

# Eastern Gate Visioning Document

Approved by:  
Executive Councillor for Climate Change and Growth  
14th February 2011

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# Introduction

## 1.1 Introduction & background

### The need for co-ordinated change

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 the retail park (refer to figure 1). Over the years, the area has experienced significant change. The large-scale highway interventions of the 1970's, 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.

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 landownership further complicates matters.

However despite these challenges, attractive, well-established spaces and neighbourhoods, with a strong sense of community, surround the Eastern Gate study area. There is much opportunity and exciting potential for transformation...there is a great need for guidance to co-ordinate positive change within the area.

This 'Visioning' Document is the first step towards producing a formal Supplementary Planning Document (SPD) that will co-ordinate and guide future

redevelopment in line with the Council's local plan policies.

### The study area

The study area (refer to figure 3) has been drawn to include areas, which contain potential development sites, both allocated in the 2006 Cambridge Local Plan and unallocated, as well as areas where the quality of the public realm has been significantly undermined by the application of standard highway solutions.

### What is the process?

The proposal sites of 7.01 and 7.03, as identified within the Cambridge Local Plan (2006), fall within the Eastern Gate study area (see figure 3). The production of a Development Framework for the area will further expand upon these area-based allocations, as well as the saved policies contained within Chapter 3 of the Cambridge Local Plan (2006), in particular policies: 3/4 Responding to Context, 3/6 Ensuring Coordinated Development, and 3/7 Creating Successful Places. In addition, it will form part of the Local Development Framework for Cambridge.

In progressing the SPD, it is proposed that the work is split into two parts. Firstly to produce a Visioning Document in consultation with the local community, members and key stakeholders, and then secondly, use the Visioning Document to feed into the production of a Development Framework (SPD) for the Eastern Gate area.

This Visioning document forms part of this first key stage and will form part of the evidence base for the production of a formal SPD to co-ordinate and guide redevelopment of the area.

Therefore, the overall purpose of producing a SPD in the form of a Development Framework for the Eastern Gate area is threefold:

1. To articulate a clear vision and build consensus about the future of the area;
2. To establish a Development Framework to co-ordinate redevelopment within the area and guide decisions (by the Council and others); and
3. To identify a series of key projects, to guide investment (by the Council and others) within the area.

The adjacent flowchart (figure 2) provides further detail regarding the key stages in the SPD process.

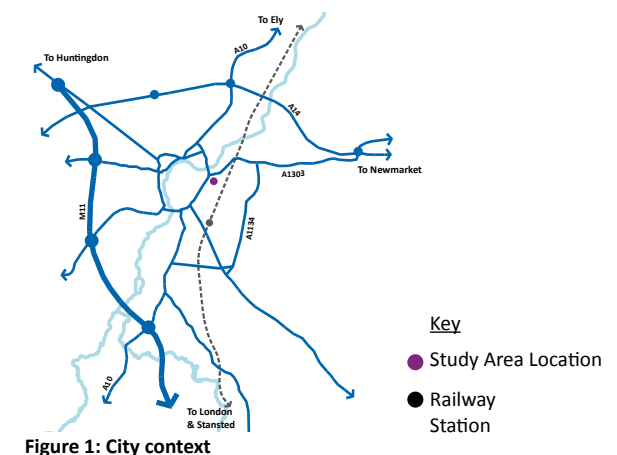


Figure 1: City context

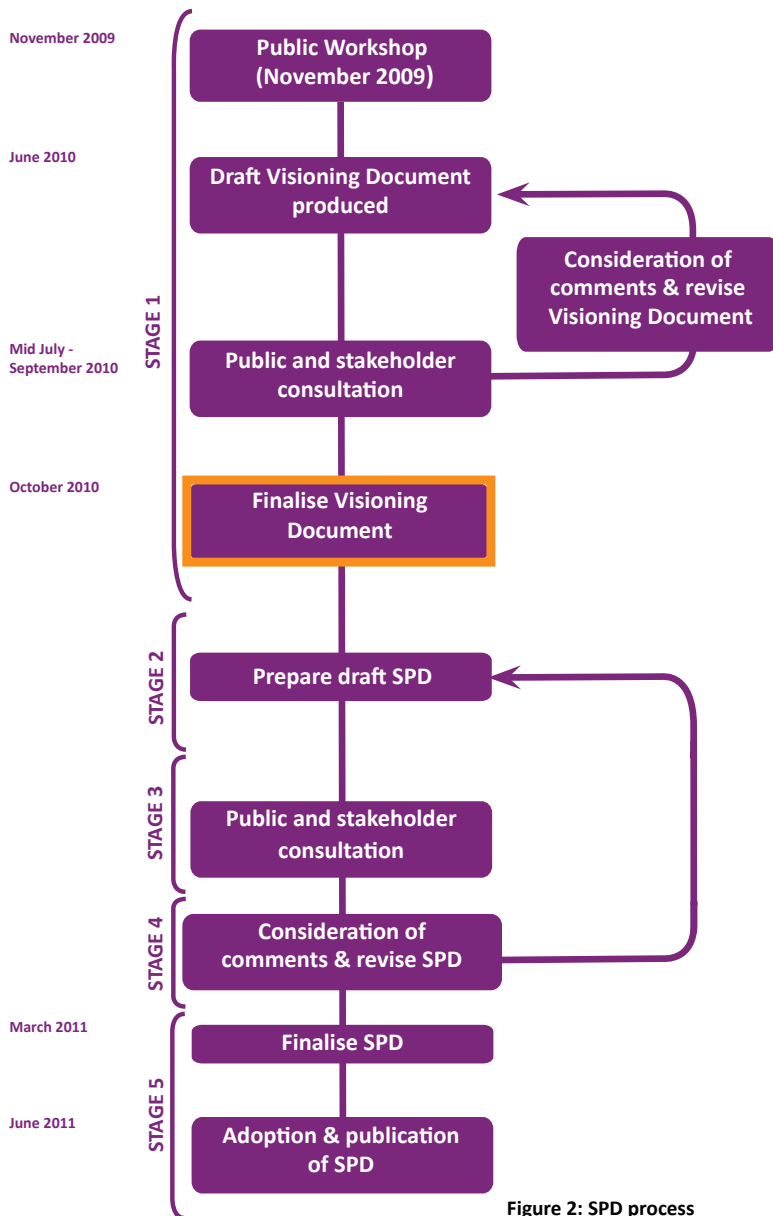


Figure 2: SPD process

### What is the purpose of this Visioning Document?

This Visioning Document is the first step towards producing a framework to guide redevelopment within the area.

At this initial stage, the issues, opportunities, redevelopment aspirations and potential key projects offered in this visioning document, are intended to stimulate ideas and discussion. This document is very much intended as a tool for engagement with the community and key stakeholders such as the County Council and landowners.

It is not a static document. The strategies and ideas set out in this Visioning Document will be tested, honed down and refined through collaboration with local residents, members and key stakeholders. Once finalised, the Visioning Document will be used to inform the production of the Development Framework (SPD) for the area.

A suggested vision:

*‘Breaking down the barriers...  
reconnecting people, reconnecting place’*

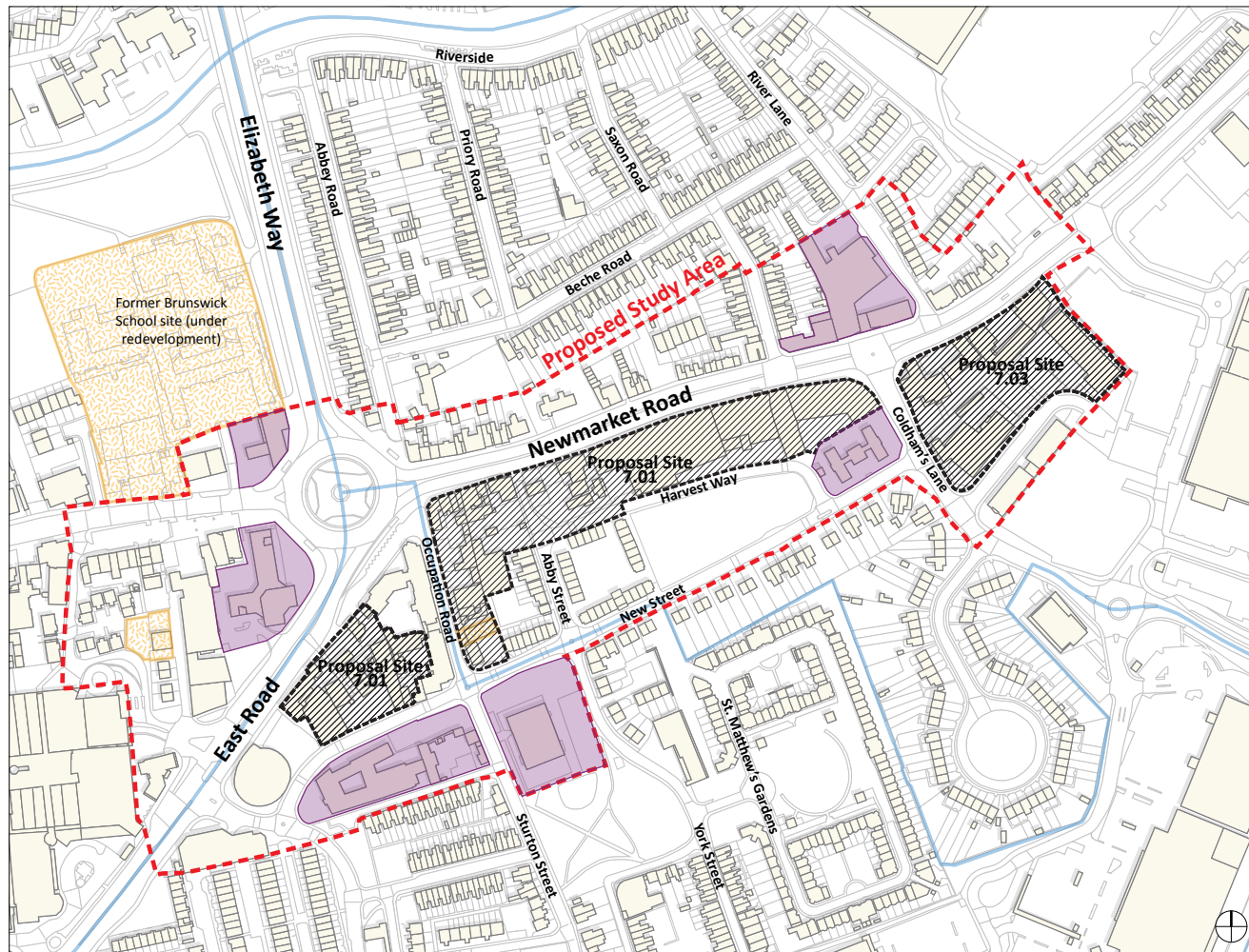


Figure 3 - Eastern Gate study area



## Document structure

This Visioning Document has five main chapters:

- **Chapter 1: 'Introduction'** forms the introduction and background to this work, explaining the overall SPD process and the purpose of the Visioning Document;
- **Chapter 2: 'Public Consultation to date'** visually summarises the hands-on public event, which took place in November 2009;
- **Chapter 3: 'Existing Situation'** provides a contextual analysis of the area;
- **Chapter 4: 'Strategies for Change'** offers redevelopment aspirations for the area, through a series of high level strategies and development principles related to: movement & circulation; open space, landuse and activity; built form, scale and massing; and public art; and
- **Chapter 5: 'Key Projects'** begins to develop some of the aspirations identified in Chapter 4, into a series of key public realm and infrastructure projects that are fundamental to achieving the overall vision for the area.

2

# **Public consultation**

**...to date**

## 2.1 Public consultation event (9th November 2009)

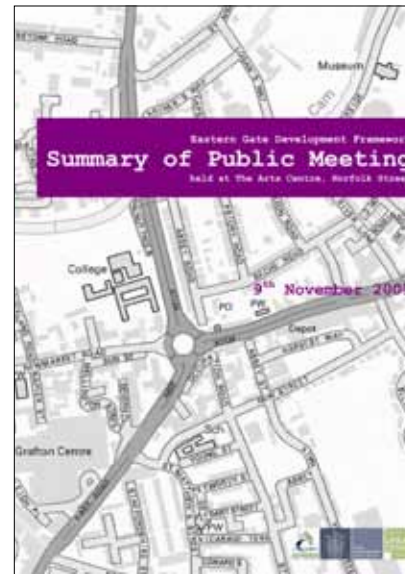
On the evening of 9th November 2009, Petersfield Area Community Trust (PACT) and Riverside Area Residents Association (RARA) held a public meeting themed 'Your Community-Your Future'. The purpose of the meeting was to begin a debate about how residents see their local area developing and in doing so, improve links between residents of Riverside, Petersfield and the neighbouring area of Brunswick. To facilitate this, Officers from the Joint Urban Design Team were invited along to the evening to run an exercise aimed at getting people involved, in a 'hands-on' way, in expressing their visions for the future of the area.

The evening was structured around two quick hands-on exercises, with views sought regarding 4 key topics: movement, landuse, open space and townscape.

Participants were asked three key questions:

1. What do you LIKE about the area?
2. What do you DISLIKE about the area?
3. What IMPROVEMENTS could be made?

This section visually summarises the main findings of the event. A more comprehensive record of the evening, including a full copy of comments recorded on maps and flip charts, can be found in the document 'Eastern Gate Development Framework – Summary of Public Meeting', which is available to download from the City Council's website.



*"Narrow staggered crossings and pavement widths along Newmarket Road make crossing with push chairs and bicycles difficult"*



*"High levels of traffic and parked cars obstruct pavements and cycle lanes along New Street and Occupation Road"*



Figure 4: Photograph of the public meeting, November 2009



*"Underpass feels dangerous at night"*



## Key issues identified by the community

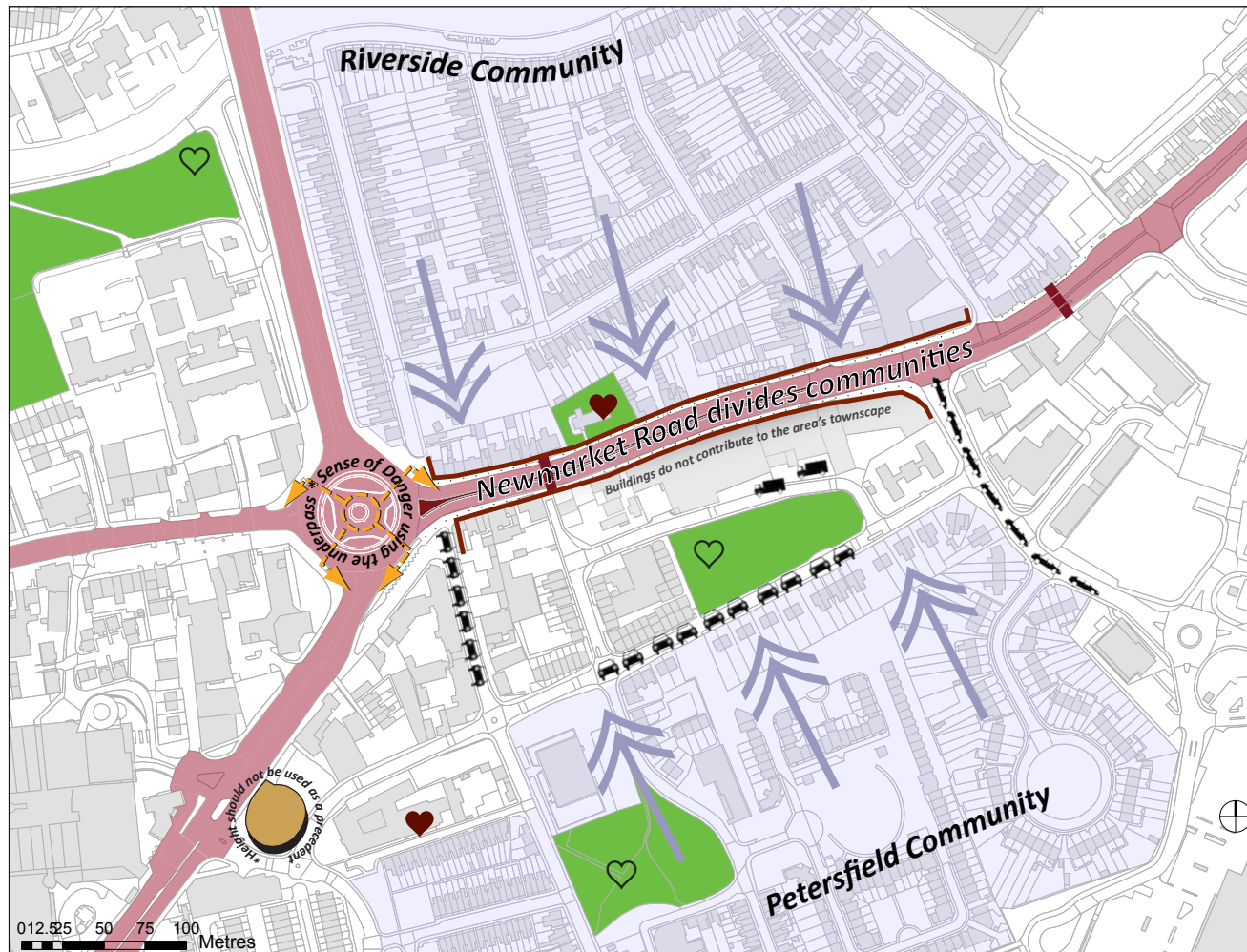












Figure 5: Summary of key issues raised by the community

-  Existing narrow pedestrian crossings restrict pedestrian movement between Petersfield and Riverside communities.
-  Fragmented cycle lanes along Newmarket Road.
-  Poor condition of historic frontage along Newmarket Road.
-  Historic buildings that are well valued: Church of St Andrew-the-Less and the Old Ragged School particularly.
-  Existing open spaces well loved and valued by the community.
-  Wheelie bins and parked cars obstruct pavements and cycle lanes along Occupation Road and New Street
-  Lack of vehicle capacity along Coldham's Lane resulting in traffic congestion.
-  Industrial uses generate heavy lorry movements, which struggle to navigate the narrow streets.
-  Concerns that the height of the Crown Court is used as a precedent for future developments.
-  Lack of routes between communities.

Other key issues raised by the community included:

- Lack of benches and play areas
- Deficiency of open space within the area
- Lack of parking for users of Newmarket Road shops
- Lack of community centres and facilities
- Pubs closing down
- Poor quality and unsafe feeling routes to important facilities & shops.





Figure 7: Redevelopment of Oxford Circus, London includes diagonal pedestrian crossings to improve connectivity



Figure 8: Photographs of the public meeting, November 2009

Other suggestions for the Eastern Gate area included:

- New bridge over the river, connecting Barnwell Road/ Newmarket Road junction and Chesterton to relieve pressure on Newmarket Road;
- Underground car parking with green space above;
- Avoid the use of split signal crossings as they create confusion for cyclists/pedestrians;
- Improve visual access to open space;
- Improve, extend and make better use of the space around the church of St Andrew-the-less;
- Create exciting spaces for older children and teenagers;
- Ensure S106 monies generated in the area are used within the area;
- New buildings should be in keeping with the surrounding area;
- Ensure a consistency of architecture along Newmarket Road; and
- Avoid square and ugly blocks of buildings.

## 2.2 Public and stakeholder consultation (26th July - 17th September 2010)

Following member approval for public consultation of the draft Eastern Gate Visioning document at Development Plan Steering Group Sub-Committee on 13th July 2010, the draft Visioning Document was subject to an extensive 8-week consultation period which took place from 26th July 2010 until 17th September 2010.

An extensive leaflet drop was undertaken of approximately 2450 properties that fell within or close to the Eastern Gate Study Area. The leaflet, shown in figure 9, invited local residents and businesses to view the document and tell us their thoughts. A press release publicising that the document was out for consultation was also issued. Relevant Councillors and Senior Officers from both the City Council and County Council were also advised of the consultation directly via email.

During the public consultation period hard copies of the Visioning Document and response forms (see figure 10) were made available to view at the City Council Customer Service Centre and the Central Library. Relevant material was also made available to download on the City Council Eastern Gate website ([www.cambridge.gov.uk/easterngate](http://www.cambridge.gov.uk/easterngate)) including a full copy of Visioning Document.

A shorter document which contained a summary of the strategies and key projects was also produced and made available via the City Councils website, in response to early concerns regarding the visioning documents length and file size.

**DRAFT EASTERN GATE VISIONING DOCUMENT**  
*What are your views?*

The Joint Urban Design Team at Cambridge City Council have produced a draft 'Visioning Document', which forms the first step towards producing a formal Supplementary Planning Document (SPD) that will guide future redevelopment within the Eastern Gate area (see map overleaf).

This draft 'Visioning Document' presents a series of issues, opportunities, redevelopment aspirations and potential key projects for the area and is intended to stimulate ideas and discussion. These will then feed into the SPD to be started later this year.

We would like to hear your views on this draft Visioning Document, so please tell us your ideas.

**PREPARING THE EASTERN GATE SPD**

Stage

- Public Workshop (November 2009)
- Draft Visioning Document Produced (June 2010)
- Consideration of Comments & Revise Visioning Document
- Public and Stakeholder Consultation (Mid July - September 2010)
- Finalise Visioning Document (October 2010)
- Prepare Draft SPD
- Public and Stakeholder Consultation
- Consideration of Comments & Revise SPD
- Finalise SPD (March 2011)
- Adoption & Publication of SPD (June 2011)

**Eastern Gate Visioning Document**  
Draft for consultation July 2010

**Joint Urban Design Team**  
CAMBRIDGE CITY COUNCIL

Figure 9: Public and stakeholder consultation leaflet - July 2010

**For office use only**  
Received before deadline Y / N  
Agent number:  
Representor number:  
Representation number:  
Part of document:

**Draft Eastern Gate Visioning Document**  
**Consultation Response Form – Public Exhibition**

This form should be used to comment on the Draft Eastern Gate Visioning Document prepared by the Joint Urban Design Team at Cambridge City Council, for public consultation.

This form is available to download on Cambridge City Council's website at [www.cambridge.gov.uk/easterngate](http://www.cambridge.gov.uk/easterngate). This is the Council's preferred means of receiving comments. It will help us to manage your comments quickly and efficiently.

**PLEASE WRITE CLEARLY**

**Name of Individual / Organisation:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
(If representing an organisation)  
**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**Postcode:** \_\_\_\_\_  
**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

Please tick if you prefer to be contacted by email

**Name of Agent:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
(If an organisation)  
**Address of Agent:** \_\_\_\_\_  
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**Email:** \_\_\_\_\_

Please tick if they would prefer to be contacted by email

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please either leave your consultation response form with a member of The Joint Urban Team or return them by Friday 15<sup>th</sup> October 2010**

Figure 10: Consultation response forms

## 2.3 Public exhibition (11th October 2010)

Following the formal 8 week public consultation period, a day long staffed public exhibition took place from 2pm-9pm on the 11th October 2010 at Christ Church, which is located close to study area. A series of display panels (see figure 11) were produced providing a summary of the draft Visioning Document and members of Joint Urban Design Team were on hand to answer questions and provide more detail of the strategies and key projects presented.

The Joint Urban Design Team worked closely with key representatives of the three local residents associations (RARA, PACT & BRUNK) to publicise the event, and determine the suitable date and location. Posters advertising the public exhibition (Figure 12) were displayed in the reception areas of the Customer Service Centre and Guildhall as well as the Central Library. Consultees who had already provided comments during the formal consultation period were emailed directly inviting them to attend the exhibition and ask further questions.

Overall the event was well attended and provided the public with an opportunity to ask questions and provide further feedback on the draft Visioning Document.



Figure 11 above and below: display panels presented at the public exhibition.



Figure 12: Poster advertising the public exhibition for the draft Eastern Gate Visioning Document at Christ Church.

## 2.4 Conclusion

The public meeting on the 9th November 2009 was the first step in seeking the views of local people about where they live and the sort of place it could become. It was a very successful evening - discussion was both lively and positive, with thoughts and ideas plentiful.

The issues and ideas that were generated during the meeting were used to assist the Joint Urban Design Team with the preparation of the draft Visioning Document that was the subject of the 8-week public and stakeholder consultation and exhibition.

By the end of the consultation period the Council had received a total of 46 representations from a range of stakeholders, many of which were very comprehensive and constructive.

Representations were on the whole very positive. Many supported the production of the draft Visioning Document as the first step towards producing a formal SPD to guide change within the area. The aspirations to improve the public realm and enhance pedestrian and cycle routes were also generally supported. Out of the five key projects identified within the draft Visioning Document, key project 1: Elizabeth Way Roundabout received the most detailed comments. Over 70% of residents who commented specifically on this key project agreed with the aspiration to fill in the pedestrian subways and replace with a junction that allows convenient pedestrian and cycle movements above ground.

Positive comments were also received from the County Council Highway Authority, who outlined that they want to engage further with the City to progress and test some of the key projects suggested within Chapter 5 of the draft Visioning Document.

A number of key issues emerged from the public and stakeholder consultation, which broadly related to 5 themes. These were as follows:

1. Building heights;
2. Traffic management and parking;
3. Removal of the Howard Mallett centre to increase the size of St Matthew's Piece;
4. Funding of key projects; and
5. The removal of existing pedestrian guardrails.

To help finalise this Visioning Document, the above key issues and main findings of the consultation were reported to members of the Development Plan Steering Sub-Committee (DPSSC) on 14th December 2010. A copy of the agenda and committee minutes can be found at: <http://www.cambridge.gov.uk/democracy/ieListMeetings.aspx?Cid=184&Year=2011>

All feedback and comments the Council has received to date has been extremely useful and instrumental in shaping this Visioning Document.

3

# **The existing situation**

**...Context Analysis**

## 3.1 Historical Context

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.

From an early time Newmarket Road has been used as a main route from the East to the city centre, being first established by the Romans in order to bring produce to the garrison from the large estates at Fen Ditton and Horningsea.



Figure 13: Photograph of St Andrew-the-Less (Abbey Church) showing the east gable (date unknown)

### Barnwell Priory

Barnwell Priory, 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 (Figure 13), 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

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



Figure 14: 1886 OS Figure Ground Plan

this period, and as such has been designated a Scheduled Ancient Monument (SAM).

The growth of the railway in the 1840's 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.

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.



Figure 15: 1954 OS Figure Ground Plan





### 20th Century

The 1925 (Figure 16) 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. Later, 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.

The 1960s and 70s brought additional changes to Newmarket Road with the introduction of the roundabout and opening of Elizabeth Way Bridge in 1971 (see figure 19 & 20) which resulted in the removal of Victorian terraces



Figure 17: Photograph of the Newmarket Road Gas Works (Circa 1950)



Figure 18: Photograph of East Road/Newmarket Road Junction before it was dualled in 1963



Figure 19 (above) and Figure 20 (right): Photographs showing the construction of Elizabeth Way Bridge in 1971

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.

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.

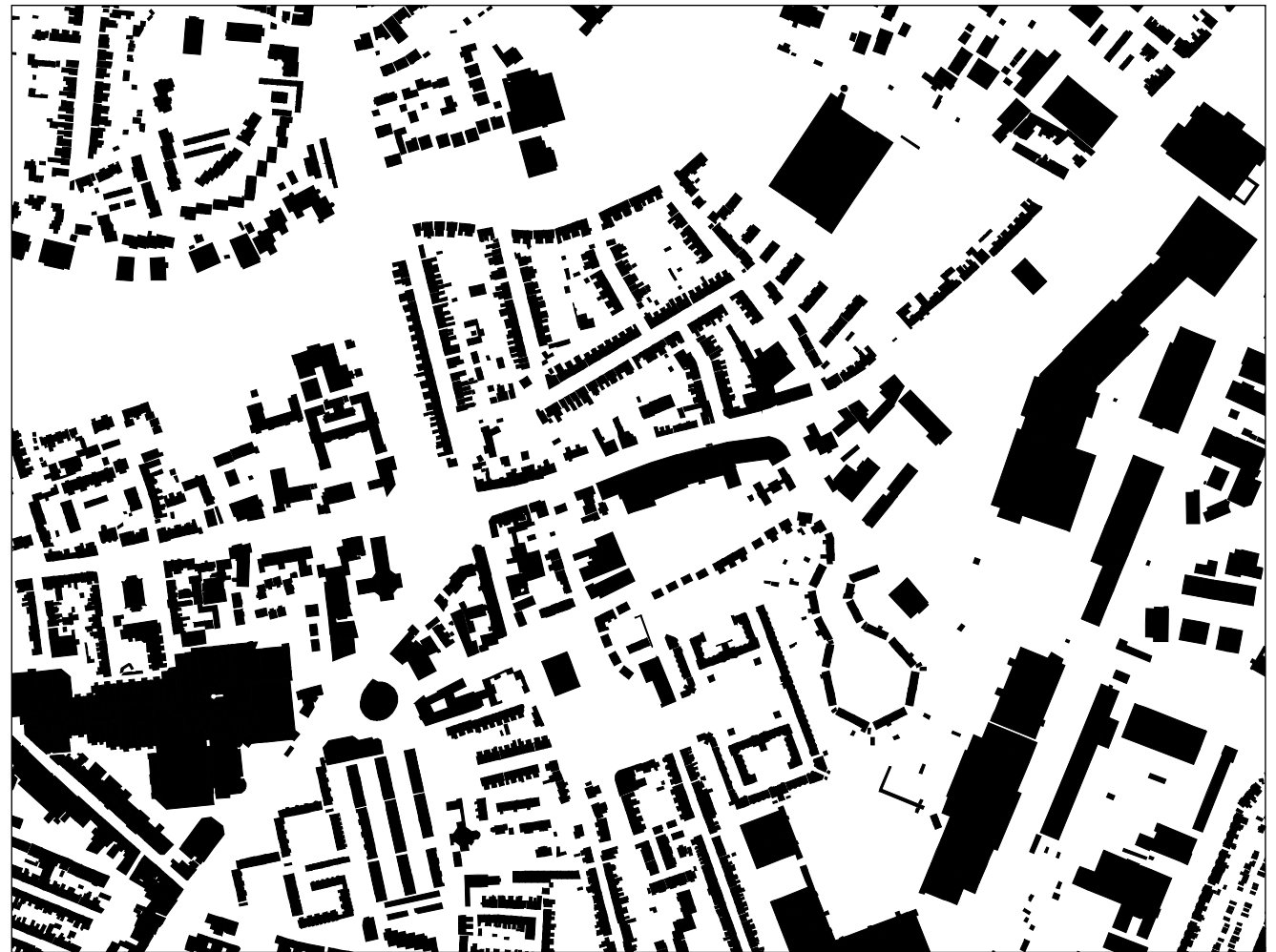


Figure 21: 2010 OS Map Figure Ground Plan

### 3.2 Existing Movement and Circulation

This section provides an analysis of the existing movement and circulation network and will form a basis for improvements in the study area.

Key elements of this analysis are as follows:

- The study area falls within the Cambridge City Council Air Quality Management Area.
- 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 movement north and south of the study area, 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 to some retail.
- Parking pressures within the New Street area has a negative effect upon the quality of the public realm. Local residents are concerned about the levels of commuter and shopper parking.



Figure 22: A lack of crossings at Coldham’s Lane junction creates a hostile and dangerous environment for pedestrians.



Figure 23: Coldham’s Lane/Newmarket Road junction is dominated by vehicles.



Figure 24: Pedestrian guardrails present barriers to movement.

-  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

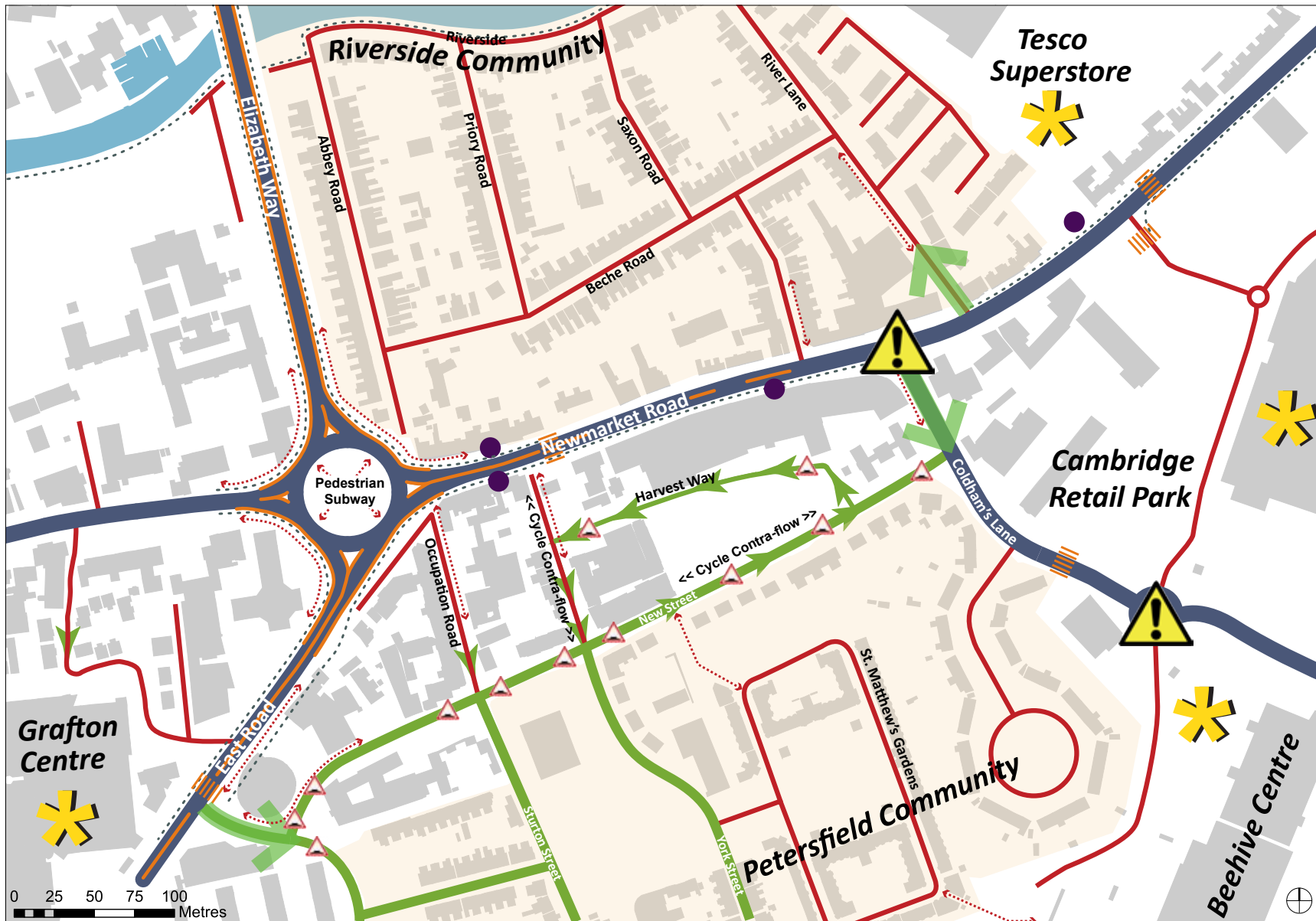


Figure 25: Existing movement & circulation

### Cambridge City Council 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 part of the City in August 2004, of which the proposed Eastern Gate study area falls within (see figure 27)

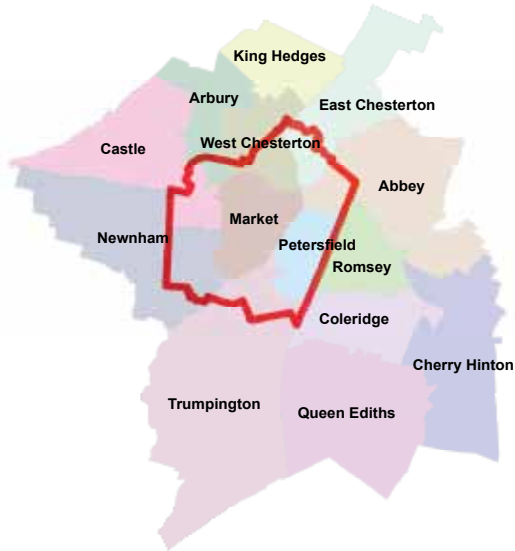


Figure 26: Cambridge City Council Air Quality Management Area

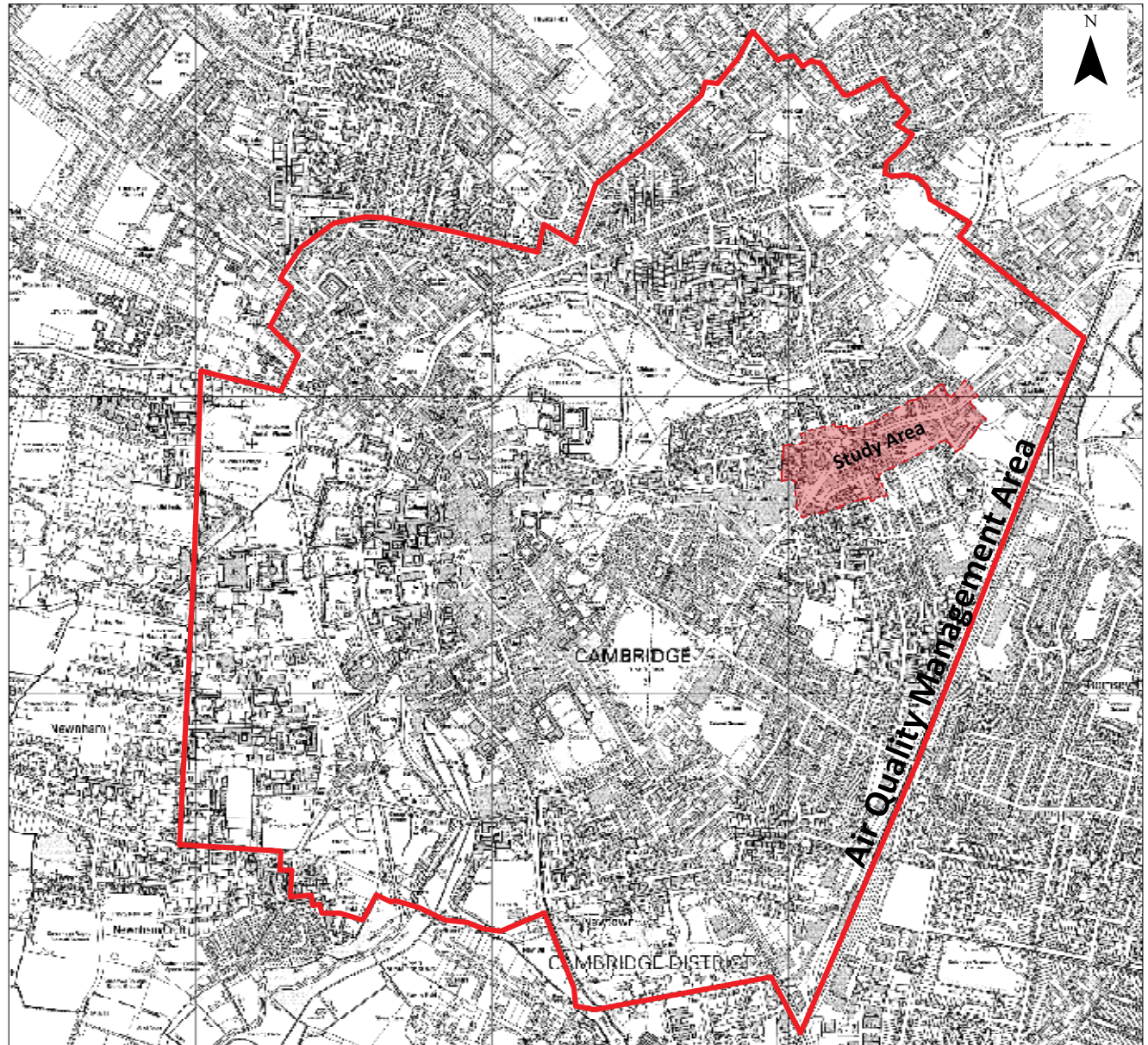
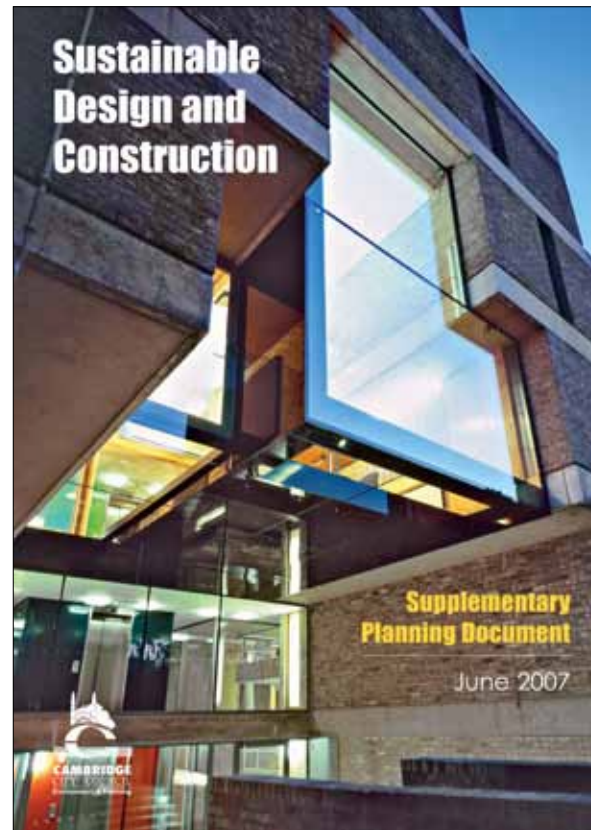
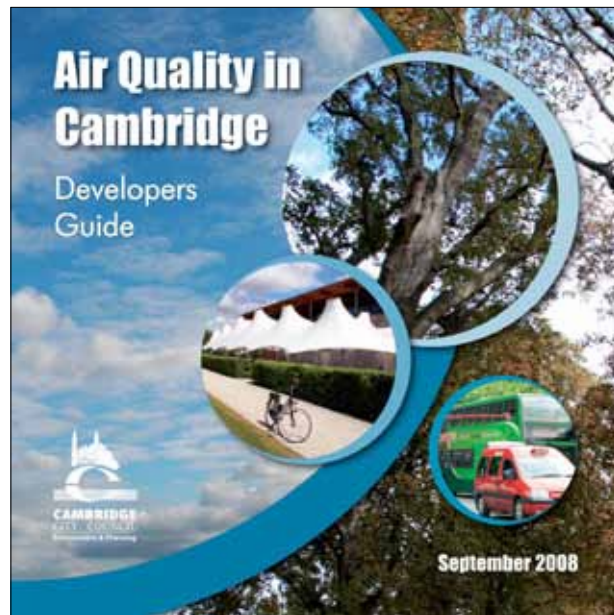


Figure 27: Proposed study in relation to the Cambridge City Council Air Quality Management Area



Cambridge City Council have produced guidance to assist developers consider and meet their air quality requirements as set out in the “sustainable design and construction 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 control 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 control 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 can be found at [www.cambridge.gov.uk/ccm/navigation/environment-and-recycling/pollution-noise-and-nuisance/air-pollution](http://www.cambridge.gov.uk/ccm/navigation/environment-and-recycling/pollution-noise-and-nuisance/air-pollution). In addition to the Sustainable Design and Construction SPD and Air Quality in Cambridge booklet, which can also be downloaded.

### 3.3 Surrounding Landuse & Activity

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

The adjacent maps illustrate 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.

The adjacent walkable neighbourhood appraisal highlights facilities and services that are located within a 5 minute (400m) and 10 minute (800m) walking time. The walkable neighbourhood map (figure 29) 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 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.

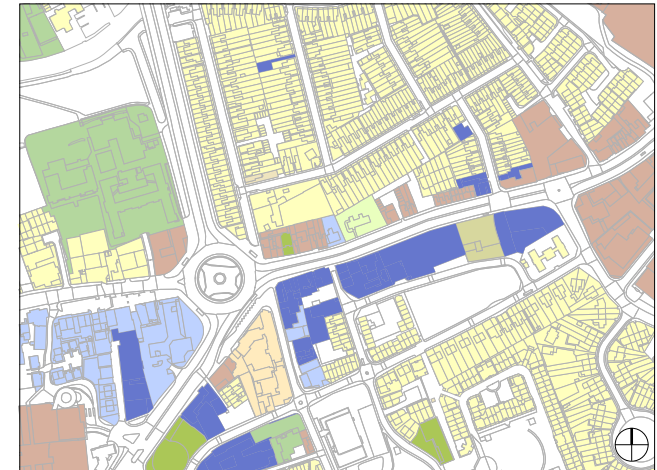






Figure 28 Land uses in the Newmarket Road area



Figure 29: Walkable neighbourhood

|   |                                   |
|---|-----------------------------------|
|  | 400m Theoretical Walking Distance |
|  | 800m Theoretical Walking Distance |
|  | 400m Actual Walking Distance      |
|  | 800m Actual Walking Distance      |



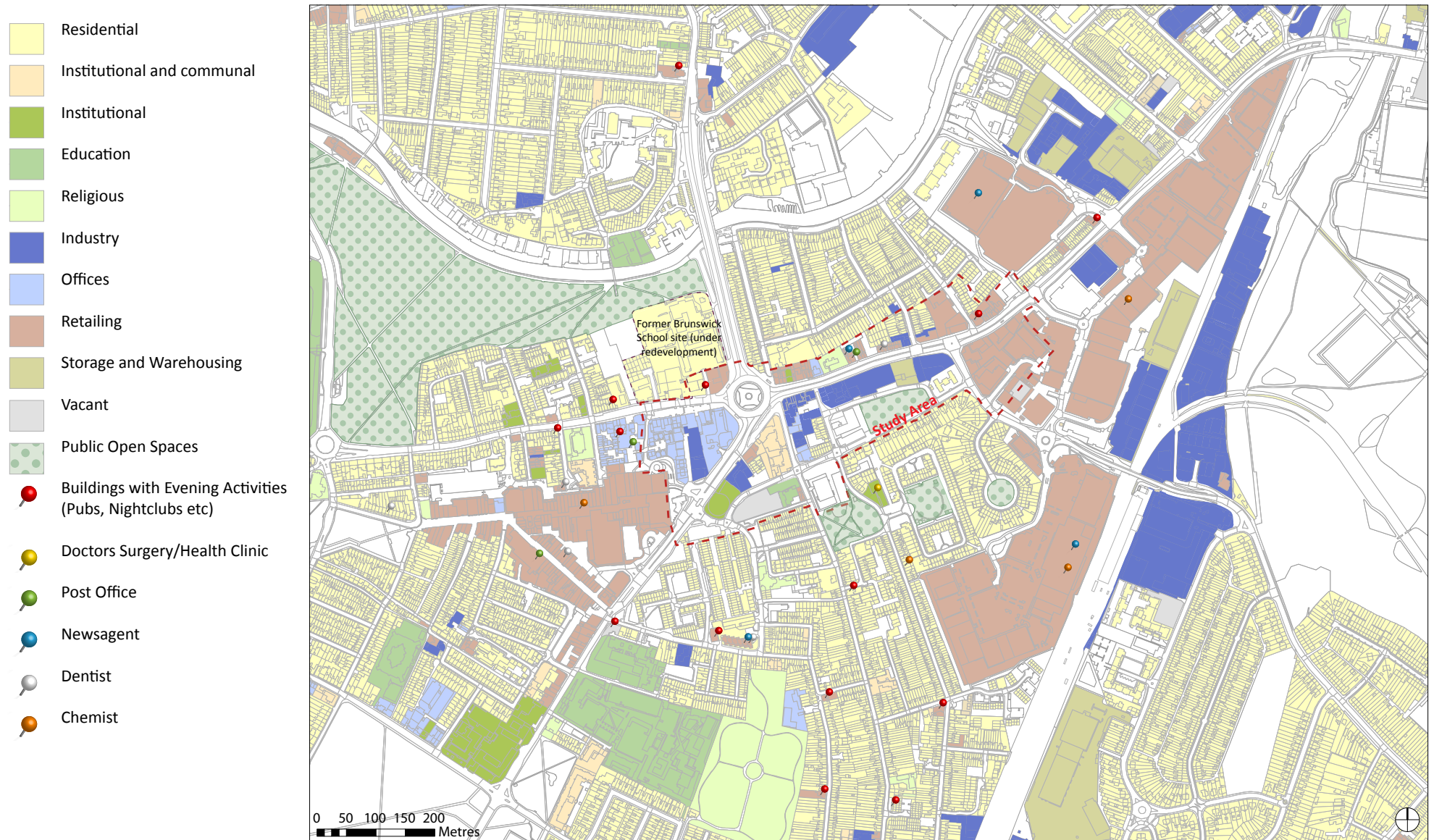


Figure 30: Surrounding land uses in the Eastern Gate study area

### 3.4 Legibility

A legibility assessment was undertaken for the study area in order to determine the ease with which people can understand the layout of a place. The assessment study applies techniques developed by Kevin Lynch in the 1960s for analysing an area based upon five key elements:

**Paths** – the major and minor routes of circulation, be it roads, footpaths, rivers or railways.

**Edges** – form the dividing lines or boundaries between districts such as edges of development, walls and railways.

**Districts** – areas which have common identifiable characteristics such as city residential areas, industrial estates and university campuses.

**Nodes** – are centres of activity where users congregate, such as busy junctions or bus stations.

**Landmarks** – form points of reference, which help people to orientate themselves in the city.

The main findings from the study are:

- Gateways form at entrances to the Petersfield and Riverside residential areas within New Street, Coldham’s Lane and River Lane.
- East Road forms a transition zone between differing land uses where the edge of the city centre and residential areas merge.
- Nodal points form at important junctions such as Elizabeth Way roundabout and Coldham’s Lane, but create a poor sense of arrival.
- The Crown Court forms a local landmark and acts as a reference for the user, aiding orientation. The



Figure 31: Eastern Gate area legibility study

- buildings also line the transition zone; demarcating the edge of the city.
- The Museum of Technology chimney (SAM) forms a landmark that can viewed from within and outside the study area.
- The residential areas of Petersfield and Riverside form

strong easily identifiable ‘Districts’.

- Large warehouse buildings and pedestrian guardrails form hostile edges and sever residential districts.
- East Road and Newmarket Road form ‘major pathways’, although vehicles dominate and form a barrier between communities.

### 3.5 Character Appraisal

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.

The appraisal shows clear variations in character across the study area with late 20th Century retail development to the east and mixed-use 20th Century retail, residential and office developments to the west.

Development on land to the north and south behind Newmarket Road is predominantly residential development. The addition of industrial warehousing and car showroom buildings in the 1960s and 70s along Newmarket Road has eroded the traditional street character. Poor modern infill developments along Newmarket Road interrupts the rhythm of the street, as a result 19th Century mixed-use development now form disjointed clusters.

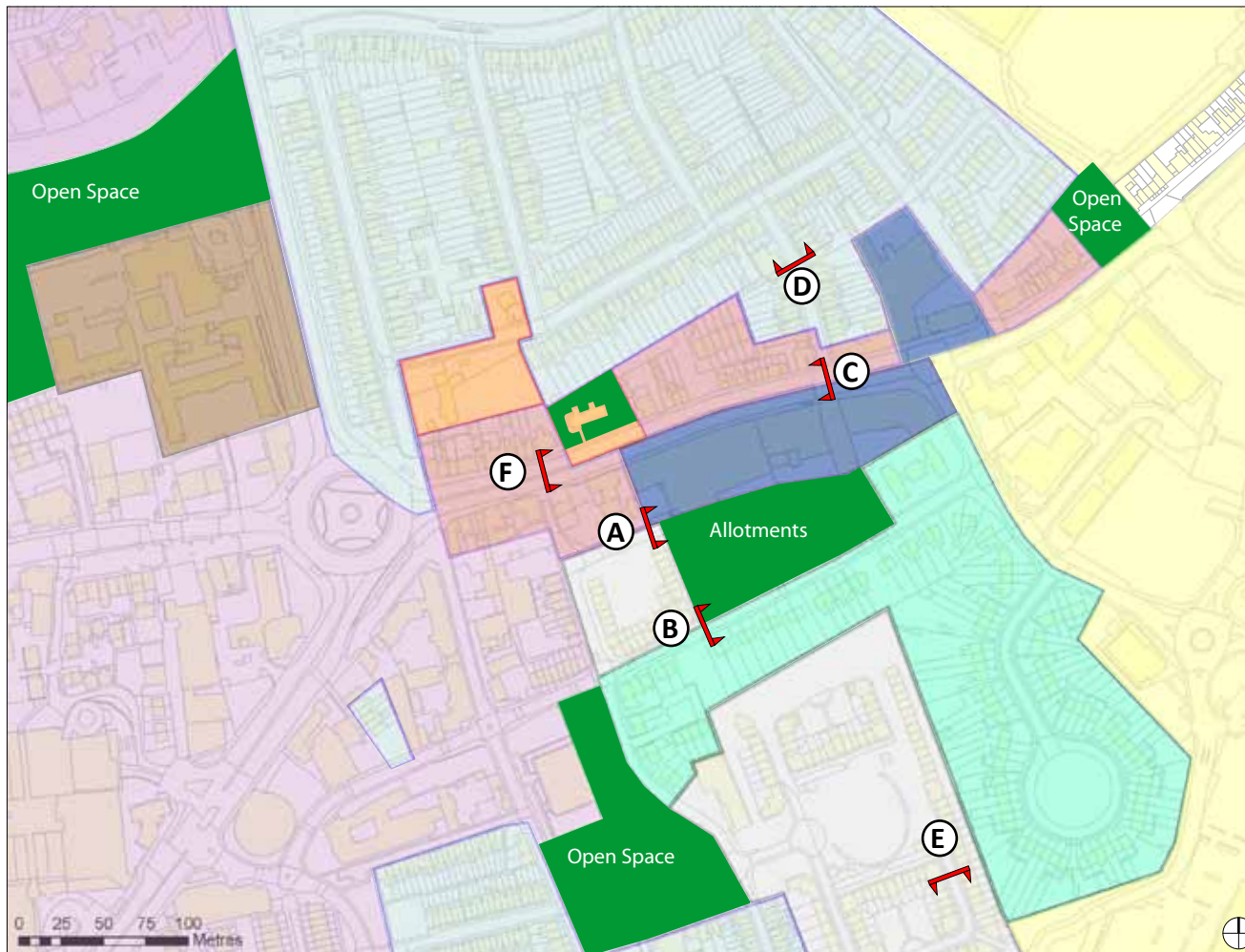


Figure 32: Character Appraisal

- |  |   |                                |
|--|---|--------------------------------|
| 1. 19th Century terrace housing        | 5. Industrial warehouse and garage showroom buildings           | 9. Remnants of Barnwell Priory |
| 2. 20th Century housing                | 6. 20th Century retail development                              | Open space                     |
| 3. 19th, 20th & 21st Century mixed-use | 7. 19th Century mixed-use                                       | Cross section locations        |
| 4. 1930s residential development       | 8. Former Brunswick School site (currently under redevelopment) |                                |



Figure 33: Godesdone Road, looking north



Figure 34: St Matthew's Garden



Figure 35: New Street looking west towards the Crown Court

### Character Area 1: 19th Century Terrace Housing

- Continuous building lines with entrances fronting directly onto the street.
- Predominately residential with 2 storey Victorian terraces.
- Sense of rhythm created by continuous building lines, narrow building plots, frequency of doors and windows and repeated architectural details.
- On street parking.
- Finer grain of development and a higher degree of street enclosure.
- Narrow building plots—typically 5-6 metres wide.
- Typical street widths—7 metres wide.
- No or little front gardens resulting in no landscape to soften the street.

### Character Area 2: 20th Century Housing

- Predominately late 20th century residential terraces.
- Typically 3 storey dwellings within St Matthew's Gardens (some with basements) with smaller 2 story terraces fronting Abbey Street.
- Undercroft parking provided at St Matthew's Gardens residential development.
- Sense of rhythm created by continuous building lines, narrow building plots, frequency of doors and windows, rooflines and architectural details.
- Infrequent on street parking fronting Abbey Street.
- Green space and landscaping incorporated into central area resulting in no landscape to soften the street scene.

### Character Area 3: 19th, 20th and 21st Century Mixed Use

- Land use consists of a variety of retail, residential and business uses
- Variations in building size, scale, plot widths and set backs resulting in a disjointed and jumbled appearance.
- Little sense of continuity between building typologies.
- Areas of poor quality, passive building facades.
- The Grafton Centre and Crown Court are prominent buildings, the latter acts as a local landmark.
- Landscaped areas limited to incidental, small open spaces.



Figure 36: Silverwood Close looking South West

#### Character Area 4: 1930s Residential Development

- Buildings typically dating from the 1930s interwar period.
- Predominantly 2 storey semi-detached residential developments fronting New Street, with small runs of bay-windowed terrace housing located within Silverwood Close.
- Buildings set back from the street, providing front gardens to properties.
- Silverwood Close, a typical Cul-de-sac street, provides little permeability to the surrounding street network.
- Typical street width 6m.



Figure 37: Newmarket Road, looking east

#### Character Area 5: Industrial Warehouse and Car Showroom Buildings

- Land use consists of industrial, warehouse and car showroom buildings dating from the 1960's/70's.
- Predominately 2 storey developments with almost continuous blank facades.
- Lack of activity at ground level results in lack of natural surveillance.
- The large footprint buildings limit and restrict permeability from Newmarket Road through to Harvest Way.
- Area dominated by vehicle movements, noise and pollution.



Figure 38: Cambridge Retail Park

#### Character Area 6: 20th Century Retail Development

- Land use consists of predominately late 20th century, large scale, retail warehouse units.
- Building facades, with few windows create activity at ground floor level.
- Large expanses of car parking with little vegetation resulting in the area becoming dominated by vehicles.
- Large footprint adds to the overall bulk of the buildings.



Figure 39: Newmarket Road

#### Character Area 7: 19th Century Mixed Use

- Predominantly 19th/ early 20th century developments consisting of a mixture of small scale retail and residential properties.
- Typically 2 storey terrace properties, some of which show signs of neglect.
- Sense of rhythm created from narrow building plots, frequency of doors and windows, and repeated architectural details.
- Variety of building plot widths.
- Lack of street trees and vegetation.
- The scale of the road is out of proportion to that of buildings.



Figure 40: Former Brunswick School Site (image: Berkeley Homes)

#### Character Area 8: Former Brunswick School Site (currently under redevelopment)

- Education buildings dating back to the early 20th century
- Midsummer common surrounds the site to the north, with significant trees and vegetation
- Site now under redevelopment for the erection of 168 residential units, 251 student rooms, new vehicular and pedestrian access (including public throughfare through the site) and access to public open space (see figure 32).



Figure 41: Church of St Andrew-The-Less, Newmarket Road

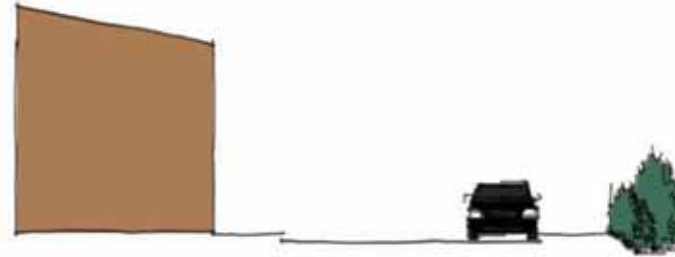
#### Character Area 9: Remnants of Barnwell Priory

- Church of St Andrew-the-Less (Abbey Church) and Cellarar's Chequer form the remains of Barnwell Priory.
- Significant street trees, vegetation and open space surround the church which gives positive addition to the street.
- 16th Century Abbey House.

## Character area cross sections (Scale 1:200)

- Narrow street width – typically 6.8 m (kerb to kerb)
- On street car parking.
- Buildings composed of rear entrances to warehouses and industrial units.
- Broken frontage and a lack of surveillance weakens the areas overall character.

Section A-A (Harvest Way Looking East)



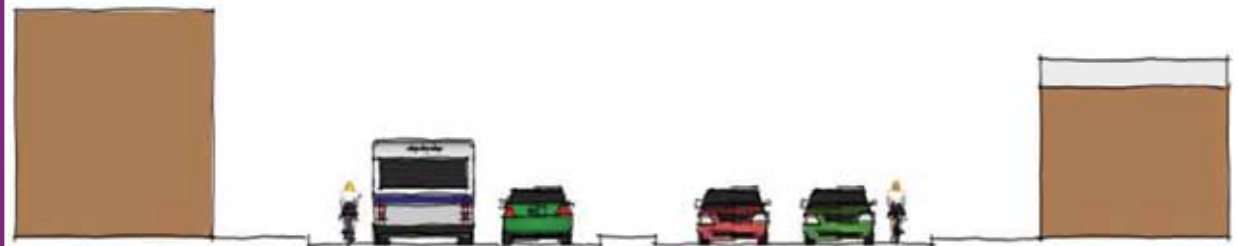
- Street width typically 7.7m.
- Residential housing with front gardens.
- Car parking on either side of street.
- Vehicle dominated space – obstructing views over allotments.
- High concentration of parked vehicles.
- Conventional traffic calming measures.
- High levels of vegetation located in front gardens and opposite the allotments.

Section B-B (New Street Looking East)



- Wide street widths – typically 16.5 m
- High traffic speeds – vehicle dominated
- Designated, but fragmented cycle lanes
- Predominantly 2-2.5 storey building heights
- Little vegetation, pedestrian guardrails in median strip
- High levels of traffic congestion and associated noise during peak times
- Lack of pedestrian crossing points makes pedestrian movement difficult and dangerous
- Sweeping curves at junctions

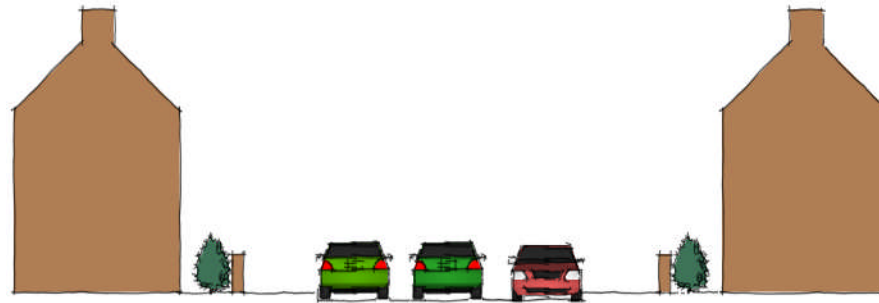
Section C-C (Newmarket Road looking West)



## Character area cross sections (Scale 1:200)

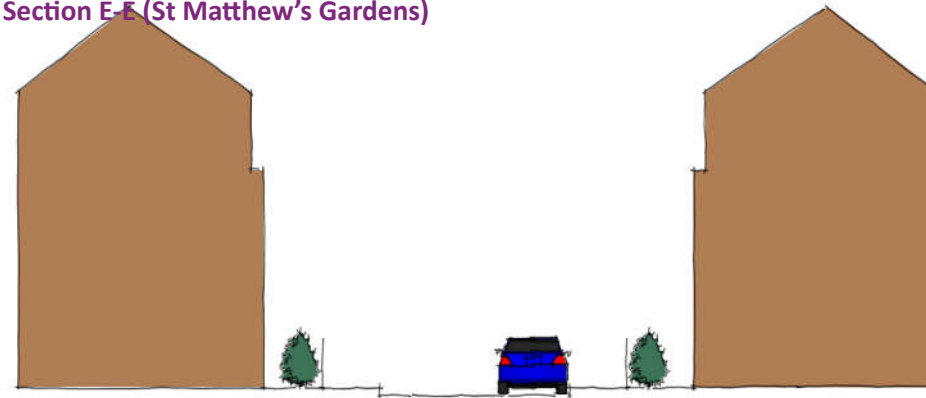
- Narrow Street width – typically 7 m
- 2.5 storey Victorian terrace housing
- On street parking either side of street
- Small front gardens with some vegetation
- Narrow building plots
- Low traffic speeds

### Section D-D (Godesdone Road)



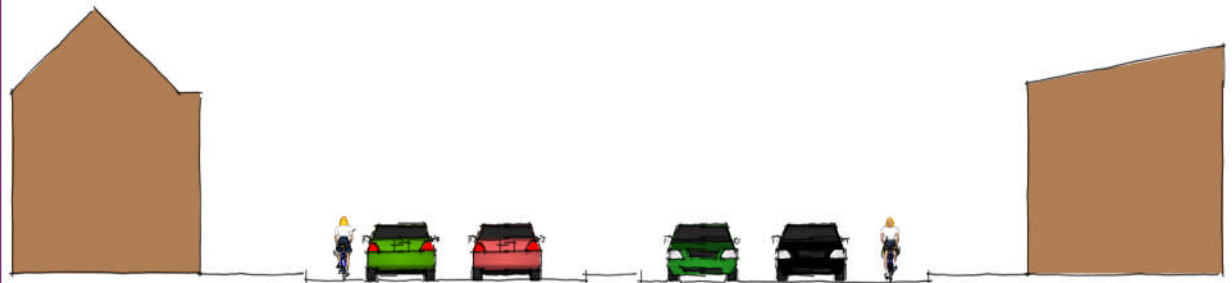
- Narrow street widths – typically 5 m
- 3 – 4 storey terrace housing with top floors set back
- Some on street parking – most parking provided underneath communal open space of St Matthew's Gardens
- Narrow front gardens with some planting

### Section E-E (St Matthew's Gardens)



- Wide street widths – typically 16.5 m
- High traffic speeds – vehicle dominated
- Pedestrian guardrails and narrow staggered crossings
- Hostile for pedestrian and cyclist

### Section F-F (Newmarket Road looking East)





### 3.6 Townscape Analysis

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 and use of the 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 and permeability.
- 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.

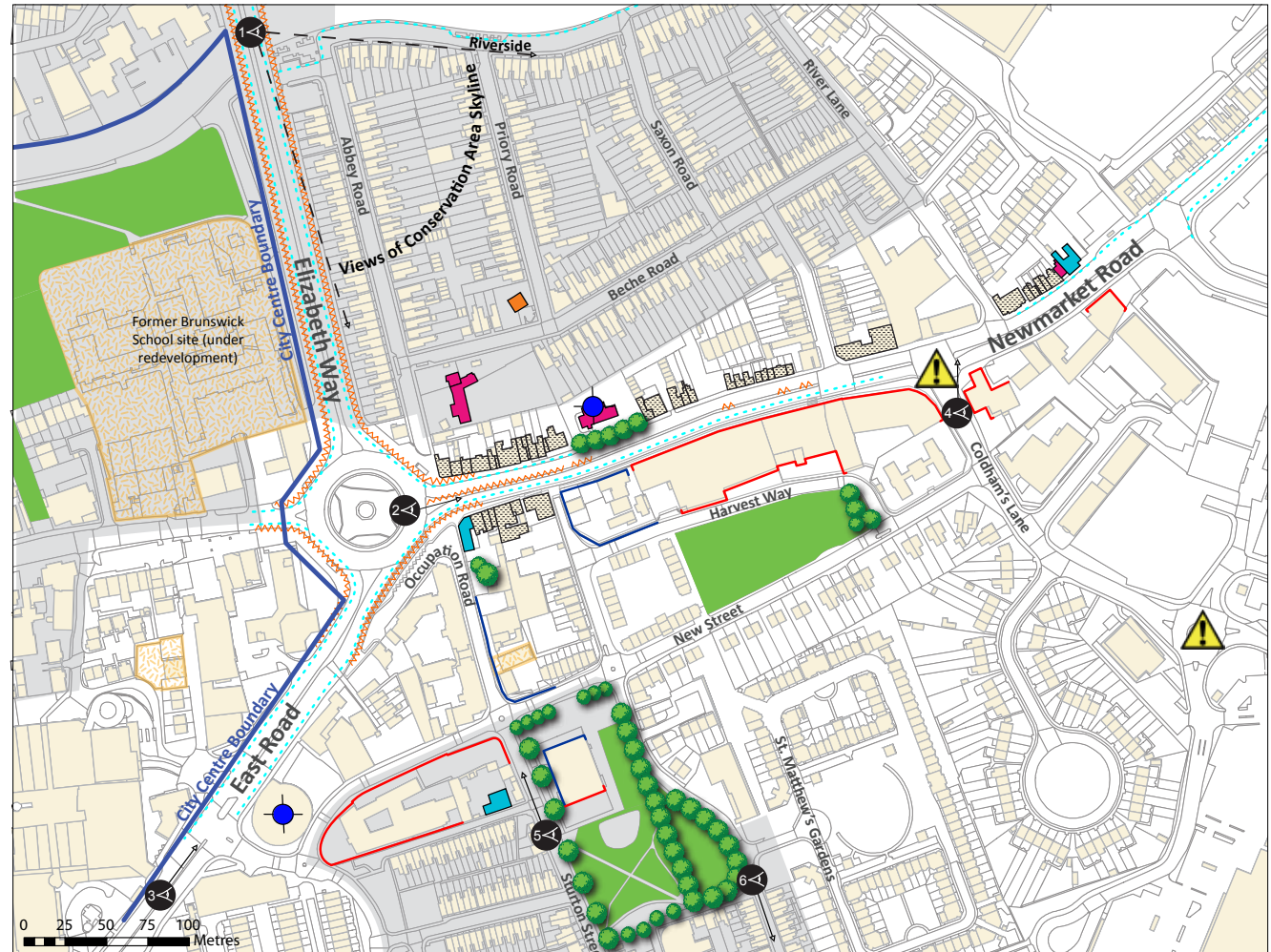
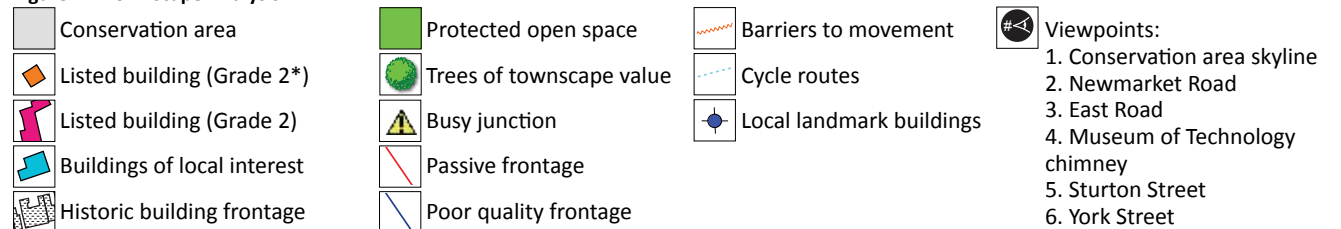


Figure 42: Townscape Analysis



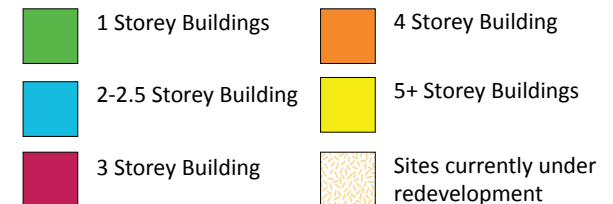
### 3.7 Existing Scale and Massing

This section provides an analysis of the arrangement, volume, size and shape of buildings as well as frontage/plot widths and dimensions of street blocks. The map (figure 43) 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 built element within the study area and acts as a local landmark.



Figure 43: 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.



< Figure 44: View over the riverside area, taken from Elizabeth Way bridge



Figure 45: View of the Cambridge Crown Court, taken from East Road >

## 3.8 Opportunities and Constraints

This section provides a summary of the context analysis, teasing out the key strengths, weaknesses and opportunities (refer to figure 49) the study area presents.

### Strengths

- The area is well located for access to the City Centre.
- 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.

### 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.
- Uses along Newmarket Road frontage that stretch activity beyond retail opening hours are not in abundance.
- The dominance of vehicular traffic on Newmarket Road makes informal crossings 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 movement.





Figure 46: Clusters of historic retail frontage on Newmarket Road



Figure 47: Pedestrian railings form a barrier to movement



Figure 48: Wide sweeping junctions promote higher traffic speeds

-  Address the balance of vehicles and pedestrians and cyclists on Newmarket Road
-  Create new links between communities
-  Strengthen links between existing open spaces
-  Improve the "Eastern Gateway" to the City
-  Humanise the highway, green and soften routes - explore opportunities for street tree planting
-  Opportunities to create new and exciting spaces
-  Repair and reshape the built form - particularly on Newmarket Road
-  Enhance the setting of historically significant buildings and frontages

**Summary of opportunities**

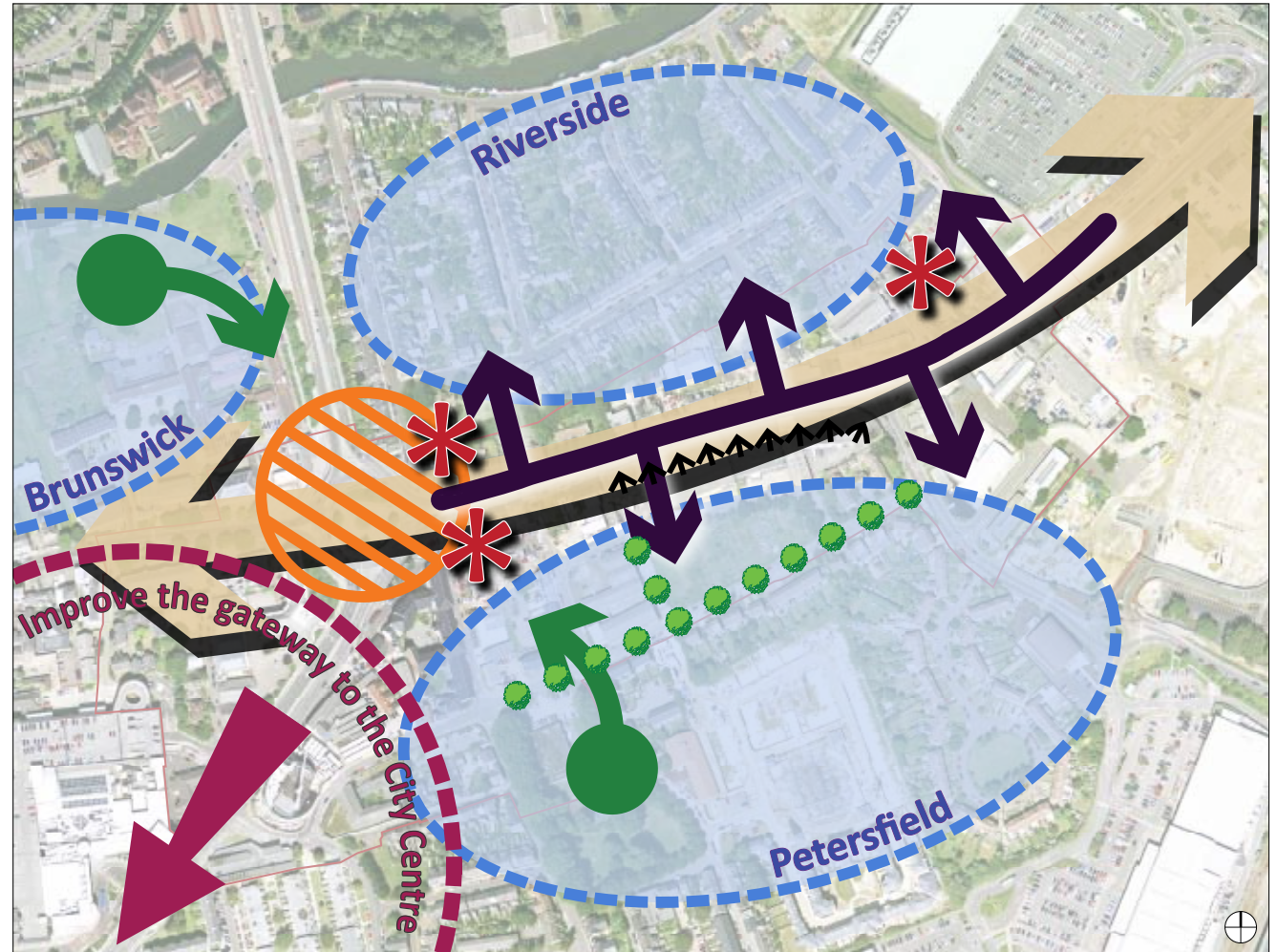


Figure 49: Opportunities



4

# Strategies for change



## 4.1 Introduction

A large number of potential development sites, both allocated and unallocated exist within the Eastern Gate study area (refer to Figure 50). The sites highlighted on the adjacent map are not exhaustive, but serve to provide an overall picture of the areas potential for change. Undoubtedly, these sites present an opportunity to enhance the quality and image of the area, but when considered collectively with the 'lost' and underused spaces in between buildings, an enormous opportunity exists to reshape and repair the urban fabric.

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. The framework for change consists of four strategic layers. These are:

1. Movement and circulation strategy
2. Open space, landuse and activity strategy
3. Built form, scale and massing strategy
4. Public art strategy

Whilst at this initial stage, the strategies offered are intended to stimulate ideas and discussion, the chapter does however, begin to set out the key qualities and broad development principles that are likely to be required of development. It is intended that as this work is progressed and is refined following consultation with residents, members and key stakeholders, that anyone

considering redevelopment within this area, both private and public sectors, should have regard to the strategies contained within this chapter.

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.



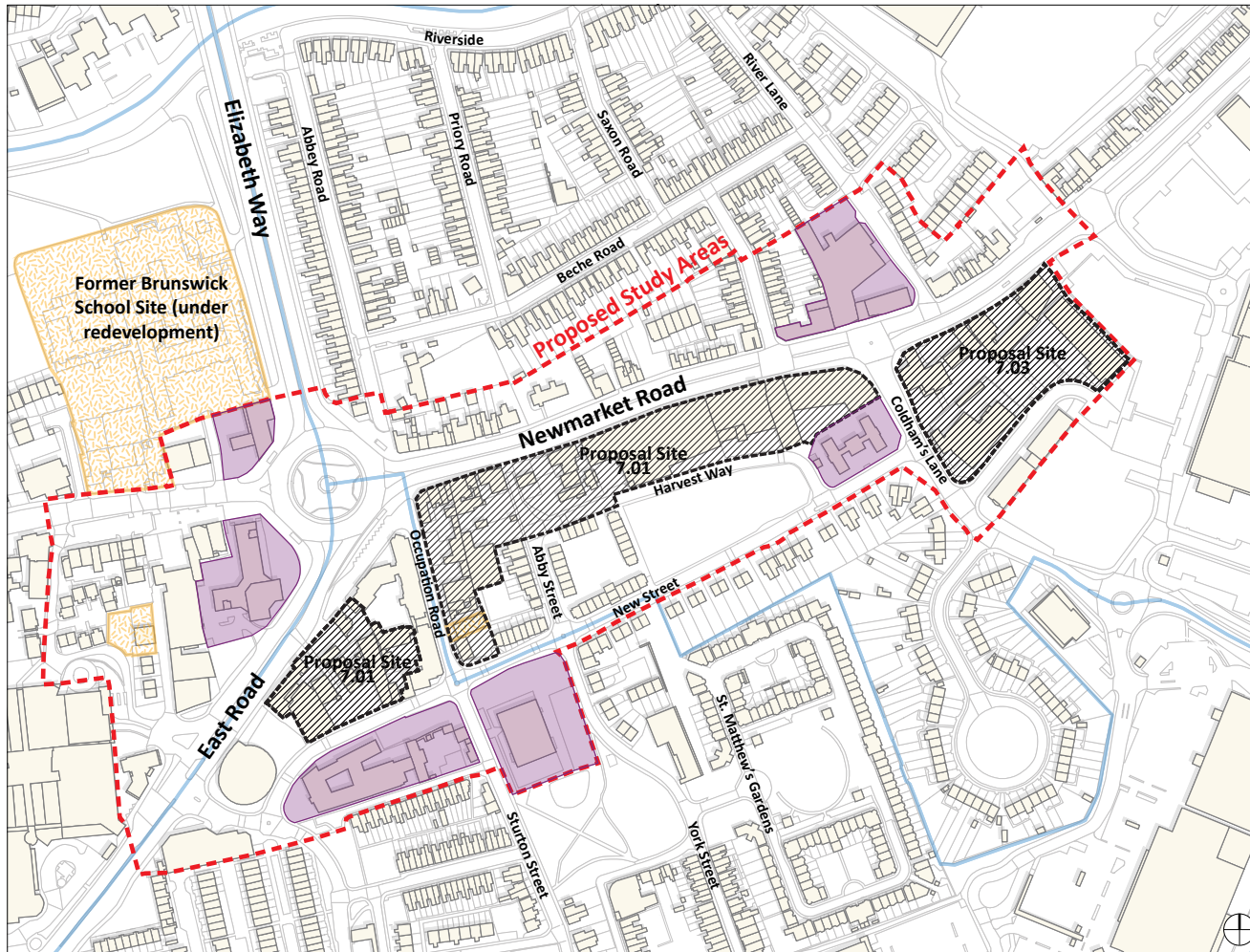


Figure 50 - Potential development sites

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

## 4.2 Movement and Circulation Strategy

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

The government's *Manual For Streets* (MfS) officially informs us that every street is also a place and that people, not the car, must come first. *'Civilised Streets'*, a recent report from CABE, 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 5-key projects.

### Block Structure

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

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 options for Elizabeth Way roundabout.

### Improved cycle and pedestrian routes along Newmarket Road

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 meter wide cycle lanes along Newmarket Road.

### Breaking down actual barriers to movement

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

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** - this strategy promotes where possible, the improvement of lighting within the area.

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

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

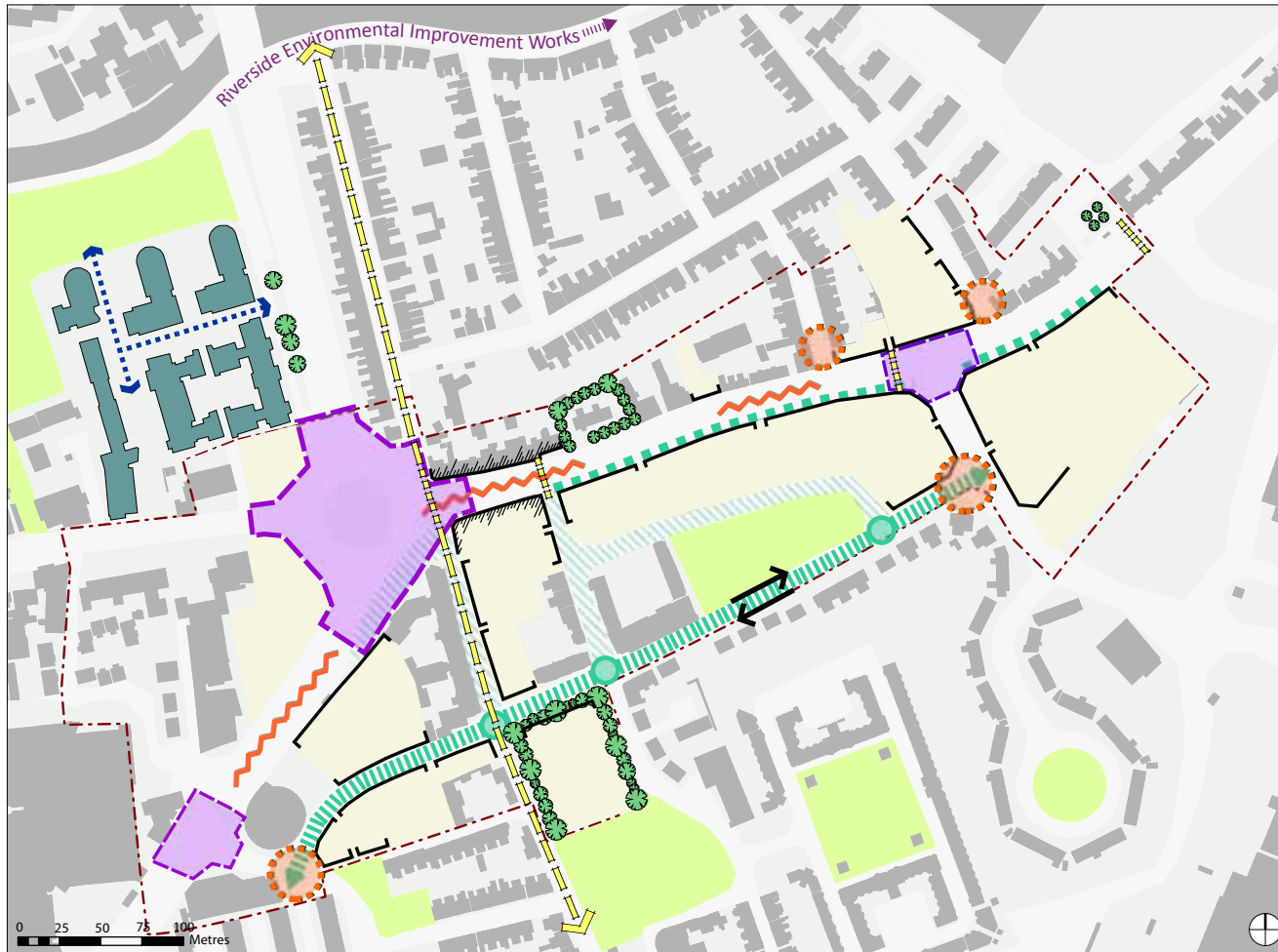
Emphasising and improving the gateways/entry points to residential neighbourhoods is vital to highlighting the change of context, influencing appropriate speeds and driver behaviour.












### Two-way streets

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, page 64 & 65.

**Cambridge City Council's 'Suburbs & Approaches' appraisals** - In progressing the 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'.

**Figure 51: Movement and circulation strategy**



-  Potential development sites
-  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
-  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 64)
-  Streetscape improvements - 'homezone' style 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.

### 4.3 Open Space, Landuse and Activity Strategy

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 5 of this document.

This section offers aspirations for the area in terms of open space, landuse and activity. Key elements of this strategy are outlined below.

#### Block Structure

With regards to open space and landuse, figure 55 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

‘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 benefits to the urban landscape environmentally 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;

Figure 55 indicates routes, which require ‘greening’. These include:

1. *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. It is vital that as this visioning document is progressed into a Development Framework (SPD) for the area, that this aspiration is tested and developed into a clear and deliverable tree planting strategy for Newmarket Road.
2. *New Street and Harvest Way* – This strategy promotes the introduction of street trees along New Street and



Figure 52: Norway Maple (*acer platanoides*)



Figure 53: Field Maple - Native (*acer campestre*)



Figure 54: London Plane - Newmarket Road/Stanley Road Junction

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.

3. *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

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 landscaping 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: Cotoneaster, 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

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.

This strategy therefore seeks the enhancement of well-loved spaces as well as rediscovering and realising the potential of underused areas. Figure 55 seeks the following:

1. 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.
2. Exploring the opportunity to increase the size of St Matthew's Piece. Please refer to Built Form, Scale and Massing Strategy (Section 4.4, page 49) for further

guidance regarding the Howard Mallett Centre.

3. Improving the boundary treatment of the allotments and enhancing the small green space adjacent to the eastern entrance.
4. 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

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, 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.

## Landuse

A large proportion of the study area is allocated within the Cambridge Local Plan 2006 under sites 7.01 and 7.03 of the Proposals Schedule (refer to figure 50), 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)’*.

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

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

Despite this however, remnants of the historic high street still survive to the east of Elizabeth Way roundabout, and despite their tired appearance, they possess a fine grain

mix of use, which helps to create activity onto the street.

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. The adjacent plan highlights areas where active uses at ground floor should be targeted. In doing so, applicants are encouraged 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.

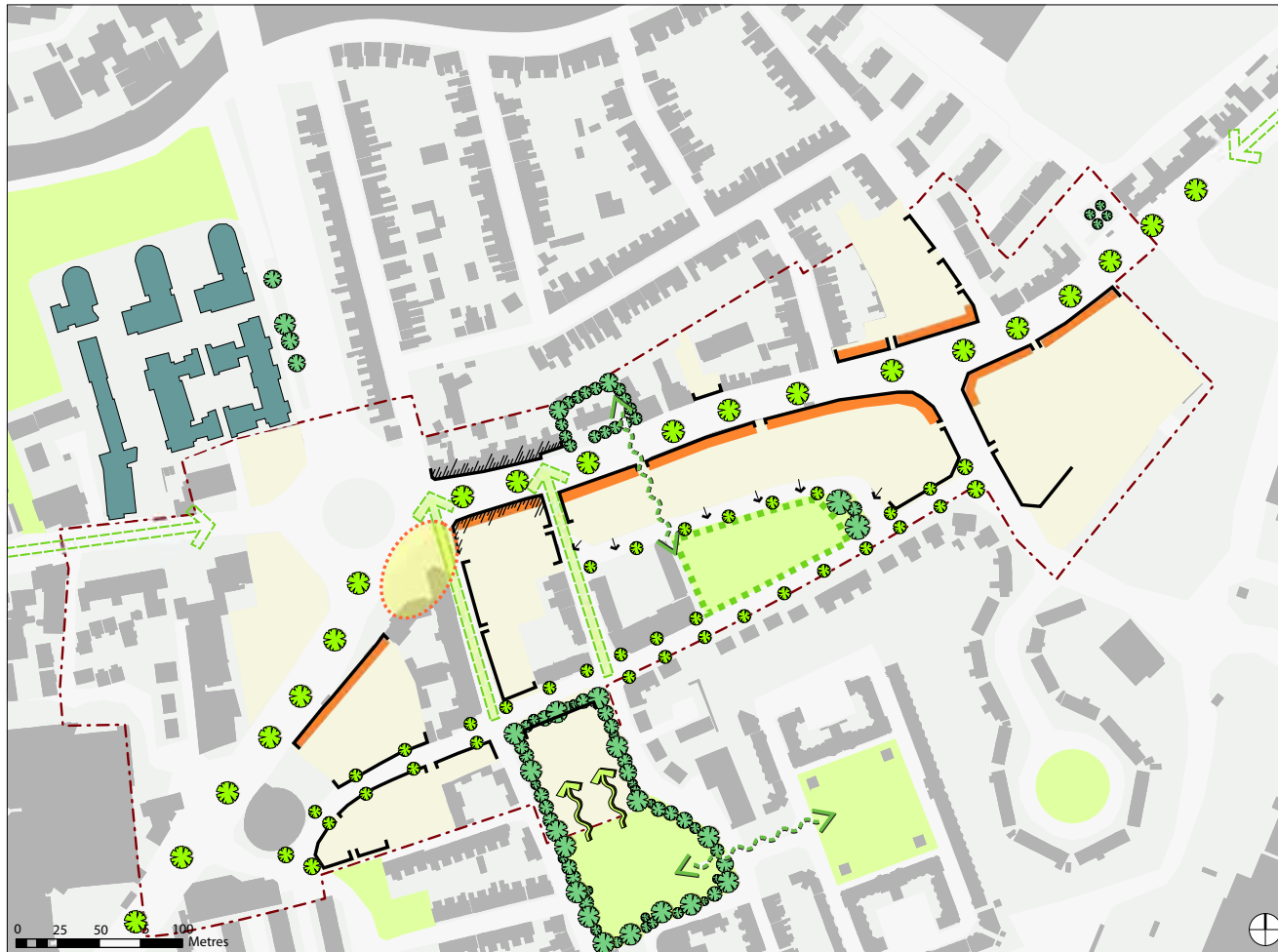
- *Entrances* – The main entrance into the building should be directly from the street and not solely from car parking at the rear or in a basement.









### Car Parking

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.

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.

**Figure 55: Open Space, Landuse and Activity Strategy**



-  Potential development sites and suggested block structure.
-  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 - Homezone style spaces 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).
-  Primary frontages where active uses at ground floor should be targeted.
-  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).
-  Opportunities for visual links

## 4.4 Built Form, Scale and Massing Strategy

This section offers 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

With regards to built form, scale and massing, figure 56 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 c13 church of St Andrew-the-Less and the New Street allotments.
- Encourage visual connections between the north and south side of Newmarket Road, helping to visually integrate neighbouring communities.

### A variety of building heights

Figure 56 on page 50 sets out the parameters for the scale of new development within the study 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 57 and 58 on page 51). 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. An indicated half storey is defined as rooms accommodated

within the roof structure.

### Massing, overshadowing and building orientation

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.

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

Applicants will be expected to produce 3D computer modelling (such as SketchUp) 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. The adjacent map 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 59).

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.

### Continuity and definition of public realm

The study area suffers from large areas of negative, leftover space, which is ill defined and poorly enclosed. As a result, many spaces feel oppressive and hostile. This strategy seeks to create a coherent urban fabric and repair the gaps in the street frontage that currently disrupts the overall continuity of the urban form. It is fundamental that frontages should make 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 realm) needs to be carefully designed and managed. Figure 56 highlights indicative frontages for potential development sites.

### An active and human scale environment

Pedestrian friendly environments are those that have



a scale, which humans 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 grained and active façades. In order to achieve this applicants are encouraged to 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 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.

### Visual richness and texture

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/aspirations for the visual performance of new development within the

area.

Figure 57 and 58 on page 51 identifies the important visual cues (elements) that we 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.

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

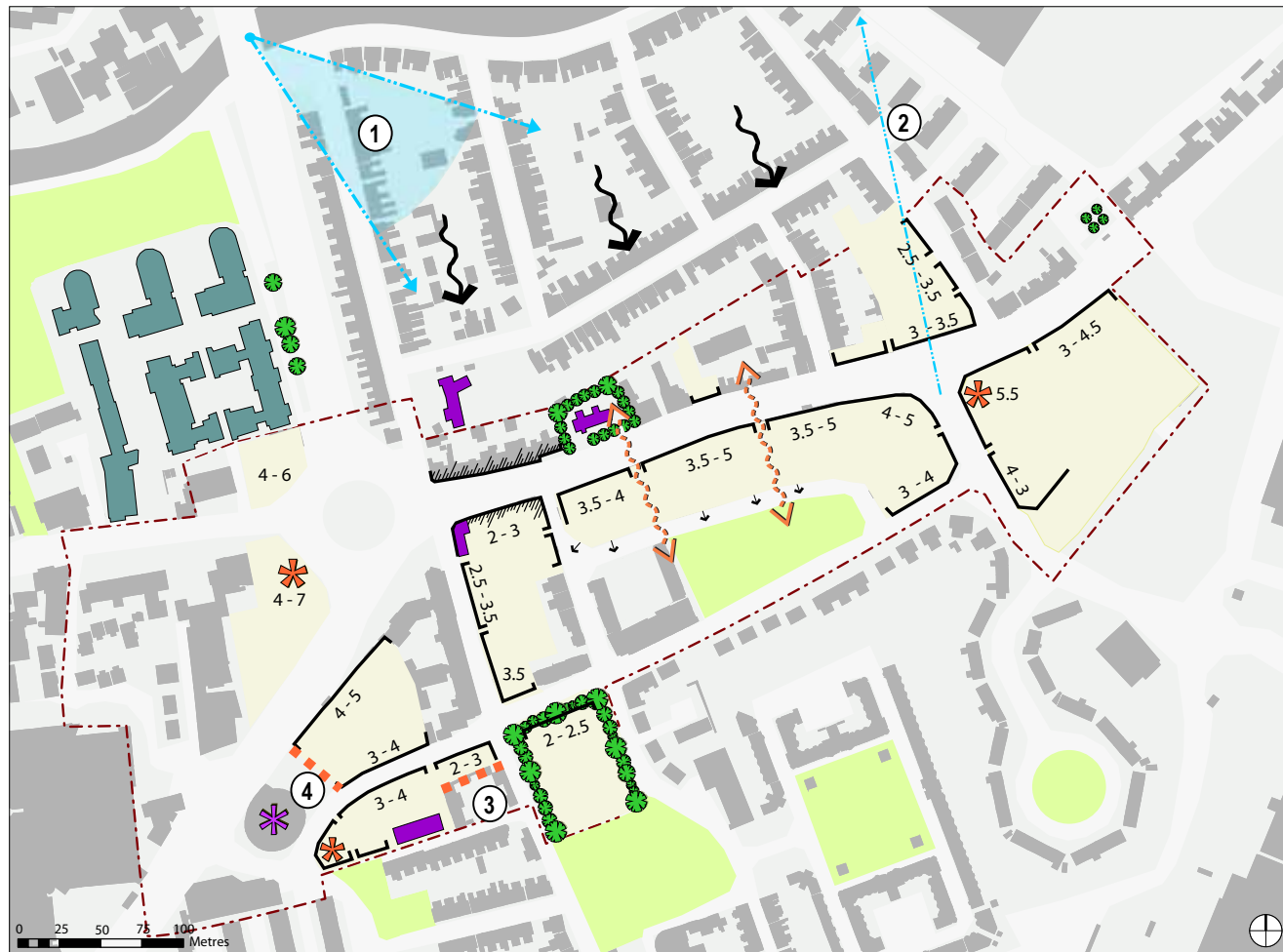
A key aspiration of the previous Open Space, Landuse and Activity strategy is to enhance existing well-loved spaces as well as rediscovering and realising the potential of underused areas (refer to page 47). St Matthew's Piece is identified as one such opportunity and it is therefore important to establish some guiding principles for the Howard Mallet Centre site, which lies adjacent to the existing open space.

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 51, 55 and 56).
- 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 than the existing Howard Mallett Centre, and the contribution of S106 monies to enhance the existing open space.

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

**Figure 56: 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. Overall heights should be inclusive of plant.
-  Potential for localised increase in height
-  Existing local landmark
-  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).
-  Explore opportunity to create new visual 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
-  Edge issues with neighbouring sensitive uses: (3) Brunswick Nursery (4) Crown Court

Figure 57: Key contextual elements - Newmarket Road frontage, east of Elizabeth Way roundabout (Top image: North side, middle Image: South side)



- 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

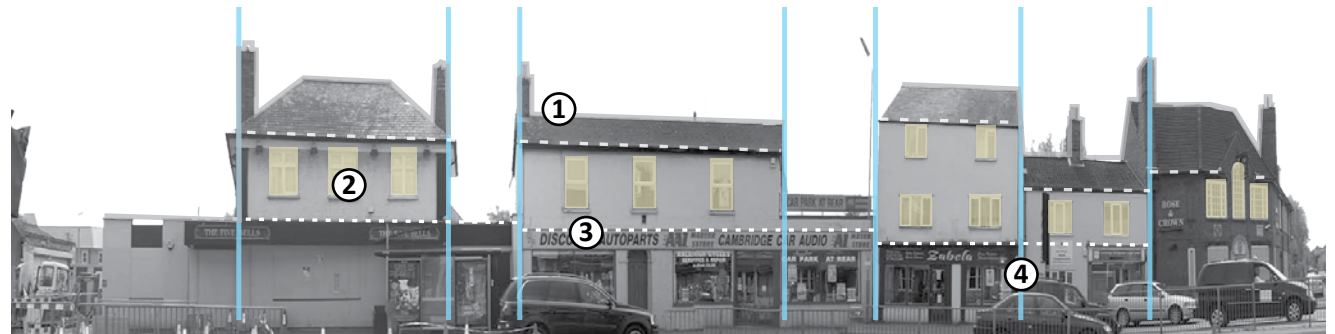


Figure 58: Key contextual elements - South side of Newmarket Road, east of Elizabeth Way roundabout



Figure 59: Views over the roofscape of Riverside where chimneys punctuate the skyline



Figure 60: Views of the Cambridge Museum of Technology Chimney (SAM)



Figure 61: large trees front Abbey Church (St-Andrew-the-Less)

## 4.5 Public Art Strategy

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.

The aims of this area 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 and to enhance the wider public benefit. This approach ensures the aims and objectives set out in the SPD are achieved.

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.

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.

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.

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.

5

# Key Projects

## 5.1 Introduction

The previous chapter set out the redevelopment aspirations for 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 we believe are fundamental to achieving the overall vision for the area.

The study area contains a large number of potential development sites and it is difficult to predict the timing and scope of all future development. The projects therefore identify a number of key proposals to guide contributions and investment (both private and public) within the area.

All of the key projects within this chapter focus on the public realm and are intended to contribute to the process of seeking new ways of reconciling traffic, pedestrians and cyclists and principally improve the quality of the area.

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 more simpler and 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.

At this stage, the proposals shown on the following pages are illustrative and will inevitably require further work. However, they are intended to stimulate ideas and debate about how we can make better use of space and create streets and spaces that are more civilised and inclusive.

The key projects offered in this chapter are identified in Figure 62 and in summary include:

1. Remodelling Elizabeth Way Roundabout
2. Newmarket Road/East Road
3. St Matthew's Junction
4. Coldham's Lane Junction
5. New Street and Harvest Way

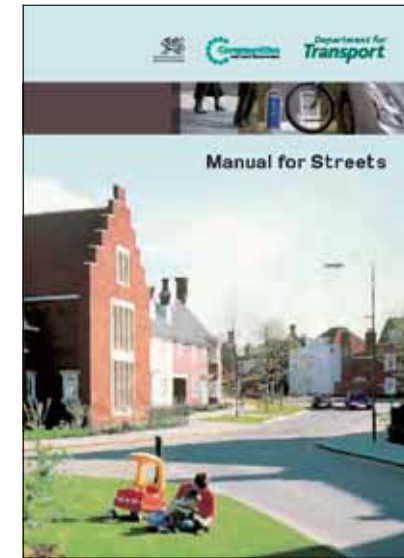




Figure 62: Locations of key projects

## 5.2 PROJECT 1 - Remodelling Elizabeth Way Roundabout

Newmarket Road and the Elizabeth Way roundabout form a disappointing gateway into the City. Elizabeth Way roundabout – a legacy of the 1970s - and 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 car is most definitely king! The consequence? A townscape that is fragmented, ill defined, incoherent, and an environment that is extremely hostile for pedestrians and cyclists.

This first key project, aims to rectify this situation. A number of options are shown on the following pages, all of which involve 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 67, 68, 69 & 70 on page 59).

Three options have been developed for Project 1, which all aim to deliver the following:

- *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.

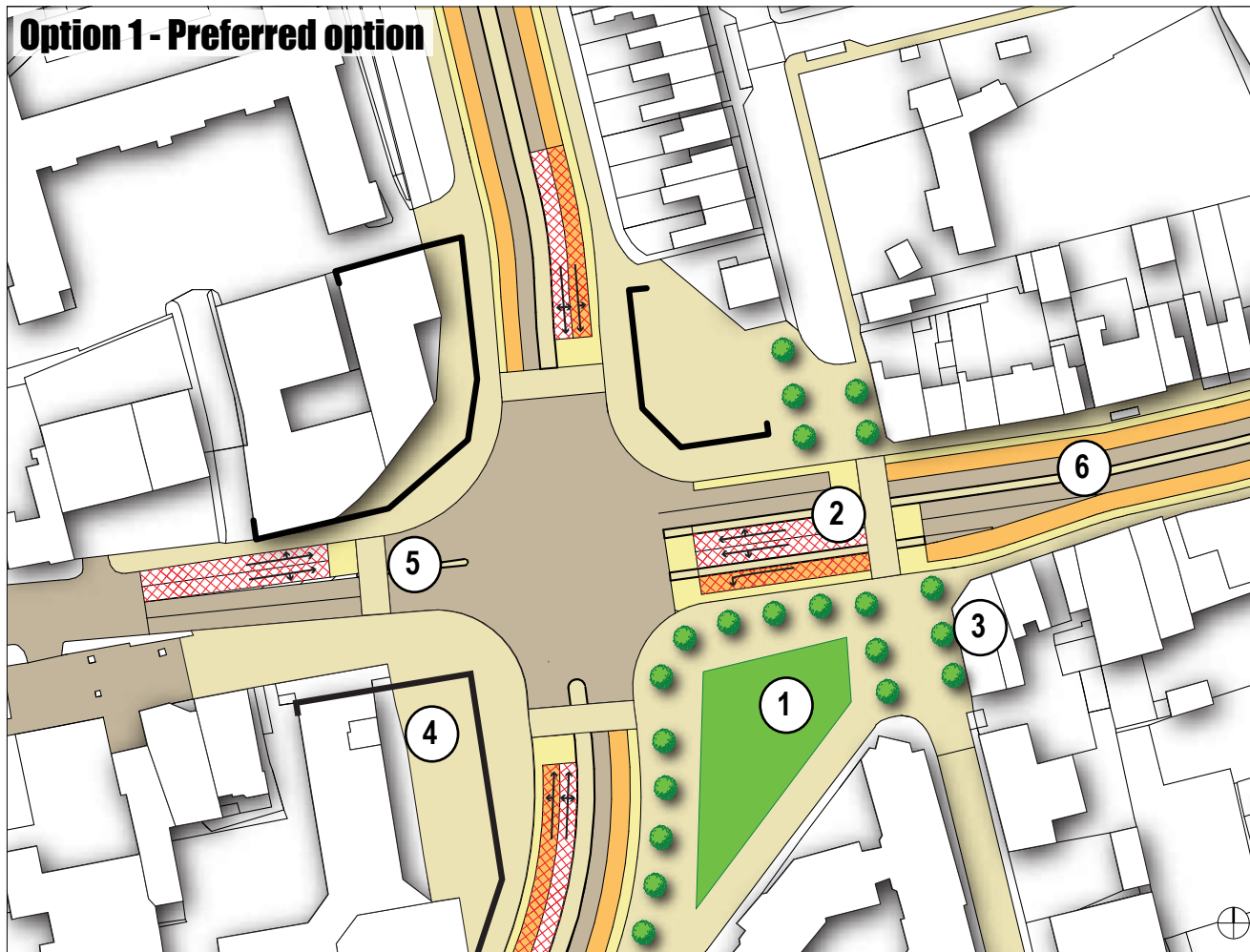
- *Promote reduced lane widths* – to shorten crossing distances for pedestrians.
- *Help to prioritise cyclists at junctions* – the replacement of the roundabout, and inclusion of crossing points which respond to key desire lines, will improve the environment for cyclists. However all approaches to the junction 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. This will also improve the setting of the Rose and Crown (Building of Local Interest) and provide the opportunity for ‘spill out’ space, activating the street.
- *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 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;
3. integrating cycle routes with pedestrian crossing points; and
4. avoiding the use of pedestrian guardrails where ever possible.

Of all three options outlined on the following pages, Option 1 is the preferred approach, as it will best deliver all of the above, and all of the relevant aspirations outlined in the previous chapter.










- 1 New public urban space strengthens gateway into the city, improves the setting of the Rose and Crown (BLI) and forms new public space.
  - 2 5m wide direct pedestrian/cycle crossing re-establishes historic link. Trees frame/emphasise visual link.
  - 3 Opportunity for spill out space to enliven and activate the edge.
  - 4 Opportunity for new landmark building to create identity and strengthen gateway into the city. (refer to scale and massing strategy).
  - 5 Wide, direct crossings, located close to intersections, pick up on pedestrian desire lines.
  - 6 Explore the removal of existing pedestrian guardrailling as part of a wider design for the whole streetscape and allow informal crossings.
-  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)
  -  10 car queuing capacity at signal heads (30m)
  -  Bus Lane/bus priority
  -  Cycle lane and advanced stop lines for cyclists

Figure 63: Remodeling Elizabeth Way roundabout option 1

**Detailed street design elements:**

- 10 car queuing capacity at junction (30m).
- Cycle lanes along the length of Elizabeth Way, Newmarket Road and East Road to be a minimum width of 1.5m and 2m where possible.
- Advanced stop lines for cyclists on all approaches.
- 10m tracking radius on all corners of the junction to allow use by heavy goods vehicles.
- All carriageways lanes are 3m wide to allow heavy goods vehicles to pass one another.
- Bus lanes 3.1m wide.

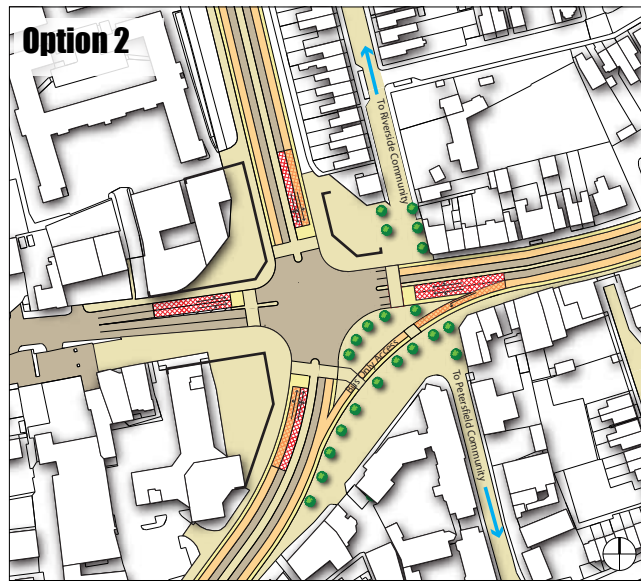


Figure 64: Remodeling Elizabeth Way roundabout option 2

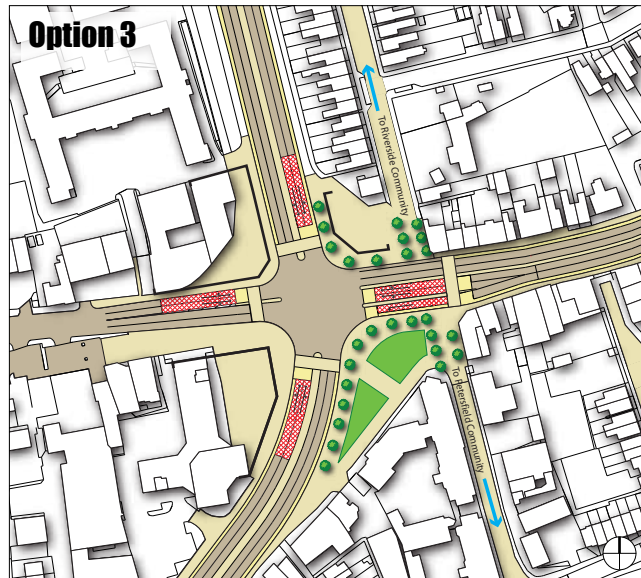


Figure 65: Remodeling Elizabeth Way roundabout option 3

**Option 2 - detailed street design elements include:**









- Bus only access is provided for vehicles turning left from Newmarket road onto East Road.
- 10 car queuing capacity at junctions (30m).
- Cycle lanes along the length of Elizabeth Way, Newmarket Road and East Road to be a minimum width of 1.5m and 2m where possible.
- Advanced stop lines for cyclists at all approaches.
- 5 metre wide crossings close to intersections.
- 10m tracking radius on all corners of the junction to allow use by heavy goods vehicles
- All carriageways lanes are 3m wide to allow heavy goods vehicles to pass one another.
- Bus lanes 3.1m wide.

**Option 3: detailed street design elements include:**

- 10 car queuing capacity (30m) at junctions.
- Cycle lanes along the length of Elizabeth Way, Newmarket Road and East Road to be a minimum width of 1.5m and 2m where possible.
- Advanced stop lines for cyclists at all approaches.
- 10m tracking radius on all corners of the junction to allow use by Heavy goods vehicles
- All carriageways lanes are 3m wide to allow a heavy goods vehicles to pass one another



Figure 66: Existing arrangement of Elizabeth Way roundabout

|   |  |
|---|--|
|    | Cycle Routes   |
|    | Pedestrian movement routes                               |
|   | Pedestrian barriers                                      |
|  | Tree planting and vegetation                             |
|  | High concentration of parked cars                        |
|  | 10 Car lengths/30m vehicle queuing capacity at junctions |
|  | Bus Lane/bus priority                                    |
|  | Cycle lane and advanced stop lines for cyclists          |

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

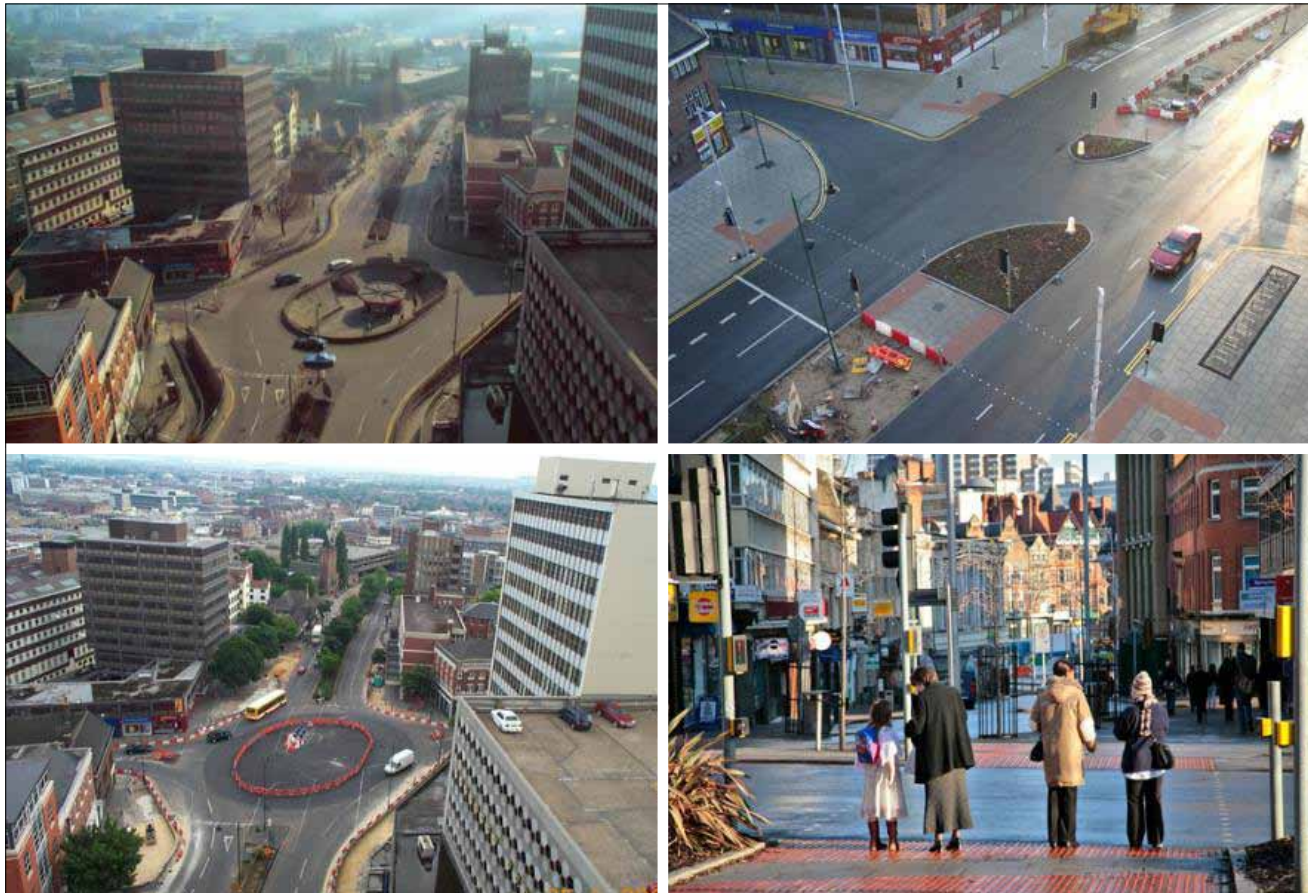


Figure 67 - The roundabout before - completely dominated the environment (Top left)

Figure 68 - Filling in the subways with concrete (Bottom left)

Figure 69 - The roundabout after - signalised junctions (Top right)

Figure 70 - Inclusion of wide pedestrian crossings has restored visual and psychological link (Bottom right)

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



Figure 71 (top) and 72 (bottom) Elwick Square, Ashford Ring Road .

## 5.3 PROJECT 2 - Newmarket Road /East Road

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.

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 emerging '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 needed. It is not within the scope of this document to provide the details of any such strategy. However, it is envisaged that as this visioning document is tested and the ideas/aspirations refined through collaboration with stakeholders, that a feasible strategy for improvements to Newmarket Road will emerge.

Current traffic volumes severely limit options for radical change. However it is possible to identify a number of

principles that could guide discussions regarding future proposals, which could help break down the barrier effect of both Newmarket Road and East Road.

1. **Low cost, short term measures** – 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. Please refer to text on page 61 for further information.
2. **'Greening' streets** – Introducing street trees along Newmarket Road and East Road is a key aspiration of this visioning document. Under the current highway configuration, space is tight and introducing street trees along the western end of Newmarket Road would be difficult. However, a number of schemes for Newmarket Road and East Road are identified within the 2006 ECATP (Newmarket Road Bus Priority, Newmarket Road Cycle Improvements, Inner Ring Road Improvements to East Road), which will require substantial reconfigurations to the highway. These schemes should be considered collectively as they present a significant opportunity to develop a co-ordinated strategy for introducing trees along the western end of Newmarket Road and eastern end of East Road.
3. **Add new schemes to ECATP** - Subject to further testing with key technical stakeholders, Projects 1, 3 and 4 suggested within this document, could be identified within the Eastern Corridor Area Transport

Plan as schemes to be funded by ECATP contributions.

4. **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.

### Pedestrian guardrailling

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).

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.

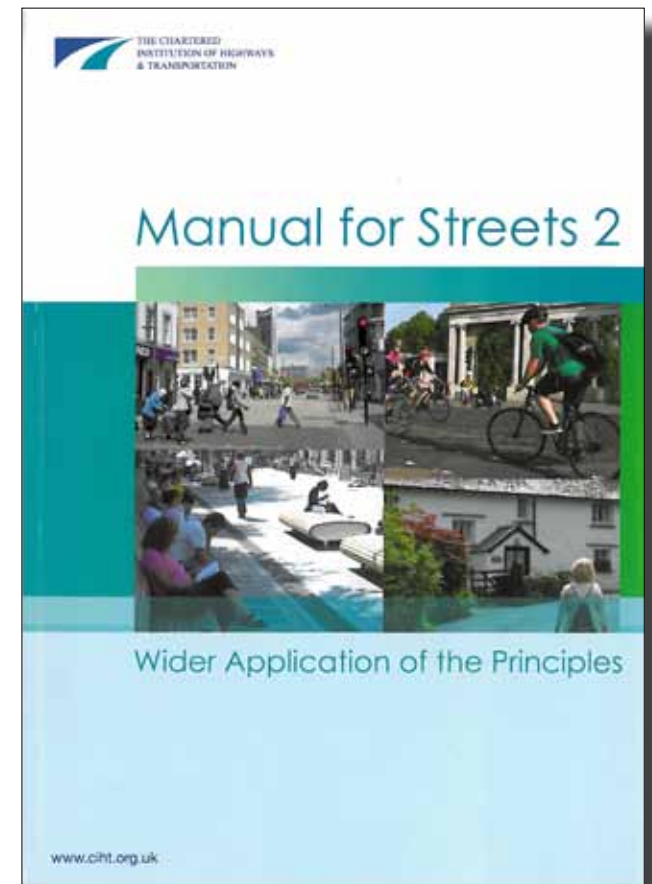
This Visioning Document identifies potential areas of existing guardrailing that could be removed (refer to Chapter 4 - Strategies for Change). However, it must be noted that this document is not advocating that this is undertaken in isolation - the removal of existing guardrailing should only be considered when part of a wider design for the whole streetscape to better incorporate pedestrian and cycle desire lines. Furthermore Manual for Streets 2: Wider application of the principles (MfS2), provides evidence based best practice guidance regarding the use, effectiveness and removal of existing guardrailing. Section 12.4 in particular outlines a process that authorities should follow when considering the removal of existing guardrailing. Due regard should therefore be given to the best practice guidance as set out in MfS2.



Figure 73 - Crossings have been redesigned with the removal of guardrails (Kensington High Street, London)



Figure 74 (above) and 75(below) guardrails restrict pedestrian movement, forcing people to walk further from their desire lines



## 5.4 PROJECTS 3 & 4 - Remodelling traffic dominated junctions

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.

Projects 3 and 4 on the following pages offer suggestions 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.

Figure 76: Existing St Matthew's Street/East Road junction

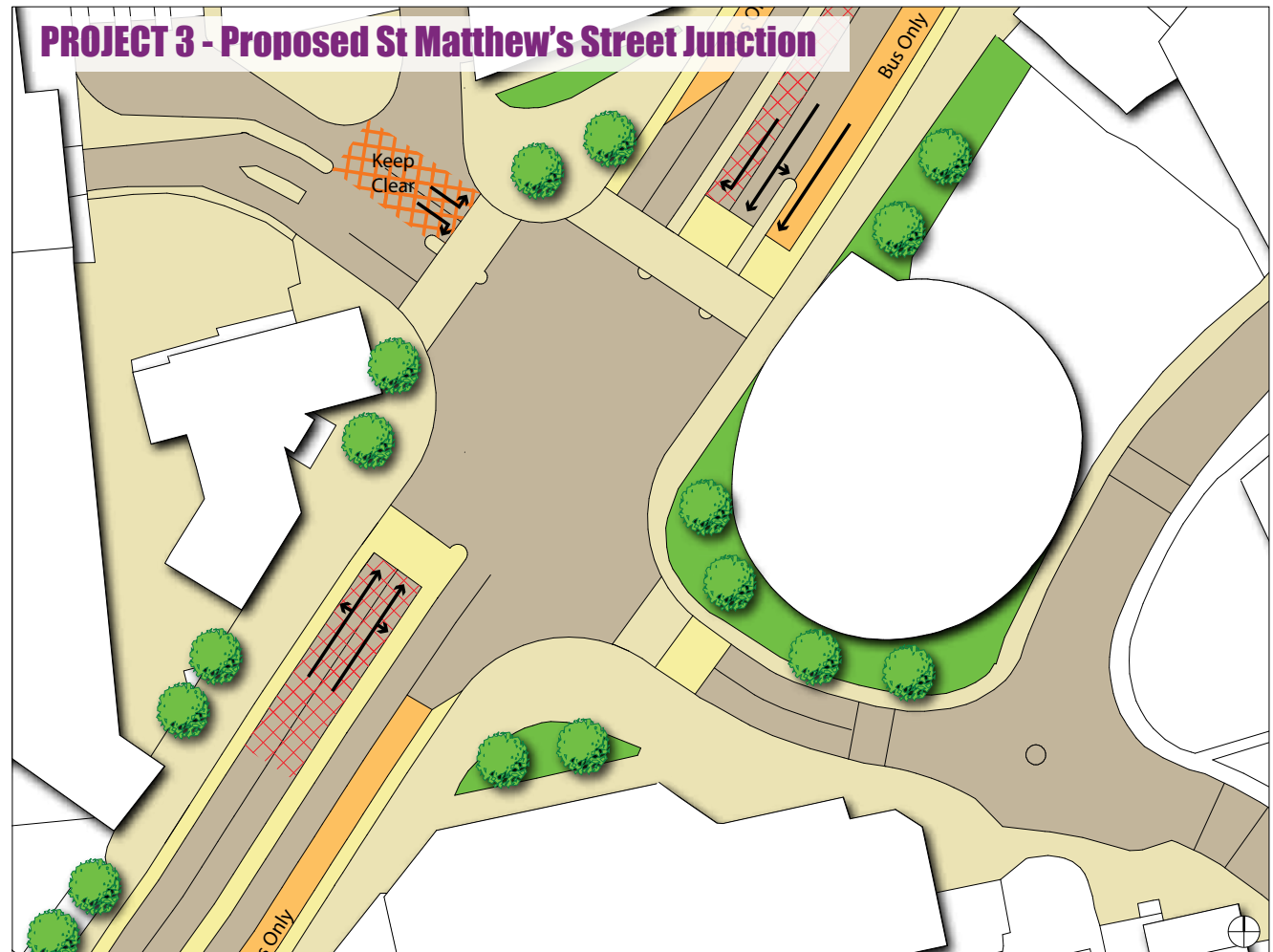
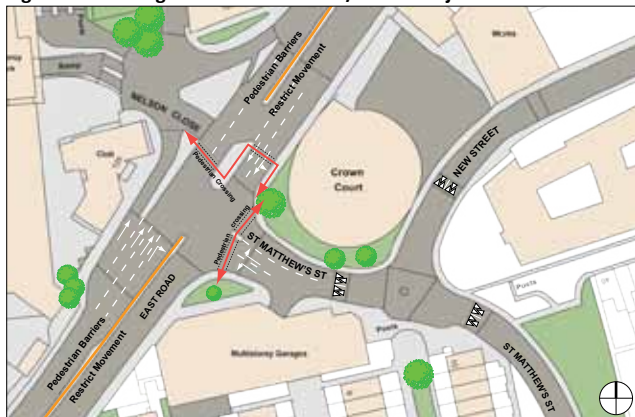


Figure 77: Project 3 Proposed St Matthew's Street Junction

### Project 3 - Detailed design elements:

- 10 car capacity at junctions (30m).
- 1.5m wide cycle lanes (minimum) and 2m wide where possible, along the length of East Road.
- 10m tracking radius on all junctions allows access for HGV's.
- All carriageways lanes are 3m wide to allow HGV's to pass one another.
- Bus lanes 3.1m wide.
- Tightening of the junction allows for increased areas of public realm.
- Explore possibility of achieving a direct crossing from the Grafton Centre to New Street.

## PROJECT 4 - Coldham's Lane Junction

### Detailed street design elements:

#### Option 1:

- Simplified pedestrian experience - Wide direct crossings located close to intersections.
- 10 car queuing capacity at junctions (30m).
- Cycle lanes along Newmarket Road to be a minimum width of 1.5m and 2m where possible.
- 10m tracking radius on all junction corners.
- All carriageway lanes are 3m wide to allow heavy goods vehicles (HGV's) to pass one another.
- Bus lanes 3.1m wide along the length of Newmarket Road.
- Tightening of the junction geometry allows for greater areas of public realm.
- Space for additional planting.

#### Option 2:

- All detailed street design elements as above, with the exception of an additional pedestrian/cycle crossing providing a more direct link from Harvest Way to Godesdone Road.

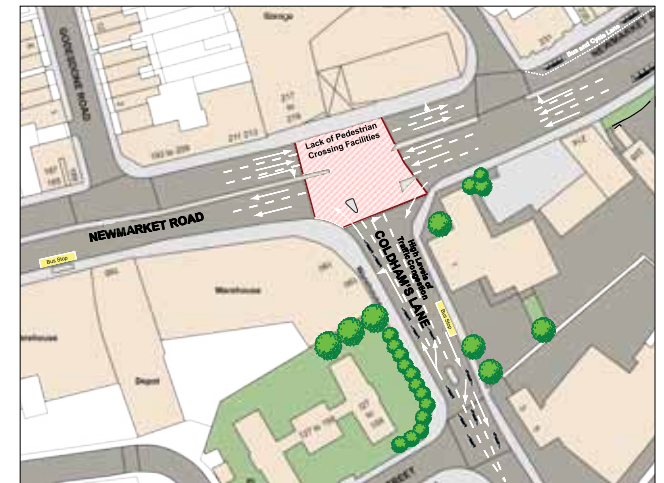


Figure 80: Existing vehicle movements

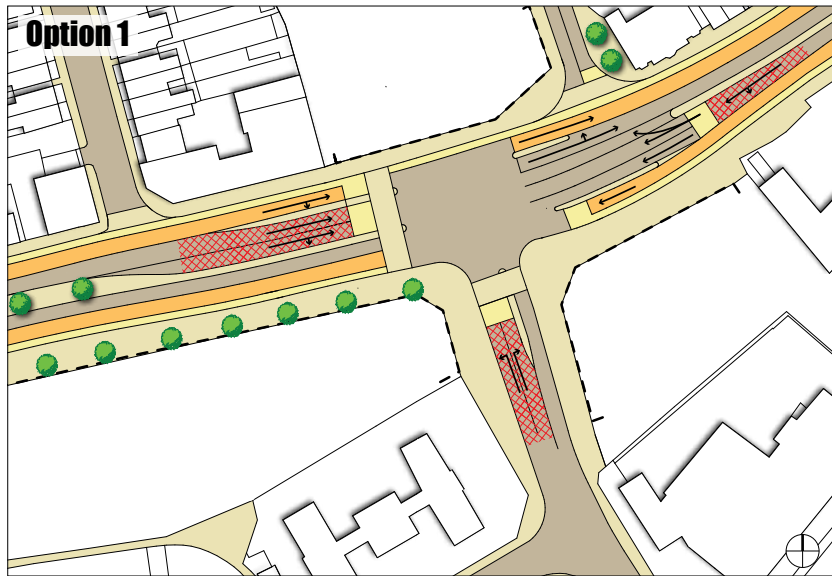
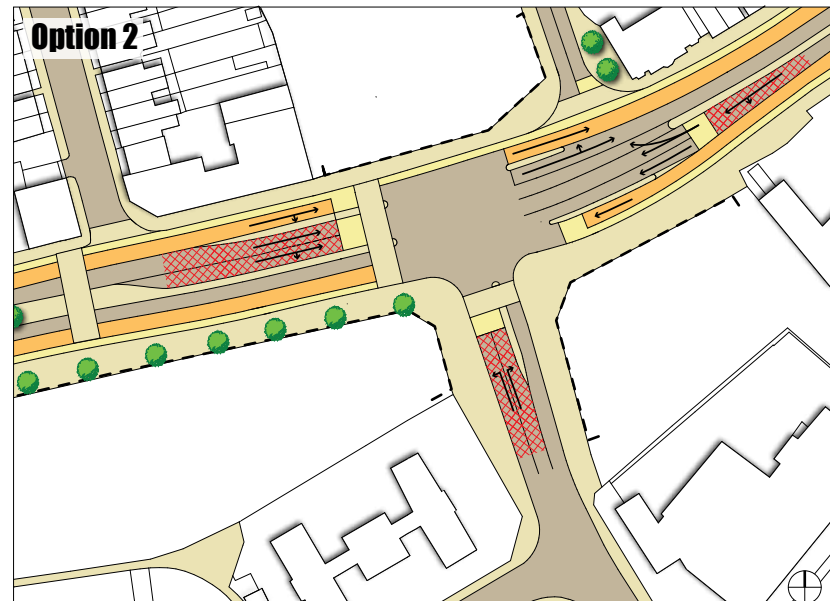





Figure 78: Project 4, Option 1

Figure 79: Project 4, Option 2



-  10 Car lengths/30m vehicle queuing capacity at junctions
-  Bus Lane/bus priority
-  Cycle lane and advanced stop lines for cyclists

## 5.5 PROJECT 5 - New Street and Harvest Way

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.

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. The principles underpinning our recommendations on the adjacent plan include the following.

### Emphasising and improving gateways

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/landscaping 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

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 20mph - reducing the carriageway

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 91 and 92) and the inclusion of street trees can further narrow the perceived width of the carriageway.

### Reintroducing two way traffic flows

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 need for signage, intrusive road markings and street clutter.

### Informal street crossings

These areas of paving 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

The use of low kerbs 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

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.

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.





Figure 81: New Street and Harvest Way streetscape improvements

### On street parking as an integral component of the streetscape

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 86 for on street parking dimensions.

### Humanise, rationalise and simplify the street furniture

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 90) 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 82: The existing situation... Vehicles and 'conventional' highway measures dominate and detract from the townscape. (View looking west along New Street towards Abbey Street/Abbey Walk junction )



Figure 83: 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 84: 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 impression of Project 5: proposed improvements along New Street/Harvest Way)



Figure 85: 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 impression of Project 5: proposed improvements along New Street/Harvest Way)

## On Street Parking Arrangement

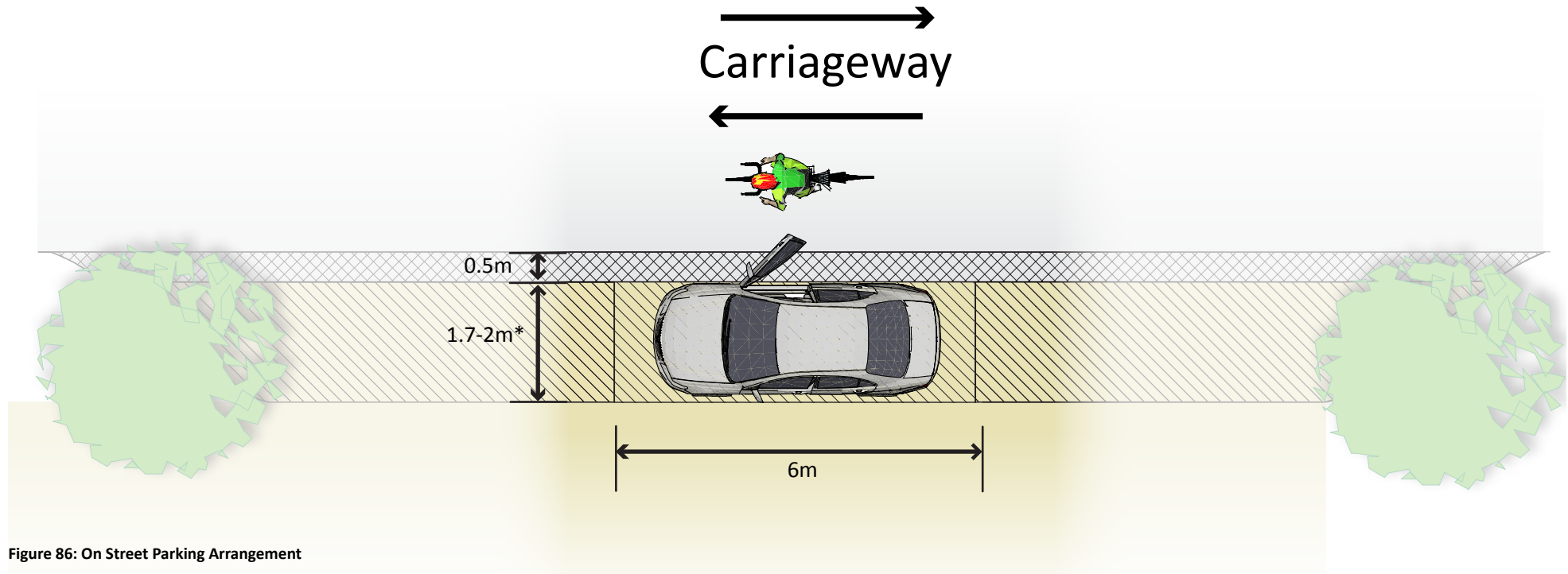


Figure 86: On Street Parking Arrangement



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 87



Figure 90



Figure 88



Figure 89



Figure 91



Figure 92



Figure 93



Figure 94

**Key to photo examples (from far left):**

Figure 87: Informal pedestrian crossing emphasising a key desire line (Shrewsbury High Street, Shropshire).

Figure 88: Shared surface street with integrated on street car parking (Waterstone Park, Greenhithe, Kent).

Figure 89: Tree located within the street interrupts (but does not block) forward visibility, encouraging drivers to slow down (Park Central Zone 1, Birmingham)

Figure 90: Lower signs help reduce street clutter (Ashford, Kent).

Figure 91 and 92: Parallel double kerbs visually narrow the carriageway (Ashford, Kent).

Figure 93 - Placemaking at intersections to promote lower speeds - note the simplified streetscape and absence of road markings (Julian Road, Bath).

Figure 94 - On street car parking defined through a change in material and texture (Bury St Edmunds, Suffolk).

## 6.0 Conclusion

The Eastern Gate 'Visioning' Document identifies constraints and opportunities within the study area and seeks to identify possible solutions through a series of projects.

This Visioning Document creates an opportunity to think about this area of the city in a new and in some cases more radical way. The strategies for change and key projects presented are intended to stimulate ideas and discussion about the future of the area.

This final version of the document will be used to inform the production of the Development Framework (SPD) for the area.

Copies of this Visioning Document and all relevant background information, can be downloaded from [www.cambridge.gov.uk/easterngate](http://www.cambridge.gov.uk/easterngate) or alternatively paper copies this document can be viewed at the Cambridge City Council Customer Service Centre located at Mandela House on Regent Street.

Thank you for your time in reading this Visioning Document.

Cambridge City Council  
Joint Urban Design Team

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Figure 17, Page 18: Photograph of Newmarket Road Gas Works, M J Petty, *Cambridge in Picture 1888-1988*, 1988, Cambridge Newspapers p142

Figure 18, Page 18: 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 19 & 20, Page 18 & 19 Images of the construction of Elizabeth Way bridge taken 1971, The Cambridge Collection in Cambridge Central Library

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Figure 54, Page 44: London Plane - Newmarket Road/Stanley Road Junction image taken from Google Street View [www.maps.google.co.uk]

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Figure 82 & 83, Page 66: Images of Abbey Street /Abbey Walk and New Street taken from Google Street View [www.maps.google.co.uk]

Figure 87, Page 68: Shrewsbury High Street, Shropshire , image taken from Google Street View [www.maps.google.co.uk]

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Figure 93, Page 69: Julian Road, Bath, image taken from Google Street View [www.maps.google.co.uk]

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**January 2011**

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