



Edgehill Park Phase 3, Whitehaven

Supporting Planning and Design Statement

Non Material Amendment application to vary Elevation Treatments as
approved against planning application 4/20/2474/OR1

September 2021

1. Executive Summary

- 1.1 Story Homes propose a variation to elevation details previously approved under application reference 4/20/2474/OR1.
- 1.2 Specifically, amendments are sought that would reduce the number of fully rendered plots across Phase 3 of Edgehill Park due to issues experienced with the application of render on earlier phases of the Edgehill Park development.
- 1.3 It is therefore proposed that a number of full rendered plots are replaced with a combination of either stone and render or brick and render.
- 1.4 This Planning and Design Statement provides the rationale for the proposed amendments and evidence in support of these amendments, including how they are compliant with the relevant adopted policy and guidance.

2. Introduction

- 2.1 The most current planning approval for Phase 3 of Edgehill Park is the Reserved Matters approval (reference 4/20/2474/OR1), which was granted on 27th April 2021. Phase 3 also benefits from an Outline approval (reference 4/13/2235/001) granted 13th March 2014, as part of the 'Hybrid' planning approval for the wider Site (covering Wilson Howe and Phases 1, 2, and 3).
- 2.2 This Planning and Design Statement has been prepared to amend plans previously approved under 4/20/2474/OR1.
- 2.3 Specifically, this Non Material Amendment application seeks to vary elevations treatments as approved under planning permission reference 4/20/2474/OR1.
- 2.4 The full description of the proposed amendments is as follows:

Non Material amendment Application to vary elevation treatments plan approved under Condition 2 of 4/20/2474/OR1.

- 2.5 This NMA application is supported by the following documents and plans.
 - Application Form
 - £234 application fee (paid via BACS transfer)
 - Planning and Design statement (August 2021)
 - Location Plan (drawing number 54D-STO 1001 Rev A)
 - Previously Approved Elevation Treatments (drawing number 54D-STO-102 Rev D)
 - Proposed Elevation Treatments (drawing number 54D-STO-102 Rev H)

3. Site Location

- 3.1 The application Site is Phase 3 of the Edgehill Park development. The Site is located on the southern periphery of Whitehaven, to the south of the Woodhouse residential area and to the north of Phase 2 of the Edgehill Park development.

4. Detailed Proposals

Elevation Treatments

- 4.1 It is proposed that the elevations of specific plots are amended to either brick and render with quoins, brick and stone with quoins or full brick. To mitigate the reduction in plots that are full or partially rendered, an increase in the use of stone and quoins is proposed.
- 4.2 A table is provided in Appendix 1 with specific details of the proposed changes to elevations on a plot-by-plot basis.
- 4.3 In summary, under the current approval, there are 20 no. plots that are fully rendered, and 91 no. plots that are partially rendered (6% and 27% respectively across the whole of Phase 3). It is proposed that this is amended to 2 no. fully rendered plots and 82 no. partially rendered plots (1% and 24% respectively across the whole of Phase 3).
- 4.4 Under the current approval there are 33 no. plots that have stone and 33 no. plots that have quoins (9.8% and 9.8% respectively across the whole of Phase 3). To mitigate the proposed reduction in render, an increase in the number of plots with stone elevations is proposed (37 no. plots), bringing this to 11% across Phase 3.

Rationale for the proposed amendments

- 4.5 The Edgehill Park development is in an area of high exposure to the elements. This has caused issues with the application of render on all previous phases of the development and Story Homes is seeking to address this issue to ensure that it does not continue to be an issue for Phase 3.
- 4.6 We have engaged with all relevant departments of the business who are involved in the delivery of this development to fully understand the issues surrounding the application of render on the new homes on this development.
- 4.7 Our Sales Department have advised that plots with rendered elevations have proved to be more challenging to sell and are often only considered by purchasers when there are no other units with alternative materials or elevation options available.
- 4.8 In some instances, potential purchasers have communicated that they would rather walk away than purchase a rendered plot. It is understood that this is in part driven by the perception that rendered plots require greater maintenance after several years, compared to brick built plots.⁷
- 4.9 Our Production Department have also advised that render can only be applied in certain temperatures which can affect production times. This is because during overly dry periods of weather the render will dry before it can be applied in full, and during wetter weather, the render can be washed off the elevations before it is fully applied and dry.
- 4.10 It has also been observed that discoloration can occur to the render due to algae present in the air.

- 4.11 Our Aftercare Department have received much higher than usual number of complaints from purchasers on Wilson Howe and phases 1 and 2 of Edgehill Park. Most of these complaints relate to render that has cracked and broken. Examples of this are shown in Appendix 2.

Compliance with relevant adopted policy and guidance

- 4.12 A combination of both brick and render with quoins, brick and stone with quoins or full brick elevations are proposed to replace the previously approved fully rendered or part rendered plots.
- 4.13 The approach to the specification of a lesser number of render elevations across Edgehill Park Phase 3 has been carefully undertaken, principally in the context of those key objectives conveyed across six defined character areas proposed as an important part of the approved March 2021 Reserved Matters planning application (reference 4/20/2474/0R1) (see submitted drawing 54D-STO-109). As such and to balance any reduction in render elevations; an increase in the use of quoins to both ‘contain’ some retained rendered elevations or within brick elevations alongside a slight increase in the specification of stone elevations (some also with quoins) will each help mitigate any perceived impacts associated with then proposed reduction in the overall proportion of rendered elevations across Phase 3.
- 4.14 Elements of retained render will still enhance the streetscene, but with plots that accommodate the treatment even more carefully selected. Indeed, variety and interest will be achieved by ensuring key corner turning rendered units in important positions across the streetscene (or at points coincident with taller house types that maximise their street scene impact) are retained. This will ensure a variety of alternative elevation treatments are still used to key plots such that ‘landmark’ elevations are still present, and that the quality of the overall proposed street scene is not diminished.
- 4.15 As an example of this approach the ‘Main Street Green and Gateway’ character area is intended to be a *‘highly legible core at [the] heart of development phase reminiscent of village form’* where a *‘significant proportion of 2.5 and 3.0 storey homes [should be] almost uniformly finished in stone or render’*. As such, the main 2no street facing elevations associated with units at plots 216 and 256 will remain render (with rear and side elevations amended to brick), whilst plots at 217 and 218 and 234 and 235 (previously render) will each now proposed to be finished in stone. This will have a positive impact across this important element of Phase 3.
- 4.16 Furthermore, and across the ‘Green Edge’ character area, key objectives cited that units might *‘almost uniformly be finished in muted brick tones or stone’* to assist in the wider development’s assimilation in distant views. As such, rendered finishes to plots 330 and 332 have been omitted whilst stone facades have been fully retained.
- 4.17 Paragraph 135 of the National Planning Policy Framework (NPPF) (July 2021) states that:
- “Local planning authorities should seek to ensure that the quality of approved development is not materially diminished between permission and completion, as a result of changes being made to the permitted scheme (for example through changes to approved details such as the materials used)”*
- 4.18 With this fully in mind, Story Homes believe that the proposed amendments will accord with the overall design principles of the approved development in terms of the Illustrative Planning

Application Masterplan (drawing number 070-STO-501-C) and the South Whitehaven Plan Supplementary Planning Document March 2013 (SWSPD).

- 4.19 The overall effect is that Story Homes will still deliver a high-quality development in accordance with Copeland Local Plan 2013-2028 Policy DM10 (Achieving Quality of Place) which states that Copeland Borough Council will expect a high standard of design and the fostering of 'quality places'. Proposals will also fully accord with the NPPF which states at paragraph 126 that all development proposals should:

"...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,"

5. Conclusion

- 5.1 The rationale for the proposed amendments is fully justified and the proposals will still accord with the overall design principles of the approved development and be compliant with the relevant Local Plan policy.
- 5.2 Furthermore, as a well-respected Cumbria based residential developer, Story Homes pride themselves on delivering developments which stand the test of time. We therefore believe that by approving the proposed amendments, we can fully deliver on this.

Appendix 1: Details of proposed changes to elevations by plot

Plot	House type	Approved	Proposed
12	Cooper	Render	Brick/Render
15	Alexander	Brick/Render	Brick
16	Alexander	Brick/Render	Brick
24	Cooper	Render	Brick/Render
31	Carter	Brick/Render	Brick
32	Larson	Brick/Render	Brick
34	Cooper	Render	Brick/Render
41	Spencer	Brick/Render	Brick
42	Spencer	Brick/Render	Brick
59	Cooper	Render	Brick/Render
62	Masterton	Brick/Render	Brick
83	Cooper	Render	Brick/Render
86	Masterton	Brick/Render	Brick
87	Cooper	Render	Brick/Render
109	Carter	Brick/Render	Brick
115	Cooper	Render	Brick/Render
119	Masterton	Brick/Render	Brick
120	Cooper	Render	Brick/Render
124	Cooper	Render	Brick/Render
127	Spencer	Brick/Render	Brick
128	Spencer	Brick/Render	Brick
142	Cooper	Render	Brick/Render
149	Cooper	Render	Brick/Render
159	Oxley	Brick/Render	Brick
160	Oxley	Brick/Render	Brick
181	Cooper	Render	Brick/Render
184	Carter	Brick/Render	Brick
216	Cooper	Render	Brick/Render
217	Spencer	Brick/Render	Brick/Stone
218	Spencer	Brick/Render	Brick/Stone
225	Hewson	Brick/Render	Brick
233	Sanderson	Brick	Brick/Render
234	Spencer	Brick/Render	Brick/Stone
235	Spencer	Brick/Render	Brick/Stone
246	Larson	Brick/Render	Brick
256	Cooper	Render	Brick/Render
294	Cooper	Render	Brick/Render
297	Spencer	Brick/Render	Brick
298	Spencer	Brick/Render	Brick
302	Cooper	Render	Brick/Render

311	Cooper	Render	Brick
323	Cooper	Render	Brick/Render
324	Harper	Brick/Render	Brick
325	Harper	Brick/Render	Brick
330	Hewson	Brick/Render	Brick
332	Hewson	Brick/Render	Brick

Appendix 2: Examples of render issues on earlier Phases.





