

November 2020



## 6.0 Masterplan townscape strategy

### 6.1 Design principles

Our approach to delivering the vision for Cambridge Road is driven by ten townscape design principles.

These principles form the essence of successful communities and will ensure that the place we create integrates seamlessly into the existing neighbourhoods.

Our ten principles are:



#### **Legibility** Creating clear connections

It is vital that the new community embraces its neighbouring context. Intuitive movement through the site and seamless connections to existing routes will help integrate communities.



#### **A series of character areas** Different features across the site

Understanding the character of urban settings helps promote identity, way-finding, and a sense of belonging. New and retained green spaces are designed to create specific character areas throughout the neighbourhood.



#### **Healthy streets** A network of streets and spaces

Streets provide connections and settings for living and working. A considered framework of street types provides a variety of settings for different uses and ways of living.



#### **Belonging to a place** Reinforcing a sense of identity

Residents should feel a natural sense of belonging to their home and their neighbourhood. Cambridge Road Estate is designed to be an intrinsic part of the neighbourhood and picks up on materiality and details that will feel familiar to residents.



#### **A variety of homes** Choice and diversity to meet different needs

Homes should meet the needs of a diverse and evolving community. A collection of building typologies provides a choice of living options meeting the needs for residents and families, whether existing or new members of the neighbourhood.



#### **Greener surroundings** Every home has a view to green open space

The character of the neighbourhood will be defined by its landscape. The masterplan has been designed to maximise views of green space both from street level and from each home.



#### **Orientation** Designing for daylight and views

Natural light is the foundation of a healthy neighbourhood. The considered placement of buildings maximises daylight and sunlight to homes and amenity spaces.



#### **Public & private areas** Privacy, amenity and balcony strategy

Private amenity spaces complement the public realm and are an essential part of the hierarchy of choices for residents. Residents have a varied choice of external spaces to promote a healthier and more relaxed lifestyle. Every home benefits from their own private usable outdoor space.



#### **Townscape** Strong relationships between buildings

It is important that any new built form is understood to be a part of the wider context. New building forms are carefully designed to make best use of the opportunity while remaining sympathetic to the local townscape.



#### **Safety and pride** Feel home before reaching your door

The experience of the journey to and from the home is vital in creating a sense of security and individual identity in a community. We consider all stages of this journey and introduce key moments along the way to help direct movement and build individual experiences within the masterplan.

Figure 1: The 10 design principles that inform the townscape strategy and help deliver the vision for Cambridge Road



Legibility  
Creating clear connections

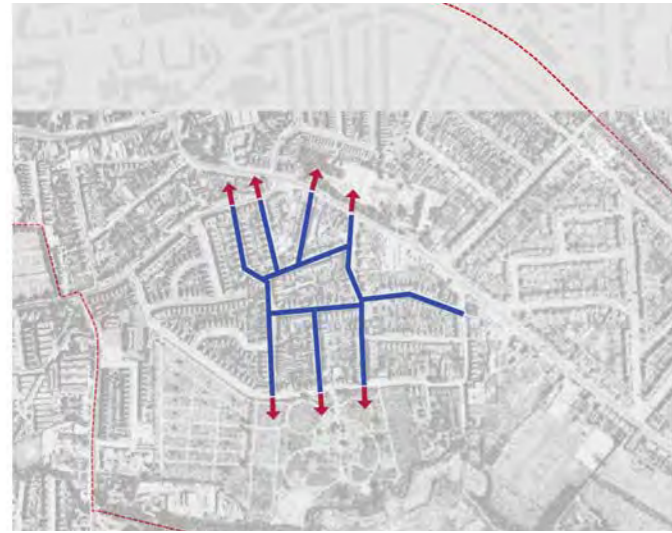


Figure 2: Historic Norbiton:  
An organic yet controlled network of streets creates a connected Norbiton.



Figure 3: Current Cambridge Road Estate: Disrupted way-finding:

- Pink: Clear wayfinding - clear line or sight and step-free route.
- Orange: Unclear wayfinding - no clear line of sight but step-free route.
- Red: Broken wayfinding - no clear line of sight and not a step-free route.



Figure 4: Current Cambridge Road Estate: Disconnected Norbiton:  
A severed community with cut-off amenities



Figure 5: Proposed strategy: Reinforcing historic connection.

- Reinforce existing connections
  - Introduce new connections
  - Repair severed connections
- To:
- Create recognisable routes
  - Reconnect Norbiton



Figure 6: Proposed masterplan: Clear wayfinding, navigation and line of sight.

- Reinstatement a network of routes
- Stitch in a sympathetic grain
- Primarily North : South grain
- Secondary East : West grain

### Primary settings



North:South routes

East:West routes

Stitching settings

Figure 7: Linking connections establish a latticework of connecting routes and repaired edges.

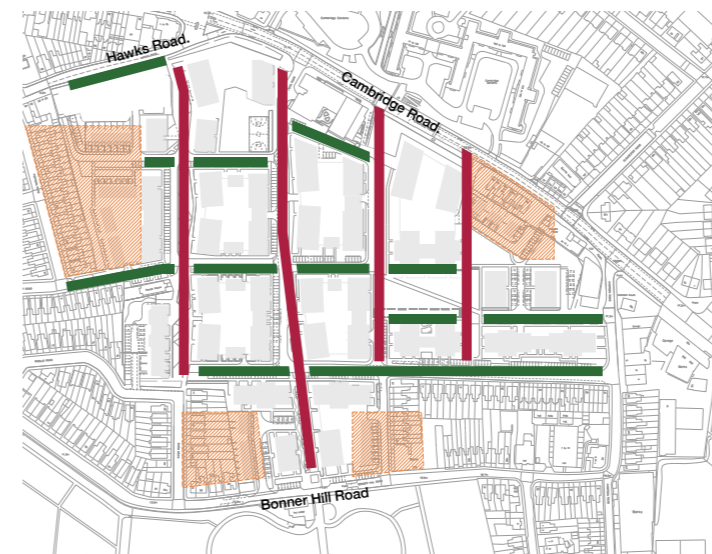


Figure 8: A legible framework of routes and connections.

## 6.0 Masterplan townscape strategy

### 6.2 Creating clear connections

#### Reinforcing historic connections

- Reinforce existing connections
- Instate new connections
- Repair severed connections

To:

- Create recognisable routes
- Reconnect Norbiton

#### Clear wayfinding, navigation and line of sight

- A network of streets
- Traditional street pattern
- Organic yet controlled
- Stitch in a sympathetic grain
- Primarily North : South grain
- Secondary East : West grain

#### Connectivity defines orientation

1. Connecting routes:

- North : South routes
- East : West routes

2. Repaired edges - Stitching conditions around the site:

- Portman Road
- Piper Road
- Cambridge Grove
- Burritt Road

## 6.3 A network of routes, streets and spaces

- Establish a series of streets for living & working.
- Clearly define public and private boundaries.

A latticework of North:South and East:West routes establishes a legible framework which holds the masterplan together and permits easy navigation through the site.

The primary routes establish places of movement which:

- Animate the streets through a rich mix of community uses, retail, leisure and homes.
- Stimulate life and passive observation throughout the day.
- Create a safe and accessible public realm.

### 1. North:South routes characterised by linings :

- Buildings arranged longitudinally along setting.
- A rhythm of long elements.
- Façade 'Weight' - each façade expressed independently from it's neighbour.
- 'Route' is a composition of individual buildings.

### 2. East:West routes characterised by a distinctive rhythm of elements

- Gable ends front onto the setting.
- A rhythm of short elements.
- Façades read as part of an overall composition.

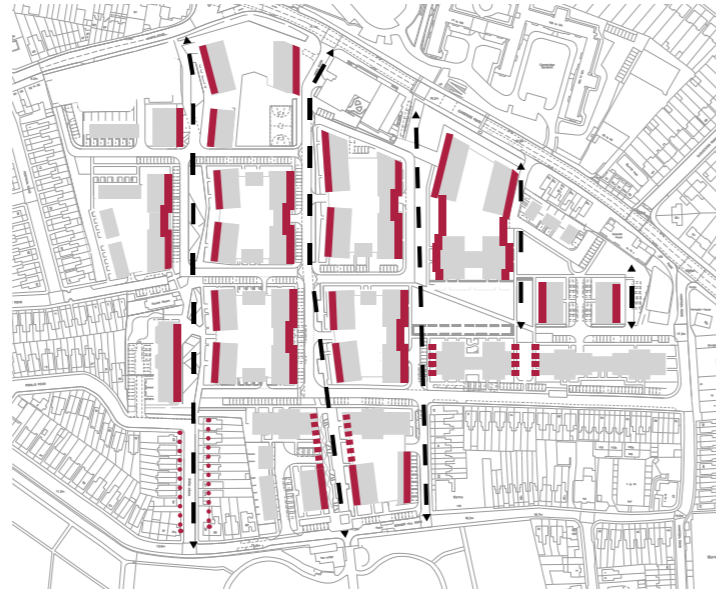


Figure 9: Primary routes: North:South routes



Figure 10: Primary routes: East:West routes

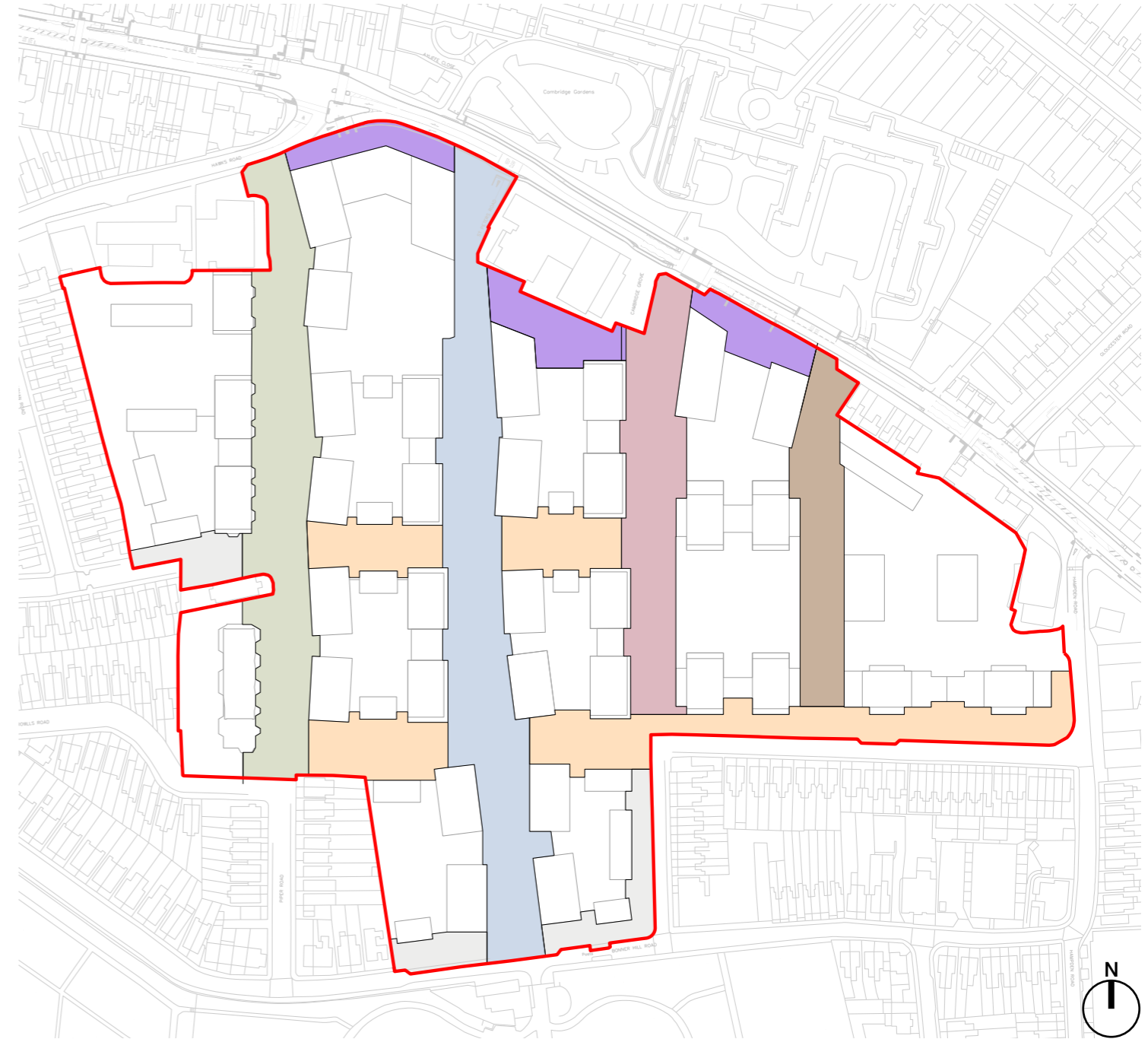


Figure 11: Key streets of connection and circulation



Figure 12: Visualisation showing approach from Kingston along Cambridge Rd.



Figure 13: Visualisation looking north along a green route (Washington:Piper).



Figure 14: Visualisation looking south along a green route (Stapleford Way).

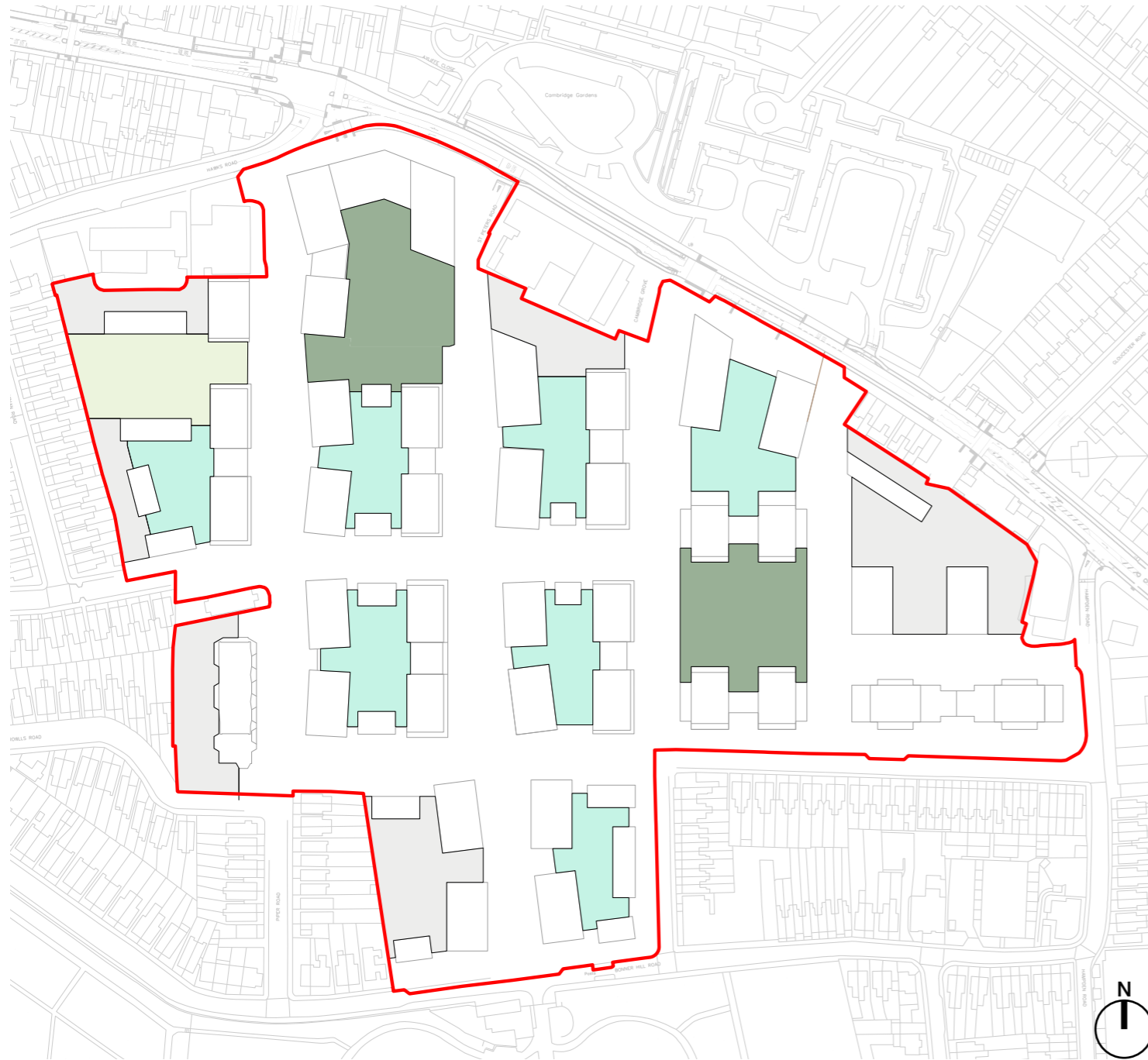


Figure 15: Key places of activity and rest

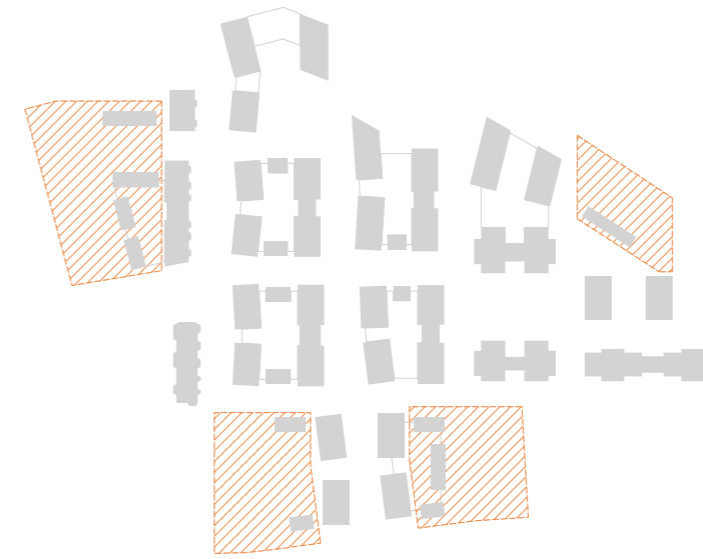


Figure 16: Stitching settings

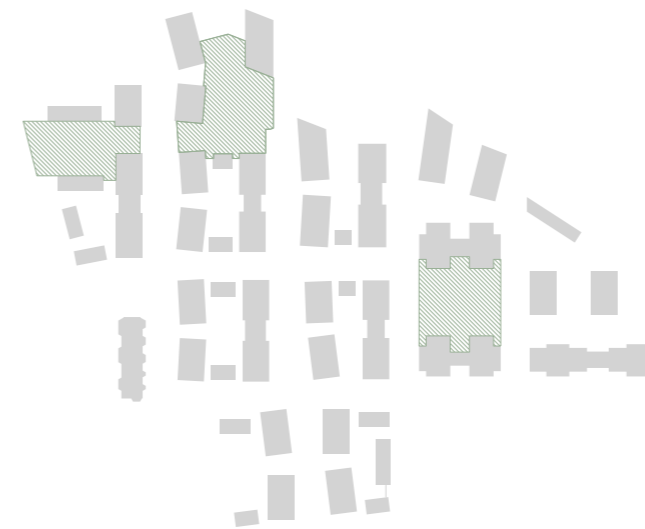


Figure 17: Green gardens

Places of dwelling for activity and rest are interspersed within the connected latticework and established through public green gardens and stitching residential settings.

**3. Stitching settings:**

- Comprise of residential places at a domestic scale around the peripheries of the site.
- Stitch and repair the edges of the site to with the local context. .
- Provide links between the proposed development and existing neighbourhoods.
- Establish ecology areas and spaces for nature.

**4. Open green spaces provide;**

- A collection of spaces for living and playing.
- Neighbourhood streets retain a residential character with front doors, private gardens and opportunities for local play.
- Raised courtyards provide semi-private space shared between neighbours, with views along the length of the masterplan.
- Cambridge Grove Gardens and Madingley Gardens provide a rich mix of activities and large, green open spaces for curated and informal activities.



Figure 18: Visualisation of a garden square (Madingley Green).



Figure 19: Visualisation looking along Podium Gardens.



Figure 20: Stitching settings around the periphery

## 6.0 Masterplan townscape strategy

### 6.4 A choice of different homes

#### A range of home types and tenures

- Meeting the needs of the present and provide for the future so that communities can evolve and grow.
- Providing places where people wish to live and can be proud of their homes in an inclusive community.
- Provide a choice of living options for residents and families:
- **1 bedroom flats for rent and sale**  
Courtyard or street-facing homes accessed from a central lift and stair core. Access to private balcony amenity and shared amenity at podium, roof or grade.
- **2 bedroom flats for rent and sale**  
Typically corner dual-aspect homes accessed from a central lift and stair core. Access to private balcony amenity and shared amenity gardens.
- **3 bedroom flats for rent and sale**  
Corner or front:back dual-aspect homes accessed from a central lift and stair core. Access to private balcony amenity and shared amenity gardens.
- **4+ bedroom flats for rent**  
Typically corner dual-aspect homes accessed from a central lift and stair core. Two reception rooms. Access to private balcony amenity and shared amenity gardens.
- **3+ bedroom maisonettes for rent and sale**  
2 storey homes with front doors on the streets. Two reception rooms, private amenity at ground and podium level.
- **3+ bedroom townhouses for rent and sale**  
3/4 storey homes with front doors on the streets, two reception rooms, private terraces at ground floor and (in some instances) at podium level.

#### Homes and buildings respond to their location

- Short blocks and different typologies maximise dual aspect for articulation and views.
- Directional street settings structured by linear buildings.
- Courtyards opened up to north and south for light and views.
- Residential neighbourhood areas reinforced by front doors to maisonettes and townhouses.

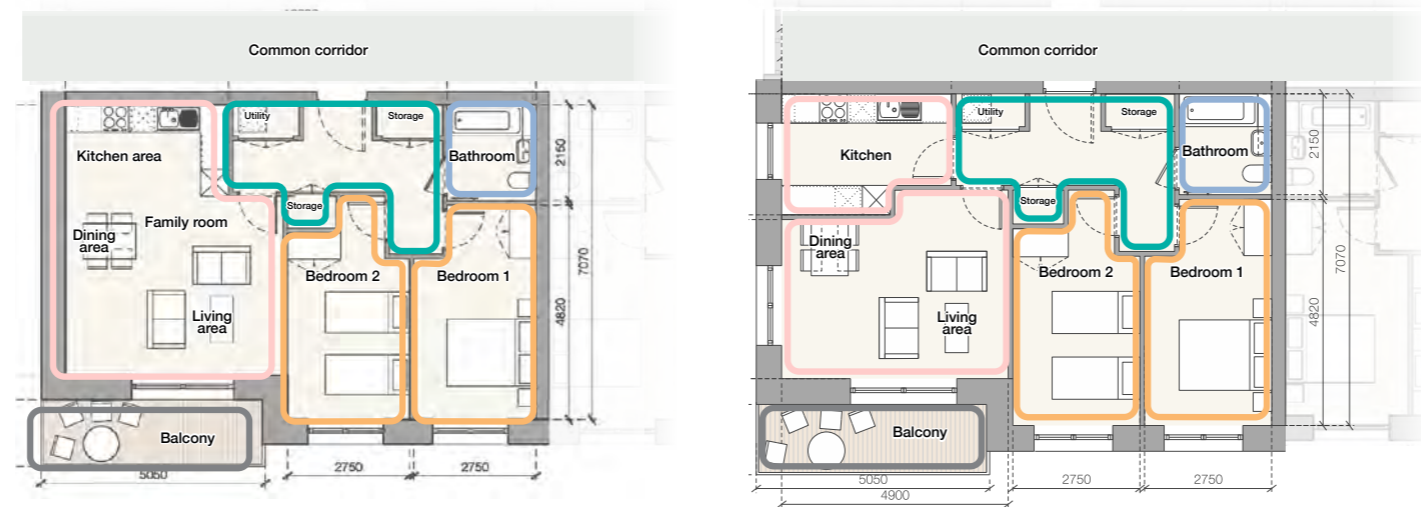


Figure 21: Open plan configuration (2 bed 4 person).

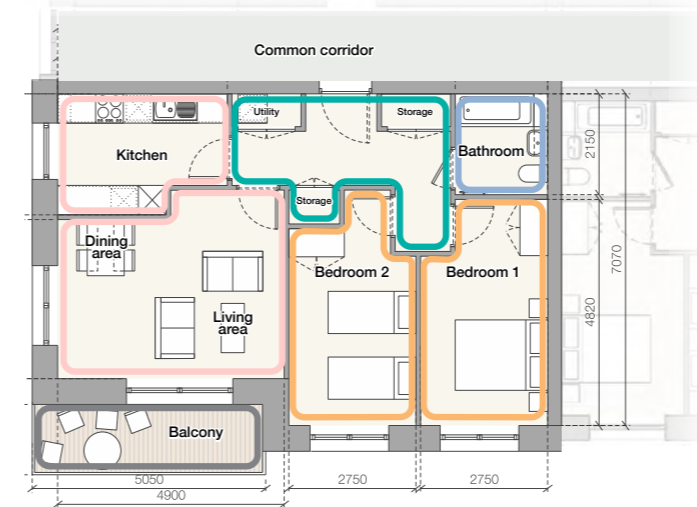


Figure 22: Separate kitchen configuration (2 bed 4 person).



Figure 23: Typical courtyard plot arrangement showing arrangement of different dwelling types.

A variety of homes  
Choice and diversity to meet different needs

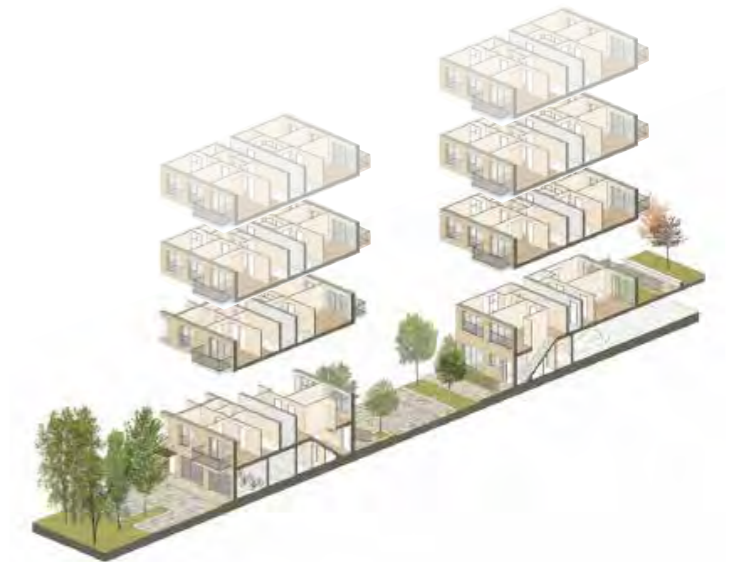


Figure 24: Linear type exploded view.



Figure 25: House type exploded view.



Figure 26: Mansion type exploded view.



**A variety of homes**  
Choice and diversity to meet different needs



Figure 27: Tenure distribution within a typical courtyard typology.



Figure 28: Building typology distribution plan.

**6.0 Masterplan townscape strategy**

**6.5 Tenure distribution**

To create a diverse, mixed community, Market housing will form part of the tenure mix.

The scheme has been developed to take account of draft policy as well as the current London Plan.

The masterplan has been configured to balance tenure distribution across the site and phasing to avoid clustering of Affordable homes in one location, provide a balanced, mixed community at every stage of development, and to ensure that each tenure is represented in each different type of home, from Houses to Linear, Courtyard and Mansion buildings.

The income from the sale of homes on the site, along with other funding, will help pay for the regeneration of the Estate, including contributing to the improvements to local infrastructure.

The example of Plot E, illustrated in the adjacent diagrams, demonstrates how Shared Equity homes can share a floor plate with Social Rent or Private tenure homes, and all tenures can share a residents' communal garden area at Podium level.

**External expression**

Facade design will be tenure-blind, with no discernible difference to the townscape expression of different tenures in the same typology.

**Phasing**

Market and affordable homes will be delivered in every phase of development, with the first homes to be built in Phase 1 (Plot B, C and E) incorporating a mix of housing types within a mix of tenures and including Social Rent, Shared Equity and Private Market Sale.

6.6 Designing for daylight and views

Orientation

- No single aspect north-facing homes.
- 90% of homes arranged on north:south axis.
- Linear buildings make the most of the site orientation.
- Maximises sunlight onto courtyards and streets.
- Minimises over-shading to the north.

Aspect

- All homes have views out across landscaped spaces with trees and planting.
- Over 70% of homes across the masterplan are dual aspect or triple aspect.
- Family homes on gable ends benefit from corner dual aspect living spaces.
- Single aspect homes are east or west facing.
- Mansion typology has 100% dual aspect homes.

Aspect across the masterplan

Multi-aspect residential accommodation across the outline masterplan is provided by home type at the percentages indicated below:

	Multi aspect (2+)
All homes	71%
2 Bed +	91%
3 Bed +	93%
4 Bed +	100%
Lateral flats	70%
Maisonettes	90%
Houses	100%

Aspect across phase 1

Multi-aspect residential accommodation within the first phase of redevelopment is provided by home type at the percentages indicated below:

	Multi aspect (2+)
All homes	63%
2 Bed +	87%
3 Bed +	90%
4 Bed +	100%
Lateral flats	62%
Maisonettes	83%
Houses	100%

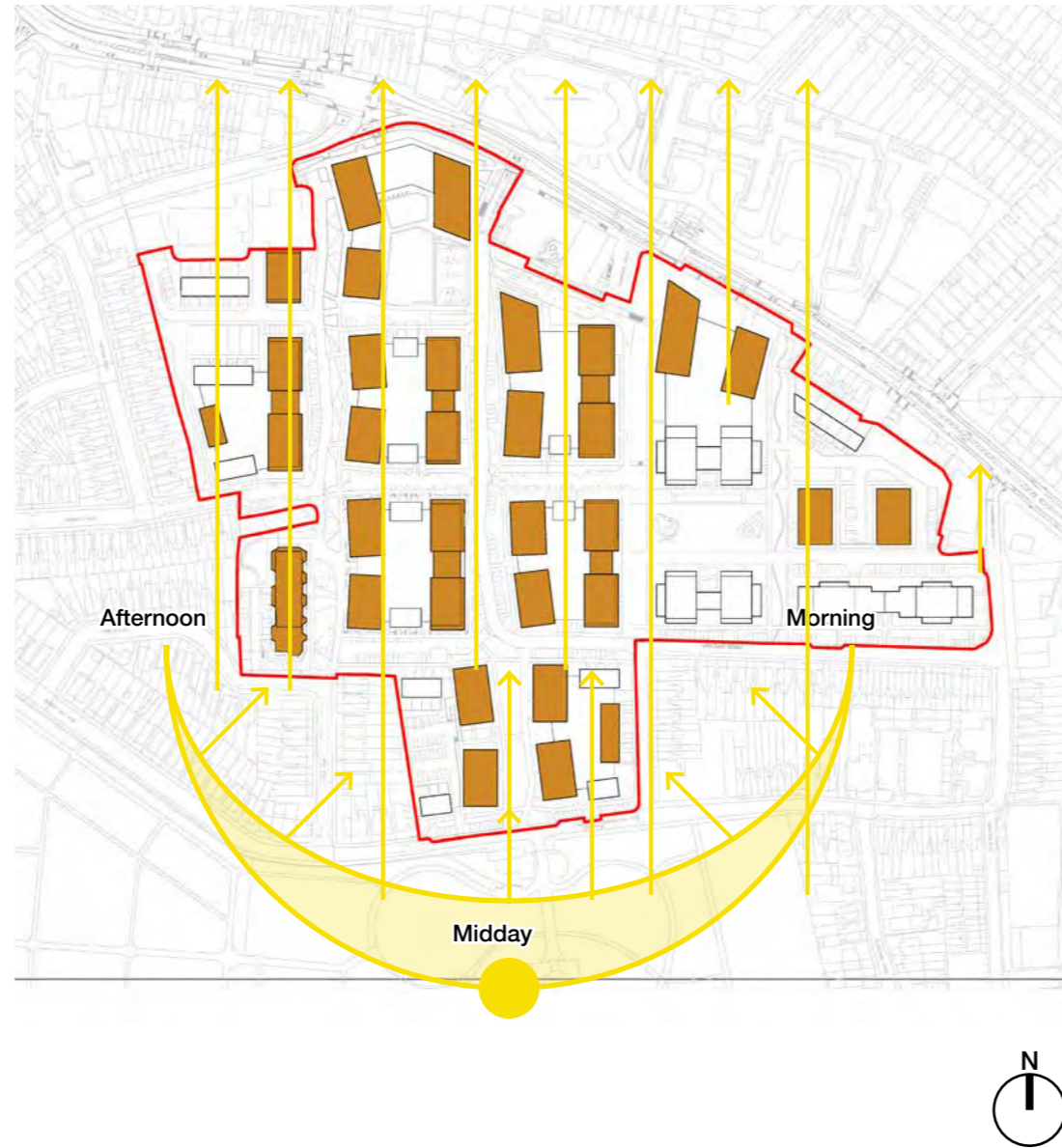


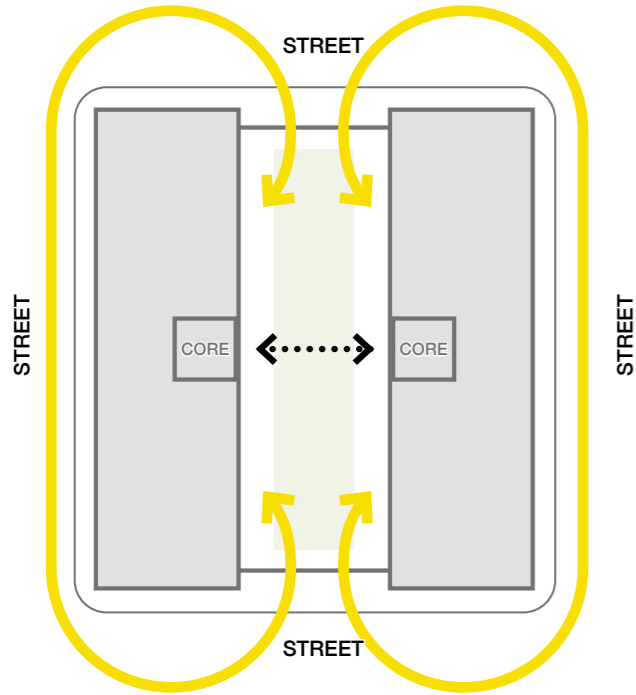
Figure 29: Majority of buildings aligned north:south to face east or west, opening up views and letting in sunlight



Figure 30: Dual aspect homes on mansion type buildings and all external corners of north:south linear buildings

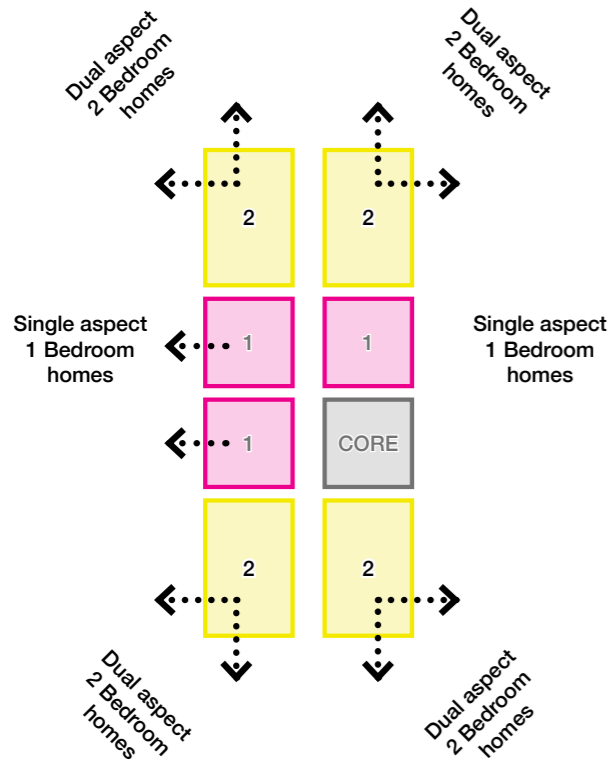


**Linear building principles**



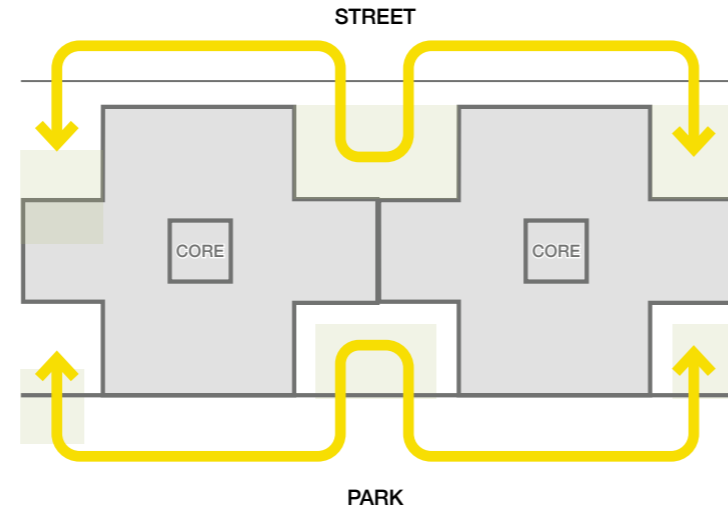
Linear blocks have cores on the internal façades to maximise aspect and animation to the primary external frontage to the streets.

Overlooking is minimised in the courtyards.



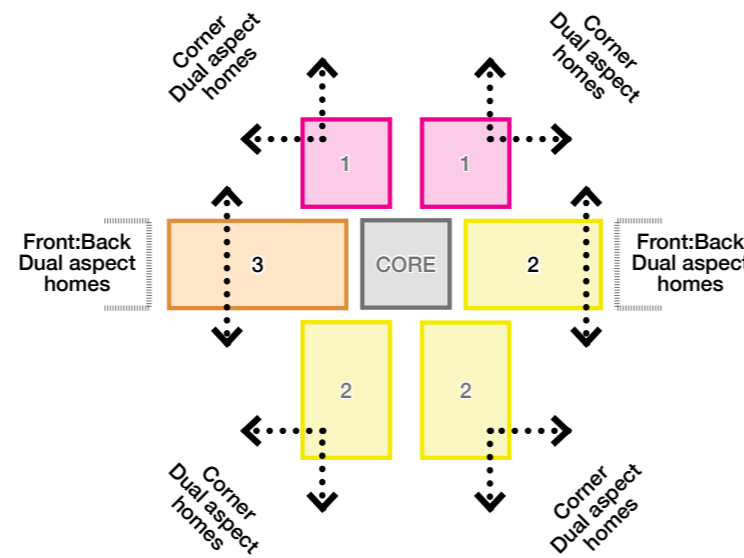
Linear blocks create dual aspect homes on the corners. Family homes are located here to maximise light and views from the living space.

**Mansion building principles**



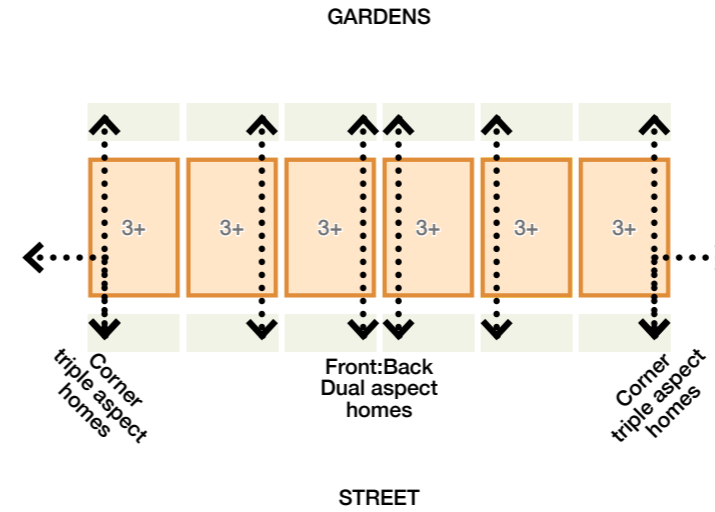
Mansion blocks have no front or back, with frontage folding in and out with landscape.

Centralising the core creates 100% dual aspect homes in a cross-shaped floor plan.



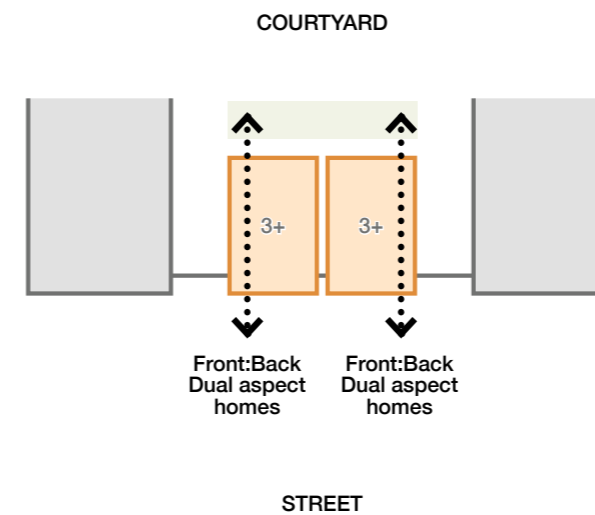
Mansion blocks create two choices of dual aspect homes: front:back or corner. Front:back creates more options for larger dual aspect homes.

**Dwelling houses principles**



Townhouses are incorporated between the linear buildings of courtyard typology buildings.

Each is an individual front:back dwelling with dual aspect.



Townhouses are incorporated between the linear buildings of courtyard typology buildings. Each is an individual front:back dwelling with dual aspect.

**Linear blocks**

- No Single aspect North facing homes.
- Dual aspect 2/3 Bedroom homes.
- No North facing 1 Bedroom homes.

**Mansion blocks**

- 100% Dual aspect homes.
- Variety of home types.

**Individual dwelling houses**

- 100% Dual aspect homes.
- Variety of home types.
- Triple aspect possible at the ends of terraces.

Figure 31: (Left) Typologies which are designed for daylight and views.

## 6.0 Masterplan townscape strategy

### 6.7 Strong relationships between buildings

The buildings within the masterplan can be said to have strong 'relationships' between each other where they have been designed as a whole composition, using scale, massing, typology, materials and articulation to achieve harmony in the place.

Key aims:

- Respecting existing and emerging context;
- Lining key streets and spaces;
- Creating a strong sense of neighbourhood;
- Marking moments in the townscape;
- Enhancing wayfinding; and
- Establishing principles for further expansion.

#### Principles for height

##### The existing estate

The existing estate is characterised by 15 (+G) storey Tower blocks and long, four storey (+G) linear buildings interspersed with townhouses. A more detailed analysis is provided in Chapter 2 of this document (DAS volume 1). Broadly the height is distributed towards the north and east of the site where the estate bounds Cambridge Road.

##### The surrounding context

The fabric surrounding the estate is largely residential in character comprising domestic scale homes of approximately 2+ storeys. Some height is dispersed along Cambridge road where non-residential uses line the urban setting. To the north of Cambridge road lies the Cambridge Garden estate which comprises of approximately 6 to seven storey linear buildings.



Figure 32: Establishing strong north:south axes with existing and proposed



Figure 33: Massing visualisation illustrating the proposed masterplan within the local context.



Figure 34: Transition in height within peripheral stitching settings.

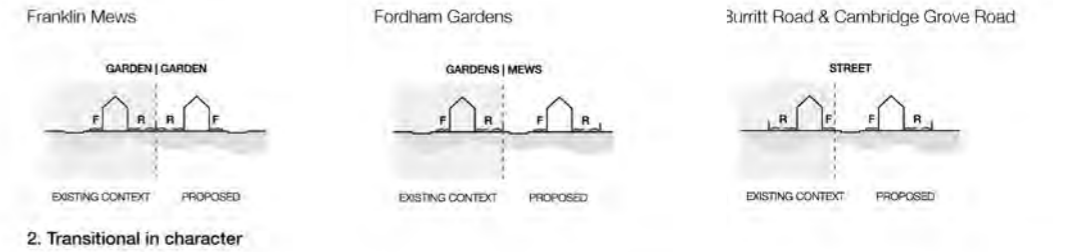


Figure 35: Transition in character and typology within peripheral stitching settings.

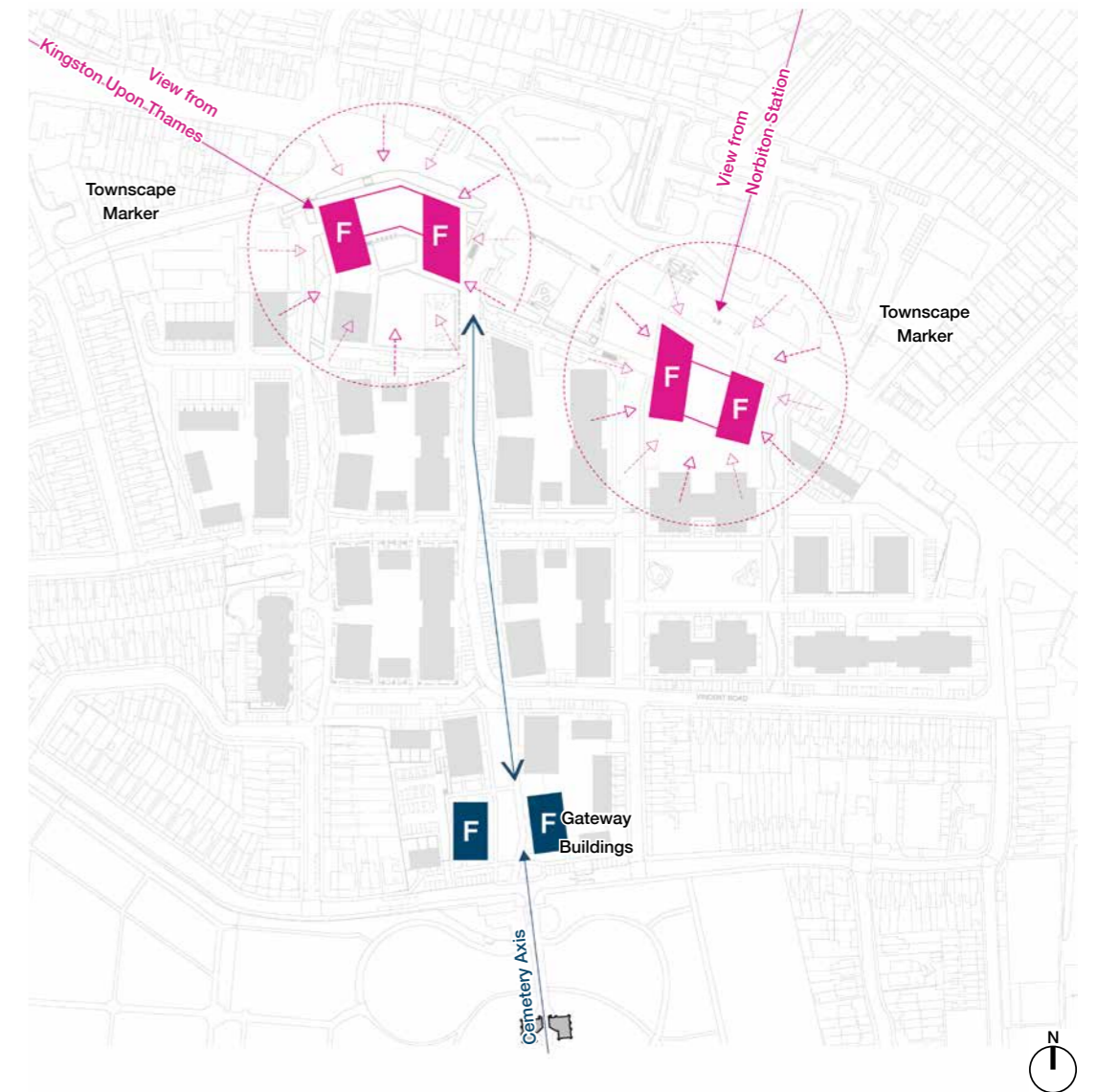
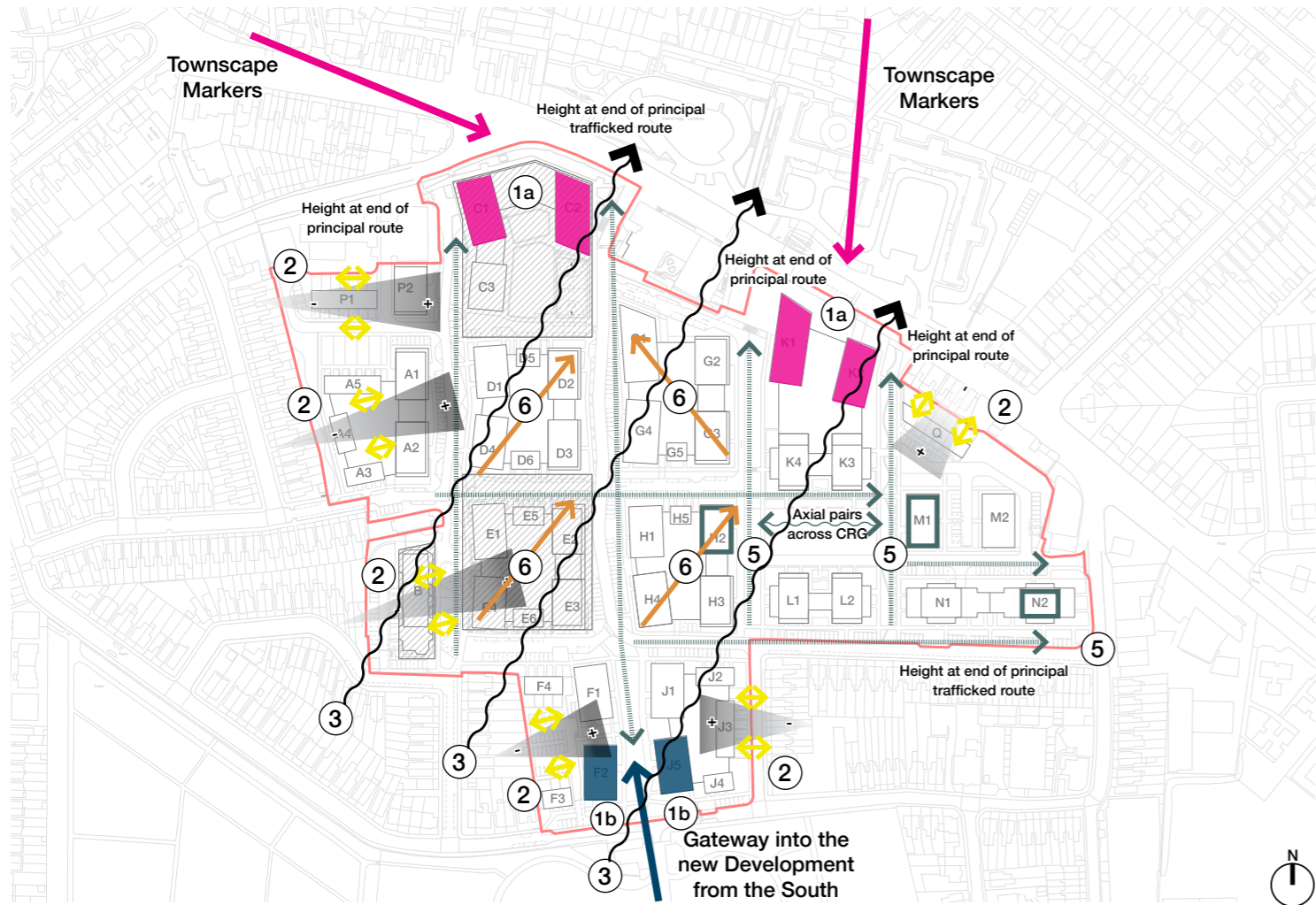


Figure 36: Markers in the skyline at gateways and significant locations



**Townscape**  
Strong relationships between buildings



- 1a Marker buildings
- 1b Gateway buildings
- 2 Transitional buildings
- 3 SW:NE grading
- 5 Response to setting
- 6 Typology massing
- Local guides along routes
- Height gradients

Figure 37: Principles for height - masterplan configuration

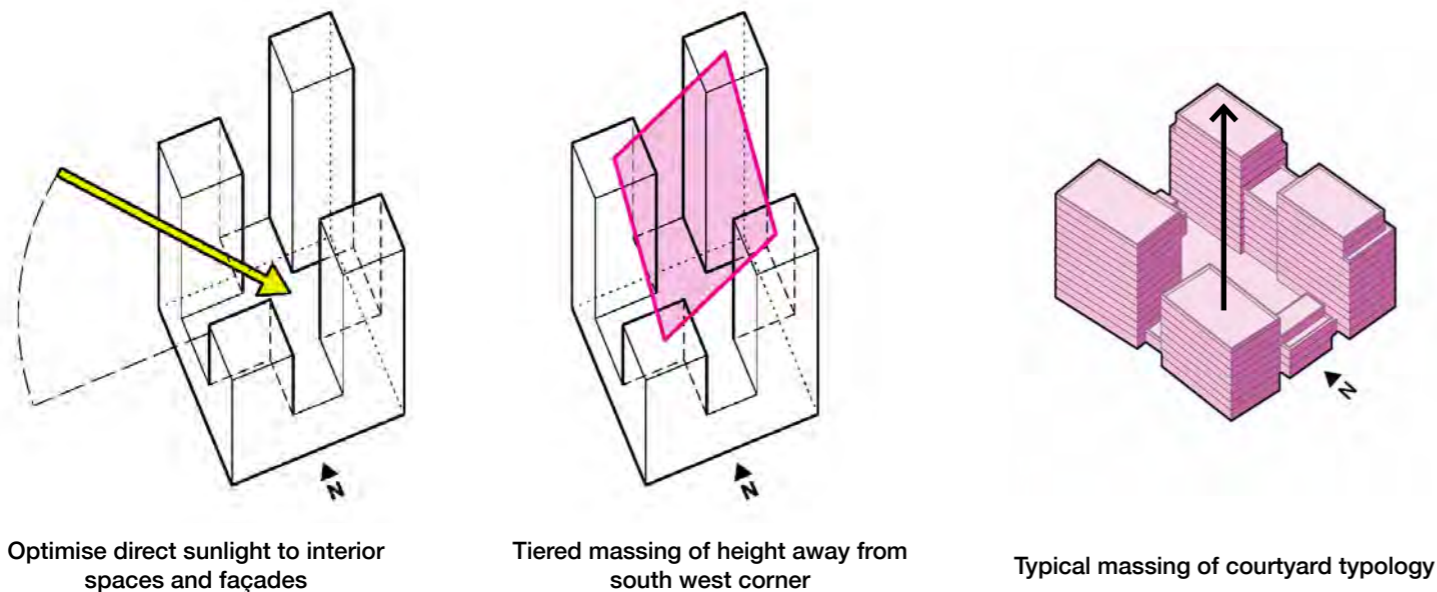


Figure 38: Principles for height for multi-volume buildings - courtyard typology

**6.0 Masterplan townscape strategy**

**London Plan / DNLP**

Policy 7.7 of the London Plan, and policies D2 and D8 of the DNLP, describe the need for design quality in development, especially around taller buildings, typically defined as >30m (10 storeys). It is recognised that, to achieve challenging targets for delivery of new genuinely affordable homes, taller buildings can make a significant contribution to local regeneration.

The London Plan states that:

- Taller elements should relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm.
- Height should be used to reinforce the spatial hierarchy of the local and wider context, aiding legibility and wayfinding.
- Tall buildings should not adversely impact local or strategic views or the setting of historic buildings and conservation areas.
- Higher buildings should have ground floor activities that provide a positive relationship to the surrounding streets.
- The DNLP also identifies the Cambridge Road Estate specifically as an Opportunity Area for intensification and development, in which areas height and tall buildings is encouraged.

**Masterplan proposals**

The proposals take account of the retained and emerging local context as well as policy direction at a local and London-wide level.

The proposal builds-upon the height and massing opportunities identified within the Cambridge Road Estate Strategic Development Brief (SDB), specifically by;

- Concentrating height towards and along Cambridge Road - which is identified as an area with the potential for height; and
- Taking a sensitive approach to areas in the south and west including the rear of Portman road, Rowlls Road, Piper Road, Cambridge Grove Road and Vincent Road.

The buildings are typically proposed as mid-rise, between 7-12 storeys, with some lower elements at 3 storeys, and some taller elements at 13 storeys.

The massing of the scheme has considered the impact on townscape as well as environmental factors such as wind and sunlight.

A Townscape and Visual Impact Assessment (TVIA) was undertaken and is included in the Environmental Statement in support of this Applications. In conclusion, the TVIA "consider[s] that the Site can accommodate the Development without giving rise to unacceptable townscape and visual effects."

**Proposed height strategy**

The distribution of height and massing within the masterplan has been considered to maximise the positive townscape effects and minimise the negative environmental effects. The masterplan will:

- Reinforce the major public spaces of Cambridge Grove Gardens and Madingley Gardens (Fig. 38) by focusing height here;
- Create wayfinding markers by locating taller elements at key masterplan locations (Fig. 37);
- Relate to the existing context by scaling down at the edges alongside neighbouring buildings;
- Provide a mix of low-rise, mid-rise and taller buildings in the townscape composition;
- Orientate linear buildings north:south rather than east:west to reduce shadows; and
- Articulate east:west buildings, reducing height to allow views and light to pass between taller elements.

The following five principles organise where height is incorporated within the proposed masterplan:

1. **Marker buildings**  
Skyline markers and Gateway buildings aid wayfinding at a city and local scale and mark thresholds.
2. **Transitional buildings**  
Transitional pieces within Stitching settings bridge between local context and the masterplan.
3. **SW:NE grading**  
Broad grading across the site from Kingston Cemetery in the south to Cambridge Road in the north east.
4. **Response to setting**  
Set pieces where height responds to an important setting - creating an axial relationship across the park / guiding along a route for example.
5. **Typology massing**  
Organising height within multi-volume buildings to maximise daylight to communal spaces, dwellings and private amenity spaces.

## 6.8 Different characters across the site

### Buildings and spaces define unique places

Buildings and spaces combined to define a setting.

Within the masterplan it is important to initiate a level of change and consistency between streets.

- Variation is important to avoid a monoculture; aiding wayfinding and establishing interesting, human-centric communities within which residents' can inhabit, belong, take ownership of and feel at home.
- Consistency is important to establish a unified piece of a city with its own collective identity and character.

### Distinct places

The major public settings defined by the North:South Routes define thresholds within the site between which a level of consistency and a level of change about a building's facade must be incorporated.

### Harmonious Variation

The overriding principle which guides the design of the masterplan is one of Harmonious Variation.

The adjacent diagram (Fig. 39) illustrates the four key spaces within the masterplan, between which there should be sufficient difference between elements to generate interest, and sufficient commonality to retain a shared identity of place.

Within each neighbourhood a shared Design Palette unifies individual façades / buildings to create a neighbourhood which is distinct to assist in orientation, navigation and belonging.

Differentiation between neighbourhood zones will be achieved through application of alternative palette definitions.

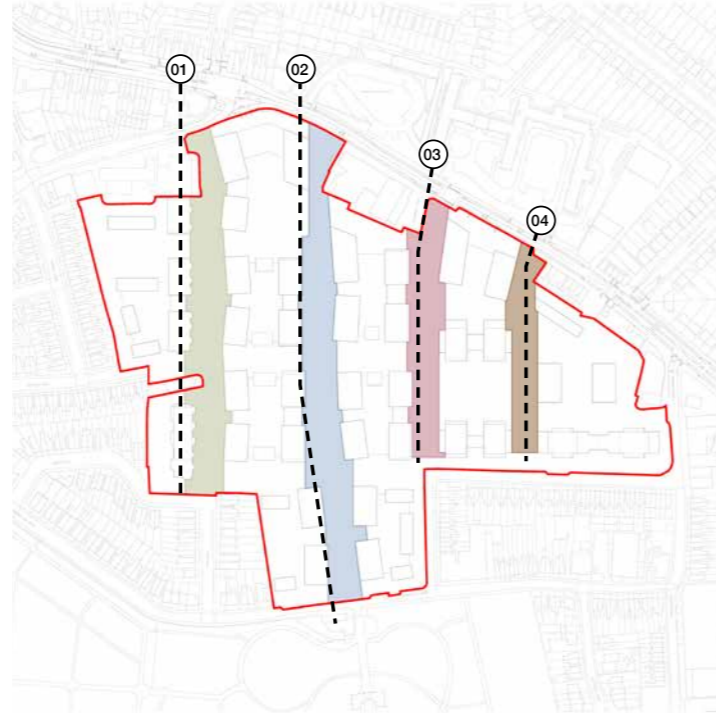


Figure 39: Four key spaces: Washington:Piper (01), Willingham (02), Chesterton (03) & Burritt (04) - Plan diagram



Figure 40: Buildings lining the key spaces determine the settings - plan diagram



Figure 41: Buildings lining the key spaces determine the settings - section

A series of character areas  
Different features across the site



### Rendering the void: frontages and settings

A room in a house is defined by the walls, windows, floor, fitted and loose furniture.

Equally, the urban character of an outdoor space is defined by the frontages of buildings, the space they contain, the gaps between buildings, and planting and street furniture.

### Different places for different activities

Different rooms serve different functions, some with more light and space, some more intimate and private.

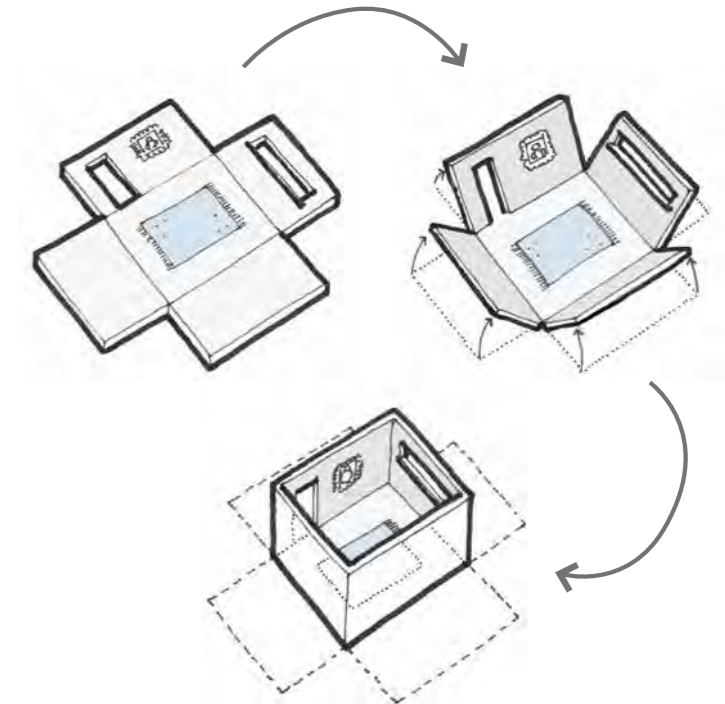
Different outdoor spaces serve different functions; some with more public movement, some with more private dwelling.

### Balancing consistency and variety

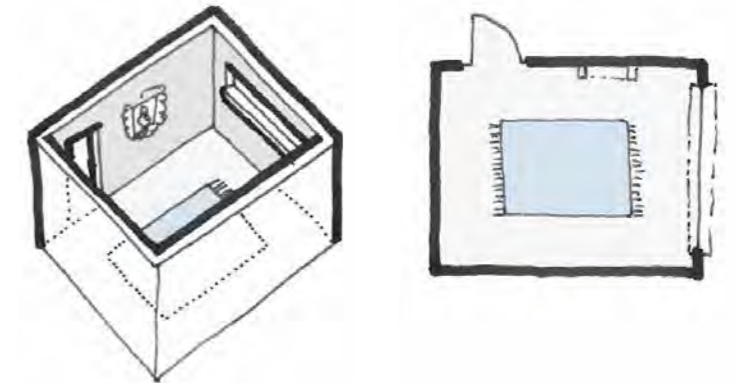
To create a rich sense of place, it is important to maintain a balance between consistency and variety.

The whole regeneration should feel like one place, but be composed of different neighbourhoods with individual distinctiveness.

Walls define the space around an area of floor



Walls and floors combine to create internal rooms



Buildings and landscape combine to create outdoor rooms

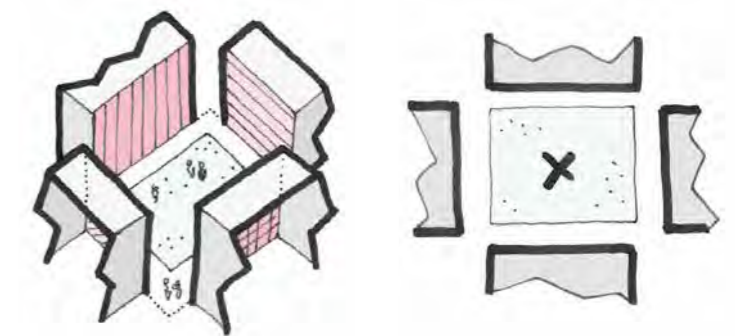


Figure 42: Rendering the void



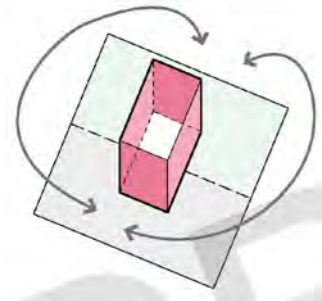
**A series of character areas**  
Different features across the site

**Building frontages respond to key settings**

The facade language for each different building is defined by its setting in accordance with the Design Guidelines.

The different building typologies react differently to the settings depending on aspect and hierarchy of space.

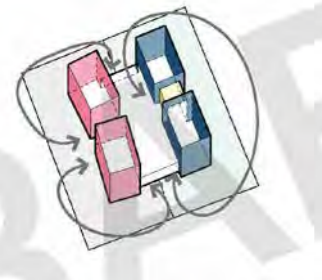
Each façade of a building should be read together and as a whole. All building typologies within the masterplan are 'seen-in-the-round' and will be configured so the four predominant elevations share an expression, theme and tone.



**Linear buildings**

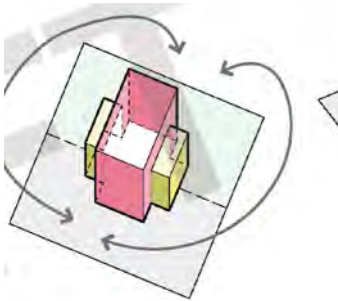
Linear buildings line the primary north:south routes and comprise the majority of typologies on the site.

Each façades of a linear building must be unified and identifiable as belonging to the same building.



**Podium buildings**

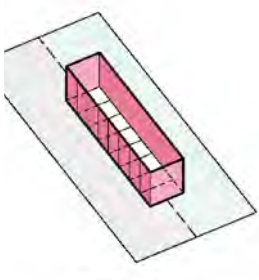
Linear buildings primarily line the east or west edge of podium buildings. The expression of the building pairs will be different across the courtyard as they respond to different routes or settings.



**Mansion buildings**

Pavilions with common façades around the block.

Mansion buildings are used to line East:west routes and provide multi-aspect vistas across the green spaces.



**Houses**

Houses provide flexibility so façades can respond at a human scale to the individual locale within stitching settings. Identification of individual dwellings within a terrace is important to encourage ownership.

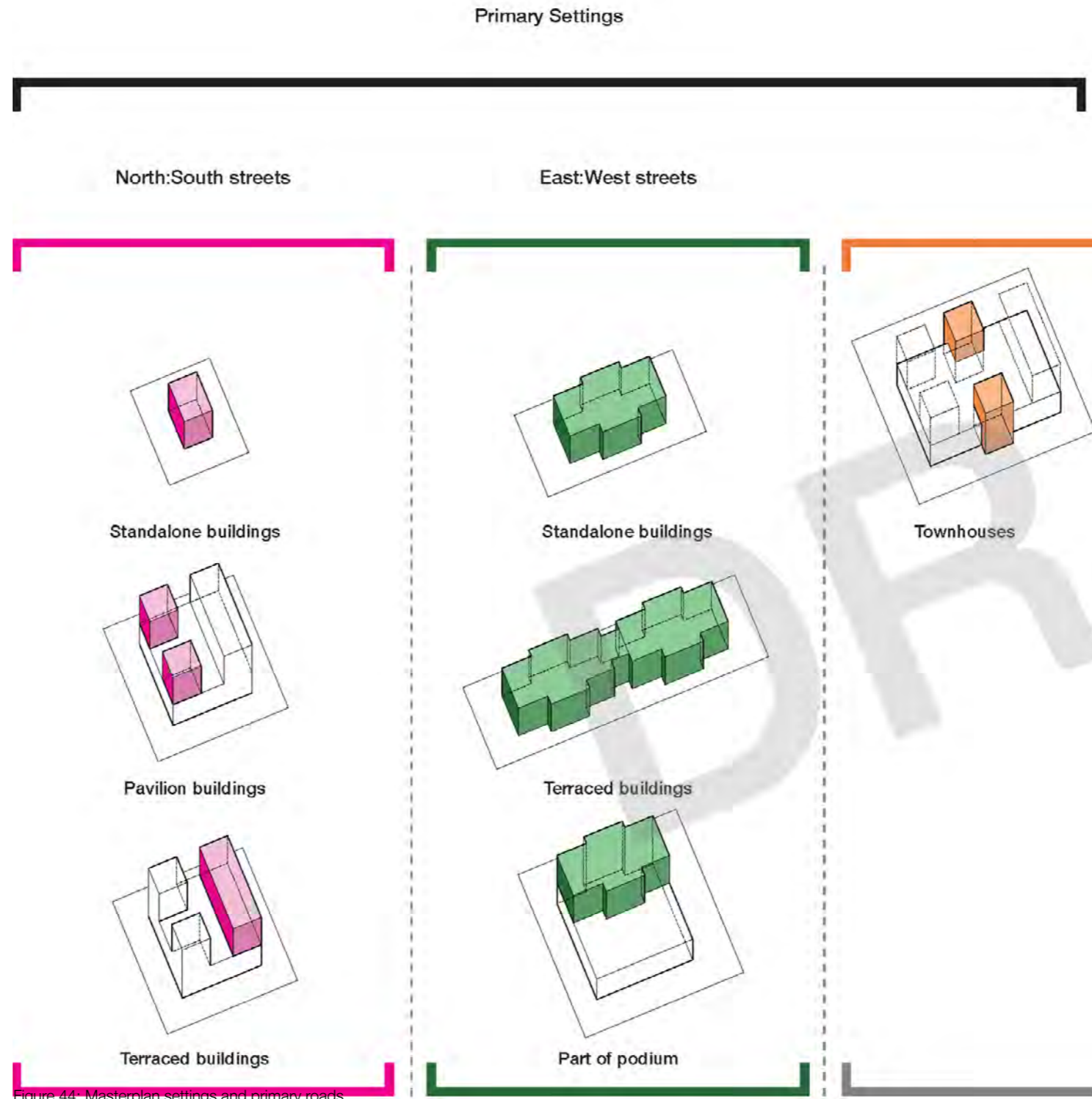


Figure 44: Masterplan settings and primary roads

**Legend - settings**

- Routes
- Washington:Piper
- Neighbourhood streets
- Urban settings
- Willingham Way
- Stitching spaces
- Courtyard gardens
- Gardens & green spaces
- Chesterton Road
- Burritt Way

Figure 43: (Left) Configuring buildings which respond to settings

**6.0 Masterplan townscape strategy**

**A hierarchy of settings**

The hierarchy of setting is first defined by the nature of the spaces between buildings. Key settings in the masterplan relate to how public they are and the kind of movement and activity which occurs within them:

**The Routes**

The routes are the primary organising element and North:South connection through the site. The routes establishes the primary circulation routes linking Cambridge road and Norbiton in the north to Bonner Hill in the south.

The routes are predominantly in character with semi-private front gardens, defensible spaces for homes and landscaping lining the routes.

**Neighbourhood streets**

A latticework of links, these East:West streets promote connectivity across the site. Several link together to form the Primary East:West link from Somerset road to Hampden road via the green space of Cambridge Grove Gardens.

These streets are solely residential and facilitate servicing within the masterplan. Through routes are discouraged and these settings will be quieter, places with the emphasis on pedestrians and front doors.

**Stitching spaces**

Stitching spaces are typically or a lower scale and more domestic scale which bridges between the proposed and existing context.

These spaces typically include home zones areas where individual dwellings bound an existing street or enclose to form a discrete setting.

**Urban settings**

These settings fully or partially bound Cambridge Road and cluster the non-residential uses to respond to the more urban setting of Cambridge road.

**Courtyards**

The semi-private courtyard gardens within the spine of podium buildings have no consistent layout but feature a common palette of tree planting to create an elevated woodland. These are shared spaces only accessible to residents of the blocks and are the most private of the open spaces.

**Gardens and green spaces**

Madingley Gardens and Cambridge Grove Gardens comprise the two primary public green spaces within the masterplan in which social and leisure activities take place.



### 6.9 A sense of identity and place

#### Existing built context

The primary material used for existing and new residential buildings in the surrounding area is brick, with character elements which distinguish the streets of Norbiton from the streets of Surbiton to the south.

#### Learning from the surrounding area

Studying the existing surrounding context and buildings around the site allows the design team to learn from past decisions and build on previous successes.

Understanding that re-development does not stand alone and should engage with its context, we aim to pick up materiality and detailing that will feel familiar to residents and place the new development within its setting.

Looking at the local context in the zones around the site will allow us to choose materials to work with the prevailing neighbourhood character and respond to each building's location.

#### A diverse context of streets

The consistency of the existing Estate marks it out as a single, homogeneous whole, and creates a singular sense of place. Unfortunately, the social challenges associated with the current built form feed into negative perceptions of "The Estate", reinforced by the common palette and style.

By contrast, the surrounding buildings employ a range of different facade details and colour palette, each distinct from the Estate, creating a diverse collection of buildings which can be characterised in street clusters.

#### The challenge of transition

A key challenge for the Development will be to reference the existing neighbourhood without pastiche; the significant change in scale providing a transition from old to new, creating a coherent neighbourhood with its own identity but not alien to the surroundings.

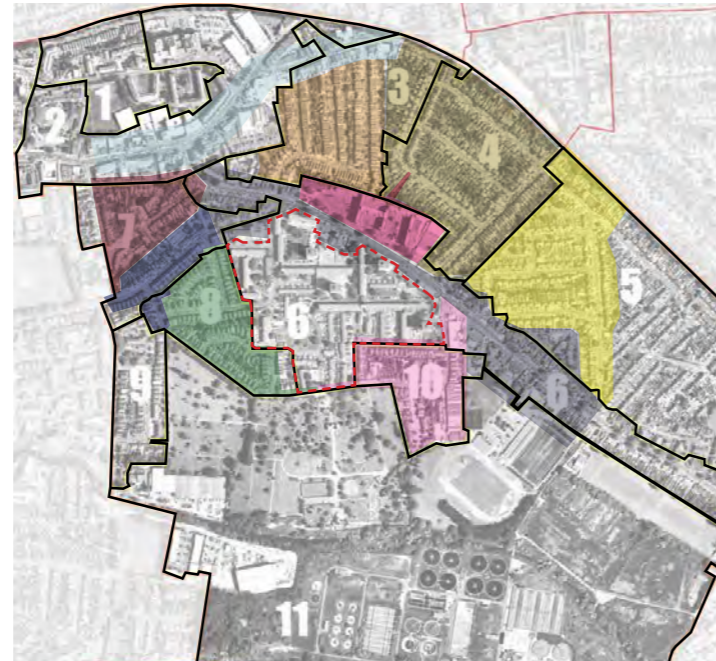


Figure 45: Appraisal of local character areas and interpreted character areas.

#### Evolution not revolution

Analysis of the local character areas highlights that streets can retain their own distinct character whilst also contributing to a collective or neighbourhood with its own identity.

Whether streets were developed on a building-by-building or street-by-street basis the notion of a neighbourhood which has organically grown from a shared set of beliefs or elements is particularly evident.

The adjacent photographs (Fig 46) illustrate the concept of commonality and individuality in local streets and how different places can retain a shared identity whilst being unique.

Putting aside scale, use and typology it becomes obvious that sharing architectural elements or motifs is a really successful way to unify buildings into streets whilst retaining individuality on a building-to-building or street to street basis.

The lesson shown in the surrounding context is how a common base palette of brick and masonry can be supplemented with a variety of embellishments to create a sense of identity and place at macro and micro scales.

The referencing of local architectural motifs and decorations is an important foundation for facade design within the redeveloped Cambridge Road Estate.

Incorporating motifs (such as those shown in Fig. 47) and establishing character traits on building façades can be a successful way of binding a collection of buildings together or unifying as a whole.

Encouraging variations of a theme across plots, different typologies, buildings and uses can also be used to establish identifiable neighbourhood or locales at the next scale.

Care to develop designs which build-upon these ideas and avoid pastiche or reproduction however should be taken.

The masterplan uses these ideas from the local context as a guide upon which to build a new community which has its own sense of identity and place but which stitches into the existing environment.

Figure 46: Masterplan built context photography

Figure 47: Successful motifs learnt from the surrounding context.



**Belonging to a place**  
Reinforcing a sense of identity

**Timeless brick construction**

The external expression of buildings within the Proposed Development will be primarily brick in keeping with the prevailing language of the wider area.

The selection of a traditional, robust building material like brick will give a timeless quality to the buildings allowing the new to stitch into the existing.

**A diverse palette of colour**

Unlike the existing Estate and recent peripheral redevelopment which have predominantly single-colour brickwork across large areas of the site, the proposed masterplan intends to deliver diversity through different architectural treatment of the individual buildings and façades, working to create a rich townscape within a common language.

**Varying facade articulation**

Along with colour, the other key variable across the masterplan will be articulation. Building façades can be expressed with a predominantly vertical or predominantly horizontal orientation of articulation.



Figure 48: Illustrative brick palette precedents

**6.0 Masterplan townscape strategy**

**Thresholds and incremental change**

While it is important for buildings to have diversity, it is just as important to make transitions smooth to create a consistent neighbourhood feel, not a 'zoo' of different buildings. As such, changes from one block to another should be relatively small, allowing a progressive evolution of facade design across the whole development.

Variation is achieved through the specific and controlled definition of colour and articulation palettes to areas within the masterplan.

Each of the key routes is treated differently to define an individual neighbourhood character thus aiding wayfinding and embedding a sense of place to each area.

**Striking a balance**

To provide the right balance between diversity and consistency, guidelines and rules have been established by the Masterplan Design Guidelines which respond to several key factors:

Location	Where is the plot in the masterplan?
Setting	What is the facade facing onto?
Typology	What kind of building is it?
Neighbours	What is the adjoining building like?



Figure 49: Diagrams illustrating the primary principle of change

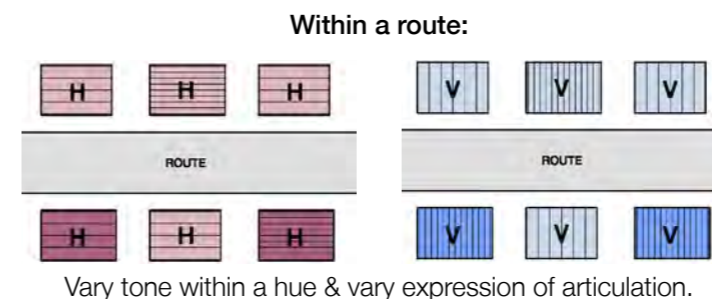
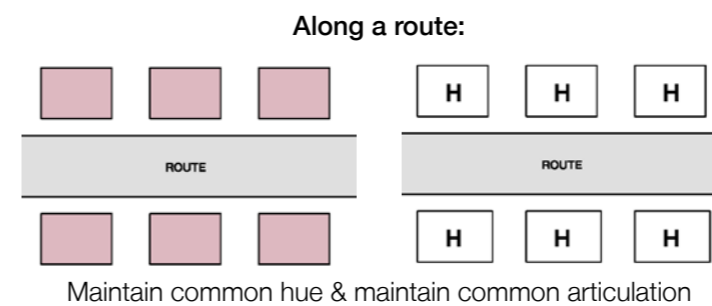
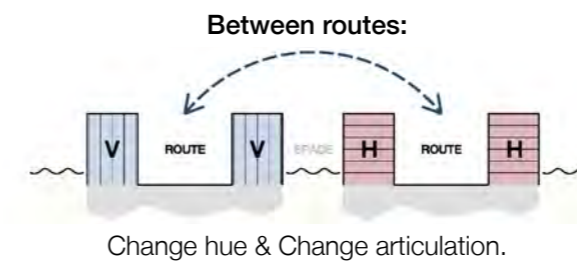


Figure 50: Diagrams illustrating secondary principles of change

**Application of Harmonious Variation**

The Design Guidelines identifies where variation and consistency should be incorporated across the masterplan in order to:

- define a setting;
- create distinct neighbourhoods with shared characteristics.
- incorporate variation between settings;and/or
- highlight special (or foreground) buildings;

The adjacent diagrams (Fig. 51 and 52) shows how colour and orientation have been coded within the Design Guidelines as the framework to create a sense of identity at a neighbourhood, street and individual level which;

- builds upon local context; and
- and facilitates the concept of Harmonious Variation in a controlled but flexible manner.

**Palette variation between spaces - The primary toolkit**

The fundamental tools which are used to generate variation and consistency between spaces and buildings is through colour and articulation.

The diagram opposite (Fig 51) illustrates how the concept of harmonious variation has been applied to the masterplan in order to establish different character areas with their own identity.

Buildings along the primary key routes will share a common hue from the colour ranges identified within Fig. 51. Variation within these ranges from a building-to-building is permitted to provide interest and variety without eroding the common street colour.

Buildings along the primary key routes will share a common articulation orientation - either vertical or horizontal as identified within Fig. 52. A variety of expression is encouraged on a building-to-building basis to enhance the difference between buildings.

Materiality can be used to reinforce changes in colour and articulation, but is in itself not a change. For example, a buff-coloured vertical brick-clad building and a buff-coloured vertical terracotta-clad building would be treated as the same.



Figure 51: Illustrative brick palette diagram

<span style="display:inline-block; width:15px; height:15px; background-color: #e91e63; border:1px solid black;"></span> Palette 01-Pinks to reds	<span style="display:inline-block; width:15px; height:15px; background-color: #9c27b0; border:1px solid black;"></span> Palette 03-Variable ranges
<span style="display:inline-block; width:15px; height:15px; background-color: #4caf50; border:1px solid black;"></span> Palette 02-Buffs to browns	<span style="display:inline-block; width:15px; height:15px; background-color: #ff9800; border:1px solid black;"></span> Palette 04-Flexible colours
<span style="display:inline-block; width:15px; height:15px; background-color: #bbdefb; border:1px solid black;"></span> Palette 05-Whites	← Vincent road link
← Principal route	← - Public route

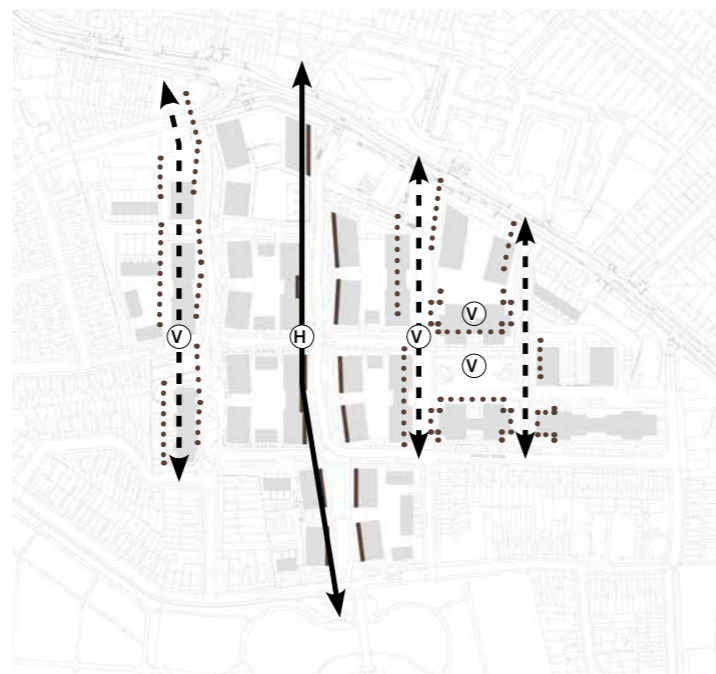


Figure 52: Zones of horizontal and vertical facade expression

● (V) ● Predominantly vertical articulation	● (H) ● Predominantly horizontal articulation
← Vincent road link	■ No prevailing articulation

**Colour**

- Colour, or more specifically the variation of hue is a powerful and immediately identifiable method to establish difference or unity between elements.
- Colour is the primary method through which routes, settings and spaces can be differentiated.
- Buildings which line the different settings must differ in colour to other settings to determine streets as visually different from each other.
- The Design Guidelines provide additional information and define the parameters for how and where colour should be used within the masterplan to establish consistency and change.
- Various design palettes have been identified to provide the framework for harmonious variation.
- The adjacent diagram (Fig. 51) extracted from the Design Guidelines illustrates the where variation between routes is achieved through palette definition (Pink - Palette 1, Green - Palette 2, Purple - Palette 3 and Orange Palette 4).

**Articulation - Expression and articulation**

- Articulation is much more subtle tool and reinforces the difference between spaces identified through colour.
- The nature of movement along these routes defines the expression and orientation of articulation within the spaces.
- Two articulation palettes have been defined for use within the masterplan - vertically oriented and horizontally oriented articulation.
- Buildings along the primary trafficked route (Washington Way) are horizontally articulated to emphasise the notion of 'at-speed' movement through the space.
- Buildings along the other routes and around Cambridge Grove Gardens are vertically oriented and provide a calm backdrop to predominantly pedestrianised cycling routes.
- The adjacent diagram (Fig. 52) extracted from the Design Guidelines illustrates the where variation between routes is achieved through the application articulation.





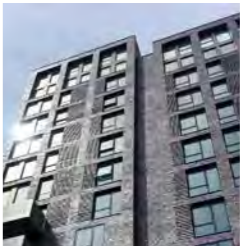





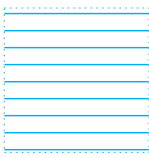
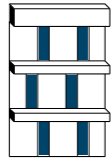
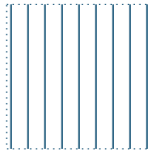
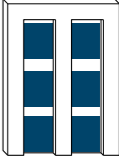
<span style="display:inline-block; width:15px; height:15px; background-color: #e91e63; border:1px solid black;"></span> Palette 01 - Colour range - Reds to Pinks		
<span style="display:inline-block; width:15px; height:15px; background-color: #4caf50; border:1px solid black;"></span> Palette 02 - Colour range - Buffs to browns		
<span style="display:inline-block; width:15px; height:15px; background-color: #9c27b0; border:1px solid black;"></span> Palette 03 - Selection from a choice of colour ranges		
<span style="display:inline-block; width:15px; height:15px; background-color: #ff9800; border:1px solid black;"></span> Palette 04 - No colour range - flexible colours		
<span style="display:inline-block; width:15px; height:15px; background-color: #bbdefb; border:1px solid black;"></span> Palette 05 - Whites		

Figure 53: Colour palettes

			
<b>Horizontal articulation</b>	<b>Vertical articulation</b>		



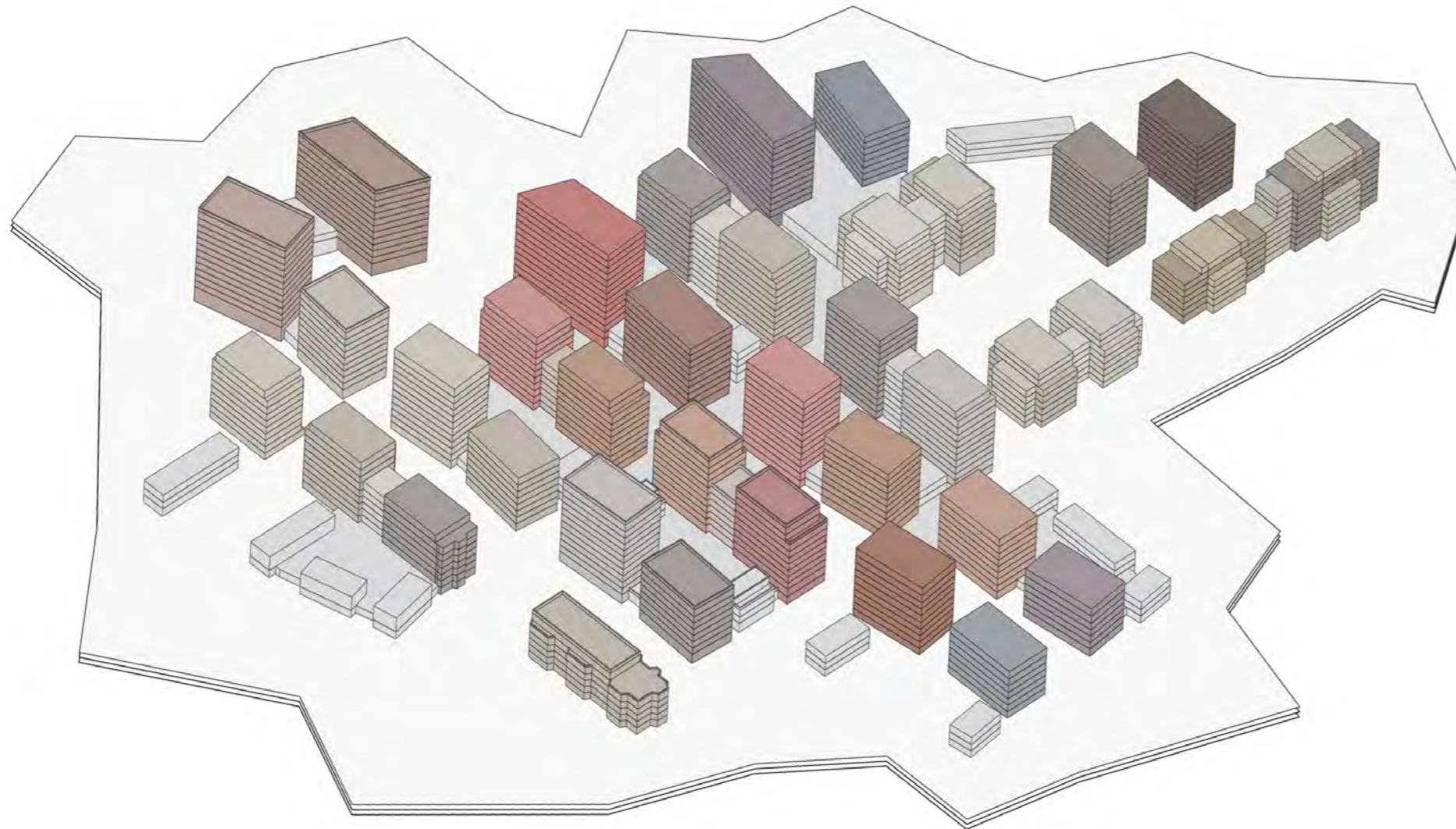


Figure 54: Illustrative brick palette axonometric

**Variation within a theme:**

It is important to incorporate subtle variation between elements within a setting.

Subtle variation within the prescribed hue range and expression of articulation from building-to-building along or opposite a street is required to avoid a homogeneous monotony.

Maintaining a level of consistency through palette (articulation and colour) along routes and differentiating between buildings ensures elements are distinct but not jarringly different.

The Design Guidelines identifies ancillary tools (see below) which allow additional variation to be accommodated into the masterplan to achieve the specific townscape aims.

**Secondary toolkit - Foreground buildings**

Buildings which occupy a special position within the townscape (such as marker buildings) have been identified as 'Foreground' buildings and have been assigned a specific colour palette (Palette 03) provides three colour ranges from which the predominant colour can be selected.

Foreground buildings must stand out from background buildings but how this is expressed is not explicitly described within the design guidelines.

The difference between Foreground and Background buildings can be strong or subtle. Incorporating additional, detailing, texture and articulation at a finer grain than background buildings or using special materials and higher quality finishes will enhance these building façades.

**Secondary toolkit - Facade hierarchy**

How people engage with façades when moving through or resting within spaces presents various opportunities for façade expression.

The design also allows for additional richness and variation through application of detail to façades based upon a scale of legibility, whereby;

- façades bounding the principal route (Willingham Way) and;
- façades bounding the principal space (Cambridge Grove Park)

will incorporate a greater level of detail in their articulation in response to the primary spaces.



Consistent colour and material  
change of articulation



Consistent colour and articulation,  
change in material



Consistent articulation and material,  
change in colour



Consistent material,  
change in colour and articulation

Figure 55: Variation within a theme

## 6.10 Greener surroundings

### Existing green space

The current Estate is made up of a series of disparate small green spaces and the larger space of Madingley which is comprised solely of intersected lawns which provides the most usable amenity within the site.

Multiple unusable smaller grass verges exist in a no-mans land of publicly accessible space leading up to front doors of private dwellings.

To the centre of the site, the primary spaces are hard paved with large areas devoid of green at street level or within tree canopy.

The majority of existing mature trees were planted in the 1970s with the building of the Estate, and have established on the haphazard lines of the existing buildings.

### Greener streets and open spaces

A key strategic move in the masterplan is the redistribution of green space to create a more balanced environment.

- A network of streets with hedges, shrubs and trees provide human-scale greening of the public realm.
- Hard paved parking courts are internalised where ever possible, with street parking interspersed with trees.
- Gardens at podium level provide shared amenity space for residents.
- Biodiverse roofs to most buildings enhance ecological value of the green space with habitats for pollinators and invertebrates away from core amenity spaces.
- All existing trees removed to make way for buildings will be replaced with new planting at a better than 1:1 ratio. Younger, healthier trees will replace older, disease-prone and damaged specimens. The range of species introduced will be diverse and provide variety for amenity value, habitat creation and resilience against pests and diseases.

### Character areas reinforced through planting

Tree, shrub and ground-cover planting will differ between different areas of the site to reinforce the landscape settings and different neighbourhoods in the development.

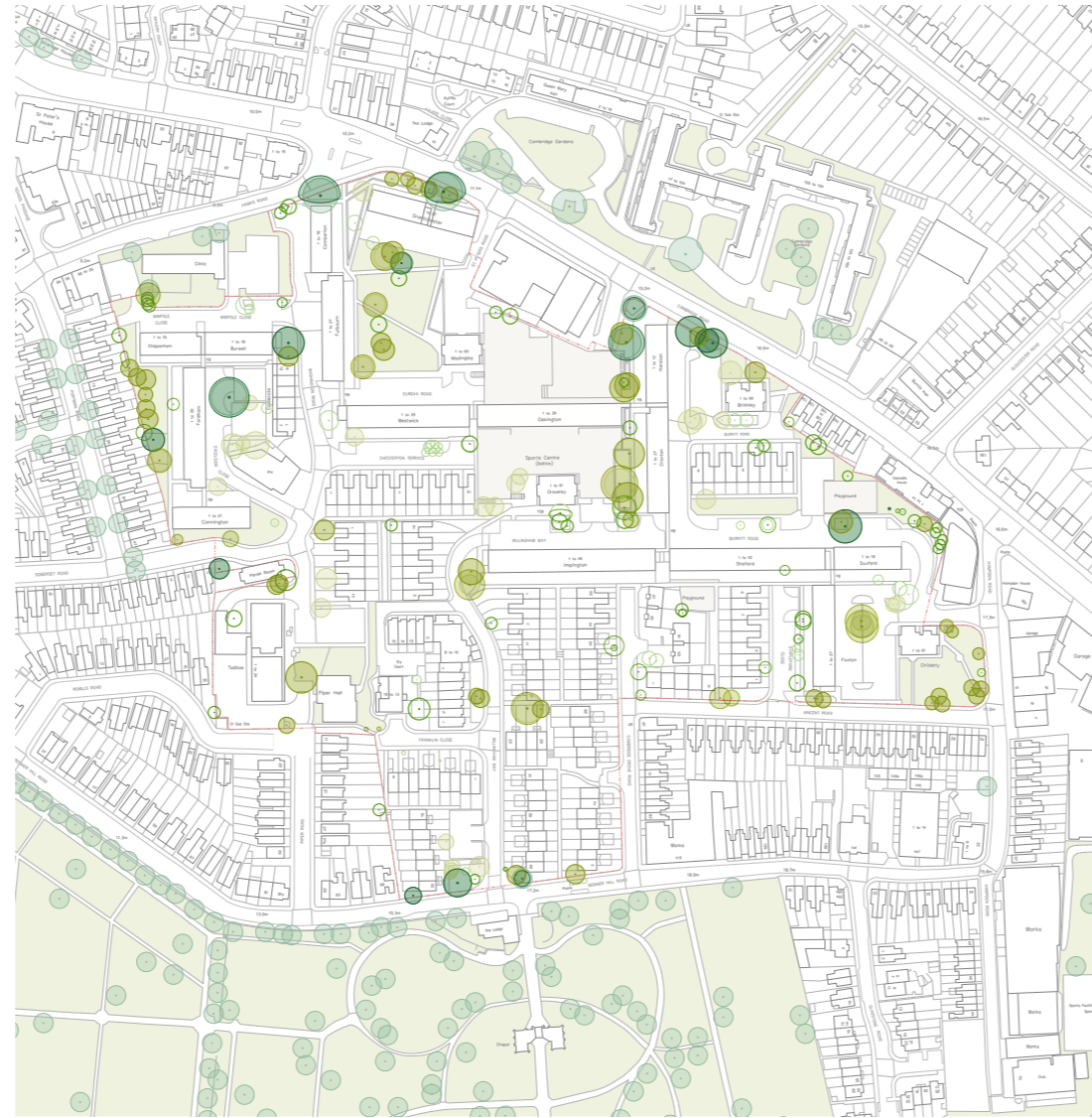


Figure 56: Existing soft landscape and tree planting

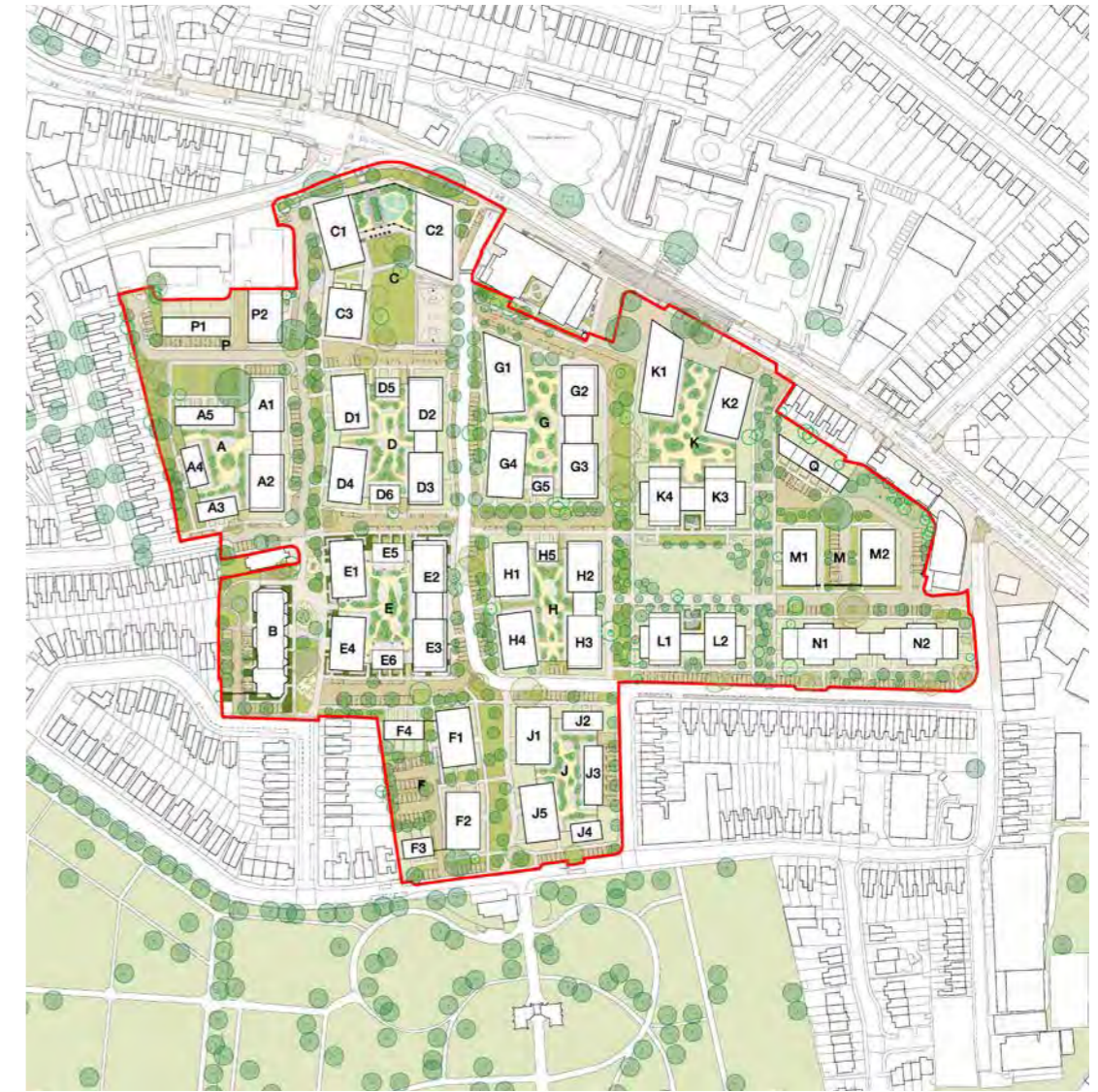


Figure 57: Proposed soft landscape and tree planting



Figure 58: Existing estate green space distribution



Figure 60: Existing hard paved public realm



Figure 59: Proposed masterplan green space distribution



Figure 61: Green streets

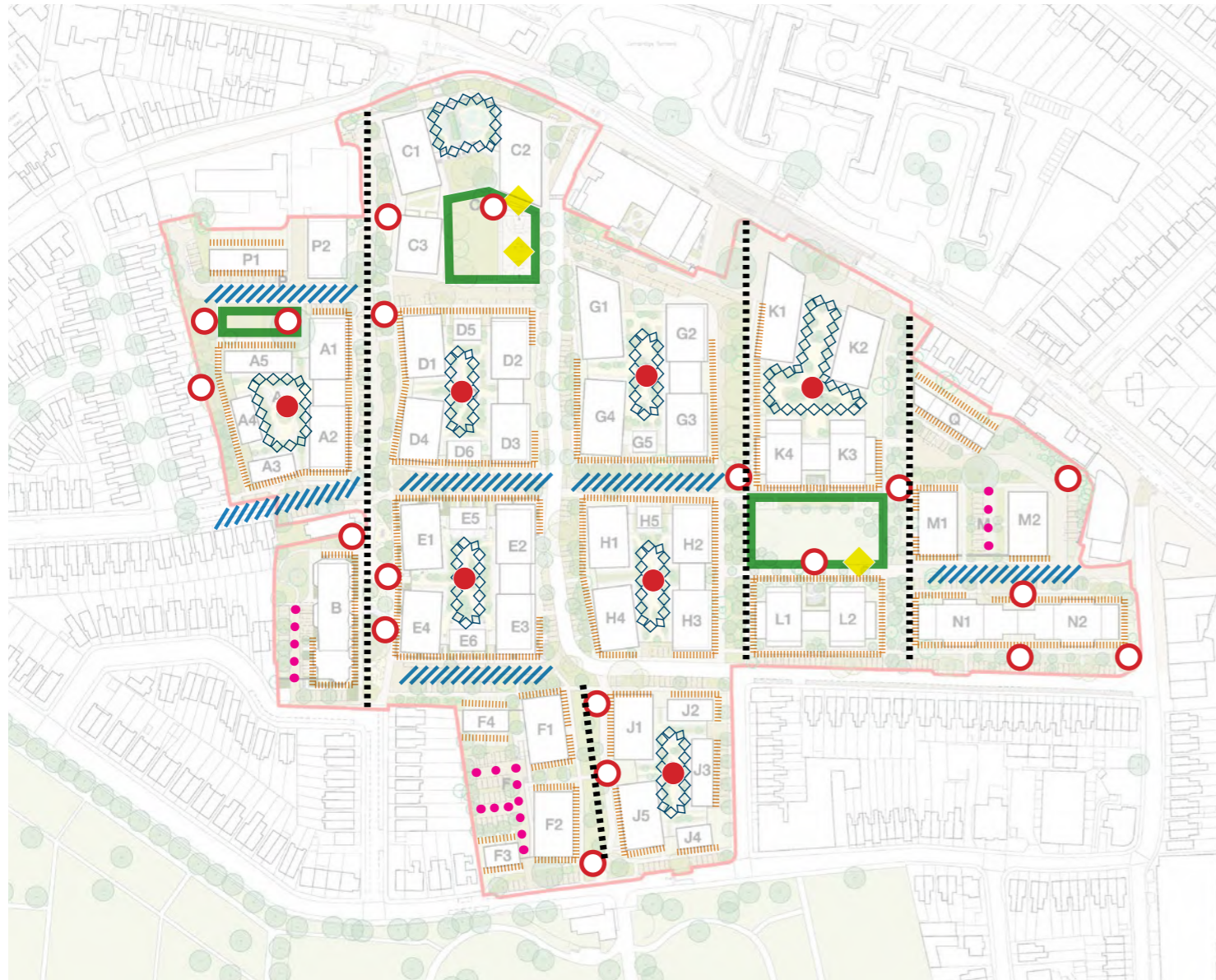


Figure 62: Distribution of public and private areas throughout the masterplan

- |  |                            |  |                        |  |                   |
|--|----------------------------|--|------------------------|--|-------------------|
|  | Public gardens             |  | Communal parking zones |  | Courtyard gardens |
|  | Principal trafficked route |  | Public Children's play |  | Private gardens   |
|  | Principal routes           |  | Secure childrens' play |  |                   |
|  | Neighbourhood streets      |  | Sports facilities      |  |                   |

## 6.0 Masterplan townscape strategy

### 6.11 Public and private areas

#### Existing condition

The current Estate suffers from a lack of distinction between public and private open spaces, creating large areas of landscape which have fallen into a poor state due in part to the uncertainty over ownership and responsibility.

Grassed areas run hard up to building edges, where front doors and private windows of ground level dwellings face directly into the public realm with no buffer, barrier or defensible space.

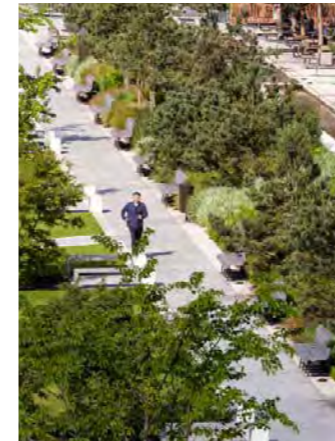


Figure 63: Public open space



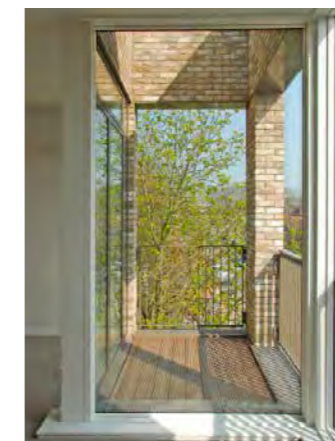
Figure 64: Buffer treatments



Figure 65: Semi-private space



Figure 66: Private space



#### Hierarchy of privacy

The proposed Development will create open space in four tiers of privacy, with clear delineation and boundary treatments dividing one tier from another:

#### Private space

- Demised terraces which provide a defensible buffer between public realm at ground floor, or semi-private gardens at podium level.
- Private hard-paved roof terraces or balconies at upper levels, accessed directly from living areas within private dwellings.
- Each private space looks out over a more public space, giving visual amenity as well as actual usable space to the residents.

#### Semi-private space

- Un-demised raised gardens accessible to all residents of a block, typically shared between two to four buildings.

#### Public space

- Large open space in Cambridge Grove Gardens.
- Streets and garden spaces along the Routes.
- Play integrated into landscape settings.

#### Buffer treatments

A variety of spaces which wrap the perimeter of the building and delineate the plot extents from the public realm. Buffer treatments contain;

- demised amenity spaces screened from the public realm
- threshold pieces indicating access to residential uses
- hardscaped zones associated with non-residential uses

## 6.12 Feeling home before reaching your door

### The Remembered Journey

The intangible sense of 'home' is the fundamental ambition of placemaking within the development.

A key strategic move in the masterplan is the concept of feeling 'at home' as far as possible from reaching your own front door.

Key to delivering this is a sense of safety, security, pleasure and memorable experiences during a journey home: We have considered all stages of this 'Remembered Journey' by introducing key moments along the way to help direct movement and build individual experiences within the masterplan:

- **Arrival in the place;**  
Turning into a street with the first view of the development.
  - **Arrival in your neighbourhood;**  
Identifiable skyline, buildings and planting which differentiate large areas of the development.
  - **Familiar streets;**  
Unique settings composed of different activities, façades, trees and play elements.
  - **A sense of address;**  
Unique buildings which feel part of the neighbourhood but stand out as noticeably different from their neighbours.
  - **Common areas;**  
Generous and pleasant shared spaces around and within the buildings which are designed harmoniously with the individual homes
  - **Your own front door;**  
Identity on a street or corridor with clear numbering and subtle differences in colour and detail.
  - **Comfortable homes;**  
Designed to meet or exceed national standards and reflect modern ways of living.
- and;
- **Private outdoor space;**  
Looking back onto the landscape from dedicated outdoor amenity as an extension to the living space.

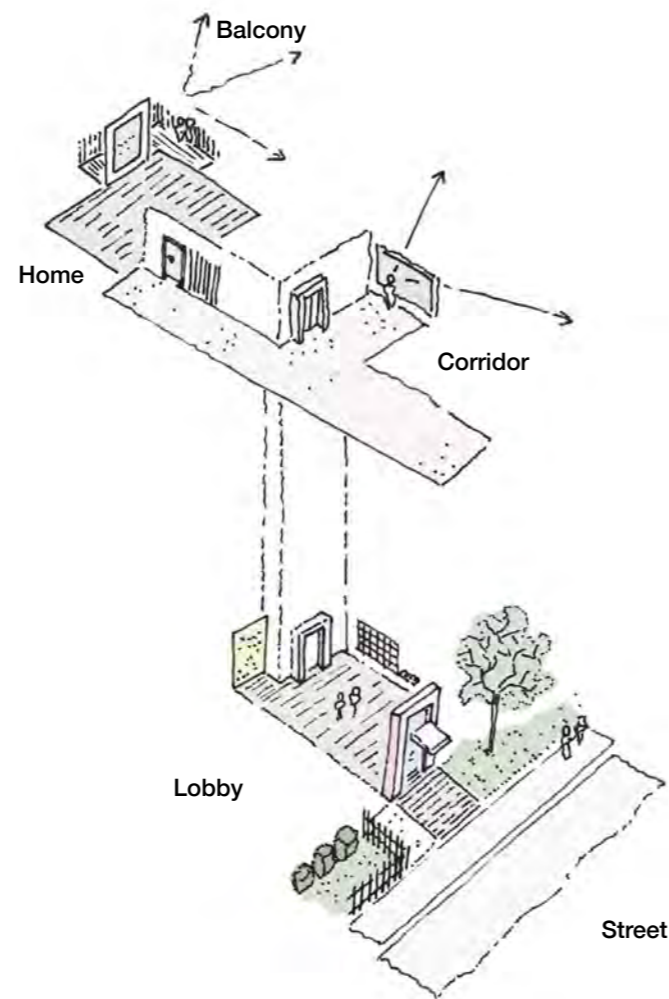


Figure 67: Elements of the Remembered Journey

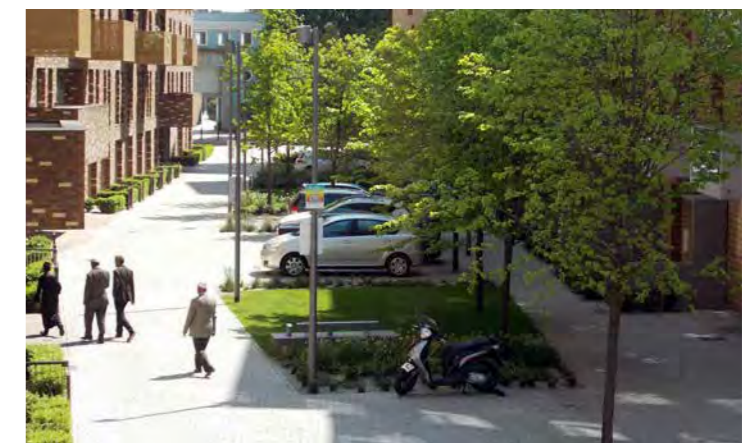


Figure 68: Aspects of the journey