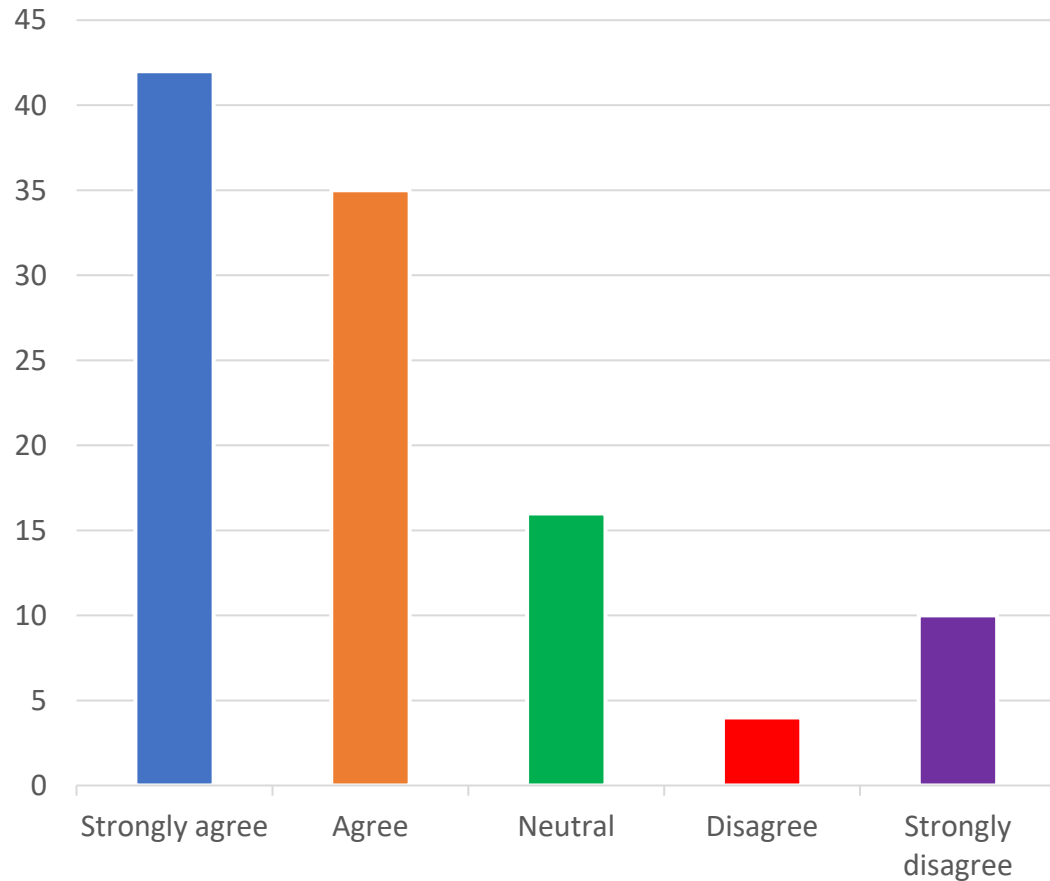
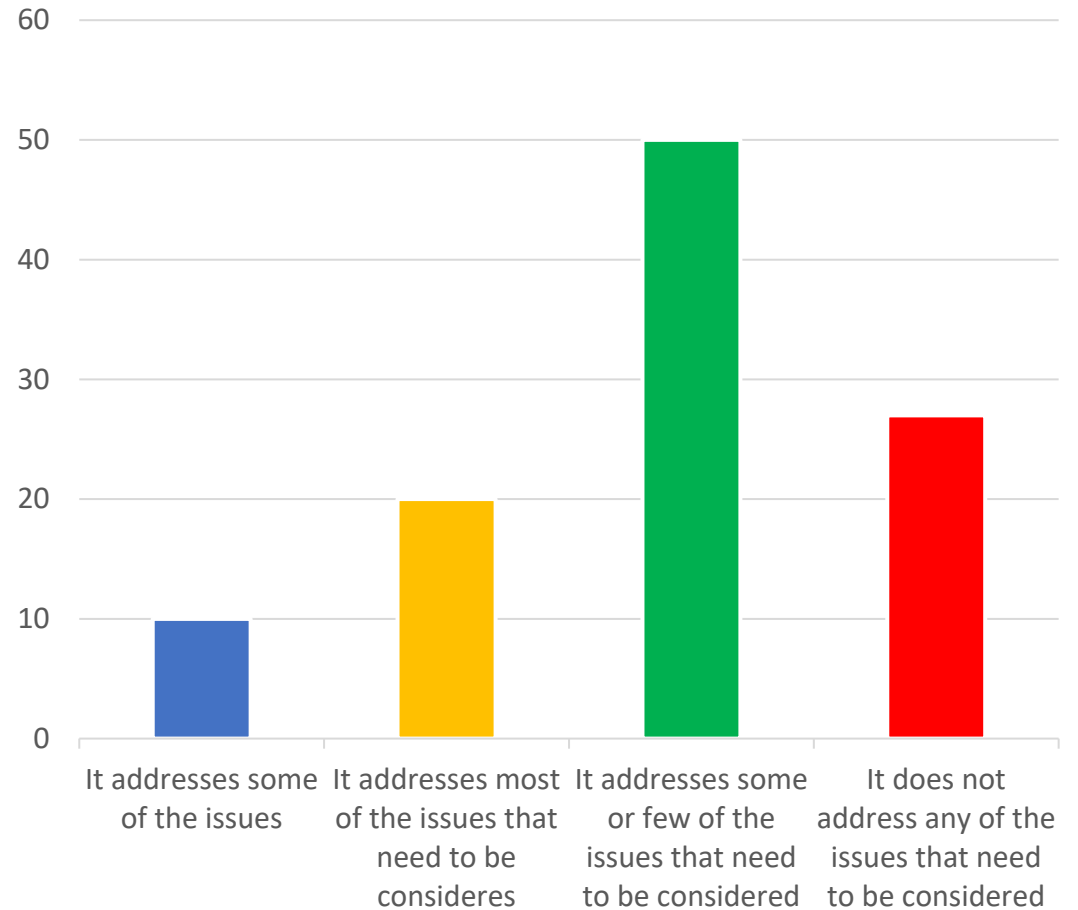


St Ives Masterplan Feedback summary

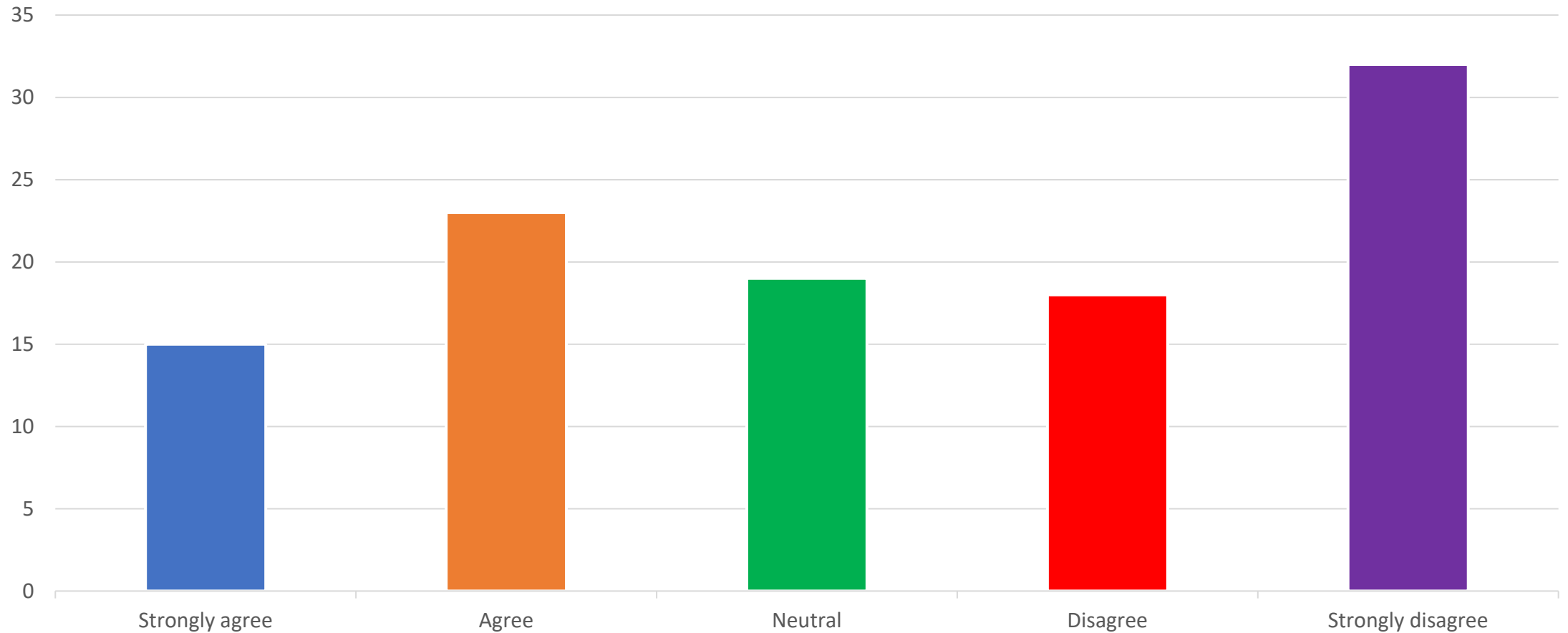
Is there merit in considering how St Ives might be revitalised over the next five to ten years?



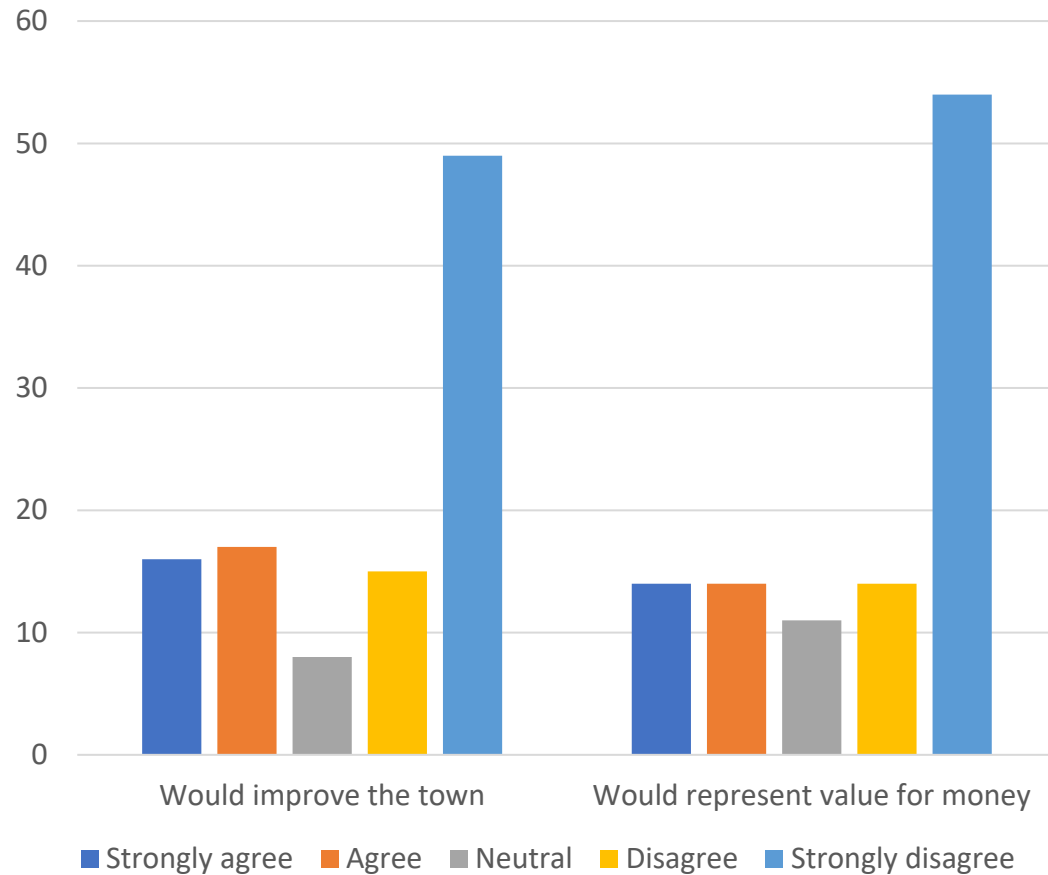
What are your views on the masterplan framework so far?



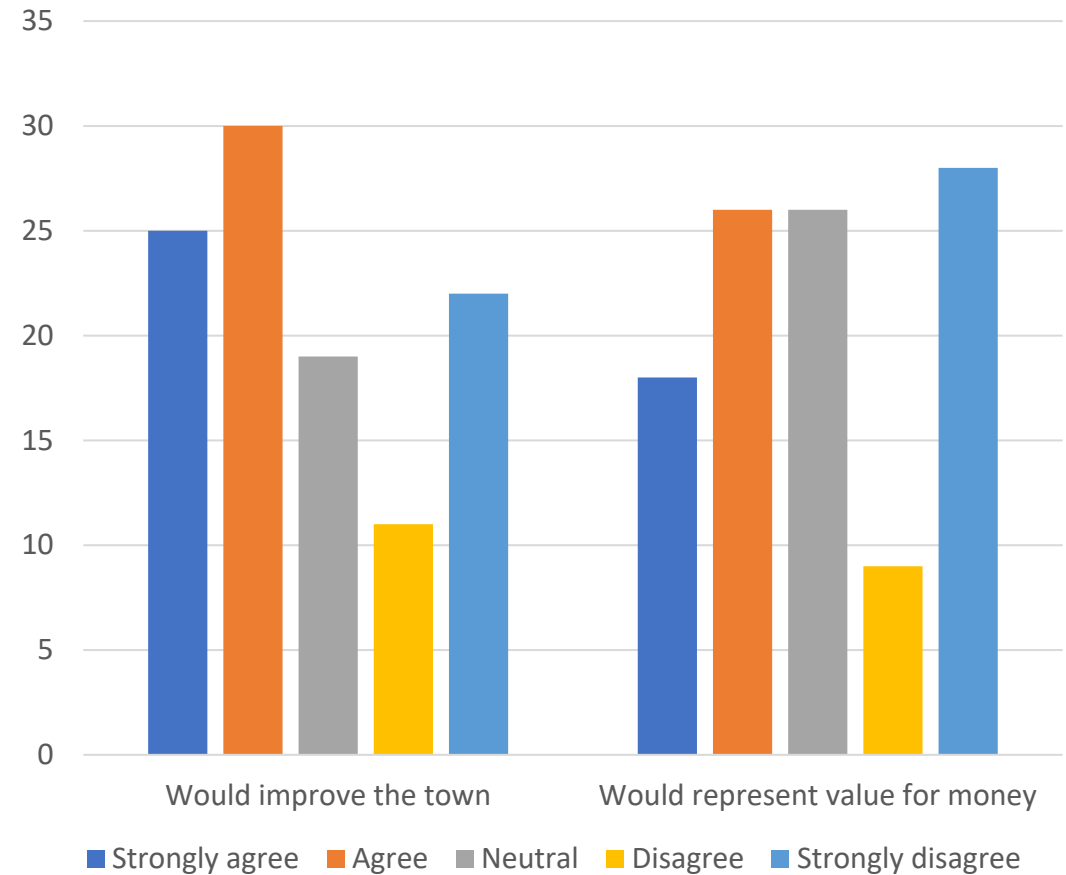
Do you agree with the broad vision and ambition for St Ives, outlined in the draft masterplan document?



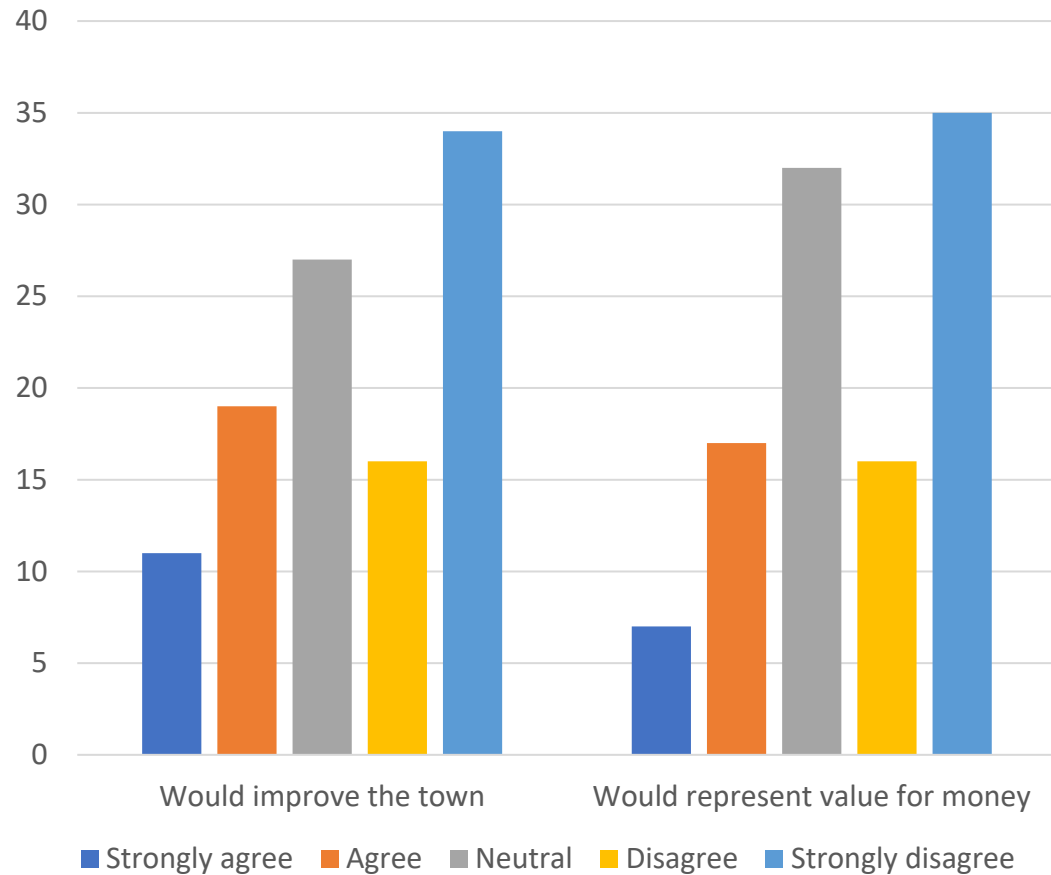
S1 – Riverside Activity in St Ives



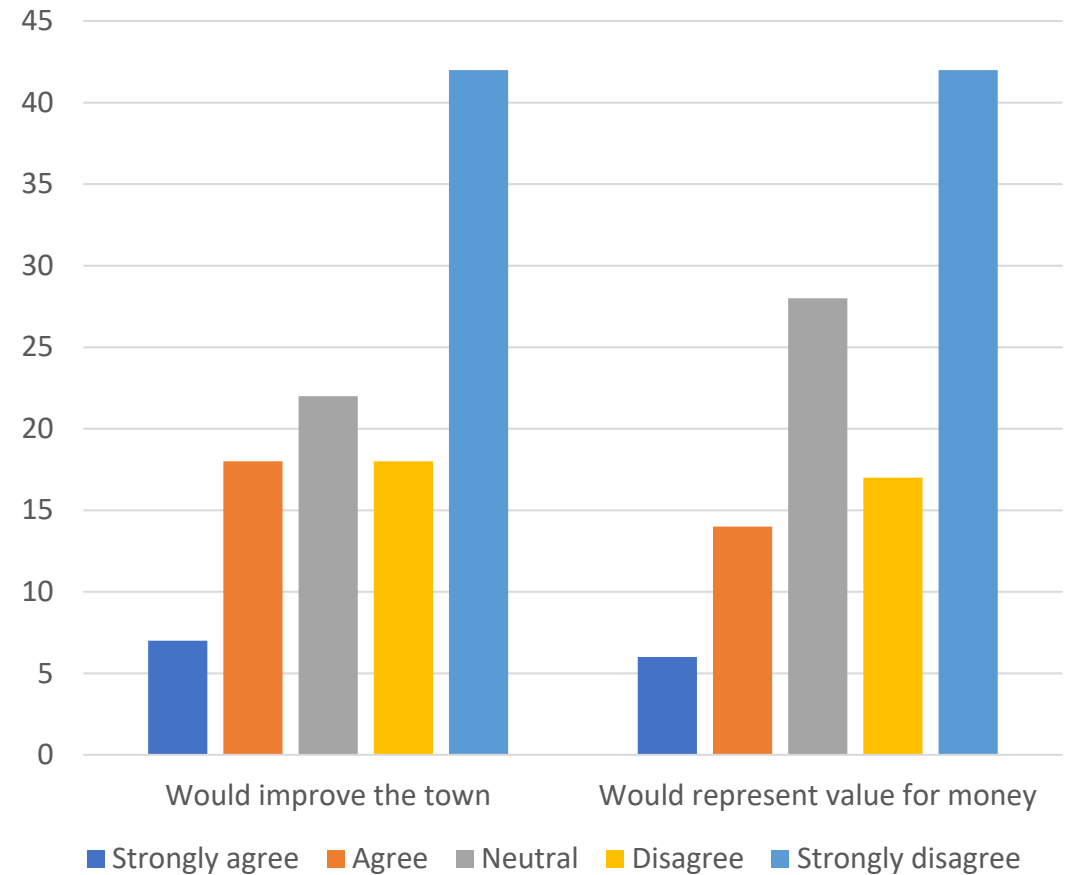
S2 – New Public Square in St Ives



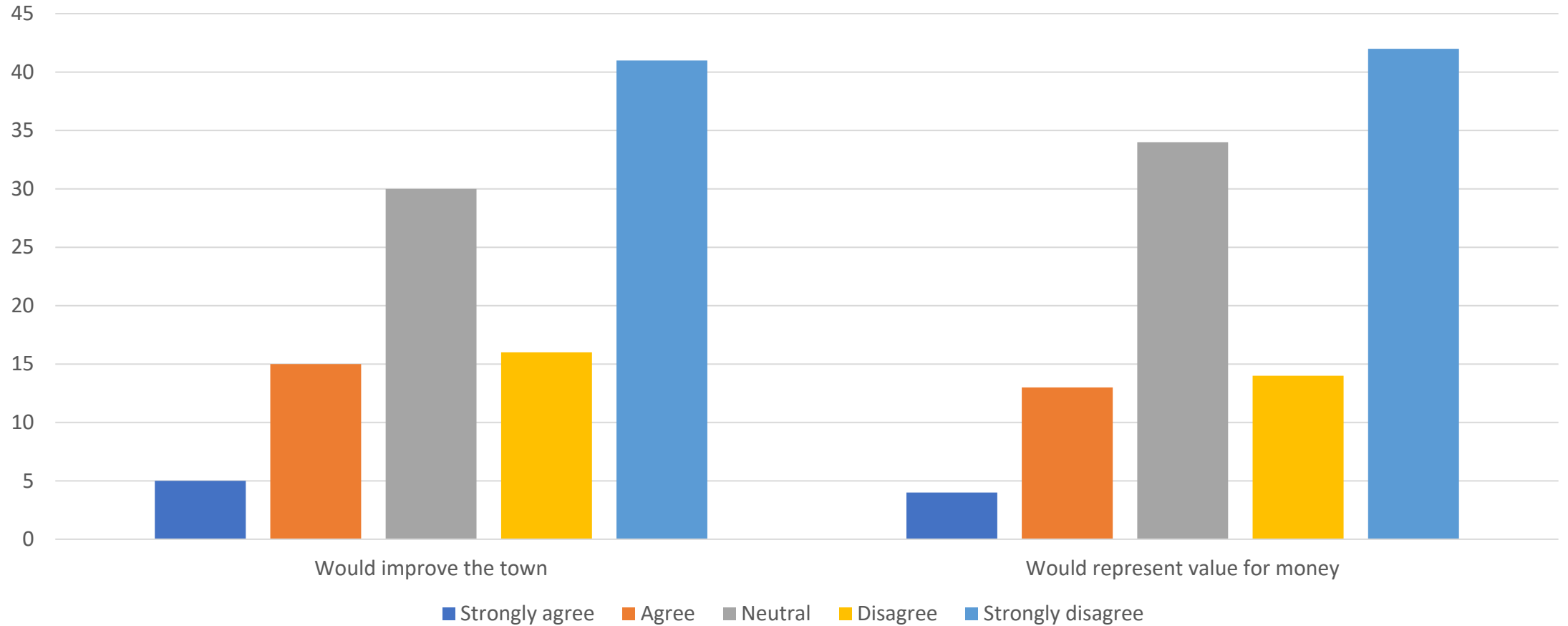
S3 – Innovation and Incubation Hub in St Ives



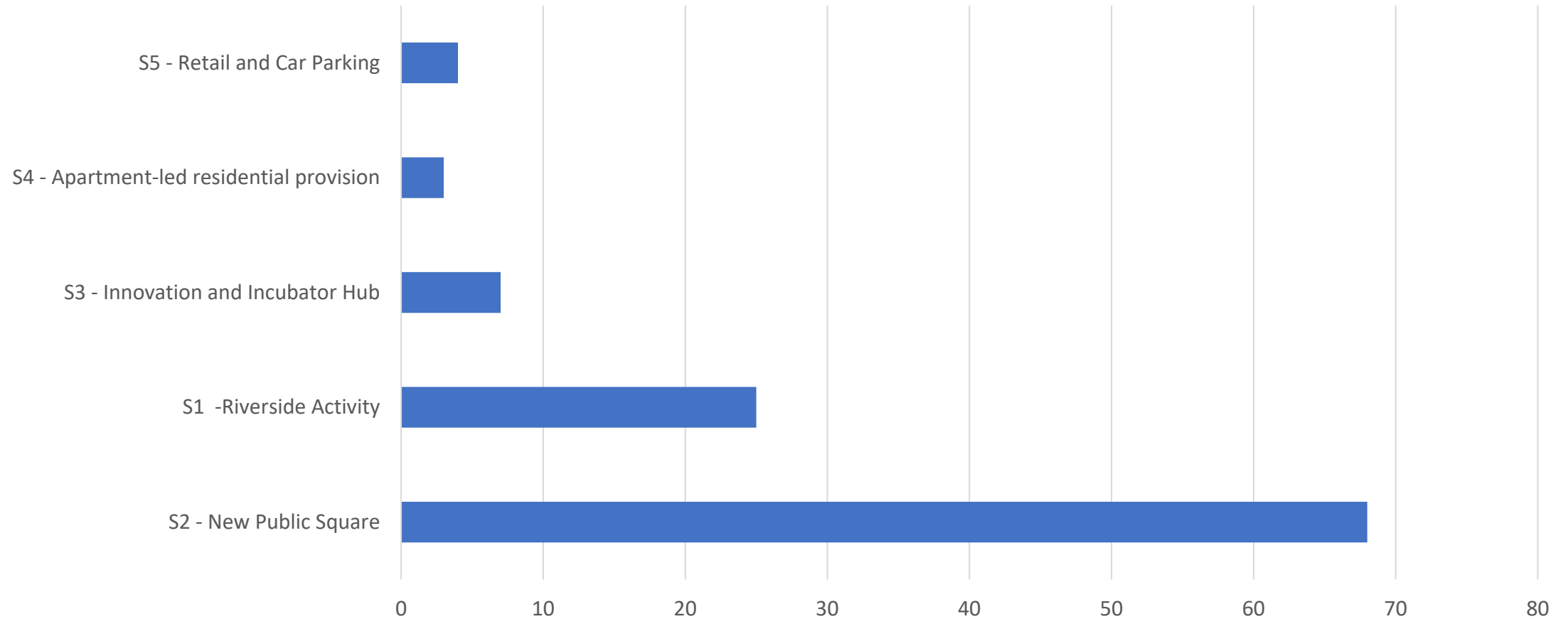
S4 – Residential Apartment-led provision at Cattle Market in St Ives



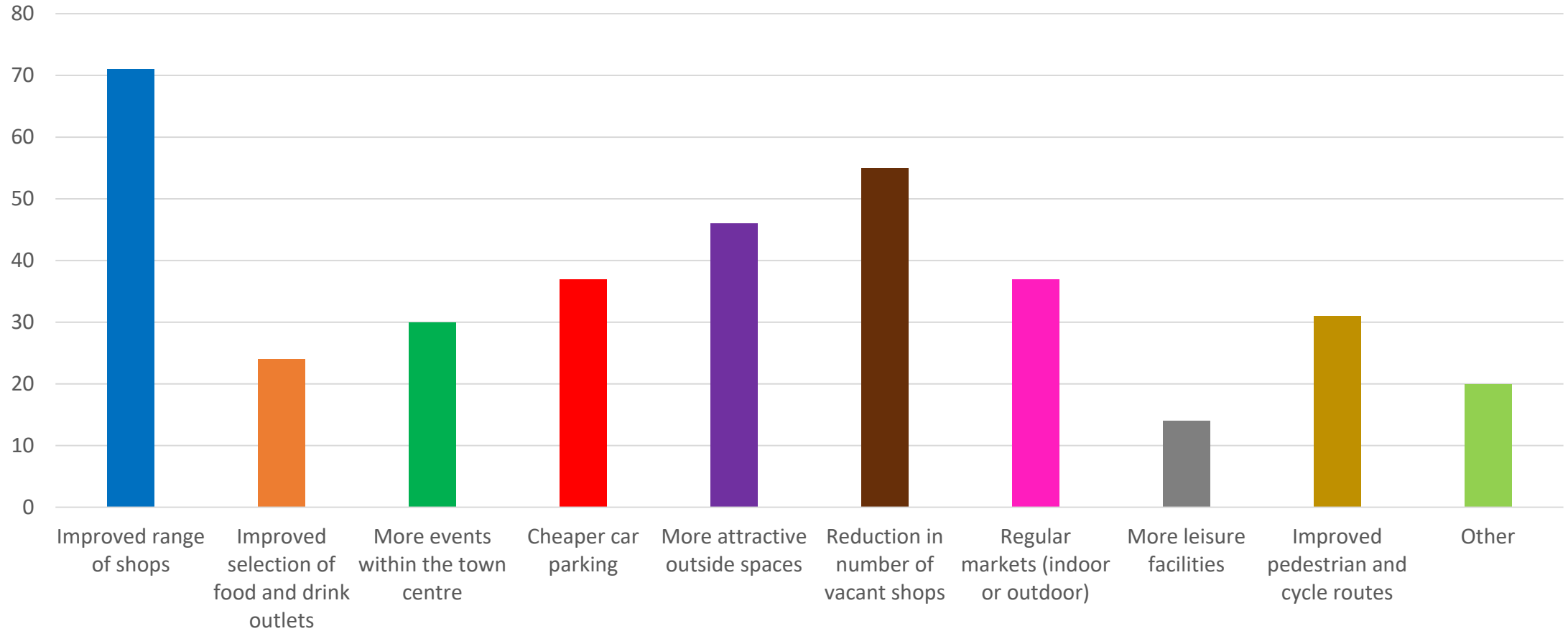
S5 – Retail and Car parking



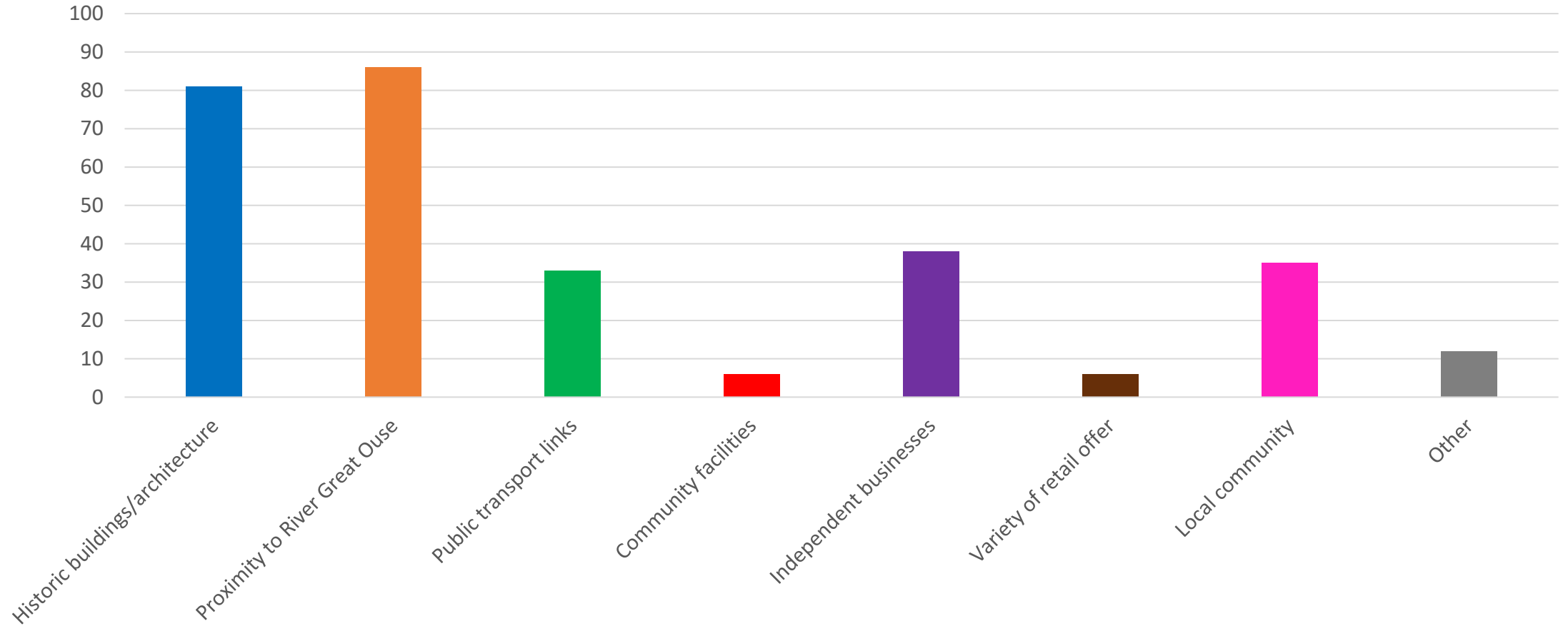
Which projects HDC should prioritise according to respondents:



What would encourage the respondents to spend more time in the town centre?



St Ives' best assets according to respondents:



S1 – Riverside Activity in St Ives

- The pontoon would restrict boat moorings and disrupt navigation. It could also cause problems during flooding, and storage during winter. The pontoon would also require frequent cleaning to remove bird droppings.
- The river isn't suitable for swimming due to poor water quality and variable currents.
- If a pontoon is desired, a CPO should be used to acquire the river frontage of the Dolphin Hotel. The location is free of boat navigation and regeneration of that area would encourage visitors to walk over the bridge.

S2 – New Public Square

- Market Hill should have wider pavements, however this shouldn't disrupt vehicular access to the Post Office and businesses.
- Market Hill should be redesigned to allow the weekly markets on Mondays and Fridays, and the Saturday Farmers Markets to be revitalised, encouraging traders to go there.
- There are several green spaces in close proximity to Market Hill, including Berman Park, Warners Park, and Hemingford Meadow, so creating a garden/grassed area isn't a need.
- The proposed trees and seating are unlikely to cope with the current regular uses of the area (e.g., the Fair, Markets, and Annual Civic functions).

S3 – Innovation and Incubation Hub

- The Cattle Market area does need revitalisation, but not at the expense of the bus station, car parking, and the area's character.
- The Hub would require clear justification that is less dependent on the building of so many flats and houses. If there is demand and a justified rationale, then this proposal could be welcomed.
- If the Hub was to be built, an existing vacant retail unit in the Town Centre would make better use of the space available.

S4 – Residential Apartment-led provision at Cattle Market in St Ives

- The Octagon would be a huge loss.
- St Ives is losing its green spaces, and it may be tricky to construct 48 apartments and 2 houses within the area of the car park.
- The density and type of housing would exacerbate traffic congestion and contribute to the loss of character of St Ives.
- Redeveloping the vacant flats above shops would make greater use of the space, rather than destroying the well-used and accessible car park and bus station.

S5 – Retail and Car Parking

- Redeveloping the Antiques Centre could establish St Ives as the premier centre for auctions and antiques in Cambridgeshire.
- Building a multi-storey car park further from the Town Centre would discourage shoppers visiting the Centre, which could increase on-street parking. It also would encourage the use of private car which presents environmental consequences
- If a car park was to be built, it shouldn't be over 2 storeys high as it may look 'out of place' and it wouldn't compliment the architecture of the Town.
- The current parking arrangements provide residents with easy access to Waitrose and the Town Centre so new arrangements may deter those with mobility issues from visiting.
- There is little benefit in replacing the bus station with a drop-off/pick-up area, and could cause significant congestion. The Market Road stops wouldn't cater for coaches bringing tourists to St Ives (a traffic that should be encouraged).
- Expanding Waitrose whilst reducing car parking capacity would be contradictory.

Written feedback: St Ives Town council

- S1 – The Council supports the idea of enhancing the river frontage however do express concerns relating to the loss of moorings (and visitors), and the pontoon interfering with navigation routes.
- S2 – The pedestrianisation of the Market Square and the proposals for a shared workspace/cafe are supported. However, they expressed concerns surrounding vehicle access is to businesses and the effect that construction could have on the long-term future of the market.
- S3 – The Council are in support of the Hub, subject to demand. A social hub for community groups to provide services to residents would put the site to great use.

Written feedback: St Ives Town council

- S4 – Developing the vacant flats above the shop would make greater use of the space.
- S5 – Increasing the retail area in the east of St Ives is a welcome proposal, however the number of car parking spaces should be consistent with objectives to reduce car use and encourage use of public transport.