



UNIVERSITY OF
CAMBRIDGE

North West Cambridge

Future Phases of Eddington

September 2025



**Environmental Impact Assessment
Volume 2: Landscape and Visual
Impact Assessment**

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NORTH WEST CAMBRIDGE MASTERPLAN LANDSCAPE AND VISUAL IMPACT ASSESSMENT

Quality Assurance

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1.0 Executive Summary

- 1.1.1 This Landscape and Visual Impact Assessment (LVIA) evaluates the effects of the Proposed Development located to the North West of Cambridge on the landscape character and visual amenity of the surrounding area. The site lies within an area allocated for development and forms part of a wider masterplanned urban extension. The LVIA considers baseline conditions, assesses effects during construction, at Year 1 post-completion, and at Year 15 once mitigation measures have matured.
- 1.1.2 At Year 15, no significant adverse residual landscape effects are anticipated. The landscape receptors, including Landscape Character Area 2B and the Early 21st Century Mixed-Use Townscape Character Area, are considered capable of accommodating the Proposed Development in line with local policy and existing development patterns. While there is some transformation of the landscape within the site itself, these changes are consistent with the site's allocation and represent an enhancement over its current, degraded condition. Long-term effects on landscape elements such as tranquillity, vegetation cover, and the Cambridge skyline are either negligible, neutral, or beneficial following full implementation of the landscape strategy.
- 1.1.3 The Proposed Development will result in some long term **beneficial effects**, namely on the visual amenity of users of the Brook Leys park, the local townscape character, the landscape character of the site and the Cottenham Fen Edge Claylands. The Proposed Development will deliver an extensive and interconnected green infrastructure network, improved vegetation cover, and reinforced planting belts that will enhance local biodiversity, visual quality, and integration with the surrounding context. These features, alongside high-quality architectural principles and careful skyline articulation, will contribute positively to the character of this key gateway into Cambridge, aligning with both local policy objectives and the aspiration for a sustainable urban edge.
- 1.1.4 Despite these benefits, residual adverse significant visual effects are identified at six viewpoints at Year 15. These effects are classified as **moderate adverse** and are concentrated at locations where receptors experience a change from open or wooded skylines to built form. Receptors include users of public rights of way, key recreational routes, and residents in proximity to the site.
- 1.1.5 While the Proposed Development is generally well integrated, the scale and enclosure introduced by built form in some locations give rise to locally significant impacts, which are compatible with the scale of development expected for the site's allocation.
- 1.1.6 To address the residual effects, a suite of secondary mitigation measures is recommended, including:
- Ensuring that the final layout and design does not cause any visual impact materially greater than the one identified at Year 15, which demonstrates a low level of residual adverse effects.
 - Ensuring that key elements of the Design Code (e.g., roofline articulation, permeability, building breaks) are robustly implemented through the reserved matters process.
- 1.1.7 These measures are to be implemented during future reserved matter stages and are intended to refine the relationship between built form and the wider landscape context, and to further reduce visual prominence where effects are currently significant.
- 1.1.8 It is also important to note that whilst it is best practice in LVIA terms to consider an increase in the visibility of built form on the skyline as a negative effect, where a significant change in the skyline is already envisaged, and when the proposed design is of a high quality, increased visibility could be eventually (when detail proposals will be submitted) judged as causing neutral or even beneficial effects.
- 1.1.9 For example, considering viewpoint 1, it is clear from the site's allocation that there is an anticipation that the western edge of the urban area will become more prominent in this view. In this context the photomontage of the Illustrative Masterplan in this view illustrates that the proposed design is an attractive and appropriate design solution, with varying roof heights,

articulation in the elevations and the use of high-quality and varied materials providing positive visual effects.

- 1.1.10 In conclusion, the Proposed Development results in a series of managed and expected landscape changes. While visual impacts from some key viewpoints remain significant in the long term, they are localised and considered acceptable within the context of the Site's strategic allocation and overall landscape strategy. With the implementation of secondary mitigation and monitoring guidelines, the landscape and visual effects of the scheme can be appropriately managed and integrated over time.
- 1.1.11 It is also a key consideration that the Site forms part of the wider North West Cambridge Development Masterplan, which received outline planning permission in 2013. The Environmental Statement (2012 ES) prepared for that application considered a slightly different developable area, and the Parameter Plans and visualisations did not take account of roof plant. Nonetheless, the 2012 ES, which supported a successful application, also concluded that, at completion, the Proposed Development would not give rise to significant adverse effects on the regional landscape character or the local townscape character. However, some residual significant adverse effects were anticipated for visual receptors in proximity to the Site (namely the 2012 ES viewpoint equivalents of viewpoints 3, 8, 9 and 10), including views from the M11 and from public footpaths. These were considered to be limited by the fact that such receptors are *'temporary and transitory in their use, thereby limiting the duration of the adverse visual effects experienced'* (paragraph 6.12.11 of the 2012 ES).
- 1.1.12 Consequently, it is acknowledged that a degree of significant adverse impact is inevitable with developments of the scale proposed. However, this is not necessarily unacceptable, as both the 2012 ES and this LVIA demonstrate that, with appropriate design, the development can be successfully integrated into the surrounding landscape and townscape, with visual amenity largely preserved.

2.0 Introduction

- 2.1.1 This Landscape and Visual Impact Assessment (LVIA) has been prepared on behalf of The University of Cambridge in connection with the development known as the North West Cambridge Masterplan (NWCM) located at Land Between Huntingdon Road, Madingley Road and M11, Eddington, North West Cambridge, Cambridgeshire (here after refer to as the 'Site').
- 2.1.2 This Volume 2 of the Environmental Statement (ES) addresses the likely significant landscape and visual impacts of the Proposed Development. It has been prepared by Martina Sechi BSc. BE MALA CMLI to assess the impacts of the Proposed Development in relation to the effects it would have on the landscape/townscape resources and visual receptors identified within the study area.
- 2.1.3 Technical appendices that support this chapter are:
- Appendix 1 – Landscape and Visual Assessment Methodology
 - Appendix 2 – Mapping
 - Appendix 3 – Type 4 Technical Visualisations
 - Appendix 4 – AECOM Visual Study
 - Appendix 5 – Zone of Theoretical Visibility
 - Appendix 6 – Detailed Landscape and Visual Assessments
 - Appendix 7 – Type 2 Technical Visualisations

2.2 The Site

- 2.2.1 The site falls within the administrative boundaries of the Greater Cambridge Shared Planning Service ("GCSPS") which comprises both Cambridge City Council and South Cambridgeshire District Council.
- 2.2.2 The site covers an area of 114ha (Figure 1) and it is allocated for development in the Cambridge Local Plan (2018) and South Cambridgeshire Local Plan (2018), and the North West Cambridge Area Action Plan (2009). It consists of future phases of the North West Cambridge Masterplan (NWCM) and is located between the M11, A14, Huntingdon Road and Phase 1 of the development, implemented under the 2013 Outline Permission (hereafter referred to as "2013 OPP"), also known as Eddington.
- 2.2.3 The NWCM was also assessed for environmental impact and accompanied by an Environmental Statement (2012 ES). Phase 1 (Figure 2) of the NWCM has been built out or is under construction. The site forms the remainder of the (2013 OPP site which has not been developed.
- 2.2.4 The site is approximately triangular in shape and currently predominantly comprises grassland fields, construction areas, and sections of Huntingdon Road (A1307) and Madingley Road (A1303). In addition, the site comprises multiple areas of hard standing, including an area utilised for parking to the south of the site. The Barcroft Centre and associated buildings are located within the most northerly extent of the land, along Huntingdon Road.
- 2.2.5 The Washpit Brook is the closest watercourse to the site which runs through the site from southeast to the northwest. Traveller's Rest Pit site of Special Scientific Interest (SSSI) is located within the eastern extent of the site.
- 2.2.6 Much of the site comprises topsoil and clay that emerged as a result of development undertaken pursuant to a previous 2013 OPP at North West Cambridge.
- 2.2.7 There are a variety of amenity and green spaces on the site including swales, ponds, grassland, areas of woodland, hedgerows and individual trees. A stormwater recycling system pond, which has never been commissioned, is located along the western edge of the site.
- 2.2.8 Vehicular access to the site can be gained via either Huntingdon Road to the north or Madingley Road to the south of the site. Huntingdon Road and Madingley Road are linked via Eddington Avenue, which traverses the south-eastern extent of the site. Pedestrian access can be gained

via the same routes. Pedestrian and cycle access can also be gained via Horse Chestnut Avenue and Bunkers Hill (from Huntingdon Road), as well as Storey's Way and Madingley Rise to the east of the site.

2.2.9 A Public Rights of Way (Footpath 99/5) crosses the site in the north-west corner, running between Huntingdon Road to Cambridge Road, and crossing beneath the M11.

2.2.10 There is approximately 41.9ha of land, across multiple land parcels, which is excluded from the planning application boundary (as shown in Figure 1 and Figure 2). These parcels of land comprise:

- Residential properties;
- University of Cambridge Primary School;
- Hyatt Centric and Turing Lock Hotels; and
- United Nations Environment World Conservation Monitoring Centre.

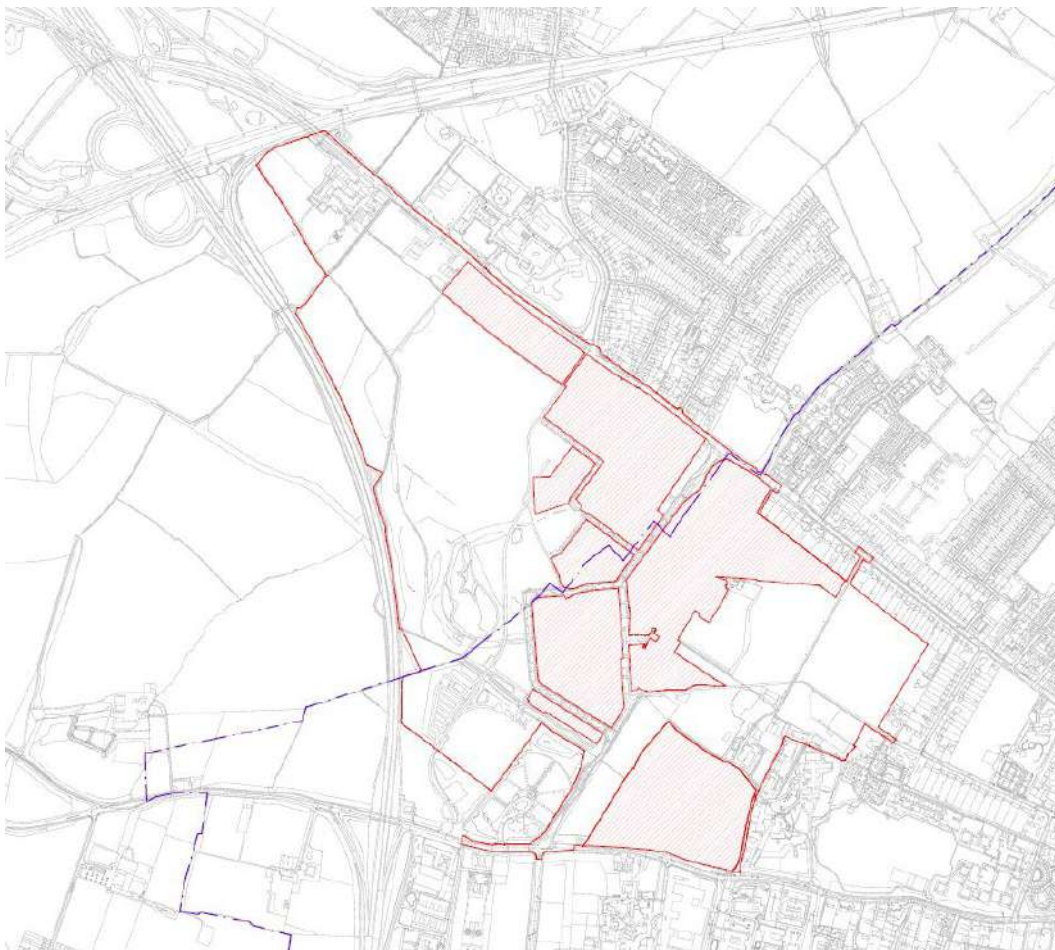


Figure 1 - Planning application red line boundary



Figure 2 - OPP 2013 Illustrative Masterplan, Phase 1 plots

3.0 Assessment Approach

3.1 Methodology

3.1.1 The assessment accords with the current best practice guidance, namely:

- 'Guidelines for Landscape and Visual Impact Assessment', (GLVIA3) produced by the Landscape Institute with the Institute of Environmental Management and Assessment (Third Edition, 2013);
- 'Visual Representation of Development Proposals'. Technical Guidance Note 06/19, by the Landscape Institute (17 September 2019); and
- 'An Approach to Landscape Character Assessment' by Natural England (October 2014).

3.1.2 The adopted methodology (Appendix 1) sets out the approach to the LVIA process for developments subject to Environmental Impact Assessment (EIA), therefore reaching a conclusion on the significance of the impact. It follows the main EIA process:

- Establish the baseline, including landscape and visual receptors;
- Identify the nature of the receptors (sensitivity);
- Establish the nature of the effects (magnitude);
- Combined sensitivity and magnitude to assess the significance of the effects.

The assessment considers two separate but inter-linked issues:

3.1.3 Landscape Effects relate to changes in the fabric, character and quality of the landscape. These include direct impacts such as loss of vegetation, or less perceptible effects such as changes to tranquillity. Landscape effects do not need to be visible.

3.1.4 Visual Effects relate to specific changes in views and the effects on visual receptors (e.g. users of public rights of way or recreational facilities). Changes to the visual setting of protected cultural heritage features are also considered (e.g. Scheduled Monuments, Listed Buildings and Conservation Areas), however, the impact on the significance of the heritage assets is considered in the relevant Heritage Assessment chapter (ES Volume 1, Chapter 10: Built Heritage).

3.1.5 The landscape and visual assessment methodologies and scoring criteria are provided in Appendix 1. Generally, landscape or visual effects are considered significant if:

- They result in a major loss of or irreversible negative effect over an extensive area, and/or a valuable feature, and/or a sensitive receptor; and
- The quality of change is of such scale and nature to cause a major and unacceptable mutation of the distinctive characteristics and value of the receptor (i.e. a non-characteristic, discordant or intrusive element).

3.1.6 The assessment of landscape and visual effects at construction, Year 1 and Year 15 has been based on the following development scenarios:

- The Construction Phase assessment accounts for temporary yet potentially prominent impacts arising from construction activity, including cranes, compounds, machinery, and lighting. Where relevant, the assessment incorporates assumptions from the Construction Environmental Management Plan (CEMP), which outlines measures to manage visual clutter, lighting spill, and general site appearance (e.g. hoardings and compound layout) to reduce construction-related effects. Residual construction impact takes into consideration additional mitigation measures that could alleviate the identified impacts.
- At Year 1, the assessment assumes the Proposed Development is completed in accordance with the Parameter Plans, including full developable areas, height zones and designated roof

plant zones, but without the benefit of any new planting in the landscape areas identified in Green Infrastructure, Play and Open Space PP2-10002, which is assumed not yet to have established. This represents a conservative, worst-case scenario in terms of visibility and integration, as the Design Code guidance is not yet applied.

- At Year 15, the assessment reflects the anticipated maturation of the development in accordance with the Design Code, including delivery of the proposed green infrastructure, public realm, and architectural detailing (such as massing, skyline articulation and detailed layout). At this point, the Proposed Development is considered broadly consistent with the Illustrative Masterplan, providing a realistic basis for assessing the long-term integration and mitigation of visual and landscape effects.

3.2 Potential Impacts

3.2.1 As identified in the Landscape and Visual Impact Assessment Baseline submitted at scoping stage, the preliminary analysis of the Proposed Development against the baseline conditions concluded that the following townscape and visual effects are to be expected:

- Loss of a rural landscape introducing an urban character to the setting of ramblers on the local PRoW, road users and residents.
- Creation of a new gateway townscape character that will clearly define the extent of Cambridge and its interface with the surrounding countryside.
- Extension of the urban interference with the wooded skyline experienced in vistas towards Cambridge from the adjacent countryside.

3.2.2 It should be noted that impacts on the site's rural character associated with the change in land use are intrinsic to the Development Plan allocation. However, it was considered likely that visual amenity experienced by the identified visual receptors will be subject to a considerable scale of change, which will alter positive baseline features. Therefore, the EIA Scoping Report considered that significant and adverse visual effects were likely to occur, in accordance with the conclusions of the 2012 ES.

3.3 Study Area

3.3.1 The site is already an allocated site under the Development Plan and Phase 1 of the wider NWCM has already been completed; therefore, changes in the local landscape and townscape character are expected and inevitable. This will influence the relationship of Cambridge's urban area with the adjacent countryside and Green Belt (See Map 04 in Appendix 2).

3.3.2 The LVIA submitted for the 2013 OPP proposal (see 2012 ES) considered a study area of 2.5km, which encompasses the range of distant views where the site is visible from (see AECOM visual study in Appendix 4); notably the Zone of Theoretical Visibility (ZTV) produced for the Proposed Development (Appendix 5) confirms visibility from these views and some additional locations within the 2.5km radius. Therefore, for consistency, a 2.5km study area radius will also be considered for this development.

3.4 Desk-Based Study

3.4.1 Information for the landscape and visual assessment was gathered from the following sources:

- Ordnance Survey 1:10,000 scale Application site-centred digital raster maps;
- National Planning Policy Framework (February 2025);
- South Cambridgeshire Local Plan (September 2018);
- Cambridge City Local Plan (October 2018);
- District Design Guide (March 2010);

- North West Cambridge Area Action Plan (October 2009);
- National Character Area Profile 88 Bedfordshire and Cambridgeshire Claylands;
- Greater Cambridgeshire Shared Partnership, Greater Cambridge Landscape Character Assessment, Chris Blandford (2021);
- Cambridge Inner Green Belt Study, LDA (2015);
- The Multi-Agency Geographical Information for the Countryside (MAGIC) database; and
- Aerial photography: Google Maps (<http://maps.google.co.uk/>).

3.5 Field Study

3.5.1 A field survey was undertaken in August 2024 and March 2025 to assess:

- The landscape characteristics;
- Views of the site from the surrounding areas;
- The location and sensitivity of visual receptors; and
- The potential landscape and visual effects arising from the proposed development.

3.5.2 The survey was undertaken from roads, bridleways, tracks, footpaths and publicly accessible locations.

3.6 Consultations

3.6.1 Pre-application consultation was conducted with the Greater Cambridge Shared Planning Service (GCSPS), including workshops focused on landscape/visual input into the design evolution. VuCity Type 2 visualisations were used to explore the design at the identified viewpoints.

3.6.2 During the pre-application meetings with the GCSPS and through the EIA scoping process, the LVIA approach was discussed and agreed with the landscape officer, including the list of viewpoints and the approach to the technical visualisations. Through VuCity Type 2 (Appendix 7) and Type 1 photography testing it was agreed to exclude from the assessment five viewpoints as it was proved that the Proposed Development would not be visible at these locations: 5, 6, 8b, 12 and 34.

3.7 Limitations and Assumptions

3.7.1 The scope of the LVIA was agreed with the GCSPS planning team through the EIA scoping and pre-application process; therefore, desk-based and on-site analysis are limited to the agreed published evidence and viewpoints.

3.7.2 The outline nature of the proposal, albeit accompanied by a Design Code (DC), results in some limitations to the level of detail of the design, which affects the outcome of the LVIA. In particular, where the DC guidance is worded with 'should' instead of 'must', there is some uncertainty on the final design outcome and how it will be interpreted by future designers. The lack of a detailed planting plan also results in the inability to consider the long-term impact of planting growth, as proposed vegetation density, species, and layout are not known.

3.7.3 The LVIA does not include a review of the methodologies and conclusions of the considered documents listed in the References. The Proposed Development is analysed against the content of the available landscape/townscape evidence and policies.

3.7.4 To inform the assessment of visual effects, technical visualisations have been produced. The baseline and visualisation photography has largely been carried out during the winter months, therefore allowing the understanding of the worst-case scenario. However, visual assessment is also aided by on-site experience and reasonable assumptions are made to consider seasonal effects.

- 3.7.5 To inform the assessment of construction effects, assumptions are made on the likely work and machinery required.
- 3.7.6 Assessment of the visual impact of the proposal during the night could not be carried out due to the outline nature of the planning application, which does not include enough details on the proposed lighting scheme to produce suitable night-time views that would inform the assessment. The 11.5 Monitoring section of the LVIA provides appropriate guidance on future actions to ensure such impact is appropriately addressed.

4.0 The Proposed Development

4.1 The Proposal

- 4.1.1 The Applicant intends to submit an outline planning application with all matters reserved except for primary access to deliver a comprehensive redevelopment of the site.
- 4.1.2 Matters relating to 'Scale', 'Layout', 'Appearance', 'Access' and 'Landscaping' are reserved and as such will be subject to outline design parameters that will be sought for outline approval, with the detailed design of these 'matters' to come forward for approval by the local planning authorities later via the submission and determination of future Reserved Matters Applications (RMAs).
- 4.1.3 The submitted Parameter Plans (PP) provide key information on the proposed building heights (PP6-10006) and green infrastructure strategy (PP2-10002). The application also includes an illustrative masterplan, which demonstrates how a design proposal can be developed in accordance with the PP and Design Code (DC).
- 4.1.4 The Proposed Development consists of a phased mixed-use development, including demolition of existing buildings and structures, such development comprises:
- Living Uses, comprising residential floorspace (Class C3/C4, up to 3,800 dwellings), student accommodation (Sui Generis), Co-living (Sui Generis) and Senior Living (Class C2);
 - Flexible Employment Floorspace (Class E(g) / Sui Generis research uses);
 - Academic Floorspace (Class F1); and
 - Floorspace for supporting retail, nursery, health and indoor sports and recreation uses (Class E (a) – E (f)).
 - Public open space, public realm, sports facilities, amenity space, outdoor play, allotments and hard and soft landscaping works alongside supporting facilities;
 - Car and cycle parking, formation of new pedestrian, cyclist and vehicular accesses and means of access and circulation routes within the site;
 - Highway works;
 - Site clearance, preparation and enabling works;
 - Supporting infrastructure, plant, drainage, utility, earthworks and engineering works.
- 4.1.5 Furthermore, the Proposed Development will deliver additional pedestrian and cyclist access throughout the site.

4.2 Mitigation Measures

- 4.2.1 During the iterative design process, the Proposed Development has evolved in response to landscape/townscape and visual analysis findings as well as other stakeholder comments. The design evolution is summarised in the Design and Access Statement (DAS).
- 4.2.2 These embedded mitigation measures were included in the PPs for the assessment of the Year 1 scenario:
- **Articulation of the skyline through overall height zoning:** Buildings are likely to range between 30m and 45m AOD, with some of taller buildings up to 50m AOD, as illustrated in the PP6-10006 – Proposed Maximum Heights. This stepped massing approach creates a diverse visual experience of the Proposed Development skyline and ensures appropriate height relationships with the existing low-lying residential properties and the open countryside.
 - **Structural planting around the Innovation Street zone:** PP2-10002 illustrates the green infrastructure strategy, which includes areas of existing landscape features to be preserved

and enhanced along Huntingdon Road, as well as proposed public open space locations that require planting around the Innovation Street zone to ensure that the Proposed Development is well integrated in its landscape context and residual visual impact is lessened.

- **Massing breaks:** The PP indicates minimal built form breaks, particularly along the western portion of the site, to avoid the creation of a continuous enclosure and allow visual and physical permeability across the Proposed Development, which lessens impact on the visual experience of receptors within the site, as well as in long-distance viewpoints.

4.2.3

Following this, in order to mitigate the Proposed Development impact at Year 15, the following primary mitigation measures have been incorporated in the DC, providing control over the architectural outcome of the outline application and reducing adverse effects:

- **Skyline articulation:** Utilise localised changes in height to create an articulated skyline and avoid a flat roofscape.
- **Built form:** Variation in scale, height and materiality to create a dynamic rhythm in the built form along the western portion of the site, Brook Leys, and the green corridors across the site. The definition of different height zones also reflects the relationship with the various boundary conditions: the height increases towards the existing Phase 1 development, while the proposed height diminishes towards the residential areas along Huntingdon Road and the western countryside edge.
- **Gateway character:** Ensure that the western development edge results in a positive gateway feature with the use of an appropriate variation of scale, colour and material palette to avoid a monotonous built edge and create visual interest within townscape coherence.
- **Landscape fingers:** The relationship between form and function must ensure that these provide a meaningful break in the built form along the western portion of the site, Brook Leys, as well as multifunctional green spaces and connectivity across the development to the countryside.
- **Natural landscape:** Avoid man-made landscape features within the country park, such as steep earth mounding, which would be in contrast with the flat Fen's edge gentle topography.

4.2.4

The LVIA considers the DC part of the primary mitigation measures, as it indicates that the planning application is capable of achieving high-quality design and therefore a good aesthetic outcome, which would mitigate the visual impact of the Parameter Plans' (PP) block massing on their own. However, please refer to Par. 3.7.2 for the assessment limitation.

5.0 Landscape Planning Context

5.1 National Planning Policy Framework

- 5.1.1 The National Planning Policy Framework (NPPF) sets out the overall economic, social and environmental objectives that the planning system should follow to achieve sustainable development. At the heart of the NPPF is a *'presumption in favour of sustainable development'* (Par. 10). More specifically, the NPPF policies relevant to the sites and proposed developments are detailed below.
- 5.1.2 The NPPF requires care of the public rights of way setting and strategic vision. Par. 105 states that *'planning policies and decisions should protect and enhance public rights of way and access, including taking opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails'*.
- 5.1.3 The framework stresses the importance of high-quality design. It states that efficient use of land should take into account *'the importance of securing well-designed, attractive and healthy spaces'* (Par. 129e). Par. 131 adds that *'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'* Developments should meet the following requirements (Par. 135):
- *'a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - *b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
 - *c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
 - *d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
 - *e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
 - *f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'*
- 5.1.4 In defining the planning system obligations and scopes, the framework highlights the importance of protecting and enhancing the natural environment and features, starting with trees in an urban setting (Par. 136): *'Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible.'*
- 5.1.5 On a larger landscape scale, it focuses on *'protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan)* (Par. 187a). The countryside has a particular value on its own for its intrinsic character and beauty.
- 5.1.6 It is noted that the new NPPF doesn't clearly define what constitutes a "valued landscape". Useful since the NPPF 2018 revision is the introduction of footnote 7 in Par. 11 which provides some additional guidance. This defines, more thoroughly than before, *'areas or assets of particular importance'* as: *'habitats sites (and those sites listed in paragraph 194) and/or designated as*

Sites of Special Scientific Interest; land designated as Green Belt, Local Green Space, a National Landscape, a National Park (or within the Broads Authority) or defined as Heritage Coast; irreplaceable habitats; designated heritage assets (and other heritage assets of archaeological interest referred to in footnote 75); and areas at risk of flooding or coastal change.' For the purposes of this LVIA, it is considered that the 'Stroud DC v Gladman high court judgement (reference CO/4082/2014), as well as TGN 02/21 by the Landscape Institute, provides the appropriate guidance to define landscape value.

- 5.1.7 Last, the framework promotes a '*strategic approach to maintaining and enhancing networks of habitats and green infrastructures*' (Par 188). Habitat and biodiversity protection and enhancement are fundamental points for sustainable development and should be considered not just at local scale but as an interaction with wider national and international ecological networks.

5.2 South Cambridgeshire Local Plan (September 2018)

- 5.2.1 The site falls within the administrative area of South Cambridgeshire District Council (SCDC), as well as Cambridge City Council (CCC). Several documents and planning policies regulate planning decisions; those relevant to the landscape and visual assessment are listed below.

- **Policy S/2: Objectives of the Local Plan**

- 5.2.2 This policy sets out the strategic objectives of the local plan, setting out six key objectives to guide development within the district. Objectives include the protection of '*the character of South Cambridgeshire, including its built and natural heritage, as well as protecting the Cambridgeshire Green Belt*'.

- **Policy S/4 :Cambridge Green Belt**

- 5.2.3 This policy sets out the purposes of the Cambridge Green Belt, namely to:

- '*Preserve the unique character of Cambridge as a compact, dynamic city with a thriving historic centre;*
- *Maintain and enhance the quality of its setting; and*
- *Prevent communities in the environs of Cambridge from merging into one another and with the city.'*

- 5.2.4 The '*special character of Cambridge and its setting*' is described through a series of factors which include:

- '*Key views of Cambridge from the surrounding countryside;*
- *A soft green edge to the city;*
- *A distinctive urban edge;*
- *Green corridors penetrating into the city;*
- *Designated sites and other features contributing positively to the character of the landscape setting;*
- *...; and*
- *A landscape that retains a strong rural character.'*

- **Policy HQ/1: Design Principles**

- 5.2.5 This policy is prefaced with the acknowledgement that settlements within the district vary in character. '*All new development will have an impact on its surroundings. Development needs to be of an appropriate scale, design and materials for its location and conform to the design principles set out in the policy*'.

- 5.2.6 *'Any development must also take proper care to respond to its surroundings, and create sustainable, inclusive and healthy environments where people would wish to live, work, shop, study or spend their leisure time'.* In order to achieve such design quality, the policy lists fundamental design principles which include protection and enhancement of natural and historic assets, as well as conserving the countryside and open spaces, referring to the District Design Guide SPD and village design guides where appropriate.
- **Policy NH/2: Protecting and Enhancing Landscape Character**
- 5.2.7 This policy focuses on the preservation and enhancement of local and national character and distinctiveness of the landscape as prescribed by existing evidence, such as the National Character Area Profiles.
- 5.2.8 *'The district's landscape is dominated by arable farmland with dispersed woodlands and often low, trimmed hedgerows. As a result, it is a predominantly open landscape, allowing long views. A mosaic of hedgerow, fields, parkland and small woodlands create variety and combine to create an often treed skyline. A greater degree of enclosure and a more detailed landscape is often associated with settlements and the many small river valleys.'*
- **Policy NH/8: Mitigating the Impact of Development in and Adjoining the Green Belt**
- 5.2.9 This policy requires that:
- *'Any development proposals within the Green Belt must be located and designed so that they do not have an adverse effect on the rural character and openness of the Green Belt.'*
 - *Where development is permitted, landscaping conditions, together with a requirement that any planting is adequately maintained, will be attached to any planning permission in order to ensure that the impact on the Green Belt is mitigated.'*
 - *Development on the edges of settlements which are surrounded by the Green Belt must include careful landscaping and design measures of a high quality.'*
- 5.2.10 This policy recognises that the Green Belt is a *'key designation in the district, which protects the setting and special character of Cambridge.'*
- **Policy S/6: The Development Strategy to 2031**
- 5.2.11 This policy refers to the allocation of sites on the edge of Cambridge as the preferred area to meet the needs of homes and jobs. In particular, it refers to the area action plans produced for areas including North West Cambridge, as per the previous development framework 2007-2010. It states that major allocations from the framework *'are carried forward as part of development plan to 031 or until such time as the developments are complete.'*
- **South Cambridgeshire Design Guide Supplementary Planning Document (2010)**
- 5.2.12 This Supplementary Planning Document (SPD) forms part of the South Cambridgeshire Local Development Framework (LDF), with a purpose to ensure *'the delivery of sensitively and appropriately designed, sustainable developments.'* The Guide identifies that all *'new development will have an impact on its surroundings. The aim must be that any development, from a major urban extension to Cambridge to an extension to an existing home, takes all proper care to respond to its surroundings, including existing buildings, open spaces and village edges, and ensure an integrated scheme that does not harm local amenity and wherever possible, brings benefits to the area.'*
- 5.2.13 The SPD requires that any new development *'must sit comfortably in its landscape, taking account of the topography and natural or man-made features. New development should not intrude upon the skyline, with the exception of specifically agreed features selected as landmarks, in the tradition of church spires or towers. ... careful consideration must be given to the height and form of buildings, with the built form broken down to appear as a composition of forms, rather than one large form and utilising trees and other planting to soften the impact on long distance views.'*

5.3 Local Development Framework, North West Cambridge Area Action Plan (2009)

5.3.1 The Area Action Plan (AAP) '*identifies land to be released from the Cambridge Green Belt, to contribute towards meeting the development needs of Cambridge University.*' It established a vision, objectives and set out policies and proposals to guide the development. The AAP boundaries are identified in Figure 3.

● Policy NW1: Vision

5.3.2 The vision for North West Cambridge is to '*create a new University quarter, which will contribute to meeting the needs of the wider city community, and which will embody best practice in environmental sustainability.*' It also states that a '*revised Green Belt and a new landscaped urban edge will preserve the unique character of Cambridge, enhance its setting and maintain the separate identity of Girton village.*'

5.3.3 Additionally, the policy sets out the objectives of the AAP, including:

- '*a) To contribute to meeting the long-term development needs of Cambridge University;*'
- '*b) To create a sustainable community;*'
- '*f) To secure high quality development of both built form and open spaces;*'
- '*g) To create a community which respects and links with adjoining communities;*'
- '*i) To maintain the purposes of the Green Belt;*'
- '*j) To provide an appropriate landscape setting and high quality edge treatment for Cambridge;*'
- '*k) To provide appropriate separation between Cambridge and the village of Girton to maintain village character and identity;*'
- '*p) To protect special geological interest, existing wildlife and wildlife corridors and secure a net increase in biodiversity.*'

● Policy NW2: Development Principles

5.3.4 Policy NW2 sets out a series of development principles to which proposals in the identified area shall adhere. The policy intention is to promote high-quality design to result in '*attractive and distinctive mixed-uses development*' that is well integrated with the city and surrounding countryside. In order to achieve such quality, the proposals are required to:

- '*Protect and enhance the geodiversity and biodiversity of the site and incorporate historic landscape and geological features;*
- '*Provide a high quality landscape framework for the development and its immediate setting;*
- '*...*'

● Policy NW4: Site and Settings

5.3.5 This policy reinforces the requirements for a high-quality built edge to the urban area which shall provide an appropriate setting to Cambridge and maintain the purposes of the Cambridge Green Belt.

5.3.6 The explanatory text of the policy refers to the open land between the M11 and the western limit of the built-up area. It explain that as the M11 currently runs through open countryside, '*the corridor of land to be retained would retain an open foreground in views from the motorway. This would soften the urban edge and prevent an oppressive urban character from being created alongside the motorway.*'

5.3.7 Notably AAP acknowledges that development will be visible in the landscape and that, therefore, '*It is important that the Masterplan for the area ensures the provision of a complementary high quality and distinctive built edge to the extended urban area and appropriate landscaping.*'

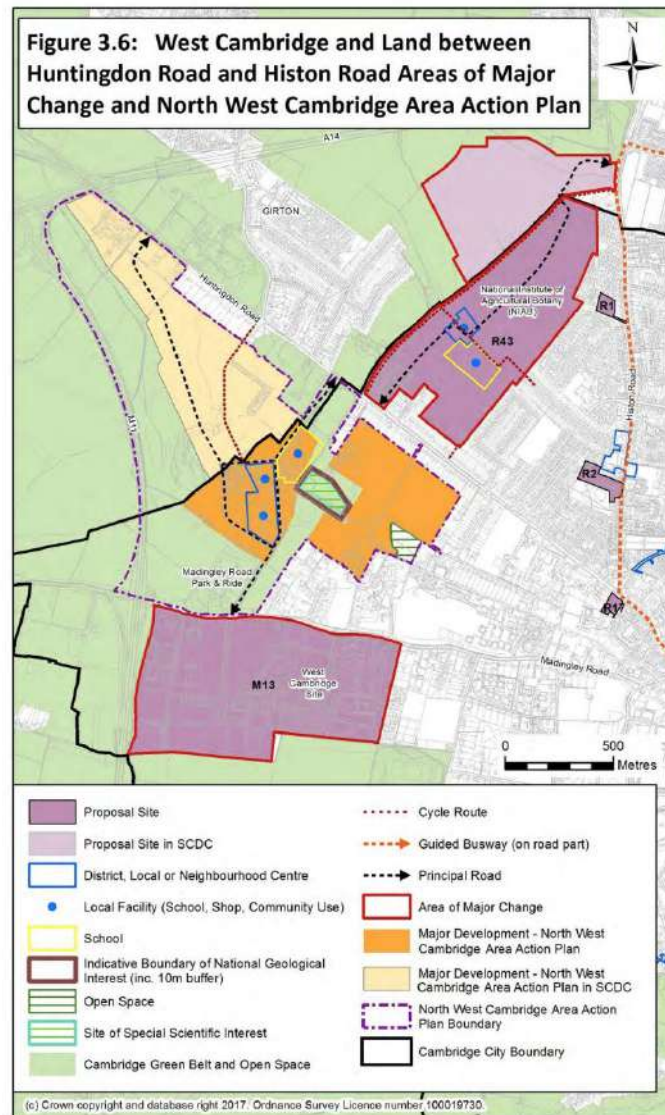


Figure 3 - Area of Major Change plan in the CCC Local Plan 2018

5.4 Cambridge Local Plan, Cambridge City Council (2018)

• Policy 55: Responding to Context

- 5.4.1 The policy states that *'development will be supported where it is demonstrated that it responds positively to its context and has drawn inspiration from the key characteristics of its surroundings to help create distinctive and high quality places.'*
- 5.4.2 More specifically, the proposal is required to fulfil the following parameters:
- *'identify and respond positively to existing features of natural, historic or local importance on and close to the proposed development site'; and*
 - *'use appropriate local characteristics to help inform the use, siting, massing, scale, form, materials and landscape design of new development.'*
- 5.4.3 The policy aims to enhance and protect the unique character of Cambridge. For this purpose, it is essential to understand the proposal context, including *'land uses, open spaces, the built and natural environment and social and physical characteristics.'* The proposal is required to be

appropriate to its context, particularly in terms of scale and form, and *‘complement the local identity of an area.’*

- **Policy 57: Designing New Buildings**

5.4.4 This policy identifies desirable qualities for new developments, namely:

- *‘a positive impact on their setting in terms of location on the site, height, scale and form, materials and detailing, ground floor activity, wider townscape and landscape impacts and available views;’* and
- *‘include an appropriate scale of features and facilities to maintain and increase levels of biodiversity in the built environment.’*

5.4.5 Once more, the importance of the proposed building appropriateness to its context is highlighted, putting further emphasis on qualities such as scale, height, form, proportion and materiality.

- **Policy 59: Designing Landscape and Public Realm**

5.4.6 This policy promotes a coordinated approach to the design of the open space associated with new development to ensure *‘the design relates to the character and intended function of the spaces and surrounding buildings’*. Furthermore, the policy *‘requires existing features including trees, natural habitat, boundary treatments and historic street furniture and/or surfaces to be retained and protected’*; proposed materials are to be *‘of a high quality and respond to the context to help create local distinctiveness’*.

- **Policy 60: Tall Buildings and the Skyline of Cambridge**

5.4.7 The policy sets out criteria that should be considered to protect or enhance the character and qualities of Cambridge’s skyline, these include:

- *‘location, setting and context – applicants should demonstrate through visual assessment or appraisal with supporting accurate visual representations, how the proposals fit within the existing landscape and townscape;’*
- *‘impact on the historic environment - ... including impact on key landmarks and viewpoints, as well as from the main streets, bridges and open spaces in the city centre and from the main historic approaches, including road and river, to the historic core. Tall building proposals must ensure that the character or appearance of Cambridge, as a city of spires and towers emerging above the established tree line, remains dominant from relevant viewpoints as set out in Appendix F;’* and
- *‘scale, massing and architectural quality – applicants should demonstrate through the use of scaled drawings, sections, accurate visual representations and models how the proposals will deliver a high quality addition to the Cambridge skyline and clearly demonstrate that there is no adverse impact.’*

5.4.8 The policy describes Cambridge as free from clusters of modern towers and bulky buildings, except for the hospital and airport areas, which contrast with the surrounding low-lying suburbs. Also noted is the difference between the *‘background buildings’* in the historic core and the suburban built form. The former rises between three and five storeys with occasional modern, six-storey buildings, while the latter is largely characterised by two-storey buildings with only a few areas of three storeys.

5.4.9 Policy 60 goes on to say: *‘Trees form an important element of the Cambridge skyline, within both the historic core and surrounding suburbs. Elevated views from the rural hinterland and from Castle Mound reveal a city of spires and towers emerging above an established tree line. Buildings therefore work with subtle changes in topography and the tree canopy to create a skyline of ‘incidents’, where important buildings rise above those of a prevailing lower scale.’*

5.4.10 Appendix F (Tall Buildings and the Skyline) provides further guidance in regard to Policy 60.

5.4.11 Relevant to this assessment are the following criteria listed in Appendix F.6:

- ‘maintain the character and quality of the Cambridge skyline;’
- ‘ensure that tall buildings, as defined in this guidance, which break the established skyline are well considered and appropriate to their context;’ and
- ‘support only new buildings which are appropriate to their context and contribute positively to both near and distant views.’

5.4.12 The Appendix acknowledges that it is the nature of the contextual townscape that defines a tall building. Based on this, in the Cambridge context, a tall building is *‘any structure that breaks the existing skyline and/or is significantly taller than the surrounding built form.’*

5.4.13 It goes on to say that within the suburbs (where the site is located) *‘buildings of four storeys and above (assuming a flat roof with no rooftop plant and a height of 13m above ground level) will automatically trigger the need to address the criteria set out within the guidance.’*

5.4.14 The key characteristics of Cambridge’s skyline identified in the Appendix include:

- *‘Trees form an important element in the modern Cambridge skyline, within both the historic core and the suburbs. Many of the elevated views of the city from the rural hinterland and from Castle Mound show a city of trees with scattered spires and towers emerging above an established tree line.’; and*
- *In the suburbs, ‘the prevailing height of residential buildings is generally two storeys with some more substantial three-storey Victorian and Edwardian buildings on the main approach roads.’*

5.4.15 Figure 4 provides a list of ‘Strategic Viewpoints’, which include Red Meadow Hill and Madingley Rise, two of the vantage points affording significant panoramic views across the city (apart from the tops of tall buildings).

5.4.16 According to the Appendix, *‘views of the historic core and the key buildings within the core are therefore particularly important to protect. In this case, distant views of the historic core from Red Meadow Hill, Lime Kiln Hill, and the Gogs are especially important, as are more localised views of the historic core from Castle Mound, The Backs, and open spaces within and around the historic core.’* Where relevant the Strategic Viewpoints have been considered in this LVIA (see Section 7.0).

Figure F.3 Topography and Strategic Viewpoints

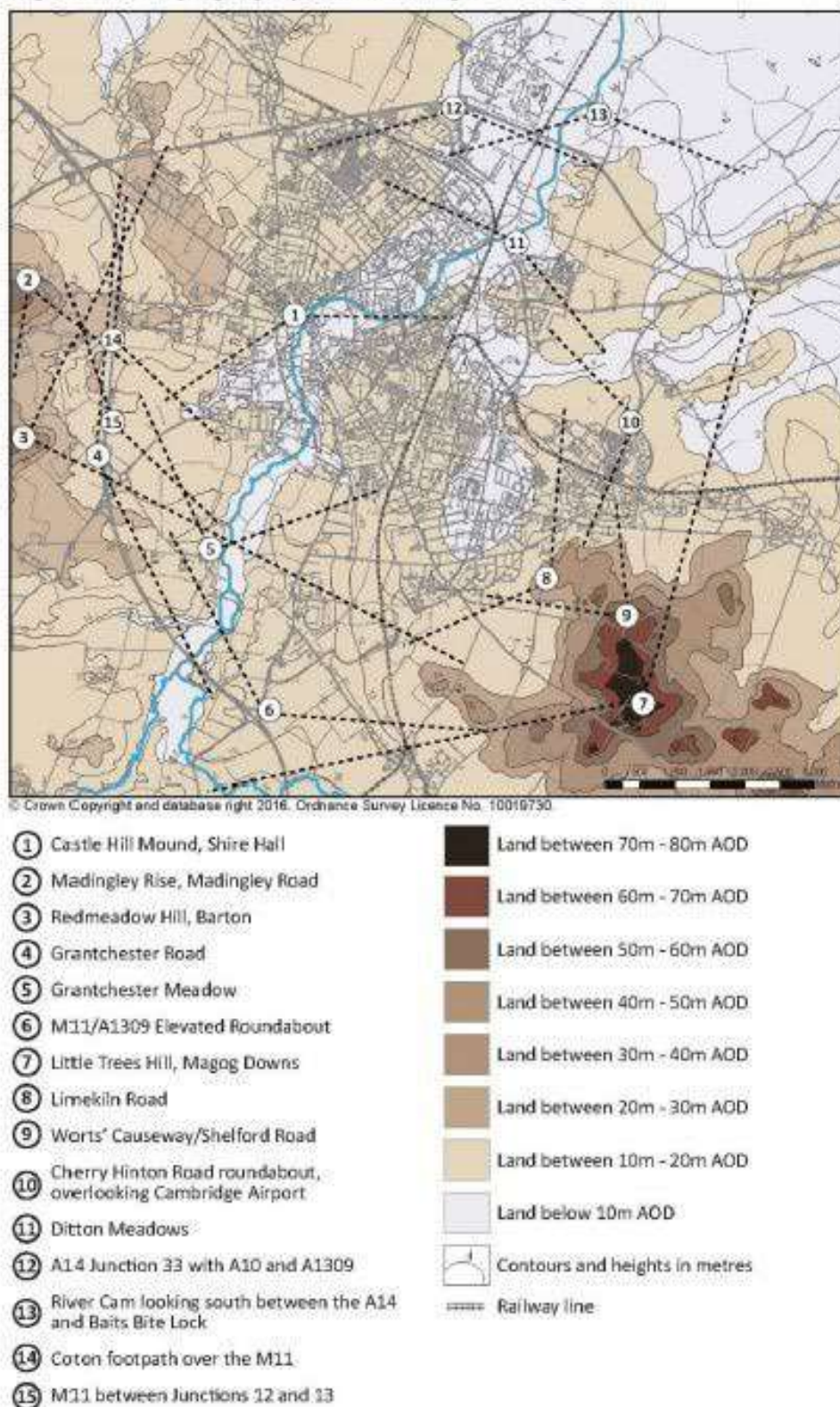


Figure 4 - Figure F.3 in Appendix F, Local Plan 2018

6.0 Landscape Baseline

6.1 Designations

6.1.1 Planning designations and constraints, within 2.5 km of the site, relevant to the assessment of landscape and visual effects are set out in Table 1 and shown on Map 04 in Appendix 2.

Table 1 - Landscape/townscape designations

DESIGNATION	PRESENT WITHIN THE SITE	PRESENT WITHIN THE STUDY AREA (2.5KM)
National Parks	No	No
Areas of Outstanding Natural Beauty (AONB)	No	No
Special Landscape Area (or similar local designation)	No	- City Wildlife Site – Adam’s Road Sanctuary - SSSI – Traveller’s Rest Pit - Coton Country Park
Green Belt	The western and eastern edges of the site lie within the Green Belt.	The site abuts the Green Belt to the west and east.
World Heritage Sites	No	No
Scheduled Monuments	No	No
Conservation Areas	No	- Conduit Head Road - West Cambridge - Storey’s Way - Howes Place - Castle and Victoria Road - Central
Listed Buildings	No	There are a number of listed buildings within the study area. Please refer to Map 04 in Appendix 2.
Registered Parks and Gardens	No	- American Military Cemetery - Histon Road Cemetery
Recreational Trail	No	The Harcamlow Way
Public Right-of-Way	Yes	There are several Public Rights of Way within the study area. Please refer to Map 01 in Appendix 2.

6.2 Landscape Character

- 6.2.1 To help identify the key characteristics and sensitivity of the landscape within which the site is located, reference is made to the previously published Landscape Character Assessments. Those applicable to the study area are set out below.

National Character Area (NCA) Profile 88: Bedfordshire and Cambridgeshire Claylands

- 6.2.2 The NCA Profile describes the key characteristics and environmental opportunities of the Bedfordshire and Cambridgeshire Claylands, describing the natural and cultural features which shape this discrete landscape character area. Those most relevant to the site and the study area are set out below.
- 6.2.3 The majority of the NCA is identified as sparsely populated, however a '*feeling of urbanisation*' is brought by numerous large towns and transport routes, including Cambridge and the M11 and A14 which fall within the study area. The character area exhibits a diverse building palette, including '*brick, render, thatch and stone.*'
- 6.2.4 Generally, this character area is '*a broad, gently undulating, lowland plateau dissected by shallow river valleys,*' underlain by Jurassic and Cretaceous clays. Above this substrate an arable landscape of '*planned and regular fields bounded by open ditches and trimmed, often species-poor hedgerows*' contrasts with fields which are '*irregular and piecemeal*'. Woodland cover throughout the NCA is variable, scattered and comprises '*smaller plantations, secondary woodland, pollarded willows and poplar along river valleys.*'
- 6.2.5 A rich geological and archaeological history is '*evident in fossils, medieval earthworks, deserted villages and Roman roads,*' including Huntingdon Road which is on the alignment of a Roman Road.
- 6.2.6 Overall, tranquillity within the NCA has declined, '*affected by visual intrusion, noise and light pollution from agriculture, settlement expansion and improvements in road infrastructure.*'

Greater Cambridge Shared Partnership Landscape Character Assessment (February 2021)

- 6.2.7 This assessment considers land outside of the Cambridge Urban Area. Most of the site is within the Cambridge Urban Area but an area to the north is within the Landscape Character Type (LCT) 2 - Fen Edge Claylands and Landscape Character Area (LCA) 2B - Cottenham Fen Edge Claylands (Map 05 Appendix 2).
- 6.2.8 Key characteristics of LCT 2 relevant to the study area include:
- '*Low-lying, gently undulating landscape with extensive vistas and large skies*'
 - '*Large-scale, open field system defined by a hierarchy of drains, ditches and lodes*'
 - '*Predominantly arable farmland supplemented with small scale pastoral field patterns around settlement edges*'
 - '*Little vegetation cover, limited to dispersed fragments of deciduous woodland, scattered traditional orchards and gappy hedgerows*'
 - '*Hedgerows, shelterbelts and small clumps of trees create a distinctive, localised vegetation pattern in proximity to villages*'
 - '*Dispersed settlement pattern of villages on raised landform at the edge of The Fens and individual farms and cottages*'
 - '...'
- 6.2.9 The Fen Edge Clayland presents a landscape dominated by agricultural productivity, with a rich historical context and distinct geographical features. This area serves as a transition zone between the lower Fen floodplain to the north and higher, agriculturally suitable lands to the south. It is described as '*a productive landscape that is dominated by arable agriculture, interspersed with occasional pasture on lower-lying land and fields used for horticulture including traditional orchards.*'

- 6.2.10 The vegetation in this landscape is relatively sparse, characterised by small clusters of trees and occasional woodlands, particularly around settlements. Field boundaries are primarily defined by ditches and drains, with some hedgerows present, especially near populated areas: *'The fields are predominantly bound by ditches and drains with occasional trimmed, often gappy hedgerows and tree shelter belts along roads and tracks. Hedgerows are more common around the smaller scale field networks in proximity to settlements, particularly those on the edge of Cambridge to the south of the LCT.'*
- 6.2.11 The area's settlement pattern reflects its historical importance, balancing access to both wetland resources and agricultural land: *'The Fen Edge Clayland is a well-settled landscape that has traditionally been an important location for settlement, being above the Fen floodplain and with easy access to both the wetland resources to the north and the higher land, suitable for agriculture to the south.'*
- 6.2.12 The built environment showcases a consistent architectural style, influenced by the limited local building materials: *'Traditional building materials within the villages include gault brick, render and thatch. Due to the geology of the area, there were limited building material resources, which has influenced the vernacular architecture with a consistency of appearance.'*
- 6.2.13 Transportation infrastructure plays a significant role in shaping the area, with major roads like the A14 and A10 connecting key locations. Additionally, a network of bridleways, footpaths, and byways crisscrosses the landscape, providing connectivity between villages and following the lines of ditches and drains.
- 6.2.14 While the landscape is primarily shaped by human activity and agriculture, it's worth noting that this has resulted in limited ecological diversity: *'This is not an ecologically rich area, with few designated sites across the LCT.'*
- 6.2.15 Of the key features mentioned for this LCT the 'historic, dispersed settlement pattern of villages and individual farms and cottages' and the 'strong sense of historic settlement and land use' appear to be the only ones relevant to the study area.
- 6.2.16 However it's worth noting that the following forces for change are mentioned:
- *'Intensive arable agriculture has resulted in field expansion and removal of key habitats including hedgerows.'*
 - *'Pressures for development which would change the character of the Fen Edge villages through further expansion and densification'*
 - *'...'*
- 6.2.17 The overall condition of this landscape is described as moderate, with particular emphasis on the limited ecological value, intact historic landscape of The Fens to the north of the LCT (i.e. outside the study area) and hierarchy of drainage channels and historic tracks connecting the settlements.
- 6.2.18 The strength of character is also described as *'moderate with few distinguishing features'*. Traditional orchards are a feature, however their network is in decline, and the historic linear form of the Fen Edge villages with modern estates that *'have altered the overall form of the settlements, although are generally well integrated by hedgerows, copses and shelterbelts where appropriate.'*
- 6.2.19 Based on the above the assessment lists key sensitivities, with the following being of particular relevance to the site and study area:
- *'Network of historic ditches and droveways that contribute to the area's sense of place'*
 - *'Peaceful, rural open character of the landscape'*
 - *'Hedgerows, shelterbelts and small clumps of trees forming a distinctive, localised vegetation pattern in proximity to villages'*
 - *'Remaining pockets of high ecological value landscape features such as grazing marsh alongside watercourses and scattered deciduous woodland'*

- 6.2.20 Finally, *'the overall management objective for LCT 2 is to conserve the rural character and the important surviving landscape features such as traditional orchards, droves, drains and linear village cores. It would be also appropriate to enhance those features that are declining or are incongruous in the landscape, such as traditional orchards and modern village edges.'*
- 6.2.21 In order to do so the following landscape guidelines are provided:
- *'Conserve and restore traditional orchards whilst maintaining the productive Claylands arable landscape*
 - *Conserve and enhance existing watercourses, drains and ditches to maintain historic features and enhance ecological value of the farmed landscape*
 - *Conserve and enhance the regular small-scale pastoral fields, shelter belts and hedges at village edges*
 - *Conserve and enhance existing hedgerows and consider opportunities for re-planting hedgerows where these have been lost/become fragmented*
 - *Encourage opportunities to expand and link woodland, hedgerows and other semi-natural habitats to benefit biodiversity whilst managing the open character of the landscape'*
- 6.2.22 Furthermore, in order to integrate development in this landscape the following recommendation should be followed:
- *'Ensure new developments on the edges of villages are integrated by wide hedgerows, copses and shelterbelt planting reflecting the local mixes*
 - *Ensure new developments integrate/connect with existing Public Rights of Way (PROW) within development layout*
 - *Ensure new developments reflect the form, scale and proportions of the existing vernacular buildings of the area and pick up on the traditional building styles, height, materials, colours and textures of the locality*
 - *Retain hedges and introduce them as boundaries alongside roads outside village cores*
 - *Integrate water features, such as ditches dykes and ponds, into new developments as part of open spaces*
 - *Avoid the use of standardised and intrusive urban materials, street furniture, lighting and signage as part of traffic calming measures wherever appropriate'.*
- 6.2.23 As part of LCT 2, LCA 2B is described as a gently undulating landscape with *'a small number of minor streams flow through the south of the area from the Wooded Claylands and join the more regimented drainage network of drains and ditches that extends across the wider area'.*
- 6.2.24 This is a predominantly rural landscape, albeit urban influence is evident with several medium-sized villages (including Girton) and recent suburban developments along the major route network in proximity to Cambridge. *'Settlement generally sits low in the landscape and is well screened by mature trees, shelterbelts and hedgerows, but glimpses of built form can often be seen, maintaining a settled rural character between villages. Rows of poplar trees, occasional lines of telegraph poles and pylons are vertical features which interrupt the skyline.'*
- 6.2.25 The assessment also states that *'The proximity of this rural LCA to Cambridge means that there are a number of localised urban influences particularly in the south and east of the area that locally are discordant and detract from the tranquillity experienced elsewhere within the LCA. These include the major road network and industrial sites such as the factory at Impington and Cambridge Research Park.'*
- 6.2.26 LCA 2B characteristics include;
- *'Well settled rural landscape comprising a number of large villages with historic linear cores located on elevated 'islands'*

6.3 Local Landscape Context

- 6.3.1 The site is located between Cambridge and the M11/A14, approximately 2.5km from central Cambridge. It is in a prime transitional location where the countryside meets this historical urban centre. As the site was removed from the Green Belt when it was allocated, the rural character has already started evolving into a modern urban settlement, which will eventually define the character of this gateway into Cambridge.

Landform (Map 03, Appendix 2)

- 6.3.2 Although the 1:15,000 scale map in Appendix 2 shows the site as relatively flat, with the ground levels between 15-20m AOD toward the River and M11 and 20-25m AOD across much of the site, the detailed topography survey picked up a more granular ground variation which is partially the result of groundworks happened with Phase 1 of the development. Man-made mounds resulting from the accumulation of construction spoil are distinctive and prominent features within the site. Their location followed a functional engineering scheme rather than a planned landscape strategy, contrary to the gentle mounds around the existing pond, which appears to be part of a detailed design.
- 6.3.3 Land within the study area rises steeply around the American Cemetery, starting around 1.5km from the site. It rises from 30m up to 60m AOD. The rest of the land within the study area is between 10-25m AOD, dropping low around tributaries and rivers.

Vegetation Cover (Map 06, Appendix 2)

- 6.3.4 There are several small areas of woodland habitat around the study area, particularly around the M11 junctions, and tree belts along the edges of field boundaries. None affords an ancient designation.
- 6.3.5 Map 02 (Appendix 2) also evidences a wooded urban area along Huntingdon Road, thanks to vegetation within private gardens.
- 6.3.6 There is little tree cover within the site, mostly part of the design of the existing pond, and few hedgerows along the original field boundaries. The engineered mounds are primarily covered by self-seeding meadow mixes.

Built Form (Map 11 in Appendix 2)

- 6.3.7 The townscape of the study area is divided into two distinct types: the modern developments at Eddington and Darwin Green Phase 1 (partially completed and partially under construction) and the older residential areas associated with Girton and Cambridge historic expansions (more below in the Historic Context).
- 6.3.8 The older developments are characterised by a finer urban grain with generous gardens contributing to a strong green cover. This contrasts the dense layout of the new developments with less private green but more generous public and infrastructure green features. The latter is also characterised by the introduction of flat blocks which creates a more articulated skyline and a different sense of height and enclosure along the local street compared to a typical road section in the older residential areas.
- 6.3.9 There are limited listed buildings and no Conservation Areas, however, it is noted that the award-winning Alison Brooks Rubicon in Eddington is a distinctive local architecture (Figure 6).
- 6.3.10 Finally, the network of public open spaces, particularly in the new developments, provides a connection to the wider countryside and opportunities for the local community for informal and formal recreational activities.

Flood Risk and Drainage (Map 07, Appendix 2)

- 6.3.11 There are several drains within the study area, as well as Washpit Brook which runs across the Site. The flood risk zones (excluding surface water) are largely located to the north of the study area, outside of the site, tracing some of the existing ditches.

Historic Context (Map 8a, b and c)

- 6.3.12 The area to the northwest of Cambridge has been rural agricultural land since pre-1886. The small settlement of Girton is to the north of the site, on the edge of Huntingdon Road, which runs from the centre of Cambridge towards Huntingdon to the north and east of the site. Madingley Road runs to the south of the site from Cambridge centre towards Madingley. The small village of Coton is 2km from the site to the southwest.
- 6.3.13 The land was a patchwork of smaller and larger fields, with hedgerows, tree belts and drains as the field boundaries. A few small areas of woodland are dotted around the study area. However, by 1927 large orchards appeared to the north and south of the site.
- 6.3.14 By 1927 Girton had grown along Huntingdon Road. Cambridge has also grown, with more built form to the northwestern edge of Cambridge City, but the separation from Girton is still evident.
- 6.3.15 By the 1960's the urban expansion of Cambridge and Girton had taken more land within the study area, and the separation between the two on Huntingdon Road hangs on a couple of fields.

6.4 Landscape Value

- 6.4.1 Landscape value is considered in accordance with the relevant Landscape Institute literature (TNG 02/21). The baseline study identifies two distinct character areas: the agricultural landscape (associated with LCA 2B see Map 05 in Appendix 2) and TCA 8 (Figure 5) Cambridge urban edge. Both will be considered in the landscape assessment.
- 6.4.2 The 2021 Assessment considers the countryside landscape associated with LCA 2B to be of '*moderate condition*' (see par. 6.2.17 above) and for the same reasons, including limited public access and interference of the M11 and A11 infrastructure with the scenic and perceptual qualities, this landscape area is considered of medium value.
- 6.4.3 The urban edge of Cambridge consists of a diverse architectural style with more recent developments contrasting the older residential areas, however, with a sense of coherence in each built form eras. There are some listed buildings but no Conservation Areas, therefore the historical association of the townscape area is not readily evident. The most recent development appears of high-quality design, with good materials, skyline articulation and massing responsive to context, all designed following a landscape-led approach which provides a variety of green spaces, some for active public use. Finally, there are some distinctive architectural elements, such as the award-winning Alison Brooks Rubicon residential blocks to the south of Phase 1. Overall the townscape area is considered of medium-high value.



Figure 6 - Alison Brooks Rubicon and green open space at Eddington

6.5 Future Landscape Baseline

6.5.1 In accordance with the Guidelines for Landscape and Visual Impact Assessment (GLVIA3, 2013), the future landscape baseline considers the anticipated condition of the landscape in the absence of the Proposed Development, taking into account natural changes, climate change, land management practices, and committed development schemes likely to influence the character and condition of the landscape during the operational lifetime of the project.

6.5.2 Without the Proposed Development, the landscape character of the site and study area is expected to evolve due to a combination of ongoing urban expansion, implementation of committed planning consents, and local policy objectives. These include:

- **Delivery of Committed Development:** The North West Cambridge development (Eddington – Phase 1), located mainly to the east of the site, is nearing completion and will continue to be built out, introducing extensive new residential and community uses, along with significant green infrastructure. These changes will result in a transformation of the previously agricultural landscape into a predominantly urban edge context with parkland, tree planting, and SuDS features integrated into the built form.
- **Adjoining Allocations and Strategic Growth:** The AAP identifies North West Cambridge as a major area of planned growth, including both the University of Cambridge's development and adjacent residential-led schemes such as Darwin Green. These developments under construction will progressively alter the rural–urban fringe character, introducing a more complex and structured townscape with higher population density, increased built form, and landscape infrastructure such as green corridors, open spaces, and pedestrian/cycle routes.
- **Landscape Management and Stewardship:** The continuation of long-term landscape management plans associated with Phase 1 and other strategic developments will improve ecological connectivity and visual amenity across the wider site. As green infrastructure matures, newly planted woodlands, hedgerows, and grassland habitats will begin to establish, softening the built edge and contributing to an evolving semi-urban character.
- **Climate Adaptation Trends:** In the absence of the Proposed Development, it is expected that wider landscape adaptation measures linked to climate resilience and biodiversity net gain policies will incrementally be introduced across the wider Cambridge growth area, potentially altering planting palettes, increasing canopy cover, and enhancing flood mitigation landscapes.

6.5.3 Given the trajectory of committed growth in this part of Cambridge, the character of the site and its context is anticipated to shift from a predominantly agricultural edge-of-settlement landscape to one influenced by mixed-use urban form, transitional parkland edges, and structured open space. The site itself, if not brought forward for development, is unlikely to go back to agricultural use in the short to medium term, but would increasingly appear anomalous within a consolidated urban fringe environment.

6.5.4 This anticipated evolution means that the landscape character baseline against which the Proposed Development is assessed includes a forward-looking understanding of a partially urbanised context, shaped by strategic development frameworks and guided by masterplanning and landscape design principles emerging from previous development phases.

6.6 Landscape Receptors

6.6.1 The Landscape Institute and Institute of Environmental Management & Assessment guidance defines landscape receptors as '*overall character and key characteristic, individual elements or features, and specific aesthetic or perceptual aspects of the landscape*'. Therefore, landscape receptors are divided into character areas/types and landscape components.

6.6.2 Landscape character areas/type:

- **The Landscape Character Area: 2B Cottenham Fen Edge:** This receptor is associated with the distinctive countryside setting of local PRow, the city and,

therefore, the Cambridge Green Belt; any direct or indirect impacts caused by the Proposed Development could compromise the primary function of this key landscape policy area.

- **The Local Townscape Character (TCA 8)** – Early 21st Century Mixed Use Development: This receptor defines a key gateway edge of Cambridge, which is appreciated from major routes (the M11 and A14) and interfaces directly with the surrounding countryside.

6.6.3

Landscape components:

- **The Site:** This receptor is currently characterised by an unmanaged meadow covering a peculiar, man-made topography. Despite its rural qualities, it is allocated for development in the Local Plan and only the northern and western edges are retained in the Green Belt policy.
- **The Skyline of Cambridge:** The Proposed Development is adjacent to the city and will contribute to this receptor, which currently affords a distinctive character associated to heritage assets and a strong vegetative cover.
- **Network of ditches:** These water features are key expressions of the historical depth of the Fen's landscape.
- **Tranquillity:** This receptor is distinctive of the countryside landscape and key to the recreational experience along local PRowS.
- **Vegetation cover:** in the absence of large woodland blocks, the vegetation pattern of hedgerows and shelterbelts is distinctive of the local landscape and reminiscent of the historic village settlements.

7.0 Visual Baseline

7.1 Visual Receptors

7.1.1 Visual receptors relevant to the Proposed Development have been selected taking into consideration the 2012 ES, the existing Phase 1 development and the ZTV in Appendix 5. The following visual receptors, agreed with GCSPS during the pre-application engagement, will be considered in the LVIA:

- Motorists and pedestrians along Huntingdon Road (Viewpoints 31, 32, 33, 33a, 28), Madingley Road (Viewpoints 2, 4), The Avenue (Viewpoints 11), Cambridge Road (Viewpoint 1) and the M11 (Viewpoints 8a, 30 and video);
- Recreational users of PRowS 99/5 (Viewpoint 9, 10), 154/3 (Viewpoint 3), The Ridgeway (Viewpoint 14, 15, 16) and Storey's Way path (Viewpoint 35);
- Visitors of Redmeadow Hill (Viewpoint 7);
- Residents in Phase 1 (Viewpoints 14, 15, 16) ;
- Residents on Huntingdon Road (Viewpoint 29); and
- Ramblers at Brook Leys (Viewpoint 17).

7.2 Representative Viewpoints

7.2.1 Twenty-seven viewpoints (excluding views considered for the heritage assessment) were originally selected to represent "typical views" for each identified receptor at varying distances and orientations from the site. Through liaison with the GCSPS and testing in Vucity, some were discarded for the reasons explained below.

7.2.2 For each of the selected viewpoints, a representative panorama is provided in Appendix 7, which also includes the viewpoints' location map.

Viewpoint 1 – Cambridge Road, American Cemetery

7.2.3 This viewpoint represents the view experienced by visitors of the American Cemetery, and road users on Cambridge Road. The viewer is looking east towards the site.

7.2.4 The site is partially screened by intervening vegetation and rising topography; however the top storeys of the existing development are visible over the tree canopies. The skyline is largely wooded but interrupted by the emerging Cambridge urban edge to the left of the view.

Viewpoint 2 – Madingley Road/A1303

7.2.5 This viewpoint represents the view experienced by road users on Madingley Road. The viewer is looking northeast towards the site.

7.2.6 The site is screened by an existing hedge, which has grown to over 2m high, therefore none of the site is visible from this location during summer, however, some visibility is expected in winter.

7.2.7 The view is dominated by the road and associated urban clutter. The urban edge of Eddington is visible and interrupts the wooded skyline, which appears intact to the left of the view. Appreciation of the rural setting of Cambridge is secondary due to the prevailing urban elements.

Viewpoint 3 – PRow 154/3

7.2.8 This viewpoint represents the view experienced by pedestrians on PRow 154/3. The viewer is looking east towards the site.

7.2.9 The view is from the PRow 154/3, between short sections of vegetation, across an agricultural field. There is a strong sense of openness, but the urban influence on the background signals the proximity to the city's fringe. The skyline is made up of a mixture of the existing built form at Phase 1 and the trees that border the edge of the agricultural field.

Viewpoint 4 – Madingley Road, Bridge over the M11

- 7.2.10 The viewpoint represents the view experienced by users of Madingley Road, looking north over the M11 towards the site.
- 7.2.11 The view is enclosed by the existing trees on either side of the M11, which provide substantial screening of the background even in the winter months. A small section of the undeveloped site's land is visible in the distance. The distant horizon, only partially visible, is made up of the trees.

Viewpoint 5 – PRow 55/6, Bridge over M11

- 7.2.12 Excluded during GCSPS consultation due to no visibility tested in VuCity.

Viewpoint 6 – M11 - south

- 7.2.13 Excluded during GCSPS consultation due to no visibility tested in VuCity.

Viewpoint 7 – Red Meadow Hill

- 7.2.14 This viewpoint represents the view experienced by pedestrians on Red Meadow Hill. The viewer is looking north towards the site.
- 7.2.15 The viewpoint is dominated by wildflower meadow and trees on Red Meadow Hill. Field boundary trees and hedgerows are visible in the distance, creating a treed landscape between Red Meadow Hill and the site.
- 7.2.16 Part of the existing development at Phase 1 is visible in the far distance. The skyline appears largely wooded; however, it is interrupted by Phase 1. Notably, there are no key heritage landmarks in view

Viewpoint 8a – M11- north

- 7.2.17 This viewpoint represents the view experienced by users of the PRow 99/5, looking southeast towards the site.
- 7.2.18 The view is dominated by the major road infrastructure, which is enclosed by a fragmented tree line. To the left, the visual character appears more rural, albeit glimpses of Eddington signal the city edge. The skyline is wooded but interrupted by the elements in the foreground.

Viewpoint 8b – Footpath below M11

- 7.2.19 Excluded during GCSPS consultation due to the intervening hedgerow disturbing visibility also in winter months.

Viewpoint 9 – PRow 99/5 - West

- 7.2.20 This viewpoint represents the view experienced by users of the PRow 99/5, looking south towards the site. The existing Phase 1 development is visible between the hedgerow planting, the trees and the bund in the distance. The view shows a glimpse of the site, where there is a gap in the existing hedgerow. The bund, presumably temporary, also hides part of the development from view.

Viewpoint 10 – PRow 99/5 - East

- 7.2.21 This viewpoint represents the view experienced by users of the PRow 99/5, looking south towards the site.
- 7.2.22 The pastoral field dominates the view, the existing Phase 1 development is not visible from this viewpoint. The view appears open with longer views across the countryside to the right side of the photo. The skyline is made up of some vegetation in the distance.

Viewpoint 11 – The Avenue

- 7.2.23 The viewpoint represents the view experienced by users of The Avenue, the road that joins Madingley to the A1307. The viewer is looking southeast.

7.2.24 The view is across arable fields, through a gap in the hedgerow along The Avenue. Incidental trees border the next field boundary, with a tree belt lining the far boundary of the further field. A glimpse of the existing Phase 1 development is visible between trees and a bund.

7.2.25 The skyline is largely wooded but interrupted by the Phase 1 development.

Viewpoint 12 – Grantchester Road

7.2.26 Excluded during GCSPS consultation due to no visibility tested in VuCity.

Viewpoint 13 – Rooftop of Hyatt Centric Hotel

7.2.27 Excluded during GCSPS consultation as not publicly accessible.

Viewpoint 14 – The Ridgeway - south

7.2.28 The viewpoint represents the view experienced by pedestrians and cyclists of Ridgeway near Loverose Way and Milne Avenue looking west, as well as new residents in Phase 1, Eddington.

7.2.29 The viewpoint shows the current surface of Loverose Way, with the foreground cleared of planting. The immediate landscape in the foreground is not a positive feature as it is utilised as part of the construction work of Phase 1, which encloses the left side of the view. However, in the background, more trees are visible, as well as some agricultural land.

7.2.30 The skyline is largely wooded.

Viewpoint 15 – The Ridgeway - north

7.2.31 The viewpoint represents the view experienced by pedestrians and cyclists using The Ridgeway cycle footpath, looking south, as well as new residents to Phase 1, Eddington.

7.2.32 The viewpoint is dominated by open fields of weeds and wildflowers, with manmade bunds to the left and right of the view, and a larger one further back to the centre of the view. Further back are trees that line the M11, and a woodland block adjacent to the M11.

7.2.33 In the background, more woodland is visible and glimpses of agricultural land. The skyline is largely wooded.

7.2.34 The new Eddington buildings (under construction) enclose the eastern side of the view.

Viewpoint 16 – Pheasant Drive

7.2.35 (These viewpoints needed retaking for survey reasons and therefore have unfortunately a summer scene, however, for the assessment, the winter scenario will be considered)

7.2.36 The viewpoint represents the view experienced by users of Pheasant Drive and the cycle/pedestrian route, looking east, across Turing Way, as well as new residents in Phase 1, Eddington.

7.2.37 The view is looking along the roads and towards the new public open space. To the west of Turing Way the area is fenced off and used for construction purposes. Trees and shrubs along Turing Way provide the foreground, with a new plantation of trees within the public open space providing the background, this layering of tree cover suggests limited views towards the distant countryside even in winter. The streetscape is characterised by a detailed landscape design and high-quality built form, which contributes to a pleasant experience along both Pheasant Drive and Turing Way.

Viewpoint 17 – Brook Leys

7.2.38 The viewpoint represents the view experienced by users of the Phase 1 public open space, looking northeast.

7.2.39 The view shows an open area of grassland, with grass mounds behind the fencing. Northwards, to the back of the view, there are a number of trees along the M11 and Huntingdon Road, which create a wooded skyline, however, this is already disturbed by the man-made mounds and the emerging development of Eddington across the remaining part of the view (eastwards and southwards), which creates an urban enclosure.

Viewpoint 28¹ – Girton Gap

- 7.2.40 The viewpoint represents the view experienced by road users on Huntingdon Road, including cyclists and pedestrians on dedicated paths. The viewer is looking west towards the site, across the Girton Gap.
- 7.2.41 The view is dominated by road infrastructure clutter, albeit softened by the trees and planting implemented during Phase 1 of NWCM. In the background is visible the new urban area of Eddington, which consists of relatively large residential blocks and the primary school. The skyline is therefore urban on one side but currently more vegetated to the left, where the building works for Phase 1 are still ongoing.

Viewpoint 29 – Rear of existing Huntingdon Road properties

- 7.2.42 The viewpoint represents the experience of local residents along Huntingdon Road, from the back of their properties. The viewer is looking 180° north-west to south-west across the site.
- 7.2.43 The view is currently dominated by the mounds resulting from the North West Cambridge Phase 1 construction spoil. These mounds appear as unattractive, man-made topography that encloses the view and limits visual connection towards the wider countryside. To the south-west, glimpses of the emerging Phase 1 development are available, emphasising the urban fringe location of the receptors.

Viewpoint 30 – Kinetic view along the M11

- 7.2.44 MSEnvision video submitted with the application illustrates the kinetic view experienced by road users on the M11. The viewer is moving southwards along the road and would need to look slightly to the left to see the site.
- 7.2.45 The site is initially screened by the intervening vegetation, despite the winter context. When the planting along the M11 becomes more fragmented, visibility increases. Phase 1 creates a strong urban edge of large residential blocks, with limited glimpses of the smaller dwellings to the back. The skyline is uniform, albeit interrupted by some gaps between the residential blocks. Construction work for the completion of Phase 1 is also visible.

Viewpoint 31 - Huntingdon Road bridge crossing over A14 (northwest corner of site and approach to city)

- 7.2.46 The viewpoint represents the view experienced by road users accessing Cambridge to the north from the A14. The viewer is looking slightly west towards the site.
- 7.2.47 The view is dominated by the road infrastructure, albeit the distinctive green character of Huntingdon Road is evident as the bridge terminates. The disrupting urban influence is also emphasised by the large, nondescript buildings to the left of the road. This agricultural-industrial built form lacks interest, doesn't contribute positively to the view and breaks the wooded skyline.

Viewpoint 32 - Huntingdon Road-public footpath crossing (northwest corner of site and public footpath crossing point/access)

- 7.2.48 The viewpoint represents the view experienced by road users on a main gateway into Cambridge from the north, including cyclists and pedestrians on a dedicated path. The viewer is looking west towards the site, which is screened by intervening vegetation and built form.
- 7.2.49 The view is dominated by the tree cover distinctive of Huntingdon Road. A glimpse of the commercial blocks behind the bare trees is the only urban influence beside the road.

¹ Please note the jump in numbers (17 to 28) is due to the initial viewpoints list including a series of heritage views that the heritage consultant didn't take forward for assessment. For consistency with the pre-application documents, the viewpoint numbering has not been changed.

Viewpoint 33 - Huntingdon Road by existing houses (northwest corner of site and approach to city)

- 7.2.50 The viewpoint represents the view experienced by road users on a main gateway into Cambridge from the north, including cyclists and pedestrians on a dedicated path. The viewer is looking west towards the site, which is screened by intervening vegetation and built form.
- 7.2.51 The view is dominated by the green verge distinctive of Huntingdon Road and associated with planting within private property, in this instance. A glimpse of the residential dwelling behind the bare trees is the only urban influence beside the road.

Viewpoint 33a – Huntingdon Road

- 7.2.52 The viewpoint represents the view experienced by road users on a main gateway into Cambridge from the north, including cyclists and pedestrians on a dedicated path. The viewer is looking west towards the site, which is screened by intervening vegetation and built form.
- 7.2.53 The view is dominated by the green verge distinctive of Huntingdon Road and associated with planting within private property, in this instance. The residential dwellings behind the bare trees are very visible in the winter scene and the main urban influence, beside the road.

Viewpoint 34 – Madingley Road – East of Viewpoint 2

- 7.2.54 Excluded during GCSPS consultation as Viewpoint 2 has more visibility.

Viewpoint 35 – Storey’s Way cycle path

- 7.2.55 The viewpoint represents the view experienced by users of a public footpath adjacent to an area of natural conservation (SSSI). The site is screened by the intervening built form of Phase 1 and trees.
- 7.2.56 The foreground of the view is dominated by the protected landscape, which terminates with a tree belt that softens the urban influence of Eddington. The skyline of the large residential built form is uniform and flat, but occasionally broken by the tree canopies.

7.3 Future Visual Baseline

- 7.3.1 The future visual baseline considers how the visual context of the site and study area is expected to change over time, in the absence of the Proposed Development. This includes the effect of committed development that is under construction, vegetation growth, landscape management, and anticipated changes to public access and receptor locations. The assessment is based on a review of strategic growth allocations and site survey work undertaken in support of this LVIA.
- 7.3.2 In the event that the Proposed Development does not come forward, the visual environment surrounding the site is likely to evolve substantially due to wider development activity in North West Cambridge and adjacent strategic growth areas. The following key influences are expected to alter the visual baseline:
- **Ongoing Development of Eddington (Phase 1 of the North West Cambridge development):** As construction of Phase 1 continues and matures, built form and associated infrastructure (including schools, residential buildings, and community facilities) will become visually prominent for receptors to the west and southeast. The introduction of lighting, activity, and a defined urban edge will contrast with the current open and relatively undeveloped appearance of the site.
 - **Progressive Implementation of Darwin Green:** The residential-led Darwin Green development, located to the north of the site, is under phased construction. Once built out, it will further reduce the extent of long-distance rural views to the north and increase the urban context of the site.
 - **Establishment of Green Infrastructure:** As the extensive green infrastructure associated with Phase 1 and surrounding schemes becomes established, new

planting (including woodland belts, hedgerows, and swales) will soften views and partially filter the urban edge. Over time, this will result in more layered views with increased visual containment and seasonal variation in screening.

- **Change in Receptor Contexts:** The evolving settlement pattern will introduce new visual receptors, including residents, pedestrians, and cyclists using greenways, public open spaces, and streets in adjacent developments. The number of people with views towards the site is therefore expected to increase over time, although the nature of these views will shift toward a more urbanised context.
- **Undeveloped Site:** In the absence of development, the site is assumed unlikely to return to agricultural use, but it would remain as an unmanaged landscape. Visually, this would retain its undeveloped character and low visual prominence, although it may increasingly appear as a transitional or underutilised parcel of land within a more developed urban fringe setting.

7.3.3

In summary, the future visual baseline of the site is expected to be significantly influenced by the build-out of committed developments in the surrounding area, particularly Eddington and Darwin Green. The effect will be a progressive transformation from an edge-of-settlement, open rural character to one more closely associated with a structured, urbanised environment. Views towards the site from both local and elevated positions will reflect this broader context, with increasing visual enclosure, greater built form presence, and new viewer groups introduced into the landscape.

8.0 Assessment of Landscape Effects

8.1 Landscape Sensitivity

- 8.1.1 Landscape sensitivity is the degree to which a landscape can accommodate the Proposed Development. It is calculated by combining the 'value' attributed to the landscape with its 'susceptibility' to change.
- 8.1.2 The landscape sensitivity is assessed for each landscape receptor, which are identified through the analysis of the landscape baseline and site context. The landscape receptors are components of the landscape that are likely to be affected by the proposed scheme. The GLVIA3 defines them as '*overall character and key characteristic, individual elements or features, and specific aesthetic or perceptual aspects of the landscape*'.
- 8.1.3 A value of 'low', 'medium' or 'high' is attributed to the landscape sensitivity for each landscape receptor and shown in Table 3 (Refer Appendix 1, Table A1).
- 8.1.4 The Landscape Character Area (LCA) 2B is deemed to have a medium sensitivity, reflecting its moderate scenic and historic value but limited susceptibility due to the relevant allocation for development. The adjoining Early 21st Century Mixed-Use Development Townscape Character Area (TCA 8) is similarly of medium sensitivity, having high design quality and a pleasant character, yet being inherently aligned with the Proposed Development.
- 8.1.5 The site itself holds medium-low sensitivity given its current role as a construction landscape with minimal ecological or character value, though some natural rewilding has occurred. The Cambridge skyline possesses high-medium sensitivity, recognised as a valued townscape element, though the site's peripheral location reduces its susceptibility. The network of ditches, strongly tied to the historic fenland character and supporting biodiversity, is of high sensitivity, both in value and vulnerability. Tranquillity, associated with rural perceptual quality, is classed as high-medium sensitivity, reflecting its experiential importance despite current urban edge influences. Finally, vegetation cover in the study area is also considered of high-medium sensitivity, as it contributes to scenic quality and local distinctiveness, although the site itself contains little notable vegetation.

8.2 Landscape Impact

- 8.2.1 Table 2 in Appendix 6 provides the detailed analysis of the predicted landscape effects on the identified landscape receptors. The summary of the impact for each receptor is also summarised in Table 2 below. For the construction impact, it is key to note that as all practicable mitigation during the construction phase is secured through the Construction Environmental Management Plan (CEMP), no further mitigation is considered achievable. Accordingly, the residual construction effects are assessed to be the same as those described for the construction phase.
- 8.2.2 Within **Landscape Character Area (LCA) 2B**, construction effects will be adverse but moderate-minor due to temporary visual and auditory disruption. However, as the site forms part of a wider allocated area, the introduction of urban character is expected and aligns with planning policy and the urban character of the LCA, therefore, there would be no significant adverse effects (moderate-minor neutral) at Year 1. By Year 15, the Proposed Development is anticipated to integrate positively with the surrounding landscape, resulting in a beneficial and moderate - minor effect.
- 8.2.3 In the **Early 21st Century Mixed-Use Development TCA**, construction effects are more pronounced, with major-moderate adverse impacts arising from construction activity. Nonetheless, by Year 1 and especially by Year 15, the development is expected to reinforce the evolving high-quality urban character, resulting in major-moderate beneficial effects due to design integration, public realm improvements, and enhanced townscape coherence.
- 8.2.4 At the **site** level, construction will lead to a moderate adverse effect as a result of disturbance and the loss of interim green qualities. By Year 1, effects reduce to moderate-minor adverse, acknowledging the site's limited contribution to the local landscape character. By Year 15, the implementation of a high-quality masterplan and landscaping is expected to enhance local conditions, resulting in a moderate-minor beneficial effect.

- 8.2.5 Regarding the **Cambridge skyline**, construction cranes will temporarily disrupt its character, leading to moderate adverse impacts. However, due to the site's peripheral location and the absence of conflict with key landmarks, no effects are anticipated at Year 1 or Year 15, confirming no landscape impact in the longer term.
- 8.2.6 For the **network of ditches**, potential construction-phase runoff may cause moderate adverse effects. However, by Year 1 and Year 15, the existing watercourses are retained and integrated into the landscape strategy, ensuring no residual impact.
- 8.2.7 Impacts on **tranquillity** will be major-moderate adverse during construction due to noise and activity. While there will still be moderate-minor adverse effects at Year 1, the eventual mitigation through landscape design and sustainable transport strategies is expected to soften the urban influence, resulting in only minor residual adverse effects by Year 15.
- 8.2.8 Finally, **vegetation cover** is not expected to be lost or degraded at any stage. Protection of existing trees during construction and the future enhancement of green infrastructure confirm that there will be no adverse impact, and in the long term, a strengthened vegetation network will contribute positively to local landscape character.

Table 2 - Summary of level of effect, **significant effects highlighted in bold**.

RECEPTORS	SIGNIFICANCE OF EFFECT		
	Construction Phase / Residual	Year 1	Year 15
LCA 2B	Moderate – Minor (Adverse)	Moderate – Minor (Neutral)	Moderate – Minor (Beneficial)
TCA - Early 21st Century Mixed used Development	Major – Moderate (Adverse)	Major – Moderate (Beneficial)	Major – Moderate (Beneficial)
The Site	Moderate (Adverse)	Moderate - Minor (Adverse)	Moderate – Minor (Beneficial)
The skyline of Cambridge	Moderate (Adverse)	None	None
Network of Ditches	Moderate (Adverse)	None	None
Tranquillity	Major - Moderate (Adverse)	Moderate – Minor (Adverse)	Minor (Adverse)
Vegetation Cover	None	None	None

9.0 Assessment of Visual Impact

9.1.1 The visual assessment considers the effects upon receptors, who are currently afforded views towards the site and therefore may be affected by the Proposed Development.

9.1.2 The study area for the visual assessment was defined by Zone of Theoretical Visibility (ZTV) mapping, verified by field surveys.

9.2 Zone of Theoretical Visibility Mapping

9.2.1 To identify areas from which the Proposed Development may be visible, a computer-generated ZTV model is produced using a digital terrain model of the area onto which the Proposed Development, is superimposed.

9.2.2 The ZTV takes into account screening afforded by landform, significant woodland blocks and manmade structures. It is important to note that the ZTV represents a 'worst case scenario'; taking into account visual barriers identified in the 'Visual Buffers Calculation' map in Appendix 5. Notably, the Darwin Green Phase 1 development, currently under construction to the north of Huntingdon Road, is not included in the visual buffer. Therefore, in reality, considerable additional screening at eye-level is afforded, and the visual envelope will not extend along footpath 135/5.

9.2.3 The ZTV map found in Appendix 5 identified a relatively extensive visibility area, however, this covers vast areas that are not strictly accessible to the public, but are used as agricultural fields. Footpaths to the south of the study area (namely the Harcamlow Way, Wimpole Way and footpath 55/9) and are largely untouched by the ZTV.

9.2.4 The local residents along Huntingdon Road and to the south-west of the site are the most affected by the ZTV, with more scattered visibility from Girton and the western edge of Cambridge city.

9.3 Visual Impact

9.3.1 The detailed assessment of visual effects is provided in Appendix 6. The assessment covers 21 viewpoints and a video illustrating the kinetic experience along the M11.

9.3.2 For each viewpoint, the following information is provided in the detailed visual assessment in Appendix 6:

- The type and sensitivity of the viewer is assessed using the Appendix 1, Table A3;
- Predicted changes to the view are described, and the magnitude of the effect (at construction, Year 1 and Year 15) is quantified using the criteria given in Appendix 1, Table A4; and
- The significance of the effect is determined by correlating the sensitivity of the visual receptor with the magnitude of effect, using Appendix 1, Table A5.

9.3.3 The assessment of visual effects is a matter of professional judgment and the analysis of the ZTV informs it, the Type 4 technical visualisations (Appendix 3) and on-site experience.

9.3.4 The assessment of visual effects focuses on the winter scenario as it is notably the worst case scenario in visibility terms. All photography for the Type 4 visualisation was therefore conducted during winter, apart from Viewpoint 16. Unfortunately, the photograph needed to be re-positioned to better illustrate the proposed green corridor and was therefore re-taken later in the year. It is still considered to provide a sufficiently clear representation of the proposal's impact to inform a robust assessment despite the lack of a winter view for that viewpoint.

9.3.5 Following is an overview of the construction, Year 1 and Year 15 impact on each group of receptors. For the construction impact, it is key to note that as all practicable mitigation during the construction phase is secured through the Construction Environmental Management Plan (CEMP), no further mitigation is considered achievable. Accordingly, the residual construction effects are assessed to be the same as those described for the construction phase.

- Road users on Huntingdon Road (Viewpoints 31, 32, 33, 33a, 28)

- 9.3.6 The assessment has considered multiple viewpoints along Huntingdon Road, a key approach corridor into Cambridge, representing the visual experience of road users, including drivers, cyclists, and pedestrians. This route is defined by its distinctive tree-lined character and transitional quality between the city and its rural setting, forming an important part of the Green Belt context.
- 9.3.7 During the construction phase, the magnitude of visual change for this receptor group is generally assessed as low to medium, depending on the specific location and degree of screening. Temporary visual clutter from cranes and construction compounds will be perceptible in several locations, particularly where intervening vegetation is less dense. Consequently, the significance of effect during construction ranges from **moderate adverse (significant)** to **minor adverse (not significant)**, with the greatest effects occurring where visibility to the site is more open, such as near the existing properties on Huntingdon Road and on the bridge over the A14.
- 9.3.8 In Year 1 following completion, the Proposed Development will extend the perceived urban edge of Cambridge closer to receptors along this corridor. In many locations, particularly near Viewpoints 31 to 33, the bulk and massing of the proposed parameter blocks will conflict with the wooded skyline and erode the rural character that currently defines this approach. The resulting significance of effect at Year 1 is typically assessed as **moderate adverse (significant)**, with some locations experiencing **moderate-minor (not significant) neutral** or **minor neutral (not significant)** effects where screening remains effective and visibility is more limited (as with Viewpoint 33a and 28, the Girton Gap).
- 9.3.9 By Year 15, the implementation of the proposed landscape strategy is expected to reduce visual prominence in some locations through reinforcement of the vegetated buffer and landform. Furthermore, the DC guidance on setting the development area back from Huntingdon Road reduces the perceived height and therefore mitigates the impacts to not significant levels (**moderate-minor neutral, not significant**). In locations where the Proposed Development is largely screened or integrates behind existing built form, such as at the southern end of the corridor near the Girton Gap, effects reduce further to **minor neutral (not significant)** (viewpoint 33a) or **negligible neutral (not significant)** (viewpoint 28).
- 9.3.10 Overall, the Proposed Development will introduce a perceptible and permanent change to the character of the Huntingdon Road corridor. However, the residual impact will not be significant and adverse as mitigated by the proposed landscape strategy and setback of the proposed development from the road.

- Madingley Road (Viewpoints 2, 4)

- 9.3.11 Road users along Madingley Road, including drivers and cyclists, are represented by Viewpoints 2 and 4 in the assessment. This corridor experiences a transition between the rural and urban fringe of Cambridge, but its visual character is already influenced by road infrastructure and urban elements, including the visible edge of Eddington. Vegetation along the route, such as mature hedgerows and tree belts, provides a degree of screening in both summer and winter conditions.
- 9.3.12 During the construction phase, visual effects are anticipated to be considerable due to the presence of tall construction cranes and temporary compounds, which will introduce new vertical and horizontal elements into the skyline and alter the existing rural backdrop. Despite the temporary nature of these impacts, the magnitude of change is assessed as high at both viewpoints, with significance of effect ranging from **major-moderate adverse (significant)** at Viewpoint 2 (closer to the site), to **moderate adverse (significant)** at Viewpoint 4, where visual containment from trees is stronger.
- 9.3.13 By Year 1, upon completion of the Proposed Development, the magnitude of change remains high to medium depending on viewpoint location and degree of intervisibility. At Viewpoint 2, the introduction of new built form will extend the urban influence across the background of the view, conflicting with the wooded skyline and diminishing rural visual qualities. Although proposed green corridors and height modulation help to break up the massing, the overall visual effect remains **major-moderate adverse (significant)** in Viewpoint 2. At Viewpoint 4, where the

Proposed Development is more effectively screened by roadside vegetation and intervening landform, the change is more limited in extent and perceived as **moderate - minor adverse (not significant)**.

- 9.3.14 By Year 15, landscape mitigation, including reinforced tree planting and earth shaping, is expected to further reduce the prominence of built elements from both viewpoints. At this stage, Viewpoint 2 continues to experience some residual visibility of urban massing, resulting in a **moderate-minor adverse (not significant)** effect due to the partial loss of wooded skyline. In contrast, Viewpoint 4 benefits from more substantial screening, with visibility of development limited to glimpses through the treeline, leading to a **negligible adverse (not significant)** residual effect.
- 9.3.15 Overall, the assessment identifies that road users on Madingley Road will experience a moderate to major-moderate adverse visual effect in the early years post-completion, reducing over time with maturing mitigation, particularly where the existing or proposed vegetation buffers are most effective.
- The Avenue (Viewpoints 11)
- 9.3.16 The visual experience of road users on The Avenue, which connects Madingley to the A1307, is represented by Viewpoint 11. This receptor group is characterised by transient, forward-facing views across arable fields, with limited glimpses of the Proposed Development through gaps in roadside hedgerows. The visual context includes incidental trees and field boundaries that soften views towards the distant urban edge, with Phase 1 of the North West Cambridge development only partially visible between trees and a bund. The view is rural in character but not designated, and visual sensitivity is assessed as medium-low, reflecting the moderate scenic value and the low susceptibility of typical road users.
- 9.3.17 During the construction phase, visual change is limited by distance and screening, and while construction cranes and compounds may be marginally perceptible, they are largely filtered by intervening vegetation and bunding. The magnitude of change is assessed as low, resulting in a **minor adverse** level of effect, therefore not significant.
- 9.3.18 In Year 1, the Proposed Development remains largely screened by vegetation and existing bunds along the M11 corridor. Where glimpsed, the development overlaps with existing built form at Eddington, thereby avoiding the introduction of a wholly new visual character. As such, the magnitude of change remains low, and the significance of the effect is assessed as **minor – neutral (not significant)**, reflecting the limited visibility and the integration with existing elements in the view.
- 9.3.19 By Year 15, as landscape mitigation matures, further integration of the Proposed Development into the surrounding landscape is anticipated. Intervening vegetation and topography will continue to filter views, and the urban edge will remain a distant and subordinate component within the scene. The residual magnitude of change is considered negligible, resulting in a **minor-negligible neutral (not significant)** effect.
- 9.3.20 In conclusion, for road users on The Avenue, the Proposed Development results in limited visual effects throughout all stages of the assessment. Effects are considered minor at most, with neutral and negligible impacts anticipated in the longer term due to effective screening and distance from the site.
- Cambridge Road (Viewpoint 1)
- 9.3.21 Road users on Cambridge Road, represented by Viewpoint 1 near the American Cemetery, experience a forward-facing view towards the site with a largely wooded skyline, though the upper storeys of existing development at North West Cambridge are already visible above the tree canopy. While the view includes some pleasant rural qualities associated with the Green Belt, its value is local rather than designated, and the sensitivity of road users is assessed as medium, acknowledging their generally lower susceptibility to landscape change compared to static receptors.
- 9.3.22 During the construction phase, road users will be subject to a notable visual change due to the presence of cranes and construction compounds disrupting the currently green and wooded skyline. These elements will introduce a cluttered and industrial appearance into the view, particularly evident from elevated sections of the road. The magnitude of change is assessed as

high, resulting in a **major adverse (significant)** effect, albeit temporary and partially mitigated through the implementation of Construction Environmental Management Plan (CEMP) measures.

- 9.3.23 In Year 1, upon completion of the Proposed Development, the view will feature a greater urban influence, with built form extending across the background and partially conflicting with the wooded skyline. However, the layout incorporates green corridors and varied building heights, which help to avoid a monotonous roofline and allow for glimpses through to vegetation beyond. The magnitude of change is assessed as high-medium, leading to a **major-moderate adverse (significant)** effect for road users, particularly where existing vegetation does not fully obscure the built form.
- 9.3.24 By Year 15, the maturing landscape strategy, including new woodland planting and landform enhancements, will begin to reinstate elements of the wooded skyline and reduce the visibility and visual dominance of the built edge. While parts of the development will remain visible and in conflict with the wooded horizon, the design-led articulation and softened skyline will integrate more effectively with the landscape. The magnitude of change is considered medium at this stage, resulting in a **moderate adverse (significant)** residual effect.
- 9.3.25 In summary, road users on Cambridge Road will experience a significant and adverse change during construction and the early operational years, with effects reducing over time as planting matures and the development becomes more embedded in the landscape.
- M11 (Viewpoints 8a, 30 and video)
- 9.3.26 The M11 corridor is a key strategic route into Cambridge, characterised by high vehicle speeds, intermittent roadside vegetation, and limited opportunities for extended landscape appreciation by drivers. Viewpoints 8a, 30 and the submitted video represent the kinetic visual experience of these road users, particularly as they move southwards along the corridor. While the adjacent landscape includes elements of rural character, including tree belts and glimpses of the Green Belt, it is also marked by visible signs of existing urban edge development at Eddington and associated infrastructure. The visual sensitivity of this receptor group is assessed as medium-low, reflecting both the low attentiveness of motorists and the modest scenic value of the views.
- 9.3.27 During the construction phase, road users will experience noticeable visual change, primarily due to the presence of cranes and construction compounds that disrupt the skyline in brief but repeated views. These elements will appear intermittently through gaps in the existing tree line, introducing visual clutter to a corridor that currently retains some rural edge character. The magnitude of change is assessed as high, resulting in a **major-moderate adverse (significant)** effect, although this impact is temporary and partially mitigated through the Construction Environmental Management Plan (CEMP).
- 9.3.28 In Year 1, upon completion, the Proposed Development introduces new built form that extends the perceived urban edge of Cambridge. While visibility is fragmented and limited by intervening vegetation, where visible, the proposed parameter blocks may appear stark and prominent, contributing to a more continuous urbanising influence on the landscape. The magnitude of change is considered high - medium, with the significance of effect assessed as **moderate adverse (significant)**, particularly due to the brief duration of views and the movement of receptors.
- 9.3.29 By Year 15, maturing vegetation, additional planting along Brook Leys, and refinement of landform are expected to reduce the prominence of built form in views from the M11. Furthermore, articulation of the skyline and variation in building heights will break up massing and lessen the perception of continuous urban enclosure. As a result, the magnitude of change is reduced to medium to low, and the significance of the effect is assessed as **moderate - minor adverse (not significant)** (Viewpoint 30 and M11 video, submitted as NWC_ESVol2_LVIA_M11 Video).
- 9.3.30 Overall, for road users on the M11, the Proposed Development introduces a clear, though fragmented, urbanising influence into the view, with **moderate adverse effects (significant)** expected in the short to medium term, and **residual effects reducing to moderate - minor adverse (not significant)** as planting and design integration take effect.
- Recreational users of PROWs 99/5 (Viewpoint 9, 10) and 154/3 (Viewpoint 3)

- 9.3.31 The assessment includes a number of Public Rights of Way (PRoWs) that cross or run adjacent to the Site, with Viewpoints 3, 9, and 10 providing representative views. These routes are typically used by pedestrians and recreational walkers who are highly attuned to their visual surroundings, and therefore sensitivity is assessed as medium to high. The views from these locations often include open fields, hedgerows, and distant wooded skylines that contribute to a valued rural fringe character associated with the Green Belt.
- 9.3.32 During the construction phase, all three viewpoints are expected to experience a high magnitude of change due to the presence of construction compounds, site hoardings, and tall cranes. These elements will disrupt the skyline and introduce intrusive movement and visual clutter into otherwise open and scenic views. This change is particularly stark where PRoWs currently pass through or look across agricultural land with few existing built elements. As a result, the significance of effect during construction is assessed as **major (significant) or major-moderate adverse (significant)**, reflecting the sensitivity of receptors and the level of intrusion into the visual setting.
- 9.3.33 By Year 1, the Proposed Development introduces permanent built form that alters the rural character of the views. From Viewpoints 3 and 10 in particular, large portions of the skyline will be occupied by new development, some of which may appear overbearing, especially where parameter blocks form a continuous or dominant edge. In Viewpoint 9, the development overlaps with existing built form at Eddington, which slightly reduces the perception of introducing an entirely new character, though the loss of rural openness remains a key concern. While proposed green corridors and stepped building heights are intended to reduce massing and improve integration, their full visual benefit is limited in the short term. Consequently, overall on the receptor group, the significance of effect at Year 1 remains **major-moderate (significant) or moderate (significant) adverse**.
- 9.3.34 By Year 15, landscape mitigation measures, including reinforced planting, landform adjustments, and breaks in the built form, are expected to reduce visual prominence and soften the development edge. In some locations, woodland planting will partially reinstate elements of the wooded skyline, and varied building height and materiality will help articulate the skyline. Nevertheless, for PRoWs with a previously open, rural outlook, the urbanisation of the view remains apparent. As such, there is a residual significant effect in Year 15 at Viewpoint 10 (moderate adverse), while elsewhere they are successfully mitigated to a not significant level.
- 9.3.35 In conclusion, for users of the PRoWs represented by Viewpoints 3, 9, and 10, the Proposed Development results in significant adverse visual effects during construction and early operation, with some moderate adverse effects persisting over the long term despite maturing landscape mitigation. Notably, the experience of a great magnitude of change is inevitable for receptors within the site (namely, viewpoints 9) as intrinsic to the site's allocation and 2013 OPP planning permission.
- Users of The Ridgeway and residents in Phase 1, Eddington (Viewpoints 14, 15, 16)
- 9.3.36 The Ridgeway is a key active travel route and linear green space within the North West Cambridge development, used by pedestrians, cyclists, and nearby residents for both movement and recreation. Viewpoints 14, 15, and 16 represent a range of experiences along this corridor, including long views across the site as well as more enclosed streetscape settings. Receptors in this group are considered to have medium to high sensitivity, given the combination of recreational use and residential engagement with the surrounding landscape.
- 9.3.37 During the construction phase, this group will experience a high magnitude of visual change, as construction activity will be visible from multiple locations along The Ridgeway. Tall cranes and site compounds will introduce strong vertical and intrusive elements into open or semi-open views that currently retain a partial connection to the rural fringe. Although some areas are already disturbed by ongoing construction within Phase 1, the expansion of activity and loss of visual permeability will intensify the disruption. As such, the significance of effect during construction is assessed as **major-moderate (significant) adverse**, reflecting both the proximity of development and the expectations of receptors engaging with this transitional landscape.
- 9.3.38 By Year 1, upon completion of the Proposed Development, the built form will occupy prominent parts of the view, replacing the currently open or transitional landscape with an urban edge. In locations such as Viewpoint 15, the alignment of the parameter blocks and their massing

introduces a continuous sense of enclosure that partially obstructs long views towards the countryside. In other areas, such as Viewpoint 14 and Viewpoint 16, green corridors and breaks in the built form retain limited visual permeability, offering glimpses of the wooded skyline beyond. However, the scale and proximity of built form, particularly where the landscape is still establishing, result in a continued perception of urban expansion. Accordingly, the significance of effect at Year 1 is assessed as **moderate (significant) to major–moderate (significant) adverse**, depending on specific location and degree of visibility.

9.3.39 By Year 15, the implementation of the landscape strategy is expected to improve the visual quality of these views. Maturing tree planting and green corridors will soften the built edge and help reduce the perception of overbearing development. In areas where the development is designed with articulated form, varied building heights, and appropriate materials, these elements will contribute positively to the streetscape and reduce visual dominance. However, due to the proximity of development and the permanent loss of the previous semi-rural outlook, a **residual effect of moderate adverse (significant)** significance remains for most locations.

9.3.40 In summary, for users of The Ridgeway and local residents within Phase 1, the Proposed Development introduces substantial visual change, particularly in the short term, with moderate adverse residual effects persisting despite mitigation. Notably, the experience of a great magnitude of change is inevitable for receptors within the site, particularly those resulting from the completion of the initial development phase, as intrinsic to the site's allocation and 2013 OPP planning permission. The success of design integration and planting strategy will be critical in determining the quality of the long-term visual experience along this important movement corridor and residential frontage.

- Storey's Way path (Viewpoint 35)

9.3.41 The Storey's Way path is a well-used pedestrian and cycle route situated adjacent to the Traveller's Rest Pit Site of Special Scientific Interest (SSSI) and forms part of a valuable local green infrastructure corridor, the Giron Gap. Viewpoint 35 represents the experience of users engaging with this route, many of whom are drawn to its semi-natural character and contextual landscape value. While the foreground is defined by protected open space and tree belts that filter views, users benefit from a strong visual connection with the rural edge of Cambridge. As such, the sensitivity of this receptor group is assessed as high due to the recreational purpose of the route and its proximity to sensitive landscape features.

9.3.42 During the construction phase, users will experience a high magnitude of change, particularly in views to the south and southeast, where cranes and compounds will be intermittently visible above and through the intervening vegetation. These elements will temporarily disrupt the skyline and introduce strong visual intrusion into a landscape currently perceived as semi-natural and open. The significance of impact during construction is therefore assessed as **major adverse (significant)**, reflecting the high sensitivity of users and the prominence of temporary but impactful development activity.

9.3.43 By Year 1, following completion of the Proposed Development, built form will be visible in certain directions, particularly to the southeast. Although parts of the Proposed Development will be screened by Phase 1 buildings, and some skyline articulation will improve upon the flat rooflines currently visible. The blocky massing of the Parameter Plans introduces a sense of urban enclosure that conflicts with the character of the surrounding landscape. As a result, the significance of impact at Year 1 is assessed as **major adverse (significant)**.

9.3.44 By Year 15, the maturing landscape strategy and design measures, such as visual breaks between buildings and articulation of rooflines, are expected to reduce the visual dominance of the built form. The introduction of high-quality architecture and integrated planting is intended to create a positive transition between the development and the sensitive open space. These elements lessen the overbearing impact. Accordingly, the residual significance of effect in Year 15 is assessed as **moderate adverse (significant)**.

9.3.45 In conclusion, for users of the Storey's Way path, the Proposed Development introduces a significant and adverse change in views to the south and southeast, with residual moderate adverse effects likely to persist due to proximity, sensitivity of context, and the degree of transformation in the view. Such change in the receptor visual amenity is inevitable for receptors within the site, as intrinsic to the site's allocation and 2013 OPP planning permission.

- Visitors of Redmeadow Hill (Viewpoint 7)

- 9.3.46 Red Meadow Hill is a locally valued vantage point situated within the rural setting west of Cambridge. It is used primarily by recreational walkers and visitors seeking panoramic views over the surrounding countryside, and is identified on Ordnance Survey maps as a notable viewpoint. Viewpoint 7 represents this receptor group, who are typically stationary and highly engaged with their surroundings, particularly in appreciating views of the wooded skyline and rural foreground. As such, the sensitivity of this receptor group is assessed as high, given the combination of recreational use, elevated position, and scenic landscape character.
- 9.3.47 During the construction phase, the visibility of tall cranes and construction compounds within the view will significantly disrupt the currently open and semi-natural skyline. These elements will introduce visual clutter and break the sense of distance and continuity in the landscape. Although the impact is temporary, it occurs in a valued visual context with elevated public sensitivity. The magnitude of change is high, resulting in a **major adverse (significant)** effect during construction.
- 9.3.48 By Year 1, the completed development increases the urban element in the background of the view. While the design includes green corridors and varied building heights that avoid a uniform roofline, the central portion of the development still presents as a prominent and continuous feature, particularly where block massing is most dominant. A large part of the view remains intact, and the stepping down of building heights helps reduce perceived scale, but the introduction of built form nonetheless alters the fundamental character of the view, especially in contrast to the wooded horizon. The magnitude of change is assessed as high–medium, resulting in a **major–moderate adverse (significant)** effect at Year 1.
- 9.3.49 By Year 15, landscape mitigation, particularly woodland planting and subtle landform shaping, is expected to soften the built edge and reinstate some of the visual character of the original wooded skyline. The articulation of building heights and materials, along with strategic taller elements, contributes to a more interesting and varied skyline. Nevertheless, some elements of visual intrusion persist, and the urban presence remains a conflicting feature in what was previously a largely rural panorama. The residual effect is assessed as **moderate-minor (not significant) adverse**, reflecting the improved integration of the development, but also the permanent change to the view's character.
- 9.3.50 In conclusion, for visitors to Red Meadow Hill, the Proposed Development introduces a notable and adverse change to a locally valued panoramic view, with major adverse effects during construction which will be mitigated to a moderate – minor (not significant) adverse residual effects in the long term.

- Residents on Huntingdon Road (Viewpoint 29)

- 9.3.51 Viewpoint 29 represents the visual experience of residents along Huntingdon Road, particularly those whose properties back onto the site and face north-west to south-west across the proposed development area. These receptors are considered to have medium sensitivity, as the view is from private residential properties where visual amenity, while secondary to primary outlooks in some cases, remains important. At present, the view is dominated by man-made spoil mounds from the construction of Phase 1, which create an artificial topography and obscure distant views of the wider countryside. Glimpses of the Phase 1 development and its urban edge reinforce the transitional nature of this fringe location.
- 9.3.52 During the construction phase, the replacement of spoil mounds with active construction compounds and cranes will introduce new movement and visual clutter into the scene, albeit in a context already degraded by temporary landforms and partial urban influence. While the receptors are located at some distance from the most intensive construction activity, the magnitude of change is high, resulting in a **moderate adverse effect (significant)** during this phase, partly mitigated by the temporary and already disturbed nature of the existing view.
- 9.3.53 By Year 1, following completion of the Proposed Development, the landscape currently characterised by earthworks and partial urban influence will be replaced by a more defined and permanent built edge. While the development does not introduce a wholly new character, given the existing visibility of Eddington, it results in a clearer sense of urban enclosure and the loss of

residual openness or potential for visual connection with the rural skyline. The massing and alignment of the proposed built form, particularly in the absence of foreground softening, create a pronounced change in the scale and tone of the view. The magnitude of change is high, with the significance of the effect assessed as **moderate adverse (significant)**.

- 9.3.54 By Year 15, landscape mitigation measures, including refinement of rooflines, architectural articulation, and potential planting strategies, are expected to soften the visual impact. While the view will remain urbanised, the use of high-quality materials and building design will lessen the overbearing character of the development. However, the loss of the rural backdrop and the proximity of new built form mean that a full recovery of visual amenity is unlikely. As such, the residual effect at Year 15 is assessed as **moderate–minor adverse (not significant)**, reflecting some improvement in visual quality but a permanent shift in landscape character.
- 9.3.55 In summary, for residents along Huntingdon Road represented by Viewpoint 29, the Proposed Development results in moderate adverse effects during and after construction, with a residual impact that remains adverse, albeit reduced by long-term mitigation and design quality.
- Ramblers at Brook Leys (Viewpoint 17)
- 9.3.56 Brook Leys Park, located within Phase 1 of the North West Cambridge development, serves as a public open space that offers recreational opportunities and visual connections to the surrounding landscape. Viewpoint 17 represents the experience of park users, who typically engage with the space for walking, leisure, and informal enjoyment of views. While the skyline is partly enclosed by development to the east and south, the park currently retains a degree of openness and visual connection to vegetation and green space to the north. Receptors in this setting are considered to have medium - high sensitivity, as they are engaged in recreational activities with a focus on the surrounding environment.
- 9.3.57 During the construction phase, park users will experience noticeable visual disruption as construction compounds and cranes introduce vertical and industrial elements beyond the grassland and mounding within the park. Although some views are filtered by existing vegetation and distance, the skyline will be interrupted, and the tranquil character of the park will be temporarily diminished. The magnitude of change is high, and the significance of the effect is assessed as **major–moderate adverse (significant)**, reflecting both the sensitivity of the users and the prominence of the construction activity, even if temporary.
- 9.3.58 By Year 1, the completed development will be visible beyond the northern boundary of the park, increasing the sense of enclosure and urban influence. However, the design of the Proposed Development avoids the introduction of a continuous built edge by incorporating green corridors and varied rooflines, which help to retain some permeability through to the wider landscape. The development does not drastically alter the experience of receptors within the park but reduces its remaining openness. As a result, the magnitude of change is assessed as medium-high, and the significance of effect at Year 1 is considered **moderate neutral (significant)**, indicating a balanced outcome where the urban character is more strongly felt but offset by some visual integration and continuity with the evolving context.
- 9.3.59 By Year 15, maturing planting and the implementation of the landscape strategy, including reinforced tree cover and carefully managed landform, are expected to soften the built edge and improve the visual transition between the park and the surrounding development. The diversity of building heights, articulation of the skyline, and use of high-quality materials further contribute to a more engaging and visually coherent urban backdrop. These improvements are anticipated to enhance the visual experience for park users over time. Accordingly, the residual effect in Year 15 is assessed as **moderate beneficial (significant)**, indicating that the Proposed Development may, over the long term, enhance the sense of place and visual quality for users of Brook Leys Park.
- 9.3.60 In summary, visitors to Brook Leys Park are expected to experience notable but balanced visual change, with short-term adverse impacts during construction, neutral moderate adverse effects immediately post-completion, and a moderate beneficial outcome in the long term as the landscape matures and the urban edge becomes more visually integrated.

10.0 Cumulative assessment

10.1 Cumulative Schemes

- 10.1.1 This section assesses the potential for cumulative landscape and visual effects arising from the Proposed Development in combination with eight other identified projects (Projects 1–8, Figure 7), based on the available information at the time of assessment.
- 10.1.2 It is noted that the following cumulative projects are at various construction stages and therefore have been considered part of the landscape and visual baselines (Sections 6.0 and 7.0) against which the Proposed Development is assessed:
- 4 – Darwin Green Phase 1: 07/0003/OUT, 14/0086/REM, 15/1670/REM, 16/0208/REM, 21/03619/REM, 21/04431/REM, 21/05433/REM
 - 7 – Grange Farm Site: 21/02052/FUL
- 10.1.3 The assessment of cumulative impact, therefore, excludes the above projects and considers both visual and landscape receptors for the remaining. The assessment has been undertaken in accordance with the LVIA methodology (Appendix 1).

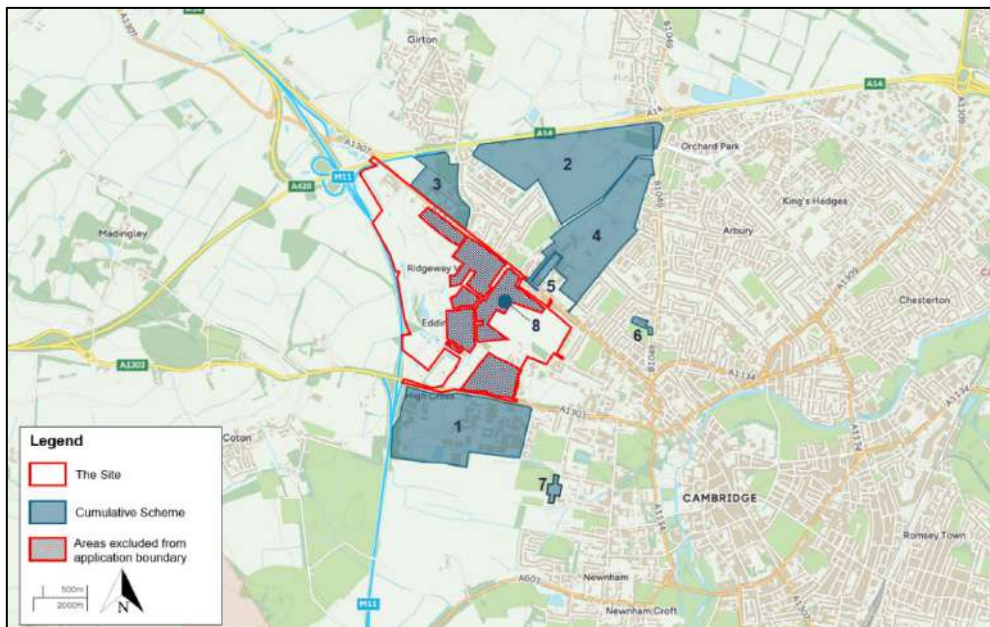


Figure 7 – Cumulative schemes

10.2 Cumulative impact

- 10.2.1 Cumulative visual effects are not anticipated to be significant. In many views assessed within the LVIA, the Proposed Development forms a prominent feature and acts as the main focus of visual change. In particular:
- In views from the west, including key public rights of way and elevated positions such as Viewpoint 7 (Red Meadow Hill), the Proposed Development effectively screens Projects 2, 3, 4, 6, and 8, limiting intervisibility and therefore the potential for cumulative effects.
 - Project 1 lies behind intervening vegetation in views from the west and northwest (e.g. Viewpoint 7), and does not materially add to the visual change experienced by receptors in these locations.
 - In other viewpoints, particularly along the Ridgeway and to the north, there is limited or no intervisibility between the Proposed Development and the remaining projects.

- Project 8 is particularly small in scale and does not contribute meaningfully to the visual composition in key views such as Viewpoint 35.

- 10.2.2 As a result, the cumulative visual impact would not cause a change to the effects assessed in relation to the Proposed development in isolation.
- 10.2.3 Cumulative landscape effects have also been assessed in the context of shared character areas, townscape settings, and key physical receptors such as vegetation and water features.
- 10.2.4 The landscape components affected by the Proposed Development, most notably the network of ditches, tree cover, and tranquillity within and adjacent to the site, are not shared or affected by the other identified projects. As such, cumulative effects on these landscape components are not expected.
- 10.2.5 Many of the projects under consideration are of a relatively small scale (Projects 3, 5, 6, 8) and individually are unlikely to result in appreciable changes to landscape character at a strategic level.
- 10.2.6 The more substantial projects, Projects 1, 2, and 4, in combination with the Proposed Development, do represent a collective source of change in townscape character. However, all these sites are allocated for development and the resulting transformation is therefore anticipated within the adopted planning policy.
- 10.2.7 Furthermore, the character of these areas is already urban, either through proximity to existing built form (e.g. Project 3), or because they sit adjacent to Cambridge's established urban edge. Their development would not fundamentally alter the overarching relationship between the city and its rural hinterland.
- 10.2.8 Importantly, this assessment does not evaluate the detailed merit of each project individually; however, it is recognised that, if delivered to a high design standard, the cumulative transformation of these allocated sites would represent a positive evolution of the local townscape, consistent with strategic planning objectives.
- 10.2.9 In conclusion, **the cumulative landscape and visual effects of the Proposed Development in combination with the identified cumulative schemes are assessed not to be likely to be materially greater than those of the Proposed Development in isolation.** Furthermore, if all schemes are delivered to a high design standard, the cumulative transformation of these allocated sites would represent a positive evolution of the local townscape, consistent with strategic planning objectives.

11.0 Conclusion

11.1 Landscape Impact Summary

- 11.1.1 The assessment of landscape impact identifies a range of effects across different receptors during construction, at Year 1, and at Year 15 post-completion of the Proposed Development; however, there would be no residual significant adverse impact on the landscape receptors, once the Proposed Development is operational (Year 15). Indeed, the Proposed Development will result in some long term beneficial effects, namely on the local townscape character, the landscape character of the site and the Cottenham Fen Edge Claylands.
- 11.1.2 During the construction phase, when the CEMP is applied to mitigate some of the expected impacts, a range of adverse effects on the landscape receptors are anticipated, primarily due to the introduction of machinery, materials, and associated site activity. The Landscape Character Area (LCA) 2B will experience minor to moderate adverse effects, though these are temporary and localised. In the Early 21st Century Mixed-Use Development TCA, the effects will be more pronounced, resulting in a major-moderate adverse impact due to the immediate disruption of an evolving townscape
- 11.1.3 At the Site level, impacts during construction will be moderate adverse, as the area transitions from open, functional land to an active development site. The Cambridge skyline will be temporarily affected by construction equipment, notably cranes, resulting in a moderate adverse effect. The network of ditches may be subject to pollution or alteration from runoff, leading to a moderate adverse impact, again mitigated through appropriate site management measures. Tranquillity across the site and surrounding footpath network will be considerably disrupted, resulting in major to moderate adverse effects. In contrast, vegetation cover is not expected to be removed or harmed during construction, resulting in no landscape effect for this receptor.
- 11.1.4 Notably, as all practicable mitigation during the construction phase is secured through the CEMP, no further mitigation is considered achievable. Accordingly, the residual construction effects are assessed to be the same as those described for the construction phase.
- 11.1.5 By Year 1, the landscape will have undergone noticeable transformation.
- 11.1.6 In LCA 2B, the introduction of urban features in line with the allocated site will result in a moderate-minor neutral effect, reflecting the compatibility of the proposal with the evolving landscape character. The Mixed-Use TCA will benefit from the replacement of low-value built elements with high-quality urban form and integrated green spaces, resulting in a major-moderate beneficial effect.
- 11.1.7 The site will still exhibit residual adverse change due to the loss of interim green features, though these are of low value, resulting in a moderate-minor adverse impact. The Cambridge skyline will remain unaffected, with no encroachment on key views or heritage assets, resulting in no impact. The network of ditches will be retained and preserved, with no impact expected. Tranquillity will remain somewhat affected due to the proximity of new urban form, but this will be in continuity with the existing built edge of Cambridge, resulting in a moderate-minor adverse impact. Vegetation cover will be preserved, with no trees or hedgerows removed, resulting in no impact.
- 11.1.8 At Year 15, the Proposed Development is expected to be fully embedded in the landscape. Within LCA 2B, the built form will reflect the LCA's development guidance, resulting in a moderate-minor beneficial impact. The Mixed-Use TCA will see further enhancement of character and identity, with the maturing landscape and high-quality design delivering a major-moderate beneficial effect.
- 11.1.9 At the Site level, the landscape will be improved through public realm design and planting, contributing to a moderate-minor beneficial effect. The Cambridge skyline will remain unaffected, with no visual conflict or loss of setting, maintaining no impact. The network of ditches will be fully integrated into the landscape design strategy, supporting ecological functions, resulting in no impact. The experience of tranquillity will improve through landscape design interventions, green infrastructure, and reduced car dependency, resulting in only a minor adverse effect. Finally, vegetation cover will be enhanced with additional planting, contributing positively to the setting, and reinforcing a beneficial change in this receptor.

11.2 Visual Impact Summary

- 11.2.1 The assessment of viewpoints across the site and surrounding area demonstrates that the Proposed Development will result in a range of landscape and visual effects, varying by receptor type, proximity, and visual context. During the construction phase, effects are generally adverse and significant, particularly for sensitive receptors such as users of Public Rights of Way, The Ridgeway, and elevated viewpoints like Red Meadow Hill, where construction activity, including cranes and compounds, introduces prominent and disruptive elements into rural or semi-rural views. These effects are typically assessed as major to major-moderate adverse.
- 11.2.2 By Year 1, following completion of the Proposed Development, a notable change in the characteristics of many views occurs. The introduction of built form alters the skyline and reduces perceived rural openness, particularly in views from the Green Belt and recreational corridors. While design measures such as green corridors, varied rooflines, and massing strategies reduce built form continuity, effects remain moderate to major-moderate adverse for many receptors, especially those engaged in recreational or residential use.
- 11.2.3 By Year 15, as landscape mitigation matures and planting becomes established, the development becomes increasingly integrated into the surrounding environment. In many cases, this results in a reduction in visual prominence and improved articulation of the urban edge. While some residual moderate adverse effects persist, particularly for receptors closest to the site, several locations, including within Brook Leys Park and parts of the PRoW network, benefit from enhanced landscape quality and spatial definition. In these cases, residual effects improve to moderate adverse or, in some instances, moderate beneficial.
- 11.2.4 Overall, the Proposed Development introduces a substantial change to the visual experience of the local landscape, particularly along the northwestern edge of Cambridge. While adverse effects are inevitable during construction and early operation, the long-term outcome will depend on the quality of implementation of the proposed landscape strategy and masterplan, with the potential for positive visual integration in key locations over time, which is strongly supported by the implementation of the Design Code during the reserved matter process.

11.3 Residual Effects

- 11.3.1 During the construction phase, the principal mitigation measures are embedded within the Construction Environmental Management Plan (CEMP), which secures best-practice approaches to site management, dust and noise control, traffic management, and protection of retained vegetation. No further specific landscape or visual mitigation is considered practicable at this stage. Accordingly, the residual construction effects on both landscape and visual receptors are assessed to be the same as those described in the construction assessment, with no material reduction or intensification anticipated beyond the temporary nature of construction activity. Therefore, there would be residual adverse and significant effects on the following receptors:
- Landscape receptors:
 - TCA – Early 21st Century Mixed Used Development
 - The site
 - The skyline of Cambridge
 - Network of ditches
 - Tranquillity
 - Visual receptors associated with viewpoints: 1, 2, 3, 4, 7, 8a, 9, 10, 14, 15, 16, 17, 29, 30, 31, 32, 33 and 35
- 11.3.2 By Year 15, the Proposed Development is anticipated to be fully established within the landscape, with mitigation measures such as planting, green corridors, and carefully designed built form having matured. As a result, no significant residual adverse landscape effects are identified across the landscape character areas or individual landscape components assessed, with effects generally ranging from neutral to beneficial in nature. In particular, there will be a significant beneficial residual impact for TCA – Early 21st Century Mixed Used Development.

- 11.3.3 This reflects both the site's allocated status and the comprehensive design approach embedded in the development framework.
- 11.3.4 However, despite the integration of landscape mitigation and urban design strategies, residual significant adverse visual effects are predicted from a number of viewpoints, where changes to visual character and loss of rural context remain appreciable. At Year 15, a total of 6 viewpoints are assessed as experiencing **moderate adverse effects**, which are considered significant in the context of this assessment. These include receptors at the edges of the site and along key public rights of way and recreational routes where the urban form, even when softened by vegetation and articulated design, introduces a noticeable change in character. Notably, the experience of a great magnitude of change is inevitable for receptors within the site (namely, viewpoints 14, 15, and 16) as intrinsic to the site's allocation and 2013 OPP planning permission.
- 11.3.5 The affected viewpoints include:
- Viewpoint 1 – Cambridge Road, American Cemetery
 - Viewpoint 10 – PRoW 99/5 East
 - Viewpoint 14 – The Ridgeway (South)
 - Viewpoint 15 – The Ridgeway (North)
 - Viewpoint 16 – Pheasant Drive
 - Viewpoint 35 – Storey's Way Cycle Path
- 11.3.6 In these locations, residual visibility of built form causes localised enclosure, and loss of long-distance views or wooded skyline resulting in visual effects of a scale that remains moderately adverse, even after full implementation of design and landscape mitigation. These effects are localised and largely limited to areas immediately adjoining the development site or along key visual corridors. Nonetheless, they are acknowledged as significant residual visual effects and should be considered in the overall planning balance.
- 11.3.7 Finally, it is noted that the visual receptors will experience the following residual significant beneficial impact at:
- Viewpoint 3 – ProW 154/3
 - Viewpoint 17 – Brook Leys

11.4 Secondary Mitigation Measures

- 11.4.1 Although the primary mitigation embedded in the development successfully reduces landscape and visual impacts over time, a number of moderate adverse visual effects are anticipated to remain at Year 15. While these cannot be mitigated further as the loss of views towards the wooded skyline and of rural openness will be permanent, it is imperative to ensure that the constructed proposal is well designed to balance the residual adverse impact, which is to be expected for developments of such scale, with the introduction of a high-quality feature which would be perceived positively.
- 11.4.2 As such, further secondary mitigation measures are recommended to control the residual effects and maximise the development's landscape compatibility:
- **Careful design of the built form:**
Ensuring that the final layout and design does not cause any visual impact materially greater than that identified in the Year 15 assessment, which demonstrates a low level of residual adverse effects.
 - **Upholding Design Code Guidance:**
The planning authority should require evident adherence to the Design Code, particularly where guidance relates to articulation of the skyline, massing and heights. Where deviation from such principles is proposed, robust justification should be required, with evidence that equivalent visual mitigation is achieved through alternative means.

- 11.4.3 These measures should be considered throughout the detailed design stage and integrated into subsequent Reserved Matters applications to support the long-term mitigation of landscape and visual effects.
- 11.5 Monitoring**
- 11.5.1 Given the outline nature of the planning application, a robust approach to monitoring is essential to ensure that the predicted landscape and visual effects remain within the assessed parameters, and that mitigation measures are implemented effectively over time. The following actions are recommended:
- **Detailed Planting Plans:**
 - To be submitted at Reserved Matters stage, including species lists, planting densities, locations, and site-specific tree heights to demonstrate delivery of the structural landscape strategy described in the Parameter Plans.
 - Plans should respond to receptor sensitivity (e.g. enhanced screening along key viewpoints).
 - **Landscape Maintenance and Management Plan:**
 - A long-term plan (minimum 15 years) should be secured by condition and implemented to ensure establishment and ongoing performance of new planting.
 - Monitoring of planting success should be carried out annually for the first five years, followed by reviews every five years thereafter to assess health, form, and function of vegetation.
 - **Design Code Compliance Checks:**
 - Reserved Matters submissions should be required to demonstrate clear conformity with the Design Code.
 - **LVIA Findings Integration:**
 - Future design proposals should be tested against the findings of the LVIA to ensure visual impacts do not exceed those assessed.
 - Visual appraisal from key viewpoints (as identified in Appendix 6) should be revisited at each major design phase.
 - **Lighting impact:**
 - Reserved Matters submissions should be required to demonstrate the minor or negligible impact of the detailed lighting impact through the submission of night-time technical visualisations for the identified viewpoints.
- 11.5.2 Through implementation of these monitoring activities, the landscape and visual outcomes of the Proposed Development can be successfully controlled, and any deviation from the intended mitigation strategy promptly addressed.

12.0 Reference and Glossary

12.1 Reference

- Ordnance Survey 1:10,000 scale Application Site-centred digital raster maps;
- National Planning Policy Framework (February 2025);
- South Cambridgeshire Local Plan (September 2018);
- Cambridge City Local Plan (October 2018);
- District Design Guide (March 2010);
- North West Cambridge Area Action Plan (October 2009);
- National Character Area Profile 88 Bedfordshire and Cambridgeshire Claylands;
- Greater Cambridgeshire Shared Partnership, Greater Cambridge Landscape Character Assessment, Chris Blandford (2021);
- Cambridge Inner Green Belt Study, LDA (2015);
- The Multi-Agency Geographical Information for the Countryside (MAGIC) database; and
- Aerial photography: Google Maps (<http://maps.google.co.uk/>).

12.2 Glossary and Abbreviations

12.2.1

The following definitions are in line with the glossary provided by the Landscape Institute guidance (GLVIA3 and TGN 06/19).

- AVR 0/1/2/3 - Accurate Visual Representation. A still image, or animated sequence of images, intended to convey reliable visual information about a proposed development.
 - AVR Level 0: Location and size of proposal. This equates to a photowire and provides an outline of the proposal overlaid onto the photograph base.
 - AVR Level 1: Location, size and degree of visibility of proposal. This shows the massing of the proposal within a 3D context represented by the photograph - that is, what can and cannot be seen.
 - AVR Level 2: As level 1 + description of architectural form. This illustrates architectural form such as doors, windows and floors, and gives a sense of the form and shading of the development within its context.
 - AVR Level 3: As level 2 + use of materials. This is a fully rendered photomontage, usually photo-realistic with texture, shading and reflections as appropriate.
- DEVELOPMENT - Any proposal that results in a change to the landscape and/or visual environment.
- DESIGNATED TOWNSCAPE/LANDSCAPE – Areas of townscape/landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans of other documents.
- EFFECTS – The change resulting from the action (the action being the development proposal).
- IMPACTS – The action being taken (the action being the development proposal).

- **ITERATIVE DESIGN PROCESS** – The process by which project design is amended and improved by successive stages of refinement which respond to a growing understanding of environmental issues.
- **LANDSCAPE** – An area, as perceived by people, the character of which is the result of the action and interaction of natural and/or human factors.
- **LAND-USE** – What the land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.
- **LPA** – Local Planning Authority
- **MAGNITUDE (of effects)** – A term that combines judgements about the size and scale of the effects, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.
- **SENSITIVITY** - A term applied to specific receptors, combining judgments of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.
- **SIGNIFICANCE** - A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic.
- **SUSCEPTIBILITY** – The ability of a defined townscape or visual receptor to accommodate the specific Proposed Development without undue negative consequences.
- **TECHNICAL VISUALISATIONS** - Visualisation Types, which are intended to form part of a professional Landscape and Visual Impact assessment (LVIA), Townscape and Visual Impact Assessment (TVIA) or Appraisals that typically accompany planning applications. It is critical that these visualisations are accurate, objective and unbiased.
 - Type 1 - annotated viewpoint photographs;
 - Type 2 - 3D wireline / model;
 - Type 3 - photomontage / photowire; and
 - Type 4 - photomontage / photowire (survey / scale verifiable).
- **TOWNSCAPE** – The character and composition of the built environment including the buildings and the relationship between them, the different type of urban open space, including green spaces, and the relationship between buildings and open space.
- **TOWNSCAPE RECEPTORS** – Defined aspects of the townscape resource that have the potential to be affected by the proposal.
- **VERIFIED VIEWS or VERIFIED PHOTOMONTAGE** – Visualisations subjected to a quality assurance process to confirm that what is being presented is an accurate reflection of the true situation.
- **VIEWPOINT** - These can be actual or virtual. They are points in space from where the view is obtained.
- **VISUALISATIONS** - Computer simulation, photomontage or other technique to illustrate the predicted appearance of the development.
- **VISUAL AMENITY** – The overall pleasantness of the view people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.
- **VISUAL RECEPTORS** – Individual and/or defined groups of people who have the potential to be affected by the proposal

- ZTV - Zone of Theoretical Visibility: A map, usually digitally produced, showing areas of land within which development is theoretically visible.

APPENDIX 1

LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

Introduction

The purpose of the Landscape and Visual Impact Assessment (LVIA) is to identify the potential effects on the landscape resources and the changes to visual experiences. More specifically, there is a distinction to be made between landscape and visual effects:

- Landscape effects are the result of a change to the fabric, character or quality of the landscape as a result of development. They do not have to be seen; and
- Visual effects result from a change in views or the visual amenity experienced by group of people.

The methodology to assess the impacts associated with the above effects has been developed from the guidance provided in the following publications:

- 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA3), Third Edition Landscape Institute & Institute of Environmental Management and Assessment 2013;
- 'An Approach to Landscape Character Assessment' Christine Tudor and Natural England, October 2014; and
- 'Assessing Landscape Value Outside National Designations' Technical Guidance Note 02/21, by the Landscape Institute.

It should be noted that the above guidance does not dictate a prescriptive methodology, instead, it encourages practitioners to develop transparent and logical methods, using standardised terminology which are proportionate to the type and size of development proposed.

The following adopted methodology sets out the approach to the LVIA process for developments subject to Environmental Impact Assessment (EIA), therefore reaching a conclusion to the significance of the impact. It follows the main EIA process:

- Establish the baseline, including landscape and visual receptors;
- Identify the nature of the receptors (sensitivity);
- Establish the nature of the effects (magnitude);
- Combined sensitivity and magnitude to assess the significance of the effects.

Assessing Landscape Effects

GLVIA3 describes this part as:

'An assessment of landscape effects that deals with the effects of change and the development on the landscape as a resource. The concern ... is with how the proposal will affect the elements that make up the landscape, the aesthetic and perceptual aspects of the landscape and its distinctive character.'

Landscape receptors can be *'overall character and key characteristic, individual elements or features, and specific aesthetic or perceptual aspects of the landscape'*.

Sensitivity of the landscape receptors

The sensitivity of the landscape as a whole, or its individual characteristics, is determined by the value placed on them and their susceptibility to change.

Landscape value is based on a range of features indicated in Table A1, which relates to Box 5.1 in GLVIA3 and TGN 02/21. This list is meant to be a comprehensive guidance but not exhaustive. Notably, the absence of a landscape planning designation does not mean that an area is of 'low' landscape value. Likewise it should be noted that a landscape of high value may not always equate to areas of high landscape quality.

Landscape susceptibility is defined as *'The ability of the landscape (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies'* (Paragraph 5.40 of GLVIA3).

Landscape sensitivity is categorised as high, medium or low based on the combined evaluation of value and susceptibility, which are also recorded on a verbal scale (high, medium, low) following the factors indicated in Table A1.

- Low Sensitivity – the receptor is not considered of high value, therefore lacking distinctive or strong qualities; it is also characterised by a low susceptibility to change whereby the baseline condition would not be altered by the proposed development.
- Medium Sensitivity – the receptor is of moderate value as including some noticeable qualities but lacking consistent strength; albeit capable to accommodate the proposed development some changes to the baseline condition are expected therefore the receptor would be characterised by a medium susceptibility to change.
- High Sensitivity – the receptor is considered of high value due to distinctive and strong qualities; the proposed development is likely to unduly alter the baseline condition resulting in a high susceptibility to change of the receptor.

Table A1 Landscape value and susceptibility

FACTORS INFLUENCING VALUE	FACTORS INFLUENCING SUSCEPTIBILITY
Natural heritage: Evidence of ecological, geological, geomorphological or physiographic interest which contributes positively to the landscape Cultural heritage: Evidence of archaeological, historical or cultural interest which contributes positively to the landscape Landscape condition: Physical state of the landscape both with regard to the individual elements and overall landscape structure (i.e. presence of detracting/incongruous features, intactness/health of individual landscape elements, strong landscape structure such as historic patterns) Associations: Connection to notable people, events and art. Distinctiveness: Strong or weak sense of identity; presence of rare elements or features	Baseline maintenance: Notable consequences for the maintenance of the baseline and/or landscape planning policy. Character integrity: Level of contrast with the contextual landscape qualities.

FACTORS INFLUENCING VALUE	FACTORS INFLUENCING SUSCEPTIBILITY
Recreational: Offers of recreational opportunities where the experience of the landscape is important Perceptual – Scenic: The landscape appeal to the senses, primarily visual sense Perceptual – Wilderness and tranquillity: Evidence of these natural qualities (i.e. dark skies, absence/presence of noise and lighting, sense of remoteness, seclusion or openness) Functional: Landscape that performs a clear, identifiable function (i.e. hydraulic systems, floodplains, undisturbed soil, carbon sink area such as peat bogs and woodlands, pollinator rich areas such as meadows, Green Infrastructure network)	
HIGH, MEDIUM OR LOW: The intensity of the value would be proportionate to the amount of factors that can be evidenced, their strength and prominence in defining the receptor baseline.	HIGH, MEDIUM OR LOW: The intensity of the susceptibility is proportionate to the affiliation of the proposed development to its context.

Evaluating the magnitude of landscape effects

The magnitude of landscape effects resulting from the construction and/or the operation of a particular development is categorised as high, medium, low or negligible. In accordance with the approach advocated in Paragraphs 5.48 – 5.52 of GLVIA3 the magnitude of landscape effect considers the size and scale of the change, the geographical extent over which each landscape effects would be felt and their duration and reversibility.

Criterion used to categorise landscape effect are listed in Table A2 -Magnitude of Landscape Effect

Table A2 - Magnitude of Landscape Effect

MAGNITUDE OF LANDSCAPE EFFECTS	KEY DETERMINING CRITERIA
High	Size and/or scale: the extent and relative proportion of the existing landscape element(s) to be lost would be large and/or the lost landscape element(s) make a key contribution to landscape character and/or value. Introduction of new landscape elements that would be likely to be perceived to be a dominant landscape characteristic. Large scale alteration to the aesthetic and perceptual characteristics of the landscape. Geographical extent: effects would be discernible across a large majority or the entirety of the receptor. Duration and reversibility of effects: effects of the introduction of new landscape features would be long-term i.e. will last for over 15 years or will be permanent. Loss of landscape features that are irreplaceable or can only be replaced in the long-term.
Medium	Size and/or scale: the extent and relative proportion of the existing landscape element(s) to be lost would be moderate and/or any lost landscape elements make a moderate contribution to landscape character and/or value. Introduction of new landscape elements that would be likely to be perceived to be a prominent landscape characteristic. Moderate scale alteration to the aesthetic and perceptual characteristics of the landscape. Geographical extent: effects would be discernible across a moderate proportion of the receptor. Duration and reversibility of effects: effects of the introduction of new landscape features would be medium-term i.e. will last for between 5 and 15 years. Loss of landscape elements that can be fully replaced within the same time period
Low	Size and/or scale: the extent and relative proportion of the existing landscape element(s) to be lost would be minor and/or any lost landscape elements make only a minor contribution to landscape character and/or value. Introduction of new landscape elements that would be likely to be perceived to be a small-scale landscape characteristic. Small scale alteration to the aesthetic and perceptual characteristics of the landscape. Geographical extent: effects would be discernible across a small proportion of the receptor area and/or restricted to the close vicinity of the development site. Duration and reversibility of effects: effects of the introduction of new landscape features would be short-term i.e. will last for between 1 and 5 years. Loss of landscape elements that can be fully replaced within the same time period.
Negligible	Size and/or scale: the extent and relative proportion of the existing landscape element(s) to be lost would be barely perceptible and/or any lost landscape elements make a minimal or no contribution to landscape character and/or value. Introduction of new landscape elements that will be likely to be

imperceptible. Minimal alteration to the aesthetic and perceptual characteristics of the landscape.

Geographical extent: effects would only be discernible within the development site or immediately alongside it.

Duration and reversibility of effects: effects of the introduction of new landscape elements would last for less than a year. Any loss of landscape elements can be fully replaced immediately.

Assessing Visual Effects

GLVIA3 defines a visual impact assessment as follows:

'An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity. assessing how the surroundings of individuals or groups of people may be specifically affected by changes in the content and character of views as a result of the change or loss of existing elements of the landscape and/or introduction of new elements'.

The Zone of Theoretical Visibility (ZTV), which forms the visual baseline, identifies *'land that, theoretically, is visually connected with the proposal.'* Through the baseline study it is, therefore, possible to identify the individuals or groups of people that will be affected by the change in views and visual amenity, these are called visual receptors. For each visual receptor a viewpoint from which the proposal is seen is identified to represent their visual experience in the worst-case scenario.

Similarly, to the assessment of the landscape effects, the significance of visual effects is also defined by the combination of the visual receptor sensitivity with the magnitude of change assessed for each viewpoint.

Viewpoints photography

Consultation with the GCSPS is undertaken to decide appropriate technical visualisation Types and AVR levels. In absence of such liaison, the appropriate Type and AVR will be considered based on the proportionate approach as per Landscape Institute guidance (Visual Representation of Development Proposals, Landscape Institute Technical Guidance Note, 06/19). Detailed methodology for the technical visualisations is provided in the relevant report.

Baseline photography by Bidwells is undertaken as per visualisation Type 1 requirements in the Landscape Institute TGN 06/19. A full-frame camera (Canon EOS 6D Mark II) with a fixed 50mm focal lens (Canon EF 50mm f/1.8 STM) is used with no tripod. A single planar image or a cylindrical panorama, as appropriate, is used to show the representative view. The cylindrical panorama is built with Photoshop Automerge.

For each viewpoint, essential data are reported. The grid coordinates are taken from the GPS Data provided by the camera, this is checked on Google Earth and adjusted to be representative of the actual location if necessary. Similarly, the elevation height is a combination of the data provided by the Camera, OS map and Google Earth.

It should be noted that the images taken from the viewpoint illustrate the views from these locations, but there is no substitute for visiting the site personally to ascertain the views and potential impacts.

Visual receptors sensitivity

The visual sensitivity is determined by the susceptibility of the viewer and the value attributed to the view.

The Value of a View is defined by the presence of statutory or planning designations (i.e. National Park) and whether it attracts visitors/tourists. Indications of value provided by guidebooks, tourist literature, provision of car parking and/or provision of interpretation materials. Where the scenic quality of a view is not locally recognised or documented (reflecting its value to society) the assessor needs to provide clear explanation for their judgements.

Visual Susceptibility is defined by the occupation or activity of the people experiencing the views at particular locations and by the extent to which their attention or interest may be focused on the views.

Visual sensitivity is categorised as high, medium or low, based on the combined evaluation of value and susceptibility, which are also recorded on a verbal scale (high, medium, low) following the factors indicated in Table A3.

- Low Sensitivity – the view is of limited value, with low aesthetic qualities and detracting elements; the receptors are engaging in activities that would not involve or are not dependant on the appreciation of views of the surrounding landscape, therefore susceptibility to change is low.
- Medium Sensitivity – the view is valued at local level and reasonably attractive, but otherwise unremarkable with some detracting features; the receptors are engaging with activities where appreciation of the contextual landscape is not the primary focus (i.e. cyclists on roads or travellers on rail) but it contributes to the setting of the route. In residential visual amenity terms, it is a secondary/periphery view.
- High Sensitivity – the view is valued for its high scenic qualities and/or protected by statutory designations, it is a distinctive view, visually intact and coherent with no detracting/deteriorating features; the receptors are engaging in activities where awareness of the contextual landscape is likely to be high (i.e. ramblers on public footpaths). In residential amenity terms, it is a primary/main view.

Table A3 - Visual value and susceptibility

FACTORS INFLUENCING VALUE OF A VIEW	FACTORS INFLUENCING VISUAL SUSCEPTIBILITY
Key views: The view is a recognised or advertised visitor destination and designated at a national, regional or local level (i.e. Local Plan policies for key views or vistas). Scenic quality: Presence of landscape designations or, outside of statutory designations (i.e. AONB), the view demonstrates scenic qualities (see landscape value factors) that attract visitors.	Residential views: Contribution of the view to communities or residents at home (i.e. primary or secondary residential view). Road users: Hierarchy of the road status (i.e. a main or countryside road). Public Rights of Way: Level of designation of the public rights of way (i.e. footpath, permissive path, National Recreational Route, etc). Receptor activity: The type of activity that the receptors engage in outdoors and their relationship with their landscape setting.

HIGH, MEDIUM OR LOW: The intensity of the value would be proportionate to the level within each factor that can be evidenced.	HIGH, MEDIUM OR LOW: The intensity of the susceptibility is proportionate to the level within each factor that can be evidenced.
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Evaluating the magnitude of visual effect

The magnitude of visual effect is categorised as high, medium, low, or negligible which is in accordance with the guidance on the use of word scales that is provided in Paragraph 3.27 of GLVIA3. The magnitude of visual change takes into account possible changes in a receptor's view caused by the construction and/or operation of the development.

Criterion used to categorise the magnitude visual effect, are listed in Table A4 –Magnitude of Visual Effect.

Table A4 - Magnitude of Visual Effect

MAGNITUDE OF VISUAL EFFECT	KEY DETERMINING CRITERIA
High	Size and/or Scale: A major change or obstruction, appearing as a dominant or prominent feature. The proposal contrasts with the surrounding landscape in terms of mass, scale, form, colour and texture. The development rises over or is particularly noticeable against the skyline, it breaks uninterrupted horizon. Geographical Extent: The change is central and/or in the foreground. It is visible through the majority of the view. The viewpoint is located in proximity of the site. Duration and reversibility of effects: effects of the introduction of new features would be long-term i.e. will last for over 15 years or will be permanent. Visual loss of features that are irreplaceable or can only be replaced in the long-term.
Medium	Size and/or Scale: A moderate change or partial view of a new element within the view that may be readily noticed because partially screened. The development is partially incongruous in terms of mass, scale, form, colour and texture with the surrounding landscape. The proposal interferes with a portion of the skyline. Geographical Extent: The change is seen in front of the receptor as a noticeable feature in the middle ground or is obliquely visible. The viewpoint is located at some distance from the site. Duration and reversibility of effects: effects of the introduction of new features would be medium-term i.e. will last for between 5 and 15 years. Visual loss of elements that can be fully replaced within the same time period.
Low	Size and/or Scale: A low level of change, partially screened or only visible in glimpses. The proposal is not completely incongruous with surrounding context

	in terms of mass, scale, form, colour and texture. The development is not readily noticeable in the skyline. Geographical Extent: The change that may be obliquely viewed or appearing in the background landscape – this may include views that change rapidly from fast-moving road vehicles or trains. The change is noticeable through a small portion of the view. The viewpoint is located at a considerable distance from the site. Duration and reversibility of effects: effects of the introduction of new features would be short-term i.e. will last for between 1 and 5 years. Visual loss of elements that can be fully replaced within the same time period.
Negligible	Size and/or Scale: The proposal is largely screened. It blends with the surrounding landscape in terms of mass, scale, form, colour and texture so much to be unnoticeable and to consider the view unchanged. Geographical Extent: A small or intermittent change to the view that may be obliquely viewed and/or appearing in the distant background or viewed at high speed over short periods and capable of being missed by the casual observer. The viewpoint is located in the far distance from the site. Duration and reversibility of effects: Effect of the introduction of new elements would last for less than a year. Any visual loss of landscape elements can be fully replaced immediately.

Judging the significance of landscape and visual effects

The level of effects on a landscape or visual receptor is a function of the magnitude of the effect and the sensitivity of the receptor. These potential impacts help inform the mitigation measures to be incorporated into the design.

Impacts, as the effects, can be described as **beneficial**, **neutral**, or **adverse**. These are largely professional value judgments drawn from the assessment process.

In landscape terms, **adverse** effects are the results of direct loss of essential elements that contribute to the characterisation of the site contexts, such loss affects negatively the integrity of the landscape character and designations. Instead, **beneficial** effects enhance the landscape character and contribute to the value of the site's context at various scale.

In visual terms, the effect is considered **adverse** if there is a loss of visual amenity or distinctive features/landmarks; visual competition that will diminish the visual value or appreciation of the existing assets is also considered negatively. On the other hand, should the proposal produce an enhancement or improvement of the visual amenity then the impact is considered **beneficial**.

A **neutral** effect would be the result of a development that does not worsen the baseline condition, nor it causes the loss of visual amenity or valued landscape/townscape features. This would certainly be the case of development that replaces 'like for like' the existing built form.

In line with GLVIA3, the assessment considers possible landscape and visual effects following the above processes at three stages, which will be included as appropriate based on the case-by-case approach and consultation with the Local Authority:

- During demolition and construction;

- Opening Year (Year 1); and
- Following 15 years of occupation (Year 15).

For the purpose of the Environmental Statement a 'Major' or 'Major-Moderate' or 'Moderate' (Table A5) level of effect (landscape or visual) is considered to be a 'Significant Effect'. Where effects are expressed as a range (e.g. *Minor–Moderate* or *Moderate–Major*), professional judgement is applied to determine the significance in the context of the baseline and receptor sensitivity. In such cases, effects at the *Moderate* or above part of the spectrum are treated as significant, whereas *Minor–Moderate* effects are generally not considered significant unless there are site-specific reasons to do so.

In case of significant adverse effects, efforts will be made to appropriately design the proposal so that the significance of such effects will be prevented or avoided. If the significant adverse effects cannot be completely extinguished at Year 1 then all reasonable efforts should be made to mitigate the remaining townscape or visual effects at Year 15.

Table A5 –Level of landscape and visual effects.

		Sensitivity of Receptor (Susceptibility & Value)		
		High	Medium	Low
Magnitude of Effect (Size and scale/ duration/ reversibility)	High	Major		
	Medium		Moderate	
	Low			Minor
	Negligible			Negligible

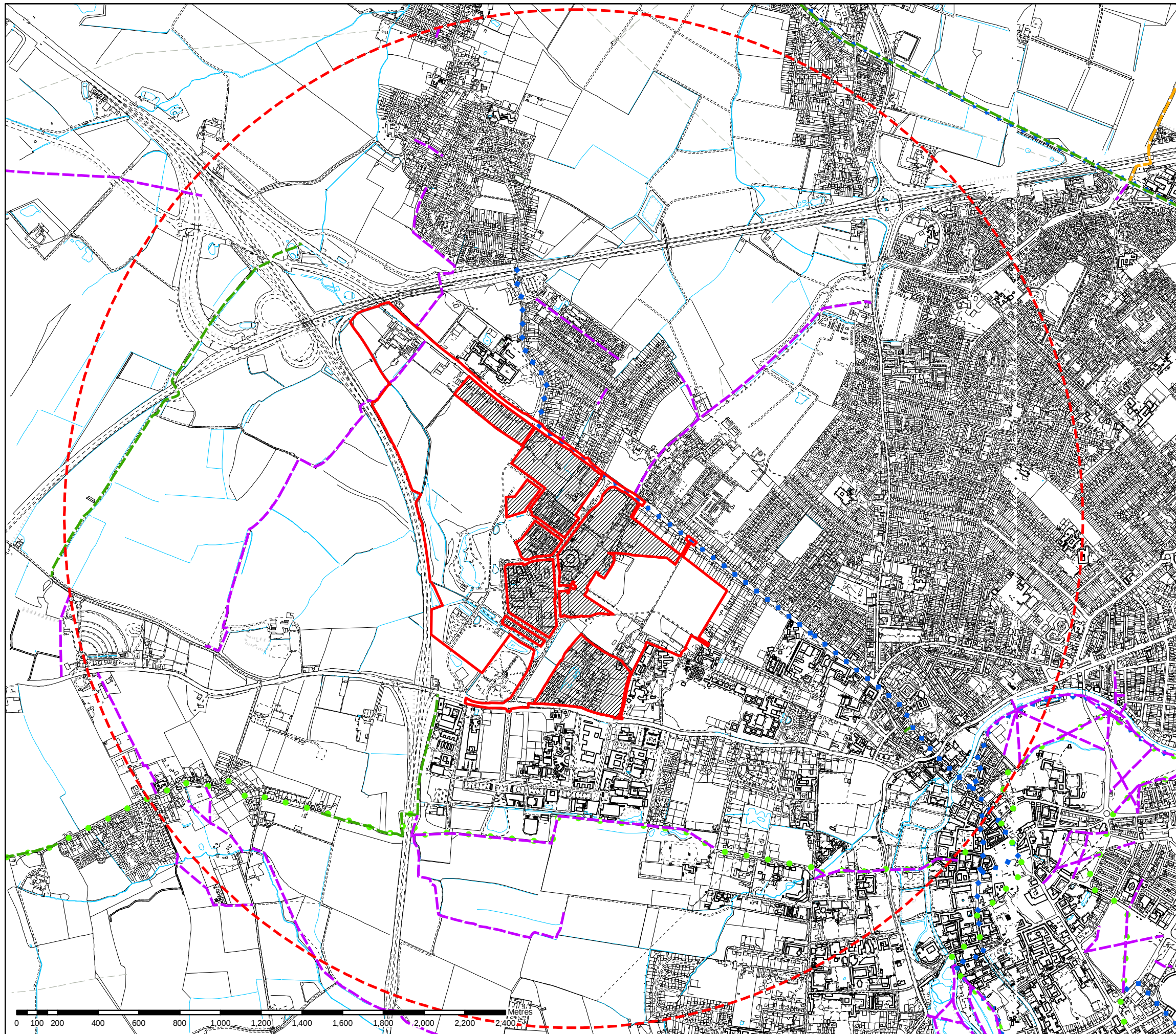
Cumulative effects

Cumulative effects are categorised into two types:

- **Additional Effects:** The effects of the proposal on top of a cumulative baseline, in this case, projects scoped in the cumulative assessment will form part of the cumulative baseline; or
- **Combined Effects:** The combined effects arising from the development together with other approved projects which individually might be insignificant, but when considered together, could create a significant cumulative effect.

APPENDIX 2

MAPPING



Northwest Cambridge

Map 01 - Public Rights of Way

Legend

- Proposed Development Site
- 2.5km Radius
- Exclusion Zones

- Recreational Route
- National Cycle Route

Pubic Rights of Way

- Footpath
- Bridleway
- Byway

Drawing Number: B.18,474
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260





Northwest Cambridge

Map 02 - Aerial

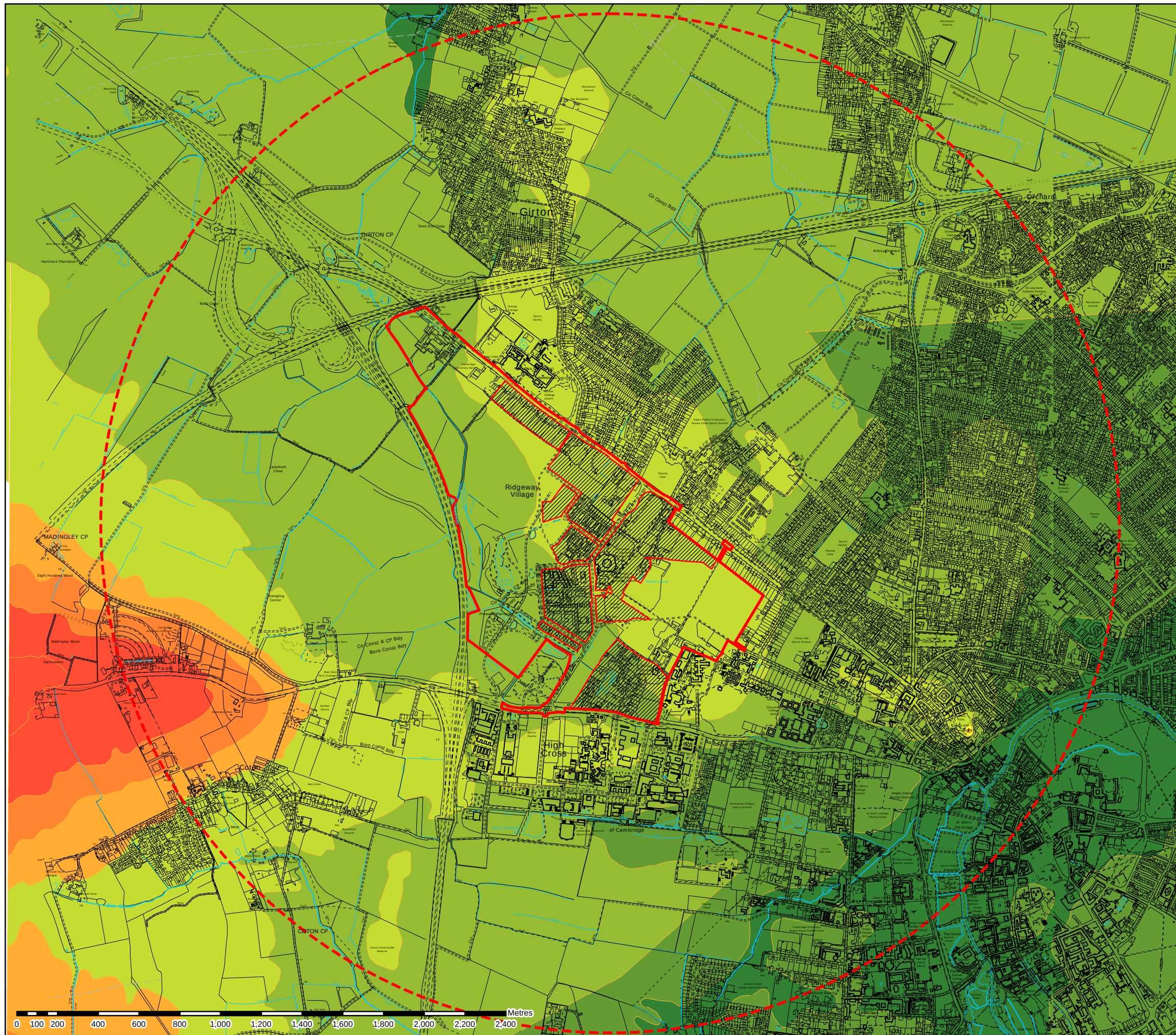
Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones

Drawing Number: B.18,474a
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260



BIDWELLS



Northwest Cambridge

Map 03 - Topography

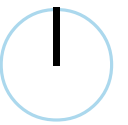
Legend

- Proposed Development Site
- 2.5km Radius
- Exclusion Zones

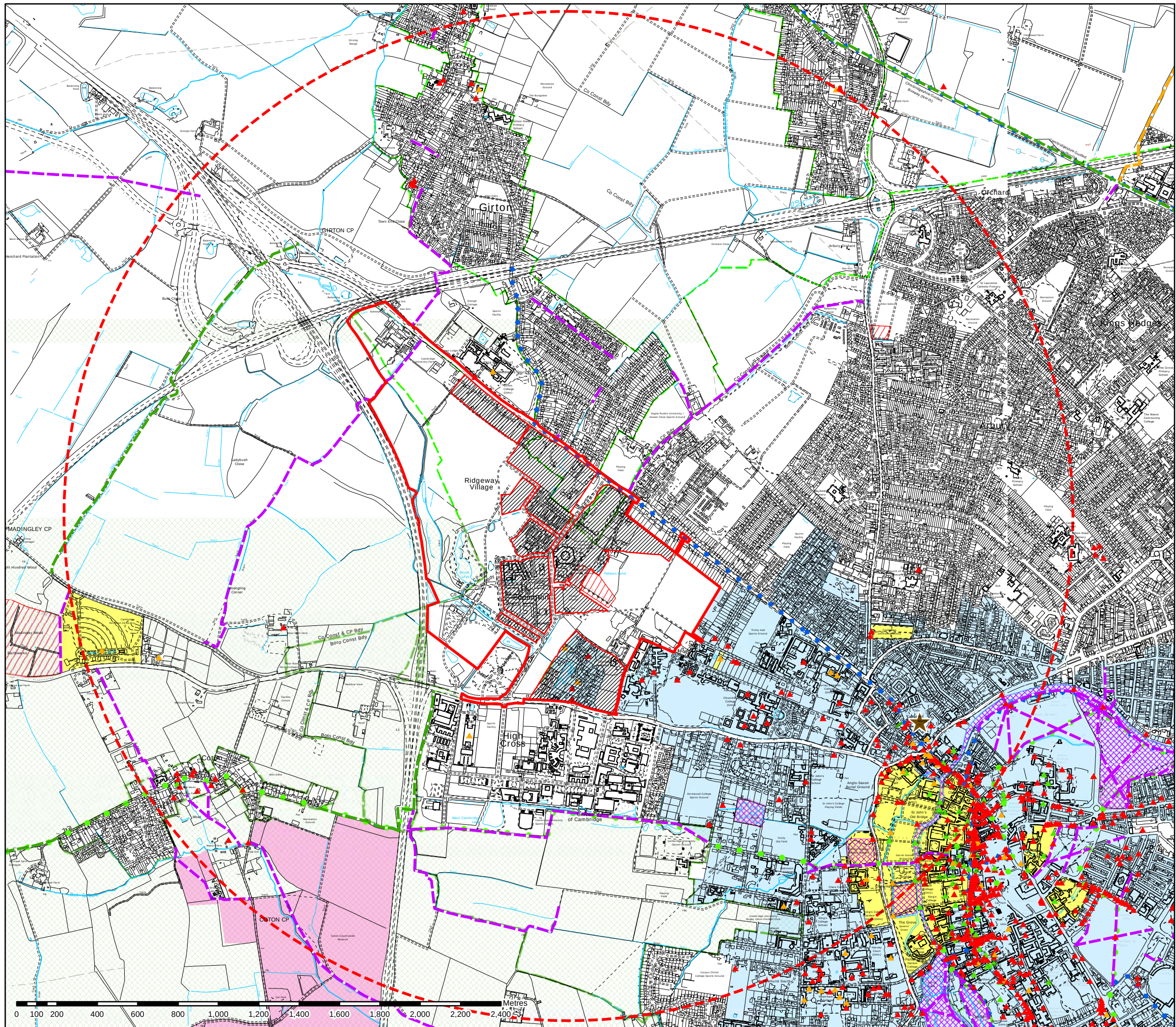
Elevation

- 5m - 10m
- 10m - 15m
- 15m - 20m
- 20m - 25m
- 25m - 30m
- 30m - 35m
- 30m - 40m
- 40m - 50m
- 50m - 60m

Drawing Number: B.18,474b
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260



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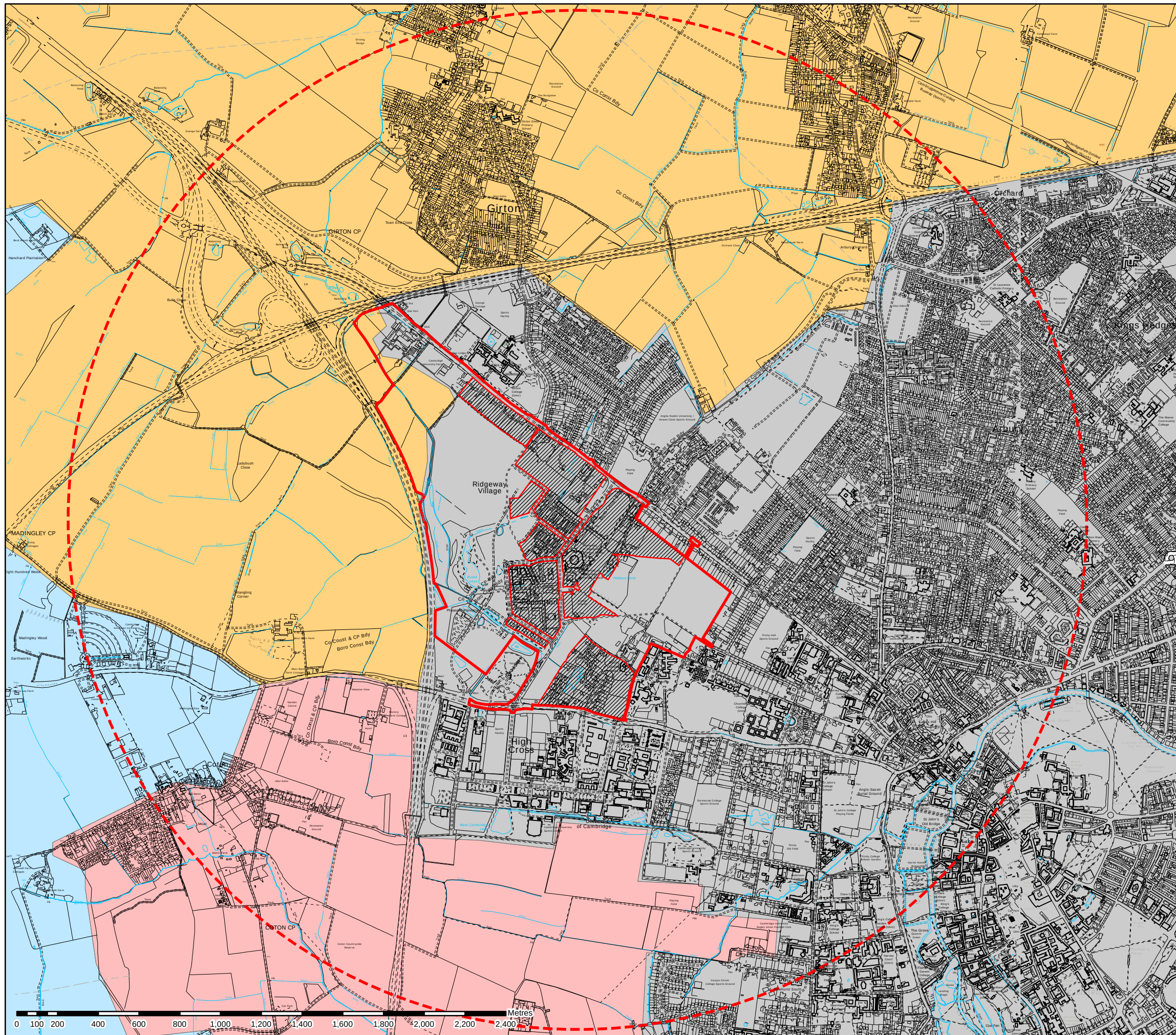
Northwest Cambridge

Map 04 - Designations

Legend

- Proposed Development Site
 - 2.5km Radius
 - Exclusion Zones
 - Scheduled Ancient Monuments
 - Grade I Listed Building
 - Grade II Listed Building
 - Grade II* Listed Building
 - Recreational Route
 - National Cycle Route
 - SSSI
 - County/City Wildlife Sites
 - Parks & Gardens
 - Green Belt
 - Conservation Area
 - Country Parks
- ### Pubic Rights of Way
- Footpath
 - Bridleway
 - Byway

Drawing Number: B.18,474c
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260



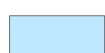
Northwest Cambridge

Map 05 - Landscape Character Regional

Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones

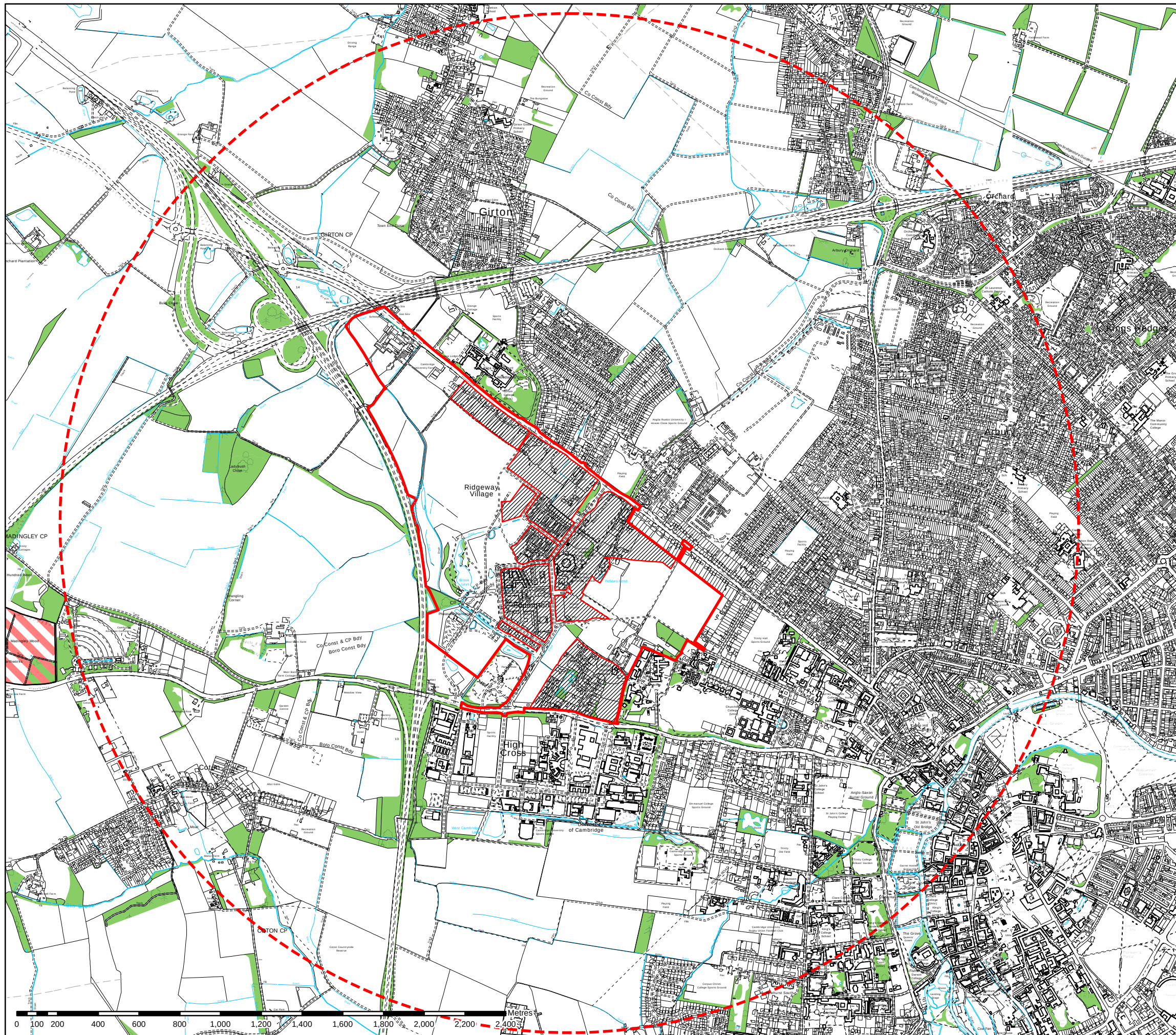
LCAs

-  2B - Cottenham Fen Edge Claylands
-  3B - Bourn Tributaries Lowland Farmlands
-  4B - Lolworth to Longstowe Woodland Claylands
-  Cambridge Urban

Drawing Number: B.18,474d
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260



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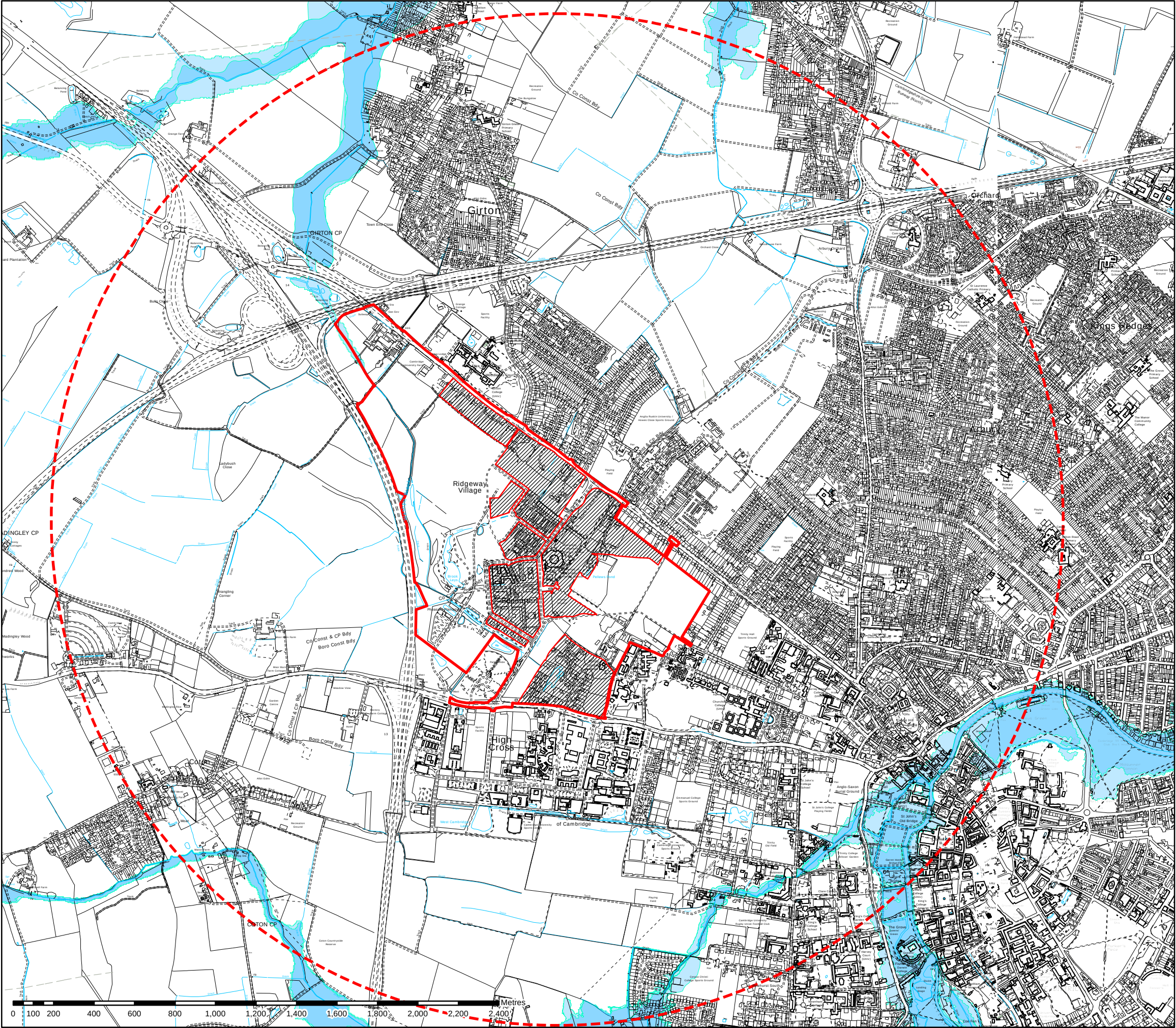
Map 06 - Significant Vegetation

Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones
-  Woodland Habitats
-  Ancient Woodlands

Drawing Number: B.18,474e
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260

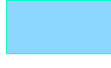
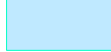




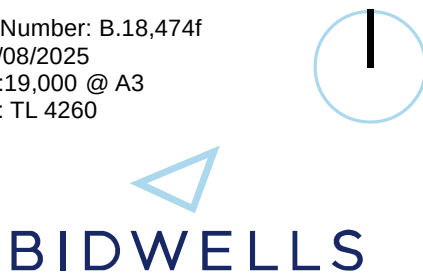
Northwest Cambridge

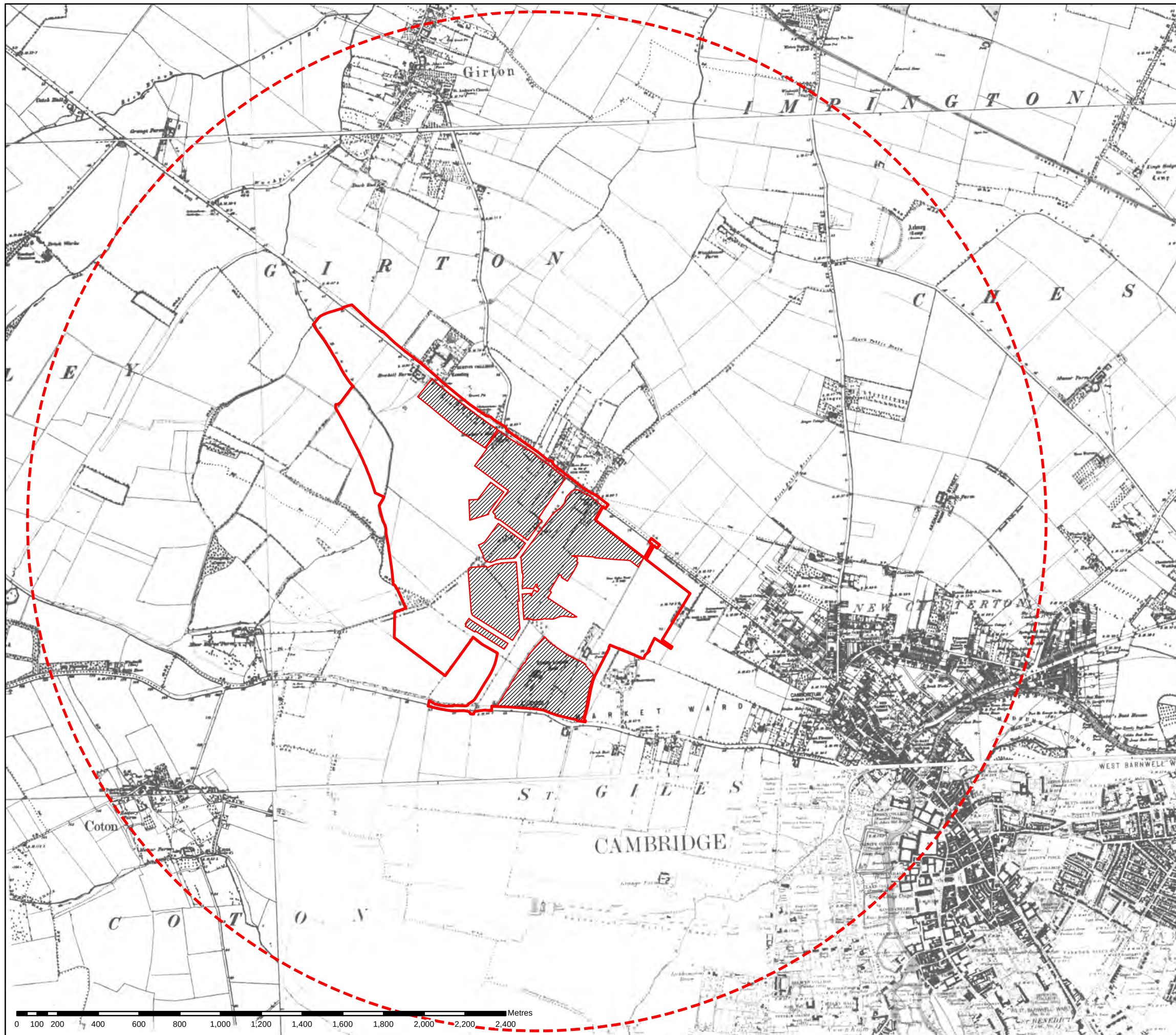
Map 07 - Flood Risk

Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones
-  Flood Zone 3
-  Flood Zone 2

Drawing Number: B.18,474f
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260





Northwest Cambridge

Map 08A - Historic 1886

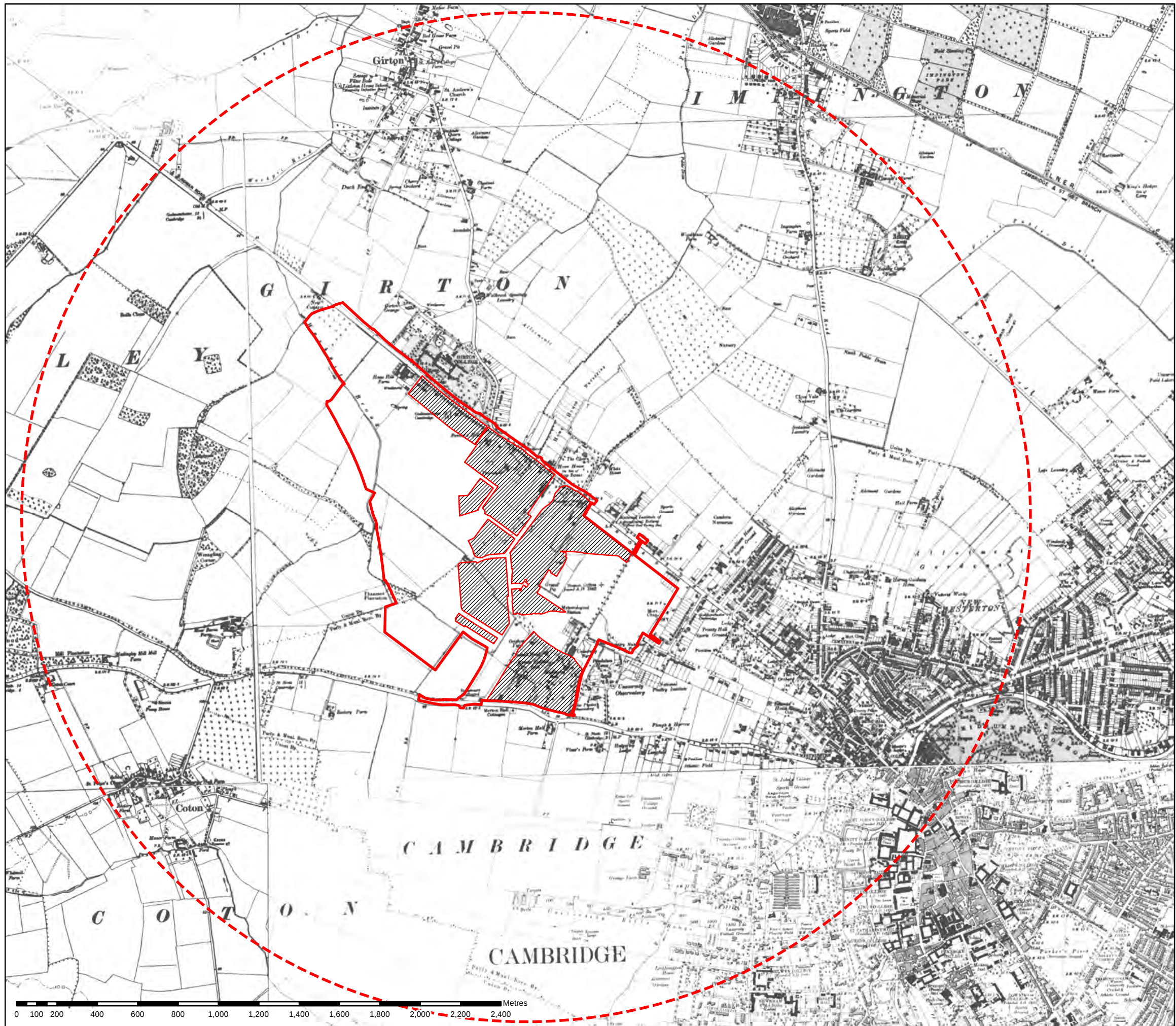
Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones

Drawing Number: B.18,474g
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260



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Northwest Cambridge

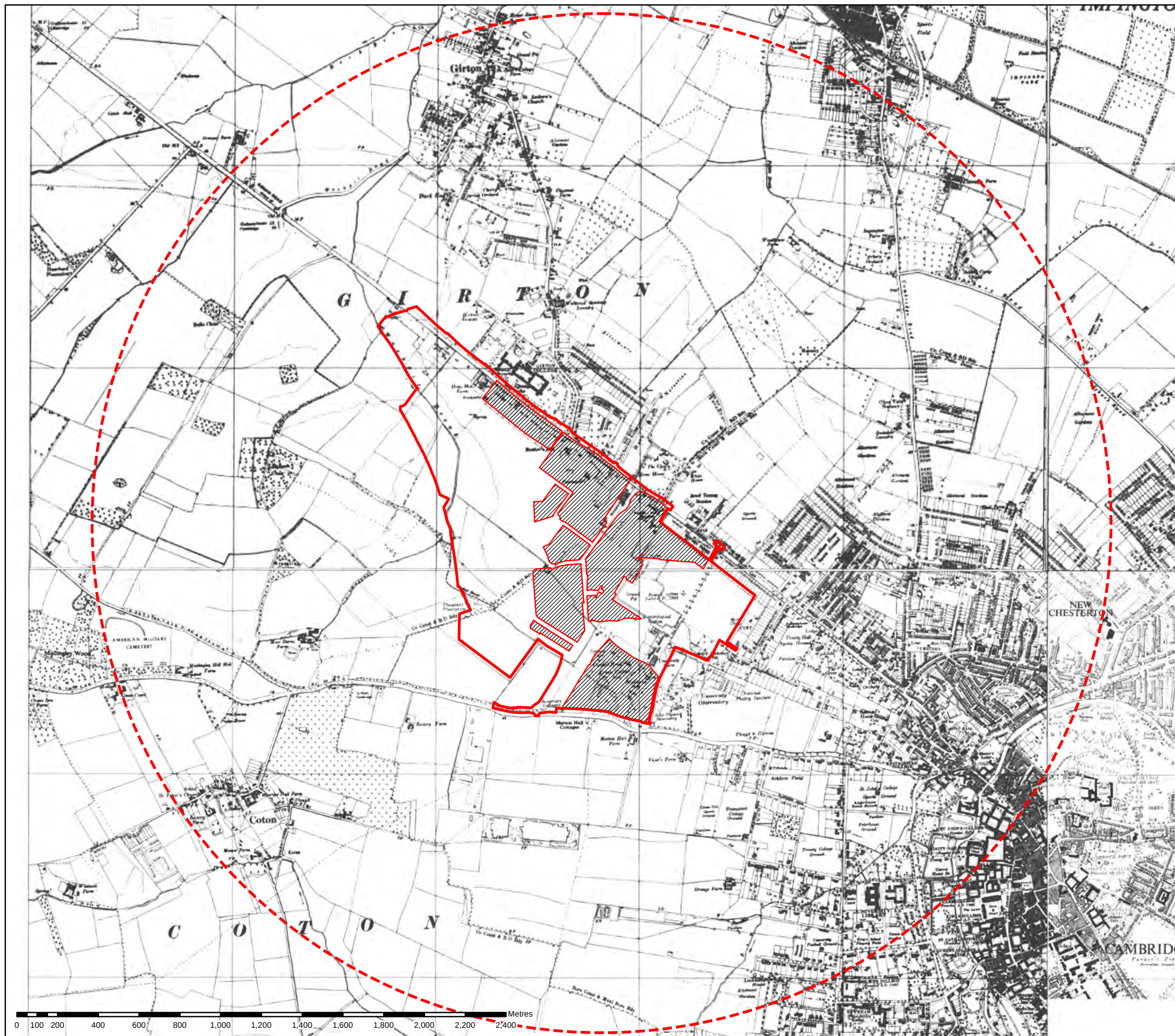
Map 08B - Historic 1927

Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones

Drawing Number: B.18,474h
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260





Northwest Cambridge

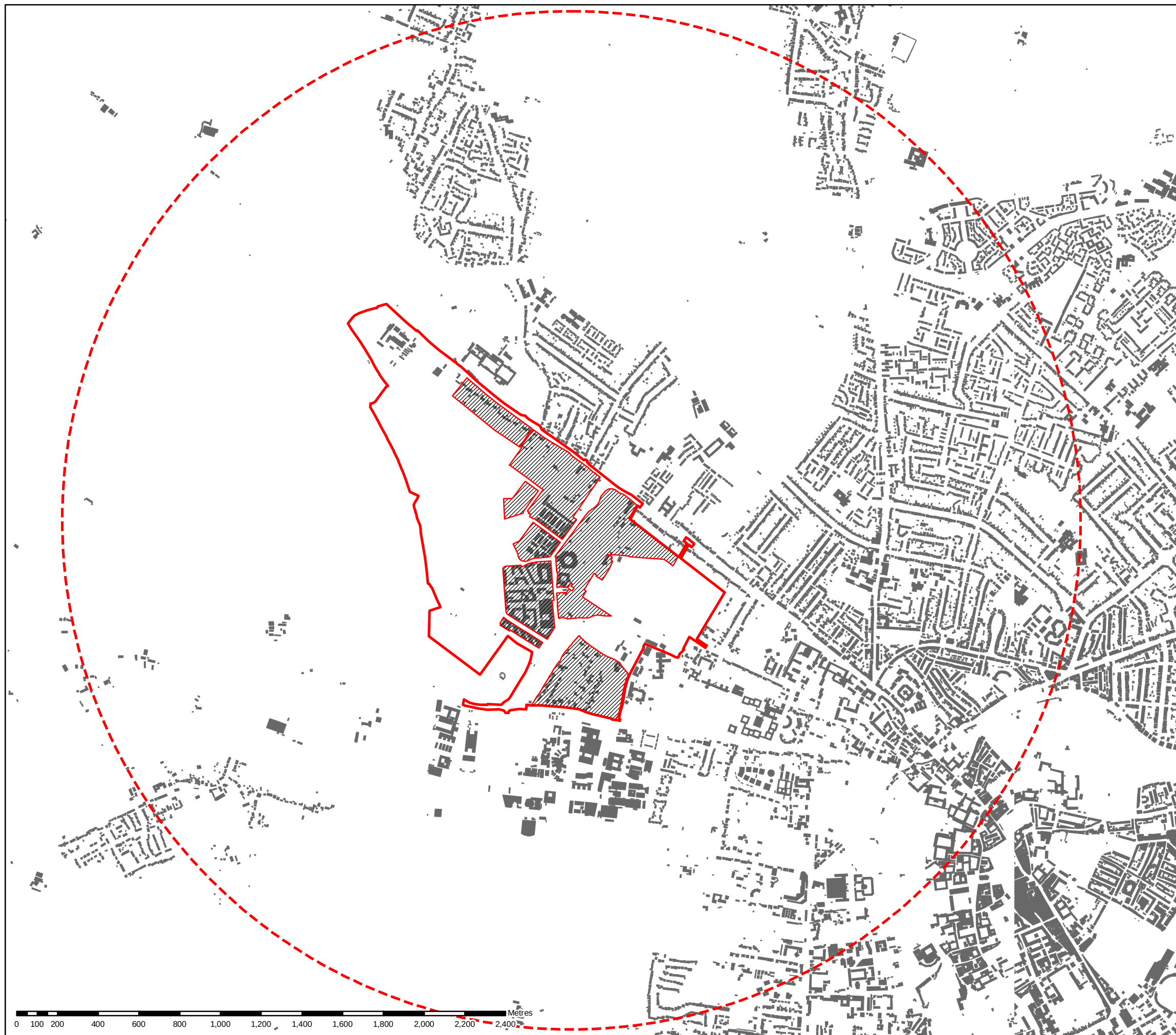
Map 08C - Historic 1960s

Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones

Drawing Number: B.18,474i
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260





Northwest Cambridge

Map 09 - Morphology

Legend

-  Proposed Development Site
-  2.5km Radius
-  Exclusion Zones

Drawing Number: B.18,474j
Date: 14/08/2025
Scale: 1:19,000 @ A3
O.S. Ref: TL 4260



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APPENDIX 3

TYPE 4 TECHNICAL VISUALISATIONS



Photography, 3D Model Images and Accurate Visual Representations (AVRs)

North West Cambridge

July 2025





Viewing Information

This photograph and visualisation is a cylindrical projection panorama. Hold this sheet at a comfortable arm's length from your eyes and curve the image through 90° and turn head to view. Alternatively, the visualisation can be laid flat and viewed by scanning left or right parallel to the sheet maintaining a 50cm viewing distance between your eye and the page.

This visualisation is a tool for assessment and is best used for comparison in the field from the viewpoint location shown. It cannot be considered a substitute for visiting the viewpoint location.

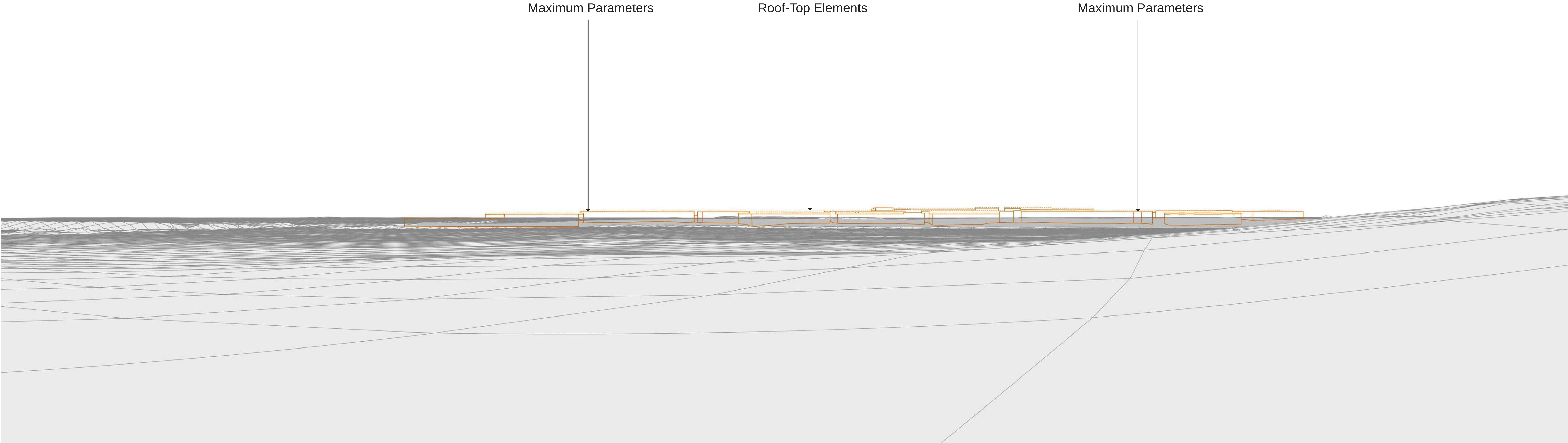
Technical Information

The technical photography, accuracy of 3D modelling and generation of visualisation is an Accurate Visual Representation. This is explained and presented in the accompanying Technical Methodology. **Printing Note**

This viewpoint visualisation is spread across a single sheet 841mm wide and 297mm high. To give the correct viewing distance the sheet should be printed at a scale of 1:1 on large format paper and cut to size. Do not print at A3



North West Cambridge
Viewpoint 1
Existing (Winter) View









Viewing Information

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North West Cambridge

Viewpoint 1

Maximum Parameters Photomontage View (AVR1)



Viewing Information

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North West Cambridge

Viewpoint 1

Illustrative Masterplan 3D Model View







Viewing Information

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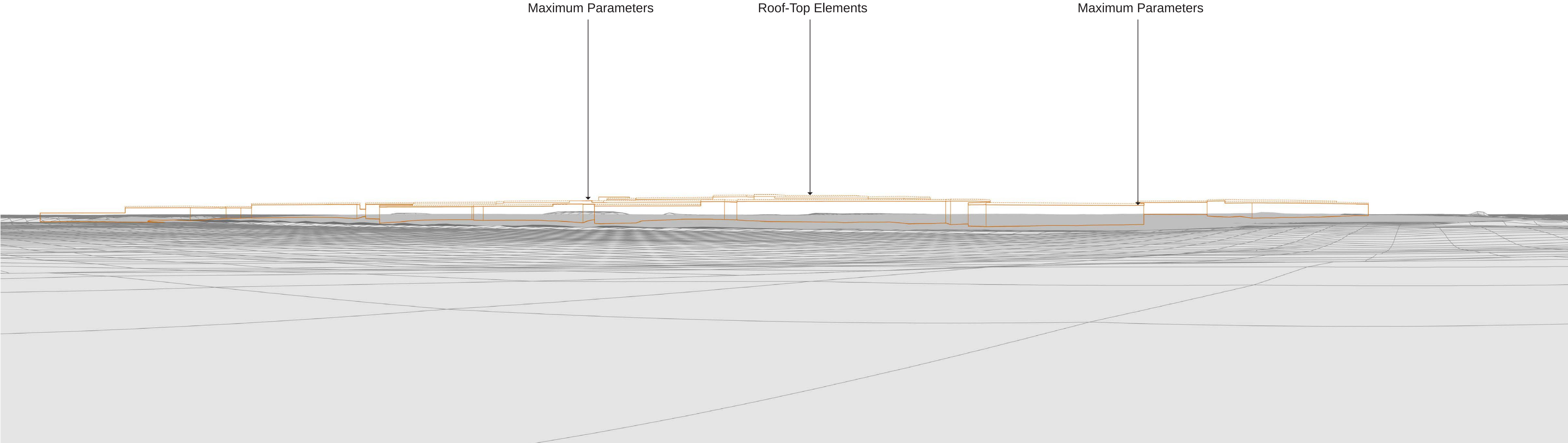


North West Cambridge

Viewpoint 1

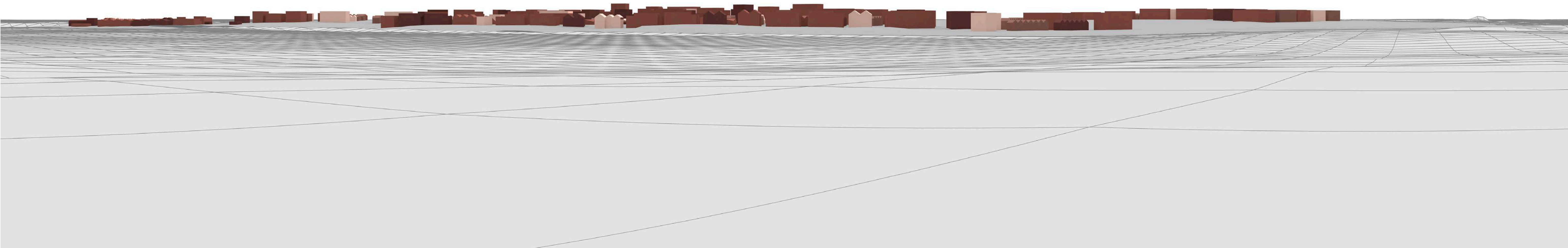
Illustrative Masterplan Photomontage View (AVR2)











Viewing Information

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North West Cambridge

Viewpoint 2

Illustrative Masterplan 3D Model View



Viewing Information

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Technical Information

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North West Cambridge

Viewpoint 2

Illustrative Masterplan 3D Model Composite View



Viewing Information

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North West Cambridge Viewpoint 2

Illustrative Masterplan Photomontage View (AVR2)





Viewing Information

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Printing Note

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North West Cambridge
Viewpoint 3
Existing (Winter) View

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Viewing Information

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Technical Information

The technical photography, accuracy of 3D modelling and generation of visualisation is an Accurate Visual Representation. This is explained and presented in the accompanying Technical Methodology.

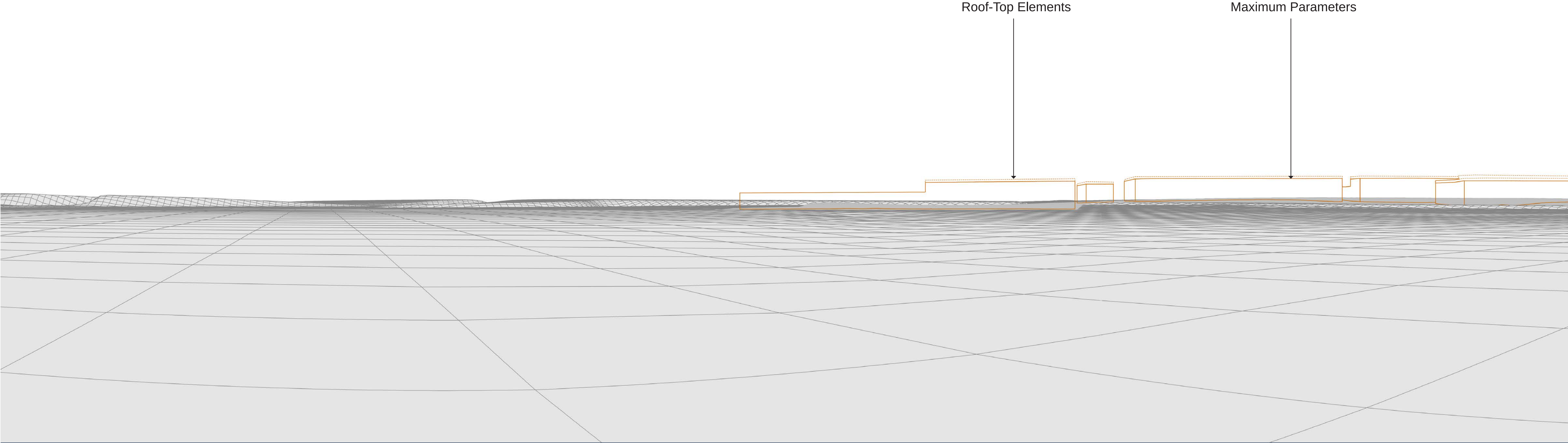
Printing Note

This viewpoint visualisation is spread across a single sheet 841mm wide and 297mm high. To give the correct viewing distance the sheet should be printed at a scale of 1:1 on large format paper and cut to size. Do not print at A3



North West Cambridge

Viewpoint 3
Existing (Winter) View



Viewing Information

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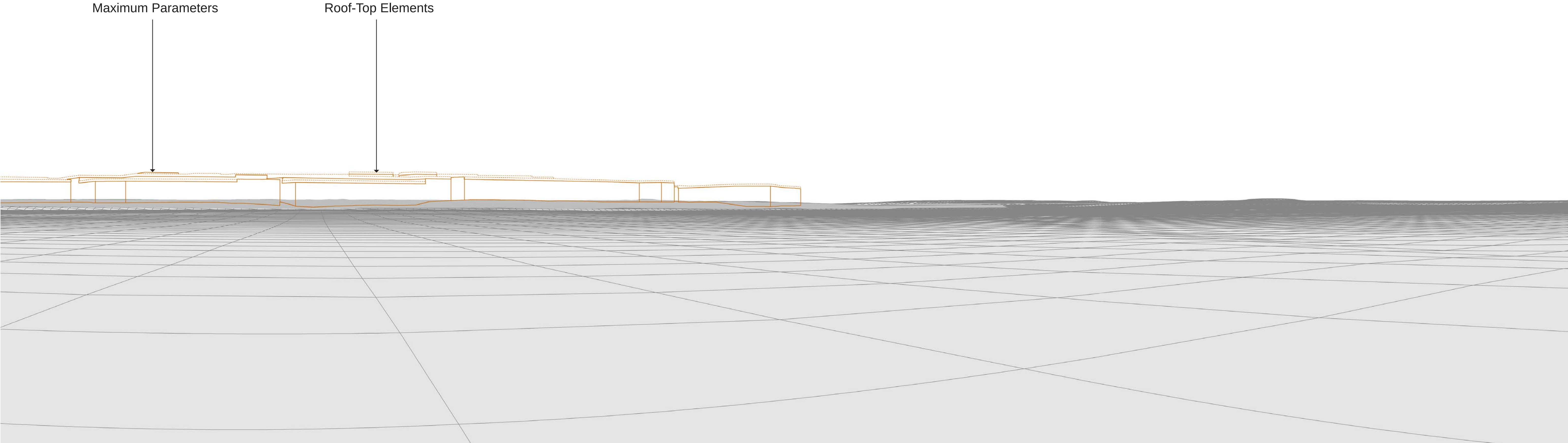
Technical Information

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North West Cambridge
Viewpoint 3
Maximum Parameters 3D Model View









Roof-Top Elements

Maximum Parameters



Viewing Information

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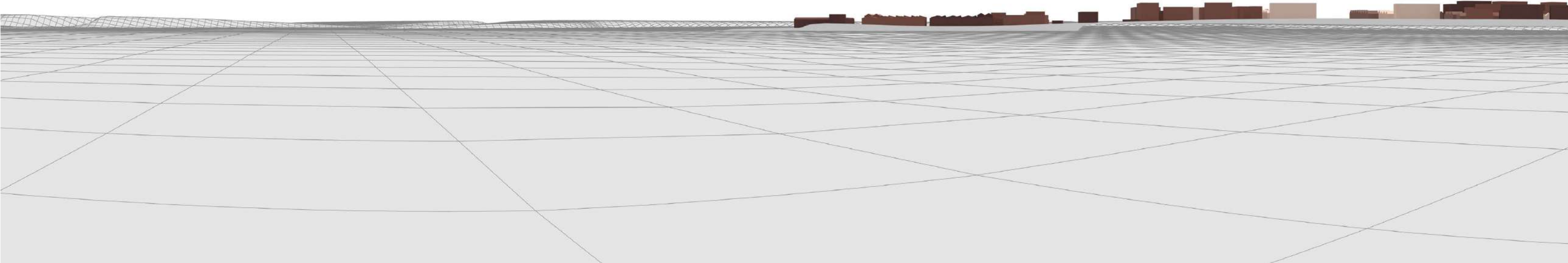


North West Cambridge

Viewpoint 3

Maximum Parameters Photomontage View (AVR1)





Viewing Information

This photograph and visualisation is a cylindrical projection panorama. Hold this sheet at a comfortable arm's length from your eyes and curve the image through 90° and turn head to view. Alternatively, the visualisation can be laid flat and viewed by scanning left or right parallel to the sheet maintaining a 50cm viewing distance between your eye and the page.

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Technical Information

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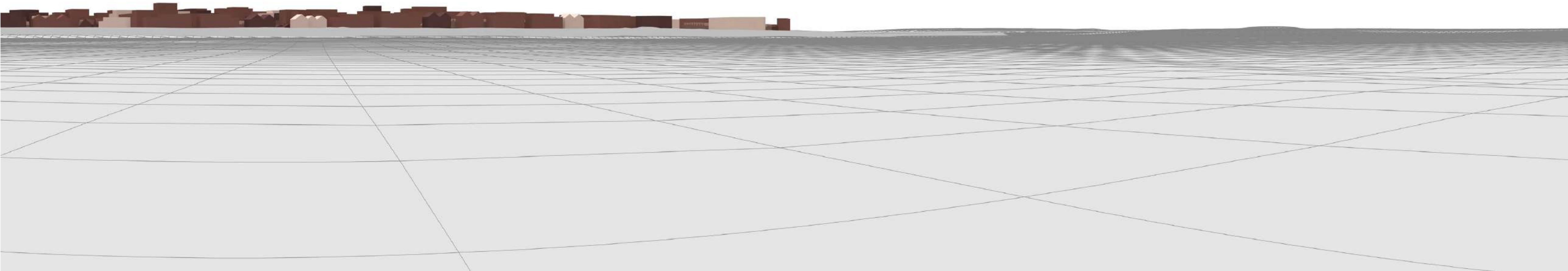
This viewpoint visualisation is spread across a single sheet 841mm wide and 297mm high. To give the correct viewing distance the sheet should be printed at a scale of 1:1 on large format paper and cut to size. Do not print at A3



North West Cambridge

Viewpoint 3

Illustrative Masterplan 3D Model View



Viewing Information

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North West Cambridge
Viewpoint 3
Illustrative Masterplan 3D Model View



Viewing Information

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North West Cambridge Viewpoint 3

Illustrative Masterplan 3D Model Composite View





Viewing Information

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North West Cambridge Viewpoint 3

Illustrative Masterplan Photomontage View (AVR2)





Viewing Information

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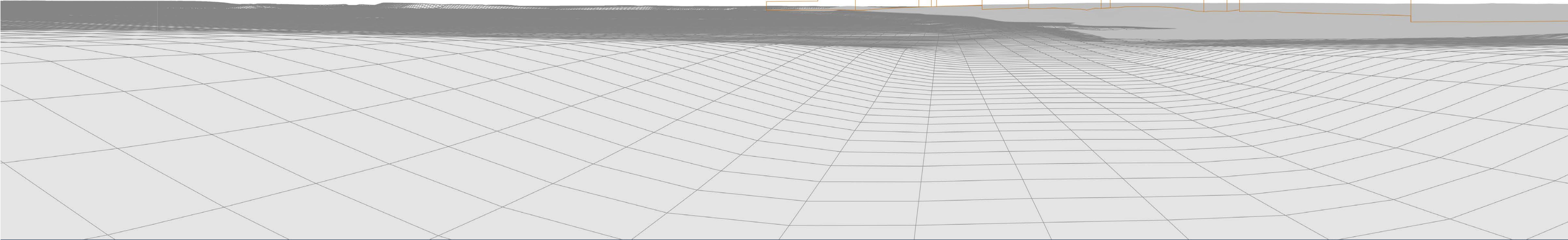
North West Cambridge

Viewpoint 3

Illustrative Masterplan Photomontage View (AVR2)





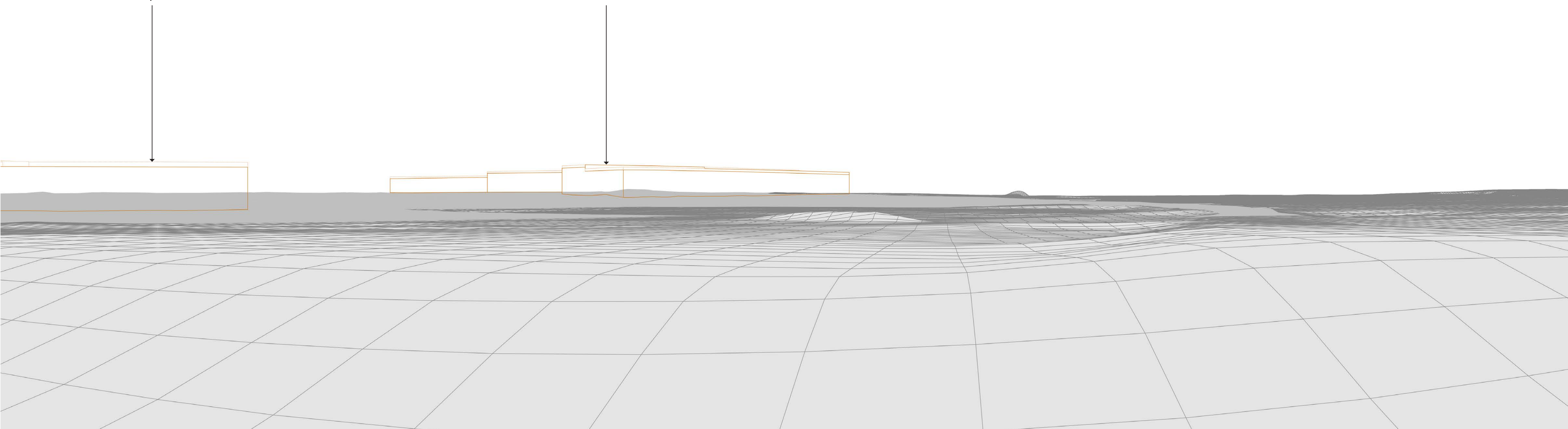


Roof-Top Elements

Maximum Parameters

Roof-Top Elements

Maximum Parameters





Roof-Top Elements

Maximum Parameters



Viewing Information

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North West Cambridge
Viewpoint 4

Maximum Parameters 3D Model Composite View





Viewing Information

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North West Cambridge

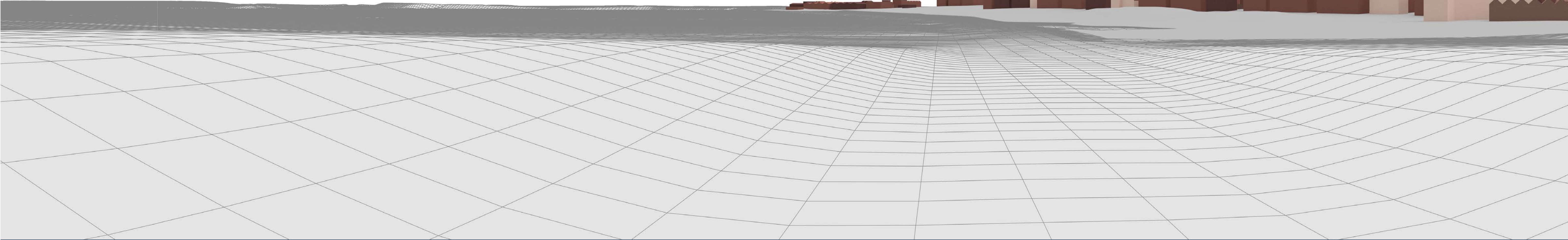
Viewpoint 4

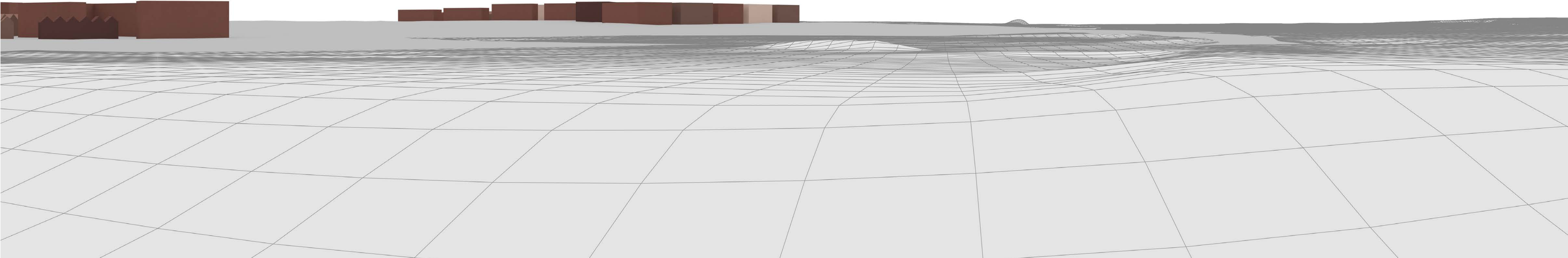
Maximum Parameters Photomontage View (AVR1)



Roof-Top Elements

Maximum Parameters





Viewing Information

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North West Cambridge

Viewpoint 4

Illustrative Masterplan 3D Model View









Viewing Information

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North West Cambridge

Viewpoint 4

Illustrative Masterplan Photomontage View (AVR2)





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Technical Information

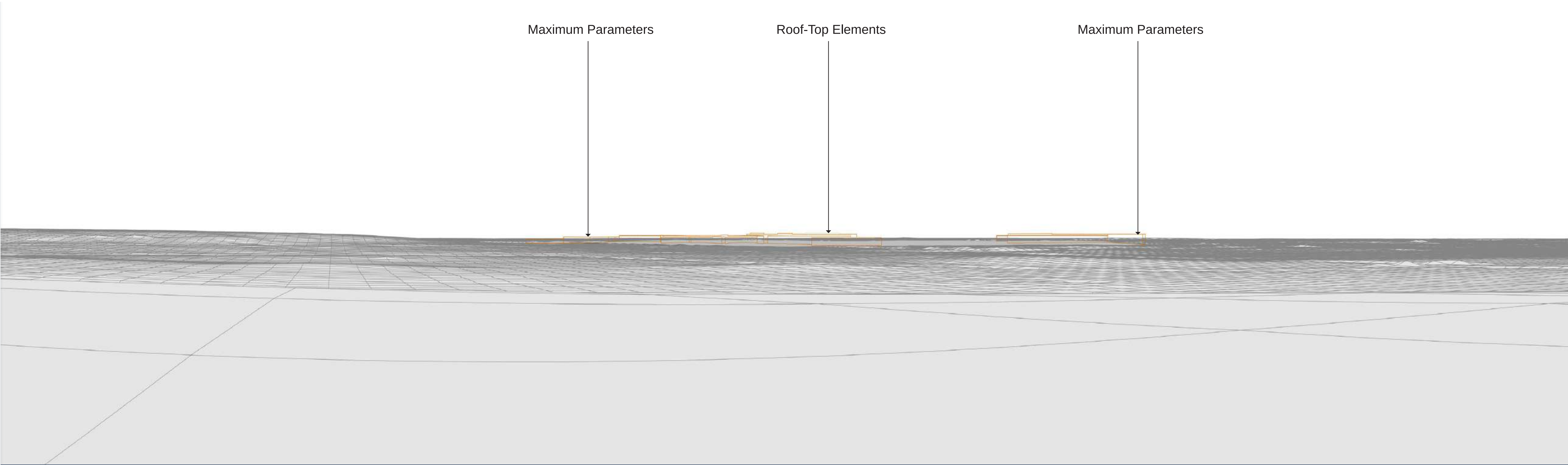
The technical photography, accuracy of 3D modelling and generation of visualisation is an Accurate Visual Representation. This is explained and presented in the accompanying Technical Methodology.

Printing Note

This viewpoint visualisation is spread across a single sheet 841mm wide and 297mm high. To give the correct viewing distance the sheet should be printed at a scale of 1:1 on large format paper and cut to size. Do not print at A3

North West Cambridge

Viewpoint 7
Existing (Winter) View









Viewing Information

This photograph and visualisation is a cylindrical projection panorama. Hold this sheet at a comfortable arm's length from your eyes and curve the image through 90° and turn head to view. Alternatively, the visualisation can be laid flat and viewed by scanning left or right parallel to the sheet maintaining a 50cm viewing distance between your eye and the page.

This visualisation is a tool for assessment and is best used for comparison in the field from the viewpoint location shown. It cannot be considered a substitute for visiting the viewpoint location.

Technical Information

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North West Cambridge

Viewpoint 7

Illustrative Masterplan 3D Model View







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North West Cambridge

Viewpoint 7

Illustrative Masterplan Photomontage View (AVR2)



Viewing Information

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Technical Information

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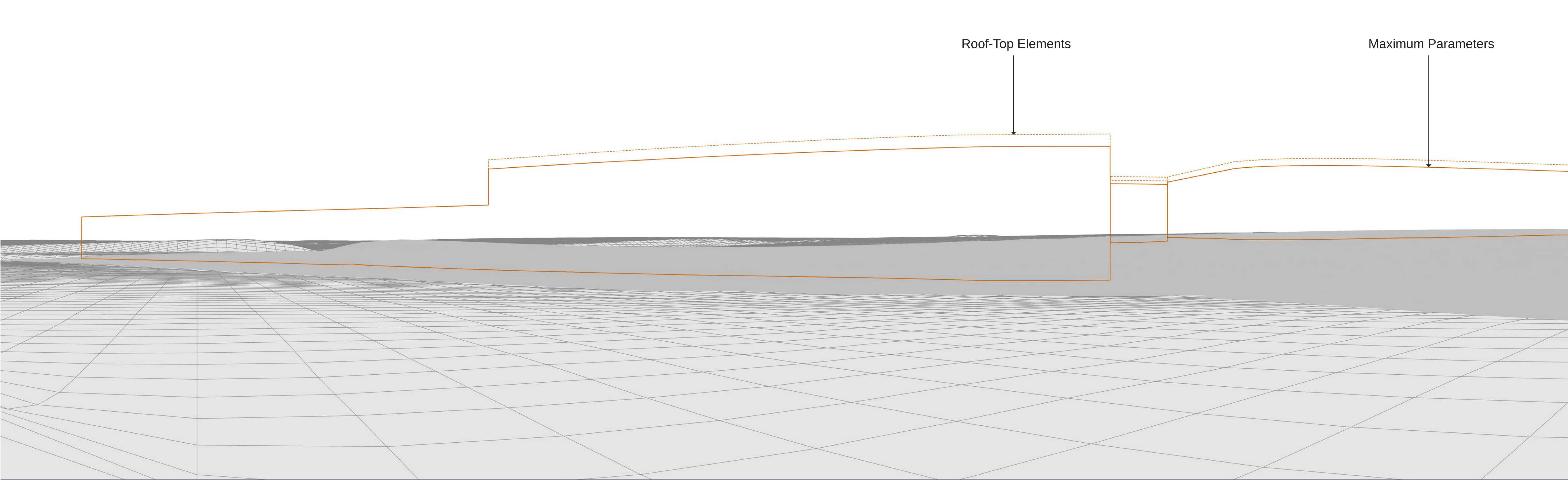
Printing Note

This viewpoint visualisation is spread across a single sheet 841mm wide and 297mm high. To give the correct viewing distance the sheet should be printed at a scale of 1:1 on large format paper and cut to size. Do not print at A3

North West Cambridge

Viewpoint 8A
Existing (Winter) View



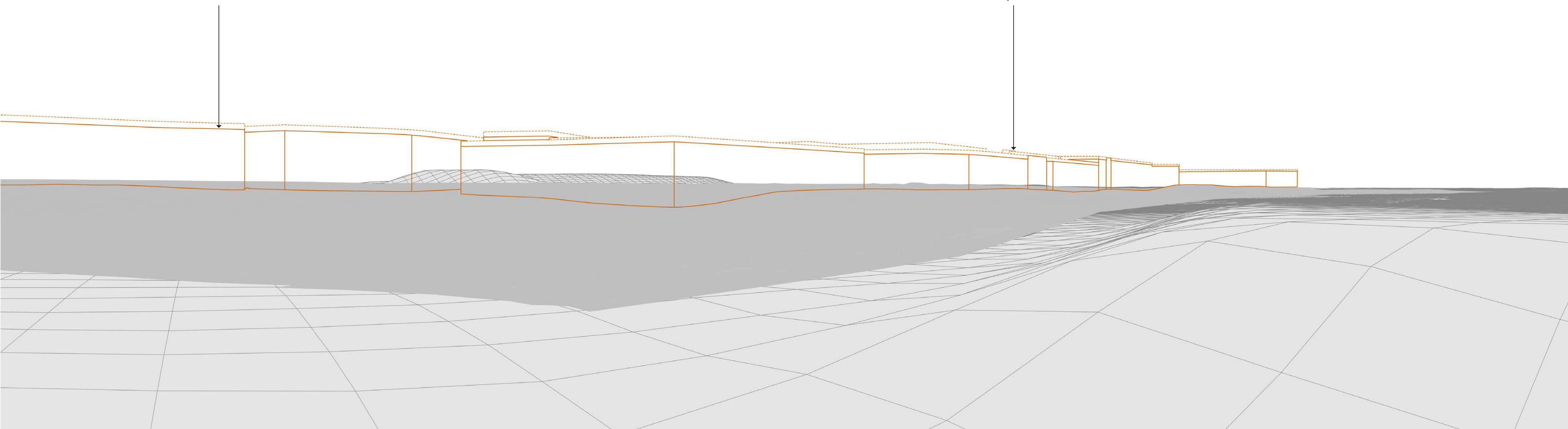


Roof-Top Elements

Maximum Parameters

Maximum Parameters

Roof-Top Elements





Roof-Top Elements

Maximum Parameters







Viewing Information

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Technical Information

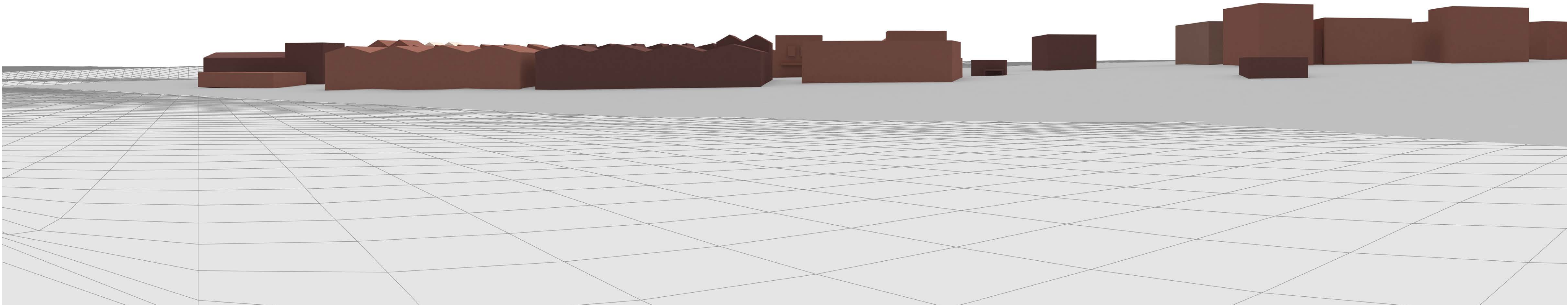
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North West Cambridge
Viewpoint 8A

Maximum Parameters Photomontage View (AVR1)



Viewing Information

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Technical Information

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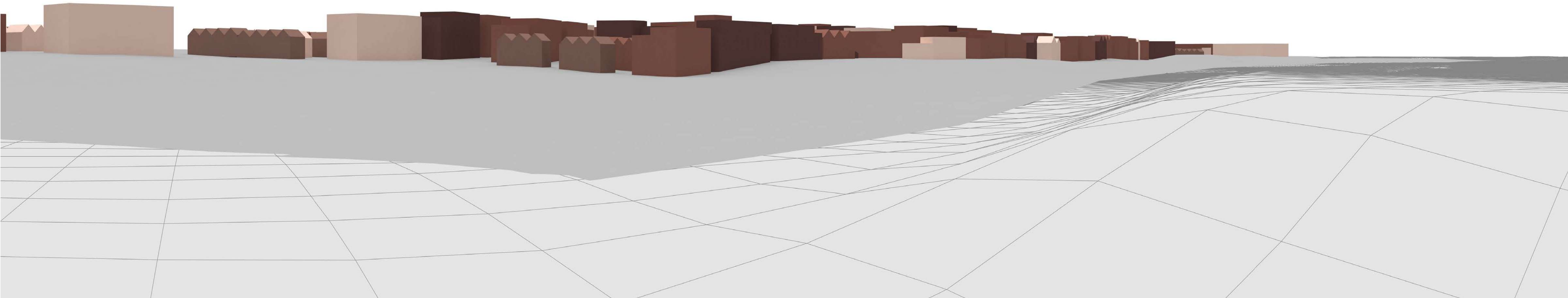
This viewpoint visualisation is spread across a single sheet 841mm wide and 297mm high. To give the correct viewing distance the sheet should be printed at a scale of 1:1 on large format paper and cut to size. Do not print at A3



North West Cambridge

Viewpoint 8A

Illustrative Masterplan 3D Model View



Viewing Information

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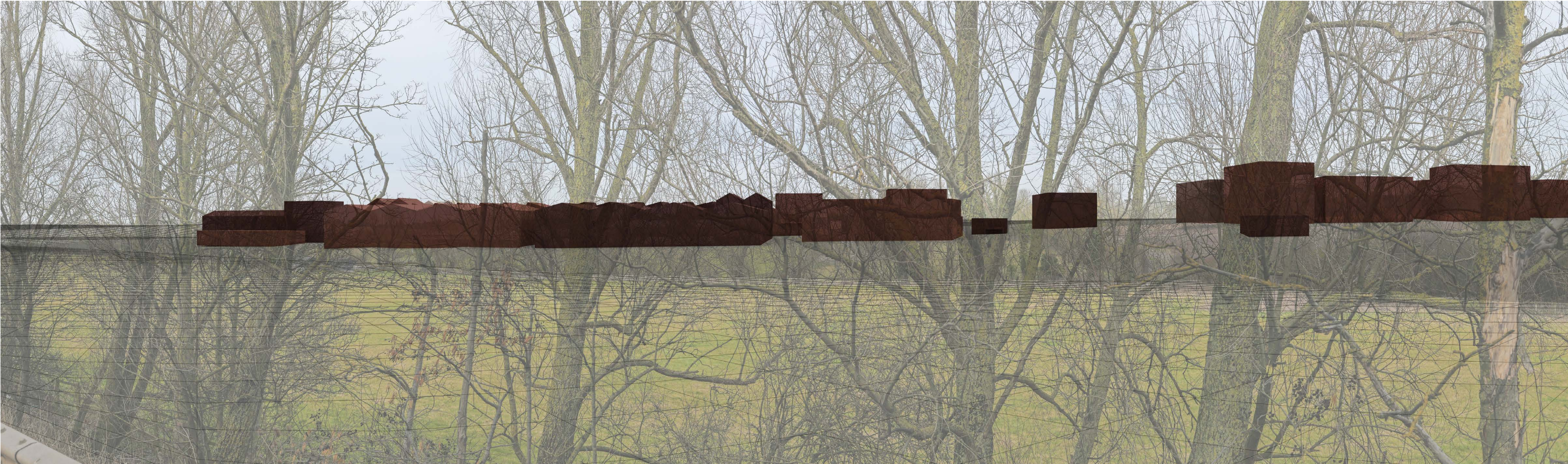
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North West Cambridge

Viewpoint 8A

Illustrative Masterplan 3D Model View





Viewing Information

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North West Cambridge Viewpoint 8A

Illustrative Masterplan 3D Model Composite View





Viewing Information

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Technical Information

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North West Cambridge
Viewpoint 8A

Illustrative Masterplan Photomontage View (AVR2)





Viewing Information

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North West Cambridge

Viewpoint 9
Existing (Winter) View



Viewing Information

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North West Cambridge
Viewpoint 9
Existing (Winter) View