

THANK YOU FOR TAKING THE TIME TO ATTEND OUR EXHIBITION TODAY

Story Homes is now bringing forward plans to deliver much needed new homes on land off Burton Road, Kendal. Our aim is to create an attractive family-friendly neighbourhood.

Our plan will deliver around 450 new homes in a range of styles and sizes ideal for first time buyers, growing families and for those looking to downsize. 35% of these homes will be classed as affordable, helping to address local housing demand.

The proposed site has been identified as a Broad Location for New Housing within the South Lakeland Local Plan (2013), and we are putting it forward for full housing allocation as part of the new Local Plan for Westmorland and Furness.

As part of preparing this proposal we would like to seek your feedback.

Please submit your comments no later than 24 June 2025 to ensure that they can be taken into consideration.



WHY BURTON ROAD?

Nestled on the edge of the Lake District National Park, Kendal is a beautiful market town surrounded by a stunning rural landscape.

Given its unique position, space in Kendal is limited. As such, the town faces difficult challenges in delivering new homes and employment space.

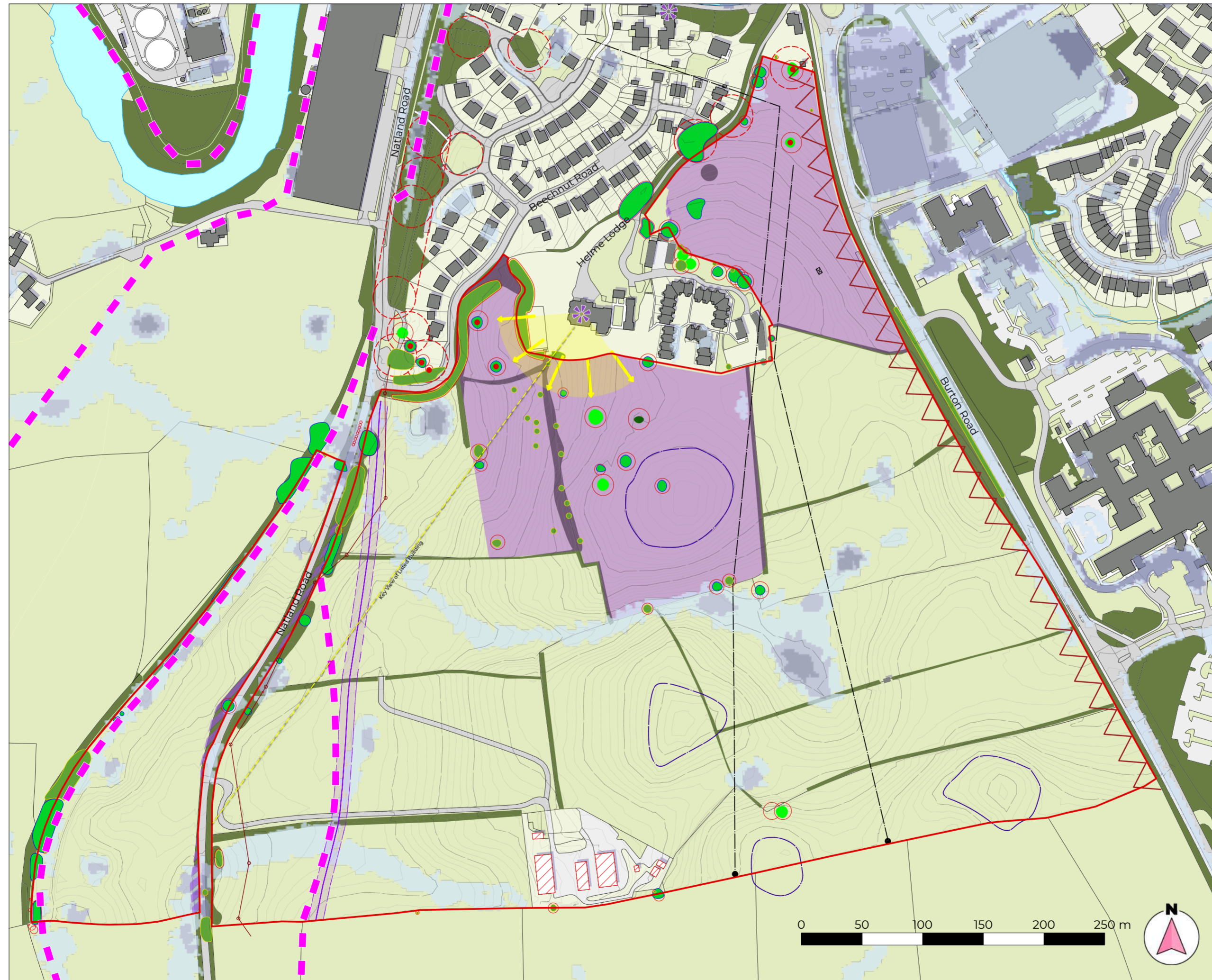
The proposed site at Burton Road presents an opportunity to deliver an appropriate and respectful new neighbourhood, that both meets the demands of the housing crisis, but also respects the heritage of the local area.

Why here?

- The site has been identified within the South Lakeland Local Plan (2013) as a Broad Location for New Housing, capable of meeting long term local housing needs.
- New homes would be within walking distance of key local amenities, including bus stops, a railway station and shops.
- A mix of new homes, including a variety of housetypes and sizes, increases choices available for local people.
- The site has been designed to respect and protect Helme Lodge and its surrounding parkland estate.



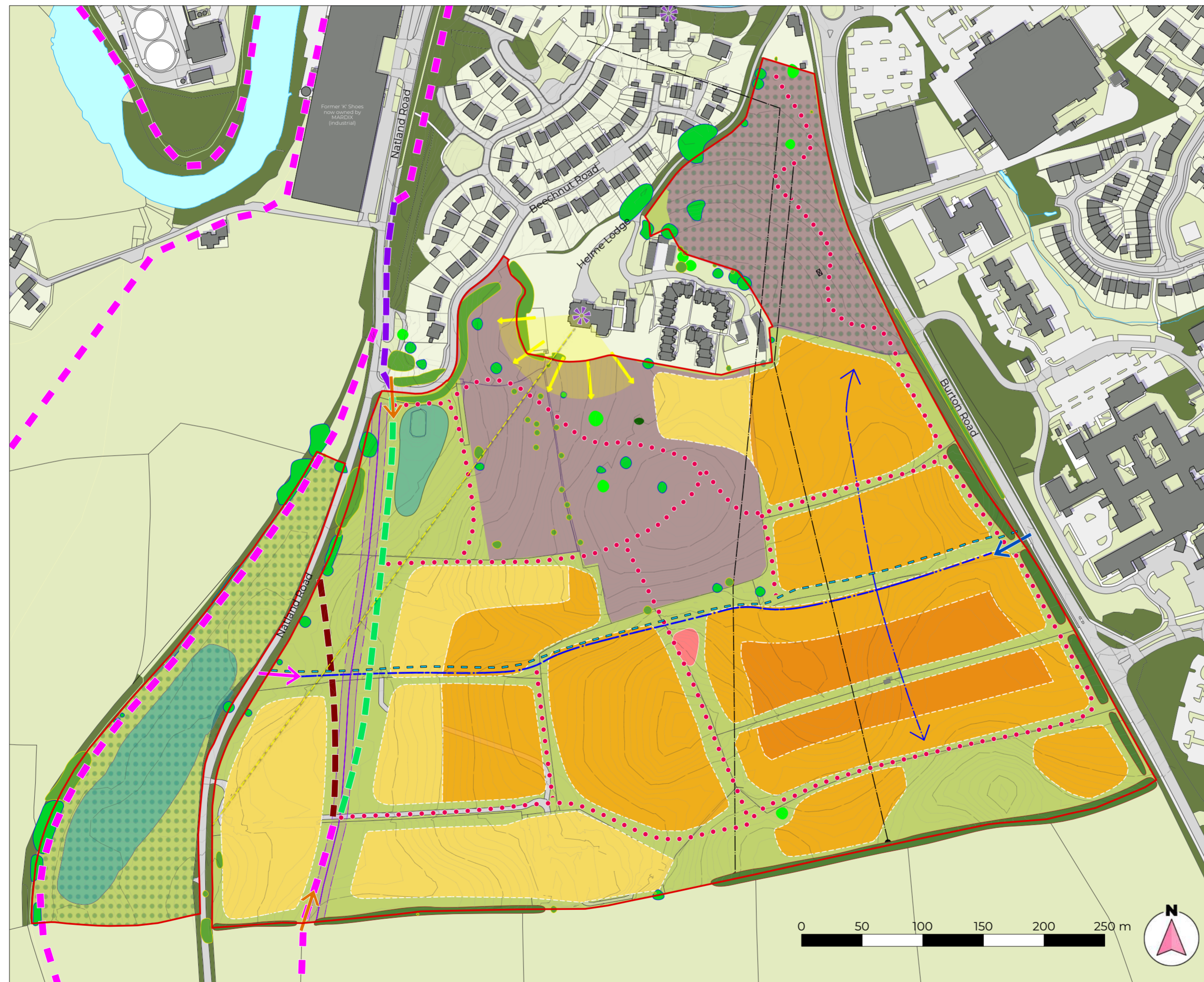
CONSTRAINTS PLAN



KEY

- Site boundary (33.2ha)
- Public rights of way
- Existing hedgerows/vegetation
- Existing trees
 - Root protection area
 - Canopy area
 - TPO offset
 - Cat A
 - Cat B
 - Cat C
 - TPO
 - Veteran tree
- Gas pipeline (12.2m total easement)
- Overhead low voltage electricity cables
- ✱ Listed buildings
- ▶ Important views to Helme Lodge
- Key view of Listed building
- Former estate/gardens associated with Helme Lodge (Grade II listed)
- ⊠ Existing mast
- ▨ Existing building to be demolished
- Surface water flooding
 - Low risk
 - Medium risk
 - High risk
- ▨ Unregistered land
- ~ Noise associated with Burton Road (mitigation required along the boundary)
- Prominent drumlins
- Combined Sewer

OPPORTUNITIES PLAN



KEY

- Site boundary (33.2ha)
- Public rights of way (PRoW)
- Gas pipeline (12.2m total easement)
- Overhead low voltage electricity cables
- ✱ Listed buildings
- ↗ Important views to Helme Lodge
- Former estate/gardens associated with Helme Lodge (Grade II listed)
- Key view of Listed Building
- ← Proposed potential primary access from Burton Road
- ← Proposed potential primary access from Natland Road
- ← Proposed potential pedestrian access
- Proposed extent of diverted PRoW
- Proposed new alignment of PRoW
- Opportunity to provide continuous pedestrian/cycle connection
- Indicative movement network
- Pedestrian/cycle route
- Proposed landscape (visual) screening from existing hospital and southern boundary
- ▨ Proposed indicative landscaping
- Proposed recreational route
- Proposed play area (LEAP + LAP)
- Proposed area for BNG offset
- Indicative location for SUDs basin (subject to specialist advice)
- Indicative development areas (14.5ha)
 - Higher Density (1.67ha)
 - Standard collection (8.44ha)
 - Signature collection (4.4ha)

MASTERPLAN



KEY

- Site boundary (33.2ha)
- Public rights of way (PRoW)
- Proposed PRoW diversion
- Proposed extent of diverted PRoW
- Opportunity to provide continuous pedestrian/cycle connection
- Existing hedgerows/vegetation
- TPO trees
- Kendals cycling 'red route'
- Cycle/ pedestrian route
- 1 Vehicular Access Point
- 2 Pedestrian Access Point
- 3 Play Spaces
- 4 Recreational Routes
- 5 Indicative Location for SUDs Basin
- 6 Existing SUDs Basin

PROPOSED SCHEME

The proposed development includes around 450 new homes, ranging from 1-bedroom properties to 6-bedroom family homes. The homes are designed to be energy efficient, with a strong emphasis on sustainability and modern living standards. Each home will be carefully constructed to provide a high level of comfort, with ample outdoor space and access to community amenities.

Key aspects of the proposal include:

- **New site access:** Primary vehicle access will be via a new junction on Burton Road, with secondary access from Natland Road to enhance permeability. Separate walking and cycling access points will also be provided on both roads. Existing bus services on Burton Road offer direct links to Kendal town centre, and Oxenholme Railway Station is a 20-minute walk or a short cycle away. The development aims to create a well-connected, sustainable neighbourhood that reduces reliance on single-occupancy cars. Shops, schools, and public transport are all within walking distance. The masterplan supports active travel through a network of walking/cycling routes and green spaces. Opportunities to divert public footpath 557003 to connect with the town centre and Lancaster Canal Trail are being considered.
- **Drainage:** The proposed foul and surface water drainage strategy has been designed to align with sustainable drainage principles while ensuring compliance with regulatory requirements. Foul water from the development is proposed to discharge into the local United Utilities sewer network, subject to agreement with the statutory undertaker. Surface water management will be achieved through the use of Sustainable Drainage Systems (SuDS), following the findings of a ground investigation that confirmed the suitability of infiltration techniques within the site's predominantly granular sub-strata. Surface water runoff will therefore be managed on-site through a combination of SuDS features, including swales, infiltration basins, and permeable paving.
- **Biodiversity Net Gain:** As part of our commitment to environmental sustainability, the development will include measures to improve local biodiversity, ensuring that the natural surroundings are protected and enhanced for future generations. High-quality landscaping and green spaces will ensure that the development does not disrupt the local environment but instead integrates harmoniously into the community.

APPEARANCE AND HOUSING MIX

The design of the homes will be modern and sustainable, with high-quality materials used throughout. Each property will blend with the surrounding area while maintaining its own identity.

Features will include:

- **Respectful, characterful design:** The development will blend traditional and contemporary architectural styles to complement the character of the surrounding area. This thoughtful approach will create distinctive, attractive street scenes that sit harmoniously alongside existing homes and the historic setting of Helme Lodge.
- **Energy efficient homes:** Homes will feature air or ground source heat pumps, solar panels (subject to regulations), and 7kW EV charging points. Designed to meet the Future Homes Standard, they'll include energy-efficient measures to retain heat. The site is well-located for walking, cycling, and public transport, encouraging sustainable travel and reducing car dependency.
- **Landscaping and green spaces:** Thoughtfully planned landscaping will enhance the development, including tree planting, shrubbery, and garden spaces that provide natural beauty, promote biodiversity, and encourage outdoor activities.
- **Private and shared outdoor areas:** Each home will benefit from its own garden, while communal green spaces will foster a sense of community and provide areas for recreation.

By offering a mix of house types and sizes, the development aims to cater to the needs of a variety of residents, creating a balanced and inclusive community.



KEY BENEFITS

The proposed development at Burton Road will bring a range of benefits to the local area, not only for future residents but also for the wider community.

Key benefits include:



New housing for a growing population

The addition of around 450 new homes will address the increasing demand for housing in Kendal, particularly for families and individuals seeking modern, energy efficient homes in a desirable area. 35% of these homes will be classed as affordable.



Biodiversity improvements

By incorporating measures to enhance local biodiversity, expanding the range of habitats, such as native tree and shrub species and increased focus on landscaping and green infrastructure, the development will support the local ecosystem and contribute to environmental sustainability.



Improved local infrastructure

The development will provide funding towards local infrastructure improvements. These contributions will benefit the wider community, ensuring Kendal remains a thriving area.



Enhanced green spaces and sustainability

The enhancement of public open spaces and the use of Sustainable Drainage Systems (SuDS) will not only benefit future residents but also improve the local environment. These green spaces will be open to everyone, encouraging outdoor activities and promoting a healthier lifestyle.



Support for local businesses and employment

The construction phase of the development will create local job opportunities, supporting businesses and tradespeople in the area. Additionally, the increased population will bring additional customers to local shops, services, and amenities.

NEXT STEPS

All feedback is important to us, please submit your comments no later than 24 June 2025 to ensure they can be taken into consideration.

You can share your comments in one of the following ways:

- Submit online via our website: www.storyhomes.co.uk/land-and-planning/planning-applications/
- Complete a questionnaire today, or take one home and post it to us at the address below:

Land and Planning Team
Story Homes
Story House
Lords Way
Kingmoor Business Park
Carlisle
Cumbria
CA6 4SL

Alternatively you can email us at consultation@storyhomes.co.uk

All feedback received will be considered and summarised in a Statement of Community Involvement report which will be submitted to Westmorland and Furness Council as part of the planning application.



WHO ARE STORY HOMES?

Founded by Fred Story in 1987, Story Homes has a long and successful reputation of building high-quality and high specification homes. Our passion for quality and excellence has seen us become a multi-award winning UK property developer, delivering exciting schemes and inspiring buyers.

For over 35 years Story Homes has been the name most often associated with aspirational homes for sale throughout Cumbria, the North East, the North West and Scotland. The family owned business has grown in size and status over the years but remains grounded, built on its original ethos of 'doing the right thing,' and creating a brand synonymous with quality.

Our Head Office and business roots are based in Carlisle with well-established regional offices in Newcastle-upon-Tyne and Chorley.

