



LANCASTER CITY COUNCIL

Promoting City, Coast & Countryside

Cabinet

Tuesday, 5 November 2013

The following Appendix was received too late to be included on the main agenda for this meeting and was marked 'to follow'.

Agenda Item Number	Page	Title
7	1 - 56	CHATSWORTH GARDENS - OUTCOME OF DEVELOPER COMPETITION AND CONSIDERATION OF THE PRIVATE SECTOR LED PROPOSAL - APPENDIX 2 –PLACE FIRST PROPOSAL SUMMARY

placefirst.

PROJECT: Chatsworth Gardens, Morecambe | DOCUMENT: Proposal Summary | DATE: October 2013

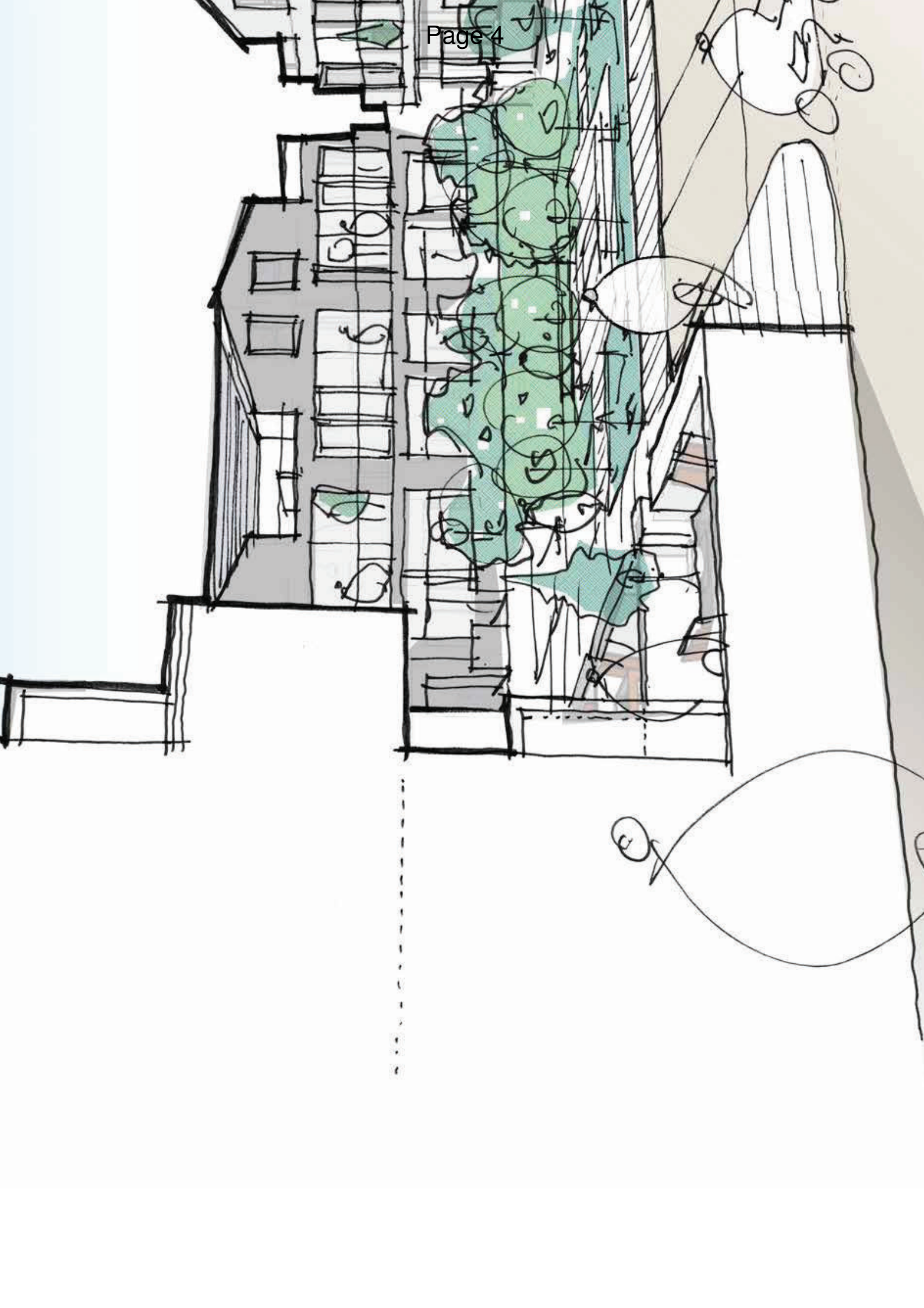
HOMES - ENERGY - ADVICE





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1. a shared vision for the west end





WOODNOOK ACCRINGTON | AUGUSTA STREET PRIOR TO REFURBISHMENT

a shared vision for the West End

We are genuinely excited about the opportunity to work with Lancaster City Council at Chatsworth Gardens; we have given this proposal considerable thought and believe our submission both compliments and adds a new dimension to the Council's vision. Together, we can deliver an exemplar project that establishes a 'game changer' for the wider West End neighbourhood.

To demonstrate this, we have used the Council's own set of objectives for the site to summarise our proposals.

1.1 ATTRACT FAMILIES AND LONG-TERM RESIDENTS...

We will remodel the properties to create a range of spacious 2, 3, and 4-bed homes that will appeal to a broad market demographic and, in particular, families.

Within the structural framework of the existing properties, we can deliver a mix of houses, apartments, and maisonettes. Each unit will have either a private garden space or a generous balcony, and all units will have access to a secure communal garden located at the heart of the development.

Space and storage is another key consideration for families and our units are exceed the HCA's minimum area requirements by 36 - 156%.

1.2 CREATE A MORE BALANCED COMMUNITY

The West End neighbourhood of Morecambe suffers from an imbalance in it's resident population, largely influenced by the high percentage (39%) of HMO's in the area which has resulted in an oversupply of single person accommodation.

Single people tend not to put down roots in a community in the same way a family will and, with this in mind, the majority of units will be larger two, three, and four bedroom homes.

1.3 REVERSE THE NEGATIVE PERCEPTION OF MORECAMBE'S WEST END...

Whilst working with large period buildings can bring its own unique set of challenges, it also brings an exciting opportunity to reinvent them and create a range of distinctive homes that will not be available anywhere else in the West End or the wider Morecambe conurbation.

We believe the combination of quality, distinctiveness, and affordability will have clear market appeal. In addition to this, our marketing campaign will also highlight the appeal of the wider neighbourhood including public realm improvements at Yorkshire Street, proximity to the beach and public parks, and the emerging Big Local initiative for the West End.

The physical scale of the Chatsworth Gardens project, in combination with recent and ongoing interventions in the West End can, if communicated in the right way, begin to change the negative perception of this heritage rich neighbourhood.

1.4 KICK-START PUBLIC/PRIVATE INVESTMENT IN THE AREA

Following the recession of 2008 and 2010's Comprehensive Spending Review, there has been a significant downturn in house completions and a risk averse culture across the majority of lending institutions. With the absence of large Government subsidies propping up urban regeneration projects, developers and lenders are tending to stay away from complex housing projects such as Chatsworth Gardens.

PlaceFirst's model focuses on long-term investment in communities and, as such, can deliver new homes where others currently cannot or will not. Delivery of Chatsworth Gardens will demonstrate to the market that thoughtful private sector investment, coupled effective neighbourhood stewardship and strong public support, can deliver quality homes with robust commercial returns.



WOODNOOK ACCRINGTON | AUGUSTA STREET FOLLOWING REFURBISHMENT

a shared vision for the West End

1.5 CREATE CONFIDENCE IN THE MARKET - DEMONSTRATOR PROJECT

Our proposals will drive an increase in confidence across the wider West End of Morecambe because:

- they will be delivered at a scale and with a level of impact that will be visibly noticeable across the Morecambe/Lancaster conurbation
- they will be delivered as part of a comprehensive investment programme that will refurbish and facelift all properties within the Chatsworth Gardens site area
- our proposals have a clear commitment to attracting and retaining families in the West End neighbourhood through the houstypes and management regime
- we will lift the profile of the site, the neighbourhood and the town through a clever and prominent PR & marketing campaign

All of these ingredients sit absolutely central to our business model and have already proven themselves to drive success elsewhere.

1.6 DELIVER QUALITY HOUSING TO HIGH ENVIRONMENTAL STANDARDS

We won't take a cosmetic approach to refurbishment and are committed to helping our customers reduce their household utility costs through a 'fabric first' approach.

As a responsible developer, it makes good business sense for us to ensure the refurbished properties are as energy efficient as we can feasibly make them; reduced household running costs will be another appealing feature of the development, and may sway potential customers who would otherwise not have considered the West End.

Our proposals for Chatsworth Gardens will exceed Decent Homes Standard and be assessed using BREEAM's Domestic Refurbishment

Assessment. This assessment tool was launched in 2012 and is widely accepted as the most comprehensive assessment of property refurbishment in the UK.

We adopt this approach on all of our refurbishment projects. As an example, the terraced properties we are refurbishing in Woodnook, Accrington demonstrate a 60% reduction in utility costs over the same unrefurbished property, and we anticipate a final BREEAM score between 'Very Good' and 'Excellent'.

1.7 ADDRESS CRIME AND SOCIAL CONDITIONS....

Where applicable, we will ensure our proposals meet Secured By Design.

We propose to introduce alley-gating to the development in order to create a safe environment for our customers. This will improve the security of the individual properties, provide some off-street parking, and establish a safe and welcoming environment for the communal garden spaces.

The design of our homes, coupled with our transparent rental policy, will be attractive to families who, typically, want to put down roots and become part of a local community. By reducing the number of HMO's and offering secure tenures, we believe our proposals can make a positive contribution to the overall reduction in crime and social issues.

As a long-term stakeholder in the community, we also wish to engage with and become a pro-active member of, local community groups and residents associations.



2. development proposal

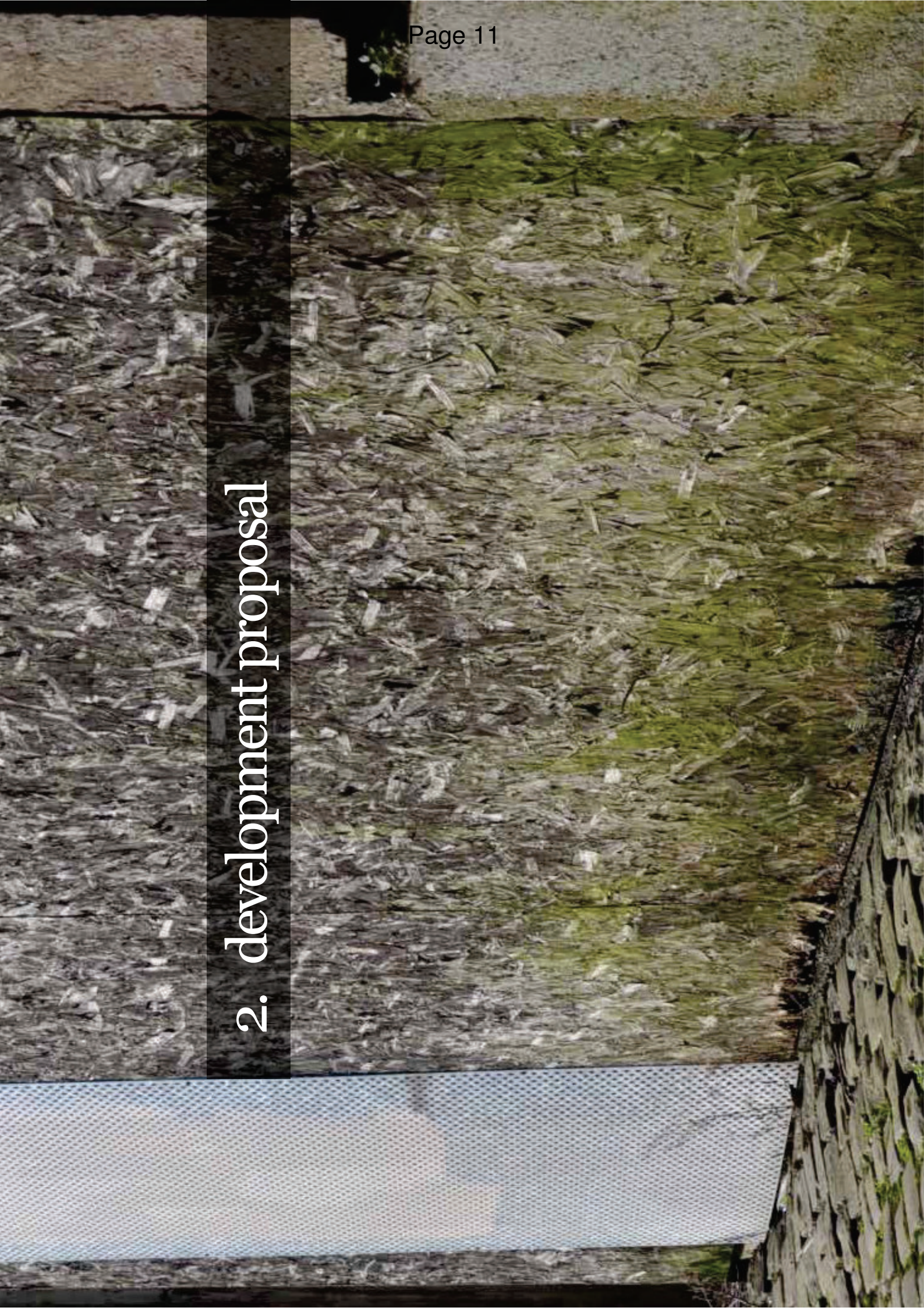




FIG.1 CHATSWORTH GARDENS | PROPOSED DEVELOPMENT MIX

development proposal

2.1 INTRODUCTION

We propose to create 93 new homes from the current 47 properties with the Council's current ownership.

Our development proposal does not assume the Council will or can acquire further properties at Chatsworth Gardens and, as the site plan opposite demonstrates, can work with or without further properties being acquired. However, to deliver a high quality development that will have genuine market appeal, we ask that the Council contribute to front and rear facelift works to the properties not acquired.

Our proposals are based on comprehensive remodelling of the properties and the rear yard/alley environment, to create a choice of 2, 3, and 4-bed units. We have created a range of typologies including townhouses, duplex apartments, and hybrid apartment/maisonettes.

All homes will benefit from a central communal courtyard garden, and most have generous private external space in the form of gardens, terraces and balconies, and the majority of homes will have their own front door.

Over the next few pages, we have set out our approach to remodelling the existing properties to deliver an exciting choice of residential typologies at Chatsworth Gardens. It should be noted that we have not included Balmoral Gardens within this submission, but feel our extensive and considered approach to each of the other streets forms a solid basis for working up the proposals in more detail.

2.2 CREATING CHOICE

Our proposed mix of homes, as illustrated opposite, proposes a diverse mix of 2, 3, and 4-bedroom family homes, establishing a total provision of 92 properties distributed as follows:

- 2 x 1-bed homes (existing aptment within leasehold building)
- 47 x 2-bed homes

- 34 x 3-bed homes
- 10 x 4-bed homes

2.3 PHASING

Our development programme assumes a start on site date of February 2014 and practical completion of February 2016. There will be two development phases. Phase one is forecast to complete in April 2015 and will include 47 units. Phase 2 will achieve practical completion at February 2016 and will include 46 units.

2.4 PUBLIC REALM

To compliment the new housing offer, and to establish a genuine step change in the perception of the area that will attract a wider market audience, we propose to improve the public realm through a series of interventions.

We believe the following interventions are required in order to enhance the overall streetscene and character of the refurbished properties.

- enhanced on-street car parking within a public realm-led urban design strategy
- new street planting
- alley gating across the development to create a safe and secure environment for families

2.5 NON-L.C.C. PROPERTIES

Our proposals can work with or without the properties not currently owned by the Council. To this end, we have included a sum for face-lifting works to the fronts and rears of the properties not under the Council's ownership.

In total we estimate the cost of these works to be £625,000.

Consultation and Feedback Form

Rev: 04/08/13 Date: 04/08/13

REFER TO SEPARATE DOCUMENT FOR A DETAILED LIST OF UNIT TYPES/CATEGORIES:

1005-1007-5001-Access/Commodities/Schedule

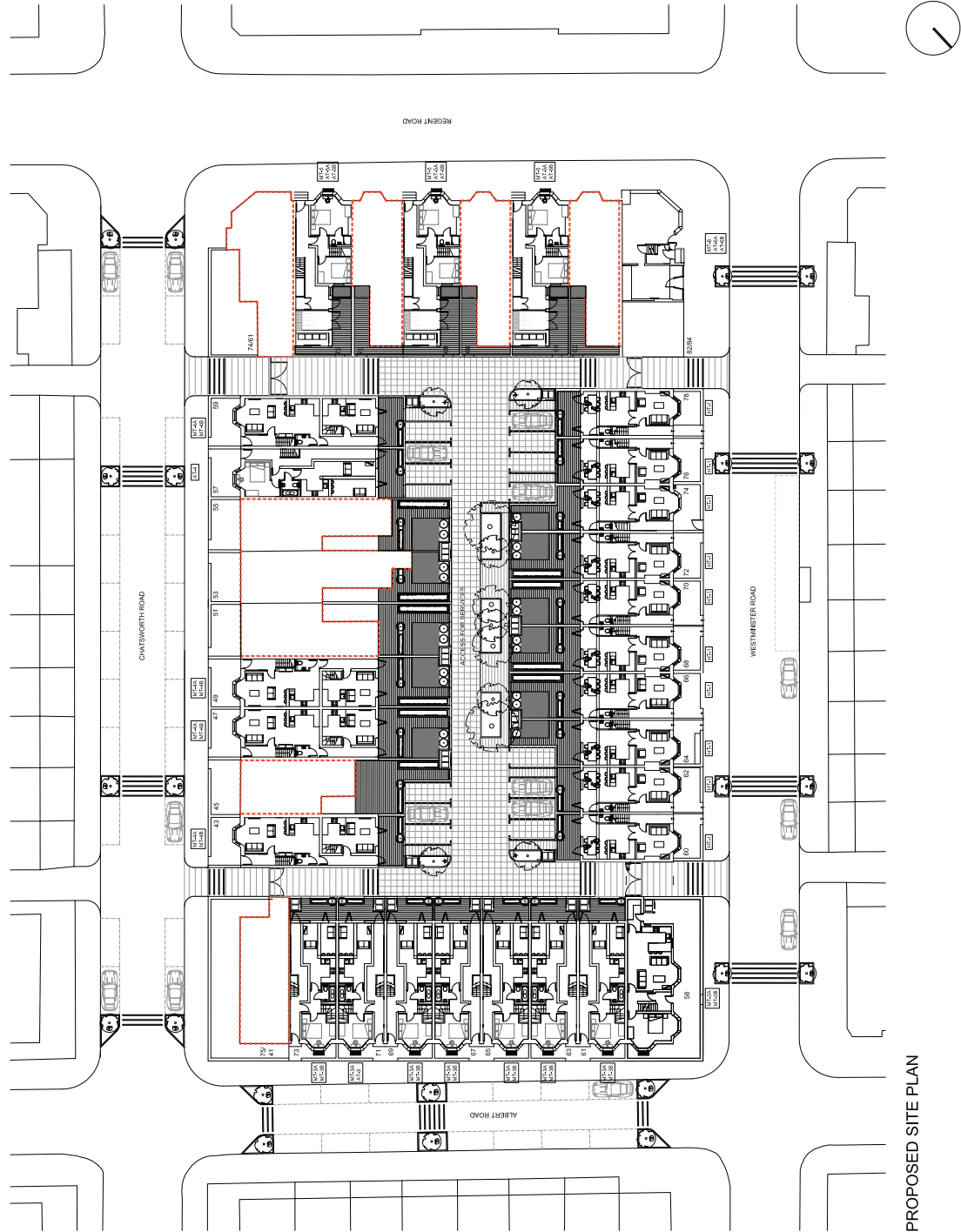
--- CHANGES SUBMITTED TO POLICED PROPERTIES

placefirst
 55th The Quadrant
 100 Westmoreland
 1005-1007-5001-Access/Commodities/Schedule

3. 01/16/13 4/2/13
 4. 01/16/13 4/2/13
 5. 01/16/13 4/2/13

Placefirst
 Project:
 Chatsworth Gardens, Morecambe
 Location:
 Proposed Site Plan
 Phase 1

Scale: 1:2000@A1 NB
 Date: 04.08.13



PROPOSED SITE PLAN

FIG.2 PROPOSED SITE PLAN - PHASE 1

2.6 CREATING VALUE

A central theme of our proposals is to create value through innovative remodelling of the properties and rear yard environment. We realise that the West End needs to provide a different offer, which is based on more than a high quality refurbishment.

At this stage of the West End's regeneration, flagship projects like this need to create their own value through distinctive placemaking and provision of attractive open spaces.

The central courtyard is a key feature of our proposals - a safe and secure garden environment will be an important factor for families considering moving to the area.

2.7 MY OWN FRONT DOOR

The majority of units, whether they be houses, apartments or maisonettes, have their own front door, not a shared lobby space. Those units without an entrance from the street will be accessed via the central communal space through remodelling of the buildings.

This approach has two main benefits:

- families prefer to access their home directly, not through shared lobbies and corridors. By having direct access, the home feels more like a house and less like an apartment
- activating the central communal space by having homes off it will encourage social interaction between neighbours and make the space feel safer and more welcoming. Urban design research demonstrates that the most successful and cherished spaces are those that people actually use - people are drawn to people



central communal courtyard garden



private terraces overlooking communal garden

private gardens overlooking communal garden

secure off-street parking

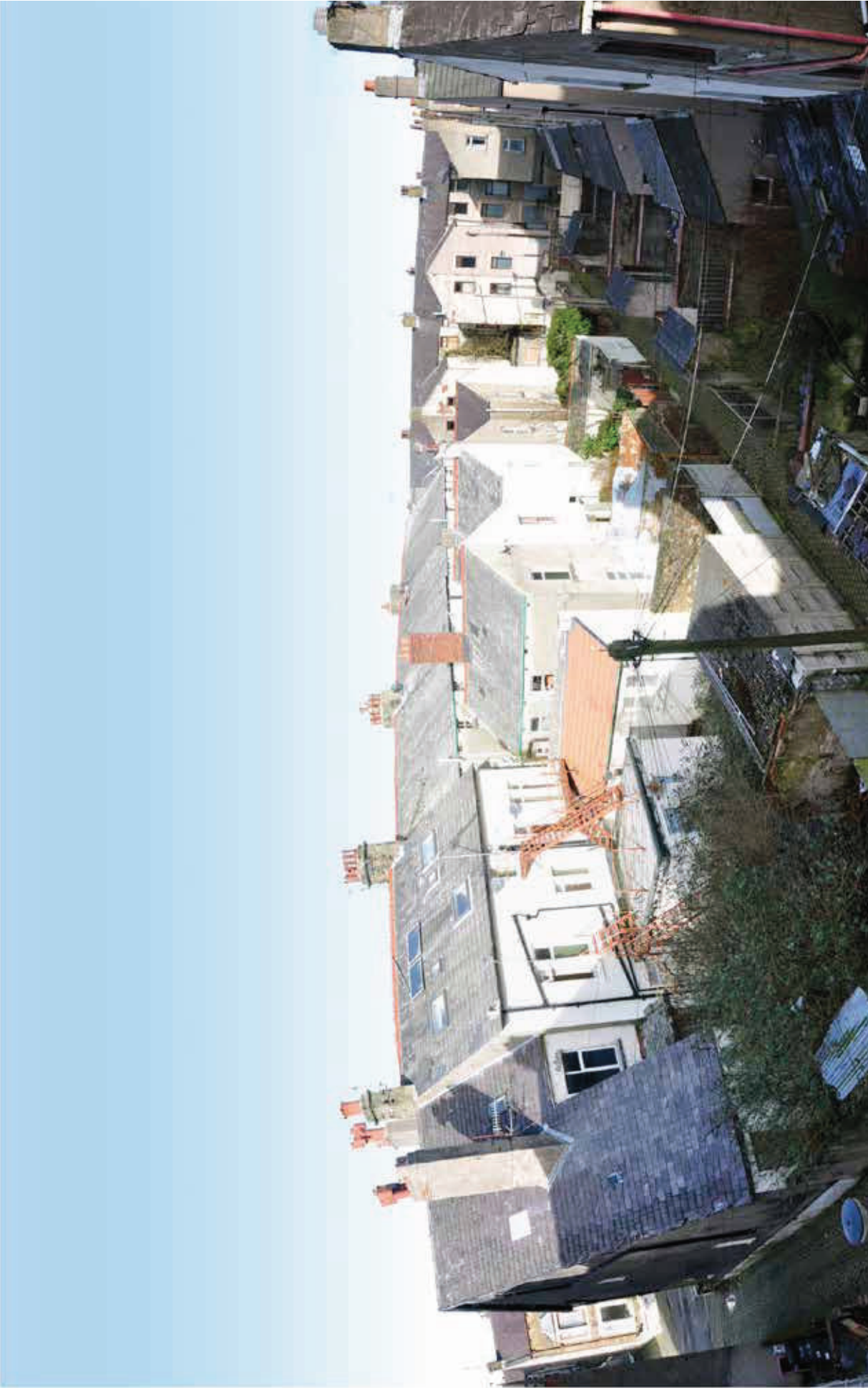


FIG.4 EXISTING REAR YARD ENVIRONMENT | OPPORTUNITY TO REMODEL AND CREATE VALUE



FIG.5 PROPOSED REAR YARD ENVIRONMENT | THE PHYSICAL AND SOCIAL HEART OF CHATSWORTH GARDENS



FIG.6 ALBERT ROAD (EXISTING) | TIRED PUBLIC REALM



FIG.7 ALBERT ROAD (PROPOSED) | INVESTMENT IN PUBLIC REALM AND BOUNDARY TREATMENTS



3. standard of refurbishment

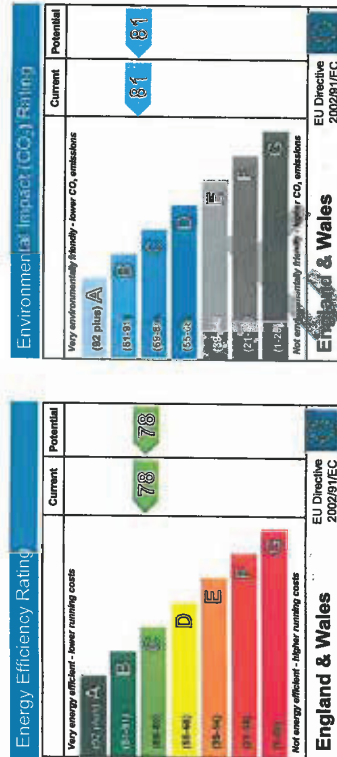


Energy Performance Certificate **SAP**

1, Hudson Street
ACCRINGTON
BB5 2HS

Dwelling type: End-terrace house
Date of assessment: 10 August 2012
Date of certificate: 8 November 2012
Reference number: SAP, new dwelling
Type of assessment: 68 m²
Total floor area:

This home's performance is rated in terms of the energy use per square metre of floor area, energy efficiency based on fuel costs and environmental impact based on carbon dioxide (CO₂) emissions.



The energy efficiency rating is a measure of the overall efficiency of a home. The higher the rating the more energy efficient the home is and the lower the fuel bills are likely to be.

The environmental impact rating is a measure of a home's impact on the environment in terms of carbon dioxide (CO₂) emissions. The higher the rating the less impact it has on the environment.

Estimated energy use, carbon dioxide (CO₂) emissions and fuel costs of this home

	Current	Potential
Energy use	123 kWh/m ² per year	123 kWh/m ² per year
Carbon dioxide emissions	1.6 tonnes per year	1.6 tonnes per year
Lighting	£44 per year	£44 per year
Heating	£286 per year	£286 per year
Hot water	£77 per year	£77 per year

The figures in the table above have been provided to enable prospective buyers and tenants to compare the fuel costs and carbon emissions of one home with another. To enable this comparison the figures have been calculated using standardised running conditions (heating periods, room temperatures, etc.) that are the same for all homes, consequently they are unlikely to match an occupier's actual fuel bills and carbon emissions in practice. The figures do not include the impacts of the fuels used for cooking or running appliances, such as TV, fridge etc.; nor do they reflect the costs associated with service, maintenance or safety inspections. Always check the certificate date because fuel prices can change over time and energy saving recommendations will evolve.

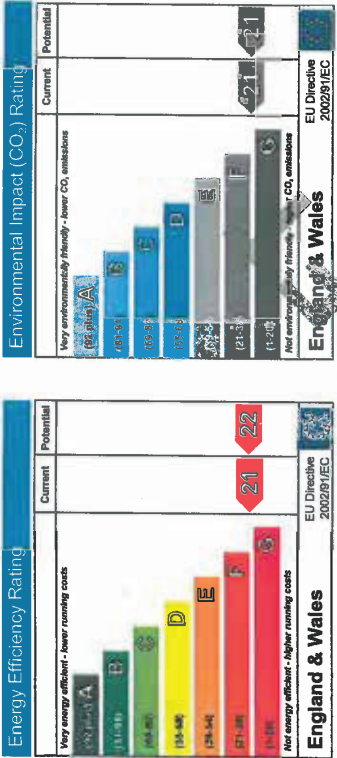


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Estimated energy use, carbon dioxide (CO₂) emissions and fuel costs of this home

	Current	Potential
Energy use	655 kWh/m ² per year	655 kWh/m ² per year
Carbon dioxide emissions	8.6 tonnes per year	8.6 tonnes per year
Lighting	£88 per year	£44 per year
Heating	£1399 per year	£1407 per year
Hot water	£151 per year	£151 per year

The figures in the table above have been provided to enable prospective buyers and tenants to compare the fuel costs and carbon emissions of one home with another. To enable this comparison the figures have been calculated using standardised running conditions (heating periods, room temperatures, etc.) that are the same for all homes, consequently they are unlikely to match an occupier's actual fuel bills and carbon emissions in practice. The figures do not include the impacts of the fuels used for cooking or running appliances, such as TV, fridge etc.; nor do they reflect the costs associated with service, maintenance or safety inspections. Always check the certificate date because fuel prices can change over time and energy saving recommendations will evolve.



FIG.8 WOODNOOK, ACCRINGTON | EXISTING AND REFURBISHED EPC CERTIFICATES (DRAFT)

standard of refurbishment

3.1 THERMAL ENVELOPE & ENERGY EFFICIENCY

We won't take a cosmetic approach to refurbishment, instead we are committed to an integrated approach that can help our customers reduce their household utility costs through a 'fabric first' approach with a clear focus on reducing heat loss and energy demand.

As a responsible landlord, it makes good business sense for us to ensure the refurbished properties are as energy efficient as we can make them; reduced household running costs will be appealing to potential customers, and this is particularly important in an area like the West End, which suffers from a negative external perception. Reduced household running costs, in a world of increasing energy costs, will also encourage our customers to stay with us for longer. This kind of approach is seldom adopted by private landlords - but it benefits us as a business, and benefits the wider community in reducing transience.

We adopt this approach on all of our refurbishment projects. As an example, the terraced properties we are refurbishing in Woodnook, Accrington demonstrate a 60% reduction in utility costs (see figure 4 opposite) over the same unrefurbished property, and we anticipate a final BREEAM Domestic Refurbishment score between 'Very Good' and 'Excellent'.

Our approach to energy efficient retrofit has recently been recognised at the Building Research Establishment's national empty homes conference where the project was used as an exemplar of best practice by both the BRE and Empty Homes, a national charity focussing on the sustainable re-use of empty buildings across the UK.

Our proposals for Chatsworth Gardens will adopt a similar approach and we will target a minimum BREEAM score of 'Very Good' with an aspiration to achieve 'Excellent'.



FIG.9 BRE EMPTY HOMES CONFERENCE 2013 | WOODNOOK CASE STUDY



4. chatsworth road remodeling





FIG.10 CHATSWORTH ROAD | 3-BED TOWNHOUSES & 2-BED MAISONNETTES

chatsworth road remodelling

4.1 INTRODUCTION

Using 50 Chatsworth Road as an example we have remodelled the prevailing archetype to provide two new homes within the original property.

The front of the property has been remodelled to provide a 3-bed, 3-storey townhouse accessed from the original Chatsworth Road entrance, whilst the rear of the property has been remodelled to create a 2-bed, 2-storey maisonette accessed from the central communal garden.

4.2 MORE SPACE...

Both units provide generous living accommodation over and above the HCA's Housing Quality Indicator minimum standards:

- 3-bed townhouse @ 98m²/1055 ft² - 72% increase on HCA minimum space standards
- 2-bed maisonette @ 72m²/775 ft² - 60% increase on HCA minimum space standards

4.3 OPEN SPACE...

We worked hard to create internal spaces that could make the most of the large windows and generous floor-to-ceiling heights, providing our customers with bright, airy spaces that are the complete opposite to the traditional Victorian layout of compartmentalised space. The internal spaces will feel bigger and

be filled with natural light, making the homes more attractive and energy efficient due to reduced reliance on artificial lighting.

We understand not everyone likes open plan spaces, so we have the option to introduce bi-folding doors to separate the kitchen/dining space from the main living space.

4.4 WARMER SPACE...

Every home will benefit from improvements in thermal performance through a range of measures including:

- internal dry lining insulation to the front elevation
- external insulated render to rear elevation
- high performance roof insulation
- new solid insulated ground floors
- new dry lining insulation to party walls
- LED lighting
- A-rated energy efficient gas central heating

4.5 OUTDOOR SPACE...

The 2-bed maisonette has a ground floor private terrace opening out onto the central communal garden – both units have access to this shared communal amenity.

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Location Key

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 Levenshaye
 Macclesfield
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 E: enquiries@placefirst.co.uk
 www.placefirst.co.uk

Client: Placefirst
 Project: Chatsworth Gardens, Morecambe
 Description: Maisonette Type 4A + 4B
 Proposed Floor Layouts
 Levels 01 + 02

Scale: PLANNING
 Issue: 1-500/03
 Drawn: NB
 Approved: MT4-01
 Date: SEP'13
 Revision:



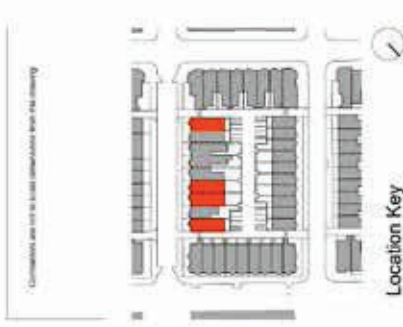
Level 0G



FIG.11 CHATSWORTH ROAD | PROPOSED LOWER GROUND & GROUND FLOOR LAYOUTS



Level 02



Location Key

Rev: Description Date

placefirst

1008 The Grange
Pine Wood Centre
Walsley Road
Barnsley
S70 2JG
t: 0114 244 4479
e: enquiries@placefirst.co.uk
www.placefirst.co.uk

Client: Placefirst
Project: Chatsworth Gardens, Morecambe
Description: Maisonette Type 4B
Proposed Floor Layouts
Level 02

Rev: PLANING
Rev: 1-SN/03 Date: SEP-13
Rev: 2-NB Date: Rev: 1055
Rev: 3-MT/02 Date: Rev: 1055



FIG.12 CHATSWORTH ROAD | PROPOSED SECOND FLOOR LAYOUT



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5. albert road remodelling

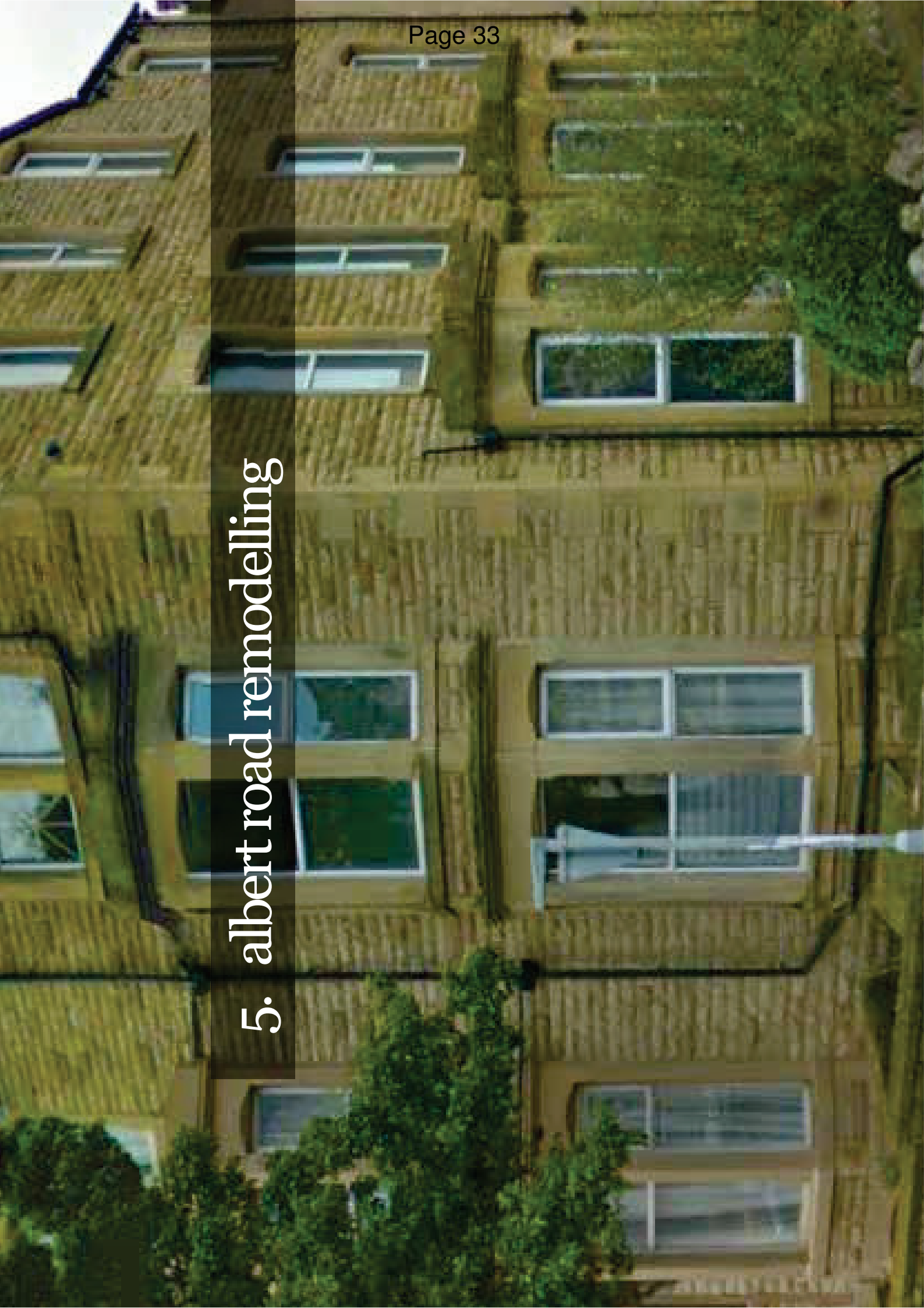




FIG.13 ALBERT ROAD | 3-BED MAISONNETTES & 2-BED MAISONNETTES

albert road remodelling

5.1 INTRODUCTION

Using 67 Albert Road as an example we have remodelled the prevailing archetype to provide two new homes within the original property.

The lower ground and ground floors of the property have been remodelled to provide a 2-bed, 2-storey maisonette accessed from the central communal garden, whilst the first and second floors of the property have been remodelled to create a 3-bed, 2-storey maisonette accessed from the original Albert Road entrance.

5.2 MORE SPACE...

Both units provide generous living accommodation over and above the HCA's Housing Quality Indicator minimum standards:

- 3-bed maisonette @ 105m²/1130 ft² - 84% increase on HCA minimum space standards
- 2-bed maisonette @ 72m²/775 ft² - 60% increase on HCA minimum space standards

5.3 OPEN SPACE...

We worked hard to create internal spaces that could make the most of the large windows and generous floor-to-ceiling heights, providing our customers with bright, airy spaces that are the complete opposite to the traditional Victorian layout of compartmentalised space. The internal spaces will feel bigger and

be filled with natural light, making the homes more attractive and energy efficient due to reduced reliance on artificial lighting.

Not every space wants to be open, so we have provided generous utility rooms which will be plumbed for washing machines and will provide plenty of storage space.

5.4 WARMER SPACE...

Every home will benefit from improvements in thermal performance through a range of measures including:

- internal dry lining insulation to the front elevation
- external insulated render to rear elevation
- high performance roof insulation
- new solid insulated ground floors
- new dry lining insulation to party walls
- LED lighting
- A-rated energy efficient gas central heating

5.5 OUTDOOR SPACE...

The 2-bed maisonette has a ground floor private terrace opening out onto the central communal garden, whilst the 3-bed maisonette benefits from two private terraces from the open plan living room and bedroom 3. All spaces overlook the central communal garden.

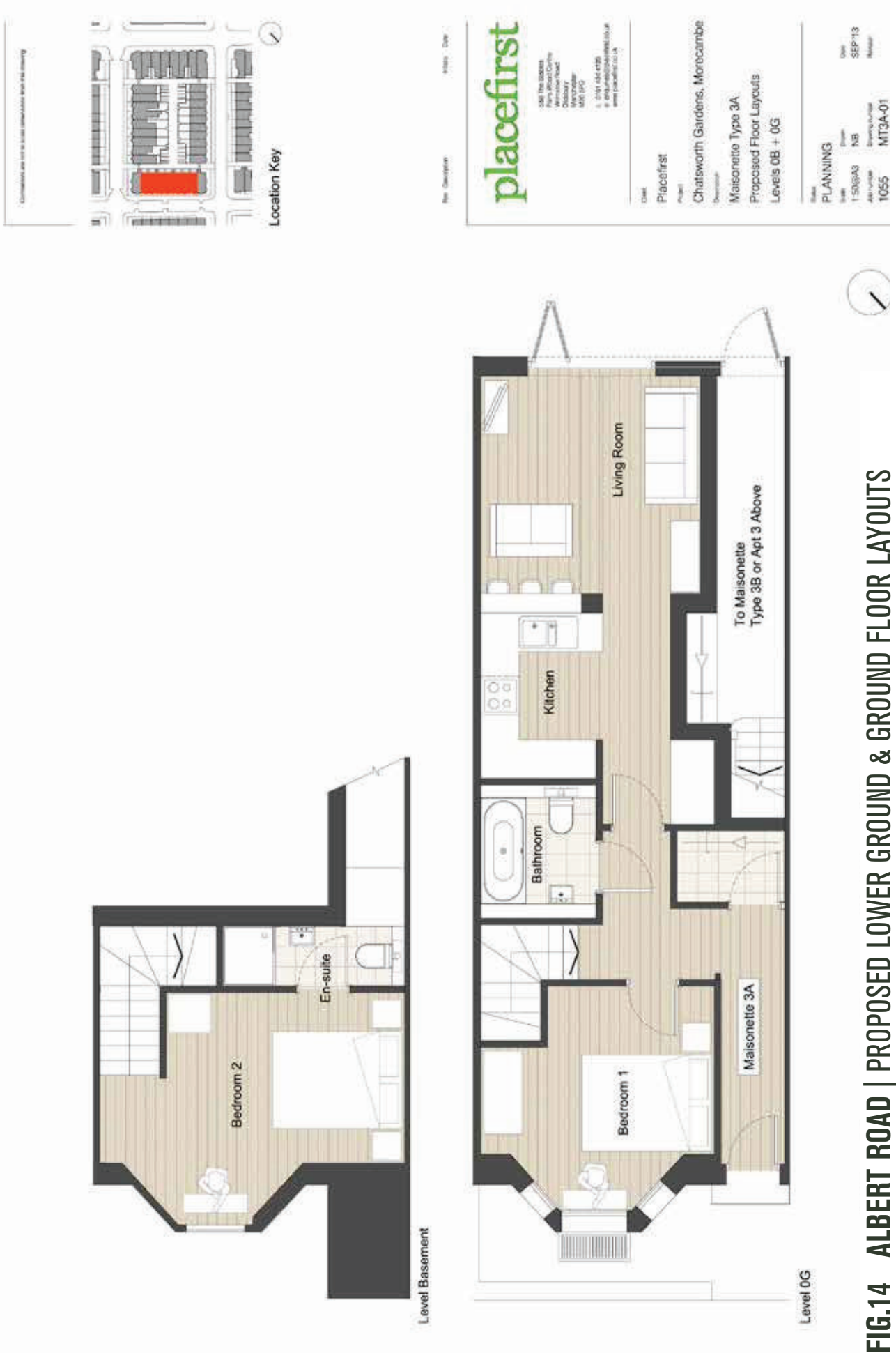


FIG.14 ALBERT ROAD | PROPOSED LOWER GROUND & GROUND FLOOR LAYOUTS



FIG.15 ALBERT ROAD | PROPOSED FIRST & SECOND FLOOR LAYOUTS



6. westminster road remodelling

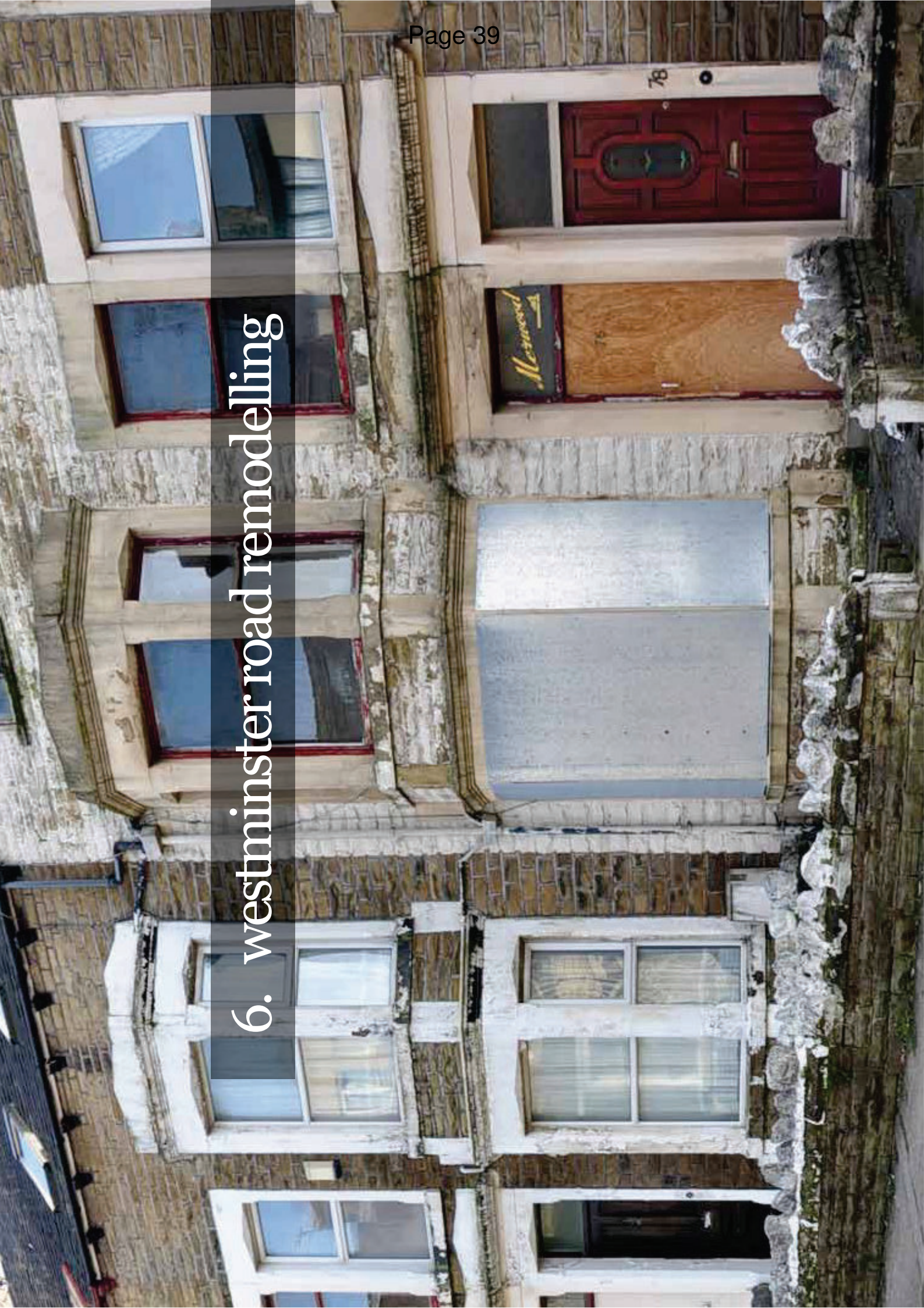




FIG.16 WESTMINSTER ROAD | 4-BED TOWNHOUSES

westminster road remodelling

6.1 INTRODUCTION

Using 74 Westminster Road as an example we have remodelled the prevailing archetype to create a large family home with increased private garden space.

We plan to remove the rear outriggers and remodel the remaining space to create a contemporary townhouse.

6.2 MORE SPACE...

The 4-bed townhouse provides generous living accommodation over and above the HCA's Housing Quality Indicator minimum standards:

- 4-bed townhouse @ 102m²/1098 ft² - 52% increase on HCA minimum space standards

6.3 OPEN SPACE...

We worked hard to create internal spaces that could make the most of the large windows and generous floor-to-ceiling heights, providing our customers with bright, airy spaces that are the complete opposite to the traditional Victorian layout of compartmentalised space. The internal spaces will feel bigger and be filled with natural light, making the homes more attractive and energy efficient due to reduced reliance on artificial lighting.

We understand not everyone likes open plan spaces, so we have the option to introduce bi-folding doors to separate the kitchen/dining space from the main living space.

6.4 WARMER SPACE...

Every home will benefit from improvements in thermal performance through a range of measures including:

- internal dry lining insulation to the front elevation
- external insulated render to rear elevation
- high performance roof insulation
- new solid insulated ground floors
- new dry lining insulation to party walls
- LED lighting
- A-rated energy efficient gas central heating

6.5 OUTDOOR SPACE...

The 4-bed townhouse has its own garden space to provide plenty of space for growing families. The garden will overlook and have access to the central communal garden.



FIG.17 WESTMINSTER ROAD | PROPOSED ELEVATIONAL TREATMENT



FIG.18 WESTMINSTER ROAD | PROPOSED GROUND, FIRST, AND SECOND FLOOR LAYOUTS



7. regent road remodelling





FIG.19 REGENT ROAD | 3-BED & 2 X 2 2-BED APARTMENTS

regent road remodelling

7.1 INTRODUCTION

Using 86 Regent Road as an example we have remodelled the prevailing archetype to provide three new homes within the original property.

The lower ground and ground floors of the property have been remodelled to provide a 2-bed, 2-storey maisonette accessed from the central communal garden. The first and second floors of the property have been remodelled to create a 3-bed, 2-storey maisonette accessed from the original Albert Road entrance. The third floor of the property has been remodelled to provide a 2-bed single storey apartment accessed from the Albert Road entrance shared with the 3-bed apartment below.

7.2 MORE SPACE...

Both units provide generous living accommodation over and above the HCA's Housing Quality Indicator minimum standards:

- 3-bed apartment @ 128m²/1378 ft² - 125% increase on HCA minimum space standards
- 2-bed (duplex) apartment @ 115m²/1238 ft² - 156% increase on HCA minimum space standards
- 2-bed apartment @ 61m²/657 ft² - 36% increase on HCA minimum space standards

7.3 OPEN SPACE...

We worked hard to create internal spaces that could make the most of the large windows and generous floor-to-ceiling heights, providing our customers with bright, airy spaces that are the complete opposite to the traditional Victorian layout of compartmentalised space. The internal spaces will feel bigger and

be filled with natural light, making the homes more attractive and energy efficient due to reduced reliance on artificial lighting.

A distinctive feature of the 2 & 3-bed duplex apartments is a galleried living space which gives the dining kitchen below a double height ceiling.

Not every space wants to be open, so we have provided generous utility rooms which will be plumbed for washing machines and will provide plenty of storage space.

7.4 WARMER SPACE...

Every home will benefit from improvements in thermal performance through a range of measures including:

- internal dry lining insulation to the front elevation
- external insulated render to rear elevation
- high performance roof insulation
- new solid insulated ground floors
- new dry lining insulation to party walls
- LED lighting
- A-rated energy efficient gas central heating

7.5 OUTDOOR SPACE...

The 2-bed lower ground/ground floor apartment has a private terrace opening out onto the central communal garden, whilst the 3-bed apartment above has private terraces on both floors. All terraces overlook the central communal garden.



FIG.20 REGENT ROAD | PROPOSED GROUND & FIRST FLOOR FLOOR LAYOUTS



placefirst

15M The Square
Pine Wood Centre
Worcester Road
Redditch
Worcestershire
B97 5PG
t: 01827 424 475
e: enquiries@placefirst.co.uk
www.placefirst.co.uk

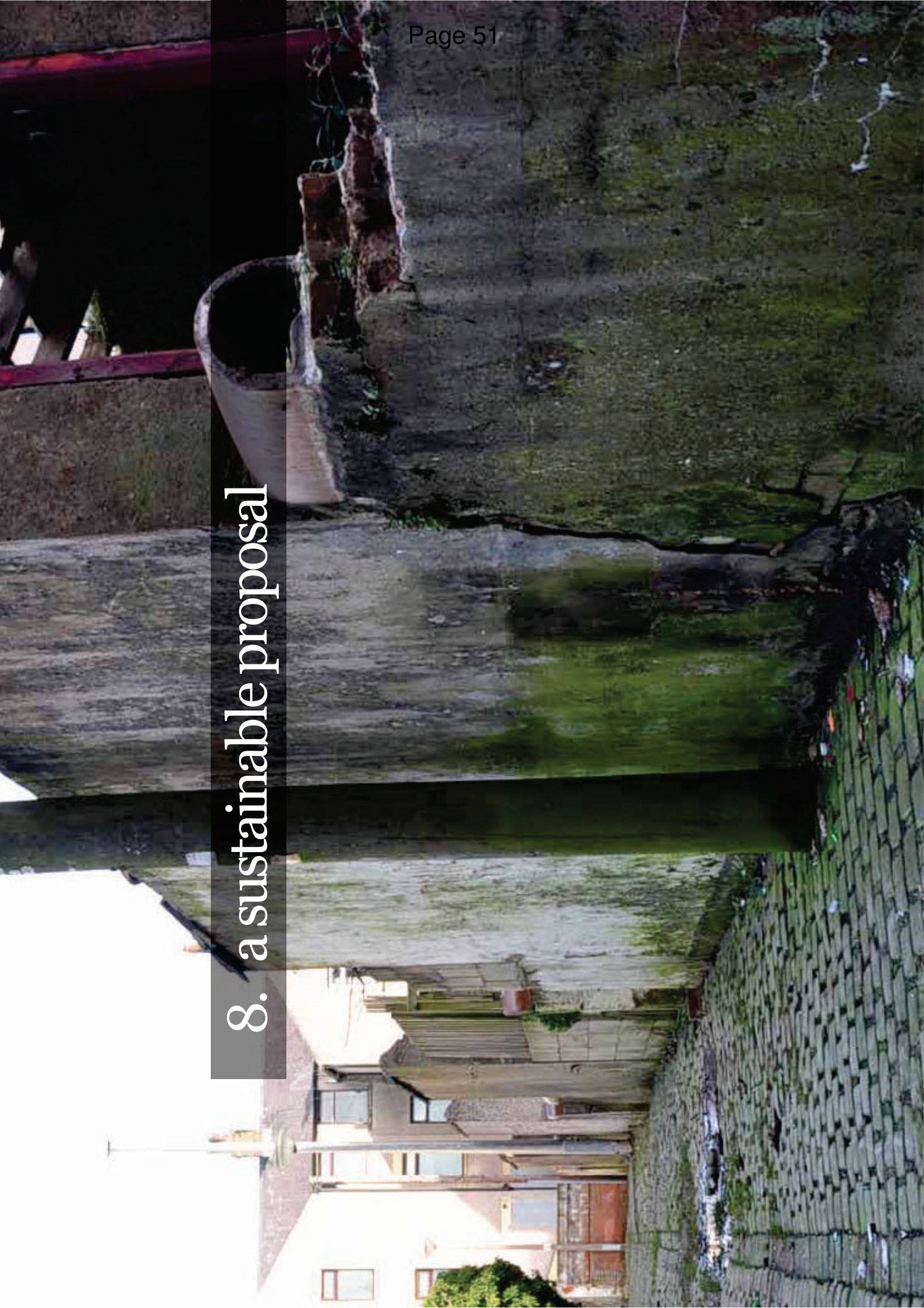
Client: Placefirst
Project: Chatsworth Gardens, Morecambe
Description: Apartment Type 5A + 5B
Proposed Floor Layouts
Levels 02 + 03

Ref: PLANNING
1-508/03
1055
Date: SEP-13
NB
System Number
ATS-02

FIG.21 REGENT ROAD | PROPOSED SECOND & THIRD FLOOR FLOOR LAYOUTS



8. a sustainable proposal





Our work this week....

Stories from other cultures

OUR READING LADDER

WOODNOOK ACCRINGTON | WORKING WITH LOCAL PRIMARY SCHOOL ON LOCAL IMPACT OF EMPTY HOMES

a sustainable proposal

The preceding sections of our proposal should demonstrate conclusively that, in every aspect, our scheme is a sustainable one. Not only are we proposing to invest in a comprehensive refurbishment programme with a clear focus on energy efficiency, our investment strategy is based on long-term retention of the refurbished properties, establishing the Partners a key stakeholders in the neighbourhood which, in itself, promotes a sustainable development model for Chatsworth Gardens.

As long term investors in the area, we must look at ourselves not as traditional property developers but, instead, as active and committed local stakeholders. Looking at ourselves as a stakeholder makes absolute business sense to us. By engaging in local neighbourhood management, by working with and alongside local residents and businesses, by acting as a responsible and ethical local landlord, we ensure that our voids are kept to a minimum, our customers retain tenancies for longer, and our reputation as an effective, high quality landlord increases. These are not hollow words and are integral to a clear and coherent long-term business strategy.

Examples of this approach will include:

8.1 WORKING WITH AND ALONGSIDE THE RESIDENT ASSOCIATIONS

We understand there are active community groups within the West End of Morecambe, and welcome the opportunity share our proposals with such groups should we be selected as the Council's preferred developer. As a key stakeholder in the area, we would expect to regularly attend meetings of the group and become active members.

We have adopted similar approaches at Woodhook and Walton Street and this has proved invaluable in terms of community understanding and support for the project. Through such forums we have developed excellent relationships with key local opinion formers, community champions and local councillors.

We have been widely welcomed as neighbours and we are in regular communication via monthly newsletters that inform people of our plans as well as one off events to celebrate our work and the progress being made. We have done these things as part of a deliberate strategy to build confidence in the area and to ensure that the reputation of the neighbourhood improves and therefore the value of our investment is enhanced.

8.2 LOCAL NEIGHBOURHOOD MANAGEMENT

Unlike other traditional property developers we actually employ our own neighbourhood management staff. Our staff work to ensure that local residents have someone outside of the Council to talk to and can communicate concerns to. They also act as our 'eyes and ears' on the ground – making sure that local services are being properly and effectively delivered; that any incidence of crime and antisocial behaviour are addressed swiftly; and that our customers are being respectful and responsible members of the local community.

We would like to explore a similar model with the Council at Chatsworth Gardens.



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8.3 A LOCAL STEP CHANGE

An indirect benefit of our proposed investment at Chatsworth Gardens will be the confidence it builds in the local community.

There is little reason to invest in your own property if the area you live in is blighted by empty homes and poorly managed private rented property. By tackling a large concentration of empty properties and introducing new families to the area, owners of properties in neighbouring streets may be more likely to undertake improvements to their own properties once they can see the 'status quo' has been broken. Moreover, owing to the fact that a key part of our investment will be in improving perceptions of and attitudes towards the area, we would hope that our scheme also leads to an uplift in local property values.

8.4 POSITIVE PR

A key strength of ours is ensuring that PR and marketing opportunities that promote the area in a positive light are maximised. We have used this to great effect elsewhere and would apply the same level of resource and effort at Chatsworth Gardens. Good PR helps to build local confidence, creates a sense of momentum and reinforces local civic pride.

We will use key milestones in the development programme to gain media attention – nationally and locally – and will ensure the local community are engaged in all planned promotional events. An example of this will be a Chatsworth Gardens street party at the launch of our show home.

8.5 NEIGHBOURHOOD ENERGY EFFICIENCY

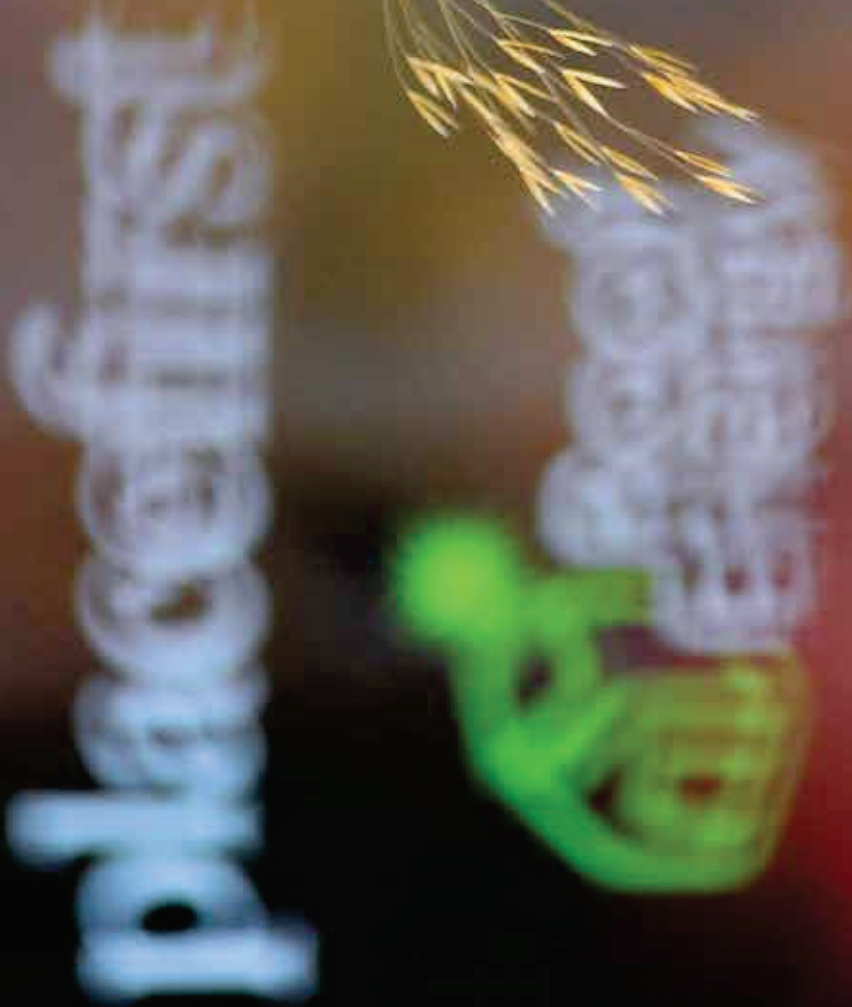
As part of the Energy Company Obligation (ECO), we are in continued dialogue with a number of energy utility companies.

In Woodhook, we are working on a neighbourhood-wide strategy that proposes to deliver a range of free energy efficiency measures to domestic properties across the area. Interventions range from solid wall insulation to new energy efficient boilers.

All interventions will be facilitated by PlaceFirst and ensure benefits of our investment in empty homes is shared across the wider community. We will apply precisely the same approach at Chatsworth Gardens and ensure local citizens and home owners get the opportunity to access our supply chains and expertise whilst we are working locally.

We propose to work with the Council to promote such an initiative across the West End neighbourhood.

PlaceFirst has its own energy asset business which is focussed on delivering innovative energy solutions such as solar PV, CHP, and district heating. We will explore similar opportunities for Chatsworth Gardens as part of a detailed design process.



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