



We are aiming to submit a Reserved Matters planning application to Allerdale Borough Council in May 2017 for circa 224 new dwellings of which up to 100 are to be affordable homes.

### WHAT IS A RESERVED MATTERS APPLICATION ?

Outline planning permission has been granted for this site which approves the general principles of how the site can be developed.

A Reserved Matters planning application follows an outline planning permission to establish the details. A Reserved Matters application includes detail regarding site layout, design of houses, proposed landscaping, boundary treatments, open spaces, roads and footpaths and associated drainage.

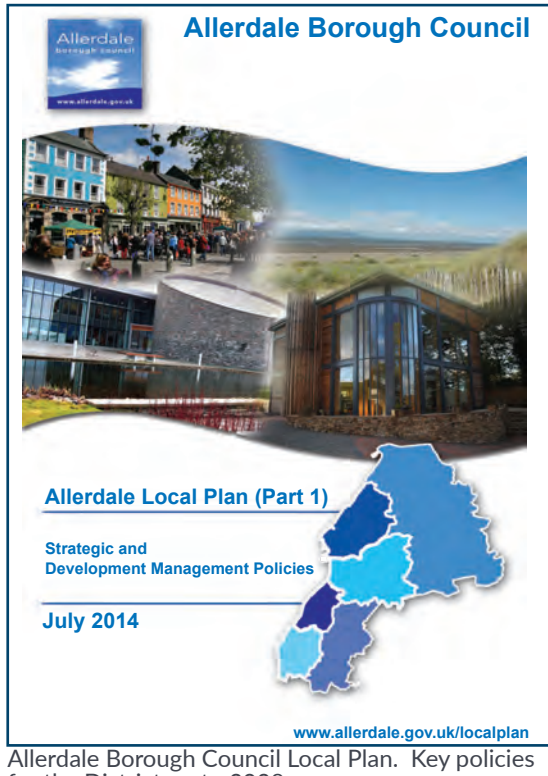
An existing s106 legal agreement approved at outline stage includes provision for education and public transport improvements. The Reserved Matters application is not an opportunity to revisit the principle of the development including impact upon road network as this has already been assessed.



Aerial photograph highlighting key local land use and landscape character features - Google aerial image



Existing development - Bellbrigg Lonning



Allerdale Borough Council Allerdale Local Plan. Key policies for the District up to 2028



Original detailed phase 1 proposal - now approved and under construction



Panoramic view highlighting eastern and northern elements of the site beyond Tom Ridd Beck and rising up to the existing developed edge







Site and Proposal

The site subject to Reserved Matters application is land north of Tom Rudd Beck, which will be accessed via a new bridge and road connection from Strawberry How Road. We are seeking the development of circa 224 new homes of wide variety including terraced, semi and detached properties. In accordance with the Local Plan Policy for Cockermouth, there shall be **up to 100 affordable homes** available to rent or buy.

This is the second phase of the Strawberry Grange development and will provide build continuity from the first phase currently under construction. Our first phase homes will be ready for occupation next month. We hope to have our second phase homes ready for occupation by the end of 2018.

We want to listen to the public and receive input to help positively shape our detailed plans.

Existing Planning Position

Phase 2 benefits from outline planning permission and as such the planning principle of development is already established. Matters of highway impact on the town have already been addressed and factored into the existing approval.



Play area off Bellbrigg Lanning

The original approval was supported by a comprehensive Environmental Impact Assessment including detailed highways evidence and drainage plans. Our proposals demonstrated

that the development shall not bring significant highways impact in the town nor increase flood risk.

Appropriate allowance for climate change has been factored into the proposed water attenuation and SUDS system thus bringing with it drainage benefits. Story Homes has worked in cooperation with the Environment Agency, Cumbria County Council and Allerdale Borough Council to obtain key statutory stakeholder acceptance to our plans. Without their approvals we would not have obtained planning permission.

The development as a whole is subject to an existing s106 agreement and planning conditions which in summary include for:



Story Homes development - Lazonby

- Affordable rented housing, no more than 80% Open Market Rental Value;
- Affordable discounted sale housing, no more than 65% of Open Market Value;
- Off site play space contribution of £25,000 prior to the occupation of the 48<sup>th</sup> dwelling to improve Bellbrigg Lanning play area;
- Education contribution of £265,122 prior to the 200<sup>th</sup> unit occupation to provide additional capacity at All Saints Primary School;
- SUDS pond and Open Space Management Scheme;
- £50,000 towards local travel improvements including traffic light system should development trip rates be exceeded;
- New hourly Mon-Sat, 7am to 7pm public bus service linking the site to town centre at cost of over £500,000. To be in use prior to the 96<sup>th</sup> dwelling occupation (end of phase 1);
- Ecological enhancements to Tom Rudd Beck are to include ponds, riverbank restoration, wetland scrapes and new grass wetland planting.



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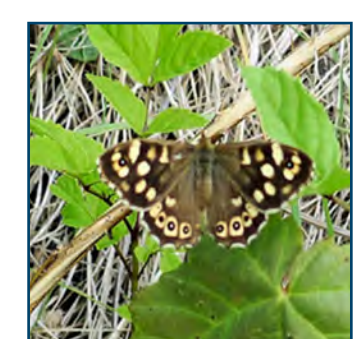
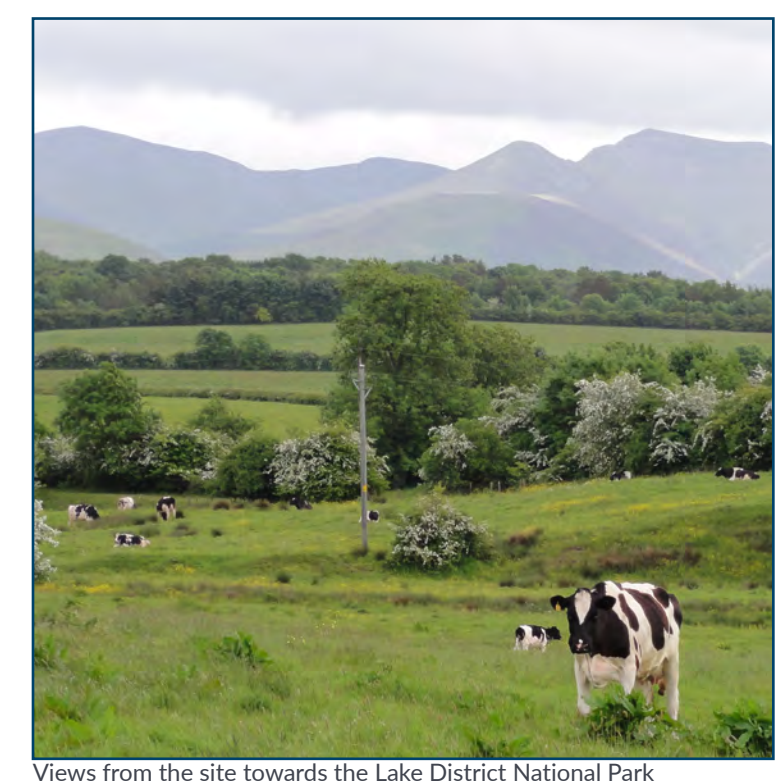
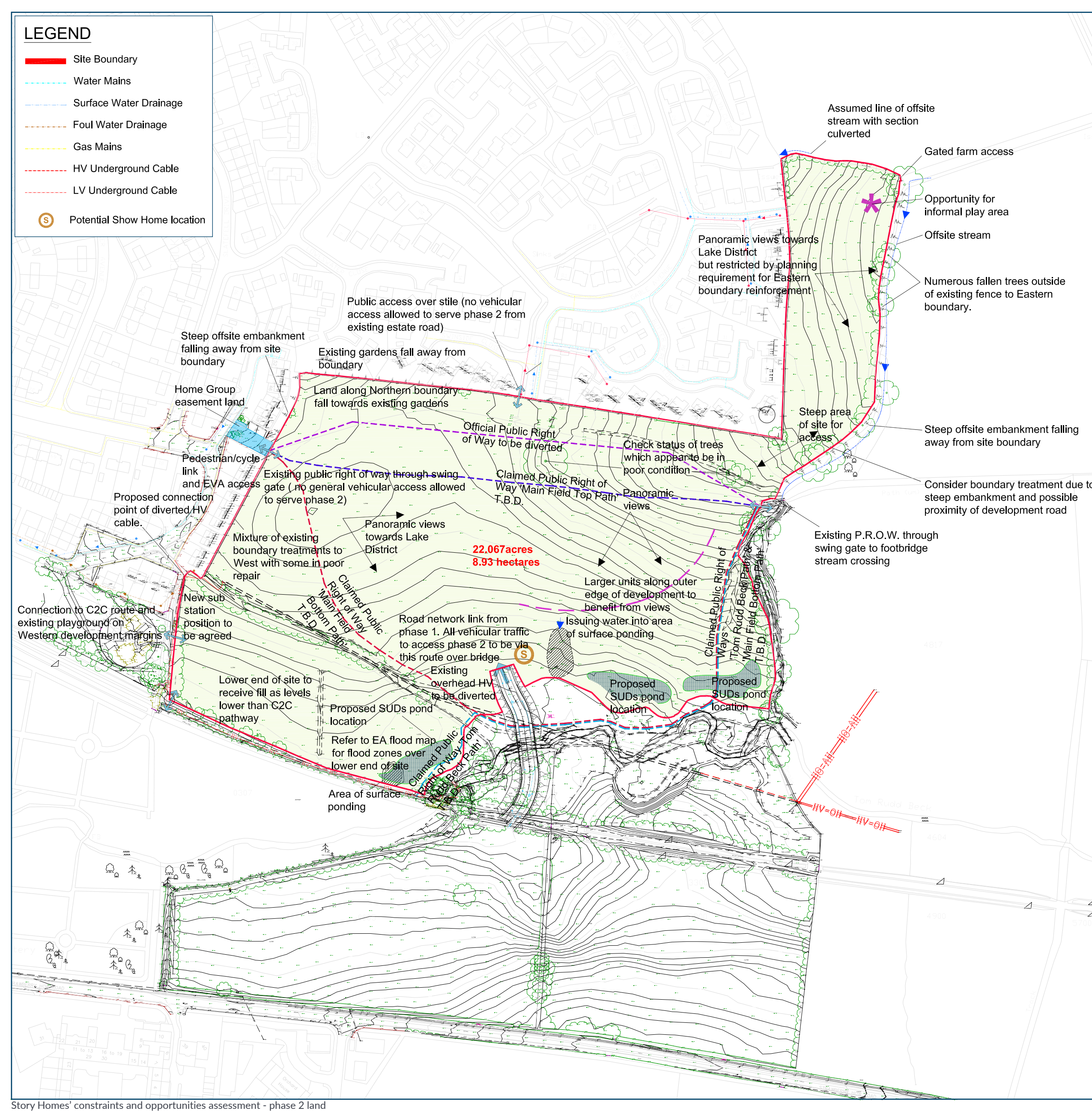


## Constraints and Opportunities

A key stage of the development process is to understand the constraints and opportunities of a site. The public can play an important part in this process through sharing local knowledge. Our phase 2 plans shall be formulated following careful analysis of site constraints including amongst other things; neighbouring properties, site topography, landscape impact and existing services. At

the same time, opportunities exist to achieve highly attractive private and public outlooks and new publicly accessible pedestrian networks and links.

Our proposal shall seek to appropriately respond to neighbouring amenity, local character and design and offer links to public footpath networks. Existing landscaping belts will be reinforced to provide both visual and biodiversity benefit.







Illustrative Masterplan

In developing the site, careful attention will be paid to the built form and character of the area. Housetypes, materials, landscaping and boundary treatment strategies will each be carefully designed to help assimilate the development to the area and achieve a high quality design.

As per phase 1, drainage will be sensitively designed to ensure flood risk and water quality is appropriately addressed in accordance with latest regulations.

Connectivity to existing Public Rights of Way and access points will also ensure that residents

and visitors are able to easily access the surrounding countryside areas. Key streets and open spaces will be well overlooked, offering good levels of natural surveillance and safe passage of movement.



Potential for on-site play provision



Lorton Road. Bay windows, low boundary walls, render



Central Cockermouth - mix of materials and simpler forms



Later Victorian development shares similar palettes of materials



Conceptual pictorial view - phase 2 'Main Street Square'



Design cue - parking and public realm, Kirkgate



Proposed Concept Masterplan. Plan highlights elements south of Tom Rudd Beck that are fully approved (phase 1) with key parameters and potential 'structure' for phase 2 also highlighted



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Key Benefits of Development

The proposed housing development at Strawberry How will deliver a number of key benefits to the local area. These include:

- Supply of new high quality homes over next circa 7-8 years to help meet existing and future housing needs;
- New homes will improve choice across the local housing market and will help increase direct and indirect investment in local shops, services and facilities;
- The provision of the Government backed New Homes Bonus to be reinvested in local services;
- The provision of supporting infrastructure to provide for ecological and biodiversity enhancements;
- The provision of a new regular bus service to link the development to the town with potential for wider en-route town connections;
- Inclusion of landscape buffers and new leisure walking routes through the site;
- Ongoing review by Story Homes to support local initiatives in the town.

Next Steps

Please use this opportunity to positively influence our plans. Feedback forms are available for your suggestions or alternatively comments can be made via our website. As a reminder, comments to be considered should be in respect to the detailed elements of the scheme. **Closing date for comments is by 5pm 20<sup>th</sup> March 2017.**

Following our public consultation period, will duly review all responses and where possible incorporate design and layout suggestions into our plans.

For those interested in a new home, we recognise there is significant interest in our development and as of 24<sup>th</sup> February 2017 we have 658 subscribers to our Strawberry Grange mailing list.

Please register online to keep updated with our progress and sales release or alternatively speak to our Sales Executive at our new show home which is now open.



Public footpath to Slatefell



Story Homes' 'work in progress' improvement of the current route into Cockermouth and C2C path



The wider site will be bus permeable



Wildflower and bulb mix



Local wildlife



Existing C2C waymarker



Illustrative boundary treatment north eastern edge



Cockermouth Secondary School



Render colour, vertical emphasis, full surrounds, Lamplugh Road



North eastern site boundary (in 2014) - to the eastern site boundary from vicinity of Coniston Drive. Existing boundary comprises post and wire fence and gappy vegetation, including a number of dead trees. This could be reinforced as part of proposals



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Story Homes development - Stainburn



Story Homes development - High Harrington



'Tenure blind' Affordable Homes across developments



Story Homes development - Dearham



Story Homes development - Shotley Bridge



Story Homes development - Dalston



Quality and attention to detail

## Who are Story Homes?

We are a family grown business with nearly 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 elegant 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.

## Why are we the Builder of Choice?

- Where possible we try to employ local contractors;
- We use local materials where 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;
- 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;
  - We address future needs through our developments.



New play equipment - Stainburn Story Homes development

If you would like more information about our proposals, please visit the Land and planning pages at: [www.storyhomes.co.uk](http://www.storyhomes.co.uk)



Wilson Howe, Whitehaven



[storyhomes.co.uk](http://storyhomes.co.uk)

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