

MASTERPLAN MASSING, SCALE & LAYOUT

GROUND FLOOR USES & ACTIVATION

We hope to achieve active ground floor usage and activation by providing a wide array of inclusive and community-friendly amenities such as those shown on the right.

Curating the High Street

The scheme aims to create a uniquely curated retail and dining experience focusing on independent stores. The Masterplan will achieve this by:

- Prioritising independents over chain retailers
- Providing smaller scale units more conducive for independents
- Creating an environment of like minded retailers
- Subsidised rents
- Targeting interesting independent operators of proven success who are seeking to open new branches



Community Space



Groceries



Nursery



Gym



Butcher



Cobbler



Bakery



Specialty Coffee



Pharmacy



GP



Bike Store



Yoga Studio



Restaurant



Pub



Bookstore



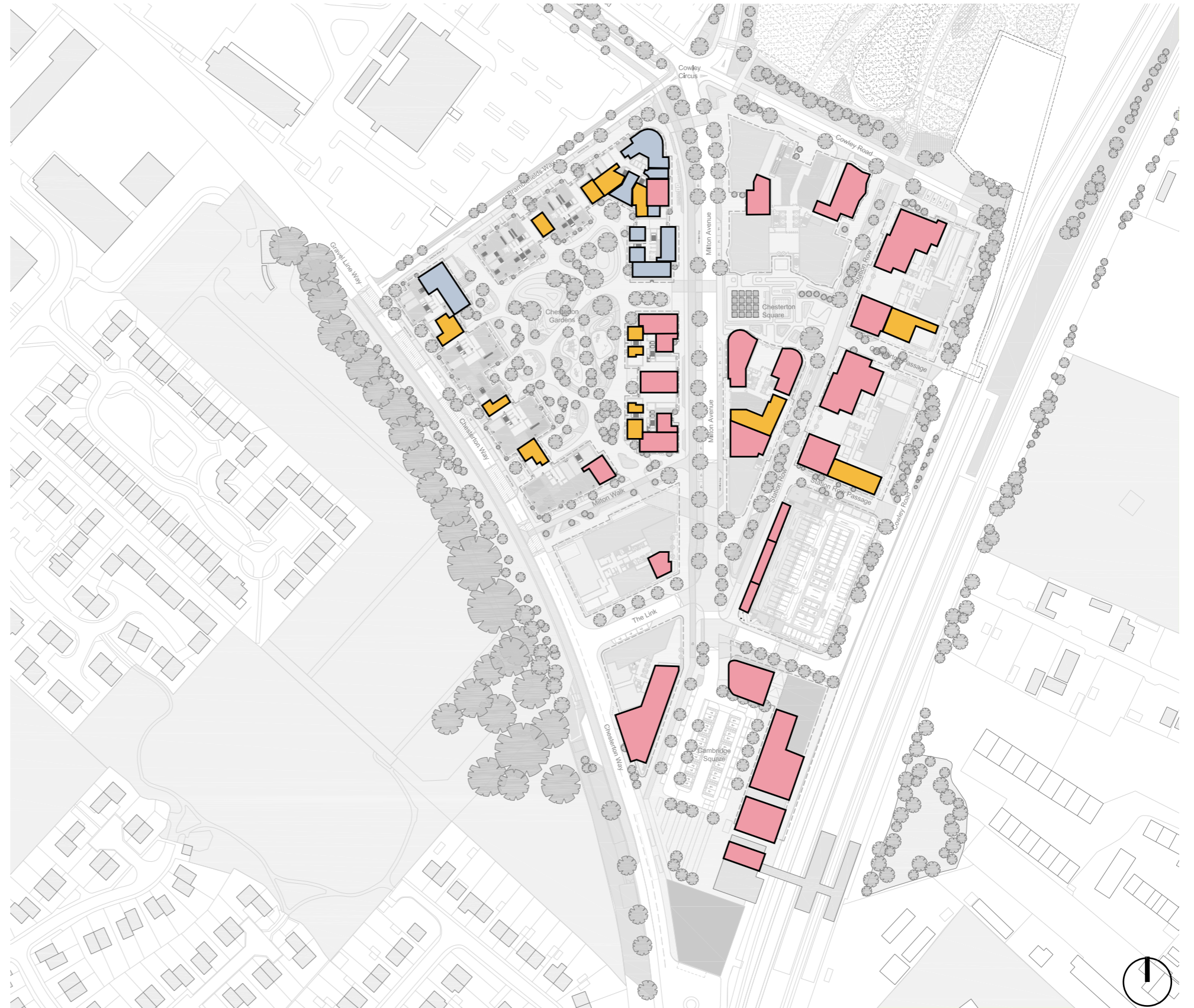
Gallery

MASTERPLAN MASSING, SCALE & LAYOUT

GROUND FLOOR AMENITIES - CLASS E/F ALLOCATION

All retail proposed in the Masterplan will be class E/F, this allows the ground floor activation flexibility to evolve and meet the changing needs of its inhabitants.

This is also necessary in view of the potential future developments of the broader draft NEC AAP context such as the relocation of the Cambridge waste treatment plant which would bring a significant change to the area and allow the Masterplan to meet the needs of future demand within the area as well.



LEGEND

- RETAIL
- AMENITIES
- CYCLE STORAGE

Ground floor uses and activation plan

MASTERPLAN MASSING, SCALE & LAYOUT

GROUND FLOOR USES & ACTIVATION

The Masterplan is committed to ensure an active and vibrant ground floor. This activation will be achieved through a variety of typologies and amenities as illustrated on the diagrams on the right.

This variety will give the scheme a level of flexibility to fully activate all ground level frontages without solely relying on retail. It allows for future conversion to retail space should local demand increase in light of future developments within the draft NEC AAP.



Family Home



Special Needs Home



Office Own-Door



Workshop



Childcare



Healthcare



Showroom / Gallery Space



Salon



Fitness



Specialist Shop

Street frontage and accessibility as ground floor uses

MASTERPLAN MASSING, SCALE & LAYOUT FOSTERING A COMMUNITY

The Masterplan with its proposed amenities seek to help catalyse a high level of engagement that fosters a sense of belonging and build a strong sense of community for the inhabitants.

Amenities that are woven into the fabric of public realm spaces can allow for meaningful activity and gathering to take place. By providing spaces for participation and interaction, the Masterplan hopes to build upon a sense of ownership and belonging. Such facilities include:

- Community growing areas/community gardens
- Outdoor meeting spaces for resident groups
- Management of the 'mini-stage' for local art performances

A broader management strategy will also be adopted to fully utilise and activate the public realm spaces, creating events through which residents can interact and engage to further contribute towards place making. Such activities include:

- Group exercise classes on urban squares
- Public movie nights in communal spaces
- Farmers markets over the weekends within urban squares

Please refer to Landscape and Open Space Strategy report for further information.

Community Amenities



Neighbourhood stage for local performance



Ground floor community growing areas and meeting spaces



Roof top community gardens and amenity spaces

Community Activities



Public exercise classes



Movie nights



Farmers markets

MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREAS OVERVIEW

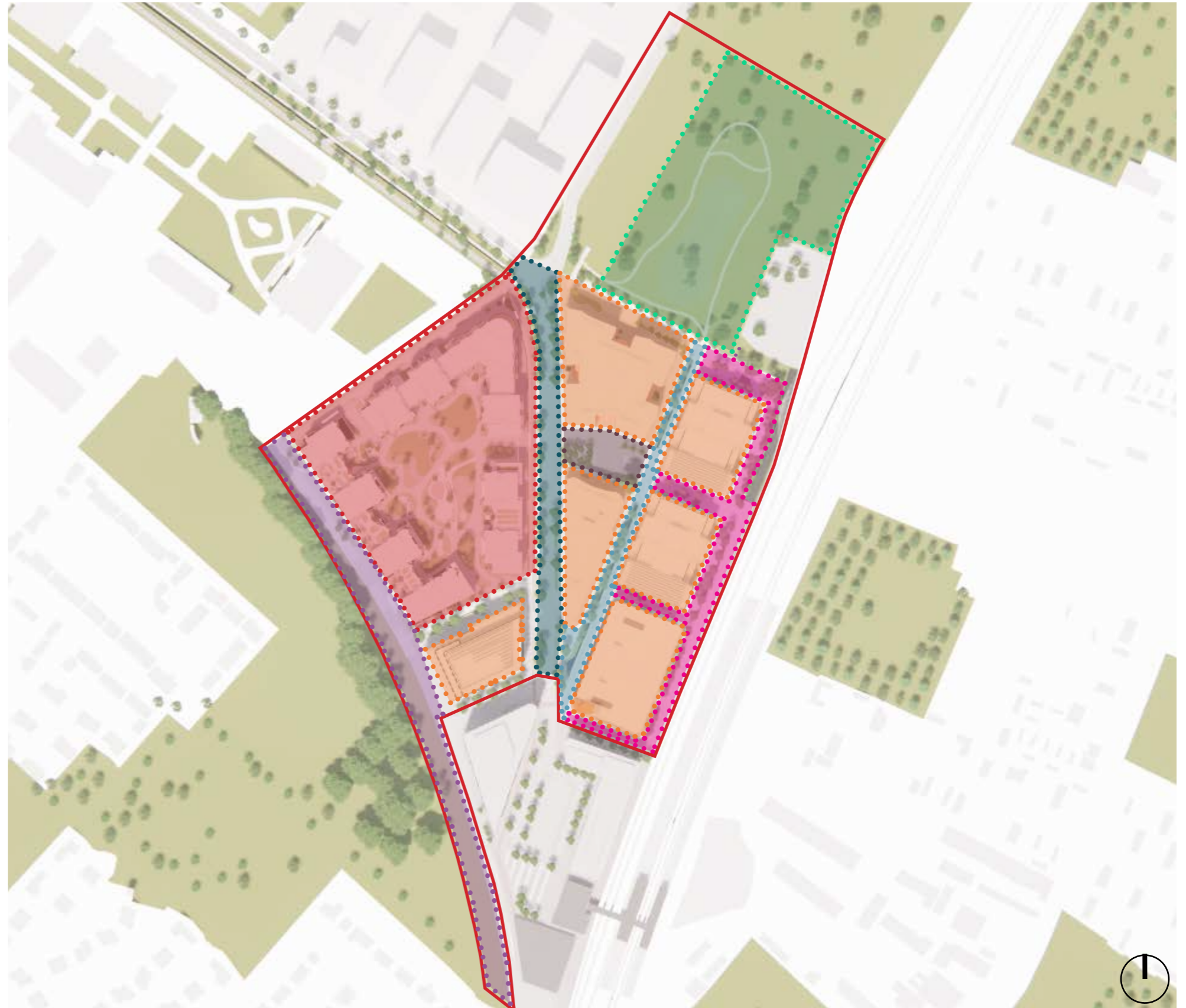
The Masterplan envisages a diverse, active and vibrant community with a strong sense of belonging and security.

The key objectives of the Masterplan are:

- **Finding the right density of development.** This will allow for a sustainable community capable of supporting thriving local businesses.
- **Ensuring a good mix of ground activation.** This will engage the community throughout all times of the day, thereby creating a continual sense of activity and security.
- **Providing a network of key local amenities** in close proximity to one another that serve both the residents and users of the scheme and those from surrounding neighbourhoods. This will distribute activity across the whole scheme and connect it with the local surroundings.
- **Supplying a diverse range of meaningful facilities.** This will contribute to the well-being of the residents and foster a strong sense of community and ownership, that will benefit the wider community and bordering districts.
- **Creating distinct Character Areas within the Masterplan.** This will further highlight the unique qualities and opportunities within the development.

Legend:

- RESIDENTIAL QUARTER
- COMMERCIAL QUARTER
- STATION ROW
- CHESTERTON SQUARE
- CHESTERTON WAY
- EASTERN EDGE AND GREEN CORRIDORS
- MILTON AVENUE
- POND AND OPEN MOSAIC HABITAT
- RED LINE BOUNDARY



MASTERPLAN MASSING, SCALE & LAYOUT

OPEN SPACE AND PUBLIC REALM VISION - COMPARISONS

Extensive open green spaces and habitats that enhance net biodiversity will be integrated within the Masterplan as well as extensive areas of new planting.

Each of these open spaces will have its own distinct character and will offer valuable natural spaces for all users to enjoy.



Cambridge Fire Station, Petersfield Garden (1.18 ha)



New Square Park, Cambridge (1.25 ha)



Market Square, Eddington (0.34 ha)

Legend:

 PUBLIC OPEN SPACES



MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREA - CHESTERTON SQUARE

Chesterton Square offers a generous open space in between the office/ lab buildings, connecting Station Row in the East with the Residential Quarter in the West.

It provides a variety of features such as seating areas, public spaces for F&B units to spill out onto the square, a water feature, as well as strategically planted trees.

The space allows for short term activities to be arranged, such as markets and other events.

The square will be predominantly hard surfaces with generous planters and trees throughout as well as integrated urban furniture.



Legend:
 CHESTERTON SQUARE



Granary Square, Kings Cross London



Broadgate Circle London



Eddington Market Square, North West Cambridge



Granary Square, Kings Cross London

ILLUSTRATIVE VIEW

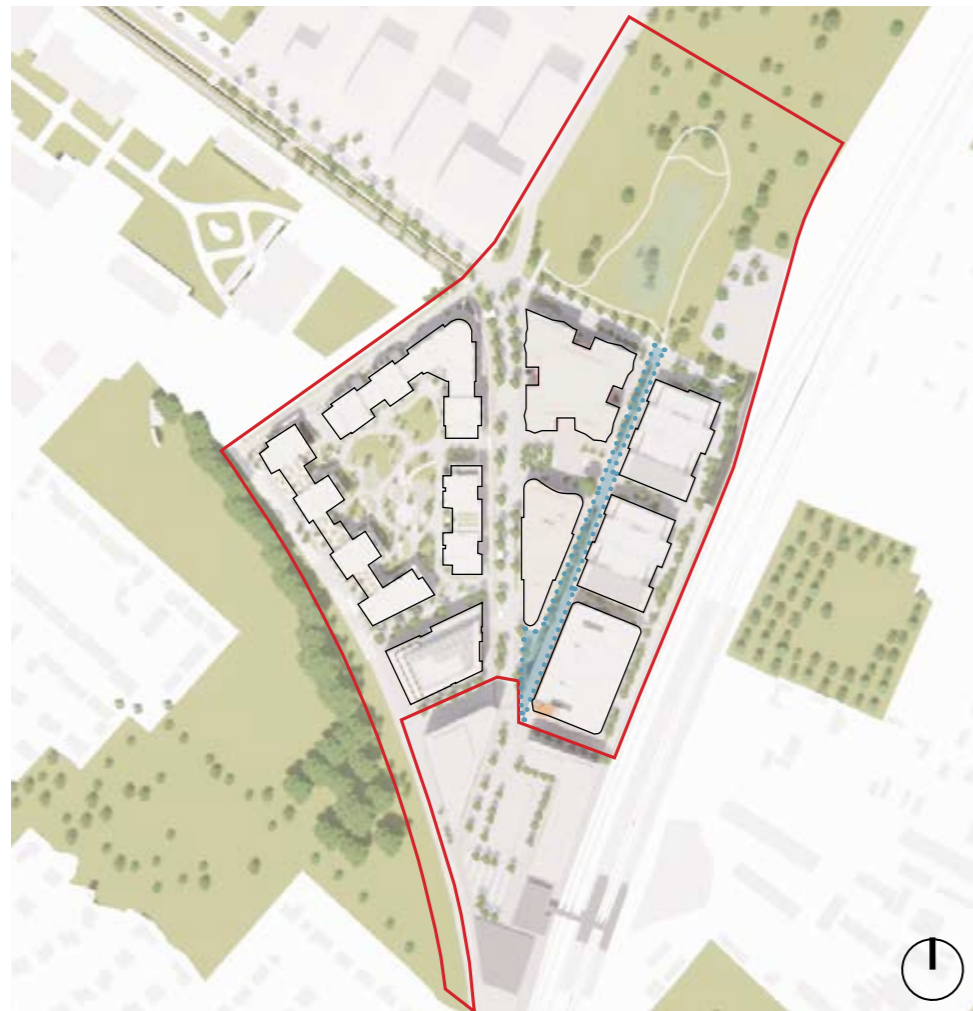


View of Chesterton Square looking east towards the train tracks

MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREA - STATION ROW

Station Row is an important green axis and vehicle-free route that seeks to be a linear park that can be enjoyed by all its users. It is characterised by a combination of hardscape pedestrian and cyclist routes and the soft vegetation and trees in the sunken swale that runs down the centre of the street. Station Row provides a uniquely natural north-south connection from the wild habitat of the north of Cowley Road, past Chesterton Square, down to the Piazza at the southern end of the Row. Station Row will function as a North-South axis, connecting into the plot located north of Cowley Road.



Legend:

STATION ROW



Kronsberg, Hannover, Germany



Gubei Pedestrian Promenade, Shanghai, China



Novartis physic garden, Basel, Switzerland



Piekenhoef housing estate, the Netherlands

MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREA - EASTERN EDGE & GREEN CORRIDORS

The Eastern edge of the scheme is one of the most exposed to long distance views from the Fens. We felt it was important to distance the buildings sufficiently from the eastern perimeter, allowing for a generous row of mature trees that would not only screen but also soften the building development and enhance the user experience along this edge. Trees are clustered to achieve a more natural planted effect.

The green corridors between the buildings with soft landscaped beds and smaller varieties of trees, maintain the connection between the greened eastern boundary and the internal green veins running through the development, such as Station Row.



Legend:
 EASTERN EDGE & GREEN CORRIDORS



Station Road, Cambridge, UK



Kings Cross, London, UK



Paternoster Square, London, UK



St Johns Way Clapham Junction, London, UK

ILLUSTRATIVE VIEW



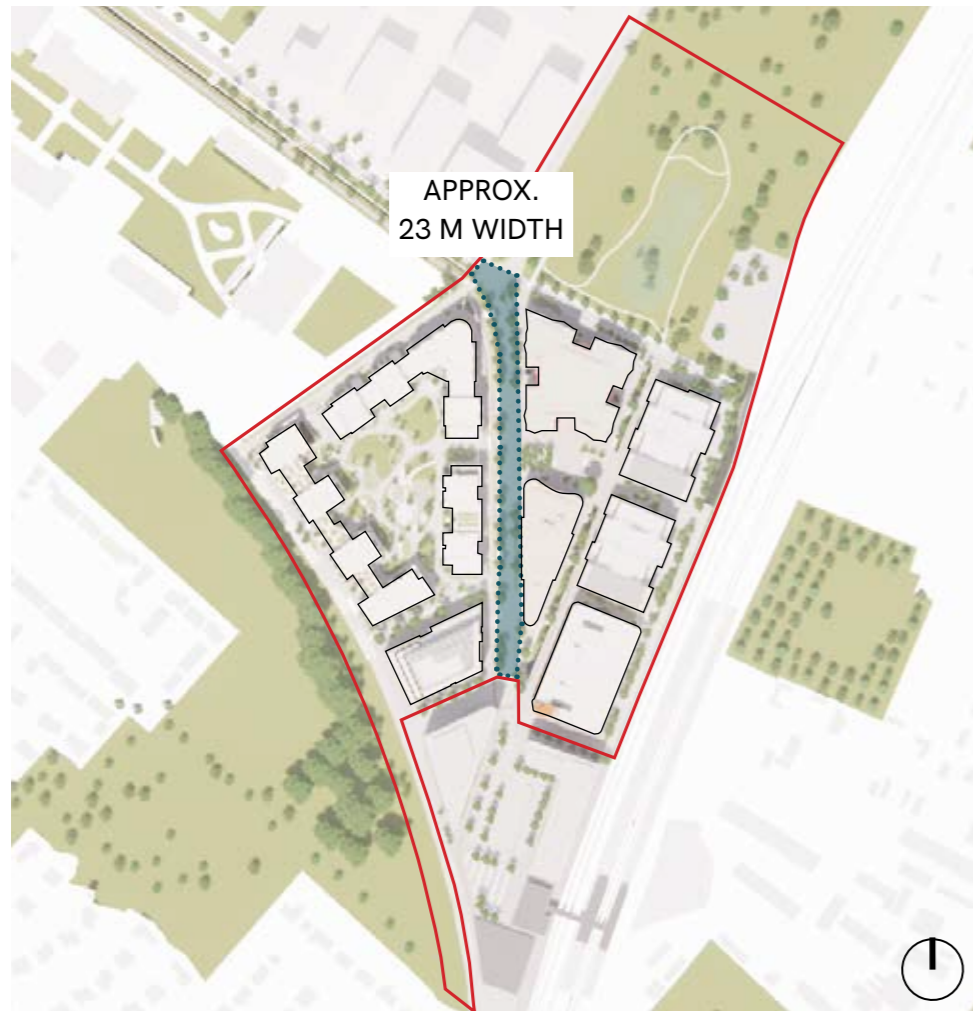
View of Cowley Road along the eastern edge of site

MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREA - MILTON AVENUE

Milton Avenue is a generously wide tree-lined avenue and is the principle vehicular street in the scheme. It is the main entrance from the north and connects with Cambridge North Station in the South. Milton Avenue offers wide pavements on both sides, cycle paths as well as a two directional street.

There are several breaking points along the length of the street, offering generous pedestrian crossing points and thus connecting the residential quarter in the west with the lab and commercial buildings in the east of the site.



Legend:
 MILTON AVENUE



Sauchiehall Street Glasgow (20m width)



Blackfriars Road London (26m width)



Sauchiehall Street Glasgow (20m width)



Blackfriars Road London (26m width)

ILLUSTRATIVE VIEW



View of Milton Avenue, looking north from One Cambride Square

MASTERPLAN MASSING, SCALE & LAYOUT CHARACTER AREA - CHESTERTON WAY

Chesterton Way separates the Masterplan with the western edge and the Bramble Fields. It will be a green corridor providing a bus route and cycle lanes and further offers a direct connection from Cambridge North Station to the North-West corner of the Masterplan. Additional trees will be planted along the western edge.



Legend:
 CHESTERTON WAY



St. Ives greenway



Residential edge and green side



Guided Busway and cycle lanes



Seawall, Vancouver, Canada

MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREA - RESIDENTIAL QUARTER

The Residential Quarter, with its semi- enclosed courtyard garden, allows for easy access to the commercial and retail quarter of the scheme whilst providing a unique character with landscaped features, open space and play areas.

Ground level activation is primarily focused on the periphery edge along Milton Avenue to create a sense of privacy for the inner residential square.

The ambition is to maximise the green area within the Residential Quarter to enhance well-being and recreation.



Legend:

RESIDENTIAL QUARTER



Precedent timber furniture and play areas



Precedent open green spaces



Precedent raised planters and seating



Precedent planting and benches along walkway

ILLUSTRATIVE VIEW



View of Chesterton Gardens, looking east

MASTERPLAN MASSING, SCALE & LAYOUT

CHARACTER AREA - OPEN MOSAIC HABITAT

The area located north of Cowley Road is a designated Open Mosaic Habitat (OMH) area characterized by wild flower meadows, a large central balancing pond, a circular walk and cycle path, natural play zones and connections to future Masterplan development to the north.



Legend:

OPEN MOSAIC HABITAT AREA



Grassy meadows with meandering paths and OMH



Balancing pond



Informal nature play



Wildflowers and increased BNG

ILLUSTRATIVE VIEW



View of Open mosaic habitat, looking south

5.4. Connectivity

MASTERPLAN MASSING, SCALE & LAYOUT

PLANNING APPLICATION CONNECTIONS

The planning application builds upon an existing network of roads, pedestrian and cycle routes. Milton Avenue remains a key transport link with bus, vehicular pedestrian and cycle routes connection the site to the rest of Cambridge to the north-west. Milton Avenue extends east between the Novotel and Mobility Hub to create an access road on the eastern edge of the scheme, allowing vehicular access to the Mobility Hub (S5) as well as servicing routes for the lab buildings and National Rail compound. Within the commercial plots, a north-south pedestrian and cyclist spine has been introduced between the buildings, providing a direct link to Cambridge North Station. This route extends north towards the proposed open mosaic habitat north of 1-3 Station Row (S6-S7) and One Chesterton Square (S9.)

To the west of Milton Avenue, residential blocks are proposed surrounding a large communal courtyard. The courtyard is kept pedestrianised with vehicular and cycling routes looped around the residential buildings. The Guided Busway sits along the western edge of the site with additional routes running along Milton Avenue.

Legend:

- CAMBRIDGE NORTH STATION
- MOBILITY HUB
- VEHICULAR ROUTES
- RESTRICTED VEHICULAR ROUTES
- BUS ROUTES
- PEDESTRIAN ROUTES
- CYCLE ROUTES



Proposed connectivity on site