

April 2025

Edgehill Park

*North-western parcels at Land adjacent to
High Road, Whitehaven*

Design Response Document





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Introduction

This Design Response Document has been produced in support of a S73 submission of re-design of the north-western parcel of land at Edgehill Park, Whitehaven.

The Site currently has a Reserved Matters approval for 335 dwellings pursuant to Outline Planning Approval 4/13/2235/001. Many of these are either constructed or under construction.

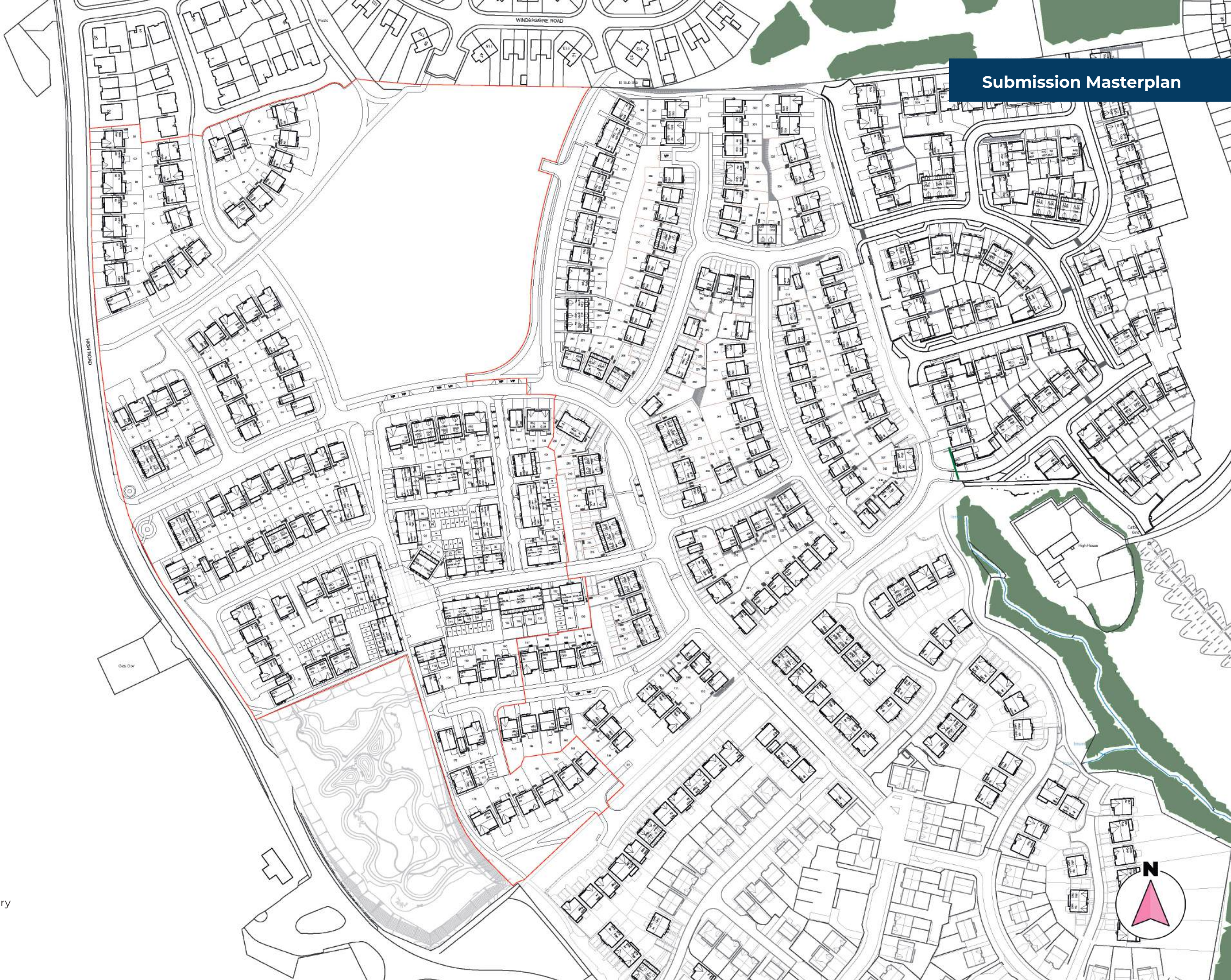
The re-design of the north-western parcel, (indicated by the red line boundary) is in response to a previously approved parcel of development being replaced with a proposed public open space, in the form of a landscaped mound. This parcel of land had previously accommodated 31 units within the approved masterplan.

The proposed re-design discussed within this document and the overall application shows how these dwellings can be replaced within the Site, whilst exploring the benefits of a new character area offering higher density living.

The Outline Approved Design and Access Statement has been referred back to throughout this design process to ensure that the agreed principles of development are met and where possible enhanced by this proposal.



Photo from within the overall Site towards the mountain view



KEY

Site boundary

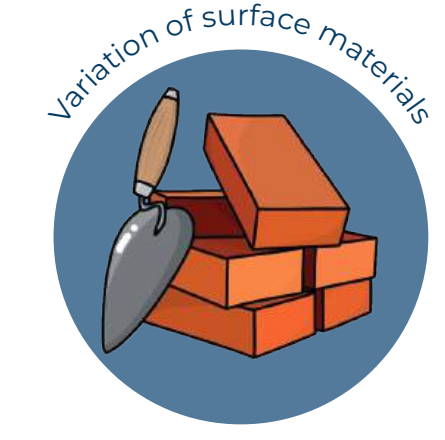
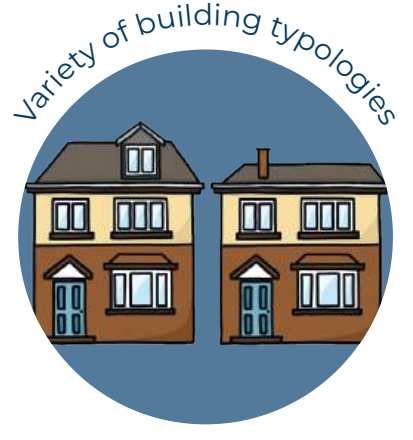
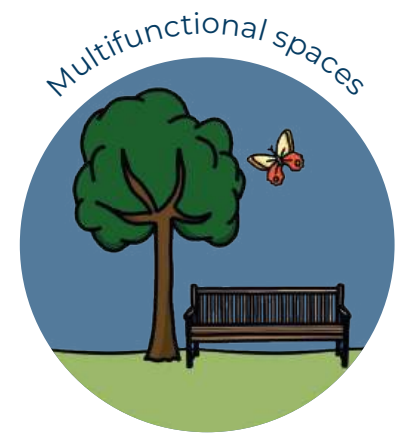


Our Vision

The vision for the re-design of this parcel of land aims to ensure that the overarching design principles set out within the Outline Approved Design and Access Statement continue to shine through, and where possible are elevated.

The vision advocates for high quality spaces which respond to context and character of Whitehaven, as well as the existing development.

The re-design looks to weave into the existing scheme seamlessly, whilst offering a unique opportunity to accommodate higher density living within this development, becoming an important part of the story for growth within this neighbourhood.





ANALYSIS

1



Previous Approvals

Overview

The Outline Approval focused on some key design principles which have been considered throughout the design process to ensure the overarching vision for the Site is met.

The Outline Masterplan aimed to establish two key nodes along the main street, which served as focal points. The Reserved Matters plan successfully delivered the southern square, while the northern counterpart is less prominent, missing an opportunity to celebrate the character of the main street.

Another core part of the vision was the creation of a safe route to school, designed to promote health through walking/ cycling. While the Reserved Matters plan includes this route, it reduced the community garden and is less direct than was originally intended.

Gateway designs were intended to create a sense of arrival through narrowed approaches framed by landmarks and 'gateway greens'. While the Reserved Matters plan follows this principle, it could benefit from more purposeful landscaping to strengthen its impact.

Other principles focus on how density and character are distributed throughout the Site to create a successful and legible place.

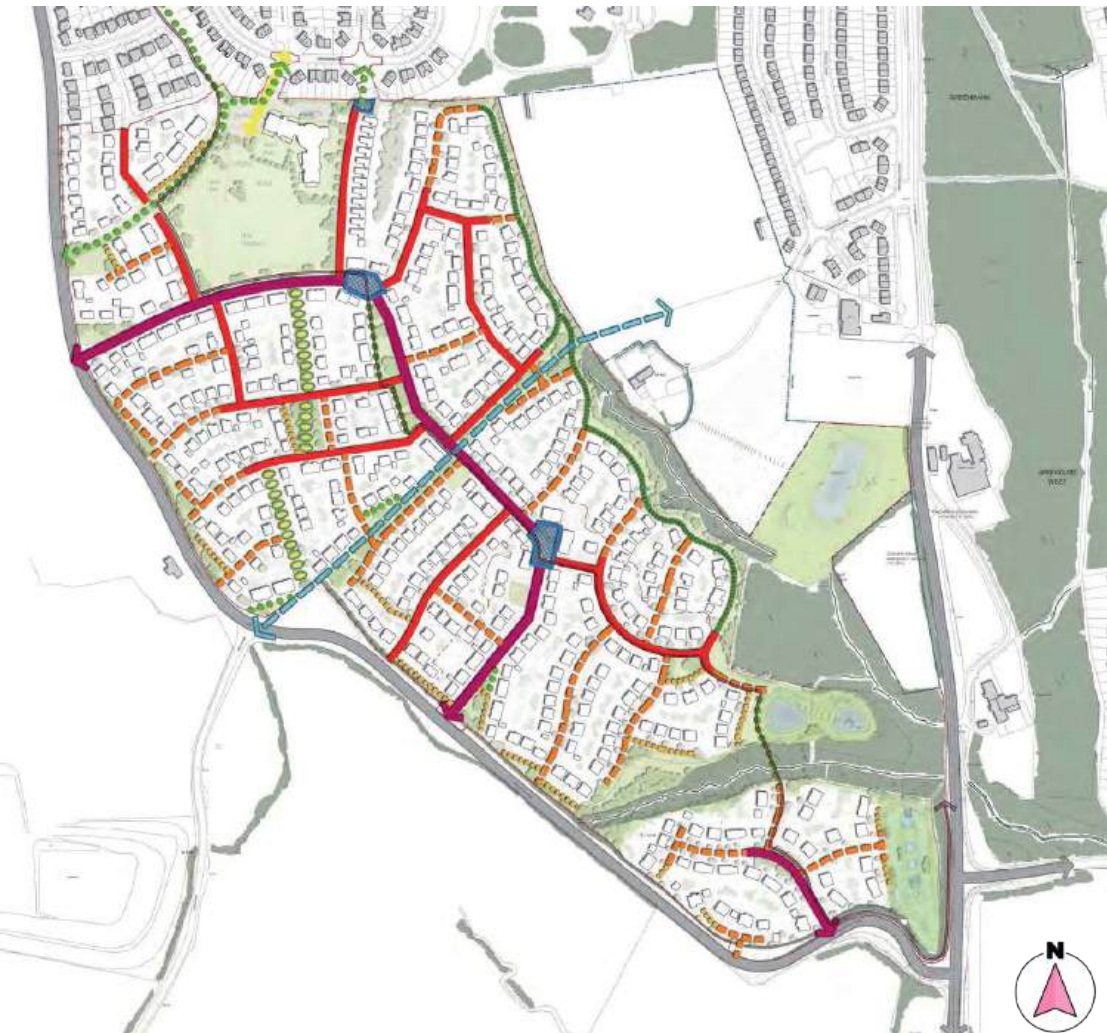


Outline approval



Reserved matters approval

Movement



Outline approved movement strategy



Analysis of reserved matters movement strategy

- | | | |
|--------------------------------|--|---|
| KEY | 'Safe route to school' | Pedestrian/cycle link |
| Primary street | Lane/private drive | Key footpath/cycle link |
| Secondary street | 'Leisure path' | Housing square (pedestrian priority shared surface) |
| Shared surface street/homezone | Realigned existing PROW (proposed 'Linear Park') | Vehicular access to school |

The hierarchy of movement helps to define spaces within, and establishes the legibility of the overall scheme. It has therefore been important to consider how the re-design should respond to the existing built out developments movement.

The primary route should continue to follow the same strategy as the approved drawings, as this forms the spine from which other movement is served. The character of this street should appear seamless when traveling through.

Other key movement routes are the Public Right of Way, as well the 'Safe Route to School'. The Reserved Matters layout shows that the PROW currently offers direct routes across the Site from east to west, however the route to school is more convoluted. The re-design therefore has the opportunity to celebrate this route and offer a more direct alignment towards the potential school.

Key Outline Principle; Main street key change

'Main Street' intentionally runs alongside both 'Rhodia Park', and through 2no key changes in direction marked by the Northern and Southern Square, whilst largely defining also the character and treatment of this core route itself.



Green Infrastructure

The green infrastructure within the outline highlights the principles of connected green spaces, which are well distributed throughout the scheme, offering a variety of outdoor space within easy walking distance. This is further supported by the landscape corridors crossing the Site, as well as the retention of a PRoW.

The reserved matters reflected these principles well, proposing pocket parks and community spaces throughout the scheme.

It will be important for the re-design to ensure these green space continue to be delivered within close proximity of the existing locations, and remain well connected for pedestrian movement.



Outline approved pocket greens strategy

Key Outline Principle; Safe Route to School

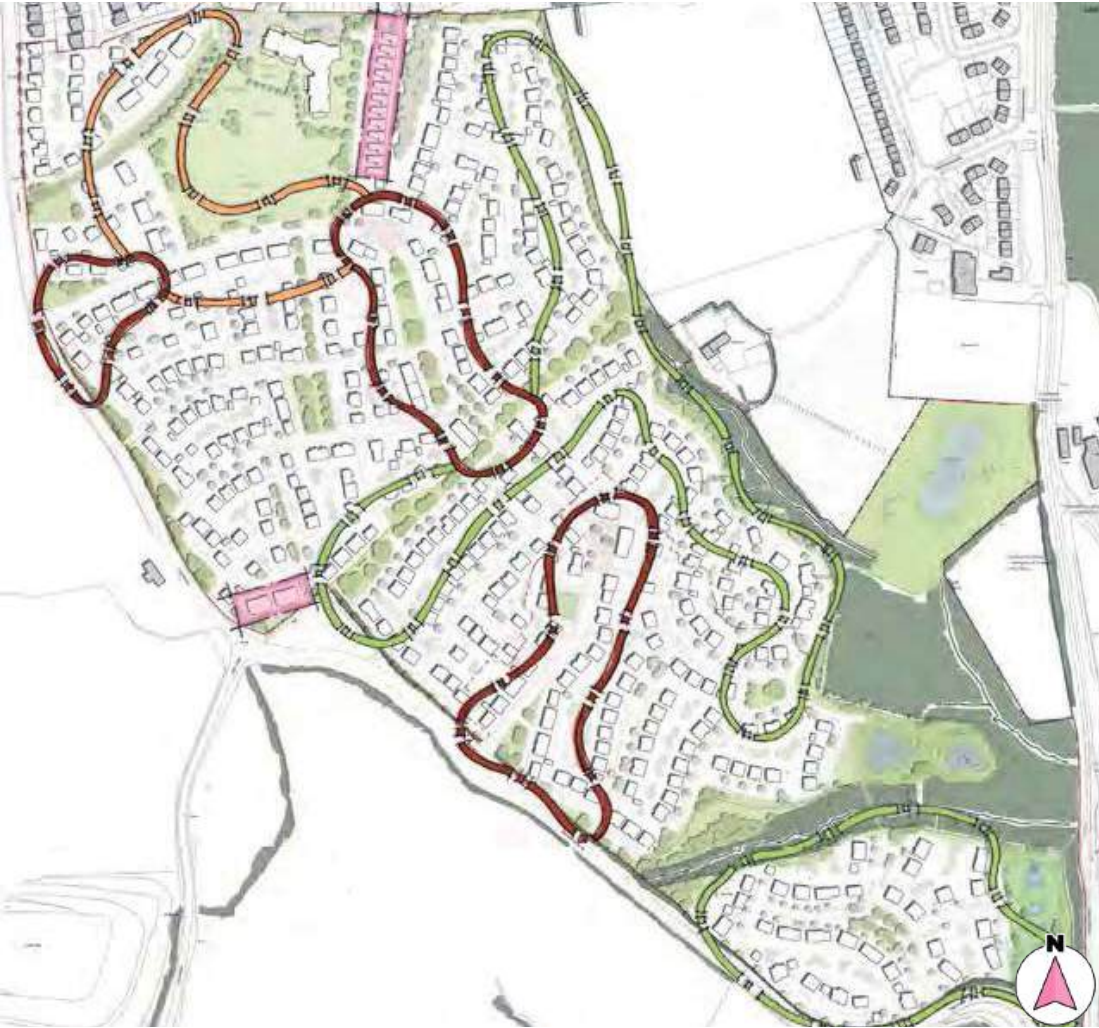
Links potentially higher density elements of the new neighbourhood to the proposed Rhodia Park and potential school site. The intention is to encourage residents to walk both within the development, whilst also proving a safe route to the potential school.



Analysis of reserved matters green infrastructure

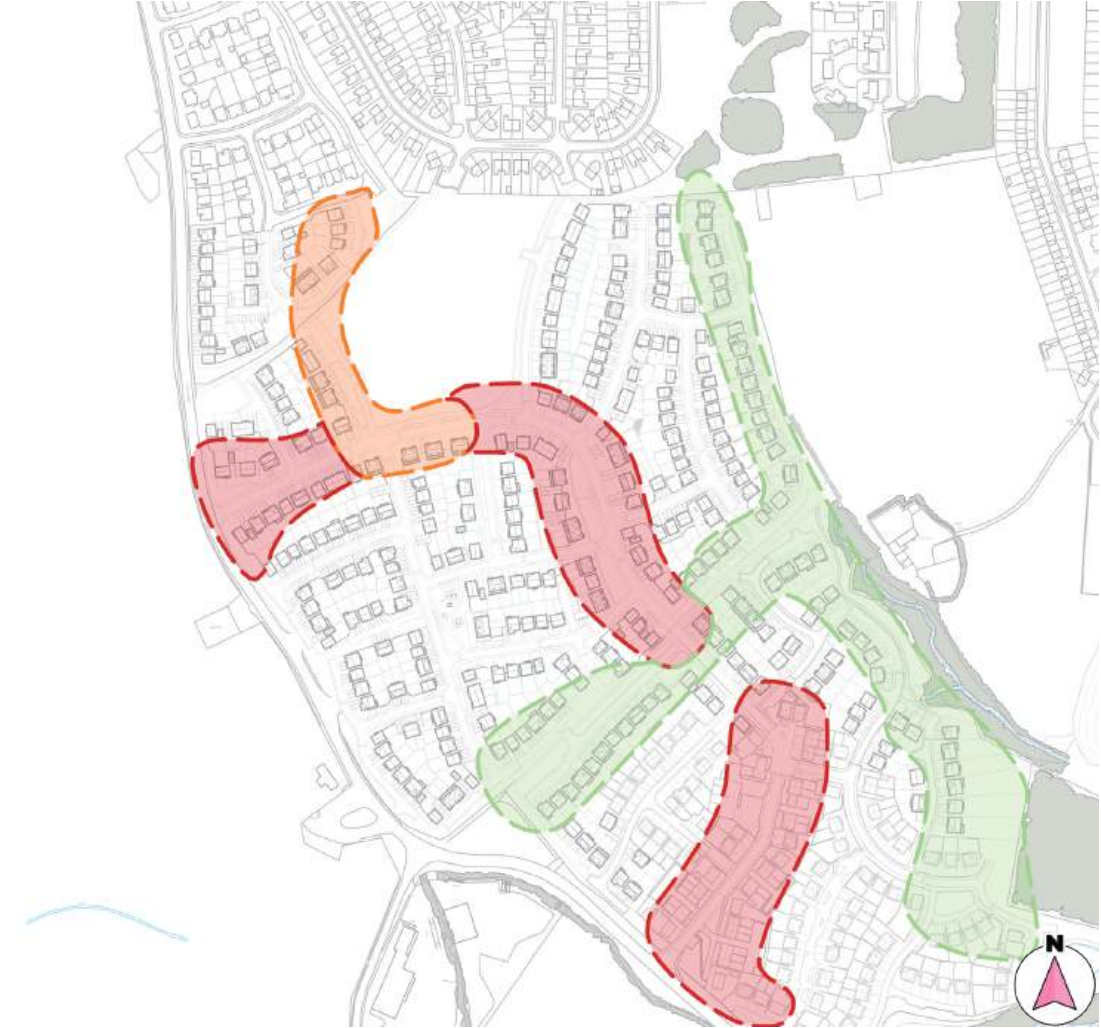
- KEY**
- Pocket Green
 - Public Right of Way
 - Green Corridor

Placemaking & Character



Outline approved character strategy

- KEY**
- Park Edge Area
 - Green Edge Area
 - Main Street Area



Analysis of reserved matters character strategy

- KEY**
- Park Edge Area
 - Green Edge Area
 - Main Street Area

The proposed character areas aimed to create distinctions within the development within key locations, such as facing onto parks, the primary street and more natural green edges.

The re-design will need to carry through the intended character areas, whilst ensuring that where changes are proposed that the character within these parts of the proposal are well considered in terms of legibility,placemaking and the context.

Key Outline Principle; Gateways and Key Frontages

'Primary Street' will junction with High Road via two distinct 'Gateway Greens' both formed around 'V' shaped spaces that narrow into the scheme and are consistently framed by significant buildings.

Built form is generally orientated to provide frontage and therefore interest and activity across 'Main Street' with units also facing onto High Road, the central Village Green, Rhodia Park, and smaller incidental open spaces and public realm.



Density

Density forms an important part of the placemaking of any place, and the Outline approval sought to use density to contribute positively towards the feel of areas within the scheme.

The Reserved Matters layout as well as immediate surrounding context has been studied in terms of the density delivered and is shown in the second image on this page. This study shows that the density within the scheme ranges from between 21-38dph.

A noticeable difference between the Outline and Reserved Matters is that the higher density areas suggested around the primary street have not been met, and demonstrate around 27dph averagely. There is a clear opportunity to introduce a higher density pocket within the application area.

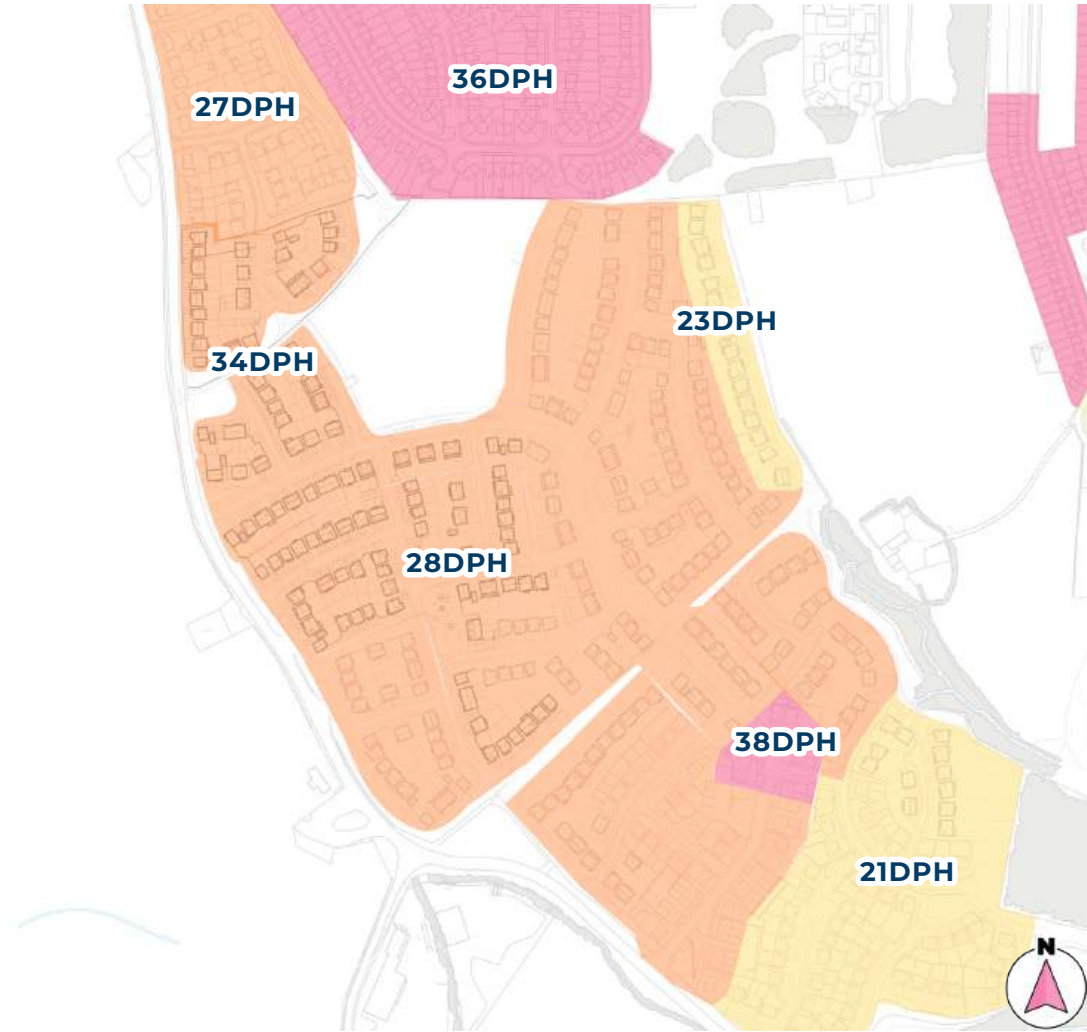
Key Outline Principle; Density

To the north and north west, higher density 'clusters' comprising a range of residential typologies from terraced, apartment or semi-detached (interspersed with detached homes) will create a thriving new neighbourhood to the south of existing residential communities.



Outline approved density strategy

KEY	
Higher density 35 dph and over	Lower density 15-25 dph
Medium density 25-35 dph	Lowest density 15 dph or less



Analysis of reserved matters density

KEY	
Higher density 35 dph and over	Lower density 15-25 dph
Medium density 25-35 dph	

High Density Precedents



Aerial view - Upton, Northampton -High Density Parcel



Aerial view - Barton Park, Oxford - High Density Parcel



Upton, Northampton - Continuous frontage and access to parking



Barton Park, Oxford - High Density Houses

Before progressing the design to include a higher density parcel, it was first crucial to understand how existing higher density developments have been designed and built successfully.

Various cases were studied and a few have been shown here as examples to show some ways in which higher densities can be achieved without the use of apartments. Below are the overall design principles observed for designing high quality higher density development.

- Create continuous frontage along primary and secondary streets, with limited direct access to ensure that landscaped verges and pedestrian routes are prioritised.
- Parking should be in an overlooked and well landscaped area, with breaks between runs incorporating landscaping.
- Flats above garages and dual aspect units can be used to create activation within parking areas.
- Smaller garden sizes should be concentrated around plots which have good proximity to high quality public open space.
- Parking numbers lower in shared locations to encourage sustainable modes of transport.



Framework Plan

Design principles

The Framework plan overleaf shows how the proposed re-design of the parcel is sympathetic to the principles set out by the Outline Approval and later Reserved Matters, whilst finding a suitable area to deliver the new 'Intro' range, ensuring this adheres to the placemaking principles set out by the earlier application.

The overarching design principles for the re-deign are summarised as follows;

- Retain the existing movement network where possible to ensure a seamless transition between the existing and proposed areas.
- Use the analysis to identify a suitable location for a higher density parcel and create a new character area proposal for the 'Intro' range area.
- Reintroduce a more direct green safe route to the potential school, connecting to the Public Right of Way in the south, as well as the green corridor to the north.
- Create a new transitional zone within the high density core, prioritising pedestrians and enhancing vistas with landmark buildings, while retaining the proposed pocket park.
- Redesign the gateway to reflect the southern square concept, activating the northern and southern approaches and offering more landscaping.
- Safeguard the area indicated for a potential future school.
- Extend the park edge character to the front of the mound

KEY

Back to back distances

Access to rear parking court under a 'Flat Over Garage' unit

Active frontage within rear parking court

Proposed 'safe route to school'



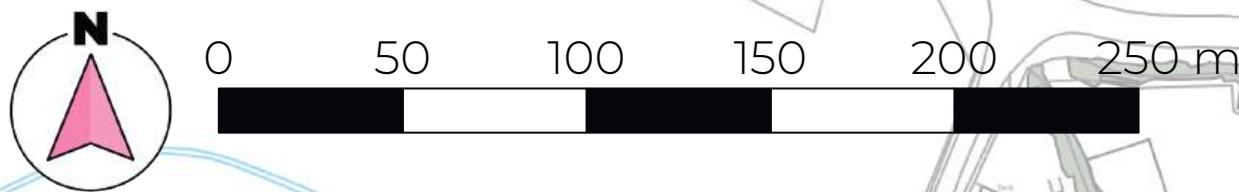
High density testing sketch

Higher Density Parcel

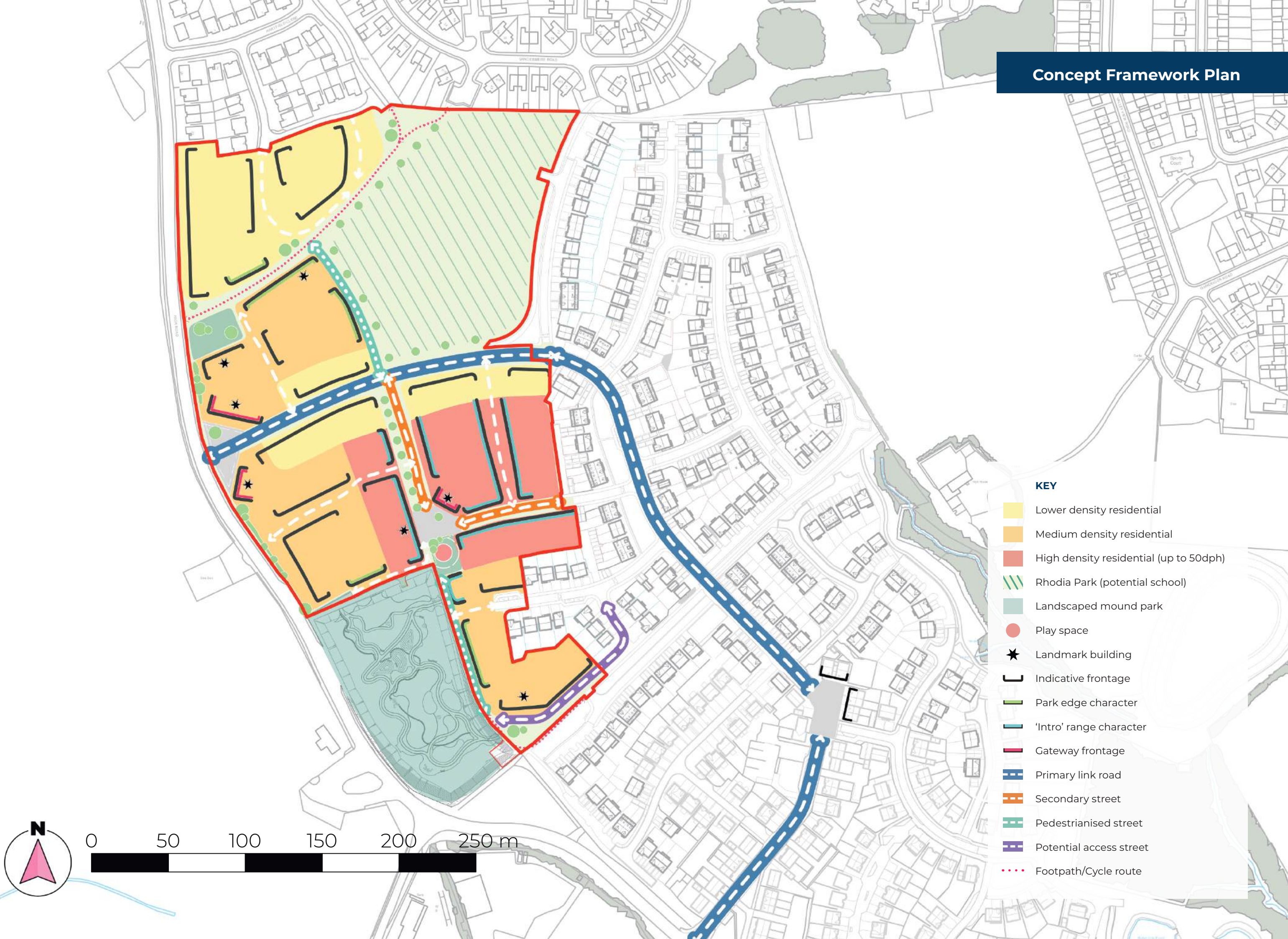
The introduction of a higher density parcel within the re-design presents an opportunity to strengthen the proposal using the parameters set out within the Outline Approval. The initial strategy proposed densities over 35dph south of the primary street within the application area.

A new location for this parcel was considered based on the desire to create a continual character along the full length of the primary street (with the exception of nodal 'key change' locations). Additionally, the analysis of existing high density precedents suggested that the higher density areas are best located nearby public open space, as this facility compensates for the typically smaller private amenity spaces

The diagram on this page shows a high level sketch of how the higher density parcel can successfully sit within this re-design. The continual frontages along the green link road have an added benefit of creating a safe route to school where minimal direct accesses dissect the pedestrian space and landscaped verge.



Concept Framework Plan



KEY

Lower density residential

Medium density residential

High density residential (up to 50dph)

Rhodia Park (potential school)

Landscaped mound park

Play space

Landmark building

Indicative frontage

Park edge character

'Intro' range character

Gateway frontage

Primary link road

Secondary street

Pedestrianised street

Potential access street

Footpath/Cycle route



PROPOSALS

2



The Proposals

Submission Plan

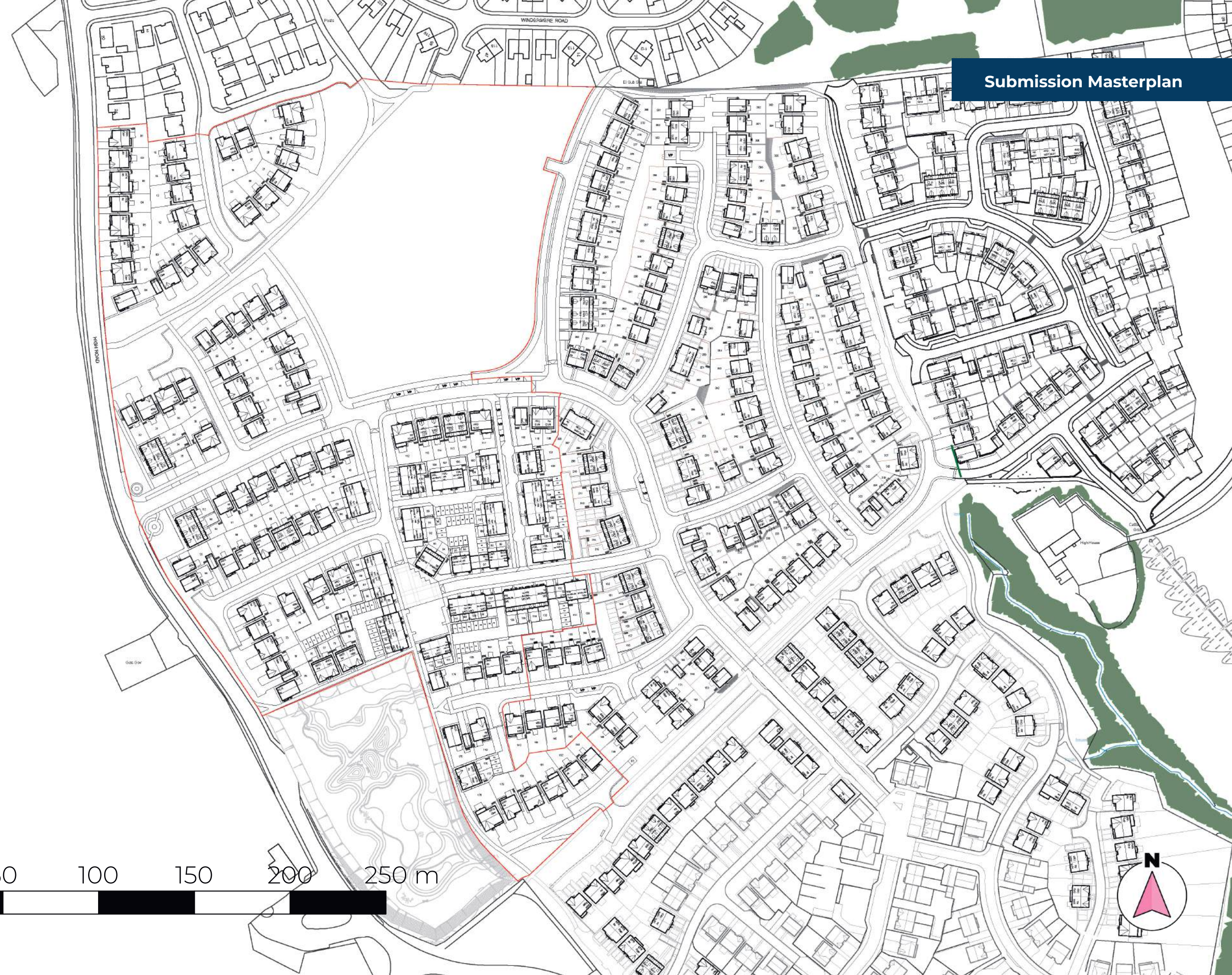
The Masterplan has been shaped through the evolution of the original Outline principles and refined through a collaborative re-design process. This has enabled the introduction of a higher-density parcel that enriches the overall mix of homes and tenures, while staying true to the project's commitment to exemplary placemaking.

As illustrated in the Masterplan overleaf, these design principles have been thoughtfully embedded within a well-resolved scheme, that prioritises spatial cohesion, enhances the character of the neighbourhood, and ensures seamless integration with the surrounding built form and public open spaces.

The Masterplan has interpreted the overarching design principles as presented in the initial concept framework plan. While some elements have evolved through the detailed design, the principles of the concept vision form the spine for the proposal, creating a design which reflects the ambitions set out in the Vision.



Visualisation of a part of the higher density area





Access & Movement

The movement strategy remains aligned with the previously approved design, retaining a similar block structure and open space network. A key enhancement is the introduction of a more direct, tree-lined 'safe route to school', providing a pleasant, walkable connection between the new mound landscape park, Rhodia Park, and the future school.

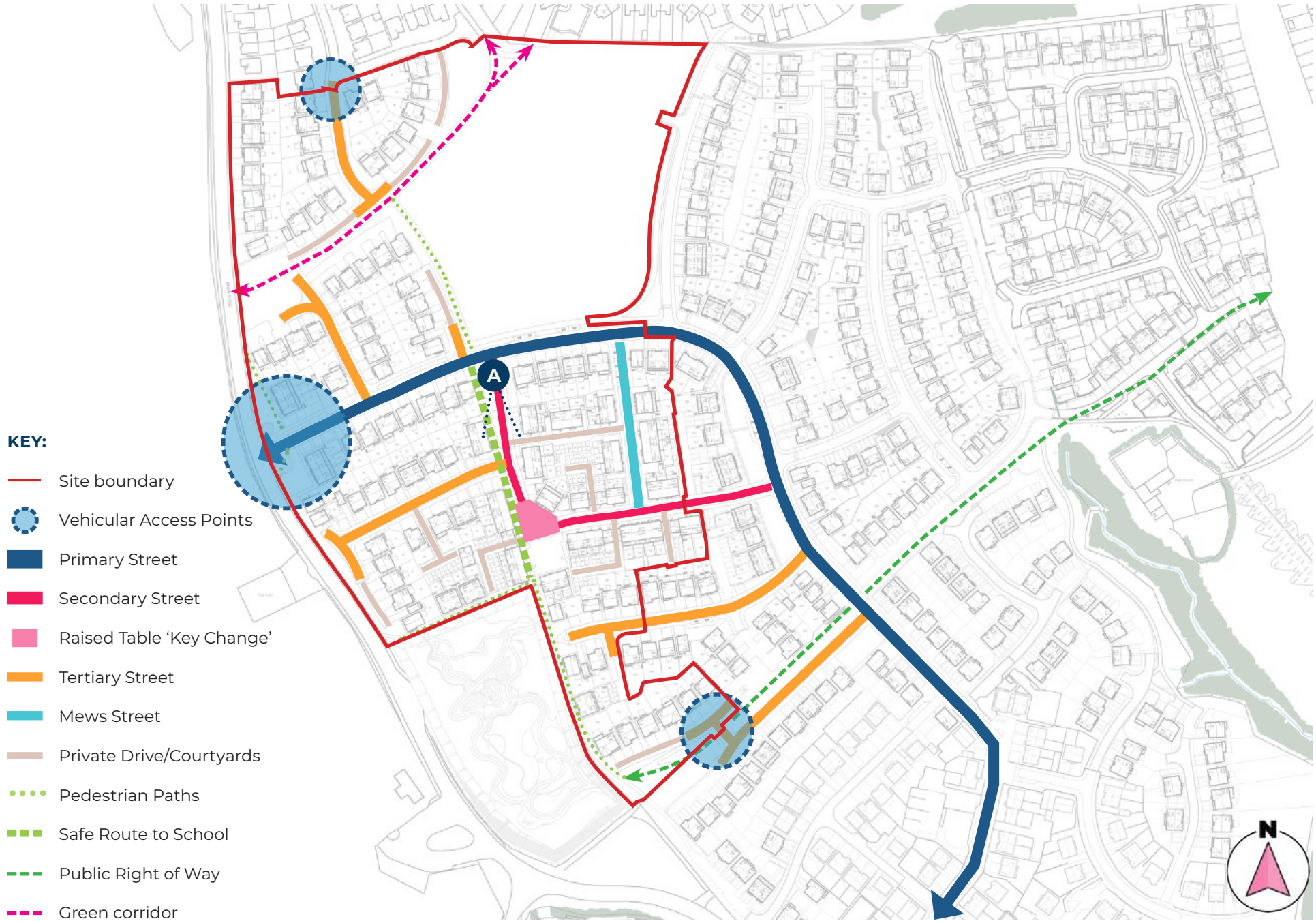
A higher-density parcel introduces a new mews-style street typology, pedestrian-friendly and defined by continuous frontages, establishing a distinct and intimate character.

Parking courts are discreetly located behind plots, primarily accessed via Flats Over Garages (FOGs), with active overlooking and integrated landscaping to ensure a high-quality environment.

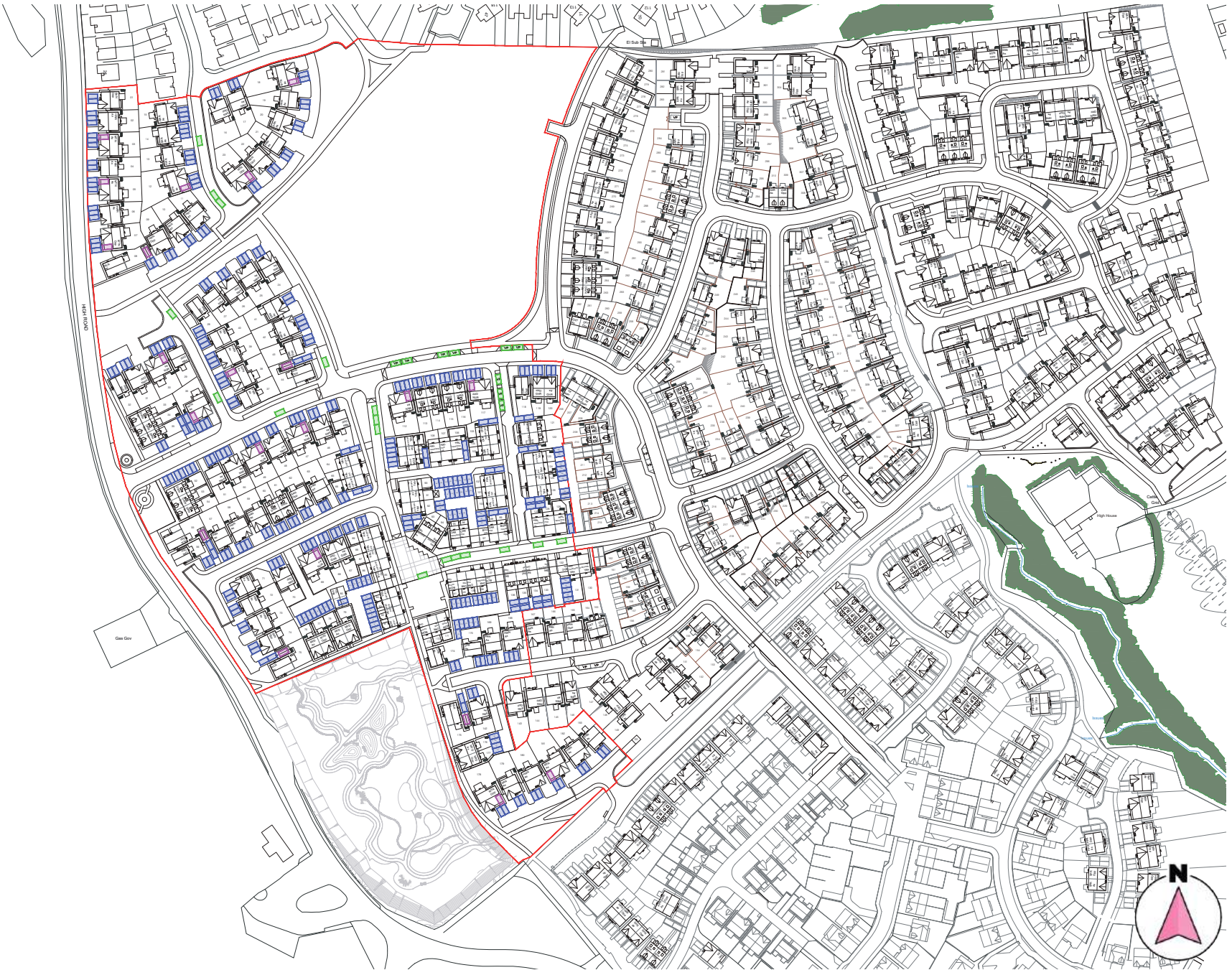
The site's primary gateway aligns with the main spine road and is shaped by a landscape-led, angular approach. Subtle shifts in geometry and building setback work together to lead the eye into the heart of the scheme, creating a framed and landscape driven arrival space.



A -Street view from 3D model



Parking & Refuse



The proposed site layout is designed to ensure cars and refuse facilities do not dominate the street scene and are carefully accommodated within plots and within the public realm. The layout has been tracked for all appropriate vehicles including refuse, fire and the private car to ensure the streets incorporate space for vehicles to move through the development.

The 'Intro' range parcel will use a bespoke bin storage solution, whereby beneath some of the 'Flat Over Garage' units will be a communal bin store. This will ensure that the parking courts are kept clear and tidy.

A variety of parking arrangements are proposed to create variety in the street scene. The higher density allocated parking areas are accommodated within high quality parking courts. This is supported by the strong rear parking practices found within Whitehaven, thus making this design element highly contextual for the area.

EV charging points will be provided for all dwellings, including within the parking court areas. The proposals also include visitor car parking spaces across the development.



Green Infrastructure

The Masterplan delivers a high-quality public realm underpinned by a landscape-led approach, using robust, context-appropriate planting and durable materials to ensure longevity and low maintenance over time. Carefully selected species and thoughtful detailing contribute to a resilient and characterful environment that matures gracefully and supports year-round use.

The landscape strategy is anchored by three key assets: the Gateway Green, Pocket Park, and the Safe route to school.

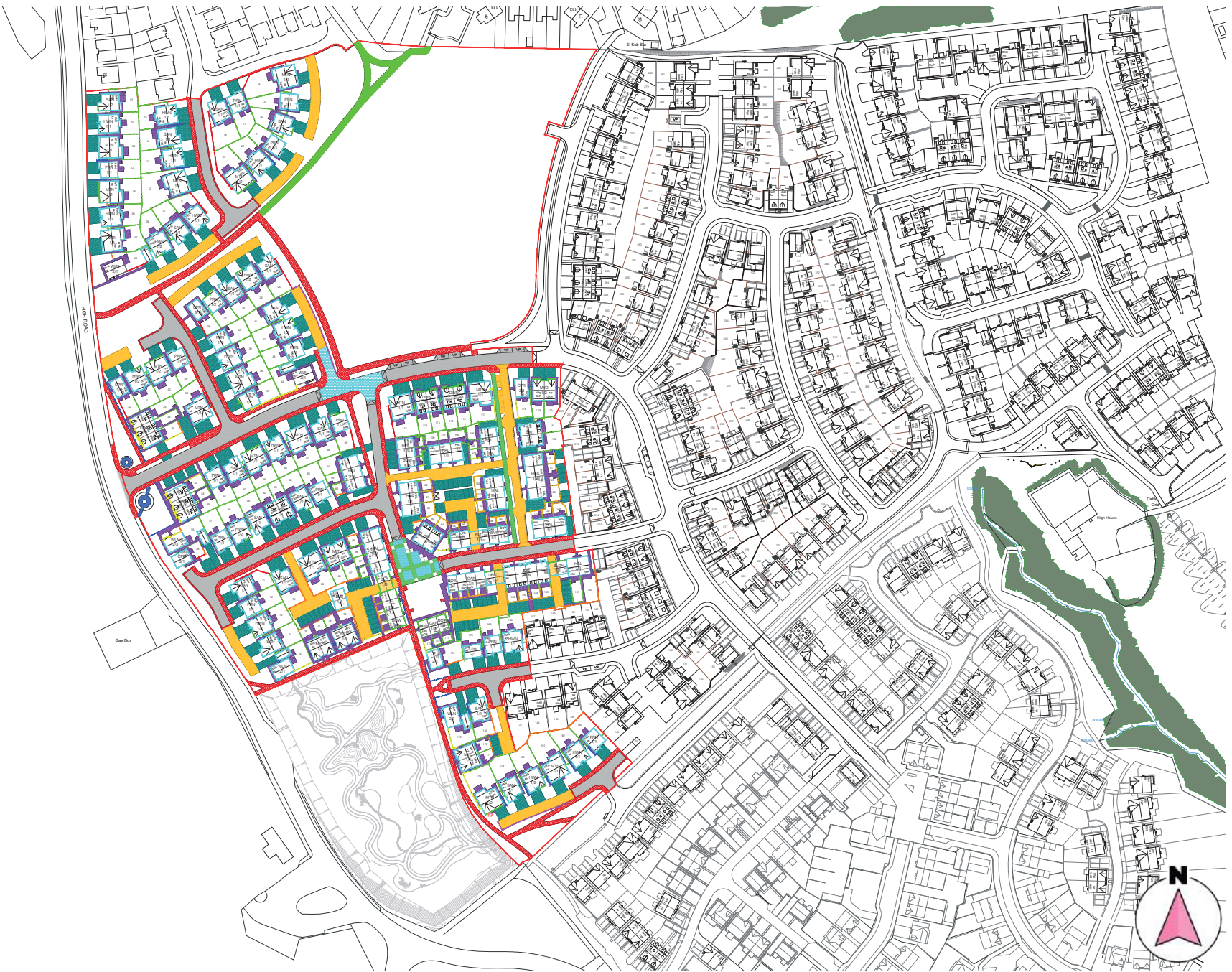
The Gateway Green provides a strong sense of arrival through layered planting and framed views. The Pocket Park offers a smaller, community-focused space for rest and informal play, softened by trees and fronted by focal buildings. The safe route to school is proposed to be planted with trees in a generous verge, which links Rhodia Park/Potential school site with the Mound Park. The route is direct, and has minimal crossings for driveway access, which creates a safer walking and cycling environment.

The use of street trees and planting for creating high quality public realm is used throughout, as shown in the example 3D below.



B - Street view from 3D model

Materials & Boundary Treatments



External finishes and boundary treatments

The Materials and Boundary Treatments Plan illustrates how the scheme responds to the defined character areas and overall placemaking strategy through a carefully considered and varied materials palette that complements the existing development.

Indicative visuals within the Architectural Strategy provide examples of how these materials will be applied, with 3D renders offering a sense of the proposed architectural quality and character.

Within the 'Intro' range parcel, it is proposed that where the private amenity space is of the smaller type, that the enclosing boundary is a 1200mm open boarded fence, with sections of full height fence for privacy screening. This ensures that the parking court remains well observed and offers opportunities for social interactions.

KEY

- | | |
|--|--|
| Brick elevation | 1800mm Existing boundary |
| Render elevation | 1800mm Timber side gate |
| Stone elevation | 1200mm Timber side gate |
| 1800mm Open boarded fence | 1200mm Open boarded fence |
| 1800mm Close boarded fence | Private drives - Herringbone keyblok |
| 1800mm Brick wall | Shared drives - Herringbone keyblok |
| 450mm Timber trip railing | Plot paving - buff paving slabs |
| 1200mm Plain top railing | Adoptable road - black tarmac |
| 1800mm Brick pillar wall w/ timber infill panels | Adoptable pavement - tarmac |
| | Adoptable block paving - tequila (bracken) |



Placemaking & Character

The Masterplan is shaped by strong urban design and placemaking principles, with a clear street hierarchy, defined access points, and a highly walkable network of routes and open spaces. A landscape-led approach integrates green infrastructure throughout, while active frontages animate key areas, especially in higher-density spaces and where buildings meet open space. Character areas build on the approved Outline and Reserved Matters proposals, enhanced by a new 'Intro' range parcel that introduces variety and avoids repetition. A transitional 'key change' space within this area prioritises pedestrians through surface changes, a pocket park, structured planting, and focal buildings.

Character areas are grounded in Whitehaven's existing context, reflecting the familiar charm of terraced housing and tight-knit streets that promote a sense of belonging to the Place. The layout encourages community interaction and walkability, while carefully positioned landmark buildings serve as visual markers, framing views and terminating vistas to enhance legibility and identity across the neighbourhood.

- KEY:
- Site boundary

■ 'A range' Development Parcels

■ 'Intro range' Development Parcels

— Frontages

● Vehicular Gateway

● Pedestrian Gateways

● Transition Nodes

■ Pocket Park / Landscape Feature

✱ Landmark Buildings

▬ Primary Street

▬ Secondary Street

— Shared Surface / Courtyard

→ Safe Route to School

→ Public Rights of Way/ Green Corridors



Placemaking Strategy

Higher Density Area



'Intro' range area extract

The new higher-density area introduces a fresh approach to placemaking, where a new housetype range called the 'Intro range' is introduced. This Intro range integrates modern living with smaller private amenity spaces and close proximity to meaningful green space. It enhances activation along the secondary street loop, whilst supporting a direct and safe route towards the potential school.

The 'safe route to school' is supported through the introduction of higher density principles. Firstly, because there are fewer accesses across the footpath, as multiple units are accessed via one point towards a shared parking court. As the parking is situated to the rear, this frees up space within the street for a generous planted verge, further enhancing the interest along this route, as well as creating a buffer between the footpath and carriageway.

A new mews-style street typology sits at the heart of this character area, combining overlooked public spaces with a more intimate, private feel. Distinct materials and varied elevations further enrich its identity and sense of place.



C-Visualisation of landmark building facing onto transitional space



Housing Mix

The proposals deliver a new residential-led neighbourhood offering a broad range of dwelling types and sizes to support a diverse and inclusive community, in line with Story Homes development objectives and Local Plan policy. Along with the existing A Range which Story Homes develop to a high standard, the proposal also includes a new 'Intro range'.

The new 'Intro' range introduces a distinctive typology tailored for young buyers and single-family households seeking high-quality homes that offer ease of living and minimal upkeep, without compromising on style or comfort. This range is thoughtfully designed to meet the demands of modern lifestyles while fostering a strong sense of community.

One of the key advantages of the Intro homes lies in their compact, low-maintenance gardens. These smaller outdoor spaces are perfect for busy professionals or young families who want the benefits of private outdoor living without the ongoing commitment of extensive landscaping. The homes are strategically located close to generous areas of shared open space, ideal for recreation, relaxation, and social connection.

Quality remains at the core of the Intro range. Each home is built to a high standard, with attention to detail in both construction and finishes. The result is a living environment that not only looks great but also performs exceptionally well over time, delivering value and durability.

REF.	HOUSETYPE	HOUSE TYPE AND BEDROOM	PARKING	SQ. FT.	RSL NO.	DMV NO.	OM NO.	TOT. SQ. FT
1 BEDROOM RANGE								
BLC	Blencathra	1 Bed FOG	Garage/Remote Parking	657			5	3285
2 BEDROOM RANGE								
CAR	Carrock	2 Bed Semi/Terrace	Remote Parking	759			9	6831
HEL	Helm	2 Bed Semi/Terrace	Remote Parking	759			5	3795
BOW	Bowscale	2 Bed Semi/Terrace	Remote Parking	759			7	5313
3 BEDROOM RANGE								
HAL	Hallin	3 Bed Semi/Terrace	Remote Parking	995			25	24875
CPR	Cooper	3 Bed Detached	Front Parking	1039			6	6234
MYD	Mayford	3 Bed Semi	Front Parking	1079			10	10790
4 BEDROOM RANGE								
PRN	Pearson	4 Bed Detached	Front Parking	1147			16	18352
SKI	Skiddaw	4 Bed Semi/Terrace	Remote Parking	1324			8	10592
WLN	Wilson	4 Bed Detached	Detached Single Garage	1411			5	7055
DWN	Dawson	4 Bed Semi/Terrace	Front Parking	1413			12	16956
SAN	Sanderson	4 Bed Detached	Integ Single Garage	1433			17	24361
HWN	Hewson	4 Bed Detached	Integ Single Garage	1556			17	26452
5 BEDROOM RANGE								
MTN	Masterton	5 Bed Detached	Integ Large Garage	1787			16	28592
TOTAL AFFORDABLE AND OPEN MARKET UNITS					0		158	
TOTAL UNITS AND SQ. FT.					158			193483

Accommodation schedule



General arrangement plan with street scene locations

Architectural Strategy

A Range



Intro Range



Intro Range

The the new 'Intro' range is housed within the higher density section of the Site. This area will reflect a more modern style of living, embracing cooler tones and crisp and tidy finishes, particularly around the pocket park where a full render is proposed to units facing onto it. Landscaping elements will soften this character area, and help to blend this new range neatly into the overall scheme. Whilst this area will utilise a modern palette, the architectural cues can be found within the core of Whitehaven itself, taking inspiration from the longer terraces and more intimate streets found within the historic sections of Whitehaven.

Gateway Design

The use of buff stone will be reserved for gateway features to create a striking impact as you approach the Site. This material being used in landmark locations will contribute towards good legibility as you travel through the Site.

A Range

The majority of the Site proposes using homes from the 'A' Range, which offer high quality traditional style dwellings. The materials palette for these will be harmonious with the surrounding context, ensuring in areas where the proposal shares character areas and spaces, particularly along the spine road, and fronting onto open spaces, the new homes will sit comfortably along side their neighbours, adding value to the overall sense of place.

The proposed materials are covered in more detail in the 'External Finishes and Boundary Treatments' drawing (20094.90.9.EFBT). The following pages show some examples of plans and elevations for some of the new house types within the Intro range, as well as some street scenes to show how the scale and massing work within the context of the street.

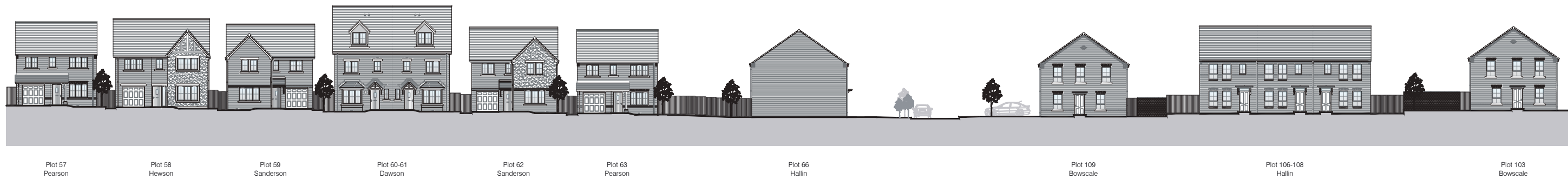


Architectural Strategy

Street Scenes



Street scene A-A



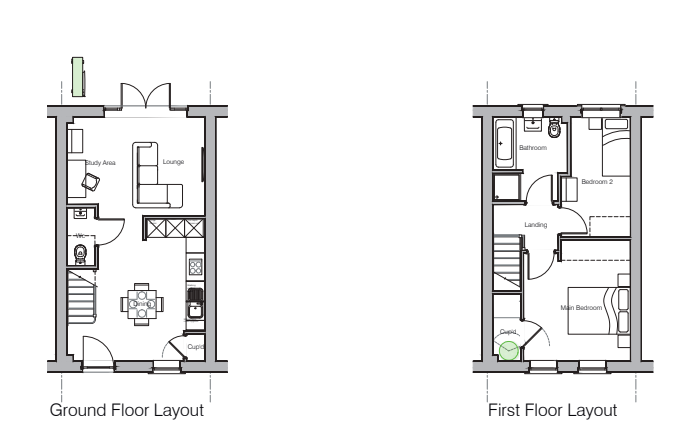
Street scene B-B



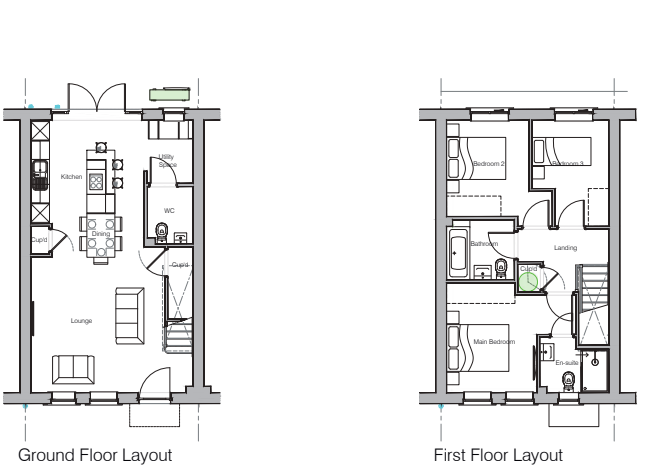
Street scene C-C

Architectural Strategy

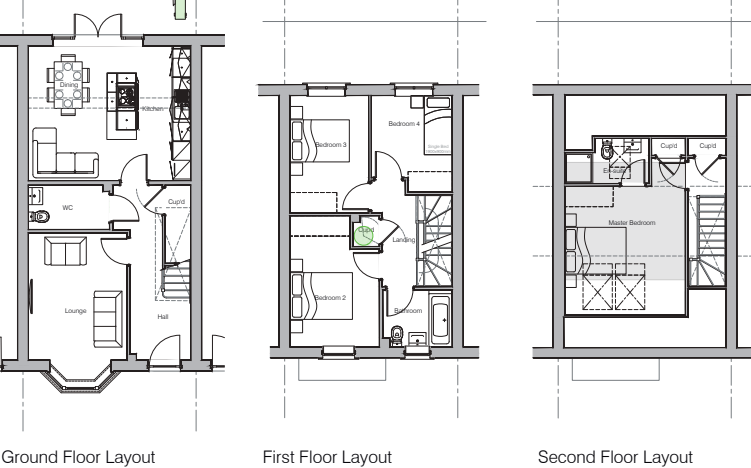
Carrock



Hallin



Skiddaw





CONCLUSION

3



Conclusion

This proposal represents a thoughtful evolution of the previously approved Outline and Reserved Matters principles, refined through detailed design and assessment to meet the demands of contemporary living.

The masterplan delivers a high-quality, deliverable scheme that integrates seamlessly within its wider context while introducing new opportunities for high-density, sustainable living.

Through strategic place-making, enhanced open spaces, and improved legibility, such as the redefined safe route to school and the new transitional zone, this design not only respects its foundations but elevates them. It sets out a clear, future-facing vision that responds to changing needs and creates a lasting, vibrant community for generations to come.

Multifunctional spaces



Landmarks



Movement



Hard and Soft Public Realm



Variety of building typologies



Focal Spaces



Key Character Areas



Variation of surface materials



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