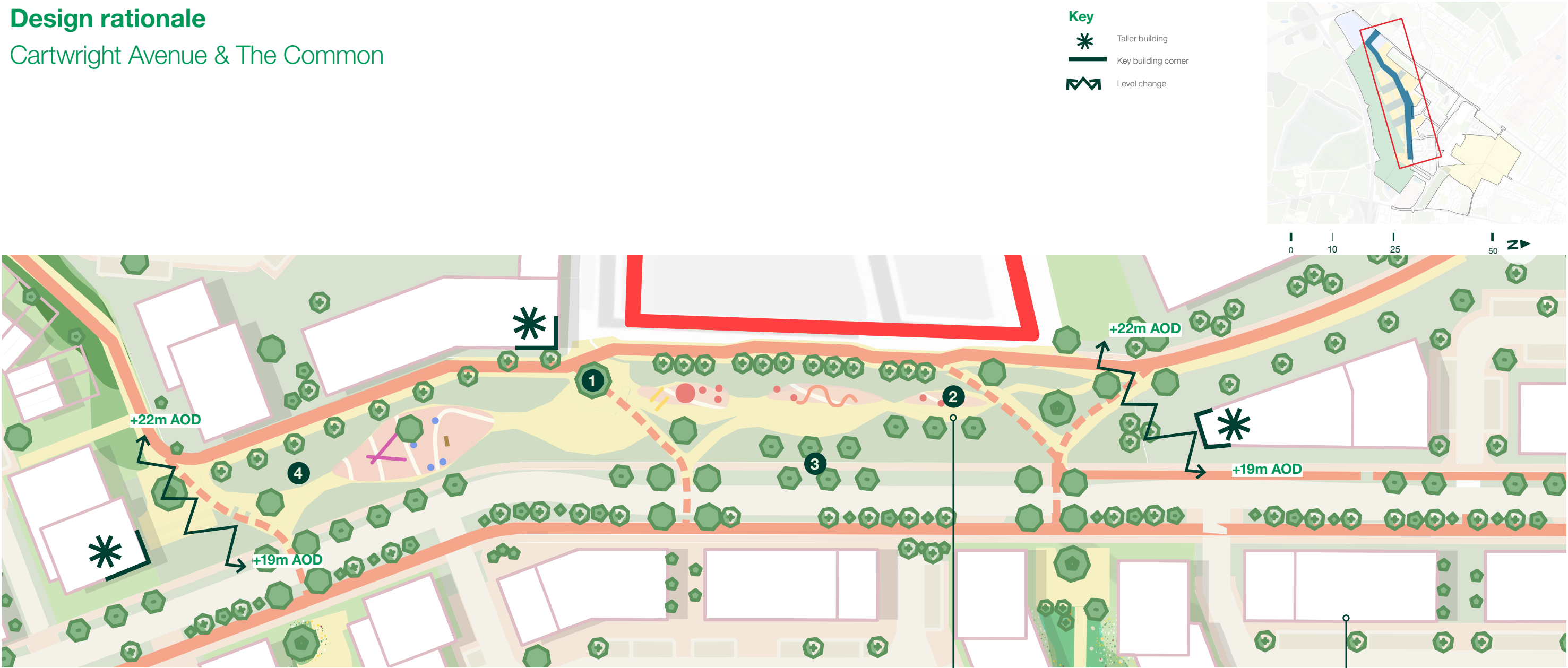


Design rationale

Cartwright Avenue & The Common



Blue and green infrastructure

The Common invites people to congregate, stay and dwell through the provision of seating and play spaces amongst the wider movement infrastructure. Landmark trees puncture this urban landscape in contrast to the more naturally-focused Brook Leys and Shared Gardens. It provides vantage points for dwell space orientation, celebrating the historic route of the Ridgeway as a raised track. It also includes a space for pop-up or temporary events.



Movement

Cartwright Avenue is the primary spine road serving North West Cambridge. The Common's structure has been defined by movement desire lines of the Ridgeway intersecting with active travel infrastructure along Cartwright Avenue. The Common will function as a mobility hub, linking active travel options with public transport locations to facilitate sustainable travel in North West Cambridge and beyond.



Built form

The linear layout of The Common is defined by the edges of the surrounding buildings and travel infrastructure. It functions as a central travel node and an urban park within North West Cambridge. Up to 8 storeys in certain locations, refer to parameter plan PP7, reinforce its urban character. Cartwright Avenue and The Common also straddle the interface between Phase 1 and future phases, providing a continuity of high-quality public realm and facilitating through movement across the scheme.

Strategies

Cartwright Avenue & The Common

Green and Blue Infrastructure

Planting and drainage

- Forest-scale tree
- Landmark tree
- Specimen tree
- Street tree
- Fruiting/flowering tree
- Junction tree
- Woodland group
- Boundary planting
- Surface SuDS e.g. rain gardens
- Below ground connection



A linear urban park with play, seating and attractive planting.

A clear and structured tree layout is established along key sightlines, with sufficient space to grow specimens. Trees are aligned with crossing points, while flowering groves are introduced in dwell spaces



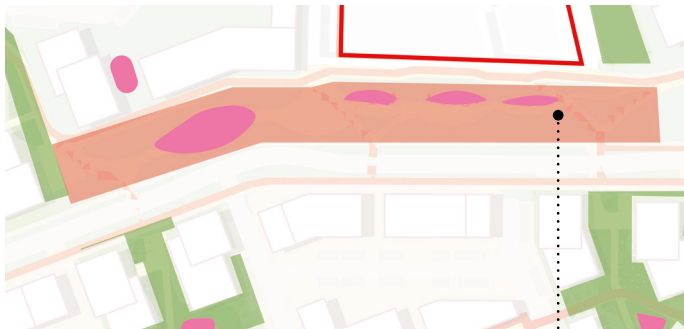
The topography of the Common grades from east to west. Landscape proposals navigate this level change via graded slopes, ramps and stepped access.

Natural, south west facing slopes offer great opportunities for pollinator gardens, with localised planted rain gardens to catch run-off at the toe of slopes.

Green and Blue Infrastructure

Community and amenity

- Informal open space
- Play area
- Public realm



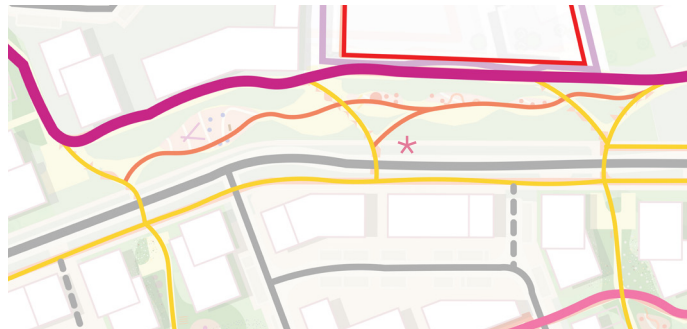
Playable open space forms the mid-terrace zone through the Common, using the natural break of planted slopes to form soft lines of division from movement corridors. Planted rain gardens form verges to Cartwright Avenue, along with an asymmetric avenue, balancing formal planting with a resilient multi-formed tree line.



The tree planting layout and species choice reflect and visually reinforce the four sections of Cartwright Avenue; Section 1 as amenity and commercial to the north; Section 2 as the neighbourhoods; Section 3 as The Common; Section 4 as the interface with Phase 1. The tree strategy acts as an informal wayfinding and reinforces the identity of different areas within the wider scheme.

Movement

- Primary pedestrian/cycle route
- Community Lane
- Ridgeway
- Secondary routes
- Roads
- Phase 1 roads
- Mobility hub

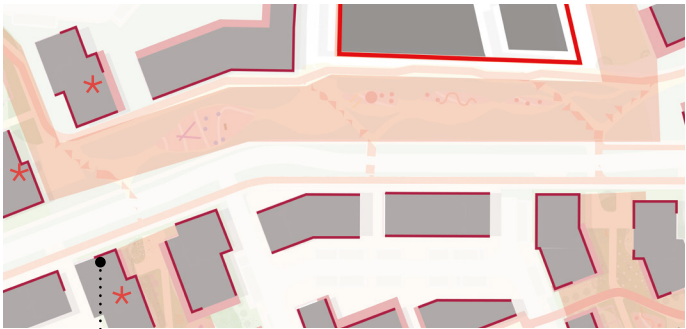


Cartwright Avenue is the spine road of North West Cambridge, connecting Huntington Road with Phase 1's Turing Way. In contrast to the wide streetscape of Turing Way, Cartwright Avenue aims to provide a more intimate scale with varying street widths and landscaping configurations providing a diverse character of space.

Cycling and pedestrian infrastructure comes together alongside pockets of amenity spaces. Lined with public transport options, such as bus stops, The Common works hard as a mobility hub and an urban park, encouraging local residents to take sustainable travel options.

Built Form

- Building
- Active frontages and entrances
- Private external amenity
- Public realm
- Potential for height



The Common has key moments of height to assist wayfinding towards the local centre within Phase 1. Special corner may also emphasise this.

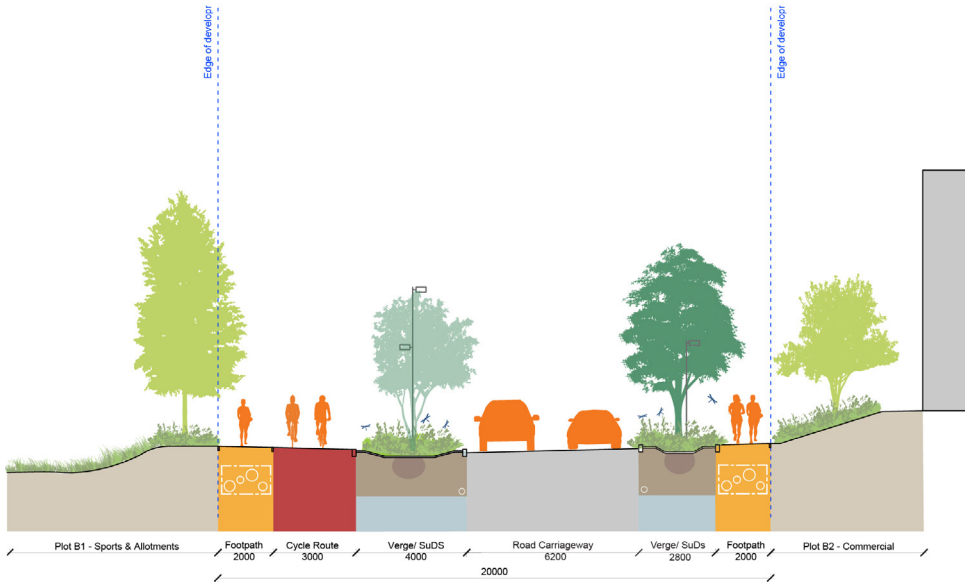
Residential buildings have active ground floors with generous entrances to provide passive surveillance of The Common.

Street sections

Cartwright Avenue & The Common

Section 1: Amenity + Commercial

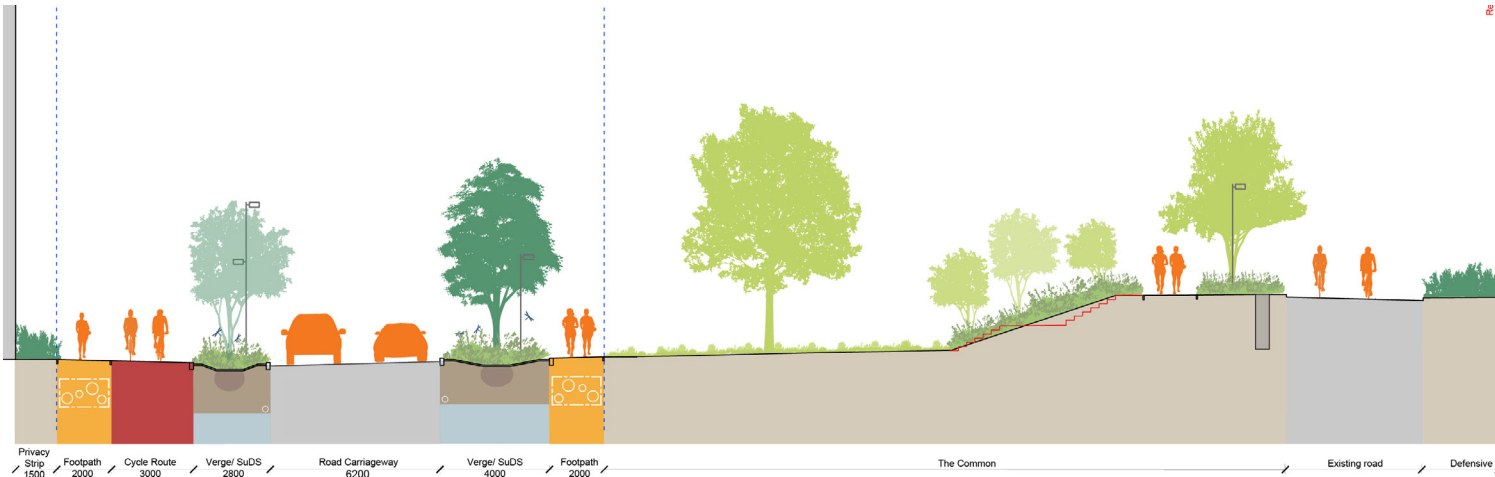
Either side of the corridor, the context changes, sloping up to built form to the east, and falling away through open space to the west, opening up views to the wider landscape



Section 3: The Common

Corridor opens out to form The Common.

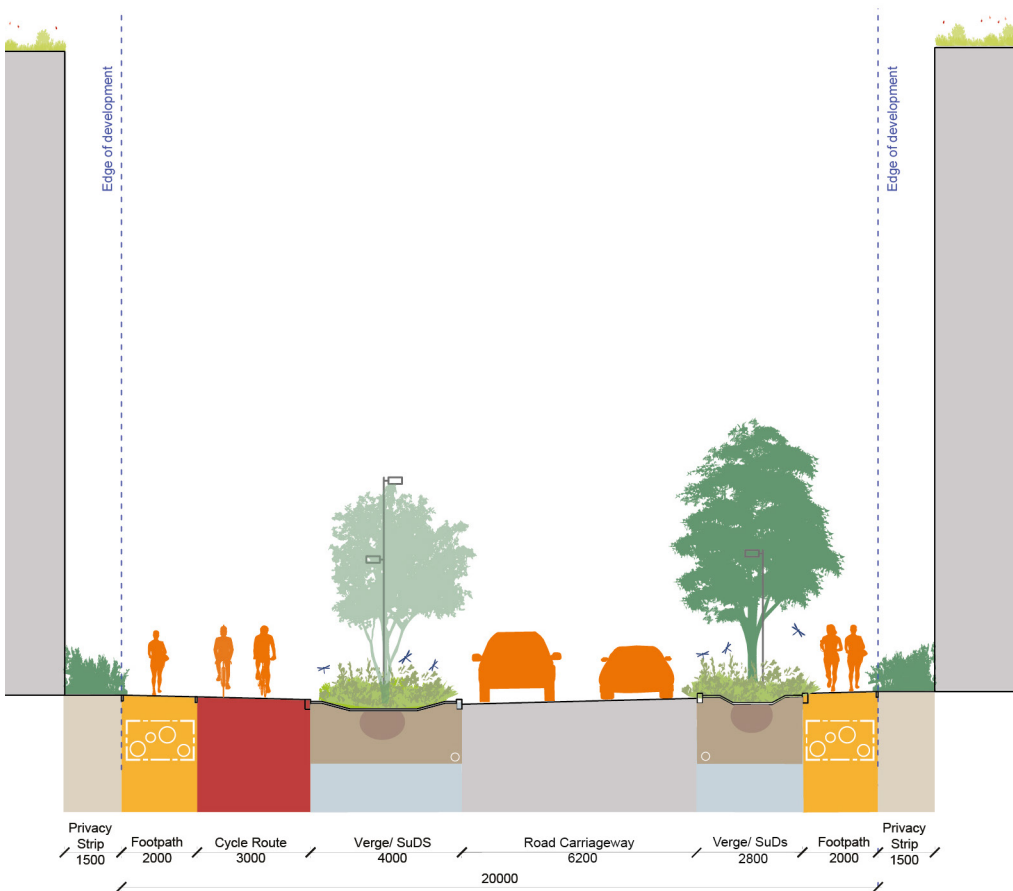
Cartwright Ave and the Ridgeway active travel routes converge



Section 2: Neighbourhoods

Single segregated active travel corridor

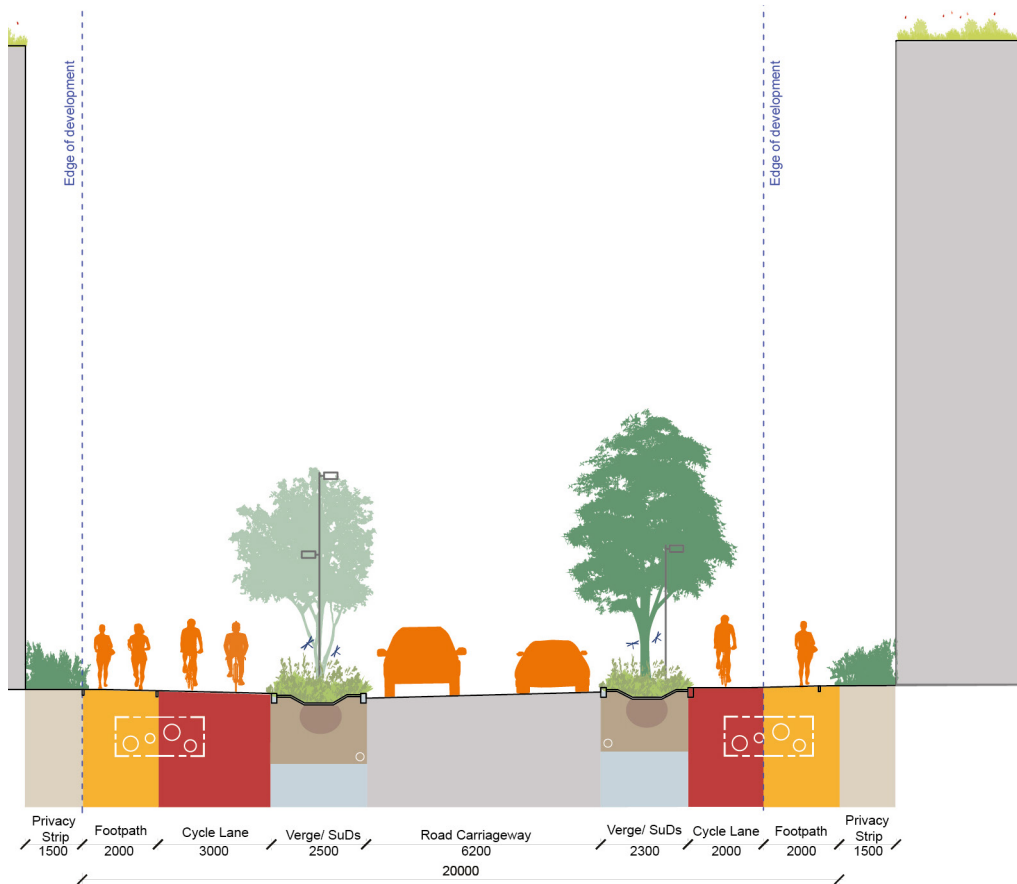
Asymmetric avenue planting



Section 4: Phase 1 Interface

Dual active travel corridors

Asymmetric avenue planting



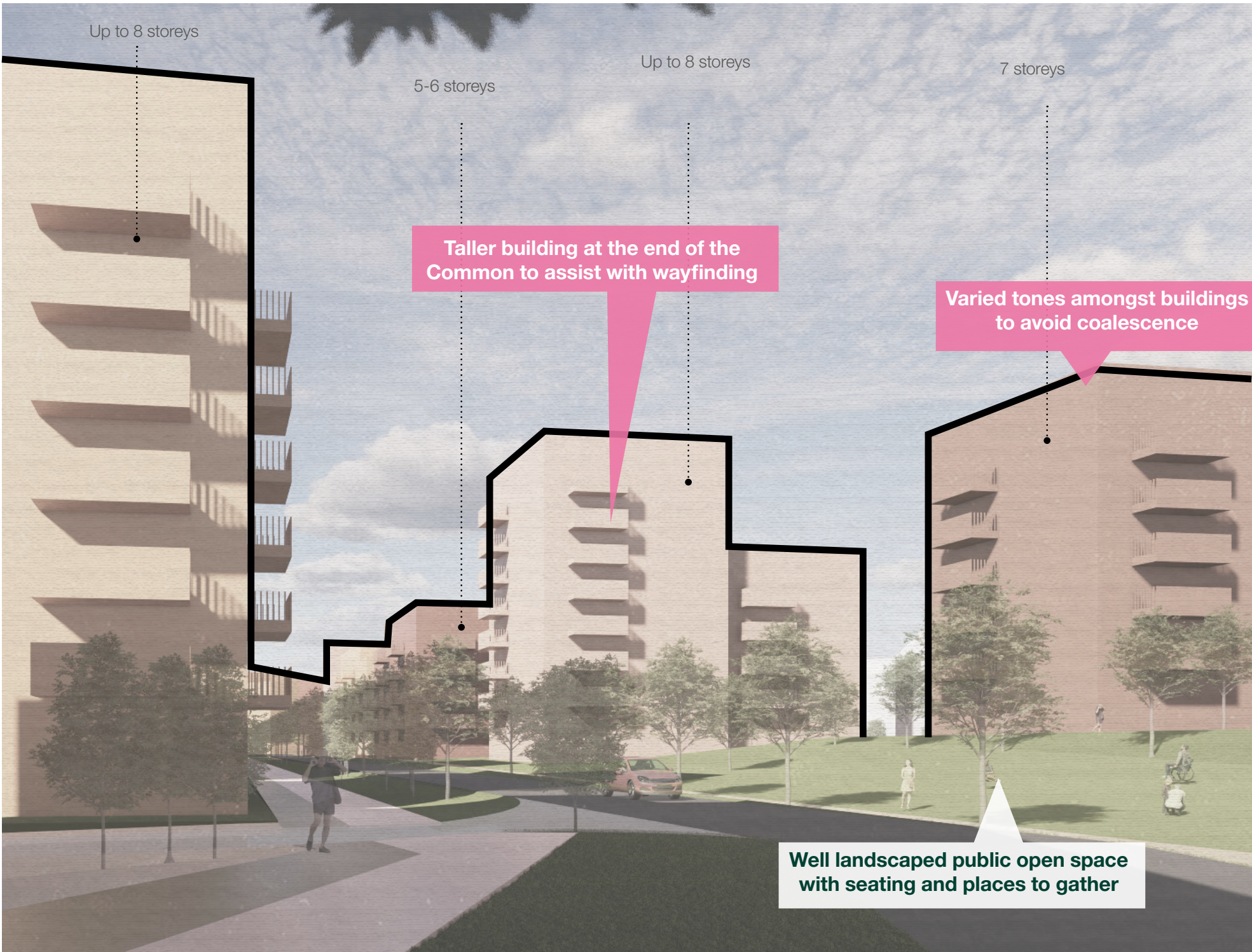
Massing and character
Cartwright Avenue & The Common



Generous public open space with street furniture for people to dwell and taller buildings denoting the significance of the space.



Variation in height, tone and simple materials create character and contrast along the street. Mobility hub creates an edge to The Common.



Health and wellbeing

Cartwright Avenue & The Common



Engaging thresholds

Building entrances activate the public realm, contribute to making them safe spaces and foster social interaction.



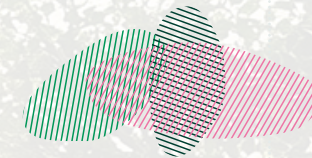
Walking and cycling

A segregated bidirectional cycle lane threading through the Future Phases.



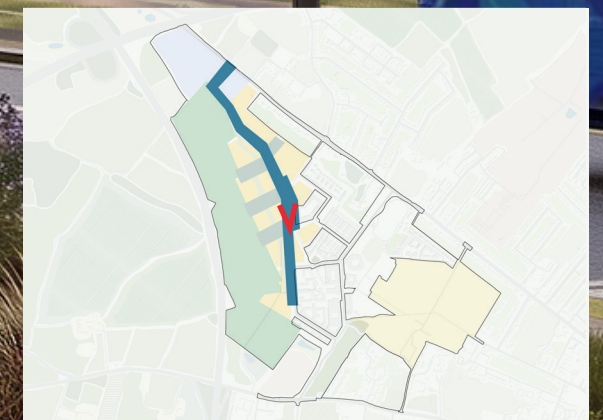
Walking and cycling

A mobility hub encouraging active forms of travel.



Meeting places

Level changes are addressed through seating areas organised around planting.



Innovation Street

Innovation Street will be a vibrant makers quarter that reimagines the standard industrial estate and more traditional office campus through a street-based urbanism approach that prioritises people, and well-defined public spaces that support sociability and collaboration. It will provide flexible mid-tech and employment space within dynamic built forms, challenging standard big box typologies in favour for articulated massing, varied rooflines and a human scale grain that feels rooted in Cambridge. The place will prioritise active frontages, walkability and integration with the wider neighbourhood. The area will support a diversity in scale to attract a variety of tenants and foster a vibrant community. Buildings and spaces will express innovation not just in use, but in built form and placemaking.

Statement

Design rationale

Innovation Street

Green and blue infrastructure

The existing perimeter tree line is strengthened with native woodland and hedgerow buffer planting presenting a positive green frontage to Huntingdon Road.

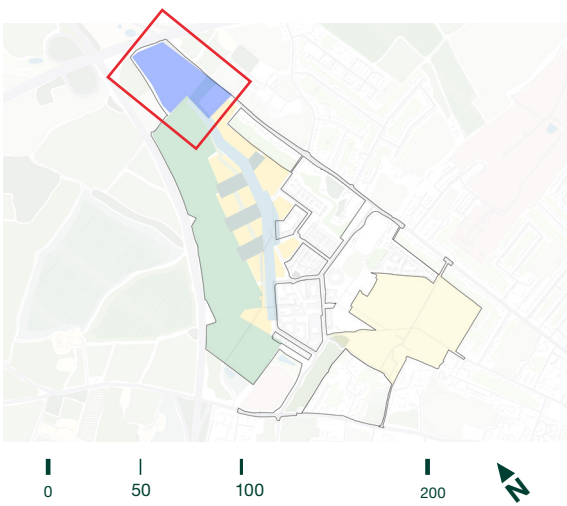
Clear and deliberate breaks signal the Innovation Street access and Cartwright Avenue junction.

A combination of the amenity hub built form and landmark tree mark a pivot point of access routes, clearly visible on the approach along Cartwright Avenue and from the Huntingdon Road junction.



Key

- Building frontages
- Gateway buildings
- Zone of active hub
- Innovation Street



Green and blue infrastructure

A landscape framework sets the character for the area and reinforces the connection between the end of Cartwright Avenue and the entrance to Innovation Court and Innovation Street. Simple, strong tree lines and landmark tree planting clearly signal the connection between Innovation Street and the Cartwright Avenue corridor. The existing hedgerow and tree line is retained for its ecological value.



Movement

Active travel routes connect the northern end of Cartwright Avenue to the existing public rights of way transitioning into Innovation Street.

Innovation Street is a shared street where pedestrians and cyclists can travel safely buffered from the road though landscape. Building servicing takes places at the back of these away from the shared street. Vehicles access it directly off Huntingdon Road.



Built form

A commercial extension at the northern end of the site. Buildings define an internal street on the northernmost plot. On other plots they face Cartwright Avenue defining its edge. At the junction with Huntingdon Road, a pair of buildings define the northern entrance to the site.

Strategies

Innovation Street

Green and Blue Infrastructure

Planting and drainage

- Forest-scale tree

Landmark tree

Specimen tree

Street tree

Fruiting/flowering tree

Junction tree

Existing trees and woodland

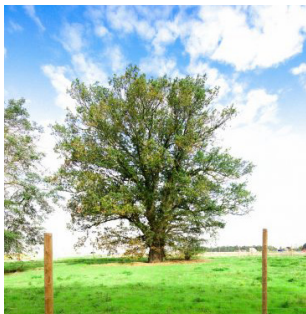
Existing blue infrastructure

Surface SuDS

Swale



On streets, planting arrangement is more formal and follows the geometry of the street. On large open green spaces planting and tree arrangement is more informal and references the wider natural landscape.



Specimen existing and new trees at key locations create visual connection contributing to the legibility of the proposal and navigation between different areas, for example with trees at Innovation Court and the end of Cartwright Avenue.

Green and Blue Infrastructure

Community and amenity

- Informal open space

Growing/ productive area

Play area



Innovation Court provides space and infrastructure for temporary pop up events.



Informal furniture and canopies provide shelter and break out and outdoors lunch space.

Movement

- Primary pedestrian/cycle route

Community Lane

Green informal pathways
- Secondary routes

Roads

Existing active travel routes



Innovation Street is connected to Cambridge West. A pedestrian and cycle lane connects to Cartwright Avenue leading on to Turing Way, Eddington Avenue and JJ Thomson Avenue.

A mobility hub fosters active travel whilst providing opportunity for congregation.

Built Form

- Building

Active frontages and entrances

Private external amenity
- Public realm



Buildings are aligned to define streets. Building entrances cluster, for example around Innovation Court or at the end of Innovation Street, defining zones for activity and congregation. Buildings at both sides of Cartwright Avenue, next to the Huntingdon Road junction define

the access to the site. An ancillary building at the end of Cartwright Avenue marks the vista from Huntingdon Road junction and establishes a visual connection to Innovation Court.

Massing and character

Innovation Street



Varied roofscape and materials, create visual interest along the street. (Mercers Row, Allies and Morrison)



Variation in tone and simple materials create character and contrast along the street (Faraday Works, Swiss Laundry)

