

**DESIGN BRIEF  
ALFRED HALL MEMORIAL FIELD / EYNESBURY ROVERS FC  
(Report by PLANNING POLICY MANAGER)**

**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 and comments received, and adopt the document as Interim Planning Guidance, once representations have been reported and considered.

**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. CONSULTATION RESPONSE**

- 4.1 A public exhibition was held in the college in January 2005 to display the draft proposals for the whole of the Ernulf Urban Design Framework, for which this area is part. A public meeting followed. Letters were posted to all neighbours on 9<sup>th</sup> September 2005 informing them of the start of the consultation period for this Design Brief. A public notice was placed in the St Neots local press on 15<sup>th</sup> September as well. The expiry date for comments was 6<sup>th</sup> October 2005.
- 4.2 All comments made and the Council's responses to them are presented in Annex 1.

## **5. CONCLUSION**

- 5.1 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.

## **6. RECOMMENDATION**

- 6.1 That the Cabinet authorises the revisions to the document as presented in Annex 1.
- 6.2 That the Cabinet delegates adoption of the revised document, incorporating minor consequential amendments, as Interim Planning Guidance, to the Executive Member for Planning Strategy, in consultation with the Head of Planning Services.

## **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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