

Land south of Eastrea Road, Whittlesey

BDW Cambridgeshire



BDW Cambridgeshire Team



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- From Barratt Cambridgeshire:
 - Asa Chittock – Land and Planning Director
 - Alan Davies – Planning Manager

- From Savills:
 - Lynette Swinburne – Associate Director – Planning
 - Lydia Voyias – Associate – Planning

Site Location



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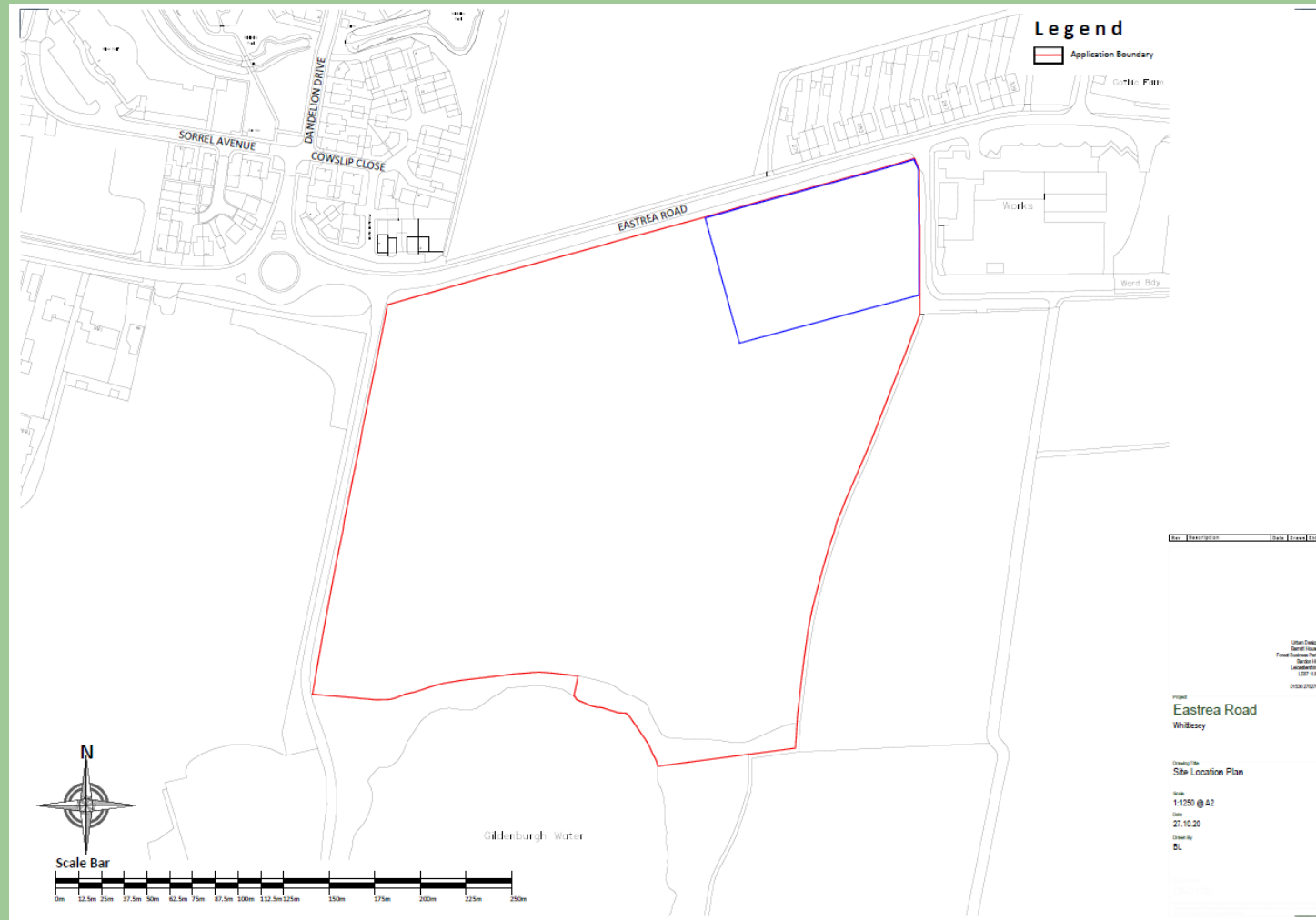
Planning History of Site

- Site has previously been granted planning permission for a supermarket development with café, petrol station and car wash.
- Planning permission was granted in June 2015 under reference F/YR14/0991/F.

Site Split



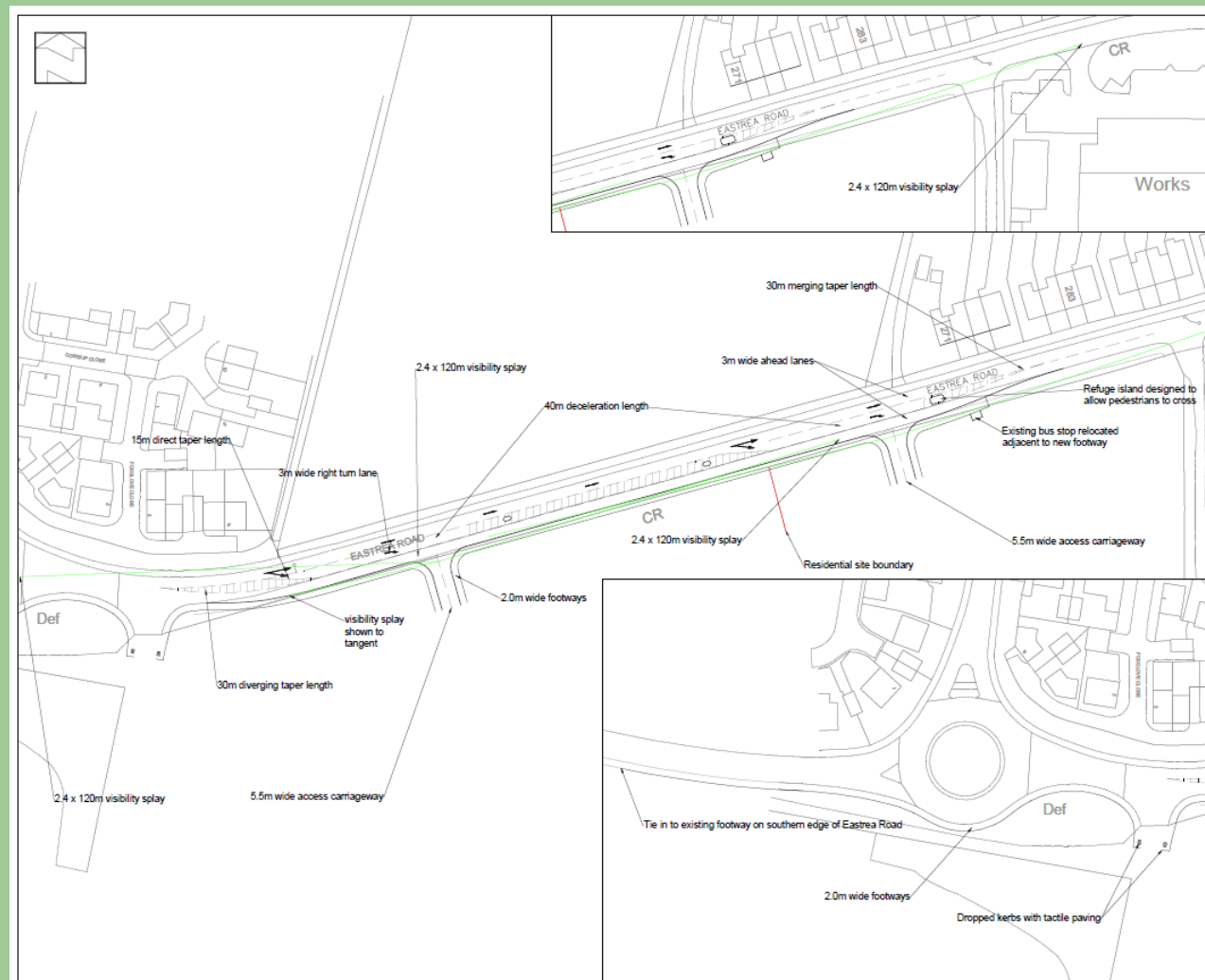
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Proposed Site Access



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Proposed Layout



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Proposed Housing

Housetype	Size	Quantity
Kenley/Maidstone	2 bed	95
Bewdley/Moresby	3 bed	38
Alderney/Chester/ Hensworth/Radleigh	4 bed	74
	Total	207



Street Scenes



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Street Scene AA



Street Scene BB



Street Scene CC



Street Scene DD

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Barratt Cambridgeshire 2



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Planning Policy



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- Adjacent site is allocated in the Fenland Local Plan (2014) for housing. Other policies of note:
 - LP2 – Health & Wellbeing
 - LP3 – Spatial Strategy, the Settlement Hierarchy and the Countryside
 - LP4 – Housing
 - LP5 – Meeting Housing Need
 - LP6 – Employment & Tourism (retail impacts)
 - LP13 - Infrastructure
 - LP14 – Flood Risk & Drainage
 - LP15 – Highways & Transport
 - LP16 – Delivering and Protecting High Quality Environments across the District
 - LP18 – Historic Environment
 - LP19 – Natural Environment



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Supermarket Update

- No market demand for the whole site to be a supermarket, so the mixed scheme with a smaller supermarket and housing is considered to be the best option to provide Whittlesey with a new supermarket.
- Supermarket operator wants to present to Whittlesey Town Council soon/in due course.



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Summary

- BDW Cambridgeshire working in conjunction with a well-respected national retailer to deliver a mixed development of 207 dwellings and a supermarket with an internal floor area of 15,000sq. ft.
- A sustainable location on the edge of Whittlesey, bringing much-needed housing to the local area to offer additional choice in the housing market.
- Traditional designs utilising materials appropriate for the area.
- A mix of 2 storey starter and family homes centred around a children's play area and park.
- No apartment blocks proposed.
- The site will include well-designed sustainable drainage and surface water run-off will be attenuated to green-field run off rates.
- Areas to mitigate the impact upon biodiversity considered from the outset.



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Any Questions?

