



# Part 4: A Vision for Central Cambridge

**Question 3:** Do you agree with our Vision for the kind of place Central Cambridge could be?

**‘Central Cambridge should be a healthy, vibrant and engaging place that is accessible, well run and welcoming to residents and visitors alike.’**



■ Sidney Street, Cambridge

## Question 4: Have we identified the right aims and objectives for the project?

### 4.1 Aims & Objectives

The following Aims and Objectives will help to deliver the overall Vision for Central Cambridge.



**A1 - Green** – a place which incorporates and maximises opportunities for improving biodiversity and sustainable living. In practice this means ensuring:

- The nature conservation value of existing open spaces is maintained and enhanced to result in a biodiversity net gain.
- Streets and other spaces within Central Cambridge introduce measures to enhance nature conservation value.



**A2 - Healthy** – a place that supports the health and well-being of all those who live in, work in and visit Cambridge. In practice this means having:

- The right environmental conditions including cleanliness, air quality and noise.
- A City Centre which supports healthy, active and sustainable lifestyles.



**A3 - Equitable** – a place which is safe, accessible, welcoming and engaging for all. In practice this means ensuring:

- Places, activities and travel options are available that are safe, convenient and comfortable to all.
- Conflict between different modes of travel and uses of space are reduced.



**A4 - Welcoming** – a pleasant and engaging place to be. In practice this means a City Centre which:

- Is easy to navigate as well as move into and out of as a pedestrian, cyclist or public transport user.
- Has calm places with space to stop and relax as well as busy vibrant spaces.



**A5 - Well-curated** – a place which is beautiful as well as being effectively managed to reflect its heritage as a cradle of innovation and learning. In practice this means a City Centre which:

- Understands and maintains its unique character whilst accommodating pressures for growth and change.
- Is clean, uncluttered and well-maintained.



■ Bene't Street, Cambridge



■ Bridge Street, Cambridge



## 4.2 Strategies

4.2.1 A series of strategies have been identified that will help to deliver the overall Vision for Central Cambridge and show how the identified aims can be realised for movement, spaces and economic aspects.

### Question 5: Do the strategies cover the right themes?

#### 4.3 Movement focused strategies

Central Cambridge movement focused strategies		Green	Healthy	Equitable	Welcoming	Well-curated
S1	Make the Central Cambridge easier to navigate so that everyone gets the most out of their visit or trip by providing better signage and designing for legibility.		✓	✓	✓	✓
S2	Extend the pedestrian focused area to create a comfortable walking pace and accessible environment that reduces conflict between cyclists and pedestrians.	✓	✓	✓	✓	✓
S3	Create facilities for cyclists who want to pass through the city centre so they have a choice to use faster, safer routes that avoid the busiest streets.	✓	✓		✓	✓
S4	Provide cycle routes to, and parking within the city centre and at local centres informed by a review of cycle parking facilities and locations that addresses high demand and support active travel options.	✓	✓	✓		✓
S5	Re-appraise the location and function of central car parks and access to and from them to minimise impacts on the enjoyment of the city centre for pedestrians and cyclists and the reliability of bus journeys.	✓	✓			✓
S6	Re-appraise bus and coach (public and tourist) routing and the location and function of stops and drop off points to minimise impacts on the enjoyment of the city centre whilst maintaining or where possible improving access into the city centre.	✓	✓	✓		✓
S7	Review routing and arrangements for delivery and service vehicles to minimise impact on city movement and enjoyment of the city for pedestrians and cyclists.			✓		✓
S8	Review the role, facilities and locations of taxi stands to minimise impact on city centre movement whilst maintaining good accessibility. Also review routing of private hire vehicles across Central Cambridge.		✓	✓		✓



■ Jesus Green, Cambridge



## 4.4 Spaces focused strategies

Central Cambridge space focused strategies		Green	Healthy	Equitable	Welcoming	Well-curated
S9	Create opportunities to reallocate space freed up by reductions in motor vehicles to create new and repurposed public spaces.	✓	✓	✓	✓	✓
S10	Enhance existing and new public spaces by creating opportunities to dwell including places to stop, sit and relax.	✓	✓	✓	✓	✓
S11	Develop and enhance existing and new public spaces for all by creating opportunities for new cultural activities.		✓	✓	✓	✓
S12	Enhance the Market as the City's 'heart' and allow and encourage more civic activities, whilst preserving and promoting the market.		✓	✓	✓	✓
S13	Create a linked network green spaces with defined functions that increase the range of uses for all.	✓	✓		✓	✓



**BENETS**  
**HOME MADE**  
**GELATO & CREPES**

King's Parade, Cambridge





## 4.5 Economic focused strategies

Central Cambridge economic focused strategies		Green	Healthy	Equitable	Welcoming	Well-curated
S14	Create the right conditions to support a wider range of uses in Central Cambridge beyond typical retail functions.		✓	✓		✓
S15	Change the balance of space for activities such as outdoor eating and drinking to develop a café culture approach creating street activity and interest.		✓	✓	✓	✓
S16	Support local businesses and independent shops within the context of their contribution to a diverse, attractive and thriving city centre and linked local centres.		✓	✓	✓	✓
S17	Seek and support opportunities for more day and night activities for all within public spaces.			✓	✓	✓
S18	Create a tourist circuit and develop the historic city axis by changing and limiting coach drop off and pick up to more effectively disperse visitors and reduce pressure on hotspots in Central Cambridge.			✓	✓	✓
S19	Create flexibility in the Central Cambridge's streets and spaces to respond to different uses and activities throughout the day and year.	✓	✓	✓	✓	✓
S20	Encourage stewardship to create opportunities for wider community involvement.				✓	✓



■ Green Street, Cambridge