



Horsted Phase 2

Client
Countryside Properties

Brick type
Chelsea Smoked Red

Location
Chatham, Kent

Sector
Residential



The Challenge

The Horsted development in Chatham, Kent, was to provide for a range of housing suitable for its suburban context. Incorporating a mix of two and three storeys, properties ranged from one and two-bedroomed apartments through to two to four-bedroom family homes with gardens, parking and garages, all set with an attractively landscaped setting of shared surface with pedestrian priority zones.

The Solution

The development incorporates 169 houses, 111 apartments, 9 coach houses and 63 affordable extra-care accommodation

The design has been carefully crafted to create a relationship with the surroundings, with the choice of brick being key to achieving this objective. The combination of smooth red stocks and subtle and heavily creased soft mud bricks provide a pleasant aesthetic, alongside a combination of red, brown and occasional black slate roof tiles to give added variety.

Chelsea Smoked Red brick from the Ecostock range was the brick selected for this development.

Projecting Flemish bond panels and recessed soldier courses create modelling and depth within the elevations of each block and enhance the overall character of the scheme.

The Benefits

The site strikes a good balance between communal and private space, with the choice of brick adding warmth and connection to the surrounding environment.

The brickwork contributes to achieving a high-quality finish. This project won the Large House Builder category in the 2018 Brick Development Association's annual Brick Awards.



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