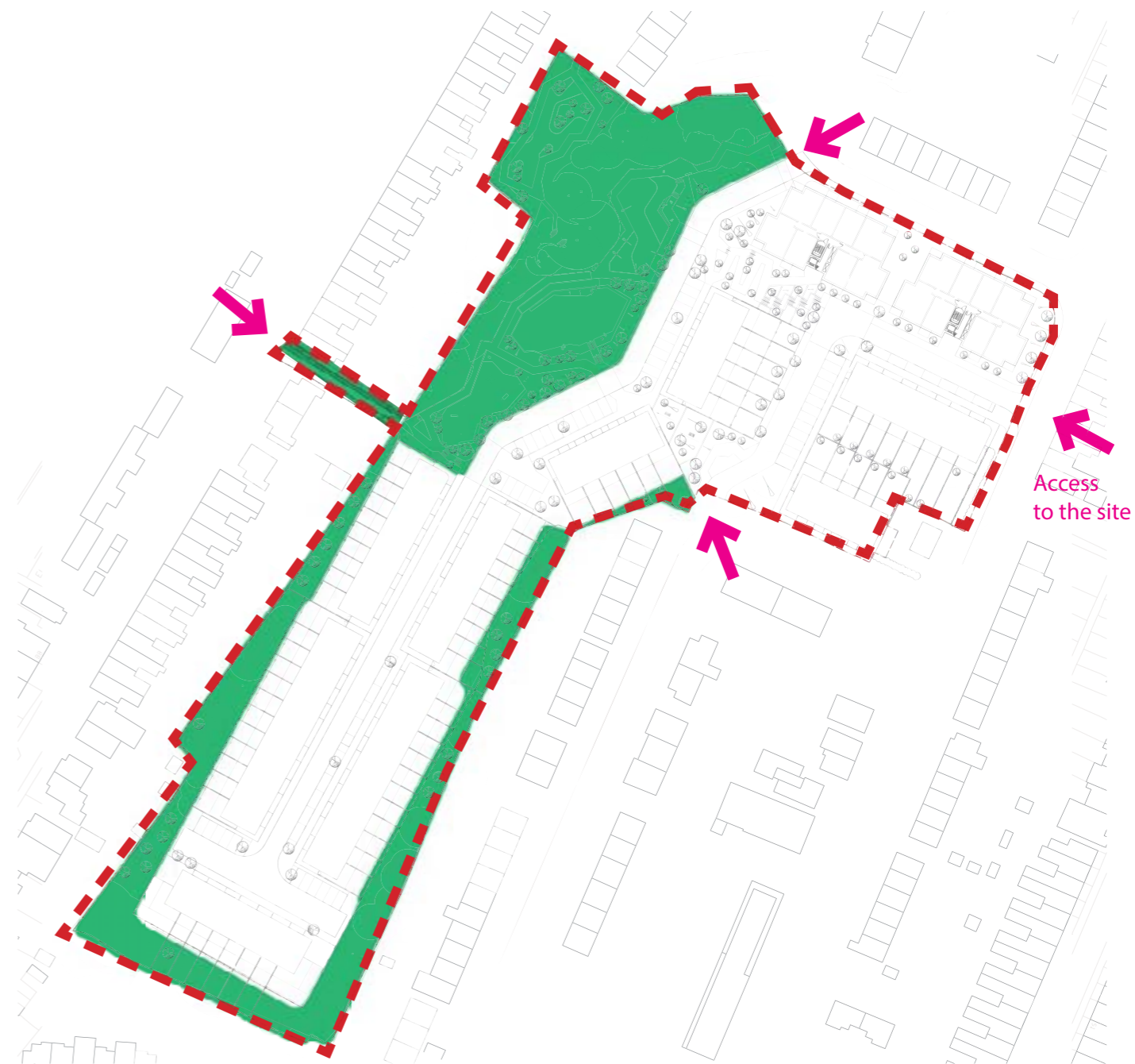


6.8 Open Space Comparison



Current Site Use | School with Playing Fields

- Old John Fisher School location
- Protected Open Space (ca. 11900m²)
- No access to the Public



Further Development | Residential Area with Public Open Space

- Townhouses with Public Open Space, Biodiversity Zones and Retained Existing Trees Area
- New Open Space (ca. 5350m²)
- Accessible to the Public

7 Economic Benefits

Economic Benefits

Land at **Ordnance Street, Chatham**

Construction Benefits

Circa £20million

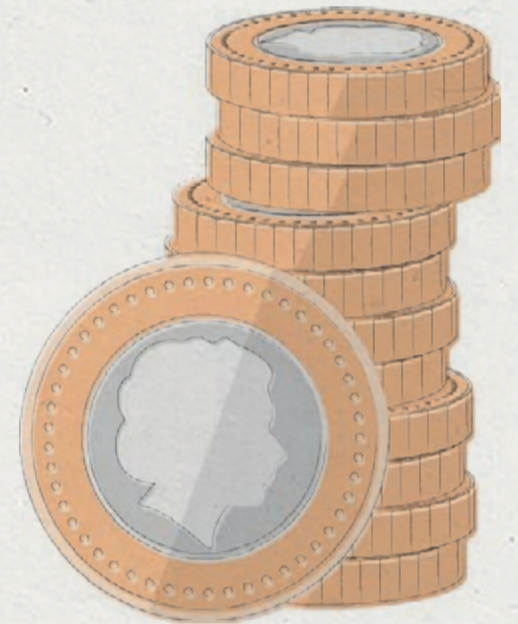
Estimated construction investment over 2-year build programme ¹

137

Direct construction roles and indirect/induced jobs supported during build phase

£20.5million GVA ²

Economic output contribution from jobs supported by activities at the site over 2-year build programme (at current prices)



Operational Benefits



166

Economically active and employed residents estimated to live in the new housing

Circa £1million

Estimated first occupation expenditure. (Spending to make a house feel like a 'home') ³



12

Full-time equivalent jobs supported in the economy



£4.5million

Total annual household expenditure

£1.9million

Of spend on food & drink, leisure, clothes, household goods etc

Circa £280,000

Estimated annual increase in Council Tax revenue ⁴



55%

Of employed residents estimated to be working in higher value/higher income occupations



¹ The construction cost has been estimated using BCIS Online tool and is exclusive of external works, contingencies, supporting infrastructure fees, VAT, finance charges etc. It is based on the cost of a typical mixed housing scheme in the South East Region (Accessed 01/03/2024).

² GVA, or gross value added, is the measure of the value of goods and services produced in an area, sector or industry.

³ Research suggests that the average homeowner spends approximately £5,000 to make their house 'feel like home' within 18-months of moving in (available here: https://www.hbf.co.uk/documents/7876/The_Economic_Footprint_of_UK_House_Building_July_2018LR.pdf). This has been uplifted to £6,000 to account for inflation using the Bank of England Deflator calculator.

⁴ Based on Council Tax for a Band D dwelling in Medway of £2,009.00 for 2023/24.

8 Technical Strategies

8.1 Energy Strategy

Key Principles

Along with encouraging biodiversity, the townhouses will play a major role in the overall sustainability of the site. Our energy strategy for the site include:

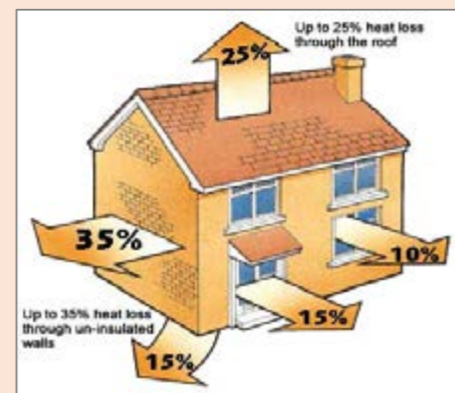
- Centralised ASHPs with HIUs for the flats.
- Individual ASHPs with external condenser for the houses.
- Heat pump hot water cylinders for both houses and flats.
- Exhaust air heat pumps for both houses and flats.
- Carbon reduction figures will be between 60-70% using Part L 2021.

In addition, the townhouses will address issues posed by climate change through techniques such as:

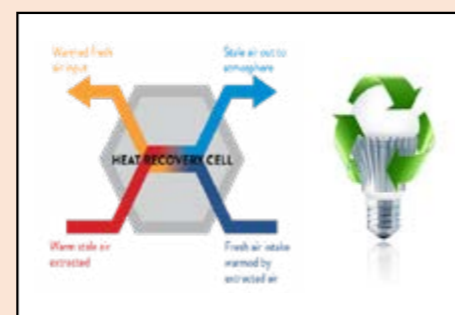
- Solar controlled glazing.
- Low flow rate showers and taps.

Energy Strategy

Fabric first approach – Improve Fabric Specifications beyond Building Regulations



Energy efficiency – Heat recovery ventilation and LED lighting throughout



Renewables – Air Source Heat Pump technology for domestic hot water production

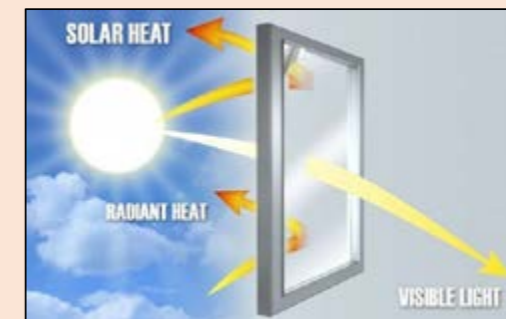


Carbon reduction – Circa 60% CO₂ reduction over Part L 2021 Notional Building



Climate Change

Overheating – Solar controlled glazing to mitigate the risk of overheating in dwellings



Water efficiency – Low flow rate showers and taps



8.2 Transport & Mobility

Key Principles

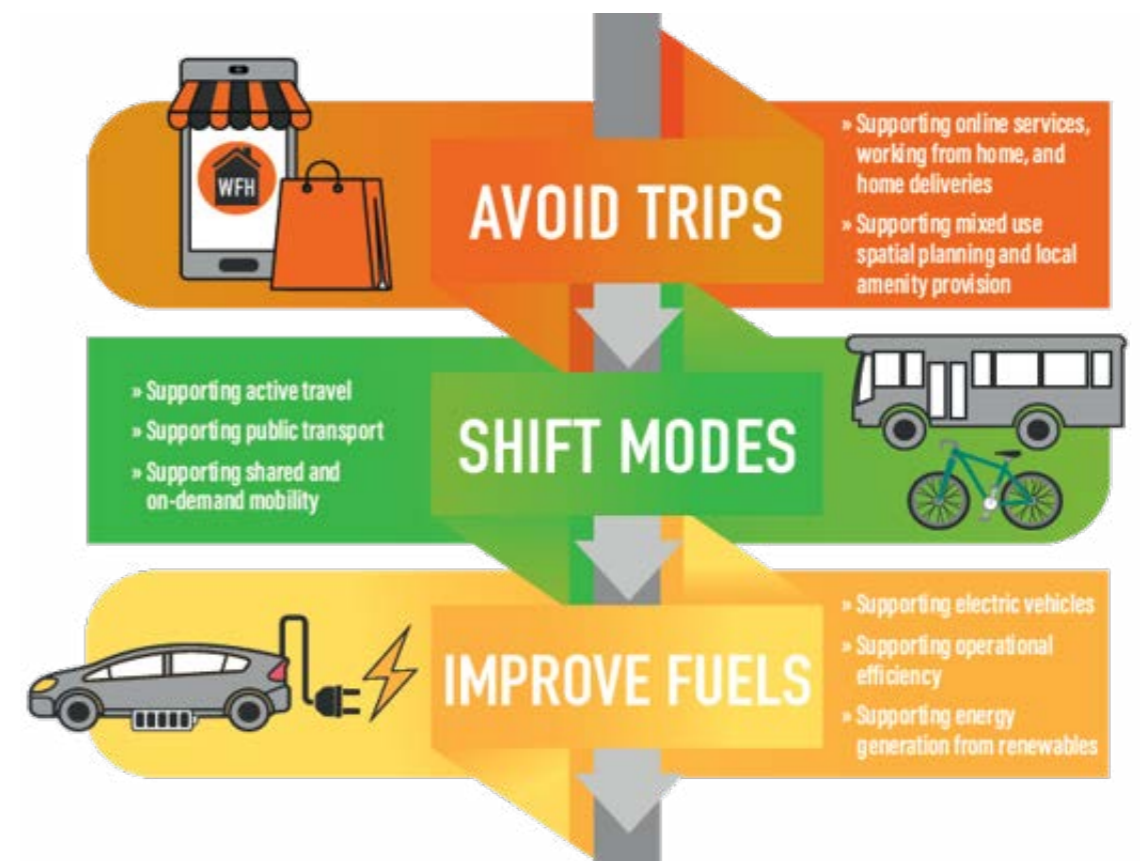
Accessibility can come in many forms including:

- Virtual travel, for instance, use of the internet for interacting with friends, shopping or working;
- Active travel, walking or cycling (electric assisted or not);
- Shared travel, including buses, demand responsive services, car-pooling, and car sharing; and single occupancy car travel.
- Need to understand how people travel. The main reasons for travel are leisure, including shopping, and then education and travel to work.
- Maximise local living and avoid trip making.
- Design so that active travel is the primary means of moving around.
- Where trips are made, maximise the use of sustainable modes.
- Where that doesn't happen, or can't happen, improve fuels.

Accessibility & Parking

- The site is a sustainable location ideally located to encourage journeys to be undertaken by active and shared travel modes.
- Active travel route assessments have been conducted within active travel catchments to a range of key services and amenities. Shared travel opportunities are available within 500m.
- Proposed to make use of existing all modes access points on Ordnance Street and Charles Street. Geometry and practical sight-lines are appropriate for residential development.
- Additional active travel access on Boundary Road to enhance connectivity and reduce journey distances for some trips.
- Internal layout seeks to create a place for people, not a road for cars. It will be a low speed environment within which vehicles are guests, acknowledging, and working with, topographical constraints.
- Appropriate levels of allocated parking is to be provided within the site. Space is provided for each town house, with apartments being car-free.

- Allocated parking is supplemented with the commitment to provide car club spaces and vehicles. Car club provision will reduce private car ownership and positively add to the overall sustainable mobility package for the development.
- The planning application will be accompanied by a Transport Assessment and Travel Plan.



Project Timeline - Key Dates

- **Summer 2022:** First Pre-application Meeting – Initiated by the **Education Commission for the Roman Catholic Archdiocese of Southwark**, prior to the disposal of the site.
- **March 2023:** Eutopia Homes purchase site.
- **September 2023:** Second Pre-application meeting.
- **February 2023:** Third Pre-application meeting.
- **March 2023:** Planning Performance Agreement agreed.
- **Spring 2023:** Planning Submission

Thank You!



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