

6.1	Masterplan Evolution
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## 6.1 Masterplan Evolution

The design intent is to make optimum use of a previously developed site in a sustainable location. It has been an iterative design process involving a collaborative approach within the design team and with the Local Planning Authority officers and stakeholders. The design evolution and the final design that forms the outline application is one that is informed by many factors including local and contextual analysis, not least the townscape and heritage assessments.

The final form of the scheme is one that is markedly different to the one at the start of the design process as it has responded to ongoing analysis, review and comment. There is no one single factor that has driven the design process, but is a blended outcome that has considered the many influential factors that have positively informed the design process

The following pages highlight the key changes that were made during the course of the project to date and are divided into plan and massing changes.





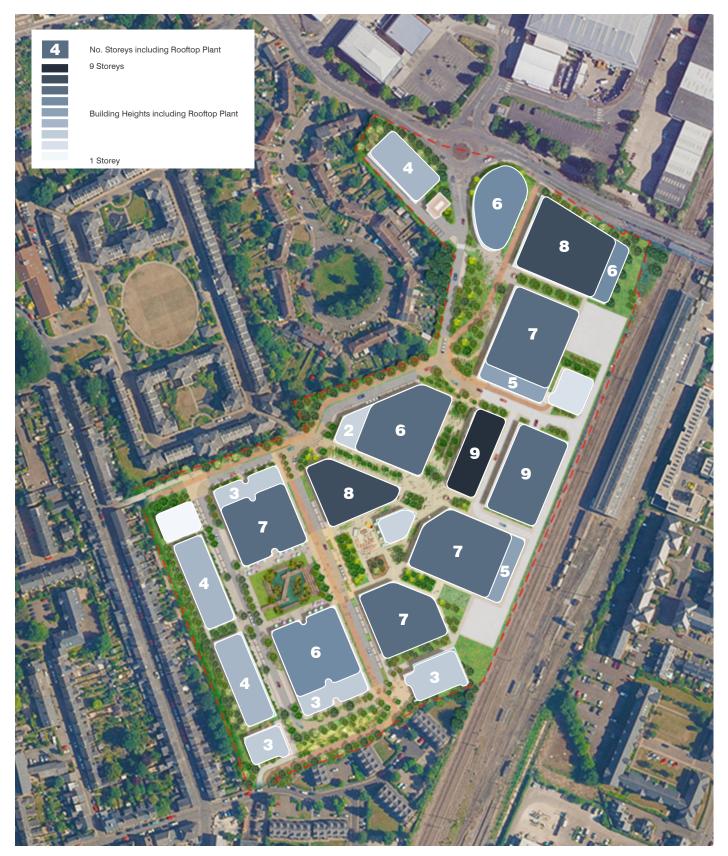






# 6.1 Masterplan Evolution

## 6.1.1 2021 - Initial Pre-App



## 6.1.2 2023 - Application Scheme



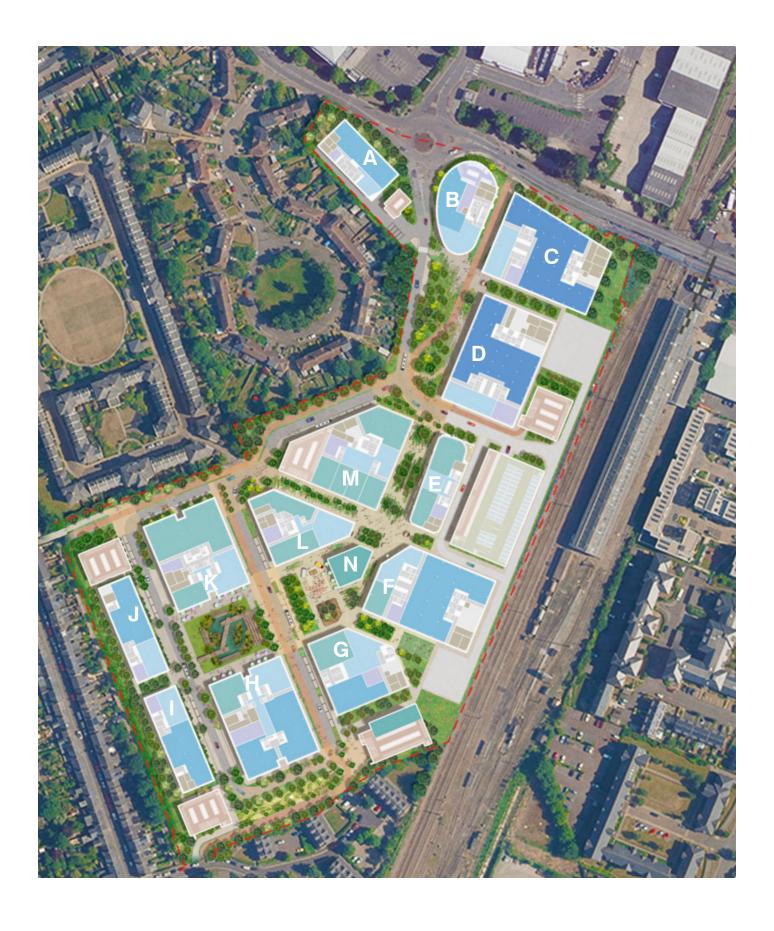
# 6.1 Masterplan Evolution

### 6.1.3 2021 - Initial Pre-App

The first iteration of the scheme was submitted for a series of three pre-app sessions over the course of 2021 that covered the principles of the development, ground floor activation and townscape with an initial response provided by officers that would inform the initial stages of the design development throughout 2022.

At this stage the basic framework of the masterplan began to take shape but there were significant changes made during the following period of consultation.





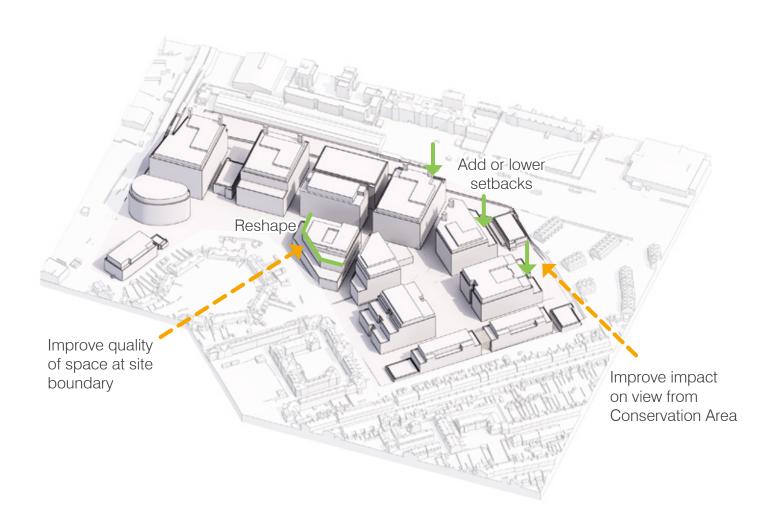
# 6.1 Masterplan Evolution

### 6.1.4 February 2022 - PPA Pre-app 1

### **Plan Changes**

- Plot D: Rotated so create skyline gap between C and D in east-west views
- Plot G: Extended towards Plot F to allow greater change at upper levels

- Plot F & G: Increase upper level setbacks for benefit of York Street and Mill Road Bridge viewpoints
- Plot H: Increase depth of set back for benefit of York Street viewpoint
- Plot M: Upper Levels re-profiled in order to improve quality of space adjacent to Silverwood close Boundary





# 6.1 Masterplan Evolution

### 6.1.5 May 2022 - PPA Pre-app 2

#### **Plan Changes**

- Plot B: Removed in order to preserve and improve the important green space adjacent to Coldham's Lane roundabout
- Plot C: extended to retain sense of enclosure within Abbey Grove previously created by Block B, while allowing a wider green connection to Coldham's Lane
- Plot E: Rotated though 90 degrees and paired with Plot 3 to add another massing break to the skyline in east-west views

- Plot C: Sculpting of upper levels to mitigate footprint increase
- Plots F, G & H: Reduce should height by 1 storey for benefit of York Street and Mill Road Bridge viewpoints.





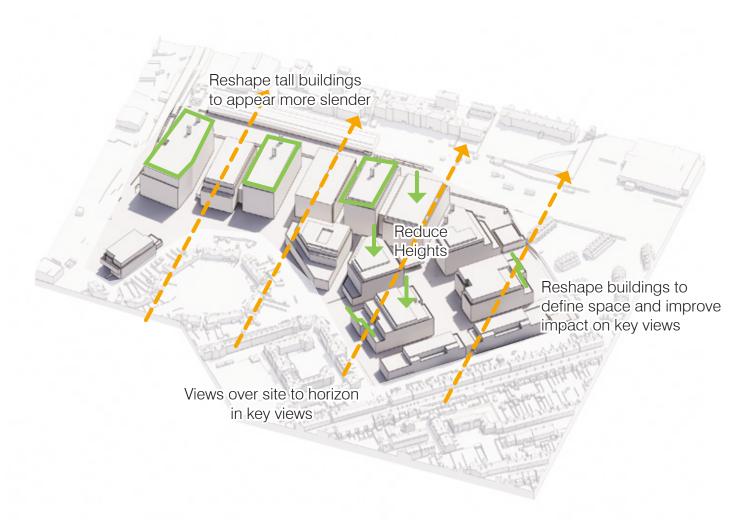
# 6.1 Masterplan Evolution

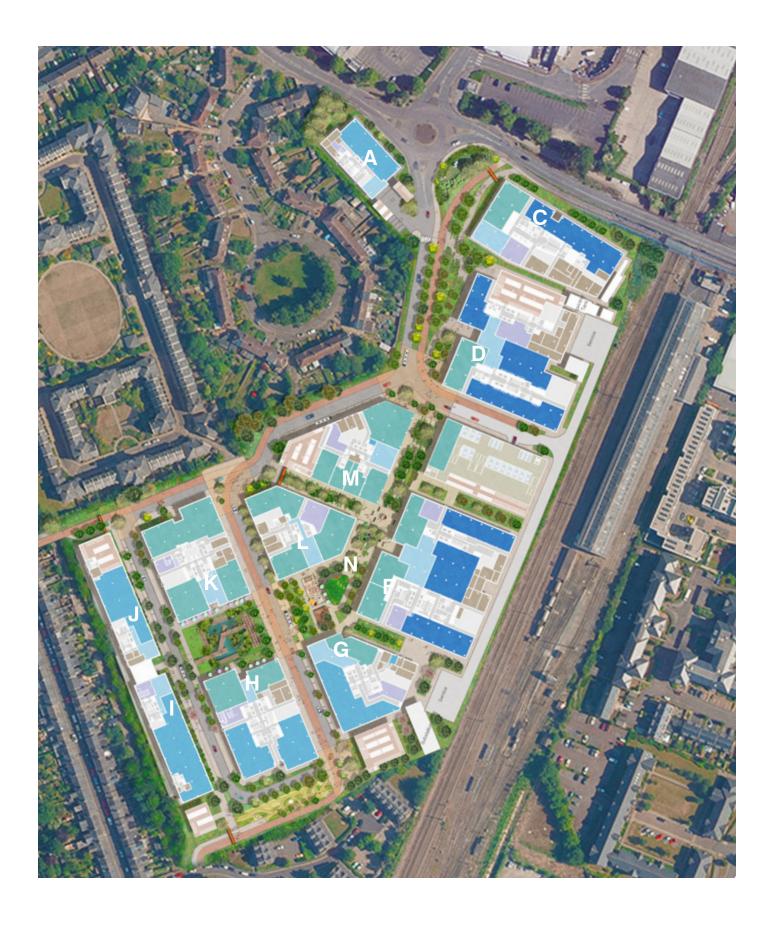
### 6.1.6 June 2022 - DRP & Historic England Pre-app 1

#### **Plan Changes**

- Plot A: Plan area decreased to avoid conflict with all but one TPO tree
- Plot C: Footprint area reduced and form refined
- Plot D: Footprint increased and divided into 'paired buildings' form
- Plot E: Removed in favour of revised Plot F
- Plot F: Footprint increased and divided into 'paired buildings' form
- Plots H & K: Massing break introduced to north and south facades to create building elements with reduced scale
- Plot I & J: Realigned to increase gap from Rope Walk boundary

- Plot C: Reduce width to create more slender form in east west views
- Plot D: Spilt form and vary heights of each element
- Plot F: Spilt form and vary heights of each element by reducing height of southern element
- Plot K: Reduce by one storey
- Plot L: Reduce by one storey





# 6.1 Masterplan Evolution

### 6.1.7 September 2022: Combined Heritage Workshop and Pre-app Design Review

#### **Plan Changes**

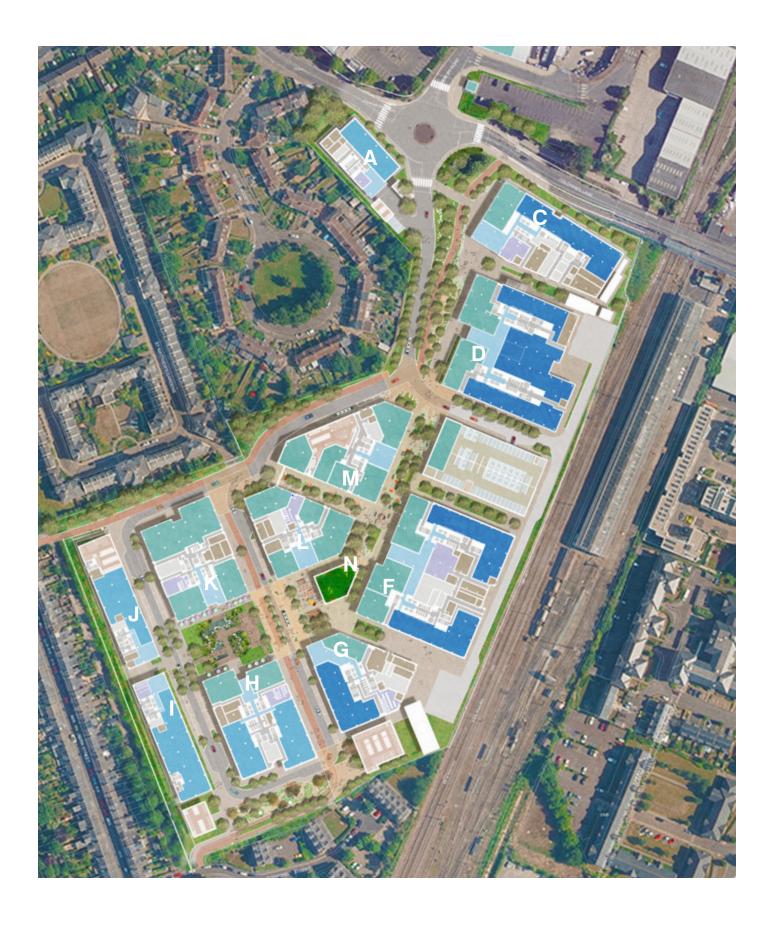
 Plot F: Amend footprint to increase central 'gap' between paired building volumes

#### **Massing Changes**

Following height reductions undertaken to reduce maximum height of the scheme and improve impact and relationship with skyline and key heritage assets

- Plot C: Reduce height by 2 storeys
- Plot D: Reduce height by 1 storey
- Plot F: Reduce height by 2 storeys
- Plot 3: Reduce height by 1 storey





# 6.1 Masterplan Evolution

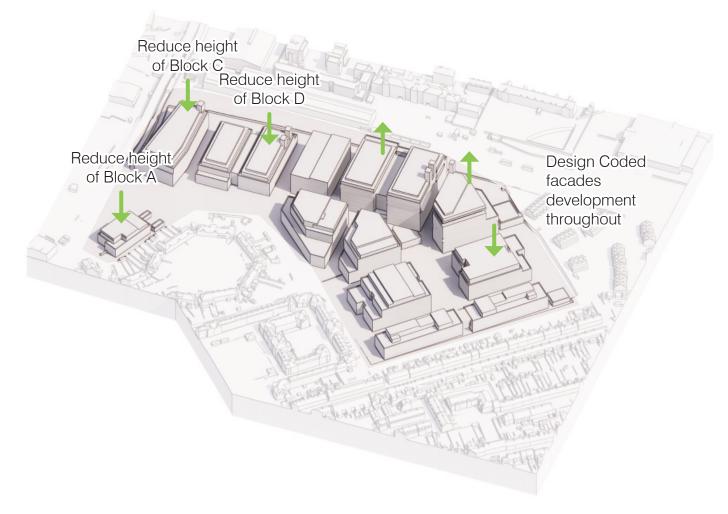
### 6.1.8 February 2023: PPA Pre-app 3 and Townscape Workshop

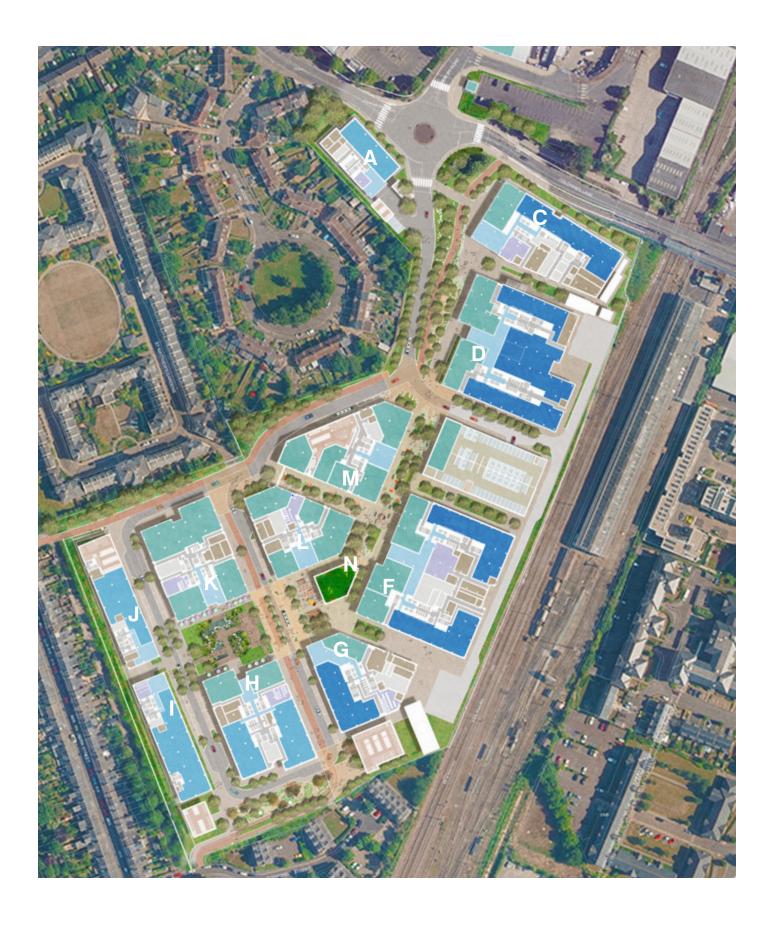
Following a live massing workshop with planning officers a new approach to skyline form was explored which prioritised a more varied form, reduced impact on Coldham's Common and limited points of height visible in long distance views.

### **Plan Changes**

None

- Plot A: Reduce height by 1 storey
- Plot C: Reduce height by 1 storeys
- Plot D: Reduce height by 2 storeys
- Plot F: Increase height by 1 storeys
- Plot G: Increase height by 2 storeys
- Plot H: Reduce height by 1 storeys





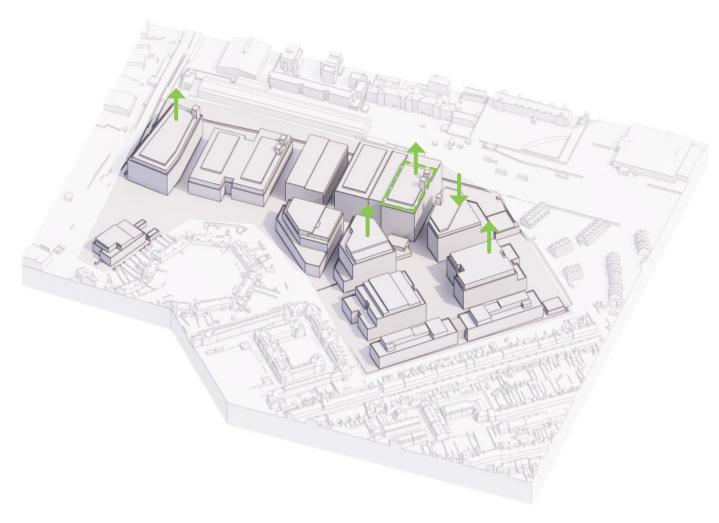
# 6.1 Masterplan Evolution

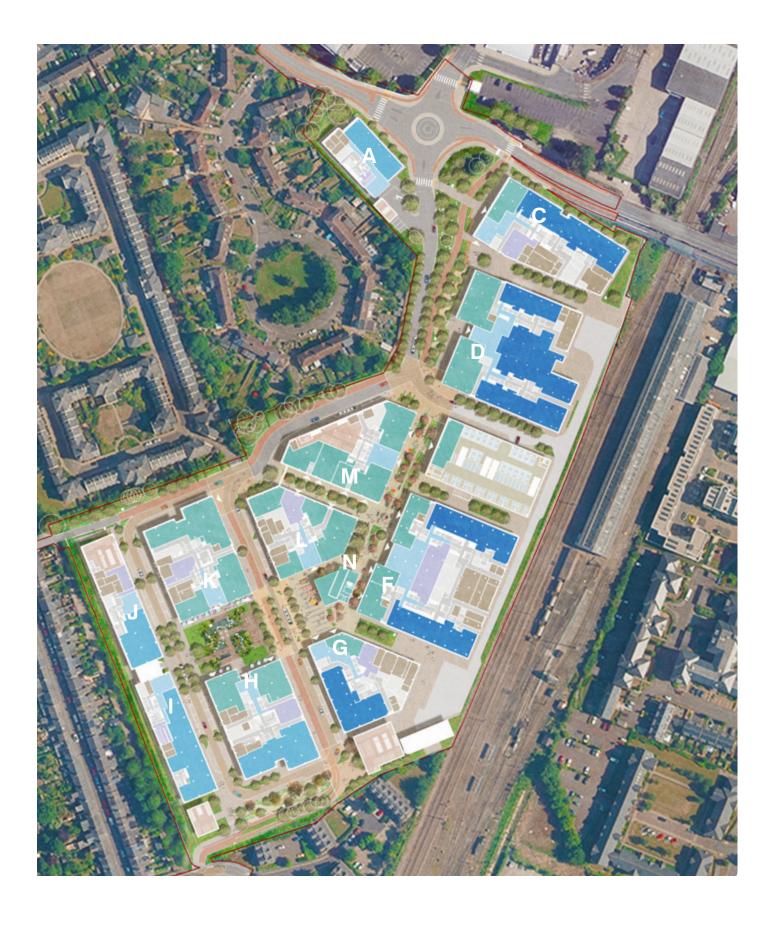
Following the output of the massing workshop it was agreed that while there was some merit in the proposed skyline reshaping, the maximum height of the scheme and wider impact that carried was too great. The final iteration of the scheme aimed to keep the best elements of the workshop while reducing overall visual impact.

#### **Plan Changes**

None

- Plot C: Increase height by 1 storeys
- Plot F: Increase height by 1 storeys with significantly reduced footprint for additional floor
- Plot G: Reduce height by 2 storeys
- Plot H: Increase height by 1 storeys
- Plot L: Increase height by 1 storey

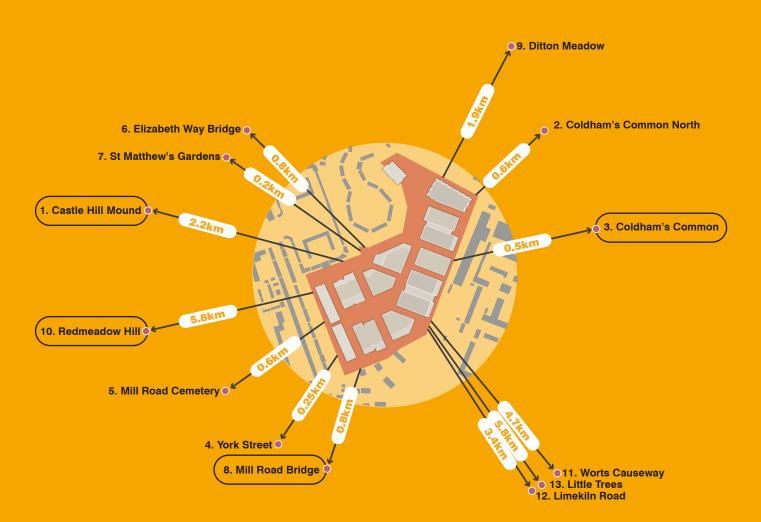




# 6.2 Townscape Evolution

The following pages illustrate the evolution of the skyline of the scheme as a result of the design development described in the previous section

The four views selected to illustrate this are those that were treated with the highest priority due to their potential impacts on local and distant viewpoints and heritage assets.







#### VIEWPOINTS KEY



Site location



Policy viewpoints



Viewpoints from Public Rights of Way (PRoW)



Viewpoints within Conservation Area.



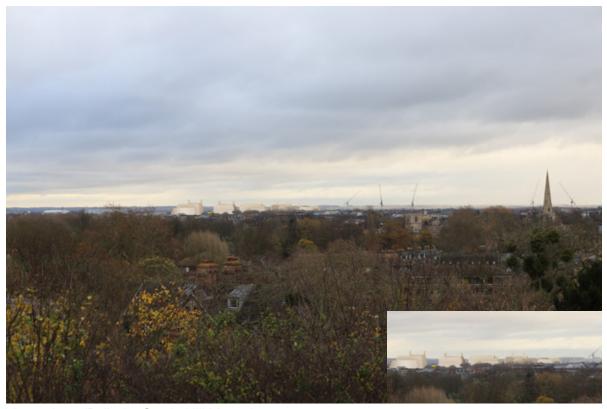
Viewpoints within residential area.



Viewpoints on public highways

# 6.2 Townscape Evolution

# 6.2.1 February 2022 - PPA Pre-app 1



Viewpoint 1 (Policy) - Castle Hill Mound



Viewpoint 8 - Mill Road Bridge







Viewpoint 3 - Coldham's Common



Viewpoint 10 (Policy) - Redmeadow Hill

# 6.2 Townscape Evolution

6.2.2 May 2022 - PPA Pre-app 2



Viewpoint 1 (Policy) - Castle Hill Mound



Viewpoint 8 - Mill Road Bridge

Leonard Design Architects | July 2023 | The Beehive Redevelopment: Design & Access Statement







Viewpoint 3 - Coldham's Common

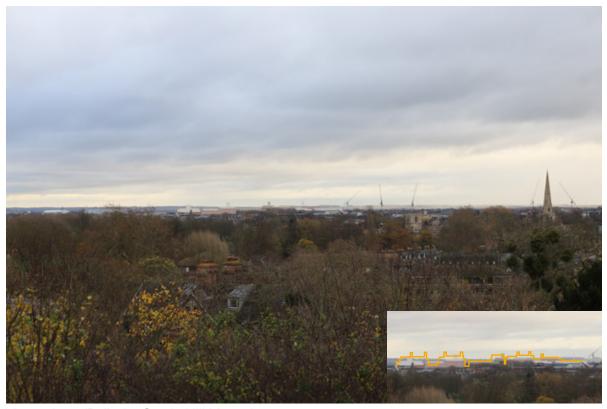


Building Outline PPA Pre-App 1

Viewpoint 10 (Policy) - Redmeadow Hill

# 6.2 Townscape Evolution

# 6.2.3 June 2022 - DRP & Historic England Pre-app 1



Viewpoint 1 (Policy) - Castle Hill Mound



Viewpoint 8 - Mill Road Bridge

Leonard Design Architects | July 2023 | The Beehive Redevelopment: Design & Access Statement







Viewpoint 3 - Coldham's Common



Building Outline PPA Pre-App 2

Viewpoint 10 (Policy) - Redmeadow Hill

# 6.2 Townscape Evolution

# 6.2.4 September 2022 (Combined HE and Planning Officer Workshop)



Viewpoint 1 (Policy) - Castle Hill Mound



Viewpoint 8 - Mill Road Bridge







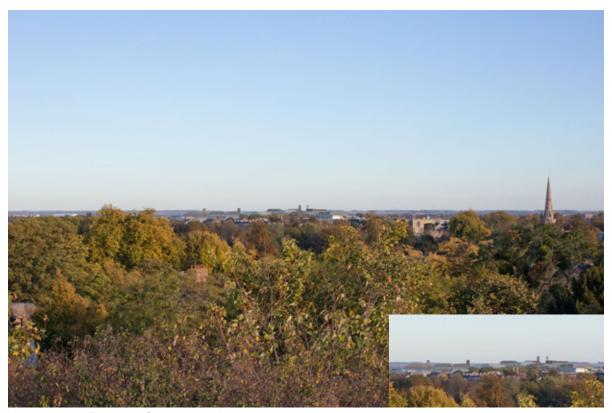
Viewpoint 3 - Coldham's Common



Viewpoint 10 (Policy) - Redmeadow Hill

# 6.2 Townscape Evolution

# 6.2.5 February 2023: PPA Pre-app 3 and Townscape Workshop



Viewpoint 1 (Policy) - Castle Hill Mound



Viewpoint 8 - Mill Road Bridge







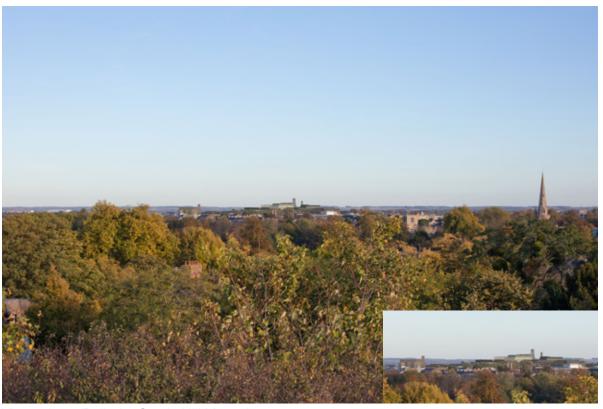
Viewpoint 3 - Coldham's Common



Viewpoint 10 (Policy) - Redmeadow Hill

# 6.2 Townscape Evolution

# 6.2.6 Final Application Scheme



Viewpoint 1 (Policy) - Castle Hill Mound



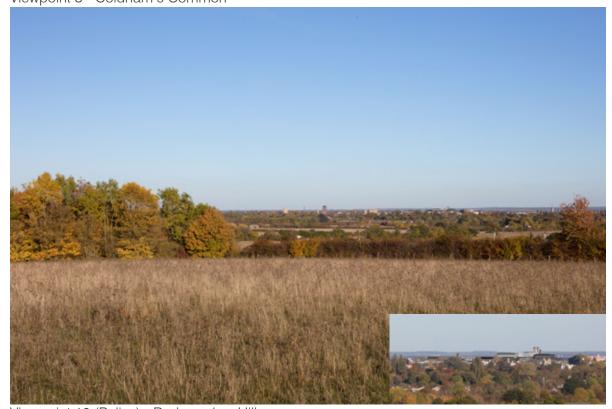
Viewpoint 8 - Mill Road Bridge







Viewpoint 3 - Coldham's Common



Viewpoint 10 (Policy) - Redmeadow Hill

### 6.3 Consultation

#### 6.3.1 Phase 1

The Beehive Centre is one of the largest regeneration projects in the UK right now. It will be a new part of Cambridge and a community for future generations. This is a rare and exciting opportunity and we have been working hard to make sure that everyone benefits from the investment planned.

# Digital Consultation Webinar 1 & 2 21st & 23rd June 2022

Organised for stakeholders, neighbours and members of the public to present the scheme and answer any questions.

These ran for c.1.5hrs each and included a presentation from the team with an opportunity for attendees to ask questions. 68 people attended and 107 questions and comments were posted covering a wide range of topics.

# Local Group Webinars 20th July 2022

Tailored re-runs of the webinar were held with two local groups including Abbey People on 20 July 2022. A meeting with the committee of Coldhams Lane residents Association was arranged with a particular focus on traffic reductions and improvements.

### Thematic Workshops (3) 16th, 23rd & 30th August 2022

Three thematic workshops were organised as a summer series to complement existing engagement. These were on Green Spaces and landscape, youth facilities and community space & ownership. Over 50 stakeholder groups and individuals attended

#### Public Consultation Exhibition 1 16th - 18th June 2022

The proposals were presented to the community at St Barnabas Church on Mill Road, Cambridge.

There was a preview event for councillors and tenants on Thursday 16th June. 225 visitors attended the exhibitions across the two days.

There were 50 postcard comments, 155 post it comments and 374 votes on priorities across the two days.

#### **Other Consultation Activities**

- Stakeholder audit
- Multi-channel contact centre
- Tenant engagement
- 1:1 Meeting programme
- Direct mail to neighbours
- Print advertising
- Local press & social media coverage

#### **Phase 1 Outcomes**

Following phase 1, the overall response to the development proposals was positive. Most stakeholders and residents welcomed the principle of development on this site. That being said, there were emerging and continuing issues raised during the consultation and reporting phases of our engagement and these centred on height, parking and local amenities. The following page outlines the key issues raised and how the development sought to address them.

#### 6.3.2 Phase 2

# Digital Consultation Webinar 3 23rd November 2022

Organised for stakeholders, neighbours and members of the public to present the scheme and answer any questions.

This ran for 1hr and included a presentation from the team with an opportunity for attendees to ask questions. 21 people attended and 43 questions and comments were posted covering a wide range of topics.



# Public Consultation Exhibition 2 24th & 25th November 2022

The proposals were presented to the community at St Barnabas Church on Mill Road, Cambridge.

62 visitors attended the exhibitions across the two days. There were 14 postcard comments, 13 post it comments and 26 votes on priorities across the two days.



#### **Other Consultation Activities**

- Multi-channel contact centre
- Tenant engagement
- Member engagement
- Direct mail to neighbours
- Members briefing 10th November 2022



### 6.3 Consultation

### 6.3.3 Key Issues Raised & Solutions

## Sustainability

Importance of sustainability for Cambridge.

Created a sustainability charter for the development which sets baseline and aspirational targets for sustainability including achieving a minimum of BREEAM Outstanding across 7 of the workplace buildings

### Use

Concern over omission of residential use.

Everyone recognises that this is a key opportunity site and support for science technology & innovation. The omission of housing has kick-started a strong development of a mix of ground floor uses that resulted in the local centre offering.

## Safety

The existing entrances are not of a high standard.

The entrances will be greatly improved over the existing condition in terms of quality of access, openness and quality of space as well as considering security. Improvements have already been made to the current York Street/Rope Walk entrance.

## **Parking**

Total car parking numbers will be reduced from the existing centre, to c. 450 at the time of the second consultation.

The transport strategy is to encourage a mode shift towards sustainable modes of transport with car parking to those who need it.

## Community Use

There is a need for a new community space or equivalent functionality in this part of Abbey Ward. The community are keen for community uses that benefit all user groups, especially the youth.

The ground floor plane has been developed to incorporate a variety of uses for all ages and throughout the week and day and night. The consultation continued to engage stakeholders such as Make Space for Girls to determine the likely users and their needs and how the community facilities may be managed. This informed the design of the character area zones, integrated play features, skate friendly street furniture and landscape, the use-classes of the ground floor and the appropriate tenants.

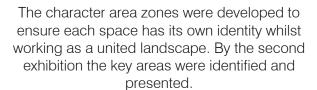
#### Jobs

The feedback from the first phase identified a concern over the types of jobs the development will bring for the local community.

The Volterra report undertaken ensures there will be a varied mix of jobs for all.

### **Green Space**

Support for more green space in the area but concern over the quality of the spaces and the need for them to be intentional and really social.



### **Convenience Retail**

The local community value the affordable and convenience retail, in particular ASDA and the vet, gym, pool & gymnastics. There is a concern over the inclusivity of available facilities.

This is a key consideration that will be achieved through a combination of getting the right ground floor mix for both the workplace and local communities, creating accessible spaces and buildings that accommodate all users. The development will retain the opportunity to relocate Asda and other retailers to the nearby Cambridge Retail Park, which is also in the ownership of the Applicant.

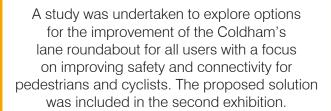
#### **Trees**

Concern over existing trees on the site and the retainment of biodiversity.

The proposal will add significantly more trees onto the site. A comprehensive tree planting plan was created with a focus on tree retention with one example being around the cycle path at Vera's garden. The proposal aims for 100% BNG.

### Coldham's Lane Roundabout

Existing roundabout needs to be improved for cyclist and pedestrian safety.



### **Townscape & Height**

Impact on the building heights and form were evident at both public exhibitions.

Feedback from the consultation events have informed our design codes that will be submitted as part of this application and include guidelines and rules for items including roofscape and materiality. Building heights were amended following the first exhibition to improve townscape appearance and reduce the height of Plots A&D at the north of the site.

### 6.3 Consultation

#### 6.3.4 Community Facilities

# iGlu Powered by Cambs Youth Panel

The iGlu has been designed by the Cambs Youth Panel to create an indoor and outdoor space that is ideal for young people. It will be managed by Cambs Youth Panel and open to all young people offering somewhere to meet friends, to relax and get advice and support in a safe place.

#### The Beehive Makers Lab Powered by Cambridge Science Centre

The Makers Lab at the Beehive will be an energetic hub of activity throughout the day, it will serve as an exceptional and distinctive STEM educational resource nestled in the heart of the vibrant Beehive community. Setting itself apart from conventional educational centres, the Makers Lab offers open-ended, hands-on learning experiences that will go beyond traditional workshops. Cambridge Science Centres committed team of 'Makers' will guide and facilitate all activities, ensuring a truly unique and engaging educational journey.

# Skate the Streets by Cam Skate

Skateboarding is a growing sport and Cambridge is home to the 2019 and 2022 UK Street Skateboarding Champion. We are working with Cam Skate to co-design skatable streets and skatable furniture within the Beehive to support skaters of all abilities, build confidence and raise the profile of skating in the city.



iGlu Powered by Cambs Youth Panel



The Beehive Makers Lab Powered by Cambridge Science Centre



Consultation with Cam Skate, June 2023

#### Inclusive Open Space Powered by Make Space for Girls

Make Space for Girls is working with Railpen to help plan the open space across the development to ensure it is a welcoming and inclusive place for all.

The Make Space for Girls team is working with a group of local young girls and women to investigate the experiences of young girls and women in the local area. This investigation will contextualise their experiences of youth provisioning to inform the youth strategy and open space strategy for the Beehive.



Consultation with Cambridge Youth Panel, April 2023





#### The Community Hub / Pavilion

The Community Hub will offer a range of programmes and activities for all ages. You have told us that the space should be affordable and bring people together to help, learn, exchange skills and fix / make things.

The space itself will be extremely flexible. We know the space will need to be actively managed and a community manager will be appointed to arrange a programme of regular and one-off events like:

- Coding clubs
- An under 5's drop-in
- Homework support clubs
- Art and craft classes
- Tai Chi, line dancing, and yoga
- A repair café

The Community Hub would also be available for hire with discounted rates for local residents and community groups.



The Community Pavilion within the Garden Square

# 6.4 Cambridge 4 C's

### 6.4.1 Community, Connectivity, Climate & Character

Cambridgeshire Quality Charter for Growth set outs the core principles of the level of quality of developments in Cambridgeshire. The development is designed to encompass the 'bigger picture' for the growth of Greater Cambridge. It recognises the importance of embodying the principles of community, connectivity, climate and character to

ensure the development will encourage sustainable communities that can stand the test of time.

Upon consultation with the council, the principles have been embedded throughout the development process from the initial proposals to the final application proposal.

# Community

Creation of a new local centre destination to encourage further utilisation of the site.

Community involvement throughout the process engaging positively and creatively with the local community

A ground floor plane devoted to a strong social infrastructure providing local shops, convenient retail and leisure activities, all day and all week.

The community pavilion building that is designed to be flexible and supportive of everyone in the community.

Greater local jobs for the community in a variety of industries.

# **Character**

Transformation of the site from an expanse of hardstanding to a landscape-led masterplan for leisure, science and community use.

Improved ecology of the site through public spaces, landscaping and engaging facades.

Integrated open spaces with distinct character zone areas within the site.

Distinct characterful areas that define the architectural language to create a variety of buildings within the landscape.

# Connectivity

A mixture of informal green space that provides a nigh-quality and continuous route through the site and stronger interconnectivity to the surrounding context.

A permeable and accessible site for pedestrians and cyclists including those in transit through the site.

Safer entrances and journey through the site through landscape improvements and connections.

# **Climate**

Retain and significantly enhanced tree and landscape planting for a high BNG.

Mode shift towards sustainable modes of transport, evenly distributed cycle parking and consolidated car parking to prioritise cyclists and pedestrians.

BREEAM Outstanding with the remainder achieving a minimum of Excellent.

A fabric first approach to high performance buildings to reduce energy use.

#### Community

Community pavilion designed for flexibility and local community use.

#### Connectivity

New public transport bus stop, integrated cycle lanes and prioritised pedestrian routes.

#### Climate

Rainwater harvesting that provides a natural water feature for the site.

#### Character

Characterful zones within the landscape that work in conjunction with the character areas and architecture.

#### Character

Engaging facades that respond to the public realm and encourage internal-external activity.

#### Community

Mixture of local shops for everyone and all budgets across the ground floor plane.

#### Climate

Retain and significantly enhanced tree and landscape planting for a high BNG.

#### Connectivity

Central route through the site with a mixture of green space that is permeable and accesible.

