

April 2021







3.0 Site-wide global guidelines Introduction

Chapter	Content	Description	Illustration	Example extract
03	Sitewide Guidelines	Guidance which applies across the whole site and is read at a masterplan level.		
04	Component Guidelines	Guidance which applies to the 'kit-of-parts' used to compose the buildings and spaces not specific to individual elements.		
05	Buildings Guidelines	Guidance which applies to typologies of buildings.		
06	Spaces Guidelines	Guidance which applies to spaces, streets and gardens.		

3.1 Overview

- 3.1.1 The previous two chapters of the Design Guidelines define the constraints and restrictions for development within the masterplan.
- 3.1.2 This chapter describes Guidance and the requirements for the design of buildings and spaces within the masterplan.
- 3.1.3 The adjacent diagram (Fig. 3.1) illustrates the structure of the report for the following chapters, describing the Guidance from a sitewide, or neighbourhood level, to the level of buildings and spaces.

Figure 3.1: Structure and hierarchy of Guidance.

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3.2 Masterplan Overview

3.2.1 Our approach to delivering the vision for the Cambridge Road Estate is driven by Ten design principles which are explored in the Masterplan Design and Access Statement Vol.1.

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

3.2.3 Our ten design principles are:

- 1 **Legibility:**
Creating clear connections;
- 2 **Healthy Streets:**
A network of streets and spaces;
- 3 **A variety of homes:**
Choice and diversity to meet different needs;
- 4 **Orientation:**
Designing for daylight and views;
- 5 **Townscape:**
Strong relationships between buildings;
- 6 **A series of Character Areas:**
Different features across The Site;
- 7 **Belonging to a place:**
Reinforcing a sense of identity;
- 8 **Greener surroundings:**
Every home has a view to green open space;
- 9 **Public & private areas:**
Privacy, amenity and balcony strategy; and
- 10 **Safety and pride:**
Feel home before reaching your door.



Figure 3.2: Artist's visualisation looking along the primary east:west route through The Site from Somerset Road.

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text



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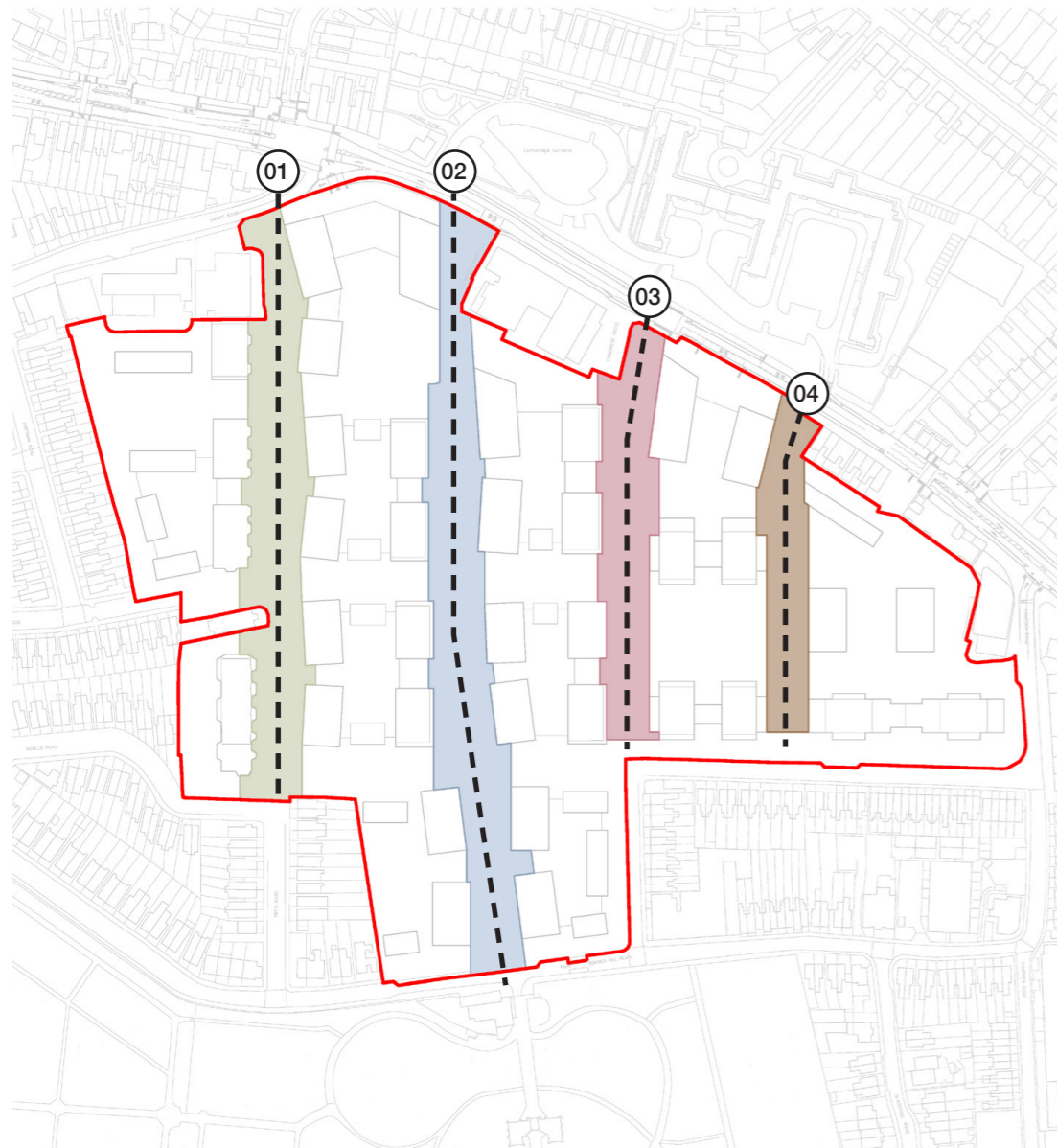


Figure 3.3: Four key spaces: Washington:Piper (01 - Washington Avenue and Piper Way), Madingley:Willingham (02 - Madingley Avenue and Willingham Way), Croxton Avenue (03) & Stapleford Way (04) - Plan diagram

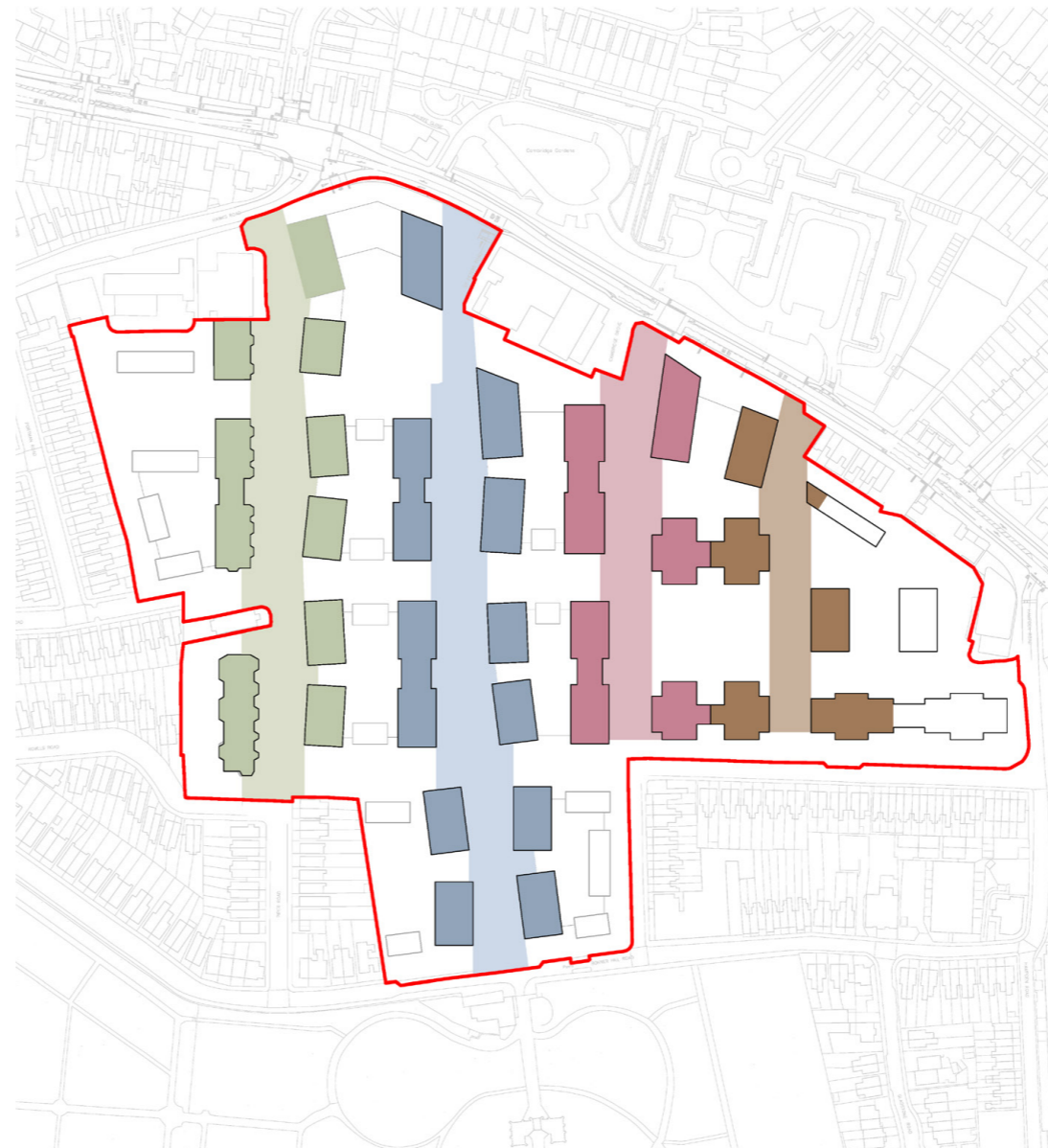


Figure 3.4: Buildings lining the key spaces determine the settings - plan diagram

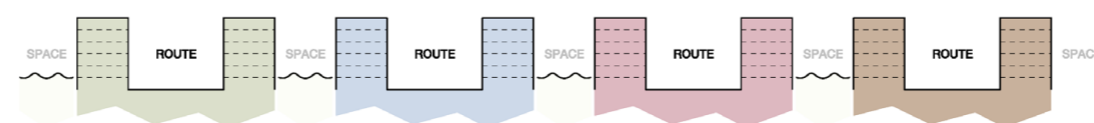


Figure 3.5: Buildings lining the key spaces determine the settings - section

3.3 Design Guidelines Introduction

3.3.1 This chapter comprises of Guidance which is applicable at a sitewide level and which sets out the requirements for the design of buildings and spaces within the masterplan.

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

3.3.3 The adjacent diagram (Fig. 3.3) 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.

3.3.4 The following sections describe the macro scale tools which have been used to code the masterplan and are available to Designers. These are accompanied by a clear set of instructions and companion diagrams.

3.3.5 Essentially a framework, the coding builds sequentially to establish a set of rules to which design proposals for subsequent future phases of the development must adhere.

3.3.6 Each section shows how the design of component parts should be configured to preserve the design intent of the masterplan and maintain neighbourhood unity.

3.3.7 The core tools available include;

- Colour;
- Foreground and Background buildings;
- Expression and Orientation of Articulation; and
- Façade Hierarchy.

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3.3.8 The adjacent diagram (Fig. 3.6) provides an overview of the proposal for the Cambridge Road Estate redevelopment and identifies the constituent parts which when combined create the complete Masterplan.

3.3.9 For the purposes of establishing Guidelines beyond the physical parameters described in Chapter 2.0, an illustrative masterplan has been shown in the following sections of this document.

3.3.10 Variations on this illustrative masterplan are permitted provided that they comply with Mandatory Guidelines in this document.

3.3.11 The Character Areas coded in this overview are explained in detail in **Chapter 6.0** of this document.

Legend:

--- Key north:south routes

Application boundary

Legend: Character Areas

- Washington : Piper
- Madingley : Willingham
- Croxton Avenue
- Stapleford Way
- Neighbourhood streets
- Stitching settings
- Podium gardens (P)
- Gardens and green spaces
- Cambridge Road and Oakington Street



Figure 3.6: Masterplan overview - plan diagram

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text

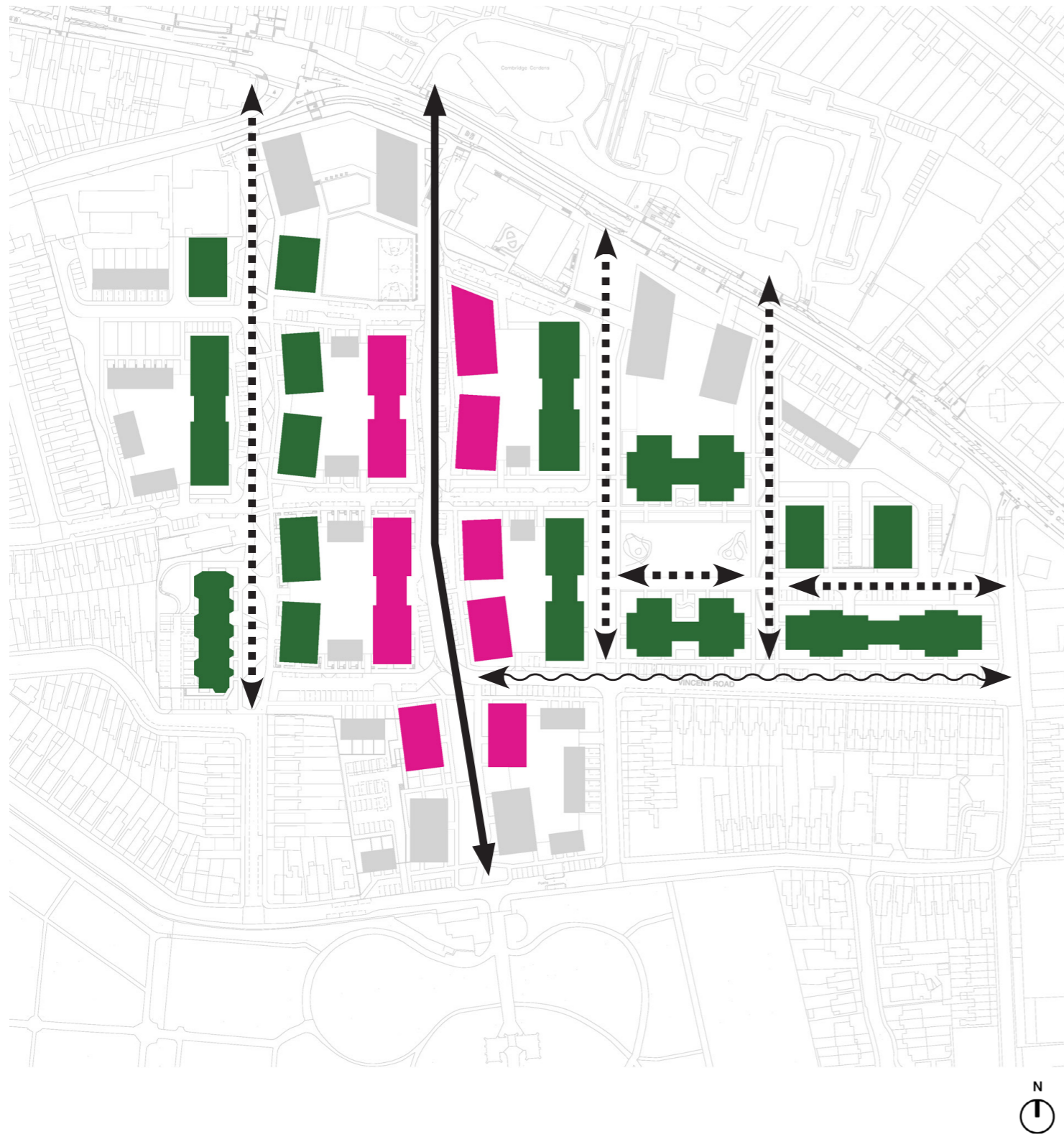


Figure 3.9: A consistent Design Palette along key routes

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text

3.0 Site-wide global guidelines Palette Coding

Background: Colour reinforces the principal route

3.4 Background building palette

3.4.1 Buildings within the masterplan have been defined as either Foreground or Background Buildings.

3.4.2 The application of Design Palettes is primarily determined by the relationship buildings have to the primary routes through the masterplan.

3.4.3 The masterplan is predominantly broken into principal through routes and less public zones (residential areas and streets).

3.4.4 A shared design palette unifies buildings along each route or around key spaces to create distinct places - this assists with orientation, navigation and belonging.

3.4.5 Differentiation between the routes and spaces will typically be achieved through the application of an alternating palette between each north:south route.

3.4.6 The adjacent diagram (Fig.3.9) codes the application of Design Palettes to Façades / building elements within the primarily Public zones listed below:

- **Coded in Pink - the Principal Route:**
Madingley Avenue is the primary distribution route and principal trafficked road running centrally through the masterplan.
- **Coded in Green - the Public routes and the Principal Green space:**
 - Washington Av., Croxton Av. and Stapleford Way provide supporting north:south connectivity across The Site.
 - Cambridge Grove Gardens sit at the heart of the masterplan, lined by the two public routes and Mansion buildings and sharing a common palette to unify this neighbourhood.

3.4.7 **The predominant treatment of a specific façade / building element must align with the palette coding outlined on Fig. 3.9 and expanded on throughout the Design Guidelines report.**

3.4.8 **Façades / building elements coded in Pink must adhere to the guidelines associated with Palette 01.**

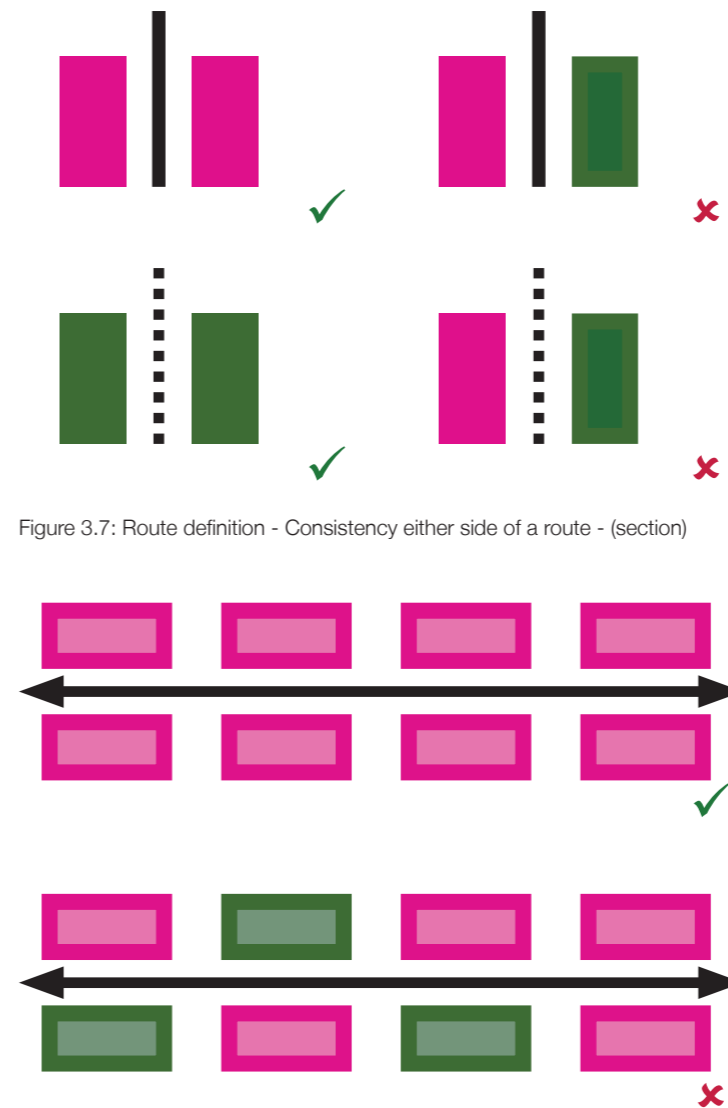


Figure 3.7: Route definition - Consistency either side of a route - (section)

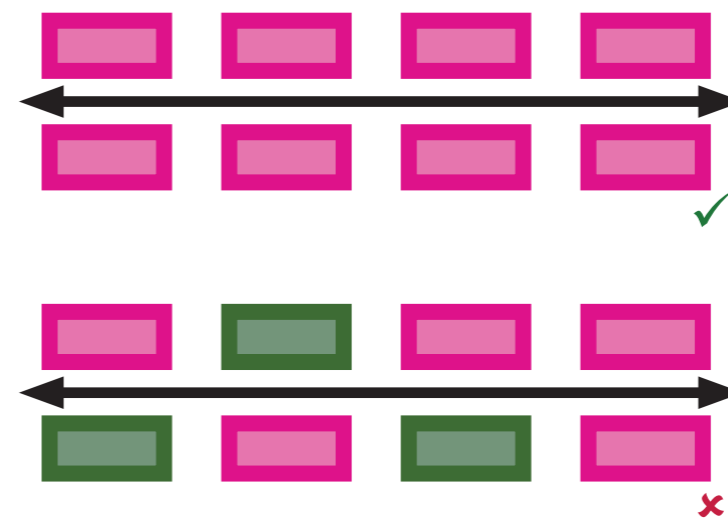


Figure 3.8: Route definition - Consistency along a route (plan diagram)

Legend:

- Colour palette 01 (Pink coding)
- Colour palette 02 (Green coding)
- Principal Route - Street hierarchy type 01
- Public Route - Street hierarchy type 02
- Public Route linking to Vincent Road
- Houses / Plinth: No prevailing palette