

Eastern Gate Development Framework

**Supplementary
Planning Document**



■ Front cover picture by Cambridge City Council

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Contents

1. Introduction and Background	5
1.1. Background	6
1.2. Scope and purpose	6
1.3. Process of preparation	7
1.4. Vision and objectives	8
2. Context Analysis	11
2.1. Historical Context	12
2.2. Existing Movement and Circulation	18
2.3. Surrounding Land Use & Activity	20
2.4. Character Appraisal	22
2.5. Townscape Analysis	24
2.6. Existing Scale and Massing	26
2.7. Opportunities and Constraints	28
3. Strategies for Change	31
3.1. Introduction	33
3.2. Movement and Circulation Strategy	34
3.3. Open Space, Land Use and Activity Strategy	37
3.4. Built Form, Scale and Massing Strategy	42
3.5. Public Art Strategy	48
4. Key Projects	49
4.1. Introduction	50
4.2. PROJECT 1 - Remodelling Elizabeth Way Roundabout	52
4.3. PROJECT 2 - Design strategy for the improvement of Newmarket Road & East Road	56
4.4. PROJECTS 3 & 4 - Remodelling traffic dominated junctions	60
4.5. PROJECT 5 - New Street and Harvest Way	64
4.6. Implementation and delivery of key projects	70
5. Planning Requirements	75
Appendices	77
Appendix A: Air Quality Management Area	78
Appendix B: Planning Policy Framework	80
Appendix C: List of Background Documents	85
Appendix D: Image Credits	86
Glossary	87

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1. Introduction and Background



1. Introduction & background

1.1. Background

The need for co-ordinated change

1.1.1. Situated to the north east of the city centre, the 'Eastern Gate' study area stretches from the Crown Court (East Road) and Elizabeth Way roundabout to the beginning of Cambridge Retail Park (refer to figure 2). Over the years, the area has experienced significant change. The large-scale highway interventions of the 1970s, the application of standard highway solutions and the introduction of unsympathetic bulky buildings that have little relationship with the public realm have eroded the qualities of place and severed neighbouring communities.

1.1.2. For some time now, there has been widespread recognition for the need to improve the environment within the Eastern Gate study area. Over the years, many sites within the area have been subject to a number of planning applications, some of which are still extant. In addition, fragmented land ownership further complicates matters.

1.1.3. However despite these challenges, attractive, well-established spaces and neighbourhoods, with a strong sense of community, surround the Eastern Gate study area. There are therefore opportunities for an exciting transformation in the area.

1.2. Scope and purpose

Purpose

1.2.1. This Supplementary Planning Document (SPD) provides clear guidance on the City Council's redevelopment aspirations for the Eastern Gate area. It provides a framework that will co-ordinate and guide future redevelopment in line with the

Council's Local Plan policies and is an important step in helping to reshape this area of the city.

1.2.2. This document is targeted at all developers, landowners and their advisers, and aims to clearly set out what is expected of them. However, this document is also aimed at the community, local businesses and the County Council so that they can share the vision for the area.

1.2.3. The purpose of this development framework (SPD) is threefold:

- To articulate a clear vision about the future of the Eastern Gate area;
- To establish a development framework to co-ordinate redevelopment within the area and guide decisions (by the Council and others); and
- To identify a series of key projects, to attract and guide investment (by the Council and others) within the area.

Status

1.2.4. The proposal sites of 7.01 and 7.03, as identified within the Cambridge Local Plan (2006), fall within the Eastern Gate study area (refer to figure 2). This SPD is intended to expand upon these area based allocations, as well as the saved policies contained within the Cambridge Local Plan, in particular policies: 3/4 Responding to Context, 3/6 Ensuring Coordinated Development, and 3/7 Creating Successful Places.

1.2.5. This SPD will form part of the Local Development Framework for Cambridge, and will be a key material consideration in the determination of planning applications.

Document structure

1.2.6. This draft SPD has five main chapters. Chapter 1 of this document forms the introduction and sets out the purpose and status of the SPD, and establishes a series of objectives. Chapter 2, provides a contextual analysis of the area. Chapter 3 establishes the redevelopment aspirations for the area through a series of high level strategies and development principles related to: movement & circulation; open space, land use and activity; built form, scale and massing; and public art. Chapter 4 develops the aspirations identified in Chapter 3 into a series of key public realm and infrastructure projects that are fundamental to achieving the overall vision for the area. Finally, Chapter 5 outlines the documents required to accompany planning applications.

1.3. Process of preparation

- 1.3.1.** The adjacent flow chart (refer to figure 1) provides an overview of the key stages regarding the preparation of this draft SPD.
- 1.3.2.** The first key stage involved the preparation of a 'Visioning Document' in consultation with the local community, members and key stakeholders, which sets out the issues and opportunities that face the Eastern Gate area and offers a series of redevelopment aspirations and potential key projects. The Visioning Document, which has been subject to consideration by the City Council's Development Plan Scrutiny Sub Committee (DPSSC) was approved by the Executive Councillor for Climate Change and Growth in February 2011, and has been used to inform the production of this draft SPD for the Eastern Gate area.
- 1.3.3.** The Visioning Document was formulated through considerable public consultation, which included a public workshop (9th November 2009), an extensive 8-week

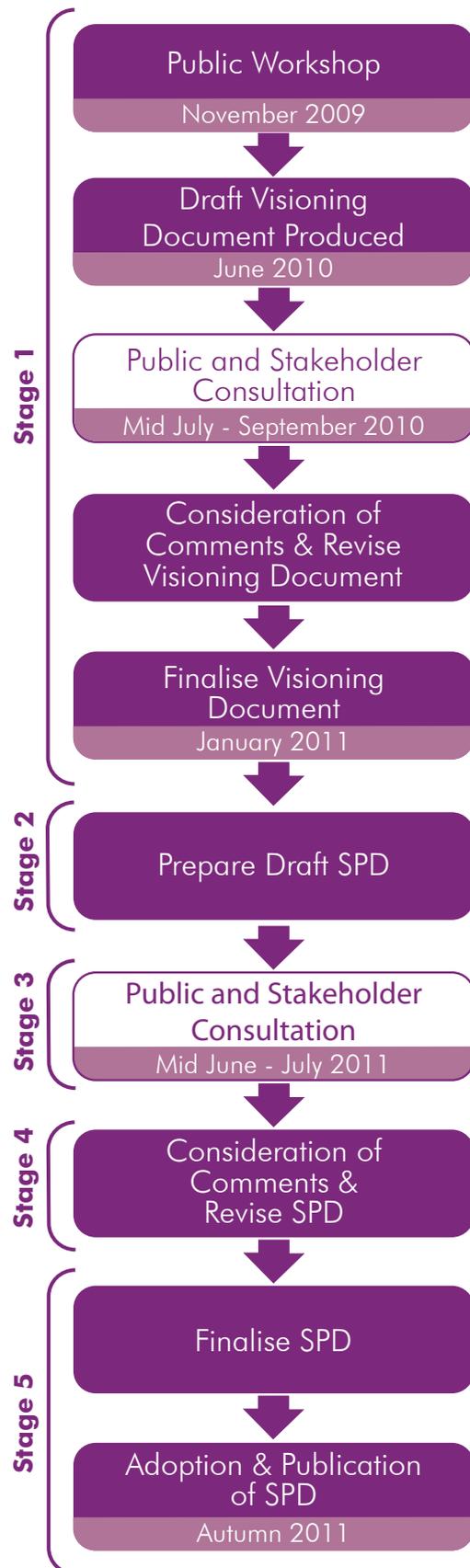


Figure 1: Eastern Gate Development Framework SPD process

public and stakeholder consultation period (26th July 2010 – 17th September 2010) on a draft version of the document, and a day long, staffed public exhibition (11th October 2010). For further details regarding the level of public and stakeholder consultation undertaken to date, please refer to the approved 'Eastern Gate Visioning Document' (February 2011) and the background document 'Eastern Gate Development Framework – Summary of Public Meeting' (November 2009), both of which are available to download from the City Council's website.

1.3.4. This SPD, forms the second key stage in the production of a formal document to co-ordinate and guide redevelopment within the area. As required by legislation, this SPD has been subject to a full Sustainability Appraisal, which along with the SPD was subject to a 6 week consultation period between Monday 13th June and Monday 25th July 2011. This document was subject to final consideration by the City Council's Environment Scrutiny Committee and approval by the Executive Councillor for Planning and Sustainable Transport on the 4th October 2011.

1.4. Vision and objectives

Vision

1.4.1. The vision for the Eastern Gate area is focussed on:

Regenerating and transforming this key approach to the city through high quality development coupled with key projects that will connect people and places.

Objectives

1.4.2. To direct and guide the implementation of the vision for the area, a series of objectives have been developed, which aim to:

- Rebuild a sense of place and arrival along the eastern gateway into the city.
- Create safer, more civilised and inclusive streets, which prioritise pedestrians and cyclists.
- Improve connectivity through the area by re-establishing historic links, reconnecting streets and strengthening key strategic pedestrian/cycle routes.
- Encourage and facilitate well-designed, sustainable and contemporary development.
- Promote the enhancement of existing well-loved open spaces and improving the links between them.
- Promote the creation of new and exciting open spaces by rediscovering and realising the potential of underused areas.
- Promote the greening of streets and spaces and the enhancement of habitat.
- Create the opportunity for an active, vital and vibrant public realm.
- Preserve or enhance the conservation areas and the setting of historically significant buildings.
- Promote a number of key public realm and infrastructure projects that combine good placemaking and keep standard highway measures to a minimum.
- Delivering regeneration and redevelopment of the underused assets of the area as a means to enhancing the entrance to the City Centre.

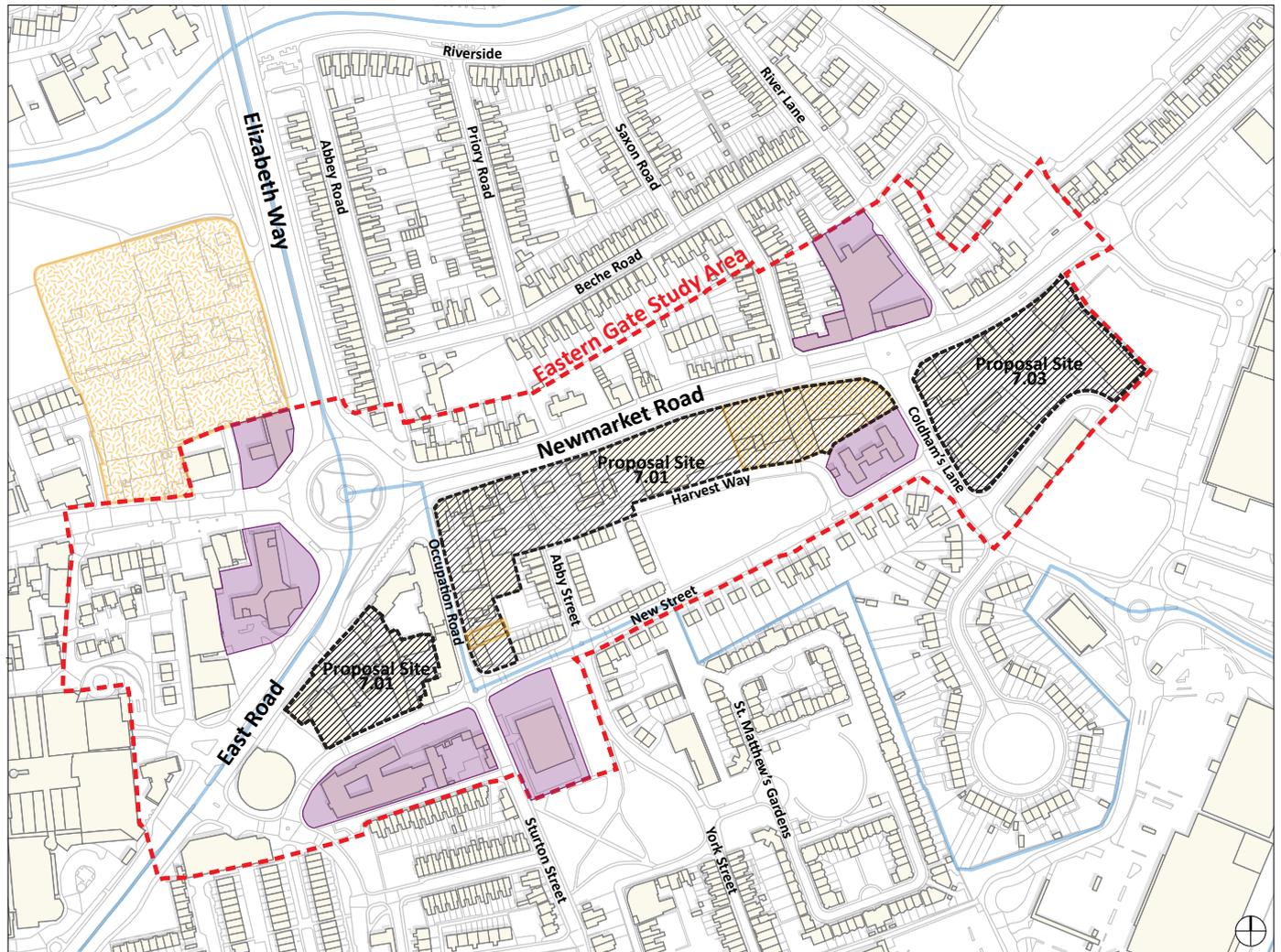


Figure 2: Eastern Gate Study Area

-  Sites currently under redevelopment
-  Proposal sites identified within the Cambridge Local Plan (2006)
-  Other potential development sites

1.4.3. The objectives have been used to inform the key public realm and infrastructure projects shown in chapter 4. These key projects represent a long term vision for the area and are a means to realise these aspirations and objectives as opportunities arise.

2. Context Analysis



2. Context Analysis

2.1. Historical Context

2.1.1. This section forms an analysis of the study area using historic map information to illustrate how the area has changed and evolved, and what factors have led to the form and appearance we see today.

Cambridge Historic Environment Record

2.1.2. The Cambridge Historic Record maintained by the Historic Environment Team forms a comprehensive record of archaeological sites and finds in Cambridgeshire. Figure 6 shows that the Eastern Gate study area contains 6 Archeological sites. These range from Paleolithic finds (500,000 to 10001 BC) on Occupation Road, late prehistoric pottery fields (4000 BC to 42 AD) on New Street, to remains relating to Britannia Ironworks (19th Century to 21st Century) on the Mackays site.

2.1.3. The Historic Environment Team at the County Council provides archaeological interpretation, and it is recommended that any development proposal be referred to the County Council's archaeologists for advice as part of the pre-application process.

Medieval period

2.1.4. From the Medieval period Newmarket Road has been used as a main route linking Stourbridge Common and villages to the East to the City Centre. Areas surrounding Newmarket Road date back to a much earlier Iron Age and Roman Rural Settlement where produce from the east including that from the Horningsea Pottery Kilns would have been brought into the town by river.



Figure 3: 1886 OS Figure Ground Plan



Figure 4: 1954 OS Figure Ground Plan



Figure 5: 2011 OS Figure Ground Plan

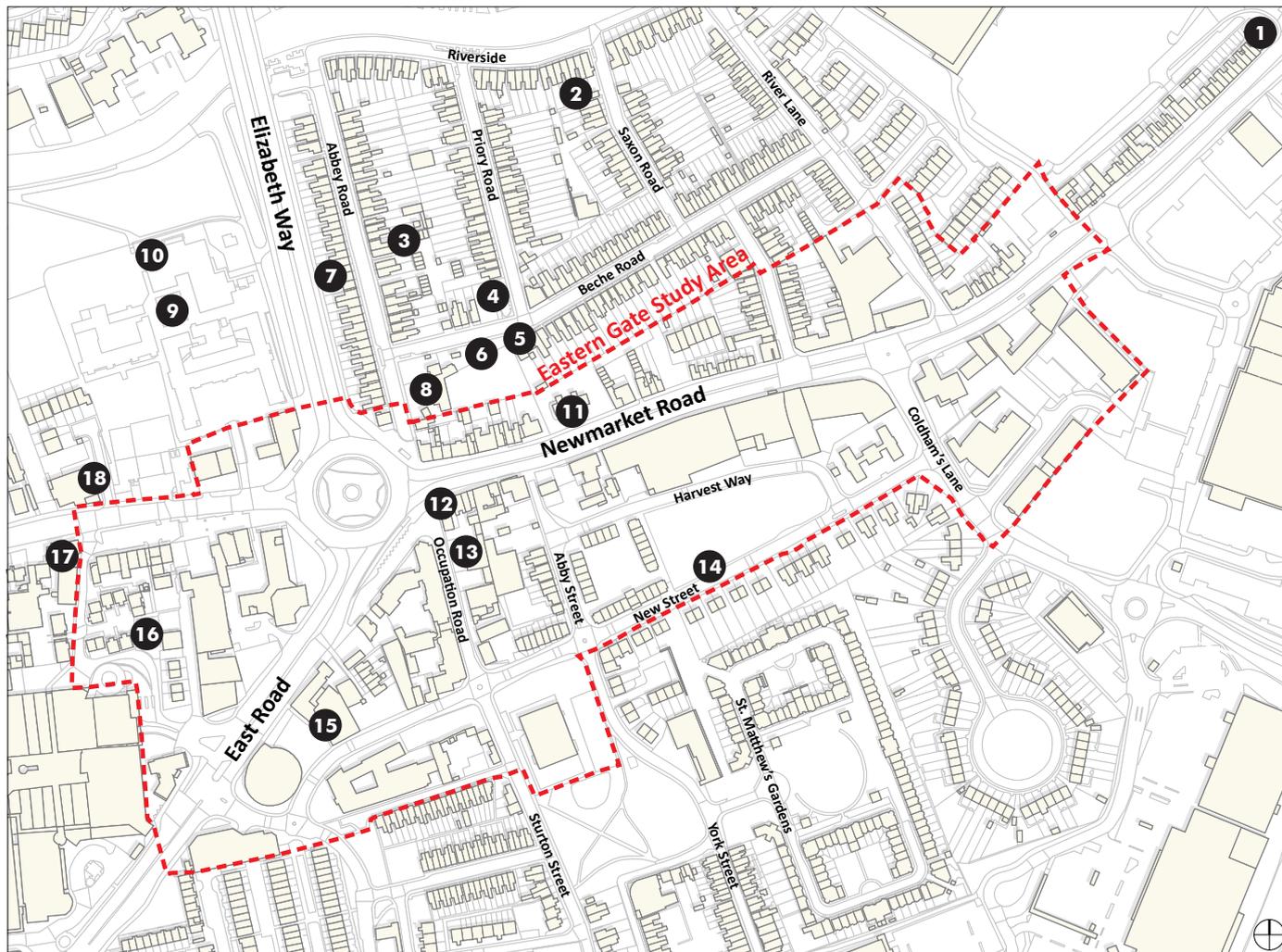


Figure 6: Cambridge Historic Environment Record Archeological Sites surrounding the Eastern Gate Study Area

- | | |
|---|--|
| <ul style="list-style-type: none"> 1 Maltings, behind the Wrestler’s Inn, Newmarket Road (19th Century 1801 AD to 1900 AD) 2 Site of Barnwell Spring (Medieval 1066 AD to 1539 AD) 3 Barnwell Abby/Priory (Medieval 1066 AD to 1539 AD) 4 Barnwell Priory/Cellar’s Chequer (Medieval 1066 AD to 1539 AD) 5 Medieval remains, Barnwell Priory (Medieval 1066 AD to 1539 AD) 6 Wall at Abbey House/Barnwell Priory (Medieval 1066 AD to 1539 AD) 7 Beaker find, Abby Road (Bronze Age 2500 BC to 701 BC) 8 Abby House, Cambridge (Post Medieval 1540 AD to 1900 AD) 9 Fishpond, Barnwell Abby (Medieval 1066 AD to 1539 AD) 10 Possible World War 2 air raid shelter (World War | <ul style="list-style-type: none"> 11 1939 AD to 1945 AD) 11 Church of St Andrew the Less, Cambridge 12 Rose and Crown, 110 Newmarket Road (19th Century to 21st Century 1801 AD to 2000AD) 13 Palaeolithic finds, festival Theatre Site, Newmarket Road (Palaeolithic 500,000 to 10001 BC) 14 Late prehistoric pottery fields (4000 BC to 42 AD) 15 Britannia Ironworks, Cambridge (19th Century to 21st Century 1890AD to 2000AD) 16 19th Century building remains 5 Wellington court (19th Century 1801 AD to 1900 AD) 17 Shakespeare Brewery (19th Century 1801 AD to 1900 AD) 18 Priory Brewery, Newmarket Road (19th Century 1801 AD to 1900 AD) 19 Auckland Brewery, Newmarket Road (19th Century 1801 AD to 1900 AD) |
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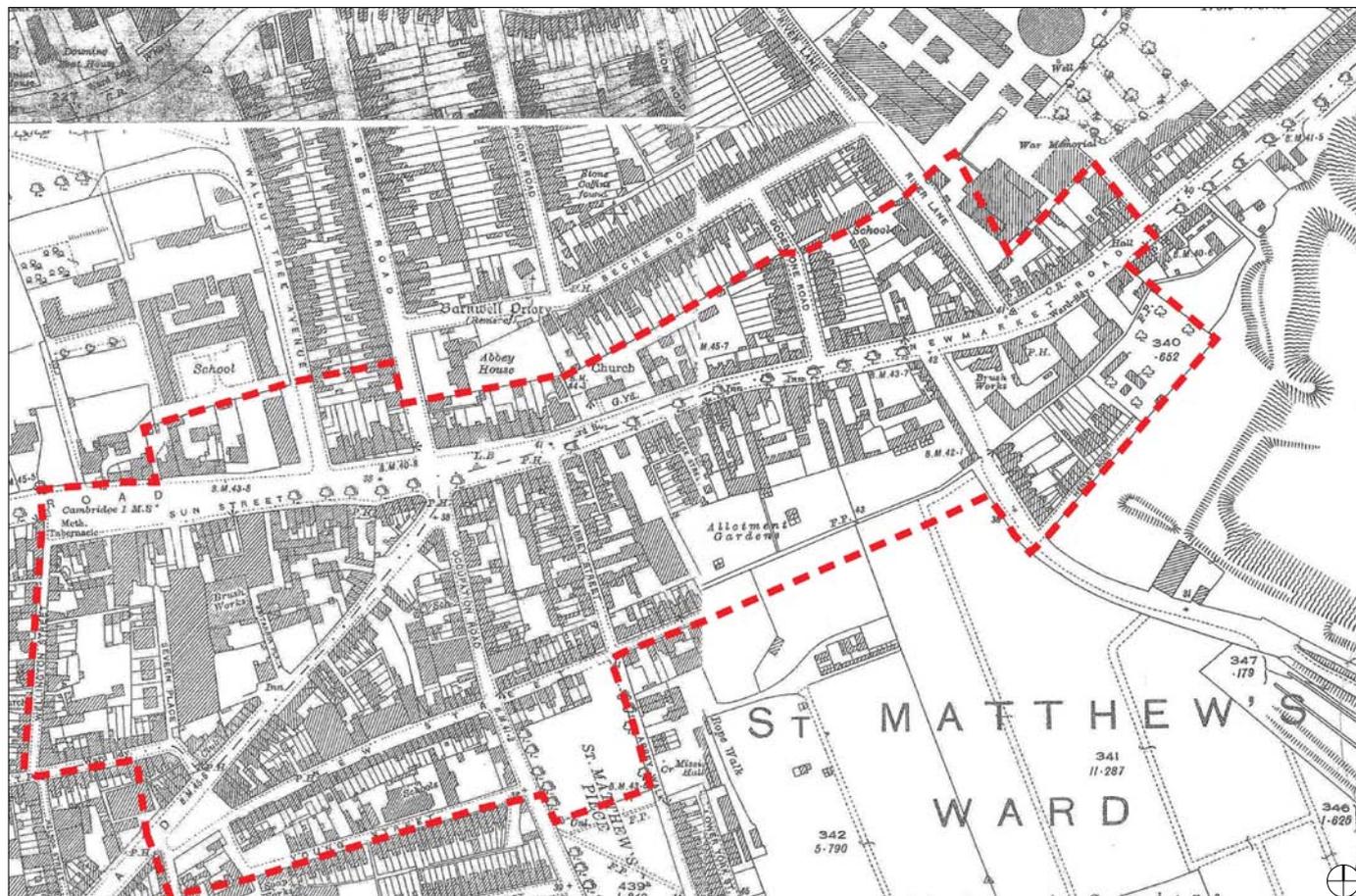


Figure 7: 1925 OS Plan showing the location of the Eastern Gate study area

Barnwell Priory

2.15. Barnwell Priory (Historic Environment Record 04653), which was originally founded in the 11th Century at Castle Hill, but later moved to Riverside, has played a major role in shaping the area. However, there is little left now apart from the 12th century church of St Andrew-the-Less (refer to figure 8), a building known as the Cellarar's Chequer, and many relevant street names; Priory Road and Abbey Road being the most apparent. The 16th Century building of Abbey House stands on what used to be Barnwell Priory.

Victorian Era

2.16. The 1886 first edition Ordnance Survey (OS) Map shows the emergence of numerous brickyards, gas works, sewage works and areas used for refuse disposal. The Museum of Technology now occupies the Victorian sewage pumping

station, and is one of the few remaining buildings from this period, and as such has been designated a Scheduled Ancient Monument (SAM).

2.17. The growth of the railway in the 1840s separated the area from Coldham's Common and brought about the emergence of terrace houses built for railway workers to the north of Newmarket Road.

2.18. The 1901 OS Map of this area shows further development, including sand and gravel works. In addition to a fine grained pattern of streets, a multitude of small passages on the southside of Newmarket Road, such as Leek Street, Browns Yard, Shamrock Passage and Dragon Yard all provided additional routes between Newmarket Road and the allotments and residential areas of Petersfield. These streets however are

long gone, and today large 1960s/70s warehouses of poor quality stand in their place.

20th Century

2.1.9. The 1925 (refer to figure 7) and 1939 OS maps of the study area illustrates the growth of the St Matthew’s and Petersfield residential areas to the south of Newmarket Road including the development of Silverwood Close. The 1925 OS map shows a single row of trees along Newmarket Road, these have since been lost along substantial sections of the road. The 1945 OS Map reveals a departure from the characteristic fine urban grain with the emergence of larger buildings ‘set in space’, on the corner of Newmarket Road and Coldham’s Lane.

2.1.10. The 1960s and 70s brought additional changes to Newmarket Road with the introduction of the roundabout and opening of Elizabeth Way Bridge in 1971 (refer to figures 9 & 10) which resulted in the removal of Victorian

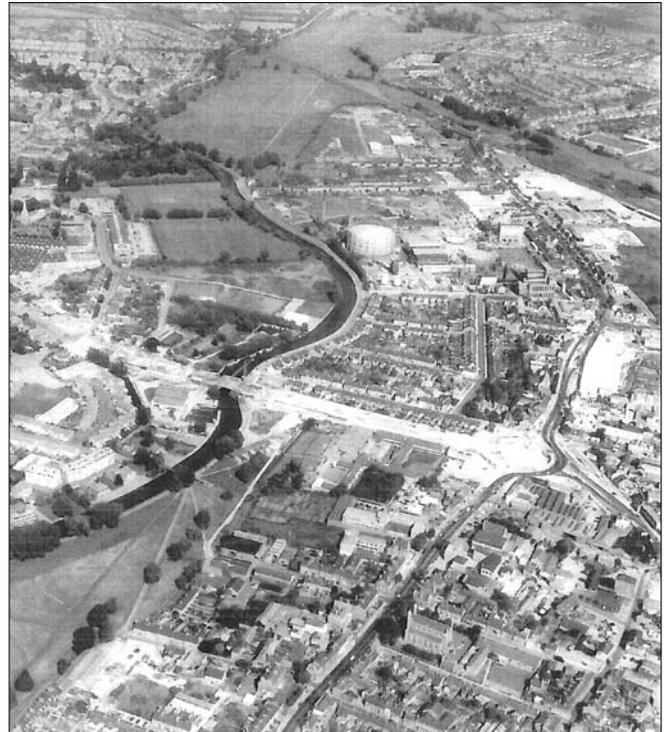


Figure 9 (top) and Figure 10 (above): Photographs showing the construction of Elizabeth Way Bridge in 1971

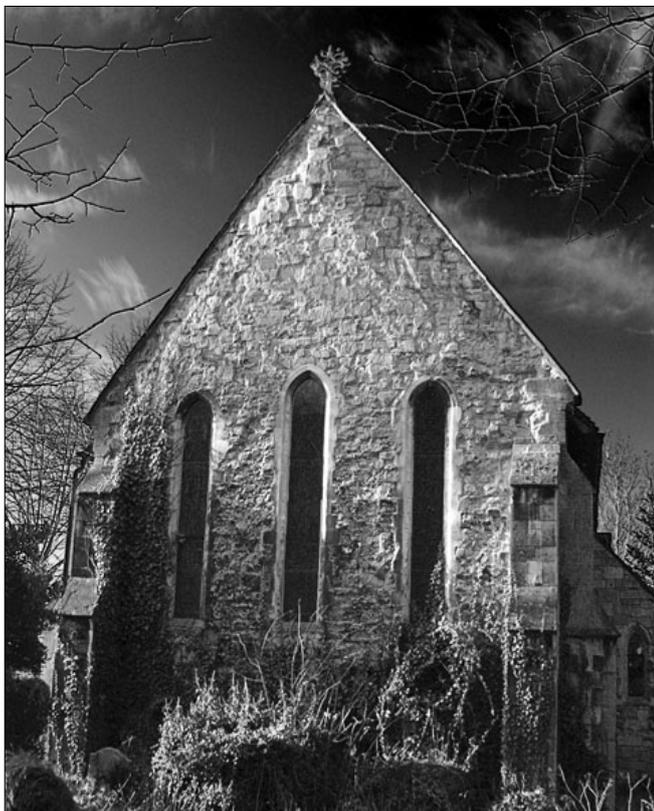


Figure 8: Photograph of St Andrew-the-Less (Abbey Church) showing the east gable (date unknown)

terraces on Walnut Tree Avenue and buildings which enclosed the former Newmarket Road/East Road junction. The highway alterations have since resulted in increased vehicular priority and dominance of the study area causing the severance of the Riverside and Petersfield

communities.

2.1.11. More recently the area has seen the redevelopment of the former gas, brick and tile works to the east of the study area, much of the land now forms part of the Cambridge Retail Park and Tesco Superstore.



Figure 11: Photograph of East Road/Newmarket Road Junction before it was dualled in 1963

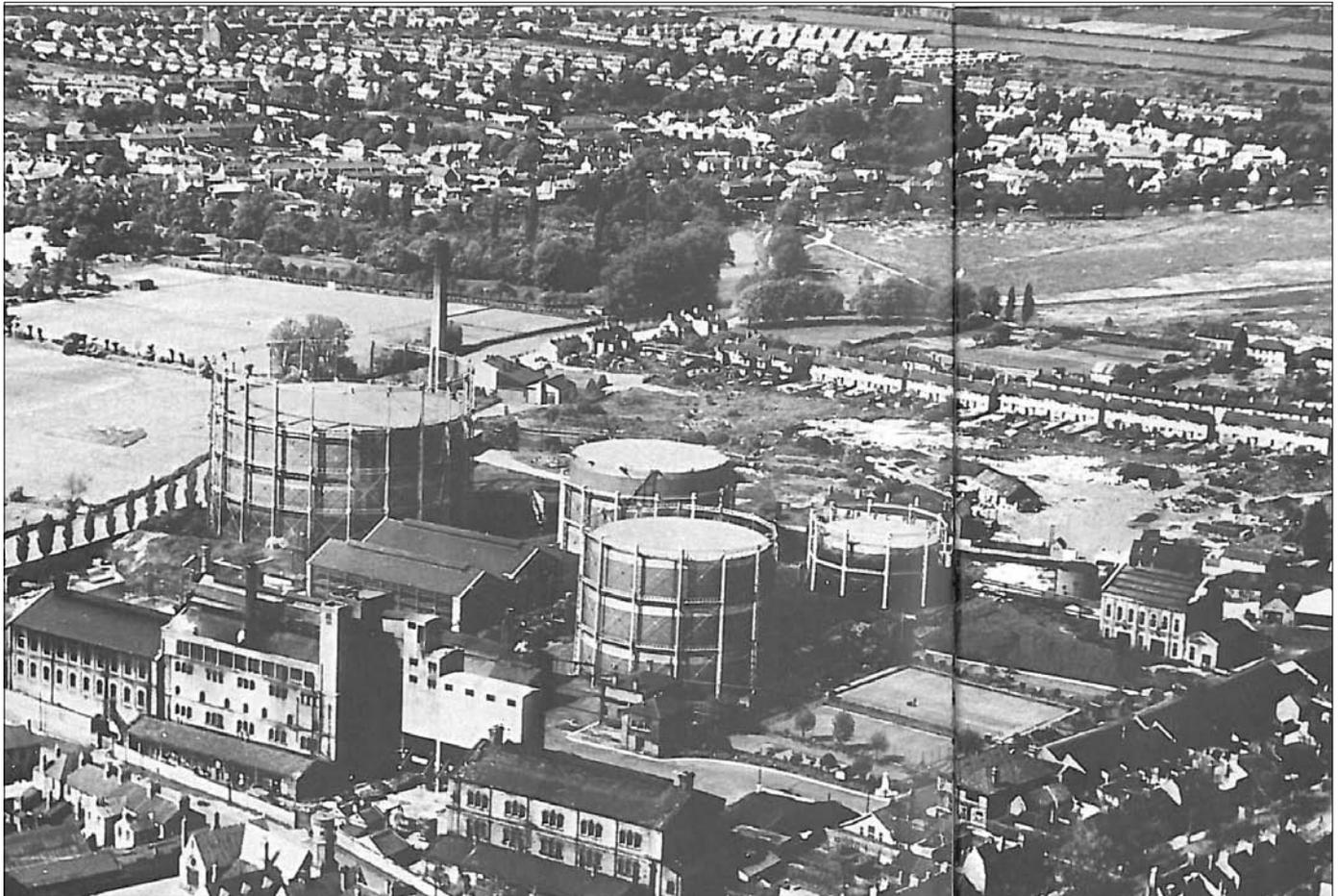


Figure 12: Photograph of the Newmarket Road Gas Works (Circa 1950)

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2.2. Existing Movement and Circulation

2.2.1. This section provides an analysis of the existing movement and circulation network. Key elements of this analysis are as follows:

- The study area falls within the Cambridge City Council Air Quality Management Area. (See appendix A)
- The study area is dominated by vehicular movements along the primary routes of East Road, Newmarket Road and Coldham's Lane, and is hostile for pedestrians and cyclists.
- Inconsistent cycle lanes, bus lanes and narrow footpaths along Newmarket Road create a confusing environment for all users.
- Newmarket Road forms an actual and perceived barrier to pedestrian and cyclist movements north and south of the study area, and from the east beyond the railway and results in dividing neighbouring communities.
- Wide sweeping junctions encourage higher traffic speeds and reinforce vehicle domination.
- Hostile, busy junctions dominate the few vehicular entry points to residential communities, creating weak gateways.
- There is a lack of surface level, direct pedestrian/cycle crossings that pick up on key desire lines. Instead people are forced to use unpleasant and hostile routes such as the underpass and when crossing at Coldham's Lane/Newmarket Road junction. This further divides communities.

- The arrangement of key 'movement generators' gives priority to vehicular traffic whilst pedestrians are limited to indirect routes.
- Bus lanes along the length of Newmarket Road are considered ineffective as vehicles and taxi's use them to navigate past congested traffic to access the retail park.
- Parking pressures within the New Street area have a negative effect upon the quality of the public realm. Local residents are concerned about the levels of commuter and shopper parking.



Figure 13: Pedestrian guardrails present barriers to movement



Figure 14: A lack of crossings at Coldham's Lane junction creates a hostile and dangerous environment for pedestrians

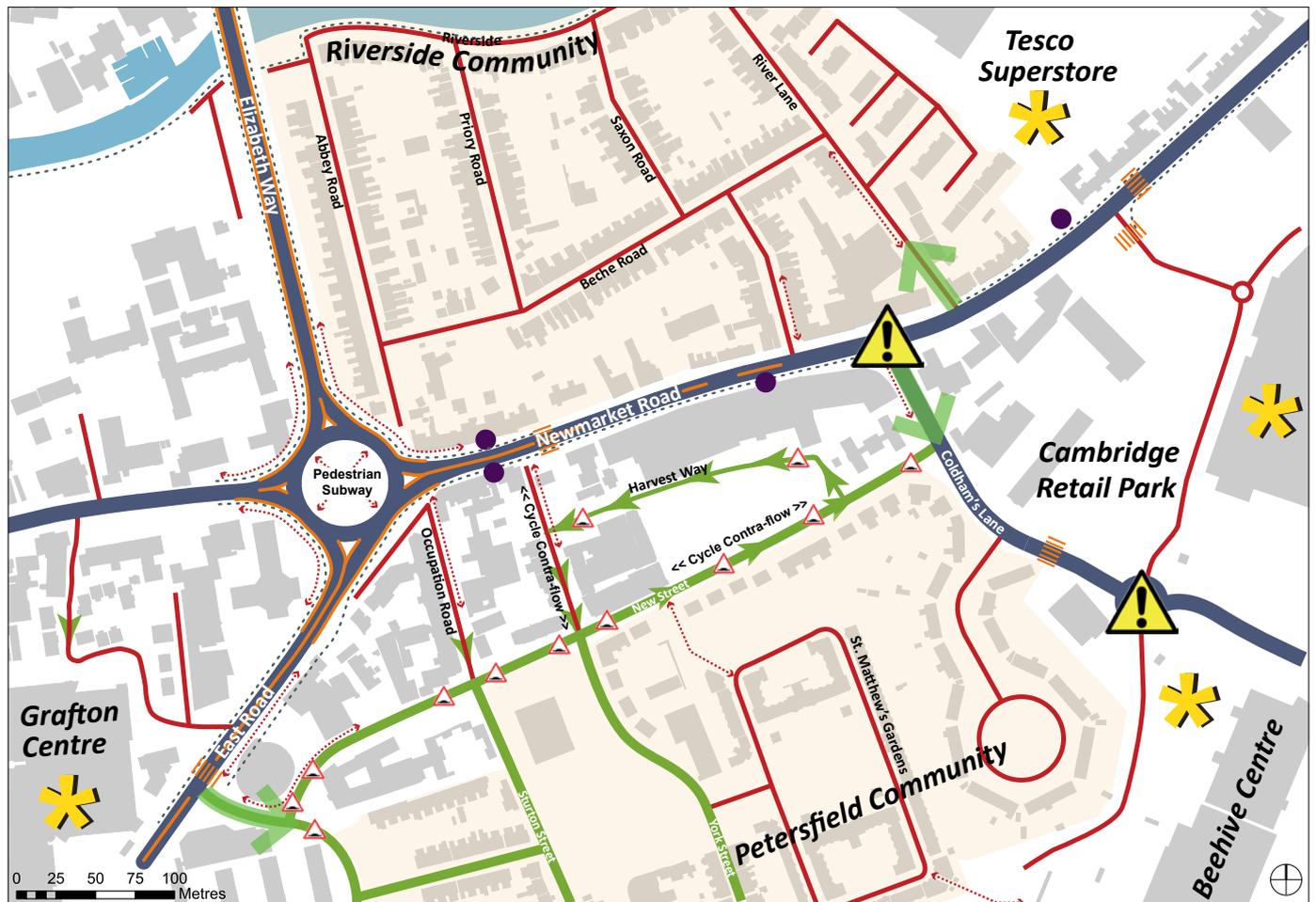


Figure 15: Existing movement & circulation

-  Pedestrian crossings
-  Bus Stops
-  Key Movement generators
-  Pedestrian routes
-  Barriers to movement
-  One-way-traffic on New Street and Harvest Way
-  Busy junctions, some which lack pedestrian crossings
-  Cycle routes
-  Primary Routes
-  Secondary Routes
-  Tertiary routes
-  Gateways to residential neighborhoods are dominated by vehicles
-  Traffic speed restriction measures

2.3. Surrounding Land Use & Activity

2.3.1. This section provides an analysis of the surrounding land use and the services found within and around the study area.

2.3.2. The adjacent map illustrates the broad land uses and distribution of local services and facilities found within the study area. Key elements are as follows:

- Remnants of the historic high street survive to the east of Elizabeth Way roundabout. However, large footprint industrial uses on the southside of Newmarket Road dominate the historic 'high street', create blank frontages and generate little activity onto the street.
- Whilst a mix of uses does exist along Newmarket Road, the activity these uses generate is largely limited to commercial opening hours. There is to some extent a mix of uses occurring within buildings, such as flats above shops.
- A number of pubs exist within, and close to the study area.
- Groups of facilities (including Tesco's, the Beehive Centre, Cambridge Retail Park and Cambridge United Football Club) to the east of the study area, are 'people attractors' and generate significant movement. The retail parks and football ground in particular have a city and sub-regional pull.
- A cluster of services located to the north of the Grafton Centre front Maids Causeway, serving residential areas to the west of study area.
- There is a greater dispersal of services and facilities to the south of the study area.

2.3.3. The walkable neighbourhood appraisal (refer to figure 16) highlights facilities and services that are located within a 5 minute (400m) and 10 minute (800m) walking time of the Eastern Gate study area. The walkable neighbourhood map illustrates:

- The river and railway create significant barriers to pedestrian movement further north and southeast of the study area.
- The hostile underpass, pedestrian guardrails and indirect crossings, which surround Elizabeth Way roundabout, limit the accessibility of the area and increase journey times and walking distances.
- The dominance of vehicular traffic on Newmarket Road and East Road makes informal crossings difficult and increases walking distances.
- Larger plot widths of industrial buildings fronting the southside of Newmarket Road form barriers to pedestrian movement and limit opportunities for permeability.

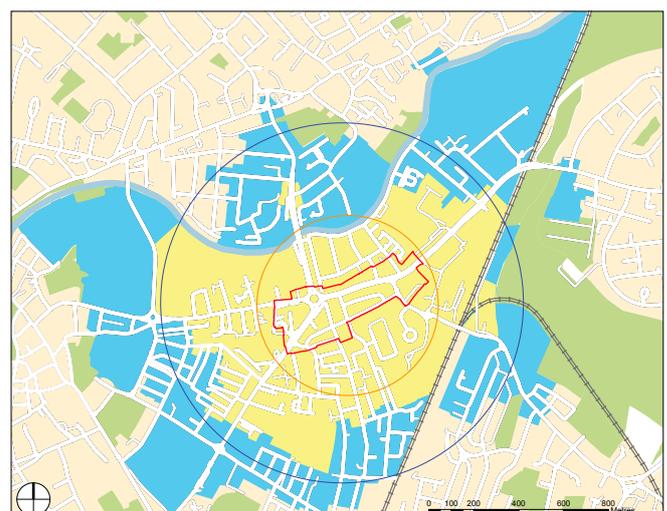


Figure 16: Walking catchment for Eastern Gate

- 400m theoretical walking distance (from the centre of the Eastern Gate Study area)
- 800m theoretical walking distance (from the centre of the Eastern Gate study area)
- 400m actual walking distance
- 800m actual walking distance



Figure 17: Surrounding land uses in the Eastern Gate study area



2.4.Character Appraisal

- 2.4.1.** A character appraisal has been undertaken of the study area in order to assess locally distinctive patterns of development and land uses. These factors help to distinguish different areas.
- 2.4.2.** The character appraisal map (refer to figure 21) shows clear variations in character across the study area with large scale retail development to the east and mixed-use 20th Century retail, residential and office developments to the west.
- 2.4.3.** The Riverside and Petersfield communities to the north and south of Newmarket Road are predominantly comprised of Victorian two-storey terrace housing (refer to figure 18). The area is characterised by continuous building lines and narrow building plots. The frequency of doors and windows creates a strong sense of rhythm.
- 2.4.4.** Areas of Victorian mixed use developments remain in small clusters along the northern side of Newmarket Road and adjacent to the Elizabeth Way Roundabout (refer to figure 19), which typically comprise of a mixture of 2-2.5 storey retail and residential properties.
- 2.4.5.** The later addition of two-storey industrial warehousing and car showroom buildings in the 1960s and 70s along Newmarket Road (refer to figure 20) has eroded the traditional 19th Century street character. The lack of windows and doors at ground level has resulted in a continuous blank façade along the southern side of Newmarket Road, which in turn has resulted in a lack of activity and surveillance. In addition, the large footprint of the warehouse buildings restricts permeability from Newmarket Road through to Harvest Way.
- 2.4.6.** A comprehensive character appraisal of the Eastern Gate Study Area is contained

within the *Eastern Gate Visioning Document*, Cambridge City Council, January 2011



Figure 18: 19th Century residential terraces



Figure 19: 19th and early 20th Century mixed use



Figure 20: 1960s and 70s industrial warehouse buildings

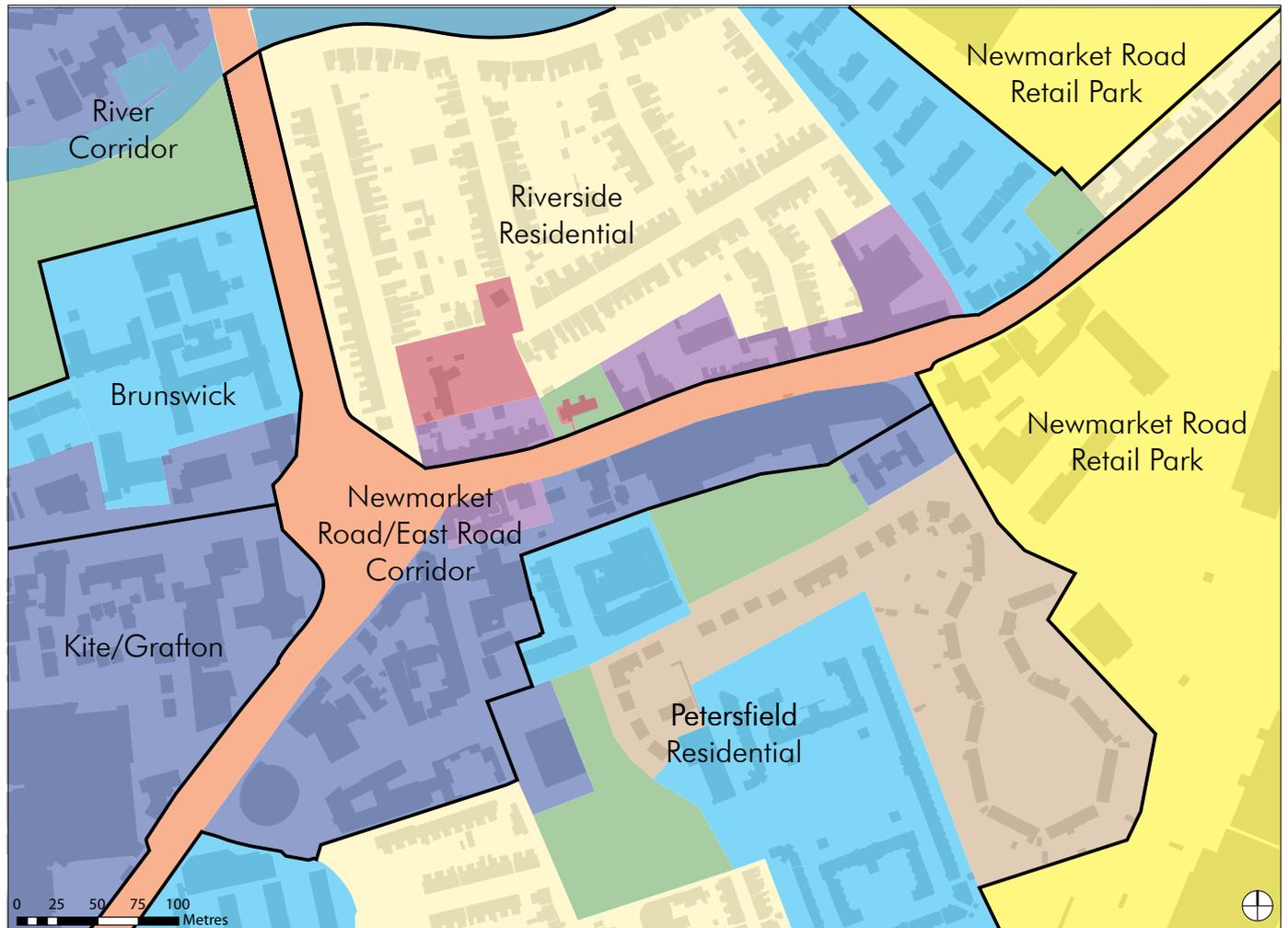
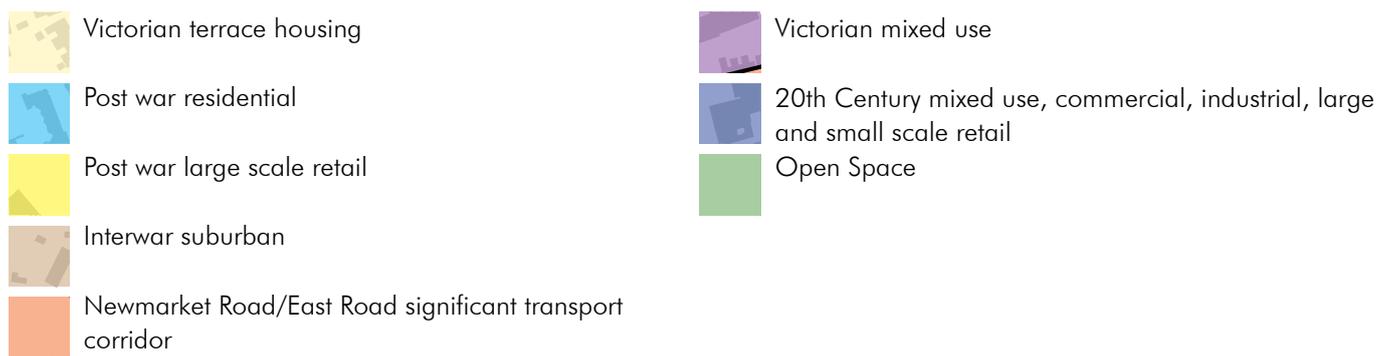


Figure 21: Townscape character assessment



2.5. Townscape Analysis

2.5.1. This section provides an analysis of the study area in terms of its urban form and visual appearance, and how the components of the environment combine in a way that is distinctive to the area. Key elements are as follows:

- Views of the conservation area from Elizabeth Way bridge reveal the areas historic Victorian roofscape and fine urban grain.
- Large areas of negative, left over space which is ill-defined and poorly enclosed.
- Poor quality and passive frontages create hostile and uncomfortable edges.
- Poor quality buildings and standard highway solutions mask buildings of townscape interest and have eroded the qualities of place.
- The predominant domestic scale of the residential areas to the north and south of Newmarket Road is disrupted by poor quality warehouse buildings, with larger footprints and passive frontages.
- The frontage east of the roundabout and along the north side of Newmarket Road is characterised by historic retail buildings with narrow plot widths providing greater variety, interest.
- Pedestrian railings surrounding Elizabeth Way roundabout and Newmarket Road forms a barrier between the two residential areas, restricting north and south movements within the study area.
- The Crown Court forms a local landmark and a point of reference in the urban environment.



Figure 22: Grade 2 listed Church of St Andrew-the-Less (Abbey Church)



Figure 23: Poor quality and passive frontages create hostile and uncomfortable edges



Figure 24: Poor quality warehouse and car showroom buildings create barriers to movement between residential areas north and south of Newmarket Road

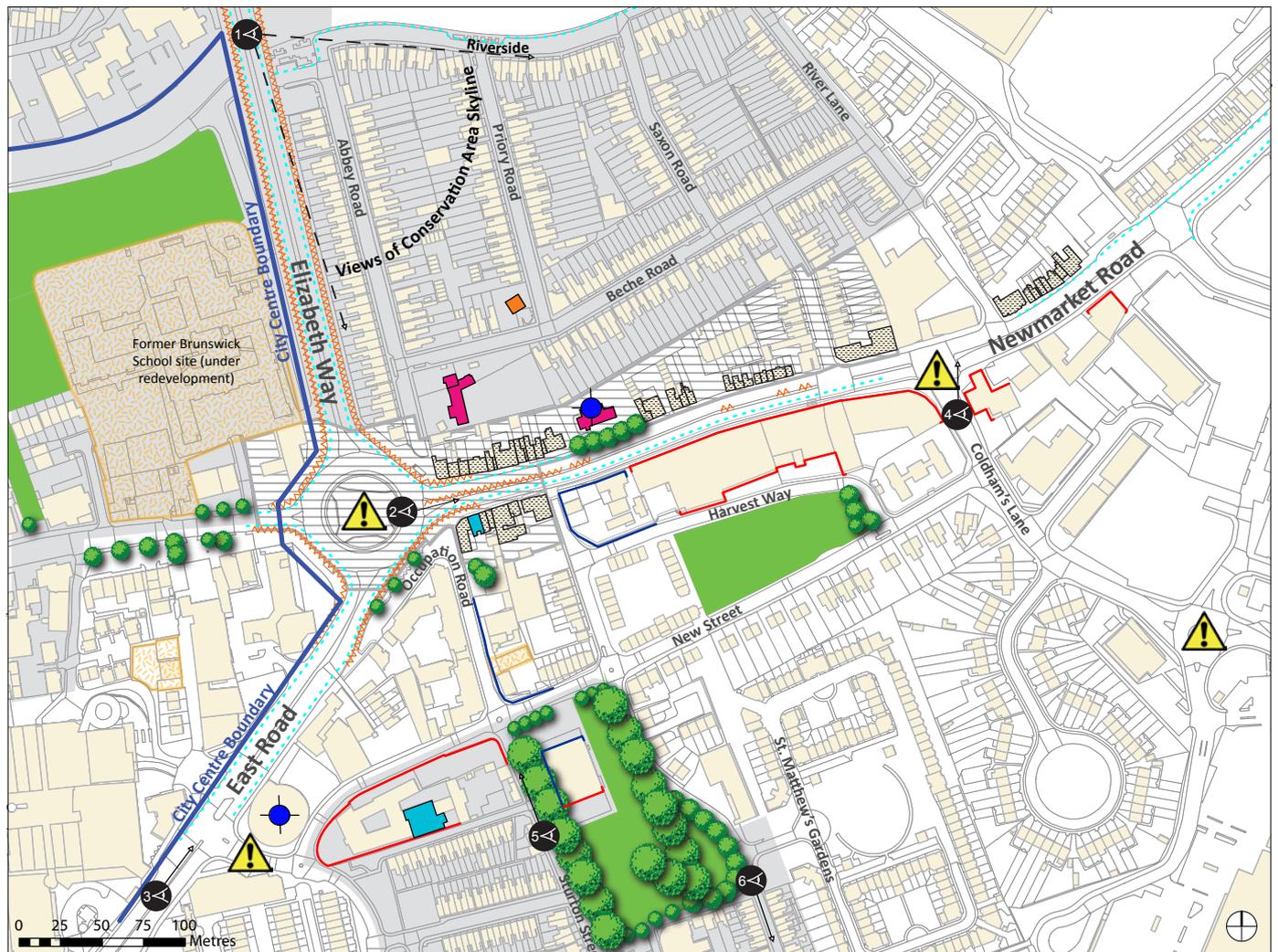
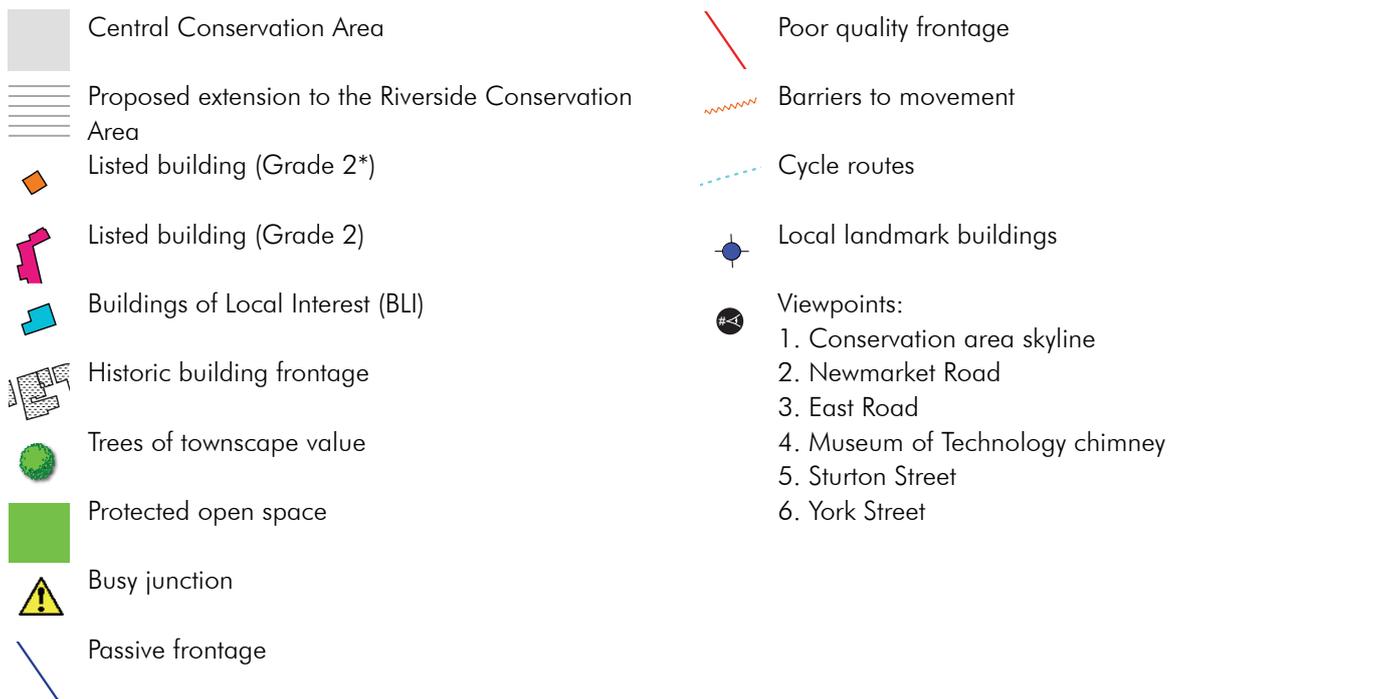


Figure 25: Townscape Analysis



2.6.Existing Scale and Massing

2.6.1. This section provides an analysis of the existing scale and massing of buildings within the study area. The map (refer to figure 29) illustrates the following key elements;

- The area predominantly comprises of residential housing with a domestic scale of 2-2.5 storeys, arranged in groups of terraces and semi-detached pairs.
- Larger scale industrial and retail buildings with wide plot widths front the southern side of Newmarket Road forming a barrier between the residential areas to the north and south.
- Taller buildings line East Road and form a transition between the smaller domestic scale and edge of the city centre.
- The Crown Court forms the tallest building within the study area and acts as a local landmark.



Figure 26: View over the riverside area, taken from Elizabeth Way Bridge (looking south-east)



Figure 27: View of Cambridge Crown Court (looking north-east along East Road)



Figure 28: Large scale industrial buildings front Newmarket Road (view looking east along Newmarket Road).



Figure 29: Existing Scale and Massing



Note: Building heights have been derived from Lidar Data. Storey heights expressed are based on a typical residential floor to ceiling height of 2.7m

2.7. Opportunities and Constraints

2.7.1. This section provides a summary of the context analysis, teasing out the key strengths, weaknesses and opportunities (refer to figure 30) the study area presents.

2.7.2. Strengths:

- The area is well located for access to the City Centre, the Grafton Centre the river and Anglia Ruskin University
- Existing pedestrian/cycle routes provide direct access to Cambridge Railway Station.
- Retail uses front Maids Causeway and provide local centre services for nearby residents.
- Clusters of historical retail frontage still exist east of Elizabeth Way roundabout.
- The area contains buildings with strong landmark features that aid navigation through the area.
- Elevated views from Elizabeth Way bridge reveal the historic Victorian roofscape and finer urban grain of the Riverside Conservation Area.
- Large areas of domestic 2-2.5 storey terraces within the Riverside and Petersfield neighbourhoods form important character areas.
- Larger buildings lining East Road serve to mark the transition zone between the residential and city centre uses.

2.7.3. Weaknesses:

- The dominance of vehicles on Newmarket Road forms a barrier and restricts pedestrian movements

between the residential districts of Petersfield, Riverside and Brunswick.

- Buildings of historic interest are masked behind the heavy traffic, signs and signals associated with traffic engineering.
- Large warehouse and industrial buildings with poor quality, blank frontages contribute little to the townscape or public realm, and restricts movements north and south of the study area.
- Uses along Newmarket Road frontage that stretch activity beyond retail opening hours are not in abundance.
- The dominance of vehicular traffic on Newmarket Road and the absence of pedestrian crossing points makes crossing difficult to those on foot resulting in increased walking distances.
- Pedestrian railings surrounding Elizabeth Way roundabout and Newmarket Road form barriers between residential areas.
- Inconsistent cycle and bus lanes along the length of Newmarket Road enforces the priority of vehicular traffic.
- Narrow footpaths and wide sweeping junctions encourage higher traffic speeds.
- Dominance of car parking on residential streets north and south of Newmarket Road.
- Elizabeth Way roundabout currently lacks the qualities of a positive gateway into the city and severely limits pedestrian and cycle movements.

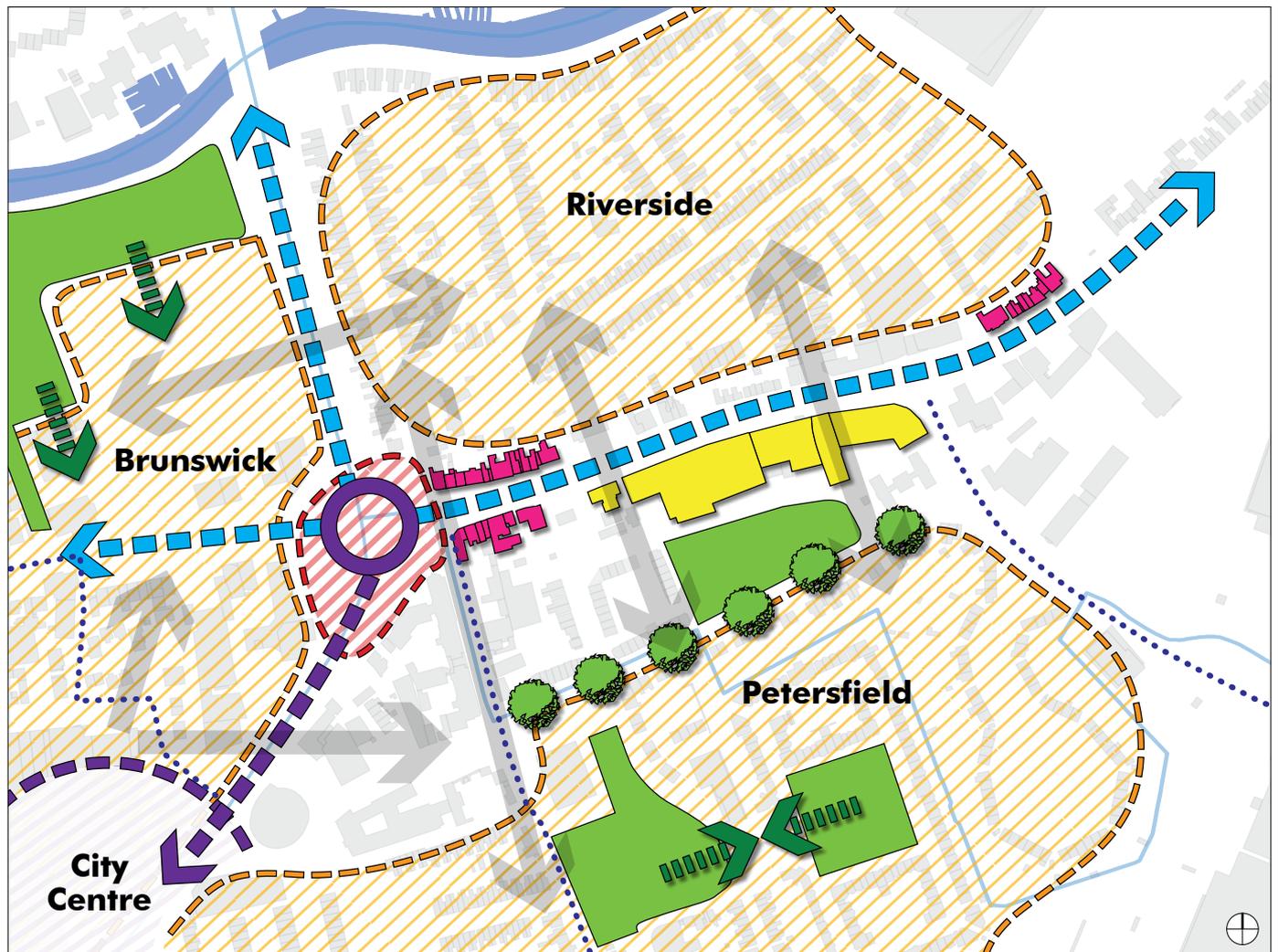


Figure 30: Opportunities in the Eastern Gate area.

-  Address the balance of vehicles and pedestrians and cyclists on Newmarket Road and East Road

 Opportunities to create new and exciting spaces
-  Opportunities to improve existing cycle routes

 Repair and reshape the built form - particularly on Newmarket Road
-  Create new links between communities

 Enhance the setting of historically significant buildings and frontages
-  Strengthen links between existing open spaces

 Ward area boundaries
-  Improve the "Eastern Gateway" to the City

 Open space areas
-  Humanise the highway, green and soften routes - explore opportunities for street tree planting

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3. Strategies for Change



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3. Strategies for Change

3.1. Introduction

- 3.1.1.** The vision for Eastern Gate is articulated through a number of high-level strategies, this chapter offers a ‘framework for change’ – a framework for integrating new development into the existing city fabric; for reconnecting neighbouring communities; and for rediscovering and realising the potential of underused spaces.
- 3.1.2.** The framework for change consists of four strategic layers. These are:
- Movement and circulation strategy
 - Open space, land use and activity strategy
 - Built form, scale and massing strategy
 - Public art strategy
- 3.1.3.** This chapter sets out the key qualities and development principles that are required of any development. Therefore anyone considering redevelopment within this area, both private and public sectors, should have regard to the following strategies and key development principles contained within this chapter.
- 3.1.4.** Inevitably there are significant dependencies and interactions between the different strategies and they should therefore not be read in isolation. It must also be noted that the diagrams contained within this chapter should be read in conjunction with the supporting text.

3.2. Movement and Circulation Strategy

3.2.1. The adjacent plan articulates aspirations for the area in terms of movement and circulation. Key elements of this strategy are outlined below.

Creating safer, more civilised & inclusive streets

3.2.2. The Government's Manual For Streets (MfS) informs us that every street is also a place and that people, not the car, must come first. 'Civilised Streets', a recent report from CABI and the Design Council, sets out opportunities for a fresh approach to the design of our streets. It argues that the car still dominates and that our streets will only become more pleasant and more civilised (slower, safer and more sociable) when the needs of pedestrians are prioritised over cars. This strategy identifies streets/spaces within the study area, which require significant improvements. Ideas and measures for 'civilising' the areas identified on the adjacent plan, are explored within Chapter 4-'Key Projects'.

Block structure

3.2.3. The adjacent plan promotes an urban structure that:

- Reflects the finer urban grain of the area and reinforces the character of the Central Conservation Area;
- Is permeable, human scaled and walkable on foot i.e. blocks of a scale appropriate to pedestrian movement;
- Could create a more integrated and legible environment through potential new visual connections between neighbourhoods north and south of Newmarket Road.

Remodelling of hostile junctions

3.2.4. A key aspiration of this strategy is to remove Elizabeth Way roundabout pedestrian underpass, remodel the land inefficient junction to allow for pedestrian/cycle movements at grade, and reclaim the lost space around the junction so that built form, rather than highway, defines and encloses this major gateway into the city. Refer to key project 1 for an indicative option for Elizabeth Way roundabout.

Improved cycle and pedestrian routes along Newmarket Road

3.2.5. This strategy seeks the improvement of on street cycle routes along both sides of Newmarket Road to form a continuous designated route along the entire stretch and the widening of footways, where appropriate. It is an objective of this strategy to achieve where possible 2 metre wide cycle lanes along Newmarket Road.

Breaking down actual barriers to movement

3.2.6. By exploring the removal of all existing pedestrian guardrailling located along Newmarket Road and East Road, and in particular guardrailling that is located within the median strip. Please note that this strategy is not advocating that this should be undertaken in isolation - the removal of existing guardrailling should only be considered when part of a wider design for the whole of the streetscape.

Responding to natural pedestrian/cycle desire lines

3.2.7. By forming new, wide pedestrian/cycle routes and crossing points that follow natural desire lines, rather than forcing people to cross at inconvenient formal crossing points.

Improved lighting

3.2.8. This strategy promotes where possible, the improvement of lighting within the area.

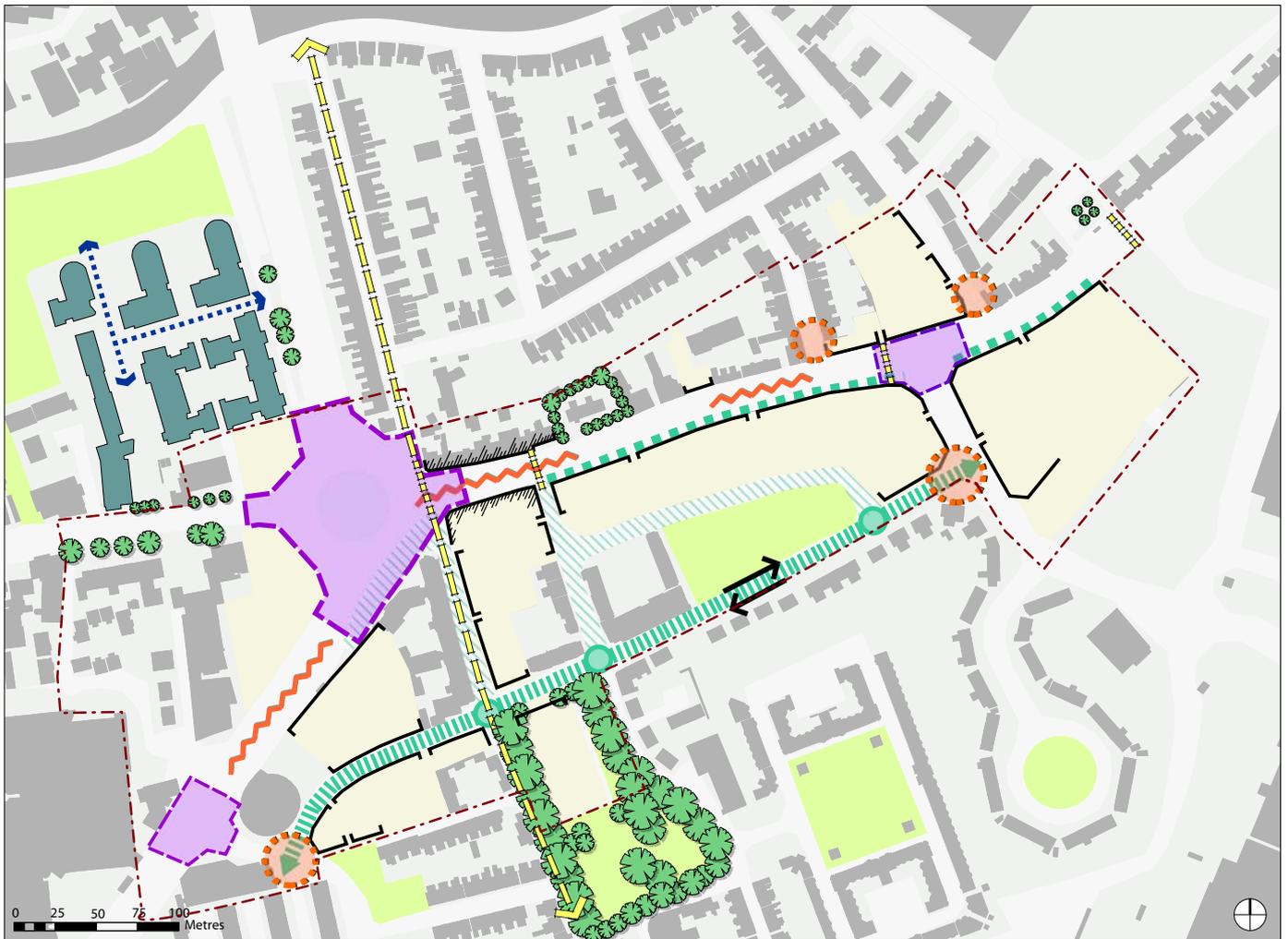


Figure 31: Movement and circulation strategy

-  Potential development sites
-  Indicative building frontages
-  Potential new pedestrian/cycle crossings
-  Emphasise and improve gateway/entry points into residential neighbourhoods
-  Re-establish historic link and strengthen key north-south strategic route from the Station to Riverside
-  Remodelling of hostile junctions
-  New pedestrian/cycle links
-  Open space
-  New building line set back by approximately 2m, to provide a strip of land for highway improvements. (Need established through previous applications)
-  Streetscape improvements - placemaking at intersections (refer to Key Project 5, page 63)
-  Streetscape improvements - Shared Space approach (refer to Key Project 5, page 64)
-  Reintroduce two-way vehicle movement along New Street and Harvest Way as part of a wider design for the whole of the streetscape (refer to Key Project 5, page 64)
-  Breaking down actual barriers to movement - explore the removal of existing pedestrian guardrailling as part of a wider design for the whole of the streetscape.

Re-establish historic links, re-connect streets and strengthen key strategic routes

3.2.9. An aspiration of the strategy is to re-establish the historic route between Occupation Road and Abbey Road, and strengthen a key north-south strategic route from the Railway Station to Riverside, which is subject to a programme of environmental improvement works. The formation of a new, wide pedestrian/cycle crossing is fundamental to this.

Gateways/entry points

3.2.10. Emphasising and improving the gateways/entry points to residential neighbourhoods is vital to highlighting the change of context, influencing appropriate speeds and driver behaviour.

Two-way streets

3.2.11. This strategy promotes the reintroduction of 2-way vehicle movement along New Street and Harvest Way, and traffic calming as part of a wider design for the whole of the streetscape. Please refer to Key Project 5, pages 64-69.

3.2.12. Cambridge City Council's 'Suburb's & Approaches' appraisals - In progressing this SPD, due regard will be given to the Council's emerging 'Suburb's and Approaches' study for Newmarket Road, which will provide an assessment and understanding of 'local distinctiveness'

3.3. Open Space, Land use and Activity Strategy

3.3.1. Public spaces (streets, parks and squares) provide the setting for everyday life and should be attractive, enjoyable and inclusive places. This means that new development will be expected to improve and enhance the public realm as well as creating new and exciting spaces. A number of key public realm projects are suggested within Chapter 4 of this document.

3.3.2. This section offers guidance for the area in terms of open space, land use and activity. Key elements of this strategy are outlined below.

Block structure

3.3.3. With regards to open space and land use, Figure 32 promotes an urban structure, which seeks to:

- Improve the walkability of the area and access to existing open spaces.
- Create a structure that helps urban activity to evolve, supports a range of uses within the public realm and promotes natural surveillance – making routes and spaces feel safer.
- Improve the relationship between existing small-scale uses on the north and south side of Newmarket Road.

Greening streets and spaces

3.3.4. ‘Greening’ urban spaces can help places adapt to the effects of climate change for example by soaking up/storing rainwater and cooling the environment. Trees especially bring a number of environmental benefits to the urban landscape and also have a significant role to play in defining character. The particular benefits that street trees provide include:

- humanising and softening the urban environment around us;
- promoting a sense of well-being and health by making routes more attractive and enjoyable places to walk and cycle;
- helping to make streets cooler in the summer months;
- helping to cope with climate change and excessive precipitation through water uptake;
- increasing the biodiversity value of an area by providing green corridors for wildlife between open spaces such as parks and allotments; and
- helping to improve air quality and reducing the impact of traffic noise;

3.3.5. Figure 32 indicates routes, which require ‘greening’. These include:

- *Newmarket Road and East Road* – it is an aspiration of this strategy that these principal routes become a tree lined approach into the city. Further east of the study area, mature London Planes occupy the median strip of Newmarket Road and it is felt an opportunity exists to extend this area of ‘green’ character westward.
- *New Street and Harvest Way* – This strategy promotes the introduction of street trees along New Street and Harvest Way not only for townscape value but also to help with traffic calming. Through careful integration, street trees can help lower speeds by disrupting forwards visibility of drivers. It is suggested that our native Field Maple (*Acer campestre*) may be a suitable tree.
- *Green fingers* – these links do not provide through routes for vehicles and therefore an opportunity exists to

introduce shared surfaces, by blurring the boundary between the highway and footway. Integrating trees within the highway itself will be key to emphasising place and pedestrian priority. The Riverside Environmental Improvement Project has taken this approach. The Norway Maple (*Acer plantanoides*) is suggested as a suitable tree. These streets also provide an opportunity for increasing the biodiversity of the area (see below).

Biodiversity

3.3.6. The built environment has the potential to enhance local biodiversity. New development, open space and public realm improvements should, where appropriate, include new or enhanced habitat, or design (such as green roofs) and tree and shrub planting that promotes biodiversity. Options will be site specific but could include for example: the provision of roof gardens; the inclusion of brown or green roofs; tree avenues; hedgerows and designing in bat and bird boxes, in particular for swifts. Layered vegetation and planting under trees with a shrub layer can also promote biodiversity. Native plants are preferable, although flowering and berry bearing exotics can also add value, for example: *Sorbus* species and *Pyracantha*. Considered design of SUDs systems can also provide valuable aquatic habitats permeating the built environment.

Improving existing spaces and rediscovering underused areas

3.3.7. Public consultation revealed a strong desire to protect and enhance existing open spaces and improve the links between them. The majority of local residents felt that there was a deficiency of open space within the area and stated that Petersfield has much less public open space per 1000 population than any other ward in Cambridge. There was also grave concern that existing routes

between important open spaces were poor and unsafe - Newmarket Road, in particular emerged as a significant barrier to movement. Above all, public consultation revealed an overwhelming aspiration to increase the size of St Matthew's Piece.

3.3.8. This strategy therefore seeks the enhancement of well-loved spaces as well as rediscovering and realising the potential of underused areas. Figure 32 seeks the following:

- The creation of a new and exciting public urban space at a prominent gateway to the city, through the significant remodelling of Elizabeth Way roundabout.
- Exploring the opportunity to increase the size of St Matthew's Piece. Please refer to Built Form, Scale and Massing Strategy (Section 3.4, page 42) for further guidance regarding the Howard Mallett Centre.
- Improving the boundary treatment of the allotments and enhancing the small green space adjacent to the eastern entrance.
- Exploring the opportunity to improve the relationship between existing open spaces, in particular St Matthew's Piece and St Matthew's Gardens.

Private open space

3.3.9. Private open space is highly valued and should be provided for all houses and flats. Applicants are encouraged to consider the incorporation of private spaces such as roof gardens, balconies and winter gardens. It is essential that these private amenity spaces are well designed and integral to the character of the development, are located where they are comfortable to use and are of a sufficient size to enable them to be used as outside living space. It is therefore expected that private roof gardens,



Figure 32: Open Space, Land Use and Activity Strategy

-  Potential development sites
-  Indicative building frontages
-  Extend 'green' character into the study area which exists along Maids Causeway and further east along Newmarket Road.
-  Streets requiring 'greening' (location of trees indicative only)
-  Groups of existing mature trees
-  Green fingers - Shared Space approach with trees located within the highway. No through routes for vehicles.
-  Potential to increase the size of St Matthew's Piece.
-  Improve the boundary treatment of New Street Allotments and enhance the existing 'pocket park' situated at the eastern end.
-  Opportunity to create a new urban space through significant remodelling of Elizabeth Way roundabout (refer to Key Project 1 page 52).
-  Primary frontages where active uses at ground floor should be targeted.
-  Opportunities for visual and physical links
-  Remnants of the historic high street - opportunity to reconnect the two sides of the street through retention of historic street frontage/retention of their essence (use, scale, grain, rhythm etc).

balconies and winter gardens should:

- be large enough to accommodate a table and chairs;
- receive direct sunlight for part of the day; and
- be positioned away from or designed to mitigate sources of noise/poor air quality that would make them unpleasant to use.

Land use

3.3.10. A large proportion of the study area is allocated within the Cambridge Local Plan 2006 under proposal sites 7.01 and 7.03 of the Proposals Schedule (refer to figure 2), which proposes the following uses:

- Site 7.01 (New Street/Newmarket Road) – ‘Employments, B1, Housing and Student Hostel’.
- Site 7.03 (Coldham’s Lane/Newmarket Road) – ‘Mixed uses including housing and employment B1(a) (not exceeding existing B1 (a) floorspace), hotel, student hostel and A1 non-food retail (not exceeding 50% of the site area)’.

3.3.11. Whilst in planning policy terms, the principle of the above uses on proposal sites 7.01 and 7.03 may be acceptable, it must be noted that some uses, in particular hotels, office development and student hostels present inherent design challenges. Double-banked corridor arrangements are common place and can produce large building footprints, which are tricky in massing terms to integrate within finger-grained contexts. These uses therefore require careful design consideration.

Activity

3.3.12. Unfortunately, many of the potential development sites within the area consist of poor quality buildings, which contribute



Figure 33: Norway Maple (*Acer platanoides*)



Figure 34: Field Maple - Native (*Acer campestre*)



Figure 35: London Plane (*Platanus x acerifolia*)

little to the townscape and public realm. The uses within the buildings generate little activity onto the street and many possess large areas of blank frontage, which create uncomfortable and hostile edges. Too many buildings within the study the area have effectively ‘turned their backs’ onto the adjacent streets.

3.3.13. However, remnants of the historic high street still survive to the east of Elizabeth Way roundabout, and have a fine grain and mix of uses, which helps to create

activity onto the street.

3.3.14. This strategy encourages uses that will help the proposed development to 'reach out' into the street and create active frontages onto the public realm. An active frontage is one, which allows some kind of movement or visual relationship between the person outside and the activity inside. Figure 32 (refer to page 39) highlights areas where active uses at ground floor should be targeted. In doing so, applicants will need to consider the following:

- *Mixing complementary uses vertically with different uses on different floors* - to help spread activity throughout the day and therefore vitality to the public realm, eg: incorporating residential use above retail enables activity to be extended beyond daytime office and shopping hours.
- *Well-defined and transparent edges* - shop windows, cafes, to allow the activity to be visible from the street, making the public realm feel safer and more welcoming. In the case of commercial buildings, this could include hotel receptions and foyers.
- *'Spill out' space* - include opportunities for activity to 'spill out' into pavements. In the case of commercial buildings such as hotels, this translates to externalising more active uses such as bar/restaurant areas.
- *Flexible ground floor units* - where 'active' uses may not be currently viable, provision could be made for their introduction in the future. Cambridge City Council's Sustainable Design and Construction SPD (2007) encourages the use of increased floor to ceiling heights at the ground floor level to allow for the building to be adapted relatively easily to retail uses.

- *Entrances* – The main entrance into the building should be directly from the street and not solely from car parking at the rear or in a basement.

Car parking

3.3.15. When considering the appropriate car parking solutions on the site, applicants should ensure that parking does not dominate or detract from the external environment. Poorly designed undercroft or semi-basement parking, which creates dead fronts and divorces the building from the street is not acceptable. In addition, vehicle access should be designed to be as unobtrusive as possible and preferably integrated within the building. Maximum parking numbers for most uses are defined within the Cambridge Local Plan (2006), Appendix C Car Parking Standards.

3.3.16. Consultation revealed a strong public concern that future development would exacerbate existing parking pressures within the area, especially along New Street. Therefore given the proximity of the area to the city centre, low car ownership development may be considered appropriate, especially when supplemented through the provision of Car Clubs. This strategy therefore promotes the inclusion of car club spaces within/adjacent to new development.

Cycle parking

3.3.17. Cycle parking for residential properties should be provided in a secure, covered and lockable enclosure. For large blocks of flats cycle parking should be spread throughout the site and relate to either each block or floor of the flats depending on the size of the building. Guidance relating to cycle parking is contained within the Cambridge City Council *Guidance Cycle Parking Guide For New Residential Developments, February 2010*. The standards for minimum cycle parking for new developments and changes in use are contained in Appendix D of the Cambridge Local Plan 2006.

3.4. Built Form, Scale and Massing Strategy

3.4.1. This section provides guidance on the appropriate form, height, grain (articulation), and the way that new buildings should relate to the street within the area. Key elements of this strategy are outlined below.

Block structure

3.4.2. With regards to built form, scale and massing, Figure 39 promotes an urban structure that seeks to:

- Moderate the mass of new development.
- Encourage new positive views to well loved buildings and spaces – eg. The 13th Century church of St Andrew-the-Less and the New Street allotments.
- Encourage visual and physical connections between the north and south sides of Newmarket Road, helping to improve mobility between neighbouring communities and enhance visual integration.
- Encourage a permeable, finer grained block structure.

A variety of building heights

3.4.3. The range of storey heights recommended on figure 39 (page 45) forms the starting point for the consideration of scale of new development within the study area. The guidance adopts an urban design approach to scale and massing which seeks to achieve well designed buildings that fit into their context; define key entrances, gateways and vistas; and respond to key views across the conservation area. The parameters are intended to generate a variety of building heights to achieve a varied skyline and roofscape, as this is an important feature

of the existing streetscape (refer to Figure 40 and 41 on page 46).

3.4.4. Building heights within figure 39 are expressed as storey heights, which provide a simple concept of measuring building heights. It is deemed that the location of the study area, being outside of the historic core, justifies the use of storeys within the SPD rather than absolute height measurements. Nevertheless some general assumptions have been made in relation to measured heights. It is assumed that where commercial ground floor uses are proposed, the floor to ceiling height will typically be around 3.7m (4m floor to floor height). Upper residential floors are assumed to have a 2.7m floor to ceiling height (3m floor to floor height). Floor to floor heights assumes a 300 – 400 mm construction depth for floors.

3.4.5. It is acknowledged that there will be some difference in floor to ceiling heights between buildings. However small changes are acceptable and indeed will help to provide a greater variation in roofscape.

3.4.6. Two figures are referred to within the SPD in respect to heights; shoulder height and overall height. The building shoulder height is the sheer height of a building at the back of the footway up to the eaves or parapet height. It is recognised that many buildings have additional storeys as a set back or within the roof space. Overall height refers to the height of the building measured from the level of the pavement to the ridge of the roof or the top of any flat roof, including set back floors (indicated as +1 within figure 39)

3.4.7. Figure 39 expresses height as a range of figures including shoulder height and overall height for example 3 +1 - 4 + 1. This signifies that building heights should generally have a shoulder height of between 3 and 4 storeys and an overall height of between 4 and 5 storeys,

providing the upper floor is set back or is within the roof space. In the event of a building not having a shoulder height, reference should be made to the overall height.

- 3.4.8.** For most potential development sites, especially those with larger frontages, a range of heights is given. This means that it is expected that the height of buildings should vary along the frontage, to allow the buildings to respond to key contextual factors and good placemaking principles. On development sites with long frontages, building heights should vary across individual buildings.
- 3.4.9.** Any proposals that seek to exceed this guidance will need to be tested in a robust way, and applicants will need to demonstrate through accurate 3D computer modelling that their proposal will not unduly impact upon the surrounding context (in line with saved Local Plan Policy 3/4).

Massing, overshadowing and building orientation

- 3.4.10.** Great care must be taken over the form and mass of new buildings to avoid unacceptable overshadowing. This also includes giving due consideration to existing renewable energy technologies, notably solar panels. Applicants will be expected to produce shadow studies to demonstrate that their proposal will not unduly impact neighbouring properties.
- 3.4.11.** Block and building orientation can have a significant impact on the energy use and solar potential of a site. Applicants are therefore encouraged to give due consideration to the role of orientation especially in relation to access to daylight and sunlight; passive solar design; natural ventilation; as well as maximising roof space for photovoltaic panels and hot water systems.

Views, vistas and skyline

- 3.4.12.** Applicants will be expected to produce accurate 3D computer models to inform an appropriate massing of their development proposals and to demonstrate the impact of their development on any key views and vistas. These will be agreed on a site-by-site basis, at pre-application stage, with the City Council. Figure 39 does however, highlight a key positive vista from Elizabeth Way bridge across the roofscape of the 19th Century terrace houses of the Riverside Area, which falls within the Central Conservation Area (refer to Figure 36).
- 3.4.13.** The City Council are in the process of developing Skyline Guidance, which will set out a robust methodology for assessing 'tall buildings'. For clarity, tall buildings are defined as buildings which break the skyline and or are significantly taller than the surrounding built form.
- 3.4.14.** As highlighted above, this strategy is intended to generate a variety of building heights responsive to their particular location. This is intended to avoid long unvaried rooflines of large new buildings forming dominant and intrusive horizontal bands on the skyline, that would detract from the roofscape of the conservation area and the skyline of the city. It is therefore essential, that careful consideration must be given to the shoulder height, eaves and ridge levels of new buildings.
- 3.4.15.** Care should also be taken over the design of roof-top plant and other equipment such as lift over-runs. These should be designed as an integral feature of the building and to be as unobtrusive as possible from surrounding streets, and on any key views and vistas.

Continuity and definition of public realm

- 3.4.16.** The study area suffers from large areas of negative, 'leftover' space, which is ill defined and poorly resolved. As a

result, many spaces feel oppressive and hostile. This strategy seeks to repair the gaps in the street frontage that currently disrupts the overall continuity of the streets. It is fundamental that there is a clear the distinction between public and private space, and where appropriate development should respect existing building lines. The space between the front of the building and the street (the threshold between public and private space) needs to be carefully designed and managed. Figure 39 highlights indicative frontages for potential development sites.

An active and human scale environment

3.4.17. Pedestrian friendly environments are those that have a scale, which people can relate to. This is not an argument against tall or large forms; but more to ensure the scale of the development at the ground floor (the street) feels comfortable. This means that larger buildings, particularly at ground level should be configured to include finer grain and active façades. Development proposals should consider the following:

- *Front doors & entrances:* well-defined entrance/entrances directly from the street can encourage activity within the public realm. Residential units, with individual front doors served directly from the street are encouraged.
- *Overlooking:* maximise windows to increase natural surveillance. In the case of commercial buildings this translates to having active uses at the ground floor overlooking the public realm.
- *End facades and corner buildings:* blind facades (passive) at the end of buildings are to be avoided. Corner buildings must address all streets.
- *Balconies:* The inclusion of balconies, winter gardens and bay windows, can further enliven frontages and

articulate facades and provide private amenity space.



Figure 36: Views over the roofscape of Riverside. Chimneys play an important role in punctuating the skyline.



Figure 37: Views of the Cambridge Museum of Technology Chimney (SAM) from Coldham's Lane.

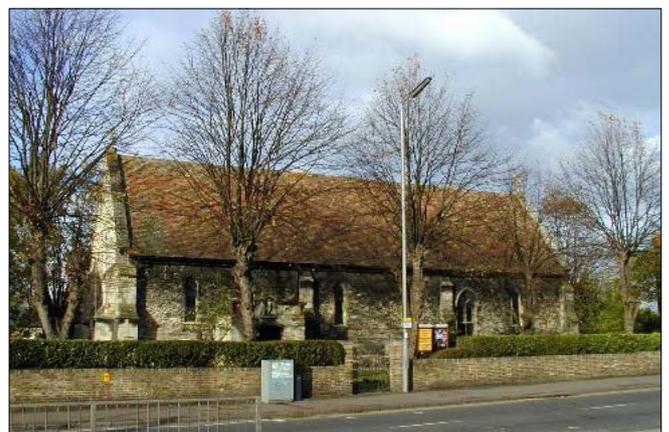


Figure 38: Large trees front Abbey Church (St-Andrew-the-Less) on Newmarket Road.



Figure 39: Built Form, Scale and Massing Strategy

- Potential development sites
- Indicative building frontages
- Storey heights - maximum storey heights indicated assume residential floor to ceiling height of 2.7m (3m floor to floor height). Assume ground floor commercial units would require a floor to ceiling height of 3.7 (4m floor to floor height) Overall heights should be inclusive of plant.
- Potential for localised increase in height
- Existing local landmark
- Edge issues with neighbouring sensitive uses: (3) Brunswick Nursery (4) Crown Court
- Explore opportunity to create new visual and physical links
- Newmarket Road historic high street frontage - opportunity to reconnect the two sides of the street through retention of historic street frontage/retention of their essence (scale, grain, rhythm etc).
- Buildings of architectural interest - retain and enhance their setting.
- Level change - land increases in height towards Newmarket Road
- Existing views: (1) Positive view over the roofscape of central conservation area to be enhanced; (2) Where possible, retain view to the Museum of Technology Chimney (Scheduled Ancient Monument).

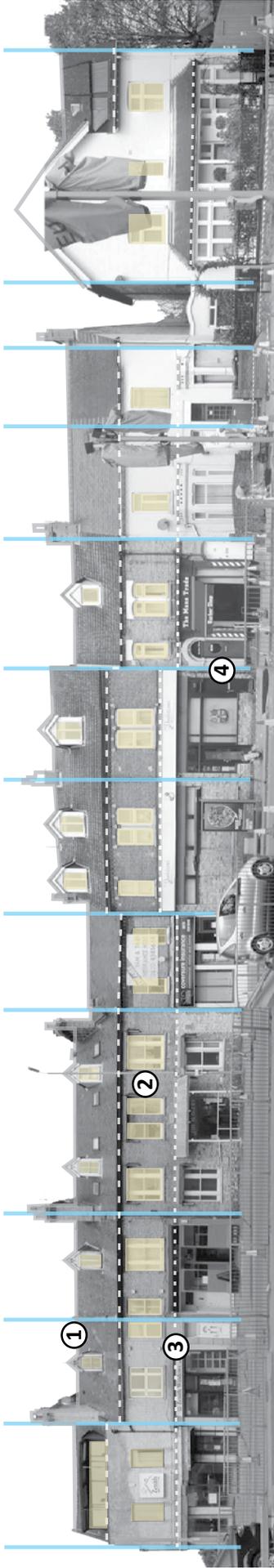


Figure 40: Key contextual elements - Newmarket Road frontage, east of Elizabeth Way roundabout.

- ① Chimneys punctuate roofline creating a varied and interesting roofscape.
- ② Vertical rhythm reinforced by grouped windows at first floor.
- ③ Retail units create a clearly expressed ground floor.
- ④ The combination of narrow plot widths, frequency and arrangement of windows/entrances, create a strong vertical rhythm.

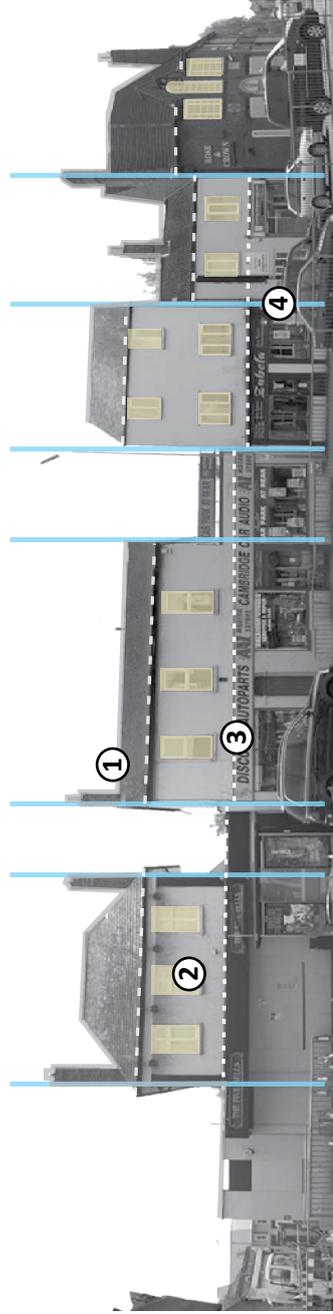


Figure 41: Key contextual elements - South side of Newmarket Road, east of Elizabeth Way roundabout.

Visual richness and texture

3.4.18. It is not the intention of this framework to stifle design creativity or prescribe architectural styles. However, it is necessary to begin to suggest some principles for the visual performance of new development within the area.

3.4.19. Figure 40 and 41 on page 46 identifies the important visual cues (elements) that the City Council would expect new development to pick up on. Both figures highlight that the existing buildings along both sides of Newmarket Road are largely characterised by an orderly composition and grouping of elements, which creates a strong vertical rhythm. The vertical and horizontal grain of new buildings is particularly important and can be expressed in a variety of ways. eg through projections; changes in roofline; alignment of windows, balconies and downpipes; and changes in materials/colours.

3.4.20. It is important to note that this guidance is not implying that new development should slavishly copy the buildings in the immediate context. Excellence in architecture is important - well considered, high quality contemporary architecture is promoted.

Howard Mallett Centre - Development Principles

3.4.21. A key aspiration of the previous Open Space, Land Use and Activity strategy is to enhance existing well-loved spaces as well as rediscovering and realising the potential of underused areas (refer to page 31). St Matthew's Piece is identified as one such opportunity and it is therefore important to establish some guiding principles for the Howard Mallett Centre site, which lies adjacent to the existing open space.

3.4.22. Therefore should the Howard Mallett Centre site come forward for redevelopment, the following key

development principles should be applied:

- Explore the opportunity for adaptive reuse of the building.
- Mending the street frontage - through the promotion of a building frontage along New Street (refer to figures 31, 32 and 39).
- Improving the relationship with surrounding streets - through the promotion of active frontages.
- Minimising the impact on St Matthew's Piece - through careful consideration of building heights and building footprint, particularly in relation to existing mature trees.
- Potential to enhance and increase the size of St Matthew's Piece - through the promotion of a reduced building footprint in comparison to the existing Howard Mallett Centre, and the contribution of S106 monies to enhance the existing open space.

3.4.23. *Conservation Appraisals* - Work is currently underway on the appraisal of the Riverside area, which forms part of the Central Conservation Area. In progressing this SPD for the Eastern Gate area, due regard has been given to the emerging conservation area appraisal for Riverside.

3.5. Public Art Strategy

- 3.5.1.** The City Council's Public Art Supplementary Planning Document (SPD) 2010, encourages public art strategies to be developed for sites, which have a long term programme of development and/or, for areas which are the focus of development interest and activity by pooling S106 Contributions.
- 3.5.2.** The aim for this area will be to raise the quality of public art proposals by supporting their delivery with a strategic approach rather than have them developed on an ad-hoc basis. This approach ensures the aims and objectives set out in the SPD are achieved.
- 3.5.3.** The Eastern Gate study area is currently the focus of much development interest, and whilst the individual developments may be capable of supporting substantial on-site public art, greater benefits will be achieved by pooling resources over the whole area to develop an area wide Public Art Strategy.
- 3.5.4.** The tight grain of the development area, combined with the lack of open space, means that public art proposals must be embedded within the fabric of each individual development. The result being that several individual, unlinked works of art could have an uncoordinated visual impact on the area.
- 3.5.5.** This area already suffers from having a poor public realm and the delivery of an area wide Public Art Strategy will help to mitigate the impact of the combined developments, whilst at the same time help deliver public art which has maximum benefit for the public realm and the community.
- 3.5.6.** The principle of pooling public art S106 contributions in the Eastern Gate area is also supported in the City Council's emerging Public Art Commissioning

Strategy.

- 3.5.7.** The existing public art installation located at the Elizabeth Way Roundabout, comprising of a series of mosaic murals, could be incorporated within the redevelopment of the wider roundabout (shown within key project 1). The murals line the walls of the pedestrian/cycle paths in the subway and depict the destination of each route.

4. Key Projects

4

4. Key Projects

4.1. Introduction

Purpose

- 4.1.1.** The previous chapter set out the redevelopment aspirations and key development principles for new development within the study area through a series of high-level strategies. This chapter begins to develop some of these aspirations into a series of key public realm and infrastructure projects that are considered fundamental to achieving the overall vision for the area.
- 4.1.2.** Collectively, the following key projects represent a long-term vision and a means to realise aspirations and objectives as opportunities arise. They are intended to help attract and guide investment within the area from both the private and public sectors. Further information regarding the implementation and delivery of these key projects is discussed at the end of this chapter.

A fresh approach to street design

- 4.1.3.** Policy and practice relating to street design is changing rapidly. The Government's *Manual for Streets* (2007) emphasises the value of streets as places, and that people - not cars - must come first. More recently CABE's briefing paper '*Civilised Streets*' (2008) explores the principles of shared space and calls for a fresh approach to street design so that our streets become more 'civilised' inclusive places where people can walk, cycle, play, talk and enjoy more easily. The application of standard highway solutions, especially within residential streets, is increasingly coming under question. Although relatively few in number, established precedents do exist in the UK where conventional traffic highway solutions have been replaced by simpler and more integrated solutions,

for example; Kensington High Street (London), New Road (Brighton), Ashford Ring Road and Poundbury (Dorchester). In addition, less radical precedents also exist within some historic town centres such as Shrewsbury High Street (Shropshire), Julian Road (Bath) and Bury St Edmunds. Whilst every street is unique and the context of the Eastern Gate different, existing precedents are helpful in exploring options and generating ideas for improving the public realm within the study area.

- 4.1.4.** Whilst the proposals shown on the following pages are illustrative and will inevitably require further detailed work, they do however serve to highlight how we can make better use of space, improve the balance between traffic and townscape, and create streets and spaces that are more civilised and inclusive.

Addressing the issue of speed - the creation of a low speed environment

- 4.1.5.** The traditional approach of claiming more land to resolve highway issues is detrimental to placemaking as it erodes character and prioritises road space. Therefore, all of the key projects promoted in this chapter, have taken an alternative approach as a starting point: the principle of creating a low-speed environment. All assume a reduction in the current speed of traffic, as this is considered the most critical measure to restoring the balance between people and vehicles. Reducing speed, coupled with new approaches to street design can improve capacity and efficiencies of routes for all modes.

The key projects

- 4.1.6.** The key projects outlined in this chapter are identified in figure 42 and in summary include:

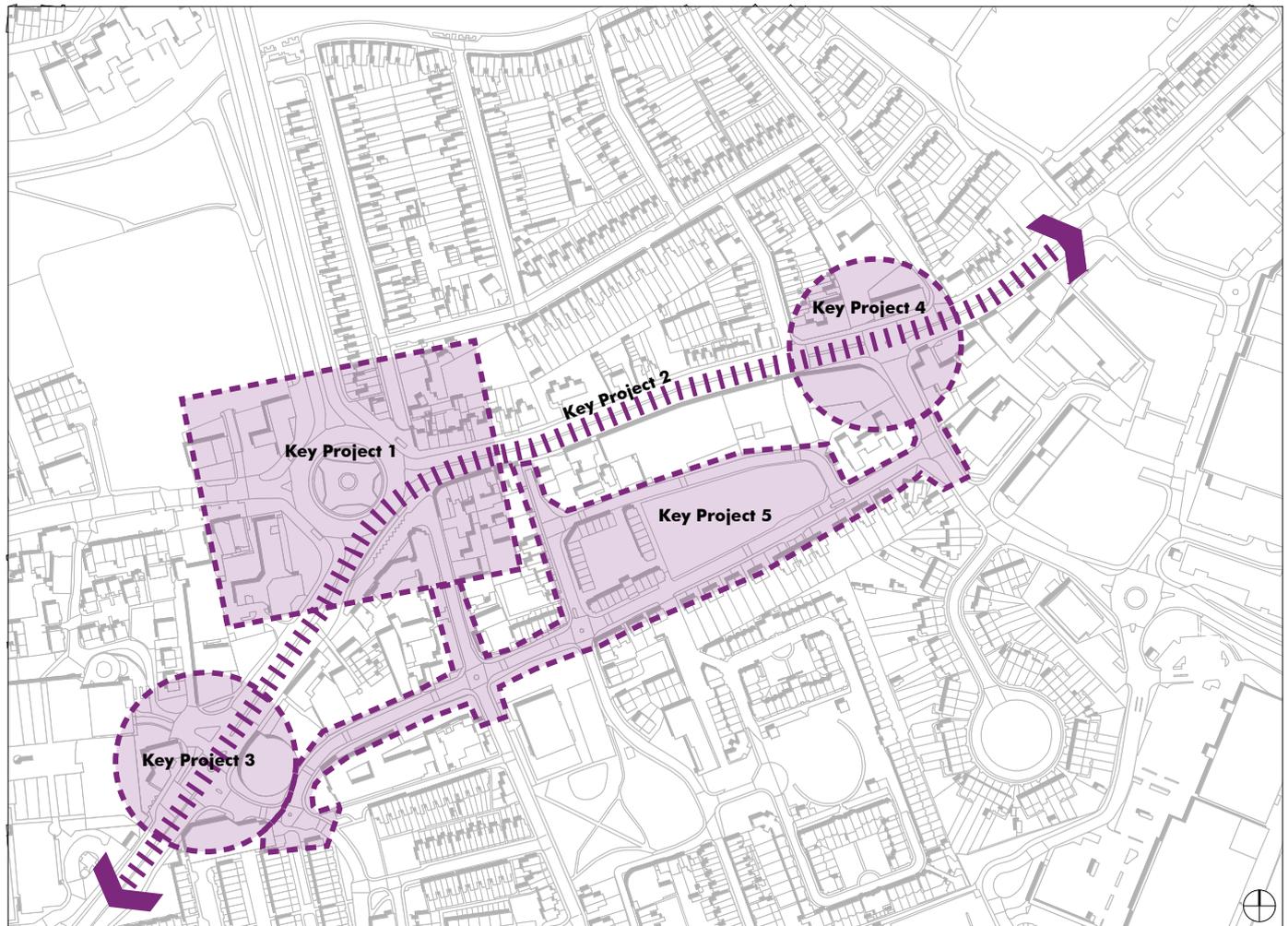


Figure 42: Locations of key projects

- Key Project 1: Remodelling Elizabeth Way Roundabout
- Key Project 2: A comprehensive 'place & movement' based design strategy for the improvement of Newmarket Road and East Road.
- Key Project 3: Remodelling St Matthew's Junction
- Key Project 4: Remodelling Coldham's Lane Junction
- Key Project 5: Improving New Street and Harvest Way

4.2. PROJECT 1 - Remodelling Elizabeth Way Roundabout

4.2.1. Newmarket Road and the Elizabeth Way roundabout form a disappointing gateway into the City. Elizabeth Way roundabout – a legacy of the 1970s - and the application of ‘standard’ highway solutions along Newmarket Road have eroded the qualities of place, and severed neighbouring communities. This is an area of the city where cars dominate. The consequence? A townscape that is fragmented, ill defined, incoherent, and an environment that is extremely hostile for pedestrians and cyclists.

4.2.2. This first key project, aims to rectify this situation. The illustrative proposal shown on figure 44 (page 54) represents an option for remodelling the roundabout, which will best deliver the vision and objectives of the SPD. This key project involves completely filling in the subways, and replacing the roundabout with a signalised junction, to allow convenient pedestrian and cycle movement above ground and ultimately help to overcome the barrier effect of this junction and Newmarket Road. Many major UK cities are now taking this approach - Nottingham provides a useful model for such an approach (refer to figures 45, 46, 47 and 48 on page 55).

Key design criteria

4.2.3. Any proposal for the future remodelling of Elizabeth Way roundabout should pay due regard to the following key design criteria:

- *Emphasise place over vehicle movement* – through the use of tighter geometry and radii, which will not only help to reduce the approach speeds at the junction, but will also help to reclaim large areas of underused space (further detail below).

- *Create a more comfortable and simplified pedestrian experience* – by creating more generous pavements, introducing street trees, removing pedestrian guardrails, and introducing direct and wide crossings as close to the intersections as possible.
- *Promote reduced lane widths* – to shorten crossing distances for pedestrians.
- *Prioritise cyclists at junctions* - replacing the roundabout and including crossing points which respond to key desire lines, will improve the environment for cyclists. The illustrative proposals have been designed to include advance stop lines for cyclists.
- *Reclaim areas of additional public space* – to create a new urban space at the south eastern corner.
- *Create new/ improved potential development sites* – which provides the opportunity to mend the street frontage, repair corners and create a gateway that is clearly defined and enclosed by built form.
- *Re-establish an historic route and restore direct visual links between communities* - by introducing a 5 metre wide, direct pedestrian/cycle crossing between Occupation Road and Abbey Road.
- *Promote the de-cluttering of the urban environment* – Traffic volumes at this junction may make signals unavoidable. However a number of measures can be employed to reduce their visual impact by:
 1. minimising the number of signal heads at the junction;
 2. Integrating signal heads into the design of lighting columns;



Figure 43: Existing arrangement of Elizabeth Way Roundabout

- 3. integrating cycle routes with pedestrian crossing points; and
- 4. avoiding the use of pedestrian guardrails wherever possible.

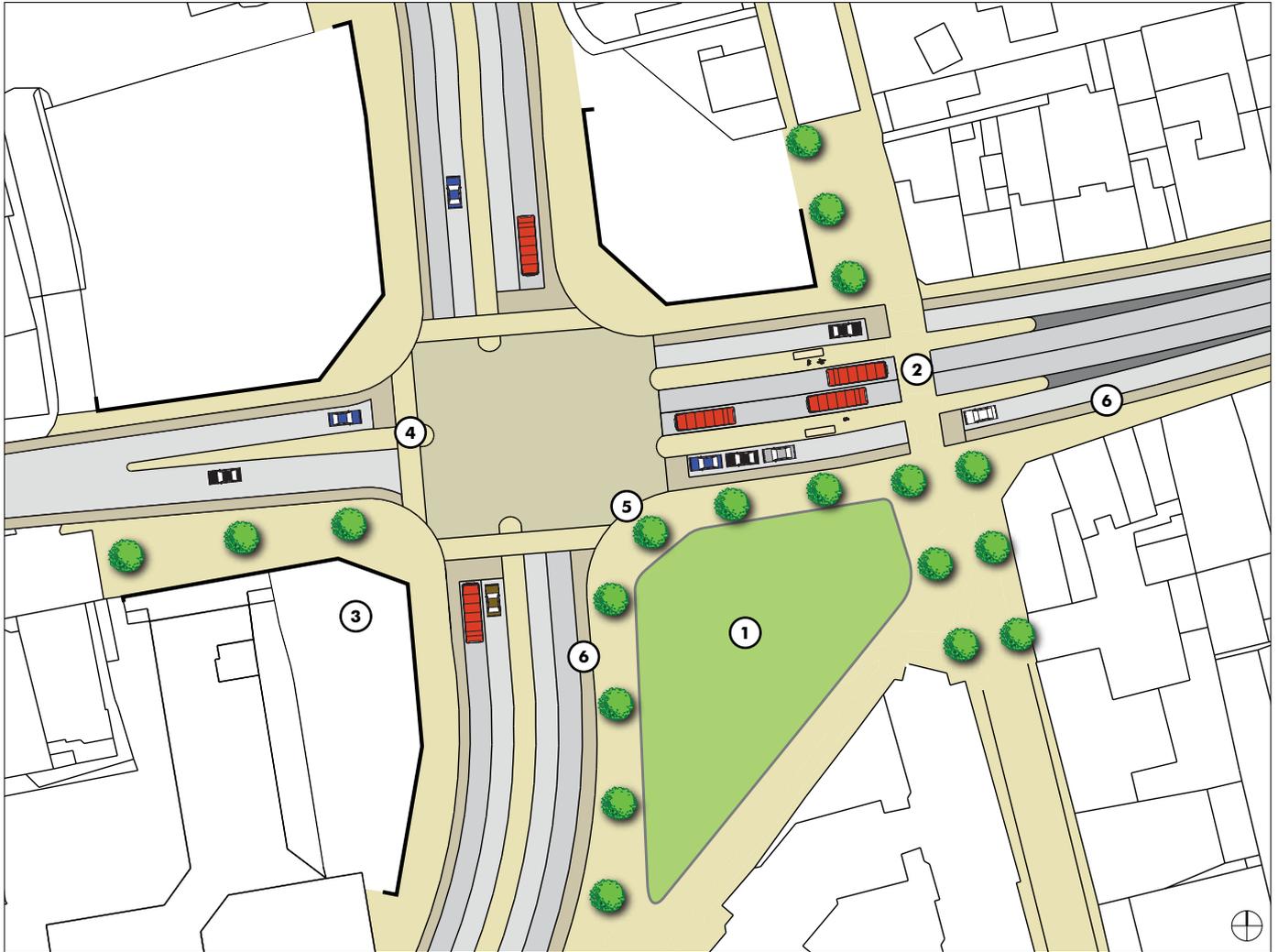


Figure 44: Key Project 1 - Illustrative proposal for the remodelling of Elizabeth Way roundabout

- ① New public open space strengthens gateway into the city, improves the setting of the former Rose & Crown and forms new public space.
 - ② 5m wide direct pedestrian/cycle crossing re-establishes historic link. Trees frame/emphasise visual link.
 - ③ Opportunity for new landmark building to create identity and strengthen gateway into the city. (refer to scale and massing strategy).
 - ④ Wide, direct crossings, located close to intersections, pick up on pedestrian desire lines.
 - ⑤ Explore the removal of existing pedestrian guardrailing as part of a wider design for the whole streetscape and allow informal crossings.
 - ⑥ Continuous cycle lanes along the length of Newmarket Road and East Road (minimum width of 2m, subject to detailed design and taking into account pedestrian and bus users) and 3m wide advance stop lines prioritise cycle movements above that of vehicular traffic.
-  Opportunity for street trees to help humanise and soften the environment.
-  Potential development sites - opportunity to strengthen place through built form (frontage lines are indicative only)

**Where has this been achieved elsewhere? ...
Maid Marion Way, Nottingham**



Figure 45: The roundabout before - completely dominated the environment



Figure 46: Filling in the subways with concrete

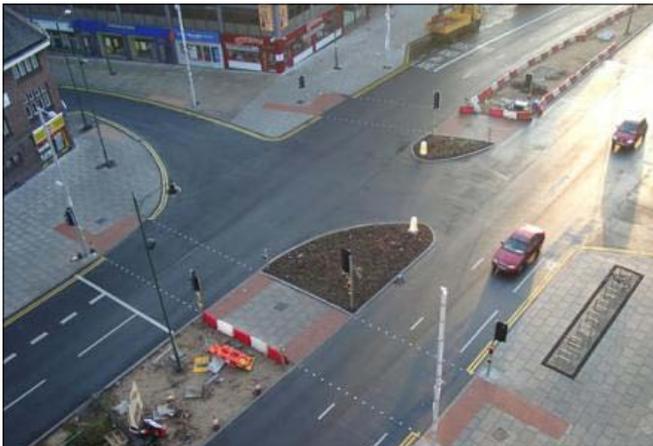


Figure 47: The roundabout after - signalised junctions



Figure 48: Inclusion of wide pedestrian crossings has restored visual and psychological link

**A more radical approach? ...Continental style
'open' junctions**



Figure 49 (above) and 50 (right): Elwick Square, Ashford Ring Road



4.3. PROJECT 2 - Design strategy for the improvement of Newmarket Road & East Road

4.3.1. Key project 2 calls for the development of a comprehensive ‘place and movement’ strategy for the improvement of Newmarket Road and East Road, and outlines the key principles that should guide the development of any such strategy.

The need for a holistic approach

4.3.2. Newmarket Road forms one of the key approaches into the city. Whilst parts of Newmarket Road have great historic interest (such as the Grade 1 listed Leper Chapel and remnants of Barnwell Priory, including the Grade 2 listed church of St Andrew-the-Less), the history is masked behind the heavy traffic, signs, signals and markings. The combination of poor, modern, infill development and the application of ‘standard’ highway solutions has gradually eroded the qualities of the route.

4.3.3. Newmarket Road lacks an overall vision for its improvement. The Eastern Corridor Area Transport Plan (ECATP), identifies new transport infrastructure requirements and is very much ‘movement’ focussed. In contrast, the City Council’s ‘Suburbs and Approaches’ study for Newmarket Road will provide an assessment of ‘local distinctiveness’ and, is very much ‘place’ focussed. A strategy for Newmarket Road, which brings together aspirations for both ‘movement’ and ‘place’ is therefore needed.

4.3.4. Whilst it is not within the scope of this SPD to provide the details of any such strategy, it is necessary however to establish a number of key principles that should be considered in relation to the development of a comprehensive design strategy for the future improvement of Newmarket Road and East Road, and ultimately help

to deliver the vision and objectives of the SPD.

Key design principles

4.3.5. Key principles that should guide the development of a comprehensive design strategy for Newmarket Road and East Road include:

- *Creating a low-speed environment* – this is considered the most critical measure to restoring the balance between people and vehicles. Reduced speed, coupled with fresh approaches to street design, can provide more efficient traffic movement as well as greater safety and accessibility for pedestrians and cyclists. Therefore any design strategy for the improvement of Newmarket Road/East Road should be based upon the premise of a design speed of around 20 mph. This could be reinforced by a formal speed limit, but must be linked to a detailed design which changes the character, width and geometry of the streetscape. Figure 51 provides an illustrative example of how Newmarket Road could be improved. Creating a low speed environment can also reduce the need for complex traffic management arrangements and junction design. Please refer to key project 4, for an example of a more simple, permeable and accessible junction design (refer to figure 58, page 63).
- *Removing and minimising barriers to movement* - the second key principle that should underpin any design strategy for Newmarket Road/East Road, is the creation of a barrier free public realm. A lower speed environment can create opportunities for both formal and informal crossings, helping to break down the barrier effect of Newmarket Road. A strategy should also explore the possibility of removing existing

pedestrian guardrailling, in particular from central median strips and pedestrian crossings, to create an open and accessible central reserve. (For further information, please refer to paragraph 4.3.7). Providing an accessible and open median strip/central reserve can also be used to separate opposing streams of traffic and accommodate street furniture (eg. Kensington High Street) and tree planting, and could contribute to reducing the scale of Newmarket Road.

- **Explore ways of 'greening' the street** – Introducing street trees along Newmarket Road and East Road is a key aspiration of this SPD. Therefore any design strategy will need to explore ways of introducing tree planting and other enhancements to the public realm along these key routes. The location and species of tree will need careful consideration in relation to buildings, drainage and services.
- **Collaborative working** – Re-establishing a sense of place and arrival along this key route into the city and breaking down the barrier effect of Newmarket Road requires a willingness from all stakeholders to explore options which break the conventional approaches. Collaborative working between all the professional disciplines associated with highway engineering and urban design is essential in order to combine good placemaking principles and the desire to keep standard measures associated with the highway to a minimum.

An indicative proposal

4.3.6. Based on the above key principles, figure 51 on the following page provides an illustrative example of how Newmarket Road could be radically reconfigured to achieve the vision and objective

of this SPD. The illustration serves to demonstrate the benefits and design opportunities that arise from creating a lower speed context for traffic movements.

Pedestrian guardrailling

- 4.3.7.** Pedestrian guardrailling is a very intrusive element. It restricts pedestrian movement, often forcing people to walk further away from their desire lines; can reduce the amount of useable footway; degrades the quality of the public realm; and there is also *"evidence that it can increase traffic speeds and present an increased risk to cyclists, who can be crushed against vehicles"* (Manual for Streets 2, para 12.4.2, page 87).
- 4.3.8.** In the case of Elizabeth Way roundabout, Newmarket Road and East Road, despite guardrailling there is a great deal of non-compliance by pedestrians (and cyclists) who still choose to take the shortest path, putting themselves at greater risk. The genuine effectiveness of this guardrailling is therefore questionable.
- 4.3.9.** This SPD identifies potential areas of existing guardrailling that could be removed (refer to Chapter 3 - Strategies for Change). However, it must be noted that this document is not advocating that this is undertaken in isolation - the removal of existing guardrailling should only be considered when part of a wider design for the whole streetscape to better incorporate pedestrian and cycle desire lines. Furthermore Manual for Streets 2 (MfS2): Wider application of the principles, provides evidence based best practice guidance regarding the use, effectiveness and removal of existing guardrailling. Section 12.4 in particular outlines a process that authorities should follow when considering the removal of existing guardrailling. Due regard should therefore be given to the best practice guidance as set out in MfS2.

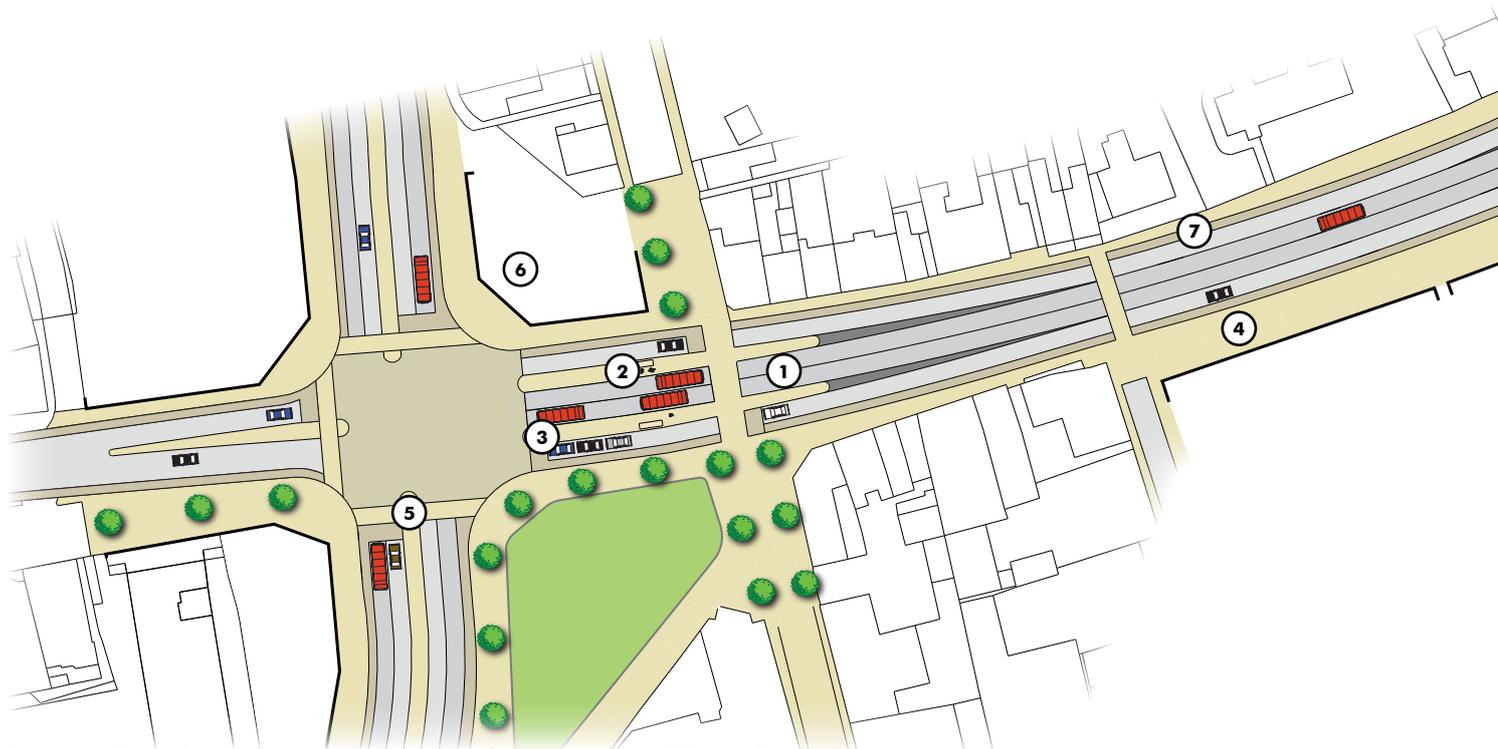


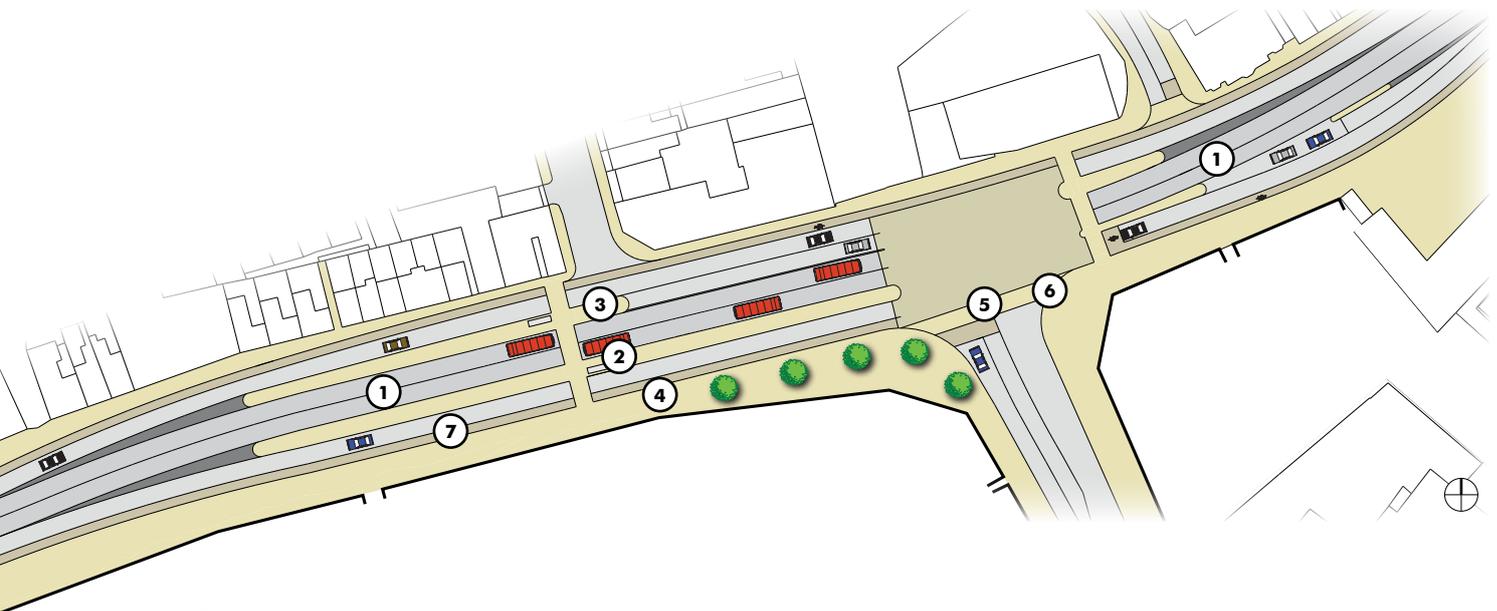
Figure 51: Key Project 2 - Illustrative proposal for the improvement of Newmarket Road



Figure 52: Wide, direct, pedestrian crossings redesigned to respond to key desire lines and located close to the junction - note the absence of pedestrian guardrails (Maid Marion Way, Nottingham)



Figure 53: Crossings have been redesigned with the removal of guardrails (Kensington High Street, London)



- ① Central bus lanes along the length of Newmarket Road improve bus priority in and out of the city centre and remove the occurrence of fragmented bus lanes at the River Lane and Godesdone Road junctions.
 - ② Bus shelters have been relocated within the centre of Newmarket Road within 3m wide islands and are accessed directly from crossings located close to the Elizabeth Way and Coldham’s Lane junctions. Each bus stop can accommodate 3 buses during peak periods where several buses may need to stop at the same location. The central bus lane removes issues of buses blocking cycle lanes.
 - ③ Wide central islands (2-3m) close to Elizabeth Way and Coldhams Lane junction separate bus and vehicle movements and provide opportunities for informal crossings.
 - ④ More generous pavement widths (minimum 1.8m wide) provide a more comfortable environment for pedestrians and could accommodate tree planting where space allows.
 - ⑤ Direct pedestrian crossings located close to junctions respond to key desire lines and simplify the pedestrian experience.
 - ⑥ Tighter geometry and radii at junctions encourage lower approach speeds.
 - ⑦ Continuous cycle lanes along the length of Newmarket Road (minimum width of 2m, subject to detailed design and taking into account pedestrian and bus users) and 3m wide advance stop lines prioritise cycle movements above that of vehicular traffic.
- ◀ Potential development sites - opportunity to strengthen place through built form (frontage lines are indicative only).
- 🌳 Opportunity for street trees to help green the street environment (location indicative).

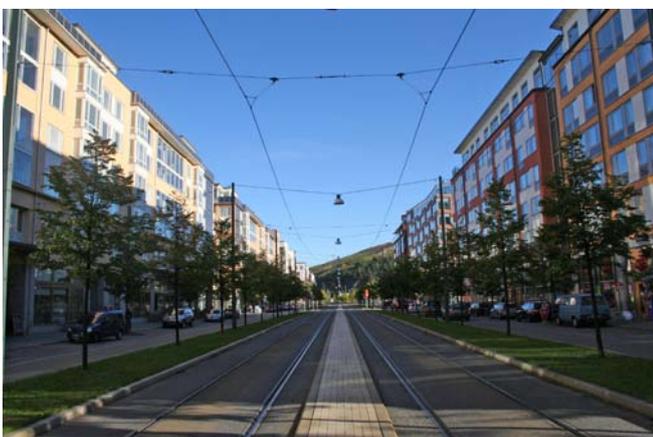


Figure 54: Central tramlines prioritise public transport movement. Median strips accommodate trees and allow for informal pedestrian crossings (Hammarby Sjöstad, Stockholm, Sweden)

4.4. PROJECTS 3 & 4 Remodelling Traffic Dominated Junctions

4.4.1. Two traffic dominated junctions sit at either end of the study area; one at the corner of the Crown Court and the other at the corner of Newmarket Road/Coldham's Lane. The latter junction in particular, was highlighted by the majority of local residents at the public meeting (November 2009) as being particularly hostile for pedestrians and cyclists.

4.4.2. Projects 3 and 4 on the following pages provide illustrative proposals for remodelling these two junctions. Both key projects aim to simplify and rationalise the layouts of the two junctions so that the environment for pedestrians and cyclists is improved.

4.4.3. Whilst illustrations featured on the following pages are indicative, a number of key design criteria is set out to guide any future proposals which may come forward for the remodelling of these junctions.

Project 3 - Key design criteria

4.4.4. Any proposal for the future remodelling of St Matthew's Street junction should pay due regard to the following key design criteria:

- *Emphasise place over movement* - through the use of tighter geometry and radii, which will not only help to reduce the approach speeds at the junction, but will also help to increase the areas of public realm.
- *Create a more comfortable and simplified pedestrian experience* - by

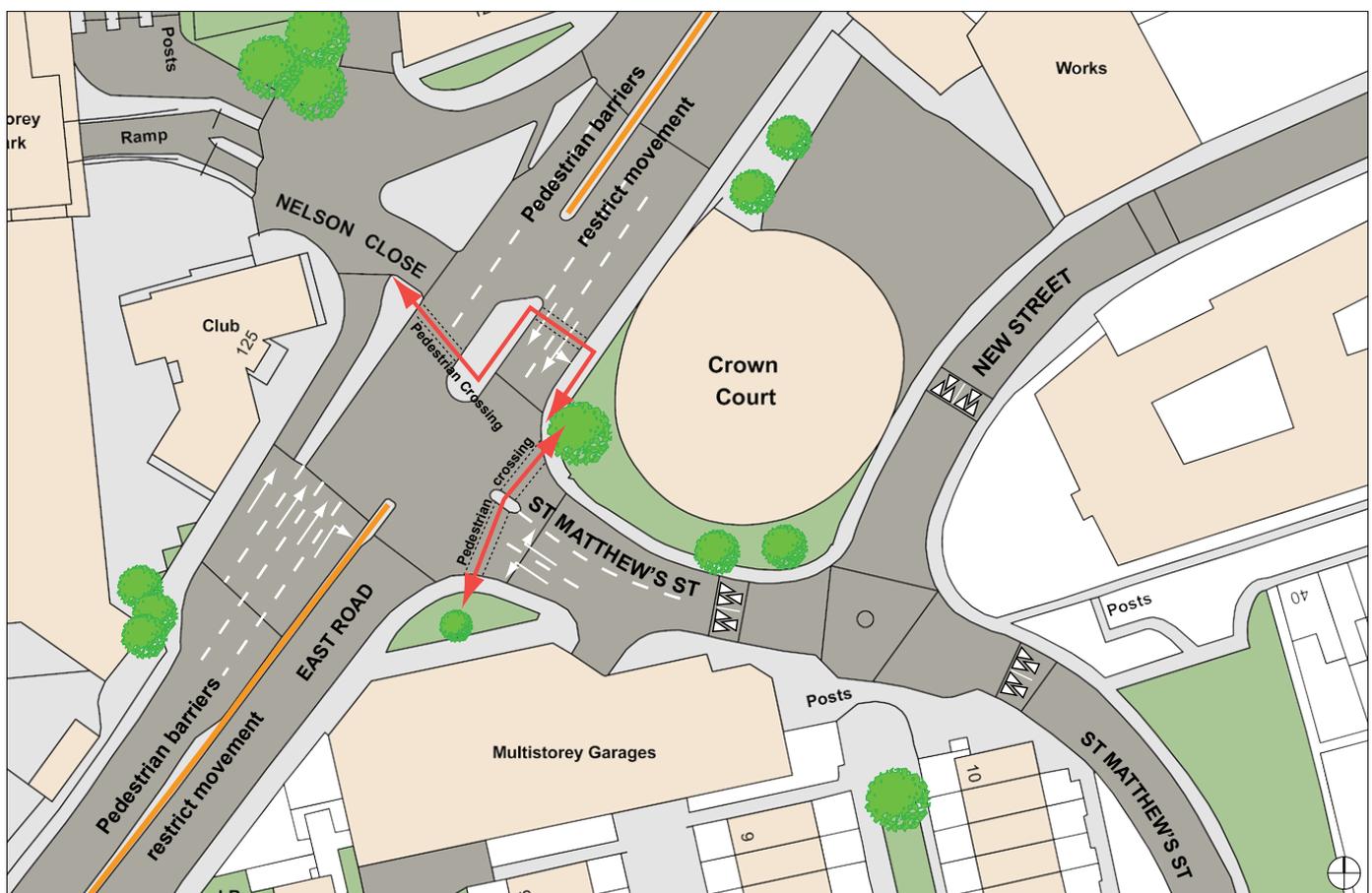


Figure 55: Existing arrangement of St Matthew's Street Junction



Figure 56: Key Project 3 - Illustrative proposal for the remodelling of St Matthew's Street Junction

creating more generous pavements, introducing street trees, removing pedestrian guardrails, and introducing direct and wide crossings as close to the intersections as possible.

- *Help to prioritise cyclists* - by including advanced stop lines, introducing crossing points which respond to key desire lines and creating 2m cycle lanes (minimum) where possible along East Road (subject to detailed design and taking into account pedestrian and bus users).

 Opportunity for street trees to help green the street environment.

- ① Central islands (2m) separate the direction of vehicle movements.
- ② Bus Lanes along the length of East Road improve bus priority in and out of the city centre.
- ③ Continuous cycle lanes along the length of East Road (minimum width of 2m, subject to detailed design and taking into account pedestrian and bus users) and 3m wide advanced stop lines, prioritise cycle movements above that of vehicular traffic.
- ④ Direct pedestrian crossings close to junctions respond to key desire lines and simplifies the pedestrian experience.

Project 4- Key design criteria

4.4.5. Any proposal for the future remodelling of Coldham's Lane junction should pay due regard to the following key design criteria:

- *Emphasise place over movement* - through the use of tighter geometry and radii (10m tracking radius shown), which will not only to help to reduce the approach speeds at the junction, but will also help to increase the areas of public realm.
- *Create a more comfortable and simplified pedestrian experience* - by creating more generous pavements, introducing street trees, removing

pedestrian guardrails, and introducing direct and wide crossings as close to the intersection as possible.

- *Help to prioritise cyclists* - by including advanced stop lines, introducing crossing points which respond to key desire lines and creating 2m cycle lanes (minimum) where possible along Newmarket Road, subject to detailed design and taking into account pedestrian and bus users.

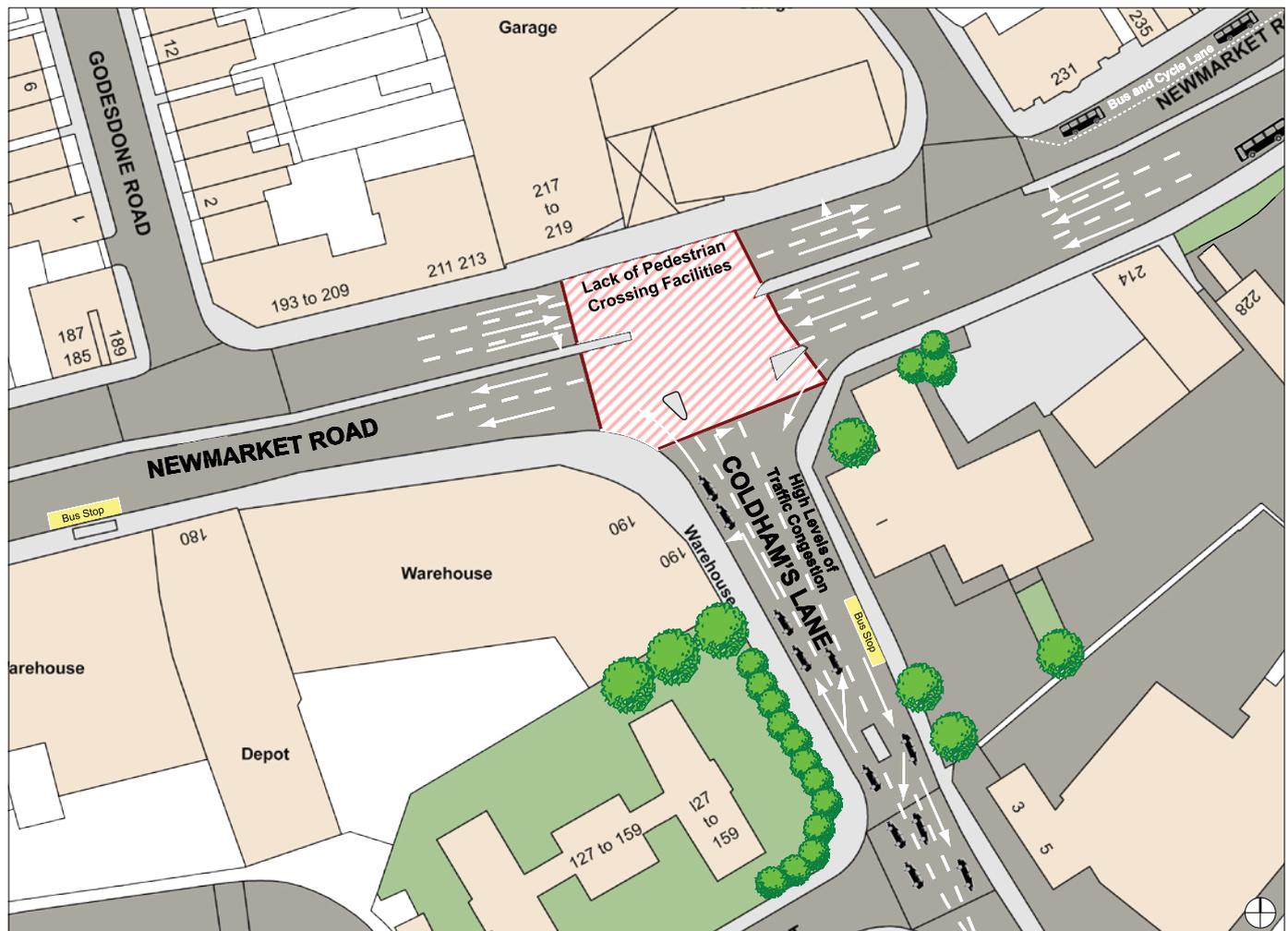


Figure 57: Existing arrangement at Coldham's Lane/Newmarket Road junction

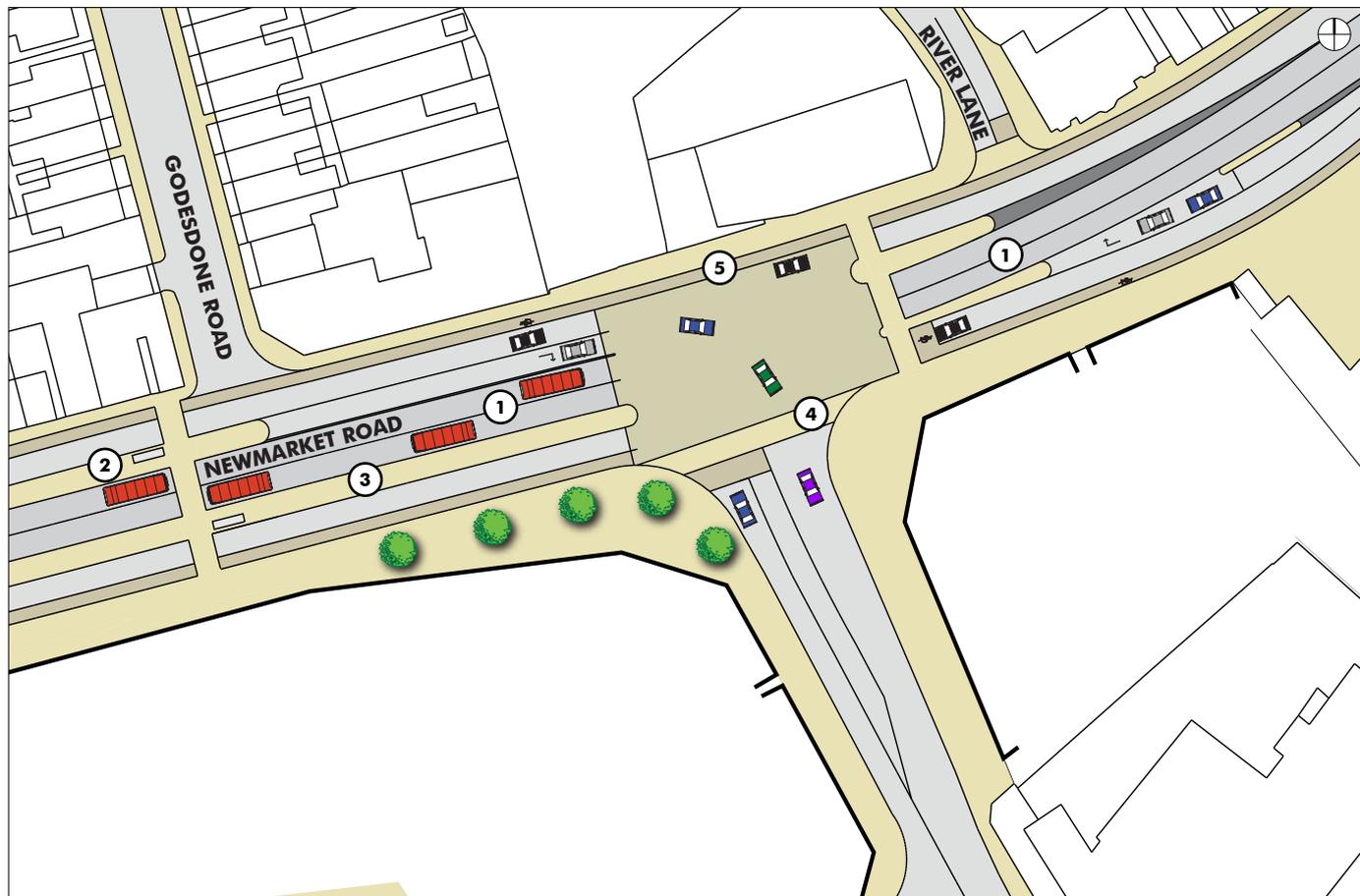


Figure 58: Key project 4 - Illustrative proposal for the remodelling of Coldham's Lane Junction

-  Potential development sites provide an opportunity to strengthen place through built form (frontage lines are indicative only).
-  Opportunity for street trees to help green and the street environment (location indicative).
-  Central bus lanes along the length of Newmarket Road improve bus priority in and out of the city centre and remove the occurrence of fragmented bus lanes at the River Lane and Godesdone Road junctions.
-  Bus shelters have been relocated within the centre of Newmarket Road within 3m wide islands and are accessed directly from crossings located close to Coldham's Lane junction. Each bus stop can accommodate 3 buses during peak periods where several buses may need to stop at the same location.
-  Wide central islands (2-3m) close to the Coldham's Lane junction separate bus and vehicle movements and provide opportunities for informal crossings.
-  Direct pedestrian crossings located close to junctions respond to key desire lines and simplifies the pedestrian experience.
-  Continuous cycle lanes along the length of Newmarket Road (minimum width of 2m, subject to detailed design and taking into account pedestrian and bus users) and 3m wide advance stop lines prioritise cycle movements above that of vehicular traffic.

4.5. PROJECT 5 - New Street and Harvest Way

- 4.5.1.** For many residents living south of Newmarket Road, the streets of New Street and Harvest Way operate as their front door or gateway into their community. Various conventional traffic highway measures introduced in the past, such as speed bumps and one way traffic management, have had limited success. The environment is cluttered with signage and dominated by cars, the street surface defaced by conventional highway markings, and the speed bumps achieve little other than present a challenge for drivers to speed between.
- 4.5.2.** Project 5 aims to improve the gateways into the neighbourhood south of Newmarket Road and ultimately offer a fresh approach to creating civilised and inclusive streets.
- 4.5.3.** The principles underpinning the recommendations on the adjacent plan are discussed below, and whilst this plan is indicative, it is expected that any future proposal for the redesign of New Street and Harvest Way should pay due regard to the key design principles outlined below.

Emphasising and improving gateways

- 4.5.4.** A combination of design elements are proposed at either end of New Street to emphasise the transition from the higher speed contexts of East Road and Newmarket Road into the slower speed, more residential context of Petersfield. These include:
- Employing a consistent material across the junction.
 - Introducing street trees and/or shrub planting at the entry points to emphasise a change in scale.

- Reinforcing the transition point through reducing the visual widths of the street and employing a change in colour and texture of the paving material.
- An absence of road markings, including centre lines.

Placemaking at junctions

- 4.5.5.** Circular designs are suggested at intersections to help create a sequence of distinct spaces along New Street, which emphasise and celebrate key routes and spaces, such as the allotments. Where space permits, trees could be used to frame and strengthen the space or even act as a focalpoint. A consistent material across the entire space is proposed and stone setts could be used to emphasise the circular design. It is essential that highway markings, that give priority to one line of movement, are avoided. Placemaking at intersections will break down the linearity and dominance of the highway, raise drivers awareness of their context and encourage lower speeds.

Designing for speeds less 20mph - reducing the carriageway

- 4.5.6.** The street should be designed so as to achieve a target speed of below 20mph. Fundamental to this is reducing the actual width of the carriageway (kerb to kerb). A width of less than 5.5m is suggested, which allows for pavement widths to be increased. However achieving lower speeds also requires a reduction in the visual width of the carriageway. The use of a double kerb detail (refer to figures 69 and 70) and the inclusion of street trees can further narrow the perceived width of the carriageway.

Reintroducing two way traffic flows

- 4.5.7.** One way streets do not help to create legible environments. Therefore the two way traffic flow along New Street and Harvest way should be reinstated. Simplifying movement could reduce the

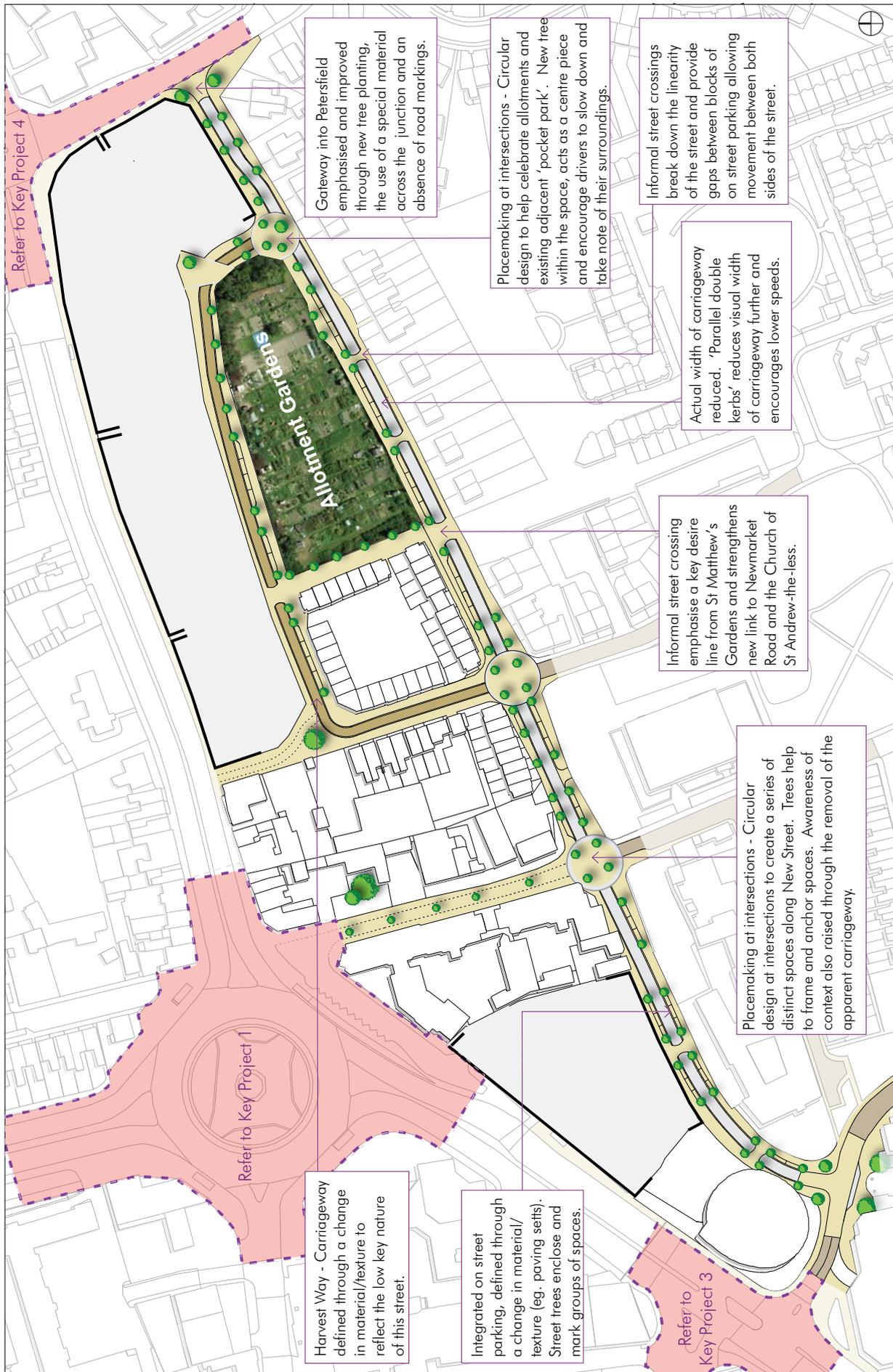


Figure 59: Key Project 5 - Illustrative proposal for the remodelling of New Street and Harvest Way

need for signage, intrusive road markings and street clutter.

Informal street crossings

4.5.8. These areas of paving (refer to figure 59) are designed to encourage informal street crossing, help break down the linearity of the street and emphasise key routes, desire lines and other important contextual features.

Low kerbs

4.5.9. The use of low kerbs (typically between 25-50mm) are suggested as they provide tactile guidance, can be easier for people with limited mobility, and can reduce the need for frequent changes in height.

A simple and robust palette of materials

4.5.10. The colour and texture of street surfacing can play a significant role in changing peoples perception of a place. A combination of no (or very minimal) road markings and simple, robust materials are suggested to change the image and perception of the street and contribute to creating lower speeds.

4.5.11. On New Street itself, a combination of well laid asphalt, with block sets to define circular designs and informal crossings could be used, which would serve to break down the linearity of the highway. Parallel double kerbs are an effective way of visually narrowing the carriageway.

On street parking as an integral component of the streetscape

4.5.12. It is envisaged that on street parking is defined through a change in material/ texture from the carriageway so spaces 'read' as part of the public realm. Street trees are proposed to enclose and mark spaces as well as help prevent parking up on the footway. Refer to figure 64 for on street parking dimensions.

Humanise, rationalise and simplify the street furniture

4.5.13. Rationalising and simplifying street furniture is key to creating civilised and inclusive streets. Therefore integrating street furniture that is capable of incorporating other signs is encouraged. (Refer to figure 68) The location of street furniture can also discourage pavement parking. Lower street lighting, which is more 'human' scale than 'HGV' scale can make the environment feel more comfortable.



Figure 60: The existing situation... Vehicles and 'conventional' highway measures dominate and detract from the townscape. (View looking east along New Street towards Abbey Street/Abbey Walk junction)



Figure 61: The existing situation... Uninterrupted views, wide carriageway widths and narrow footways, reinforce vehicle dominance. (View looking west along New Street towards Harvest Way junction)

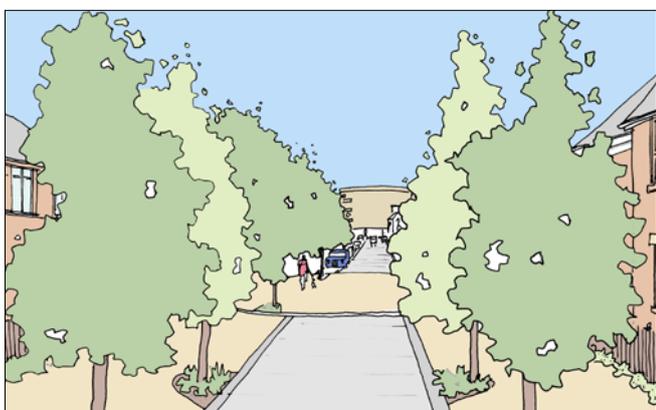


Figure 62: A possible solution? Streets are places too! - Reduced carriageway widths allows for wider footways; trees soften and humanise the street; and the absence of road markings help to emphasise place and people over vehicle movements. (Artist's impression of Project 5: proposed improvements along New Street/Harvest Way looking west)



Figure 63: A possible solution? Placemaking at intersections - circular design at junction with Harvest Way celebrates the allotments and existing 'pocket park'. Trees located within the 'apparent' highway frame the space and encourage drivers to slow down. (Artist's impression of Project 5: proposed improvements along New Street/Harvest Way looking west)

On Street Parking Arrangement

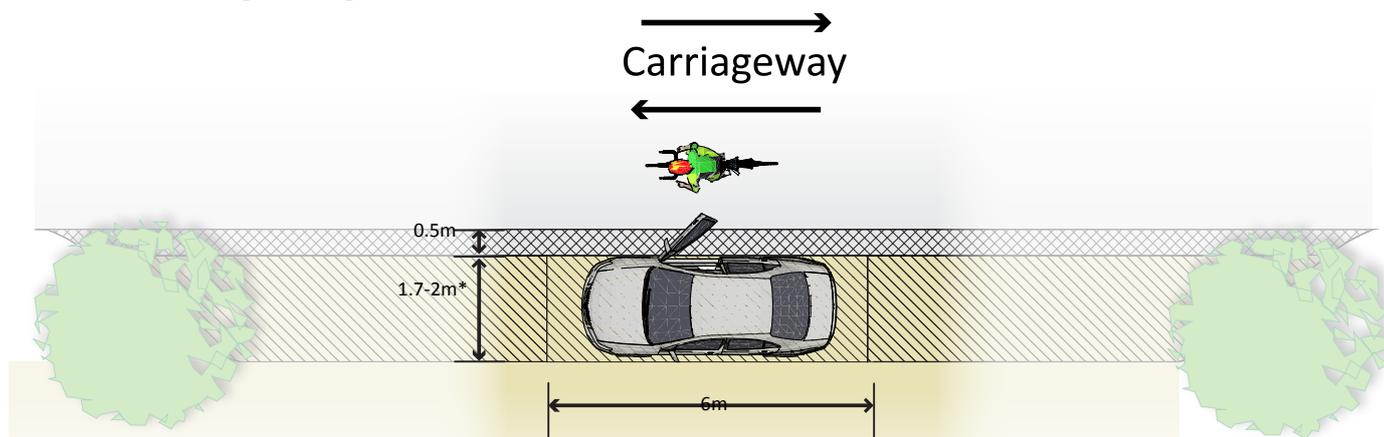


Figure 64: Illustrative proposal for the arrangement of Street Parking

- Vehicle parking area.
- Additional 0.5m buffer strip to allow car door to open without obstructing cyclists using the carriageway.

*1.7 -2m wide parking bay if located against kerb. 2.8m width required where parking bay is located against a wall in order to allow additional turning space for vehicles.



Figure 65



Figure 66



Figure 67



Figure 68



Figure 69

Key to examples (from far left):

Figure 65: Informal pedestrian crossings (Shrewsbury High Street, Shropshire).

Figure 66: Shared surface street with integrated on-street car parking (Waterstone Park, Greenhithe, Kent).

Figure 67: Tree located within the street interrupts (but does not block) forward visibility, encouraging drivers to slow down (Park Central Zone 1, Birmingham)

Figure 68: Lower signs help reduce street clutter (Ashford, Kent).

Figure 69 and 70: Parallel double kerbs visually narrow the carriageway (Ashford, Kent).

Figure 71: Placemaking at intersections to promote lower speeds - note the simplified streetscape and absence of road markings (Newhall, Harlow).

Figure 72: On-street car parking defined through a change in material and texture (Kings Parade, Cambridge).



Figure 70



Figure 71



Figure 72

4.6. Implementation and delivery of key projects

Introduction

- 4.6.1.** The process of regenerating the public realm within the Eastern Gate area will be a long term, challenging task. Many key projects identified within this draft SPD are complex. All will require multiple funding streams, many will depend upon the coordination between key stakeholders and delivery is likely to occur over time on a phased basis. Furthermore, existing funding mechanisms are unlikely to generate the full level of investment required. However, emerging new policies from Central Government may provide opportunities for investment and it is therefore important that a 'Vision' is in place to help attract and guide any such investment within the area, when resources and opportunities become available.
- 4.6.2.** This section sets out an initial strategy for the implementation of the key projects identified within this chapter. Firstly, it identifies the priorities for implementation, and secondly it considers the existing and future potential mechanisms for delivery. This section also stresses the need for a partnership approach to the implementation of these projects and the need for a willingness from all stakeholders to explore less conventional approaches to the design of the highway.
- 4.6.3.** It is important to note that it is not the purpose of this section, nor is it within the scope of this document, to provide a detailed costing of each individual key project. Rather, the approach is to set out a priority plan for funding and a flexible strategy that could be used to structure discussions with private landowners/ developers, regional agencies and the Government. Ultimately, the primary purpose of this SPD is to ensure coherence of design and quality, despite the diverse methods of delivery.

What are the priorities for implementation?

- 4.6.4.** The key projects identified earlier within this chapter develop some of the aspirations outlined within the strategies for change into a series of key public realm and infrastructure projects that are considered fundamental to achieving the overall vision for the area. Given the uncertainties regarding future Government funding in general, coupled with the fact that many projects are likely to come forward on a phased basis, it is considered useful to begin to identify the priorities for the delivery.
- 4.6.5.** The adjacent table sets out an initial assessment of priorities for implementation by assessing the significance of each project in terms of achieving the objectives of the SPD. It also includes an assessment of the complexity of the project in terms of key stakeholder involvement and interdependency with other projects. Priorities for each of the projects are identified in terms of short (0-5 years), medium (5-10 years) and long term (10 years +) timescales.

Cambridge Area Transport Strategy (CATS)

- 4.6.6.** It must be recognised that there are wider issues about the highway network that need to be considered before any potential major infrastructure improvements could be brought forward within the Eastern Gate area. The transport system in Cambridge is under pressure as a result of the level of development in the city, demand for access to the city centre and physical factors such as the limited capacity for the city to handle all modes of travel at once. Traffic flows on key arterial routes are high and many routes experience severe congestion problems, which hampers public transport efficiencies and creates hostile environments for pedestrians and cyclists. This SPD alone cannot be expected to resolve these wider issues, but instead can help to promote specific

Key Project		Significance of project	Interdependency with other key projects?	Stakeholders / Partners	Timescale priority	Rationale
PROJECT 1	Remodelling Elizabeth Way roundabout	High	Yes – key project 2. Cambridge Area Transport Strategy.	County Highway authority, private landowners/ developers, local businesses, community.	Short - Medium	<ul style="list-style-type: none"> ▪ Critical to achieving the vision and objectives of the SPD. ▪ Complex and dependent upon multiple stakeholders and funding streams. ▪ Short -medium priority rating recognises the complexities and potential cost of this major infrastructure project.
PROJECT 2	A comprehensive ‘Place & Movement’ based design strategy for the improvement of Newmarket Road & East Road.	High	Yes – key project 1, 2 & 3. Cambridge Area Transport Strategy.	Highway authority, local businesses, community.	Short term	<ul style="list-style-type: none"> ▪ This project will provide an overall plan for improvements along Newmarket Road & East Road. It is therefore crucial that this comes forward in the short term in order: <ol style="list-style-type: none"> a) to avoid costly, piecemeal upgrades to existing infrastructure. b) to ensure projects 1, 3 & 4 meet the aspirations of the SPD. c) Help secure monies with evidence base.
PROJECT 3	Remodelling St Matthews Street Junction	Medium	Yes – projects 1 & 2. Cambridge Area Transport Strategy.	Highway authority, private landowners /developers.	Medium – long term	
PROJECT 4	Remodelling Coldham’s Lane Junction	Medium	Yes – projects 1, 2. Cambridge Area Transport Strategy.	Highway authority, private landowners / developers.	Medium – long term	
PROJECT 5	Improving New Street and Harvest Way	Medium / high	No	County Highway Authority, landowners developers/ community.	Short – Medium	<ul style="list-style-type: none"> ▪ Discrete project that does not rely on the upgrading of the wider highway network. ▪ Subject to funding, this project could come forward in the short term. There is an opportunity for this scheme to act as a ‘pilot project’ to demonstrate the benefits of fresh approaches to street design.

projects and solutions by promoting an urban design-led approach to resolving some of the conflicts at key junctions.

4.6.7. The Joint Transport Forum (which has representatives from Cambridge City, South Cambridgeshire District and Cambridgeshire County Councils) is currently overseeing the preparation of a transport strategy for Cambridge known as CATS or Cambridge Area Transport Strategy. A number of workshops have already taken place with the aim of identifying and delivering schemes that can be implemented as part of both the LTP3 process (Local Transport Plan) and through other transport initiatives. It is envisaged that the Eastern Gate Development Framework SPD will feed into this work.

Mechanisms for delivery

4.6.8. Many of the key projects identified within this chapter are complex, major infrastructure projects which are likely to require multiple funding streams. The following section identifies some of the delivery mechanisms that exist at present and begins to explore possible opportunities for future sources of funding which could be utilised to implement the key projects identified within this chapter. The summary below is neither exhaustive nor intended to be prescriptive for any particular key project.

4.6.9. Existing mechanisms:

- *Planning Obligation Contributions* – a potential source of funding is through financial contributions arising from new developments, which could be secured through the use of Section 106 Agreements (Town and County Planning Act 1990). The possibility of pooling contributions should be explored to ensure efficient, area wide application and benefit. The Community Infrastructure Levy Regulations 2010 introduced a number of reforms

to scale back the use of planning obligations. All planning obligations for development capable of being charged the levy must meet the three statutory tests. Regulation 122 (2) states that a planning obligation may only constitute a reason for granting planning permission for the development if the obligation is –

- (a) necessary to make the development acceptable in planning terms;
- (b) directly related to the development, and
- (c) fairly and reasonably related in scale and kind to the development.

- *Private funding* – on roads under the control of the Local Highway Authority (LHA), it is possible that highway improvement works can be undertaken through a Section 278 Agreement between the LHA and the developer, if the works in question relate directly to the development in question.
- *Eastern Corridor Area Transport Plan (ECATP)* – the ECATP sets out in detail the mechanism by which contributions will be sought from new developments toward the provision of new transport infrastructure to help mitigate the impact of new development. Subject to further review with key technical stakeholders, Key Projects 1, 3, 4 and 5 suggested within this chapter could be identified within the revised Area Corridor Transport Plan and/or current funding could be directed towards these.
- *Local Transport Plan 3 (Public funding)* – The 3rd Cambridgeshire Local Transport Plan (LTP3) will be adopted by the County Council in April 2011. LTP3 sets out how the County Council will spend Government capital funding allocated to Cambridgeshire

for transport. For large projects or packages (above £5M), major schemes bids can be developed under the LTP process, although all available funding for such schemes nationally in the period to 2014/15 has already been allocated.

4.6.10. Future mechanisms:

- **Tax Increment Finance (TIF)** – Tax Increment Financing offers the potential to fund public infrastructure projects through prudential borrowing. Loans secured through such borrowing are expected to be repaid from increases in property rates collected in a given area, with such increases primarily due to overall renewal and improvement in such areas. The Eastern Gate could be a candidate for such financing.
- **Local Enterprise Partnerships (LEP)** – Cambridge City Council is a participant in a successful LEP bid centred on Cambridge and Peterborough. Depending on the authority of LEPs finally agreed by Government, the LEP could act as a vehicle to channel any infrastructure funding to projects like those identified in this SPD.
- **Community Infrastructure Levy (CIL)** – On 6th April 2010, the Community Infrastructure Regulations 2010 came into force. The regulations allow local authorities to raise funds from developers undertaking new building projects in their area. The monies collected can be used to fund a wide range of infrastructure required as a result of development, including transport schemes. The levy process is set up on a local basis with a charging schedule consulted on with local communities and developers and agreed by an external examiner. This provides developers with greater certainty of costs and will hopefully

allow development to take place more swiftly. However, it should be noted that a local authority cannot adopt a CIL-type charging schedule unless they have an adopted core strategy in place. The Coalition Government has recently set out its intentions to reform the CIL to ensure that neighbourhoods receive a proportion of the monies collected to spend on smaller local projects. Whilst the City Council has not made a formal decision on CIL, it is anticipated that a CIL charging schedule will be produced in tandem with a Local Plan Review for the City, with an expected completion date of late 2013/early 2014.

The need for collaborative working

- 4.6.11.** The successful implementation of the key projects identified within this SPD will require a partnership approach between the Local Highway Authority, Cambridge City Council, landowners/developers, the local community and other key stakeholders.
- 4.6.12.** Re-establishing a sense of place and arrival along the key routes that run through the Eastern Gate area and breaking down the barrier effect of Newmarket Road requires a willingness from all stakeholders to explore options which break the conventional approaches to highway design, and a willingness to invest in the development and testing of fresh approaches. Collaborative working between all the professional disciplines associated with highway engineering and urban design is essential in order to combine good placemaking and the desire to keep standard measures associated with the highway to a minimum.
- 4.6.13.** The following actions are suggested to kick start the process of realising these projects:

- Agree highest priority key projects

between City and County Councils;

- Develop project plan(s) which includes scope, schedule and budget; and
- Seek agreement on project plan from relevant member committees and/or forums, including public and landowner consultation steps.

5. Planning Requirements

5

5. Planning Requirements

5.0.1. This SPD has been prepared in sufficient detail to allow full and detailed planning applications to come forward on individual sites within the Eastern Gate area.

5.0.2. Any planning application should include the following supporting evidence, where relevant, in accordance with national and regional planning policy and Cambridge's adopted planning policy framework. The list below is not exhaustive as additional requirements may arise as a result of specific site conditions. Furthermore, in order to ensure that the level of detailed assessment is relevant to the particular planning application, applicants should enter into pre-application discussions with the Local Planning Authority and should refer to any current documentation on local requirements adopted by Cambridge City Council.

- Affordable Housing Statement
- Air Quality Assessment
- Community Facilities Statement
- Design and Access Statement
- Disability Access Statement (where a design and access statement is not required)
- Economic and Business Development Statement
- Environmental Statement
- Flood Risk Assessment
- Foul Sewage and Utilities Assessment
- Heritage Statement including Archaeological Assessment
- Land Contamination Assessment
- Landscape Strategy
- Lighting Assessment
- Noise Impact Assessment
- Open Space Assessment
- Phasing/implementation/construction statement
- Planning Obligations Statement including Draft Head(s) of Terms
- Planning Statement
- Public Art Statement/indicative Strategy
- Residential Development Statement
- Sustainability Statement
- Sustainable Drainage Strategy and Maintenance Plan
- Transport Assessment
- Travel Plan
- Tree Survey/Arboricultural Survey
- Ventilation/ Extraction Statement

Appendices

Appendix A: Air Quality Management Area

The primary local impacts on air quality in Cambridge are from road transport and domestic, commercial and industrial heating sources, as such an Air Quality Management Area (AQMA) was designated in the centre of the city in August 2004, of which the proposed Eastern Gate study area falls within (refer to figure 74)

Cambridge City Council have produced guidance to assist developers meet their air quality requirements as set out in the Sustainable Design and Construction SPD document, published in 2007.

The "Air Quality in Cambridge - Developers Guide" booklet has been designed to provide information on the way in which air quality and air pollution issues will be dealt with through the development management process.

It provides detailed step-by-step guidance so that developers and their agents or consultants can prepare all the necessary documentation prior to submitting a formal application, thus preventing delays and saving time.

Dealing with air quality through the development management process is just one of the ways the City Council are aiming to improve air quality in Cambridge.

Further information about air pollution in Cambridge, in addition to the Sustainable Design and Construction SPD and the Air Quality in Cambridge booklet, can be downloaded from www.cambridge.gov.uk.

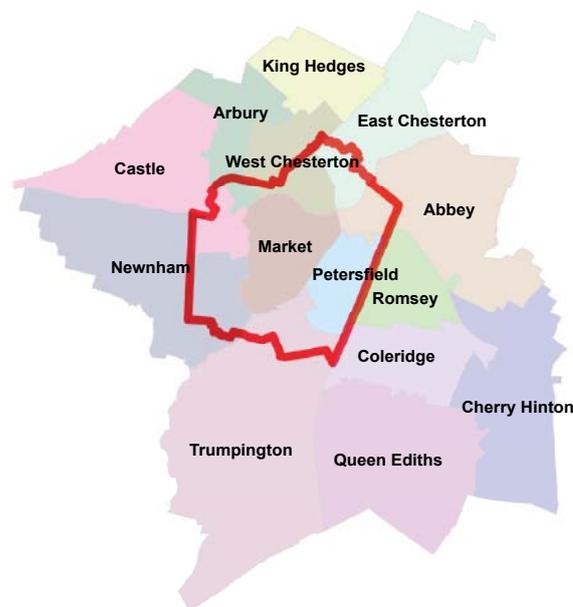


Figure 73: Cambridge City Council Air Quality Management Area

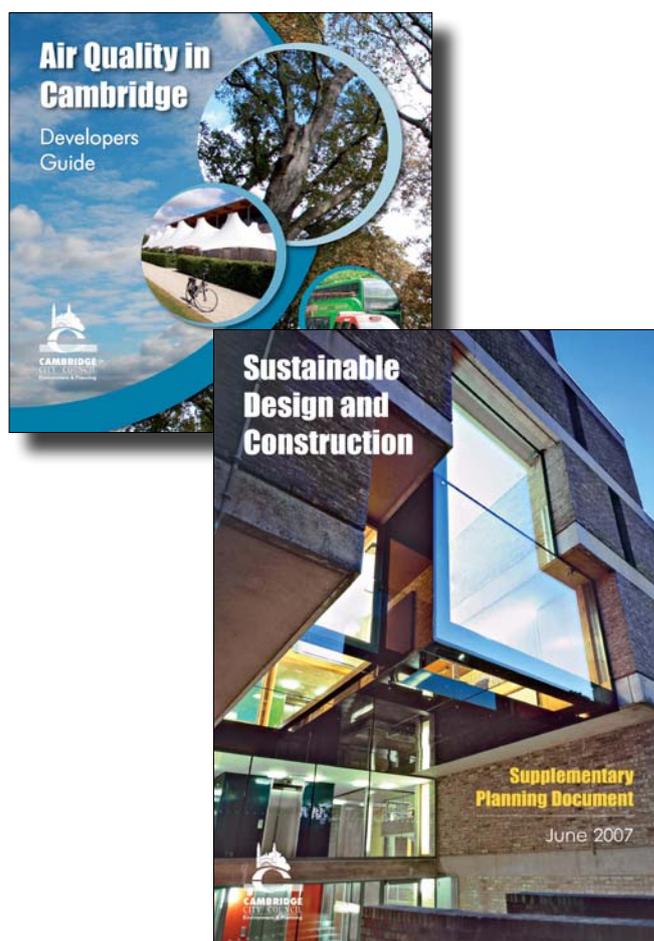


Figure 74: Cambridge City Council guidance containing information about air pollution

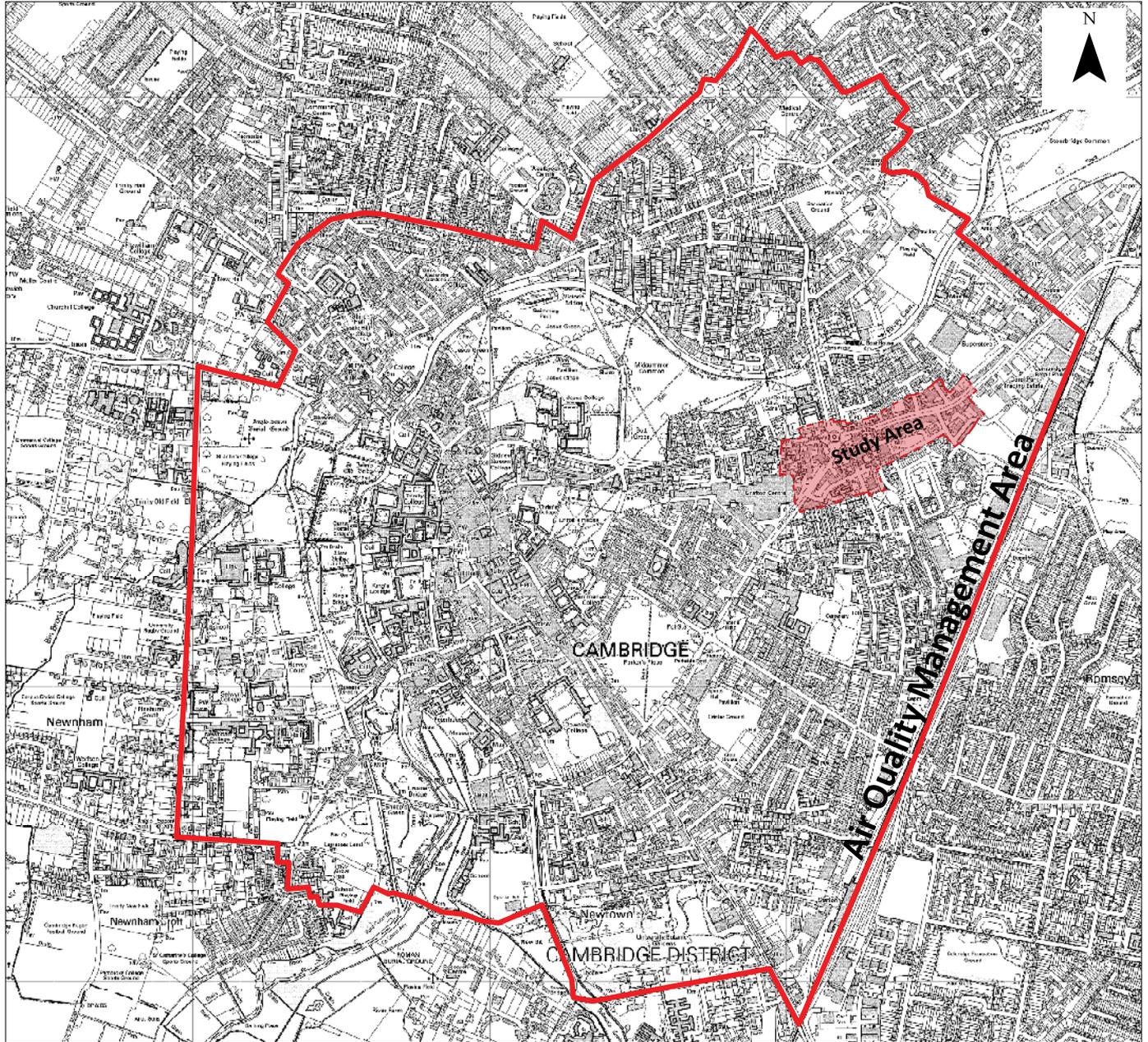


Figure 75: Eastern Gate study area in relation to the Cambridge City Council Air Quality Management Area

Appendix B:

Planning Policy Framework

Given that this SPD will form part of Cambridge's Local Development Framework (LDF), it is important to provide a summary of the statutory framework in which it has been prepared. This appendix therefore considers the national, regional and local policies, guidance and strategies that the document should be in general conformity with and which will be a material consideration against which any applications may be assessed. This list cannot hope to be exhaustive, as other policies may also be relevant dependent on the nature of forthcoming development proposals or upon policy documents, which emerge after the production of this document.

Local Policy

- *Cambridge Sustainable Community Strategy (2007)*. This strategy was adopted by the City Council with the aims to enhance the environment and improve the quality of life for people living in, working in and visiting the City. People in the City should live in sustainable communities that are strong, healthy, active, safe and inclusive.
- *Cambridge Local Plan (2006)* sets out policies and proposals for future development and land use to 2016. The Local Plan interprets national and regional planning policies and relates them to Cambridge. The Local Plan was subject to a Local Plan Inquiry in 2005 and was amended following the receipt of the binding Inspector's Report in 2006. A large proportion of the Eastern Gate area is allocated within the Cambridge Local Plan 2006 under sites 7.01 and 7.03 of the Proposals Schedule, which proposes the following uses:

Site 7.01 (New Street/Newmarket Road) – Employment, Housing and Student Hostel.

Site 7.03 (Coldham's Lane/Newmarket Road) – Mixed uses including housing and employment B1 (a) (not exceeding existing

B1 (a) floorspace), hotel student hostel and A1 non-food retail (not exceeding 50% of the site area).

This draft SPD expands upon these area based allocations, as well as the following key saved policies contained within Chapter 3 of the Cambridge Local Plan:

The other policies in the Local Plan relevant to this SPD are set out below:

Policy 3/4 Responding to Context – Developments will be permitted which demonstrate that they have responded to their context and drawn inspiration from the key characteristics of their surroundings to create distinctive places. Such Developments will:

- a) identify and respond positively to existing features of natural, historic or local character on and close to the proposed development site;*
- b) be well connected to, and integrated with, the immediate locality and the wider City; and*
- c) have used the characteristics of the locality to help inform the siting, massing, design and materials of the proposed development.*

Policy 3/6 Ensuring Coordinated Development – The development of a site or of part of a site will only be permitted where it can be demonstrated that due consideration has been given to the safeguarding appropriate future developments on the remainder of the site or adjacent sites.

Policy 3/7 Creating Successful Places – Development will be permitted which demonstrates that it is designed to provide attractive, high quality, accessible, stimulating, socially inclusive and safe living and working environments. Factors to be

taken into account are:

- a) a comprehensive design approach which achieves good interrelations and integrations between buildings, routes and spaces;
- b) the development of a hierarchy of streets which respond to their levels of use whilst not allowing vehicular traffic to dominate;
- c) the creation of attractive built frontages to positively enhance the townscape where development adjoins public spaces and streets;
- d) the orientation of buildings to overlook public spaces and promote natural surveillance;
- e) the provision of active edges onto public spaces and promote natural surveillances;
- f) the provision of clearly distinct public and private spaces and the design of such spaces so that they are useable, safe and enjoyable to use;
- g) the integration of affordable and supported housing in ways that minimise social exclusion;
- h) design which avoid the threat or perceived threat of crime, avoid insecurity and neglect and contribute to improving community safety;
- i) the use of high quality traditional and modern materials, finishes and street furniture suitable to their location and context;
- j) a contribution to the improvement and enhancement of the public realm close to the development;
- k) provision for the adequate management and maintenance of development;
- l) the inclusion of public art within new developments; and
- m) a consideration for the needs of those with disabilities to ensure places are easily and safely accessible.

The other policies in the Local Plan relevant to this SPD site are set out below:

- 3/1 Sustainable Development
- 3/3 Safeguarding Environmental Character
- 3/8 Open Space and Recreation Provision Through New Development

- 3/9 Watercourses and Other Bodies of Water
- 3/11 The Design of External Spaces
- 3/12 The Design of New Buildings
- 3/13 Tall Buildings and the Skyline
- 3/14 Extending Buildings
- 3/15 Shopfronts and Signage
- 4/2 Protection of Open Space
- 4/3 Safeguarding Features of Amenity or Nature Conservation Value
- 4/4 Trees
- 4/6 Protection of Sites of Local Nature Conservation Importance
- 4/9 Scheduled Ancient Monuments/ Archaeological Areas
- 4/10 Listed Buildings
- 4/11 Conservation Areas
- 4/12 Buildings of Local Interest
- 4/13 Pollution and Amenity
- 4/14 Air Quality Management Areas
- 4/15 Lighting
- 5/1 Housing Provision
- 5/4 Loss of Housing
- 5/5 Meeting Housing Needs
- 5/9 Housing for People with Disabilities
- 5/10 Dwelling Mix
- 5/14 Provision of Community Facilities Through New Development
- 6/2 New Leisure Facilities
- 6/3 Tourist Accommodation
- 6/4 Visitor Attractions
- 6/6 Change of Use in the City Centre
- 6/8 Convenience Shopping
- 6/10 Food and Drink Outlets
- 7/1 Employment Provision
- 7/2 Selective Management of the Economy
- 7/7 College and University of Cambridge Staff and Student Housing
- 7/9 Student Hostels for Anglia Rusking University
- 7/10 Speculative Student Hostel Accommodation
- 8/1 Spatial Location
- 8/2 Transport Impact

- 8/3 Mitigating Measures
- 8/4 Walking and Cycling Accessibility
- 8/5 Pedestrian and Cycle Network
- 8/6 Cycle Parking
- 8/8 Land for Public Transport
- 8/9 Commercial Vehicles and Servicing
- 8/10 Off-Street Car Parking
- 8/11 New Roads
- 8/16 Renewable Energy in Major New Developments
- 8/17 Renewable Energy
- 8/18 Water, Sewerage and Drainage Infrastructure
- 10/1 Infrastructure Improvements

Cambridge City Council's Local Development Framework is the overall term for the portfolio of documents that will replace the Local Plan and will set out the City Council's policies for development and land use in the future. As part of the Local Development Framework the Council has prepared a Local Development Scheme. This document specifies which documents the City Council will produce as part of the development plan for Cambridge, and the timetable for their preparation.

- *GVA Grimley for Cambridge City Council and South Cambridgeshire District Council (October 2008), Cambridge Sub-Region Retail Study.*
This document assesses the performance of existing retail centres and the quantitative and qualitative need for new retail (comparison and convenience goods) floorspace up to 2011, 2016 and 2021.
- *Warwick Business Management Limited for Cambridge City Council and South Cambridgeshire District Council (July 2008), Employment Land Review.*
This document is an employment land review, which provides an evidence base for employment land policies and allocations for proposed Local Development Frameworks within the City and South Cambridgeshire.

- *Statement of Community Involvement (2007)*
The City Council wants to actively engage with the community and have drawn up a Consultation Strategy for Planning in Cambridge which:
 - Sets out how and when Cambridge City Council will involve the community and key stakeholders in preparing, altering and reviewing its Plans and Guidance to guide future development in the City; and
 - Explains how the City Council will involve the community in planning applications.
- *Supplementary Planning Documents.* The City Council has also prepared the following Supplementary Planning Documents, which will potentially be applicable to this area:
 - Affordable Housing SPD (2008)
 - Sustainable Design and Construction SPD (2007)
 - Planning Obligations Strategy SPD (2010)
 - Public Art SPD (2010)

Other relevant local level documents include:

- *Cycle Parking Guide for New Residential Development*
This guidance (2009) for developers gives detailed guidelines for the provision on high quality residential cycle parking, specifically for new developments and supplements Cambridge City Council's cycle parking standards.
- *Cambridge City Nature Conservation Strategy 'Enhancing Biodiversity'*
This document (2006) was prepared by the Wildlife Trust for Bedfordshire, Cambridgeshire, Northamptonshire and Peterborough for Cambridge City Council. It is a technical document, which describes the nature conservation situation at the time of production in 2006 and aims to guide

future nature conservation activities across the City.

- *Cambridge Landscape Character Assessment (2003)*
This assessment indicates areas or features important to the environment and setting of Cambridge in order to ensure that new developments will take account of existing character and where possible achieve environmental or visual improvement.
- *Eastern Corridor Area Transport Plan*
Produced by the County and City Councils, the purpose of this document is to identify new transport infrastructure and service provision that is needed to facilitate large-scale development in the east of Cambridge. In addition, it also seeks to identify a fair and robust means of calculating how individual development sites in the area should contribute towards the fulfillment of that transport infrastructure.
- *Open Space and Recreation Strategy (2006)*
This document was adopted by Cambridge City Council following scrutiny by the Environment Scrutiny Committee on 7th November 2006. It is a material consideration in the determination of planning applications and appeals, supports the policies in the Local Plan, and will guide the development of Area Action Plans and Supplementary Planning Documents. The Strategy was first adopted in July 2004. The majority of that document related to the 1996 Local Plan, but it included elements to be incorporated in the new Local Plan. This revised Strategy has been updated to relate to the 2006 Local Plan.

Regional and Sub-Regional Policy

- *The East of England Plan: The Revision to the Regional Spatial Strategy for the East of England (2008)*
This document sets out the strategy to guide planning and development in the East of England to the year 2021. It covers economic development, housing, the environment, transport, waste management, culture, sport and recreation, mineral extraction and implementation. It aims to improve quality of life, and sets out proposals, which will influence where we choose to work and live and how we move about the region. It also seeks to address issues such as social exclusion, the need for regeneration and the impact of climate change.
- *Cambridgeshire and Peterborough Structure Plan (2003)*
This document sets out the strategic framework for land use planning in Cambridgeshire and Peterborough up to 2016. Under the 2004 Planning and Compulsory Purchase Act and following the adoption of the East of England Plan: The Revision to the Regional Spatial Strategy for the East of England in May 2008, the Government Office for the East of England (GO-East) has directed that only certain policies in the Plan remain in force. The saved policies relevant to this site are P4/4 Water-Based Recreation and P6/1 Development-related Provision.
- *Cambridgeshire Local Transport Plan (2006-2011)*
This Plan sets out how the County Council, the highway authority for Cambridgeshire, will use the money allocated by the government for transport to deliver an improved transport system. This will help to meet the government's Shared Priorities for Transport, namely improving accessibility, improving air quality and tackling congestion and safer roads, along with the additional objectives of meeting the needs of the economy and the County's growing population and maintaining an efficient transport network. The Rights of Way Improvement Plan, a statutory Policy of the Highway Authority, forms part of the Local Transport Plan.
- *A Quality Charter for Growth in Cambridge, Cambridgeshire Horizons (2008)*
The aim of this document is to improve quality while simplifying the development process by establishing a short set of overriding principles.

- *Biodiversity Checklist for Land Use Planners in Cambridgeshire & Peterborough*
This checklist (2001) aims to aid strategic and development control planners when considering biodiversity in relation to their work, both in policy development and when dealing with planning proposals. It provides guidance regarding habitat creation and enhancement.
- *Sustainable Construction in Cambridgeshire - A Good Practice Guide (Cambridgeshire County Council & Cambridgeshire Horizons, 2006)*
This guide is designed to aid all those involved in the planning, design and construction of new developments within Cambridgeshire. It is one of a range of documents providing guidance on different aspects of sustainable development. The purpose of the guide is to illustrate the manner in which development should be approached. It is a Good Practice Guide that seeks to raise the standard of construction across the sub-region.

National Planning Policy

As this document is area-based, rather than purely thematic, there are a number of potentially relevant Planning Policy Guidance notes (PPG) and Planning Policy Statements (PPS) dependent on the development scheme involved:

- PPS 1 Delivering Sustainable Development (2005)
- PPS: Planning and Climate Change - Supplement to PPS 1 (2007)
- PPG 2 Green Belt (1995)
- PPS 3 Housing (2006)
- PPS 4 - Planning for Sustainable Economic Growth (2009)
- PPS 5 - Planning for the Historic Environment (2010)
- PPS 9 Biodiversity and Geological Conservation (2005)
- PPS 12 Local Development Frameworks (2004) Local Spatial Planning (2008)
- PPG 13 Transport (2001)
- PPS 22 Renewable Energy (2004)
- PPS 23 Planning and Pollution Control (2004)
- PPS 25 Development and Flood Risk (2006)
- PPS 25 Development and Flood Risk – Practice Guide (2008)

In addition to the advice contained in PPGs and PPSs, this SPD pays close regard to the advice and guidance on achieving high quality design in the built environment contained in the following publications:

- The Urban Design Compendium (Volumes 1 and 2), (English Partnerships, 2007)
- By Design – Urban Design in the Planning System: Towards Better Practice, (CABE, 2000)
- Building in Context: New Development in Historic Areas (English Heritage and CABE, 2001)
- White Paper – Heritage Protection for the 21st Century, (DCMS, 2007)
- Regeneration and the Historic Environment – Heritage as a catalyst for better social and economic regeneration, (English Heritage, 2005)
- Heritage Works: The use of historic buildings in regeneration (English Heritage, the British Property Federation, the Royal Institution of Chartered Surveyors and Drivers Jonas, 2006)
- Manual for Streets 1 & 2 (Department for Transport, 2007 & 2010)

Appendix C:

List of Background Documents

- Eastern Gate Visioning Document, Cambridge City Council, February 2011
- Eastern Gate Equalities Impact Assessment, Cambridge City Council
- Habitat Regulations Assessment Screening Report for the Eastern Gate Development Framework SPD, Cambridge City Council,
- Sustainability Appraisal Scoping Report Addendum, Cambridge City Council, February 2011
- Eastern Gate Development Framework, Summary of Public Meeting, January 2010.
- Cambridge Local Plan, Cambridge City Council, 2006.

All of the documents referenced above are available on the City Council's website at www.cambridge.gov.uk

Appendix D:

Image Credits

Photographs and images within this draft SPD were taken or created by the Cambridge City Council Urban Design Team, with the following exceptions:

Figures 4 & 5, page 12: 1886 and 1954 Figure Ground Plans derived from Ordnance Survey Maps, The Cambridge Collection in Cambridge Central Library

Figure 7 Page 14: 1925 Ordnance Survey Maps, The Cambridge Collection in Cambridge Central Library

Figure 8, Page 15: Photograph of St Andrew-the-Less (Abbey Church), Cambridgeshire Churches, www.druidic.org [accessed May 2010]

Figures 9 & 10, Page 15: Images of the construction of Elizabeth Way bridge taken 1971, The Cambridge Collection in Cambridge Central Library

Figure 12, Page 16: Photograph of Newmarket Road Gas Works, M J Petty, Cambridge in Picture 1888-1988, 1988, Cambridge Newspapers p142

Figure 11, Page 16: Photograph of East Road/ Newmarket Road junction before it was duelled in 1963, M J Petty, Cambridge in Picture 1888-1988, 1988, Cambridge Newspapers p106

Figure 27, page 26: Image of the Cambridge Crown Court building [www.wikipedia.org]

Figure 33, Page 40: Left image - Norway Maple, [www.barrowuponsoarheritage.org.uk] Right image - leaves [www.media-2.web.britannica.com]

Figure 34, Page 40: Left image - Field Maple, [www.english-country-garden.com], Right image - leaves, [www.flickr.com]

Figure 38, Page 44: Church of St Andrew-the-Less (Abbey Church) [www.cambridge2000.com]

Figures 45-48, Page 55: Images of Maid Marrian Way [www.cabe.org.uk]

Figures 49 & 50, Page 55: Elwick Square, Ashford, [www.rlk-consultants.org.uk & www.hamilton-baillie.co.uk]

Figure 65, Page 68: Shrewsbury High Street, Shropshire , image from RUDI [www.rudi.net]

Figure 66, Page 68: Waterstone Park, Greenhithe, Kent [www.cabe.org.uk]

Figure 71, Page 68: Newhall, Harlow [www.hamilton-baillie.co.uk]

Glossary

Active frontages

An active frontage is one which allows some kind of movement or visual relationship between the person outside and the activity inside. At a minimal level, this interaction might be one of simple observation such as a window display or people working. At a higher level of interaction, the pedestrian could be encouraged to enter the unit to buy something or participate in an activity. The most interactive frontages are usually those of cafés, bars or shops, which spill out onto the street.

Accessibility

The ease with which a building, place of facility can be reached by people and/or goods and services. Accessibility can be shown on a plan or described in terms of pedestrian and vehicle movements, walking distance from public transport, travel time or population distribution.

Affordable Housing

Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable housing should:

- Meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices.
- Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is:

'Rented housing owned and managed by local authorities and registered social landlords, for which guideline target rents are determined through the national rent regime. It may also include rented housing owned or managed by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Housing Corporation as a condition of grant.

Intermediate affordable housing is:

'Housing at prices and rents above those of social rent, but below market price or rents, and which meet the criteria set out above. These can include shared equity products (e.g. HomeBuy), other low cost homes for sale and intermediate rent.' The definition does not exclude homes provided by private sector bodies or provided without grant funding. Where such homes meet the definition above, they may be considered, for planning purposes, as affordable housing. Whereas, those homes that do not meet the definition, for example, 'low cost market' housing, may not be considered, for planning purposes, as affordable housing.

Air Pollution

The condition in which air is contaminated by foreign substances. Air pollution consists of gaseous, liquid, or solid substances that when present in sufficient concentration, for a sufficient time, and under certain conditions, tend to interfere with human comfort, health or welfare, and cause environmental damage. Air pollution causes acid rain, ozone depletion, photochemical smog, and other such phenomena.

Articulation

The expression of the vertical or horizontal subdivision of a building facade into perceivable elements by the treatment of its architectural features.

Barrier

An obstacle to movement

Biodiversity

Encompasses all aspects of biological diversity, especially including species richness, ecosystem complexity and genetic variation.

Biodiversity Action Plan (BAP)

A plan that sets objectives and measurable targets for the conservation of biodiversity.

Block/Urban Block

The area bounded by a set of streets and undivided by any other significant street.

Building element

A feature (such as a door or window) that contributes to the overall design of a building.

Building line

The line formed by the frontages of buildings along a street.

Built form

Buildings and their structures

Bulk

The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called massing.

Buildings of Local Interest

Buildings of Local Interest are not subject to statutory protection, but are recognised as being of importance to the locality or the City's historical and architectural development.

Cambridge Local Plan 2006

The Cambridge Local Plan 2006 sets out policies and proposals for future development and land use to 2016; the Plan will be a material consideration when determining planning applications.

City Centre

Historic Core and Fitzroy/Burleigh Street shopping areas in Cambridge. These areas provide a range of facilities and services, which fulfil a function as a focus for both the community and for public transport. See also Cambridge Proposals Map (February 2008).

Community Facilities

Facilities, which help meet the varied needs of the residents of Cambridge for health, educational and public services as well as social, cultural and religious activities. For the purposes of the Local Plan, community facilities are defined as uses falling within Class D1 "Non residential institutions" of the Use Class Order with the exception of university

teaching accommodation. In addition, the following subcategories of Class C2 "Residential Institutions" are considered to be community facilities: hospitals, residential schools, colleges or training centres.

Conservation Areas

Areas identified, which have special architectural or historic interest, worthy of protection and enhancement.

Desire Line

An imaginary line linking facilities or places which people would find it convenient to travel between easily.

Enclosure

The use of buildings to create a sense of defined space.

Eyes on the street

People whose presence in adjacent buildings or on the street make it feel safer.

Facade

The principal face of a building.

Fenestration

The arrangement of windows on a facade.

Fine grain

The quality of an area's layout of building blocks and plots having small and frequent subdivisions.

Form

The layout (structure and urban grain), density, scale (height and massing) and appearance (materials and details).

Habitats Regulation Assessment

An assessment of the potential effects of a proposed plan in combination with other plans or projects on one or more European sites, Special Areas of Conservation, Special Protection Areas and RAMSAR sites). Required by the Habitats Directive 92/43/EEC, this assessment must be carried out for all local development documents, including SPDs, and approved by Natural England prior to the

adoption of the document in question.

Legibility

The degree to which a place can be easily understood by its users and the clarity of the image it presents to the wider world.

Listed Building

A building or structure of special architectural or historic interest and included in a list, approved by the Secretary of State. The owner must get Listed Building Consent to carry out alterations that would affect its character or its setting.

Local Biodiversity Action Plan (LBAP)

The Action Plan works on the basis of partnership to identify local priorities and to determine the contribution they can make to the delivery of the national Species and Habitat Action Plan targets. The Local Biodiversity Action Plan has been prepared by Biodiversity Cambridgeshire (contact via Cambridgeshire County Council) 1999.

Local Plan

Abbreviation used to describe the statutory plan adopted by the City Council. It is a material consideration in determining planning applications, which should be in accordance with them as part of the Development Plan.

Major Development

Defined as:

Residential development: the erection of 10 or more dwellings or, if this is not known, where the site area is 0.5 hectares or more; or Other development: where the floor area to be created is 1,000m² or more, or the site area is 1 hectare or more.

Massing

The combined effect of the arrangement, volume and shape of a building or group of elements. This is also called bulk.

Mitigation

The purpose of mitigation is to avoid, reduce and where possible remedy or offset any significant negative (adverse) effects on the environment etc arising from the proposed

development.

Mixed use development

Development comprising two or more uses as part of the same scheme. This could apply at a variety of scales from individual buildings, to a street, to a new neighbourhood or urban extension. 'Horizontal' mixed uses are side by side, usually in different buildings. Vertical mixed uses are on different floors of the same building.

Movement

People and vehicles going to and passing through buildings, places and spaces.

Natural surveillance

The discouragement to wrong-doing by the presence of passers by or the ability of people to see out of windows. Also known as passive surveillance.

Open Space

Includes all open space of public value. There is a broad range of spaces that may be of public value - not just land but also areas of water such as rivers and lakes - and includes, parks and gardens; natural and semi-natural urban greenspaces; green corridors; outdoor sports facilities; amenity greenspace; teenager's and children's play areas; allotments and community gardens; cemeteries and churchyards; accessible countryside in urban fringe areas and civic spaces.

Open Space Standards

The amount of open space required in all developments either on site or through commuted payments.

Parking Standards

Document setting out maximum permissible levels of car parking for various use-classes, along with minimum levels of cycle parking.

Permeability

Permeability describes the degree to which urban forms, buildings, places and spaces permit or restrict the movement of people or vehicles in different directions. Permeability

is generally considered a positive attribute of urban design, as it permits ease of movement by different transport methods and avoids severing neighbourhoods. Areas which lack permeability, e.g. those severed by arterial roads or the layout of streets in cul-de-sac form, are considered to discourage effective movement on foot and encourage longer journeys by car.

Planning Condition

Requirement attached to a planning permission. It may control how the development is carried out, or the way it is used in the future. It may require further information to be provided to the Local Planning Authority before or during the construction.

Planning Obligation

A binding legal agreement requiring a developer or landowner to provide or contribute towards facilities, infrastructure or other measures, in order for planning permission to be granted. Planning Obligations are normally secured under Section 106 of the Town & Country Planning Act 1990.

Planning Policy Guidance Note (PPG)

The guidance was issued on a range of planning issues by the (former) Department of the Environment; Department of the Environment, Transport and the Regions; Department of Transport, Local Government and the Regions; the Office of the Deputy Prime Minister and the Department for Communities and Local Government.

Planning Policy Statement (PPS)

The new versions of PPGs issued by the Office of the Deputy Prime Minister and its successor, the Department for Communities and Local Government.

Public Art

Publicly sited works of art, which make an important contribution to the character and visual quality of the area and are accessible to the public. Details as per adopted Public Art SPD and any successor document.

Public Realm

The parts of a village, town or city (whether publicly or privately owned) that are available, without charge for everyone to use or see, including streets, squares and parks.

Renewable Energy

Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and from biomass.

Section 106

See Planning Obligation.

Shared Space

A street or place accessible to both pedestrians and vehicles that is designed to enable pedestrians to move freely by reducing traffic management features that tend to encourage users of vehicles to assume priority.

Spill out space

Space used in association with an adjacent building (tables and chairs on the pavement outside a cafe, for example).

Supplementary Planning Guidance (SPG) / Supplementary Planning Document (SPD)

SPDs add detail to policies laid out in development plan documents, or a saved policy in an existing development plan. These may take the form of design guides, area development briefs, a master plan or issue-based documents. These documents can use illustrations, text and practical examples to expand on how the authority's policies can be taken forward.

Local authorities must involve the community in the preparation of SPDs. They are also subject to a Sustainability Appraisal to ensure economic, environmental and social effects of the plan are in line with sustainable development targets.

The SPD may be taken into account as a material consideration in making planning decisions such as determining planning applications.

Sustainability Appraisal (SA)

An appraisal against sustainability criteria of proposals.

Sustainable Community Strategy

A strategy for promoting the economic, environmental and social wellbeing of an area and contributing to the achievement of City and district-wide sustainable development. Prepared by the Local Strategic Partnerships for Cambridge City and South Cambridgeshire.

Sustainable Development

Sustainable Development is a very broad term that encompasses many different aspects and issues from the global to local levels. Overall sustainable development can be described as 'Development, which meets the needs of the present without compromising the ability for the future generations to meet their own needs' (after the 1987 Report of the World Commission on Environment and Development – the Brundtland Commission).

Sustainable Drainage Strategy (SuDS)

Development normally reduces the amount of water that can infiltrate into the ground and increases surface water run-off due to the amount of hard surfacing used. Sustainable drainage systems control surface water run off by mimicking natural drainage process through the use of surface water storage areas, flow limiting devices and the use of infiltration areas or soakaways etc.

Transport Assessment (TA)

The Assessment [or Consideration] of the potential transport impacts of a proposed development, with an agreed plan to reduce or mitigate any adverse consequences and where appropriate establish how more sustainable modes of travel can be increased.

Travel Plan

Package of measures tailored to a particular site, aimed at promoting more sustainable travel choices (such as walking, cycling, public transport) and reducing car use. It may include initiatives such as car sharing schemes, provision of cycle facilities, improved bus services, and restricting or charging for car parking.

Urban Grain

The pattern of the arrangement and size of buildings and their plots in a settlement; and the degree to which an area's pattern of street blocks and street junctions is respectively small and frequent, or large and infrequent.

Use Class

The Town and Country Planning (Use Classes) Order 1987 (as amended) established Use Classes, which is a system for classifying uses of land.

Use Class A1

Shops where the sale, display or service is to visiting members of the public

Use Class A2

Financial and professional services where the services are provided principally to visiting members of the public (banks, estate agents).

Use Class A3

Restaurants & cafés – places where the primary purpose is the sale and consumption of food and light refreshment on the premises.

Use Class A4

Public houses, wine bars or other drinking establishments – premises where the primary purpose is the sale and consumption of alcoholic drinks on the premises.

Use Class A5

Take-aways – premises where the primary purpose is the sale of hot food to take-away.

Use Class B1(a)

An office other than within class A2 (financial and professional services).

Use Class B1(b)

Research and development of products or processes.

Use Class B1(c)

Any industrial process that can be carried out in any residential area without detriment to the amenity of that area.

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