

North Ely Development Framework

A Framework for the Future Development
of an Urban Extension for Ely



EAST CAMBRIDGESHIRE
DISTRICT COUNCIL



QUALITY

EXEMPLAR

SUSTAINABILITY



An exemplar development

With its spectacular cathedral, gentle pace of life, and delightful riverside setting, Ely is a special place to live. The area to the north of the city is the last opportunity for large scale growth on the Isle of Ely – it is a challenge and a responsibility to cherish and respond to this special place.

The District Council is committed to creating development at North Ely that is founded upon strong principles of high quality urban design, environmental sustainability and a balanced community. The scheme will become an exemplar for sustainable development in Cambridgeshire.





Foreword



Ely is a very special place. It is home to one of the country's finest cathedrals, a charismatic landmark visible for many miles across the fen landscape. Ely has a unique identity with its historic core, delightful riverside setting and exceptional rail links.

The aim of this development framework is to set a comprehensive vision for North Ely and to define the key elements that are needed for success. The Council will only support development that meets the requirements that are set out in this document.

It is not surprising given Ely's high quality of life that a significant number of people have moved to the City in recent years. Between 2001 and 2010 the population of Ely parish grew from just under 15,000 to nearly 19,000.

It is clear that despite the current economic challenges facing the country, these long-term growth pressures will not go away. Indeed the population is expected to reach 27,000 in 2031.

The Ely Masterplan set out proposals to manage this growth effectively and avoid ad-hoc development taking place without full consideration

of the community's needs or the City's heritage.

The Ely Masterplan identified the north of Ely as a key development area.

North Ely represents a once in a generation opportunity to add a major new neighbourhood to Ely.

Our vision is for an exemplar development that will be a nationally significant example of best practice. We will not accept a 'standard housing development' concept.

The development will be expected to deliver a high quality living environment, a significant number of local jobs, major transport enhancements and a large

extension to the Ely Country Park.

The Council intends to adopt the North Ely Development Framework as interim policy so that planning applications can be properly assessed as they come forward.

The Development Framework will be finalised alongside the District Council's Core Strategy Review – this will be renamed as the East Cambridgeshire Local Plan.



Councillor Peter Moakes

Leader of East Cambridgeshire District Council
Chairman of Development and Transport Sub-committee
Autumn 2011



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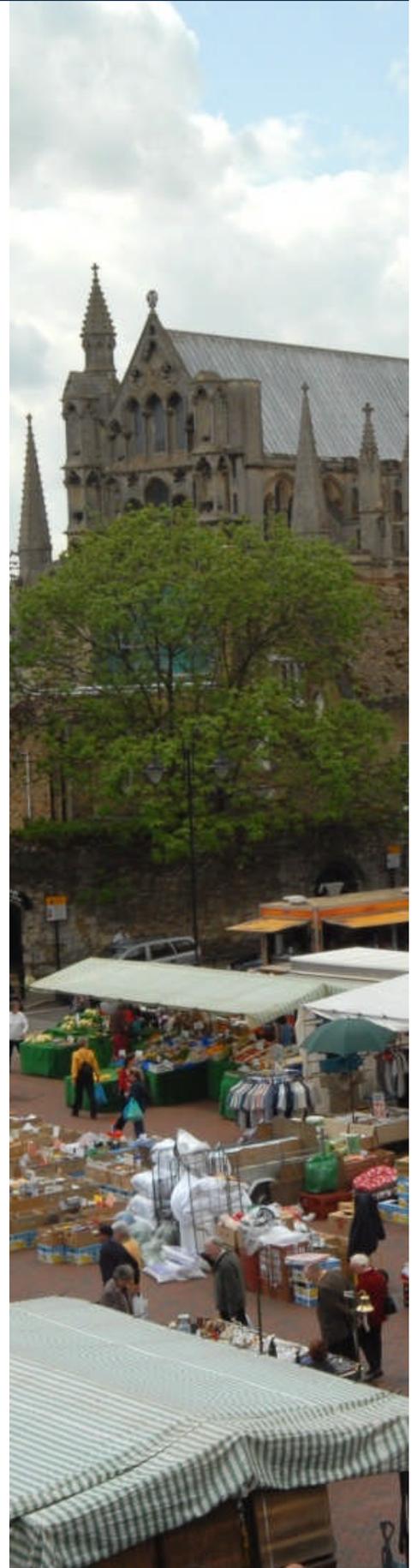
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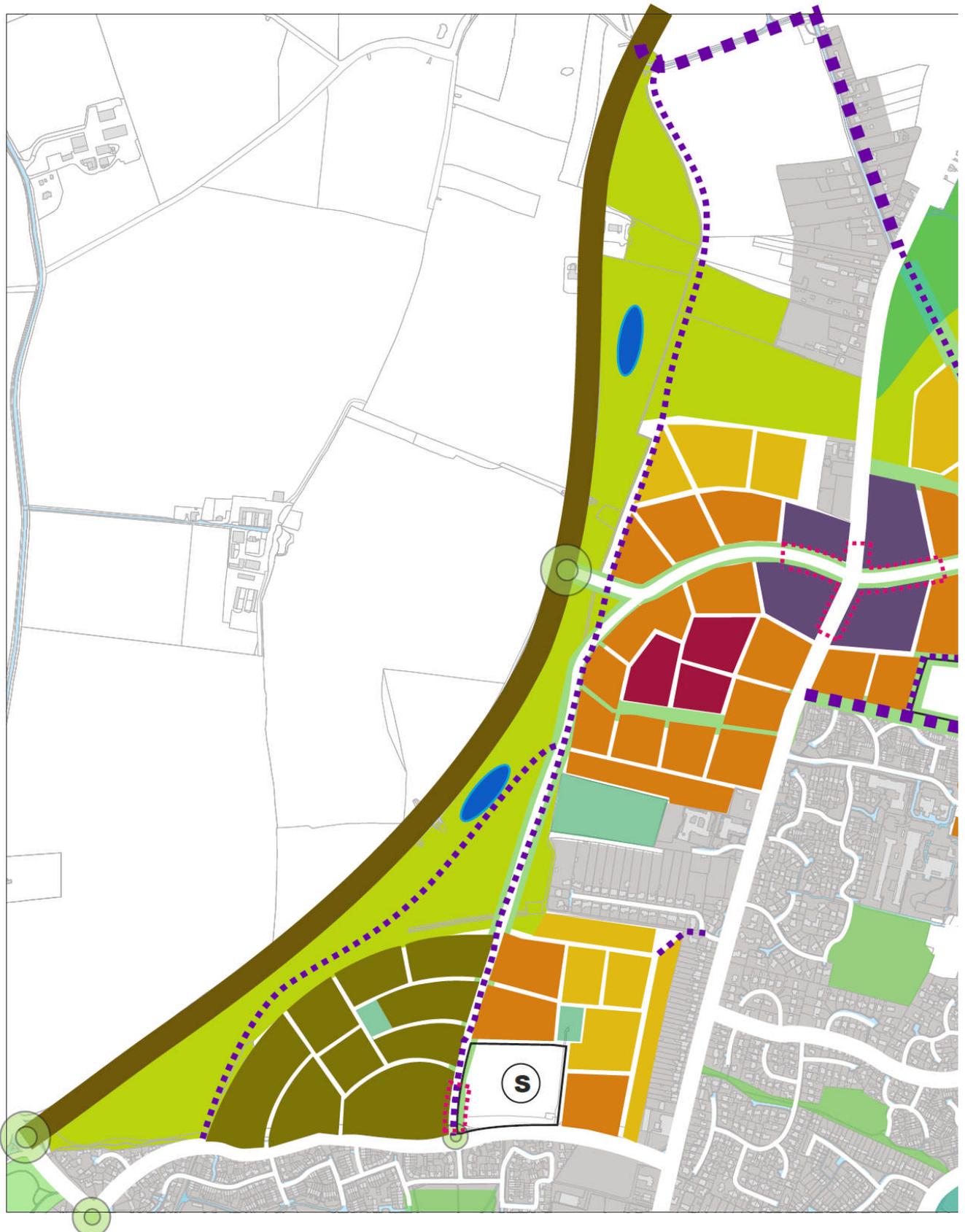
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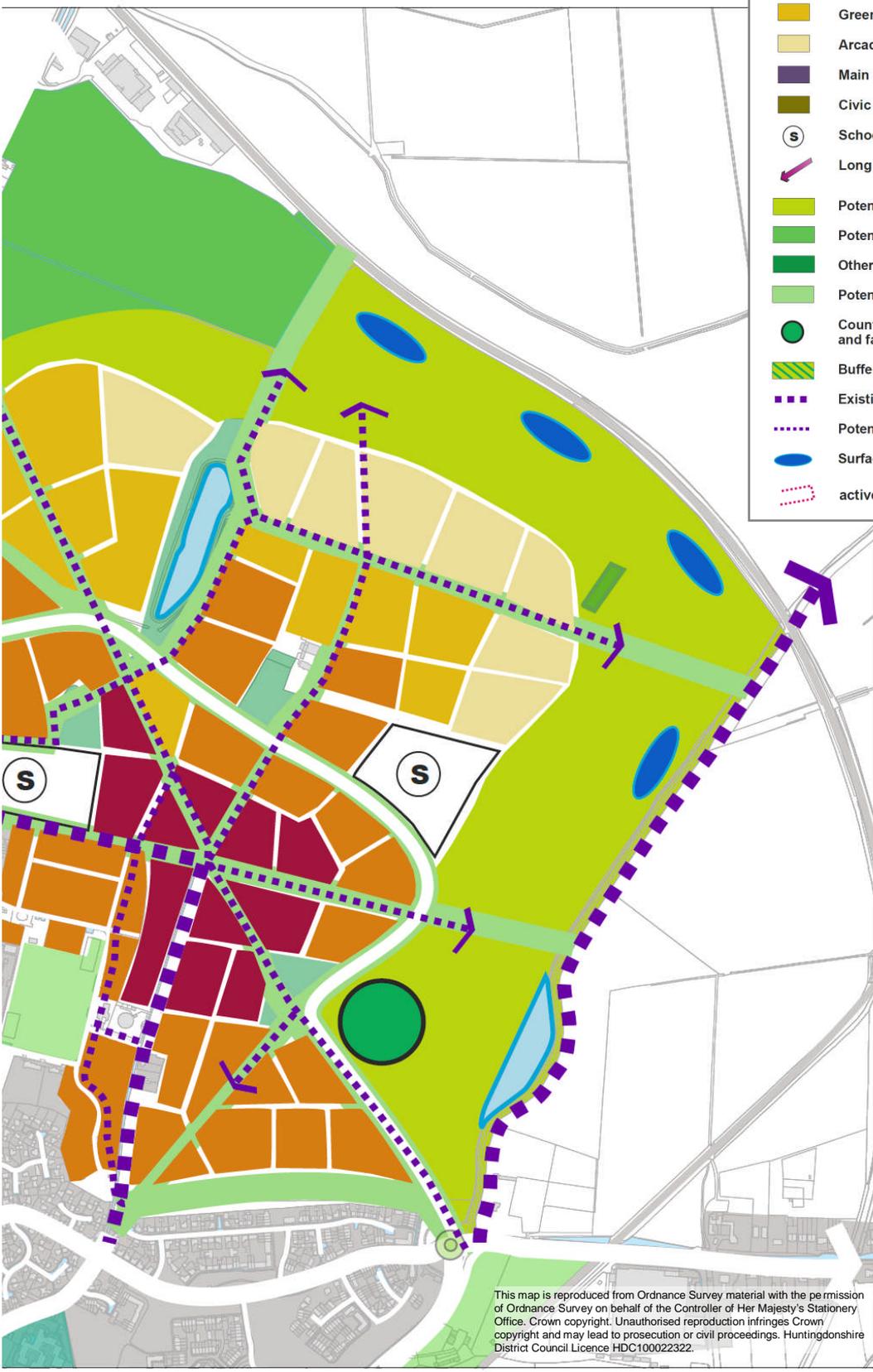
The Framework at a glance

The advice included in this Development Framework has been interpreted to produce this Indicative Plan. As the document sets out the broad principles for the development of an exemplar community at North Ely, it is open to interpretation.





Key	
	Urban village
	Suburbia
	Green living
	Arcadia
	Main street
	Civic and business quarter
S	Schools
	Long views to Cathedral
	Potential country park
	Potential woodland area
	Other areas of potential open space
	Potential green corridors
●	Country park visitor centre and facilities
	Buffer to Chettisham
	Existing footpaths / bridleways
	Potential footpaths / bridleways
	Surface water attenuation
	active frontage



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Introduction

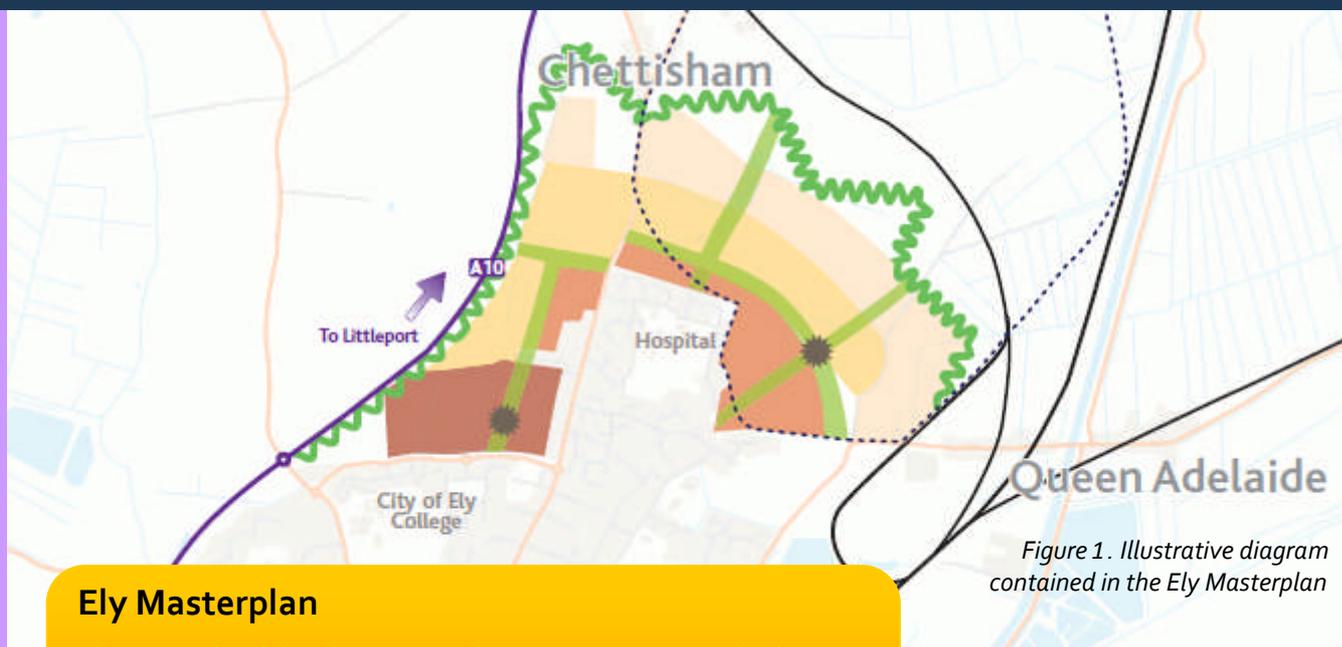


Figure 1. Illustrative diagram contained in the Ely Masterplan

Ely Masterplan

The principle of developing an urban extension at North Ely was established in the Ely Masterplan (2010), which is adopted as Council policy. The Masterplan sets out a long-term vision for the area including a series of illustrative proposals.

The purpose of this document is to:

- Form the basis for future masterplans to be produced by developers
- Set out the vision for taking North Ely forward as an exemplar development
- 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 site

Development context

East Cambridgeshire is a predominantly rural district located to the north-east of Cambridge. The cathedral city of Ely is the largest settlement with a population of around 17,560.

Ely is a thriving historic market town, with a cathedral and attractive riverside. Ely is the district's main shopping, employment and commercial centre, and is also an important tourist destination.

Ely has good rail connections to London, the north and the rest of East Anglia, and is connected to Cambridge via the A10.

Focus for growth

Ely has experienced rapid growth in recent years, with development of new housing to the north and west, and new business parks near the station and at Lancaster Way.

North Ely

Ely continues to be a focus for growth within the district; the concept of a growth area to the north of Ely was first introduced in the Ely Masterplan.

The Masterplan vision requires the development of up to 3,000 homes in North Ely by 2031. It is hoped that this growth will provide a 'critical mass' to support a comprehensive range of services and facilities; enhance the level of employment self-sufficiency in Ely; and enable the city to develop sustainably.

Purpose of the document

The North Ely Development Framework establishes the principles that will guide the development of an urban extension to Ely. The document should be read in conjunction with the policies of the Local Development Framework (LDF).

Status of the Document

The North Ely Development Framework will initially be adopted as Council policy but will later gain Supplementary Planning Document (SPD) status.

The document will be a material consideration in the determination of any future planning application within the site.

Core Strategy Review – Local Plan

Another key document in the development of the site is the Core Strategy (2009). This document is currently under review with a draft Local Plan expected in Spring 2012.

It will be important to ensure that the development of North Ely is integrated into the physical and social fabric of the wider city of Ely and takes account of wider planned improvements which will be outlined in the revised local plan for East Cambridgeshire. These include:

- Regeneration of the station and riverside area
- Expansion of the town centre
- Expansion and development of Ely Country Park
- The proposed Leisure Village.



Figure 3. Early stakeholder engagement.

In addition, assistance in masterplanning and design was provided at various stages in the process by the landowners and their consulting teams, BDP, and Huntingdonshire District Council.

Comments on emerging proposals were also sought from the Cambridgeshire Quality Panel – 12 experts in design, renewable energy and development. Their role is to review major growth sites across the county and provide independent advice with the aim of improving the quality of the development being proposed.

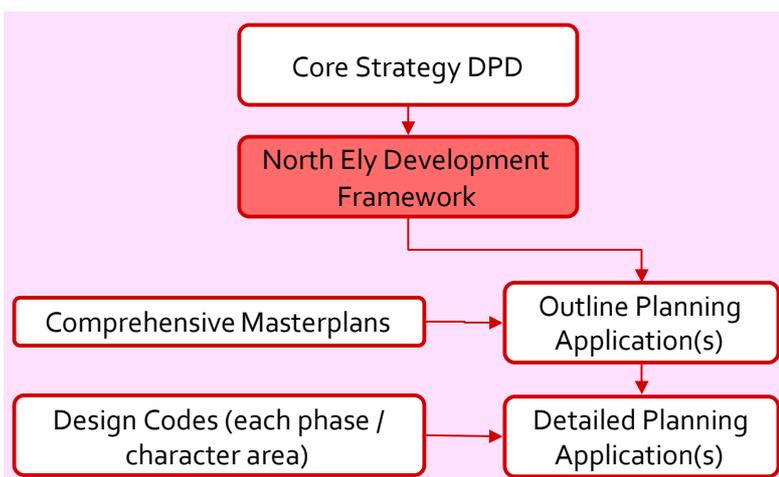


Figure 2. How the North Ely Development Framework will sit with other key documents.

Format of the document

The Development Framework sets out key principles for the development of North Ely, but allows a degree of flexibility for developers to develop these ideas with greater precision in subsequent masterplans.

Preparation of the document

The North Ely Development Framework has been developed inclusively over an 18-24 month period. Throughout this time, a number of consultation events (see right) were organised with a wide range of stakeholders.

The following key stakeholders were engaged in the process of developing the North Ely Development Framework: the major landowners and their representatives; Cambridgeshire County Council, English Heritage, Natural England, Environment Agency, Anglian Water and Cambridgeshire Horizons.

Consultation Events

- Stakeholder workshop: issues & options (April 2010)
- Stakeholder workshop: infrastructure, transport and connectivity (October 2010)
- Stakeholder workshop: design, vision, viability, phasing (November 2010)
- Members' seminars (January and July 2011)
- Public consultation: 2 broad options (March-April 2011)
- Landowner forum: ongoing meetings throughout 2011-2012

Appreciating the Context

Figure 4. The site

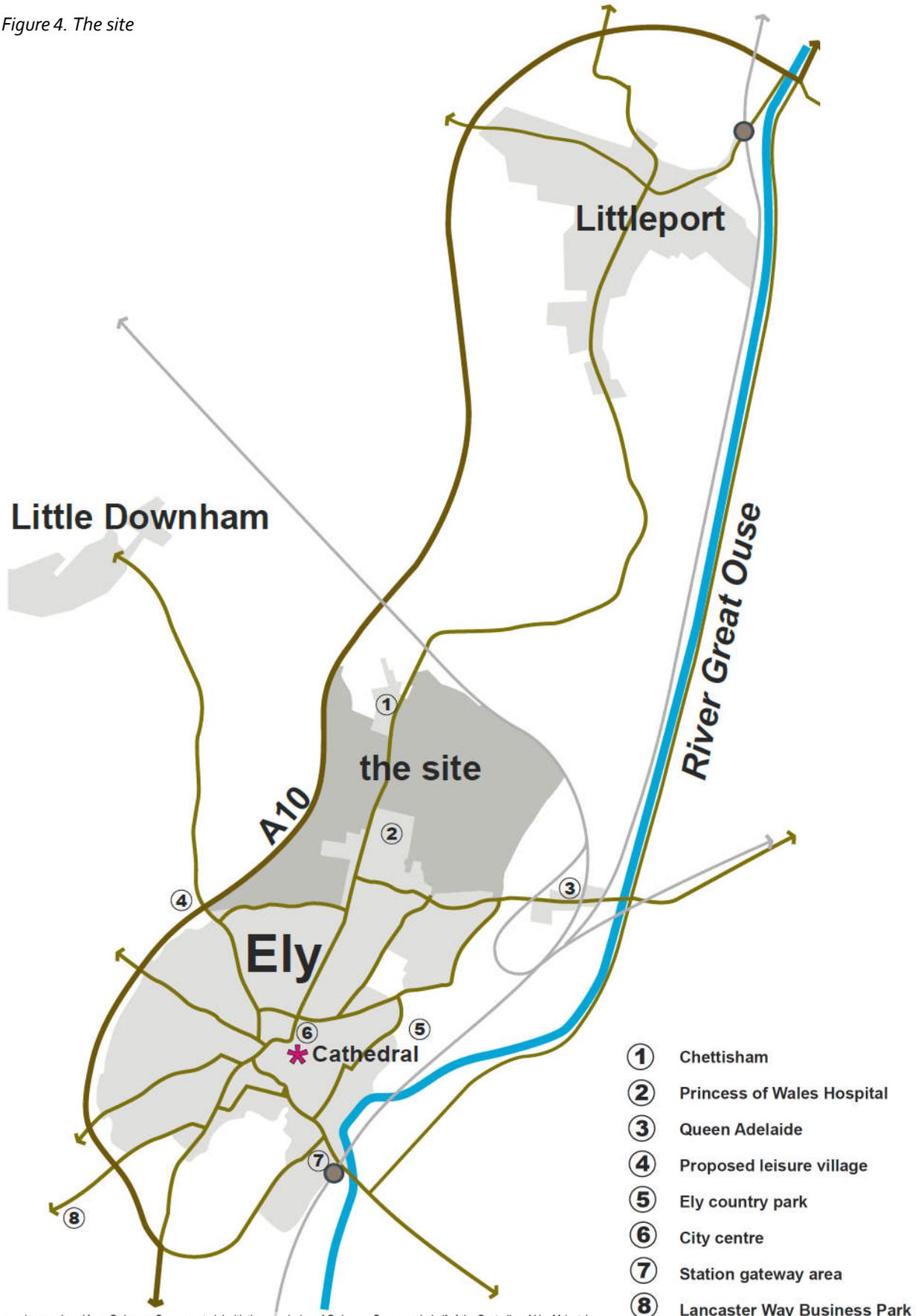
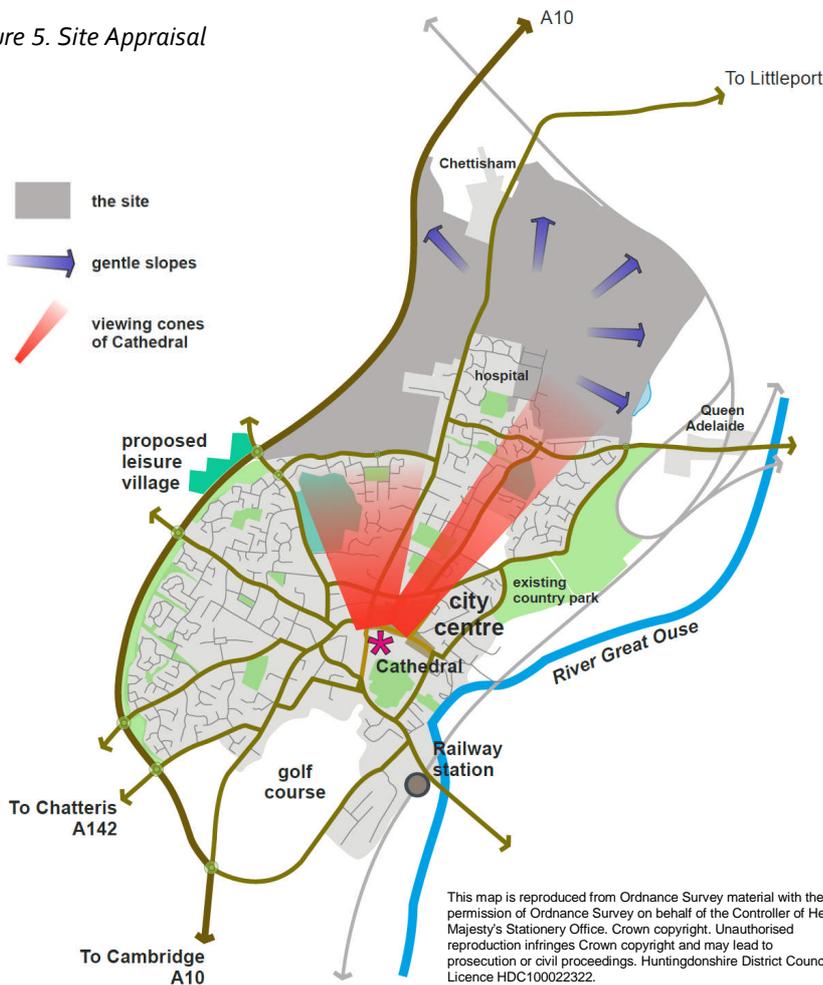




Figure 5. Site Appraisal



Topography

Ely was formerly an island surrounded by marshes. Today the Isle of Ely is the highest point in the surrounding fen. Figure 5 shows how the site slopes down towards the edge of the island.

Existing landscape features

All existing landscape features such as ponds and trees should be retained where possible.

Archaeology

The site's potential for buried archaeological remains will need to be assessed prior to development.

Flood risk & surface water

The site is not in an area of flood risk although some small areas within the site may be susceptible to surface water flooding.

Noise

Potential noise impacts from the A10 will need to be assessed and appropriate mitigation measures incorporated into the design.

Existing rights of way

The development should have due regard to existing public footpaths, byways and bridleways.

Key views

The rural setting of Ely is important to its character; new development should respect and enhance this landscape setting and provide opportunities for residents to access green space.

Key views of the Cathedral should also be introduced from public vantage points within the site.

Site location

The site is located at National Grid Reference TL 55055 82509 to the north of Ely in Cambridgeshire.

Site description

The site covers some 210ha of greenfield land bounded to the west by the A10, to the north-east by the East Coast Main Line and to the north-west by the small hamlet of Chettisham. It includes an area of Ministry of Defence land to the east of the Princess of Wales Hospital which is due to be declared surplus to MoD requirements in 2012.

The District Council is working to facilitate the comprehensive development of this site..

Site appraisal

The main features of the site are identified on the map above and described here:

Sensitive land uses

Development must be sited carefully in relation to existing residential properties at Chettisham and northern Ely in respect of scale, massing and residential amenity. Ensuring that Chettisham maintains its identity is vital.

Setting the Vision



Core Strategy Development Plan Document

Adopted October 2009

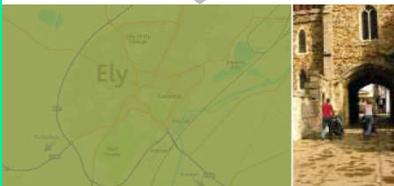


East Cambridgeshire's Core Strategy 2009 set out a vision for Ely in 2025:

"Ely will continue to be a thriving historic city... It will provide employment, retailing and other services to a wide catchment area... Its role as a tourist centre will have strengthened, with ... an enhanced riverside and station gateway area. The town centre will have been improved and expanded... 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... Development will be provided without compromising the sensitive historical landscape setting ... 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." (Paragraph 2.3.5, East Cambridgeshire Core Strategy 2009).

It further identifies:

"The need to manage and plan for housing growth - ensuring that infrastructure and service provision keeps pace with new development, and that new housing is successfully integrated into the built-framework and social fabric of existing communities." (Paragraph 2.2 13, East Cambridgeshire Core Strategy 2009).



Ely Masterplan

A Framework for the Future Development of the City of Ely



The Ely Masterplan (2010) considered that the key challenge was how to grow Ely without losing what makes it special - preventing sprawl and retaining the intimacy of a market town, yet still providing the arts, culture, education and sports expected in a thriving community.

This has been expanded for the North Ely Development Framework as follows:

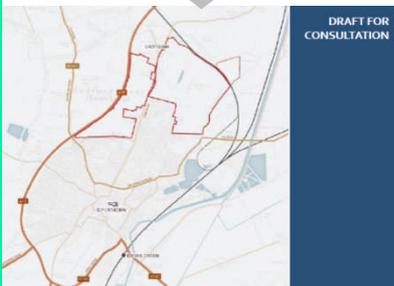
"Exemplar development showcasing best practice of a quality that would be recognised nationally and that stands comparison with the Ely's existing heritage."



VISION DEVELOPMENT OPPORTUNITY

Key Development Principles

The diagram opposite sets out eight broad development principles for North Ely which expand upon the principles originally set out in the Ely Masterplan. These principles were consulted upon in Spring 2011 and received a high level of support from the local community (Table 1). They are intended to guide the comprehensive development of North Ely to ensure that it becomes a sustainable and high quality new neighbourhood. These form the foundation of this Development Framework.



DRAFT FOR CONSULTATION

North Ely Development Framework

A Framework for the Future Development of an Urban Extension for Ely



QUALITY EXEMPLAR SUSTAINABILITY

Development Principle	% Support
Integrating green space into the structure of the development	90%
Creating strong links to the City and beyond	83%
Locating key facilities close to housing to maximise walking and cycling opportunities	82%
Providing a range of homes and community facilities for all ages	81%
Reinforcing the special quality and character of Ely through high quality design	81%
Offering a range of local jobs	81%
Striving to meet the highest environmental standards	79%
Grouping together facilities and encouraging shared services	73%

Table 1 – Local public support for Development Principles, Spring 2011

Development Principles



Figure 6 - North Ely Development Principles and their links with the original Ely Masterplan concepts.

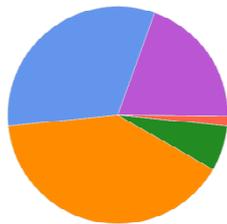


The community's vision

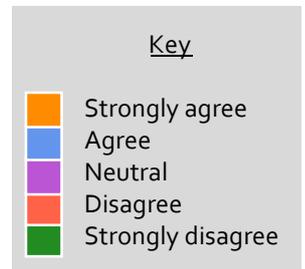
Two initial stakeholder workshops were held in Winter 2010 to scope out the key issues for the site. These workshops were led by expert consultants and involved the major landowners in addition to the main statutory planning, environmental, highways and infrastructure agencies. This workshop process culminated in the production of two broad options for the development of North Ely. A public consultation in Spring 2011 sought the community's views on the emerging options. Nearly 400 people viewed the exhibition material, and almost 200 written responses were received. Over 85% of the responses received were from local residents, providing a strong indication of the community's views.

Key consultation results

The majority of local residents want North Ely to be an exemplar development



Only 8.2% of respondents disagreed with the emerging consensus that "North Ely should be an exemplar development from which others can learn for the future". When asked to clarify their definition of an exemplar development the following priorities emerged: 1. reducing vulnerability to climate change and building energy efficient homes, 2. improving the range of habitats, wildlife and wild places, 3. creating distinctiveness and diversity within the landscape and townscape.

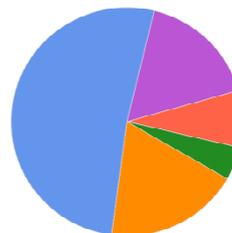


The majority of local residents want the public open space in North Ely to be varied



There was strong support for most of the options presented, particularly traffic-free walking and cycling routes, informal open space and woodland or community orchards.

The majority of local residents want North Ely to be a balanced community



There was strong support for North Ely to be a balanced community, with a match between jobs, homes and educational, social and community facilities and also in the age profile of residents.

Results also indicated strong support for a high proportion of the site being kept as open green space (84%), support for provision of a northern connector route (74%), and for employment opportunities to be incorporated within the site (61%). 44% of respondents preferred a traditional design for housing, whilst 36% would opt for a mix of traditional and modern design. Some 69% of respondents favoured a central location for a neighbourhood centre off Lynn Road. Many respondents also pleaded for larger gardens.



Key development components

- ☑ A low/medium density development of up to 3,000 houses, which respects the rural setting of Ely.
- ☑ A continuation of the Ely Country Park to provide a rural green setting for the new development, together with green linkages within the development.
- ☑ A series of different local character areas that reflect and enhance the distinctiveness of Ely, its Cathedral and the Fens.
- ☑ A main connector route as a spine to the whole development, connecting Thistle Corner to the A10 and Cam Drive, and with grouping of local community and commercial facilities in hubs along the route.
- ☑ The key hub to be a linear 'Main Street' at the junction of the main connector route with Lynn Road
- ☑ Sufficient convenience shopping and other facilities to meet the everyday needs of North Ely residents.
- ☑ An urban design which prioritises walking and cycling, grouping together of facilities and shared services.
- ☑ New, well connected and interrelated public transport network provision to key Ely facilities e.g. City Centre, Railway Station, Lancaster Way.
- ☑ Opportunities for a diversity of job creation within the site and relocation opportunities for other civic and business uses.
- ☑ Formal sports facilities focused primarily at the nearby Downham Road Leisure Village.
- ☑ Maintenance of a distinctive character and separate identity for Chettisham and the reinforcement of the Isle of Ely's character.
- ☑ A delivery strategy that secures a viable and comprehensive, well-integrated development scheme of up to 20 years, with a focus on the provision of supporting green infrastructure, robust utilities, community and transport infrastructure.

Key development components

From the public consultation and stakeholder participation work, a number of essential development requirements have been identified for the site.

These are the key components which the North Ely urban extension must deliver, and are the building blocks on which the guidance in this Development Framework has been prepared. These components are set out above.

Structure of the Development Framework

The development principles and key development components are expanded in more detail in the following chapters:

Creating a Green Structure

- Sets out proposals for green infrastructure – the most strongly supported of the development principles, and one that underpins the development framework.

Building a Balanced Community

- Indicates the primary urban structure and land uses.

Making the Connections

- Outlines the requirements for the transport network, including both internal and external linkages.

Setting High Environmental Standards

- Discusses the requirement for the development to demonstrate sustainability of energy and resource use.

Detailing the Place

- Provides a more detailed description of the North Ely character areas which are sought, together with the high quality design requirements.

Creating a Green Structure

High quality environment

The green infrastructure strategy must be fundamental to the masterplanning of North Ely. The new development should create open spaces that reflect the needs and aspirations of the community. The success of these open spaces will depend not only on the quality of design and materials but also on the relationship to surrounding buildings, the way people enter and pass through the space and the uses that are in it and surround it.

The green spaces that will surround and 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 and 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.

Development Principles

Integrating green space into the structure of the development

Reinforcing the special quality and character of Ely through high quality design

Creating strong links to the city and beyond

Outcomes

- ☑ 30-40% of the North Ely site area as multi-functional green infrastructure (GI), incorporated as an integral part of the design and layout of development – not as a cosmetic afterthought. This target includes all types of GI, ranging from parks and gardens to allotments.
- ☑ Use of the unique rural setting to create character, including the creation of views to Ely Cathedral and the surrounding fenland and linkages from the green spaces within the site to existing public rights of way in the fen beyond.
- ☑ Extension of Ely Country Park to provide a green edge for North Ely, with a gradual transition from urban to rural. The green space network within the site should be designed to promote access to the Country Park.
- ☑ Planting and landscaping as an intrinsic element throughout North Ely's high quality townscape helping to reinforce the character of Ely and to protect the distinct identity of Chettisham.
- ☑ North Ely to address long-term open space, sports and play needs, including linkages to the proposed leisure village to the west of Ely, and to other sports, leisure and play area facilities.
- ☑ A clear strategy to enhance biodiversity and create new habitats for wildlife.
- ☑ Creation of new water bodies, both as semi-natural greenspace and as part of the water strategy, managing flood risk, drainage and retaining water for irrigation.
- ☑ Consideration of GI beyond the 'red line' boundary - including landscape context and setting, and connectivity with the wider GI network.

What is green infrastructure?

Green infrastructure (GI) is our natural life-support system - the network of natural and manmade features such as open spaces, woodlands, landscapes, rights of way and waterways, which link and serve our communities and countryside.

It is multi-functional, combining aspects such as landscape, wildlife, public access and recreation, and providing multiple benefits, such as contributing to economic development, sustainable growth, healthy lifestyles and quality of life.

Types of green infrastructure

GI refers to many different types of greenspaces. The GI typology below is based on Natural England's Green Infrastructure Guidance (2009):

- **Parks and gardens** – urban parks, pocket parks, Country Park and formal gardens.
- **Amenity greenspace** – informal recreation spaces, children's play areas, playing fields, communal green spaces within housing areas, domestic gardens, village greens, urban commons, and green roofs.
- **Natural and semi-natural greenspace** – woodland and scrub, nature reserves, grassland or meadows, wetlands, open water bodies and running water.
- **Green corridors** – road and rail corridors, hedgerows, ditches, cycling routes, pedestrian paths and rights of way.
- **Other greenspace** – allotments, community gardens, city farms, paddocks, cemeteries and churchyards, commons, village greens, heritage sites, land in agri-environmental management.

This chapter will discuss the most appropriate types of GI throughout North Ely.

Ely Country Park

Ely is unique across the north of Cambridgeshire in offering extraordinary views across the fen. Part of this rural setting is Ely Country Park – this is currently being developed to the south-east of the city.



North Ely provides an opportunity to extend the Country Park to provide a 'green edge' to the development and create an open space for the whole of the city that forms a focus for community integration.

Green edge

The green edge should perform a variety of functions across the site. The green space in North Ely, should be divided into two zones: a more highly managed 'activity zone' and a less managed 'countryside zone'.

Activity zone – this zone is closest to the existing Ely Country Park and should be the main focus of activity for visitors. It is hoped that encouraging visitors to this area will help to protect the more vulnerable Roswell Pits area.

• Appropriate uses could include: a visitor centre with car parking and café, children's play areas, cycle

hire facilities, bmx track and a small convenience store.

Countryside zone – this zone should cover the rest of the green edge and 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 habitats and increasing biodiversity – for example woodland and scrub, nature reserves, meadows, wetlands and open water.
- Providing new green corridors including a direct green cycle and pedestrian route to the south of the city and green recreational routes that offer scenic views, nature trails, wildlife watching etc.
- Connections to existing rights of way to expand and enhance the network.
- Creating pocket parks and picnic sites.
- Providing other greenspace including allotments, paddocks, community orchards and a cemetery.

Some parts of the countryside zone will be required to perform additional functions:

- The landscape should ensure that Chettisham maintains its distinctive character. This could take the form of a woodland or community orchard.
- Strategic landscaping must be provided to act as a noise and visual buffer between North Ely and the A10.

Green network

The townscape fabric of North Ely should be interwoven with blue and green spaces.

Highflyer Avenue - the creation of a tree lined 'avenue' to link Thistle Corner to the east with the A10 to the west provides an opportunity to align the green network with busy multi-purpose streets and spaces (subject to detailed feasibility studies and design resolution).

This concept could be applied to other streets within the site, softening visual appearance, aiding legibility and providing a natural setting.

Village greens - communities are increasingly looking for wide open spaces to stage sporting events and fetes and provide a haven where children can play.

The scale of development at North Ely provides an opportunity to create a range of attractive village greens.



Trees and landscaping - whilst the site is primarily open fields, there are some existing landscape features such as ponds and mature trees which should be incorporated into the landscape strategy. Structured tree planting should create additional habitat and add visual interest.

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.

Biodiversity

The North Ely site is located within a wider landscape which includes valued farmland and wetland habitats, and several sites of international, national and county importance for their nature conservation value.

These sites form an important network of habitats that jointly contribute to supporting priority species.

Some of these, such as skylark and brown hare are currently commonplace but in significant decline; others including specialist fenland plant species are rare and characteristic of the wetland habitat in East Cambridgeshire.



Figure 7. A skylark. Source: www.rspb.org.uk

GI proposals should be informed by relevant, current ecological survey data and should include measures to minimise and manage biodiversity impacts, whilst promoting measures that seek to deliver against relevant biodiversity habitat and species targets.



This will improve ecological functionality and connectivity within North Ely and beyond to nature conservation sites located within the wider landscape.

Local food production – providing space for local food production – orchards, allotments and community growing areas – should be a key aspect of North Ely's green infrastructure.

Local food encourages people to lead more active, healthy lifestyles and generates community cohesion, creating a hub where people can meet and socialise.

Other considerations

Focal points - where appropriate, open spaces should be developed as focal points, interconnecting primary activity areas and acting as a hub for day and evening activities and public events.

Designing out crime - good design can help to reduce crime and anti-social behaviour by strengthening community identity and fostering a sense of local pride.

Public areas should be accessible, attractive and have a clear function to avoid becoming a focus for crime.

Clear sightlines should be maintained over long distances - building frontages, windows and entrances should face onto green routes and public spaces.

Walking and cycling – green spaces and corridors can include safe, direct and attractive routes for pedestrians and cyclists, and link key destinations within North Ely and beyond. In particular, they should encourage children to walk or cycle to school.

Walking and cycling should be integral to planning green space.

Overall GI approach

The green infrastructure functions set out in this chapter should not be seen in isolation but as a set of complementary interrelated functions. Opportunities for incorporating GI through the evolution of masterplans should be considered alongside options for the layout of streets and blocks, routes, public spaces and landscaping areas.

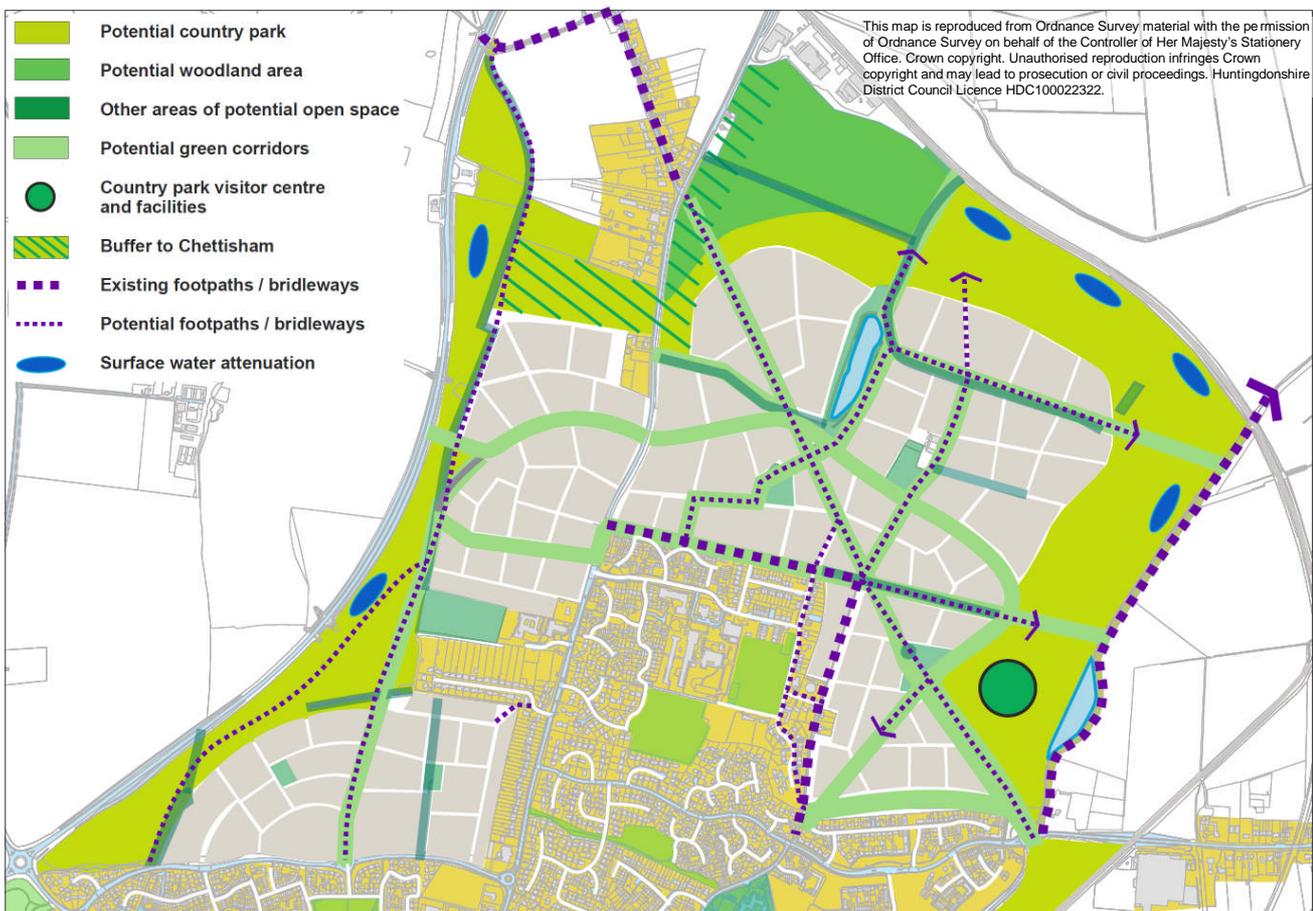
Tree planting can be used to aid legibility, provide visual changes to streets and help define cycleways and mark areas of on-street parking.

In addition, GI should influence proposals for the massing, heights, densities and orientations of buildings – creating optimum micro-climates for green roofs, roof gardens and green walls to provide insulation or shading and cooling.

While the creation of GI is clearly desirable, it may be necessary to demonstrate the demand for certain types of GI, particularly sites such as allotments and cemeteries.

The implementation and delivery of GI should be considered as part of the proposed North Ely Infrastructure Delivery Plan, which will describe how each of the elements of infrastructure will be brought forward.

Figure 8. Indicative green framework



Building a Balanced Community

A Balanced Community

The Council's vision is for North Ely to be 'more than a housing estate' – it should be a 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.

Providing a range of homes and community facilities for all ages

Offering a range of local jobs

Creating strong links to the city and beyond

Grouping together facilities and encouraging shared services

Quality of Life

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. This should:

- Lead to a better balance of demand for community services and facilities e.g. schools and care for the elderly.
- Provide a 'lifetime community' where people can move without leaving the area.
- Make a robust neighbourhood, avoiding large concentrations of housing of the same type.
- Enable community self-help e.g. childcare, help with shopping, the garden or during the winter freeze.
- Assist community surveillance with activity throughout the day and evening.



Integration

The new development must maximise integration between the new and existing communities of Ely.

Development at North Ely should place emphasis on the physical and social integration of new development with existing communities and the wider city.

Proposals should seek to strengthen both social and physical links, fully integrating North Ely into the city:

- Providing new or extended bus routes and strong connections by foot and cycle
- Providing new green links and delivering an extension to Ely Country Park
- Locating community facilities to maximise their use

Sense of Place

With imaginative design, the provision of community facilities can help create a focus and sense of identity for a neighbourhood. Too often inadequate attention is paid to this potential for example:

- A school or open space being provided as a planning requirement, rather than as an integral part of an urban design strategy.
- A facility being developed to meet the functional requirements of the user or provider without proper regard for its civic design potential.
- Roads that create a route that people simply travel through rather than streets that create a usable community space.

The following pages describe the requirements for each land use type.



Figure 9. The striking barn-like design of the church at Cambourne forms a key focal point along a main route and by setting the building back from the street, a public area is created.

Housing

North Ely should make efficient use of land in accommodating approximately 3,000 new dwellings. A wide range of dwelling type, size and tenure should be provided – creating choice, a varied building form and meeting community needs.

Development Principles

Providing a range of homes and community facilities for all ages

Reinforcing the special quality and character of Ely through high quality design

Outcomes

- ☑ A mix of dwellings in line with the requirements set out in Table 2.
- ☑ Built form and density of housing in line with the character areas as set out in the Development Framework
- ☑ Incorporation of self build plots, affordable homes and Lifetime homes into the layout and design of development.

Mix and tenure

A housing mix led entirely by market demand at each phase may not achieve sustainability objectives or meet Ely's long-term needs. The development should make provision for approximately:

- 1,950 market homes for a wide variety of market segments (including 'executive' homes), of which 150 should be provided on self build plots
- 900 affordable homes
- A 150 unit retirement community, providing a mix of private and affordable units

There should be a range of dwelling sizes as set out in Table 2. These figures should be regarded as an indication – the District Council will reassess the housing mix with the submission of each planning application in the light of changing demand and affordability data and of the overall viability of the proposals.

Type of housing	Total dwellings	1 bed	2 bed	3 bed	4+ bed
Market (including self-build and a proportion of the retirement community)	2,100	84	378	651	987
	70%	4%	18%	31%	47%
Affordable (including a proportion of the retirement community)	900	90	405	315	90
	30%	10%	45%	35%	10%

Table 2. Preferred housing mix

The market housing mix set out in Table 2 above is based on research by Cambridgeshire County Council on the district of East Cambridgeshire. The affordable housing mix is based on figures from the East Cambridgeshire Infrastructure & Investment Framework (2011).

Built form & density

The residential built form should respond to the requirements set out in the 'Detailing the Place' chapter. This divides the development into six character areas:

- Arcadia
- Green Living
- Suburbia
- Urban Village
- Main Street
- Civic and Business Quarters

The final densities and number of homes will need to be determined through detailed design work.



Figure 10. Indicative character areas across the site



Access and adaptability

The ageing population of Ely, East Cambridgeshire and the nation presents a major challenge in increasing the provision of housing for potentially frail and vulnerable households. Increasing provision for the elderly can also bring wider community benefits from releasing under-occupied housing back into both the public sector and general housing market.

Policy H1 of the Core Strategy states that the Council will seek a proportion of all new general market housing as suitable, or easily adaptable for occupation by the elderly or people with disabilities (Lifetime Homes standard). In North Ely this should comprise 20% of the housing stock.

Affordable homes

The District Council will normally expect affordable housing to be delivered in clusters of 15-40 dwellings. This will enable housing management issues to be taken into consideration whilst also ensuring the delivery of a sustainable community.

All housing should be “tenure blind” as far as possible so as not to distinguish between private ownership and affordable properties in the appearance and setting of the dwelling.

Developers will be expected to deliver innovative design solutions which deal with the requirements of care providers rather than by building standard solutions.

Self build

Provision should be made for approximately 5% of total dwellings to be self build plots, enabling people to design and construct their own homes. This should add richness and diversity to these parts of the site.

Retirement community

In the UK retirement communities are becoming more prevalent, e.g. Bramshott Place in Hampshire, pictured below. See www.bramshottplace.co.uk for more details. Although specially designed to meet the current and future needs of older people, these communities have wider benefits:

- Opportunities to address the shortage of homes suitable for later life.
- Releasing under-occupied properties in the wider community.
- Providing employment opportunities and enhancing the viability of local services.
- Allowing older people in the wider community to access facilities.

The 150 unit Retirement Community should provide a mix of 1-2 bedroom apartments and be designed to Lifetime Homes standards. Options for rental, purchase or shared ownership should be offered.

To support residents in leading independent, fulfilling lives, a range of facilities should be provided within the village (or within easy walking distance) such as restaurants, health / fitness centre, community room, convenience store and hair salon.



Main Street

At the heart of North Ely, a 'Main Street' mixed-use area should provide a comprehensive range of local services and facilities.

To further assist the creation of a thriving community, the development should also make provision for incidental commercial and community uses in appropriate locations such as the 'Urban Village' character areas.

Development Principles

Grouping together facilities and encouraging shared services

Providing a range of homes and community facilities for all ages

Outcomes

- A Main Street mixed use area linked to employment and community uses with subsidiary local centres
- All parts of North Ely within 5 mins walk of the Main Street or a local convenience store
- A retail offer in North Ely which does not compete with Ely's City Centre
- Sufficient convenience shopping and other facilities to meet everyday needs of North Ely residents

Main Street area

The Main Street area should be developed along Highflyer Avenue, but with a strong relationship to Lynn Road.

Design

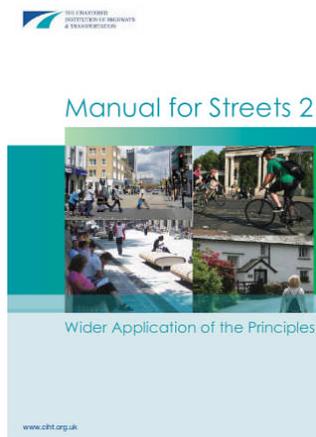
The Main Street should contain an active and vibrant frontage to encourage social interaction and create a sense of place.

Urban form should be modelled on the typical historic core of a small market town (Figure 11) and



Figure 11. The urban form, scale and massing of the traditional High Street should be seen as the model for the proposals – key facilities such as a modest foodstore should be integrated into the urban form

shaped by the design principles included in 'Manual for Streets 2'. Some suggested approaches to design are put forward in the 'Detailing the Place' chapter.



Scale

This should relate to:

- Its **role and function** as a centre to serve the local needs of North Ely residents
- The **catchment area** which includes existing developments within walking distance (800m)

- The wider **retail hierarchy** which places Ely City Centre at the top

Uses

The Main Street should include a mix of retail and community uses at ground floor level. Cafes, restaurants and small retail units will be encouraged to 'spill out' onto the street, creating vitality, social interaction and visual richness.

There is an opportunity for the Main Street to be anchored by a modest foodstore to serve the new development. The District Council considers that 500-650 sq m net would be an appropriate scale – convenient for residents of North Ely without placing undue pressure on the highway network.

The mix and level of non-residential uses – for example above ground floor level – will need to be carefully balanced to maintain vitality and viability.

Local centres

All parts of North Ely should be within 400m (5 mins walk) of a local convenience store – the distance most people would walk home with shopping. Thus, provision of one or more 'corner shop' type developments may be required.

Appropriate locations for small local centres may include Cam Drive and the 'Activity zone' for the Country Park.

It is vital that the retail offer does not compete with Ely city centre – this must be demonstrated with a robust and credible retail impact study.

Figure 12. A potential urban design approach for the Main Street area





Job creation

The District Council is committed to increasing the scale of jobs growth taking place in the district. This is because of concerns about the high levels of out-commuting, currently involving some 50% of the workforce, with even higher levels on the newer housing estates. Not only does this result in the more highly skilled sector of the workforce working outside of the district and significant commuter congestion on the strategic road network, particularly the A10, but there is the danger of Ely developing into a 'dormitory' city.

The District Council also proposes to seek a more balanced approach to growth, planning effectively for jobs as well as housing. Developers will need to demonstrate in their masterplan proposals how they expect to maintain and ideally improve the job density ratio in Ely from the outset of the development.

Development Principles



Outcomes

- A minimum of 1,800 new jobs
- An average of 0.6 jobs to be created per new dwelling built.
- An innovative approach to job delivery, providing a range of job opportunities.
- Employment uses that do not undermine other key employment locations in Ely

Number of jobs required

The East of England forecasting model (2010) projects an overall increase of 12,500 jobs across East Cambridgeshire between 2011–2031 (based on a population increase of 23,000). Further updates on these figures are anticipated in Autumn 2011 which will enable further refinement of the data in this section and inform future developer masterplans.

Some 45% (or 5,625) of these new jobs can be expected to be created within Ely, based on past employment trends in the district.

There are a number of commercial and industrial developments across the city, including Lancaster Way, the Station Gateway and the city centre, which have the potential to create an estimated 4,100 new jobs over the period to 2031 – this is a significant proportion of the total jobs requirement but not all.

On this basis the District Council would require the North Ely Development to create some 1,500 jobs over the plan period to 2031.

However, ideally the District Council would wish to see an increase in Ely's job density ratio. A target of **1500-1800 jobs** (75-90 jobs per annum) from the development of North Ely would be desirable.

This is considered to be a reasonable expectation, given that between 2001–2006 Ely delivered 416 new jobs per annum.

It is recognised that this will be dependent upon market conditions and progress of developments both on this site and elsewhere in Ely, and this requirement will need to be subject to ongoing monitoring and review at each phase of the development.



flexible, affordable serviced offices in Ely

Delivery

Achieving this number of jobs in North Ely will be challenging. The commercial market in Ely is steady but not dynamic. The District Council’s Employment Land Study Update (2011) indicates that large scale development of commercial property will be challenging in the foreseeable future and smaller developments, offering a variety of unit types, sizes, specifications and rents/prices may prove more fruitful.

Nevertheless the District Council considers it imperative that housing growth does not exceed employment growth in Ely. Therefore developers will be required to adopt an innovative approach towards the provision of new jobs in North Ely.

• Provision for pockets of B1 light industrial/office uses within the overall development, potentially in association with the Main Street and local centres rather than a major allocation of land for commercial development which, based on past experience in the district, is likely to be slow to develop out.

Opportunity	Potential number of new jobs
3 x 1ha business quarters	1,200
25,000 sq ft workhub/ business incubator	200
Live/work units	100
Other retail, community and office in North Ely	300
	1,800

Table 3. Job creation opportunities

In addition, developers will be expected to demonstrate how residents at North Ely will be encouraged to use public transport services for their journey to work in the city centre, Angel Drove and Lancaster Way and to the railway station.

The District Council does not envisage B2 general industrial or B8 warehousing uses within North Ely as these would not be appropriate to the vision for the development.

In respect of location, the western edge of the development is likely to be the most attractive business location given the visibility from the A10. The green edge could also offer high amenity office locations which may have appeal to high quality market segments.

The phasing plan for the development will need to ensure that the jobs/housing balance in Ely is at least maintained and preferably improved.



Areas which can be explored in the detailed masterplans include:

- Development of business incubator units (for which there is currently a demand). These could take the format of ‘workhub’ buildings to offer communal business and meeting space for homeworkers and small start up businesses in the local centres.
- Local commercial and public services supported by the new development e.g. care for the young and elderly, education, community and cultural facilities.
- The green edge and Country Park could create jobs related to managing the land and any associated leisure or recreation uses.
- Encouraging and enabling homeworking by the design and configuration of dwellings and delivering the latest broadband infrastructure. In 2001, 11% of the working population of East Cambridgeshire worked at or mainly from home – given advances in technology over the past decade North Ely should aim for 15-20%.

Community uses

A range of community facilities will be needed to meet the further needs of the expanding population of Ely.

Development Principles

Grouping together facilities and encouraging shared services

Providing a range of homes and community facilities for all ages

Outcomes

- ☑ To develop a range of community facilities to meet the needs of North Ely residents
- ☑ To consider the spread of existing facilities within Ely when locating sites
- ☑ To consider co-locating facilities and developing spaces with multiple functions to make efficient use of the site

Where appropriate, certain community facilities can be co-located with other appropriate uses in single multi-use buildings. The following community facilities should be provided on-site:

- Community centre / faith building
- Primary schools
- Youth facilities and play areas
- Recreation and allotments

Financial contributions may be required towards off site provision or enhancement of the following community facilities:

- Health, social and library facilities
- Secondary school
- Post-16 enhancements
- Leisure village

Leisure village

The District Council has plans to construct a leisure village to the west of the proposed development, off Downham Road.

Development at North Ely should incorporate pedestrian and cycle links to the leisure village.

Community centre / faith building

The development at North Ely will trigger a need for further community hall provision.

This should be located within easy walking distance (400m) for as many residents as possible, preferably in the Main Street area.

The scale and type of facility will be determined through detailed assessment and could include a range of rooms of varying sizes so as to enable flexible use from sports to performing arts.

Potential for accommodating a main hall as a shared facility (for

example with one of the primary schools) should be explored.

The centre should be highly accessible to new residents. Such a centre could also attract use by the existing northern Ely communities.

Health, social & library facilities

Additional health facilities will be required for the expanded population.

At present, it is expected that facilities will be expanded on the existing Princess of Wales Hospital site, however, developers will need to explore options with the Cambridgeshire Primary Care Trust (or relevant GP consortia).

Should there be a need for new health facilities in North Ely, these should be located near the Main Street area.

Other social service provision such as elderly care or



Figure 13. The proposed leisure village in Ely. Robert Limbrick Architects on behalf of East Cambridgeshire District Council



supported living (including the retirement village) should be located close to/within the Main Street area or along key public transport routes.

Contributions will be sought towards the increased provision of other health, social and library facilities that may be required, in consultation with the relevant service providers.

Outdoor youth & children’s play facilities

Play areas need to be provided to cater for both younger children and teenagers.

Local play areas - all areas of the development should be within 400m of a local play area, with no physical barriers such as busy roads to cross. This is the catchment area used by the NPFA for a Local Area for Play (LEAP).



Play areas need to be provided to cater for both younger children and teenagers. Consideration should be given to the provision of a BMX track within the site as there is an identified need for such a facility.

Play areas need to be located at the masterplan stage, when the number and type need to be clearly defined. Appendix x sets out the District Council’s approach to developing play areas.

Formal sports pitch provision

The proposed leisure village to the west of Ely will include the majority of formal leisure facilities for Ely. North Ely will need to provide clear walking and cycling connections to the facilities.

It may be appropriate to have limited formal sports provision in North Ely. Previous studies have identified a deficiency in Ely for netball, athletics, floodlit multi games surfaces (MUGAs) and synthetic turf pitches (STPs).

Provision for future management and maintenance of any such facilities will need to be indicated at the planning application stage.

Figure 14. Children enjoying the play equipment at Jubilee Gardens

Education

Educational facilities have a major impact on the economic and community viability of an area. Such facilities foster social interaction and are fundamental to the strategic movement within a site and more widely.

Development Principles

Grouping together facilities and encouraging shared services

Providing a range of homes and community facilities for all ages

Outcomes

- ☑ Each new primary school to operate as a focal point for the community
- ☑ To develop smaller sized schools where possible
- ☑ To explore options for post 16 education

The District Council has worked closely with Cambridgeshire County Council to estimate the level of education provision that will be generated by the new development:

- *Estimated population = 7,800*
- *Primary schools required = 5FE*
- *Secondary schools required = 0.6FE*

Early years provision

The development at North Ely will create demand for nurseries, pre-

school playgroups and childminding. These requirements should be discussed with Cambridgeshire County Council.

Primary provision

On the basis of these projections, the development will require 5 forms of entry (FE).

The District Council strongly favours the development of smaller primary schools of 1FE (210 places) or 2FE (420 places). Therefore, the development should provide 2 x 2FE primary schools (i.e. on either side of Lynn Road) and 1 x 1FE primary school (located east of Lynn Road given the higher proportion of housing expected in that area). This will require discussion with the County Council.

Design principles

The District Council will require sufficient land (as determined by the local education authority) to be set aside for the primary schools.

Each new school needs to operate as a focal point for the community where support services can be located alongside the education provision. Schools should be located to maximise walking and cycling opportunities.

The design and architectural layout should ensure that all

school buildings are appropriate to their own unique set of circumstances and sit well within the overall development.

Secondary provision

The new development will generate a need for approximately 540 secondary school places. This equates to 0.6FE.

Following extensive consultation, Cambridgeshire County Council have agreed that a new secondary school for the district should be delivered in Littleport.

This decision is supported by the District Council. A site will be identified in the Core Strategy Review in 2012.

Therefore a new secondary school will not be required in North Ely. However, developers will be expected to provide contributions towards these additional school places.

Post-16 education

Currently, many post-16 students commute to Cambridge for their education. This exacerbates peak time congestion on road and rail.

The District Council is keen to find a site in Ely for a new facility and will require developers at North Ely to explore with Cambridgeshire County Council if land may be available for this.



Figure 15. The award winning Water Hall Primary School in Milton Keynes is an outstanding example of a new primary school which meets the needs of its community and delivers a beautiful, sustainable building. http://www.wyattmaclaren.com/portfolio/Water_Hall.php

Making the Connections

The Core Strategy emphasises the need for sustainable transport, requiring new development to be designed to reduce the need to travel, particularly by car. Encouraging a shift to non-car transport modes is also an essential element of the Ely Masterplan vision to ensure that Ely can develop sustainably with minimal congestion.

Development Principles

Creating strong links to the city and beyond

Locating key facilities close to housing to maximise walking and cycling opportunities

Integrating green space into the structure of the development

Outcomes

- ☑ Prioritisation of movement on foot, cycle and by public transport
- ☑ Strong public transport links to other key destinations
- ☑ A thriving Main Street where Highflyer Avenue meets the Urban Village character area, that brings together commercial and community uses to create an active multi-use frontage with on-street parking and direct access
- ☑ Walkable neighbourhoods, with walking and cycling integral to all development
- ☑ Legible transport networks providing safe, easily navigable and logical routes
- ☑ Good, convenient provision for private parking in recognition of high car ownership in this rural area
- ☑ Principal routes designed to accommodate buses
- ☑ Streets that create a sense of place, where people want to live, work and spend time, provide views to key landmarks and shape the character of North Ely.

As the highway authority, Cambridgeshire County Council will provide transport related advice/support to the District Council. It would be desirable for potential developers to:

- Establish shared transport and traffic models for the North Ely Area
- Identify transport measures that are required to support growth and when they are needed in the context of the whole of North Ely
- Set up a costed, phased programme which coordinates the delivery of transport measures
- Coordinate implementation of the approved travel plans

The County Council have indicated that they will not approve plans for a part of the site without consideration of the transport strategy for the wider development.

Walking & cycling

Residents should be encouraged to walk or cycle by the provision of a permeable footpath/cycleway network, integrated with the street layout but segregated from the carriageway, where appropriate.

These routes need to be direct, pleasant, attractive and safe to use and should provide safer routes to school. Built form, lighting and landscaping should be designed to give maximum surveillance along all footpaths and cycle routes to increase safety levels and encourage usage.

The development should maximise the number of residents within walking and cycling distance of key facilities. Walking and cycling routes will be required to link to existing routes beyond the development site. Given the importance of the City Centre and railway station as key destinations for North Ely residents, mechanisms for

Figure 16. Transport context



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developer contributions towards the wider city cycleway network will be expected.

Primary connecting routes through the site must be designed to include a segregated cycleway. Priority to pedestrians and cyclists can be achieved through consideration of:

- Carefully designed roads and streets to limit traffic speeds
- Safe, convenient pedestrian network linking to key destinations and the public transport system
- Provision of safe, secure cycle parking
- Appropriate provision of shared surfaces

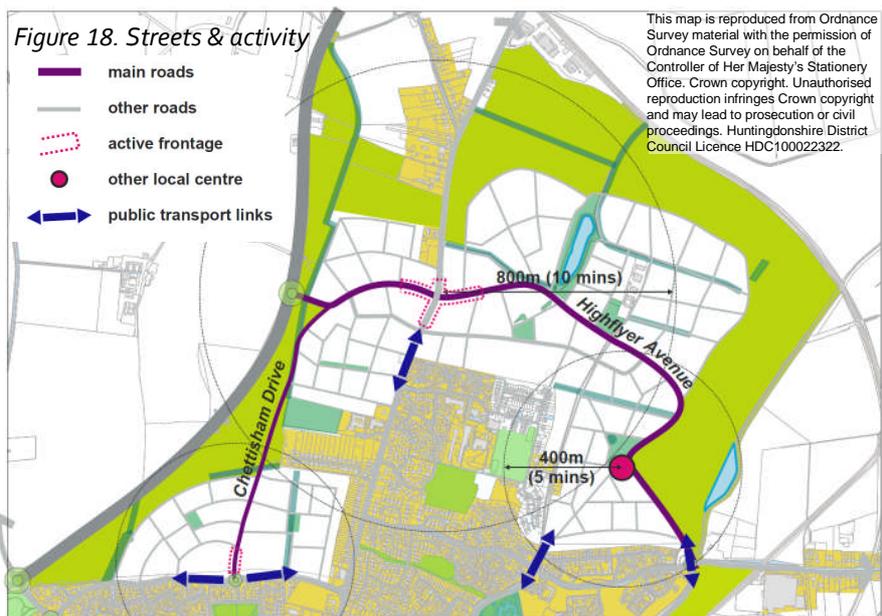
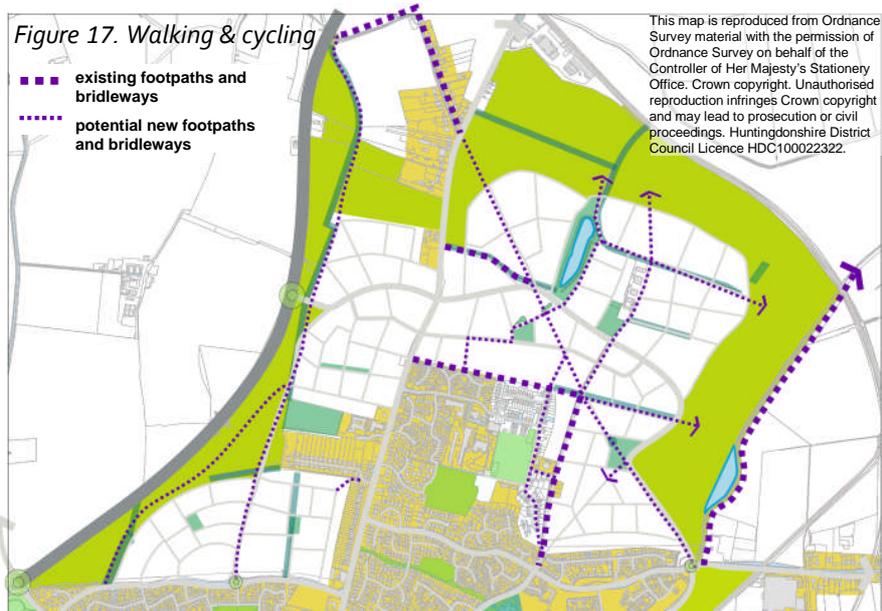
Leisure footpaths and cycling routes would be appropriate for the extension to Ely Country Park and consideration should also be given to linkages with the National Cycleway Route 11 Cambridge – Kings Lynn which passes through Ely.

Public transport

The movement strategy will provide for public transport services to be available from the earliest stages of development in order to encourage this mode of travel behaviour to become habitual from the outset.

Bus services will need to be frequent, efficient, reliable and viable. The public transport strategy should build on existing services and extend and enhance coverage as the site develops in phases as part of a holistic approach to the whole site.

Masterplans for the site should ensure that the majority of development is within 400m of a bus stop (5 minute walk). Bus stops should be positioned at areas of activity on the street.



Streets must be designed to accommodate buses in a way that does not also encourage higher vehicle speeds.

Bus links will be required from North Ely to key destinations including Ely City Centre, railway station, Princess of Wales Hospital, the secondary school in Littleport and key employment areas such as Lancaster Way.

Initial transport studies have indicated appropriate bus routes from North Ely, however

this requires further testing and a possible mixture of direct and circular bus routes.

Developers will be required to carry out further studies to verify this as well as road capacity to accommodate buses. Public transport policies for the area will be led by the County Council, in partnership with the District Council, bus operators and developers. Detailed route planning will be by discussion and negotiation between these groups.

Route structure & hierarchy

Whilst a key aim is to encourage a shift to non-car modes, it is recognised that in rural areas people have a far greater reliance on the car. Therefore, provision needs to be made for movement by road and for car parking.

Upgrades will be required to the local and strategic road networks to accommodate the additional traffic which will be generated by the planned levels of growth.

Such upgrades should accommodate residual traffic from the most sustainable scenario for traffic flows to and from the development such that they do not over provide for car use.

Highflyer Avenue

A primary connecting route will be the link from Thistle Corner, Cam Drive to Lynn Road and onwards to a new junction onto the A10 – the proposed 'Highflyer Avenue', 'Main Street' and 'Chettisham Drive'. The complete route will need to be provided in the early stages of the development, and the District Council wish to see this take place once 500 dwellings of the North Ely development have been completed. A key consideration is the impact of development on Lynn Road, Cam Drive and High Barns.

The route should be designed as a tree lined and multi-functional street to be able to take buses and higher traffic flows, but not as a fast ring road. Effective use of junctions and tree planting should be provided to add character and define space as envisaged in the 'Manual for Streets 2'.



Figure 19. Example of substantial tree planting along a street
<http://www.lovekin.co.uk>

The Main Street and adjoining retail, employment and community services sites will require different treatment, to provide for the greater levels of activity in this section of the route. Retail uses will be located along Main Street with mixed uses interspersed with residential uses along the frontage.

A careful balance will also be required between the different movement modes, provision of safe cycle parking facilities at focal points, convenient location of bus stops, and 'at grade' pedestrian crossings.

It is anticipated that the retail and employment functions along the Main Street will grow organically over time, and the detailed designs will need to demonstrate how this can be achieved.

The Main Street should contain an active and vibrant frontage to help to encourage people to travel through this corridor, provide an avenue for integration and social cohesion and a sense of place.

Local streets

The movement strategy for vehicles on local streets and roads within the development should demonstrate a clear structure and route hierarchy following from effective provision of cycle and walking routes.

This should be based on the concept of connecting roads across the development and local roads. The connecting roads will carry the majority of traffic through the development, but the principles will be to disperse traffic throughout North Ely to avoid pressure points on the network and roads with excessive traffic flows. The principle aim of these roads is for the distribution of all forms of traffic, but they should be designed with attention to the needs of all road users, particularly pedestrians and cyclists.

Local streets will lead from the connecting roads. The streets should reflect a greater priority for pedestrians and cyclists, but must be designed to accommodate on

road parking, adequate access for services and emergency vehicles. These streets should also have a 'green' emphasis and incorporate tree planting and landscaping to help soften the visual impact of the built environment.

Each road intersection requires detailed consideration in terms of the orientation and setback of buildings, landscape, signage and pedestrian/cycle crossing points. A fundamental aim is to ensure that the new development is legible for local residents and visitors, providing safe, easily understood and logical routes. Local people should be able to orientate themselves and find their destinations easily and quickly. This requires:

- Clear street hierarchy
- Streets that create places for use by the community
- Vistas and landmarks to promote way finding
- Use of materials to help define the different character areas
- Well lit streets and clear signage
- Permeability to encourage movement and activity
- Natural surveillance to increase pedestrian security

Strategic transport network & off site transport improvements

Additional strategic road network upgrades will be required to accommodate the additional traffic which will be generated by the planned levels of growth. Local residents should also be encouraged to use sustainable travel modes such as the rail services. Ely has excellent rail connectivity and maximum benefit needs to be obtained from this, to reduce traffic on the A10 to Cambridge and other strategic routes. The strategic transport network strategy will need to incorporate a combination of:

- Encouraging use of sustainable travel modes such as rail and bus
- Street design that encourages slower speeds
- Junction and highway improvements that accommodate traffic resulting from the most sustainable scenario

Some studies have already been undertaken to consider the implications of the development of North Ely on the wider transport network. Preliminary results indicate the need for off site highway

improvements. Further work is required to examine these in more depth to confirm phasing and extent of such works and also to understand the impacts of this growth on the A10/14 and A142/A14 junctions. However, the initial work has indicated the need for examination of the following:

- Provision of fourth arm at Thistle Corner
- Signal control at junction of Kings Avenue/Lynn Road
- Lynn Road/Nutholt Lane junction upgrading
- Roundabout provision at the junction of the Highflyer Avenue with the A10
- Junction improvements along the A10
- Widening of the section of A10 bypass between A142 Witchford junction and A10 Cambridge junction
- Public transport bus services – both capital improvements and longer term service maintenance
- A142 Railway crossing improvement, for which the Council's current preferred solution is a Southern Link Road
- Impact on A10/A14 junction and A142/A14 junction
- A142 Railway Station interchange improvements
- Travel planning measures to encourage use of more sustainable transport modes

Car and cycle parking

The amount of car parking provision should conform to the Council's car parking standards as set out in the Core Strategy. Car parking should not dominate the street scene nor provide obstructions to pedestrian and cycle movement.

Car parking solutions in residential areas should enable parking close to buildings which they serve and designed so that they are convenient and do not encourage inappropriate on street parking.

Provision will also be required for cycle parking, reflecting the emphasis on sustainable modes of transport.



Setting High Environmental Standards

Environmental sustainability

One of the cornerstones of the development of North Ely is environmental sustainability. Carbon savings must be top of the agenda for developers, and their strategy and programme for delivering this must be clear.

Development Principles

Striving to meet the highest environmental standards

Reinforcing the special quality and character of Ely through high quality design

Outcomes

- ☑ All phases of development to meet a minimum of CfSH Level 5 or BREEAM 'very good'. Development to be zero carbon (CfSH Level 6) by 2015 (or equivalent)
- ☑ A proportion of houses in 'showcase' developments to be built to the very highest standards
- ☑ Consideration of renewable and low carbon technology at all scales of development
- ☑ Energy efficiency measures to be incorporated into all development
- ☑ Provision of a new sewage treatment works, linked to on site renewables provision
- ☑ Incorporation of measures to reduce the impact of surface water drainage, such as measures to make effective provision for storage and reuse of water and SuDs

Code for Sustainable Homes and BREEAM

In 2006 the Government established the Code for Sustainable Homes (CSH), setting a 10-year timetable to achieve 'zero carbon standards' for all new housing by 2016. Performance is measured across 9 key sustainable design categories including



Figure 20. Examples of schemes in a variety of architectural styles which are already meeting Levels 5 and 6 Code for Sustainable Homes www.zerocarbonhub.org. Clockwise from top left: Astling Green, Blackpool: Level 5; The CUB Modular Home, Watford: Level 5, Miller Homes Miller Zero Housing Project, Basingstoke: Level 6; Brookwood Farm, Woking: Level 5

energy/CO₂, water consumption, materials, ecology, pollution and waste.

The District Council has incorporated CSH into the planning policy framework¹ requiring all dwellings to be designed to the highest possible standard, to a minimum of CSH Level 4.

Given the scale and importance of the site, all development in North Ely should be built to best practice standards. At the current time, the proposed homes will need to be built to a minimum of **Level 5 of the Code for Sustainable Homes**.

BREEAM is a similar rating system for new non-residential development. Non-residential development should reach **BREEAM 'very good' or 'excellent'** standard.

Regard will need to be given to any new energy efficiency standards which may be introduced in this fast-moving sector.

The sustainability of a scheme stems from the approach taken at the design and layout stage. Developers could consider adopting the Passivhaus 'fabric first' approach: www.passivhaus.org.uk/ - this has proven to be a cost effective means of delivering higher levels of the Code.

Energy strategy

An Energy Strategy should be included with any outline planning application demonstrating how the proposed development area as a whole will meet the required standards. This should consider

the potential for strategic approaches to compliance, such as large scale or communal renewable and low carbon energy infrastructure.

Whilst the character of the architecture and the finishing materials should draw on the context of Ely, the style of the buildings is expected to be contemporary in so far as it reflects the influence of sustainable building design.

Sustainable buildings

Developers will be encouraged to showcase innovative sustainable design in key locations within each character area, including houses, commercial units and community buildings. **Adaptable spaces**

North Ely should be designed with the capacity to accommodate change:

- Use of materials that allow for ease of reuse and maintenance
- Flexibility in ducting, pipework and cabling to accommodate future technology e.g. charge points for electric vehicles
- Appropriate window types / sizes for different uses
- Allowing for changes in the mix of uses - vertically / horizontally
- Lifetime Homes standard
- Use of frame construction techniques that allow for easier internal alterations
- Excellent noise insulation provided between neighbouring rooms and units and suitable levels of privacy.

Solar orientation

The built form should be strongly influenced by solar orientation – the depth and orientation of buildings should be designed to maximise the amount of natural

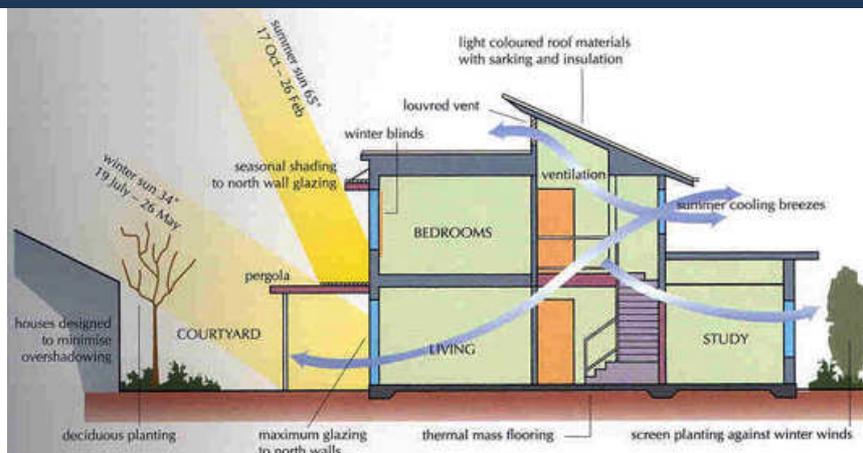


Figure 21. Illustration of passive solar heating and cooling

<http://inhabitat.com/green-building-101-energy-atmosphere-part-1/>

daylight, thus minimising the need for artificial light (Figure x), while maintaining thermal comfort. Other considerations should include the site characteristics (e.g. using landscaping to reduce effects of wind and solar gain).

Renewable or low carbon energy

Renewable or low carbon energy generation on site is strongly encouraged, however, the case for visually intrusive elements such as wind turbines must be proven.

The following forms of renewable energy, amongst others, may be appropriate for the site.

Large scale renewable or low carbon energy

The critical mass of development at North Ely may enhance the opportunities to include large scale renewable or low carbon energy options. Developers are encouraged to include combined heat and power (CHP) and/or district heating infrastructure to distribute waste heat where feasible and viable.

Opportunities should also be sought to link the development to off-site renewable and low carbon energy supplies, such as anaerobic digestion or an energy from waste facility, wind turbines or solar farm where the potential exists and this offers a cost-effective way of achieving compliance.

Large scale energy generation or distribution facilities should be located away from residential areas unless close integration with the areas they serve is an important feature of the design, as with CHP and district heating schemes for example.

Medium scale renewables

Medium scale renewable or low carbon heat schemes serving 10+ dwellings such as communal ground source heat pumps should be considered where it is not possible to link to a larger network and they would offer significant financial or practical benefits compared to systems installed in individual properties.

Consideration should be given to setting up community-owned or public-private partnership structures such as Energy Service Companies (ESCOs) or Multi Utility Service Companies (MUSCOs) to deliver energy where appropriate.

These can install, finance and manage community energy systems more efficiently and cheaply.

Solar energy

Photovoltaic cells and solar hot water systems can contribute to lower domestic running costs and produce no greenhouse gases in operation.

Passive solar gain can also be used to minimise the need for artificial heating.

Geothermal energy

Geothermal energy can be captured through pipes and heat exchangers to provide space and water heating, significantly reducing domestic energy requirements.

Waste strategy

A strategic approach to waste management should be undertaken by developers, taking into account the forthcoming Cambridgeshire and Peterborough Minerals and Waste Development Plan.

The approach to reducing, re-using and recycling waste should be included in a Sustainability Report which should be submitted at the outline planning application stage.

Development proposals should allow for community recycling facilities to be located in local

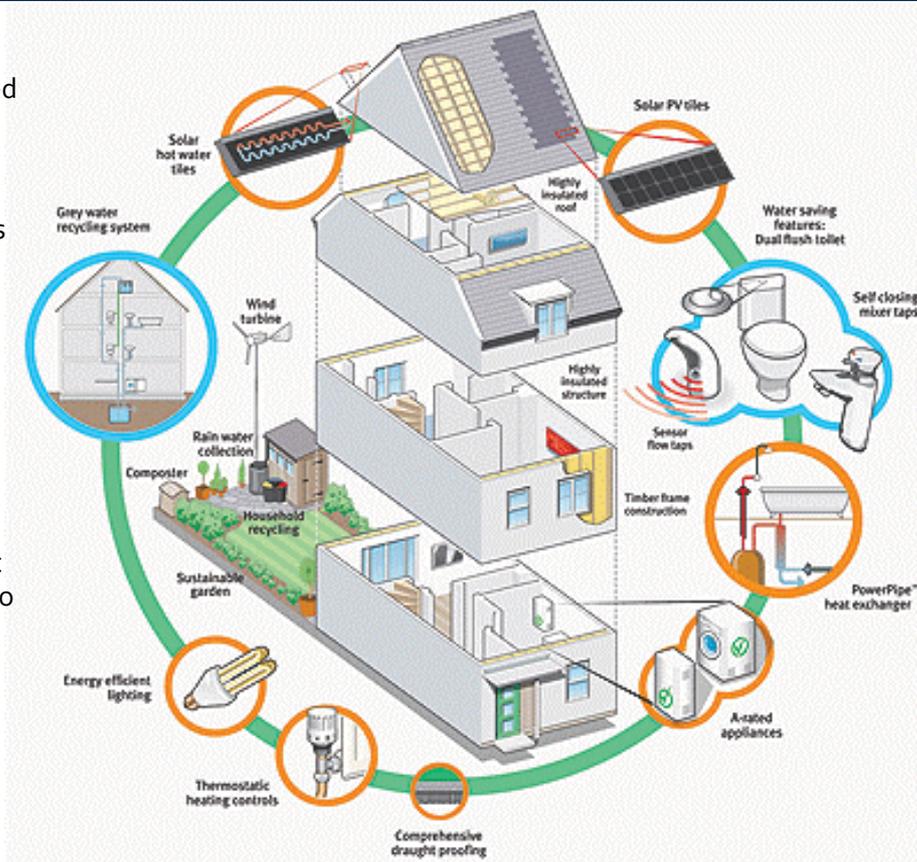


Figure 22. Some energy efficiency measures for the home <http://www.telegraph.co.uk/finance/personalfinance/consumertips/2953229/Here-at-British-Gas-were-packed-full-of-energy-and-money-saving-ideas..html>

centres or other convenient locations within 800m of each home. At the detailed design stage, development should incorporate domestic recycling facilities e.g. home composting (below).



Water strategy

A Detailed Water Cycle Strategy has recently been completed for East Cambridgeshire.

Developers should have regard to this document in relation to all aspects of the water environment:

- Flood risk management
- Water supply
- Drainage
- Waste water
- Ecology
- Sustainable water services infrastructure

Reusing rainwater

Captured rainfall can be used for watering plants and for non-potable water uses e.g. flushing toilets. This will lead to less need for surface drainage infrastructure, will assist in reducing flood risk and will reduce demand for mains water.

Flood risk & water management

Sustainable Drainage Systems

Sustainable Drainage Systems (SuDS) are systems designed to reduce the potential impact of development on surface water drainage. SuDS try to replicate natural drainage systems - draining away surface water run-off through collection, storage and cleaning before allowing it to be slowly released back into the environment.

Recent changes to legislation (Flood Management Act 2010) have enabled SuDS to be more widely accepted. The Environment Agency has produced guidance, presenting a wide range of case studies showcasing different techniques. A Surface Water Drainage and Flood Risk Strategy will be required to clarify how drainage and flood risk will be managed.

Such local water management features should encourage creation of areas with ecological value and reuse of water within the local community for irrigation.



Figure 23. Hampton, Peterborough: former clay pits form lakes which serve as attractive natural features and an integral part of the SuDS solution.

Rain gardens and green roofs

At the building scale, rain gardens and green roofs can be provided to help reduce run-off from the site.

A rain garden is a planted depression that allows rainwater run-off to be absorbed (Figure 24). Rain gardens improve water quality by filtering run-off, provide localised flood control, are aesthetically pleasing, and encourage wildlife and biodiversity.



Figure 24. Example of a rain garden
<http://woodbridgegreenhousesblogger.blogspot.com/2011/04/rain-garden.html>

Green roofs are covered with vegetation and a growing medium and planted over a waterproofing membrane.

Green roofs serve several purposes including: absorbing rainwater, providing insulation and creating habitat.

Waste water

The District Council encourages the provision of a new waste water treatment works (WWTW) in North Ely.

However, waste water capacity will need to be considered comprehensively across the whole of North Ely and in the context of capacity on the existing network and at existing treatment works to develop an appropriate joint solution.

There may be opportunities to co-locate other waste management facilities e.g. a household waste recycling centre or small 'energy from waste' facility.

This would create environmental benefits from reducing haulage distances and operational benefits from locating waste reception and reprocessing close together.

Detailing the Place

Character and local distinctiveness

North Ely is a development for the 21st Century, which should deliver innovative, quality buildings and spaces at the cutting edge of design.

Development Principles

Striving to meet the highest environmental standards

Reinforcing the special quality and character of Ely through high quality design

Outcomes

- ☑ Innovative, quality buildings and spaces at the cutting edge of design, as well as respect for the traditional urban form and character of Ely
- ☑ Streets and public realm designed to create a distinctive character for the community
- ☑ Provision for different character areas within North Ely
- ☑ Retention of important views in and out of Ely and creation of landmark features
- ☑ Retention of Chettisham's distinctive character and separate identity.

Any new buildings and spaces will need to respect the traditional urban form and character of Ely, and the sites position on the edge of the built up area. To achieve this design coding will promote the sensitive use of traditional building materials in a contemporary manner.

Three streets will be critical in helping define the distinctive character of North Ely - the existing Lynn Road, the new tree lined 'Highflyer Avenue' (parts of which will be designated as a Main Street

where it coincides with the Urban Village character area) and Chettisham Drive.

Appropriate set backs for development and avenues of street trees will create a strong identity and green character.

Character Areas

Housing should respond to the inherent opportunities and constraints within different parts of the site to provide distinctive 'character areas'. The development framework identifies six character areas:

	Urban village
	Suburbia
	Green living
	Arcadia
	Main street
	Civic and business quarter

The potential distribution of these character areas are shown on the composite plan shown on pages 8 and 9.

The character areas take into account a number of factors including:

- The position on the northern edge of Ely and the surrounding landscape
- The topography of the site
- The need to create walkable neighbourhoods grouped around public transport routes
- Existing and proposed movement corridors
- The range of traditional urban forms in and around Ely
- The proposed land uses and the location of new facilities
- The need to retain Chettisham's distinctive character and separate identity

Each of the character areas will have a distinctive identity, which together will create a strong sense of place. The broad concept for each of the character areas is described in this framework.

Planning applications which do not clearly meet the design strategy for each of the character areas will be refused.

The character areas have been conceived to allow for a variety of development forms within each specific character area. At a later stage design guidance in the form of design codes or similar will build upon the character areas to provide more detailed architectural guidance.

High Quality Design

The quality of North Ely will impact on all aspects of life for its residents. How well it is designed will influence how safe people feel, how easy it is to walk around, whether they have shops, community facilities and schools nearby and whether their children have safe places to play.

It will also affect whether there is good access to public transport and a good choice of homes in which to live.

What is urban design?

"the art of shaping the interaction between, people and places, environment and urban form, and nature and built fabric, and influencing the processes which lead to successful villages, towns and cities."

Source: Kevin Campbell & Robert Cowan in *Planning* (Feb 1999)

North Ely must embody the principles of good urban design.

Design quality is about more than appearance; it is a combination of functionality (how well the development achieves its purpose); impact (how well it creates a sense of place); and build quality. Figure 25 illustrates that the greater the overlap between the three, the higher the design quality.

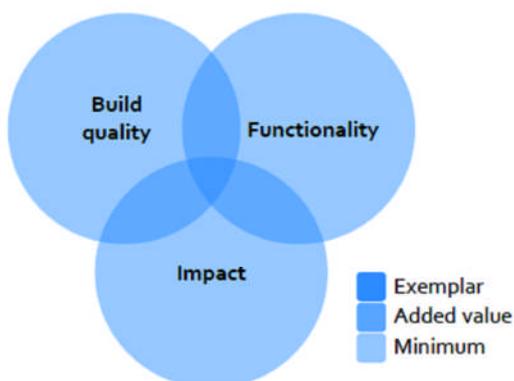


Figure 25. Aspects of design quality.

Understanding design scale

The important aspects of design are considered at different scales – gradually focusing in from the overall environment and surrounding area (the context of the site), its setting and public realm, the building scale, and finally the small details.

National best practice

The vision for North Ely is for an exemplar development showcasing best practice of a quality that would be recognised nationally and that stands comparison with Ely's heritage. The District Council invites developers to strive for award winning quality in design.



Figure 26. Hereward Hall, March, Cambridgeshire – 2009 Housing Design Award winner. <http://www.hdawards.org/>

A comprehensive approach is required to achieve this vision. This framework sets out the overall development outcomes for North Ely. It will be completed by detailed masterplanning to inform individual applications. Design codes will be used at the reserved matters stage to guide detailed design.

The District Council has adopted the Cambridgeshire Quality Charter for Growth. This outlines 4 key principles: community, connectivity, climate, and character.

These principles have guided the preparation of a design guide for East Cambridgeshire. The Council will use these documents in addition to this development framework when assessing the quality of development proposals.

The Council will also encourage the submission of draft proposals to the Cambridgeshire Quality Panel.



Important views – in and out

The City of Ely is visible over significant distances due to its position on an island within a fen landscape. The distinctive silhouette of the Cathedral stands out on the skyline, with its single tower at the west end and octagonal lantern to the east. There are other distinguishing landmarks in Ely such as the water towers and St Mary's Church but without question it is the Cathedral that dominates views.



Figure 27. A glimpse of the Cathedral.

The layout of Highflyer Avenue, Chettisham Drive and other key streets and the open spaces network, as proposed in this document, will provide good visual links from North Ely to the Cathedral and the surrounding fen landscape – it will be important to maintain a visual connection with Ely's rural context.

The development framework also protects the quintessential views identified by the Ely Environmental Capacity Study (2001).

Landmarks and legibility

Clear landmarks and distinct features contribute to the image and identity of a place, and help people identify and remember different areas and thereby orientate themselves.

Local landmarks can comprise key feature buildings, spaces, mature trees, and public works of art placed at points in the development. They should be located to emphasise key vistas, or the termination of a view, or as a focus to the area.

A landmark could be not only a distinctive building, group or series of buildings but a taller one, designed to be seen over a wider area (e.g. a church spire).

This development framework supports the provision of new landmarks. The detailed masterplan prepared as development goes forward will identify positions and types of local landmarks. A public art strategy will also be required at this stage.



Figure 28. Public art in Ely.

Tree lined streets/ public realm

The quality of the public realm will play an important role in defining the character of North Ely. This will include street tree planting and open spaces/ squares on the key streets within the development.

The design framework proposes a number of locations for open spaces and squares. These provide opportunities for social interaction. The best public spaces have areas of activity complemented by quiet zones for people watching.

Character areas

The character areas of North Ely which are introduced on the following pages will need to be defined in more detail following further site analysis and baseline work for the subsequent strategic masterplans and planning applications.

It is expected that this detailed work will result in a more finely grained pattern of character areas.

Character Areas

Arcadia Character Area

The Arcadia character area will occupy a proportion of the eastern and northern edges of the development.

It will provide a soft, heavily landscaped transition between the urban area, and the Country Park and the surrounding rural context. Existing examples of this development character in Ely are the larger houses on Cambridge Road that back onto the Golf Course. It will provide a soft, heavily landscaped transition between the urban area, and the Country Park and the surrounding rural context, giving ample opportunity for large plot based ownership including for example equestrian ownership, small-holding and small scale 'self-sufficiency' horticulture, orchards, large gardens or wildlife habitat, self-build or individual bespoke dwellings comprising:

- Residential development set in a strong overall landscape structure that achieves a significant density of trees and hedges, and allows views into the adjoining Country Park and landscape.
- Access via 'Lanes' that respond to the topography and landscape/field cultivation pattern of the fen edge.
- Detached single or 2-storey dwellings at low density (up to 8dph) designed for the setting with generous set-back frontage (e.g. 20 metres) in large garden plots with planted fronted boundaries.
- Residents parking on-plot with visitor parking on-lane.

Green Living Character Area

The Green Living character area is predominantly located in the eastern and northern parts of North Ely, and will be the interface to the countryside edge in some places, as well as the interface between Arcadia and the other character areas.

An existing example of this form of development in Ely is the area of older houses on Witchford Road in Ely. It will provide a spacious suburban environment with a strong character where trees and hedges play an important role, together with gardens and communal green areas that provide opportunities to grow food and provide highly sustainable green infrastructure that contributes to the exemplary sustainable aims of these parts of North Ely. The low to medium density allows for a range of dwelling types that will be designed with very high sustainability credentials that can exploit the low to medium densities proposed, offering residents the chance to live in both homes and a residential environment that is exemplary, comprising:

- Residential development set in an easily permeable loose and distorted grid of well-connected streets that respond to topography and solar orientation.
- Residential streets that offer a clear hierarchy of street types defined by their principal and detail characteristics, varied by greens and street spaces, street trees and termination of some street views with green spaces or trees rather than buildings.
- Detached and/or semi-detached predominantly single or 2-storey dwellings at low to medium density (up to 20dph), with common architectural style for groups of dwellings and scope for individually designed dwellings.
- Medium set-back for dwellings (e.g. 7-8 metres), with garages and outbuildings set behind the dwelling frontage, in generous garden plots with planted frontage boundaries.
- Residents parking on-plot with visitor parking on-street.
- Existing landscape features retained where possible and supplemented with a suitable new landscape structure.



Arcadia



Green living



Suburbia



Character Areas

Suburbia Character Area

The Suburbia character area is located next to the Urban Village character areas, and is the interface between the existing modern neighbourhoods of Ely and the new development of North Ely.

Suburbia also has a role being located between other lower density character areas proposed towards the outer parts of North Ely. Existing examples of this intensity and type of development in Ely are Norfolk Road and Lynton Close. It will provide a suburban living environment that will aim to achieve the best of this type of development drawing elements from some of the favoured historic and new suburban residential environments in Ely, Cambridgeshire, East Anglia and the UK. It will need to provide for a range of residents but cater predominantly for families, with ideal layout and land use that mixes well designed and adaptable family housing of different types and sizes, with open space, safe streets and routes to school and other community facilities. It will comprise:

- Residential development with education and community buildings, in a semi-formal easily navigable grid of connecting streets.
- Streets that offer a clear hierarchy of street types defined by their principal and detail characteristics.
- Detached, semi-detached and terraced single or predominantly 2-storey dwellings at medium density (30-35dph) with common architectural style for groups of dwellings and scope for individually designed dwellings, particularly education and community buildings.
- Modest set-back for dwellings (e.g. 5 metres), with garages and outbuildings set behind the dwelling frontage, dwellings in garden plots with planted frontage boundaries.
- Residents parking on-plot with visitor parking on-street.
- Existing trees retained where possible with street trees planted.

Urban Village Character Area

The Urban Village character area has been identified as appropriate in two locations in North Ely – adjoining Lynn Road and the area between Cam Drive and the A10, given the proximity of these locations to strategic highways and public transport routes.

Each Urban Village area will provide mixed use development with homes, services and appropriate employment. The mix of dwelling types and land uses enables a very sustainable type of development that will offer community facilities to new and existing neighbourhoods, combined with excellent public transport. Existing examples of this form of development are the relatively lower density developments in the riverside area of Ely. The area(s) will comprise:

- Residential development, with education, community buildings and employment.
- Formal streets that are well connected to the street network of North Ely.
- Semi-detached and terraced dwellings, live-work units and possibly some apartments that are adaptable and extendable. Medium-higher density (around 40dph), 2-3 storey with scope for apartments over other ground floor uses and rear gardens for dwellings and shared garden space or roof gardens for apartments.
- Strong continual-defined building line with limited set-backs, with both common and mixed architectural styles for groups of buildings, with scope for individually designed buildings – particularly education and community buildings.
- Visitor parking on-street, resident parking on-plot and away from street frontage. Parking areas to be designed in scale with the location.
- Retain existing trees where possible with new street and 'civic' trees in appropriately designed community spaces, with a more urban design approach to streets / community spaces that are well overlooked and adaptable – i.e. able to accommodate a variety of uses by different age groups and local community activities.



Urban Village



Main Street



Civic & Business Quarter



Character Areas

Civic and Business Quarter Character Area

The Civic and Business Quarter character area has been located in the west of North Ely between the new A10 access junction and the Main Street.

It can provide business employment, together with strong landscape setting and identity together with hotel, food and other retail. The location of business uses next to a small-scale local centre in the Urban Village area would provide access to retail and services for the employment 'population' as well as the residents of North Ely.

Existing examples of this intensity of development in Ely are the buildings on the Cambridgeshire Business Park. As a gateway to the A10 for North Ely and existing parts of the city, the area will need to set the right standard of design for the location. The area(s) will comprise:

- B1 uses, hotel and facilities, food store and other retail/services.
- Relocated civic services such as police, fire and ambulance stations and a new 6th Form centre.
- Formal roads and streets that are well connected to the street network of North Ely.
- Up to 3-storeys with buildings set-back from the street (e.g. 7-8 metres).
- On-site parking areas located on plot and separated from public areas and the street with limited on-street parking.
- New street trees and well designed plot landscape that fits into the landscape structure of the adjoining areas.
- Appropriately considered building and landscape frontage to the A10.

Main Street Character Area

The Main Street character area is focused at the junction of Lynn Road with Highflyer Avenue, and forms the area where there is a focus of small-scale retail activity which serves the needs of North Ely residents. Existing examples of this form of development include the mix of buildings and uses on St Mary's Street, Ely. The area will comprise:

- A mix of residential, local shops, community and employment uses, including workhubs, interspersed along the Main Street.
- Semi detached, terraced, live work and possibly some apartment dwellings that are adaptable and extendable, medium to higher densities (around 40dph), two and three storey with scope for apartments over other ground floor uses; shared garden space or roof gardens for apartments.
- Strong continual defined building line with limited set-backs, with both common and mixed architectural styles for groups of buildings, with scope for individually designed buildings, particularly community buildings.
- Easy access to the Main Street area by cycleways and footpaths.
- On street parking to allow for short term visits to the local shops, together with off street parking for when longer visits are required.
- Potential for community open space/green areas as a key feature of the Main Street Character area
- Careful design of the Lynn Road/Highflyer Avenue junction to ensure that the needs and safety of pedestrians are maximised, and potential for conflict between pedestrians and vehicles are minimised in this area of higher activity.

Implementation & Delivery

This section sets out guidance for applicants regarding the application process, design excellence, strategic phasing principles and the future management of the North Ely development. The District Council will continue to work with the potential developers to ensure that a coordinated and comprehensive approach is taken to the development of the site. It is anticipated that separate planning applications will be delivered for the different areas of the site, but it is essential that these are compliant with the principles of this overall development framework document for North Ely.

Vision

Exemplar development showcasing best practice of a quality that would be recognised nationally and that stands comparison with the City's existing heritage.

Outcomes

- ☑ A coordinated approach to the delivery of development, which complies with the North Ely Development Framework proposals and principles for the whole site.
- ☑ Outline planning applications supported by strategic masterplanning which demonstrate how the application site contributes to and delivers the key aspects of the North Ely Development Framework; include transport, drainage and environmental impact assessments which respond to the cumulative impact of the North Ely development, and provide the basis for subsequent reserved matters applications.
- ☑ Appropriate overarching strategies for relevant infrastructure, services and facilities, (eg site wide transport, green infrastructure and energy strategies) to support the new community created and against which individual planning submissions can be assessed.
- ☑ Contributions from developers towards on and off site community facilities, services and infrastructure developments that are essential to enable the City to accommodate this growth.
- ☑ Viable development schemes where the mix of uses, infrastructure delivery strategy, developer contributions and phasing have been coordinated across the site in the most cost effective way, whilst still achieving the proposals and principles of the North Ely Development Framework.
- ☑ Provision for future management and maintenance of community facilities, public open space, public realm and other appropriate infrastructure and services in North Ely
- ☑ Provision for community engagement and consultation at planning application stages, and throughout all implementation stages of the scheme.

Next steps

This North Ely Development Framework will be adopted as Council policy in September 2011. Work will then be progressed to enable the adoption of the Development Framework as a formal Supplementary Planning Document (subject to future government guidance on Local Plans). This will take place alongside the District Council's wider review of the East Cambridgeshire Core Strategy, a draft of which is anticipated in early Summer 2012, with formal approval of the revised Local Plan obtained in early 2013.

Delivery mechanisms – a partnership approach

The District Council believes that successful delivery of this site will be dependent upon a partnership approach between the District Council,

Cambridgeshire County Council and the various landowners and their agents.

This will enable a joint approach to be taken towards issues such as transport, energy, waste and water strategies and to resolve issues such as treatment of Lynn Road where the North Ely Development Framework proposals cross the land ownership boundaries. It would also result in improved sustainability and potential for economies of scale in provision of infrastructure facilities.

It has been noted already that Cambridgeshire County Council will require a comprehensive transport strategy to be in place for the whole North Ely site before individual planning applications will be considered.

It will also be important to rationalise the approach to green infrastructure, energy and waste strategies, public consultation and ongoing community engagement, not only as development proposals approach the planning application stage, but throughout the implementation of this major development opportunity.

In order to ensure delivery of all the infrastructure requirements, which this development will require, the District Council wishes to see an overarching Infrastructure Delivery Plan, to be approved by the District Council but developed jointly by the various land owner interests in the site, prior to the submission of any planning applications at North Ely.



This would set out how each of the elements of the development, infrastructure, services and facilities, some of which are still to be defined, will be brought forward at each phased stage by the applicants. It would provide a guide against which individual applications can be assessed and development of such a plan, agreed by all the landowners and the statutory authorities, would facilitate the development management process.

If there is not an overarching delivery plan, the District Council will expect individual planning applications to be accompanied by an Infrastructure Delivery Plan relevant to the whole site and for developer contributions to reflect this approach.

The District Council will resist piecemeal and ad hoc planning applications, which fail to deliver coherent and integrated strategic infrastructure solutions.

The District Council will expect to see evidence of joint working between the landowners of the major North Ely sites in any individual planning submissions.

Specifically, the District Council will expect the respective strategic masterplans for the major areas to share information, to consider cumulative impacts and to propose coordinated approaches to infrastructure provision.

East Cambridgeshire District Council will set up a North Ely Delivery Coordination Board to coordinate the overall development activity for the site, involving key stakeholders for the site, including agencies such as Cambridgeshire County Council, Anglian Water, the Environment Agency and others as appropriate.

Development management

It is anticipated that planning applications for different areas of the site will come forward separately according to the different land ownerships.

Pre-application discussions and Planning Performance Agreements will be encouraged by the District Council to guide discussions with applicants through both the pre application and application stages, and to encourage the sharing of appropriate information and liaison between the various parties through the promotion and build out of development at North Ely.

The District Council will also encourage and place weight on the continued use of the Cambridgeshire Quality Review Panel throughout the plan development and application process. This is an independent review service through which peers can comment on major development schemes.

Planning application documents

Planning submissions should be supported in the usual way with appropriate documentation, including: design

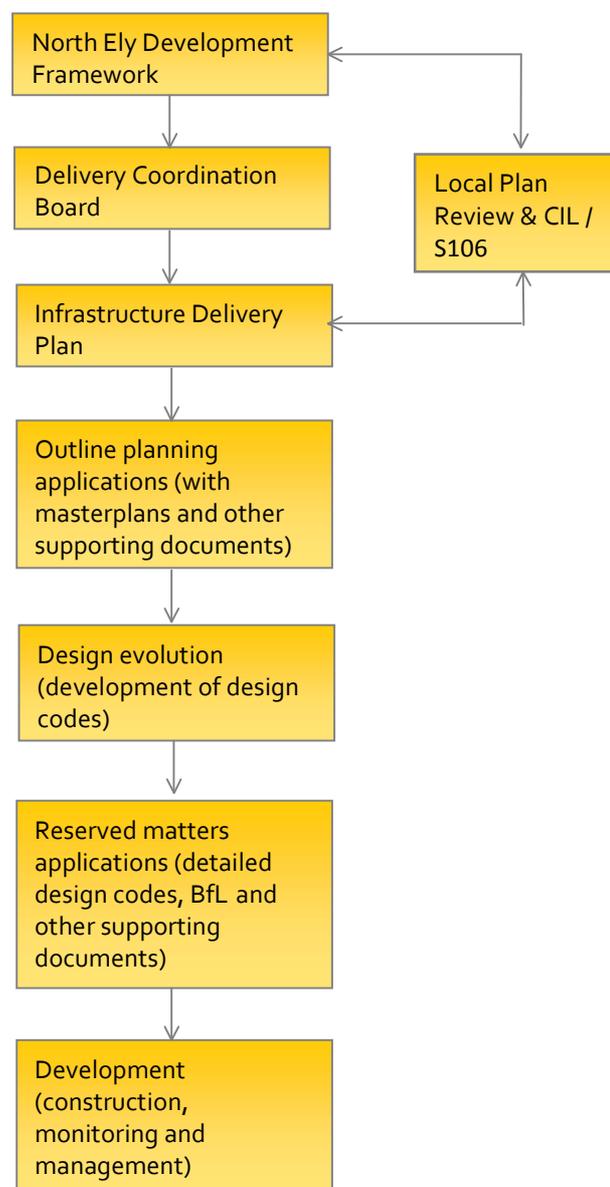


Figure 29. Summary of process issues

and access statements, transport assessments, environmental statements, retail impact assessments, flood risk assessments and drainage strategies, sustainability assessments, and waste/energy renewal strategies. If an overarching joint infrastructure strategy and delivery plan has not been previously agreed, then applicants will need to submit details of their infrastructure, facilities and services proposals to demonstrate that they will not prejudice the overall proposals and principles of the North Ely Development Framework. In addition the following will be required:

- At outline planning application stage – strategic masterplanning which demonstrate how the application site contributes to and delivers the key aspects of the North Ely Development Framework,



Ely Railway Station

indicating the proposed location of land uses, roads, services, open space and landscaping and demonstrating how this fits the North Ely Development Framework; a series of parameter plans/strategies covering land use, access and movement, landscape and open space, density, maximum building heights with site sections, urban design framework, proposed phasing, management and maintenance proposals for public realm, infrastructure and community facilities and proposals for community engagement.

- Design Evolution – preparation and approval of design codes for each individual phase of development in accordance with the principles set out in the North Ely Development Framework. These are required in view of the need for high quality design in this historic city, and for consistent high design throughout this long term development.
- Reserved Matters Applications – demonstrating compliance with the approved design codes. The District Council will also require Building for Life assessments to be completed at this stage. (www.buildingsforlife.org)

The District Council would prefer to see one overarching strategic masterplan produced for the whole site. If a series of strategic masterplans are presented then the District Council will require to see consistency between the masterplans, and with the principles of development set out in this Development Framework.

The Design and Access Statements should provide the basis for the quality of design to be controlled through subsequent Design Codes and Reserved Matters applications, based on a set of design parameters and principles and the spatial masterplan(s).

The statements should take into account the 20 criteria of the Buildings for Life national standards. Applicants will be expected to demonstrate how they have incorporated high standards of design throughout the design evolution process and how these will be carried through to completions and subsequent maintenance. If the applicant is not the developer, the applicant will be expected to set out what steps will be taken to ensure that the high standards are carried forward by subsequent developers to completions and maintenance.

Due to the size of the development area and type of development proposed, the District Council considers that Environmental Impact Assessments will be required to support these major applications. The District Council should be approached for a Scoping Opinion at the outset of each application EIA, which outlines the opinion of the local authority and statutory / non-statutory bodies on the approach and content of each EIA.

The information to be included in the EIA is provided in The Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (EIA Regulations 2011). This requires the applicant to consider cumulative effects, i.e. the environmental effects of the proposed development when assessed in combination with other planned/approved developments.

The cumulative assessment should reflect the level of information available on other plans and projects, and identify any source of uncertainty in determining the scale and nature of the cumulative effects.

Phasing strategy principles

Currently the adopted Core Strategy (2009) makes provision for 500 additional houses in North Ely. The North Ely Development Framework will inform the review of the Core Strategy which is underway at the time of writing, through which it is anticipated that the site allocation for North Ely will be increased up to approximately 3,000 dwellings, with provision for phased development over the period to 2030.

Further research and testing is required to advise the development of the detail of the phasing strategies but the following principles are expected to be demonstrated in applicants submissions and proposals:

- A balance of provision between new housing, employment, commercial and community facilities to ensure that the new development is sustainable. This is likely to require the early establishment of the Main Street areas where the majority of commercial and community facilities are focused.
- Mechanisms to be considered to enable the provision of quality commercial and retail facilities and

services in the early stages of development when the critical mass of the local population may not be sufficient for commercial viability, but provision of the service for new residents would be desirable.

- An appropriate mix of housing development at each phase
- Delivery of a primary school facility and other appropriate community facilities early in the first development phase.
- Early establishment of Highflyer Avenue to avoid unacceptable traffic pressures on Lynn Road/High Barns in the early stages of the development. It is anticipated that the provision of the full link across from Thistle Corner to the A10 will be triggered by the development of over 500 houses, subject to detailed transport assessments submitted with outline planning applications.
- Early establishment of public transport, footpath/cycleway linkages to the rest of Ely, including the City Centre, Station and Lancaster Way, and innovative travel planning measures to encourage new residents to adopt more sustainable modes of transport from the outset
- Advanced structural landscaping, tree and shrub planting to enable early establishment of the green infrastructure.
- Phasing of the development to take account of the services, facilities and infrastructure available on a citywide basis and ensure that these have the capacity to support the new levels of housing proposed at each phase.

During each phase there will be improvements to utilities in discussion with the operating companies to ensure sufficient capacity is available or new capacity provided. Developers should note that discussions will be required with Anglian Water regarding the timing and phasing of development in relation to the capacity of the sewerage systems to accommodate these, particularly in view of previous Anglian Water advice that major new development should not come forward until post 2015.

The phasing timetable will also be dependent upon the resolution of the problems of the congestion at the railway crossing with the A142 in the south of the City. Proposals for a potential Southern Link Road to the south of Ely are under consideration and traffic modelling has demonstrated that this would do much to relieve congestion from future development in the City including developments in North Ely. The detailed phasing of the stages of the North Ely development beyond 500 dwellings will, therefore, also be dependent upon

The low bridge near Ely railway station causes large vehicles to back up, preventing cars and small vehicles from using the underpass



successful solutions being brought forward for the A142 and further traffic modelling work will be required by the developers as part of their submissions in order to help inform Cambridgeshire County Council's decisions on this.

Developer contributions

The Core Strategy establishes the requirement for planning obligations relating to the phasing of development and the early provision of on site and off site infrastructure and facilities, to include land, capital and initial running costs (Policy S4 Developer Contributions). Further details are set out in the Developer Contributions and Planning Obligations SPD, approved February 2011.

Developers will be expected to contribute towards the cost of infrastructure and community services and facilities where this is necessary to make the development acceptable in planning terms, and to address the impacts of the site's development on the local social, economic and physical infrastructure.

Contributions are likely to be required in one or more of four ways:

- Direct provision of essential, relevant and necessary infrastructure and facilities by developers, secured by conditions
- Provision of land for a specific community/specialist use as agreed with individual developers
- Commuted payments to the Local Authorities in lieu of provision of infrastructure through S106 agreements which may be pooled
- Payments via the forthcoming Community Infrastructure Levy (CIL).



Stagecoach currently operate 3 regular bus services in Ely

Since early 2010, the District Council has been working closely with Cambridgeshire Horizons, the County Council and Huntingdonshire District Council as part of a vanguard Community Infrastructure Levy (CIL) Pilot Project and it is anticipated that a CIL will be in place by October 2012.

The likely range of infrastructure, services and facilities that will need to be addressed is set out overleaf. However please note that this is intended as a guideline only, and should not be regarded as binding on any decision which the District Council may make in respect of negotiations on contributions, nor is the list comprehensive in terms of all the facilities and infrastructure requirements which may apply.

Indicative list of items requiring developer contributions

- ☑ Funding of joint research studies or other implementation work to support the work of the Delivery Co-ordination Board, to enable a coordinated approach to the development.
- ☑ On site highway infrastructure, pedestrian and cycleway infrastructure, community transport, car parks and travel planning and awareness raising.
- ☑ Off site highway infrastructure, pedestrian and cycleway infrastructure, including rights of way and the proposed Southern Link Road.
- ☑ Public transport provision linking directly from the site – both bus and community transport – and also contribution towards rail station improvements.
- ☑ On site educational facilities, pre-school, primary schools and potentially post-16 schooling, encompassing capital, fitting and setting up costs.
- ☑ Off site educational facilities, including combined, secondary and post-16 schooling and encompassing capital, fitting and setting up costs.
- ☑ Waste/recycling facilities, including a sewage works/ energy from waste facility, if this is demonstrated to be a required element for the development .
- ☑ Country park facility, including both managed and informal facilities.
- ☑ Utility services such as electricity, gas, water, foul drainage, telecoms including broadband provision.
- ☑ 30% affordable housing.
- ☑ Recreation and open space, including play areas, playing fields, sports centres, specialist sports facilities, nature conservation, wildlife mitigation measures, community woodlands, allotments, meadows and paddocks etc
- ☑ Community facilities including healthcare, library, meeting halls, community centres, childcare facilities, youth activities, cultural services, emergency facilities, community recycling centres.
- ☑ Public Art
- ☑ Long term management and maintenance of selected facilities and infrastructure
- ☑ Drainage and flood prevention

Future management and maintenance

Consideration should be given at an early stage to the future management arrangements for the North Ely infrastructure and facilities. Long term community management arrangements will be crucial to the long term sustainability of the new community.

Planning submissions will be required to provide details of the proposed long term management and maintenance delivery plans for the development.

A site wide comprehensive approach to long term stewardship arrangements will be given more weight in assessing planning applications.

The management and maintenance of the various facilities and land uses, particularly areas of open space, woodland, community facilities and the country park will require particular consideration.

Such uses do not normally generate significant revenue and this will need to be recognized in determining the scale of developer contributions.

It may be appropriate to consider community based management solutions that allows residents / occupiers to have a greater input into the long term stewardship of the infrastructure and community facilities.

Alternatively developers may wish to discuss what arrangements can be made with the City of Ely Council and other relevant local organisations to take over long term responsibility for such areas. It is unlikely that the District Council will be seeking to take over management of significant assets.

Glossary

BREEAM

BRE Environmental Assessment Method

A nationally recognized measure used to describe a building's environmental performance.

CCC

Cambridgeshire County Council

Cambridgeshire County Council is responsible for Education, Libraries and Heritage, Social Services, Roads and Traffic, Environment, Strategic Planning, Trading Standards, Waste Disposal, and County Farms Estate within East Cambridgeshire District.

Cambridgeshire Horizons

Cambridgeshire Horizons role was to bring together all the elements of growth to ensure sustainable new communities are built throughout the County, and that the associated new services and facilities have benefits for both the new and existing residents. The organisation has now been closed down.

Cambridgeshire Quality Panel

This panel reviews major growth sites and provides independent advice to developers/clients and their design teams, and local authorities, with the aim of improving the quality of the development being proposed.

City of Ely Council

Local 'parish' level tier of local government administration.

CSH

Code for Sustainable Homes

A national standard for use in the design and construction of new homes with a view to encouraging continuous improvement in sustainable, energy efficient, carbon neutral houses. It was launched in December 2006.

CIL

Community Infrastructure Levy

A proposed tariff system that the Government is introducing as a more efficient means of obtaining developer contributions toward infrastructure provision.

Core Strategy

One of a suite of documents within the local development framework, which sets out the long-term spatial vision for the district, strategic policies and development control policies. It is currently under review and will, in future, be known as the East Cambridgeshire Local Plan.

CHP

Combined Heating and Power Systems

Combined Heat and Power is a fuel-efficient energy technology that utilises the by-product heat that is normally wasted to the environment. CHP can increase the overall efficiency of fuel use to more than 75%, compared with around 50% from conventional electricity generation. It is often used to supply community heating, hot water and air conditioning locally and thus also avoids transmission and distribution losses.

Comparison Retailing

Shops selling items such as clothes, shoes, electrical goods, but not food items.

Convenience Retailing

Food shops and supermarkets.

County Wildlife Site

Site of county significance for wildlife

DEFRA

Department for Environment, Food and Rural Affairs

Central government department.

Development Framework

In this context, a document which sets out the principles that will guide the development of the urban extension for North Ely. It develops the vision which was set out in the Ely

Masterplan, and provides the basis upon which prospective developers can prepare their site specific masterplans.

DPD

Development Plan Document

A document prepared by the District Council as part of the LDF. A DPD forms part of the Statutory Development Plan having been through independent Examination.

ECDC

East Cambridgeshire District Council

District level tier of local government administration, responsible for a range of services including development planning, environmental health, housing, building control, leisure and community services.

EEDA

East of England Development Agency

The former Regional Development Agency tasked with improving the economic performance of the East of England by promoting sustainable economic growth and regeneration.

GCP

Greater Cambridge Partnership

A sub-regional economic partnership (SREP) covering a 25-mile radius around Cambridge. The subregion includes Huntingdon, Ely, Newmarket, Bury St Edmunds, Haverhill, Royston, Stansted and Wisbech.

Green Infrastructure

Natural and manmade green spaces, ranging from informal natural and wildlife areas to more managed areas such as parks, gardens, allotments and orchards, which provide for recreation, sustainable growth, healthy lifestyles and quality of life.

HA

Housing Associations

Not for profit organisations which provide social housing.

HCVs

Heavy Commercial Vehicles

Goods vehicles over 3.5 tonnes gross vehicle weight. Also known as HGV's.

HGF

Housing Growth Fund

A grant fund previously available from the Department for Communities and Local Government to promote housing growth, administered locally by Cambridgeshire Horizons.

LDF

Local Development Framework

A series of separate Development Plan Documents (DPDs) that set out policies and proposals for the development and use of the land in the District. The national local planning framework is currently changing and in due course these will be replaced by Local Plans.

LEP

Local Enterprise Partnership

Public/private partnerships set up to help lead business growth and prosperity in the sub region.

LTP

Local Transport Plan

A strategy and plan prepared by Cambridgeshire County Council setting out the improvement plans for the County's transport infrastructure over a set time period.

Mixed Use

Mixed use areas are where it would be appropriate for the land to be used by more than just a single land use. For example, retail and leisure uses at ground level with residential above.

Natural England

Statutory Body comprising the former English Nature, Countryside Agency and the Rural Development Service.

RFA

Regional Funding Allocations

Central government funding provided via the Department for Transport for capital enhancements on the Highways Agency strategic road network and rail network that are not otherwise proposed for delivery through national programmes. Demand for this funding is high.

RSS

Regional Spatial Strategy

The Regional Spatial Strategy prepared by the former East of England Regional Assembly which set out policies for the future of the region to 2021. Both the Regional Assembly and the RSS have now been abolished in favour of the 'localism' approach.

S106

Section 106 Agreement

Legal agreement between a Local Authority and developer in order to secure contributions (in cash or kind) towards the provision of infrastructure and services that are necessary to facilitate a proposed development. e.g. provision of highways.

Self Containment

In this document self sufficiency refers to employment self sufficiency. It is the proportion of residents both living and working locally. The District Council aims to have 50% of people living locally also working in Ely.

SSSI

Site of Special Scientific Interest

The designation of an area as an SSSI gives legal protection to wildlife and or geological features of the area. Natural England is responsible for designation.

SCI

Statement of Community Involvement

Document setting out how and when

stakeholders and other interested parties will be consulted and involved in the preparation of individual planning applications.

Stakeholder

Private individual, local interest groups, local councils, public authorities, utility companies, and other organisations that have an interest in development and/or the site.

Statutory

Required by law (statute), usually through Act of Parliament.

SPD

Supplementary Planning Document

A document which provides supporting information to the policies in the development plan document (DPD). It can cover a range of issues, thematic or site specific and provides further detail about the proposed policies in the main DPD.

Sustainable Development

Development which enables people to satisfy their needs and secure quality of life without compromising the quality of life for future generations.

SuDS

Sustainable Drainage Systems

Drainage systems which seek to reduce the environmental impact of surface water discharges from new development.

SUSTRANS

A charity dedicated to improving access for cyclists and pedestrians.

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.

Background Documents

North Ely Council Policies

The policies set out below have been developed following extensive consultation with the local community and key stakeholders. They seek to deliver the Council's vision for an exemplar urban extension at North Ely. Before inclusion in the Core Strategy Review, the policies will be subject to Sustainability Appraisal and Appropriate Assessment.

Policy NE1 Exemplar Development

North Ely will be an exemplar development showcasing best practice of a quality that would be recognised nationally and that stands comparison with the City's existing heritage. There will be a phased approach to development so that jobs, facilities and infrastructure are delivered alongside housing.

Policy NE2 Homes and Community Facilities

North Ely will provide a range of homes and community facilities for all ages. The development will be expected to provide:

- About 3,000 houses
- A mix of housing that meets local needs and helps deliver a balanced community, including affordable housing meeting the requirements of Policy H3
- 20% of homes suitable for elderly and people with disabilities, including an element of sheltered/supported housing
- Opportunities for self build homes
- Primary schools with maximum 2 forms of entry
- Community centre

Policy NE3 Quality

Development in North Ely will reinforce the special quality and character of Ely through high quality design. Development will be expected to:

- Comply with guidance in the North Ely Development Framework and the subsequent SPD
- Comply with design codes to be approved by the District Council.
- Deliver a range of distinct character areas and housing densities reflecting the landscape and proximity to services.
- Retain the separate identity of Chettisham.
- Provide a tree lined avenue, fronted by development, linking the A10 with Thistle Corner.
- Deliver landmark buildings in appropriate locations.
- Orientate development to take advantage of views of Ely Cathedral and views over the surrounding fen landscape.

Policy NE4 Green Infrastructure

In North Ely green space will be integrated into the structure of the development by:

- Reserving 30 to 40% of the area as public open space and green infrastructure.
- Incorporating a green grid of open space and green infrastructure to structure the development.
- Delivering a Country Park, with strong links to the existing Ely Country Park, along the eastern and northern edges of the development.
- Continuing the green buffer along the western edge of the development next to the A10.
- Tree lined streets.
- Community allotments located through the development so that they are accessible.

Policy NE5 Accessible facilities and services

Within North Ely development will be designed and located to maximise walking and cycling opportunities, provide good accessibility to public transport, and provide appropriate car and cycle parking. This will be achieved by:

- Designing the development as a walkable neighbourhood minimising walking distance to facilities.
- Focusing higher densities of development around local hubs.
- Grouping local facilities and services along the Avenue in a series of linear hubs.
- Focusing neighbourhood retail around the junction of the Avenue and Lynn Road.

- Designing Highflyer Avenue to provide local access, good walking and cycling facilities as well as on street car parking without compromising its function as a public transport route.
- Avoiding excessive areas of surface car parking to minimise visual impact and improve the pedestrian environment.

Policy NE6 Transport Links

North Ely will have strong transport links to the city centre and beyond. Transport improvements will include:

- Walking and cycling connections to the Hospital, City Centre, Railway Station, Country Park, Riverside Area, and New Leisure Centre.
- High quality public transport corridors with connections to the City Centre, Railway Station, new Leisure Centre and Lancaster Way.
- A new junction to the A10 in the early phases of development linked by an avenue to Thistle Corner and Cam Drive.
- The Southern Link Road (a consideration when development exceeds 500 houses).

Policy NE7 Local Jobs

North Ely will provide a range of local jobs and make a significant contribution to improving the proportion of the Ely workforce working in Ely. The overall target is to deliver 1,500-1,800 jobs in North Ely. This is a ratio of 60 jobs for every 100 houses in every phase of development. Potential employment in North Ely could include:

- B1 business uses
- An enterprise hub
- Start up offices and/or workhubs to complement E Space South
- Relocated Police, Fire and Ambulance Services
- Conference Centre
- Hotel
- Education
- Retail
- Home working
- Live/work units.

Policy NE8 Environmental Standards

Development in North Ely should strive to meet the highest practicable environmental standards. Key environmental features of the development will include:

- A new sewage treatment plant to the north, on the other side of the railway line, subject to the forthcoming Cambridgeshire and Peterborough Minerals and Waste Development Plan.
- Sustainable urban drainage systems.
- New habitat creation.
- Code for Sustainable Homes Level 6 to meet requirements from 2015.
- Sustainable construction, energy efficiency and renewable energy to meet the requirements of Policies EN3 and EN4.

Policy NEg Development Management

In addition to those documents normally required by the District Council for submission with major planning applications, developers would be expected to submit the following information in support of planning applications for land to the north of Ely:

- At outline application stage: strategic masterplanning which demonstrates how the application site contributes to and delivers the key principles of the North Ely Development Framework (indicating the proposed location of land uses, roads, services, open space and landscaping); a series of parameter plans (covering land use, access and movement, landscape and open space, density, maximum building heights, urban design framework); details on proposed phasing, infrastructure delivery plan, EIA impact assessments, energy, waste and water strategies and other supplementary documents required by the District Council
- At reserved matters stage: a design code(s) for individual phases of development



EAST CAMBRIDGESHIRE
DISTRICT COUNCIL

North Ely Development Framework

A Framework for the Future Development
of an Urban Extension for Ely

East Cambridgeshire District Council
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Cambridgeshire
CB7 4EE

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QUALITY

EXEMPLAR

SUSTAINABILITY