



Client

Crest Nicholson

Site

Dartford

Role

Architect, Town Planner

Value

£10m+

Project

New build development of private and affordable housing

OVERVIEW

Pellings were appointed as Town Planning Consultants and Architects to assist Crest Nicholson with the development of a suburban site in Dartford for open market sale, together with an element of affordable housing.

As part of the planning consultation process a public exhibition was held to which local residents were invited. They were shown a layout of the proposals and their views were canvassed. Extensive 3D modelling was used to demonstrate the suitability of the proposal.

Our aim has been to create a scheme that will be visually harmonious with the surrounding neighbourhoods, not compromise the privacy of neighbouring properties, and promote a feeling of safety. It was therefore important when developing the layout to consider the scale, street patterns and local materials of the surrounding area.

An area of Homezone has been designed at the northern end of the site. Homezones are residential streets where people have priority over drivers. The area will be demarcated by high quality hard paving, surface colours, texture and street furniture. This encourages pedestrian use of the space, contributes to surveillance and improves social interaction.

The project will deliver a modern, high quality residential development that makes optimum use of the site on which it is built. In addition, the extremely high design standard ensures a new addition that will enhance the character of the area.

HEATH LANE, DARTFORD

