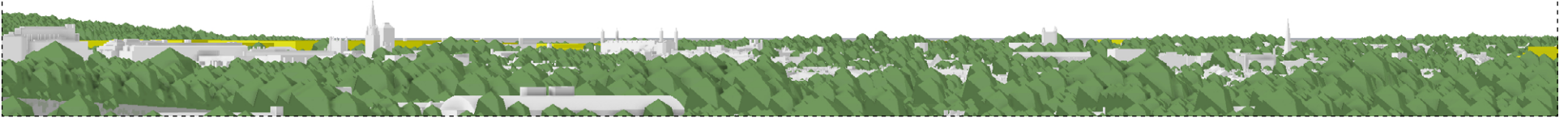


Magnified view onto the historic core

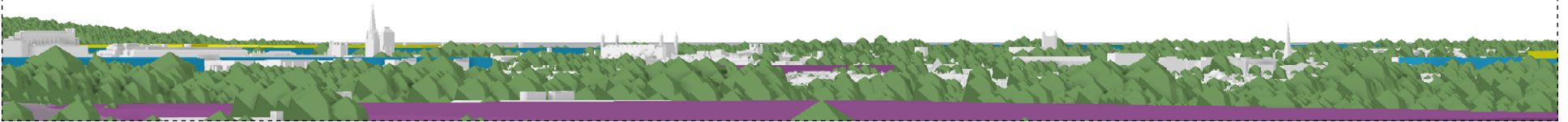
Existing context



Existing context plus permitted buildings



Scenario A: Tall building thresholds plus permitted buildings



Scenario B: Increased tall building threshold by 6.5m



Scenario C: Increased tall building threshold by 13m



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STRATEGIC VIEW K - LITTLE WIBRAHAM ROAD OVER A14

Very long range glimpsed view - Sensitive

Relation to the historic core:

No part of the Area of Search is situated in front of historic core landmarks in this view.

Description of visual sensitivity:

A largely obscured view, dominated by trees lining the A14. The skyline is very subtle from this viewpoint, with few buildings contrasting against the horizon. The spire of the Church of Our Lady and the English Martyrs is highly prominent in the landscape, commanding significant attention due to its size, despite the distance.

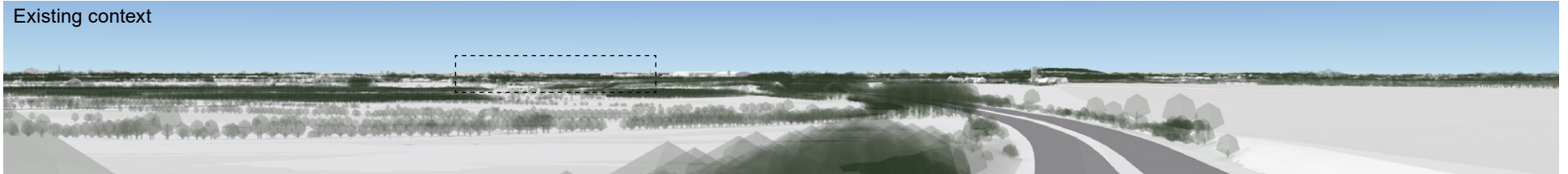
Impact assessment:

- **Scenario A (19m):**
negligible impact - development blends in with similar height development in the background
- **Scenario B (25.5m):**
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.
- **Scenario C (32m):**
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.

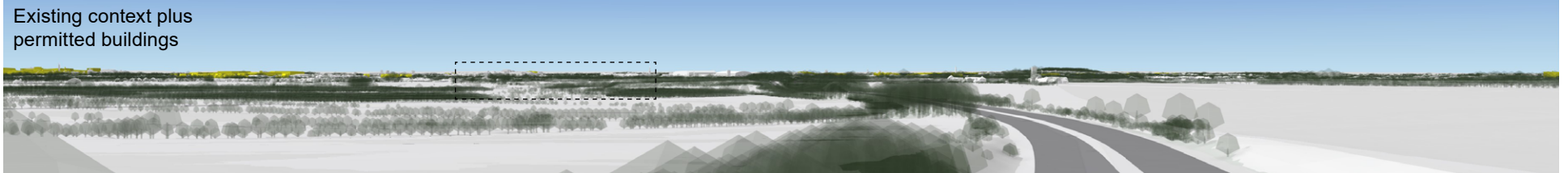
Strategic View K - Little Wibraham Road over A14

Very long range glimpsed view - Sensitive

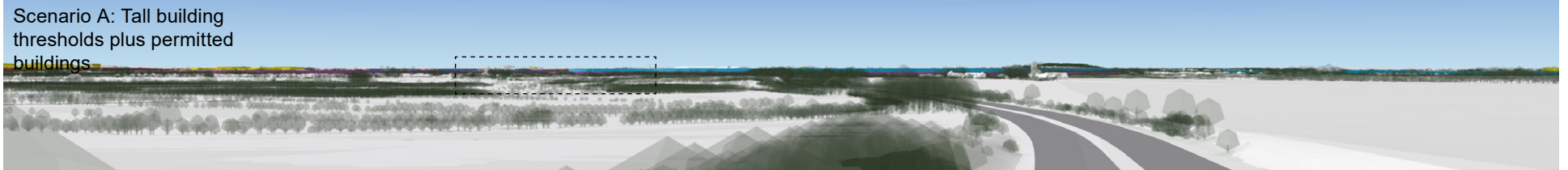
Existing context



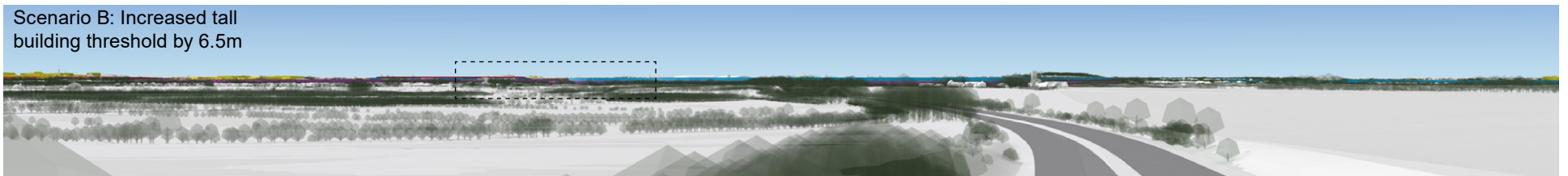
Existing context plus permitted buildings



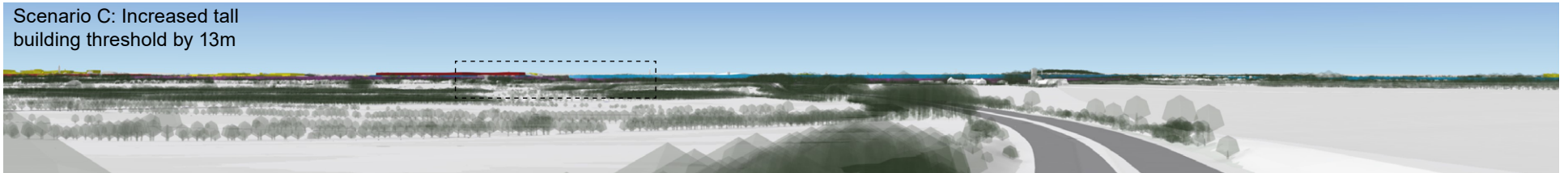
Scenario A: Tall building thresholds plus permitted buildings



Scenario B: Increased tall building threshold by 6.5m



Scenario C: Increased tall building threshold by 13m

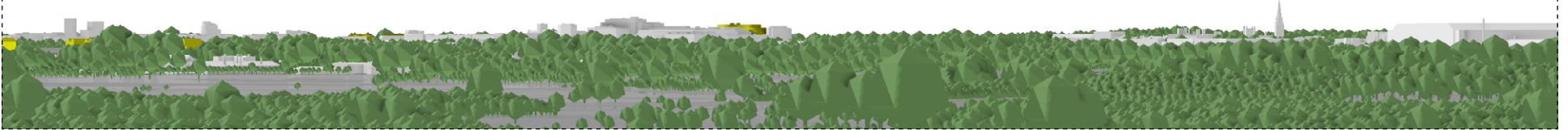


Magnified view onto the historic core

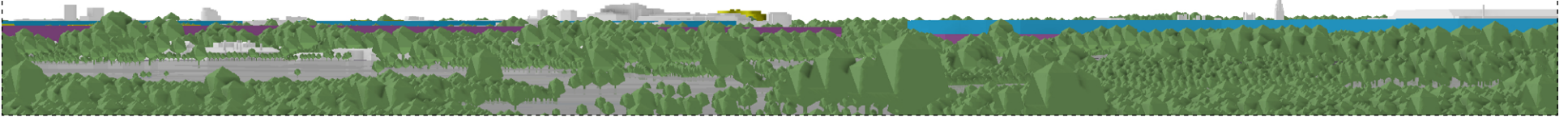
Existing context



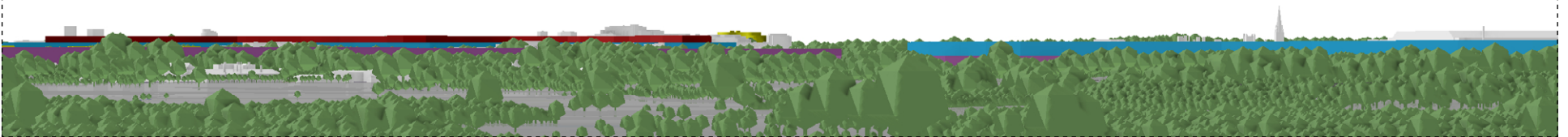
Existing context plus permitted buildings



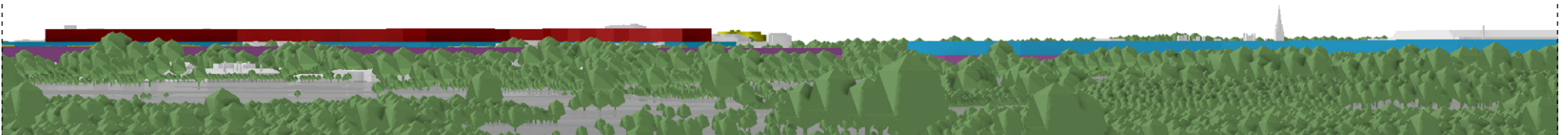
Scenario A: Tall building thresholds plus permitted buildings



Scenario B: Increased tall building threshold by 6.5m



Scenario C: Increased tall building threshold by 13m



DYNAMIC VIEW O - GRANTCHESTER COMMON 1

Relation to the Area of Search:

View O is situated in Grantchester 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):**

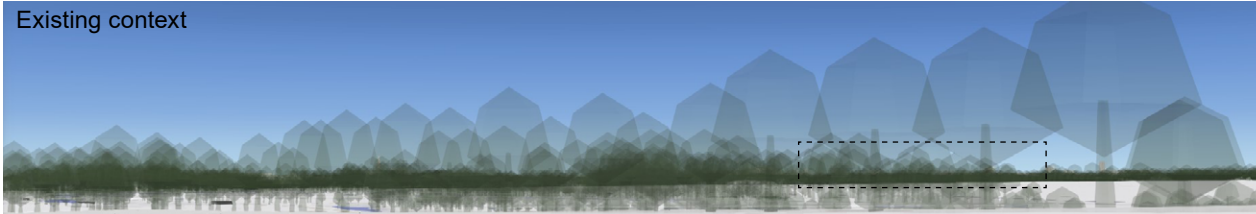
negligible impact - Development in the southern part of the area marginally rises above the roofscape, but due to intense vegetation, this is unlikely to have any impact on the landscape character of the area.

- **Scenario C (32m):**

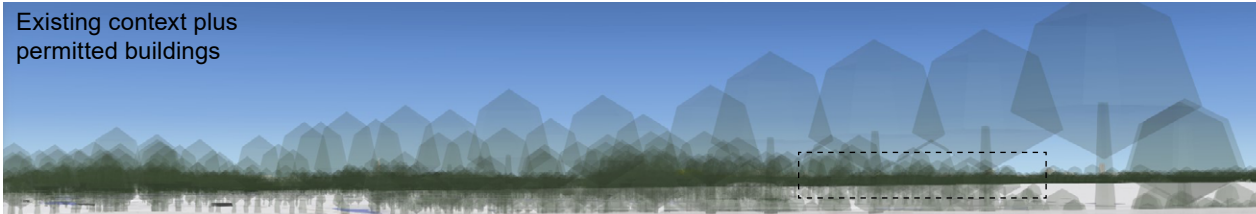
marginal impact in parts of the area - Development in the southern part of the area rises above the roofscape and may become visible in between trees. This could provide a minor urban intrusion into the unspoilt landscape character of this view.

Dynamic View O - Granchester Common 1

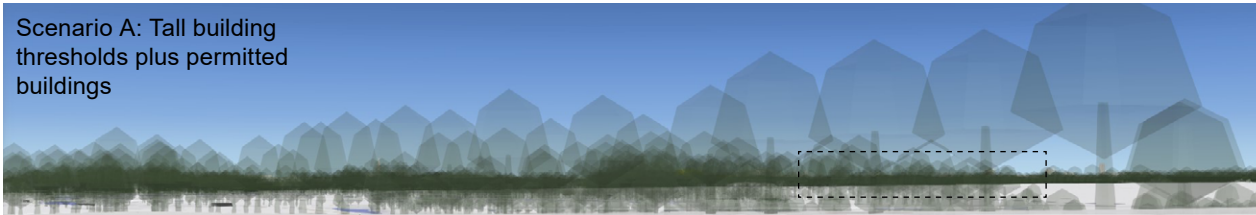
Existing context



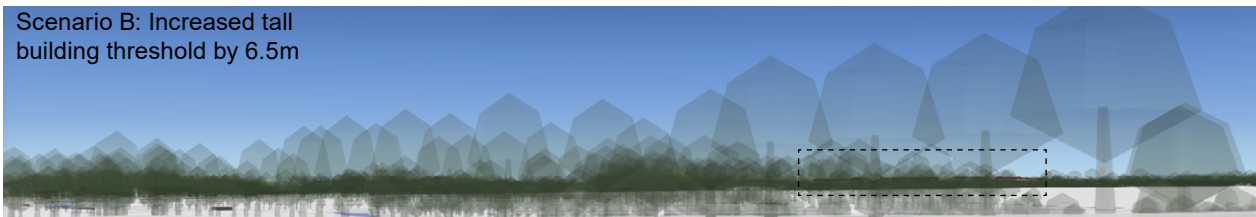
Existing context plus permitted buildings



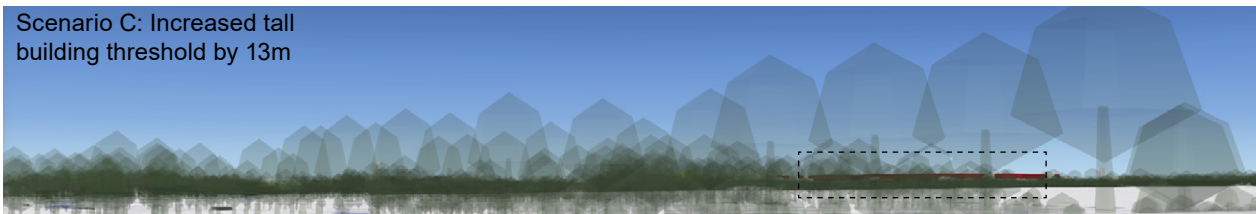
Scenario A: Tall building thresholds plus permitted buildings



Scenario B: Increased tall building threshold by 6.5m



Scenario C: Increased tall building threshold by 13m



DYNAMIC VIEW P - GRANTCHESTER MEADOW 2

Relation to the Area of Search

View P is situated in Grantchester 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):**

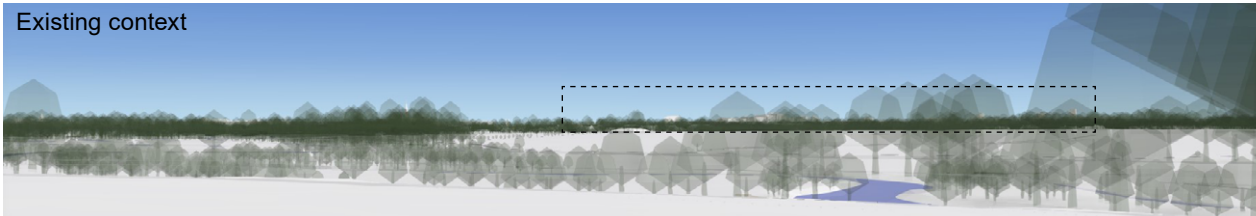
negligible impact - Development in the southern part of the area marginally rises above the roofscape, but due to intense vegetation, this is unlikely to have any impact on the landscape character of the area.

- **Scenario C (32m):**

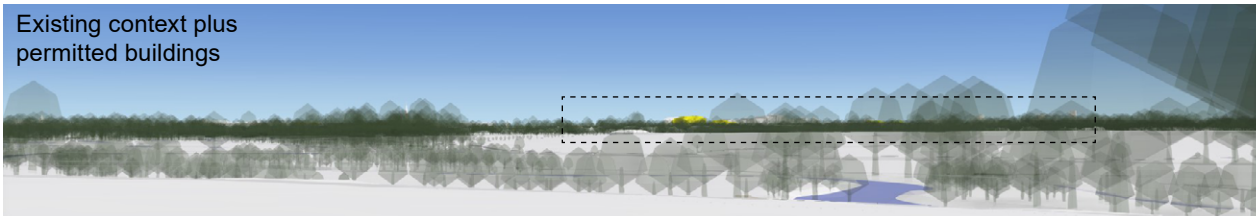
significant impact in parts of the area
- Development in the southern and central part of the area rises above the roofscape and may become visible in between trees. This may provide a notable intrusion with modern buildings into the open landscape character. Cumulatively, it will add to the impact already caused by the tall development to the west and south of the station.

Dynamic View P - Granchester Meadow 2

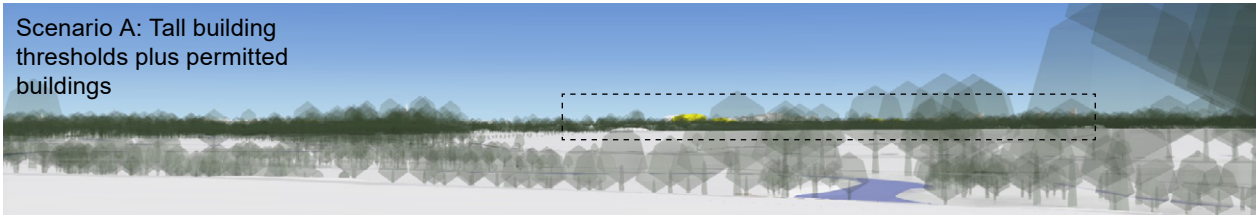
Existing context



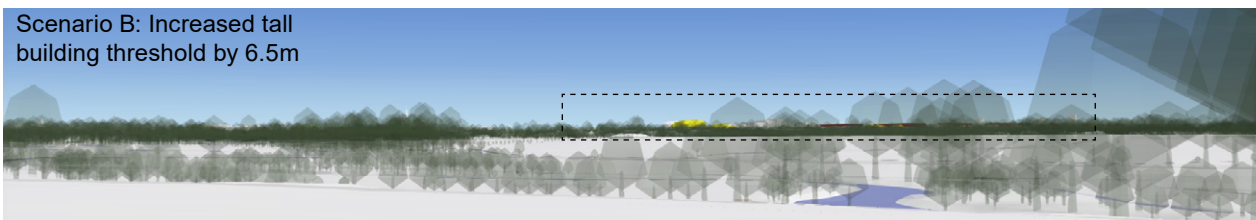
Existing context plus permitted buildings



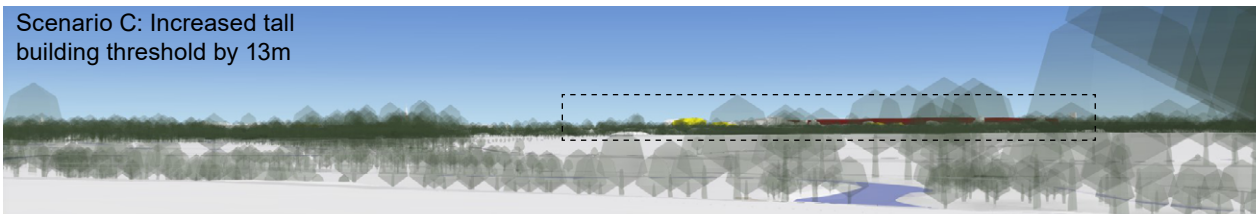
Scenario A: Tall building thresholds plus permitted buildings



Scenario B: Increased tall building threshold by 6.5m



Scenario C: Increased tall building threshold by 13m



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.



Aerial View of the Area © Bing Maps

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

THE AREA

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

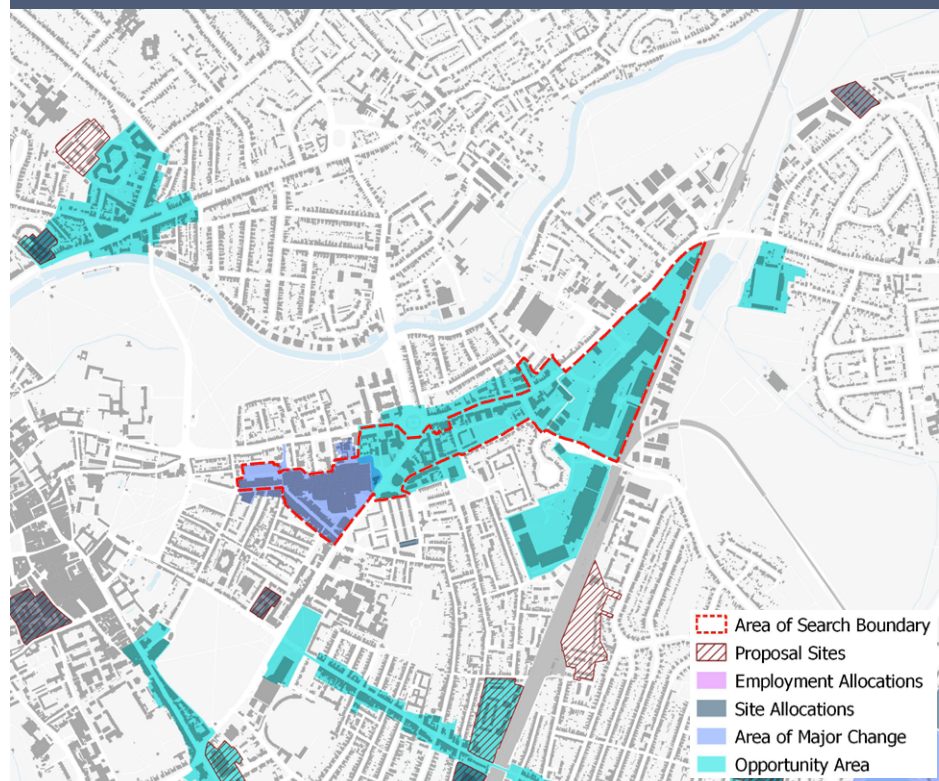
Historically, Newmarket Road, an ancient route, served as the primary eastern gateway to the City Centre. Once a major industrial hub, it housed a brick and tile works supplying local building materials throughout the 19th and 20th centuries. Cambridge Retail Park, built between 2000 and 2007, features 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 Allocation and Growth Areas



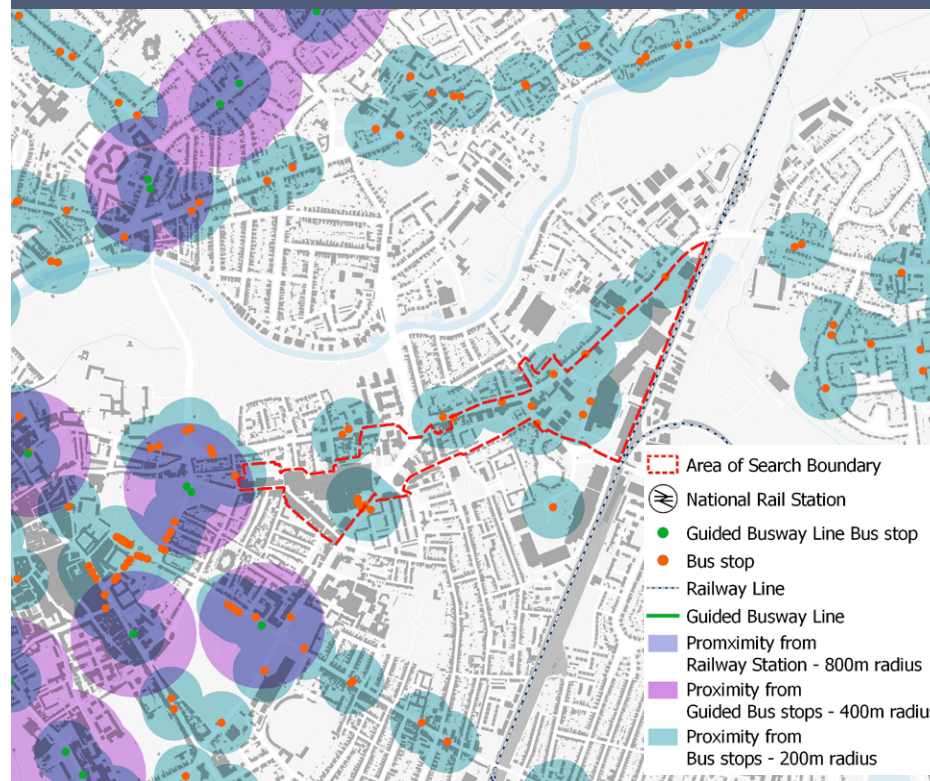
Site Allocations and Growth Areas

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).

Public Transport Access

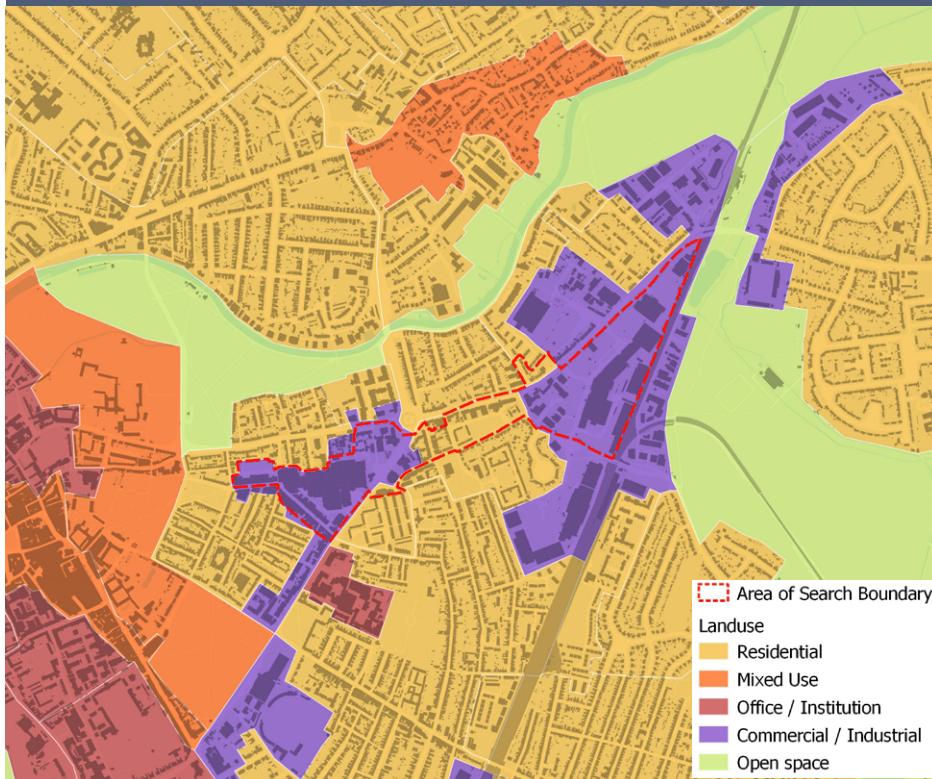


Existing Public Transport Accessibility

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

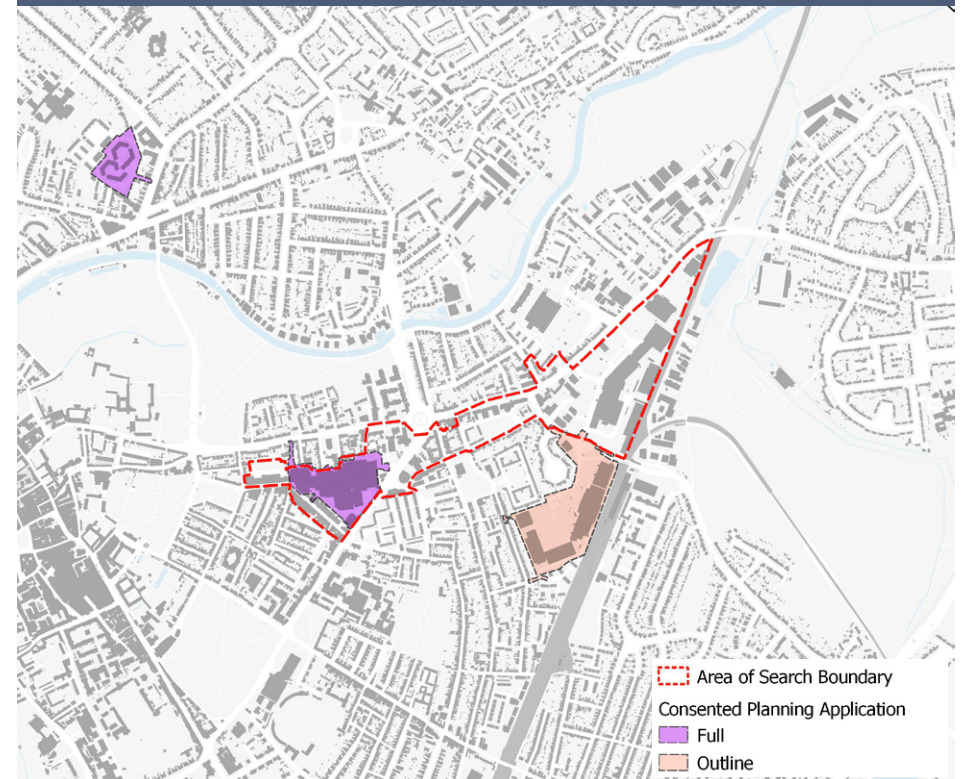


Land use

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.

Development Pipeline



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.