

Huntingdonshire Landscape and Townscape Supplementary Planning Document 2022

Huntingdonshire District Council | Huntingdonshire Landscape and Townscape Supplementary
Planning Document 2022

Chapter 7 - St Ives SPA

7 St Ives Spatial Planning Area

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- 7.1** St Ives is located in the east of Huntingdonshire, approximately 5 miles east of Huntingdon on the northern bank of the River Great Ouse.

Landscape Setting

- 7.2** St Ives is situated at the junction of two landscape character areas. The Great Ouse Valley dominates the southern side of the town with its wide flat floodplain, traditional water meadows, woodlands, willow trees and the lakes occupying former gravel pits all coupled with the River Great Ouse itself providing a high quality landscape setting to the historic part of the town. The Ouse Valley Way long distance footpath runs alongside or close to the river providing opportunities for people to interact with this landscape character area. The Central Claylands Landscape Character Area surrounds the north of St Ives giving a more undulating landscape typified by large fields and mature vegetation. This landscape generally has an open character dominated by views of the sky. Although very different in nature the landscapes of the Great Ouse Valley and the Central Claylands are both of inherently high landscape quality.
- 7.3** Land to the east of Somersham Road forms the transition between the Great Ouse Valley and Central Claylands character areas. It is bordered by Somersham Road industrial estate to the west and Compass Point and the A1123 to the south. The landform rises to the north where the collection of buildings around Hilltop House are prominent.

Edges and Visual Prominence

- 7.4** Marley Road, the B1040 Somersham Road and the A1096 create clearly defined edges to the north, east and south east of the town although some development such as Compass Point and Morrisons has occurred to the east of the road. The southern and south eastern edge of the settlement is clearly defined by the river and the landscape of the Great Ouse valley.
- 7.5** To the west, the land to the south of Houghton Road occupies part of a landscape plateau at the top of a steep slope above the Great Ouse Valley. The area includes substantial groups of trees and woodland along with a county wildlife site to the south of Houghton Grange and provides a mature landscaped setting for the western edge of St Ives.
- 7.6** The northern fringe of St Ives comprises an extensive area mainly in agricultural use with the exception of an industrial site and waste water treatment works at the south eastern end of the area. It forms a strong edge between landscape and townscape character areas. There are limited views north from Marley Road resulting in little visual connection between homes to the south of the road and the wider landscape beyond mainly due to embankments and mature screen planting along the road edge. The landscape of the area slopes gently down towards Marley Brook gap and then rises towards a ridgeline to the north and east. Agricultural fields are medium to large in scale and relatively open in character other than the woodlands around Wiggin Hill Farm.
- 7.7** Land to the east of Harrison Way is situated within the floodplain of the River Great Ouse. It is visually prominent from surrounding roads and public footpaths and is perceived as part of the Great Ouse Valley landscape which forms the eastern fringe of St Ives. It is predominantly rural in character although it contains the Busway park and ride site, some industrial properties, pasture and large areas of water in former gravel pits.
- 7.8** To the south of St Ives the landscape is dominated by the River Great Ouse and its flood meadows. The landform is flat with the rough grassland of Hemingford Meadow providing long distance views both across the town and along the river valley. Buildings along The Quay and The Waits relate well to their riverside location. Holt Island separates the south western corner of the town centre from the main river channel and helps bring the countryside setting close into the town. This woodland and countryside belt between

the built part of the town and the river meadows is reinforced to the west by Copleys Scout Centre and The Thicket. The Thicket and Ouse Valley Way route is a key recreational and tourist route in and out of St Ives.

Townscape Character

- 7.9** St Ives is situated on the north bank of the River Great Ouse and has developed to the north of the river with a very distinct historic centre that has a large market square that forms the main node of the settlement. The historic market town is a thriving shopping and tourist centre that has retained its distinctiveness with medieval streets and buildings, fine monuments and a picturesque riverside quay. There are good visual and physical links between the historic centre and the river, which provides a distinctive and high quality setting to the town. The town is linked to the A1307/A14 and Cambridge via the A1096 and to Huntingdon via the A1123, which cuts straight through the settlement providing a secondary node at the junction with Ramsey Road.
- 7.10** Due to the riverside location, the town has expanded in an asymmetrical manner into the landscape of the Central Claylands and to the limits currently imposed by existing roads, which define the settlement edges to the north and east. The River Great Ouse and its extensive flood meadows are key features of the southern gateway to the town and provide a tranquil green setting. There are a large number of historic industrial and commercial buildings and merchant houses along the riverfront including The Quay and The Waits, and views of All Saints and the Free Church creating a memorable and well-defined riverside edge, particularly when viewed from the Hemingford Meadow. This setting provides an ideal location for a mix of uses including a hotel, marina, residential properties and offices. The area is served by extensive public access to the river edge notably at The Waits, The Quay and to the Hemingford and Wilhorn Meadows, this is supported by limited vehicular access to the area. There has been significant development at St Ives Business Park and Meadow Lane located on the edge of the Great Ouse Valley.
- 7.11** A total of thirteen individual character areas have been identified, although many of these occur within a relatively small area of the town to the south east (Figure 7.1 and can be viewed on the [interactive map](#)). Here, the character of the historic centre with its well defined medieval street pattern, market square, burgage plots and architecture of small scale 2 or 3 storey town houses dominates, providing a distinctive area with a number of key landmarks. Due to this, traffic and parking in parts of the town centre detract from the otherwise high visual quality of the area. The Historic Centre is linked to a number of smaller character areas to the north and east which include a mix of commercial, light industrial and residential development and a range of building types. The remainder of the settlement consists of modern residential housing estates which have extended north from the historic centre and are clearly segregated from the industrial development located to the north east of the town. To the west is modern development known as 'The Spires' with Houghton Grange being redeveloped as of 2021 extending into Houghton and Wyton parish.

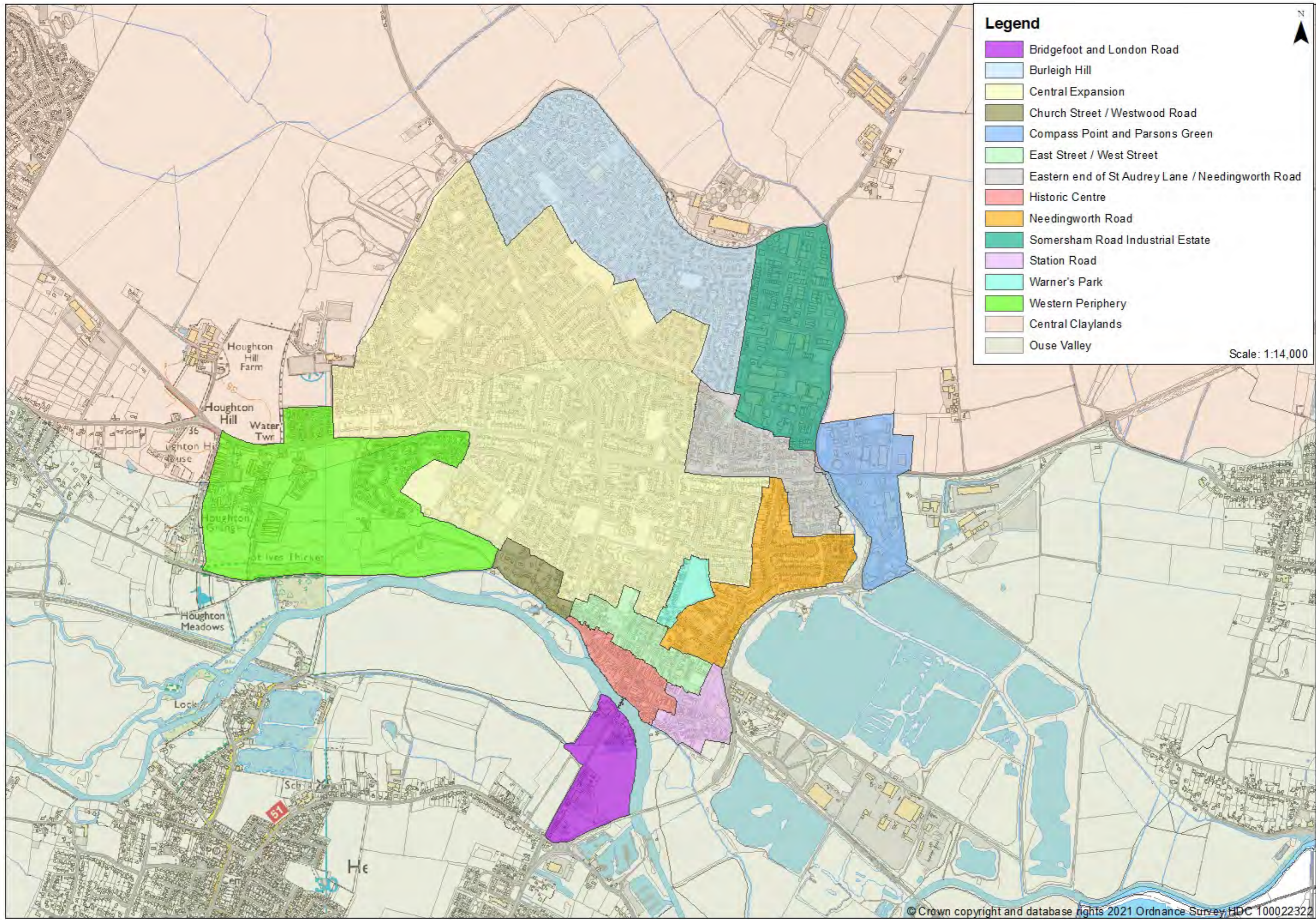


Figure 7.1 St Ives Character Areas

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Key Features

Historic route	London Road
Historic gateways	The early 19th Century New Bridges and the 15th Century bridge and chapel consecrated in 1426, All Saints Church mostly built between c.1450 and c.1470 and the east end of Market Hill
Landmarks	All Saints Church, The Free Church, the Old Mill, the 15th Century bridge and chapel
Memorable areas	The historic centre, the Quay, the Waits, the Great Ouse Valley, Warner's Park
Key views	From the historic bridge towards the river and the river front; from the A1096 crossing the Great Ouse Valley towards the Old Mill, bridge and Quay, from the river frontage across Hemingford Meadow



The Waits with the Norris Museum



Market Hill provides a spacious shopping area with views dominated by the Free Church spire



All Saints on Church Street provides a quiet green area at the western end of the Historic Centre



Quayside buildings reflect St Ives' important river trading history

St Ives Character Area 1: The Historic Centre



Market Hill has a strong historic character with many individually designed and now listed buildings



Queen Victoria's 1897 Jubilee Fountain forms a focal point on The Broadway

7.12 The historic core of St Ives is centred along The Broadway, Market Hill and Bridge Street running parallel to the River Great Ouse. The relationship between this area and the river is very strong reflecting St Ives' medieval history as one of the busiest inland ports in England. The street pattern is mainly medieval which creates an intimate scale and a distinctive network of passages and alleyways linking Broadway to the river and West Street. There is a broad range of uses and facilities including shops, places to eat, civic and community facilities, public houses and places of worship.

7.13 The Waits contains a series of individually designed properties mostly built in the 18th or early 19th centuries, including several listed buildings, all on the north side of the street overlooking Holt Island and the river. The Waits is contiguous with Broadway which is enclosed by continuous buildings on both sides. Buildings tend to have narrow frontages with deep plots reflecting their medieval layout. Three storeys are commonly found. Building types include 1B, 2A and 2E with a wide range of building materials including many gault brick and rendered properties. At the eastern end of Broadway the road is split by a small island of buildings set between Merryland and Crown Street which form a small area of much more intimate townscape with properties ranging from low two storey buildings of type 1B to substantial three storey town houses of type 2D; most of these have commercial shopfronts on the ground floor.



Former butchers at The Waits

7.14 The Pavement, Market Hill and Sheep Market now form the commercial heart of the town centre. This part of the Historic Centre retains a wide pavement from historic use as a sheep market. Many attractive listed buildings reinforce the high quality character of this part of the town. Buildings are mainly of 2-3 storeys and of mixed styles and ages reflecting the evolution of the historic centre over time with Georgian, Victorian and Edwardian frontages all visible, representing building types 2A, 2D, 2E, 6A, 6B and 7A. A wide variety of materials is found but pale and mixed buff brick with painted stonework detailing are most frequent, along with white and cream painted brickwork, colour rendered facades and colourful shop fronts and signage.



Lloyds Bank

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7.15 Numerous distinctive buildings can be found in this area reflecting St Ives' historic prosperity. The Corn Exchange dating from 1864 is constructed of gault brick with red brick and stone dressings and forms a fine example of a Victorian civic building of type 7A. The quality and variety of current and former public houses such as the three storey Golden Lion Hotel reflect the town's historic commercial importance. The steeple of the Free Church forms a distinctive landmark and prominently located in the centre of the area are the St Ives Cross of Sacrifice war memorial and a statue of Oliver Cromwell.



Oliver Cromwell

7.16 The famous St Ives Fair was held along the axis created by these streets with Bridge Street and the 15th century town bridge leading into the commercial centre. The bridge itself is constructed from pale Barnack stone and is both grade I listed and a scheduled monument; it contains the two storey Chapel of St Ledger forming a prominent, attractive feature facing onto the river. On the western side of Bridge Street numbers 6-28 all form a group of listed buildings. They are predominantly 18th century displaying a range of red and gault brick and plastered frontages. Sitting in a prominent position at the foot of the historic bridge Manor House, 28 Bridge Street, is a grade II* listed late 16th century timber framed property.

7.17 The Quay is a particularly historic element of St Ives' townscape and reflects the original importance of this area for ship-borne trade. One of the most distinctive buildings on The Quay, no. 2, dates from the mid-19th century and was built in the Jacobean style with an elaborate Dutch gable to the front. North of The Quay east from Bridge Street, extending to Market Hill and east across to Priory Road is an area of passages, lanes and courtyard associated with the settlement that grew up around the Priory precinct. The informality of the streetscape of this cluster complements the more formal layout of Market Hill and The Broadway.



St Ledger Chapel

7.18 There are limited opportunities for development within this area other than infill, renovation and occasional redevelopment sites.

Development proposals should:

- Enrich the character of the area by reinforcing and acknowledging its historic character.
- Conserve the river setting and retain its function as a natural edge and buffer between St Ives and Hemingford Grey.
- Conserve or where appropriate enhance the significance of the heritage assets located along the historic riverfront including the Quay, the Waits and the 15th Century bridge and chapel any contribution made to significance by their settings.
- Conserve and enhance the historic route (London Road) as the gateway to St Ives from the south across the river.
- Reflect the varying scales of development in the immediate vicinity of any proposal and the sense of enclosure deriving from the back of pavement development.
- Conserve the distinctive street pattern and promote active frontages to the network of existing lanes and passages.
- Protect views of All Saints Church and the Free Church.
- Reflect the soft colour palette of the area.
- Support initiatives for the retention of existing or creation of additional services and community facilities in core frontages.
- Seek improved pedestrian and cycling facilities to and within the area to promote accessibility and activity within the town's historic core.

St Ives Character Area 2: Bridgefoot and London Road



New Bridges dominates the approach into St Ives across the flood meadow



Riverside Mill has been converted into apartments

7.19 Bridgefoot and London Road is a linear character area running south from the historic town bridge which provides direct access to the historic centre for pedestrians and cyclists. The only building on the western side of the road is the Dolphin Hotel, rebuilt in 1986 it is a mixture of one and two storeys in buff brick with prominent pantile roofs with elements arranged in a pavilion style. The building type has much in common with the office buildings found in type 5C. The remainder of the western side of the road comprises the open grassland of Hemingford Grey meadow slightly screened by hedgerows with intermittent trees.



Dolphin Hotel

7.20 On the eastern side, immediately south of the bridge are two listed buildings dating from the late 17th/early 18th century which are two storeys with attics built straight onto the back of the pavement giving a sense of enclosure to the streetscene when combined with the only three storey element of the Dolphin Hotel directly across the road. Wrapped to the south and east of this is Enderbys Wharf. This comprises a residential development focused around the former Enderbys paper mill with a range of renovated and new buildings incorporated. The Old Mill comprises six main floors constructed in buff brick with simple, symmetrical elevations and a slate roof; it represents building type 5A. The Old Mill, Riverside and Bridgefoot House collectively dominate the view in the local area and from across the river. Other buildings are a mixture of three storey townhouses and three and four storey apartments reflecting the same colour palette for materials. They variously represent building types 2B and 3E.

7.21 Further south the eastern side of the road has a predominantly linear development form with a break in the streetscene arising from Wilhorn Meadow immediately south of Enderbys Wharf. All properties have extensive views west across Hemingford Grey Meadow. The road is enclosed by brick walls on both sides containing pavements on both sides until Bridge Terrace is reached. Bridge Terrace contains 13 two storey homes with varying roof heights some with semi-basements and steps up to the ground floor. Within the terrace nos. 8, 9 and 10 are listed as being of early to mid-19th century construction of gault brick. All homes in the terrace comprise building type 2A. Properties are set back behind shallow gardens and basement areas with hedging often adjoin the pavement.



Bridge Terrace

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- 7.22** South of Bridge Terrace is the former Murketts Garage which contains a variety of car showroom and workshop buildings in a semi-derelict condition as of 2021 which forms an eyesore in the immediate streetscene. Further south are a variety of mostly mid-19th century terraced houses and villas, several of which are listed. Terraces are typically set back with shallow front gardens and detached villas further set back within more extensive gardens. Gault brick with slate roofs are the most frequently used building materials although some such as The Willows are painted adding variety to the streetscene. These represent building types 2A and 2B.
- 7.23** The area offers limited further opportunities for change and has significant historic sensitivities which would need to be taken into account.

Development proposals should:

- Enrich the area by reinforcing its special qualities and acknowledging its local character.
- Maintain and enhance physical and visual connections to the Historic Centre and key buildings.
- Ensure that proposals respond positively to the specific opportunities available.
- Conserve or where appropriate enhance the significance of the heritage assets including any contribution made to significance by their settings.
- Promote opportunities for wildlife and nature conservation initiatives to protect and enhance the ecological value of Wilhorn Meadow.
- Reflect the dominant materials and colour palette of the area of gault brick with slate or dark red/ brown roof tiles.
- Protect the existing trees and hedgerows which contribute to the rural edge and views across Hemingford Grey Meadow.

St Ives Character Area 3: East Street / West Street



Crown Walk terraced homes with shallow front gardens



East Street retains a mix of uses

7.24 East Street and West Street form an area of mainly 18th and 19th Century expansion adjacent to the Historic Centre based on the original back lane to the medieval burgage plots fronting onto streets into the Historic Centre. It contains a variety of uses including public car parking and a health centre along with retail, commercial and residential uses. The eastern end of the area contains the bus station which retains the gault brick grade II listed entrance gates and lodges to the cattle market, built around 1886, indicating the historical use of the area.



Bus station with former cattle market buildings

7.25 The streetscene of the southern side of both East Street and West Street is interspersed by access passages that connect the area to The Broadway, Crown Street and The Pavement reflecting the layout from the burgage plots. The northern side has a more varied streetscene with less continuous development.

7.26 This an area of evolving streetscene in which conversions of older properties and infill redevelopments continue to introduce additional variety into the range of building types along the two main streets in particular with building types 1B, 2A, 2B, 2D, 3E, 3F, and 5A all represented. Materials include both red and buff brick and painted brickwork with slate roofs being common. There is less of a concentration of listed buildings in this area than the Historic Centre. Of particular note is the Particular Baptist Meeting House on the corner of East Street and Crown Place which is a severe building of gault brick and slate dating from the mid-19th century.



Hopbine Yard infill housing

7.27 The area includes a network of narrow residential streets, some with back of pavement development creating an intimate scale and strong sense of enclosure particularly along Crown Walk where some homes on the western side have shallow front gardens but the majority are built directly onto the pavement. Mostly built in gault brick with slate roofs these represent building type 2A. More substantial 19th century terraced homes are found along Cromwell Place with numbers 1-8 being grade II listed and providing a very consistent frontage to the street.

7.28 There is little green space to break up the built form although the cemetery on Broad Leas provides some mature trees along the frontage with North Road. Facing Cromwell Terrace the original formal grounds of Slepe Hall provide a grassed area bounded by mature trees which makes a very attractive contribution to the streetscene.

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7.29 The area is capable of accommodating further, sensitively designed change.

Development proposals should:

- Ensure that proposals respond positively to the specific opportunities available.
- Enrich the area by reinforcing its special qualities and acknowledging its local character.
- Maintain and enhance physical and visual connections to the Historic Centre and key buildings.
- Protect and conserve the original terraces along the residential side streets and promote continued retention of original architectural features.
- Reflect the intimate nature of the area created by the back of pavement and shallow front garden layout.
- Ensure that any new residential development fronts the road and reflects the dominant materials and colour palette of the area (muted pastels, red and buff brick, white painted brickwork and slate).
- Protect the existing trees and consider ways of increasing tree planting where space and service restrictions permit.
- Incorporate renewable energy options and electric vehicle charging points where appropriate within the bus station and car parking area.

St Ives Character Area 4: Station Road



The supermarket has a large scale relatively low form



Redeveloped homes at Oldman Court

7.30 The Station Road area is located south east of the Historic Centre and historically was the site of the Priory and the old cattle market. The predominant uses and facilities include a supermarket, car parking, the main bus station and the town library. The western corner of the area contains the grade II listed remains of part of the 14th century Benedictine Priory with walls from a barn now forming garden walls to Priory House. Traffic, including the Busway, has a significant impact on the area.



Priory barn walls

7.31 The area contains a mix of building types including large scale commercial buildings, town houses and bungalows with building types 2A, 2D, 3E and 3F. The northern part of the area is dominated by community facilities which are contained on the eastern edge by a substantial tree belt separating the area from the A1096. The southern part of the area has experienced significant redevelopment since 2000 for residential uses with the introduction of many homes in building type 3F. Buildings are typically limited to 2 storeys, sometimes with attics on older properties, giving an overall lower built form than in the adjoining Historic Centre. The extensive use of pale gault and buff bricks throughout the area for both old and modern buildings helps to provide continuity, complemented by more varied roofing materials.

7.32 The area is considered able to accommodate further change.

Development proposals should:

- Ensure that development responds positively to the specific opportunities available.
- Reflect the predominant colour palette of the area of pale gault and buff bricks with limited use of red bricks and render.
- Reduce the visual dominance of cars through increased planting and improved boundary treatments to existing car parks.
- Ensure high standards of design within any new development and provide off street parking where possible.
- Protect the entrance lodges and gates into the main car park.
- Protect the tree belt along the A1096 frontage which contains the area within the adjoining landscape.
- Explore the provision of public art at key locations to announce entry points into the town such as the Guided Bus route and to interpret the historical significance of the area.
- Support the retention of community facilities.
- Support renewable energy options including electric vehicle charging points where visually appropriate.

St Ives Character Area 5: Church Street / Westwood Road



Church Street's character arises from a variety of substantial historic properties



All Saints Church and its surrounding churchyard provide a calm space

7.33 The parish church of All Saints forms the focal point of this small character area based around a medieval part of St Ives and bounded by the river to the south. All Saints' spire is a strong feature in the townscape both within the area and from surrounding areas, particularly from the Historic Centre. Other than the church, the area comprises residential properties, a surgery and a cemetery.

7.34 Older properties are mainly concentrated along Church Street with several being listed as of architectural or historic interest. The late 17th/early 18th century cottages at numbers 1-3 Westwood Road form a strong focal point at the road junction, set back behind a small green. Properties on Church Street are generally older and front directly onto the street or have small front gardens bounded by low walls.



Westwood Road

7.35 Most houses in the area comprise large detached properties set back from the road and generally concealed by trees and shrubs and high boundary walls, particularly along Westwood Road. Older properties include substantial town houses, villas and cottages mainly built of soft red brick or rendered and painted with some substantial 20th century properties integrated at the western end. Building types include 1B, 2B, 3D, 3E and 6A.

7.36 The area has a relatively open feel to the townscape with large mature trees and tall hedges allowing some significant views between buildings. This is complemented by the green spaces provided by the churchyard immediately surrounding All Saints, the cemetery off the western end of Westwood Road which contains many substantial mature trees and the tree lined Thicket Path which follows the southern boundary of the area.

7.37 The Church Street / Westwood Road character area offers few opportunities for new development given its enclosed nature.

Development proposals should:

- Maintain and enhance physical and visual connections to key buildings and landscape views.
- Preserve the setting of All Saints Church.
- Reflect the existing spacious layout of development and the relationship with the street of properties in the immediate vicinity.
- Ensure development proposals reflect the materials and colour palette of the area of red and mixed buff brick, white render, pastel render, slate and concrete tiles.
- Maintain, and improve where possible, views to the Great Ouse Valley and protect the existing mature trees as a significant feature of the area.
- Conserve the brick boundary walls along Westwood Road and the Ouse Valley Way.

St Ives Character Area 6: Warner's Park



The Edwardian villas fronting Warner's Park give a strong, regular character to the building line



Warner's Park provides a substantial green space and recreational opportunities close to the town centre

7.38 Warner's Park is an established area of open space hosting a pavilion, football field and play area with mature trees and hedgerows. It provides a valuable area of green space within the the urban townscape with a quiet atmosphere. Gifted to the town in 1905 it retains traces of the medieval ridge and furrow field pattern. The park has clearly defined boundaries with a strong sense of enclosure. The park is not bordered by any roads with all accesses being limited to pedestrian routes other than gates allowing for maintenance.

7.39 The park is overlooked from the west by a row of Edwardian properties comprised of building types 2A and 2B which are separated from the park by Crown Walk footpath with vehicular access only being from the rear. To the east it is bounded by a mixture of inter-war suburban houses and mid-20th century properties. The materials in the vicinity are predominantly green with buff and red brick, white painted render and slate.

7.40 Warner's Park is a small area of distinctive character which provides an important area of green space within the urban fabric of the town. There are few opportunities for new development and inappropriate building alterations and extensions would detract from the unity and simplicity of the area.



Terraced homes facing onto the park

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Retain the simplicity of the building line and the relationship of houses to the park.
- Maintain a continuous building frontage to protect the sense of enclosure.
- Maintain and enhance visual connections to the park and pedestrian permeability from surrounding areas.
- Control the use of materials and details in house extensions and alterations to maintain the integrity of the original design.
- Maintain and increase trees and hedgerows close to the boundaries without impeding recreational use of the park.
- Support the retention and improvement of recreational facilities.

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St Ives Character Area 7: Needingworth Road



Arts and Crafts style homes with distinctive design features provide a strong sense of local identity



Needingworth Road was a main route for Victorian expansion

- 7.41** Needingworth Road developed as an important highway connecting St Ives to settlements to the north and east although most properties along it date from the late 19th century onwards. Needingworth Road bisects the area with housing to both sides, straight cul-de-sac side streets and large mature trees and hedges which provide a sense of enclosure and a well-defined street frontage. The eastern edge of the area is bounded by a strong tree belt paralleling the A1096. The area contains two distinct sub-areas of properties developed in different phases. The only listed building in this character area is the Church of the Sacred Heart, built in Cambridge around 1843 of red brick with stone dressings and a slate roof, it was reconstructed on its current site in 1902.
- 7.42** The first sub-area is focused along Needingworth Road itself. The southern end contains predominantly Victorian properties with a mixture of large detached villas of building type 2B and terraced houses of type 2A. Most properties are set back from the road frontage by shallow front gardens, with brick boundary walls being a strong feature in the townscape. St Ives mosque occupies a converted Victorian terraced house. Further north along Needingworth Road the building types become more varied with Victorian and Edwardian terraced houses interspersed with Arts and Craft influenced housing of type 3A and mid-20th century housing of type 3D. Brick boundary walls and low hedges to shallow front gardens and integration of mature trees is a unifying feature along all of Needingworth Road. Building materials are very varied with red brick and pale painted render being most common along with some buff and pale brick.
- 7.43** The second sub-area contains a mixture of Arts and Crafts influenced homes of type 3A such as those in Great Farthing Close, 1920s and inter-war suburban properties of type 3B and mid-20th century housing which are concentrated in Park Avenue and Little Farthing Close. Properties in this sub-area are mostly set in substantial gardens with front hedges and grass verges providing a soft, green aspect to the townscape. Again building materials are varied with pale painted render being widely used. This area also includes a substantial group of Park Homes at the eastern end of Farthing Lane set amongst small, neat plots surrounded by mature trees.
- 7.44** Needingworth Road is an established residential area which provides a key route into the town centre. It contains a mix of building styles and presents opportunities for small scale development, infill plots and extensions.



Park Homes

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Reflect existing built forms and relationship with the street in any new development.
- Reflect the area's materials and colour palette of buff and red brick, white and pastel painted render, slate, red pantile and brown concrete tile.
- Promote high standards of design and support creativity in architectural detailing.
- Protect existing mature trees which contribute to the character of the streetscape.
- Retain and reinforce the existing tree belt along the eastern edge of the area to maintain screening of the A1096.
- Support initiatives to promote cycle and pedestrian use of Needingworth Road to access the Historic Centre.

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St Ives Character Area 8: Central Expansion



Green hanging tiles and partial rendering provide soft finishes with the detached house set back sufficiently to allow on plot parking



Tile hung semi-detached homes often have scope for extensions

7.45 St Ives saw very substantial numbers of new homes built in the 1950s to 1970s expanding north and west from the East Street/ West Street urban character area. This Central Expansion area is bisected by the A1123 (Houghton Road - St Audrey Lane). The area has strong common characteristics with homes being relatively spaciouly laid out, set back from the road by medium depth front gardens and interspersed by grassed areas and mature trees. Semi-detached homes are prevalent with detached homes more frequently included in developments built in the mid-1960s onwards. Housing is almost entirely building type 3D with a very few examples of 3B along Houghton Road.



Fire Station on Ramsey Road

7.46 This area contains a series of sub-areas of housing reflecting their original construction as housing estates. To the south of St Audrey's Lane housing is interspersed with a variety of civic uses such as police and fire stations which are typically set in landscaped grounds with surface level car parking forming a break in the built frontage. The western edge of the sub-area comprises a large civic complex with sports and leisure facilities and the St Ivo Academy. The extensive playing fields associated with this blend through into the Great Ouse Valley landscape character area to the south. Adjoining the complex is site allocation SI2 (St Ives Football Ground) in the [Local Plan](#), allocated for approximately 30 homes. The site has outline permission and permission to relocate the sports buildings on site to an alternative site. Therefore, this established residential character area is expected to under go some minor change.

7.47 A key townscape feature of this area is the sense of openness created by the three main roads running through it. Either side of the southern section of Ramsey Road the playing fields of Slepe Hall Field and Westfield School provide substantial open spaces. Heading north Ramsey Road is bounded by grass verges and mature street trees. The southern part of Hill Rise is mostly fronted by boundary hedges and trees and further north the whole western edge is bounded by the trees of Long Plantation beyond which is situated the outdoor leisure centre. Bisecting the area, the A1123 is fronted by wide grass verges, generous front gardens and a substantial length to the east of Ramsey Road is fronted by a wide area of grass, trees and reed fringed drainage areas.



Hill Rise Long Plantation

7.48 Housing is predominantly semi-detached or in the form of short terraces with a few groups of detached properties contributing to a diverse mix of homes. Almost all properties are two storeys high with a few bungalows concentrated in Oxford Road and a very few three storey blocks of apartments such as at Langley Close. Layouts are typically spacious with moderate or generous front gardens. Side garages or driveways are common facilitating parking within the plot reducing the impact of on-street parking. Some streets benefit from separate grass verges and street trees such as much of Green Leys and High Leys although pavements are often relatively narrow. Building materials include pale and red brick with green or black hanging tiles being a frequently found decorative feature along with some pale weatherboarding or render.

7.49 North of the A1123 street names often help identify clusters of homes built in similar styles. For example, homes in the cluster of streets named after poets often include integral garages with some properties having garages provided in nearby blocks. The 'trees and shrubs' cluster includes a wider variety of homes with bungalows, semi-detached and detached properties with pale brick being a dominant feature.



Wellington Avenue

7.50 Homes in the 'aircraft' streets often have space for parking at the side with a variety of driveways, car ports and garages; some homes have extended into these spaces. The sense of openness is reinforced on the eastern edge of the area in this vicinity by the linear open space connecting down towards Wheatfields School. Continuing the trend of building north and westwards a small group of larger detached homes of building type 3E is integrated at the western end of Ansley Way which retain the spacious layout common across this character area.

7.51 The area has limited scope for development with extensions to existing homes being most achievable.

Development proposals should:

- Enrich the role of the A1123 as a key gateway to St Ives and reinforce the sense of openness and high quality landscaping.
- Reflect the existing materials and colour palette within the local vicinity of the proposed scheme.
- Reflect the existing built forms and relationship of properties with the street frontage in the immediate locality.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Protect existing grass verges and street trees and incorporate additional provision within major development schemes.
- Ensure adequate provision of car parking to minimise the impact on the street scene of on-street parking.
- Protect existing trees where they contribute to the character of the street scene.
- Support provision of facilities which encourage active modes of travel such as cycling.
- Support initiatives for the retention and enhancement of community facilities and recreational provision.
- Support proposals for renewable energy where appropriate.

7 St Ives Spatial Planning Area

St Ives Character Area 9: Burleigh Hill



Red brick homes with neo-Georgian windows in Da Vinci Close



Dark and white weatherboarding provides distinct identity to homes in Kent Close

7.52 This area comprises housing primarily built in the last two decades of the 20th century with all homes representing building type 3E with a local centre providing retail, food and drink and community services at Constable Road representing building type 5D. The area is strongly bounded to the north by Marley Road which serves as a major distributor road taking traffic around the outskirts of St Ives and influences the character of the access to many homes. Properties are typically arranged as a series of loop roads and culs-de-sac off accessed off Marley Road with footpath connections between these allowing more permeable routes for pedestrians. The area is relatively consistently developed with two main grassed recreational open spaces being located north of Edinburgh Drive and north of Alwyn Close.



Burleigh Hill Co-op

7.53 The northern section where roads are all named after places comprises a large sub-area of detached properties with single or double garages to the side of properties or occasionally dominating the front aspect. Building materials include buff and red brick with box bay and arched feature windows, often in a Georgian style. Front gardens are usually of sufficient depth to allow on-plot parking and immediately adjoin the pavement without grass verges to separate them. There are also clusters of homes arranged in short terraces with garages grouped in distinct parking courts to the rear. These are predominantly buff brick and some feature dark weatherboarding.



Buff brick house with box bay window and tiled porch features

7.54 The 'Artists' culs-de-sac are all arranged off Constable Road and comprise a more diverse mix of sizes and types of homes with several groups of cluster homes, some arranged as semis and short terraces and many detached properties. Building materials include red and buff brick and pale render with concrete roof tiles. Decorative features include a variety of box bay windows, Georgian style windows and weatherboarded panels. Larger homes typically have single or double garages to the side with single garages sometimes integral to the house. Smaller homes typically have garages in small clusters or private parking courts. This area contains a substantial local centre providing services for the northern part of St Ives with a supermarket, smaller retail units, public house, community centre and GP surgery. The extensive car park is well landscaped with mature hedging and trees screening it from surrounding homes.

7.55 The 'Rivers' sub-area has a much higher proportion of cluster homes, short terraces and semi-detached properties with detached homes interspersed in some culs-de-sac. The relationship between homes and the street frontage varies considerably with some only being set back around 1 m whilst others face onto pedestrian routes with parking courts to the rear. Buff and red brick are used throughout this sub-area with decorative features including mock-Tudor paneling, Georgian style windows, box bay windows and occasional use of render and dark weatherboarding. A linear landscaping belt of grass and hedging separates this sub-area from the Somersham Road Industrial Area.



Mock Tudor home with side garage

7.56 The area has limited scope for development with extensions to existing properties being most achievable.

Development proposals should:

- Maintain and enhance visual connections to the Central Claylands landscape to the north across Marley Road.
- Reflect the existing materials palette and colour palette of predominantly red and buff brick with brown concrete tiles and pantiles, particularly where extensions are being constructed.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Increase trees and soft landscaping where space and service restrictions permit.
- Support provision of renewable energy where visually appropriate.
- Retain and enhance the landscaping belt between the area and the Somersham Road Industrial Estate.
- Promote opportunities for enhancement of amenity green spaces to provide increased opportunities for recreation and nature conservation and to help provide distinctive local landmarks.
- Support the retention and enhancement of existing retail, community, leisure and recreational facilities and opportunities.

7 St Ives Spatial Planning Area

St Ives Character Area 10: Eastern end of St Audrey Lane/ Needingworth Road



Older houses set well back on the northern side of St Audrey Lane provide a green frontage to the A1123



Large detached homes are found in culs-de-sac throughout the area

7.57 This small area also comprises late 20th century homes all of building type 3E. The northern part takes access directly from St Audrey Lane and the southern part from Needingworth Road. Homes are predominantly detached throughout with some short terraces linked by garages and semi-detached homes in Landcliffe Close. Most homes have moderate front gardens immediately adjoining the pavement with sufficient depth to allow on plot car parking. Single and double garages are common throughout either to the side of the property or integral to the house.



Different finishes help distinguish each house in the pair

7.58 This area contains an extensive range of decorative features on its homes. Arched windows with contrasting brickwork are a particularly strong feature on homes to the north of St Audrey Lane, particularly along Woodside Way. Mock Tudor paneling is also widely found in the area. Other decorative features include render panels, bell and mono-pitch tile topped bay windows and leaded light glazing.

7.59 Properties facing directly onto St Audrey Lane and Needingworth Road include more variety of house type with some comprising building type 3D. On the southern side properties are typically well set back from the main road with extensive front gardens often containing mature trees which contribute a softness to the street scene slightly reducing the dominance of the A1123. Grass verges and landscaped areas with trees are found intermittently along the A1123. By the Stock's Bridge roundabout at the very eastern edge of the area are situated a petrol station with small foodstore and a former public house now providing a second foodstore.



The A1123 strongly shapes the area

7.60 The area has limited scope for development with extensions to existing properties being most achievable.

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Reflect the existing built forms and relationship of properties with the street frontage in the immediate locality.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Continue the characteristic of strong architectural detailing to individual properties.
- Ensure adequate provision of car parking to retain the limited impact of car parking on the street scene.
- Seek to protect the soft, open landscaping along this key gateway to St Ives.
- Protect existing trees where they contribute to the character of the street scene and consider ways of planting more where spaces and services permit.
- Support provision of facilities which encourage active modes of travel, for example cycling.
- Support the retention of the existing retail and service provision in the area.
- Support provision of renewable energy where visually appropriate.

7 St Ives Spatial Planning Area

St Ives Character Area 11: Western Periphery



Homes designed to present frontages around the corner



Effective integration of mature trees and flood water storage

7.61 The western periphery urban character area comprises two sub-areas of 21st century homes representing building type 3F, situated either side of Houghton Road. The majority of the character area comprises site allocation SI1 (St Ives West), a mixed use site allocation in the [Huntingdonshire Local Plan to 2036](#) located to the south of Houghton Road. The site partially falls within the Great Ouse Valley Green Infrastructure Priority Area. The allocation includes four main parcels of land: 'The Spires', Houghton Grange, the Houghton Grange grassland county wildlife site and a central parcel known as the BBSRC field. To the south, the area has a close association with the Great Ouse Valley landscape character area with the Thicket Path running along the side of the River Great Ouse.

7.62 In the northern sub-area focused on Garnier Drive, homes vary from two to three storeys in height; properties facing junctions are dual aspect and often higher than adjoining properties to provide local feature points. All homes in this sub-area are red brick with cream or white render forming the main decorative feature. Roofs are a mixture of red and grey plain tiles. Car parking is incorporated through rear parking courts accessed underneath upper floors of properties or in small groups of garages with a few on-plot garages and driveways. Most homes are located close to the street with shallow front gardens separating them from the pavement. Some parts have shared surface accesses with no or little distinction between pavement and roadway. The northern boundary comprises a narrow belt of hedging and trees separating the homes from the outdoor recreation centre to the north.

7.63 Properties in the larger southern sub-area, SI1 includes Houghton Grange and 'The Spires'. This site is located within the adjoining parish of Houghton & Wyton but forms part of the St Ives Spatial Planning Area. It is also located within Houghton & Wyton's Conservation Area. Redevelopment of Houghton Grange, formerly used by the Biotechnology and Biological Sciences Research Council (BBSRC), has detailed approval for redevelopment which started in 2021 and includes the sensitive conversion of the listed buildings on site. Houghton Grange is a grade II listed Elizabethan Revival style country house built in 1897 of red brick with stone dressings.



Knights Way

7.64 Homes in The Spires estate are all accessed off Knights Way with an intricate street layout facilitating a number of clear blocks of housing. Most properties are positioned close to the pavement with very shallow front gardens being common, particularly where they face onto shared surface access routes. Retention of mature trees is a strong characteristic throughout this sub-area, especially in the landscaping belt which separates the homes from the A1123 to the north. Homes on the eastern side of Wilson Way front onto two green areas where mature trees have been retained adding significantly to the townscape value in

the vicinity. Substantial contrasts have been incorporated in materials with red and buff brick, pale render and black weatherboarding all adding detail to properties with red and grey plain tiles used for roofing. To the south of 'The Spires' is Berman Park which was opened in April 2021.

- 7.65** New homes will be built over the next few years including through conversion of listed buildings. For areas of established homes, there is very limited scope for development other than some potential for extensions.

Development proposals should:

- Maintain and enhance physical and visual connections to key buildings and landscape views.
- Ensure that new development responds positively to the specific opportunities available within the area.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Reflect the existing materials and colour palette of properties in the immediate vicinity.
- Reflect and maintain the existing built forms and relationship with the street.
- Conserve or where appropriate enhance the significance of the heritage assets including any contribution made to significance by their settings.
- Protect the existing areas of greenspace and trees, particularly those contributing to this gateway to St Ives and those protected by a Tree Preservation Order.
- Promote opportunities for enhancement of amenity green spaces to provide increased opportunities for recreation and nature conservation and to help provide distinctive local landmarks.
- Retain tree and hedgerow belts providing screening between homes and adjoining uses.
- Promote opportunities for the enhancement of areas of planting, green space, public rights of way and the Houghton Grange grassland CWS to provide increased opportunities for wildlife, conservation and enjoyment of the area inline with the aspirations of the Great Ouse Valley Green Infrastructure Priority Area.

7 St Ives Spatial Planning Area

St Ives Character Area 12: Somersham Road Industrial Estate



Simple structures in soft grey and neutral shades typify more recent industrial buildings



Older buildings include smaller properties with a range of industrial and service occupiers

- 7.66** This area provides the main industrial concentration for St Ives and is situated to the north east of the town. It is identified as an Established Employment Area within the [Huntingdonshire Local Plan to 2036](#).
- 7.67** The building type throughout is 5B hosting a wide range of uses including warehouses, industrial premises with some trade counters, builders merchants, vehicle sales and servicing and bulky home furnishings suppliers. Premises are mostly single storey with some two storey buildings particularly in the northern part of the estate. A wide variety of construction materials create diversity in the street scene. Older properties are often brick with newer ones displaying a variety of more colourful claddings. Browns and greys are widespread but detailing in red, green and blue can be found in many locations.
- 7.68** The estate is bounded to the east by the B1040 Somersham Road across which there are wide views of the Central Claylands landscape character area. Much of this frontage comprises a wide landscaping band of grass with some trees and shrubs. Within the estate, road widths vary with many being wide enough to meet the needs of large delivery vehicles. Vehicle parking areas dominate the frontages of many premises too, resulting in tarmac and concrete dominating much of the surfacing of the area. Grass verges can be found in some of the older parts of the estate with integral landscape planting more being frequently found alongside more recently built premises. Caxton Road and Burrell Road are notable for having wide grass verges.
- 7.69** The industrial and business uses are well established, there is some capacity for new units, extensions, change of use to other appropriate land uses or the renovation of older and vacant properties.



Landscape planting softens this industrial unit on Burrell Road

Development proposals should:

- Support and retain the current uses in the character area through renovation, refurbishment or extensions to buildings.
- Ensure that development responds positively to the specific opportunities available to reinforce the employment uses in the area.
- Ensure that redevelopment and infill schemes respond positively to the specific opportunities available.
- Promote high standards of design for any new frontage development onto the B1040 to enhance the approach route into the town.
- Co-ordinate the range of materials and colours in any future development.
- Support proposals for renewable energy where appropriate and electric vehicle charging points.
- Protect the existing grass verges, trees and landscaped area and provide additional planting to reduce the visual dominance of parking areas where space and services permit.
- Support proposals where they encourage active modes of transport such as cycling and walking.

7 St Ives Spatial Planning Area

St Ives Character Area 13: Compass Point and Parsons Green



The area contains a range of modern office buildings with distinctive styling in local clusters



The area offers two large modern supermarkets in simply styled buildings surrounded by surface level car parking

7.70 The land to the east of St Ives comprises three distinct areas of commercial development. To the north of the A1123 is Compass Point Business Park, either side of Harrison Way and south of the A123 is a retail cluster known as the Abbey Retail Park along with Morrison's supermarket and the Marsh Harrier public house. The third sub-group is the St Ives Business Park at Parsons Green to the east of the A1096 Harrison Way. Compass Point and Parsons Green Business Parks are identified as Established Employment Areas in the [Local Plan](#).

7.71 Building types here represent categories 5B, 5C and 5D with distinct styles shaping each sub-area. Compass Point presents a very unified form of buildings and materials. The first phase situated to the west of the entrance road comprise two storey buildings 'pavilion style' constructed of pale brick with cream render to the upper floor, grey brick detailing and brown plain tile roofs. Buildings in the second phase to the east retain the pale brick but have distinctive pale green window frames and metal detailing. Pale grey buildings are integrated including the landmark circular property facing the Stock's Bridge roundabout which contributes a distinct, modern commercial feel to the streetscene when approaching the business park from the town. Car parking areas are sub-divided and partially screened by integral shrub and tree planting.



Stocks Bridge roundabout dominates the approach from the east

7.72 To the north of Compass Park is site allocation SI3 (Giffords Farm). The 5.6ha site is allocated in the [Huntingdonshire Local Plan to 2036](#) for employment development to comprise any class 'B' uses except 'B1a' offices and 'B8' storage and distribution. Development on the site will require to provide detailed flood risk assessment and flood mitigation works and suitable access.

7.73 The Abbey Retail Park provides a supermarket and a range of food and drink establishments either side of Harrison Way. Extensive areas of surface car parking adjoin the buildings along with drive through facilities for some. The architecture of individual buildings varies reflecting corporate identity; all are single storey often with monopitch roofs with grey and brown being dominant colours. The building type is 5D. In combination, the area provides a significant concentration of food and drink suppliers and for food shopping. The western parcel adjoins the eastern extent of residential areas with significant tree planting along the site boundary keeping the uses distinctly separate. However, there is limited planting within the retail park which creates an open feel dominated by hard surfaces and parking.

7.74 To the south-east of the area is situated the St Ives Business Park at Parsons Green. This comprises office buildings of type 5C set in a spacious layout with shrubs and trees providing substantial screening of car parking areas. Most are two storeys in height with a maximum of three storeys. Buff brick and brown plain tiles are the dominant materials with varied window detailing being a strong feature.



Offices at Parsons Green

7.75 The sites are almost fully developed, leaving limited opportunity for further new developments.

Development proposals should:

- Support and retain the current uses in the character area through renovation, refurbishment or extensions to buildings.
- Ensure that development responds positively to the specific opportunities available to reinforce the employment and retail uses in the area.
- Promote high standards of design and support creativity in architectural detailing.
- Reinforce the colour palettes of the adjoining buildings.
- Ensure signage is in an appropriate location and does not impact road safety.
- Reduce the visual dominance of car parking area through planting and soft landscaping on boundaries.
- Carefully consider the visual impact on the Great Ouse Valley landscape character area to the east.
- Retain tree and hedge planting to screen the business uses from longer distance views from Long Reach lake.
- Support provision of renewable energy where appropriate and electric vehicle charging points.
- Support provision of facilities which encourage active modes of transport and pedestrian linkages.
- Provide safe access and mitigate any potential impacts on Somersham Road, A1096, A1123 and wider highways network.
- Ensure they adequately assess and mitigate flood risk in their design and layout.