

# 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.

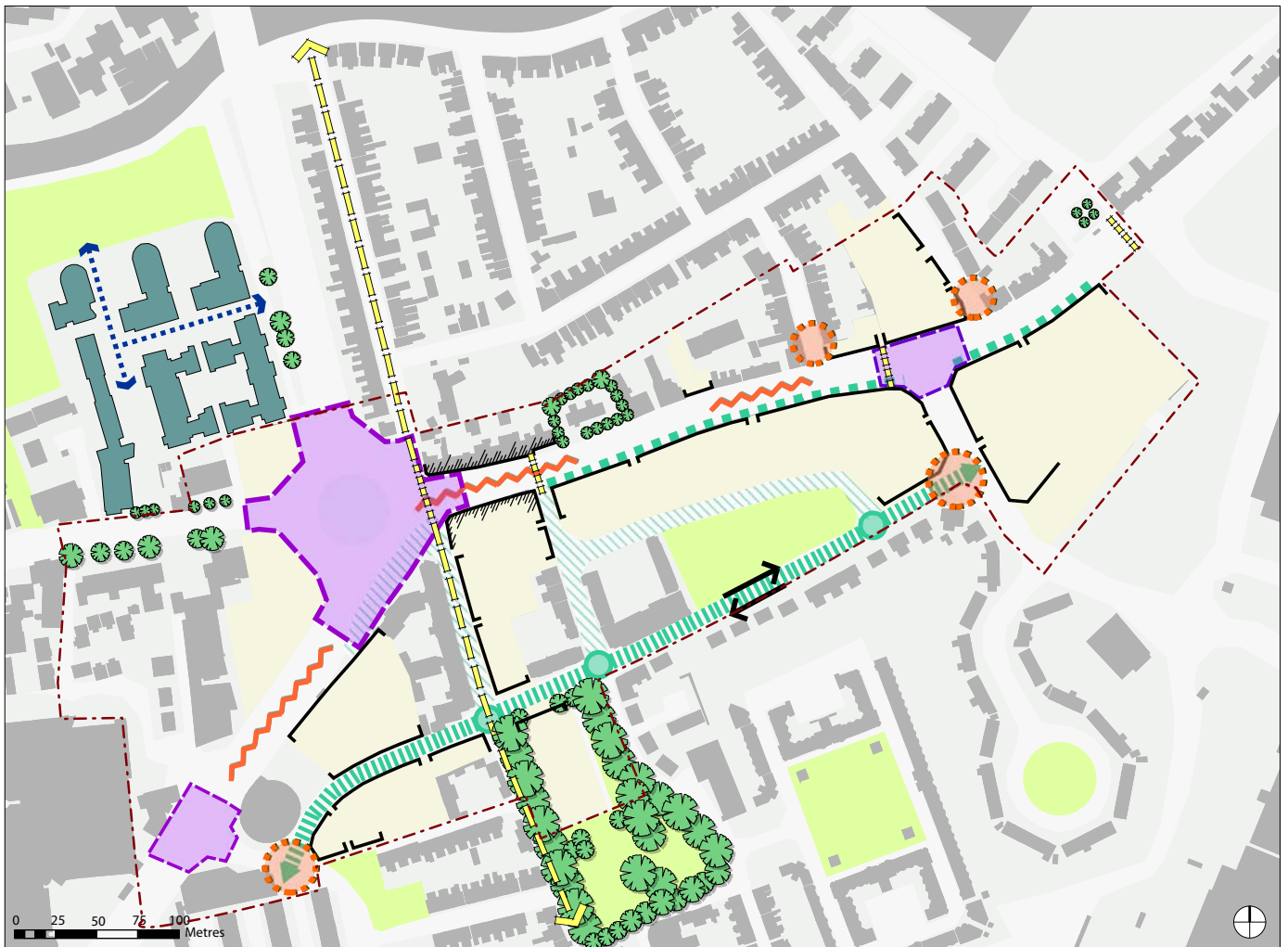















Figure 31: Movement and circulation strategy

-  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,



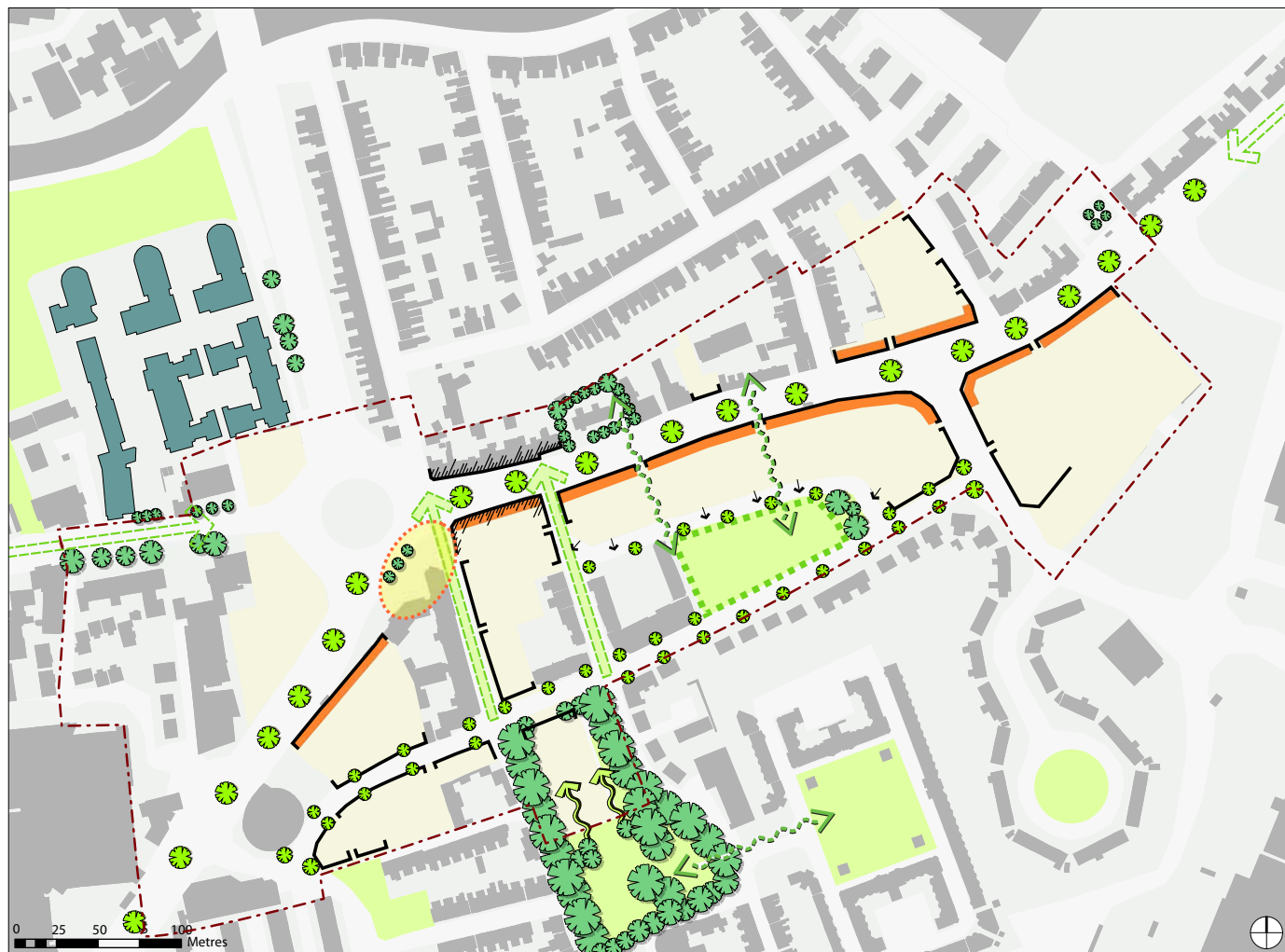














Figure 32: Open Space, Land Use and Activity Strategy

-  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

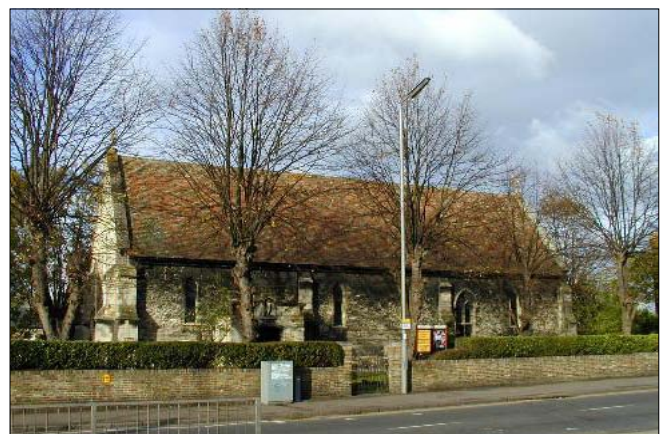
articulate facades and provide private amenity space.



**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.

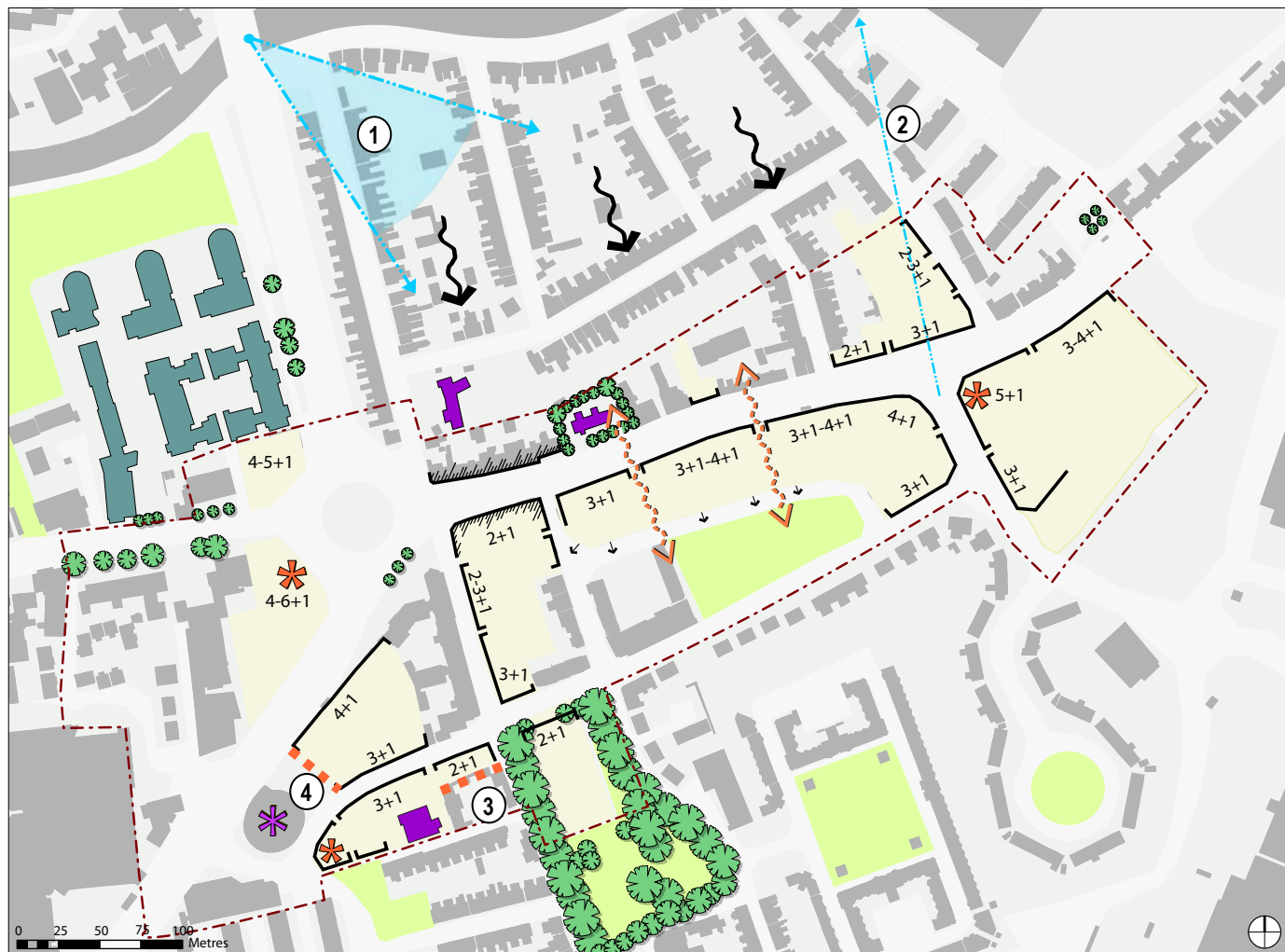


Figure 39: Built Form, Scale and Massing Strategy

- 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).



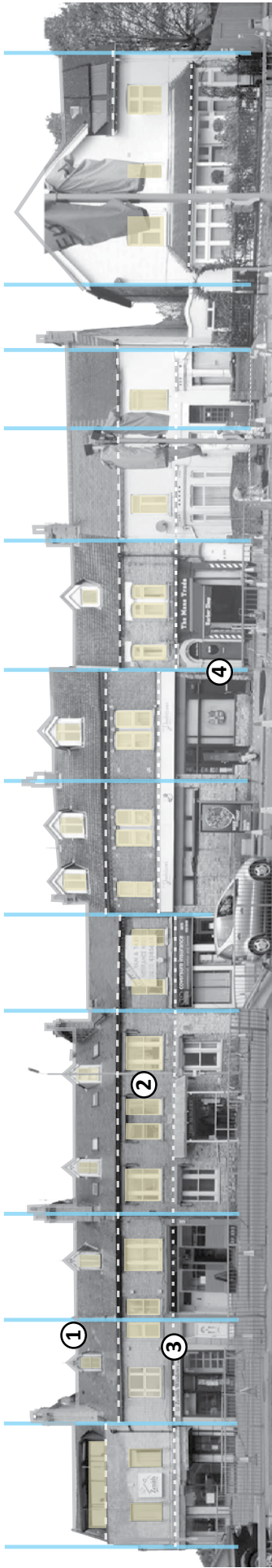


Figure 40: Key contextual elements - Newmarket Road frontage, east of Elizabeth Way roundabout.

- 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.

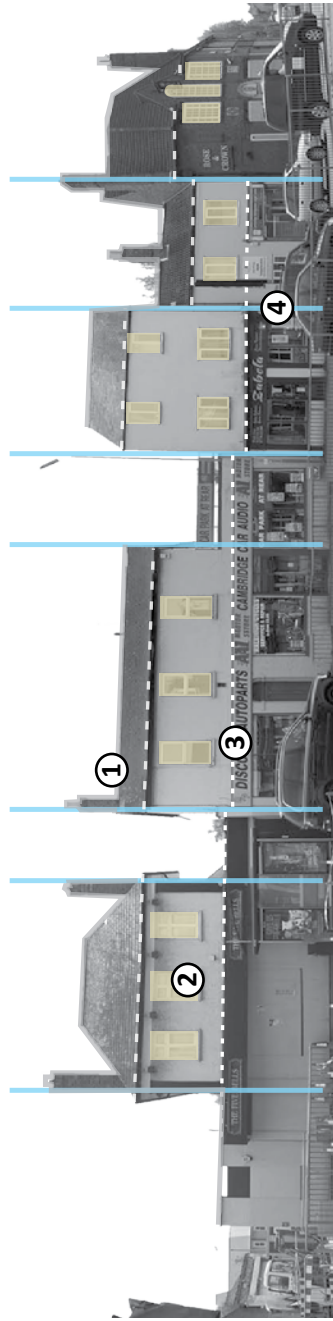


Figure 41: Key contextual elements - South side of Newmarket Road, east of Elizabeth Way roundabout.



## 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.