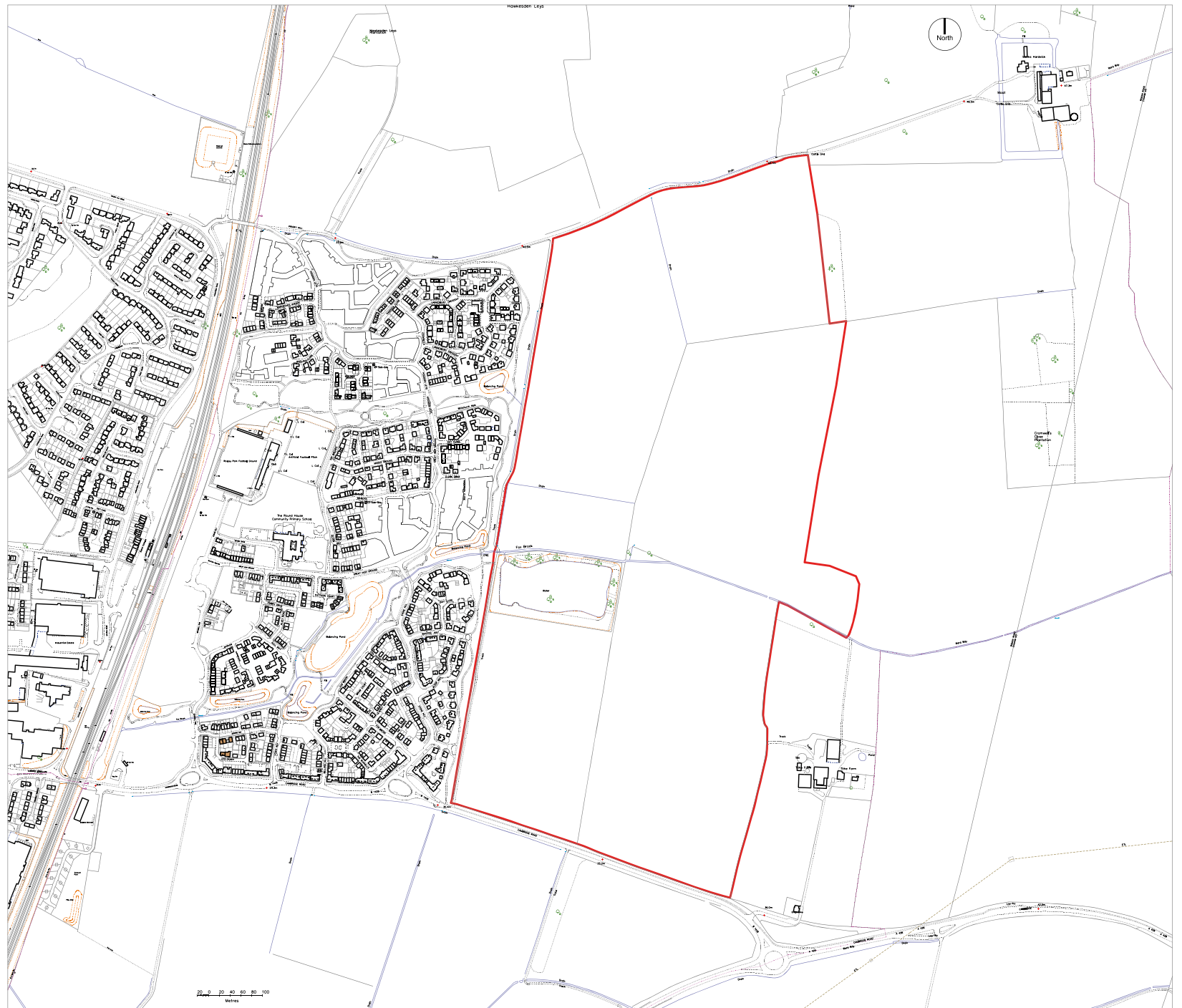


## 1 / WELCOME PURPOSE OF THIS EXHIBITION

Gallagher Estates are preparing a planning application for residential development and mixed uses at Loves Farm East.

The context for the proposed development is the continuing development of Loves Farm through the provision of a high quality, sustainable, housing-led mixed use development.



Application Site Boundary

The above plan shows the site outlined in red which will be the subject of the planning application. The purpose of this exhibition is to show you our current ideas and explain the thinking behind our proposals.

Thank you for taking the time to find out more about our proposals. Please do not hesitate to ask questions. We are here to assist and to hear your views. There is a questionnaire and we welcome your comments so that we can take these into account as we progress our proposals.

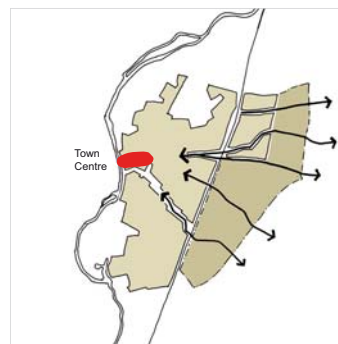
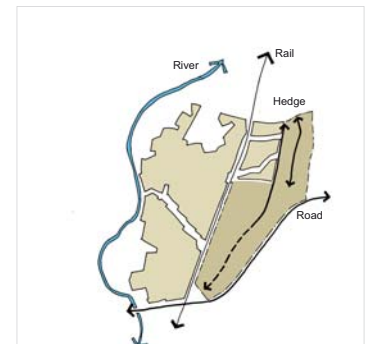
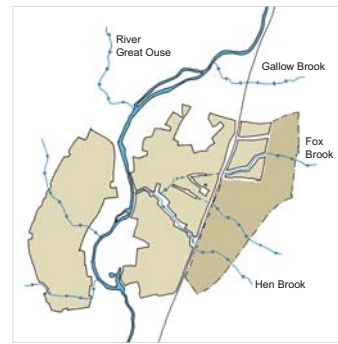
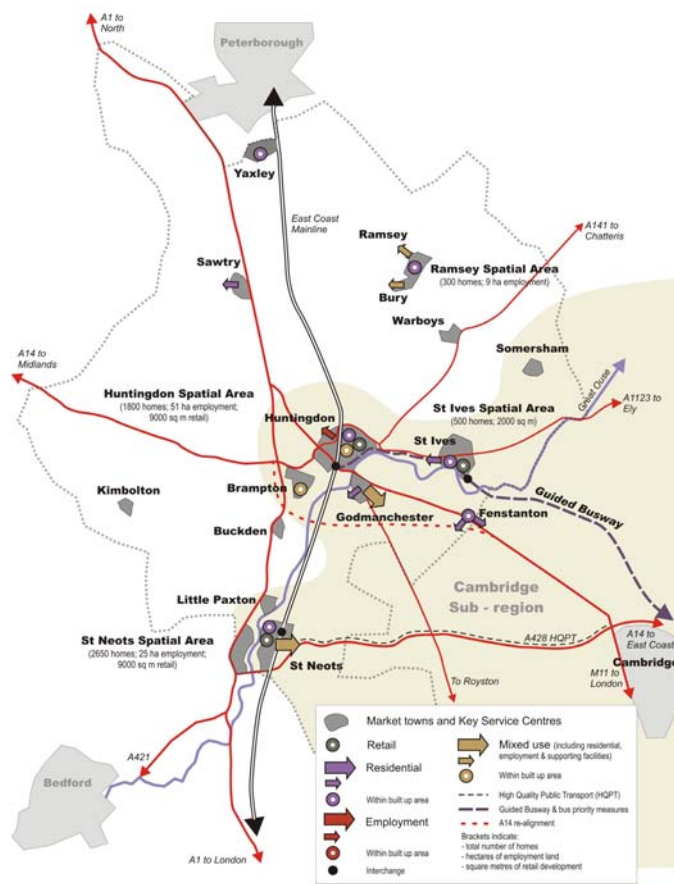
### The Developers Role:

A rolling programme of directing planning and engineering inputs including:

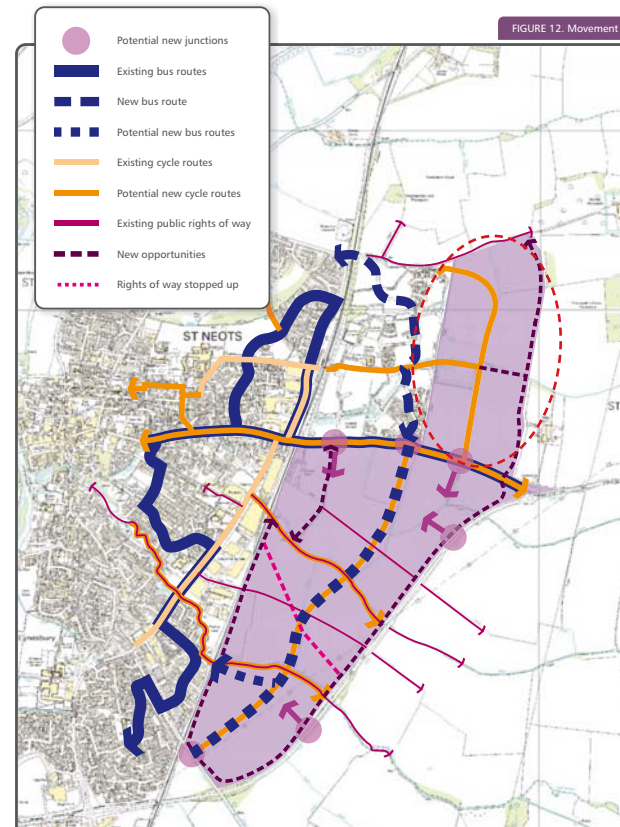
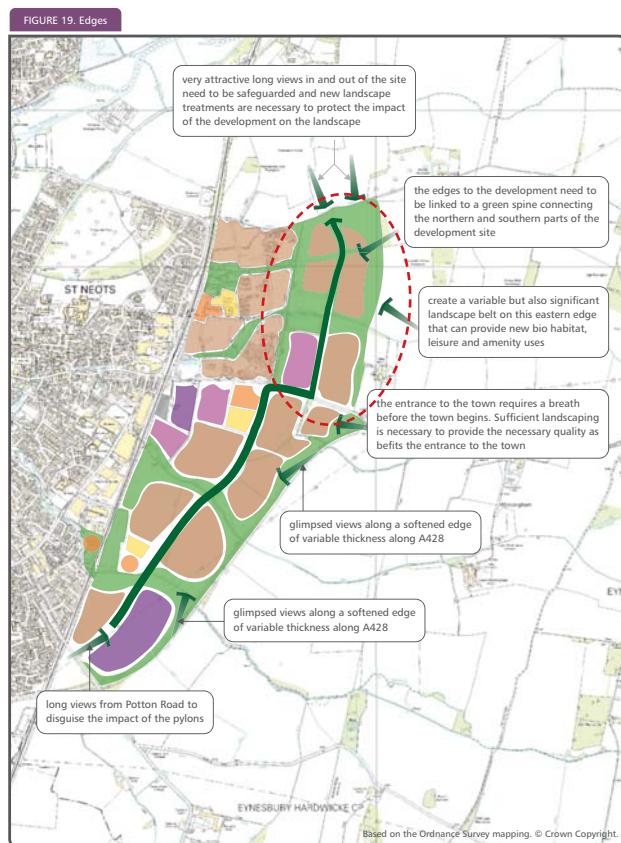
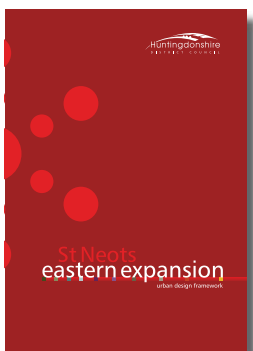
- Outline planning application and approval including transport assessment and environmental statement.
- S278 highways design and delivery.
- S38 highways design and delivery.
- Drainage and flood design compliant to Anglia Water requirements.
- S106 planning conditions including delivery of strategic landscape.
- Partnering of Registered Provider (RP) for the design and delivery of all affordable housing.

The Team	
Savills	Planning consultancy and Environmental Impact Assessment
Paul Drew Design	Masterplanner and preparation of Planning Design and Access Statement
Neil Tully Associates	Landscape masterplan, detailed landscape design and implementation
EDP	Ecology, conservation, archaeology and agriculture
Halcrow	Utilities design, implementation, drainage design and detail
WSP Group	Transport planning and Assessment

# 2 / DELIVERING HUNTINGDONSHIRE DISTRICT COUNCIL'S CORE STRATEGY



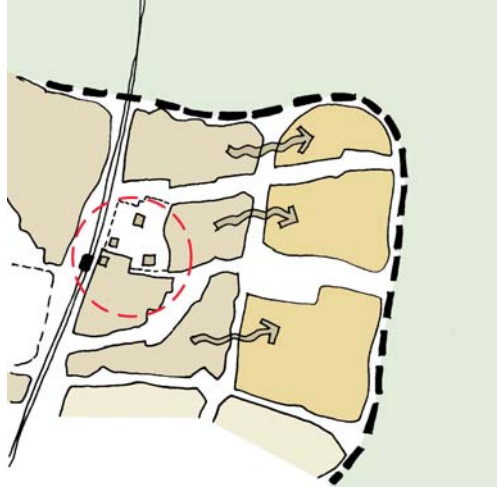
Huntingdonshire District Council has adopted a Local Development Framework designating this site for housing and mixed use development, along with land to the south of Cambridge Road. These two areas jointly form the Council's proposed St Neots Eastward Expansion (Gallagher Estates land is shown circled in the 2 plans below).



The drawings above are extracts from the Council's Local Development Framework and their Urban Design Framework showing the Council's proposals for the area. The Council has identified scope for around 900 additional dwellings as an expansion of Loves Farm. Our more detailed studies have shown scope for up to 1,240 new homes with large areas of open space, play areas and a new school.

## 3 / THE SITE AND ITS CONTEXT

### Key Components of the Development



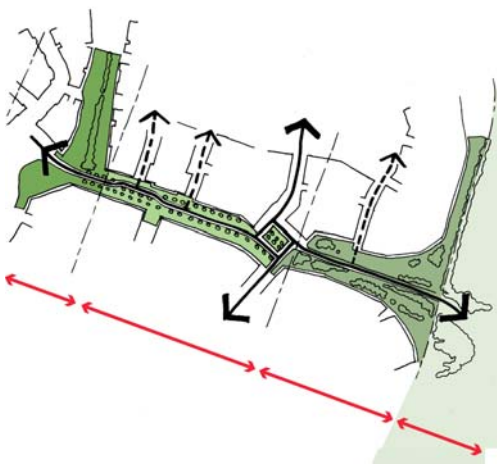
This growth clusters close to important amenities and defines the limit to St Neots Eastern Expansion.



A series of neighbourhoods defined by the landscape structure including village greens and landscape corridors.



A series of different types of open spaces providing amenity for the new and existing Loves Farm residents.



A reconfigured Cambridge Street will respond to the transition of countryside to town through landscape and built form design.



A central flood plain provides an ecological corridor and open space for the new community.



A cluster of community and employment uses that has good visibility from Cambridge Street.

### Masterplanning Approach



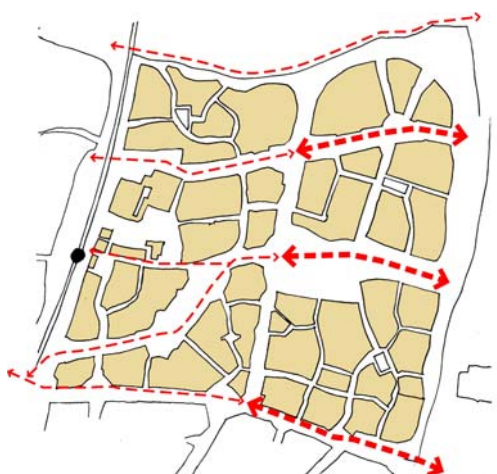
Loves Farm East forms a new eastern boundary to St Neots.



Natural features within the public realm will be retained.



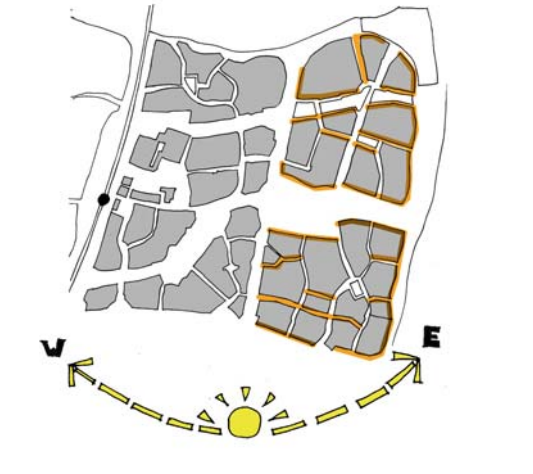
Key areas of open space define distinctive neighbourhoods.



Loves Farm East maximises east-west pedestrian and cycle connections to allow good neighbourhood connections to train station and town centre.

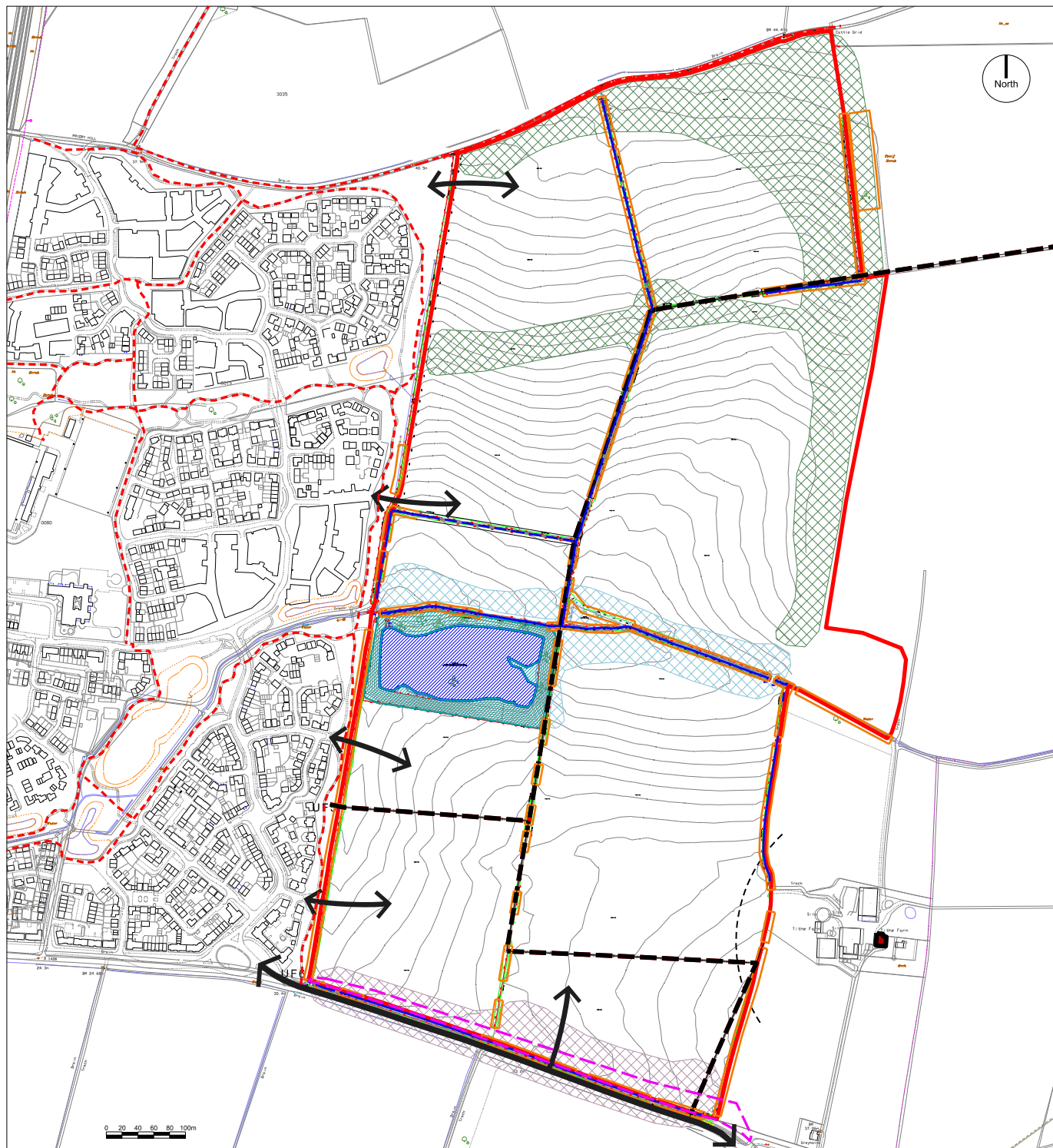


Built form follows site topography, providing areas of open space in low laying areas and not to allow for steep road gradients.



Good street solar orientation is achieved to allow for roof for solar panels.

# LOVES FARM EAST ST NEOTS 4 / SITE ANALYSIS



## Key

- Overhead electric cable
- Existing hedgerows
- Cambridge Road noise buffer zone
- Pond 5 vegetation
- Pond 5 - existing flood balancing pond
- Grade II listed building with landscape setting
- Watercourse or field drain
- Public rights of way including new footpaths within Loves Farm
- Site contours
- Opportunity for extensive open space
- Opportunity for new gateway to St Neots
- Opportunity for extending the water environment
- Opportunity for site access points

Site Opportunity and Constraints Plan

## Constraints

- The central north-south hedgerow and east-west brook should be retained and enhanced.
- Overhead electric cabling across the site will be redirected as part of the proposal.
- A generous landscaped buffer will ensure buildings will not be affected by Cambridge Road traffic noise.
- The Grade II listed building at Tithe Farm will have a zone of influence where additional care is needed.
- Building areas will be restricted by site contours and flood plain.

## Opportunities

- To create a new gateway to St Neots with a landscape setting creating a sense of arrival to the town.
- To enhance the site's landscape setting with large areas of open space providing valuable amenity space.
- Main road accesses will be from Cambridge Road, with secondary linkages as well as footpath, cycle and bus connections into Loves Farm.
- The Fox Brook corridor will provide an extensive meadow environment improving biodiversity and creating a west to east habitat corridor.
- The balancing pond will be retained to provide a central landscape feature and informal open space providing community allotments and orchards, play areas and informal amenity areas.

# LOVES FARM EAST ST NEOTS

## 5 / LESSONS FROM LOVES FARM



Housing fronting onto open space



Contemporary architecture at Station Square



Housing overlooking Fox Brook

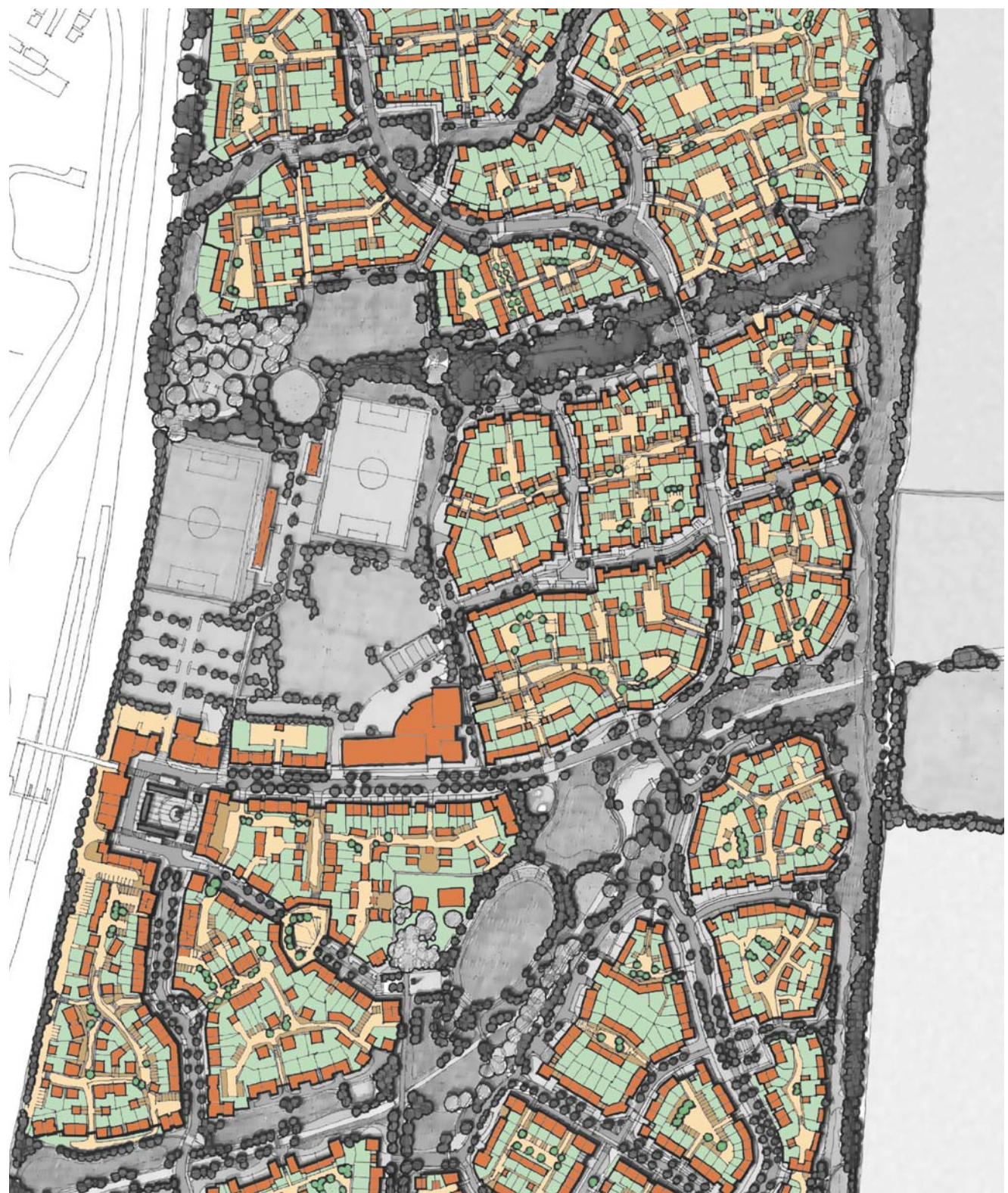


North edge of Loves Farm



### Loves Farm - Development Mix

<b>Loves Farm - Development Mix</b>	1,400 dwellings (30% affordable), two-form entry primary school, town football club with stand, 16 Ha ecology and natural landscape, new local centre around Station Square. The local centre includes 1 food store at 372msq and 6 other retail units of 65-72 msq.	
<b>Dates</b>	Phase 1 start:	2006
	First occupation:	Q1 2008
<b>Current occupation (Oct. 2011)</b>	Market Housing:	445
	Affordable Housing:	455
	Total:	900



Part of the illustrative masterplan as prepared in 2005 for Loves Farm

### Positive Lessons from Loves Farm:

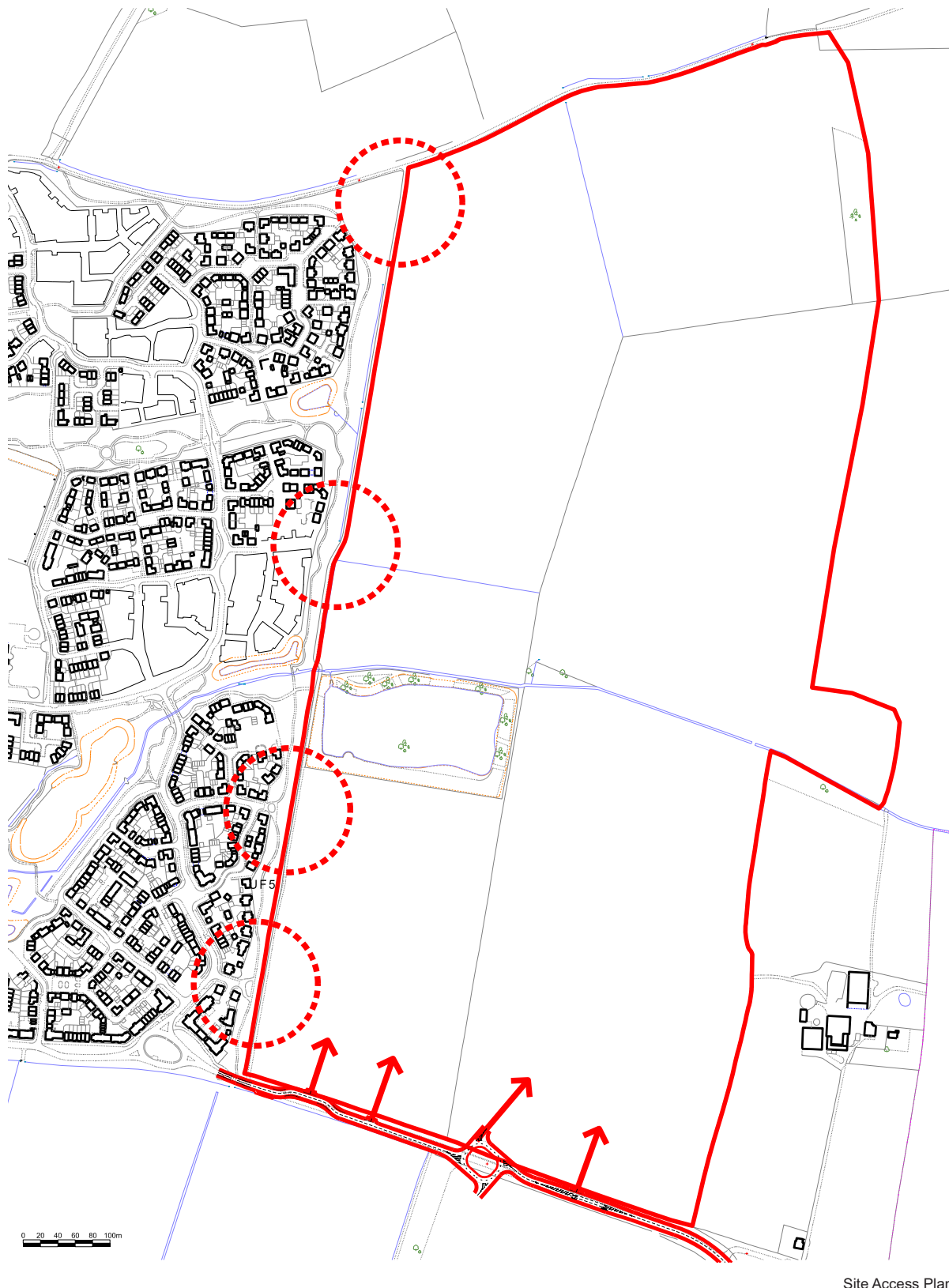
- Local school and community facilities
- Usable open spaces and landscaped areas
- A mix and variety of good quality homes
- Easy access and circulation
- Early bus services

### Negative Lessons from Loves Farm:

- The need for better footpath linkages
- The need for better parcel and strategic landscape interface
- Consideration of management needs at an earlier stage
- The need for more varied design along Cambridge Street

Please let us know your thoughts and comments.

## 6 / TECHNICAL AND OTHER ISSUES



### Access / Transport

- Main vehicular accesses from Cambridge Road (shown by the arrows on the adjacent plan).
- Secondary links, footpaths, cycle and bus connections with Loves Farm (shown by dotted circles).
- A bus route will serve Loves Farm East providing a regular service.
- Studies are underway to see how we can limit car connections with Loves Farm, restricting some of the connections to buses, cyclists, pedestrians and emergency vehicles.

### Drainage and other technical issues

- A surface water drainage corridor will follow the line of the Fox Brook, as in Loves Farm.
- This will include ponds to accommodate flood water flows.
- The Fox Brook corridor will be landscaped as open space for wildlife.
- All technical and environmental issues will be fully addressed in an Environmental Impact Assessment including;
  - Archeology heritage
  - Ecology and wildlife
  - Agricultural land
  - Landscape and visual effects
  - Flood and drainage
  - Traffic
  - Noise and air quality



Loves Farm balancing pond

## 7 / THE PROPOSAL



Quality open space and landscape network



Provision of community allotments and orchards



Bus routes near all homes



Community focus around the school, including creche / day nursery.



Footpath and cycle routes



# LOVES FARM EAST ST NEOTS

## 8 / THE PROPOSAL

### Loves Farm East



Delivering the Council's housing strategy.



Building on the strengths and success of Loves Farm landscape plan.



Providing a new primary school and creche / day nursery.



Opportunities for community allotments.



A mix of house types, sizes and tenures.



Affordable housing indistinguishable from housing for sale.



Edge Treatment Plan



A Rural Lane with existing hedgerow



B Edge Lane overlooking open space



C Housing overlooking Fox Brook



D Housing fronting onto open space



## 9 / CHARACTER

Loves Farm East will be a memorable development with a strong sense of place, respecting the site's natural assets whilst creating a sequence of welcoming new settings for life. The new neighbourhood will have a distinctive sense of identity and will make the new community special.



Key Building Groups Plan

### A Priory Green



### B Tithe Square



### C Cambridge Street Rural to Urban Transition



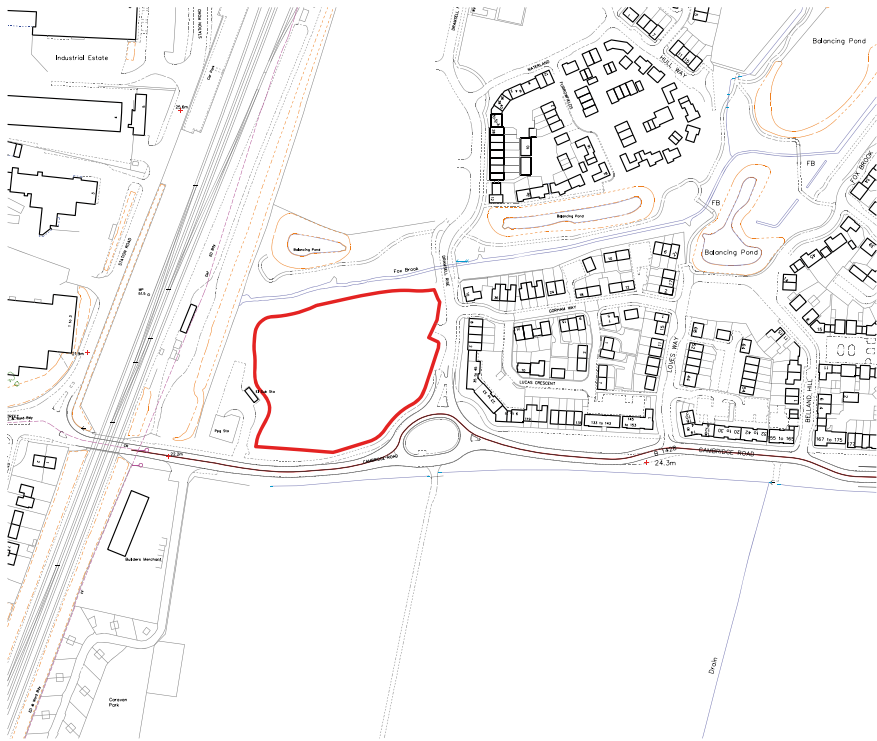
Cambridge Street Cross Section

1. A bus stop, paved footpaths, designated cycleways, and shared surfaced pedestrian crossing points will create an urban sense of place.
2. The landscape treatment will be formal with a tree lined boulevard.
3. A civic space with key landmark buildings terminates approaching road vistas to create a sense of arrival.
4. A generous landscaped soft/ rural setting for the proposed employment area.
5. A high quality landscape will create a gateway to St Neots.

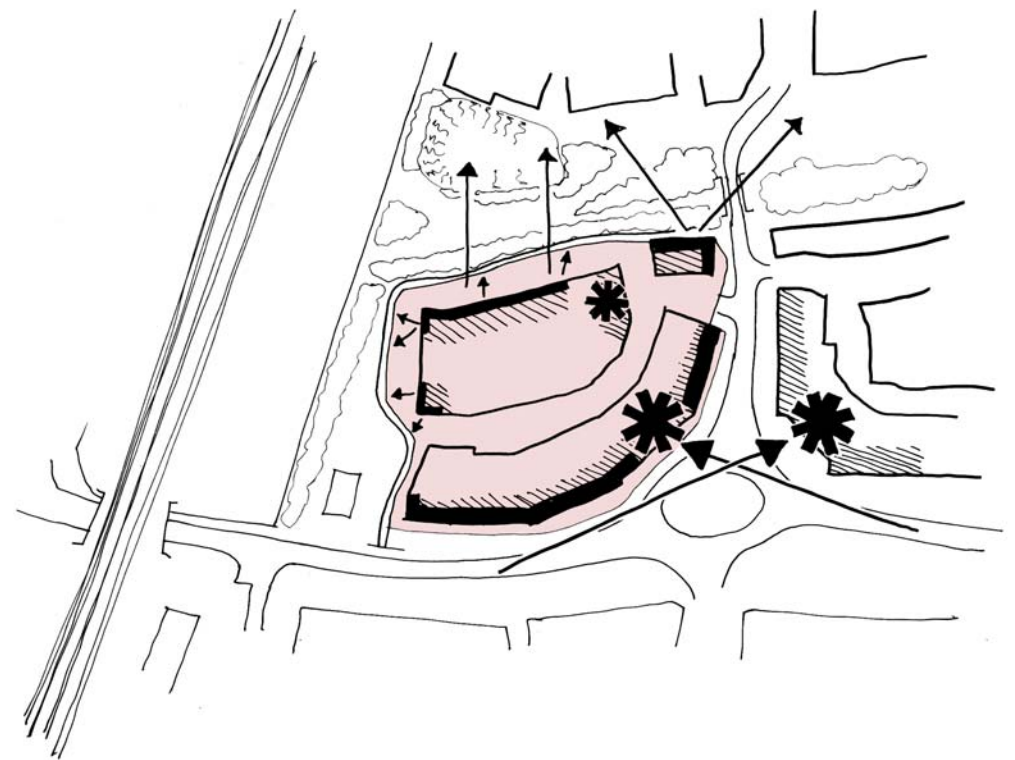
# LOVES FARM - 10 / SKETCH PROPOSAL FOR THE RESERVE SITE

In parallel with working up our ideas for the Loves Farm East development, Gallagher Estates have also been considering a suitable development for the Reserve Site on Loves Farm. Employment uses have not been forthcoming and it is now proposed to develop the site for housing.

The sketch plan for the Reserve Site (below) will accompany a separate planning application for this part of Loves Farm, likely to be submitted at the same time as the Loves Farm East proposals featured in this exhibition. We thought it would be useful to use this exhibition to show you our ideas for the Reserve Site.



Reserve Site Location Plan



Reserve Site Concept Plan

The site area of 1.033 Ha, has a capacity of 41 dwellings, 25 of which are market houses and 16 provided through a Residential Partner.



Design principles for the reserve site are:

- A. To create a continuous building frontage of mostly three storey terraces houses.
- B. To provide houses with good views over the Fox Brook.
- C. To increase overlooking of footpaths around the site.
- D. To provide an internal shared surface street that will allow bin lorries to remain in forward gear, for safety.
- E. To include street tree and shrub planting, both private and public.
- F. To provide dwellings facing Cambridge Road that have no frontage vehicle access, but instead have carefully designed rear parking courtyards.
- G. The parking courtyards will be subdivided into small pockets, with walls to distinguish them from the shared surface streets.

The sketch plan is in an early stage of design. Further design development is intended to include; architectural composition, landscape and boundary treatments.

## 11 / NEXT STEPS

The next steps will involve a continuation of our discussions with the District Council, refining our proposals in dialogue with them and also taking account of the views received in response to this exhibition.

We will progress with the finalisation of our proposals and the supporting technical and environmental work that is needed to accompany an outline planning application, so that we can submit an application to the District Council within the next month or two. When they receive the application, the Council will advertise it and consult with various statutory bodies, local groups, the Town Council and the public. The planning application will be assessed carefully by the District Council and determined some time later in 2012.

The outline planning application will seek to establish the main principles of the development and to agree key issues such as the number of houses, the range of facilities and the main points of access. Further detailed applications will need to be submitted before any work can start. The detailed applications (showing the house designs, detailed layout, landscape and other measures) will be submitted later in 2012 and during 2013. The earliest any construction work is likely to commence would be late 2013.

## PHASING

The first phases of development will start from the Cambridge Road frontage, with a new access road constructed into the site, and it is likely that phased implementation will progress northwards over a number of years. We think it will take around 6 to 7 years for the entire development to be completed

## YOUR VIEWS ARE IMPORTANT

We hope this exhibition has been helpful and has explained our proposals to you. Please ask us any questions. Your views are important to us, so that we can take your comments fully into account as we refine our scheme for Loves Farm East. You can let us know your views and comments either by filling in the form provided before you leave the exhibition or by taking it away with you and returning it to us at the address below.

[Richard Shaw](#)

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# 12 / LOVES FARM EAST MASTERPLAN



Illustrative Masterplan

Thank you for your time.