

Proposed Vision and Concept Design - Public Consultation



# CAMBRIDGE MARKET SQUARE PROJECT

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19th May 2021



# INTRODUCTION

As owner's of the market square and its seven-day-a-week market, we are committed to progressing a multi-million-pound project to renovate and improve the square and its associated market infrastructure. To help us shape this major public realm project, we would like your views on our proposed Vision and Concept Design.

Our proposed Vision and Concept Design aims to safeguard the future of our vibrant and popular outdoor market, while improving the flexibility of the space, through the provision of robust demountable stalls, to enable the square to be used in the evening and night-time for other community activities.

Before we go any further with the project, we would welcome your views on how the market square should be renovated and improved.



## BACKGROUND

There has been ongoing community interest and debate around improving the use and appearance of the market square as a key community asset for many years. The market square and its popular seven day a week market, is an important contributor to the social and economic vitality, diversity and health of the city. However, the square is looking tired and suffers from a range of design and management issues, which prevent it from achieving its full potential as the main city centre public space.

Given the city's global profile and the impact of COVID on the community, we feel the timing is right to bring forward the Market Square Project. This multi-million pound project will revitalise the market square, delivering an enhanced daytime market offer and a new evening and night-time offer. The project aims to create a city centre civic space befitting Cambridge's status as a global city and which helps to sustain the city's continuing economic and social recovery. A refreshed market square will reposition the space as a vibrant destination in its own right and as a focal point for the community, not just for the wonderful daily local market, but also, as a venue, for popular evening and night time events and activities.



# PROPOSED VISION

Our vision is to secure multi-million pound capital investment to transform the market square into a multi-functional outdoor space, which continues to support a successful and diverse market, but with an improved stall layout and design, that will allow the space to be used by the community for other events and activities, both during the day (in and around the market) and into the evening. We want to create an inclusive, high quality civic space, which is welcoming and accessible to all sections of our community and designed and managed to a standard, befitting of the city's profile and reputation as an international visitor, university and business destination.

The market square will be an attractive city centre destination, that develops a café culture where people can interact and sit back, soaking up the atmosphere in an attractive and welcoming environment throughout the changing seasons. A space that engages and involves the community in an ambient setting where everyone can mix – intergenerational, cross cultural, residents and visitors. It will provide a year-round venue for a diverse programme of leisure and cultural events and activities, both in and around the daily market and into the evening.



## PROPOSED VISION (continued)

By engaging our city community in the design and development of this exciting civic project, we will deliver a transformed market square which:

- Respects the site's rich heritage value and the central role it has played, and will continue to play, in Cambridge's social and economic development
- Sustains a diverse and commercially successful daily local market, whilst enabling flexible use of the space for other events and activities during the day and into the evening
- Maximises the city's 'green' credentials, including opportunities to support our zero carbon, biodiversity and associated sustainable development objectives
- Integrates with and supports Cambridge's wider city centre economic and social activity, including helping to animate the high street and attract and sustain visitor footfall, accelerating Cambridge towards a sustainable economic and community recovery post COVID

The contributing views from our stakeholders will ensure that the final design will have all of the elements required to deliver a revitalised market square that:

- Respects Cambridge's history and the traditional role of the market square as a central space for commerce, living, community gatherings, family and outdoor activities, dining and entertainment, civic functions and the arts
- Makes the square a quality, people-friendly space where it is enjoyable to linger, meet others, conduct business, work, shop, dine and enjoy entertainment during the day and into the evening
- Engages and involves the community, where residents and visitors come together to shop for local food and produce, artisan crafts and services, sit out and enjoy delicious street food from around the world, people watch and socialise
- Aspires to becoming a year-round venue for a diverse programme of leisure and cultural events and activities, both in and around the daily market and into the evening, including for outdoor theatre, film shows, concerts, civic gatherings and street entertainment



## KEY IMPROVEMENTS

The proposed Vision is supported by a proposed Concept Design for the project, which includes the following key design elements:

- A single unified surface across the entire square which will be to modern accessibility standards and include the restoration and repair of the listed granite setts (cobblestones).
- New improved market layout, based on the re-alignment of stalls from a north-south to an east-west orientation, thereby improving permeability of the market for shoppers and creating increased space for seating and tables and chairs; and for out-door events and activities
- New easily demountable and durable market stalls
- Additional seating, benches and tables for eating
- A new underground waste management system, improved toilets and storage for stallholders

For further details on the proposed Concept Design, please use the following links:

**Summary report:**

<https://www.cambridge.gov.uk/media/9402/market-square-project-concept-design-key-design-elements-summary.pdf>

**Full report:**

<https://www.cambridge.gov.uk/media/9423/market-square-project-concept-design-report.pdf>



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# HAVE YOUR SAY!

We are really keen for you to give us your views on the proposed Vision (as set out in this document) and Concept Design including whether or not you agree with it; and any changes or improvements you'd like to see included.

To access the public consultation documents and on-line survey to have your say, please click on the following web link and scroll down to 'current consultations': [www.cambridge.gov.uk/consultations](http://www.cambridge.gov.uk/consultations)

If you require a paper copy of the survey please email [business.support@cambridge.gov.uk](mailto:business.support@cambridge.gov.uk) or call 01223 457315.

The public consultation runs from Wednesday, 19th May - Wednesday, 7th July 2021.

Thank you for your time. We are very grateful for your feedback.



## NEXT STEPS

The results of the consultation, together with any recommended changes to the proposed Vision and Concept Design, will be considered by our Environment and Communities Scrutiny Committee in October 2021. Subject to Committee approval and securing the required capital funding, the proposed timetable for completing the project is Spring 2023.

