



ALLISON
HOMES

Land off Drybread Road, Whittlesey

Whittlesey Town Council
Presentation

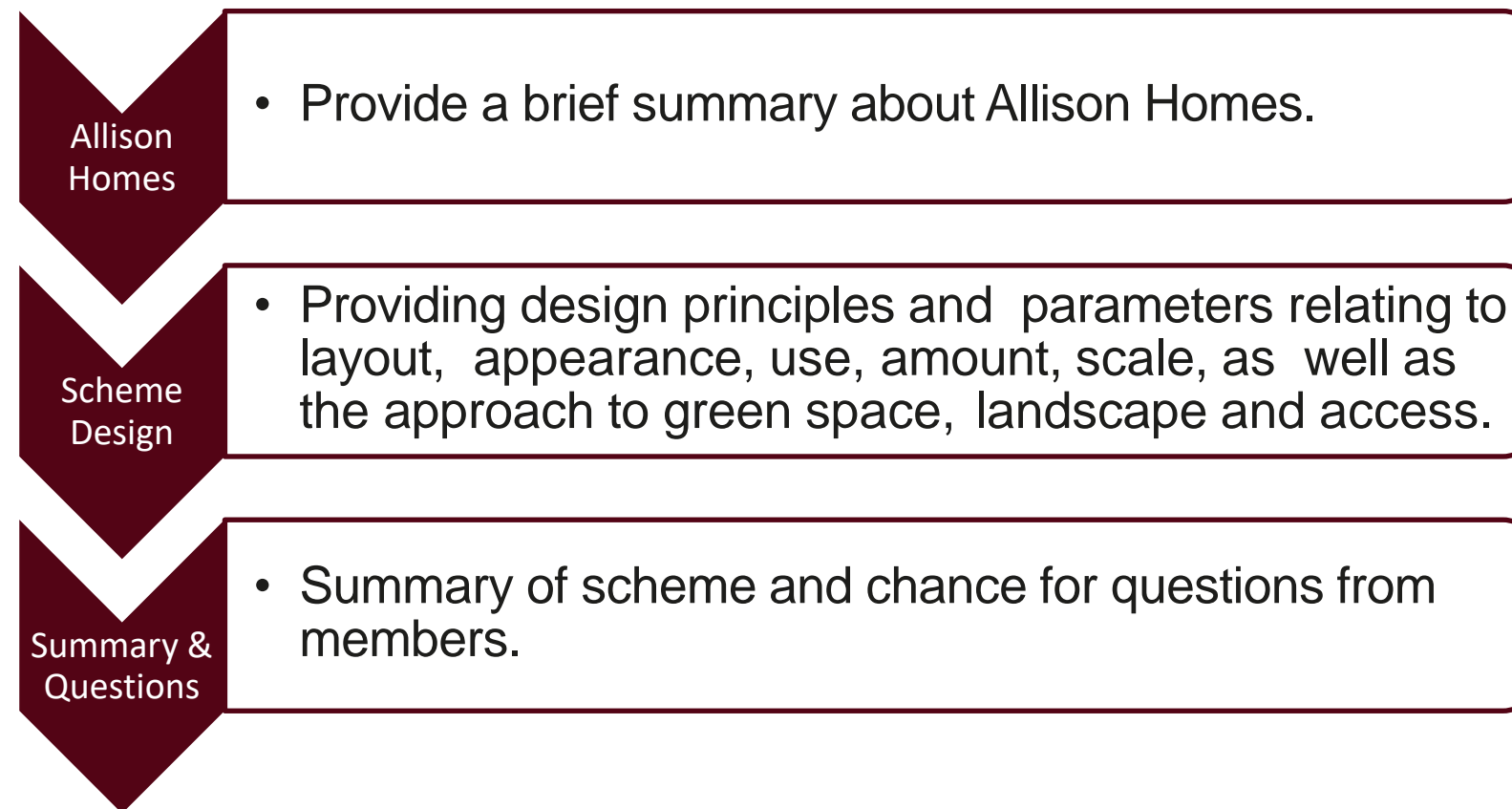
August 2023

INTRODUCTION

PURPOSE OF THE PRESENTATION

- We are here to present our scheme for up to 175 homes located off Drybread Road.
- The scheme is currently in for planning under reference number F/YR23/0245/O.
- We have submitted an outline application with matters committed in respect of access.
- Detail including house types, mix, materials, elevations etc will be provided as part of a Reserved Matters application.

PRESENTATION STRUCTURE



ABOUT ALLISON HOMES

Allison Homes is an established and respected housebuilder operating successfully over 30 years. Award-winning developments across the country have quickly grown into thriving communities attracting local buyers and those from further afield

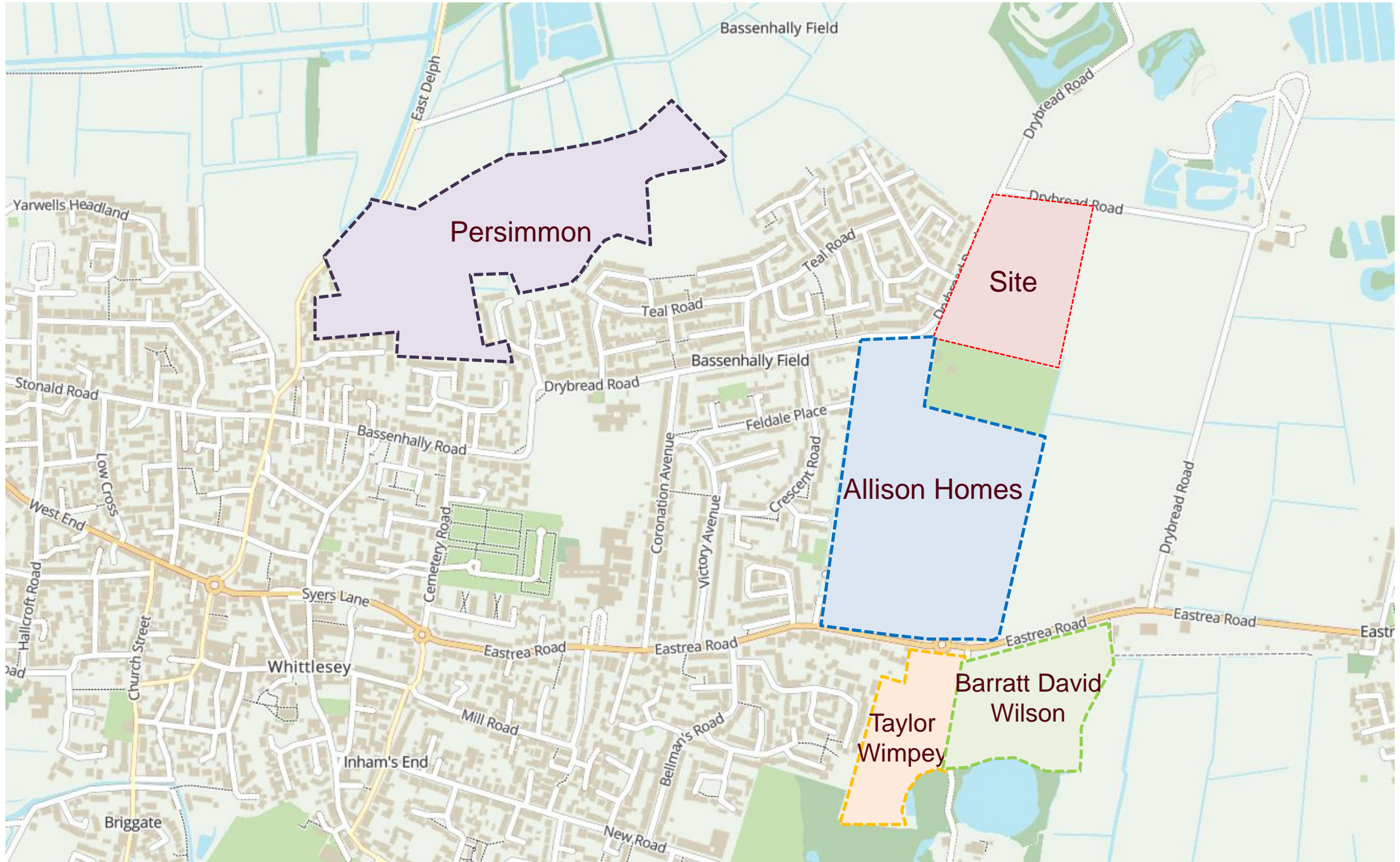
Allison Homes currently has an annual output of around 600 homes and are looking to increase this figure to over 2,000 homes annually by 2026. We currently operate from four regional offices in Central, Eastern and South West and more recently the opening of our East Midlands region.

Allison Homes have a strong reputation in Fenland, after building out our Whittlesey Green development, located north off Eastrea Road. Allison Homes are now on site at the final phase of Whittlesey Green, Phase 4, and will build out 130 homes over the next few years.

Our aim is to build strong and lasting relationships with all parties involved in bringing sites forward, including the District Council and Town Council. We believe that by building high quality homes that allow communities to thrive, it demonstrates our desire to enhance the areas where we build.



Typical Street Scenes

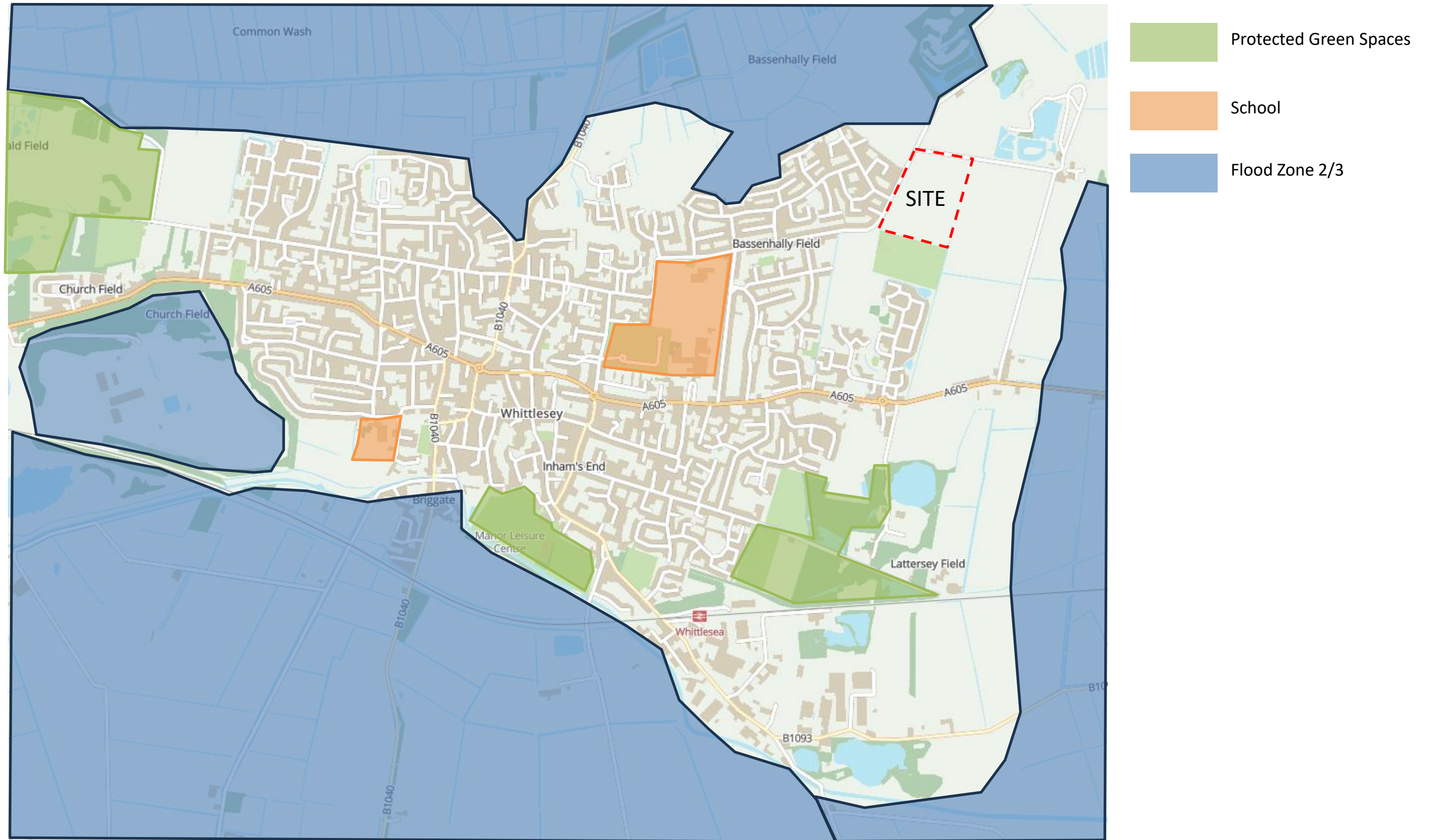


SITE LOCATION AND DESCRIPTION

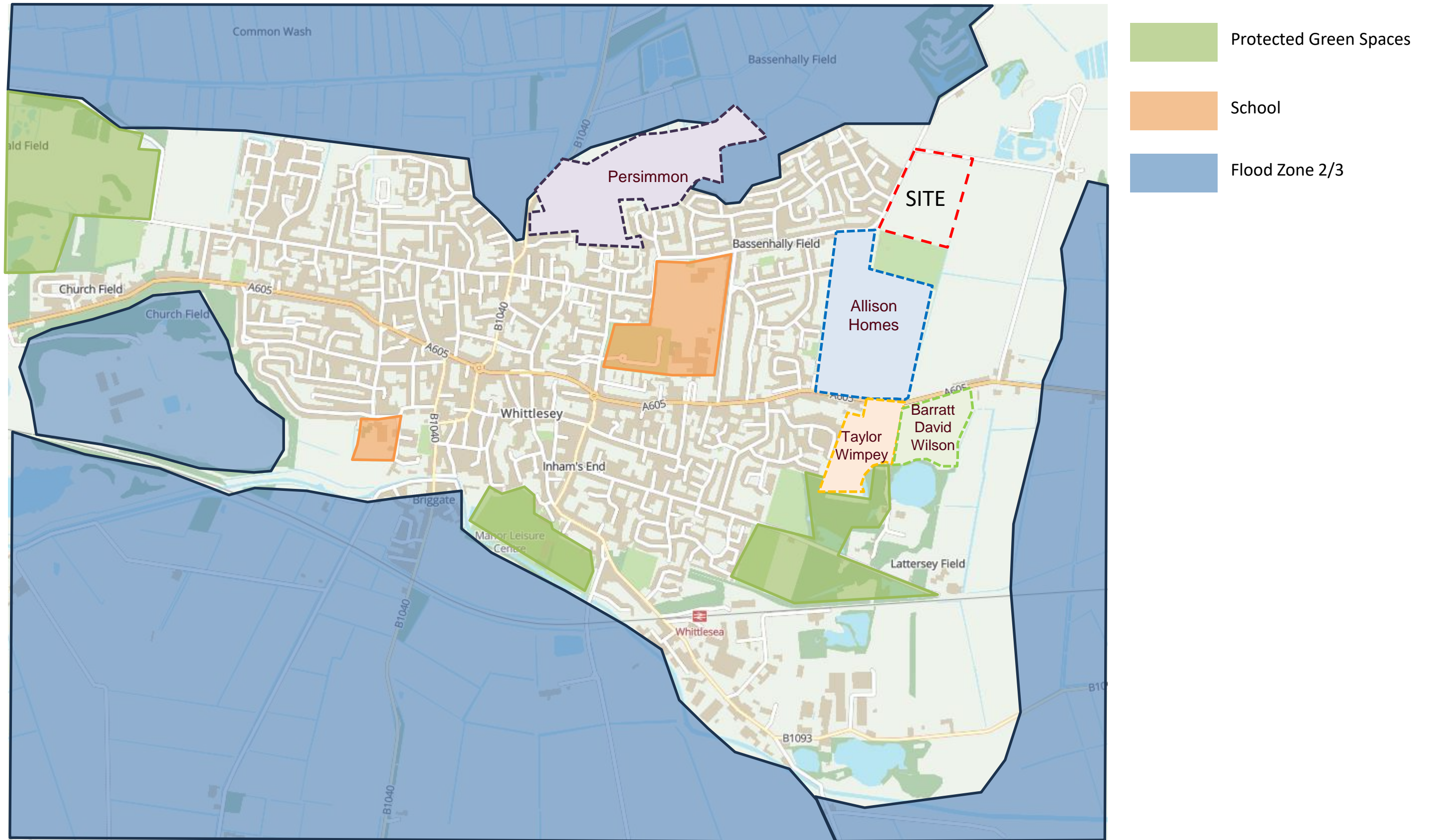
- Size:** 8.1 hectares
- Current Use:** Agriculture
- Access:** Off Drybread Road
- Topography:** Falls south to north
- Constraints:** Built form along Drybread Road and existing Allison Homes development

FIG- LOCATION PLAN

Settlement Context



Settlement Context



Planning Policy

FENLAND ADOPTED LOCAL PLAN

The Fenland Local Plan was adopted in 2014 and covers the planning period of 2011-2031. Fenland District Council is developing an emerging Local Plan, however, the Emerging Local Plan carries little weight in decision making. The planning policies that are relevant to the site are as follows:

Policy LP1 –A Presumption in Favour of Sustainable Development

Policy LP1 states that at the heart of the strategy for Fenland is a desire to deliver sustainable growth. The policy states the District Council will take a positive approach to development management that reflects the presumption in favour of sustainable development as contained in the National Planning Policy Framework.

Policy LP3 –Spatial Strategy, the Settlement Hierarchy and the Countryside

The overall strategy of the Local Plan is the formation of sustainable development. Most of the growth is focused in and around the four market towns. Development should create strong, sustainable, cohesive and inclusive communities, making the most effective use of land and enabling a larger number of people to access jobs, services and facilities locally. Development should provide the scale and mix of housing types that will meet the identified need for Fenland (as informed by an up-to-date Cambridge Sub Region Housing Market Assessment (SHMA)) in order to secure balanced communities.

The hierarchy is as follows:

Market Towns -The majority of the district's new housing, employment growth, retail growth and wider service provision should take place in these settlements:

- Primary Market Towns: March and Wisbech
- Other Market Towns: Chatteris and Whittlesey

Policy LP4 Housing

Policy LP4 sets out the housing targets (Part A) and the criteria for assessing housing development proposals (Part B). The Local Plan seeks to enable 11,000 new homes to be built in the district between 2011 and 2031, plus a further 550 on the edge of Wisbech in the Kings Lynn and West Norfolk Borough Council. The policy seeks to direct development to the strategic allocation sites and broad location of growth.

Other than the very large allocations in the form of Strategic Allocations or Broad Locations for Growth around the four market towns (normally over 250 dwellings) the Fenland Local Plan does not allocate specific areas for development. This criteria-based approach therefore provides opportunities for new developments to come forward in appropriate locations throughout the district..

Policy LP4 Part B was clarified in January 2015 through a Guidance Note which set out that; "For proposals for fewer than 250 dwellings (small scale sites) which are either in or adjacent to a market town and not within a Strategic Allocation or Broad Location, the reader is referred in the first instance to the criteria in Policy LP16 - Delivering and Protecting High Quality Environments across the District. Under Policy LP4 Part B any site for between 1 to 249 dwellings may be considered as having potential for development." These sites must comply with the Council's LP16, which promotes high quality environments.

Planning Policy

WHITTLESEY MADE NEIGHBOURHOOD PLAN

The Whittlesey Neighbourhood Plan was made in May 2023 and covers 2021 – 2040 to align with the Fenland Emerging Local Plan.

Policy 1- Spatial Strategy

Whittlesey is identified as the main town for growth in the planning area. Policy 1 Paragraph B states that “Significant new housing development should be located predominantly east of the town, adjacent to the built area and strategic allocation North and South of Eastrea Road. Development at this location will support the delivery of new and enhanced infrastructure, including a new Country Park.”

Development proposals adjoining the built area of Whittlesey, Coates and Eastrea should demonstrate that the development will: i. Reduce the causes and impacts of flooding, minimise flood risk and be resilient to flooding, in accordance with national and strategic policies for flooding; ii. Be designed to minimise visual impacts upon the landscape; and iii. Be supported by necessary infrastructure and facilities.

Policy 2: Local Housing Need

Development proposals will be supported where they contribute towards meeting the housing needs of the local community. Applicants should have regard to the Whittlesey Town Council Housing Needs Assessment (2017) (HNA) when preparing development proposals. Paragraph 19 in the Housing Needs Assessment states that “In the case of Whittlesey, we do not see any justification for awarding any one projection greater weight, therefore the initial housing projection for the town is 1616 dwellings, or 115 dwellings per annum over the plan period”. This site offers a sustainable location to meet the 115 dwellings per annum from the Housing Needs Assessment. House types and mix would be addressed during Reserved Matters.

Policy 4: Open Space

All proposals for new dwellings will be required to provide open space in accordance with the criteria set out in Appendix B to the Fenland Local Plan. We propose circa 40% of the site as open space, exceeding the open space criteria in the Fenland Local Plan.

Policy 6: Country Park

Proposals for a Country Park on a suitable site and location in relation to Whittlesey will be supported, provided it is accessible to the majority of residents by sustainable methods of transport. The Country Park should:

- Enhance the public realm, where informal social interaction can take place;
- Provide pitches and facilities for sports and supporting physical activities;
- Form part of a network of paths and spaces, enabling movement through an area;
- Provide habitats for wildlife, including water-based habitats and natural corridors and spaces which create opportunities for connectivity between habitats;
- Provide flexible space for recreation, local cultural events and performance;
- Provide children’s play areas and play equipment for a range of age groups;
- Add to local amenity, providing an attractive setting and outlook for surrounding residential and commercial properties;
- Form part of the character or setting of buildings and townscape;
- Provide suitable access, car parking arrangements and foot and cycle links to the surrounding public rights of way, the national cycle route network and nearby residential developments.

Policy 11: Adapting to and Mitigating Climate Change

All new developments should be built to sustainable construction standards, as set out in Policy 7: Design Quality. New dwellings should satisfy the sustainability and energy efficiency requirements set out in Building Regulations. Our houses are compliant with the new Part L building regulations, improving energy efficiency and reducing impact on the environment. Electric charging points are included in each home as standard, and will help encourage people to use electric cars.

Planning Policy

WHITTLESEY MADE NEIGHBOURHOOD PLAN CONSULTATION RESPONSES

A questionnaire was undertaken to inform the issues and options stage of the Neighbourhood Planning process. The questionnaire was completed by 2,582 people and in July 2017, a Scoping Consultation Report was published. We have identified a number of key points to help inform our design process.

- 70% of respondents think new homes should be in areas that aren't prone to flooding.
- 46% of respondents think new homes should be in areas with good transport links.
- 48% of respondents would support the creation of an outdoor gym or trim trail.
- When asked if there are enough play areas in the parish, 25% of respondents disagreed and 33% of respondents were neutral.
- When asked "If new housing were to be approved, what kind of benefits would you most like to see?"...
 - 47% of respondents said public open space,
 - 40% of respondents said affordable housing,
 - 44% of respondents said improved walking and cycling routes,
 - and 33% of respondents said play areas.



MASTERPLAN

DEVELOPMENT PRINCIPLES

- Site area: 8.1 hectares;
- Residential development: up to 175 homes;
- Proposed new vehicular access off of Drybread Road;
- Proposed new pedestrian access points, including connecting the existing cycle link in the south-western corner.
- Residential development would be outward looking, maximising natural surveillance and overlooking of key highways, public spaces and pedestrian routes;
- Residential parcels would be formed to provide back-to-back gardens with appropriate levels of parking and landscaping;
- Development will respect the built form along Drybread Road and Davie Lane
- A rural 'green edge' to setback and soften the visual impact of the development.
- Public open space provided throughout the development, exceeding space standards set out within local policy;
- Footpath improvements along the site entrance to improve safety and connectivity for residents on site.
- Landscaping retained and enhanced where present, with new trees and landscaping provided where possible across the development.



MASTERPLAN

DEVELOPMENT BENEFITS

- High quality development with open space throughout to improve placemaking
- Enhancement of biodiversity through additional planting and other habitat improvements
- Provision of 20% affordable housing (35 units) in compliance with Fenland District Council's most up to date affordable housing position.
- Developer contributions to be provided in accordance with the Council and it's consultees requests.
- New vehicular access from Drybread Road, with footway/cycleway connectivity to connect with the development to the south.
- A rural 'green edge' to setback and soften the visual impact of the development.
- NEAP proposed to address shortfall of play areas along existing development north of Drybread Road.



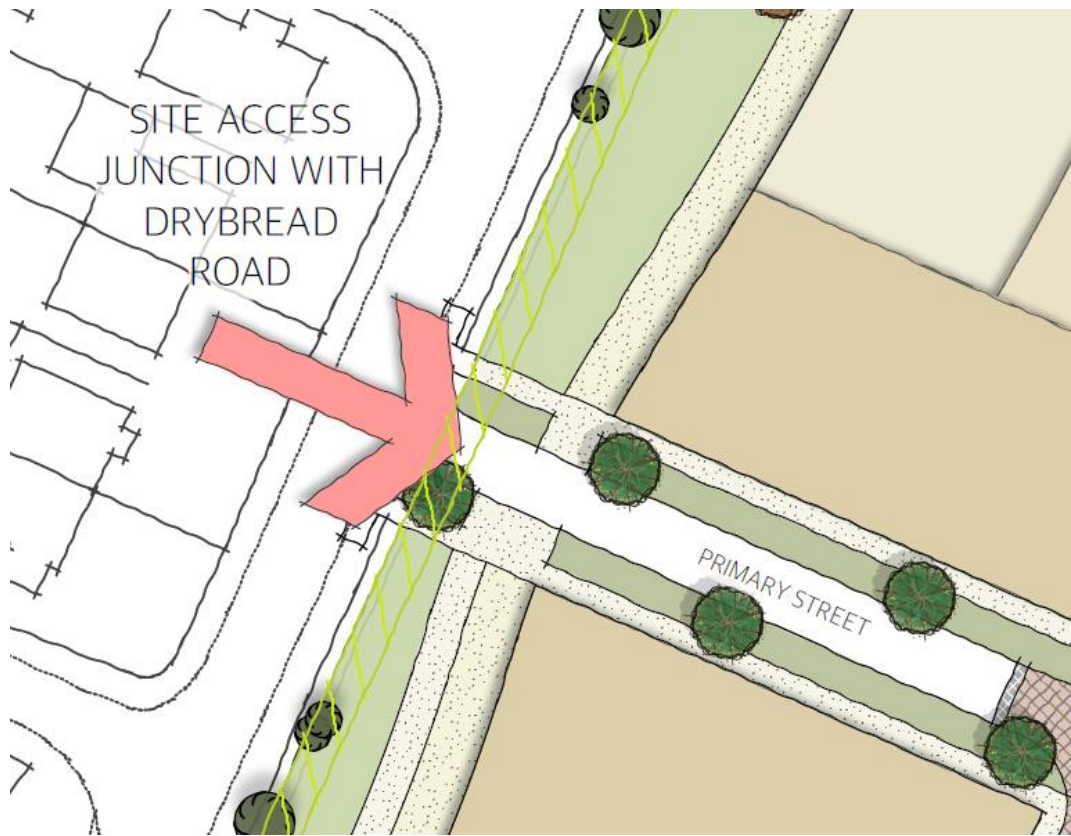
Indicative Site Visuals



Indicative Site Visuals



DEVELOPMENT PRINCIPLES



SITE ENTRANCE

- Site access junction to be provided off Drybread Road. This will conform to highway standards and a footpath will be provided in the site behind existing vegetation.
- Retaining existing vegetation along Drybread Road and enhancing current planting to provide further screening to neighbouring properties
- Houses proposed to be outwards facing to increase the distance between new development and existing properties to reflect the existing character along Drybread Road.
- Green edge along Drybread Road to set back properties from existing houses.
- An emergency access link will be provided to comply with highway guidance.



SOUTH-WEST CORNER

- As part of offsite highway works for Whittlesey Green Phase 4, a 3m shared footway/cycleway now connects to the new Whittlesey Football Club entrance. As part of the Drybread Road site, we propose to extend this into our site in the south-western corner.
- Further proposed planting along the southern boundary between our site and the football club.

DEVELOPMENT PRINCIPLES

OPEN SPACE PRINCIPLES

- Central Public Open Space has been incorporated throughout the development to enhance placemaking.
- Street trees are included along the primary roads and some secondary roads to increase biodiversity and provide habitat.
- Planting throughout, helping break up the development.



NORTHERN PUBLIC OPEN SPACE

- Approximately 3.3 hectares of the site will be open space. This equates to around 41% of the overall site size and exceeds Local Planning Policy regarding open space provision by around 1.5 hectares.
- The built form will not encroach into the countryside any further than properties located on Drybread Road and Davie Lane. This will keep a rural edge to Whittlesey.
- A NEAP is proposed for the site and will benefit from improved cycle links nearby, improving accessibility for residents further afield.
- Further street trees around the development to enhance biodiversity.

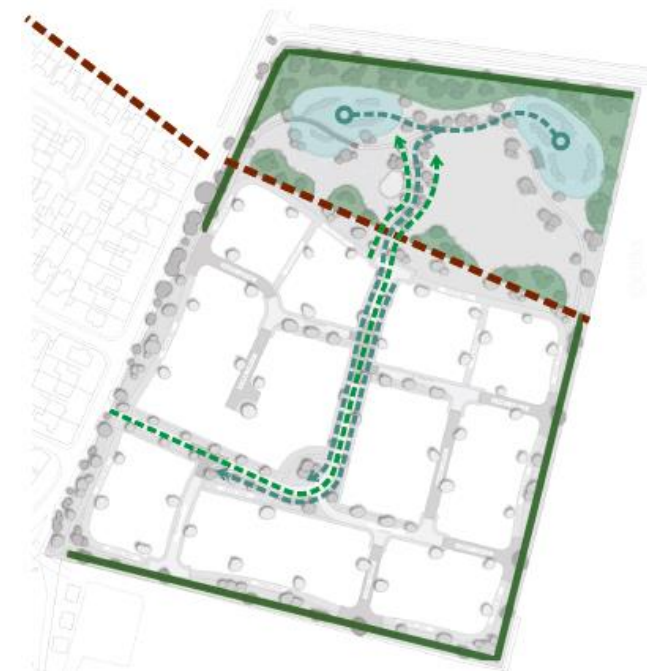


CONCEPT LANDSCAPING PLAN

LANDSCAPING PRINCIPLES

- Enhanced planting around the edge of the development
- Biodiversity enhancements around the site
- Appropriate planting around the development to ensure planting will last
- Street trees to improve place making
- Green streets
- Wildflower planting on smaller open space
- Large open space to the north with play space and 'kick about space'

Landscape Strategy Diagram



Design Elements

Elements incorporated into the POS design:

Enhanced Planting

Planting of trees, hedgerows and shrubs to encourage biodiversity to flourish. Species used for planting will be carefully chosen.

Biodiversity

Enhanced planting throughout the site and large POS to the north will create new habitats and create a pleasant environment for users of the space.

Large Green Spaces

Around 40% of the site is proposed as public open space, or around 3.3 hectares. This massively exceeds open space standards and demonstrates our desire for place-making.

Play Spaces

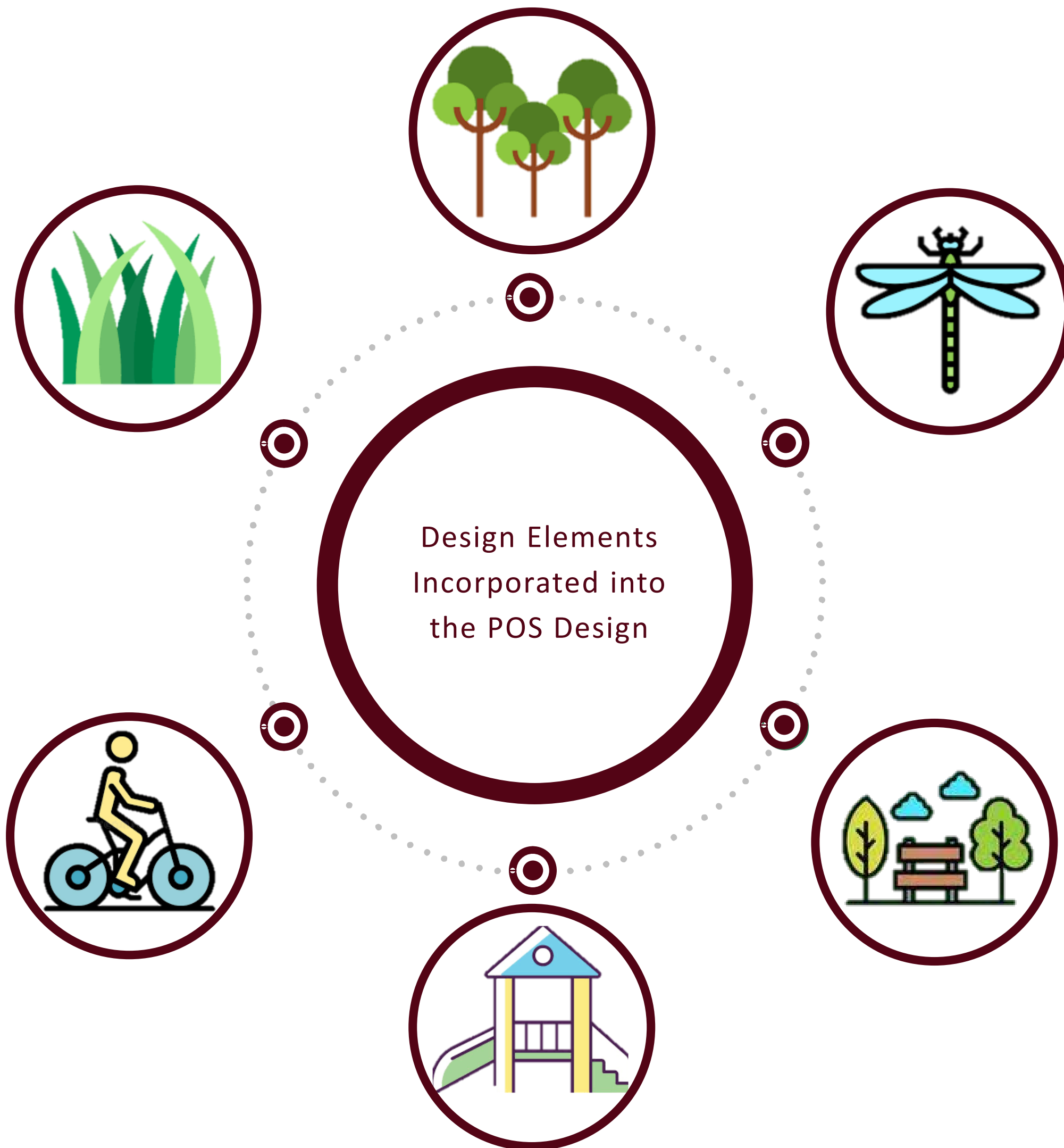
A NEAP is proposed in the centre of the large open space to the north, with the nearby residents to the north of Drybread Road also having good accessibility to this shared space.

Connectivity

The 3m Cycleway/footway will be extended into the southwest corner of the site and connect up to the open space to the north, encouraging sustainable travel to the area.

Whittlesey Green Edge

Built form will be in keeping with the current building line on Drybread Road and Violet Avenue, creating a protected green edge.



Design Elements

Elements that can potentially be incorporated into the POS design:

Country Park

Although on the smaller side for a country park, there is scope to incorporate some elements of a country park, including nature trails and informal play spaces.

Allotments

Current allotments along New Road have a waiting list, suggesting that there is demand for more allotments in Whittlesey.

Outdoor Gym/ Trim Trail

Neighbourhood Plan consultation highlighted that 48% of adults would support an outdoor gym/trim trail. Improved cycleways/footways to the site will encourage wider use.

Habitat Education

Enhanced biodiversity and planting can offer a good learning experience for the nearby Alderman Jacobs Primary School.



Council-Led
Design Elements
into the POS
Design

SUMMARY & CONCLUSIONS

- Allison Homes believe that Drybread Road is a sustainable location for development of up to 175 houses in Whittlesey
- The site will delivery both market and affordable housing, developer contributions, and connectivity to existing development.
- The site will create biodiversity and habitat improvements around the site, including varied public open space.
- We believe the site is policy compliant with both the Adopted Fenland Local Plan and the Made Whittlesey Neighbourhood Plan, complying with both Spatial Strategies.
- The development will provide high quality open spaces that equate to around 40% of the total site and is in keeping with the built form, creating a green edge to Whittlesey.
- The large public open space to the north of the site offers an opportunity to work with the town council in providing a quality open space that suits the local community.

Thank you for your time, and if anyone has further questions please do not hesitate to ask.



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