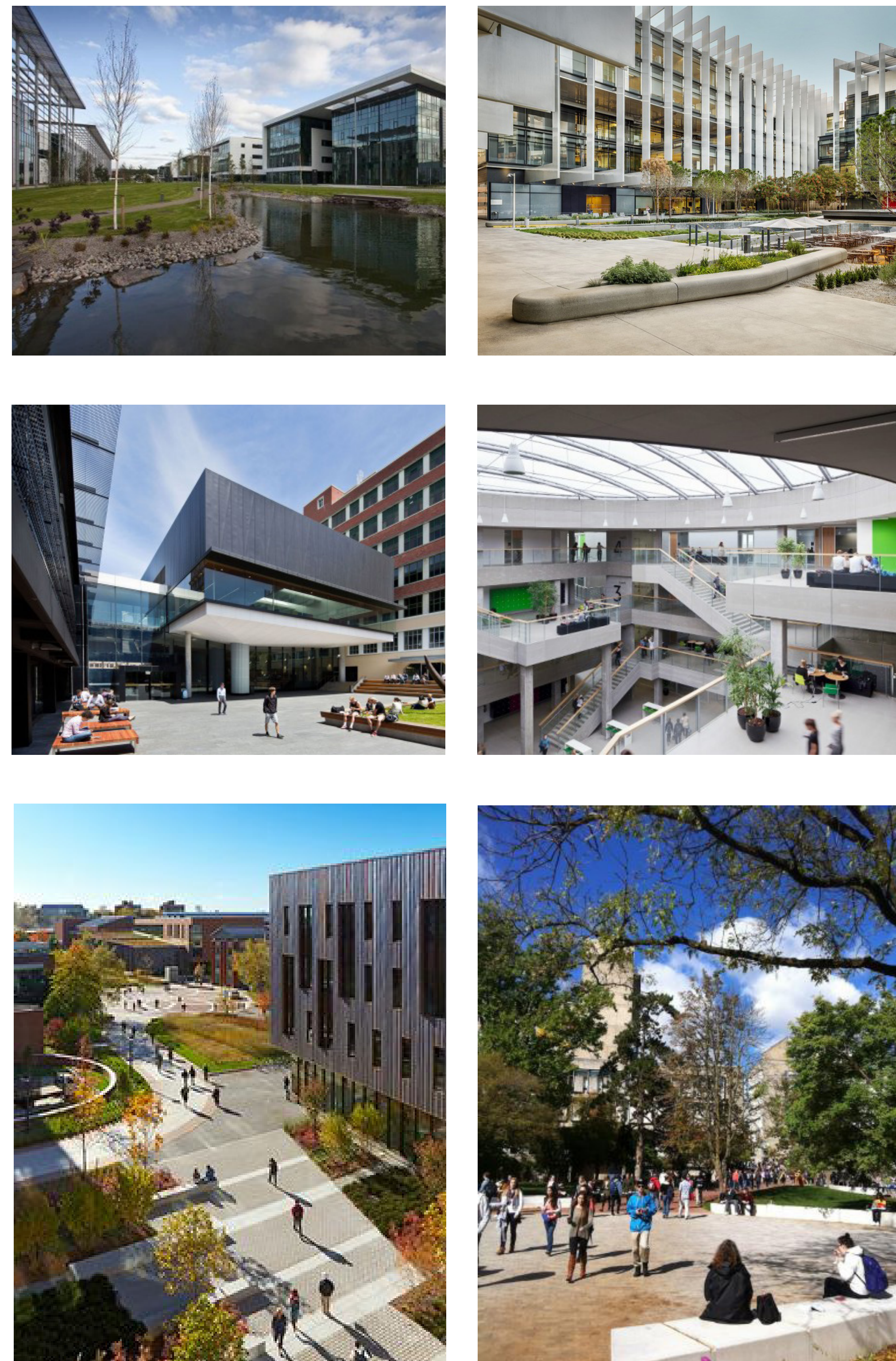




The Vision for West Cambridge

The University's vision for West Cambridge is to:

- create a high quality, **well connected research environment** embodying high standards in environmental sustainability, helping to attract and retain the best academic and commercial research teams in Cambridge
- provide **more flexible, efficient space** for University use and deliver shared facilities which transform the quality of the environment for site users, supporting the commercialisation of knowledge through entrepreneurship and collaboration with industry
- include measures to enhance the **quality and sense of place** and significant improvements to **sustainable transport**. The proposals will enhance connections within the University and across the wider Cambridge sub-region and beyond, maintaining both the University's and Cambridge's globally competitive position



Design Principles

A number of core principles are supporting development of a new masterplan. These include:

- creating strong **focal points** with shared public realm and facilities at the East Forum (close to the Hauser Forum) and the West Forum (close to the lake), to encourage interaction between site users



- creating a series of **pedestrian/cycle 'precincts'** where vehicle access is only for servicing, emergency vehicle access and disabled vehicle access, enabling high quality public realm, and sharing of public spaces by a range of users within each precinct



- creating a strong **built-form character**, with buildings fronting streets, rather than being set behind large areas of car parking



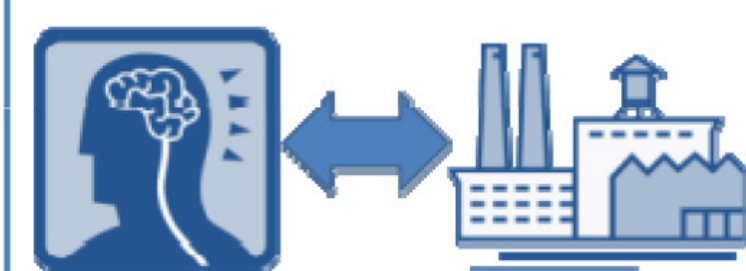
- clustering of cycle parking** in convenient locations, and clustering of car parking in multi-storey structures, releasing space for denser development and enhanced public realm (indicative cycle parking locations shown orange, indicative car parking locations shown purple)



- scale of new buildings **reflecting the setting** on the edge of Cambridge, particularly the sensitive southern boundary of the site onto the Green Belt, but with some slightly taller buildings being considered in the centre of the site



1: Optimise the quantum of development on the site, supporting the City and Region as a world leader in Research and Development



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: Deliver sustainable development, proactively investing in the quality of place and integration within the City