

01. INTRODUCTION AND BACKGROUND



- The wider Eastern Quarry site has Outline planning permission for up to 6,250 dwellings
- The approved masterplan identified three villages; Western Village, Central Village and Castle Hill
- Consent has been granted for the Area Masterplan and Design Code for Ashmere. These documents set approaches and standards for the quality of development over future phases and subsequent Reserved Matters applications.
- The proposals for Phase 2 follow engagement with EDC officers, and the purpose of this exhibition is to show residents and stakeholders the current proposals and to gain feedback on the proposals in respect of the layout; appearance; scale and landscaping.



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02. STRATEGY

Height



Tenure



Typology



- The proposals offer a range of new homes from 1 bed apartments to larger 4 bedroom family houses.
- 4 storey buildings create 'gateway' buildings at the site entrance from Fastrack
- Lower 3 storey apartment buildings and houses define the new Neighbourhood Green at the heart of the development.
- New homes offer a range of Affordable Rented, Shared Ownership and Private Sale dwellings

03. CHARACTER AREAS - FARMLAND HERITAGE ZONE



- The Barn Apartment Buildings form a gateway to the site from the Fastrack Tunnels
- New 'Farmyard' inspired spaces with rural architecture inspired buildings create informal residential areas.
- Barn style buildings sit over a farm yard wall.
- The informal 'yard' a focal tree, hard paving and parking between area of soft landscape.



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04. CHARACTER AREAS - SECONDARY AND TERTIARY STREETS



- The secondary street offers a tree lined avenue with repeating gable forms and key marker buildings
- The Tertiary Streets offer urban built forms with a playful architectural language that references the cliffs and is unique to Ebbsfleet.



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05. CHARACTER AREAS - NEIGHBOURHOOD GREEN AND COMMUNITY STREETS



- The Neighbourhood Green offers a local amenity space for residents, and provides direct connections to the cliffs and peripheral landscape. The built form defines the space and key views to the cliffs.
- The community streets provide spaces which are landscape and pedestrian focused, offering opportunities for doorstep play and community interaction.



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06. APPEARANCE

Secondary Street



Secondary Street



Community Street



Neighbourhood Green



07. DESIGN APPROACH

Building Heights



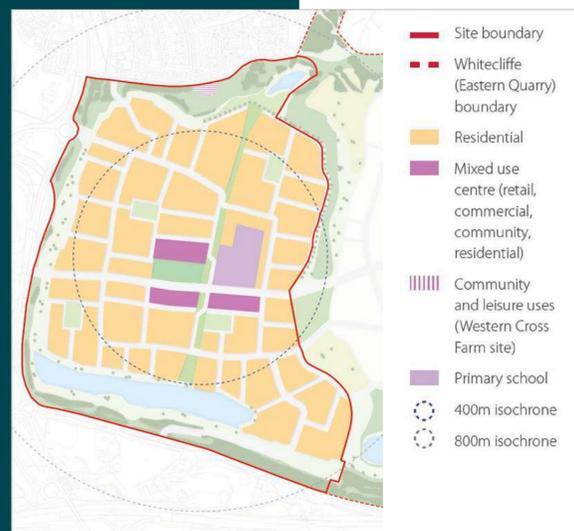
Character Areas



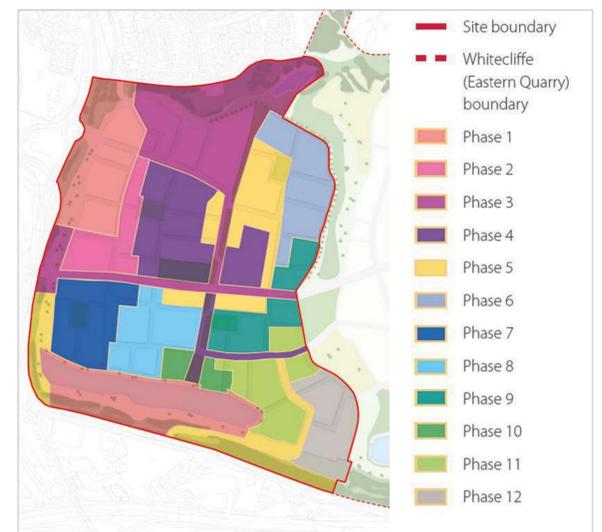
Fast-Track



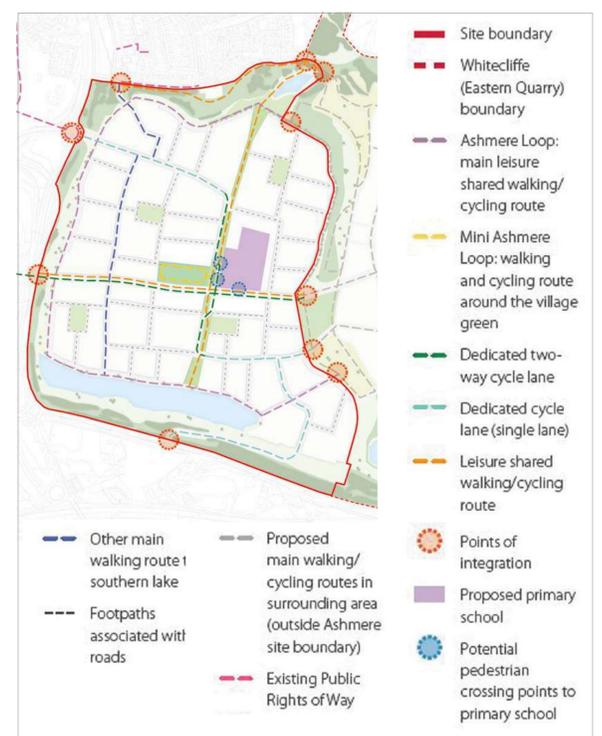
Land Uses



Phasing



Movement



Building heights

The majority of the development is 2-3 storeys to reflect the desire for family housing. Taller buildings are used in key locations; such as around the village green to create a more positive relationship between the buildings and this significant public open space.

Character areas

Five character areas are proposed across Ashmere. "Farmland Heritage" is inspired by traditional Kentish farmsteads; "Industrial Heritage" references the site's history as a quarry through more "mechanical" built forms; and, "Waterside Heritage" offers contemporary interpretations of wharf-style architecture.

The "Urban Ashmere" character and the "Ashmere Green" character area reflect the orthogonal form and fine grain typical of many Roman-origin settlements in Kent and include the mixed use centre and the village green.

Fastrack

A key part of Eastern Quarry's sustainable movement strategy is the extension of the Fastrack Bus Rapid Transit system which serves Kent Thameside. The new route is intended to provide direct access to Bluewater Shopping Centre to the west and Ebbsfleet International railway station to the east, passing through the centre of Ashmere.

Land uses

In line with the objective to create a walkable, sustainable development, the development contains a mix of uses to ensure that it is largely self-reliant. The majority of the development is residential, with a "Civic Hub" at the centre of the development which includes a primary school and a range of retail, employment and community uses for the benefit of existing and new residents.

Movement

The main leisure route for pedestrians and cyclists is the "Ashmere Loop" that runs around the perimeter of the development. A shared use path also runs north-south from Craylands Gorge to the north through the Green Lung and to the southern lake. To encourage active lifestyles from a young age, potential locations for crossing points to the primary school will be located along the primary street and Fastrack to encourage students to use safe walking and cycling routes through public open spaces.

Phasing

The early stages of development will start in the northwestern corner of the site and move south in order to create a strong gateway into the development and support the delivery of Fastrack. Non-residential elements, such as the mixed use centre and primary school, will be provided at the same time as the development in the phase in which it is to be provided (e.g. currently Phase 4 for the mixed use centre and primary school). The progress of earthworks is a major influence on the phasing strategy and the phasing plan presented here should therefore be treated as indicative.

08. APPEARANCE



- Submission of Application to EDC – April 2020
- Application Consultation Period – April/May 2020
- Application Determination – August 2020



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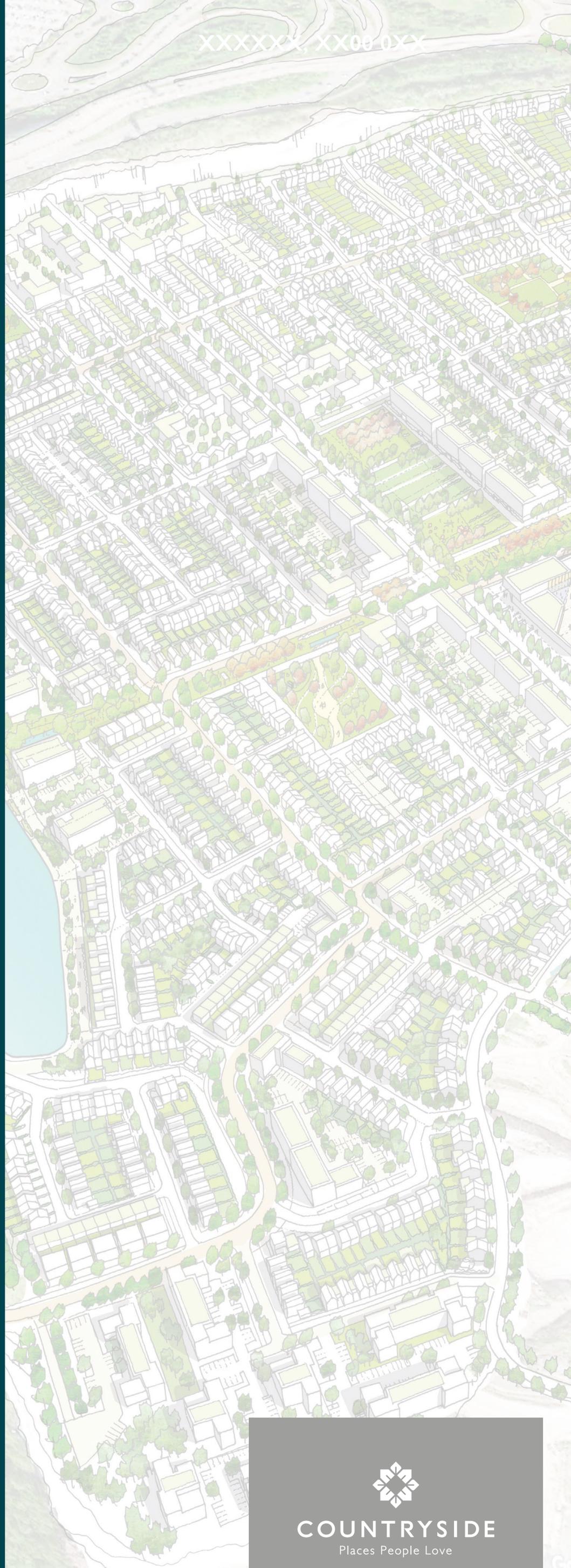
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WELCOME

This exhibition has been prepared to provide information and seek comments on our proposals for Phase 2 of Ashmere in Eastern Quarry.

We hope this exhibition gives you the opportunity to share your views and comments on our proposal for the development. Your feedback will help us shape our emerging scheme and inform a future application submission to Ebbsfleet Development Corporation.

We are here from 3pm until 7pm and our project team is happy to answer any questions you may have.



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