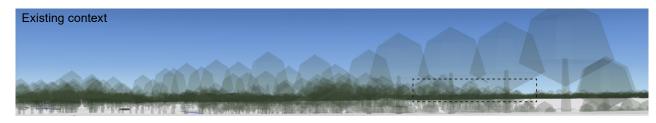
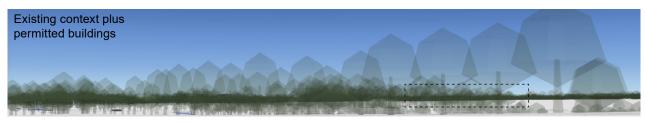
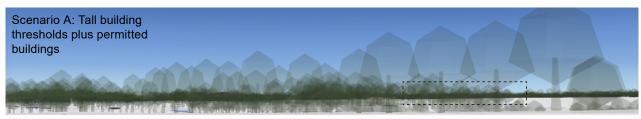
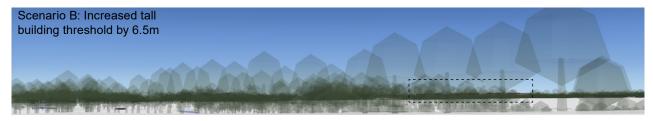
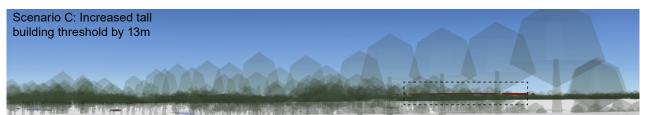
Dynamic View O - Granchester Common 1











Relation to the Area of Search:

View O is situated in Granchester Common, which is 4.3km to the southwest of the site. The Area of Search may be visible between the trees in the backdrop of the open landscape.

Impact assessment:

Scenario A (19m):

no discernible impact.

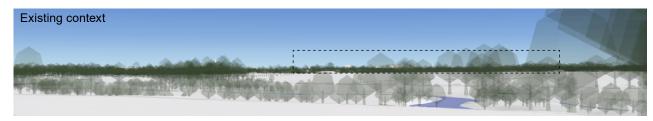
Scenario B (25.5m):

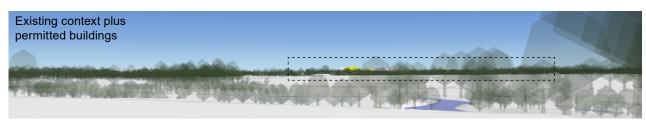
negligible impact.

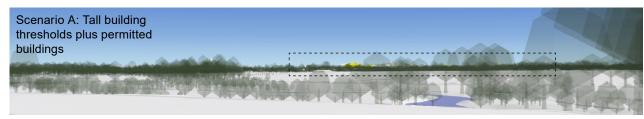
Scenario C (32m):

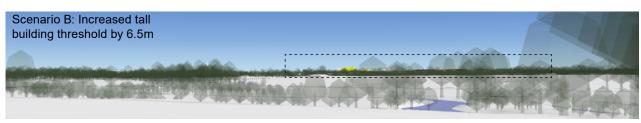
moderate impact in parts of the area.

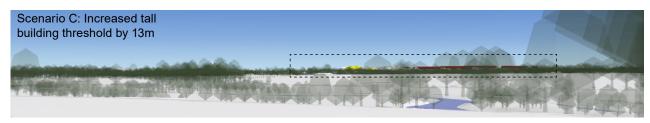
Dynamic View P - Granchester Meadow 2











Relation to the Area of Search

View P is situated in Granchester Meadow, which is 2.3km to the southwest of the site. The Area of Search may be visible above the roofscape and tree canopy in the backdrop of the open landscape view.

Impact assessment:

Scenario A (19m):

no discernible impact.

Scenario B (25.5m):

negligible impact.

Scenario C (32m):

significant impact in parts of the area.

VIEW ASSESSMENT - CLIFTON ROAD

Strategic View	Sensitivity	Scenario A (19m):	Scenario B (25.5m):	Scenario C (32m):
A - Strategic View	Highly Sensitive	negligible impact	moderate impact in parts of the area - development in the northern part may become visible above the roofscape and treeline, but well below the horizon line, and it may blend in with the wider development context. Development in the central and southern part is largely hidden by existing development and tree cover.	significant impact - development in the northern part may rise prominently above the roofscape and treeline and get notably close to the horizon line. In the southern part, development may actually break the horizon line. Together with the taller buildings to the west of the station, this development crowds the backdrop to the historic core with modern buildings, which detracts from its character and setting. Only development in the centre of the site, largely screened by the station development, will have little to no impact in this view.
B - Strategic View	Highly Sensitive	no discernible impact - due to distance of area of search	no discernible impact - due to tree cover	significant impact in parts of the area - development in the northern part of the Area of Search appears in-between trees or above the treeline, potentially crowding the back of the intricate roofscape and urbanising the view.
J - Strategic View	Highly Sensitive	negligible impact	significant impact in parts of the area - development in the northern part of the Area of Search may obstruct views to the existing roofscape and potentially urbanise the skyline. Development in the central and southern parts of this Area of Search may blend in with the higher development to the west and south of the station.	significant impact - development would be prominently visible on the skyline, interfere with views to historic landmarks, and may affect the character of the skyline.
E - Strategic View	Sensitive	negligible impact - development blends in with similar height development to the back	significant impact in parts of the area - development in the northern and southern part of the area may become a notable feature in the foreground of the historic core, stand prominently against the tree cover and horizon line, have an urbanising effect, and detract from the character of this view. Only in central parts may they blend in with the higher development to the west of the station.	significant impact - development in all parts of the Area of Search will rise above the horizon line and form a prominent skyline feature that interferes with the character of the historic core skyline and its landmarks.

Strategic View	Sensitivity	Scenario A (19m):	Scenario B (25.5m):	Scenario C (32m):
F - Strategic View	Sensitive	negligible impact - development blends in with similar height development to the back	significant impact in parts of the area - development in the northern and southern part of the area may become a notable feature in the foreground of the historic core and detract from the city centre roofscape and landmarks. Only in central parts may it have limited impact as it blends in with the higher development to the west of the station.	significant impact - development in all parts of the area would be prominently visible, provide a new skyline feature in the foreground of the historic centre and/or its setting, and detract from the ensemble of historic landmarks, their setting, and the character of this view.
I - Strategic View	Sensitive	negligible impact - development blends in with similar height development in the background	significant impact in parts of the area - development in the northern part may appear in front of some historic landmarks and the historic core roofscape and may have an urbanising effect on the leafy skyline. Further south, development may visually blend in with the generally raised development west of the station.	significant impact - development in the northern part would be prominently visible, detract or block views to above historic landmarks, and break the skyline. In the central part, development would provide a notable skyline feature that may blend in with the raised height around the station. Further south, this scenario may interfere with the horizon line and create an overly dominating accent.
K - Strategic View	Sensitive	negligible impact - development blends in with similar height development in the background	moderate impact - development will provide a moderate new skyline feature visible above the treeline against the sky. It adds to the cumulative impact of existing tall development west and south of Cambridge Station but does not alter significantly the character of this view.	moderate impact - development will provide a prominent new skyline feature that will be visible above the treeline against the sky. However, this is set further away from the Church of Our Lady and the English Martyrs, which remains the prominent skyline feature.
O - Dynamic View	Sensitive	no discernible impact	negligible impact - Development in the southern part of the area marginally rises above the roofscape, but due to intense vegetation, this is unlikely to have any impact on the landscape character of the area.	marginal impact in parts of the area - Development in the southern part of the area rises above the roofscape and may become visible in between trees. This could provide a minor urban intrusion into the unspoilt landscape character of this view.
P - Dynamic View	Sensitive	no discernible impact	negligible impact - Development in the southern part of the area marginally rises above the roofscape, but due to intense vegetation, this is unlikely to have any impact on the landscape character of the area.	significant impact in parts of the area - Development in the southern and central part of the area rises above the roofscape and may become visible in between trees. This may provide a notable intrusion with modern buildings into the open landscape character. Cumulatively, it will add to the impact already caused by the tall development to the west and south of the station.

SUMMARY AND RECOMMENDATIONS - CLIFTON ROAD

This Area of Search is located in close proximity to the historic core. In many strategic views tall development may appear in the foreground or immediate backdrop of landmarks in the historic core. As such the area is sensitive to greater height.

Testing of relevant strategic views indicate the following impacts:

Scenario A (19m) - Minimal Impact

Strategic Views (Highly Sensitive):

- Views A, B, J experience negligible or no discernible impact due to distance or tree cover.
- Views E, F, I, K (Sensitive) indicate that development blends with existing buildings and remains backgrounded by similar height structures.

Dynamic Views (Sensitive):

 Views O, P report no discernible or negligible impact, as development is largely obscured by vegetation and roofscapes.

Location of Impact:

 Development is hidden by tree cover and existing buildings, ensuring minimal disruption to historic skyline views.

Scenario B (25.5m) – Significant Impact in Parts of the Area

Strategic Views (Highly Sensitive):

- View A sees moderate impact, with development in the northern part becoming visible above the roofscape and treeline, though still well below the horizon.
- View J experiences a significant impact in the northern part, where development may obstruct the existing roofscape and urbanise the skyline.
- View B remains unaffected due to tree cover.

Strategic Views (Sensitive):

- View E, F, I show significant impact in parts of the area, especially in the northern and southern sections, where development becomes a noticeable feature against the historic core.
- View K sees a moderate impact, with new skyline elements becoming visible above the treeline but not overpowering key landmarks.

Dynamic Views (Sensitive):

 View O remains minimally affected due to vegetation screening. View P sees moderate impact, as development in the southern part rises above the roofscape, marginally affecting the open landscape character.

Location of Impact:

 Northern and southern parts experience the most visible changes, where development starts to interact with the treeline and roofscape, though not yet breaking the horizon

Scenario C (32m) - Significant Impact

Strategic Views (Highly Sensitive):

- View A now sees significant impact, with northern development rising prominently above the roofscape and approaching the horizon. The southern part may even break the skyline, crowding the backdrop of the historic core.
- View J experiences significant impact, with skyline obstructions and urbanisation affecting the character of the historic core.
- View B now reports a significant impact, as development becomes visible between trees, crowding the intricate roofscape.

Strategic Views (Sensitive):

- Views E, F, I show strong skyline alteration, with development rising above the horizon line and interfering with historic landmarks.
- View K experiences a prominent new skyline feature, altering the background but maintaining distance from key landmarks.

Dynamic Views (Sensitive):

- View O now has a marginal impact, as development starts to peek through tree cover.
- View P sees a significant impact, with modern buildings rising above the roofscape, intruding into the open landscape character.

Location of Impact:

- Northern and southern areas experience the most prominent skyline changes, breaking the horizon line and significantly altering the visual character of Cambridge's historic views.
- Central parts remain less affected due to existing screening from the station area.

Overall Summary

Scenario A (19m): Minimal impact, with development largely hidden or blending in with existing structures.

Scenario B (25.5m): Significant Impact in the southern and northern parts of the area is noted in a number of key views (J, E, F and I) where development becomes a noticeable feature against the historic core or affect its setting.

Scenario C (32m): Significant impact, with skyline alterations, urbanisation of historic backdrops, and interference with verdant views and key landmarks.

Recommendations

- Generally height is safe and should remain below the tall building threshold of 19m.
- In the central part of the area, individual, finely grained development with a height of up to 25.5 metres may be permissible, provided that comprehensive testing demonstrates no detrimental impact on views towards the historic core skyline and that the character of the skyline in these views is retained. Large monolithic

- buildings, or the clustering of multiple buildings at this height, should be avoided.
- Principally development of such height should blend in with existing skyline features, for example by visually clustering amongst buildings of increased height to the west and south of the station, and individually avoid creating stark new skyline accents of significant mass.
- The cumulative height scape of development should be comprehensively planned and tested through a masterplanning process, and fixed through parameter plans in local planning frameworks or by outline planning permission.
- Development significantly above 25.5m are not recommended in this area due to the significant impact this may have on views to the historic skyline, and the cumulative impact with existing taller buildings that would have an urbanising effect to the overall skyline character.



2.3 Area of Search - Newmarket Road | Cambridge Retail Park I Grafton Centre

THE AREA

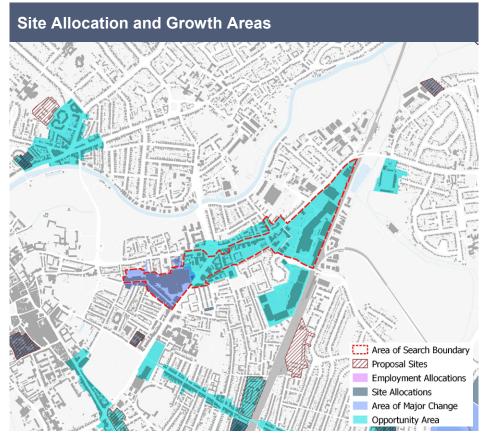
The Area of Search includes Cambridge Retail Park and the existing Grafton Shopping Centre along Newmarket Road.

Historically, Newmarket Road, an ancient route, served as the primary eastern gateway to the City Centre. Once a major industrial hub, it housed a brick and tile works supplying local building materials throughout the 19th and 20th centuries. Cambridge Retail Park, built between 2000 and 2007, features prominent retail outlets and several food establishments. The Grafton Centre, over thirty years old, is one of Cambridge's three main shopping centres, with amenities such as a five-bay bus stop, a food court, a cinema, and two multi-storey car parks. Unusually, it also includes council flats along its western and northern edges.

The area along Newmarket Road is proposed as two new opportunity zones under the emerging local plan, characterised by low-density, large-scale retail uses with extensive surface parking. Meanwhile, the Fitzroy, Burleigh Street, and Grafton area is designated in the Cambridge Local Plan as an "area of major change," identified for potential retail, leisure, and residential development.



Birds eye View of the Area © Google Earth

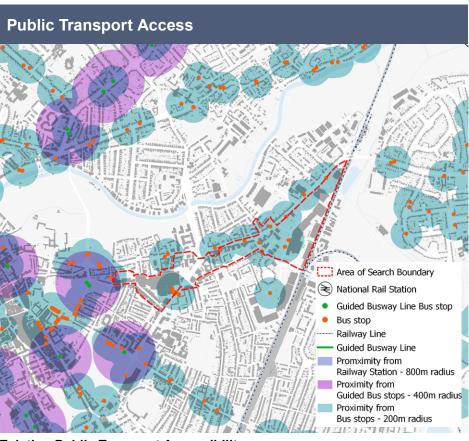


Site Allocations and Growth Areas

Part of the site to the west lies within the The Fitzroy, Burleigh Street & Grafton Area of Major Change (S/AMC/Policy 21) as per Local Plan 2018, which supports expansion and/or redevelopment for retail and leisure use, with residential and student accommodation on upper floors. It is also identified as the primary focus for

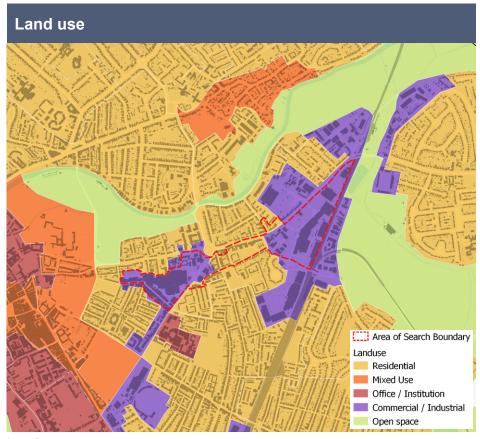
providing additional comparison (non-food) retail in the city centre.

The eastern part of the site is designated as the opportunity areas Eastern Gate Opportunity Area (Policy S/OA/policy 23) and the Newmarket Road Retail Park Opportunity Area (Policy S/OA/site NR).



Existing Public Transport Accessibility

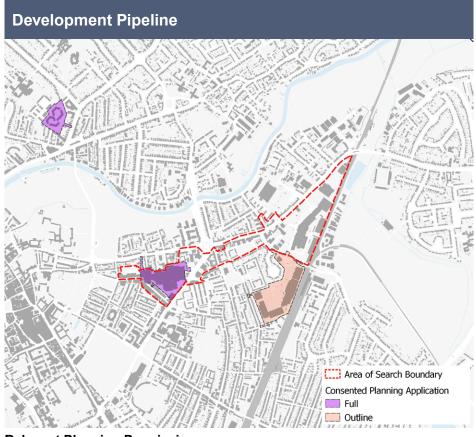
The west of the Area of Search is accessible from the guided busway, while the majority of the site to the east is well-served by local bus services along East Road, Newmarket Road, and Coldhams Lane, linking the Grafton Centre and Cambridge Retail Park to the broader Cambridge City area and beyond.



Land use

In the east the Area of Search comprises the Cambridge Retail Park, which accommodates a variety of commercial and storage uses. It is currently home to several prominent retailers, including Lidl, Sports Direct, Homebase, Currys, Sofology, Dunelm, and Boots, as well as food

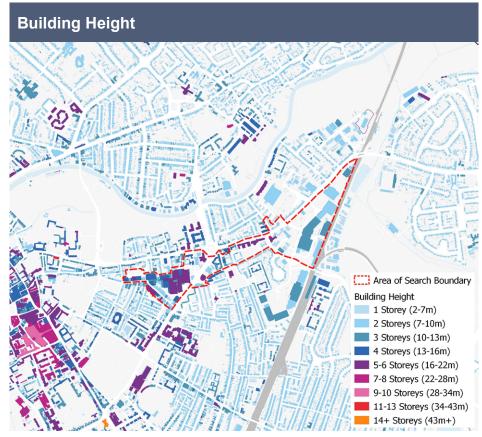
and beverage outlets such as Starbucks, Nando's, and Pizza Hut. To the west lies the Grafton Centre, which features a cinema, a food court, and two multi-storey car parks. Residential developments are located along Newmarket Road, between the Grafton Centre and the Retail Park.



Relevant Planning Permissions

Emerging - Decision awaited:

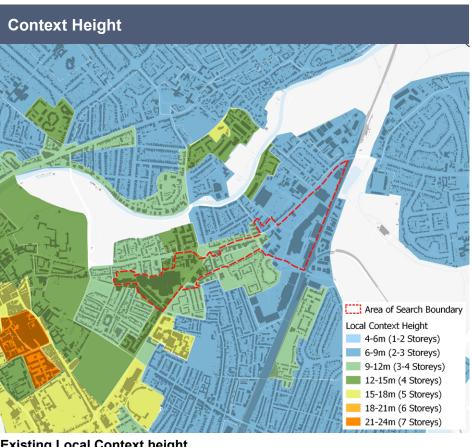
- The Grafton Centre,
 (23/02685/FUL) Part demolition and
 refurbishment of the Grafton
 Centre to create a new
 urban facility for life science
 use' providing a new hotel
 and leisure quarter along
 with public realm and
 landscape improvements.
- Beehive Centre, Coldhams
 Lane (23/03204/OUT)
 Outline application for
 the demolition of existing
 buildings and structures and
 redevelopment of the site
 for a new local centre, open
 space and employment
 (office and laboratory)
 floorspace.



Existing Building Heights

Most developments within the Areas of Search range from 2 storeys (7-10 m) to 5-6 storeys (16-22 m) in height. Building heights increase towards the west, approaching the historic core. Adjoining areas to the north, south and east are generally lower height, ranging from 2-3 storeys (7-13m). The exception is

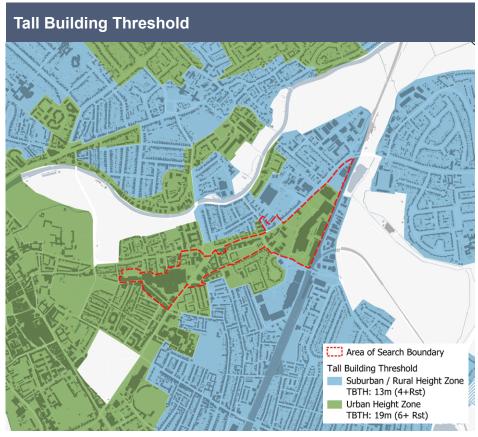
the area west of Elizabeth Way where heights range between 4 and 6 storeys (13-22m).



Existing Local Context height

The surrounding area comprises a range of Local Context Heights, with context heights ranging between 6-9m (2-3 storeys) to 12-15m (4 Storeys). Context Heights are greater to the west and north of the Area of Search and lower in the east.

In the west of the Area of Search, primarily the Grafton shopping centre, building heights ranges between 15-18m (5 storeys). While, in the east of the area of search, the context is quite modest, with context height between 6-9m (2-3 storeys).

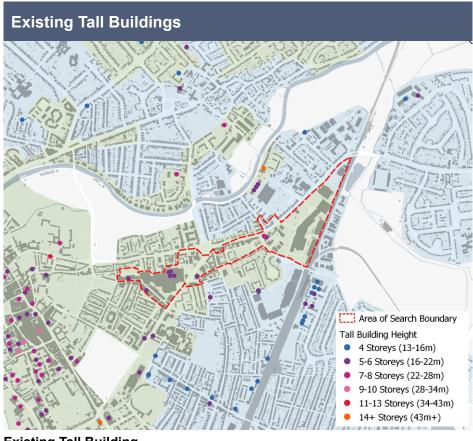


Tall Building Threshold

The Area of Search has been identified as part of the Urban Height Zone. This increases the height band towards the east of the area from the existing context heights to an average of 15-18m (5 storeys) so as to reflect on the opportunity of the area and continuous height context along

the Newmarket road between the Grafton shopping centre and the Retail Park.

The tall building threshold for the Areas of Search are 19m and 13m respectively.



Existing Tall Building

Currently, there are five tall structures in the area that exceed the designated tall building threshold, the tallest is the Premier Inn hotel, standing at 22.3 meters. There are few tall structures in the surrounding area, with the only concentration of tall buildings located along Cromwell Road

to the southeast. The tallest structure in the area is the chimney of the Cambridge Museum of Technology (53m) to the north of the site.



Heritage Designations

The site does not contain any conservation areas, however there are three Grade II listed structures within the area:

- 17 Fitzroy Street
- 247 Newmarket Road
- Cambridge Gas Company War Memorial

The area borders or is in close proximity to several conservation areas, including Riverside and Stourbridge Common, The Kite, and Mill Road conservation area. There are also few Grade II* & II Registered Park and Gardens in proximity to the area of search, likely the Emmanuel

College, Christ's College and Mill Road Cemetery, located to the west and south of the site.

Heritage assets include one Grade I Listed Building, two Grade II* Listed Buildings, and several Grade II* and locally listed buildings nearby.