the front remains dominated by car parking

the villas remain unrefurbished

the gardens remain largely hard-standing and car parking

HILLS ROAD

STATION ROAD

Existing site plan

Scenario 2

Retention of the Salisbury Villas with new development to the rear

This scenario retains and refurbishes the Salisbury Villas, with larger new building placed in the back gardens. This would create flexible, new-build floor space across medium-sized floor plates, in an attractive environment with a unique character.

Layout

The new buildings, likely commercial in use, would be free-standing, but connected to the villas through linking elements. Building footprints could vary to allow some of the more significant trees to be retained.

The existing villas could be refurbished to comprise reception rooms, meeting rooms, break out spaces, celluar offices and other supporting facilities.

Access

Entrances to the new buildings could be in-between the existing villas. Linking elements with stairs and lifts could serve both the new buildings and the existing villas, potentially making them fully accessible. There is also an opportunity for a building to front on to Tenison Road, potentially incorporating an entrance.

Building height

The new buildings might rise to 4 or 5 storeys, but incorporating lower elements at the rear to mitigate the impact on the neighbouring residential properties. Basements could be introduced to gain floor space.

Public realm

The forecourt area would comprehensively re-landscaped as a new linear public space with all the lime trees along Station Road retained.

- **up to 16,000m² of floor space**

- **3,000m² of public realm**

- **up to 1,250 jobs**[1]

- **£75m capital investment**[1]

- **£65.7m GVA**[2]
  (how much each person adds to economy)

- **0.19 carbon per person**[3]
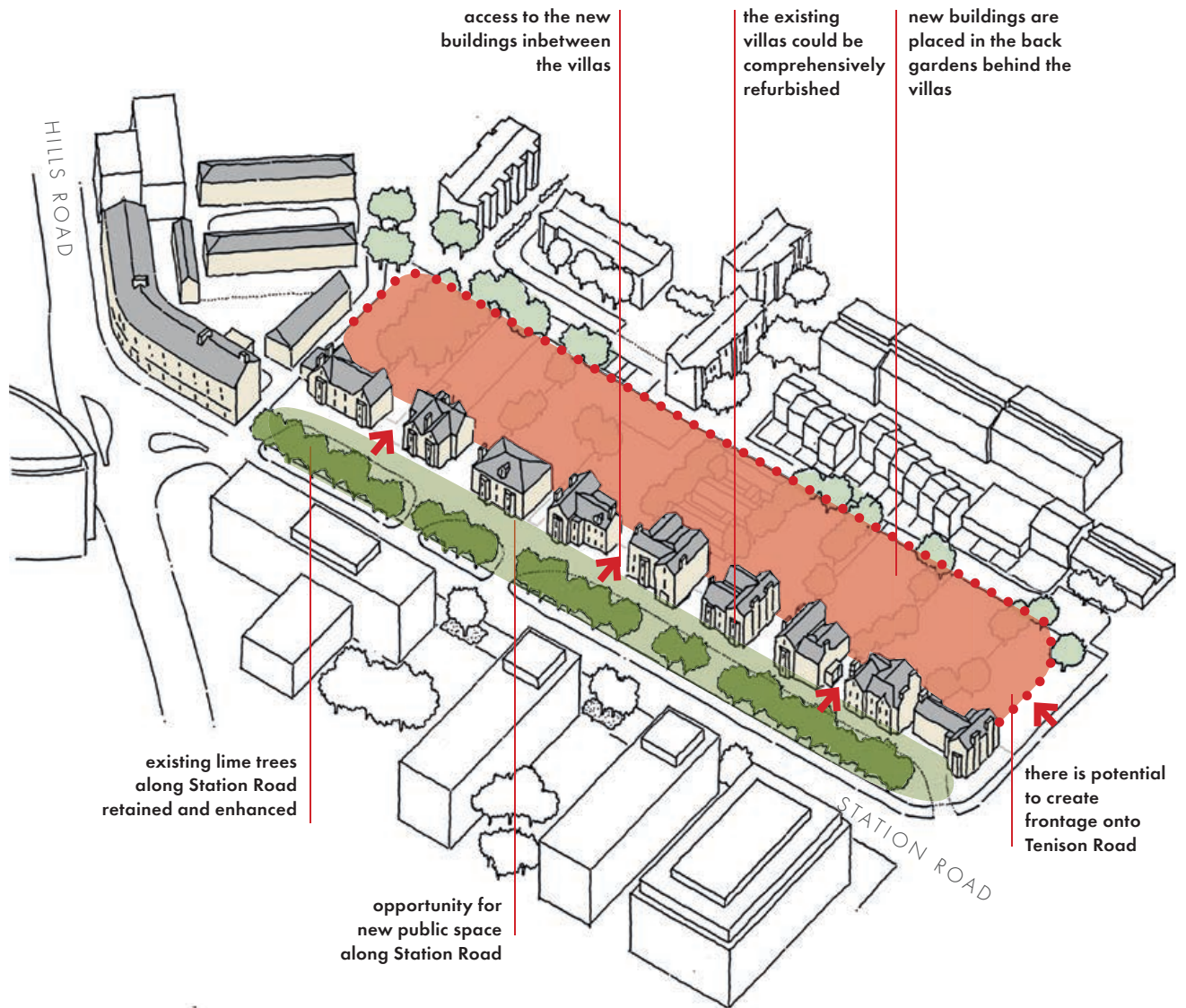 (tonnes of CO_2e per person per year)

1. Jobs and capital investment figures are based on broad estimates of office densities and construction costs on a m2 basis.
2. Based on data from the from the ONS: £52,587 per year per full-time equivalent employed person (FTE).
3. Operational emissions intensity per year per person working on the site (CO_2e/FTE) excluding embodied carbon. Taken from Hoare Lea's Initial Carbon Analysis.

There is an opportunity for a new building to front on to Tenison Road

access to the new buildings inbetween the villas

the existing villas could be comprehensively refurbished

new buildings are placed in the back gardens behind the villas

HILLS ROAD

existing lime trees along Station Road retained and enhanced

opportunity for new public space along Station Road

STATION ROAD

there is potential to create frontage onto Tenison Road

Illustrative view between two of the villas showing how the new buildings behind might be accessed

Scenario 3

Demolition and redevelopment of the Salisbury Villas

This scenario envisages the demolition of the Salisbury Villas to create large development plots for a series of new buildings. This scenario delivers the most new floor space overall, due to the potential for more height facing Station Road – potentially in large, optimally-sized floor plates.

Layout

New buildings could be arranged either as series of standalone new buildings with gaps in-between or as a terrace of buildings with party walls. Building layouts could be designed to create optimal floor plates. There is an opportunity to move the building line facing Station Road slightly further forward closer to the road, while still retaining the avenue of lime trees and the potential for generous public realm.

Access

Access would be from Station Road via the forecourt area, which would comprehensively re-landscaped as a new linear public space.

Building heights

The buildings might rise to 5 or 6 storeys facing Station Road, but step down to 3 storeys at the rear to mitigate the impact on the neighbouring residential properties. Any rooftop plant could be set back significantly to minimise its impact in long range views. Basements with lightwells could be introduced to gain floor space.
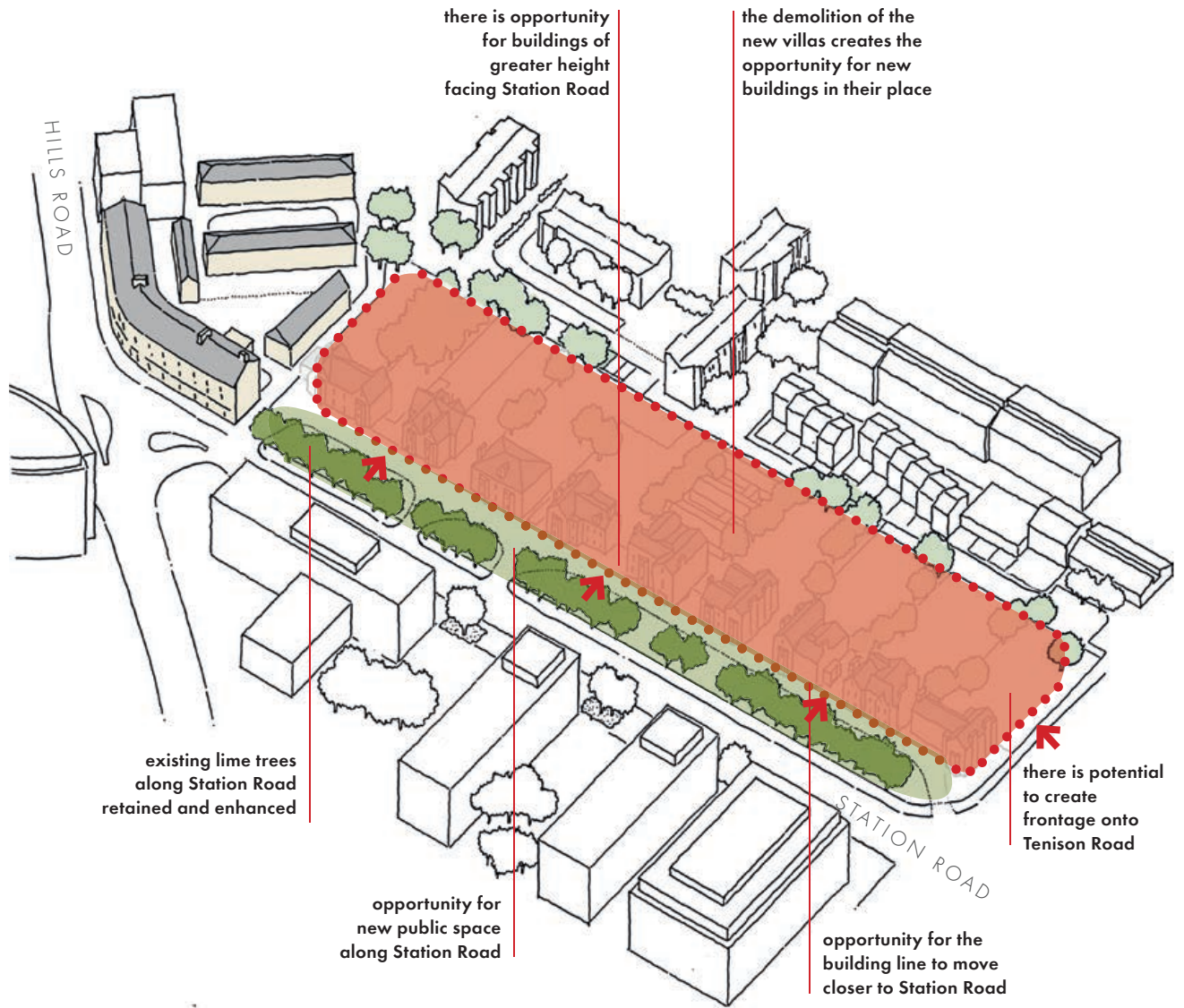
Public realm

The forecourt area would comprehensively re-landscaped as a new linear public space with all the lime trees along Station Road retained.

- **up to 24,000m² of floor space**

- **3,000m² of public realm**

- **up to 1,800 jobs**[1]

- **£100m capital investment**[1]

- **£94.6m GVA**[2]
  (how much each person adds to economy)

- **0.18 carbon per person**[3]
  (tonnes of CO_2e per person per year)

1. Jobs and capital investment figures are based on broad estimates of office densities and construction costs on a m2 basis.
2. Based on data from the from the ONS: £52,587 per year per full-time equivalent employed person (FTE).
3. Operational emissions intensity per year per person working on the site (CO2e/FTE) excluding embodied carbon. Taken from Hoare Lea's Initial Carbon Analysis.

there is opportunity for buildings of greater height facing Station Road

the demolition of the new villas creates the opportunity for new buildings in their place

existing lime trees along Station Road retained and enhanced

there is potential to create frontage onto Tenison Road

opportunity for new public space along Station Road

opportunity for the building line to move closer to Station Road

HILLS ROAD

STATION ROAD

Illustrative view showing the potential for new public realm and green space along Station Road

PART 5

CONCLUSION

Climate Change
a — Mitigating the impacts of climate change
b — Adapting and improving our resilience to climate change
c — Supporting the move to a net zero-carbon society

Bio-diversity & Green Spaces
a — Improving the green space network
b — Achieving biodiversity net gains in future developments
c — Increasing the tree cover

Wellbeing & Social Inclusion
c — Involving communities in planning for their future
b — Creating safe and inclusive communities
a — Encouraging healthy lifestyles

Great Places
a — Feeling like a complete place at every stage
b — Creating beautiful new buildings and places
c — Protecting the best of what already exists

Intrafrastructure
a — Reducing travel and increasing access to sustainable transport
b — Securing new infrastructure to accompany new homes and jobs
c — Businesses and centres well connected by all modes of travel

Homes
a — Improving housing quality and responding to changing lifestyles
b — Delivering diverse housing for diverse communities
c — Increasing the availability of new and affordable homes

Jobs & the economy
a — Protecting existing employment lands
b — Supporting a range of businesses and creating a range of jobs
c — Creating space for businesses to grow

We have appraised each scenario against its potential to deliver on the Councils' four 'big themes' and three priorities - jobs, infrastructure and homes

Assessment of the scenarios

Local plan consultation

Cambridge City and South Cambridgeshire District Councils are preparing a new joint Local Plan which will affect the future of Greater Cambridge over the next 20 years. The Councils are carrying out a public consultation called "Greater Cambridge Local Plan – The First Conversation: Issues and Options 2020". This consultation is intended to provide a positive vision for the future of Greater Cambridge.

In order to balance many competing priorities and issues, the Councils have identified four 'big themes' that will influence how they deliver on their priorirites. These are:

- *Climate change* – how the plan should contribute to achieving net zero carbon, and the mitigation and adaptation measures that should be required through developments.
- *Biodiversity and green spaces* – how the plan can contribute to our 'doubling nature' vision, the improvement of existing and creation of new green spaces.
- *Wellbeing and social inclusion* – how the plan can help spread the benefits of growth, helping to create healthy and inclusive communities
- *Great Places* – how the plan can protect what is already great about the area, and design new developments to create special places and spaces.
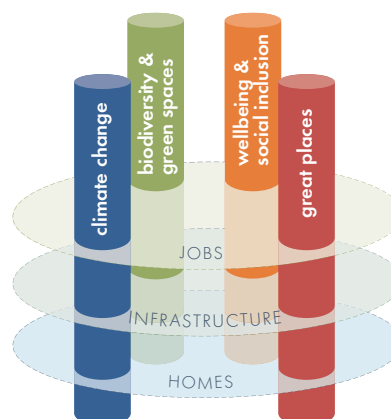
Left: The Councils' four 'big themes' and priorities for delivery - jobs, infrastructure and homes

Assessing the scenarios

In order to assess the scenarios in a rounded and balanced way, we have appraised each scenario against its potential to deliver on the Councils' four 'big themes' and three priorities - *jobs, infrastructure and homes* (please note that the priority '*homes*' has been excluded at this stage, as it is considered unlikely that the site will make a contribution in this area).

Included overleaf is a summary table of our assessment. Clearly there is scope for interpretation, but in order to establish a broad synopsis for discussion, we have given each category a green, amber or red ranking (green = high potential, medium/mixed potential, red = low or no potential), based on our more detailed assessment. This table therefore offers an approximate summary of how each scenario might perform.

Please also refer to the full version of this assessment, which contains further detail to support the assessment in each category.

| Category	Objective	Topic	Description
Climate Change	**Mitigating climate change**	Embodied carbon	Reducing embodied energy and carbon in materials and from construction
		Materials	Encourage responsible sourcing of materials in the construction process.
		Operational emissions	Ensuring development is energy and carbon efficient over their lifespan
		Passive design	Measures to improve carbon performance without adding to operational emissions
		Energy efficiency	Reducing operational emissions through the use of energy efficiency building services
		Energy generation	Promoting renewable and low-carbon energy generation
		Retrofitting	Retro-fitting existing buildings to be more energy efficient
		Carbon off-setting	Investigating carbon offsetting through measures such as afforestation (tree planting)
		Transport	Promoting travel by low-carbon modes, such as walking, cycling and public transport
	Adapting to climate change	Flood risk	Ensuring safety from flooding by mitigating run-off and integrating sustainable drainage
		Overheating risk	Designing buildings that are easy to keep cool without relying on air conditioning
		Water efficiency	Using water efficiently & ensuring that we have enough water to meet our needs
		Waste	Minimising waste during construction and during operation use
		Food security	Ensuring food security through adaptation of agriculture and food growing
		Landscape	Ensuring that trees and plants are selected to be resilient to a warmer and drier climate
Biodiversity & Gr Space	**Improving the green space network**	Availability	Increasing and adding to the network of green spaces
		Quality	Creating high-quality amenity space and encouraging healthy lifestyles through sport
	Achieving biodiversity net gains in future developments	Buildings	Ensuring buildings themselves can support biodiversity, such as green roofs
		Landscape	Ensuring landscape design can encourage biodiversity
		Resilience	Supporting wildlife in the face of climate change, through creating resilient new habitats
		Light pollution	Reducing impact of light pollution on animal habitats
	Tree cover	Climate change	Increasing the tree cover to capture carbon and decrease the urban heat island effect
Wellbeing & Social Inclusion	**Involving communities in planning for their future**	Engagement	Ensuring communities are involved in decision-making & proposals respond to local views
		Job diversity	Encourage the development of a wide range of jobs
		Social, Inclusive & Safe Places	Creating places and mixed communities that promote social interaction
		Accessibility	Supporting places & buildings that meet a variety of needs - incl people w disabilities
	Encouraging healthy lifestyles	Ageing population	Enabling people to live healthy and long lives in their own homes
		Healthly lifestyles	Supporting healthy lifestyles by provision of green spaces and sports facilities
		Mental health	Tackling mental health by creating places with natural sociability and access to nature
		Food	Ensuring shops and services, like allotments, ensure access to healthy affordable food
	Air quality and more	Air quality	Ensuring high levels of indoor and outdoor air quality
		Daylighting	Providing good levels of natural daylighting to support visual, mental & biological health
		Noise	Ensuring appropriate noise levels and minmising constuction noise/vibration
Great Places	**Protecting the best of what already exists**	Heritage	Balancing heritage protection with the demands of growth
		Historic buildings	Ensuring that historic buildings have viable uses, so they can be safeguarded
		Public access	Balancing public access to heritage with protecting sensitive sites from harm
		Landscape	Sustaining historic landscapes while increasing biodiversity
		Climate change	Helping historic buildings adapt to climate change whilst maintaining their heritage value
		Local character	Protecting local distinctiveness and character
	Creating beautiful new buildings and places	New places	Creating outstanding new buildings and landscapes
		Trees	Retaining existing trees and improving the character of places through new trees
		Public spaces	Creating well-used and active public places which help to foster a sense of community
		Identity	Ensuring buildings contribute to a positive sense of place and local identity
Jobs	**Space for businesses to grow**	Generating inclusive growth	Maximising accessibility of job opportunities to all sectors of the community
		Enterprise Growth	Encourages knowledge exchange and strengthens agglomeration forces
		Demand	Meeting the future need for employment space, including for industry
		Start-up space	Meeting the demand for 'start-up', incubator and grow-on space
		Flexible working	Adapting to fast-changing working practices, such as flexible workspace & co-working
		Specialist space	Meeting the demand for specialist space, such as laboratories
		Location	Siting new business space in appropriate locations in relation to public tranport
	Protecting existing employment land	Existing sites	Safeguarding specific existing sites
		Existing jobs	Safeguarding specific existing jobs
	Creating a range of jobs	Employment Opportunities	Providing for a wide range of employment opportunities
		Employment Opportunities	(Construction Phase)
		Employment Opportunities	(Operational Phase)
	Evolution of the high street	Retail	Supporting the retail and adapting to the change
	Managing the visitor economy	Tourism expenditure	Considering appropriate locations for new visitor accommodation
Infrastructure	**Reducing the need to travel and increasing access to sustainable transport options**	Planned improvements	Considering opportunities provided by existing or planned transport improvements
		New opportunities	Potential development sites could provide new opportunities for transport infrastructure
		Alternatives to car	Designing new development to support active modes of transport, like walking & cycling
		Delivery of goods	Making delivery of packages and goods more sustainable (eg local delivery hubs)
		Technology	Making the most of the opportunities of new technology (eg Smart Cambridge)
	Securing new infrastructure to accompany new homes and jobs	Electricity infrastructure	Upgrading the electricity infrastructure to treble capacity & aid electrification of transport
		Water and wastewater	Increasing water & wastewater infrastructure to support developm't & increase resilience
		Services etc	Upgrading service needs, such as whether any new schools are needed
		Digital infrastructure	Continue developing digital infratstructure to achieve 99% coverage in next two years
		Minerals & waste	Identifying land for minerals and waste, including recycling centres

Scenario 1
Do nothing
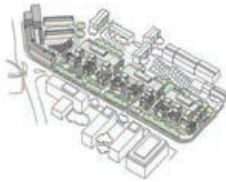
Scenario 2
Retention of the villas, development to rear

Scenario 3
Demolition & redevelopment of the villas
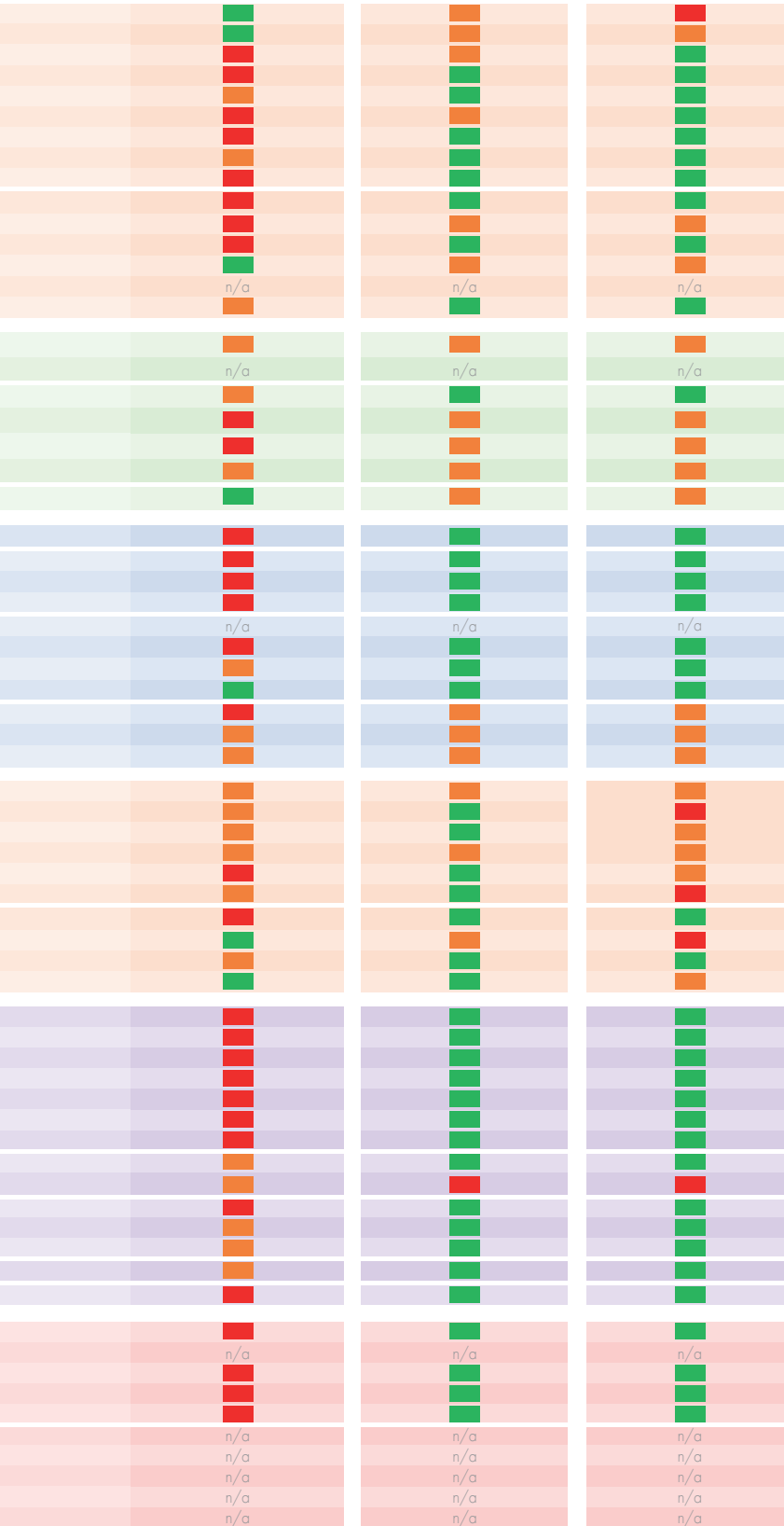
We have appraised each scenario against its potential to deliver on the Councils' four 'big themes' and three priorities - jobs, infrastructure and homes.

Conclusion

The site represents an opportunity to provide a commercial-led scheme in a highly accessible location; a location that has a proven track-record to attract high calibre businesses. A high-tech Artificial Intelligence cluster has already formed in the adjacent new commercial buildings; attracted by modern, efficient floorspace and the well-evidenced benefits of clustering.

The site is the last piece of Station Road that does not have a long-term vision for how it should respond to Area of Major Change Policy and the major development changes that are occurring to the Station area. It is also an underused asset in one of the most accessible and sustainable locations in Greater Cambridge and it is therefore appropriate for the emerging Local Plan to include the site for development.

The benefits of development

The three development scenarios presented in this document represent the wide-ranging opportunities that the site offers; from doing nothing to full redevelopment.

The scenario assessment clearly demonstrates that Scenario 1 'doing nothing' means there is little opportunity for the site to contribute to the key issues raised in the new Local Plan consultation, in particular in relation to jobs and the economy.

The comprehensive redevelopment of the site, as explored in Scenarios 2 and 3, have the potential to deliver a wide range of benefits, from creating a range of new jobs and boosting the local economy to spearheading the move to a net zero-carbon society. Each scenario has its pros and cons, but the greater the development, the greater the benefits for job creation and forming sustainable development in this highly accessible location.

The Council has recognised the climate emergency and aspires to move to a net zero carbon society. To achieve this, it should prioritise those developments that can maximise long-term sustainable benefits balanced against other issues. While redevelopment would result in increased emissions overall (embodied and operational) - due to the increase in the number of people working on the site - it also offers the opportunity to significantly reduce operational carbon intensity per person on the site.

Not only that, but there is considerable demand for quality workplaces in Cambridge and the redevelopment of Station Road presents an excellent opportunity to meet that demand sustainably – particularly considering that the market is likely to respond to the demand somewhere in the city: The use of this previously developed land, its proximity to major transport infrastructure, the opportunity to utilise renewable technologies, potential air quality improvements, reductions in vehicle movements, encouraging active travel, a biodiversity net gain, better control of surface flooding, improved public realm, and creation of jobs both in construction and operation, has the potential to deliver one the most sustainable developments in Cambridge.

The development potential held by the site therefore offers the opportunity to achieve a number of significant benefits, including:

- To increase the GVA contribution from circa £9 million from the existing buildings to £85 million from a full redevelopment;
- To increase the number of jobs (full time equivalent) from 170 jobs to 1,800 jobs
- To achieve significant public realm benefits to Station Road – including major enhancements for pedestrians and cyclists as a major thorough-fare to Cambridge Station;
- To increase the amount of public open space

facing Station Road, from what is currently a completely private and walled site;

- To reduce car parking in a city centre location and encourage more sustainable forms of travel;
- To reduce the operational carbon intensity four-fold per employee on the site (CO2e/FTE) from 0.75 for the existing buildings down to 0.18 through a modern redevelopment;
- To deliver bespoke high-quality architecture; with a landowner that wishes to engage with stakeholders and provide architecture that will be a legacy to be proud of; and
- To deliver 10% net biodiversity gain.

Development has the potential to deliver significant public realm benefits to Station Road

Benefits arising from development include:

- Delivering **a lasting legacy** for the long-term future of the City Centre Opportunity Area

- Significant **improvements to the public realm** with new areas of landscaping

- Ensuring a **net environmental gain** and the retention of many trees

- Encouraging **sustainable modes of travel** through significant reduction in car parking

- Provision of **high quality architecture** and improvements to the townscape

- Targeting **exemplar sustainability standards** that acknowledge the climate emergency

- Making the **best and efficient use** of brownfield land in a highly accessible location

- Supporting the **local economy** including the aspiration to double the regional economy

- Meeting an identified, local need for modern, Grade A **commercial offices**

- Creating **a range of jobs** and flexible floorplates to attract a range of employers

- Supporting an established, world-class AI, science and bio-medical **technology cluster**

- Creating 'good growth' by promoting **wellbeing and social inclusion** through provision of a range of social infrastructure