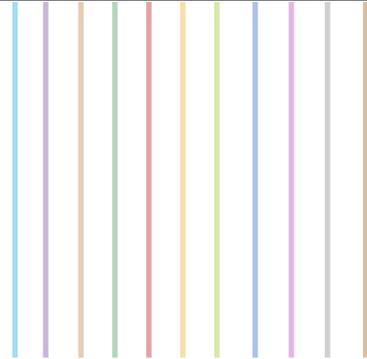




North Ely Joint Strategic Masterplan

A Framework for the Future Development of An urban extension For Ely



the 1990s, the number of people in the UK who are employed in the public sector has increased from 10.5 million to 13.5 million. The public sector has become a major employer in the UK, and this has implications for the way in which the public sector is managed and the way in which it is funded.

The public sector is a complex and diverse organisation, and it is difficult to define it precisely. However, it is generally understood to include the following:

- The central government, including the Treasury and the Home Office.
- The local authorities, including the police and the fire service.
- The health service, including the National Health Service (NHS).
- The education system, including the schools and the universities.

The public sector is a major employer in the UK, and it has a significant impact on the economy. The public sector is a major source of government revenue, and it is also a major source of government expenditure. The public sector is a complex and diverse organisation, and it is difficult to define it precisely. However, it is generally understood to include the following:

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Preface

The North Ely Development Framework, published in September 2011, was prepared in order to establish the guiding principles for the development of North Ely. It was expected that the NEDF would:

- Form the basis for future masterplans to be produced by the 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.

Although much the content of the NEDF remains relevant, further evidence gathering and design development between September 2011 - December 2012 means that certain aspects of the NEDF requiring updating.

A Joint Strategic Masterplan (JSMP) has been prepared by the Church Commissioners and Endurance Estates in order to set out the landowners' vision for development at North Ely and assist ECDC in the updating of the NEDF and in their preparation of a Supplementary Planning Document for North Ely.

The JSMP has been produced in consultation with relevant officers at East Cambridgeshire District Council (ECDC), Cambridgeshire County Council (CCC) and other consultees.

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1

the Framework
At A Glance



Introduction

A Joint Strategic Masterplan (JSMP) has been prepared for North Ely, based on extensive baseline technical studies, design development and consultation. This document presents the JSMP and provides design detail and the rationale for the JSMP.

It should be noted that while this document is based on extensive consultation with ECDC, the content represents the views of the landowners and their agents. All diagrams and figures contained within the JSMP are illustrative.

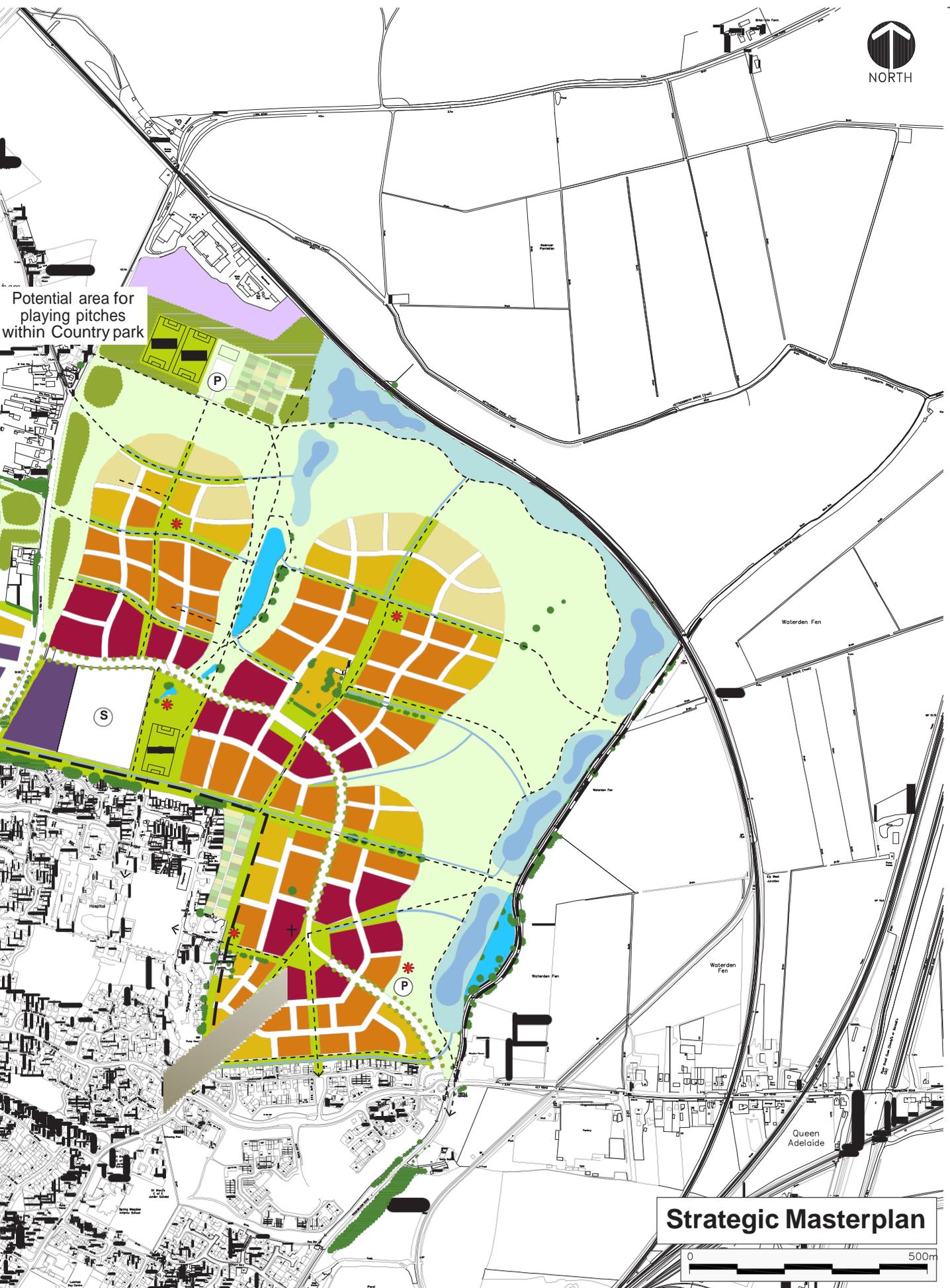
The Joint Strategic Masterplan and Joint Land Budget is presented over page.

Land Use (Use Class)	Maximum Amount (GEA* where applicable)	Land Area (ha)
Green Infrastructure		111.0
Strategic Access		6.0
Residential (C3)	Up to 3,000 units	102.8
Primary School and Pre-School (D1) (x2)	5,260m ²	6.2
Place of worship and/or Community Hall (D1) (x2)	2,000m ²	0.3
Business Park	up to 5,000m ²	2.8
Local Centres		3.6
– Foodstore (A1)	1,000m ²	
– Uses within Use Classes A1, A2, A3, A4, A5, D1	2,800m ²	
– Business Units (B1)	2,800m ²	
– Work Hub (B1)	500 m ²	
Total		215.9

- Urban village
- Suburbia
- Green living
- Arcadia
- Local centre
- Employment area
- Schools
- Parking
- Place of worship / community hall (Indicative location)
- Long views to Cathedral
- Country park
- Community orchard / woodland
- Allotments / paddocks
- Avenue
- Green corridors Neighbourhood
- play area Existing footpaths /
- bridleways Proposed footpaths
- / cycleways
- Surface water attenuation
- Existing woodland / hedgerow
- Existing lake



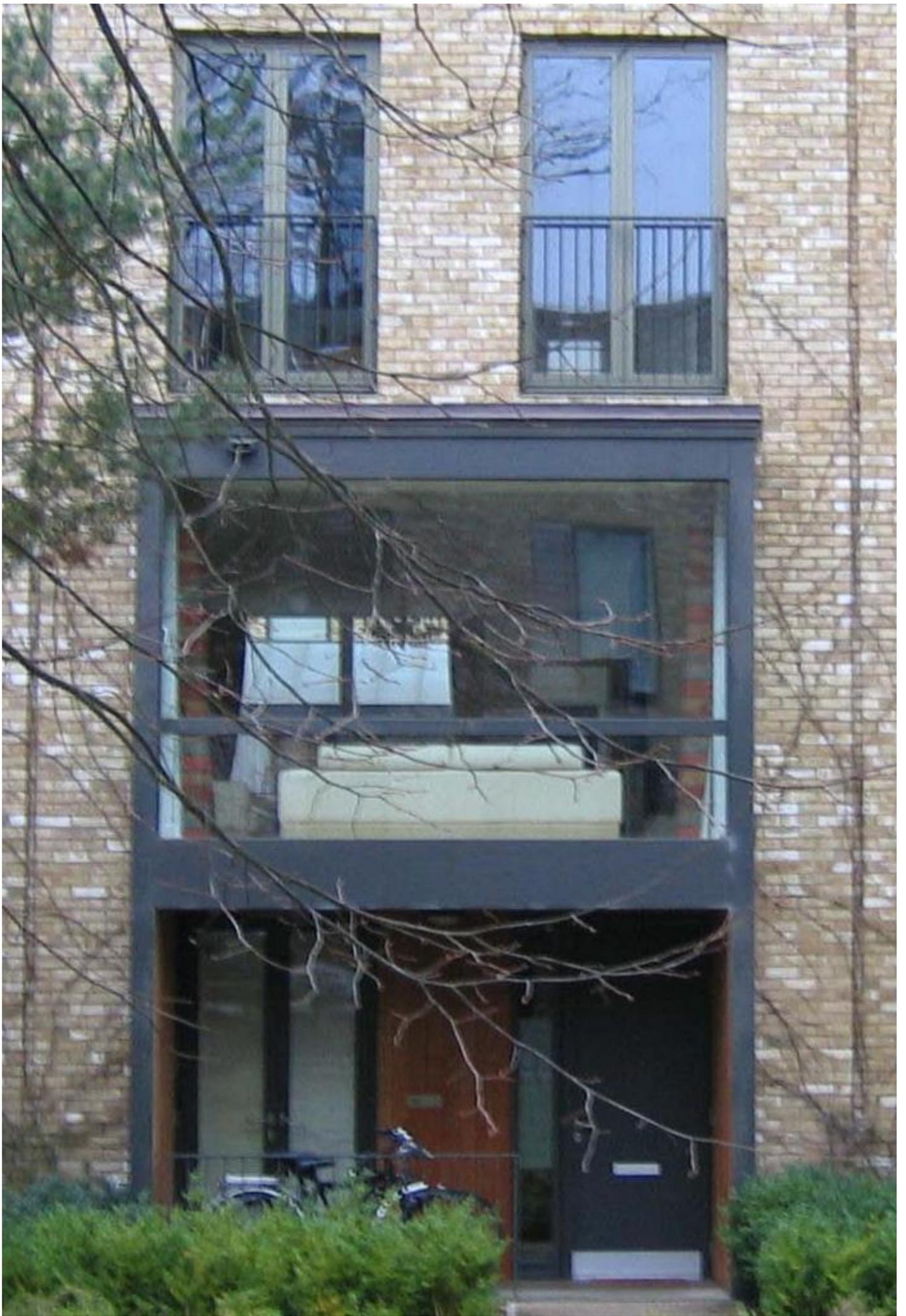
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2

introduction



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.

Ely Masterplan

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 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.

North Ely Development Framework

As set out in the 'Preface' of this document the NEDF establishes the principles that will guide the development of an urban extension to Ely. The NEDF has the status of 'Interim Council Policy' and is a material consideration in the determination of any future planning application within the site.

It is proposed that updated guidance will be prepared and adopted as Supplementary Planning Document (SPD) by East Cambridgeshire District Council (ECDC) following appropriate review and consultation.

Purpose of the Joint Strategic Masterplan

The JSMP has been prepared by the Church Commissioners for England (the Commissioners) and Endurance Estates Strategic Land Limited (Endurance Estates) in order to inform future planning applications/masterplans for North Ely. Some of the information has been provided by ECDC.

The objectives of the document are to:

- Identify and incorporate the elements of townscape, landscape, massing, form and uses that best represent the identity and character of traditional Fen settlements
- Encourage the delivery of the best examples of contemporary design in streets, built townscape, public realm
- Offer flexibility in guidance to encourage and facilitate the delivery of sustainable and aspirational living
- Engender good community interaction
- Create a sense of place that is 'of Ely' and 'of the Fens'
- Incorporate car ownership and movement sympathetically and in accordance with best practice
- Recognise the modern economic and social 'drivers' to settlements have evolved from the traditional in the region, and accommodate elements within the illustrative masterplan which support local character and contemporary living

In order for development at North Ely to maximise its potential and fulfil the development objectives above, it is crucial to understand the site and site context to appreciate how the objectives are best met.

Section 3 provides an overview of the findings of the baseline analysis for North Ely.

Structure and Terminology

For ease of reference, this document follows the original structure of the NEDF.

All references to the NEDF relate to the original document prepared by the ECDC.

All references to the JSMP relate to this document, which has been prepared by the Commissioners and Endurance Estates.

Core Strategy Review

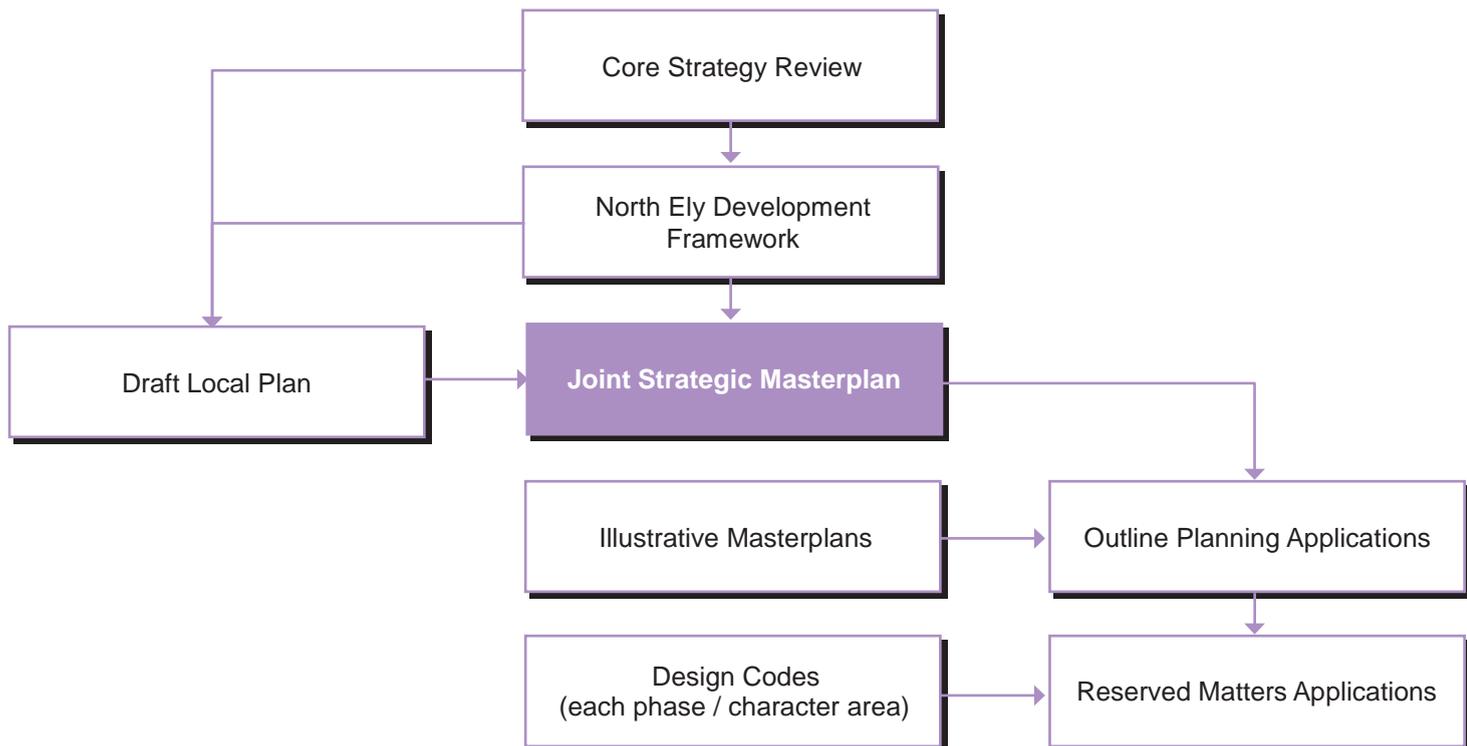
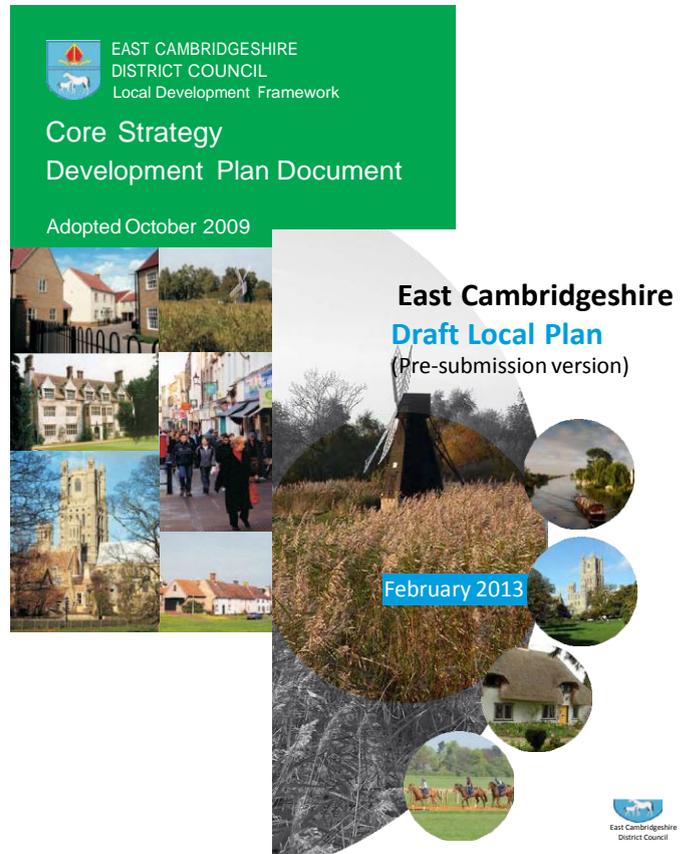
The key document in relation to the development of North Ely is the Core Strategy (2009). This document is currently under review with a draft plan expected in Spring 2013.

The Draft Local Plan (Pre-submission version) allocated land at North Ely for a housing-led urban extension of up to 3,000 dwellings. It also makes provision for other development, such as:

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

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 are outlined in the Local Plan.

The relationship between the Core Strategy, Local Plan and NEDF and JSMP is set out in the diagram below.



North Ely Development Framework

The NEDF sets out key principles for the development of North Ely, and describes the design principles identified by ECDC.

The NEDF recognises that a different level of information will be required at outline and detailed planning application stages, and as such the NEDF contains sufficient flexibility for developers to progress design ideas with greater precision as part of detailed planning applications.

Joint Strategic Masterplan

Although much the content of the NEDF remains relevant, further evidence gathering and design development between September 2011 - December 2012 means that certain aspects of the NEDF require updating. The JSMP therefore represents an updated version of the NEDF, and along with the forthcoming Local Plan, will be used as the basis to review/determine outline planning applications for North Ely.

The JSMP as been prepared following extensive consultation between ECDC, the developers and their consulting teams, and a number of officers from Cambridgeshire County Council (CCC).

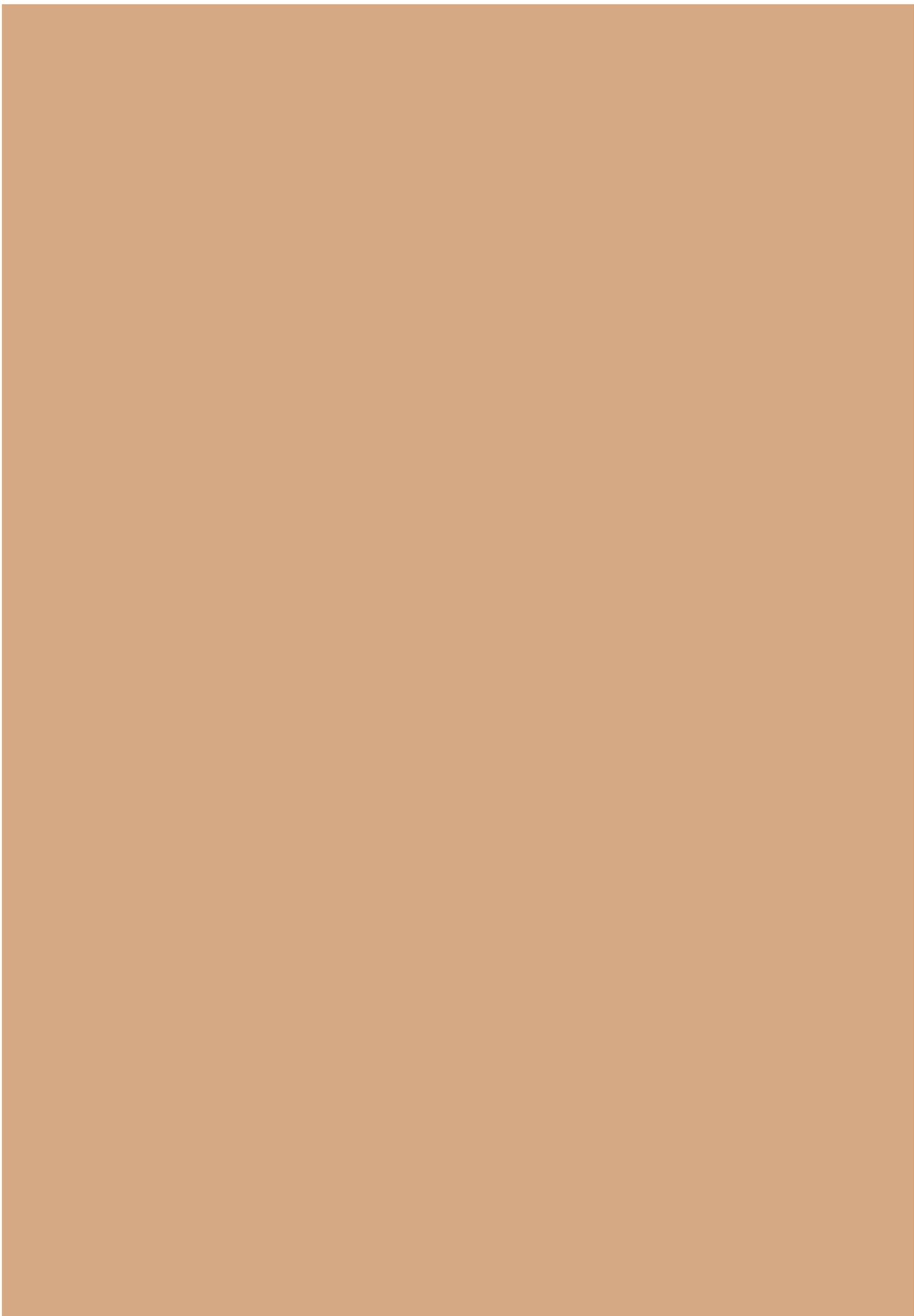
Much of the content of this document was agreed at workshops held by ECDC, and facilitated by the Advisory Team for Large Applications (ATLAS). ATLAS is an independent advisory service, sponsored by the Department for Communities and Local Government (DCLG) and hosted and delivered through the Homes & Communities Agency, available at the request of Local Authorities to support them in dealing with complex large scale housing led projects.

Consultation

In addition to the facilitated workshops, a range of consultation has been undertaken by ECDC on the proposals for North Ely. Key events include:

- 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







3

Appreciating the
Context



Site Location

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

The site is currently in agricultural use and covers some 200ha. It is bound to the north-east by the railway; to the south the existing built-up area of Ely; to the west by the A10; and to the north-west by the small hamlet of Chettisham.

The location and extent of the site is shown on the aerial plan on pages 26/ 27.

Site Appraisal

A detailed appraisal has been undertaken as part of the masterplanning studies and environmental studies that have been prepared for the Site.

The key features of the site are described below, and are summarised on the diagram on pages 28/ 29.

The overall masterplan site is divided into two distinct parcels of land with the Lynn Road corridor running north-south between the two areas. Owing to the sometimes different characteristics of the two parcels, where appropriate, the site is described in terms of the 'east' - to the east of Lynn Road, and the 'west' - to the west of Lynn Road.

Landscape and Visual

Landscape Character

At the national scale, significant work was undertaken in the mid to late 1990s by the Countryside Agency and English Nature (now Natural England) to map and describe the broad variations in character that can be identified across England. The entire site falls within National Character Area 46: The Fens. This is described as typically low-lying, level terrain with isolated islands of higher ground, most notably the Isle of Ely.

The 'Cambridgeshire Landscape Guidelines' provides further detail of landscape character within the county. The entire site falls within Area 8: Fenland, which describes the open nature of the landscape and the many 'islands' which rise above the fens. The study highlights the importance of tree cover, retained hedgerows and grassland around these areas of higher ground.

There are no landscape designations relevant to the site.

Landscape Features

To the East, the site is predominantly arable farmland, with few trees and hedgerows, situated across gently undulating topography. Other landscape features include a number of watercourses, most notably the watercourse on the eastern boundary and Highflyer Farm Track which connects King's Avenue to Highflyer Farm.

To the west, the site has few structural landscape elements, with only a small number of hedgerows and drainage ditches crossing the site. There is more mature vegetation along the site boundary, with a line of mature Poplar located along the eastern boundary and structural landscape belts along much of the A10 and Cam Drive.

Topography

Ely Island itself ranges from 5m AOD to 26m AOD and is approximately 2.5km across and 5.5km long. The gradient of the island slopes are most pronounced to the east and west sides of the island where the land quickly drops into the flat fen and where built form has traditionally located on the steeper slopes.

The site itself slopes gently from about 20m AOD near Lynn Road to about 5m AOD in the east and about 5m AOD in the north-west.

Views

The location of the site, to the north of Ely, means views towards the Site are predominantly from the north-east and north-west, from farm-steeds, roads and footpaths within the surrounding fenland. From the south, views are interrupted by the existing built form of the City.

From the South, views of the site are largely prevented by the existing built form of the City. There are views of the site from the residential areas along Cam Drive, Lynn Road and King's Avenue, where a number of dwellings either front or back on to the site. There is also public access to the two towers of Ely Cathedral. Their height above the surrounding landscape permits long range views and inter-visibility between the Cathedral and the site.

Agriculture and Land Use

The Site is generally classified as Grade 2 on the provisional Agricultural Land Classification (ALC) maps published by the former Ministry of Agriculture, Fisheries and Food – which, together with Grades 1 and 3, is defined as the best and most versatile agricultural land.

Sugar beet and potatoes are grown as part of a rotation with winter wheat and oilseed rape.

Heritage

Built Heritage

There are no Scheduled Ancient Monuments, Conservation Areas or Parks and Gardens of Historic Interest in the vicinity of the site. There are no listed buildings within the site but there a number of listed buildings within the wider study area, which mainly comprise frontage buildings in Ely and Chettisham.

The heritage appraisal has identified three heritage assets where there is potential for development within the site to affect their significance, and which the design and layout of the development will need to respond to. These are:

- Cathedral of the Holy Trinity, Ely (Listed Building, Grade I)
- Parish Church of St Mary, Ely (Listed Building, Grade I)
- Church of St Michael, Chettisham (Listed Building Grade II)

Archaeology

To the east of the site, archaeological investigation has revealed the remains of two potentially significant features. The first is an Iron Age pit close to Lynn Road which probably relates to an Iron Age settlement in this area. The second is the remnant of a Roman period enclosure west of Highflyer Farm. The trial trench ditch section revealed Roman ceramics and preliminary interpretation suggests an inhabited enclosure on the shallow valley side. This is likely to be of local or regional value.

To the west of the site a geophysical survey identified potential features of archaeological interest along the western site boundary. These features appeared to be a prehistoric settlement located centrally along the western site boundary. Subsequent trial trenching of the site based on the geophysical survey results revealed a series of prehistoric enclosures and boundaries dating to the later prehistoric period (late bronze Age/Iron Age). The trial trenching also revealed a small area of domestic Romano-British activity to the north of the site and another small area of domestic Romano-British activity adjacent to Lynn Road/King Edgar Close. The trial trenching also uncovered one inhumation burial and two possible cremation burials across the site, all currently undated, although most likely prehistoric. The southern part of the site also has post medieval ridge and furrow ploughing and evidence of historic drainage.

These findings are consistent with the results of the geophysical survey and previous historic excavations during the construction of the A10 in this vicinity, which identified evidence of Anglo-Saxon and Romano-British activity close to the site. The dispersed settlement pattern is typical for the wider area of Cambridgeshire, with generally a low density of archaeological features identified across the site within well-defined small clusters of predominantly small-scale domestic activity as would be expected outside of the core of the historic settlement of Ely.

Ecology and Nature Conservation

The majority of the site comprises actively managed, arable monoculture fields, and is of limited nature conservation interest. There are no statutory designated sites or non-statutory sites of nature conservation importance within the site.

There are no sites designated as being internationally important for nature conservation within 5km of the site. The closest internationally designated site is the Ouse Washes Special Protection Area (SPA), Special Area of Conservation (SAC), RAMSAR and Site of Special Scientific Interest (SSSI) which lies approximately 6.5km to the north-west of the site.

Two further statutory designated sites and five non-statutory sites of nature conservation importance lie within 1km of the Site. The two statutory sites, which are both SSSIs, are Ely Pits and Meadows (locally known as Roswell Pits) and Chettisham Meadows to the south-east and west respectively.

Hydrology and Flood Risk

To the east, the Clayway Catchwater drain is the main watercourse. The Catchwaters form part of a long-established artificial drainage ring around Ely, devised to intercept run-off from the higher ground before it reaches the lower agricultural fenland. A large wetland/pond adjoins the Clayway Catchwater, and there is also a series of ponds close to Highflyers Farm.

To the west, there are several open surface drainage channels within the site. The majority of these are located in close proximity to Cam Drive, with the main channel running along the site's southern boundary. There are no ponds or other water bodies within this part of the site.

Environment Agency (EA) Flood Zone Mapping shows the entire site to be located within Flood Zone 1, land assessed as having a less than 1 in 1000 annual probability of fluvial flooding in any one year, (<0.1%).

Ground Conditions

The British Geological Survey indicates that the solid geology of Ely comprises the remnants of a greensand ridge which stretches from Bedfordshire in the west to Hunstanton in the north.

The Isle of Ely stands amongst the Upper Jurassic Kimmeridge Clay Formation. As such the site is characterised by slowly permeable clayey soils, with some peaty fenland loams on areas of lower ground.

A programme of assessment and survey of ground conditions has been undertaken across the Site and no significant contamination sources have been identified.

Traffic and Transportation

The site is privately owned, and with the exception of a public footpath (Footpath No.10) crossing part of the eastern site, is not publicly accessible.

Vehicular access is limited to a private track/road connecting Highflyer Farm and King's Avenue, and there are numerous access points around the site boundary for farm vehicles.

A number of 'informal' pedestrian access point and routes exist across the site, namely a gated entrance close the existing water tower (to the east of the site) and a track to the rear of houses running along King Edgar Close (to the west of the site).

The nearest regular bus service to the Site is route number 9, connecting Littleport to Cambridge via Ely – a section of which runs along Lynn Road. A circular bus service also serves the east of Ely, connecting Cam Drive with the City Centre.

Ely is relatively well served by on and off-road cycle routes covering most of the urban area. There are existing cycle routes along the southern verge of Cam Drive and a short section on Lynn Road connecting to the Princess of Wales Hospital to the north of Cam Drive. Route 11 of the National Cycleway Network also runs near to the site along Downham Road towards the city centre and there are existing pedestrian and cycle routes through the housing developments to the south of Cam Drive and connections through the existing housing developments to the hospital from Lynn Road. However, there are some gaps in the network and there is a need to improve connections from North Ely to the City Centre.

Noise

The main noise sources in the vicinity of the site include the A10 and the northbound railway tracks, to Peterborough, Norwich and King's Lynn.

To a lesser extent, traffic on the surrounding local road network, including Cam Drive, Lynn Road and King's Avenue contribute to noise levels. Industrial units and a haulage company close to Chettisham and a vehicle mechanics garage on Lynn Rd/Cam Drive junction are also sources of noise.

The nearest noise sensitive receptors include residential properties adjacent to the site, namely along Cam Drive, Lynn Road, around the Princess of Wales Hospital and along Longchamp Drive.

Air Quality

The main source of air pollution in the county of Cambridgeshire is vehicle emissions, and there are several areas within the county where objectives are not being met because of emissions from traffic. ECDC has not, however, declared any Air Quality Management Areas as there are not expected to be any exceedences of the Air Quality Strategy objectives within the immediate vicinity of the site.



Local Character

Key to the understanding of the site context is North Ely's relationship to both the townscape character of the City and the landscape character of the surrounding Fenland.

Important townscape/landscape characteristics include:

Landscape And Interface With Settlement

- There is not a stark contrast between the countryside landscape and the landscape within the settlements. The historic town/village feels integrated into its wider rural setting. There are 'moments' of transparency, with views through, between buildings, to the countryside beyond
- The rural character/urban characters are distinct but merged. The transition is tessellated, not graded. Thus there is agricultural 'language' in urban streets and urban buildings in the countryside
- Trees are usually large scale within hard urban streets. They help to 'draw' the rural landscape into the urban environment, not create a distinct urban landscape.
- Parks and green spaces: Again, these are not regular, formal or urban. They are semi-rural in nature, and help to connect the settlement with its rural landscape. The strong characteristic is urban public buildings (Cathedral and school) and low density housing within an informal rural landscape. However, the modern response has been high density housing with a hard urban relationship with a more formal urban park.

Development would benefit from a high degree of visual integration into the landscape context. Larger scale structural landscaping will ensure a maximum of integration as well as breaking up views and creating the effect of a 'layered' landscape.

The character of some of the open spaces of the development could re-interpret the agricultural and rural land use pattern that frequently forms part of settlements with land uses such as allotments and orchards forming rural and low key land uses with a character in keeping with the existing.

Sense Of Arrival

- Arriving at and leaving the historic settlement. Distant views of the whole settlement are rare, either because of contours or landscaping. The visitor becomes aware of the settlement through the location of the first houses along the arrival route, and then the increasing number of properties (mixed uses) the closer one gets to the centre of the settlement. Departure away from the settlements is usually marked by a decreasing number of properties, and increasing amounts of space between them, rather than a sudden end to development
- The properties on the edges of the traditional settlements are usually modest domestic dwellings
- Traditional buildings along the arrival routes frame or break down distant views
- 'Ribbon' streets leading into and out of the settlement, with fields behind

Development would benefit from points of arrival into the development that are clearly marked and bear a strong relation to the main existing street.

A sense of arrival could be created by dwellings or open spaces on the main street into the development.

The Core Of The Settlement

- Confluence of routes, which usually creates the feel of town/village centre
- The defining characteristic of the 'centre' is a confluence and concentration of 'activity'. This may include commercial activity, but may just be a confluence of routes around a green space or a concentration of residential activity. Importantly, it is not necessarily defined by dense (i.e. generally taller) development. The grain of development may be fine, but in many cases the buildings are two or even single storey. The level of 'containment' of spaces is sometimes low, due to the ratio of building height to the size of the space. The sense of containment of streets is usually higher, but this is largely because there are few gaps between buildings – containment is rarely created by a concentration of tall buildings
- 'Central' greens
- Short vistas, defined by location of buildings and/or a change in direction of the route, create a sense of intimacy and interest to streets, especially key corridors, as they are broken up visually

- Traditional land uses developed and still co-exist in a haphazard manner. This has often resulted in stark contrasts between juxtaposed built forms and land uses, which now form a critical and defining characteristic. The nature of the built form was a direct result of the uses that needed to be accommodated, the location of the plot of land to be developed and the sequence of delivery
- There is little regularity or uniformity in street form or widths. There is often the widening of road spaces which create focal points and create a sense of place rather than simply a street.



Development would benefit from a network of open spaces with different sizes and character to create a local centre as well as smaller neighbourhood spaces.

Local centres should be located at spatial nodes within the development, so that activity is concentrated and enlivens the place.





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Application Site

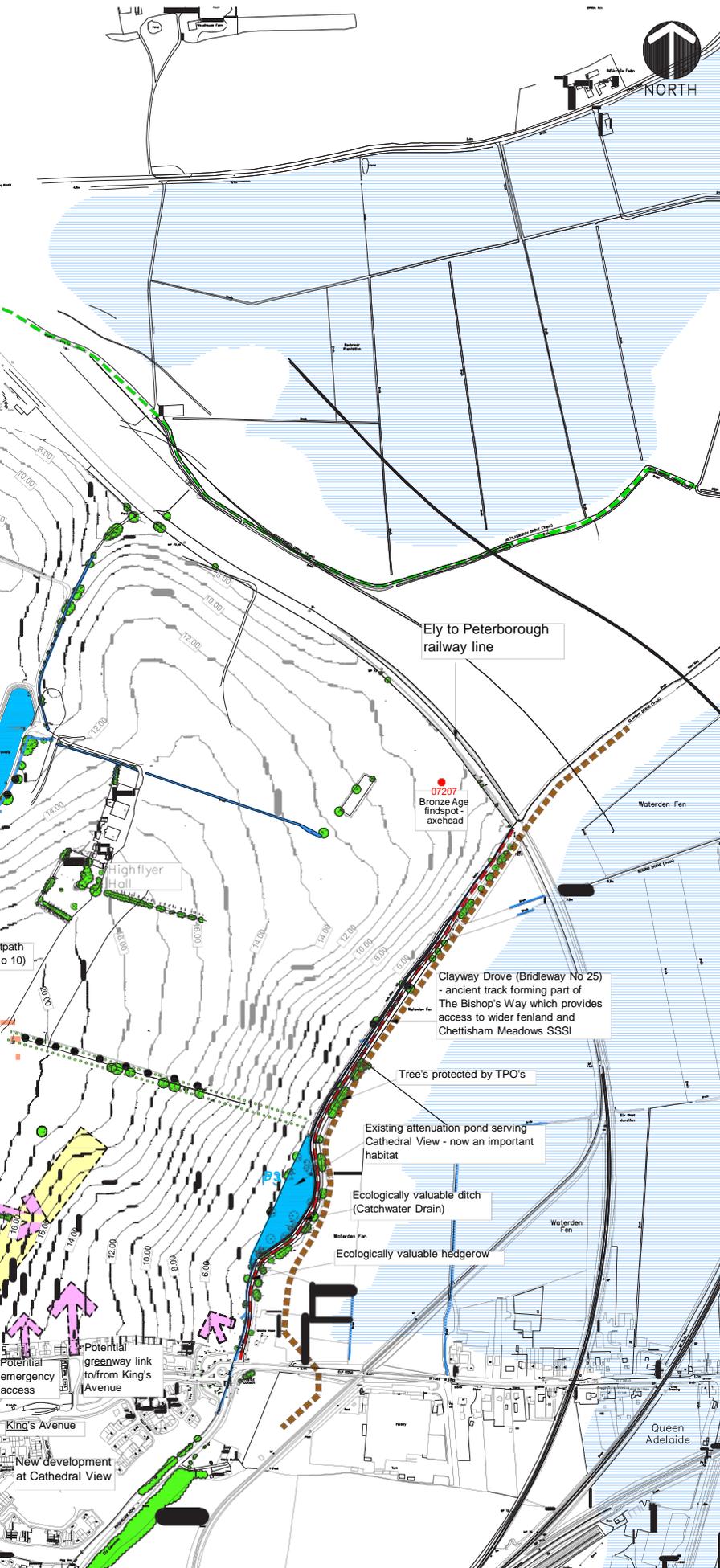
 Joint Strategic Masterplan Boundary

1. Littleport
2. Little Downham
3. Chettisham
4. Princess of Wales Hospital
5. Phase 1 of North Ely
6. Proposed leisure village site
7. Primary shopping area
8. Ely Cathedral
9. Ely Country Park
10. Station gateway area
11. Lancaster Way Business Park
12. Queen Adelaide

Oxford

01865 887 050

DWG. NO.



-  Approximate Extent of Extreme Flood
Environment Agency Flood Map
-  Watercourses/Ditches
Ordnance Survey Explorer 226 Map
-  Known Archaeological Sites
Cambridgeshire Historic Environment Record
-  Fen-edge
Cambridgeshire Historic Environment Record
-  Public Rights of Way
Ordnance Survey Explorer 226 Map
-  Bridleway/Track
Ordnance Survey Explorer 226 Map
-  Contours at 1m intervals
-  Existing Vegetation
(on and in the vicinity of the site)
-  Standing Water (P1-P4)
Phase 1 Ecological Survey, March 2006
-  Mature Tree/Potential Bat Roost
(not exact number or location)
Phase 1 Ecological Survey, March 2006
-  Young Plantation
Phase 1 Ecological Survey, March 2006
-  Buffer to Chettisham
-  Ridgeline
-  Proposed Primary Highway Access
-  Potential Greenway
-  Views of Cathedral

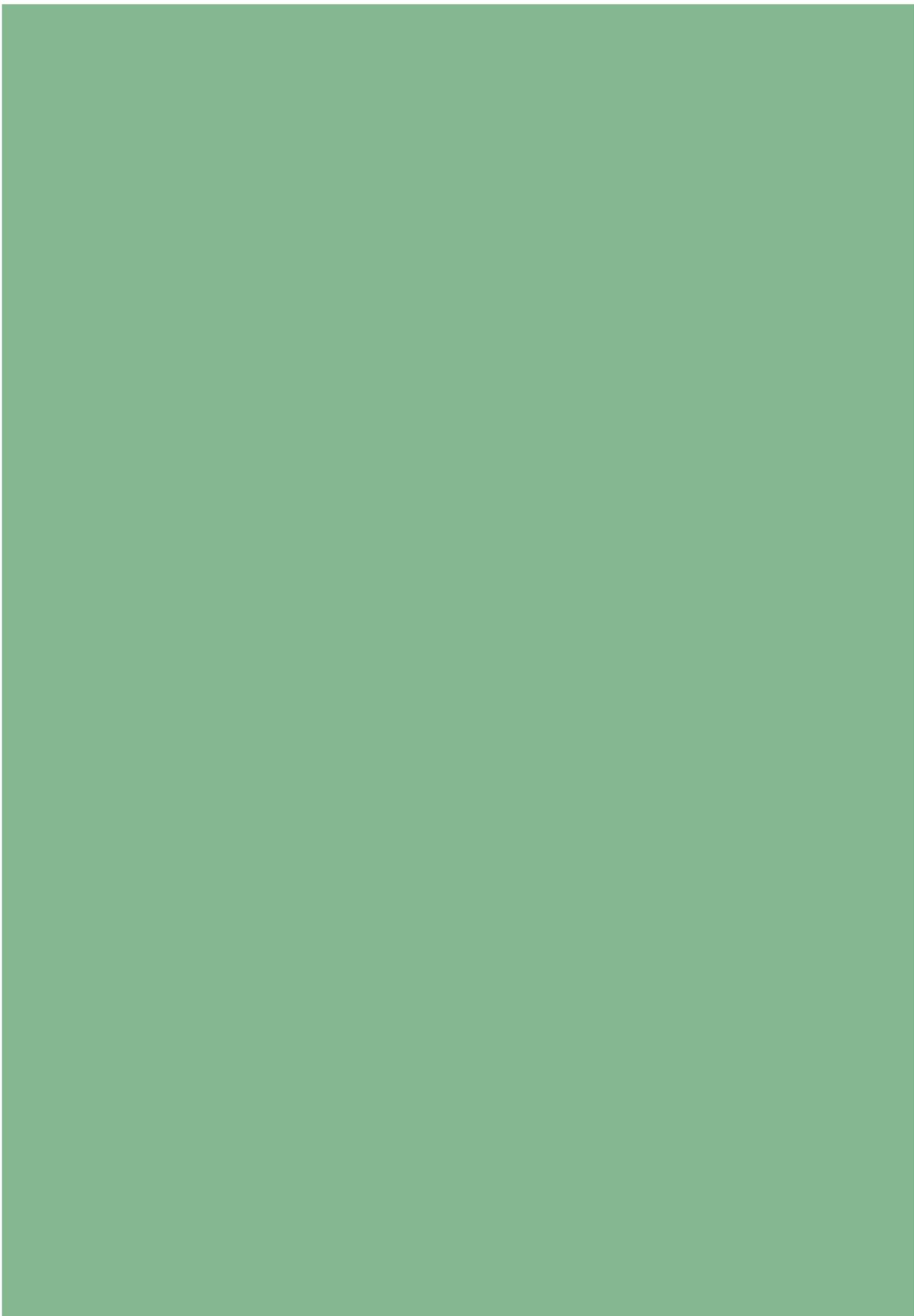
Note: According to the Cambridgeshire Historic Environment Record there are no listed buildings on or in the vicinity of the site

Highflyer Farm

Site Appraisal for Wider Holdings

Scale 1:10,000 at A3
September 2012







4

setting the vision



Development of the vision for North Ely

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).

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.

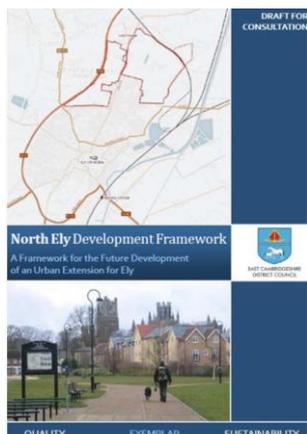
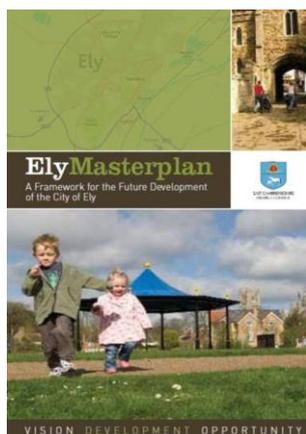
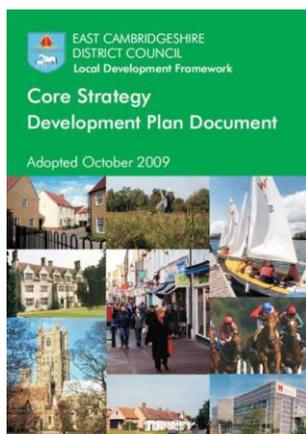
This has been taken forward in to the NEDF:

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

More recently the Draft Local Plan provides the following vision for Ely:

“Ely will develop into a special 21st century cathedral city and Cambridgeshire Market Town, with a thriving city centre and great quality of life for its residents. A sustainable urban extension to the north of the city will provide new housing and small business opportunities as well as helping to support a range of existing and new community facilities – including a new leisure centre and multiplex cinema, new primary schools, a new transport interchange and employment hub at the station, and an extended Country Park. A new bypass will help to reduce congestion in the station area and aid economic growth. The city’s strategic location will be attractive to employers wishing to establish or expand on newly serviced employment areas on the outskirts of the city, offering a range of job opportunities to local people.”

Specifically in relation to North Ely, Policy ELY 1: Housing-led sustainable urban extension, North Ely echoes the vision contained within the NEDF and states that development should be ‘exemplar’.



Key Development Principles

The diagram below and table opposite sets out eight broad development principles for North Ely which expand upon the principles originally set out in the Ely Masterplan. 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 the NEDF and have guided the production of the JSMP.

These principles were consulted upon in Spring 2011 and received a high level of support from the local community. The following section 'The Community's Vision' - describes the various consultation exercises undertaken by ECDC.

It should be noted that these consultation exercises were undertaken in advance of the development proposals coming forward, and that more focussed consultations have been undertaken by the landowners and their agents on the specific proposals for the Site. The details of these are/ will be included in the outline planning applications submitted to ECDC.



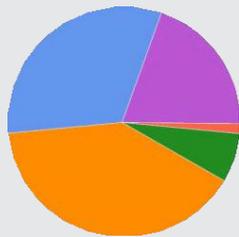
<p>1. Integrating green space into the structure of the development</p>	<p>Green infrastructure will form an integral part of the development for the benefit of new and existing residents. The development will provide a significant area of open space, including an extension to Ely Country Park which will help to facilitate a continuous network of accessible greenspace around the perimeter of the city. Green spaces should permeate through the development, reinforcing the character of the area and providing a network of safe walking and cycling routes. The urban areas should relate to these adjoining green areas.</p>
<p>2. Creating strong links to the city and beyond</p>	<p>A sustainable transport strategy will be vital to reduce the impact of the development on the existing highway network and the environment. The development will be well connected to the city centre and other key destinations by a network of footpath and cycle routes and a high quality bus service. A new east-west link will be provided across the site, designed as a multifunctional treelined avenue that is capable of accommodating buses and higher traffic flows without functioning as a 'bypass'.</p>
<p>3. Locating key facilities close to housing to maximise walking and cycling opportunities</p>	<p>A new mixed-use area in the centre of the development will provide a comprehensive range of local services and facilities including a primary school, a modest amount of retail / commercial space, community uses and public open space. Buildings and spaces should be designed to maximise social interaction, including the development of active frontages which have a positive relationship with the new east-west link road. The visual impact of car parking areas should be minimised. Two additional smaller local centres should be delivered – in the Cam Drive area and the south-eastern corner of the development – to provide small-scale 'top-up' shopping facilities and services within easy walking distance of homes. The centres should also be a focus for employment provision, strengthening their role as a vibrant community hub.</p>
<p>4. Providing a range of homes and community facilities for all ages</p>	<p>North Ely will need to meet the diverse needs of existing and future residents – this will include the provision of a wide range of housing types, sizes and tenures including affordable housing, selfbuild plots and a retirement community. Discussions with Cambridgeshire County Council suggest that there will be a need for 2 primary schools within North Ely. The schools will be a key element of the development and a focus for community activity. In addition, developers should explore the potential to provide additional post-16 education facilities off site.</p>
<p>5. Reinforcing the special quality and character of Ely through high quality design</p>	<p>North Ely must be a well-designed, high quality development that responds to the unique character of the city. Some key elements of Ely's character include its walkability, and its network of green spaces – both large and small. Proposals that do not meet high standards of design will be resisted. Design Codes (or other mechanisms) will be established to give clear guidance to developers on the environmental and quality standards that the development is expected to achieve. Various methods should be adopted to create variety and distinctiveness in the built form including the use of different 'character areas', green infrastructure, landmark buildings, and incorporation of key views of Ely Cathedral and the wider landscape. Developers should also consider using different architects and design approaches as a way of achieving variety. The construction of a 'bland, characterless housing estate', which could be anywhere in the country, will not be acceptable.</p>
<p>6. Offering a range of local jobs</p>	<p>The site will need to provide a range of employment uses to complement the scale of housing growth and add value to Ely's employment offer. It is estimated that at least xx hectares of employment land will need to be provided. The exact mix of employment uses will be determined through further masterplanning work but could include high quality offices, business incubation/start up space and live/work units. The creation of jobs from other uses such as education, retail and community facilities and the facilitation of homeworking should also be maximised. In total, the scheme offers the potential to deliver around 1,300 jobs.</p>
<p>7. Striving to meet the highest environmental standards</p>	<p>The scale of development suggests that larger-scale technologies such as Combined Heat and Power may be viable options in the future for meeting the energy requirements of the sustainable urban extension. A Renewable Energy and Low Carbon Feasibility Study will need to be produced to explore the potential for these technologies to be incorporated into the scheme.</p>
<p>8. Grouping together facilities and encouraging shared services.</p>	<p>Where appropriate, certain community facilities should be co-located with other appropriate uses in single multi-use buildings.</p>

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

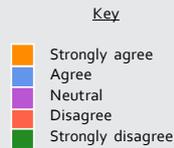
The majority of local residents want North Ely to be an exemplar development



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.

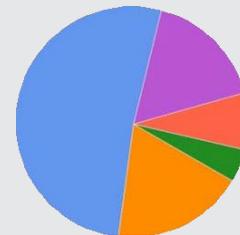


The majority of local residents want the public open space in North Ely to be varied



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 local centre off Lynn Road. Many respondents also pleaded for larger gardens.

Additional workshops were also held with key stakeholders, including the landowner's agents, to further develop ideas on what North Ely should deliver, including consideration of both design and commercial viability issues, as well as consultation with the professional Cambridgeshire Quality Panel, which was facilitated for the District Council by Cambridgeshire Horizons.

The Local Plan Vision for North Ely

Since the initial visioning exercise and public consultation, the vision for North Ely has been further refined for the purposes of the forthcoming Local Plan and JSMP.

The Local Plan contains the following vision for Ely as a whole:

“Ely will develop into a special 21st century cathedral city and Cambridgeshire Market Town, with a thriving city centre and great quality of life for its residents. A sustainable urban extension to the north of the city will provide new housing and small business opportunities as well as helping to support a range of existing and new community facilities – including a new leisure centre and multiplex cinema, new primary schools, a new transport interchange and employment hub at the station, and an extended Country Park. A new bypass will help to reduce congestion in the station area and aid economic growth. The city’s strategic location will be attractive to employers wishing to establish or expand on newly serviced employment areas on the outskirts of the city, offering a range of job opportunities to local people.”

Specifically in relation to North Ely it states that:

“The site is the only remaining opportunity to accommodate large-scale growth on the edge of Ely and its development is central to both the district-wide strategy and the strategy for Ely within the Plan period. The aim is for the development to integrate with existing communities and create a sustainable and balanced community with high design and environmental standards, and providing a range of local services and facilities including employment areas, schools, and extensive green space. It is estimated that there is potential for approximately 3,000 dwellings”.

Furthermore, ECDC have made the following observations:

“The proposed northern extension will bond the old Ely with an innovative and enterprising new development which adds to the unique character of the city, and where quality of life is of the highest. This will require more than the provision of simply another ‘housing estate’. The District Council is seeking imaginative and creative ‘place making’ to develop a distinctive new community which adds to the specialness of the existing City. Provision for economic activity, mix of uses and community development will be as important as the art of place making and architecture in achieving this.....

.....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 & coordinated approach to development so that jobs, facilities and infrastructure are delivered alongside housing. North Ely will be framed by green infrastructure as a leading structuring element that helps to inform a strong sense of Ely. Features of the existing character and urban form of Ely will be reflected in the structure and design of the new development so that the new development successfully and organically integrates into the existing city structure. A range of character areas will be designed to create a sense of place and neighbourhood within the development, featuring variety, legibility and visual interest.....

.....The use of innovative and interesting building forms, including the use of forms of custom build, will be embraced to further enhance local distinctiveness and should be used to create interesting and varied housing types and provide a more organic interface with the countryside. Two new local centres will provide focal points for activity and social exchange within the community, and establishing a strong identity for North Ely. An innovative approach to jobs and enterprise will be sought to ensure jobs delivery. North Ely will support the developing trend for home working, which has benefits in terms of sustainable lifestyles and reducing traffic congestion.”

Key Development Components

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

The key components which the North Ely urban extension must deliver are set out in the NEDF and have been updated for the purposes of the JSMP to reflect the more detailed understanding of the site context and development viability.

The key development components are set out below:

- A mixed 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 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 priorities 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 links to other key Ely employment sites.
- 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 over a duration of up to 20 years, with a focus on the provision of supporting green infrastructure, robust delivery of development utilities, community and transport infrastructure.

The site appraisal; an understanding of the community's vision; and an appreciation of the key development components have all informed the strategic structure and layout of North Ely. The 'structuring principles' are summarised on the diagram overleaf.

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 the 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 detail

Summary of Objectives

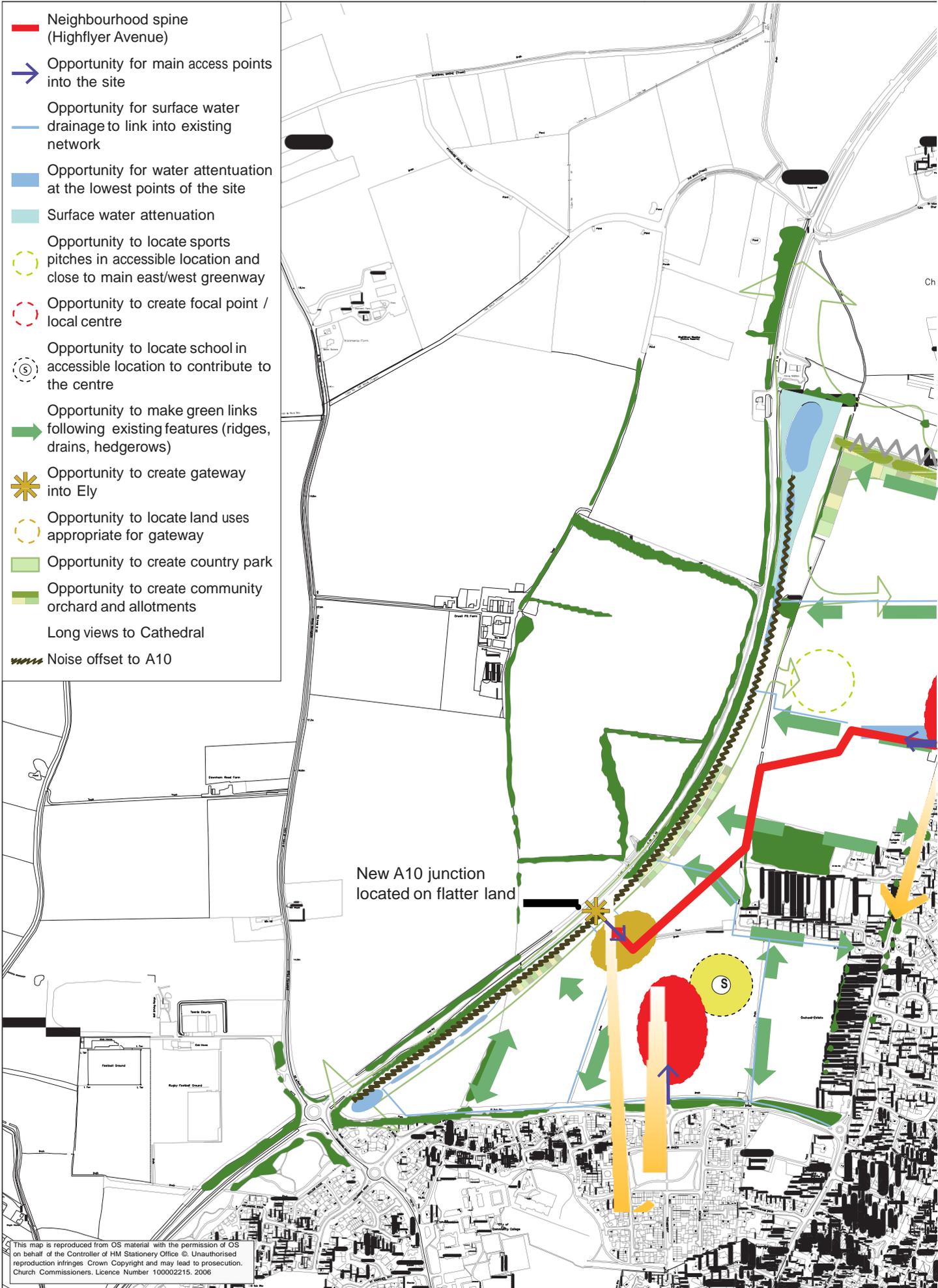
Provides a summary of key objectives development at North Ely is seeking to achieve

Implementation and Delivery

Sets out guidance regarding application process, phasing and development management.

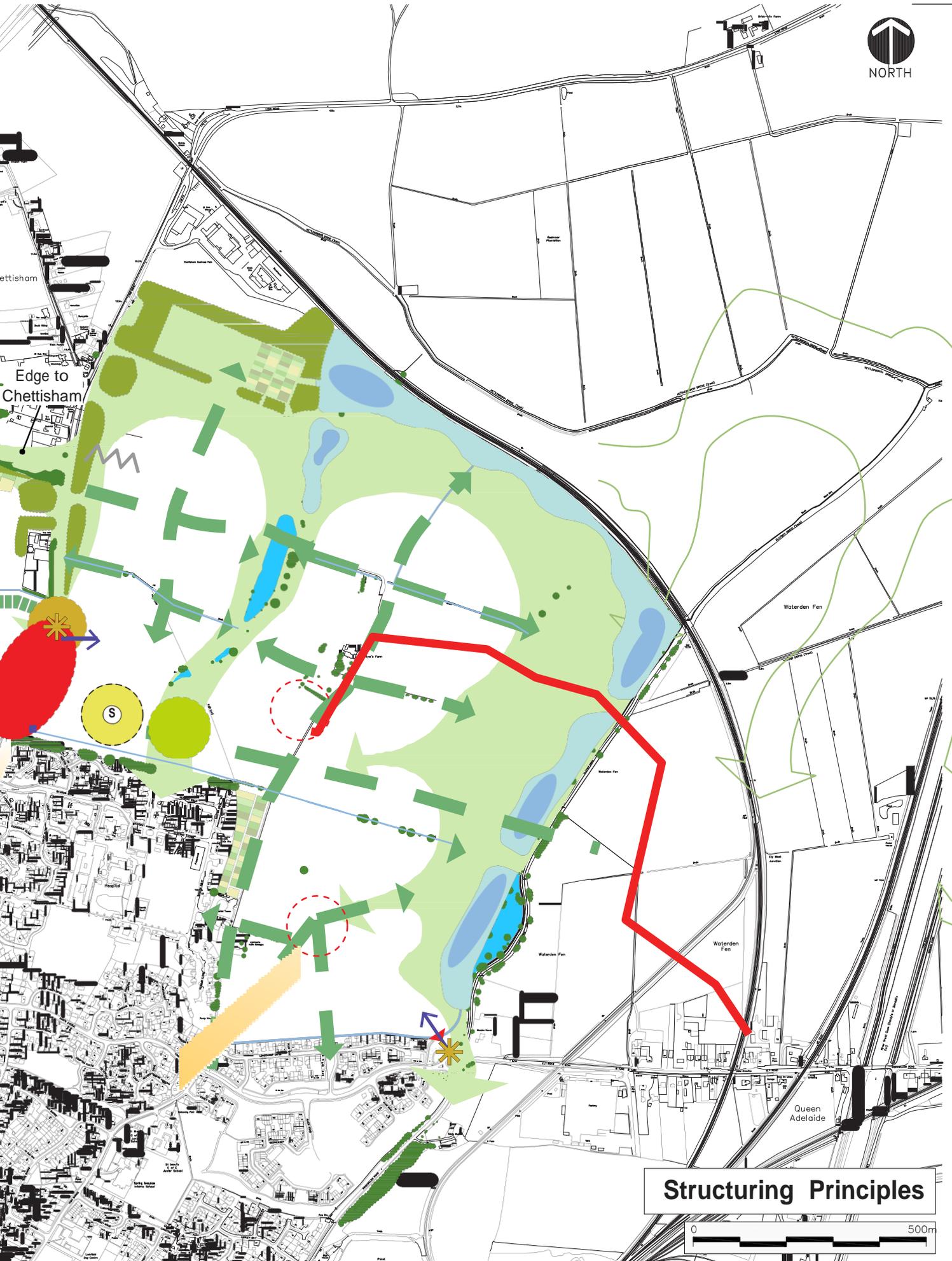


- █ Neighbourhood spine (Highflyer Avenue)
- ➔ Opportunity for main access points into the site
- █ Opportunity for surface water drainage to link into existing network
- █ Opportunity for water attenuation at the lowest points of the site
- █ Surface water attenuation
- ⊘ Opportunity to locate sports pitches in accessible location and close to main east/west greenway
- ⊘ Opportunity to create focal point / local centre
- S Opportunity to locate school in accessible location to contribute to the centre
- ➔ Opportunity to make green links following existing features (ridges, drains, hedgerows)
- ✳ Opportunity to create gateway into Ely
- ⊘ Opportunity to locate land uses appropriate for gateway
- █ Opportunity to create country park
- █ Opportunity to create community orchard and allotments
- Long views to Cathedral
- Noise offset to A10



New A10 junction located on flatter land

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Structuring Principles



the 1990s, the number of people in the UK who are employed in the public sector has increased from 10.5 million to 12.5 million, and the number of people in the public sector who are employed in health care has increased from 1.5 million to 2.5 million (Department of Health 2000).

There are a number of reasons why the public sector has become an important part of the UK economy. One reason is that the public sector has become a major employer of people in the UK. Another reason is that the public sector has become a major provider of services to the public. A third reason is that the public sector has become a major source of income for the government.

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5

Creating A Green
structure



High Quality Environment

The green infrastructure (GI) 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

Outcomes:

- 30-40% of the North Ely site area as multi-functional 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?

GI is our natural life-support system - the network of natural and man made 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 Parks 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.

Ely Countryside

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 southeast of the city.

North Ely provides an opportunity 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.

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 'country park'.

Activity zone – this area 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 car park, a children's play area and potentially a visitors centre.

Country Park – this area 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.
- Providing other greenspace including allotments, paddocks, community orchards.

Some parts of the country park 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.

Key features of the green network are described in more detail below.

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

Public Open Space - communities are increasingly looking for wide open spaces to stage sporting events and fêtes and provide a haven where children can play. The scale of development at North Ely provides an opportunity to create a range of attractive open spaces throughout the urban area.

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.

Local food production – providing space for local food production, such as allotments and orchards, should be a key aspect of North Ely's GI. Local food encourages people to lead more active, healthy lifestyles and generates community cohesion, creating a hub where people can meet and socialise.



Biodiversity

The North Ely site is located within a wider landscape which includes valued farmland and wetland habitats, and several sites of 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.

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.

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 antisocial 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 sight lines 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 Green Infrastructure Approach

The indicative provision for landscape and open is summarised on page 50. Approximately 111ha of open space will be provided.

As illustrated in the Green Infrastructure Strategy Plan (overpage), the overall vision is the creation of a 'multifunctional greenspace network' which recognises the transition between the suburban character of this part of Ely and the open fen landscape to the east and north. It draws heavily on the Cambridgeshire Green Infrastructure Strategy, the Cambridgeshire Landscape Guidelines, the Ely Environmental Capacity Study and the Ely Masterplan. Centred around the country park and the network of green streets and greenways, it is envisaged that the vision will be achieved through:

- The retention and enhancement of ecologically valuable resources;
- Tree/hedgerow planting;
- The re-creation of wildflower meadowland and wetland areas along the fen-edge; and
- The provision of allotments, play areas and sports pitches.
- Where appropriate, diversion and enhancement of existing rights of way.

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.

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.

As far as the design of hard landscape elements (paving, street furniture, signage, lighting etc.) is concerned, the aim is to create a locally distinctive environment which is robust, lends itself to easy management and promotes ease of mobility for the old and infirm. These principles are especially important in the detailing of streets, mews, courts and the 'civic area' in the local centres.

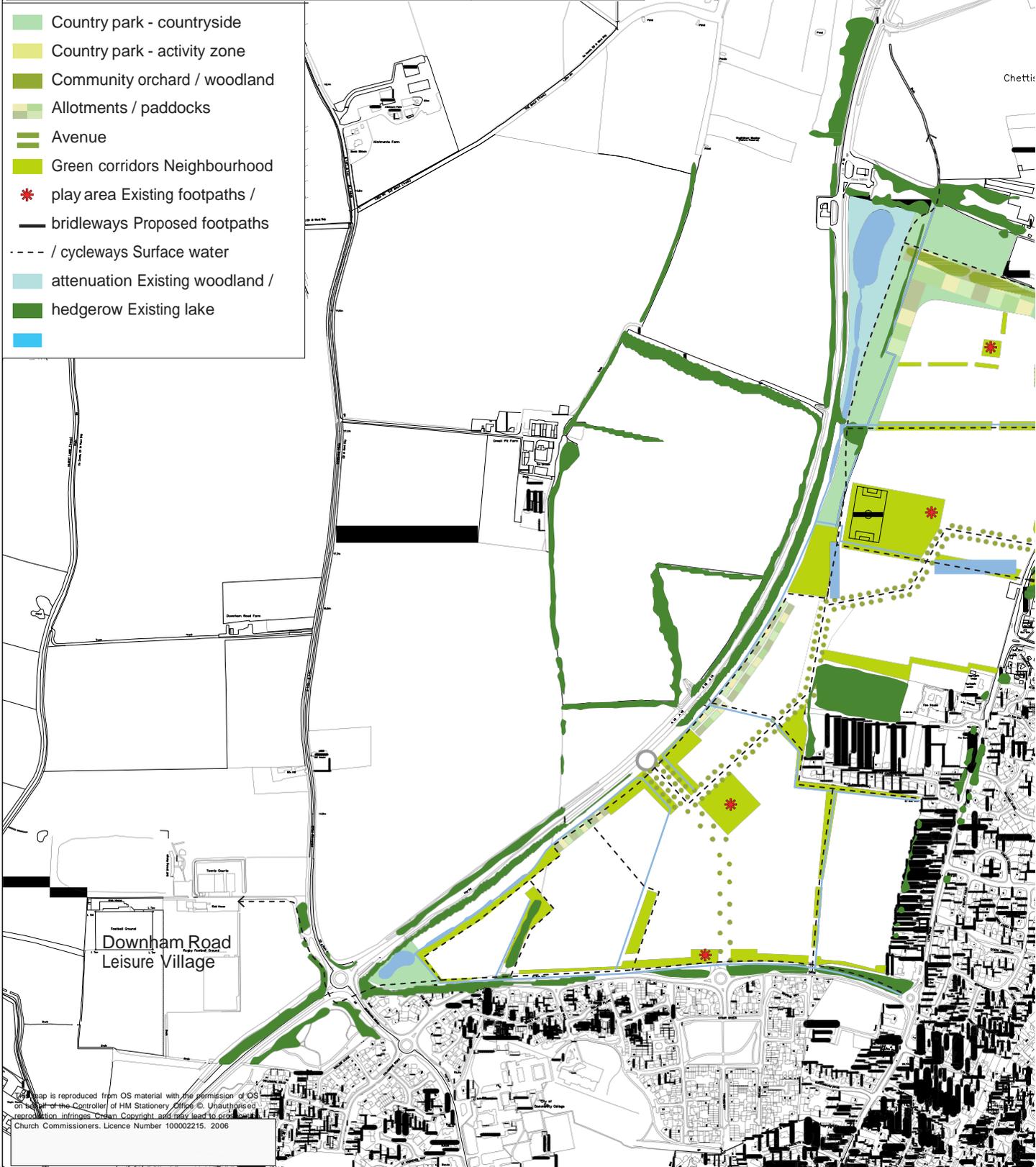


Impression of dwellings along the Country Park

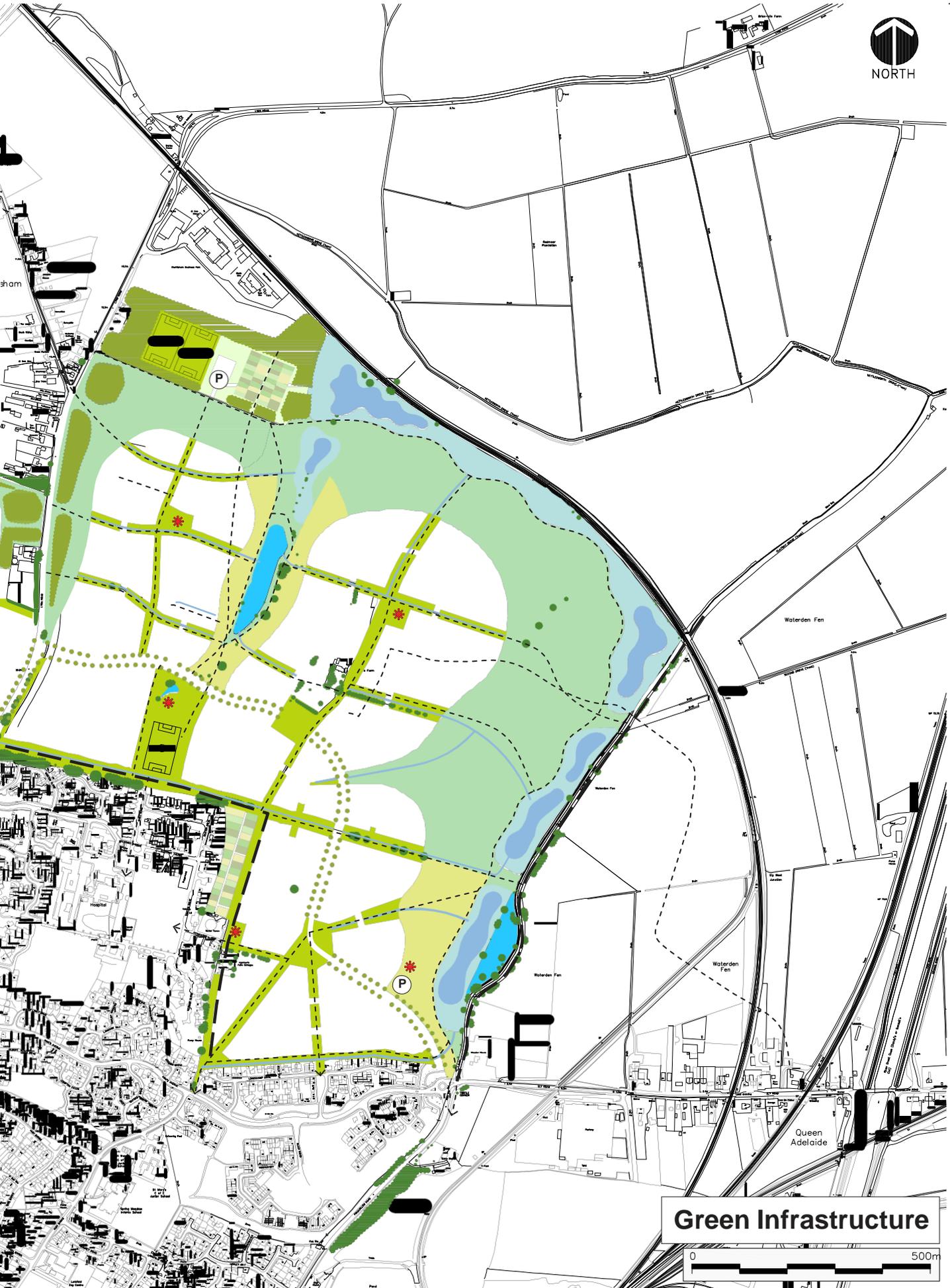


GI Land Uses	Area (ha)
Country Park	66.5
Allotments/paddocks	3.8
Green corridors	33.8
Sports pitches	3.9
Park/village green	3.0
Total	111.0

- Country park - countryside
- Country park - activity zone
- Community orchard / woodland
- Allotments / paddocks
- Avenue
- Green corridors Neighbourhood
- * play area Existing footpaths /
- bridleways Proposed footpaths
- / cycleways Surface water
- attenuation Existing woodland /
- hedgerow Existing lake
-



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Green Infrastructure

0 500m

