

Huntingdonshire Landscape and Townscape Supplementary Planning Document 2022

Huntingdonshire District Council | Huntingdonshire Landscape and Townscape Supplementary
Planning Document 2022

Chapter 6 - St Neots SPA: St Neots

6 St Neots Spatial Planning Area

St Neots

- 6.1** St Neots is situated on the River Great Ouse approximately 9 miles south of Huntingdon to the south of the District.

Landscape Setting

- 6.2** St Neots is located at the southern edge of the Great Ouse Valley Landscape Character Area. The landscape to the west lies within the Southern Wolds and the South East Claylands lie to the east. The setting provided by the River Great Ouse is strongly integrated into the fabric of the town. It is the close association of the town with the river, both historically and currently, in terms of visual links, public open space, ecology and recreation, that gives St Neots a strong sense of place and a highly distinctive landscape setting. The open river floodplain and countryside between the settlements of St Neots and Little Paxton, as well as the landscape between these settlements and Hail Weston, Duloe, Wyboston and Little Barford, performs an important function providing a landscape gap separating these settlements and ensuring that they each retain a clear and distinct identity.
- 6.3** To the east of St Neots, the landscape of the Central Claylands comprises agricultural land with large open fields and limited boundary vegetation. The landscape is influenced by the East Coast mainline railway, large scale industrial development along Cromwell Road and late 20th and 21st century development east of the railway line at Loves Farm and Wintringham Park.

Edges and Visual Prominence

- 6.4** The A1 frames the settlement along its western boundary and the East Coast mainline railway traditionally formed a strong eastern edge although Loves Farm has introduced residential development screened by boundary planting to the north east. Strategic development at Wintringham Park located beyond the railway line is underway which will see the A428 form the western edge to the settlement.
- 6.5** St Neots is not widely visible from the surrounding landscape except when approached from Abbotsley to the south east, or Great Paxton to the north. Vegetation surrounding many edges of the town helps to screen and filter views to the urban edge, particularly along the A1 to the west of the village and the railway line to the east.
- 6.6** The Great Ouse Valley Landscape Character Area bisects the town resulting in a very strong relationship between the two. In the northern part of the town Lammas Meadow and Islands Common provide rough grassland separating St Neots from Little Paxton to the north. The narrowest section of the Great Ouse Valley Landscape Character Area where it passes through the town is crossed by the B1428 St Neots Road linking the original settlements of Eaton Ford and Eaton Socon with St Neots. This lies at the heart of St Neots providing the main connection to the town centre. On the eastern bank the Great Ouse Valley landscape character area connects directly into the town centre with buildings such as the Priory Centre immediately adjoining the river. Boat clubs, a marina and campsite all reflect the interconnectedness of the river valley landscape with the town.
- 6.7** The Great Ouse Valley Landscape Character Area hosts the very extensive Riverside Park which is situated on the western bank of the river and lies both north and south of the St Neots Road bridge. Riverside Park provides a wide variety of both formal and informal leisure facilities for the residents of St Neots as well as for visitors to the town strongly reinforcing the connection between the landscape and the town itself. The Ouse Meadows leads south to the cricket ground and the Castle Hills scheduled monument a Norman ringwork castle overlaying an earlier Saxon settlement which provides an attractive group of earthworks and trees.

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- 6.8** Further south the Willow Bridge and its linked paths provide pedestrian and cyclist access across the widest part of the Great Ouse Valley Landscape Character Area within the town. These connect the eastern edge of Eaton Socon close to the Castle Hills scheduled monument across to the Ernulf Academy and One Leisure complex. The river and its floodplain are approximately 1km wide in this area.
- 6.9** The southern section of the river valley between Eaton Socon and Eynesbury is dominated by former gravel extraction pits now comprising lakes. This area hosts two marinas both of which are directly overlooked by homes. The area has more trees further north, as well as meadows and Barford Road pocket park. The A428 provides the second vehicular crossing of the Great Ouse Valley Landscape Character Area for St Neots; much of the route is screened by trees and hedging but occasional glimpses of the Great Ouse Valley can be obtained.

Townscape Character

- 6.10** The historic market town of St. Neots straddles the River Great Ouse. The valley narrows as it passes through the historic heart of the town where it provides the setting to a number of historic buildings along the eastern river bank. A single crossing of the river at Town Bridge connects the two urban areas and provides a gateway into the historic core where the market place is a key node in the urban fabric.
- 6.11** The urban area has increased significantly through post war development and is now physically constrained by the A1 to the west and the East Coast rail line to the east. The town still retains many historic features including a market square bordered by 2-3 storey town houses with Georgian facades, a number of ancient churches, attractive parks and common land. The original villages of Eynesbury, Eaton Ford and Eaton Socon can still be clearly identified and provide focal points along the main routes through the town. The urban fabric is punctuated by significant areas of green space notably at Priory Park to the north east, and along Hen Brook and Duloe Brook.
- 6.12** The town has good communication links, being accessible to the A1, the A428 and the East Coast mainline railway. Development to the east of the East Coast mainline railway at Wintringham Park is underway and will form a large urban extension to the town. The character of this area will therefore evolve over many years as the development is built.
- 6.13** The settlement is of varied character and 20 character areas have been identified (Figure 6.1 and can be viewed on the [interactive map](#)). The greatest diversity of character is found around the original settlement to the east of the river. Here, the Historic Centre is interconnected to areas of 19th and early 20th century housing at Phoenix Square and Avenue Road. There are traditional building materials found in the Historic Centre and village cores include timber frame, buff and multi buff brick, cobbles, slate and plain gault clay tiles. The original village of Eynesbury is distinct in character from the surrounding and more recent housing development. 18th and 19th century buildings dominate the road frontage between Eaton Socon and Eaton Ford creating a historic route through the surrounding peripheral estates. Priory Park and Hen Brook provide important areas of open space. Large-scale industrial development dominates the southern and eastern edges of the settlement.

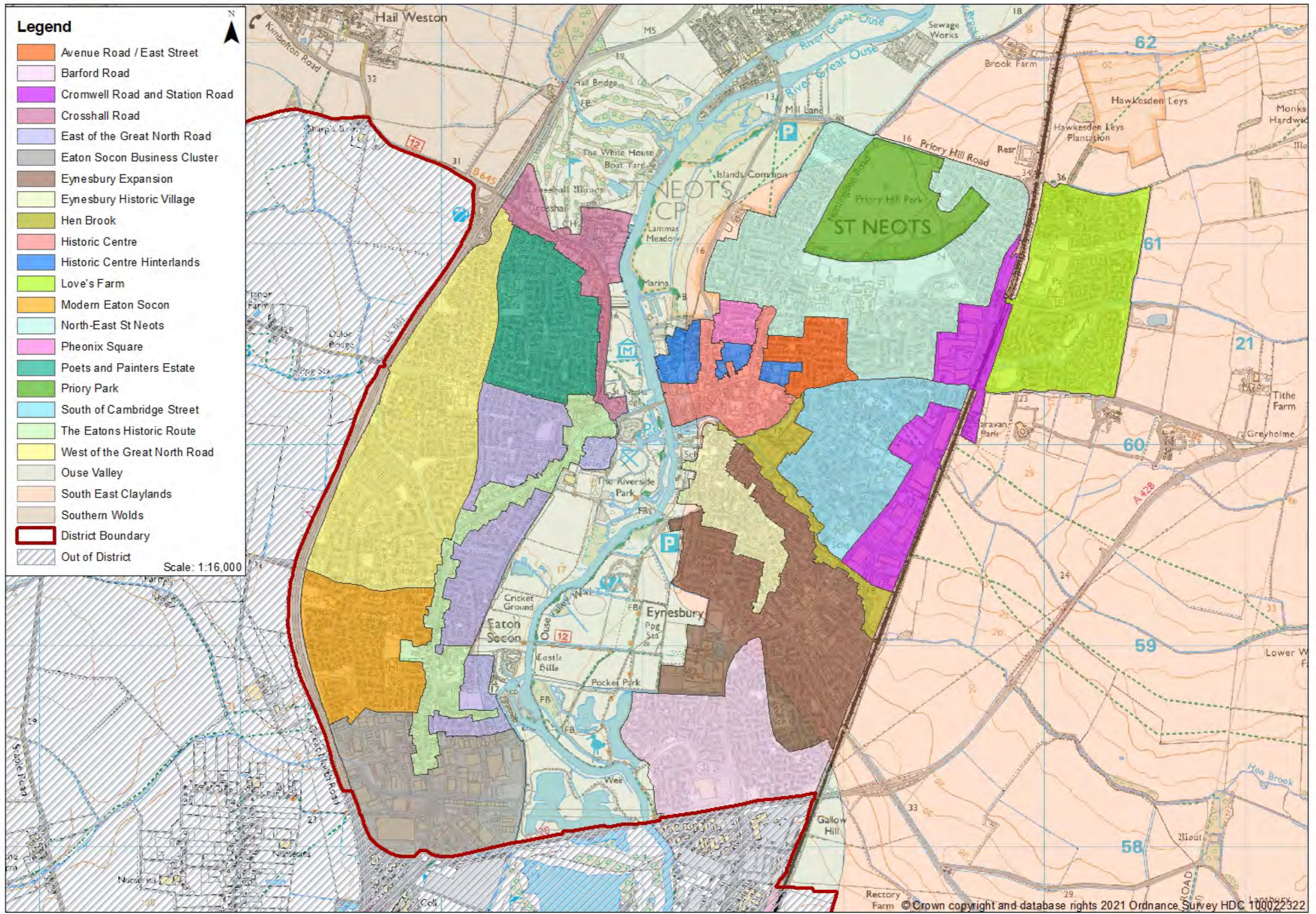


Figure 6.1 St Neots Character Areas

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Key Features

Historic routes	Roman road: A1. North-south route through Eaton Ford and Eaton Socon
Historic gateways	St Neots Road bridge
Landmarks	St Mary's in St Neots, Paines Mill in Market Square, Paine's Corn Mill in Phoenix Square, St. Mary's in Eynesbury, St Mary's in Eaton Socon
Memorable areas	The Market Square, St Neots Road bridge, the former village cores, the Riverside Park and Priory Hill Park
Key views	To the river from St Neots Road bridge, from Priory Park to urban edge, from Crosshall Road across the Great Ouse valley



The riverside area sets a key characteristic for St Neots' town centre



The market square provides a key urban space in the town centre with modern surfacing and trees on the western edge



Riverside Park provides large scale green infrastructure through the heart of the town



St Mary's church, Eaton Socon is largely 15th century in appearance although much was rebuilt in the 20th century after fire damage, the four stage square tower forms a strong feature in local views

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St Neots Character Area 1: Historic Centre



The High Street contains a wide variety of buildings and strong historic characteristics above the ground floor shop frontages



The southern side of the Market Square includes a high proportion of listed buildings reflecting its high townscape value

- 6.14** The Historic Centre of St Neots is located to the east side of the River Great Ouse and is closely associated with the river. The area has a historic street pattern and contains historic buildings and landmarks that generate a strong sense of place and help define the distinctive character of the town. There is a medieval street pattern and back of pavement development creates well-defined spaces and a strong sense of enclosure. The area is of varying ages with some buildings dating back to the 1730's and earlier, but many streets include modern infill. There is a mix of uses including shops, offices, hotels, pubs and places of worship with some residential properties. The Historic Centre can be congested with traffic at times of peak travel.
- 6.15** The large Market Square forms a strong feature in the townscape. The southern side forms a large group of listed buildings. These are mainly from the early 19th century although often with earlier elements to them. Many are three storeys in height with gault brick and tile roofs being dominant materials. The Market Square contains several landmark buildings which add to the quality of the townscape. Paines Brewery is the most distinctive building on the southern side with a symmetrical facade of 3 storeys and 7 windows wide with a clock at second floor level and the inscription '1831'; the earliest parts of the buildings however date back to the 17th century. The Old Falcon Inn situated on the western side of the Market Square contains elements ranging from the 15th to 19th centuries illustrating how buildings evolve over time. In the centre of the Market Square is Day's Column. Erected in 1832 this is a large cast iron fluted column with four scrolled arms supporting lanterns on a stone pedestal which forms a focal point to the square. Building types include 2A, 2E, 7A and 5A.
- 6.16** The High Street effectively forms the northern side of the Market Square with a further cluster of listed buildings at the western end close to the the bridge over the River Great Ouse further reinforcing the quality of townscape in this area. These now house a range of shops and service units at ground floor level. The Bridge Hotel forms a landmark at the eastern end of the bridge; this originates from the 16th century with 19th century additions with painted brick to the ground floor and pebbledash above. Towards the eastern end of the High Street the United Reform church, building type 6B, provides the only break in the otherwise solidly commercial frontage.
- 6.17** Site allocation SN1 (St Mary's Urban Village) in the [Huntingdonshire Local Plan to 2036](#) is allocated for a mix of units containing approximately 45 homes and some retail floorspace. It includes Brook House, a Grade II* listed building, considered to be one of the finest buildings in St Neots. There are two other listed



Bridge House

buildings within the site, and several adjacent, including St Mary's Church. Several permissions have been granted covering the majority of the site. The redevelopment of this site will assist in improving its aesthetic contribution and reintegrate it with the surrounding area by improving permeability from the High Street to Brook Street and Hen Brook.

6.18 The southern part of the Historic Centre leads to the northern bank of Hen Brook and is a quieter area with a mixture of commercial and residential properties. Church Street and Brook View are mixed use areas with very diverse properties in terms of age, scale and building materials. Building types include 2A, 2B, 2D, 3E, 5A and 6A. Some late 20th century infill redevelopment has been integrated into the area, such as Church Meadows, reflecting building type 3E. The grade I listed St Mary's Church and its extensive churchyard provide a peaceful oasis within the town centre. The church mainly dates from the late 15th century, although a church has been on the site since the 13th century.



St Mary's Church

6.19 The Historic Centre also extends along main routes from the High Street north along New Street and Huntingdon Street and east along Cambridge Street. New Street demonstrates a strong character with buildings predominantly from the early to mid 19th century at the southern end including several listed buildings mostly in gault brick with large sash windows. Nos 14-18 comprise a low group of mid-19th century grade II listed double fronted cottages built in gault brick. In contrast, at no 26 Vernon House is an imposing three storey late 19th century property, again built in gault brick set back from the street frontage behind low brick walls. The street continues with 19th century villas and terraced housing of types 2A and 2B. Huntingdon Street and Cambridge Street contain a more diverse mixture of properties in terms of both use and building type. Fewer listed buildings exist along these roads although the north side of Cambridge Street has an attractive group of late 18th and early 18th century houses, mostly of gault brick comprising two storeys plus attics.



Huntingdon Street

6.20 The protection and enhancement of the Historic Centre is a key conservation objective.

Development proposals should:

- Conserve the historic character of the settlement by retaining the tight urban grain and authentic architectural detailing.
- Conserve or where appropriate enhance the significance of the heritage assets including any contribution made to significance by their settings.
- Promote the continued refurbishment and renovation of key buildings.
- Ensure that new development reflects the materials and colour palette of surrounding buildings (buff and multi-buff brick, white and cream painted brickwork and render, slate, plain gault clay tiles, modern brown and red brick) and promote back of pavement development to conserve the intimate scale of streets.
- Enhance the streetscape by improving the quality of modern infill and through controls on shop front design.
- Prioritise pedestrian rather than vehicular movement to ease congestion and improve pedestrian access.
- Seek improved pedestrian and cycling facilities to and within the area to promote accessibility and activity within the town's historic centre.
- Consider any further opportunities to enhance the quality of the space and promote increased activity in the Market Square.
- Explore the provision of additional public art at key locations to interpret the historical significance of the area.

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St Neots Character Area 2: Historic Centre Hinterlands



Rowley Arts Centre was integrated to the east of Huntingdon Street and opened in 2014



Large scale retail buildings and associated car parking dominate much of this area

6.21 Although not contiguous the three elements of this area display similar townscape characteristics. The Priory Quarter is situated on the eastern bank of the River Great Ouse and covers the northern part of the site of St Neots Priory scheduled monument. The Priory Quarter includes some of the larger scale civic buildings in the town including the red brick Priory Centre opened in 1980, representing building type 7C. The 23m tower which forms part of the grade II listed 18th century oast house acts as a landmark building adjacent to the Priory Centre.



Oast house

6.22 The area contains a variety of building scales including large scale supermarkets on Bec Road and Cambridge Street. All three elements function largely as service areas for the commercial heart of the town and contain significant areas of public car parking. Service and delivery yards for numerous businesses face onto Tan Yard and Tebbutts Road. The area has numerous timber railings and tall metal lighting columns resulting in a colour palette of asphalt, buff brick, slate, timber and metal. Overall, the townscape value is low with only limited tree planting incorporated. There are strong physical links to the Historic Centre making this a busy area with pedestrian and vehicular movement.

6.23 Small clusters of housing are included within this area, particularly around St Anselm Place which are building type 3D. Adding to the diversity of the townscape are uses relating to the river itself such as St Neots Rowing Club occupying a brick and weatherboarded modern property.

6.24 This is an important and busy area currently dominated by car parking and which is used by many pedestrians as the main approach to the town centre. Redevelopment opportunities have already been taken up in some parts of this area, exemplified by the Rowley Arts Centre which opened in 2014. Further opportunities for redevelopment and improvement of the townscape remain.

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Development proposals should:

- Maintain and enhance physical and visual connections to key buildings, views of the Great Ouse Valley and increase permeability.
- Improve the visual quality of the Priory Lane area through a programme of improvements to building facades and boundary treatments.
- Conserve or where appropriate enhance the significance of the heritage assets including any contribution made to significance by their settings to reinforce and acknowledge its historic character.
- Promote pedestrian priority along Priory Lane as a key link to the town centre.
- Improve signage to and from the town centre and to the Priory Centre to the west.
- Improve tree planting and boundary treatment of car parks.
- Support the retention or replacement of existing leisure and recreational facilities where this improves the quality of the built environment.

St Neots Character Area 3: Phoenix Square



Modern infill development can blend sympathetically within a historic environment as achieved in homes adjoining Paines Mill



The elaborate brickwork and height of Paines Mill tower form a highly distinctive local landmark

- 6.25** This is a small area of high-density housing located to the north and west of the Historic Centre Hinterlands. It is focused on Paines Mill, constructed in 1890 from yellow stock brick with red brick dressings in a modified Gothic style, this includes a six storey tower which forms a distinctive local landmark.
- 6.26** Otherwise the area consists primarily of two storey Edwardian and inter-war semi-detached and terraced homes of building types 2A, 2B and 3B. Substantial late 20th century infill is also present which has taken strong design cues from Paines Mill in terms of brick colours and banding details. The area demonstrates a cohesive urban form provided by terraced housing fronting Bedford Street and Rycroft Avenue with good links to the town centre along Huntingdon Street. There is a grid based street pattern with narrow streets resulting in parking in rear courts and gardens with some on-street parking where capacity exists. This creates a strong sense of enclosure and a quiet atmosphere.
- 6.27** This is a small but distinctive area of residential development offering few opportunities for development.

Development proposals should:

- Conserve or where appropriate enhance the significance of Paines Mill including any contribution made to significance by their settings.
- Conserve and reflect the small scale, high-density terrace form for housing.
- Reflect the red and yellow colour palette in any new development.
- Ensure adequate provision of car parking to reduce the impact on the street scene arising from further parking demand.
- Protect views from the west of the area out across Lammas Meadow.
- Support provision of facilities which promote cycling and pedestrian links to the town centre.

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St Neots Character Area 4: Avenue Road / East Street



The mixed heights of properties along East Street add variety to its character



Avenue Road is characterised by large Victorian homes often with full height box bay windows

6.28 This is a distinctive discrete area of large Victorian and Edwardian properties situated to the north east of the Historic Centre and centred on Avenue Road comprising mainly building type 2B with sections of type 2A 19th century terraced housing such as on the southern side of East Street. This is a quiet residential area with wide, well-defined streets with pavements to both sides. The streetscape is defined by continuous building frontage with housing regularly spaced along streets. Nearly all properties have low front boundary walls and shallow front gardens. Rear gardens contain large numbers of mature trees which provide a green backdrop as they can be seen from the street in gaps between houses and from the footpaths which run between rear garden boundaries. These footpaths are a feature of the area providing high connectivity.

6.29 There is a homogenous character to this area with houses from the same era with little modern infill. Gault brick is the predominant building material and bay windows are a strong design feature. This area supports the character of the historic centre. The only significant non-residential use in the area is St Joseph's Roman Catholic Church on East Street which reinforces the local character as it is constructed in the same gault brick as the surrounding houses.



St Joseph's RC Church

6.30 This is a small, attractive residential area with a leafy character and a strong sense of place. There are few opportunities for large scale development.

Development proposals should:

- Maintain the integrity of the street scene by conserving the original architectural detailing particularly on building facades and details.
- Ensure that any new development fronts the street and reflects the dominant materials and colour palette of buff and red brick, slate and cream painted render.
- Promote a consistent approach to the design of garden boundaries where these front directly onto the street.
- Protect existing mature trees vegetation along the road frontage and visually significant trees within private gardens.
- Ensure adequate provision of car parking to reduce the impact on the street scene of on-street parking.

St Neots Character Area 5: North East St Neots



Chamberlain Way typifies the extensive developments of large detached homes built in the 1980s and 1990s in this area with houses quite close to the street frontage with no boundary fences or hedges



The post WW2 housing boom saw many short terraces like these at The Crescent typically with about a 2 metre front garden with hedges or fences separating private space from the pavement

6.31 This is an extensive residential area developed in various phases since 1945 with a few local services integrated within it. In terms of housing style it includes a series of distinct sub-areas each reflecting the architectural character of the time. The oldest sub-area is focused to the west of Huntingdon Street immediately north of the Phoenix Square character area. This comprises homes built immediately post 1945 predominantly in short terraces representing building type 3D. Homes are generally set back from the pavement by fairly shallow front gardens with a wide variety of fencing and walling denoting the property boundaries. The older homes mainly depend upon on-street parking and where deep enough many have converted front gardens to allow on-plot parking. Leys Road and Queensway are predominantly in semi-detached form with side garages being commonly found. Light brown brick and brown concrete roof tiles are the predominant building materials with a small number of rendered properties along The Crescent. A small area of mixed use development to the east of Huntingdon Street is broadly contemporary to this including a cluster of civic uses providing medical and emergency services.



Queensway

6.32 The second sub-area typifies 1980s/ early 1990s housing developments built as a series of culs-de-sac all accessed off either Barringer Way or Chamberlain Way. All homes are detached predominantly four bedroom properties with a garage on the plot. Mock Tudor detailing provides decoration to most houses in the form of mock beams with cladding panels or decorative brickwork inserts and are exclusively building type 3E. Front garden depths vary depending on relationship between individual properties and the road access particularly within culs-de-sac.

6.33 South of Priory Park lies a relatively large sub-area of homes originating from the 1959 Town Development Plan and a cluster of educational establishments including Longsands Academy and a doctors' surgery. The extensive playing fields associated with the schools form a green buffer between the housing areas and Priory Park to the north. Homes are mainly semi-detached in form interspersed with small groups of bungalows such as those on Princes Drive and a few short terraces. Yellow and light brown brick are the most frequently used building materials with some properties featuring decorative tile hanging to the first floor. Low pitched roofs with brown concrete roof are a strong characteristic. All homes fall within building type 3D. Front gardens are



Astrea Sixth Form College

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commonly 2 to 5 m deep and are often separated from the pavement by low walls and hedges. Small garage blocks are scattered throughout the area with many front gardens converted to enable on-plot parking. A parade of local shops on the corner of Longsands Road and Princes Drive are built in a similar style to the housing. This sub-area includes numerous grassed amenity areas with mature trees which benefit its townscape character.

6.34 The final sub-area wraps around the eastern edge of Priory Park. A strong belt of trees defines the end of each cul-de-sac off Longsands Road whilst the rear gardens of homes accessed off Priory Hill have more direct linkages with the park. Built in the 1970s this sub-area includes a high proportion of larger detached houses with a small number of semi-detached homes to the east of Longsands Road. All are classified as building type 3D. The street scene gains interest from the variety of brick colours present with gables forming a strong design characteristic.



Falcon Close

6.35 There are limited development opportunities within this area, primarily for extensions of existing properties.

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Reflect the existing built forms and relationship with the street in the immediate locality.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Reflect the dominant materials and colour palette within the immediate vicinity.
- Maintain and enhance physical and visual connections to large scale green infrastructure within and around the area.
- Protect existing grass verges and reinforce tree planting where space and utility services permit this.
- Protect the existing areas of greenspace and tree planting which contribute to the character of the area.
- Promote high standards of design and support creativity in architectural detailing.
- Support provision of facilities which promote cycling and pedestrian links to the town centre.
- Support initiatives for the retention and creation of additional services and community facilities.
- Where visually appropriate incorporate renewable energy.

St Neots Character Area 6: Priory Park



A range of play equipment attracts visitors to Priory Park



Priory Park's extensive area allows trees to grow to their full height providing a landscape offering benefits to people and wildlife

6.36 Priory Park is situated on rising land to the northern fringe of the town. It contains numerous magnificent mature trees principally oak and lime set within an undulating landscape that falls significantly toward the urban edge of St Neots to the south. The park is segregated from the adjacent urban edges by belts of dense tree and shrub planting along the western and eastern boundaries. It is used for recreation with activities including informal open space, sports pitches (football and rugby) and play areas. There is a small car park and pavilion to the south west corner of the park. The park is visually enclosed with only intermittent views toward Huntingdon Street and Priory Hill Road.

6.37 Priory Park should be protected as a key asset for the town with development limited to that focusing on supporting the use of the park for recreation.

Development proposals should:

- Consider new pedestrian access points to link the park more effectively with the surrounding residential estates.
- Protect the existing mature trees and continue the programme of replacement planting.
- Maintain the integrity of the tree screen around the park's boundaries.
- Consider opportunities to enhance the footpath network within the park.
- Promote opportunities for enhancement of green spaces to provide increased opportunities for recreation and nature conservation and to help provide distinctive local landmarks.

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St Neots Character Area 7: Love's Farm



A strong vertical pattern to these three storey homes complement the scale of the open space at Station Square



Diverse homes along Great High Ground overlook the open space associated with Fox Brook

6.38 Love's Farm is situated to the east of St Neots railway station with the East Coast mainline railway influencing the layout of the western edge of the whole character area. Planned as a major new neighbourhood it contains some 1,400 homes, a primary school, local shops, community facilities and large areas of open space and sports facilities. As a single planned entity Love's Farm incorporates a wide range of styles, types and densities within an agreed masterplan but all falling within building type 3F for housing, 5D and 7C for non-residential buildings. Both red and yellow brick are widely used with detailing provided by coloured rendering, weatherboarding and red and grey roof tiles.



Local shops

6.39 Love's Farm is broadly divided into three sections by landscaping belts which form distinctive character features. The southern one is focused on Fox Brook and is reinforced by a series of balancing ponds and incorporates both natural green infrastructure and more formal play areas. The northern landscaping belt builds on the green space provided by St Neots football club and the playing field associated with Round House Primary School. The landscaping belts help to reduce the impact of the development on the surrounding South East Claylands landscape character area.



Fox Brook

6.40 Higher density development fronts onto Cambridge Road, Great High Ground and Station Square creating distinctive entrances to areas within Love's Farm. Properties range up to 4 storeys in height with a strong vertical emphasis to their design. Parking is frequently provided to the rear of these properties benefiting the streetscene on the frontage but resulting in some access routes being very car dominated. Local services are clustered in close proximity to the railway station within purpose built shop and community facility buildings with mono-pitch roofs and wood, glass and coloured render panels.

6.41 The majority of Love's Farm is solely in residential use including detached, terraced and flatted properties. Corner properties are frequently designed to present active frontages to both facing roads to promote interest and activity to the street scene. The northern section of the character area includes sections of lower density housing with detached homes facing onto the surrounding countryside. Footpaths running through landscaping corridors promote accessibility away from street frontages.



Bargroves Avenue

6.42 East of the railway and around Love's Farm will develop further through Strategic Expansion Location 2 (St Neots East) for 3,820 homes and SN2 (Loves Farm Reserved Site) for 40 homes. The latter utilises some spare land within the original Love's Farm development. The strategic expansion includes Love's Farm East which adjoins the existing Loves Farm development on the northern side of Cambridge Road and Wintringham Park to the south. Delivery of this urban extension is expected to progress through into the 2040's with a new Wintringham Primary Academy built and the first phase of homes built and more under construction as at 2021. Many reserved matters will be submitted for the site over the course of its development, for further details on its progress, visit the [Wintringham website](#). Once complete, this will likely be its own character area.

6.43 Development proposals within the existing Love's Farm and limited to extensions and alterations to existing properties, however the character area will continue to experience changes over many years.

Development proposals should:

- Promote high standards of design and support creativity in architectural detailing.
- Reflect the dominant materials and colour palette within the immediate vicinity.
- Protect the existing mature trees and semi-natural open spaces of the structural landscaping areas.
- Provide increased opportunities for wildlife and nature conservation initiatives to enhance the ecological value of the green infrastructure areas.
- Protect the existing grass verges and support additional tree planting where space and utility services permit this.
- Support initiatives for the retention and creation of community and recreational facilities within the residential area.
- Where possible incorporate renewable energy generation.

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St Neots Character Area 8: Hen Brook



Buildings fronting onto Hen Brook reflect their historic waterfront uses



St Neots Marina lies on the confluence of Hen Brook and the River Great Ouse bringing vitality and character to the waterfront area

6.44 The Hen Brook character area includes the open space on either side of the brook, St Neots cemetery, allotments and areas of public open space to the north east. Together, these areas provide an important network of green spaces within the heart of the residential area, which is well used by local residents both as a means of access and for informal recreation. The central area is well connected to adjacent residential areas through surfaced footpaths, however there is no formal access to the north western area which runs behind residential properties along Chestnut Grove.

6.45 Much of the area is mown grassland with occasional mature trees. Willow trees and native shrubs are common along the brook which offer an important wildlife refuge. Although not urban in its own nature this character area provides an important green backdrop to the South of Cambridge Street and Eynesbury Expansion character areas and provides physical and visual connections between them and the Historic Centre.

6.46 This is an important area of green space which links the eastern peripheral housing estates to the Historic Centre of the town and to the Great Ouse valley.



Hen Brook

Development proposals should:

- Improve the wildlife value of the brook and the associated open space through new planting and effective park management.
- Promote provision of high quality street furniture in play areas and parks along the brook's route.
- Provide low level lighting along main pedestrian routes to ensure a safe environment whilst minimising the impact on wildlife.
- Improve opportunities for safe access to the water's edge in selected locations.
- Support initiatives for improved marina and boating facilities where Hen Brook relates to the River Great Ouse and the town centre.

St Neots Character Area 9: South of Cambridge Street



The 5 storey flats provide a focal point on the corner of Duck Lane



Cambridge Street forms a major route into the town centre; the mature trees and formal flower borders add significant quality to the street scene

6.47 The area to the south of Cambridge Street is predominantly residential along with primary schools and a few local facilities. Homes mainly date from the 1960s and 1970s being primarily built as a result of the St Neots Town Development Plan 1959. Two storey semi-detached and short terraces are the most frequently found building forms but the area also includes bungalow and some low rise blocks of flats, mostly of three storeys rising to a maximum of five storeys. All fall within building type 3D. Older and more variety of properties are found along Cambridge Street itself, by The Lane. The area's only listed buildings are found here although both have limited visibility from the street. Shortsands House (also known as Bethany Francis House) is an intricately decorative property with Morton House being a multi-coloured brick house from the early 19th century.



Sandfields Road

6.48 Building materials and detailing contain localised variations in different streets. Manor Grove for instance is predominantly pale brick with coloured render whereas Duck Lane contains a distinctive group of homes with white and brown weatherboarding. Low pitched roofs are ubiquitous across the two storey properties in the area whilst the flats are flat roofed.

6.49 Road layouts are often complex with significant numbers of culs-de-sac. Wide grass verges with mature trees benefit the street scene in some locations. Front garden depths are very variable across the area ranging from 1 to 10 m in depth depending on the immediate relationship with the road arrangement. On plot parking and garages are rare. Garages are frequently provided in blocks interspersed amongst housing or by the ends of terraces and can give rise to poorer quality townscape. Parking courts and bays on the edges of streets also lead to some areas being visually dominated by cars.



Whitehall Walk

6.50 Within the character area is a distinctive sub-group of housing built in the Radburn style, categorised as building type 3C. Cars are separated to the rear of properties whose fronts generally face onto footpaths and linear green spaces. This area is focused around Whitehall Walk and parts of Duck Lane. Properties are predominantly short terraces with very regular design features.

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- 6.51** The southern part of the area adjoins Hen Brook and the linear green space associated with this. Footpath connections along this are good and many homes benefit from overlooking the green space. Houses, mainly semi-detached, are arranged to front onto the green space with communal parking to the rear.
- 6.52** There are limited development opportunities within this area, primarily for extensions of existing properties and some redevelopment of garage and parking blocks where adequate alternative arrangements can be made.



Hen Brook

Development proposals should:

- Maintain and enhance physical and visual connections to key landmarks to promote legibility and pedestrian accessibility.
- Enrich the role of Cambridge Street as a key gateway to the town centre.
- Reflect the existing built forms and relationship of properties with the street frontage in the immediate locality.
- Reflect the dominant materials and colour palette within the immediate vicinity.
- Reflect the diverse mix of housing sizes, types and tenures present in the area contributing to an inclusive community.
- Protect and enhance grass verges and landscape planting area and provide additional street trees where space and service restrictions permit.
- Support provision of renewable energy where visually appropriate.
- Support provision of facilities which promote active modes of travel.

St Neots Character Area 10: Eynesbury Historic Village



St Mary's Street forms the historic connection to the modern town centre reflected in the variety of styles and uses of properties lining the route



The former primary school reflects typical architecture and building materials of mid 19th century civic buildings

6.53 Eynesbury is a former village which forms a distinct, broadly triangular area focused around Berkley Street, Montagu Street and Luke Street. St Mary's Street then connects over Hen Brook through to the Historic Centre. The area extends west towards the River Great Ouse and has strong connections with this landscape character area. Green infrastructure uses including playing fields, cemetery and marina predominate on the western edge of this character area. Although primarily residential, the area also includes some retail and commercial uses, particularly along St Mary's Street.

6.54 This character area contains a substantial number of listed buildings. St Mary's Street contains a series of 17th to 19th century properties, often timber framed, some plastered and others in multiple red colourings. St Mary's Church at the northern end of Berkley Street is of 12th and 13th century origin with the tower rebuilt in the late 17th century; it is grade II* listed and forms a focal point in the street scene particularly when coming south along St Mary's Street. West of the church is the Old Primary School which forms a landmark building at the road junction.

6.55 Buildings range across a wide age spectrum and include 17th century cottages, 18th and 19th century town houses, Victorian terraces and some modern residential development to the north (building types include 1B, 2A, 2B, 2D, 3B, 6A and 6B). Forming the southern boundary of the area is a group of early 20th century housing on Ferrars Avenue built in type 3A Arts and Crafts influenced housing with substantial semi-detached homes set behind shallow front gardens mostly separated from the pavement by neat hedges. The variety of building types helps the area retain some of its former village character despite heavy traffic along St Mary's Street and Berkley Street.



Ferrars Avenue

6.56 Building materials are also diverse with both buff and red brick being frequently used along with a significant number of properties being plastered or rendered and painted. Grey slate roofs are commonly found. There are numerous buff and red brick boundary walls to the street frontage providing a sense of enclosure, reinforced by narrow pavements. Many properties are built directly onto the rear of the pavement or have shallow front gardens of 1 to 2 m. At



Village sign

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the southern end of Luke Street Eynesbury Green brings a level of softness to the streetscape with its mature trees and flower beds complemented by green space across the junction with hosts the Eynesbury village sign reinforcing the area's historic identity as a separate settlement.

- 6.57** This is a residential area of varied character containing some fine historic buildings offering some development opportunities including extensions, infill and redevelopment schemes.

Development proposals should:

- Conserve or where appropriate enhance the significance of the heritage assets including any contribution made to significance by their settings.
- Promote the continued refurbishment and renovation of key buildings.
- Protect views to and from St Mary's Church.
- Ensure that new development responds positively to the specific opportunities available within the area.
- Protect trees to the street frontage and those within the village green, protect the character and integrity of existing boundary walls.
- Protect the existing views across the Great Ouse Valley landscape character area from the western edge of the area.
- Reflect the existing materials and colour palette of buff and red brick and slate or plain gault clay tiles.
- Promote the retention of original architectural features to the exterior of buildings experiencing renovation or extension.

St Neots Character Area 11: Eynesbury Expansion



One Leisure and Ernulf Academy form a concentration of community facilities



Pale brick homes with large windows and tile hung detailing are widespread in this area

6.58 This is a relatively large area of housing interspersed with schools and local services including shops, takeaway and healthcare. Land north of the B1046 was developed as a result of the 1959 St Neots Town Development Plan resulting in its character being very similar to that of area 9: South of Cambridge Street. The area is intersected by area 10: Eynesbury Historic Village and area 12: Cromwell Road.

6.59 This area contains a wide range of housing types including clusters of detached houses such as in Burnt Close and bungalows such as those found in Linley Road and Willow Close. Semi-detached and short terraces of houses are the most frequently found form with small blocks of four storey flats such as those on Springbrook.



Springbrook

6.60 Pale and mid-brown brick are used throughout the area with detailing usually found in the form of rendered or weather boarded panels. Properties are a mixture of building types 3C and 3D. Localised variations are found in clusters, such as Bishops Road being mainly in a darker brown brick and the southern end of Howitt's Lane containing a group of stepped terraced homes with steep pitched roofs rather than the low pitch used elsewhere.

6.61 The road network is complex with many culs-de-sac, particularly leading north to Hen Brook. Parts of the area are built on a Radburn layout with housing facing onto footpaths which often leads to road frontages having limited pavements or grass verges and frequently being bordered by brick walls. Parking is in a mixture of on plot, garage blocks or parking courts and detracts from the quality of the built form in some areas.

6.62 A distinct sub-area of homes exists off Howitt's Lane where the St Neots mobile home park is located. Set behind a close boarded fence giving very limited street visibility this provides a cluster of single storey park homes bounded to the west by industrial uses forming part of area 12: Cromwell Road.

6.63 The south western part of this character area contains a distinct sub-area of community uses with the Ernulf Academy, One Leisure St Neots and Eynesbury Rovers football club. These present a mixture of one and two storey properties to the street frontage, mainly in red brick with substantial glazed areas. Set in extensive playing fields and landscaping this sub-area provides a transition between surrounding residential areas and the Great Ouse Valley landscape character area to the west.

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- 6.64** There are limited development opportunities within this area, primarily for extensions of existing properties and some redevelopment of garage and parking blocks where adequate alternative arrangements can be made.

Development proposals should:

- Respond positively to any redevelopment opportunities available.
- Maintain and enhance physical and visual connections to key buildings, landscape views and increase permeability.
- Reflect the diverse mix of housing sizes, types and tenures present in the area contributing to an inclusive community.
- Reflect the dominant materials and colour palette within the immediate vicinity.
- Reduce the visual dominance of cars by promoting enhanced boundary landscaping and planting.
- Reflect the existing relationships between buildings and streets in any new development.
- Protect and enhance grass verges and landscape planting areas and provide additional street trees where space and service restrictions permit.
- Support proposals for renewable energy and active modes of travel.
- Support the retention of existing community and leisure facilities and opportunities for their enhancement and expansion.

St Neots Character Area 12: Cromwell Road and Station Road



Large industrial units are set back behind grass verges containing mature trees



Large industrial unit surrounded by fencing and parking on Cromwell Road

- 6.65** This area primarily comprises the land earmarked for industrial development in the St Neots Town Development Plan 1959. The character area is split in two by the South of Cambridge Street character area. Both elements of this character area have an Established Employment Area within them (as identified within the [Local Plan](#)): Station Road Industrial Area in the northern area and Cromwell Road Industrial Estate to the south. Cromwell Road is lined by pavements and grass verges often with mature trees on both sides creating a spacious setback for the large scale industrial premises which dominate the area. The southern end of Cromwell Road has walls and fencing facing on to the western side from residential and educational properties within character area 11: Eynesbury Expansion. Station Road has industrial units only on the western side with high walls overhung by mature trees dominating the eastern side.
- 6.66** Most units are single or at most two storeys high and built of a mixture of buff or red brick and corrugated metal and surrounded by extensive areas of asphalt. Pale shades of grey, green and beige dominate the colour palette with red and blue providing some highlights. Galvanised steel security fencing fronts many of the industrial units with little internal screening of activities. Car parking is often visible from the street frontage. Clusters of smaller units are included particularly towards the southern end.
- 6.67** The area immediately around the railway station contains a mix of uses including extensive surface level car parking and a small number of houses along with the station itself which opened in 1850. Building forms are typically low with limited soft landscaping giving a relatively harsh, open aspect to the area. The railway bridge crossing Cambridge Road and associated embankments form a key feature in the local townscape and provide the main route eastwards from the town. Situated east of the railway is a small sub-area comprising low level development providing a builders yard and a Gypsy and Traveller residential site.
- 6.68** The industrial area on the western side of Cromwell Road is not part of the Established Employment Area, much is allocated in the [Huntingdonshire's Local Plan to 2036](#) for redevelopment for residential purposes (SN3 and SN4). This provides the opportunity for integration of this part with the surrounding residential area along with concentrating the industrial uses to the eastern side of the road.
- 6.69** This area will undergo significant change through redevelopment opportunities including residential development. For industrial areas, there is capacity for new units, extensions, change of use to other appropriate land uses or the renovation of older and vacant properties.



Small units

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Development proposals should:

- Reinforce the use of the area as one of St Neots' primary employment locations.
- Ensure that development responds positively to emerging redevelopment opportunities and maximise the accessibility advantages of the area.
- Protect the existing grass verges and mature trees and supplement these where space and service restrictions permit.
- Promote high standards of design and support creativity in architectural detailing.
- Improve pedestrian and cycle linkages into surrounding residential areas.
- Promote opportunities for the enhancement of views and connectivity to Hen Brook.
- Support provision of renewable energy where appropriate and electric vehicle charging points.

St Neots Character Area 13: Barford Road



Caernavon-Andrew Road



Three storey townhouses in Buttercup Avenue are designed to make efficient use of land

- 6.70** The Barford Road area comprises the southernmost extension to Eynesbury. Two distinct sub-areas exist with the eastern side of Barford Road being built in the 1980s and 1990s and the western side of Barford Road being built in the early 2000s.
- 6.71** The eastern side of Barford Road comprises the typical layout of the 1980s with major spine roads leading to a series of culs-de-sac. Footpath connections link many of these allowing more permeable routes for pedestrians. The placement of homes in relation to the road frontage is inconsistent leading to significant variety in the depths of front gardens. Hedges form the most frequent separation between pavements and private property with occasional brick walls, mostly on corners; fences are very rare on road frontages. Buildings are entirely residential other than Middlefield Primary School.
- 6.72** The form of homes varies with detached, semi-detached and short terraces all present within the area. Distinct clusters of house types can be found such as a concentration of detached properties in Richmond Close and Barnard Close and mainly short terraces and semi-detached homes in Pembroke Avenue and Carisbrooke Way. Lindisfarne Close includes a distinct group of cluster homes with substantial areas given over to parking courts. All homes are either buff or red brick with a variety of detailing. Towards the north of the area detailing is generally limited to coloured brick banding or tile hanging. Further south, for instance around Richmond Close mock Tudor decorative panels are frequently found. All homes fall within building type 3E.
- 6.73** Development to the west of Barford Road commenced with the Tesco superstore situated in the south eastern corner of this sub-area. Located immediately north of it are a medical centre and Poppyfield's extra-care housing scheme. Development started in the very early 2000's and progressed quickly with Knights Park in the south western corner being the last section started in 2010. The layout varies from the eastern side of Barford Road in that although still served by a limited number of spine roads housing is generally arranged off them in blocks allowing greater permeability.



Lindisfarne Close

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6.74 This sub-area is largely split horizontally by Wren Walk and its associated green infrastructure which provides a wide central landscaping belt with substantial bands of mature trees surrounding residential boundaries. This links into the strategic green infrastructure of the Great Ouse Valley landscape character area. Homes on the north western edge all front directly onto a small lake within this connecting directly to the River Great Ouse with boat moorings extending the entire length of this section. These properties are a mixture of three and four storeys maximising opportunities of the waterside views.



Apartments by moorings

6.75 The building type throughout this sub-area is 3F. The main building materials are red and buff brick closely intermingled along the same streets with both red and grey pantiles and grey artificial slates used as roofing materials. The form of housing includes a high proportion of terraced housing with detached homes primarily limited to those overlooking green infrastructure. A significant difference from the eastern side of Barford Road is the height of properties with some remaining at two storeys but a significant proportion of houses being two and half and three storeys and apartments being three and four storeys high. Buttercup Avenue contains a distinctive group of three storey townhouses which typify building type 3F being three storey townhouses in buff brick with rendered panels in pale blue or cream with limited roadside parking and separate car parking courts interspersed amongst housing.

6.76 This is a recently established residential neighbourhood with few opportunities for further development within the estate.

Development proposals should:

- Maintain and enhance physical and visual connections to key buildings and views.
- Reflect the existing built forms and relationship with the street in any new development.
- Protect the existing grass verges, local greens and mature trees and reinforce provision of open space and landscape planting.
- Complement the existing materials and diverse colour palette of the immediate locality.
- Ensure adequate provision of car parking to reduce the impact on the street scene of on street parking.
- Provide increased opportunities for wildlife and nature conservation initiatives to enhance the ecological value of the green infrastructure areas and the river corridor frontage.
- Support the retention of existing leisure, recreational and community facilities and opportunities for their expansion or enhancement.
- Where possible incorporate renewable energy generation.

St Neots Character Area 14: The Eatons Historic Route



Victorian terraced housing built very close to the pavement on the western side of Great North Road



Eaton Socon war memorial is set in a substantial grassed area fronting Great North Road immediately south of St Mary's Church

6.77 This is a historic linear route through the former villages of Eaton Socon and Eaton Ford which was a former coaching road prior to the construction of the A1. The southern part of the route comprises the Old Great North Road, diverging north east to the St Neots Road (B1428) to cross the River Great Ouse and connect the area into the Historic Centre. The route is lined with buildings of various ages but mainly from the 18th, 19th and 20th centuries. The use is predominantly residential, but also includes places of worship and commercial uses. Many building types are represented including 1B, 2A, 2B, 2D, 3B, 6A and 6B. The route is surrounded by modern residential development to the west and east.

6.78 A small cluster of listed buildings is focused around Eaton Ford Green which forms a focal point in the north of this area. The primary building in this group is the grade II* listed Ford House which dates originally from the mid 15th century and is a timber framed property with notable brick and stone chimneys now in use as a care home. Further south the grade II listed White House was built around 1842 as a workhouse; it contains one to three storey ranges all of gault brick and slate roofs now converted into a series of individual homes. It is well set back from the road and the mature trees in the grounds make an attractive contribution to the streetscape.



White House

6.79 The character area is strongly focused on properties fronting directly onto the road. Some sections are well-contained with properties built either directly onto the back of the pavement or with shallow front gardens of under two metres. Other sections of the route are more spaciouly laid out either where substantial older properties are surrounded by private gardens or where properties facing onto side roads adjoin this route. The presence of large mature trees gives the route a green character but it is subject to heavy traffic with traffic calming measures in several places.



Mature planting

6.80 A key feature of this character area is the number of current and former inns and public houses reflecting the history of the Great North Road as a main coaching route between London and Scotland. Many of these properties date from the 17th and 18th centuries and examples such as The George and Dragon Inn, The Old Plough Inn (now a restaurant) and the White Horse Hotel all reinforce the historic character of the area. The White Horse Hotel is grade II listed and constructed of red brick with sash windows; its car park forms a distinct break in the street frontage to the north of the building.

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6.81 The historic character of the area is clear at Eaton Socon where Mary's Church and the adjacent green with the war memorial provide a strong focal point. There are many listed buildings in Eaton Socon reflecting the historic nature of the route and reinforcing the village character of the original settlement. A particular cluster is found at the junction of Ackerman Street and the Great North Road with cottages ranging from the 17th to early 19th centuries. The timber framed cottage at 134 Great North Road with its very steeply pitched thatched roof provides a distinctive feature.



Ackerman Street

6.82 This Historic Route forms the main approach to St Neots from the south west and the quality of the existing built environment should be protected. Development opportunities do however exist through building refurbishment and new development where gaps in the street frontage occur.

Development proposals should:

- Conserve or where appropriate enhance the significance of the heritage assets including any contribution made to significance by their settings.
- Maintain the integrity of the street scene by conserving the original architectural detailing particularly on building facades and details.
- Maintain existing visual connections to the Great Ouse Valley landscape character area and the glimpsed backdrop of mature trees it provides along this route.
- Facilitate visual connections between new development and key historic buildings and open spaces where achievable.
- Protect the village greens at Eaton Socon and Eaton Ford.
- Protect the setting of St Mary's Church at Eaton Socon.
- Conserve and reflect the intimate scale of the historic core of Eaton Socon village.
- Ensure that new development generally fronts the road and reflects the local building styles and colour palette of buff and red brick, cream render, white painted brickwork, timber frame with white render, slate, pantiles and plain tiles.

St Neots Character Area 15: Crosshall Road



Savile's Close typifies the substantial detached homes of this area with a variety of style and ages with substantial trees



Some properties have been substantially extended and renovated

6.83 Crosshall Road forms the northern and eastern boundary between Eaton Ford and the Great Ouse Valley landscape character area with which it has a strong inter-relationship. There is a rising topography with western areas greatly elevated from those to the south. The road frontage is defined by low brick walls, hedges and a wide grass verge. Mature trees and vegetation to private gardens creates an overall green character with views to the east across the Great Ouse Valley from houses on the lower slopes.



Eastern side of Crosshall Road

6.84 The road is dominated by substantial detached houses and villas, some of which have had large scale extensions, and forms the approach into St Neots from the north west. The area is predominately in residential use with the exception of St Neots Golf Club and the Eaton Oak public house. The grade II* listed Crosshall Manor is a timber framed red brick property dating from the 17th century which forms a notable feature when approaching over the A1 from the north west.

6.85 The vast majority of Crosshall Road only has properties on the western side with the Riverside Park dominating the eastern side. The oldest homes are found at the southern end with a small group of two and two and half storey Victorian properties closely followed by a few inter-war detached and semi-detached homes representing building types 2B and 3B respectively. These create a very suburban feel to the streetscape. Wide grass verges and greens set the 1960s development further north of building type 3D away from the road with mature trees and hedging often shielding properties from sight along the road frontage.

6.86 As Crosshall Road swings north-west a group of homes breaks across to the north-eastern side of the road; most of those accessed directly from Crosshall Road can barely be glimpsed from the road through mature trees and gardens. The majority of this group are accessed off Savile's Close which contains a variety of houses and bungalows, mainly of building type 3D, generally set in substantial plots with mature trees which give a high quality townscape. To the south of Crosshall Road immediately east of the junction with the Great North Road is a linear group of bungalows and large detached homes from the 1950s onwards all well set back from the road reinforcing its rural character. The majority of these are building type 3D built typically of red brick with some



Golf Clubhouse

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white render, with individual access drives to the road set in generous rectangular shaped plots. To the north is situated St Neots Golf Course which blends the road frontage uses into the Great Ouse Valley landscape character area.

- 6.87** This is a small but prosperous residential area with a strong relationship with the Great Ouse Valley. There are limited opportunities for new development as the green character of the road corridor provides an attractive approach to the town.

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Protect the existing views east across the Great Ouse Valley landscape character area from the southern end of Crosshall Road.
- Protect the grass verges and mature trees along the road edge
- Improve screening to the car park of St Neots Golf Club.
- Promote the retention of original architectural features to the exterior of buildings experiencing renovation or extension.
- Reflect the existing built forms and relationship with the street in any new development.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Provide increased opportunities for wildlife and nature conservation initiatives to maintain and enhance the area's ecological value.
- Where possible incorporate renewable energy generation.

St Neots Character Area 16: The Poets and Painters Estate



Whistler Road in Eaton Ford typifies the mixed dwelling styles and sizes of many of the peripheral estates



The view east from Lawrence Road shows the type of housing extensively built in the 1960s and 1970s, here following the fall of the landscape down the Great Ouse Valley

6.88 The Poets and Painters Estate is contained within the Great North Road and Crosshall Road. Wholly residential, other than Crosshall Primary Academy, the housing dates primarily from the 1960s onwards representing building type 3D although a small amount of housing of 3B dating from the 1930s along some from the 1950s can be found on Mill Hill Road which forms the southern boundary and on Great North Road.



Mill Hill Road

6.89 The topography rises towards the north-west of the area and strongly shapes views eastwards across the River Great Ouse towards the Historic Centre helping connect this character area to the wider landscape setting. The topography influences the layout of development and adds interest to the resultant street scene.

6.90 The housing style is fairly consistent throughout the area. Buff brick is the dominant building material with tile hanging and bargeboards used for decoration. A high proportion of homes are detached with single or sometimes double garages on the plot. Semi-detached homes are found in clusters, particularly towards the southern end of the estate. Likewise there are a few groups of short terraces, particularly towards the south-east. All homes fall within building type 3D.



Milton Avenue

6.91 The estate is spaciouly laid out with wide grass verges and generous front gardens being found throughout. Areas of green space and mature trees are also widespread enhancing the attractiveness of the streetscape.

6.92 This is an established residential area with limited opportunities for further development other than extensions.

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Maintain visual connections to key buildings and landscape views including those across the Great Ouse Valley towards the Historic Centre.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Reflect the existing materials and colour palette of properties in the immediate locality.
- Reflect the existing built forms and relationship with the street in any new development.
- Protect the existing grass verges and mature trees and supplement these where space and service restrictions permit.
- Support initiatives for the creation of additional services and community facilities within the area.
- Where possible incorporate renewable energy generation.

St Neots Character Area 17: East of the Great North Road



These houses in Alamein Court provide a very regular street scene; the dark brown brick is uncommon in the district



Wheatsheaf Road includes bungalows with grass verges and street trees

6.93 The East of the Great North Road character area is dissected by the Eatons Historic Route character area. It contains a series of sub-areas where road names are themed reflecting their date of construction. To the north of the Eatons Historic Route is 'The Battles' sub-area whilst to the south are two further sub-areas with 'The Rivers' to the north of Duloe Brook and housing off Shakespeare Road to the south which have an eastern boundary with the Great Ouse Valley landscape character area. The Paddock forms a small separate sub-area in the north of the area of 2 and 3 storey homes of type 3D which includes substantial mature trees and has a close relationship with the adjoining the Great Ouse Valley landscape character area.

6.94 'The Battles' sub-area primarily comprises housing from the 1960s and 1970s built in a range of forms. A high proportion of homes, particularly in the western roads, are detached properties with single or double garages included within the plot. Towards the north-east more properties are semi-detached with garage parking often to the side of the plot contributing to a spacious layout. All properties are within the building type 3D. The southern area around Orchard Road includes some chalet style homes, also of type 3D, and a cluster of later homes at the eastern end of Orchard Close comprising building type 3E. A wide range of brick colours are used throughout the area adding diversity to the streetscape with decorative detailing again provided mostly in the form of hanging tiles or painted bargeboards. The road layout in this area is very inconsistent with a mixture of relatively straight connecting roads and culs-de-sac. Houses are typically set back around 2 to 5 m from the pavement edge with a small proportion accessed from footpaths rather than directly from the road. Parcels of green space are dispersed throughout the area combined with grass verges and mature trees.

6.95 'The Rivers' sub-area includes an unusual cluster of mono-pitch roofed houses in the northern end while the majority of the area comprises more traditionally styled tile hung semi-detached houses or unadorned brick detached houses usually with a gable front to the road. Many homes have garages located to the side and some gardens have been hard surfaced to provide on plot parking. Gardens directly adjoin pavements with grass verges being very rare in this sub-group.



Brook Road

6.96 Blending down into Eaton Socon the southernmost sub-area of housing is primarily focused off Shakespeare Road. Housing is similar in styling to 'The Rivers' sub-area with the addition of some housing arranged as short terraces. Clusters of bungalows are present such as those on Wheatsheaf Road where the street scene is enhanced by grass verges with

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trees. The Crescent provides the only older housing within the character area with a small group of bungalows representing building type 3B. Capulet Close includes a small area of newer homes of type 3E featuring yellow brick with red brick detailing. These two sub-areas have little interaction with the Great Ouse Valley landscape character area to the east although mature trees within this can be glimpsed from the streetscape forming a backdrop to some housing.

6.97 This is an established residential area with limited opportunities for further development other than extensions.

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Ensure extensions and alterations to existing properties are of an appropriate size and scale to the original dwelling and do not detract from the surrounding area.
- Reflect the existing materials and colour palette of properties in the immediate locality.
- Reflect the existing built forms and relationship with the street in any new development.
- Promote high standards of design and support creativity in architectural detailing.
- Maintain and facilitate where possible views to the green backdrop provided by the mature trees of the Great Ouse Valley landscape character area.
- Protect the existing grass verges and mature trees and supplement these where space and service restrictions permit.
- Where possible incorporate renewable energy generation.

St Neots Character Area 18: West of the Great North Road



Lottings Way homes are set around a cul-de-sac and display mock Tudor detailing



Low rise flats off Duke's Road are set in extensive open space with footpaths linking throughout the local area

6.98 This is an extensive character area extending north of Bushmead Road up to the A1 junction by Crosshall Road. The western boundary comprises a landscaping belt to the A1 with a combination of grassed open space, trees and hedging to separate homes from the impact of this major trunk road.

6.99 Part of the substantial growth of Eaton Ford and Eaton Socon starting in the 1960s this character area grew northwards with homes built in the 1960s and 1970s being focused between Bushmead Road and Duloe Brook. This sub-area is largely built in the Radburn style with housing facing onto footpaths and areas of green public open space with road access to garages and parking courts being at the rear of homes. Three storey blocks of flats are interspersed particularly in the centre and on the western edge of the sub-area. Building type 3C is most extensive with some crossover with type 3D. Red and brown bricks are most frequently used although buff and yellow bricks appear in some clusters such as at Peer Road which run into type 3E from the early 1980s.



Duke's Road

6.100 Queens Gardens and Monarch Road are the only roads crossing Duloe Brook and provide vehicular connections to the next sub-area which extends north to Duloe Road. Built primarily in the 1980s as type 3E housing in this sub-area presents a mixture of detached and semi-detached housing with introduction of single aspect cluster homes and loss of bungalows being distinct differences between this sub-area and earlier housing. A wide range of brick colours are used with red and buff being widespread and red and brown pantiles being the ubiquitous roofing material. Decorative features are limited although box bay windows to the ground floor are frequently incorporated. The street layout comprises the culs-de-sac accessed off estate spine roads that typify housing estates of this age. Most gardens immediately adjoin the pavement without roadside grass verges other than small areas of green open space. This sub-area also contains a supermarket and community centre which are both low rise buildings designed to blend in with the domestic scale of nearby properties.



Cornwall Court

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6.101 Screened behind trees on the south side of Duloe Road is this character area's only listed building. Duloe Hill Windmill is an early 19th century 4 storey tower mill now converted to a dwelling. Duloe Road includes a very small number of older properties reflecting its long standing role connecting hamlets to the west into St Neots. A wide road it is bounded by grass verges along much of its length and numerous mature trees. Housing is mostly two storey and of building type 3D with many houses screened by hedging.

6.102 North of Duloe Road is the final sub-group in this character area representing the most recently built homes of building type 3E. Houses are predominantly detached in form although small terraces and cluster homes are included along the western edge in closer proximity to the A1. Red, buff and brindle bricks are used across the area with red and brown concrete pantiles being the most frequently used roofing material. Decorative detailing varies with clusters such as Silverweed featuring extensive use of neo-Georgian windows and others like Burwell Road favouring mock-Tudor panels. Garages are often prominent features on the street frontage.



Silverweed

6.103 This is an established residential area with limited opportunities for further development other than extensions.

Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Promote legibility and pedestrian accessibility.
- Reflect the existing built forms and relationship of properties with the street frontage in the immediate locality.
- Reflect the diverse mix of housing sizes, types and tenures present in the area contributing to an inclusive community.
- Promote high standards of design and support creativity in architectural detailing.
- Protect and enhance grass verges and landscape planting area and provide additional street trees where space and service restrictions permit.
- Support provision of renewable energy where visually appropriate.
- Maintain, and improve where possible, views to the existing landscaping as a green backdrop particularly along the western edge of the area.
- Promote opportunities for enhancement of amenity green spaces to provide increased opportunities for recreation and nature conservation and to help provide distinctive local landmarks.
- Support initiatives for the creation of additional services and community facilities within the residential area.

St Neots Character Area 19: Modern Eaton Socon



Whinfell Close was built in 2016 redeveloping former industrial land



Side extension on a semi-detached chalet style home in Wilkinson Close

6.104 The Modern Eaton Socon character area has grown to the west of the few historic properties to the west of the Great North Road and spread across towards the A1 with the most recent development. It is a residential area also containing a primary school and several play areas. 1960s and 1970s development is limited to a small number of culs-de-sac, all within building type 3D; these contain a relatively high proportion of bungalows. Building materials are predominantly pale brick with some bargeboards and tiles forming decorative features. Generally well set back from the road frontage many properties have a driveway leading to a single garage to the side. McNish Court and the Hillings provide specialist assisted living accommodation for elderly people integrated amongst the wider community.

6.105 Further west the housing blends through into building type 3E which sees a higher proportion of red brick and a greater variety of house sizes although less bungalows. To the west of Nelson Road in particular there is a greater concentration of smaller dwellings. Decorative features include patterned tile hanging such as that along Cornwallis Road and contrasting brick detailing. The road layout is dominated by culs-de-sac with a variety of garden depths most of which are sufficient to allow on plot parking supplemented by occasional small parking courts.



Cornwallis Court

6.106 There are two distinct sub-areas of 21st century housing which have been integrated into this area representing building type 3F. To the north at the western end of Bushmead Road is Linton Close a development of three storey terraced townhouses and blocks of apartments with a small number of two storey houses. They are mainly built in a very pale brick although some are red brick and all have grey artificial slate roofs with relatively shallow front gardens but purpose designed allocated parking spaces to the front. The second sub-area comprises Whinfell Close and Nelson Lodge care home, again building type 3F, which are built of red brick with pale render. These have very shallow front gardens often with long driveways leading to garages immediately to the rear of the houses and a shared surface access road.



Linton Close

6.107 This is an established residential area with limited opportunities for further development other than extensions.

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Development proposals should:

- Ensure that new development responds positively to the specific opportunities available within the area.
- Maintain the glimpsed visual connections to key buildings and landscape views to reinforce the wider context of the area.
- Reflect the existing materials and colour palette of properties in the immediate locality.
- Reflect the existing built forms and relationship with the street in any new development.
- Promote high standards of design and support creativity in architectural detailing.
- Protect the existing grass verges and mature trees and supplement these where space and service restrictions permit.
- Maintain, and improve where possible, views to the existing landscaping as a green backdrop particularly along the western edge of the area.
- Where possible incorporate renewable energy generation.

St Neots Character Area 20: Eaton Socon Business Cluster



Brick buildings with clad upper elements are widespread in the industrial estates; this example contains a characterful piece of street art adding to a local sense of identity



Quora Retail Park's car parking dominates the road frontage

6.108 The concentration of industrial and allied commercial uses at the southern end of Eaton Socon largely reflects this character area's accessibility to the A1/ A428 junction and the tendency in the 1970s-early 1980s when many of the industrial units were originally built to locate them in separate clusters but in close proximity to residential areas where workers might live. The area contains three distinct sub-areas: Little End Road, Howard Road and Colmworth Business Park. All are identified as Established Employment Areas in the [Huntingdonshire Local Plan to 2036](#).

6.109 Little End Road industrial estate contains a mixture of one and two storey buildings in various combinations of brick, corrugated metal and coloured cladding panels. Building sizes vary significantly with clusters of small units integrated such as those in Foundry Way. Although the industrial buildings are prominent and the galvanised steel security fencing around some is very harsh the townscape is softened by a significant number of mature trees throughout the area. The building type is 5B with the colour palette being dominated by browns, sand and greys. Predominantly still industrial in character the area also includes a small proportion of trade counters and service uses.

6.110 Howard Road industrial estate contains a higher proportion of two storey buildings with some three storey elements. Materials include a high proportion of cladding, generally in soft greens, greys and blues with substantial use of glazing. The building type is again 5B. Close to the junction with the Great North Road part of the industrial estate has been redeveloped for the Quora Retail Park with a small number of building type 5D units set amongst a large area of car parking. There is limited tree planting to provide screening between industrial units on Howard Road and residential properties adjoining the northern boundary with a footpath providing both connectivity and separation. The eastern side of Howard Road adjoins the extensive open space of the Great Ouse Valley landscape character area where it runs north-south through the town. There is little integration between the two with substantial tree belts separating them.



Howard Road

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6.111 Colmworth business park is the newest sub-area within this character area. It contains a range of trade counters, industrial, office and leisure uses. Buildings collectively comprise building types 5B and 5C. Sizes and styles of units vary considerably from big box corrugated warehouses to brick and glass office buildings. The colour palette includes mainly buff and grey with detailing in cream, red and blue. Larger units are mainly concentrated in the north and east with a cluster of smaller office buildings and a hotel in the south western corner. Car parking dominates the frontage of most properties with limited landscaping to soften the area.



Leisure uses

6.112 There is some capacity for further redevelopment and intensification within this character area that reinforce its industrial and commercial nature.

Development proposals should:

- Reinforce the use of the area as one of St Neots' primary employment locations.
- Respond to the specific redevelopment opportunities available whilst reinforcing the area's industrial and commercial nature.
- Promote high standards of design and support creativity in architectural detailing.
- Improve pedestrian and cycle linkages into surrounding residential areas.
- Incorporate renewable energy options where they are appropriate and electric vehicle charging points.
- Reduce the visual dominance of cars through increased planting and improved boundary treatments.
- Retain the landscaped corridor along the northern boundary of the area.
- Minimise the impact of new development on the adjoining the Great Ouse Valley Landscape Character Area.