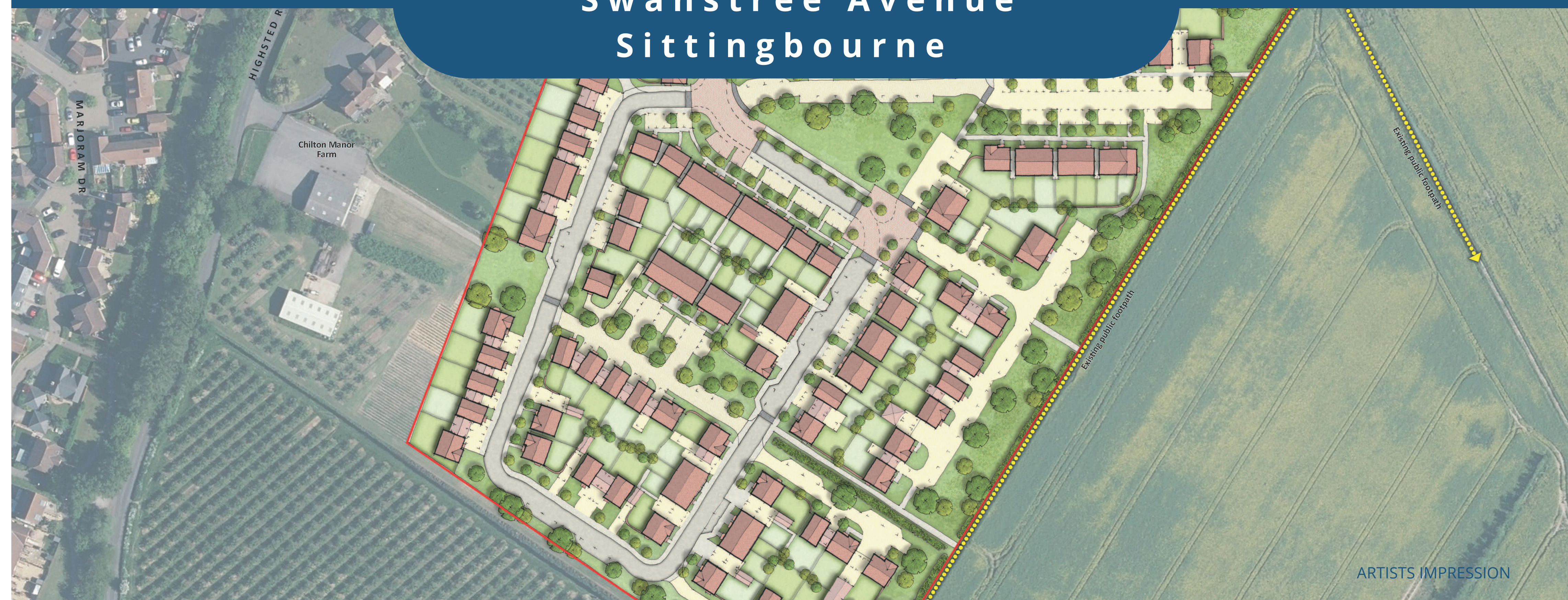


Swanstree Avenue Sittingbourne



Welcome

Chartway and The Hyde Group welcome you to their Public Exhibition on proposals to deliver a vibrant, sustainable and energy efficient development of new homes at land off Swanstree Avenue, Sittingbourne, comprising:

- 135 energy efficient sustainable new homes, including a mix of affordable rent and shared ownership properties, addressing the growing need for high-quality and accessible housing in the area;
- Creation of a new access off Swanstree Avenue, together with local pedestrian and cycle improvements in the locality;
- New open space and landscaping buffers; and
- Associated car parking for the development.

Outline planning permission was granted at appeal on the 5th May 2023 (application 21/505498/OUT) for the principle of a 135-home residential development at the site.

Our proposals will develop the detail of the homes, layout, open spaces and landscaped areas of the approved Outline scheme, which we intend to submit to Swale Borough Council for approval this year.

The scheme has been carefully designed to introduce a balanced and sustainable addition to the communities of Sittingbourne providing new housing, open spaces and landscaping.

We have prepared a series of exhibition boards showing the proposals, and members of the project team are on-hand to answer any questions.

We also have a feedback form which we would kindly ask you to fill in so that we can understand and seek to address your comments as we progress with our design work.



Who we are

Introducing Chartway Partnerships Group

Chartway Partnerships Group is a land-led developer based in the south east, creating new homes and neighbourhoods in partnership with leading Housing Associations including Hyde, Moat, Optivo and Clarion.

The Group has 15 years' experience working with key partners delivering over 6,500 new homes in partnership and developing assets to create social impact.



Frogнал Place, Teynham

Working with Moat, we are developing 300 new homes, open space and community facilities.



Spring Acres, Bapchild

Working with Hyde we are constructing a community of new homes, community facilities and strategic open space in Kent.



Whitstable Heights, Whitstable

Working with Hyde we are developing 400 new homes, allotments and extension to a local nature reserve in Kent.



Alkerden Gateway, Ebbsfleet

Working under our private sale Westerhill Homes brand and our affordable partner (Moat) we completed the construction of 67 custom-build new homes.



Forstal Mead, Coxheath

In partnership with Optivo we have successfully built a new community of 210 homes set in landscaped open space.



Conningbrook Lakes, Ashford

Working with Moat, we are developing 300 new homes, open space and community facilities.



Who we are

Introducing The Hyde Group

The Hyde Group was established in 1967 and has become one of the UK's leading providers of homes. It is a not-for-profit organisation and seeks to achieve their vision of a great home for everyone. Hyde owns and manages around 120,000 homes, making them one of the largest and most diverse housing and community services providers in the country. Hyde provides neighbourhood services to around 350,000 homes across the country, proudly supporting our Armed Forces community with their housing needs, and working with critical areas of the public and private sectors, including schools, hospitals, and local councils.

We already have a strong presence in Swale – bringing thriving new communities to the area:

Spring Acres, Bapchild

Working with Chartway, we're developing 580 homes at Spring Acres. The development is still in construction (although many households have moved in) and is a mix of rented, shared ownership and private housing and commercial units. All homes are expected to be finished in 2027.

Spring Acres highlights how we do more than just build homes: Approximately 50% of the site is the 'Countryside Gap' – green space open to the public, designed to encourage natural diversity with log piles, wildflower areas and bee habitats. This is due to transfer to Swale Borough Council, who plan to encourage local involvement.



- There has been a Section 106 contribution of £3.82m – towards local services
- All unused timber is collected by an organisation called 'Community Wood Recycling' and used in local projects. All remaining waste is recycled – nothing goes to landfill
- Works have been completed to the adjoining Lansdowne Primary school to provide a secure entrance and ball court/car park
- There has been a contribution to the Parish Council towards a new bus stop
- There will be two play areas once the scheme is completed (one is already open – Orchard Square)



Station Road, Teynham

Working with Crest Nicholson, 130 homes were completed in 2022. The development is a mix of rented and shared ownership homes.

Ham Road, Faversham

35 homes off Ham Road were completed in 2021 – a mix of rented and shared ownership homes.



And, we don't just build homes – we're also a landlord. Our Neighbourhood Officers sit at the heart of our communities, ensuring residents have a direct familiar point of contact when they move in and long into the future.



The site

The site lies to the south east of Sittingbourne and is approximately 5.9 hectares in size. The land was formerly used for fruit production and comprises apple/pear orchards and former polytunnels and hedging. The site is generally level, with a gentle fall towards the north west corner of the site.

Immediately to the north of the site lies Swanstreet Avenue, with existing residential developments of Highsted Road, Haysel, Farm Crescent, Harvey Drive and Peregrine Drive beyond. Chilton Manor Farm and Highsted Road lie the west of the site. Open countryside lies beyond the eastern and southern boundaries of the site where a dry valley rises to a ridge, with Rodmersham and Rodmersham Green beyond. Public footpath ZU30 runs adjacent and ZU31 runs through the site, along the eastern boundary and across the north-eastern corner of the site.



Opportunities and constraints

We have undertaken a thorough review of the Outline approved documentation, as well as commissioning more detailed site investigations in order to ensure all site and surrounding constraints are identified, understood and addressed where practical and feasible into the emerging development proposals; these are set out in the key plan below.

The site adjoins existing residential dwellings located to the north and west. The majority of surrounding homes are two storeys and of traditional appearance.

A number of secondary schools are located along Swanstreet Avenue – Fulston Manor and Highstead Grammar School to the west, and The Sittingbourne and Meadowfield Schools to the east.



Our vision

Our vision is to create a cohesive and sustainable new development by:

- Developing a landscape-led scheme that seeks to integrate the proposals within the surrounding landscape in a sensitive manner.
- Providing high-quality, energy efficient new homes for the community which include a range of house types, sizes and tenures to meet the housing needs of the area.
- Creating opportunities for social interaction through a series of public open spaces that promote health and well-being such as walking, cycling and play.



Provision of new public open space carefully designed within the existing landscape.



A safe and dedicated access to the development off Swanstreet Avenue.



Dedicated pedestrian permeability around the site, with connectivity between the new development and the existing community with improvements to the existing Public Rights of Way.



Retention of existing trees to the frontage and hedgerows enhanced by extensive new planting to improve the ecological biodiversity.



New buildings delivered to a high standard of design and energy efficiency, seeking to enhance the architectural influences found in and around the area.

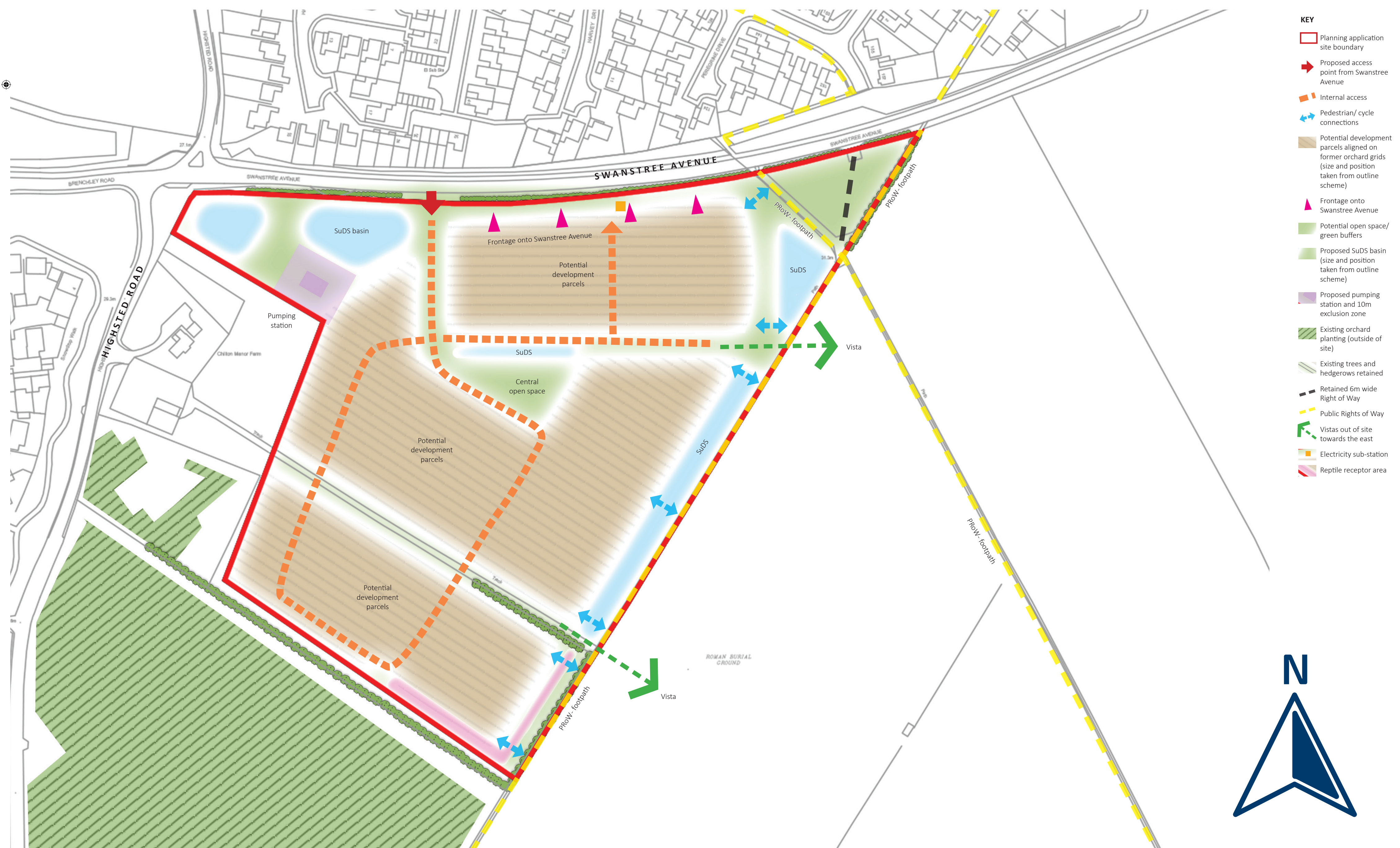


High quality new homes providing accommodation for a range of occupants to meet local housing needs.

Masterplan

The residential layout has been designed to incorporate a set of key design principles as follows:

- **Layout** – development parcels aligned on former orchard grids to create a strong sense of place which reflects its former agricultural use.
- **Access** – creation of strong frontage running within the development site parallel to Swanstreet Avenue, to ensure pedestrian access is prioritised through the space in all directions.
- **Desire Lines** – identify pedestrian links around and within the site to ensure good permeability through the site.
- **Street Framework** - creation of a street hierarchy to ensure legible movement through the development, from the initial higher category streets to lower category streets.
- **Key Spaces** - opportunity for creation of key spaces throughout the development to aid legibility and interest.



Masterplan



Housing design

A character study of the local area has been undertaken to review street typologies and architectural styles within the surrounding area which have informed the layout for the site and proposed appearance of the new buildings.

The character of Sittingbourne's southern fringe adjacent to the site is predominantly residential. There is a broader variety in built form, with a variety of building styles and materials.

To create a high quality locally distinctive development that integrates within the local vernacular and surroundings, a traditional predominately brick façade with enhanced elevations (to carefully selected plots) is proposed. These will take the form of brick detailing, tile hanging/weatherboarding, and porches to create a strong sense of place and identity.

In order to reflect local character, buildings within the site would not exceed two storeys.



Landscaping

The landscape objective for this development is to ensure a high quality and biodiverse environment is achieved.

Key landscaping elements of the scheme will be as follows:



- Provision of street trees and trees within the open spaces as a binding ethos to the development, creating strong visual linkages within the scheme and enhancing amenity and biodiversity.
- Creation of a hierarchy of open spaces within the development, including a central open space providing a focal point to the development, with green corridors alongside pedestrian friendly 'homezones' and informal SuDs (Sustainable Drainage Systems) greenspaces in the north western corner and along the eastern boundary.
- Attractive greenways with biodiverse and wildlife-friendly planting will enhance routeways within the development, connecting with nearby open spaces and public footpaths, enhancing connectivity and access within the site.
- The northern and eastern boundaries will retain and enhance existing hedgerow vegetation wherever possible, with new native species tree, shrub and hedgerow planting. This will assist in screening and softening views of the proposed development and assimilating it with surrounding landscape areas.
- Native species grass / wildflower meadows will be created in SuDs areas, which will contain swales and attenuation features to provide effective drainage solutions within the site. Interpretation boards will also be installed to provide information on local flora, fauna and wildlife enhancement implemented as part of the new development.
- The design proposes a simple and unified palette of durable materials for the landscape and public realm. The aim is to create a sense of unity through a common palette of hard materials and furniture.



Landscaping



Technical matters

Drainage and Flooding

A Drainage Strategy is being developed for the site to ensure that surface water is effectively managed. Surface water runoff will be managed through soakaways via a network of landscaped basins and swales within the site's open space areas. These features will be integrated into the natural surroundings to provide both functional drainage and ecological benefits, such as improved water quality and enhanced biodiversity. This green infrastructure will create a sustainable drainage system that not only manages surface water but also adds amenity value for residents and the wider community.

This approach will help mimic the existing greenfield runoff by allowing water to be absorbed back into the ground, rather than flowing off-site. The system will also provide storage for extreme rainfall events, including up to the 1:100-year storm, with allowances made for climate change.

The benefits of SuDS include:

- Flood risk management – Reducing the risk of flooding from development.
- Water quality management – Mitigating the impact of pollution.
- Biodiversity and amenity enhancement – Integrating green infrastructure to create habitats, recreational spaces, and areas for biodiversity.
- Water resources management – Supporting groundwater recharge and enabling rainwater capture for reuse.
- Community benefits – Well-designed open spaces that incorporate SuDS can enhance social cohesion and improve the quality of life for residents.
- Enabling development – SuDS often help to relieve pressure on existing drainage systems.

Ecology

Preliminary ecology survey work and mitigation strategies were approved as part of the consented Outline planning permission. We are working with our ecology experts to ensure that the precise details of ecology mitigation and overall ecology enhancement are fully considered as part of our development. We are seeking to ensure that the overall development supports wider biodiversity enhancement objectives through the creation of significant new landscaped open spaces as part of the scheme.



Technical matters

Transport and Highways

Careful consideration has been given to ensuring safe access to and from the site for pedestrians, cyclists, and vehicles, in line with the approved Outline planning permission. The trip generation associated with the development was assessed and approved as part of the Outline planning permission.

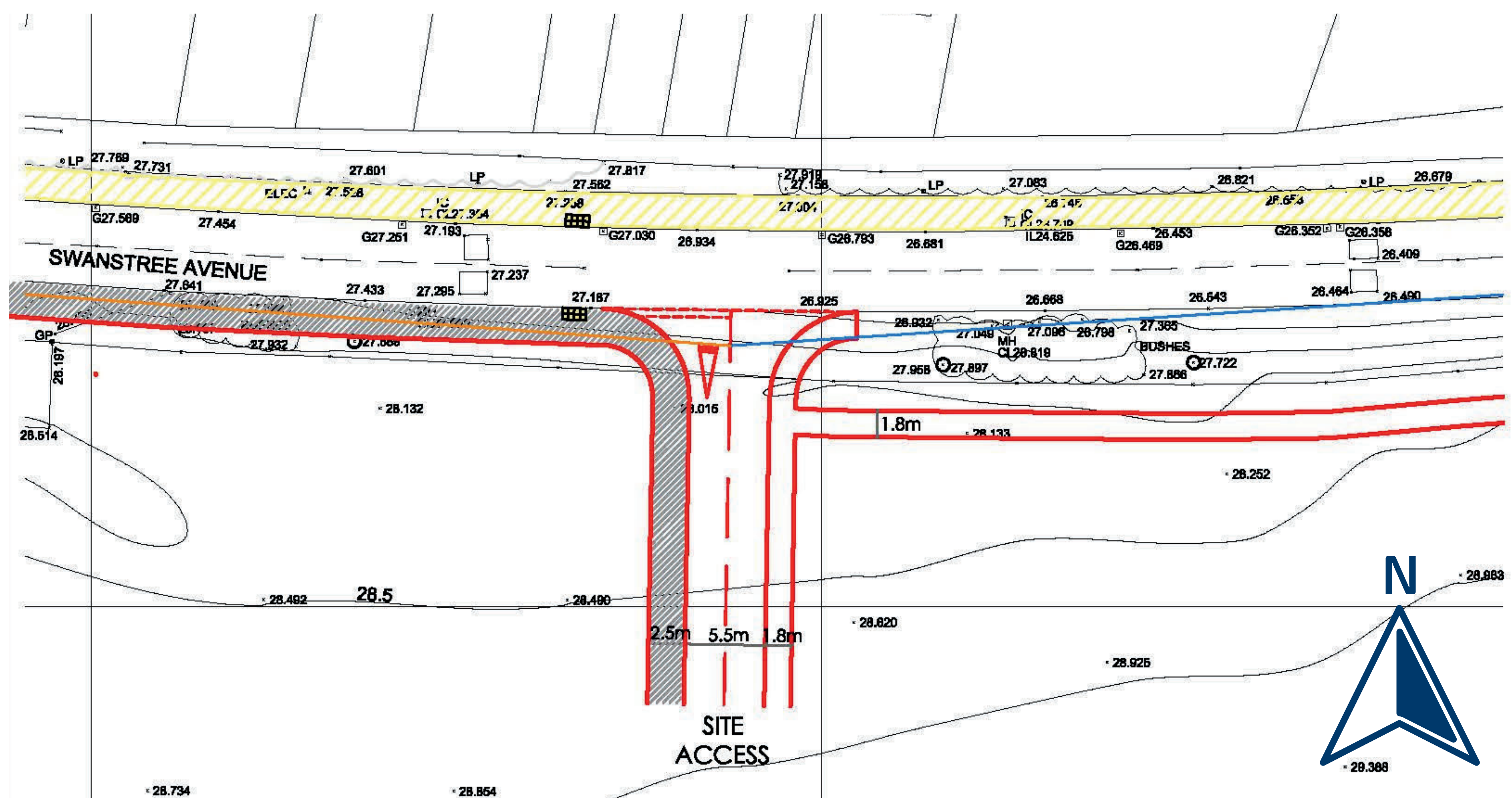
Several off-site improvements will be made, including a number of new crossing points along Swanstree Avenue and a new cycleway/footway on the southern side of Swanstree Avenue (north western boundary of the site).

S106 contributions will also be made towards the following schemes:

- Highsted Road pedestrian footway and safety scheme (£182,434)
- Highway improvement works to A2 / Rectory Road signalised junction (£14,339)
- Highway improvement works to A2 / Swanstree Avenue junction (£15,376)

On-site, a dedicated pedestrian footway network will be provided, ensuring that pedestrian movement through the site is both direct and safe. This network will promote accessibility and ensure safe routes for all users, enhancing connectivity within the site and with surrounding areas.

Parking is to be provided in accordance with Swale Borough Council's Parking Standards.



Sustainability

All homes will be energy efficient properties, designed to meet EPC A energy rating. Homes will incorporate sustainable features including:

- Renewable heat pump technology
- EV charging facilities to every home
- Solar PV panels

INDICATIVE RENEWABLE TECHNOLOGY



Planning

The site benefits from Outline planning permission granted at appeal (on 5th May 2023) under application reference 21/505498/OUT (Appeal reference APP/V2255/W/22/3311224).

This application sought permission for 135 dwellings, public open spaces, landscaping and a sustainable drainage system (SuDS). Allied to this, the accompanying legal agreement (s.106) secured 30% affordable homes. These included a mix of affordable rent and shared ownership.

The Outline permission establishes the principle of developing the site for housing with the access to the site approved in detail.

Whilst the site was not allocated in the adopted Swale Local Plan, the Outline proposals were allowed at appeal as the Council could not demonstrate a 5-year housing land supply.

The Inspector concluded that the proposals would deliver substantial benefits which were weighed in favour of the proposals, including the provision of much needed housing, open spaces and green infrastructure, economic benefits from direct and indirect jobs created by the proposals, improved pedestrian and cycle connections and gains in biodiversity

We will therefore be submitting a Reserved Matters application pursuant to the approved Outline application, for the design, layout, appearance and landscaping of the residential areas and for the public open spaces.

The delivery of this site will provide a sustainable and cohesive addition to Sittingbourne that is crucial to meeting identified needs of affordable housing within the area.

Project timescales

Site Enabling Works (Surveys) Ecology, archaeology, fencing and ground investigations	March 2025
Reserved Matters Planning Application Submission RM planning application to the Council	April 2025
Commencement of s278 Highway/Access Works	October 2025
Commencement of Main Infrastructure Works Start of main infrastructure works to form development platform for housing	October 2025
Start on Site Commencement of main housing works	January 2026
Completion Site completed and residents begin moving in	October 2027

Summary

Our vision is to create a cohesive and sustainable new development in Sittingbourne by:

- The creation of a landscape-led development that is sensitive to the surrounding area.
- Providing high quality, energy efficient new homes for a wide range of occupants to meet pressing local housing needs.
- Provision of new areas of public open space carefully designed within the existing landscape.
- To create a strong sense of place with a high quality design approach that is compatible with the surrounding area, with design links to its agricultural past.
- Retention of existing trees and hedgerows (where possible) around the edges of the site and extensive new planting to improve ecological benefits.

We welcome your views on the information displayed today as we work to bring this development forward, we kindly ask you to complete one of our feedback forms.

Should you have any further thoughts or comments after this exhibition, we would be delighted to hear from you.

hello@chartwaygroup.co.uk

Thank you

