

HUNTINGDON ROAD CAMBRIDGE

NW Community Forum

17th March 2021



INTRODUCTION



EMERGING CHARACTER OF NORTH WEST CAMBRIDGE

A SUSTAINABLE LOCATION



EMERGING CHARACTER OF NORTH WEST CAMBRIDGE

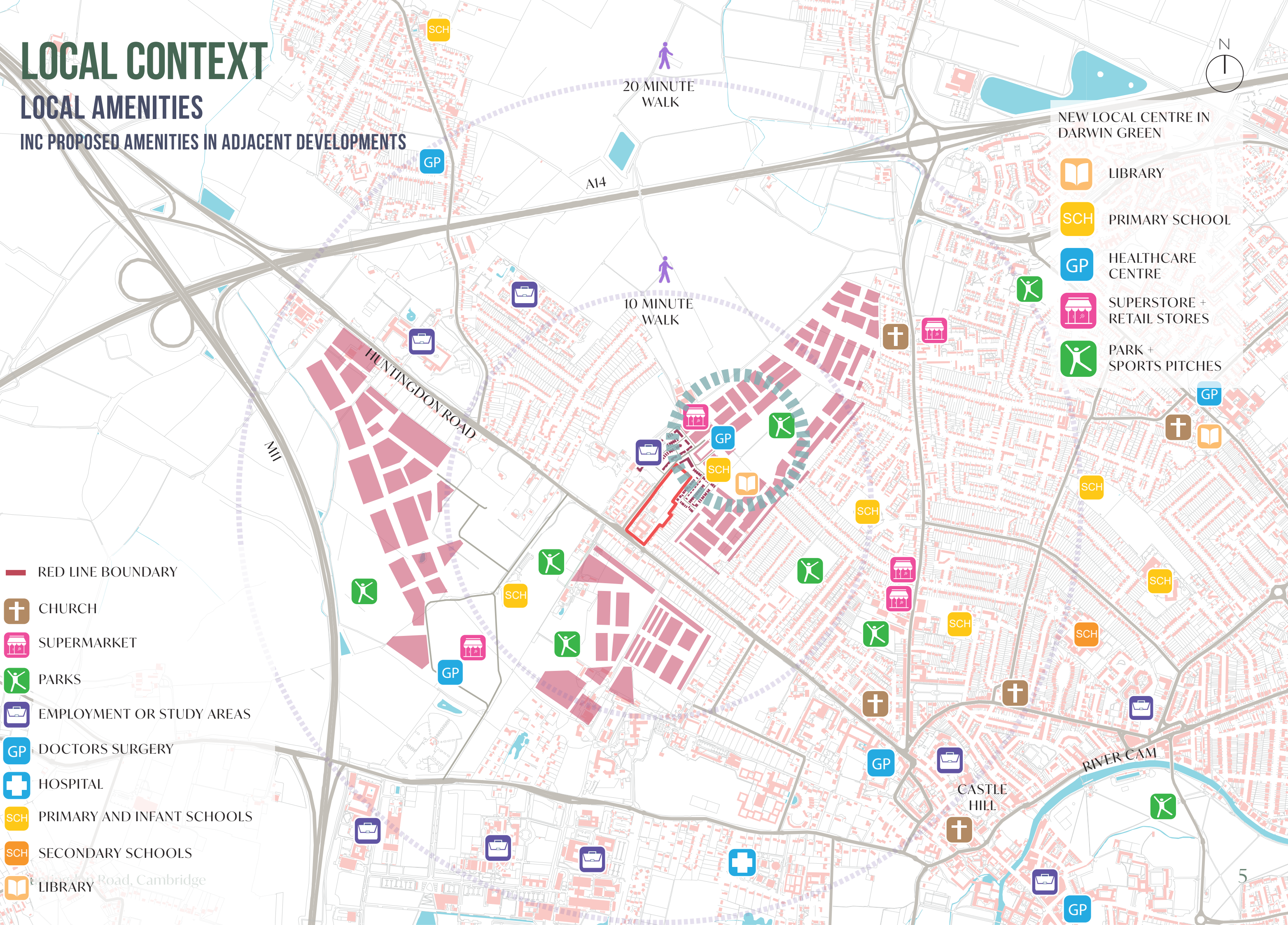
A SUSTAINABLE LOCATION



LOCAL CONTEXT

LOCAL AMENITIES

INC PROPOSED AMENITIES IN ADJACENT DEVELOPMENTS

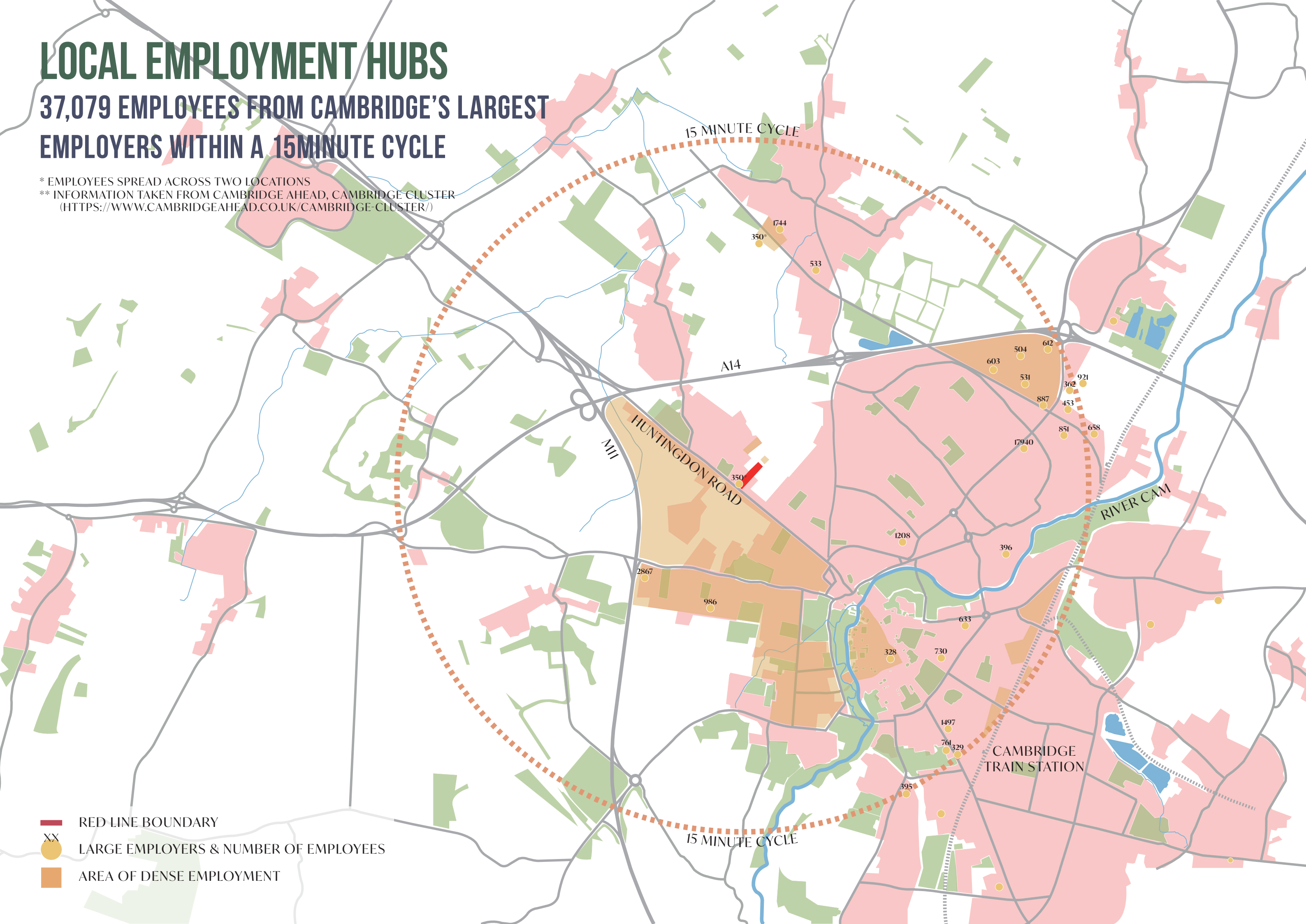


LOCAL EMPLOYMENT HUBS

37,079 EMPLOYEES FROM CAMBRIDGE'S LARGEST EMPLOYERS WITHIN A 15MINUTE CYCLE

* EMPLOYEES SPREAD ACROSS TWO LOCATIONS

** INFORMATION TAKEN FROM CAMBRIDGE AHEAD, CAMBRIDGE CLUSTER ([HTTPS://WWW.CAMBRIDGEAHEAD.CO.UK/CAMBRIDGE-CLUSTER/](https://www.cambridgeahead.co.uk/cambridge-cluster/))



- RED LINE BOUNDARY
- XX LARGE EMPLOYERS & NUMBER OF EMPLOYEES
- AREA OF DENSE EMPLOYMENT

SCHEME PROPOSAL

SUMMARY

**PROPOSED MIXED-USE REDEVELOPMENT CONTAINING
BUILD-TO-RENT ACCOMMODATION
AND AN APART HOTEL ALONGSIDE OTHER NEW FACILITIES
INCLUDING CAFÉ, MICROBREWERY, AND CYCLING HUB
AND GREATLY IMPROVED PUBLIC REALM.
RETENTION OF EXISTING 1920'S BUILDING ON THE SITE FRONTAGE
AND DEMOLITION OF THE BUILDINGS TO THE REAR.**

BUILD-TO-RENT

2

PRIVATE RENTAL SECTOR

IDENTIFIED ISSUES IN CAMBRIDGE

“ MIDDLE INCOME HOUSEHOLDS ARE BEING SQUEEZED OUT OF THE MARKET; WITH LIMITED HOUSING OPTIONS FOR LOW COST HOME OWNERSHIP OR THE PRIVATE RENTED SECTOR.

THE DEMAND FOR HOUSING FOR THESE GROUPS FAR OUTSTRIPS THE CURRENT SUPPLY

CAMBRIDGE COUNCIL HOUSING STRATEGY
& CAMBRIDGE DIAMOND

”

“ THE PRIVATE RENTED SECTOR NOW ACCOUNTS FOR 49% OF ALL HOUSEHOLDS IN THE CITY; AND IS THEREFORE THE LARGEST TENURE.

”

“ 18% OF PRIVATE RENTAL HOMES IN CAMBRIDGE CITY ARE NOT MEETING HEALTH AND SAFETY STANDARDS.

”

“ PRIVATE RENTED HOUSING IS DOMINATED BY SHORT TERM LANDLORDS, SHORT TERM TENANCIES AND (FOR RESIDENTS)

A LACK OF SECURITY AND LESS OF A FEELING OF ‘MAKING HOME’ IN PRIVATE RENTED HOUSING.

”

PRIVATE RENTAL SECTOR

BUILD-TO-RENT ADDRESSING CITY NEEDS

“ OUT OF THE MARKET; WITH LIMITED HOUSING
OPTIONS FOR LOW COST HOME OWNERSHIP
OR THE PRIVATE RENTED SECTOR.
BUILD-TO-RENT DEVELOPMENT
CAN HELP TO ADDRESS THE NEEDS
OF MIDDLE-INCOME HOUSEHOLDS WHO CAN'T
AFFORD TO BUY A HOME OR SEEK GREATER
FLEXIBILITY TO MOVE. ”

GREATER CAMBRIDGE LOCAL PLAN:
ISSUES AND OPTIONS 2019

“ HOMES IN BUILD-TO-RENT DEVELOPMENTS
ARE PROFESSIONALLY MANAGED BY A SINGLE
MANAGEMENT COMPANY.
THEY WILL USUALLY OFFER LONGER TENANCY
AGREEMENTS OF THREE YEARS OR MORE,
SO THEY CAN OFFER A BETTER QUALITY
AND MORE STABLE ALTERNATIVE TO OTHER
PRIVATELY RENTED HOUSING. ”

GREATER CAMBRIDGE LOCAL PLAN:
ISSUES AND OPTIONS 2019

BUILD-TO-RENT

FACILITY IN USE



- Ease of Living/Home as Service
- Customer Service & Hospitality
- Nurturing Community & Social Interaction
- Events & Programming



INTRODUCTION TO VERTEX

DEVELOPMENT MODEL



Vertex will build, own, manage & operate Howes Place

Established Private Rental Provider Quality Homes & very High Standard Management

Business Imperative

- Long term investment
- Success = Constantly 100% Occupied
- Most Attractive Rental Proposition in City
- 'Always Selling' = Constant Upkeep

Development Implications

- Scheme Design Excellence/Appealing
- Quality Apartment/Living Environment
- Attractive Landscape (Public/Private/Roof)
- Amenities & Events to drive Sense of Community
- Expert Management/'Invisible' Servicing



SCHEME DESIGN & MASTERPLAN



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RESPONSIVENESS

DEVELOPMENT OF THE SET PIECE APPROACH



DARWIN GREEN
PROPOSAL

LAWRENCE WEAVER ROAD

DARWIN GREEN

LAWRENCE WEAVER ROAD
DEVELOPMENT

HOWES GREEN

HOWES PLACE

HOWES PLACE & NIAB

HUNTINGDON ROAD

TO NORTH WEST
CAMBRIDGE

ARCHITECTURE & URBAN DESIGN APPROACH

HOWES PLACE & NIAB



DARWIN
GREEN
PROPOSAL

Design Principles

- Complete Howes Square and frame green space with buildings.
- Create symmetry along Howes place with the building form responding to formality of the existing Howes Place homes.
- Frontage lengths reflect adjacent Howes Place and NIAB.

LAWRENCE
WEAVER ROAD
DEVELOPMENT

LAWRENCE WEAVER ROAD

HOWES PLACE

HUNTINGDON ROAD

TO NORTH WEST
CAMBRIDGE

ARCHITECTURE & URBAN DESIGN APPROACH

HOWES GREEN



DARWIN
GREEN
PROPOSAL

Design Principles

- Continue to green through to Lawrence Weaver Road.
- Frame buildings with focal buildings located on Lawrence Weaver Road marking the Concierge and Lobby.
- Mixed Uses line the public space creating activity.
- Access Road lies adjacent to the boundary and Lawrence Weaver Road to separate the vehicle activity.
- Landscape marks the meeting point of the axis from Howes place and Yeoman Drive.

LAWRENCE
WEAVER ROAD
DEVELOPMENT

TO NORTH WEST
CAMBRIDGE

HUNTINGDON ROAD

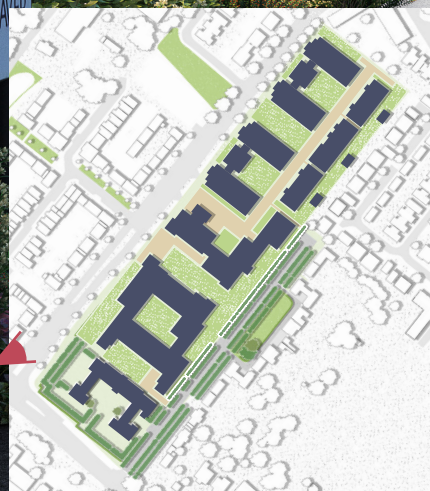
HOWES PLACE

ILLUSTRATIVE VIEW

HUNTINGDON ROAD JUNCTION



NCE WEAVER
ROAD



ILLUSTRATIVE VIEW

HOWES GREEN



MASTERPLAN



DARWIN
GREEN
PROPOSAL

YEOMAN DRIVE

LAWRENCE WEAVER ROAD

HOWES PLACE

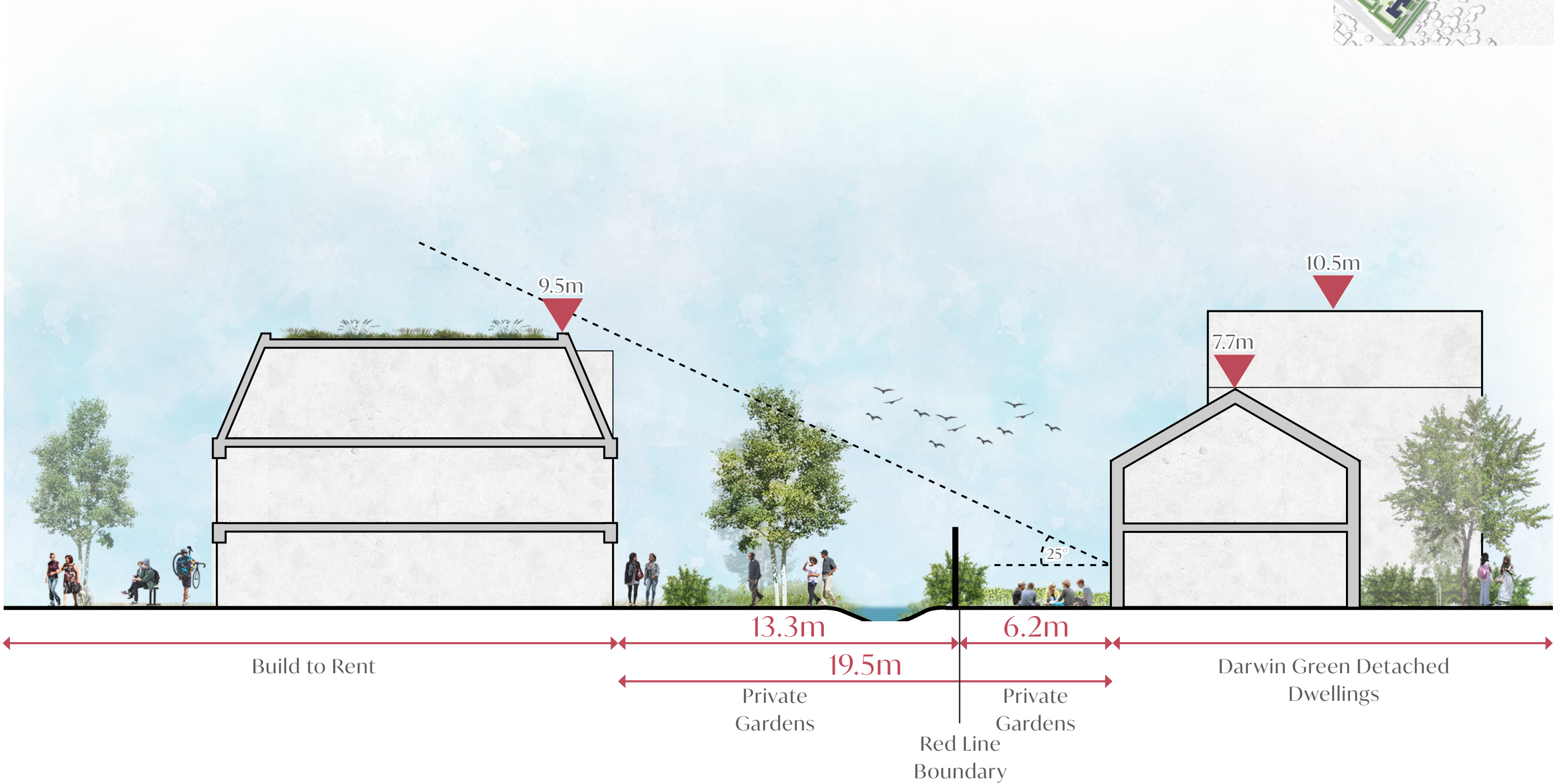
HUNTINGDON ROAD

TO NORTH WEST
CAMBRIDGE



ARCHITECTURE & URBAN DESIGN APPROACH

SECTION THROUGH DARWIN GREEN & PROPOSED BUILD TO RENT



SITE WIDE VEHICLE ACCESS & ROUTES



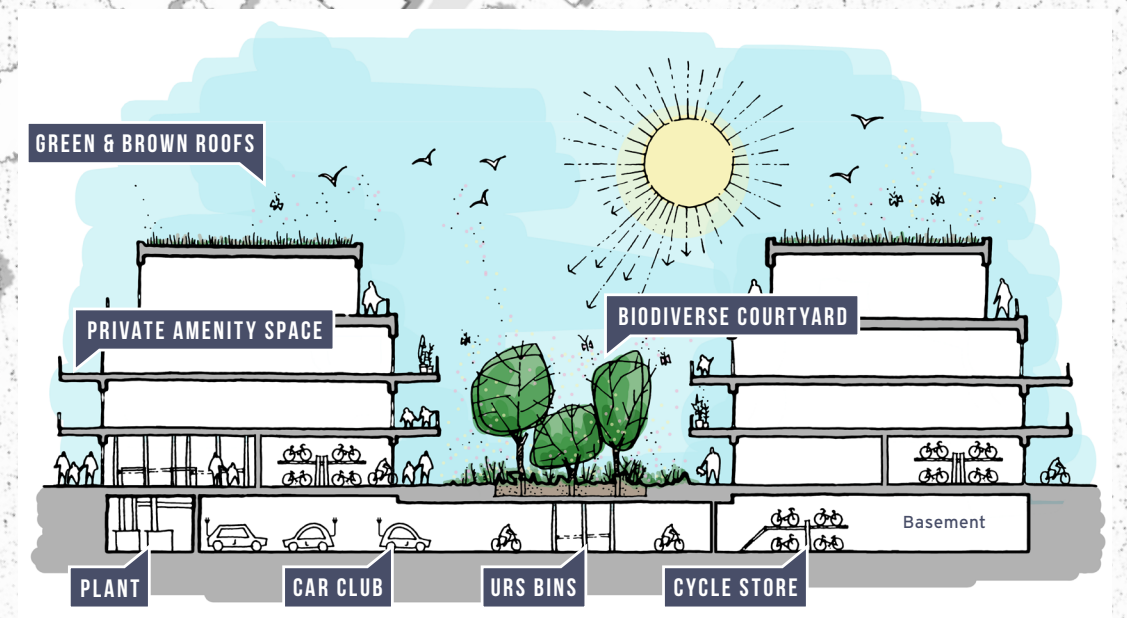
- BTR Deliveries
- Basement Entry & Exit
- Apart Hotel Drop off Point
- Refuse & Emergency Vehicles

All Vehicular Routes have been tracked for HGV, Panel Van & Estate Car

REFUSE & EMERGENCY VEHICLES

BTR DELIVERIES

APART HOTEL DELIVERIES



C-BUILDING COURTYARD GARDEN



GROUND FLOOR PLAN

BUILD TO RENT:

- 1B1P
- 1B2P
- 2B3P
- 2B4P
- GARDEN ROOM
- CYCLE STORE
- BULKY REFUSE
- CONCIERGE
- MANAGEMENT OFFICES
- CYCLE CAFE
- BIKE LIFT
- MICROBREWERY
- CO-WORKING

APART HOTEL:

- APART HOTEL LOBBY
- MANAGEMENT OFFICES
- 1B1P
- 1B2P
- 2B3P
- REFUSE
- STORE



QUANTUM

TYPICAL RESIDENTIAL FLOOR PLAN

BUILD TO RENT:

- 1B1P
- 1B2P
- 2B3P
- 2B4P

APART HOTEL:

- 1B1P
- 1B2P
- 2B3P
- STORE

DARWIN
GREEN
PROPOSAL

BUILD-TO-RENT HOMES:

UNIT TYPE	TOTAL	MIX (%)
STUDIO	137	47
1B2P	79	27
2B3P	12	4
2B4P	62	21
TOTAL	290	100

APART-HOTEL:

UNIT TYPE	TOTAL	MIX (%)
STUDIO	147	73
1 BED	33	16
2 BED	21	11
TOTAL	201	100

LANDSCAPE



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CHARACTER AREAS

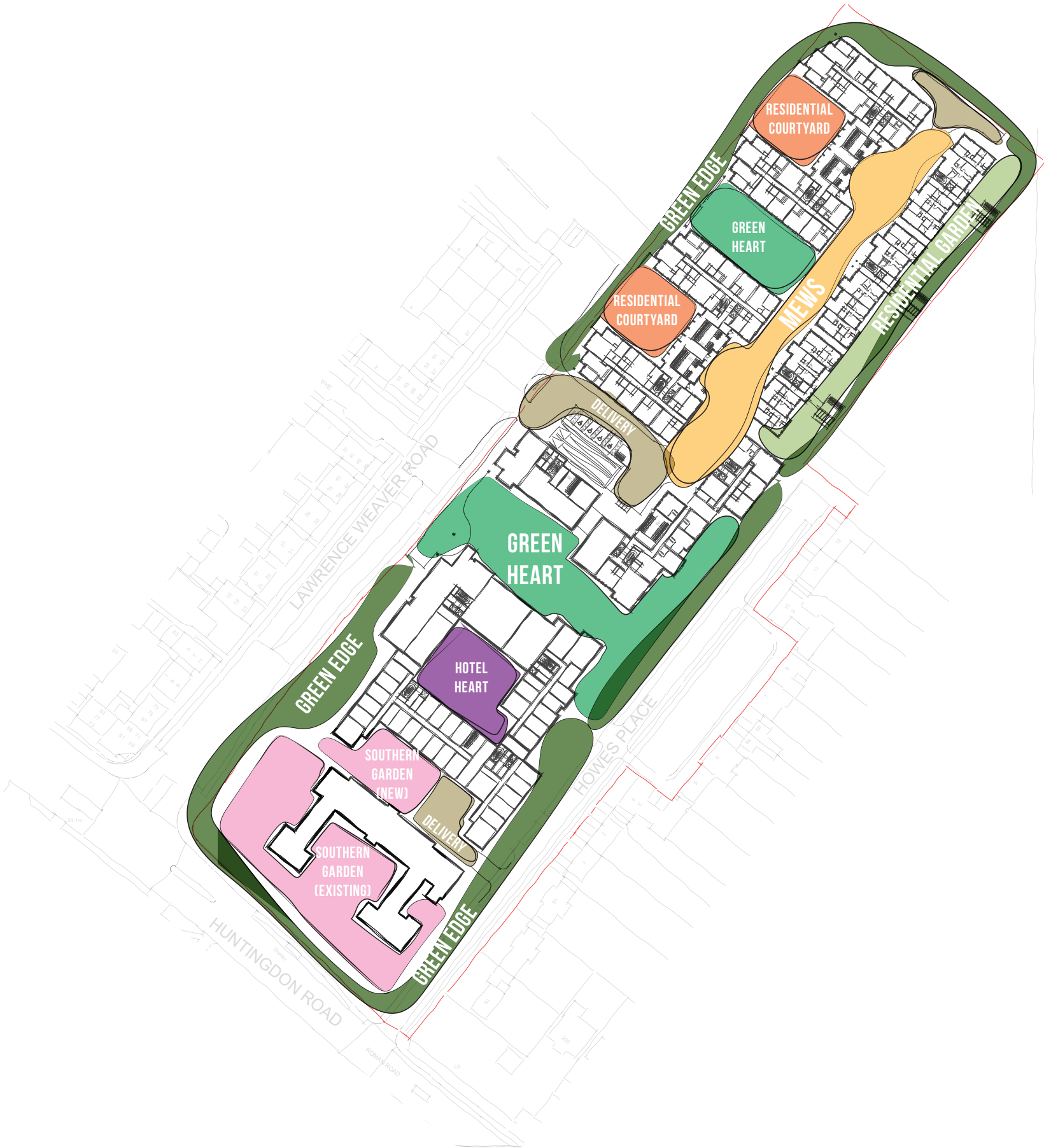
DEFINING SPACES & ENCOURAGING CONNECTIONS



CHARACTER

A series of unique landscape character areas, each with differing uses and activities, provides a range of spaces for residents and visitors. The following pages explore the aesthetics and uses of each.

-  SOUTHERN GARDEN (EXISTING)
-  GREEN EDGE
-  GREEN HEART
-  THE MEWS
-  RESIDENTIAL GARDENS
-  RESIDENTIAL COURTYARDS
-  HOTEL HEART
-  DELIVERY AND ACCESS



THE WETLANDS

ILLUSTRATIVE VIEW



CHARACTER AREAS

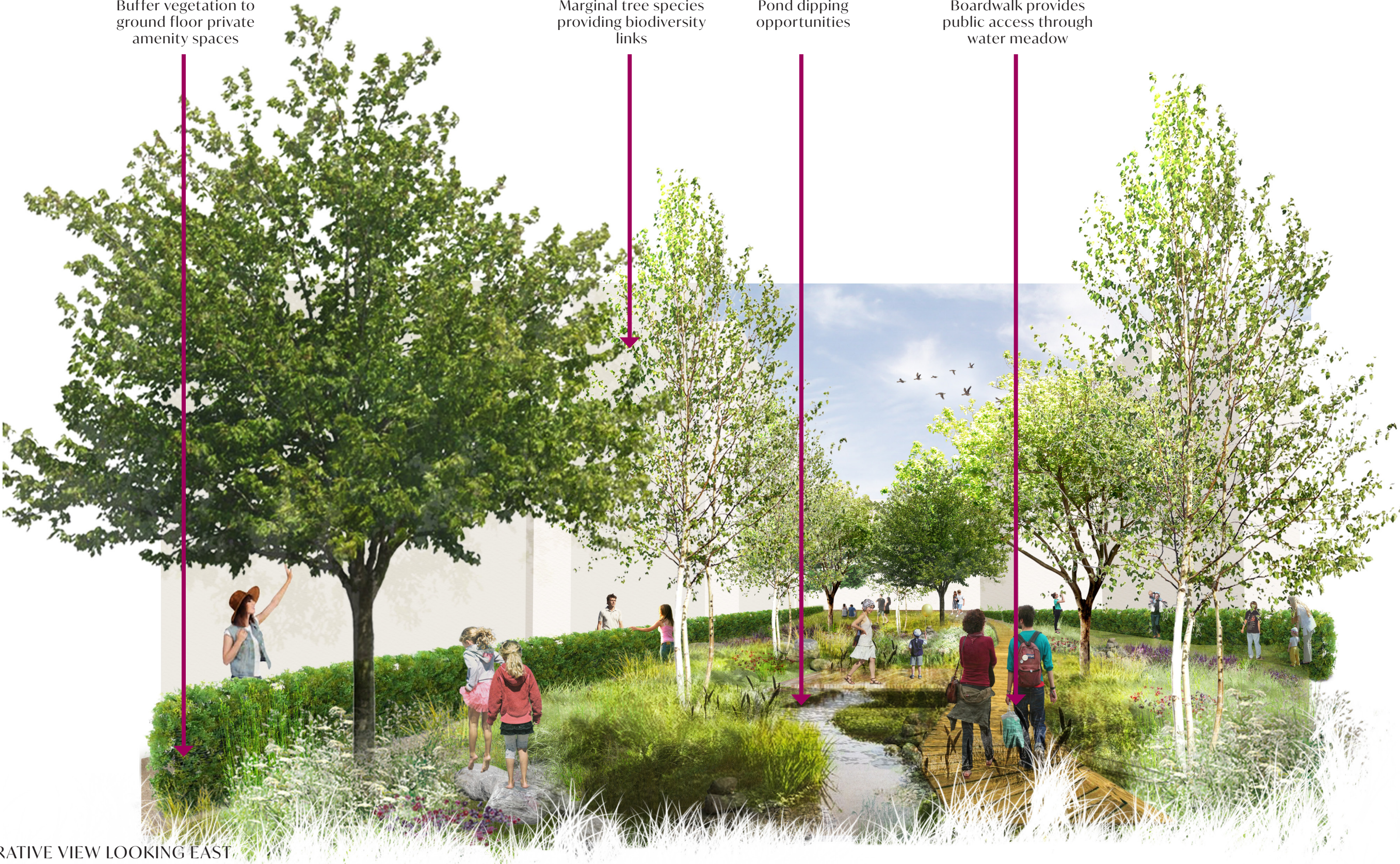
THE BIODIVERSE WATER GARDENS

Buffer vegetation to ground floor private amenity spaces

Marginal tree species providing biodiversity links

Pond dipping opportunities

Boardwalk provides public access through water meadow



ILLUSTRATIVE VIEW LOOKING EAST

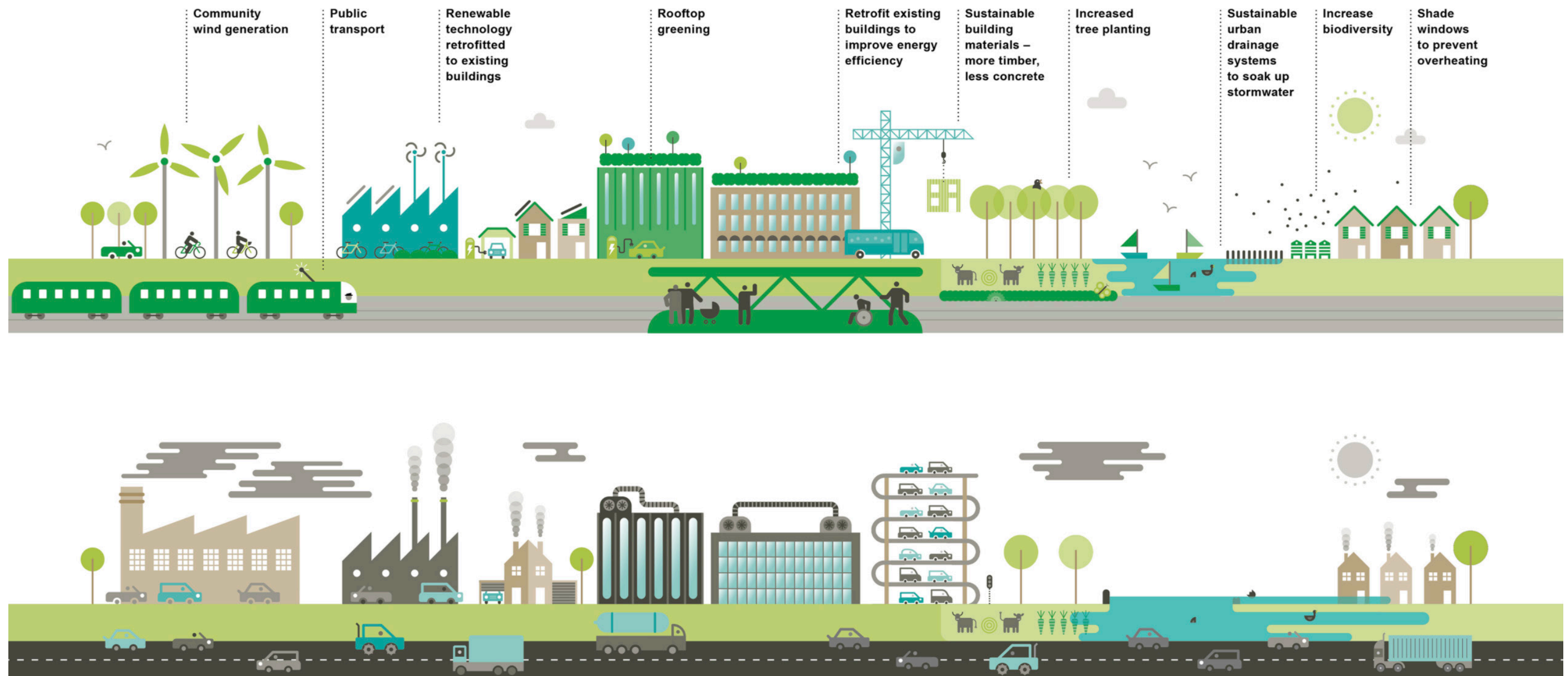
SUSTAINABILITY



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POLICY

Greater Cambridge Local Plan 2023 still in consultation but aiming towards net zero carbon



PRINCIPLES FOR SUSTAINABLE INFRASTRUCTURE

WATER SENSITIVE DESIGN PRINCIPLES

ATTENUATION TO REDUCE PEAK RUN-OFF RATES



INTEGRATION WITH LANDSCAPE



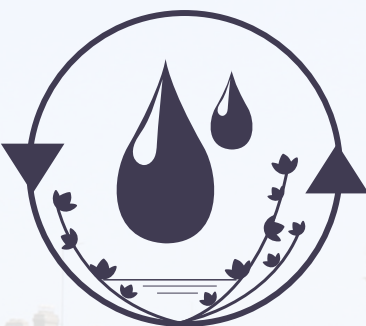
- Over 50% of roof areas green roofs.
- Permeable pavement for areas of hard landscaping.
- Soft landscaping and ecological enhancement (approx. 40% of site area).
- Integration of attenuation with water features & swales.

POLLUTION CONTROL



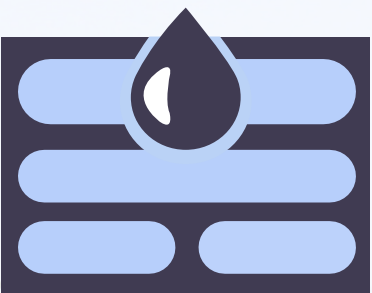
- Interception and treatment at source.
- Polishing treatment through natural systems.

WATER EFFICIENCY



- Efficient fittings 110l/p/d
- Drought resistant planting & passive irrigation

PODIUM DRAINAGE

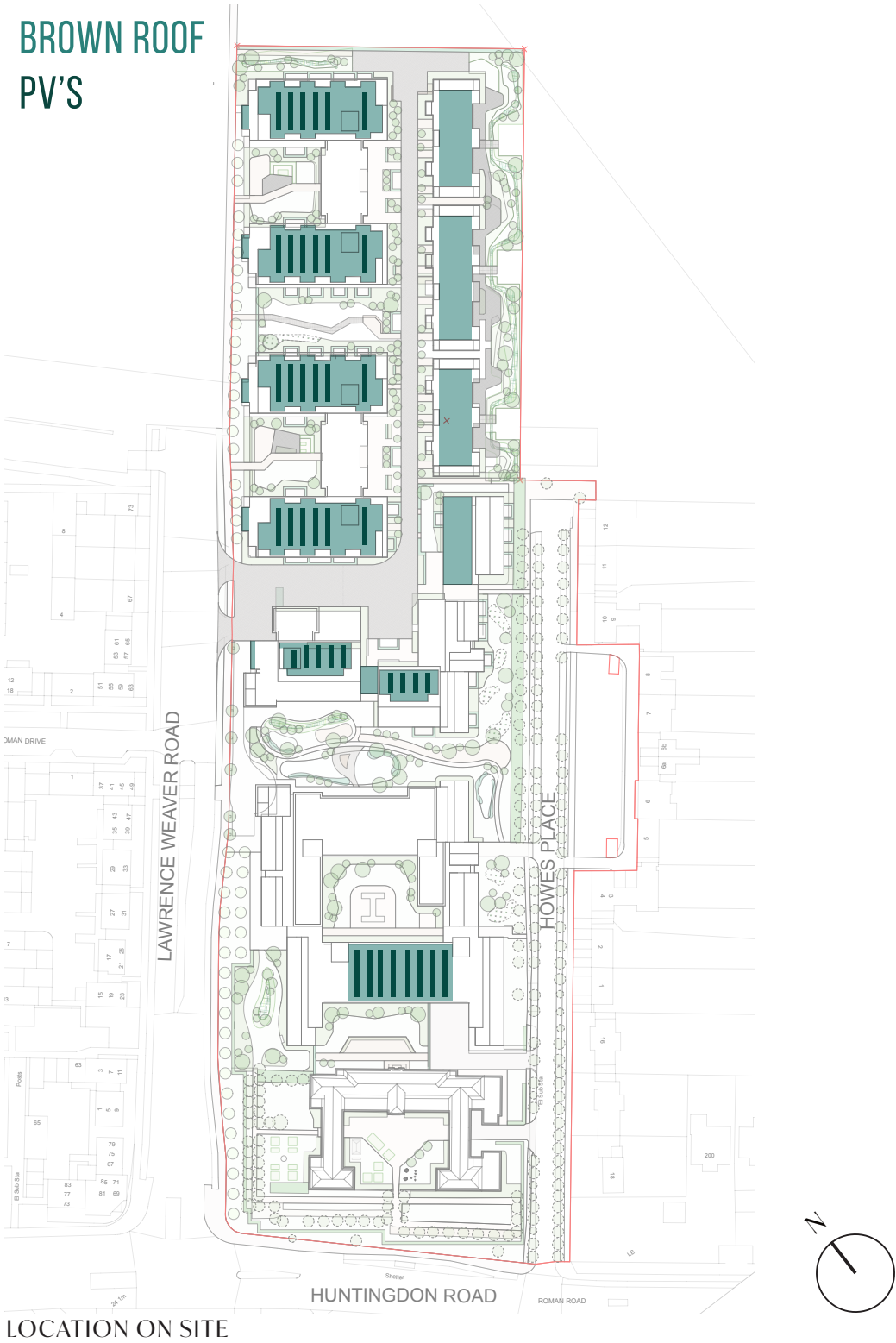


- Integration of attenuation into podium construction.

THE ROOFS

ECOLOGICAL & ENERGY GENERATING

BROWN ROOF
PV'S



LOCATION ON SITE



SUMMARY



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SUMMARY

DESIGN TEAM APPROACH



Landscape-led masterplan, complemented with energy efficient building



Architectural character informed by locally listed NIAB building



Diverse community occupying a broad choice of housing types



Guaranteed facilities for both residents and wider neighbourhood



Connection to established cycle and public transport network



Assurance of ongoing stewardship of managed development



Key nodal location, at crossroads to city and emerging context



Full site accessibility provided by basement provision



Distinctive set pieces responding to the established and emerging context



Framework connecting spaces to spaces, finishing Howes Green



CAFE

APART-HOUSE