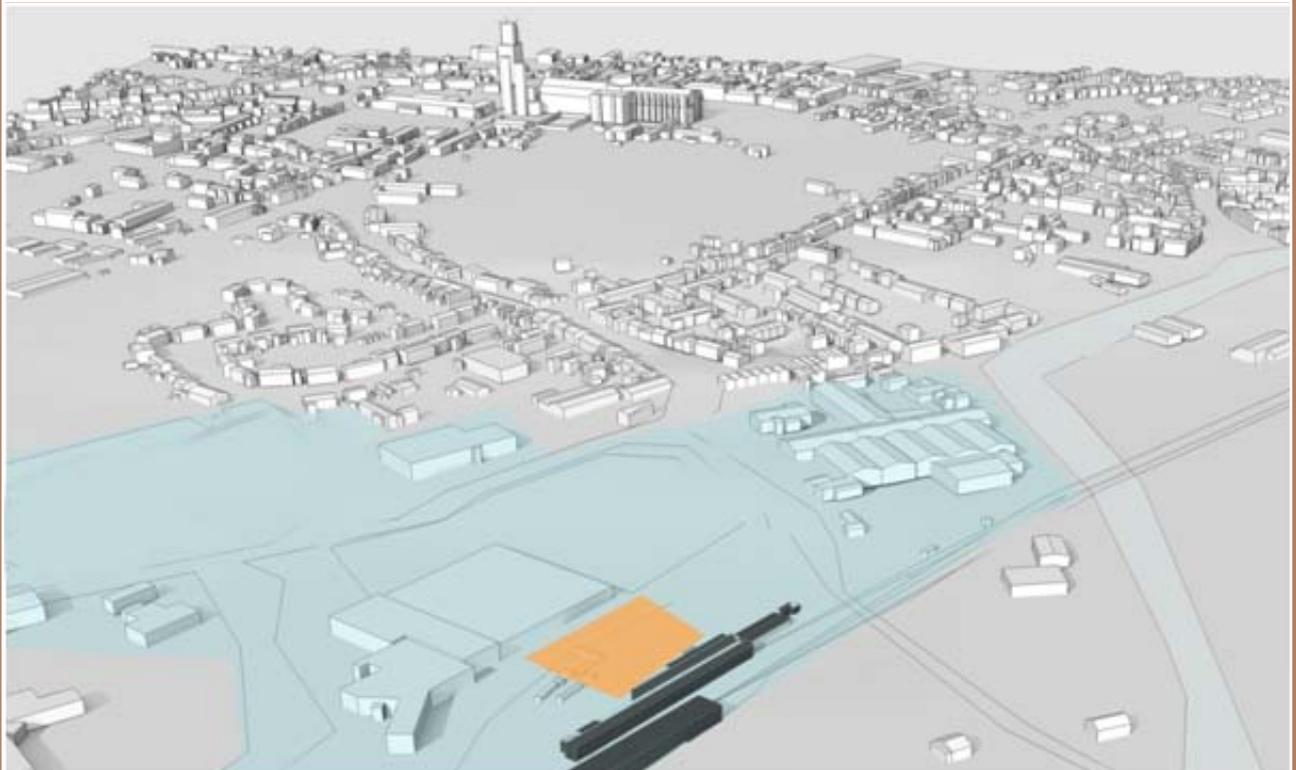


Ely Station Gateway

Supplementary Planning Document

Draft for Consultation

January 2014



'Aim to develop a world class gateway for Ely, which reveals and enhances the magnificence of the medieval cathedral and its setting on the 'Isle' of Ely'

Foreword

This Ely Station Gateway Supplementary Planning Document (SPD) sets out the planning requirements for the development of a new mixed use urban quarter for Ely, indicating the design and development principles which will be required to help meet our aspirations for a world class gateway for the City.

The Ely Masterplan 2010 identified the Railway Station/Angel Drove Gateway as a major opportunity for mixed use regeneration to enhance this entrance to the City. It highlighted the traffic congestion and poor environment which currently blight this area of Ely. It suggested that its redevelopment would assist the City to accommodate planned future growth, provide for employment expansion, allow for enhanced transport interchange facilities, as well as create a gateway environment more fitting for our historic city. A key aim is to integrate the station gateway area more successfully into the historic built environment and natural landscape which characterises much of Ely.

The District Council intends that it will be modelled on innovative and sustainable principles. It will have generous provision of green space and bus, pedestrian and cycle links from the Station to the riverside providing an attractive route to the City Centre and Cathedral, as well as easier access to the Station. New views of the Cathedral and the river will be opened up. Mixed use development will provide both employment opportunities for local people and new homes. The District Council will be seeking high quality offices, and active frontages at ground floor level to animate the space.

These proposals have evolved through a consultative process, involving technical design workshops, discussion with local landowners, and design work by professional master planners. It is recognised that the individual sites within the gateway area may well come forward for redevelopment at different stages in the future. The aim of this document is to set out an overall planning framework with a clear vision for this new urban quarter of Ely, to provide a steer for potential developers and against which individual applications can be considered and assessed. It may also act as a catalyst for development.

This Supplementary Planning Document is, at this point in time, a consultation draft. Over the coming weeks the views of the local community and other interests will be sought. Any representations received will then be carefully considered to see if any changes need to be made prior to its formal adoption by the District Council. It will also need to take into account progress with the East Cambridgeshire Draft Local Plan, which is also nearing formal adoption.

Adoption as a Supplementary Planning Document next year will be just the first step of the planning process for the Ely Station Gateway area. The framework it provides will be instrumental in ensuring that development comes forward in a co-ordinated manner, in line with the overall vision for the new urban quarter and with maximum benefits for local people. Community consultation and engagement will continue to be a fundamental part of this process.

We look forward to receiving your comments

Councillor Peter Moakes

**Chairman, Development & Transport Committee
East Cambridgeshire District Council
January 2014**



Contents

1	Introduction	4
2	Site Appraisal	6
3	Existing and Emerging Planning Policies	16
4	Previous Consultations and Development Studies	20
5	The Masterplan Framework	24
6	Illustrative Design Examples	32
7	Development Considerations for Individual Site Areas	42
8	Implementation and Delivery	52
	Appendices	56
	a) Existing Planning Policies	
	b) Previous Public Consultation Feedback	



Introduction

1.1 Purpose and Scope of Document

The purpose of the document is to produce planning policy guidance for the redevelopment of Ely's railway precinct and surrounding area, known as the 'Ely Station Gateway' area. The document aims to:

- Set out clearly the broad objectives that need to be achieved in order to redevelop the Station Gateway area
- Provide a framework and context for the development of individual sites
- Establish clear development and urban design principles to ensure that the design and quality of development achieves the highest standards
- Reflect the views and values of the local community and key stakeholders
- Explain the next steps that are expected in the planning and design of the area
- Help the assessment and determination of planning applications for individual sites

The development of these proposals is a key output of the East Cambridgeshire Core Strategy Development Plan Document (DPD) 2009, the Ely Masterplan 2010 and the emerging East Cambridgeshire Draft Local Plan February 2013. These identify the redevelopment and opening up of the Station Gateway area as a crucial factor in the future growth of the City.

The Station Gateway is an extremely important but challenging area. It requires radical changes to become integrated into the historic built environment and natural landscape hinterland of Ely from whose character, at present, it is wholly divorced. It also needs to be functional, providing a vibrant urban environment with opportunities for employment and residential uses, alongside an effective transport

interchange at the railway station. To be successful, it will require an area wide design led solution which will create a high quality new urban quarter for the City. The District Council will resist proposals which do not meet the guidelines in this document.

This document provides an analysis of opportunities and constraints towards achieving a welcoming 'gateway' befitting a significant city like Ely, to improve the daily movement and environment of the many pedestrians, cyclists and motorists travelling to and from the station, while simultaneously creating relevant, viable, high quality mixed-use developments.

It is intended to formally adopt this draft as Supplementary Planning Document once the draft East Cambridgeshire Local Plan has been adopted by the District Council. This is anticipated in 2014.

1.2 Consultation

This draft document has been published for consultation purposes, and comments are being sought by the District Council. Comments should be submitted to the District Council by 4pm on 21 March 2014.

Comments can be made on line via the following survey link: www.eastcambs.gov.uk/masterplans/ely-station-gateway

Alternatively written comments can be sent by e mail to growthdelivery@eastcambs.gov.uk or in writing to the Sustainable Development Team, East Cambridgeshire District Council, The Grange, Nutholt Lane, Ely, Cambs, CB7 4EE.

If you have any questions, please contact the Sustainable Development Team on 01353 665555 or by e mail as above.

2

Historical view of the Station circa 1850



Site Appraisal

2.1 Site Context

Ely is a historic cathedral city of some 18,000 population located in fenland 15 miles north of Cambridge. It is an important market town for the surrounding rural area. The centre of Ely is dominated by the historic Cathedral precinct and King's School which contribute significantly to its unique character. Modern Ely has expanded around these institutions with housing to the north east and west and employment development to the south. It is, however, the rural setting of Ely as it rises above the fens, its 'walkability' with its intricate network of open green spaces, the Cathedral and the riverside which make it special.

The Station Gateway covers an area of 12.3 hectares located to the south of Ely off the A142.

To the north of the area is a County Wildlife Site and terraced housing stretches up Back Hill towards the Cathedral. The housing is a mix of many different eras dating from the early 1900's to modern day. The majority of this housing is two storey. The Gallery leads off to the north of Back Hill and here one can find the historic buildings of the Cathedral quarter dating back to 1200's. The Gallery then leads up to

High Street and Market Street, both commercial areas. High Street is the more historic of the two with strong views of the Cathedral.

To the east of the area is the River Ouse and riverside area. This is an attractive tourist/visitor area, characterised by boat moorings, marinas, riverside cafes, pubs and restaurants. The 19th century Maltings is a conference and banqueting centre, the Babylon Gallery provides an arts centre, whilst another warehouse provides an antiques centre. Whilst the majority of housing in this area is terraced, two storey dwellings, some of the public buildings are higher.

To the west of the area is Ely golf course, the King's School Campus Field playing fields and employment development which has taken place over the last 30 years, providing the Cambridgeshire Business Park, an area of office and light industrial uses on a highly landscaped business park.

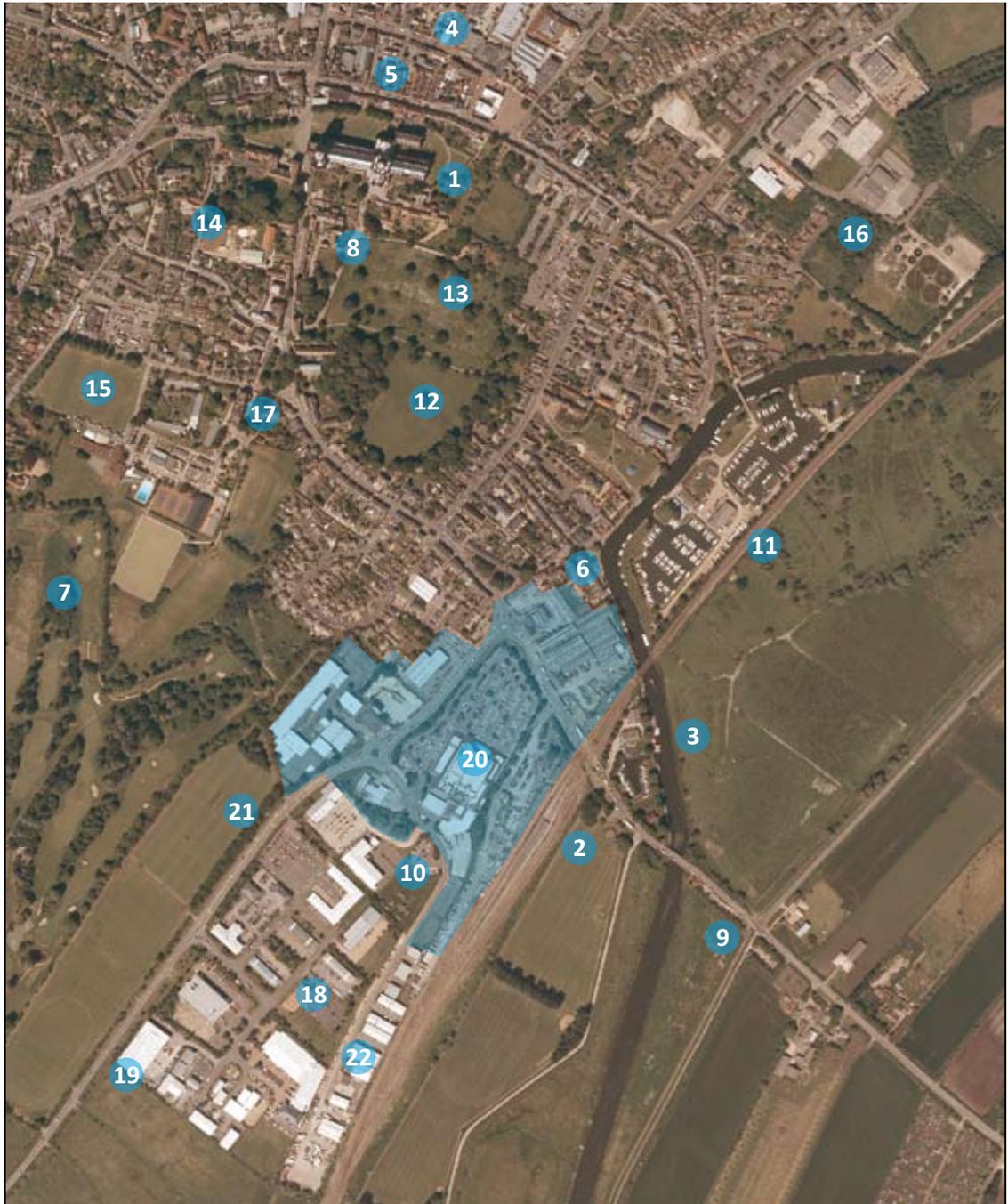
To the south of the site, beyond the railway line is the River Ouse and open fen countryside, some of which is of particular wildlife interest.



2

Site Appraisal

Aerial View of the Ely Station Gateway



- | | | | |
|-----------------|-------------------------------|---------------------------------|--------------------------------|
| 1 Ely Cathedral | 7 Ely City Golf Club | 13 The Park | 19 Nursery |
| 2 Train Station | 8 Bishops Palace | 14 Bishops Palace Gardens | 20 Tesco Superstore |
| 3 River Ouse | 9 Stuntney Causeway | 15 King's School Sports Ground | 21 King's School Playing Field |
| 4 Market Street | 10 Strikes Bowling Centre | 16 Willow Walk and Grove | 22 Industrial Units |
| 5 High Street | 11 Marina and Boat Houses | 17 The King's School | |
| 6 Boat Yards | 12 Cherry Hill Motte & Bailey | 18 Cambridgeshire Business Park | |

Site Appraisal

2.2 Building Styles and Typologies in Ely

The following series of photographs show the different building styles and typologies which can be found in Ely, and which are characteristic of the area.

Some of the key design elements and features of these could be used for the station gateway buildings, albeit updated to a more contemporary approach. Similarly some examples are shown of the typical urban landscaping, green spaces, lanes and public



2 storey residential
 - the most common residential type
 - dark brown brick typical to the area



2.5 storey mixed use
 - typical small scale retail, found in numbers on Forehill



- 2 storey
 - traditional brick
 - terraced
 - wooden sash fenestration



2.5 storey – office
 -brick plastered over and painted with stucco
 - wooden sash fenestration

2

Site Appraisal

Typical urban landscaping, green space and public realm features in Ely



Landscaped lane between the Porta and the Cathedral in the heart of the City



Annesdale Green – a typical example of a small irregular area of green space which can be replicated in the Station Gateway



Attractive river bank along the River Great Ouse – an example of the potential frontage onto the river from the Standen site



Pedestrian friendly area in front of Ely Cathedral – the road is set with granite blocks instead of tarmac, while the wider area for pedestrians is large smooth flagstones. There is only a slight difference between the path and the road, reinforced by the row of metal bollards. Such road treatment could be replicated in the station gateway area.

Site Appraisal

realm features in Ely, which will need to be reflected in the new Station Gateway development if it is to integrate into the existing city landscape.

2.3 Site Description

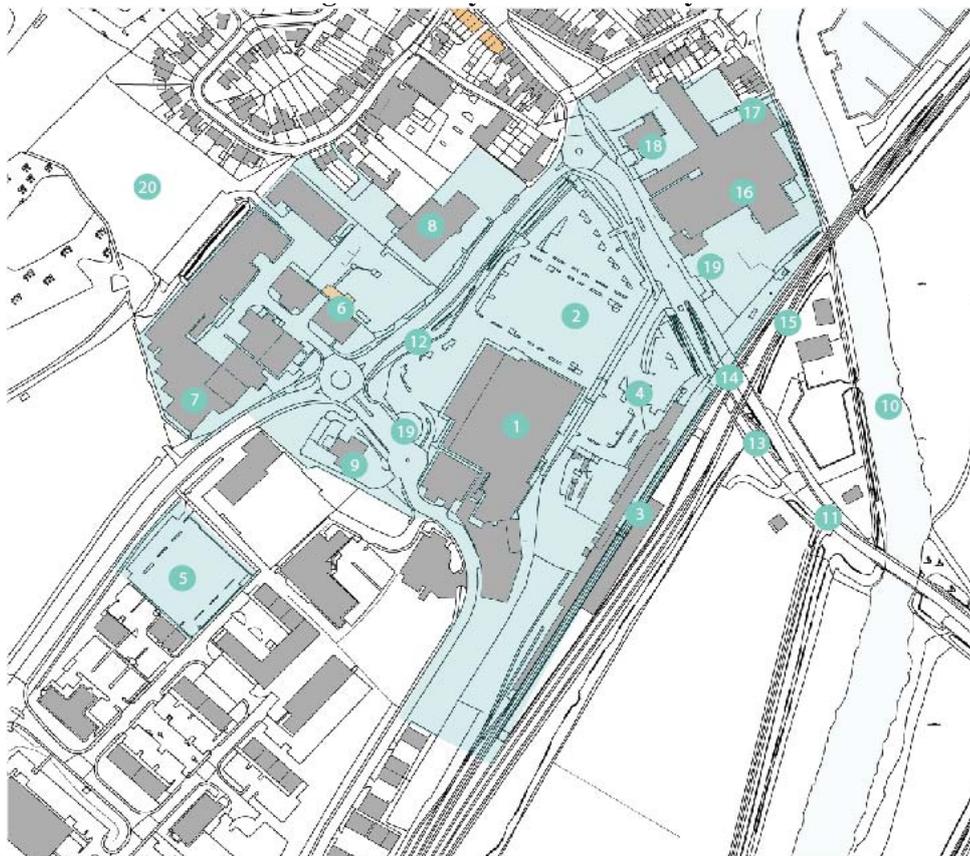
The area currently comprises a Tesco superstore with extensive surface car parking and petrol station, the railway station and sidings, large industrial and commercial buildings, a concrete works, a large vacant site and busy roads.

The area is bounded by the River Ouse to the east, the Cambridgeshire Business Park to the west, Ely

railway station and railway line to the south, and the city centre to the north. The area includes sites to the west and east of Station Road which, along with Angel Drove, is a major industrial traffic route (A142) and currently experiences significant traffic volumes with resultant large amounts of congestion and pollution.

The railway station is isolated from the city, cut off by heavy traffic and with car parking dominating the view upon arrival. The station car parking is spread out over two sites, with one at some distance from the station, reducing accessibility. There are no cycle

Existing Uses in Ely Station Gateway Area



Key

- | | | |
|------------------------------------|------------------------|-------------------------|
| 1 Tesco Superstore | 8 EMGFord Motorgroup | 15 Bridge Boat Yard |
| 2 Tesco Parking | 9 Tesco Petrol Station | 16 Standen Engineering |
| 3 Ely Train Station | 10 River Ouse | 17 The Boat Yard |
| 4 Station Parking | 11 Stuntney Causeway | 18 Benton Car Works |
| 5 Station Parking | 12 Angel Drove | 19 Bus Stops |
| 6 Ely Tyre Centre | 13 Bridge Road | 20 County Wildlife Site |
| 7 Former warehouse, now demolished | 14 Level Crossing | |

2

Site Appraisal

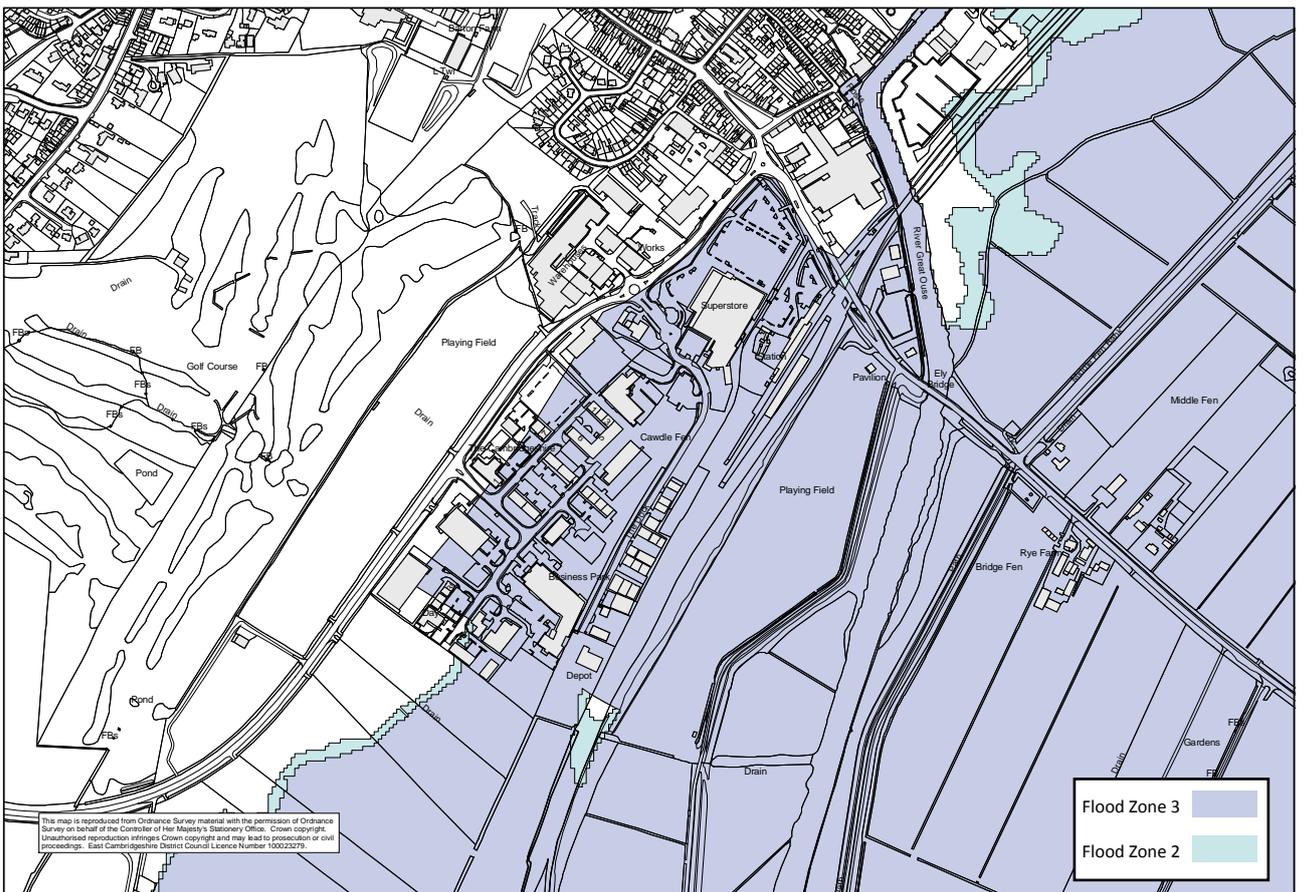
ways to the station, buses are unable to access the station forecourt, and pedestrian access requires negotiation of heavily trafficked roads. The railway station, despite allowing for a view over the fens to the south, offers accommodation which is in need of improvement. Any redevelopment close to the rail lines will need to take into account the rail industry’s operational and safety requirements.

The Station Gateway area offers scope to provide an accessible transport interchange, improved integration with the historic city to the north and an area of public realm that conveys a sense of arrival and respect for the character of Ely. The area could be much more successfully linked by new pedestrian and cycle routes from the station to the river, and from there linking via Broad Street up to the Cathedral, and the City Centre.

It should be noted that much of the site is in an area of high flood risk (Strategic Flood Risk Assessment Flood Zone 3/Environment Agency part in Zone 3). Whilst the allocation of development is permissible in areas of flood risk, detailed Flood Risk Assessments will be required in order to establish the extent of any risk to the site and mitigation measures that may be necessary, particularly for sensitive uses.

The Annesdale Culvert (actually designated a main river) runs through the station gateway site along Annesdale and to the north of Angel Drive, and would need to be considered as part of any redevelopment proposals. There could be the opportunity to "open-up" this culvert within the site in order to reduce flood risk. The Cawdle Fen Internal Drainage Board (IDB) also operates systems in this area and should be consulted regarding any proposals.

Environment Agency Flood map



Site Appraisal

2.4 Site Areas

Policy ELY 8 in the East Cambridgeshire Draft Local Plan 2013 indicates that the Station Gateway can be split into four distinct areas as follows:

Area 1

- Tesco Stores site— a single storey commercial building surrounded by large car parking areas (550 spaces), located in a slight dip in the landscape between the Station and Ely Cathedral quarters. There is also a petrol station and car wash. Access to the site is currently via a roundabout on Angel Drive. Healey Investments Ltd have submitted a planning application which includes proposals for Tesco Stores to relocate to the Octagon Business Park, at the far end of Angel Drive. This application has been approved in principle by the District Council, subject to agreement on various issues. If Tesco gains permission to relocate its store, then this creates the opportunity for the redevelopment of its current site.

Approach to Ely Station – car dominated



- Ely Railway Station and forecourt – set up on a slight elevation this is characterised by an attractive 1850’s station building, but its forecourt is cramped, suffers from congestion and poor parking layout (121 spaces). The station building, whilst attractive, is not listed, but it does lie within the Ely Conservation Area. Access to the forecourt by bus is not possible and the nearest bus stops are on Station Road and Angel Drive. The entrance to the station is also in close proximity to the low railway underpass which further adds to the traffic hazards in this area. The site is owned by Network Rail, and currently leased by Greater Anglia who have plans to upgrade the station, including improvements to the ticket office, access to the station for buses, provision of additional car parking and cycling facilities. Currently there are no cycle routes connecting with the station. The site has a particularly attractive lime tree in the station car park which is worthy of retention and of Tree Preservation Order status.



Existing poor environment and public realm in the Station Gateway



2

Site Appraisal

Area 2

- Former Westmill Foods site – this was formerly the site of a commercial factory, but it has now been cleared and the site is awaiting redevelopment. The main access is via Angel Drive. Its current use designation is as an employment site. There is a County Wildlife Site to the north of this area and a tree line along the northern and western boundaries of the site. Advice has been sought from the Cambridgeshire Wildlife Trust on the ecological value of the site and they recommend that it should remain protected.
- Hanson Concrete works – a long established use of the site which incorporates a tall square tower and associated concrete works and machinery. The relocation of these works would improve the appearance of the Station Gateway area and could also facilitate comprehensive redevelopment of the whole area to the north of Angel Drive.
- Tyre, Exhaust, Battery Retail Company – a single storey flat roofed building with substantial fascia advertising located on the current Tesco roundabout. The incorporation of this site into wider proposals could also facilitate comprehensive redevelopment of the whole area to the north of Angel Drive.
- EMG site – a single storey flat roofed building currently housing a Ford garage, with associated car parking in the forecourt. Planning permission has recently been granted to Lidl on appeal for non food retail use within the existing building.

County Wildlife Site – to the north of the former Westmill Foods site



Hanson's concrete plant

Tyre, Exhaust and Battery Company
Single storey flat roof, with prominent fascia advertising

EMG Motor Group – with forecourt dominated by cars



Site Appraisal

Area 3

- Standen’s site – located between Station Road and the River Ouse. This site is primarily occupied by an agricultural machinery manufacturer, Standen Engineering, with a series of industrial sheds, and former dwellings which have now been converted into offices. There is also a small car repair/sales garage, an area of vacant land, a car wash facility, and dock inlet and boat shed. The main access to the site is from the busy Station Road where there is significant conflict with the traffic over the railway crossing. A narrow pedestrian /cycle path runs along the river frontage as part of the riverside walk/cycle route (Sustrans National Cycle Network Route No. 11).

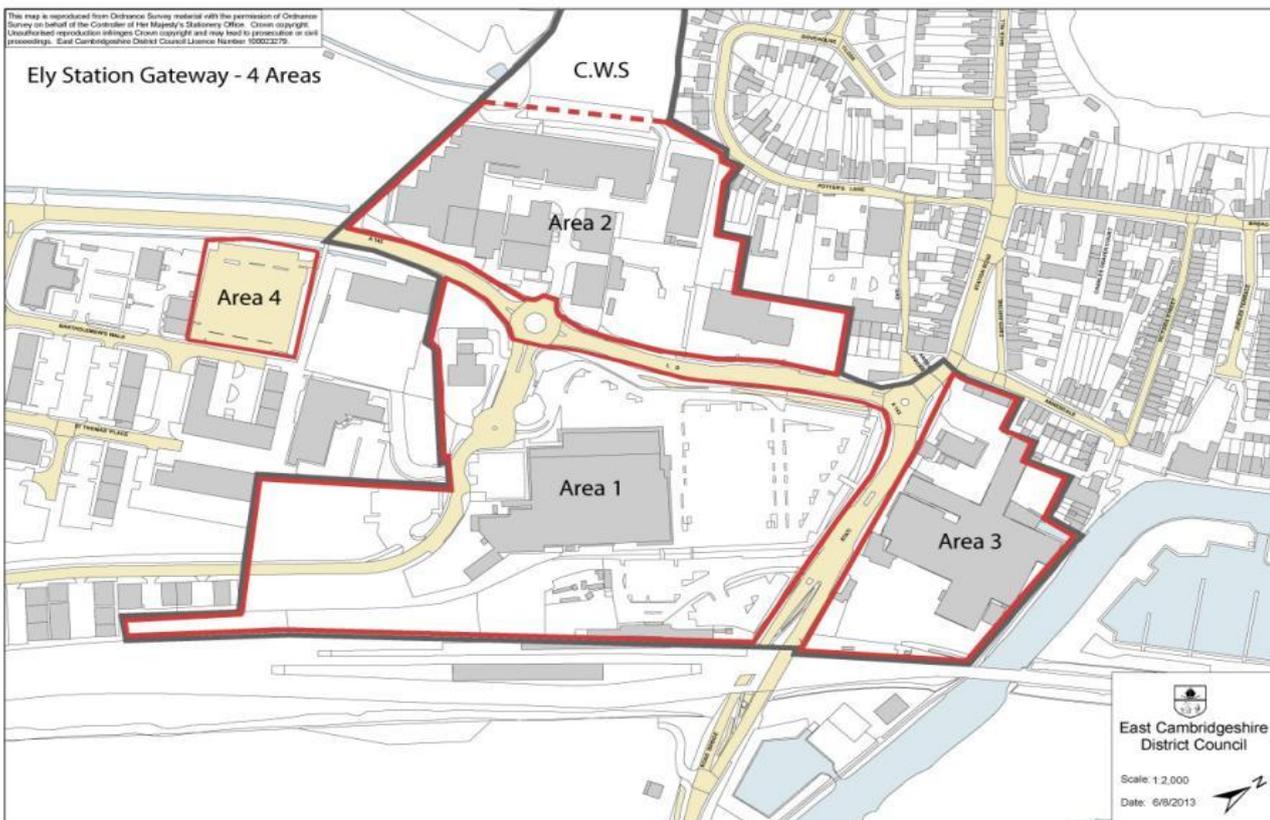
Standens – single storey industrial unit



Area 4

- Angel Drove car park – long stay commuter parking (203 pay and display spaces) mainly serving the railway station but with poor

pedestrian links. This site is located on the Cambridgeshire Business Park and owned by East Cambridgeshire District Council.





Existing and Emerging Planning Policies

3.1 Planned Growth for the City of Ely

This SPD Masterplan for the Ely Station Gateway is part of a wider strategy to manage the growth of this historic Cathedral City. This seeks to enable the City to respond to growth pressures, still retain its unique character and derive maximum community benefit from expansion. This wider strategy is set out in the Ely Masterplan 2010 and the East Cambridgeshire Draft Local Plan February 2013.

Ely has experienced substantial rapid growth in recent years, with development of new housing suburbs to the north and west, and new business parks near the station and at Lancaster Way. This growth pressure is anticipated to continue. A comprehensive range of services and facilities is required to meet the growth of the city, together with new employment to enable sustainable development. The core of the historic city, however, offers few opportunities for the new developments required without impacting on the historic setting for the Cathedral.

The Draft Local Plan therefore makes provision for a range of development opportunities, including;

- A housing led urban extension to the north of the City
- Regeneration of the station gateway to the south of the City as an employment hub and transport interchange for city residents
- Expansion and development of the Ely Country Park to the east and north of the City, which enhances the setting of the Cathedral as well as providing a recreational resource for local residents
- A leisure village to the west of Ely, building on the existing sports facilities already on the Downham Road site.
- Sensitive redevelopment of any available sites for retail uses in the city centre
- Improvements to the Ely cycle and bus networks to promote sustainable modes of movement around the City.

It is anticipated that these proposals will lead to more balanced growth of the city in the future, centred around the historic core.

The Station Gateway will therefore play a key role in the structure of the wider city, providing an employment and transport hub which cannot be accommodated in the historic City Centre. This planning guidance seeks to redevelop the Station Gateway site to deliver a high quality mixed use development which will create a new and special urban quarter for the City. The Station Gateway area is, by its nature, a place of arrival, departure, employment and residential use. It will provide a variety of amenity, activity and infrastructure functions for both the immediate city locality and the surrounding rural area.

3.2 Planning Policy

Relevant extracts from the adopted Core Strategy DPD 2009 and the Ely Masterplan 2010 are shown in Appendix A.

The emerging Draft Local Plan February 2013 contains the following specific policies:

Policy ELY 7: Employment –led/mixed-use allocation, Station Gateway

Vision: The Station Gateway area will be transformed into a vibrant mixed-use area which provides an attractive gateway to the city. Existing industrial uses will be relocated where possible and the sites comprehensively redeveloped with high quality offices and some apartments framing views of the cathedral. The station will be enhanced to provide transport interchange facilities and complementary small-scale retail units. Sensitive designed multi-storey car parks will provide parking for commuters and visitors. New pedestrian links will draw people to the riverside, Angel Drove and into the rest of the city.

Approximately 12.3 hectares of land are allocated for a high quality mixed-use development comprising:

- *A minimum of 800 jobs (with floorspace of B1 and B2 uses to be determined through production of a Masterplan).*
- *A new public transport interchange at the railway station.*

Existing and Emerging Planning Policies

- Small retail units, linked to the redevelopment of the railway interchange.
- Approximately 400 residential units.
- Public open space, including public art.
- Car parking for occupiers/users of the site, and for the railway station.

Policy ELY 8: Station Gateway visions by area

The District Council will support proposals for individual sites which deliver development in line with the Station Gateway SPD and the vision for the area as set out in Policy ELY 7, and accord with the following site-specific visions/requirements:

Area 1: Railway station, Tesco supermarket and petrol station

This area should incorporate a new transport interchange for pedestrians, cyclists, buses and taxis at the railway station, along with associated multi-storey car parking and appropriate small-scale retail facilities. Potential for a secondary vehicular access into the station from The Dock/A142 roundabout should be explored. There is an opportunity to create a new public space / pedestrian route, across the Tesco site from the station towards the town centre, taking advantage of long distance views of the cathedral. The re-location of the Tesco supermarket would allow the area to be comprehensively re-developed. The wider site should be developed for high quality offices and some apartments, and possibly an element of leisure.

Area 2: Hanson concrete, Westmill Foods, EMG Ford

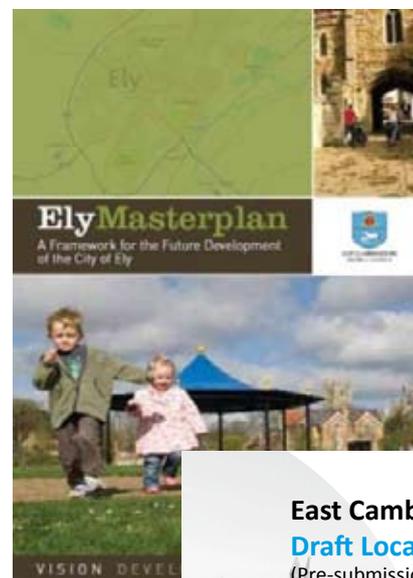
Sites in this area should be developed comprehensively for a mix of employment uses including offices - and apartments, with a strong built frontage along Angel Drove. It will be important for proposals to respect the sensitive location adjoining the County Wildlife Site. Opportunities should be taken to enhance the permeability of the area, for example with new pedestrian and cycle links to Potters Lane and the County Wildlife Site.

Area 3: Standens area

This area should be developed for a mix of uses including high quality residential development, offering views of the riverside – potentially with some office development near Station Road and the railway line. Strong pedestrian links should be provided to allow people to navigate easily between the station and the riverside/city centre. Proposals should ensure the retention and enhancement of the existing boatyard/dock area.

Area 4: Angel Drove car park

The commuter car park will be redeveloped for employment uses. Parking for commuters will be reprovided in multi-storey car parking within Area 1.



Existing and Emerging Planning Policies

3

The draft Local Plan also contains a series of more generic policies, for example, covering design, employment and environment.

3.3 Cambridgeshire Transport Plan

Cambridgeshire County Council, as Local Highways Authority, is bringing forward a proposal for the construction of an Ely Southern bypass, which will link from the A10/A142 junction across the river and railway line across to the A142 Stuntney Causeway. This would relieve the severe traffic congestion in the vicinity of the level crossing/rail underpass on Station Road, which occurs when the level crossing barriers are down and high sided vehicles which cannot use the underpass queue up at the level crossing. As rail traffic, both passenger and freight, is forecast to increase significantly in the future the amount of time the level crossing barriers are down is expected to increase, with a corresponding increase in levels of traffic congestion.

A planning application has been submitted for this new bypass and if approved, it is expected to significantly reduce traffic levels along Station Road. This will impact on the development potential for the Station Gateway, increasing the desirability of the area as a location for high quality business and residential living, raising land values and encouraging redevelopment proposals to come forward. Reduced traffic levels may also enable different treatments of highway design and traffic management to encourage a more pedestrian/cycle friendly environment to be created.

The earliest construction start date for the bypass would be 2015, with completion in 2016.

3.4 East Cambridgeshire Jobs Growth Strategy 2012

A key objective set out in the draft Local Plan is to achieve a sustainable balance between housing growth and jobs growth in the City. This is required both to enable the City to be self sustaining, and to help reduce the levels of out commuting from the area - currently some 49% of the local workforce out commute for work. Further details on this can be found in the Council's Jobs Growth Strategy 2012, see the District Council website www.eastcamb.gov.uk.

The Station Gateway can play an important role in helping to achieve this jobs growth target. Its location close to the railway station is attractive for growth businesses, and the proximity of the River Great Ouse lends itself to high quality office development, a sector which is currently under represented in the City. Previous consultancy studies and surveys have identified that such development would be attractive to the highly qualified section of the workforce, many of who currently commute to Cambridge or London.



Development Studies

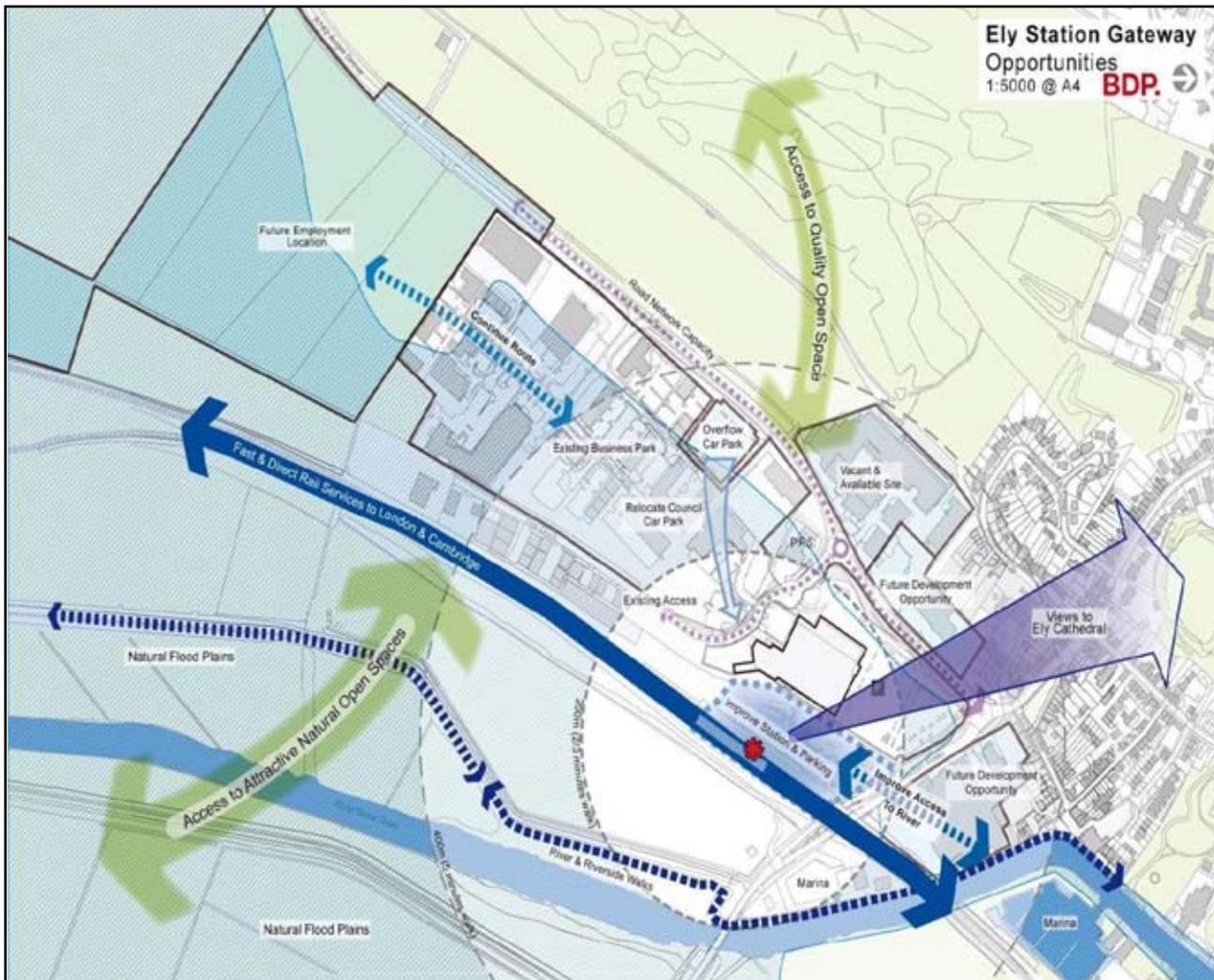
4.1 Consultation Activities

This document has been informed by a series of community consultations held in Ely on the 15th and 24th September 2012. The consultations were organised into two groups including a group of public stakeholders and private property owners in the Station Gateway area. A number of constraints and opportunities were identified and these are set out in Appendix B, and illustrated by the diagram below. Consultation has also taken place with the key landowners in the gateway.

The main issues raised during the consultation can be summarised as follows:-

- Initial gateway impressions - The area as a gateway to Ely is wholly unsuccessful in promoting the city. Arrival into the train station is greeted with a large Tesco, industrial buildings and busy traffic. Redesign of the area will create new views to the historic city centre and increased accessibility to the River Ouse, the Cathedral and city centre.
- Permeability and access to the river - On arrival at the station large industrial buildings obstruct the river from view. Pedestrians must traverse busy roads and industrial areas to gain access to the river. The public realm could be greatly enhanced with improvements to this connection, optimising the river as an amenity for the whole community and tourists.

Opportunities identified for the Ely Station Gateway during consultation workshops



4

Development Studies

Pedestrian access and desire routes - Pedestrian access between the Station Gateway area and the city centre is currently very poor as the site is surrounded by heavy traffic and lacks pedestrian friendly routes. For a successful redevelopment of the area pedestrian access must be significantly upgraded to integrate the area within the city. As part of this integration the area requires improved cycle routes, bicycle storage and parking.

- Vehicle Access and Parking - Congestion occurs frequently on Station Road when the level crossing is closed as the H.G.V's cannot use the current underpass. A resolution of this transport bottleneck is important to the success of redevelopment of the Station Gateway area. Additional easily accessible car parking will need to be provided but in a far more subtle manner than at present so as not to detract from the surrounding context.
- Heritage interests - A significant issue is that part of the site falls within the Ely Conservation Area. These areas are designated for their special architectural and historic interest. Thus, care must be taken to understand the existing

urban fabric of Ely and ensure that new development integrates well with this. The Station Gateway also forms part of the wider setting for Ely Cathedral and upgrading this area to make a positive contribution to local distinctiveness will also enhance the approach to the Cathedral.

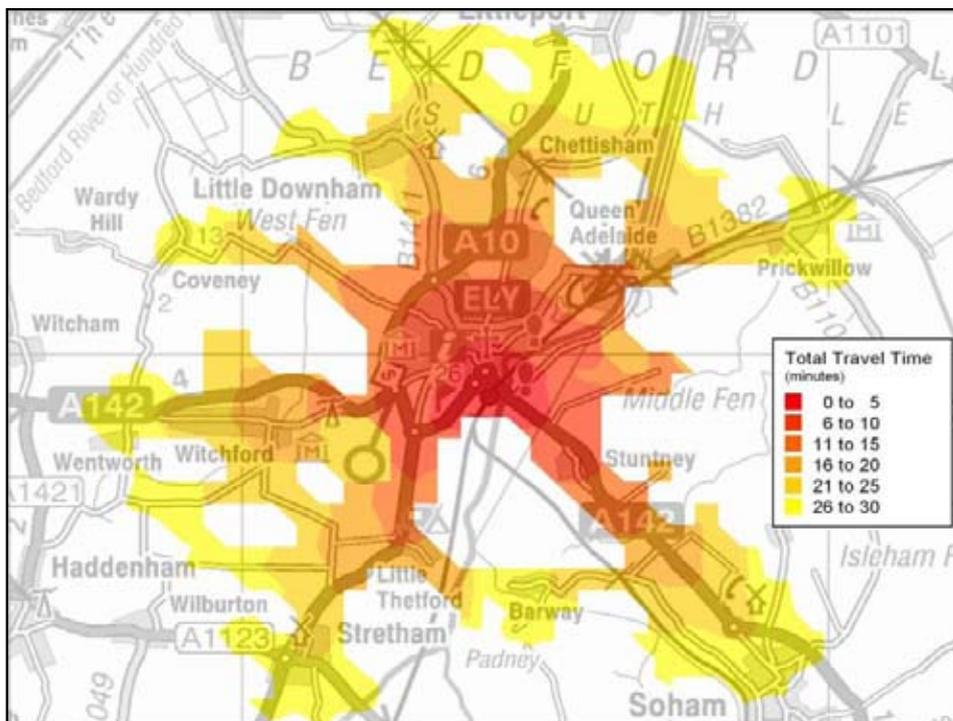
- Uncertain Phasing – The Station Gateway area has the potential to be an area of significant change but there will be many uncertainties about the phasing of individual elements of the proposals. This is due to the different ownerships of the sites, which may impact on when sites are brought forward.

4.2 Background Studies and Advice

The District Council have also obtained expert consultancy advice from Harper Downie consultants who presented a range of ideas on ways in which the Station Gateway could be developed, as well as viability advice. Harper Downie carried out a detailed study of the traditional building typologies in Ely which provides a useful reference guide for the future building styles in this area. Copies of their report can be found on the District Council

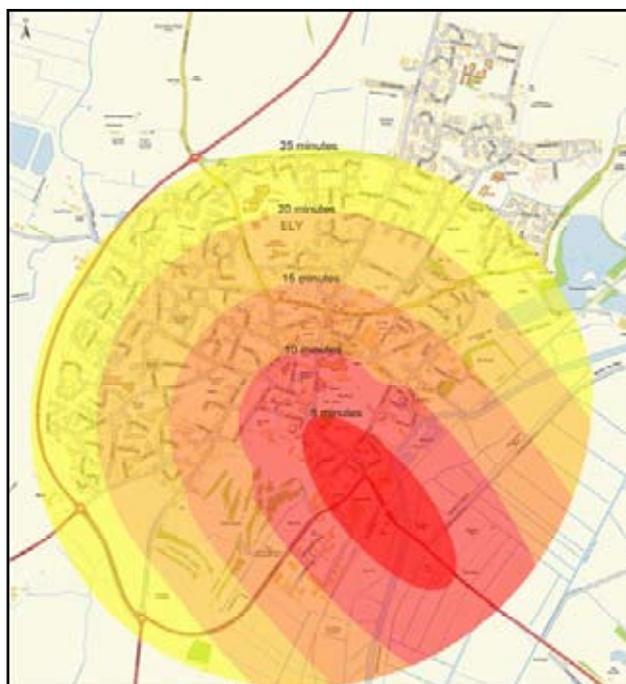
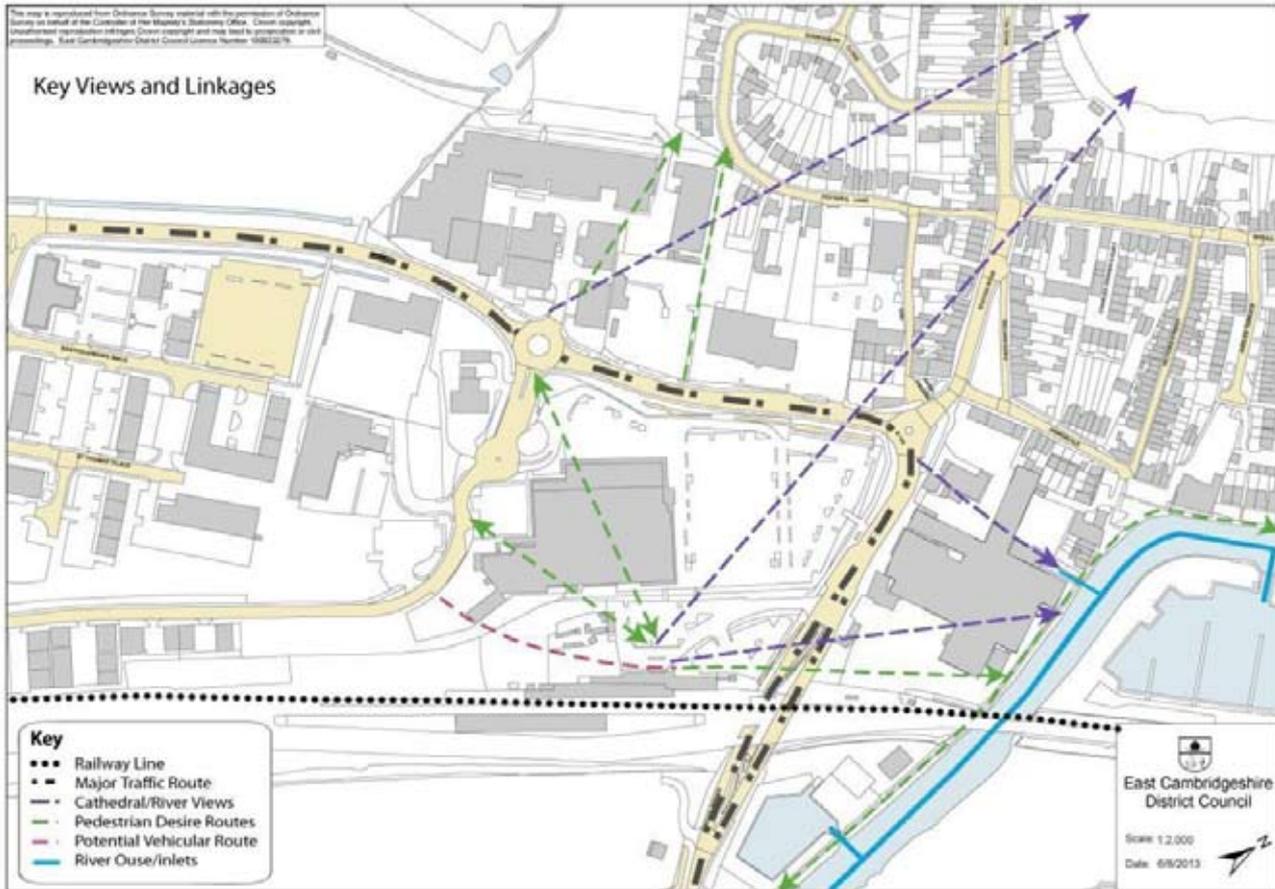
website www.eastcambs.gov.uk and they have contributed illustrations and visual graphics contained in this document. In addition, whilst not endorsing this draft document, informal 'critical friend' advice has been received from English Heritage.

The potential of Ely Station as a transport interchange – the station is within a 10 minute cycle ride of all current residential areas within the bounds of the city of Ely



Development Studies

Diagram illustrating the key views and linkages across the Ely Gateway area, highlighting the opportunities for opening up the views of the Cathedral and river



Walking times to the railway station from different parts of Ely



5

Station Gateway Masterplan Framework

5.1 Overview

The key to this project will be the production of an overall framework that portrays a vision for the entire Station Gateway area but allows individual sites to come forward separately without compromising the integrity or quality of the overall vision.

This section sets out the over-arching objectives and design principles for the whole area. Section 7 then examines the development principles for each of the four individual areas identified within the plan.

Future planning applications for any of these sites will need to demonstrate how applicants have taken account of the overall masterplan framework and design principles, and how their development proposals will contribute towards the District Council's vision and objectives for the whole Station Gateway area, as set out in this document.

5.2 Overarching Development Principles

The overarching development principles for the Station Gateway area are based on the policy vision, consultation and research work described in the previous sections of this document. They are summarised as follows:

- To develop a high quality gateway to the Cathedral City, based on a design led comprehensive redevelopment with a coherent urban form across the site.
- To provide a new urban quarter which functions as an employment hub for the city with mixed-use development including high quality offices, residential and small scale retail uses, with a minimum growth of 800 jobs and 400 housing units of various sizes.
- To direct vehicular traffic to the west of the site, enabling the creation of a more pedestrian/cycle friendly environment to the east of the site along Station Road up to Back Hill.

- To enable an expanded and efficient transport interchange, incorporating the rail station, bus services, taxis, improved car access and parking, cycling infrastructure and improved routes for pedestrians
- To improve links to the riverside and the rest of the city, creating pedestrian and cycle priority routes within and beyond the development which integrate the area with the city, look attractive and feel safe for users
- To achieve environmental upgrades, opening up and enhancing views of the Cathedral and river from the Station Gateway
- To contribute to the distinctive character of the Ely Conservation Area and successfully integrating new development into the surrounding urban fabric
- To develop a mixed use urban quarter where spaces are attractive, functional and of a comfortable 'human scale' appropriate to this fen market town, and which develops its own special character and vibrancy
- To incorporate green spaces and water elements into the development as new focal points and to reflect the green character of Ely which is so important in providing the setting for the historic Cathedral precinct
- To maximise development value through high quality design and taking advantage of the potential of views of the River Ouse and the Cathedral.

5.3 Masterplan Development Framework

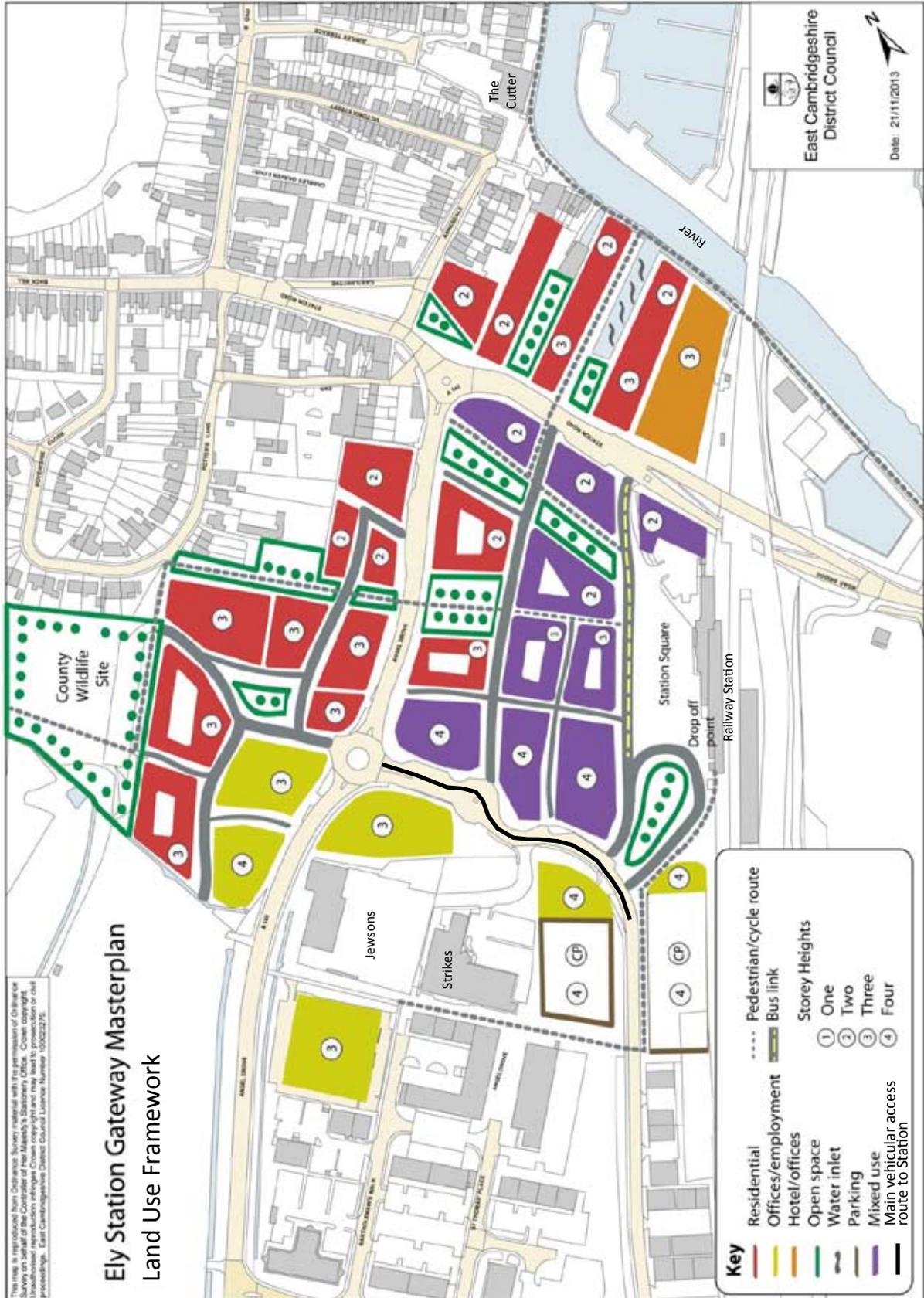
The Ely Station Gateway Masterplan shown overleaf sets out the development framework for the gateway, illustrating the principles set out in the above section.

Land Use Mix

A mix of residential and employment land uses is proposed through much of the Station Gateway area in order to strengthen the commercial viability of the

5

Station Gateway Masterplan Framework



Station Gateway Masterplan Framework

development. The Draft Local Plan Policies for the Station Gateway seek a minimum growth of:

- 800 jobs - both B1 and B2, but with a focus on high quality offices
- 400 dwellings, including apartments and town houses
- A new public transport interchange at the station
- Small scale retail units associated with station use
- Car parking for occupiers/users of the site and rail station

Initial land use budget calculations for the site indicate that these targets can be achieved, with a mix of floorspace of 57% residential, 34% commercial, 7% hotel and 2% retail, as set out in the table below. Please note this initial work will be further refined before final adoption of the Supplementary Planning Document as design solutions responding to the consultation results are worked up in further detail.

Ely Station Gateway Indicative Land Use Budget

Use	Tesco Site	Rail Station Land	North of Angel Drove	Standen's site	Total	As a % of overall total floorspace
Residential floorspace (sq m)	15,004	1,014	12,302	6,589	34,909	57%
Commercial Floorspace (sq m)	12,164	2,672	6,118	0	20,954	34%
Hotel Floorspace (sq m)	0	0	0	4,253	4,253	7%
Retail Floorspace (sq m)	993	85	0	0	1,078	2%
No of Dwellings	300	20	176	132	628	
No of jobs	1066	223	510	68	1866	

Station Gateway Masterplan Framework

Residential Elements

Ely currently has a mix of housing types and styles with some distinctive traditional brick cottages facing directly onto the street. The riverside area is characterised by 2 and 2.5 storey traditional brick terraced housing, of ‘human’ scale and interest. Densities along the riverside area are in the region of 50-75dph. The proposed development could follow this model, particularly in the vicinity of the river.

- Residential development can take the form of medium density housing, semi-detached and terraced with studio and apartment provision for retirees, singles and young professionals.
- Townhouses with private amenity space may be more appropriate on sites to the north of Angel Drove, but the gateway area is not expected to provide for high levels of 3- 4 bedroom housing.
- The development will be required to meet the Local Plan policies for housing including 30% provision of affordable housing.
- The exact nature and size of accommodation will be dependent largely on the market demands at the time of development, and how well the area responds to the regeneration programme.

Commercial Elements

Offices can be positioned to support and enhance the existing business park to the south west of the site, and there is also significant potential for ground floor office/commercial development with residential uses above. The site would be suitable for high quality, high amenity offices, a sector which is particularly under-represented in the District. The location of the site adjacent to the railway station and existing Cambridgeshire Business Park, and alongside the attractive riverside area should have particular appeal to this sector.

A limited amount of retail floorspace may be appropriate to support the new resident population and enhance amenity and convenience for rail commuters. It is not intended, however, that new retail will compete with shops in Ely’s city centre.

The masterplan identifies potential for a hotel use, potentially adjacent to the river on the current Standen site or opposite the Station building. Local consultation has identified a need for a hotel of sufficient quality to provide for both the business and tourist accommodation markets, and the proximity of the station, existing business park and riverside lend themselves to this type of use.

- Commercial development is expected to take the form of primarily high quality, high amenity offices with some small scale workspace units.
- Creating active edges of commercial use in conjunction with residential entrances at ground level along key routes would enhance street level activity, surveillance and inherent security, and contribute to the objective of creating a vibrant quarter.
- Retail uses should be small format retail spaces, geared towards specialist owner-occupier businesses such as newsagents, drycleaners and barbers/hairdressers to meet the needs of tourist travellers, commuters and local residents.
- The massing of the hotel should be limited to either 2 or 3 storeys to reflect the massing of buildings in the locality and avoid superimposing an inappropriate building type into the townscape.
- The design and layout should also enable a strong relationship with the developing hospitality zone along the riverside.

Road Layout and Transport Infrastructure

Improved road layout will enable the integration of the station gateway site within the city and the development of an effective transport interchange. The Masterplan proposes that traffic is controlled and calmed through a revised road access system to the station and road surface treatments. The balance of car parking provision and alternative transport modes is crucial in maintaining a safe, pedestrian oriented environment in the Station Gateway area. In addition to providing a formal public realm and high quality open space, the buildings around the station forecourt should be arranged to frame the view across to Ely Cathedral. Improved connections

Station Gateway Masterplan Framework

for pedestrians, cyclists and public transports users will reduce local/short-journey car use and focus the built environment on a high quality pedestrian experience.

Revised road access to the station

- Focusing vehicular traffic to the west of the site to enable the eastern area along Station Road to be more pedestrian and cyclist friendly, and improving the connection of the site with the rest of the City

Station Forecourt

- The Station forecourt should be a significant point of arrival or departure, and the masterplan indicates the creation of an open pedestrian space in front of the station entrance, allowing a safe pedestrian orientated movement area which is not conflicted with parked cars and moving vehicles and where high quality public realm can be achieved.
- Vehicle parking should be relocated to the south west of the station, located in decked or multi storey car parks. Existing station parking provision is severely under pressure, and redevelopment should seek to provide a minimum of 700 car parking spaces.

Parking

- Parking on the site should take into account the changing site levels. This allows potential provision for basement/underground parking, particularly to the west of the site.

Illustrative view – manage vehicular movement and car parking more effectively to create a small enclosed pedestrian friendly square as a station forecourt.



- Ground floor parking for apartment units may also be appropriate, as used in the Accordia development in Cambridge.
- On street parking should be avoided as far as possible to promote the pedestrian orientated character which the District Council wishes to be created on this site, particularly in Areas 1 and 3.

Pedestrian and Cycle Routes

- Segregated pedestrian and cycle routes positioned across the site so that they do not conflict with vehicles, follow the natural pedestrian desire lines towards the Cathedral and river, and also pass through a sequence of attractive green corridors and spaces connecting to the wider City.

Traffic Calming Road Treatments

- Traffic calming road treatments along Station Road and Angel Drove should be considered if the Ely Southern Bypass scheme goes ahead. The bypass will divert HGV and high volume traffic away from the area.
- Ideally both Station Road and Angel Drove should be calmed with road surface treatments and traffic management to create a more pedestrian/cycle friendly environment. However, the extent of this approach will be dependent upon the levels of traffic reduction achieved if the Southern Bypass scheme progresses

Landscaping

The landscape of Ely is distinctive for its topography and green spaces that provide an impressive setting for the cathedral. Whilst the vision for the station gateway is for a new urban quarter for the City, it should reflect Ely's green heritage as well.

- Soft landscape areas should be provided which sequence a journey from the arrival point of Ely Station through to the river, Ely Cathedral and the city centre.
- The soft landscaping should serve to define building edges and draw people through the space.
- The soft landscaping should comprise natural elements that link to the broader rural context of

5

Station Gateway Masterplan Framework

Ely, and be used to provide vistas of the Cathedral and river

- Open spaces should have a clear role and function/community role, rather than just being 'left over' areas of grassed open space
- Existing trees and shrubs on site should be retained wherever possible.

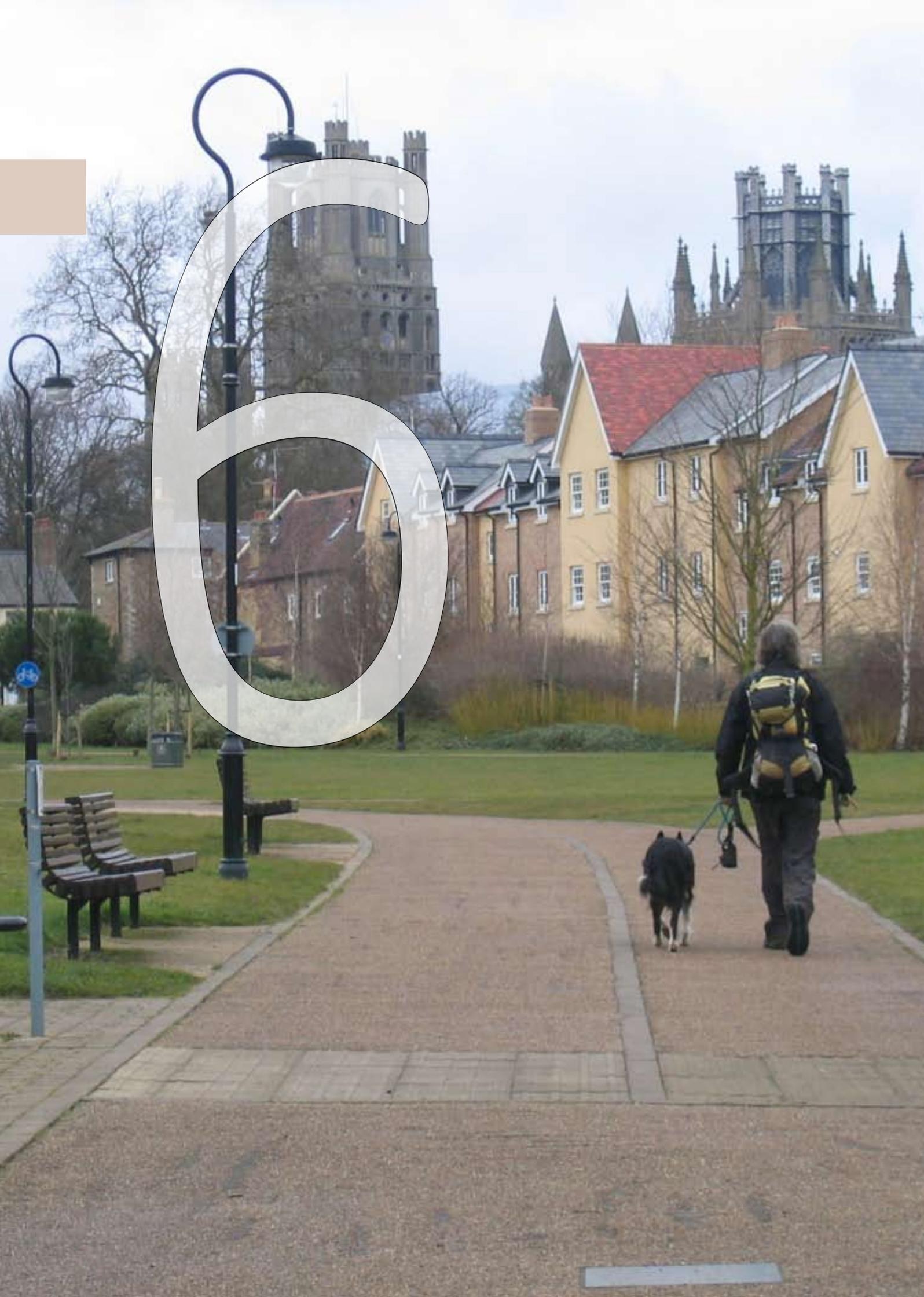
The photographs and illustrations in Section 2 further highlight features and building typologies in existing areas of Ely which can be incorporated into design of planning proposals for the gateway area. Section 6 also sets out some urban design ideas from developments elsewhere which might be relevant to this scheme.

Station Gateway Masterplan Framework

5



Approach to Station Gateway along Angel Drive



Illustrative Design Examples

The concept plan overleaf takes the land use framework and illustrates one possible interpretation of this into a more detailed layout for the Station Gateway area. The sketches in this section provide an

artist's impression of how the area could look. These are illustrative only at this stage. Other alternative design solutions are possible, and these will emerge as the development comes forward.



Illustrative sketch looking from Ely Railway Station entrance towards the Cathedral, illustrating the potential for opening up of views across to the Cathedral.

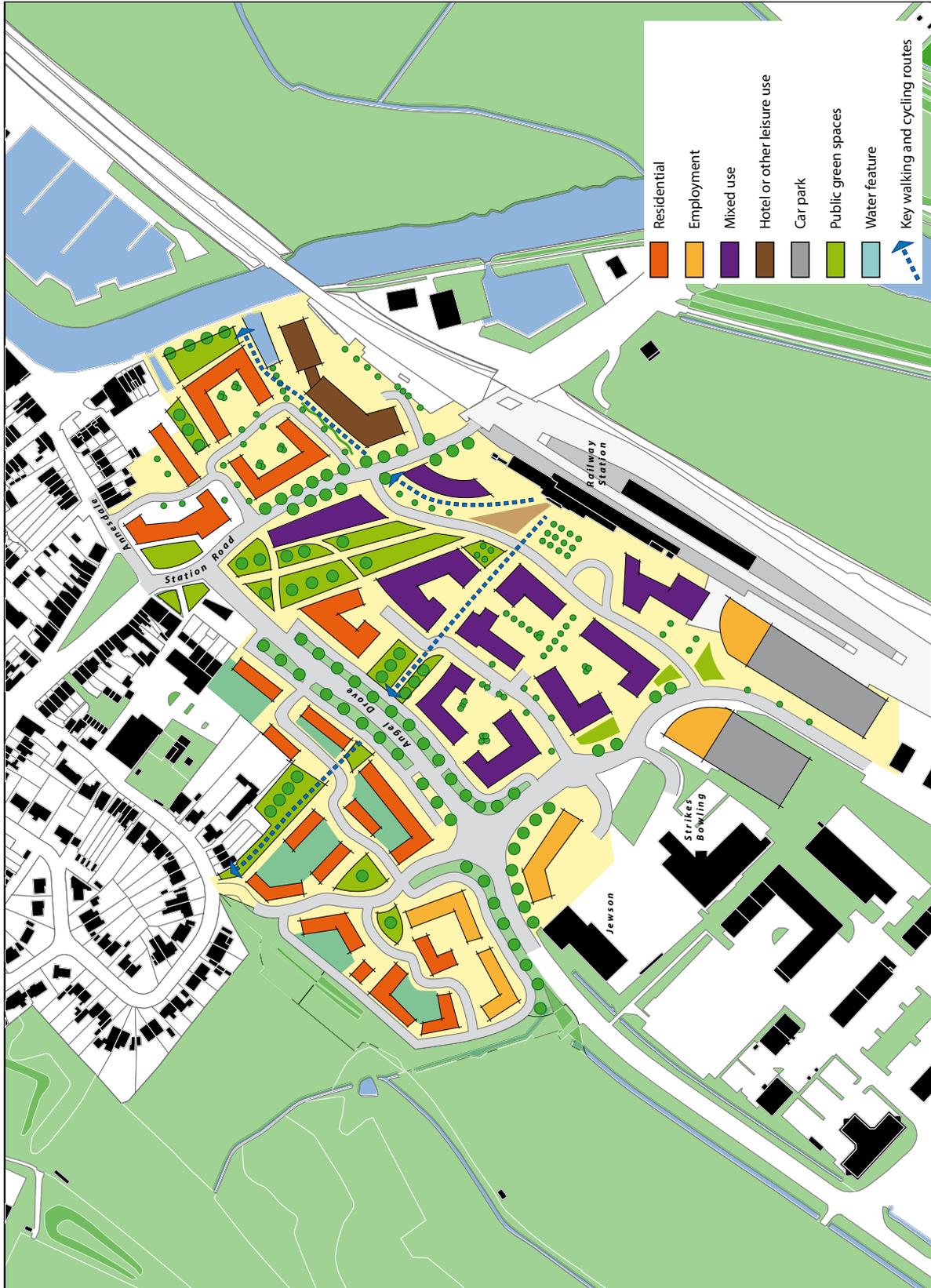


Illustrative sketch looking from Station Road into the Railway Station forecourt.

6

Illustrative Design Examples

Concept Plan



Illustrative Design Examples



Illustrative sketch looking along Angel Drive towards the Station Road roundabout.



Illustrative sketch looking from Ely Railway crossing along Station Road towards Annesdale.



Illustrative sketch looking from Annesdale/Station Road roundabout along Station Road towards the underpass.

6

Illustrative Design Examples

Block Plan



Illustrative Design Examples

The photographs in this section provide some ideas and examples of the types of design which could be incorporated into the Station Gateway development.

These are intended to be thought provoking, and to generate ideas, rather than dictate a particular requirement, but they do illustrate the type of development sought for the area. Further detail on design ideas can be found in the Harper Downie study of the Station Gateway area (See ECDC website).



Contemporary housing example that reflects human scale and interest



A water feature leading through a site and creating visual interest

6

Illustrative Design Examples



Brighton shared surface: road surface treatment slows traffic, while continuous ground level democratises the space for pedestrians, cyclists and cars



An arcade gallery between buildings – a 'moving through' space

Illustrative Design Examples



Shifting the plane of soft landscape forces the perspective for intuitive navigation



Tree with seating under canopy: spaces for visitors to orientate themselves and meeting places for locals



An example of a shared road surface – with minimal demarcation for vehicles, pedestrians and cyclists

6

Illustrative Design Examples



Avoiding homogeneity in development



Distinctive innovative building style



Building typologies showing scale and materials appropriate for Ely

Illustrative Design Examples



Innovative building design potential



An avenue of trees along a pedestrian walkway, leading pedestrians across a site

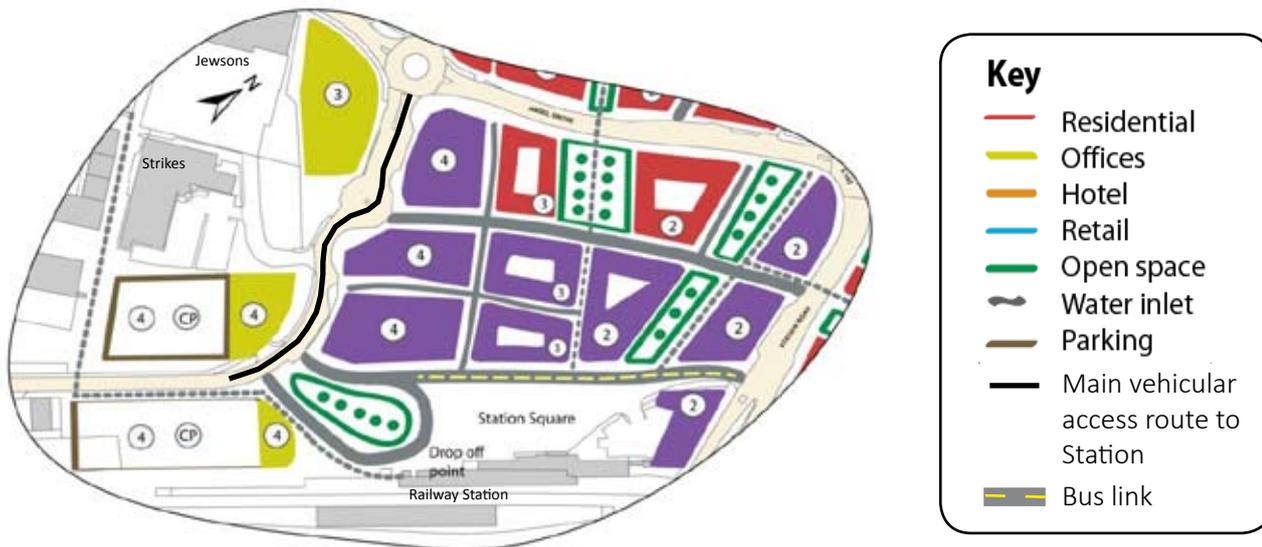


Development Considerations for Individual Site Areas

7

This section sets out the development considerations and parameters for each individual site area, indicating how the individual area should contribute to the overall Station Gateway masterplan.

7.1 Area 1 - Tesco Stores site and Railway Station



Objectives:

- a new transport interchange for pedestrians, cyclists, buses, cars and taxis at the railway station
- associated ground level and multi-storey car parking
- appropriate small-scale retail facilities linked to the Station and potentially within the Station itself.
- a new vehicular access into the Station from The Dock/Angel Drove roundabout
- provision of a direct bus and taxi access onto the Station forecourt
- consideration of traffic calming/management measures along Station Road, using different surface materials and similar to promote pedestrian priority
- new public space / pedestrian/cycle route across the Tesco site from the Station towards the town centre, taking advantage of long distance views of the Cathedral.
- high quality offices, apartments. Some leisure use could also be appropriate
- Potential hotel use.

7

Development Considerations for Individual Site Areas

Development Framework

Layout and public realm	<ul style="list-style-type: none"> • Creation of a new vehicular access to the station along The Dock from the Angel Drove roundabout. A Traffic Impact Assessment will be required to assess the impacts on the A142 and best position for the access. • Creation of a transport interchange on a new Ely Station Square on the existing Station forecourt for pedestrians, cyclists, buses, cars and taxis, with drop off points for passengers and bus stops on station forecourt. • Bus access improved through provision of a one way bus access to the station, approaching the station via the new access road, and exiting via the existing station access, with bus stops on the station forecourt. The existing vehicular access from Station Road should be reserved for use by buses and taxis only exiting the station. • Ground level and decked/multi-storey car parks to be provided to the west of the Station, providing approximately 700 spaces. • Provision of secure cycle parking facilities • Creation of a small Station Square with quality public realm to provide a visually attractive welcome to Ely for train passengers. Consideration should be given as to how the forecourt can be an active area of social space, providing a meeting point, seating areas, space for circulation. The Station Square should become a primarily pedestrian priority zone, with minimal traffic movements across it, apart from buses and taxis. • Small scale retail shops (appropriate for station users) on Station Square and along key pedestrian/cycle routes • Mixed use offices with residential apartments above located to the north of the proposed Station Square, and along Station Road • Creation of an axis linking the Station northwards to the city centre, acting as both a visual and physical link and including a central small landscaped park. • Potential for a hotel in this location. • Buildings with primarily employment uses focused towards the west of the site to create continuity with the adjoining Cambridgeshire Business Park • Pedestrian and cycle routes to be aligned across the site so that views of the Cathedral and river are opened up, in particular on the line from the Station entrance across to the Angel Drove/Station Road roundabout. • Potential for traffic calming measures on Station Road, particularly at pedestrian/cycle crossing points. • Flood Risk Assessment required in respect of sensitive uses such as residential, in accordance with Local Plan policy ENV 8 and Environmental Agency requirements
Mix of Uses	<ul style="list-style-type: none"> • An indicative floorspace mix of 50 % residential, 47% offices, 3% small scale retail. Potential for leisure use. • To include vertical land use mix with commercial uses on the ground floor with residential/apartments above.

Development Considerations for Individual Site Areas



<p>Density/ Massing</p>	<ul style="list-style-type: none"> • The difference in levels across the site means it is capable of accommodating higher storey development, subject to safeguarding views of the Cathedral from the Station. 3-4 storey buildings can be located to the west of the site, making the most of views across to the Cathedral, but this must be reduced to 2 storey towards the east, which is more sensitive in terms of townscape. • Frontage development required on Station Road, up to 2 storeys to reflect domestic scale of other buildings in locality • Development will need to respect the scale of the existing Station building and complement this. • Potential for higher density development to the west of this area. Elsewhere medium density. Consideration of ground floor parking to reduce impact of cars on townscape. • Distinctive landmark buildings or features should be considered for the station square, facing onto the station frontage and at visually important focal points.
<p>Design</p>	<ul style="list-style-type: none"> • Opportunity for distinctive contemporary building styles, but reflecting the palette of materials and features which are found in Ely. More domestic scale required fronting onto Station Road. • A varied roofscape to reflect local character. • Good pedestrian permeability through the site. • Green spaces should be irregular and informal, reflecting similar spaces elsewhere in Ely. Existing trees on station forecourt and along Station Road boundary to be retained. IN particular the existing lime tree on the station forecourt should be retained, allowing suitable space for the lime tree in accordance with BS 5837:2012 within any future design and layout for the area. • The Station is a locally significant building within a Conservation Area and should be retained or sympathetically altered. • Layout of the scheme designed to maximise views of the Cathedral from the site and draw pedestrians and cyclists through the site between the Station and the roundabout at Station Road. • Layout of the scheme designed to maximise views of the Great River Ouse from the site

Development Considerations for Individual Site Areas

7.2 Area 2 –Westmill Foods, Tyre Company, Hanson Concrete, EMG Ford



Objectives:

- a mix of employment uses including offices, apartments and houses
- a strong built frontage along Angel Drove
- potential for landmark building or feature on the approach from the west along Angel Drove
- respect the sensitive location adjoining the County Wildlife Site, and seek to enhance its value as open space for local people
- enhance the permeability of the area, for example with new pedestrian and cycle links to Potters Lane and the County Wildlife Site.

Development Considerations for Individual Site Areas

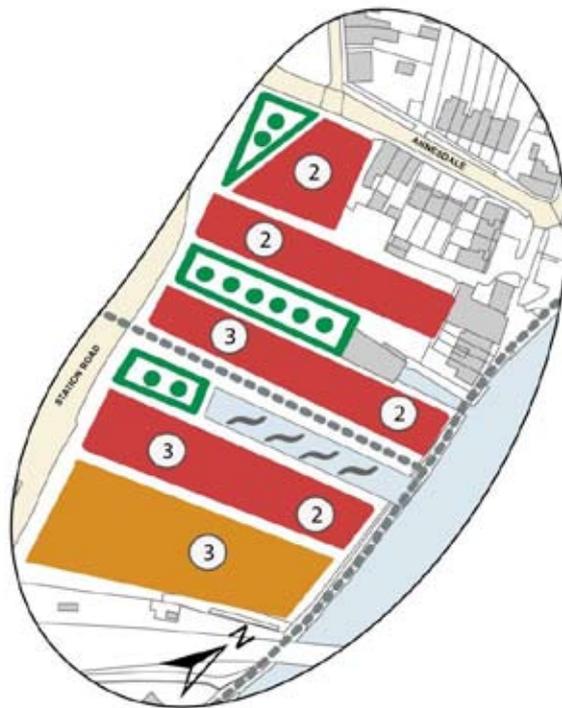
7

Development Framework

Layout and public realm	<ul style="list-style-type: none"> Organised around central irregular shaped green spaces and an axis which provides visual connection to the Cathedral. Good permeability through site for pedestrians and cyclists to provide access to Potter Lane and County wildlife site. A high level of green space, tree planting and landscaping to reflect and enhance the existing green character of Ely as the land rises up to frame the Cathedral. Vehicular, cycle and pedestrian links through Westmill Foods site to the Hanson Concrete site and the Tyre, Exhaust and Battery Company site. Two access points onto Angel Drove only, from the existing Tesco roundabout, and for the EMG site, in order to minimise junctions and potential conflict with traffic on Angel Drove The footpaths passing through the north of the site should be retained and upgraded A Traffic Impact Assessment required to assess impact at junction arrangements and on the A142. Retention of the County Wildlife space as an area of green space and biodiversity. The County Wildlife Site was reassessed by the Wildlife Trust in August 2013 and they continue to recommend the County Wildlife status is maintained. They also recommend that efforts are made to secure positive management to enhance the site for wildlife. This could potentially be combined with recognising its open space value for local people. Potential contamination issues on the site will need to be addressed in accordance with draft Local Plan Policy ENV9.
Mix of Uses	<ul style="list-style-type: none"> Mixed use building blocks with ground floor office/business uses, apartments over on Angel Drove frontage High quality town houses to rear of site facing onto County Wildlife site, and Potters Lane An indicative floorspace mix of 67% residential and 33% offices/employment uses.
Density/Massing	<ul style="list-style-type: none"> 2 and 3 storey development with 2 storey adjacent to Potter's Lane to create an urban fade out. Medium density residential development, with on plot or basement parking as appropriate.
Design	<ul style="list-style-type: none"> Opportunity for a locally distinctive building or landmark feature on frontage of Angel Drove to signal start of 'gateway' from the A142 western approach, and act as a navigation feature. Existing trees on the northern and western boundary should be retained where possible. Views of the Cathedral to be protected and enhanced through good layout and design. Views of the Cathedral to be enhanced through additional planting on the eastern side of the County Wildlife Site. Good design/landscaping on the western boundary. Scheme to be sensitively designed to take account of its location on the edge of the Ely Conservation Area, with more domestic scale development up to 2 storey in height to the east of the site

Development Considerations for Individual Site Areas

7.3 Area 3 – Standen’s Area



Key	
—	Residential
—	Offices
—	Hotel
—	Retail
—	Open space
	Water inlet
—	Parking

Objectives:

- A mix of uses including high quality residential and office development offering views of the riverside, possibly with an element of leisure and/or hotel.
- Strong pedestrian and cycle links to allow people to navigate easily between the station and the riverside/city centre.
- Retention and enhancement of the existing boatyard/dock area.
- Potential for introduction of new water features – bringing the river ‘closer’ to the station
- Introduction of ‘domestic’ scale development to continue the existing grain of development along this part of the River Great Ouse
- Consideration of traffic calming/management measures along Station Road, using different surface materials and similar to promote pedestrian priority

Development Considerations for Individual Site Areas

7

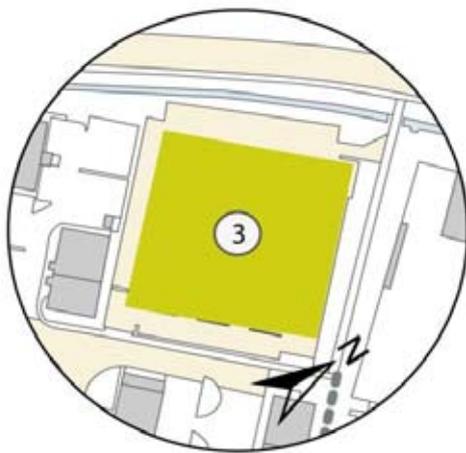
Development Framework

Layout and Public Realm	<ul style="list-style-type: none"> • Linear development down to the river frontage, aligned to maximise views of river from Station Road and allow pedestrian permeability • Served by small residential lanes, informal streets allowing vehicular access, but with shared surface principles and surface materials that indicate a change of rules and slow down traffic • Accesses to the site to be taken off Station Road • A Traffic Impact Assessment will be needed to assess impacts on the A142. • Scheme to be designed to maximise the benefits of its riverside location, with a 'view corridor' incorporating open space and a pedestrian and cycle link between Station Road and the riverside. • Scheme to be designed to take account of potential noise from adjacent railway line. • Opportunity to open up the existing dock and create additional water canal(s) overlooked by adjoining buildings and providing new leisure/moorings area. • Wide pedestrian/cycle path adjacent to the river • Potential footbridge link to the Marina • Any contamination of the site will need to be dealt with in accordance with draft Local Plan Policy ENV 9 • A part of the site is in an area of flood risk, and a Flood Risk Assessment will be needed, in accordance with draft Local Plan Policy ENV8 and Environment Agency requirements
Mix of Uses	<ul style="list-style-type: none"> • Predominantly residential town houses and apartment blocks. • Potential for mixed use on the ground floor/live work/studio arrangements. • Opportunity for a hotel adjacent to the river, or alternatively for high amenity offices. • Indicative mix of 61% residential and 39% hotel and/or offices.
Density/Massing	<ul style="list-style-type: none"> • Mainly medium density development, similar to other residential areas along the river front • Primarily 2-3 storey development, but with lower building heights alongside the river to reflect character of the existing river frontage,
Design	<ul style="list-style-type: none"> • Important for this area to reflect the grain and fabric of the existing riverside area with domestic scale development. • Scheme needs to be sensitively designed to take account of its location in the Ely Conservation Area. • Opportunity for a landmark building or feature on frontage to signal start of 'gateway' from the A142 southern approach, and on junction with Annesdale and Station Road • Parking integrated into buildings and on street parking avoided

7

Development Considerations for Individual Site Areas

7.4 Area 4 – Angel Drove Car Park



Key

- Residential
- Offices
- Hotel
- Retail
- Open space
- Water inlet
- Parking

Objectives:

- In the short/medium term retain as car parking
- In the longer term consider redevelopment for employment uses
- Retain and upgrade existing pedestrian link to Angel Drove

Development Framework

Layout and public realm	<ul style="list-style-type: none"> • Frontage development to Angel Drove, with car parking to the rear • Use of existing access from Bartholemew’s Walk • Part of the site lies in an area of high flood risk, and a Flood Risk Assessment will be needed in accordance with draft Local Plan policy ENV8 and Environment Agency guidelines
Mix of Uses	<ul style="list-style-type: none"> • Short term – retain as car parking • Longer term – 100% employment use, subject to car parking being relocated closer to the station
Density/Massing	<ul style="list-style-type: none"> • 2-3 storey employment use
Design	<ul style="list-style-type: none"> • Opportunity for a signature contemporary building which contributes to the character of this high amenity business park

Development Considerations for Individual Site Areas

7

Angel Drove Car Park - existing





Implementation and Delivery

8.1 Delivery Mechanisms

The Station Gateway is in a variety of different land ownerships, and has differing operational functions across the various sites. This means that development will be reliant primarily on the actions of the private sector, as guided by East Cambridgeshire District Council's planning policy.

The District Council has a limited land holding in this area, owning only the car park on Angel Drive. The District Council has the option of compulsory purchase powers but these are normally only used to assist land assembly where essential to enable development to come forward. The District Council's role will therefore be primarily through the planning system, with this Supplementary Planning Document providing the framework within which individual applications can come forward.

8.2 Ely Southern Bypass

The proposal for the Ely Southern Bypass also has implications on the development potential of the Station Gateway area. A planning application for this bypass has been submitted by Cambridgeshire County Council as Local Highway Authority, and is currently (December 2013) being assessed. The earliest date work on this bypass might commence is 2015, subject to necessary planning consents being obtained.

The Ely Southern Bypass would impact on the Station Gateway Masterplan in three ways:

- The station gateway currently suffers from severe traffic congestion on Station Road in the vicinity of the level crossing. The construction of the Southern Bypass will significantly reduce traffic flows, in particular HGV's, on Station Road easing congestion in the area
- Reduced traffic congestion would improve the desirability and physical deliverability within the Station Gateway area as a location for high quality business occupation and residential living. This may raise land values in the area and encourage redevelopment to take place sooner
- The reduced traffic levels would also facilitate more extensive treatment to Station Road and enable it to become a much more pedestrian friendly area and to reconnect with the urban fabric of the wider city – a key objective in this masterplan

If the Ely Southern Bypass does not go ahead, this masterplan can still be implemented, but much of the potential environmental and economic benefits of the scheme would not be fully realised. Whilst relocation of the Tesco store would enable station traffic to be directed towards the west of the site, the congestion caused by the A142 traffic, railway crossing and underpass system would continue, resulting in traffic queues across the heart of the site. With the forecast increase in rail traffic, and the increased down time of the level crossing barrier, this problem can only become more severe in the future.

8.3 Site Availability

There are already indications that some of the private owners of the key Station Gateway sites are interested in redevelopment of their sites.

A key site in Area 1 is the Tesco Store and car park. Healey Investments Ltd have submitted a planning application to relocate the current Tesco store to the proposed Octagon Business Park at the far end of Angel Drive. There are challenging planning considerations in respect of this application, in particular the impact of this on the retail vitality of the existing City Centre, but it would also be a major driver in the implementation of the Station Gateway vision. The District Council will wish to reach an agreement with the applicants regarding the use, type of development and timing of redevelopment on the existing Tesco site.

The Station Forecourt is also a key site in Area 1. Greater Anglia, the current lessees of the site, are known to have concerns that the current layout of the forecourt does not meet their operational requirements, particularly as passenger usage of the Railway Station has significantly expanded in recent years. They have attended the consultation

8

Implementation and Delivery

workshops on the Station Gateway proposals and advised the Council on their likely requirements.

The land owners of the former Westmill Foods site, which is a significant part of Area 2, are currently promoting the site for alternative uses, and are keen to put forward proposals for their site. They have also been involved in discussions with the District Council and have attended the consultation workshops.

Standen Engineering, in Area 3 east of Station Road, are understood to be willing to consider relocation options, although at present they have no specific short or long term plans or proposals for this. They would require relocation of their manufacturing facility to another site close to Ely, and continuity of their business operation during any move would be crucial.

Other sites in Area 3 could be more challenging to bring forward. The Hanson Concrete works have significant capital investment in their site, and any relocation would have significant cost implications. The concrete plant however, is unsightly, and its presence will impact on the land values which can be achieved on adjoining sites. Lidl won a planning application on appeal in early 2013 to reuse the existing EMG building for comparison retail, a use which does not fit well with the Station Gateway vision. The District Council would encourage these land owners to work together with the adjoining land owners to investigate the potential for a comprehensive scheme across their sites.

8.4 Market Conditions

The District Council commissioned Dixon Searle Consultants to assess the viability of the proposals contained in this document. Their initial advice indicates that elements of the scheme will be viable, but that office elements have a poor relationship between development values and costs. The balance between the different land uses in future planning applications will be crucial. Further work is currently being carried out in respect of demand/market capacity to help inform more detailed planning guidance.

8.5 Indicative Development Programme

Based on current information about deliverability, site availability and market conditions, it is anticipated that the following development programme may take place. This is a broad estimate of potential stages, and it is not intended as a phasing plan.

Stage 1

- Extension of land to the south of Angel Drove/ Cambridge Business Park – construction of a new Tesco supermarket, associated facilities and car parking in conjunction with other business uses, subject to planning permission being obtained.
- Former Westmill Foods site north of Angel Drove – high quality residential with office/business uses fronting Angel Drove.

Stage 2

- The Tesco site – a mixed-use development comprising; offices, residential and small scale retail to support offices and station.
- Station site – improvements to the Station, including new bus/taxi interchange and improved car and cycle parking.
- Council's car park site – offices and business use

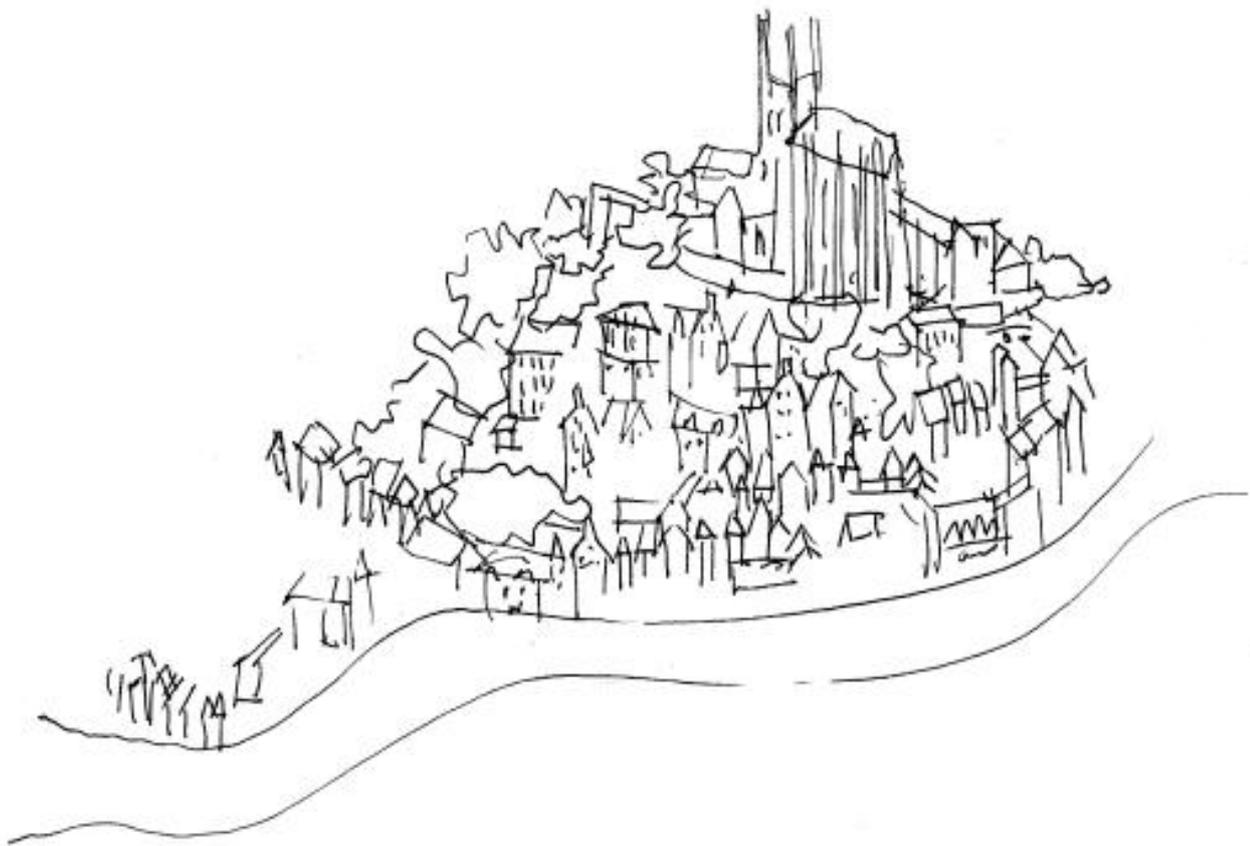
Stage 3

- Standen's site – high quality residential, hotel/office/mixed use, subject to satisfactory relocation of existing business
- Hanson Concrete Works and EMG sites – residential with office/business use on the frontage subject to satisfactory relocation of existing business and site remediation measures.

Implementation and Delivery

8

Ely Station Gateway - a world class gateway to the Isle of Ely



Appendix A – Existing Planning Policies

Core Strategy DPD 2009 – Spatial Vision and Objectives

2.3.5 Ely will continue to be a thriving historic city, and the main market town in East Cambridgeshire. It will provide employment, retailing and other services to a wide catchment area, and a larger resident population of the town. Its role as a tourist centre will have strengthened, with increased numbers of visitors attracted to the cathedral and an enhanced riverside and station gateway area. The town centre will have been improved and expanded by exploiting opportunities for retail development, and improved sports facilities will have been provided. Significant new housing development will function as part of the town and be well connected by pedestrian and cycle links. Growth will be accompanied by investment in employment opportunities, new educational and health facilities, a new Country Park, and major improvements to the A142 between Angel Drove and the Stuntney Causeway. Development will be provided without compromising the sensitive historical landscape setting of the city and the cathedral, or its built heritage. The special character and important wildlife and recreational value of the river and Roswell Pits area will have been protected and enhanced.

2.5.1.6 Projected increase in rail traffic through Ely is likely to lead to increasing congestion around the A142 level crossing to the north of Ely station. This will have environmental and road safety impacts on the local road network and will cause increased severance between the station area and the city centre. Significant numbers of bridge strikes and level crossing barrier strikes currently impact on the delivery and cost of both passenger and freight services. Major improvements to the road are needed, and any project will need to deliver the following:

- To support the delivery of increased levels of freight and passenger rail services.
- To relieve increased congestion on the A142 Station Road/Stuntney Causeway in the vicinity of the railway as a result of the above and of increased development traffic.
- To support Network Rail in improving the reliability of rail services by reducing or removing the possibility of bridge and level crossing strikes.
- To maintain the ability of the A142 as part of the Primary Road Network to facilitate the movement of all traffic, and avoid the need for HGV traffic to utilise other less suitable routes.
- To minimise the impact on the natural environment
- To minimise the impact on the landscape and setting of Ely and its cathedral, including quintessential views as identified in the Ely Environmental Capacity Study (2001)

2.5.1.7 The following further aims will be incorporated in any design scheme:

- To improve walking and cycling routes between the city centre and the rail station
- To help facilitate the provision of high quality public transport links to the rail station
- To make the station area an attractive gateway for Ely by removing the negative environmental and visual aspects of the current situation.

2.5.1 Policy CS9 Ely

- Major improvements to the A142 between Angel Drove and Stuntney Causeway to relieve congestion, improve road safety and to provide improved walking, cycling and public transport links between Ely rail station and town centre, while at the same time protecting the setting of Ely and its cathedral.

Appendix A –Existing Planning Policies

Ely Masterplan 2010

Long Term Vision 2021 –31 proposes major growth developments including the Southern Link Road and more significant housing growth. Other proposals include:

11. Riverside and Station Gateway

Regeneration for housing, employment, transport interchange facilities, improved pedestrian links to town centre and possible hotel.

12. Station Gateway Business Hub

For high amenity office accommodation and mixed uses.

13. Enhanced Railway Services

In partnership with rail authorities.

14. Angel Drove Boulevard

Streetscape improvements following completion of the Southern Link Road, to enhance this entrance to the City.

15. Angel Drove Commercial Park

For bulky goods retail showrooms.

16. Southern Link Road

Diverting through traffic away from the Station Gateway. Alternative options and route alignments to be investigated.

Appendix B –Public Consultation Feedback

Constraints

Heritage	There are a number of listed buildings to the north of the area along Castelhythe, but none within the proposed redevelopment area. The area is currently occupied by Standen's and the Railway Station both within the Ely Conservation Area and proposals will need to respect this. Development in this location will need to be very sensitive to long term views of the Cathedral.
Transport & Access	Delivery of the transport aspirations for the Station Gateway area will be dependent upon progression of the proposed Ely Southern Bypass. This proposal for a bypass will significantly reduce the amount of traffic in the Station Gateway area, in particular HGV's. Cambridgeshire County Council intend to submit a planning application for the Southern Ely bypass in 2013, with the earliest commencement date expected to be 2015. There has been a longstanding aspiration for a full station interchange – currently no buses can access the station forecourt, although there is a bus stop on Station Road outside Tesco, and on Angel Drove by the Tesco roundabout. The station has some cycle racks – both on the platform (60) and on the forecourt (10) but there are no commuter cycleways to the station. Access to and from the station by vehicle, cycles or as a pedestrian is very poor due to the proximity of the station entrance to the underpass and railway crossing.
Flood Risk	The majority of the proposed development area is within the floodplain of the River Great Ouse and is at high flood risk. Much of the area is also thought to be susceptible to surface water flooding. A site specific Flood Risk Assessment will be required during the planning stages to guide development suitability. The Environment Agency is currently updating their flood maps for this area and revised details are expected in Spring 2013.
Biodiversity	This is an area of moderate/high environmental sensitivity. The Great Ouse County Wildlife Site, comprising the River Great Ouse and its marginal vegetation, borders the area around Standen's. There is another County Wildlife Site adjoining to the north of the cleared Westmill Foods site, and the Ely Pits and Meadows Site of Special Scientific Interest is within 550m of the proposed development area. Development should preserve or enhance these nature conservation sites.
Noise	Noise from passing trains will be a constraint, particularly for residential development close to the rail line.
Car Parking	Car parking is currently available at Ely Station (121 spaces, charged), Tesco (550 spaces, free, time limited) and the Council Car Park on Cambridgeshire Business Park (203 spaces, charged). The station car park is at capacity before 7am on most weekdays. A 2011 rail user survey (Ely Railway station Interchange Study) indicated that some 34.6% of users walk to the station, 23.2% drive, 16.9% cycle, 11.8% are dropped off, 1.8% bus, 1.5% taxi and 0.7% motorbike/scooter. The rest change trains at the station.
Existing Land Ownerships	The site is currently in a series of different ownerships and will either require consolidation in order to bring forward regeneration proposals, or the development framework designed in such a way that individual sites can be developed separately.

Appendix B –Public Consultation Feedback

Opportunities

Employment Hub	To develop the gateway area as an employment hub with high amenity and high quality office buildings. Mixed uses can be considered for the area, if this assists viability, but it should be noted that the District Council will wish to increase existing levels of employment, wherever possible, in accordance with its employment policies – Core Strategy DPD Policy EC1 and emerging Draft Local Policies EMP1, ELY7 and ELY8.
Public Realm	Deliver attractive new public areas, public realm and green spaces with openings and views to the Cathedral and to the river. Increase the link with Ely’s extensive existing green pathways and open space network, with easy and safe pedestrian and cycling access. To potentially create public space adjoining the River Ouse which could be an amenity for the whole community
Design	To blend the development with Ely’s existing urban fabric, to create high quality, attractive and intricate places of interesting architecture and to create new views of the Cathedral and of the river. To provide landmark buildings and features at appropriate points in the gateway
Transport Interchange	To enable the Ely Station to develop as a transport interchange, with provision for taxis, car parking, bus services which access the station forecourt, cycling and walking facilities. Opportunities will need to be explored which provide for much more subtle treatment than the current mass of surface car parking, including potential multi storey facilities, provided that these respect the views across to the Cathedral from south of the Station Gateway area. Opportunities will also need to be considered to relocate the station access.
Cycling and Footpaths	To increase pedestrian and cycling permeability across the area and increased accessibility to the River Ouse and the Cathedral and town centre. To help to reduce traffic in the Station Road area of the gateway, making it a much more pedestrian/ cyclist friendly environment.
Land Values	To maximise the value of the individual sites and associated buildings by encouraging a mix of uses on each site and orientating buildings to incorporate views of the Cathedral and river from the new buildings where possible.

Language Translation

Documents prepared by the District Council can be translated. Requests for the translation of policy documents can be made at the Council's main reception. A language line is available for short documents and enquiries. There is no charge for this service.

East Cambridgeshire District Council
The Grange
Nutholt lane
Ely
Cambridgeshire
CB7 4EE

Telephone: 01353 665555

Email: customerservices@eastcambs.gov.uk

www.eastcambs.gov.uk

East Cambridgeshire District Council would like to acknowledge Harper Downie in respect of artwork and photography contained in this document and Huntingdonshire District Council for providing urban design support.