INTRODUCTION

Potton, alongside developer partner Godwin Developments, propose to develop land off Park Lane, Stonely, for residential use. Godwin Developments will provide 8 fully serviced plots on the site for purchasers to self-build individually designed home using build systems provided by Potton.

Governed by the outline designs and vision of the Design Guide the houses can be tailored to meet individual budgets, design requirements and specification. The process offers a choice of build systems and build routes and provides an opportunity to increase equity, lowering risk whilst enabling the purchaser to build their style of home, tailored to their needs and not those of a conventional developer.

Having satisfied the requirements of the Authority’s Register as part of the Self Build and Custom Housebuilding Act, Plot Purchasers will be able to customise and construct their own Potton home.

Potton offer a full Design and Planning service to plot purchasers to enable the creation of a dwelling design based on their specific requirements, taking into account the Design guide as referred to within the Outline Planning Approval and any relevant Condition contained within the Approval.
Potton are part of the Kingspan Group plc and specialise in the design and construction of timber framed homes for the custom build and self-build markets, for people who want to have a say in the design of their home. The company was founded in 1964 and became part of the Kingspan Group in 2006. To date, Potton have built some 6,000 homes and have a database of over 50,000 people who have registered an interest in building a Potton home.

Potton will assist in the design and planning of your home and will supply the KTS insulated timber frame system, together with doors and windows, and more if required.
As of April 1st 2016, each relevant authority must keep a public register of individuals and associations who are seeking to acquire serviced plots of land in order to build houses to occupy as homes. Custom build brings an individual wanting to self-build a site for development, providing they have the necessary skills, experience and financial resources.

Custom build provides an opportunity to reduce risk by increasing likely equity, thereby maximising economic opportunities for perspective home owners. It also enable customers to build a style of home that is:

- Tailored to their budget
- Designed by them or for them
- Constructed to their specification
- Built by them or for them

CUSTOM BUILD HOME: For Potton, custom build is a one-of-a-kind home, designed for a specific client and location. Custom build plots are typically fully serviced and the process tends to offer a choice of build systems and build routes with a range of support services.

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Custom Build - Someone other than an individual wanting to self-build brings forward a site for development.
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The site will consist of serviced plots provided with the infrastructure necessary to enable individuals to design, plan and construct their own property.

ROLE OF THE DESIGN GUIDE

The Design Guide describes a set of overall guidelines for the scheme and in particular sets expectations for the building form and external material specifications.

The Guide enables us to work with our customers and develop architectural designs that will secure Detailed Planning Permission when submitted and give confidence to those granting Approval that expectations will be realised.

Each authority must have regard to each register when carrying out their functions relating to:

- Planning
- Disposal of Authority land
- Housing
- Regeneration
- Self-Build and Custom Housebuilding

POTTON CUSTOM BUILD HOME: As of April 1st 2016, each relevant authority must keep a public register of individuals and associations who are seeking to acquire serviced plots of land in order to build houses to occupy as homes.
THE SITE

Stonely is a hamlet next to the village of Kimbolton in Cambridgeshire, England. Kimbolton lies approximately 9 miles west of Huntingdon and 14 miles north of Bedford. The surrounding area of the site is home to a wide variety of house styles and features, ranging from Mock Tudor to Contemporary.

This variety hold an opportunity for a choice of different styles and holds a material vernacular that suits the nature of a custom build development.

The site of 0.98Ha sits on land to the rear of Park Lane. The existing buildings on the site would be demolished to allow for the development. The access to the site would be retained as existing and access through the site to the rear will also be retained. Stonely is predominantly residential development with rears facing the countryside. The proposal will reflect the nature of the currentdevelopment with an inward facing form.
Following assessment of the site, it is proposed that the development will be for 8 custom build plots. These plots have been defined to create an inward facing courtyard development that will retain the existing access to the site and the private access that runs through it. Each plot has been assigned a ‘build zone’, which will form the basis for the custom build house the plot purchaser will develop on their individual plot. The following pages will explore indicative house type ideas and associated materials that we feel appropriate to be in keeping with the scale of the surrounding development. These dwellings will primarily consist of 1.5 and 2 storey heights.
SITE SURROUNDINGS

Photos of the site taken on 18th September 2018.

The surrounding area of Stonely is home to a variety of styles, combining contemporary homes with more traditional features and materials. The site is accessed through an existing driveway from Park Lane with a gated access to the rear of the site to be retained.
THE PROCESS

Godwin Developments will deliver 8 serviced plots for purchase by Custom Builders. All infrastructure works including roads and sewers will be installed for each individual purchaser to complete and connect to, all in accordance with the Planning Consent.

FULLY SERVICED PLOTS
Each plot will have connections provided for electric, water and BT at a convenient point set at the back edge of the footpath adjacent to the drive indicated on the Design Guide Layout. Easy connection into the sustainable drainage system will be available within each plot.

Each plot will be prepared to a formation level 300mm below the finished ground floor level directed by the Design Guide to the footprint indicated on each Concept and extended by up to 2m subject to plot boundary.

APPLICATION FOR OUTLINE CONSENT
This Design Guide seeks to enable individual Plot Purchasers to vary or amend the Consent to provide opportunity for Custom Build, by means of Reserved Matters. Individual Plot Purchasers will enter into a Design and Planning Agreement with Potton, who will make application on their behalf to amend conditions granted under the Consent, for agreement on a plot-by-plot basis in accordance with the overall plans and Design Guide.

Variation will relate to plot layout, scale, appearance and materials. It is intended that this Guide is conditioned to enable consideration of any proposed amendment.

RESERVED MATTERS
To be true to the principles of custom build, the following matters have been reserved for subsequent approval on a plot-by-plot basis:

(a) Layout
(b) Scale
(c) Appearance and building materials
(d) Hard and Soft Landscaping

Outline consent will include the approval of the means of vehicular access but it will be granted conditional on the details of the above ‘reserved matters’ being submitted to and approved in writing by the LPA.

Reserved matters (a) to (c) are for agreement on a plot-by-plot basis in accordance with the overall site concept plans and design guide provided herewith. Individual and/or group plot applications for approval of reserved matters is envisaged. Matter (d) will require a strategic site wide hard and soft landscaping proposal to be commissioned by the site enabler as a condition of the outline consent. This will then inform individual plot landscaping proposals.

BUILD SYSTEM
Purchasers may choose from a choice of systems offering alternative windows, doors and stairs as well as thermal performance and options to add further products.

ROUTES TO BUILD
Potton provide the vehicle for each custom builder to deliver their home. Each plot purchaser enters into an agreement with Potton who provide a bespoke design to attain a full planning consent, with approved building control details. The fee is paid directly by the purchaser. Potton provide the insulated structural frame and can introduce routes to build from project management to turnkey contractor.

Purchasers have a choice to:
• Self – manage (unusual with custom build)
• Use a Project Manager to work on their behalf
• Contract with a turnkey contractor to build one of three stages:
  1. Build water tight shell for completion by self-buider
  2. Build to mid-point ready for completion of kitchen, bathroom and finishes
  3. Full turnkey build including plot hard and soft landscape

Potton will make a reserved matters application on behalf of each Purchaser to discharge each individual design, using a Plot Passport similar to the examples on he following pages.
Subject to surveys and approvals from the Local Authority and Building Control.

<table>
<thead>
<tr>
<th>House Type</th>
<th>Size (sqft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idea A</td>
<td>2750</td>
</tr>
<tr>
<td>Idea B</td>
<td>3000</td>
</tr>
<tr>
<td>Idea C</td>
<td>3500</td>
</tr>
<tr>
<td>Idea D</td>
<td>3500</td>
</tr>
</tbody>
</table>

Site Area = 2.41 Acre
0.98 Ha
Plot Passport

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Main Features

Unit Type: 4/5 Bed
Plot Area: 1,109.5m²
Max. GIA: 258m²
Max Ridge Height: 8m

Material Palette

Wall Finishes
Brick:
- Buff rustic/smooth
- Red
- Brown
- Flemish/normal

Cladding:
- Timber
- Hung tile clad

Render:
- NCS Colours

Roof finishes
- Slate
- Pan tiles
- black/red

S 0500-N
0105 Y10R
0505 Y30R
Rules of your build

1. Your home must be built within the 'build zone' and must not exceed the max. permissible Gross Internal Area (GIA) stated above for construction above ground. The footprint of your home does not need to fill the entire 'build zone' & can be positioned anywhere within it.

2. This plot is for one detached unit with a max. of 5 bedrooms. The merging & subdivision of this plot is not permitted.

3. Contract. Unit Completion must take place within 24 months of the Completion of Sales.

4. Your home must be no more than 8m as the maximum building height. This equates to 2 storeys. The maximum building height means the height of your home when measured from the approved ground level of the plot immediately adjacent to your home, to the top of the highest part of the roof excluding any external chimneys, flues, soil or vent pipes or other structures for renewable energy generation.

5. 2 car parking spaces (vehicle bays) must be provided on the plot and be a minimum of 2.5m x 5.5m in size. The position of parking bays is to your discretion. However, the position of vehicular access is fixed and must be located as shown on the Plot Plan overleaf. The minimum internal dimensions for a single car garage is 3.0m x 6.0m.

6. Terraces, balconies and raised platforms above ground level are not permitted where they would extend beyond any wall forming a side elevation or any wall forming a rear elevation of your home.

7. Front boundaries to be maximum 1.1m high. Front boundary means any boundary which is or would be forward of the principal elevation of your home. Side/rear boundaries to be maximum 1.8m high. The use of close-board/lap timber fencing along any public facing boundary is not permitted. All public facing boundaries to be a native hedge mix consisting of equal amounts of Common Dogwood, Common Hazel, Guelder Rose, Field Maple & Wild Privet; or a single species hedge of Hornbeam; or a mortared natural limestone wall; or a timber post & rail or post & mesh fence (this can also be used as a secure boundary within a hedgerow boundary). Where hedgerows are installed, these are to be laid as double staggered rows & are to be cut approximately 150mm after 3-4 years of unrestricted growth.

8. The facade and roof materials of your home must comply with the Material Palette shown on previous page.

9. Final design subject to agreement with Potton.
This palette illustrates the vision for the Park Lane, Stonely site. The materials aim to reflect the wide variety of style currently explored in the area and create a baseline palette to allow for mixed styles to be explored in a coherent scheme. A mixture of pale/red brick, hanging clay tiles, timber and a variety of render colours form the elevational materials. Pitched roofs may be finished in slate or clay tiles. The design guide can be further expanded to include materials of detail items.
INDICATIVE IDEA 1
MILCHESTER HOUSE TYPE

GROUND FLOOR PLAN

FIRST FLOOR PLAN
INDICATIVE IDEA 3
GRANSDEN HOUSE TYPE

GROUND FLOOR PLAN

FIRST FLOOR PLAN
Our stunning show homes will inspire your imagination.

Four of our stunning self build designs have been brought to life at the Potton Self Build Show Centre in St Neots, Cambridgeshire.

"We visited the show centre and were able to walk around the houses and get a real feel for the designs." Carol & Andy Whitehouse

"After visiting the Potton Self Build Show Centre we knew that was the style we wanted to build our new home on." David Parker

Visit Potton.co.uk/showhomes to find out more