

APP/Q0505/V/25/336061

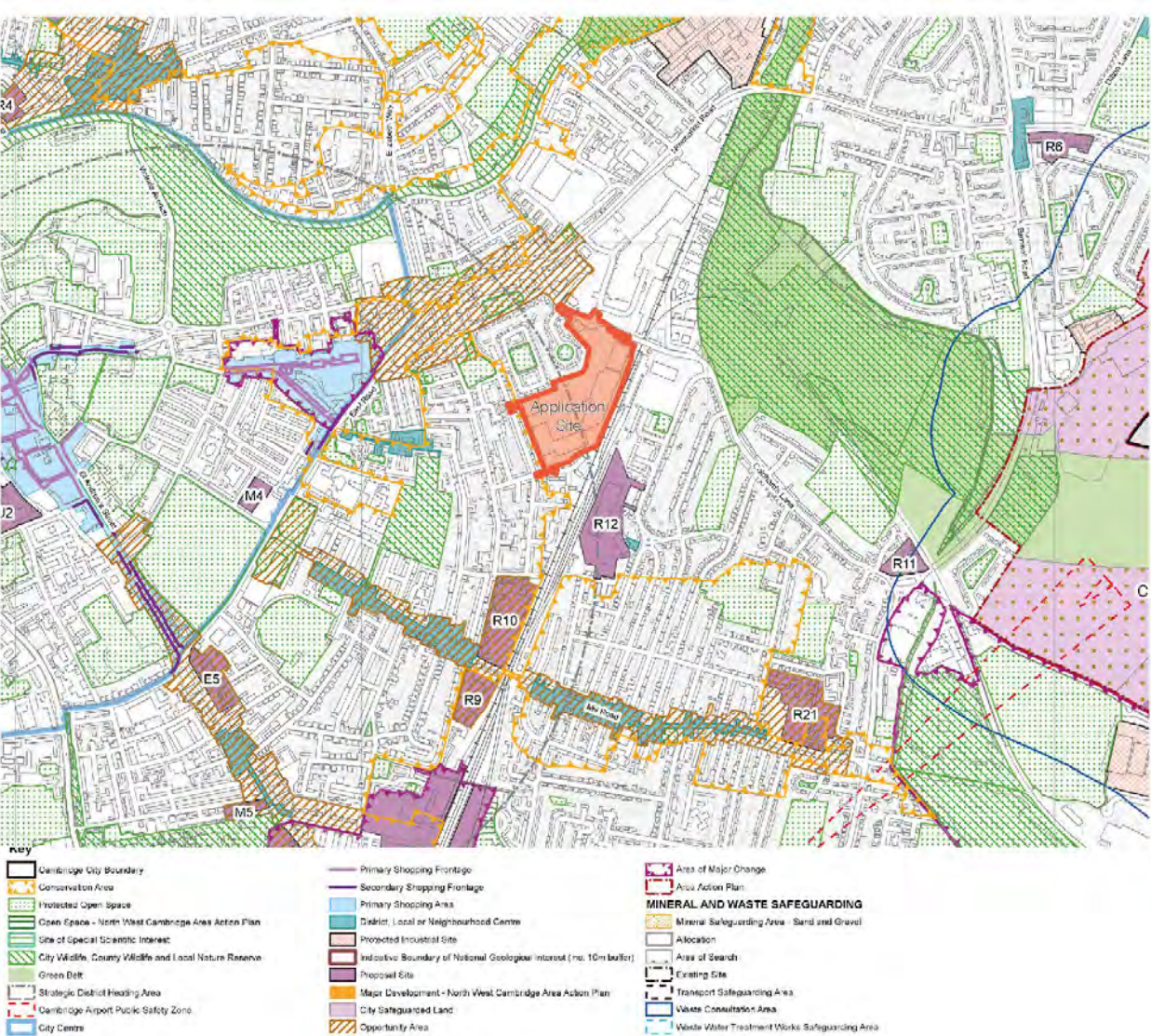
The Beehive Redevelopment

Applicant Presentation

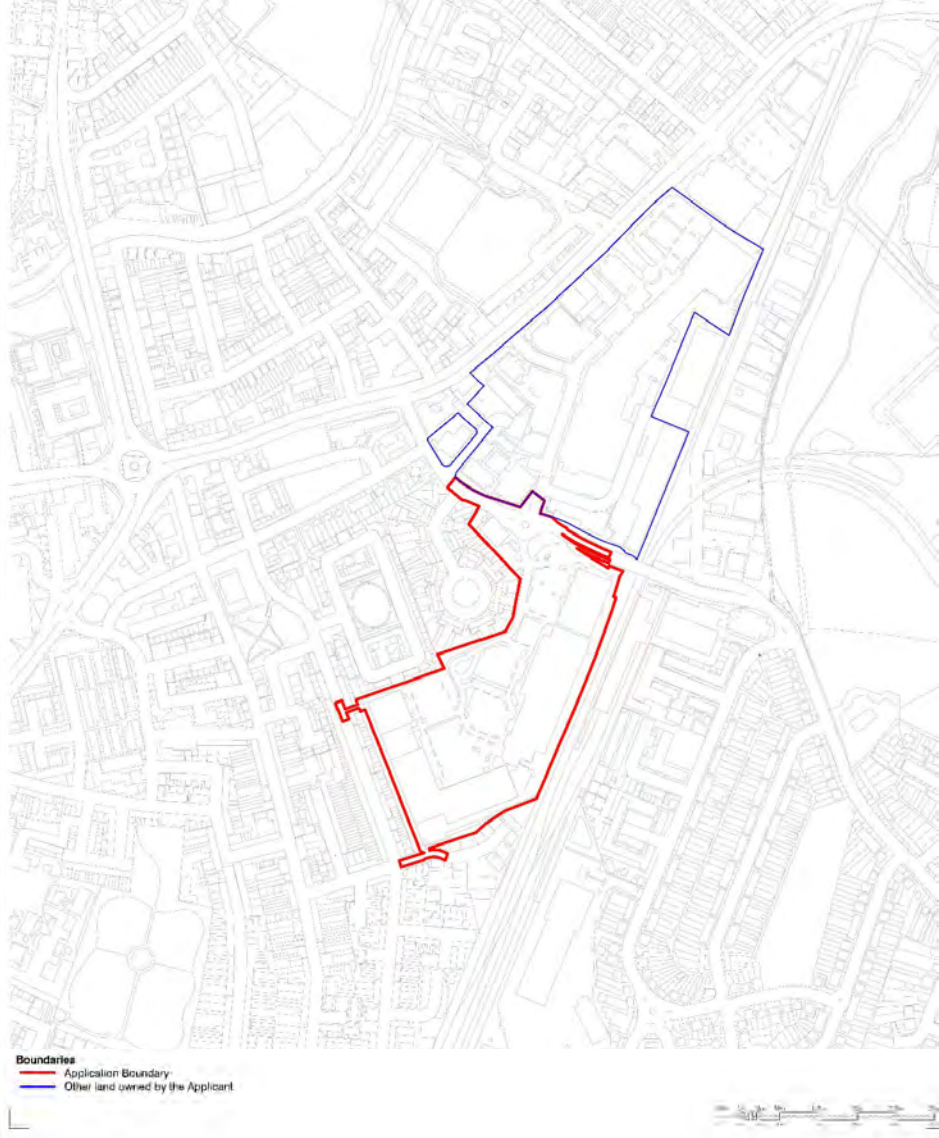
Guy Kaddish

Introduction and Retail and Business Matters





Policy Plan [2023 DAS, CD1.02, page 14]



Site Location Plan [CD2.23]

3 An Outline Application

- All matters reserved
- Planning Application Content
- Principal planning controls
 - Parameter Plans (CD2.16 – 2.20)
 - Design Code (CD2.64A-E)
 - Planning Condition No 5 – to not exceed 166,685m². GEA

PLANNING APPLICATION DOCUMENTS	SUPPORTING INFORMATION
Planning Application Form and Certificates	Planning Statement
Site Location Plan	Design and Access Statement and Addendum
Existing Site Plan	EIA comprising the original submission and addendum: - Volume 1 – Main ES - Volume 2 – Complete technical appendices - Volume 3 – Non-Technical Summary
Demolition Plan	Illustrative Masterplan
Parameter Plans: - Land Use – Ground Floor - Land Use – Upper Floors - Access and Circulation - Landscape and Open Space - Maximum Building Heights and Plots	Illustrative Landscape Masterplan
Design Code	Indicative Phasing Plan
	Local Centre and Public Realm Strategy
	Public Art Strategy
	Statement of Community Involvement and Addendum
	Social Infrastructure Assessment

PLANNING APPLICATION DOCUMENTS	SUPPORTING INFORMATION
	Social Infrastructure Strategy
	Economic Impact Assessment
	Employment and Skills Strategy
	Cambridge Office & Laboratory Occupational Market Update
	Town Centre Use/Retail Planning Statement and Response Statement
	Sustainability Strategy including BREEAM Pre-Assessment
	Energy Strategy
	Utilities Report
	External Lighting Strategy
	Wayfinding Strategy
	Arboricultural Impact Assessment
	Ecological Assessment including Biodiversity Net Gain Assessment
	Daylight and Sunlight Report
	Wind Microclimate Assessment
	Archaeological Desk-Based Assessment
	Operational Waste Management Strategy

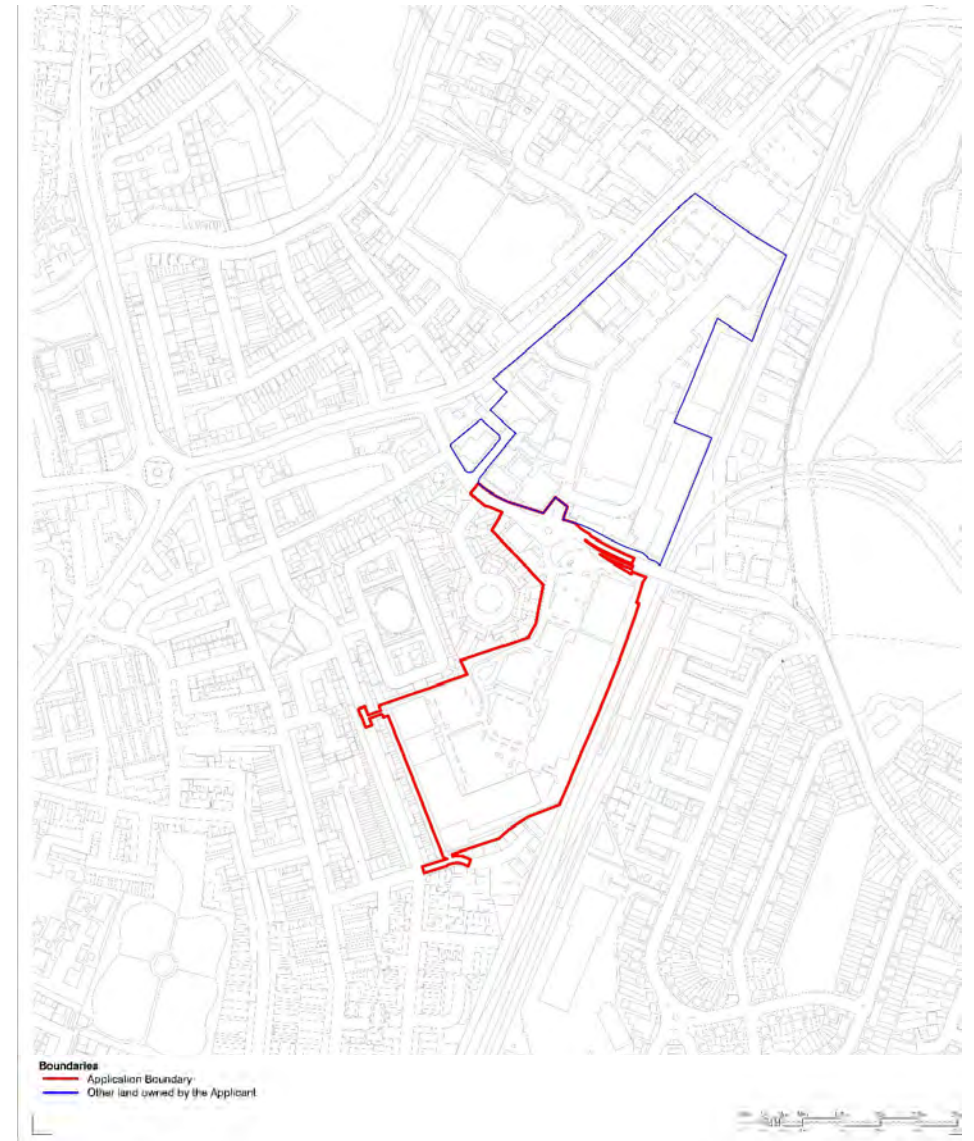
4

leonard design



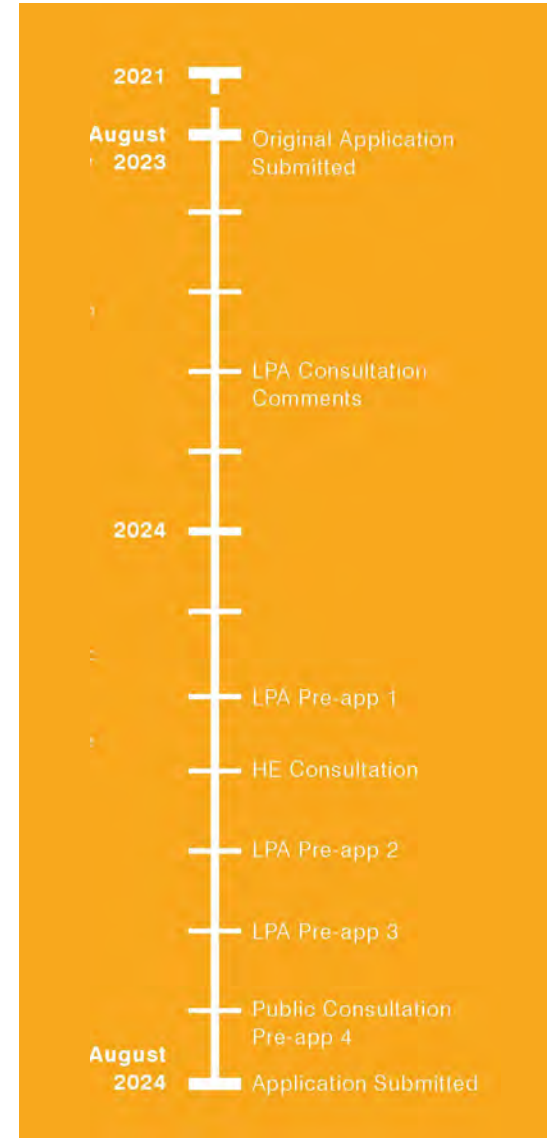
5 Railpen Ownership, Scheme Concept and Business Needs

- Railpen purchased Beehive Centre in 2012 as an ongoing retail concern
- Changing retail market
- Opportunity for redevelopment
- Scheme Concept - Responding to the Cambridge Phenomenon and the life science and knowledge-based cluster
- Cambridge Retail Park (CRP) – purchased November 2020
- An enhanced investment portfolio



6 The Project Timeline

- Purchased the site - September 2012
- Begun the pre-application process – March 2021
- Original planning submission – Aug 2023
- Amended Planning submission – Aug 2024
- Call In Letter and Planning Committee (minded to determine) – February 2025
- Public Inquiry June 2025



Application Timeline [2023 DAS, CD1.02H, page 272]



Application Timeline
[2024 DAS Addendum, CD2.01A, page 8]

APP/Q0505/V/25/336061

The Beehive Redevelopment

Applicant Presentation

David Leonard
Design: The Illustrative Scheme, Parameter Plans
and Design Code





Illustrative Masterplan [CD2.15]

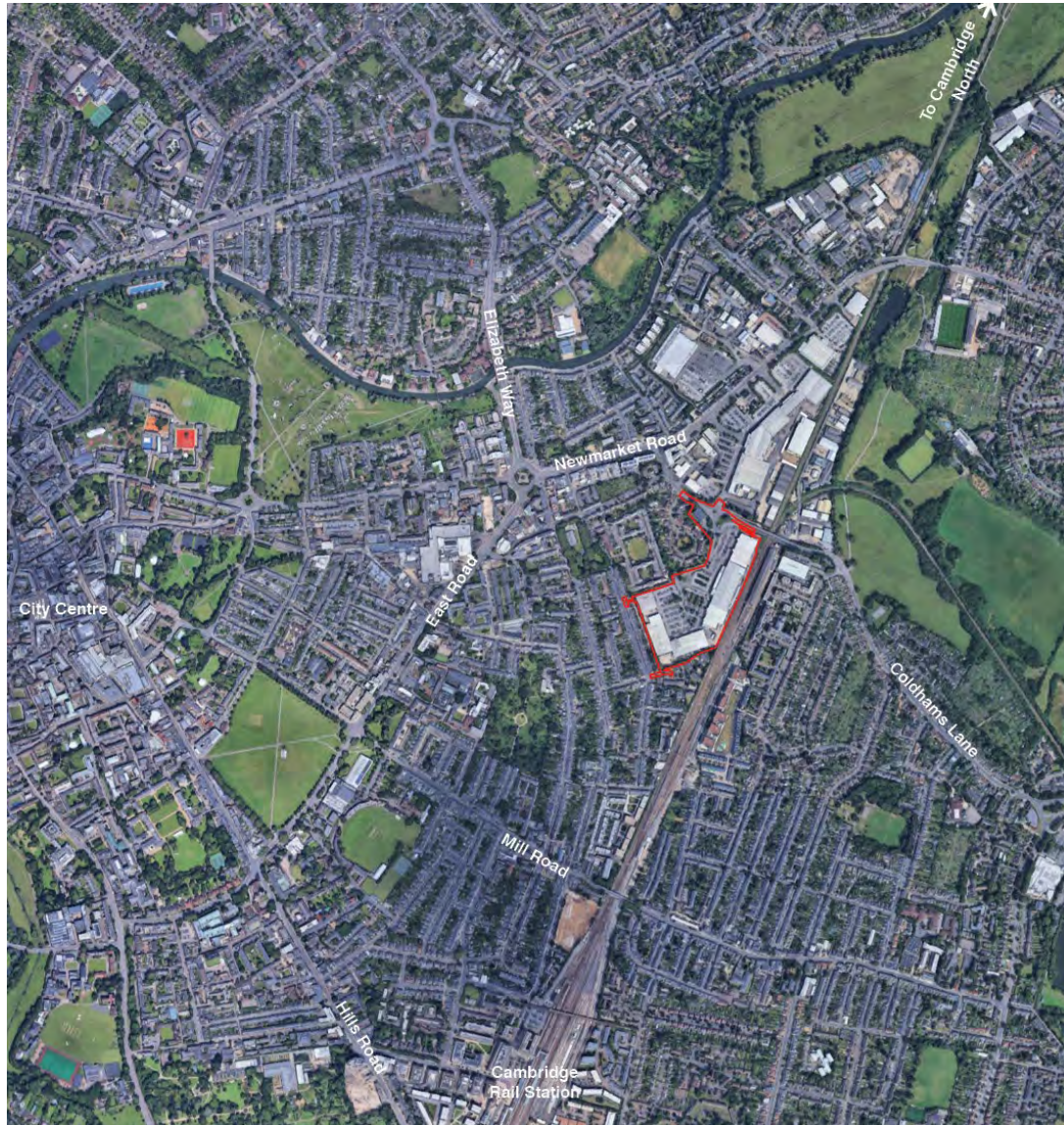


Parameter Plans [CD2.18]



2024 Design Code [CD2.64]

9 City and Local Context



The Site within the Wider City
[David Leonard PoE, CD7.12, page 10]



Existing Site Layout
[David Leonard PoE, CD7.12, page 9]

10 **Boundary Conditions**



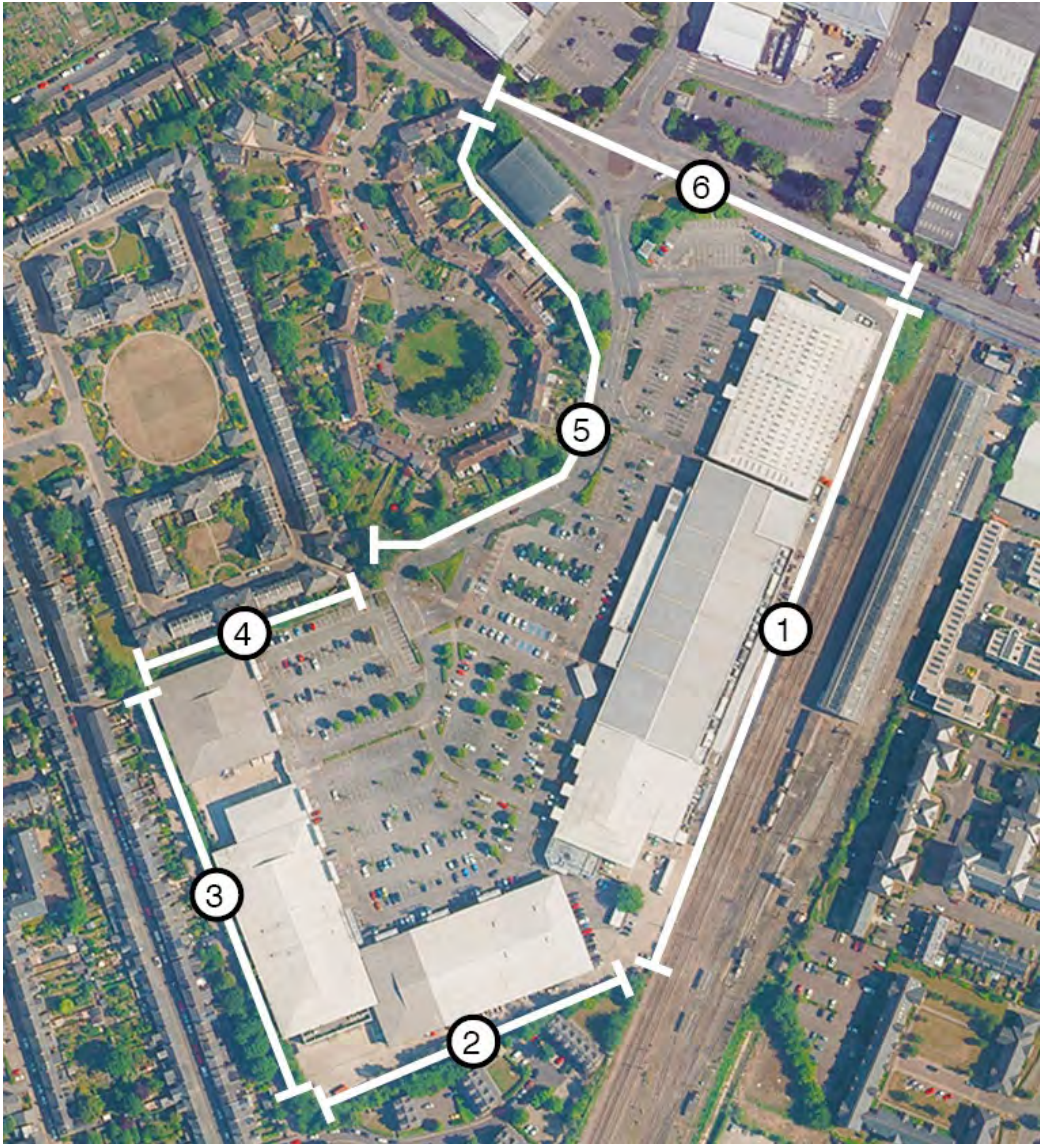
1. The Railway



2. Sleaford Street



3. York Street and Rope Walk



4. St Matthew's Gardens



5. Silverwood Close



6. Coldhams Lane





A better place for all.
The Beehive Redevelopment will provide a new local centre that includes a vibrant mixed-use ground floor providing useful shops, cafes, restaurants, services and leisure facilities all arranged around a network of attractive open spaces.



A sustainable place.
We have set ambitious, achievable, targets that contribute to the City's response to the climate emergency. Our buildings will be energy efficient and all electric, minimise embodied carbon in construction and be designed to conserve water.



A welcoming place for nature.
The masterplan has been designed to balance open space and new buildings with the aim of improving on-site biodiversity by 100%. This will be achieved through creation of diverse habitats within the extensive new public realm.



A welcoming place for all.
The Beehive Redevelopment will be open to everyone, all day and every day of the week. There will be a spaces and places suitable for all, in the landscape and inside the buildings.



A well connected place.
A shift in modes of transport used to access the site will be achieved by off- and on-site measures. The design will prioritise pedestrian, cycle and public transport access while discouraging private car use for all but those who need it.



A place of opportunity
The scheme will create a range of new jobs close to the city centre with the proposed workplace and life-science buildings, and the mixed-use ground floor both contributing to the opportunities. These jobs will be available at all skill levels and access to them will be supported by a suite of economic commitments.

A place that creates space for innovation within the city

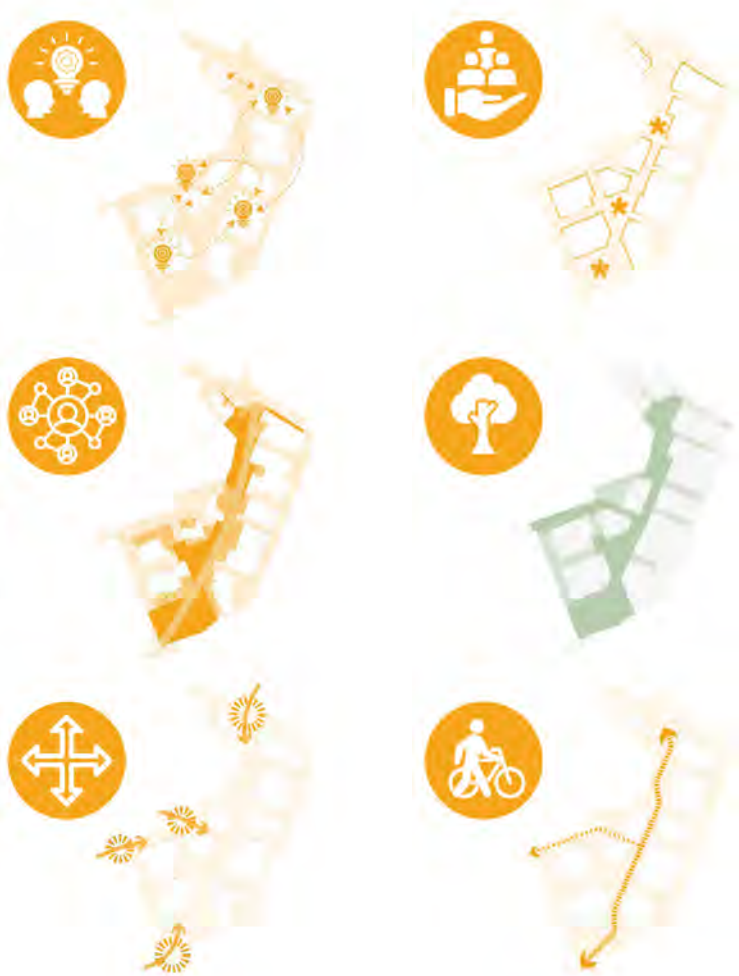
The proposed re-imagining of the Beehive Centre as a new innovation neighbourhood responds to the ongoing demand for high quality innovation space in Cambridge. Providing this space on brownfield sites within the city reduces further greenbelt development, creates a better experience for workers, provides local amenity and increases economic activity within the city; all in a location that is more accessible for sustainable transport modes.

A place that brings different communities together

The unique combination of innovation space, mixed-use ground floor and extensive public realm that the Beehive Redevelopment creates will enable the coming together of different groups in a vibrant and diverse new place. A new population of workers will help to support and drive activity within the diverse mix of uses within the ground floor, which alongside the new high quality open space will create a new local destination.

A place without barriers to entry

Creating a place that is free to use and without physical barriers to entry is key to ensuring that this new place can become a fully integrated part of the city. Allowing access for all promotes the intermingling of diverse communities that will drive the ongoing development the character and identity of this new place.



A place for all

The combination of open space, ground floor, community and workplace strategies will create a place for all people at all ages. The variety of new workplaces creates opportunity for jobs at all career stages. Open spaces will be designed to include space for play, space for activity and space for rest. The mixed use ground floor will create a diverse mix that will appeal to a wide range of people and the community spaces within this mix will create space for local groups to use.

A place that promotes urban greening

There will be a significant transformation of the site from a place of hard landscape and trees planted between car parking to one of green streets and a new city park. A diverse tree retention and planting strategy will add over 275 new trees that will be a key contributor to urban greening alongside new planting, lawns, green roofs and potential for green façades on key buildings. The greening of this site will play a vital role in the ongoing response to the urban heat island effect.

A place that enables active travel connections

The proposals have the capacity to unlock a key direct active travel connection between the dense streets of the Mill Road Conservation Area and the north of Cambridge. The connective route through the site from Sleaford Street to Coldham's Lane, here named the Beehive Greenway, enables a direct pedestrian and cyclist route through the site with very little interaction with vehicles. Onward connectivity beyond the Beehive site is promoted by a commitment to a redesigned Coldham's Lane junction that will prioritise pedestrian and cyclist movement and safety.



Design Development
[2024 DAS Addendum, Images from CD2.01A, page 9]

The Illustrative Scheme



Illustrative Ground Floor Masterplan
[David Leonard PoE, CD7.12, page 52]



Illustrative Typical Upper Floor Masterplan
[David Leonard PoE, CD7.12, page 53]



Local Centre Ground Floor Plan [2024 DAS Addendum, CD2.01C, page 73]



Local Centre Ground Floor Plan
[2024 DAS Addendum, CD2.01D, pages 74-75]



Character Area Plan [2024 DAS Addendum, CD2.01C, page 65]



Abbey Grove



Garden Walk



Maple Square



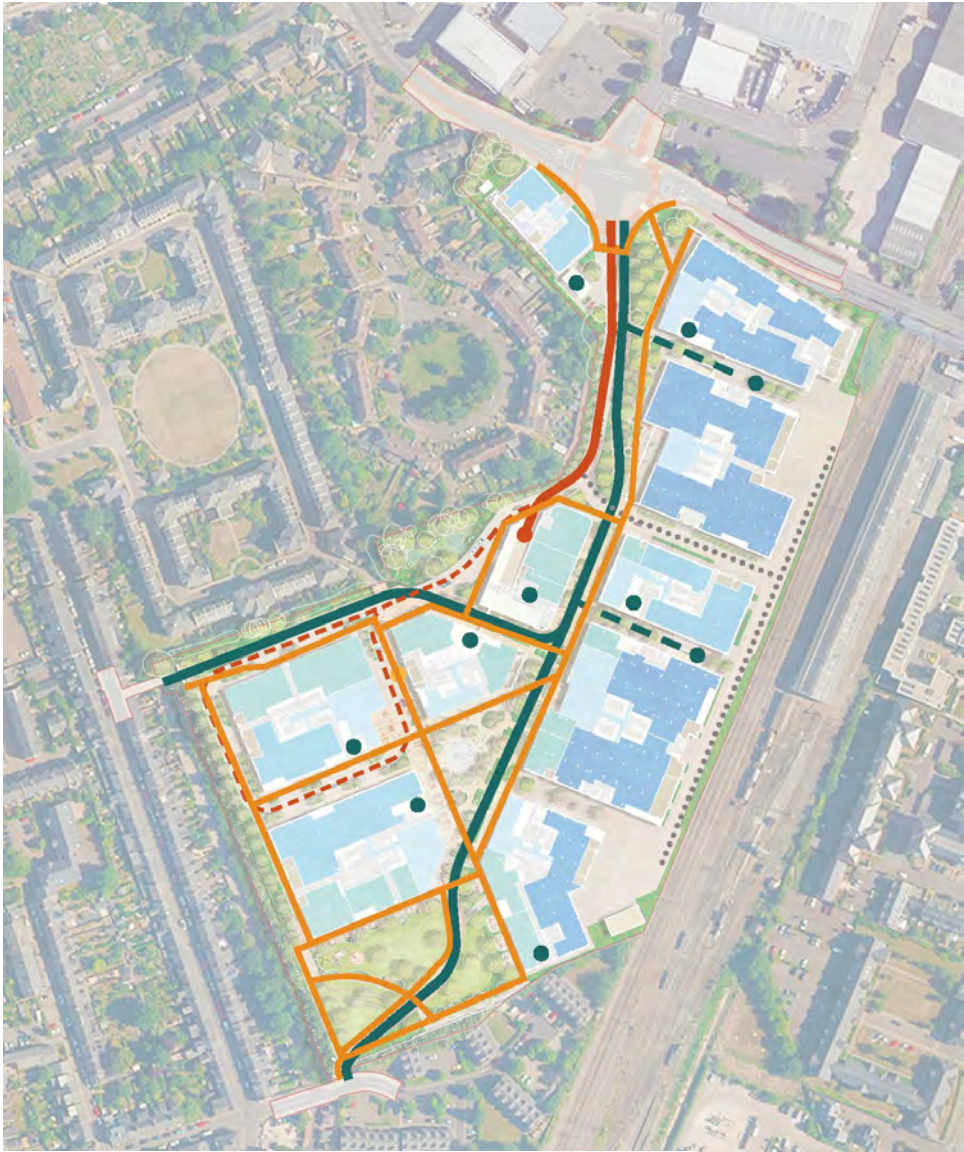
The Lanes



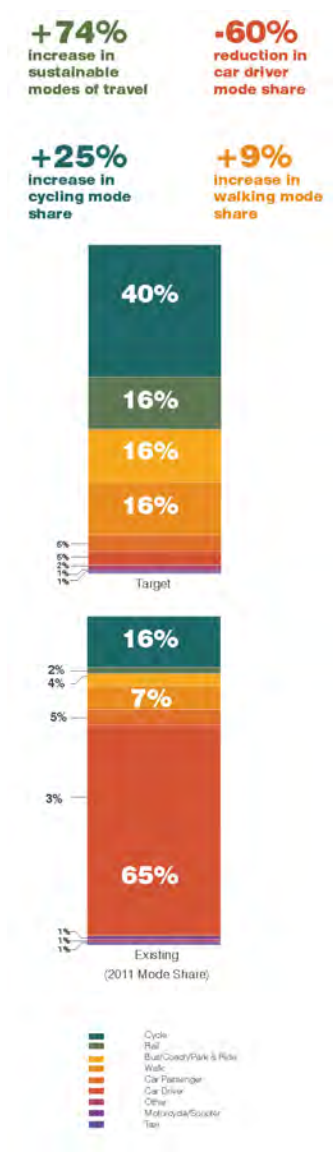
Hive Park



Hive Park



Movement Strategy Plan [2024 DAS Addendum, CD2.01C, page 49]



Mode Share Comparison [2024 DAS Addendum, CD2.01C, page 48]

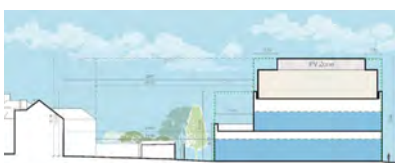


Individual Transport Mode Plans and Statistic [2024 DAS Addendum, CD2.01C, pages 50-55]

19 Massing Strategy and Heights - A Response to Local Context



Massing Strategy
[David Leonard PoE CD7.12, page 59]



Plot 1 Section



Plot 6 Section



Plot 8 Section



Plot 9 Section



Plot 3 Section



Plot 7 Section



Plot 8 Section



Plot 10 Section



Plot 4 Section

Site Boundary Section
[David Leonard PoE Appendix A, CD7.13, various]



- Three Storey Edge or Lower
- Reduction in Height (in direction of arrow)
- Green Buffers
- Buildings Set Away from Boundary
- Reduced Length of Facing Facade
- Centered Mass
- Rise and Fall of Massing

Massing Strategy
[David Leonard PoE, CD7.12, page 59]



View from Church of St Mary the Great (IS)



View from Coldham's Common (IS)



View from Mill Road Bridge (IS)



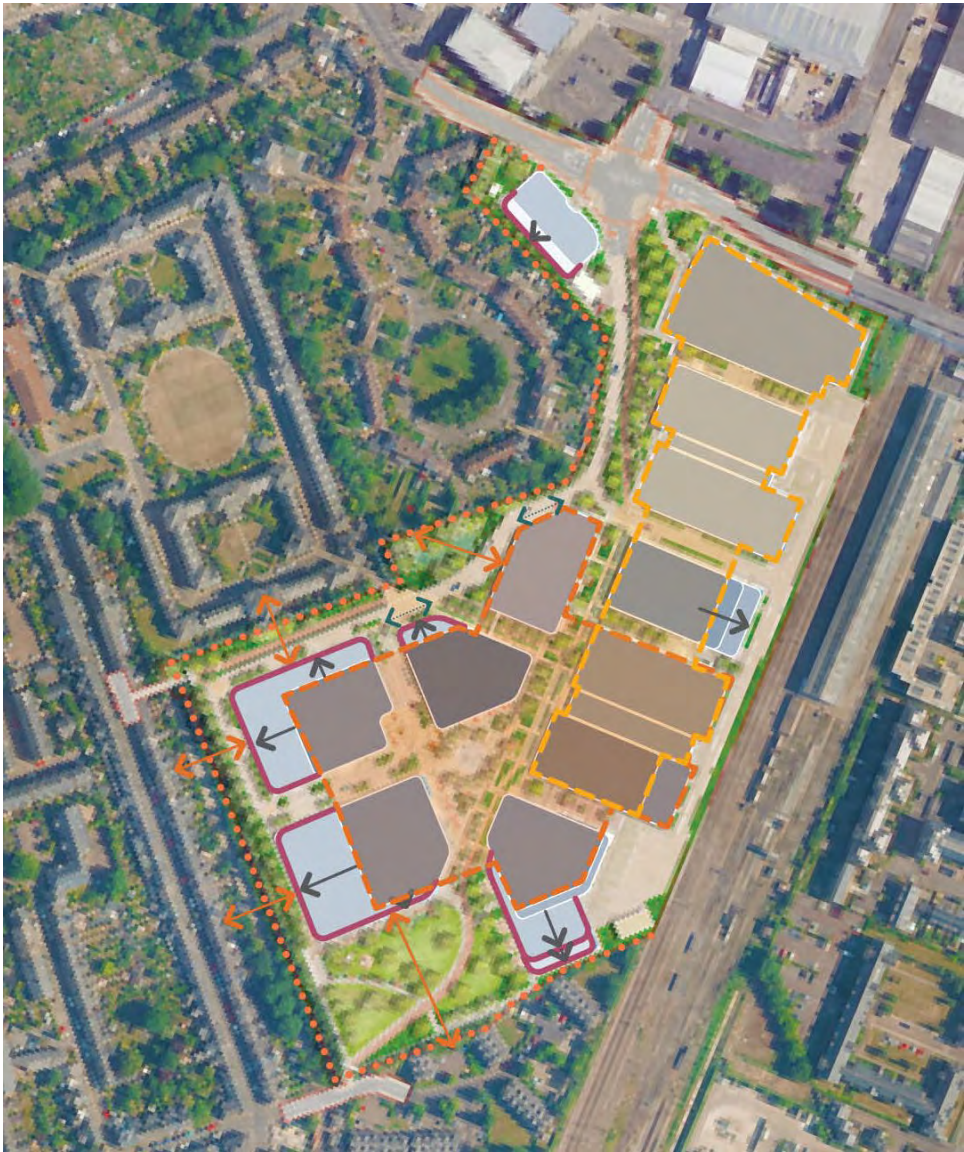
View from Church of St Mary the Great (IS)



View towards York Street and Sleaford Street (IS)



View from Red Meadow Hill (IS)



Massing Strategy
[David Leonard PoE, CD7.12, page 59]



Building Heights, Illustrative Scheme
[David Leonard PoE CD7.12, page 60]



6 landscape principles guide the public realm design:

1. Landscape
From the entrances and circulation routes, through the varied open spaces, facilities, and diverse range of activities provided for across the course of a day and week, the proposal is pedestrian- and cycle-friendly at its heart.



2. Trees
Trees will contribute to the character and amenity of the site by providing shade, shelter, form and interest as well as habitat and food for wildlife.



3. Ecology and Biodiversity
The scheme will exceed Biodiversity Net Gain policy targets and allow people to come in to contact with nature for health and well-being benefits.



4. Water
A positive relationship with water throughout the site, at all levels (roofs, above and below ground) is a crucial layer of blue infrastructure.



5. Play and Leisure
Dedicated play equipment, incidental play areas, formal and informal activities, open space and access to nature will be integrated across the site.



6. Lighting and Wayfinding
Will maximise usage and engagement within the public realm through the creation and operation of a safe, welcoming and enjoyable place.

 The Beehive Greenway

-  1. Landscape
-  2. Trees
-  3. Ecology and Biodiversity
-  4. Water
-  5. Play and Leisure
-  6. Lighting and Wayfinding



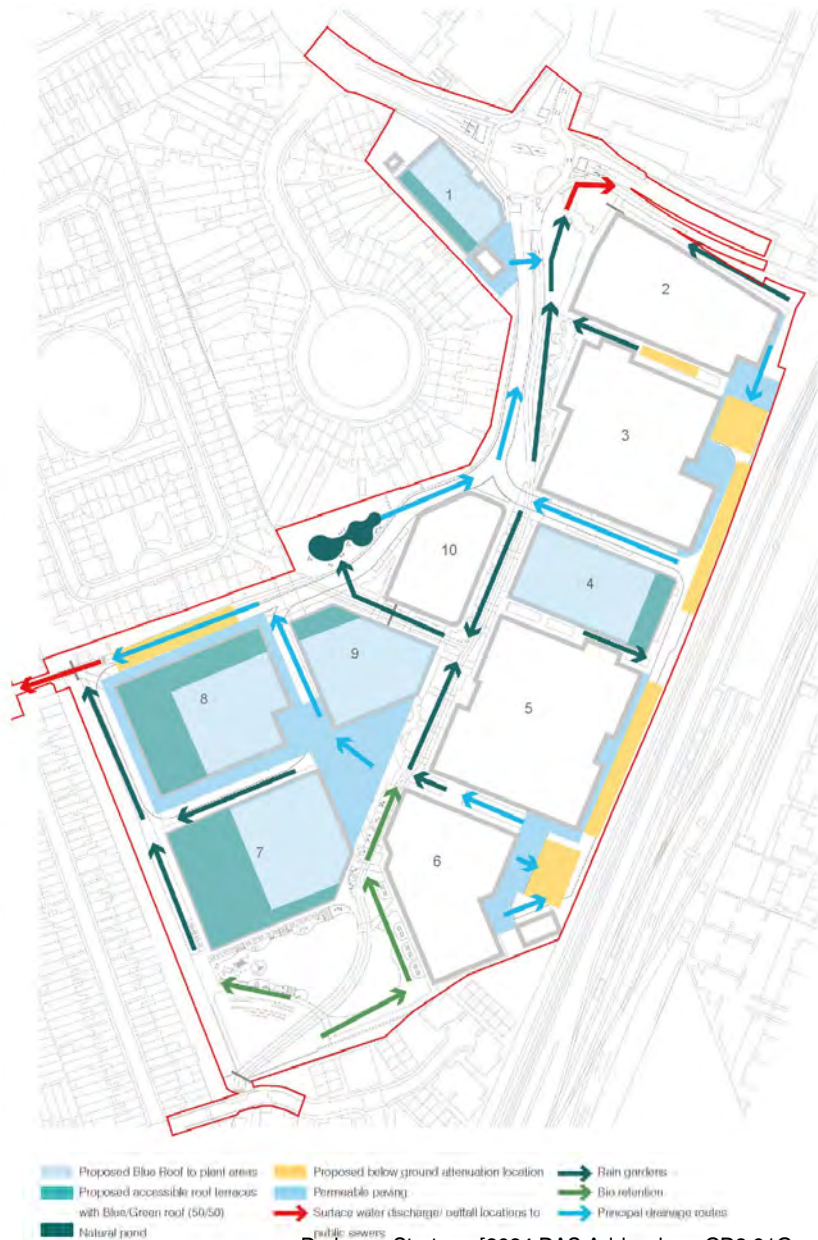
Landscape Strategy
[2024 DAS Addendum, CD2.01G, page 152-153]



Urban Greening Plan [2024 DAS Addendum, CD2.01C, page 45]

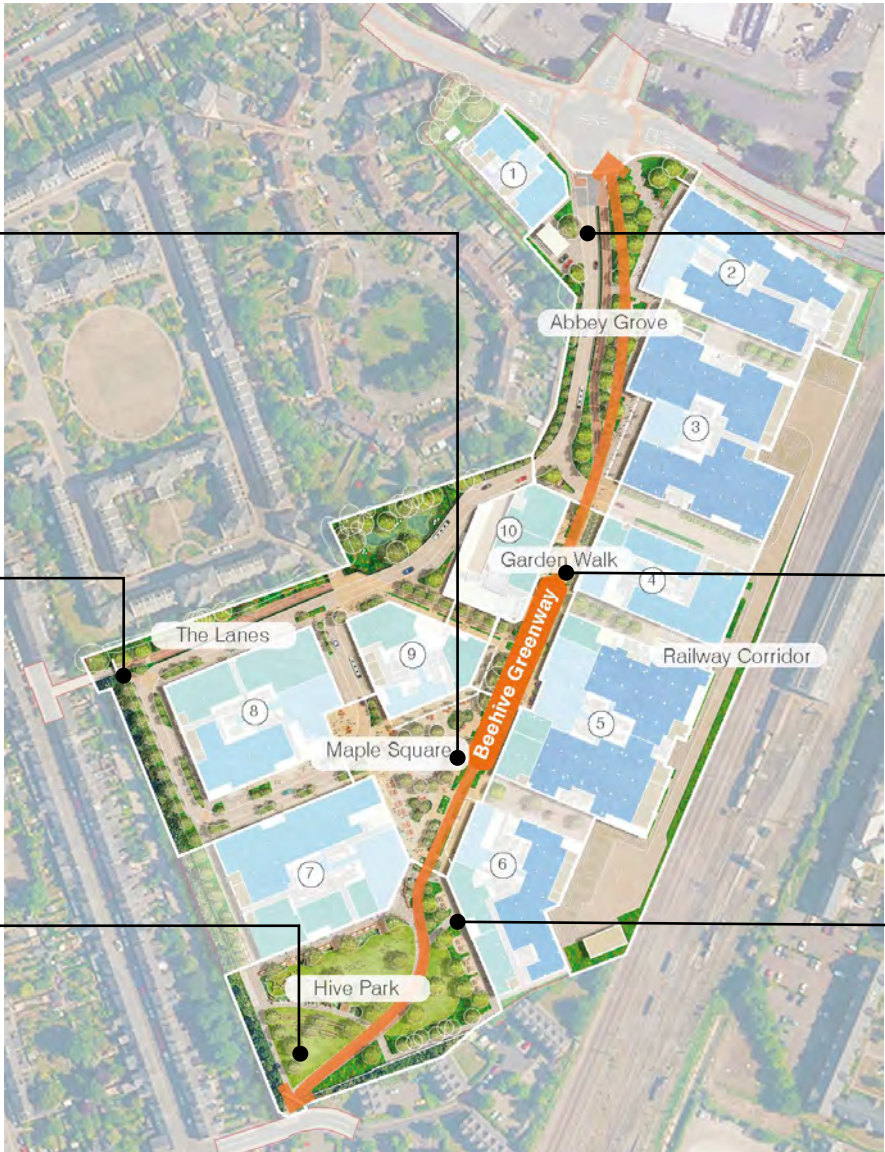


Levels Strategy [2024 DAS Addendum, CD2.01G, page 155]



Drainage Strategy [2024 DAS Addendum, CD2.01G, page 157]





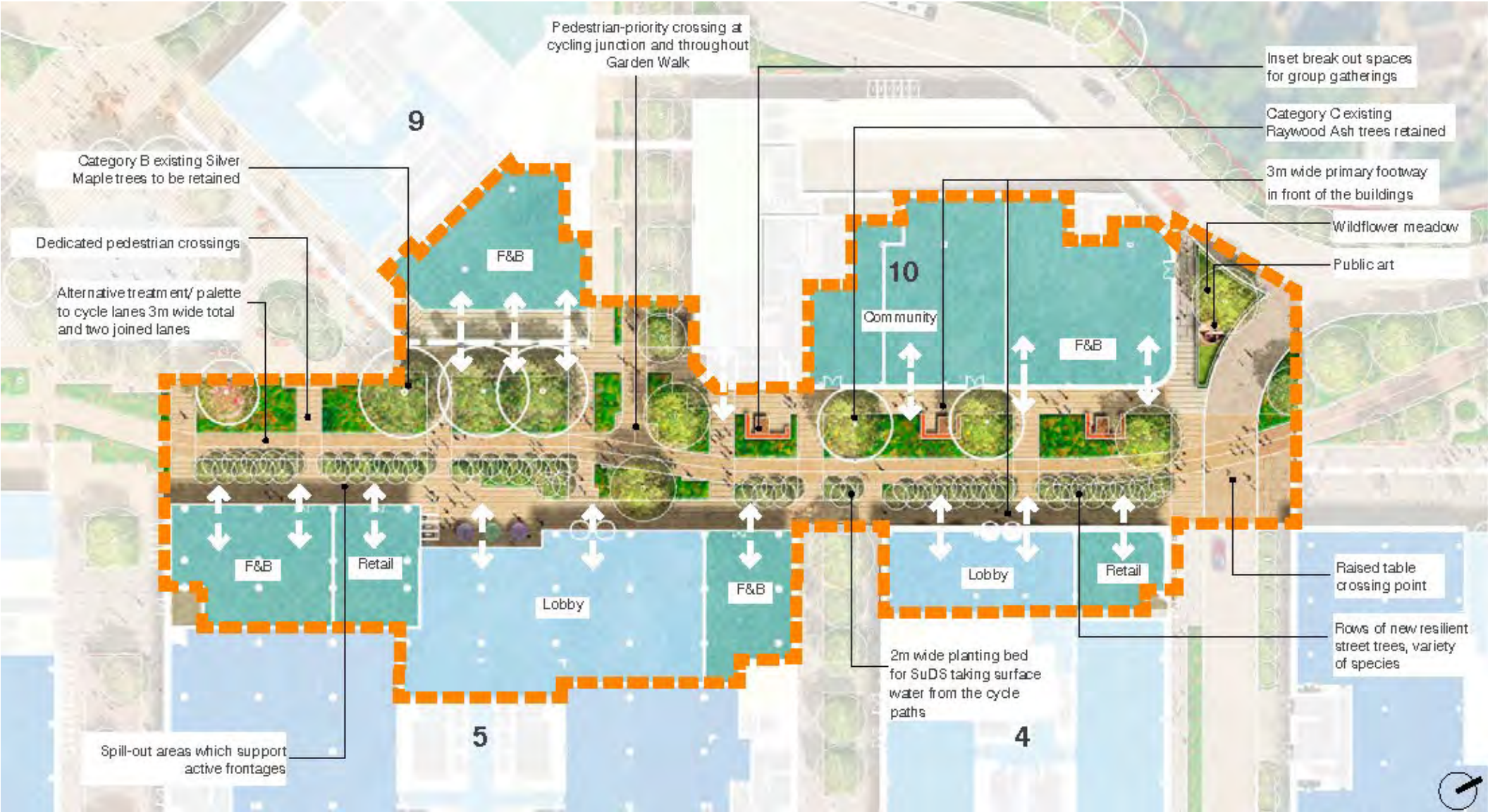
Character Area Plan [2024 DAS Addendum, CD2.01C, page 65]

Illustrative Views
[2024 DAS Addendum, CD2.01G pages 176-177, 184-185, 192-193, 196 and CD2.01H pages 200-201, 208-209]

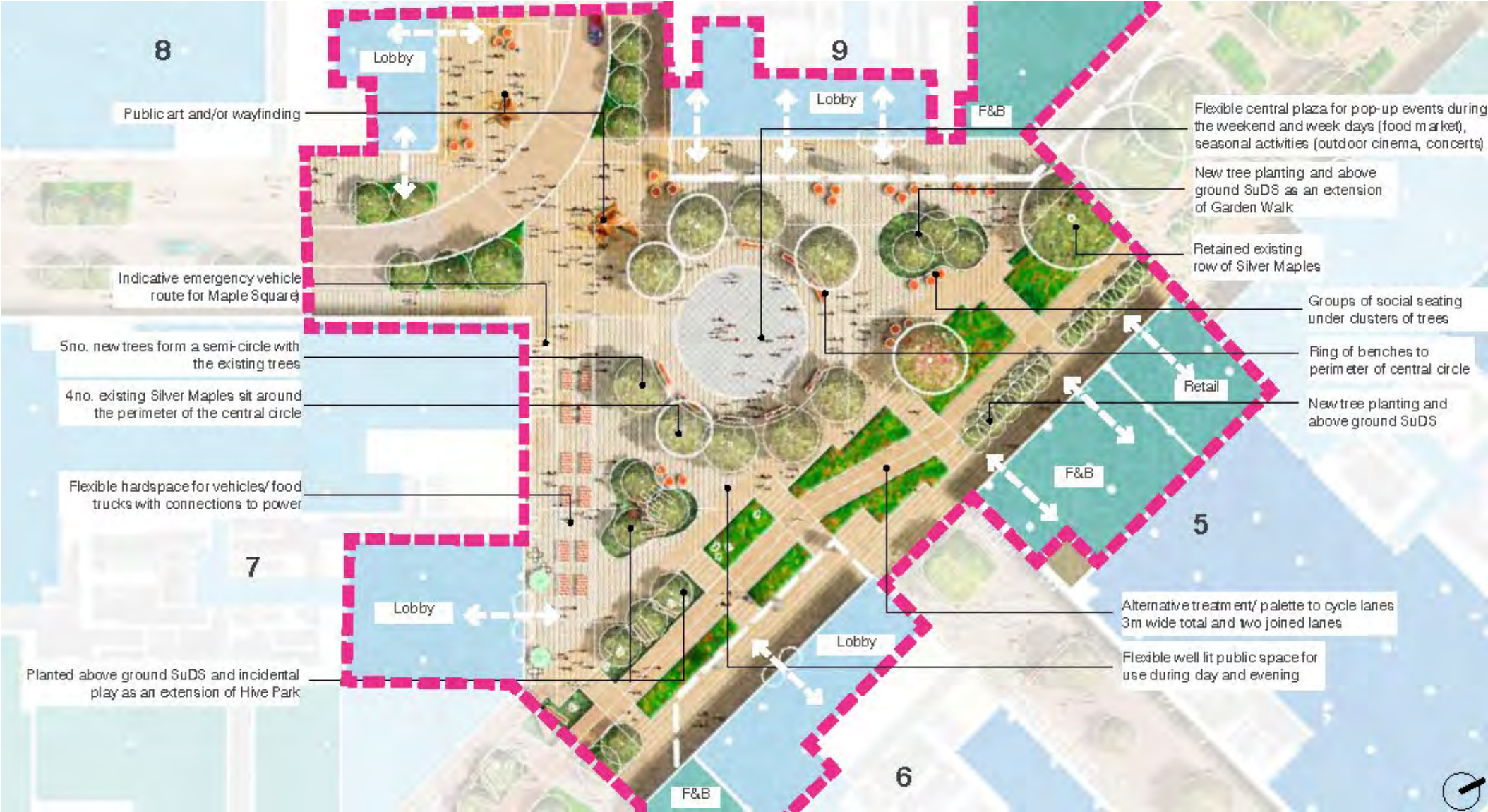


Illustrative Abbey Grove Plan [2024 DAS Addendum, CD2.01G, page 170-171]









Illustrative Maple Square Plan [2024 DAS Addendum, CD2.01G, page 186-187]

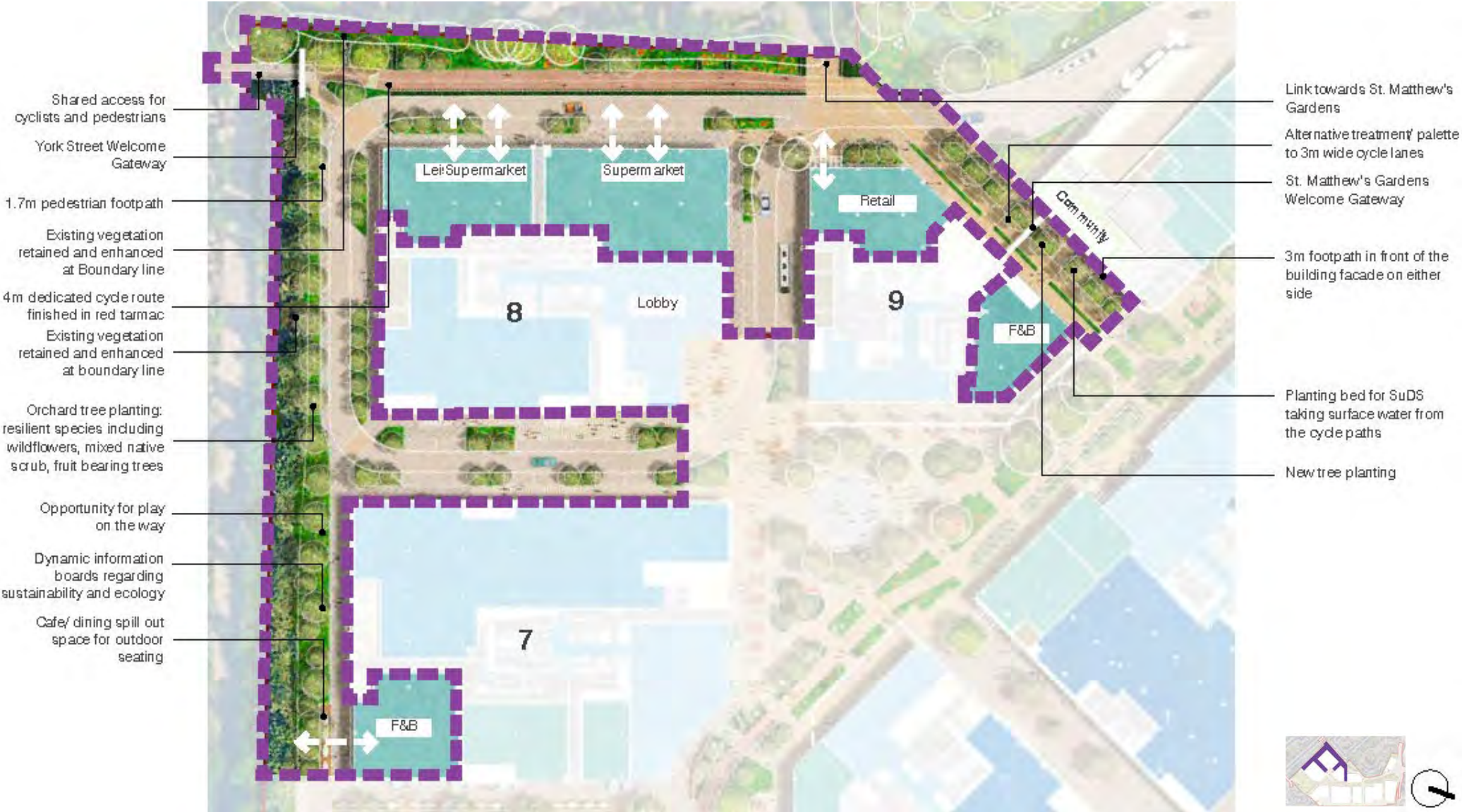




Illustrative Hive Park Plan [2024 DAS Addendum, CD2.01G, page 193-194]





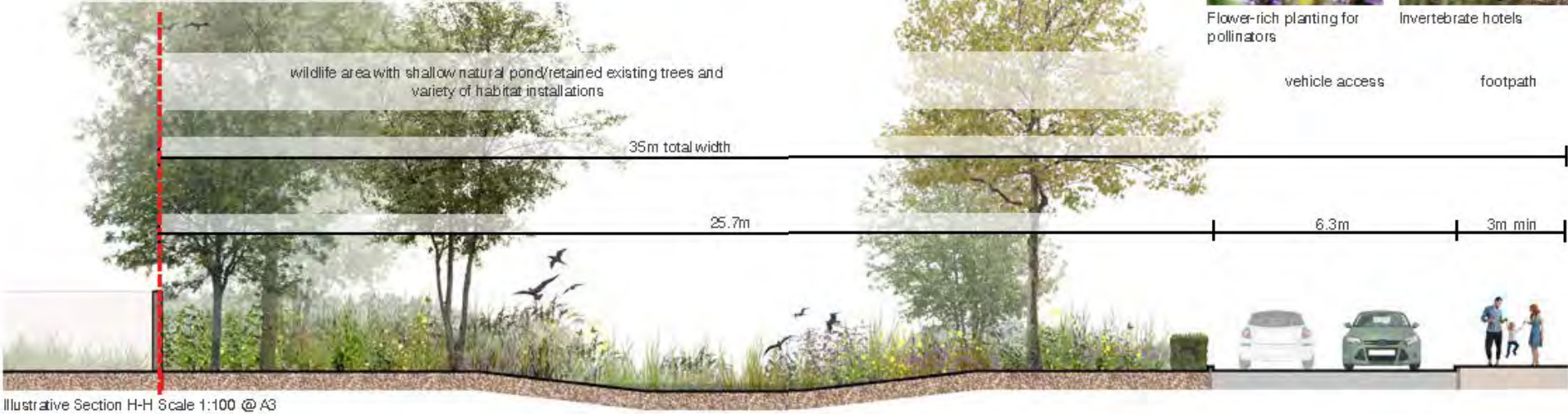


Illustrative Plan of the Lanes [2024 DAS Addendum, CD2.01H, page 202-203]



Flower-rich planting for pollinators

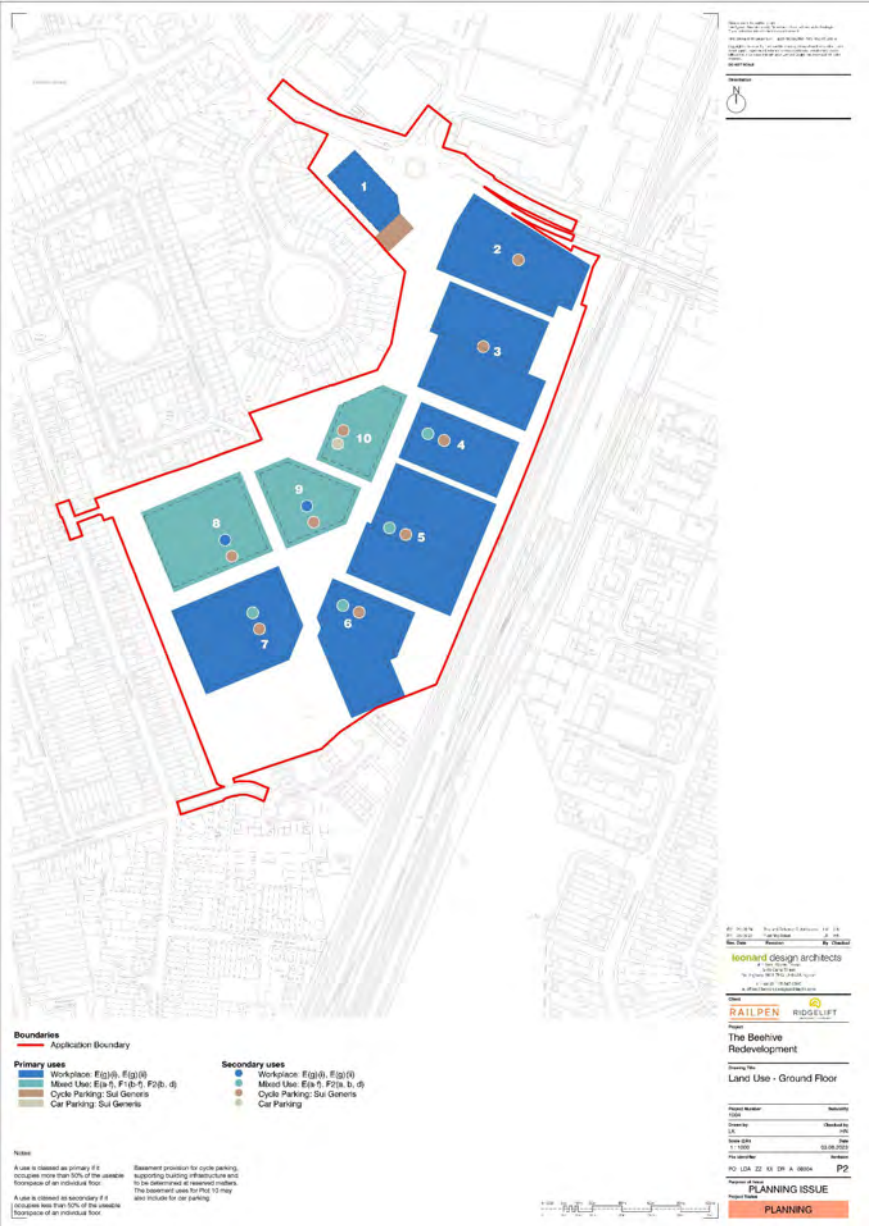
Invertebrate hotels



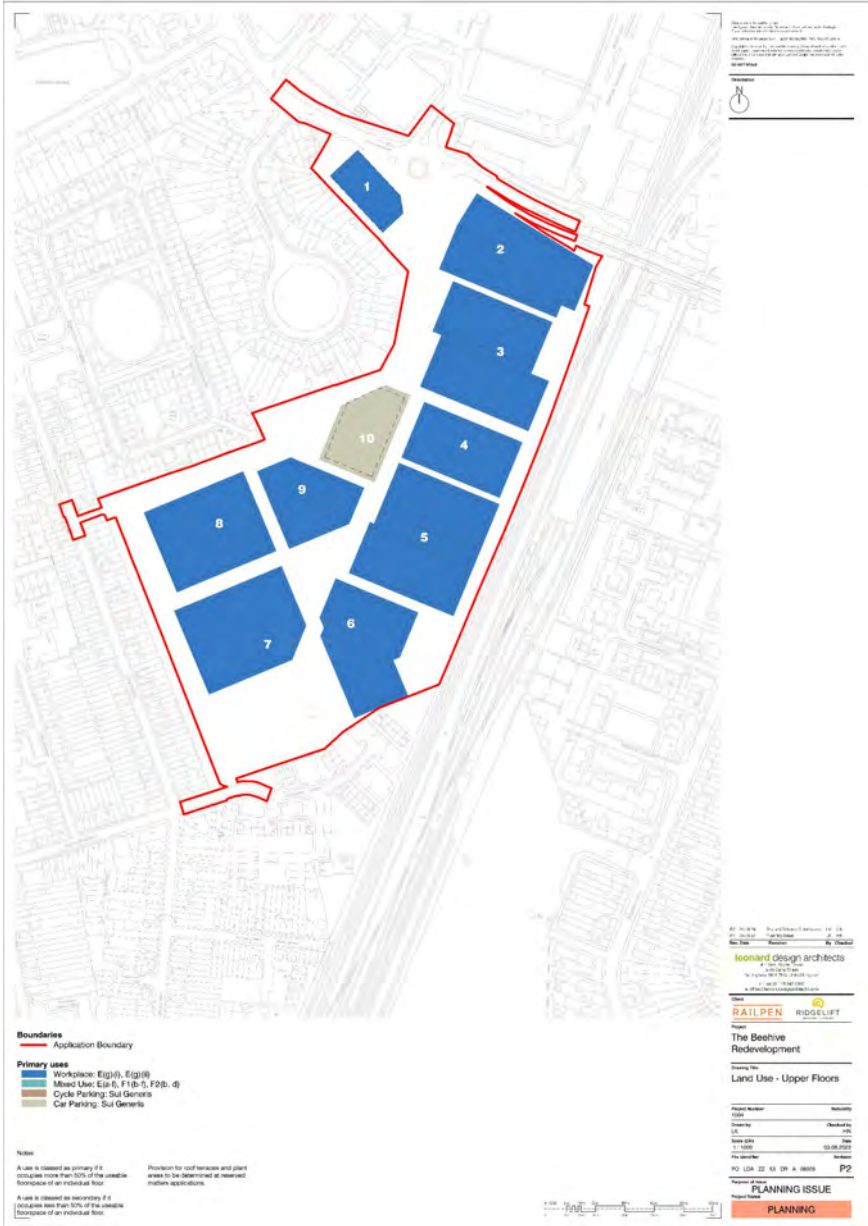
Illustrative Section H-H Scale 1:100 @ A3



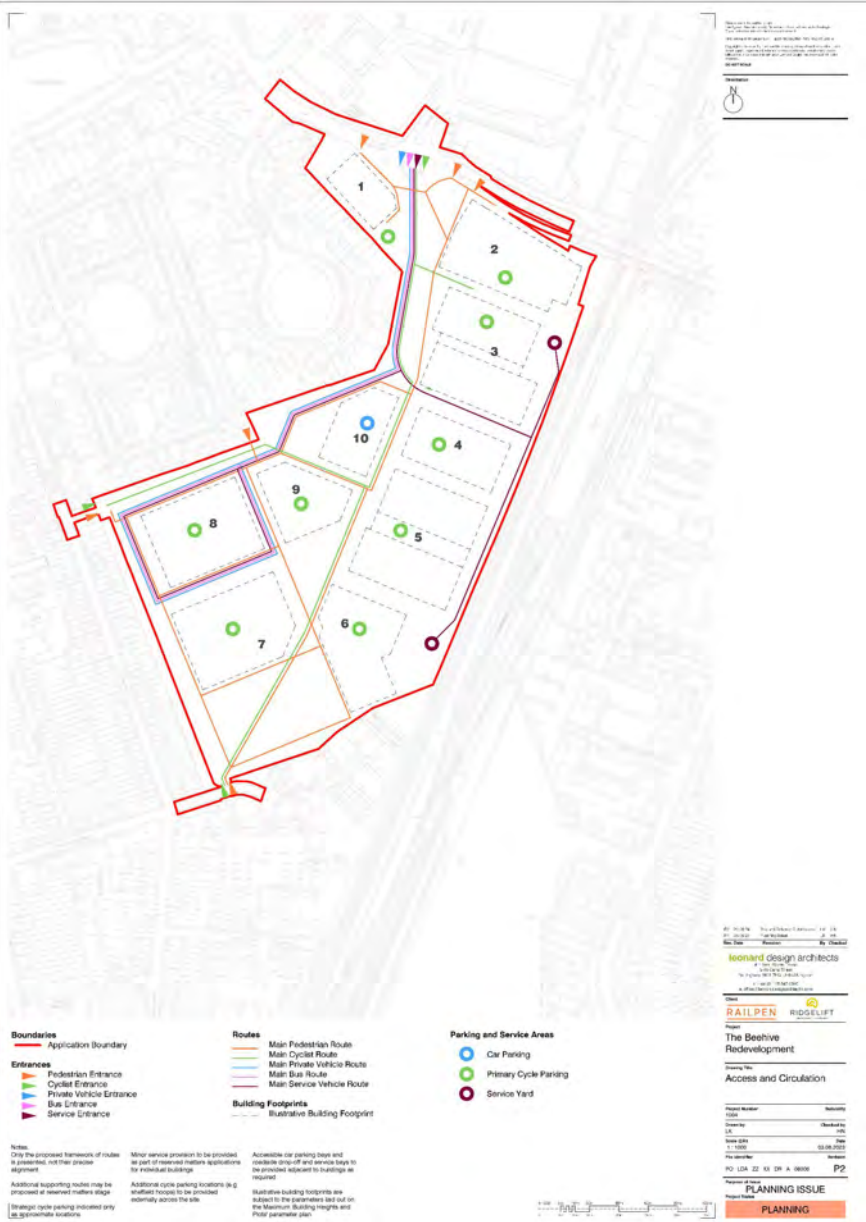
Parameter Plans



Parameter Plan Land Uses Ground Floor [CD2.20]



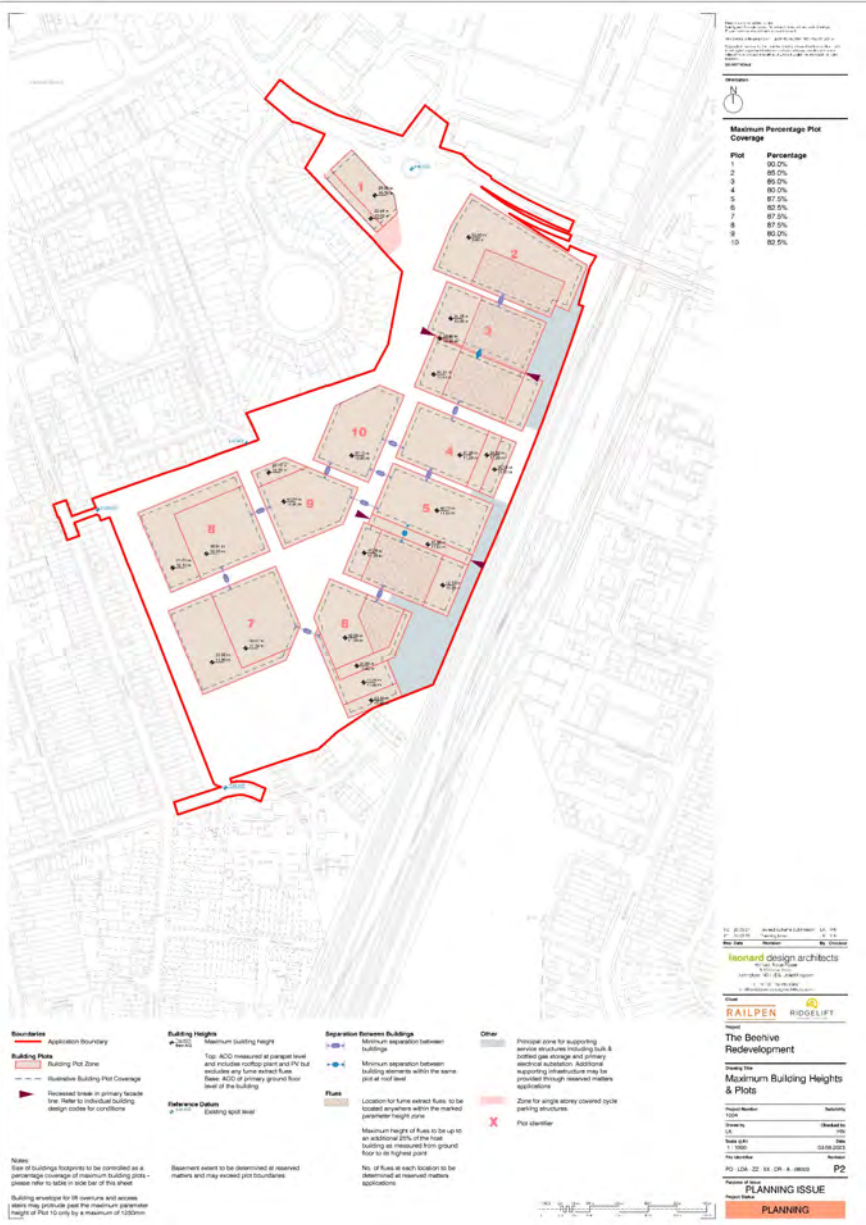
Parameter Plan Land Uses Upper Floors [CD2.19]



Parameter Plan Access and Circulation [CD2.17]



Parameter Plan Landscape and Open Space [CD2.16]



Boundaries

Application Boundary

Building Plots

Building Plot Zone

Illustrative Building Plot Coverage

Recessed break in primary facade line. Refer to individual building design codes for conditions

Building Heights

Maximum building height

Top: AOD measured at parapet level and includes rooftop plant and PV but excludes any fume extract flues.

Base: AOD of primary ground floor level of the building

Reference Datum

Existing spot level

Separation Between Buildings

Minimum separation between buildings

Minimum separation between building elements within the same plot at roof level

Flues

Location for fume extract flues. to be located anywhere within the marked parameter height zone

Maximum height of flues to be up to an additional 25% of the host building as measured from ground floor to its highest point

No. of flues at each location to be determined at reserved matters applications

Other

Principal zone for supporting service structures including bulk & bottled gas storage and primary electrical substation. Additional supporting infrastructure may be provided through reserved matters applications

Zone for single storey covered cycle parking structures.

Plot Identifier

Notes:

Size of buildings footprints to be controlled as a percentage coverage of maximum building plots - please refer to table in side bar of this sheet

Building envelope for lift overruns and access stairs may protrude past the maximum parameter height of Plot 10 only by a maximum of 1.250mm

Basement extent to be determined at reserved matters and may exceed plot boundaries

Parameter Plan Maximum Building Heights and Plots [CD2.18]

Design Code

0.0 Introduction

How to use the code

Status and Purpose

This document is an approved planning document and will be used to assess Reserved Matters Applications that form forward for the redevelopment of the Beehive Centre. It is a vital document to ensure that the new neighbourhood reaches the quality of design, placemaking, inclusivity and identity that is illustrated in the outline proposals.

The design code sets out rules and requirements for the design of subsequent applications to ensure each phase of the redeveloped Beehive Centre will be done in a purposeful, coherent and coordinated way.

The code must be referred to for all design decisions. It is there to inspire good practice, sustainable design, and maintain project quality.

The code must be applied at all stages of the development process, from concept design to planning and throughout construction.

The Code Requirements

The design code requirements take the form of two types of compliance:

- Must**
A mandatory design requirement that needs to be followed.
- Should**
A design principle which *should* be followed unless it can be demonstrated that an alternative proposal can achieve an equally positive design outcome.

All reserved matters applications will need to demonstrate compliance with this Design Code. Each application will need to provide a completed Compliance Checklist, and it is suggested that this is appended to Design and Access Statements.

The Code sets a quality baseline, but teams are invited to be innovative and show how they can deliver or exceed the quality, sustainability and placemaking requirements of the code.

Where recommendations are not followed, alternative proposals must be justified by their potential benefits, this could include the need to meet changing legislation or technological advancements. All deviations from the Code must demonstrate an improved design outcome, and show how they maintain the wider quality, sustainability and placemaking requirements of the code.

The Design Code is comprised of 'musts' and 'shoulds' to create a framework to be sufficiently prescriptive to ensure the vision is delivered, while finding those areas where more flexibility is possible to promote design creativity and innovation through the detailed design stages.

The Introductory Text

Each section of the code includes a short bold introductory statement, which summarises the strategic objective that must be delivered.

Diagrams and Precedent Images

The code contains diagrams help to visually explain the key principles of the site wide strategies and are mandatory unless otherwise stated. The precedents within the code should be taken as indicative of a particular concept, approach or idea which is explained within the supporting caption. Precedents should not be treated as fixed outcomes to copy.

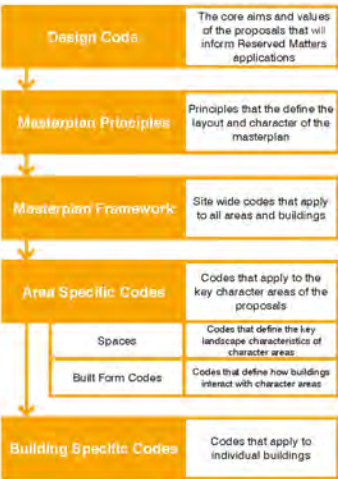
Parameter Plans

This design code must be read in conjunction with the following parameter plans:

- Maximum Building Heights & Plots
- Access and Circulation
- Land Use Ground Floor
- Land Use Upper Floors
- Landscape and Open Space

Updating the Design Code

The Design Code will be in place to support the delivery of the whole project. However, needs and objectives relating to social, climate, and technology frameworks may change, and as such the content of the code should be open to periodic reviews with the Local Planning Authority over the lifetime of the project, with any proposed substantive changes taken to the Design Review Panel and other stakeholders as part of a collaborative approach and open dialogue.



Introductory Text
Provided for each section to summarise the strategic objective that must be delivered.

Code
The primary content of the document to be used to influence future design work. Divided in *shoulds* and *musts*. Must codes are highlighted with a yellow bar.

Notes
Provided to add detail and clarity to Codes.

Diagrams
Provided to support the written Code by illustrating how codes apply to the proposals or how they may be interpreted and followed.

Example Images
Provided to further describe the intent of the Codes and to illustrate key principles

0.0 Introduction

0.2 National Design Guide

This Design Code has been created to deliver the core principles of the National Design Guide to a level of detail appropriate to an Outline Application.

Context	
C1 Understand and relate well to the site, its local and wider context	11
C2 Value heritage, local history and culture	12
Identity	
I1 Respond to existing local character and identity	15
I2 Well-designed, high quality and attractive places and buildings	15
I3 Create character and identity	16
Built form	
B1 Compact form of development	19
B2 Appropriate building types and forms	19
B3 Destinations	20
Movement	
M1 A connected network of routes for all modes of transport	23
M2 Active travel	23
M3 Well-considered parking, servicing and utilities infrastructure for all users	24
Nature	
N1 Provide a network of high quality, green open spaces with a variety of landscapes and activities, including play	27
N2 Improve and enhance water management	28
N3 Support rich and varied biodiversity	28
Public spaces	
P1 Create well-located, high quality and attractive public spaces	31
P2 Provide well-designed spaces that are safe	31
P3 Make sure public spaces support social interaction	32
Uses	
U1 A mix of uses	35
U2 A mix of home tenures, types and sizes	35
U3 Socially inclusive	36
Homes & buildings	
H1 Healthy, comfortable and safe internal and external environment	39
H2 Well-related to external amenity and public spaces	39
H3 Attention to detail: storage, waste, servicing and utilities	40
Resources	
R1 Follow the energy hierarchy	43
R2 Careful selection of materials and construction techniques	43
R3 Maximise resilience	44
Lifespan	
L1 Well-managed and maintained	47
L2 Adaptable to changing needs and evolving technologies	47
L3 A sense of ownership	48

0.3 BIDEN Principles

The Government in 2022 introduced a set of guiding principles for new development.



BEAUTY
The Design Codes will help to ensure good design is considered at Reserved Matters Applications across all spatial scales, individual plot architecture and landscaped zones. This is illustrated in the Area Specific Codes and Plot Specific Codes.



INFRASTRUCTURE
The Development brings forward significant transport infrastructure improvements defined by the Movement and Servicing Design Codes including new sustainable transport infrastructure. The Ground Floor Plane vision is integrated to ensure new shops, services and healthcare to support the local community.



DEMOCRACY
As a result of extensive community consultation, the Design Codes will encourage creation of community spaces. The Local Centre Public Realm Management Strategy and the Planning Benefits document reference the further commitments to working with the community on this Development.



ENVIRONMENT
Throughout the Design Codes, commitments are made to ensure further Reserved Matters applications meet the sustainability targets of the Development including BNG, glazing amounts, materiality choices, future proofing design, SuDS, strategic tree planting and species mix.



NEIGHBOURHOODS
The Design Codes ensure the Development will enhance the local offer and not compete with it providing services the community need through continued engagement. Further information on these commitments can be found in the Local Centre Public Realm Management Strategy and the Planning Benefits documents.

Example Compliance Checklist

Example Plot 4 Compliance Checklist

Section	Page	Mandatory "Must" Code	Yes or No	Comments
		This checklist example includes the relevant mandatory Plot 4 built form codes that must be complied with.		
		To demonstrate accordance with the design code or explain a reason for a change.		
Masterplan Framework				
2.3 Legibility Framework	22	2.3.0		Nodal Zones, Markers, Thresholds and Wayfinding Corners must collectively enhance sitewide legibility and in turn the legibility of onward journeys through the site
		2.3.12		Thresholds must be designed to soften the transition between the existing context and the central spaces of the masterplan.
		2.3.13		Thresholds must clearly communicate the transition between the spaces that they bridge between.
		2.3.14		Thresholds must clearly communicate the transition between spaces when viewed from site entry points.
		2.3.15		Thresholds must be created by coordinated architectural and landscape design.
		2.3.16		Thresholds must be designed to create welcoming and inclusive entrances into the central masterplan spaces.
		2.3.17		Thresholds must not create an exclusive place or experience which would dissuade use of the site by local people.
Site Wide Built-Form Design Principles				
3.1 Massing	68	3.1.0		Proposals must collectively create a coherent place comprised of buildings that form a responsive and positive contribution to the skyline of Cambridge and respect relevant policy views and key landmarks.
		3.1.1		The Legibility Framework must inform the detailed massing strategies such that the intended urban hierarchy is achieved.
		3.1.2		Reserved Matters applications must evidence that the relationship with all plots has been considered and that the visual relationship between buildings has been tested in both near and long distance viewpoints. Relevant TVIA viewpoints to be agreed at outset of reserved matters applications.
		3.1.3		Each building must respond to adjacent buildings in scale and character and avoid visual coalescence of massing and built forms.
		3.1.4		The architecture and materiality of a building must respond to nature of the character area(s) it sits within. Façades must be clearly divided into a top-middle-base order through materiality or articulation or both.
		3.1.5		Buildings adjacent to each other must complement one another through similar proportions, architectural elements and rhythmic composition.

Site Wide Built-Form Design Principles (cont.)

3.1 Massing (cont.)	68	3.1.6	Buildings must employ a modulated approach to the massing, breaking down large footprints into smaller, more distinct architectural entities.
		3.1.7	Buildings must introduce variation in height and form between each other, and employ diverse roofscape solutions to create a sense of variety to their silhouettes
		3.1.9	To avoid coalescence, roofscape articulation and massing breaks must be legible and appreciable in relevant local TVIA views from outside the site.
		3.1.10	Subdivided volumes must be articulated to be visually distinct, create visual interest and reduce the perceived scale and bulk of the building.
		3.1.12	Buildings must use a diverse palette of high quality materials and façade treatments to enhance visual differentiation between massing volumes.

Character Areas

4.2 Garden Walk	86	4.2.0	The Garden Walk must prioritise pedestrian movement by being direct and unambiguous with clear lines of sight to destination, refer to Section 2.5.
		4.2.1	The width of pedestrian and cycle routes must be determined by expected flow rates, refer to Section 2.6.
		4.2.2	The Garden Walk must create areas for tree planting, retained and new.
		4.2.3	Priority of movement for pedestrians at crossing points on the cycle route must be made legible by the design of routes and crossing points supported by landscape materials and signage.
		4.2.4	The space between the building line and the planting areas must be no narrower than 3m to allow for pedestrian movements. Refer to Section 2.9 and 2.12.
		4.2.5	Where activities other than pedestrian circulation are to be included within this space (for example, lobby entrances, spill out spaces or seating zones), hard landscaped circulation zones must be suitably widened to accommodate these uses with the specified dimensions justified within Reserved Matters Applications.
		4.2.6	The Garden Walk must incorporate SuDS or rain gardens within the planting beds to support runoff water drainage. Refer to Section 2.15.
		4.2.13	Buildings must frame the Garden Walk to create a space with distinct character within the masterplan.
		4.2.14	Buildings must create a varied and active mixed-use ground floor experience.

“The Masterplan Framework creates codes that seek to secure the key placemaking characteristics of the innovation neighbourhood. This wide ranging collection of codes covers diverse topics including sustainability, landscape, urban design, accessibility, movement and safety.”

Primary

Secondary

Tertiary

Access

▶ Key Arrival Spaces

— Active Frontage

* Nodal Zone

● Marker Buildings

○ Threshold

○ Wayfinding Corner

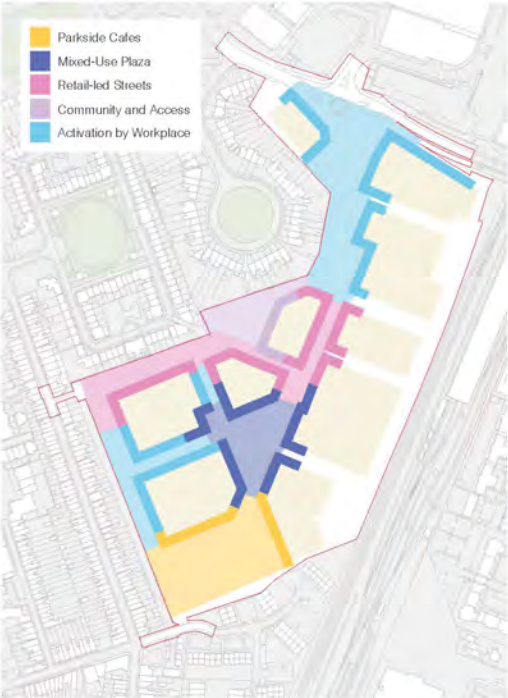
Articulation change at a marker point.
R7 Kings Cross, Morris+ Co, London

Legibility Framework

Using existing and new trees to frame a focal point in a public space.
Henning G. Kruss, Bjarke Ingels Group, Denmark

Focal point urban spaces that allow for sufficient space for activity.
Coal Drops Yard, Townshend, London





Legend:

- Parkside Cafes
- Mixed-Use Plaza
- Retail-led Streets
- Community and Access
- Activation by Workplace

Illustrative ground floor plan showing the mix of uses.



Illustrative ground floor plan showing the mix of uses.

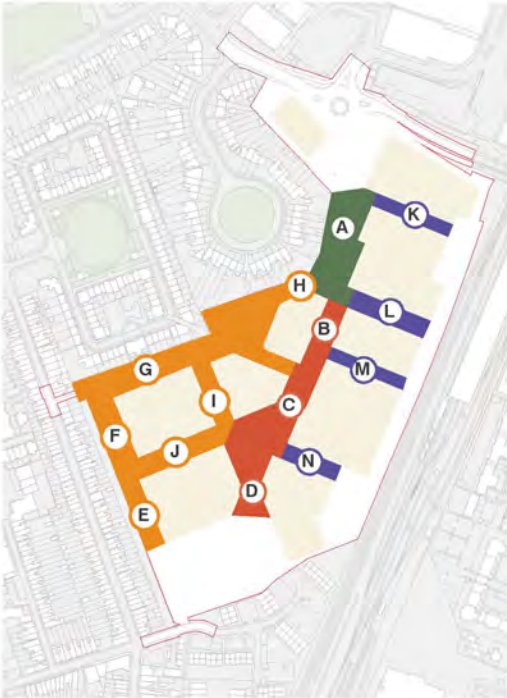


An active space bounded by commercial addresses and mixed use floorspace per the proposed Mixed-use Plaza.

Pancras Square, Allies & Morrison



Illustrative view showing the activation of Hive Park by the parkside cafes.



Street Typologies



Active frontages respond to landscape.

Great George Street, Liverpool, Brock



Urban greening project with extensive sustainable drainage systems.

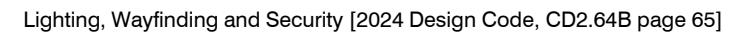
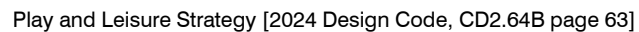
Ruskin Square, London, J&L Gibbons



Landscape Vision [2024 Design Code, CD2.64B page 55]



Tree Strategy [2024 Design Code, CD2.64B page 57]



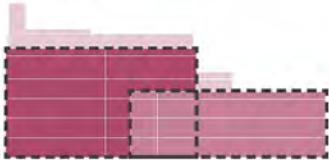
“The built-form principles provide detail on how the volumes secured by parameter plan will resolve into interesting, diverse and attractive buildings that contribute positively to the rhythms and richness of Cambridge.”



3.1.4 Clearly divided top-middle-base. [Illustrative Diagram].



3.1.6 Using a central set-back as a method of enhancing verticality, where the facade is longer than the height. [Illustrative Diagram].



3.1.7 Using step-ups of varying volumes as a method of enhancing verticality, where the facade is longer than the height. [Illustrative Diagram].



Application of fine grain articulation to break down a larger mass into smaller elements with an articulated silhouette. Keybridge, London, Allies and Morrison



Vertical and horizontal articulation to create visually distinct volumes. Great George Street, Liverpool, Brock Carmichael



Subdivision of a larger volume into smaller architectural elements. Ruby Lucy Hotel, London, Kyson Studio



Vertical expression and subdivision combine with materiality to break down volumes into smaller elements. 30 Broadwick, London, Emrys Architects

Public Space

Lobby

Primary Frontage

Secondary Frontage

Active Frontage (With Entrance)

3.3.0 Main entrances and primary facades that address public space. [Illustrative Diagram].

3.3.6 Unique architectural treatment on the corners to represent a marker. [Illustrative Diagram].

3.3.8 Shopfronts and lobby entrances integrated into the facade strategy. [Illustrative Diagram].

High quality non-active frontage
Judge Business School, Cambridge,
Stanton Williams

Example of science on show in a
laboratory building.
Zayed Centre, London, Stanton Williams

Visibility of ground floor activity
The Bartlett, London, Hawkins Brown

An active ground floor that positively
contributes to the public realm.
430 AstraZeneca, Cambridge, Herzog &
de Meuron

73

Base: Ground Floor Activation, Transparency and Entrances [2024 Design Code, CD2.64C page 73]

High quality articulation and materiality
Fitzroy Place, London, Sheppard Robson

Vertical expression with horizontal detail.
Eddington, Cambridge, Stanton Williams

A contemporary response to the rhythms and
richness of Cambridge.
Jesus College, Cambridge, Niall McLaughlin

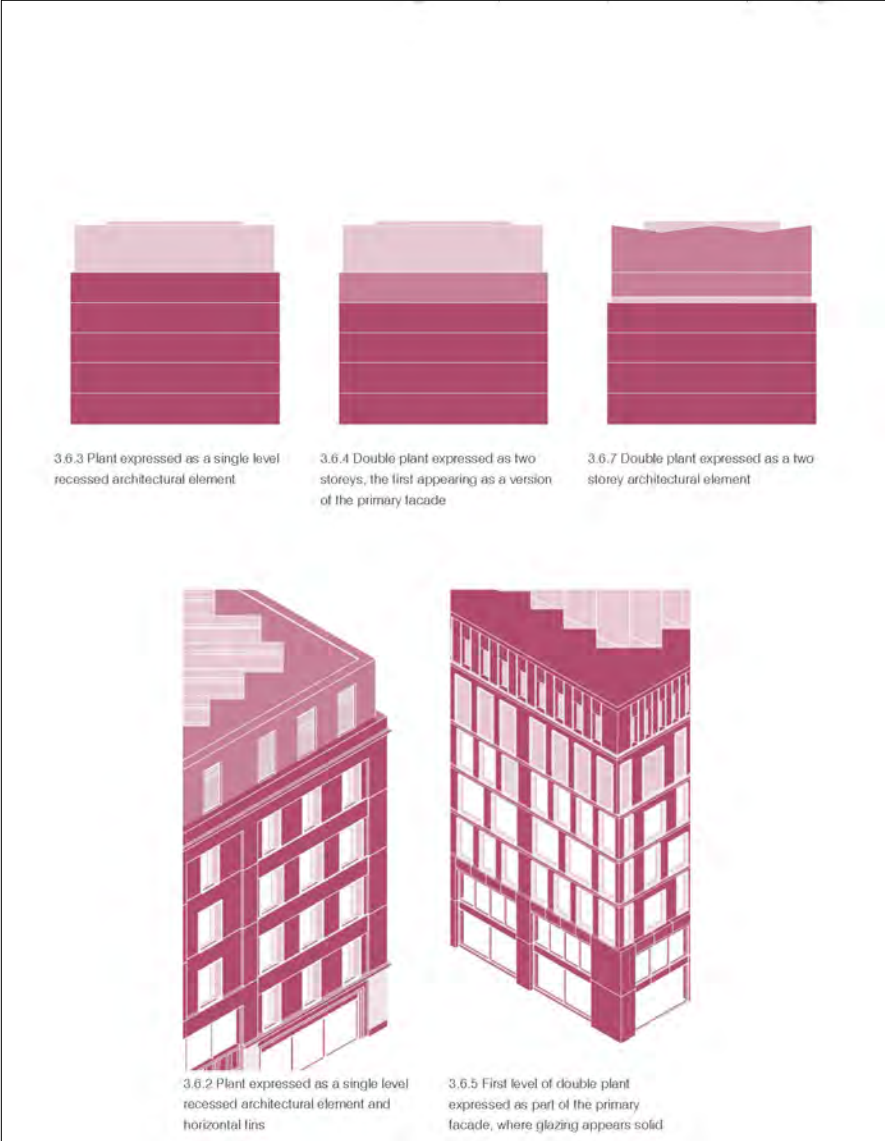
A contemporary response to the
rhythms and richness of Cambridge.
Anglia Ruskin University, Cambridge, Richard
Murphy Architects

Facade step and material change to
break up building mass.
Featherstone Building, London, Morris
+ Company

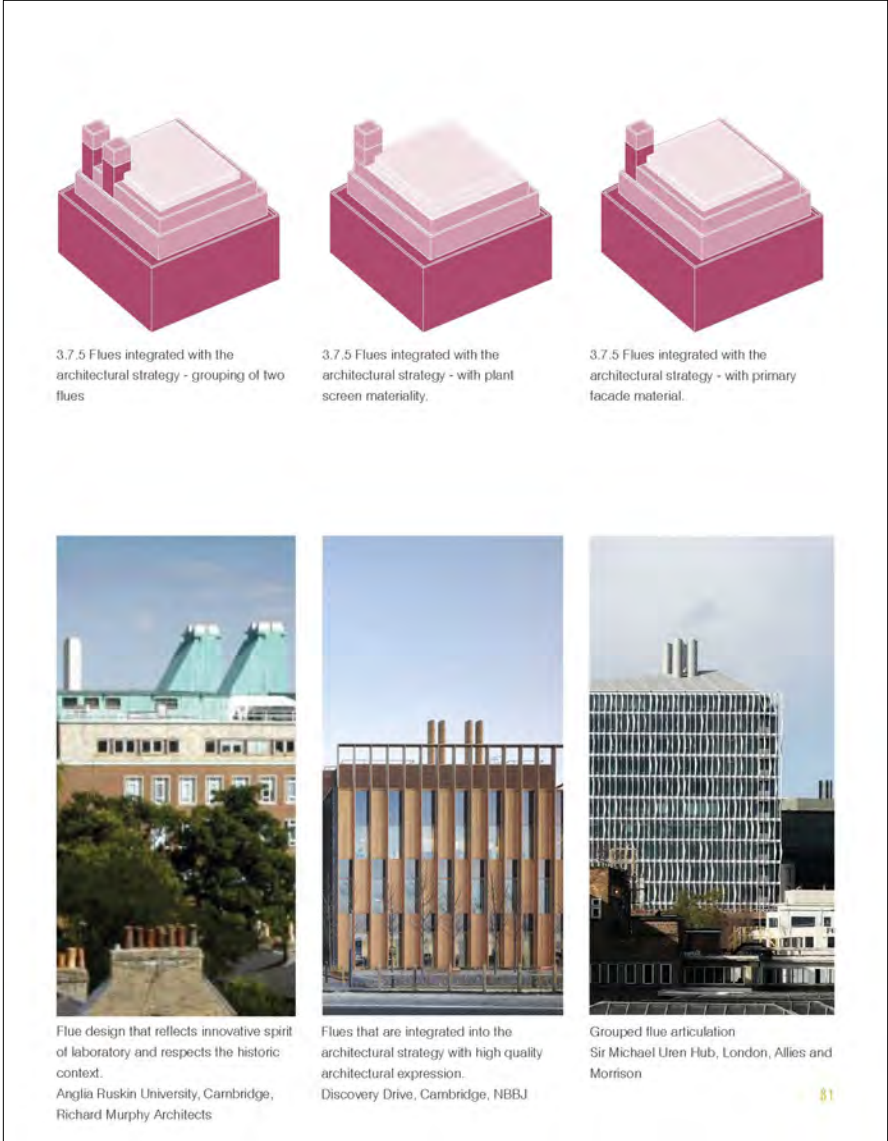
Clear hierarchy of facade, dynamic
central plane and appreciable upper
floor set-back.
KPMG HQ, Berlin, KSP Engel

75

Middle: Façade Hierarchy [2024 Design Code, CD2.64C page 75]

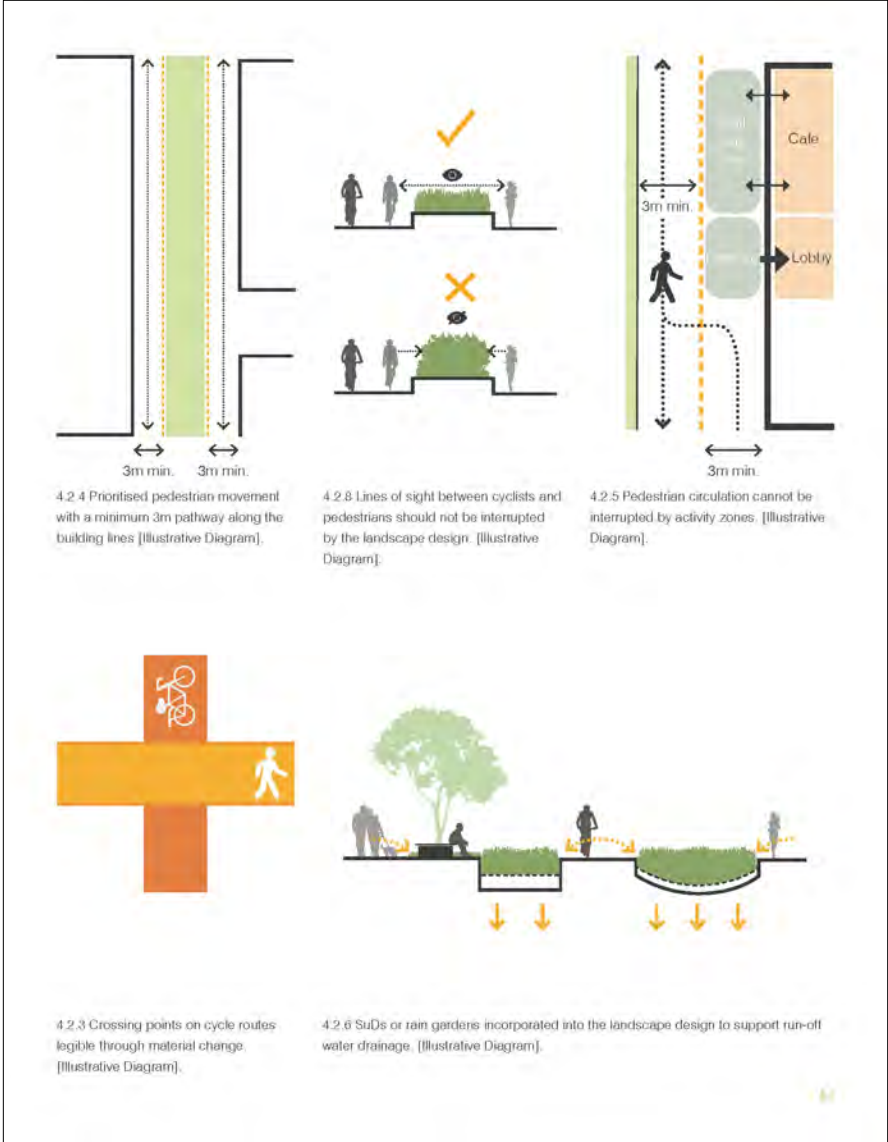


Top: Rooftop Plant [2024 Design Code, CD2.64C page 79]



Top: Flues [2024 Design Code, CD2.64C page 81]

“The open spaces of the innovation district naturally divide into areas of distinct character that contribute to creating a varied and interesting place. These Character Areas will be informed by the codes of the Masterplan Framework which are supplemented in the following pages by codes which add detail to the requirements for each of the key spaces.”



4.3.0 A civic space at the centre of the development. [Illustrative Diagram].

4.3.2 As part of the Beehive Greenway the combined pedestrian and cycle route will run directly through Maple Square. [Illustrative Diagram].

4.3.4 Use of materiality change on the road surface to signify pedestrian priority. [Illustrative Diagram].

4.3.5 Maple Square must create areas for tree planting, retained and new [Illustrative Diagram].

4.3.18 Primary entrances and buildings that surrounded and activate the square to create a relationship between the buildings and the landscape. [Illustrative Diagram].

89

Maple Square [2024 Design Code, CD2.64D page 89]

4.4.0 Hive Park is the main entrance from the south for cyclists and pedestrians. [Illustrative Diagram].

4.4.3 Hive Park forms part of the Beehive Greenway, the primary cyclist and pedestrian route through the site. [Illustrative Diagram].

4.4.12 Alongside the Beehive Greenway route, there will be additional routes through the park with clear wayfinding. [Illustrative Diagram].

4.4.1 Green buffer zones on the boundaries with the opportunity for significant tree planting, including large trees, within Hive Park (4.5.5). [Illustrative Diagram].

4.4.19 The built forms will relate and connect to the landscape through active ground floor uses. [Illustrative Diagram].

91

Hive Park [2024 Design Code, CD2.64D page 91]

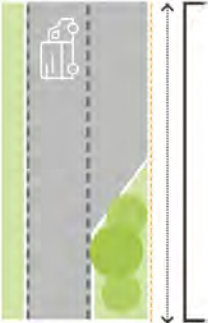


4.5.0 The Lanes create an arrival space with two entry points. [Illustrative Diagram].



75cm min

4.5.7 Minimum planting width between the road and cycle route. [Illustrative Diagram].



4.5.10 Opportunities to create planting beds within the servicing zone layout. [Illustrative Diagram].



4.4.2 Opportunity to introduce and enhance green screen buffers on the boundary edges of The Lanes. [Illustrative Diagram].



Entry Point

Segregation Signage

4.5.12 Materiality at entry points should clearly signify the difference between shared space, segregated cycle routes and pedestrian priority routes. [Illustrative Diagram].

The Lanes [2024 Design Code, CD2.64D page 93]



Privacy

Plot 4

Plot 3

4.5.1 The design will increase privacy towards the Railway Corridor. [Illustrative Diagram].



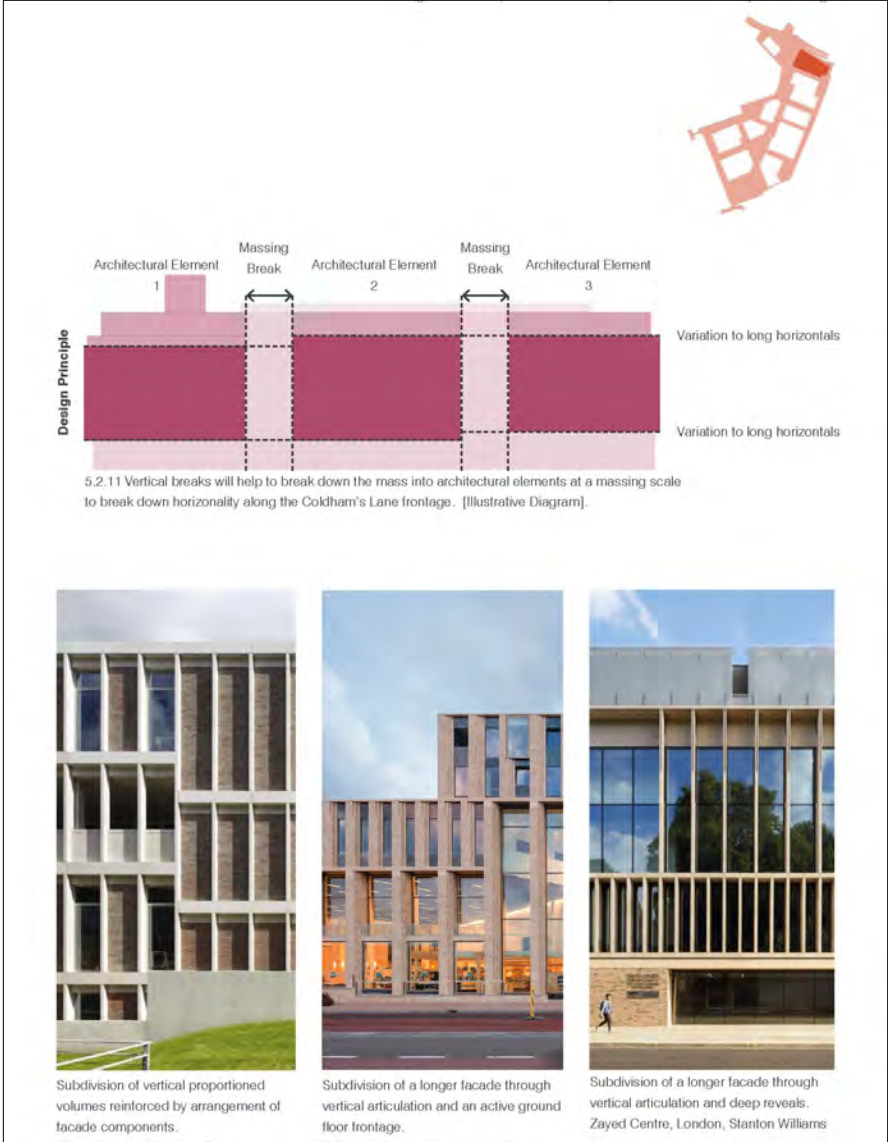
4.5.6 The landscape design will not obstruct the visibility between pedestrians and vehicle drivers. [Illustrative Diagram].



4.5.4 Green buffers at the boundary with the railway to contribute to biodiversity. [Illustrative Diagram].

Railway Corridor [2024 Design Code, CD2.64D page 95]

“Building on the site wide built-form principles, the Plot Specific Codes provide the detail required to resolve the opportunities and constraints of each of the proposed building plots. These codes address a range of subjects including neighbouring conditions, skyline, architectural articulation and the relationship with Character Areas.”



Design Principle

Materiality Change

Architectural Element

1

Architectural Element

2

Massing Break

Architectural Element

3

Solid Base

5.5.3 Vertical breaks in the massing and changes in materiality will help to break down the mass into architectural elements and create a strong street scene along the Beehive Greenway (5.5.13). [illustrative Diagram].



Slight tonal changes in facade materiality.
R7, London, Morris + Company



Differentiation of ground floor within facade composition.
Great George Street, Liverpool, Brock Carmichael



Architecturally distinct upper levels.
CBC Building, Netherlands, BNB Architects

Plot 5 [2024 Design Code, CD2.64E page 107]

Secured by Parameters

Informed by Design Code

Change in materiality

Similar materiality and articulation

Similar materiality and articulation creates 3 storey wing

5.6.2 The parameters have been defined to manage the neighbouring boundary condition with Sleaford Street residents, to break down the overall mass and to create a strong relationship with the public realm. This is further informed by the design codes in the use of articulation and materiality. [illustrative Diagram].



Architectural qualities include, but not limited to, brick materiality, rhythm, bays and fine grain arrangements.
Mill Road Conservation Area

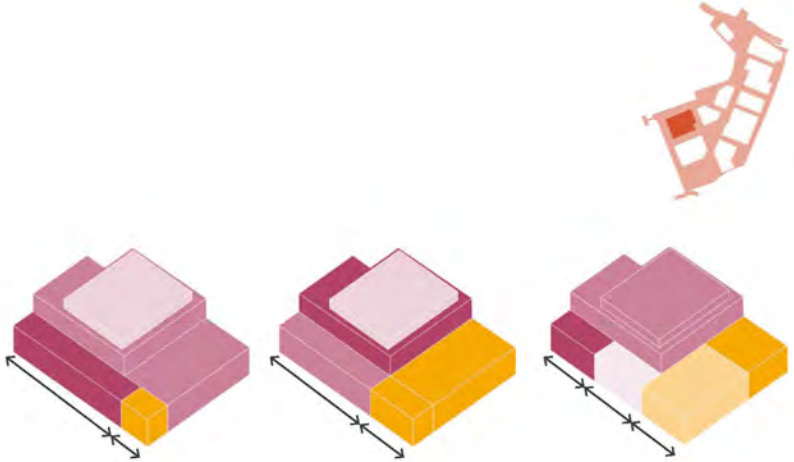


Reference to the existing materiality of the surrounding area.
Eddington, Cambridge, Stanton Williams



Shading devices creating visual interest.
NMBU, Norway, Henning Larsen

Plot 6 [2024 Design Code, CD2.64E page 109]



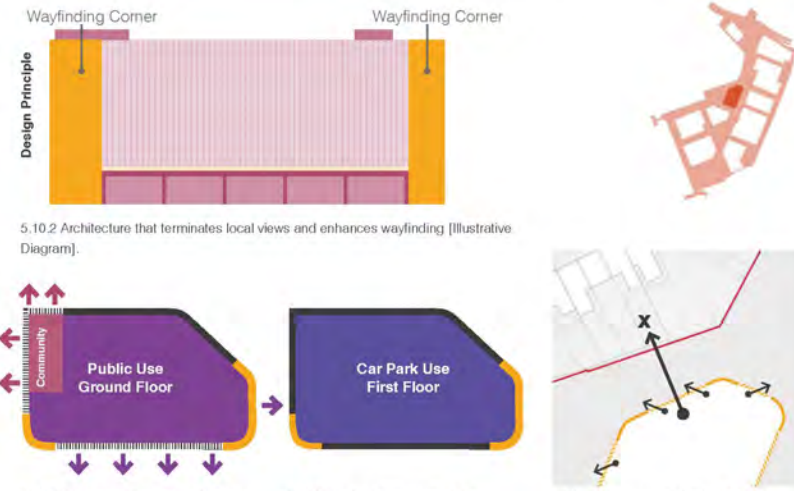
5.8.6 Example methods for breaking down the length of the facade facing St Matthews using changes in articulation or materiality. [Illustrative Diagrams].



Fine grain material, articulation and massing changes as found in the Mill Road Conservation Area, Cambridge

Predominantly buff/gault brick with brick detailing for a textured facade. Storey's Field, Cambridge, MUMA Architects

Decorative brickwork on a solid vertical element. Lambeth Palace Library, Wright & Wright Architects



5.10.2 Architecture that terminates local views and enhances wayfinding [Illustrative Diagram].

5.10.4 The ground floor active frontage. [Illustrative Diagram].

5.10.2 Wayfinding corners of the architecture to reflect the legibility strategy. [Illustrative Diagram].

5.10.13 An example of using vertical fins at an angle to the facade to prevent overlooking of Silverwood Close. [Illustrative Diagram].



High quality and expressive car parking facade using vertical fins. Cliniques University Parking Garage, Belgium, Modul Architects

An active ground floor with car parking above. Platinum Tower, Melbourne, Squillace

Connection between active ground, and green streetscape. Maersk Tower, CF Moller, Copenhagen



Illustrative Ground Floor Masterplan [David Leonard PoE CD7.12, page 52]



Illustrative Maple Square View [2024 Design and Access Statement Addendum CD2.01G, page 192-193]