

Friends of
Mitcham's Corner

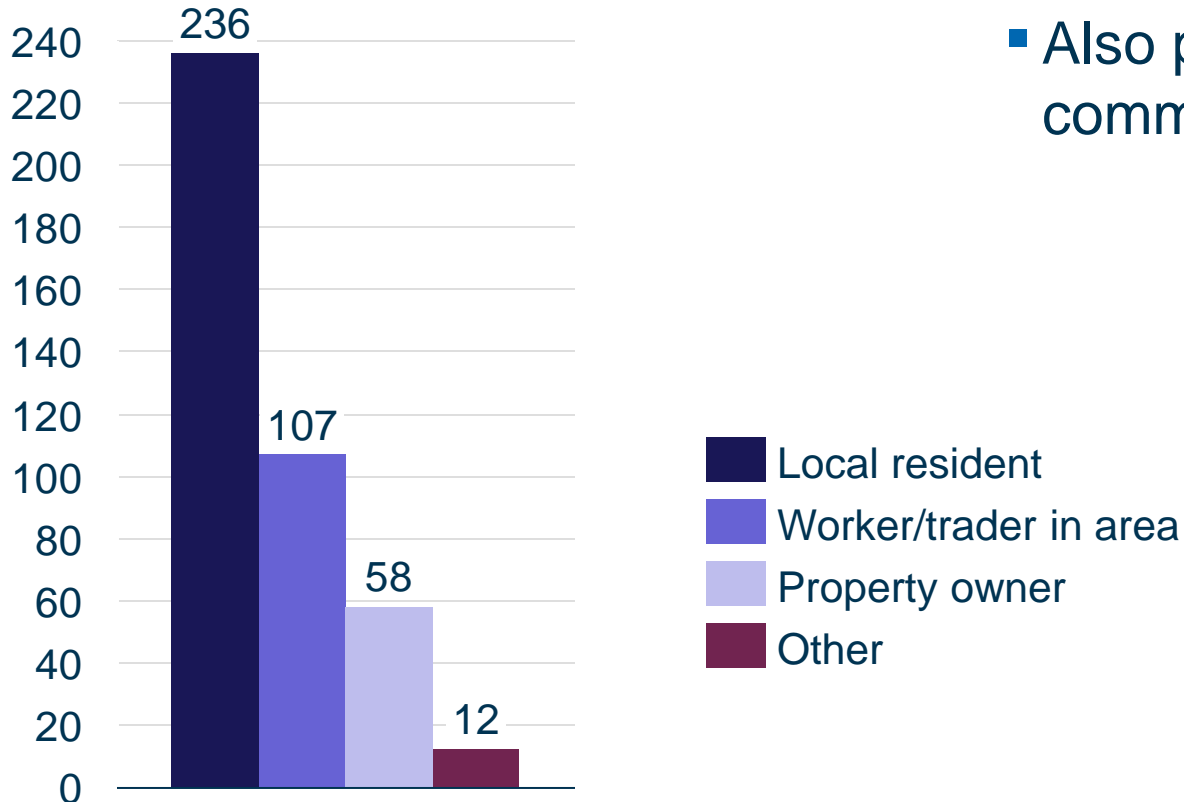


Survey on the future of Mitcham's Corner

We invited residents, traders and local workers to take part

- 200 people on FMC mailing list (emailed)
- 1400 homes (leafleted)
- 100 traders (visited)
- Westbrook Centre (emailed)

We got an excellent response of 20% (350)

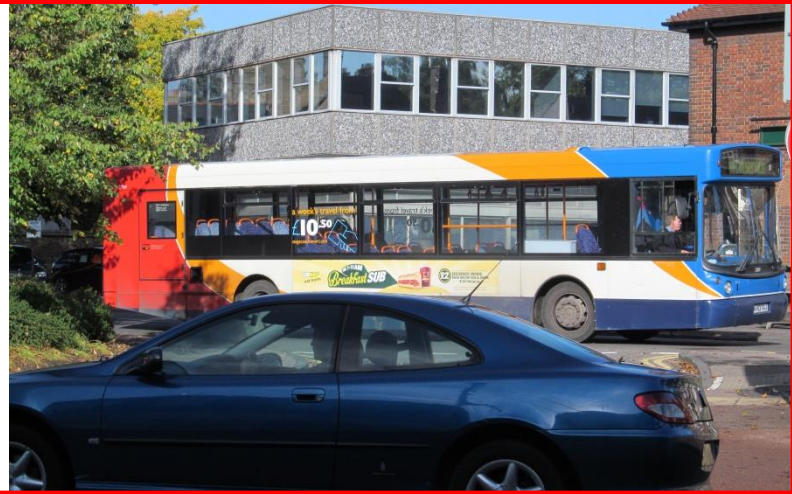


- Also provided 60 pages of comments

(People can be in several categories)

The statements that got the strongest positive response cover two main areas

**TRANSPORT
SYSTEM**

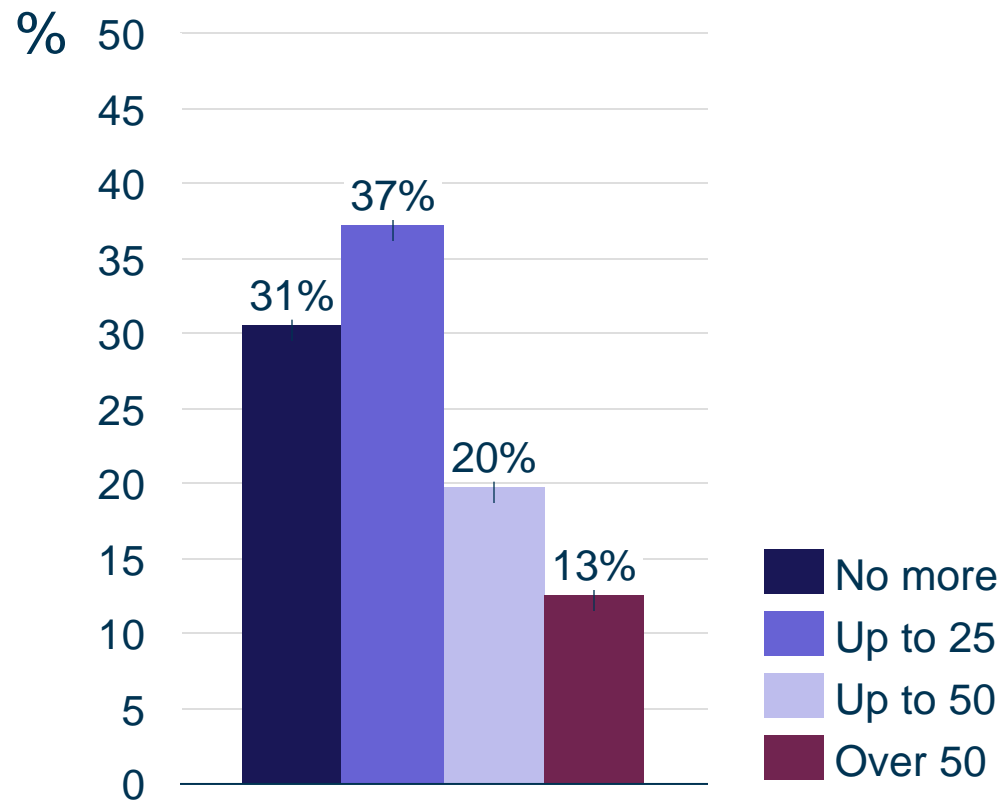


**CHARACTER
OF MC**

The transport system – all these responses had 75% or more agreeing

- One-way gyratory replaced with a simpler junction **75%**
- Traffic reduced in density, speed, etc. **78%**
- System favouring pedestrians, cycles and buses **79%**
- Convenient local access to buses **81%**
- Improved pavements **85%**

70% believe there should be more parking



(100 people also submitted comments – the greatest number for any question)

- Support for a moderate amount of extra parking
- Traders tend to regard parking as more important
- Good bus services would reduce demand for spaces by workers and shoppers

The character of Mitcham's Corner is also a major concern

- A positive focal point, e.g. public art **66%**
- Should be a distinct neighbourhood **66%**
- A design code to guide new development **69%**
- Better access to river and Jubilee Gardens **72%**
- A public space which people want to visit **76%**
- Development should reflect existing mix of buildings **78%**
- A range of leisure venues and eating places **82%**
- A range of small specialised retailers **85%**

Other statements got a cooler response, or divided opinion

- A flagship store **20%**
- A distinct architectural style **33%**
- Area should be residential in nature **37%**
- An arts venue **52%**

Many of the transport goals could be delivered by the City Deal project ...

- System that favours buses
- Traffic reduced in complexity
- Gyratory replaced with simpler junction
- Improved pavements

... but the system must serve MC – and not just take traffic through it

- Convenient local access to buses
- More parking spaces
- System that also benefits cyclists and pedestrians

Crucially, the survey shows an equal balance in importance between transport and character

**TRANSPORT
SYSTEM**



**CHARACTER
OF MC**

To get what we want, we need to be closely involved with the planning process

- Liaising with Councillors, planners and Council officers
- Talking with developers and landowners
- Contributing concrete ideas to consultation
- Increasing local awareness and building consensus



Detailed analysis

Detailed analysis

- The **average ratings** are calculated by assigning scores to the answers from 1 (strongly disagree) to 5 (strongly agree)
- Statements are colour-coded based on their ratings:



1 to 5



6 to 10



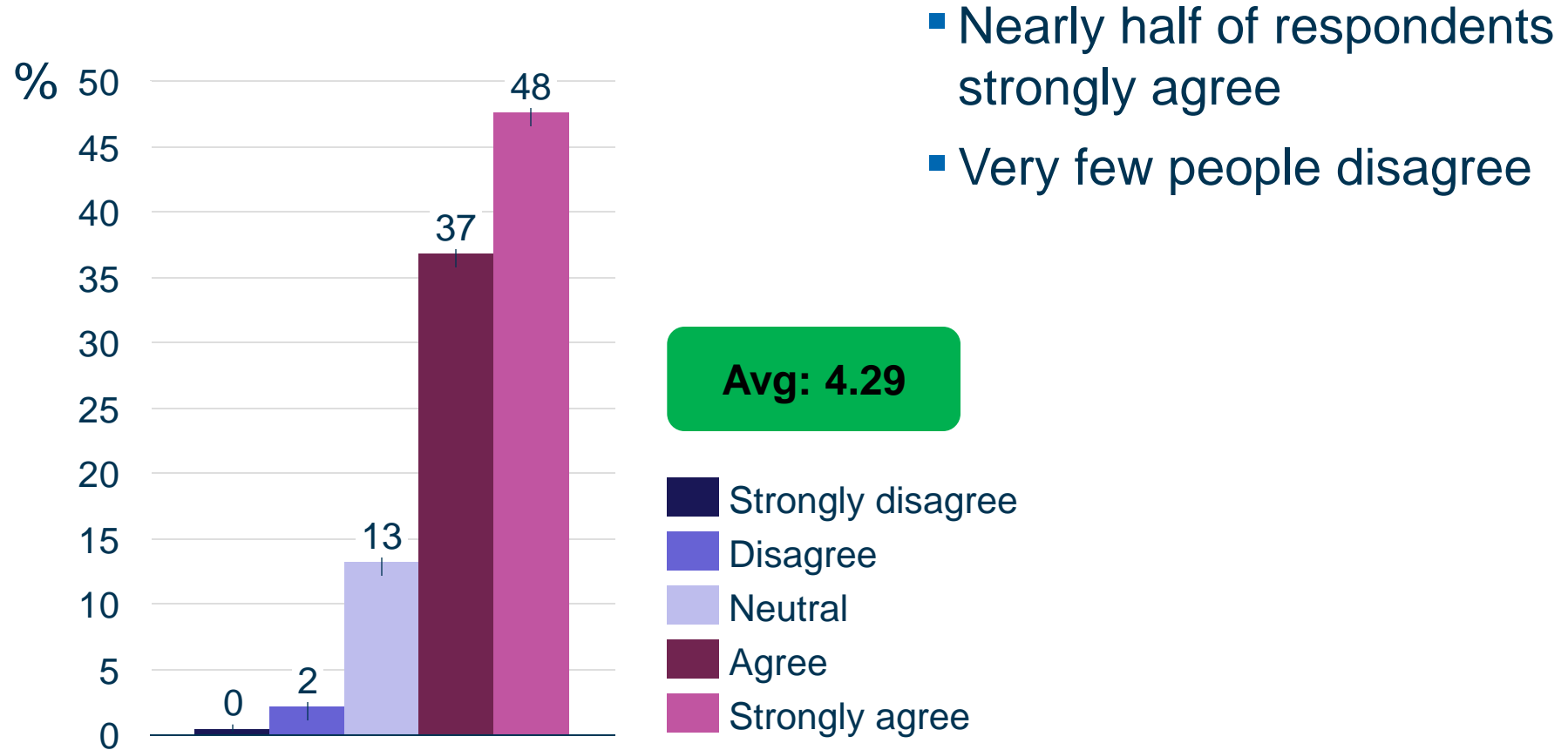
11 to 14



15 to 17

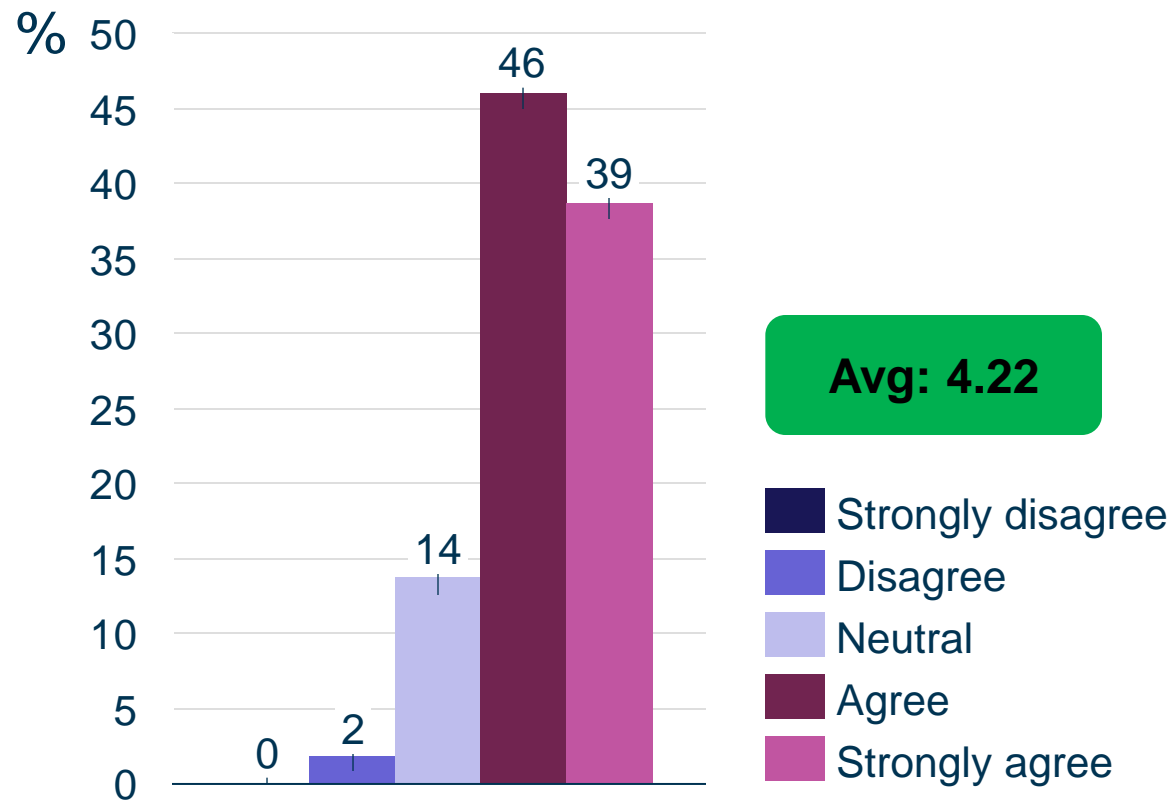
Rank		Av. rating
1	Improved pavements	4.29
2	Independent retailers	4.22
3	Traffic reduced	4.15
4=	Favours buses, cycles, pedestrians	4.14
4=	Local access to buses	4.14
6	Development in line with character	4.07
7	Leisure venues	4.06
8	Simpler road junction	4.00
9	Public space	3.94
10	Distinct neighbourhood	3.90
11	Access to river	3.88
12	Design code	3.80
13	Focal point	3.73
14	Arts venue	3.49
15	Residential in nature	3.19
16	Distinct style of architecture	3.09
17	Flagship store	2.81

1. There should be improved pavements, especially for the elderly, disabled, mothers and children, etc. (Q16)



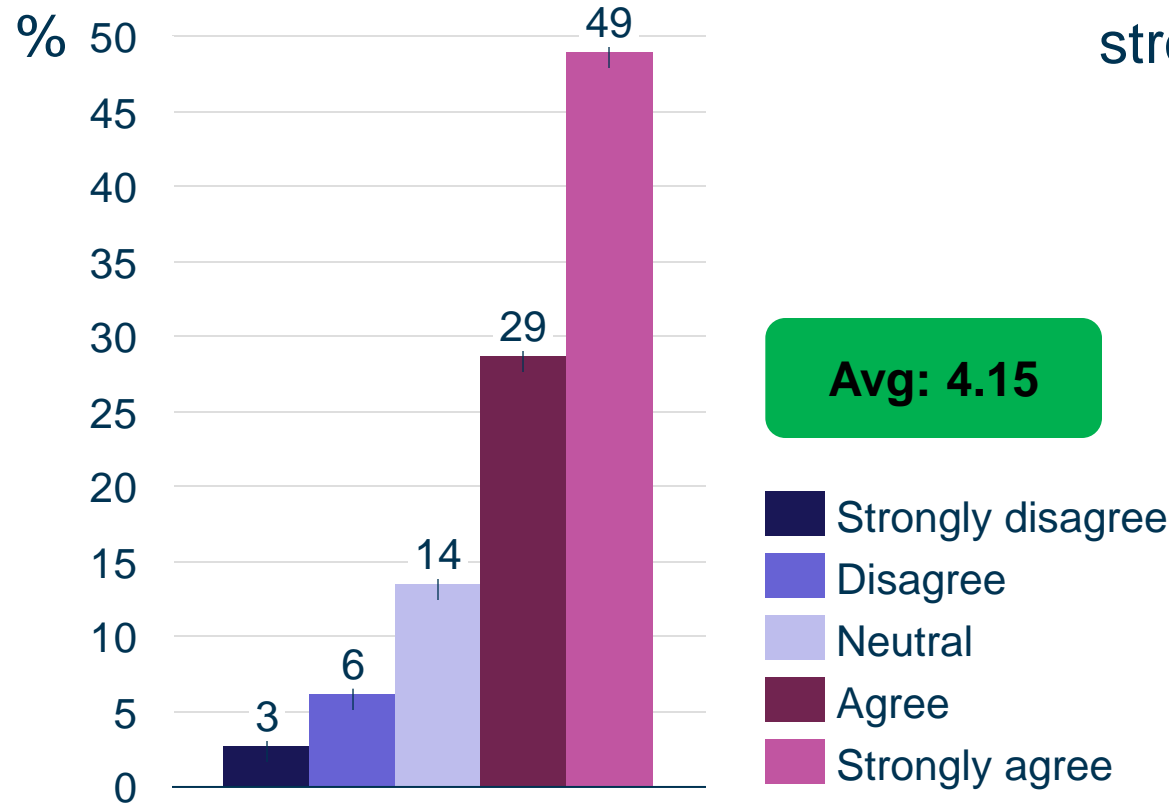
2. Mitcham's Corner hub should have a range of small specialised retailers (Q9)

Very few disagree



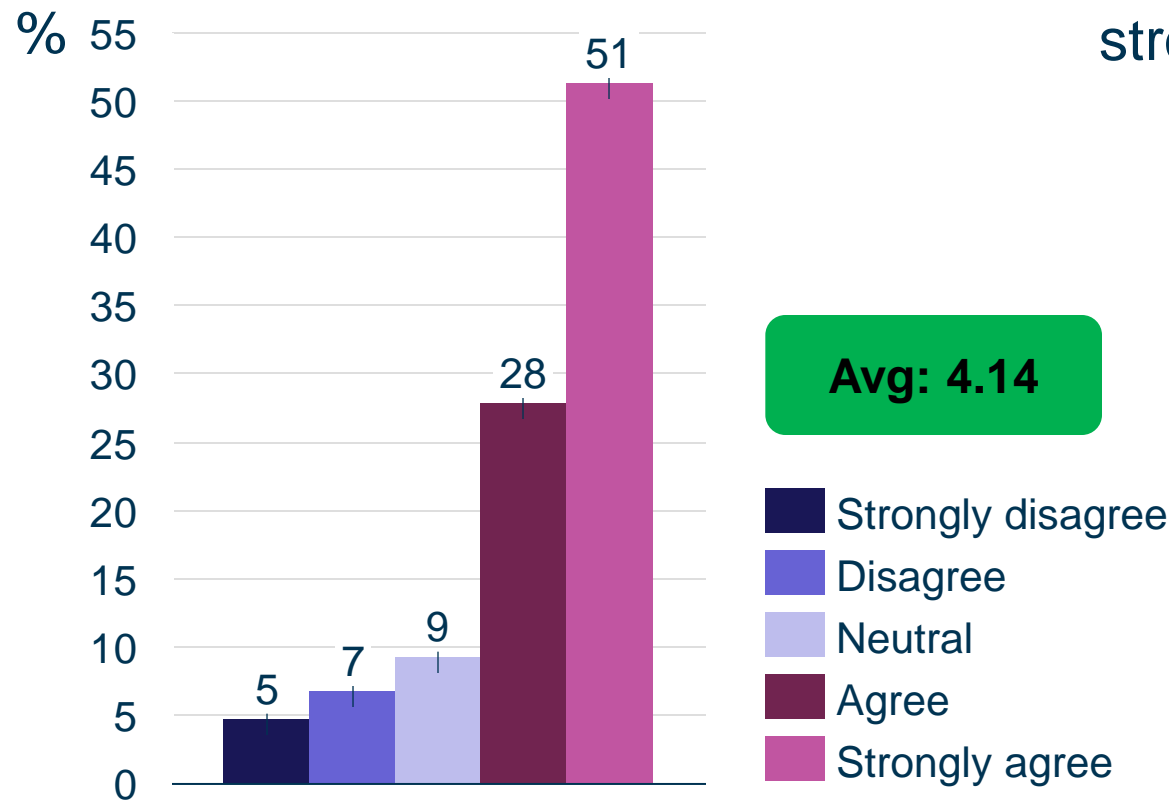
3. Traffic flow at Mitcham's Corner should be reduced in density, speed & complexity (Q13)

- Nearly half of respondents strongly agree



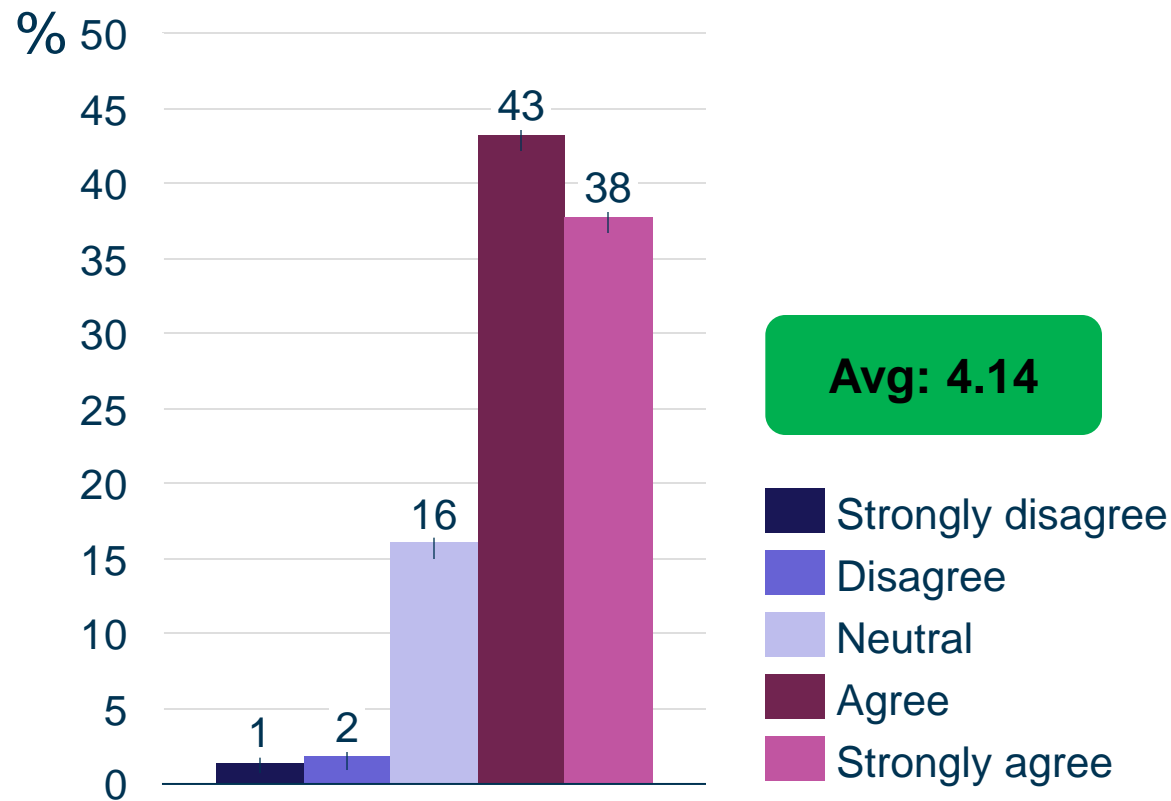
4=. The system should favour journeys on foot and cycle, and use of public transport (Q15)

- Over half of respondents strongly agree

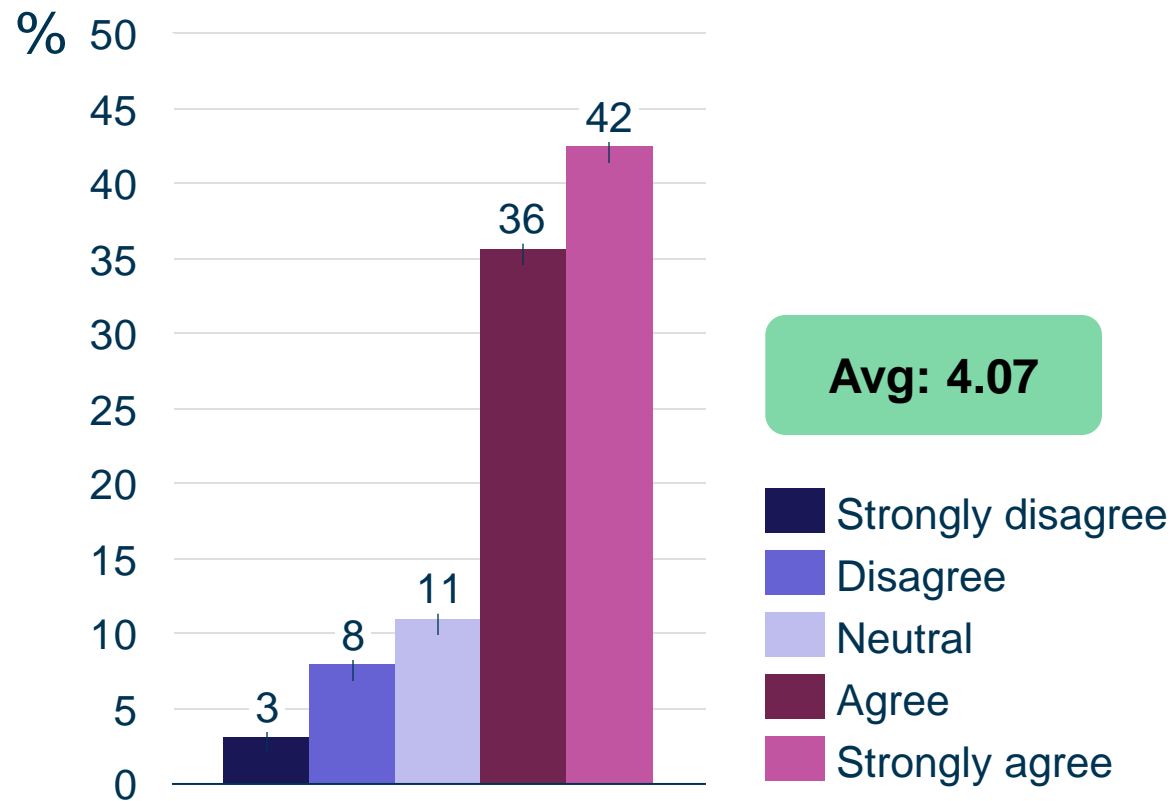


4=. There should be convenient access to local buses – stops for different routes should be close to each other (Q17)

■ Very few disagree

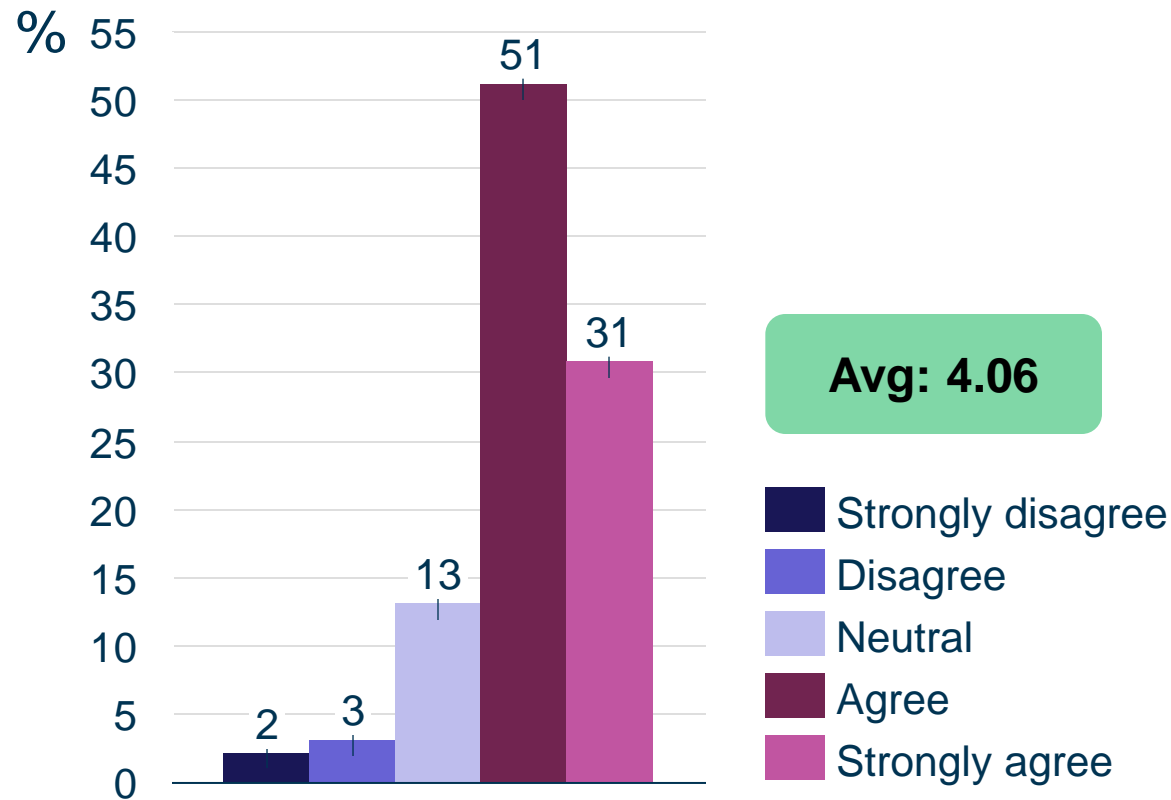


6. Development should reflect the existing mix of buildings and not be out of character in terms of scale, height, density or architectural style (Q18)

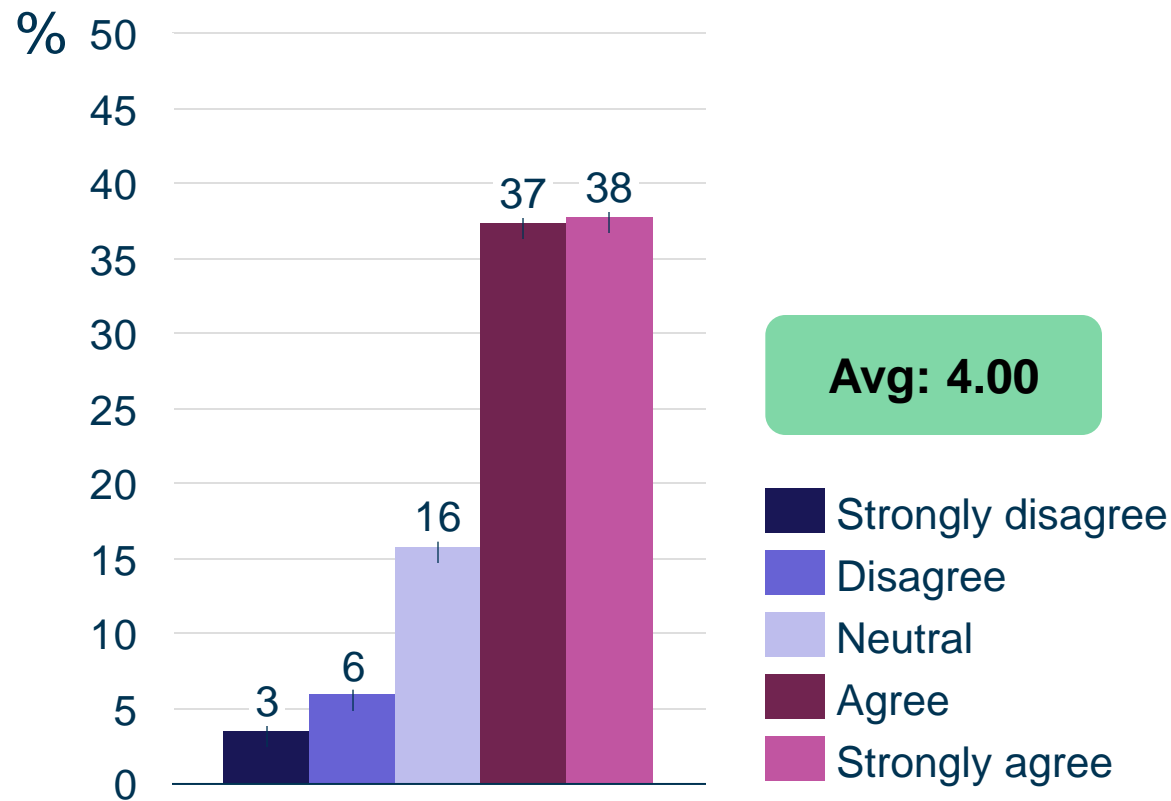


7. Mitcham's Corner hub should offer a range of leisure venues and eating places (Q8)

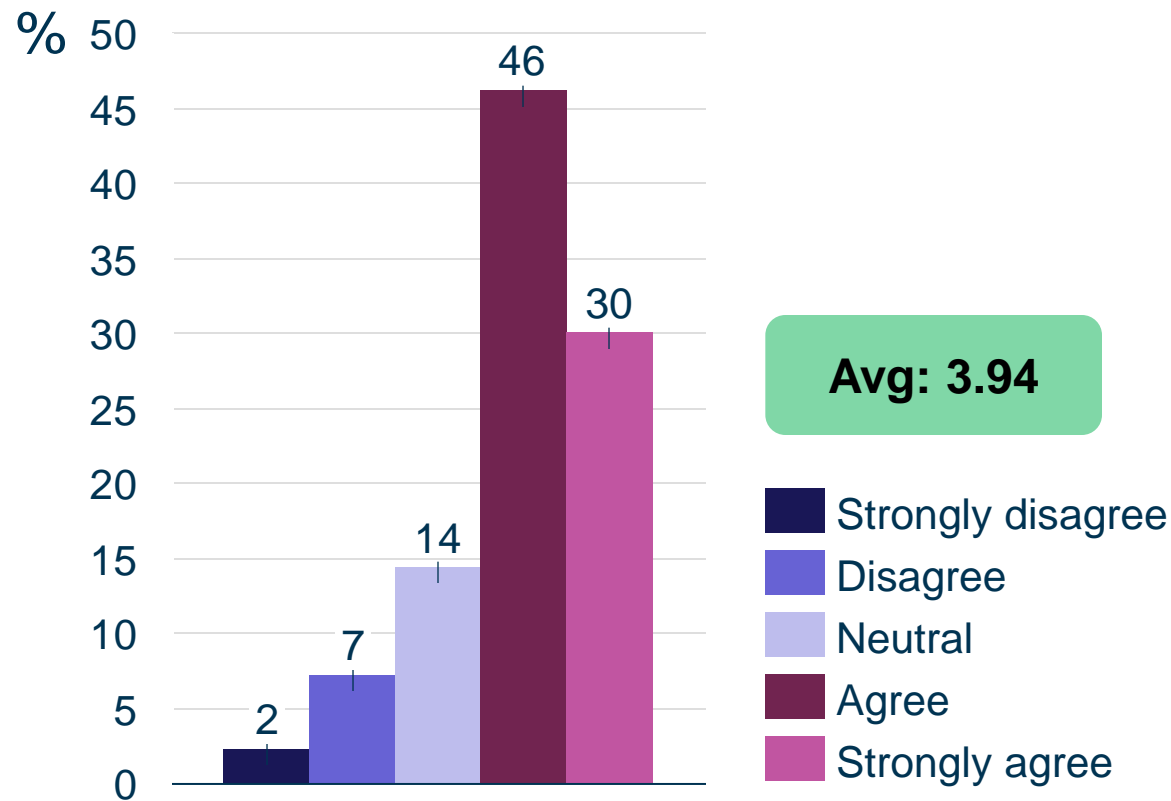
■ Few disagree



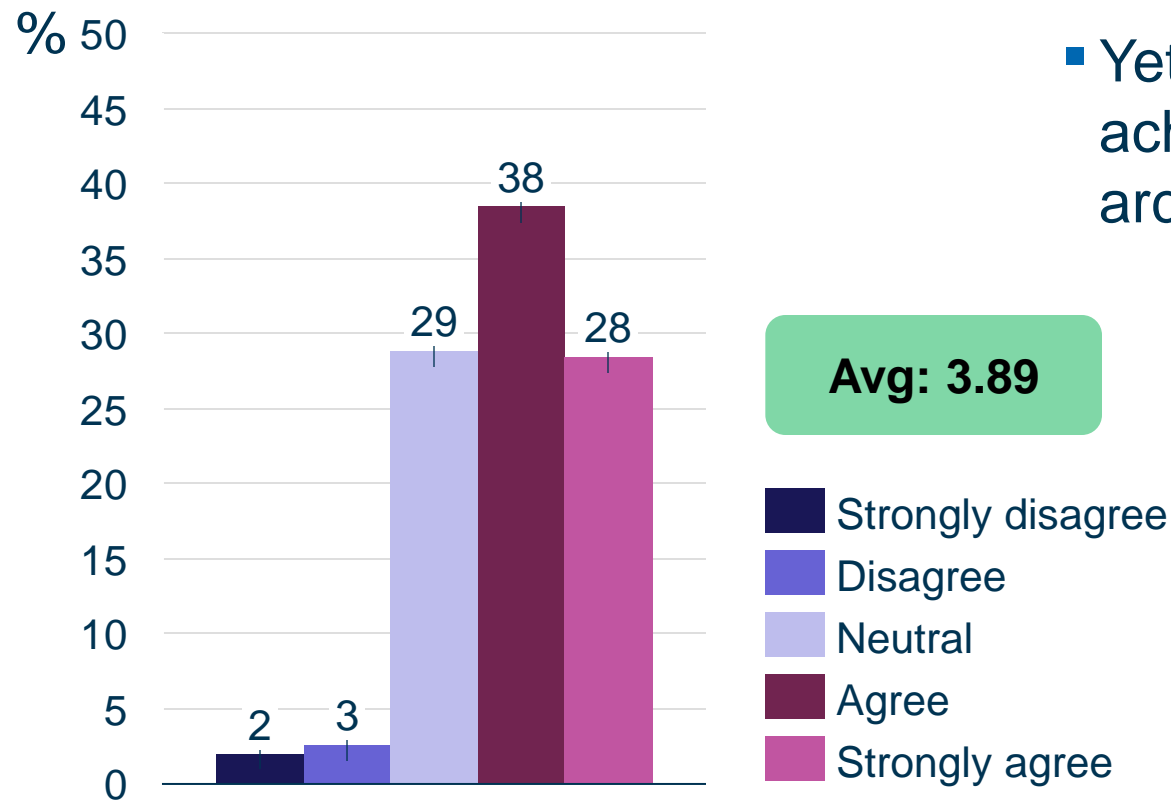
8. The one-way system should be replaced with a simpler junction between Milton Road and Chesterton Road (Q14)



9. Mitcham's Corner hub should offer a public space which people want to visit (Q5)



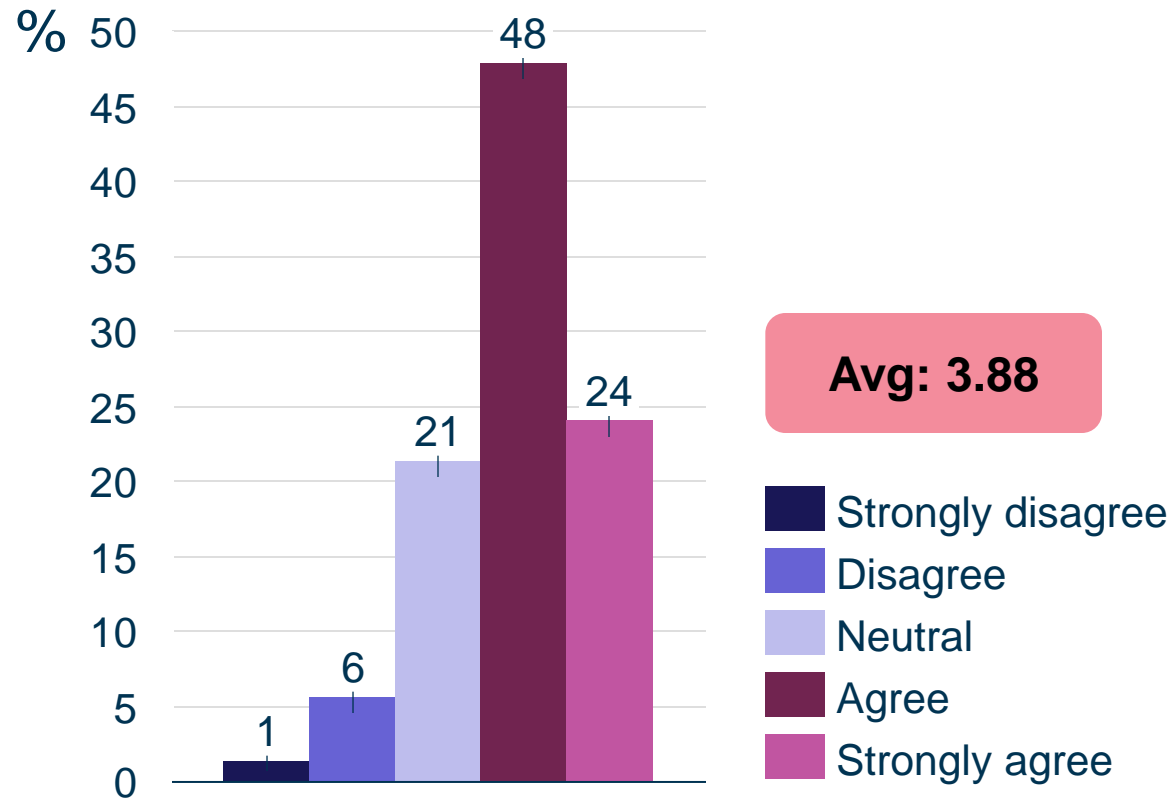
10. Mitcham's Corner should be a distinct neighbourhood (Q3)



- Few disagree
- Yet people do not want this achieved by using a “distinct architectural style” (Q.19)

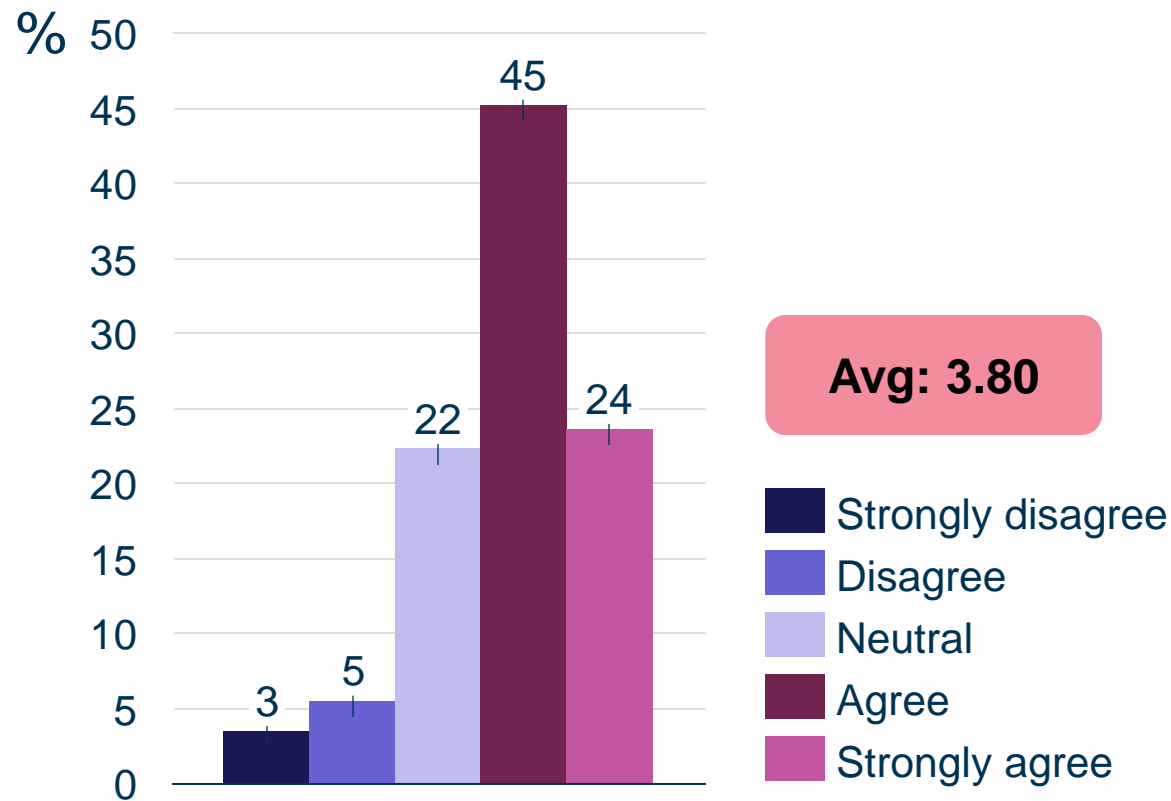
11. Mitcham's Corner hub should have better access to the river and Jubilee Gardens (Q7)

■ Not much strong feeling



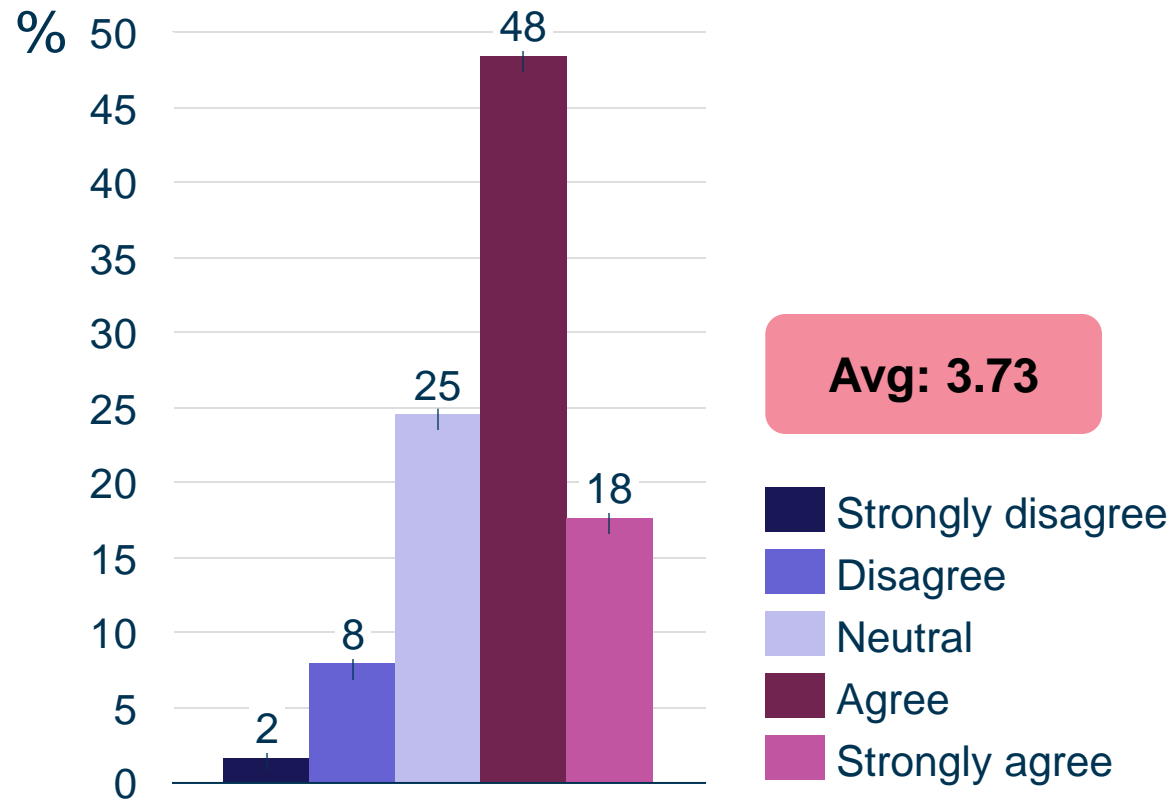
12. A design code should be developed which will guide new developments (Q20)

■ Not much strong feeling



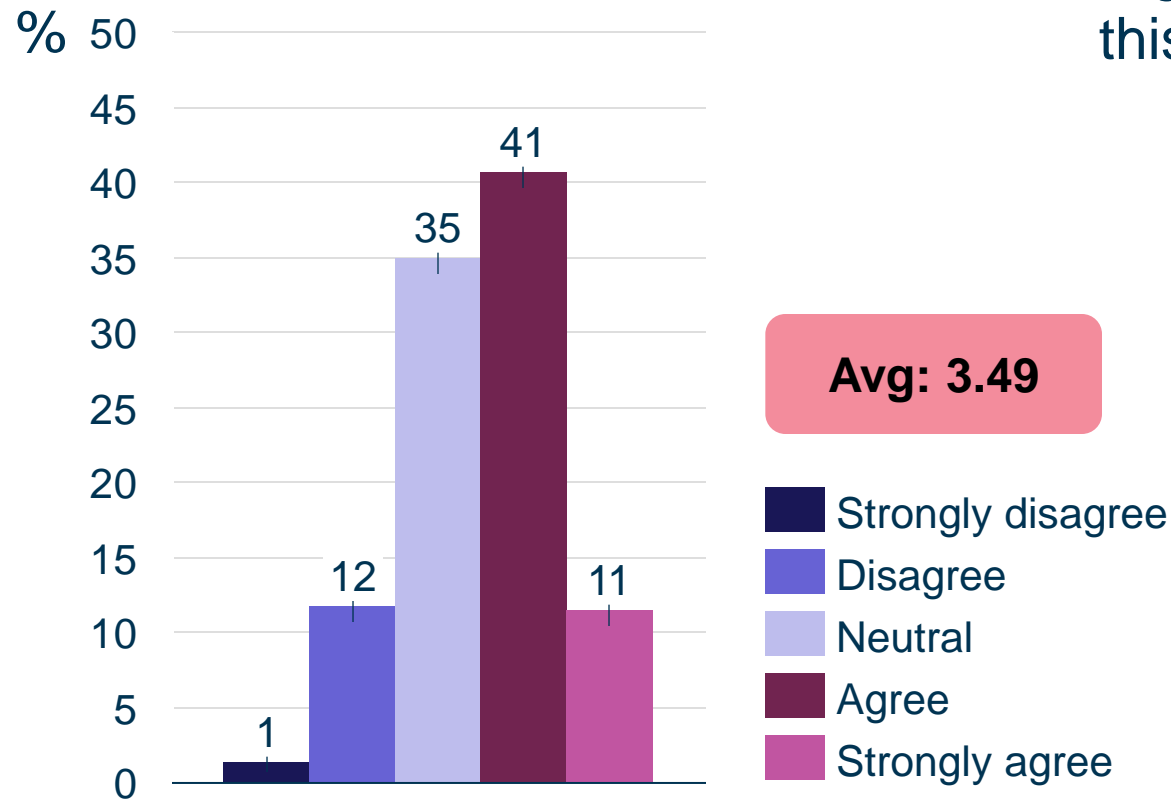
13. Mitcham's Corner hub should have a positive focal point (Q6)

■ Little strong feeling



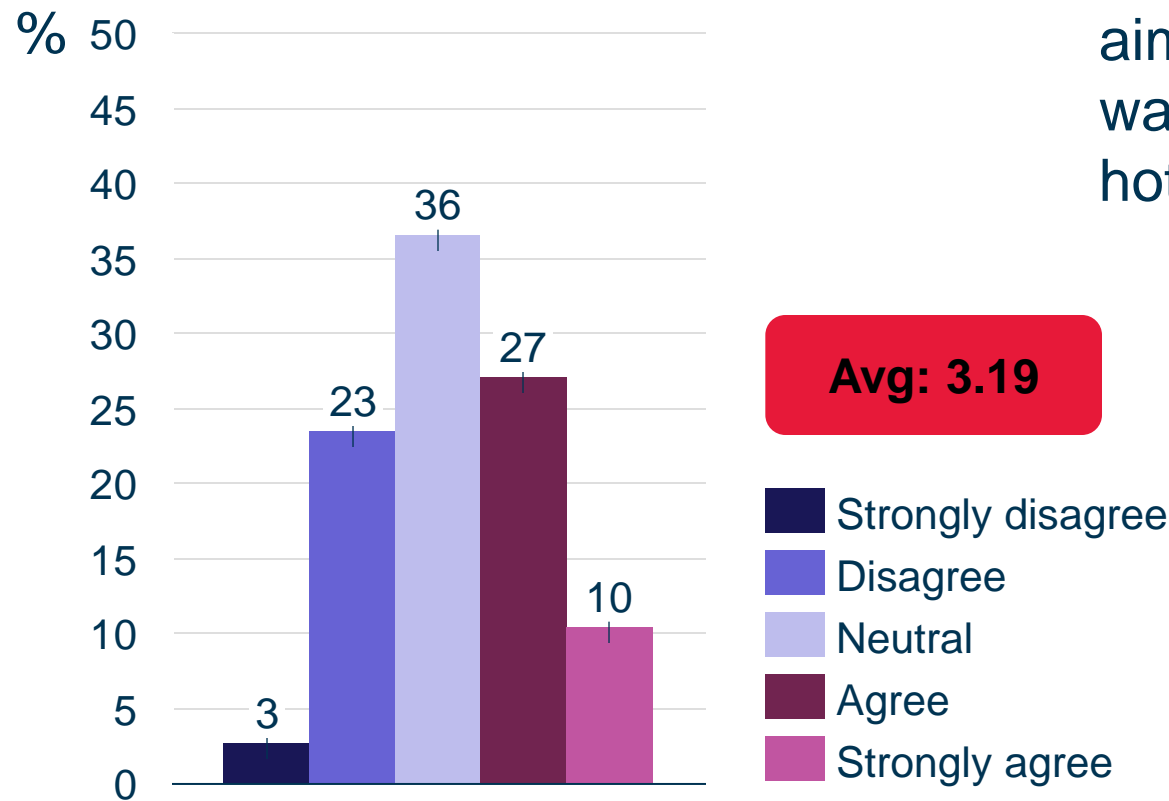
14. Mitcham's Corner hub should have an arts venue (Q11)

- Significantly lower rating for this and the remaining items



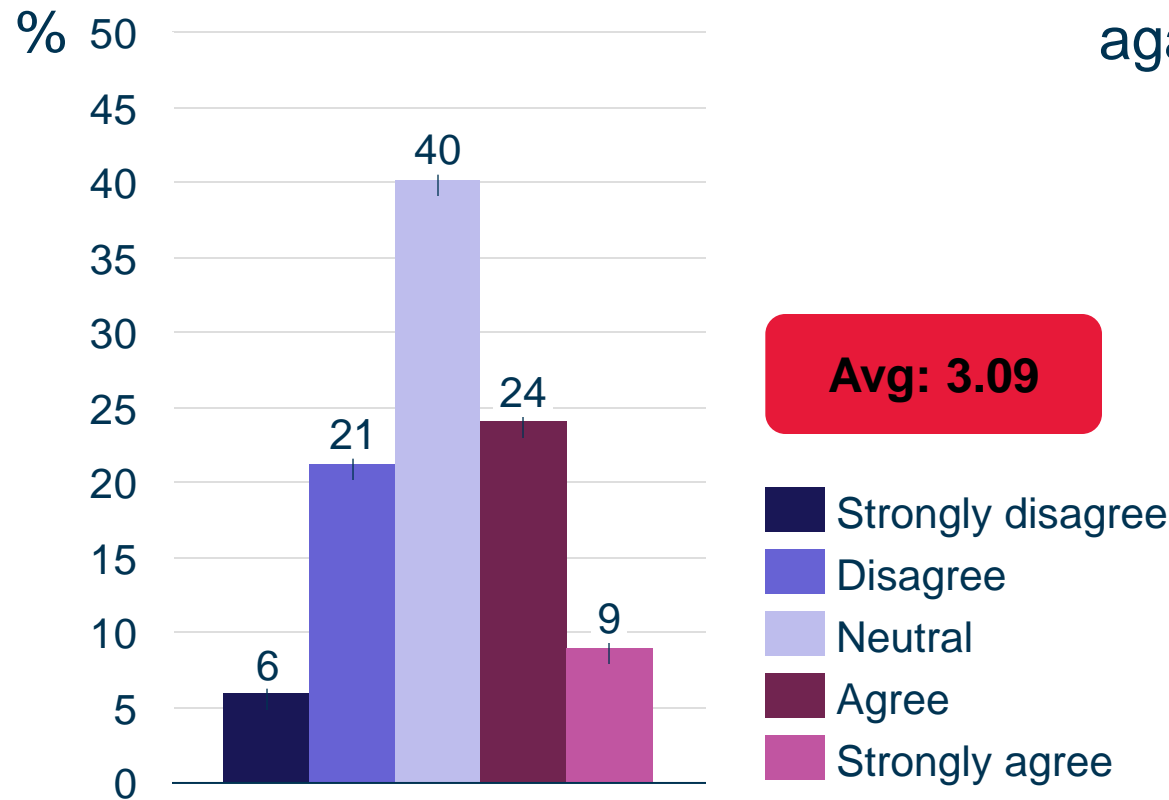
15. The Mitcham's Corner area should be residential in nature (Q4)

- Question may be unclear: it aimed to see if people wanted to restrict apart-hotels and student hostels

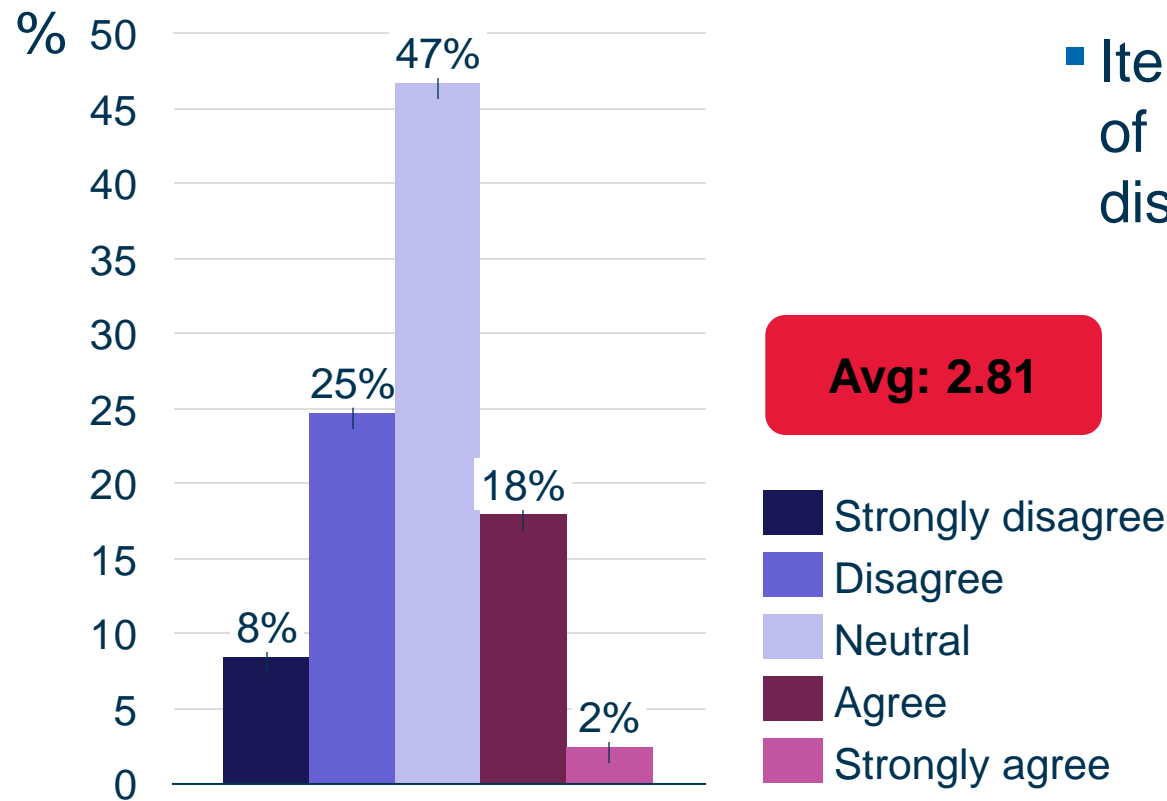


16. A distinct architectural style should be developed for MC which distinguishes it within the city of Cambridge (Q19)

- Little strong feeling for or against

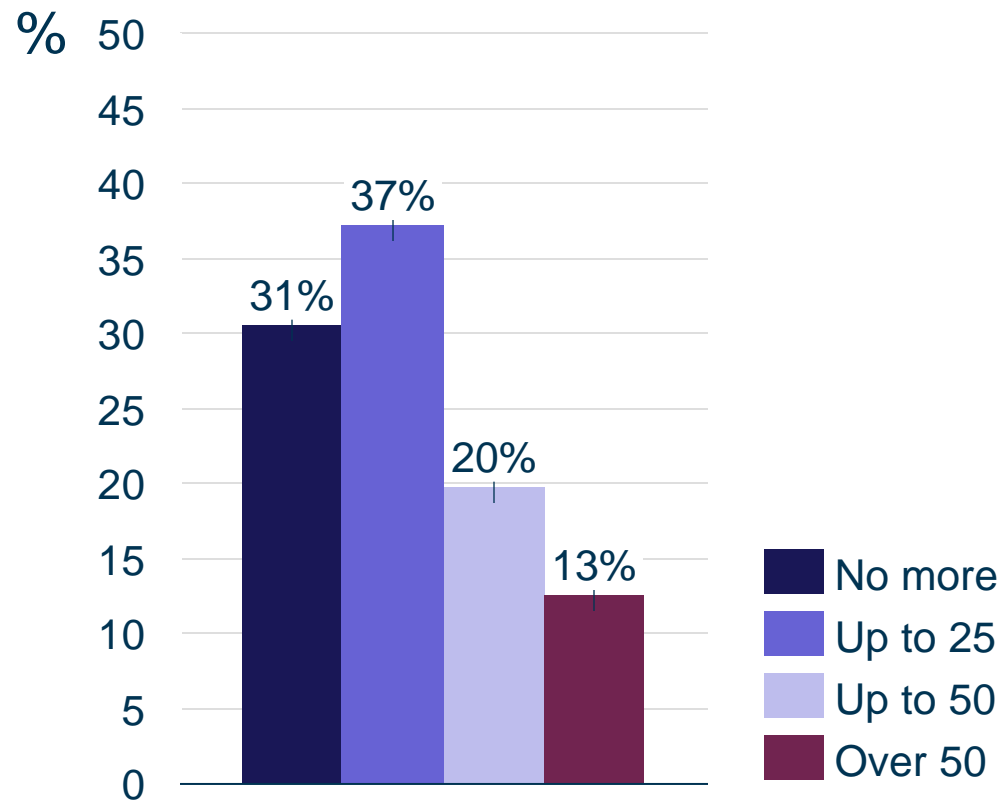


17. Mitcham's Corner hub should have a flagship store (Q10)



- Only 20% in favour
- Item with largest proportion of respondents strongly disagreeing

How many additional public parking spaces should there be? (Q12)



- Reasonable support for a moderate amount of extra parking
- Traders tend to regard parking as more important
- Good bus services would reduce demand from workers and shoppers