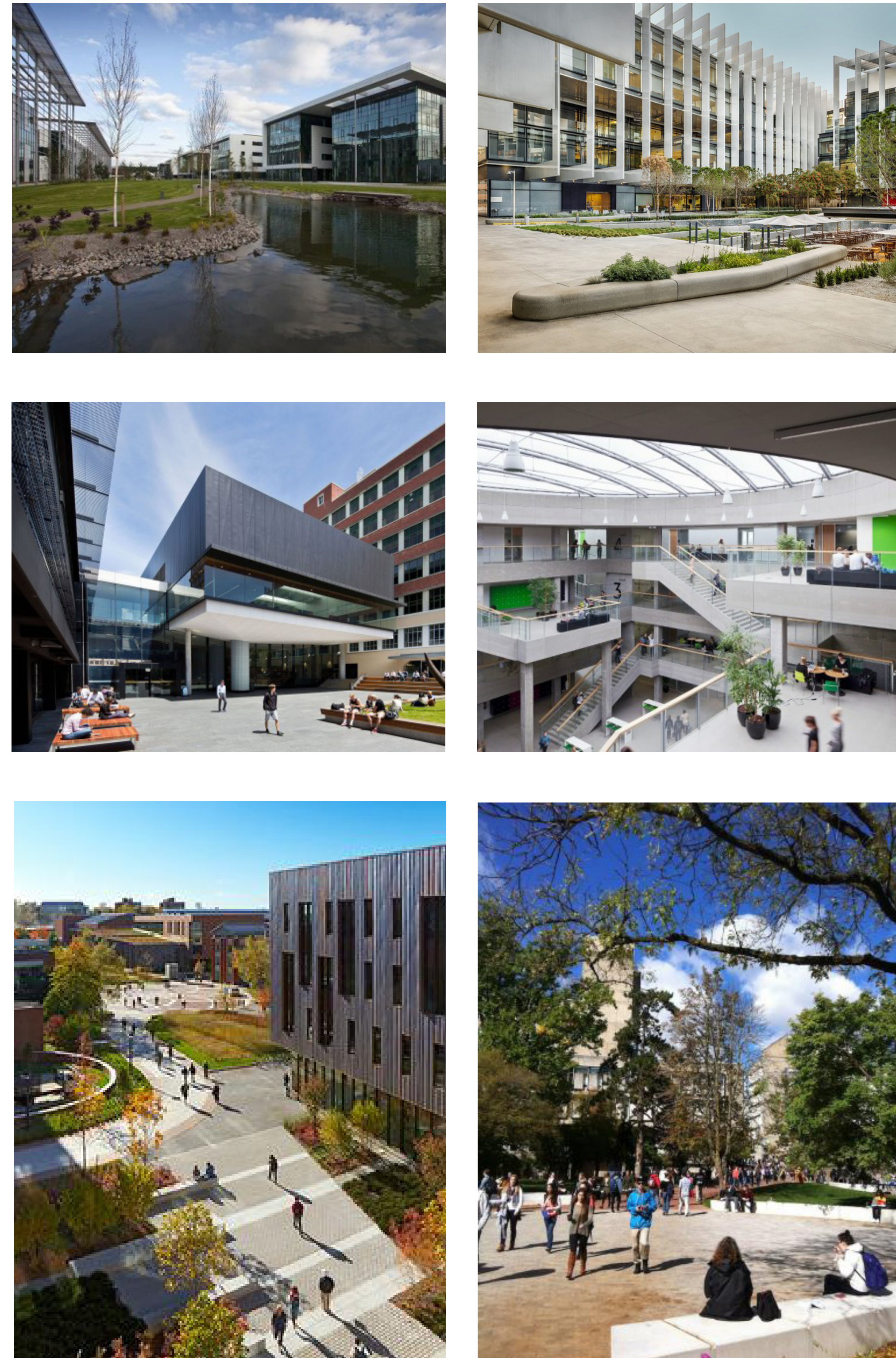




The Vision for West Cambridge

The University's vision for West Cambridge is for:

- A world-class, well connected research and development environment that benefits Cambridge, the region and the UK – one that provides facilities that help the University to retain its globally competitive position by continuing to attract and retain the world's best academics and researchers, as well as one that supports entrepreneurship and collaboration with industry.
- A high quality working environment that inspires pride and achievement as a world-renown research and development site.
- High standards in environmental sustainability across the site and sustainable travel methods to and from the site.



Design Principles

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

- creating strong **focal points** with shared facilities and amenities at the East Forum (close to the Hauser Forum) and the West Forum (close to the lake), to encourage interaction between site users and to draw people to these locations.



- 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



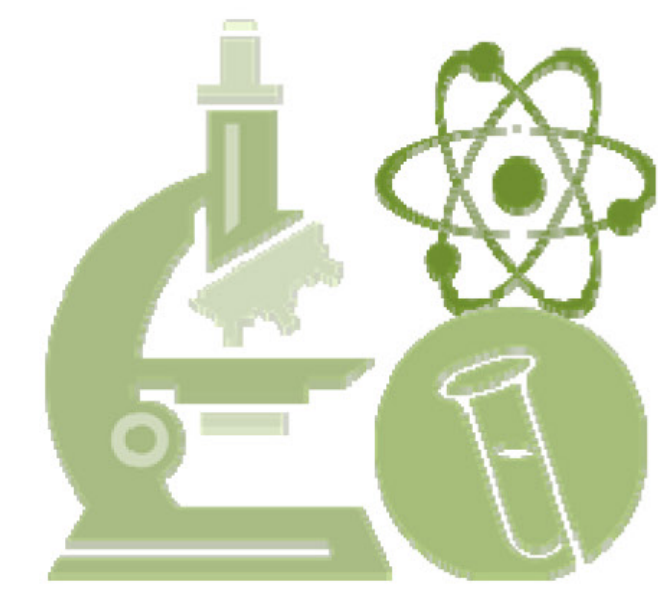
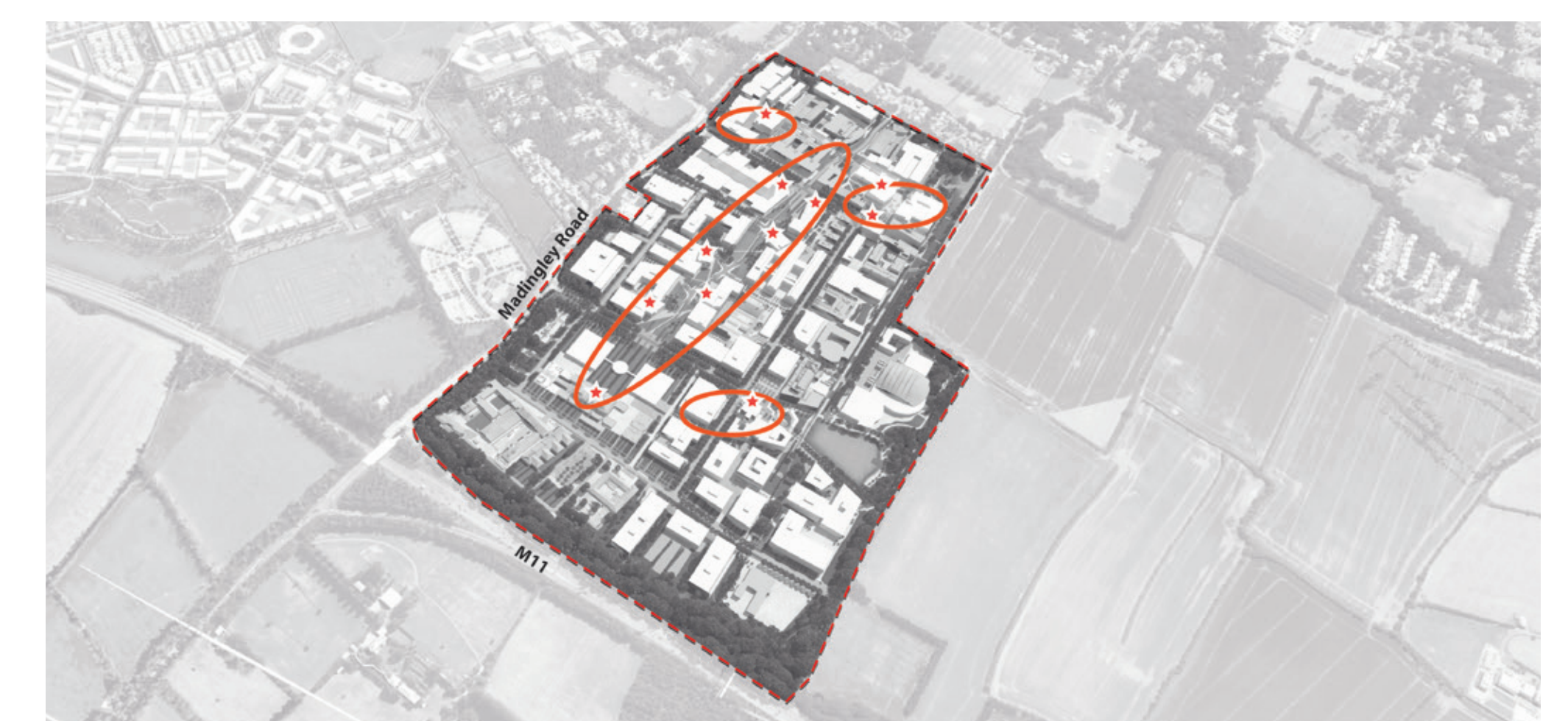
- creating a strong **built-form character**, with buildings fronting streets, rather than being set behind large areas of car parking



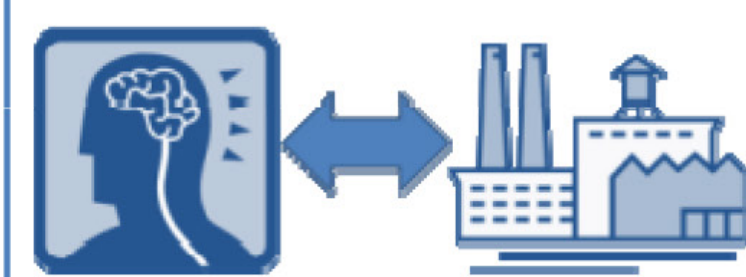
- **clustering of cycle parking** in convenient locations, and clustering of car parking in multi-storey structures, releasing space for denser development and enhanced public realm (indicative cycle parking locations shown orange, indicative car parking locations shown purple)



- 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



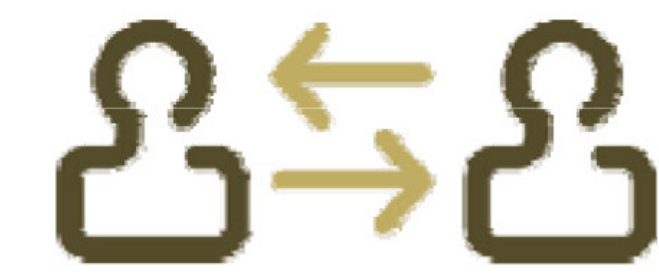
1: To optimise the amount of development on the site, to help enhance the position of the City and Region as a world leader in Research and Development



2: To support the commercialisation of knowledge through entrepreneurship and collaborations with industry



3: To create and sustain a high quality place by transforming the physical and social environment for site users and neighbours



4: To create flexible and efficient space to support viability and long-term value creation



5: To deliver sustainable development by proactively investing in the quality of the estate and its integration within the City