

# INTRO

Story  
HOMES





# Introduction

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A new sub-brand for Story Homes, designed to synchronise with the modern lifestyle. With statement details and a fresh feel, these new homes provide a **modern twist** to a **Georgian** style terrace.

Today's lifestyles are more **dynamic**, **social**, and **convenience-driven** than ever before. Many people — especially **first-time buyers** and **downsizers** — are looking for homes that reflect these priorities: places that are **easy to manage**, **well-located**, and designed for how we actually live now. We want to provide for modern needs and create **smarter**, more **flexible** housing in well-connected communities.

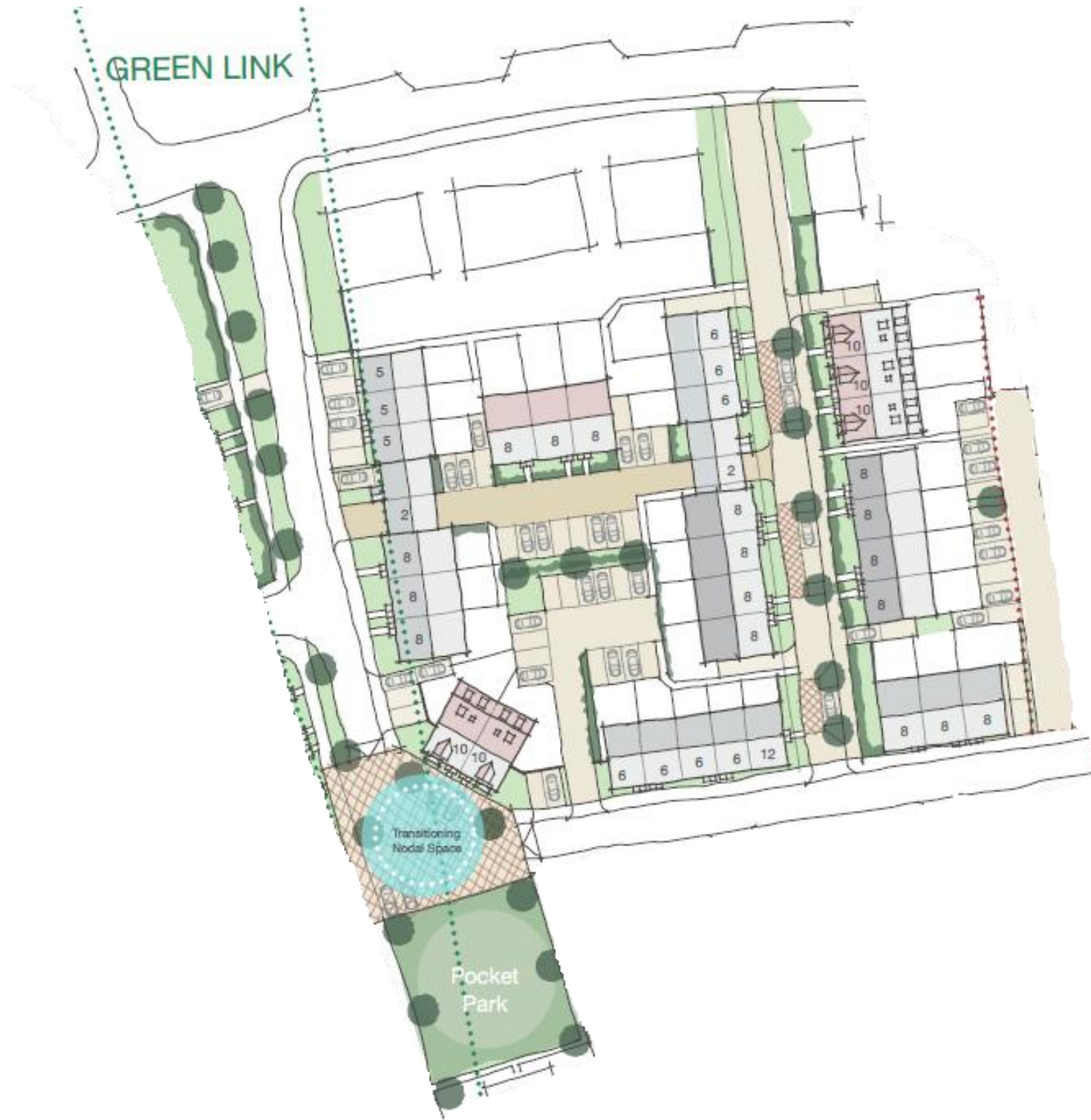
Our new '**Intro Collection**' schemes mean we can develop land otherwise overlooked and provide the housetypes and neighbourhoods **people want**, whilst more efficiently helping Local Authorities meet the much-needed **Housing Targets** in the UK in a **sustainable** way.





# Plotting Principles

Creating character at Edgehill Park



By incorporating our Georgian house types and using 'Smart Density' design principles of removing cars from street scenes and focusing on creating green useable external spaces, we can create distinct and aspirational Character Areas that people want to live in.

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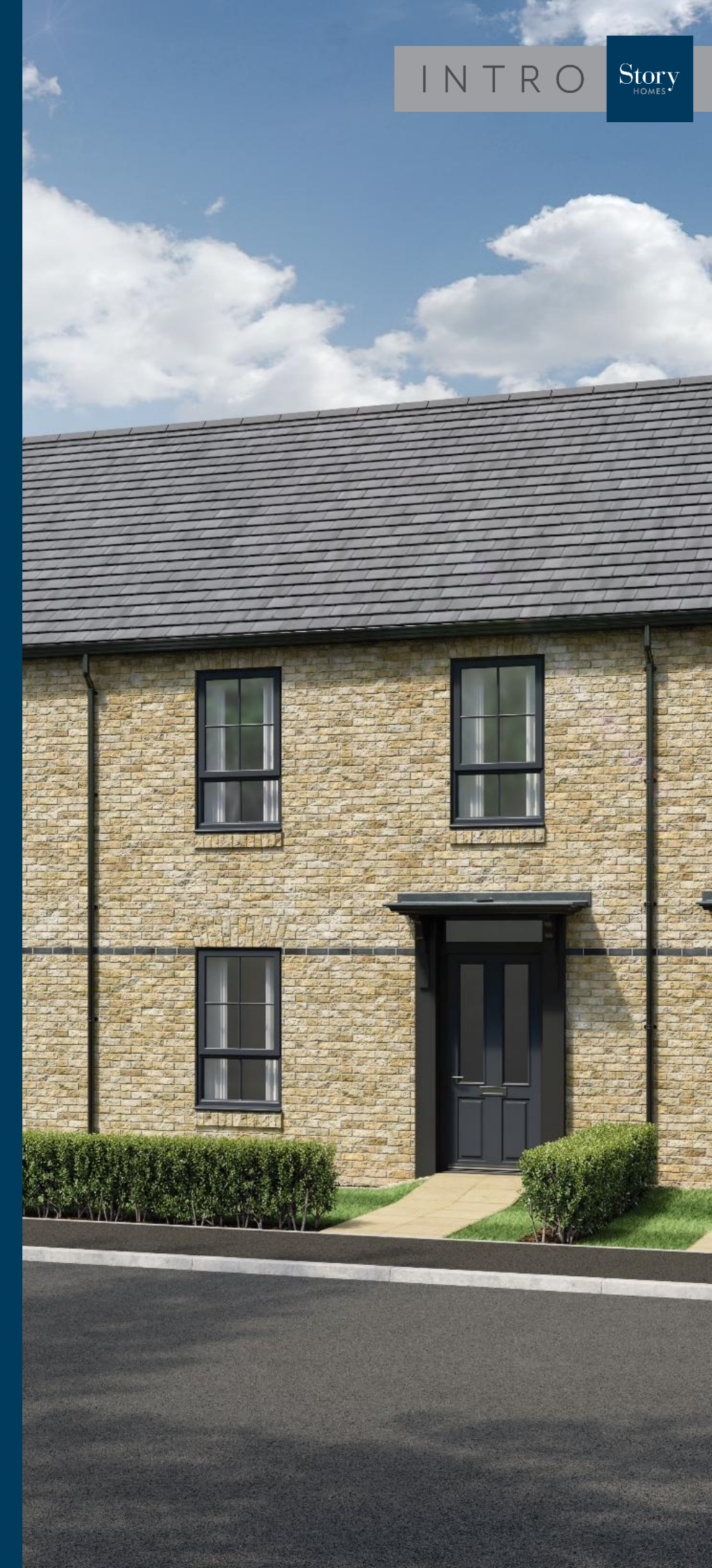
# Aesthetics and Detail

## Intro Collection house types

The Intro Collection house type elevations have been specifically designed for the new schemes. By combining these with our 'smart density' principles, the result is a place to live that boasts charm and character and that complements the surrounding area and appeals to our target market.

### Key design features include:

- Beautiful **Georgian style windows**
- Feature **brick bands**
- **Detailing** around windows
- **Ornamental** Door surrounds
- **Unique** brick types
- Theme of **symmetry** and **balance**
- Variety of details on different house types with one **consistent theme**





# Layouts

## Open plan ground floors

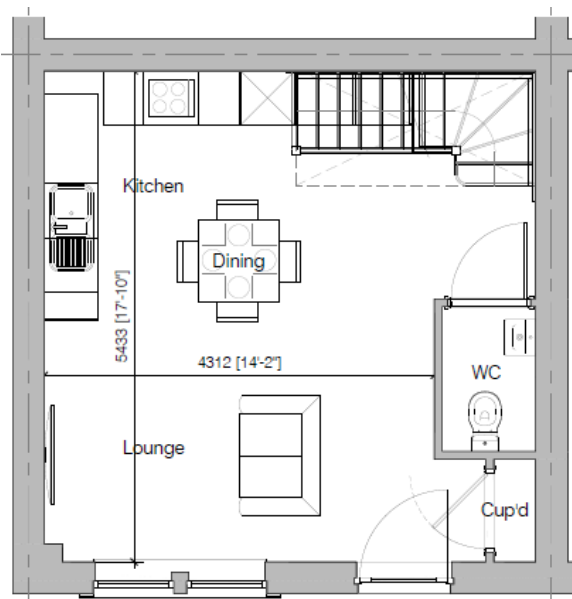
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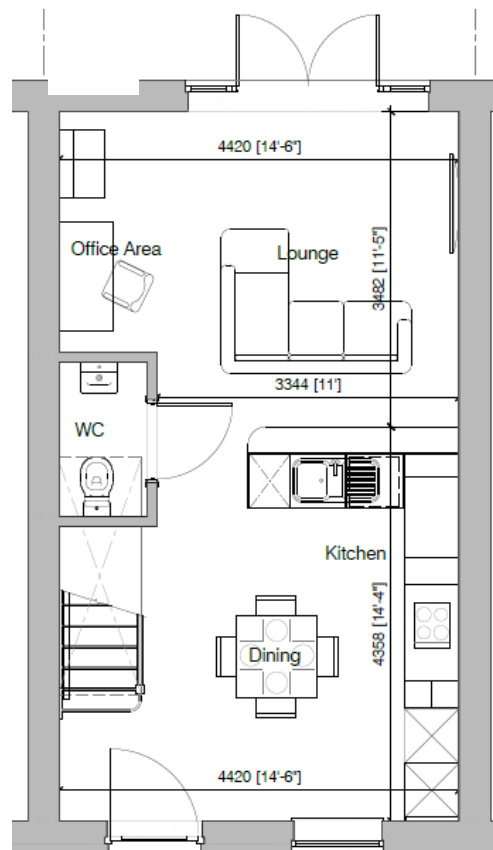


1-2  
beds

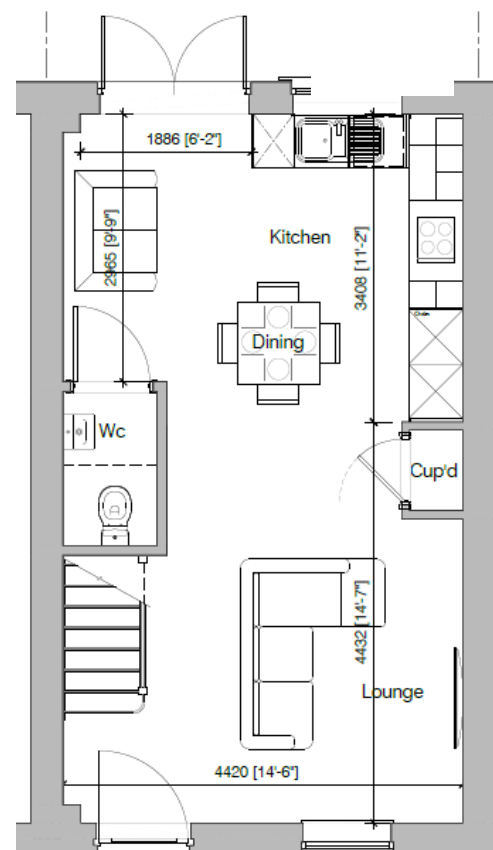
In one- and two-bedroom homes, **open-plan layouts** create a spacious feel by combining kitchen, living, and dining areas. **Clever zoning** and built-in storage space keeps definition while **maximizing functionality**.



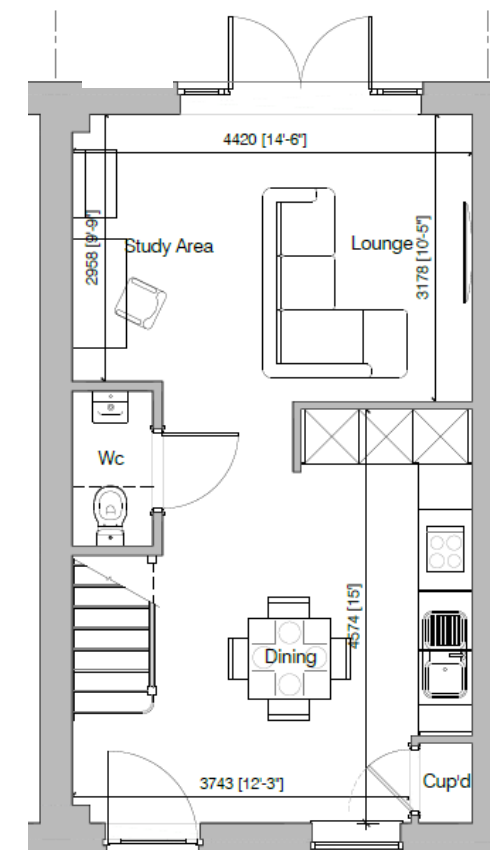
The Dodd



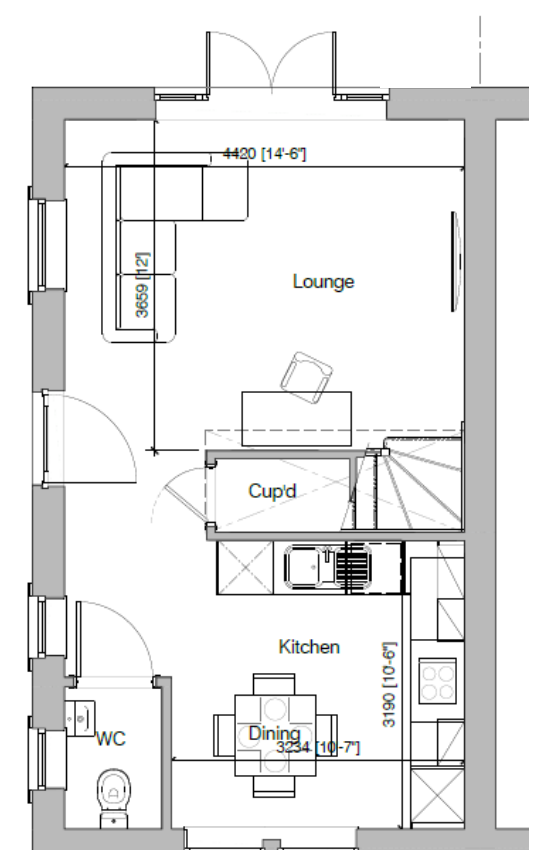
The Kentmere



The Tove



The Helm



The Carrock



# Layouts

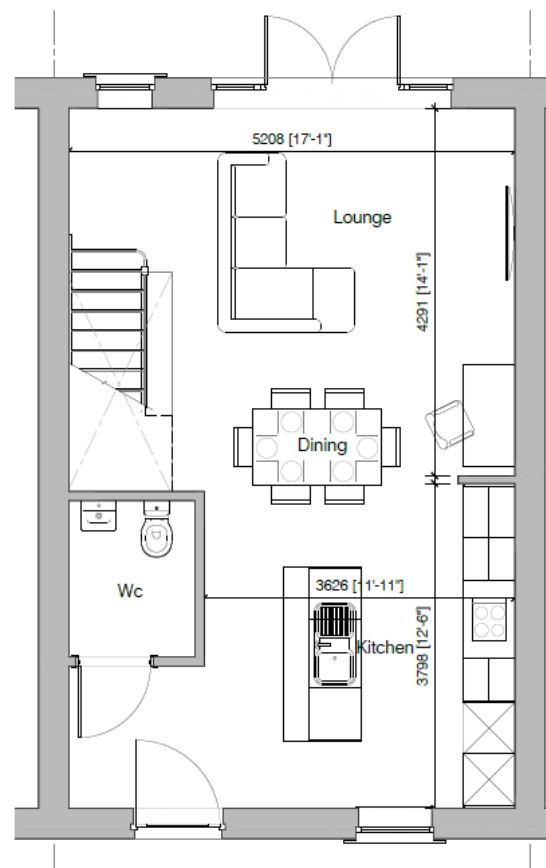
## Open plan ground floors

3-4  
beds

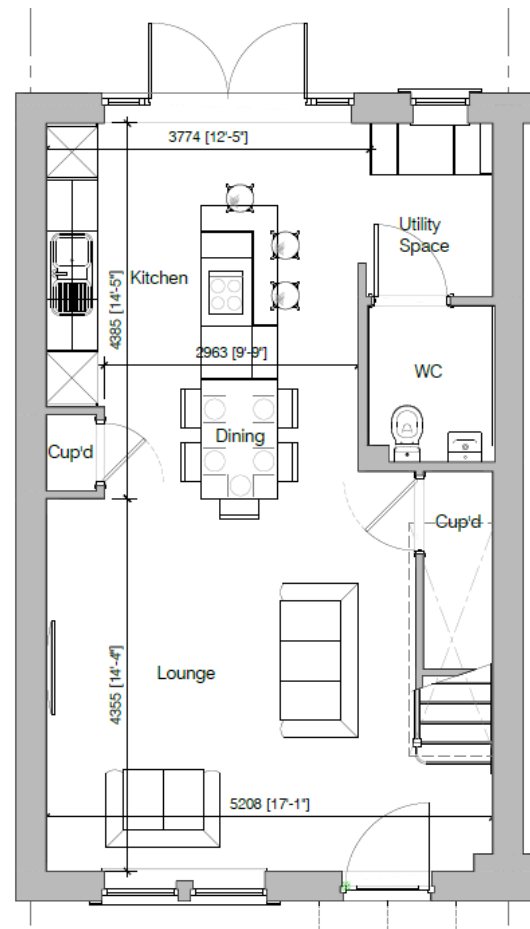
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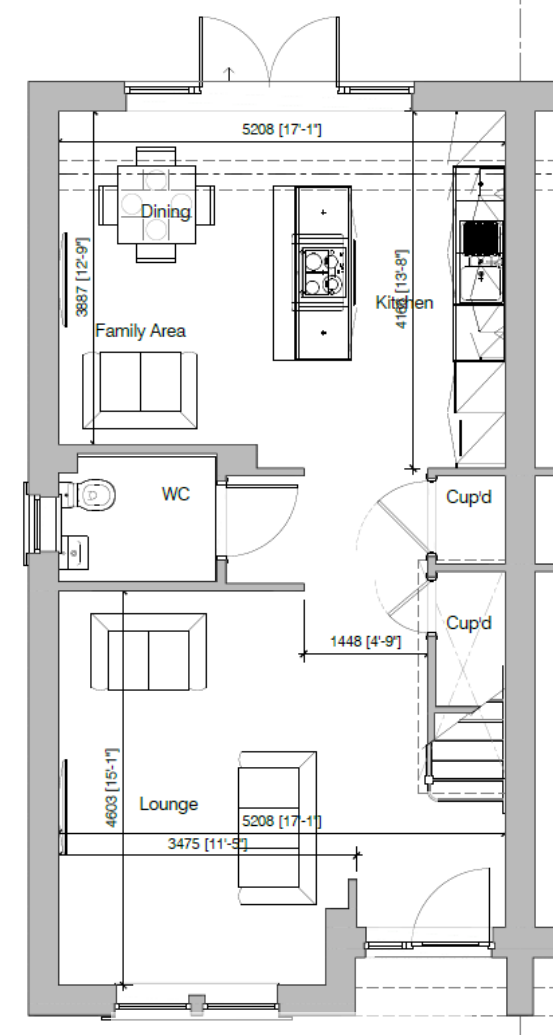
In three- and four-bedroom homes, open-plan layouts offer more space to balance **openness with defined areas** and **storage**. Larger kitchens flow into dining and living spaces, while features like islands and wall positioning create natural separation without closing off rooms.



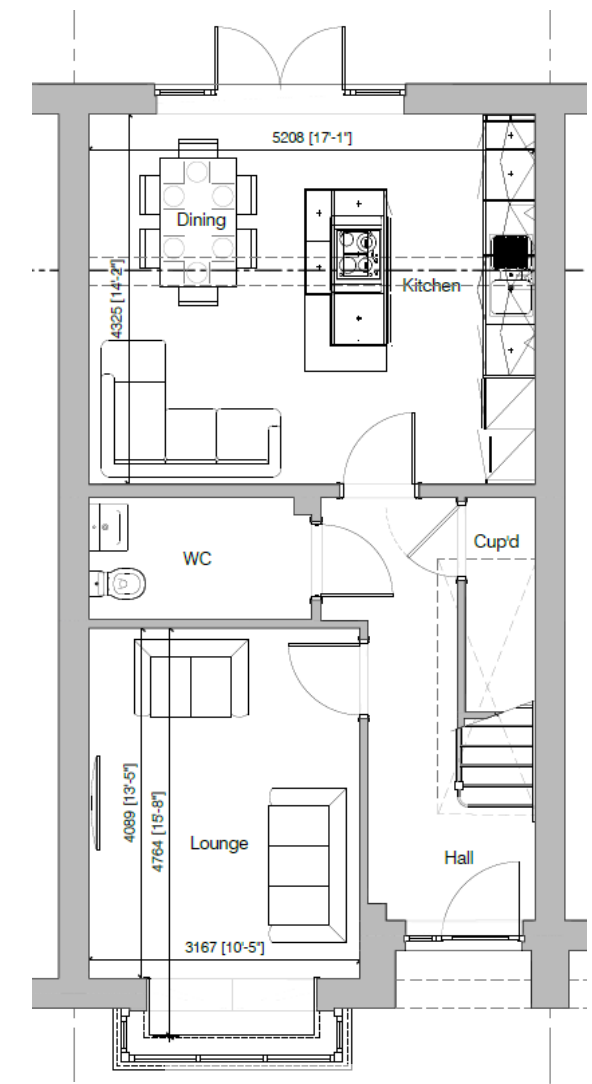
The Whin



The Hallin



The Gray



The Skiddaw



# Layouts

## First Floors

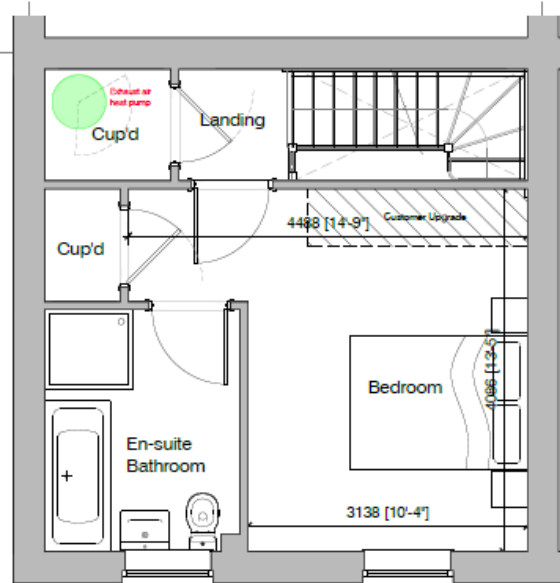
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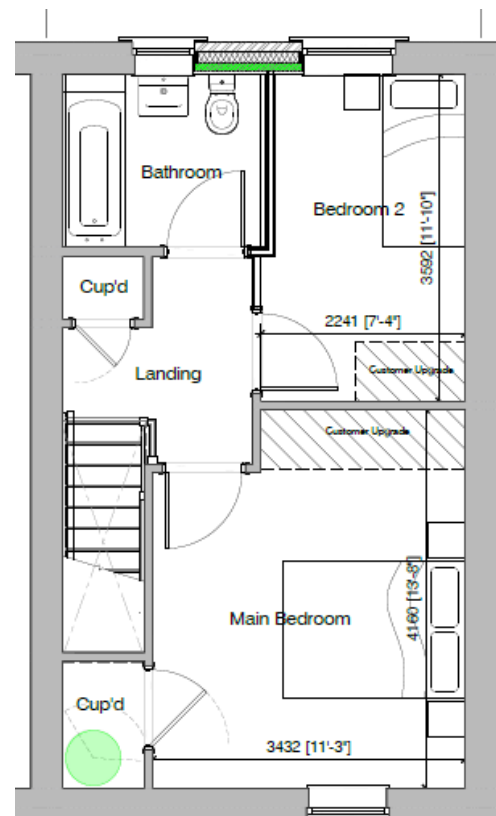


1-2  
beds

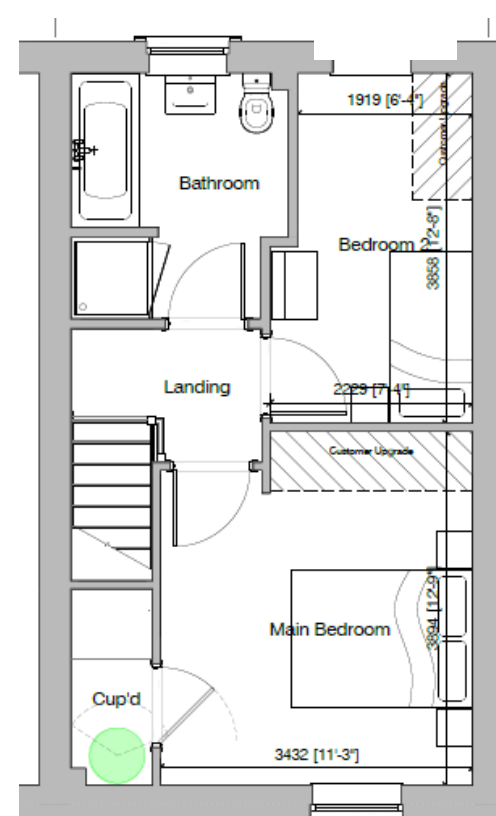
In our Intro Collection house types, first floors are designed to **optimize spatial flow** and enhance **functionality**, creating efficient living spaces. We've also incorporated **ample storage solutions** to keep customers' homes **organized** and **clutter-free**, catering to busy modern lifestyles.



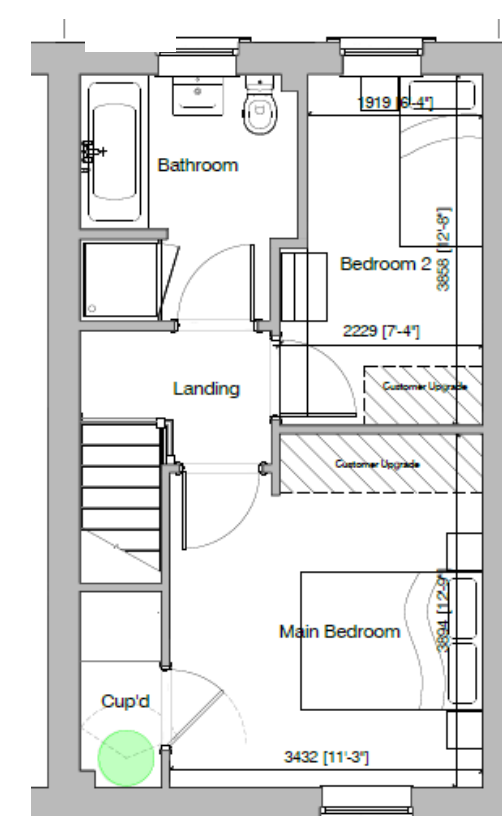
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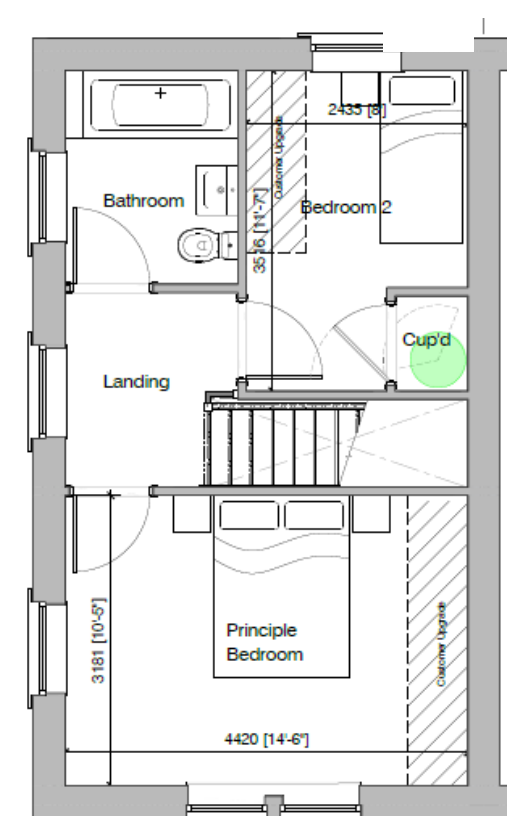
The Kentmere



The Tove



The Helm



The Carrock



# Layouts

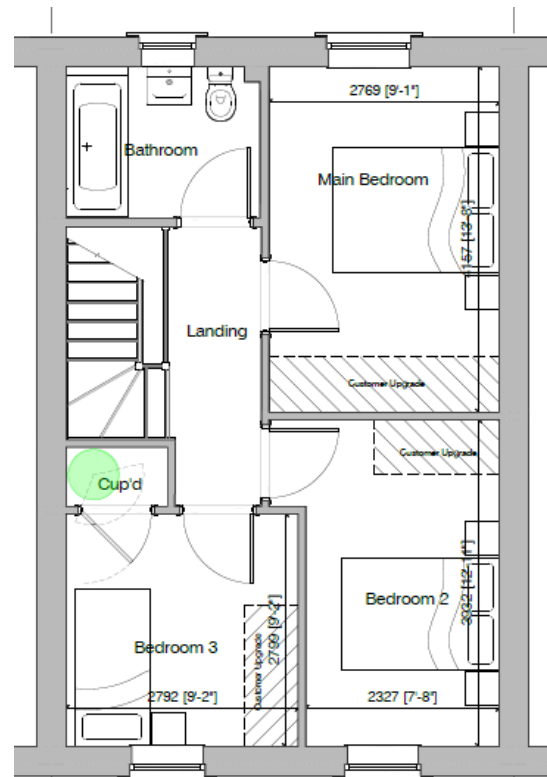
## First/Second Floors

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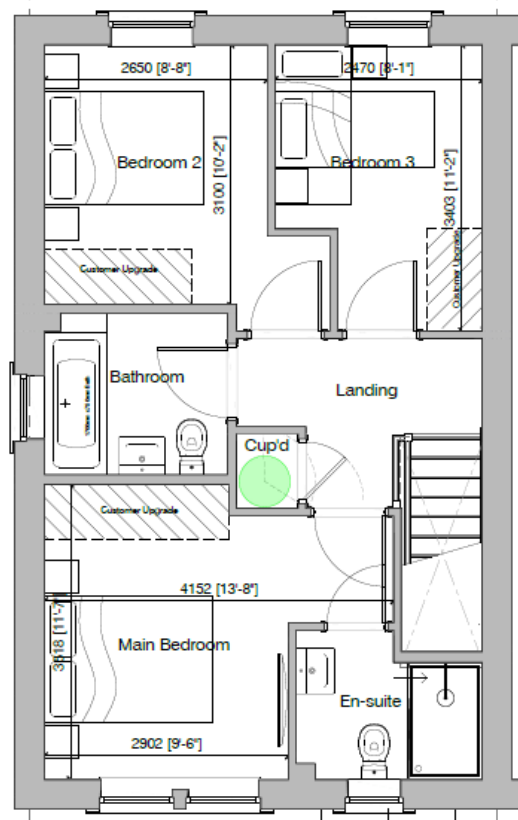
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3-4  
beds

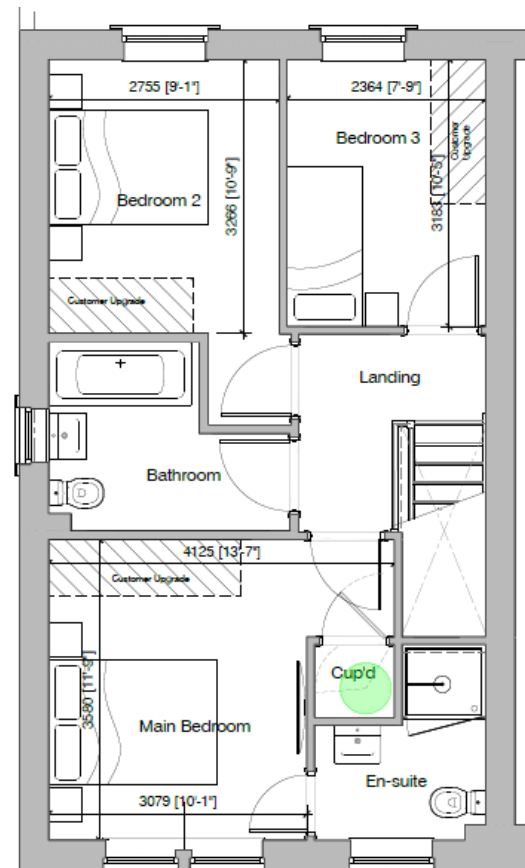
The larger Intro Collection units where 3-4 bedrooms are provided have also been developed with **space**, **storage** and **design** as priorities to ensure the highest level of **functionality**, **comfort** and **convenience**.



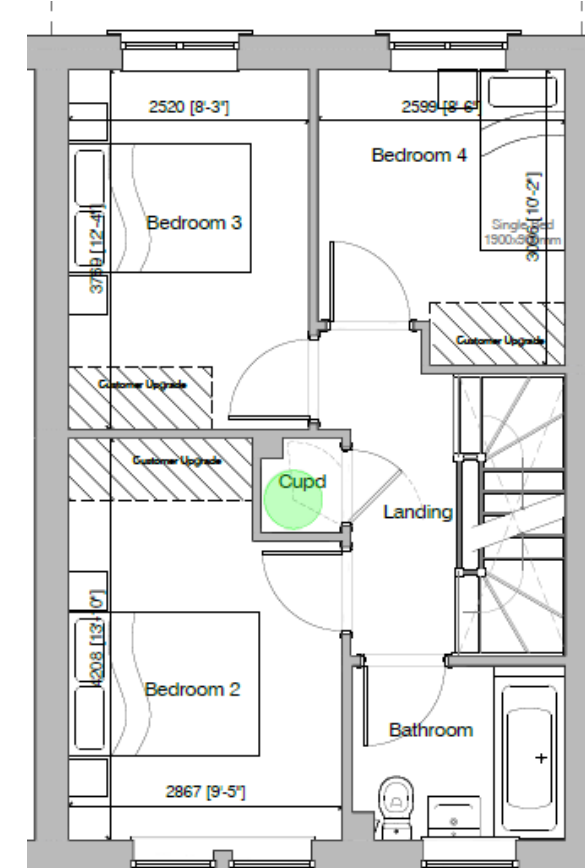
The Whin



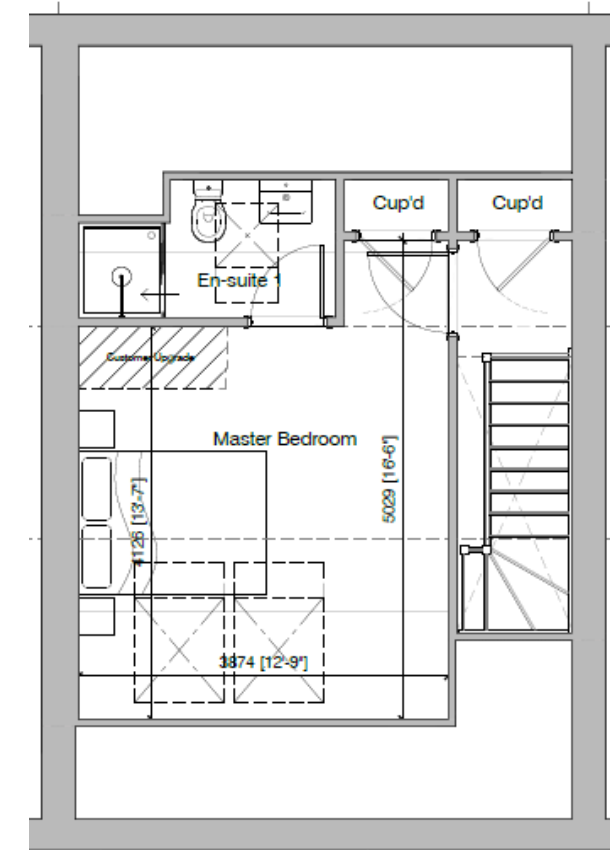
The Hallin



The Gray



The Skiddaw





# Layouts

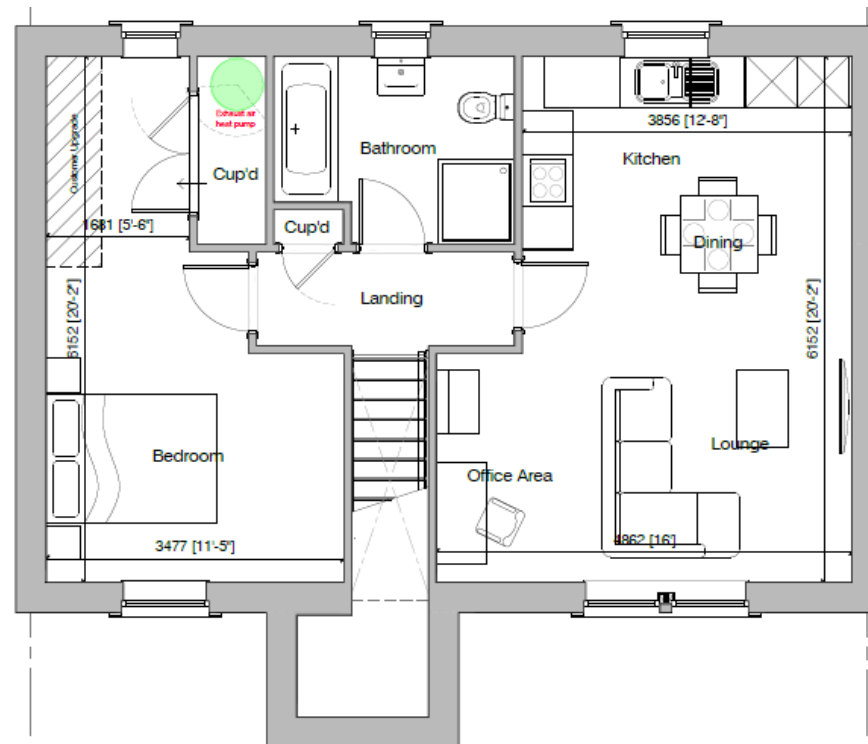
## Alternative House types

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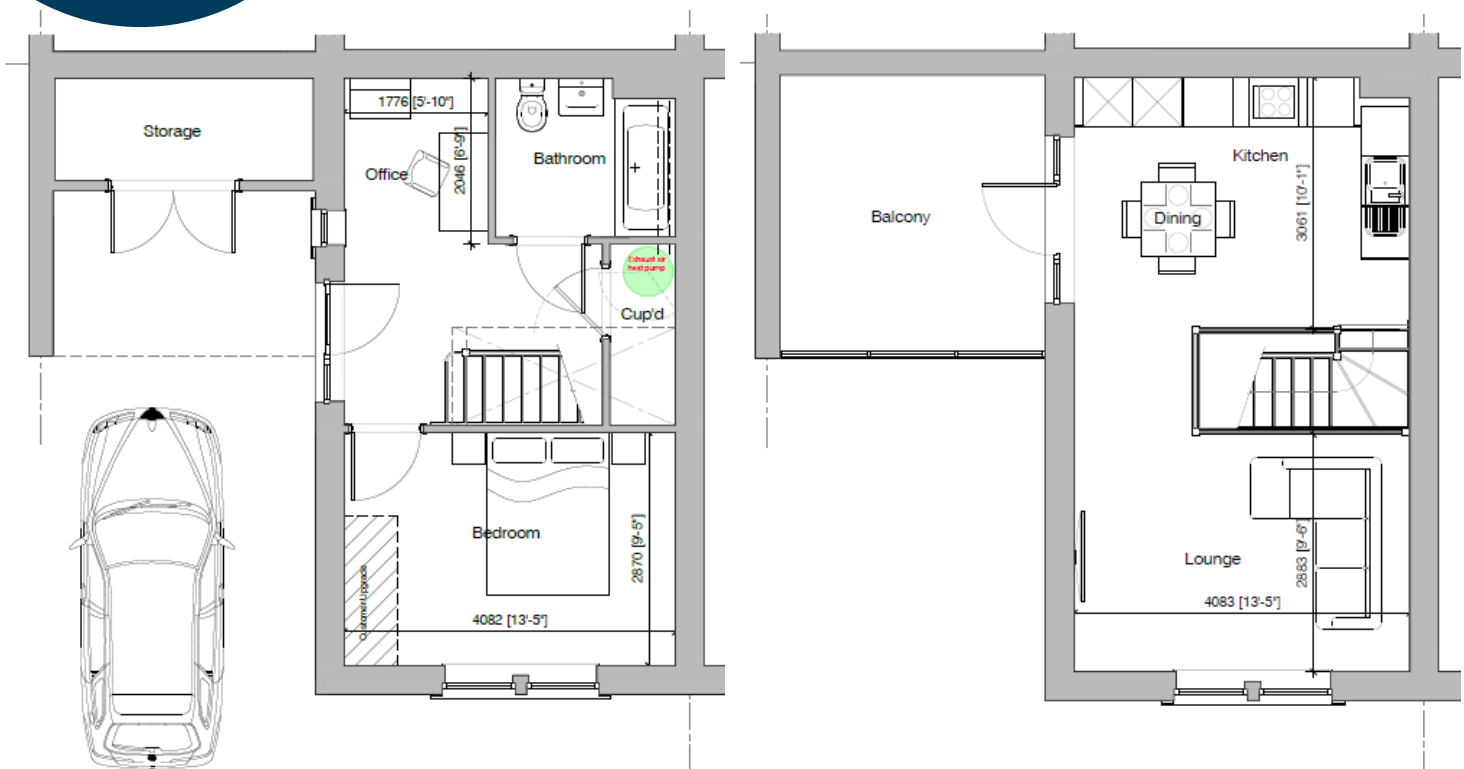
### The Blencathra Undercroft Housetype



The Blencathra offers **modern convenience** with a spacious bedroom, open-plan kitchen-dining area, and a **versatile** living/office space. The undercroft design allows **efficient space usage**, and the ground floor can be tailored to the scheme, used for parking, storage or a communal refuse point.

### The Kentmere Balcony Housetype

The Kentmere offers a **practical** and **stylish** layout. The ground floor includes a generously sized bedroom, a **convenient workspace**, and **parking** with additional **storage**. The first floor features an open-plan kitchen and dining area, a cozy lounge, and a balcony for outdoor relaxation - ideal for **modern living**.





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