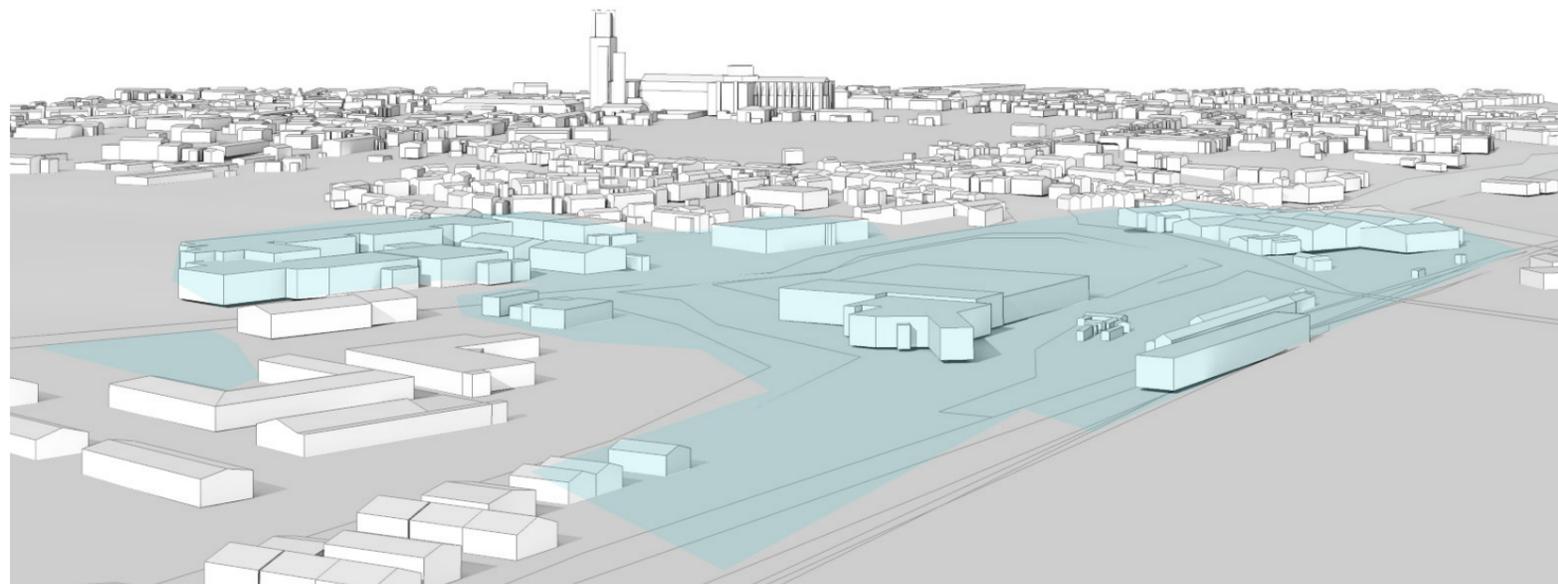


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4.0 Masterplan Opportunities and
Constraints



view north to the Cathedral

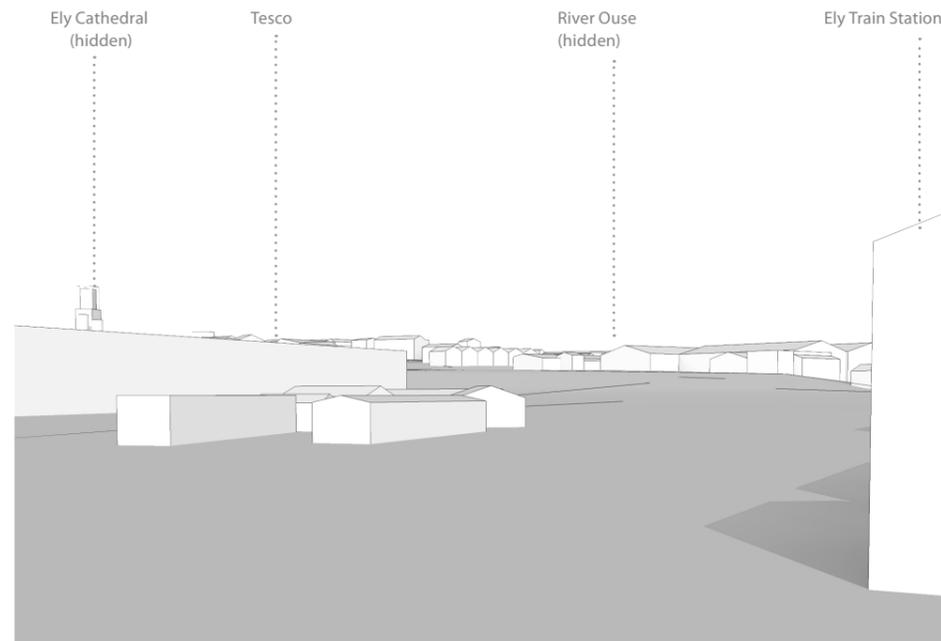
4.0 Masterplan Opportunities and Constraints

Design Brief : Opportunities and Constraints

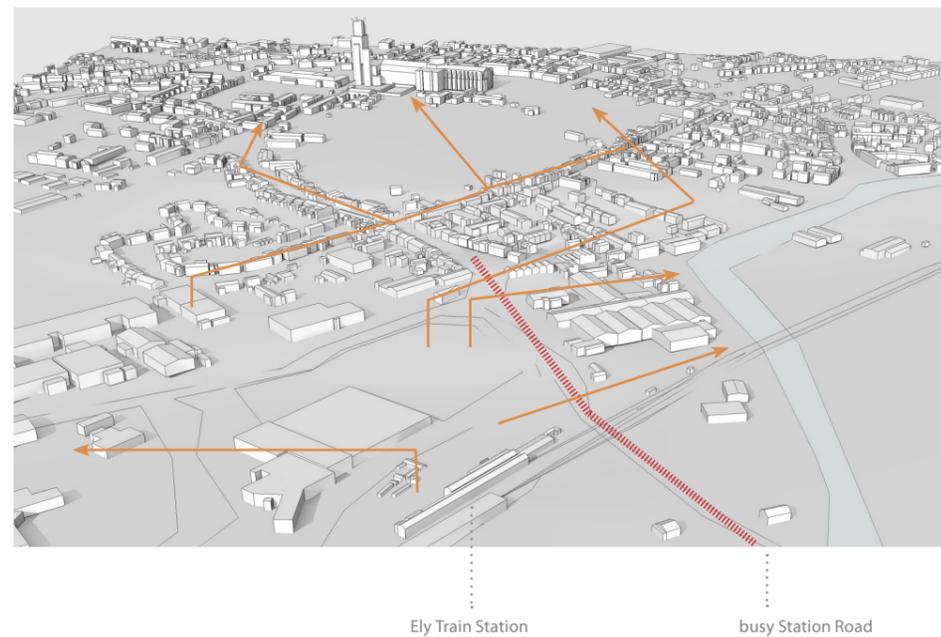
The brief is to develop the Station Gateway Site to deliver attractive new public areas and green spaces with openings and views to the Cathedral and to the river. Increasing the link with Ely's extensive existing green pathways and open space network, with easy and safe pedestrian and cycling access.

Mixed use quality development will be proposed where appropriate, comprising of new residential and office/business quarters, leisure, cafe/restaurants, small shop/service active ground floor uses, hotel and other uses. The brief aims to create the most high quality, inspiring and innovative designs fitting of new vibrant, attractive and intricate places of interesting architecture. These must "tie into" Ely's best fabric and townscape via layout and grain, but will also look to the future to celebrate and reflect Ely's success as a prosperous city.

There are important design parameters to take into account, as well as financial feasibility constraints, and Stage II which will follow the final conclusions of Stage I will examine how best to achieve proposed uses and buildings while raising the necessary value for this to happen and which will not intrude, but organically link, into the character of Ely and views of the Cathedral.



View north-east from Station entrance attempting to get view of River Ouse and Cathedral rather than blank Tesco wall

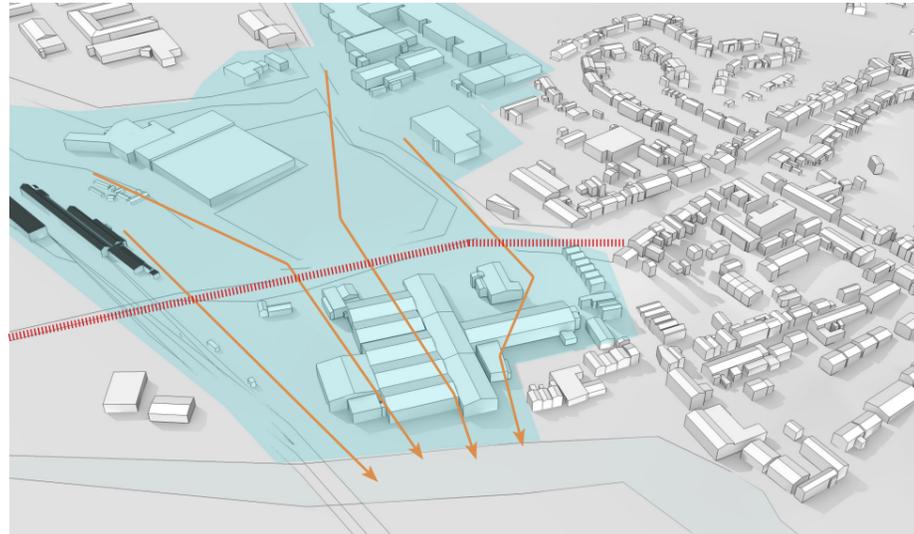


Initial Impressions

The site as gateway to Ely is wholly unsuccessful in promoting the city. Arrival into the train station is greeted with a large Tesco, industrial units and busy traffic. Redesign of the site will create views and increased accessibility to the River Ouse and Cathedral.

Pedestrian Access

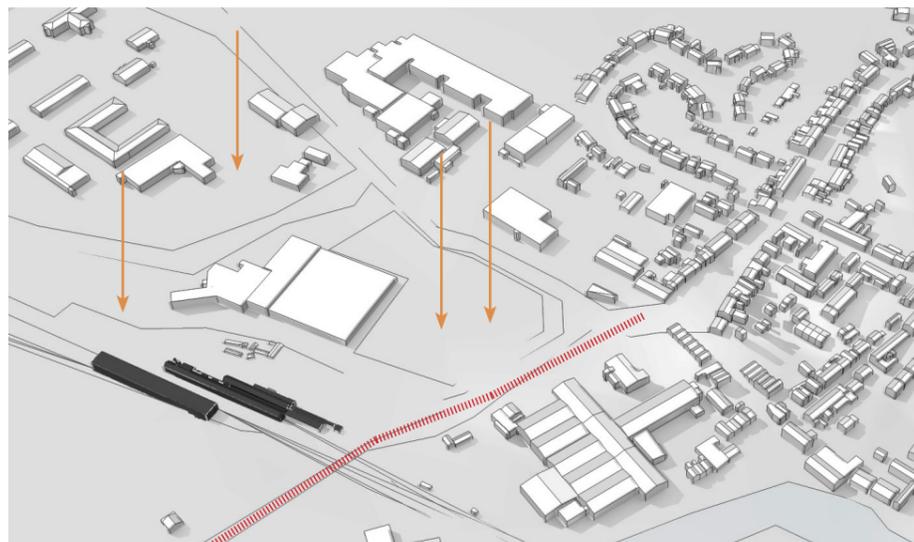
Pedestrian access from Station to city is currently very poor. Roads are congested, paths are narrow and unattractive. There is potential for new pedestrian routes from Station to the river and up a quieter road to Broad Street bringing one to High Street or Market Street. Or in the case of tourists, attract them to the river and then ease a route towards the Cathedral and Palace Gardens.



Permeability and Access to the River

The permeability of the site will be increased providing a more publicly accessible edge to the site, allowing it to extend itself onto the banks of the River Ouse.

Create an enhanced public realm and access via Station Road. New flexible and usable public spaces that address the Ouse as an amenity for the whole community.



Vehicle Access and Parking

Vehicle access to the site through Station Road will need to be reconsidered due to the predominance of congestion. The level crossing will be upgraded to improve traffic flow.

Parking will be accommodated for in a more subtle way than is now apparent, possibly underground.

Site Constraints

An analysis of the site conditions outlined identified a number of important constraints which need to be addressed in order to achieve a successful design proposal. These are ;

Quality of Living

Establishing a desirable mixed-use environment where amenities available to the existing local community are improved by the new development.

Massing

Developing a series of building forms that respect and enhance the surrounding context. Delivery of an appropriate building typology that complements and enhances the surrounding neighbourhood.

Permeability

Providing a network of new routes through to the River Ouse and Cherry Hill in order to promote the enjoyment and use of the river and park, without compromising residential security and privacy.

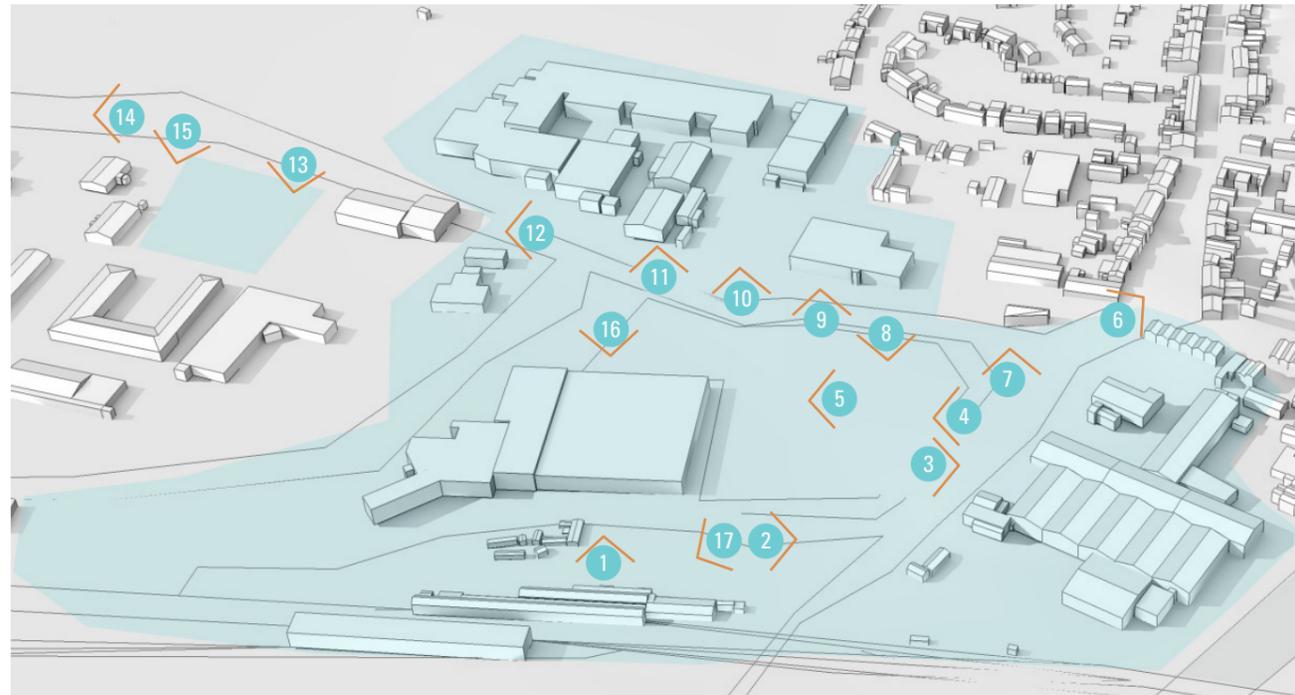
Transport

Developing a holistic transport strategy that seeks to limit reliance on car journeys through the implementation of modern services, electric charge points, car club facilities and secure spaces for both residential and local workers or visitors.

Design

Maximising residential value through high quality design that maximises the number of units that benefit from river and Cathedral views, sunlight whilst incorporating public and private amenity space.

4.1 Existing Site in Detail



views of existing site



1
view onto train car park from station



2
view onto Station Road from the station



3
Standen Engineering, Station Road



4
view into Tesco carpark from Station Road



5
view into Tesco main entrance and car park



6
view up Station Road to
Castlehythe Green



7
aggressive railings and long blank brick wall



8
view into Tesco carpark from Angel Drove



9
EMG Ford Motor Group, Angel Drove



10
Premix Concrete, Angel Drove



11
Ely Tyre Services, Angel Drove



12
Jewson, Angel Drove just outside the site
boundary line



13
carpark on Angel Drove



14
further out Angel Drove towards Business Park
entrance



15
King's View Park looking onto the car park site



16
northern view of Tesco



17
Ely Train Station, from the car park