Persimmon Homes

West March, Cambridgeshire

Broad Concept Plan
May 2021

Persimmon
Together, we make a home.

St Wendreda's Church, March

This document is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without the written consent of FPCR Environment and Design Ltd.

Ordnance Survey material - Crown Copyright. All rights reserved. Licence Number: 100019980 (Centremapslive.com).

Aerial imagery © 2020 Bluesky, DigitalGlobe, Getmapping plc, Infoterra Ltd and Bluesky. Map data © 2020 Google

Rev	Issue Status	Prepared / Date	Approved / Date
H	FINAL	EAF/ JES 17 May 2021	EAF/ 17 May 2021

FPCR Environment and Design Ltd, Lockington Hall, Lockington, Derby, DE74 2RH ■ t: 01509 672772 ■ f: 01509 674565 ■ e: mail@fpcr.co.uk ■ w: www.fpcr.co.uk
masterplanning ■ environmental assessment ■ landscape design ■ urban design ■ ecology ■ architecture ■ arboriculture ■ graphic design

CONTENTS

Introduction & Vision

- Introduction
- Vision
- West March Strategic Allocation - A Sustainable Community

Planning Policy

- Policy LP7 - Urban Extensions (Fenland Local Plan, 2014)
- Policy LP9 – March (Fenland Local Plan, 2014)
- Policy LP5 - Affordable Housing (Fenland Local Plan, 2014)
- Policy LP14 - Climate Change (Fenland Local Plan, 2014)
- Policy H1 - Large Development Sites (March Neighbourhood Plan, 2017)

Design Evolution & Capacity

- Opportunities & Constraints
- Sustainable Movement - The Proposed Strategy
- Drainage - The Proposed Strategy

Consultation

- Stage One: Local Authority/ Town Council/ Stakeholders & Landowners
- Stage Two: Public Engagement

Parameters

- Land Use
- Access & Movement
- Design Parameters
- Green Infrastructure

Design & Character

- Placemaking
- Character & Urban Form
- Green Infrastructure Framework & Principles
- Play Strategy

Infrastructure Delivery Plan

- Purpose
- Phasing
- Infrastructure Schedule

Summary & Final Broad Concept Plan

- Summary
- Final Broad Concept Plan - Enabling a New Community

West March, Cambridgeshire

Introduction & Vision

- Introduction
- Vision
- West March Strategic Allocation - A Sustainable Community

1.0

Persimmon Homes

Introduction

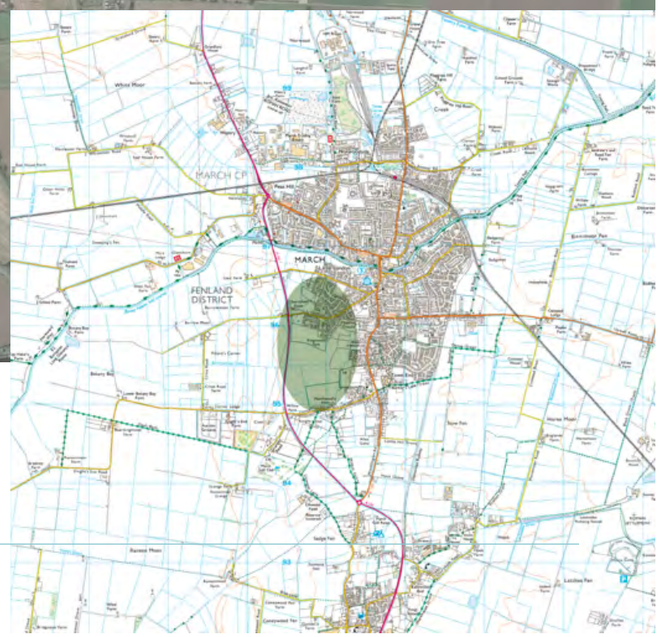
This document sets out the Broad Concept Plan (BCP) for West March Strategic Allocation as required by Policy LP7 of the Fenland District Local Plan to ensure a coordinated approach to the planning and implementation of this major allocated site.

It outlines the parameters and guiding principles for a high-quality residential development and associated uses that could accommodate around 2,000 new homes, two Primary Schools, a Local Centre and significant Green Infrastructure.

The BCP has been prepared on behalf of Persimmon Homes who control approximately half of the allocation. In preparing the BCP, Persimmon Homes has worked closely with Fenland District Council officers and other relevant stakeholders. The West March Strategic Allocation landowners have been consulted during the preparation of this document, and the BCP has the support of all significant landowners.

The BCP demonstrates the 'optimum arrangement' for delivering the development of West March, however it is flexible to ensure that if landowners within each phase wish to bring forward development in a different way they can provided the phase still delivers its required infrastructure in accordance with this BCP. The BCP is not a fixed masterplan.

When approved by the council, the BCP will provide a template for all future planning applications within the allocation to adhere to.



Policy LP9 West March Strategic Allocation
Persimmon Homes Land Control
Site Location

N
Figure 1: Site Location
N.T.S

March Town Hall

Vision

The overall Vision for West March is to create a distinctive and high-quality place, which respects and enhances the character and assets of March while ensuring connectivity with the existing community.

West March Strategic Allocation - A Sustainable Community

West March presents Fenland District Council with the opportunity to create a sustainable development of high environmental quality. A locally distinctive neighbourhood of around 2,000 new homes complete with a Community Hub, including Local Centre and Primary School, and a potential second Primary School if required, will be delivered, set within a strong landscape framework to provide residents with an attractive, green environment in which to live.

The following principles underpin the development:

- **Bringing people closer to the countryside;** not only new residents, but existing residents of March who will be connected to the new community and its open spaces by sustainable means of travel as well as through the development making best use of existing connections with the town.
- **Better integration** of urban form into the surrounding countryside, softening the built urban edge with structural landscape planting and creating a new striking 'gateway' for March.
- **Enhanced pedestrian and cycle links** to the town centre which in turn will aid the future regeneration of March through encouraging new residents to support local businesses.
- **Improved social opportunities** via provision of new educational facilities, a local centre, affordable housing, tenure blindness and a mix of new housing including a proportion of smaller more affordable market homes, which will provide a healthy mixed community and sufficient housing for all sections of the community.
- **Embracing our natural environment** through dedicating land to Green Infrastructure, meaning an efficient use of land that is built on in order to deliver much needed homes for the town.

Liveability – integrating new and existing communities into the countryside through new green spaces

Place-making – creating an attractive new 'green gateway' and destination for March

Vitality – helping to support local businesses by bringing new residents to the town and improving pedestrian and cycle links to the town centre

Social Opportunity – delivering new schools, affordable housing and a mix of market homes including smaller, more affordable market homes

Embracing our Natural Environment – establishing new green assets through efficient use of land

West March, Cambridgeshire

Planning Policy

- Policy LP7 - Urban Extensions (Fenland Local Plan, 2014)
- Policy LP9 – March (Fenland Local Plan, 2014)
- Policy LP5 - Affordable Housing (Fenland Local Plan, 2014)
- Policy LP14 - Climate Change (Fenland Local Plan, 2014)
- Policy H1 - Large Development Sites (March Neighbourhood Plan, 2017)

2.0

Persimmon Homes

Persimmon Homes

Fenland Local Plan (2014): Policy LP7 - Urban Extensions

Policy LP7 of the adopted Local Plan sets out a range of criteria that new urban extensions will need to consider and should be read alongside other policies in the Local Plan.

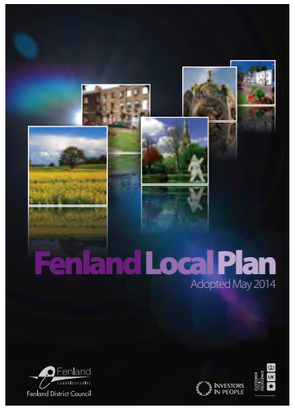
It explains that:

"urban extensions must be planned and implemented in a coordinated way, through an agreed overarching Broad Concept Plan (BCP), that is linked to the timely delivery of key infrastructure".

The policy precludes development coming forward in these areas that is not in accordance with the agreed Broad Concept Plan.

The BCP approach is to ensure that the Fenland market towns are planned in a coordinated way. It allows development to be delivered in a timely manner along with the necessary social, green and physical infrastructure. Landowners and developers will be expected to work together to bring forward areas for development in a way that embraces sound planning principles, provides benefits to new and existing residents and allows the delivery of sites in a logical and coordinated manner.

The policy requires all stakeholders to work together to produce a BCP for the whole area. Once approved, the BCP will provide the basis for how the area develops and subsequent planning applications are considered. Phasing is likely to be a key part of the development in these areas. The completion of each phase will allow the BCP to be reviewed regularly and if necessary revised to take on a change in circumstances.



Fenland Local Plan (2014): Policy LP9 - March

Policy LP9 of the adopted Local Plan identifies the site 'West March' as a strategic allocation for *"around 2,000 new dwellings"*, stating that *"all development should contribute to maintaining and improving March as a strong, safe and community focussed market town, preserving, enhancing and making appropriate use of heritage assets to benefit its regeneration and sense of place".*

In respect of 'West March', *"the broad concept plan for the area should show how development will relate acceptably to the strategic and local highway network, including the town centre, as well as indicating direct sustainable transport links to the north of the town, the town centre and Neale Wade Academy. Noise and landscape mitigation measures should be provided along the A141 as appropriate. Education provision will be necessary and local convenience shopping will need to be provided. Opportunities should be taken to add to the area of open space currently forming part of the Recreation Ground in The Avenue as a focus for the community. Some fairly significant surface water attenuation features to mitigate local flood risk are likely to be necessary. The most significant archaeological assets will be retained in situ and managed either for informal open space or by other means that will preserve their integrity in the long term. The design solution for this site should pay particular attention to the need to protect and enhance the setting of St Wendreda's Church and the cluster of buildings around it, maintaining the rural character of the immediate area and preserving views of the church".*

Fenland Local Plan (2014): Policy LP5 - Affordable Housing

Policy LP5 seeks provision of a target 25% of dwellings to be affordable houses and for schemes to meet the needs of all sectors of the community, such as the disabled and the elderly.

Fenland Local Plan (2014): Policy LP14 - Climate Change

Policy LP14 expects development to respond to climate change and contribute towards minimising resource consumption.

March Neighbourhood Plan (2017): Policy H1 – Large Development Sites

Policy H1 of the Neighbourhood Plan requires that development within the allocated site is in accordance with Local Plan policies LP7 and LP9 and that the BCP demonstrates:-

1. *"…extensive, ongoing, meaningful and cooperative engagement with landowners, stakeholders and the community...*

2. *…how engagement with the community took place and how such views and aspirations of the community have been taken on board in shaping the proposals, together with, if applicable, an explanation as to why some suggestions and comments have not been taken on board.*

3. *…a Phasing Plan with indicative timeframes.*

4. *an Infrastructure Schedule, indicating what on and off-site infrastructure is necessary to fully support the development, identifying broadly where it will be located and in which phase it will be provided."*

In addition, the BCP will:-

a) *"…be restricted to the allocated area as defined on the Key Diagram for March as set out in the Fenland Local Plan;*

b) *…make efficient use of land with regard to accommodating the approximate numbers identified or meeting the intended use, and with specific regard to meeting other criteria in this policy;*

c) *identify where the primary and secondary access points in and out of [the] site will be located;*

d) *identify the broad distribution of roads within [the] site and highlight the general movement of traffic within the site and onto the surrounding road network;*

e) *identify the different uses of land within [the] site (residential, employment, retail, open space etc.), and provide an indicative area in hectares for each use, ensuring an appropriate balance and sustainable use of land is achieved;*

f) *identify strategic landscaping belts to define the new outer edge of development and provide a green buffer to surrounding countryside;*

g) *identify the broad design principles that will be applied with the aim of showing how local vernacular styles, patterns of development and materials will be reflected within the development;*

h) *identify the areas at risk of flooding, including problems associated with surface water run-off both on and off-site and the measures to be employed to manage any identified risk."*

The BCP should be formally considered by March Town Council, and its views recorded, prior to it being submitted to Fenland District Council for consideration.

West March, Cambridgeshire

Design Evolution & Capacity

- Opportunities & Constraints
- Sustainable Movement - The Proposed Strategy
- Drainage - The Proposed Strategy

3.0

Opportunities & Constraints

The design evolution and resulting capacity for West March is informed by the environmental and technical constraints of the site together with the benefits and opportunities it presents as summarised below. For landholdings beyond the Persimmon Homes site, desktop studies together with limited site survey work have been used.

- **Landscape character** of the site is relatively simple, being predominantly in arable use, with limited landscape features. Subdivided by hedgerows and drainage ditches with an area of scrub in the north-east, tree cover across the site is limited to a belt alongside the A141 Isle of Ely Way at the north-western edge of the site and a small woodland block at the southern boundary as well as within the perimeter and internal hedgerows, affording an open character overall.

- Located within '**The Fens' National Landscape Character Area**, a low lying landscape *"notable for its large-scale, flat, open landscape with extensive vistas"* and *"many drainage ditches"*, the site is not covered by any landscape designations nor are there any nearby

- **Woodland** planting is limited to a single small block adjacent to the southern edge of the site. The development proposals provide significant opportunity to introduce new trees and woodland planting to enhance the existing vegetation cover and therefore biodiversity as well as to create an attractive setting for both the new homes and non-residential buildings.

- The network of **internal and boundary hedgerows** will largely be retained and utilised to create the individual development parcels, although minor losses will occur to enable the road layout for the development. The hedgerows will be supplemented and reinforced with new planting where appropriate.

- **Existing ecological habitats** will be retained within the new Green Infrastructure and will be enhanced through provision of additional wildlife habitat to increase biodiversity across the site and localised area. **Existing trees**, a small number of which are identified as having bat potential, will also be retained where possible and integrated within the Green Infrastructure. Available survey information for the allocation has been reviewed and nothing of particular note is recorded. The north-eastern fields are likely to contain some ecological interest due to their habitat structure.

- **No ecological statutory or local designations cover the site**, or lie in close proximity, the nearest designated site is a County Wildlife Site (CWS) c.675m to the south-west. There are no internationally designated sites within 5km of the site or nationally designated sites within 2km. None of the trees within the site or along its perimeter are protected by a Tree Preservation Order (TPO).

- **Landform** within the site is low-lying and predominantly flat, broadly sloping east to west where lower ground lies adjacent to the A141 with the exception of the south-westernmost corner where the landform rises again. The interaction of the landform with existing mature vegetation and the built edge of March results in the site being visually well contained. Great care will be taken to ensure that the residential areas and other land uses are clearly physically defined by existing and proposed features to minimise visibility of West March; development on the ridge will be sensitively designed in terms of its layout and building heights.

- **A range of character types** surround the site, these are categorised into; 'urban', 'traditional', 'rural', 'farmstead' and 'recreational' and will influence adjacent proposed land uses as well as the scale and density of new buildings.

- **Visibility** is limited to close range views from residential properties bordering the site, the (PRoW) crossing it and the A141 Isle of Ely Way, when passing the site, immediately west. Longer range views are available from the open countryside further west where the landscape is quite open in character. Natural features of the site, including mature Oak and Ash trees in the east, a stand of Poplars around Kingswood Road and the mature trees along the southern boundary, are integral to the site character. There are views of St Wendreda's church from within the site as well and from the site's western edge as well as views towards St Peter's church spire in the centre of town. The development layout will take account of identified key views and new buildings will be softened by new trees, hedgerows and woodland planting to ensure a soft edge to the development and enduring effective screening of West March in views from the wider countryside to the west. The existing developed edge will be softened and enhanced as a result and overall tree cover across the site significantly improved. Maximising views of the church will be a consideration of all relevant development proposals across the site.

- **Three listed buildings** - two of which lie beyond the site boundary; St Wendreda's church (Grade I Listed), Church Street and Willow's Day Nursery (Grade II Listed), Knight's End Road; and Cherry Holt Farm (Grade II Listed), Burrowmoor Road located within the site. The development proposals will incorporate appropriate buffers to safeguard the setting of these heritage assets.

- **Archaeological investigations** are currently ongoing within the Persimmon Homes land interest however, so far, there has been little evidence within the site area. Should there be any findings as survey work continues, the development proposals will be sympathetic to these. Fenland District Council's mapping indicates two linear landforms within landowner parcels 3 and 13 which are potential areas of archaeological interest. The Archaeology consultants have reviewed the lidar mapping and aerial photographs and consider these to be fairly mundane features unlikely to present a barrier to development. Liaison has taken place with the County Council Archaeology Team and it has been indicated that further archaeological investigation will be needed as part of any planning application for those parcels.

- **Public rights of way** (PRoW) 156/12 and 156/13 cross the site; these will be retained along their existing alignment and integrated within the open space proposals for the development being crossed at only three locations to minimise disruption to walkers who will have priority crossings at these points.

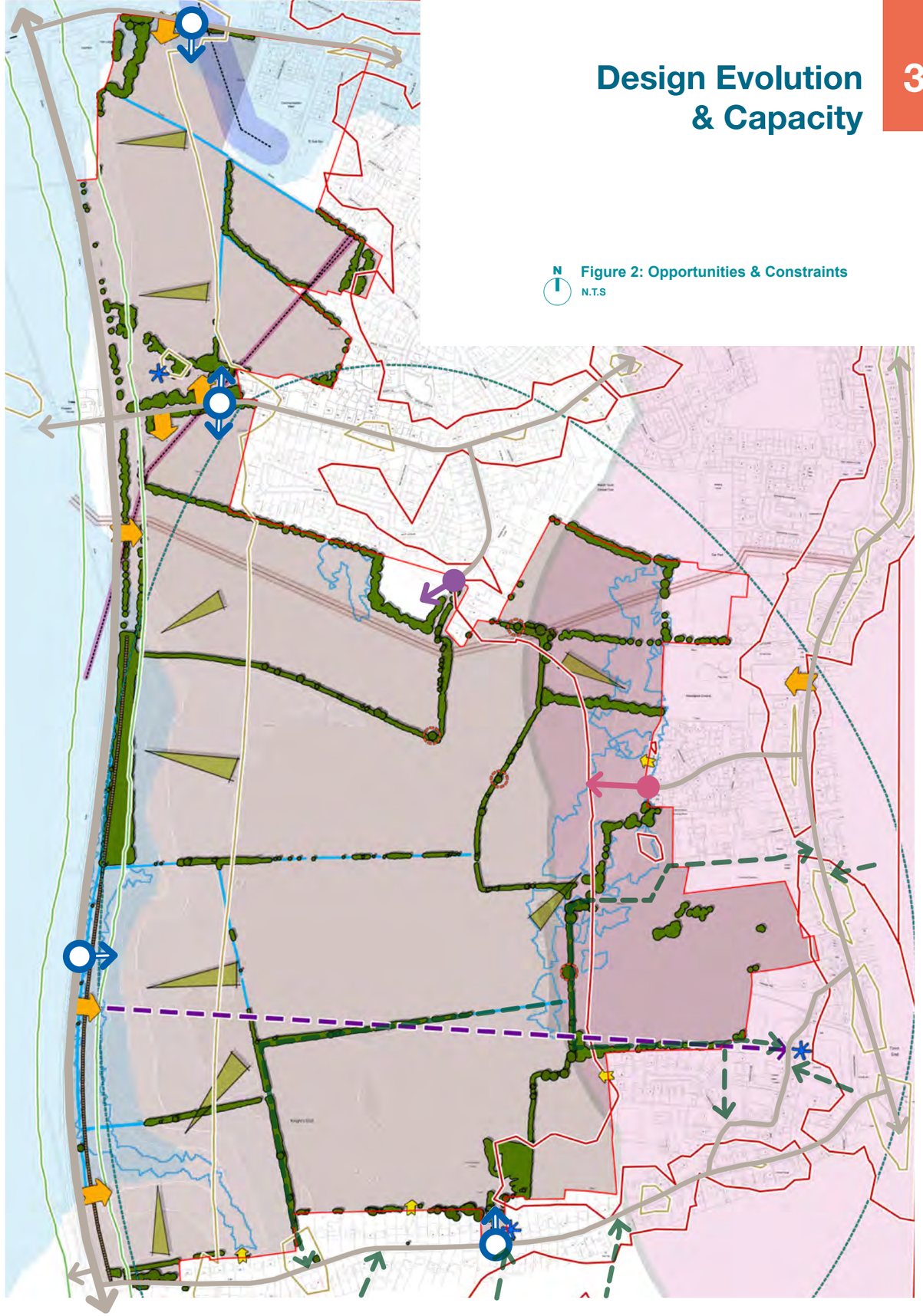
- **Vehicular access** will be via a new through traffic route designed as an attractive boulevard to form the principal vehicular and public transport link through West March. The development will then be served by a descending hierarchy of side streets, mews and green lanes, which in turn connect to the traffic free footpath and cycle network. Principal points of access will be created from the A141 Isle of Ely Way, Knight's End Road, Burrowmoor Road and Gaul Road with secondary access proposed from Princess Avenue.

Persimmon Homes

Opportunities & Constraints

- **Pedestrian and cycle access** will be created both as part of the new road infrastructure as well as off-road along upgraded PRoW, new greenways and through the park to provide accessibility to the town centre, employment areas to the north, as well as to the railway station.
- **Public transport** will be readily available to all, the existing bus stop catchment clips the eastern edge of the site therefore provision of new bus routes through West March as well as enhancing access to facilities in March for existing and new residents will be a priority.
- **A new Community Hub** will act as a nucleus for social interaction at West March where facilities such as a **Local Centre** and **Primary School** are located, which will provide small-scale employment. Parents dropping off or collecting children at the school can conveniently use the local shop to serve their daily requirements. The Hub will be easily accessed, adjacent to the primary road as well as the retained PRoW within the development.
- **Two new Primary Schools** will provide state of the art resources for the new and existing communities.
- **Required easements** for the **underground gas pipe and overhead electricity pylons**, as well as **noise and air offset**s which fall primarily within the area proposed as new structure planting alongside the A141 Isle of Ely Way, can be readily accommodated within the development proposals, the low voltage pylons could be undergrounded as part of the development proposals.
- **Limited flood risk;** the floodplain is contained to the western edge of the site with localised areas in the south-western corner, the north and east of the site. The proposals will protect these areas of flood risk with all new built development located outside of these areas.
- **Climate change** will be a key consideration through the design development; positive measures will be afforded by the Green Infrastructure proposals together with other elements, from building materials and construction practices to the way buildings are powered and heated once complete. Development will be encouraged to incorporate climate change measures where practical and viable.

- Policy LP9 West March Strategic Allocation
- Potential Primary Access Points
- Potential Secondary Access Points
- Access to Consented Site
- A141 Isle of Ely Way
- Minor Roads
- Public Rights of Way
- 1km Walk Catchment
- Bus Stop Catchment (400m)
- Noise Contour LAeq 40dB (Night)
- Noise Contour LAeq 50dB (Night)
- Noise Contour LAeq 60dB (Night)
- Listed Buildings
- Vista to St Wendreda's Church from Site/ A141
- Views from Roads
- Views from Existing Residential Properties
- Pylons Retained & Pylon Easement
- Overhead Powerlines Rerouted Underground
- LHP Gas Main & 12m Easement
- 15m Offset - Air Quality Buffer from A141
- Existing Trees
- Existing Vegetation
- Existing Trees with Bat Potential (Persimmon Homes Site)
- Existing Watercourses Surveyed (Persimmon Homes Site)
- EA Flood Zone (Zones 2 & 3)
- Surface Water Flood Risk (Refer to FRA Plan)
- Existing Landform
- Existing Fall



N

Figure 2: Opportunities & Constraints
N.T.S

Persimmon Homes

Design Evolution & Capacity 3.0

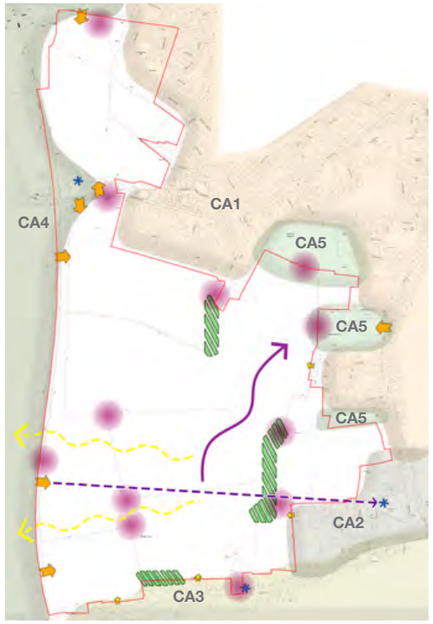
Opportunities & Constraints

N

Figure 3: Natural Environment

N.T.S

- Policy LP9 West March Strategic Allocation
- Existing Trees (to be retained as far as practicable)
- Existing Vegetation (to be retained as far as practicable)
- Existing Landform
- Existing Trees surveyed with Bat Potential
- Area of Potential Ecological Interest
- Existing Watercourses surveyed
- Existing EA Flood Zone
- Potential Green Lung
- Potential Green Corridors
- Potential Drainage (SuDs) - Attenuation Ponds
- Potential Drainage (SuDs) - Swales
- Potential Areas for Woodland/ Orchard Tree Planting
- Potential Structural Planting along the A141

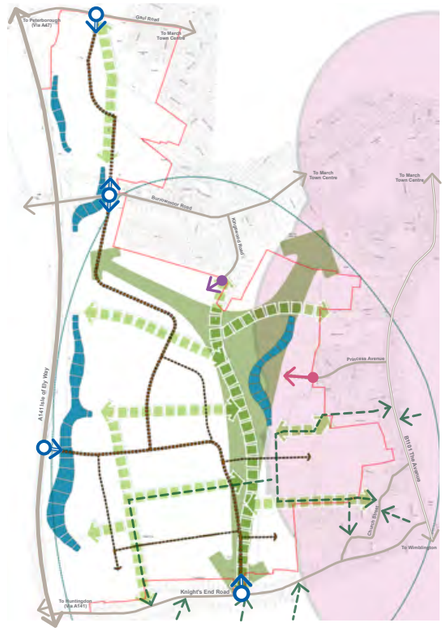


N

Figure 4: Views & Character (Place Making)

N.T.S

- Views from Roads
- Views from Existing Residential Properties
- Distant Views to Open Countryside
- Vista to St Wendreda's Church from Site/ A141
- Views towards St Peter's Church
- Site Features: Mature Trees
- Listed Buildings
- Primary Nodes - Connecting/ Access Points
- Character Area 1 - Urban (March)
- Character Area 2 - Traditional
- Character Area 3 - Rural
- Character Area 4 - Farmstead
- Character Area 5 - Recreational



N

Figure 5: Permeability & Movement

N.T.S

- Bus Stop Catchment (400m)
- A141 Isle of Ely Way
- Minor Roads
- Existing Bus Route - B1101 The Avenue
- Potential Primary Route
- Potential Secondary Routes
- Potential Primary Access Points
- Potential Secondary Access Points
- Access to Consented Site
- Public Rights of Way
- Potential Pedestrian/ Cycle Links (within Green Lung)
- Potential Pedestrian/ Cycle Links (within Green Corridors)
- Potential Pedestrian/ Cycle Links (within Drainage Corridors)
- 1km Walk Catchment

N

Figure 6: Social & Recreational Infrastructure

N.T.S

- Potential Local Centre
- Potential Primary Schools
- Potential Allotments
- Potential Sports Zone (pitches to be accommodated within zone as indicated)

Potential Pedestrian/ Cycle Links (incorporating existing retained trees and hedgerows, open space, habitat creation and SuDS):

- Green Lung
- Green Corridors
- Drainage Corridors (attenuation ponds and swales)

Sustainable Movement - The Proposed Strategy

Existing Connectivity

Existing connectivity between the allocation, March Town Centre and local area is limited as outlined below:

- **Existing footpaths** across the site are generally unmade and unsuitable for cyclists.
- **Existing routes** are Public Rights of Way (PRoWs) focussed to the south-east of the allocation and offer no connectivity to key desire lines to the north and northeast.
- **Existing infrastructure** will not facilitate most direct movement by foot or cycle to key amenities, including March Town Centre, the rail station and retail/ employment opportunities further north of the town centre.

Proposed Connectivity

The plan opposite identifies key sustainable routes from the allocation to March Town Centre as well as major amenities and employment opportunities within the town. These are briefly described below:

- **A comprehensive network of footpaths, cycleways and upgraded PRoWs within the site will facilitate connectivity to the site edge and beyond.**
- **Three key eastern connections will be created towards The Avenue, facilitating ease of access to the Neale Wade Academy within a maximum walk time of 22 minutes (7 minute cycle).**
- **Residents to the south of the allocation will be able to reach March Town Centre within a maximum walk time of 27 minutes (8 minute cycle).**
- **A new pedestrian and cycle link through to Kingswood Road will open up opportunities for residents in the centre of the allocation to reach March Town Centre within a 20 minute walk (6 minute cycle) and the rail station within a 36 minute walk (11 minute cycle).**
- **Provision of strong north-south pedestrian/ cycle infrastructure from the centre of the allocation to its northern extent will facilitate access to the town centre and the rail station, together with retail and employment opportunities within a maximum walk time of 52 minutes (16 minute cycle) crossing the Old River Nene via the proposed foot/ cycle bridge.**

Policy LP9 West March Strategic Allocation

'Hubs' within Allocation

Pedestrian/ Cycle Routes to Key Locations

Education

Employment

Town centre

Retail

Rail Station

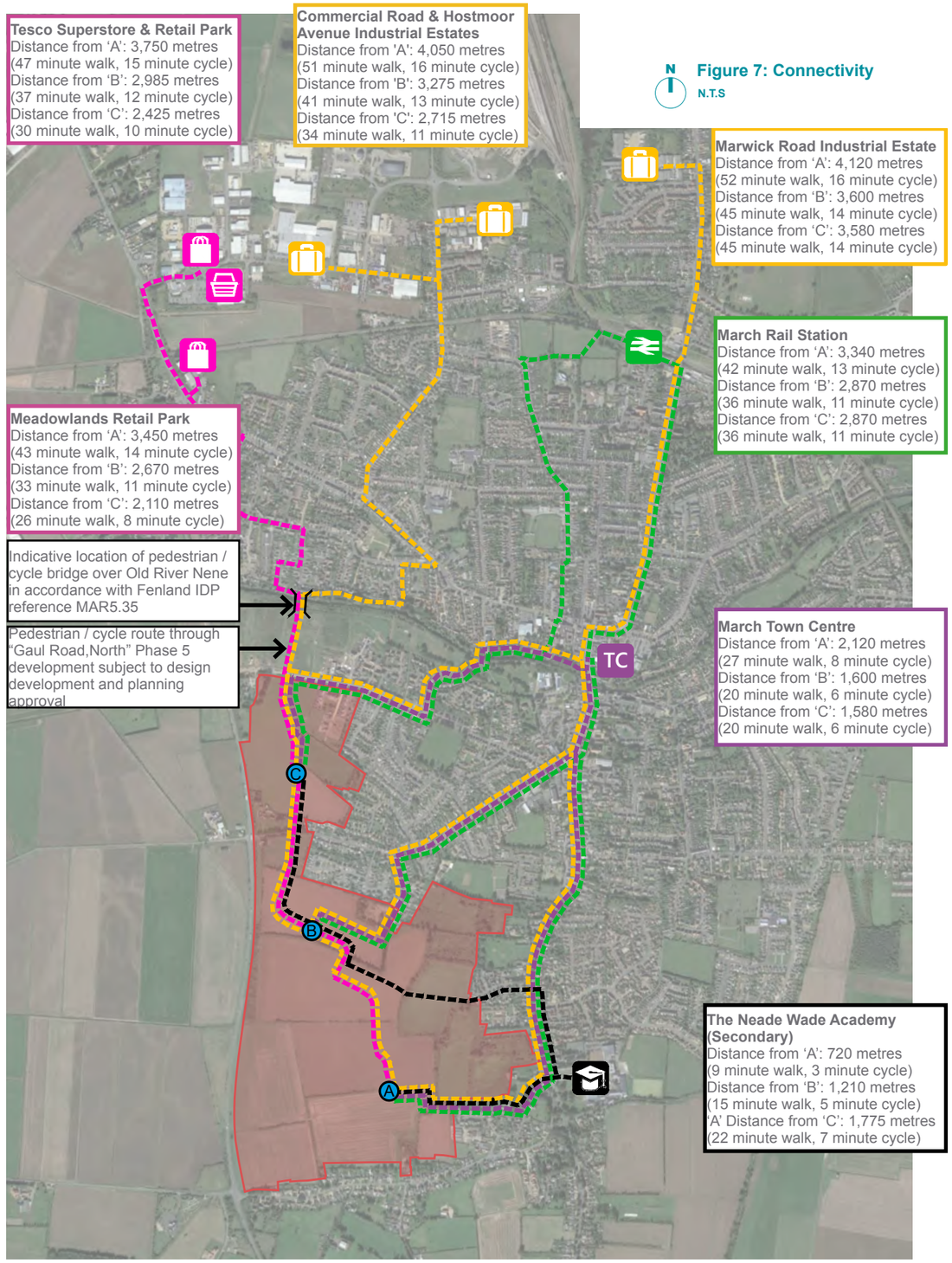


Figure 7: Connectivity
N.T.S

Drainage - The Proposed Strategy

Existing Drainage System

There are a number of watercourses that dissect the site: some flow towards the urban area of March north of the site, and others flow westwards through the site to culverts that pass under the A141 road and into arable land beyond.

There is very little land uphill of the site. The site is generally the top end of local watersheds and there is no catchment runoff upstream that will need to be managed on site.

Environment Agency Plans show the far western edge of the site to be at risk of flooding from Main Rivers.

Some small areas at the south-west and east of the site are shown to be at risk of flooding from surface water, these will be picked up within development proposals for the respective parcel drainage.

The site lies within the Highland catchment area of the March 3rd Internal Drainage District.

Proposed Drainage System

The proposed strategy is for a series of ponds, swales and wetlands to be introduced around the site, in the vicinity of each parcel, so that each parcel of land discharges close to its existing outfall within the existing ditch courses. The proposed development surface water drainage strategy design will ensure that:

- **There is no increase in runoff flow rate compared with the existing greenfield rates;**
- **The existing greenfield flow paths are mimicked for the existing situation;**
- **There is a reduction in outflow in vulnerable areas currently at risk of flooding;**
- **There is no 'more vulnerable' development in areas at potential risk of flooding;**
- **SUDs features are integrated into the development proposals to create new wildlife habitats and green corridors for leisure use.**

Policy LP9 West March Strategic Allocation

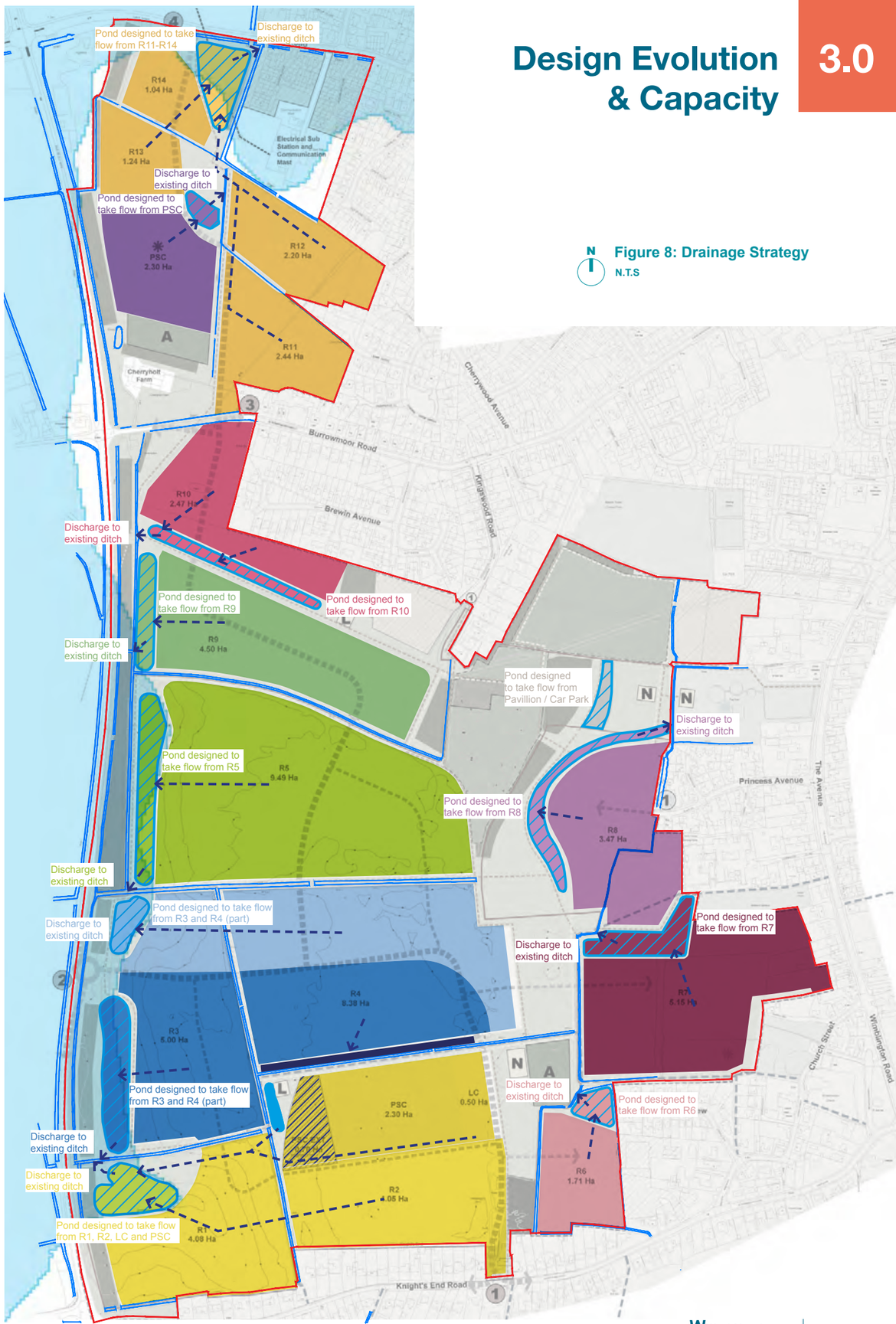
EA Flood Zone Extent (Medium and Low Risk)

Proposed Drainage Routing

Existing Water Courses

SUDS Strategy Detention Basins for associated Catchment

Swale



N

Figure 8: Drainage Strategy
N.T.S

West March, Cambridgeshire

Consultation

- Stage One: Local Authority/ Town Council/ Stakeholders & Landowners
- Stage Two: Public Engagement

4.0

Persimmon Homes

Pre-application consultation follows a two-stage approach as set out below.

Stage One: Local Authority/ Town Council/ Stakeholders & Landowners

FDC, the Town Council, Stakeholders and 3rd Party Landowners will be consulted on the draft BCP prior to public consultation.

Local Authority

Regular project meetings have taken place between Fenland District Council and the Persimmon Homes project team in order to progress the BCP. The structure and content of this BCP has been discussed and agreed with FDC.

Town Council

March Town Council were consulted on the Vision Document, prepared for Orchard Meadows, in June 2020. Overall, feedback is positive with comments including:

- *"Two new primary schools are welcomed, but the longer-term problem of senior school capacity also needs addressing."*
  Response: In addition to the on-site primary school provision, planning applications for the West March allocation are likely to be requested to provide developer contributions towards secondary school places at Neale-Wade Academy.

- *"Doctors and dental surgeries are a major concern within the town with, for example, people having to wait up to 9 weeks to see their own specified GP. Also, there is no availability of NHS dentists with some residents having to travel to Downham Market to get appointments."*
  Response: The NHS will be consulted upon planning applications for the allocation and may request developer contributions towards heath care.

- *"The sewerage system in March is already nearing capacity."*
  Response: Utilities have been investigated with confirmation of sufficient capacity for this allocation.

- *"Slightly more detail concerning the type of properties envisaged would have been useful."*
  Response: Sections 5 and 6 of this BCP provide details of the potential mix and type of dwellings together with images of their likely appearance, which could be provided within the allocation. However, such detail wil lbe set out in planning applications.

- *"Town centre car parking would not cope with the increased volume of traffic and additional areas would need to be provided."*
  Response: The increased population to March resulting from this development will make a positive contribution to the vitality and viability of the town centre.

- *"Vehicular access to the bypass would need to be carefully planned, both from the main access point and the secondary points where Burrowmoor Road and Knights End Road meet the A141."*
  Response: Transport work has been undertaken to establish the most appropriate access junctions to serve the development, with further details provided at Section 5 of this BCP.

- *"In general, new housing within the town is welcomed, but this not be at the expense of overwhelming local services and facilities."*
  Response: The purpose of this BCP is to ensure that the allocation is developed with the provision of appropriate on-site facilities and developer contributions towards off-site services and facilities.

In accordance with Policy H1, this BCP will be formally agreed with the Town Council prior to its formal submission and adoption by FDC.

Stakeholders & Landowners

In June 2020 Persimmon consulted stakeholders, including Cambridgeshire County Council (CCC) and statutory organisations, and all landowners, on the initial Vision Document. Feedback from landowners on this initial consultation was generally positive.

Stakeholder Consulation

From December 2020 to March 2021 FDC undertook a technical consultation with statutory organisations on the draft BCP document, with responses received from the following:

- Cambridgeshire Police
- CCC Education
- CCC Highways
- CCC Lead Local Flood Authority
- CCC Rights of Way
- Environment Agency
- FDC Conservation
- FDC Environmental Health
- FDC Transport
- Middle Level Commissioners & March Third District Drainage Commissioners

All comments have been taken on board and have been incorporated within the BCP where appropriate.

Landowner Consulation

During December 2020-February 2021 Persimmon Homes engaged in a 'one to one' landowner consultation in order to seek their support and comments on the draft BCP.

A questionnaire was provided to all landowners and the offer of a meeting to discuss the BCP in more detail.

Several meetings were held and a total of 13 responses were received. Two of the less significant parcels are split between landowners who have provided conflicting views, so the responses for these parcels are considered to be neutral. A number of parcels within the allocation which already benefit from planning permission did not respond and are assumed to be either neutral or supportive.

The following pages include the questions that were asked of the landowners and an accompanying table indicating the responses. The plan on page 37 provides a visual summary of the landowners level of support and is illustrated using green (supportive/ planning consent granted), amber (neutral) and red (less supportive).

As part of the one to one consultation, all landowners were asked the following 6 questions. Responses are given in the table opposite.

Q1. *The BCP/IDP demonstrates the 'optimum arrangement' for delivering the development of West March, but is intended to be sufficiently flexible to allow landowners within each phase to bring forward development in a different way than shown if they wish provided the phase will deliver its required infrastructure in accordance with the IDP. Do you agree?*

Response: This key question seeks to demonstrate all significant landowners are in support the BCP. Of the 11 responses, 7 were 'yes', 1 'maybe', and 3 'no', which demonstrates 73% of landowners are supportive. These responses are demonstrated on the land parcel plan opposite and as can be seen all significant landowners are supportive as connectivity can be secured in all four directions.

Q2. *Would you welcome the BCP/IDP being approved by Planning Committee as an informal 'in principle' approval to which all parties would expect subsequent planning applications to adhere to?*

Response: This question seeks to demonstrate landowners would like the BCP to be progressed to Committee in order to unlock the allocation to enable planning applications. Of the 11 responses, 7 were 'yes', 0 'maybe', 1 'no', and 3 'no view expressed', which demonstrates 64% of landowners are supportive (and when including the 'no view expressed' responses, 91% have no objection).

Q3. *Would approval of the BCP/IDP mean you are likely to bring your land forward (either yourself or via a developer) for development through the planning process?*

Response: This question sought an indication of whether landowners are inclined to bring their parcels forward for development. Of the 11 responses, 8 were 'yes', 0 'maybe', 0 'no', and 3 'no view expressed', which demonstrates 73% of landowners are supportive (and 100% have no objection).

Q4. *Do you agree with the proposed locational-based phasing of the IDP which allows each of the five phases to come forward for development at any time subject to the delivery of the key infrastructure required by that phase?*

Response: Of the 11 responses, 4 were 'yes', 2 'maybe', 3 'no', and 2 'no view expressed', which demonstrates 55% of landowners are supportive (and 73% have no objection).

Q5. *The BCP includes design framework principles such as 'indicative' street designs principles and images showing possible appearance of houses to show how West March can be delivered in a consistent and coordinated way. Do you agree with the inclusion of key indicative design principles?*

Response: Of the 11 responses, 8 were 'yes', 0 'maybe', 1 'no', and 2 'no view expressed', which demonstrates 73% of landowners are supportive (and 91% have no objection).

Q6. *Do you have any other comments?*

Response: As you would expect in a District with viability issues, the key concern for the majority of landowners is development viability. Some landowners are concerned at the land uses shown on their parcels, however this BCP is not a fixed masterplan and has flexibility.

LANDOWNER RESPONSE					
Land Parcel Ref	Q1	Q2	Q3	Q4	Q5
1	YES	YES	YES	YES	YES
2	YES	YES	YES	YES	YES
3	YES*	YES	YES	NO	YES
4	MAYBE	YES	YES	MAYBE	YES
7	NO	NO	YES	NO	YES
9	YES	YES	YES	YES	YES
12	YES	YES	YES	MAYBE	NO
13	NO	N/C	N/C	N/C	N/C
15	YES	YES	YES	YES	YES
17	YES	N/C	N/C	N/C	N/C
18	NO	N/C	N/C	NO	YES

N/C=No Comment

*Initial resonse of 'no' however positive meetings have since taken place during which verbal support to this BCP has been given.

This consultation has clearly demonstrated that all significant landowners are supportive of this BCP which is illustrated by Figure 9 opposite (responses to Q1 and Q2).

Although a small minority have indicated they are not entirely supportive at this time, the BCP can still be delivered for the considerable majority of the urban extension without their involvement with connectivity achievable in four directions.

Stage Two: Public Engagement

Following Stage One of the consultation process, Fenland District Council will undertake a round of public consultation through various media. This will be in accordance with the Council's Statement of Community Involvement, the Fenland Local Plan and March Neighbourhood Plan, prior to it being considered by the Council's Planning Committee.

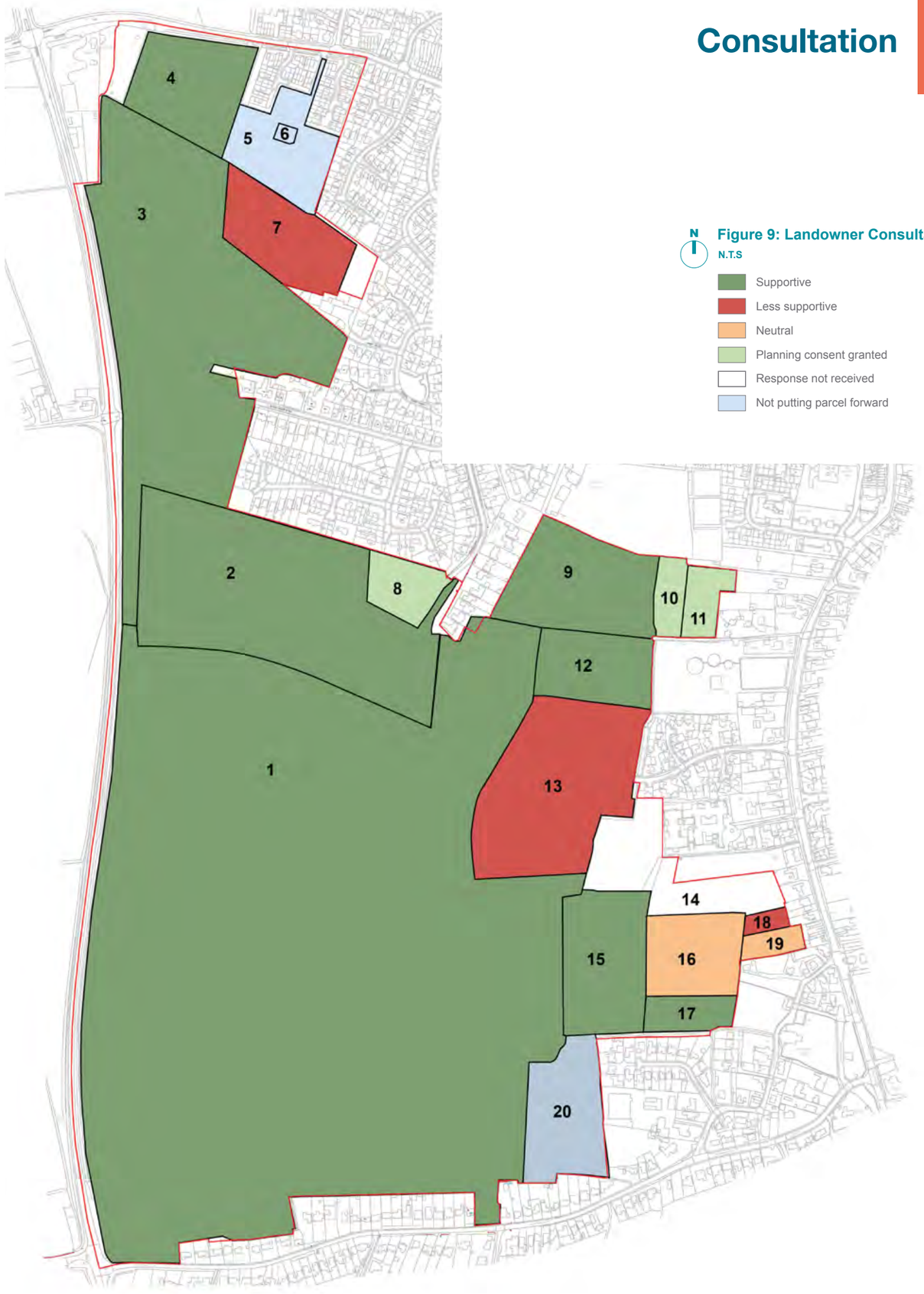


Figure 9: Landowner Consultation
N.T.S

West March, Cambridgeshire

Parameters

- Land Use
- Access & Movement
- Design Parameters
- Green Infrastructure

5.0

Parameters

The Parameters for West March are divided into four key sections, each accompanied by a plan illustrating the associated parameters.

- **Land Use**
- **Access & Movement**
- **Design Parameters**
- **Green Infrastructure**

Land Use

The Land Use Parameters identifies the following:

- Location and extent of proposed land uses
- Amount of built development
- Means of vehicular access

Policy LP9 West March Strategic Allocation 105.66Ha

Built Development

- Residential
- Residential - Consented
- Primary School
- Primary School Extension Land
- Possible Location for 2nd Primary School (if required)
- Local Centre
- Proposed Primary Points of Access
- Proposed Secondary Points of Access
- Primary Road
- Secondary Streets
- Proposed Sports Pavilion and Car park

Green Infrastructure

- Open Space
- Sports Zone (pitches to be accommodated within zone as indicated)
- Sports Area (suggested location)
- A Allotments / Community Gardens
- SUDS Strategy Detention Basins
- N Equipped Children's Play Area (NEAP)
- L Equipped Children's Play Area (LEAP)
- Proposed Active Trail (workout stations every c. 400m)
- Existing Retained Vegetation
- Structural Landscape
- Existing Rights of Way / Footways
- Proposed Footpaths / Cycleways
- Proposed Footpaths / Cycleways Points of Access
- LHP Gas Main
- Overhead Powerlines
- Overhead Powerlines
- Existing Children's Play Area
- Land for Potential Cemetery

Residential development has been maximised across the allocation demonstrating an optimum layout. Built development is balanced with the necessary open space requirements for recreation, conservation and drainage. The table below summarises the amount of development and mix of uses for West March. It is important to note that these areas are approximate only and subject to some flexibility dependant upon future demand.

	Policy LP9 West March Strategic Allocation (Ha)
Built Development	**64.46**
Residential (proposed)	55.22
Residential (consented/ built)	3.44
Primary School	4.60
Primary School Expansion	0.70
Local Centre	0.50
Green Infrastructure	**38.21**
Open Space	26.20
Sports Area	5.00
Active Trail	(2,959m)
Allotments/ Community Gardens	1.00
SuDS	5.69
Equipped Children's Play	0.32
Sports Pavilion & Car Park	0.35
Existing Land Uses	**2.99**
Total Site Area (Ha)	**105.66**

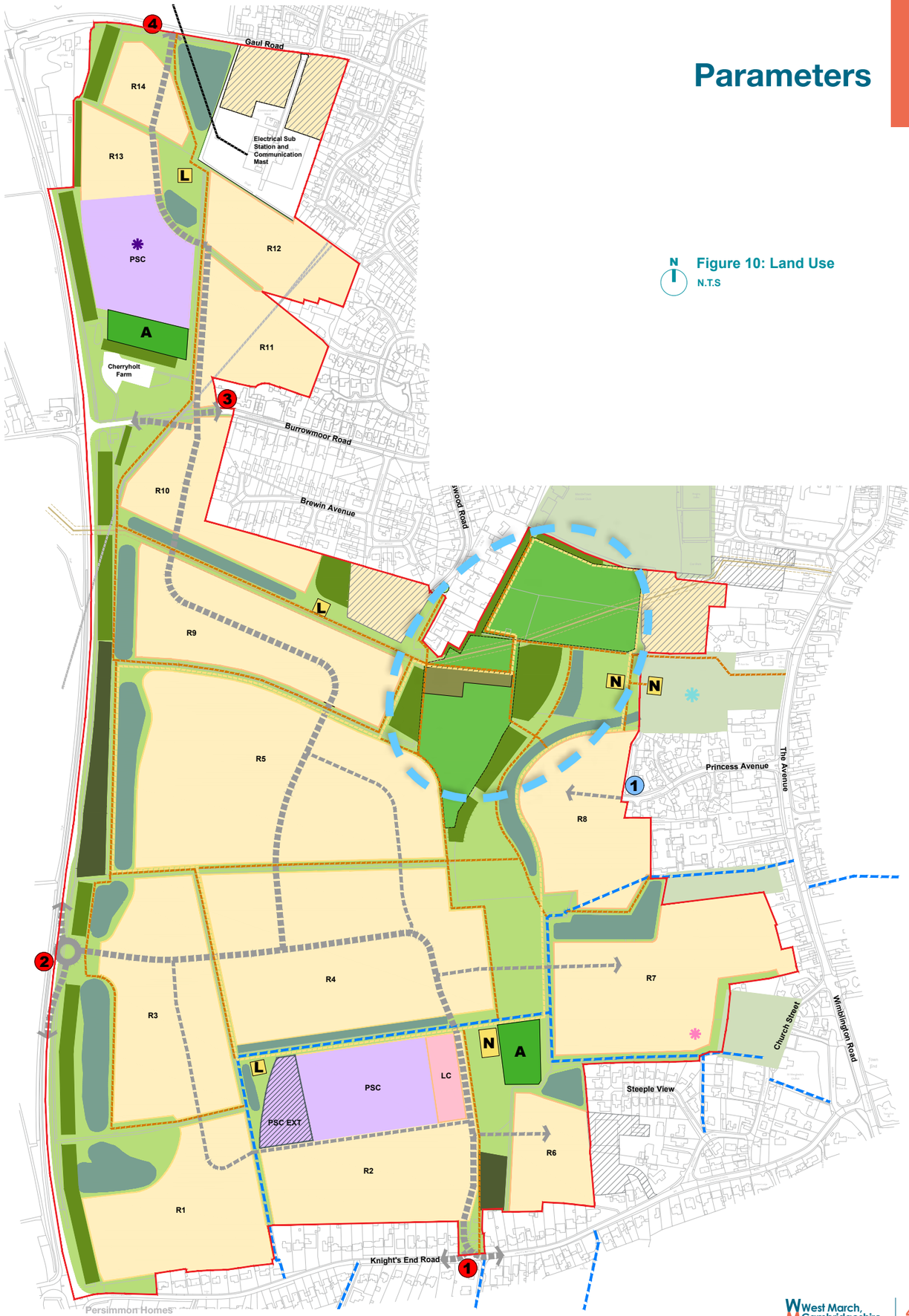


Figure 10: Land Use
N.T.S

Residential

The total housing area within the allocation provides 58.66 Ha land for around 2,000 new homes including 108 dwellings already consented. The housing area includes associated streets, public realm, private gardens and parking space.

The development will provide for a broad range of dwellings and house types offering a mix of market housing from first time homes to larger family homes. The final housing mix will be determined at the detailed stage. It is expected the development will comprise a variety of dwelling types and sizes to offer a broad range of accommodation. This will range from 1 bedroom to larger 5 bedroom family houses and will reflect government guidance on efficient land use, as well as current market demand. To ensure a mixed balanced and robust community, up to 25% of the development will be affordable housing. There have been a number of enquiries from Registered Providers which may contribute a sizeable number of affordable schemes within the strategic allocation.

The average residential density across West March Strategic Allocation is c34-39 dwellings per hectare (dph), which is considered to be an appropriate density level for the site, and to achieve the design vision.

Housing will predominantly be 2 storey in height, with some 2.5 and occasional 3 storey homes at the main Primary Road junctions, subject to design considerations.

Education

Initial consultation with officers at the Local Education Authority (LEA) has indicated the allocation may potentially require 2 x two-form entry (420 place) Primary Schools including early years provision. Therefore the BCP demonstrates how the site could accommodate one Primary School to the south and one to the north, with both schools covering an area of 2.30 Ha with an additional 0.70 Ha for potential expansion of the southern School to a three-form entry.

Further discussions with the LEA on the need for two schools has indicated there to be some existing capacity within Burrowmoor School. Given the long build out period of the development, the preference is for safeguarding land for a second Primary School with S106 triggers flexible to either call for the second Primary School or require contributions towards the expansion of the First Primary School or expansion of Burrowmoor School.

There is the potential for the Schools to be designed and managed so that they could be used by the new community 'out of school hours', for social and leisure groups. Whilst this is a supported aspiration, it cannot be guaranteed by the LEA without the agreement of the school promoter.

The detailed design will be determined through discussions with the LEA. However, it is anticipated that these are likely to be arranged as a series of interlinked single storey buildings, with space for car parking and drop off parking, hard and soft play, sports playing fields and wildlife areas.

The Schools will be located within the development to ensure new residents are only a 5-10 minute (400-800m) walk away. They will be close to new pedestrian routes through proposed 'Greenways' which will be overlooked, forming part of the development's walking and cycling strategy. The southern School is also near to existing public rights of way.

The Primary Schools will also be connected by the Primary Road and potential public bus route. This will provide regular bus services for residents between West March and March town centre. The street pattern and the walking and cycling strategy should ensure the Schools are accessible and within easy reach of all residents.

Off-site contributions will be sought towards secondary school places in the event that the needs generated by the development exceed existing capacity.

Local Centre

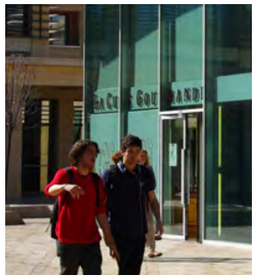
A new Local Centre, encompassing day to day uses for modern living such as local shops and workspaces, will be located on the alignment of the Primary Road, adjacent to the southern Primary School. It will include appropriate space for new bus stops together with provision for vehicle and cycle parking. The street and walking/ cycling strategy will ensure that the Local Centre is accessible and within easy reach of both the new and existing communities.

The Local Centre and southern Primary School are located close together near to the 'green lung', where equipped play and allotment gardens are proposed, as well as the retained public footpath to create an active 'Community Hub'. This 'Hub' will provide a focus for the new neighbourhood at West March, offering the day to day needs for residents in terms of 'top-up' shopping and a place to meet for social interaction.

Covering an area of c.0.5 Ha (based upon Persimmon Homes Fernwood development as well as discussions with local agents), the Local Centre *may* include retail such as a small convenience store and take-away outlets, facilities such as a community facility for social events, local meetings and indoor leisure health pursuits, and residential use to ensure that the area is an active place with 24-hour presence. The exact type of facilities will be finalised at the detailed design stage.

The main design principles for the Local Centre is to introduce well designed keynote buildings that are set within a high quality public realm of pedestrian friendly streets and spaces that are attractive and safe. Careful attention to the servicing of the Local Centre proposals will also be necessary to minimise any potential disturbance or adverse effects upon the development layout. Where delivery and service yards are required, these should be generally be to the rear and screened but also avoid forming long exposed and inactive frontages.

The Local Centre will be a key focal building close to the primary access into the development from Knight's End Road.



Early discussions with FDC officers confirmed the West March allocation is not expected to provide significant employment uses, with employment likely to be focussed at areas to the north of the town. The Local Centre and Primary Schools will provide small-scale on-site employment opportunities. Enhanced pedestrian and cycle routes, including the potential provision of a new foot/ cycle bridge over the Old River Nene, will link the site more directly to employment areas north of the town and to the railway station.

Green Infrastructure (Public Open Space)

Public Open Space is proposed within the residential development reflecting local character. Several distinct areas of open space will be created within the site. A new 'Green Lung' will be located centrally through the site accommodating areas for informal play as well as equipped play areas, recreational routes including upgraded existing public footpaths, community allotments and orchards, individual tree planting, areas of woodland, wildlife ponds and SuDS.

Further areas of open space will include new green corridors along the site boundaries and through the site to accommodate the existing boundary vegetation. These green corridors will also strengthen links for pedestrian movement and provide access to March and accommodate the existing public rights of way within the site.

Sports Provision/ Play
A significant amount of space for natural play, sport and recreation will be provided throughout the site, to include sports pitches and an area for a new pavilion and associated car park. Areas of informal play space and equipped play will be within walking distance of the new housing and a new 'Active Trail', complete with a series of work-out stations every c.400m for all-round fitness along the trail, will be created around the periphery of the development.

Structural Landscape
There are existing mature hedgerows and trees to the sites boundaries. Where these have become gappy or particularly species poor, additional planting will be introduced to create a robust Green Infrastructure around the site. New woodland areas, orchard tree planting and parkland/ avenue tree planting will be introduced within the site's Green Lung.

Attenuation
A series of attenuation basins will be located at the lowest points of the site, predominantly along the western boundary. The new attenuation features will relieve surface water drainage from the new built development and will be designed to maximise biodiversity as well as reflecting fenland landscape and ecological characteristics such as reed planting.

Access & Movement

The framework of streets and routes is the underlying element of placemaking and the creation of attractive places.

The main principles are based on the design vision and best practice approaches.

- **Well ordered streets, that are set within a green landscape setting;**
- **Ensuring that all users (pedestrians, cyclists, horse–riders, car users, buses etc) can move safely, and calmly through the development;**
- **To provide attractive and inclusive streets, 'Greenways' and rights of way, that provide a choice of movement routes;**
- **To control vehicle speed by using best practice design methods;**
- **To design streets and routes for people, with priorities for cyclists, pedestrians and less mobile people;**
- **Creating a hierarchy of streets;**
- **Introducing spaces and squares at key street intersections, to reinforce legibility and to provide focal points within the layout;**
- **To provide opportunities for views and vistas of key note buildings and public spaces**
- **Introducing sustainable transport measures that will encourage people to use public transport and to walk and cycle;**
- **To maximise pedestrian and cycle movement into March, with links, for example onto Knight's End Road, Burrowmoor Road and Gaul Road together with improved connections onto The Avenue;**
- **To create street frontages that are active and animated, with a mix of house types and buildings close to the street edge;**
- **To deliver a legible and quality public realm of footways, crossing points, surfaces, street trees, greenspace and street furniture; and**
- **To ensure that streets and the public realm is well surveyed by properties and buildings.**

Persimmon Homes

Walking and Cycling

West March delivers extensive walking and cycling routes through a connected pattern of streets which will interconnect with existing rights of way and new 'greenways'. These will serve all desire lines within the site and offer safe and direct routes to facilities such as the Primary Schools, Local Centre, the 'green lung', including the playing fields, as well as other incidental areas of open green space.

The street design will include footways and provide priorities for pedestrians and cyclists in terms of movement and crossing points.

A broad specification for pedestrian and cycle routes within green space has been agreed with CCC Rights of Way Officer. Where lighting is required along these green routes it will be appropriately designed and specified to minimise any impacts on wildlife habitats.

This strategy will promote active and healthy living, encouraging the community to walk and cycle.

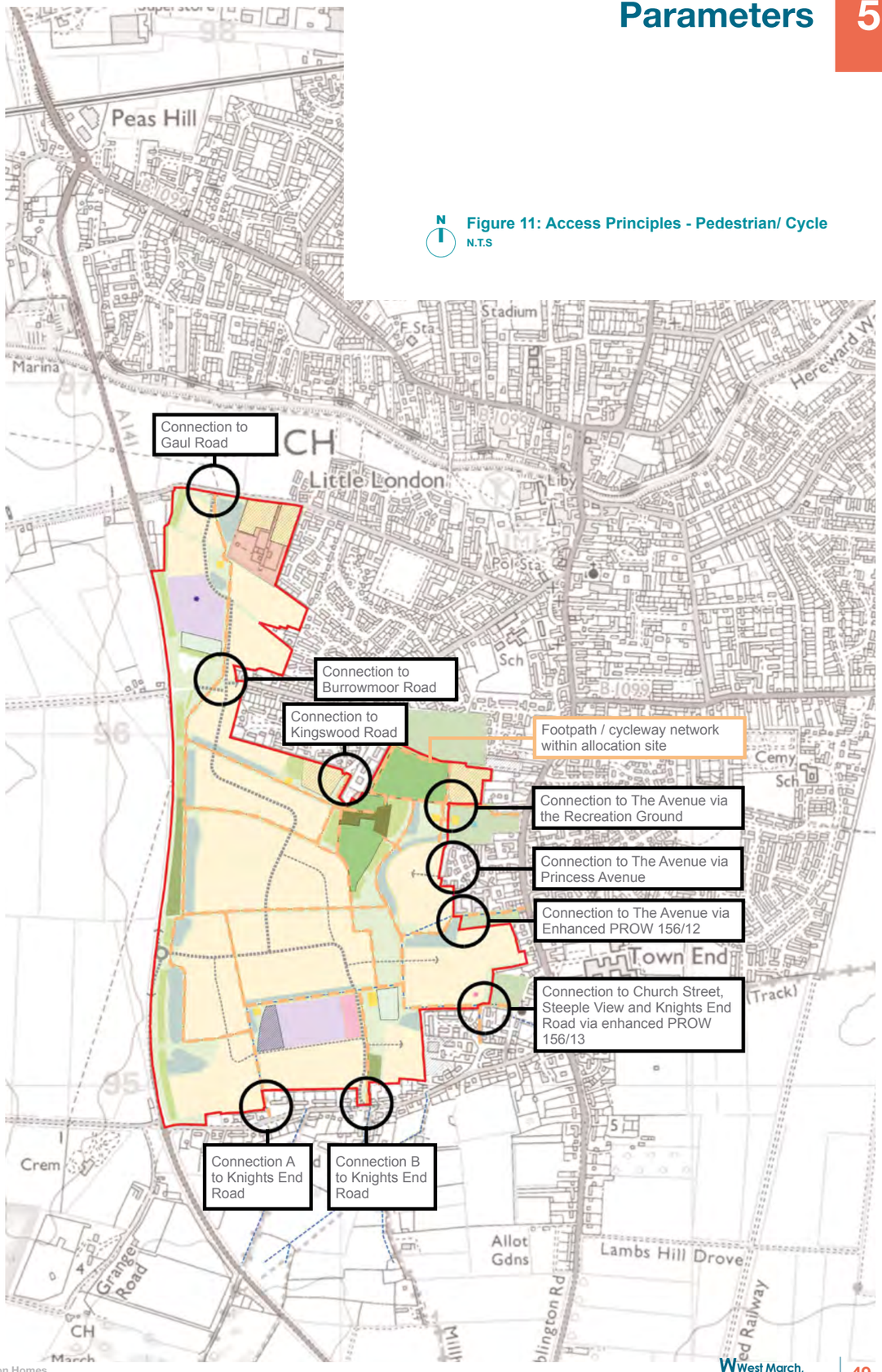
Access principles for pedestrians and cyclists at West March are set out on the following pages.

The plans on the following pages show the 'Access Principles' for different modes of travel:

- Pedestrian/ Cycle
- Public Transport (Bus)
- Highways (Vehicular)

Access Principles - Pedestrian/ Cycle

- Comprehensive network of footpaths/ cycleways within the site beyond road infrastructure.
- 2 x southern connections to Knights End Road.
- 3 x eastern connections towards The Avenue for onward connectivity to the Secondary School and town centre.
- Enhancement to existing Public Rights of Way 156/12 and 156/13 within the allocation to cater for pedestrians and cyclists.
- Connections to Kingswood Road, Burrowmoor Road, Princess Avenue and Gaul Road towards the town centre and amenities to the north.

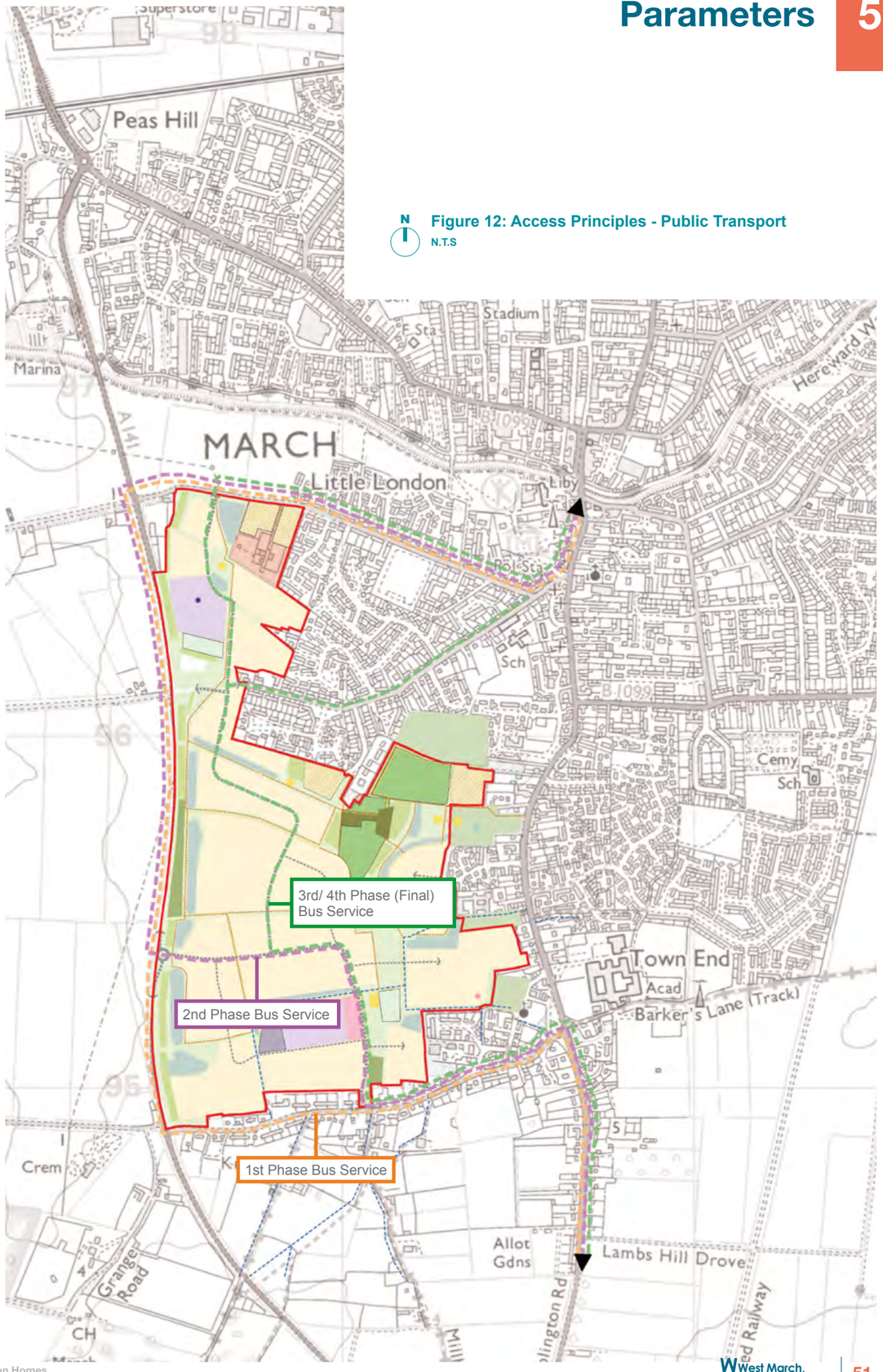


N

Figure 11: Access Principles - Pedestrian/ Cycle
N.T.S

Access Principles - Public Transport (Bus)

- Bus service provision subject to discussions with Cambridgeshire and Peterborough Combined Authority (CPCA) and bus operators.
- Current CPCA aspiration to join and strengthen existing 33 and 39 services.
- Above proposal would divert 33/ 39 service into the allocation with the route modified over time to reflect the phased housing delivery.
- Aim of the route to provide a half hourly service for residents within the allocation with direct connectivity to March Town Centre, Peterborough and Ely.



N

Figure 12: Access Principles - Public Transport
N.T.S

Access Principles - Highways

- Primary access onto the A141 formed as a 3-arm roundabout.
- Primary access onto Knights End Road formed as a priority junction with priority reversed to maintain major arm flow between the site access and Knights End Road (E).
- Knights End Road (E) to be closed off at the junction with the A141once the primary access roundabout is in operation.
- Primary access at Burrowmoor Road with priority given to site traffic and staggered crossroad approaches provided for Burrowmoor Road (W) and (E).
- Burrowmoor Road (E) to to be closed off at the junction with the A141 once all primary access points are formed.
- Primary access onto Gaul Road formed as a simple priority junction.
- Secondary access onto Princess Avenue provided as a continuation of the existing road.

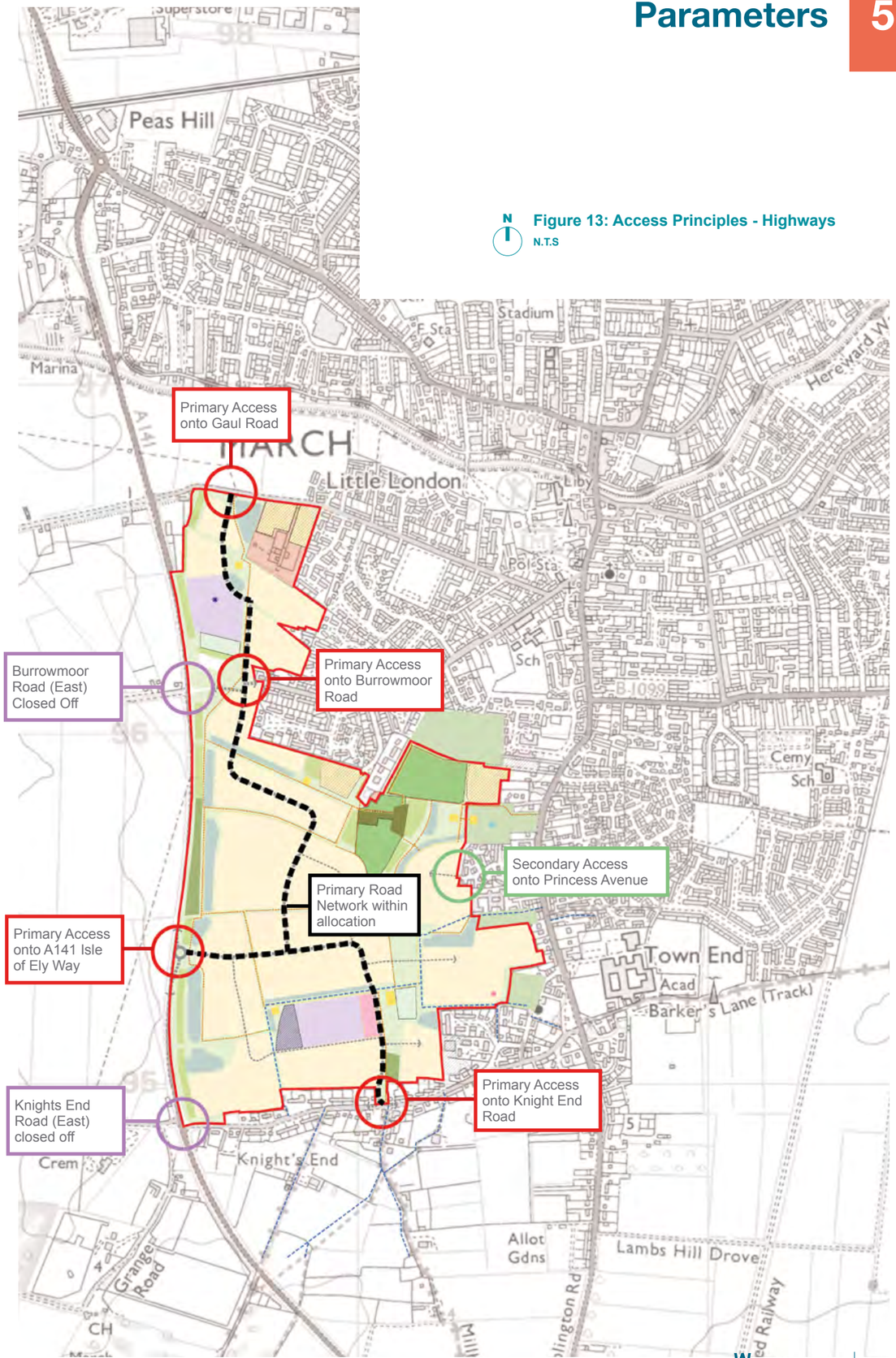


Figure 13: Access Principles - Highways
N.T.S

Development Access

The potential locations for vehicle access into the development have been discussed with highways officers at Cambridgeshire County Council and are agreed in principle.

All new vehicular connections into the site will be subject to full design and capacity assessment prior to being approved by the Highway Authority. Therefore the indicative access proposals and potential road closures shown will be subject to detailed Transport Assessments to support planning applications which will analyse the existing capacity of the road network to determine highway mitigation and junction/ road closure requirements. Any potential road closure would be the subject of formal consultation.

Details of the four primary vehicular access points and their likely form are shown below. These, and the secondary vehicular access point from Princess Avenue, are identified on the Access and Movement Parameters Plan on the following pages.

Access from the A141 Isle of Ely Way could take the form of a 3-arm roundabout with a 40m inscribed circle diameter.

All approach arms could be provided with flared two-lane entries.

Access from Knights End Road could see a change to the existing vehicle priority. The eastern section of Knights End Road could bend northwards into the site, whilst the western section of Knights End Road could form the minor arm of a new simple priority junction.

The proposal to close off the junction of Knights End Road and the A141 Isle of Ely Way and form a turning head in this location will be explored.

Traffic accessing the western end of Knights End Road could be redirected via the new site access roundabout.

Isle of Ely Way Vehicular Access (indicative only)

Knight's End Road Vehicular Access (indicative only)

Access from Burrowmoor Road could see major arm priority given to the new north-south route through the site allocation.

Intersections with Burrowmoor Road could be formed as staggered simple priority junctions.

Closure of the Burrowmoor Road and the A141 Isle of Ely Way junction will be explored with the possibility of traffic being redirected either via Gaul Road or the new site access roundabout.

Secondary Access from Princess Avenue

Access from Princess Avenue could see the potential extension of the existing road and adjacent footway provision westwards into the site. The geometric parameters of Princess Avenue will be retained in serving the site, following Secondary Street design principles (as outlined later in this section).

Access from Gaul Road could be constructed as a simple priority junction.

To aid connectivity between the proposed residential parcels and the wider area and to enable bus services, the potential for the Primary Road through West March to link directly to the new access junctions with Knight's End Road, A141 Isle of Ely Way, Burrowmoor Road and Gaul Road will be explored.

Burrowmoor Road Vehicular Access (indicative only)

Gaul Road Vehicular Access (indicative only)

Street Pattern

The development's street pattern is based on a regular pattern of connected streets. This will create streets that are more direct in their form, and will be easier to navigate for pedestrians and cyclists.

It will also produce streets and perimeter blocks that are practical and efficient in their design. The street pattern will allow the opportunity to introduce avenues, feature spaces and crescents. It will also encourage the use of vistas and views of keynote buildings as streets intersect.

Indicative Street Types

Traditional places are organised on distinctive street types and, in general, a hierarchy of higher order streets such as a Primary Road (Main Street) and lower order streets such as Lanes or Shared Driveways. Higher and lower order streets will be used across West March. A series of street types will be introduced and these will act as 'character streets'.

The principle is that there should be around four 'character streets' each having variations in width, building form, densities and landscape treatment. These are:

- **Primary Road (Main Street)**
- **Secondary Streets**
- **Tertiary Streets and Green/ Edge Lanes**
- **Shared Driveways**

During the detailed design stage these could be refined further with additional street types, following the principles set out within this Broad Concept Plan.

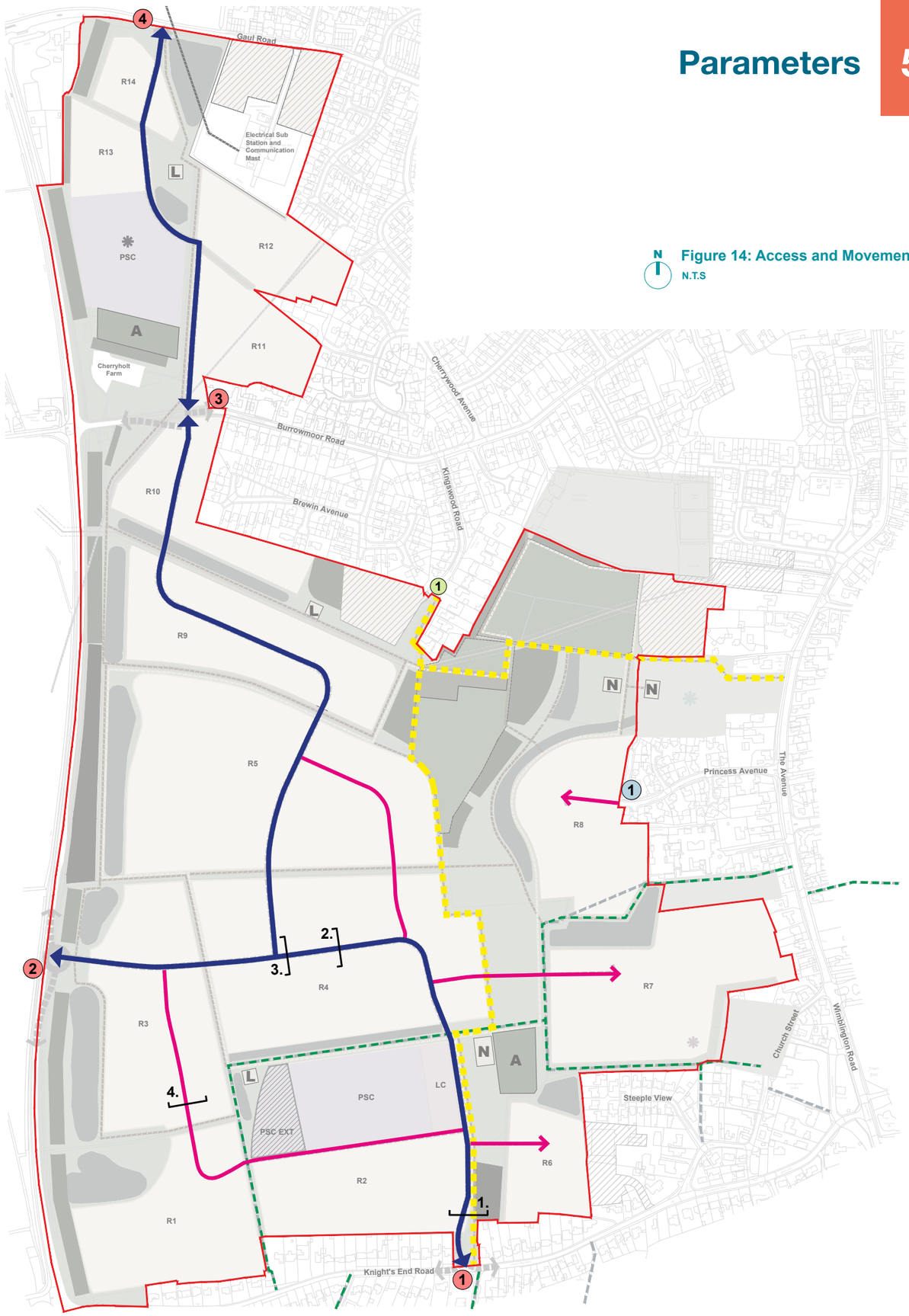


Figure 14: Access and Movement
N.T.S

Policy LP9 West March Strategic Allocation

Primary Road

Secondary Street

Existing Rights of Way / Footpaths
(intention to upgrade to footpath/ cycleways)

Proposed Footpath / Cycleway Link
(Knight's End Road to Kingswood Road / The Avenue)

1 Proposed Primary Points of Access
1. Knight's End Road / 2. A141 Isle of Ely Way
3. Burrowmoor Road / 4. Gaul Road

1 Proposed Secondary Points of Access
1. Princess Avenue

1 Proposed Footpaths / Cycleways Points of Access
1. Kingswood Road

The following sets out the broad design concepts for West March. Specific details will be reserved for future formal submission of planning applications.

Design Parameters

Street Design

- Street design will be flexible to reflect variation in house types, densities, setbacks and frontage depths, and should accord with the principles of the Cambridgeshire Design Guide and Manual for Streets. The development will comprise of a mix of street characters, with a Primary Road (Main Street), and Secondary Streets and Tertiary Streets leading off the Primary Road.
- The Primary Road (Main Street) will comprise of a spine road through the site, linking the primary vehicular access points in a north-south direction. It should function as a strategic route and higher order street, providing the main vehicular route through West March and be designed to a sufficient width to be able to accommodate a bus route and incorporate suitable provision for pedestrians and cyclists. Its design will reinforce the status of the Main Street as the primary route.
- The Secondary Streets will connect with the Main Street and provide the main circulation into the core of West March. The Secondary Streets will vary in width depending on its context and built and landscape form, and will incorporate suitable provision for pedestrian and cyclists.
- The Tertiary Streets will be designed as a lower order street to accommodate safe movement for pedestrians, cyclists and vehicles.
- There will be high quality links for pedestrians and cyclists.

Scale

- The design of buildings should be of a scale and height that is sensitive and appropriate to the setting of the adjacent settlement of March.
- The development may include a mix of buildings heights, but it is anticipated two storey buildings are likely to be the predominant height across West March. Up to three storey development could be considered in appropriate locations, subject to design considerations.
- Buildings of the same storey height may have varied ridge heights, lengths and widths in order to add character and variation.
- Both wide and narrow plan building types may be used. Wide plan house types will typically occur in lower density areas and narrow plan house types in higher density areas.

Persimmon Homes

Density

- Given the site's urban fringe location and to broadly reflect the medium density of the adjacent residential edge, the average density for West March is likely to be around 34-39 dwellings per hectare. This will create a suburban character typically comprising of detached, semi-detached and terrace house types with private frontages, rear garden space and on-plot parking.
- It is expected the density mix will graduate from the centre to the edges of the development, with lower densities closer to the edges of the layout where blocks lie adjacent to 'greenways' or open space such as the 'green lung' as well as adjacent to St Wendreda's church and Cherry Holt Farm. Higher densities are likely to be focussed around the Local Centre and perhaps key junctions where appropriate.
- In general, it is envisaged that the higher density arrangements will be formed through the use of plots closer to street edges with a greater use of narrow plan, linked dwellings. Lower densities will generally be characterised by larger detached wide plan properties with typically deeper frontages.
- Both wide and narrow plan building types may be used. Wide plan house types will typically occur in lower density areas and narrow plan house types in higher density areas.

Character

- There will be the opportunity to create different character areas across West March.
- Character near to the heritage assets will be important, with development parcels adjacent to St Wendreda's church and Cherry Holt Farm in particular requiring sensitive and careful consideration to ensure their character is sympathetic to their setting.

Plot Design

Plot design will deliver efficient and practical depths and widths. Appropriate space will be needed for secure private rear gardens and frontages for houses. Refuse and recycling space, cycle storage and appropriate parking will be required. The detailed layout of plots will also consider optimising solar gain, i.e. the orientation of front and rear walls.

Non-residential uses within the Local Centre will have active frontages with the rear being private and secure.

Residential Frontages

Private frontages will be well defined. The depths and the design will vary depending upon density and street type. Housing in higher density areas is more likely to have small private frontages while in lower density areas, such as along Green/ Edge Lanes and Shared Driveways, housing will have deeper front gardens. There will be a high degree of grass lawns with hedges and garden trees of appropriate species throughout.

Green Infrastructure

One of the key elements of the design vision is to create a development within a green setting.

The principle of the development's Green Infrastructure is to deliver functional well designed spaces that will enhance biodiversity and landscape character, as well as providing play and recreational opportunities. The Green Infrastructure will be multi-functional in its use. It comprises:

- **Existing retained habitats and features (e.g. boundary trees and hedgerows as well as internal hedgerows and drainage ditches)**
- **Existing public rights of way**

It also includes new landscape and recreation in the form of:

- **A green lung**
- **'Greenways' (walking and cycling routes)**
- **'Greenspace' (new woodland, hedgerows, and open space to provide for informal recreation and play together with enhanced wildlife opportunities)**
- **Swales and detention basins**
- **Sports pitches, an 'Active Trail' and equipped childrens' play**

The total Green Infrastructure for West March is 38.21 Ha or c.36% of the total site area. The Green Infrastructure will be designed to be publicly accessible and as illustrated by the Green Infrastructure plan, all new residents will be within a 5 minute walk of an area of greenspace, in accordance with Natural England's Accessible Natural Greenspace Standards (ANGSt).

A breakdown of the Green Infrastructure and FDC open space requirements is included in the table opposite.

Persimmon Homes

		POLICY LP9 WEST MARCH STRATEGIC ALLOCATION		
Public Open Space (POS) Category	**FDC Standard**	**FDC Requirement (Ha)**	**Proposed Green Infrastructure (Ha)**	**+/- FDC Requirement (Ha)**
Neighbourhood/ Town Parks	0.45ha per 10ha development site	4.60	17.58	+12.98
Children's Play	0.4ha per 10ha development site (1/3 equipped play)	4.08	1.07	-3.01
Allotments	0.1ha per 10ha development site	1.00	1.00	0.00
Outdoor Sports	0.8ha per 10ha development site	8.17	5.00 (+ 2,959m Active Trail)	-3.17
Amenity Space	-	-	*to be identified within residential parcels through RM*	-
Natural Green Space	0.5ha per 10ha development site	5.11	13.56	+8.45
TOTAL		**22.96**	**38.21**	**+15.25**

Persimmon Homes

Public Open Space Categories

Neighbourhood/ Town Parks will include existing public rights of way, a new 'Active Trail' and recreational routes. New structural landscaping, tree planting and SuDS will offer opportunities for new wildlife habitat creation which could provide ecological mitigation.

It is acknowledged that the **Outdoor Sports** and **Children's Play** is below the policy requirements however a new Active Trail of almost 3km long, with workout stations every c.400m, is proposed and there will be links to existing facilities in the locality including the town's Cricket Club to the north, The Avenue Recreation Ground to the north-east (of which the equipped play element will be upgraded as part of the proposals for the allocation) and the Neale Wade Academy further east. A Play Strategy - detailing the approach to children's play across the allocation - is provided in Section 6 of this BCP.

Amenity Space will provide open green space with individual parkland trees and mown grass rides through some of the more natural areas.

Natural Green Space will encompass retained existing features such as the hedgerows and ditches as well as areas of ecological mitigation/ compensation and enhancement. This could include new grassland swards, structure planting and scrub, wildlife ponds and infill planting/ reinforcement of existing hedgerows.

- Policy LP9 West March Strategic Allocation — 105.66Ha
  (Includes Cherryholt Farm: 0.25Ha, part of the A141 Isle of Ely Way and part of Burrowmoor Road: 0.88Ha, Electrical Sub Station and Communication Mast: 1.86ha)
- Open Space (Neighbourhood/ Town Parks, Natural Green Space and Amenity Space)
- Existing Vegetation
- Structural landscaping
- Children's Play
- Outdoor Sports Zone (pitches to be accommodated within zone as indicated)
- Outdoor Sports (suggested location)
- A — Allotments
- SuDS
- Existing Facilities
- Proposed Sports Pavillion and Car Park
- Existing Rights of Way / Footways
- Proposed Footpath / Cycleway Link (Knight's End Road to Kingswood Road/ The Avenue)
- Proposed Active Trail (workout stations every c.400m)

N

Figure 15: Green Infrastructure
N.T.S

West March, Cambridgeshire

Design & Character

- Placemaking
- Character & Urban Form
- Green Infrastructure Framework & Principles
- Play Strategy

6.0

Placemaking

It is an accepted principle that new development should be well related to its context and setting. The masterplanning process for West March seeks to maximise site features and the interface with its immediate environment as well as the local context and setting. The principles set out below will be followed to instil a 'sense of place' throughout the development:-

A variety of new homes, including affordable homes, ranging in both size and density, to suit specific locations within the site and respond positively to the existing settlement edge, will be created within an attractive and robust framework of Green Infrastructure with strong links to March town centre for the existing and new communities to enjoy.

Residential neighbourhoods of varying scale and character will be proposed, all within easy walking and cycling distance of the Community Hub and new Primary Schools and each with accessible green space close by.

Streets and lanes together with **front and rear gardens** will be characteristic of each development area.

Greenways and areas of public open space will be directly overlooked by frontage development to ensure high levels of passive supervision and community involvement.

Individual architectural themes will create a distinctive character for West March, reflecting examples and characteristics of Fenland and Cambridgeshire.

Architectural character of the non-residential buildings will focus on contemporary design grounded in locally distinctive materials and detailing in order to create a striking sense of arrival in the West March neighbourhood.

Nodes will be created within West March, such as at vehicular junctions and at PRoW and greenway intersections with open green space. These nodes can be framed by variations in architectural character and/ or distinctive landscape treatment or use i.e. specimen trees or children's play.

St. Wendreda's church (Grade I Listed) will be protected in terms of its setting and views towards it from within the development will be maximised as far as practicable from PRoW 156/12, the A141 and within the residential layout.

Cherry Holt Farm (Grade II Listed) will also be safeguarded by a wide landscape buffer to both the north and south of the property. An appropriate boundary treatment will be provided alongside the Grade II Listed **Willow's Day Nursery** located adjacent to the access from Knight's End Road.

Views and Vistas will be created wherever appropriate and practicable through West March to provide focal points and reinforce a strong sense of place. In addition to St Wendreda's church, existing natural site features such as the mature Oak and Ash trees in the east, the stand of Poplars around Kingswood Road and the mature trees at the southern boundary could provide key focal elements. Longer range views towards the landscape to the west as well as St Peter's church spire in the town centre will also be explored.

Character & Urban Form

Arrangement of Blocks, Plots and Buildings – Principles

- **To provide a largely' regular' pattern of perimeter blocks in tandem wit a 'regular' pattern of streets.**
- **To create a range of blocks sizes (depth-length) to provide character and variety.**
- **To design as closed blocks, i.e. back-to-back properties with public frontages and private backs.**
- **To provide changes in density, creating variation in house types, streets and plot arrangements.**
- **To ensure that the residential plot arrangement (house, garden, parking) is well designed, so that the plot is laid out efficiently.**
- **To create a positive relationship between buildings, streets and Green Infrastructure, with buildings facing and overlooking the public realm and green space.**
- **To ensure that plots and buildings are safe and secure, with any opportunities for crime and anti-social behaviour being designed out.**
- **To clearly define public and private space by frontage design and boundary treatments.**
- **To design buildings that allow for modern living.**
- **To provide space on-plot for refuse, recycling and cycle storage.**
- **To adopt sustainable approaches and methods in the design and construction of new homes and buildings.**
- **To design quality new homes and buildings that are attractive and well designed, with an emphasis on simplicity in scale, proportion and composition.**
- **To design new homes and buildings that are well related to their setting by drawing reference from the best examples of local character in March, in terms of colours, materials and detailing to deliver high quality designs.**
- **To duly respect the character and setting of St Wendreda's church and maximise views towards this heritage asset wherever possible.**
- **To duly respect the character and setting of Cherry Holt Farm and The Willow's Day Nursery.**

Persimmon Homes

Green Infrastructure Framework & Principles

A **distinctive new park**, inter-connecting greenways and woodland blocks will reinforce and expand the existing green framework for existing and new residents. A large swathe of publicly accessible open space will create a strong 'green lung' through West March from which greenways will radiate to serve as natural interfaces with the new residential development parcels. Not only will there be a strong emphasis on recreation and biodiversity enhancement, together with the creation of a sustainable drainage network of retained ditches as well as new ponds, swales and wetlands, but also an active sporting focus with a new pavilion and car parking.

Existing features of trees, hedgerows and drainage ditches are retained wherever possible and reinforced where necessary. The hedgerows and ditches will continue to provide a connected network as well as forming strong green linkages creating the basis for new 'greenways'.

Native structure planting will help assimilate the built development within the local landscape as well as benefitting wildlife, including woodland blocks and a tree belt c.20m wide alongside the A141 at the site's western edge.

Areas of publicly accessible green space will provide recreational opportunities and include **equipped children's play** to suit a range of age groups, from toddlers to teenagers, and abilities.

Formal sports will include pitches with a new pavilion and associated car parking, likely to be located around the north-eastern edge of the site within the vicinity of the existing sports facilities.

A new 'Active Trail' with a series of training and exercise stations located along its length will be provided around the formal sports area and adjacent parkland, there will also be opportunity for a **5km 'park run' route** which utilises the open green space and inter-connected network of 'greenways'.

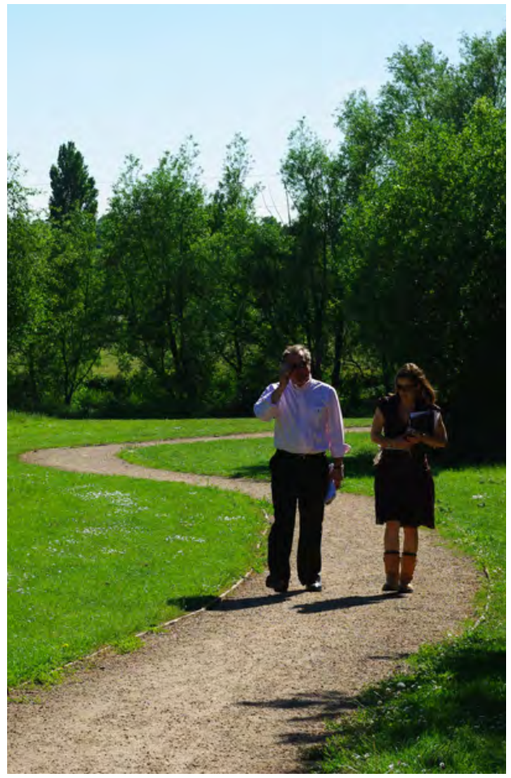
PRoW will be retained, protected and enhanced within West March. They will be utilised as the spine for a substantially expanded network of **traffic free walking and cycling routes** along new 'greenways', to provide enhanced connectivity around the development and beyond, such as March town centre and existing public rights of way including the Hereward Way long distance route to the north, with convenient and direct access to the Local Centre and Primary Schools. Routes within 'greenways' will combine surfaced paths with informal mown grass paths as appropriate.

Subject to local demand, **allotment gardens** will be laid out in appropriate and discrete, yet accessible locations such as close to the Community Hub in the south of the site and adjacent to the northern primary school which will assist in providing a deeper landscape buffer to Cherry Holt Farm.

Orchard planting will provide a public amenity as well as additional screening for the new built development.

Appropriately designed and planted **SuDs and wetlands** will create an extensive network of new wildlife habitat throughout the green space, integrating and taking influence from the existing network of ditches, as well as fenland characteristics such as reed beds

An overall **enhanced biodiversity** through improved and new wildlife habitat creation with the aim to achieve a net gain across the entire allocation. Each application will need to demonstrate how it actively contributes to this target.



Play Strategy

Arrangement of Play & General Principles

The play strategy for West March focuses on the creation of a series of play areas that are realised in various forms and styles to suit their location within the site and development. These play areas will adhere to the principles of social, creative and accessible play and will cater for children of all ages. Each and every space will uniquely respond to its environment and encourage interaction with the surrounding landscape.

Within the play features proposed throughout West March the following play formats will be included:-

Play Examples

Inclusive / Accessible Play
- All children are entitled to play, all play areas and features within the development will be accessible and include a variety of play provision that is suitable for a range of abilities.

Adventure Play
- Taking a variety of forms, ranging from interactive natural landscape features through to formal play equipment.

Sensory Play
- Focusing on introducing sounds, smells, tactile elements and visual interest to add another level of experience to the play areas.

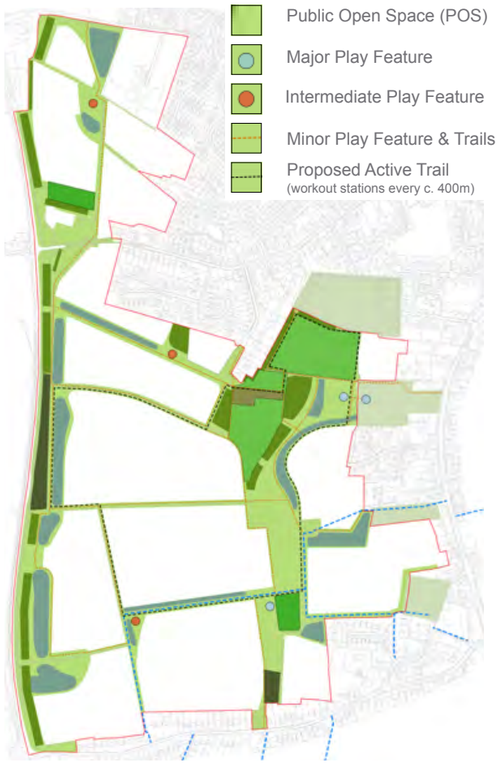
Imaginative Play
- Providing children with prompts, props and opportunities for thought provoking play will enable them to interact with their surroundings.

Play with Nature
- Existing and proposed landscape features across the site allows unique spaces to be created. Encouraging children to engage with nature will further their enjoyment and understanding of the site.

Social Play
- Available within every play space whether it takes the form of prescriptive group play provision or an informal area with play opportunities.

Play Feature Characters
- Play / Park Identities to follow at the detailed design stages for the development.

Implementation Schedule
- Implementation of the play features will come forward as part of associated built development and Green Infrastructure provision requirements.



N

Figure 16: Play Strategy
N.T.S

Major Play Features - General Principles

Major Play Features will be located within a 15 minute walk from a child's home in key positions across West March.

Providing a combination of formal play provision that focuses on children aged between 5 and 12 plus active features that are suited to 10-16 age groups, the location of the play areas will inform the material palette, fencing, planting as well as other functional requirements.

Active features will not be limited to Multi Use Games Areas (MUGAs) and gym equipment but will reflect the surrounding character and land uses with potential features including Parkour, Interactive Ball Walls, a DJ Booth, Natural Play Features, BMX pump track and water play.

Area 1
Location: POS/ adjacent to Sports Fields
Form and Character: to be confirmed at the detailed design stages for the development.
Size: approximately 1000m2 - 2000m2.

Area 2
Location: POS/ Local Centre and Primary School
Form and Character: to be confirmed at the detailed design stages for the development.
Size: approximately 1000m2 - 2000m2

N

Figure 17: Major Play Features
N.T.S

Intermediate Play Features - General Principles

Intermediate Play Features will be positioned in focal areas within areas of open green space across West March and will be a 5 minute walk from a child's home.

Play provision will take a number of different forms that respond to other play provision in the vicinity as well as the character of the surrounding area, whether it's residential or public open space.

Some play will be formal and traditional in style whilst other areas may be natural and focus on sensory engagement.

Area 1
Location: POS/ Pocket Park North
Form and Character: to be confirmed at the detailed design stages for the development.
Size: approximately 400m2

Area 2
Location: POS / Pocket Park South of Brewin Avenue
Form and Character: to be confirmed at the detailed design stages for the development.
Size: approximately 400m2 - 800m2

Area 3
Location: POS / Pocket Park South
Form and Character: to be confirmed at the detailed design stages for the development.
Size: approximately 600m2

N
N.T.S

Figure 18: Intermediate Play Features

Minor Play Features & Trails - General Principles

The Minor Play Features and Trails are positioned in areas where there is less play provision to forge vibrant and playful connections across West March.

The trails will be formed by a combination of individual items which connect to their setting and add to the variety of play experiences. They will encourage a non prescriptive and flexible approach to play.

The Features will be small areas dedicated to younger children, focussing on imaginative and challenging play.

Locations will be determined at the detailed design stages as development parcels come forward.

N
N.T.S

Figure 19: Minor Play Features & Trails

West March, Cambridgeshire

Infrastructure Delivery Plan

- Purpose
- Phasing
- Infrastructure Schedule

7.0

Persimmon Homes

Purpose

The purpose of this Infrastructure Delivery Plan (IDP) is to set out comprehensively the provision of key items of infrastructure to support the needs of the West March Strategic Allocation.

It addresses the necessary key infrastructure to be delivered by the development of West March in terms of:

- **Affordable Housing**
- **Community Facilities**
- **Education**
- **Health Facilities**
- **Transport – Cycle/foot**
- **Transport – Bus**
- **Transport – Road**
- **Utilities & Flood Risk**
- **Open Space & Recreation**
- **Wildlife & Biodiversity**

Phasing

West March is likely to come forward in a phased approach as there a large number of different landowners.

It is expected the Persimmon Homes residential-led development will form the basis of an early hybrid planning application seeking outline permission for up to 1,200 dwellings (including a detailed residential phase), a primary school, a local centre, and associated green infrastructure/ open space. The remaining parcels of the Strategic Allocation can be brought forward at any time and will accommodation additional residential development, a second primary school, and associated green infrastructure/ open space.

For the purposes of this IDP West March has been split into five phases which, rather than being based upon timing of delivery as this is an unknown, is based upon the location of the principal site accesses which are directly required to be delivered by each phase.

As illustrated by Figure 20 opposite, the five phases are:

- **Phase Southern 1 -** Persimmon Homes Phase 1 (Knight's End Road access)
- **Phase Southern 2 -** Persimmon Homes Phase 2 (A141 access)
- **Phase Eastern -** Eastern Area (Princess Avenue access)
- **Phase Central -** Central Area (Burrowmoor Road access)
- **Phase Northern -** Northern Area (Gaul Road access)

Each phase shall be responsible for delivering its own essential on-site infrastructure (e.g. site access, internal road linkages, footpath/cycle enhancements, open space, primary school, affordable housing), together with the phase's proportional contributions towards any of the identified infrastructure that cannot be delivered within that particular phase (e.g. education, highway mitigation, a type of open space).

For example Phase Southern 1 will deliver the following significant infrastructure: Knights End Road vehicular access, land for a Primary School, and cost of providing a 1 Form Entry Primary School and Core Facilities; and Phase Southern 2 will deliver: A141 vehicular access, a Local Centre, cost of extending the Primary School into a 2 Form Entry, and a number of highway mitigation measures on the local road network.

The BCP demonstrates the 'optimum arrangement' for delivering the development of West March, however it is flexible to ensure that if landowners within each phase wish to bring forward development in a different way they can provided the phase still delivers its required infrastructure in accordance with this IDP.

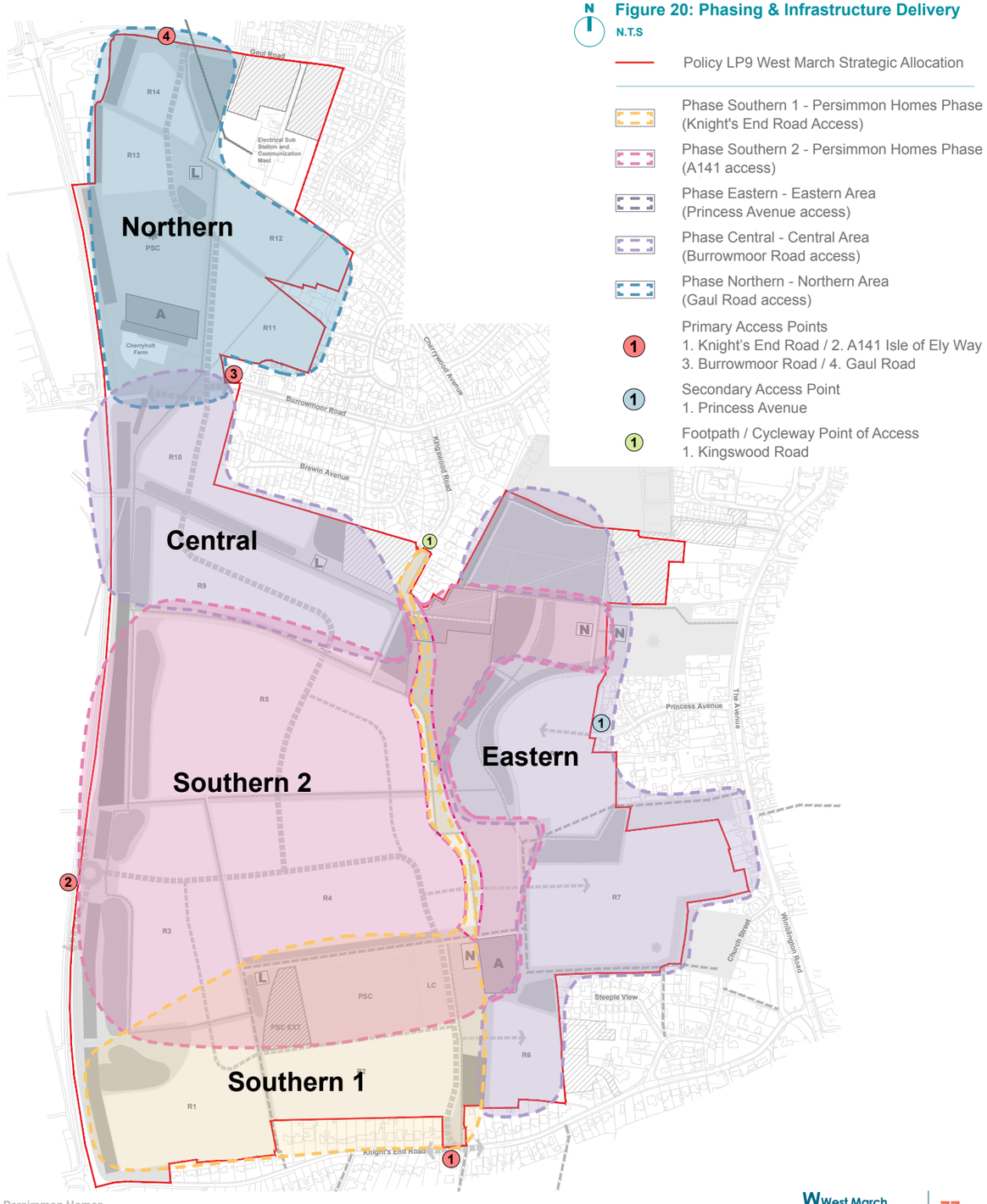


Figure 20: Phasing & Infrastructure Delivery
N.T.S

Policy LP9 West March Strategic Allocation

Phase Southern 1 - Persimmon Homes Phase 1 (Knight's End Road Access)

Phase Southern 2 - Persimmon Homes Phase 2 (A141 access)

Phase Eastern - Eastern Area (Princess Avenue access)

Phase Central - Central Area (Burrowmoor Road access)

Phase Northern - Northern Area (Gaul Road access)

Primary Access Points
1. Knight's End Road / 2. A141 Isle of Ely Way
3. Burrowmoor Road / 4. Gaul Road

Secondary Access Point
1. Princess Avenue

Footpath / Cycleway Point of Access
1. Kingswood Road

Infrastructure Schedule

The Infrastructure Schedule below summarises the potential infrastructure requirements of the IDP for each phase to facilitate the delivery of West March.

The categories of the Schedule are reflective of the infrastructure outlined in the Fenland Local Plan (2014) and Fenland Infrastructure Delivery Plan (2016).

The Schedule identifies potential on-site infrastructure and off-site contributions for each phase, but will be further informed during the determination of planning applications by feasibility and viability work, relevant legislation and detailed negotiation with FDC and all relevant stakeholders.

Note off-site contributions can equate either to contributions to be spent towards infrastructure located in other phases and / or on infrastructure outside of the Strategic Allocation.

INFRASTRUCTURE SCHEDULE		
Fenland Local Plan or Infrastructure Delivery Plan Reference/ Description	**Phase Southern 1 - Persimmon Homes Phase 1 (Knights End Road access)**	**Phase Southern 2 - Persimmon Homes Phase 2 (A141 access)**
Affordable Housing		
Policy LP5: Seek the provision of 25% of dwellings to be affordable housing	Endeavour to provide up to 25% affordable housing across the allocation	
Community Facilities		
MAR1.1: Enhanced library provision (resources and fit out) requiring extension to existing building	Off-site contributions per Phase for libraries	
MAR1.2 & **MAR1.3:** Community space (430sqm & 100sqm)	N/A	On-site provision of Sports Pavilion and car park
Policy LP9: Local convenience shopping	N/A	On-site provision of Local Centre
Policy LP7: Options for provision of new cemetery space	N/A	
Education		
MAR2.1, **Policies LP7** & **LP9:** 3FE Primary School – West March **MAR2.2**, **Policies LP7** & **LP9:** 3FE Primary School – South East or South West	On-site provision of land for Primary School 1 (including early years) On-site contribution for Primary School 1 for 1 Form Entry and Core Facilities	On-site contribution for Primary School 1 (extension to 2 Form Entry facilities) On-site safeguarded provision of Primary School 1 Expansion Land (if required by the Local Education Authority)
MAR2.4, **Policies LP7** & **LP9:** 8-10 FE Secondary capacity to serve March & Wisbech (only one facility at March OR Wisbech	Off-site contributions per Phase towards secondary education	
Health Facilities		
MAR3.1: Increased capacity within the March surgeries	Off-site contributions per Phase towards NHS infrastructure/ services	
MAR3.2: 3 x additional Dentists	N/A	Potential for provision within Local Centre
MAR3.3: 1 x Pharmacy	N/A	Potential for provision within Local Centre

INFRASTRUCTURE SCHEDULE		
Phase Eastern - Eastern Area (Princess Avenue Site Access)	**Phase Central - Central Area (Burrowmoor Road access)**	**Phase Northern - Northern Area (Gaul Road access)**
Endeavour to provide up to 25% affordable housing across the allocation		
Off-site contributions per Phase for libraries		
N/A		
N/A		
On-site provision of land for cemetery extension	N/A	
Off-site contribution towards primary education	Off-site contribution towards primary education	On-site provision of land for Primary School 2 (if required by the Local Education Authority) On-site contribution for Primary School 2 (or off-site contribution towards primary education if Primary School 2 not required)
Off-site contributions per Phase towards secondary education		
Off-site contributions per Phase towards NHS infrastructure/ services		
N/A		
N/A		

INFRASTRUCTURE SCHEDULE		
Fenland Local Plan or Infrastructure Delivery Plan Reference / Description	**Phase Southern 1 - Persimmon Homes Phase 1 (Knights End Road access)**	**Phase Southern 2 - Persimmon Homes Phase 2 (A141 access)**
Transport – Cycle/ Foot		
MAR5.29: Signed cycle routes from West March area to town centre	Final scope and cost to be determined on confirmation of grant funding to cycle route upgrades, as advised by March Town Council. Persimmon Homes phases to contribute to routes on The Avenue corridor, other phases within allocation to fund routes on The Avenue (in part), Gaul Road, and Burrowmoor Road	
MAR5.33: Multiple access links between West March strategic allocation and existing cycle / road network **MAR5.34:** Upgrade link (Public Right of Way 156/12) from West March strategic allocation to The Avenue (South of Coronation Close)	On-site provision of new pedestrian/ cycle link north to Kingswood Road	Provision of new pedestrian/cycle link to The Avenue via Recreation Ground. Off-site contribution towards upgrade of PROW 156/13 to provide enhanced pedestrian/ cycle link to Church Street/ The Avenue
MAR5.35: Pedestrian / cycle bridge across Old River Nene (between West End Park footbridge and A141) river	N/A	
Policy LP7: Ensure Rights of Way are protected, and enhanced where possible	All Rights of Ways to be retained, and where possible enhanced, potential use for cyclists	
Transport – Bus		
Policy LP7: Community transport strategy and measures for its implementation, linking the new community with job opportunities and services	Off-site contribution per Phase towards existing/ new bus services	
Transport – Road		
MAR8.2 & **Policy LP15:** New access(es) from A141 to West March area	On-site provision of new Knights End Road access	On-site provision of new A141 access
Policy LP15: Off-site Highway Mitigation	N/A (mitigation not required based upon traffic modelling)	Off-site Highway mitigation: A141/ Knights End Road closure Off-site Highway mitigation: A141/ Gaul Road Off-site Highway mitigation: A141/ B1099 Peas Hill Roundabout
Note: Contributions may be required to Town Centre improvements as identified within MATS Option Assessment Report		

INFRASTRUCTURE SCHEDULE		
Phase Eastern - Eastern Area (Princess Avenue Site Access)	**Phase Central - Central Area (Burrowmoor Road access)**	**Phase Northern - Northern Area (Gaul Road access)**
Final scope and cost to be determined on confirmation of grant funding to cycle route upgrades, as advised by March Town Council. Persimmon Homes phases to contribute to routes on The Avenue corridor, other phases within allocation to fund routes on The Avenue (in part), Gaul Road, and Burrowmoor Road		
On-site upgrade of PROW 156/12 to provide enhanced pedestrian/ cycle link to The Avenue (South of Coronation Close)	On-site provision of new pedestrian/ cycle link to Burrowmoor Road	On-site provision of new pedestrian/ cycle link to Gaul Road and Burrowmoor Road
Off-site contribution per Phase towards pedestrian/ cycle bridge across Old River Nene		
All Rights of Ways to be retained, and where possible enhanced, potential use for cyclists		
Off-site contribution per Phase towards existing/ new bus services		
On-site provision of new Princess Avenue access	On-site provision of new Burrowmoor Road access	On-site provision of new Gaul Road access
Off-site Highway mitigation: A141 / Burrowmoor Road Off-site Highway mitigation: A141 / A47 Guyhim Roundabout		
Note: Contributions may be required to Town Centre improvements as identified within MATS Option Assessment Report		

INFRASTRUCTURE SCHEDULE		
Fenland Local Plan or Infrastructure Delivery Plan Reference / Description	**Phase Southern 1 - Persimmon Homes Phase 1 (Knights End Road access)**	**Phase Southern 2 - Persimmon Homes Phase 2 (A141 access)**
Utilities & Flood Risk		
MAR9.1: March Surface Water Flood Alleviation Scheme	On site provision for each Phase	
MAR9.2 : Electricity – upgrade to primary substation (132kV)	On site provision for each Phase	
MAR9.3: March Water Recycling Works improvements required to increase capacity in WRC	On site provision for each Phase	
MAR9.4: Sewerage network improvements required in order to take waste water from sites to WRC	On site provision for each Phase	
MAR9.6: Gas – upgrades to Low and Medium Pressure systems	On site provision for each Phase	
MAR9.7: Improvement of water level/ flood risk management system in the Gaul Road area	On site provision for each Phase	
Utilities Diversions	Utilities diversions are likely to be required for each Phase	
Open Space & Recreation		
MAR4.2 & **Policies LP7** and **LP16:** Open Space Provision	On-site provision of: - Neighbourhood Park - Natural Greenspace - Active Trail - Children's Play	On-site provision of: - Neighbourhood Park - Natural Greenspace - Allotments - Outdoor Sports, including Active Trail - Children's Play
MAR4.6: The Avenue POS – Junior area – provide Multi Use Games Area (MUGA)	N/A	
Wildlife & Biodiversity		
Policy LP7: Protect and enhance features of biodiversity value	On site provision for each Phase	

INFRASTRUCTURE SCHEDULE		
Phase Eastern - Eastern Area (Princess Avenue Site Access)	**Phase Central - Central Area (Burrowmoor Road access)**	**Phase Northern - Northern Area (Gaul Road access)**
On site provision for each Phase		
On site provision for each Phase		
On site provision for each Phase		
On site provision for each Phase		
On site provision for each Phase		
On site provision for each Phase		
Utilities diversions are likely to be required for each Phase		
On-site provision of: - Neighbourhood Park - Natural Greenspace - Outdoor Sports, including Active Trail - Children's Play Off-site contributions: - Allotments	On-site provision of: - Neighbourhood Park - Natural Greenspace - Active Trail - Children's Play Off-site contributions: - Outdoor Sports - Allotments	On-site provision of: - Neighbourhood Park - Natural Greenspace - Allotments - Children's Play Off-site contributions: - Outdoor Sports
On-site provision of a NEAP to extend The Avenue POS	N/A	
On site provision for each Phase		

West March, Cambridgeshire

Summary & Final Broad Concept Plan

- Summary
- Final Broad Concept Plan - Enabling a New Community

8.0

West March will deliver a high quality sustainable development for the 21st century, achieving each of the design principles set out within section 6 of this BCP. It will bring significant economic, social and environmental benefits not only to March but also to the wider Fenland District. The site is able to meet the requirements of Local Plan Policy LP9 through:-

Summary

- **It relating well to the highway network with potential links to the A141 Isle of Ely Way to the west, Knight's End Road to the south, Burrowmoor Road and Gaul Road to the north as well as Princess Avenue to the east with ability to serve the town efficiently.**
- **Scope for a robust landscape buffer along the western boundary of the site, creating an attractive landscaped edge that will in turn protect new homes from the noise of the adjacent A141 Isle of Ely Way. This buffer will supplement and connect to the existing established tree belt along the boundary.**
- **Provision of a Community Hub combining a range of new community uses with local convenience shopping and new primary schools to create a central focus for the development that can be easily accessed by both the new and existing communities.**
- **It having tremendous potential to create a new community park as part of any future development, with clear opportunities to connect positively with, and ultimately enhance, the existing Recreation Ground immediately east of the site, providing a strong community focus overall and a destination area of publicly accessible open green space. Coupled with this is the potential for an extensive Sustainable urban Drainage System (SuDS) which will create attractive recreational and biodiversity features.**
- **A thorough archaeological investigation to ensure the development of the site respects any archaeological remains that may be present on site.**
- **The setting of St Wendreda's church and preserving views of this heritage asset will be a primary focus throughout the design development and iterative masterplan process. The development layout, both the housing and public open space will be sympathetic to the proximity of the church and will to maximise its visibility.**

Persimmon Homes

Summary & Final Broad Concept Plan 8.0

Adopting a 'landscape-led' and 'ground-up' approach is the underlying principle for West March which enables a strong layout maximising the site's inherent character and features of internal drainage ditches and hedgerows as well as public rights of way and established perimeter vegetation. Collectively, these elements have shaped the layout of open space, streets and built development parcels which will form a series of interconnected neighbourhoods in response to the surrounding local character.

The Vision for West March embodies the design principles which are developed through this BCP and has resulted in a well-considered layout based upon the integration of existing features of hedgerows, ditches, vegetation and PRoW. These features will be conserved and enhanced to form a framework of inter-linked green space, new landscape planting and walkable neighbourhoods, affording good access to on-site community facilities including shopping, education, playing fields and recreation.

It is important that the development takes reference from local character found within March as well as precedent examples across the district. However, the Vision for West March is to ensure the successful delivery of a new contemporary and sustainable mixed use development which embraces and responds to its setting, is well-related to it while being respectful of St Wendreda's church local heritage asset, and, importantly, achieves a strong identity and sense of place that is West March.

The BCP has been prepared on behalf of Persimmon Homes who control approximately half of the allocation. In preparing the BCP, Persimmon Homes has worked closely with Fenland District Council officers and other relevant stakeholders. The West March Strategic Allocation landowners have been consulted during the preparation of this document, and the BCP has the support of all significant landowners.

The BCP demonstrates the 'optimum arrangement' for delivering the development of West March, however it is flexible to ensure that if landowners within each phase wish to bring forward development in a different way they can provided the phase still delivers its required infrastructure in accordance with this BCP. The BCP is not a fixed masterplan.

When approved by the council, the BCP will provide a template for all future planning applications within the allocation to adhere to.

Final Broad Concept Plan - Enabling a New Community

The development capacity of West March has been determined by the existing assets across the site together with the positive opportunities that these present. The Vision for the new development is expressed through the Final Broad Concept Plan (Figure 21) shown opposite which illustrates the indicative layout and scale of land uses together with Green Infrastructure. This plan takes account of more detailed work i.e. highway and drainage considerations.

Key design considerations are:-

- **A robust landscape buffer of new woodland planting along the site's western edge will prevent long-term views from the wider landscape to the west, containing the potential extent of visibility of the development in the context of March;**
- **This woodland will be implemented during the early phases of construction to create visual containment and an appropriate transition with the adjacent countryside from the outset. New woodland and structural planting in other select locations will be introduced early helping the development to readily assimilate into the existing context;**
- **Retention of existing vegetation combined with significant new landscaping offers potential to create a highly desirable residential scheme with a strong sense of place;**
- **The layout connects with the existing town via upgraded PRoW and new links to provide direct connectivity with the town;**
- **Vehicle connections from Knight's End Road to the south, the A141 to the west, Burrowmoor Road and Gaul Road to the north as well as Princess Avenue to the east will make the scheme fully accessible and permeable, these will be further supported by cycle and pedestrian links;**
- **The proposals will include a new Local Centre (which may include a community facility) and up to two new Primary Schools with dedicated spaces for meeting and for parents to drop off and collect their children;**
- **Areas of public open space will be created, including an extensive 'green lung' through the development, incorporating opportunities for sport, recreation, wildlife and a range of children's play to cater for all age groups.**

Policy LP9 West March Strategic Allocation
(includes Cherryholt Farm, part of the A141 Isle of Ely Way and part of Burrowmoor Road)

Built Development

Residential - Proposed: around 2,000 dwellings
(average density c34-39 dph; area includes associated streets and private gardens)

Residential - Consented: 108 dwellings
(consented residential schemes within the allocated land boundary)

Primary School or Primary Schools x 2
(provision for two Primary Schools)

Primary School Extension Land

Possible Location for 2nd Primary School (if required)

Local Centre
(to include A1-A5 uses and associated uses)

1 Proposed Primary Points of Access
1. Knight's End Road / 2. A141 Isle of Ely Way
3. Burrowmoor Road / 4. Gaul Road

1 Proposed Secondary Points of Access
1. Princess Avenue

Indicative Primary Streets

Indicative Secondary Streets

Land for Potential Cemetery

Green Infrastructure

Open Space
(includes: public open space, existing vegetation, new landscape structural planting, sports pitches, equipped play & informal play, allotments & community gardens, sports pavilion & car park excludes: SuDs)

Sports Zone
(pitches to be accommodated within zone as indicated)

N Children's Play

SuDS Strategy Detention Basins

Proposed Active Trail
(Measurements in linear metres, Not included in overall GI total)
(work stations every c. 400m)

Existing Vegetation

Existing Rights of Way/ Footways
(public footpath retained in situ and designed as new 'greenway' intention to upgrade to footpath/ cycleways)

Proposed Footways/ Cycleways

1 Proposed Footpaths/ Cycleways Points of Access
1. Kingswood Road

LHP Gas Main
(12m wide easement required)

Overhead Powerlines
(easement required - to be determined)

Overhead Powerlines
(retained underground)

Existing Children's Play Area

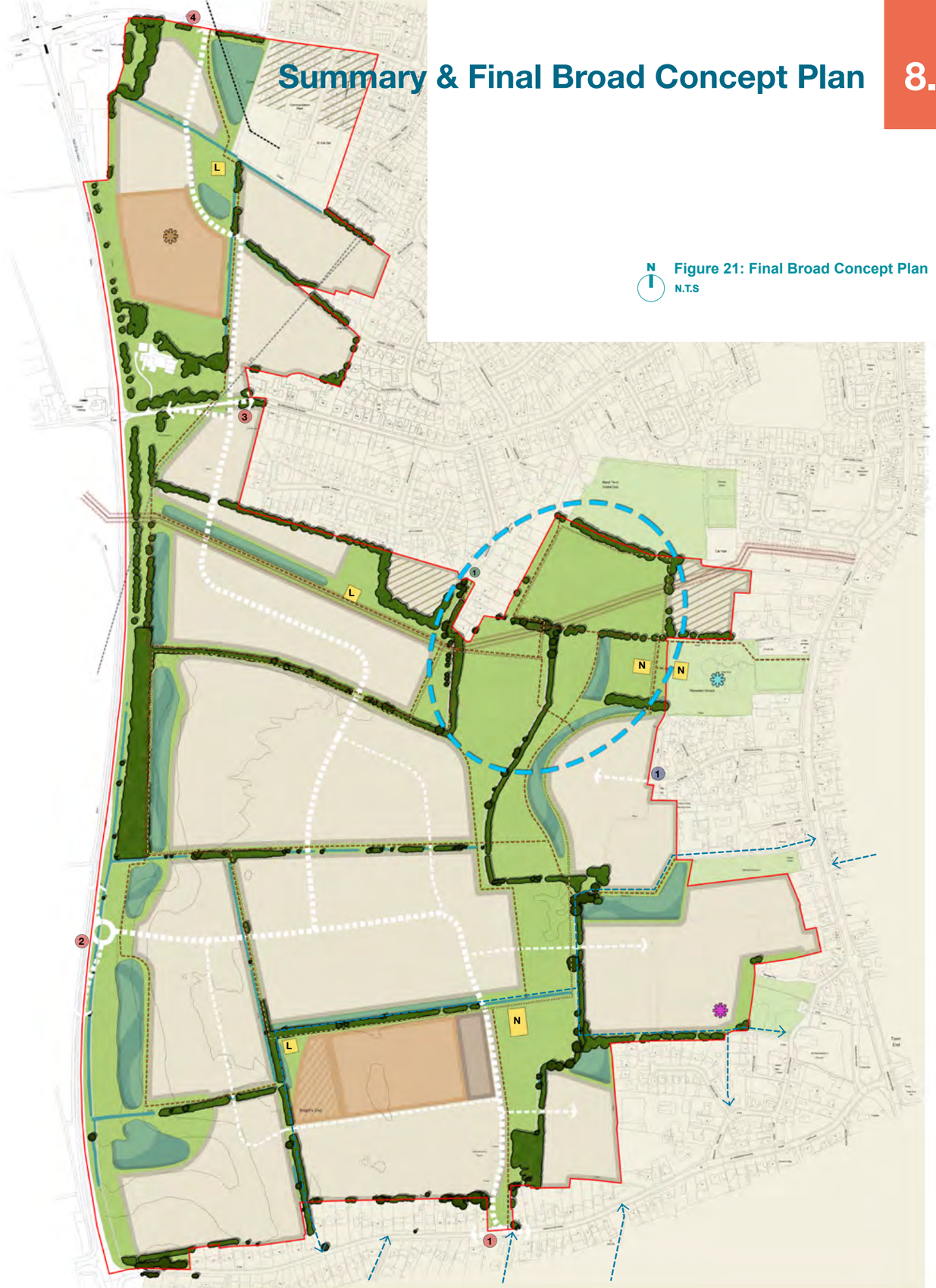
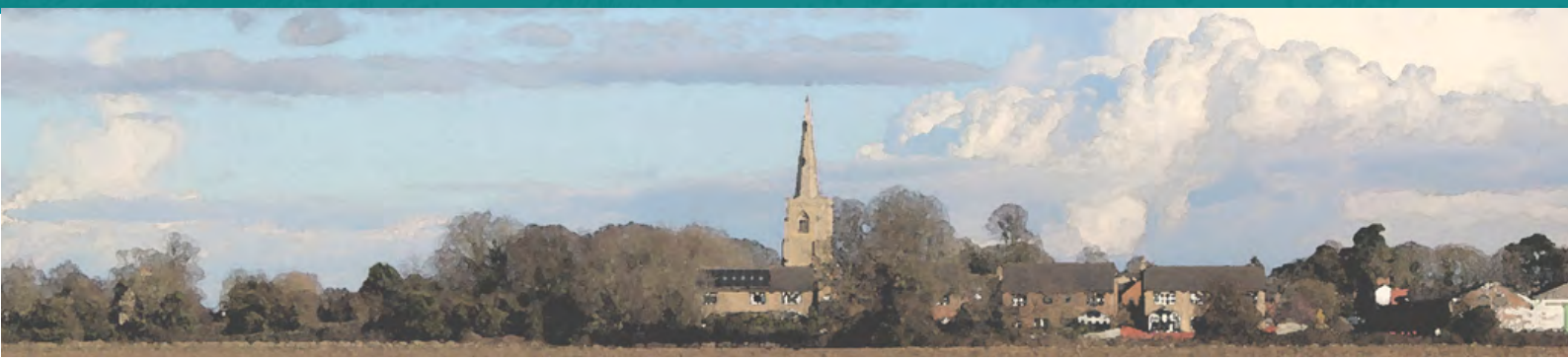


Figure 21: Final Broad Concept Plan
N.T.S



Persimmon
Together, we make a home.

West March,
Cambridgeshire