

Community Update

McCarthy & Stone – high quality proposals submitted for Retirement Living accommodation – South Street, Atherstone



The local benefits of this proposal:

- Regeneration of a previously developed site by creating much needed Retirement Living accommodation for the elderly in a sustainable location.
- A high quality new building sensitively designed to enhance the street scene and surrounding conservation area.
- Provision of areas of attractive landscaping.
- Low levels of car ownership and traffic generation.
- A considered response to the issues of neighbourliness.
- An increase in the range of housing choice for local residents.
- Economic benefits with an increase in footfall to local shops and businesses.

Who occupies a typical McCarthy & Stone home?

The current average age of residents in McCarthy & Stone developments is 78 and schemes have an age limit of 60 for a single person and 55 for a second person or partner living in the same apartment.

What does a typical McCarthy & Stone development comprise?

McCarthy & Stone provides high quality self contained private apartments specifically designed for older persons, linked by heated corridors from a secure entrance.

Communal facilities provided include:

- residents' lounge with kitchen
- guest suite
- laundry room
- buggy store area
- refuse store
- high quality landscaped communal gardens

The communal facilities provided significantly contribute to a sense of community and well-being within each development.

Viewing the plans

The full submitted application can be viewed online at www.northwarks.gov.uk or alternatively you can visit the council's offices to view hard copies of the plans – please note advance notice may be required. The council's offices are located at: The One Stop Shop and Offices, South Street, Atherstone.

In each case the reference number you will need to quote is: PAP/2012/0078

About McCarthy & Stone

McCarthy & Stone is a specialist development company designing and building properties which specifically cater for the needs of older residents. Rather than using 'standard' style developments, McCarthy & Stone design each individual development to complement the surrounding area.

McCarthy & Stone prides itself on its commitment to public consultation and continually strives to ensure that the community is involved in shaping its scheme.

With over 30 years experience, McCarthy & Stone is Britain's leading retirement home builder having won numerous awards including 11 Daily Mail Green Leaf Housing awards for environmentally friendly design and integration into the surrounding landscape for schemes across the UK.

Questions?

The plans have now been submitted to North Warwickshire Borough Council and will be determined by this authority in the coming months.

If you would like to find out more about the submitted plans please contact McCarthy & Stone's freephone information line on **0800 298 7040** or visit www.consultation-online.co.uk/atherstone

Full planning application submitted

Council Planning Reference: PAP/2012/0078 Conservation Area Consent: PAP/2012/0084

McCarthy & Stone is pleased to advise that it has submitted Full Planning and Conservation Area Consent applications to North Warwickshire Borough Council to demolish existing buildings and redevelop land to the rear of Atherstone Garage, with a sensitively designed scheme, providing high quality accommodation for older persons.

Prior to submitting this application, McCarthy & Stone undertook extensive pre-application consultation about its preliminary plans with the local community. This included a public exhibition in December 2011, to which over 600 local residents and local stakeholders were invited to attend, including representatives from North Warwickshire Borough Council, Atherstone Town Council and Atherstone Civic Society. Local feedback received revealed considerable local support for the redevelopment of this site with specialist Retirement Living accommodation.

Further details of the submitted plans are included within this newsletter.

Background and existing site

The proposal site is situated on South Street, occupying an area of land to the rear of Atherstone Garage on Long Street.

The site currently comprises areas of hardstanding and commercial buildings, which over the years have been used for a number of commercial activities, most recently by a coach and bus hire company.

The current site detracts from the conservation area.

Planning history

In 2008 planning consent was granted to a third party to redevelop the proposal site and the adjoining garage site with a mixed office and residential scheme, including apartments. This permission was renewed in 2011 but has not been progressed.

Ideal location for housing for older people

The proposal site is ideally located for specialist Retirement Living accommodation, situated close to local shops and services in the town centre and public transport.

Minimal impact

By its very nature, the type of specialist Retirement Living accommodation for older persons proposed is regarded as a 'neighbourly' form of redevelopment, offering extremely low levels of car ownership and traffic generation – particularly when compared to the site's commercial use.

McCarthy & Stone's proposal would also benefit Atherstone economically:

- One in three McCarthy & Stone residents walk to the shops each day
- 45% of McCarthy & Stone residents buy the bulk of their shopping within a 1 mile radius
- 62% of residents of retirement housing schemes prefer to shop in local centres rather than large town centres.

Please turn over to find out more about the submitted proposals...



Proposals in context

McCarthy and Stone's proposal at a glance:

McCarthy & Stone's application would regenerate this previously developed urban site, providing much needed Retirement Living accommodation for the elderly in a sustainable location, delivering:

- 46 one and two bedroom units of Retirement Living accommodation
- Lift access to all levels and secure entry systems
- Communal facilities including a residents' lounge, guest suite and laundry room
- 22 car parking spaces
- Buggy storage and charging facilities
- Attractive landscaped gardens

Design

McCarthy & Stone's proposal offers a high quality new building carefully designed to enhance the conservation area, incorporating materials and architectural features characteristic to the local area, including:

- The use of traditional gabled roofing
- Render and brick walling
- Stone window cills and heads
- A feature entrance archway

The provision of a sensitively designed new building would remove the existing unattractive commercial buildings and hardstanding, 'repairing' a current gap in the local street scene by reinstating a new appropriate building line.

Respecting neighbouring amenity

Respecting neighbouring amenity is at the forefront of McCarthy & Stone's design. Adequate separation has been provided between the proposed development and neighbouring boundaries to ensure overshadowing and direct overlooking is avoided.

The removal of the site's existing commercial usage would also improve neighbouring amenity.

Attractive landscaping

Generous areas of landscaped communal gardens and attractive boundary treatments would provide additional separation to neighbouring properties and further improve the appearance of the proposal site and enhance the outlook for neighbouring properties and views into the proposal site.



Example of similar landscaping



Bowling Green elevation



Parking Courtyard elevation



Site plan



South Street elevation

Very low traffic generation

Retirement Living developments generate very low traffic – particularly when compared to open market housing or commercial uses which could occupy the proposal site. Furthermore, the limited traffic movements arising from Retirement Living accommodation do not conflict with peak traffic times.

Adequate car parking provision

McCarthy & Stone has extensive experience in providing appropriate car parking provision to cater for both residents and visitors. Car parking requirements for Retirement Living schemes differ from those required for open market housing, as occupiers of McCarthy & Stone Retirement Living developments tend to be in their late 70's and 80's. As a result there is limited demand for residents' car parking as most residents are either non car owners or are seeking to relinquish car ownership, hence the move to Retirement Living accommodation.

An attractive, landscaped car parking court would provide 22 spaces which would cater for residents, staff and visitors.