

Eastern Gate Development Framework

**Supplementary
Planning Document**



■ Front cover picture by Cambridge City Council

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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

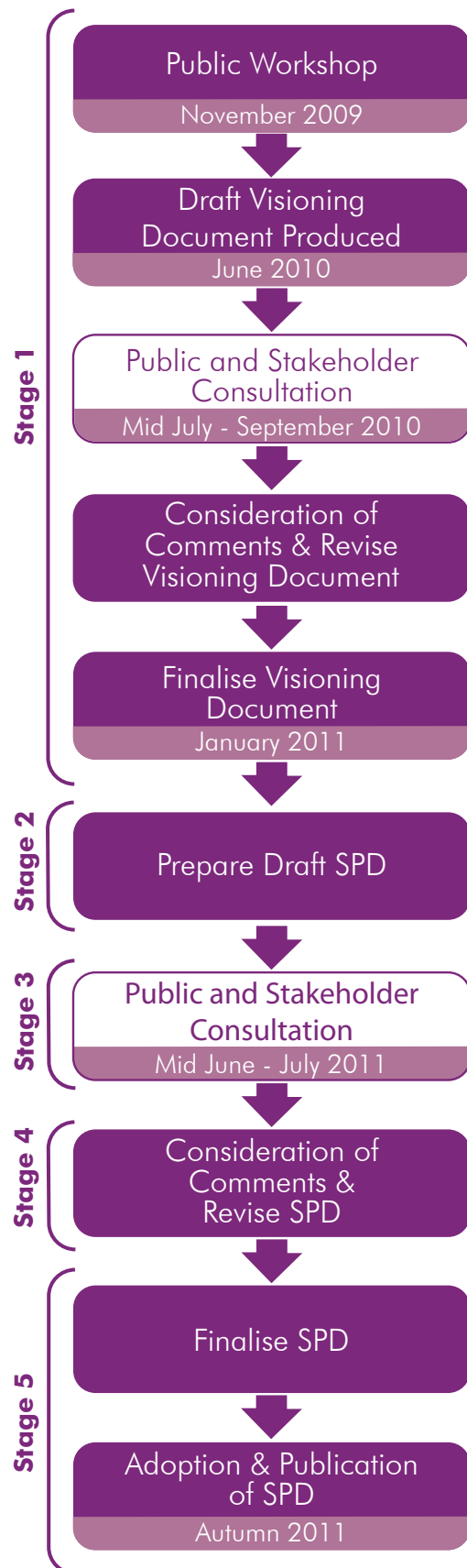


Figure 1: Eastern Gate Development Framework SPD process

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.

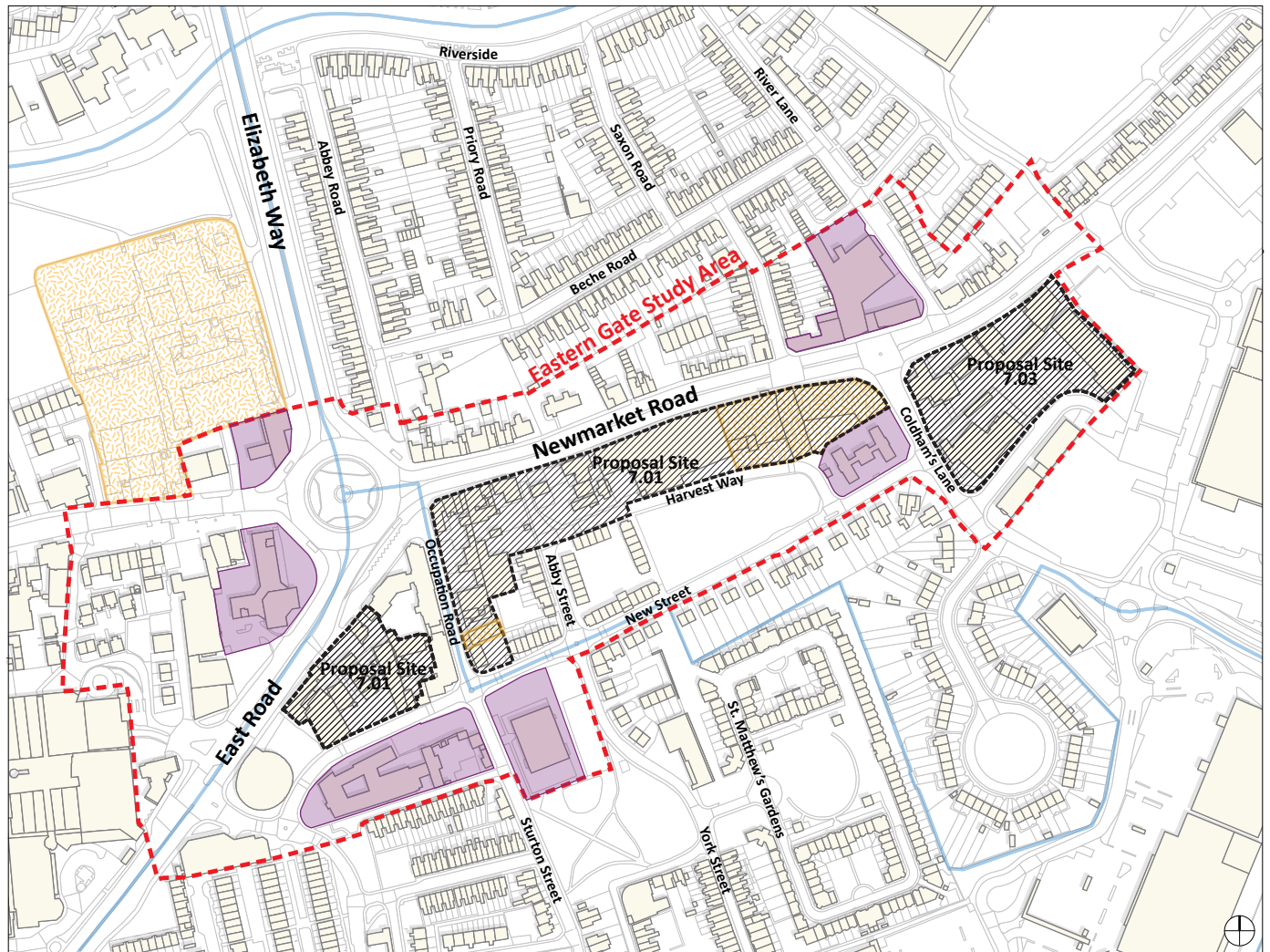





Figure 2: Eastern Gate Study Area

-  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.

