

**Seaward Properties**  
Bringing new sustainable  
homes to Selsey.



## A Unique Discrete Development at Park Lane, Selsey...

- A modest development of around 26 homes.
- It will include 8 affordable homes to meet local needs.
- The creation of new high-quality homes in keeping with the unique character of Park Lane.
- Vehicular and pedestrian/cycle only access points along Park Lane.
- Creating a sense of place, where people want to live.
- Retention and enhancement of boundary hedgerows and tree belts for wildlife and softening of views.
- A locally based developer with a reputation for providing high quality, unique and award winning developments.

Bringing new sustainable homes to Selsey...

## 01 Creating a unique development, with a commitment to work with the local community and town council.

Seaward Properties are a locally based developer with a wealth of experience in delivering high quality homes across Sussex. We work with local authorities, neighbourhood plan teams and local communities to deliver high quality new places which reflect the character of the area they are located within. The District of Chichester is currently facing a shortfall in housing being provided in the district and requires 628 new dwellings annually, and as a result new sustainable housing developments are needed. Given a range of services and facilities, the Park Lane site is a sustainable location for a modest development to help meet this unmet housing demand whilst being designed to reflect the unique character of the local area.



### UNIQUE DESIGN

It is recognised that the townscape around the Park Lane site is unique, with a range of 1, 1.5 and 2 storey dwellings with a mix of materials too. The proposed development will embrace this unique character in its design and will not use standardised designs commonly associated with new developments by volume housebuilders. Seaward prides itself with providing bespoke designs of properties and public realm to assimilate and enhance the existing characteristics of the surrounds to build a strong sense of place.

### GREEN INFRASTRUCTURE

The proposed development will be a sustainable addition to the existing community at Park Lane and is an ecology led scheme. It is recognised that the site is in a sensitive location with work needed to preserve and, where possible, enhance the local area. The site is well contained, with thick dense vegetation forming its northern boundaries, and residential dwellings to the east and south. This existing vegetation will be retained and enhanced to soften views and protect local wildlife.

## 02 Where is the proposed development located?



The proposed development site is discretely located at the rear of Park Lane and East Beach Road, with access from Park Lane. The initial scheme layout will be guided by background studies into the ecology at the site as well as the landscape and architecture of the surrounds.

### ACCESS

Access to the development would be at two locations on Park Lane, although one will be restricted to pedestrians and cyclists. Seaward are committed to promoting sustainable transport and will work to ensure both pedestrian and cycle access to the site with associated facilities. The site is within walking distance to local shops and services including Beach Road Shopping Parade and supermarket. The site is also within walking distance to bus stops for services to Chichester.

### GET IN TOUCH AND HAVE YOUR SAY...

We welcome the views of local residents, and if you wish to have your say please fill in our online form at [www.seawardproperties.co.uk/planning/](http://www.seawardproperties.co.uk/planning/) by 18th September 2020 or to find out more information and discuss our proposals further please contact us via email at [ParkLane@lukenbeck.com](mailto:ParkLane@lukenbeck.com)

### 03 Seaward Properties are an established and experienced local housebuilder.

Seaward Properties have been established in Chichester for a number of years and are at the forefront in design and construction of high-quality residential and commercial property in the South of England. The homes built by Seaward range from one-bedroom apartments and starter homes through to substantial detached houses, with a host of character homes in between.

We have an excellent track record for delivering innovatively designed residential developments to outstanding specifications, creating homes where people really want to live. Unlike many volume housebuilders Seaward Properties do not have a 'standardised' house type. We are committed to enduring consultation, meaningful engagement and resident involvement in the creation of our sites.

Seaward Properties is a local, award winning developer; winning a CPRE Design Award for our scheme in Petworth. We build and deliver high quality developments with a range of size, type and tenures of residential accommodation, which reflects our understanding of the local demographics in terms of both affordable housing as well as the housing needs of the elderly.

Our development site at Park Lane is fully deliverable, achievable and available with minimal infrastructure impediments. It will provide a modest, sustainable and unique extension to Selsey with high quality homes and a real sense of place.



*Priors Orchard, Southbourne*



*Rosemary Lane, Petworth*

*This leaflet has been prepared by Luken Beck mdp on behalf of Seaward Properties.*

  
Seaward  
Homes