Appendix 5

Land South of Blackpool Road, Poulton-le-Fylde Visioning Document
EXECUTIVE SUMMARY & CONTENTS

This Vision Document has been prepared by Barton Willmore on behalf of Story Homes (our Client) to promote land off Blackpool Road, Poulton-le-Fylde as a housing allocation within the emerging Wyre Local Plan.

The Site is located to the north-west of Poulton-le-Flyde, and south of predominantly residential area known as Carleton. Poulton-le-Fylde is one of the larger and more sustainable settlements located within Wyre Borough and has a strong retail and employment offer together with excellent connectivity and a good range of public open space and community facilities. It has a strong housing market with a considerable need to provide more open market and affordable housing for local people.

Wyre Borough Council are currently preparing their new Local Plan which will set out planning policies and preferred sites to guide future development in the Borough. The Council acknowledge that Greenfield locations will be required to meet future development needs including those areas which are currently designated as Green Belt. A proportion of the Site has been provisionally allocated as part of a wider allocation to deliver 154 homes, demonstrating the Site’s suitability for residential development.

This Vision Document demonstrates how the Site can contribute towards a sustainable extension to Poulton-le-Flyde, boosting and securing housing delivery in response to local and wider needs. It demonstrates how the Site occupies a sustainable and accessible location, with the potential to help strengthen local pedestrian and cycling routes, delivering improvements in local sustainable accessibility.

This document presents an Illustrative Masterplan and supporting design principles to demonstrate our Clients emerging design rationale for the Site. This has been informed by an initial assessment process of the Site and its surrounds, undertaken by Barton Willmore (Planning) Pegasus Group (Landscape and Visual Appraisal), Vectos (Highways) and Woodcroft (Masterplanning). In doing so, we demonstrates the ability of the Site to accommodate approximately 460 dwellings, alongside, improved pedestrian and cycle links and public open space.
SITE LOCATION
The Site is located to the north west of Poulton-le-Fylde, and south of Carleton. It is located south of Blackpool Road and west of the B5267 (Poulton Road/ Tithebarn Street), to the immediate north of Poulton-le-Fylde Town Centre.

There is no existing formal vehicular access into the Site from either Blackpool Road to the North West, or Poulton Road to the east of the Site, though opportunity exists for a new access to be created from both of these roads.

The Site is predominantly located within Flood Zone 1 as shown on indicative Environment Agency Flood Risk mapping, though the parts of the Site nearest to the Horse Bridge Water Course are Flood Zone 2/3. These areas are located towards the south eastern part of the Site.

The Site is located outside of the Settlement Boundary for Poulton-le-Fylde and is designated as Green Belt.

SITE DESCRIPTION
The Site area extends to c.56ha, and is largely flat and undeveloped. The Site occupies approximately 11 fields which are located to the west and south of Poulton Road and Blackpool Road respectively.

The Site is in agricultural use and features a number of ponds (largely located in the south west of the Site).

The Site contains a number of Drainage ditches which follow field boundaries. A Public Right of Way also runs through the bottom third of the Site to a Footbridge over Horse Bridge Watercourse to Berry’s Lane.

SURROUNDINGS
The Site is located to the north west of Poulton-le-Fylde, and is surrounded by land which is either in agricultural or residential use. The wider parcel area within which the Site is located itself is contained by existing development on all sides.

The northern and eastern boundaries of the Site broadly follow the built up area of Carleton. The south eastern boundary is defined by the Horse Bridge Water Course, which is a local stream that feeds into the River Wyre. The southern boundary of the Site is defined by the Blackpool North to Preston Railway. To the west of the Site are further fields, which separate the Site from further residential development.
PLANNING POLICY CONTEXT

THE NATIONAL PLANNING POLICY FRAMEWORK

The NPPF requires local planning authorities (LPA) to “plan positively” and to actively pursue opportunities to meet development needs. At its heart is a presumption in favour of sustainable development, which should be seen as “a golden thread running through both plan-making and decision-taking”.

There are three dimensions to sustainability – economic, social and environmental. Planning should proactively drive and support new development, to deliver the homes and economic growth which the Country needs and to protect and enhance the natural environment. The plan-making process should actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, by focussing development in locations which are or can be made sustainable. It is clear from the NPPF that the Government is committed to sustainable growth, and significant weight should be placed on the need to support economic growth through the planning system.

The Government’s key housing objective is to boost significantly the supply of new homes. The NPPF emphasises the importance of:

- Significantly increasing the supply of both market and affordable homes
- Delivering a wide choice of high quality new homes that meet the demands of occupiers in terms of location, size and type
- Widening opportunities for home ownership and enhancing the ability of first time buyers to get on the housing ladder
- Creating sustainable, inclusive and mixed communities.

The NPPF highlights the importance of protecting Green Belt land. However, it confirms that where there are exceptional circumstances – such as an inability to meet development needs – Green Belt boundaries can be altered via the plan making process. When doing so, LPAs should, inter alia:

- Ensure consistency with the Local Plan strategy for meeting identified requirements for sustainable development
- Not include land which it is unnecessary to keep permanently open
- Define boundaries clearly, using physical features that are readily recognisable and likely to be permanent
- Identify areas of safeguarded land, such that Green Belt boundaries will not need to be altered at the end of the Local Plan period.

Public bodies also have a duty to cooperate on planning issues that cross administrative boundaries, particularly those which relate to strategic priorities set out in paragraph 156. Joint working should enable local planning authorities to work together to meet development requirements which cannot wholly be met within their own areas. However, Local Planning Authorities should use their evidence base to ensure that their Local plan meets the full, objectively assessed needs for market and affordable housing.

EMERGING LOCAL PLAN

Publication Local Plan: Wyre Borough Council is currently consulting on the Publication version of the new Local Plan which will define the up-to-date development needs and provide for the strategy to deliver this over the up and coming plan period.

Before the emerging Local Plan can be adopted it must have been found “sound” by an independent Inspector by-way of a public. To be found sound the Local Plan must observed to be:

- Positively Prepared – the Plan should be prepared based on a strategy which seeks to meet objectively assessed development and infrastructure requirements, including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development;
- Justified – the Plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence;
- Effective – the Plan should be deliverable over its plan period and based on effective joint working on cross-boundary strategic priorities; and
- Consistent with National Policy – The Plan should enable the delivery of sustainable development in accordance with the policies in the Framework.

The Publication version of the emerging Local Plan was published for consultation in October and November 2017. This follows abandoned efforts to adopt a Core Strategy which in 2012 reached the Preferred Options Stage. The Publication version outlines a plan to deliver 8,224 dwellings and 43 hectares of employment land within the period 2011 to 2031. This target falls short of the Objectively Assessed Housing Need (OAHN) for Wyre of 9,580 dwellings. It is therefore clear that the Local Authority must identify sites on Greenfield land including land within the Green Belt to meet housing needs.
Wyre Green Belt Study 2016: The Wyre Green Belt Study was produced by Urban Splash on behalf of the Council in May 2016. The Study reassessed all land parcels within the Green Belt within Wyre for their role within the Green Belt against the five purposes of the Green Belt set out in Paragraph 80 of the NPPF. The assessment also consider Green Belt within the neighbouring authorities of Blackpool and Fylde.

Of the 26 Parcels assessed by the Study, only 3 Parcels were concluded as being suitable for release from the Green Belt. This included Parcel 20; which includes within it the Site promoted through this document, Parcel 21; which lies to the east of Poulton Road, also in Poulton-le-Fylde, and Parcel 2 in Fleetwood.

Parcel 21 is located in close proximity to the Site and occupies land to the east of Poulton Road, between the existing freight railway line, and Tithebarn Park. The potential yield of this site for housing would be reduced by the Site’s proximity to the existing railway line, Park and Poulton-le-Fylde Conservation Area to the south east.

Parcel 2 is located within Fleetwood and relates to the school playing fields of Cardinal Allen Catholic High School. The school at present is open and is oversubscribed. The development of playing fields whilst the School remains in use is unlikely, given that alternative fields would be required which would be impractical for the school.

Any development of these playing fields with or without alternative provision would likely attract the objection of Sports England.

In reflection of the above it is considered that only Parcel 20 represents a reasonable location for housing within Wyre within a Green Belt parcel assessed as not fulfilling the functions of the Green Belt. Parcel 20 should therefore form the most appropriate location for release from the Green Belt in Wyre for the emerging Local Plan.
CASE FOR DEVELOPMENT

Land at Blackpool Road, Poulton-le-Fylde represents a suitable and sustainable location at which to meet development needs. In this section we set out the case for the whole Site to be allocated through the emerging Local Plan.

NEED FOR HOUSING LAND
As set out in Section 3 of this document, the Council are currently in the process of preparing its emerging Local Plan which will establish the development requirements and spatial strategy for Wyre Borough over the next 20 years or so. The latest assessment of housing need was provided with Addendum 3 of the Fylde Coast SHMA produced on behalf of the Council, by Turley. The assessment suggests a housing need of 497 dwellings per year; marking a substantial uplift from the draft requirement of 226 dwellings per year, set within the now revoked North West Regional Spatial Strategy.

The Council confirm within the Publication document as a technical study. We are confident that the Site is not subject to any known constraints which would significantly preclude or prevent its development. The majority of the Site is located within Flood Zone 1 and is therefore considered by national planning policy to be at a low risk of flooding. There are no known additional physical constraints which would significantly reduce the developable area of the Site.

Highway capacity has been identified through the Publication document as a key constraint across the Borough and particularly within the urban area of Poulton-le-Fylde. The Council came to this view following publication of highways evidence prepared by Lancashire County Council (LCC) indicating a maximum of 390 dwellings to be accommodated in Poulton-le-Fylde. Highways consultant, Vectos, have provided a Transport Report for the Site which details how a higher level of growth can be accommodated on this Site. The report sets out a critique of LCC’s evidence and focuses on the merits and sustainability of the Site for residential development. The report is appended to this vision document.

The Site is considered to occupy a highly sustainable location, within walking distance of the majority of daily essential services which are available within Carleton and Poulton-le-Fylde. The Site is served by regular bus services which connect the Site to Blackpool, Cleveleys and, Poulton-le-Fylde. Poulton-le-Fylde Railway Station is within walking distance of the Site, and is provides a wide range of connections to major cities and large towns located within the North West.

The Site is located outside of the settlement boundary, and is currently designated as Green Belt as defined on the Wyre Proposals Map. Accordingly, a Green Belt assessment is provided within the document to clearly demonstrate that the Site does not fulfill the functions of the Green Belt.

ACHIEVABILITY
Wyre Borough is a desirable market for new housing, the accessibility of the Site to existing shops and services, and to Blackpool, Preston, Manchester and Liverpool via bus/rail connections will help aid demand for housing on this Site. The delivery of housing on the Site is considered viable by Story Homes. There will be associated costs in readying the Site for development, but none of the work necessary to deliver the Site is considered to be a “showstopper” to the development.

The Site could accommodate around 460 dwellings. However, the exact capacity is subject to change and will be determined through the masterplanning process taking into account the character of the Site and its surroundings, and the findings of supporting technical studies. We are confident that subject to the Site’s release from the Green Belt, that first units on the Site would be completed within the five years following this release.

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The Site is located in close proximity to the town centre of Poulton-le-Fylde (approx. 800m from the centre of the Site). Poulton-le-Fylde is one of the larger and more sustainable settlements located within Wyre Borough, and is within the urban part of the Borough. In addition, Carleton is located around 750m north of the Site.

Given the proximity of these two centres, the Site predictably benefits from excellent accessibility to nearby services and facilities. Key services and facilities located within 2km of the Site include:

- Carleton Saint Hilda’s Primary School;
- Carleton Green Community Primary School;
- Carleton Pharmacy;
- Carleton Scout Hut;
- Carleton Costcutter Blackpool Road;
- Carleton Bowling Green;
- Carleton Practice (GP);
- The Castle Gardens Pub;
- Booths Supermarket, Poulton;
- Well Pharmacy, Poulton;
- Bank(s), Poulton;
- Poulton Library;
- Poulton Village Hall;
- Jean Stansfield Memorial Park;
- Tithebarn Park;
- Queensway Medical Centre, Poulton;
- Wyre Cricket Club;
- Cottam Hall Playing Fields; and
- Blackpool Sixth Form College.

In addition, Blackpool Town Centre is located approximately 5.5km to the south west of the Site. The town serves as the primary service hub on the Fylde Coast and has within it further higher order services, facilities and shops which are not provided for within Poulton-le-Fylde itself. Blackpool is easily accessible via bus and rail connections from the Site.

SUSTAINABLE TRANSPORT
Blackpool Road and Poulton Road are both well served by existing bus services:

- No. 14 (Blackpool Road): providing a service every 10 minutes to Blackpool Town Centre and Fleetwood;
- No. 2 (Poulton Road) providing an hourly service between Cleveleys and Blackpool Town Centre (via Poulton-le-Fylde);
- No. 23 (Poulton Road) providing an hourly service between Cleveleys and Blackpool Victoria Hospital (via Poulton-le-Fylde);
- and
- No. 24 (Poulton Road) providing an half hourly service between Cleveleys and Poulton-le-Fylde.

Existing bus stops on both roads are located around 500m from the centre of the Site. Collectively, these bus services provide frequency, high quality and reliable bus services to Poulton-le-Fylde, Cleveleys, and Blackpool Town Centre, significantly reducing the reliance of future residents on travel via the car.

In addition, the Site is c.1.1km from Poulton-le-Fylde Railway Station, which provides regular services to Blackpool, Preston, Manchester, Liverpool and Leeds. The ease of accessibility from the Site to this railway station, together with the range of rail connections provided, further assists in reducing the need to travel by car from the Site to sources of employment, retail, and services/facilities available in destinations further afield.

WALKING AND CYCLING
The Site is accessible to the local footpath network, and existing footways along Blackpool Road and Poulton Road are suitable for use by pedestrians. As outlined above, the Site is highly accessible to nearby services and facilities. The Site by it’s location would, therefore, promote and encourage travel by foot and bicycle.

HIGHWAY CAPACITY
The accompanying Highways Report (produced by Vectos) which is appended to this document, sets out that the Site can accommodate approximately 460 dwellings without having a significant adverse impact on the local highway network. This report should be read in conjunction with the Draft Local Plan representations submitted by Barton Willmore on behalf of Story Homes.

SUMMARY
In conclusion, it is clear that the Site occupies a highly accessible location with excellent nearby local service provision. The proximity and availability of these services provides people with a choice to use sustainable alternatives to the private car in accessing every day essential services, employment, education and retail opportunities.
Figure 2: Sustainability Plan

Site Boundary
The Site has already been assessed for its role within the Green Belt as part of a wider Parcel (Parcel 20) by the Council through its Green Belt Study. The Parcel assessed relates to the entirety of the undeveloped land which includes sites to the south and east of Blackpool Road, north of the Blackpool North to Preston Railway Line, and west of Poulton Road.

Taking into account the strategic nature of Green Belt, the assessment made through this document also considers Parcel 20 in its entirety.

Landscape consultants Pegasus have assessed the Site against the five purposes of the Green Belt as defined in Paragraph 80 of the NPPF:

To check the unrestricted sprawl of large built-up areas: The Site sits within a larger parcel of undeveloped land which is surrounded by existing development. The parcel does not, therefore, function to check the sprawl of existing built up areas, and its development would not see the built extent of the surrounding area extend outward in any way.

To prevent neighbouring towns merging into one another: The settlements of Poulton-le-Fylde and Carleton already adjoin to the east of the Site. The parcel of land which the Site is located within does not therefore function to fill this purpose. The development of the Site would not extend the built line of Poulton-le-Fylde or Carleton any further towards the existing urban edge of Blackpool given the presence of existing residential development to the south of the railway line, and ribbon residential development along Blackpool Road;

To assist in safeguarding the countryside from encroachment: The Site sits within an undeveloped parcel which is surrounded on all sides by existing development and is isolated from wider open countryside. The Parcel does not therefore fulfil this Green Belt function;

To preserve the setting and special character of historic towns: Neither Poulton-le-Fylde nor Carleton are noted for their historical significance. The Site is not subject to any historical designation, is not located within the setting of a listed building. The Poulton-le-Fylde Conservation Area is however located to the south east of the Site. Whilst land adjacent to this area (and technically part of Parcel 20) would technically form part of the setting of the Conservation Area, the Site promoted through this document does not include these fields and holds a limited visual connection to this area due to the presence of thick vegetation in this area. Adjacent fields to the Conservation Area form a minor part of the wider Parcel and as such it is considered that the wider parcel could be developed without adverse effect on this Conservation Area. Taking the above into account it is not considered that the Site or wider parcel of land contribute to this Green Belt function; and

To assist in urban regeneration, by encouraging the recycling of derelict and other urban land: The Council has established through the preparation of its new Local Plan that there is a shortage of available, achievable and deliverable brownfield land within the Borough on which to meet evidenced housing need. As a result, there will be a need to allocate Greenfield sites to meet housing needs in full. The Issues and Options Local Plan expressed that in order to secure a sustainable pattern of development there may be a need to release land from the Green Belt for housing development.

Based on the observations made above, it is considered that the Site does not make a contribution to the five purposes of the Green Belt as defined by the NPPF. As a result it is not considered necessary to keep this Site permanently open from development.
In addition it is considered that the release of this land from the Green Belt would:

**Assist in securing a sustainable pattern of development:** The Site adjoins Poulton-le-Fylde and is located in the “urban” part of the Borough as defined on existing proposals maps. Poulton-le-Fylde is one of the largest and most sustainable settlements within the Borough. As already demonstrated the Site is highly accessible to existing services and facilities in the area with many of these within a short walking distance of the Site. The Site is also well served by existing bus provision, and is accessible to Poulton-le-Fylde railway station. The availability and accessibility of these services in close proximity to the Site will encourage travel to and from the Site via sustainable modes of transport and will significantly reduce the reliance of new residents on the car;

**Help ensure that Green Belt boundaries will not need to be altered at the end of the development plan period:** The extent of the Site which Story Homes has interest in has the potential to accommodate a development of over c.460 dwellings and would therefore meet a large proportion of the future development needs of the local area. Releasing the wider parcel to the west as Safeguarded land to accommodate future development needs is justified given the assessment made above that the parcel does not fulfil any role within the Green Belt; observations that the parcel is contained on all sides; and the need set out in national planning policy to ensure that revised Green Belt boundaries are enduring in the long term; and

**Allow revised Green Belt boundary to be defined clearly, using physical features that are readily recognisable and likely to be permanent:** The existing extent of the Green Belt within Wyre is well known having been established and remained unchanged since the 1980’s. The precise boundaries are clearly set out within the Local Plan Proposals Map. The removal of the entirety of this parcel would minimise the need for further revisions to be made elsewhere within the Green Belt and represent a clean and tidy amendment to the Green Belt. The Parcel of land sits in isolation from the surrounding Green Belt, having been cut off from its surroundings by existing development. The development of this Site would not affect, threaten, or make less clear the boundaries of other Green Belt parcels located elsewhere within the Borough.

The accompanying landscape and visual appraisal (produced by Pegasus) which is appended to this document, sets out that the proposed development would provide an opportunity to enhance local landscape, introducing public rights of way links to increase connectivity, and enhance green infrastructure to improve landscape character. It is considered that the site is of generally low landscape sensitivity to residential development.
OPPORTUNITIES AND CONSIDERATIONS

Stemming from our ongoing Site assessment and supported by a Landscape and Visual Appraisal (LVA) (Pegasus Group) Transport Report (Vectos) and technical study, this section identifies a series of opportunities and considerations to shape the appropriate development of the Site.

The opportunities and considerations presented have informed the design response for the Site (see Illustrative Masterplan).

CONSIDERATIONS
- Maintain the sense of separation between Poulton-le-Fylde and Carleton.
- Existing land uses, including surrounding residential development.
- Settlement growth patterns and existing residential densities.
- Local vernacular and character.
- Existing landscape components, comprising perimeter hedgerows and scattered mature trees.
- Movement desire lines and public footpaths which cross the Site, including the existing PRoW.
- Retention and integration of existing landscape features including field boundaries, which are marked with hedgerows and tree planting.
- Retention and integration of Horse Bridge Watercourse.
- Avoidance of development within Flood Zone 2 and 3.
- Retention and integration of existing drainage ditches and pond(s).
- Contextual views.
- Site high and low points.
- Existing utilities.

OPPORTUNITIES
- Provision of vehicular and pedestrian access points into the Site, along Blackpool Road and along Tithebarn Street.
- To accord with the sustainable growth pattern in the Borough’s main and principle settlement.
- To address the Borough’s housing needs negating the need to use land within the Green Belt.
- Enhance and supplement pedestrian/cycle connections in the area, integrating the existing public footpath network.
- Create a high quality and responsive development which is sympathetic to local vernacular and existing densities.
- Create new housing choice, providing a range of housing types, sizes and tenures.
- To promote and strengthen the local green infrastructure, providing a range of green space typologies, including children’s play.
- To create a place which enhances the character of the Site and the natural environment, provides a comprehensive, fully inter-connected green infrastructure network and targets energy-positive technology.
Figure 3: Opportunities and Considerations Plan

- Site Boundary
- Public Footpath
- Conservation Area
- Pond/Marshland
- Marshland
- Built Form
- Flood Zone 3
- Boundary with Existing Dwellings
- Railway Line
- Surrounding Public Open Space
- Horse Bridge Watercourse
- Drainage Ditch
- Potential Green Link
- Potential Vehicle Access
- Lower Landscape Sensitivity
- Lower/Medium Landscape Sensitivity
- Medium Landscape Sensitivity

- Figure 3: Opportunities and Considerations Plan
DESIGN VISION AND EMERGING PROPOSALS

The sensitive development of the Site will allow for a high quality residential environment for future residents, whilst significantly improving the local housing offer through the provision of approximately 460 open market and affordable homes.

OUR VISION

The homes and the wider layout of streets, squares and lanes will be designed and built with the surrounding landscape and architectural typologies very much in mind.

This masterplan is based upon placing the pedestrian, and not the car, at the centre of the design. Green spaces have been formed around existing trees, hedges and ponds. These spaces will provide outdoor space for the new and existing residents in the area. These areas are well overlooked, safe and will encourage outdoor play.

A series of landmarks, vistas and interesting spaces have been created around the development. These features will provide nodal areas that will help visitors and occupants navigate around the development.

Story Homes are a five star house builder of high quality and high specification family homes. Delivering aspirational schemes that encompass high quality design, sustainability and technical innovation is fundamental to our brand reputation. We have been awarded “Best Residential Scheme” at the UK property awards in two consecutive years for our commitment across these areas.

DESIGN PRINCIPLES

01 The layout has been designed so that a unique sense of arrival is created immediately upon arriving at the development. New houses addressing Blackpool Road, will be set back behind an interesting and inviting space for exploration within the development.

02 A large landscaped arrival space will be provided to aid orientation and provide a clear sense of arrival. This area will be well landscaped and framed by feature dwellings.

03 Existing hedgerow and trees retained and integrated into the development.

04 Large area of public open space (POS). Well overlooked, highly accessible and safe. This will provide outdoor activity space for new and existing residents. New tree planting and SuDS will provide ecological benefits whilst creating an inviting and attractive landscaped space.

05 Carefully orientated and positioned feature houses overlook POS. Dual aspect houses will ensure that these spaces are addressed positively.

06 Linear green space integrating existing drainage features and connecting to POS land the main street. This will provide an interesting and inviting space for exploration within the development.

07 Courtyard area with landscaped edges and changes in surface material to delineate public and private realm.

08 Crescent of houses set behind an inviting green space. This area will provide an attractive arrival to the development from B5267.

09 A new community car park will serve people travelling to Poulton Town Centre and near by amenities.

10 Pedestrian and cycle connectivity.

11 SuDS will be located around the development, further enhancing green spaces and providing ecological benefits.

12 Houses served off private drives overlooking POS.

13 POS well overlooked by houses. High quality landscaping and a pond will make this a distinct and unique setting within the development. Railings and hedge planting will delineate the public and private realm.

14 Existing hedgerow and new drainage features will run along the existing public footpath route. Houses to the north will be set back behind a landscaped green overlooking this part of the footpath.

15 Existing Public Right of Way to be retained and integrated into the development.

16 Intimate space created by setting houses back from the main street.

17 Soft landscaped edge formed by retaining existing hedgerows, trees and new tree planting.

18 Landscaped Green to provide an attractive space. Changes in carriage width and materials will help calm vehicle speeds. A pedestrian link will connect the development with the wider footpath network.

19 New pedestrian link will connect the development’s green network together and the wider public footpath network.

20 Landscaped areas will help people navigate around the development.

21 A noise buffer and landscaping will form the boundary with the railway line.
Number of Units: 460
Gross Site Area: 55.55 acres
Developable Area: 37.42 acres
Open Space: 15.23 acres
Undevelopable Area: 2.9 acres
Net Density: 30.38 dph

Figure 4: Illustrative Masterplan
ECONOMIC, SOCIAL AND ENVIRONMENTAL BENEFITS

The Site represents an available, suitable and sustainable site to be released from the Green Belt, having regard to the following benefits:

Economic Role

- The proposed development will secure a number of economic and fiscal benefits in terms of job creation (direct and indirect through construction).
- The proposed development will provide for an increased expenditure in the local economy which will support the continued vitality and vibrancy of nearby services and facilities.

Social Role

- The Site has the potential to deliver high quality new residential developments delivering approximately 460 dwellings, including an allocation of affordable housing. This will make a valuable contribution towards meeting the full objectively assessed development needs of Poulton-le-Fylde.
- The Site provides a natural extension to Carleton in close proximity to the Site.
- The proposed development is acceptable with regards to adjacent land uses.

Environmental Role

- An initial Landscape Visual Appraisal (LVA) has been undertaken by Pegasus Group which indicates that the Site has the potential to accommodate residential development without having any adverse impact on the local landscape character.
- The Site has the potential to accommodate a residential development without having an adverse impact on local landscape character, ecology and biodiversity.
- The Illustrative Masterplan for the Site has taken full account of local landscape and nature conservation interest.
- The proposed development will retain and enhance existing land features, including the existing woodland, and this will be strengthened through the implementation of new soft landscaping at the edges of and within the Site.
- The Site will provide a large area of attractive open space which could be used as a key recreation area for new and existing residents.

BENEFITS AND CONCLUSION
CONCLUSION
This Vision Document has undertaken an assessment of the Site, its context and its development potential. In doing so, it has been demonstrated that there are sound design reasons for the Site to be released for housing.

There is a clear and accepted need for Green Belt release within the Wyre Borough to meet future housing requirements. As such, this document and the supporting highways and landscape appraisal demonstrate that the Site does not meet the purposes of including land within the Green Belt as set out in paragraph 80 of the NPPF.

In conclusion, the Site is available and offers a suitable location to help Wyre Council meet future housing needs.

Next Steps
The Site is in the control of a well-known quality housebuilder (Story Homes), and is considered deliverable in the next five years.

Story Homes is committed to progressing the emerging Illustrative Masterplan towards a high quality residential development that responds to the local housing need, whilst taking into account and reflecting the character of the surrounding settlement.

Story Homes looks forward to working with Wyre Borough Council to progress the proposals for the Site and welcomes any feedback.
Desk Top Publishing and Graphic Design by
Barton Willmore

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