

INTRODUCTION & PLANNING CONTEXT

Lea Road, Preston

Story Homes is progressing plans for a proposed residential development of up to 310 homes on land at Lea Road, Preston. This proposed development will be submitted as a Hybrid Application.

A Hybrid Application means that part of the site (a total of 160 homes) will be submitted as a full planning application, providing a detailed scheme at the outset and part of the site (up to 150 homes) will be submitted as an outline planning application which seeks to establish the principle of development; a reserved matters application will then be submitted at a later stage to deal with the detailed elements of that scheme.

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



Image: site location plan

WHO ARE STORY HOMES?

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

For over 30 years Story Homes has been the name most often associated with aspirational homes for sale throughout Cumbria, the North East, Lancashire and Scotland. The family owned business has grown in size and status over the years but remains grounded, built on its original ethos of 'doing the right thing,' and creating a brand synonymous with quality.

Our Head Office and business roots are based in Carlisle with a well-established regional office in Chorley, set on continuing the success as we expand further in the North West region.



PROPOSED SCHEME

Proposed Full Application - Northern Parcel

The draft layout (shown adjacent and available to view separately as a larger plan) shows the proposed residential development of 160 homes including affordable units. The scheme will provide a mix of one, two, three, four and five bedrooms with 2 and 2.5 storey homes delivered in a range of apartments, terraced, semi-detached and detached houses.

The homes will be accessed from a single point of vehicular access from Lea Road with additional pedestrian connectivity within the site.

The layout includes a large area of central public open space with an equipped play area and there are further areas of incidental open space across the site including a linear green corridor. The scheme seeks to retain the majority of existing hedgerow and trees with additional planting proposed within the site, including a 10m landscape buffer to the southern boundary of the site.



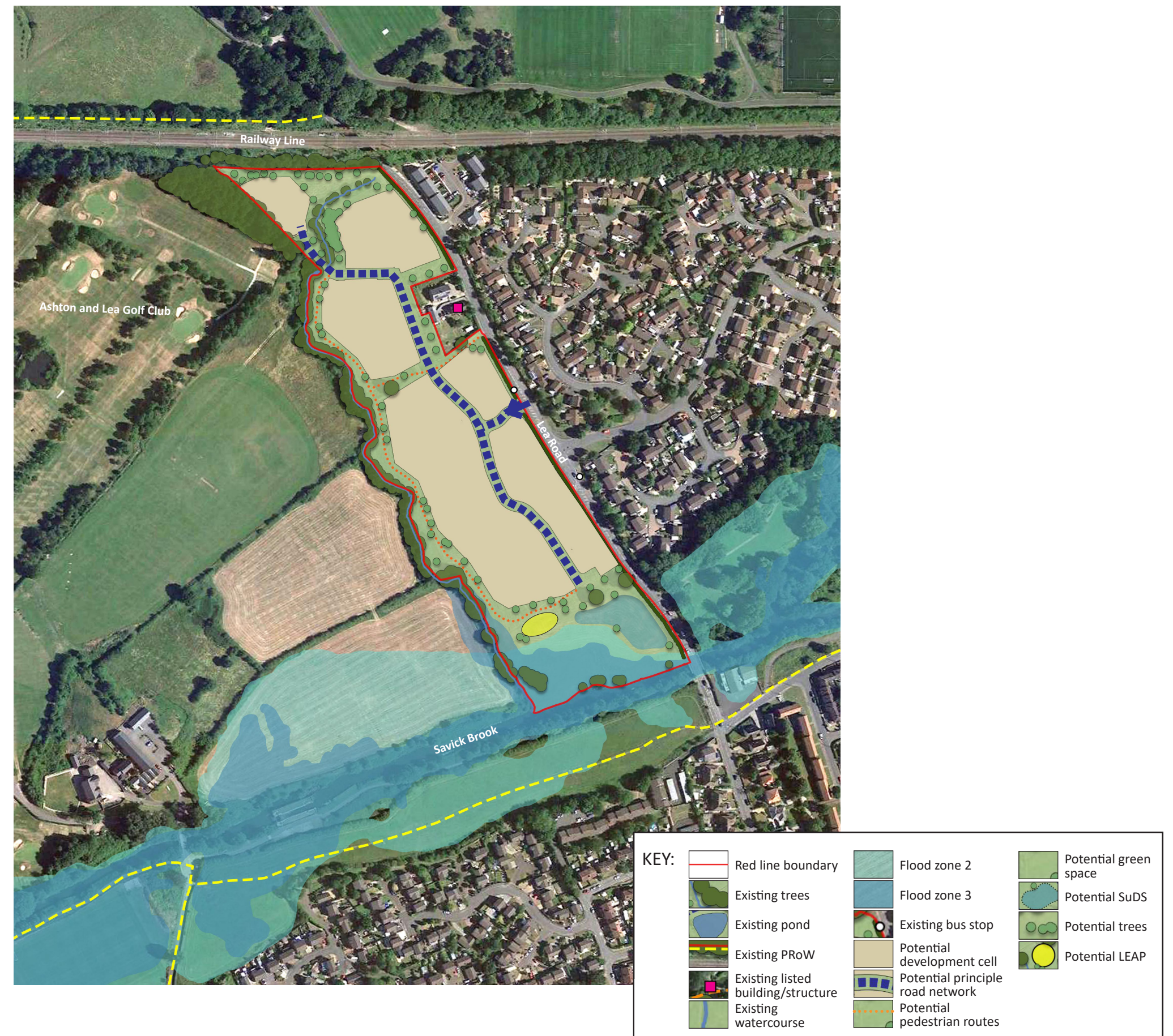
PROPOSED SCHEME

Proposed Outline Application - Southern Parcel

The draft layout (shown adjacent and available to view separately as a larger plan) shows how a scheme might come forward.

As this application is in outline, the exact location and number of houses is not fixed. However, the layout sets some parameters including a maximum of 150 homes. The homes will be accessed from a single point of vehicular access from Lea Road with additional pedestrian connectivity within the site.

The layout includes potential locations for large areas of public open space including an equipped play area. The scheme seeks to retain the majority of existing hedgerow and trees along with new planting proposed within the site.



PROPOSED SCHEME

Design

In developing the proposed scheme, Story Homes has taken account of the local vernacular and its different forms of architecture, appearance and materials which create its unique character.

The house types will each be carefully selected to help integrate the development into the area and to achieve a high-quality distinctive design. Using a variety of materials and architectural detail on specific house types will create focal points within the development and in turn, character areas across the site.

Examples of the proposed house designs can be found adjacent.



KEY BENEFITS



The proposals would deliver a range of properties to suit local market and affordable housing need, including one to five bedroom properties.



Economic benefits in terms of indirect and direct job creation through the construction of housing.



The proposals will provide a large area of public open space to the south of the site and a number of areas within the layout.



Following occupation, the new residents will bring additional consumer expenditure into the area, which will contribute positively to the local economy.

NEXT STEPS

We welcome your comments on the proposed scheme by 3rd December.

You can contact us via email at: consultation@storyhomes.co.uk or post to:

Story Homes,
Kensington House,
Ackhurst Business Park,
Chorley,
PR7 1NY

Following this, we will review all responses made and where possible, incorporate these into the proposed development. The application will then be submitted to Preston City Council in December and we anticipate the application will be heard by the Council's planning committee in Spring 2022.