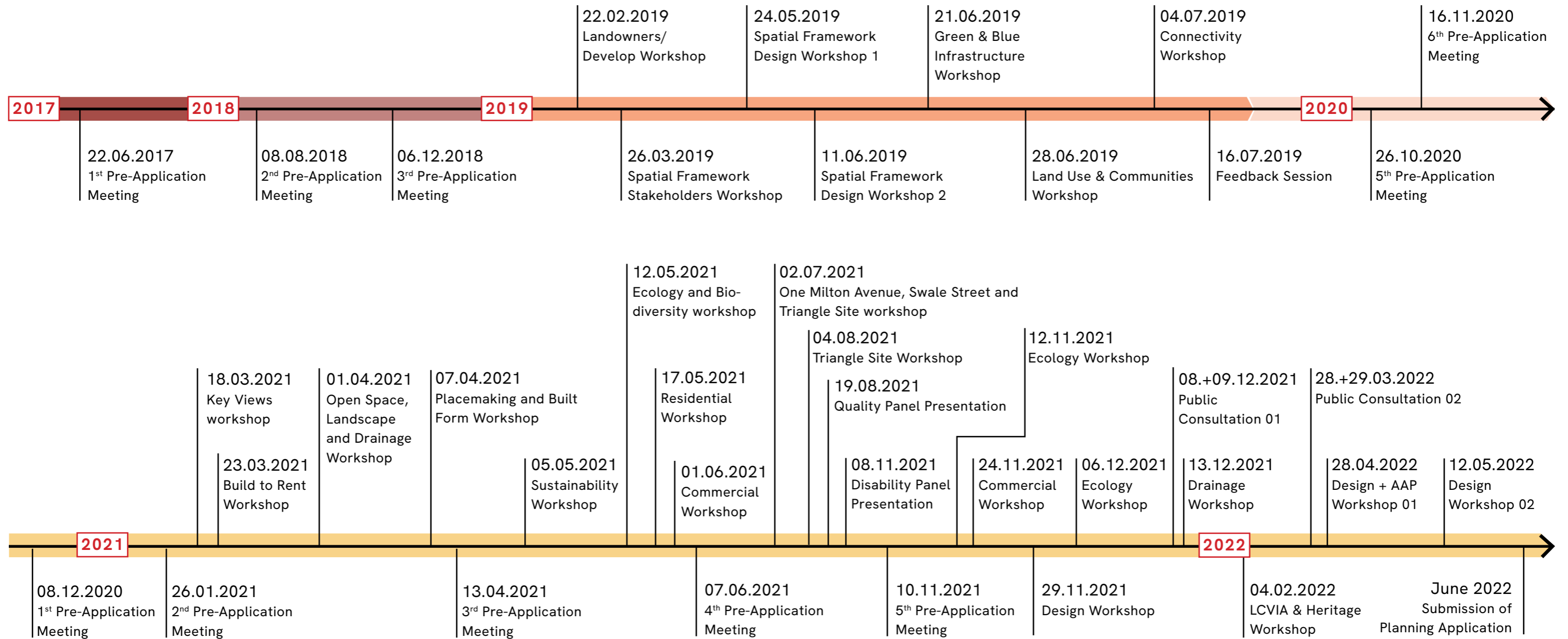


4. Consultation Process

CONSULTATION PROCESS TIMELINE



Legend:

- Consultation process pre-ACME involvement
- Consultation process with ACME

CONSULTATION PROCESS

DRAFT NEC AAP WORKSHOPS

Brookgate Land Limited has actively participated in the engagement process for the emerging Draft NEC AAP since 2019. Refer to the 'Perkins and Will' document for further information and images.

A series of Urban Design Workshops took place over the course of 2019. Perkins and Will, on behalf of Brookgate Land Ltd. actively participated in this engagement process between stakeholders, offering its planning and urban design knowledge and experience in regeneration processes. A summary of the engagement is provided on this page.

Workshops

The workshops were designed to work collaboratively and bring together a coordinated approach with the support of the Greater Cambridge Joint Planning Service team, the respective landowners, and their professional teams. This allowed alignment on key issues early in the draft NEC AAP adoption process.

Some of the main goals were:

- To map agreed constraints and opportunities for the draft NEC AAP.
- To understand landowners/developers

aspirations.

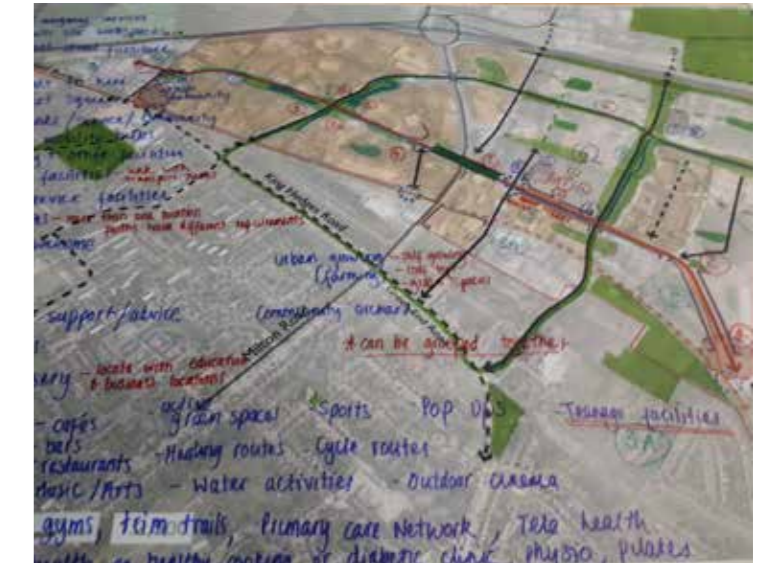
- To check the draft NEC AAP vision against draft or existing master plans to ensure they accommodate the main aspects of the vision and that key principles are aligned.
- To facilitate coordination between different landowners, identify areas of collaboration and connections.
- Identify design and infrastructure elements key to deliver a coherent and high-quality new district

The sessions were organised grouped under main topics of interest and targeted to specific

outcomes around aspirations, blue/green infrastructure, community facilities, land use, and connectivity.

As these were technical workshops, stakeholders committed consultant time to attend and work alongside departments from the Joint Planning Service and Cambridgeshire County Council to give insight, identify innovative opportunities, and enrich the discussion

The culmination of these workshops was the stitching together of a spatial framework plan.



CONSULTATION PROCESS

PRE-APPLICATION PROCESS

The proposals for Cambridge North have been developed within the context of an extensive pre-application process. The process has been structured by a series of over-arching workshops covering all aspects of the emerging scheme, which have been supplemented by discipline-specific meetings and communication.

The process started in 2017 when the scheme solely comprised residential development. A series of meetings were held with officers, including for a site tour of East Village in Stratford. This was chosen as a useful precedent scheme to visit which included an element of Private Rented Sector (PRS) housing and was of a similar scale and density to that proposed at Cambridge North. Acme was brought on as master planners in 2020 and

since then, the scheme at Cambridge North has evolved following further workshops and feedback from officers and the local community. It now comprises a comprehensive, mixed-use development.

This document does not seek to provide a detailed record of these meetings, but instead to provide a brief overview of some of the key topics of discussion, and reflect on how these have influenced the design proposals.

Through the consultation process, 4 major areas of focus have been identified:

Ground Floor Activation:

An activated and vibrant ground level is critical for building communities and fostering a strong sense of security. The current design proposal

seeks to ensure the activation of the buildings and the wider public realm through a balanced distribution of Restaurants, Cafés, shops and commercial units. Multiple flexible class E/F use spaces have also been included to allow flexibility to the scheme should community needs evolve.

Eastern Edge:

The Eastern edge neighbouring the train tracks, has been extensively discussed with the local planning authorities. To soften this edge and provide a 'buffer' between the Masterplan and the existing wider surroundings. Building massings have been broken down and articulated. Buildings have been set back at a considerable distance and clustered greening has been introduced to add additional layering upon the existing tree belts east of the tracks.

Heights, Scale and Massing:

The Masterplan has gone through an extensive number of iterations in response to comments received from the LPA during the workshops. Both building heights, scale and massing have been carefully considered in relation to the existing buildings as well as the wider surroundings.

Landscaping and Public Open Space:

Careful consideration has been given to implement generous open spaces at regular intervals providing high quality public realm area each with their own distinct characters and programmes. This allows for a comprehensive landscaping strategy that caters to the diverse needs of the future occupants of the scheme.



CONSULTATION PROCESS

PUBLIC CONSULTATION

December 2021 - Public Consultation 01:

The first round of public consultation took place in December 2021, with invitations sent to residents in the nearby residential areas. Local Councillors, surrounding Parish Councils and local businesses were also invited. The local community were encouraged to discuss the scheme with the design team in attendance, and to provide feedback that could inform the development of the proposals.

The proposals were displayed via a series of exhibition boards which covered:

- An introduction to the Cambridge North team
- Information on the site and local context. An overview of the proposal, including architecture, community, public space and

transport.

- An explanation of the technical assessments being undertaken in support of the proposals.
 - A site layout and set of illustrated views showing the proposed development.
 - Information about 'Meanwhile use'.
 - Next steps, feedback and contact details.
- 48 people attended the consultation and 17 individual pieces of feedback were received.

March 2022 - Public Consultation 02:

The first consultation presented a scheme which only included for commercial development. Following engagement with officers at the LPA the scheme was revised and a residential element was included. As a result, a second round of public consultation was held

with both residents and stakeholders in order to update them on the proposals and to offer the opportunity to provide additional feedback. The second in-person consultation event took place in March 2022. This was preceded by the circulation of an update newsletter and a feedback form, sent to the residents living closest to the site, which also included the project's website updates and a press release to advertise the event. 62 residents attended the consultation, and 28 individual pieces of feedback were received.

Feedback from the consultation has been positive with consultees supporting the re-development of a brownfield site and the introduction of a mixed-use community. Further benefits have also been recognised

throughout, particularly the improvements to local amenities and to the public realm and the commitment to low carbon design and enhanced biodiversity on site. Most consultees also observed that the existing area does not currently provide an appropriate high-quality environment.

As part of the responses received during the pre-application process, comments were issued in relation to the design of the new buildings and its relationship to the local context and surrounding area. Brookgate Land Ltd have sought to address a number of these points through detailed design work, including revisions to the size, height, and position of some of the buildings in the commercial quarter.



CONSULTATION PROCESS

CAMBRIDGESHIRE QUALITY REVIEW

The proposals for Cambridge North have been presented to the Cambridgeshire Quality Panel on 19 August 2021. A set of briefing notes were issued to panel members in advance of the review, and the design team presented the emerging / proposed design approach with reference to the 'four C's' of the Cambridgeshire Quality Charter: Connectivity, Character, Community and Climate.

Feedback received from the Panel during the review and in the subsequent written feedback has been carefully considered in the evolution of the final proposals.

A brief overview of some of the key topics of discussion and how these have influenced the design proposals is set out on the next two pages:

Climate Change

The panel recommended the team to consider more ambitious climate change targets. Since August 2021, the team have been progressing the sustainability and energy targets for the scheme. The Proposed Development will follow

a route to net zero carbon status which is supplemented by the aim of achieving BREEAM 'Excellent' as a minimum, with an aspiration to target 'Outstanding' as the design develops. All offices will be designed to target an EPC rating of A.LETI 2025, or LETI 2030 targets for in-use emissions in residential buildings will be targeted. Please refer to reports issued by Hoare Lea and Hilson Moran as part of this planning application.

Solar Shading

The panel recommended to consider providing shading to both the commercial and residential uses with a west facing façade as well as to consider a shading study for the residential courtyards. Working with the consultant team, the architects have identified a two-fold strategy to reduce the solar gain and increase shade to the key south east and south west facing façades of the commercial buildings. Firstly, the depth and orientation of the facade cladding has been articulated to provide natural shading. Secondly, following analysis of the most exposed areas, and in consideration of the emerging masterplan, specific brise soleil

have been added to the upper floor windows, in accordance with the engineer's advice. Please refer to the daylight/sunlight analysis completed by Arup as part of this planning application.

Residential Design

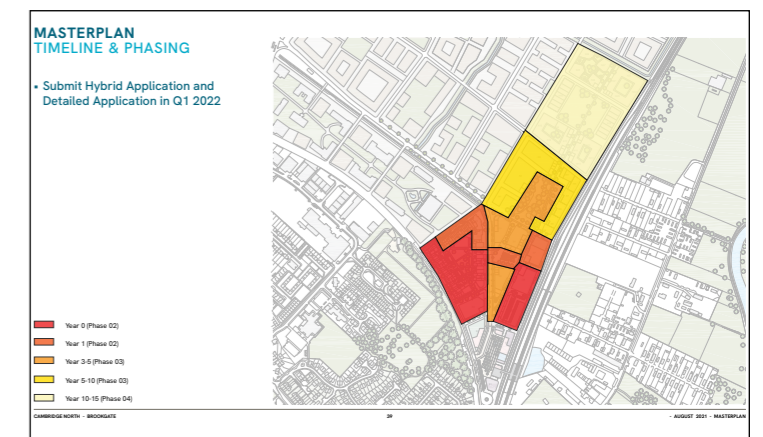
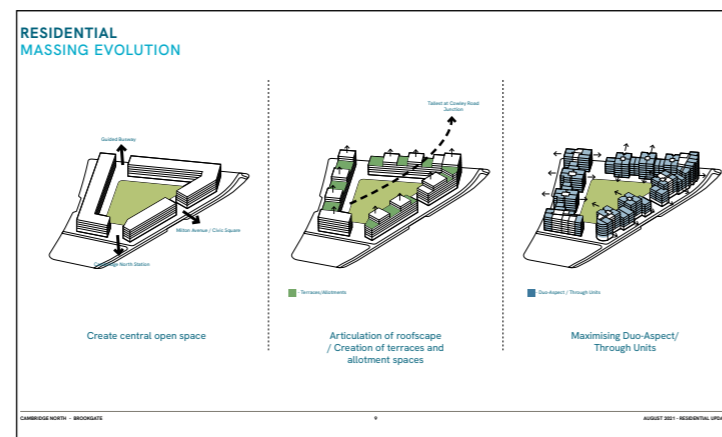
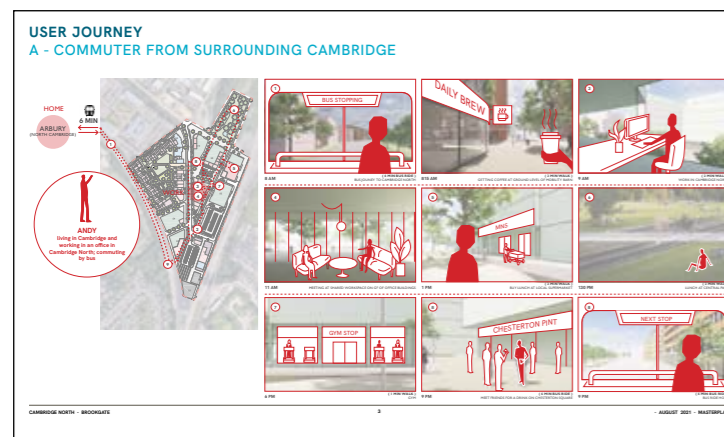
The panel recommended to consider reducing the number of single aspect flats facing north east. It was also suggested to look at deck access as opposed to having internal corridors to mitigate overheating. The design has since been progressed introducing more double aspect and corner units. Deck access has been studied, but not considered viable at this stage due to the internal building layouts.

The panel recommended the team to consider separating the Build To Rent units, which could be denser, from the affordable housing. Since August 2021, the design has progressed and all Built to Rent units are now being proposed into two allocated building blocks. Please refer to section 6.2 of this document for more information on the illustrative design for the Residential Quarter.

The panel recommended the team think about the long-term costs of service charges. An Estate Management Company, involving building owners and other estate stakeholders, will be established to maintain the public realm and provide other agreed common services via a service charge arrangement. The service charge will be established by agreement to establish the best value for stakeholders.

Consultation on future community needs

The panel recommended the team to consider consulting with existing neighbouring residents to understand future retail needs. Also, that the team understand what schools and services are available for new residents in the short and long terms and how people access them. Since August 2021, the applicant team have consulted with existing neighbouring residents as part of two public consultation events held in November 2020 and March 2021. A detailed commentary on the feedback from residents is provided in the supporting Statement of Community Involvement (SCI), but in summary residents were keen to understand what local provision there could be



CONSULTATION PROCESS

CAMBRIDGESHIRE QUALITY REVIEW

for leisure, health and community uses. At this stage, the final details of amenity uses are not yet defined but the proposals include for accommodation in a flexible use class which includes health, retail and community uses. This will enable the scheme to respond to local market demand over time. In terms of schools, the applicant is liaising with Cambridgeshire County Council as Local Education Authority regarding the extent of any education provision which will take into account existing provision, predicated housing trajectory and new community needs.

Phasing Strategy

The panel recommended the team to analyse the phasing strategy and road layout during the early phases, prior to the draft NEC AAP site being built. An indicative phasing plan has been prepared and included within Section 2 of the Design and Access Statement. Furthermore, a suite of parameter plans have been prepared including an access and movement plan which sets out the proposed street hierarchy. The sustainable transport strategy for the Site proposes key desire lines for cycle and pedestrian movement as a priority, which will connect to and provide links to public open spaces and the wider cycle and pedestrian network. The primary road of the site will be the existing Cowley Road (Milton Avenue) which runs north-south through the centre of the site towards Cambridge North railway station. The proposed street hierarchy has been prepared to align with potential future phases of development north of Cowley Road as part

of the wider Cambridge North redevelopment as well as the emerging North East Cambridge Area Action Plan (NEC AAP).

Multi Storey Carpark (MSCP)

The panel recommended the team to explore options to use the MSCP as a mobility hub and to not limit to car club only.

This commentary has been taken on board since the Cambridgeshire Quality Panel review and the building design has evolved as a mobility hub with the flexibility to house other functions besides parking vehicles if and when required. Additionally, an active frontage with retail units have been added on the western side facing Station Row. These units are aimed to house businesses linked to a mobility hub such as a cycle repair shop, scooter rental shop, last mile delivery hub, etc. Please refer to section 7.3 of this document for more detailed information on the Mobility Hub.

Density

It was recommended that the scheme could be denser, but not necessarily higher, to create a busy community with an active ground floor level. Extensive studies have been carried out to achieve a scheme with the suitable density in relation to its site, roofscapes have been articulated and reworked in line with the emerging NEC AAP and active frontages are being provided all along the proposed Masterplan. Please refer to section 5 (Masterplan massing, scale and layout) of this document for more information about the proposed massing, density and ground floor

activation strategy.

Width of Milton Avenue

The panel recommended that the width of Milton Avenue be considered. Milton Avenue is proposed as approximately 26 m wide, treelined street with allocated, generous pedestrian and cycle routes. Please refer to the 'Landscape and Open Space' document by Robert Myers Associates as part of this planning application.

Public Open Space Requirements

The panel suggested the team to consider providing a MUGA for teenagers in the Central Park as well as to regard starter plot allotments and edible spaces.

A 'Central Park' located North of Cowley Road with a balancing pond and Open Mosaic Habitat is proposed as part of the planning application. The balancing pond and OMH are a permanent feature that will house natural play areas. Chesterton gardens will house a number of informal play areas as well as shared community green spaces. Allotments are planned to be provided in the areas in the north. Please refer to the 'Landscape and Open Space' document by Robert Myers Associates for more information.

Landscape and Visual Impact

The panel recommended the team to consider the use of a 'green space settings study' as a design tool. An LVIA report, required for the Environmental Statement, was produced according to the Environmental Impact Assessment regulation as part of this planning

application. The iterative design process took into consideration the findings of the LVIA to incorporate appropriate mitigation measurements that lessen critical landscape/townscape and visual impacts.

Block Massing

The panel recommended the team to consider an alternative block massing by providing different heights to avoid noise and potential conflicts between residents. The massing of the building blocks has been carefully considered and articulated both in plan and elevation. Please refer to chapter 6 and 7 of this document for more information about the proposed building designs.

Tree Belt on the north-west boundary

The panel recommended the retention of the tree belt on the north west boundary edge to help dress the site and avoid overlooking the car park. The existing tree belt on the western edge represents an important green buffer and 'green finger' and will be retained. Further enhancements include understory shrubs planting and young trees to contribute to the woodland belt over the long term. Intermittent lengths of native hedgerow will be added to block some visual understorey gaps toward the allotments. A limited section of the tree belt at the northern end will be affected by the construction of a new drainage swale, which encroaches on the root zones of the existing trees. Any removals, if required, will be supplemented by additional tree planting at the northern end. Please refer to the 'Landscape