

**DESIGN BRIEF
ALFRED HALL MEMORIAL FIELD / EYNESBURY ROVERS FC
(Report by HEAD OF PLANNING SERVICES)**

1. INTRODUCTION

- 1.1 This Design Brief examines the redevelopment opportunities on the Alfred Hall Memorial Field, currently the home of Eynesbury Rovers Football Club.
- 1.2 Cabinet is asked to consider the draft Design Brief, attached to the agenda separately, and approve it for consultation purposes. Once representations have been considered and reported to Cabinet, it is intended to adopt the document as Interim Planning Guidance.

2. BACKGROUND

- 2.1 The Alfred Hall Memorial Field is included in the Urban Design Framework (UDF) for the area around St Neots Community College. This UDF was adopted as Interim Planning Guidance by the District Council in May 2005.
- 2.2 The UDF suggests that the Memorial Field should be considered for residential development, with the football club relocating to fields to the west.

3.0 THE DESIGN BRIEF

- 3.1 The purpose of this document is to present the design parameters, opportunities and constraints to the site; and provides clear guidance to any potential housing developer of what would be required on the site if this land is redeveloped.

4. CONCLUSION

- 4.1 Production of a Design Brief is best practice and will help to secure the most appropriate form of development over this area if this land is redeveloped. If Cabinet approves the document in draft form, there will be a period of consultation with the local and statutory bodies. Any comments or changes will be brought back to the Cabinet before it is adopted.

5. RECOMMENDATION

- 5.1 That the Cabinet approves the Design Brief as draft Interim Planning Guidance for a period of public consultation.

BACKGROUND INFORMATION

Huntingdonshire Local Plan Alterations June 2002

Huntingdonshire Design Guide SPG Sept 2004

Huntingdonshire Landscape & Townscape Assessment SPG Sept 2004

St Neots Community College Urban Design Framework May 2005

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