



ARTISTS IMPRESSION

# Welcome

## Chartway Partnerships Group welcome you to their Public Consultation on proposals for a residential/landscape led development at Friday Street Farm, Eastbourne comprising:

- 250 homes – including range of 1, 2, 3 and 4 bedroom houses and apartments, together with affordable homes available for rent and shared ownership;
- 13 of the plots will be offered as self-build or custom build;
- New access off Pennine Way;
- Provision of new sports pitch and associated parking;
- Children's play areas;
- Creation of allotments;
- Dedicated car parking for the development;
- New open space and landscape buffers.

Outline planning permission was granted in July 2022 by both Wealden District Council and Eastbourne Borough Council under references WD/2020/1391/MAO and 190706 for the principle of a 250-home residential development at the site. Our proposals will develop the detail of the homes and landscape elements of the approved outline scheme, which we intend to submit to the Council for approval later this year.

The scheme has been carefully designed to introduce a balanced and sustainable addition to the communities of Eastbourne and Wealden providing new housing, open space and sporting facilities.

**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 residential home builder, developing new homes and communities in partnership with Fund Managers, Housing Associations and Land Owners across South East England.

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.



### Conningbrook Lakes, Ashford

Working with Clarion we delivered 300 waterside homes set within Conningbrook Lakes Country Park near Ashford.



### Alkerden Gateway, Ebbsfleet

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



### Whitstable Heights, Whitstable

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



### Spring Acres, Bapchild

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



### Forstal Mead, Coxheath

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



### Pebblegate Place, Sandwich

Working with Town & Country Housing Group and our Westerhill Homes, we have developed 56 homes for private sale and affordable housing.



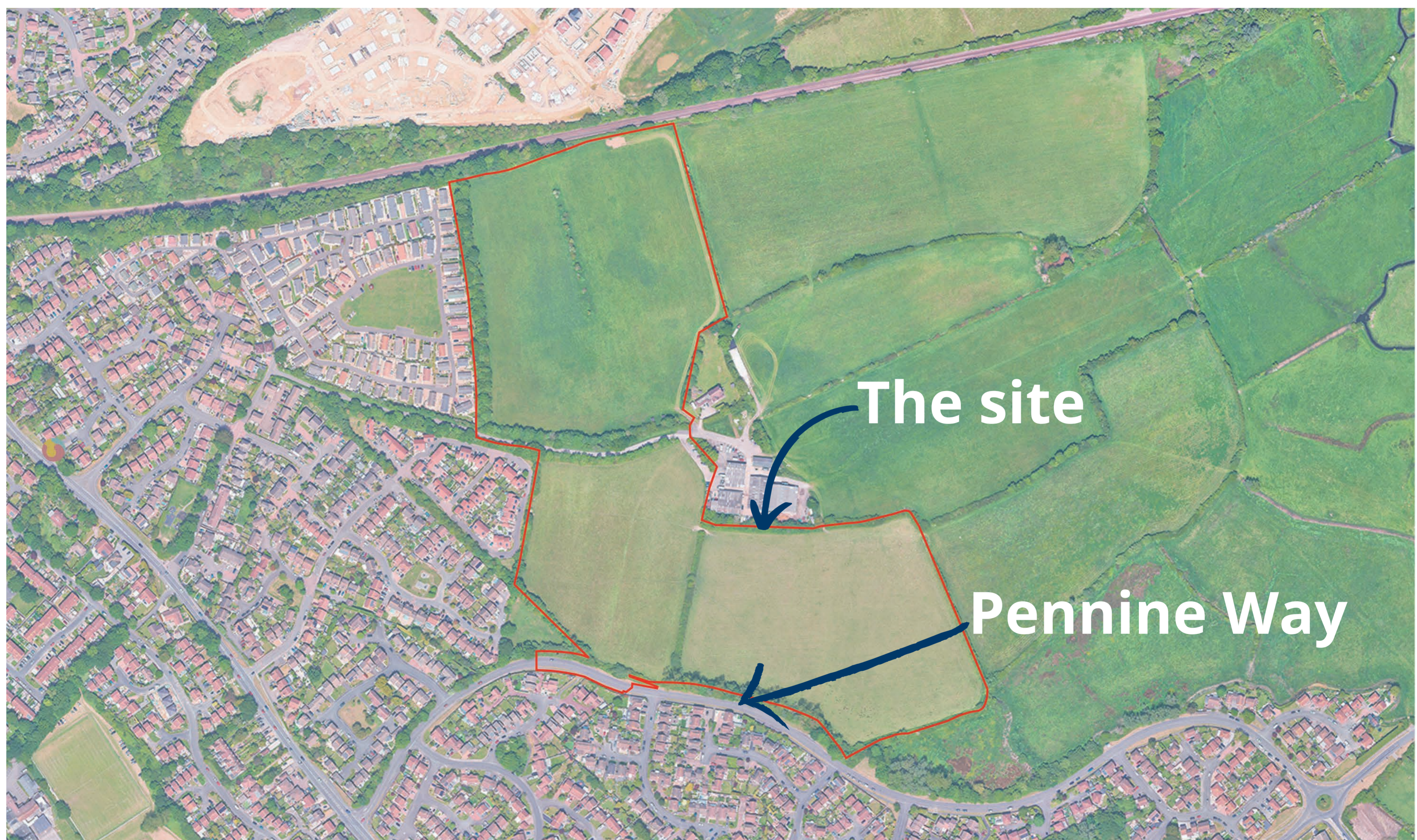
# The site

The site is situated to the south east of Stone Cross, west of Westham and northeast of Langney and Eastbourne.

The site extends to circa 14.9 ha (36.8 acres) and includes 3 parcels of land. Most of these fields comprise grazing land, which includes rough grassland and scrub. Many of the fields boundaries are demarcated by hedgerows and occasional trees.

Friday Street Farm house, outbuildings and a group of existing agricultural industrial buildings are located immediately adjacent to the eastern boundary of the site. The farm complex is accessed via a farm track connecting the site to Oak Tree Lane. This is to remain unaffected by the proposed development.

To the south of the application site is Pennine Way and an area of residential housing. Residential development borders the site to the west. To the north is a railway line, and beyond this, the site is currently being developed for housing.

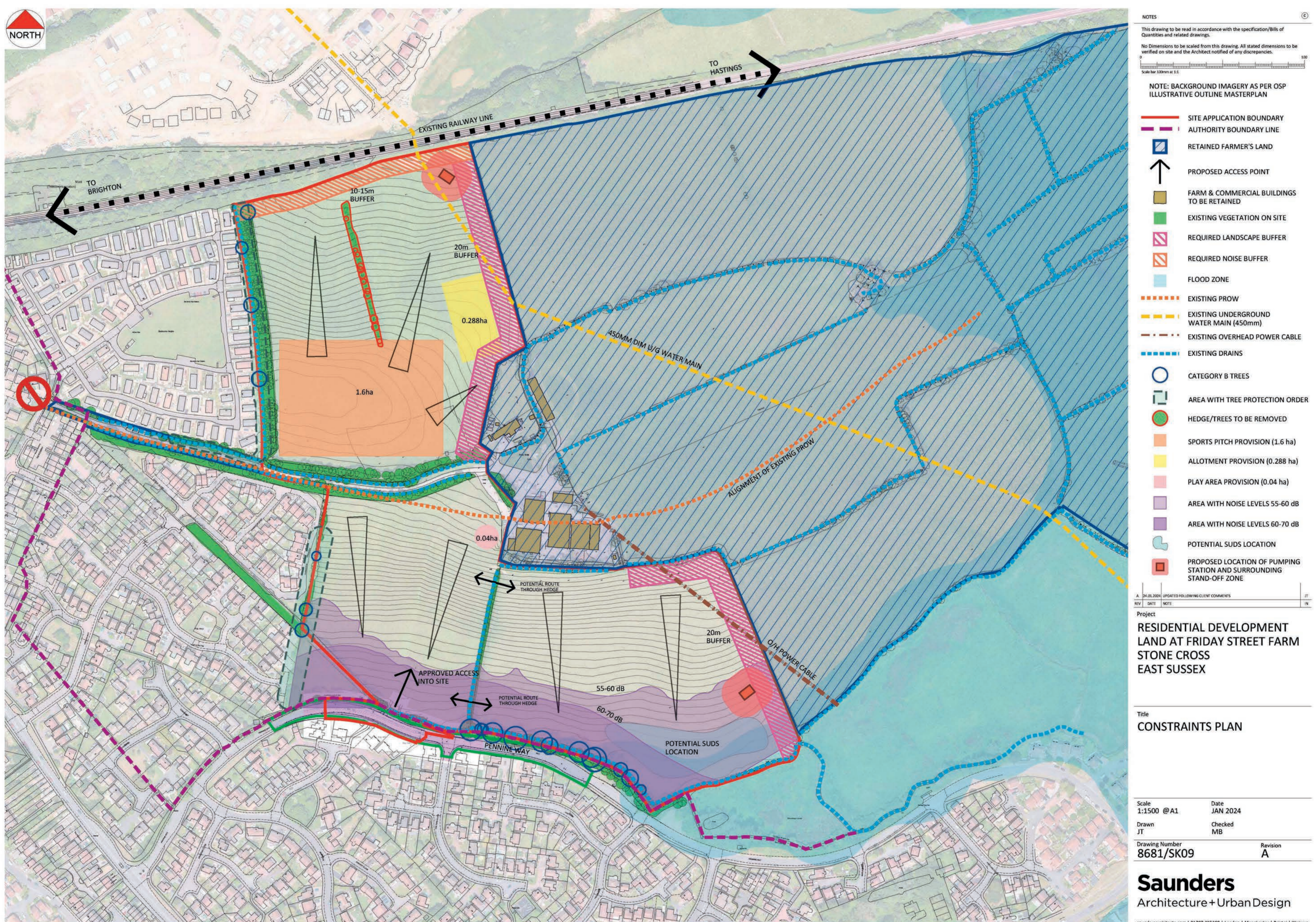


# Opportunities and constraints

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 incorporated into the emerging development proposals; these are set out in the key plan below.

The site is adjacent to existing residential dwellings located to the south and east. The majority of buildings are of a traditional appearance with some more recent developments introducing a more contemporary approach.

Heights of buildings are predominantly 2 storey with some instances of 3 storey apartments evident within more recent developments. Materials are commonly red brick and red roofing tiles with some instances of render to walls and contemporary timber cladding to more recent developments.



# Our vision

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

- Creating community assets in the form of open space for use by the existing and future communities within the area.
- Landscape-led development that seeks to integrate the proposals within the surrounding landscape in a sensitive manner.
- Introducing opportunities for social activities that promote health and well-being such as walking, cycling and play.
- Providing high-quality energy efficient new homes for the community through a range of types, sizes and tenures to meet the housing needs of the area.



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



A safe and dedicated access to the development off Pennine Way.



Improved and dedicated pedestrian and permeability around the site, with connectivity between the new development and the existing.



Provision of outdoor play allowing children to develop confidence, independence and self esteem.



Provision of new sports pitches for use by the new and existing communities.



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



Landscape-led development that seeks to integrate the proposals within the surrounding landscape in a sensitive manner.



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



Allotments that allow residents to grow and eat their own food, inspire a sense of community and encourage exercise and mental health benefits to the local community.

# Masterplan



# Masterplan

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

- **Access** – creation of strong frontage running within the development site parallel to Pennine Way, to ensure pedestrian access is prioritised through this space in all directions.
- **Desire Lines** – identify pedestrian links around and within the site to ensure good permeability through the development.
- **Street framework** - Creation of a street hierarchy to ensure legible movement through the development, from main access routes, secondary streets and residential cul-de-sacs.
- **Key spaces** - Opportunity for creation of key spaces throughout the development to aid legibility and interest.

## Housing Design

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

The images on the right, show indicative vignette pictures of some of the proposed residential areas centred around key open spaces within the development site



# Landscaping

**A total of over 2.5ha of designated open space is proposed in the form of orchards, wildflower meadows, urban square and playing fields.**

**The landscape objective for this development is to ensure a high quality and sustainable environment is delivered.**



## **This will be achieved by:**

- Incorporating tree-lined streets with the site's layout, contributing to the greening of the development and enhancing the quality of the streetscape.
- An urban square with feature paving and street furniture alongside native planting providing a contemporary focal point.
- Implementing meandering pathways alongside swales that traverse the development, linking green spaces with residential areas, and creating appealing walkways and exercise routes for all ages.
- Designing dedicated allotment space and an orchard grove with berry walks providing residents with opportunities to have a closer connection to nature. These spaces will not only offer a hands-on experience in food cultivation but also serve as educational resources for both adults and children, fostering a deeper understanding of food origins.
- Proposed 20M buffer of mixed, native tree and shrub planting along the eastern edge of the site to protect the views.
- 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.
- Incorporating Sustainable Urban Drainage System (SUDS) attenuation ponds throughout the site, which will be thoughtfully landscaped with a mix of native aquatic plants. These SUDS features will not only manage water effectively but also serve as educational platforms. Three viewing points with educational boards will encourage residents to learn about the local flora and fauna.





# Technical matters

## Transport and Highways

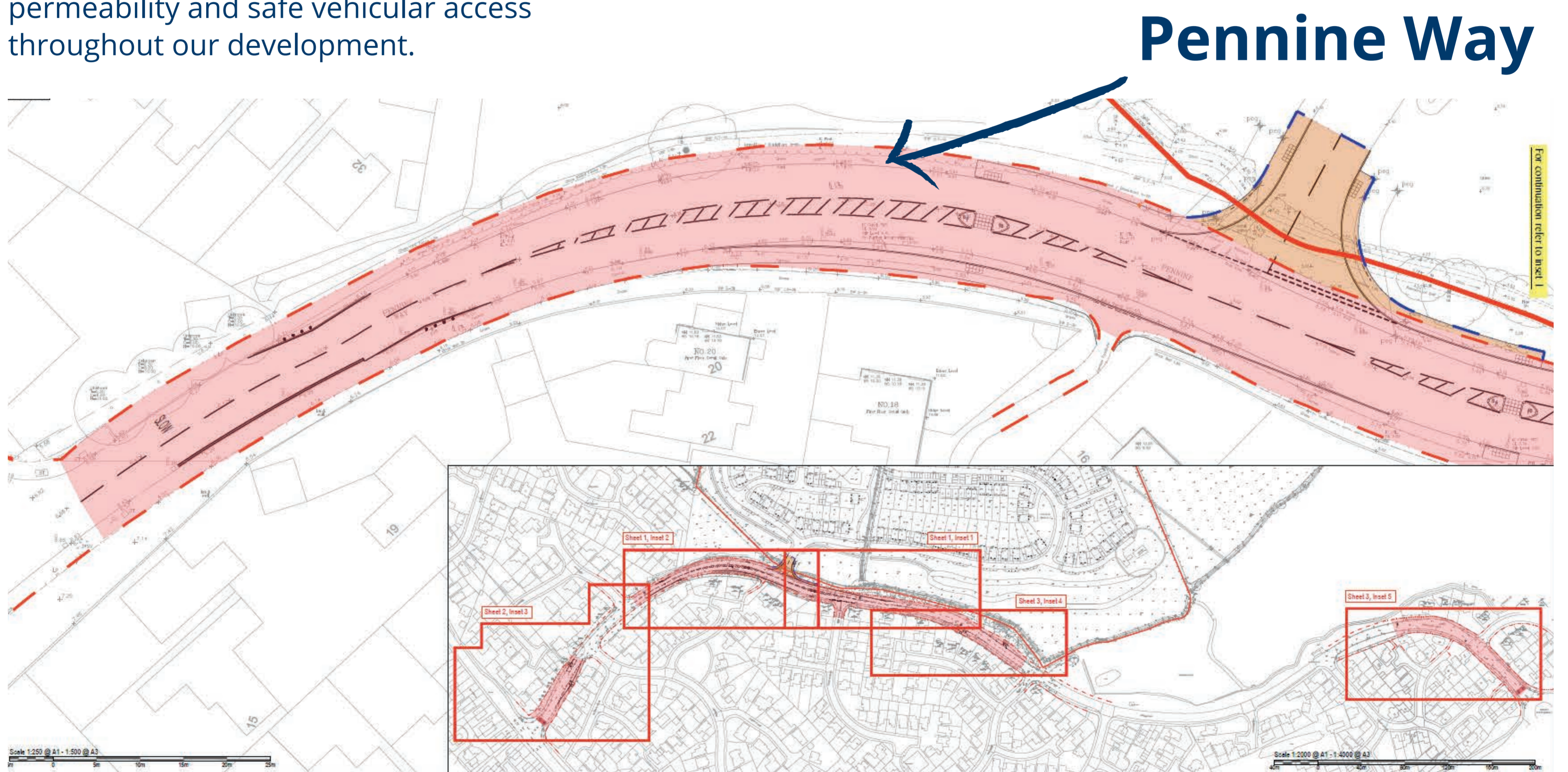
Careful consideration has been given to the arrangement of safe access and egress to the site for pedestrians, cyclists and road users through the determination of the approved Outline Planning Permission. The site will provide a number of offsite improvements including highway safety and bus stop upgrades. Roads within the development are being designed to 20mph to support low traffic speeds and shared use of roads by cyclists.

The existing public right of way that crosses the site will remain unaffected by the proposals and will be incorporated into the proposed scheme.

Detailed design work for the residential development and open spaces, is being considered by the project team as part of the emerging layout to ensure suitable pedestrian permeability and safe vehicular access throughout our development.

## 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 is 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.



# Landscaping



- KEY**
1. Existing Public Right of Way.
  2. Proposed Garden Areas.
  3. Proposed Sports Pitches, in accordance with policy SWGA 48.
  4. Vegetation along existing PRoW would be reinforced with new, mixed native tree and shrub planting.
  5. Proposed area of equipped play- 1600sqm Equipped Play area
  6. Proposed allotments.
  7. Areas of amenity grass would be enriched with wildflower meadow and bulb planting to enhance biodiversity and create seasonal interest
  8. Berry walks with native fruit bearing shrubs
  9. Proposed 20M buffer of mixed, native tree and shrub planting along the eastern edge of the site in accordance with policy SWGA to protect residential areas to the east and longer views.
  10. Proposed surface water attenuation storage basin would be connected into series of swales and wetlands which would provide a publicly accessible area of open space and a soft, green entrance to the site
  11. Proposed pocket square.

Woodland buffer with swales

Pocket Sq- To be designed as multi-functional, not only for circulation but initiating social interaction and play.

Allotment beds

Tree line street

Play area

Orchard- A traditional orchard, a mix of native fruit growing such as cherry, apple and pear

A hierarchy of a primary route and secondary lanes and connection to nearby PRoW and footpaths provide variety and the opportunity to explore the landscape.

Existing hedgerow to be retained.

Active Landscape Spine- north-south connecting corridor through Orchards, berry walks and wildflower meadows with nature trails and play areas.

Walking trails with benches along SUDs.

Woodland- Establish strategic ecological connections & enhance biodiversity

Meadow- will feature native plants, attracting wildlife, support pollinators and offer a changing view through the seasons.

Woodland Buffer with walking trails

Local Area Play

Castle Bolton

Camforth Crescent

Pennine Way

Friday Street Farm

Public Right of Way

Incidental Play

# Technical matters

## Drainage and Flooding

A Surface Water Drainage Strategy is being produced for the site to ensure that the surface water discharge is managed appropriately and not increased on-site or off site as a result of the development. The proposed development will incorporate a Sustainable Urban Drainage System (SuDS) which will discharge surface water to the watercourse onsite at a rate restricted to mimic the existing greenfield runoff. The system will also provide storage for all storm return periods up to and including the 1:100-year rainfall event with an allowance for climate change.

SuDS help to manage peak runoff after rainfall with the purpose of preventing flooding. They work by mimicking natural drainage on undeveloped land. For land that has no development, the surface water would usually be absorbed into the soil. However, this is not always possible on developed land which is why SuDS are put in place.

## The benefits of SuDS include:

- flood risk management – reducing the risk of flooding from development;
- water quality management – reducing the impact of diffuse pollution;
- improving amenity and biodiversity – the integration of green infrastructure with SuDS solutions can help to create habitats, recreational and biodiversity areas;
- water resources – SuDS can help to recharge groundwater supplies and capture rainwater for re-use purposes;
- community benefits – attractive, well designed public open space that incorporate SuDS can help to create better communities through social cohesion and quality of life improvements;
- recreation – multi-purpose SuDS components can not only manage surface water, but also act as sports/play areas; and
- enabling development – SuDS can help to free up capacity in already established drainage networks, and the provision of SuDS can often be a prerequisite of planning permission.



The Surface water runoff from the development will drain to the existing watercourse onsite via a series of attractive landscaped basins, ponds and swales within the open space areas of the site. These features will be incorporated into their surroundings to provide amenity for the residents and promote ecology and biodiversity whilst providing pollution and water quality benefits before surface water is discharged.

The naturalistic environment created by this green infrastructure will provide a useable and sustainable drainage system which will benefit users of the site and its surroundings.

# Sustainability

All the homes will be energy efficient properties to maximise sustainability using a fabric-first approach to comply with Building Regulations (AD-L) Compliance data such as:

- Ventilation - continuous extract system
- EV Charging to every home
- Access to Recycling facilities
- All-electric heating and hot water using high efficiency Air Source Heat Pump technology
- Solar PV arrays
- Access to battery technology
- By introducing a smart-grid or smart home technologies, the performance and efficiency of the homes can be improved



# Planning

The site benefits from Outline Planning Permission (granted on 22nd June 2022) under application references WD/2020/1391/MAO and 190706.

The application was cross boundary, with the site access lying in Lewes and Eastbourne District and the main development area within Wealden District.

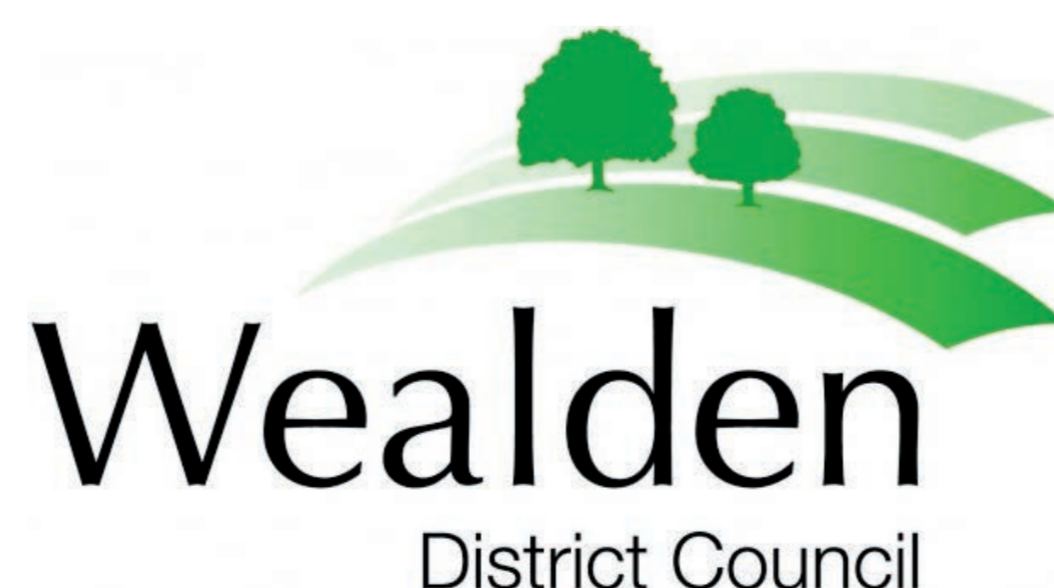
This application was for 250 dwellings, a sports pitch, children's play area, access off Pennine Way, landscaping, community orchard and allotments. Allied to this, the accompanying legal agreement (S106) secures 35% affordable homes (88 homes), split 80:20 between affordable rented and shared ownership homes.

Of the 250 homes, 5% of the total number of plots (13 homes) are also to be self-build or custom build plots.

The Outline permission firmly establishes the principle of developing the site for housing, including associated transport movements.

We will be submitting a Reserved Matters Application pursuant to the approved Outline application, for the design and appearance of the residential dwellings and extensive new areas of public open space.

The delivery of this site will provide a sustainable and cohesive addition to Eastbourne and Wealden that is crucial to meeting identified needs for market and affordable housing.



# Project timescales

<p><b>Site Enabling Works</b></p> <p>Ecology, archaeology, fencing and ground investigations</p>	<p>Commenced December 2023</p>
<p><b>Reserved Matters Planning Application Submission</b></p> <p>RM planning applications to Wealden District and Lewes &amp; Eastbourne Councils</p>	<p>May 2024</p>
<p><b>Commencement of Road Infrastructure</b></p> <p>Construction of the main site access off Pennine Way</p>	<p>September 2024</p>
<p><b>Commencement of Main Infrastructure Works</b></p> <p>Construction of main internal roads and foul/surface water drainage within the site</p>	<p>February 2025</p>
<p><b>Start on Site</b></p> <p>Construction of foundations for first houses</p>	<p>June 2025</p>
<p><b>Completion of Open Space</b></p> <p>Sports pitch, allotments, children's play area and open spaces</p>	<p>May 2028</p>
<p><b>Completion of Works</b></p> <p>Anticipated completion of works</p>	<p>June 2028</p>



# Summary

**Our vision is to create a cohesive and sustainable new development at Friday Street Farm, Eastbourne by:**

- Delivering community assets in the form of new areas of open space, integrated in a sustainable and sensitive manner with the existing infrastructure.
- Providing high quality energy efficient new homes for a wide range of occupants to meet local housing needs.
- Dedicated new sports pitch and children's play equipment.
- Provision of extensive areas of new public open space carefully designed within the existing landscape.
- A dedicated access to the development for vehicles.
- Allotments that allow residents to grow and eat their own food, inspire a sense of community and encourage exercise and improve people's quality of life within the local area.
- Retention of existing trees and hedgerows around the edges of the site and extensive new planting to improve ecological benefits including a new community orchard.

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

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

[hello@chartwaygroup.co.uk](mailto:hello@chartwaygroup.co.uk)

# Thank you

  
**SCAN  
ME**





**WESTERHILL**  
HOMES BY CHARTWAY

**At Westerhill Homes we pride ourselves on our experience and expertise in developing and building new homes. Our team have a wealth of expertise in the New Homes sector spanning 35 years and because we are developers ourselves we understand all the hard work that goes into creating neighbourhoods that deliver not just quality homes in beautifully landscaped surroundings but new communities where people come together and have a sense of ownership with their environment. We understand the design and delivery process from start to finish, we understand selling new homes.**

## **Design**

Part of the award –winning Chartway Partnerships Group, Westerhill Homes design and build new homes that reflect the heritage and the local vernacular of the areas that we develop in. We take into account local materials and design features, ensuring we respect the identity and character of a neighbourhood.

## **Sustainable Development**

Sustainable development is at the heart of what we do and all our schemes are well considered to provide and support the economic, social and environmental needs of the local area and smaller surrounding communities.

## **Build**

We are 100% committed to quality and delivering homes that our customers are proud to call home. We use local contractors and suppliers and our site project teams believe in the product they are building and strive to always meet the expectations of our customers. We are members of the House Builders Federation and all our developments are part of the Considerate Constructor scheme.

## **The Local Community**

We are committed to providing homes which the local community need, contributing money to local councils where we are building new homes, which could be contributions to support local services. Our aim is to promote and nurture the community on each development, as well as create pleasant open spaces. We install community notice boards for residents to and local groups to share news and information.



Please visit our website to find out more about Westerhill Homes and the homes we build for customers across South East England.

[www.westerhillhomes.co.uk](http://www.westerhillhomes.co.uk)