

I write to you in advance of the Development Management Committee meeting on 12th September where our application at Everton Road, Potton comes before you with a recommendation for approval. The application (LPA Ref: CB/18/01424/OUT) seeks permission for the erection of up to 30 dwellings at the site along with a new priority junction, landscaping and ancillary works. Figure 1 displays the extent of the proposed development edged in red and overlaid on Google Maps for reference.



Figure 1 – Location of site shown edged in red which also demonstrates the strong boundary features present at the site

An application has been brought forward at this site to deliver a modest addition to the settlement of Potton. The applicant wishes to, at this stage, acknowledge the resistance towards recent speculative and inappropriate development in Potton, however, as will be demonstrated in this letter, this proposal represents a logical and proportionate addition to Potton and is situated in a sustainable location.

The applicant wishes to make focused comments on the various element of the proposed development, and how they consider these to be policy compliant and in the best interests of the wider community. Firstly, the site itself benefits from both a strong relationship with the existing built form in

passed the initial tests of sustainability to accommodate future growth, the main conclusions reached by the Council being;

- The site is considered to be a logical extension to the existing settlement and does not cause coalescence;
- There are no known physical or environmental constraints;
- The site would not result in the loss of services or impact sustainability;
- The site would be complimentary to the settlement pattern as it does not extend beyond the settlement edge;
- The site is within 400m of the bus stop;
- No heritage issues identified;
- The site is worthy of further assessment as long as existing hedgerows and treelines are maintained to protect ecological value.

Potton itself is a sustainable location for growth, benefitting from various amenities and services including: Potton Middle & Lower School, a Medical Practice and Surgery, a broad array of convenience stores, a mini mart and numerous bus stops connecting the settlement to various other settlements across the borough. Furthermore, where appropriate and justified, financial contributions will be made as part of the development towards various services and amenities that require mitigation against the potential uplift in requirements for these services.

To conclude, it is considered the application is acceptable for the following reasons:

- The site exhibits a strong relationship with the existing built form, it is far more associated with the settlement of Potton than wider landscape beyond;
- Existing landscaping at the site creates a natural and desirable boundary that will be retained and, where appropriate, enhanced;
- The site was assessed favourably in the 'Call for Sites' submission and was considered appropriate for allocation;

- Potton itself is a highly sustainable location for new development with suitable levels of services and amenities to comfortably accommodate a development of this description;
- The proposed quantum of development is a modest and proportionate addition to Potton which fully respects its edge of settlement location; and
- Development at the site will make an important contribution towards the Council's pressing housing needs.