



ALLISON
HOMES

Drybread Road, Whittlesey

Town Council Meeting

February 2024

1. INTRODUCTION

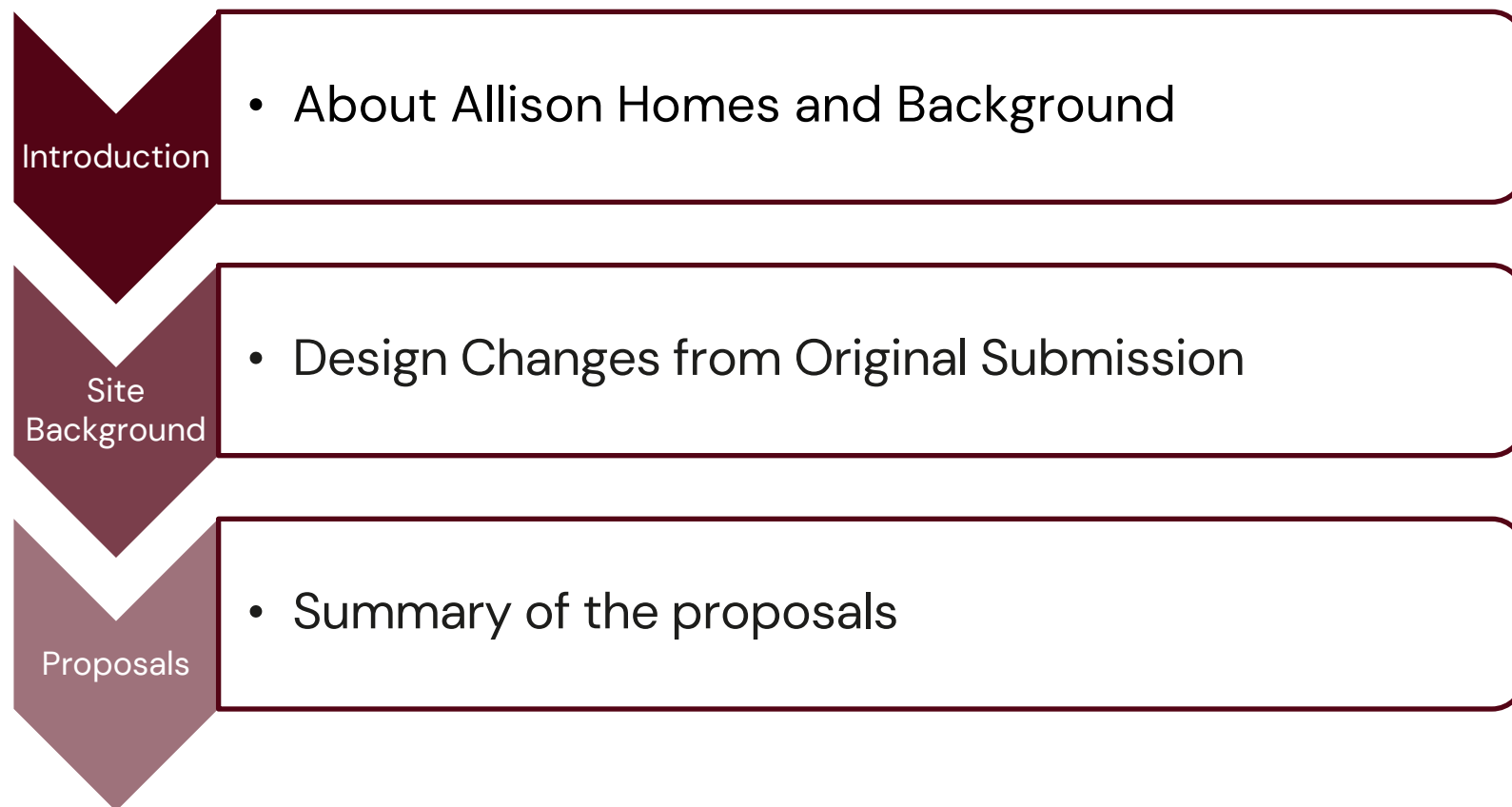
1.1 PURPOSE

This document has relates to the submitted Outline Application (F/YR23/0245/O) for up to 175 dwellings at Land South of 250 Drybread Road, Whittlesey.

After receiving consultation comments from statutory consultees and advice from case officers, Allison Homes has undertaken amendments on the Masterplan for the site.

The Masterplan does not have any detail on scale, appearance, and landscaping, and only indicatively shows the proposed layout. Further detail will be submitted as part of Reserved Matters.

1.2 DOCUMENT STRUCTURE



1. INTRODUCTION

1.3 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 500 homes and are looking to increase this figure to over 2,000 homes annually by 2027. 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, with Allison Homes building/have-built out Phases 1-4 of our Whittlesey Green development, equating to over 350 dwellings.

Our aim is to build strong and lasting relationships with all parties involved in bringing sites forward, including the Local Planning Authority and relevant Town/Parish Councils. 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

2. BACKGROUND

2.1 SITE LOCATION AND DESCRIPTION

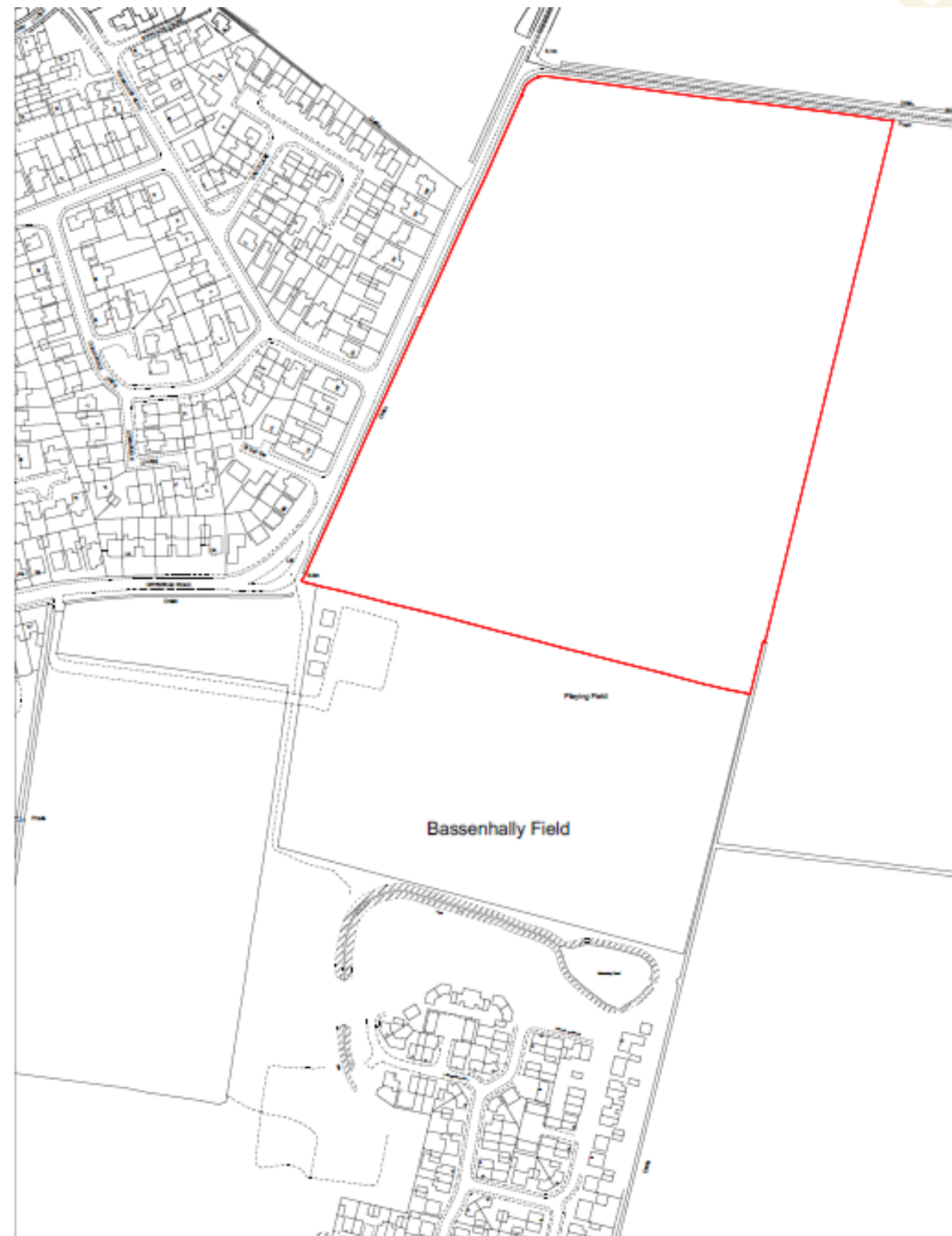
The site is located in the East of Whittlesey, with Drybread Road bordering the north and west boundary of the site.

The site is approximately 8.1 hectares of open land that is currently being used for agriculture.

Built development can be seen located to the west, with open fields bordering the north and east sides of the proposed site.

To the south is Whittlesey Football Club, with development by Allison Homes being built beyond that at Whittlesey Phases 1, 2, 3 and 4.

The site is greenfield, but represents a logical extension to the settlement and an opportunity to deliver a high quality and sustainable development, providing a variety of housing to suit the needs of the local area.



DRYBREAD ROAD, WHITTLESEY LOCATION PLAN
not to scale

2. BACKGROUND

2.2 ORIGINAL SUBMISSION

Established Principles from the Original Submission

The original Masterplan indicated development principles, including:

- The creation of a vehicular access at Drybread Road.
- The extension of footpath links in the southwestern corner.
- Residential development in line with current built form.
- SUDs ponds located to the North.
- Play space provision.
- Offset from existing properties along Drybread Road



INDICATIVE MASTERPLAN

2. BACKGROUND

PREVIOUS DISCUSSIONS

Town Council Comments Raised

After meeting with the Town Council in August 2023, the following comments were raised:

- Provision of Affordable Housing
- Ditch Easements
- Infrastructure Capacity
- Flooding
- Play space provision



2. BACKGROUND

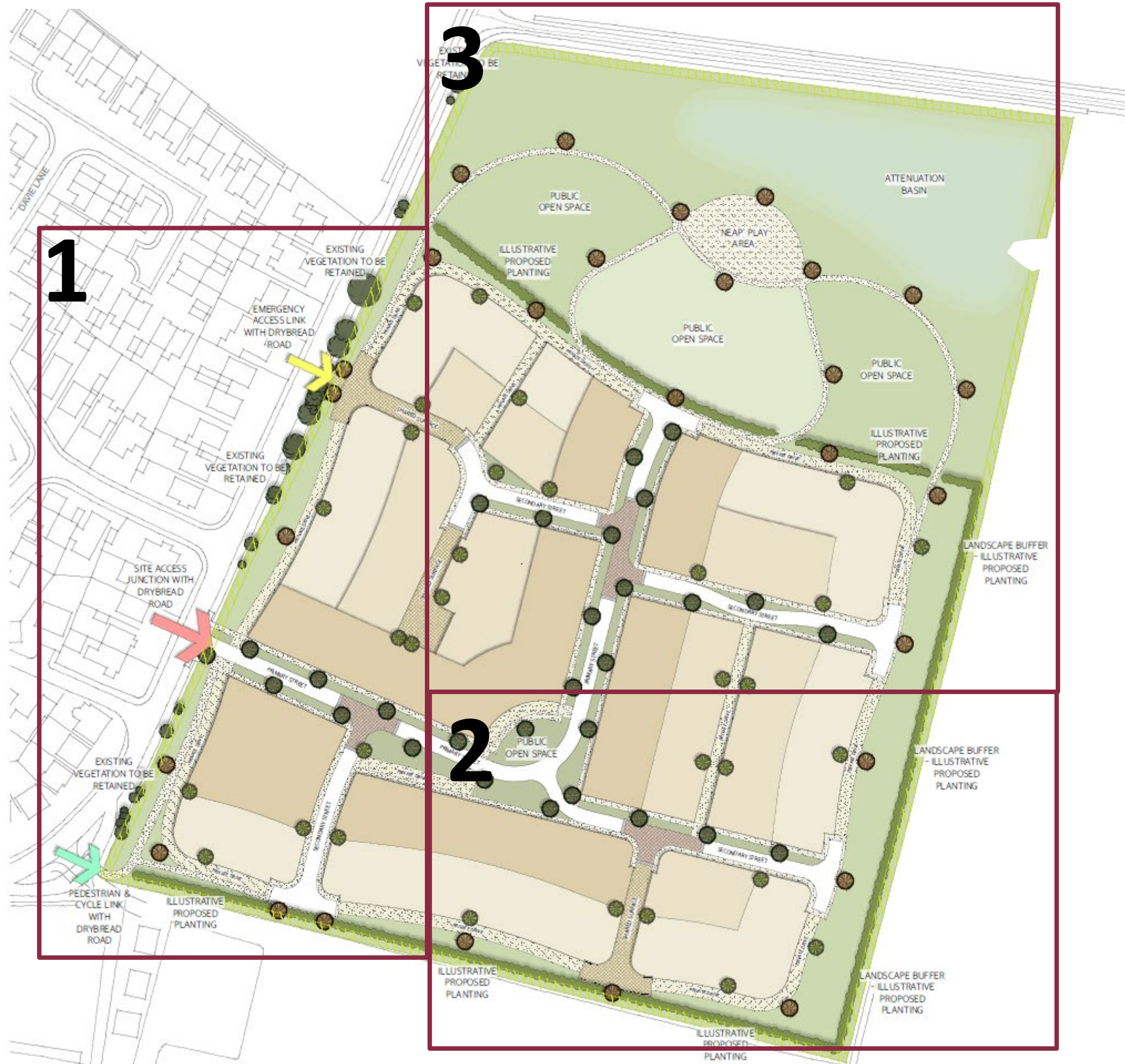
PREVIOUS DISCUSSIONS

How We've Addressed

- Provision of Affordable Housing- 20% of the total units will be affordable homes, with the tenure split and mix to be decided through discussion with Fenland's Affordable Housing Officer, Dan Horn.
- Ditch Easements- Previously, 9m easements were mentioned by the Town Council in order to comply with IDB requirements. The ditches around the site are riparian and aren't owned by the IDB, and it has been confirmed that a 3m easement is suitable. We have ensured that wider buffers between development and the boundary has been provided, with the minimum distance being 5m.
- Infrastructure Capacity- Allison Homes will enter into a Section 106 agreement to secure developer contributions to offset the development. This will be in line with FDC latest's Viability Position.
- Flooding- The site is located wholly in Flood Zone 1, and we have updated the FRA and drainage strategy to address LLFA and IDB comments.
- Play space provision- Previously, we held discussions over the use of the open space to the north. A trim trail was preferred by members, including some gym equipment to cater for all ages.



3.0 SITE SECTIONS



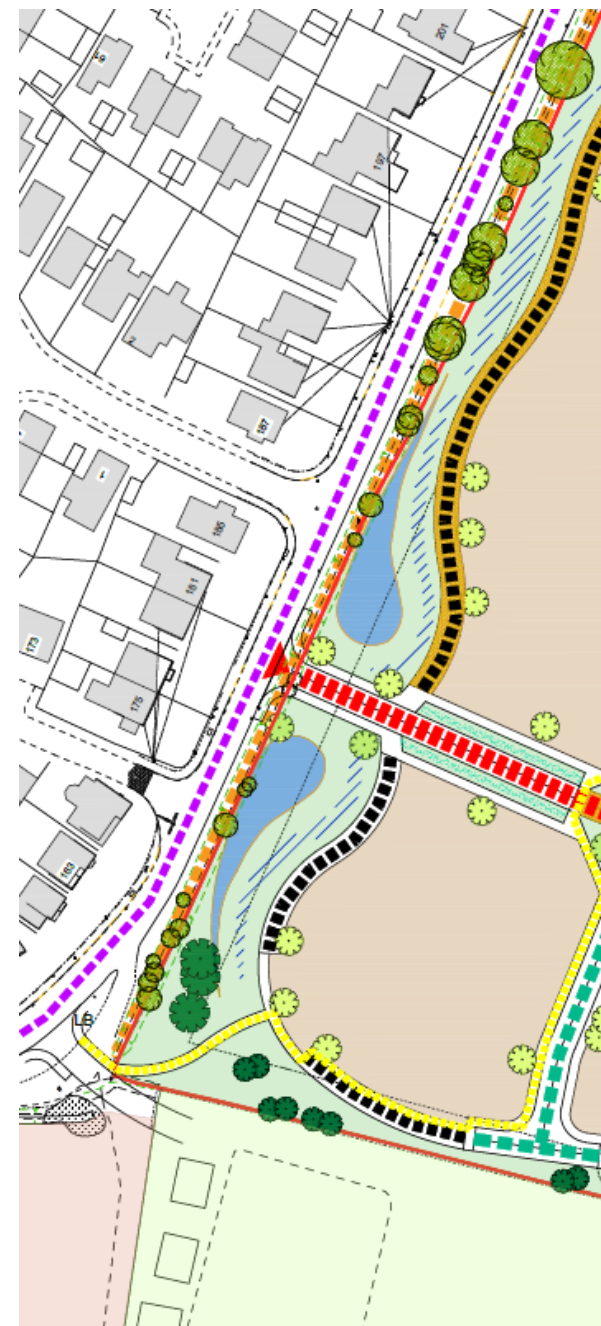
3.1 SECTION 1- SITE ENTRANCE

Both the Original and Revised Masterplan shows an offset to properties along Drybread Road, with suitable buffers and additional planting to screen the proposed development from existing properties. Revised proposals create a more linear site frontage, mirroring existing development along Drybread Road.

To comply with Highway requests, an emergency access link is now provided further north along Drybread Road, as too many units were originally proposed off one access. Highways also requested that the cycle link is continued, and therefore, a continuation of the cycle link is proposed, creating a stronger network for sustainable travel in the east of Whittlesey.



REVISED MASTERPLAN



ORIGINAL OUTLINE MASTERPLAN

3.2 SECTION 2- EASTERN PARCEL

After comments from the LLFA and Whittlesey Town Council, the revised Masterplan now provides a 3m easement along all boundaries of the site. Development is now proposed to outlook onto the open countryside to the east, and a larger buffer along the eastern boundary is provided to reduce the landscape impact of the proposals. This buffer will be suitably planted to offer further screening and was requested by officers after reviewing the layout and wanting to create a softer buffer to the landscape viewing Whittlesey looking east to west.

Staggered junctions are now proposed, rather than crossroads, with Highways mentioning that crossroads were not preferred. Green verges are proposed on the main primary street, with a change in materials and raised tables to act as traffic calming.



REVISED MASTERPLAN

ORIGINAL OUTLINE MASTERPLAN

3.3 SECTION 3- NORTHERN PARCEL

The large POS to the north has been kept, with the site now providing approximately 3.6 hectares of open space, which is massively exceeding Fenland standards (policy compliant POS at 1.78 hectares).

Development will look to view out onto POS to improve surveillance of the area and the POS will be subject to detailed planting and design submitted through a Reserved Matters application.

Proposals are still mindful of reducing the landscape impact of the development, with all development in line with the existing built form of Whittlesey



REVISED MASTERPLAN



ORIGINAL OUTLINE MASTERPLAN



3.4 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.



3.5 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 based on 175-unit total) in compliance with Fenland District latest viability position.
- Developer contributions to be provided in accordance with the Council's latest viability position.
- 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.
- Play Provision proposed to address shortfall of play areas along existing development north of Drybread Road.
- Development to achieve a Biodiversity Net Gain

4.0 SUMMARY

4.1 CHARACTER AND APPEARANCE

The mix of materials will ensure that an attractive development is brought forward that is also in keeping with the surrounding built form context. There would be a variety of house types provided and that there is a consistency of appearance across the scheme to ensure that a sense of place is established.

The materials are detailed in the attached drawings and confirm that we are proposing to use a mix of buff brick, render, and red brick. Roofing would be provided in a rustic or light grey colour.

Proposals will include electric car charging points to promote sustainable travel, and further detail of the character and appearance of the development will be submitted as part of the Reserved Matters

INDICATIVE STREET SCENES



INDICATIVE MATERIALS



CLUMBER RED



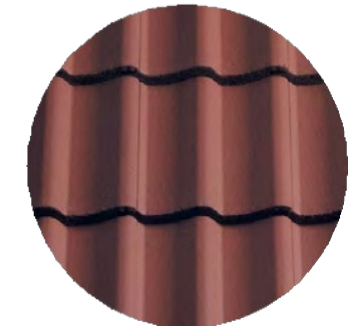
VILLAGE HARVEST MULTI



CLUMBER RED MIX



CALDERDALE EDGE LIGHT GREY



TERRACOTTA RED DOUBLE PANTILE



ALLISON
HOMES