

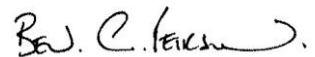
WEST CAMBRIDGE

OUTLINE PLANNING APPLICATION

STATEMENT OF COMMUNITY
INVOLVEMENT



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West Cambridge Statement of Community Involvement

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1 Introduction

- 1.1 This Statement of Community Involvement has been prepared on behalf of the University of Cambridge (the Applicant) and accompanies the suite of information submitted as part of the Planning Application for the Proposed Development at West Cambridge. This document sets out the ongoing community engagement and stakeholder consultation process.
- 1.2 The Proposed Development sets out a long term vision and strategy for the comprehensive development of the whole West Cambridge site. The development will introduce new faculty and research and development buildings, as well as related commercial research and development organisations onto the site. This document outlines the process the Applicant has undertaken in order to engage and consult with stakeholders, including local residents, community groups and site users to define the Proposed Development.
- 1.3 The University's aspiration for the West Cambridge site is to promote sustainable development which reinforces the importance of the site as one of the world's leading locations for academic and commercial research in the physical sciences and technology. The proposed development will promote a step-change in opportunities to collaborate research, enhance the environment and introduce development which is sympathetic to the setting of the site, including the amenity of neighbouring occupiers.
- 1.4 The structure of the Statement is as follows:
- Section 2 outlines the context of the planning application;
 - Section 3 outlines the planning policy context for undertaking community and stakeholder consultation;
 - Section 4 sets out the pre-submission consultation and communication process;
 - Section 5 outlines the outcomes of the consultation process and how the Proposed Development has addressed these outcomes; and
 - Section 6 details the conclusions.

2 Context of the Outline Planning Application

- 2.1 The Application Site is situated on 69.4 ha of land located approximately 2km to the west of the centre of Cambridge on the edge of the urban area. The site is designated in the Cambridge Local Plan 2014: Proposed Submission (July 2013) as an Area of Major Change under Policy 18.
- 2.2 The Applicant seeks Outline Planning Permission with details of all matters reserved within the parameters set out in the Parameter Plans and Statements.
- 2.3 The Outline Planning Application proposes up to 383,300m² of development comprising:
- up to 370,000m² of academic floorspace (Class D1 space), commercial / research institute floorspace (Class B1b and sui generis research uses), of which not more than 170,000m² will be commercial floorspace;
 - up to 2,500m² nursery (Class D1);
 - up to 1,000m² of retail/food and drink (Class A1-A5);
 - up to 4,100m² and not less than 3,000m² floorspace for community facilities (Class D2);
 - up to 5,700m² of sui generis uses, including Energy Centre and Data Centre;
 - associated infrastructure including roads (including adaptations to highways junctions on Madingley Road), pedestrian, cycle and vehicle routes, parking, drainage, open spaces and earthworks; and demolition of existing buildings and breaking up of hardstanding.
- 2.4 The Statement of Community Involvement is one of a suite of documents that supports the Planning Application. The full list of material submitted with the planning application is set out in the Planning Statement.

3 Planning Policy Context on Engagement

- 3.1 This section outlines the legislative and planning policy context for undertaking community and stakeholder consultation, comprising the Localism Act 2011, the National Planning Policy Framework (NPPF) and the Planning and Compulsory Purchase Act 2004. At the local level, the Cambridge City Council: Statement of Community Involvement (2013) forms part of the Cambridge City Council planning policy and was developed following requirements defined by the Planning and Compulsory Purchase Act 2004.

Cambridge Local Plan 2014: Proposed Submission (July 2013)

- 3.2 Policy 18 of the Cambridge Local Plan 2014: Proposed Submission (July 2013) identifies West Cambridge as an Area of Major Change and acknowledges that further development can occur in line with the existing planning permission. The draft policy also supports a greater intensity of development on the site that results in a significant increase in floorspace over that already approved through planning permission. In April 2015 the University and Cambridge City Council agreed a Statement of Common Ground setting out proposed amendments to draft Policy 18.

The Localism Act 2011

- 3.3 The Localism Act 2011 includes a requirement for developers to undertake compulsory community engagement prior to the submission of a planning application, where the proposed development is of a description specified in a development order.
- 3.4 Whilst the Application Site is not specified in a development order, the benefits of undertaking a comprehensive scheme of community consultation prior to submission of the Application have been recognised by the Applicant.

The National Planning Policy Framework

- 3.5 The NPPF was published in March 2012. In replacing all National Planning Policy Statements, the NPPF sets out the Government's policy on local spatial planning and consultation. Paragraph 66 of the NPPF states that:
- "Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably."*
- 3.6 Specifically, the NPPF promotes early pre-application discussions to ensure that applicants effectively engage the local community prior to application submission (paragraphs 188 to 190). This will result in improved outcomes for the community and will help to improve the efficiency and effectiveness of the planning application system. The NPPF highlights that the more issues that can be resolved at pre-application stage, the greater the benefits.

Planning and Compulsory Purchase Act 2004

- 3.7 The Planning and Compulsory Purchase Act 2004 emphasises the importance of involvement with the local community and stakeholders in the planning process. Consultation is recognised as a means of balancing competing interest groups and securing mutually compatible solutions and has thus underpinned the preparation of the Application Parameters.

Cambridge City Council: Local Plan (2006)

- 3.8 Adopted in July 2006, the Cambridge Local Plan forms part of the development plan for Cambridge and sets out a vision, policies and proposals for future development and land use in Cambridge to 2016. Policy 7/6 of the 2006 Local Plan identifies West Cambridge, South of Maddingley Road as an area of major change. The site is recognized as a major allocation for University Faculty development, Research Institutes, commercial research and development, a sports complex, residential and associated uses.

Cambridge City Council: Statement of Community Involvement (2013)

- 3.9 The purpose of the Council's Statement of Community Involvement (SCI) is to explain how the Council will consult and involve residents, business, community groups and interested parties in the planning process, and to identify the ways this will be achieved.
- 3.10 Specific guidance relating to consultation on planning applications is outlined in Section 5 of the Council's SCI.
- 3.11 In accordance with the guidance, this Statement details the process that has been undertaken to-date, including:
- who was consulted (Section 4);
 - the method and timing of consultation feedback (Section 4);
 - how it has been addressed in the proposal (Section 5).

4 Pre-submission consultation and communication process

- 4.1 This section outlines the approach taken in the pre-application engagement and consultation for the Proposed Development. A comprehensive scheme of consultation has been undertaken since the project inception which has involved discussions with the relevant stakeholders and the wider community through a number of forums, consultation events and meetings.
- 4.2 An Engagement Strategy for the scheme was prepared for the University of Cambridge and issued to Cambridge City Council in September 2014. This sets out the proposals for the consultation and communication process prior to submission of an Outline Planning Application.
- 4.3 The Engagement Strategy was prepared in order to provide a shared understanding between the University (as Client), the full consultant team, and the City Council (as Local Planning Authority) around the approach to engagement with stakeholders throughout the stages of the project.
- 4.4 The West Cambridge Engagement Strategy outlines the following:
- The engagement process;
 - Consultation strategy and objectives;
 - Stakeholders to be consulted; and
 - Analysis and Reporting.
- 4.5 Prior to public consultation taking place, a number of meetings were held between members of the project team and Cambridge City Council planning officers in order to establish an initial masterplan and verify the consultation strategy and process.

West Cambridge Public Engagement

- 4.6 Key stakeholder and public engagement groups and engagement activities include:
- West Cambridge Community Group;
 - North West and West Community Forum;
 - West and North West Consultative Cycling Group;
 - Engagement with Residents Associations;
 - Pre-Application Developer Presentations;
 - Cambridgeshire Quality Panel;
 - Joint Planning Project Team Meetings – Local Authorities;
 - Statutory Stakeholder Engagement; and
 - Public Consultations at bespoke events held at the University Sports Centre.

West Cambridge Community Group Meetings

- 4.7 In order to engage with representatives from the University, site users, local residents and other interested parties, the University formed a Community Group for the West Cambridge in December 2014. The Community Group comprises representative local stakeholders. The group has met on a regular basis to contribute their views and ideas on behalf of the communities they represent. The meetings provided an opportunity for the University to update members on progress and to enable the exchange of information, views and ideas with regard to the proposed development.
- 4.8 The dates of the meetings and broad agendas for each event are as follows:

- 10 December 2014 – Development overview and future engagement;
- 25 February 2015 – Emerging transport proposals;
- 11 May 2015 – Land uses, community facilities and open space;
- 2 March 2016 – Masterplanning updates: density and open space, heights, energy centre & amenities; and
- 10 March 2016 – Masterplanning updates: transport strategy.

4.9 Meetings with the Community Group comprised focused discussions on different aspects of the scheme including transport and accessibility, sustainability, design and social and community infrastructure. Key points raised by members included the need to:

- Improve cycle routes between the area and the city centre;
- Form improved north-south links to offset east-west movements;
- Improve and ensure better separation between pedestrian and cycle routes;
- Minimise further vehicle congestion along Maddingley Road through improvements to public and sustainable transport modes;
- Reduce noise impacts from the M11 in the area;
- improve and supplement the Uni 4 bus service;
- Increase housing provision on the site;
- Establish activity on the site during the evening;
- Ensure quality in design of new buildings, giving due regard to appropriate heights and sensitive location of taller buildings;
- Improve pedestrian permeability and conditions to create better micro-climates on site;
- Improve public open space provision on the site; and
- Create a public face to the local area.

North West and West Cambridge Community Forum

- 4.10 The North West Community Forum provides opportunities to hear about the latest developments at the North West and West Cambridge sites. Organised by the local authorities, Cambridge City Council and South Cambridgeshire District Council, these meetings provide the opportunity for individuals to find out more about planning and development across the two development sites. In advance of each meeting, emails are sent to a contact list of 56 people and letters are distributed to 3000 homes locally.
- 4.11 The first public consultation was held in December 2014. A copy of the exhibition boards are at **Appendix 1**.
- 4.12 The first of the forum meetings is typically an informal drop-in, with an opportunity to look at plans and details and chat with local authority planners, developers and representatives. The West Cambridge plans were shared at three of these Community Forum public exhibitions on 12th March, 16th June and 20th October 2015.
- 4.13 A more formal meeting follows, with an agenda and presentations and chaired by a local councillor. Emerging proposals for West Cambridge were presented at the Community Forum in March 2015, and a further presentation of the emerging proposals was presented at the Forum in October 2015.

West Cambridge Consultative Cycling Group

- 4.14 As part of the West Cambridge and neighbouring North West Cambridge works, a consultative Cycling Group was established in 2014. This group comprises stakeholders and local representatives with an interest in cycling and who contribute to the development and improvement of the cycling experience around, through and between the West and North West Cambridge developments, as well as the consideration of connectivity to the wider area.

4.15 The dates of the meetings for each meeting were:

- 19 November 2014;
- 3 February 2015;
- 21 May 2015; and
- 2 July 2015.

4.16 Through this group, the University has shared and explored thoughts and opinions from the community on cycling and connectivity and how the proposed development at West Cambridge can enhance the cycling experience. Over the four meetings the Group advised of: cycling infrastructure issues; of infrastructure deficits; of local “good practice”; and of their aspirations for future cycling connectivity across the area. This information informed the West Cambridge Walking and Cycling Strategy, along with the results from the Existing and Potential Future Occupier post code analysis. The emerging Cycle Strategy responded to many of these aspects, including the realignment of the Coton Path exit to Adams Road, improvement of the existing links from Coton Path into West Cambridge, and consideration of alternative cycle routes to the City Centre.

4.17 The details of the Walking and Cycling Strategy were then further discussed with Highway and Cycling Officers to derive the proposals detailed within the Transport Assessment. Further discussions will be held through the course of the application determination, to ensure the success of the Walking and Cycling Strategy. Refer to **Appendix 2** for further information relating to consultation with statutory / technical stakeholders in relation to transport, flood risk and drainage matters.

4.18 In addition, the Cambridge Cycling Campaign responded to proposals presented at the West Cambridge Community Group Meeting held on the 10th March 2016 that discussed the transport strategy for the proposed development. The group identified a number of issues with the existing pedestrian and cycle environment and connections that they would like to see improved.

Engagement with Residents' Associations

4.19 Public consultations at bespoke events have been held for local residents that live in neighbouring streets.

4.20 A briefing on the Proposed Development for the North Newnham Residents Association was held on 6 January 2016 at the Mathematics Centre on Wilberforce Road. It was attended by representatives of the project team and approximately 30 residents.

4.21 Feedback from participants focused on improving facilities for cycling and pedestrians, controlled parking, opportunities to mitigate noise from the M11, need for connectivity with North West development and wider Cambridge and conservation of green spaces and landscape views.

4.22 A meeting with the Lansdowne Road and Conduit Head Road residents was held on 31 March 2016 at Gravel Hill Farm. Attendees included representatives from the University and project team and 12 residents. Key concerns raised include travel to and from the site, provision for cycling, car parking, Vet School and development of the paddocks, and vision for the West Cambridge community.

4.23 Meetings with residents from Clerk Maxwell Road Residents Association were held on 19 April and 8 June 2016 at the Hauser Forum on the West Cambridge site and Gravel Hill Farm. Feedback from the meeting focused on concerns relating to traffic impact on Clerk Maxwell Road arising from the Proposed Development and proposed car parking arrangements.

Pre-Application Developer Presentations

- 4.24 A number of presentations have been made by the applicant to the City Council's members as part of the formal Pre-Application Developer Presentation process.
- 4.25 The discussions were based around the following key themes:
- Overall Strategy and Development Proposal
 - Transport and Connectivity
 - Communications/ Engagement
- 4.26 A formal pre-application Developer Briefing for Members was held on 9th September 2015. The purpose of this session was to brief members of the council on the latest masterplan proposal for the West Cambridge site and share draft parameter plans.
- 4.27 Discussions were based around the following discussion topics:
- Housing;
 - Open Space: scale;
 - Transport and Connectivity;
 - Delivery of Amenities to support site users; and
 - Phasing of development.
- 4.28 A second formal pre-application Developer Briefing for Members was held on 30th March 2016, specifically to address transport issues. The session involved a presentation by the University and their transport consultant to explain the sustainable transport strategy to support the proposed development, and also to explain the proposed approach to the transport assessment to support the outline planning application.
- 4.29 Key issues raised by the members at the session included: request for innovative cycle strategy, good quality public transport facilities and enhanced pedestrian connectivity, including improved pedestrian and cycle connections across Maddingley Road to the north of the site.

Cambridgeshire Quality Panel

- 4.30 Cambridgeshire Quality Panel provides scrutiny of development proposals for the major growth sites in Cambridgeshire. The Panel provides advice to developers, clients and their design teams, and advises local planning authorities, with the aim of improving the quality of development being proposed. It assesses schemes against the four core principles (the four "C's") of the Cambridgeshire Quality Charter for Growth: community, connectivity, climate and character.
- 4.31 An initial Quality Panel review was held on 9th April 2015 in order for the applicant to present the emerging masterplan proposals and explain the proposed approach to the planning application. The session was attended by six Quality Panel Members with two panel support administrators, four Local Authority attendees, the applicant and two representatives from the applicant's design and planning team.
- 4.32 The Quality Panel was largely supportive of the scheme and encouraged by the sustainability strategy and proposed landscape proposals. The Panel considered that consideration of the public transport provision and enhanced cycling and pedestrian links to the city are essential to the development of the site and that further contextual analysis was required to understand how the site fits into its surroundings and the wider city as it develops.
- 4.33 The Panel made the following recommendations:
- Further work on how the integration of the academic and commercial properties will fit together;
 - Further develop open spaces strategy to provide amenity for site users;
 - Articulate strategy for progressive reduction in car parking provision;

- Provide good quality planting in the landscape;
- Investigate the incorporation of housing within the proposed development; and
- Identify precedents for mixed academic/commercial uses.

- 4.34 A second Quality Review Panel meeting was held after comprehensive development of the masterplan in order to gain feedback on the revised masterplan proposals and identify any outstanding areas for refinement prior to submission of the planning application. This meeting was held on 18th March 2016.
- 4.35 The Quality Panel was supportive of the scheme overall and appreciated the level of constraints over the whole site. The Panel appreciated that the south east corner of the site is key to the success of the plan, and that the masterplan has high density which must be of high quality and allow for public access wherever possible.
- 4.36 Following comments provided at the previous Quality Panel in April 2015, the Panel were hoping to see more residential uses included within the proposed development on site to encourage 24 hour activity and a greater sense of over-all community. The Panel agreed West Cambridge has to be a place to attract the brightest and best globally, so health and wellbeing should underpin the design. At this meeting, the Panel raised some questions about the proposed changes to the existing streets, particularly the principle 'boulevards' and sought clarity over certain elements of spaces and places will be delivered, and how their quality will be safeguarded.
- 4.37 Due to the constraints of the session, the Panel regretted that they were unable to review in detail the underlying strategy and parameter plans to see what is public and private, the phasing strategy and how this impacts on the overall design of the development, the massing strategy, movement strategy and landscape strategy.
- 4.38 The Panel made the following recommendations:
- Provide a plan showing proposed private and public spaces.
 - Provide an articulation of the proposed approach to phasing and relationship to design strategy.
 - Landscape and public realm strategy interacting with shared amenities and the phasing of the development.
 - This has to be a location that attracts the brightest and the best. What makes this a special place?
 - If this site is designed to complement the North West Cambridge development, sufficient priority should be given to connections between the two sites.
- 4.39 The Panel noted that a comprehensive planning application is being prepared which will answer many of these questions and that further meetings with City Council officers will follow the Quality Panel session.
- 4.40 It is intended that a third review session is held with the Cambridgeshire Quality Panel after the submission of the planning application.

Joint Planning Project Team Meetings – Local Authorities

- 4.41 The project team has engaged in extensive pre-application discussions with Cambridge City Council planning officers to discuss proposals prior to submission of this Outline Planning Application. The University of Cambridge has also made representations to the review of the Local Plan, informing the preparation Cambridge Local Plan 2014: Proposed Submission, having collaborated with Cambridge City Council on its development with regard to Policy 18 and submitted detailed representations during the statutory consultation periods.
- 4.42 To inform the Examination in Public of the Cambridge Local Plan and South Cambridgeshire District Plan, the University and City Council agreed a Statement of Common Ground in March 2015, setting out agreed proposed changes to draft Policy 18: West Cambridge Area of Major Change.
- 4.43 Regular discussions have taken place since the project's inception through to submission and have covered a number of key thematic areas including:
- Overall vision and masterplan principles;

- Land uses and distribution;
- Transport and access;
- Sustainability;
- Landscape and public realm;
- Drainage strategy;
- Environmental Impact Assessment;
- Transport Assessment;
- Social amenities/facilities;
- Approach to planning application; and
- Development phasing strategy.

4.44 There have been a number of meetings with City Council officers and officers of Cambridgeshire County Council and Highways England to discuss the proposed transport and access strategy and approach to the Transport Assessment. Guidance and comments received through this pre-application engagement have been taken on board and have informed the evolution of the Proposed Development.

4.45 Following initial four Scoping meetings, the initial assessment of the transport impact of West Cambridge was undertaken using Cambridgeshire County Council's land use and transport model, the Cambridge Sub Regional Model (CSRM). It is acknowledged though that West Cambridge is being brought forward within the context of wide-reaching planning uncertainty, including:

- the Cambridge Local Plan still being the subject of an Inquiry;
- the decision late within the West Cambridge Development assessment process of the form and programme for the A14 Huntingdon – Cambridge Improvement Scheme;
- the deliberations and a decision surrounding the Greater Cambridge City Deal and Long Term Transport Strategies; and
- Highways England's need to consider enhancement measures along the M11.

4.46 These would have a significant and substantial effect upon the strategic movements of vehicles across the region, and influence the future access and movement strategy of West Cambridge – particularly in the mid- to late phases of the development. As discussed with the Joint Authorities, it was agreed that the CSRM was not the most appropriate tool in which to assess West Cambridge traffic impact being of insufficient sensitivity to assess impact across the local network accurately. A more local approach to the assessment of impact was agreed with the Joint Authorities as being appropriate, informed by Peter Brett Associates' first-principles model, set both within the Extant Consent and delivered remediation measures for this Development for the early phases, and then within the Adaptive Phased Approach. This incorporates:

- a graduated approach – the assessment process reflecting current transport planning policy where travel demand management measures are introduced first, followed by any necessary highway infrastructure measures to mitigate the residual traffic impact; as well as
- an adaptive approach – where, to maintain future flexibility, the proposed mitigation for later phases responds to the quanta of development within the individual phase proposals, the timescales for the delivery, changes in future travel behaviour patterns, emerging transport policy, and the current uncertainty relating to the area-wide transport enhancement proposals delivered by others.

4.47 A further series of Transport Review Meetings have been held with representatives from the County and City Councils and Highways England at a nominally fortnightly basis since the start of 2016. These discussions have helped to inform the preparation of this document, and will be continued until all details are agreed.

Statutory Stakeholder Engagement

4.48 Statutory consultees and stakeholders were involved to identify and resolve specific design issues that could affect the Proposed Development. Working meetings addressing design and technical matters were held with statutory consultees and relevant stakeholders throughout the design development process, including:

- Cambridge City Council;
- Cambridge County Council;
- Highways England;
- Cambridge Disability Panel;
- Cambridge Past, Present and Future;
- Environment Agency;
- Natural England;
- South Cambridgeshire District Council;
- Cambridge Water Company;
- UK Power Networks;
- National Grid; and
- Virgin Media.

Public Consultation

- 4.49 Local residents from neighbouring communities and the wider city, together with local community groups, have been engaged at key stages in the evolution of the Proposed Development. This was achieved through a series of consultation techniques and events, listed below. The public consultation events were advertised through local outreach and the project website.
- 4.50 To support the public consultation process in preparation of the West Cambridge Outline Planning Application, the University established a comprehensive engagement programme to ensure that the public were made aware of the proposals and had the opportunity to contribute thoughts and views. The University consulted periodically with local community members on proposals for the West Cambridge masterplan in advance of the submission of the Outline Planning Application.
- 4.51 The use of different consultation methods and event locations provided several opportunities for members of the public and residents groups to engage. Public exhibitions were held at the Sports Centre at West Cambridge and as part of the Local Authorities' North West Cambridge Forum at the Meadows Centre and St. Augustine's Church in Cambridge.
- 4.52 Each event was attended by a range of representatives from the project team, thereby enabling specific questions to be answered effectively.
- 4.53 The exhibitions held during the masterplan development process provided local residents and stakeholders with the opportunity to view the plans and talk to members of the project team. A number of different exhibition venues were used in order to provide access for residents from as wide a catchment and range of demographic groups as practicable.
- 4.54 The University of Cambridge has not issued formal press releases specifically relating to the Proposed Development. However, the development has been covered by the public and press through their attendance at City Council elected member meetings. With regard to the North West Community Forums hosted by the local authority, the City Council advertised these events through their regular emails and letter drops and at various community meetings.

West Cambridge Public Exhibition – Sports Centre

- 4.55 In addition to the attendance at North West Cambridge Forum events listed above, the University held specific public exhibitions at the University Sports Centre on the West Cambridge site in October 2015. The University advertised these two events through email and leaflet circulation. These exhibitions were aimed principally at the academic and commercial users of the site, targeting representatives of academic departments through the West Cambridge Operations Groups and the West Cambridge Safety Group and commercial contacts. The masterplanning team consulted with representatives from individual departments to ensure that academic considerations were fully integrated within the masterplan. The governing body for the masterplan, the West Cambridge Site Development Board, also includes representatives from the Schools.
- 4.56 The exhibitions consisted of a series of presentation panels which explored different aspects of the proposals and explained the guiding principles that had informed the masterplan proposals to date. The exhibition boards are reproduced in Appendix 1.
- 4.57 A total of 48 people attended the public exhibition at the Sports Centre for the first of the drop-in exhibitions held on 6th October 2015. The exhibition was attended by four members of the applicant team, who were able to explain the proposals and answer questions. Attendees represented a variety of departments and buildings across the West Cambridge site, including Computer Science, the Vet School, Material Sciences, the Cavendish, and Schlumberger.
- 4.58 Feedback forms were available for people to complete and return. Comments received related principally to delivery of improved facilities and transport.
- 4.59 For the second event held at the Sports Centre on the 29th October 2015, a total of 60 people attended, with representatives from a variety of departments and buildings across the West Cambridge site. These included occupiers from the Sports Centre, Department of Physics, Schlumberger, Computer Laboratory, Vet School, Cambridge Network, and occupants of the Roger Needham Building.
- 4.60 A consultation response form was available for people to complete and return. Comments received were largely focussed on the proposed redevelopment of the East Paddocks and Open Space, catering facilities and car parking.

Project Website

- 4.61 The West Cambridge website (www.westcambridge.co.uk) was launched in July 2015 in order to provide an online portal for consultation (see Appendix 1). Information on the emerging proposals, including all material presented at public exhibitions and the West Cambridge Community Group was posted on the website. The purpose of the development website is to provide a mechanism for local residents and other stakeholders to provide feedback on the emerging proposals.
- 4.62 The website was regularly updated to alert visitors to the up-coming exhibitions, and to provide responses to 'Frequently Asked Questions' which were raised during the consultation events.
- 4.63 Since its development in July 2015, the website has received approximately 300-400 unique visits per month, and also amassed a newsletter subscriber list of 75 people.

5 Outcomes of the consultation process

- 5.1 This section provides a summary of the consultation responses acquired during the public and stakeholder engagement events outlined above. This section also highlights the ways in which the Proposed Development was revised to take account of these responses and issues raised.
- 5.2 The following table provides a summary of the key issues raised by members of the public and other stakeholder groups during the consultation events, and outlines how the design of the Proposed Development was revised in response to these comments.

Consultation Outcomes	
Issue	Proposed Development Response
Principle of development	
Concern the scheme does not sufficiently demonstrate that the West Cambridge site is “integrated in the city”.	<p>The integration of the site with the City has been considered through the proposals at site level (within the ‘red line boundary’) and through strategies which address the wider context.</p> <p>At site level, the character of Cambridge has had a guiding influence on the development of proposals, in particular the urban structure, landscape provision and character and development density. These have been informed by Central Cambridge precedents such as Queens Road, Christ’s Pieces and Sidgwick Site. The Design Guidelines Document includes guidelines for buildings and open spaces on the site and ensures elements of Cambridge are present, including typical skylines, building accents and landmarks, provision of spaces for large trees and landscaping.</p> <p>The most relevant wider strategies for integration with the City include public transport and cycling networks. In partnership with the North West Cambridge Development, the West Cambridge proposals ensure that the Uni 4 bus service will be improved. The existing cycling routes will be improved and new ones added, as per the Cycling Strategy document.</p> <p>The scope for wider interventions beyond the red line boundary, in particular to the south, is limited by land ownership constraints.</p>

Design and Layout	
<p>Concern about the relationship and dependencies between the commercial and academic elements. The site at present seems very hostile.</p> <p>It is understood that a flexibility of uses will be critical to meeting the needs of current and future users. Therefore, how will buildings accommodate different uses and users and be capable of adaptation over time?</p>	<p>The design allows commercial research tenants to be in close proximity to University departments. The Proposed Development contains a mixture of academic and commercial research floorspace. These uses are blended throughout the site but with more of an academic-led focus to the east around the East Forum and a more commercial focus to the west.</p> <p>The Proposed Development will support more extended use of the site and provide more amenities which will be accessible to the community.</p> <p>The central area is a zone for future mix and flexibility between academic and commercial research uses.</p>
<p>Concerns over building heights and how the proposed development is going to look in terms of materials and colours used in the proposed landscaping and buildings.</p>	<p>Building heights across the site are generally 3-4 storeys. This allows for a backdrop or baseline height to be established and provides a consistency through the masterplan. This baseline height then allows the taller building landmarks and accent elements to stand above and form a new skyline for West Cambridge. Taller building elements are located within the centre of the site and around the two Forum spaces.</p> <p>Lower development is located on the edges of the site where there are sensitive adjacent land uses. This will enable the existing woodland buffer at this boundary to continue to predominate and screen development.</p> <p>Seven key views have been undertaken as part of the landscape assessment to test the proposed height parameters.</p> <p>Following consultation with the Local Authority and Community, the project team has produced and tested iterations of the Height Parameter Plan. This exercise has resulted in an updated Height Parameter Plan which provides further restriction of the maximum building heights (particularly around the site edges) and also of the footprint of the taller elements.</p> <p>Part of this exercise was a comparison with the existing permitted heights which has confirmed that the proposed heights do not significantly differ from the heights currently permitted on the site.</p> <p>Maximum building height envelopes are set by the accompanying draft Parameter Plans.</p> <p>The University will be the principal developer of the site and will oversee the architectural quality, bringing together teams of architects.</p> <p>The transformation of the West Cambridge site provides an opportunity for a new, more cohesive architectural character. Use of natural materials such as timber, brick, masonry, terracotta could build on and strengthen the existing character, while exploring new attitudes. Particular interest should be given to exploring these materials used in innovative ways or new innovative materials,</p>

	as a response to brief or a response to climate.
Concern of over-development and daylighting and shading of new and existing open spaces.	The Proposed Development includes a significantly larger central open space than the existing permission. Reduction of proposed Parameter Plan heights and further height restrictions proposed through Design Guidelines ensures that this and other open spaces have a good provision of daylight and sunlight.
Concerns over how the boulevards will be transformed into green corridors, and how the existing routes, which are constrained by the presence of services, will be addressed.	<p>The Proposed Development acknowledges existing infrastructure constraints, especially along the key streets. Not all of the streets are proposed to take the role of green corridors – this is primarily envisaged for High Cross and Western Access/Ada Lovelace Road where guidelines prescribe considerable building setbacks with landscaping.</p> <p>The proposals for JJ Thomson and Charles Babbage Streets include additional landscaping and softer treatment but mostly within the already defined corridor, with minor building setbacks. The intention is for these streets to be well defined, with building lobbies and entrances.</p> <p>The intent with the boulevards is to provide formal gateways that welcome visitors into the site. The boulevards are defined by their different landscape characters, with the use of trees to enhance the aspect of the roads and separate pedestrian and cyclists' paths. The Green intersects and overlays with the boulevards which inspires a change to their character around the more pedestrianised environments.</p>
Concerns over phasing strategy, What and when the various phases will deliver.	<p>Due to uncertainties related to funding, it is difficult for the University to outline a detailed phasing strategy beyond the first five years (Phase 1). In this phase, however, the University is committed to delivering a significant amount of academic space and the first shared facility/social amenity space.</p> <p>In addition, the first phase of the commercial development is allowed for, as well as delivery of the first segment of The Green and improvements to the existing public realm.</p> <p>Timely and appropriate delivery of future amenity space (catering and open space) is outlined in the Amenities Delivery Strategy.</p>
Concern over the proposed multi-storey car parks in the north east corner of the site and the existing planting screens.	<p>The car parking strategy aims at reducing traffic movements within the site and ensuring that people transfer from their cars as they arrive, allowing for increased pedestrian activity in the public realm.</p> <p>Car parking is concentrated into multi-storey parking structures that are located at the periphery of the site. In addition there are smaller car parking areas in semi-basements along Charles Babbage Road.</p> <p>The Design Guidelines Document includes guidelines for delivery of car parks such that their massing is broken down, facades treated sympathetically and that they are screened by the enhanced woodland edge as much as possible.</p>
Housing	

<p>Concern the masterplan focuses on research/employment space and not residential.</p> <p>There is concern about the lack of additional residential uses within the site, the impacts on existing residents and the formation of activity into the evening and through the weekend.</p>	<p>There are 206 existing residential properties let by the University at West Cambridge, which represents the full amount planned for in the original planning consent. Surrounded by a relatively low density academic environment, and without the benefit of future development at North West Cambridge, these properties have been relatively isolated and because of the low number of properties, cannot support local facilities and services.</p> <p>The University is current implementing the North West Cambridge Development which will, alongside the facilities listed above, include 3,000 homes, of which 1,500 will be affordable key worker dwellings. The West Cambridge residences will therefore benefit from the increased critical mass on the West Cambridge site (through densification) and delivery of North West Cambridge and its associated facilities.</p> <p>The University does not consider it appropriate to provide additional residential development at West Cambridge. Incremental additions of housing would not resolve the issues around the residences, and a substantive increase in residential accommodation would be at the expense of much needed research space to support the City, Regional and National economy. For example, creating a new "residential community" at West Cambridge would require the addition of approximately 800 dwellings, which at 50 dwellings per hectare would use nearly 25% of the University's land at West Cambridge, in lieu of academic uses. There would be associated requirements for social and physical infrastructure which would have further land requirements.</p> <p>Emerging Local Plan Policy 18 does not stipulate the need for additional housing through a revised masterplan for the intensification of development on the site. Rather, the supporting text to Policy 18 welcomes the University's desire to intensify future development on the site as this would provide a more efficient use of land and increase opportunities to meet identified employment needs across the City.</p> <p>Any additional allocation of land for residential units to supplement existing would only serve to further limit the site's capacity to meet academic and commercial research needs.</p> <p>Further residential development is therefore not desirable or appropriate given the existing uses on, and future potential of, the West Cambridge site.</p>
Community Facilities and Amenities	
<p>Is the West Cambridge development designed to form a closer relationship with North West Cambridge development?</p>	<p>The links between the two developments are an important part of the proposals for West Cambridge. The development at North West Cambridge provides a new context for West Cambridge and offers synergies between the two sites. The West Cambridge proposals offer strong physical and visual connections between the two developments with the intention that together, the two sites will form a new urban quarter for the city that is University orientated, but also provides wider, more diverse local working, learning, living and employment</p>

	opportunities.
<p>Uncertainty as to whether the social amenities strategy is robust and provides a sufficient amount of activity throughout the site.</p> <p>What is the ratio of people to amenities on site? Will the new facilities be available to all residents in the City?</p>	<p>Timely and appropriate delivery of future amenity space (catering and open space) is outlined in the Amenities Delivery Strategy.</p> <p>Much of the catering and other social amenities will be available to the residents at West Cambridge. The guidelines stipulate locations of key amenities along buildings' perimeters and next to key open spaces, which will allow them to be located outside security boundaries and be accessible to the general public.</p> <p>The application proposals include allowance for up to two nurseries.</p>
Open Space and Public Realm	
<p>Concern the development is too dense and possibly over-developed, with the open spaces not substantial enough to support the amount of development and working population.</p>	<p>The Proposed Development includes a large central open space and additional provision of green corridors and spaces for large trees. The central open space (The Green) and other open spaces are included in Parameter Plans and further regulated through Design Guidelines.</p> <p>Density of the site is similar to the density of Sidgwick site, with buildings mostly at 3-4 storeys high. This density has delivered pleasant and active environments in other places, with a good balance of urbanity and nature.</p> <p>It is intended that these open spaces will also be useable amenity space for the residents and users of the site.</p>
<p>Question of how the location and phasing of shared facilities and amenities reinforce the hierarchy of spaces and permeability, and the opportunities for synergies between academic and commercial users.</p>	<p>The West Cambridge site at present offers a series of amenity facilities such as the Cavendish Canteen, the West Cafe at Hauser Forum, and smaller cafes such as that within the CAPE Building. Many of these smaller facilities are embedded within buildings and while providing a vital function for the staff that work there, do little to invigorate public space or to promote gathering, exchange and interaction beyond the building they are located in.</p> <p>Within the Proposed Development, many of these facilities will be retained while a few will be removed as redevelopment/relocation takes place. However, the aim of the Proposed Development is to improve and then supplement the existing offer with a fuller range of new and modern facilities.</p> <p>With the proposed increase in density on the site, there will be a necessity to increase the amount of the amenity facilities offered. This importantly also provides the opportunity to increase the range and variety of types of facilities throughout the site - to provide a variety of styles, experiences and prices.</p> <p>The strategy for these spaces is to form clusters of activity that are capable of becoming attractors or destinations within the site, and then to associate these activity clusters with key public spaces so as to invigorate locations such as the East and West Forums and through the Central Green.</p>
<p>Concern over what is private and what is</p>	<p>At present there is approximately 2.42 hectares of useable open space, the</p>

<p>public space within the proposed masterplan.</p>	<p>largest of which are inaccessible for the majority of site users.</p> <p>The strategy for proposed open space will be to deliver 6ha of open space for public use in four locations:</p> <ul style="list-style-type: none"> • Development Zone I – 1.0 hectare including not less than 0.3 hectares at the East Forum; • Development Zone II – 0.5 hectares including not less than 0.28 hectares at the West Forum; • Development Zone III – 4.0 hectares including not less than 2.9 hectares at the Central “Green”; and • Development Zone IV – 0.5 hectares. <p>The proposed open space will be delivered together with the 2.1 hectares of existing useable open space that will be retained, amounting to a total of 8.1 hectares of useable, publically accessible open space. Other areas of existing open land will be retained for site users.</p> <p>The open space will be designed in accordance with the Design Principles and Guidelines document submitted for approval as part of the planning application. This will ensure that these significant areas of open space meet the amenity and recreational needs of site users.</p> <p>It may be appropriate for the University to deliver interim open space in the period before the Veterinary School is relocated. This would need to be agreed with the Council.</p>
<p>How does the masterplan address the layout of plots and design of buildings to be more outward facing and to encourage greater interaction of uses across the site? The City is characterised by squares and courtyards, is this effectively reflected in the indicative masterplan?</p>	<p>The Proposed Development will transform the West Cambridge Site through promoting a hierarchy of frontages to provide overlooking and enclosure to the principal spaces and key streets across the site. Primary frontages will support active interface between social spaces inside buildings and the public realm outside at ground floor level to promote interaction of uses. The active frontages will be clustered around important nodes including the East and West Forum spaces, East Pond and at key points along the Green and the Southern Ecological Corridor. The configuration of built development and use of building frontages will deliver a series of squares and courtyards to contribute to the sense of activity within the spaces.</p> <p>Secondary frontages will be used where enclosure and definition of secondary or ancillary spaces is required. Other frontages along tertiary edges and spaces will be utilised to provide screening, transition and edge resolution around these spaces. Careful consideration has been paid to frontage lengths to ensure that buildings contribute to creating character and street-scene, to minimise long, unbroken frontages.</p>
<p>The views from South of the site are considered to be highly sensitive. How does the masterplan respond to form and height and reduce any impacts of the development on the open countryside and Green Belt?</p>	<p>As part of the landscape assessment, seven key views have been undertaken to test the proposed height parameters, including views from the south. It has been recognised that the frontage overlooking the Southern Ecological Corridor and open countryside/Green Belt to the south of the site is highly sensitive.</p> <p>In consultation with the Local Authority and Community, several iterations of the Height Parameter Plan have been tested in these views, as well as the</p>

	<p>existing permitted heights and the Illustrative masterplan. The proposed parameter plan is a result of this exercise. In relation to previous iterations, it includes reduction in height allowance along the Southern edge. Further height reductions and other guidelines have been included in the Design Guidelines Document.</p> <p>It is important to say that the new proposed heights along the Southern edge do not exceed the currently permitted heights. For instance, Materials Science building in its present form would not be deliverable under the new parameter heights.</p>
Concerns over the loss of the East Paddocks	<p>The paddocks take up a significant portion of the central part of the West Cambridge Site. Ecologically they constitute a species poor semi-improved grassland environment and the restrictions of their use as grazing fields for animals means that they are not accessible to the majority of site users.</p> <p>The strategy is to transform the landscape character of the site to create a strong network of spaces and streets to form clear north south green links and a new setting for development. To enable these spaces to be woven together to form a continuous network, the paddocks will be removed in favour of introducing new, publically accessible green spaces. This will enable the construction of the Cavendish III Laboratories as a core component of the strategy to cluster physical science and technology disciplines on the site. The Veterinary School will be relocated to a purpose built facility to meet their needs.</p>
Environment/ Flood Risk and Sustainability	
Concern over the sustainability strategy and the need for a strategic approach to development.	<p>Creating a strong Landscape Network is important in delivering a masterplan which meets high sustainability targets.</p> <p>The public realm and open space network which is an important part of the new spatial structure and the identity of the site, also has a key role in sustainability strategy for the site. It aims to:</p> <ul style="list-style-type: none"> - Improve ecology, by increasing connectivity and variety of habitats; - Utilise the existing features and elements on the site, in order to minimise waste; - Facilitate sustainable drainage; - Promote walking, leisure and enjoyment of nature, through improvement of quality of open spaces and addition of amenity.
Questions over how the energy strategy will develop, how is it embedded through the various phases of development and will it be viable in the long term? Concern that end users may not buy into a site-wide system.	<p>The energy strategy has been developed alongside the masterplan proposals in accordance with Cambridge City Council requirements for new developments to maximise opportunities for energy efficient building design and efficient energy supply using low and zero carbon technologies.</p> <p>Together with energy efficient building fabric, the proposals include the delivery of a site-wide district heating network which will connect to the majority of buildings on-site via a central energy centre that will provide heat to the network. The energy centre will be modular, allowing equipment to be installed in phases. This will also introduce gas CHP engines as the initial low carbon heat source. PV installation phasing is expected to follow the development of</p>

	<p>individual buildings.</p> <p>The network will be designed flexibly to allow for buildings that are developed prior to the commencement of the heat network to be able to connect to the network. These buildings will be connected once the network is operational. Interim boiler plant equipment will be provided and the strategy may be reviewed on a case-by-case basis where an alternative approach can deliver comparable long term benefits. The energy strategy is a core component of the Proposed Development will deliver significant low carbon energy generation opportunities on-site.</p>
Concerns over large areas of flat roofspace. Will this be used creatively?	<p>Flat roofspace is a generic element included in the illustrative masterplan in absence of detailed designs. The flat roofs are not in any way stipulated in this application.</p> <p>On the contrary, Design Guidelines encourage the formation of a varied skyline and roof-scape.</p>
Access/Transport and Connectivity	
The West Cambridge site will need to be connected to local, more frequent bus services, and take account of proposals for a route along the M11 corridor and align with other City Deal proposals. How will the proposals be integrated with City Deal transport improvements?	<p>The University fully supports the City Deal and is working with the relevant authorities to ensure that West Cambridge proposals do not obstruct possible future delivery of considered options.</p> <p>Due to the City Deal programme, the bus route options will not be decided in time for the West Cambridge Application. The Application therefore cannot include specific City Deal elements, but the Proposed Development seeks to enable City Deal options by providing road infrastructure through the West Cambridge Site. The University is seeking enhanced site access, particularly with pedestrian and cycle provision.</p>
Concerns over how the West Cambridge masterplan integrates and improves cycle paths and links into the City.	<p>The Cycling Strategy forms part of this submission. The Cycling Strategy promotes pedestrian and cycle legibility throughout the site and includes improved existing routes and junctions and the addition of new routes, while minimising conflicts with vehicular movement.</p> <p>The Cotton Footpath and 'The Green' form key cycle routes that run through the site east to west, providing key connections from the site to the City. The Green also forms a continuous strategic cycle route linking High Cross on the West Cambridge site with the eastern side of the site and the North West Cambridge Development.</p>
Connectivity between West Cambridge and NWC developments is crucial. Questions over connections from the north and desire lines for cyclists and pedestrians, and whether bridges or underpasses would provide links to the North West Cambridge development.	<p>Signalisation of junctions on Madingley Road forms part of the North West Cambridge Development proposals, which are currently being delivered. Signalised junctions and continuous cycle paths will improve connectivity between the two sites.</p> <p>As part of this application, no bridges or underpasses are proposed or required.</p>
Concerns over amount of car parking on the West Cambridge site. How will the strategy	As part of masterplan development, the consultant team has undertaken an investigation into suitable provision of car parking spaces for University staff

<p>reduce reliance on the private car?</p>	<p>purposes, which was based on residential post code analysis. The future University staff parking will be regulated following these findings and will entail a lower parking space ratio per employee than currently assumed. For commercial uses, the provision is based on similar developments in Cambridge and it will be possible to reduce this gradually, after alternative means of transport (primarily public transport) have been offered.</p> <p>The provision of car parking in Key Phase 1 is lower than the car parking provision currently permitted. The estimated full capacity exceeds the current permitted number but it includes a significant decrease in ratio of car parking spaces per development area.</p> <p>Underpinning the masterplan is the intention to increase density and optimise development capacity at the West Cambridge site. Optimal amount of development on the site depends on the capacity of the surrounding transport network and so will have to take place incrementally, following gradual improvement in public transport and the introduction of a Green Travel Plan. These measures will be designed to achieve a gradual decrease in car dependency.</p> <p>Existing car parking spaces will, over time, be reprovided in multi-storey car parks in order to improve the environment and make it more pedestrian/cycle friendly.</p>
<p>Concern over the overall quantum of development proposed and the impact on the external road network. How does the masterplan incorporate high quality public transport? What are the sustainability objectives for the site?</p>	<p>The main public transport improvements endorsed by the masterplan include:</p> <ul style="list-style-type: none"> - Revision to the existing Uni 4: revised to focus on giving a direct service to Cambridge rail station, in addition to Addenbrooke's Hospital, with an increased frequency; - A significant enhancement of the Orbital Service proposed for North West Cambridge - with increased frequency and higher quality vehicles, the service being extended from West Cambridge, via the M11 motorway to Trumpington Meadows, the Biomedical Campus and Addenbrooke's Hospital. Will provide links from West Cambridge to Chesterton rail station, North West Cambridge and South Cambridge. - As a long term opportunity, and subject to delivery of southward link(s) to Barton Road, the orbital route could shift from utilising M11 and pass through the West Cambridge site.
<p>There is concern regarding west to east routes and how these function. How does the amenity and permeability of the two east-west routes link and work for legibility and hierarchy?</p>	<p>There are three important east-west routes. They include, north to south: The Green, Charles Babbage Road and the Ecological Corridor. Each of these routes has a different character and clear view lines which assists permeability and legibility. In relation to hierarchy, each of the routes has a different character which means that the hierarchy is not simplistic.</p> <p>Charles Babbage Road and The Ecological Corridor are routes currently present on the site and will therefore be upgraded. The Green is a new link which will be delivered following the relocation of the Vet School.</p>

6 Conclusion

- 6.1 The pre-application consultation and communication for the Proposed Development has ensured a collaborative and inclusive process with both the public and key stakeholders throughout the development of the West Cambridge project. The project team is confident that this process will help to ensure the delivery of a high quality development that meets the needs and expectations of all.
- 6.2 The pre-application consultation has included regular engagement, communication, consultation and involvement where appropriate. Activities and communication methods have been tailored to meet the needs of each specific group, as follows:
- Stakeholders – stakeholder events and workshops;
 - General Public – public involvement exhibitions, consultation drop-in sessions and project website updates;
 - Local Councillors – briefing sessions and workshops; and
 - Technical Consultees – two Quality Review Panels.
- 6.3 Regular communication will continue to be delivered post the submission of the Outline Planning Application and as this scheme progresses in appropriate formats for the audiences targeted.
- 6.4 This document has outlined the process that the Applicant has undertaken in order to progress the evolution and design of the Proposed Development. It illustrates the extensive involvement which has taken place amongst a variety of stakeholders in relation to the development of the scheme. It also details how the responses and feedback received have been taken into account when developing the final design, form and layout of the Proposed Development.

Appendix 1 – Public Consultation Material

WEST CAMBRIDGE PUBLIC CONSULTATION BOARDS

1. Board 1 - Introduction and Existing Site

West Cambridge Masterplan

Introduction

West Cambridge, to the south of Madingley Road, is already a focus for academic and commercial research and academic-commercial collaboration. The University of Cambridge has begun work on a new masterplan for the site to realise the full potential of West Cambridge as a globally significant location for academic and commercial research.

West Cambridge is identified as an Area of Major Change in the City Council's draft Local Plan. Policy 18 supports a new masterplan for the site to promote greater intensity of development and an improved environment for existing and future occupiers.

These boards summarise the University's vision for West Cambridge and present the masterplan proposals. We are seeking views on these before working up the proposals in the form of a planning application to be submitted later this year.



Existing Site

West Cambridge is home to a number of major academic research occupiers including the Cavendish Laboratories, the Whittle Laboratory and Department of Veterinary Medicine. Commercial research occupiers to the western side of the site include Schlumberger, Aveva and British Antarctic Survey.

Development at West Cambridge has taken place over a long period since the 1960s. This piece-meal approach has:

- held back collaboration between academic departments and between academic users and commercial research occupiers
- led to an inconsistent approach to design, so the site today lacks a clear character or sense of place, with relatively low density development and large areas of surface car parking
- led to a reliance on access by private car, with relatively poor public transport access
- made it difficult to provide social facilities (shops, cafes, restaurants) for users on the site

A planning permission granted in 1999 provides the current framework for the development of the site, but this has proved inflexible in response to changing University and occupier requirements.



2. Board 2 – The Vision for West Cambridge

West Cambridge Masterplan

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.



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

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



3. Board 3 – Emerging Masterplan

West Cambridge Masterplan

Emerging Masterplan

The emerging masterplan proposes:

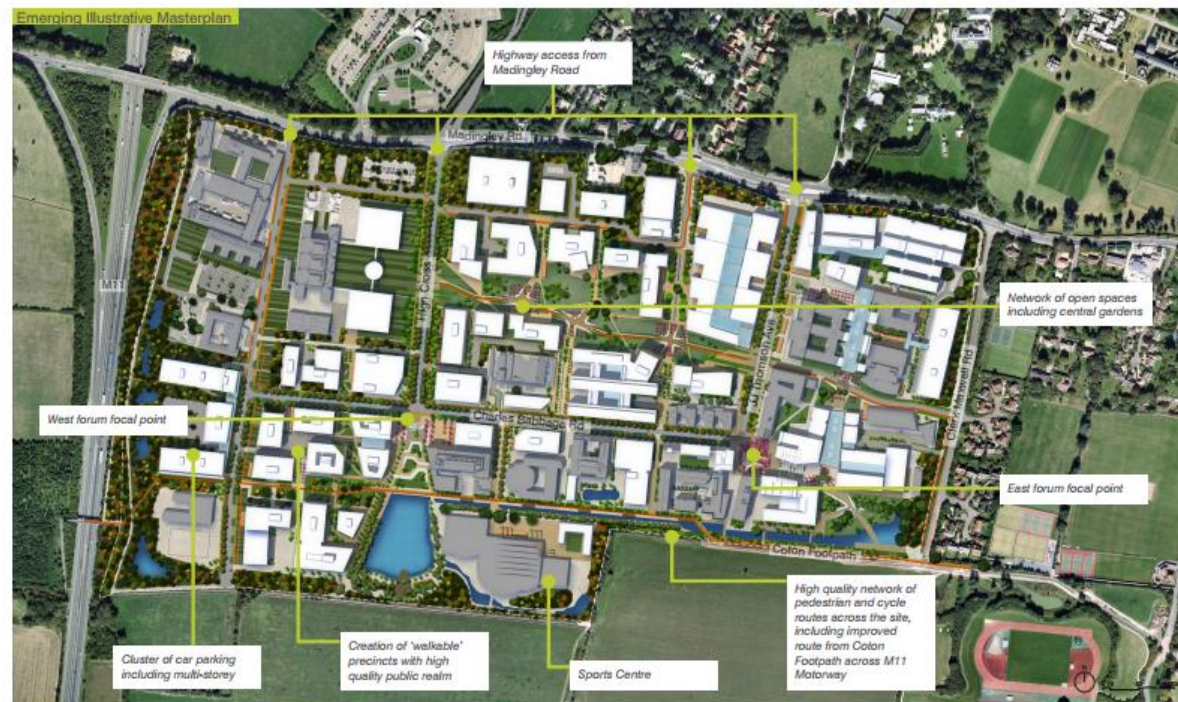
- new academic faculty and research facilities, and commercial research organisations and research institutes
- expansion of the existing Sports Centre
- additional nursery facility
- additional cafes and amenities for site users
- an energy centre to provide sustainable energy supply
- new and improved open spaces, including sustainable urban drainage systems
- new and improved pedestrian and cycle connections, with clustered covered cycle parking
- sustainable transport measures, including implementation of a travel plan
- vehicular access principally from Maddingley Road, with clustered car parking, including use of multi-storey car parks



What Happens Next

The University welcomes your response to the emerging proposals presented here. Please use the response form provided. We will review all responses as we work up the proposals.

The University is intending to submit an outline planning application to the City Council in 2015.



WEST CAMBRIDGE PUBLIC EXHIBITION POSTER

Have your say on the future of the West Cambridge site

The University of Cambridge is currently undertaking a review of West Cambridge to ensure that the facilities are in place to secure the University's continued success in global research.

Our ambition is to create a high quality and well-connected research environment. This environment will meet the requirements of, and enhance partnerships between, world class academic and commercial research teams for decades to come. We aim to create a high quality, sustainable, flexible, inspiring, vibrant and well connected workplace.

The opportunity at West Cambridge is concentrated on the Physical Sciences and Technology. This will build on departments already on the West Cambridge site enhancing them with those that will be moving to the site.

The site is already an area focussed on academic and commercial research, but to realise the site's full potential, a masterplan review of the site is now underway. This will enable plans for future research and development to be proposed, which will further enhance this area as a globally significant location for academic and commercial research.

**Find out more at exhibitions held at the Sports Centre on West Cambridge
on the following dates**

Tuesday 6 October 11am-1pm

Thursday 29 October 12.30pm-2.30pm


Pop down to see information about our proposals and meet our team.

We would value your feedback to help inform the proposals that are emerging for the future of the site.

The Sports Centre is located on Phillipa Fawcett Drive, Cambridge CB3 0AS

Register for news updates and find out more at: www.westcambridge.co.uk

WEST CAMBRIDGE PUBLIC EXHIBITION

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Why the West Cambridge site is important

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North West Cambridge Development

Appendix 2 – Summary of Consultation for Transport, Flood Risk and Drainage

TRANSPORT

The success of this Development is dependent upon the delivery of quality transport infrastructure, providing for all users to access the site by all modes. A series of meetings have been held with a range of stakeholders, to consider all modes within these discussions.

Schemes by Others

The Greater Cambridge City Deal is being promoted by Central Government, the local councils, businesses and the University of Cambridge. Of direct relevance to West Cambridge - albeit the routes around West Cambridge Development have not been confirmed yet - are the proposals for both the Orbital Bus Route, as well as for the East-West Route.

Two meetings have been held with the County Council City Deal Officers and their designers to co-ordinate the two series of proposals. It has been agreed that both whilst City Deal will enhance connectivity to West Cambridge, West Cambridge is not dependent upon its delivery: similarly, the delivery of West Cambridge will not prejudice the delivery of the City Deal proposals.

Walking and Cycling

To understand better the opinions of the local cycle users - and derive the Walking and Cycling Strategy - the University set up the West and North West Cambridge Cycling Group in Autumn 2014. This group consisted of representatives from existing West Cambridge occupiers, Cambridgeshire Cycling Campaign, local residents associations, Cambridge City and Cambridgeshire County Council Highway and Cycling Officers, as well as elected Members from both councils.

Over a series of four charrettes, the Group advised of: cycling infrastructure issues; of infrastructure deficits; of local "good practice"; and of their aspirations for future cycling connectivity across the area. This information informed the West Cambridge Walking and Cycling Strategy, along with the results from the Existing and Potential Future Occupier post code analysis. The emerging Cycle Strategy responded to many of these aspects, including the realignment of the Coton Path exit to Adams Road, improvement of the existing links from Coton Path into West Cambridge, and the review of Burrell's Walk.

The details of the Walking and Cycling Strategy were then further discussed with Highway and Cycling Officers to derive the proposals detailed within the Transport Assessment.

Further discussions will be held through the course of the application determination, including with the City Deal promoters, to ensure the success of the Walking and Cycling Strategy.

Public Transport

The initial Public Transport Strategy was derived responding to comments from the occupiers received at the December 2014 West Cambridge Community Group, as well as with initial telephone discussions with the operators - and a review of the Existing and Potential Future Occupier post code data.

Separate meetings were held with two of the major operators - Stagecoach Cambridge and Go Whippet - as well as with Cambridgeshire County Council's Public Transport Officers, all agreed with the principles. All agree that the original strategy will be refined as further work is undertaken and as early services are delivered.

Further discussions will be held through the course of the application determination, including with the City Deal promoters, to ensure the success of the Public Transport Strategy.

Transport Assessment

Peter Brett Associates has worked in close co-operation with the Joint Authorities - Cambridge City Council, Cambridgeshire County Council and Highways England - through the Local Plan Inquiry process, and through the more detailed development of these proposals over the last two years.

Following initial four Scoping meetings, the initial assessment of the transport impact of West Cambridge was undertaken using Cambridgeshire County Council's land use and transport model, the Cambridge Sub Regional Model (CSRM). It is acknowledged though that West Cambridge is being brought forward within the context of wide-reaching planning uncertainty, including:

- i) the Cambridge Local Plan still being the subject of an Inquiry;
- ii) the decision late within the West Cambridge Development assessment process of the form and programme for the A14 Huntingdon – Cambridge Improvement Scheme;
- iii) the deliberations and a decision surrounding the Greater Cambridge City Deal and Long Term Transport Strategies; and
- iv) Highways England's need to consider enhancement measures along the M11.

These would have a significant and substantial effect upon the strategic movements of vehicles across the region, and influence the future access and movement strategy of West Cambridge – particularly in the mid- to late phases of the development. As discussed with the Joint Authorities, it was agreed that the CSRM was not the most appropriate tool in which to assess West Cambridge traffic impact being of insufficient sensitivity to assess impact across the local network accurately. A more local approach to the assessment of impact was agreed with the Joint Authorities as being appropriate, informed by Peter Brett Associates' first-principles model, set both within the Extant Consent and delivered remediation measures for this Development for the early phases, and then within the Adaptive Phased Approach. This incorporates:

- i) a graduated approach – the assessment process reflecting current transport planning policy where travel demand management measures are introduced first, followed by any necessary highway infrastructure measures to mitigate the residual traffic impact; as well as
- ii) an adaptive approach – where, to maintain future flexibility, the proposed mitigation for later phases responds to the quanta of development within the individual phase proposals, the timescales for the delivery, changes in future travel behaviour patterns, emerging transport policy, and the current uncertainty relating to the area-wide transport enhancement proposals delivered by others.

A further series of Transport Review Meetings have been held with representatives from the County and City Councils and Highways England at a nominally fortnightly basis since the start of 2016. These discussions have helped to inform the preparation of this document, and will be continued until all details are agreed.

FLOOD RISK AND DRAINAGE

Cambridge City Council and Cambridgeshire County Council

Consultation included meetings to outline and agree principles of proposed drainage strategy. Particularly, with regards to agreeing the methodology for the provision of long term storage; SuDS measures and integration with landscaping.

Anglian Water Developer Services

Consultation included a formal submission of a Pre- Development Enquiry to establish capacity of the off-site public foul water sewer to accommodate estimated post development flows. Meetings were held following receipt of the Pre-Development enquiry as off-site capacity constraints existed. Meetings were to review the estimated post development flows; and agree the scope of the Foul Water Impact Study to be undertaken by Anglian Water to confirm sewer reinforcement requirements and agree connection points.

Environment Agency (EA)

The EA were formally consulted by Peter Brett Associates; and information obtained; including Flood Zone Mappings, Groundwater Levels, and confirmation the site is not located within a service protection zone. Peter Brett Associates also met with Jenny Gough, post appointment to discuss in broad terms, the evolving strategy. Peter Brett Associates were advised that all future consultation on Flood risk and drainage need to be via the Local Lead Flood Authority (LLFA); Cambridgeshire County Council.

Utilities

Consultation has been undertaken with Cambridge Water Company. Asset plans were reviewed and confirmed by a site wide utility trace. Subsequent meetings were held with Cambridge Water Company to review estimated potable water demand; obtain budget estimates for potential off-site reinforcements of the network.

UK Power Networks (UKPN)

Asset plans were reviewed and confirmed by site wide utility trace. Meetings were held with UKPN to review estimated loadings, and assess residual network capacity in the network. It was identified that significant off-site reinforcement is required to meet development phasing. Budget costs were obtained.

National Grid (Gas)

Asset plans were reviewed and confirmed by site wide utility trace. There is capacity available to meet development demand. No meetings were held. All consultation has been via email and correspondence.

Virgin Media

Asset plans were reviewed and confirmed by site wide utility trace. There is capacity available to meet development demand. No meetings were held. All consultation has been via email and correspondence.

