

Station Road, Soham

Cambs



Masterplan courtesy of LDA Design



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JB Planning Associates have successfully promoted land off Station Road, Soham as a direction for growth of the town through the East Cambridgeshire Core Strategy. Working with a team of experts dealing with urban design, flood risk, archaeology and highways evidence studies were submitted to the Council as part of the 'front-loading' LDF process to identify the potential of the site to accommodate new housing.

JB Planning Associates took part in the Core Strategy Examination to demonstrate the availability and suitability of the site for future development and the Inspector in her binding report published in September 2009 has confirmed the identification of the direction of growth that includes the site.

Concurrently, with the LDF process, negotiations are continuing with the Council Officers on the submission of a detailed application given that a part of the site is now located within the extended Soham Conservation Area. Discussions have also been held with Soham Town Council as part of a wider Stakeholder Consultation.

A three-day Public Exhibition was organised by JB Planning Associates and a Statement of Community Engagement prepared that summarises the responses received during this consultation process resulting in amendments to the proposals to reflect the views expressed.

JB Planning Associates have been responsible for determining the most appropriate planning strategy to achieve a successful promotion of the site for development and this has included co-ordinating a multi-disciplinary team of consultants.