

2

# **Public consultation**

**...to date**

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

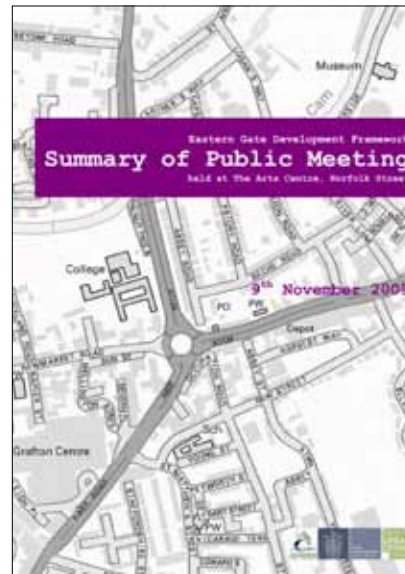
On the evening of 9th November 2009, Petersfield Area Community Trust (PACT) and Riverside Area Residents Association (RARA) held a public meeting themed 'Your Community-Your Future'. The purpose of the meeting was to begin a debate about how residents see their local area developing and in doing so, 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"*

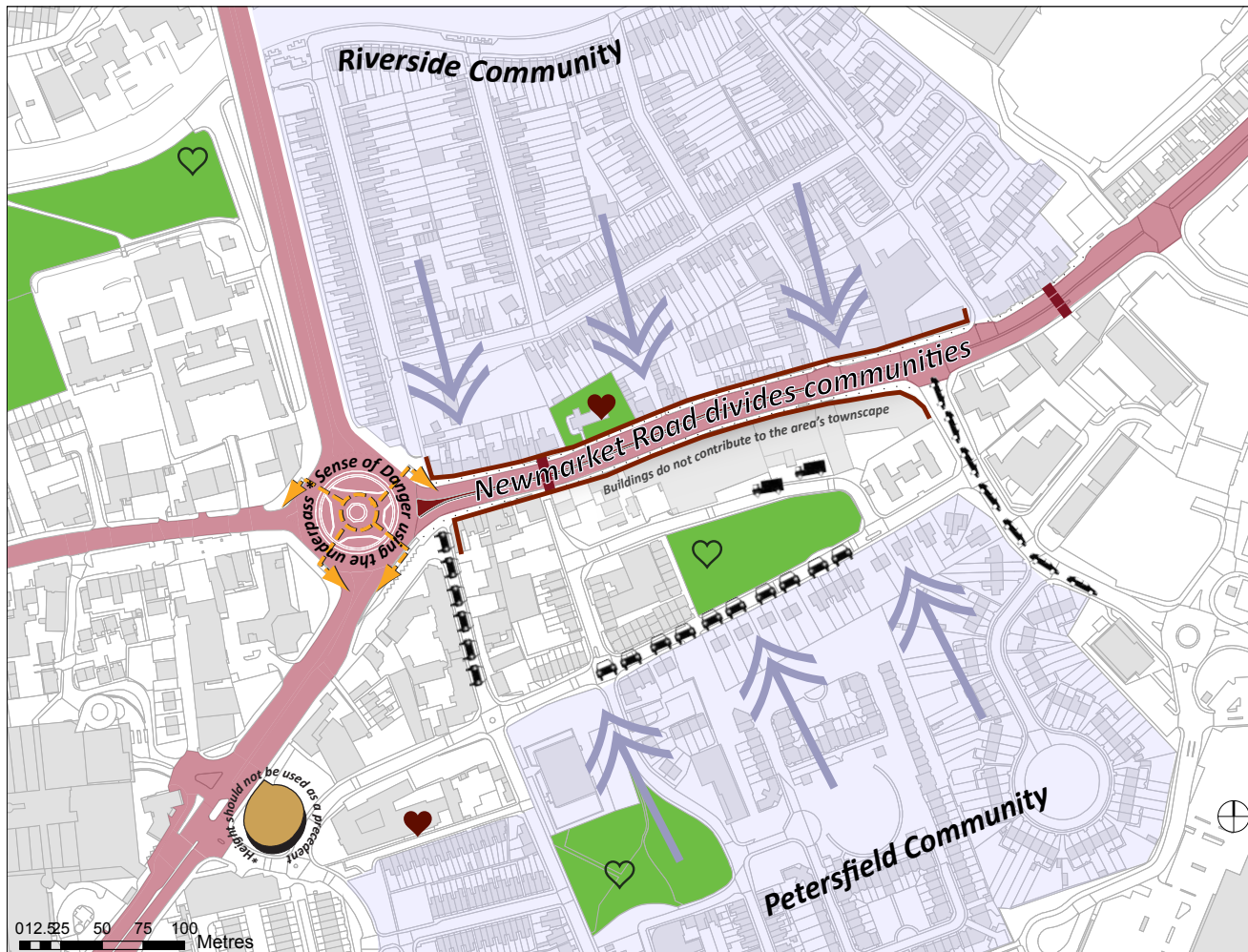


Figure 4: Photograph of the public meeting, November 2009



*"Underpass feels dangerous at night"*

## Key issues identified by the community


























-  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.

Figure 5: Summary of key issues raised by the community

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.

## Key opportunities identified by the community

-  Improve street lighting (particularly along Occupation Road) and the condition of street surfaces.
-  Improve connections from Riverside to schools and the City Centre.
-  Increase the number of benches within existing open spaces and introduce more seating on key routes to shops and services.
-  Create continuous cycle lanes along both sides of Newmarket Road.
-  Increase the width of Coldham's Lane to improve vehicle capacity.
-  Reduce the dominance of the car by minimising parking, pedestrianise narrow streets and create 'homezone' spaces.
-  Investigate community energy generation scheme.
-  Soften and green Newmarket Road with landscaped areas and trees.
-  Poor quality buildings with the potential for demolition.
-  1 Replace warehouses and industrial units with artists studios, cycle repair shops, flower and plant stalls and cafes.
-  2 Replace West's Renault car garage with public open space.
-  3 Remove poor quality 'glazed cube' building on the corner of Coldham's Lane and Newmarket Road.
-  4 Remove the Howard Mallet Centre to increase available open space within St Matthew's Piece.

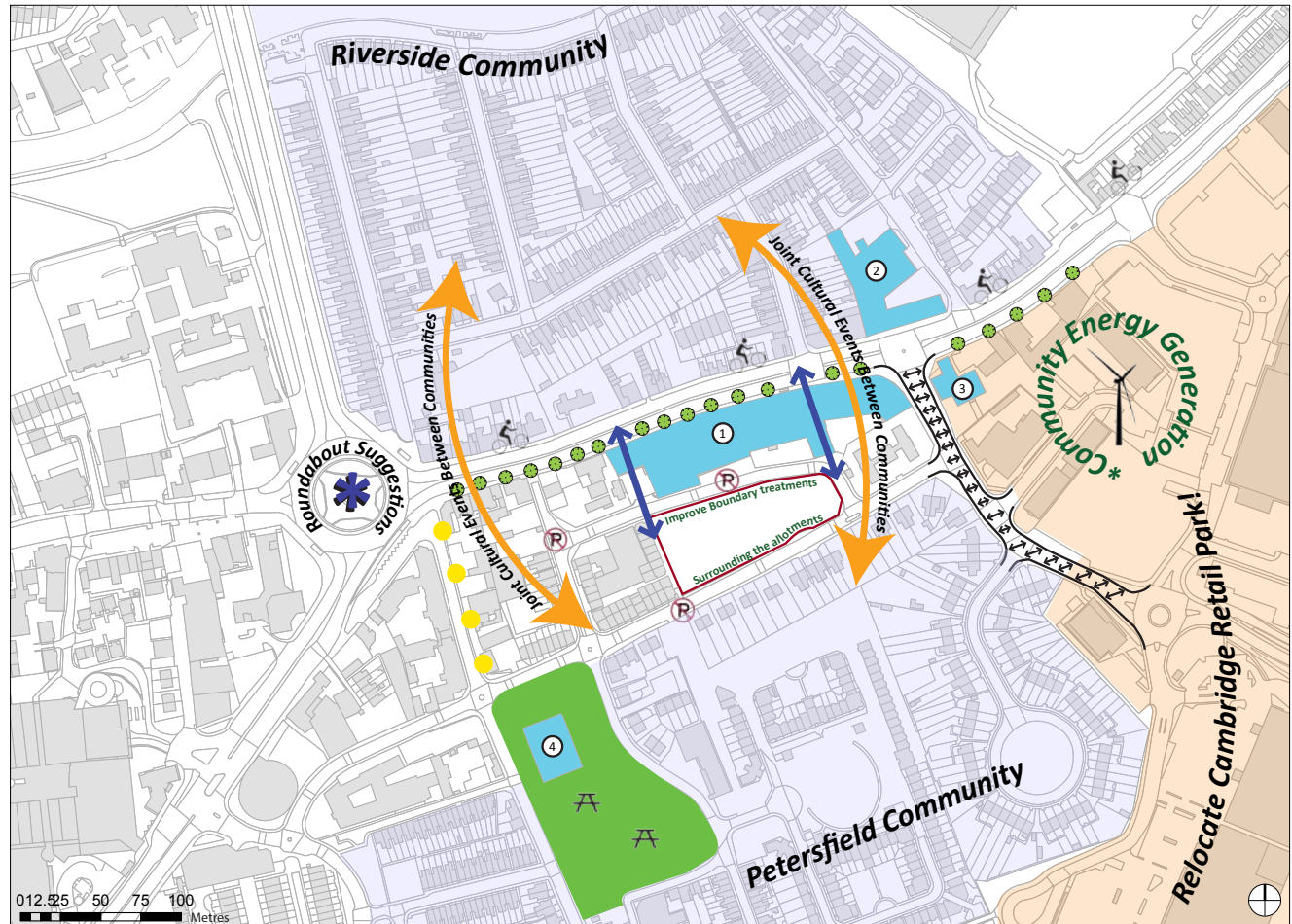


Figure 6: Summary of key opportunities raised by the community


-  Suggestions for improvements to Elizabeth Way roundabout included:
  - Redesign roundabout with similar solutions implemented at Oxford Circus (See Figure 7).
  - Transform into a large, level, pedestrianised park area and re-route vehicles underground.
  - Introduce pedestrian footbridges over the roundabout.



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.



 A detailed poster for the public consultation event. At the top, it reads 'EASTERN GATE PUBLIC CONSULTATION EVENT' and 'Come and have your say on the future of the Eastern Gate Area at Christ Church on the 11th October 2010'. The poster includes several sections:
 

- Eastern Gate Visioning Document:** A section with a photo of a street and text explaining that the Joint Urban Design Team at Cambridge City Council has produced a draft 'Visioning Document' as the first step towards a formal Supplementary Planning Document (SPD).
- 8 week consultation period:** Text stating that a consultation period took place from 26th July to 17th September 2010, receiving many suggestions and comments.
- Public exhibition invitation:** Text inviting the public to attend a public exhibition on 11th October 2010 to discuss the draft Visioning Document.
- Information on the document:** Text explaining that the document provides a summary of the Joint Urban Design Team's proposals and a list of key projects.
- Map:** A map of the Eastern Gate area with a red outline indicating the study area.
- Event details:** A purple box at the bottom left states: 'The public exhibition will take place at: Christ Church, Christchurch Street, CB1 1HT from 2pm-9pm on the 11th October 2010.'
- Website:** At the bottom, it says 'The Draft Eastern Gate Visioning Document is available to view at [www.cambridge.gov.uk/easterngate](http://www.cambridge.gov.uk/easterngate)'.

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.