

Zoom webinar Q&A 6 Design and density

Responses to questions not answered in the webinar:

1. What are the timescales for the supporting evidence documents, particularly in terms [of] Heritage and Townscape?

A [Landscape Character Visual Impact Appraisal](#) has already been undertaken by the councils and has informed the draft AAPs approach to building heights, form and massing. In addition, the councils have worked closely with Historic England to define the scope of the emerging North East Cambridge heritage and townscape evidence study. It is intended that this new study will be published in late 2021 when the next version of the AAP is considered by the two councils.

2. Is there any flexibility in terms of the location of proposed land uses in the AAP? (i.e. the location of residential / retail uses / district centres.)

The draft North East Cambridge Area Action Plan specifies that individual sites must be developed in line with the Area Action Plan's overall vision, to ensure the area will become an integrated whole.

[Section 3: A spatial framework for North East Cambridge](#), sets out the spatial framework for the area and describes the key elements of this framework.

We encourage feedback on [Policy 1: A comprehensive approach at North East Cambridge](#).

3. On car ownership, as opposed to use, 25% of people moving into new homes (for them) were said, in the preparation of the Local Plan, to be 'immigrants'; that is people moving into the area from outside greater Cambridge. Many will have relatives etc. where they used to live and will need a car for the weekend trips visits – car sharing will not work for them. 25% may be too low given the expansion expected – airport wing, as was Darwin Green and Waterbeach.

We want to achieve the right balance in creating a walkable, cyclable and sustainable neighbourhood and to prevent increased pressure on the road network around the area. Our proposals aim to carefully manage the overall number of vehicle movements in North East Cambridge by significantly reducing current levels of car use. To achieve this, we propose the development is subject to strict trip budgets limiting the number of vehicle trips allowed to and from each site, along with reduced levels of car parking. The

draft plan encourages the introduction of Car Clubs where people can hire cars electronically on an hourly basis. These types of car rental facilities are commonplace in Cambridge and further afield and allow people to make longer, less regular, journeys without having to invest in a private car.

We want to receive feedback as to whether we have the right balance and encourage comments on [Policy 22: Managing motorised vehicles](#) of the consultation.

Our next webinar: Walking, cycling and reducing car use, is taking place on Tuesday 15 September 2020, 12.30-1.30pm. The link can be found on the [Talk to the team](#) webpage.

4. But you are creating MORE jobs that will create MORE commuting in to the area. Change the balance to offer more housing and rather fewer jobs.

Our proposals aim to strike the right balance between creating new homes and new jobs so that residents can walk or cycle to work without the need to use cars to commute externally from the North East Cambridge site to travel to work. We are keen to ensure we achieve the right balance and encourage feedback on Our vision, [Question 4: Do we have the right balance between new jobs and new homes?](#)

5. Those that move in will choose the accommodation on various criteria, nearness to employment. However, in time they may change employment – on average every six years. But they will not move if the job is still in Cambridge. And vice versa people already outside NEC then changing to jobs on the site. You are being unrealistic. PLUS the site will be ultra attractive to London commuters (if especially we move to one or two days a week commuting) and they will fill up. So 8,000 houses with average of 1.5 earners per dwelling means at best 8,000 people will need to commute in at the start and this will increase.

Please see the response to question 4 above.

6. Without an improved and subsidised better public transport system, how are discouraged car owners going to get about?

Our proposals recognise the importance of public transport and the draft Area Action Plan sets aside space within the North East Cambridge site for emerging developments such as the Cambridge Autonomous Metro as well as other public transport hubs. Further information can be found in [section 7](#).

[Connectivity](#), and we are keen to receive feedback on [Policy 19: Safeguarding for Cambridge Autonomous Metro and Public Transport](#).

7. What about public transport provision?

Please see the response to question 6 above.

8. Where can I formally submit feedback on the draft North East Cambridge Area Action Plan consultation in relation to Design and density?

Please visit the consultation pages via www.greatercambridgeplanning.org/nec.

In [section 5: Design and built character](#), we encourage comments and feedback on:

- [Policy 6a: Distinctive design for North East Cambridge](#)
- [Policy 6b: Design of mixed-use buildings](#)
- [Policy 7: Legible streets and spaces](#)
- [Policy 8: Open spaces for recreation and sport](#)
- [Policy 9: Density, heights, scale and massing](#)
- [Policy 10a: North East Cambridge Centres](#)
- [Policy 10b: District Centre](#)
- [Policy 10c: Science Park Local Centre](#)
- [Policy 10d: Station Approach](#)
- [Policy 10e: Cowley Road Neighbourhood Centre](#)
- [Policy 11: Housing design standards](#)

A wealth of evidence supporting the policies is available in section 5 for further reading, a selection of which are listed here:

- [North East Cambridge Landscape Character & Visual Assessment \(2020\)](#)
- [North East Cambridge Transport Assessment \(2020\)](#)
- [Cultural Placemaking Strategy \(2020\)](#)
- [Typologies and Development Capacity Assessment \(2020\)](#)
- [North East Cambridge Stakeholder Design Workshops 1-6 – event records \(2019-2020\)](#)
- ['Towards an Urban Renaissance' \(1999\) by The Urban Task Force](#)
- [National Planning Policy Framework \(2019\)](#)
- [Anti-poverty and Inequality Topic Paper \(2020\)](#)
- [Community Safety Topic Paper \(2020\)](#)
- [Putting Health into Place, NHS Healthy New Town Principles \(2019\)](#)
- [MHCLG \(2019\) National Design Guide, Planning practice guidance for beautiful, enduring and successful places](#)

- [Innovation District Paper \(2019\)](#)
- [Skills, Training and Employment Opportunities Topic Paper \(2020\)](#)
- [Super density – the sequel \(2015\) HTA, Levitt Bernstein, PTEa and PRP](#)
- [Manual for Streets \(2007\)](#)
- [NHS \(2019\) 'Putting Health into Place: Principles 4-8 Design, Deliver and Manage'](#)
- [Health Facilities and Wellbeing Topic Paper \(2020\)](#)
- [Public Health England \(2018\) Healthy High Streets: good place making in an urban setting](#)
- [Making Space for People Supplementary Planning Document \(Draft 2019\)](#)
- [Climate Change, Energy and Sustainable Design and Construction Topic Paper \(2020\)](#)