

Land at Edgehill Park - Phase IV, Whitehaven

Design and Access Statement

Full Planning
Application for 109
Dwellinghouses
and Associated
Infrastructure
Including
Landscaping, Open
Space, Access,
Highway and
Drainage



99 galgate \ barnard castle \ county durham \ dl12 8es
e: andy@designbypod.co.uk
w: www.designbypod.co.uk
t: 01833 696600 \ m: 07931 182784

Design by Pod for Story Homes

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Ref: 66D-STO - Design + Access Statement 03
Date: August 2022
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Text Prepared by: AD
Checked by: JC/AMcN/JG



99 galgate \ barnard castle \ county durham \ d112 8es
e : andy@designbypod.co.uk
w : www.designbypod.co.uk
t : 01833 696600 \ m : 07931 182784

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1.0 Introduction

- 1.01 This Design and Access Statement (D+AS) has been prepared by **Design by Pod** and accompanies a detailed planning application (DPA) for the development of 109 new homes together with open space and associated infrastructure.
- 1.02 Policy H5PU of the emergent publication draft version of the



Detailed planning application site boundary extents marked onto aerial photograph (Google Maps).

Copeland Local Plan (CLP) 2021-2038, 'Housing Allocations', proposes allocation of an area coincident with the main body of the submitted DPA boundary and refers to an indicative yield of 120 dwellings. Proposals are submitted therefore in direct response to proposed site specific allocation HWH3 on the basis that CLP 2021-2038 will carry significant weight as a material planning policy by the time the application is determined towards the end of 2022 / early 2023.

- 1.03 From Story Homes' perspective, DPA proposals effectively represent a 'next phase' of development, linking with and following on from several successful phases of their wider 'Edgehill Park' development off Clarendon Drive; earlier phases of development around Wilson Howe (west of St Bees Road) and most recently (and directly west of the proposed DPA boundary), an area referred to as Phase III (numbering 335 new homes), granted full Reserved Matters approval (reference 4/20/2474/0R1) on 27th April 2021.
- 1.04 All abovementioned phases of Edgehill Park were sequentially developed following approval of 'hybrid' planning proposals (reference 4/13/2235/001), granted 13th March 2014; these relating to a significant area of land located to the south west and west of the current DPA boundary. Importantly, original proposals responded to key requirements set out in Copeland Borough Council's (CBC) 'South Whitehaven Plan' Supplementary Planning Document (March 2013), key principles from which were also clearly conveyed by Story Homes' own 'South Whitehaven Masterplan' - versions of which were submitted to CBC in both 2013 and more recently during 2021 in support of Phase III proposals (see reduced extract, page 11). Whilst the submitted DPA boundary lies outside the original South Whitehaven Masterplan area, the site's proximity to and shared boundary with that area

reinforces the logic of developing proposals that accord with key development principles and design guidance embodied within it, but also with successful resulting development on the ground.

- 1.05 As such, the submitted scheme is considered to respond sensitively to its surroundings and will, on completion, offer an inherently appropriate response to site and context. Carefully selected and congruently elevated homes pick up on local materiality, form and details. Proposals also take into account limited local hedgerow and other landscape features, offering careful consideration of sensitive edges and the amenity of adjacent development through introduction of substantial areas of new woodland to development margins alongside several new hedgerows, street trees and areas of public open space.



Site allocation HWH3 as highlighted within Policy H5PU in the emergent CLP 2021-2038



Earlier Edgehill Park development phase, Clarendon Drive



Extensive panoramic view looking east and south from the northern boundary of the proposed Phase IV development area. Rooftops associated with existing homes along Valley View Road are visible to the left, High House and the new Story Homes development are visible to the right (west). Pedestrian linkage is proposed between Lowther Gardens / Wastwater Road and the northern margins of the scheme



Existing PROW access off Valley View Road to the east of the site

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1.06 As a further driver of design, proposals also look to retain and work with existing landform, whilst at the same time introducing new features of merit (including attractive SUDS features) that will add to the environmental quality and biodiversity / geodiversity of both the application site and wider local area.

1.07 The current proposals, as submitted in response to draft CLP policies H5PU and HWH3, will deliver a range of high quality, high specification homes for the local community situated in a sustainable location. New dwellings range from 2 bed to 5



Panoramic view looking east over existing homes along Valley View Road. New planting across this area will help screen and filter views from existing property at a lower level.

bed homes and will allow for movement through the housing market, with units appealing to a wide section of buyers and offering a development that responds well to local housing need - proposals also incorporating provision for 10 affordable homes (all 2 or 3 bed dwellings).

1.08 Importantly, the D+AS is accompanied by both a Detailed Site Layout Plan ref: 66D-STO-100 Rev P) (DSLPP) alongside a comprehensive suite of further drawings which together illustrate how Story Homes propose to develop the Land at

Edgehill Park - Phase IV site. Alongside proposed dwellings, the scheme will also include a range of landscape and boundary enhancement measures including the planting of native species, broad-leaved trees, informal grassland areas, riparian planting around the proposed SuDS pond and slopes to the south and east of High House, mixed native species of new hedgerow and then on-plot domestic garden / semi-ornamental tree and shrub planting.

The Land at Edgehill Park - Phase IV Site

1.09 The detailed application site, measuring 6.22 hectares / 15.37 acres, is located on the southern periphery of Whitehaven, to the south of the Woodhouse residential area; west of Greenbank and east of Edgehill Park and the emerging Phase III development.

1.10 Located in a fairly elevated position at OS Grid Reference NY 51215 / 31631, the proposed development area comprises mainly pasture and semi improved grassland crossed by an east-west PROW running towards and then north of High House (an isolated building and curtilage lying outside the DPA boundary), this connecting Edgehill Park to the west and Valley View Drive within Greenbank to the east.

1.11 Notably, the site slopes from a broad plateau area with a high point at roughly a mid point along the site's northern boundary (circa 93m AOD), down towards

the proposed site boundary (circa 64.5m AOD) that in turn runs alongside both an existing football pitch and adjacent SUDS pond (this constructed by Story Homes to facilitate earlier Edgehill Park development phases) - the site's south easterly margins are then located to the west of Low Road.



Existing rendered homes along Valley View Road that back into the site's sloped eastern margins

1.12 With virtually no tree cover across the DPA area itself, a small but heavily vegetated watercourse is notable to the west; this running into an area of more significant woodland trees to the south west of both the existing and proposed SUDS ponds. Proposals will sit well alongside existing development to the west, north (Lowther Gardens / Wastwater Road) and east, with significant new planting and landscaped areas proposed to the south of the retained PROW and across the areas steepest slopes to the east and south east. These key



Glimpsed and transient views through to the Phase IV site from Low Road



An existing track providing access to High House (also a Public Right of Way (PROW)) shall be retained, with the southern extents of development within Phase IV sited 15-20m up the hill and to the north (right) of the route. Recent Story Homes development completed as part of Edgehill Park Phase II is visible to the centre / left



Panoramic view looking west and north alongside the existing SUDS pond introduced to deal with surface water drainage associated with earlier Edgehill Park Phases (Phase II units visible to left). Phase IV would be located between High House (centre) and existing development at Valley View Road (right). As part of DPA proposals a new and extensive landscape buffer will filter views through to any new homes alongside an extension to the existing pond and wetland area. This will be of benefit to local biodiversity



High House

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areas will not only help filter views through to existing and proposed development from the south (and screen existing properties to Greenbank), but will also - at a more strategic level - link existing woodland areas to the north and south of the developed area in a form characteristic of the area and of Whitehaven in general.

The Need for a Design and Access Statement

- 1.13 This D+AS intends to provide justification for the layout, appearance and overall amount of development proposed, showing how the scheme - having moved through a thorough process of design assessment, involvement and careful evaluation - will fit into, complement and improve existing patterns of land use, movement and access.
- 1.14 As such, the Statement has been prepared in accordance with the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015. Guidance in this and other relevant documents (including historic CABE guidance 'Design and Access Statements - How to Write, Read and Use Them'), outlines that any D+AS should explain the design thinking behind a planning application – highlighting key design principles and concepts that have informed proposals, showing also how access has been dealt with and incorporated into the development proposals.
- 1.15 Urban design is the art of making places for people. It concerns the connections between places, movement and urban form, the natural and built fabric, and processes for ensuring successful new development. Good design can help achieve memorable places with their own distinct character that contain streets and public areas that are safe, accessible, pleasant to use and human in scale. Successful design is dependent upon achieving an appropriate relationship between development objectives, development form and a positive response to local conditions. Story Homes firmly believe that these factors can be successfully interpreted in new development responses without inhibiting the use of



Fenced area 'land grabbed' by an adjacent occupier along Valley View Road. Proposed planting will help screen this area

new materials, technology, or the needs of future occupants.

- 1.16 In formulating proposals for the site, the design team have sought to recognise cues provided throughout Whitehaven and surrounding rural villages; these ranging from architectural styles, materials and colour, boundary treatments, building types, garden sizes and space around buildings.

Key Policies and Guidance

- 1.17 It is considered that through a sensitively designed scheme, proposals will provide the optimal solution for the site and surrounding area - according fully with Government objectives for sustainable development and the promotion of inclusive, sustainable and vibrant communities. As highlighted at Paragraph 126 of the July 2021 National Planning Policy Framework (NPPF);

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

- 1.18 The D+AS is also fully cognizant of sections 11 (Making Effective Use of Land) and 12 (Achieving Well-Designed Places) of the NPPF which each underline and reinforce the role of design in the planning system as does the 2019 National design guide which recognises that:

“Well-designed places influence the quality of our experience as we spend time in them and move around them. We enjoy them, as occupants or users but also as passers-by and visitors. They can lift our spirits by making us feel at home, giving us a buzz of excitement or creating a sense of delight. They have been shown to affect our health and well-being, our feelings of safety, security, inclusion and belonging, and our sense of community cohesion.”

before outlining 10 characteristics of a well design place - these each neatly summarised in the diagram right. Each of these key characteristics are touched upon throughout remaining sections of the D+AS.

Design and Access Statement Structure

- 1.19 In line with good practice and requirements, this D+AS is arranged into several key sections as set out below:
- **Site Analysis and Context** - including summary info' relating to the site's planning context (Section 2.0),
 - **Design Development and Key Principles** - scheme formulation and iteration, opportunities and constraints analysis. Dialogue with third parties (Section 3.0),
 - **Use, Amount and Mix** - the appropriateness of a residential response. Proposed development quantum, mix, density patterns etc. (Section 4.0)
 - **Layout and Character Areas** - site-wide considerations and detailed assessment of the DSLP (Section 5.0)
 - **Development Scale and Privacy** - detailed references to storey heights, local amenity etc. (Section 6.0)
 - **Landscaping and Open Space** - summary of proposed open spaces, key boundaries, planting, mitigation and biodiversity etc. (Section 7.0)
 - **Appearance** - proposed architectural response and



National Design Guide - the ten characteristics of a well designed place

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materiality (Section 8.0)

- **Energy Efficiency and Resource Conservation** - sustainability, climate change, drainage (Section 9.0)
- **Access, Movement and Connectivity** - vehicular and pedestrian networks. Proposed movement hierarchies (Section 10.0)
- **Summary and Conclusions** - (Section 11.0)

1.20 Although the main body of this document is arranged for ease of use into the several abovementioned sections; many topics and issues are highly interrelated and as a result are sometimes referred to throughout other sections of the document.

Story Homes – A Design Led Approach Through Structural Change

1.21 During the last 18-36 months and following a period of significant expansion, Story Homes have focused on rationalising it's entire house type range. This process has been undertaken as a direct response to not only market demand and buyer feedback (demand for more 'open plan forms' to key living spaces, changes to internal specification etc.), but also Building Regulation changes and developing policy and industry compliance measures (M4(2), M4(3) etc.). These changes have also been essential in order that Story Homes can remain competitive in the market place with a more streamlined



Design cue - safe streets and walks home from school, Story Homes development, Dearham



Well overlooked elements of open space, as is the case here within earlier Story Homes development, Frizington

and responsive product that also enables, where appropriate, the more efficient use of land and achievement of higher development densities across key sites.

Notwithstanding these changes across individual Story housetypes, planning application proposals endeavour to apply the key principles of good quality design, collaboration, and effective implementation that have each helped the organisation become an multiple award-winning residential developer.



Edgehill Park Phase II sales area off Wilson Pit Road, July 2020

- 1.22** The design team assembled for this project have worked with Story Homes on a good number of previous projects and each has extensive experience in their respective field of expertise. There is a close working relationship between team members with a solutions-based ethos geared towards the effective delivery of quality housing to the widest possible spectrum of potential home buyers. Story Homes also have the infrastructure and experience to execute their own developments with a well-resourced, in-house design and construction team.
- 1.23** Proposals have not been developed in isolation. The site's surrounding local context, rural communities and the wider urban context of Whitehaven have each been carefully considered in order that any new development will integrate effectively to become a vital new neighbourhood – a development which positively enhances the area.
- 1.24** Story Homes see the planning process as a collaborative one that gains strength with understanding, consideration and support between various groups and stakeholders. In both their early gestation and ultimate delivery, proposals for Land at Edgehill Park - Phase IV recognise that the long term success of the development will be greatly enhanced by features and measures that ultimately ensure design quality and an inherent level of sustainability.

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2.0 Site Analysis and Context

- 2.01** The DPA site lies within the 'West Cumbria Coastal Plain'; this forming a narrow belt between the coast and high fells of the Lake District and in turn forming part of the Lowland type (Type 5) and Urban Fringe sub-type (Sub Type 5d) as identified within the Cumbria Landscape Character Guidance and Toolkit.
- 2.02** Landscape within and surrounding the site is also heavily influenced by both past and present human activity with urban settlement and townscape associated with Whitehaven to the north and northeast also comprising remnants of former industrial activity including, particularly to the west, the former Marchon chemical works beyond Woodville Way and High Road - this area soon to be separated from the DPA boundary by Story Homes' emerging Edgehill Park - Phase III development, currently under construction.
- 2.03** Landscapes to the south of the site are, in turn, generally more attractive with undulating broad expanses of managed agricultural land sometimes interrupted by settlement. Scattered farmsteads, hamlets and small nucleated villages are generally set within significant areas of open pasture

comprising medium to large-sized fields subdivided by a mixture of hedgerows, hedgerow trees and post and wire fences with occasional 'stone hedges' or 'kests' rather than stone walls. Saltom Bay is present approximately 1.4km to the north-west of the site with land rising beyond the former Marchon chemical works to coastal cliffs around St Bees Head; whilst to the east, land slopes further and more steeply into the Pow Beck valley beyond Low Road (see aerial photograph highlighting several key local features, below).

Site Description and Key Characteristics

- 2.04** The proposed development site is located at National Grid Reference NX 9743/1570 and comprises a total area of 6.22ha (15.37ac). Located approximately 2.4km south of the town centre, the area occupies an elevated position lying at what was previously the south western settlement edge of Whitehaven at Woodhouse. Established development at Wilson Howe and Edgehill Park, alongside development currently under construction and immediately to the west, will mean the DPA site will soon be framed by residential development to all sides other than to the south east.

towards rear garden boundaries associated with dwellings along Valley View Road to the east (82m AOD to the north and 78m AOD to the south alongside and existing cattle grid), and then down again to levels at around 63-64m alongside a relatively large existing SUDS pond to the south. With no notable tree cover, there is a small but heavily vegetated watercourse defining the western part of the wider site to the south west of High House Farm (mainly scrub species), with areas of more significant woodland trees then present to the south west of the SUDS pond where the watercourse deepens as a more substantial landscape feature or 'ravine'. Woodland and further scrub areas are also present immediately to the north of the site to the east of Wastwater Road, with a much larger linear area of woodland present approximately 200m to the east beyond Low Road and St Bees Road and coincident with the westerly Pow Beck valley side.



View looking across the recently developed SUDS pond towards Edgehill Park Phases II. Elements of the site are still grazed.

- 2.05** Comprising a mixture of rough semi improved / cultivated grassland with a short sward of around 10cm, the site has a generally south and south easterly aspect, with landform falling from levels at a central point of its northern boundary closest to Lowther Gardens of approximately 93m AOD. Levels then fall quite steeply
- 2.06** Key habitats are recorded in Urban Green's Ecological Appraisal (submitted as part of the DPA) with the application site comprising abundant Yorkshire fog, red fescue and false oat grass. Broadleaved dock, creeping buttercup, ribwort plantain and white clover were all also present at the time of survey with occasional timothy grass, common nettle, rosebay



Aerial photograph highlighting key local land uses, transport routes, town centre features and facilities and landscape character - Google aerial image



View looking north east towards existing homes around Gomeriggs Road and Valley View Road from the existing PROW / track which also provides access to High House



The westerly retained route of the PROW at the boundary between Phases II, III and IV

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Panoramic view looking south from a point alongside the PROW / track to High House. Proposals will introduce a second pond alongside the existing SUDS pond with proposals also seeing the introduction of significant new planting areas across existing slopes that fall down towards the feature



View looking east from a point to the north of High House on the route of the PROW as it crosses the existing field between Phases II / III and the track to High House



View looking east over existing homes along Valley View Road. Views (especially from upper floors) towards the distant Lakeland Fells will be available from proposed units

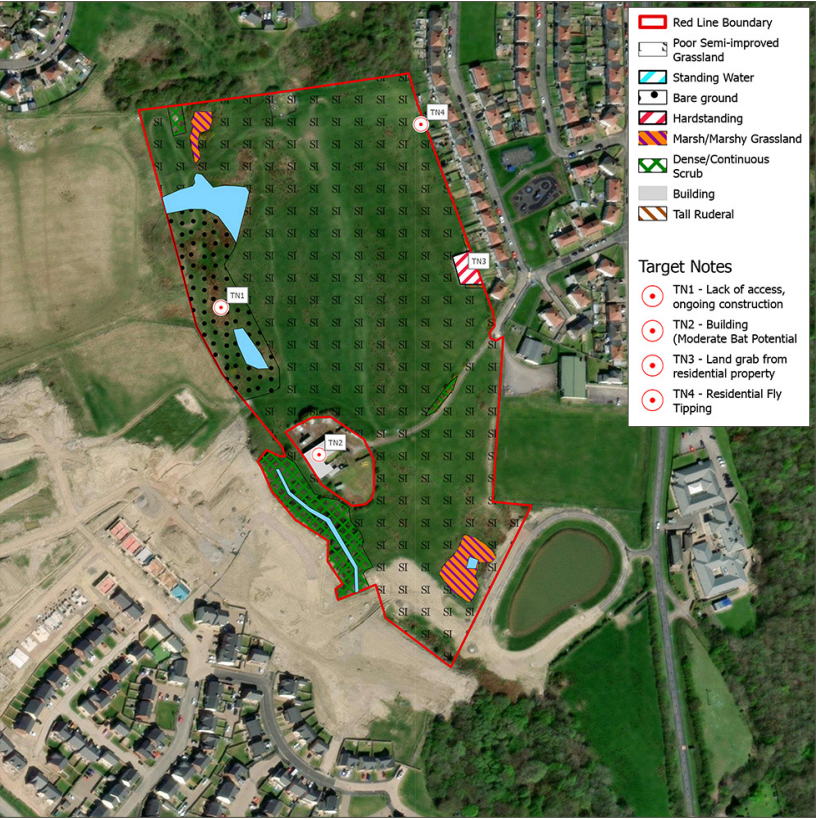


Panoramic view looking south west from Valley View Road towards the cattle grid and onward track / PROW. Greenbank Community Centre frames the view to the left and existing rendered homes are in evidence to the right. Proposed woodland around the pond area and 'beneath' the rear property boundaries associated with earlier Phase II development will help screen and contain development and 'unite' with woodland areas around the ravine (again visible to the far left of the view)

willow herb and bramble also noted. Bramble, hawthorn and goat willow were also present within both abovementioned scrub areas to the south west, and to the north eastern boundary just west of Valley View Road.

2.07 Two areas of marshy grassland were

also present on site; one alongside (to the west) of the existing SUDS pond and one to north western margins comprising abundant rosebay willow herb and common rush, with creeping thistle, sphagnum moss and ragwort also in evidence. Urban Green's 'Habitat Map' (see reduced extract top right) marks all abovementioned features alongside an area of standing water, 'P3' - again towards north eastern margins and dominated by bullrush. Importantly, eDNA surveys carried out in



Reduced extract from Urban Green's 'Habitat Map' (ref: UG1415_ECO_HM_01)

connection with all marshy areas / water bodies have returned negative results.

2.08 It is also important to note that a public right of way (PROW) runs in a north west to south east direction across the middle of the site, passing just north of High House. This key route then continues across the site before connecting with that unit's main access track which in turn links with Valley View Road and Greenbank to the east. Proposed development shall maintain the route of this key PROW.

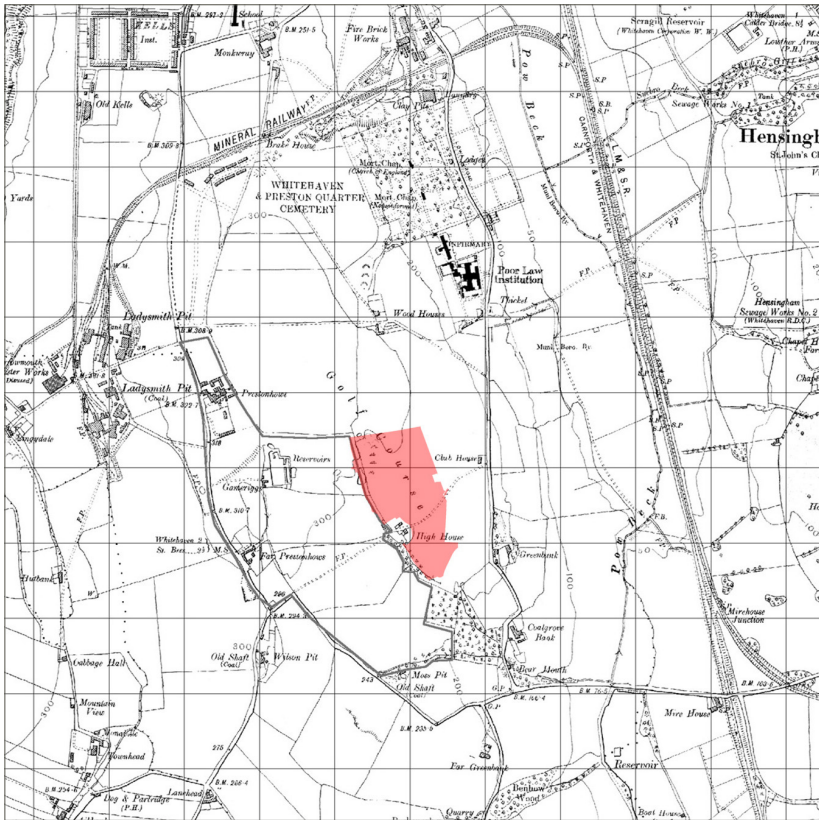
2.09 Along the eastern boundary of the site, an area has been 'land grabbed' by an adjacent residential property (see image page 3). The intention as part of wider proposals is to introduce a significant planting belt to the east of the main development area and west of gardens associated with dwellings along Valley View Road. This will help screen this relatively intrusive element - currently contained by makeshift corrugated metal panelling. Finally, there are no scheduled monuments, listed buildings or designated heritage sites located within the DPA area or

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Historical Map - 1867. Croft pit to west, activity at 'Gameriggs', with 'Wood House' to the north and Whitehaven Union Workhouse also in evidence. Whitehaven and Furness railway alongside Pow Beck also in situ



Historical Map - 1926. Gameriggs marked as 'Reservoirs'. Development of Kells and establishment of the 'Mineral Railway to the north'. Early establishment of the Woodhouse estate. Rural context relatively unaltered



Historical Map - 1957. Woodhouse and Greenbank estates now established together with more substantial development in and around Kells / Monkway (schools, recreation grounds). Initial development at Mirehouse.



Historical Map - 2000. Significant development of former pit which becomes Marchon / Huntsman works. Development of landfill sites and further development along Pow Beck Valley

immediately adjacent to the site boundary.

Urban Context and Local Building Typologies

2.10 The NPPF recognises the importance of context and of responding to local development forms and typologies; the document supportive of new proposals that are:

"sympathetic to local character and history, including the surrounding built environment and landscape setting"

NPPF also highlights at paras 127 and 128 that new development should be based on:

"...an understanding and evaluation of each area's defining characteristics." and "...reflect local character and design preferences."

2.11 As such, a key element of early project inputs related to the study of not only settlement morphology and building typologies found throughout Whitehaven; but also the layout, structure and grain of pockets of development and settlement

throughout the town centre, suburbs and outlying villages. This was undertaken with the intention of drawing out key themes and references – a main objective being to 'ground' the development and align proposals with the existing character and context of both the site and wider Whitehaven and Copeland area.

Historical Context and Growth

2.12 Sequential historical Ordnance Survey bases as presented above and left highlight how the site and its immediate context have developed over time.

Local Townscape

2.13 Whitehaven is the earliest post-medieval planned town in England. It is a unique example of late 17th - 18th Century town planning; laid out in accordance with a strict



Whitehaven's orthogonal / grid and Georgian core with marina to the north west

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Most buildings in the town centre present a consistent street façade and located to the front of building plots in line with Lowther's 1699 regulations. Undulating eaves result largely from underlying topography



Predominant render colours tend to be shades of cream and off white, with dark roof slates

design code formulated by a single landowner Sir John Lowther and widely recognised as comprising one of the most intact Georgian townscapes in the country.

2.14 Most buildings within the town centre present a relatively consistent street façade, often two and a half or three storeys in height and opening directly

onto the street. Undulating eaves result largely from changes in storey height or, as is often the case, underlying topography with direct access to the street generally serving to reduce the length of blank facades; increasing activity and improving connectivity between the public realm and private property / buildings.

2.15 The majority of buildings in central Whitehaven are constructed using local rubble sandstone, with many finished with render or a rougher 'harling' applied externally to improve weather resistance. Predominant colour schemes tend to comprise shades of cream and off white, with roofscape also extremely important - most constructed using Westmorland or Welsh Slate, this generating a dark, quite 'flat' appearance.

2.16 Away from predominantly Georgian areas, later Victorian districts and suburbs also offer attractive townscapes with many frequently larger scale dwellings often incorporating steep, decorated eaves and gable elements. 'Banding' and string course details also help break up principal elevations,



Victorian dwellings often incorporate steep, decorated eaves and gable elements



Tighter grained smaller scale terraced streets and cottages, South Row, Kells



Rendered townhouses, High Road north of Kells



Timber detailing and decoration to gables

with units sometimes also incorporating decorative timber features - particularly to gables or 'peaks' that protrude into roof lines as is often more common throughout these areas.

2.17 Importantly, several local villages also provide cues based on both their layout, structure and boundary treatments. Indeed, images below highlight elements of across Sandwith's main street, a village characterised by a wide verge / green with important street trees and footpaths set away from the road edge. Key spaces are framed by attractive walls which in turn frame private areas; some of which function as garden

space but others also providing driveway space, parking and other elements - limiting the impact of vehicles in the streetscene. In other villages, boundaries that define public realm also comprise estate railing - this also used at the heart of the wider Edgehill Park scheme (as within soon to be developed 'Main Street Green' across Phase III for example).



Design cue - Estate style fencing



Sandwith's main street with deep roadside verges, attractive street trees and walling helping define curtilages and help generate character



High House

2.18 To the south of that element of the wider DPA boundary proposed for development, High House Farm is present. Of traditional construction with white render, tiled roof and south easterly aspect, the farmyard is contained by a combination of stone and blockwork walls, fences and scrub and is generally relatively unkempt. Neither this nor the Greenbank estate (which in turn is characterised by almost uniformly rendered, hip roofed semi-detached homes very similar to those throughout Woodhouse) is not of particular visual merit. As such, neither Greenbank nor High House Farm necessarily offer 'design cues' or references for the form that specific

housetypes or development across the DPA site generally should adopt.



Three storey rendered townhouse, Sandwith

2.19 Good 20th Century and more recent development can however provide useful design cues for potential elevational treatments and materials use across the application site. Images overleaf highlight use of render and stone, congruent



Mix of materials, and local development form, Sandwith village to the west of Edgehill Park

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Panoramic view looking west across entire westerly boundary to Phase IV with High House to the south and temporary kissing gate access to the PROW running between Phases II and III of the developing Edgehill Park to left of centre. Rendered dwellings to the southern edge of Woodhouse visible to the north (right)



Rendered gables and full surrounds. Story's 'Spencer' house type



Rendered elements across 'Harrison' and 'Harper' units

roofing and boundary treatments across Edgehill Park to the south west and west of the site.

2.20 It is important to note that whilst not necessarily recognised as a traditional local material, CBC have previously agreed that if appropriately coloured (and of an appropriate quality), brick can also form an acceptable material for use across Edgehill Park. Indeed, with previous development phases incorporating and attractive mix of brick, render and more limited areas of stone, suitably coloured render and high quality brick will constitute acceptable elevational finishes across the Edgehill Park - Phase IV application area.

Planning Context

2.21 Story Homes has prepared a Planning Statement that accompanies this DPA and provides a comprehensive summary of all relevant information regarding the development. The document also provides an assessment of

relevant adopted and emerging policy / other guidance. Whilst it is not proposed to repeat the content of that document here, it is important to make note of planning policy of specific relevance to design.

National Planning Policy Framework (NPPF) and Planning Practice Guidance

- 2.22** The revised NPPF (July 2021) sets out a series of 'core land-use planning principles' that as well as informing 'plan-making and decision taking' should also underpin proposals for development. At the heart of the document is a '*presumption in favour of sustainable development*' (para 11) with the status and role of design also clearly stated; the NPPF (para 126) noting that:

"Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities."

the document explaining that various key documents or drawings including character assessments, design guides and masterplans can each be used;

"to help ensure that land is used efficiently while also creating beautiful and sustainable places... [It] is especially important that planning policies and decisions... ensure that developments make optimal use of the potential of each site."

- 2.23** Further national guidance on good design in developments is found in Planning Practice Guidance. Guidance sets out several fundamental considerations that should be borne in



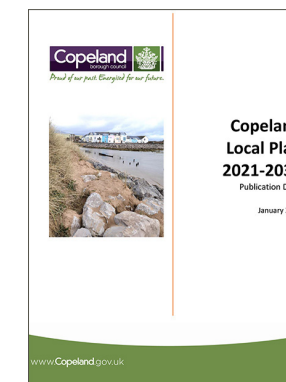
Wilson Howe, to the south of the DPA area and finished in an attractive range of high quality brick, render and some stone (development also undertaken by Story Homes)

mind when designing development including 'Layout', 'Form' (the shape of buildings), 'Scale' (building size) and then 'Detailing' and 'Materials'.

Copeland Borough Council Planning Policy

- 2.24** Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals are determined in accordance with the approved development plan unless material considerations indicate otherwise. The Copeland Local Plan 2013-2028 (CLP) was formally adopted by CBC in December 2013. Policies contained within that document and of most relevance to the current submission include Policy DM10, 'Achieving Quality of Place' which seeks high standards of design and the delivery of new development that positively responds to local character and setting; Policy DM11, 'Sustainable Development Standards' which requires development to be delivered at appropriate densities and wherever possible be served by SUDS, whilst Policy DM12, 'Standards to New Residential Developments', sets out various technical criteria for new residential development covering appropriate car parking levels, separation distances and open space requirements.
- 2.25** It is important to note however that all abovementioned policies will likely be superseded by the new CLP 2021-2038 by the time the application is determined towards the end of 2022 / early 2023. It is therefore considered logical to concentrate and give weight to emerging CLP 2021-2038 who's Policy H5PU, 'Housing Allocations', allocates an area broadly coincident with the main body of the submitted DPA boundary and refers to an indicative yield of 120 dwellings.

- 2.26** Draft Policy H6PU, 'New Housing Development' is, in turn, of arguably most relevance to the submitted DPA, proposed DSLP and issues reviewed throughout this D+AS. Indeed, in text supporting the policy, commentary highlights the need for all new development to '*minimise any detrimental impacts... upon existing communities and... ensure development is built to a high standard, creating places where people will want to live and stay that have positive impacts upon health and well-being*'; the policy then going on to state that



Copeland Local Plan 2021-2038

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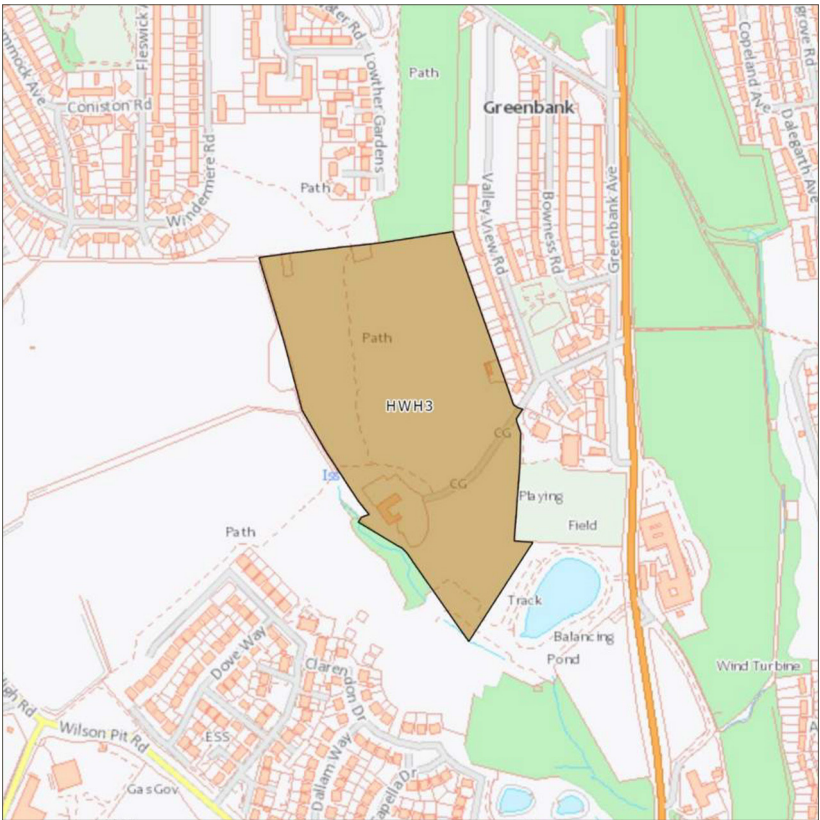


'planning permission will be granted for housing development on allocated and windfall sites in principle providing that the following criteria are met.'

- a) - The design, layout, scale and appearance of the development is appropriate to the locality.
- b) - Development proposals clearly demonstrate that consideration has been given to surrounding natural, cultural and historical assets and local landscape character (including the impact upon the setting of the Lake District National Park and the Heritage Coast and its setting where appropriate);
- c) - An acceptable level of amenity is provided for future residents and maintained for existing neighbouring residents in terms of sunlighting and daylighting;
- d) - Privacy is protected through distance or good design;
- e) - The development will have no unacceptable overbearing impact upon neighbouring residents due to its scale, height and / or proximity;
- f) - The layout promotes active travel, linking new development with existing footpaths and cycleways, where possible;
- g) - Adequate external amenity space is provided, including for the storage of waste and recycling bins in a location which does not harm the street scene, where possible;
- h) - Adequate space for parking is provided, with preference given to parking spaces behind the building line to reduce street clutter, where possible;

2.27 Further CLP policies and guidance relevant to current proposals include draft Policy H7PU, 'Housing Density and Mix', which seeks the effective use of land and the delivery of an 'appropriate housing mix' which includes 3 and 4+ bedroom homes and draft Policy H8PU, 'Affordable Housing', which outlines a requirement for 10% provision of affordable homes (of which 40% should be discounted or starter homes (25% of which must meet the definition of First Homes), and 60% should be rented).

2.28 Draft Policy DS2PU, 'Reducing the Impacts of Development



Site allocation HWH3 as highlighted within Policy H5PU in the emergent CLP 2021-2038

on Climate Change' is also of relevance and states that CBC will support proposals that make a positive contribution to achieving the Cumbria wide goal of net zero carbon by 2037 with techniques highlighted by the policy including the design and layout of buildings to improve energy efficiency, provision of SUDS to avoid flood risk, contribution to environmental benefits including new woodlands etc. and biodiversity net gain. A specific policy entitled 'Bio Net Gain', N2PO then highlights that *'all development must provide a minimum of 10% net gain and should be delivered on site where possible'*. Finally, and with DPA proposals offering significant areas of new landscaped areas, woodland and public open space, draft Policy N9PU, 'Green Infrastructure' is also noteworthy and states:

"The amount of green infrastructure on the development site should be maximised and developers should take opportunities to create new connections, expand networks and enhance existing green infrastructure to support the movement of plants and animals. Green infrastructure should be multi-functional where possible and... be considered at the start of the design process."

2.29 Several other more detailed and subject-specific draft policies are also of relevance including Policy CO4PU, 'Sustainable Travel' and Policy CO7PU, 'Parking Standards' which now requires one electric charging point per dwelling with off street parking. These and other detailed subject specific policies are reviewed across various related Sections of the D+AS below.

Other Relevant CBC SPD

2.30 As already noted, this application - especially from Story Homes' perspective - effectively represents a 'next phase' of development, linking with and following on from several successful phases of their wider 'Edgehill Park' development to the south west and west of the proposed DPA boundary.

2.31 Indeed, as noted in Section 1.0, sequential phases of the Edgehill Park development have each responded to requirements set out in CBC's 'South Whitehaven Plan' SPD (March 2013), key principles from which were also embodied within Story Homes' approved 'South Whitehaven Masterplan' (see reduced extract, over). Whilst the submitted DPA boundary lies outside the earlier South Whitehaven Masterplan area, the site's proximity to and shared boundary

with that area reinforces the logic of developing proposals that are cognizant of extensive planning consultation and critique that underpinned the approved masterplan and its delivery on the ground - current DPA proposals offering a continuation of key development principles and design guidance contained therein.



Bungalows at Lowther Gardens...



...alongside which there may be potential to create a pedestrian link to Phase IV

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Pre-Application Process and Scheme Delivery

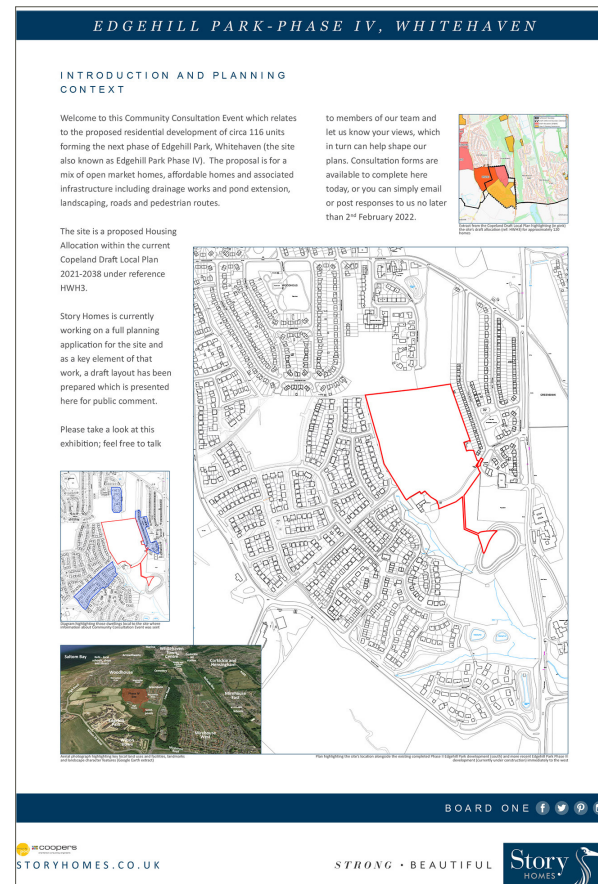
2.32 Story Homes have carried out extensive studies, surveys, consultation and assessments in order to inform the preparation of this DPA for the site. As such, the proposal has been subject to extensive ongoing pre-application discussions involving Story Homes and their consultant team. This approach accords fully with NPPF which states;

"Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests."

2.33 Proposals have also been reviewed at a public consultation



Wider South Whitehaven Masterplan as updated 2019 to accompany reserved matters applications associated with Edgehill Park - Phase IIb (central area to the south of the cross-site PROW / Linear Park and marked with a solid red line)



Reduced extract from presentation Board One used at the Public Exhibition event 19th January 2022



Reduced extract from presentation Board Three used at the Public Exhibition event 19th January 2022



Reduced extract from presentation Board Four used at the Public Exhibition event 19th January 2022

event which was open to key stakeholders, members of the public and private bodies and held on Wednesday 19th January 2022 (14.00pm - 19.30pm) at the Greenbank Community Centre off Gameriggs Road, Whitehaven, just to the south east of the proposed development area. Again, this approach accords fully with NPPF which states;

"Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."

2.34 Draft proposals and exhibition boards were displayed at the event (see reduced extracts, opposite), which approximately 31 people attended. The proposals and exhibition boards were also published on Story Homes' website with a further two week public consultation period following the event. A total of 5 feedback forms were received along with verbal

comments recorded on a site plan during the consultation event. A further, single response was received online.

2.35 It is important to note that a Statement of Community Involvement (SCI) is included with the planning application submission and includes further details on how Story Homes has attempted to respond to the public comments.

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3.0 Design Development and Key Principles



The use of 2.5 and 3.0 storey development as 'stop vistas' in the streetscene, Story Homes development

3.01 The 2021 NPPF sets out the Government's planning policies for England and how these should be applied. At paragraph 119, the document encourages that development should;

"...promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions."

3.02 As such, careful site analysis, together with an appreciation of local context and the identification of various opportunities and constraints have each been taken into account in collating the DSLP; this feeding also from inputs and advice from the wider project team incorporating consulting engineers Coopers, highway consultants i-Transport, and landscape architects, arboriculturalists and ecologists Urban Green. The submitted scheme, as highlighted across the DSLP and supporting plans, is considered therefore to respond sensitively to its surroundings and will, upon completion, offer an appropriate response to site and context.

3.03 This section of the D+AS highlights a number of important 'guiding design principles' that have been applied across proposals and have underpinned design development throughout the project programme. It is intended that these will help achieve an attractive and well considered proposal.

Design Development

3.04 Early in the design and development process, Story Homes and the wider development team bought together an initial 'Constraints Plan' (see reduced extract overleaf). Whilst this

has developed over the duration of the project, its principal aim has consistently been to identify key technical and physical constraints to development.

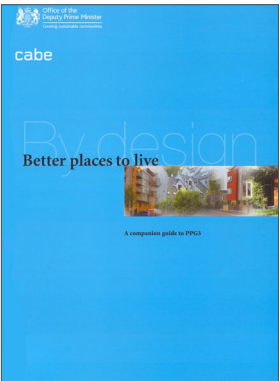
3.05 Alongside detailed site visits to the local area and further townscape analysis, **Design by Pod** have regularly added to the plan, with site notes and subsequent sketch / layout work identifying not only key opportunity areas, zones for development, thoughts about potential development frontages or sensitivities, but also landscape-related constraints in terms of views, amenity and potential areas for reinforcement of existing vegetation or the implementation of pedestrian connections to the local area etc. In addition, findings from other team members including the identification of further information regarding drainage constraints, underground utilities and the potential for SUDS (Coopers) alongside scope for new planting areas, the introduction of public open space and changes in surface materials and boundary typologies / new hedgerow etc. (**Design by Pod** in discussion with Urban Green), have each also been built into the iterative design and scheme development process.

3.06 Consideration of the site's key attributes and challenges has also necessarily been undertaken in the context of relevant national and local planning policy and guidance whose key standards and benchmarks must be met in the design and delivery of all residential projects. As such, principles are generally drawn from advice contained in both the NPPF and in other relevant guidance or best practice including both the June 2020 'Building for a Healthy Life' (which updates England's most widely known and most widely used 12 point design tool for creating places that are better for people and nature Building for Life 12), and 'National Design Guide' (2019). Key messages are also drawn from Manual for Streets, the Cumbria Development Design Guide (CDDG), together with key CBC / CLP 2021-2038 draft policies and relevant CBC SPD's as highlighted throughout Section 2.0 above.

3.07 In line with this, Story Homes also believe



Design Statement Guide



By Design

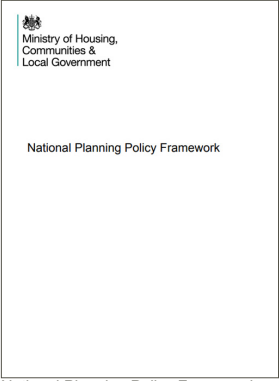


Urban Design Compendium

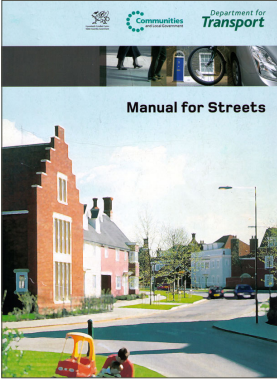
in delivering quality homes that will stand the test of time. To this end, detailed scheme iteration has also related to landform, building orientation, proximity to existing development and resulting levels of amenity, massing and planting, and although the proposal is of insufficient scale to require assessment through an Environmental Statement, Story Homes has, nevertheless, instructed a comprehensive suite of technical studies to be carried out to support the planning application; these covering matters relating to flood risk and drainage, ground investigations, transport, ecology, trees, hedgerows and landscape impact.

Guiding Design Principles

3.08 In addition to the above and more formal or 'technical' constraints planning exercise, **Design by Pod** also began developing early concept and framework drawings that in turn, started to explore how approaches to site layout work might begin to 'map out' and configure. Initial drawings also



National Planning Policy Framework (July 2021)



Manual for Streets



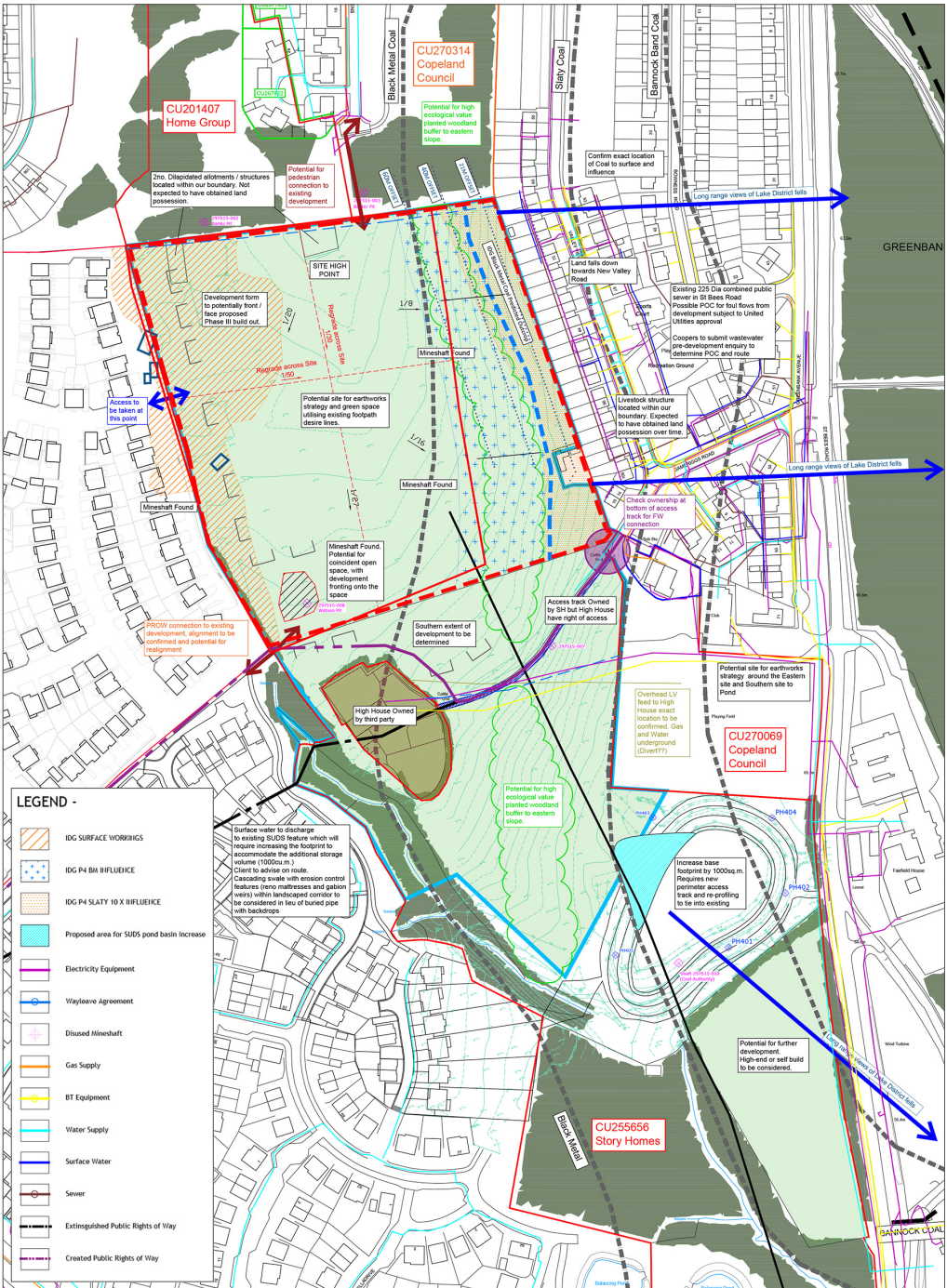
Building for a Healthy Life (July 2020)



Panoramic view looking north west from a point alongside High House and along the existing PROW. Edgehill Park - Phase III under construction to the left of the view with existing development towards the southern edge of Woodhouse visible to the centre of the view. Intervening topography truncates available views towards Greenbank

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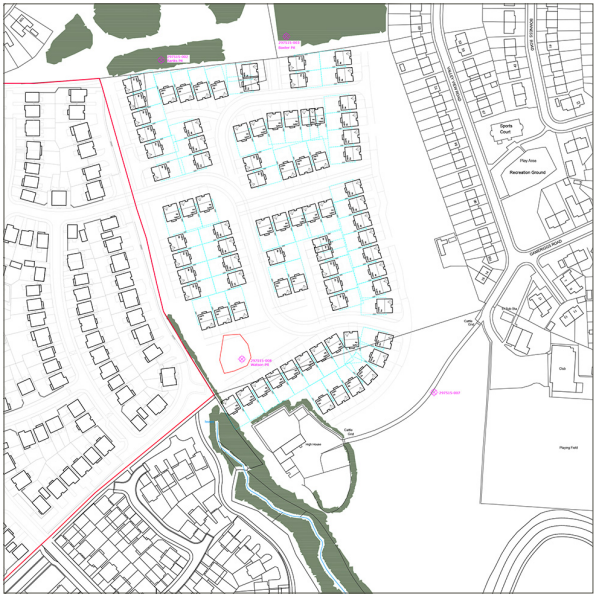
Initial Opportunities and Constraints work - thoughts about site context, key views and edges, underground and geotechnical constraints, amenity and potential developable areas / pond locations, scheme visibility and containment etc.

began to more accurately assess potential site capacity and requirements for open space, whilst at the same time looking in more detail at site topography, potential pedestrian and vehicular connection points, the requirements of drainage and potential SUDS areas alongside gradients and general development feasibility.

3.09 Early versions of the developing layout suggested site capacities of over 100 dwellings (see 'underpinnings' of the initial scheme collated as a reduced black and white line drawing bottom right). These early inputs not only enabled more accurate consideration of development quantum (being shared also with the wider team to assess feasibility from the point of view of a series of design team perspectives / disciplines), but also served to challenge or reinforce several key principles and subject areas felt to be of vital importance to the scheme's success and wider approach to design. Through various sequential stages of the design process, these key objectives have remained largely uncompromised and as a result retained as key 'pillars' of current DPA proposals as now submitted for planning approval. These 'guiding design principles' envisage that any scheme should:

- Continue the approach of earlier Wilson Howe and Edgehill Park phases in providing a high quality mix of houses for both existing residents of Whitehaven and a growing population
- Create a development that connects seamlessly and congruently with the emerging Edgehill Park Phase III to the west, whilst also continuing to offer a similar reflection of local townscape features - respecting and responding to not only Whitehaven's built heritage and landscape context, but also the form and character of smaller settlements and local villages including Sandwith
- Celebrate connections to Edgehill Park Phase III through new gateway opportunities into Phase IV - units offering a clear sense of arrival
- Organise streets, planting belts and open spaces such that they align to work with site constraints or 'run with the contours' to maximum advantage. When seen from mid to longer range views, these elements should 'punctuate' any scheme - helping to generate a 'tiering' effect with roofscapes interspersed with green corridors, tree clusters, open space and other structural planting
- Explore the potential for flatter, northern elements of the site closest to existing urban development (Lowther Gardens, Wastwater Road, Valley View Road), to accommodate pockets of higher density homes where built form frames streets with a tighter grain, offering residents opportunities to walk or cycle to local facilities

- Use variations in density and form to create focal points and nodes for orientation; aiding legibility and taking cues from key local townscapes including Whitehaven's Georgian core, suburban fringe areas, or rural villages outwith the town
- Organise potentially larger scale family homes into attractive lower density 'clusters' towards southern margins of the scheme overlooking the PROW and wider SUDS areas where, over time, landscape could help ground proposals. This approach would also assist in enabling development to reconcile with a more challenging topography and capitalise upon the opportunity to enhance and improve the current urban edge to Woodhouse and Greenbank
- Consider siting units to enable enjoyment of an open aspect towards western elements of the Lake District National Park
- Supplement the retained east-west PROW with new connections to adjacent existing communities via safe and convenient foot / cycle links
- Be sensitive to the relationship between proposed dwellings along the eastern boundary and existing properties along Valley View Road
- Explore the potential to create a significant planted buffer to the development's eastern edge and associated slopes to the south and south west - these also helping to screen elements of earlier Phase II development
- Consider opportunities for habitat creation to benefit the overall ecology of the site. Any wider green infrastructure framework should also enhance biodiversity, whilst at the same time exploring the potential to improve the site's recreational offer



Initial crude capacity drawing numbering circa 90 units but all plotted as large 4bed detached units in order to simply frame streets / work out a block structure. With a logical mix, this would reasonably be expected to equate to well over 100 units.

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- Introduce attenuation / balancing ponds etc. that could complement both existing SUDS areas and adjacent riparian environments alongside the site's westernmost seasonal watercourse and areas of scrub

Scheme Development and Iteration

- 3.10 Several changes between sequential versions of the developing masterplan and more detailed DSLP are highlighted across reduced drawing extracts (and related explanatory captions) opposite and overleaf. These generally relate to changes implemented as a result of constraints becoming better known through survey, site work or capacity testing, which have then enabled confirmation of; for example, pond sizing, junction capacities and locations, amenity or drainage offsets, optimal engineering approaches and so on.
- 3.11 Whilst initial thoughts and scheme development looked to site proposed dwellings facing east along the site's easterly edge (and interface with Valley View Road where properties back into the site from a much lower level), feedback on drainage, initial thoughts regarding development containment from a landscape perspective, together with initial advice from Story Homes' sales teams, all suggested that backing into this key edge might offer more logical outcomes (see basic doodle / sketch below).
- 3.12 These thoughts also coincided with early dialogue between Cooper's, Story Homes' in-house engineers, and **Design by Pod** around careful terrain assessment and the identification of the most logical routes for key vehicular and drainage routes crossing the scheme - this leading to further design development and conceptual work suggesting a more flowing and sinuous alignment for the development's main access and central spine (see development sketch above, centre).



Consideration around easterly units backing into adjacent Valley View Road properties

3.13 This approach also enabled several key benefits that in turn served to align much more closely with abovementioned guiding design principles including the creation of a more consistent green corridor to the east of

the scheme that could then 'wrap around' and encompass the southern development area where units might also gain advantage from south easterly views. The developing scheme also saw retention, in situ, of the Wilson Pit Road to Valley View Road PROW 431031 north of High House - this running through a newly created area of public open space - a space well located due not only to its potential to connect with the proposed Linear Park located between Phases II and III immediately west, but also due to its coincidence with a known underground mine shaft.



Conceptual design work looking at overall scheme footprint, flow to key routes / landscaped edge etc.

- 3.14 In developing above thoughts and ideas, **Design by Pod** created a further more detailed version of the layout - this based also upon improved information around Story Homes' preferred development mix. Though the collation of this version of the layout (November 2021), opportunities were also taken to introduce other important elements to the developing design including the incorporation of a central green space and adjacent verge area alongside the main development spine, the accommodation of 2.5 storey townhouses and terraced runs taking reference from local townscapes but also, importantly, generating a focal point for the scheme that consciously enabled a better level of congruence with core areas of Edgehill Park Phase III, whose 'Main Street Green' character area also incorporated similar themes. A reduced version of this key plan is reproduced top right - its overall structure, form and development quantum (accommodating 112 units) similar in several respects to current development proposals as conveyed across the submitted DSLP, 66D-STO-100 Rev P.

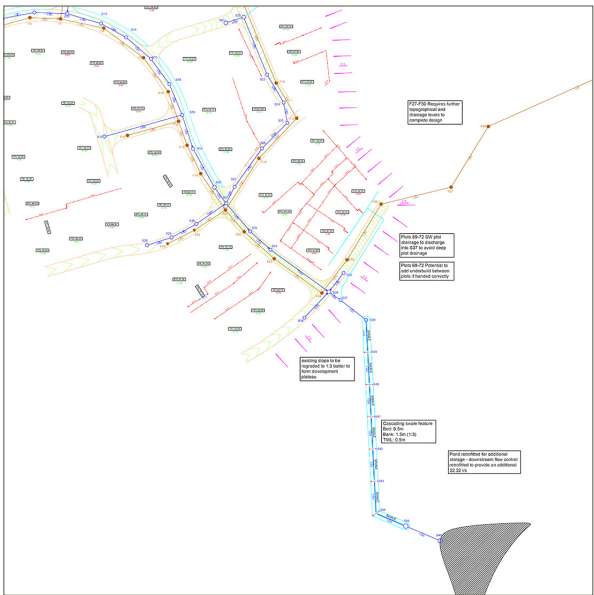
- 3.15 Given the critical nature of site levels and topography, it was also felt that an initial assessment of road levels and potential

cut and fill should be undertaken across the site - this also carried out alongside consideration of draft finished floor levels (FFL's) to all units and further consideration of approaches to drainage. Importantly, this process confirmed that key road levels, access points, routes and overall layout structure would each function well across the scheme; Cooper's work also concluding that the earlier 'triple swale' option to attenuate surface water run-off would not only be relatively costly to construct, but would also involve introduction of significant amounts of cut and fill - the preferred option being based instead around a series of cascades running into some sort of extension to the existing SUDS pond.



Layout revision and iteration - the above key revision (circa Nov 2021) offering a scheme similar in terms of overall scope, quantum, structure etc. to current DPA proposals

- 3.16 On this basis (and with key elements of technical feasibility, iteration and review having been undertaken), it was decided that a full coloured version of emerging proposals be prepared for use at the forthcoming public consultation event (see paragraphs 2.32-2.35 above), alongside collation of a basic 3D model highlighting proposed homes set at those levels suggested by Cooper's (see various images below and over). Some elements of the



Initial assessment of cross-scheme FFL's and reassessment of drainage options, (Coopers consulting engineers)



Developing 3D model extract - overview of Phase IV from the south

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3D model extract - entry point to Phase IV from the west (Phase III). Corner plots to right (south) of the development access now occupied by 2.5 story 'Rushford' units

model were also used as underpinnings for pictorial sketches - these used to illustrate key scheme parameters during the January 2022 consultation.

3.17 During the period since January's public consultation event, a further relatively intensive period of redesign, modification to the proposed development mix, exploration of options around use of value engineering methodologies and / or the accommodation of alternative drainage options has each been critically assessed.

This extended period of consideration and review has led to the preparation of several further layout iterations though importantly, the overall structure, grain, quantum and general footprint of development has remained relatively constant.

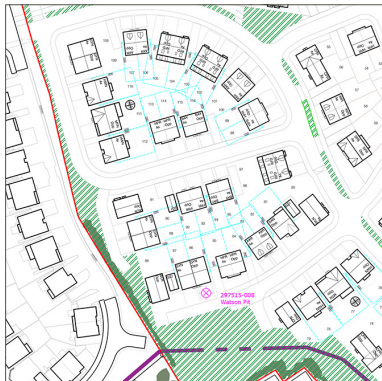
3.18 At this stage in the project programme also, importantly, the developing scheme was also found to be financially viable, with instruction from Story Homes' to the design team to progress proposals for submission of a DPA. As a result, more detailed dialogue with Urban Green was undertaken, relating to not only their ongoing assessment of site visibility throughout the local area, but also more detailed advice and agreement around site planting and potential for the delivery



Coloured version of the layout as presented at the January 2022 public consultation event



Dialogue around landscape approach with Urban Green



Scheme iteration exploring an earlier central east-west link road



Earlier block plan iteration siting 9no dwellings towards south easterly development margins

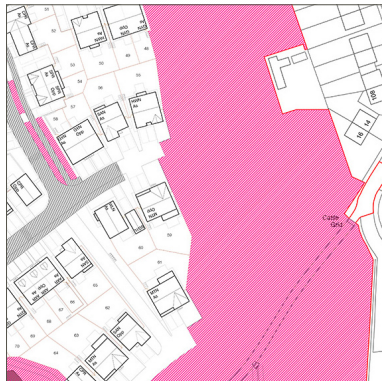
of an attractive landscaping scheme alongside improved mitigation. As a result, street trees were introduced around the main development access and along the central spine, with debate focussing also around the scale and function of any 'woodland edge' and buffer areas to both the east (at the site's key interface with Valley View Road), and south, where any proposed and significant planting belt could ultimately blend in with and join existing woodland areas around the 'Ravine'. Indeed, if of sufficient scale, planted areas would also have the potential to screen elements of earlier development phases with all proposed planting areas enabling a 'tiered' or more 'layered' landscape character to emerge - this approach fully congruent with development patterns found across the sloped sides of the Pow Beck valley running into Whitehaven from south to north.



Penultimate pre-submission scheme with a mix of units gabling and backing in to existing homes along Valley View Road



Submission Rev P scheme with units sited further west and allowing greater depth for proposed landscaping



Submission Rev P scheme siting only 3no dwellings towards south easterly development margins following more detailed mining review

3.19 Final pre-submission scheme changes also led to the reorganisation of the scheme's easternmost edges with proposed homes moved further westwards to not only increase back to back distances between existing and proposed development but also to enable further offsets from historic mining activity areas whilst significantly reducing amounts of proposed cut and fill / engineering interventions.

Detailed Iteration, Mix and Housetype Review

3.20 In addition to scheme iteration undertaken as a result of findings from technical inputs across the consultant team, Story Homes has also been through a detailed sequence of scheme review and development / revision with **Design by Pod**. This work has necessarily looked at housetype mix, viability and affordable housing provision, but also, importantly, Story Homes' own embodied knowledge, founded upon sound buyer feedback, from schemes elsewhere. This has for example, related to issues such as parking provision and its proximity to units, garden size, and preference for materials and finishes across the scheme.

3.21 In summary, modifications and revisions provide a more characterful, legible development that offers a more appropriate balance between open space, general amenity and overall development quality as discussed throughout following relevant Sections of this D+AS.



Model extract. Phase IV's southern edge characterised by lower density development with significant planting to existing slopes enabling a 'tiered' or more 'layered' landscape character to emerge



Development with intervening landscape and woodland areas - Pow Beck Valley



Scheme iteration and review

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4.0 Amount and Mix

- 4.01** The proposed development scheme seeks to provide 109 high quality family homes (use class C3) comprising an appropriate mix of 2, 3, 4 and 5 bed terraced, semi-detached and detached homes, these maintaining the character of the local area.
- 4.02** National and local policy promotes sustainable patterns of residential development by aiming to focus new housing in or alongside existing settlement. Indeed, NPPF highlights (para 130) that new development should;

"optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks..."

- 4.03** The site has a good relationship in terms of its location with

existing well-established residential neighbourhoods around Woodhouse and Greenbank. Importantly, the site also has potential to connect with the emerging Edgehill Park development to the west, Lowther Gardens to the north, and Valley View Road and Greenbank to the east. Kells is also located close by (within a 10 -15min walk), where a range of religious, education, social and retail uses are also located as highlighted in more detail within Section 10, 'Access, Movement and Connectivity'. It is also important to note that several bus stops are located along both Woodhouse Road to the north and St Bees Road to the east - these offering half hourly services (2, 2A, HB01) to Whitehaven and surrounding suburbs, local shops, and schools, whilst also offering onward connectivity to both rail and other bus services (these offering links for example to West Cumberland Hospital). A reduced extract from project highway consultants i-Transport's 'Key Facilities Plan' (bottom left) illustrates the proximity of several key services across Whitehaven.

- 4.04** In order to further enhance the accessibility of new housing built within the DPA boundary,

improvement to the surfacing of some sections of the PROW alongside plots 71, 64 and 79-81 are proposed, with connectivity also offered alongside both plot 1 and the site entrance to earlier development phases; each of these points improving scheme permeability. It is also proposed to facilitate a route to the adjacent Home Group land south of Lowther Gardens between plots 24 and 25 - this offering a more direct route along Wastewater Road to local convenience stores, bus stops and local food outlets / takeaways etc. Better connectivity to the existing PROW will also encourage use of existing play areas and other facilities within Greenbank including the Community Centre, adjacent Pensioners & Members Club and local sports pitches.

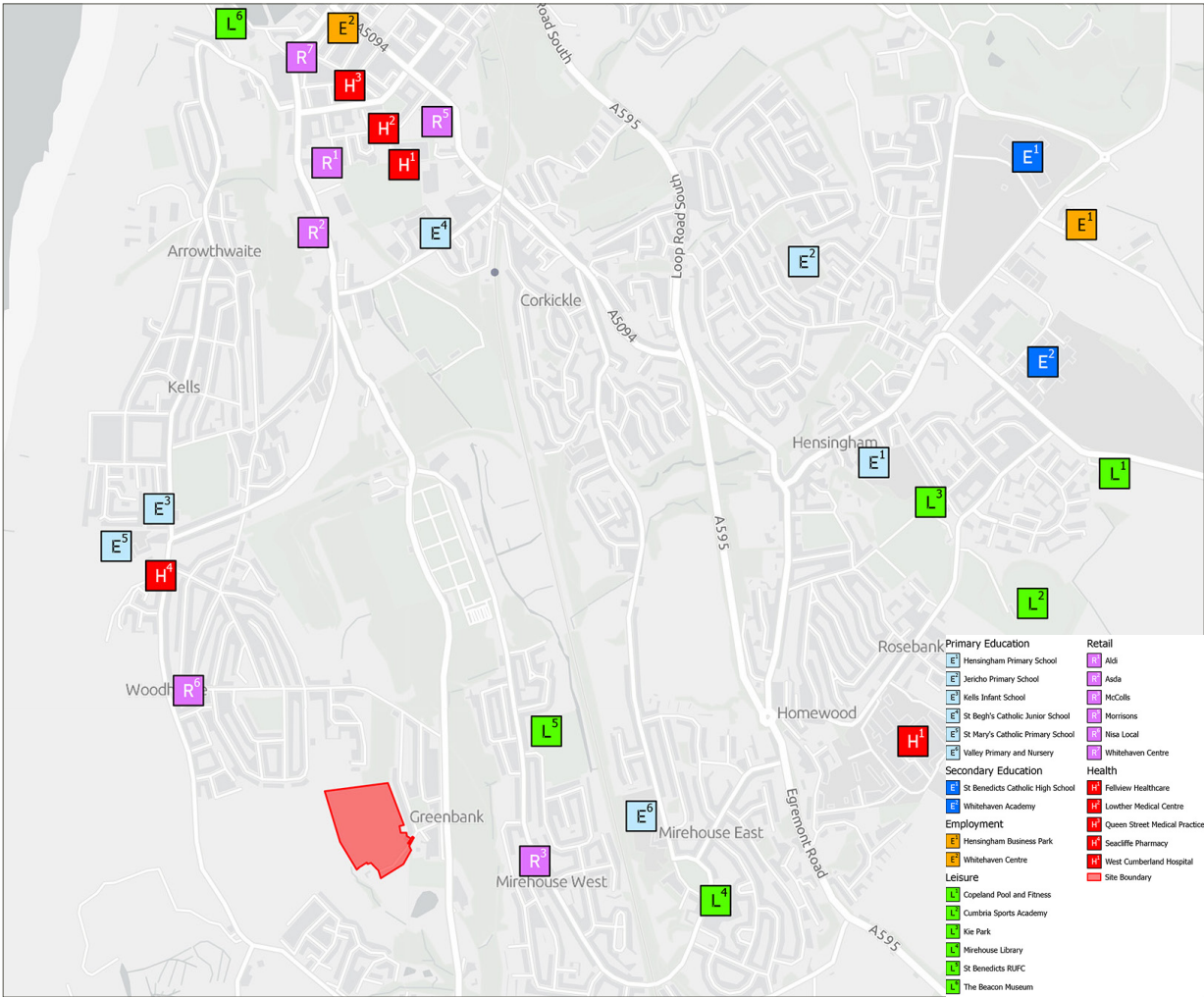


Welcome Co-Op (now Morrisons Daily), Loweswater Avenue on the way to Kells

Use

- 4.05** National and local policy promotes sustainable patterns of development by focussing housing in or alongside existing settlement. Importantly, draft CLP 2021-2038 Policy H5PU, 'Housing Allocations', allocates an area coincident with the main body of the submitted DPA boundary and refers to an indicative yield for the area of 120 dwellings (ref: HWH3).

4.06 With the HWH3 site allocation and proposed DPA area situated alongside established residential communities to the north (Woodhouse and Lowther Gardens) and east (Greenbank), further established development at Wilson Howe and Edgehill Park, alongside development currently under construction and lying immediately to the west, means that in



Reduced extract from project highway consultants i-Transport's 'Key Facilities Plan' highlighting the location of important local services and destinations



Local facilities - Whitehaven town centre rail station



Existing bus stop just north of Valley View Road along Woodhouse Road



Playspace off Valley View Drive



Local facilities - Kells Primary School

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Site allocation HWH3 as highlighted within Policy H5PU in the emergent CLP 2021-2038

land use terms, proposals will be framed by residential development to all sides other than to the south east.

4.07 In summary, above commentary serves to comprehensively justify the suitability of the Land at Edgehill Park - Phase IV site for residential use, appropriate development and associated landscaping.

Amount

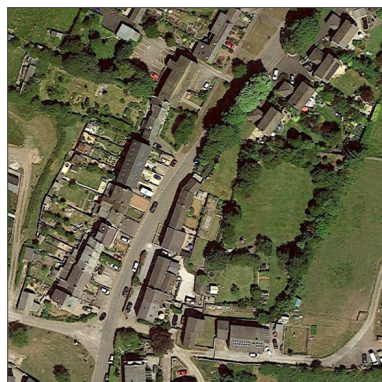
4.08 DPA proposals comprise a development of 109 residential dwellings. Homes shall be of varying scales but of predominately two or 2.5 storeys in height - this fitting in well with local development grain and existing patterns of residential land use both across earlier phases of Edgehill Park to the south west and west, and across areas of southern Whitehaven generally (see Section 6.0).

Proposed Development Density

4.09 Paragraph 119 of the NPPF encourages developers, planning policies and decisions to promote the;

"effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions."

Whilst at a local level, draft Policy H7PU: 'Housing Density and Mix' states;



Aerial extract highlighting Sandwith's form with pockets of terraced and some three storey homes at higher densities



High density elements of the proposed scheme around central green and further north developed at 39.4dph

"Developments should make the most effective use of land. When determining appropriate densities development proposals should clearly demonstrate that consideration has been given to the shape and size of the site, the requirement for public open space and landscaping, whether the density would help achieve appropriate housing mix and help regeneration aims, the character of the surrounding area and the setting of the site."

4.10 As noted within schedules featured across submitted drawings, site-wide density associated with proposals amounts to 33.25dph if those areas of proposed open space and strategic landscaping (and SUDS areas etc.) as distributed logically across the site are 'netted out' for the purposes of calculating density.

4.11 Although the proposed development will be undertaken at abovementioned average / site-wide densities, pockets of the proposal will intentionally be developed at both higher and lower densities in order to provide interest and variation across the scheme. This approach complements and reinforces those several character areas that have been defined across the wider DSLP and which are discussed and justified in more detail throughout Section 5.0, 'Layout'. This approach also fully accords with draft CLP 2021-2038 Policy DS6PU, 'Design and Development Standards', which states that new development will be required to;

"Create and enhance locally distinctive places which are sympathetic to the surrounding context of the built, historic and natural environment and local landscape character"

4.12 With this in mind, higher densities are located for example towards central and northern areas in particular, where development form is drawn tighter and both smaller scale homes or 'cottages' and taller townhouses are arranged into semi-detached and terraced forms - these framing both the main access route and central spine. The northernmost east-west street running parallel to the northern site boundary also accommodates higher density development. As such, these areas pick up on cues and references from not only terraced forms across Whitehaven's Georgian core, but also elements of townscape associated with terraced streets' around Kells;

references also drawn from outlying villages including Sandwith, to the west of the site (see para 2.18 and image below left).

4.13 Images and diagrams across this and following pages highlight elements of townscape that have provided cues and inspiration for these areas and offer references to density values for both existing and proposed pockets of development. Importantly, this approach also responds positively to the adjacent Edgehill Park Phase III development where similar proposed development around the site's 'Main Street Green' character area were favourably considered by CBC in 2021.

4.14 Density levels are also impacted (lowered) due to the need to consider more 'transitional' elements of the scheme, where the proposed layout moves from 'development fringe' to 'countryside edge' for example. As such, marginal areas (as around plots 59-71 for



Soon to be developed townscape within Phase III's 'Main Street Green' core area developed at - 37.5dph



Soon to be developed townscape within Phase III's 'Main Street Green' core area developed at - 39.5dph

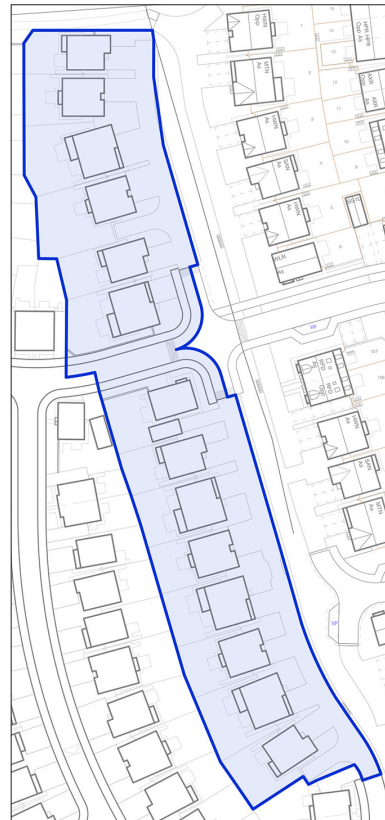


Lower density elements of the proposed scheme towards its southern margins and transition to landscaped areas / countryside beyond (23.0dph)

instance, left), will respond accordingly, with generally mid-sized and larger detached or semi-detached dwellings in larger plots generating lower density development patterns defined, in turn, by a more landscape-led character with marginal wildflower plugs, tree planting, new hedgerows and offsets from site edges around low key private drives each offering an inherently appropriate response.

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Soon to be developed townscape across Phase III's 'Green Edge' to be developed at - 23.0dph

4.15 Lower densities are also in evidence to the site's westerly margins, where larger front and rear gardens, significant new planting through the adjacent proposed green corridor, and the siting of larger homes, each offers an appropriate response to the opposing Edgehill Park Phase III's 'Green Edge' character area - this forming that part of the wider Edgehill Park development previously thought to represent the eastern extents of the South Whitehaven Masterplan. Here, development currently under construction shall similarly be characterised by well spaced and larger scale generally 4 and 5 bed lower density units originally sited to gain advantage from long range views across Whitehaven towards the Lakeland fells.

4.16 Existing developed contexts, associated density levels and townscape analysis have each been key influences therefore in the collation of the submitted DPA proposals. Indeed, figure ground extracts and above analysis do much to highlight the fact that in terms of development pattern and grain, proposals will align well with the site's existing built form context, whilst at the same time delivering a suitably rich and varied scheme. Proposals will also incorporate carefully selected and suitably elevated homes that specifically reflect local materiality, built form and details found across



Lower density development overlooking open space, Inkerman Terrace

4.17 Under the subheading 'Green Infrastructure', CLP 2021-2038 discusses the importance of open space; commentary highlighting that:

"Developers should give early consideration to how new areas of green infrastructure can be incorporated into developments and how existing areas of green infrastructure could be better connected, and green links to the open countryside improved."

It is important to note however that at this stage, neither CLP policies, appendices or SPD highlight specific targets for open space or green infrastructure provision.

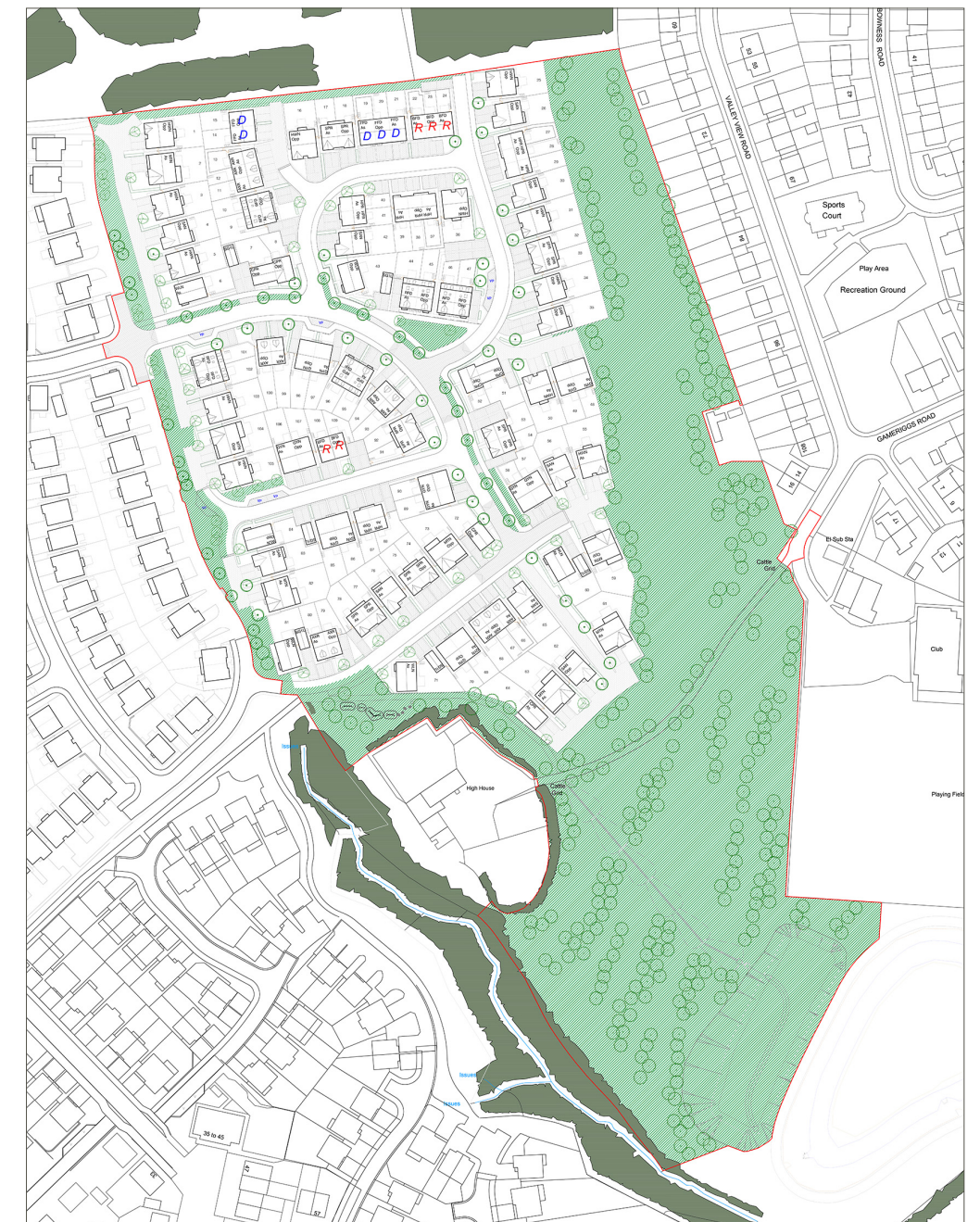
4.18 Current proposals offer over 2.94ha of land that together contributes to overall levels of 'green infrastructure' offered by the scheme. Some of this, including for example 'central green' or the proposed space north of High House in the vicinity of plots 64, 71 and 79-81 shall function as more formal public open space intended for either play or passive enjoyment, whilst significant further areas - especially to the south of the retained PROW and west of Valley View Drive fulfil a more strategic landscape function, with these areas accommodating multiple tree planting whilst generally discouraging of public access. These areas will also assist greatly in the development's wider assimilation.



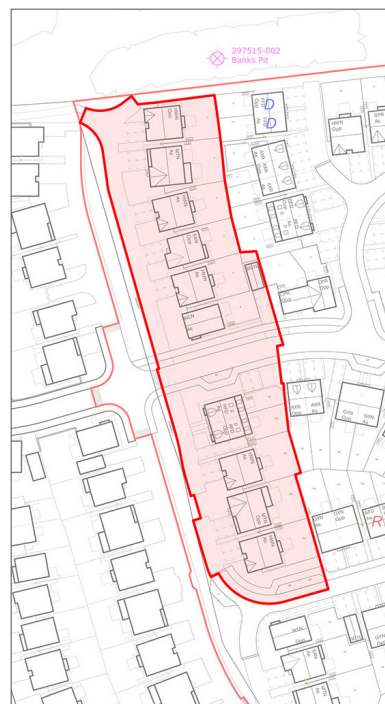
Medium density elements of the proposed scheme to be developed at 32.3dph

4.19 With the delivery of outdoor sports difficult to achieve on the site, proposals also offer good levels of public space that shall enable connectivity to the adjacent PROW which in turn provides access to other local facilities including an existing pitch south of Greenbank Community Centre and then both the play area and MUGA off Valley View Road.

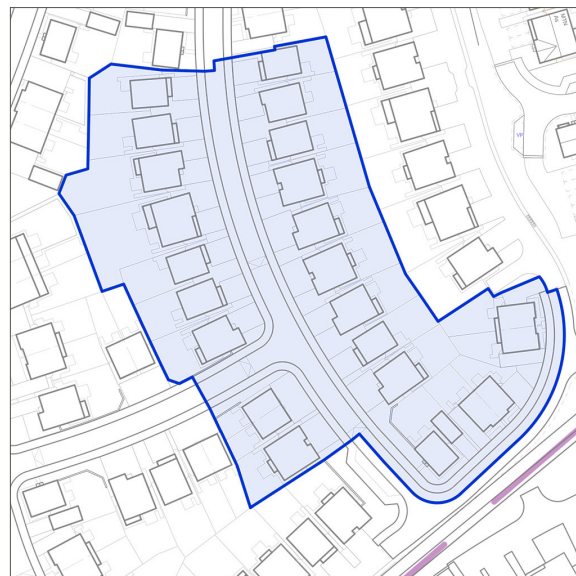
4.20 Key units across proposals shall consistently front onto proposed public realm areas and open space in order to



Development diagram highlighting key areas of open space across the main body of the wider hybrid application area. All these areas have each been omitted for the purposes of calculating density



Lower density elements of the proposed scheme sited opposite Phase III's 'Green Edge' to be developed at 23.1dph



Medium density elements within Phase III developed at - 31dph

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provide good levels of natural surveillance. Indeed, as an integral part of wider scheme delivery, it will be ensured that:

- Open space is efficiently utilised to provide a positive resource for scheme proposals and the wider community;
- Clear definition and enclosure is achieved through the effective framing of space by appropriate boundary fencing or hedgerow, buildings or trees; and
- Street planting / trees are incorporated where appropriate and in line with NPPF objectives

4.21 Delivery of open space should also be balanced alongside the provision of good levels of private garden space for all proposed homes and significant offsets achieved between existing and proposed development alongside the site's eastern (Valley View Road), southern (High House) and western (Edgehill Park Phase III) edges. Furthermore, many streets across the scheme will be designed as low speed areas where play will not be inappropriate and key areas of open space have the potential to become attractive and valued elements of the wider public realm.

Mix

4.22 As noted above, draft CLP policy H7PU, 'Housing Density and Mix', seeks that new development offers dwelling types and sizes provided to address the nature of local needs - as evidenced through up-to-date housing needs surveys (CLP's Strategic Housing Market Assessment - October 2021).

4.23 Proposals seek to provide predominantly 3 and 4 bed family homes (comprising 97 dwellings / approx' 88.99% of the wider mix), with other dwellings including smaller 2 bed (4.6%), but also larger 5 bed homes (6.4%) each offering variety across the wider mix. Indeed, across the overall mix of homes, both smaller scale and larger 'executive' homes providing 'step up' housing opportunities are offered - each of these helping create a balanced community on the site as follows:

2 bed homes

- 2B terraced houses (3 units); 2B semi-detached houses (2 units)

Total: 5 units (4.6%)

3 bed homes

- 3B terraced houses (15 units); 3B semi-detached houses (28 units), 3B detached houses (2 units);

Total: 45 units (41.3%)

4 bed homes

- 4B semi-detached houses (24 units); 4B detached houses (28 units);

Total: 52 units (47.7%)

5 bed homes

- 5B Detached houses (6 units)

Total: 7 units (6.4%)

Grand Total: 109 units (100%)

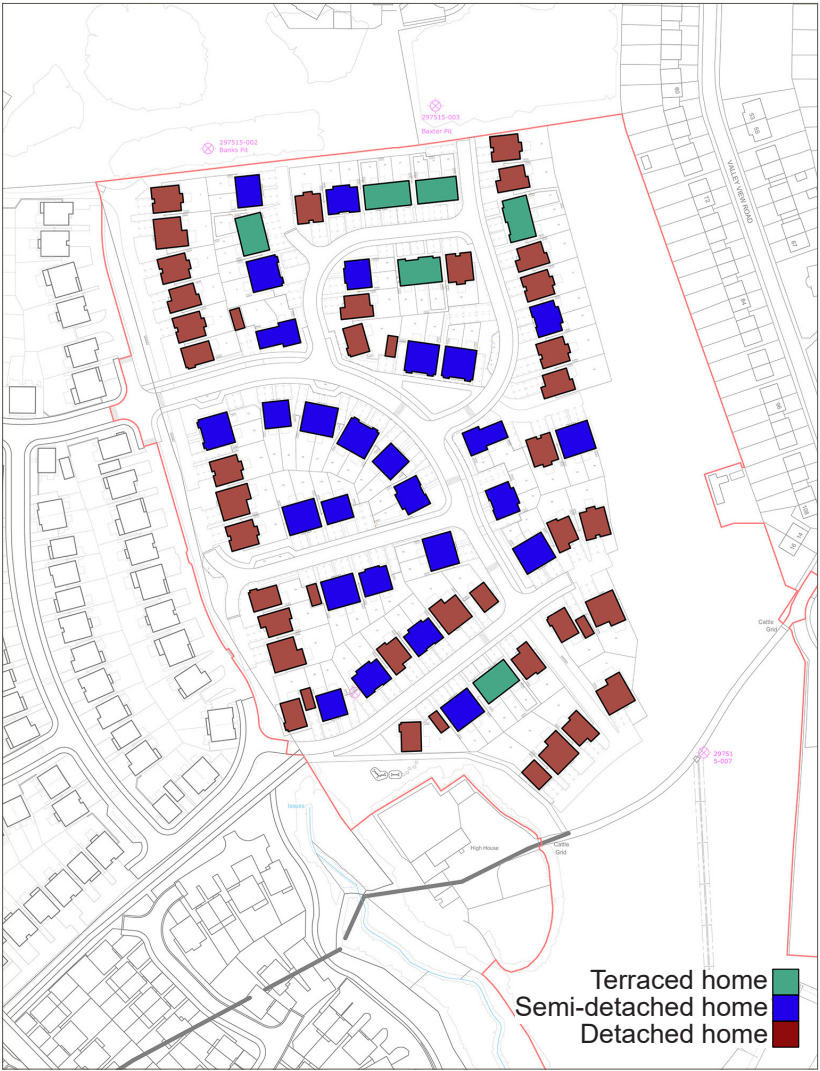


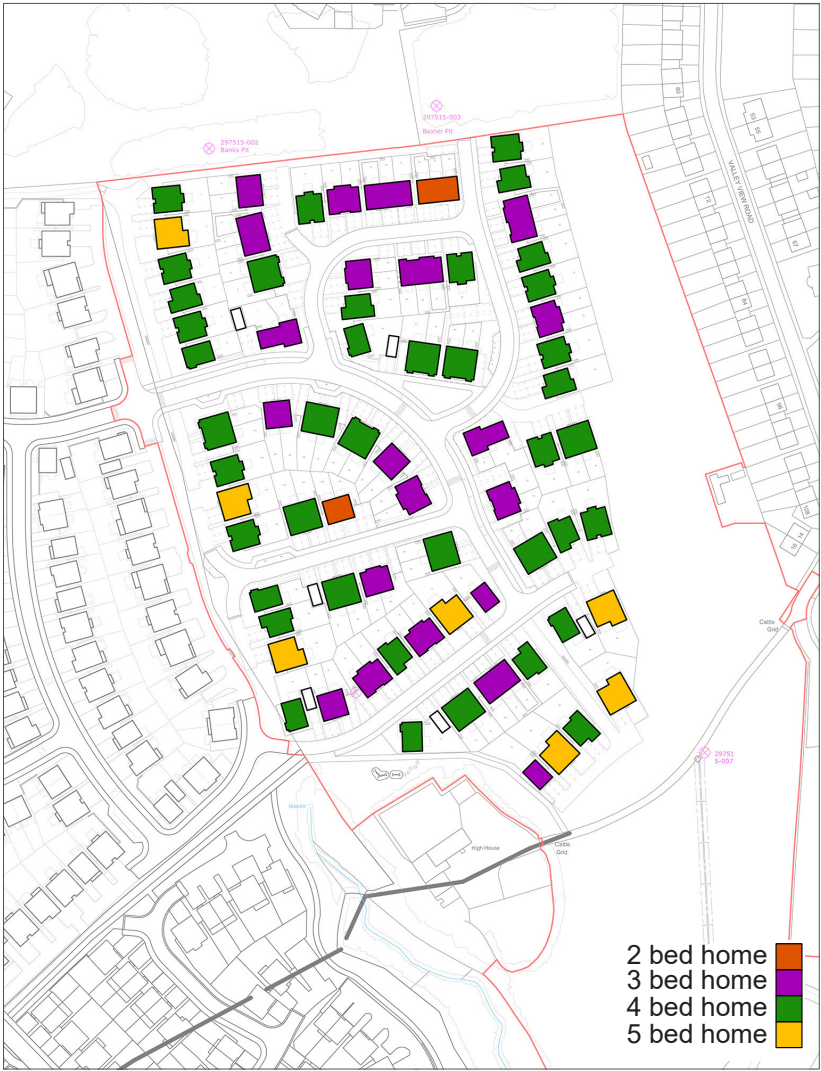
Diagram highlighting the distribution of development typologies across the proposed application area

4.24 The issue of proposed tenure and affordable housing delivery is discussed in more detail within the accompanying Planning Statement, but it is important to note here that draft CLP Policy H8PU, 'Affordable Housing' sets an affordable housing requirement of 10%, of which 40% should be offered as discounted or starter homes (25% of which must then also meet the definition of First Homes), and 60% should be rented.



Reduced extract from submitted DSLP highlighting affordable homes types offered ('D' denoting discounted, and 'R' affordable rented homes)

4.25 The wider DPA submission includes an Affordable Housing Statement supporting proposals for 10 affordable dwellings (10% if rounded up) of which 5no (50%) will be offered as affordable rented homes and 5no (50%) will be offered as intermediate homes for discounted sale. Across



Development diagram highlighting housetypes by size (bedspace) across the scheme.

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the proposed development area, affordable units are well distributed and shall be tenure blind. The proposed location of all affordable units locations is identified on the submitted DSLP.

4.26 Proposed open market housetypes range from the 3-bedroom Harper at 855 sqft to the 5-bedroom Masterton at 1803 sq ft. with the 12no different dwellings appealing to a wide range of housing needs.

Accessible and Adaptable Homes

4.27 As a result of the national housing standards review, the Government has amended the building regulations and allowed local authorities to set 'optional' building regulations requirements where there is local justification. Policy DS6PU, 'Design and Development Standards' explains that CBC will expect all new development to meet high-quality standards of design and 'be of flexible and adaptable design';

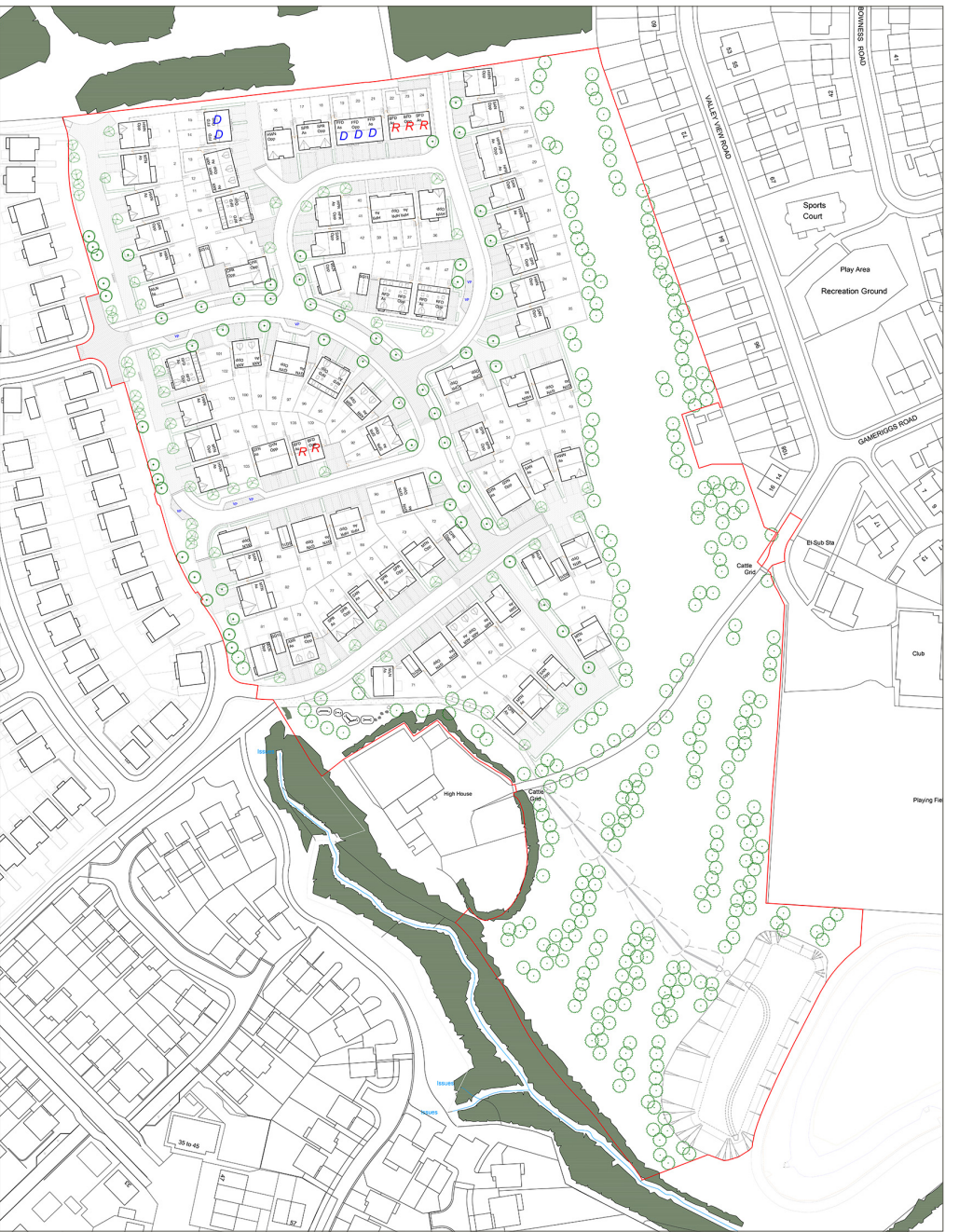
4.28 Story Homes is currently addressing the issue of Accessible and Adaptable Dwellings across their entire Story Collection housetype range and are pleased to confirm that as part of this

DPA, all 'Rushford', 'Fulford', and 'Branford' housetypes will be fully M4(2) compliant. These homes together amount to 20no units and on this basis, 18.3% of all homes across the scheme will meet Accessible and Adaptable Homes requirements.

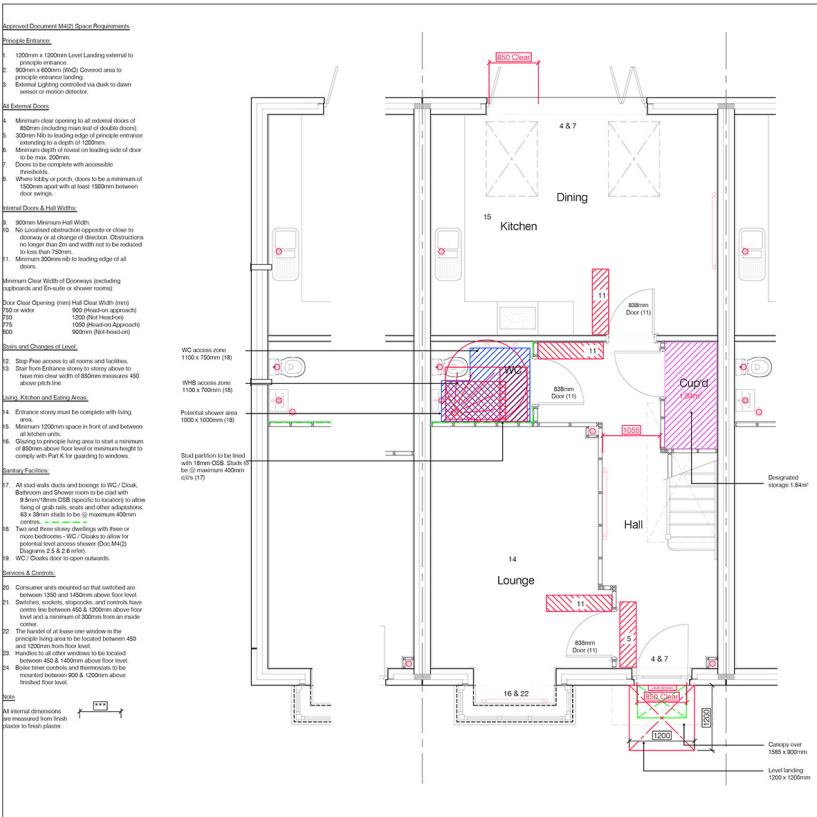
Summary

4.29 By way of summary, Story Homes has developed an excellent working knowledge of the requirements of people from varied backgrounds such that the proposed dwellings reflect the aspirations, needs and requirements of a wide range of potential future residents. The proposed Story mix shall provide good opportunities for residents to move up the market to modern larger living space house types

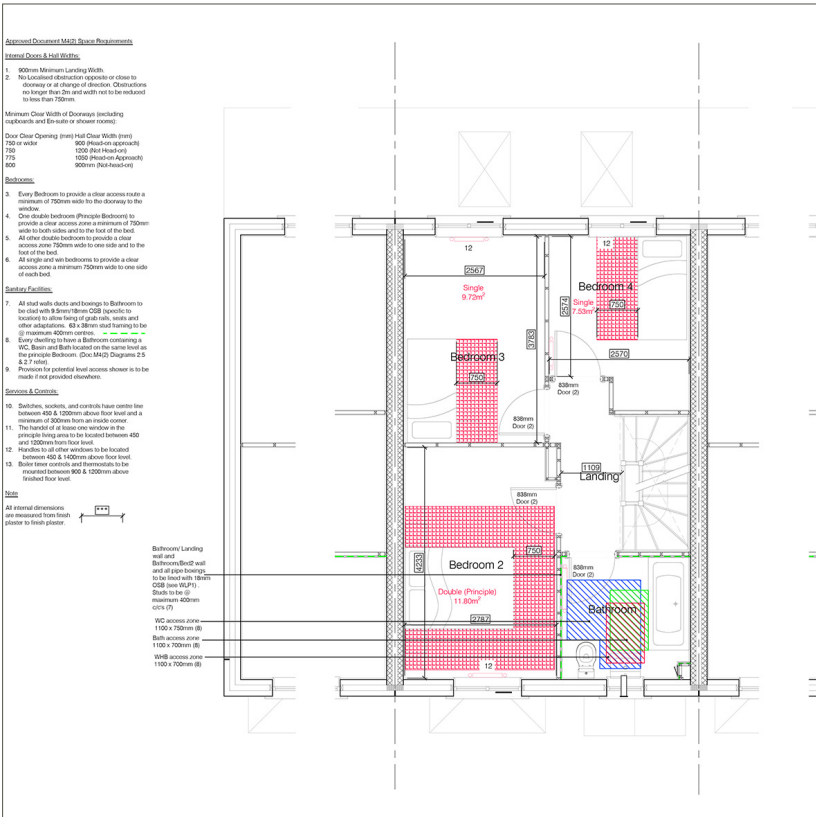
4.30 Development of 109 units represents an appropriate development response given the site's principal constraints and opportunities and therefore proposes the right 'amount' of development.



Reduced extract from the proposed Proposed Detailed Site Layout Plan 64D-STO-100 RevP



Assessing key criteria associated with M4(2) compliance - the 'Rushford' housetype - ground floor circulation space and storage



Assessing key criteria associated with M4(2) compliance - the 'Rushford' housetype - first floor circulation space and storage

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5.0 Layout and Character Areas

5.01 Draft CLP 2021-2038 Policy H6PU: – ‘New Housing Development’, clearly highlights CBC’s expectation that all new development must reach a high standard of design, whilst improving social interaction (Policy DS6PU) and the connections between people and places. Furthermore, all residential proposals should aim to ensure that;

“The design, layout, scale and appearance of the development is appropriate to the locality.”



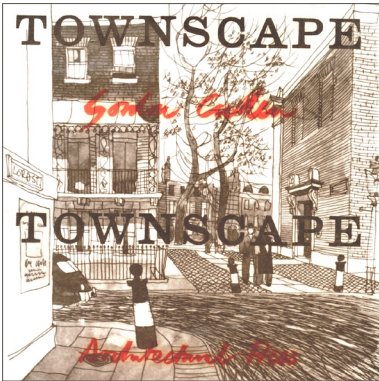
Reduced extract from the proposed Proposed Detailed Site Layout Plan (colour) 64D-STO-101 RevB

5.02 As noted within Section 2.0, Whitehaven comprises many interesting buildings, diverse street patterns and attractive public spaces resulting in a fine townscape. Consideration has been given to key requirements set out in the CLP and throughout wider aspirations set out within the NPPF - this encouraging proposals that ‘are sympathetic to local character’ and have regard to ‘the surrounding built environment and landscape setting’, ensuring developments (para 130);

“Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;”

5.03 Policy and guidance also sets out that within any well designed development proposal, the public realm and urban environment should be readily understood by residents and visitors alike, with a place’s layout, structure and embodied ‘legibility’ an issue demanding careful attention throughout the design process. Designers and developers should aim to identify opportunities to introduce key or landmark buildings, views, vistas and focal points throughout proposals, such that new places contain the key messages that people find reassuring and look for within urban environments.

5.04 These have each been considered throughout formulation of development proposals for Land at Edgehill Park - Phase IV, with the submitted DSLP incorporating patterns of development that are easily understood, create streetscene interest and are human in scale - the intention being that the scheme appears authentic and visually satisfying, rather than contrived. Throughout the scheme, homes will be arranged around an underlying structure that is both highly legible and well connected to it's surrounding context; proposals generating good, well overlooked routes for safe movement and open space.



Cullen's 1961 'Townscape' - a key urban design text

5.05 Furthermore, proposed development will have a tangible character and identity that responds to the site's immediate context, landscape, connections, and local distinctiveness; all set within

the wider southern margins of Whitehaven and its surrounding rural areas. On this basis, appropriate site development will be achieved through:

- The use of a variety of building typologies incorporating a range of tenure options etc. arranged into interesting and attractive groupings
- The inclusion of significant buildings and / or key elevations in prominent locations
- The alignment of pedestrian networks and their interaction with key destinations, vehicular routes, retained and proposed hedgerows and trees, junctions and important ‘nodes’
- Variation in highway verge, boundary and surface treatments; and
- The location and treatment of soft and hard public realm and open space

These several objectives form the key focus of this D+AS Section, 'Layout'.

5.06 Gordon Cullen (1914-1994) believed that if designers could describe a journey through a proposed layout or Masterplan, they would necessarily engage with the three dimensional opportunities and challenges offered by the plan. Any layout should therefore be capable of being interpreted as a sequence of spaces or 'character areas' where built form and landscape work together to create a range of attractive, interesting and unique experiences for residents and visitors alike.

Layout Commentary - Key Features and Character Areas

5.07 In order to ‘break down’ the scale of the proposed development and arrange dwellings into understandable groupings or entities, five distinct yet overlapping ‘character areas’ have been identified.

5.08 Each of these have been determined to a degree by



Looking south from the PROW alongside High House

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the site's immediate context, constraints or features that it was felt needed to be included, removed or exploited as integral elements of the proposal.

5.09 Areas are also defined by density, scale and height, the massing of units, size of plots and amount of space about them. These spaces and resulting character across key pockets of the scheme are then influenced also by factors such as whether dwellings are terraced, semi-detached or

detached and in addition whether units are served by frontage or side, on-plot or off-plot parking, together with how proposed homes address the public realm or frame the street.

5.10 Character will also be defined and affected by the way in which boundaries are formed, the degree to which landscaping is a dominant feature and whether gardens or frontage areas etc. feature more strongly within the streetscape. Finally, scheme character will be reinforced by architectural style and the materials buildings incorporate. This issue is touched upon here and in Section 8.0, 'Appearance', but it is important to note that proposed houstypes are well proportioned, incorporating an attractive range of features that will offer variation, colour and warmth to the streetscene.

Area One - Main Street Green

5.11 'Main Street Green' character area is predominantly focussed around a key nodal point accommodating 3no important junctions at the heart of the wider scheme. As such, this key space is generally framed by larger scale 2.5 storey townhouse forms that are more widely spaced alongside a curved street alignment to the south of the main spine road providing access to the wider development; whilst to the north, plots 44-47 are then sited to form a strong frontage that moves away from the alignment of the street and brings definition to a key central open space - these several landmark dwellings each functioning as stop vistas that frame or overlook junctions and axes throughout the scheme (as highlighted by the crude development diagram below right). Across this key area and in order to offer a more coherent streetscene and focal point for the wider development phase as a whole, most units (plots 43-47 and 93-98) will be finished in a high quality render finish set beneath thin edged man made grey tiles. As a result,



Crude concept / development diagram - key views and stop vistas

'Main Street Green' shall offer variety and interest to the streetscene at the heart of the wider DPA area.

5.12 These several key components encompassed within the 'Main Street Green' character area will each resonate with and offer a loose interpretation of several townscape elements found not only within local villages including Sandwith, but also as interpreted by and currently under construction at the heart of Edgehill Park - Phase III. Offering continuity with these areas, a key feature and consistent theme running through much of Character Area One (as across central areas of Edgehill Park - Phase III), will be the use of estate rail fencing to plot boundaries that shall in turn define several important areas of public realm - 'central green' being principal among these. As such, these proposed 1100mm high railings will offer high levels of continuity and enclosure to the streetscene.

5.13 Additional character shall then be introduced through the accommodation of a green verge separating the proposed footway and main spine road to its northern side - this also accommodating a consistent avenue of attractive street trees. Further definition will then be offered, alongside central green, by the proposed junction in the vicinity of plots 44-47, 52 and 91-95 - this announced and accentuated by ramped accesses and a change in surface material comprising high quality 'Tegula' style paving or similar. Side or rear parking to plots 44-47, 52, 91, 93-94 and 97-98 will also maximise opportunities for further street trees and intervening



Character Area One - Main Street Green



Design cue - Estate style fencing



Design cue - fastigate avenue trees



Development diagram highlighting the locations of the five proposed Character Areas

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Transition Strips or ramps will announce key elements of the proposed public realm



Benches will be appropriate within open space

landscape to reduce the impact of parked vehicles through this key central area.

5.14 The position of central green within the wider scheme will further aid legibility, with most units surrounding the space finished in render and serving to reinforce this aim. It is likely that render will be off-white or cream. The space will also accommodate street trees and other high quality street furniture (benches etc.) in a pleasing manner, with side parking associated with plots 44-47 maximising the scale of the space. Consistent estate railing sited to the back edge of the footway will further reinforce continuity and enclosure. Post development, central green will become an attractive and valued element of the wider public realm.

5.15 Finally, it is also important to note that on entry to the scheme, plot 43 will function as a key landmark units whose rendered west facing elevation will again operate as an important stop vista, drawing residents and visitors alike into the wider scheme beyond.

wider scheme beyond.

Area Two – Western Linear Park

5.16 Beyond those 5no key rendered dwellings at plots 5-6 and



Development sketch / impression - looking north along the Phase IV's central 'Main Street Green' as prepared for the public consultation event. Here, an attractive streetscene will be framed by elements of higher density townhouse development interspersed by good street trees. The route's rising nature and twisting alignment will contribute to an attractive streetscene

101-103, which together are intended to 'catch the eye' to comprise an attractive and well considered gateway into the wider Phase IV development area, Character Area Two will generally be defined by an intentionally looser grain, incorporating larger units in larger plots with deeper front gardens and on-plot parking - these offering balance and congruence with similar units facing east from within Phase III.



Character Area Two - Western Linear Park

5.17 Indeed, and again in order to respond positively to the opposing Phase III edge, predominantly 2-storey and generally larger scale homes will mostly be finished in high quality heritage style brick offering more muted tones alongside this key area, with many homes also incorporating gabled elements - these offering more 'broken' rooflines that will assist in the development's assimilation with Phase III and interaction with / enjoyment of the adjacent proposed 'Linear Park'.

5.18 Accommodating an important element of site-wide drainage



Design cue - informal planting, grasses sedges and wildflower mix introducing colour and interest



Design cue - private drives and lower category shared surface lanes

infrastructure, land between phases III and IV will become a well overlooked and landscape-rich space accommodating attractive amenity grassland, mown margins and potentially, seasonal bulb and wildflower planting, each set below clusters of indigenous new trees - these filtering but not obscuring views from adjacent homes, whilst also helping increase the wider area's biodiversity.



Design cue - informal planting, grasses sedges and wildflower mix introducing colour and interest

5.19 Across the entirety of this key area, attractive new homes will be served and defined by high quality paving across several discreet private drives - these finished in generally muted tones and complementing the area's attractive landscaped foreground, as shown on the submitted plans. Greater levels of on-plot hedgerow boundaries, on-plot tree planting and vegetation etc. will generally be in evidence - these important elements offering a more 'landscape-led' approach and highly attractive foreground to the wider Phase IV development.

5.20 Although mostly finished in brick to match opposing proposed development, occasional render units as at plot 2 (which shall also accommodate congruent surrounds to openings) will 'catch the eye' in views north from the site entrance whilst again, the key corner turning dual aspect unit at plot 84 and 81 (rendered) will add variety and interest to the streetscene; each dwelling overlooking adjacent open space at key corners and edges of the wider scheme.

5.21 Although not offered necessarily as areas for active play, these proposed Linear Park areas could potentially accommodate benches, accessible from adjacent adoptable highway or private drives and positioned to allow enjoyment of the space, whilst also encouraging further natural surveillance.

Area Three – Woodland Edge

5.22 As highlighted across both the DSLP and more detailed planting plans submitted by scheme landscape architects Urban Green, spaces between the proposed developed edge comprising plots 25-35, 48, 55, 59 and 61 and existing homes along the western side of Valley View Road, will be heavily planted with a combination of both hardy shrubs and several

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standard trees comprising indigenous species to include Birch, Lime, Goat Willow and Hawthorn.

5.23 This key planted area will not be offered as amenity woodland or public open space but will rather serve a strategic landscape function, helping filter and screen views between existing and proposed homes, whilst at the same time uniting with dense woodland and planted areas to the north and north east of the Phase IV area alongside Lowther Gardens, Wastwater Road and Valley View Drive.

At a strategic level this

approach will

tie in to a key

landscape

characteristic

of the area

(and south Whitehaven generally) wherein

key areas of woodland and landscaped open

space - mainly to valley side areas, together

unite to create a 'tiering effect' between pockets

of townscape as highlighted in photos and

diagrams left and below (as along Low Road /

Pow Beck). The area will also contain a linear

swale feature as highlighted on

project engineer Coopers plan

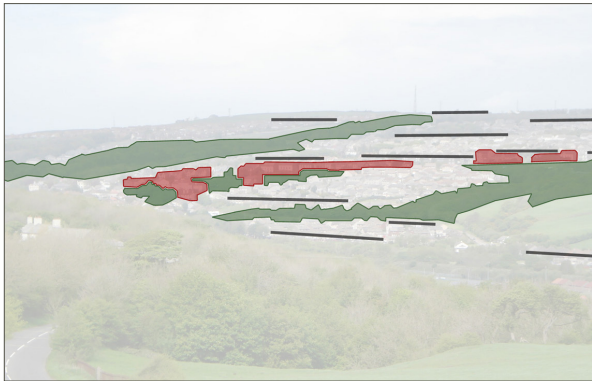
7843-SK10 (See Section 9.0).



Character Area Three - Woodland Edge



Development at a strategic level should generally 'run with the contours' interspersed by intervening....



....landscaped corridors, open space and other landscape 'structures' enabling a 'tiering effect' to result

5.24 Whilst principles associated with good urban design practice often encourage new development to 'front on' to key development edges, open space or other landscaped areas, 'Woodland Edge'

proposes development backing in to this important landscape buffer. Indeed, gardens associated with plots 5-35, 48, 55, 59 and 61 will uniformly be enclosed by 1.8m high timber close board fencing intended to blend in to the adjacent proposed woodland belt; boundaries situated at the edge of a generous circa 30-60+m embanked corridor accommodating the proposed planting.

5.25 It is important to note that all east facing rear elevations or gable to proposed dwellings across this area will be finished in traditional brick offering more muted tones - these intended to blend in and assimilate with the adjacent woodland areas.

5.26 Generally, street facing elevations across Character Area Three shall be finished in brick and it is important to note that plots 27-29 will each function as key units whose west facing elevations will each operate as important stop vistas from the northerly east-west street, drawing residents and visitors alike towards and into easterly scheme margins.

Area Four – Southern Edge, SUDS and PROW

5.27 Area Four will form a new southerly edge to Whitehaven featuring in glimpsed views north west from Low Road and more significantly in views north from points along the adjacent retained PROW / access track to High House. As such, plots 59-71 generally and the south easterly, front-facing plots 61-64 in particular, shall each occupy a zone of transition between the built up area of both existing (Greenbank) and proposed (DPA area) settlement with proposed foreground planting providing landscape connectivity at a more strategic level with both the abovementioned 'Woodland Edge' character area, woodland areas and vegetation associated with the south westerly 'ravine' area and then significant areas of open countryside (generally to the south) beyond. As such, this area's quality and overall composition will be an important element of the wider proposal.

5.28 In terms of proposed built form, Area Four will be



New planting to southerly slopes shall provide landscape connectivity between the 'Woodland Edge' and westerly 'ravine' area

characterised by generally larger, lower density dwellings occupying larger plots with (to the south), low category private drives of minimum dimensions generally finished in block paved units in muted earth tones - these located alongside large verge and private front garden areas divided by attractive runs of hedgerow and on-plot trees. These on-plot trees will



Character Area Four - Southern Edge, SUDS and PROW

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be balanced and reinforced further by several more significant clusters of indigenous trees alongside an understory of native shrubs to the south of these unit's sweeping alignment that shall ultimately form the southern developed extents of the wider Edgehill Park - Phase IV DPA area.

- 5.29** Whilst plots 59 and 62 will be finished in brick to align visually with those dwellings set within the easterly 'Woodland Edge' area as described above, plots 61 and 63 each incorporate elements of render - the proposed 'Masterton' housetypes also accommodating more congruent surrounds to openings whilst the key rendered corner turning dual aspect 'Cooper' at plot 64 will overlook both proposed open and planted areas to the south and the retained route of the PROW and associated landscape corridor to the west. With key elements of render evident across adjacent townscapes at Greenbank and Woodhouse and with the adjacent High House also finished in render, it is considered these new rendered elevations to this key developed edge shall offer a wholly appropriate response.



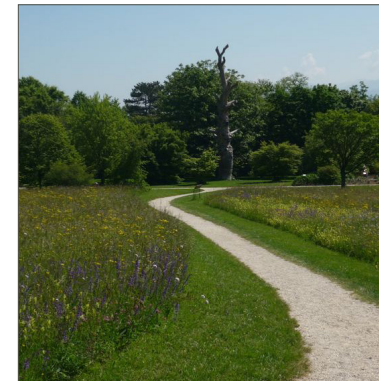
Reduced extract from Urban Green's 'Landscape' plan UG1415_LAN_GA_DRW_01_P06

- 5.30** Towards southerly margins, Character Area Four shall be located alongside a substantial area of open undeveloped land accommodating significant new tree planting alongside a cascading swale feature



Design cue - Story Homes scheme at Brougham Heights, Carleton

incorporating weir walls to help slow water flow down into the proposed mostly dry SUDS basin below. As such, this attractive natural area will be well overlooked from adjacent homes and from the adjacent PROW; accessible spaces also accommodating attractive amenity grassland, infrequently mown margins with wildflower planting and potentially bulb planting set below clusters of indigenous new trees and occasional indigenous shrub planting - these filtering but not obscuring views out from proposed dwellings and the new developed edge situated at a higher level to the north.



Design cue - path through open space

- 5.31** At the far western end of the Character Area, connectivity shall also be maintained to the existing cross-site PROW; this offering connectivity with earlier development phases and then Sandwith and St Bees to the west and Greenbank, Low Road and the Pow Beck Valley / Whitehaven to the east.
- 5.32** In long views along the retained PROW between earlier Edgehill Park Phases II and III, the key, corner turning dwelling at plot 81 will function as a terminus, the unit creating an attractive stop vista whilst at the same time (alongside plots 79 and 80) framing an attractive open space with low level play. In order to assist with wider site legibility, plot 81 will again be finished in render. This key open space will not only accommodate a continuation of the retained PROW and elements of low level play, but also offers a minor vehicular link to western development phases.



Design cue - frontage parking and street trees



Design cue - higher density courts

Area Five – Core Streets

- 5.33** Generally, areas highlighted as Character Area Five are defined by clusters of higher density terraced or semi-detached homes; these laid out in more orthogonal arrangements that consistently face onto the public realm, street, and adjacent paved driveway areas or 'courts'.



The importance of open space and networks for play

- 5.34** Reminiscent of smaller scale terraced cottages and townhouses typical across traditional elements of Whitehaven, these areas shall offer coherent pockets of townscape. Indeed, these lower category areas shall generally be framed by 2 story smaller scale semi-detached or terraced runs as around plots 85-88 and 109-106 to the south and 17-24 to the north. Here, plots 9 and 10 a semi-detached 2.5 storey pair of 'Rushford' housetypes, will function as landmark units whose rendered east facing elevations will again operate as important stop vistas in views west along the northerly east-west street framing the associated change in direction and minor junction in an attractive manner - again improving scheme legibility and overall scheme character.

Layout - Further Observations

- 5.35** Across the scheme, clear definition between public and private realm areas is established, with all properties accommodating 'defensible space' to their frontages (or sides on corner plots) and a variety of hard and soft treatments to the street - some offering physical enclosure (hedges, railings, shrub beds etc). As such, 'active frontages' shall exist throughout the site creating a safe and naturally well surveilled environment.



Design cue - Rendered 2.5 storey townhouses

- 5.36** All the properties will have individual footpath accesses to their rear gardens, giving direct control over their



own private domain. This will aid security, but also still allow easy access. Marginal footways will then enable waste and recycling to be located to the rear of properties and away from the streetscene.

- 5.37 Wherever possible, all dwelling's private amenity space back onto other gardens or are screened from public areas by either 1800mm brick walls, vertical boarded fencing, or hedges. Party rear boundaries are then generally formed by 1800mm vertical open board fencing. Where fencing is specified to the streetscene, rails are located inboard to reduce climbing potential.



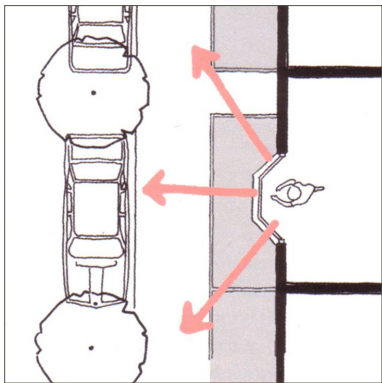
Avenue trees - as proposed alongside the 'Boulevard Loop'. Acer Campestre 'Streetwise'

- 5.38 All new dwellings have car parking in curtilage. Detached dwellings either have a drive to the side leading to a garage or a drive to the front with an integral garage.

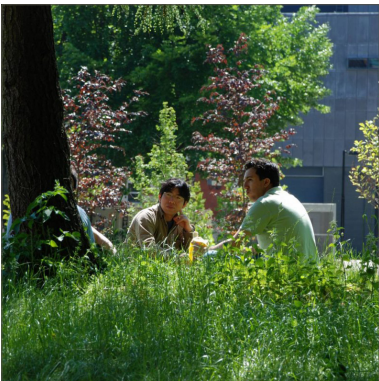
Secure by Design

- 5.39 Paragraph 127 of the NPPF highlights that all development should:

"create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and



Streets should be well overlooked



Places and spaces in which to socialise

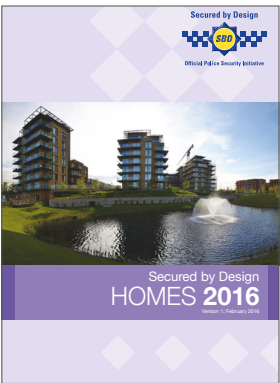
disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."

- 5.40 With regards to designing out crime and as noted above, Story Homes and their design team have endeavoured, through production of the DSLP, to provide all properties with defensible boundaries either

through provision of walls, fences, planting or a change in materials. Furthermore, all areas of the development, including public open space will be consistently overlooked by the proposed dwellings in order to lessen the opportunity for anti-social behaviour. Where, houses will be modified at key corners to accommodate gable windows or other relevant features that encourage surveillance over the public realm.

- 5.41 This approach also accords with draft CLP Policy DS6PU, and in particular, Policy DEV5, 'Design and Development Standards', which encourages housebuilders to

"Incorporate measures to design out crime and reduce the fear of crime, taking into consideration secured by design principles"



Secure by Design

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6.0 Development Scale and Privacy

- 6.01** New development should; as far as possible, aim to have close regard to local character - particularly in relation to matters such as building heights, massing, the space between buildings, building lines, boundary treatments, landscaping and external materials.
- 6.02** Furthermore, it is important to note that the allocated DPA area is set within clearly defined external boundaries and as a result is relatively well contained, offering a well located and sustainable addition to the existing built up area of Whitehaven. As such, the site offers a logical extension east of the wider existing and emerging Edgehill Park development, with more established communities also present to the north and east. As such, proposals will not result in the creation of unsympathetic urban sprawl.
- 6.03** Proposals also conform with CLP policy and guidance with draft Policy H6PU, 'New Housing Development', stating that development will generally be supported where it ensures that:

"An acceptable level of amenity is provided for future residents and maintained for existing neighbouring



Rendered 2.5 story townhouse forms along High Road, Kells

residents in terms of sunlighting and daylighting;"

and that:

"Privacy is protected through distance or good design; [and the] ... development will have no unacceptable overbearing impact upon neighbouring residents due to its scale, height and/or proximity;"

- 6.04** Throughout the design process, this issue has been closely considered - this clearly evidenced in connection with the site's easterly boundaries and relationship with existing units around Valley View Road, where, for example, 'back to back' distances as proposed are well in excess of usual standards. Furthermore and in terms of massing and the placement of units, proposed typologies additionally aim to key into or respect local development patterns and grain.

- 6.05** By way of example, new development fronting the site's western edges is generally characterised by a structure that is looser, with units set well back from low key, low density private drives - these areas intentionally responding to development forms similar to those emerging to the west within Edgehill Park Phase III (see density diagrams and commentary pages 17 and 18). By contrast, northern areas around plots 9-29 and central areas around plots 36-47, comprise dwellings that are drawn tighter together, with semi-detached or terraced townhouses and smaller scale 'cottages' more common. Resulting densities across these areas (a factor inextricably linked to 'scale' and site 'coverage') are generally higher, (again, see key commentary around density and form, Section 4.0).

Massing and Privacy

- 6.06** All 12no housetypes utilised across the 109 unit DPA area are being submitted for approval. The overall majority are either two or two and a half storeys in height; this respectful of and congruent with existing housing located across Whitehaven, but also the immediate adjacent and emerging townscape across Edgehill Park to the west.

- 6.07** As such, dwellings across the scheme will have eaves and ridge heights similar to those across Edgehill Park but also, more generally, throughout the local area. Key height data relating to several 'sample' housetypes as proposed are highlighted below (ridge heights following eaves heights):

- Typical 2 bed terrace (Branford) - 4,959mm / 8,342mm;
- Typical 3 bed terrace (Harper) - 5,034mm / 8,544mm;
- Typical 4 bed detached (Hewson) - 5,015mm / 9,024mm; and,
- Typical 5 bed detached (Masterton) - 5,036mm / 8,561mm.

- 6.08** It is also important to note that in taking reference from several Georgian and Victorian areas across the town, 10no 4bed 'Rushford' and 12no 3bed 'Alexander' townhouses are proposed. These rise to two and a half storeys but are generally located only at points that are more centrally located or which generate streetscene impact - positioned for example to central areas coincident with the proposed 'Main Street Green' character area (see Section 5.0), or where they will

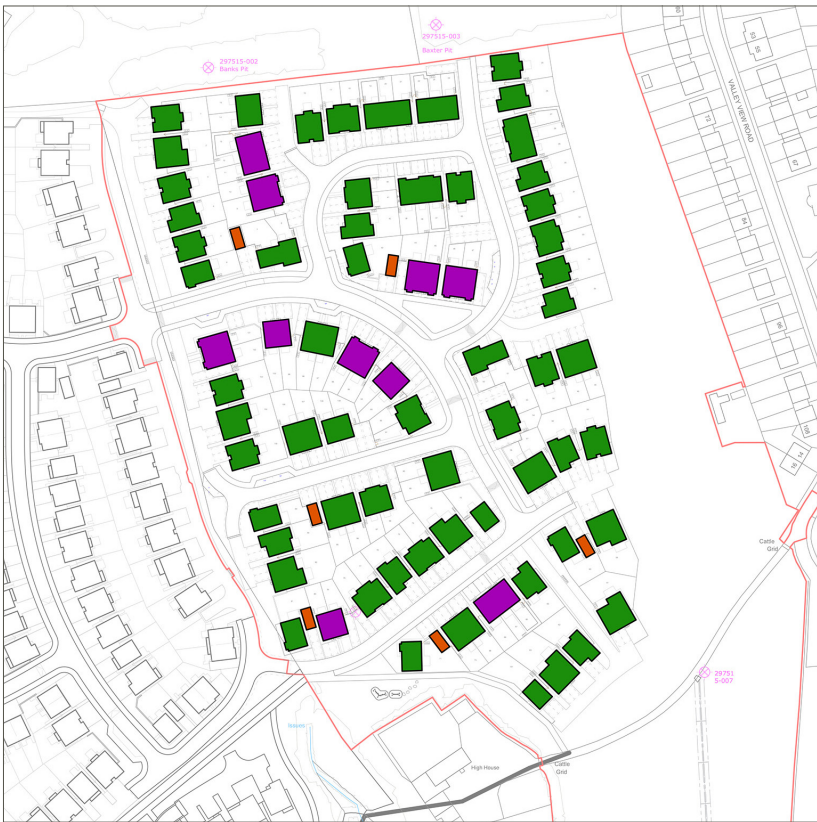


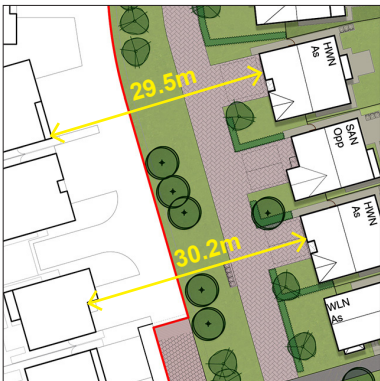
Diagram highlighting the distribution of development by storey height across the proposed application area. Taller buildings (purple) are intentionally focussed around central areas of the scheme or in positions where they can function as key 'stop vistas'



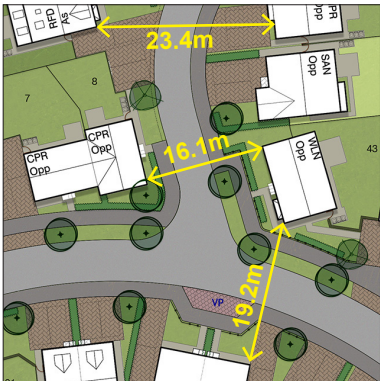
Generous back to back distances and offsets to eastern margins and the proposed 'Woodland Edge'

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Generous offsets and relationships between existing and proposed units facing across the Western Linear Park area

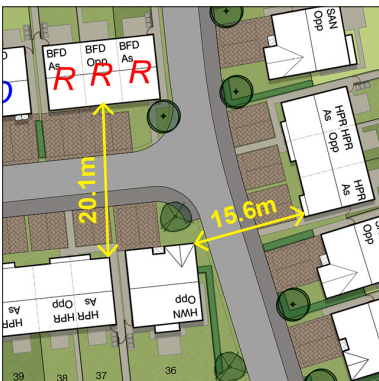


Intentionally tighter grain to central areas

function as 'stop vistas' in long views through the scheme. For information, the Rushford's ridge and eaves heights are 5,477mm and 10,361mm respectively whilst the Alexander's ridge and eaves heights are 5,165mm and 10,352mm respectively. Indeed, vernacular elements across Whitehaven's townscape and surrounding suburbs and villages (see Section 2.0) have provided constant design cues and references.

6.09 Privacy distances internal to the site are in accordance with accepted national guidelines and homebuilder industry standards. In the absence of explicit CBC planning policy or SPD, back to back distances and distances between facing primary windows have generally been set at around 21m, with primary window to gable distances set at around 12m.

6.10 As noted above, these have been far exceeded alongside the site's eastern and



Face to face distances to tighter grained areas

western boundaries where the development abuts existing or soon to be developed homes. Diagrams opposite and on the previous page serve to highlight several face to face, gable to face or back to back distances across key areas of the wider DPA proposals.

6.11 The full size 1:200 scale (A0) streetscenes submitted as integral elements of the detailed planning application show that the scheme is of an appropriate scale and respects the environment in which it sits.

6.12 In summary, development proposals shall be similar in form, appearance, use of materials, size, style and quality to the existing and emerging development at Edgehill Park. As such, new development will appear well integrated with surrounding contexts - new units offering continuity of form, materials, scale and overall aesthetic.



Generous back to back distances to not only High House, but also between units within the scheme towards southern margins



Reduced extract from drawing 66D-STO-107 Rev B - schematic streetscene / Section A-A looking at proposed development overlooking lower density Western Linear Park character area. Front garden areas, hedgerow and tree planting will be a key feature



Reduced extract from drawing 64D-STO-107 - schematic streetscene / Section C-C looking at the townhouse typologies overlooking the Main Street Green Character area. Avenue street trees and estate rail fencing will be key elements in the streetscene

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7.0 Landscaping and Open Space

7.01 Landscape design is an integral part of the development scheme. Proposals aim to offer a high quality external environment incorporating green corridors, pedestrian links and public open space. The proposed design aims to contribute to the character of the area through the creation of low maintenance, useable and simple spaces which frame views, provide seasonal colour and interest, act as gateway markers, offer focal points and promote human well-being.



Play and interaction with proposed open space networks

7.02 New landscaping will add to tree and hedgerow cover in the area and will act not only to filter views (especially from the south east), but also to enhance the area. Planting will also be designed to create new habitats to encourage biodiversity. As well as offering screening benefits, trees and shrubs will also help reduce windborne pollution.

7.03 Key components of the proposed landscape strategy are drawn from work undertaken in partnership with scheme landscape architects Urban Green.

Key Considerations

7.04 In order to create a development which responds positively to its local environment, it is essential the site complements existing landscape context and character. As such, bullet points associated with policy H6PU, 'New Housing

Development' highlight that planning permission will only be granted where it can be demonstrated that;

"Development proposals clearly demonstrate that consideration has been given to surrounding natural, cultural and historical assets and local landscape character"

7.05 With this in mind; development proposals aim to minimise adverse visual and landscape impacts by ensuring the development protects, recognises, enhances and build upon existing distinctive features across the local area - these including the westerly ravine, the sloped nature of the wider site to the south and local woodland blocks.

7.06 As such, several key existing features and attributes alongside the site's immediate context are to be maintained and existing hedgerows and boundaries enhanced through additional planting and sympathetic landscaping alongside new development. Currently, there are no trees on site, but new tree planting using a mixture of native and ornamental species will increase biodiversity value as well as screening and framing views across the wider landscape.

Landscape Principles and Strategy

7.07 The vision for the site is to create a high-quality landscape scheme which is welcoming and responds positively to the local character. This approach



Design cue- street trees to the Main Street Green

will be applied across the whole site, including residential streets and areas of public open space. Proposed planting will also enhance views in and out of the site whilst ensuring development is sensitive to its wider context.



Design cue - wildflower verges

7.08 Proposals shall also strive to enhance ecological value and green networks through the creation of new public open space and the provision of shared formal and informal space within the development. The design will promote legible routes with easy access for pedestrians, bicycles and vehicles taking advantage also of existing topography and long distance views.



Front garden trees

7.09 The several principal aims of the proposed soft landscape strategy are as set out below; each objective helping reinforce several distinctive character areas through use of specific and appropriate planting as follows;

- **Main Street Green** - The creation of a key spine for the site, this to have strong structural tree planting creating an elegant avenue of trees;



Trees in open space



Panoramic view looking west and north alongside the existing SUDS pond introduced to deal with surface water drainage associated with earlier Edgehill Park Phases (Phase II units visible to left). Phase IV would be located between High House (centre) and existing development at Valley View Road (right). As part of DPA proposals a new and extensive landscape buffer will filter views through to any new homes alongside an extension to the existing pond and wetland area. This will be of benefit to local biodiversity



Pond and marginal planting

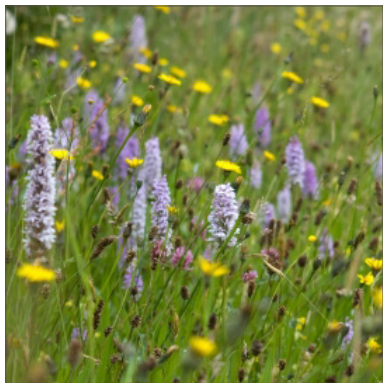
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Design cue - Westerly Linear Park

- **Westerly Linear Park** - A key strip of open space to the site's western edge which will aid in the connection of two neighbouring residential sites (Phases III and IV)
- **Southern Edge** - The creation of useable areas of public open space that are naturalistic and suited to the local landscape. Tree planting to the southern edge will complement the alignment of the 'cascade' that flows down into the proposed dry basin / SUDS pond
- **Woodland Edge** - To provide appropriate boundary treatments and a landscape buffer, in particular along the site's eastern boundary which over time will create a new woodland edge



Wet meadow with marginal species

Beyond these key character areas, several further important objectives will help reinforce the overall Landscape Strategy including the:

- Provision of attractive semi-private defensible space to all



Design cue - SUDS pond and marginal planting

front gardens

- Enhancement of on site biodiversity through the planting of a diverse range of native and wildlife-friendly species; and
- The improvement of on site drainage through the introduction of key SUDS, drainage swales and a dry basin / retention pond to the site's southern edge

Planting Strategy

- 7.10 The proposed planting strategy seeks to provide a mix of species to provide ecological and aesthetic qualities to the external built environment by:
- Creating an attractive environment with year-round colour and interest;
 - Being easy maintenance;
 - Softening the site boundary and provide a buffer; and
 - Planting trees in key focal points to frame views and lead through the site
- 7.11 NPPF paragraph 131 outlines the importance of trees within urban environments and states:

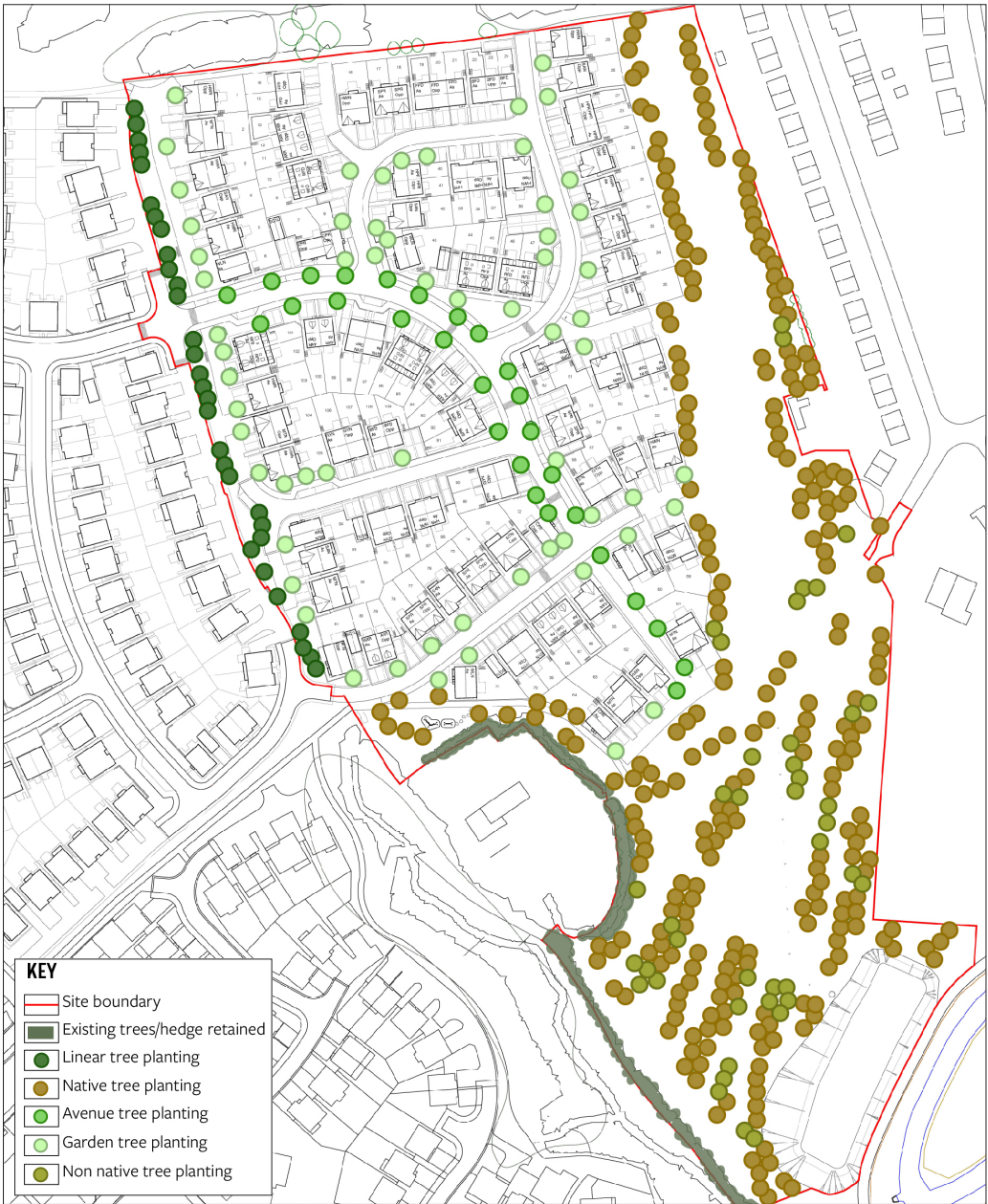
"Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards)..."

Tree Planting

- 7.12 Alongside the Main Street Green area within the site, *Carpinus betulus* 'Frans Fontaine' trees will be planted, to highlight this key street as a primary route.
- 7.13 Adjoining residential streets will then feature appropriate ornamental tree species including *Prunus*,



Carpinus betulus 'Frans Fontaine'



Reduced extract from Urban Green's Tree Planting Strategy diagram



Betula pendula - a native tree which will help sit the development into the surrounding landscape



Prunus avium

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Cercis Siliquastrum

Betula and Cercis to front gardens and streetside areas. Some gardens will also incorporate ornamental hedges which will again serve both an aesthetic and ecological value.

7.14 The Westerly Linear Park to the west of the site will then be planted with Robinia, Gleditsia and Betula.

Public Open Space

7.15 Key areas of public open space around the development will provide an attractive landscape for residents to enjoy, whilst also being highly beneficial for wildlife. Native tree planting will provide visual interest with specimens becoming prominent features in the landscape offering attractive greenery, with changing coloured foliage in the autumn, and flowering species giving additional interest in the spring. Native tree and shrub planting is also proposed to key boundaries of proposed public open space areas, these further contributing to the naturalistic treatment of the open areas.

7.16 Herbaceous and perennial planting will provide visual interest and will become prominent feature in the landscape emphasising a coastal location, whilst MG5 grassland is also proposed, offering seasonal interest and wildlife value. This coincides with the Cumbrian Biodiversity Action Plan (BAP) which recommends the establishment of traditional hay meadow or neutral grassland to support key species of flora



Crataegus Laevigata

and fauna in an effort to reverse their recorded decline of recent years. Wildflower species will also be sown across several key areas of proposed public open space, to create a diverse and species rich meadow. This will form an attractive naturalistic landscape, with particular visual appeal in the flowering season throughout the summer months.

7.17 The proposed SUDS basin / pond to the site's south eastern margins, will also add value and contribute to biodiversity net gain with surrounding wet meadow and semi-aquatic marginal plant species forming a natural and visually interesting area within the site. Finally, bulb planting will provide splashes of colour in the early spring, and will also benefit wildlife.

Front Gardens

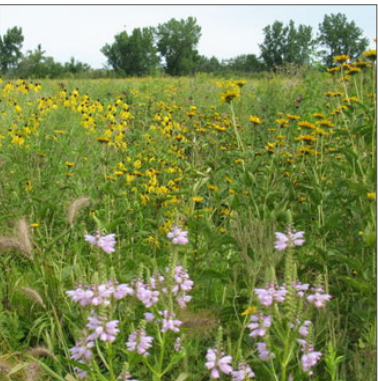
7.18 The landscape of proposed front gardens will contain turf



Front garden shrubs and trees



Lavendula Angustifolia



Species-rich grassland



Design cue - southern SUDS pond

grass, hedge planting, an ornamental planting mix and suitable ornamental tree species. The tree and shrub species will provide seasonal colour, as well as year-round structure and interest, and will create a garden space that is relatively easy for the residents to maintain. Planting mix contains species of ornamental grasses which emphasize the coastal character of the site, low-growing shrubs provide structure while perennials provide an aesthetic value.

7.19 A selection of hedges screen the properties and create an attractive uniform frontage along several key roads. There are three types of hedges selected to distinguish character between different types of road and public open spaces. Griselinia hedge is used along Main Street Green, Fagus hedge is proposed alongside core roads while native hedge will be planted at the edges of residential areas and POS.



Fagus Sylvania hedge



Robinia Pseudoacacia 'Bessoniana'



Robinia Pseudoacacia 'Umbraculifera'



Gleditsia Triacanthos 'Skyline'



Design cue - public open space and SUDS



Semi-native shrub mix



Mixed shrubs with hebe



Armeria Maritima



Stipa Tenuissima 'Ponytails'

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Tegula larger gauge block in 'Traditional'



Tegula 'cobble' in 'Pennant Grey'



Keyblok or similar - 'Burnt ochre' or similar



Pipistrelle bat

7.20 Generally, all garden plots shall be planted with wildlife friendly ornamental shrub and hedge species offering valuable food sources for butterflies and birds as well as providing habitat for insects and invertebrates.

Ecology and Biodiversity

7.21 CLP Strategic Policy N3PU 'Biodiversity Net Gain' states that all development must provide a minimum of 10% net gain and should be delivered on site where possible. A preliminary ecological appraisal and Phase 1 habitat survey was undertaken as part of the scheme with conclusions pointing to a site of relatively low ecological value.

7.22 Across the site, a variety of ecological interventions are proposed, particularly within areas of public open space. The various vegetation and habitat types that are proposed will each increase the biodiversity of this landscape, and benefit local wildlife.

7.23 Native tree planting is proposed to offer maximum benefit to local wildlife species, with native fruit offering a key food source, and ideal conditions for nesting habitats. Proposed wildflower meadow areas will then benefit many pollinating species, while increasing the diversity of native vegetation on site; native shrub planting providing a key habitat for many animals.

7.24 Finally, the formation of a further dry basin / SUDS pond to the south of the site will provide an aquatic habitat, and the marginal and wet meadow species to be introduced here will increase the diversity of the planting types in the landscape. This will attract a greater variety of wildlife to the site.

Streets and Public Realm

7.25 A collaborative, open approach to street design which considers the needs of

pedestrians and cyclists before vehicular access has been applied across proposals with connectivity and accessible walking and cycling networks promoted through a logical and bespoke hierarchy (see Section 10.0 also, 'Access, Movement and Connectivity').



Birdsmouth timber style fencing

7.26 Low speed limits are encouraged through the careful treatment of surfaces, junctions and crossings. In order to ensure unity and consistency across the site, a simple palette of hard landscape materials is proposed, arranged to define the hierarchy of streets, key spaces and links within the site, variously comprising materials as follows:

Main Street Green and Key Secondary Streets:

Standard tarmac carriageway with pcc kerbs and bitmac footways to be agreed;

Key Junctions and Nodes: *Larger size concrete blocks to be Marshalls 'Tegula' or similar at 240 gauge block (240 x 320, 240x 240, 240 x 160). Colour to be 'Traditional' or similar;*

Private Driveways: *'Keyblok' or similar, 200 x 100, colour = Bracken, Burnt Ochre or similar to be agreed to provide contrast, interest and a varied streetscene;*

Ramps and Rumble Strips: *Marshalls Tegula 80 x 80 'cobble' = 'Pennant Grey' or similar to be agreed; and,*



Transition Strips or ramps will announce key elements of the proposed public realm



Design cue - Estate style fencing

Peripheral 'Leisure Paths' / Trails: – *Timber edging encompassing, bitmac, 'hoggin' or other flexible system / material to be agreed.*

7.27 Signage as required will generally form part of the 'common' suite of street furniture and lighting and at all times will be clear, unambiguous, and respectful of RNIB guidelines albeit unobtrusive in construction and colour.



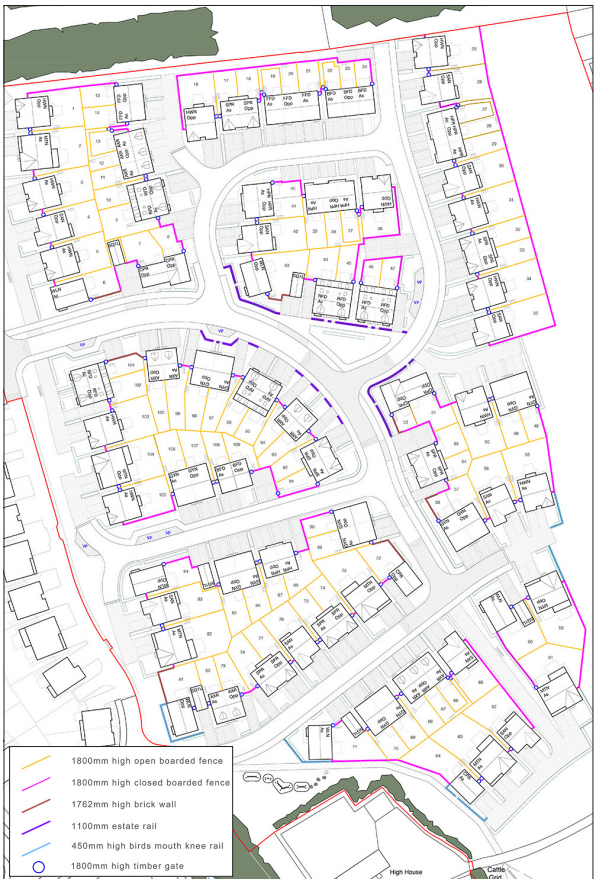
Design cue - surfacing to higher density areas

Boundaries

7.28 External site boundaries will complement local character wherever possible as discussed in connection with the several key public open space areas highlighted above and at Section 5.0.

7.29 Boundaries to individual properties will, in turn, be clear and unambiguous reinforcing ownership and defensible space. Rear gardens will most commonly be arranged 'back to back' providing secure 'perimeter blocks'; surrounding private areas which will be inaccessible to the public.

7.30 The diagram bottom right highlights boundaries proposed across the application area. Key elements include estate railing across the Main Street Green character area and low birdsmouth timber style fencing across several private drive and open space corridors. Hedgerow is then proposed to many key areas including those alongside the Western Edge Linear Park.



Extract from the 66D-STO-103 RevE Boundary Treatments Plan

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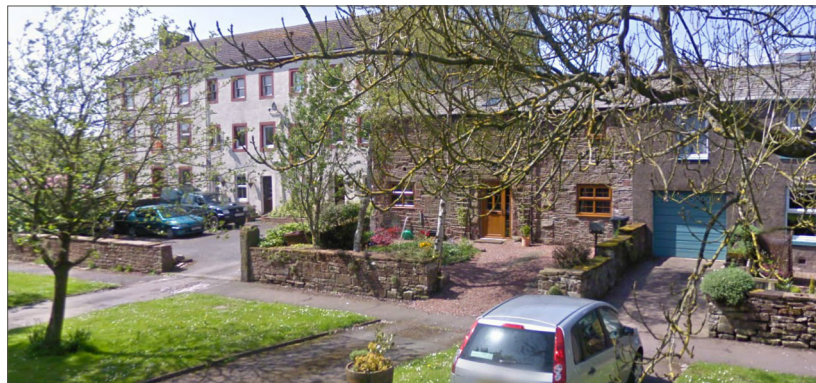
8.0 Proposed Appearance

8.01 A key determinant of success for any proposed scheme derives from the housetypes it contains and the materials and details they incorporate. As such, early townscape and context analysis as summarised at Section 2.0 was undertaken with the intention of drawing out key themes, development forms and architectural references that could be incorporated into the Land at Edgehill Park - Phase IV proposals.

8.02 Bullet points associated with paragraph 127 of the NPPF highlight the importance of development proposals being:

“...sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change”

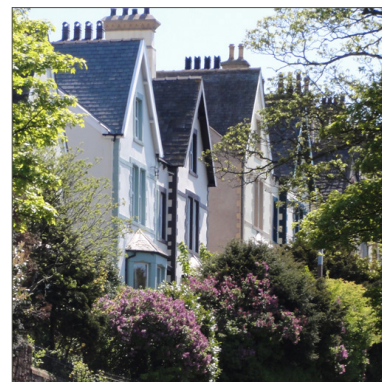
Similar themes run through draft CLP 2021-2038, with bullet points associated with policy H6PU, 'New Housing Development' highlighting that the appearance of new development should be *'appropriate to the locality'*, whilst policy DS6PU, 'Design and Development Standards' encourages developers and housebuilders to:



Public realm and boundaries alongside three storey rendered townhouse terracing, Sandwith



Design cues and local typologies



Prominent gable forms, Inkerman Terrace



Valley View Road

8.03 Appearance refers to the visual impression a place or buildings make, including the external built form of development, its architecture, materials, decoration, lighting, colour and texture. With this in mind, the submitted housetypes are proposed to align successfully with not only existing character across the wider Whitehaven townscape generally, but also adjacent Edgehill Park - Phase II and Phase III development in particular. This in turn will help 'ground' proposals, introducing homes that are both 'of Whitehaven' and more generally 'of Copeland', with landmark units offering render finishes across several key elevations.

Local Context

8.04 As highlighted at Section 2.0 under the sub-heading 'Urban Context and Local Building Typologies', several key elements across local vernacular buildings create richness and interest. Traditional and vernacular styles found across surrounding townscapes (Whitehaven, and local rural villages including

Sandwith) are generally formed by terraced or detached, simple yet visually balanced properties finished in render or stone; with render mostly finished in shades of cream and off-white. Roofs are a further important component, with slate a key material that came into common usage at the end of the 18th Century with dark Westmorland



Cross-town view highlighting render finishes and slate roofs, creating a generally united and coherent townscape

"Use good quality building materials that reflect[s] local character and vernacular, sourced locally where possible"

or Welsh slates offering a generally homogenous yet attractive quality to local townscapes. Closer to the site (though not generally regarded as 'design cues' for new development), both the Woodhouse and Greenbank Estates are also uniformly finished in a cream or grey roughcast render with roofs finished in darker shades of red or grey tiles.

8.05 As such, the site is surrounded and influenced by various styles of houses, examples of which are demonstrated through reference to photos here, across following pages and within Section 2.0). With several key themes emerging (the use of predominant render and some stone, mainly grey roofs, etc.) it is also important that any scheme across the DPA site should also display high levels of congruence with earlier Edgehill Park development phases. Indeed, all above considerations have helped influence proposed housetypes, landscaping, development form and style across proposals, as set out below.

Detailing the Place - Proposed Housetypes

8.06 The style of the proposed development aims to respect key elements of abovementioned areas' urban grain and fabric, with new homes offering details that allow for an individual and distinctive character to emerge at the same time as making reference to the area's townscape and heritage. The intention across the DPA site therefore is to create an architectural



Rendered gables and congruent window surrounds. This key 'Spencer' housetype (under construction within Phase II) will also be used within Phase IV



The 'Harper' (right) will be incorporated within Phase IV

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language highly reflective of Whitehaven, but that also offers a clear congruence with the adjacent Edgehill Park development from which it will take access from the west. Development proposals shall also pick up on references and built form elements from local villages.

8.07 As noted within Section 1.0 above, during the last 2-3 years, Story Homes has focused on rationalising its housetype range. Notwithstanding this process, Story Homes have maintained a commitment to quality and, in being a Cumbrian based developer, have maintained within that range many



Rendered 2.5 story townhouse forms along High Road, Kells

housetypes that will enable congruent form and elevational responses. On this basis and with the proposed 12no housetypes having been carefully selected from a wider palette of well over 40-50, each proposed unit type shall work individually and collectively with particularly key frontage and entrance areas as well as important core



Terraced homes along South Row in render and stone with 20th Century terraced forms finished in brick alongside (White School Close)



Recent interpretation of local materiality and form, Clarendon Drive to the south west of the Phase IV area off High Road (development undertaken by Story Homes)

areas of the scheme having potential to reflect traditional and attractive local townscapes, albeit often with a more simple or contemporary interpretation of character due to the incorporation of modern materials with inherently improved levels of environmental performance.

8.08 Indeed, unit selection has been undertaken with the intention of creating an architectural language which reflects Whitehaven, the wider Pow Beck Valley and Copeland Borough together, with several proposed dwellings incorporating a number of key features as follows:

- the use of render as an accent in the streetscene and a material that could 'catch the eye' - assisting with scheme legibility to key streets or nodes; and,
- the use of window surrounds and other details to several key units (Hewson, Spencer, Masterton etc.)
- the use of gable windows etc. to unit sides at prominent locations or at corners / junctions in an effort to reflect local typologies and improve natural surveillance (special 'Wilson' and 'Cooper' units)

8.09 Housetype placement across proposals is also intended to influence scheme character, with housetypes selected for use around the 'Main Street Green' character area for example, generally being larger in scale with a greater proportion of 2.5 storey townhouse forms more widely spaced on a curved street alignment. Intentionally reminiscent of village forms (as at Sandwith for example), plots 44-47 - in forming a strong frontage moving away from the alignment of the street - shall bring definition to a key central open space, these several landmark dwellings each offering variety and interest to the streetscene at the heart of the wider developed scheme.



Wilson Howe, to the south of the DPA area and finished in an attractive range of high quality brick, render and some stone (development also undertaken by Story Homes)

8.10 By contrast, several units across the 'Western Linear Park' character area along with those facing south over the 'Southern Edge, SUDS and PROW' character area shall each incorporate gable elements and stronger eaves, with some rendered units incorporating full surrounds; these having the potential again to offer a more congruent character and form.

8.11 To northern margins, terraced and semi-detached mainly 2 storey terraced townhouses then offer further contrast - these areas reminiscent of both Whitehaven's and Kells' terraced streets (around South and North Row, High Road and so on).

Materiality

8.12 The submitted 'Elevation Treatment' plan, below, emphasizes the consideration which has been given to key finishes across the DPA area. Proposed finishes will be key to the success of the scheme and as previously stated, important vistas and buildings will be emphasized through use of contrasting materials choices.

8.13 As highlighted by the drawing, the scheme will use a range of render units to provide a rich and varied streetscene representative of the locality as discussed at Sections 2.0 and 5.0, these offering contrast to brick elevations elsewhere. Indeed, render units are often proposed in 'clusters' to reinforce 'significant' or 'gateway' buildings. In this way, render will be applied to important buildings at key junctions or as a terminus to a long view or 'stop vista' as highlighted and to derive maximum streetscene impact across key elements of the scheme.

8.14 As also highlighted by the diagram, many units across the scheme will be finished



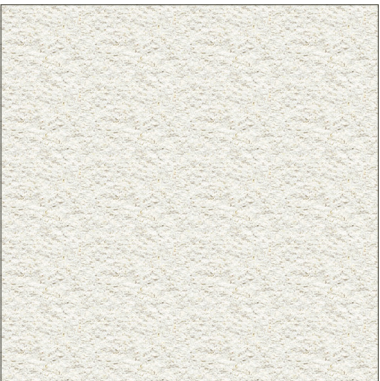
Reduced extract from the 66D-102 RevH, Proposed Elevation Treatments Plan

Land at Edgehill Park - Phase IV, Whitehaven

Design and Access Statement



High quality brick chosen to specifically complement site context



Potential render colours - K-Rend or similar - white



Potential render colours - K-Rend or similar - cream

in brick, but it is important to note that bricks used by Story Homes are of a high quality and, with cost considerations set aside, manufacturers generally chosen who offer 'heritage products' including a range of like colours; reds, browns or brick ranges with darker patches that will portray the tonal qualities of materials used alongside. Modern bricks can sometimes generate monotonous and 'flat' façades. This shall not be the case with the proposed scheme where brick will be chosen to specifically compliment local context.

8.15 Above all, housetypes will be well balanced, proportionate and incorporate an attractive range of features that will respond positively to the character of the local area as identified at Section 2.0 above, and the Building Regulations. Materials utilised will reflect as far as possible the tonal qualities of those found locally as described in Section 2.0 and above.



Good quality thin edge tiles

Land at Edgehill Park - Phase IV, Whitehaven

Design and Access Statement



9.0 Energy Efficiency and Resource Conservation



Design cue - southern development edge



Informal amenity areas for play and biodiversity

9.01 Paragraphs 10 and 11 of the NPPF place great emphasis upon the achievement of sustainable development placing a ‘*presumption in favour of sustainable development*’ at the heart of the Framework. Paragraph 152 then states:

“The planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to: shape places in ways that contribute to radical reductions in greenhouse gas emissions, minimise vulnerability and improve resilience; encourage the reuse of existing resources, including the conversion of existing buildings; and support renewable and low carbon energy and associated infrastructure.”

whilst in connection with the key objective of using land effectively and efficiently Section 11 of the NPPF, states that developers, planning polices and decisions should:

“...recognise that some undeveloped land can perform many functions, such as for wildlife, recreation, flood risk mitigation, cooling/shading, carbon storage or food production;”

9.02 At a more local level, CBC encourages developers to review the need for energy efficiency considerations in their design, layout and choice of materials. Further relevant planning policy is highlighted and reviewed in Story Homes’ Planning Statement submitted as part of the wider DPA and which serves to confirm the site’s sustainable status and credentials.

9.03 The Land at Edgehill Park - Phase IV site will be developed to make best use of its context and existing natural features. Further landscape planting will also be provided within the site helping to ground, define and assimilate key elements of built form. The intention is also to frame and filter views towards the development and soften the visual impact of the scheme - especially in longer range views towards the site from the south and east. The provision of green links, verge areas and open space through the 'Main Street Green and Gateway' and 'Western Linear Park' character areas (see Section 5.0), together with new and substantial planting

buffers around 'Woodland Edge' and 'Southern Edge, SUDS and PROW' areas, will each also provide significant ecological enhancement opportunities; these also offering residents spaces to rest and play within a safe and walkable distance from their homes.

9.04 As such, proposals align well with draft CLP Policy DS2PU, 'Reducing the Impacts of Development on Climate Change', which states the Council will support development proposals that make a positive contribution to achieving the Cumbria wide goal of 'net zero carbon' by 2037. The policy also makes reference to CBC's support for high quality design techniques that maximise potential for the design and layout of buildings to improve energy efficiency, make efficient use of land by building at appropriate densities, provide SUDS to avoid flood risk, and contribute to environmental benefits including new woodlands etc. whilst also achieving requirements for 10% biodiversity net gain.

9.05 It is also important to note that a proportion of the proposed scheme will meet the forthcoming Part L Building Regulations 'Future Homes Standard' requirements through use of air source heat pumps, whilst all homes will have their own private garden space including bin storage areas. Finally; it is important to note Story Homes' average 90% recycling of all construction waste. This is achieved through segregation of materials on site to designated skips, with building materials sourced from local supply if available.

Accessibility and Connectivity

9.06 Earlier analysis in Sections 2.0 and 4.0 and evidence at Section 10.0, 'Access, Movement and Connectivity' confirms the site’s key sustainability credentials in terms of location and proximity to local services and facilities. As well as national policy, local and emerging documents including draft CLP Policy DS6PU, 'Design and Development Standards' assert that well located housing, which is accessible to local services, can support or supplement the needs, health and well-being of a community and create a good quality built environment.

9.07 As highlighted throughout other Sections of this D+AS, the DSLP is crossed by several conveniently located paths and connections that link with development currently under construction to the west of the DPA and Phase IV site, to

the north linking to Lowther Gardens and Wastwater Road (and onwards to convenience stores, the Red Lion Pub and Evangelical church off Woodhouse Road), to the south west with the existing PROW traversing Phases II and III and then south east where the same PROW links with Gomerigg Road and Valley View Road, where local play areas and sports pitches, Greenbank Community Centre and Greenbank Pensioners Club are available with bus services running along Low Road / St Bees Road to the east.

Site and Dwelling Energy Conservation

9.08 At a site specific level, there are a number of ways wider development and dwelling energy conservation can be achieved. Across the Land at Edgehill Park - Phase IV site, compliance could be achieved by:

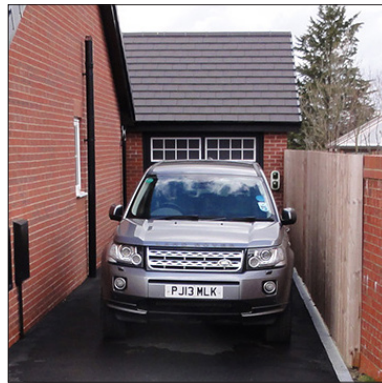
- Installing renewable or low carbon energy / high efficiency energy sources to reduce carbon emissions and predicted energy use by at least 10% below the Dwelling Emission Rate (DER) against the Target Emission Rate (TER) based on current building regs;
- Installing enhanced insulation, high performance glazing, improved 'airtightness' or hot water / heat recovery systems;
- Specifying white goods that are noted for their high energy efficiency and low water consumption;
- Considering technologies that aim to minimise the use of non-grey water inside and outside the home whilst also ensuring water consumption is reduced to a maximum 125 litres per day in compliance with the Building Regulations;
- Choosing low flow rate taps and reduced capacity cisterns in toilets;
- Choosing low energy light fittings;
- Using IT advances and app-based solutions to allow residents to take ownership or management of these systems in order to run them in the most efficient manner possible;



Story Homes - energy efficient construction

Land at Edgehill Park - Phase IV, Whitehaven

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Provision of infrastructure to enable easy installation of electric vehicle charging units



Potential for wildflower meadow

- Providing storage space within the curtilage of each plot for waste recycling bins and garden / composting facilities whilst also providing drying facilities in each rear garden;

- Providing charging points for electric vehicles to each new home;

- Providing each household with a 'Home Information Pack' that explains the energy systems on offer throughout the development / as outlined above; and,

- Exploration of the use of a Sustainable Urban Drainage Systems (SUDS) across the wider hybrid application area.

9.09 A key principle adopted by Story Homes in the delivery of sustainable housing is the use of a 'fabric first' approach. This places greatest emphasis on the thermal performance of building envelopes and is less reliant upon applied renewable technologies. This approach ensures that thermal performance and sustainability are embedded within each buildings fabric for the

lifetime of the development. As a result, proposals aim to deliver:

- Energy efficient housing;
- Attractive routes for cycling and walking as a real alternative to the car for local journeys;
- Effective water and drainage management;
- High quality open space and access to the wider countryside promoting healthy lifestyle choices; and,

9.10 Across the scheme, thermal conductivity will be reduced with the aid of modern insulation materials and techniques that will reduce thermal bridging and improve air tightness to dwellings, supplemented by a highly efficient lower carbon energy source. Using these key principles, the current planning application can be designed with energy efficiency firmly in mind. Currently across Story Homes' 'Story Collection' housetype range, energy efficient construction is delivered for all dwellings as follows:

- Ground Floor – Concrete Slab with PUR insulation and

screed achieving a U-Value of 0.16W/m2K;

- External Walls – Cavity Wall with PUR insulation achieving a U-Values of 0.28 W/m2K;
- Roof – 450mm mineral fibre insulation quilt achieving a U-Value of 0.09 W/m2K;
- Windows – PVCU, double glazed, low e coating and argon filled achieving a U-Value of 1.40 W/m2K; and,
- Doors – Composite external doors construction achieving a U Value of 1.39 W/m2K.

9.11 In addition to above measures, all dwellings could be designed with an air tightness of 5m³/hr@50pa, a 50% improvement to the minimum standard set out in Document L1A of the Building Regulations. This approach of ensuring an efficient building fabric means that carbon reductions and cheaper energy bills are 'locked in' for the lifetime of the home rather than requiring replacement or maintenance as with other 'applied' technologies.

9.12 After the design of the external envelope of all proposed buildings is finalised, the demands for heating and hot water can also be analysed to determine a system that will be most appropriate for the development. As is the case across several current Story Homes developments, a number of factors will be considered to include maintenance, location and aesthetics. Common solutions often incorporate installation of a highly efficient condensing boiler with enhanced controls that allow buildings to be used in the most efficient manner.

Future Energy Strategies

9.13 The government has announced that by 2025, new homes will be banned from installing gas or oil boilers and will instead be heated by low-carbon alternatives. This change in policy will take effect through changes to Part L of the Building Regulations - the 'Future Homes Standard' (see para 9.05 above) forming part of a UK action plan to reach carbon net zero by 2050.

9.14 As a further key component of site-wide energy strategies, prior to the occupation of each dwelling, a 32 amp single phase electrical supply will be installed to each home alongside an electric vehicle charging point. This shall accord

fully with draft CLP Policy CO7PU, 'Parking Standards and Electric Vehicle Charging Infrastructure'.

Construction Impacts and Lifespan

9.15 The selection of materials and type of construction selected by developers influences how energy efficient a building or place can be and how much embodied carbon it contains. New development should endeavour to use materials carefully to reduce environmental impact either through local sourcing, specification of products with high thermal or solar performance. Efficiencies might also be gained through elements of off-site manufacture or use of smart technologies, supported by digital infrastructure. Resource use can also be controlled though consideration of the 'long view' as outlined in the National Design Guide:

"Well-designed places sustain their beauty over the long term. They add to the quality of life of their users and as a result, people are more likely to care for them over their Lifespan. They have an emphasis on quality and simplicity."

Drainage and Flood Risk

Surface Water

9.16 The land at Edgehill Park - Phase IV site is within Flood Zone 1 which the EA define as having a less than 0.1% annual probability of flooding. Flood Zone 1 is the lowest risk of flooding and in accordance with NPPF, residential development is appropriate for this setting. The EA surface water flood risk maps do not show any overland flood routes through or near to the site. Surface water proposals have been developed in accordance with the Flood Risk Assessment as undertaken by Coopers Chartered Consulting Engineers in 2022. This demonstrates that the requirements in respect to drainage hierarchy as set out in the Building Regulations and NPPF guidance have each been met. Surface Water will be managed according to



Design cue - south eastern SUDS infiltration area / dry basin

Land at Edgehill Park - Phase IV, Whitehaven

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latest SUDS guidance to ensure that there is no increase in discharge rate from the new development over and above the present greenfield situation.

9.17 A Site Investigation Report has confirmed that ground conditions are considered unsuitable for infiltration techniques for surface water disposal. Therefore, a discharge to the watercourse is required which will mimic the existing situation.

9.18 The QBRA greenfield runoff rate has been calculated at 8.25 l/s per hectare. However, previous Edgehill Park phases have been reduced to 80% of the existing greenfield run-off rate for the site to help reduce potential flooding issues further downstream, therefore we propose the same approach which results in an overall restricted flow rate of 23.7 l/s providing a betterment over the existing situation

9.19 The proposed surface water network has been designed as a free-flowing gravity network which discharges to a dry SUDS basin located to the south of the site. The basin is designed to provide attenuation for a 100-year flood event plus a 40% allowance for climate change and a 10% allowance for urban creep. A flow control device will be located within the manhole on the downstream end of the basin which will then allow for restricted flows to be passed forward into the open watercourse via a piped route.

9.20 Dry basins comprise landscaped depressions in the ground which are designed to retain water in storm events via a restricted outflow mechanism. During periods where there is no rain, they will remain dry. When rainfall is received, the basin fills up and gradually empties over a period of time. This form of storage is adoptable by United Utilities and could be offered to them for adoption under a S104 Agreement. The basin offers a degree of treatment via the filtering of water across a vegetated surface. Surface water flows from the residential site will link up to the SUDS basin via a cascading swale feature incorporating weir walls to help slow down resulting flows. This feature will provide additional treatment. All surface water sewers upstream of the basin will be offered to United Utilities for adoption under a Section 104 Agreement. As noted in other sections across this D+AS, the cascading swale and dry SUDS basin will bring associated biodiversity and environmental benefits.

Foul Drainage Proposals

- 9.21 Foul drainage will discharge via gravity to the United Utilities foul sewer network within St Bees Road to the east of the development.
- 9.22 Again, all foul proposed sewers will be offered to United Utilities for adoption under a Section 104 Agreement.

Timescales, Maintenance and Responsibility

- 9.23 Both the surface water and foul sewer networks being proposed to serve Edgehill Park - Phase IV will be offered to United Utilities for adoption under a S104 Agreement. All sewers will be subject to inspections and a maintenance period after which United Utilities will be responsible for their future maintenance as they transfer / become public assets.

Story Homes Standard

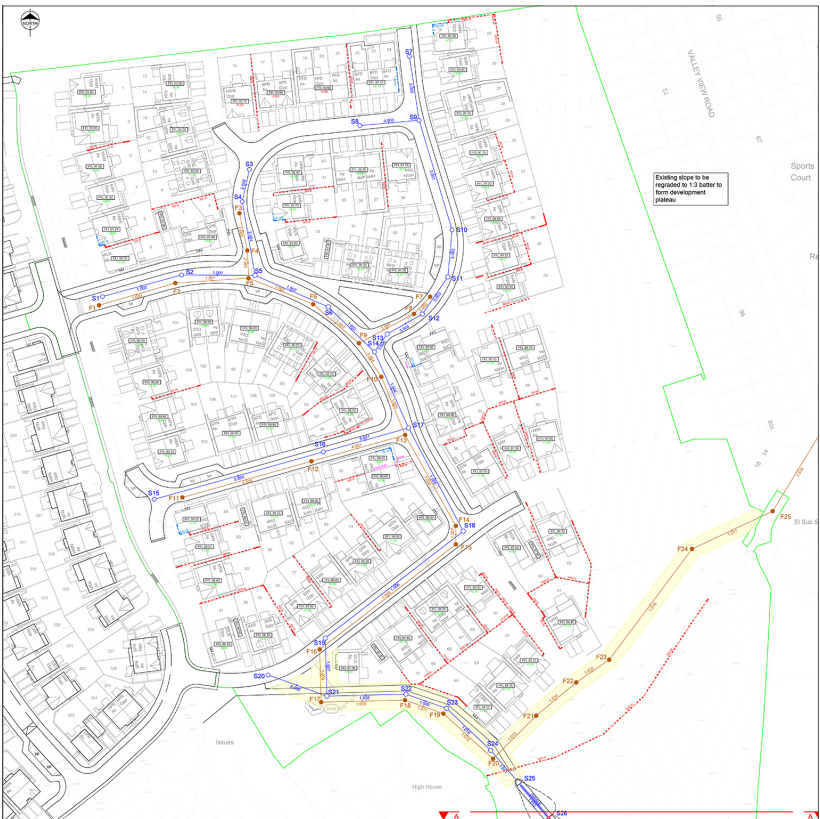
- 9.24 Local authorities encourage developers to ensure new homes are built to exacting standards. Story Homes' dwellings are designed to be accessible and flexible, to meet changing

family circumstances, and incorporate features that generally go beyond Part M of the Building Regulations. As noted at Section 4.0, Story Homes are currently addressing the issue of Accessible and Adaptable Dwellings across their entire 'Story Collection' housetype range and are pleased to confirm that as part of this resubmission application, all 'Rushford', 'Fulford', and 'Branford' housetypes will be fully M4(2) compliant. These homes together amount to 22no units and on this basis, 18.6% of all homes across the scheme will meet Accessible and Adaptable Homes requirements.

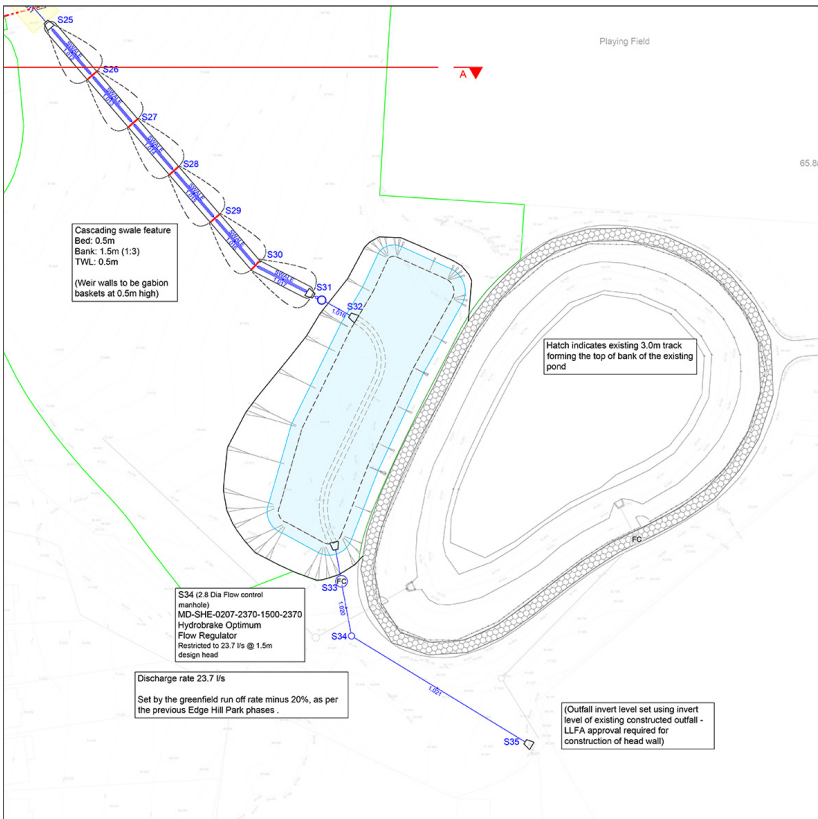


Sustainable housing diagram

- 9.25 Furthermore, all affordable homes are to be designed to meet Lifetime Homes criteria.



Reduced extract from Coopers 'Drainage Strategy' drawing 7843 / SK04 highlighting cross-site strategy, plot levels etc.



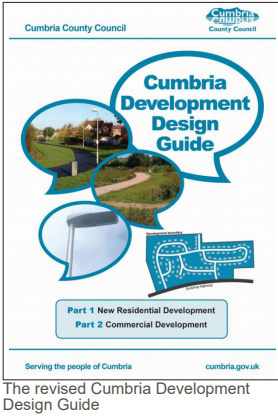
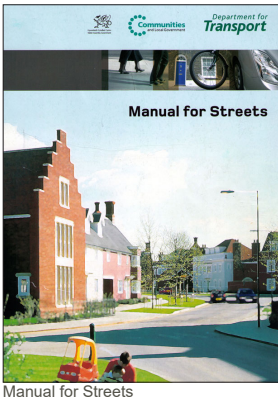
Reduced extract from Coopers 'Drainage Strategy' drawing 7843 / SK04 highlighting the proposed cascade feature south of the southern developed edge and retained PROW - these feeding into a new SUDS pond alongside the existing SUDS pond south of Gomeriggs Community Centre and adjacent sports pitch

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10.0 Access, Movement and Connectivity



10.01 Section 9.0 (para 104) of the NPPF outlines that transport, movement and connectivity ‘*should be considered from the earliest stages of plan-making and development proposals*’ in order that the ‘*impacts of development on transport networks*’ can be addressed, and opportunities for walking, cycling and public transport connectivity can be maximised. Importantly, also;

‘patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places’.

NPPF Paragraph 104, then highlights that developers should ensure “*opportunities to promote walking, cycling and public transport use are identified and pursued*”, whilst at paragraph 105 it goes on to indicate that;

“opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making”

10.02 Similar themes run through draft CLP 2021-2038 who’s key Policy H6PU, ‘New Housing Development’ states that planning permission will only be granted where it can be demonstrated that;

"The layout promotes active travel, linking new development with existing footpaths and cycleways, where possible"

10.03 A Transport Assessment (TA) has been undertaken by scheme highway consultants i-Transport and forms part of the wider DPA submission. The TA confirms that the proposed development, incorporating 109 new homes, would meet key sustainability objectives as set out within the NPPF, Cumbria Development Design Guide (CDDG)



Design cue - the street as a key component of the Masterplan - appropriate for play and interaction

and CLP. The TA also concludes that there should be no highways or transport reasons that will preclude the granting of planning consent for the development proposals.

Design Approach

10.04 Government guidance promotes streets as areas which hold significant opportunities in terms of the contribution they can make to placemaking. Guidelines also encourage streets to become a series of interlinked spaces with a unified but individual identity. This approach helps generate a movement network which has more character and vibrancy, both of which are necessary elements that together make up successful, sustainable neighbourhoods. As such, and throughout the scheme, roads are generally designed to minimum required widths to reduce their impact and where possible, terminate with a stop vista - either a building, attractive open space or landscape feature. Elsewhere, routes and homes around them are aligned to capitalise upon key views over attractive elements of public realm. This is fully in line with the core principles of Manual for Streets (MfS) and other relevant design guidance including the updated CDDG.

10.05 As such, the submitted DSLP (Ref: 66D-STO-100 Rev P) comprises urban blocks of varying size; originally formulated to respond to key constraints and opportunities related to site shape, topography, proximity to existing neighbourhoods, etc. These have helped define a logical movement pattern of well-designed streets and connecting pathways that accord with both CBC and CCoC policies alongside national design guidance. As such, the ‘street’ will become a key element across proposals - not only enabling vehicular movement, but also offering a natural setting for social interaction and activity.

Movement – Surrounding Networks and Connectivity

10.06 An understanding of how new housing will be connected to existing facilities via movement across a settlement pattern is fundamental to the success of any new development;



Potential for improvement to the existing PROW access, kissing gate and associated fencing

the Government’s objectives (as set out in the NPPF) aiming to ensure that new developments are provided in sustainable locations, close to public transport facilities and close to key services.

10.07 Scheme highway consultants i-Transport have undertaken an assessment of existing facilities, services and general accessibility in the vicinity of the proposed development site; this including existing public transport provision, walking and cycling networks. Key elements from this assessment are reviewed and set out below.

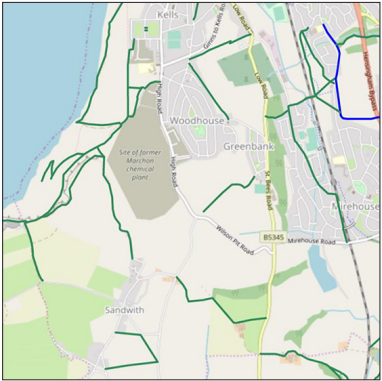
Local Walking and Cycling Networks

10.08 The Chartered Institute of Highways and Transportation (CIHT) document ‘Guidelines for Journeys on Foot’ (2000) suggests that around 80% of walk journeys and walk stages in urban areas are less than 1 mile (1.2km), whilst also outlining a preferred maximum walking distance for commuting and school trips as 2km - acknowledging also that walking has the greatest potential to replace car trips for distances up to this threshold.

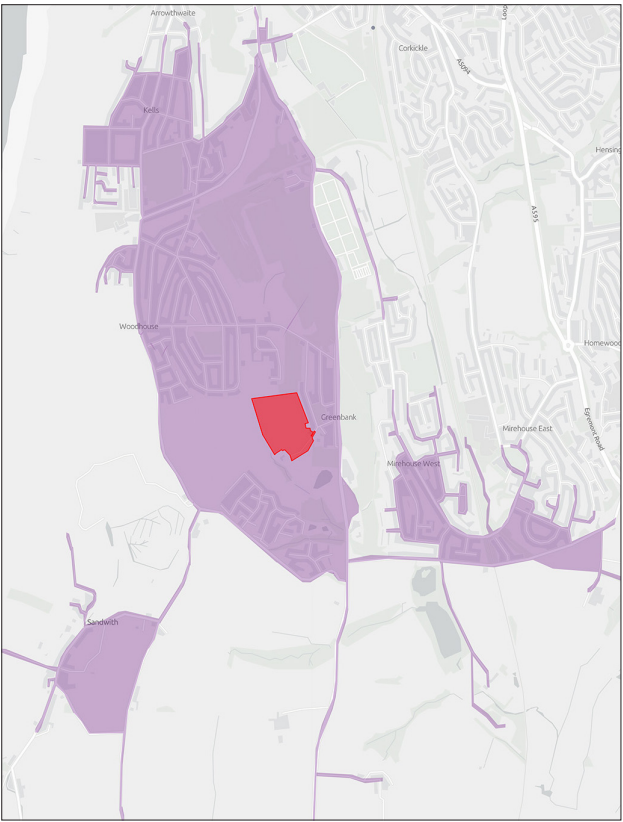
10.09 The reduced plan, right, presents a 2km walking catchment measured from the centre of the development site and highlights that Woodhouse, Kells, Greenbank, Mirehouse West and Sandwith, as well as southerly elements of Whitehaven are all



Safe routes to school



Local PROW (marked in green)



Reduced extract from i-Transport's drawing highlighting 2km walking catchment areas

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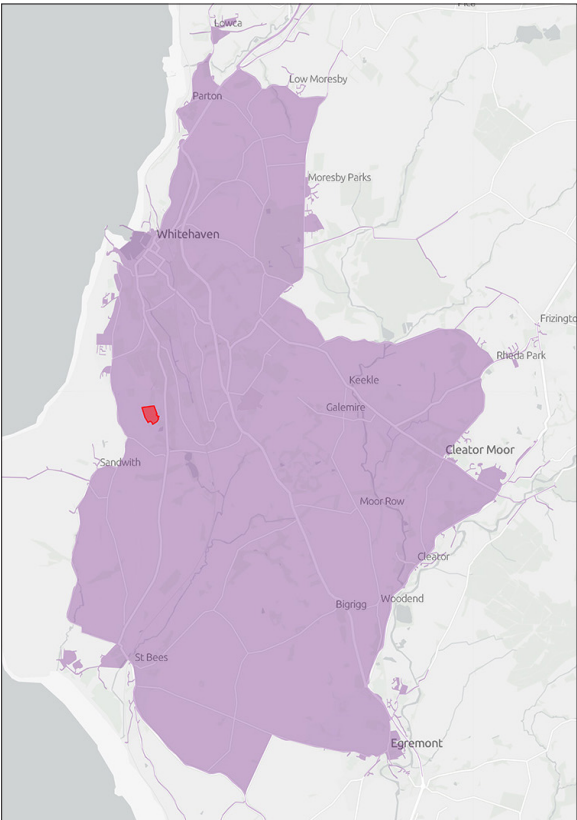
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A 'cyclable' layout with permeable streets and low speeds



The route of NCN72 (orange routes being traffic free and dark blue routes being on-road)



Reduced extract from i-Transport's drawing highlighting 8km cycling catchment areas

within a 2km walking distance of the DPA area site. The site is also in close proximity to several PROW including footpath 431031 which runs through the southern section of the site providing a link between Wilson Pit Road and Valley View Road.

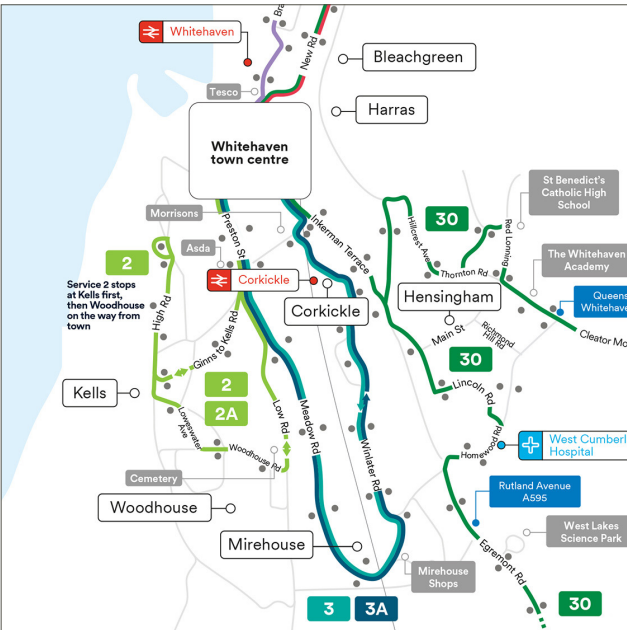
10.10 Department for Transport's guidance on cycling 'LTN1/20 - Cycle Infrastructure Design' states that:

"..two out of three personal trips are less than five miles [8km] in length – an achievable distance to cycle for most people. For school children the opportunities are even greater: three quarters of children live within a 15-minute cycle ride of a secondary school, while more than 90% live within a 15-minute walk of a primary school".

10.11 The reduced plan, left, presents an 8km cycle catchment measured from the centre of the development site and shows that all of Whitehaven is accessible, as well as nearby settlements



'The Lion' public house, 'The Mansion' bed and breakfast and Woodbank Community Church



Local Bus services including the 2 and 2A services that also provide onward connections to further bus and rail services

runs through the centre of Whitehaven and can be accessed from Mirehouse Road to the east of the site.

Public Transport Connectivity

10.12 The nearest bus stops to the site are located on Woodhouse Road to the north of the site and St Bees Road to the east of the site. The Woodhouse Road bus stop is located between Valley View Road and Bowness Road, a circa 600m walking distance from the proposed pedestrian connection from the site to Wastwater Road. These stops are served by the 2/2A bus service linking Whitehaven, Kells, Woodhouse, Greenbank and Whitehaven with a frequent half hourly daytime service and 2no evening buses Monday to Saturday. These bus stops are on carriageway stops and are marked by a flagpole. The bus stops on St Bees Road are located



The importance of public transport accessibility

including Bigrigg and parts of Egremont, Cleator and Cleator Moor. Whilst there are no specific cycle facilities / lanes provided on or alongside the local highway in the vicinity of the site, national cycle route 72



West Lakes Science Park

to the north of Mirehouse Road junction and are circa 700m walking distance from the Clarendon Drive access to Edgehill Park. This bus stop will soon be served by a daily HB01 bus service running between Seascale, Egremont, St Bees and Whitehaven.

10.13 The nearest railway station to the site is Corkickle (circa 3km away), with Whitehaven railway station circa 4km from the site. Both stations are located on the same line with services available to Carlisle and Barrow-in-Furness. This railway line typically operates every 30 mins to each destination. Both stations can be accessed by the existing bus services, with only short walks at either end. It is also important to note that Carlisle rail station provides services between London Euston and Edinburgh and Glasgow with stops at Milton Keynes, Birmingham, Crewe, Warrington, Preston and Lancaster. Services are also available to Manchester and Manchester Airport.

10.14 The reduced table, right, highlights both several key local facilities



Local facilities - Kells Church

Land Use	Facility	Distance	Accessibility
Education – Primary School	Kells Infant School	1.6km	Walk
	St Marys Catholic Primary School	1.5km	Walk
	St Begh's Catholic Junior School	2.1km	Walk/Cycle
	Valley Primary and Nursery	1.9km	Walk
	Jericho Primary School	4.3km	Bus
	Hensingham Primary School	3.5km	Cycle
Education – Secondary School	Whitehaven Academy	4.2km	Bus/Cycle
	St Benedicts Catholic High School	4.9km	Bus/Cycle
Health	West Cumberland Hospital	2.8km	Walk/Cycle
	Lowther Medical Centre	3.6km	Bus/Cycle
	Fellview Healthcare	3.8km	Bus/Cycle
	Queen Street Medical Practice	4.1km	Bus/Cycle
	Seacliffe Pharmacy	1.3km	Walk
Retail	McColls	1.3km	Walk
	Nisa Local	1.1km	Walk
	Asda	2.8km	Bus/Cycle
	Aldi	3.0km	Bus/Cycle
	Morrisons	3.4km	Bus/Cycle
	Whitehaven Centre	3.7km	Bus/Cycle
Leisure	Greenbank Community Centre	0.5	Walk
	Mirehouse Library	1.1km	Walk
	St Benedicts RUFC	1.0km	Walk
	Cumbria Sports Academy	3.4km	Cycle
	Copeland Pool and Fitness	4.1km	Cycle
	Kie Park	3.6km	Cycle
Employment	The Beacon Museum	3.5km	Bus/Cycle
	Hensingham Business Park	4.5km	Bus/Cycle
	Whitehaven Centre	3.7km	Bus/Cycle

Reduced extract from Table 4.3 within i-Transport's TA 'Key Facilities in the Vicinity of the Site'

Land at Edgehill Park - Phase IV, Whitehaven

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Local facilities - Fish and Chips, Loweswater / Lakeland Avenue junction

and services in proximity to the DPA site and the potential sustainable modes of transport available to each. This, alongside above commentary and associated diagrams, serves to demonstrate that the proposed site is very well located in terms of access to key facilities and services via a range of sustainable modes of transport.

Proposed Movement Networks

10.15 Access from the wider area to the Phase IV site will be achieved from a number of points along Wilson Pit Road and Woodville Way. Currently, three access points have been constructed to serve Edgehill Park at Wilson Howe, Dallam Way and Clarendon Drive. A further access will be constructed onto Woodville Way as part of later elements of Edgehill Park's development, ultimately providing an internal link to Clarendon Drive. Each existing and proposed access point provides pedestrian, cycle and vehicle accesses to the site.

10.16 Vehicular access to the proposed Phase IV area will then be taken at a mid point along the western boundary of the site from Phase III. This main access and central spine through the proposed development area will offer:

- a 5.5m carriageway width
- 2.0m footways to both sides of the carriageway
- 6.0m kerb radii at secondary junctions feeding into the central spine
- Target vehicle speeds of 20mph
- a junction visibility north and south of the main access of 43m from the associated minor road setback of 2.4m

The proposed access design and associated visibility splays are shown on i-Transport drawing ITM17460-GA-002 a reduced extract from which is highlighted, left.

10.17 The DPA area will also offer a secondary

vehicular connection point alongside plot 81 to the south west and be highly accessible to pedestrians and cyclists at a number of locations including the main and secondary vehicle accesses, a connection to the existing PROW linking Wilson Pit Road and Valley View Road and then a further connection to the north-west alongside plot 1; this offering connectivity through Phase III to Woodville Way and High Road. In addition, provision for a further ped / cycle access between plots 24 and 25 has been made to accommodate a future connection to Lowther Gardens / Wastwater Road. This accords fully with draft CLP 2021-2038 Policy DS6PU, 'Design and Development Standards' which encourages developers to:

"Create layouts that encourage walking and cycling based on Active Design principles and connect the development to existing walking and cycling routes where possible"

10.18 As such, the approach to street design within the site has considered a transport hierarchy with the needs of pedestrians and cyclists promoted before vehicles. As already noted, the streets themselves will be designed to a 20mph speed limit and generally achieve lower vehicle speeds through geometric design, frontage activity, parking etc. with street types including a range of access roads and shared surface streets.

10.19 The 5.5m wide main access and central spine for example has a ramped, alternatively paved feature around plots 44-47, 52 and 91-95, this located at the heart of the scheme and not only intended to offer a calming function but also a focal point that complements adjacent proposed townscape within 'the Main Street Green' character area (see Section 5.0).



Cycling

Similar features as proposed at both the site entrance (forming a key gateway into the scheme) and then further south alongside plots 58, 60, 65-66 and 72 - this intended to calm traffic where the site steepens towards the retained PROW. Several 4.8m wide Secondary Streets then permeate the development, some of which provide access to

a smaller housing areas and parking courts as around plots 11-15. These streets also provide onward access to 4.5m or 4.8m wide shared private drives. Shared surface culs-de-sac and private drives are generally to be finished in smaller unit blocks such as Marshal's 'Keyblock' or similar. As such, the internal highway network will be built to adoptable standards and promote low traffic speeds, with the majority of routes offered for adoption under the Section 38 of the Highways Act.

Car Parking

10.20 Parking will be provided as part of the proposals. A balance of parking options shall be appropriate across the scheme as a preference for one parking option can often lead to a development which has little activity or vibrancy. This accords with draft Policy H6PU, 'New Housing Development' which highlights that CBC will support schemes where:

"Adequate space for parking is provided, with preference given to parking spaces behind the building line to reduce street clutter, where possible..."

10.21 Parking must be associated with dwelling size and unit typology. The Proposed DSLP incorporates a total of up to 259 parking spaces serving 109 dwellings thereby generating a ratio of around 238% which breaks down as follows:

- Allowable Surface



Design cue - private drives and lower category shared surface lanes



Attractive changes in materiality / surfacing as proposed at the heart of the scheme



Extract from the 66D-STO-104 RevE Proposed Parking Provision Plan

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Design cue - housing square framed by fastigate street trees and attractive surface materials

Level Parking / Garage Spaces (Drive / Parking Court / etc) (224 spaces);

- Allowable Garage Spaces (13 spaces);
- Additional visitor bays located at points across the scheme (22 spaces).

It should also be noted that in addition to above spaces, 23no units have integral single garages or standard detached single garages and all 7no 5 bed homes have an additional space within their integral double garage. Adding these 30 additional spaces to abovementioned totals,

means that the scheme would actually deliver 289 spaces, this generating a ratio of around 265%.

- 10.22** The proposal's allowable total of 259 car parking spaces as shown on the Proposed Parking Provision Plan (see previous page) must be set against CDDG requirements of 273 + 22 visitor parking spaces. However, it is noted that every home contains a minimum of 2 private parking spaces with every 5 bed home a minimum of 3 private parking spaces on drive or within suitably sized garages. Whilst there are some 4 bed

homes that contain 2 spaces, (which is less than 2.5 spaces as recommended by CDDG), these are generally smaller 4 bed housetypes where there is not expected to be a demand for more than 2 private vehicles.

- 10.23** It is also important to note that each property will provide electric vehicle charging points, whether these be within units with integrated garages or on driveways. This fully accords with draft CLP policy CO7PU, 'Parking

Standards and Electric Vehicle Charging Infrastructure', which states;

"...one charging point must be provided per dwelling with off street parking."

- 10.24** With all above considerations in mind, proposed parking provision is considered to represent a good balance; applying a proportionate amount of parking provision - side or driveway parked where possible, or frontage parked for generally smaller units separated by good amounts of front garden space landscaped strips or hedgerow, this intended to maintain or enhance streetscene quality across the scheme.

- 10.25** Cycle parking is not specified within CDDG standards for residential dwellings, however cycle parking will be provided at each plot either within the garages or via direct access to gardens, where cycle storage could be accommodated.

Emergency Services, Refuse Collections & Deliveries - Swept Path Analysis

- 10.26** Draft CLP 2021-2038 Policy H6PU, 'New Housing Development' states that planning permission will only be granted where it can be demonstrated that;

"Adequate external amenity space is provided, including for the storage of waste and recycling bins in a location which does not harm the street scene, where possible..."

- 10.27** The proposed development has been designed to allow for the efficient delivery of goods, and access by service and emergency vehicles and as highlighted across the DSLP, safe areas for turning vehicles will be provided across the site.

- 10.28** Swept path analysis has been undertaken for a large 3-axle circa 10 x 2.5m refuse vehicle and this demonstrates that it can satisfactorily use the several proposed street spaces to manoeuvre in and out of the site. Reduced extracts from i-Transport's tracking work are

reproduced top right. Most properties are designed for collection immediately from their property and appropriate turning space has been designed for private drives. At points where refuse vehicles might otherwise have had to undertake long reversing manoeuvres, bin stores have been designed into the scheme for residents to wheel their bins to allowing collections to be made more efficiently.

Travel Plan

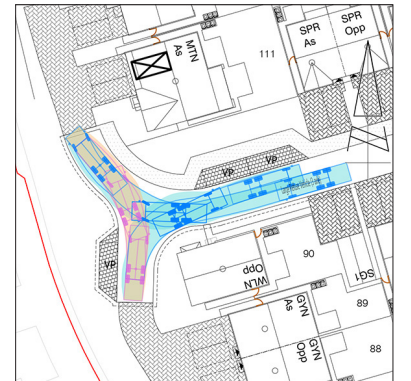
- 10.29** Section 10.0 has summarised the accessibility of the site via non-car transport modes and demonstrates that it is well located to encourage travel by sustainable modes.

- 10.30** Story Homes is committed to the principles of sustainable travel and will seek to influence the travel choices of residents at the proposed development through the implementation of a Residential Travel Plan.

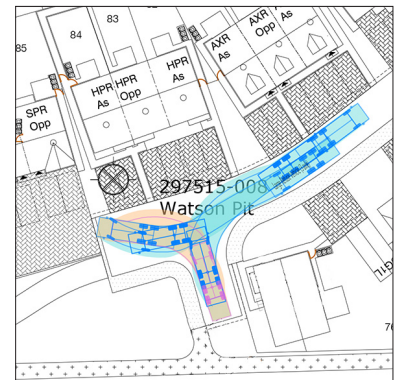
Accessibility

- 10.31** The properties will be constructed to comply with Parts K and M of the Building Regulations. This has been taken into consideration to provide greater accessibility for all users throughout the site.

- 10.32** Story Homes are currently addressing the issue of Accessible and Adaptable Dwellings across their entire 'Story Collection' housetype range and are pleased to confirm that as part of this resubmission application, all 'Rushford', 'Fulford', and 'Branford' housetypes will be fully M4(2) compliant. These homes together amount to 20no units and on this basis, 18.3% of all homes across the scheme will meet Accessible and Adaptable Homes requirements.



Reduced extract from i-Transport's 'Swept Path Analysis - Refuse Collection Vehicle' drawing looking at refuse access across earlier site proposals



Reduced extract from i-Transport's 'Swept Path Analysis - Refuse Collection Vehicle' drawing looking at refuse access across earlier site proposals



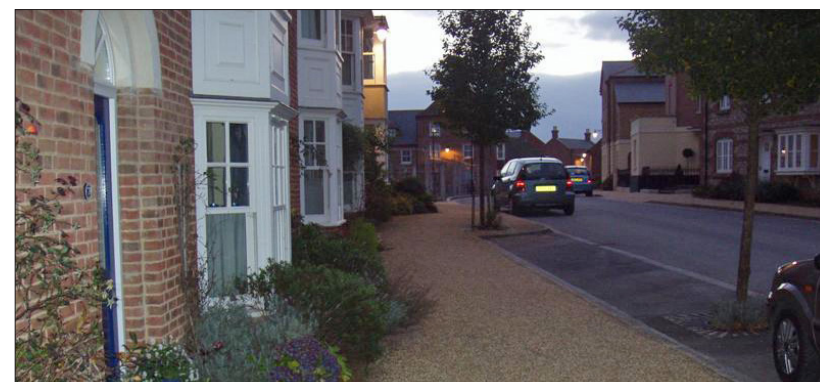
Reduced extract from i-Transport's 'Swept Path Analysis - Refuse Collection Vehicle' drawing looking at refuse access across earlier site proposals



Design cue - private drives and lower category shared surface lanes



Example of plot landscaping and mitigation reducing car dominance, Story Homes, St Andrews View, Thursby



Well overlooked parking and an attractive streetscene improves levels of natural surveillance even into the evening and at night

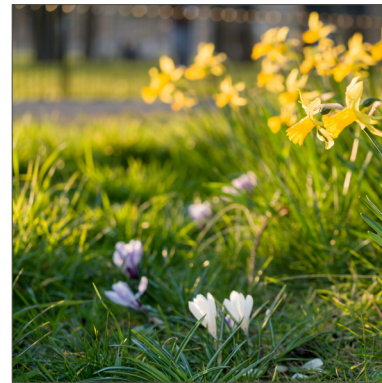
Land at Edgehill Park - Phase IV, Whitehaven

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11.0 Summary and Conclusions



An intentionally tighter grain to central areas



Grassland and bulb mix



Crude concept / development diagram - key views and stop vistas



Design cue - wildflower verges



Development diagram highlighting housetypes by size (bedspace) across the scheme.



The use of 2.5 and 3.0 storey development as 'stop vistas' in the streetscene, as here in Dalston

11.01 This Design and Access Statement (D+AS) highlights key design related elements underpinning the proposed development of 109 new homes, together with open space and associated infrastructure. The proposals as now submitted are the product of a design development and consultation process focussed on the delivery of an appropriate, high quality layout and wider scheme.

11.02 Story Homes are committed to the successful delivery of the Land at Edgehill Park - Phase IV site, having carried out extensive studies, surveys, and assessments in order to develop a deliverable, efficient and sustainable solution for the site. These studies have considered utilities, planning policy, landscape, townscape and local character, flood risk and hydrology, transport, ecology and ground conditions. This work, alongside that contained within this D+AS, demonstrates the site can deliver sustainable housing in a positive way, helping meet CBC's housing targets on a suitable, well located and allocated site.

11.03 D+AS commentary has focussed on the site's location, proposed content, approach to access, open space, key design parameters and use. The D+AS also addresses scale, proposed open space networks, housetypes, character, and the scheme's proposed appearance. On this basis, proposals highlighted across the DSLP and supporting plans are considered to respond sensitively to their surroundings and will, upon completion, offer an inherently appropriate response to site and context.

11.04 In summary, a well-conceived mix of housetypes will provide for a balanced range of

2, to 5 bedroom homes which will appeal to a wide section of the community to include both affordable and open market properties. These have been arranged into a number of discreet and attractive pockets of characterful development, defined not only by density patterns, the scale, height and massing of units and size of plots and boundaries around them, but also by the degree to which landscaping is a dominant feature or whether gardens or frontage areas feature in the streetscape.



Development at a strategic level should generally 'run with the contours' interspersed by intervening landscape and open space



Rendered gables and congruent window surrounds. This key 'Spencer' housetype (under construction within Phase II) will also be used within Phase IV



Reduced extract from the proposed Proposed Detailed Site Layout Plan (colour) 64D-STO-101 RevB

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Design cue

11.05 The Proposed Detailed Site Layout Plan (Ref: 66D-STO-100 Rev P) and associated suite of drawings are well designed and provide for a coherent development structure that creates streetscene interest through the juxtaposition of buildings utilising varied building formats and setbacks, which maximise privacy and establish

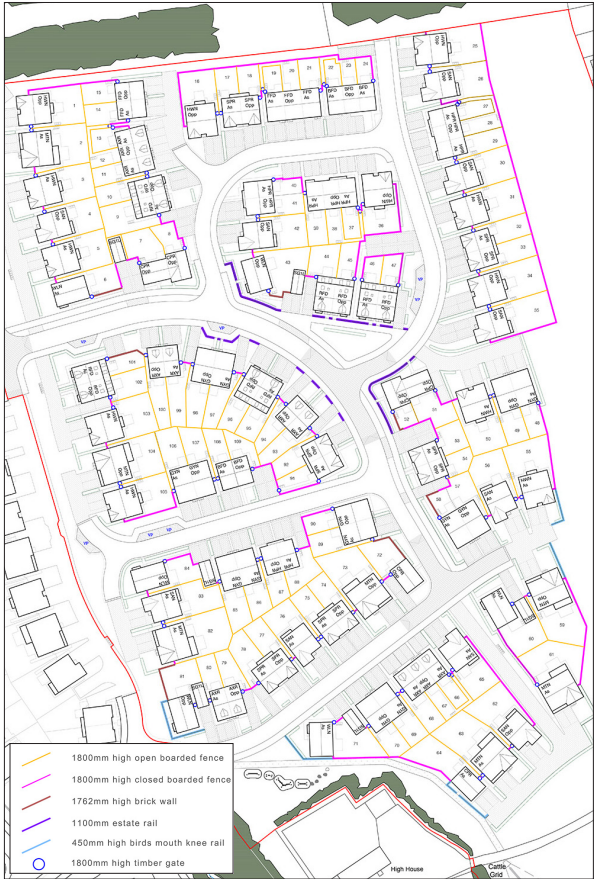
key or 'significant buildings' at prominent vistas around an attractive open spaces and public realm. Indeed, the DSLP provides for a coherent structure that interlinks open spaces with areas of built form and generates good, well overlooked routes for safe movement.

11.06 Development of Edgehill Park - Phase IV, as conveyed through this detailed planning application, will have a tangible character and identity that responds to the site's immediate context, topography, and local distinctiveness.

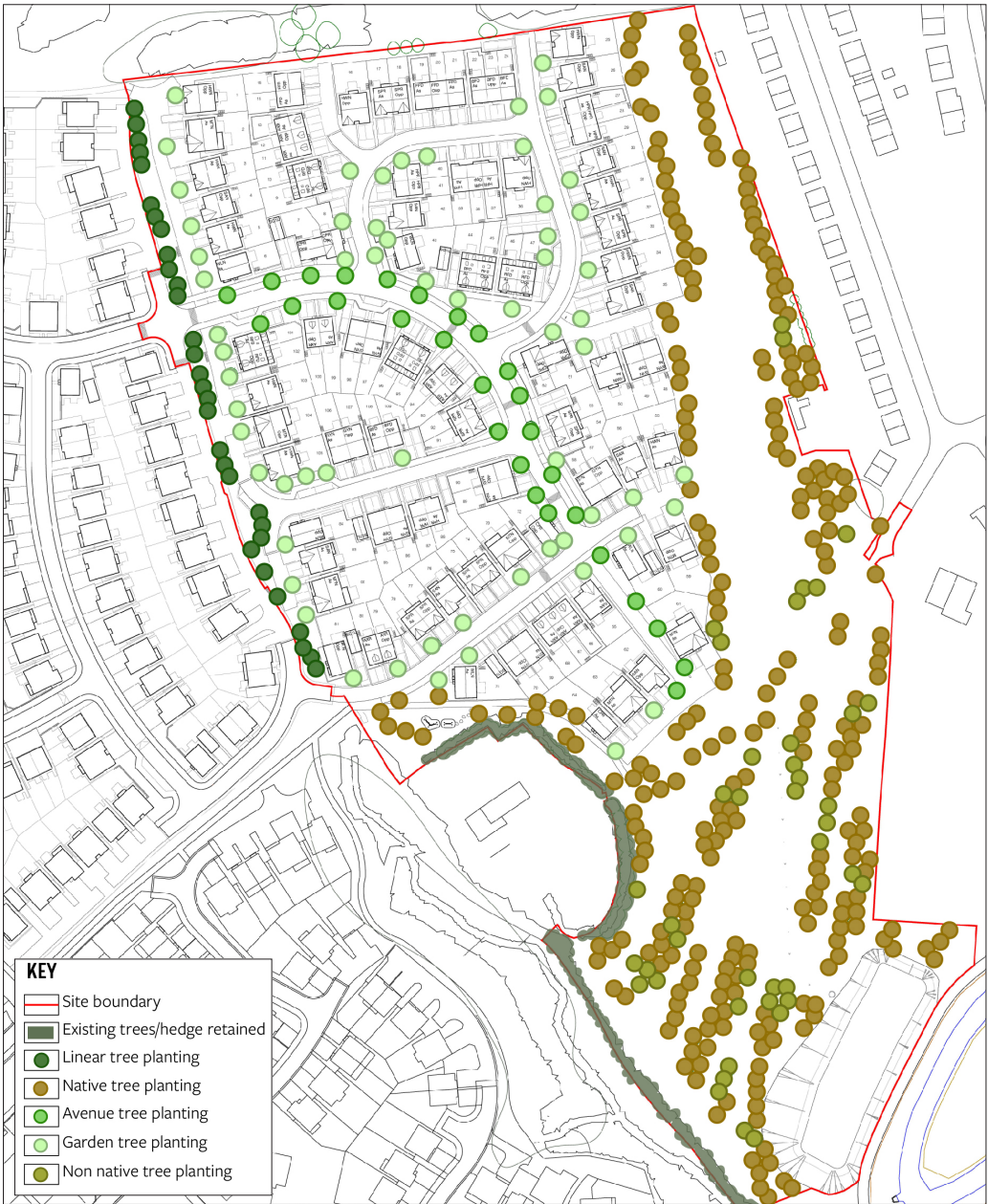
11.07 As such, proposals represent a unique opportunity to assist CBC in achieving the delivery of its allocated housing sites and sustaining the key settlement of Whitehaven into the coming years.



Development sketch / impression - looking north along the Phase IV's central 'Main Street Green' as prepared for the public consultation event. Here, an attractive streetscene will be framed by elements of higher density townhouse development interspersed by good street trees. The route's rising nature and twisting alignment will contribute to an attractive streetscene



Extract from the 66D-STO-103 RevE Boundary Treatments Plan



Extract from the 66D-STO-103 RevE Boundary Treatments Plan