



# Cambridge Market Square Concept Design

Concept Design Report  
05.01.2021

LD&DESIGN



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# Contents

<b>1. Introduction</b>	<b>6</b>	<b>5. Stalls</b>	<b>44</b>	<b>7. Utilities</b>	<b>74</b>	8.5 Waste Bins	98
<b>2. Heritage</b>	<b>8</b>	5.1 Existing stalls	44	7.1 Electricity	74	8.6 Cycle stands	98
<b>3. Design</b>	<b>12</b>	5.2 Stall Design	45	7.2 Data	78	8.7 Wayfinding and Digital signs	98
3.1 Market Precedents	12	5.3 Option A: Module	46	7.3 Drainage	80	8.8 Lighting	98
3.2 Design Statement	16	5.4 Option B: Frame	50	7.4 Water Provision	84		
3.3 Design Strategy	16	5.5 Structure and Materials	54	7.5 Market Waste Removal	86		
3.4 Flexible Use	18	5.6 Canopies and Colours	56	7.6 Toilets & Storage	90		
3.5 Layout	26	5.7 Road Layout	60	<b>8. Street Furniture</b>	<b>92</b>		
<b>4. Surfacing</b>	<b>30</b>	<b>6. Access</b>	<b>60</b>	8.1 Existing street furniture	92		
4.1 Existing surfacing	30	6.1 Inset Parking Bays	64	8.2 Proposed strategy	94		
4.2 Existing Setts	32	6.2 Cycle Access	70	8.3 Seating	95		
4.3 Proposed Surfacing	38	6.3 Pedestrian & Disabled Access	72	8.4 Objects	97		

Version: 3  
Version date: 05.01.2021  
Comment: Final Report

This document has been prepared and checked  
in accordance with ISO 9001:2015

# 1.0 Introduction

## Executive Summary

This report details the concept design proposal for Cambridge Market Square. A variety of potential options for the design of the square were explored during this design stage and through a collaborative process of iterative testing and consultation they have been distilled into a preferred direction for the design of the square. As a concept design proposal this document focuses on the principle premises of the design rather than their technical resolution. Care and due diligence has been taken to put forth proposals that are feasible. Future stages will explore and develop the design's applicability in more detail and adjustments may be made accordingly.

The design of the square has been considered on 3 levels: the landscape design of the public realm, the architecture of the market stalls and the programmatic function of the space. All 3 directly influence each other and have been considered in parallel. While the design addresses a range of aspects, the brief for the redesign of the square revolved around a set of key requirements. Flexible use of the space and the creation of meaningful and noteworthy public realm akin to international benchmarks were perhaps at the top of the agenda. These were not criteria to measure the success of the design in isolation and a substantial context of high design standards for accessibility, inclusivity, sustainability, heritage, commercial and logistical functionality have been driving the process from the onset.

## Information Base

Part of the research performed in preparation for this design stage was the collection and assessment of existing information around and in relation to the project. Amongst historical data and documentation, relevant policies, regulations and guidance that were consulted there was a particularly relevant document that preceded this design stage and which assisted in informing the direction of the design investigations. This was the “Market Square Redevelopment Feasibility Assessment” study that was completed in July 2019. The study set a clear picture of the context in which the redevelopment is to take place. The technical desktop and site specific studies conducted within this assessment are particularly robust and helpful. The ultimate goal of the study was to provide development scenarios for the project with anticipated cost levels. This was also a very helpful bracketing of the development potential. The options explored an adequate range of possibilities allowing for some refinement of the approach to occur at early stages of the concept design such as the consideration of a whole new permanent structure for the market.

Other information and institutions that were consulted include amongst others:

National Planning Policy Framework  
Cambridge Local Plan 2018  
The Museum of Cambridge  
Capturing Cambridge Website (<http://www.capturingcambridge.org/>)  
Council archived files and images  
Previous stakeholder engagement records

## Collaboration

This design proposal is the result of a collaborative process between a range of consultants that comprise the design team as well as council officers of different departments and external advisors consulted at various stages. The members of the design team have common previous experience of collaboration in similar projects together and with council officers. However, the most crucial collaboration was achieved in the alignment of the design team with Quarterbridge, the market consultant that was appointed to sit alongside the design team. Quarterbridge have influenced the direction of the design significantly with invaluable benchmarking information and advice throughout the design process.

## Sustainability

In view of the climate change crisis facing the planet, the responsibility of producing an ecologically sustainable development has never been greater. It is important to note here that ecological sustainability is the achievement of a development that balances its consumption and replenishment of natural resources. That means a development that can exist and function in perpetuity without burdening the environment. The requirements to achieve a truly sustainable development are therefore so much broader and intricate than merely introducing more green to a site. In the case of the design for the Market Square an overarching sustainability approach has been considered that influences every aspect and decision taken for the project. The strategy involves the consideration of embodied energy as well as operational energy requirements through the project's

life in every aspect of its design. In all decisions taken the least impactful path was chosen.

## Next Steps

Whilst every design stage has specific outputs and clear directions there are always aspects of a design that require refinement at a technical and even regulatory level at a subsequent phase and in line with the requirements of each stage according to the RIBA plan of works 2020. This concept design stage (RIBA Stage 2) sets out the principal concept of the design purposefully avoiding technical detail and aiming for strategic considerations and alignment with the brief and cost expectations. Design decisions have been taken based on collective experience and research of similar applications. What is proposed in this report has been asserted as a feasible solution that may or may not require refinement in subsequent stages. Certain products and materials proposed are offered here as design directions and in-depth technical performance and suitability will be assessed at the next stage (RIBA Stage 3 – “Spatial Coordination”) when a closer collaboration with an engineering team will take place for both structural and civil engineering aspects of the design. Each chapter in this report discusses the next steps required to advance the design in the next stage.

Engagement

The Market square is one of the city’s most important public spaces. As such any design development effort needs to engage with as much of the city as possible. The space has various dimensions of significance to the city: civic, historic, commercial, political and social. Various groups, institutions and even individuals may have a direct relation to each one of these dimensions but combined they concern the public as a whole.

There are obvious practical difficulties associated with carrying out a engagement exercise across an entire city. To overcome them a combined approach was employed by utilising previous engagement outputs, engaging key stakeholders and sampling advice and opinions from local organisations through the process. The effort was carried out both by the council and the design team’s own initiative.

The market traders were the first group to be approached as the most directly relevant stakeholders. This took place as various informal meetings and discussions at the market and through a dedicated presentation of the design direction and options followed by a Q&A session. The same presentation format was also extended to other groups at a subsequent event. Both events were held online through video conferencing due to the public meeting restrictions in place during the Covid-19 pandemic. Beyond the meetings at the market and the 2 events, certain key organisations and departments of the council were consulted during the design process through online virtual meetings.

The input to the design exercise has been significant and has informed fundamental aspects of the proposals. In certain cases the design team’s thinking was already aligned with views of those consulted and in other cases

the team received advice and information that guided the design concept. It must be noted that this is only the concept design stage of the development of the scheme and the consultation is and will be an ongoing process as the design matures further and to also include any groups that were either missed, not extensively consulted or simply have more to add.

Below is a full list of groups and bodies consulted through the aforementioned processes.

- Cambridge City Council
- Cambridgeshire County Council
- Greater Cambridge Partnership
- Cambridgeshire and Peterborough Combined Authority
- Cambridge Equalities Panel
- Cambridge Disability Panel
- Smart Cambridge
- Market Traders
- Market Traders Association
- Friends of Cambridge Market
- University of Cambridge
- Gonville & Caius College
- St John’s College
- Kings College
- Tenants of Square
- Bidwells
- Cambridge Association of Architects
- CamCycle
- Smarter Cambridge Transport
- FeCRA
- Collusion Cambridge
- Cambridge Live
- Cambridge Business Improvement District

## 2.0 Heritage

### Cambridge Market Square – Heritage Assessment

This assessment has been prepared following two focussed meetings with Heritage and Urban Design officers from Greater Cambridge Planning in addition to more wider-ranging meetings with other stakeholders. These meetings have highlighted some of the key issues and considerations which will need to be borne in mind as the proposals develop.

The scope of this heritage assessment is relatively restricted and it deliberately does not include a detailed history of the site nor does it repeat the factual information about the heritage assets in and around the square which can be found in (for example) the City Council's Historic Core Appraisal (<https://www.cambridge.gov.uk/media/2940/historic-core-appraisal-2016-market-hill.pdf>), the feasibility report for the Market Square project prepared by BDP or on Historic England's National Heritage List for England (website at <https://historicengland.org.uk/listing/the-list/>).

Similarly, the statutory duty to preserve or enhance Listed Buildings and their settings and the character and appearance of Conservation Areas within sections 16, 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 is acknowledged as a guiding principle within these proposals and this together with the guidance in Section 16 of the National Planning Policy Framework and policy 61 of the Cambridge Local Plan 2018 are not explored in further detail though their requirements are fully understood.

This assessment does therefore focus on the following:

- The heritage assets which will be physically affected by the proposals – the listed surfacing in Market Hill (which includes two sets of iron railings) and the listed fountain base;
- The aspects of the setting of any other heritage assets which could be affected by potential works to the Market Square will also be considered as will any impacts on the character and appearance of the Conservation Area where they differ from setting considerations.
- Conclusions on the impact on the heritage significance of the above assets from the works

proposed and comments on how any impacts could be avoided or reduced as detailed design progresses.

### Heritage Assets Physically Affected By The Potential Works

#### A - The listed surfacing of the Market Square and associated railings

##### Brief History

Although the market has been in existence in some form possibly for more than 1000 years, it could not be described as a 'market square' until the 1850s. Prior to that, and as shown on plans from the C16 up to Baker's Plan of the City in 1830, the space was far more amorphous, with specialist markets in the surrounding streets though one constant seems to have been the relatively open nature of the east side of the present space (shown as Market Hill even on the 1575 Braun Hogenberg Plan). Perhaps not surprisingly this side retains quite grand merchants' houses today. However from Loggan's Plan of 1690 through to Baker's Plan of 1830, there was a mass of buildings hard against the back (east side) of Great St Mary's Church and a whole block of buildings on what is now the west side of the market square.

The market was said to have been first paved as early as 1613, the year before the erection of Hobson's Conduit<sup>1</sup>. However, after a major fire in 1849 which destroyed the buildings on the west side of the market, the Cambridge Corporation Act gave the Council the means to expand and resurface the market using granite setts. At the same time the old Conduit Head was moved to Brookside and a new Gothic fountain added as the centrepiece (the upper part demolished in 1953).

Lowry's Plan of 1863 is the first to show the much larger and more regular space, though even this suggests a rather more ragged building line on the west and south boundaries; the latter being resolved when the present Guildhall (which was built in two parts either side of the Second World War) was finally completed in 1948. Lowry's map shows the fountain as the centrepiece of

this larger space, in contrast with Baker's plan where the conduit head stood much closer to the junction with Petty Cury. Prior to this, the original Market Cross apparently stood near to the north end of what is now Peas Hill.

The first Ordnance Survey Plan of the city in 1888 is extremely helpful in showing in detail the extent of 'Market Hill'. Although the sett work is not shown, the space is defined by an outer cordon of lamp posts, which presumably helped differentiate the market from the carriageway. The 'drinking fountain' dominates the centre of the market, in line with the chancel of Great St Mary's and is itself surrounded by lamp posts on the compass points. Whilst a number of stop cocks are identified, it is notable that the lavatories and railings were not there at this time and were still not shown on the 1903 plan. A letter box is shown in the NE corner of the market on the 1903 plan, but this had moved to opposite St May's Passage on the 1927 plan, by which time the lavatories are shown. What are presumably the paired steps down surrounded by railings can be seen and interestingly they sit north and south of a rectangle demarcated by a dotted line – which could be the extent of the underground structure or possibly a change in surface material. Early C20 photos appear to suggest a change in material with what may have been in situ concrete laid in panels (as can be seen elsewhere in parts of the city centre) and possibly glass blocks (as evident today) or certainly some form of smaller-module surfacing in the centre of space. The enclosed steps are shown also on the 1967 Ordnance Survey but not the rectangular demarcation – and telephone boxes (together with a flat-roofed kiosk building) located between the two sets of steps.

Several old photographs of the market are helpful in showing how the place has been used from the late C19 and through the C20. Photographs for the late 1960s show a limited number of stalls along the east and west sides which much of the central space used for car parking. At this time, three K6 telephone boxes and a flat roofed car park attendant's kiosk stood by the underground toilets. The phone boxes were moved onto Market Street on the NE side of Great St Mary's in 1995. A row of bollards now lines the east side of the concrete apron over the lavatories.

Today, in addition to the changed surface above the lavatories, there is a further area of concrete surfacing immediately to the south of it, on axis with the fountain and a larger area to the south east of this. The old photos do not provide any help in explaining this, though certainly the latter area was covered in setts in the late 1960s.

The original gas lamps on posts complete with ladder bars can be seen on the oldest photographs though by the 1920s the lanterns had gone and certainly by the time the fountain was dismantled, so had the posts.

##### The Listing and present condition

The surface of the Market Square was listed as 'Market Place paving and two sets of iron railings' on 30 October 2019. The reasons for designation states that 'the granite setts laid out in 1855-56 and iron railings installed later in the C19' are listed as an 'integral part of the mid-C19 scheme for the expansion and re-laying of the Market Place which can be accurately dated' and are therefore a relatively early example of large-scale historic paving. This forms part of the architectural interest as do the 'handsomely designed' railings which are considered to be of good quality ironwork (with the exception of one later gate). The historic interest is considered to stem from their being 'good quality examples of C19 street furniture which (together with the previously listed fountain base) form a significant ensemble at the heart of the city. The group value with the fountain and other listed buildings around the Market Square (especially Great St Mary's Church and the Guildhall is specifically mentioned.

The list description acknowledges that two areas along the west side (totalling 220sqm of the 2000sqm total listed area) have been either replaced or covered over by asphalt. These include the area in which the underground lavatories were provided in the early C20, though the present surfacing is not that shown on the early C20. Similarly there is the concreted area beneath the present rubbish skips, which is edged with some larger setts laid in a different pattern. SW of the fountain is a further L-shaped area of concrete. The reason for the change of surfacing is unknown (possibly modifications to electrical supply?), though it appears to date from after the late 1960s.

<sup>1</sup> Taylor, A. 'Cambridge: The Hidden History' Stroud (1999) p137

Drainage channels survive in the sett work though are not specifically mentioned in the listing. Generally, they run north to south and there are clear Vs at the south and north end to channel run off. These appear to have been interrupted in places in the SE and NW corners, all along the western side of the market and in the central area around the fountain.

It seems likely that the drainage channels reflected the original proportions and form of stalls which may themselves have been a product of the original market

layout prior to the 1849 fire when it was a long, thin space on the east side of the present market.

The list description similarly makes no mention of the sett patterns. A full and detailed survey of these is required as the 'mosaic' is far more complex than it would first appear. The setts are in fact a mixture of broadly square and more rectangular setts. Generally they are laid in a staggered bond though there are (presumably repaired) areas where they are stack bonded. The setts change direction in places or are separated into panels by

rectangular sets laid at right angles. Drainage channels are generally created by dished rows of setts laid at right angles to the main bond, but similar areas do not appear to be for drainage.

It is similarly not clear if the setts are all from one source or (as is more likely) other setts have been mixed in as repairs have taken place. Whilst some areas of repair are obvious (with the use of hard cement mortar in places) it is hard to be clear what the original binding material was (and consequently how easy it will be to lift the setts).

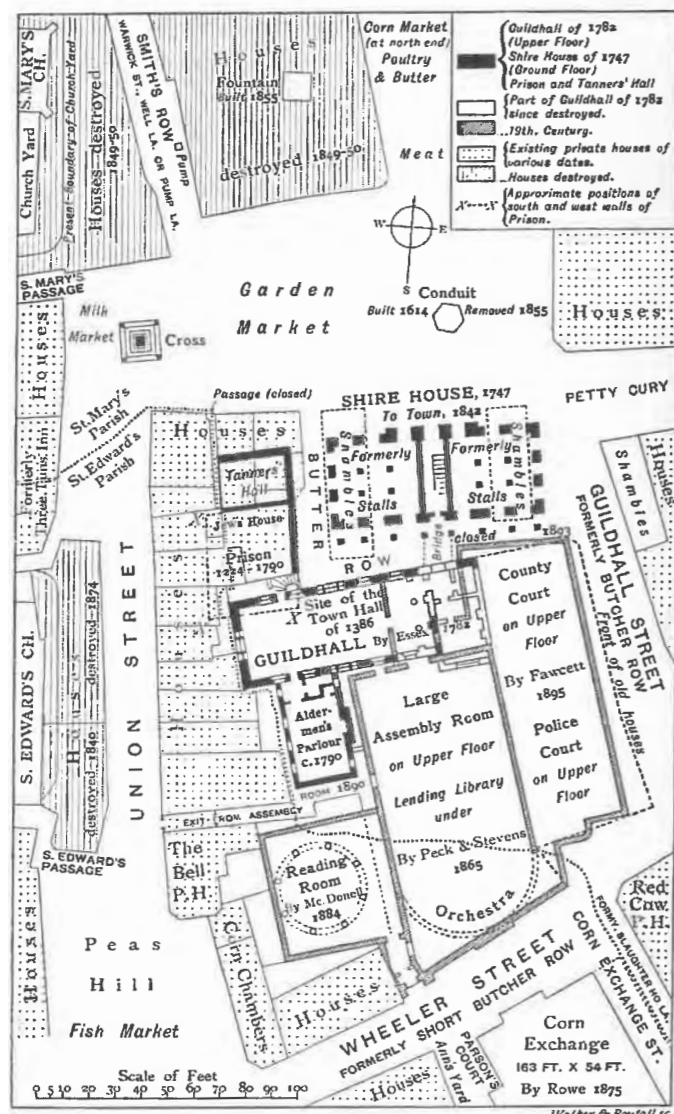
### Heritage Significance

The heritage significance of the market square surfacing is described in the listing as being as it is an early surviving area of historic paving, using granite setts and as part of the ensemble of historic street furniture at the civic heart of the City. As noted, the list description recognises the areas where the setts have been lost and specifically excludes the subterranean former lavatories. In general terms, the market place surfacing is therefore of high heritage significance. The later areas of concrete or asphalt in contrast are of little heritage significance and resurfacing them in setts would be a clear heritage benefit. The area above the lavatories is however considered further below.

From the list description, an important part of the market surface's heritage interest is as an holistic entity – a large area paved with granite setts, at the heart of the city's commercial core and with the ornate fountain and railings demonstrating civic pride in the area. Making it function better as a market and civic space in general terms would enhance its significance, and would be another phase in the place's evolution to respond to the needs of citizens. The need for adaptation today stems from many years of piecemeal changes to both the way the market functions and society's expectations of it rather than a single cataclysmic event such as the 1849 fire.

Now the surface is listed, its fabric too has importance however. The surfacing is not one uniform plateau. We cannot be sure if it ever was. What is clear though is that in 165 years it has had to adapt to changing needs, it has been used and abused, repaired and altered. Even the most sensitive restoration, which maximises the opportunities for enhancement needs to be based on an agreed strategy about what, in all probability, the original surface pattern was and which, if any, of the subsequent later changes are of heritage interest in themselves because they reflect key moments in the market's history. To enable this to happen, an accurate survey is needed. In the absence of an accurate survey of the whole surfaced area, which is detailed enough to identify the patterns of setts, any changes in material and size and the binding material, it is impossible to identify which parts of the surface have been altered and therefore where relaying them to the original pattern would be an opportunity for enhancing the heritage significance. This needs to be provided before a detailed proposal is drawn up. Without this, only the following general principles can be advanced.

1. The relaying of poorly altered areas of setts to the original pattern would enhance the heritage significance.



**Historic Development Of Market.** Extract from 'Cambridge Described and Illustrated' by T D Atkinson (1897) showing historical development of Cambridge Market Square and its features over time. Note how different produce had specific markets spread out over a much wider area.



**1888 Ordnance Survey Map** – note the regimented lighting. The underground lavatories were not in existence at this time.



**Extract From 1927 Ordnance Survey.** The lavatories are now in situ, but the present Guildhall and Market Hill Buildings have not yet been built (south and north of the market respectively).



1960s photo – half market, half car park. Note the reduced fountain and telephone boxes and kiosk over the underground lavatories.



Photo from early C20 – note the original fountain design, the surface change over the now-extant underground lavatories and the lamp posts without lanterns.

2. It seems likely that the main N-S drainage pattern is a feature of the original pattern. Where the pattern has been lost, reinstating it could be considered a heritage benefit provided that enough evidence exists to avoid conjecture.
3. Reinstating patched areas and removing inappropriate hard concrete binding with more appropriate binding would enhance the significance.

As noted earlier, the list description is incorrect in the dating of the lavatory railings. These were installed somewhere between 1903 and 1927 according to the Ordnance Survey plans of those years. From a photograph which appears to be from the 1920s, it appears that the surface over the lavatories was relaid and the granite setts removed. The photograph suggests large panels – possibly of concrete – and presumably with the central bank of pavement lights.

Whilst the factual detail of the listing could be

challenged, it doesn't alter the substance of why the railings were included within the listing. The altered surface is within the area of listing. The present surface treatment is of no heritage interest, and so replacing this with a more acceptable surface would be a clear enhancement.

Recovering the area with granite setts would not be appropriate as this would obscure that 'layer' of the market's evolution and weaken the significance of the lavatory provision and therefore the railings.

#### Potential Heritage Impact of Potential Options

A key driver of the project must be to make the surface of the market more level. This could be achieved in a number of ways. Replacing all the existing setts with a new surface would constitute substantial harm and is not being considered.

It is likely that all the setts will need to be lifted and relaid. This provides the opportunity to relay using more

appropriate binding, replace any redundant sockets, covers etc which have been inserted, replace badly damaged setts and, subject to decisions following the detailed survey, relay to the most appropriate pattern(s). Whilst some aspects could be considered to cause minor harm to heritage significance, others would be clearly beneficial and in heritage terms alone, this is the most sensitive option. It would be unlikely to significantly improve the surface though and other changes would be needed to make the square fit for modern needs.

Relaying the setts to remove the drainage channels would help make the surface more level. The degree of heritage harm would be less if the setts were laid flush but the pattern was retained (clearly drainage would need to be provided in another way).

Cutting the setts would allow them to be laid flatter. Where setts are original, this would harm their historic integrity and the appearance may inevitably change as

surface texture and patina would be lost (the latter would over time largely return). If possible, dressing rather than cutting would be less harmful.

Removal of some of the later fixings and re-providing electricity, water supply etc more neatly could also potentially be a heritage benefit, including removing the fuse box from the main vista E-W across the market to the fountain and Great St Marys.

Removing individual setts to allow well-designed floor-mounted sockets for stalls should cause minimal harm where the numbers are kept to a minimum and the socket covers well-designed. This should give a neater appearance than the current ad-hoc anchor arrangement and minimise disturbance to the historic surface.

Other features added to the market later – including the bollards adjacent to the top of the lavatory – could be moved with no harm to heritage significance. The

replicating the existing original gate and removing the later addition would be a heritage benefit.

## B - The Fountain

### Brief History

The Gothic fountain was created as the focal point of the newly enlarged market square in 1855. It was apparently designed by Gordon M Hills.<sup>2</sup> Hills appears to have later become Diocesan Surveyor to London and Rochester but appears to have been a relatively little-known architect.

Just short of its centenary at the heart of the market, it ‘was seen to be swaying in the breeze in 1953. It was dismantled, leaving only the base, and each carefully numbered piece was stored safely and never seen again!’<sup>3</sup> The exception is the four corner figures which are in the courtyard of the Museum of Cambridge.

An architectural competition for a new fountain, part of a drive to breathe new life into the market, was held in the mid-1990s and consent to demolish the fountain base applied for. The proposed designs however proved too controversial and consent for demolition was refused as premature.

### The Listing and Present Condition

The list description (which dates from 1972) simply states ‘stone fountain, much weathered, set in a granite basin’. What remains today is a rather sad shadow of its former self. It remains in quite poor condition with some continuing movement of the structure evident and lacking any explanation of its original form. It has rather lost its role as the centrepiece of the market.

### Heritage Significance

The fountain has historical interest as an example of Victorian civic pride at the heart of the commercial and administrative centre of the city. The fountain provided fresh water for those using the market and was the central feature of the newly enlarged and planned marketplace. As noted in the list description for the surfacing, it therefore has strong group value with the sett work and the later lavatories and railings.

Its architectural interest is today rather more limited. Only the base and a small part of the rest of the structure survives and it is difficult for anyone who does not know the history of the fountain to understand what it was originally like. The architect of the fountain is

not particularly well-known but the original structure, although not long-lived, seems to have been an accomplished Gothic design.

Whether or not it was a conscious design intent, the fountain, in addition to being generally in the centre of the paved area of the market, is also broadly in line with the east end of the chancel of Great St Mary’s Church and what would have been merchants’ houses on the east side of Market Hill (of which the Grade I listed No. 5 Market Hill is the finest). This inter-relationship of the market, the main city church and the most prestigious early merchants’ houses goes to the heart of the heritage significance of all these assets.

However, the limited height of the current structure compared to the original fountain means it is not general visible above the stalls and skips on the west side. This lack of visibility and pre-eminence reduces its heritage significance.

### Potential Heritage Impact of Proposed Layout

The main aspect of the proposed layout options is a clear open axis east-west through the market square. This helps to re-connect the church, market, fountain and houses and is a clear heritage benefit of the scheme as is the removal of the waste skips from this axis line. The repair of the fountain is a further obvious benefit as would be making it function once again. Allowing people to better understand its original form either through physical works or through some form of interpretation material would similarly enhance the fountain’s heritage significance and the ability of people to appreciate it. This reflects the comment in the Historic Core Appraisal that ‘any enhancement scheme should attempt to raise its profile.’

## C - The Setting Of Other Heritage Assets

Although not completed until many years after the refashioning of the market in 1855, the Guildhall dominates the south side of the space and is the latest (and last) civic building to be provided in the city’s commercial heart. The main civic rooms are on the first floor and the balcony allowed civic leaders to address people gathering outside. As a consequence, both the location of the market and the relative openness of the space immediately in front of the Guildhall are aspects of the building’s setting which contribute to its heritage significance. The loss of either would harm our understanding of the building and its function within the city.

Whilst of similar age to the oldest part of the Guildhall, the Market Hill Buildings on the north side of the market do not have the same functional and civic relationship with space and when built in 1937, the ‘white cliffs of Caius’ replaced C19 and earlier buildings with more traditional narrow plot widths. Nevertheless, the building with its ground floor arcade of shops attractively defines the space. The Portland Stone façade catches the sun and its lightness contrasts with the more austere Guildhall (which sits in shadow) to the north.

The other listed buildings around the market are generally of C18 and C19 and are of a type which characterises the commercial streets in the centre of the City. Works to the market itself, provided they enhance its function at the heart of the city would not affect their settings or heritage significance.

The three K6 telephone boxes, which are Grade II Listed, and stand to the NW of the church were originally adjacent to the lavatories on the west side of the market square. They were moved in the 1990s. Whilst their position in traditionally the busiest part of the city centre was noteworthy, their relocation has reduced this and again, works to the market would be unlikely to impact their heritage significance.

The Historic Core Conservation Area Appraisal highlights a number of ‘key positive views’ across the market square. These include views of King’s College Chapel and the tower of Great St Mary’s from the east side of the square, of Nos. 4 & 5 Market Hill from the end of St Mary’s Passage and the west end of Market Hill and of the Guildhall from similar positions. Within all these views, the bustle of the market and the lack of height of the market stalls give a sense of informality which contrasts with the often grand buildings. When looking south in particular, the life and colour of the market gives a vibrant foreground to the grey tones of the Guildhall.

In terms of the contribution to the character and appearance of the conservation area, the presence of a bustling market in a major civic space is a key characteristic of central Cambridge and the physical and commercial improvement of this has the potential to benefit both the character and appearance of the area. In terms of the components of the market, the stalls themselves, whilst they add to the colour, are relatively recent structures and so there is nothing of intrinsic significance in heritage terms. Similarly their exact orientation and even permanence has changed throughout the years and certainly in the 1960s the space was as much as car park as it was a market.

That said, it is the sense of informality which they create which is attractive and permanent market stalls or structural elements could run counter to this and give the square an odd appearance in the times when the stalls have been cleared.

Other features within the market have, like the market, evolved over time. In terms of lighting, the regimented perimeter gas lamps of the 1850s appear to have gone by the early years of the C20 (though the posts survived longer) and lighting today is from modern highway columns on the corners and edges of the space. Some discrete lighting of the fountain could help lift its profile at the heart of the space and reduce the gloom in the centre of the market in the hours of darkness.

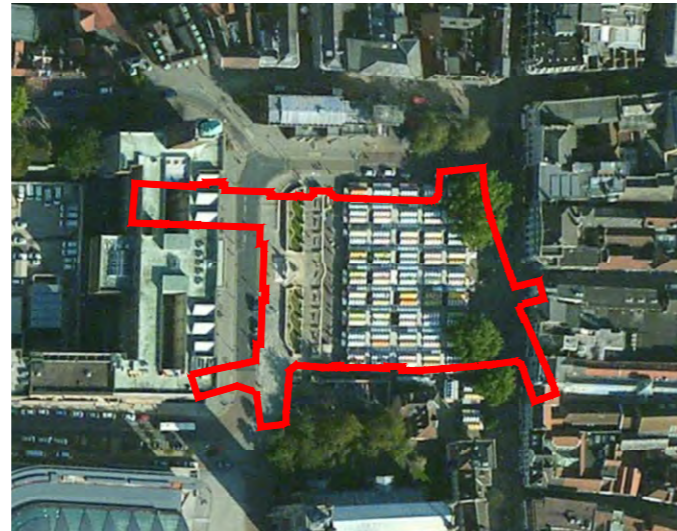
<sup>2</sup> Atkinson, T D ‘Cambridge Described and Illustrated...’: Cambridge (1897) p70.

<sup>3</sup> Durrant, J ‘Cambridge Past and Present...’: Stroud (2007) p15.

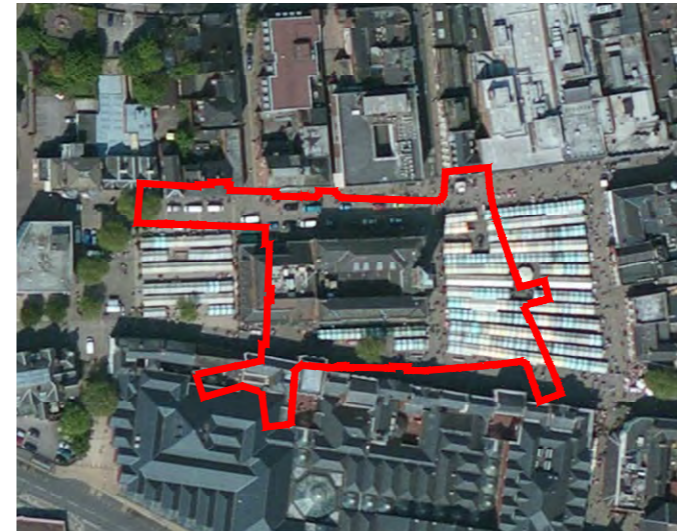
## 3.0 Design

### 3.1 Market Precedents

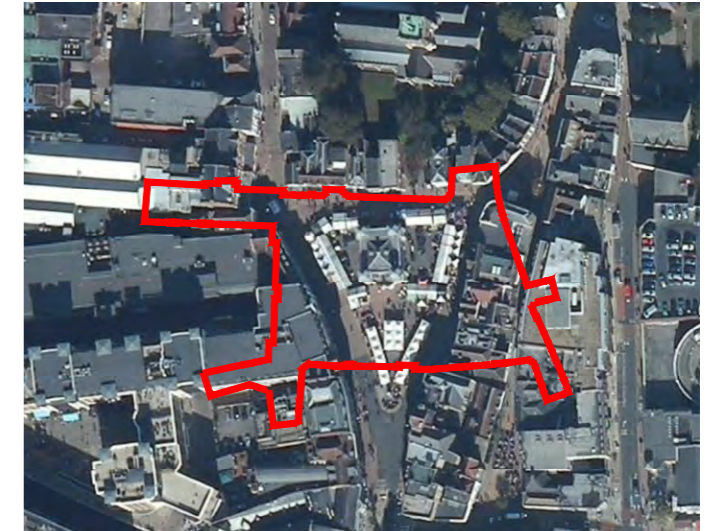
A review of other existing markets has been undertaken to understand how different towns and cities in the UK and internationally have approached the design of their market spaces. This information is supplemented by Quarterbridges report of how the existing market functions and future market opportunities. The focus has been on other regularly trading markets that operate on multiple days of the week to understand the flexibility of each market and the opportunities for other uses alongside the market stalls.



Norwich market scale comparison



Chesterfield market scale comparison



Kingston Upon Thames market scale comparison



Image credit Roger Cornfoot

#### Norwich Market

A larger market than Cambridge Market with 189 stalls, it is one of the oldest and largest outdoor markets in the country. The market trades Monday to Saturday, with a handful open on Sundays. The stalls are permanent steel units with roller doors laid out in rows A-H. The rows are tight and can feel claustrophobic and the permanent nature of them means there are limited opportunities for events. Previous more radical proposals for rebuilding of the area were extremely controversial and were abandoned in favour of the current scheme which retains the parallel rows of stalls. The rebuilt was completed in early 2006.



Image credit John Slater

#### Chesterfield Market

Larger than Cambridge market, it is one of the largest open air markets in England. General Markets take place on Mondays, Fridays and Saturdays and themed markets on other days e.g. Flea Market, Artisan market, Auto jumble Market, Young Persons Market and Farmers markets. The stalls are timber T post structures with canvas roof with trestle tables that are left out overnight. Some stalls can be demounted with ground fixings. Flush surfacing of the surrounding streets connects the market to neighbouring streets, shops and cafes. Speciality events take place throughout the year. Permanent open space with seating at western end allows for a some events space. However the market has falling customer numbers and a poor visual appearance and is currently seeking to upgrade the market and make it more flexible.



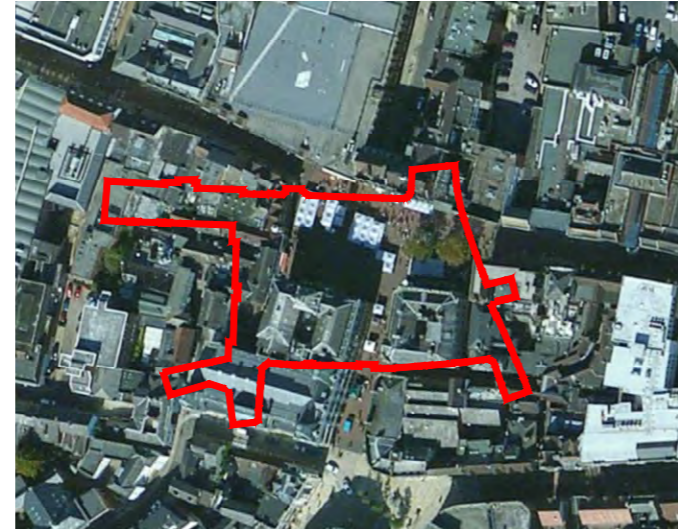
Image credit Mike Faherty

#### Kingston Upon Thames Market

Slightly smaller than Cambridge Market, a triangular shaped space with a central permanent building. It has 28 permanent stalls containing back of house and storage facilities with branded pop up 3x3m gazebos set up backing onto the structures. Flush surfacing and fully pedestrianised area makes the space accessible and feel spacious, encouraging people to linger. The market trades 7 days a week, 10am – 5pm. An open area to the south is used for events and is large enough for a stage or extra Christmas markets. The permanent structures seem to create visual barriers and the layout is limited to 28 stalls, however the space works well with the surrounding shops and can accommodate other uses as seen by its varied events program.



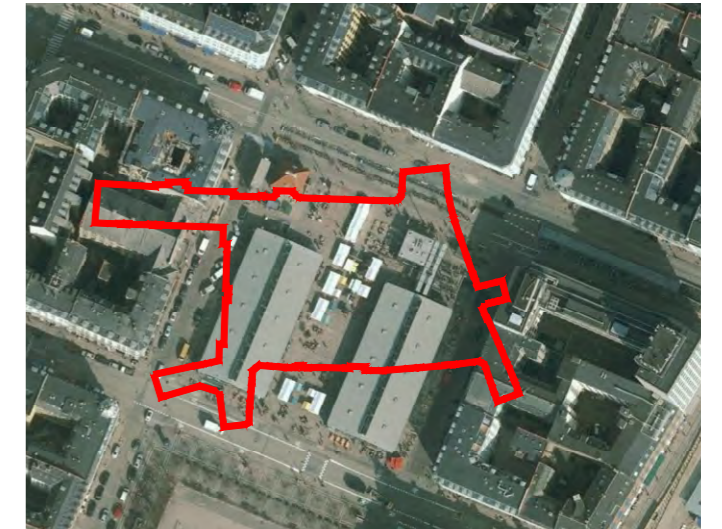
Salisbury Market scale comparison



Ipswich Market scale comparison



Blaack Market scale comparison



Torvehallerne Market scale comparison



Image credit Richard Avery



Image credit Chris Holifield



Image credit Pengyao Lai



Image credit Kund Winckelmann

### Salisbury Market

Larger area than Cambridge Market with less stalls. Approximately 70 stalls of various sizes. They have their own farmers' market of 12 blue/white stalls incorporated in to the main market and other traders use pop up gazebos. A central hot food area offering Hog roast, Thai, South African and Indian Food. Carpark was recently removed and new accessible flush surfacing installed. The Charter Market is twice-weekly held every Tuesday and Saturday. The use of demountable stalls mean the space is a flexible open space when the market isn't in use. When the market is on the eastern end of the space can still be used for events.

### Ipswich Market

A smaller space and market than Cambridge Market with 40 stalls (27 primary stalls and 13 secondary). The stalls used are pop up gazebos, colour coordinated and branded. The Market links Cornhill to Giles Circus along Princess street and is a series of spaces and streets rather than one big space. It is held 4 days a week operating Tuesday, Thursday, Friday and Saturday from 9am till 4pm. It is managed by Ipswich Borough Council. The Cornhill provides a flexible open space when no market is on which has in ground flush water fountains and deckchairs are brought out for extra seating.

### Rotterdam, Blaak Market

Europe's longest street market, which consists of a 2.5 km long track of over 400 stalls and a permanent indoor market building. Every Tuesday and Saturday 9 a.m. to 5 p.m. and Friday noon to 5 p.m. Use of ground anchors to fix stalls down in the street.

### Torvehallerne Market, Copenhagen

A permanent covered marketplace and outdoor market area with space for seating to enjoy food and drink from the market whilst listening to live music. Overall space is larger than Cambridge but with less outdoor stalls. Operates 7 days a week from 10am-7pm. The use of giant umbrellas provides cover for outdoor market stalls and seating.

## Other markets

To understand the potential for other market uses in the Market Square a review of pop markets, markets with specific food offers and indoor markets was undertaken to see what can be learnt from other types of markets.



Image credit

### Tobacco Factory Market, Bristol

A regular Sunday market associated with a cultural theatre and bar venue. Using pop up gazebo stalls in a small outdoor space next to the venue. Additional Wednesday evening street food pop ups and themed market days such as the plant market. Combination food, drink and retail with live music and workshops. A road closure is needed for bigger markets that spill out onto the street.



Image credit

### Berlin Bite Club

A rolling out twice a month on Friday nights. The newest and best of Berlin's food traders and trucks. A core of regulars are joined by new members at each edition, complemented by specialist wine, whisky and craft beer bars. Diners are invited aboard the vintage Hoppetosse boat, with its magnificent view of the city scape and set the tone of the evening with a curated music stage.



Image credit

### The Bridge Street Kitchen, Copenhagen

During the season, guest chefs from all over the world are invited to present their personal perspective on street food and on certain Fridays The Bridge Street Kitchen will host the event Bar & Bølger (meaning bar and waves) where the street kitchen is focused on tasty drinks and free samples.



Image credit Philafrenzy

### The Real Food Market, Kings Cross

Market for around 40 producers who rear, grow and produce their own high quality artisan produce. Operating on Weds-Fri 12pm-7pm. A successful pop up market with high footfall due to it's location next to a major London railway terminus.



Image credit Cambridge foodPark

### Cambridge foodPark

A collective of top quality Cambridge based street food traders operating at regular lunchtime markets on weekdays and evening events throughout the year. Trading all year round at University of Cambridge's West Cambridge Campus, Cambridge Science Park, Eddington and the CBI Development at Cambridge Railway Station.



Image credit Cambridge foodPark

All traders are independent owner-operated businesses with an emphasis on high quality and carefully sourced ingredients. Each of the traders are local to Cambridge or Cambridgeshire and all of the food is freshly prepared.

This is a pop up food market that is already operating in the local area. The option of something similar in Cambridge Market Square on specific evening or as an additional location for foodPark.



Image credit Pete Gloria

### Indoor markets

There are many indoor market across the world and although not directly relevant to Cambridge Market there are some useful insights.

- \* Spitalfields market have created a successful modular market stall.
- \* Borough Market is well known for it's demonstration areas that allow market traders to hold events
- \* Greenwich Market has strong recognisable heritage branding

Market Precedents Summary

The research undertaken has informed the design proposals. It has highlighted challenges specific to Cambridge as well as lessons that can be learnt from other existing markets.

Market frequency

- \* Cambridge Market is open everyday of the week, there aren't many other markets that are open this often.
- \* Markets that operate less frequently are more temporary in nature e.g Salisbury.
- \* Other markets have similar operating hours e.g Chesterfield and Norwich and Kingston Upon Thames.

Flexibility

- \* Several markets have a core number of stalls with the option of more on special days which creates more flexibility.
- \* All the Markets reviewed had more space than Cambridge Market or less stalls allowing for more space around the market stalls
- \* The type of stalls influence the flexibility. Norwich has permanent stalls and no flexibility. Salisbury market stalls clear away creating a large open space.
- \* Most of the markets either have demountable stalls or an open area dedicated to events e.g Salisbury stalls are demountable and Kingston Upon Thames has a combination of permanent stalls and demountable ones alongside an open area for events. Chesterfield Market has a small area of events but has a similar issue to Cambridge regarding the stalls limiting flexibility of the space.

Stalls

- \* A range of stalls types exist in different markets, some using a mix of stall types e.g Kingston Upon Thames.
- \* Pop Up 3x3m gazebos appear to be the most commonly used temporary stall and can be colour coordinated and branded. When uncoordinated the stalls can end up fighting for attention and appear less unified as a place e.g Salisbury Market.
- \* Permanent fixed stalls limit the flexibility of the space e.g Norwich
- \* A modular/moveable/demountable permanent market stall for outdoor use doesn't yet exist (there are some indoor examples of adaptable stalls e.g. Spitalfields)
- \* Visual permeability of stalls and lighting when not in use is important for successful and safe evening use of the space
- \* Sight lines and prominence of stalls can cause issues with traders e.g Chesterfield
- \* Stalls need to provide enough shelter from the weather and provide a suitable modern trading environment to attract the best traders.
- \* Fixing points in paving to tie down stalls are often used on temporary market stalls.

Space/surfacing

- \* All the other market example have either less market stalls or a larger surrounding area, Cambridge is a particularly dense market place with a lot of stalls for the space it sits within, this is amplified by it being surrounded by a road.
- \* Reducing the presence of vehicles and pedestrianising a market place creates more space to dwell and space for pedestrian circulation, this has been successful in many of the examples.
- \* Flush paving surfacing in the examples is successful in creating more usable pedestrian space and visually connects shops, cafe and surrounding uses, this is evident in most of the examples.

Events

- \* Benefit of having a small flexible open space for everyday pop up small events, this has been achieved in other market that have more space or fewer stalls.
- \* A larger area is needed for big events, other markets have achieved this by having no regular market or limited market days such as Nottingham and Salisbury.
- \* Markets with a similar 6-7 day market have similar issues with events and flexibility of space such as Chesterfield.
- \* Pop up food and drink markets have become very popular.
- \* The option to have themed market days is an attraction in some markets.

Key design criteria to incorporate

- \* Creating some breathing space.
- \* Permanent open spaces with more seating to allow for smaller events to happen more regularly and for people to linger and spend more time in the space.
- \* A stall design that allows flexibility is critical to enable greater more flexible use of the space
- \* Reducing the presence of the road and prioritising pedestrians
- \* Connecting the Market Square to its surrounding with flush paving
- \* An events programme

## 3.2 Design Statement

Market Hill is not just one of the city's most important public spaces, it is the primary civic node of the city's public realm. Historically it has performed a pivotal function in the political frictions and reconciliations of this university city. Spatially it is the only public open place with the definition, qualities and proportions akin to the typology of the college courtyards that define so much of the city's structure and grain. While this urban condition has made the square at Market Hill the indisputable centre of gravity for all public life and movement much of its original vigour has been overshadowed by peripheral retail development of a highly competitive growth rate, offer and quality. A place with the significance of the market square will naturally evolve much slower and more deliberately than private retail premises yet there is abundant emerging context and grounds for the regeneration of this key city asset.

The design approach is aimed directly at seizing this opportunity of public realm design to generate a forward-looking concept grounded in its history, contextualised in its present and surroundings and, above all, places people first and at the heart of its vision. The Market Square is a place of confluence for very diverse types of visitors and inhabitants. The group most present and directly associated with the space are the market stall traders. The traders are not just the key end user group to be consulted but they are themselves part of the definition of the square's character and therefore an integral part of the approach to the design. Just as much as their focus is on their customers and the market's footfall, the design aims to carefully consider how the square caters for those who visit, live or work in and around it. This includes employees of surrounding buildings, students and members of both universities, city dwellers as well as local and international tourists. An important aspect in analysing users, their movements and behaviours is the temporal aspect of the square's inhabitation from a daily rhythm to a seasonal cycle and how this is defined by the city's transient populations such as the students and tourists as well as by the high time economy and occasional public events. In essence, the design approach investigated how to create a place that functions efficiently and is modernised to be in tune with how society has evolved by addressing public life, urban movement, social interaction, communications and consumption.

While people and activity is much of what defines a place, the physical aspect of the space and how

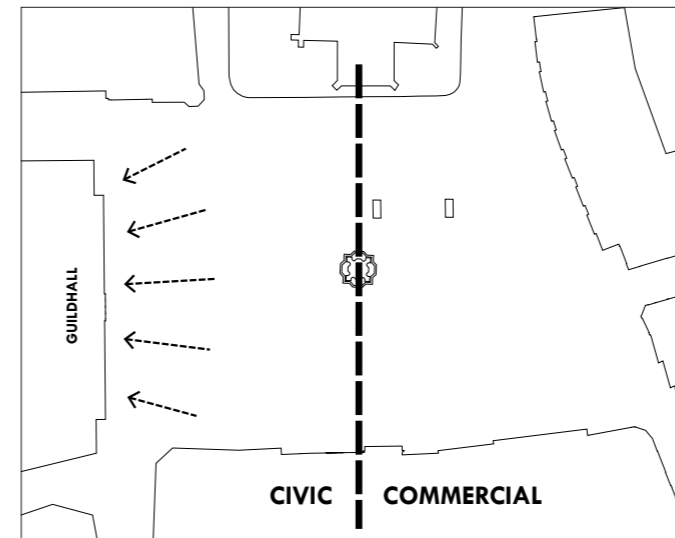
this is articulated to host life cannot be overlooked. Externally, the square's open room-like nature needs to be recognised against and in synergy with other key moments of decompression in the public realm network such as the wide length of Kings Parade, the great openness of Parker's Piece, the protected interiority of the Grand Arcade and even the hidden setting of the river. Internally, the square has not only memories to preserve and highlight but also inherent characteristics to articulate. Such is the space's orientation and directionality, its programmatic articulation and its temporal utilisation.

The unexpected context of the Covid-19 pandemic has invariably influenced the design for the future development of the Market Square. While it is impossible to determine the length of time the restrictions imposed on everyday life by the pandemic will be with us it also wouldn't be appropriate to design a central public space around them. With that in mind, the design of the square was developed to be adaptable to the new norms of everyday life in a pandemic but also to respond to the effects it has had, and will continue to have, on the operation and vitality of the market. The pandemic has accelerated the decline of the high-street which directly affects the life of city centres. In the case of Cambridge there is also a significant shift in visitor traffic to the centre with the decline of international tourism. Inversely, the pandemic and decline of traditional retail has also created moments of opportunity with a new wave of entrepreneurship that needs low-risk, testbed environments like markets to experiment in. The safety of open-air conditions during the pandemic has also revealed a natural advantage of outdoors markets as a retail spaces against their brick and mortar counterparts. The design endeavours to capitalise on these trends by offering an adaptable space that can accommodate a variety of uses, from market and outdoor dining to public events. Social distancing, visitor flows and effective queue management have been considered in the structuring of a well organised and permeable layout with generous interstitial spaces.

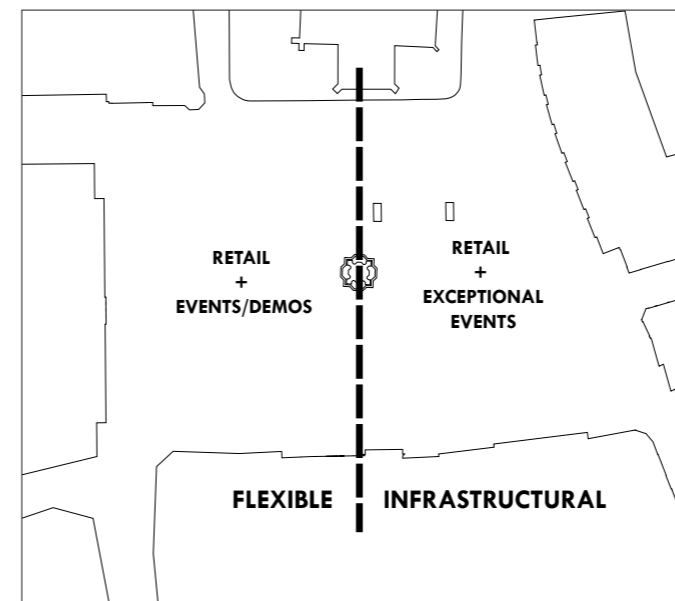
## 3.3 Design Strategy

A set of overarching concepts have been established as the starting points of the design approach. They set guiding principles in which all the considered options are grounded. The following diagrams illustrate these strategic moves with short explanations.

### Spatial Character



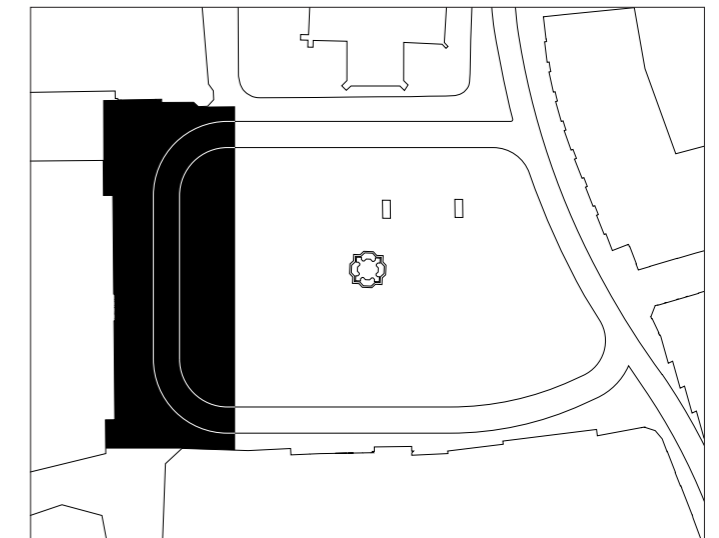
The Guildhall defines a "civic" side of the square



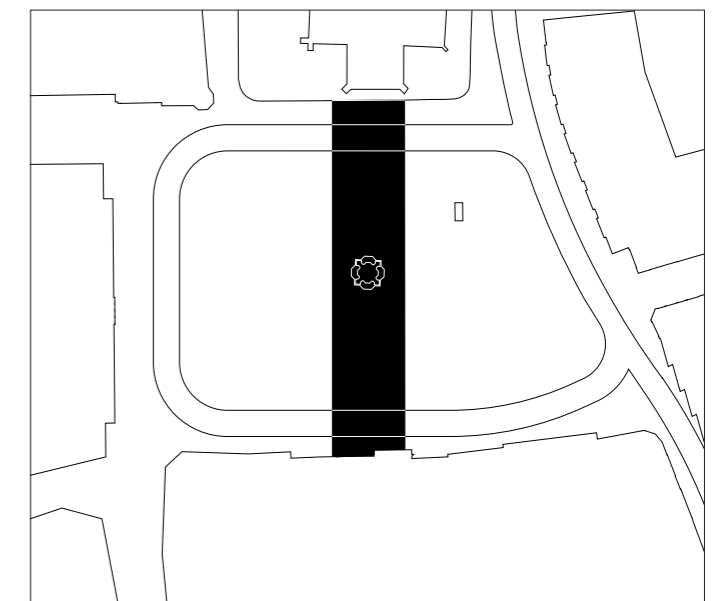
Allocation of flexible and core area of the market

To understand how to articulate the space and explore its flexibility it is necessary to identify its different spatial characters based on the urban context. The Guildhall functionally and symbolically creates a distinct focus on the space of a "civic" character. The main physical object of the space, the fountain, divides the square into 2 halves on either side of an axis aligned with Gt. St. Mary's and the grade 1 listed Nr. 5 Market Hill. The "civic" half on the side of the Guildhall relates to events and demonstrations demanding more flexibility from the market whereas the other half is more "commercial" in character and hosts the market's infrastructure and core functions.

### Strategic Open Space



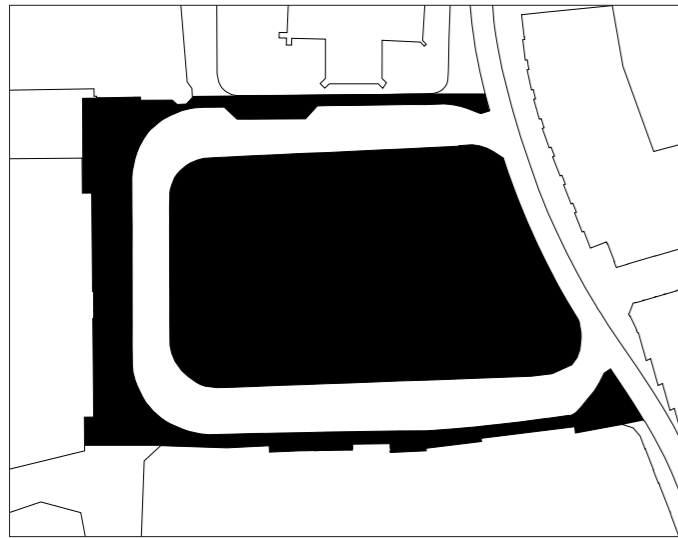
The Guildhall Forecourt



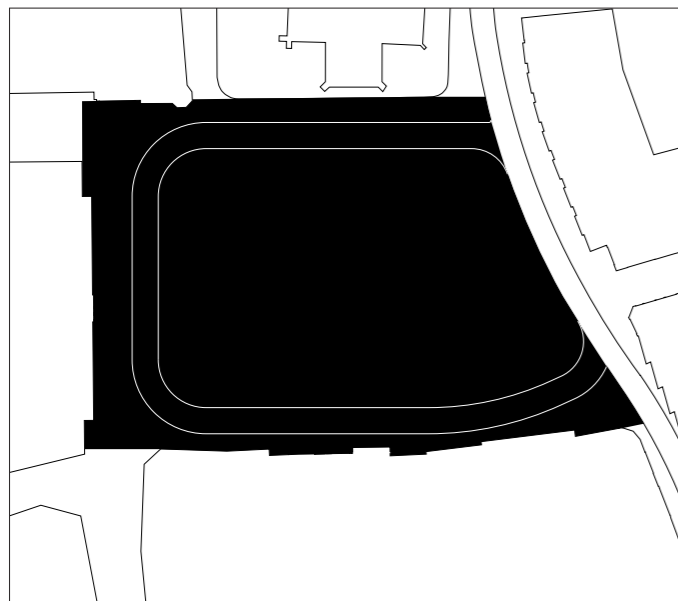
The Fountain Piazza

While the proposals seek to establish a flexible space that can ultimately release in parts or in whole the square from the market, 2 areas are strategically designated as permanent open spaces. Through an efficient new stall layout a much larger space can be opened up in front of the Guildhall acting as a type of forecourt. The fountain together with the church and Nr. 5 define a strip of open space to be reserved for seating and as a central buffer space.

## Spatial Cohesion



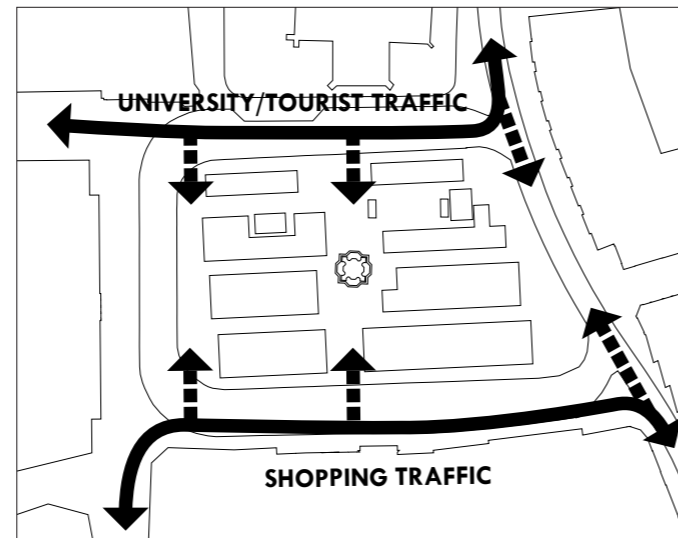
**Current fragmentation**



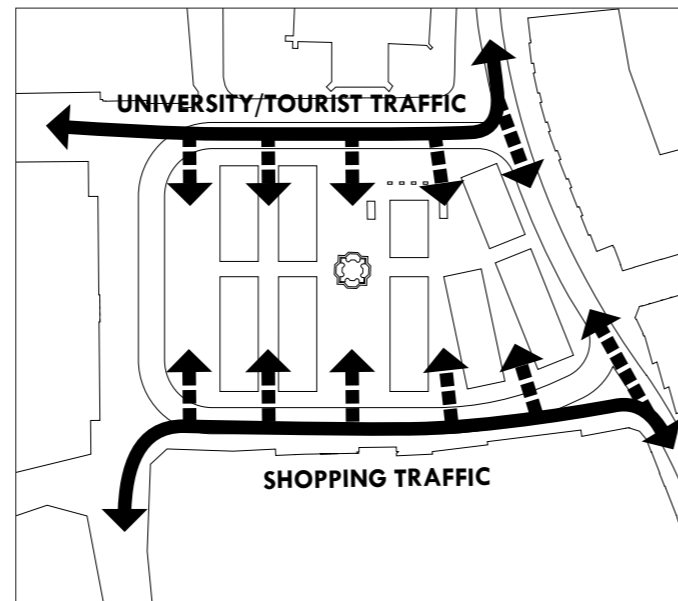
**Proposed unification**

Currently the square is read and experienced as a fragmented space consisting of a central island, a predominantly vehicular road and surrounding pavements. The design proposal seeks a reunification of the square into a single coherent space.

## Access and Circulation



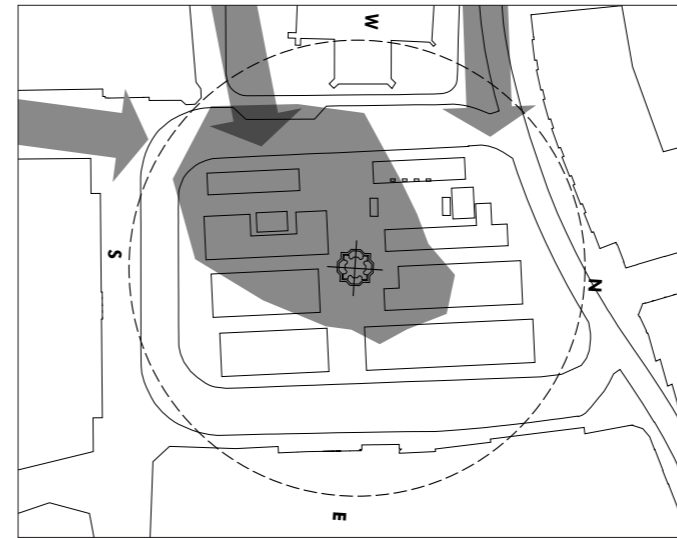
**Current row orientation**



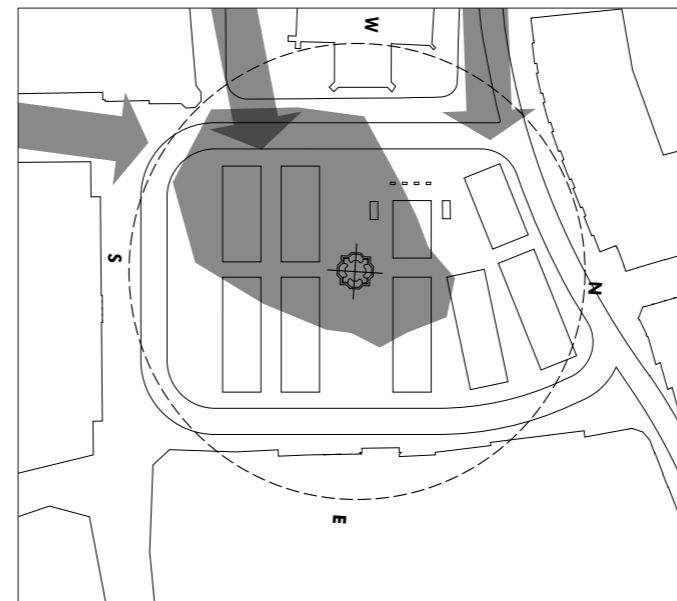
**Proposed row orientation**

In contrast to the historical function of the city centre, today there are 2 main strands of circulation of a N-S orientation. The current stall row orientation is at odds with these traffic flows and hinder the permeability of the market area. The proposal will seek to align with these flows to improve on the circulation flows.

## The Elements



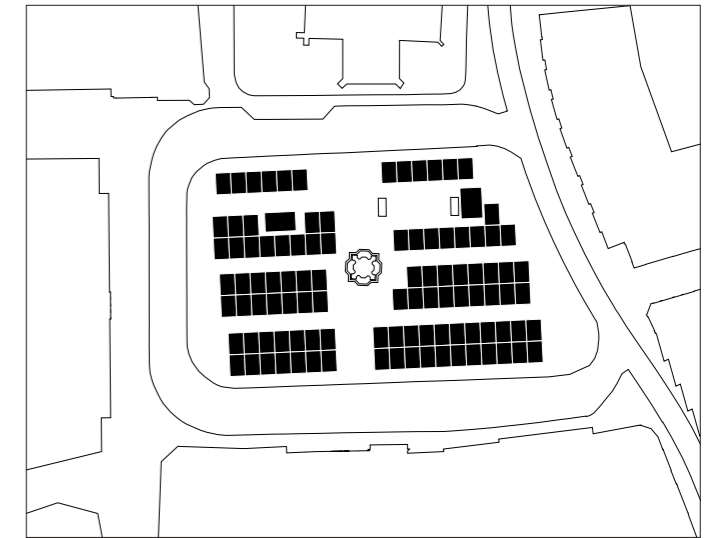
**Current rows with wind rose and prevalent wind funnelled direction**



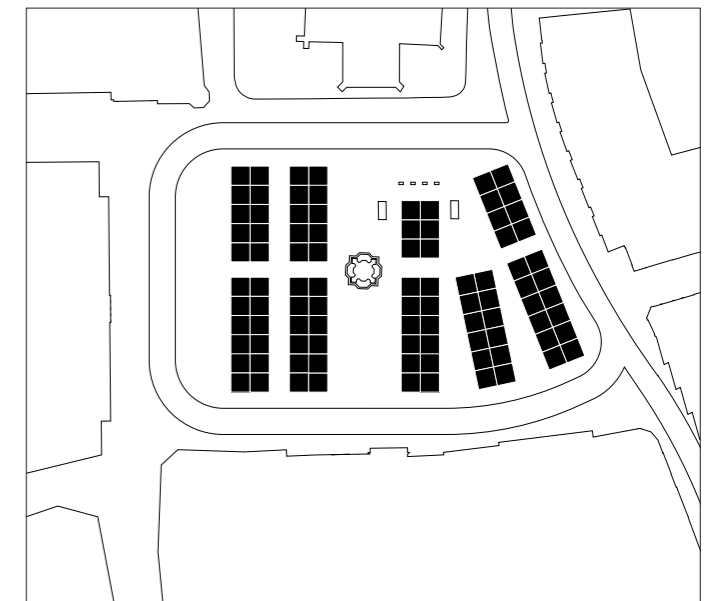
**Proposed rows with wind rose and prevalent wind funnelled direction**

Weather conditions and sunlight are important factors for an open-air market. The prevalent wind direction and how it funnels between buildings is particularly important for the proposal of the market arrangement. The new orientation of the stalls facilitates the prevalent wind directions and utilises them to ventilate the market corridors.

## Stall Definition



**Current stall structures**



**Proposed stall modules**

The stalls on the market and their occupation has developed over time into a mix of different and uncoordinated structures. Additionally, the stall size currently defined is below the size of contemporary standards. The new stalls will be defined as a modular (variable but consistent) solution of modern size standards.

## 3.4 Flexible Use

### Existing flexibility

The Market Square is currently limited to accommodate other uses beyond the market stalls. A key part of the brief for this project includes making the space more flexible. Spaces that can be adapted provide greater flexibility and opportunities than a static fixed space. By creating a flexible layout and fixtures that can respond to the users needs will allow the space to accommodate other uses.

To understand the current issues discussions with the Market Team and BID have provided information on how the space is currently used other than for the market stalls. This illustrates how flexible the space currently is and what the challenges are to make the space more adaptable whilst responding to all the Market Square users needs.

**Flexibility of fixtures** - The market stalls aren't moveable which means there is no flexibility in the central area. Market traders are allowed to trade until 6pm.

**Performance space** - The only performance space is in front of the Guildhall. The space between the Guildhall and the road can be used for small events, larger events require the road to be closed with 13 weeks notice.

**Programming of events** - Currently events take place about twice a year due to road and market restrictions. It takes about 13 weeks notice to close the road currently.

**Events organisation and funding** - Events on Market Square are currently organised by Cambridge City Council (Market Team) with BID. Events are run not for a profit and are free to attend.

**Types of events** - Currently events include Big Light switch on (5000-7000 ppl) and outdoor cinema with night market, buskers and demonstrations.



Big Switch On - Stage in front of the Guildhall with a standing audience (night market)






Outdoor Cinema - truss staging screen and directors chairs outside the Guildhall

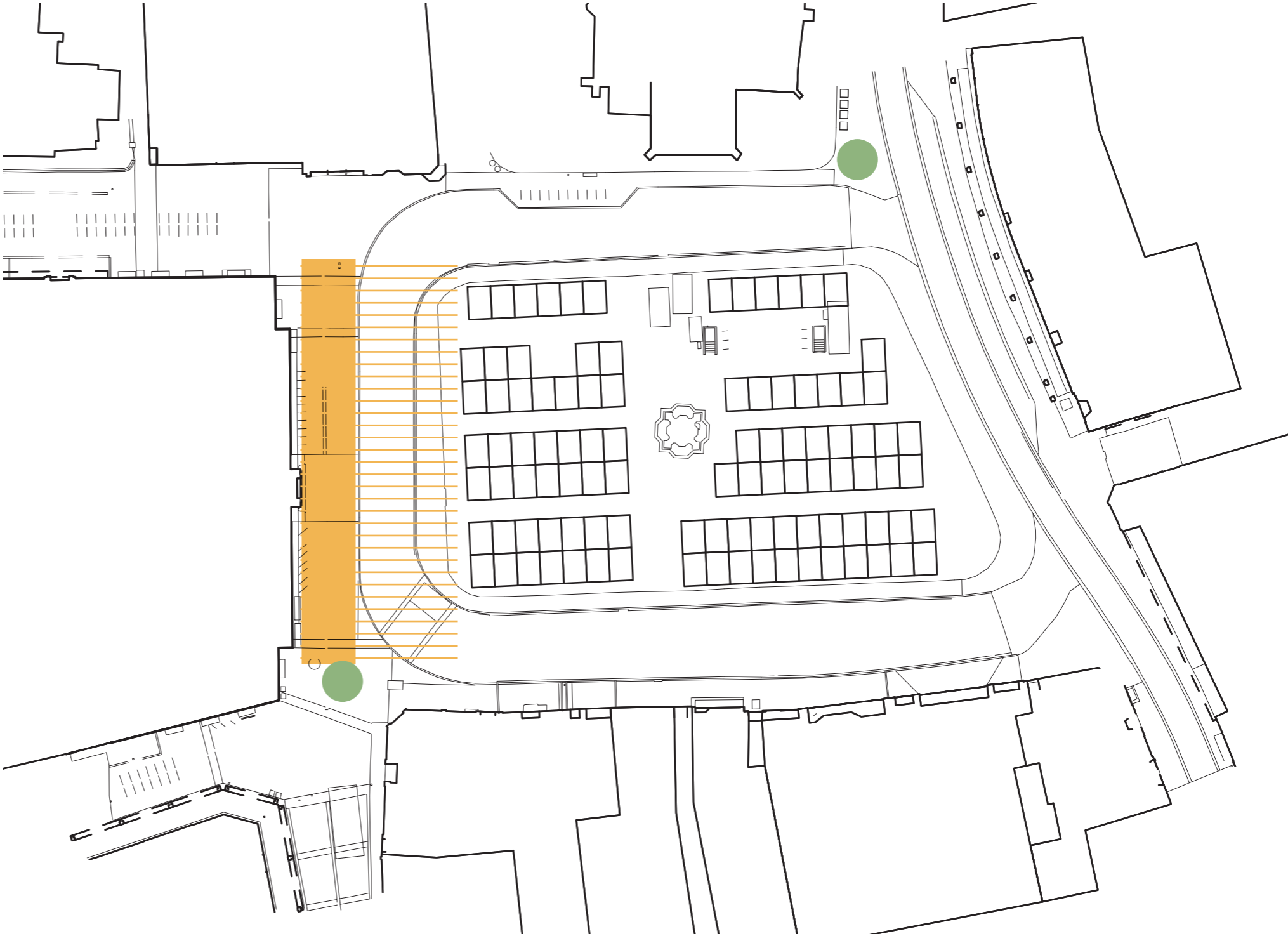


Outdoor Cinema - Inflatable screen with deckchairs outside the Guildhall



Demonstrations/protests

-  Outdoor Cinema set up and seating/Big Light Switch on stage location
-  Outdoor cinema overflow area/Big Light Switch on audience
-  Busking spots



Plan showing current area used for events outside the Guildhall

Future flexibility aspiration

Further discussions with the Market Team, BID and Cambridge Live have helped inform the future aspiration of how the space could become more flexible and adaptable to accommodate other uses including events within the Market Square.

Flexibility of fixtures - Desire for the market stalls to be able to be cleared away from 6pm to create a clear space that would lend itself to things happening such as live music or theatre or dance performance during the summer.

Performance space - Aspiration for a permanent performance area with seating that would lend itself to impromptu performances at short notice that could be advertised on social media plus a larger formally organised event requiring the space to be booked out

Programming of events - Desire for them to be more regular and space to allow for ‘spontaneous events’ and trial some ‘pop up’.

Events organisation and funding - Events to continue to be organised by Cambridge City Council and BID but with opportunities for other to host other uses and events. Cambridge Live feel that they could add the market square to their programme and include it when they have the Big Weekend and run fringe events. The University’s may also use it for their events programmes. Option for free uses and events and potentially ticketed ones. There may be opportunities for arts funding for arts events and installations.

Types of uses and events

The desire is for uses and events that cater for a range of tastes and audiences. Ideas included but are not limited to the following:

- \* Arts events
- \* Book Signings
- \* Buskers and street performers
- \* Cambridge Live Big Weekend
- \* Choirs
- \* Concerts
- \* Eating areas
- \* Family Fun Day Event
- \* Home comings
- \* Interactive light projections
- \* Lectures/demonstrations
- \* Lights switch on
- \* Live Music
- \* Mass Dining
- \* Night market
- \* Outdoor cinema
- \* Pop up events
- \* Protests
- \* Science Festival
- \* Seating areas
- \* Speakers
- \* Sports Events
- \* Staged events
- \* Theatre performances
- \* University events

Potential uses

Based on the potential uses these have been grouped into 4 themes based on the type of use:

Arts and technology uses

- \* Light projections
- \* Interactive arts events
- \* Festival of Ideas, University of Cambridge
- \* Open Cambridge
- \* Hidden Nature
- \* Science Festival, University of Cambridge

Seasonal entertainment event uses

- \* Film nights/film festival
- \* Seasonal events
- \* Christmas lights
- \* Sporting events
- \* Big news screenings e.g. Space missions
- \* Family Fun days
- \* Live music
- \* Concerts
- \* Theatre
- \* Comedy
- \* Choirs

Market Stall Holder uses

- \* Night markets
- \* Themed markets
- \* Workshops/demonstrations

Buskers

- \* Street performers

Scale of uses

The type of use, combined with the scale of use, will inform the degree of flexibility required to accommodate it. To test this the uses have been grouped into three categories of scale to inform how the space can be flexible to accommodate them.

Everyday Small Scale Uses

Uses that can happen when all the market stalls are in use at anytime of day.

- \* Seating and eating areas
- \* Spontaneous small events such as pop up events
- \* Street performers
- \* Small protests

Medium Scale Uses

Uses that need a dedicated area but can operate with some or most of the market stalls in place. Involving reduced market stalls in the day or evenings. Depending on the event these could happen alongside everyday small scale uses.

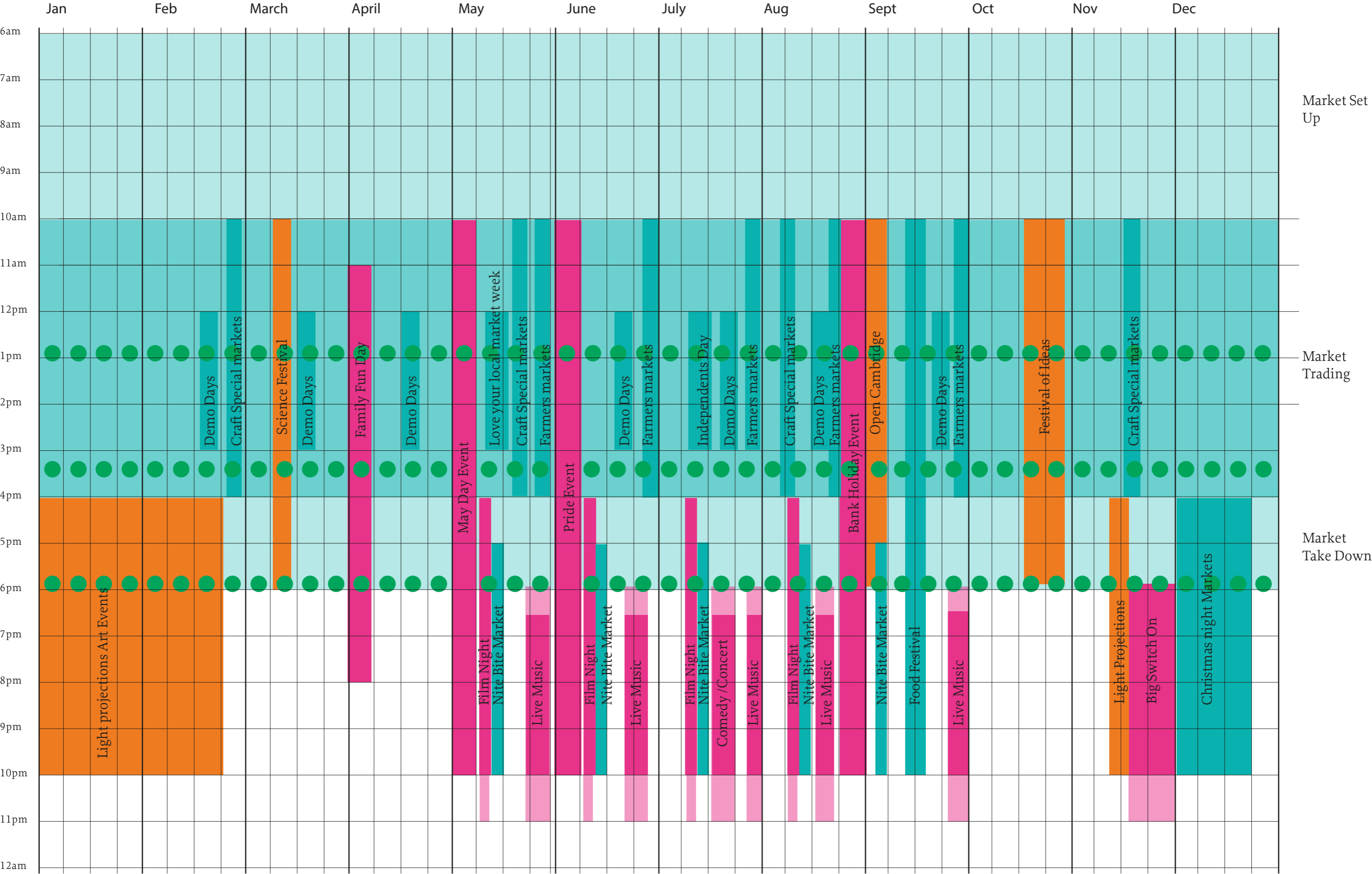
- \* Book Signings
- \* Speakers
- \* Lectures/demonstrations
- \* Small staged events
- \* Medium outdoor cinema
- \* Choir
- \* Home comings
- \* Medium scale organised protests
- \* Lights switch on
- \* Mass Dining
- \* Medium Sports Events
- \* Family Fun Day Events
- \* University events
- \* Arts events/Interactive light projections

Large Scale Uses

Uses that need a large open area that would generally happen after 6pm. Reduced market stalls or all the market stalls cleared to create a larger events space.

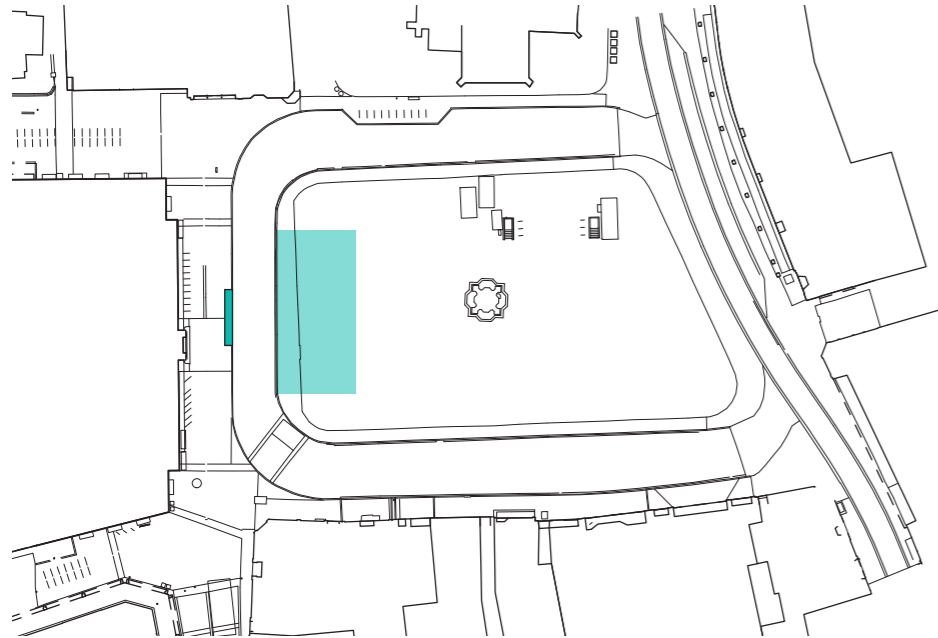
- \* Large open air cinema
- \* Large staged events such as concerts, live music, Cambridge Live Big Weekend, theatre performances
- \* Large scale organised protests
- \* Large Sporting Events

The following page displays a potential distribution of events programme through the year against daily market function and annual calendar events.



Indicative annual Market Square uses programme showing the occurrence of potential uses (colour key as per heading colours of “Potential Uses” on opposite page)

### Medium Cinema Event



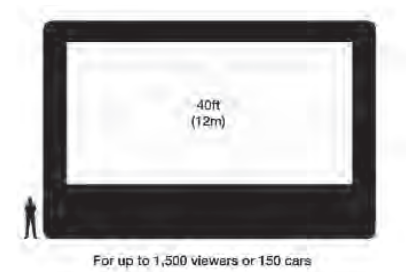
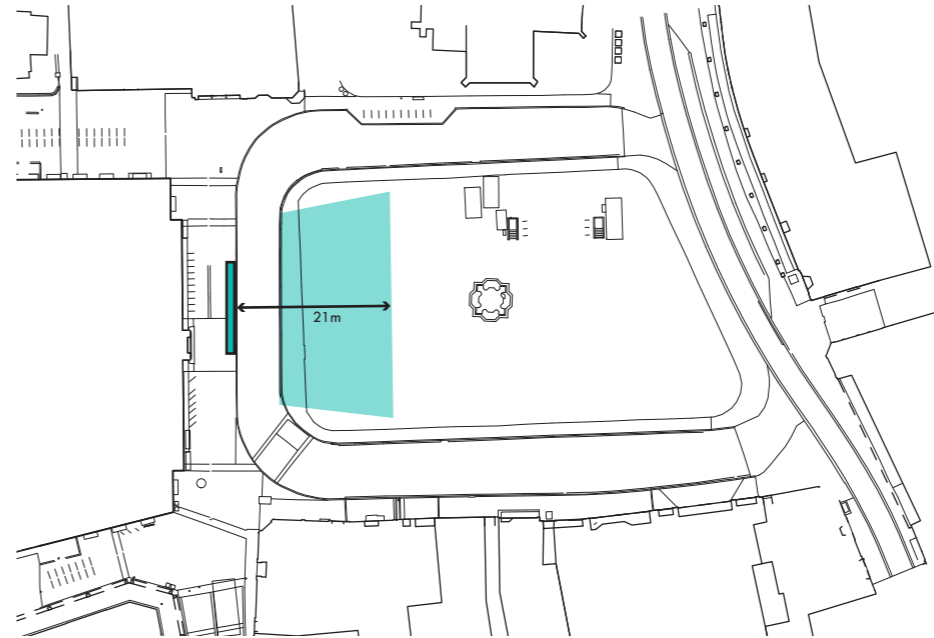
#### Medium cinema event layout

- \* 24ft/7.32m screen
- \* 5m offset/access between screen and audience
- \* Back of house area behind screen

#### Capacity of audience seated

- \* 230m<sup>2</sup> of space at 0.6m<sup>2</sup> per person (0.5m<sup>2</sup> pp plus circulation) = approx. 385 people

### Large Cinema Event



#### Large cinema event layout

- \* 40ft/12m screen
- \* 21m maximum audience depth from screen
- \* 5m offset/access between screen and audience
- \* Back of house area behind screen

#### Capacity of audience seated

- \* 410m<sup>2</sup> of space at 0.6m<sup>2</sup> per person (0.5m<sup>2</sup> pp plus circulation) = approx. 680 people



Outdoor cinema event using Aircscreen, Royal Academy London. Using directors chairs



Outdoor cinema event using Aircscreen, with deckchairs



Aircscreen 12m x 6m Bologna, Italy Open-air concert



Aircscreen 30m x 20m St. Mark's Square, Italy Venice Film Festival