



Stow Fen Meadows.

Broad Concept Plan: Vision Document

On Behalf Of Barratt David Wilson Homes
P22-0602_14B | March 2023



DAVID WILSON HOMES
WHERE QUALITY LIVES

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities..”

(Para. 126, NPPF 2021)

Pegasus Group

Since 2003, we've been solving planning and development problems for our clients successfully, and we're really proud of that. Even though our work is complex, what we deliver for our clients is very simple: we deliver results.

Expertly Done sums up our approach. We listen and learn from our clients, working as true partners who are passionate about delivering excellence and expertise on every step of the journey.

Everything we do is **Expertly Done**.

Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE

Contents

1. Foreword	5
2. Site and Planning Context	9
3. Vision and Local Context	15
4. Opportunities and Constraints	27
5. Engagement	37
6. Broad Concept Plan	41
7. Sustainability Strategy	47
8. Infrastructure Schedule	53
9. Conclusion	57

NOTE: THIS DOCUMENT IS DESIGNED TO BE VIEWED AS A3 DOUBLE SIDED

PEGASUS GROUP

Pegasus Group
Suite 4
Pioneer House
Vision Park
Histon
Cambridge
CB24 9NL

www.pegasusgroup.co.uk | T 01223 202100

Prepared by Pegasus Group on behalf of Barratt David Wilson (BDW)

March 2023 Project code P22-0602

© Copyright. The contents of this document must not be copied or reproduced in whole or in part without the written consent of Pegasus Planning Group Ltd.
Crown copyright. All rights reserved. Licence number 100042093.

♻️ Printed material produced by Pegasus Design Cirencester is printed on paper from sustainably managed sources and all parts are fully recyclable.



DAVID WILSON HOMES
WHERE QUALITY LIVES



SECTION 1

Foreword



1. Foreword

- 1.1 Fenland District Council have allocated land at South-East March (also referred to as 'Stow Fen Meadows' in this document), for development of "around" 600 new homes.
- 1.2 Barratt and David Wilson Homes Cambridgeshire (BDW Cambridgeshire), a trading name of Barratt Developments PLC, control approximately 65% of the allocated site. Accordingly, as required by the adopted Local Plan and March Neighbourhood Plan, prior to submitting a planning application a Broad Concept Plan (BCP) is being submitted to the Council, accompanied by supporting information.
- 1.3 The BCP focuses on the land under the control of BDW but demonstrates that the proposals will support and enable the delivery of the wider site allocation.
- 1.4 We are the nation's leading housebuilder and our vision is to lead the future of housebuilding by putting local communities and sustainability at the heart of everything we do. Our aim is to create great places by building long-term relationships to deliver high-quality developments where people aspire to live, designing developments which look great, are a pleasure to live in and will enhance local communities for years to come.
- 1.5 This Vision Document sets out the technical and environmental considerations in developing the Site, and seeks to put forward a technically deliverable proposal that will inform the preparation and determination of a planning application. BDW have undertaken consultation with local residents, adjacent landowners within the allocation and stakeholders and the local planning authority to inform the preparation of the BCP. BDW are committed to engaging with all parties to explore what benefits and investment could be realised alongside the provision of new market and affordable housing.
- 1.6 The overarching vision for Stow Fen Meadows is to deliver a high-quality, locally distinguishable and sustainable addition to the town. The proposed development will deliver much needed new homes, generous public open spaces, play areas and enhanced areas of biodiversity.
- 1.7 Development at Stow Fen Meadows is a fantastic opportunity for suitable and sustainable growth which will ensure a positive legacy for March and the wider Fenland District.





SECTION 2
Site & Planning Context



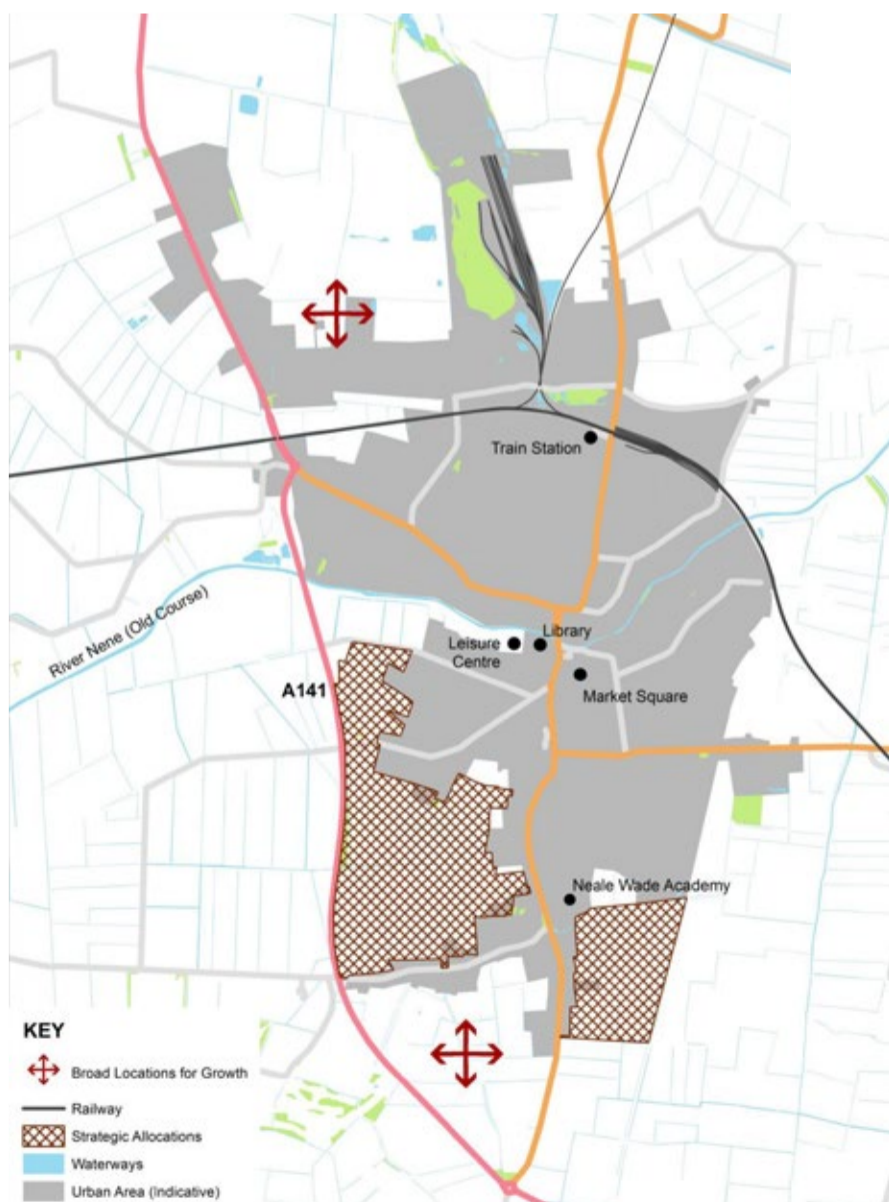
KEY

 **SITE LOCATION**
(33.92 HA)

SITE LOCATION PLAN

2. Site and Planning Context

- 2.1 Stow Fen Meadows (the 'Site') is made up of predominantly agricultural land which is relatively flat in nature. The built form of March borders the site to the north and to the west, whilst the old railway line forms the eastern boundary. Lambs Hill Drove forms the southern site boundary, with open countryside beyond.
- 2.2 The BCP has been prepared by BDW, to cover the entirety of the south east March site allocation in the Fenland Local Plan (FLP), with the allocated site measuring 33.92ha. Policy LP9 of the FLP allocates the site and identifies an approximate site capacity of "around 600 dwellings".
- 2.3 BDW currently control approximately 65% of the allocated site (22.26ha), with technical and design work undertaken demonstrating that this land can comfortably accommodate approximately 425 dwellings, alongside public open space, landscaping and planting to support the delivery of a significant biodiversity net gain and all the necessary infrastructure.
- 2.4 The residual land, outside of BDW control, is shown on the BCP, as is required by Policy LP9. The proposals for the BDW elements aid and support the delivery of these remaining land parcels and have been drafted in consultation with the relevant landowners. The remaining land has an area of 11.66ha and in BDW's assessment can accommodate at least 225 dwellings to meet and exceed the "around 600 dwelling" requirement.
- 2.5 Indeed, a key element of delivering sustainable development at this site is making the most efficient use of the allocated land, thus assisting in negating the future release of sites elsewhere in the district.



KEY DIAGRAM FOR MARCH –
EXTRACT FROM THE ADOPTED FENLAND LOCAL PLAN

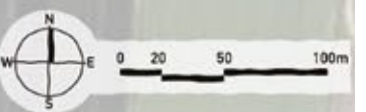
POLICY CONTEXT AND PLANNING HISTORY

The adopted Fenland Local Plan

- 2.6 The Local Plan seeks the delivery of at least 4,200 homes in March over the plan period 2011–2030. Policy LP9: March of the adopted Local Plan allocates four sites to deliver this strategic growth, including the land south-east of March. The site is allocated for residential development of "around 600 dwellings" and "if required" new sports pitches for Neale-Wade Academy with associated cycle and pedestrian links. The policy highlights the need for flood mitigation features to form part of the development and enhanced landscaping particularly along the southern boundary.
- 2.7 Policy LP7: Urban Extensions seeks the development of urban extensions to be planned and implemented in a co-ordinated way, through the delivery of an overarching BCP. The BCP should cover the allocation area shown in the Local Plan. The Policy confirms that "if one or more landowners are not supportive of the broad concept plan, then it will need to be demonstrated that a broad concept plan can still be delivered for the considerable majority of the urban extension without their involvement."
- 2.8 The Policy also then goes on to provide an extensive list of criteria (a–v) which a development would need to satisfy at the planning application stage. However, BDW are keen to stress that many of the criteria have assisted in shaping the BCP, for example: making efficient use of land, providing housing choice, providing a network of open space and green infrastructure, protecting and enhancing biodiversity value, incorporating flood risk measures; and providing allotments and play areas.

The adopted March Neighbourhood Plan

- 2.9 Policy H1 of the March Neighbourhood Plan (MNP) supports the south east March site allocation of "around 600 dwellings". Policy H1 provides four requirements for the BCP to deliver, in summary these are as follows:
- The BCP should be informed by extension, ongoing, meaningful and cooperative engagement with landowners, stakeholders and the community.
 - The BCP should demonstrate how community engagement has taken place and views taken onboard in the shaping of proposals.
 - The BCP should be supported by an Infrastructure Schedule.
 - Specific design requirements: proposals should be limited to the allocated site only, identify the primary and secondary access points and the distribution of roads within the site, identify different land uses, identify landscaping belts and new buffers to the countryside, identify design principles for the build form and identify areas subject flood risk and associated mitigation measures.
- 2.10 The content of this Vision Document, Statement of Community Involvement and supporting Technical Notes aim to satisfy these four requirements.



LAND OWNERSHIP

- 2.11 BDW control 65% of the South-East March allocation with the ability to deliver two access points for the full allocation, and 425 dwellings. The remaining land parcels have an area of 11.66ha and in BDW's assessment can comfortably accommodate at least 225 dwellings, bringing the total number of dwellings across the whole site to 650, in alignment with the site's allocation for "around 600 dwellings".
- 2.12 The land ownership distribution across the site is illustrated in the adjacent plan, and as set out at Section 5 BDW have engaged with the various landowners throughout the preparation of the BCP and have sought to prepare a comprehensive and equitable design solution for the whole allocation. Both landowners in principle support the BCP submission and are currently working independently to deliver development on their land, which in addition to BDW would ensure the whole allocation is delivered.

DELIVERY

- 2.13 BDW are currently in the early stages of preparing a planning application for the land under its control, totalling 425 dwellings and both access points. In line with Local Plan Policy LP7, the planning application will demonstrate how the full allocation can be delivered, through comprehensive masterplanning of the whole site, ensuring the initial BDW planning application does not prejudice delivery of the additional land.
- 2.14 Barratt Developments PLC trade under the brands Barratt Homes and David Wilson Homes, and it is intended to construct both brands at Stow Fen Meadows.
- 2.15 This will deliver:
- a wider choice of dwelling types and sizes for purchasers,
 - a variety in the design and type of dwellings on the site,
 - assist in creating different character areas; and
 - allow the BDW land to be delivered in a more timely manner with two construction teams on site delivering each brand simultaneously.





SECTION 3
Vision and Local Context



3. Vision and Local Context

“An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments. It means they are well grounded in their locality and more likely to be acceptable to existing communities. Creating a positive sense of place helps to foster a sense of belonging and contributes to well-being, inclusion and community cohesion.”

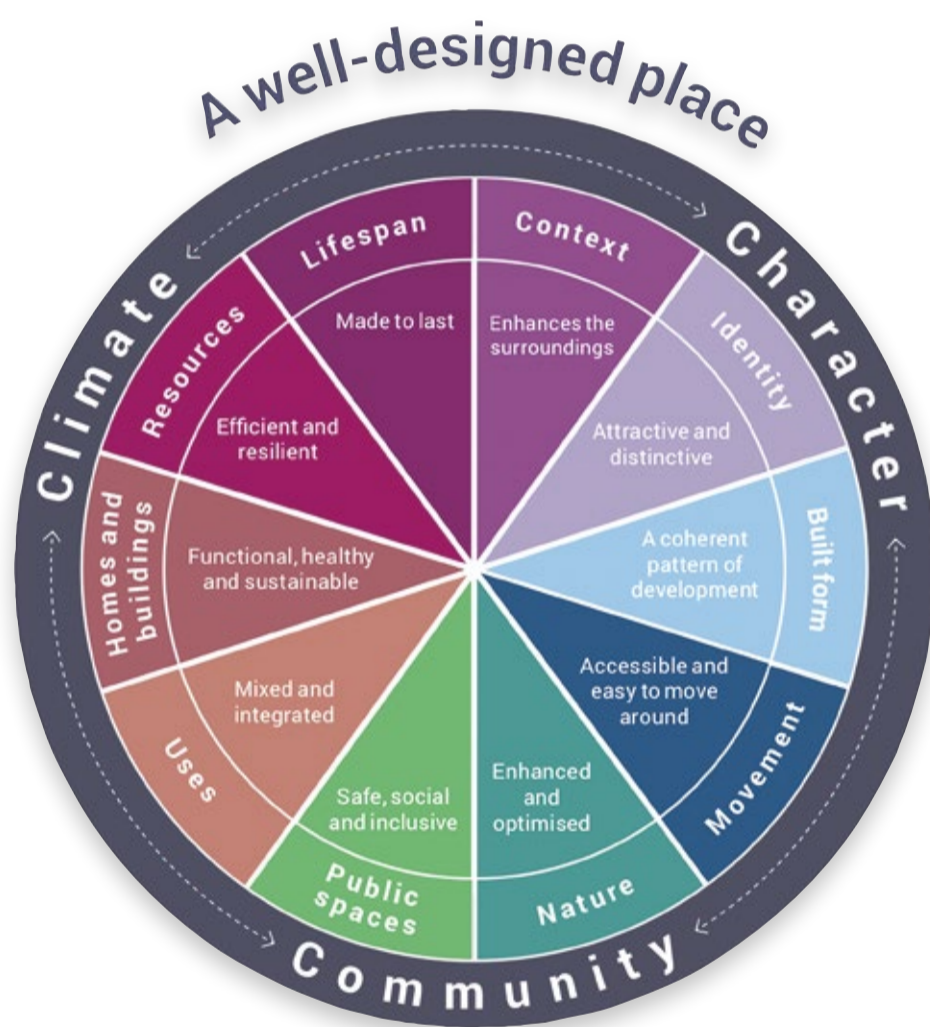
(Para. 39, NDG 2021)

VISION

- 3.1 The Stow Fen Meadows site presents an opportunity to provide a sustainable, landscape-led urban extension to March, on land allocated for residential development within the adopted Fenland Local Plan (2014).
- 3.2 It is also envisaged that the substantial provision of multi-functional public open space at the development will allow for an attractive backdrop for the new homes, facilitating sustainable alternative modes of movement and enhanced pedestrian and cycle permeability.
- 3.3 Taking inspiration from its surroundings, development on the land at South-East March is envisaged to provide a new place to live, while recognising new approaches to urban design and masterplanning. There will be:
- A highly connected network of attractive streets and spaces;
 - Verdant tree lined streets;
 - New formal parks and play areas;
 - Open natural green spaces;
 - Houses of all sizes to meet a range of needs; and
 - Architecture and design that takes inspiration from the existing local character of March.
- 3.4 The development will form a well-designed place, following the guidance set out within the National Design Guide (NDG, January 2021), a document issued by the Ministry of Housing, Communities and Local Government.
- 3.5 This overarching goal will be achieved by adhering to the criteria set out within the NDG, as guidance on how to create well-designed and well-built places that benefit people and communities. It outlines ten characteristics which are at the core of a well-designed place.
- 3.6 According to the NDG, well-designed places have individual characteristics which work together to create its physical **Character**. The ten characteristics help to nurture and sustain a sense of **Community**. They work to positively address environmental issues affecting **Climate**. They all contribute towards the cross-cutting themes for good design set out in the National Planning Policy Framework.

3.7 The ten characteristics for well-designed places, as set out in the NDG, are as follows:

1. **Context** – Enhances the surroundings;
2. **Identity** – Attractive and distinctive;
3. **Built Form** – A coherent pattern of development;
4. **Movement** – Accessible and easy to move around;
5. **Nature** – Enhanced and optimised;
6. **Public Spaces** – Safe, social and inclusive;
7. **Uses** – Mixed and integrated;
8. **Homes and Buildings** – Functional, healthy and sustainable;
9. **Resources** – Efficient and resilient; and
10. **Lifespan** – made to last.



NDG CRITERIA GUIDE-
THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES



PHOTOGRAPH 1:
VIEW FROM BARKER'S LANE ALONG THE BYWAY,
LOOKING EAST, WITH THE SITE'S EASTERN BOUNDARY
VISIBLE AT THE BACK, AS A PLANTED BORDER



PHOTOGRAPH 2:
VIEW FROM BARKER'S LANE LOOKING SOUTH-WEST,
TOWARDS THE PLANTED FIELD BOUNDARY



PHOTOGRAPH 3:
VIEW FROM BARKER'S LANE TO THE SOUTH, ACROSS
THE SITE



PHOTOGRAPH 4:
LOCATION OF POTENTIAL ACCESS POINT INTO THE SITE
OFF WIMBLINGTON ROAD



PHOTOGRAPH 5:
VIEW FROM LAMBS HILL DROVE TO EAST, WITH THE SITE
SITUATED AT THE LEFT SIDE OF THE PHOTO



PHOTOGRAPH 6:
VIEW FROM LAMBS HILL DROVE TO NORTH-WEST,
TOWARDS THE PLOTS BACKING ONTO THE WESTERN
EDGE OF THE SITE



PHOTOGRAPH 7:
VIEW FROM LAMBS HILL DROVE TO NORTH, WITH A
DRAINAGE DITCH VISIBLE



PHOTOGRAPH 8:
VIEW ALONG THE RECREATIONAL ROUTE OF THE OLD/
DISMANTLED RAIL TRACK



PHOTOGRAPH 9:
VIEW FROM THE NORTHERN EDGE OF THE OLD/
DISMANTLED RAIL TRACK TO WEST, TOWARDS ST
WEDREDA CHURCH SPIRE, VISIBLE AT THE BACKGROUND

THE SITE

- 3.8 Land at South-East March (the 'Site') is made up of predominantly agricultural land which is relatively flat in nature. The built form of March borders the site to the north and to the west, with properties along the eastern boundary generally backing onto the Site. The building and recreation grounds of Neale-Wade Academy lie in close proximity, beyond the northern site boundary, with hedgerow and tree planting along the site boundary offering a degree of screening. The old (dismantled) railway line forms the eastern site boundary, and Lambs Hill Drive forms the southern site boundary.
- 3.9 Further agricultural land lies to the east and to the south of the Site, affording partial views into the open countryside.
- 3.10 Mature hedgerows and tree planting define some of the boundaries of the fields, with a prominent band of tree planting along the eastern boundary, as part of the existing recreational pedestrian route comprising the dismantled rail track.
- 3.11 A Public Right of Way in the form of a byway lies immediately outside of the northern site edge, along Barker's Lane, connecting the Site with Wimblington Road (B1101) to the west with St Peter's Road to the north-east, via March's town edge and the open countryside.
- 3.12 A series of drainage ditches and dykes cross the site, generally in alignment with the field boundaries, and form part of the site's drainage and flood defences.



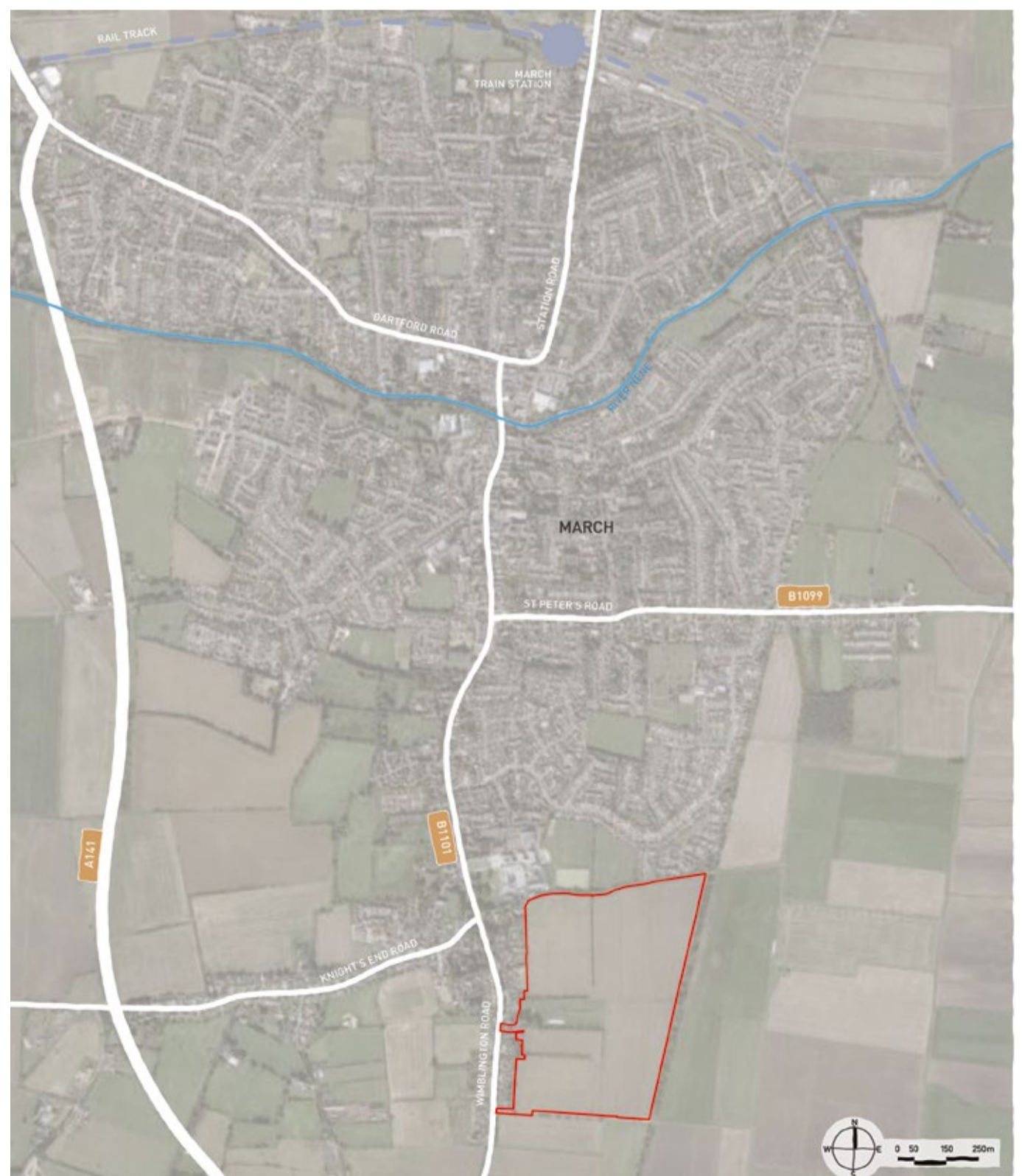
SITE PHOTOS KEY PLAN

LOCAL FACILITIES

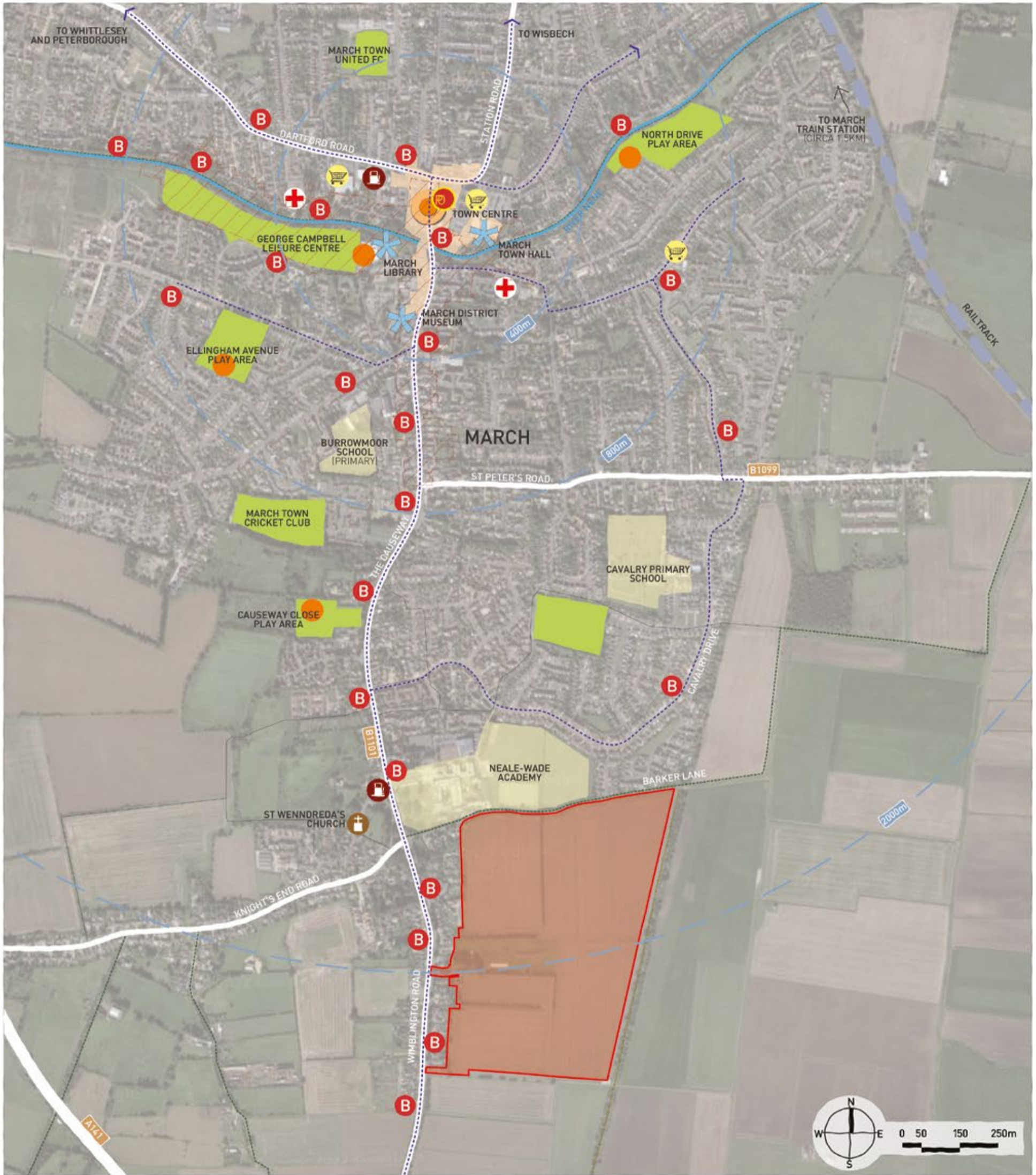
- 3.13 The site is well connected to the surrounding urban area of March, and benefits from easy access to public transport and strategic highway links within close proximity of the site. The plan below illustrates the location of the site within the context of the local access and movement network.
- 3.14 Situated approximately 1.2km to the east of the A141, the site benefits from convenient vehicular connections to major urban hubs in the area, such as Peterborough to the west (approximately 21km), Cambridge to the south (approximately 20km) and Huntingdon to the south-west (approximately 28km). Good connectivity to these urban areas brings with it opportunities for employment, retail and recreation for the new homes on the site.
- 3.15 Proximity to March train station, situated approximately 3km to the north of the site, facilitate connections to destinations further away, such as Birmingham, Leicester, Ipswich, Cambridge and Norwich, along with the employment and recreation opportunities associated with those.

- 3.16 March town centre lies approximately 2km from the site and offers a multitude of local facilities within walking distance from the site, as illustrated in the plan opposite. Some of the facilities within March include:

- A primary shopping area, including shops and places to eat and drink;
- Doctors' surgery;
- Supermarkets / groceries stores;
- A post office;
- Schools;
- Parks and recreations grounds; and
- Children's play areas.



WIDER CONTEXT ACCESSIBILITY PLAN



KEY

	SITE LOCATION		GREEN AMENITY SPACE		KEY CIVIC BUILDING		BUS STOP & ROUTE		BYWAY / RECREATIONAL ROUTE
	TOWN CENTRE / PRIMARY SHOPPING AREA		CHILDREN'S PLAY AREA		DOCTORS SURGERY		APPROXIMATELY 5 MINUTES WALKING TIME		FOOTPATH / PROW
	MARCH CONSERVATION AREA		RETAIL / SUPERMARKET		CHURCH / PLACE OF WORSHIP		APPROXIMATELY 10 MINUTES WALKING TIME		DISMANTLED RAILWAY (USED AS RECREATIONAL CYCLE AND PEDESTRIAN ROUTE)
	SCHOOL		POST OFFICE		PETROL STATION / GARAGE / SERVICES		APPROXIMATELY 25 MINUTES WALKING TIME		RAILTRACK

LOCAL CHARACTER

“Local identity is made up of typical characteristics such as the pattern of housing, and special features that are distinct from their surroundings. These special features can be distinguished by their uses and activity, their social and cultural importance, and/or their physical form and design. Most places have some positive elements of character, particularly for their users. These can help to inform the character of a new development.”

(Para. 52, NDG 2021)

3.17 The National Design Guide states that well-designed new development is influenced by:

“...an appreciation and understanding of vernacular, local or regional character, including existing built form, landscape and local architectural precedents;”

(Para. 53, NDG 2021)

3.18 An analysis of the existing built form of March can help identify patterns of development and key design components. Together these character generators and design components can help to inform the design approach for the development site.

3.19 The proposed design approach could be inspired by these qualities and potentially incorporate elements from them into the design of the new development to reflect and complement the local character.

3.20 The combination of the following key criteria contribute to defining the local area at the context of the development:

Street types –

- 3.21 A wide range of street types are included in March, including:
- Wide, principal vehicular routes arranged as tree-lined avenues with generous green verges, footways on both sides, deep building-setbacks, lined by wide fronted dwellings and accompanied by a formal boundary treatment of brick walls, such as the case of Wimblington Road and The Avenue;
 - Secondary streets, comprising key movement corridors, featuring generous building set back, presenting opportunities for landscaping to the front of plots, such as in Cavalry Drive;
 - Tertiary streets with footways, affording a more enclosed character to the street scene with a narrower building setback, combined with predominantly terraced and semi-detached dwellings or block of flats, such as in Camargue Drive; and
 - Private drives and mews, extending off higher hierarchy roads.

Building types –

- 3.22 A wide range of building types exist in March, including bungalows, terraced and semi-detached houses, large, detached family houses, as well as apartment blocks. Building height in March is predominantly 2 storeys, but with plenty of examples for taller buildings (2.5 and 3 storeys), as well as some bungalows.

Building line setback and parking –

- 3.23 Buildings are often generously set back from the street, particularly in primary (avenue) and secondary street typologies. The deep setback allows for opportunities for tree planting as part of green verges, as well as landscaping and hedging to the front of dwellings, allowing for a softened appearance of the built form. Lower hierarchy street types are set back more closely to the edge of the footway or carriageway, resulting in a greater sense of street enclosure, typical for inner residential areas within March.
- 3.24 The wide range of building types and degrees of building line setbacks facilitates a variety of parking approaches to residential plots in March, including arrangement such as on-plot side parking, frontage parking, parking courts and mews, all of which contribute to a dynamic street scape and contribute to reinforcing the distinctiveness of character areas within March.



WIMBLINGTON ROAD – EXAMPLE FOR A PRIMARY STREET / AVENUE



CAVALRY DRIVE – EXAMPLE OF A SECONDARY STREET



CAMARGUE DRIVE – EXAMPLE FOR A TERTIARY STREET



PRIVATE DRIVE OFF CAVALRY DRIVE



BLOCK PAVED MEWS OFF WIMBLINGTON ROAD



MEWS OFF CAVALRY DRIVE



BUNGALOWS ALONG WIMBLINGTON ROAD



FORMAL, LARGE DETACHED TOWN HOUSES OFF THE AVENUE



TERRACED HOUSES OFF CAVALRY PARK



VARIED BUILDING SETBACK ALONG CAVALRY PARK, ALLOWING FOR OPPORTUNITIES FOR SOFT LANDSCAPING TO THE FRONT OF PLOT, AND WITH ON-PLOT PARKING, FREEING THE STREETSCEN FOR THE DOMINANCE OF CARS



PRIVATE DRIVE OFF CAVALRY PARK INCORPORATES ON-PLOT PARKING AND GENEROUS BUILDING SETBACK, ALLOWING FOR LANDSCAPING TO THE FRONT OF PLOTS, SOFTENING THE APPEARANCE OF THE BUILT FORM.



Architectural style –

- 3.25 A mix of contemporary, post-war and traditional architecture is visible in March.

Materials and Architectural Detailing –

- 3.26 A mixture of buff and red brick is the dominant facing material for dwellings in March, however white render and weatherboarding are also characterising the buildings. Decorative brick detailing is often incorporated in the form of geometric shapes and at the corners of dwellings, and architectural details include chimneys and bay windows at key buildings, as well as dormer windows and formal entrance porches.
- 3.27 Roofing tiles are predominantly red.

Landscape and boundary treatments –

- 3.28 Boundary treatment features along primary routes in March tend to have a formal appearance, in the shape of brick walling, particularly to accompany wide-fronted, large, detached houses. Quieter streets feature hedgerows and soft landscaping as boundary treatment and as buffer between the public and private realms, resulting in a less formal street scene.



A MIX OF TIMBER AND BRICK AT AN EDWARDIAN STYLE OFF THE CAUSEWAY



TRADITIONAL BRICK DETAILING AT BUILDINGS ON THE CAUSEWAY, IN PROXIMITY TO THE HISTORIC CORE OF MARCH



CONTEMPORARY COMBINATION OF BRICK AND WEATHERBOARDS ALONG THE CAUSEWAY



BAY WINDOWS; CHIMNEYS



RED BRICK; BAY WINDOW



DECORATIVE BRICK DETAILING



BRICK WALL AS BOUNDARY TREATMENT, THE AVENUE



BRICK WALL AS BOUNDARY TREATMENT



LOW HEDGES AND SOFT LANDSCAPING TO THE FRONT OF DWELLINGS AT QUIETER STREETS



SECTION 4

Opportunities and Constraints

4. Opportunities and Constraints

- 4.1 To inform the preparation of the BCP, BDW have appointed a team of planners, urban designers and technical consultants to assist in defining known site constraints and devising an overarching landscape-led design strategy capable of delivering an attractive and sustainable new community.
- 4.2 BDW's overarching design and technical work has reached a stage where it can support the BCP proposals for the allocation area.
- 4.3 The following Chapter provides a written overview of known technical matters at the site and an indication of future workstreams which BDW are undertaking to support the preparation of a planning application for the allocated land which is under their control and capable of delivering 425 dwellings.

HIGHWAYS & ACCESS

- 4.4 Classed as a 'primary market town' in the adopted Local Plan (the most sustainable settlements) and with a population of c.23,000, March benefits from a wide range of services and facilities, including retail, employment opportunities, health and community facilities and public transport. The southern end of the town centre is less than a mile from the site, with the core of the town being 1.2 miles away.
- 4.5 March also benefits from a railway station, around 2 miles from the site, providing services to key destinations such as Peterborough, Ely, Cambridge, Stansted Airport and Birmingham New Street.
- 4.6 The closest set of bus stops to the site are located on Wimblington Road. The bus stops are located approximately 95m and 210m north of the potential site access along Wimblington Road. A second set of bus stops are also located at the Wimblington Road / Lambs Hill Drove junction. The project team is aware that there are currently no bus services operating along Wimblington Road. Discussions are ongoing with Stagecoach and Cambridgeshire County Council's public transport team regarding the future of bus services in March and the most appropriate approach to serving future development.
- 4.7 Wimblington Road is a street lit single carriageway road subject to a 30mph speed limit outside the site frontage. It provides a route between the A141 at Mill Hill Roundabout to the south of the site and March town centre to the north of the site. The BCP makes provision for two new site access junctions off Wimblington Road. The most northerly at the location of an existing track, serving land to the rear of Wimblington Road, located between two existing dwellings. The southern access is located at the junction of Wimblington Road and Lambs Hill Drove. These new junctions will be delivered by BDW and be designed in accordance with relevant design standards to meet the needs of all users of the highway: pedestrians, cyclists and vehicles. At the appropriate stage of the planning process junction design will be subject to a Road Safety Audit to ensure that the junctions are safe.
- 4.8 The BCP also makes provision for a potential vehicular site access off Barker's Lane, to the north of the site. This potential site access point forms part of the access strategy put forward by Landowner 1 and does not form part of the BDW access strategy and would therefore need to be delivered by Landowner 1.
- 4.9 A footway is provided adjacent to the western side of Wimblington Road between the site and the town centre. In addition, a shared footway / cycleway is provided along the full length of Wimblington Road between the A141 and the town centre. The two new site access junctions off Wimblington Road include pedestrian and cycle infrastructure to tie in with this existing infrastructure. In addition, the BCP makes provision for potential pedestrian and cycle links along the site's northern boundary, to Barker's Lane, to allow convenient and sustainable travel to March town centre. Similar potential sustainable links are also proposed along the site's eastern boundary to allow a potential connection to former railway line which is used locally as a recreational route.
- 4.10 A highways pre-application meeting took place on Tuesday 28th of February 2023. The meeting was arranged to agree the methodology and key principles to be applied in the Transport Assessment and the Travel Plan to be submitted with a future BDW planning application (representatives from Tetra Tech, CCC, Pegasus Group and BDW were present at the meeting). A meeting with the local bus operator (Stagecoach) took place on Thursday 2nd March 2023 (representatives from Tetra Tech, CCC and BDW were present at the meeting). The focus of the meeting was to agree an approach on how best to deliver a bus route to serve the proposed development and to discuss current issues surrounding the lack of bus service provision in March. The current output of these ongoing discussions indicate that a new on-site bus route will not need to be delivered as part of the development.
- 4.11 BDW acknowledge that future modelling and survey work to assess the future and existing capacity of the local highway network work may indicate the need for off-site highway improvements and mitigation measures to be provided. This work and confirmation of any mitigation measures would be provided as part of the Transport Assessment at the planning application stage.
- 4.12 In response to feedback from residents as part of BDW public consultation, BDW are also investigating the need for traffic calming and or speed reduction measures on Wimblington Road. Details of any such measures will be explained in the Transport Assessment at the planning application stage.
- 4.13 The BCP provides the principles of the site access strategy that can followed and used to guide the detailed design and planning application process. The BCP also indicatively shows how each land parcel could be interconnected to deliver an integrate and comprehensive scheme regardless of different landownership. The BDW access strategy will be further refined with ongoing dialogue with the relevant authorities, and off-site highway capacity will be assessed through the planning application stage in consultation with the Local Highway Authority.

FLOOD RISK & SURFACE WATER DRAINAGE

- 4.14 The Environment Agency's (EA) Online Indicative Flood Mapping confirms that the majority of the site lies within Flood Zone 1 whilst the remaining part of the site, in the north east and south eastern extent, lies within Flood Zones 2 and 3. It should however be noted that the built development shown on the BCP will be contained within the Flood Zone 1 areas which are classified as having less than 1 in 1,000 annual probability of flooding from rivers or seas.
- 4.15 According to Annex 3 of the Flood Risk and Coastal Change (FRCC), Planning Practice Guidance (PPG), residential dwellings are classified under the 'More Vulnerable' category which is considered to be appropriate for development within Flood Zone 1. Therefore, there is no need to carry out a Sequential Test of Exception Test at the planning application stage.
- 4.16 In terms of surface water flooding, the EA Surface Water Flood Map shows small areas within the site are at risk of high to low surface water flooding. As these areas are isolated patches, it is considered that this will be managed within the proposed surface water drainage system to be implemented on site.
- 4.17 The potential extent of flooding from reservoirs and rivers or the sea is contained to areas within the north east and south eastern extent of the site which will be free from built development. The Fenland Level 1 Strategic Flood Risk Assessment (SFRA) indicates that the overall flood risk suitability for the site (ref: 40005) is 'medium' as the site is at medium risk for flood risk or surface water flood risk, and/or is at high risk from groundwater or sewer flooding. A site specific FRA will be prepared at the planning application stage to demonstrate how the level of flood risk will be managed on site.
- 4.18 A pre-application consultation request was submitted to the Middle Levels Commissioners and associated Internal Drainage Boards (IDB) on 7th February 2023 to confirm a suitable discharge rate for the site and any maintenance requirements relating to the existing onsite ditches. Subsequently, upon review of the March East IDB maps, it was noted that the existing ditches crossing the site are not owned/maintained by the IDB. Therefore, an enquiry was sent to Cambridge County Council (CCC) Lead Local Flood Authority (LLFA) on 3rd March 2023 to advise of the maintenance easements (if any) required for the onsite ditches.
- 4.19 Notwithstanding the above, a surface water drainage strategy for the site has been developed in accordance with the hierarchy for sustainable surface water disposal. It is currently considered unlikely that the ground conditions at the site will be suitable for infiltration. Accordingly, in accordance with the hierarchy for surface water disposal, the next option to be considered is discharge to watercourse. There are existing ditches within and adjacent to the north, east and southern site boundaries. It is therefore proposed to discharge surface water runoff from various catchment areas across the site to the existing ditch network at various locations. Surface water runoff from each catchment will be restricted to the corresponding Qbar runoff rate for the contributing area which is equivalent to 1.2l/s/ impermeable hectare.
- 4.20 Surface water attenuation will be provided within the proposed detention basin(s), with indicative locations shown on the BCP. At the detailed planning stage the size and depth of each basin will be confirmed. From the detention basins, surface water flows will be conveyed, via gravity pipes, to the proposed outfall location as described above.

Foul Water Drainage

- 4.21 In terms of foul water, an Anglian Water Pre-Planning Assessment Report for the site confirms that the nearest practicable connection is to the 225mm diameter sewer at manhole O202 in Barker's Lane. However, during our recent public consultation event, a number of attendees advised that the existing foul sewers within Barker's Lane flood on a regular basis, normally following periods of rain. Subsequently, BDW's Drainage Consultant contacted Anglian Water to discuss the flooding issues and how the necessary mitigation can be provided.
- 4.22 A CCTV survey, was undertaken in February 2023 and confirmed that in relation to the foul network which runs along Barkers Lane, there are no issues with the condition of the pipes and there are no signs of water ingress, however, the system along Barker's Lane has to deal with a large amount of wipes/materials that should not be entering the system and it is likely to block as a result.
- 4.23 The problem would be eased with regular jetting of the line to clear any obstructions that are likely to cause blockage. A full response from Anglian Water is awaited, BDW will however continue to liaise with Anglian Water to ensure the best possible solution for existing and future residents is pursued.

LANDSCAPE

Context

- 4.24 The site comprises predominantly arable farmland, in medium scale regularly shaped field parcels. The field parcels are divided by a combination of fragmented hedgerows, drainage ditches and single lines of trees as is typical of the Fenland landscape. In terms of topography the site is relatively flat area of agricultural land on the south-eastern fringes of March at between 1m and 4m AOD. There is very little topographic variation across the entire study area – this is a typical flat fenland landscape.
- 4.25 Motorists moving north along Wimblington Road towards March and the site have oblique partial views of the southern part of the site. Moving north the site is largely screened by built fabric, however glimpsed views can be obtained between the residential properties east of the road. Properties along the eastern side of the road backing onto the site have direct views from rear gardens and upper storey rear facing windows, however the existing garden vegetation, close board fencing and boundary hedgerows provides screening at the ground level.
- 4.26 Users of Barker's Lane and Lambs Hill Drove – have filtered and clear close-range views into the site from the north and south respectively. A number of residential properties on Cavalry Drive, Monty Long Close and Fairfax Way to the north have partial or glimpsed views depending on their location on the settlement edge and the orientation of individual properties. Mature vegetation along the course of the dismantled railway provides a good level of screening of the site at ground level.
- 4.27 Wider views of the site would be identified and analysed as part of Landscape Visual Impact Assessment (LVIA) at the planning application stage.

Development Opportunities

- 4.28 Development of the site would – in the early years – change the character of the site from an undeveloped site, comprising a number of arable field parcels, to residential development with associated infrastructure including roads and landscaping. However, in addition to the retention and enhancement of boundary hedgerows and mature trees (as shown on the BCP), it is anticipated that structural tree and shrub planting would take place, as part of the development, particularly along the boundaries of the site.
- 4.29 The BCP shows that built development will be set back from the northern, eastern and southern site perimeters inside the existing boundary planting. At the detailed design stage consideration will also be given to locating further tree and hedgerow planting along these boundaries and at the proposed access points from Wimblington Road and Barker's Lane to help soften the edge of any new development and integrate new development into the wider landscape setting. Built development will also positively address these site boundaries.
- 4.30 The BCP provides the opportunity to conserve the most important and valued landscape assets on the site including the perimeter planting along the eastern boundary – associated with the dismantled railway line – and the drainage ditches defining the existing characteristic field pattern. These can be incorporated into 'greenways' alongside new footpath/ cycleway links. The BCP also seeks to keep the distinctive historic drainage pattern by retaining the hierarchical network of ditches. These drainage ditches, and the associated wetlands that could be created as part of an integrated SuDS, would provide a network of valuable wetland habitats across the site.
- 4.31 As well delivering new characteristic tree lines and belts there as an opportunity to create a new community orchard as a distinctive feature within the GI framework alongside allotments, semi natural greenspace and more formal areas for play and recreation.
- 4.32 The BCP retains a view of the church, along the northern boundary of the site, from the publicly accessible dismantled railway line to the east. At the detailed design stage, BDW will investigate if it is possible to retain partial views of the church as part of careful layout design. There are also longer distance views from the east – from Coleseed Road and Horsemoor Road – however the vegetation along the course of the dismantled railway and the proposed setbacks will soften views of the new settlement edge from this direction and church spire views will be retained above and beyond the retained vegetation and rooflines of proposed development.
- 4.33 The BCP provides a positive design framework to guide the delivery of a sensitive landscape led scheme at later stages of the planning process, including the important detailed design stage. A future planning application for the BDW controlled land will be supported by a LVIA and Illustrative Landscape Masterplan. These documents will further assess the impact of the proposals in landscape character and visual terms and provide further detail on the design and green/blue infrastructure opportunities referenced above.

HERITAGE & ARCHAEOLOGY

- 4.34 No designated heritage assets lie within or in the immediate vicinity of the site. The Grade I Listed Church of Wendreda lies approximately 270m west of the site and lies within an associated churchyard which contains a number of Grade II Listed chest tombs. Due to the height of the church spire, there are views from within the majority of the site towards the asset. The impact of the development on the heritage significance of the Church of St Wendreda are currently being assessed, in terms of changes to its wider setting. Designated heritage assets in the wider surrounds of the site include the Scheduled Monument The March Scone, a civil war fieldwork, which lies approximately 365m north of the site, Grade II Listed Buildings, and the March Conservation Area which is located approximately 865m north of the site. The setting of designated heritage assets is not considered to be a major constraint to the development of the site.
- 4.35 Previous archaeological works have already been undertaken within the site, including a geophysical survey and a trial trench evaluation, which included the excavation of 91 trenches. A further scheme of investigation has been agreed with the Historic Environment Team at Cambridgeshire County Council. BDW Cambridgeshire will continue to work alongside the relevant authorities to ensure all future archaeological investigations are undertaken at the required time in the planning/development process. The additional investigations need to take place prior to the commencement of development and would likely be conditioned as part of any approved planning application.
- 4.36 As part of the planning application, a Heritage Statement will be submitted which will include an assessment on the impact of the proposals on the historic environment and in line within ClfA standards. The report will consult Historic England datasets, the Cambridgeshire Historic Environment Record, the reports of the previous investigations within the site, maps and other historic documents held by the Cambridgeshire Record Office, aerial photographs and a site visit.
- 4.37 The Broad Concept Plan has taken heritage into consideration from the outset and the proposals include a maintained view line across the northern extent of the site towards the spire of the Grade I Listed Church of Wendreda.

ECOLOGY

- 4.38 The site was visited in February 2023 by qualified Ecologists during which time the site was walked, with broad habitat types recorded and assessed in respect of their likely intrinsic ecological interest as well as their potential to support notable or protected flora and fauna.

Designated Sites

- 4.39 There are no statutory designations covering any part of the site and no national or local statutory designations were identified within 3km of the Site. No non-statutory designations were identified within 2km of the Site.
- 4.40 Six international statutory designations were identified within 10km of the site, the closest of which is over 7km away, and therefore no direct effects upon these designations are predicted. Detailed consideration of indirect effects of the development upon these designations will be given at the planning application stage.

Habitats and Flora

- 4.41 The site is dominated by arable land of limited ecological interest. A single neutral grassland field is present to the west along with some existing buildings beyond. Fields at the site are demarked by fenland ditches typical of the local area, with a wooded belt running along the eastern boundary and hedgerows/tree lines to other boundaries. Arable field margins at the Site contain a modest variety of herb and ruderal species, with neutral grassland showing moderate species-richness. The BCP seeks to retain important hedgerows and other habitats alongside development, with the loss of arable dominated land being of limited concern in respect of ecology. Furthermore, the BCP demonstrates how retained areas of open space provide opportunities to deliver a range of habitats alongside development including grassland and wetlands, along with tree planting.
- 4.42 A future planning application would be supported by a biodiversity metric calculation demonstrating the net effect of the development upon biodiversity. As set out above, given that arable land dominates the Site, and that the BCP illustrates the extent of open space and landscaping that could be delivered alongside development. BDW are committed to delivering a 10% biodiversity net gain as part of their proposals.

Fauna

- 4.43 The site is dominated by arable land and therefore is likely to support an impoverished fauna and few protected or notable species. Opportunities remain within less intensively managed or cultivated areas, including for bats (roosting within trees or buildings), water vole (known to be present locally with suitable ditch habitat on-site), amphibians (suitable waterbodies adjacent to site with ditches on-site), farmland birds and reptiles (suitable vegetation along ditch banks and grassland areas).
- 4.44 The BCP illustrates how in the event the site supports notable or protected fauna, open space and landscaping, it would allow for any reasonably foreseeable mitigation measures to be delivered alongside development. Any future planning application would be informed by a detailed suite of survey work covering relevant scope of fauna.
- 4.45 In addition to the above, the BCP demonstrates how ecological enhancement measures could be included within scheme proposals, including both within open spaces and landscaping (i.e. wildlife ponds, tree planting and wildflower grassland) and within development parcels (i.e. integrated swift and bat boxes, bee bricks and hedgehog highways).
- 4.46 The BCP demonstrates how development at the site could be delivered alongside all foreseeable ecological mitigation requirements in respect of protected or notable species, provide targeted ecological enhancement measures and deliver a net gain for biodiversity.

Trees

- 4.47 The site was visited in February 2023 by a qualified Arboriculturalist. The site was walked with trees and their features inspected and assessed relevant to the proposals at the site. A total of 58 trees, groups of trees and hedgerows were surveyed. These were summarised in terms of their quality in accordance with the recommendations of BS5837, with three high quality, 42 moderate quality, 13 low quality and no very poor-quality trees throughout the site.
- 4.48 No ancient or veteran trees were identified at the site. There is no ancient woodland affecting the site.
- 4.49 The BCP demonstrates how development at the site could be delivered alongside retention of most mature trees at the site.

NOISE

- 4.50 The principal noise constraints to the proposed development are road traffic on Wimblington Road, and to a lesser degree, noise from the sports pitches associated with the Neal Wade Academy, north of Barker's Lane. There are not considered to be any significant sources of vibration in proximity to the proposed development. At present, Baker's Lane and Lambs Hill Drove, located adjacent to the northern and southern boundaries of the proposed development, respectively, are single carriageway, limited use roads.
- 4.51 It is proposed that the junction between Wimblington Road and Lambs Hill Drove will serve as one of two vehicle ingress/egress points for the proposed development. However, the majority of Lambs Hill Drove, which falls outside the redline boundary, is likely to be retained in its current form and is therefore unlikely to experience an uplift in road traffic noise from that which currently exists.
- 4.52 The BCP has taken account of the likely sources of noise near to the proposed development and measures have been taken to minimise potential noise impacts. Such measures include the significant setback distance from the sports pitches associated with the Neal Wade Academy and the use of acoustic screening likely to be afforded by existing properties to the indicative residential areas proposed.
- 4.53 Whilst existing properties in proximity to the proposed ingress/egress points are likely to experience a change in road traffic noise levels, the likely volume of traffic and travelling speeds are unlikely to result in road traffic noise levels which are considered significant.
- 4.54 A detailed Noise Assessment will be prepared to support a future BDW planning application.

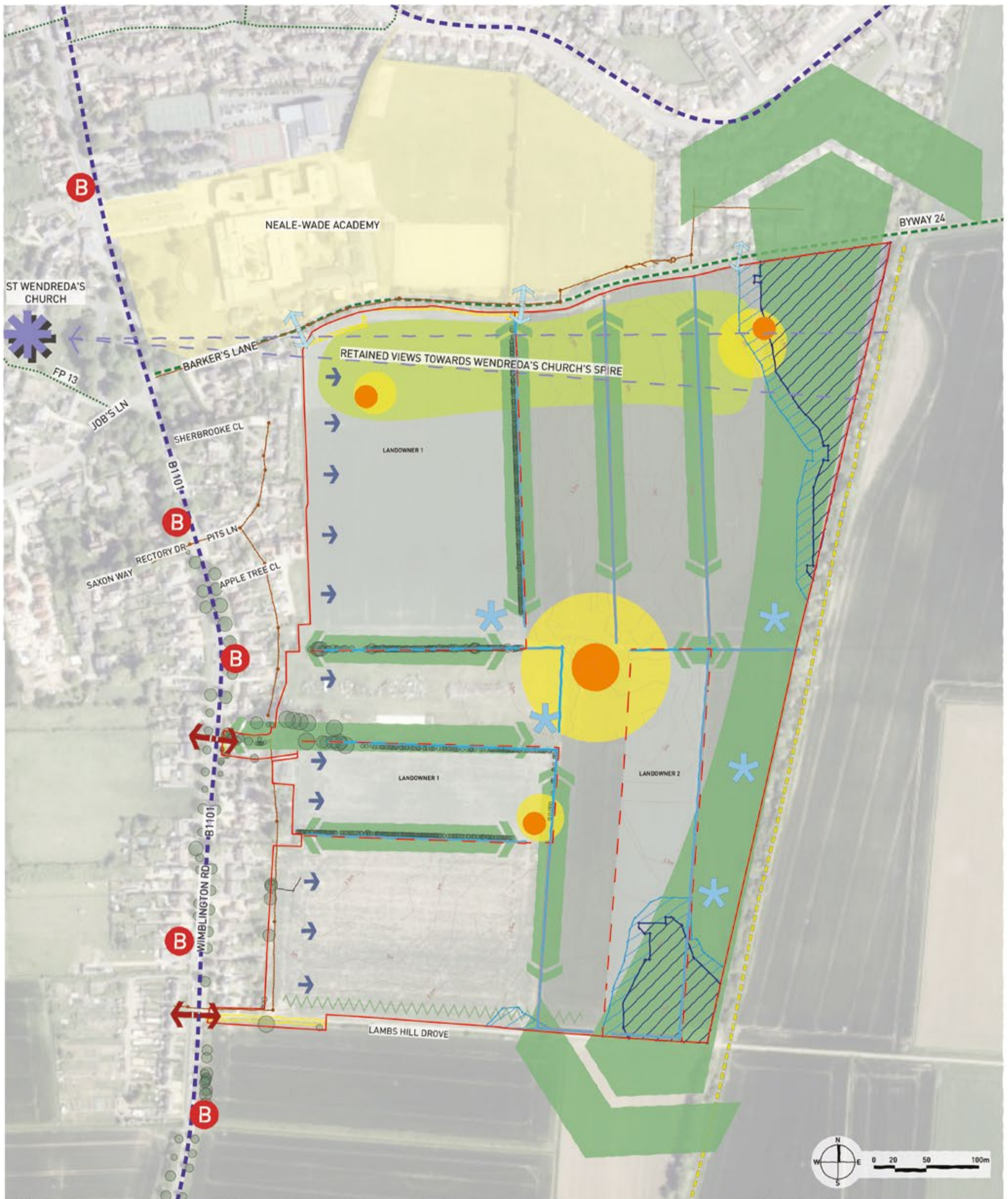
AIR QUALITY

- 4.55 Vehicle movements, predominantly on Wimblington Road, are considered to be the primary source of air pollution in the local area and is likely to have the greatest potential to impact pollutant concentrations at the site. However, the site is set back approximately 60m from Wimblington Road, with residential areas shown on the BCP located at a greater distance from the road network than existing residential properties. A review of aerial imagery identified no significant rail or industrial sources of air pollution or dust.
- 4.56 The proposed development will generate additional vehicle movements on the local road network. An assessment of impacts associated with operational phase road traffic emissions on existing sensitive receptor locations will be undertaken as part of the Air Quality Assessment to determine if any significant air quality impacts are likely. Such sensitive receptors include existing residential properties, the Neale-Wade Academy and its associated sports pitches. Mitigation measures will be recommended, if necessary.
- 4.57 The current BCP is considered likely to be acceptable in terms of air quality due to the distance between significant air pollution sources and the proposed residential areas. Mitigation measures for the minimisation of fugitive construction dust emissions and operational phase road traffic emissions will be proposed for inclusion in the scheme as part of the air quality assessment to be undertaken.

GROUND CONDITIONS

- 4.58 The majority of the site comprises a number of agricultural fields interspersed with drainage ditches. One parcel of land within the central area of the overall site is used as a scrapyards and includes some structures. The risk of ground contamination is moderate within the scrapyards area, and very low for the remainder of the site area.
- 4.59 All detailed investigations will be reported at the planning application stage, at which point the need for any localised mitigation measures will also be confirmed. Any such work can be secured by a planning condition.





KEY									
	SITE LOCATION		FLOOD ZONE 2+3 BASED ON ENVIRONMENT AGENCY MAP; AREAS BENEFITTING FROM FLOOD DEFENCES		DISMANTLED RAILWAY (USED AS CYCLE AND PEDESTRIAN RECREATIONAL ROUTE)		POTENTIAL FOCAL PUBLIC OPEN SPACE		POTENTIAL VEHICULAR ACCESS POINT
	PARCELS OUTSIDE OF BDW CONTROL		FOUL WATER SEWER BASED ON ANGLIAN WATER RECORD PLANS		BUS ROUTE AND BUS STOP		OPPORTUNITY FOR CHILDREN'S PLAY AREA (EQUIPPED / INFORMAL)		POTENTIAL PEDESTRIAN AND CYCLE ACCESS
	EXISTING VEGETATION (SUBJECT TO SURVEY)		EXISTING EASEMENT		NEW HOMES TO BACK ONTO BOUNDARY PROTECTING PRIVATE AMENITY OF EXISTING PLOTS		SENSITIVE EDGE AT THE INTERFACE WITH THE OPEN COUNTRYSIDE		ST WENDREDA CHURCH GRADE I LISTED BUILDING, ACCOMPANIED BY A SERIES OF GRADE II LISTED CHEST TOMBS IN ITS CEMETERY YARD; RETAINED VIEWS
	EXISTING DRAINAGE DITCH		EXISTING PROW		POTENTIAL GREEN CORRIDOR INCORPORATING RECREATIONAL CYCLE AND PEDESTRIAN ROUTES		POTENTIAL PUBLIC OPEN SPACE		POTENTIAL ATTENUATION BASINS (SUBJECT TO SPECIALIST INPUT)

OPPORTUNITIES AND CONSTRAINTS PLAN

OPPORTUNITIES

- Provision of a developable area capable of delivering up to 650 dwellings in accordance with the need to make efficient use of land and deliver “around 600” dwellings (Policy LP9)
- Approximately 425 dwellings can be accommodated on land under the control of BDW with the Landowner 1 and Landowner 2 parcels capable of delivering approximately 175 and 50 dwellings respectively;
- The site is relatively level, enabling an efficient use of the land for a residential development and associated infrastructure;
- Opportunity for an overarching design proposal which enables and facilitates the delivery of all land parcels, regardless of the ownership pattern;
- Opportunity to create a soft landscape buffer at the eastern edge of the site, as a transition from the built-up area to the open countryside;
- Opportunity for a new landscape buffer along the site’s southern edge, to soften transition from the built-up area to the open countryside, as well as mitigate views into the site from the south;
- The existing PRoW along the site’s northern edge presents an opportunity to enhance pedestrian permeability through the site, facilitating connectivity into March’s town centre and the local facilities it offers, supporting sustainable modes of travel;
- Opportunity to provide two vehicular access points off Wimblington Road at the western edge of the site;
- Potential for pedestrian and cycle access into the site from the northern edge, off the existing Public Rights of Way, with opportunity to connect these into a network of green corridors as part of the site’s green infrastructure;
- Potential for pedestrian and cycle connections from the proposed recreational pedestrian/cycle routes to the existing dismantled rail track along the site’s eastern edge, which is used as a public footpath;
- Opportunity to incorporate existing trees within the proposed public open spaces, particularly those along the western site boundary;
- Opportunity for an interconnected network of green corridors, which follow existing landscape features such as drainage ditches and hedgerows, to form a consolidated green infrastructure, accommodating drainage features alongside recreational and play opportunities, as well as providing ecological benefits such as enhanced biodiversity and retained habitats;
- Opportunity for habitat creation within proposed attenuation basins and landscaped areas within the public open space;
- Opportunity to provide children’s play areas as part of the green infrastructure;
- Opportunity to create a focal open space at the heart of the development, as an amenity feature;
- Opportunity to provide allotments as part of the green open space, to meet the open space requirements in the Local Plan;
- Opportunity to create quality architecture that takes design cues from the local area and responds positively to existing, adjacent built form;
- To create a varied and interesting street scene through the development proposals; and
- Making efficient use of land through the application of appropriate density assumptions.

CONSTRAINTS:

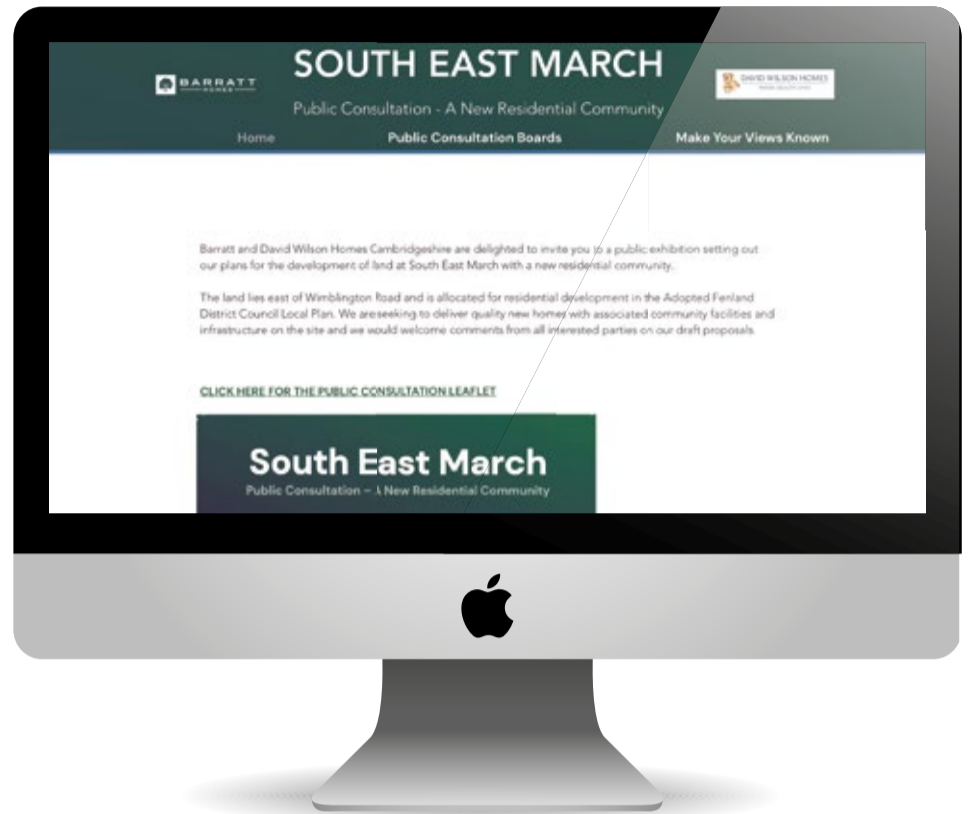
- Existing dwellings along the site’s western edge requires a sensitive design response, so as not to compromise private amenity;
- Retain select views to St Wendreda Church spire across the site, from the old rail track recreational route;
- Tree planting and hedgerows along field boundaries to be retained where possible;
- The north-eastern and South-Eastern parts of the site lie in Flood Zones 2 and 3;
- On-site surface water attenuation features will be provided; and
- Existing drainage ditches should be retained where possible and potentially incorporated into the blue-green infrastructure.



VIEW TO ST WENDREDA CHURCH SPIRE FROM THE NORTHERN END OF THE OLD RAILWAY / RECREATIONAL ROUTE



SECTION 5
Engagement



South East March
Public Consultation - A New Residential Community

1 Welcome

Introduction

Barratt and David Wilson Homes Cambridgehire welcome you to this public exhibition for proposed residential development at South East March. We would like to hear your views on the proposed development and how we can improve it. We are also looking for your views on the proposed development and how we can improve it. We are also looking for your views on the proposed development and how we can improve it.

2 Site Location & Context

The Adopted Development Plan

3 Site Sustainability

6 Community Activity

10 Open Space & Landscaping

230

500

£14.3million

£954,000

Feedback and Next Steps

Thank you for viewing our exhibition and proposals.

5. Engagement

PUBLIC AND STAKEHOLDER ENGAGEMENT

- 5.1 To inform the preparation of the BCP, BDW have embarked upon a programme of community and stakeholder consultation. BDW organised a public consultation to raise awareness of the site and the emerging proposals. Public awareness of the emerging proposals and the consultation was raised through a leaflet drop to local residents and a newspaper advertisement.
- 5.2 The public consultation programme included an exhibition of the proposals on the 9th of February 2023, with representatives from BDW and the consultant team present to listen to comments and answer questions. The material displayed at the exhibition was also available to view on a consultation website: <https://www.semarchconsultation.co.uk/>.
- 5.3 In terms of targeting specific stakeholders, BDW invited the following people to the exhibition for a private viewing of proposals prior to the exhibition opening to the public: March Town Councillors, FDC Councillors for March, FDC Planning Committee Members and representatives of Neale-Wade Academy.
- 5.4 The public were able to make written comments on the proposals by completing a form at the exhibition, replying via a dedicated email address or replying via the online form on the consultation website.
- 5.5 In total 144 people attended the exhibition and 31 feedback forms were completed as part of the consultation.
- 5.6 Since the consultation the BCP has been amended as follows:
- The proposed skate park and BMX track have been removed from the proposals to address concerns from residents in respect of there being potential for anti-social behaviour arising at such a facility sited in this location.
 - The surface water drainage strategy has been updated to reflect and address the site constraints and feedback from the exhibition.
 - BDW are also reviewing opportunities to introduce traffic calming and or speed reduction measures on Wimblington Road.
 - Development has been further set back from the site's southern boundary to compliment the wider landscape and open space strategy.
- 5.7 BDW also acknowledge the feedback of residents of the existing dwellings located along the site's western boundary. BDW are committed to engaging with these residents further and at the future detailed stage of the planning process providing a sensitive design approach to treating this boundary in order to appropriately respect the amenity of residents. The impact of the proposals on local infrastructure and services and technical matters such as highways access and impact were also raised as concerns. BDW have responded to each of the matters raised in the Statement of Community Involvement submitted in support of the BCP.
- 5.8 Prior to the submission of a planning application, BDW will undertake further consultation with local residents to ensure they are aware of the proposals moving forward.
- 5.9 A copy of all exhibition material, invites, leaflets and the website can be found in the Statement of Community Involvement.

PRE-APPLICATION ENGAGEMENT

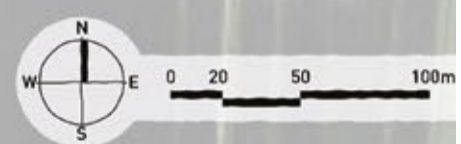
- 5.10 In addition to consulting with the public and stakeholders, BDW have also consulted Planning Officers at FDC through formal pre-application discussions. The BDW consultant team have also engaged with statutory consultees at an early stage to discuss the BCP and the scope of any required technical work to support the emerging proposals and a future planning application. Discussions have taken place with: Cambridgeshire County Council: Highways, The Internal Drainage Board, FDC Environmental Health and Cambridgeshire County Council: Archaeology.

LAND OWNER ENGAGEMENT

- 5.11 During the preparation of the BCP, BDW have had several constructive meetings with representatives of both Landowner No.1 and Landowner No.2 (as identified on the BCP). Both landowners in principle support the BCP submission and are currently working independently to deliver development on their land, which in addition to BDW would ensure the whole allocation is delivered.



SECTION 6
Broad Concept Plan



KEY			
	SITE LOCATION (33.90HA)		INDICATIVE LOCATION OF CHILDREN'S PLAY AREA
	PARCELS OUTSIDE OF BDW CONTROL (11.44HA)		INDICATIVE LOCATION FOR ALLOTMENTS / COMMUNITY ORCHARD
	INDICATIVE RESIDENTIAL AREA		INDICATIVE LOCATION OF ATTENUATION BASINS (SUBJECT TO SPECIALIST INPUT)
	PUBLIC OPEN SPACE - INCLUDING PLAY AREAS, STRATEGIC LANDSCAPE BUFFERS, DRAINAGE ATTENUATION AND OTHER FORMS OF ACTIVE AND PASSIVE RECREATION		EXISTING VEGETATION (SUBJECT TO SURVEY)
	RETAINED DRAINAGE DITCHES INTEGRATED INTO THE SITE-WIDE DRAINAGE STRATEGY		PRIMARY ROUTE (TREE LINED WITH GREEN VERGES)
	INDICATIVE PROPOSED PEDESTRIAN / CYCLE PATH		POTENTIAL LOCATION FOR A CONNECTION BETWEEN PARCELS IN DIFFERENT OWNERSHIP
	POTENTIAL ACCESS POINT		POTENTIAL PEDESTRIAN AND CYCLE ACCESS (SUBJECT TO HIGHWAYS INPUT)
	POTENTIAL PEDESTRIAN AND CYCLE ACCESS (SUBJECT TO HIGHWAYS INPUT)		DISUSED RAIL TRACK PUBLIC FOOTPATH
	EXISTING PUBLIC RIGHTS OF WAY		

6. Broad Concept Plan

- 6.1 The Broad Concept Plan for Stow Fen Meadows provides a framework for the development. The landscape-led proposed residential development forms an extension to the South-East of March, on allocated land, as part of the adopted Local Plan's Policy LP9, and provides a new edge to the built-up area in transition to the open countryside.
- 6.2 The proposed multi-functional green infrastructure provides an attractive setting to the new dwellings, offers opportunity for play and recreation to promote healthy lifestyle, as well as lends the development its character. The network of green open spaces is distributed across the site to incorporate existing landscape features, such as hedgerows, tree planting and drainage ditches, and provide easily accessible amenity features to the new community. In addition to enhancing biodiversity and protecting existing habitats, the network of open spaces is designed to incorporate Sustainable Drainage Systems, as part of an integrated drainage strategy to the proposals.
- 6.3 A green landscape buffer along the site's southern and eastern boundary provides a soft edge to the built-up area, in transition to the open countryside further to the east and south.
- 6.4 The proposals for development will provide, in overview, the following components:
- Approximately 650 dwellings across the allocation area in accordance with the "around 600 dwellings" referenced in Policy LP9 and the need to make the most efficient use of land. BDW controlled land has a capacity of approximately 425 dwellings, with Landowner 1 and Landowner 2 capacities being approximately 175 dwellings and approximately 50 dwellings respectively.
 - The BCP makes efficient use of allocated land as required by Policy LP7 and national planning policy. The average net density across the allocation being 32-33 dph which is considered appropriate for this location..
 - Public open space, including formal and informal green open spaces, children's play areas, allotments, community orchard, natural greenspace, green corridors and Sustainable Drainage Systems (SuDS).
- 6.5 The proposals incorporate two vehicular access points off Wimblington Road to the west of the site, extending to a network of streets featuring a clear hierarchy to aid site legibility, and accommodating tree-lined routes, in accordance with the requirements set out in the NPPF.
- 6.6 The BCP demonstrates that all land parcels, regardless of their ownership will be accessible and deliverable.
- 6.7 Pedestrian and cycle movement throughout the site form an integral part of movement corridors along all vehicular routes and as part of the green open spaces in the form of recreational routes. Recreational cycle and pedestrian routes are proposed to provide links to the existing PROW outside the northern edge of the site, facilitating convenient access to March town centre and ensuring the development is integrated into its surroundings. Green, landscaped corridors, structured along existing landscape features, form the backdrop to these recreational routes, offering an attractive and accessible amenity to residents across the whole development site.
- 6.8 Development will be delivered at an appropriate density sensitive to the site's location. It is envisaged that the development density will vary depending on the proposed house types and the specific development parcel, depending on its location at the site.
- 6.9 Similarly, building heights will be informed by the character of the local area and the site's context. It is envisaged that building heights will be predominantly 2 storey with occasional use of 2.5 storey buildings to deliver variation to the street scene and different house types to meet local needs. The use of 2.5 storey buildings allows for focal points and landmark buildings within the scheme which aids navigation and produces a varied and positive street scene. The type, tenure and mix of proposed housing cannot be confirmed until the detailed planning stage.
- 6.10 At the detailed stage of the planning process plans and details of boundary treatments and separation distances between new and existing dwellings on the site's western boundary will be provided. BDW are committed to providing a sensitive and robust approach to respecting the amenity of existing and new dwellings along this important boundary.



KEY					
	SITE LOCATION		INDICATIVE PEDESTRIAN / CYCLE LINKS FORMING AN INTERCONNECTED NETWORK OF RECREATIONAL ROUTES AS PART OF GREEN CORRIDORS AND PUBLIC OPEN SPACES		INDICATIVE LOCATION OF FOCAL OPEN SPACE ACCOMMODATING OPPORTUNITIES FOR PARKS AND CHILDREN'S PLAY AREAS
	PARCELS OUTSIDE OF BDW CONTROL		POTENTIAL PEDESTRIAN / CYCLE CONNECTIONS TO EXISTING PUBLIC FOOTPATHS SUBJECT TO HIGHWAYS INPUT		INDICATIVE LOCATION FOR ALLOTMENTS / COMMUNITY ORCHARD
	GREEN CORRIDORS FORMING THE GREEN-BLUE INFRASTRUCTURE; ACCOMMODATING EXISTING DRAINAGE DITCHES, PROPOSED ATTENUATION FEATURES, EXISTING VEGETATION, LAND IN FLOOD ZONE 2 AND 3, STRUCTURAL LANDSCAPED BUFFERS AND RECREATIONAL PEDESTRIAN/CYCLE ROUTES.		RETAINED VISTA TO ST WENDREDA'S CHURCH SPIRE		

LANDSCAPE AND OPEN SPACE

“Nature contributes to the quality of a place, and to people’s quality of life, and it is a critical component of well-designed places. Natural features are integrated into well-designed development. They include natural and designed landscapes, high quality public open spaces, street trees, and other trees, grass, planting and water.”

(Para 90, NDG 2021)

- 6.11 Landscape design is a key component for creating a successful development at land at Stow Fen Meadows. The proposed multi-functional green infrastructure is an integral part of the scheme and creates a strong landscape structure across the site, focussed around the retention and enhancement of existing landscape assets wherever possible.
- 6.12 The delivery of the new green infrastructure and accessible public open space has been a driving factor in the creation of new routes and spaces within the masterplan, and the landscape helps to further define the public and private space whilst adding colour, water and seasonal interest to the residential environment. Successful public spaces help create more attractive places to live and provide safer routes for users.
- 6.13 From an ecological perspective the delivery of green spaces alongside development can increase flood protection and sustainable drainage, as well as providing better microclimates and enhancing biodiversity.
- 6.14 The following 8 qualities of successful open spaces have been included in the proposed landscape strategy:
- Sustainability;
 - Character and distinctiveness;
 - Definition and enclosure;
 - Connectivity and accessibility;
 - Legibility;
 - Adaptability and robustness;
 - Inclusiveness; and
 - Biodiversity.
- 6.15 An objective of the proposed development has been to retain and accentuate existing key landscape features within the site in order to provide a permeable living environment, and to maintain and enhance associated habitats and wildlife corridors. These features predominantly comprise of hedgerows and tree planting along field boundaries and along the site’s eastern boundary, as well as drainage ditches and dykes across the site.

- 6.16 In addition to the retention of existing features, the proposed development will deliver a significant natural greenspace resource in close proximity to new and existing residents of March.
- 6.17 The landscape strategy is comprised of the following key components, in alignment with the open space requirements set out in the adopted Fenland Local Plan:
- Formal/equipped children’s play area, comprising a Neighbourhood Equipped Area of Play (NEAP), a series of Local Equipped Areas of Play (LEAP) evenly distributed across the site, so allow good accessibility to these amenity features;
 - Allotments;
 - Community Orchard; and
 - Informal natural greenspace in excess of the open space requirements in the Local Plan. This includes green corridors along existing ditches, retained hedgerows and tree planting, blue-green corridors, attenuation basins and land within flood zones 2 and 3.
- 6.18 The delivery of landscaping, open space and green infrastructure on the BDW land will be phased to support the delivery of dwellings and wider build out. A phasing strategy would be submitted and agreed with the Council at a later stage of the planning process.





SECTION 7

Sustainability Strategy

7. Sustainability Strategy

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities...”

(Para. 126, NPPF 2021)

OUR APPROACH TO SUSTAINABILITY

- 7.1 As the UK's largest housebuilder, we are committed to creating a positive environmental, social and economic legacy for future generations and we have a history of delivering high quality and sustainable homes and communities.
- 7.2 We are already reducing our carbon footprint and have developed a roadmap towards building zero carbon homes, at scale, from 2030. This roadmap is underpinned by an industry-leading research and development programme, as well as strong relationships with our supply chain, to ensure our homes are technically sound, cost-efficient and meet the needs and expectations of our customers.
- 7.3 Our sustainability commitments mean that local communities and authorities can be certain of BDW Cambridgeshire delivering a scheme which they can rightly be proud of. One that is future-proofed by meeting and exceeding regulatory requirements. Our dedication to research and innovation ensures scalable, high-impact solutions are continually being implemented.



LASTING BENEFITS

“Well-designed places sustain their beauty over the long term. They add to the quality of life of their users and as a result, people are more likely to care for them over their lifespan.”

(Para. 151, NDG 2021)



SUSTAINABILITY AND THE ILLUSTRATIVE MASTERPLAN

- 7.4 The NPPF states at para. 8 that the planning system has three interdependent and overarching objectives:
- An **economic** objective – to build a strong, responsive and competitive economy;
 - A **social** objective – to support strong, vibrant and healthy communities; and
 - An **environmental** objective – protecting and enhancing the natural, built and historic environment
- 7.5 To achieve a sustainable development, that reduces reliance on natural resources and offers a long-term solution for the area the development proposals have been designed with these three key objectives in mind. The presumption in favour of sustainable development is at the heart of the planning system, as set out in Para. 11 of the NPPF, and within the Local Development Plan.

Sustainable Communities

- 7.6 The development proposals comprise a range of land uses, providing a good basis for the creation of a sustainable community. Residential development is set within a multi-functional, easily accessible network of green public open spaces.
- 7.7 The proposals make effective use of the site, with residential development located adjacent to the existing built form of March and in close proximity to the facilities and amenity sources the existing settlement provides, ensuring that the development delivers housing in a location that is both sustainable as well as reducing the reliance on car ownership.
- 7.8 Areas of green space have been incorporated into the proposals with substantial areas of publicly accessible open space, comprising formal and informal amenity open space, play facilities, sports pitches and allotments, encouraging opportunities for social and community cohesion. A mix of house types, tenures and sizes are proposed, limiting social exclusion and ensuring the creation of a truly varied and mixed community.



Sustainable Drainage Systems

- 7.9 The residential component of the development has been located away from areas of surface water and fluvial flooding. Surface water run-off rates will be managed by the use of Sustainable Drainage Systems (SuDs) on-site, to ensure that the development does not impact on the surrounding area.
- 7.10 SuDs features within the Broad Concept Plan include a network of attenuation basins, generally confined to the lower parts of the site, as well as swales along the primary vehicular routes, designed as part of green, landscaped verges. Additionally, the retention of existing drainage ditches throughout the site and their incorporation within a network of green corridors, facilitates a robust blue-green infrastructure, as part of the site-wide drainage strategy.
- 7.11 The combination of these features contributes to a sustainable and integrated drainage strategy to the development. Such approach to drainage strategy also contributes to the retention and enhancement of existing habitats, as well as to the enhancement of bio-diversity and to biodiversity net gain.

Sustainable Landscape Strategy

- 7.12 The retention of existing landscape features where possible, and their inclusion within the green infrastructure is a key goal of the landscape strategy guiding the masterplan for the site. Incorporating existing hedgerows, tree planting and ditches into the network of green open spaces will contribute to the retention and enhancement of existing habitats, as well as enhance biodiversity.
- 7.13 Furthermore, the distribution of landscaped open spaces throughout the proposals facilitates accessible amenity spaces to all the new homes.

Sustainable Building Techniques

- 7.14 The proposals will be delivered in line with current building regulations, and where appropriate, will be built with sustainable building construction techniques. Sustainable construction measures could comprise a combination of the following measures:
- Improved energy efficiency through careful building siting, design and orientation;
 - Sustainable Drainage systems (SuDs);
 - Considering fabric efficiency in the design of buildings;
 - Use of building materials capable of being recycled; and
 - An element of construction waste reduction or recycling.





SECTION 8
Infrastructure Schedule

8. Infrastructure Schedule

8.1 Policy H1: Large Development Sites of the MNP seek BCP submissions to be supported by an Infrastructure Schedule which indicates the likely on and off-site infrastructure needed to support the development. To this end, set out below is a draft schedule of infrastructure which could be delivered by a future BDW planning application for land under their control.

ON-SITE INFRASTRUCTURE:

- **AFFORDABLE HOUSING** – BDW will deliver 20% affordable housing across the land under their control. The affordable housing provision would be secured at the planning application stage, at which time the tenure and mix of affordable housing would also be agreed.
- **PUBLIC OPEN SPACE** – The provision of a network of public open space and green infrastructure to provide recreation opportunities, promote social integration amongst residents, boost local biodiversity and implement a sustainable surface water drainage scheme. The open space and green infrastructure would be subject to a management regime which would be confirmed at the planning application stage.
- **EQUIPPED PLAY AREAS** – The provision of equipped play facilities to promote social cohesion and healthy lifestyles.
- **ALLOTMENTS** – The provision of allotments to promote healthy eating, active lifestyles and social cohesion.
- **COMMUNITY ORCHARD** – The provision of a community orchard to enhance local biodiversity and encourage social interaction.

8.2 The Phasing of affordable housing would not be agreed until the submission of a planning application and completion of a legal agreement. The aim of BDW is to bring forward a balanced and appropriate housing mix to meet local needs and create a diverse and socially cohesive new community.

OFF-SITE INFRASTRUCTURE

- 8.3 In terms of off-site infrastructure, BDW acknowledge and appreciate that there is potential for the proposals to impact on local services such as local schools and healthcare facilities. Upon the submission of a planning application FDC would formally consult each service provider in order to understand the capacity of the local services and facilities which would be impacted upon by the proposals and if proved to be necessary provide a mitigation solution, likely to be in the form of a financial contribution secured by a planning obligation as part of a Section 106 agreement (should the request prove to be compliant with Community Infrastructure Levy regulations).
- 8.4 FDC currently operate a £2,000 per dwelling cap for contributions towards local infrastructure on strategic housing allocation sites such as the land at Stow Fen Meadows.
- 8.5 In terms of physical off-site works, BDWs Highways consultants, are currently completing their technical work and engaging with CCC: Highways to investigate and confirm the need for any off-site works to highway infrastructure. The scope and detail of any off-site works would be confirmed at the planning application stage, with works secured by a planning obligation or planning condition.

ECONOMIC BENEFITS

8.6 It is currently estimated that the development of land under the control of BDW would deliver the following economic benefits to the local area:

- The development will support 216 direct and indirect construction jobs during the build out phase.
- Around 476 economically active and employed residents could live at the development once built and occupied.
- An estimated total annual household expenditure of £13.43million per annum once the development is built and fully occupied. Of this figure and estimated £6.01million per annum is anticipated to be spent on food, drink, leisure, clothes and household goods.
- Once fully occupied, the proposed development is estimated to generate £897,000 per annum in Council Tax receipts (£2,110.20 rates – Band D).

8.7 A future planning application by BDW would be supported by an Economics Benefits Statement which would evidence each of the above listed benefits.

216

The development will support 216 direct and indirect construction jobs during the build out phase.



476

Around 476 economically active and employed residents could live at the development once built and occupied.

£13.43million

An estimated total annual household expenditure of £13.43million per annum once the development is built and fully occupied. Of this figure and estimated £6.01million per annum is anticipated to be spent on food, drink, leisure, clothes and household goods.



£897,000

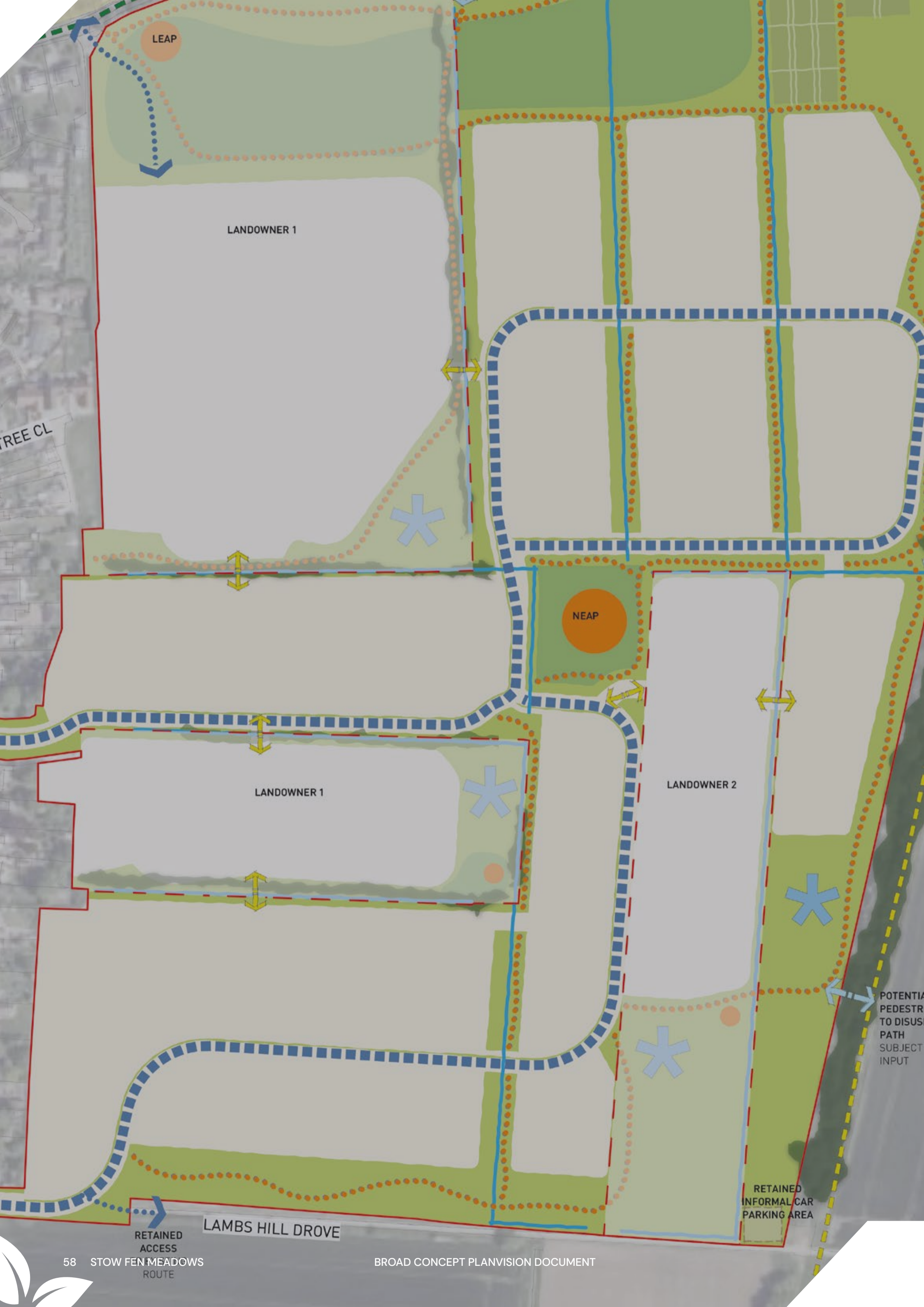
Once fully occupied, the proposed development is estimated to generate £897,000 per annum in Council Tax receipts (£2,110.20 rates – Band D).







SECTION 9
Conclusion



LEAP

LANDOWNER 1

TREE CL

NEAP

LANDOWNER 1

LANDOWNER 2

POTENTIAL PEDESTRIAN TO DISUSE PATH SUBJECT INPUT

RETAINED INFORMAL CAR PARKING AREA

LAMBS HILL DROVE

RETAINED ACCESS ROUTE

9. Conclusion

SUMMARY

- 9.1 This document has set out a Vision for the development at Stow Fen Meadows.
- 9.2 The proposals are demonstrably deliverable based on the site assessment work carried out to date, with the land under BDW Cambridgeshire's control allowing initial phases of Stow Fen Meadows to be delivered in a timely manner, whilst not prejudicing development on the remainder of the allocated site.
- 9.3 The BCP has been designed to respond to the Site and its context, to deliver a high-quality, distinctive and walkable new place to live. The proposals include significant new areas of open space for play, recreation and community food growing. These facilities will be of benefit to both new and existing residents.
- 9.4 The landscape-led scheme provides new green infrastructure to link into the wider green network, protecting and enhancing existing habitats and wildlife.
- 9.5 This is a fantastic opportunity to create a legacy to support the growth of March, and the scheme will bring forward much needed new housing to deliver the aspirations set out in the adopted Fenland Local Plan.
- 9.6 BDW Cambridgeshire are currently preparing a planning application which will be submitted in 2023 and we would welcome ongoing engagement with all stakeholders over the coming months.

Benefits of the Proposal

9.7 The benefits of the proposal include:



Kickstarting the delivery of Fenland District Council's strategic housing allocation, which will include market and affordable homes that are well connected and integrated with the existing settlement;



A mix of house types and sizes, catering for varied needs and creating a sustainable community;



The delivery of safe, accessible and high quality landscaped open spaces including community food production areas, equipped children's play areas and natural play trails and other recreation opportunities for both new and existing residents;



An opportunity to reinforce the existing landscape character through enhancing existing landscaping and planting new trees and hedgerows;



The potential to create biodiversity enhancements through enhancement of landscaping through new tree planting, SuDS features and the introduction of substantial areas of public open space; and



Direct, indirect and induced jobs created through the construction of the development, stimulating the local economy.



ABOUT US

- 8.8 Barratt Developments is Britain's largest and best-known housebuilder, trading under the Barratt Homes, David Wilson and Barratt London brands. We build over 17,000 new homes each year across the UK, and have built over half a million homes since it started in 1958.
- 8.9 Barratt is widely acknowledged as the market leader in quality and customer service, being rated 5 Star in the HBF Customer Satisfaction Survey for 13 years in a row. We also aim to be the UK's leading national sustainable housebuilder, being the highest scoring national housebuilder in both the CDP and Next Generation sustainability indices.
- 8.10 As the nation's largest housebuilder, we are well placed to deliver much needed market and affordable homes to address the country's ongoing housing shortage, and the identified housing need at March.
- 8.11 We recognise that successful developments must meet the needs of not just potential residents, but also of existing neighbouring communities. We therefore consult on new developments through tailored engagement with local communities and stakeholders, incorporating feedback into our plans to ensure local people have the opportunity to help shape developments within their community.
- 8.12 Since our inception over 60 years ago in the North-East of England, we now operate from 29 trading divisions which are located in the main population centres in England, Scotland and Wales. This structure enables our divisional management teams to use their locational knowledge and working relationships to buy land, design, build and sell homes which are well-suited to the local area. This Site will be delivered by the Peterborough office, which has a strong track record of delivery both within the Fenland District and across Cambridgeshire.
- 8.13 Barratt are promoting this highly sustainable Site in March for the delivery of much needed market and affordable homes, and we are fully committed to working with the Council and the community to make this happen.





Office Location

4, Pioneer House,
Vision Park,
Chivers Way,
Histon,
Cambridge
CB24 9NL
T: 01223 202100
cambridge@pegasusgroup.co.uk

Offices throughout the UK and Ireland.

Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE

All paper sourced from sustainably managed forests.

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales
Registered Office: Pegasus House, Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT
We are ISO certified 9001, 14001, 45001



[Pegasus_Group](#)



[@pegasusgroup](#)



[Pegasus_Group](#)

[PEGASUSGROUP.CO.UK](https://www.pegasusgroup.co.uk)