



McCarthy & Stone

Specialist developers
of retirement homes

Welcome

Community consultation is extremely important to McCarthy & Stone Retirement Lifestyles Ltd. (McCarthy & Stone), and as such, we welcome your comments on the draft plans being discussed today. Your views will be considered prior to a formal planning application being made to the Council early next year.

Thank you for your time.

About McCarthy & Stone

Most people would like to live in their own homes throughout their lives. Unfortunately, it can become an uphill struggle to maintain a much-loved family home and garden, so choices need to be made to find a smaller home that continues to provide independence.

All McCarthy & Stone developments are specifically designed to provide specialised housing accommodation for the elderly. The privately owned apartments are occupied by people over 60 years, or in the case of a couple, one of the occupants needs to be over the age of 60 years and the other over the age of 55 years. Typically, the average age on entry is 78.

All McCarthy & Stone retirement living developments feature:

- High standards of design, construction and finishes;
- Friendly staff; and the sense of community that residents build up among themselves;
- A residents' lounge and other communal facilities;
- Attractive communal gardens;
- House manager;
- Secure entry systems;
- Guest accommodation.

A key feature is independence with choice

McCarthy & Stone residents enjoy independence, safe in the knowledge that help is never far away if required. Residents of McCarthy & Stone developments have their own front doors and privacy just as they did in their last family homes. They are free to join in community activities or to pursue their own interests as they please, knowing that they need not be alone when they want company.





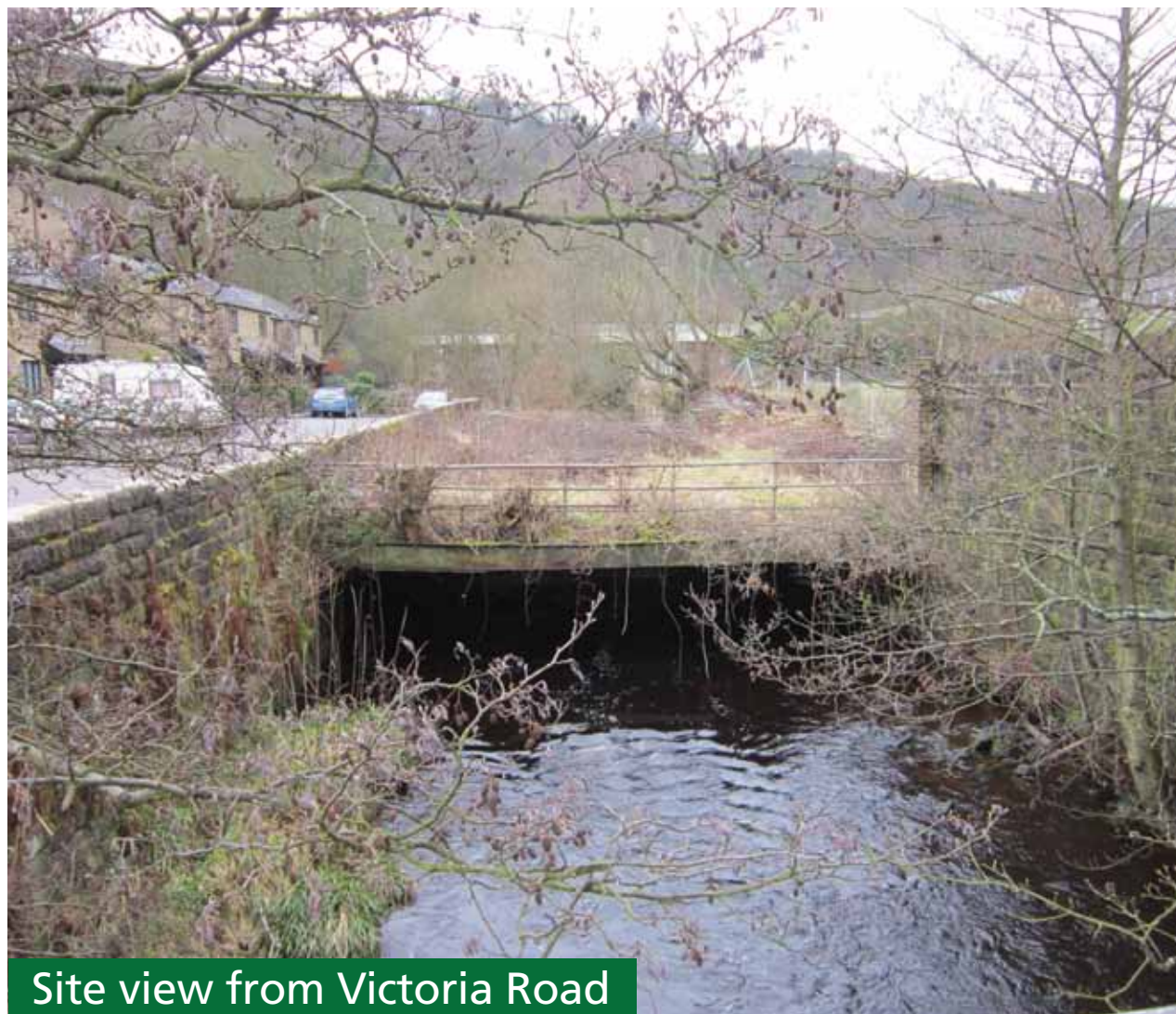
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Background to the site

The site

- McCarthy & Stone is proposing to redevelop the site of the former Hanging Royd Mill and Victoria Works, Victoria Road Hebden bridge.
- The site was previously granted detailed planning consent for a residential development incorporating live / work units.
- The development will look to complement the surrounding buildings and respect the local area.
- The scheme would be enhanced by new ornamental tree and shrub planting along Victoria Road and new planting of native species adjacent to Hebden Water.



Site view from Victoria Road



Site view looking South East



Site view looking North West



Aerial view of the site



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The Proposal

McCarthy & Stone's plans propose the introduction of around 35 high-quality new retirement apartments, incorporating a mix of one and two bedroom units alongside facilities which form the heart of the development including a residents' lounge and office for the house manager. Overall, the proposal would offer the following local benefits:

- Much needed specialist retirement housing provided for local people.
- Sustainable location, close to public transport links, shops and services.
- Attractive high-quality design which nestles within the surrounding locality and contributes positively to the surrounding properties.
- Support for the local economy.
- Low levels of traffic generation.
- Efficient use of a vacant brownfield site.
- 17 private car parking spaces on-site for residents and visitors.
- A residents' seating area facing the river including a buffer of native species reflective of river edge habitats.



Site plan



South facing view

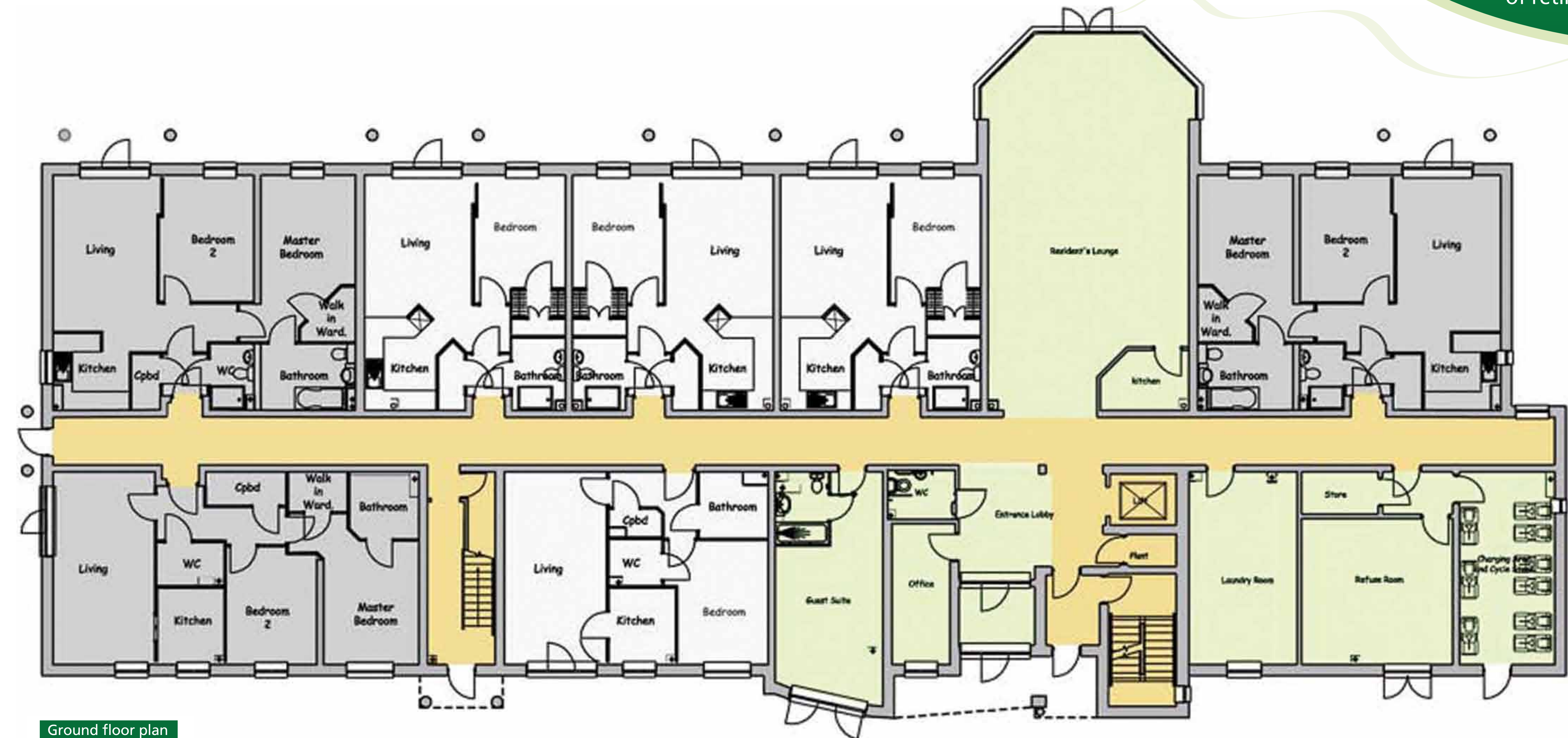


North facing view

Proposed Design

The plans propose:

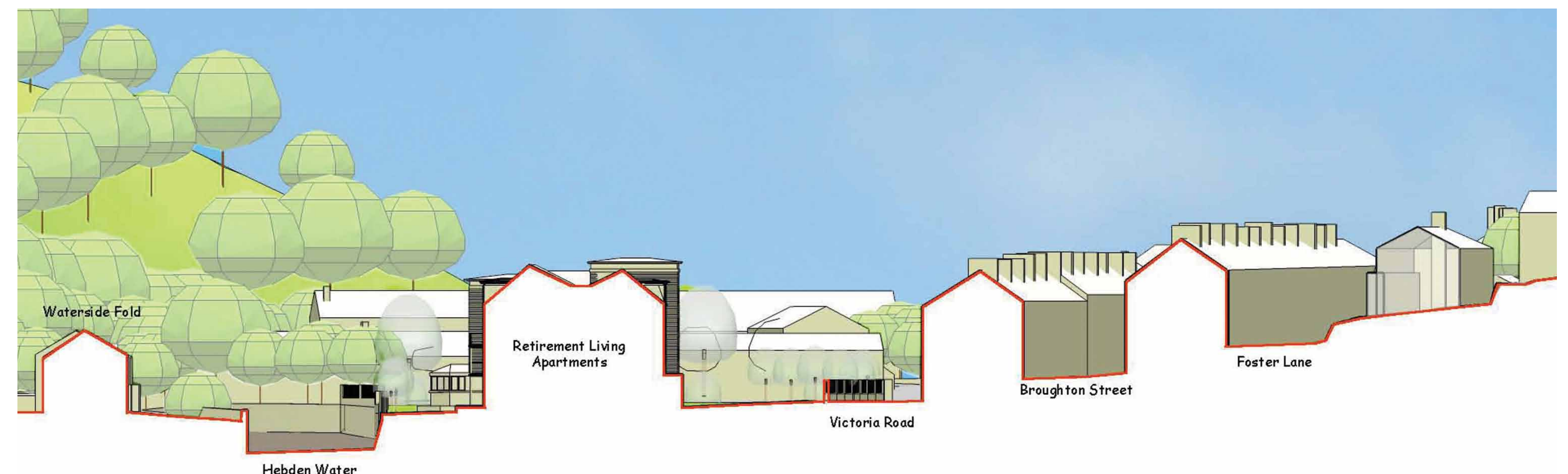
- The introduction of around 35 high-quality new retirement apartments, incorporating a mix of one and two bedroom units.
- Additional facilities which would form the communal heart of the development including a residents' lounge and office for the house manager.
- Apartments designed to accommodate the needs of older people.
- Seating areas around the development will create an attractive outlook for residents.
- The materials used will be sympathetic to the area and complement the local vernacular.
- The development will respect surrounding roofscapes and neighbouring properties.
- The site will be accessed from Victoria Road which will be carefully designed to provide safe access and good visibility. There will be no other vehicular access points.
- A shoppers' entrance will be included with access from Victoria Road.



Ground floor plan



Elevation to Hebden Water



North East / South West site section



Victoria Road Elevation



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Existing McCarthy & Stone developments



Inside a McCarthy & Stone development



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McCarthy & Stone developments offer older residents independent living, with additional assistance when they need it.

- Schemes are designed to 'Lifetime Homes' standards, with step free access throughout the building and all apartments adaptable for wheelchair use;
- Schemes have a minimum age restriction of 60 for a single person and 55 for a second person or partner living in the same apartment, however:
- The average age of residents in McCarthy & Stone developments is 78;
- High standards of design, construction and finishes;
- Friendly staff; and the sense of community that residents build up among themselves;
- A residents' lounge and other communal facilities;
- Attractive communal gardens;
- House manager;
- Secure entry systems;
- Guest accommodation.



Typical layout of one bed apartment



Typical layout of two bed apartment



Bedroom



Bathroom



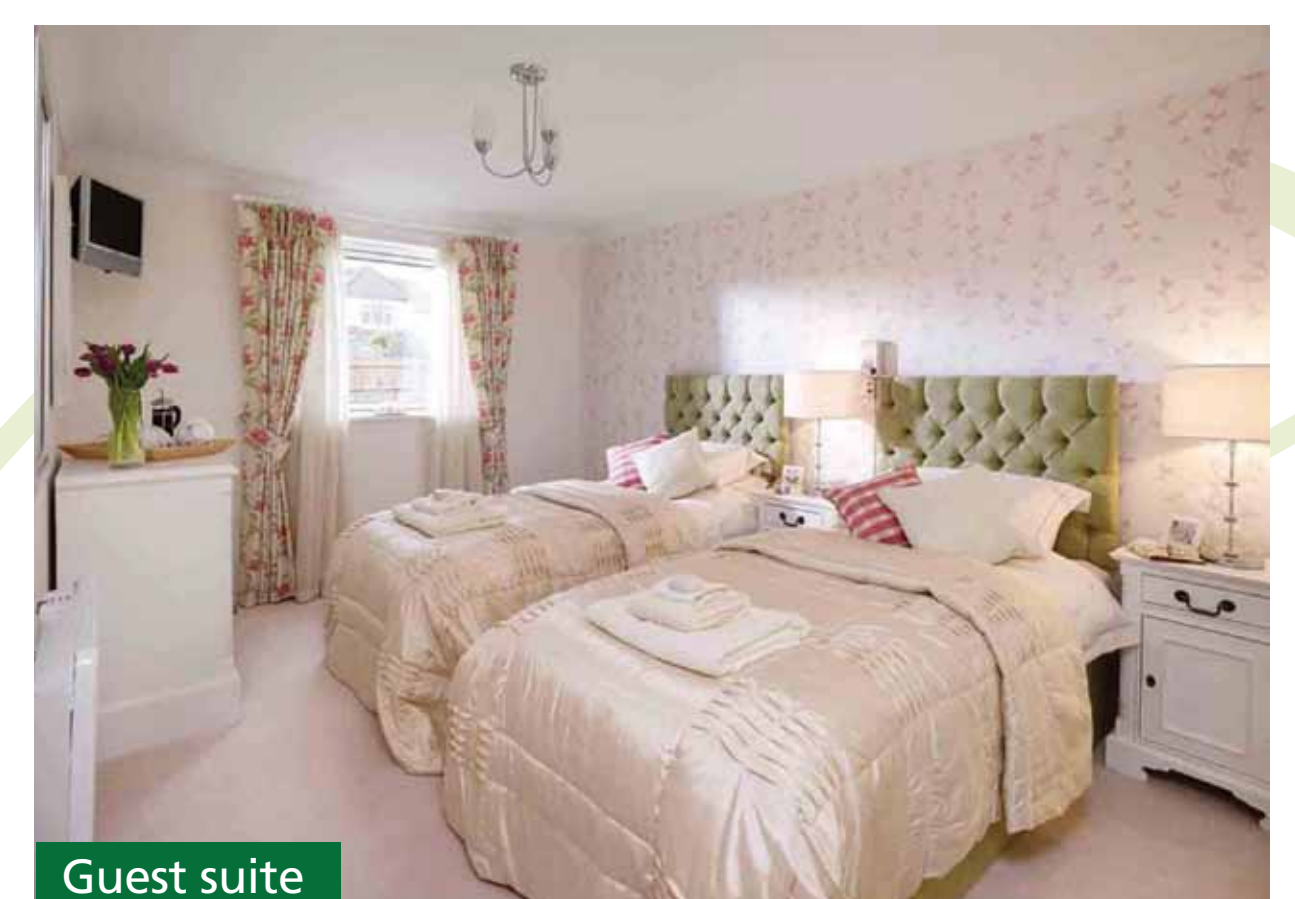
Kitchen



Residents lounge



Lounge



Guest suite



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Traffic

McCarthy & Stone developments generate low traffic movements compared to general market housing.

Residents tend not to be car owners, hence the move to retirement housing in an accessible location. Those few residents who do own a car tend not to use a car in peak hours, nor need to use a car on a day to day basis due to the locations chosen, which are always within walking distances to local shops and services.



The local economy

The development would also benefit the local area economically:

One in three McCarthy & Stone residents walk to the local shops each day;

- 45% of current residents buy the bulk of their shopping within a 1 mile radius;
- 62% of retirement living housing residents prefer to shop at local centres rather than large town centres.



Environment/ sustainability

McCarthy & Stone is committed to developing sustainable schemes.

All schemes have high standard insulation, energy efficient appliances and are generally situated close to local amenities / public transport links, keeping the carbon footprint of our residents low.

With the Government recently issuing guidelines for the creation of sustainable homes, set against a number of ratings, McCarthy & Stone will be working hard to achieve a scheme that seeks to significantly reduce carbon emissions.



Parking

Future residents are unlikely to use their own car, but an appropriate level of parking spaces would be provided on site.

Residents tend not to use a vehicle due to the central location of the developments, most residents find they are able to walk to nearby facilities or make use of nearby bus services. As a result even those residents that do own a car tend to relinquish the burden of car ownership once they have opted to move to specialist retirement housing.

The parking area will have spaces for visitors reducing the impact of parking on local roads. The number of spaces provided would reflect parking demand experienced by previous McCarthy & Stone schemes in the surrounding areas.





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Next steps

We hope that you found this exhibition helpful and we look forward to receiving your comments.

The next steps for the team will be to review all the feedback from the local community and other interested parties. Following this and further discussions with the council, we will develop the proposals taking into account local comments.

We will ensure that the local community remains informed and updated on the progress of the proposals.

Should you have any further questions or comments over the coming weeks, we would be pleased to hear from you.



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Feedback form

Let us know what you think

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

Do you have any comments on the design and layout of the proposals?

Do you have any general comments about the proposals?

Name:

Address:

Postcode:

Email:

Telephone:

☐ Please keep me informed of changes to this application



Shrewsbury, Pengwern



Stephenson Court, Chesterfield



Blackhall Croft, Kendal



Cwrt Bryn Coed, Colwyn Bay East

Thank you again for your interest.

Freephone information line -

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feedback@consultation-online.co.uk