

Introduction

Story Homes and Cumbria County Council are progressing plans for proposed new housing developments and associated infrastructure on land to the east of Carleton, Penrith.

Story Homes is proposing to submit a full planning application for its land interest for circa 65 homes.

Cumbria County Council is proposing to submit an outline application with access details for circa 100 homes for its land interest.

The schemes will be supported by a Concept Masterplan that will show how the site and wider area can be developed as a sustainable development.

The respective developments will comprise a mixture of housing including affordable homes for local people.

Need for New Homes

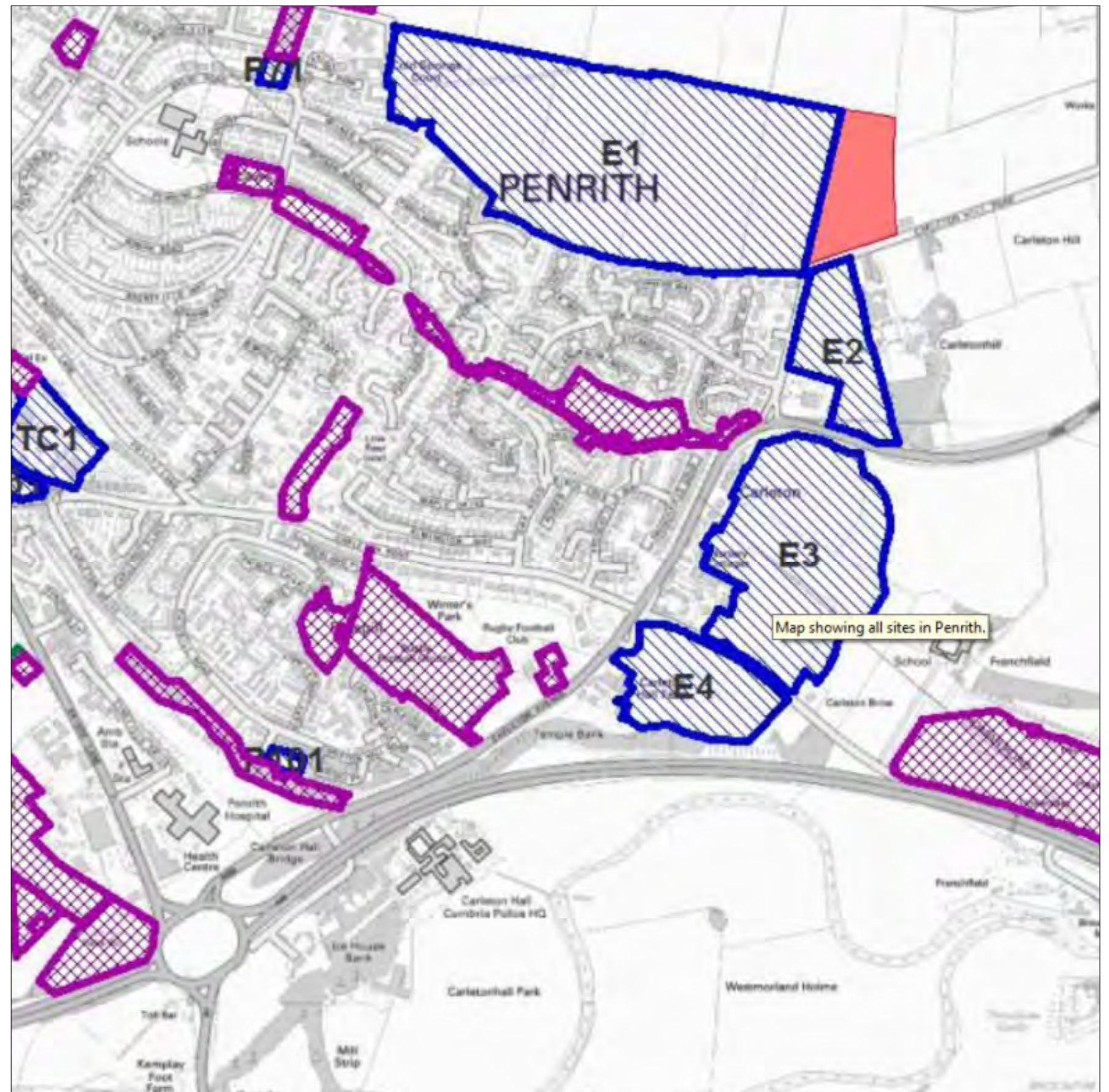
Land is required for a minimum of 1554 new homes in Penrith to meet housing needs up until 2032. Eden Council has identified land east of Carleton amongst other new sites to meet this need. This has been put forward in the new Eden Local Plan which is to be considered by a Planning Inspector later this year prior to formal adoption by the Council.



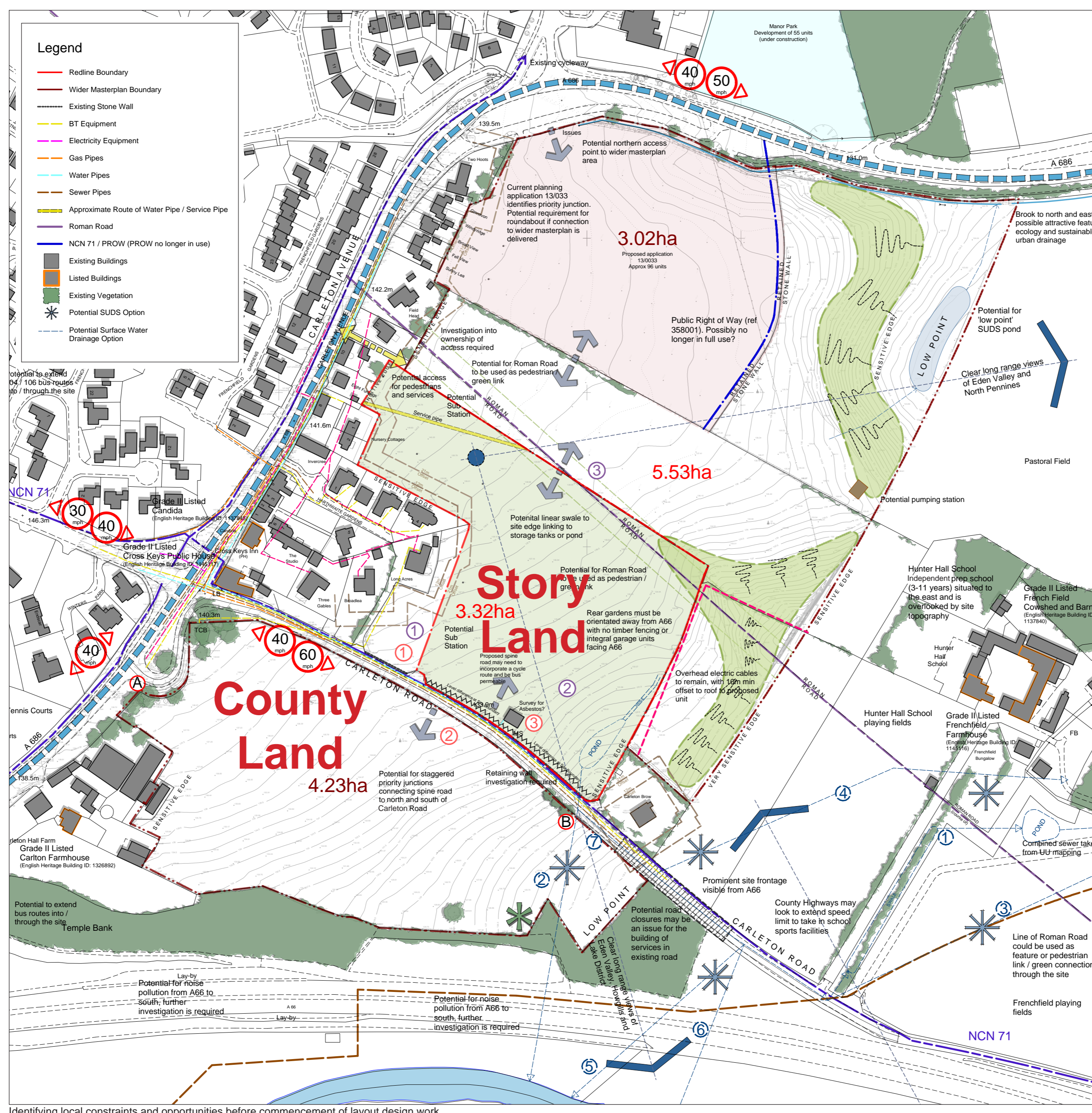
Looking down towards Hunter Hall School Playing Fields from eastern elements of the site



Eden Local Plan



Extract from the Council's September 2014 'Preferred Options' document highlighting the wider Masterplan area (E3 and E4)



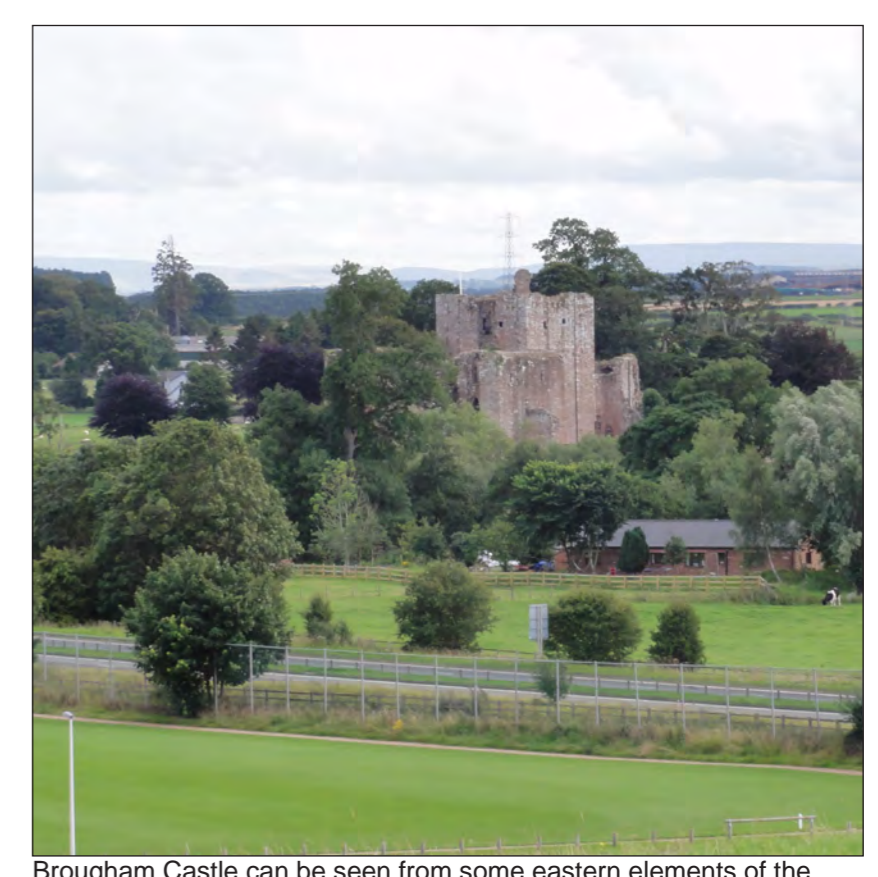
Identifying local constraints and opportunities before commencement of layout design work



Carleton Road, looking west



Existing development backing on to the site at Harthwaite Gardens



Brougham Castle can be seen from some eastern elements of the site

Constraints and Opportunities

A key initial tool of the development process is to understand the constraints and opportunities of the site. The County Council's and Story Homes's two sites are split either side of Carleton Road south of the A686.

The wider proposals will form an urban extension to Carleton and east Penrith. The area has many existing services and facilities of its own including local pub, rugby club, football club / pitches and school. It is within easy access to the West Coast Main Line and M6, providing easy access to the wider North West region.

Brougham Castle Scheduled Ancient Monument and the River Eamont (tributary to River Eden Site of Special Scientific Interest) are located in close proximity to the South.



The site has easy access to local cycle routes and footpath networks



Local building traditions and palettes of materials



The use of render, chimneys and quoins



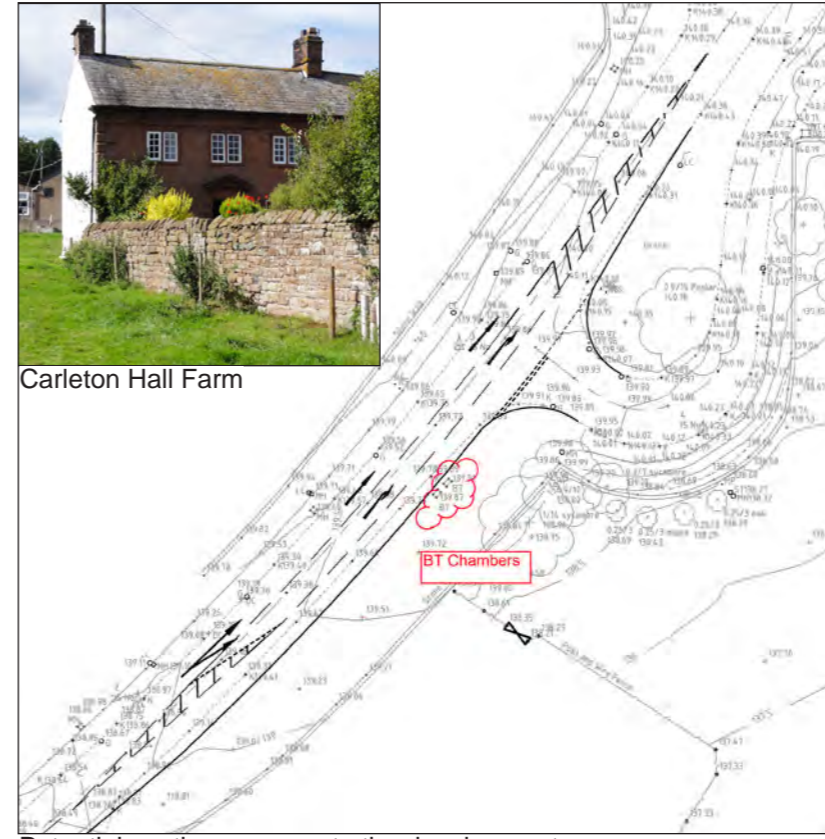
Attractive local stone



Attractive local townscape details



Penrith Tennis Club and local facilities



Carleton Hall Farm

Potential southern access to the development



Northern elements of the wider development area opposite the junction with Carleton Hill Road



Carleton Hall Farm



Attractive local cottage forms, Carleton Avenue



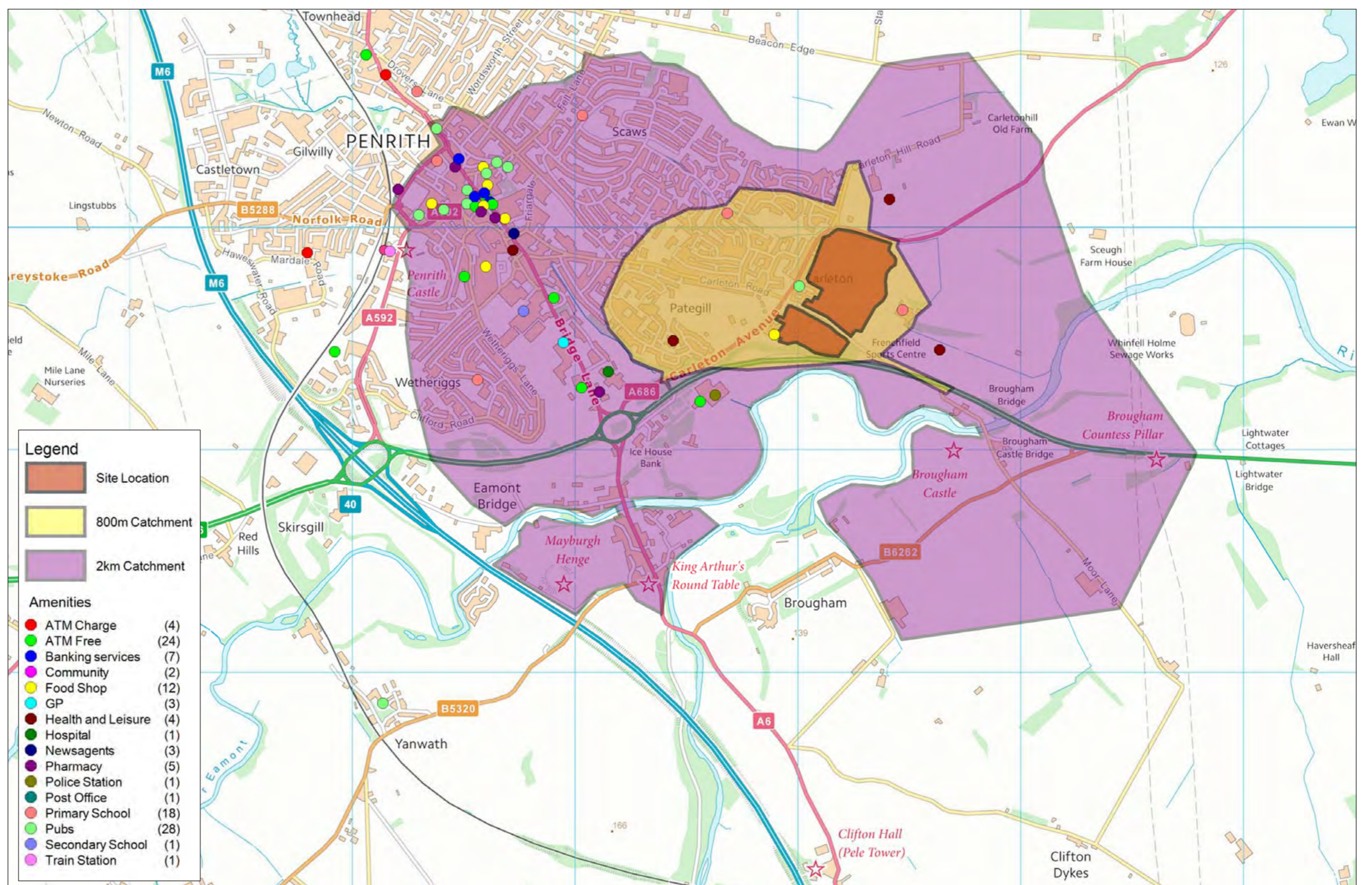
Carleton Avenue and the south western site frontage



A small beck runs to the north east of the wider site



Potential for pedestrian and cycle connectivity to Carleton Avenue



Hunter Hall School and Carleton Brow

Who are Story Homes?

We are a family grown business with more than 28 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 stunning designs, our ability to sensitively plan and build developments that retain the character and style of an area, our customer care and our attention to detail.



Examples of an existing Story home, Haltwhistle, Northumberland



Recently approved Story Homes development, Galgate, near Lancaster

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.



Examples of recently completed Story housetypes, Shotley Bridge, south of Newcastle Upon Tyne

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



3D pictorial view highlighting recently developed urban extension at Crindledyke Farm, Carlisle



3D pictorial view highlighting development proposals at Fairhill, Penrith, Eden District



Existing Story home, showing potential finish and design, Kendal



Story Homes development, Dalston, south of Carlisle



3D pictorial view highlighting development proposals in Barrow-in-Furness



3D pictorial view highlighting development proposals at Fairhill, Penrith, Eden District

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



Existing Story home, showing potential finish and design, Crindledyke Farm, Carlisle



Recently completed Story home, Appleby, Eden District



Illustrative Masterplan

In developing the sites, careful attention will be paid to the built form and character of the wider area and the setting of historic assets. House types, materials, landscaping and boundary treatment strategies will each be carefully designed to assimilate the development to the area and achieve a quality design.



There are clear opportunities to afford attractive views looking into as well as out of the development and for a new leisure path network for new and existing residents to enjoy.

Care will be taken to mitigate as far as possible against potential impacts on adjacent existing residential amenity.

The developments shall seek to incorporate Sustainable Urban Drainage Systems (SUDS) and provide enhancements



Current proposals - the Indicative Framework Plan

to biodiversity by new swales and ponds and landscape planting. Drainage will be sensitively designed in consultation with statutory bodies to ensure flood risk and water quality is appropriately addressed.

A detailed Transport Assessment will be produced to assess the impact of the development traffic on the surrounding highway network. Improvements to existing network will be provided where proven necessary.



The site in the context of existing development at the eastern edge of Penrith

Key Benefits of Development

The proposed residential development at Carleton Road by Story Homes and Cumbria County Council will deliver a number of key benefits to the local area. These include:

- The combined delivery of approximately 165 new high quality homes (as part of a wider masterplanned development of around 300 homes) to help meet the existing and future needs of Penrith and the wider area, of which up to 30% will be for local people
- The new homes will provide for a growing workforce and deliver a combined economic output of £6.9 million per annum
- The generation of a combined investment of approximately £18 million through the construction process and support for the creation of up to 130 new construction jobs plus additional indirect jobs
- The expectation that up to £2.6m per annum will be generated by the scheme in terms of commercial expenditure (retail and leisure)
- The provision of a combined New Homes Bonus of £1.45 million to be reinvested in local services over a 6 year period
- Additional Council Tax receipts of £245,000 per annum
- The payment of commuted sums if demonstrated to be necessary to meet any infrastructure shortfall
- Development that will respect the surrounding landscape and heritage assets including the historic Roman Road; and,
- The inclusion of landscape buffers and open space provision.



Sustainable Story (figures as at November 2014)



Story's construction team



Start on site. The Beeches, Kendal



A place to play

Next Steps

Following this public exhibition, we will review all of the responses and comments made, and where possible incorporate some of these into the proposed development.



Improving biodiversity and environmental enhancement



Public open space and connectivity



Northern edge of wider masterplan area and allocation E3 at junction between Carleton Avenue and Carleton Hill Road



Reduced speed limit on Carleton Road would create a safer environment

