

APPENDIX C – Options Appraisal

Project Description		Critical Success Factors								Delivery		
Package	Project Interventions	Increase the role and prominence of the River Nene as a key feature within the Town Centre	Improve the image and perception to existing and future residents of the Cambridge - Peterborough sub-region	Make the high street more resilient to external factors	Improve access into the town centre	Bring derelict & underused buildings back into productive use	Improve investment climate for new businesses	Improve March's unique identity as a retail, leisure and cultural destination	Promote a work/life balance in town centre (e.g. night time economy)	Establish a clearer identity for March in the sub-regional and regional economies	Timescales for Delivery (1 = long; 5 = short)	Key Partners Needed for Delivery (1 = complex; 5 = few)
Package 1: Station Enviroms	A: Station arrival enhancements										••••	••••
	B: Improvements to western access to the station										••••	••••
	C: Improvements to station junction										••••	••••
	D: Improvements to northern access to the station										•	••
	E: Frontage improvements to Network Rail site fence										••••	••
	F(1): British Rail Staff Association / Braza Club - Option 1										•	••
	F(2): British Rail Staff Association / Braza Club - Option 2										•	••
Package 2: Station Road	A: Station Road transformation										••	••••
	B: Junction Improvements										••••	••••
	C(1): Boyes - Activation of Blank walls										••••	••••
	C(2): Boyes development site										••••	••••
Package 3: Broad Street	A(1): Broad Street improvements (remove carriageway & trial)										••	••••
	A(2): Broad Street improvements (improve public realm)										••••	••••
	B: Pavement improvements to Sainsbury's car park link										••••	••••
	C: Pavement improvements to Sainsbury's car park link										••••	••••
	F: Repurpose Barclays bank										••••	••••
	G.1: Refurbish and repurpose old cinema										••••	••••
	G.2: Car park development site										••	••••
	H.1: Continuous crossing										••••	••
H.2: Wayfinding to Community Centre										••••	••	
H.4: Continuous crossing										••	••••	
D: Vacant Units Activation Programme										••••	••••	
Package 4: Riverside North	A: Riverside Intervention										••••	••••
	B: River edge at Nene Parade										••••	••••
	C: Street at Nene Parade										••••	••••
	E: Pocket park at Nene Parade										••••	••••
Package 5: Riverside South	A.1: Improved connection to the river and West End Park										••••	••••
	A.3: Improve mooring platform										••••	••••
	B.2: Widen footpath										••	••••
	A.7: Widen footpath										••••	••••
Package 6: Market Square	E.3: Town Hall ground floor improvements										••••	••••
	E.4: Clocktower illumination										••••	••••
	C.1: Pedestrianise the car park										••••	••••
	C.3: Cycle parking										••••	••••
Package 7: Acre Road & Backlands	B: Vacant Units Activation Programme										••••	••••
	C.1: City Road square enhancement										••••	••••
	E.1: New crossing to market square										••••	••••
	B.2: Alleyway improvements										••••	••••
	B.3: Alleyway improvements										••••	••••
	A.1(1): Refurbishment of vacant units										••••	••••
A.2(2): Mixed use development site										••	••	
A.2(3): Mixed use development site										•	•	
Package 8: High Street South	D.1: Pocket park										••••	••••
	A.1: Neighbourhood corner improvements										••••	••••
	A.2: New crossing										••••	••••
	H.1 Improved road through										••••	••
Vacant Units Activation Programme										••••	••••	