

15 January 2025

leonard design architects

Creating a better place

# CRP: Member Briefing

# Introduction

## The Project Team



### RAILPEN

The Railways Pension Scheme is one of the UK's largest and longest established pension funds.

Railpen is responsible for the safekeeping and investment of circa £30 billion on behalf of the scheme's 350,000 members who are connected to the railway industry.

Our mission is to pay our members' pensions securely, affordably and sustainably. To achieve this we invest the scheme's assets to generate strong investment returns.

### leonard design architects

Leonard Design Architects are nationally and internationally recognised designers, delivering award winning designs from individual buildings to major new build, mixed-use regeneration schemes. We apply a structured and thorough methodology to all of our projects. We listen, analyse, innovate, test and refine.

Leonard Design are shaping the futures of our towns and cities, influencing future trends in living, working, shopping and transportation, and imagining how we will be spending our time on leisure, sport, educational and cultural activities, helping us live greener and healthier lives.



# Introduction

## Railpen's Holdings in Cambridge

We are working together on all our projects to make Cambridge a more vibrant, equal, and enjoyable place for everyone to live, work, and visit.



# Introduction

## Existing CRP and Beehive Centre



South aerial view towards Cambridge Retail Park



North aerial view towards Beehive Centre



# Introduction

## Proposed Beehive Redevelopment



# The Framework provides a structure for the long term evolution of Cambridge Retail Park (CRP) into a sustainable and vibrant retail park for Cambridge.

It will serve as a steering document to inform the strategic development of CRP and will:

1. Secure the relocation of 'valued' retailers from the Beehive.
2. Ensure CRP continues to meet the future retail needs of the city and local communities.
3. Support the shared goal of transforming the character of Newmarket Road by enhancing the pedestrian and cycle experience and reducing congestion.
4. Introduce a thoughtful environmental strategy to improve the park's performance.
5. Provide a cohesive approach to the park's evolution, ensuring it remains 'open for business' throughout.

# Understanding CRP Today

An essential large format retail destination with supporting F&B and Trade offers. An important amenity for the people of Cambridge.



Starbucks & Pizza Hut

Kwik-fit

Retail spine

Coral Park

SCS & Nandos

CRP provides spin off benefits to the City Centre by way of linked shopping trips which encourage further visits to City Centre

Soon to be the only one of its kind in Cambridge, due to the changing retail environment.

Coldham's Lane

# Understanding CRP's Constraints

Established mature tree planting.

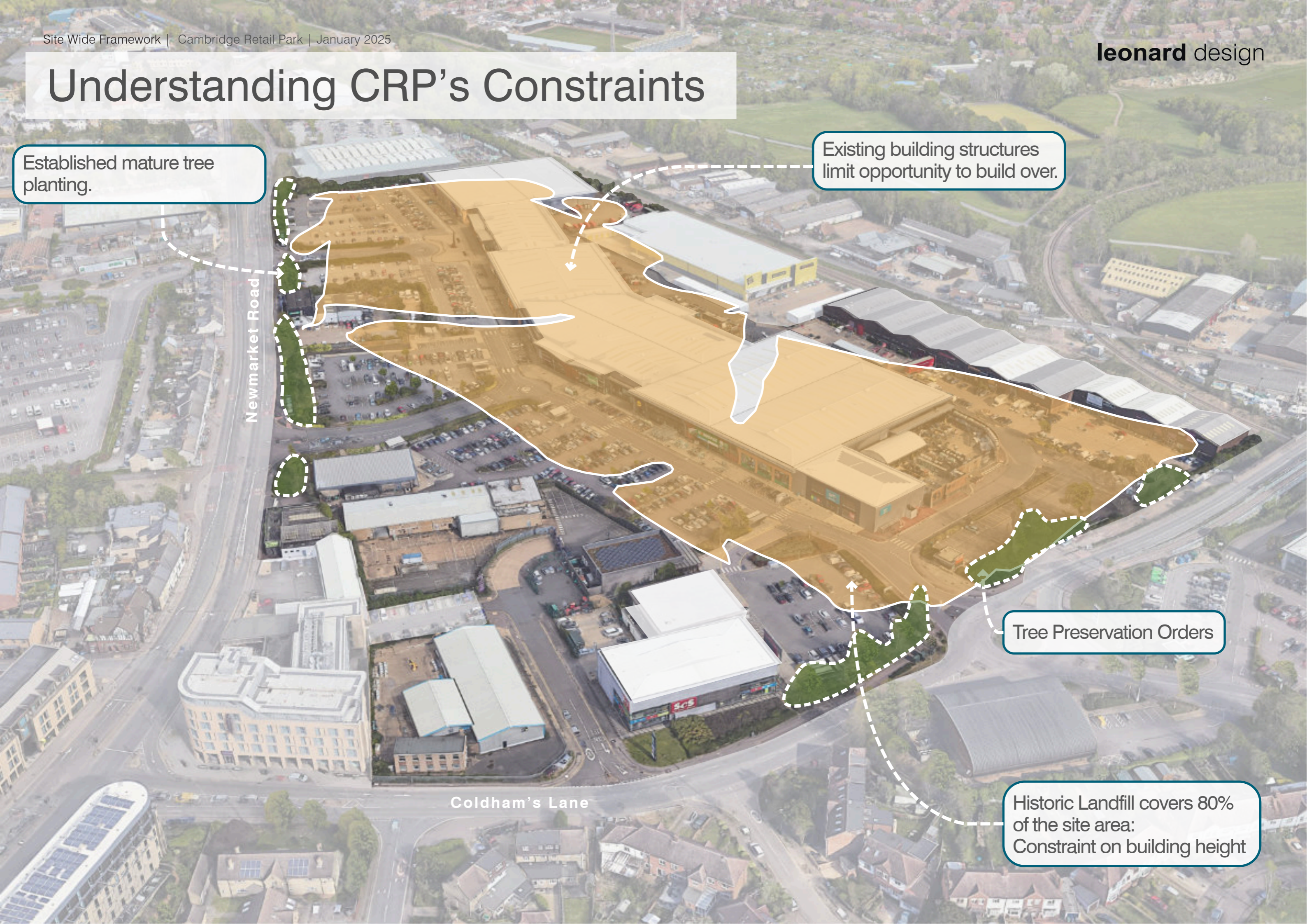
Existing building structures limit opportunity to build over.

Newmarket Road

Tree Preservation Orders

Historic Landfill covers 80% of the site area:  
Constraint on building height

Coldham's Lane





# Understanding CRP's High Level Constraints

Tenant lines of sight.

Tenant no-build zones

Tenant leases set min. requirement of 853 parking spaces across CRP

Tenant leases require 169 parking spaces in front of Lidl.

10+ year lease terms determine what can happen when

Exclusivity clauses limit what can go where

Tenant clauses limit uses in front of stores

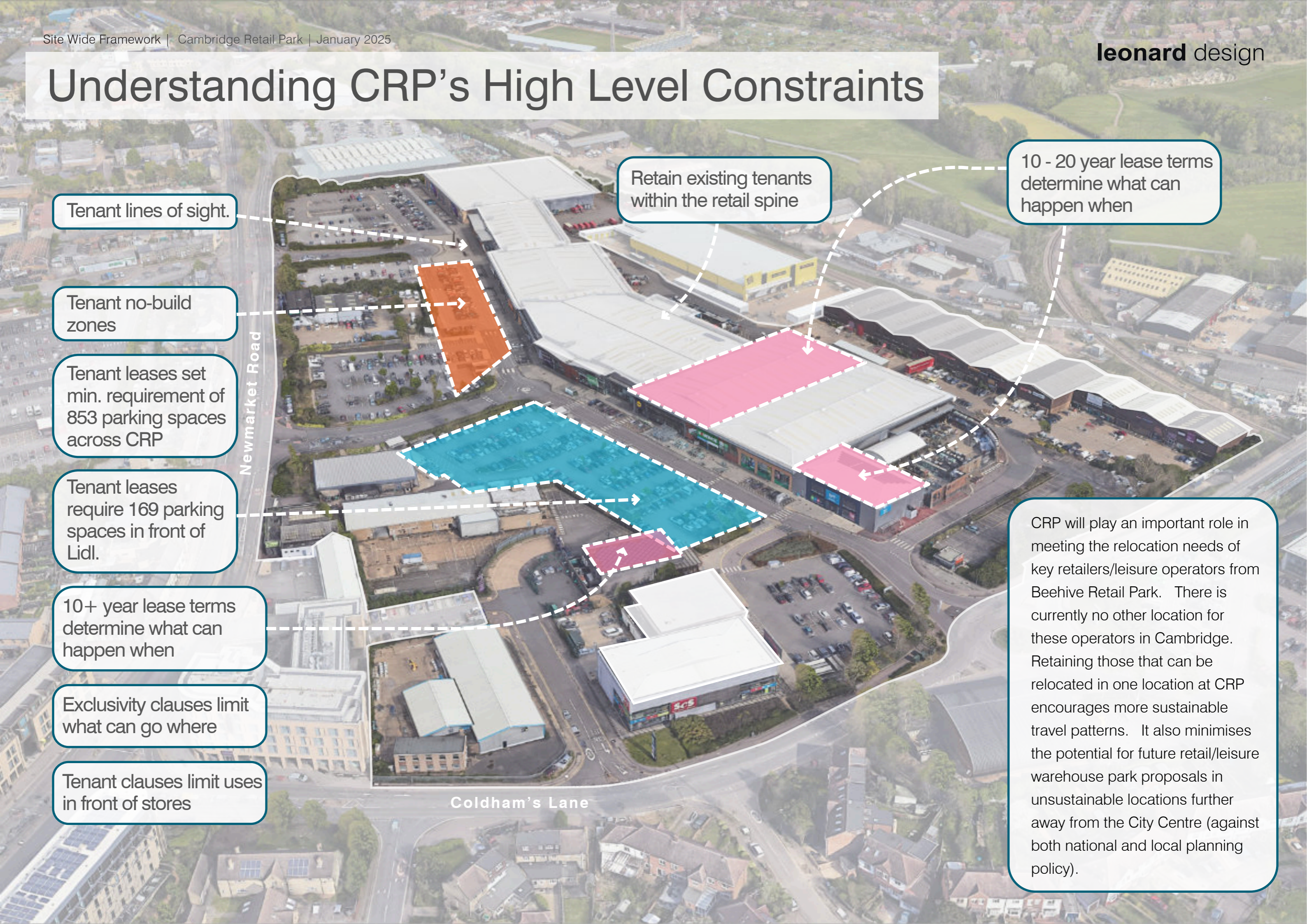
Retain existing tenants within the retail spine

10 - 20 year lease terms determine what can happen when

CRP will play an important role in meeting the relocation needs of key retailers/leisure operators from Beehive Retail Park. There is currently no other location for these operators in Cambridge. Retaining those that can be relocated in one location at CRP encourages more sustainable travel patterns. It also minimises the potential for future retail/leisure warehouse park proposals in unsustainable locations further away from the City Centre (against both national and local planning policy).

Newmarket Road

Coldham's Lane



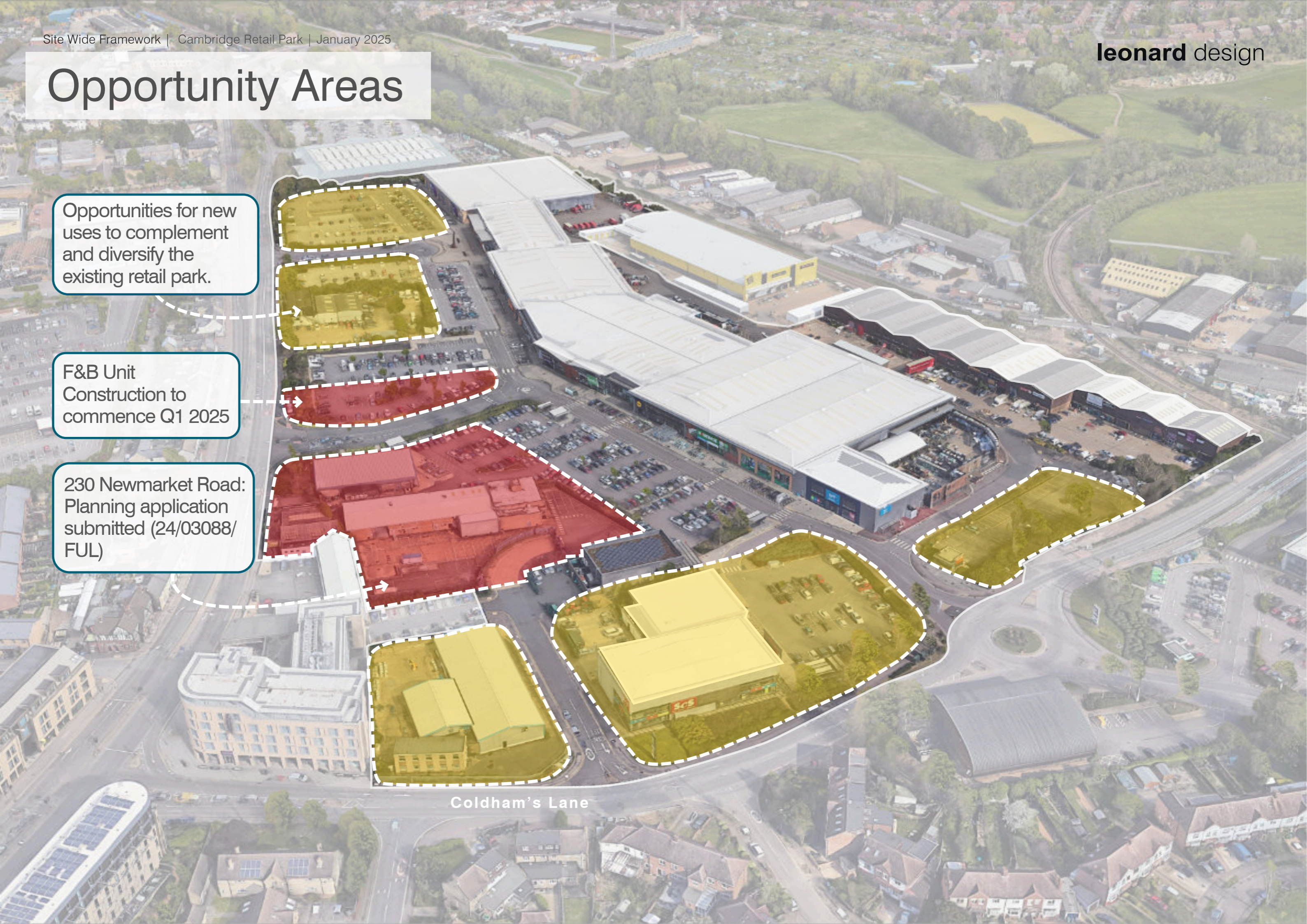
# Opportunity Areas

Opportunities for new uses to complement and diversify the existing retail park.

F&B Unit  
Construction to commence Q1 2025

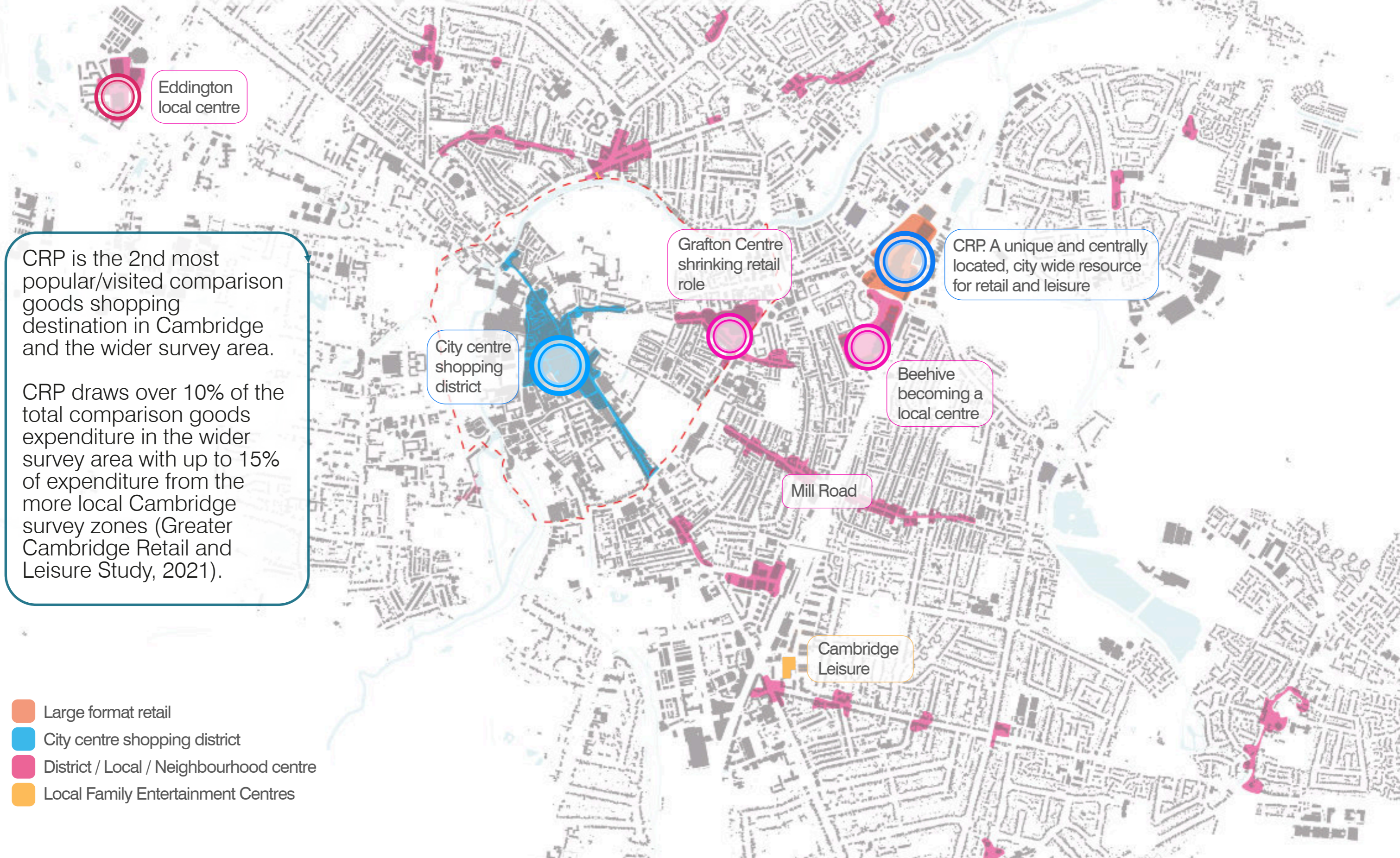
230 Newmarket Road:  
Planning application submitted (24/03088/FUL)

Coldham's Lane



# Understanding CRP's Unique Role

## In the Changing City Context



CRP is the 2nd most popular/visited comparison goods shopping destination in Cambridge and the wider survey area.

CRP draws over 10% of the total comparison goods expenditure in the wider survey area with up to 15% of expenditure from the more local Cambridge survey zones (Greater Cambridge Retail and Leisure Study, 2021).



# Existing CRP: SWOT Analysis

## Strengths and Opportunities

To be the only big box retail destination in Cambridge

Prominent and well known location within the city

Well connected on the edge of the city centre

Existing mature tree planting along Newmarket Road and Coldham's Lane

Existing long term tenancies

Adaptability and flexibility of existing units e.g. for decanting Beehive

A popular destination

Complements City Centre high street format

## Weaknesses and Threats

### Placemaking

- Low quality token landscaping and planting
- Lack of usable public space
- Surface car parking dominates

### Character / Experience

- Lack of street frontage
- Vacant units (today)
- Undefined public spaces

### Connectivity

- Car dominated environment
- Fragmented pedestrian and cycle connections

### Uses

- Mono culture of uses
- Types of uses do not encourage long dwell times

### Physical Constraints

- Buildings with a limited lifespan
- Historic landfill covers 80% of the site



# Assessing the Existing Site Against the 4Cs

Community, Connectivity, Climate, Character

## Community

### Pros

The only big box retail destination in Cambridge.

Existing long term tenancies.

A popular destination for locals.

### Cons

Vacant units.

Lack of usable public space.

Mono-culture of uses which do not encourage long dwell times.

## Connectivity

### Pros

Prominent and well known location in the city.

Well connected on the edge of the city centre with existing bus services.

Suitable and accessible parking provision for retail park use.

### Cons

Fragmented pedestrian and cycle connections.

Car dominated routes through the site which does not encourage walking/cycling.

## Climate

### Pros

Existing mature trees along Newmarket Road and Coldham's Lane.

### Cons

Car dominated environment with a predominance of tarmac.

Low quality token landscaping and planting.

Historic landfill covers 80% of the site.

Majority gas powered heating/cooling.

## Character

### Pros

Complements city centre high street format.

### Cons

Car dominated environment.

Big box retail with limited architectural character.

Undefined public spaces.

Token landscaping used to fill in leftover spaces.

Vacant units.

Lack of street frontage along Newmarket Road and Coldham's Lane.

# Opportunities for Enhancement

## Activating Under-Utilised Space



Variety of Seating



Improved Pedestrianised Routes

## Enhancing a Safe & Connected Public Realm



Improved Cycle Connections



Segregated and Safe Routes

# Opportunities for Enhancement

## Changing the Mix



Smaller retail



F&B



Leisure

## Culture & Art



Varying scales of artwork

## Greening the Site



Experience in nature



Enhanced biodiversity



Increased tree planting



# Moodboard

## CRP Ingredients

New facades & frontages



Playful signage



Activated streetscape



Smaller F&B Units

Variety of seating & planting



Interactive play & community



Pedestrian-friendly routes



Public Art

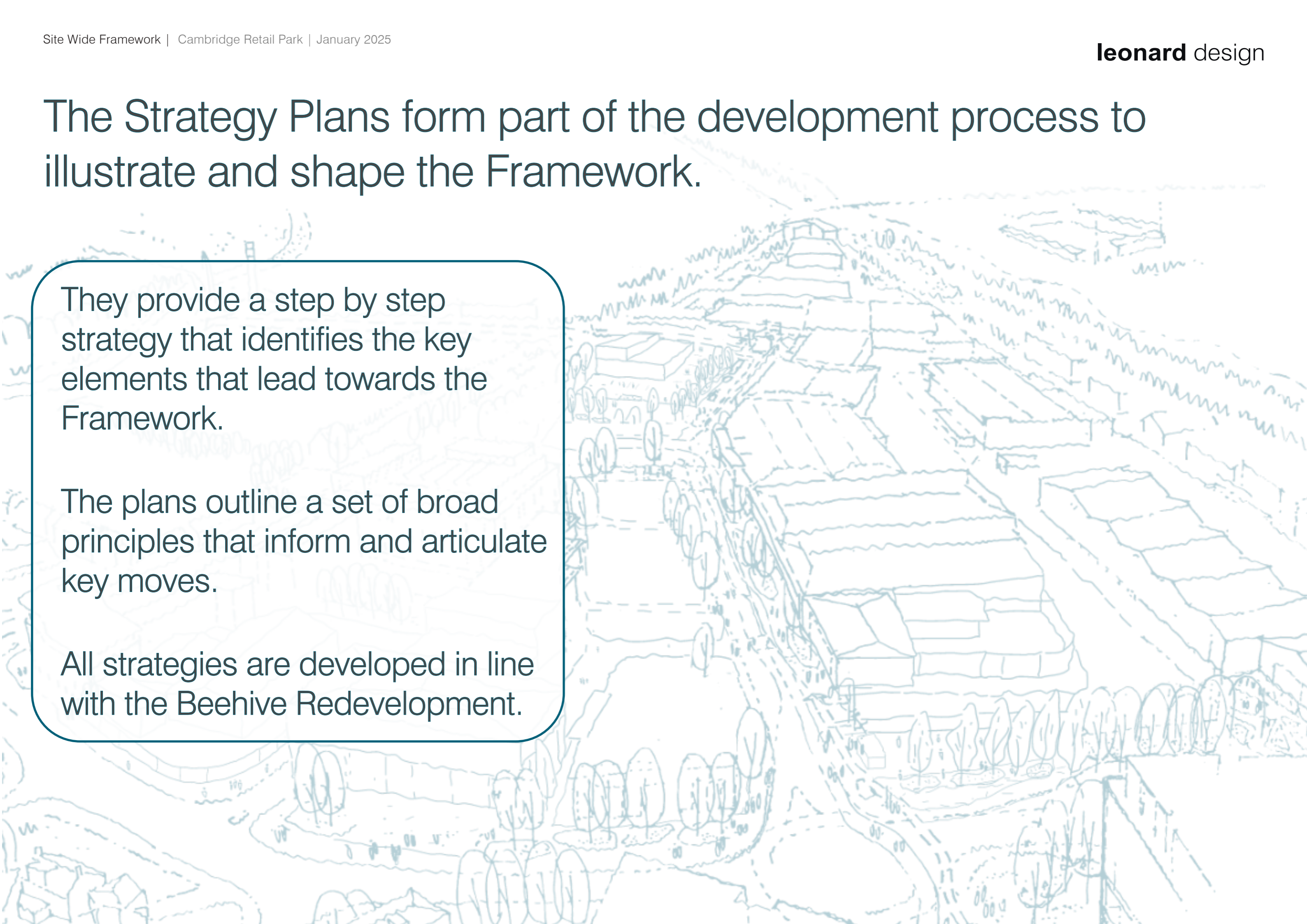
# Developing the Framework Principles for CRP: Strategy Plans

# The Strategy Plans form part of the development process to illustrate and shape the Framework.

They provide a step by step strategy that identifies the key elements that lead towards the Framework.

The plans outline a set of broad principles that inform and articulate key moves.

All strategies are developed in line with the Beehive Redevelopment.



# Environmental Strategy



## BREEAM

- BREEAM Excellent on new buildings
- BREEAM Very Good on existing buildings



## Re-use

- Extending the life of existing buildings
- Improving energy credentials of existing buildings



## Energy

- Photovoltaics on new buildings providing LZC energy on-site
- Move CRP over to an all electric approach to energy provision
- Develop proposals adopting the fabric first approach through the 'be lean, be green, be clean, be seen' energy hierarchy.

## Sustainable Travel

- Improved pathways and cycle routes to encourage walking/cycling and travel by public transport.
- Consolidated parking to manage private car use and encourage modal shift to walking/cycling and travel by public transport.
- Appropriate provision of EV charging infrastructure.
- Improved location of cycle parking to encourage cycling to/from the site.



## Landscaping

- Enhance landscape planting to promote biodiversity and reduce rainwater run-off.



## Water

- Developing proposals with the consideration of water efficiency as a priority.
- Seeking to achieve five BREEAM WAT 01 credits where feasible.

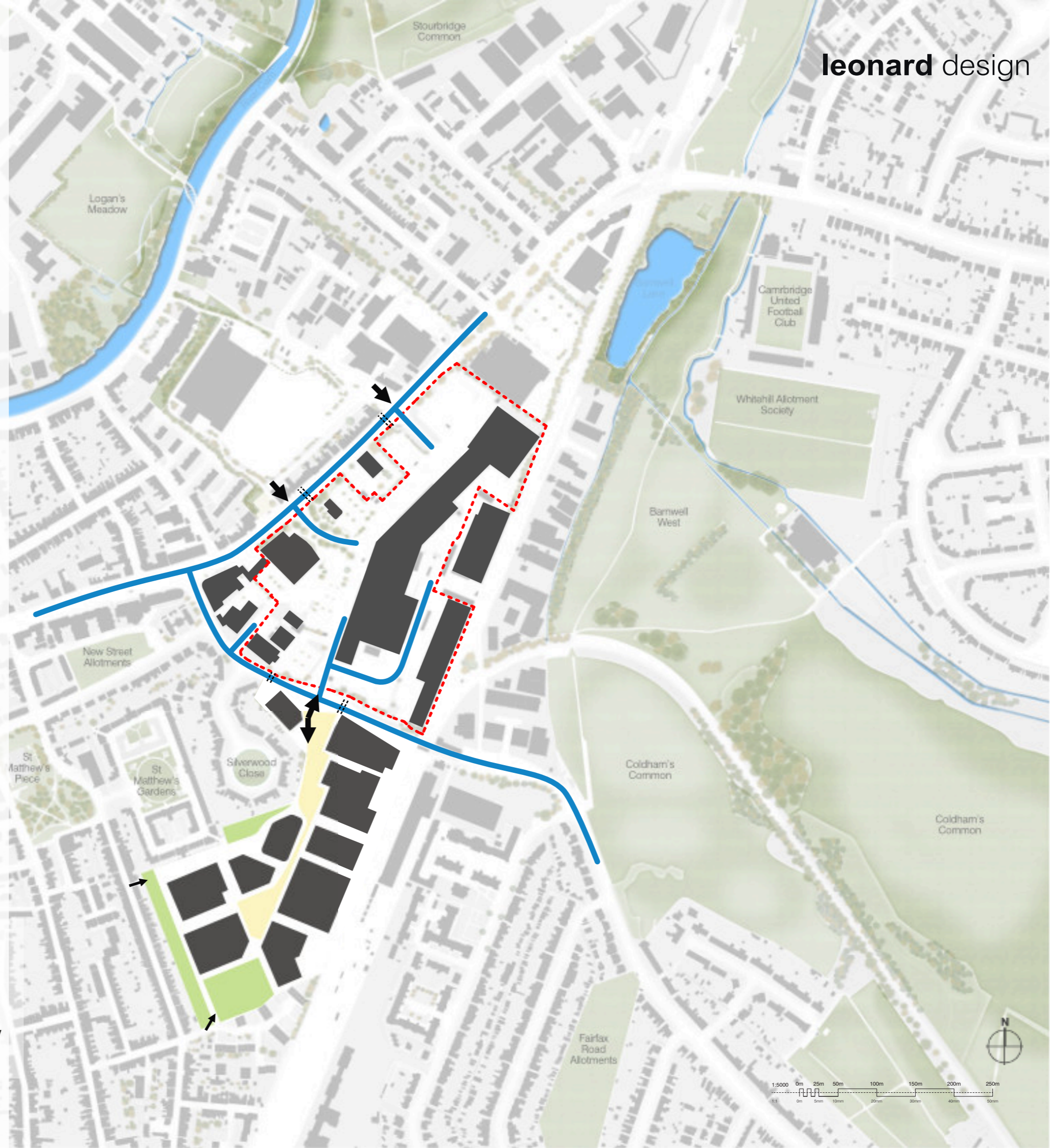


# Strategy Plans

## Site Constraints: Vehicle Access

Existing vehicular access and service routes will need to be maintained.

- Roads
- - - Existing Crossings
- ➔ Site Entry Points - Vehicle Junctions
- ➔ Site Entry Points - Pedestrian/Cyclists Only
- - - Site Boundary



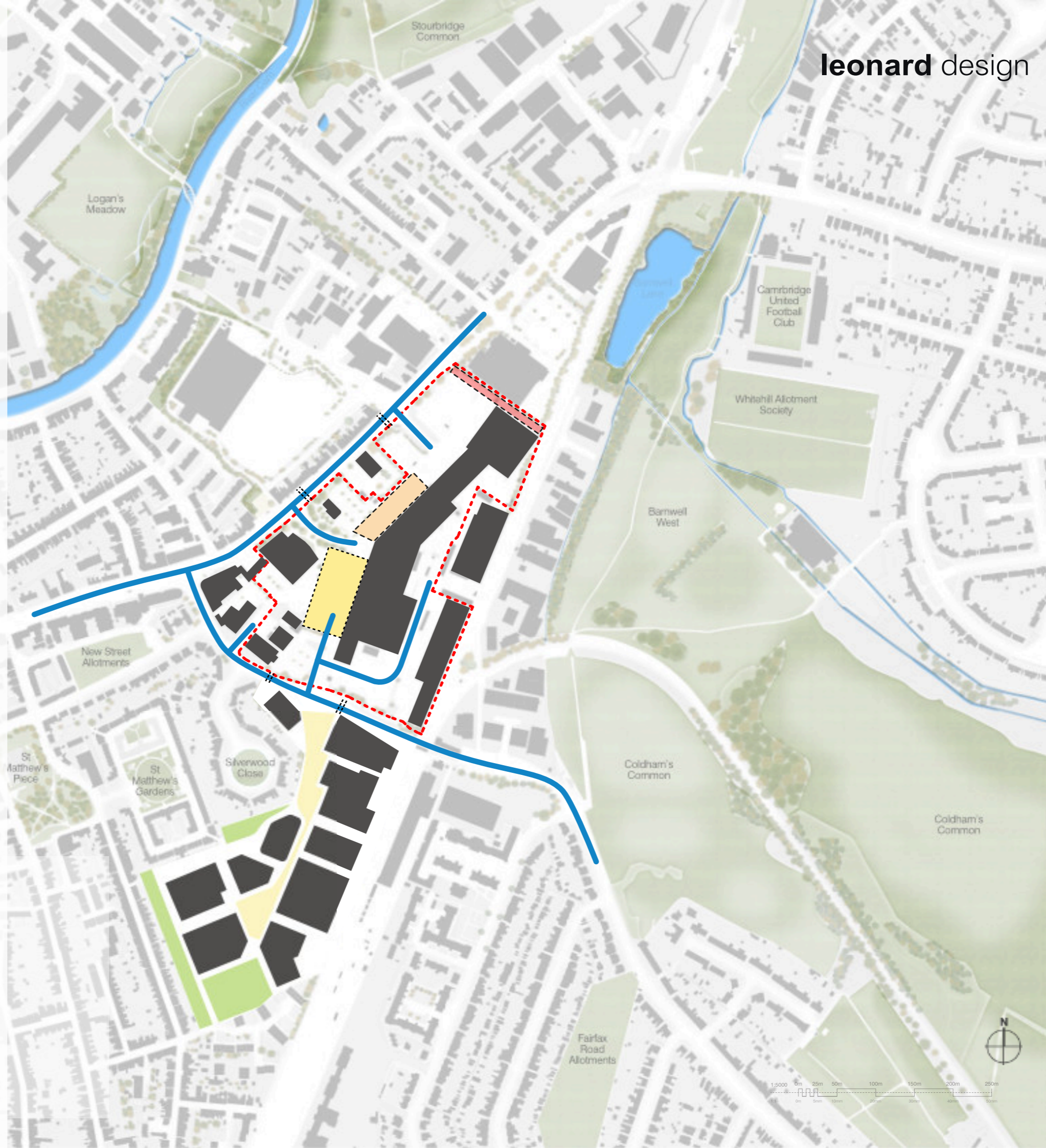
# Strategy Plans

## Legal and Tenancy Constraints

The Framework will need to work with existing and long-term legal and tenancy constraints.

- 853 minimum parking across the site
- 169 surface parking fix in front of Lidl.
- No build zones
- Visibility and exclusivity restrictions
- Sewer easement to the north of the site

- Sewer Easement
- No build zone
- Legally Protected Surface Parking  
- 169 spaces
- Roads
- ⋯ Existing Crossings
- Site Boundary



# Strategy Plans

## CRP & Beehive Current Proposals

### ① Starbucks + play space

Cafe pavilion with enhanced landscaping, including rain gardens and 'play on the way'.

Start on site Q1 2025

### ② B&M

Relocation from Beehive. Fit-out underway

### ③ 230 Newmarket Road

High quality office building with enhanced landscaping and roof terrace, forming a gateway marker on Newmarket Road.

Planning Committee March 2025

### ④ Beehive

New R&D cluster of lab and office buildings with new public realm and landscaping.

Planning Committee February 2025

--- Existing Crossings

--- Site Boundary



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Starbucks + play space



230 Newmarket Rd



Beehive

# The Beehive Proposals





# Strategy Plans

Fix Permeability: Pedestrian & cycle routes connecting to Beehive, the riverside and Chisholm Trail.

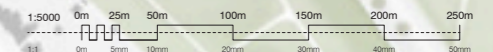
## 4Cs: Connectivity

- Permeable and accessible site for pedestrians and cyclists
- Improved cycle paths and pedestrian walkways
- Consolidated parking strategy to promote walking/cycling/traveling via public transport
- Appropriately located cycle parking
- Potential for new bus stop to increase connectivity to the site

CRP Greenway  
Construction 2027

Beehive Greenway  
Construction Phase 1  
2028

- Roads
- - - Existing Crossings
- Greenway
- - - Site Boundary
- Existing Cycle Network
- Chisholm Trail



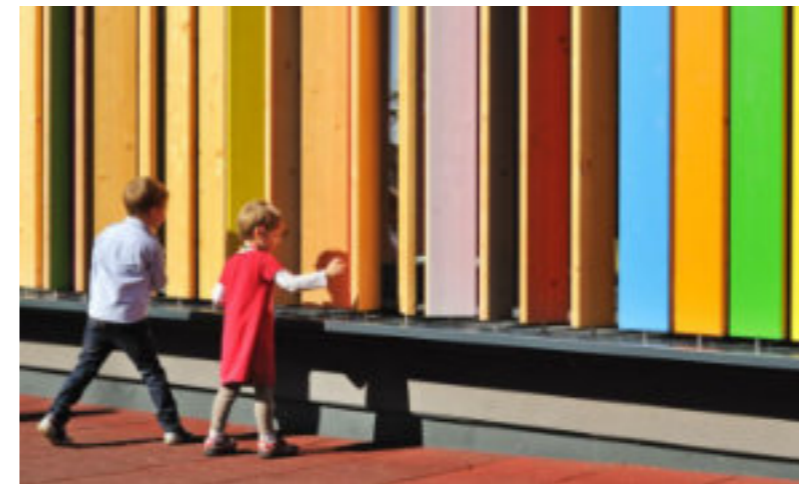
# The CRP Greenway



Green cycle spine running the length of the site with cyclist and pedestrian street furniture and facilities, tree planting and rain gardens



Clearly designated two-way cycle lane designed as part of wider public realm



Interactive signage and welcome boards

### Placemaking

- Integration of CRP in to the wider Cambridge sustainable transport network
- Celebrating the city's love of cycling
- Better bus services
- More tree planting

### Character/Experience

- Safe and welcoming for all cyclists regardless of age or ability
- Sufficient cycle stands and pit-stops with seating, drinking water, litter bins and WiFi access
- Consistent materials with Beehive Redevelopment

### Connectivity

- Extension of The Beehive Greenway
- Part of the wider Chisholm Trail
- Gateway entrances on Coldham's Lane and New Market Road

### Uses

- Two-way cycle lanes
- Regular pedestrian-priority crossing points with wayfinding and signage
- Rain gardens to capture cycle path surface water run-off



Public Art - Dinky Robots from the creators of Dinky Doors



Planting to soften car parking areas



Tree planting can be used to separate cyclist and pedestrian routes



Clear and safe crossing points for pedestrians

# Strategy Plans

Addressing vacancies and frontages within the existing retail spine.

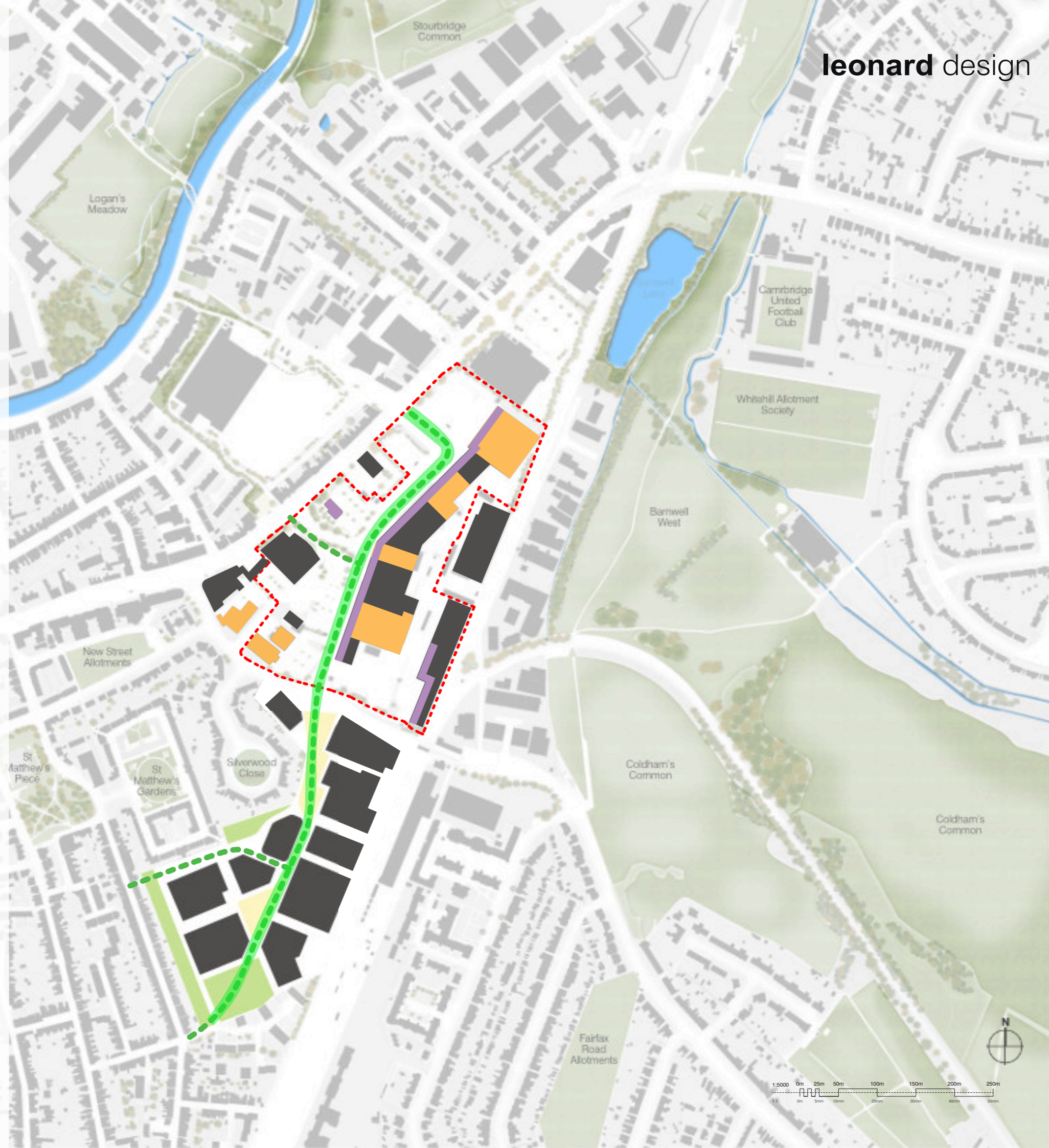
## 4Cs: Climate

- Adaptation of existing buildings to lengthen life span
- Enhancement of energy credentials of the buildings

## 4Cs: Character

- Maintain primary retail buildings
- Updating existing retail spine to enable relocation of tenants from the Beehive Centre.
- Improvements to the retail users experience

- Frontages
- Sites for Retail Upgrades / Development
- Greenway
- Site Boundary



# Strategy Plans






Consolidate surface parking into MSCPs to free up space for densification and new uses.

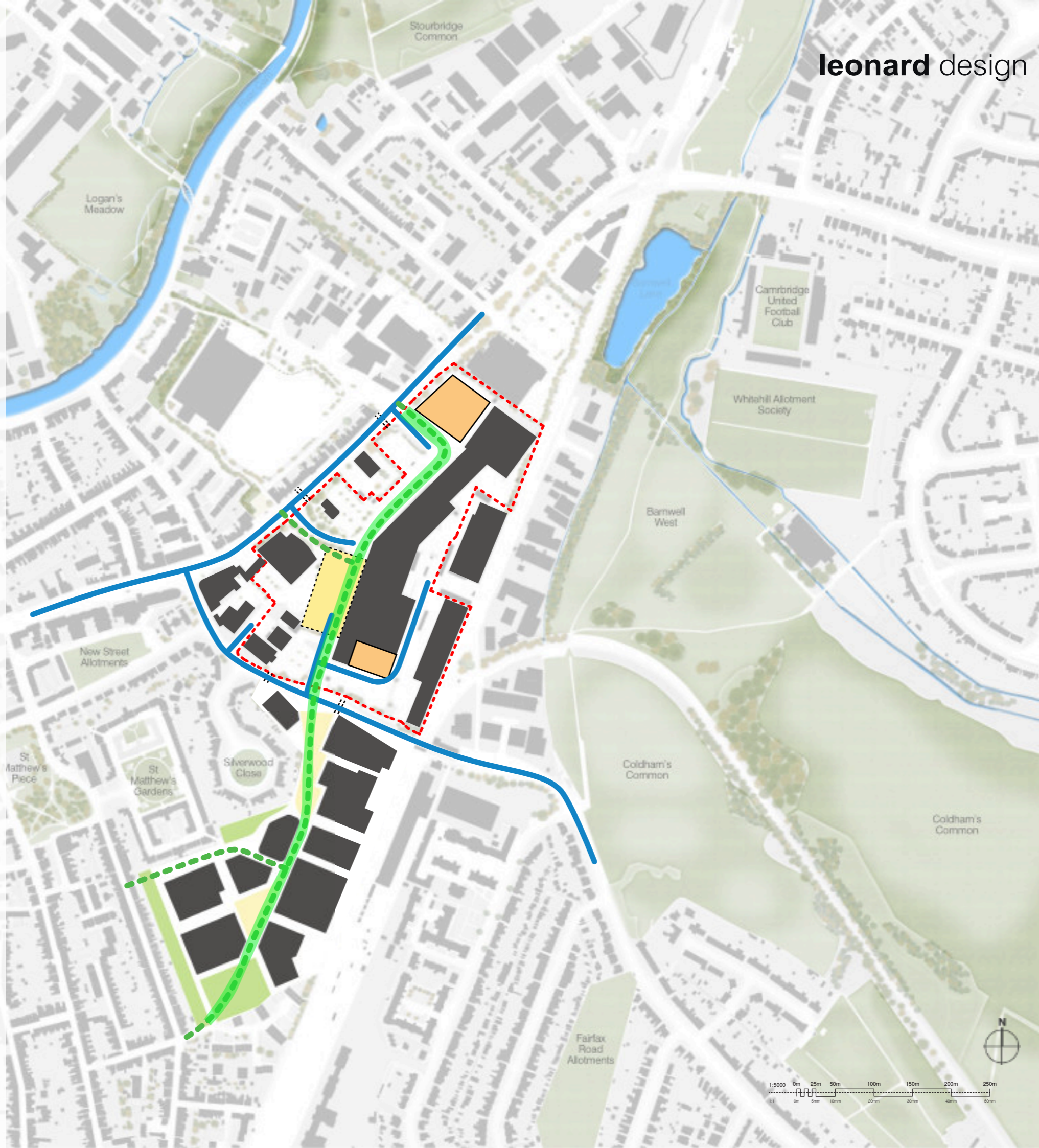
## 4Cs: Connectivity

- Consolidate parking and improve pathways and cycle routes to create a safer journey for pedestrians and cyclists.

## 4Cs Character

- Creation of development plots for new retail, leisure and F&B including relocation of tenants from the Beehive Centre.

-  MSCP
-  Legally Protected Surface Parking
-  Roads
-  Existing Crossings
-  Greenway
-  Site Boundary



# Strategy Plans

Opportunities for densification and reinforcement of Newmarket Road and Coldham's Lane streetscape: The Next 3-10 years.

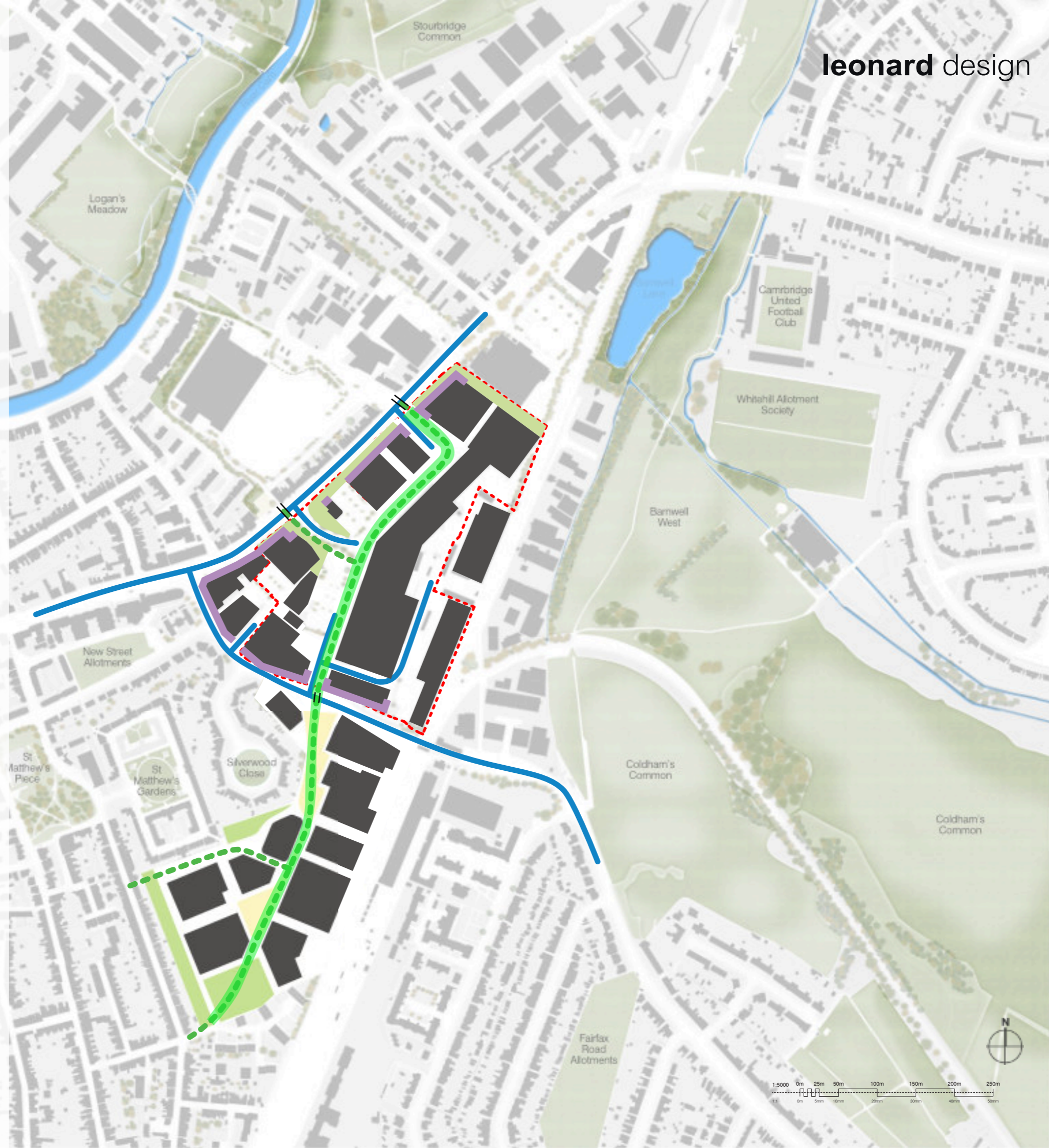
## 4Cs: Character

- Improve character and identity of Newmarket Road and Coldham's Lane with new facades, frontages and streetscape.

## 4Cs: Community

- Introduce a wider variety and mix of uses that extend activity of the site into the evening and encourage longer dwell times and multi-purpose visits.

- Frontages
- Roads
- Future Crossings
- Greenway
- - - Site Boundary



# Transport

# Transport Strategy

## Transport Framework

### Current transport and local issues

- Currently car- dominated, 'Big Box' retail with higher car use
- Low density, wide spaces of tarmac
- Poor conditions for walking and cycling
- Transport dominated by the car

But really important local retail facilities.....

Some local issues to consider:

- Wider impacts on local network
- Through traffic movements on the site
- Football parking
- Some uncontrolled parking nearby



# Transport Strategy

## Transport Framework

### The transport opportunities...

A good location to keep core retail/leisure uses in inner Cambridge - easy walking and cycling range of many residents/employees, close to bus services.

This provides the potential to reduce the need to travel and have more sustainable travel choice.

Lots of transport opportunities:

- Greater mix of units, more food & beverage and leisure
- More local customers and linked trips
- Better permeability and links to adjacent areas
- Change the 'look and feel' of the centre
- Build on other local plans for transport – GCP, City, Beehive

A new generation retail and leisure destination with sustainable transport links.



# Transport Strategy

## Transport Framework

### Transport Strategy

The sustainable transport strategy aims to:

- Improve the walking and cycle network and facilities
- Improve the public transport connections
- Parking management with a reduction in the parking ratio
- 'Monitor and Manage' over time

The team have had good discussions with County/GCP who are supportive of the approach, now moving these discussions on to more detail.



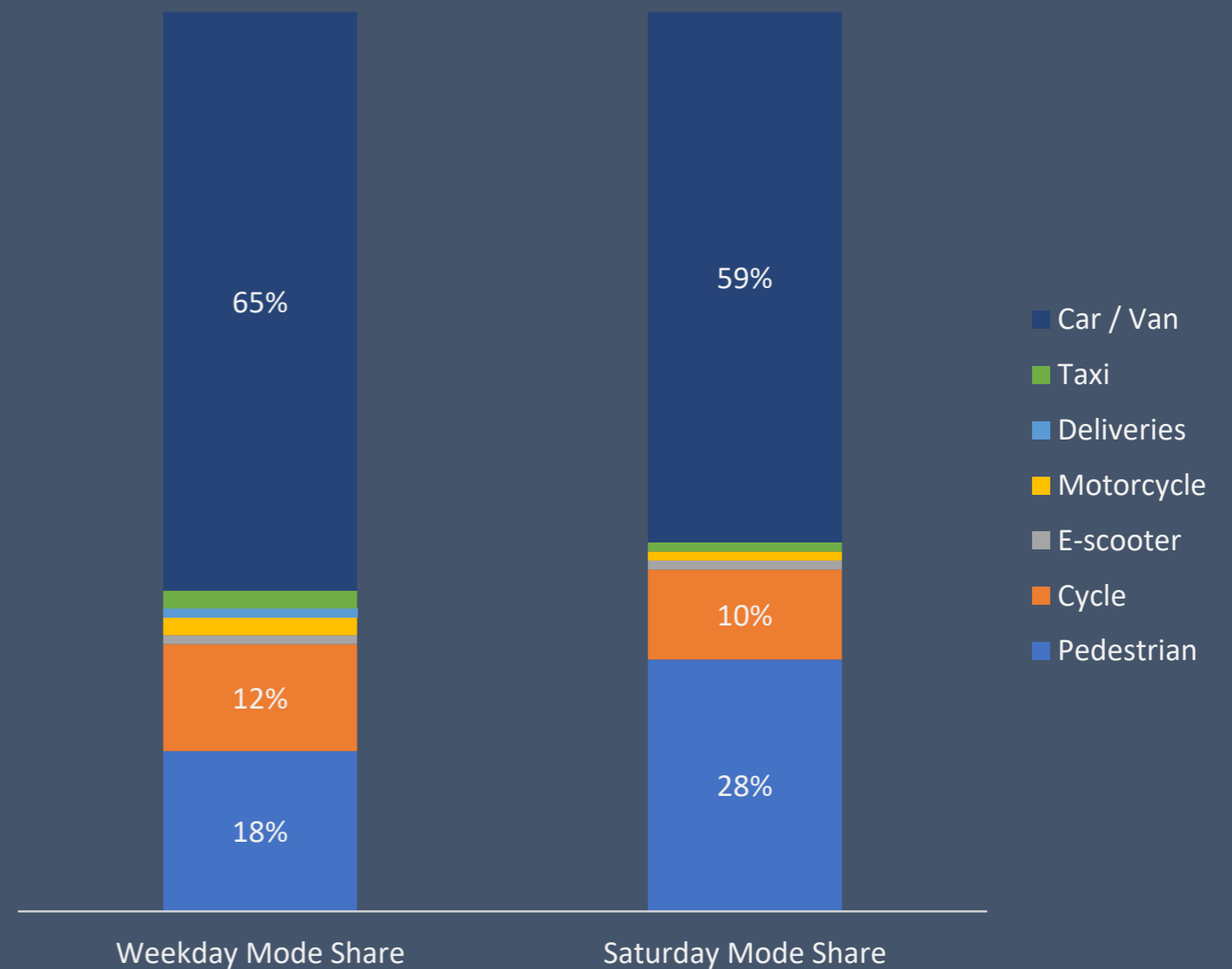
# Transport Strategy

## Transport Framework

### Existing Travel Behaviour

- Relatively high car mode share, typical of current uses, but a good base of walking and cycling trips to build upon.
- Clear opportunities to reduce the car mode share over time and to increase walking, cycling and bus use.
- Initial aim is to reduce the car mode share from 65% to 55% (weekday) and 59% to 49% (weekend)
- Quite a lot of change needed in a centre with food retail and 'Big Box' units – will take time

Existing CRP Mode Share



Source: CRP Surveys, Nov 2022

# Transport Strategy

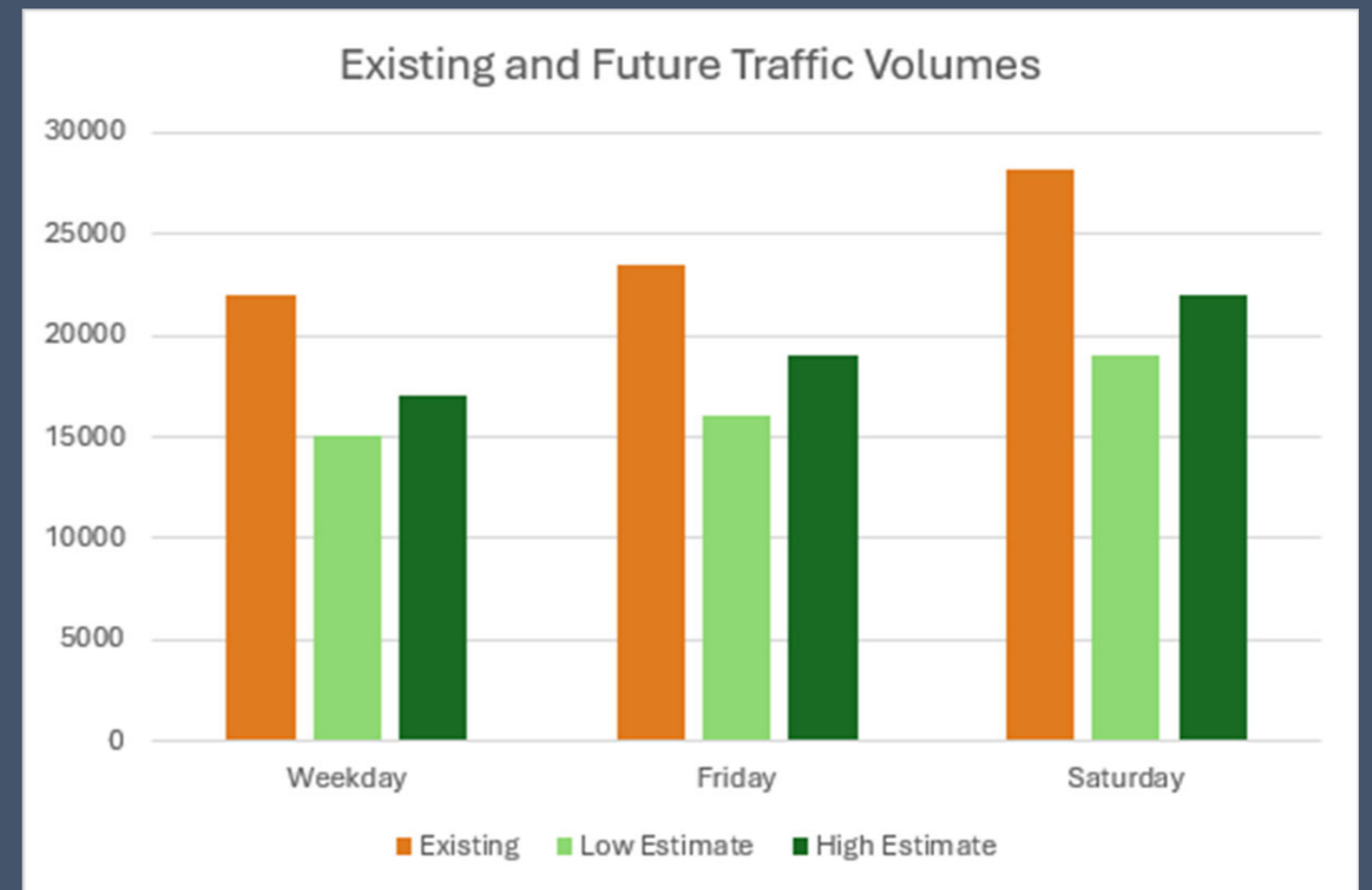
## Transport Framework

### Future traffic Beehive + CRP – current estimates

Current estimates are for a 20-30% reduction in daily trips from current Beehive/CRP to the new Beehive/CRP.

The combined traffic will be lower because of less Beehive parking, more linked trips and mode shift.

Range shown depends on assumptions about mode shift - still to be agreed with County.



# Transport Strategy

## Transport Framework

### How will mode shift and car trip reduction happen?

#### Change in nature of the centre

- Look and feel of centre will move away from the car
- Change in nature will attract more local customers using cars for fewer trips
- Better offer on one site reduces the need to travel

#### Buses

- Improvements to buses to target retail use
- Better access to bus stops

#### Cycling & Walking

- Part of new strategic cycle route
- Many more cycle parking spaces
- Better crossings and routes for pedestrians

#### Parking

There will be fewer parking spaces in relation to floor area

# Transport Strategy

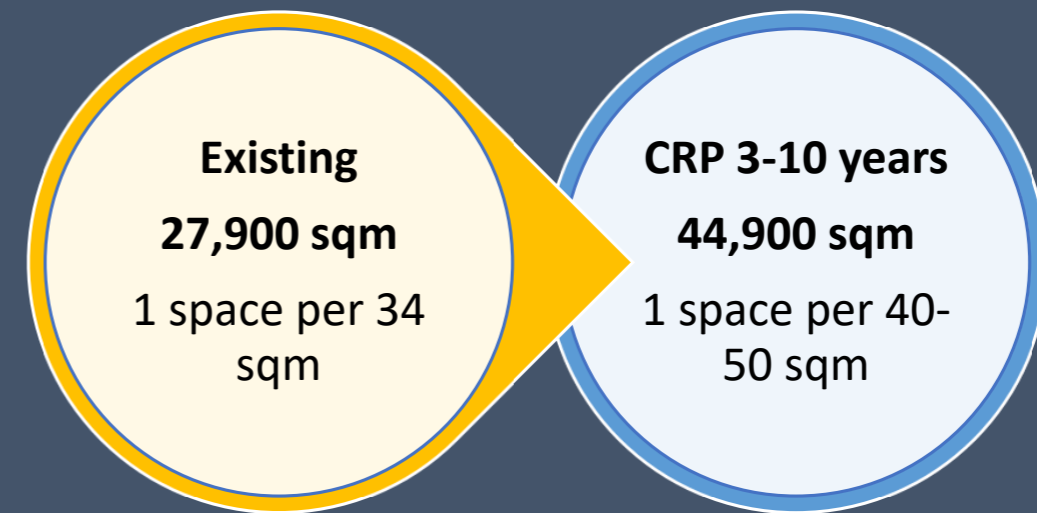
## Transport Framework Parking Strategy

Balance – provide enough parking for leases and future use, but reduce the ratio of provision over time to encourage sustainable travel.

Ensure appropriate level of blue badge spaces/EV

Current plans are for an additional 60-160 spaces

A Car Park Management Plan



# Transport Strategy

## Transport Framework Current plans/future concepts

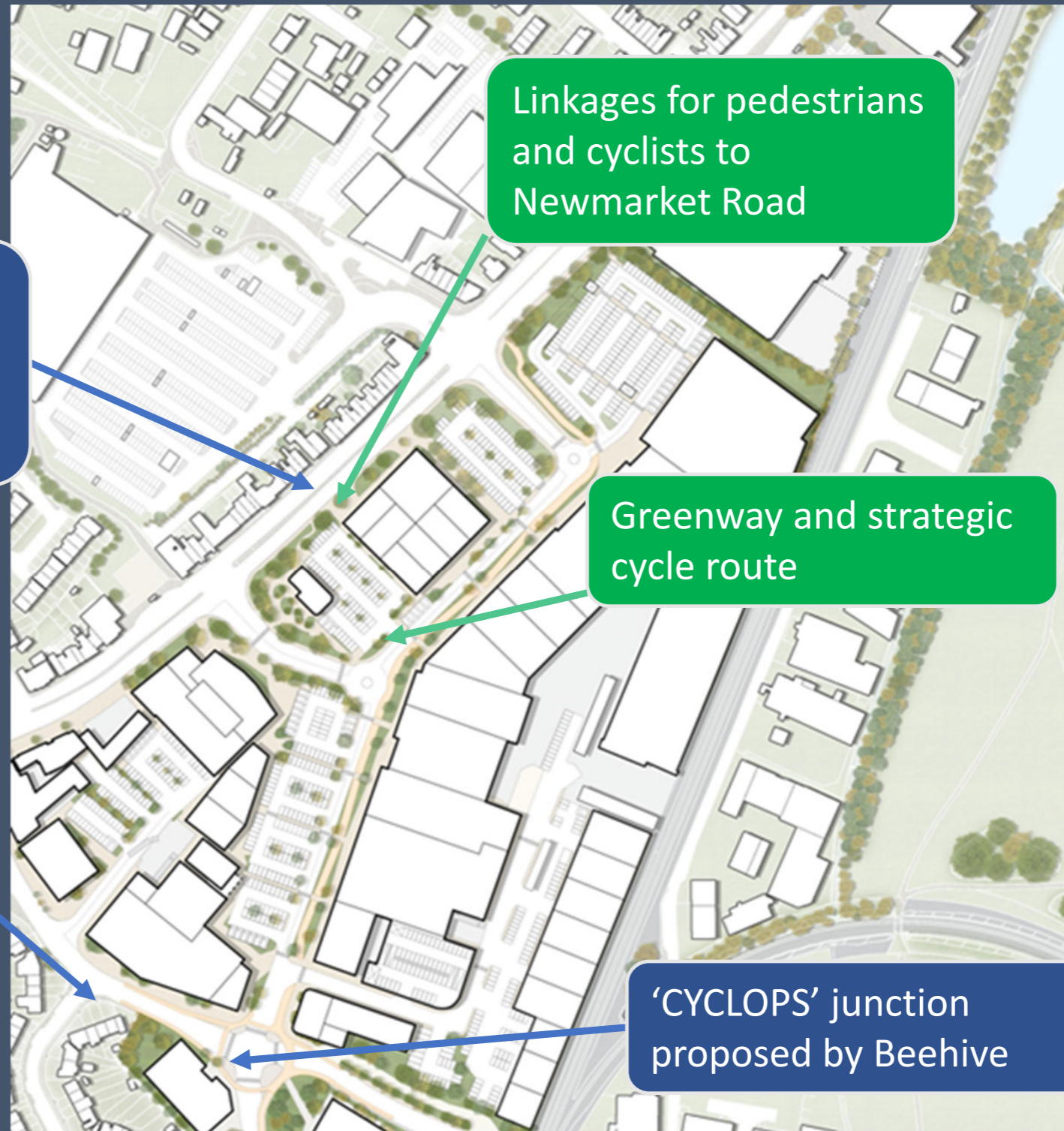
GCP cycling/bus improvements proposed on Newmarket Rd – discussions regarding interfaces and co-ordination

Coldham's Lane cycle lanes and side road treatments proposed by Beehive

Linkages for pedestrians and cyclists to Newmarket Road

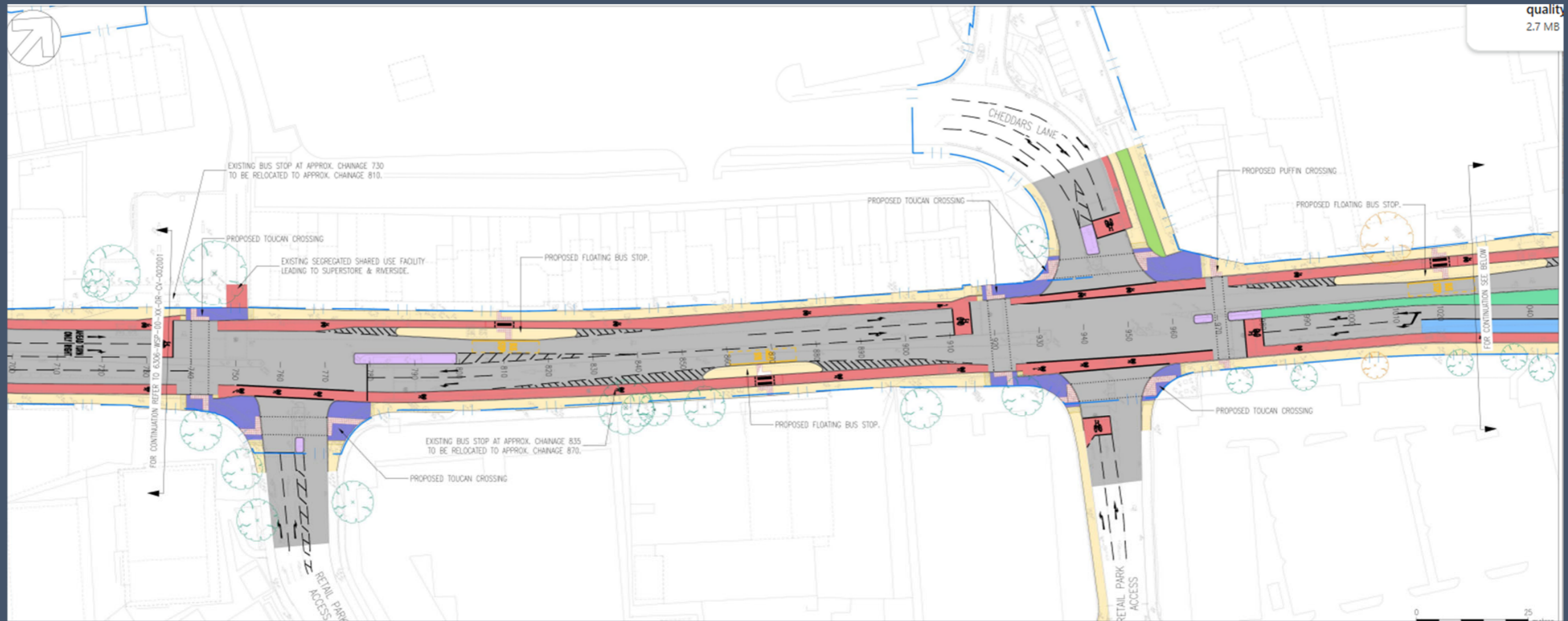
Greenway and strategic cycle route

'CYCLOPS' junction proposed by Beehive



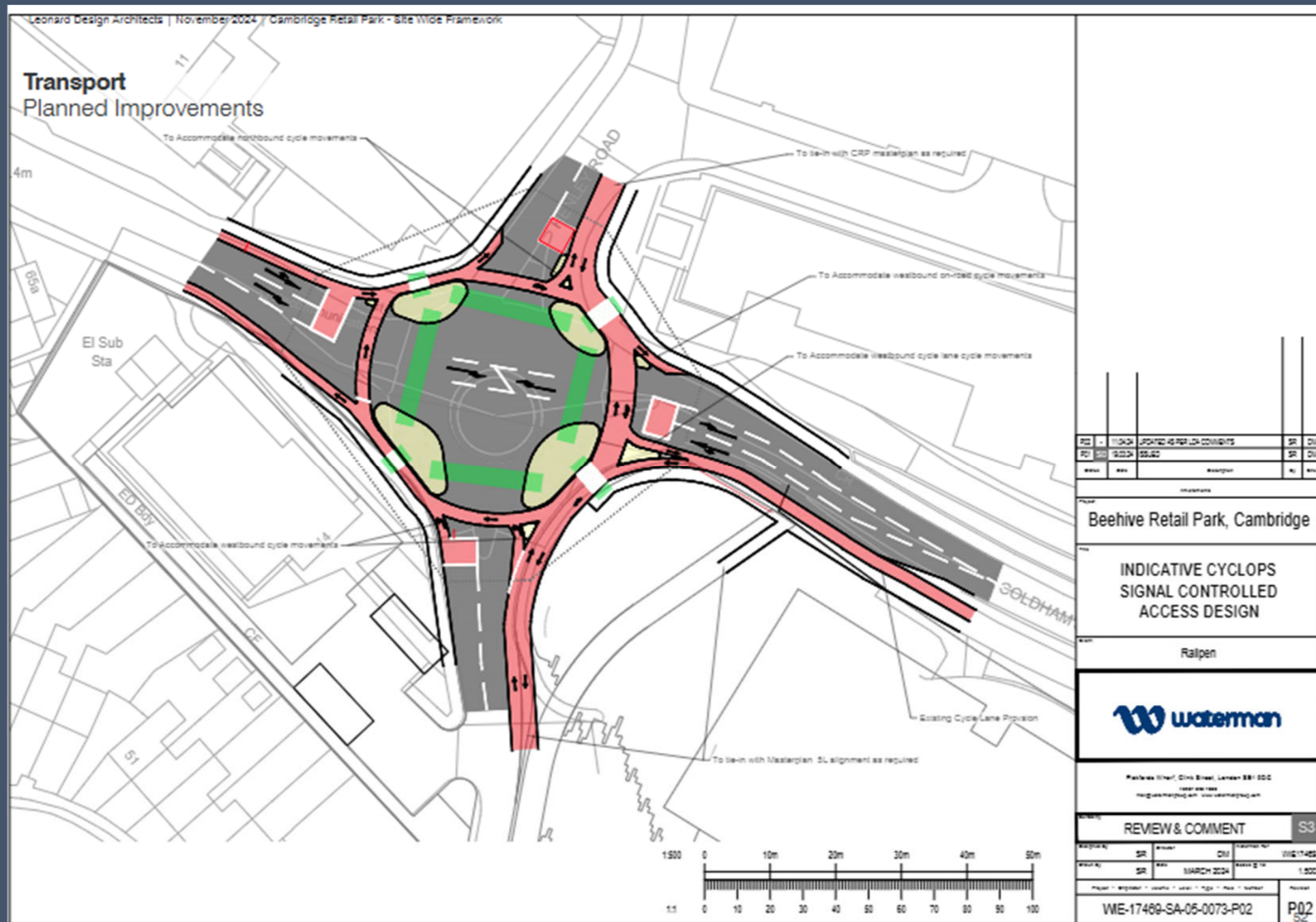
# Transport Strategy

## Newmarket Road GCP Proposals



# Transport Strategy

## Coldhams Lane Junction Current Design



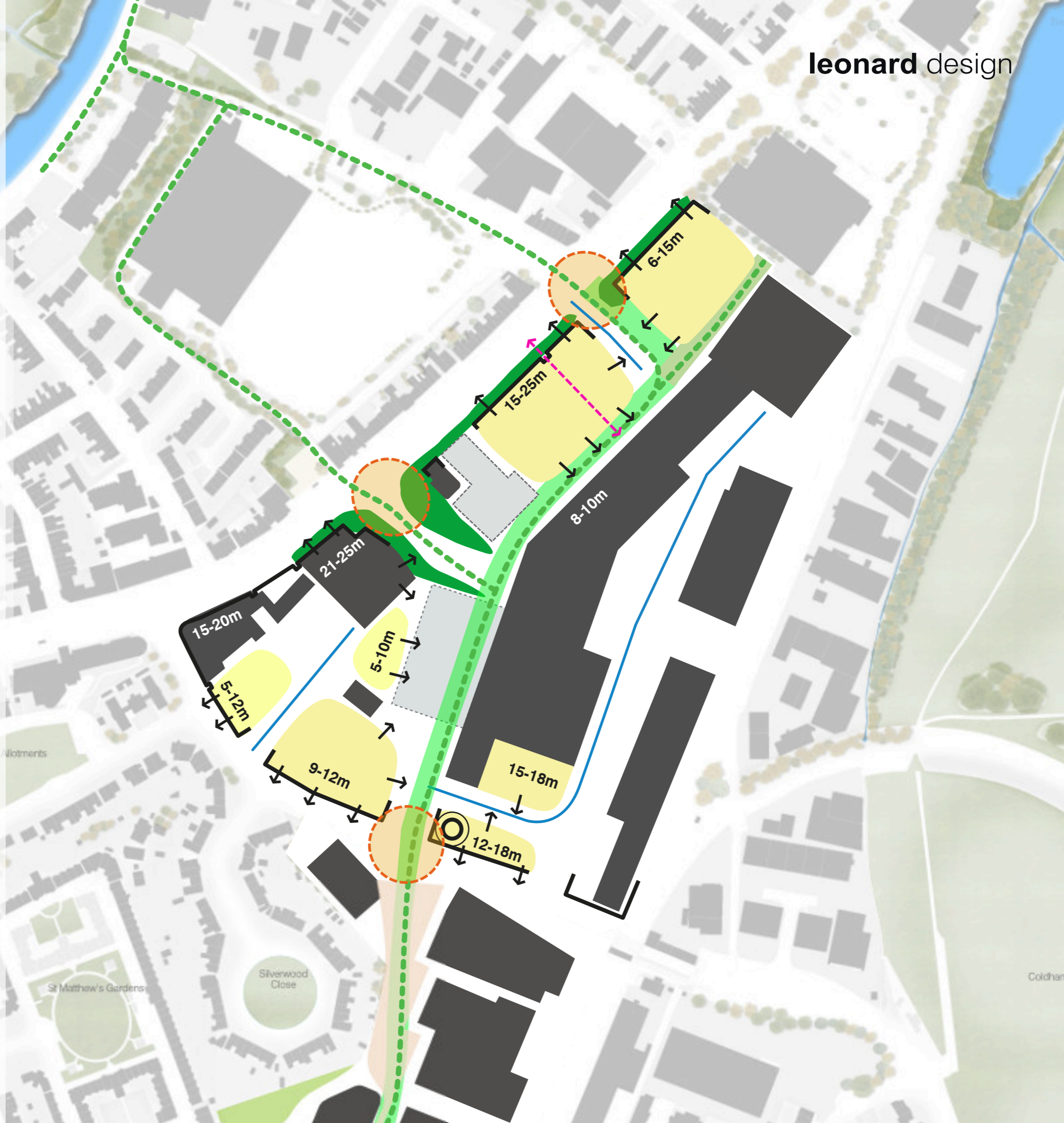
15/01/2025



# Framework Plan

# Framework Plan

- The Greenway Route enhanced pedestrian and cycle connections
- Gateways with enhanced public realm and junctions
- Enhanced soft landscaping and planting along Newmarket Road
- Existing buildings
- Surface parking
- Servicing
- Indicative new plots for new uses
- Opportunity for localised increase in height as an urban marker
- Opportunity for visual links
- Opportunity for activation



# Assessing the Framework Proposal against the 4Cs

Community, Connectivity, Climate, Character

## Community

Facilitate the relocation of 'valued' retailers from the Beehive Centre.

Complement adjacent uses, including interactions with the Beehive Centre and neighbouring residential areas.

Provide a wider variety and mix of uses that extend activity of the site into the evening and encourage longer dwell times and multi-purpose visits.

Creating a family-friendly destination.

## Connectivity

Develop a permeable and accessible site for pedestrians and cyclists to/from and within the site.

Address private car use by managing car movements and encourage modal shift to walking / cycling / public transport.

Enhance pathways / cycle routes to and through the site for pedestrians and cyclists to create a safer and more pleasant journey.

## Climate

Extending the life of existing buildings.

Fabric first approach to sustainability of existing and new buildings with passive design principles included.

Enhance landscape planting to promote biodiversity and reduce rainwater run-off.

Appropriately located cycle parking to encourage sustainable transport around the site.

Provide appropriate provision and location of EV parking on site.

All electric approach to energy provision.

LZC provision to new buildings.

## Character

Improve character and identity of Newmarket Road and Coldham's Lane with new facades and frontages.

Enhance the existing streetscape of the retail park through new architecture and building mass.

Improvement to the general character of the site with reasonable enhancements to landscaping and public realm.

January 2025

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# Delivering the Framework Plan

# New Uses

The plan illustrates how the CRP Framework will secure the relocation of 'valued' retailers from the Beehive and ensure CRP continues to meet the future retail needs of the city and local communities.

- 01. Asda
- 02. Northern multi-storey car park
- 03. Curry's
- 04. B&M (on-site)
- 05. TK Maxx & Next / M&S  
(Tenancies are subject to commercial negotiations)
- 06. Southern multi-storey car park
- 07. New aparthotel
- 08. TK Maxx & Next / M&S  
(Tenancies are subject to commercial negotiations)
- 09. Wren Kitchens
- 10. Local/Independent retailers and F&B
- 11. Starbucks and play space (on-site Q1 2025)
- 12. New mixed use leisure and F&B
- 13. Opportunity site

Locations for Pets at Home and Hobbycraft are currently being assessed.



## 11. Starbucks + play space

Enhancing the public realm



# Implementing the Vision



Enhanced landscaping to promote biodiversity and dwell times.



Opportunities for interaction and play



Enhanced pathways and cycle routes to create a permeable and accessible site



MSCPs to consolidate parking on site



Provision of EV parking on site



Relocation of 'valued' retailers



New facades and frontages to improve character of Newmarket Road and Coldham's Lane

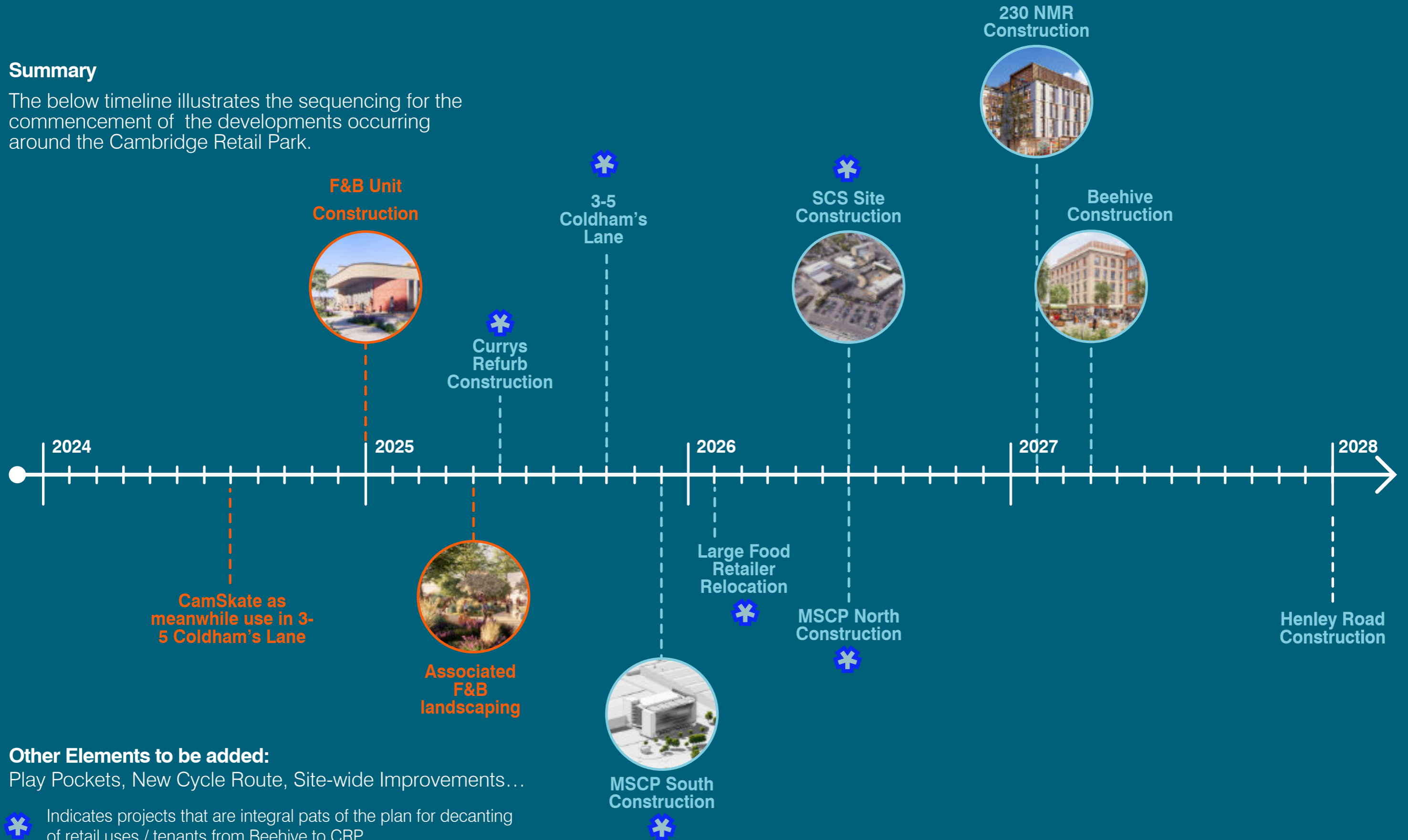


Creating spaces for new uses

# Delivering the Project

## Summary

The below timeline illustrates the sequencing for the commencement of the developments occurring around the Cambridge Retail Park.



### Other Elements to be added:

Play Pockets, New Cycle Route, Site-wide Improvements...

\* Indicates projects that are integral parts of the plan for decanting of retail uses / tenants from Beehive to CRP.