

For office use only  
Agent number:  
Representor number:  
Representation number:



# Draft North East Cambridge Area Action Plan Consultation 2020

## Response Form

### How to use this form

If you are able to, please comment online at [www.greatercambridgeplanning.org/nec](http://www.greatercambridgeplanning.org/nec). You can comment on part or all of the Draft Area Action Plan online, and your response can be analysed more quickly and efficiently if you do so.

If you wish to comment using this form, please note we will transcribe all your responses into our online consultation system, and they will be published as part of our consultation feedback.

There are three parts to this form. Please fill in the form electronically or in black ink.

All comments must be received by **5pm on Monday 5 October 2020**. Thank you for taking the time to respond to this consultation.

### Part A – Your details

- We ask for your name and postal address because the Councils must comply with national regulations for plan-making. We also ask for contact details but it is optional for you to give these. Please be aware that if you do not provide contact details and 'opt-in' to future notifications, we will not be able to notify you of the future stages of the North East Cambridge Area Action Plan.
- Your name will be published alongside your representations on our website, but your email address, address and phone numbers will not.

### Part B - Response to the ten big questions

- This section asks you to answer ten important questions about the Area Action Plan. You can answer some or all.
- Each question has a multiple choice answer and the opportunity to add further comments.

### Part C – Comments on specific policies and supporting documents

- You can comment on specific policies in the draft Area Action Plan, and on the draft Sustainability Appraisal, draft Habitats Regulations Assessment and draft Policies Map.
- Please copy this part of the form as many times as you require. You should complete a separate response for each policy or supporting document you wish to comment on.

If you need any further information or assistance in completing this form please contact the Greater Cambridge Shared Planning Policy Team on: 01954 713183 or [nec@greatercambridgeplanning.org](mailto:nec@greatercambridgeplanning.org)

## Part A – Your Details

Please note that we cannot formally register your comments without your name and postal address, because the Councils must comply with national regulations for plan-making.

We also ask for contact details but it is optional for you to give these.

If you do not provide contact details and 'opt-in', we will not be able to notify you of the future stages of the North East Cambridge Area Action Plan.

Name:	Agent's name: <b>Peter McKeown</b> (if applicable)
Name of organisation: (if applicable) <b>Hawkswren Ltd</b>	Name of Agent's organisation: (if applicable) <b>Carter Jonas LLP</b>
Address: <b>c/o Agent</b>	Agent's Address: <b>One Station Square, Cambridge</b>
Postcode:	Postcode: <b>CB1 2GA</b>
Email (optional):	Email (optional): <b>[REDACTED]</b>
Telephone (optional):	Telephone (optional): <b>[REDACTED]</b>

Signature:	Date:
If you are submitting the form electronically, no signature is required.	

## Data Protection

We will treat your data in accordance with our [Privacy Notice](#). Information will be used by South Cambridgeshire District Council and Cambridge City Council solely in relation to the North East Cambridge Area Action Plan. Please note that all responses will be available for public inspection and cannot be treated as confidential. Comments, including your name, are published on our website, but we do not publish your address or contact details. **By submitting this response form you are agreeing to these conditions.**

The Councils are not allowed to automatically notify you of future consultations unless you 'opt-in'. Do you wish to be kept informed about future planning consultations run by the Greater Cambridge Planning Service on behalf of Cambridge City Council and South Cambridgeshire District Council?

Please tick: Yes  No

## Part B – Response to the ten big questions

### 1. What do you think about our vision for North East Cambridge?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Further comments:

### 2. Are we creating the right walking and cycling connections to the surrounding areas?

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

### 3. Are the new 'centres' in the right place and do they include the right mix of activity?

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**4. Do we have the right balance between new jobs and new homes?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**5. Are we are planning for the right community facilities?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**6. Do you think that our approach to distributing building heights and densities is appropriate for the location?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**7. Are we planning for the right mix of public open spaces?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**8. Are we doing enough to improve biodiversity in and around North East Cambridge?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**9. Are we doing enough to discourage car travel into this area?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

**10. Are we maximising the role that development at North East Cambridge has to play in responding to the climate crisis?**

- Yes, completely
- Mostly yes
- Neutral
- Mostly not
- Not at all

Further comments:

## Part C – Comments on specific policies and supporting documents

Document details:	
Which document are you commenting on? (please tick)	<input checked="" type="checkbox"/> Draft North East Cambridge Area Action Plan <input type="checkbox"/> Draft Sustainability Appraisal <input type="checkbox"/> Draft Habitats Regulation Assessment <input type="checkbox"/> Draft Policies Map
Policy or section of supporting document that you are commenting on (Please state and be as precise as possible)	
Is your comment (tick one):	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Neutral <input type="checkbox"/> Object

### Comments:

Please provide your response to the policy of part of the document you are commenting on. This box will automatically enlarge if you need more space.

Please copy this page for each policy or part of the document you are responding to.

#### Introduction

These representations on behalf of Hawkswren Ltd relate to the site occupied by Barr Tech at 90 - 92 Cowley Road. Barr Tech provides vehicle servicing and repairs within the existing building, and intends to relocate elsewhere in Greater Cambridge to enable the redevelopment of the existing site. A De Simone Investments Ltd has an option on the site and would seek to redevelop the site for a mix use development.

As set out in these representations, A De Simone Investments Ltd broadly supports the policies for redevelopment of the site and the surrounding area, but it is requested that more flexibility is allowed in terms of the mix of uses and the building heights at the site.

#### Policy 1: A comprehensive approach at North East Cambridge

The comprehensive approach towards development and regeneration at North East Cambridge is broadly supported. Policy 1 expects the criteria in Policy 23 (Comprehensive and Coordinated Development) to be addressed for development proposals. It is noted that Policy 23 requires applications for major development to successfully integrate with the surrounding area. However, as set out in the response to Policy 9, it is noted that the development parcel that includes the Barr Tech site is proposed for buildings of 4 to 5 storeys and maximum of 6 storeys, when taller buildings are proposed for adjacent development parcels. It is requested that similar building heights are specified for the development parcel that includes the Barr Tech site as those for adjacent parcels, in order to deliver a comprehensive and coordinated approach to development.

#### Policy 6a: Distinctive design for North East Cambridge

The aspiration for development at North East Cambridge to provide distinctive, high quality and contemporary design is broadly supported. A De Simone Investments Ltd has an option on the site occupied by Barr Tech and would deliver the redevelopment of this site. The design criteria identified in Policy 6a are supported, and could be achieved for the redevelopment of the site.

#### Policy 6b: Design of mixed-use buildings

Policy 6b identifies general criteria for the design of mixed-use buildings, all of which are supported. The criteria requiring the design and construction of buildings to be adaptable and flexible is particularly supported. As set out in the responses to Policies 12a, 13a and 13f, the redevelopment of the Barr Tech site could accommodate a more flexible mix of uses including short term serviced accommodation.

#### Policy 7: Legible streets and spaces

The aspiration to create high quality, inclusive and attractive streets and spaces within North East Cambridge is broadly supported.

#### Policy 8: Open spaces for recreation and sport

Policy 8 expects major new development to provide for open space and recreation facilities. Figure 19 shows a linear park along the frontage of Cowley Road, which includes the proposed development parcel where the Barr Tech site is located. The delivery of open space and recreation facilities in North East Cambridge is broadly supported because it contributes towards high quality spaces and meets health and wellbeing needs.

#### Policy 9: Density, heights, scale and massing

Figure 21 shows proposed building heights and Figure 23 shows proposed densities for the different development parcels within the AAP area. The development parcel that includes the Barr Tech site indicates building heights of 4 to 5 storeys and a maximum of 6 storeys, and a density of 225 dwellings per hectare. In contrast the adjacent development parcels show taller building heights and higher densities, but there is no evidence provided to explain the differing building heights or densities. For example, the development parcels to the west, north and south show building heights of between 5 to 6 storeys and 6 to 8 storeys (maximums of 8 to 10 storeys) and densities of between 260 and 300 dwellings per hectare. It is requested that the building heights and densities for the development parcel that includes the Barr Tech site are increased to be consistent with adjacent parcels; a building height of 6 to 8 storeys and a density of 300 dwellings per hectare would be appropriate. The development parcel that includes the Barr Tech site is located within close proximity to a proposed mobility hub, it would be accessible by walking, cycling and public transport including Cambridge Guided Busway and Cambridge North Station, and it would be well related to the proposed District Centre. The location and future accessibility of the Barr Tech site supports additional development at this parcel in the form of taller buildings.

#### Policy 10b: District Centre

Figure 24 shows the proposed location of new centres for North East Cambridge, which includes a new District Centre on Cowley Road which would be located opposite the development parcel that includes the Barr Tech site. The location and mix of uses included within the proposed District Centre are supported.

#### Policy 11: Housing design standards

Policy 11 sets out the housing design standards for residential development within North East Cambridge. Those standards are supported and can be met for the proposed redevelopment of the existing Barr Tech site.



### 12a: Business

The proposed development parcel containing the Barr Tech site is identified for business (B1) and housing uses. Policy 12a sets out the approach to the delivery of business uses in North East Cambridge. It is noted that Policy 12a proposes a flexible approach including for business types and sizes, other types of uses to provide an appropriate mix, and adaptable buildings that can be reused for other uses. It is considered that this flexible approach is appropriate at this stage because it is likely that market demand and economics for different types of uses will change during the lifetime of AAP. The redevelopment of the Barr Tech site could accommodate a more flexible mix of uses including business, housing and short term serviced accommodation. This mix of uses would be consistent with the proposed mix of uses for the Cambridge Business Park area as defined in Policy 12a.

### Policy 13a: Housing

Policy 13a seeks to deliver a mix of housing types and tenures across North East Cambridge, including housing in the Cambridge Business Park area which is where the Barr Tech site is located. The housing strategy is broadly supported. The redevelopment of the Barr Tech site would include a mix of housing types and tenures alongside business (B1) uses, and could include short term serviced accommodation because of its close proximity to proposed business, community and retail uses and its proposed accessibility by sustainable modes of transport.

### Policy 13f: Short term/corporate lets and visitor accommodation

Policy 13f includes criteria for new short term serviced/visitor accommodation. It is noted that the criteria include requirements for such accommodation to demonstrate need, to be located within district centres or business parks, and to be accessible by sustainable modes of transport. The approach towards short term serviced accommodation is supported. The redevelopment of the Barr Tech site could include short term serviced accommodation, and it is located within the Cambridge Business Park area, close to the proposed District Centre, and it would be accessible by sustainable modes of transport including Cambridge Guided Busway and Cambridge North Station.

### Policy 14: Social, community and cultural infrastructure

The inclusion of additional social, community and cultural facilities within the North East Cambridge area is supported.

### Policy 15: Shops and local services

The inclusion of additional shops and local services, including within the proposed District Centre on Cowley Road, is supported.

### Policy 16: Sustainable Connectivity

Figure 36 shows proposed strategic walking and cycling routes in the North East Cambridge area, including new routes along Nuffield Road and Cowley Road. The proposed development parcel that includes the Barr Tech site would be located on these strategic walking and cycling routes, and also in close proximity to the proposed mobility hub at the Cambridge Guided Busway/Cowley Road intersection. The aspirations for sustainable connectivity across the North East Cambridge area is supported.

### Policy 17: Connecting to the wider network

Figure 37 shows proposed connections for non-motorised transport within the AAP area and to neighbouring areas. The creation of new connections is broadly supported. The proposed crossing of the Cambridge Guided Busway from Cowley Road to Nuffield Road is supported because it would improve connectivity between neighbouring areas.

#### Policy 19: Safeguarding for Cambridge Autonomous Metro and Public Transport

Policy 19 seeks to improve public transport and refers to the delivery of mobility hubs in key locations across North East Cambridge. The proposed development parcel that includes the Barr Tech site would be located in close proximity to the proposed mobility hub at the Cambridge Guided Busway/Cowley Road intersection, which is supported.

#### Policy 22: Managing motorised vehicles

Policy 22 seeks to define a maximum vehicle trip budget for motorised vehicles across the North East Cambridge area, in order to reduce travel by private car. The proposed development parcel that includes the Barr Tech site would be located in highly sustainable location, making it possible for businesses, residents and visitors to the proposed uses to travel by non-car modes of transport. However, motorised vehicles will still need access the area, and it is requested that the monitoring system for the trip budget should be designed to exclude delivery vehicles to businesses.

#### Policy 23: Comprehensive and Coordinated Development

Policy 23 seeks to ensure a comprehensive and coordinated approach to development and regeneration at North East Cambridge, which is broadly supported.

#### Policy 24a: Land Assembly

As set out in the Introduction, A De Simone Investments Ltd has an option on the Barr Tech site, and intends to deliver development that is consistent with the mix of uses and policy requirements specified for this development parcel, subject to requested amendments on building heights and flexibility to include short term serviced accommodation.

#### Policy 24b: Relocation

As set out in the Introduction, Barr Tech intend to relocate their existing vehicle servicing and repairs business elsewhere, and A De Simone Investments Ltd has an option to redevelop the site. This relocation will only take place if a high use class value is generated on the site. Policy 24b sets out the process and criteria for assessing options for the relocation of existing businesses, and it is acknowledged that these steps might be appropriate for most circumstances where an existing business could be accommodated within the redeveloped AAP area. However, it is requested that Policy 24b also refers to the situation – as is the case with Barr Tech - where a willing landowner who operates an existing business has agreed to sell their land for redevelopment and relocate elsewhere, and in these circumstances the requirement for a relocation strategy to be prepared for a planning application should not be necessary. It is requested that a relocation strategy is specifically not required where a willing landowner or business has agreed to the redevelopment of their site.

#### Policy 27: Planning Contributions

Policy 27 sets out the purpose and approach to planning contributions for development within the North East Cambridge Area. It is acknowledged that the policy contains some flexibility, in that contributions will be assessed on a site by site basis and that viability will be assessed where relevant. It is requested that the level of planning contributions and viability matters should also take into account whether the successful delivery of a development parcel is related to the relocation of an existing business e.g. Barr Tech will need to find an alternative building for their existing business operations.

#### Policy 28: Meanwhile uses

The grant of temporary consent for 'meanwhile' uses within North East Cambridge is broadly supported. The 'meanwhile' uses could temporarily add to the range of facilities within the area, and could reuse empty or underused land and buildings.

Policy 29: Employment and Training

The employment, skills and training initiatives associated with development within North East Cambridge are supported.

Completed response forms must be received **by 5pm on Monday 5 October 2020**. These can be sent to us either by:

Email: [nec@greatercambridgeplanning.org](mailto:nec@greatercambridgeplanning.org) or post, to:

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