Key Issues –

This was a large scale development of a complex and physically constrained site which involved the assessment of a wide range of considerations during the design of the proposed development.

The following issues were considered:

- Socio economics
- Landscape and visual effects
- Ecology
- Geological resources
- Archaeology
- Cultural heritage
- Agriculture
- Traffic & transport
- Noise
- Air quality
- Hydrology, Drainage & Flood Risk
- Utilities and services
- Sustainability; and
- Cumulative and interactive effects.

Purpose of the project

The purpose of the development was to facilitate the University of Cambridge’s long term success and provide the living and research accommodation required to enable the University to grow its research capabilities, and maintain its world class research position.

Description of the project

Pegasus Planning Group was appointed to coordinate an Environmental Impact Assessment and prepare an Environmental Statement in support of a planning application for 3,000 dwellings; 2,000 student bed spaces; 100,000 square meters of employment floorspace; new supermarket and community facilities including schools, a nursery, police station, primary health care centre, and a hotel to facilitate the long term growth aspirations of the University of Cambridge.
Lessons learnt

Throughout the entire EIA process a high level of consultation was undertaken with both statutory and non-statutory bodies to ensure that the design of the proposed development reflected the heavily constrained nature of the site.

The significant and thorough consultation process enabled issues to be identified in the early stages of the planning process resulting in several iterations of the masterplan to accommodate concerns of stakeholders.

Ultimately, the lesson learnt from the EIA process associated with the development at North West Cambridge is that ensuring early, thorough consultation with stakeholders is likely to lead to improvements to a development and removes the risk of issues arising further down the line of the planning process leading to significant delay and costs.

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