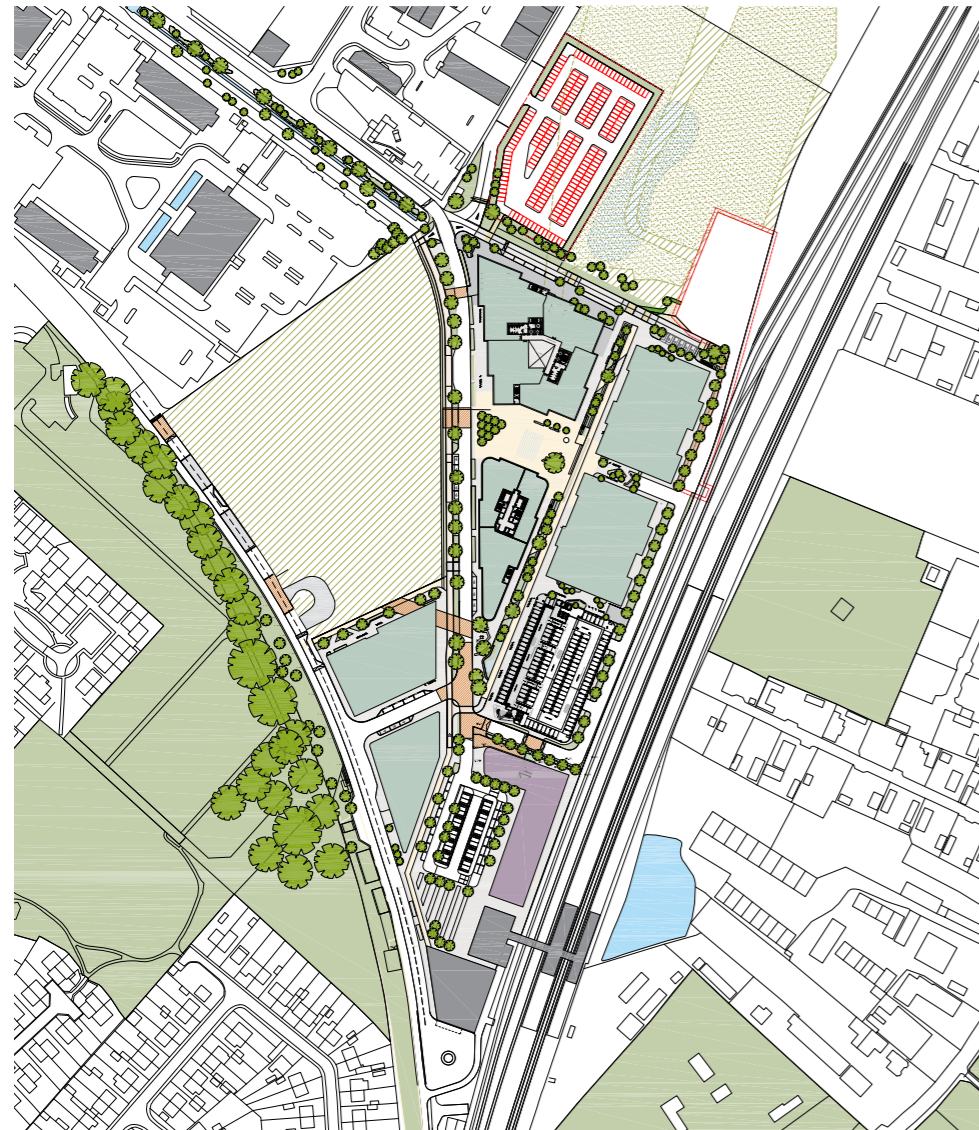


# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - FEB 2022

### FEBRUARY 2022 MASTERPLAN



#### MAJOR REVISIONS:

- All buildings on eastern edge moved west to allow for mature tree lined planting along the road.
- All buildings on eastern edge moved north allowing for increased width of pedestrian pavement in between the hotel and the Mobility Hub.
- Triangle site reconfigured to accommodate eastern edge movements.
- S9 reconfigured to allow for more stepping and articulation.
- Swale street shifted west in line with movements.
- Mobility Hub reduced in height by one storey.

### PRE APP RESPONSE - 23<sup>RD</sup> NOVEMBER 2021

#### Employment led development ●

(+) The proposed uses would accord with policy however the lack of residential development does have implications.

#### Trip budget and parking ●

(+) Thank you for sending through the notes yesterday from your meeting with officers in the Transport Assessment team at County (...) I have asked to meet with county officers (...) after which I can provide you with an update.

(-) Imperative that provision is made for such modes of transport (e-bikes and e-scooters).

#### Land use/ community / ground floor activation ●

(-) The loss of the residential element at this time raises some concerns (...) you have provided class E uses at ground floor levels. Without the residential element (...) we now need to understand the implications for the proposal.

(-) Will there be sufficient demand for these spaces to become occupied as envisaged.

(-) Will the success of the businesses in the area undermine what could be delivered in the rest of the AAP area.

#### Piecemeal development ●

(-) The previous iteration of the scheme had a strong synergy between the development on either side on Milton Avenue and between One Milton Avenue and adjoining residential development. (...) Without the residential scheme being included there is potential that some key drivers and synergies will be lost.

#### Swale street ●

(-) There are no direct issues with the proposed realignment of Swale street but there are some concerns with its relationship with Cowley road where pinch points are created.

(-) It may be better to rotate Cowley road to align with these field boundaries (...) further consideration required.

(-) The increase in cycle path width has reduced the width of one of the pavements and we cannot understand why this has occurred.

### FEEDBACK ADDRESSED ( FEB 2022 MASTERPLAN )

(+) Principle has been adopted and retained in latest masterplan proposal.

(+) Pending planners coordination with transport assessment team at County.

(+) Mobility hub strategy for future adaptive reuse for alternative modes of transport/ use presented.

(+) Swale street, S7 and S9 reconfigured to remove pinch points.

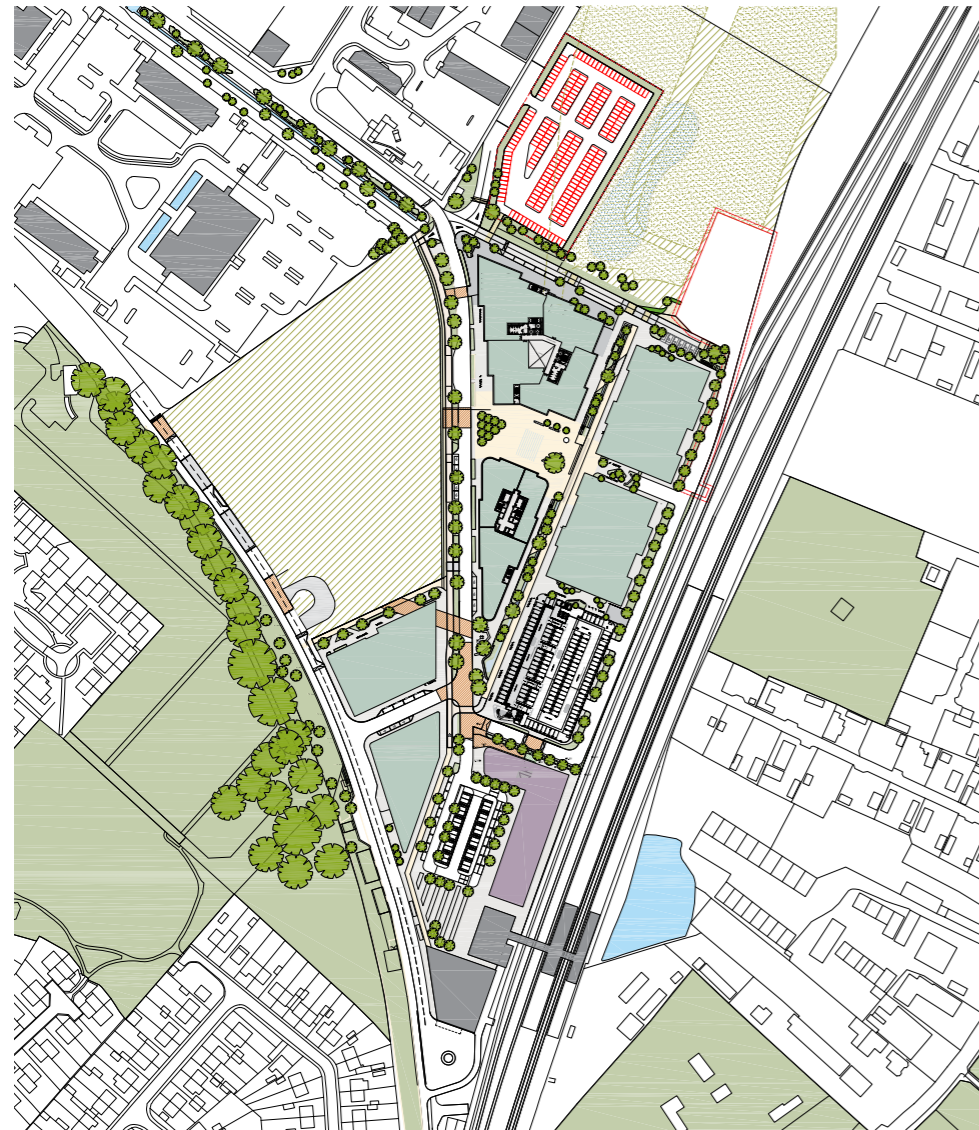
(+) Road north of S9 moved to align with Cowley Road.

(+) Cycle path on Swale street reverted to 3m width.

# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - FEB 2022

### FEBRUARY 2022 MASTERPLAN



### PRE APP RESPONSE - 23<sup>RD</sup> NOVEMBER 2021

#### Milton Avenue ●

- (-) Widening the cycle way to 3.5m would help to future proof this important route.
- (-) Introduction of disabled parking is supported however further information on the treatment of these spaces (...) is required

#### Parking and mobility hub ●

- (-) Cycle parking in stores on the side street is not supported
- (-) Reduction of commercial/active frontage on Swale street is not supported.

#### Mobility Hub ●

- (-) Suggested increased height to provide PVs or a sedum roof is disappointing (...) suggest you consider reducing the height of the building (...)
- (-) Previous iterations of the building showed how the internal section could be removed to provide residential (...) why has future proofing approach not carried forward.
- (-) The external appearance of the building seems to have taken a step in the wrong direction.
- (-) Planters will require specialist care including irrigation and replanting/thinning/densifying on a regular basis. Who will this be managed by?

#### One Milton Avenue ●

- (-) Further changes have been made to the elevation design, but there was limited opportunity to consider the changes in any detail. Can elevation drawings be provided. (...) View from the residential development has been one of the most critical, but not presented.
- (-) Removal of residential element from proposals jeopardises connections.
- (-) To create a clear and welcoming cut-through to the potential residential development therefore we suggest you revert to the previous iteration.

#### Lab Buildings ●

- (+) The massing and articulation work well from street level, particularly with the part overhand on the street above entrances.
- (-) The scheme would benefit from further thoughts on changes in materiality and elevational modelling to create an impression of series of buildings on a street.

### FEEDBACK ADDRESSED ( FEB 2022 MASTERPLAN )

(+) Cycle way widened to 3.5m.

(+) Blue badge parking has been provided following standards for all buildings within scheme.

(+) Cycle parking stores have been move within buildings, opening up spaces for landscaping / public realm space.

(+) Retail units lost on western edge of mobility hub restored to previous iteration.

(+) Basement added, to reduce building height be a full storey.

(+) Additional studies shown on future-proofing of the Mobility Hub as a cycle storage hub undertaken.

(+) Revised approach to facade utilising folded metal panels to create depth and to break down the building massing has been adopted.

(+) Further elaboration on plant and planter types, maintenance strategy and management duties presented.

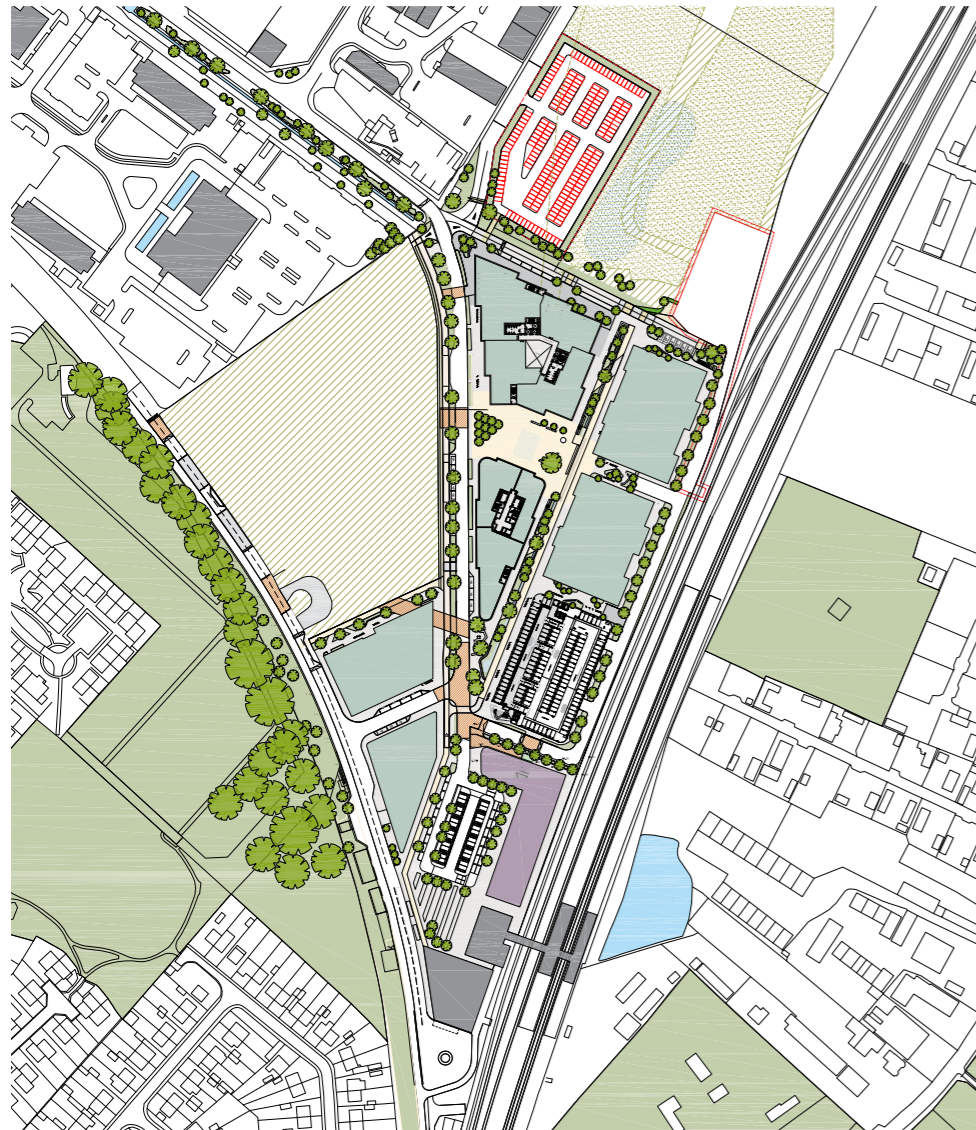
(+) Previous column free iteration adopted.

(+) Principle has been adopted and retained in the latest masterplan proposal.

# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - FEB 2022

### FEBRUARY 2022 MASTERPLAN



### PRE APP RESPONSE - 23<sup>RD</sup> NOVEMBER 2021

- (-) Further information needed on detailing.
- (-) Solutions for providing landscape softening against the railway edge of the lab buildings is required.

#### Triangle Site ●

- (-) Further consideration is required here. Whilst the loss of the tertiary street is understood from a commercial perspective there is a concern that grain of the development is getting coarser.
- (-) Further discussion on scale and massing of these buildings and how they will impact the long views of the site.

#### Wild Habitat ●

- (-) Thought needs to be given as to how to make this open space successful in terms of usable open space provision for occupants of the buildings.
- (-) Suggest that you take the opportunity to develop a well-designed, usable and ecologically diverse space.
- (-) Any public paths should be designed with full accessibility in mind.

### FEEDBACK ADDRESSED ( FEB 2022 MASTERPLAN )

- (+) Further workshops conducted showcasing building in further detail
- (+) A series of trees have been introduced along the eastern edge to soften up the edge in between the lab buildings and the train tracks.
- (+) S9 has been reconfigured further to articulate and break down building massing across various elevations.
- (+) Initial conceptual study on facade treatment undertaken to express how facades can mitigate long views on site.
- (+) Wild habitat has been developed to provide varied uses to future occupants of the masterplan.

# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - JUNE 2022

### MAY 2022 MASTERPLAN



#### MAJOR REVISIONS:

- Residential scheme reintroduced as part of outline application.
- S6 and S7 shifted further west giving more room to eastern edge and allow for mature tree cluster planting.
- S9 footprint reworked to have reduced footprint and deeper articulation on all elevations.
- Basement introduced to S4, S5, S6, S7, S8 & S9.
- S7, S8 and S9 reduced in height by one storey.
- Mobility Hub reduced to 6 storeys inclusive of basement.
- S4 shifted north and further articulated.
- MOH & balancing pond introduced as permanent feature.
- Residential garden reconfigured to enhance user experience.

### LVIA WORKSHOP RESPONSE - 11<sup>TH</sup> FEBRUARY 2022

#### NEC AAP and the adopted Local plan ●

- (-) Whilst the South Cambridgeshire Local Plan(2018) is the adopted local plan for the area covering your site, the proposed submission NEC AAP will also need to be considered.
- (-) The amount of commercial floorspace, beyond that identified in our evidence base, is not consistent with policy S/1.
- (-) Whilst the proposals are clearly employment led (...) the lack of residential development is at odds with the aims of the NEC AAP (...)It would not create the 'cohesive, inclusive and strong community' sought.

#### Trip budget and parking ●

- (+) The transport assessment team at the county council (...) accepts the methodology used to determine trips and that the trip generation falls within the trip budget.
- (-) It has been put to us on a number of occasions that the car parking levels are very low (...) member expectations would be that travel behaviours are embedded from the first occupation of the development and if a large car park is available from that stage (...) sitting of a large MSCP adjacent to a train station seems somewhat at odds with the sustainability credentials.

#### Land use/ community/ ground floor activation ●

- (-) The loss of residential element raises concerns in terms of the provision of facilities and amenities in the area(...) potentially result in a deserted area at night and the weekends which does not create a sustainable or vibrant community.
- (-) We need to understand the anticipated number of employees across the phases of the application(...) and how much demand for facilities this is likely to generate.
- (-) Will there be sufficient demand for these spaces to become occupied.
- (-) Will the success of businesses in this area undermine what could be delivered in the rest of the AAP area.

#### Land use/ community/ ground floor activation ●

- (-) Concerns remain on this issue in that the proposals will result in piecemeal development.

### FEEDBACK ADDRESSED ( MAY 2022 MASTERPLAN )

(+) Building heights have been largely revised to be in line with the draft NEC AAP.

(+) Residential Quarter was reintroduced to the Masterplan as part of the outline planning application.

(+) Principles have been adopted and retained in latest masterplan design proposal.

(+) Residential Quarter was reintroduced to the Masterplan as part of the outline planning application.

(+) Residential scheme has been reintroduced to the Masterplan as outline planning to present a full picture of expected development.

# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - JUNE 2022

### MAY 2022 MASTERPLAN



### LVIA WORKSHOP RESPONSE - 11<sup>TH</sup> FEBRUARY 2022

#### Cycle Parking ●

(+) it is understood that following our previous concerns, cycle parking is now being located within buildings at ground floor and/ or basement levels (...) this is welcomed.

(-) We have not had the opportunity to consider the detail (...)

#### Swale Street ●

(+) Swale Street was being developed in a positive way and we have no additional comments at this time.

#### Milton Avenue ●

(+) Increased width of the cycle path on Milton Avenue to 3.5m is supported  
 (+) Introduction of disabled parking is supported however further information on the treatment of these spaces (...) Further consideration is required.

#### Access to Mobility Hub ●

(-) There is serious concern that the proposed street adjoining the railway line and interfacing with the fen-edge is generally referred to as a service road

(-) Although it was clear that the street was never intended as a primary pedestrian route (...) nonetheless play a significant part of the user experience of the people by car (...) contributes to the impression for train passengers either arriving at NEC or passing by.

(-) It is important to retain permeability to the fen edge street so that anyone who, find themselves in this area can find their way back to Swale Street

(-) Poorly designed back land setting they can become an issue and potentially escalate into problem areas.

(-) The street forms part of the edge of the fen landscape with views out of the landscape (...) lines of blocks of large trees could be used to soften the building edge if sufficient space was provided.

#### Street Between consented office and One Milton Avenue ●

(-) Street looks rather bleak (...)

#### Lab Buildings ●

(+) It is recognised that the architectural design of the lab buildings is working hard to introduce modulation and a finer grain to the proposed blocks

### FEEDBACK ADDRESSED ( MAY 2022 MASTERPLAN )

(+) Principles have been adopted and retained in latest masterplan proposal.

(+) Principles have been adopted and retained in latest masterplan proposal

(+) Principle has been adopted and retained in latest masterplan proposal.

(+) Principle has been adopted and retained in latest masterplan proposal.

(+) Buildings have been set back further to allow for a robust tree planting strategy to create a more civic space and improve the user experience of this road.

(+) Spacing between the mobility hub, S6 and S7 have increased to create greater porosity through to the scheme along the eastern edge. Tree planting strategy also adopted within gaps to enhance greening strategy along edge.

(+) More space provided for eastern edge to create a more civic feel.

(+) Buildings have been set back further to allow for a robust tree planting strategy and improve the user experience of this road.

(+) Tree planting strategy introduced to allow mature trees along street and enhance character of space.

(+) Principle has been adopted and retained in latest masterplan design proposal.

# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - JUNE 2022

### MAY 2022 MASTERPLAN



### LVIA WORKSHOP RESPONSE - 11<sup>TH</sup> FEBRUARY 2022

(-) Views from a distance, these modulations are much harder to read and although they provide some relief, the overarching impression is that of a solid wall of development creating an abrupt edge to the landscape.

#### Mobility hub ●

(-) Its ability for future conversion is limited to potentially reducing car parking provision and increasing cycle parking provision.

#### Context and LVIA work ●

(-) In addition to these formally assessed views, the impact of the development on neighbouring existing building-up areas should also be considered. (Fen Road & Discovery Way area)

(-) The relationship the proposals has with its neighbours on Fen Road and Discovery Way has not been considered with sympathy.

(-) Latest elevation drawings show a large relatively monotonous edge with buildings of very similar heights, pushed up hard against the site boundary, with little in the way of significant landscaping or tree planting to layer and soften its impact. This creates an abrupt hard edge which is not supported.

(-) The draft NEC LVIA has concluded that the eastern edge of the wider site as well as this block is a sensitive edge(...) it is considered that the proposals have not acceptably designed the eastern edge to achieve the recommended 12m height for this edge.

#### Lab buildings ●

(+) It is recognised that the architectural design of the lab buildings is working hard to introduce modulation and a finer grain to the proposed blocks.

(-) When viewed from a distance(...) the overarching impression is that of a solid wall of development creating an abrupt edge to the landscape.

(-) Lack of vegetative buffering along the eastern boundary, as well as the mass and heights along this boundary are unacceptable.

(-) Ultimately what is needed is for the buildings to move back to allow for significant tree planting and to be reduced in height to the rail station.

### FEEDBACK ADDRESSED ( MAY 2022 MASTERPLAN )

(+) S6 shifted west a further 2m and S7 shifted west a further 4m to allow for greater distance from tracks with more mature trees planted in clusters along the eastern edge.

(+) Mobility Hub feasibility as last mile delivery hub for region explored in greater detail.

(+) Additional terracing on western edge of S4 to improve relationship with its neighbouring areas.

(+) Mobility hub, S6 and S7 have all been shifted west to allow room for mature tree planting strategy, greater space has been allowed on eastern edge of S6 and S7 to allow larger clusters of trees to be planted.

(+) Principle has been adopted and retained in latest masterplan proposal.

(+) Green facades introduced at terraces of S6 and S7 to create greater contrast in long distant views, and complement the tree planting strategy.

(+) More robust tree planting strategy adopted allowing clusters of trees along the eastern edge.

(+) Buildings have been set back and significant tree planting introduced. The tree planting goes hand in hand with the greening of the facades of buildings S6 and S7 to mitigate visual impact on the long distance views.

# MASTERPLAN MASSING, SCALE & LAYOUT

## MASTERPLAN EVOLUTION - JUNE 2022

### MAY 2022 MASTERPLAN



### LVIA WORKSHOP RESPONSE - 11<sup>TH</sup> FEBRUARY 2022

#### Mobility hub ●

- (-) It is felt that the car park should be reduced in size, either by reducing the parking ratio for the anticipated and uses, by reducing the spaces allocated to the rail station, or by reducing the overall land uses.
- (-) Reliance on planters for the mobility hub is not supported.
- (-) Ultimately what is needed is for the buildings to move back to allow for tree planting and to be reduced in height.

#### One Milton Avenue ●

- (+) Further changes have been made to the elevational design and this is considered to be moving in the right direction.

#### Triangle site ●

- (-) Although this would be submitted as an outline application with parameter plans it is imperative the scale, massing and height of the buildings are acceptable .
- (-) The size and scale of building S09 is considered excessive.
- (-) We are also not convinced by the greenery proposed at higher levels.

#### Heritage impact ●

- (-) There is a need to consider the Heritage Impact Assessment in the evidence base for NEC AAP and the proposals are in excess of what was considered acceptable.
- (-) Reduction of the massing and proposed scale would be an appropriate response to mitigating harm.
- (-) The pack presented for the LVIA workshop included images of a range of ages of buildings and a range of materials, colours and textures (...) It is not clear though, whether these would result in a jumble.

#### Heritage impact ●

- (-) The term wild habitat require further definition to understand the proposed habitat types, long term management and status.
- (-) We are supportive of the aim to achieve 20% bNG.
- (-) It is noted that you now advise the OMH area 'will not be public open space in this phase of development'(...) this is disappointing and again raises the concern that the longer term masterplanning of this area is lacking.

### FEEDBACK ADDRESSED ( MAY 2022 MASTERPLAN )

- (+) Mobility Hub has been reduced to house minimal private development parking within basement, and all NR parking requirement located above ground. Reducing building to 6 storeys inclusive of basement.
- (+) Facade revised to use perforated metal panelling on eastern edge.
- (+) Mature tree planting strategy adopted to introduce clusters of trees in front of Mobility Hub eastern elevation.

- (+) Principles have been adopted and retained in latest masterplan proposal.

- (+) Buildings have been reduced in height in line with draft NEC AAP.

- (+) Footprint of building S09 has been reconfigured to reduce size and have stronger emphasis on articulation.

- (+) Heights reduced on majority of buildings to bring building heights in line with draft NEC AAP.

- + OMH area expanded on in greater detail by landscape architects.

- + Principles has been adopted and retained in latest masterplan.

- + OMH area now realigned and adopted to become a permanent piece of the masterplan that will be carried forward through future development and be fully accessible to public.

# MASTERPLAN MASSING, SCALE & LAYOUT EVOLUTION SUMMARY

Legend:

- Hotel
- Residential
- Parking
- Station
- Office
- School



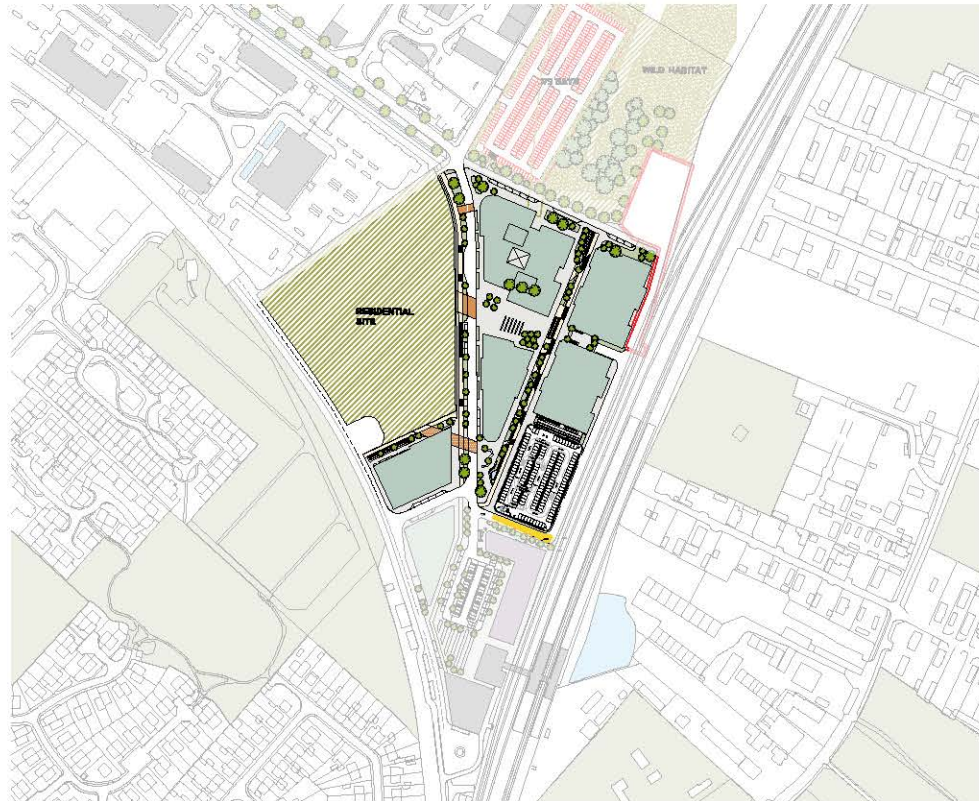
January 2021



April 2021



June 2021



November 2021



February 2021



June 2022



# MASTERPLAN MASSING, SCALE & LAYOUT

## LVIA DESIGN PROCESS

Alongside the overall masterplan evolution, a detailed LVIA study was conducted simultaneously to test and study the impact of the scheme on the wider context.

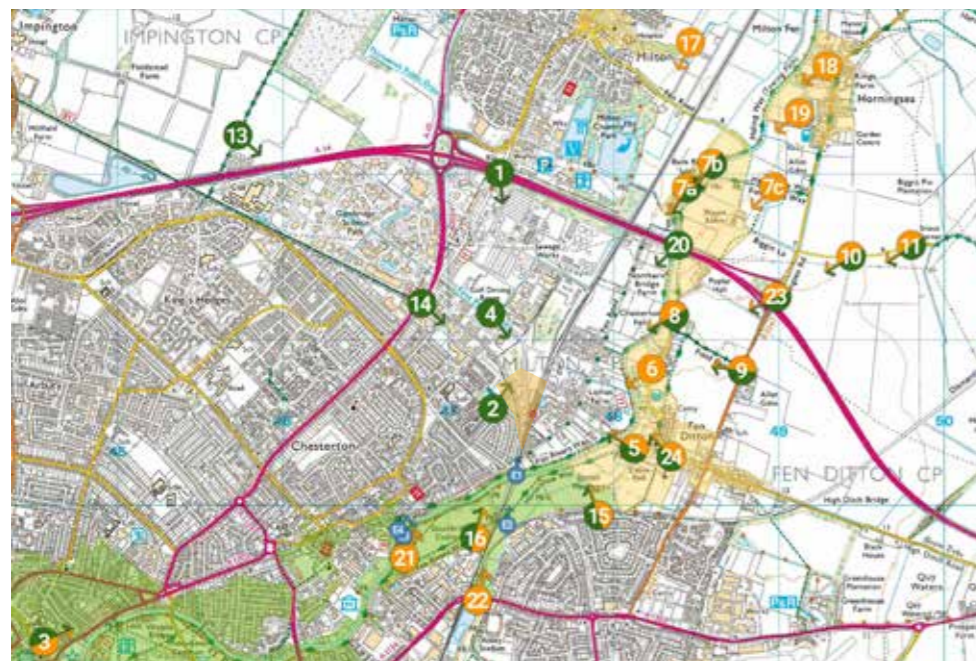
These studies helped refine the articulation, massing and overall landscaping strategies that were implemented across the wider scheme. As can be observed across the evolution of view 8, one of particular sensitivity, revisions have taken place reducing heights, shifting buildings and adopting greenery to help the Masterplan sit within its context more appropriately.



24.11.2021 View 8



25.02.2022 View 8



Indicative plan of views studied



22.04.2022 View 8



13.05.2022 View 8

# ILLUSTRATIVE VIEW



Aerial view looking north

## 5.2. Proposed Massing & Heights