

Report Appendix 3

Grafton Area of Major Change - Masterplan and Guidance Draft Supplementary Planning Document (SPD) – Event Record

Stakeholder Workshop 1

A workshop was held in March 2017 to explore the context for the study and identify emerging opportunities for the area. A group of local stakeholders were invited including representatives from residents associations, local ward Councillors, interest groups including Cambridge BID and key stakeholders within or adjacent to the site including Anglia Ruskin University and the Working Men's Club. Around 30 people attended the workshop which also included officers from Cambridge City Council.

Local residents and stakeholders were able to set out their priorities for the area and discuss any concerns. These are summarised under the following themes:

Land use

- Opportunities to enhance the retail, food, leisure, community and culture offer.
- Support for uses that encourage activity in the area into the evening.
- Keen to see independent shops and an enhanced offer of artisan food shops. Retain the fruit and vegetable stall currently located on Fitzroy Street.
- Support for more homes in the area, less support for student housing.
- Support for office space along East Road and Burleigh Place.
- Design buildings in a flexible way so that uses can evolve in the future.

Design

- Reintroduce the old Fitzroy Street connection in the longer term.
- Create distinct areas of character with carefully designed buildings in keeping with the local area.
- The 'human scale' of the area is important - surrounded by residential streets.
- Open spaces / public realm
- Improve public realm and reduce clutter along Fitzroy and Burleigh Streets.
- Introduce greening at higher levels as well as street tree planting.
- Create spaces to relax and dwell - more seating and spaces for activities and events.
- Improve the environment and quality of pedestrian crossings along East Road.

Access and movement

- Service areas were felt to be too large and should be redeveloped where feasible.
- Review the hours in which deliveries are permitted.
- Car parks were felt to be under-utilised but on-street car parking is well used and residential permits should be extended.
- Long-stay cycle parking locations should be identified to help reduce clutter along Fitzroy and Burleigh Streets.
- Review if East Road needs to be a dual-carriageway as it has a negative impact on the environment. Invest in the quality of the public realm including surfacing and pedestrian crossings.
- Buses should stop on lay-bys along East Road.
- Some residents had safety concerns about using certain routes outside of trading hours.

Stakeholder Workshop 2

A second workshop took place in April 2017 which was attended by a range of stakeholders and residents. The purpose of the workshop was to provide a summary of outcomes from the first workshop, and to test and review the emerging proposals which will inform the production of the draft SPD. The same group of stakeholders was invited as for workshop 1. Feedback from the three workshop groups are summarised as follows:

Land use

- Improve range of uses, with focus on 'experiential' uses and make more of destination.
- More leisure activity.
- Connect day and night time activity.

Public realm and landscape

- Improving public realm along Fitzroy Street/Burleigh Street should encourage night time activities.
- Fitzroy/Burleigh Street are poor for partially sighted.
- Long stay cycle parking provision.
- Some wider spaces helpful.
- Improve connections to Beehive Centre.

Building design and heights

- Intensification of height and floor space to encourage redevelopment.
- Heights are very sensitive - townscape analysis will be required for East Road.
- Activation of ground floors is important.
- Design quality is paramount.
- Address the edges of the centre and the surroundings.

Character and heritage

- Enhance the surrounding Kite area.
- Improve relationship and connection with residential streets such as Napier Street and Christchurch Street.
- 'Independent quarter', including food and drink on Burleigh Street including night time economy.
- Add vibrancy through small scale redevelopment on Burleigh Street.
- Catalyst used to encourage evening uses.
- Create active frontages to north side of Burleigh Street on Burleigh Place.
- Need smaller retail units as well as bigger plots which focus on the city offer.

Access and servicing

- Traffic is a big issue.
- Consider East Road options to reduce number of lanes.
- Supportive of network of historic streets.
- Need a balanced approach to servicing, encouraging a reduction and more smaller vehicles, potentially on-street.
- Interest in cycling on Fitzroy Street / Burleigh Street.
- Certain routes considered unsafe at night, introduce other uses such as office, residential and leisure uses.
- Different views about the role and function of Fitzroy Street in terms of proposals for streetscape improvements and roadway.
- Click & collect to encourage greater footfall.
- Careful to ensure it does not become 'rat run' for taxis.
- Ensure cycle parking is not to the detriment of other uses/activities.
- Consider night time route through Grafton Centre.

- Consider pop-up uses.
- Provide a Grand Arcade style cycle park

Sustainability

- Important to allow flexibility to future-proof any development.
- Emphasis on sustainable design.
- Reduce car use.

Delivery

- Emphasis on proposals outside of the core Legal and General ownership and also Burleigh Street.

Exhibition - The Grafton Centre

An exhibition was held in the Grafton Centre in May 2017 to help explain the changes that are currently underway to the centre and illustrate how it will look in the future. The exhibition also included a banner that introduced the SPD process and the timeline for the project, advertising the formal public consultation in Summer 2017.

Of the 84 people who stopped to consider the proposals, there was significant interest in the works which are currently on-site or due to progress soon. Participants were keen to identify the types of operator who would be suitable, and there was a broad consensus about the need for more emphasis on food and leisure. People were interested in the longer-term opportunities for change and supported the concept of strengthening Fitzroy Street, Burleigh Street and East Street, alongside the longer-term proposals for change, including greater emphasis on street-based retailing.

Event material and invitations

Invitation from workshop 1:

GRAFTON AREA SPD WORKSHOP

Cambridge City Council is preparing a Supplementary Planning Document (SPD) for the Grafton Area of Major Change.

You are invited to attend a workshop to discuss initial thoughts about how the area could be developed. Feedback will help to inform the preparation of the SPD.

There will be further opportunities to find out more as the project moves forward.



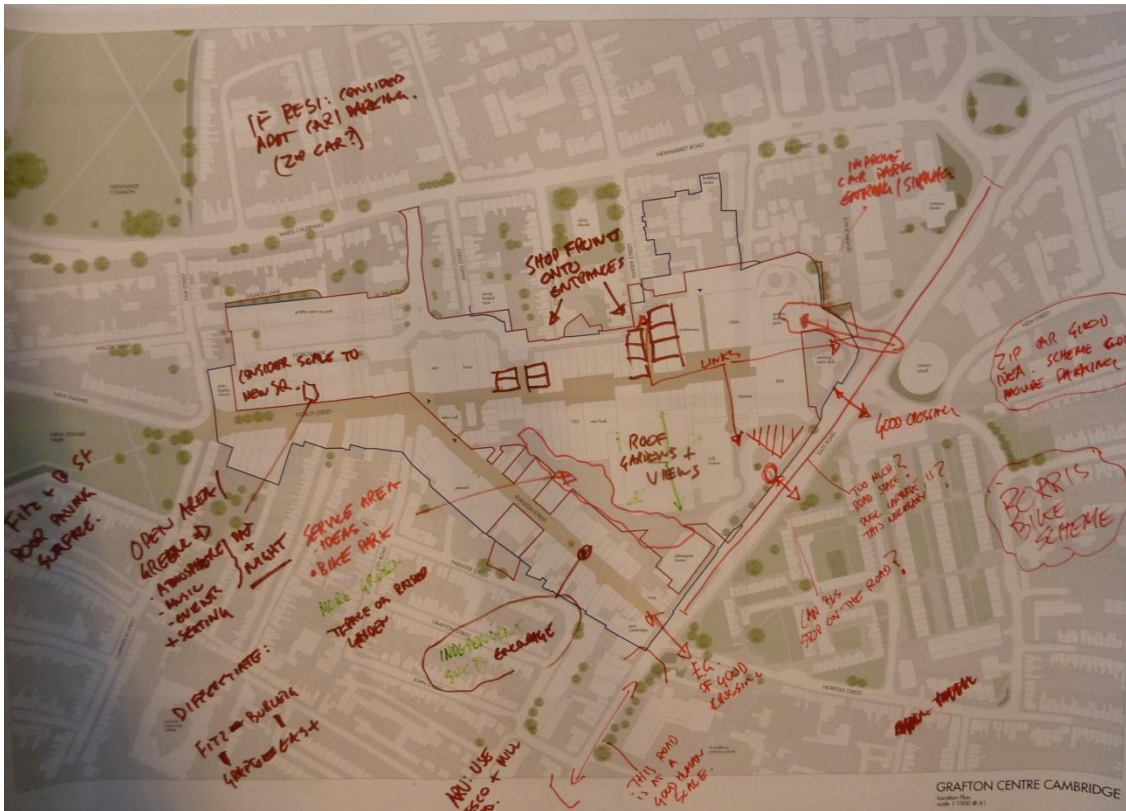
Date and time: Friday 17 March, 1.30pm to 4.30pm
Venue: Christ Church, Christchurch Street, Cambridge CB1 1HT

Places are limited and will be allocated on a first come first serve basis. Please contact Stephen Miles to register your attendance:

stephen.miles@cambridge.gov.uk or 01223 457371



Example worksheets from workshop 1:



Grafton Area Supplementary Planning Document

STAKEHOLDER WORKSHOP | 17 MARCH 2017

PART B - OPPORTUNITIES



<p>Transport, movement and connections</p>	<p>Public realm and landscape</p>	<p>Uses</p>
<p>Character and Heritage</p>	<p>Servicing and car parking</p>	<p>Are there priorities for particular parts of the study area?</p>
<p>What is your top priority for the future of the area?</p>		<p>Group:</p>

Invitation from workshop 2:

GRAFTON AREA SPD SECOND WORKSHOP

Cambridge City Council is preparing a Supplementary Planning Document (SPD) for the Grafton Area of Major Change.

You are invited to attend a workshop to discuss emerging proposals for the area. Feedback will help to inform the preparation of the SPD.

There will be further opportunities to find out more as the project moves forward.



Date and time: Thursday 21 April, 1.30pm to 4.30pm
Venue: Management Suite, Grafton Centre, Cambridge

Places are limited and will be allocated on a first come first serve basis. Please contact Stephen Miles to register your attendance:

stephen.miles@cambridge.gov.uk or 01223 457371



Photos from workshop 2:

