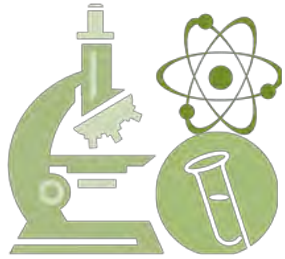




- Introductions
- Presentation by AECOM & PBA
 - Existing Conditions & Current Planning Consent
 - The University's Vision
 - Emerging Illustrative Masterplan
 - Integrated Transport Planning
 - Sustainability
- Discussion on Presentation
- Programme & Process
 - Towards a new Outline Planning Application
 - Future Meetings

FOR DRAFT
For Consultation



1: Optimise the quantum of development on the site, supporting the City and Region as a world leader in R&D



2: Support the commercialisation of knowledge through entrepreneurship and collaboration with industry



3: Create and sustain a high quality place by transforming the physical and social environment for site users and neighbours across the City



4: Deliver adaptable and efficient space to support viability and long term value creation



5: To deliver sustainable development, proactively investing in the quality of place and integration within the City

For



West Cambridge – NWCD Community Group Feedback



NWCD Community Group

- Established in 2010 to support the consultation process for the University's proposals for the NWCD
- Combined local residents associations, local community representatives, interest groups
- Provided opportunities for the local community, through representatives, to be consulted and to be informed and inform the emerging proposals
- Four years later, the Community Group is still well attended and there is positive engagement between residents and the development

“The Community Group has been **pivotal in awareness building**. As helpful as the exhibitions and websites are, they are one-way, you can’t interrogate them as you do another person. The interpersonal relationships with the team are good, as we know who to challenge and ask questions of.”

“The University has been **open and approachable** and there is a high degree of trust so we feel less concerned.”

“I am a cynic when it comes to PR, but the thing about involvement here is that it makes us feel like **we have a stake**. We have bought into the 0.00001% of the overall project... it’s very much **OUR project** as it is yours.”

“I have been amazed at the level of consultation that the team has taken across the board. The scale of the development is enormous ... You have taken the residents with you to the **level of collaboration** which sits even better than consultation.”

“The NWCD team has been **open and upfront**, even when things can’t be changed, rather than closed.”

“I have felt that **my views matter** with NWCD.”

“The Community Group that you have set up is **unique** ... it allows smaller issues to come forward, not just the big issues, and this makes **residents feel comfortable**.”

“The University has been open and in some ways is a **model for development** in other areas”

For Consultation

West Cambridge

- Overall Impressions of the Existing Site Key findings from the Community Group Survey

13 responses, 12 completed.

Responses from 10-15 December 2014

Q4: What do you think are the best features of the existing West Cambridge site?

Answered: 12 Skipped: 1



Q5: What do you think are the areas for improvement on the existing West Cambridge site?

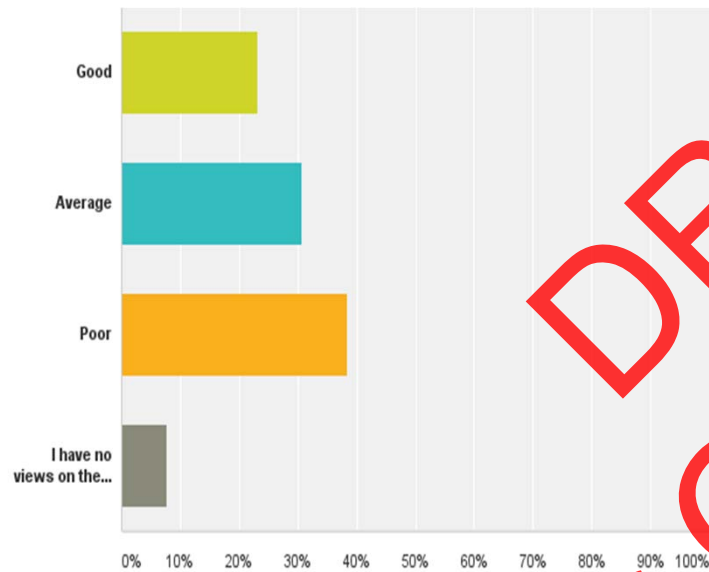
Answered: 13 Skipped: 0



What is your view on...

Answered: 13 Skipped: 0

The **amenity facilities** at the West Cambridge site (i.e. nursery, sports centre, catering, open spaces)?



The West Cambridge site's **transport links, facilities and connections** (such as the bus, cycle and footpaths, parking and general public facilities)?



For Consultation

Q10: Summary of the agreement with statements:

Answered: 13 Skipped: 0

There is a **desire to work** with the University and for better relationships and **communication as neighbours** to **influence the environment** at West Cambridge.

The statements surrounding the West Cambridge Development showed that there were **low levels of trust** and people **did not feel that their views were listened to**.

On communications with the University and its Contractors, there was a variety of responses that shows an **inconsistent experience**, ranging from positive to negative and we would like to improve this.

For Consultation

Q16: Further thoughts or comments that have not been covered by this survey?

Answered: 6 Skipped: 7

Early Consultation and two-way communication welcome

Consideration of Madingley Road

- footpaths, speed limits, landscaping would be useful

Concern about the capacity of the faith facilities to meet the needs of the area

Feeling that University has misled and acted for short-term commercial gain

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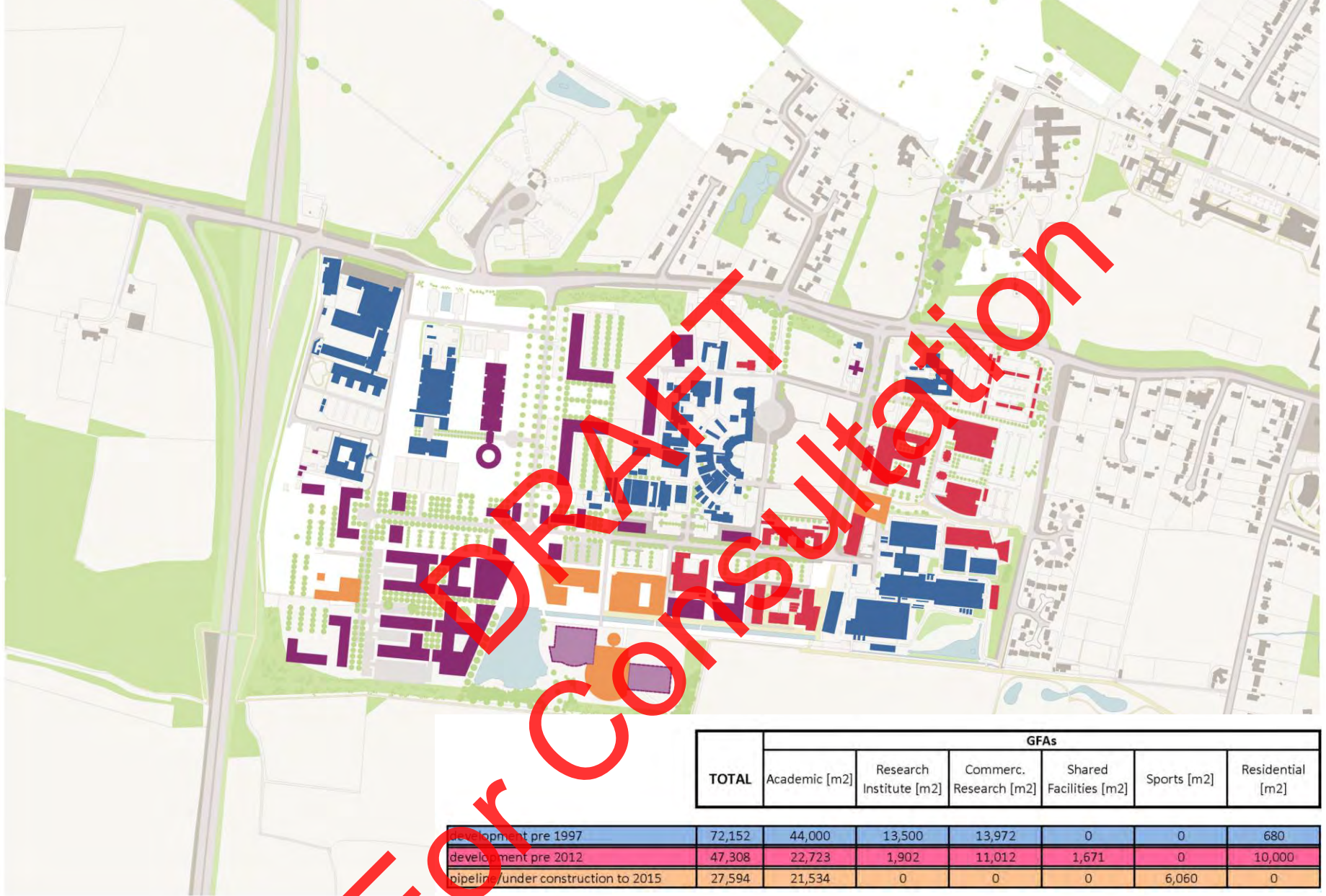
West Cambridge – a slowly evolving place 1994-2012



West Cambridge – Existing conditions 2014



West Cambridge – Existing conditions 2014

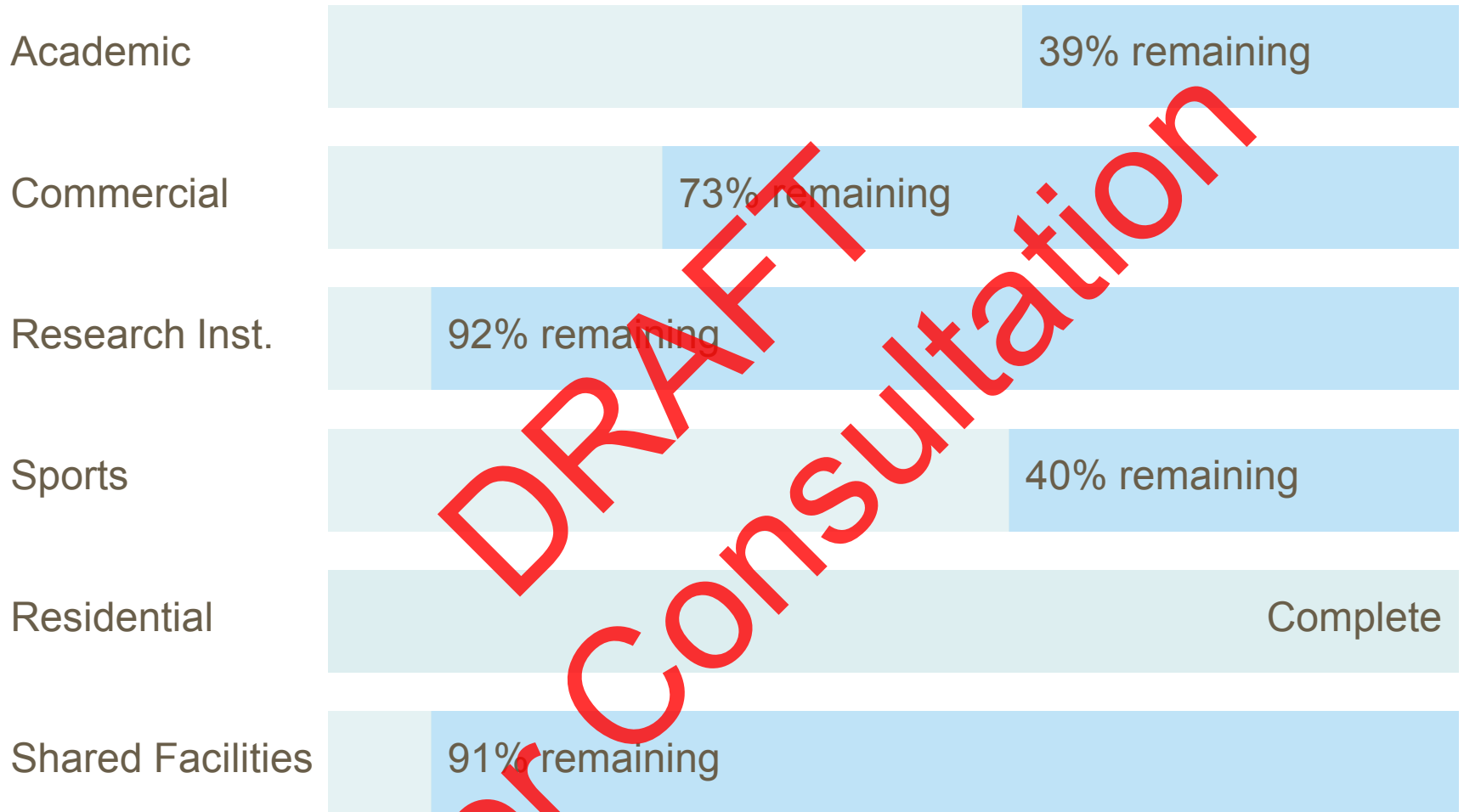


TOTAL	GFAs					
	Academic [m2]	Research Institute [m2]	Commerc. Research [m2]	Shared Facilities [m2]	Sports [m2]	Residential [m2]

development pre 1997	72,152	44,000	13,500	13,972	0	0	680
development pre 2012	47,308	22,723	1,902	11,012	1,671	0	10,000
pipeline/under construction to 2015	27,594	21,534	0	0	0	6,060	0

Outline Planning Consent 1999	176,120	73,000	24,000	41,000	18,000	10,120	10,000
(remaining)	101,218	28,743	22,098	29,988	16,329	4,060	0

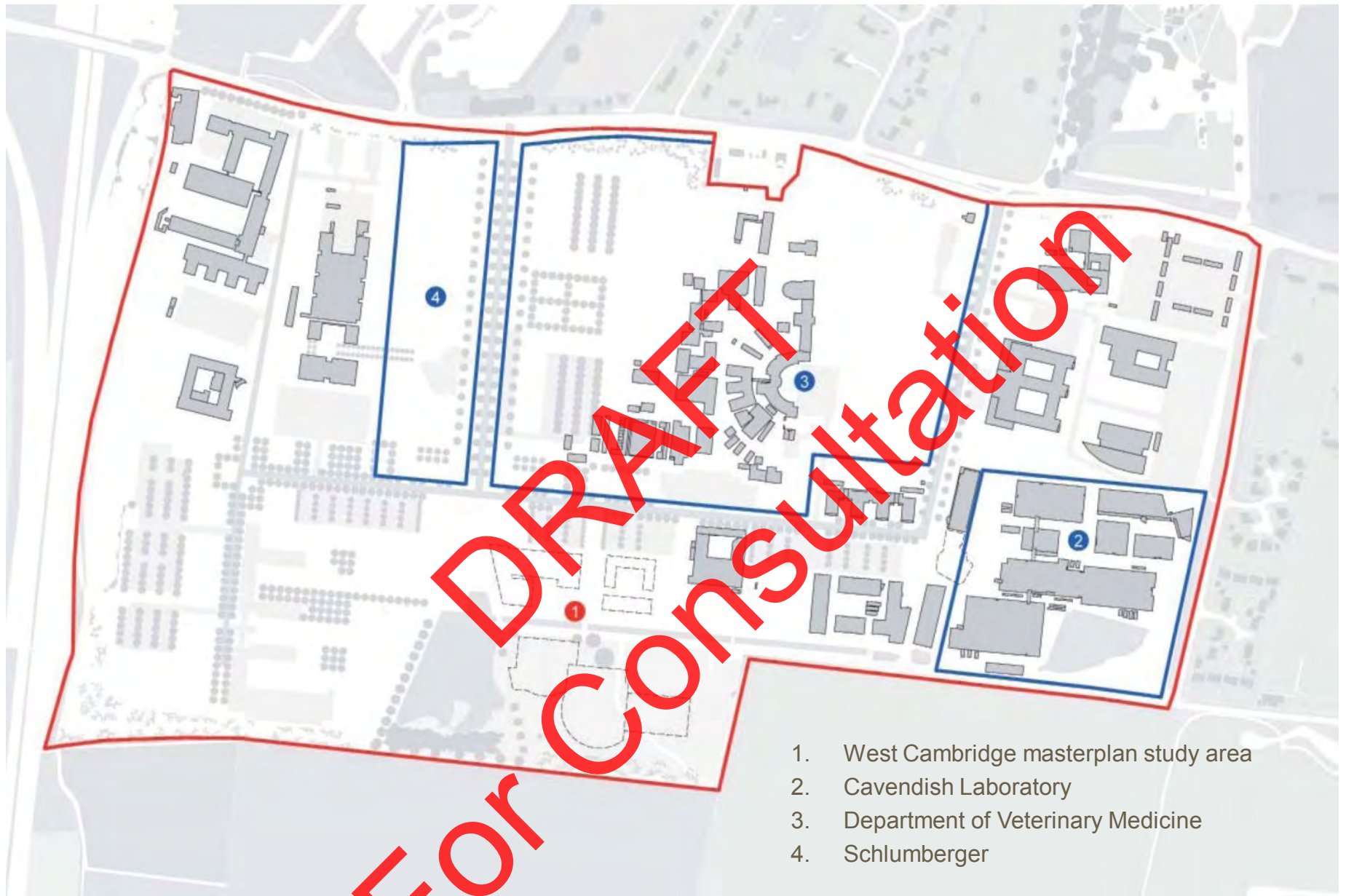
**Remaining consented development:
51,000m2 of academic (incl. RI) and 30,000m2 of commercial development**



West Cambridge – Uneven delivery within current planning consent



Low Commercial & Research Institute growth

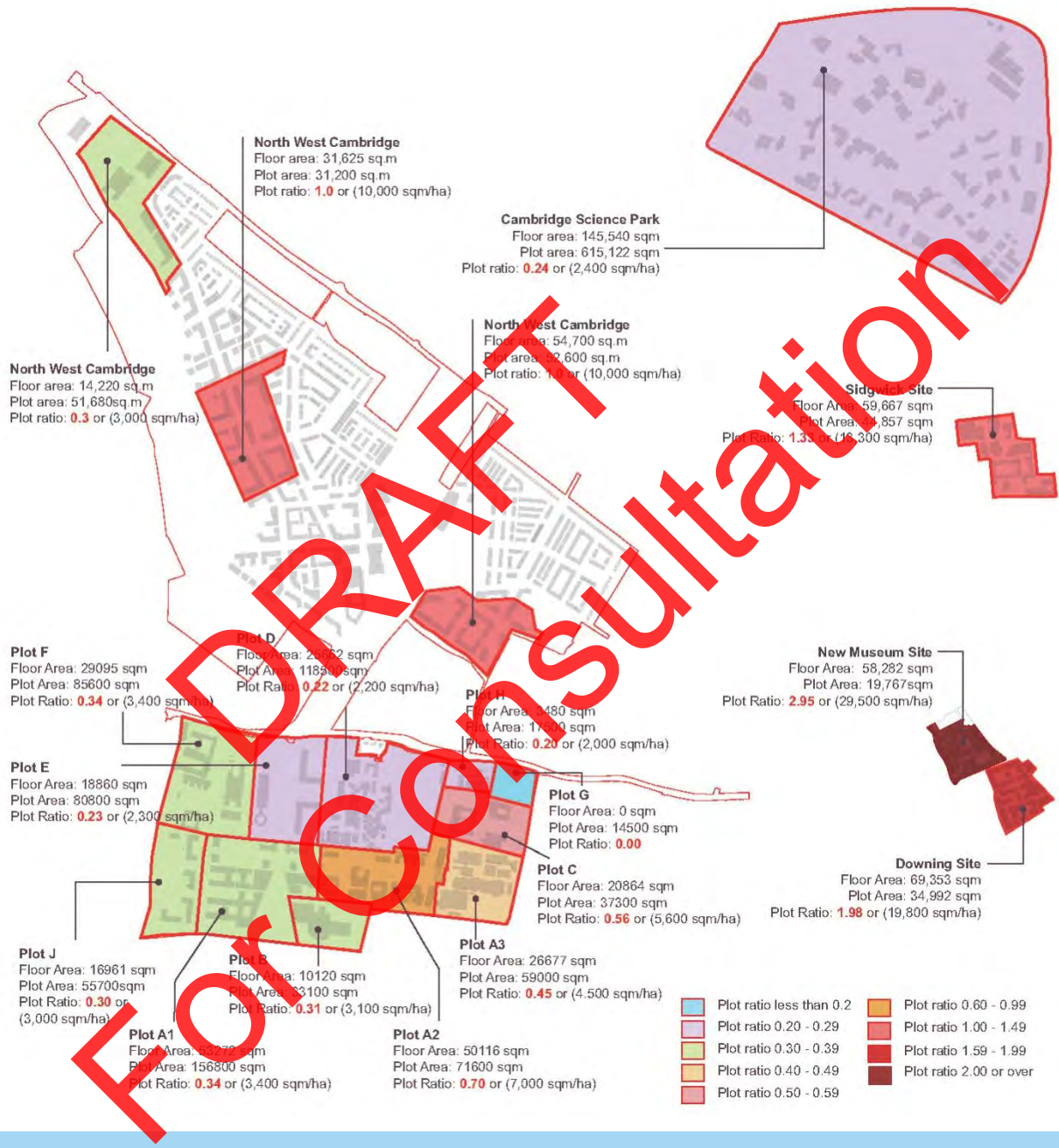


Growth currently projected across West/NW quadrant

- 89,000sqm. total academic floorspace
- (up to) 70,000sqm total commercial floorspace
- (up to) 22,000sqm. total research institute floorspace

North West Cambridge

West Cambridge

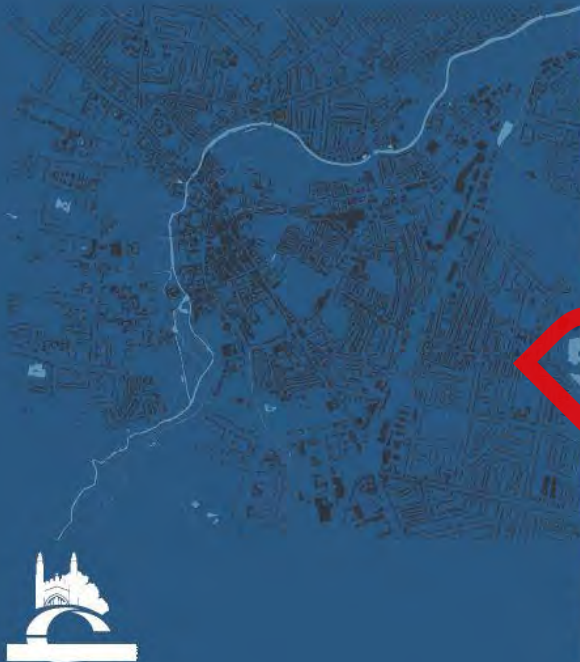


West Cambridge – Uneven density and lack of site-wide placemaking concept

Cambridge City Council

Cambridge Local Plan 2014: Proposed Submission

July 2013



CAMBRIDGE
CITY COUNCIL
Planning Services

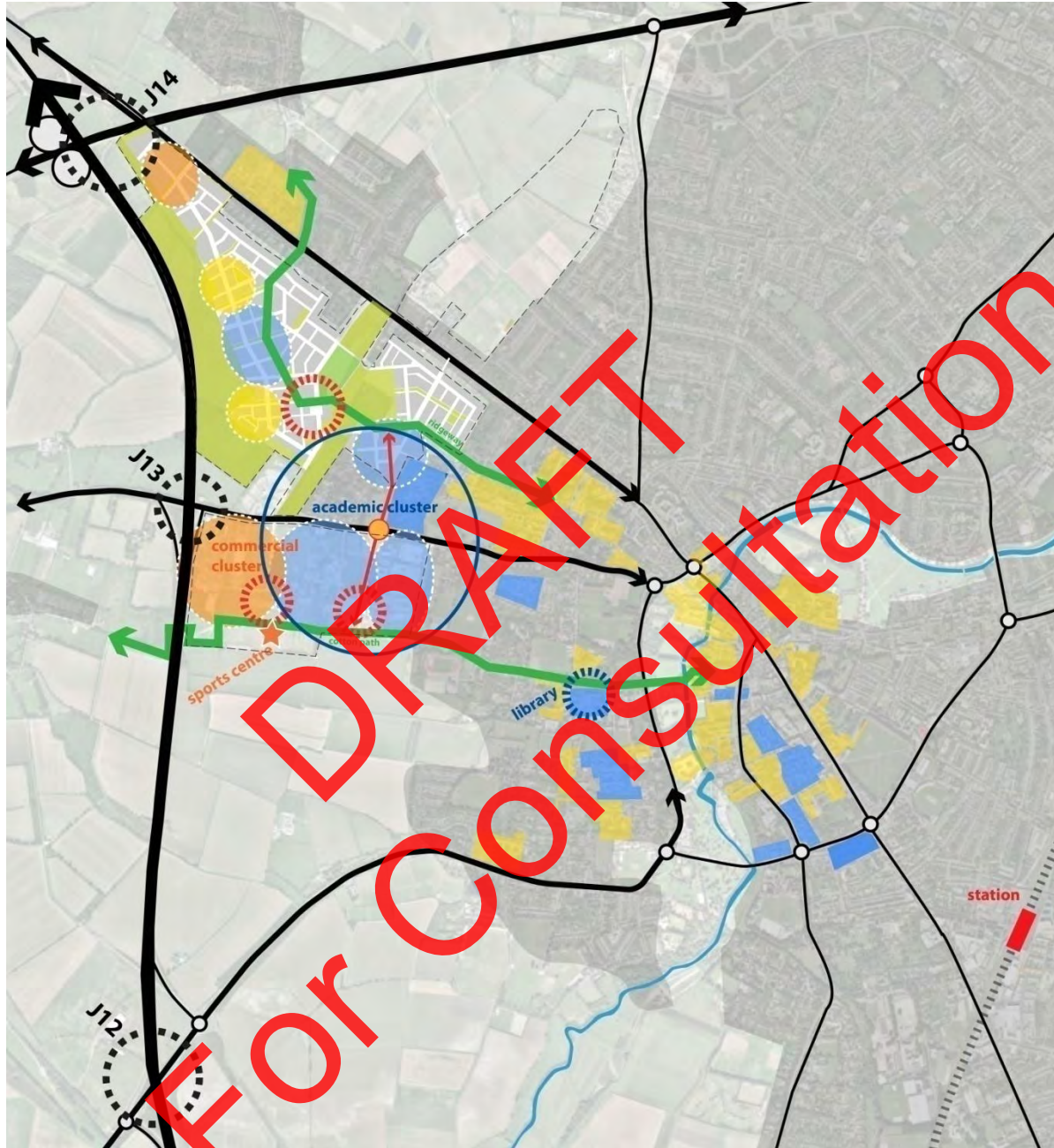


Supports appropriate intensification of the site through a revised masterplan that:

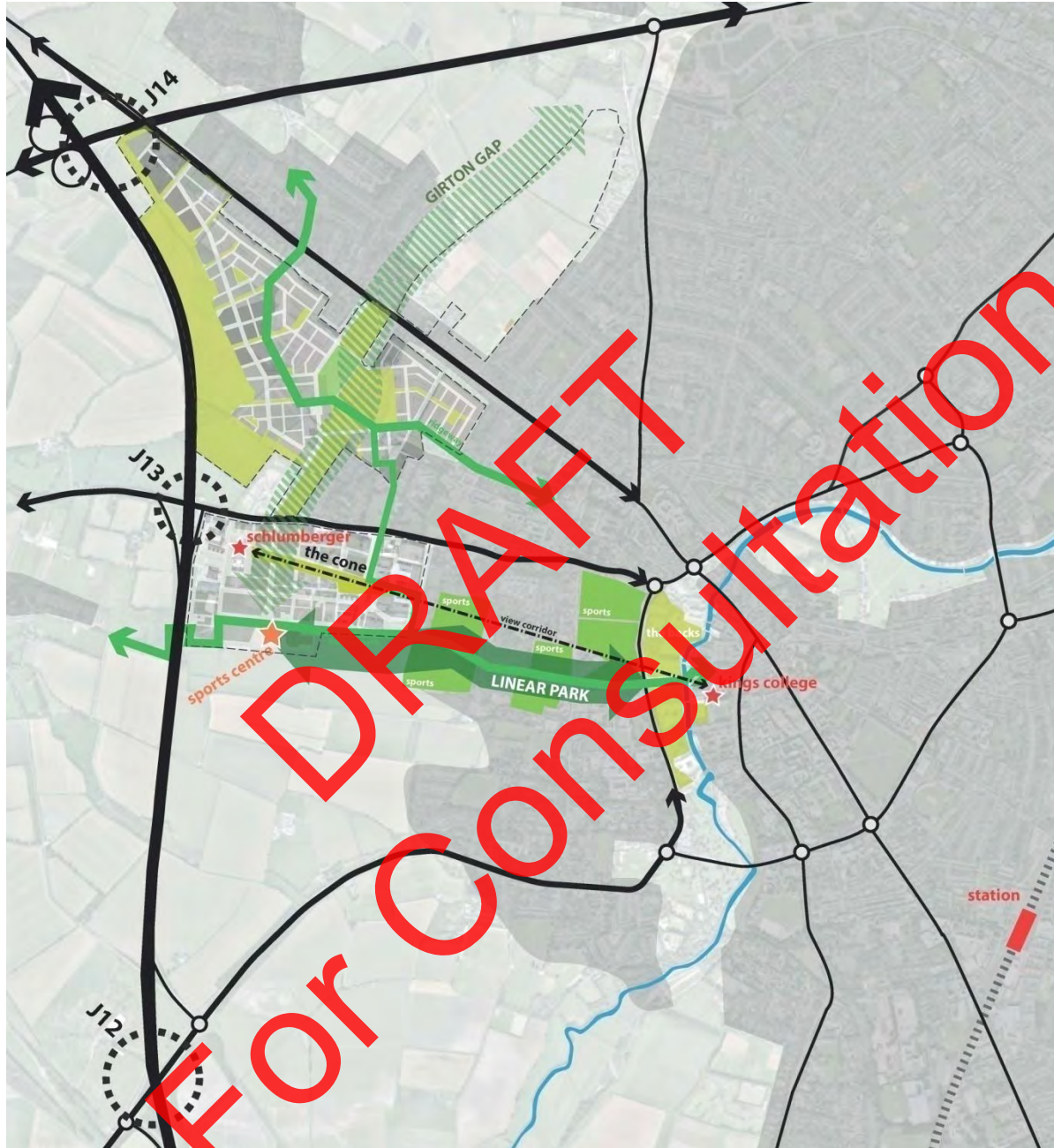
- Adopts an integrated and comprehensive approach to the provision and distribution of uses and phasing;
- Includes a comprehensive transport strategy, incorporating a sustainable transport plan;
- Provides a clear design framework for future development, enhancing the sense of place and respecting setting;
- Promotes sustainable development through provisional appropriate green infrastructure;
- Considers a site-wide energy strategy.



West Cambridge – the University's Vision



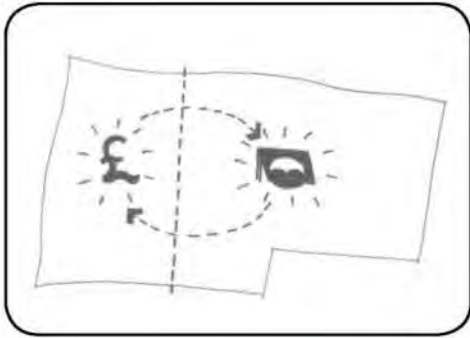
Academic and commercial research clusters



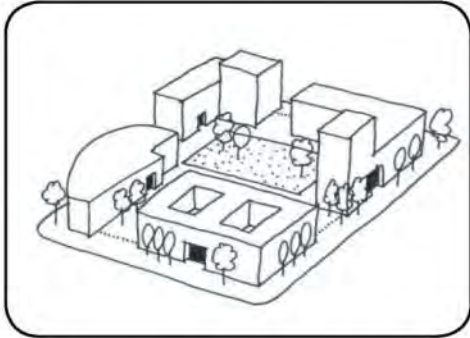
Optimise development potential and long term value



West Cambridge – in relation to the City Centre



Establish clearer zones of development



Define identifiable, smaller scaled sites and precincts

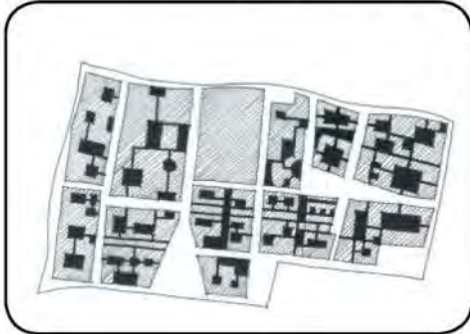


Create an active pedestrian friendly central street

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Provide and support high quality social activity nodes



Encourage a finer urban grain to development

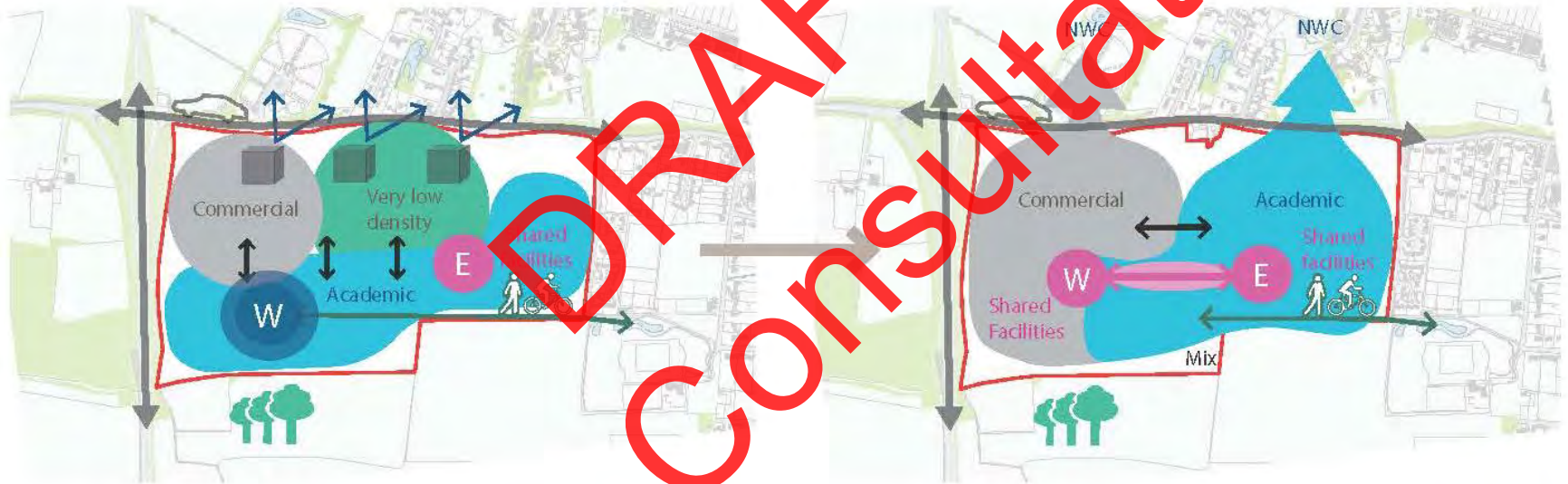


Reinforce public transport and cycle corridors

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For Consultation

From East-West distribution...

...to North-South interaction



From relative isolation...

...to urban and spatial integration



From plot-by-plot, incremental development...

...to well scaled, pedestrian orientated, connected precincts





West Cambridge – Emerging Illustrative Masterplan



West Cambridge – Existing conditions 2014

- Uplift to academic floorspace
 - Additional capacity for academic growth
 - Flexible building types and spaces for collaboration
- Uplift to commercial floorspace
 - Establishing a commercial address
 - Securing long term potential for growth



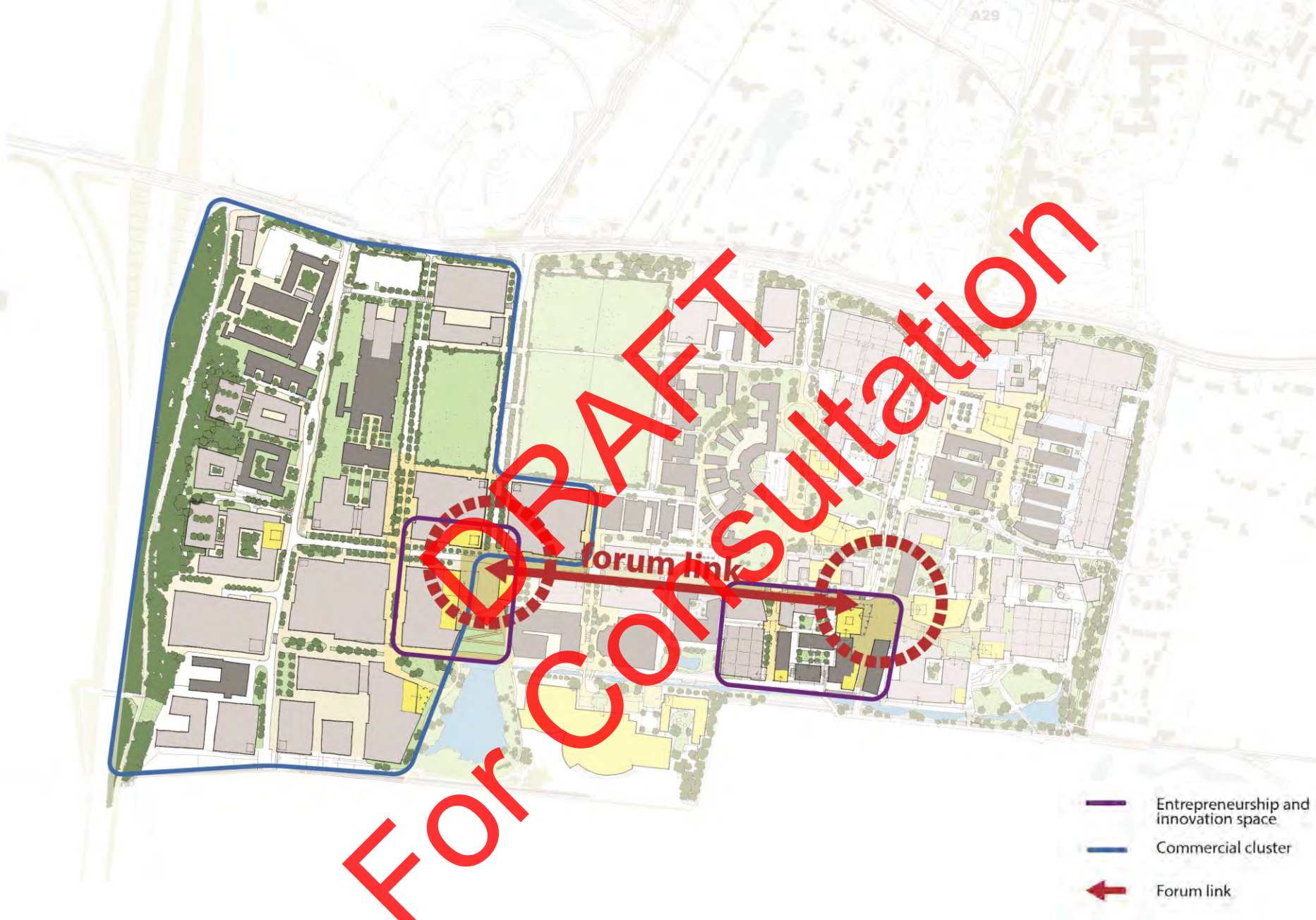
- Uplift compared to current consent at West Cambridge



- Existing buildings
- New buildings
- Social facilities and other active uses, new and existing
- Forum Link
- Pedestrian routes
- Public realm - softscape



Emerging Illustrative Masterplan – Main Clusters



For Consultation

- Entrepreneurship and innovation space
- Commercial cluster
- ← Forum link

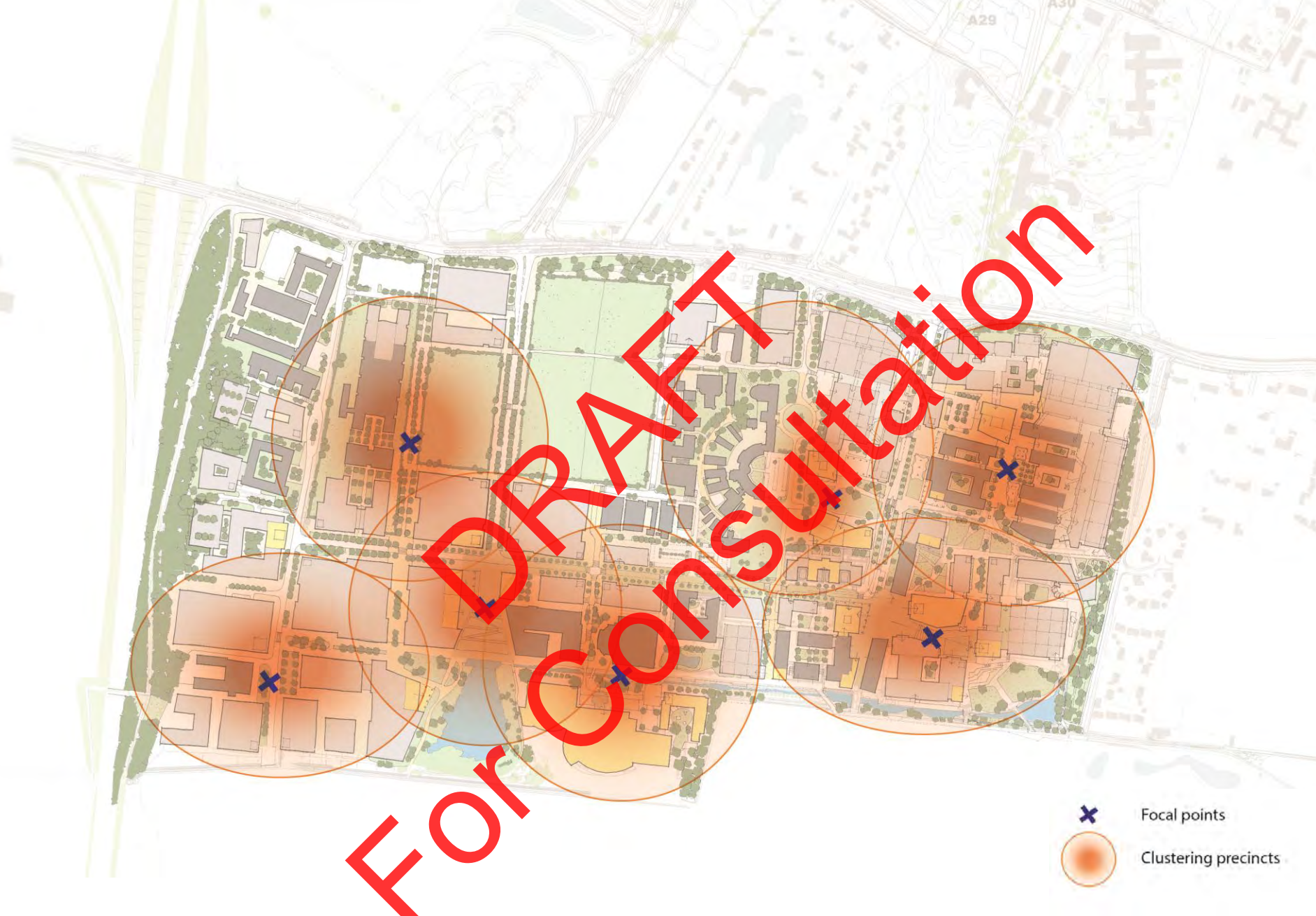
Emerging Illustrative Masterplan Principles – Strategy for commercialisation of knowledge





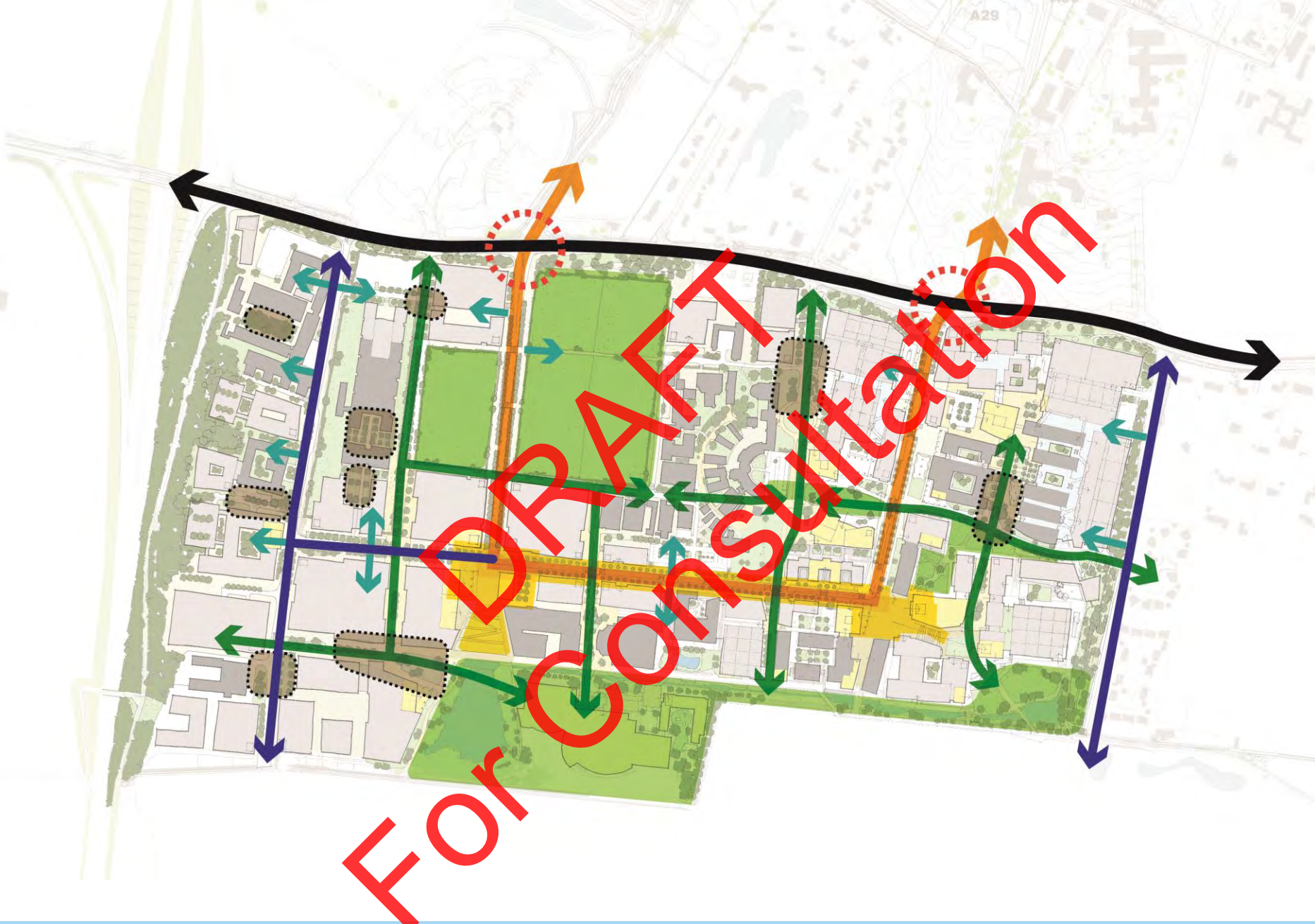
Emerging Illustrative Masterplan – North-South links and grain



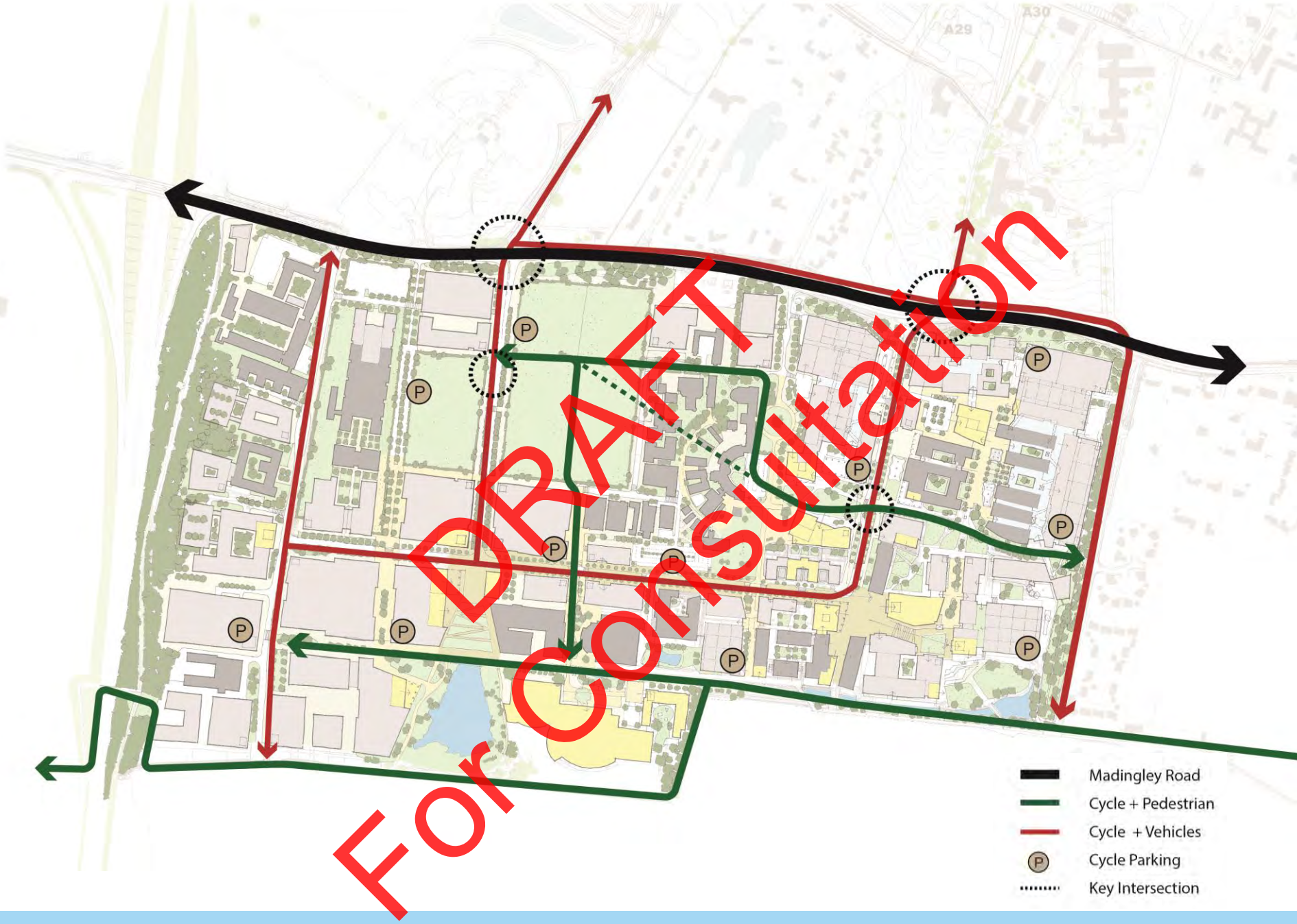
Emerging Illustrative Masterplan – East-West links



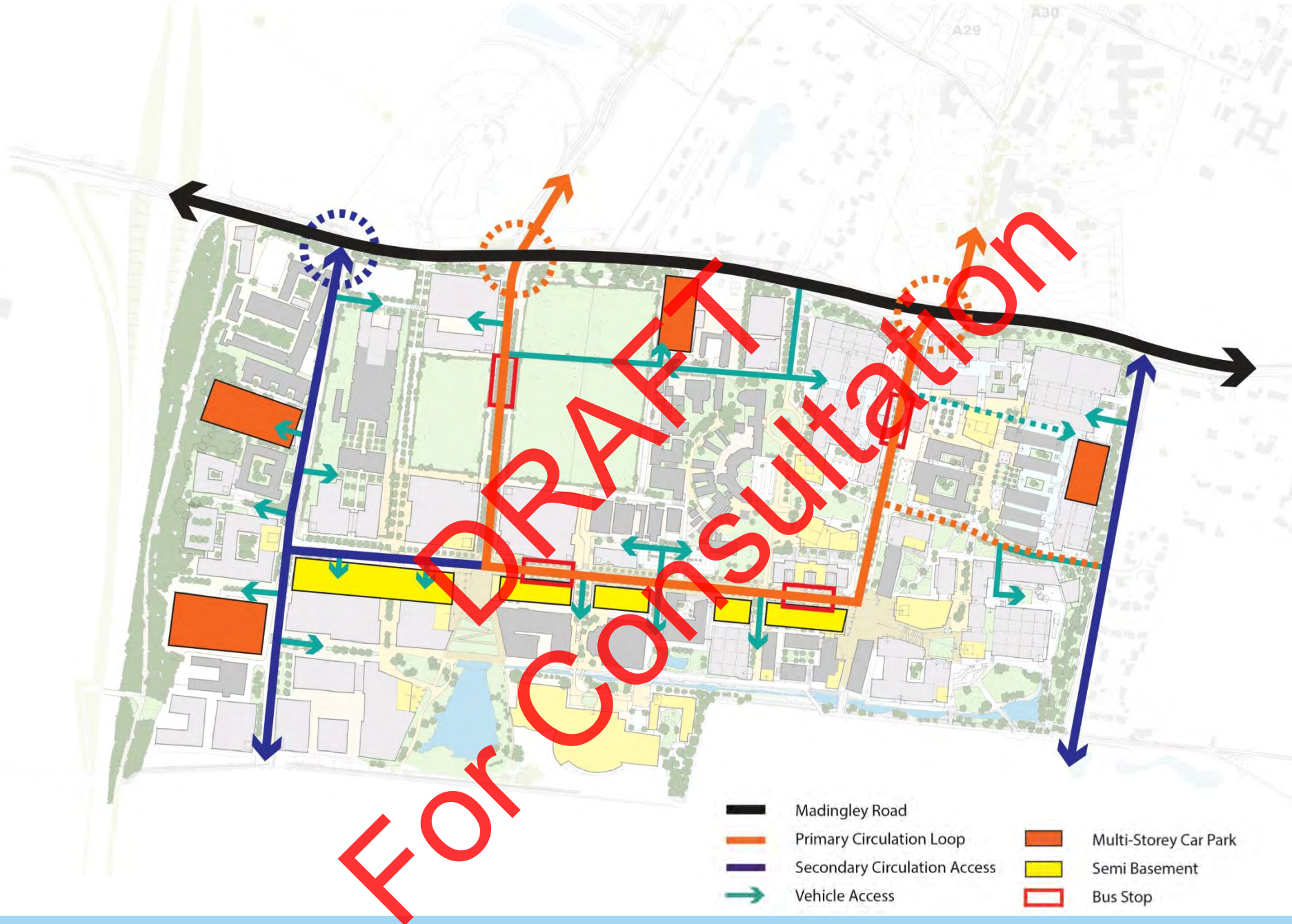
-  Focal points
-  Clustering precincts



Emerging Illustrative Masterplan – Open Spaces



Emerging Illustrative Masterplan Principles – Cycle access and parking



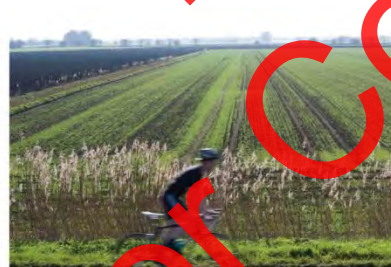
Emerging Illustrative Masterplan Principles – Car access and parking

Landscape Concept

- The City - Cambridge Town Centre
- Neighbourhoods – North West Cambridge & adjacent residential
- Agricultural Landscape
- Coton Countryside Reserve



Coton Countryside Reserve



Agricultural Landscape



North West Cambridge



City Center



West Cambridge – Existing conditions 2014



1. Local Highway Capacity:

Madingley Road corridor and High Cross Junction

2. Strategic Highway Capacity:

Impact on M11 Highways

Accessibility from the north

3. Poor Public Transport Connectivity

4. City Deal

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BUS SERVICE ENHANCEMENT:
- University mini bus system
- Get onto guided bus route

PRIVATE VEHICLE (NON-CAR) ENHANCEMENT:
- Taxi company contract
- Innovative vehicle use
- University owned cars with drivers

BICYCLE USE ENHANCEMENT:
- University Boris Bike Scheme



BUILDING TYPE UNDERSTANDING AND MANAGEMENT


















INCENTIVE PROGRAMMES:
- Sticks for academics
- Carrots for academics
- Employee sticks
- Employee carrots

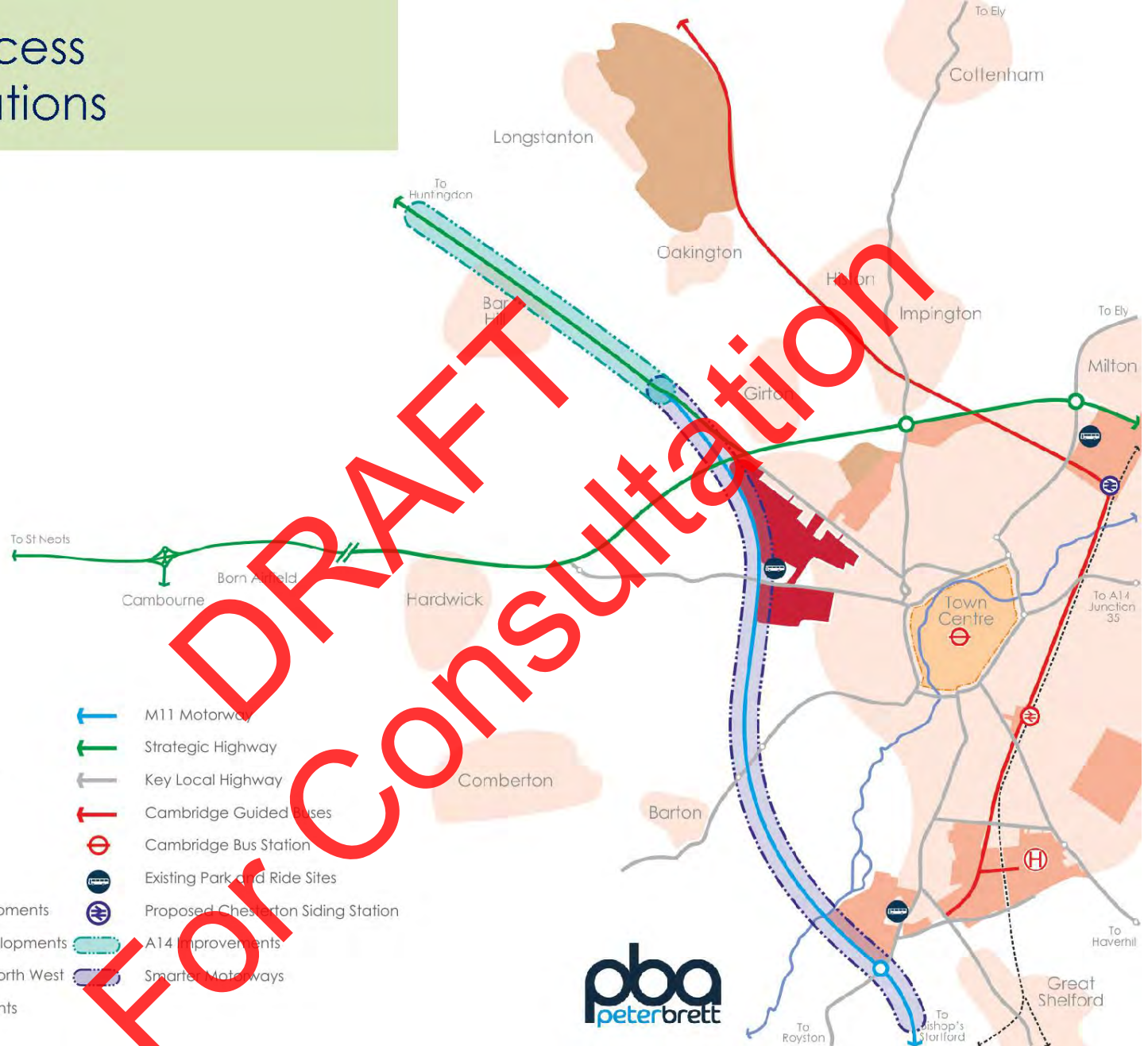
ADDED VALUE LOCATION:
- Access to facilities
- Social capital building
- Amenity
- Innovative, entrepreneurial culture
- Collaboration opportunity

COMMERCIAL TENANT TYPE UNDERSTANDING AND MANAGEMENT

Future Access Considerations

Key:

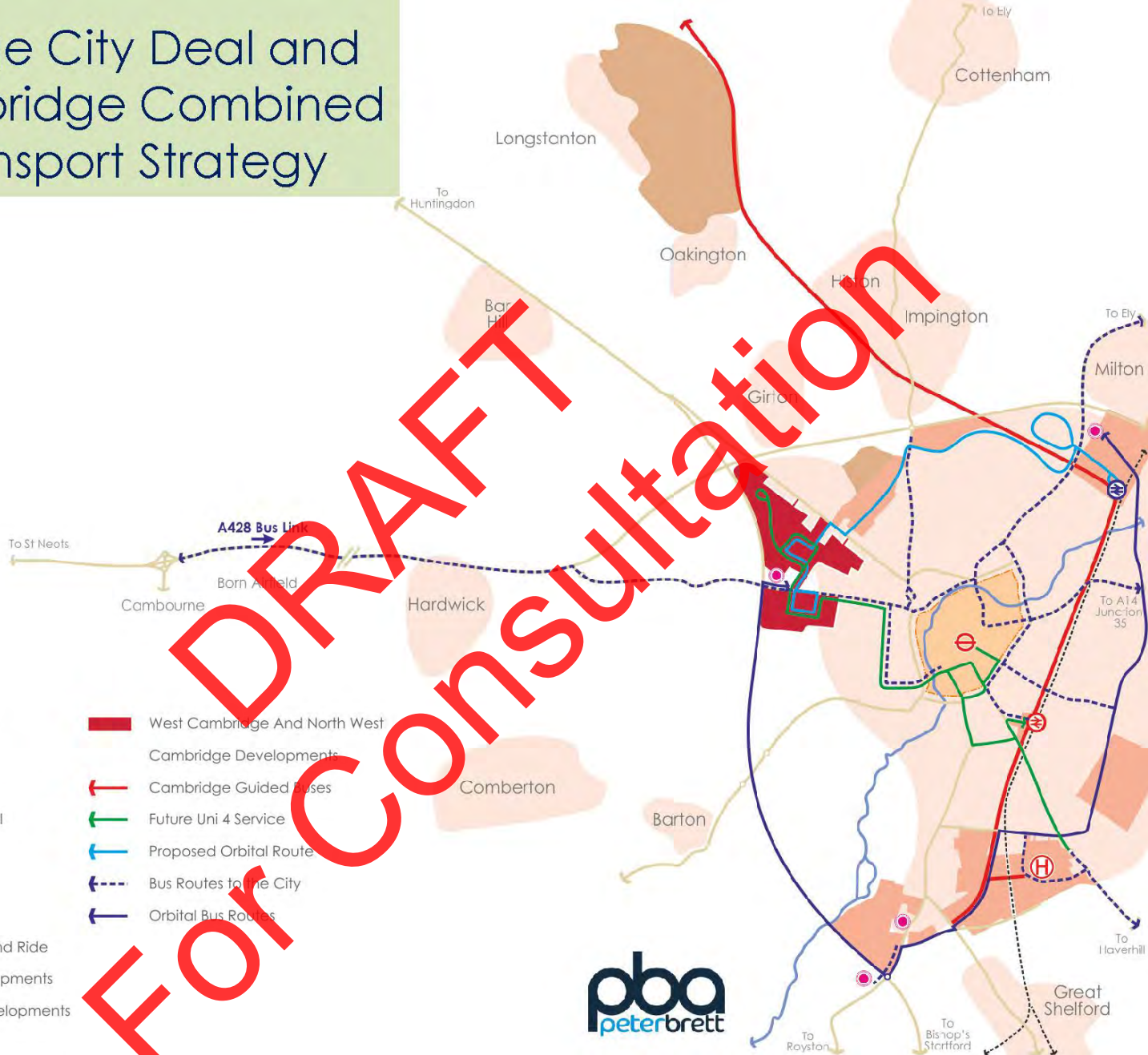
-  Railway
-  Railway Station
-  Addenbrook's Hospital
-  Built Up Area
-  Town Centre
-  Waterways
-  New and Future Developments
-  Future Aspirational Developments
-  West Cambridge And North West Cambridge Developments
-  M11 Motorway
-  Strategic Highway
-  Key Local Highway
-  Cambridge Guided Buses
-  Cambridge Bus Station
-  Existing Park and Ride Sites
-  Proposed Chesterton Siding Station
-  A14 Improvements
-  Smarter Motorways



The University's North West Cambridge Public Transport Strategy



Cambridge City Deal and NW Cambridge Combined Public Transport Strategy



Key:

- Key Highway Network
- Railway
- Railway Station
- Addenbrooke's Hospital
- Built Up Area
- Town Centre
- Waterways
- Transport Hubs / Park and Ride
- New and Future Developments
- Future Aspirational Developments

- West Cambridge And North West Cambridge Developments
- Cambridge Guided Buses
- Future Uni 4 Service
- Proposed Orbital Route
- Bus Routes to the City
- Orbital Bus Routes





Sustainability Vision will be embedded in all aspects of the re-masterplanning of West Cambridge.

This Vision emphasises the desire to develop a **pioneering approach** to sustainability at West Cambridge, with particular focus in Sustainable Transport and in developing a sense of community, collaboration and place at the site.

The Vision is further developed in a **Sustainability Framework** which covers all aspects of sustainability and sets principles and targets for the Masterplan and future development of the site.





West Cambridge – Towards a new Outline Planning Application



For DRAFT Consultation



DRAFT FOR CONSULTATION

WEST CAMBRIDGE

Thank you



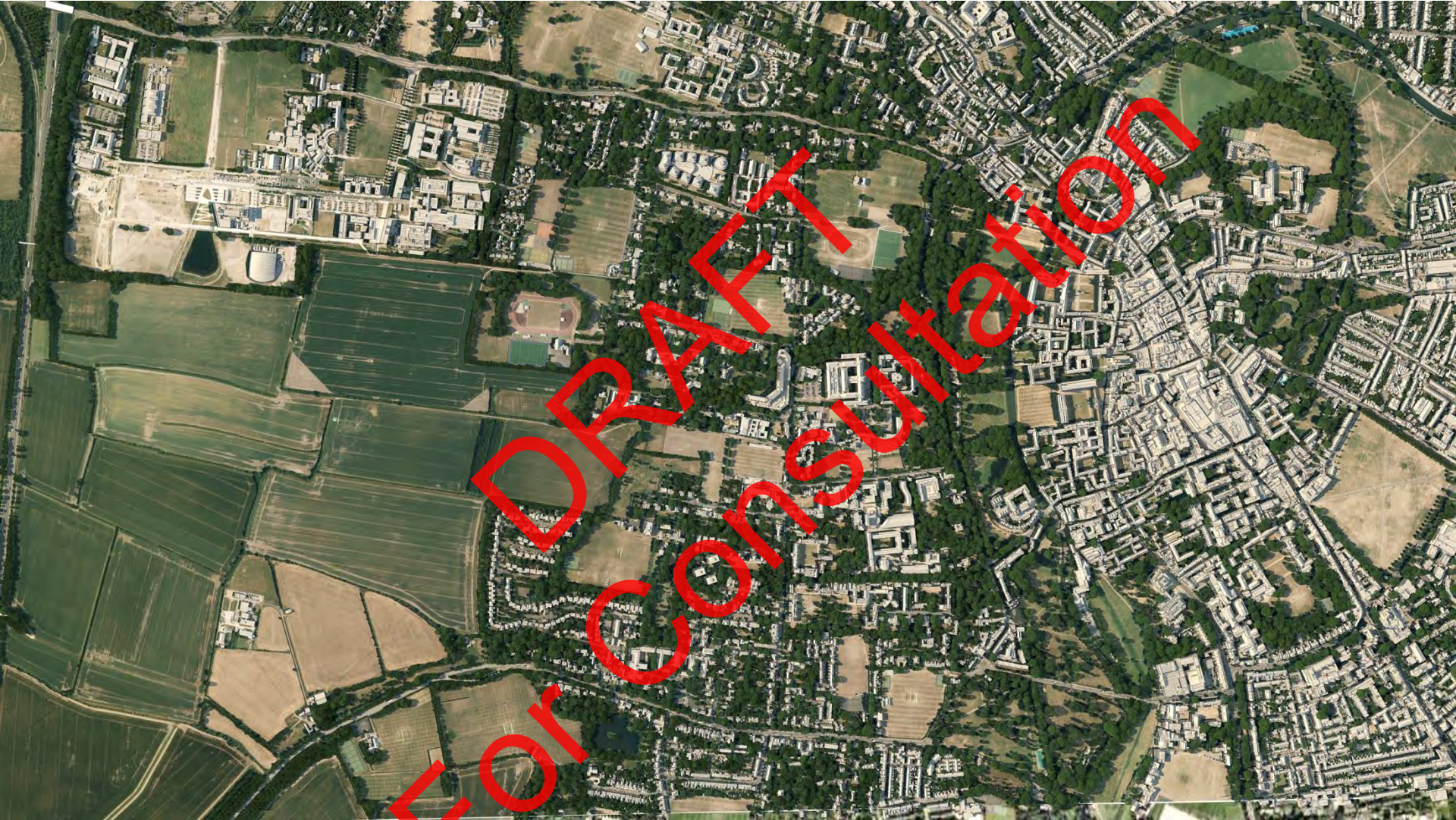
West Cambridge – Existing conditions 2014



3D model – Existing site



3D model – Existing site



3D model – Existing site



3D model – Existing site



West Cambridge – in relation to the City Centre



3D model – Existing site