

APPENDIX C: ANALYSIS, RESPONSES AND PREFERRED APPROACH ON TOURISM, PLUS SUMMARIES OF REPRESENTATIONS RECEIVED

ISSUE: TOURISM – LEVEL OF NEW HOTEL BEDROOM PROVISION

Total representations: 56	
Object:	
Option 153: 9	Option 154: 21
Support:	
Option 153: 19	Option 154: 3 plus 4 unqualified support for not having a policy (market to decide)

OPTION NUMBER	KEY ISSUES ARISING FROM CONSULTATION
<p>Option 153: Additional hotel provision based on a high growth scenario of around 2,000 new bedrooms</p> <p>and</p> <p>Option 154: Additional hotel provision based on a medium growth scenario of around 1,500 new bedrooms</p>	<ul style="list-style-type: none"> • Support provision of higher growth in hotel rooms but it shouldn't be used as a cap; • Strongly support option, as there is a huge demand for more rooms for business and the Universities. The deficit is far greater than that for residential; • Support the policy for at least 2,000 additional bedrooms but add some flexibility for the location within Addenbrooke's; • Support the policy provided it is managed and monitored. Need more staying visitors not day-trippers; • Support option and it might allow less successful hotel sites to be released for residential or care homes if the high forecast is not achieved; • Our door should be open but we should not be actively seeking hotels; • Go for lower number of bedrooms as it would encourage less traffic; • Petersfield has been targeted for budget hotels which will cause gridlock on Newmarket Road; • The City Centre cannot accommodate much more growth and this will add to parking issues. Develop new hotels on the edge of the city where guests can use Park and Ride. • Policy is not required for this matter as market forces should decide.
NEW OPTIONS ARISING FOLLOWING COMMUNITY INVOLVEMENT	
No additional options have been suggested.	

SUMMARY OF INTERIM SUSTAINABILITY APPRAISAL REPORT

Option 153's flexible approach to delivery, steered by monitoring and managing, should help ensure the right sort of hotel provision in the right location at the right time. This approach should help reduce the impact on transport infrastructure and contribute to the local economy.

Option 154's reduced flexibility to address the mismatch between supply and demand is likely to increase the tourism industry's impact on the City's transport infrastructure. In addition, the potential that the industry could contribute to the local economy may not be fully realised.

KEY EVIDENCE

- National Planning Policy Framework (2012)
- Hotel Solutions (2012). Cambridge Hotel Futures Study
- CLG (2006). Good Practice Guide On Planning For Tourism
- Volume and Value Study for Cambridge City East of England Tourism (2007)
- Economic Impact Of Tourism Cambridge City Results 2010 Tourism South East (2010)
- Cambridge Cluster Study 2011 SQW
- Cambridgeshire Development Study SQW and others (2009)
- Greater Cambridge and Peterborough Tourism Strategy and Action Plan (2007)

CURRENT POLICY TO BE REPLACED

- Policy 6/3 (Tourist Accommodation)

ANALYSIS OF KEY ISSUES AND OFFICER RESPONSE

NPPF paragraph 23 encourages local authorities to support the vitality of town centre uses by ensuring a range of suitable sites meet the scale and type of demand for leisure and tourism uses. Other key principles within the NPPF relevant to this issue include:-

- A presumption in favour of sustainable development;
- A significant focus on supporting economic growth, reflecting local circumstances;
- Encouragement to plan positively, meeting objectively assessed needs with flexibility to adapt to change;

Supporting the sustainable growth of tourism is compatible with these national policy aims and the local aim of building a strong and competitive economy.

The city currently has a supply of around 2,115 hotel bedrooms at March 2012. 1,388 hotel rooms are committed currently by way of planning permissions.

Annex 3 of the Final Hotel Solutions Study (April 2012) details the methodology for the production of the 2031 hotel bedroom forecasts contained within the study. These were guided by future levels of employment growth and the inherent level of demand likely to be produced by the business and university sectors of the economy

alongside leisure demand drivers.

The assumed business drivers within the forecasts were based on anticipated levels of 10,000, 15,000, and 20,000 new jobs being created within the local economy to 2031. Response to employment policy options are being considered at the next meeting.

On the leisure side, the forecasts reflected possible future population growth which in turn reflected levels of anticipated housing growth. These linked into the other plan options for assumed growth rates from low to high based on 14,000, up to 21,000 or even 25,000 new homes which were consulted upon as part of Issues and Options. If lower policy options are now being considered this will serve to suggest that a lower forecast of new hotel bedrooms i.e. 900 or 1,500 rooms may be more in line with anticipated future population and housing growth rates. A rate of 900 rooms would not provide any potential for further growth and would unlikely to accord with the provisions of the NPPF and the general health of the local economy. Planning for around 1,500 new bedrooms would provide scope for current shortfalls in the supply and mix of provision to be better addressed in a more sustainable way. Some respondents called for the decision to be left to market forces. The research by Hotel Solutions clearly pointed to the need for a more proactive approach as the current policy had not served the city well in terms of enabling the types of hotel development Cambridge most needs.

We now have a situation with budget hotel provision generally being in almost over supply and other types of hotel not being catered for at all. There are difficulties in promoting specific types of hotel provision within the planning system as they are all the same use class within planning. A complimentary approach through the mechanism of a Hotel Development Strategy could seek to identify other tools that can work alongside the planning process to proactively influence the qualitative types of hotel provision needed.

Option 155 considers locational aspects and is strongly driven by sustainability considerations.

In conclusion, the lower growth rate associated with Option 154 is the most appropriate option to pursue as it is more in line with the likely future levels of population and housing growth being contemplated.

RECOMMENDATION FOR PREFERRED APPROACH

The recommendation is to pursue Option 154 for 1,500 new bedrooms to better reflect likely future growth levels. This will be reviewed depending on the outcome of the response to Employment options to be considered at the next meeting.

ISSUE: WHERE SHOULD NEW HOTELS BE BUILT?

Total representations: 35	
Object: 15	Support: 20

OPTION NUMBER	KEY ISSUES ARISING FROM CONSULTATION
Option 155: Location of new hotels	<ul style="list-style-type: none">• Small boutique hotel at Mill Lane;• Suitability of one at the airport is supported;• NPPF at paragraph 23 calls for vitality in town centres. Cambridge suffers from overcrowding rather than lack of vitality. NPPF advises look to edge of city when City Centre sites unavailable;• Mill Lane isn't a viable location for a 5 star hotel.
NEW OPTIONS ARISING FOLLOWING COMMUNITY INVOLVEMENT	
No additional options have been suggested.	

SUMMARY OF INTERIM SUSTAINABILITY APPRAISAL REPORT

This Option should contribute to the local economy by encouraging growth of tourism while also including requirements to encourage visitors to use sustainable forms of transport. Providing guidance on the type of hotel and location could help match provision with anticipated need – business hotels at business parks for example.

KEY EVIDENCE

- Hotel Solutions (2012). Cambridge Hotel Futures Study
- CLG (2006). Good Practice Guide On Planning For Tourism
- SQW (2011). Cambridge Cluster Study 2011
- SQW (2009). Cambridgeshire Development Study

CURRENT POLICY TO BE REPLACED

- Not applicable

ANALYSIS OF KEY ISSUES AND OFFICER RESPONSE

This option is strongly based on sustainability principles and seeks to improve City Centre provision where possible with a more diverse hotel offering. The Hotel Solutions Study identified a demand here for more small boutique and luxury hotels but acknowledged difficulties because of land ownership, conservation and heritage considerations in finding suitable sites.

NPPF paragraph 23 encourages local authorities to support the vitality of town centre uses by ensuring a range of suitable sites meet the scale and type of demand for leisure and tourism uses. Other key principles within the NPPF relevant to this issue include:-

- A presumption in favour of sustainable development;
- The sequential test remains important in ensuring the vitality of town

Centres;

- Joint working is expected between local authorities on cross-boundary issues, in relation to which there is a duty to co-operate;

The Cambridge Hotel Futures Study identifies market potential for a further 2-3 new boutique hotels in Cambridge City Centre over the next 20 years together with possible scope for a new luxury 4 or 5 star hotel.

While some of this requirement could be met through the repositioning and upgrading of existing city centre hotels, there is likely to be a requirement for further sites or conversion opportunities to fully satisfy the identified market opportunities.

With no easily identifiable sites for new-build hotel development in the City Centre, the conversion of suitable properties looks likely to provide the most realistic way forward for delivering the required new hotels in the City Centre. There will however undoubtedly be pressure for the redevelopment of any suitable properties that may come forward from other, higher-value uses, e.g. residential, that a hotel use would not be able to compete with – although some properties may lend themselves more to conversion as boutique hotels. An explicit policy that is sympathetic to the conversion of suitable city centre properties to hotels therefore seems appropriate. Possible City centre properties which have been identified for conversion to hotels as a preferred or even allocated use include properties at Old Press/Mill Lane, the Guildhall, or Shire Hall.

Engagement with the Colleges as landowners will be important in moving this forward, and the potential for smaller properties for which the alternatives may be more limited, to be considered for boutique guest accommodation.

Option 155 identifies a series of priority locations are linked to either existing or planned commitments in the City centre and outskirts.

The Old Press/Mill Lane SPD faces competing demands for a range of uses and may only end up having room for a small Boutique Hotel rather than having enough land to accommodate a large 5 star offering. The County Council since June 2012 have indicated that they are not interested in pursuing a proposal for a 5 star luxury hotel on their site. The Guildhall similarly is not likely to be vacated within the plan period. Potential has however been identified at the Parkside Police Station for a mixed use redevelopment including residential and hotel use. This has been supported by the current landowner and is part of the current consultation on site options.

On the outskirts of the city, Marshall has recently issued a press release concerning the future of their land north of Newmarket Road which is within South Cambridgeshire District for housing employment and other uses. The Hotel Study identifies potential for further hotel linked to the provision of any new employment provided there.

North West Cambridge now has outline consent for a major urban extension

including a hotel.

In conclusion, a continued focus on trying to find City Centre opportunities seems to be the most sustainable option and the right way forward. The other priority locations are reasonable or tie in with existing commitments.

RECOMMENDATION FOR PREFERRED APPROACH

The recommendation is to pursue Option 155, amended to exclude Shire Hall and the Guildhall and possibly include Parkside Police Station depending on the outcome of the current Site Options consultation.

ISSUE: UPGRADE AND CONVERSION OF CITY CENTRE HOTELS

Total representations: 17

Object: 9

Support: 8

OPTION NUMBER	KEY ISSUES ARISING FROM CONSULTATION
Option 156: Support the development of existing City Centre hotels and conversion of suitable City Centre properties to hotels	<ul style="list-style-type: none">• Oppose the view that large houses with 5+ bedrooms are unsuited to family accommodation;• City centre redevelopment will hit conservation issues;• Possible sites include Bingo Hall on Hobson Street, Llandaff Chambers over Mandela House, Sainsbury's in Sidney Street if they moved, GA building on Hills Road /Station Road corner, 32-38 Station Road.
NEW OPTIONS ARISING FOLLOWING COMMUNITY INVOLVEMENT	
No additional options have been suggested.	

SUMMARY OF INTERIM SUSTAINABILITY APPRAISAL REPORT

Support for the repositioning/redevelopment of existing hotels and other premises for hotel uses in the City Centre would represent a sustainable growth option for hotel provision and help contribute positively to the economy; while reducing the risk of the need to compete with higher value uses on other sites such as for housing. This Option would also help reduce pressures on transport infrastructure and reduce the reliance on the private car due to its likely application in the city centre. A criteria led approach will ensure that developments are sensitive to their surroundings.

KEY EVIDENCE

- Hotel Solutions (2012). Cambridge Hotel Futures Study
- CLG (2006). Good Practice Guide On Planning For Tourism

CURRENT POLICY TO BE REPLACED

- Not applicable

ANALYSIS OF KEY ISSUES AND OFFICER RESPONSE

This option is aimed at developing a new policy intended to allow for appropriate conversion and refurbishment of suitable City centre properties for hotels. Given the difficulties in finding new sites in the City centre refurbishment and upgrade will have a distinct role in helping meeting the demand for new provision. A criteria based policy ought to be able to fulfil this function.

NPPF paragraph 23 encourages local authorities to support the vitality of town centre uses by ensuring a range of suitable sites meet the scale and type of demand for leisure and tourism uses. Other key principles of relevance to this issue within the NPPF include:-

- A presumption in favour of sustainable development;
- The sequential test remains important in ensuring the vitality of town Centres;

A criteria based policy should allow for the merits of particular properties to be assessed appropriately and for the location, adjoining uses and other planning considerations to be fully taken into account.

The Cambridge Hotel Futures Study identifies a continuing demand for good quality mid-priced hotel accommodation in the City Centre. Given the challenges of securing sites and conversion opportunities for new hotels in the City Centre, it would seem logical to try to meet some of these requirements through the expansion and/or upgrading or repositioning of existing hotels. This suggests a requirement for an explicit planning policy that recognises this opportunity and is sympathetic to the improvement and development of established hotels in the city centre (whilst not over-riding other plan policies). Conservation issues have already been referred to in relation to the difficulty of finding suitable sites in the City Centre. Conversion can present similar challenges. Other policies within the plan will be able to be used to test these sensitivities and the Plan will need to be considered as a whole.

Some representees suggested possible sites and premises for conversion. The Bingo Hall in Hobson Street has been considered within the Hotel Solutions work but dismissed as it has recently changed hands and is likely to be pursued for an alternative use. There are no proposals to relocate the Council offices at Llandaff Chambers. The General Accident building at 90 Hills Road/Station Road corner is currently being refurbished but may come forward for redevelopment when the lease expires. It has several years to run though.

One representee has commented upon the proposed criteria to be possibly included where properties are unsuitable for single family accommodation such as large houses with 5 or more bedrooms. An appropriate balance has to be achieved between protecting residential properties and meeting the needs of visitors. Permission is not normally required for the use of two rooms only within a dwelling house as guest bedrooms if the remainder remains in family accommodation. This assumes the dwelling has at least 4 bedrooms or above.

Some rebranding and upgrade will happen outside the scope of the planning system.

In conclusion, an appropriately worded criteria based policy which tests that properties are not suited to single family accommodation, the scale is compatible with adjoining uses, amenity issues are safeguarded, the premises provide safe access to the public highway and meet car and cycle parking standards.

RECOMMENDATION FOR PREFERRED APPROACH

The recommendation is to pursue Option 156 and develop an appropriately worded criteria based policy.

ISSUE: SERVICED APARTMENTS

Total representations: 20		
Object:		
Option: 157 1	Option:158 5	Option:159 0
Support:		
Option:157 1	Option:158 9	Option:159 4

OPTION NUMBER	KEY ISSUES ARISING FROM CONSULTATION
Option 157: Treat serviced apartments as hotel uses	<ul style="list-style-type: none"> • These are not part of the housing market and should be recognised as hotel uses.
Option 158: Prevent the change of use of newly built permanent residential accommodation to a use for short term letting	<ul style="list-style-type: none"> • Support as it makes the process transparent; • Depends how you define short term. Letting for less than 6 months would be OK.
Option 159: Use licensing to control serviced apartments	<ul style="list-style-type: none"> • Looks to be best if local authority has the powers; • Depends how you define short term. Letting for less than 6 months would be OK; • Use of serviced apartments provides flexibility in housing market if they can't sell nor do a long let.
NEW OPTIONS ARISING FOLLOWING COMMUNITY INVOLVEMENT	
No additional options have been suggested.	

SUMMARY OF INTERIM SUSTAINABILITY APPRAISAL REPORT

Option 157 is unlikely to have any effect on the sustainability objectives. Option 158 should help reduce pressure on housing availability and help maintain the character and distinctiveness of residential areas in Cambridge. However, it may limit the economic potential of these properties and help support the tourist industry. Option 159 is unlikely to have any effect on the sustainability objectives.

KEY EVIDENCE

- Hotel Solutions (2012). Cambridge Hotel Futures Study
- CLG (2006). Good Practice Guide On Planning For Tourism

CURRENT POLICY TO BE REPLACED

- Not applicable

ANALYSIS OF KEY ISSUES AND OFFICER RESPONSE

NPPF paragraph 23 encourages local authorities to support the vitality of town centre uses by ensuring a range of suitable sites meet the scale and type of demand for leisure and tourism uses. Other key principles of relevance to this issue within the NPPF include:-

- A presumption in favour of sustainable development;
- The sequential test remains important in ensuring the vitality of town Centres;
- A significant focus on supporting economic growth, reflecting local circumstances;
- Encouragement to plan positively, meeting objectively assessed needs with flexibility to adapt to change;

A new generation of serviced accommodation that combines an element of self-catering with some hotel-style service is causing a blurring of the boundaries between uses in planning terms. These types of premises are generally intended to service extended stay corporate and university markets. They may, however, let units for shorter stays to business and leisure markets. They tend fall into four main categories:

- All suite hotels (C1 hotel use);
- Aparthotels/apartment hotels (C1 hotel use);
- Purpose built serviced apartment blocks (C1 hotel use); and
- Residential apartments let as serviced apartments by letting agencies (C3 use).

Suite hotels, apartment hotels and serviced apartments can be let on a daily short-term basis, but may be subject to a three night minimum stay. They usually have a reception and hotel-style booking facilities. In some cases, serviced apartments can result in the loss of properties built as residential homes or affordable housing being converted to serviced apartments outside the scope of the planning system. Such loss of residential and affordable housing whilst providing

visitor accommodation could potentially have adverse impact upon the local housing market. This is undesirable in Cambridge given it is an area of significant housing pressure.

Option 157 suggests treating aparthotels and serviced apartments as hotel uses. There are legal difficulties in taking this approach as some serviced apartments fall outside the C1 use class. If C3 residential units are subsequently let as serviced apartments, there is no planning distinction between the uses and they would not have occupancy conditions. Distinctions are further blurred within some residential blocks where some apartments are let for corporate and tourism clients and others are not. Residential apartments may be operated as service apartments for variable periods depending on the owner's intentions. They may therefore not remain as serviced apartments on a permanent basis. Requiring a change of use is difficult for the Council to enforce under current planning legislation.

Option 158 suggests conditioning all new permanent residential accommodation to prevent use for short term letting whether serviced apartments or not. This could have other undesirable consequences for the residential lettings market within the city and cause other undue housing stress. It has been tried successfully in London Boroughs but it is only possibly because of special planning powers under the General Powers Act, which is only available within London. On balance, the planning system might not be the best vehicle for controlling this type of activity.

Option 159 therefore suggests considering licensing to regulate serviced apartments developed in conjunction with the serviced apartment operators. Officers have had initial discussions with the Council's legal officers to explore the scope to use licensing rather than planning policy. It appears that no immediate statutory power seems to exist to justify licensing. Research is ongoing with legal and housing officers on whether any of the above options offer a practical way forward.

It is therefore not possible to definitively conclude yet on the most appropriate way forward with serviced apartments and a planning or licensing solution is looking far from straightforward.

RECOMMENDATION FOR PREFERRED APPROACH

The recommendation is to continue to research with legal and housing officers to ascertain what measures exist if any to better regulate changes of use without planning permission.

ISSUE: HOTELS AND GUEST HOUSES IN THE CITY CENTRE

Total representations: 14	
Object:	
Option: 160 4	Option:161 0
Support:	
Option:160 8	Option:161 2

OPTION NUMBER	KEY ISSUES ARISING FROM CONSULTATION
Option 160: Retention of hotels in the City Centre	<ul style="list-style-type: none"> • Support if there is flexibility to exit the market; • Support retention of hotels in the centre, which needs to be defined.
Option 161: Do not include a policy to retain hotels in the City Centre	<ul style="list-style-type: none"> • Likely to get a better hotel offer by freeing up the market rather than adding constraints to it.
NEW OPTIONS ARISING FOLLOWING COMMUNITY INVOLVEMENT	
No additional options have been suggested.	

SUMMARY OF INTERIM SUSTAINABILITY APPRAISAL REPORT

Option 160 will support the growth of tourism while minimising its impact on the city's transport infrastructure through reducing the need to travel. The potential impact of budget hotel supply on Cambridge's townscape is unclear and would be dependent on the hotel's design and scale and its appropriateness in the historic environment. Greater budget accommodation in the City Centre may provide an economic incentive for longer stays in the city rather than staying outside the city and travelling in for day trips.

Option 161 may result in the loss of existing tourist accommodation to the detriment of this industry, while also resulting in increased pressure on existing transport infrastructure due to more day trips and visitors staying outside the city and travelling in. This Option is likely to contribute to poorer air quality and increased GHG emissions unless greater access to frequent public transport is provided. It is unclear how the effects of this Option would result in changes to the historic environment as this would be determined by the design and scale of any new/replacement development.

KEY EVIDENCE

- Hotel Solutions (2012). Cambridge Hotel Futures Study
- CLG (2006). Good Practice Guide On Planning For Tourism

CURRENT POLICY TO BE REPLACED

- Not applicable

ANALYSIS OF KEY ISSUES AND OFFICER RESPONSE

NPPF paragraph 23 encourages local authorities to support the vitality of town centre uses by ensuring a range of suitable sites meet the scale and type of demand for leisure and tourism uses. Supporting the sustainable growth of tourism is compatible with these national policy aims and the local aim of building a strong and competitive economy.

Given the strong demand for city centre sites for hotels it seems sensible to try to safeguard existing hotels and guest houses subject to appropriate viability and marketing tests. Such a policy would be devised in such a way to allow poorer quality and less well located site to exit the market where they have no viable future as a hotel or guesthouse.

Higher value uses such as residential use will always put pressure on the retention of such premises.

A hotel retention policy would not be intended to present existing hotels with a stranglehold on their future development. Such policies are common in resorts, which often define a hotel zone where loss would be resisted. However, where the case can be made that the hotel is not and cannot be made viable with investment, exit can sometimes be negotiated. Guidelines would need to be developed to clearly articulate these conditions and the evidence that would be required, in terms of marketing for sale and viability calculations.

With the level of new budget supply coming on stream in the short term, ahead of market forecasts, and as the fair share analysis has shown, we expect that there may be some guesthouses and small hotels that might seek to exit the market. Outside the core city centre/fringe zone, there might be more flexibility to permit this, and those properties that are less well-located and of poorer quality might be lost without too much detriment to the overall supply.

Option 160 is supported by the sustainability appraisal will support the growth of tourism while minimising its impact on the city's transport infrastructure through reducing the need to travel.

Some representations argued the market should decide and will result in a better hotel offer. The findings of the Hotel Solutions Study however point to the fact that the Cambridge hotel offer to date has not been of a standard which such a famous historic city deserves. There is also very strong competition for a number of competing uses particularly within the City Centre.

The boundary of the City Centre may be reviewed when the current retail study is completed and will be shown on the Proposals Map. The NPPF also requires Local Plans to define the extent of town centres.

In conclusion, it seems sensible to include a policy aimed at retaining existing hotels and guesthouses in the City Centre subject to it having suitable provision to allow exit from the market of by viability and marketing tests.

RECOMMENDATION FOR PREFERRED APPROACH

The recommendation is to pursue Option 160 to retain good quality small hotels and guesthouses within the City Centre.

ISSUE: VISITOR ATTRACTIONS

Total representations: 17

Object: 6

Support: 11

OPTION NUMBER	KEY ISSUES ARISING FROM CONSULTATION
Option 162: Visitor Attractions	<ul style="list-style-type: none">• Support, particularly for the development of Kettle's Yard area as secondary tourist destination for people staying in the city;• Cycle parking standards must be applied to attractions;• Not appropriate in city - develop sports and leisure attractions in hotels beyond city e.g. as at Bar Hill.
NEW OPTIONS ARISING FOLLOWING COMMUNITY INVOLVEMENT	
No additional options have been suggested.	

SUMMARY OF INTERIM SUSTAINABILITY APPRAISAL REPORT

This option should help support the sustainable growth of tourism and also help ensure greater access to frequent public transport to access alternative attractions. Consequently this should result in reduced transport related emissions.

KEY EVIDENCE

- Evidence to be collected on up to date visitor numbers from various attractions

CURRENT POLICY TO BE REPLACED

- Not applicable

ANALYSIS OF KEY ISSUES AND OFFICER RESPONSE

NPPF paragraph 23 encourages local authorities to support the vitality of town centre uses by ensuring a range of suitable sites meet the scale and type of demand for leisure and tourism uses. Supporting the sustainable growth of tourism is compatible with these national policy aims and the local aim of building a strong and competitive economy.

The Council's policy is to encourage the sustainable development of tourism in the city. The Council recognises that a range of attractions and facilities are important to improve the quality of the visitor experience, but also sees the need to protect the quality of life of people who live here. The main purpose of any tourist development

should be to assist in the interpretation of the city, not to attract significantly more visitors to Cambridge.

The current Local Plan's existing policy towards visitor attractions aims to maintain, strengthen and diversify the range of visitor attractions if they are well related to the cultural heritage of the city. A recognition should also be made of the need to support the development of attractions that have a broader appeal for families. These could still be linked to the science, technology and culture but not necessarily exclusively so. This is often a criticism we hear of the city's current leisure offer.

Attractions that draw visitors beyond the City Centre attractions and encourage the development of alternative attractions throughout the Sub-region could also be encouraged. Such a policy would need to ensure attractions are accessed by sustainable modes of transport.

Representations, which broadly supported this policy option, provided other details such as cycle parking are appropriately addressed. Kettle's Yard area is attractive to Tourists with the presence of the Folk Museum in close proximity. This also could serve to benefit retail and restaurant premises in Magdalene Street. One objector called for attractions beyond the city to be developed which is what is proposed. The development of attractions is not however confined to hotels.

In conclusion, there are merits in retaining a policy aimed at retaining and developing alternative visitor attractions.

RECOMMENDATION FOR PREFERRED APPROACH

The recommendation is to pursue Option 162 to retain and develop the current policy towards visitor attractions.

APPENDIX C - CHAPTER 10: BUILDING A STRONG AND COMPETITIVE ECONOMY
(PARAGRAPHS 10.77 TO QUESTION 10.94)

**10 - Building a Strong and
Competitive Economy**

10.84

12554 Object

Summary:

Forecast growth does not have to be accommodated, particularly if such growth would bring more pressure on the centre.

10 - Building a Strong and Competitive Economy**Option 153 - Additional hotel provision based on a high growth scenario of around 2,000 new bedrooms**

12176 Object**Summary:**

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy**Option 153 - Additional hotel provision based on a high growth scenario of around 2,000 new bedrooms**

15652 Object**Summary:**

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy**Option 153 - Additional hotel provision based on a high growth scenario of around 2,000 new bedrooms**

16245 Support**Summary:**

Option 153 is supported which suggests additional hotel provision based on a high growth scenario of around 2000 new bedrooms. The requirement for visitor accommodation in Cambridge is very high and provision should match this. In fact perhaps the policy justification should refer to 'at least 2000 new bedrooms'.

10 - Building a Strong and Competitive Economy**Option 153 - Additional hotel provision based on a high growth scenario of around 2,000 new bedrooms**

16339 Object**Summary:**

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy**Option 153 - Additional hotel provision based on a high growth scenario of around 2,000 new bedrooms**

17754 Object**Summary:**

Tourism has now reached such a state that the old centre of the City is full to capacity. Most of these are day visitors and represent a drain on the City's resources. I would like to see a plan to change the type of tourist from day tripper to those staying 2 or 3 days. The suggestion that the Shire Hall site could be used for a 4 or 5 star hotel has my full support and is within walking distance of the historic core and other attractions of the city. We should not be encouraging more tourists, but changing the type of tourist to make sure that they have the facilities to enjoy their stay in Cambridge, but I think that it is unrealistic to plan for an additional 2000 hotel bedrooms.

10 - Building a Strong and Competitive Economy**Option 154 - additional hotel provision based on a medium growth scenario of around 1,500 new bedrooms**

15657 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, and integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Option 154 - additional hotel provision based on a medium growth scenario of around 1,500 new bedrooms

16348 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, and integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Question 10.71

8411 Support

Summary:

need policy

10 - Building a Strong and Competitive Economy

Question 10.71

12180 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Question 10.71

12323 Support

Summary:

The provision of additional hotel accommodation at the higher growth scenario is supported.

It is important that sufficient numbers of new hotel bedrooms come forward at levels required by the market but the figure should not be used as a cap on overall hotel development.

10 - Building a Strong and Competitive Economy

Question 10.71

12410 Support

Summary:

yes

10 - Building a Strong and Competitive Economy

Question 10.71

12673 Support

Summary:

Yes, I really think that there is - this will have a huge impact on existing road networks with most people arriving via car or taxi.

10 - Building a Strong and Competitive Economy

Question 10.71

12892 Support

Summary:

Yes

10 - Building a Strong and Competitive Economy

Question 10.71

14227 Support

Summary:

Yes

10 - Building a Strong and Competitive Economy

Question 10.71

14256 Support

Summary:

But this also needs to be integrated with transport/parking provision. For example, allowing overnight visitors to use the Park and Ride sites.

10 - Building a Strong and Competitive Economy

Question 10.71

15353 Object

Summary:

Hotels are a high risk business and trying to force developments is likely to prove counter-productive. To be viable they need high occupancy rates for the whole year so the market judgement of the operator will be the main driver of development. Background research is helpful and it may be desirable to allocate space but not at the expense of long-term dereliction if it is in the wrong place.

10 - Building a Strong and Competitive Economy

Question 10.71

15653 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Question 10.71

16237 Support

Summary:

Questions 10.71-10.75 Visitor Accommodation/hotel provision

Option 153 is supported which suggests additional hotel provision based on a high growth scenario of around 2000 new bedrooms. The requirement for visitor accommodation in Cambridge is very high and provision should match this. In fact perhaps the policy justification should refer to 'at least 2000 new bedrooms'. Consideration should be given to provision of hotels not only in the City Centre but in peripheral locations, notably close to key business and research clusters. In relation to the Cambridge Biomedical Campus, whilst proposals are noted for A hotel within the boundaries of the original Addenbrookes campus, the policy should allow for the potential future provision of a hotel on the expansion land or safeguarded land if there is requirement for one and demand from hotel operators.

10 - Building a Strong and Competitive Economy

Question 10.71

16342 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, and integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Question 10.71

18034 Support

Summary:

Yes

10 - Building a Strong and Competitive Economy

Question 10.71

18467 Support

Summary:

The County Council supports the need for a policy addressing visitor accommodation/hotel provision.

10 - Building a Strong and Competitive Economy

Question 10.72

8412 Object

Summary:

none

10 - Building a Strong and Competitive Economy

Question 10.72

9388 Support

Summary:

Option 153. This might help release less commercially successful hotel sites for residential (or perhaps care-home or similar) use, if the forecast high growth is not achieved.

10 - Building a Strong and Competitive Economy

Question 10.72

11476 Object

Summary:

Both of these options seem very high. And where will these hotels go?

10 - Building a Strong and Competitive Economy

Question 10.72

12181 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Question 10.72

12414 Support

Summary:

We go for Option 153 - 2000 new hotel bedrooms and a managed and monitored supply. We need to encourage tourists who stay in the area, rather than day trippers, and a growing Cambridge economy will lead to demand for more hotel rooms for business visitors

10 - Building a Strong and Competitive Economy

Question 10.72

12577 Support

Summary:

Strongly support 153 - for business, university and tourism there is a huge demand for more bedrooms. Cambridge is one of the most expensive places in the country, an indication that demand has too far outstripped supply. The deficit in hotel space is much greater than in residential accommodation.

10 - Building a Strong and Competitive Economy

Question 10.72

12676 Object

Summary:

I would actually support an option which would seek to put in place the least hotel rooms as by their very nature they are encouraging in-commuting. The assertion that without sufficient rooms people will do day trips - how is this different to the traffic created by them coming to stay? They will still want to travel in and out at some point?

10 - Building a Strong and Competitive Economy

Question 10.72

12895 Object

Summary:

Option 154 providing 1500 new hotel bedrooms to 2031, where those hotels already planned or in the planning process will be adequate. BUT why does there have to be additional hotel provision when the statistics say that visitor numbers have gone down? See page 220 total staying visitors in 2010 - 835,300 and overall numbers have declined by around 1% since 2008. Any hotel development in historic or conservation areas should be required to primarily comply with heritage guidelines and to preserve the historic environment.

10 - Building a Strong and Competitive Economy

Question 10.72

14228 Support

Summary:

Option 153

10 - Building a Strong and Competitive Economy

Question 10.72

17515 Object

Summary:

I prefer neither option

10 - Building a Strong and Competitive Economy

Question 10.72

17614 Object

Summary:

It would seem from Option 154 that there are sufficient hotel rooms in the planning pipeline to satisfy expected demand, the problem being how to ensure that they are of the required quality. There is potential for one 4/5 star hotel in the centre. The potential to use the Shire Hall site seems sensible and is within walking distance of the centre. The County Council do not need to be based in the centre and could easily operate from outside the City e.g. Northstowe, this would also reduce commuter traffic.

10 - Building a Strong and Competitive Economy

Question 10.72

18035 Support

Summary:

Option 154

10 - Building a Strong and Competitive Economy

Question 10.72

18469 Support

Summary:

The County Council supports Option 153 Additional hotel provision based on a high growth scenario of around 2000 new bedrooms.

10 - Building a Strong and Competitive Economy

Question 10.73

10456 Object

Summary:

Yet again this is neither an objection nor support.

Hotel provision should surely be market led. Obviously the plans for any one hotel must be appropriate but could be considered on its merits rather than on some policy.

10 - Building a Strong and Competitive Economy

Question 10.73

12187 Object

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

Question 10.73

12555 Support

Summary:

What are the limits to growth? That should be asked first, not how do we accommodate growth.

10 - Building a Strong and Competitive Economy

Question 10.73

12682 Object

Summary:

I don't understand how not building enough hotel rooms will create more traffic - surely the more likely scenario is that building hotel rooms will definitely create traffic as people will travel in to stay and this is just encouraging them?

10 - Building a Strong and Competitive Economy

Question 10.73

12899 Object

Summary:

If growth in supply creates more demand we should not encourage more supply. Situating hotels further from the city centre, or outside Cambridge along strong transport links such as railways, would not necessarily lead to more congestion. Smaller shuttle buses would actually diminish congestion which can often be caused by huge coaches.

10 - Building a Strong and Competitive Economy

Question 10.73

14231 Support

Summary:

I would like to see more independent hotels in Cambridge, rather than chain hotels - which are bland and tend to be of poor quality. The Travelodge in the Cambridge Leisure Centre is a particularly depressing example.

10 - Building a Strong and Competitive Economy

Question 10.73

16250 Support

Summary:

Consideration should be given to provision of hotels not only in the City Centre but in peripheral locations, notably close to key business and research clusters. In relation to the Cambridge Biomedical Campus, whilst proposals are noted for a hotel within the boundaries of the original Addenbrookes campus, the policy should allow for the potential future provision of a hotel on the expansion land or safeguarded land if there is requirement for one and demand from hotel operators.

10 - Building a Strong and Competitive Economy

Question 10.73

17615 Support

Summary:

The plan should have a proposal for one 4/5 star hotel with 400-500 rooms at the Shire Hall site, there should be no plan to increase the number of tourists but to increase the number of longer stays (2 days +).

10 - Building a Strong and Competitive Economy

Question 10.73

18272 Object

Summary:

Tourism is a significant generator of income for businesses and traders in the city, but caution needs to be exercised on the impact of types of shopping and food outlets that tourism encourages, on parking, and on the management of groups of day-trippers. In the development of options the Council should undertake or sponsor research into the benefits and dis-benefits of this form of activity so that a balance may be achieved in uses and the optimum location found for hotel locations in the city. On this basis large hotels are unsuitable in or near the city centre.

10 - Building a Strong and Competitive Economy

Question 10.73

18471 Object

Summary:

Although the County Council supports the need for a policy addressing what types of new hotels are needed and where they should be located, sites close to transport hubs should be afforded priority. As to whether co-location of a hotel on the airport site is possible given the recent introduction of holiday flights to the Channel Islands and France/Italy and plans for other destinations to be served such as the Netherlands. If co-location were possible, a hotel on the site should not be precluded to the longer term. There is a need for a policy addressing the upgrade and conversion of suitable city centre properties to hotels, again defined by proximity to transport hubs.

10 - Building a Strong and Competitive Economy

Question 10.74

9389 Support

Summary:

Our door should be open, but additional development should not be actively sought.

10 - Building a Strong and Competitive Economy

Question 10.74

12418 Object

Summary:

In broad terms, yes but essentially hotel development is market led.

10 - Building a Strong and Competitive Economy

Question 10.74

12685 Object

Summary:

Absolutely not - and I'm surprised that the recent report has not been mentioned that criticised the town for a lack of luxury accommodation but mentioned that there was a surplus of budget accommodation?

10 - Building a Strong and Competitive Economy**Question 10.74**

12900 Object**Summary:**

NO. We do not feel that further hotel development should be encouraged.

The most important criterion that should be stipulated by the Local Plan and which must be delivered is that the Heritage Asset of the city is preserved. This asset is a non-renewable resource.

Many more tourists than we have at present would change the whole character of the city. It would feel like a theme park and the atmosphere of the city would be commercial.

Economic benefit is not a good reason to degrade the historic city centre.

10 - Building a Strong and Competitive Economy**Question 10.74**

15943 Object**Summary:**

Petersfield has been targeted for budget hotels - Travelodge and Premier Inn will both be on the congested Coldhams lane junction. Traffic is already gridlocked and the hotels will make this worse. The smart traffic light system makes no difference to traffic flow. Little or no car parking is provided so where are people going to park, parking at the grafton centre is not feasible. These hotels are in the wrong location and will not improve the image of Newmarket Road.

10 - Building a Strong and Competitive Economy**Question 10.74**

17516 Object**Summary:**

Hotel development should not be further encouraged

10 - Building a Strong and Competitive Economy**Question 10.74**

18037 Object**Summary:**

The city centre cannot absorb much more growth. 4 star and boutique hotel clients will expect car or taxi transport, increasing congestion and/or demand for parking. Staff may need accommodation/transport. New accommodation for business and conference visitors are said to be sufficient, but could be expanded on the periphery. Hotels for the less wealthy could be at attractive sites on the periphery whence visitors could access the centre by public transport

10 - Building a Strong and Competitive Economy**Question 10.75**

12188 Support**Summary:**

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, an integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy**Question 10.75**

15656 Support**Summary:**

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, and integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy**Question 10.75**

15925 Support

Summary:

Possible site for very expensive hotel close to city centre which would encourage tourists to stay longer. Shire Hall?

10 - Building a Strong and Competitive Economy

Question 10.75

16346 Support

Summary:

We do not believe a policy is required in this respect and rather feel that market forces should decide. Tourism is decreasing and, if a policy is considered necessary, and integrated policy together with the University Colleges should be considered.

10 - Building a Strong and Competitive Economy

10.87

11481 Support

Summary:

Probably good not to program more hotels into historic city centre. Hotel provision projections seem high.

10 - Building a Strong and Competitive Economy

10.88

12901 Object

Summary:

NPPF Heading 23 is called Ensuring the vitality of town centres. Cambridge does not suffer from lack of vitality in the town centre, but it does suffer from over crowding. Heading 23, bullet 8 in the NPPF states 'allocate appropriate edge of centre sites for main town centre useswhere viable town centre sites are not available'

10 - Building a Strong and Competitive Economy

Option 155 - Location of new hotels

8729 Object

Summary:

Given the constraints on traffic and parking in the immediate area, as well as the confined nature of the site, can Mill Lane really be viewed as a potential location for a 5 star hotel? Will a business model where high-paying guests, laden with considerable luggage and arriving by the park and ride bus, really work? There may be scope for a small, boutique hotel on the site but the plan should reflect realistic expectations.

10 - Building a Strong and Competitive Economy

Option 155 - Location of new hotels

10653 Support

Summary:

There is an acknowledged need for additional hotels in the Cambridge area, as confirmed by recent research.

The reference to the suitability of Cambridge Airport is supported. The location is sustainable, particularly in relation to public transport and cycling. It is a large, mixed use site where Marshall Group companies provide a range of employment in businesses which generate many business visitors. Tourism is increasingly catered for at the airport. An hotel should help support both the businesses and Cambridge generally.

The reference in the Option to "in the longer term" is unnecessary.

10 - Building a Strong and Competitive Economy

Option 155 - Location of new hotels

12561 Object

Summary:

I don't see why our elected representatives should waste money relocating themselves - to where? And merely to provide hotel space!

10 - Building a Strong and Competitive Economy**Option 155 - Location of new hotels**

13400 Object**Summary:**

Current traffic and parking restrictions and problems in the central area, coupled with the planning policy for central parking and traffic reduction, cannot support a proposal to consider a 4- or 5-star quality hotel on the Mill Lane site, even if of boutique proportions, when it would probably then be non-viable.

10 - Building a Strong and Competitive Economy**Option 155 - Location of new hotels**

14280 Support**Summary:**

There is a clear need - but also the transport provision needs to be integrated with this. In particular, parking for overnight visitors at the hotel or at the park and ride sites.

10 - Building a Strong and Competitive Economy**Option 155 - Location of new hotels**

15185 Object**Summary:**

Given the constraints on traffic and parking in the immediate area, as well as the confined nature of the site, can Mill Lane really be viewed as a potential location for a 5 star hotel? Will a business model where high-paying guests, with their considerable luggage but arriving by the park and ride bus, really work? There may be scope for a small, boutique hotel on the site but the plan should reflect realistic expectations.

10 - Building a Strong and Competitive Economy**Option 155 - Location of new hotels**

15506 Support**Summary:**

We support Option 155 with its focus on delivering new hotel accommodation within the City Centre, but consider that the policy should also make it clear that the Council will favourably consider, subject to other policies in the Plan, the extension or redevelopment of existing hotels in order to assist in the delivery of the overall objectives of the policy, i.e. an increase in higher quality accommodation within the central area.

10 - Building a Strong and Competitive Economy**Option 155 - Location of new hotels**

16651 Object**Summary:**

The Cambridge Union is one of the world's oldest and most prestigious debating societies. However, its historic premises are in need of urgent restoration. The city centre site is considered to hold the potential to accommodate a hotel of an appropriate standard as one of a range of possible uses. This will help facilitate regeneration of the Union and its facilities and meet a demand highlighted in the Issues and Options Report.

10 - Building a Strong and Competitive Economy**Question 10.76**

8413 Support**Summary:**

need policy

10 - Building a Strong and Competitive Economy**Question 10.76**

12331 Support

Summary:

Policy which identifies the City Centre as the primary location for new hotel development in the City Centre (with specific reference to the Old Press/ Mill Lane site) and at other priority locations in the City (including Addenbrookes and North West Cambridge) is supported.

A needs case has been set out as part of the North West Cambridge planning application to justify the existing commitment to provide a hotel on the North West Cambridge site.

10 - Building a Strong and Competitive Economy

Question 10.76

12420 Support

Summary:

yes

10 - Building a Strong and Competitive Economy

Question 10.76

12696 Support

Summary:

Yes, and this must be integrated with the wider transport strategy as hotels whichever way you look at it will create more traffic by the very nature of the short-term stays that they encourage.

10 - Building a Strong and Competitive Economy

Question 10.76

12903 Object

Summary:

NO, this option supposes that more hotels should be built than are already planned or already in the planning pipeline as was stated in option 154. The Local Plan must have policies that require that the historic character of the city and nearby conservation areas are primarily preserved before any developments can be justified. These historic areas are an asset to the city.

10 - Building a Strong and Competitive Economy

Question 10.76

14235 Support

Summary:

Yes

10 - Building a Strong and Competitive Economy

Question 10.76

15355 Object

Summary:

Why not leave this to the market, hotels only get built when and where they can be run at a profit for the operators and owners (these are not necessarily the same people).

10 - Building a Strong and Competitive Economy

Question 10.76

18038 Support

Summary:

Yes

10 - Building a Strong and Competitive Economy

Question 10.76

18377 Object

Summary:

4th bullet -directing new hotels to priority locations. The District Council has granted planning permission for a hotel on the Cambridge Science Park.

7th bullet -says NW Cambridge is an existing commitment but the University AAP does not include a hotel and the University would have to make a case for a hotel

contributing to the needs of the development needs of the University?

8th bullet - Cambridge Airport in the longer term - the District Council would not support development at Cambridge Airport in the plan period which is unrelated to its function as an airport.

10 - Building a Strong and Competitive Economy

Question 10.77

6897 Object

Summary:

There should be no new hotels in the triangle north of Lensfield Road and streets leading off this, because of the increased traffic they would generate.

10 - Building a Strong and Competitive Economy

Question 10.77

8414 Object

Summary:

We remain to be convinced that there is a need for further hotel spaces beyond those already agreed.

10 - Building a Strong and Competitive Economy

Question 10.77

9390 Support

Summary:

Most visitors staying overnight or longer would probably prefer a central location.

10 - Building a Strong and Competitive Economy

Question 10.77

11570 Support

Summary:

There are many 'Cambridge' hotels with poor transport links (eg in Swavesey or Foxton), where the use of a car is required to access the city. While hotels should be built to support specific business needs (eg near business parks), they shouldn't be built where public transport is poor. Many people will want to stay in a hotel within walking distance of the centre, so a hotel which requires a long infrequent bus journey is much less desirable.

10 - Building a Strong and Competitive Economy

Question 10.77

11946 Object

Summary:

The railway station should surely be a prime target for any new hotel development. However in general I would prefer to refocus the provision of visitor accommodation on small B&Bs which have less environmental impact.

10 - Building a Strong and Competitive Economy

Question 10.77

12423 Support

Summary:

option 155 appears to provide some controls as well as looking to encourage more development.

Our feel is that, in the City centre or nearby there is a need for some 5 star accommodation

10 - Building a Strong and Competitive Economy**Question 10.77**

12582 Support**Summary:**

East Road is an ideal site for many hotel rooms. Expansion of Doubletree onto green corridor is completely inappropriate. Difference between brown-field and green is obvious and very important.

10 - Building a Strong and Competitive Economy**Question 10.77**

12858 Object**Summary:**

I do not want to see Shire Hall or the Guildhall turned into (either in full or in part) hotels. I would not like to see this under any circumstances. These would be huge losses to historic Cambridge.

I also do not think there is any suitable space in the CB1 area for a hotel. Whilst we want to continue to attract visitors to the City, this should not be done at the expense of residents' ability to enjoy the City in which they live.

10 - Building a Strong and Competitive Economy**Question 10.77**

12905 Object**Summary:**

From the NPPF advice in Heading 23 bullet 8 it states that edge of centre sites should be chosen where viable city centre sites are not available. So the City Centre should not be the primary location for new hotel development.

The city centre is not defined well enough in this option, so it is impossible to properly address this option.

The Mill Lane area is already a very congested area and further development there would be unpleasant for the many university departments and colleges in the area.

10 - Building a Strong and Competitive Economy**Question 10.78**

9391 Support**Summary:**

The old Central Cinema/bingo hall in Hobson St? Barclays former main branch at 15 Benet St? Llandaff Chambers over Mandela House? Sainsbury's in Sidney St, if they relocate further out as Tesco and Waitrose have done? The old General Accident building at Station Road Corner? The Victorian terrace at 32 to 38 Station Road?

10 - Building a Strong and Competitive Economy**Question 10.78**

12699 Support**Summary:**

New locations should be prioritised where there are existing strong public transport links and active discouragement of cars e.g. the guided busroute.

10 - Building a Strong and Competitive Economy**Question 10.78**

14237 Support**Summary:**

I would like to see more boutique hotels - small, specialised hotels that only have four or five rooms at most.

10 - Building a Strong and Competitive Economy**Question 10.78**

14372 Support

Summary:

Option 155 .. how about 135 - 155 Chesterfield Rd. This is one of several sites around Mitcham's Corner. All are walking distance to town centre and their redevelopment is overdue!

10 - Building a Strong and Competitive Economy

Question 10.78

18040 Object

Summary:

If the Shire Hall became available; that would be ideal

The Mill Lane site has potentially difficult access unless provision is made for cars to pull off the main road

4 star and boutique clients will expect motorised transport

10 - Building a Strong and Competitive Economy

Question 10.79

12691 Support

Summary:

I really think that the current policy of not having targets is the best. If we really need to have more accommodation, and I can't see how we can have city hotels without more congestion, why not build them on the guided busway route so people have to use sustainable transport?

10 - Building a Strong and Competitive Economy

Question 10.79

17762 Support

Summary:

What I would like to see is a proposal for a park and ride site outside the City boundary for incoming tourist coaches so that they do not have to come into the City at all, and to provide more hop-on-hop-off services within the City to assist tourists to move around the City outside the historic core. A budget hotel could be incorporated into this scheme.

10 - Building a Strong and Competitive Economy

10.90

17039 Object

Summary:

10.90 and Option 156

Our Association has had considerable experience with the conversion of larger residential property to hotel use in Tenison Road. The concentration of three small hotels with inadequate parking has caused problems as have some of the patrons placed by social services and the housing dept.

We are not sure if our area near the station counts as 'central area' but would strongly oppose the view that properties or five or more bedrooms are unsuitable for family accommodation and can be used for hotels. The Station Area Development Framework and the subsequent master plan for the CB1 development identified suitable sites for hotel accommodation particularly to take the pressure off conversion of residential accommodation in our area. We wish this policy to be specifically included in the proposals i.e. no more residential conversion to hotels in the area between Station Road and Mill Road. We also wish to see the deletion of references to homes of 5 or more bedrooms as unsuitable for family accommodation.

10 - Building a Strong and Competitive Economy

Option 156 - Support the development of existing city centre hotels and conversion of suitable city centre properties to hotels

11484 Support

Summary:

The historic character of the buildings would need to be maintained, with sympathetic updating, and parking issues not aggravated.

10 - Building a Strong and Competitive Economy

Option 156 - Support the development of existing city centre hotels and conversion of suitable city centre properties to hotels

16981 Object

Summary:

Our Association has had considerable experience with the conversion of larger residential property to hotel use in Tenison Road. The concentration of three small hotels with inadequate parking has caused problems as have some of the patrons placed by social services and the housing dept.

We are not sure if our area near the station counts as 'central area' but would strongly oppose the view that properties of five or more bedrooms are unsuitable for family accommodation and can be used for hotels. The Station Area Development Framework and the subsequent master plan for the CB1 development identified suitable sites for hotel accommodation particularly to take the pressure off conversion of residential accommodation in our area. We wish this policy to be specifically included in the proposals i.e. no more residential conversion to hotels in the area between Station Road and Mill Road. We also wish to see the deletion of references to homes of 5 or more bedrooms as unsuitable for family accommodation.

10 - Building a Strong and Competitive Economy

Option 156 - Support the development of existing city centre hotels and conversion of suitable city centre properties to hotels

17043 Object

Summary:

Concentration of small hotels with inadequate parking has caused problems as have some of the patrons placed by social services and the housing dept.

Oppose view that properties of five or more bedrooms are unsuitable for family accommodation and can be used for hotels. The Station Area Development Framework and subsequent masterplan for CB1 identified suitable sites for hotel accommodation particularly to take the pressure off conversion of residential accommodation in our area. We wish this policy to be specifically included in the proposals.

Also want the deletion of references to homes of 5 or more bedrooms as unsuitable for family accommodation.

10 - Building a Strong and Competitive Economy

Option 156 - Support the development of existing city centre hotels and conversion of suitable city centre properties to hotels

17755 Support

Summary:

Tourism has now reached such a state that the old centre of the City is full to capacity. Most of these are day visitors and represent a drain on the City's resources. I would like to see a plan to change the type of tourist from day tripper to those staying 2 or 3 days. The suggestion that the Shire Hall site could be used for a 4 or 5 star hotel has my full support and is within walking distance of the historic core and other attractions of the city. We should not be encouraging more tourists, but changing the type of tourist to make sure that they have the facilities to enjoy their stay in Cambridge, but I think that it is unrealistic to plan for an additional 2000 hotel bedrooms.

10 - Building a Strong and Competitive Economy

Question 10.80

12333 Support

Summary:

The development of policy to support the conversion and upgrade of existing hotels and other premises for hotel uses in the City Centre is supported.

10 - Building a Strong and Competitive Economy

Question 10.80

12431 Object

Summary:

Lukewarm support for a policy; maybe more about encouragement of existing owners. Look at the mess we got into over Doubletree redevelopment with unattractive and insensitive proposals causing a significant protest. Having a policy which encourages on this matter might well have led to approval not rejection. So beware. if we do go ahead with a policy it needs strict controls / criteria

10 - Building a Strong and Competitive Economy

Question 10.80

12907 Object

Summary:

No

10 - Building a Strong and Competitive Economy

Question 10.80**14239 Support****Summary:**

Yes

10 - Building a Strong and Competitive Economy

Question 10.80**15357 Object****Summary:**

Can you guarantee that the new space will not be converted into luxury apartments that would not otherwise have gained planning consent.

10 - Building a Strong and Competitive Economy

Question 10.80**18041 Support****Summary:**

Yes

10 - Building a Strong and Competitive Economy

Question 10.81**9392 Support****Summary:**

The old Central Cinema/bingo hall in Hobson St? Barclays former main branch at 15 Benet St? Llandaff Chambers over Mandela House? Sainsbury's in Sidney St, if they relocate further out as Tesco and Waitrose have done? The old General Accident building at Station Road Corner? The Victorian terrace at 32 to 38 Station Road?

10 - Building a Strong and Competitive Economy

Question 10.81**12908 Object****Summary:**

Improvement, not development, of city centre hotels may be feasible for flexible provision. Conversion of 5+ residential properties into hotels or hotel extensions is misguided. It cannot really be compatible with resident neighbours, due to noise, traffic, deliveries limited space etc. It is certainly unhelpful in Newtown, with all its schools.

Endangering the residential areas around the city does not preserve our heritage.

Such 5+ residential properties might be more useful for flat conversion accommodation, which is a public need.

10 - Building a Strong and Competitive Economy

Question 10.81**17617 Support****Summary:**

There appears to be a demand for short-term accommodation for visiting academics and business people. The concept of allowing the development of serviced apartments or allowing short-term leases on existing apartments using licensing arrangements rather than the planning system seems a sensible way of making such apartments available to the housing stock. We therefore support option 159.

10 - Building a Strong and Competitive Economy

Question 10.81

18042 Object

Summary:

Redevelopment and extension of hotels in the city centre is likely to run into problems over conservation issues and protection of the historic environment. This should take priority over room numbers as it is the historic environment that is the rationale for attracting the visitors in the first place.

10 - Building a Strong and Competitive Economy

Question 10.82

9393 Support

Summary:

The old Central Cinema/bingo hall in Hobson St? Barclays former main branch at 15 Benet St? Llandaff Chambers over Mandela House? Sainsbury's in Sidney St, if they relocate further out as Tesco and Waitrose have done? The old General Accident building at Station Road Corner? The Victorian terrace at 32 to 38 Station Road?

10 - Building a Strong and Competitive Economy

Question 10.82

12910 Object

Summary:

This entire section should be more integrated with Chapter 8 - Heritage. The Local Plan should require that no development should take place that damages the local area or character of buildings. Definitions need clarifying and enforced at planning application level. However, we acknowledge that in some areas this option might be appropriate and in some areas smaller scale b and b provision may be more sympathetic so the Local Plan should stipulate area specific policies. These policies should always uphold the heritage and historic character of an area first.

10 - Building a Strong and Competitive Economy

Option 157 - Treat serviced apartments as hotel uses

15363 Support

Summary:

These are hotels, are rated as non-domestic premises and have been removed from the housing market. It is time our policies recognised the reality and required consent for such diversion of housing stock.

10 - Building a Strong and Competitive Economy

Option 158 - Prevent the change of use of newly built permanent residential accommodation to a use for short term letting

12695 Support

Summary:

I'd agree with this as short term lets may not encourage community-minded spirit.

10 - Building a Strong and Competitive Economy

Option 158 - Prevent the change of use of newly built permanent residential accommodation to a use for short term letting

12913 Object

Summary:

Would this option be enforceable in ensuring that developments such as Lensfield Hotel could not make residential accommodation extensions available for short term letting?

10 - Building a Strong and Competitive Economy

Option 158 - Prevent the change of use of newly built permanent residential accommodation to a use for short term letting

15372 Object

Summary:

It depends on how you define short-term. I would suggest any regular letting for periods of less than six months recognising that there are occasional residential lettings that are actually shorter than that for contract workers and the like.

If someone wants to run apartment hotels then it should be an overt decision and recognised as removing homes from the available general housing stock.

10 - Building a Strong and Competitive Economy

Option 159 - Consider using licensing to regulate serviced apartments rather than planning policy

15376 Support

Summary:

If the authority has the appropriate powers this looks like the best way of dealing with this issue.

10 - Building a Strong and Competitive Economy

Question 10.83

8415 Support

Summary:

need policy

10 - Building a Strong and Competitive Economy

Question 10.83

8498 Support

Summary:

yes

10 - Building a Strong and Competitive Economy

Question 10.83

12433 Support

Summary:

yes

10 - Building a Strong and Competitive Economy

Question 10.83

14295 Object

Summary:

The use of residential apartments for serviced accommodation can also provide flexibility in the housing market and encourage development. Also, if as a landlord you are not able to sell or to do a long term let because of the housing market, it can give you the option of servicing the accommodation for a period of time.

10 - Building a Strong and Competitive Economy

Question 10.83

18472 Object

Summary:

The County Council objects to a policy addressing serviced apartments; short term uses could be controlled more effectively by other legislation such as licensing.

10 - Building a Strong and Competitive Economy

Question 10.84

8416 Support

Summary:

we prefer 158

10 - Building a Strong and Competitive Economy

Question 10.84

8499 Support

Summary:

Option 159

10 - Building a Strong and Competitive Economy

Question 10.84

9394 Support

Summary:

Options 158 or 159, whichever would, in practice, be easier to monitor and control, and on the soundest legal basis. We must resist the diversion of permanent residential development to short-term use unless it is driven by demand for such accommodation, not for purely financial reasons.

10 - Building a Strong and Competitive Economy

Question 10.84

10378 Support

Summary:

158 makes the process transparent

10 - Building a Strong and Competitive Economy

Question 10.84

10674 Support

Summary:

158

10 - Building a Strong and Competitive Economy

Question 10.84

12435 Object

Summary:

Option 159 - to give some control and monitoring. It is hard for some providers (who may only have 2 or 3 units) to comply with planning requirements but Licensing would be a good option. Not all residential units lend themselves to serviced apartment letting and those that are used do often return to their primary use; residential.

10 - Building a Strong and Competitive Economy

Question 10.84

12925 Object

Summary:

The Local Plan must refer to heritage guidelines and any development should primarily retain a buildings original use. Area specific policies should be provided in the Local Plan and any changes particularly in conservation and historic areas should address the character of the buildings and surrounding area as well as long term needs. So prefer option 158 for areas such as Newtown. But why is this only for new properties?

10 - Building a Strong and Competitive Economy

Question 10.84

14395 Support

Summary:

Option 158 to 159 which ever more practicable. Unplanned short term use can seriously affect residents daily life and security. Had the experience of thieves using short term let to get hold of access cards and codes!

10 - Building a Strong and Competitive Economy

Question 10.84

18043 Support

Summary:

Option 159 as more practical and flexible. Care to be taken that arrangements for maintenance of garden and environment is considered when licensing.

10 - Building a Strong and Competitive Economy

Question 10.84

18473 Support

Summary:

The County Council supports Option 159 : Consider using licensing to regulate serviced apartments rather than planning policy. The current use classes would need revision to allow full control; there is a risk that any enforcement may be disproportionate and not in the public interest. Short term use for corporate business does allow employees to move between different hubs/clusters.

10 - Building a Strong and Competitive Economy

Question 10.87

8417 Support

Summary:

need policy

10 - Building a Strong and Competitive Economy

Question 10.87

12437 Support

Summary:

yes

10 - Building a Strong and Competitive Economy

Question 10.87

12928 Support

Summary:

Yes

10 - Building a Strong and Competitive Economy

Question 10.87

15379 Support

Summary:

Prefer the second option (161) as we are likely to get a better hotel offer by freeing up the market rather than adding constraints to it.

10 - Building a Strong and Competitive Economy

Question 10.87

18475 Support

Summary:

The County Council supports the need for a policy addressing hotel and guest house retention in the city centre, subject to viability/ market testing.

10 - Building a Strong and Competitive Economy

Question 10.88

8418 Support

Summary:

support 161

10 - Building a Strong and Competitive Economy

Question 10.88

9395 Support

Summary:

Option 160, with flexibility to allow small and uneconomic hotels to exit the market.

10 - Building a Strong and Competitive Economy

Question 10.88

12439 Object

Summary:

go for option 161. Given the rising need for hotels, the desire of visitors to be in the city centre and the potential financial gains on conversions we do need to preserve hotels in the centre and to safeguard against their change of use.

10 - Building a Strong and Competitive Economy

Question 10.88

12927 Object

Summary:

Again city centre needs to be defined. Both options could have a knock on effect on North Newtown with perhaps added pressure to expand and develop hotels in the area. If Chapter 8 is fully adhered to then developments in the centre (and nearby conservation areas) will be in accordance with the historic environment. There are several options rising for hotel development at key sites such as Mill Lane, Guildhall? (Shirehall) So do hotels need to be safeguarded.

10 - Building a Strong and Competitive Economy

Question 10.88

12930 Object

Summary:

Neither option. 160 saves unnecessary construction and sites are limited in the city centre. If some smaller hotels are seeking to leave the market perhaps they should be improved as in the previous option and enabled to supply the flexibility needed in the market. However, 161 would allow change of use to residential flats/houses which should be encouraged but controlled strictly.

10 - Building a Strong and Competitive Economy

Question 10.88

14244 Support

Summary:

Option 160

10 - Building a Strong and Competitive Economy

Question 10.88

18050 Object

Summary:

You state that the present policy resists the loss of hotels other than to residential uses; but that this is the most attractive alternative use. The current policy could be carried forward? It differs little from the effect of either 160 or 161??

10 - Building a Strong and Competitive Economy

Question 10.88

18477 Support

Summary:

The County Council supports Option 160 (retention of hotels in the city centre).

10 - Building a Strong and Competitive Economy

Question 10.89

14087 Support

Summary:

I note the University of Cambridge colleges are increasingly operating as hotels / guest houses when they have rooms available.

10 - Building a Strong and Competitive Economy

10.103

12931 Object

Summary:

'The main purpose of any tourist development should be to assist in the interpretation of the city, not to attract significantly more visitors to Cambridge.'

This concept should go at the very beginning of the chapter and perhaps be in the Vision. We thoroughly agree with this policy but from 10.77 onwards the whole thrust of the tourist policy options has been to enhance and satisfy market demand, even to the detriment of the city centre heritage and that of the surrounding residential areas.

10 - Building a Strong and Competitive Economy

10.105

8419 Support

Summary:

We strongly support the policy of drawing visitors away from the city centre

10 - Building a Strong and Competitive Economy

10.105

15202 Support

Summary:

We feel that opportunities for visitors and resident to enjoy visits to the surrounding countryside by sustainable means of travel should be developed as a high priority. This clearly means collaboration with neighbouring local authorities and the promotion of bus services and of safe and attractive cycle routes. The recent opening of the "busway cycleway" should be just the start of a concerted effort to persuade people attracted to Cambridge to see its countryside without driving there.

See also our comment on the area south of Coldhams Lane, for another potential corridor to the countryside.

10 - Building a Strong and Competitive Economy

Option 162 - Visitor attractions policy

11486 Support

Summary:

Support this inasmuch as it says, quote : the main purpose of any tourist development should be to assist in the interpretation of the city, not to attract significantly more visitors to Cambridge, end quote. Life in the city is currently somewhat impeded by the sheer level of tourists (growing, as regions of the world that couldn't travel in the past are now visitors). I don't think we need to get more tourists in.

10 - Building a Strong and Competitive Economy**Option 162 - Visitor attractions policy**

14708 Object**Summary:**

Cycle parking standards must also be applied to temporary visitor attractions. In Cambridge, a cycling city, we must be at the forefront of encouraging people to cycle to these events. Better arrangements are also needed when contractors unload on open space. Closure of off-road cycle routes is not treated with the same seriousness as motorists would expect when a road is closed. Where closures, or part-closures, are unavoidable, these should be announced in advance and polite signage put up.

10 - Building a Strong and Competitive Economy**Option 162 - Visitor attractions policy**

15382 Support**Summary:**

There are already rumblings that many public spaces are increasingly being given over to visitor attractions that are primarily commercial operations. There are many local attractions that require better marketing as they themselves have recognised and are now trying to do. We not only have to tell people what we have but try to ensure it is open when they have the time to visit or use them.

10 - Building a Strong and Competitive Economy**Option 162 - Visitor attractions policy**

15384 Support**Summary:**

Agree

10 - Building a Strong and Competitive Economy**Question 10.91**

12441 Support**Summary:**

yes to retaining the existing policy

10 - Building a Strong and Competitive Economy**Question 10.91**

14246 Support**Summary:**

Yes

10 - Building a Strong and Competitive Economy**Question 10.91**

15063 Support**Summary:**

Yes, support.

10 - Building a Strong and Competitive Economy**Question 10.92**

12933 Object**Summary:**

Need to spread tourists around region by better transport links, hotels outside city, and promotions. Whole thrust of policy is too city oriented and policy must primarily ensure the retention of heritage assets in the city centre and surrounding conservation areas.

10 - Building a Strong and Competitive Economy**Question 10.92**

15064 Support

Summary:

The River Cam needs to be treated as a visitor attraction in partnership with the Conservators of the River Cam and other local authorities using a 'waterspace strategy' approach.

10 - Building a Strong and Competitive Economy

Question 10.93

9396 Object

Summary:

Not in the city, which is already heaving with visitors. Perhaps some kind of sports and/or leisure park could be developed on the outskirts, maybe linked to new hotels there? (Cf the Bar Hill hotel and golf club complex.)

10 - Building a Strong and Competitive Economy

Question 10.93

10675 Support

Summary:

The area from the Round Church to Kettles Yard should be positively developed as a secondary tourist destination for those staying a second day in the city. It includes many attractions - two museums, Quayside with punting and restaurants, and independent shops in Magdelene St. At present few venture across Magdelene St bridge because of narrow pavements, traffic and large buses.

10 - Building a Strong and Competitive Economy

Question 10.93

15066 Object

Summary:

Wholly inadequate visitor mooring facilities near the city centre. These needs can be identified via a 'waterspace strategy' study.

10 - Building a Strong and Competitive Economy

Question 10.93

18054 Object

Summary:

Encourage visitor attractions outside the city centre. This area is becoming so dominated by visitors that they strain the goodwill of many citizens and they thus do not receive a warm welcome to Cambridge.

10 - Building a Strong and Competitive Economy

Question 10.94

15067 Support

Summary:

A waterspace strategy study is required in full consultation with public stakeholders and other local authorities including SCDC and Cambs County Council.
