

Appendix A:

Market Square Project Vision – consultation draft

March 2021

Introduction

The Council has embarked on a major public realm project to explore how the design, appearance and daytime, evening and night-time use of Cambridge's market square space can be enhanced, while being sensitive to the site's obvious heritage value and retaining its existing outdoor market function.

This multi-stage project is being undertaken in accordance with the RIBA (Royal Institute of British Architects) Plan of Work 2020¹.

The first stage of the project was an assessment of how the market square space currently operates, and the associated issues, constraints and opportunities. This was completed in 2019, with the support of international architecture, engineering and urban-design consultants, BDP. The consultant's resulting report is available to view at:

[Market Square redevelopment - Cambridge City Council](#)

The second stage of the project is the development of a proposed vision and concept design for the market square, which, subject to committee approval in March 2021, will be made available for 6-week public consultation, following the local elections in May. This stage has been undertaken with the support of Mace, an international consultancy and construction company, is leading the team. LDA Design, an independent design and planning consultant, and Quarterbridge, an independent retail market development consultant.

Vision

Our vision is to secure multi-million pound capital investment to transform the market square into a multi-functional outdoor space, which continues to support a vibrant, successful and diverse seven day a week local outdoor market, but with an improved stall layout and design, which allows the square to be used by the community for other events and activities, both during the day (in and around the market) and into the evening.

We will create a fully inclusive, high quality civic space, which is welcoming and accessible to all sections of our community; and designed and managed to a standard, which befits the city's profile and reputation, as an international visitor, university and business destination.

¹ [2020RIBAPlanofWorkoverviewpdf.pdf \(architecture.com\)](#)

The market square will be an attractive city centre destination, where residents and visitors come together to shop for local food and produce, artisan crafts and services, sit out and enjoy delicious street food from around the world, people watch and socialise. It will provide a year-round venue for a diverse programme of leisure and cultural events and activities, both in and around the daily market and into the evening, including for outdoor theatre, film shows, concerts, civic gatherings and street entertainment.

By engaging our city community in the design and development of this exciting civic project, we will deliver a transformed market square which:

- Respects the site's rich heritage value and the central role it has played, and will continue to play, in Cambridge's social and economic development
- Sustains a vibrant, diverse and commercially successful daily local market, whilst enabling flexible use of the space for other events and activities during the day and into the evening
- Maximises the city's 'green' credentials, including opportunities to support our zero carbon, biodiversity and associated sustainable development objectives
- Integrates with and supports Cambridge's wider city centre economic and social activity, including helping to animate the 'high street' and attract and sustain visitor footfall

Ends