

**DEVELOPMENT BRIEF
THE GRAND CINEMA, RAMSEY
(Report by HEAD OF PLANNING SERVICES)**

1. INTRODUCTION

- 1.1 This Development Brief has been produced to present the planning policy context and design parameters that should be used to guide future re-development proposals for the Grand Cinema site and adjoining land in Ramsey.
- 1.2 Cabinet is asked to consider the Brief and approve it for consultation purposes. Once representations have been received and considered, it is intended to adopt the document as Interim Planning Guidance (IPG) for use when considering development proposals.

2. BACKGROUND

- 2.1 The Grand Cinema site is one of the sites identified for potential re-development in the Draft Conservation Area Management Plan for Ramsey. This Development Brief has been produced to guide design proposals to ensure that they are appropriate to their context.
- 2.2 The site to which the Brief applies includes land in three separate ownerships and includes the District Council-owned car park and toilets.
- 2.3 The Grand Cinema no longer operates but its loss as a community facility in the town would be unfortunate. The brief therefore specifies that re-development should provide alternative community services, linked with residential development. It is likely that the cinema building itself will not be retained, but the option to retain other buildings on the site remains.

3. THE PROPOSALS

- 3.1 The purpose of the Brief is to establish some clear, guiding principles for development to ensure that the quality of the town centre is significantly improved by future proposals.
- 3.2 In addition to the provision of alternative community facilities, the Brief promotes the importance of achieving a strong and active building frontage to Great Whyte and New Road and a positive corner

treatment between them. It suggests appropriate building heights and positions, and provision of a shared access from New Road.

- 3.3 In addition, the Brief promotes high quality architectural design, in association with the recently-published Draft Conservation Area Character Statement and Design Code.
- 3.4 It is noted that should the Council-owned public toilets be included in the re-development area, alternative facilities would require to be provided within the new publicly-accessible building.

4. CONCLUSION


- 4.1 Production of a Development Brief is best practice and will help to secure the most appropriate form of development if this land is re-developed. If Cabinet approves the document, 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 the document is adopted.

5. RECOMMENDATION

- 5.1 That the Cabinet approves the Development Brief as a basis for further discussion and consultation

BACKGROUND INFORMATION

Huntingdonshire Design Guide SPG 2004
Huntingdonshire Landscape & Townscape Assessment SPG 2004
Draft Conservation Area Boundary Review IPG 2005
Draft Conservation Area Character Statement IPG 2005
Draft Conservation Area Management Plan IPG 2005

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