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TOWNSCAPE AND VISUAL - APPENDICES THE BEEHIVE, CAMBRIDGE

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APPENDIX AM1

AM REVIEW OF TOWNSCAPE CHARACTER EFFECTS

Key Townscape Receptors (inc. sensitivity)	Bidwells – Before mitigation		Bidwells – After Mitigation / Secondary Measures	AM Review
	Magnitude	Significance		
	Industrial – Railway Corridor Cambridge Character Type (Medium – Low)	Medium	Moderate Beneficial	

				to develop distinct character areas within the development that not only create interest and placemaking within the Site but also contribute to the creation of a new neighbourhood centre. In addition to the high quality built form, the proposals would incorporate a comprehensive scheme of landscaping. This planting would not only mitigate for the loss of car park trees, but would reinforce the sylvan character of the city and significantly enhance local biodiversity and canopy coverage.
Residential Character Type: 'Post 1900 Suburb' (Medium)	Medium	Moderate Beneficial	Moderate Beneficial	Residual Effect: Moderate Beneficial As identified within the TVIA assessment, the proposals would differ from the residential character areas that lie to the north and west, however, the city has evolved in an organic manner and varied land uses characterise the localised setting. Research, education and employment uses, located within a residential context are existing components within this townscape, with the Anglia Ruskin University development located just to the west of the Site set amongst established terraced dwellings as an example. This is a distinctly urban townscape and does not reflect a suburban character. The Site represents a leftover island that developed between the railway corridor and the residential areas and already differs from the wider residential character type. The opportunity to redevelop this site, which lies near to the city centre, to deliver high tech research and employment uses that embody 21st century Cambridge, as well as a new neighbourhood centre in a sustainable location, represents a positive townscape effect.
Cambridge skyline (High)	Medium	Moderate Adverse	Moderate Beneficial	Residual Effect: Moderate Neutral I concur with the TVIA assessment of the magnitude of change, with the proposals representing a potential noticeable new component on the skyline. However, Cambridge is an evolving city, and other contemporary developments already characterise the wider townscape

				and contribute towards a varied roofscape, which reinforces a sense of time depth. As illustrated by the verified photomontages prepared by AVR within Appendix 10.6A of the ES – refer Viewpoints 1, 9, 10, 11, 13 and 14B (CD 2.44b, k, l, m, n, o, p, q, t, u & v), respectively – the proposals have been carefully developed to ensure that they appear as a natural addition to the evolving skyline of Cambridge. The proposals have been subject to significant design development, notably the height, mass, articulation and appearance of the proposals, as set out in Mr Leonard’s evidence. The agreed viewpoints have been informed by the key views identified within Appendix F: Tall Buildings and the Skyline guidance of the Cambridge Local Plan from which an appreciation of the city skyline can be had. The key views of the Cambridge skyline are typically longer distance, taken from elevated locations within the wider landscape setting. The proposals would occupy a narrow extent within the wider field of view and would not rise significantly above the horizon. As noted above, significant work has gone into the design development of the proposals to manage the perceived mass of the built form and ensure that the proposals do not form dominant components within the skyline. The distance of the Site from the historic core also assists in reducing the perceived change upon the skyline, with the proposals located over 800m to the north east of the historic core of the city, as identified within Appendix F of the Local Plan. The proposals would represent a high quality redevelopment of a low quality, brownfield site and, while the proposals would represent an additional component within the wider city skyline, they present an opportunity to make a positive addition of architectural merit within the wider, evolving context of Cambridge. It is considered that the considered design of the proposals, set out within the Design Code (CD 2.64a – 2.64e), would ensure that the proposals represent a high quality addition to the existing city skyline and would not result in the loss of key townscape or visual qualities. It is concluded that the proposals would be compatible with the townscape character of the Cambridge skyline.
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The setting of green open spaces and setting of the Green Belt (Low)	Low	Minor Neutral	Minor Neutral	Residual Effect: Minor Neutral I concur with the findings of the TVIA assessment in that the proposals would introduce a noticeable component into the setting of Coldham's Common, however, built form already forms a backdrop to the open space and while the proposals would be visible, they would not introduce any new components into this setting or affect views out from the green space. The proposals would not affect the public's ability to access or enjoy this area. Coldham's Common and the green corridor associated with the Green Belt are located within a city context with a varied townscape forming the immediate setting. The proposals would not affect the existing greenspace provision within Cambridge.
The setting of PRoW (Medium)	Low	Moderate - Minor Neutral	Moderate - Minor Neutral	Residual Effect: Moderate – Minor Neutral I concur with the findings of the TVIA assessment and, as set out above, I consider that while the proposals would introduce a new component into the wider setting of the public rights of way that cross Coldham's Common and the wider landscape, the proposals would not affect the public's ability to access or enjoy these routes. The proposals would not adversely affect the amenities of the public rights of way network and, as noted within the TVIA, these receptors are transient, moving through the landscape which is already characterised by the established townscape of Cambridge.
The landscape setting of the Conservation Area (Medium – Low)	Medium	Moderate Beneficial	Moderate Beneficial	Residual Effect: Moderate Neutral The Cultural Heritage Assessment (chapter 7 of the ES, CD 2.36c) undertakes a detailed assessment of the effect of the proposals upon the historic townscape and qualities of the Conservation Area and Mr Handforth's Heritage Proof of Evidence advances these points further. From the townscape and visual perspective, I concur with the findings within the TVIA, noting that the Site is already characterised by large

				scale retail development and extensive hardstanding. The proposals would introduce a new component into the setting of the Conservation Area but would not compromise the positive townscape qualities of the wider designation. The proposals are set back from the boundary with the Conservation Area to ensure that the spatial qualities of the designation are not compromised. The urban context of the designation, together with the existing development associated with the Site would ensure that the proposals represent a high quality addition to the wider townscape and would be compatible with the setting of the Conservation Area, resulting in a Neutral effect.
Cumulative effect upon the Cambridge skyline (High)	Medium - High	Major – Moderate Adverse	Major – Moderate Beneficial	Residual Effect: Moderate Neutral Cambridge is an evolving city, and the Site represents a significant opportunity to deliver a high quality addition to the city skyline. There will be similar opportunities across the city, where the redevelopment of brownfield sites for residential, employment and retail use will be explored, reducing the pressure on the Green Belt which wraps around and extends into Cambridge, however, as identified within Mr Kaddish's evidence, the Council agree that this Site represents a significant opportunity to deliver a high quality and sustainable research and employment development that embodies 21st century Cambridge and assists the city in meeting its climate change objectives as well as repairing the urban fabric of this edge of centre site. The verified photomontages within Appendix 10.6A of the ES (CD 2.44a - z) also indicate the potential cumulative effects arising from the proposals and other developments, either committed or in planning. However, as set out above and in relation to the viewpoints in which the wider city skyline can be appreciated (refer Appendix AM2), it is considered that the application of the high quality design set out within the Design Code (CD 2.64a – 2.64e) would ensure that the development of the Site represents a high quality reimagining of this brownfield site

				and the proposals would represent a new development of architectural merit within the wider, evolving city skyline. It is assumed that a similar, rigorous approach to design will be applied to the other projects, reducing their perceived presence compared to the cumulative parameters visualisations in Appendix 10.6A. The application of a high quality design, as set out within the Design Code (CD 2.64a – 2.64e), would minimise potential adverse effects and, while I agree with the TVIA, that a high quality development can give rise to beneficial townscape effects, in the context of the Cambridge skyline and when considered alongside the other projects, I conclude that the overall effect would be Neutral. This acknowledges that change will occur, but also takes into account the wider city context of the Site, acknowledging the fact that this is a dynamic townscape that can accommodate change as the city evolves without detriment to the historic core.
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APPENDIX AM2

AM REVIEW OF VISUAL EFFECTS

Visual Receptors (inc. sensitivity)	Corresponding Viewpoints	Bidwells – Before mitigation		Bidwells – After Mitigation / Secondary Measures	AM Review
		Magnitude	Significance		
Visitors to Castle Hill Mound Scheduled Monument (High)	1	Medium	Major – Moderate Adverse	Major – Moderate Beneficial	Residual Effect: Moderate Neutral The view generally has a horizontal character, with the rising landscape to the east of the city forming the backdrop and defining the skyline. The wider townscape is typically set down in the view within a mature landscaped context, with scattered spires and towers closer to the viewpoint and associated with the city's historic core, breaking the skyline. As illustrated by the verified photomontage prepared by AVR within Appendix 10.6A of the ES (CD 2.44a & b), while the flue stacks on the tallest building would break the skyline, the increased distance from the viewpoint and carefully designed massing ensures that the proposed built form forms a high quality addition to the wider city skyline and would not affect the public's appreciation and enjoyment of the view. It must be noted that this is just one, static view from Castle Hill Mound. In reality, receptors will take in a wider panorama, with the historic core located round to the right of this viewpoint. When considered within the wider panorama, the proposals would occupy a narrow field of view and would not appear out of context within the city skyline. It is acknowledged that the proposals would represent a degree of change within the context of the view, however, change need not equate to harm

					and the modulated and considered approach to the scale and massing of the proposals would ensure that the development is not dominant and the qualities of the view would be conserved. As such, it is considered that the magnitude of change would be reduced to Low, with the overall significance of the effect being Moderate. I consider that the proposed development would be compatible with the view and wider Cambridge skyline and, as such, the nature of the effect would be Neutral.
Ramblers on Coldham's Common (Medium – High)	2 & 3	Medium	Moderate Adverse	Moderate Beneficial	Residual Effect: Minor Adverse to Minor Neutral I acknowledge that the proposals would represent a new element within the views compared to the baseline, reinforcing the built townscape backdrop. The silhouette of the proposals has been carefully refined to reflect the existing built form which rises gently from right to left and, while the proposed buildings would be taller than the intervening residential development, they would not appear prominent or overbearing. As with Viewpoint 1, it is considered that the proposals would represent a degree of change to views from Coldham's Common, particularly in the context of Viewpoint 3, but by adopting a high quality approach to design, as prescribed within the Design Code (CD 2.64a – 2.64e), the proposals would represent a high quality addition to the urban backdrop which embodies 21st century Cambridge and delivers high tech research and employment space that recognises Cambridge's importance globally.

					Coldham's Common, and the views from within the open space, are already characterised by a built backdrop as a result of the park's city setting. The existing townscape is varied and unremarkable, comprising mid-20th century residential development as well as more contemporary residential and commercial premises. The existing built form contains longer distance views towards the wider landscape setting and historic core of the city. With regard to Viewpoint 2, which is taken from Coldham's Common just to the north of Viewpoint 3, the change in angle and presence of mature vegetation cover reduces the perceived presence of the proposals, ensuring that they are compatible with the urban context of the greenspace. While the proposals would introduce additional built form into this context, they would not result in the loss of visual qualities. Any residual adverse effects would be very low level, highly localised and would not adversely affect the public's enjoyment of the greenspace or appreciation of the wider townscape setting. It must be recalled that, as with Viewpoint 1, the visualisations represent two static views, however, the viewpoints are located on public rights of way and, as such, the receptors of the views will be transient, moving through the open space and, as such, the views towards, and the public's perception of, the proposals will change. In other views, the proposals would be within the periphery or behind the receptor. As such, it is concluded that the proposals would not adversely affect the overall recreational or visual qualities of Coldham's Common.
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Ramblers on Fen Ditton and river towpath (Medium – High)	9	None	None	None	Residual Effect: None I concur with the findings of the TVIA assessment. The intervening mature treescape associated with Ditton Meadows and the railway corridor would contain views of the proposals, even during the winter. The proposals would not affect the qualities of this view or the public's enjoyment of the river and wider open space.
Ramblers on Redmeadow Hill (High)	10	Negligible	Moderate – Minor Adverse	Moderate – Minor Neutral	Residual Effect: Moderate – Minor Neutral I concur with the findings of the TVIA assessment in relation to the magnitude of change, given the intervening distance and townscape. As illustrated by the verified montages prepared by AVR in Appendix 10.6A of the ES (CD 2.44k, I & M), the reduced scale, varied roofscape and articulation would ensure that the proposals do not break the skyline, formed by the gently rising landscape to the east of the city and would appear well separated to the prominent spires and towers of the historic core. Where visible, the proposals would be seen within the urban setting of the wider city and would not appear out of character within the context of the ever changing and evolving townscape. Appendix F identifies that the city skyline is characterised by 'incidents' of taller buildings and this is how the proposals would be perceived. It is concluded that the proposals would be compatible with the view and would conserve the qualities or amenities. The proposals would not adversely affect the public's appreciation of the

					historic city skyline or their enjoyment of this broad panoramic view of the evolving city.
Drivers on Wort's Causeway and Limekiln Road (Medium – High)	11, 14A & 14B	Medium	Moderate Adverse	Moderate Neutral	Residual Effect: Moderate Neutral I concur with the findings of the TVIA assessment and conclude that the high quality design, advocated within the Design Codes (CD 2.64a – 2.64e), ensures that the perception of change is reduced and the proposals, while visible, would be seen in the context of the wider evolving city. The varied articulation and roofscape reduces the perceived scale and mass of the proposed built form and ensures that it would not appear prominent or out of context within the urban skyline. It is concluded that the proposals would be entirely compatible within these views. The transient nature of the receptors must also be acknowledged, with the visualisations representing a static 'snapshot' as one moves through the landscape. As such, the effect of the proposals upon these longer distance views would be Neutral.
Ramblers on Little Trees Hill (High)	13	Medium	Moderate Adverse	Moderate Neutral	Residual Effect: Minor Neutral I consider that, given the intervening distance and broad panoramic nature of the view, the magnitude of change arising from the proposals would be Low. The proposals have evolved significantly, adopting a varied and articulated roofscape and massing ensuring that they would not appear prominent on the skyline or at odds with the wider townscape setting of the Site.

					Within the context of this view, the city is characterised by built form of varying scale, appearance and age, set within a mature vegetated context. Clusters of development are present within this townscape setting and the proposals would not affect the public's perception or enjoyment of this panoramic view of Cambridge, which takes on board not only the historic core but also the wider, more contemporary development of the city. It is concluded that the proposals would be compatible with this view of the evolving city and, as such, would result in a Neutral effect. The AVR verified montage demonstrates the degree of separation between the proposals and the historic core of the city, with its associated spires. The proposals would not compromise the public's appreciation, understanding and enjoyment of Cambridge's historic core, which is set within a wider, contemporary urban context.
Residents of the adjacent residential area to the south and west, including within the Mill Road Conservation Area (High)	4, 5 & 7	Negligible	Minor Neutral	Minor Neutral	Residual Effect: Minor Adverse to Minor Neutral It is noted that the discussions with the Council during the application process confirmed that the selected viewpoints provided a good representation of receptors' visual experience of the Site, including local residential receptors from publicly accessible locations (paragraph 7.42 of the SOCG CD 6.01). It is acknowledged that some adverse effects could be perceived from the more immediate setting (as illustrated by Viewpoint 4) where the proposals would be perceived as taller than the existing built form within the Site, extending above the intervening treescape. However, the modulated and considered approach that has been developed during the design

					process ensures that the bulk, scale and mass of the development does not appear dominant or overbearing. The proposals have clearly been subject to significant consultation and the proposed built form has been informed by the nearby residential properties, with the plots on the northern and western edges of the development stepping down from the taller central blocks. The urban context of the Site and the surrounding residential areas must also be considered. The proximity of the Site to the city centre and railway corridor means that development of this nature and scale is not at odds with the evolving character of the city. The proposals have been carefully designed to embody 21st century Cambridge, delivering high quality research and employment space within landscaped, civic spaces of exemplar design. The nature of the nearby townscape is also a consideration, comprising a significant proportion of terraced properties. As such, opportunities for views of the proposals are reduced to scattered breaks between buildings, or the backs of those properties which immediately abut the Site. As distance from the Site increases, the presence of intervening built form contains views of the proposals ensuring that views of the proposals from the wider residential areas are contained. I conclude that the high quality design and urban context of the Site would temper the perceived effects arising from the proposals giving rise to some Minor Adverse to Minor Neutral effects upon receptors adjacent to the site, with the adverse
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					effects reducing to neutral quickly, as distance and the built presence of the wider city increases.
Pedestrians on Mill Road Bridge (Low)	8	Low	Minor Beneficial	Minor Beneficial	Residual Effects: Minor Neutral The proposals would be perceived as part of the varied built environment, that lies to the west of the railway line. The proposals would conserve the visual amenities and qualities associated with this view. The intervening distance and containment created by the existing built form to the south of the Site ensures that the proposals would be accommodated into the receiving evolving city. I concur with the findings of the TVIA in terms of scale of the effect, and consider that the Outline scheme would be compatible with the existing townscape, resulting in a Neutral effect.
Visitors of the Saint Mary the Great (High – Medium)	15 (AVR)	Medium	Moderate Adverse	Minor Beneficial	Residual Effect: Minor Neutral The proposals would represent a Low magnitude of change upon this view. The intervening distance and varied townscape ensure that the proposals would not appear prominent. The varied and articulated built form would occupy a very narrow extent within the wider field of view and would not appear prominent, nor would they draw the eye. The proposals would be perceived within the context of other contemporary built form which characterises the wider city skyline. Given the intervening distance, I conclude that the effect would be Neutral as the proposed development would be compatible with the components and qualities of the view.

Visitors of the Grand Arcade car park (Medium)	17 (AVR)	Low	Moderate – Minor Adverse	Moderate – Minor Beneficial	Residual Effect: Moderate – Minor Neutral I concur with the TVIA assessment of magnitude of change. As illustrated on the AVR photomontage within Appendix 10.6A, the proposals would represent a small change within the view and would be perceived within the context of the varied roofscape of the city. As demonstrated by the visuals, the built environment has a geometric form set within mature treescape. The proposals would not appear prominent or at odds with the surrounding townscape. When the high quality treatments set out within the Design Code (CD 2.64a – 2.64e) are applied, the proposals would form part of the wider contemporary townscape setting of the city centre. I conclude that the proposals would be compatible with the view and, as such, the nature of the effect would be Neutral.
Pedestrians on Elizabeth Way Bridge (Medium)	6	Negligible	Minor – Negligible Adverse	N/A	Residual Effect: Minor – Negligible Neutral The proposals would just break the skyline but would not appear dominant or overbearing, seen within the context of a varied townscape characterised by traditional and more contemporary built forms. The varied articulation and high quality elevational treatment of the proposals, as set out within the Design Code (CD 2.64a – 2.64e), would ensure that the proposals are compatible with this view and this urban context. I conclude that the proposals would result in a Neutral effect upon the view.
Visitors to The Beehive Centre (High)	12	High	Major Beneficial	N/A	Residual Effect: Moderate Beneficial

					I concur with the TVIA assessment that this view will experience a high magnitude of change as a result of the proposals. The view is currently characterised by low quality, rather utilitarian retail built form and extensive areas of hardstanding. The proposals would introduce new built form and civic spaces of exemplary design, set within a landscaped setting. The high quality nature of the proposals, as set out within the Design Code (CD 2.64a – 2.64e), would ensure that the proposed development is perceived as a positive addition to this edge of city centre site, with the open space forming a focal point for the community as well as enhancing the sylvan character of this part of the city.
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