

INTRODUCTION & PLANNING CONTEXT

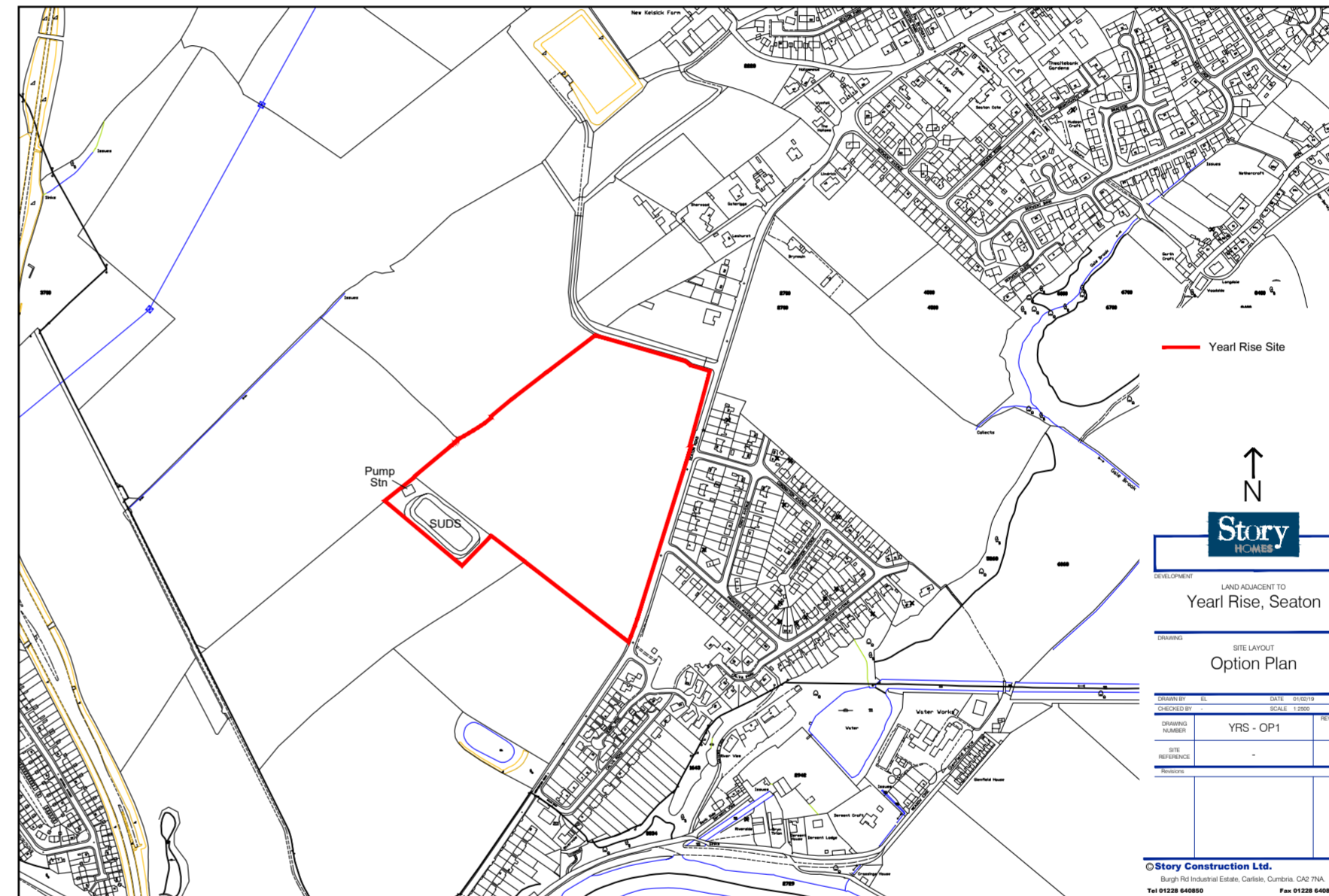
Land off Seaton Road, Seaton

Welcome to the Community Consultation Event for the proposed residential development of approximately 180 homes on Land off Seaton Road, Seaton.

The proposal is for a mix of open market homes, affordable homes and associated infrastructure including drainage works and pond, landscaping, roads, and pedestrian routes.

The land is allocated for residential development in the adopted Allerdale Local Plan (Part 2) Site Allocations (July 2020) under policy SA10 meaning the principle of housing on this land has already been established as acceptable.

Story Homes is currently working on a full planning application for the land and a draft Masterplan has been prepared for public comment.



SITE OVERVIEW & CONTEXT

The proposal site is located to the south-west of Seaton on the western side of Seaton Road. The land extends to approximately 17 acres and consists of a field in agricultural use. The land is bound to the north and east by existing residential dwellings and is bound to the south and west by hedgerows and agricultural fields.

To the east of the proposed development is an existing residential area at Coronation Avenue / Princess Avenue.



ILLUSTRATIVE MASTERPLAN & KEY DESIGN FEATURES

The proposed full planning application will establish key principles associated with the development of approximately 180 homes on Land off Seaton Road, Seaton.

The proposals will be informed by the Constraints and Opportunities assessment, technical studies and adopted Allerdale Local Plan planning policy requirements.

A draft Masterplan is presented below for your comments. The overall design concept provides a direct and creative response to the site's constraints and local characteristics. The proposals seek to establish an attractive new place based on a strong sense of character that integrates well with the existing scale, form and design of Seaton.

House types, materials, landscaping and boundary treatments will each be carefully designed to integrate the proposals with the local area and achieve a high quality of design. Connectivity with existing access points, footpaths, services and public open space will ensure residents and visitors are able to easily access nearby facilities. Key street scenes and on-site public open space will create character areas and a sense of place.



KEY DESIGN FEATURES

Key design features of the current proposed Masterplan include:

- A good mix of house types, including 2, 3, 4 and 5-bedroom homes, bungalows, affordable housing, and adaptable and accessible homes
- Two accesses off Seaton Road to ensure safe access (including emergency vehicle access)
- Vehicular and pedestrian connectivity to ensure safe and accessible routes to services and amenities
- Active frontage with homes orientated towards Seaton Road
- Retention of existing hedgerows as far as possible while accommodating accesses and visibility splays
- Centralised on-site Public Open Space and equipped area of play
- Character areas and high-quality design and materials to reflect the local character



NEXT STEPS

We welcome your comments on the proposed scheme by 20 April 2022. Forms are available to complete today, or you can email or post responses to us.

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

Story Homes
Story House
Lords Way
Kingmoor Business Park
Carlisle
CA6 4SL

Following this, we will review all responses made and where possible, incorporate these into the proposed development. Our indicative timescales are:

- Full Planning Application submitted to Allerdale Borough Council – Summer 2022
- Commencement of development – Spring 2023 (subject to planning)
- First Occupation of new homes – Autumn 2023 (subject to planning)

