4

KEY STRUCTURING PRINCIPLES

Example of SUDS - Upton, Northampton

Key Structuring Principles

This section takes each of the key structuring principles and expands them in further detail, providing a set of requirements to guide the preparation of future plans for the site at both the outline planning application stage, and for subsequent reserved matters applications.

The principles and requirements are seen as a starting point for ongoing design, and are by no means exhaustive. Applicants are expected to develop and refine these ideas at outline and reserved matters stages. They should demonstrate how they have taken account of these principles through their design and access statements.

Diagrams have been provided to illustrate how these principles could be interpreted into spatial plans for the development. However, it should be noted that these are illustrative only, and different interpretations may be developed provided that they satisfy the key structuring principles.

1. DEVELOPING AN INTEGRATED URBAN AND RURAL CHARACTER WHICH CREATES A SPECIAL PLACE

The green infrastructure (GI) strategy must be a leading structuring element in the masterplanning of North Ely, incorporated as an integral part of the design and layout of the development. Green infrastructure should be used to create an appropriate green linkage between the development and the surrounding fen, provide a green setting for the development and to perpetuate the existing green and vegetated character of Ely. Applicants will be required to demonstrate evidence of how green infrastructure has influenced their development plans in terms of layout, streets and public spaces.

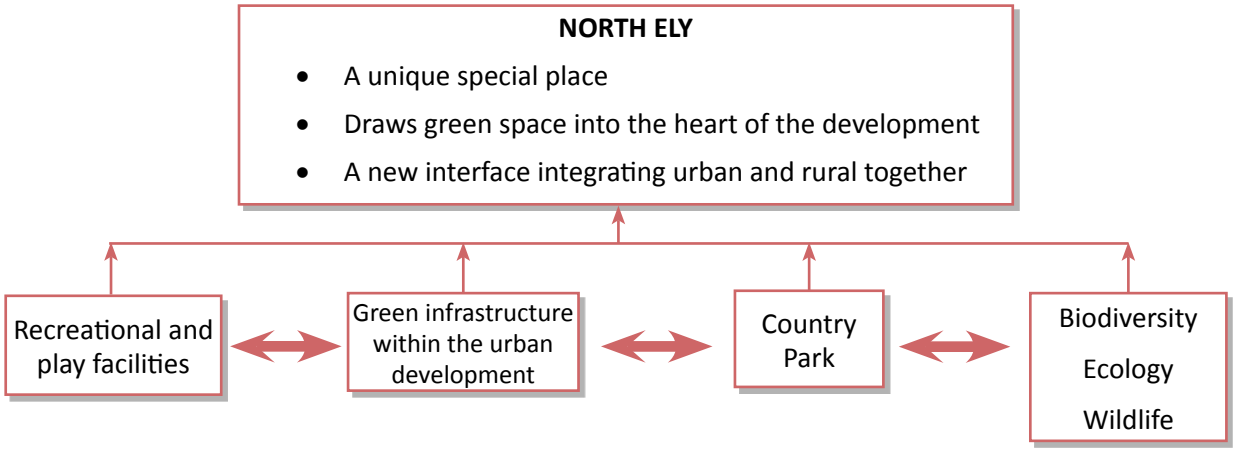
As illustrated in the indicative GI Strategy plan (see page 42-43), the overall vision is for the creation of a 'multifunctional greenspace network' which recognises the transition between the suburban character of this part of Ely and the open fen landscape to the east and north. It should draw heavily on the Cambridgeshire Green Infrastructure Strategy, the Cambridgeshire Landscape Guidelines, the Ely Environmental Capacity Study and the Ely Masterplan.

Key components of the GI Strategy will be the creation of an extension to Ely Country Park, and a network of green streets and greenways of different sizes and character that extend across the North Ely site.

The green spaces that link through the development should be multifunctional. They should reinforce the character of Ely, help to protect the character of Chettisham, provide an important resource through the enhancement of the Country Park and provide ecological and recreational facilities for Ely as a whole.

The green spaces should also form the backbone of a network of safe walking, bridleway, cycling and traffic routes through the development, making important connections that encourage social interaction. These routes should provide a pleasant environment that encourages people to walk and cycle, making Ely a healthier community.

Diagram 2 North Ely – a new interface integrating urban and rural



Principle 1a Using the unique rural setting to create a special place.

Requirements

1a (i) Creation of an integrated urban and rural landscape, one which responds to its landscape setting and draws in greenspace and infrastructure into the heart of the development.

1a (ii) Creation of water features which reflect and maintain the character of the surrounding wetlands and agricultural farmland, including the use of SUDS and other features.

1a (iii) use of planting, hedgerows and a network of irregular open spaces as an intrinsic element throughout North Ely's urban area to reflect and reinforce the existing character of Ely

1a (iv) Re-creation of wildflower meadowland and wetland areas along the fen edge

1a (v) Orientation of green walkways and cycleways to provide distant views of Ely Cathedral, ensuring that glimpses of the Cathedral can be regularly obtained as you move around the site.

1a (vi) Orientation of buildings, roads, green walkways and cycleways to provide distant views of the fens and open countryside, ensuring that glimpses of these can be regularly obtained as you move around the site.

1a (vii) Residential development along the northern edges of the development area designed to interface with the open countryside in a traditional 'Fen' manner with evidence of 'broken' or intermittent edge treatment interspersed with structural planting to create soft feathered edge to the built development.

Principle 1b. 30% - 40% of the North Ely site area as multifunctional green infrastructure, incorporated as an integral part of the design and layout of development. This target includes all types of green infrastructure, ranging from country park and gardens, tree lined roads, green streets and green urban spaces, to play areas, cemetery and formal sports playing fields.

Requirements

1b (i) Tree Lined Roads - the primary route running through North Ely provides an opportunity to combine the green network with busy multi-purpose streets and spaces through the creation of a tree lined 'avenue'. This concept should also be applied to other streets within the site, softening visual appearance, aiding legibility and providing a natural setting.

1b (ii) Green streets and routes – green pedestrian and cycle priority routes should run across the development, providing direct linkages with key destinations such as the schools and local centres, encouraging people to reduce car usage and providing a pleasant green environment that links into the wider countryside. Dwellings should front onto these greenways, and will require vehicular access via 'soft' lanes or unkerbed roads, but the linear 'park' nature of these greenways should be maintained. Applicants will be required to demonstrate that they have given consideration to natural overlooking and 'surveillance' of these routes to meet safety concerns. This category recognises the importance of providing open space which is highly accessible, at the doorstep to dwellings. There is the potential to cater for a range of activities including sport, play and amenity in an informal space in an efficient way. Whilst incorporating highway movement the concept follows the format of 'home zones' in a way which is fully integrated with urban form, private space and landscape treatment.

1b (iii) Public Open Space - The scale of development at North Ely provides an opportunity to create a network of attractive open spaces of different sizes and character throughout the urban area. Each space should have a clear function, for example as a sports field, event space, wildlife area, play area, rather than just be left as an open space with no particular role for the community. The location and layout of facilities should take into account the need for natural surveillance in terms of orientation, especially for children's playspace, event space and sports areas. Sustainable drainage techniques should be a part of this green infrastructure framework.

1b (iv) Existing green infrastructure, including trees, hedgerows, watercourses, ponds, lakes and footpaths/ bridleways should be retained wherever possible. Applicants will be expected to demonstrate how these features have influenced the masterplan and been incorporated into the green infrastructure strategy.

1b (v) New structured tree and hedgerow planting, carried out in the early stages of development, will create additional habitat and add visual interest.

1b (vi) Domestic gardens – the development should incorporate front and rear gardens where appropriate, separating homes from adjoining buildings and highways and providing opportunities for outdoor living.

1b (vii) Local food production – providing space for local food production, such as allotments and orchards, should be a key aspect of North Ely's GI, linking the development with the Fen agricultural traditions. Community orchards within key open spaces, particularly along Lynn Road, should be encouraged to help address the decline of formal orchards in line with national biodiversity action plan requirements. Local food encourages people to lead more active, healthy lifestyles and generates community cohesion, creating an interesting focal hub where people can meet and socialise. For these reasons allotments should not necessarily be located in peripheral locations, but should be integrated into the urban fabric.

Principle 1c Extending Ely Country Park to provide a green edge for North Ely as a new urban/rural fenland interface.

Requirements

1c (i) Provision of a country park around the north, east and west edges of the development to provide a green setting to the urban area and transition to the surrounding rural fen. The District Council will seek to work collaboratively with the developers and partners to develop a concept and delivery plan for the whole of the country park across the wider site, and planning applications will be conditioned to require applicants to take account of this plan in developing their future proposals.

1c (ii) Individual reserved matters applications must demonstrate how their proposals will contribute to the wider vision for the country park and how it can be developed in phases as the development proceeds.

1c (iii) Creation of new water bodies within the country park, both as semi-natural greenspace and as part of the water strategy, managing flood risk, drainage and retaining water for irrigation. Applications must make clear the likely impact of development on any adjoining waterways, such as Clayway Drain, and what actions will be taken to mitigate this impact.

1c (iv) The green space network within the urban areas must be designed to promote access to the Country Park. Applicants will also be required to demonstrate how the extended country park will be linked with the existing country park, if necessary through off site works funded by the developers.

1c (v) The area closest to the existing Ely Country Park (Highflyer Green neighbourhood area) will be the main focus of activity for visitors. Encouraging visitors to this area will help to protect the more vulnerable Roswell Pits area. Appropriate uses should include: provision of car and cycle parking, an adventure type children's play area for a range of ages, an informal outdoor performance area such as a grassed amphitheatre, entrance feature (could be a sculpture) and orientation signage. It must also offer greater access for people with a disability, including hard surfaced pathways. Space must also be allowed for potential development of a visitor centre in the longer term.

1c (vi) The remainder of the country park should focus on activities for people who want to experience the quiet and solitude of the countryside. In this area, consideration could be given to creating fen habitats and increasing biodiversity – for example woodland and scrub, nature reserves, meadows, wetlands and open water, green recreational routes that offer scenic views, nature trails, wildlife watching.

1c (vii) Other greenspace uses can be considered for this area including allotments, paddocks, community orchards, cemetery, city farm, community gardens, commons.

1c (viii) Particular regard should be had to opportunities offered by the country park landscape to enable a clear separation to be retained between the development and Chettisham, to ensure that Chettisham maintains its distinctive character. This could take the form of a woodland or community orchard.

1c (ix) Strategic landscaping must be provided to act as a noise and visual buffer between North Ely and the A10.

1c (x) Pedestrian and cycle connections must be provided within the country park linking both to routes within the wider development and to existing rights of way beyond the site.

Principle 1d Enhancing biodiversity and creating new habitats for wildlife

Requirements

1d (i) Buildings and spaces within North Ely can accommodate biodiversity and wildlife in a number of ways. Any outline planning application should be accompanied by an ecological assessment and proposals to mitigate the impact of the development, as well as ecological management plans. Close collaboration with the Cambridgeshire Wildlife Trust & Wicken Fen National Trust is encouraged.

1d (ii) Reserved matters applications should be accompanied by a biodiversity strategy, which indicates how the application will enhance biodiversity on the site, based on relevant ecological survey data and indicate how these will complement existing and proposed biodiversity measures in the wider North Ely area. The strategy should also indicate how proposals for protection and enhancements will be delivered and maintained.

1d(iii) Wildlife corridors across individual sites must indicate how they will link up with corresponding corridors in adjoining developments, and to existing nature conservation sites located within the wider landscape.

Principle 1e Using the green infrastructure to provide for the recreational needs of the community. Provision for sports and play is essential to promote opportunities for healthy and active lifestyles.

Requirements

1e (i) Provision and design of sports and play facilities must be in accordance with the District Council's policies, as set out in the draft East Cambridgeshire Local Plan. Outline applications will be required to indicate how these will be delivered.

1e (ii) The District Council is developing a leisure village at Downham Road to the west of Ely, which is expected to include the majority of indoor formal sports facilities for Ely, including a cinema complex. The North Ely development will be required to provide direct, safe and attractive walking and cycling connections to these facilities.

1e (iii) Developers will be required to make provision for outdoor playing pitches either on site, or through a combination of off site contributions and on site provision. There may be opportunities to provide sites on land owned by the District Council at the leisure village, or upgrade existing pitches on the Downham Road site. Proposals must include arrangements for changing facilities, club storage facilities, lighting and safe car and cycle parking.

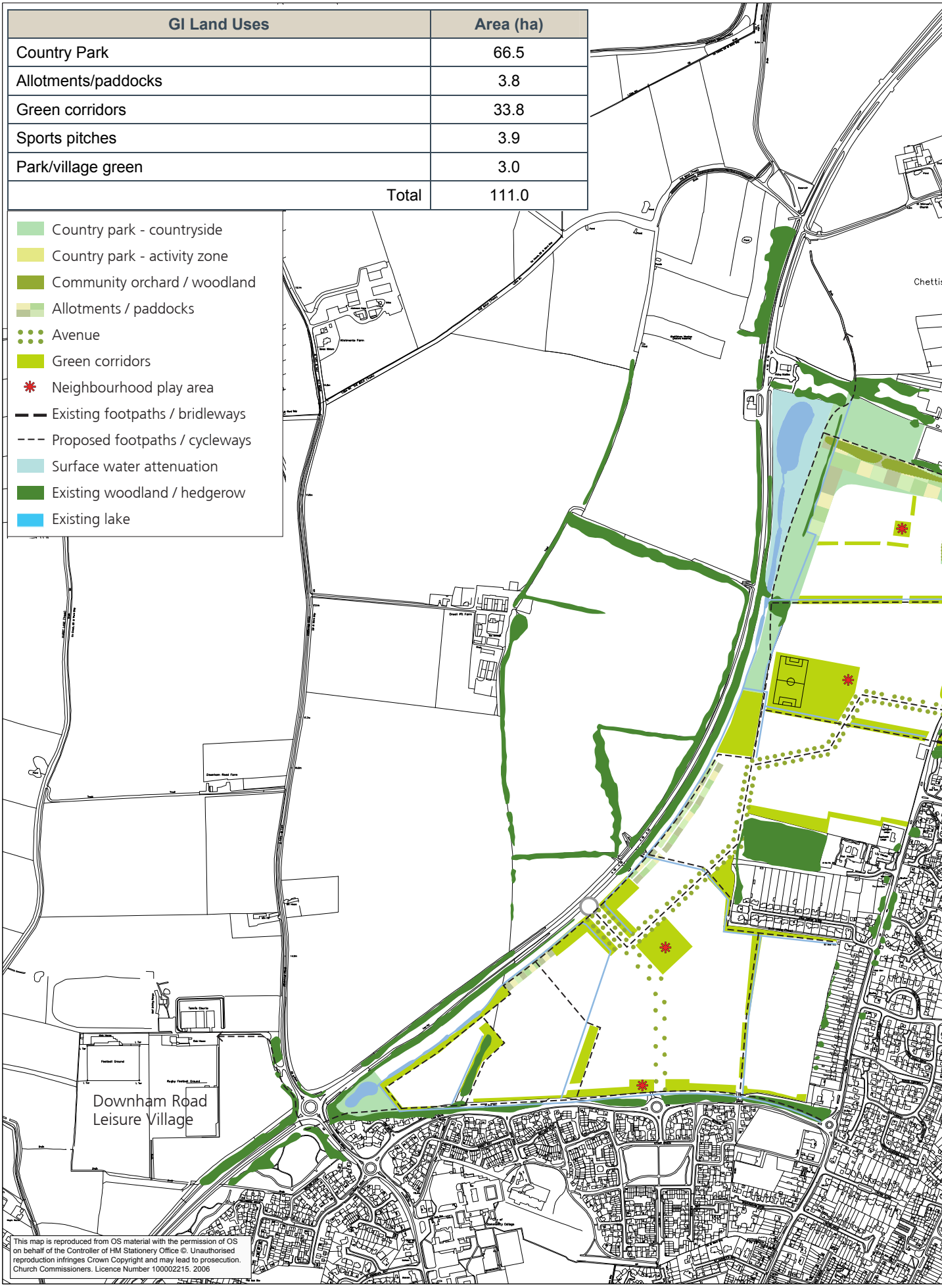
1e (iv) Shared or dual use of sports facilities between new schools and clubs/community organisations is acceptable to the District Council, but where this is proposed applicants will be required to demonstrate that such agreements best meet the needs of the new community, can be delivered and that their availability for community use into the future is guaranteed. Such proposals will include associated arrangements for changing facilities, storage, lighting and safe car and cycle parking.

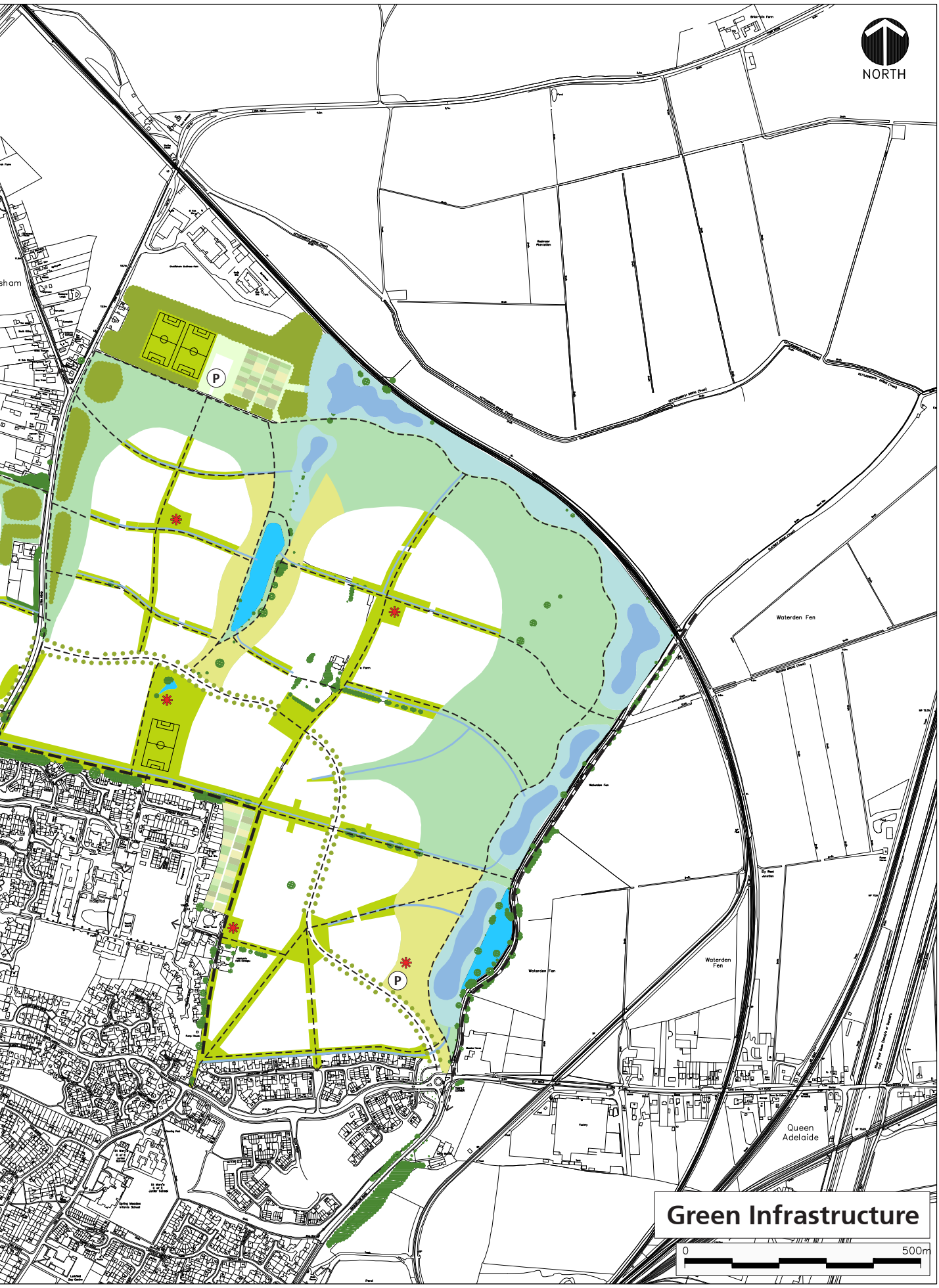
1e (v) Applicants will be required to indicate arrangements for future maintenance and management of the country park and the sports and play facilities provided. Wherever possible these should maximise local community involvement and participation in management arrangements

Impression of dwellings along the Country Park

Ely Country Park

GI Land Uses	Area (ha)
Country Park	66.5
Allotments/paddocks	3.8
Green corridors	33.8
Sports pitches	3.9
Park/village green	3.0
Total	111.0

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2. BUILDING A BALANCED COMMUNITY

The vision is for North Ely to be 'more than a housing estate' – it should be a cohesive community with homes, shops to serve local and daily needs and it should provide a choice of job opportunities for people wanting to work close to home. The neighbourhood should be 'walkable' and have a mix of housing types and sizes. It should be well integrated with the existing community and enable local people to become involved in the creation of the new community as it develops.

The masterplan provides for a low/medium density development of up to 3,000 homes and 1300-1500 jobs overall with a balanced range of homes, community facilities, employment, leisure and community services and facilities. Each phase of development will be required to reflect this balance as development progresses.

During application assessment a major emphasis will be placed on the extent to which the proposals achieve this variety and diversity, enabling the development of a thriving community rather than simply a housing dormitory. This will continue to be monitored during the build out of the site.

North Ely should become known as an exemplar site in developing this balanced community, with entrepreneurship in housing design and typologies, community facilities and innovation in its approach to jobs delivery.

Principle 2a Providing for diversity of housing for all sections of the community

Requirements

2a (i) The development will provide for a low/medium density development of up to 3,000 homes. The final numbers will depend upon the best solutions in terms of densities and built forms and will be established by applying Local Plan Policy HOU 2.

2a (ii) A wide range of dwelling types, size and tenure must be provided, creating choice, a varied building form and meeting community needs. The aim is to attract a mixed community with people of different ages and economic status and with different lifestyles and levels of mobility and independence. Table 1 and Table 2 indicate the housing requirements from the Draft Local Plan, however the mix of housing will need to be agreed with the District Council at each application stage based on demand and affordability data available at the time of the application.

2a (iii) The development must include a range of different housing opportunities in each phase of development that will help build a mixed and socially balanced community. This will include apartments, family housing, 'executive' homes, self build plots and affordable homes. The following will be sought in accordance with the draft Local Plan requirements, subject to viability and evidence of need:

Custom and self build homes – at least 5% of total dwellings within each phase
Affordable homes – 30% of total dwellings, subject to viability considerations
Flexible/Live work units – an appropriate proportion to enable meeting of employment targets
Dwellings designed for home working – target 20% of total dwellings, based on evidence of need

(The definition of custom/self build includes housing built by individuals or groups of individuals for their own use, either by building the homes themselves or working with builders. In the majority of cases self-build involves individuals commissioning the construction of a new house from a builder, contractor or package company, and only in a modest number of cases, physically building a house for themselves. The definition of self-build also includes community-led housing projects which build mostly affordable homes for the benefit of the community, either individually or in cooperation with a builder or housing provider)

2a (iv) Adaptable Homes - Properties should be designed to be suitable, or easily adaptable, for occupation by the elderly and those with disabilities. Applicants will be required to provide a proportion of dwellings that meet Lifetime Homes standards with the proportion to be determined at each application stage.

2a (v) Affordable housing should be delivered in clusters of 15-30 dwellings. This will enable housing management issues to be taken into consideration whilst also ensuring the delivery of a sustainable community. All housing will be "tenure blind" as far as possible so as not to distinguish between private ownership and affordable properties by appearance of the dwelling.

Type of Housing	1 bed	2 bed	3 bed	4+ bed	Total
Affordable	15%	50%	25%	10%	100%

Table 1 Indicative affordable housing mix

Property Size	Minimum	Maximum
1 Bedroom	3%	5%
2 Bedroom	13%	23%
3 Bedroom	22%	39%
4 Bedroom	26%	47%
5+ Bedroom	7%	14%

Table 2 Draft Local Plan Housing Mix Requirements

Principle 2b Offering a diversity of locally based jobs

Requirements

2b (i) North Ely must provide a range of local jobs in each phase of development and make a significant contribution towards improving the proportion of the Ely workforce working in Ely. The overall target is to deliver 1300-1500 jobs within the development – this is a ratio of 43-50 jobs per 100 dwellings. This target is based on the evidence base and research contained in the District Council's Jobs Growth Strategy 2012-2031. The target will be required to be monitored by the developers for each phase of the development, and will be adjusted as necessary.

2b (ii) An innovative approach to job delivery will be required and employment provision at North Ely must not compete with employment development schemes elsewhere in Ely. An employment strategy prepared by economic consultancy SQW on behalf of the landowners has set out in further detail an approach to job creation in North Ely and identifies the following distinctive elements which can make a contribution towards the North Ely job totals:

- Business incubator units to help grow local businesses
- Workhub facilities to offer communal business and meeting space for home workers
- Local commercial and public services e.g. care for the young and elderly, education, community and cultural facilities.
- Uses related to the country park
- Provision of home working units and live work units enabling working from home, together with the latest broadband infrastructure and complementing the workhub facilities
- Pockets of B1 light industrial/office uses, most likely associated with the local centres and Chettisham Business Park.
- Hotel uses

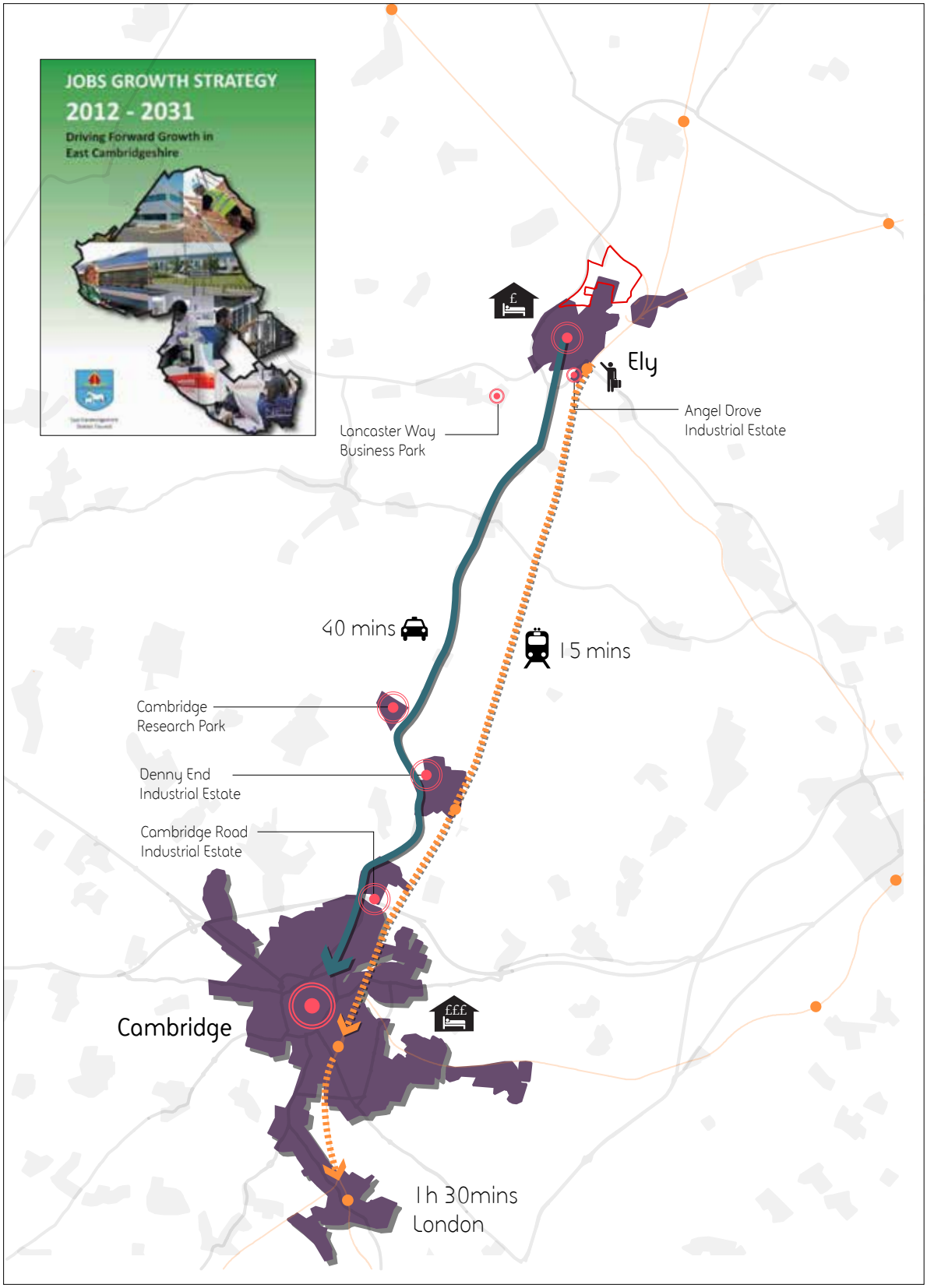
2b (iii) North Ely will be required to provide a range of flexible employment spaces in key locations such as local centres and other areas where frontages need to be animated, giving potential to assist job creation targets through these. Applicants should demonstrate in outline applications the location of active frontages and quantify the level of provision. The detailed design of these flexible spaces will be secured via planning conditions but applications should include the following typologies:

- Dedicated live/work units which will include higher ceiling heights/independent units. A proportion to be determined at detailed design stage.
- Flexible home working which should include a separate dedicated office space that is not a bedroom. This could include a ground floor space or a room above mews but other innovative formats should be explored at detailed design stage. In granting outline planning permission the Council will use planning conditions to safeguard the long term future of business and retail uses. Evidence produced by SQW suggests that there is existing demand for 20-30% of overall housing. Applicants will be required to justify provision below these levels.

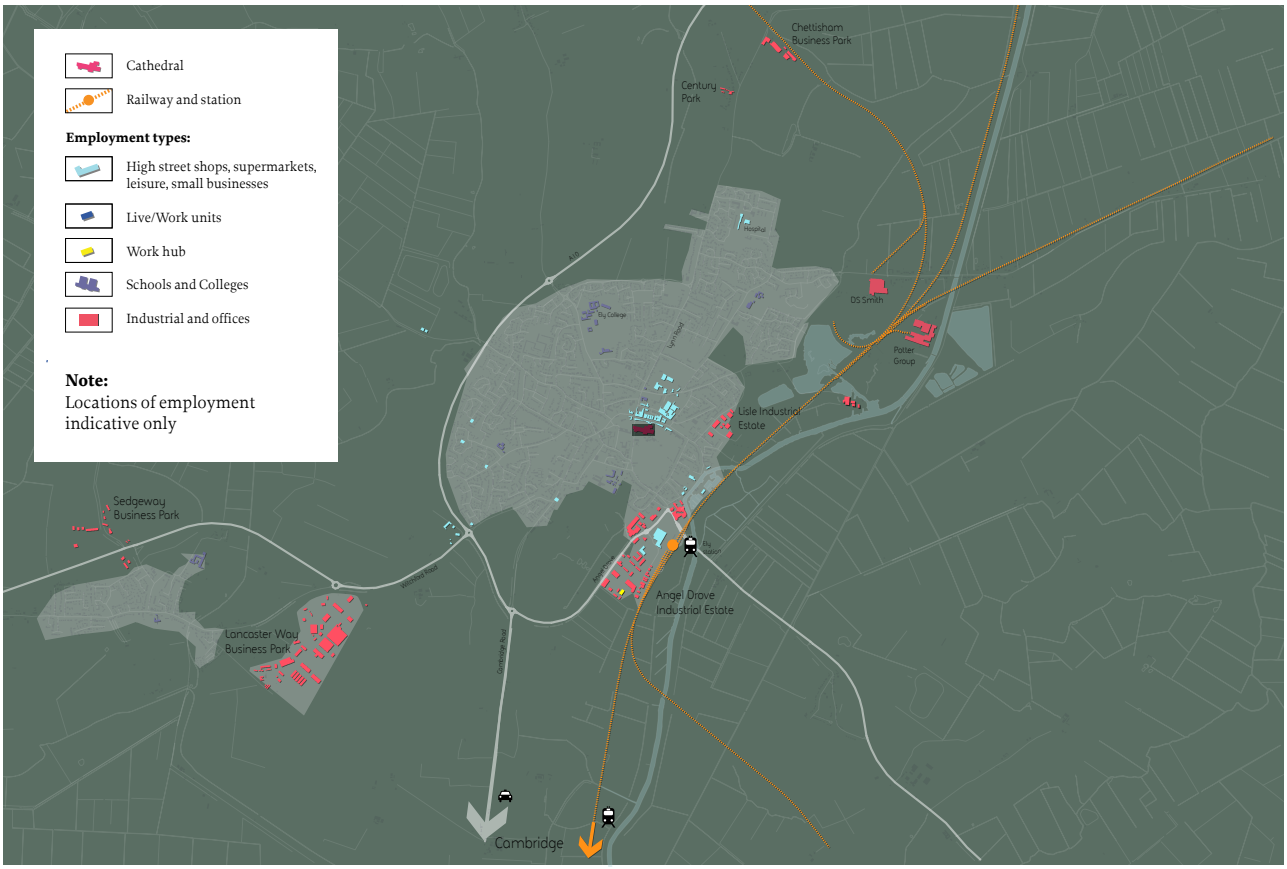
2b (iv) Applicants will be expected to demonstrate in their employment strategies how residents in North Ely will be encouraged to use public transport services for their journey to work.

2b (v) Applicants will be expected to demonstrate in their employment strategies how businesses will be encouraged and supported to set up and develop in North Ely, indicate what incentive and business support schemes will be available and how these link to the proposed work hub/incubation centre.

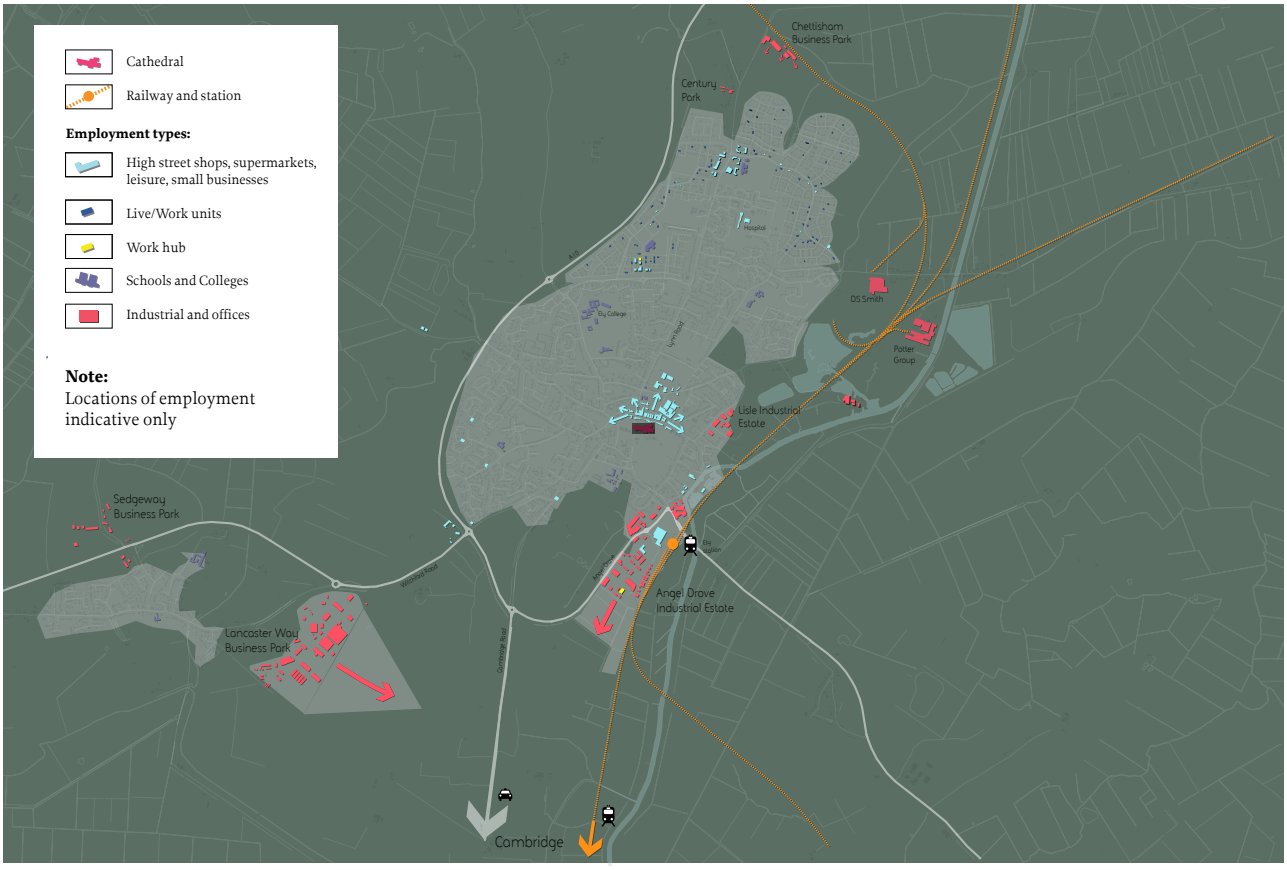
2b (vi) Applicants will be required to submit, as part of their reserved matters, details of their proposals for provision of superfast broadband infrastructure across the development, including proposals for 'fibre to the premises' provision, which will support the overall concept of the development as a place for entrepreneurship and innovation. The Council will include fibre broadband as a condition of planning approval.



Ely's srategic employment context



Ely's existing employment types and uses



Ely's future employment types and uses

Principle 2c Providing a range of community facilities to meet local needs

Requirements

2c (i) A community centre will be required to serve the new community in North Ely. This must include a minimum of 1,000 sq m internal area plus car parking and outdoor space. Potential for co-location and dual use facilities may be considered. A location within one of the local centres would facilitate access to the centre and strengthen the role of the local centres, possibly adjacent to a primary school

2c (ii) Provision of temporary community facilities will be required from the completion of the first houses, to provide a base for community development activities from the earliest stages of the development

2c (iii) Research in the local community has identified potential interest in a site for a faith facility in North Ely. Applicants will be required to demonstrate how this can be accommodated within the proposals for North Ely.

2c (iv) Cambridgeshire County Council have identified a need for a micro-library in North Ely. This should be co-located with the community hall or workhub, given the community based nature of both facilities.

2c (v) Health facilities are expected to be provided through expanded facilities at the nearby Princess of Wales Hospital. Applicants will be expected to make a contribution to this expansion through the S106 agreement process. Other social service provision such as elderly care or supported living should be located close to or within the Local Centres as the main areas of activity.

2c (vi) Cambridgeshire County Council have identified an existing deficit of 1 form of entry (FE) of primary school education and a need for a 5FE of provision to serve the new North Ely community. These should be provided by way of 2 primary schools of 3FE size on 3ha sites each. These schools should be located in or adjacent the Local Centres where they can operate as a focal point for the community and where support services can be located alongside the educational provision. Schools should be located to maximise walking and cycling opportunities, and the design and architectural layout must ensure that all school buildings fit within the design principles set out in this document, are appropriate to their context and sit well within the overall development.

2c (vii) Cambridgeshire County Council have identified that the new development will generate a need for an additional 4 FE of secondary school provision. This equates to an additional 600 secondary school places for pupils aged 11-16. A decision has been made by the County Council to build new secondary facilities in Littleport, and this will be funded through the Community Infrastructure Levy.

2c (viii) Cambridgeshire County Council have identified a need for early years/nursery school provision. Applicants should indicate how this will be provided within each of the local centres or in association with the proposed primary schools.

2c (ix) Applicants should explore the implications of the development for post-16 and further education.

2c (x) A special education needs school (age 2-11 years) should be located adjacent to one of the two primary schools.

2c (xi) Applicants will be expected to demonstrate the timing of the provision of community facilities through phasing plans accompanying their outline applications, which should accord with the broad guidance set out in Section 5 of this document.

2c (xii) Applicants will be expected to demonstrate how their grouping of community facilities spatially will encourage the development of a strong social network/ social capital in the new community.

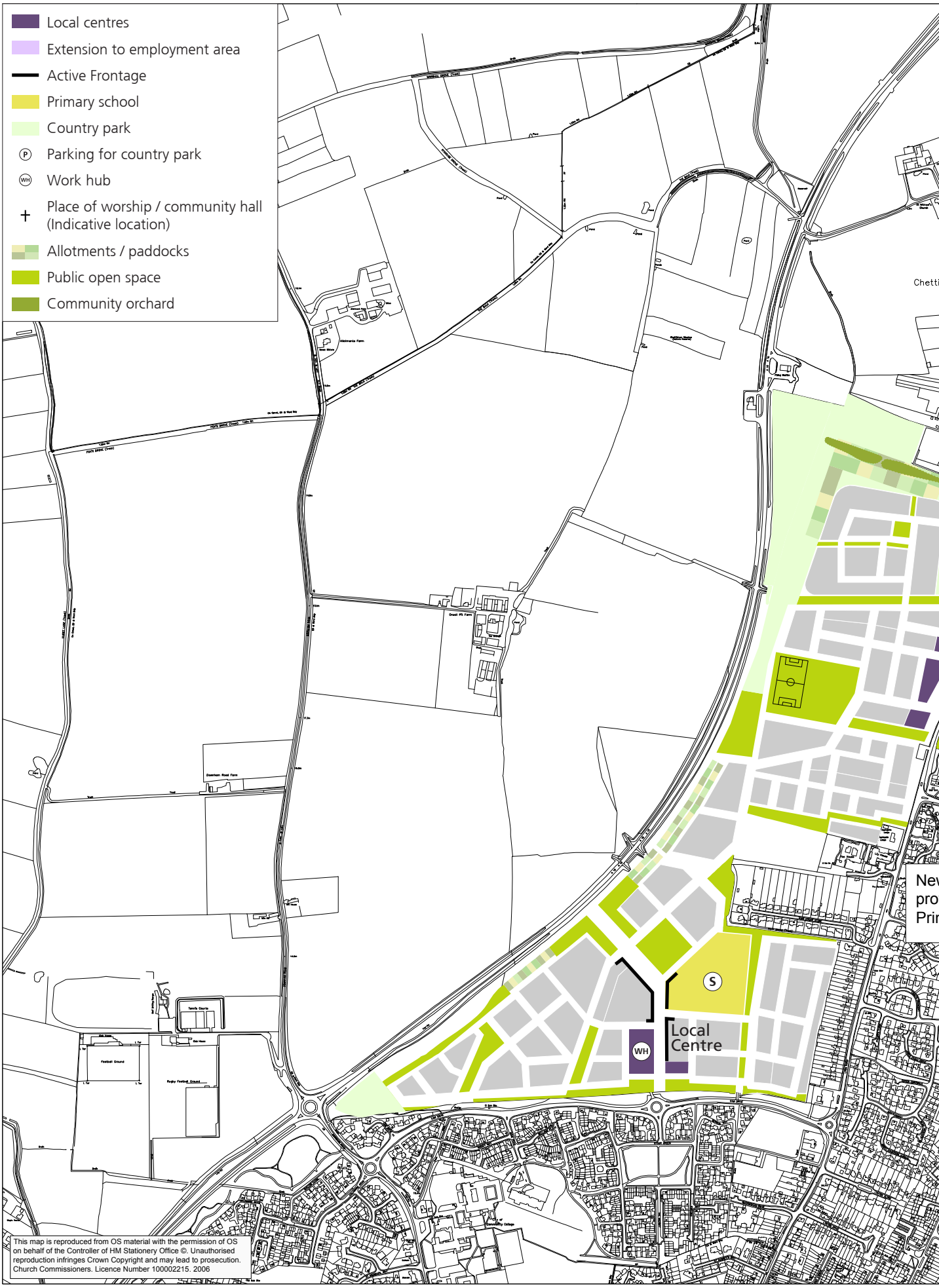
Principle 2d Providing a range of play facilities

2d (i) Play areas should be designed on an individual basis to respond to their context, i.e. those within urban areas will have a different design concept to those in areas of open space.

2d (ii) Play areas must be provided to cater for both younger children and teenagers and provided in accordance with the District Council's policies for toddler, junior and youth play areas. The latest national good practice guidance should also be taken into account.

2d (iii) Co-ordinated Play Strategies will be required for the whole site to ensure consistency in approach, to explain how local people will be involved in their design and layout, and to help manage future maintenance costs. Applicants will be required to demonstrate how they have taken proposals on adjoining sites into account at reserved matters stages.

2d (iv) All areas of the development should be within 400m of a local play area, with no physical barriers such as busy roads to cross. Outline planning applications must show the approximate location of these, with exact details of size, location and provision to be determined at the detailed design stage.


Local centres
Extension to employment area
Active Frontage
Primary school
Country park
Parking for country park
Work hub
Place of worship / community hall (Indicative location)
Allotments / paddocks
Public open space
Community orchard
Local Centre
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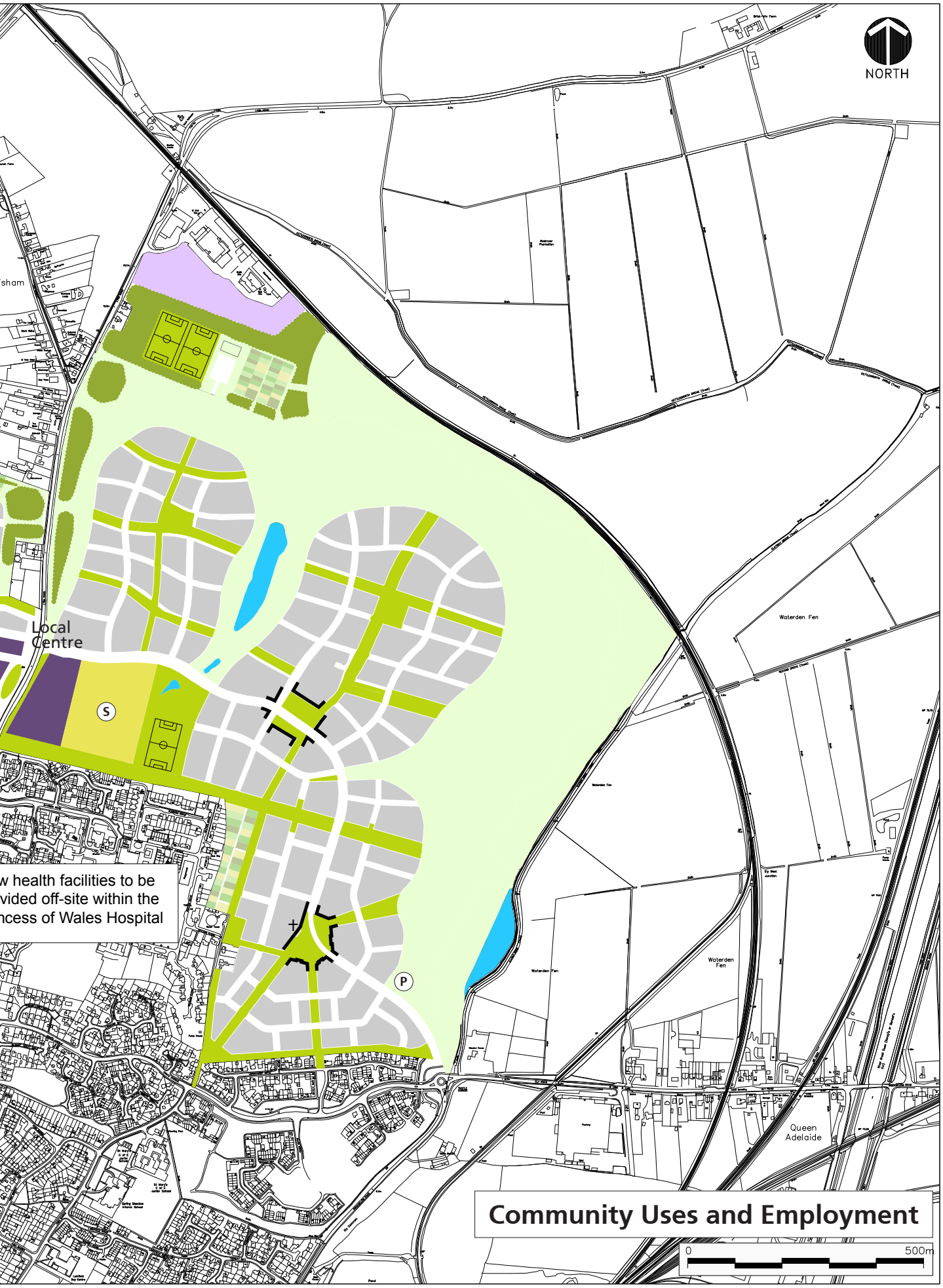
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Principle 2e Setting high environmental standards

Requirements

2e (i) Development in North Ely should strive to be exemplary in its application of environmental standards and reflect innovative approaches. Masterplanning and detailed design should seek to minimise energy and water use and show how the design and layout helps to minimise the use of resources. Homes should be delivered to reflect the sustainable homes standards in force at the time of approval of reserved matters (this is currently Code for Sustainable Homes Level 4). In addition, non-residential buildings, including community buildings, will be expected to meet the 'very good' BREEM standards or equivalent.

2e (ii) Energy and/or sustainability strategies will be required with outline planning applications to demonstrate how applicants have explored and built in options for waste recycling, on-site renewable technologies and low carbon energy supplies where feasible and viable.

2e (iii) North Ely should be designed with the capacity to accommodate change, and reserved matters applications will be required to demonstrate use of materials that allow for ease of reuse and maintenance, flexibility in ducting, pipe work and cabling to accommodate future technology eg charge points for electric vehicles, appropriate levels of insulation, providing energy savings and noise reduction. Design will also be expected to take into account solar orientation, air infiltration and energy efficient building envelopes.

2e (iv) The use of a range of Sustainable Urban Drainage techniques must be maximised and fully integrated into the street layout so that it is aesthetically pleasing, effectively manages water, accommodates and enhances biodiversity, provides amenity for local residents and is a safe environment. These should be evidenced through the water and biodiversity strategies which must accompany planning applications for the site.

2e (v) Allotment provision will be required to meet local demand, promote local food production and healthy lifestyles. These should be easily accessible for residents, and can form attractive and interesting focal points within residential neighbourhoods.

2e (vi) The use of innovative and sustainable building forms, including self build/custom build, should be embraced to further enhance local distinctiveness and should be used to create interesting and varied built landscape.

2e (vii) Applications should demonstrate that potential noise impacts from the A10 will be adequately mitigated.

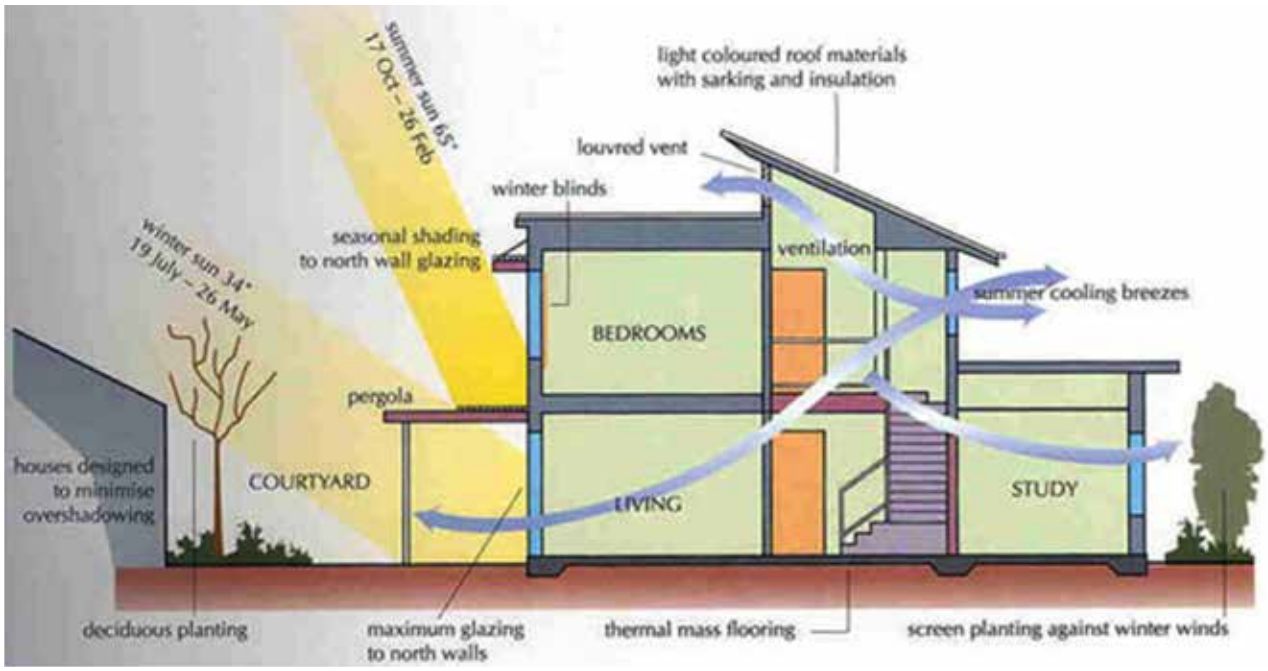


Illustration of passive solar heating and cooling - http://inhabitat.com/green-building-101-energy-atmosphere-part-1/

Principle 2 f Providing mixed use Local Centres at spatial nodes of the development

Requirements

2f (i) Local centre facilities will be developed in two key locations. The intersection of Lynn Road with the main spine road will be the focus for the main mixed use local centre, providing key facilities including employment space and day to day services for those living and working in North Ely. This area will provide a focal point for activity within the community, and also presents an opportunity to establish a strong identity for North Ely. It should complement rather than compete with Ely's City Centre.

2f (ii) Similarly, the junction of the main spine road with Cam Drive will be the focus for a local centre, providing key services, employment and facilities.

2f (iii) Specific detailed design coding will be required for both local centres that will comprehensively address their layout, design and delivery.

2f (iv) The proposed layouts, loosely based on the model of the traditional fenland village High Street, will have mixed uses grouped around and facing onto well landscaped streets, including a primary school, community services and incorporating high quality hard and soft public open spaces where local events, activities and community interaction can take place. Some housing provision will be expected in these areas. Public transport will be readily accessible, and discrete areas of public parking will be provided both on street and within development blocks. Built form must be both robust and flexible in order to accommodate a variety of uses and be easily adaptable to change and organic growth over time.

2f (v) Retail provision in North Ely should be scaled to meet local needs, and will be, therefore, primarily top up shopping. The larger centre may therefore be anchored by a modest foodstore of up to 600 sq m in size maximum, whilst the smaller centre might have a 'corner shop' type development.

2f (vi) Applicants will be required to demonstrate how the local centres will provide a vibrant, active, safe and attractive environment to encourage social interaction, and create a sense of place for passing traffic. Imaginative design of community buildings, open space, quality street furniture and lighting, public art and landmarks will be required to create a focus and distinctive sense of identity.

2f (vii) Subsidiary clusters of mixed use development (corner shops, offices, live/work, community facilities) can be located along the main spine road in a series of linear hubs and elsewhere as local 'corner shop' facilities, so that all parts of North Ely are within 5 minutes walk of a local centre or a local convenience store.

2f (viii) Overall, the density and built form profile should be maximised in these centres to provide interest and emphasise public transport accessibility and other community or commercial functions. Typically, the density profile should be reduced towards the edges to allow for a more organic built form.

2f (ix) Within these centres and along key routes the potential for a variety of ground floor uses is encouraged. These should be designed to be flexible incorporating high floor to ceiling heights and by selecting a construction technique that allows easy modifications to the layout.

3 MAKING THE CONNECTIONS

The Local Plan emphasises the need for sustainability, requiring new development to be designed to reduce the need to travel, particularly by car. Encouraging a shift to non car transport modes is an essential element of the vision for North Ely, so that sustainable development can be achieved with minimal congestion.

A coherent urban design will be required for the whole site which prioritises movement on foot, cycle or by public transport wherever possible, both within the development and to other key destinations in Ely. There should be strong public transport links to other key destinations, neighbourhoods should be 'walkable' with community facilities directly accessible on foot or by bike, and with walking and cycling integral to the development. Locating key facilities, such as employment and leisure destinations together will maximise walking and cycling opportunities.

Principle 3a Aligning with a strategic transport strategy for the wider development

Requirements

3a (i) The Local Highway Authority, Cambridgeshire County Council, has indicated that they will require each parcel of the development to be considered within the context of an overall transport strategy for the wider development. An overall transport modelling study has been carried out by the landowners, and this can inform this strategy. Applicants will be required to identify transport measures to support growth and when they are needed in the context of the whole of North Ely.

3a(ii) The transport structure should link to existing and proposed movement corridors, to provide connectivity to its surrounding area, and integrate the development seamlessly into the wider area. Some offsite works will be required, to be either carried out or funded by the applicants.

3a (iii) Applicants will be required to prepare co-ordinated travel plans for the whole site rather than have independent proposals for each site, which could result in disjointed plans and potentially two duplicated sets of travel plan activities and co-ordinator posts.

Principle 3b Prioritising walking and cycling over vehicle movements within the development

Requirements

3b (i) Priority to pedestrians and cyclists can be achieved through carefully designed roads and streets to limit traffic speeds; safe, convenient pedestrian network linking to key destinations and the public transport system, provision of secure cycle parking, and appropriate provision of shared surfaces. Along the main spine road consideration should be given to cycle routes having priority over side roads.

3b (ii) A high quality cycle network should prioritise maximum use of this mode of transport. Segregated cycleways should be provided along primary connecting routes, and built form, lighting and landscaping designed to give maximum surveillance along all footpaths and cycle routes. Safe, secure cycle parking should be provided at key destinations and community facilities within the development.

3b (iii) Cycle and pedestrian routes will be required to provide direct connections to facilities such as the local centres, primary schools and the proposed Downham Road Leisure Village. Leisure footpaths and cycleways will be required to provide connections between the country park and the green spaces within the development.

3b (iv) Cycle and pedestrian routes should connect to the wider city cycle network providing links to key destinations such as the City of Ely College, City Centre, Rail Station and Hospital and to link with the National Cycleway Route 11. Mechanisms for developer contributions towards the wider city cycleway network will be expected.

3b (v) Appropriate diversion of footpath 10 linking North Ely with Chettisham village will be required.

Principle 3c Using the main spinal link road, connecting Thistle Corner to the A10 and Cam Drive, as an integrating link for the development .

3c (i) The design of the spinal link road will be required to be co-ordinated across the site. Design coding for the spine road should be submitted for approval by the District Council prior to the approval of reserved applications. Applicants will be required to demonstrate how their proposals will create a coherent spinal link across the whole site through their design proposals.

3c (ii) The spine road proposals should create an attractive tree-lined avenue/boulevard. In higher density areas the building line will generally be close to back of pavement to establish prime frontages rich in architectural detail. In lower density areas this frontage can be less intensive. The route should be designed as a tree lined and multi functional street able to take buses and higher traffic flows but not as a fast ring road. Local community and commercial facilities can be grouped in clusters or hubs along this key route. Applicants will be required to submit cross sections of the spine road at design code and detailed application stage to illustrate their approach.

3c (iii) Green links that cross the road along its route should have visual and access priority over the primary road. These will act as traffic calming measures with distinct changes in surface material. Changes in surface treatment can also be used to emphasise the transitions through character areas and aid legibility.

3c (iv) Applicants will be required to indicate when each phase of the road will be provided, in their outline planning applications for consideration by the Planning & Highways Authorities.

Principle 3d Incentivising public transport

Requirements

3d (i) High quality public transport corridors will enable easy connections to destinations such as Ely City Centre, Hospital, Railway Station, the proposed Downham Road Leisure Village, City of Ely Community College, Country Park and Riverside area to prioritise a public transport orientated development.

3d (ii) A majority of the development will be within 400m (5 minutes walk) of a bus stop. Bus stops should be positioned at areas of activity on the street. Major routes should be designed to accommodate buses with pull in facilities designed into road layouts, together with associated bus infrastructure (bus shelters, real time facilities).

3d (iii) Frequent and reliable public transport services must be available from the earliest stages of development in order to encourage the uptake of this mode of travel for local journeys within Ely amongst new residents. Applicants will be expected to indicate how they will incentivise public transport in the early stages of development to enable viable services. There is potential to build on existing public transport services and expand the bus network as the development is built out.

Principle 3e Providing a legible network of local streets

Requirements

3e (i) A clear structure that provides legibility and connectivity through a movement framework. A hierarchy of routes which distinguish between higher and lower order streets, and to facilitate easy walking and cycling within the development and to the city centre. Visitors and residents should be able to find their way through North Ely effortlessly through the use of landmarks, gateway features and high quality public realm that establish a sense of identity.

3e (ii) Key connections into adjoining established residential areas should be identified, particularly around the hospital and MOD site to allow for future flexibility. Where practicable, meaningful connections should be realised in the form of full adoptable streets to ensure the development feels part of North Ely.

3e (iii) Local streets must be designed to accommodate on road parking, adequate access for services and emergency vehicles. A predominance of on plot parking for residents will help to avoid some of the parking problems seen on recent new housing estates in Ely. These streets should also have a 'green' emphasis and incorporate tree planting and landscaping to soften the visual impact of on road parking.

3e (iv) Consideration of shared surfaces for smaller streets should be encouraged, as this will allow for a maximum of social interaction on the smaller residential streets. The use of materials and landscaping can be used to decrease vehicle speeds and make them more pedestrian friendly.

3e (v) Car parking provision should be made in accordance with the car parking standards in the draft Local Plan (Policy COM8 Parking Provision).

cross sections to illustrate here

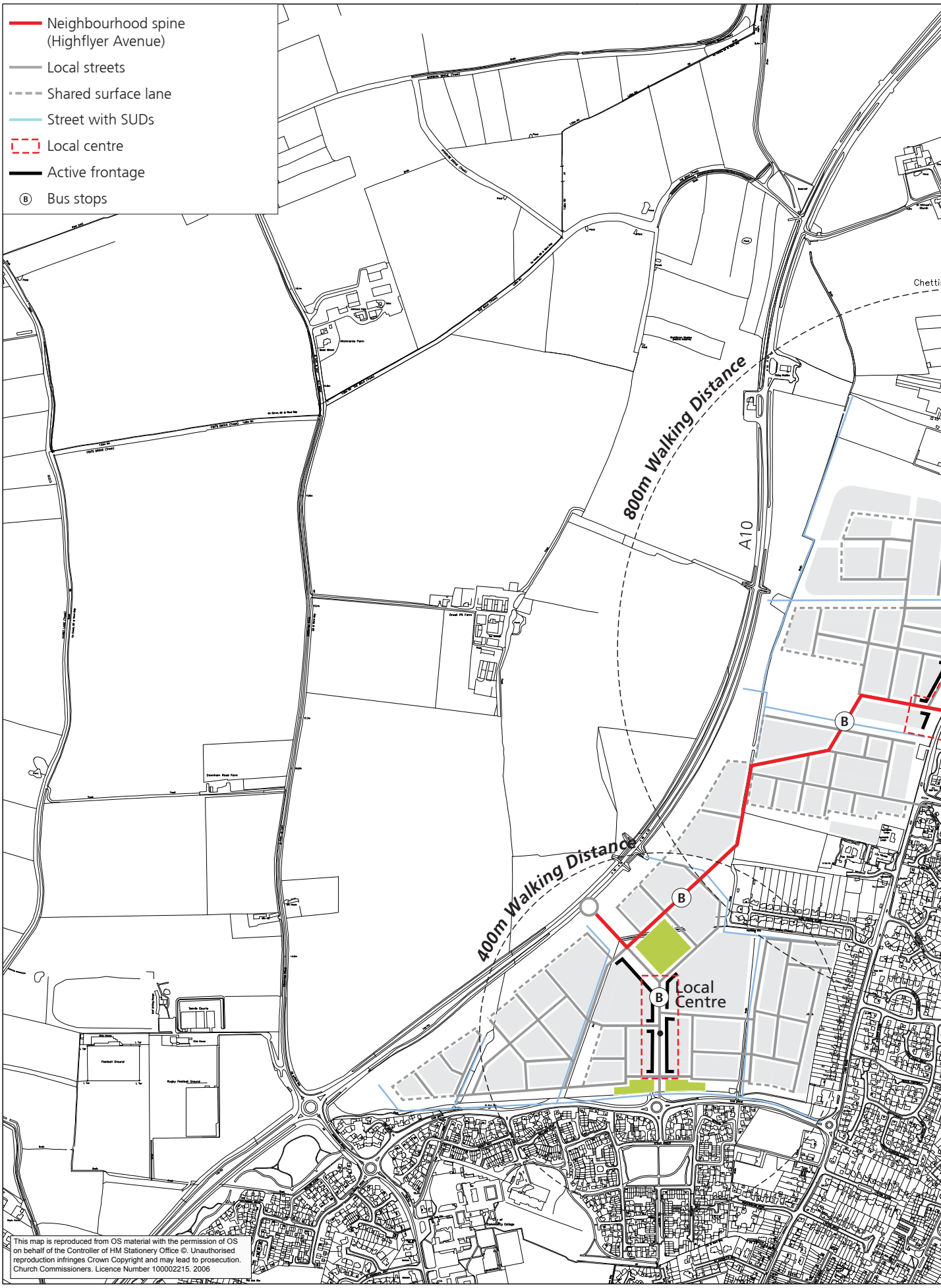
Principle 3f Providing for off site transport improvements to mitigate development traffic impacts

Requirements

3f (i) Off site transport works will be required to mitigate the increase in traffic which is anticipated to be generated by the planned levels of growth. Work identifying these mitigation requirements is still ongoing by the landowners agents, but is likely to include the following items, (note this list is not necessarily exhaustive and additional items may be identified as work progresses):

- Travel planning measures to encourage the use of sustainable transport modes
- Public transport bus services connecting to key destinations. These should provide direct links from North Ely, via the City Centre, to the Railway Station, as well as to the proposed leisure centre, primary and secondary schools and employment areas.
- Cycle route connections to key destinations, including the City Centre, the Railway Station, as well as to the proposed leisure centre, primary and secondary school, and employment areas
- Provision of a fourth arm at Thistle Corner
- Improvements to Lynn Road at the interface of the two sites to create a sense of place around the proposed local centre, enabling crossing movement between the two sites
- Traffic management measures on the full length of Lynn Road and Cam Drive to improve opportunities for pedestrians crossing and reduce delays at key junctions along these routes
- Improved bus and cycle interchange facilities at Ely Railway Station
- Junction and road improvements along the A10 western bypass around Ely

3f (ii) Funding mechanisms and timings for delivery of appropriate mitigation which responds to off-site impacts as the development in North Ely grows should be agreed as part of s106/s278 discussions.


Neighbourhood spine (Highflyer Avenue)
Local streets
Shared surface lane
Street with SUDs
Local centre
Active frontage
B Bus stops
800m Walking Distance
400m Walking Distance
A10
Local Centre
B
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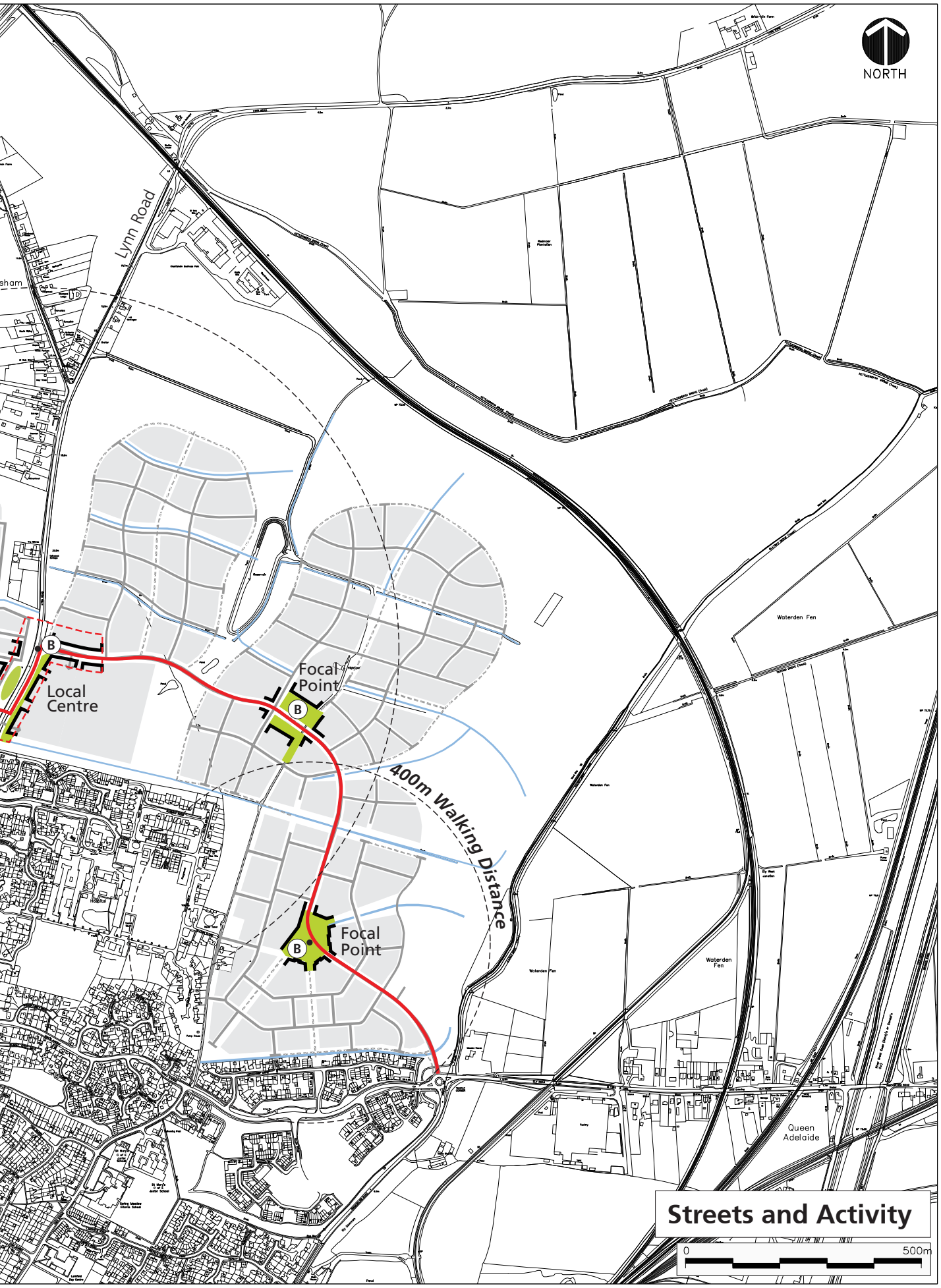

NORTH
Lynn Road
Local Centre
Focal Point
Focal Point
400m Walking Distance
Waterden Fen
Waterden Fen
Waterden Fen
Queen Adelaide
Streets and Activity
0
500m

4. DETAILING THE PLACE – REINFORCING THE SPECIAL QUALITY AND CHARACTER OF ELY THROUGH HIGH QUALITY DESIGN

North Ely is a development for the 21st century, which should deliver innovative, quality buildings and spaces for contemporary living whilst also reflecting the traditional fen heritage.

The draft Local Plan requires development proposals to be exemplar, showcasing best practice of a quality that would be recognised nationally and that stands comparison with the city's existing heritage. It requires that particular attention is paid to layout, scale, height, design and massing to ensure that development complements and reinforces the special quality and character of Ely.

It also indicates that the development should provide for a managed transition from the town to the rural fen countryside, with densities of housing reducing from higher levels in the local centres to lower levels towards the fen edges.

Principle 4a – Designing buildings to ensure architectural and design variety and excellence. The built form should respond to and draw references from the rich historic townscape in central Ely

Requirements

4a (i) Features of the existing character and urban form of Ely must be reflected in the structure and design of the new development, so that it seamlessly integrates into the existing city structure, rather than developing as a separate and isolated city extension.

4a (ii) The proposed development should reflect Ely's finer grain development pattern, local building materials and detailing, translated into a contemporary context. The pattern of development should be based on linear streets and block layouts that reflect the block structures in the historic parts of Ely, rather than the cul de sac approach which limits permeability within the development.

4a (iii) Small scale built structure with buildings relating to the streets they front onto, and showing a clear public 'front' and private 'rear' will be required. Houses with gardens will contribute towards this objective, and flats/ apartments will only be appropriate as part of the local centres.

4a(iv) A key Ely feature is its 'walkability' and compactness, and the pattern of development, permeability via cycle and pedestrian connections, and grouping of facilities together within easy walking distances of the new housing, must be designed to reflect this characteristic of Ely. Similarly, this must be a consideration in designing the linkages from North Ely to the rest of the City.

4a (v) Whilst design should take clear character references from local styles, it should apply these in a contemporary manner, embracing the best that 21st century architecture can offer. This will not only reflect its innovative nature in terms of sustainability, creating a sense of place, but will also be a product of the incorporation of modern sustainable methods of construction.

4a (vi) Individual buildings should incorporate sufficient horizontal and vertical detailing to provide visual interest that reflects their position within the development. Whilst the lower parts of buildings will be required to add variety and interest to the street scene, the roofscape of the development should also be interesting and dynamic, with roof pitches and rooflines used to add character to individual areas. Design codes produced prior to reserved matters applications will detail this style.

4a (viii) The existing community of Chettisham must be integrated into the development in such a way that it is able to retain its separate identity as a local rural hamlet within a green landscape. Similarly the existing Highflyer Farm should blend into and help provide a sense of the site history within the overall development

4a (ix) As an indication of their commitment to a high quality design for the development, applicants will be expected to present their outline applications, proposed design codes and reserved matters applications to the Cambridgeshire Quality Panel, and to include the resultant Panel report with their application material.

Principle 4b - Designing high quality public realm

4b (i) Public realm should reinforce different character areas through the distinctive use of quality materials, street furniture, public art, landscaping and effective management and should be designed in accordance with inclusive design principles.

Principle 4c – Using landmarks and views to create local legibility

Requirements

4c (i) Local landmarks can comprise key feature buildings, spaces, mature trees, and public works of art. These should be used to help create a sense of place and identity, to help people orientate themselves around the development. They can be used to emphasise key vistas, terminate a view, or as a focus to an area, and need not necessarily be simply a taller building.

4c (ii) Applicants will be required to identify the potential location for landmarks at outline applications stage. Detailed design will be considered at reserved matters stages.

4c (iii) A range of reference points should be used to inform the built form and create a strong sense of Ely, including the local Water Tower, Highflyer Farm, the existing water feature, landscape topography, green corridors and views of the City, Cathedral as well as the fen landscape. Key nodes and corners should be identified and emphasised using high quality public space, public art, or other interesting built form features. The important gateways from the A10, and at Thistle Corner should also be emphasised using visually attractive building forms, and the gateway along Lynn Road from Littleport should be designed to reflect the rural – urban transition.

4c (iv) A range of formal and informal views of Ely Cathedral should be provided, including formal 'vistas' framed by green movement corridors as well as more 'glimpsed' or unexpected views framed by finer grain development and/or high quality public space.

4c (v) Similarly the design should take advantage of the land form to maximise views out across the surrounding fen landscape.

Principle 4d – Making a feature of green landscaping in urban design approaches, reflecting the leading structuring role of green infrastructure in the development.

Requirements

4d (i) The main spine road and secondary street should provide for tree lined avenues, boulevards and hedgerows to soften the built townscape.

4d (ii) Design should incorporate tree planting, hedges, 'farm' type gates and open spaces to emphasize the rural character of the housing development, particularly in the areas closest to the country park and green spaces.

4d (iii) Buildings should front onto the green streets and edges of the development, rather than having back gardens facing out towards the green landscaping.

4d (iv) Detailed consideration must be given to the design of the green edges to the development and the 'urban/fen country' interface. This zone has an important function to perform in providing a satisfactory link between these two areas.

- From Thistle Corner up to the main greenway which intersects the site, a strong character edge should be sought, providing enclosure with varied architecture and building heights. This should face onto the area of the park which is more 'visitor' focused. (See Section 1c (v)).
- Beyond the greenway on the northern edge, residential development must be designed to interface with the open countryside in a traditional 'Fen' manner with evidence of 'broken' , intermittent linear edge treatment interspersed with structural planting to create soft feathered edge to the built development. This will face onto the area of the park which is more natural habitat (see Section 1c (vi)).

Principle 4e – Designing car and cycle parking and service areas into the development with minimal visual impact

4e (i) Access, servicing and car parking has a major impact on site planning and design and can take up relatively large areas of land. Car parking strategies should be developed early on in the design process, taking account of proposed management and allocation arrangements.

4e (ii) The Council's preference is for on-plot allocated car parking spaces for the majority new dwellings. On-street parking should generally be designated for visitors only.

4e (iii) Car parking spaces should be located and designed to ensure that they are overlooked, safe, secure and accessible. They should be designed to minimise potential negative effects on the quality of the public realm and ensure that they do not dominate the streetscene.

4e (iv) Surface level parking should be integrated into a scheme in ways which embeds spaces into the public realm by the careful use of levels, surface materials, planting and landscaping, street furniture and lighting. Large surfaces of car parking should be avoided and broken up into discrete areas. Open parking courts should be located behind building lines and be limited to a maximum of 8 spaces.

4e (v) Car parking spaces for disabled drivers should be integrated into the development close to main entrances and be clearly marked in mixed-use developments.

4e (vi) Cycle parking must be considered at appropriate locations along the cycle network at key destination points. They should similarly be designed to ensure that they are overlooked, safe, secure and accessible.

4e (vii) Any necessary external storage areas for apartment buildings and mixed-use developments in the local centres should be screened through the use of planting, walls and/or fences.

Principle 4 f – Using neighbourhoods, character areas and development typologies to promote a gradual transition from urban to rural character.

Requirements

4f (i) Applicants should use a structure of neighbourhood areas, character areas and development types to set out the character of the development. (See diagram below) These aim to create a sense of place and neighbourhood within the development, introducing variety and different characters. This approach should allow for a finer grain of variety in the development, rather than one large scale development with the same monotonous character throughout.

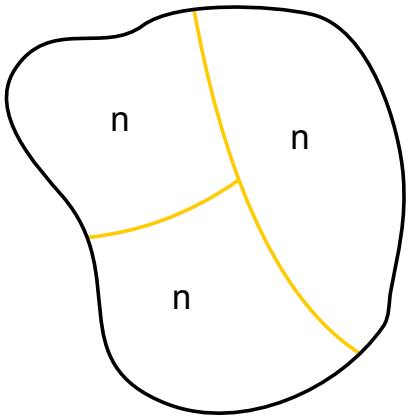
- 'Neighbourhoods' should describe the broad locational areas within North Ely defined by the land uses, facilities and locations within the site, and the special unique features which identify the neighbourhood.

- 'Character areas' should be described within each neighbourhood. These should be based on development patterns and materials palette, and should make each character area a distinct unit with its own distinct identity. They allow individual parts of the neighbourhood to be treated in a specific unique way. It is likely that these character areas or units will match the parcels in which each area is sold/ developed.

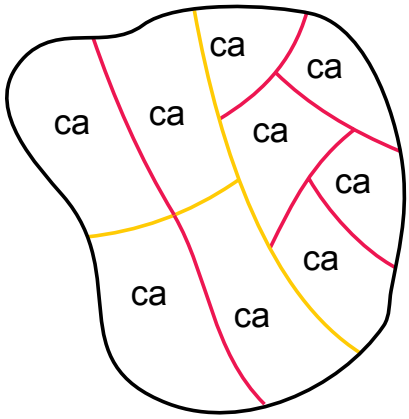
- Each character area should feature a variety of 'development types'. These development types should be differentiated by density levels, plot sizes, setback from roads and green landscaping, describing the housing which will make up each area. The suggested development types are 'urban village', 'suburbia', 'green living', 'arcadia' and 'local centre'. These development types can occur in any of the neighbourhood areas, but higher densities of development (around 40dph) should be focused around the local centres, and lower densities of development (10-20 dph) towards the outer edges of the development to promote a gradual transition from urban to rural character.

Tables 3 & 4 provides further descriptions of these neighbourhoods, character areas and development typologies.

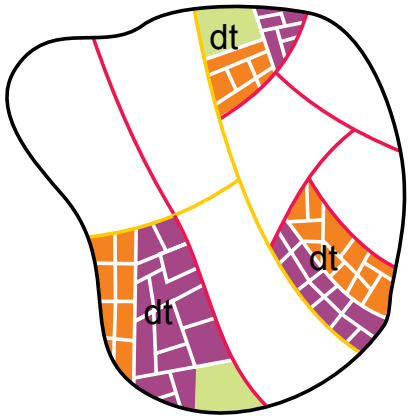
Development Character



Neighbourhoods
- Locations within site
- Local facilities
- Existing characteristics and landscape element
- Functional



Character Areas
- Development pattern
- Materials palette
- Response to site surroundings



Development Types
- Density
- Streetscape
- Plot typologies
- Dwelling types

Structure for Creation of Neighbourhoods, Character Areas and Development Types

Indicative neighbourhoods are set out in the table 3 below

Each neighbourhood can be subdivided into individual character areas, based on material palettes and development pattern which will give each character unit its own distinct and unique character.

Development types can be applied to all neighbourhoods, and table 3 below provides guidelines on the proportions of development types for each neighbourhood. Table 4 sets out the required features of these development types

Table 3 - Neighbourhoods 1 Local Centre 2 Urban Village 3 Suburbia 4 Green Living 5 Arcadia

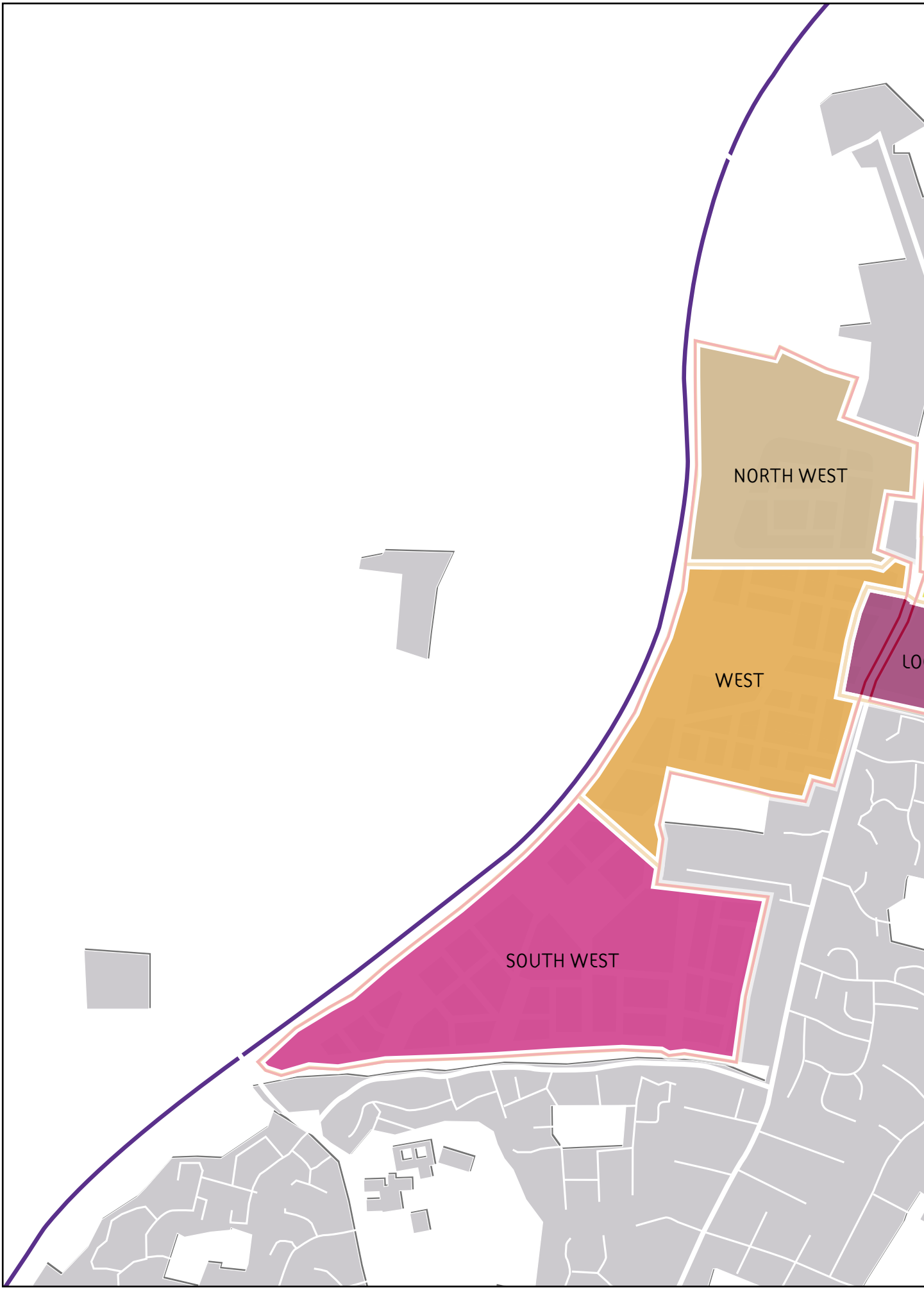
Neighbourhood	Special Feature(s)	Facilities/Landuses	Public Realm	Development Types (as proportion of total development within neighbourhood)
Local Centre – Lynn Road and Cam Drive	A focus where services, employment and facilities are concentrated, and with opportunities for social interaction Distinct key note buildings of design merit that frame and enclose high quality public realm	Retail – including a modest foodstore Employment Primary school and nursery Care home Residential Services and facilities eg pharmacy, micro library Community hub Workhub Play area Playing fields	Fen 'High' street character with central green space along Lynn Road. Active and vibrant frontages Wider pavements in front of shops along the 'High' Street and 'piazza' areas for public to congregate with sitting out areas, street furniture and public art Green space to have both functional and landscaping role Easily accessible by pedestrian, cycle and bus routes. Cycle and car parking provision in discrete areas rather than as a block of surface parking, with good landscaping providing a visual screening of cars. Allow potential for future organic growth	
Highflyer Orchards	Community Orchard Gateway to the development from the North A focus on transition from rural to urban	Housing Employment Allotments	Linear green infrastructure Green buffer to Lynn road Country park with productive landscape Central neighbourhood green (with orchard theme)	

Highflyer Hall	A focus around the setting of the Highflyer Hall Rural village living Fen Views	Housing Recreation Wildlife/ nature focus	Linear green infrastructure Country park with 'wildlife' focus landscape A 'feathered' edge to development to integrate into the country park, rather than a solid 'block' line. Housing should not back onto the country park. Use of hedges, tree planting, farm 'gates', green lanes and similar features to convey rural living environment	
Highflyer Green	Gateway to Country Park Cathedral views Urban village	Housing Allotments Place of worship	Country Park with formal landscaping and visitor car/cycle park and information facilities,. sensitively designed to reduce visual impact on country park Neighbourhood green with active frontages A stronger sculptured frontage to the country park reflecting its more urban formal character	
Southwest	A new gateway to Ely from the A10 Cathedral views	Housing Primary school Workhub/community facility Potential for micro library Services and facilities "Corner shop"	Attractive treed landscaped gateway from the A10 into the development Urban park Urban frontage onto prominent green areas Allotments Green edge along A10 assisting in noise mitigation Retain existing trees and drainage pattern	
West	Fen views Playing field (Potentially Cricket centre facilities)	Housing Playing Field	Allotments Green edge to A10 assisting in noise mitigation Incorporates part of the main green link across the wider development site Playing field with sports changing facilities	
North West	Rural village living – village green	Housing Village green with multifunctional role – recreational, play, landscaping, event space	Tree belt along northern boundary retained and strengthened to retain Chettisham's character as a distinct settlement Increased tree cover and strong boundary vegetation to strengthen countryside character Retained hedgerow and ditch as division between fenland and settlement	Large plots to facilitate rural lifestyles

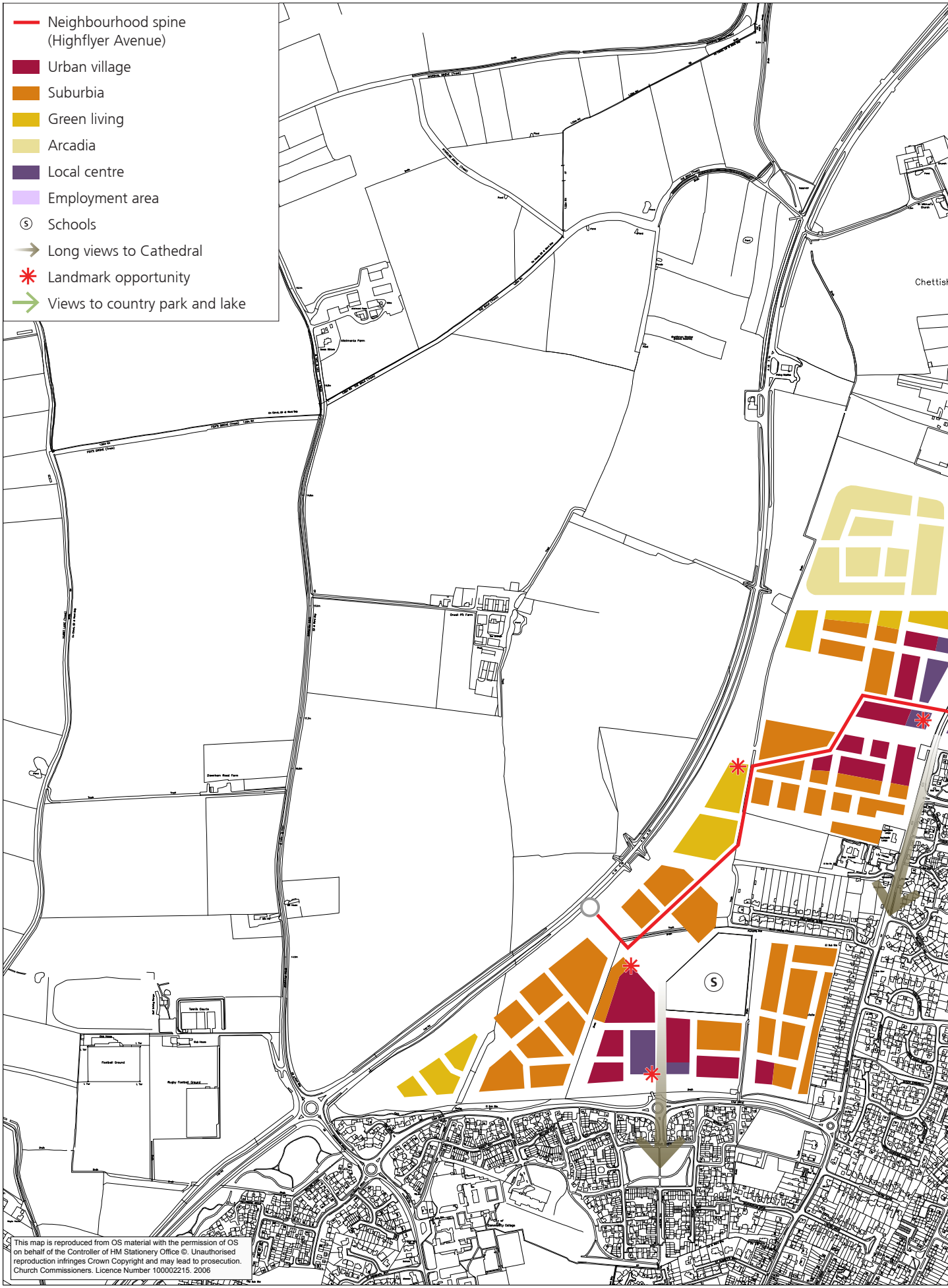
Table 4 Development Types

	Local Centre	Urban Village	Suburbia	Green Living	Arcadia
General Layout	Close grain development pattern that builds on character of traditional Fen High Streets. The retail, employment and community facilities cluster together and act as 'anchor' points with good visual connections of their main entrances from across the public spaces	Close grain dense and urban development pattern that builds on the historic streets in the riverside area of Ely	Less close grain urban development pattern, but which still maintains well lined street spaces and sense of enclosure	Open pattern of development where green features are dominant, and trees and hedges play an important role, together with more substantial garden space.	Open pattern of development which will provide a soft, heavily landscaped transition from the urban areas to the country park and rural setting. Development will be more akin to rural 'organically' evolved patterns of development with opportunity for large plot based ownership.
Built Form	Provides a sense of enclosure, but with varied building heights and rooflines. 2-3 storey Frontages of retail/community facilities to face onto main roads, and building entrances to be aligned accordingly	Variety of dwelling types, semi detached and terraced, with live work units to evoke a feeling of diversity and a mixed use environment. 2-3 storey with scope for apartments over other ground floor uses. Variety in roofline important	Variety of dwelling types, primarily semi detached, some detached family dwellings, and occasional terraces. 2-2.5 storey with scope for 3 storey on key corners. Variety in roofline important. Scope for self build.	Variety of dwelling types, primarily semi detached and detached. Predominantly single or two storey Scope for self build and individually designed buildings. Corners defined by dwellings with positive frontages to two sides	Variety of dwelling types, primarily detached dwellings, single and two storey. Significant potential for individual bespoke dwellings and self build.
Streetscape	Linear active frontages along main roads. Strong building line, but slight set back to allow for good pedestrian movement along main roads. Shared surface treatment around public spaces slowing down traffic speeds and reinforcing pedestrian priority. Good pedestrian permeability and cycle/bus accessibility	Narrow streets with good pedestrian permeability. Dwellings should be set along street frontage.	Modest set back (eg. 5m) for dwellings allowing for small front gardens. Strong building line where dwellings front onto green spaces and country park.	Detached dwellings with variable plot widths create more permeable frontages. This will be particularly important where fronting onto green spaces and the country park. Termination of some street views with green spaces or trees, rather than buildings.	Access via 'lanes' that respond to the topography and landscape/field cultivation patterns on the fen edge. Generous set back of dwellings (eg. 20m) in large gardens. Development should not back onto open space or surrounding countryside to ensure a positive address of these areas.
Indicative Average Residential Density	Likely to be flats and apartments above shops and offices	Medium – higher density around 35 -45dph	Medium density around 30-35dph	Low to medium density around 20-30 dph	Low density around 10 - 20dph

Approach to open space and landscape design	Distinctive public squares focussed along main roads, shape and length take advantage of the sun orientation and allow outdoor activity and seating. Some softer planting dominated spaces with play facilities. Opportunities for public art. Existing trees and vegetation retained where possible. Roof gardens for apartments	Rear gardens for dwellings and shared garden space or roof gardens for apartments. Formal tree planting in streetscape reflecting urban character	Dwellings set within garden plots with garages. Planted frontage boundaries. Formal tree planting in streetscape reflecting suburban character	Dwellings set within spacious garden plots with garages and outbuildings set behind the dwelling frontage. Planted or low fenced frontage boundaries and grass verges	Dwellings set in individual generous plots. Planted frontages, hedges, rural fences and 'farm gate' style entrances affording resident privacy. Opportunities on plot for small-holdings, 'self sufficiency' horticulture, orchards and similar. Strong reference to the rural context with emphasis on informal and soft landscape. Very informal tree planting regime with the greatest mix of species
Residential parking	Discrete parking courtyards with a maximum of 8 vehicle spaces, or ground floor level parking. Large areas of surface car parking to be avoided and broken up into discrete areas with landscaping	Some parking courtyards with a maximum of 8 vehicle spaces for mews and apartments. A higher proportion of on plot parking for dwellings and visitor parking on street.	Residential parking on plot, with garage provision and visitor parking on street. Parking courts will not be considered for these areas.	Residential parking on plot, with garage provision and visitor parking on street.	Residential and visitor parking on plot.
Boundary treatment	Strong defined building line, with set back for pedestrian movement. To create a sense of public/civic space, with building entrances facing direct to these spaces	Strong continual defined building line with limited set backs, but creating a feel of more 'private' domestic scale residential areas.	Defined building line with modest setback. Varying plot widths should create variety but retain an overall sense of enclosure	Medium set back for dwellings (eg. 7-8m). Varying plot widths should create variety and a more informal, loose feel	Generous set back (eg 20m). Should enhance the relationship between development and the open countryside.
Comparable areas	Local linear Fen Village High Streets and local village greens	Lower density areas of riverside housing in Ely	Norfolk Road and Lynton Close in Ely	Area of older houses on Witchford Road in Ely.	Larger houses on Cambridge Road backing onto the Golf Course in Ely.


NORTH WEST
WEST
SOUTH WEST

CHETTISHAM
BUSINESS PARK
HIGHFLYER
ORCHARDS
HIGHFLYER
HALL
COUNTRY
PARK
CAL CENTRE
HIGHFLYER GREEN
Neighbourhoods
0
500m


Neighbourhood spine (Highflyer Avenue)
Urban village
Suburbia
Green living
Arcadia
Local centre
Employment area
Schools
Long views to Cathedral
Landmark opportunity
Views to country park and lake
Chettish
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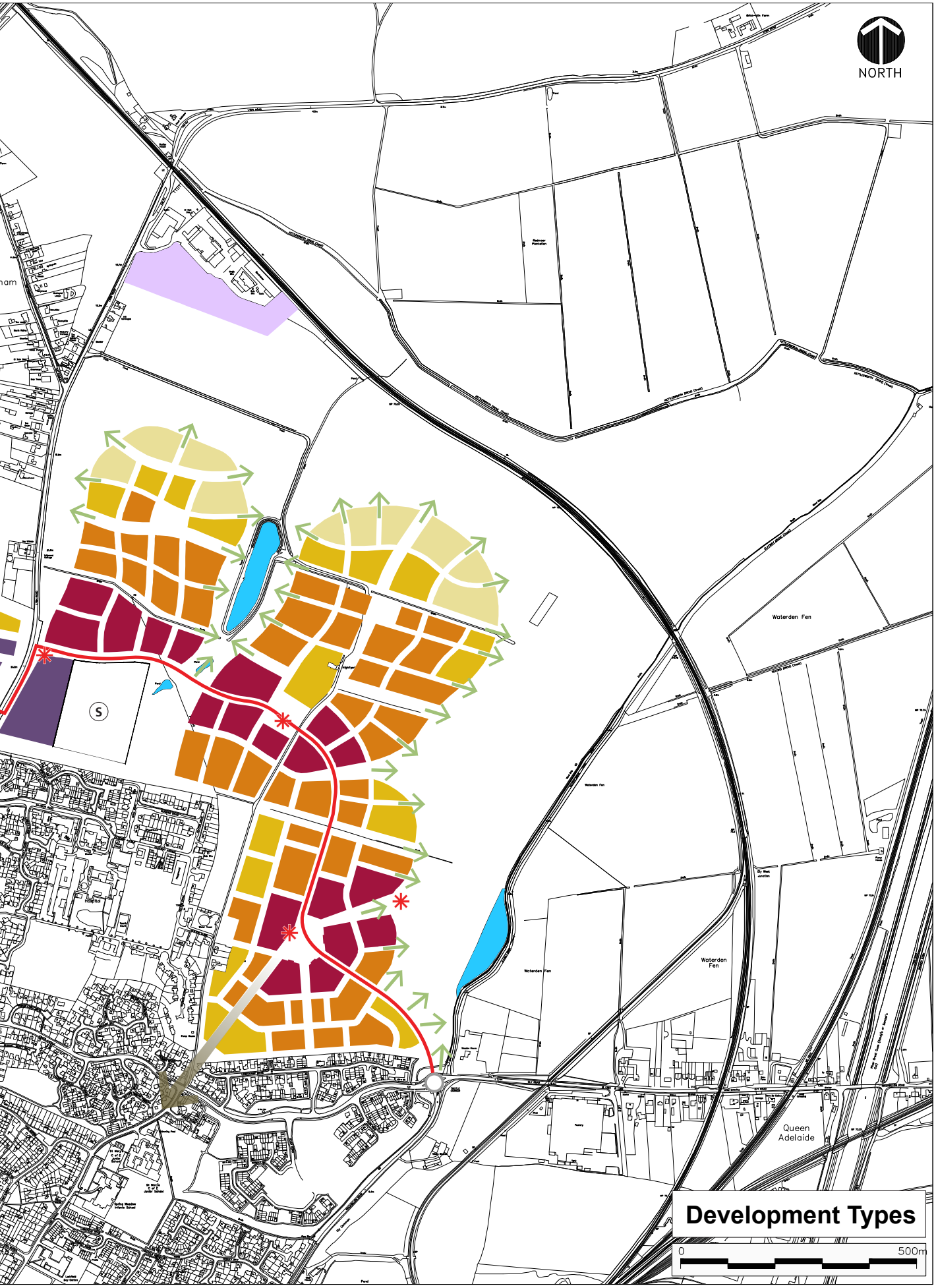
NORTH
Waterden Fen
Waterden Fen
Waterden Fen
Queen Adelaide
Development Types
0
500m

(Block diagrams of Development Types)

(Block diagrams of Development Types)

Summary of Key Structuring Principles

1. An Integrated Urban and Rural Character which creates a Special Place

a) Using the unique rural setting to create a special place

b) 30%-40% of the North Ely site area as multifunctional green infrastructure, incorporated as an integrated part of the design and layout of development

c) Extending Ely Country Park to provide a green edge for North Ely as a new urban/rural interface

d) Enhancing biodiversity and creating new habitats for wildlife

e) Using the green infrastructure to provide for the recreational needs of the community

2. Building a Balanced Community

a) Providing for diversity of housing for all sections of the community

b) Offering a diversity of locally based jobs

c) Providing a range of community facilities to meet local needs

d) Providing a range of play facilities

e) Setting high environmental standards

f) Providing mixed use Local Centres at spatial nodes of the development

3. Making the Connections

a) Aligning with a strategic transport strategy for the wider development

b) Prioritising walking and cycling over vehicle movements within the development

c) Using the main spinal link road as an integrating link for the development

d) Incentivising public transport

e) Providing a legible network of local streets

f) Providing for off site transport improvements to mitigate the traffic impacts of the development

4. Detailing the Place – Reinforcing the Special Quality and Character of Ely through High Quality Design

a) Designing buildings to ensure architectural and design variety and excellence

b) Designing high quality public realm

c) Using landmarks and views to create local legibility

d) Making a feature of the green landscaping in the urban design approaches

e) Designing car and cycle parking and service areas into the development with minimal visual impact

f) Using neighbourhood areas, character and development typologies to promote a gradual transition from urban to rural

'Landmark' dwelling, Newhall, Harlow