

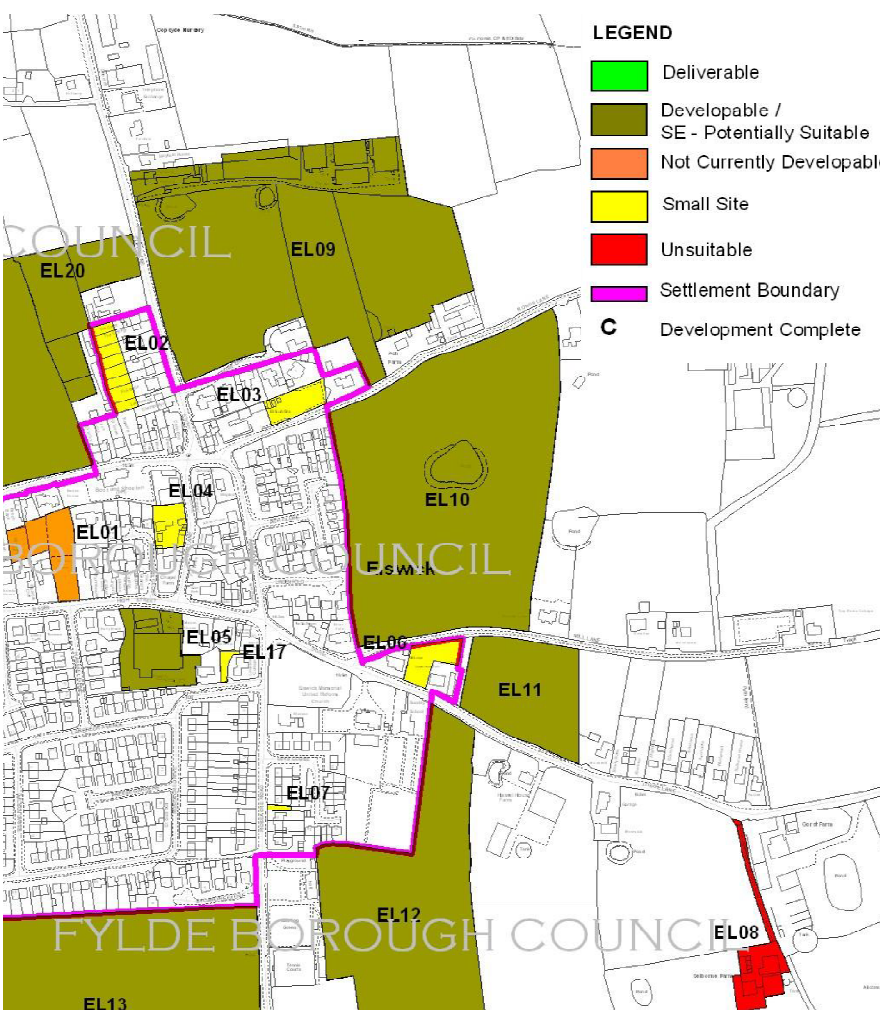
The Proposal

Story Homes is progressing plans for the proposed development of approximately 100 homes on the Land North of Mill Lane, Elswick. The Site would create a sustainable and integrated development providing the local community with a range of high quality homes. The proposal would also make an important contribution to the district’s housing supply.

Need for New Homes

In Fylde, the housing land supply stands at 4.3 years, below the minimum 5 year housing land supply requirement. Therefore, there is an imminent need to provide more housing within the Borough.

The emerging Fylde Local Plan 2032 sets a minimum housing requirement of 7,700 dwellings, to be delivered between 2011 and 2032. Elswick is identified as a Tier 1: Larger Rural Settlement and is regarded as a sustainable settlement for growth. The emerging Local Plan sets a minimum requirement of 140 additional dwellings in Elswick over the plan period. The proposal will help the Council meet its housing requirements and address its historic under-delivery.



The Council has identified this Site as potentially suitable for development



View looking towards the central pond from the site access



View from the pond looking towards the access point and the spire of the church behind the trees



Application Boundary



View of Mill Lane lined with trees.



View of Hawthornthwaite Fell and Fair Snape Fell from the site.



Panoramic view of the site.

Who are Story Homes?

We are a family grown business with almost 30 years of experience in developing land and communities. Since 1987, we have evolved into one of the most respected and well known companies in the North of England thanks to our traditional designs, our ability to sensitively plan and build developments that retain the character and style of an area, our customer service and our attention to detail.

Why are we the Builder of Choice?

- We try to employ local contractors;
- We use local materials wherever possible;
- We are a good neighbour in the communities where we develop;
- We build beautiful homes which will continue to look great in years to come;
- We develop schemes that enhance communities; and
- We collect detailed feedback from our customers and identify any action areas for improvement.

What Makes us Different?

- We recognise the value of consultation and engagement in the development process;
- We always encourage comments and feedback on our plans; and
- We address future needs through our developments.

If you would like more information about our proposals, please visit the Land & Planning pages at www.storyhomes.co.uk



Image of Story Homes development - Kirkham



Image of Story Homes development - Crinkledyke



Image of Story Homes development - Galgate



Image of Story Homes development - Shotley Bridge



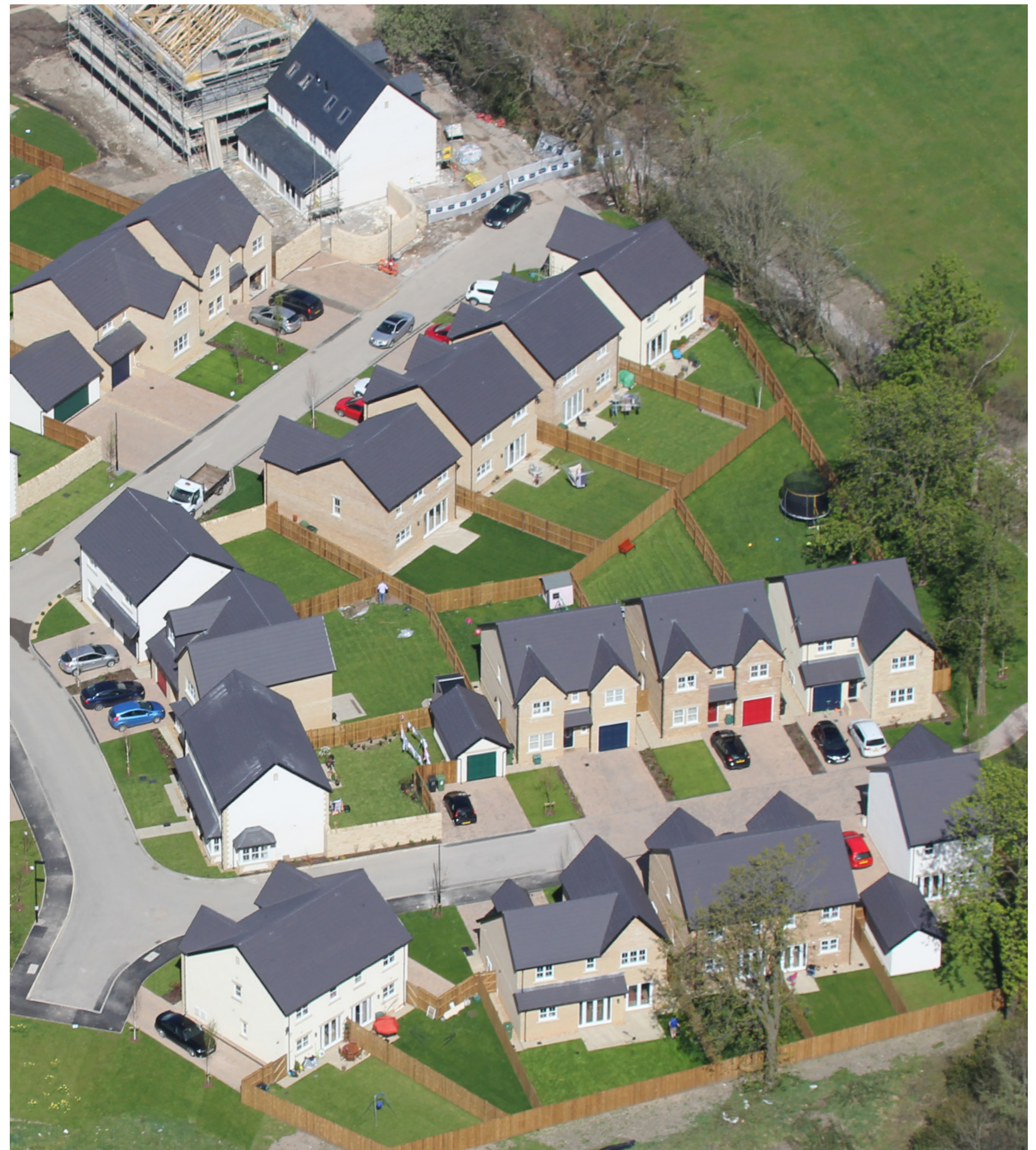
Image of Story Homes development - Galgate



Image of Story Homes development - Kirkham



Image of Story Homes development - Shotley Bridge



Aerial view of existing Story Homes development - High Wood

Location

The Site is located to the east of Ash Close and to the north of Mill Lane, on the eastern edge of the village. The Site is located within close proximity to local amenities within the village and within walking distance of public transport links. The Site is also located within close proximity of the B5269 (High Street) the principal highway route through the centre of the village.

The Site

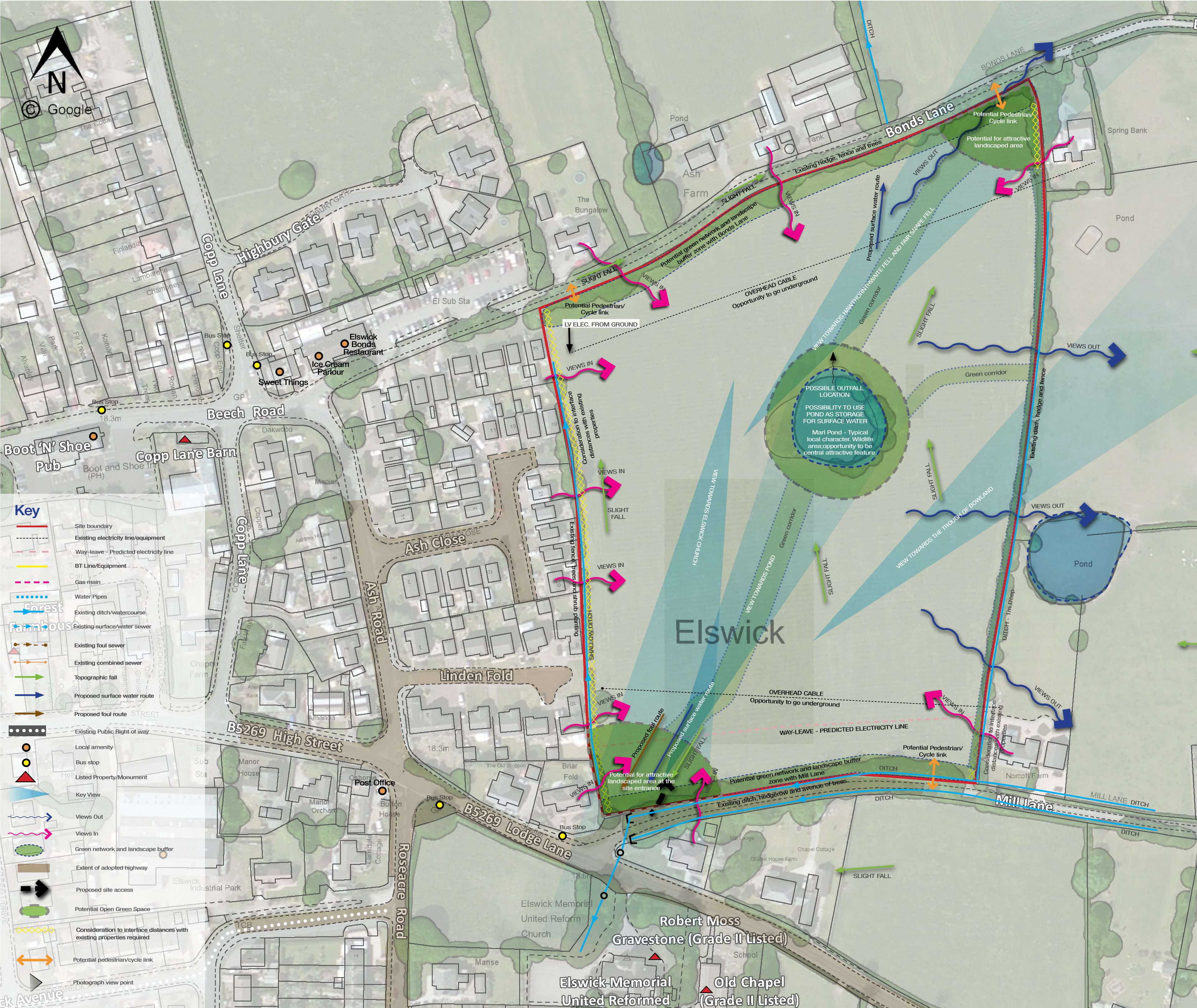
The Site, which is broadly rectangular in shape extends to approx. 4.7 ha with an existing pond located near the centre of the Site. The Site is currently used predominantly for agricultural purposes. It comprises of mainly improved grassland.



Local context - diagram showing distance of key services from the site



Design cue - Pond forming part of the central open space



Constraints and Opportunities Plan

Site Layout

The plan below shows a proposed residential development for approximately 100 new homes. These homes will be accessed from a single point of vehicular access from Mill Lane, with another informal pedestrian access from Mill Lane and Bonds Lane. Public open space areas, biodiversity enhancements and boundary planting are also offered as part of an attractive, well connected proposal.

Housing Mix

The proposed development will deliver a mix of terraced, detached and semi-detached dwellings, and as part of this mix the scheme will include 30% affordable dwellings.

Design

In developing the site, Story Homes will pay careful attention to Elswick’s different forms of development, architecture, appearance and materials which each help generate its inherent character, quality and distinctiveness. The site design will also benefit from existing on-site features including existing trees, pond and hedgerows.



Design cue - local housing example



Design cue - local housing example



Design cue - local housing example



- 1/ Arrival green is well overlooked by carefully orientated and positioned blocks. Existing trees and hedges along the boundary are retained and enhanced to create a mature landscape setting.
- 2/ An attractive landscape node is located at the entrance of the development.
- 3/ A sense of arrival is created by prominent landmark blocks behind an attractive landscaped area.
- 4/ Central avenue creates a strong sense of place. Soft low lying landscaping, low walls, hedges and evenly spaced trees further enhance the character of this important route into the heart of the development.
- 5/ Dual aspect blocks are carefully positioned and orientated to overlook the public open whilst framing routes within the development.
- 6/ The masterplan is designed to respect interface distances with the existing properties.
- 7/ An attractive court is created through the use of a shared surface with the careful consideration of planting to soften the edges.
- 8/ Existing building line along Bonds Lane will be respected.
- 9/ Blocks are set back behind an existing landscape buffer facing out onto Bonds Lane.
- 10/ Focal blocks overlook the public open space creating a welcoming environment for pedestrians/ cyclists approaching from Bonds Lane in the North East Corner.
- 11/ Open green space well overlooked by carefully orientated and positioned blocks. Existing trees and hedges along the boundary are retained and enhanced to create a mature landscape setting.
- 12/ Pedestrian/cycle link will connect the development to the wider context.
- 13/ Key vista from the pond looks out towards Hawthornthwaite Fell and Fair Snape Fell.
- 14/ Small cul-de-sac creates a green link with the wider area
- 15/ Existing trees and hedges retained. Additional landscaping will provide a soft screen to the eastern boundary.
- 16/ Existing pond and trees retained creating an attractive landscape feature with ecological benefits. The space allows users to orientate themselves whilst creating a clear focal point within the development.
- 17/ Central circular road creates a legible and coherent road layout. Making the site easy to navigate.
- 18/ Careful consideration given to interface distance with Narcott Farm.
- 19/ Retained landscape along Mill Lane creates an attractive buffer.
- 20/ Main circulation route throughout the site is designed to afford a view of Elswick Church.



Design cue - local housing example



Design cue - local housing example



Design cue - local housing example

Next Steps

Following this public consultation event, we will review all responses made, and where possible incorporate these into the proposed development.