



Brick type: Chelsea Smoked Red
Dark Moccocan Smooth
Location: Horsted Way, Chatham

Project Architect: Proctor and Matthews
Developer: Countryside Properties

The houses feature an unusual two and half storey 'farmstead' design and showcase an impressive original protruding brick feature.





Horsted Park

The first houses on an innovative and exclusive mixed tenure housing scheme have been completed in Kent using Forterra's Chelsea Smoked Red bricks and Dark Moroccan Smooth.

Countryside Properties' Horsted Park project in Chatham, Medway, demonstrates architectural innovation at its best. The houses feature an unusual two and half storey 'farmstead' design and showcase an impressive original protruding brick feature.

Designed by architects Proctor and Matthews, the homes take their cue from the rural vernacular of Kent farmsteads to capture the spirit of a Kentish village with a noticeably contemporary twist. The completed development will create a series of squares and courtyards with dwellings arranged around them. Horsted Park will offer a good mix of new homes and provide over six and a half acres of open space – about 30 per cent of the total site.

To date one two, one three and one four-bedroom house have been completed as well as a marketing suite. They use Forterra's Chelsea Smoked Red brick which offers the perfect balance of structural properties and red colouration. Tarnished with blackened flashes, the coarse-textured brick gives each house an earthy character that naturally correlates with the established area.

These bricks have also been used in feature sections around first storey windows where they protrude by 100mm to create a new, contemporary dimension to the properties which gives light and shade to the façade.

Chelsea Smoked Red is also part of Forterra's Ecostock™ range manufactured at the company's £50 million Measham factory, which uses ground-breaking technology in sustainability and production efficiency to offer advanced colour consistency, dimensional accuracy and quality.

The properties also feature another Forterra brick, Dark Moroccan Smooth. This rich chocolate-stained brick has been split to expose the rough broken surface and used to create distinctive textured patterned panels at ground floor level windows. Both bricks are complemented by the use of a lighter natural mortar.

"The use and choice of brickwork was an essential element of the design to give colour, texture and pattern to the buildings," said architect Andrew Cadey.

"As two earlier proposals for the former Mid Kent College campus site had been turned down, it was vital that the bricks chosen worked with the blend of architecture used and met the approval of Medway Council. "Forterra's Chelsea Smoked Red and Dark Moroccan Smooth ticked all the boxes and we were very impressed with the speed of response and level of service we received from Forterra."

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Pictures courtesy of Countryside Properties