



DEVELOPMENT
FRAMEWORK

NOV
2024

Land at Helms Farm

Broughton, Preston

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About Story Homes

The Story Difference – comprising a commitment to design quality, placemaking and customer experience – will be instrumental in delivering an exemplary new development.

Story Homes is a privately owned housebuilder. Founded by Fred Story in 1987, it has a long and successful reputation of building quality and high specification homes across the North of England. The family owned business has grown in size and status over the years but remains grounded, built on its original ethos of 'doing things right' and creating a brand synonymous with quality.

For nearly 40 years Story Homes has been the name most often associated with aspirational homes for sale throughout Cumbria, the North East and Lancashire. A passion for quality and excellence has seen Story Homes become a multi-award winning UK property developer; with modern and attractive homes inspiring buyers.

Story Homes have consistently been awarded the top '5 star' rating in the house building industry's annual customer satisfaction survey. Story Homes' success is underpinned by a determination to understand the needs of communities where we build and a goal to deliver design quality and high-quality building specifications.

Story Homes' goes the extra mile by:

- Employing local people;
- Supporting local trades;
- Using local materials where possible;
- Enrolling new apprentices into our 'Story Apprentice Scheme'. Story Homes will directly employ the apprentice on completion of the scheme or will support the candidate in setting-up their own business that would subsequently be a sub-contractor to Story Homes;
- Enrolling new Graduates to the Company Graduate Scheme, developing new talent and fresh ideas;
- Supporting local communities and being a good neighbour in the communities we relate with;
- Building high-quality beautiful homes that continue to look great in years to come and enhance communities;
- Providing 'affordable' homes for local people; and
- Collecting detailed feedback from customers and identifying areas for improvement.

Executive Summary

This Development Framework has been prepared by Stantec on behalf of Story Homes to help promote land at Helms Farm, Broughton (the Site) for residential development through the emerging Local Plan for Preston.

The Site, which comprises Helms Farm and associated outbuildings and adjacent agricultural land, represents a sustainable solution to deliver new family and affordable homes to contribute to the future housing requirements of Preston.

Helms Farm lies adjacent to the intersection of the new Broughton Bypass and the A6 (Garstang Road), north of Broughton crossroads. The Farm includes several large buildings and a significant closed slurry pit.

The Site is located within proximity of the City of Preston. It is well related to the existing facilities and services within Broughton, including both a primary and secondary school, a place of worship, shops and community services/ facilities.

This document includes an initial assessment of the Site and its surroundings, undertaken by Stantec (Planning & Masterplanning), RSK/ Story Homes (drainage and utilities) and Croft (Highways). This has informed three Illustrative Masterplan options and supporting design principles to demonstrate our Client's emerging design rationale for the Site.

The first design option demonstrates the ability of the Site to accommodate approximately up to c.180 dwellings, alongside, improved pedestrian and cycle links and public open space.

The second design option demonstrates the ability of the Site to accommodate approximately up to c.220-235 dwellings, including an 80-90 bed care home (within overall dwelling count) alongside, improved pedestrian and cycle links and public open space.

The third design option demonstrates the ability of the Site to accommodate approximately up to c.169 dwellings, in addition to c.30 Retirement bungalows and central hub building, improved pedestrian and cycle links and public open space.



BROUGHTON

M6

Broughton Bypass

The Avenues Development

Pinfold Manor Development

M55

— Site Boundary
Figure 1: Sub-Regional Location

Vision

Story Homes' vision for the Site is the creation of a well-integrated and high-quality residential development that provides excellent standards of urban design and a sensitive response to the Site's characteristics.

The development will:

- Create an integrated and accessible new movement network which strengthens existing connections, offers choice and promotes sustainable modes of travel;
- Provide high quality market and affordable homes of varying types, sizes and densities to meet local housing need;
- Create an attractive and high quality residential neighbourhood which responds positively to its landscape and urban context;
- Deliver imaginatively designed homes with gardens which have easy access to a range of amenities, including children's play and landscaped green space;
- Provide a place which enhances the natural environment and character of the Site, providing a comprehensive and fully interconnected network of green infrastructure; and
- Benefit from the development of the Broughton Bypass, thus providing an easy link to Preston, the M55 and the A6 to the north.





Site Location & Description

SITE LOCATION

The Site is located c.6km to the north of Preston City Centre, within the village of Broughton.

Broughton includes a good range of shops and services, education facilities, places of worship and employment. It is also within easy commuting distance of higher order centres, including Preston City Centre.

The Site is located c.300 metres to the north of the Broughton crossroads, where a good range of local amenities are located at the intersection between the B5269 and the A6.

Existing dwellings at Wentworth Drive and Mere Close define the southern boundary and the eastern boundary is defined by Garstang Road (A6). The northern and western boundaries are defined by hedgerows and the occasional mature tree.

Vehicle access to the Farm is via an existing access point at Garstang Road (A6). The new Broughton Bypass roundabout adjacent to the Site could provide a suitable opportunity for vehicle access to the proposed development.

The Broughton Bypass includes upgraded footpaths, crossing points and cycle lanes adjacent to the eastern edge of the Site. The result of the Broughton Bypass has led to significant calming of traffic flows along Garstang Road.

SITE DESCRIPTION

The Site extends to c. 10.79ha. It comprises Helms Farm, its outbuildings and five fields. The fields contain strongly defined boundaries with hedgerows and a number of dispersed mature trees.

The Site is part brownfield and part greenfield. Helms Farm itself comprises of the existing farm house building together with a range of significant barns, outbuildings and a slurry pit. The farm also includes several tank structures and hardstanding.

The five land parcels that make up the greenfield part of the Site are devoid of significant landscape features within each field, although, as noted there are several mature trees and hedgerows on the periphery.



Broughton Bypass Roundabout



Parkstone Road



Helms Farm outbuildings



Garstang Road

Broughton Bypass

c.10.79 ha

Stanley Croft

Parkstone Road

Wentworth Drive

Woodplumpton Lane

Broughton Crossroads

— Site Boundary
Figure 2: Site Location

Neighbourhood Assessment

The settlement of Broughton has evolved beyond the crossroads of Garstang Road/Woodplumpton Lane. Broughton has a good range of local facilities and is a sustainable settlement for development.

The majority of services are within a 10 minute walking distance of the Site, adding to the Site's sustainability credentials. These services include:

- St. John's Baptist Church;
- Broughton C of E Primary School;
- Broughton High School;
- Broughton Pre School, children's play area and field;
- Several shops and services, two petrol filling stations (which also provide for local shops);
- Broughton Inn;
- Broughton and District Club including tennis courts, bowling green and social club;
- A restaurant;
- Hair salon;
- Pet shop; and
- Preston Marriott Hotel which is to the south of the settlement at Garstang Road.

EMPLOYMENT

Local employment opportunities are located close to the Site, including East Preston Employment Area, North West Ambulance NHS Trust facility, Preston Marriott hotel, as well as local businesses.

TRANSPORT CONNECTIVITY

Broughton benefits from an excellent bus service. The nearest bus stop is located approximately 100 metres to the south of the Site at Kingsway Court. Public services here include the following:

- no. 40, running hourly (Lancaster – Preston);
- 41, running hourly, (Lancaster – Preston);
- 433, running once a day (Preston Railway Station – Myerscough);
- 437, running once a day (Preston Bus Station – Myerscough);
- 852, running once a day (Queensgate Depot- Myerscough)
- 940, 941 running once a day (Monday-Friday) (Lancaster Royal Grammar School);

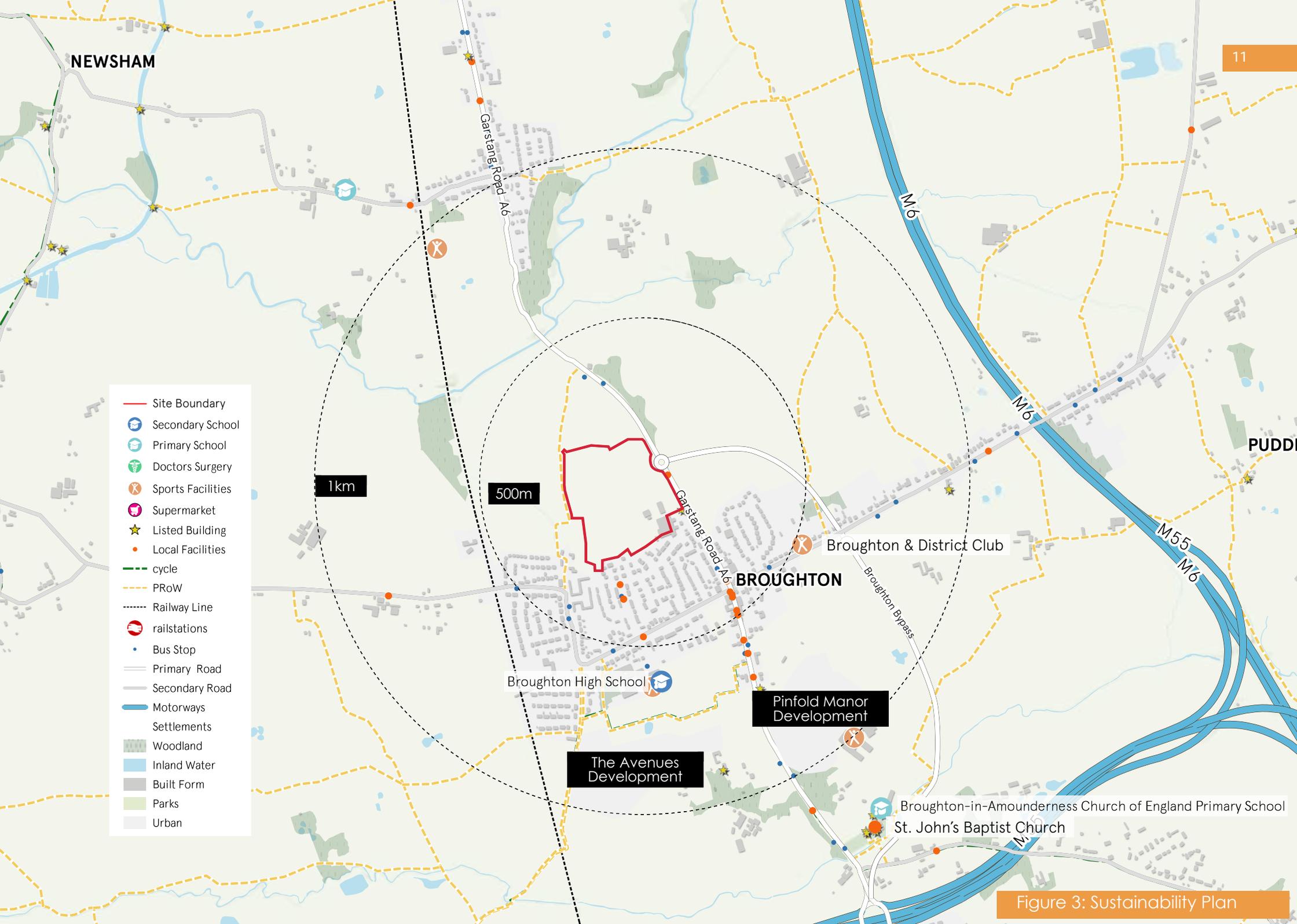
Buses into Preston take approximately 10 to 15 minutes. Lancaster is also accessible by bus with a journey time of approximately 40 minutes.

WALKING AND CYCLING

There are no public rights of way (PRoW) crossing the Site, however, a PRoW runs along part of the western Site boundary. The Site benefits from good proximity to new pedestrian and cycle facilities at the Broughton Bypass/James Towers Way intersection. These include several existing crossing points, dedicated cycle lanes and footpath links.

The Site is in a highly accessible and sustainable location, within walking distance of numerous local facilities in Broughton.





- Site Boundary
- Secondary School
- Primary School
- Doctors Surgery
- Sports Facilities
- Supermarket
- Listed Building
- Local Facilities
- cycle
- PRoW
- Railway Line
- railstations
- Bus Stop
- Primary Road
- Secondary Road
- Motorways
- Settlements
- Woodland
- Inland Water
- Built Form
- Parks
- Urban

1km

500m

Figure 3: Sustainability Plan

Local Character

Broughton is a large village with several facilities meeting everyday needs. From its origins, centred around the Broughton crossroads, various new housing estates have been added to the settlement over the years, resulting in a varied townscape character.

Immediately to the south of the Site lies Fairways Avenue, Wentworth Drive and Northway. This is a predominantly two storey residential development built in the post-world war II era.

Development along Northway comprises of brick built semi-detached and terraced housing. Development at Fairways Avenue includes challis style detached housing with dormers (image 1 & 2). Parkstone Road has been designed without a turning head, with a road leading to the southern boundary of the Site. This could be utilised as a secondary vehicle access point or for pedestrian/cycle connectivity (image 3).

To the west of the Site lies Stanley Croft. This is a small cul-de-sac of 1970s housing, mainly brick-built with tile roofs (image 4). Woodplumton Lane includes a number of larger dwellings with sizable plots which are set back from the main road (image 5). To the rear of a number of these properties,

there have been infill homes at Pringlewood and Downing Court (image 6).

To the east of the Site across Garstang Road lies Willow Tree Avenue and Pinewood Avenue. This is a relatively low density scheme of dwellings built around the 1970s. These are characterised by large front and large rear gardens built on an oval (image 7).

To the south of Broughton, the Preston Marriot Hotel (image 8) and North West Ambulance Service Campus (image 9) provide employment hubs built in a parkland type setting, set back from Garstang Road.

The Pinfold Manor and The Avenues Developments are also located to the south of Broughton. These new developments have been brought forward by Wain homes and Watkin Jones Homes respectively.

Evidently, the surrounding area exhibits a varied residential character and a suitable location for future housing growth. As proposals for the Site progress, Story Homes is committed to undertaking a more detailed review of the surrounding area to gain a detailed understanding of the predominate urban characteristics to guide future development.





Figure 5: Local Character Assessment

Site Assessment

This section provides a summary of the initial observations and the findings of preliminary assessment work.

This assessment has been informed by a highways appraisal (Croft) and a landscape and engineering constraints plan, which assesses the Site's drainage and utilities requirements.

HELMS FARM

Helms Farm comprises of the existing farm house building together with a range of significant barns, outbuildings, a slurry pit and several tank structures. The existing farm house will be retained as part of the proposed development, but all other structures will be removed.

LANDSCAPE FEATURES

The Site consists of five fields which are currently arable farmland and devoid of significant landscape features. However, the fields are divided by mature hedgerows, several mature trees, drainage ditches and three ponds (one of which is now in-filled).

Site boundaries to the north and west are delineated by a broken hedgerow and more significant mature trees.

Where possible, all existing landscape features of merit will be retained as part of the proposed development.

The Site is not recognised as having a special quality and is not the subject of any landscape designations. The Site does not sit within an area of separation which washes over much of South Broughton.

ACCESS

Primary vehicle access to the Site can be provided via the Broughton Bypass/ Garstang Road roundabout to the east. Detailed access drawings are provided within the Appendix.

Secondary vehicle access to the Site can be delivered via Parkstone Road.

An emergency vehicle access to the Site can be provided via West Crescent to the south of the Site.

There are also further opportunities to deliver pedestrian and cycle linkages to the existing built up area to the east.

FLOOD RISK

According to the Environment Agency maps, the Site is in Flood Zone 1, which is defined as land assessed as having a less than 1 in 1,000 years annual probability of flooding and is suitable for residential development.

TOPOGRAPHY AND DRAINAGE

The Site gently slopes down towards its north-western corner, where the proposed development could provide a drainage attenuation pond.

Initial investigations have indicated that site drainage can be achieved via an appropriately designed Sustainable Urban Drainage System.

ARCHAEOLOGY AND HERITAGE

There are no Listed Buildings, Conservation Areas, Scheduled Monuments, Registered Parks and Gardens or Registered Battlefields within or immediately adjacent to the Site.

ECOLOGY

The Site is not subject to any local, regional or international statutory or non-statutory ecology designations.

As noted, the Site includes hedgerow planting and the occasional boundary mature tree. Where possible, these would be retained as part of the development.

UTILITIES & INFRASTRUCTURE

The Site includes a foul network detention tank, owned by United Utilities, in the south-west corner. The proposed development will be required to maintain access to this facility, whilst also providing a 10m stand off from pipes and a 30m stand off from the tank.

All supporting infrastructure such as gas, electricity, broadband and water are within the direct vicinity of the Site and easily accessible.

Overall, there are no utilities or infrastructure constraints that would prevent the development of the Site.

N

- Site Boundary
- Trees
- Hedgerow
- Topography
- Existing Pond
- Existing Watercourse
- Existing Drainage Ditch
- Potential Drainage Pond
- Potential Vehicle Access
- Potential Secondary/ Emergency Vehicle Access
- PRoW
- Foul Detention Tank
- Foul Network Pipes
- Access Track



Figure 6: Site Assessment Plan

Design Option 1

Considering the location of the Site and the density of existing residential development, an average density of 30 dwellings per net hectare has initially been applied. **This provides the potential to deliver up to 180 dwellings.**

The proposed density allows for the creation of a sustainable and balanced residential development, comprising a mix of housing types, sizes and tenures.

DESIGN PRINCIPLES

- 01 Primary vehicular access to the development is proposed via the Broughton Bypass/ Garstang Road Roundabout.
- 02 A secondary vehicle access point will be provided from Parkstone Road.
- 03 An emergency access point can be provided from West Crescent and via the UU pumping station.
- 04 An estate road extends into the Site from the Broughton Bypass Roundabout, beyond which is a hierarchy of shared streets and private drives.
- 05 A series of focal point spaces are dispersed within the Illustrative Masterplan. These spaces are designed to be distinctive and legible, assisting navigation from one area of the development to another.
- 06 New pedestrian footpaths are proposed to join with the surrounding residential areas and a PRow running along the western boundary of the Site.
- 07 Use of best practice design principles will provide outward facing housing frontages which securely enclose rear garden spaces and achieve natural surveillance of streets and public green space.
- 08 Landscape themes will define character areas and routes within the development, and include retained landscape features, street trees, grassed verges and hedgerows.
- 09 A landscape buffer and new planting will be provided along the northern Site boundary to filter views of the proposed development.
- 10 The Illustrative Masterplan makes provision for children's play.
- 11 The proposed development will provide an attenuation pond to the north west corner of the Site.
- 12 Mature tree and two existing ponds located within the Site have been retained within a new village green.



Village Green



-  Potential Vehicle Access (see Appendix)
-  Potential Secondary Vehicle Access
-  Pedestrian/ Cycle Route
-  Potential SuDS
-  Potential Play Area

Figure 7: Illustrative Masterplan

Development Area: c.6.0ha
 Dwelling: c.180
 Development Density: c.30dph

Design Option 2

This option provides the potential to deliver up to 220-235 dwellings including 80-90 care beds.

The proposals allow for the creation of a sustainable and balanced residential development, comprising a mix of housing types, sizes and tenures.

DESIGN PRINCIPLES

- 01 Primary vehicular access to the development is proposed via the Broughton Bypass/ Garstang Road Roundabout.
- 02 A secondary vehicle access point will be provided from Parkstone Road.
- 03 An emergency access point can be provided from West Crescent and via the UU pumping station.
- 04 An estate road extends into the Site from the Broughton Bypass Roundabout, beyond which is a hierarchy of shared streets and private drives.
- 05 A series of focal point spaces are dispersed within the Illustrative Masterplan. These spaces are designed to be distinctive and legible, assisting navigation from one area of the development to another.
- 06 New pedestrian footpaths are proposed to join with the surrounding residential areas and a PRow running along the western boundary of the Site.
- 07 Use of best practice design principles will provide outward facing housing frontages which securely enclose rear garden spaces and achieve natural surveillance of streets and public green space.
- 08 Landscape themes will define character areas and routes within the development, and include retained landscape features, street trees, grassed verges and hedgerows.
- 09 A landscape buffer and new planting will be provided along the northern Site boundary to filter views of the proposed development.
- 10 The Illustrative Masterplan makes provision for children's play.
- 11 The proposed development will provide an attenuation pond to the north west corner of the Site.
- 12 Mature tree and two existing ponds located within the Site have been retained within a new village green.
- 13 This second design option includes a 80-90 bed care facility and associated private outdoor space. The building creates a strong frontage to Garstang Road and the proposed primary street.



Village Green



-  Potential Vehicle Access (see Appendix)
-  Potential Secondary Vehicle Access
-  Pedestrian/ Cycle Route
-  Potential SuDS
-  Potential Play Area

Development Area: c.6.0ha
 Dwelling: c.220-235
 Development Density: c.36-39dph

Figure 8: Illustrative Masterplan

Design Option 3

Considering the location of the Site and the density of existing residential development, an average density of 28 dwellings per net hectare has initially been applied. **This provides the potential to deliver up to 169 dwellings of which 30 are retirement bungalows.**

The proposed density allows for the creation of a sustainable and balanced residential development, comprising a mix of housing types, sizes and tenures.

DESIGN PRINCIPLES

- 01 Primary vehicular access to the development is proposed via the Broughton Bypass/ Garstang Road Roundabout.
- 02 A secondary vehicle access point will be provided from Parkstone Road.
- 03 An emergency access point can be provided from West Crescent and via the UU pumping station.
- 04 An estate road extends into the Site from the Broughton Bypass Roundabout, beyond which is a hierarchy of shared streets and private drives.
- 05 A series of focal point spaces are dispersed within the Illustrative Masterplan. These spaces are designed to be distinctive and legible, assisting navigation from one area of the development to another.
- 06 New pedestrian footpaths are proposed to join with the surrounding residential areas and a PRow running along the western boundary of the Site.
- 07 Use of best practice design principles will provide outward facing housing frontages which securely enclose rear garden spaces and achieve natural surveillance of streets and public green space.
- 08 Landscape themes will define character areas and routes within the development, and include retained landscape features, street trees, grassed verges and hedgerows.
- 09 A landscape buffer and new planting will be provided along the northern Site boundary to filter views of the proposed development.
- 10 The Illustrative Masterplan makes provision for children's play.
- 11 The proposed development will provide an attenuation pond to the north west corner of the Site.
- 12 Mature tree and two existing ponds located within the Site have been retained within a new village green.
- 13 The third design option includes 30 retirement bungalows with a communal hub building.

-  Potential Vehicle Access (see Appendix)
-  Potential Secondary Vehicle Access
-  Pedestrian/ Cycle Route
-  Potential SuDS
-  Potential Play Area
-  Retirement bungalows

Figure 9: Illustrative Masterplan



Village Green

Development Area: c.6.0ha
 Dwelling: c.169
 Development Density: c.28dph

Summary

ECONOMIC, SOCIAL AND ENVIRONMENTAL BENEFITS

From our analysis, the Site represents an available, suitable and sustainable Site for development.

The site offers opportunities for a mix of house types and tenures, including market and affordable housing alongside care beds or C.30 retirement bungalows.

The Site has the following benefits:

- Development of the Site will create direct jobs during the construction phase;
- Story Homes supports an apprenticeship scheme which seeks to employ local people and use the local supply chain as part of its projects;
- New residents will increase expenditure locally bringing additional skills and economic activity to the area;
- The proposed development will directly secure financial benefits to the Local Authority in the forms of New Homes Bonus;
- The Site will deliver both market and affordable housing of type and tenure to meet local housing needs;
- The proposed development is a logical extension to Broughton to the north;
- The Site is well integrated with the existing surroundings and well related to the existing settlement;
- Development will remove unsightly farm buildings and a slurry storage pit;
- The Site benefits from excellent connectivity to a range of services, facilities and employment opportunities;
- Public transport facilities are located within walking distance;
- The Site has potential to accommodate residential development aligned with existing landscape features and landscape character; and
- The Site has the potential to further create environmental habitats on site to enhance nature conservation.





CONCLUSION

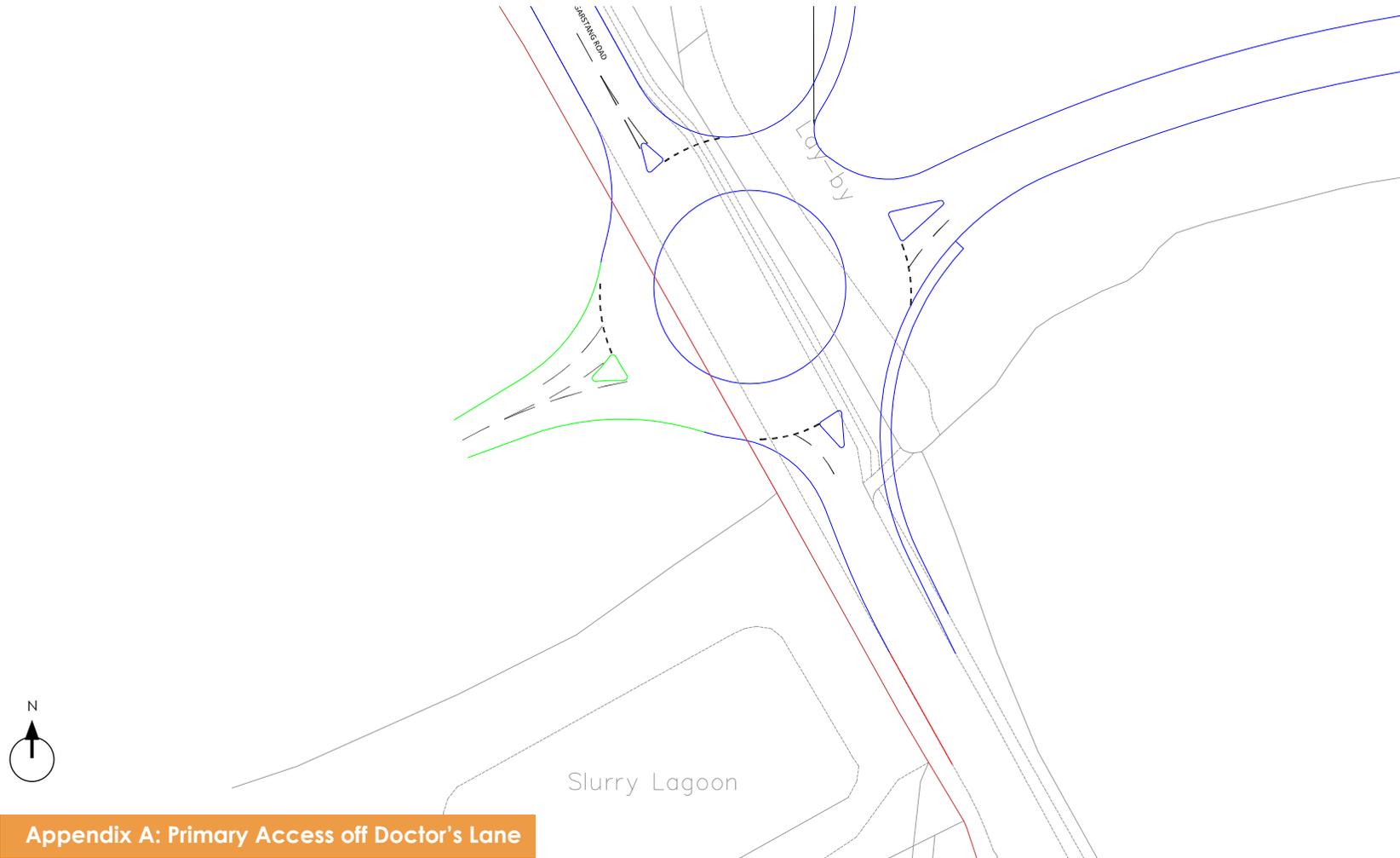
This Development Framework has been prepared on behalf of Story Homes to set out the context, assessment and development opportunity at land at Helms Farm, Broughton.

The Illustrative Masterplan options included within this document have been informed by our initial assessment of the Site, which has included site visits, a highways access study and a landscape and engineering constraints plan which assesses the Site's drainage and utilities requirements.

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 local housing needs.

Appendix - Site Access Plan



Appendix A: Primary Access off Doctor's Lane



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