

JOINT SITE PROMOTION DOCUMENT

FOR

DAVIDSONS DEVELOPMENTS LTD

REGARDING

**SITE A: LAND TO NORTH EAST OF HURDLEDITCH ROAD, ORWELL
(ADJACENT TO THE SITE SUBJECT TO AN EXTANT APPROVAL FOR
49 DWELLINGS)**

SITE B: LAND TO THE SOUTH WEST OF HURDLEDITCH ROAD

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PLANNING | **DESIGN** | **ENVIRONMENT** | **ECONOMICS**

CONTENTS:

Page No:

| | | |
|----|--|----|
| 1. | INTRODUCTION | 1 |
| 2. | THE SITES | 2 |
| | Site A: Land to north east of Hurdleditch Road, Orwell (adjacent to the site subject to an extant approval for 49 dwellings) | 2 |
| | Site B: Land to the south west of Hurdleditch Road | 3 |
| 3. | PLANNING POLICY CONTEXT | 5 |
| 4. | SETTLEMENT SUSTAINABILITY | 6 |
| | Summary | 9 |
| 5. | SITE CONSIDERATIONS | 11 |
| | Flooding and Drainage | 11 |
| | Highway Capacity | 11 |
| | Ecology | 12 |
| | Heritage and Archaeology | 13 |
| | Foul Drainage | 13 |
| 6. | PROPOSALS | 14 |
| | Site A: Land to north east of Hurdleditch Road, Orwell | 14 |
| | Site B: Land to south west of Hurdleditch Road, Orwell | 15 |
| | Local Infrastructure | 16 |
| 7. | DELIVERY | 17 |
| | Site A: Land to north east of Hurdleditch Road, Orwell | 17 |
| | Site B: Land to south west of Hurdleditch Road, Orwell | 17 |
| 8. | CONCLUSION | 18 |

1. INTRODUCTION

- 1.1 This Promotion document has been prepared by Pegasus Group, on behalf of Davidsons Developments Ltd, who are actively promoting two separate parcels of land at Hurdleditch Road, Orwell, South Cambridgeshire.
- 1.2 This document has been produced in response to South Cambridgeshire District Council's call for sites process, identifying potential locations for development in Greater Cambridge. Each parcel of land has been subject to separate Call for Sites submission; however, this is a joint document covering both sites.
- 1.3 This document outlines the inherent sustainability of delivering development at both sites and how any development can successfully help deliver high-quality residential schemes capable of contributing towards the housing need of the Greater Cambridge district.
- 1.4 The call-for-sites process is first stage of the early review of South Cambridgeshire District Council's and Cambridge City Council's Local Plans that were formally adopted in September 2018. This early review is a requirement of Policy S13 and will result in a single Local Plan that will direct development proposals across both the District and City Council areas.
- 1.5 The Local Plan Review process will enable the Greater Cambridgeshire authorities to address the rising housing need in the district. At present, the Greater Cambridgeshire authorities have a combined annual housing requirement of 1,675 dwellings. Local Housing Need figures indicate that housing need could rise to 1,832 dwellings per annum (March 2019). A significant proportion of housing growth will have to be met in South Cambridgeshire given the limited capacity in the urban area of Cambridge City and the presence of the Green Belt.
- 1.6 This document should be read alongside the following documents:
 - Site Location Plans for Site A: Land to north east of Hurdleditch Road, Orwell (adjacent to the site subject to an extant approval for 49 dwellings) and Site B: Land to the south west of Hurdleditch Road, Orwell.
 - Framework Plans for Sites A and B
 - Call for Sites Forms for Sites A and B
 - Email from the Land Agent on behalf of the landowner confirming the availability of the land.

2. THE SITES

Site Context

- 2.2 The two sites lie to the south west of the centre of Orwell, within walking distance of the village amenities. The sites are located in close proximity to land which is the subject of an extant planning permission for 49 dwellings (LPA Ref: S/3190/15/OL). A reserved matters scheme for this development was approved by the Council on the 8th of February 2019 (S/3870/18/RM). Access to Site A will be via the consented scheme.
- 2.3 The Plan below shows the site area for the consented 49 dwelling scheme (outlined in red) and land which was made available to the District Council or its nominee for recreation purposes as part of the S106 associated with the extant planning permission (outline in blue).



Figure 1: Land subject of a planning permission for 49 dwellings and land made available for recreation purposes

Site A: Land to north east of Hurdleditch Road, Orwell (adjacent to the site subject to an extant approval for 49 dwellings)

- 2.4 Site A lies directly north of land which has an extant planning permission for 49 dwellings and directly to the east of 1.62ha of land made available for recreation purposes.

- 2.5 The site is roughly rectangular in shape and measures approximately 0.8ha in area. The land is currently in agricultural use. To the north the site is bounded by an agricultural field. To the east the site is bounded by vegetation beyond which lies a stream and further agricultural fields.

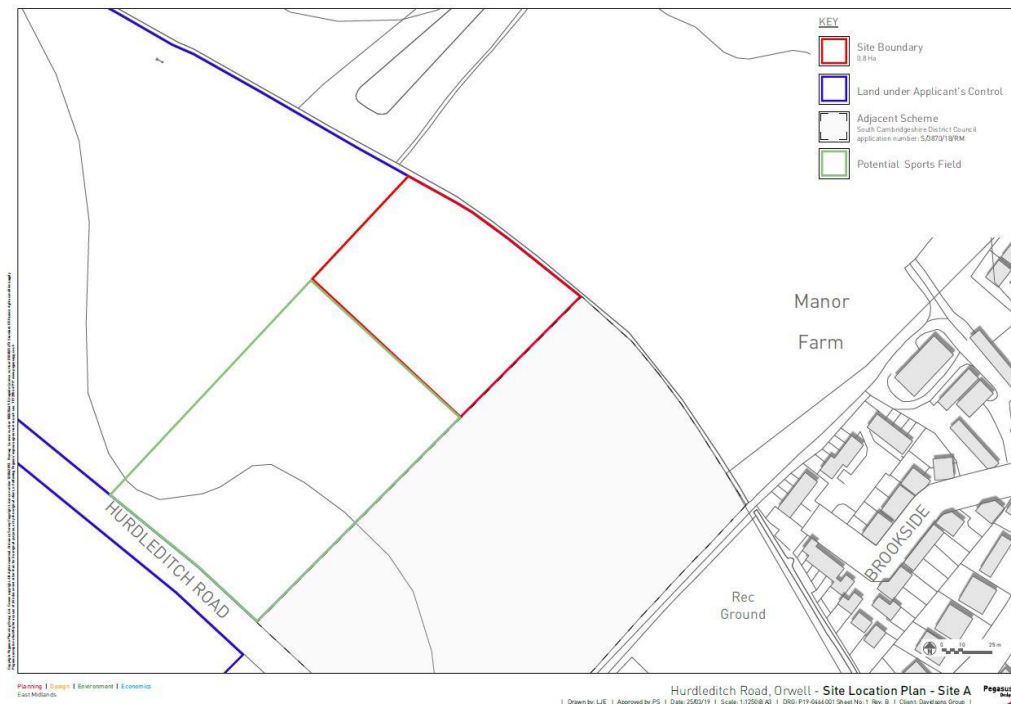


Figure 2 Site Location Plan

Site B: Land to the south west of Hurdleditch Road

- 2.6 Site B fronts on to the south side of Hurdleditch Road and then wraps around a vacant plot of land and the modern Oatlands development to the south west. The site measures 4.39ha in area.
- 2.7 The site is roughly L-shaped and is bounded by agricultural fields to the north west and south west. To the south and south east the site is bounded by the rear gardens of residential dwellings which front Hurdleditch Road and Leaden Hill.



Figure 3 Site Location Plan

3. PLANNING POLICY CONTEXT

3.1 The relevant documents in the South Cambridgeshire Council development plan are as follows:

- South Cambridgeshire Local Plan (September 2018) – this document sets out the strategic policies for development in South Cambridgeshire.
- Adopted Policies Map (September 2018) – this illustrates geographically the application of spatial policies in the development plan.

3.2 Orwell is categorised as a Group Village in the South Cambridgeshire Local Plan (Policy S/10). Group Village is the third highest classification of settlement in the South Cambridgeshire Local Plan, reflecting access to facilities which allow residents to carry out most day-to-day activities.

3.3 The adopted Proposals Map reveals that both sites are located outside of the village framework for Orwell. However, Site A is directly adjacent to land subject of a Reserved Matters approval for 49 dwellings; and Site B is directly adjacent to built form and the Village Framework boundary to the south/south east.

3.4 In the period 2015-2018 there has been a vast number of appeal decisions and decisions at a local level which has confirmed that Group Villages are capable of accommodating housing growth by virtue of their service provision and status in the settlement hierarchy.

3.5 The Council's housing growth strategy in the adopted Local Plan and the superseded Core Strategy is/was heavily reliant on the allocation and timely delivery of large-scale strategic sites. The delivery challenges facing strategic sites has led to considerable delays in the delivery of much needed housing growth. Moving forward it is clear that smaller scale development sites, in Group Villages, will need to be allocated via the Local Plan in order to achieve a balanced and robust delivery strategy.

4. SETTLEMENT SUSTAINABILITY

4.1 Orwell village has access to a number of facilities enabling residents to access services for their day-to-day needs. The following tables provide a detailed overview of the shops, services and transport links which would serve residents of any development at sites A and B.

Table 1 – Distance and Travel Time to Local Services and Facilities

| Service | Closest facility | Approximate Distance from the site |
|-----------------------------|--|---|
| <i>Education</i> | | |
| Primary School | Petersfield Primary School Hurdleditch Road, Orwell, SG8 5QG | Adjacent to the site |
| Secondary School | Bassingbourn Village College South End, Bassingbourn, Hertfordshire, SG8 5NJ (Bassingbourn VC is served by a daily CCC bus service from Orwell on school days). | 5.9 miles 11 minutes by car Pick up and drop off point within Orwell. |
| <i>Retail and Services</i> | | |
| Retail | Orwell Village Stores & Post Office 33 Town Green Road, Orwell The Village Store also acts an agency drop off/pick up point for a Dry Cleaning Service and a community book / brick-a-brac exchange. The Post Office also offers a Foreign Exchange and Parcel Force Express Service in addition to regular postal and banking services. | 0.3 miles 5 minute walk |
| Services | Hairwaves Hairdressers 1 Town Green Road, Orwell The Chequers Public House 22 Town Green Road, Orwell, SG8 5QL | 0.5 miles 10 minute walk 0.3 miles 5 minute walk |
| <i>Community Facilities</i> | | |
| Community Facilities | Orwell Village Hall 36 High Street, Orwell Orwell Recreation Ground Town Green, Orwell (Football pitch, play area and pavilion) Mobile Library Service Hurdleditch Road (Monthly service) | 0.7 miles 12 minute walk Adjacent to the site Adjacent to the site |

| | | |
|-------------------------|--|--|
| | Allotments Fisher Lane and Land behind Chapel Orchard, Orwell. | Within walking distance. |
| Religious Facilities | Orwell Methodist Church and Hall Town Green Road, Orwell | 0.4 miles, 7 minute walk |
| | St Andrew's Church Fisher's Lane, Orwell | 0.5 miles, 10 minute walk |
| <i>Healthcare</i> | | |
| Doctors surgery | Doctor Parker and Partners Surgery 33 Harlton Road Little Eversden, Cambridge The NHS Direct website indicates that surgery is currently accepting new patients. | 2.9 miles, 5 minutes by car |
| Hospital | Addenbrookes Hospital Hills Road Cambridge Cambridgeshire CB2 0QQ | 11 miles 20 minutes by car Between 1hr 10 and 1hr 15 on a combination of the No.75 and Citi 1 buses. |
| <i>Employment</i> | | |
| In Orwell | Volac International Ltd 50 Fisher's Ln, Orwell, Royston SG8 5QX Volac International currently employs approximately 120 staff including residents of Orwell. | 0.7 miles, 14 minute walk |
| | Accora Charter House, Barrington Rd, Orwell, Cambridge. SG8 5QP Accora currently employs approximately 30 staff including residents of Orwell | 1 mile, 19 minute walk |
| Outside of Orwell | Cambridge City Centre | 9 miles 21 minutes by car or 40-50 minutes via No.75 bus. |
| | Melbourn Science Park Cambridge Road, Melbourn Orchard Road & York Way Industrial Estate Royston Orchard Road / York Road, Royston | 5.7 miles, 16 minutes by car 6.6 miles, 11 minutes by car |

Source: All travel times and distances taken from Google Maps.

4.2 Orwell is also served by a range of public transport links. Table 2 below summarises the bus service serving Orwell. Table 3 shows other public transport services outside of Orwell.

Table 2 – Bus service summary

| Service Number | Bus Route | Frequency (Mon-Fri) | Frequency (Sat) | Frequency (Sun) |
|----------------|---|------------------------------------|------------------------------------|------------------------------------|
| BBEA/BBEB | Cambridge – Gamlingay | No service | No service | 2 services (AM) 2 services (PM) |
| 75 | Cambridge – Haslingfield – Orwell - Tadlow | 5 services (AM) 3 services (PM) | 5 services (AM) 3 services (PM) | No service |
| 15 | Royston – Haslingfield | 1 service (Wednesday only) | No service | No service |
| C2 | St Neots – Longstowe – Orwell – Arrington – Croydon – The Hatleys | 1 service (Thursday only) | No service | No service |

Table 3 – Other Public Transport services outside of Orwell

| Transport Connection | Travel Time |
|--|------------------------------|
| Rail Connections | |
| <p>Shepreth Station Facilities: 11 space car park, 9 space cycle rack</p> <p>Service: Great Northern offers an hourly service to London King's Cross southbound and Cambridge northbound. The services to Cambridge increase to two services an hour in the AM and PM peak.</p> | 3.8 miles, 8 minutes by car |
| <p>Meldreth Station Facilities: 46 space car park, 12 space cycle rack</p> <p>Service: Great Northern offers an hourly service to London</p> | 4.6 miles, 12 minutes by car |

| | |
|---|---|
| <p>King's Cross southbound and Cambridge northbound. The services to Cambridge increase to two services an hour in the AM and PM peak.</p> <p style="text-align: center;">Foxton Station No car park or cycling facilities</p> <p>Service: Great Northern offers an hourly service to London King's Cross southbound and Cambridge northbound. The services to Cambridge increase to two services an hour in the AM and PM peak.</p> | <p style="text-align: center;">4.8 miles, 11 minutes by car</p> |
| Park & Ride | |
| <p style="text-align: center;">Madingley Road Park and Ride</p> <p>Offers a Bus Services through to Cambridge City Centre and airport at a frequency of every 10 minutes Monday – Saturday, with an increased services at the AM – PM peak. The Sunday service operates at least every 15 minutes.</p> <p>Travel times to Cambridge City Centre are approximately 12 minutes and 25 minutes to Cambridge Airport.</p> <p style="text-align: center;">Trumpington Park & Ride</p> <p>Offers a Bus Services through to Cambridge City Centre at a frequency of every 10 minutes Monday – Sunday, with an increased services at the AM – PM peak.</p> <p>Travel times to Cambridge City Centre are approximately 12 minutes.</p> <p>Note Interchange is available in Cambridge City Centre which offers links to Addenbrookes Hospital and Cambridge Science Park.</p> | <p style="text-align: center;">8.2 miles, 12 minutes by car</p> <p style="text-align: center;">9.5 miles, 14 minutes by car</p> |

Summary

- 4.3 In light of Tables 1-3 it is clear that residents of any development at Sites A and B would have convenient access to a range of shops and services which can be reached via sustainable modes of transport. In addition, the village is served by a direct bus link to Cambridge which has services at peak times to allow a commute to and from the city centre (Monday – Saturday).
- 4.4 Orwell also benefits from quick and convenient access to rail and park and ride connections which provide links to major centres which provide greater employment and leisure opportunities.

-
- 4.5 The appeal decision¹ associated with outline planning permission for 49 dwellings appeal scheme at Hurdleditch Road, Orwell concurs with our assessment in respect of Orwell being capable of supporting housing growth (of a similar scale put forward via this Call for Sites exercise). The Inspector concluded that future residents of the appeal scheme would be located closely to existing local facilities and services providing for some day to day needs of residents and that there was the opportunity for some journeys to be made by public transport to facilities and services located further afield.
- 4.6 Orwell is a settlement capable of accommodating future development at the scale put forward through both Call for Sites submissions.

¹ Land at Hurdleditch Road, Orwell, Cambridgeshire SG8 5QG APP/W0530/W/16/3157596

5. SITE CONSIDERATIONS

- 5.1 The following section provides a desk-based review of technical considerations and potential constraints which would need to be considered at this early stage and be positively addressed via a future planning application.

Flooding and Drainage

Site A: Land to north east of Hurdleditch Road, Orwell

- 5.2 The GOV.UK flood mapping reveals that land within the site, adjacent to the north east boundary, falls within Flood Zone 3. This constraint was also present on the approved scheme to the south.
- 5.3 Built form is not proposed in this area (see Framework Plan) and at the planning application stage a Flood Risk Assessment would be produced to support proposals.



Figure 4 – GOV.UK Flood Mapping

Site B: Land to south west of Hurdleditch Road, Orwell

- 5.4 This site falls within Flood Zone 1, as such, it is at a low risk from flooding. Due to the size of the site area, a Flood Risk Assessment would support any future planning application.

Highway Capacity

- 5.5 At the planning application stage proposals for either site would be supported by a Transport Assessment/Statement. This work would be required to take into

account all of the relevant traffic movements as agreed with Cambridgeshire County Council and demonstrate that development could be delivered without having a significant impact on the transport network.

- 5.6 In terms of highways flows a significant advantage and benefit of both sites is that vehicles can access the A603 (the main route to Cambridge and Royston) without travelling through the centre of the village. In addition, both sites are located within walking distance of the village's service provision, thus, reducing travel by the private car.

Ecology

- 5.7 The DEFRA Magic Maps service confirm that both sites fall within a SSSI Impact Risk Zone by virtue of their proximity to the Orwell Clunch Pit (SSSI) located in an area known as Toot Hill. Accordingly, Natural England would automatically be consulted on any future planning application.

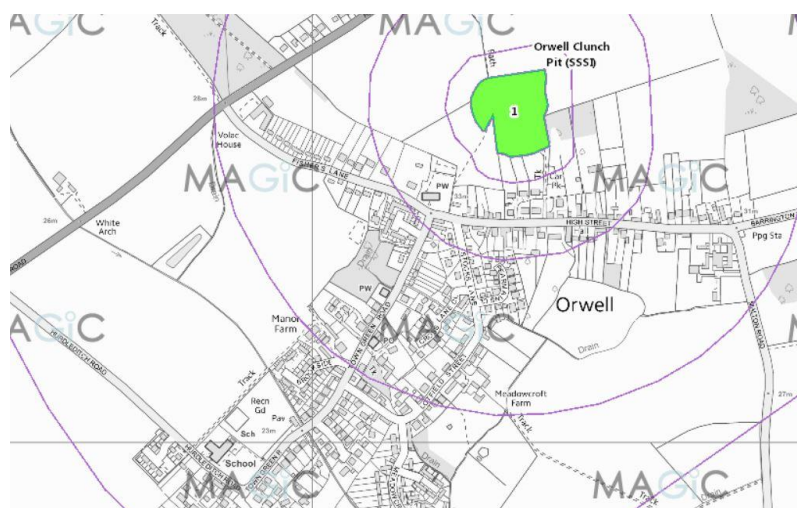


Figure 5 – Magic Maps – Designated Sites

- 5.8 The impact of any proposed development at the land at Hurdleditch Road on the Orwell Clunch Pit would be assessed as part of the planning application process. Indeed, documentation supporting the application would define the level of impact, if any, and identify appropriate mitigation measures in line with local policy requirement. It is noted that the approved scheme for 49 dwellings at Hurdleditch Road provided a per dwelling financial contribution to mitigate impact on the SSSI arising from increased recreational pressure.
- 5.9 In terms of on-site ecology, a future planning application for either site would be supported by robust Ecological Surveys to establish as to whether there are any

species or habitats on-site; and to advise what measures can be included in the scheme to deliver ecological enhancements.

Heritage and Archaeology

- 5.10 There are no listed buildings within or adjacent to either site. The nearest listed buildings are the 'Store at Grove Farm' (Grade II) and '57 Town Green Road' (Grade II) both are located to the rear of Town Green Road. Orwell High Street is a designated conservation area.
- 5.11 It is considered there will be no impact on built heritage assets due to geographical distance and screened views between the sites and the assets.
- 5.12 In respect of archaeology, it was confirmed through the outline planning process for the approved 49 dwelling scheme at Hurdleditch Road that Cambridgeshire County Council hold detailed records of local area as to no warrant on-site investigation prior to the determination of any planning application. Any requirements for archaeological investigation would likely be secured by planning condition.

Trees

- 5.13 There are no TPOs on or in close proximity to either site. Any vegetation at either site would be retained as far practically possible, any removals would be replaced with new planting to ensure any development delivered a net gain in trees.

Foul Drainage

- 5.14 From our experience of working on the approved outline scheme for 49 dwellings at Hurdleditch Road, we are aware that foul water capacity is an important issue for existing residents of the village, as well as a key consideration in preparing development proposals. At the planning application a drainage strategy will be prepared, in consultation with Anglian Water, to demonstrate how foul flows from the sites can be accommodated in the network, without detriment to local residents.

6. PROPOSALS

Site A: Land to north east of Hurdleditch Road, Orwell

6.1 The submitted Development Framework Plan (also submitted separately) seeks to make the most efficient use possible of the land between the land currently set aside for Recreation purposes and the flood zone associated with the stream which bounds the site to the north east.



Figure 4: Development Framework Plan

6.2 The Development Framework Plan provides the following:

- A scheme of up to 11 dwellings;
- An indicative provision of 0.25ha of open space;
- Vehicular and pedestrian access would be taken from the adjacent proposed development directly to the south. The approved Reserved Matters scheme provides an access point along the northern boundary capable of supporting a scheme of the scale indicated on the Framework Plan; and
- A landscape buffer (including attenuation basin), adjacent to the area affected by Flood Zone constraints.

6.3 A high quality scheme capable of accommodating up to 11 dwellings can be delivered at this site. The delivery of this site will assist the Council in meeting the National Planning Policy (NPPF) requirement which is to deliver at least 10% of its housing requirement at smaller sites less than 1ha in area (Paragraph 68).

Site B: Land to south west of Hurdleditch Road, Orwell

6.4 The submitted Development Framework Plan (also submitted separately) puts forward an indicative Layout showing a site capacity of 44-60 dwellings. The Layout provides a direct access and frontage onto Hurdleditch Road and significant landscape planting on the site's northern and western boundaries.



Figure 5: Development Framework Plan

6.5 The Development Framework Plan provides the following:

- A scheme of 44-60 dwellings (of which up to 40% could be affordable);
- Development which is set back from existing dwellings, to the south east, to protect neighbour amenity;
- A direct pedestrian and vehicular access onto Hurdleditch Road which could link directly into the existing highway network;
- Sensitive planting and landscape buffering where the site would meet the open countryside; and
- Significant on-site open space equating to approximately 0.99ha (including an attenuation basin). The open space provision is afforded excellent natural surveillance by built form.

6.6 Dependant on the final density of the scheme, the Framework Plan demonstrates that up to 60 dwellings could be accommodated at the site. The Framework Plan shows that a high quality and sensitively designed scheme can be delivered which will boost the vitality and viability of local businesses and provide new housing opportunities for the local area.

Local Infrastructure

6.7 Subject to compliance with Regulation 122 and 123 of the Community Infrastructure Levy regulations development at Site A and or B may be required to provide planning obligations towards mitigating the impact of a development on local infrastructure.

6.8 In progressing the outline planning scheme for 49 dwellings, my client is aware of a previous shortfall in recreation/sports open space in the village and the potential need for developments to provide contributions towards sport and recreation provision (as per the SCDC Open Space in new Developments SPD).

6.9 My client is also aware of ambitions within the local community to increase/improve sports provision in the village beyond the improvements already secured via the approved scheme for 49 dwellings.

6.10 In bringing forward any proposals for major development my client is keen to understand the ambitions of the local community and any existing pressures on local infrastructure. Accordingly, my client is open to meeting local stakeholders to help shape and guide any future development proposals at either Site A or B.

7. DELIVERY

7.1 As confirmed on the Call for Sites Forms and the accompanying email from the landowner's agent, both sites are available for development.

Site A: Land to north east of Hurdleditch Road, Orwell

7.2 In terms of implementation and delivery, it is estimated that development at the site could be completed in 6-9 months following a formal allocation and approval of all the necessary planning applications. Delivery would also be subject to the completion of the 49 dwelling scheme to the south which has been granted Reserved Matters permission.

Site B: Land to south west of Hurdleditch Road, Orwell

7.3 In terms of implementation and delivery, it is estimated that development at the site could be completed in 12-18 months following a formal allocation and approval of all the necessary planning applications.

8. CONCLUSION

- 8.1 In our assessment and as evidenced in this Statement, the accompanying Framework Plans and the submitted Call for Sites forms, both sites are sustainable and are a suitable location for new residential development.
- 8.2 Orwell possesses a range of services and public transport connections capable of supporting the basic day-to-day needs of residents. The village possesses, a pub, a shop, a primary school and a bus service which is capable of serving residents that commute to Cambridge. The sustainability of Orwell of a settlement to accommodate development, of a similar scale to that proposed at Sites A and B, is acknowledged in the Inspector's 2017 appeal decision to approve 49 dwellings at Hurdleditch Road, Orwell.
- 8.3 Site A is capable of accommodating up to 11 dwellings and will be accessed via the proposed residential development located immediately to the south. As the site is less than 1ha in area, it would assist the Council in meeting their 'smaller sites' target as set out in the NPPF.
- 8.4 Site B would provide approximately 44-60 dwellings, a new positive gateway to the village; and an access and built frontage on to Hurdleditch Road. The size and scale of the site would allow for the delivery of affordable housing and a range of house types and sizes capable of meeting local demands. A significant proportion of the site has been left undeveloped to allow for a comprehensive landscaping scheme where the boundary of the site meets the open countryside.
- 8.5 In light of the above, it has been demonstrated that both sites are sustainable, available and deliverable. In addition, both sites are a suitable location for housing growth and both proposals are of a scale which is in keeping with the character of Orwell. Accordingly, both sites should be allocated via the Council's Local Plan Review process.
- 8.6 My client is open to meeting local stakeholders and Officers to help shape and guide future development proposals.