

Placemaking Guide

2020



Creu Lleoedd Cymru
Placemaking Wales



Placemaking Wales Charter

The Placemaking Wales Charter has been developed in collaboration with the Placemaking Wales Partnership, which is made up of stakeholders representing a wide range of interests. The Charter reflects the collective and individual commitment of these organisations to support the development of high-quality places across Wales for the benefit of communities.

In signing the Placemaking Wales Charter I/my organisation agree to support placemaking in all relevant areas of my/our work and promote the following principles in the planning, design and management of new and existing places:

People and community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.

Mix of uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Public realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

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1 Introduction



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1. Introduction

Placemaking involves working collaboratively across sectors and disciplines to comprehensively consider the future development of distinctive and vibrant places. However, placemaking is a term that is used widely and has different meanings in different contexts. This guidance document sets out in more detail what placemaking means, particularly in the planning context in Wales, so that all involved in shaping the built environment have a clear understanding. It covers, at a high level, key aspects of placemaking that should be considered and points to further reading sources that provide greater detail on each of the aspects.

Included in this document is the Placemaking Wales Charter (see inside cover) which has been developed in collaboration with representatives of a wide range of stakeholders and organisations associated with the built environment. This group, known as the Placemaking Wales Partnership, have signed up to the Charter to demonstrate the collective desire to improve the quality of places in Wales. There is a swell of support for placemaking which, if capitalised upon, could have significant positive benefits for the future of all the settlements across Wales.

Early consideration of all aspects of placemaking will not add significant cost to a project but will create greater value. Placemaking should help to ensure that places are robust and resilient, with lasting benefits for health, wellbeing, carbon reduction and wider environmental sustainability. A summary of the range of potential benefits of a placemaking approach is presented in Section 4 of the guide. A placemaking approach should be fully aligned with the goals and ways of working of the *Well-being of Future Generations Act (Wales) 2015*. Placemaking is enshrined in planning at the national level in Wales, and this guide seeks to support and elaborate on the policy set out in *Planning Policy Wales (PPW)* where placemaking is the central theme.

This guide is aimed at everyone involved in creating successful places including the local community, urban designers, planners, architects, landscape architects, developers, transport planners, highway engineers and ecologists amongst others. All professions and all individuals involved in planning, designing, developing or managing places need to work together at all stages towards a common placemaking agenda. It is recognised that the nature of places varies across Wales, that rural hamlets are different to town centres and that a woodland can be as much as place as an urban square. The focus of this guide is on settlements at all scales and locations undergoing change or new development.

Case studies extracts are used throughout the document to illustrate different aspects of placemaking. The full case studies can be found in Section 5 of the document or links are provided to further information.

2 What is placemaking?

2. What is placemaking?

2.1 The aims of placemaking

The way places are planned, designed, developed and managed has the potential to positively shape where and how people will live, work, socialise, move about and engage. Placemaking is ensuring that each new development or intervention contributes positively to creating or enhancing environments within which people, communities, businesses and nature can thrive. It places people at the heart of the process and results in places that are vibrant, have a clear identity and where people can develop a sense of belonging.

As stated in PPW, a holistic approach is needed that takes into consideration whole places rather than individual land uses or each development in isolation. The concept of placemaking has developed in response to 'placelessness' within the built environment whereby new development lacks a distinct identity, character, sense of community or collective ownership. Placemaking has grown in importance as the links with health and wellbeing have been more explicitly explored and understood.

Planning Policy Wales states that placemaking is:

'a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness and well-being in the widest sense.'

Placemaking considers the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place.

Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.'

PPW10, p16

2.2 Place

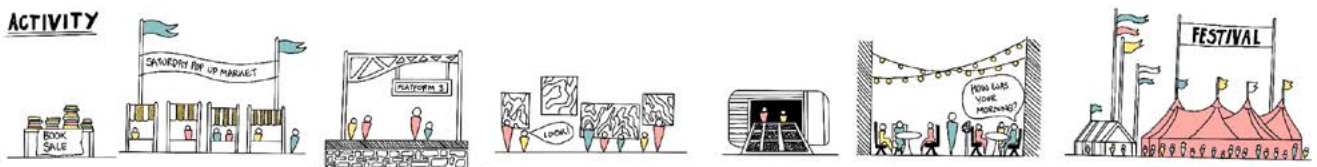
In order to understand placemaking it is important to understand what a place is.

A place can take different forms and the term is relevant at different scales. For example, a lane, a street, incidental public space, formal square or park can be a place, but the term place can also refer to a wider neighbourhood, or a village, town or city centre. Placemaking is relevant at all these scales and the impact of any proposal should be considered at different scales.

There are many ways to define place. The most relevant in this context are:

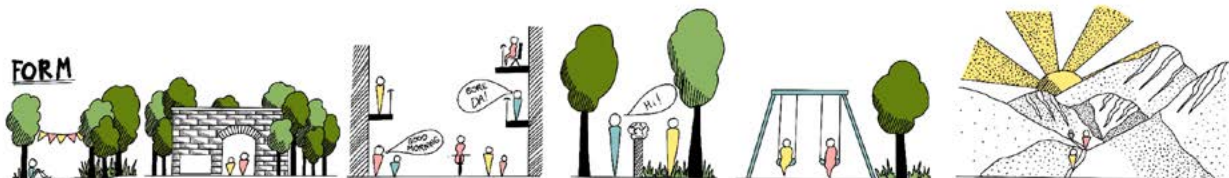
- A defined area
- A distinct locality or neighbourhood
- A landscape
- A space which has a distinct character (Christian Norberg-Schulz, 1980)
- Space with meaning (Sue Clifford, 1997)

The theory of understanding place commonly attributes three key components to good places and placemaking should seek to ensure that each of these are addressed:



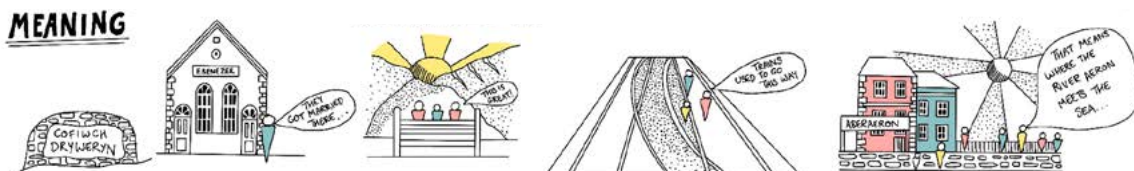
Activity

The activities that occur in the place supported by land uses, pedestrian and cycle movement, play and social life within the public realm and events.



Physical Form

The physical setting that makes up the place including the townscape, built form, landscape, topography, ecology, microclimate and public realm.



Meaning

The unique features of a place including the context, identity of existing places, unique sense of place, significant built and natural features, cultural associations, sensory experiences, safety and inclusiveness and sense of belonging.

Figure 1: Examples of different aspects of a place at different scales

The neglect of any one of the three components weakens the quality of a place which is why a focus on placemaking which considers all aspects together is paramount.

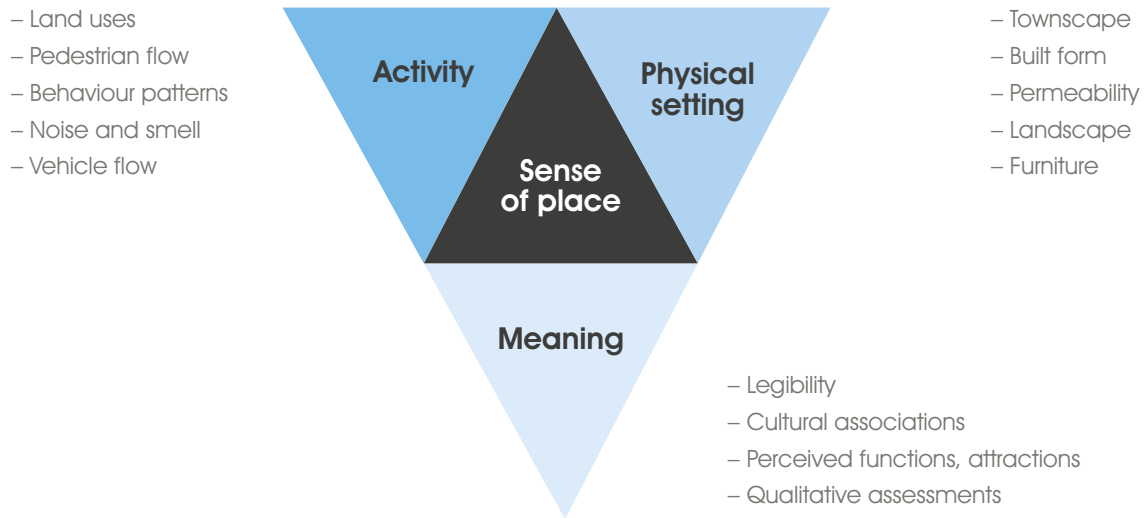


Figure 2: Adapted from Sense of Place Model, Punter (1991)

2.3 Placemaking

Placemaking covers a range of activities that seek to maximise the opportunities for good places to emerge or flourish. Placemaking can involve new development, improvements to existing places or interventions such as events which help to create activity in a space.

Placemaking is about ensuring that those involved in planning, designing, building and maintaining the many different elements that make up the form, activity and meaning of a place make a positive contribution.

The principles of placemaking are summarised in the Placemaking Wales Charter (see inside cover). These identify what is needed to help ensure that the physical form, activity and meaning are addressed. They highlight the importance of early planning and decision making such as determining the best location for development and ensuring that all elements are considered from the outset.

The following table highlights some of the areas in which placemaking addresses the Physical Form, Activity and Meaning in contrast to approaches that lead to placelessness.

Table 1a: Qualities of good placemaking

	Key qualities of good placemaking:	Things to avoid in placemaking:
<p>Activity</p> <p>Movement</p> <p>Mix of uses</p>	<ul style="list-style-type: none"> - Supports a wide range of uses and multi-functioning spaces that are inviting to people throughout the day and evening. - Appropriate mix of uses that help to reduce the need to travel longer distances. - Supports local businesses and their supply chains. - Walking, cycling, playing, socialising and exercising are visible, welcome and normalised in streets and spaces. - Good public transport connections. - Places for social interaction on a formal basis, such as community facilities and libraries. - Places for incidental meetings such as at bus stops, school gates, shops or on the street. - Opportunities for food production/ community gardens. - Mix of housing tenures and types. - Servicing and deliveries are accommodated in a way that avoids conflicts and doesn't erode the quality of places. - Higher density places are balanced with high quality green space and/or urban forest. 	<ul style="list-style-type: none"> - Single land uses poorly connected to existing places. - Poor access to day-to-day facilities such as shops, doctor's surgery, cafes. - Isolated locations with poor connectivity to jobs and facilities. - Dependence on private vehicles as the predominant mode of transport. - Spaces that have no purpose or identity and are likely to become a maintenance burden. - Spaces that people feel they don't have permission to use. - Lack of evening activity. - Spaces that are targeted to one demographic only.

Table 1b: Qualities of good placemaking

	Key qualities of good placemaking:	Things to avoid in placemaking:
<p>Physical Form</p> <p>Location</p> <p>Public realm</p>	<ul style="list-style-type: none"> - Development in well-connected locations that support or complement existing places. - Well defined streets and public spaces. - Streets that prioritise walking, cycling and playing. - High quality, well distributed green spaces that supports everyday physical activity, provides an attractive setting and supports biodiversity. - An appropriate variety of spaces that support different uses. - Use of materials that are robust, sustainable and contribute to character. - Well integrated green infrastructure that delivers targeted benefits such as: active travel, reduce surface water, mitigates air pollution, noise abatement, supports biodiversity, and/ or reduces urban heat island effects. - Connections to nature at different scales including close to people’s front doors to experience as an everyday part of life and in children’s learning through play. - Landscape that contributes to the character and attractiveness of the place as well as increasing biodiversity. - Density appropriate for the location that helps to support public transport and local facilities. - Carbon neutral development that supports the decarbonisation agenda. - Good digital connectivity to ensure people can work remotely. - Empty or unused buildings reused where possible and the character of historic buildings is cherished. - An inclusive environment in which people with different physical abilities, ages or backgrounds are not excluded and all people feel safe. - Homes and workplaces that meet the needs of users and are adaptable for the future. - Active travel connections provide a more direct route to key destinations. 	<ul style="list-style-type: none"> - A lack of any defined public spaces. - Left over spaces. - Streets and spaces that are dominated by vehicles. - Standard highway design with a lack of landscape and no distinct identity. - Buildings that do not respond to the unique characteristics of the site and its context. - Development considered in isolation, without responding to the wider area and community. - Car-dependent, out of town buildings and developments. - Nature is regarded as a spatial constraint to be addressed through mitigation. - Failing to plan and design for biodiverse, green infrastructure at the start of programmes and projects. - Insufficient space allowed for mature trees and other landscape elements. - Design that facilitates crime and anti-social behaviour and spaces and routes that are poorly overlooked, feel unsafe and lead to underuse and lack of ownership. - Loss of qualities of existing character and distinctiveness.

Table 1c: Qualities of good placemaking

	Key qualities of good placemaking:	Things to avoid in placemaking:
<p>Meaning</p> <p>People and Community</p> <p>Identity</p>	<ul style="list-style-type: none"> - People are involved meaningfully and consistently over time in the development and the delivery of proposals in order to generate ownership. - Has a distinct identity. - Safe and welcoming. - Opportunities for community to grow and develop. - People have a sense of pride in where they live, work and/or spend leisure time. - Proposals consider and interpret the history, heritage, identity, culture and language of the place. - Support and promote the Welsh language. - Considers the cultural and language makeup of the place and what impact development might have on it. - Representatives of all groups being affected by the decisions are engaged, including young people, BAME communities, older people and people with disabilities. - Promotes community ownership. - People have the opportunity to personalise their properties and external spaces. 	<ul style="list-style-type: none"> - Elimination of features that make a location unique. - Lack of opportunity to take ownership of or personalise buildings and spaces. - Development that results in isolation. - Demolition and redevelopment of existing buildings and features without first considering refurbishment or reuse. - Development based on assumptions about the local identity rather than through engaging local people.

2.4 The scale of placemaking

Placemaking is relevant at all scales of development for both new and existing places from rural to urban and should be considered from the strategic scale right down to the detailed level of planning and design. The following aspects all contribute to placemaking:

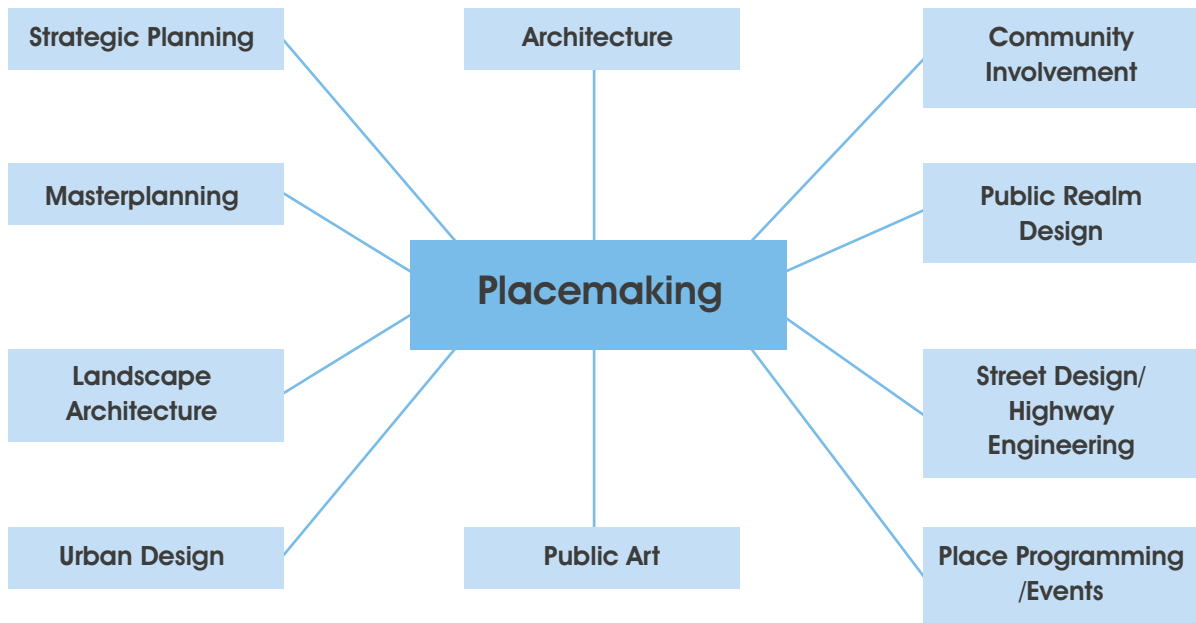


Figure 3: Each of these are aspects of placemaking and should be considered together

There is no set formula for placemaking. Each place and set of circumstances are different and must be approached individually but all aspects of a development should be integrated including urban design, landscape, ecology, green infrastructure, mobility, highways, utilities, architecture and public art.

2.4.1 Strategic planning considerations

Early, strategic planning decisions including where development could take place will have a significant impact on whether good placemaking can be achieved. There can be a misconception that placemaking is only concerned with the design of the public realm. While vibrant and attractive streets and spaces are certainly an important aspect, a well-designed public realm alone will not create a great place. The conditions that determine the success of a place are established at a much earlier stage when aspects such as site selection, density, mix of uses, green infrastructure and accessibility are considered, all of which will have an impact on the vitality and success of the public realm. Strategic planning at a regional or local level should identify the best, most sustainable locations for new development to support or complement existing places.



Example

The public realm in Hammarby Sjöstad, Stockholm, Sweden is active with people walking, cycling, sitting on benches and outdoor café seating. These activities are enabled by the density of surrounding development which provides a critical mass of people within walking and cycling distance to support businesses.

For the maximum benefits of a placemaking approach to be achieved, all strategic land use, infrastructure and service provision planning should have a placemaking focus. This would ensure that planning for schools, health facilities, community resources, highways and public transport provision would support placemaking opportunities. Planning growth or change in a strategic way that responds to the needs and opportunities of existing settlements will help to establish the right conditions for placemaking.



A concept plan for strategic site 'D' in the Swansea LDP

Example

The adopted Swansea Local Development Plan (LDP) is an innovative, strategic planning framework that sets out a bold placemaking vision. The LDP is distinctive due to the emphasis that it places on placemaking as the overriding development principle at all scales. Specifically, it recognises that delivering good quality, well connected places has a key role to play in supporting well-being, and enhancing people's physical and mental health.

The LDP details site specific placemaking requirements and concept plans for a wide range of strategic scale development sites. These include proposals for a number of greenfield sites across the County that will create new mixed use neighbourhoods and urban extensions that will deliver the majority of new homes required to meet Swansea's housing need over the next decade and beyond.

The LDP highlights that a key element of placemaking is the experience of the place, not just how it looks. The site-specific policies in the Plan aim to deliver places which embed the well-being of residents at the heart of the development, with a strong individual identity and good connections to local services or new services on site. These proposals provide for realistic opportunities for walking and cycling, to connect with services and communities, and for safe and accessible areas for recreation for all ages.

A key aspect of placemaking emphasised in the Swansea Plan is the key role that multifunctional Green Infrastructure (GI) has in ensuring development has social, cultural and environmental well-being benefits. A strategic LDP policy on Green infrastructure emphasises that the LPA consider GI and the 'Ecosystem Services' approach to be inextricably linked, in terms of ensuring development takes a holistic and integrated approach to natural resource management. The LDP policies, and supporting SPG, set out how opportunities to maintain and enhance GI will enhance biodiversity and should be integrated into new developments at all scales.

The commitment to placemaking in the Swansea LDP is demonstrated in the diversity of policies and proposals it contains for both urban and rural environments on a variety of scales, which reflects Swansea's distinctive character of being a major urban centre, with a vast rural hinterland and AONB beyond. Placemaking is not just relevant to creating sustainable new neighbourhoods on a large scale, it is a guiding principle that is just as relevant at the local and even plot level scale in terms of guiding development. The Swansea LDP is supported by a suite of SPG documents that expand on the Placemaking requirements for different places at different scales, such as householder extensions, infill developments, major residential developments, city centre regeneration, tall buildings and the Gower AONB.

The Plan rightly emphasises that placemaking aspirations must be balanced with a strong position on viability and deliverability, to ensure that policy requirements can realistically be delivered. The Council has emphasised that embedding far greater partnership and collaborative working with the private sector on these aspects is vital, since strategic planning on this scale needs to adopt a multi-disciplinary, problem solving approach (e.g. for SuDS requirements, masterplanning of major growth areas), if it is to successfully balance placemaking objectives with matters of viability and deliverability. A significant amount of time was spent in discussions and workshops with site promoters to agree site specific Placemaking Principles, which became established in the Plan. This included taking an innovative approach to securing developer-funded, comprehensive viability appraisals for major sites. This provided a high degree of clarity and confidence regarding what community benefits and supporting infrastructure that allocated sites could deliver. Ultimately this partnership approach with the private sector secured deliverable LDP policies and proposals capable of achieving positive, transformational change.

<https://www.swansea.gov.uk/ldp>

2.4.2 Large scale

Large scale new development from strategic development sites to urban extensions or new settlements should be located in the right place, have good connections to existing places and seek to establish the activity and identity needed to create a vibrant place with active streets and spaces. Ensuring the right uses are coordinated within a network of walking, cycling and public transport routes and positively integrated green infrastructure will help to enable sustainable patterns of living. At this scale urban design principles and masterplanning are important in shaping the physical form of the place.



Example

Ashlands in Portishead is a large-scale urban extension on the former ash tip of two power stations located at the Portishead marina. Developed over 20 years the scheme for the site has delivered 1,650 homes, employment uses, shops, restaurants and cafes as well as a 40-hectare nature reserve, play areas and open spaces.

The vision for the site was developed jointly between the developer, design team and the dedicated Local Planning Authority (LPA) project team, through a series of design workshops. The site was a virtually featureless level plain made up of pulverised ash deposits from the former coal powered power stations. The vision therefore needed to create a strong legible urban structure as part of a sustainable site layout. Ideas were tabled by the LPA team which were discussed and agreed with the developers. Following these workshops, the vision was set out in a “Visioning Masterplan”. This formed the basis of the Outline Masterplan and established the key design principles for the development. The legacy of this process is a successful place that is maturing well with a sense of community.

See full case study in Section 5 of the document (p62)

2.4.3 Small and medium scale

Smaller scale interventions or infill development in existing settlements should be concerned with ensuring that the special qualities of the existing place are identified, retained and/or enhanced in the proposals. The wider context and history of the place should be analysed to inform the character of the proposals in order to enhance the setting. The quality of public realm, green infrastructure and potential for integration of public art are important considerations. Equally important are community driven initiatives to improve places and activate spaces where communities can develop and take ownership of their places.

2.5 The importance of placemaking

Placemaking is important because it has potential social, environmental, economic and cultural benefits. The benefits of placemaking for people, planet and value are more fully explored in Section 5 of this document. The potential benefits of any proposal should be identified from the outset and referenced through the planning, design and development process. The aim should be to create and promote places that are sustainable, attractive, sociable, accessible, active, secure, welcoming, healthy and friendly.

3 Placemaking in practice



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3. Placemaking in practice

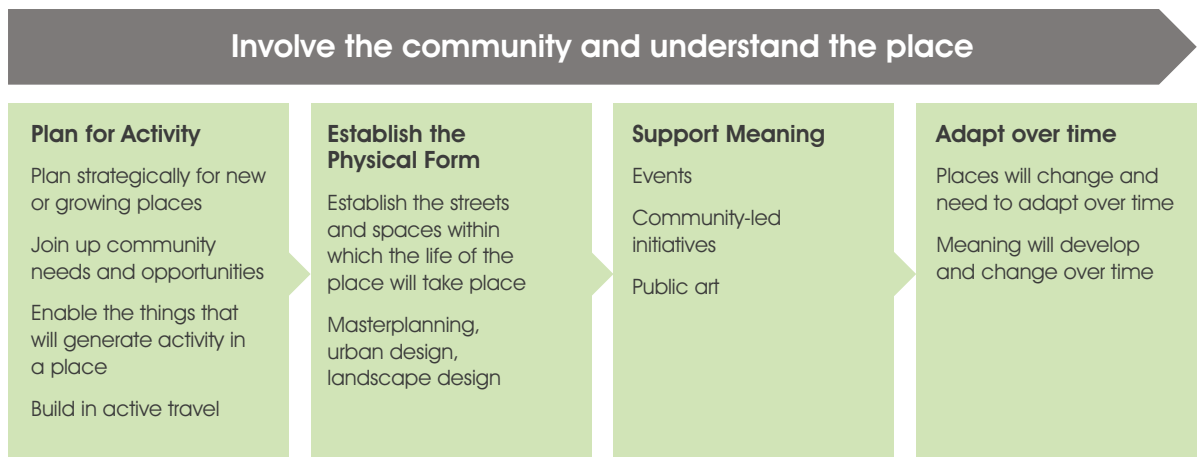


Figure 4: Elements that contribute to placemaking in practice

3.1 Involve the community and understand the place

PLACEMAKING PRINCIPLES: **PEOPLE AND COMMUNITY** | **IDENTITY**

Before undertaking any intervention in a new or existing place it is important that the unique features of the location, its context, character, heritage and culture are understood. This involves analysis of the physical features as well as engagement and involvement of the community. There should also be ongoing community involvement throughout the process.

3.1.1 Involve people

Placemaking puts people at the heart of the process. Places that are created or adapted should support the health and well-being of those who live, work in and visit them joining up the needs and opportunities of the whole community. The community should be involved in the process of planning, designing and managing places. Through custom build, self-build and cooperative developments there may also be opportunities for people to be involved in designing and building their own homes and/or workspaces.

Opportunities to involve the local community should be considered at the outset of the placemaking process with early involvement providing the best opportunity to identify and address the needs, concerns, ideas, aspirations and character of the local community. Involvement also helps to develop a sense of ownership and belonging in a place.



Figure 5: Community information board



Example

Ty Pawb, Wrexham is an arts and cultural centre, incorporated into an existing market hall and multi-storey car park located in Wrexham Town Centre. It features art galleries, market stalls, performance space, a learning centre, cafes and bars, studios and meeting rooms for artists and gallery staff.

At the early stages some local people, particularly the existing market traders, were a little hostile and nervous towards the proposition of a new arts centre being introduced into the building and town. It was against this backdrop that the project team set about developing a place and a programme which could be more useful to the town. A new cultural model emerged which responds to the concerns of local people in meaningful ways and places the arts in a wider setting.

Community involvement was integral from the project's inception through to its completion and now day-to-day activities. Primary school pupils worked on the patterns cut in to the Siop // Shop display boxes; market hall benches were built by local college students; a wood-working group lathe-turned the trestle table legs for Sqwar y Bobl and members of the public participated in workshops to create graphics on the stools. Members of the public and market traders are part of the panel that select the artist to design the annual artwork for the large billboards located in Wal Pawb.

Many traders wholly embraced a new collaborative ethos introducing different aspects to their standard retail offer, for example a food trader running pizza workshops in the food square, and other traders participating in an arts trail where objects were embedded within their stalls. The ethos of this new arts model has built on the usefulness of the market and car park activities to make art part of people's everyday life. It has given the market traders an opportunity to revitalise their offer and re-strengthen the town's market identity.

See full case study in Section 5 of the document (p92)

Events and interventions in the built environment can be a good mechanism for involving people who are interested in a particular place. The engagement process should seek to reach a broad and representative mix of people including children and young people.

Establishing an ongoing programme of events can help to generate a sense of community within a new place and/or promote integration with an existing community. In many cases it is important to galvanise the community and address the people in a place before physical interventions are proposed and implemented.

Community involvement should continue throughout any project, development or intervention and beyond.



Plans for the future mixed use of the site



The derelict site secured for community use

Example

The Railway Street Project, Splott, Cardiff

Plans to transform a derelict piece of land into a vibrant community space have been developed by Green Squirrel, a local non-profit organisation, in partnership with the communities of Splott and Adamsdown, Cardiff. Green Squirrel have been running green living activities around Cardiff since 2012. Their mission is to help build strong, connected, and sustainable communities by offering creative, inclusive opportunities for community-led skills development and organisation.

The site was a small public park and playground but was closed due to anti-social behaviour. Since its closure it had become overgrown and attracted fly-tipping. With support from local councillors and the Community Land Advisory Service, Green Squirrel was able to secure the land for community use rather than the site being sold to a developer.

Proposals for the site include:

- A building, designed in partnership with the community, and fabricated from recycled shipping containers. It will provide two spaces for workshops, training, social events, group meetings and activities plus a small kitchen, and outdoor space.
- Eight shipping container business pods providing affordable workshop and office space for social enterprises and sustainable businesses within the community.
- A small community allotment with raised beds, wheelchair accessible growing space, composting facilities, beehives and greenhouse and potting shed areas for horticultural training and skills development.
- Flexible, wildlife-friendly outdoor space for learning, school visits, play, social activities, and relaxation.

The proposed mix of uses was developed in collaboration with the community through numerous events and online consultation coordinated by Green Squirrel and following an audit of existing local facilities to avoid duplication. The consultations were well attended with over 1200 members of the community engaged over two years. In order to fully understand the potential impact of the project Green Squirrel have also spoken with:

- 19 local and Cardiff-wide community organisations including Cardiff Community Housing Organisation, Growing Street Talk, Oasis Cardiff, Grow Cardiff, Keep Splott Tidy, and Links Community Mental Health Team.



Community engagement event



Local people input into the proposals

- Local businesses including Viridor, Celsa, The Bone Yard and Network Rail.
- Local councillors and relevant Cardiff council departments (Highways, Network Management, Children’s Play Services, Recycling and Waste).
- Similar existing projects in other locations to learn from their experience.

Support was also gathered from people who could bring the right skills to the project including a team who had experience of initiating and running shipping container business studios in another part of Cardiff and architects to determine how to make the most of the space available and prepare a planning application. A project advisory group was formed with local people who share their skills and ensure the project stays on track.

Funding to enable plans for the site to be moved forward was secured from the Co Op Foundation and the Landfill Disposals Tax Communities Scheme. Further funding will be sought to deliver the proposed development.

For more information see www.railwaystreet.co.uk

Further reading:

- > Journey to involvement, Future Generations Commissioner
- > School Grounds Toolkit, Play Wales
- > Community Engagement Tools and Techniques, Planning Aid Wales
- > Place Plans Guidance
- > The Craft of Collaborative Planning
- > Enabling Healthy Placemaking 2020, RTPi

3.1.2 Place analysis

Placemaking should respond to the unique features of a location and its context. A thorough analysis should be undertaken to understand these features and develop an appropriate response to them. A detailed guide to site and context analysis is provided in a separate Welsh Government guide, see link in Further Reading.

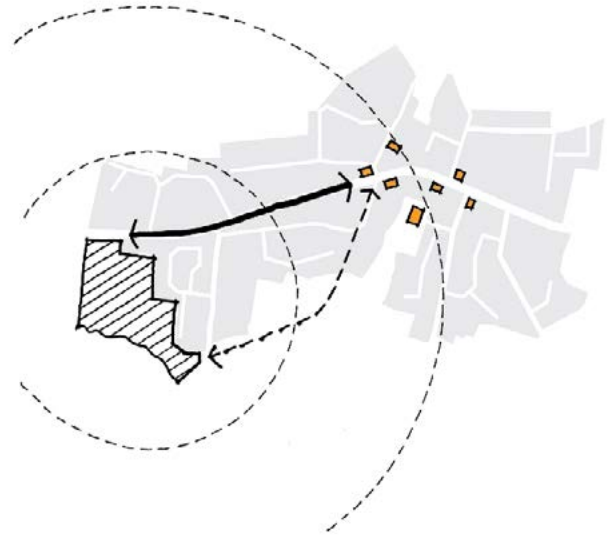


Figure 6:
Site analysis diagram

Example

Development proposals for 33 homes on the site of a former dairy farm in Lawrenny, within the Pembrokeshire National Park also include new workshop units for small businesses, a new village Square and enhanced pedestrian links around the existing village. The relocation of the dairy farm left a substantial brownfield site within the village and was allocated for housing within the Pembrokeshire Coast National Park Local Development Plan. The scheme was designed by Emmett Russel Architects (ERA) through a competition organised by the RSAW and RIBA.

From the outset ERA noticed that the character of the village was as much about the surrounding landscape and the way views were framed, as it was about the buildings themselves. Their analysis started with a careful look at the landscape and the history of the village.

Site analysis diagrams exploring the relationship of the site with the existing settlement



View of proposals from Broad Lane

The design principles for the scheme were formed from the site's context and the history of the village. The architects were keen to use only elements from the existing village or its past in developing the design principles for its future. The key design principles include:

Views & Vistas - Key views of Lawrenny's distinctive landscape are at the heart of the proposals. The site offers an opportunity to set up a new public space at the heart of the village with views to the River Cresswell and a framed vista to the church tower.

Desire Lines and Public Places - The main public facilities of Lawrenny are dispersed around the periphery of the village. By creating new pedestrian routes along the desire lines that link these places, the space at the heart of the new scheme could create a new focus for the life of the village. The new 'Village Square'

See full case study in Section 5 of the document (P102)

Further reading:

- > Site and Context Analysis: Capturing the value of a site
- > Future Generations Report
- > Place Plans Guidance

3.2 Plan for activity

PLACEMAKING PRINCIPLES: **LOCATION** | **MOVEMENT** | **MIX OF USES**

An aim of placemaking is to create a place where there are opportunities to get involved in local life, with a vibrant public realm, where people can get to places easily without depending on private vehicles and where people can get to know each other. This involves early planning considerations which begin to determine the potential level of activity in a place.

3.2.1 Location

Early decisions regarding *where* development will take place are fundamental to the potential for placemaking. New places must have the potential for good connections to existing places or be of significant scale to be self-sustaining and support life and activity. New development should seek to support and improve the quality, connectivity and viability of existing places rather than compete against them.

Strategic and Local Development Plans are fundamental to successful placemaking. They should reflect the local context, guide growth and regeneration, and identify the best locations for new development. A process of analysing and understanding the placemaking potential of particular locations should be integrated into the vision and site selection process. Further guidance can be found in the Strategic Placemaking section of Planning Policy Wales.

Further reading:

> Strategic Planning section of PPW 10

> Urban Design Compendium

> Wildlife Trusts Wales. Green Infrastructure. A Catalyst for Wellbeing of Future Generations in Wales.

3.2.2 Movement

Good places will not be dependent on private car use. Residents and users should have a choice of mobility modes that will enable them to reduce private car use and ownership. Reducing car use and ownership will help to reduce carbon emissions and less space will be taken up for parking enabling better quality streets and spaces and more compact development. This should be enabled through investment in public transport, the promotion of transit-oriented development that is located close to good public transport provision, and good active travel connections.



Figure 7: Sustainable Transport Hierarchy, Planning Policy Wales 10

Further reading:

- > PPW The Sustainable Transport Hierarchy
- > Manual for Streets
- > Living Streets Resources
- > Active Travel Guidance, Welsh Government
- > Transport for a Green Recovery, RTPi
- > Creating healthier places and spaces for our present and future generations, Public Health Wales



Example

Goldsmith Street, Norwich is a development by Mikhail Riches Architects and winner of the RIBA Stirling Prize 2019. It consists of 50 individual houses and 50 flats at a density of 84 dwellings per hectare, but all properties have their own front door onto the street and the maximum height is three storeys. Green spaces are incorporated and connect to streets and a park beyond the site, parking is on-street and street widths are intentionally narrow at 14m.

3.2.3 Density

The density of development should contribute to a critical mass of people to support services, facilities and public transport. More dense places are not only a more efficient use of land, they also help to provide the critical mass of people to support a more active public realm and a greater mix of uses. Higher density places must be designed to be appropriate for the location and do not have to be high rise. Terraces, town houses and low-rise flat blocks are all helpful in developing at a higher density whilst ensuring that there are doors opening into the street and a close relationship between dwellings and surrounding streets and spaces. The highest densities will be most appropriate in locations that are close to settlement centres and/or locations that have very good public transport and active travel connections.



Figure 8: The middle section of this diagram highlights development of a scale that can offer higher densities and support quality places

It is important to provide sufficient public and private amenity space incorporating green infrastructure and room for the opportunity to exercise, garden/grow, play and hold community activities. Other considerations include efficient use of land for sustainable drainage, highways and parking. These aspects are critical for ensuring that a good quality of life can be supported at a higher density. High quality shared green space could offer a more appropriate and flexible use of space where opportunities for private amenity space are limited.

Further reading:

> Urban Design Compendium

3.2.4 Mix of uses

Illustrations of the proposed mixed use spaces



Example

A mixed-use development is being delivered on an area of previously developed land of approximately 43 hectares surrounding the No. 1 Dock at Barry Waterfront. The site is located between Barry town centre to the north east, Barry Island to the south and the Old Harbour and Barry (Marine) Conservation Area to the south east. There is good cycle and pedestrian access from the town centre and adjoining areas and three railway stations (Barry Dock, Barry Town and Barry Island) lie within close proximity to the site.

The mixed-use development is delivering:

- Circa 1700 new family homes and flats including affordable housing
- New District Centre - ground floor commercial space for restaurants and bars
- Community Facilities - New Primary School, Cardiff and Vale College Campus, Medical Centres
- Local recreation and public open space including water sports
- Retail uses
- Listed Pump-house redevelopment (gym, flats, restaurant and café/bar)
- New Hotel and restaurant
- A container unit mixed use development at the Goods Shed

The main outline application was submitted by a consortium of 3 major housebuilders. The permission, granted in 2012, secured the mixed uses to be delivered alongside the residential development via planning conditions and section 106 planning obligations. These required more than just the land to be set aside for commercial uses, which would rely on speculative market investment. Instead, the residential element of the scheme was used to subsidise the on-site delivery of commercial units in a District Centre required to be built to a 'shell and core' specification and marketed before an agreed trigger date restricting the occupation of further housing units. Throughout the build, the Council has worked closely with the developers to ensure the delivery of these mixed uses which are currently under construction alongside the housing on the site. The local planning authority has had an important role in maintaining the integrity of the mixed used element of the development and ensuring it is delivered.

In the wider Waterfront Area, the Council has been involved in partnership with developers and others to secure a range of uses including a hotel, restaurants, gym, cafes, bars, shops, leisure and office space. Plans for a College Campus and primary school are well underway.

Images: Barry Waterfront District Centre (planning ref 2017/01356/RES)

Single use areas should be avoided in favour of a well-integrated mix of uses that provide homes, jobs, social infrastructure, shops and services within easy walking, with cycling and public transport connections. This helps to create vibrancy throughout the day, supports an active public realm and provides the opportunity for social interaction which has well-being benefits. Local, independent businesses should be encouraged in support of places that have a unique identity.

New development should take into account existing provision of shops and services in the area as well as local need. In some locations and for smaller developments the range of potential uses may be limited so it is important that they are located to generate the maximum benefit. For example, a school is an activity generator, particularly if it also accommodates other community uses. Locating the school at the heart of the community or between a new and existing community can help to generate activity and unite the communities.

Even small-scale uses should be used for maximum benefit. For example, a post box, bus stop and bench, if well designed and located can form an incidental spot where people can interact with each other.

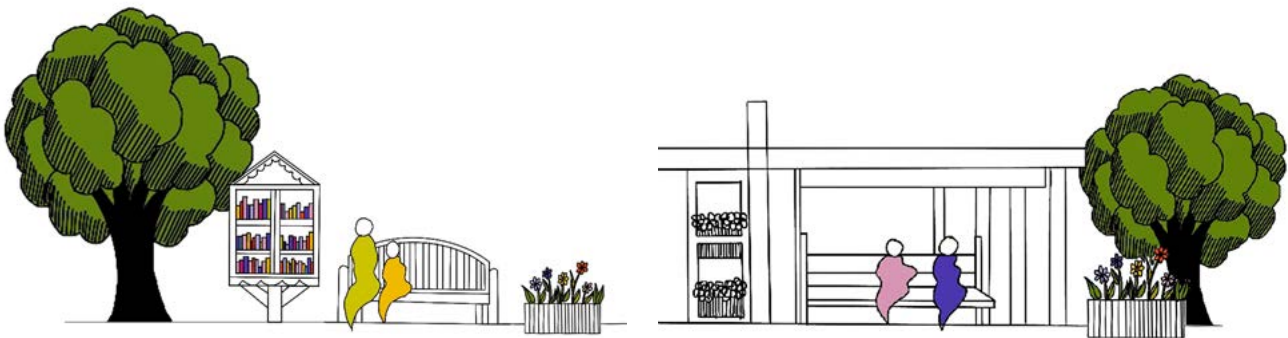


Figure 9: Careful consideration and arrangement of commonplace neighbourhood elements can help to create a pleasant place that could support social interaction

Further reading:

- > Urban Design Compendium
- > High Streets Task Force



Top left: Live/work units. Top right: Shared central space. Above: View from the North

Example

The Paintworks is a mixed use residential and commercial scheme, on a brownfield site overlooking the River Avon in Bristol. It comprises 210 homes and apartments, 11 live-work units and 6700sqm of commercial space. The development is constructed on a podium, allowing a network of pedestrianised streets, alleyways, public plazas and courtyards to serve the residential and work uses.

In order to create a diverse and sustainable community, the development provides a wide range of different house types, tenures and sizes including live-work units and rented affordable accommodation. The mixed-use nature of the scheme provides a range of opportunities for facilities including shops and cafes, as well as commercial space. Outdoor spaces have been carefully sited to provide maximum benefit to residents and workers alike. The mix of uses provides 24/7 use of the development and, with small businesses imbedded in a local community.

See full case study in Section 5 of the document (p82)

3.2.5 Mix of residential types

A mix of tenure, housing type and house size should be promoted to support a diverse community and prevent segregation or isolation. Co-housing, self-build and custom build can help to promote greater ownership of a place. A mix of residents can help to support a range of community activities and a lively public realm. All residents should have access to parks and public spaces.



Figure 10: Different residential types and sizes can be accommodated within a street to help support a mixed community

3.2.6 Active ground floors

The interaction between the uses within a building and the public realm is critical to supporting active, comfortable and safe places. Windows and front doors opening onto the street should be promoted to provide activity and natural surveillance. For mixed use developments active ground floor uses should integrate positively with the public realm. High intensity of activity will not be possible or desirable in all areas but should be targeted to support and benefit from higher areas of footfall and public life. In other areas a more tranquil street frontage may be more appropriate but natural surveillance remains important.



Figure 11: Active ground floor uses help to activate the street

Further reading:

> Secured by Design

3.3 Establish the physical form

PLACEMAKING PRINCIPLES: **PUBLIC REALM** | **IDENTITY**

Placemaking creates or identifies spaces where community life and social interaction can take place. There needs to be sufficient, well located and well-designed public realm to support the life of a place, provide the opportunities for people to come together and a sense of community to develop. To support the identity of the place these spaces should be distinctive in their design and reflect their location, history and/or culture.

3.3.1 Streets

The design of the streets within new or existing places is critical. The 'place value' of streets should be promoted and the impact of vehicles reduced. Street layout and design should promote active travel, connectivity and capitalise on the opportunities of public transport stops and stations. Integrating landscape and green infrastructure, including sustainable drainage, into streets can contribute to the character of the street in addition to environmental benefits.

Parking needs to be considered alongside the design of streets and spaces. The number of parking spaces should be appropriate to the location and nature of the development. Measures to reduce the number of spaces required in addition to active travel and public transport connections, such as car clubs, should be considered. A blend of parking arrangements should be considered including on-street, on-plot, small parking courts and garages/car ports to avoid vehicles dominating streets and spaces whilst also allowing for continuity of street frontage.

Changes to existing streets can provide the opportunity for enhancing the places that they pass through. Street improvement to incorporate greater public transport and active travel priority should be complemented by hard and soft landscape improvements and consideration of edges and thresholds.



Figure 12: Examples of residential streets that contribute to the identity of the place – Loftus Garden Village, Newport (L) and Grangetown, Cardiff (R)³

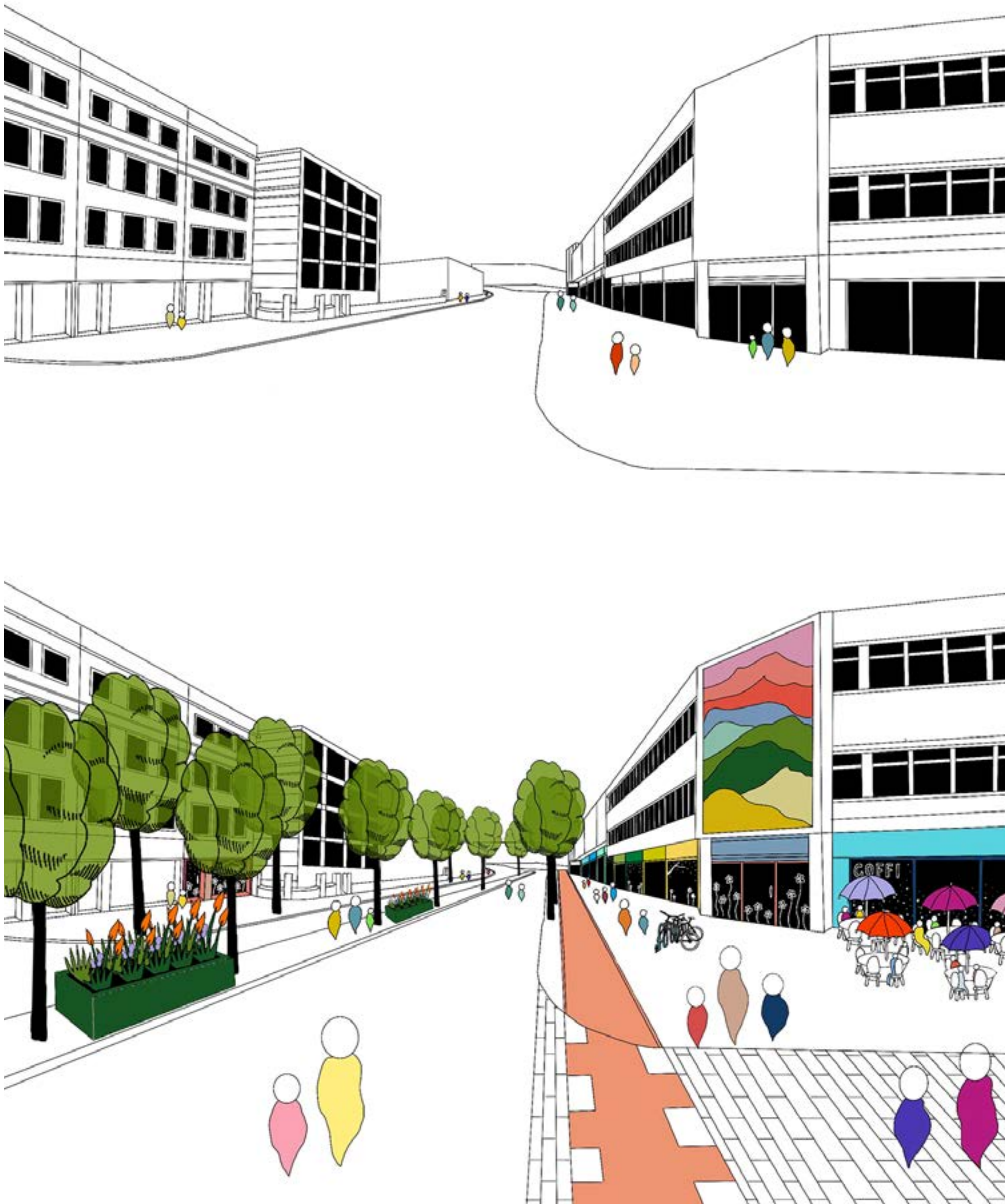


Figure 13: Illustrative example of how street design and public realm works can help to transform as space for vehicle movement into a place for people

Further reading:

- > Manual for Streets
- > Building for a Healthy Life
- > Opening Streets for Play
- > Secured by Design

3.3.2 Public spaces

Public spaces are where the public life of a place is accommodated and where crucial social interactions can take place. All types of public space should be considered valuable in placemaking including squares, parks, street corners, village greens, shared growing spaces, or publicly accessible woodlands. Public spaces should be designed in response to the needs and opportunities identified in the community and projection of who will use the space. The quality and frequency of green space is often more important to wellbeing and the quality of the environment than the overall quantity of space. The principles of good urban design should be integrated with landscape design to create safe, comfortable, welcoming environments.

Parks and play spaces should be provided in appropriate locations, however, the potential for multi-generational play should not be confined solely to designated play areas, indeed specific play areas may not be needed at all. If all public spaces are designed to be child-friendly they can accommodate a range of uses by all members of the community.

Green infrastructure should not be an after thought, it should be considered at an early, strategic stage and be integrated at all scales including within streets. Opportunities for integrating sustainable drainage systems (SuDS) requirements and biodiversity enhancement should be approached positively, with the input of professional expertise to integrate with the landforms of the development to create a flow of green infrastructure through the site. All opportunities should be taken to integrate SuDS with the landscape design to support active travel routes, play opportunities and public art to create distinctive, attractive and usable green infrastructure that enhances sense of place.

Maintenance is an important consideration in the design of the public realm but should not be a fundamentally limiting factor in the delivery of a high quality public realm. Early consideration of landscape and green infrastructure proposals and long term management, with the support of a landscape architect is essential for a sustainable scheme with manageable and cost-effective maintenance. Opportunities should be explored for community involvement in management and maintenance through early community engagement and ongoing coordination. Excessive management fees should be avoided. Maintenance regimes by a local authority, SuDS approval body (SAB) and any private or community company must be effectively coordinated to ensure the overall quality of the place is maintained.

Further reading:

> TAN 12: Design

> Urban Design Compendium

> Creating accessible play spaces-a toolkit

> Secured by Design

> Understanding and Supporting the Play Experience in Cities, RTPI, 2019

> Building with Nature

> Statutory Standards for Sustainable Drainage Systems



Example

Loftus Garden Village is a development of 250 homes in Newport, South Wales developed by Pobl, a registered social landlord. It includes a mix of 1,2,3 and 4-bedroom properties with 60% retained as affordable homes.

One of the key design principles for the scheme was to create a sustainable landscape that takes a leading role in defining the character of the development and which has an emphasis on social and ecological benefits. The vision for the site was to create a 'Garden Village' which, in line with the original Garden City movement, sought to bring together the best of town activities with the beauty of the countryside.

The scheme includes two parks, two kitchen gardens and green streets which include street trees and green verges, all of which have been designed to have a social role in the development. The spaces support a range of activities including space for movement along desire lines and as leisure/dog-walking routes, sitting, relaxing, play, communal gardening, group events or learning.

Tenants of the housing co-operative part of the development have a management agreement with Pobl to manage some housing services, including maintenance of communal open areas across the garden village.

See full case study in Section 5 of the document (p52)

3.3.3 Character

The buildings and structures that make up a place should frame the streets and spaces and contribute to the character of the place. The architectural approach should consider how to respond to the existing or historic character of a place, the conditions of the site, the aims and vision of the proposed development and environmental sustainability ambitions. Character can be expressed in the form, scale, proportions, materials, detailing and opportunities for personalisation.



Example

Barry Pumping Station, built during the 1880s, has been refurbished and redeveloped into a thriving mixed-use scheme accommodating a restaurant, gym, coffee shop and 15 live-work apartments. The external area was seen as an opportunity to create an important piece of public realm in front of the building appropriate and relating to the building's industrial past.

The Pump House is a Grade II Listed Building and an important local landmark with its imposing 42-metre-high chimney. The design team focused on working with the existing structure and retained it wherever possible with the redevelopment taking place within the confines of the existing roof line and window openings. The design team were keen to allow the building to establish and influence the final place, rather than modifying the building to suit intended uses. Sensitive interventions allowed the new uses of the building to sit within the existing fabric and enjoy the space and character of the building.

See full case study in Section 5 of the document (p73)

As highlighted in the previous section, the streets and public realm also contribute significantly to the character of a place and should work in harmony with the buildings, landscape and natural features to help create distinctiveness.

Further reading:

- > TAN 12: Design
- > Site and Context Analysis Guide: Capturing the Value of a Site
- > Urban Design Compendium
- > Conservation Principles, Cadw
- > Historic Character, Cadw
- > National Landscape Character Areas, Natural Resources Wales
- > LANDMAP, Natural Resources Wales
- > Countryside Agency and Scottish Natural Heritage, 2002. Landscape Character Assessment.

3.4 Support meaning

PLACEMAKING PRINCIPLES: **PEOPLE AND COMMUNITY** | **IDENTITY**

The meaning associated with a place develops and changes over time. There are a range of ways to support the development of meaning and a sense of connection to a place. Initiatives that bring activity to spaces are an important part of placemaking. This can range from large scale public events to small scale locally initiated events and activities such as play streets or community gardens.

3.4.1 Events and programmed activities

Events in the public realm are a good way to bring people together and may help to revive existing and activate new public spaces. They can include a wide range of one off, regular or permanent uses such as markets, street vendors, play streets, or street performers. Events to stimulate activity within a space should be considered alongside the day-to-day use of the space with flexibility to allow the space to adapt.

Further reading:

> How to organise playing out sessions on your street



Example

The Playing Out project was established by Bristol neighbours Alice Ferguson and Amy Rose who began by just facilitating Playing Out sessions in their own street. Playing Out is now a community interest company. Their vision is that children across the UK are able to play safely on the streets where they live.

A residential road is closed to traffic during a playing out event to ensure safety and freedom of movement for participants; parents and carers are responsible for their own children. The emphasis is on free, unstructured play and people usually bring out their own toys such as skipping ropes, bikes and scooters. Children are simply given the space and permission to play in the street, whilst adults have the opportunity to meet and get to know their neighbours better and experience a car-free street. It is intended as a jump-start to restore street play as a normal and healthy part of everyday life in our cities.

For more information see www.playwales.org.uk/eng/streetsprojects



3.4.2 Community-led initiatives

The value of smaller, community-led initiatives should not be overlooked. These initiatives support community development and can have direct links to improvements in the built environment and the ability of the community to care for and maintain the public realm.



Example

Uplands Market is a monthly on-street market selling a range of Welsh produce including hand-made items and fresh food.

The initiative was started by regeneration agency Urban Foundry in 2013 with the aim of demonstrating the qualities of public space in a usually car-dominated area. The market was established and sustained with a focus on high quality artisan sellers which would help to improve the cultural offer of the area and drive up footfall and spend for local businesses boosting socio-economic vitality. 'Pop-up urbanism' is a term that has since been coined for such initiatives.

Urban Foundry worked with a group of local people, including local businesses, local Councillors and members of the community to create the market. A consultation process engaged with the Local Authority, the various statutory agencies, prospective stallholders and the local community and a social enterprise was formed to deliver the initiative.

The Uplands Market was a huge success from the beginning – it doubled in size within its first month and attracts hundreds of shoppers every month. Market day is now a firm feature of the local area – it contributes to creating buzz in the area, with local retailers reporting significant increases to their trade. The market was listed as one of the top 10 street markets in the UK and the initiative has since developed to establish regular monthly markets in Swansea's Marina, Mumbles, Port Talbot and Glyn Neath, a street-food market at Swansea University's two campuses, plus a host of other one-off events.

The initiative created a sustainable social enterprise, which has created a full-time job for a recent graduate and provides an outlet for artisan producers to sell their wares. It operates without subsidy wholly from earned income. Additionally, it continues to succeed as a mechanism that activates public spaces and (re)makes them as people places, where local communities come together every month and that helps to boost the social and commercial vitality of the local district shopping parade of Uplands.

For more information see www.uplandsmarket.com/

3.4.3 Public art

Art installations alone will not create great places. However, engaging artists to identify and undertake an integrated programme of initiatives can add significant value to a development, creating the opportunity for meaningful community involvement as well as enhancing identity and sense of ownership.



Figure 14: An example of public art in Ashlands, Portishead where a Public Art Strategy and Public Art Steering Group supported the delivery of numerous installations

3.5 Adapt over time

Places will constantly change and need to be robust enough to adapt over time. The places created today will be the legacy for future generations. The way that streets and spaces are used by the community may change and their physical form should be robust and flexible to allow for this. As people develop a sense of ownership and belonging in a place, opportunities for this to be expressed physically will help to enhance the identity of the place. This may be within properties, front gardens or a public space.

Places should be planned and designed to be resilient and responsive to change including climate change. This includes integration of green infrastructure, landscape that is responsive to climate, flood responsive measures, and resilient ecosystems but also ensuring that the community infrastructure is in place to enable communities to provide support in the face of challenge.

Adaptable homes and work spaces with space to allow the opportunity to expand and the flexibility to contract are important in the context of changing working and living patterns. Having the opportunity to stay in a property or neighbourhood that can adapt rather than need to move can help to create a stronger community.

Further reading:

> Plan the World we Need, RTPI, 2020

3.6 Placemaking skills

Placemaking is not the role or responsibility of any one profession or group. It often involves a range of built environment professionals including urban designers, planners, architects, landscape architects, developers, transport planners, highway engineers and ecologists as well as the local community. All professionals involved in shaping the built environment should have a commitment to placemaking and work collaboratively and creatively to achieve this. Collaborative working across disciplines is critical for placemaking.

In some cases, placemaking initiatives will be initiated by the community, public or third sector. Local authority planning or regeneration departments may have a role in supporting and enabling the process. In other cases, particularly for large developments, the process will involve the public and private sector and a range of professionals and the local planning authority should act as guardians and champions of placemaking.

The community has an important role to play but particular skills and resources may be needed to help galvanise the energy and ideas of the community. Therefore, community engagement specialists can sometimes make an important contribution. In the long term the community should be encouraged and enabled to participate in the care and maintenance of the place.

Further reading:

-
- > Enabling Healthy Placemaking, RTPI, 2020

 - > Future Generations Framework for Projects

 - > Healthy Placemaking, Design Council, 2018



Example

In 2012, residents of Grangetown in Cardiff proposed activating a vacant and rapidly deteriorating bowls pavilion and bowls green located in a popular local park. A partnership between residents' groups, Grange Pavilion Project, Grangetown Community Action and Cardiff University's Community Gateway was formalised in 2014 to test resident-led ideas for redeveloping the Grange Pavilion and Green as a community owned space.

As Wales' most ethnically diverse ward, residents described Grangetown's strength as its diversity and sense of community, identifying a desire for a space in which multiple communities could get together, but highlighted immediate challenges including a lack of café/toilet amenities in popular neighbourhood parks, a lack of green space available to land-locked schools, and broader challenges highlighted by the area's ranking in the Index of Multiple Deprivation.

Securing a temporary licence in 2016 enabled pilot use of the Grange Pavilion and Green by over 3,000 residents. Since then, over 150 initiatives suggested and led by Grangetown residents have been undertaken including homework clubs, Grangetown Youth Forum, a community garden, mental health peer support, a tech café, arts therapy, a friends and neighbours group, cricket and football training with peer mentoring, and play sessions.

Outdoor activities and green initiatives have been launched through partnerships with a range of local and national organisations. One-off and annual events including have helped bring the Grange Pavilion back to life and test its viability for redevelopment under long term community ownership.

These partnership-development events led to the formation of the Grange Pavilion Charitable Incorporated Organisation (CIO), a 60% resident membership organisation with organisational support from Cardiff University, Cardiff and Vale College, Taff Housing, RSPB Cymru and Cardiff Bay Rotary Club. The Grange Pavilion CIO has secured a 99-year Lease and has collectively raised £1.9 million from a variety of funders. Working with architects Dan Benham and IBI Group, the redesigned Grange Pavilion will have three large bookable spaces for community use, a café led by a local business, public toilets, an outdoor classroom, and a landscape including an outdoor events space, rain gardens and sustainable urban drainage, raised beds, and a pollinator garden and orchard.

Since 2013, over 680 undergraduate and postgraduate Architecture students, as well as students and staff from Business, Planning and Geography, Medicine, Healthcare Sciences, Social Sciences, Philosophy and Journalism have collaborated with Community Gateway to support the redevelopment of the Grange Pavilion as part of their research and learning.

For more information see: www.cardiff.ac.uk/community-gateway/our-projects/community-meeting-places/grange-gardens-bowls-pavilion

3.7 The cost and value of placemaking

Placemaking is not an add on that costs more money in a development, it is a comprehensive approach to the planning and design of places that incorporates all considerations of what makes a great place and will make the best and most significant contribution to the quality of the place at an early stage. If this process is undertaken there is no reason for placemaking to cost more money but it is important to allow time for planning, design and engagement. When applicable, requirements for open space, SuDS, active travel and education associated with a development can all be used creatively and effectively to contribute to placemaking. However, greater expenditure in some areas can have significant benefits for the quality of the place and the health and wellbeing of the community.

Some of the benefits of placemaking in value terms are outlined in Section 4 of this guide. Some of the cost benefits are not necessarily delivered immediately, such as health benefits which reduce the cost of health care. Therefore, a long term and collaborative approach should be taken in line with the ways of working of the Well-being of Future Generations (Wales) Act 2015. Working across disciplines and across local authority departments will bring the most value to a project. Important strategic decisions such as investment in and the location of education, health, transport and community services should all have a placemaking focus as this has the potential to significantly impact the activity within a place either positively or negatively.



4 Why placemaking matters

4. Why placemaking matters

The principles of placemaking help to create and sustain better places. The importance of placemaking is found in the benefits that it can bring and challenges it can avoid. Placemaking promotes walking, cycling, public transport, mixed use developments, public space, community infrastructure and identity, which can have a positive effect for people and the planet, as well as the monetary value of a development or local area. The following table identifies some of the key benefits that different aspects of placemaking can bring. It is a snapshot of a continually evolving and growing research and evidence.

Table 2: The benefits of placemaking

Placemaking principle	People	Planet	Monetary value
People and Community	<p>Having access to community facilities can help people’s wellbeing and sense of belonging, helping people to thrive and reduce loneliness and isolation.</p> <p>Involving the local community in new developments can create an ownership, belonging and connection with a place.</p> <p>Involving people who are experts on their own lives ensures that all the different needs and views help inform decisions</p>	<p>Locating schools, playgrounds, parks and healthcare facilities within walking distance, cycling distance or a public transport journey from residences can help reduce carbon emissions as people are less likely to drive in between their homes and these amenities.</p>	<p>Schools in close proximity to new homes attract potential buyers¹, as well as increasing footfall in an area. Designing and implementing high-quality public realm also increases footfall to the area.</p> <p>Involving the local community allows the development to become more aligned with the community need, which could save money over time.</p> <p>Integrating different aspects of development such as housing, transport, education under the umbrella of placemaking can help public bodies save resources.</p>

Placemaking principle	People	Planet	Monetary value
<p>Location</p>	<p>Places that are well connected support and enhance existing communities.</p> <p>Having safe and pleasant places to get to on foot, including recreational facilities, open spaces, shops and public transport, means that older people have higher levels of physical activity.²</p>	<p>Placemaking uses land efficiently.</p> <p>Locating development in well-connected places reduces the need to travel.</p> <p>Creating low traffic neighbourhoods can help reduce car use. Displaced traffic can disappear from an area entire, as drivers adjust routes and behaviour, such as avoiding the area, using different modes of transport, or even cancelling journeys.³</p> <p>The location of development can reduce damage to the natural environment.</p> <p>The reuse of existing buildings will help to reduce the 126 million tonnes of construction waste in the UK per annum.⁴</p>	<p>Placemaking creates well connected places and supports existing centres, which requires less highway infrastructure, which results in reduced costs.</p>
<p>Movement Walking</p>	<p>People who walk or cycle to work are reported to benefit from improved mental wellbeing in comparison to those travelling by car.⁵</p> <p>Improving the high street for walking can lead to an increase in people stopping, sitting and socialising.⁶</p> <p>Road design can result in fewer road traffic accidents – raised carriageways, footway build outs, dedicated right turn lanes and bollards can have a positive impact on road safety for pedestrians and cyclists.⁷</p> <p>Living in an activity-friendly neighbourhood is estimated to provide between 32-59% of the 150 minutes of weekly recommended physical activity for adults.⁸</p>	<p>Walkable neighbourhoods provide opportunities for reducing car travel.⁹</p>	<p>The average 'Benefit Cost Ratio' for walking and cycling projects is 13.1, meaning that for every £1 spent on walking and cycling, £13 of benefits are returned to the economy.¹⁰</p> <p>Over a month, people who walk to the high street tend to spend more than people who drive to the high street.¹⁰</p> <p>As people who walk to work report greater job satisfaction, this increases employee retention rates, which reduces the cost to businesses.¹¹</p>

Placemaking principle	People	Planet	Monetary value
<p>Movement Cycling</p>	<p>Cycling to work can lower stress levels, as well as improving mental health.¹²</p> <p>Infrastructure that provides well-designed, connected and inclusive trails to workplaces, schools and social amenities, with pavements and safe crossings can support walking and cycling and increase levels of physical activity among all age groups.</p> <p>Lower speed limits such as 20 mph in residential or high pedestrian activity areas, makes people feel safer and are therefore more likely to walk and cycle.¹³</p>	<p>Cycling is a low carbon mode of travel.</p>	<p>Being physically active reduces the risks of obesity and chronic conditions; inactivity cost the NHS in Wales £35 million in 2015.¹⁴</p> <p>Cycle parking can deliver many times the retail spend per square metre than the same area of car parking.¹⁵</p>
<p>Movement Public Transport</p>	<p>Using public transport provides more opportunities for conversations with strangers that can have a positive impact on mental health.¹⁶</p>	<p>Infrastructure and routes that provide lower carbon transport opportunities and options, such as cycling, walking and public transport, can lower overall carbon consumption.</p>	<p>Effective public transport links provide business opportunities near stations and bus stops, as well as an increase in housing prices within the vicinity.¹⁷</p> <p>Secure cycle parking is easier and more cost effective to incorporate into existing, smaller spaces than vehicle parking.</p>

Placemaking principle	People	Planet	Monetary value
<p>Mix of Uses</p>	<p>Complete and compact neighbourhoods with schools, parks, healthcare facilities and other local amenities at the centre result in higher physical activity levels, as people will tend to walk or cycle from one to another.</p> <p>Well-designed environments, with mixed uses, ease of walking and cycling, accessible amenities, green space and sociable spaces to meet people can all impact on people's ability and desire to walk to places, and also help people to live independently as they age.¹⁸</p> <p>Placing local amenities at the centre of new developments enlivens the public realm, as there are more opportunities for people to mix, integrate, and bump into one another. This has a positive impact on the development of community and wellbeing.</p> <p>Mixed-developments and digital connectivity can help reduce inequalities by ensuring all communities have access to services and jobs.</p> <p>Ensuring access to Welsh medium services, schools, and social opportunities supports use of the Welsh language.</p> <p>A local food environment that promotes healthier food choices improves health, supports healthy weight and reduces the risks of people developing long term chronic conditions. Unhealthier food choices is associated with increased weight and unhealthy eating amongst children.¹⁹</p>	<p>Complete and compact neighbourhoods with schools, parks, healthcare facilities and other local amenities at the centre result in fewer people needing to use their cars in order to get from one place to another, which results in a carbon reduction.</p> <p>Higher density and more compact developments that support mixed uses is a more efficient use of space.</p>	<p>Building retail and employment facilities early in a scheme's development can help contribute to a sense of place, as people will tend to frequent the area. People frequenting the area could increase the value of the development.</p> <p>The inclusion of retail and employment space within new developments can provide opportunities for local and smaller businesses to establish.</p> <p>Cultural heritage investments have a positive effect on house prices.²⁰</p>

Placemaking principle	People	Planet	Monetary value
<p>Public Realm</p>	<p>Access to, and engagement with parks, open spaces, playing fields, woodlands, wetlands and allotments is associated with positive health outcomes.^{21 22 23}</p> <p>Incorporating play spaces and parks for children into new developments can create safe quality places for children to play in a rich environment.</p> <p>More people playing out more of the time in more places can improve community cohesion and strengthen intergenerational relationships.</p> <p>Colourful and interesting urban green spaces help build a sense of pride, stimulates community spirit and promotes civil society.²⁶</p>	<p>Incorporating trees and green spaces into public space can increase a scheme's carbon-storage capacity, as well as lower the level of surface water running into drains and mitigating extremes of heat and wind.²⁹</p> <p>The incorporation of green spaces within a development has the potential to increase habitats and biodiversity.</p> <p>Landscape solutions to water management can help tackle flooding.</p>	<p>Creating spaces where older people can keep active, and well-designed streets, can reduce their risk of falling. Falls is a huge cost for health and social care.²⁴</p> <p>The implementation of road design elements that result in safer streets for pedestrians can save money due to the reduction in road traffic collisions.²⁵</p> <p>Well-designed streets and public spaces can be designed to be easy and cost effective to maintain.</p>
<p>Identity</p>	<p>Activities, public art and events can be an effective way of creating local identity and a greater sense of connection between people and the place.</p> <p>A wide range of positive experiences including belonging, engagement, social wellbeing, and a greater connection with a place are associated with community-based heritage conservation.^{27 28}</p>	<p>Community gardens, parks and green spaces can help residents build social connections, as well as to connect with nature and their surrounding environment.</p> <p>The adaptive reuse and refurbishment of existing buildings within a place is a sustainable development approach. This can also reinforce a place's history and identity.</p>	<p>Residents who feel a strong sense of belonging and pride in their 'place' or area are more likely to take care of it, which in turn could lead to a reduction in long-term maintenance costs.</p>

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5 Case studies

5. Case studies

A selection of case studies has been compiled to highlight how different aspects of placemaking have been approached for projects of different scales. The following provides a summary of the aspects highlighted in each of the case studies:

Case study	Basic information
Loftus Garden Village, Newport	<ul style="list-style-type: none"> – Residential – 250 homes, 60% affordable – Brownfield site
Ashlands, Portishead	<ul style="list-style-type: none"> – Mixed use – 1,650 homes, employment uses, shops, restaurants, cafes, nature reserve – Brownfield site
Pumphouse, Barry	<ul style="list-style-type: none"> – Mixed use – Restaurant, gym, coffee shop, 15 live-work apartments – Redevelopment
Paintworks, Bristol	<ul style="list-style-type: none"> – Mixed use – 210 homes, 11 live/work units/commercial space – Brownfield site
Ty Pawb, Wrexham	<ul style="list-style-type: none"> – Mixed use – Arts and cultural centre, market hall, learning centre, cafes, bars – Redevelopment
Lawrenny, Pembrokeshire	<ul style="list-style-type: none"> – Mixed use – 33 homes, small business workshops, village square – Brownfield site
Caldicot Town Centre, Monmouthshire	<ul style="list-style-type: none"> – Mixed use – Homes, retail, community uses, public realm, active travel,

Table 3: Overview of case studies

Loftus Garden Village, Newport

Location:

Telford Street, Newport

Local Authority:

Newport City Council

Client:

Pobl Group

Design/Construction Team:

Alan Baxter,
Lovell Partnership Ltd.,
Hammond Architectural

Date of completion:

September 2018

Contract value:

£27M

Site area:

16 acres

Awards:

Winner, Development of the Year Award -
Welsh Housing Awards 2017

Best Residential Development of the Year -
Insider Wales Property Awards 2016

Winner, Lovell Regional and National
Health & Safety Awards, 2017

Shortlisted for Project of the Year: Buildings
- Constructing Excellence in Wales Award

Central public open space





Well landscaped and attractive greenspaces

Loftus Garden Village is a residential development of 250 homes in Newport, South Wales. It was developed by Pobl, a registered social landlord and designed by Alan Baxter Architects. It includes a mix of 1,2,3 and 4 bedroom properties designed in an arts and craft style with 60% retained as affordable homes. The Garden Village concept of the scheme offers well landscaped streets, two parks and kitchen allotments. The street network links in closely with the surrounding street, but landscaping and architectural style set it apart from the rest of the area.

Developing the vision

From the outset, the vision for this proposal was to create a 'Garden Village' in Newport. This was based on Ebenezer Howard's Garden City Movement Plan that sought to bring together the best of town activities with the beauty of the countryside. At the time it was a response to the conditions of the towns and cities during the industrial revolution, which were dense, polluted and dirty with little in the way of greenery, fresh air and sunlight.

He proposed the idea of a Garden City as a new settlement that had: "The advantages of the most energetic and active town life with all the beauty and delight of the country". As a principle this is what Pobl, the developer was looking to achieve on the site with this new social housing development.

Letchworth was the first Garden City to be developed to these principles, designed by Parker and Unwin from 1903 onwards.

Letchworth Garden City directly informed the vision for this development. During a site visit to Letchworth the project team were asked to consider what aspects of the garden city are most relevant for the site in Newport. From this the overarching vision was formulated.

The Newport Garden Village:

- **Feels like...** A welcoming and green place in Newport where residents of all ages will enjoy walking, playing and interacting in the streets, parks and gardens they take pride in, enabling a strong sense of community.
- **Looks like...** A variety of simple, well-proportioned homes with a timeless character, form a subtle backdrop to a landscape of street trees, grass verges, flowering front gardens, kitchen gardens and hedges.
- **Functions like...** A place of shared resources and responsibilities, where residents and owners take a leading role in shaping and maintaining their neighbourhood. A place that plays a key role in the wider Corporation Road neighbourhood.

FEELS LIKE

"Where you can hear birdsong with trees and hedges"

"A place where living in and using the environment comes first and the car comes second"

"A place where people will want to spend time outside their homes, not to just drive in and stay inside"

LOOKS LIKE

"Not uniform, linear redbrick boxes"

"Somewhere you are enticed to walk around and feel comfortable interacting with others"

"Green verges are important, even a thin green strip makes a big difference to the quality of place"

"A Village in a town"

FUNCTIONS LIKE

"A strong heart to the village, owned by the community"

"Simple, but quality homes – let's spend the money outside the house"

"Creates unity through design and ownership of spaces"

"Supports people interacting, and free for children to play"



Projects team response to Letchworth Garden City

Understanding and responding to the site and context

The methodology adopted for developing the masterplan was to include the design principles and characteristics of Letchworth Garden City as well as Welsh examples such as Rhiwbina in Cardiff. This was accompanied by research into the local context of the site and neighbourhood, such as the scale, urban form, landscape and social characteristics. This was undertaken by the project team which included landscape architects, ecologists, noise consultants, flood and geo technical specialists.

The baseline review revealed a number of urban design opportunities and constraints for the development, including:

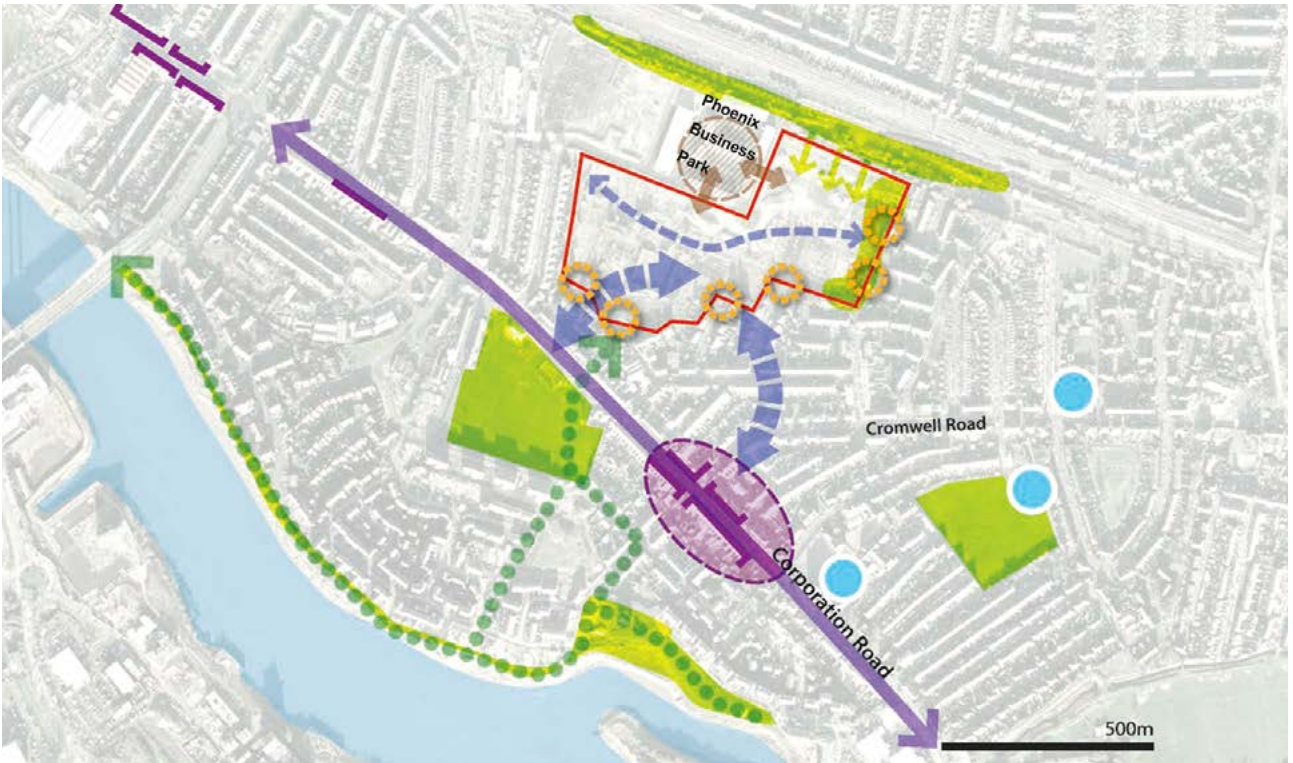
- Bringing a currently derelict former factory site into active use and improving the overall appearance of the area;
- Improving links across the site for better connectivity between the surrounding streets and community facilities on Corporation Road;
- Extending the network of greenspaces and walking routes through the site, connecting it to the river and beyond;
- Providing new parks and kitchen gardens which can be used for education, leisure and social cohesion;
- Utilising the Phoenix Business Park and the adjacent empty plot for the development of the site and offering opportunities training and local employment;
- Extending the green character of the garden village into the surrounding streets to improve the setting of the development;
- Creating a more sustainable living environment providing variety in the local housing market;
- Ground conditions prohibit sustainable urban drainage systems
- A noise restriction zone of 12m is present along the railway line;
- Concerns over vehicle rat-running preventing a fully permeable street network;
- Site clearance and remediation must observe the protection of nesting birds; and
- Contamination from the legacy of the factory use of the site require remediation and special engineering considerations.



Landscape plan



Movement plan



Opportunities Plan



Illustrative masterplan

Community & stakeholder involvement

The project team were certain that their 'Garden Village' approach would be well received by both the local authority and local residents. However they were also conscious that they needed to maximise the benefits of the development for the local community and so undertook extensive consultation on how this could be achieved. The masterplan was revised a number of times and presented back to the community until the 'best' solution could be found. This is best exemplified by the access arrangements on the site, which underwent a number of changes, due to the importance, sensitivity and local concerns regarding accessibility and traffic impact.

The design development for the access started with a review of the existing outline planning permission which showed an east-west through route and no vehicular access from Corporation Road. The vision for the development established that a new gateway to Corporation Road should be created and a high level of permeability for the site. However, previous consultation had highlighted the concerns of local people regarding loss of privacy and impact of traffic on their streets, and therefore connections with the existing streets were kept to a minimum. This initial scheme was rejected because it created an east-west rat-run through the development site.

A number of revisions were presented to the local community before the final solution was decided on. This moved away from having a simple open or closed access arrangements, but sought to achieve the development's objectives through softer measures of traffic management applied to a principally permeable network. This allowed the benefits of a permeable network, such as a consistency of urban form and movement, avoiding detours, turning movements, parking problems or people getting lost, while delivering a well integrated new development and minimising inappropriate traffic impact on just a few streets.

Due to the social aspects of the Garden Village Vision, Pobl wanted to recognise and celebrate the importance the site had played in the history of Newport and the UK. The story of Ruby Loftus and the contribution she and her fellow workers made to promote the role of women in supporting the war effort, at the former ordnance factory on this site, deserved to be remembered. Pobl used this as an inspiration for many aspects of the project including increasing the opportunities for women in the construction sector. Of the 22 apprentice placements created throughout the project, to date 3 of them have been women. They also worked closely with Newport Communities First to ensure that training and employment initiatives are being targeted to people who need further assistance to access employment opportunities.



Aerial photo of the site before construction

Key design principles

Based on the vision, a specific set of design principles were created translating the vision to the particular context of the site.

These design principles include:

- To create a development that is well integrated with the surrounding streets and community and provides access to local amenities.
- To create a sustainable landscape that takes a leading role in defining the character of the new development. The landscape will be multifunctional with an emphasis on social and ecological roles.
- To create houses that look like homes and will take a traditional form inspired by the Garden City movement, combining these with up-to-date sustainability standards and light and airy rooms.
- To create a place which puts the community at the heart of the development with spaces designed to foster interaction, pride and management by local residents and accommodating a mixed community.
- To create a truly sustainable development by using passive, well established measures and avoiding overly technical or complex solutions.
- To create a permeable movement network which serves the wider community and strikes a balance between motorised and non-motorised users.

Due to the clear vision for the site and through analysis of its context, these principles were broken down by the project team into a set of clear and well defined aims and objectives. The Garden Village concept is about more than the 'physical' aspects of the place, but also include social and economic considerations. Pobl were therefore very keen to ensure that these socio-economic considerations were included and carried through the whole development process.

Facilitating activity within the scheme

The scheme includes two parks, two kitchen gardens and green streets, which include street trees and green verges. They form the backbone of a wider landscape concept, which permeates the entire development and has been designed to have a social role in the development.

The social role of the landscape is to support a number of human activities, the building of communities, health and well-being. The landscape and public realm concept is supporting necessary activities, such as providing space for movement, like going to work, shopping or dog walking. As such, the public realm is designed to provide ease of movement through a permeable network, level crossings and hard wearing surface materials.

The landscape and public realm concept also creates an environment which supports optional activities, such as space for taking a walk, sitting on a bench enjoying the sun, reading or eating. For these activities, the scheme provides inviting environments in the parks and streets, as well as the private gardens each house has access to. The activities are encouraged by the creation of pleasant environments in the public realm, through street trees providing shade in summer and green hedges and planted front gardens a sensually rich and pleasant environment. The parks provide space for sitting, lingering and taking a walk.

Furthermore, the landscape and public realm are designed to support social activities, such as children's play, communal gardening, group events or learning. Communal gardening is encouraged in the kitchen gardens and parks and to support an active and healthy lifestyle, community interaction and provide a source of learning, in particular for children.

The landscape framework reaches out beyond the site boundary, linking the development to Lysaght Park with its formal playing fields and play equipment and from there to the wider recreational network of the river bank footways. This encourages interaction between the new residents and that of the wider existing community.



Diversity in mix and housetype

Key factors contributing to good placemaking

Developing a strong vision around the Garden Village concept was key in establishing what the development needed to achieve and how it would look. This could be considered a vision led approach to development as there were no local precedents of establishing a garden village scheme in Newport. The desire from Pobl to deliver a scheme that had wider social and economic benefits, led them to adopting a garden village approach, which in turn informed the design principles and masterplan.

Best practice manuals were developed during the construction phase of the development and presented to the site team to ensure clear understanding of 'what good looks like' and the levels of quality that was expected. 'Benchmarking' also took place, which included before and after photos of defects reported and completed. These together with house type plans and customer choices, aided the operations team to achieve the expected levels of quality.

Pobl recognise that part of creating the long-term social success of a garden village is careful management of the public realm and adjoining spaces. Pobl has a long-term commitment to maintaining a high quality public realm by limiting some changes leaseholders can undertake through covenants, such as maintaining front gardens and regulating car parking. Pobl will also play an active role where residents may need support in the upkeep of front gardens, to avoid any triggers to a downward spiral in quality. The Public Open Space is not adopted by the Local Authority but is managed by two gardeners employed by Pobl, so that the continued high quality of these spaces can be retained.

The development demonstrates that Placemaking can be about more than just the physical aspects of the place but also involves 'social sustainability'. The objective for this development was to achieve a high level of community integration, a strong sense of local ownership and long term self-management.

This vision of providing a better life through long-term stewardship, shared assets and community management of those assets is part of Pobl's strategy of creating a socially sustainable place. To achieve this, a number of different measures were explored and implemented:

- A mix of different tenures across the development, with a high number of homes staying within the Pobl's control.
- Exploring the opportunities for co-housing. Pobl collaborated with the Welsh Government to support the inclusion of a co-housing scheme in the neighbourhood.
- Fostering and supporting community groups in the management and use of the parks and gardens, community centre, recycling, composting etc.
- Creating training and employment opportunities in the management of the estate.
- Creating a new community centre.
- Integrating the existing local community, achieved through consultation with local residents and in particular with those living on streets adjacent to the site.

Most successful aspects of the development

Pobl had an ambitious vision to re-define what could be achieved in the delivery of new homes, in Newport. They took a derelict area of land in a challenging area of Newport and wanted to create a place where people would aspire to live. In order to make the vision a reality, they needed to be bold and do much more than simply build high quality, well-designed homes.

They express that they wanted to establish an environment where the community could flourish, placing as much emphasis on the external environment as the homes themselves. The extensive amount of landscaping at Loftus Garden Village has required them to adopt an innovative, ethical approach to management and maintenance, protecting the vision for future generations in a sustainable and affordable manner.

Loftus Garden Village is a development of 250 homes with 60% being classed as affordable. It is a multi-tenure scheme which fully blends social, intermediate and market rent with homes for outright sale and shared ownership. The development also includes a proportion of cooperative homes, as part of a Welsh Government Pilot Project. The development was fully focused on meeting a whole range of Welsh Government and local authority strategic housing objectives, these include:

- Quality, space standards, sustainability and flexibility of the homes.
- Maximising community benefits in all aspects of the project.
- The need to do more with less public grant.
- Delivering a wide range of housing solutions for local people.



Housing overlooking landscaped park



Strong street scenes and connections



Social spaces located throughout the development

Ashlands, Portishead

Location:

Portishead

Local Authority:

North Somerset Council

Client:

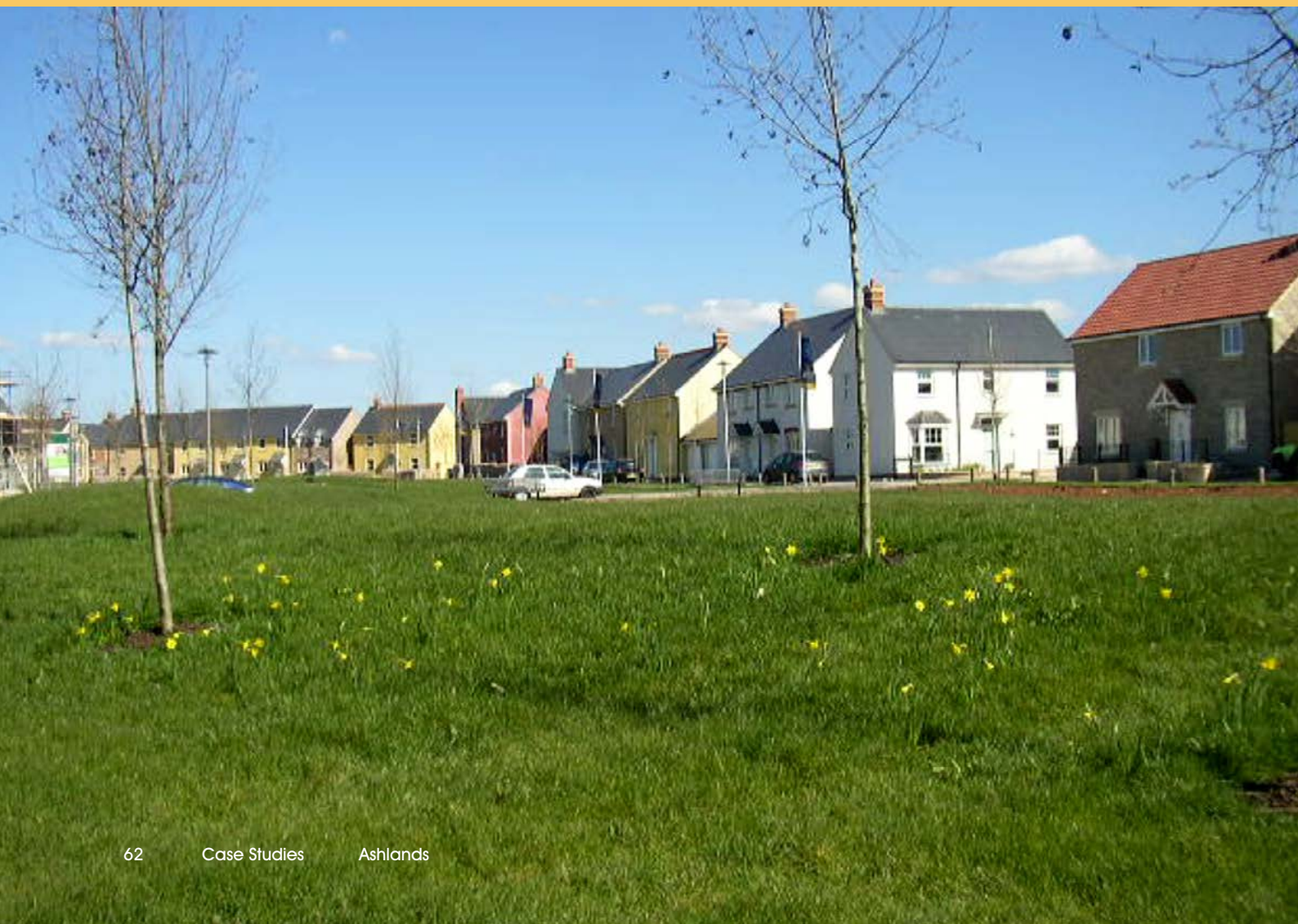
Crest Nicholson/ Persimmon
Homes

Date of completion:

Completed

Funding source:

Private





Marine fishing village

Ashlands in Portishead is large scale residential urban extension on the former ash tip of two Power Stations located at the Portishead marina. The closure of these plants resulted in the largest brownfield development site in the south west. The design approach and vision for Portishead Docks was developed in the mid to late 1990s. It reflected a move at that time to a more design focussed approach to new residential communities. Developed over 20 years the scheme has resulted in 1,650 homes, employment uses, shops, restaurants and cafes as well as a 40 hectare nature reserve, play areas and open spaces.

Developing the vision

The Local Planning Authority (LPA) sought to use the planning process as a driver to achieve a high level of design within the Ashlands development. They recognised the importance of the developers need to gain consent at various stages of the planning process and that design is an 'evolutionary' process that becomes more detailed at each stage.

The LPA therefore established a "Time for Design" approach, which was based on working with the developers in partnership to agree the vision, objectives and design principles of the scheme. The LPA would then use the planning process through planning permissions and Section 106 agreements, to ensure these principles were carried through and integrated into the built scheme.

The vision for the site was developed jointly between the developer, design team and the dedicated LPA project team, through a series of design workshops. The site was a virtually featureless level plain made up of pulverised ash deposits from the former coal powered power stations. The vision therefore needed to create a strong legible urban structure as part of a sustainable site layout. Ideas were tabled by the LPA team in order to initiate visioning, which were discussed and agreed with the developers. Following these workshops the vision was set out in a "Visioning Masterplan". This formed the basis of the Outline Masterplan and established the key design principles of the development.

Another round of workshops were then undertaken to distill the principles of this visioning masterplan into a series of more detailed sub area masterplans. These sub area masterplans divided the site into a number of areas and focused on issues such as; land uses, movement network, public spaces, architectural aims and the layout of the scheme. These sub-area masterplans formed the basis of the Reserved Matters Application.

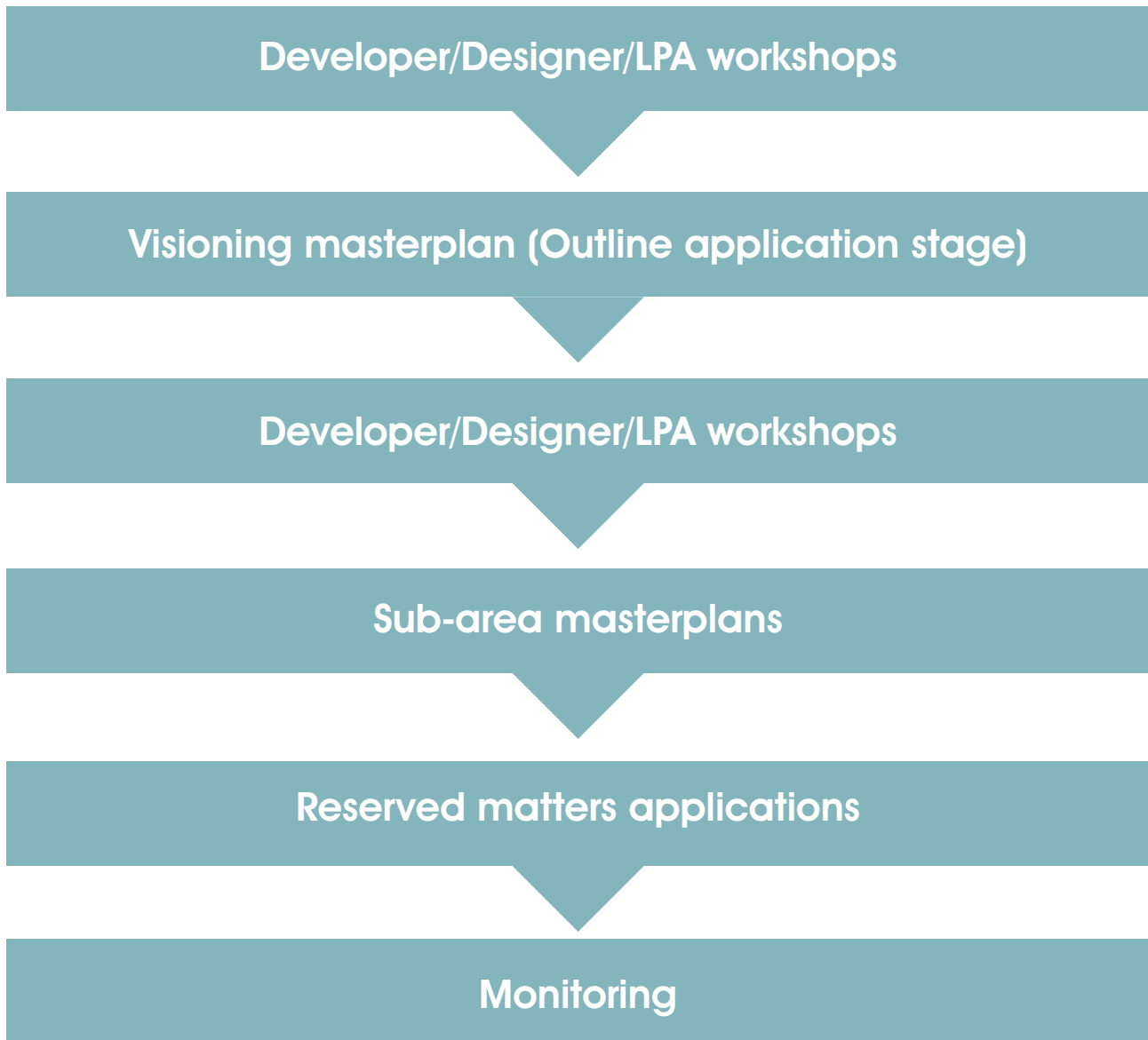
Due to the "Time for Design" process, the Vision and design principles operated hand in hand, one flowed from the other and subsequently directly into the planning applications and final scheme. This was the key aim for the LAP in undertaking this process as all the design principles were agreed by all the stakeholders from the outset.

Any attempt by a developer to fundamentally change the design approach as detailed in the visioning or sub area masterplans would be refused at the planning application stage. On the one occasion this did happen the subsequent appeal was dismissed by the Planning Inspectorate with the "back story" of the master planning process an important element in the dismissal.

Due to the collaborative approach between the LPA, developers and designers in agreeing the main design principles at every stage of the development, a smooth transition through the planning process was achieved.



Severn Estuary



The “Time for Design” approach

“The planning process was critical to delivering the vision due to the staged “Time for Design” approach, Section 106 Agreements, continuity of LPA team and willingness of the LPA to be robust when challenges to the master plan/sub-area masterplans approach arose.”

Kedrick Davies (LPA Urban Designer for Ashlands 1998-2008)

Understanding and responding to the site and context

The land for the Ashlands development was allocated within the local plan so the LPA were already very familiar with site itself and the surrounding context. Before work on the Ashlands development started a new residential estate had just been built to the south of the site. The LPA were not happy with the generic nature and placelessness of this estate, so avoiding repeating its mistakes was a key driver in wanting to achieve a high quality design for the Ashlands.

The Ashlands site formed part of the Portishead Power Station and so was a largely a 'blank slate', with any contextual reference points located on the edge of the site. A series of visits were used to understand the site and its surrounding area and historical information used to determine the original uses and context of the site.

With the lack of features on the site, the surroundings and edge responses became of greater importance to the design team. Key considerations at the boundary of the site included views and connections out over the Severn Estuary and newly created Portbury Wharf Nature Reserve. Emphasis was given to how the scheme would be incorporated into Portishead and the other adjoining development sites. The locations of new local facilities such as schools and shops were identified to help join up and integrate existing and newer communities.

The vision of the site worked with the limited context where possible but workshops between the design team and LPA also brought in a new context for the scheme. This was taken from historical sources in the form of village greens, lighthouses, fishing villages and dockside developments.



Sub area masterplan



Portishead regeneration development areas



Outline masterplan



Framework masterplan

Community & stakeholder involvement

It became clear to the LPA that the magnitude of the overall project was such that there was a need to appoint a project manager, if a masterplanning led scheme was to succeed. This project manager was responsible for ensuring a coordinated and timely response from all the relevant council departments and the point of contact for the principal development companies involved. The project manager's first action was to set up an officer core group comprising representatives from development management, highways and transport, legal and urban design departments with relevant expertise.

Regular meetings were held between the project group and the developer's representatives with colleagues from other Council services attending if the agenda so required. The two principal development companies involved demonstrated a positive approach to achieving a quality development, illustrated by the serious investment in public art and their willingness to engage with the Town Council.

The "Time for Design" approach resulted in a build up of information so that LPA representatives and local people could see how the scheme was developing. Consultation was undertaken at all stages of the process from the Development Plan stage, during the Visioning and Sub Area Masterplanning and then when planning applications were submitted.

The "Time for Design" approach is a good example of a partnership, where the community, developers and LPA move forward with a shared vision. This provided mutual confidence in progressing the project and an understanding of what principles and outcomes needed to be achieved by the development. The regular workshops allowed everyone to have their say and contribute to the overall vision of the scheme.

Barton Willmore, who were involved in the masterplanning of the scheme, have prepared a document assessing the success of the scheme called "Exploring Community- The Ashlands, Portishead". As part of this a number of post occupation interviews have been undertaken with various local residents. This presents a very positive view of The Ashlands from the residents who live there with some key benefits being described as:

- A great mix of community, due to a range in housing types, apartments and care home.
- Having everyday facilities such as shops, school, cafes and Post Office nearby, aided by safe and attractive walking routes to reach them.
- A good network of public open spaces, which can be used for a range of activities and include play areas and public art.
- The safe and convenient cycling and walking routes, especially linking into and through the nature reserve and along the Severn Estuary.
- The architectural design which is inspired by the seaside location gives a distinctive identity to the area.



Movement plan

Key design principles

The approach of the LPA and designers focused on achieving good urban design and placemaking through high quality streets and public spaces throughout the development.

The lack of features on the site meant that character and a sense of place had to be 'created' on the site. This was achieved through a series of character areas, local and small scaled spaces where design and architecture would be focused. The character areas include:

- **The Avenue** - a formal, wide, tree lined entrance gateway;
- **The Village green** - a more informal and relaxed English village green at the heart of the development;
- **The Village Common** - a large open space enlivened by a play area and landscaped banks;
- **The Village Square** - A small urban square providing retail units and extra care facility; and
- **The Seafront Development** - a denser and taller area which maximises the views out of the estuary and reflects British seaside architecture alongside a 'lighthouse' landmark building.

The character areas do not sprawl across the whole site but are concentrated along the main route and key areas of the site. Development outside of these areas is more simple in its scale, character and material use. This has helped create a distinctive and legible series of spaces through the development.

The main design principles also focused on the boundaries of the site and integrated into the surrounding context. This included considerations as to how people would access and move through the site. Pedestrian and cycle links were at the forefront of this as was establishing a bus route through the heart of the scheme.



Overlooking of The Common



The Common play park and public art

Facilitating activity within the scheme

The design decision to create a series of character areas along the main route of the scheme led to a concentration of activity in these areas. The character areas are generally formed around public open spaces, containing play areas and public art and provide a focus for the community. The bus route runs along this main route with bus stops tending to be located within these spaces. The spaces also tend to be well overlooked and fronted onto by the surrounding housing, allowing for a close relationship between the residents and the space itself. This combination and concentration of uses, facilities and design choices all in one area can lead to very active and well used spaces.

The scheme has also been designed to facilitate activity and interaction between people through:

- Overlooking of public routes to create safe and secure environments
- The two schools located on the edge of the development to encourage integration between Ashland residents and those from the wider area
- Good links from development into the nature reserve and along the Severn Estuary.
- Public transport routes follow key open spaces and local facilities, encouraging use by local residents.
- Good pedestrian links back into Portishead Marina and Town centre.

The area is primarily residential, however an extra care home and small retail units with Post Office have been located at the village square. By locating the Post Office and shop next to the extra care facility the designers ensure that these facilities would gain maximum usage as they are most accessible to the widest range of residents. This creates a diverse mix of uses and encourages a wide range of people to come into and make use of the village square.



Personalisation of public open space



Mews street



Use of colour in key locations

Key factors contributing to good placemaking

The development of the site was facilitated by a visionary planning approach that galvanised the planning system to deliver the significant regeneration that was required. A multifaceted approach was followed that included the use of supportive Local Plan Policies, working groups, a dedicated LPA team and agreed vision and sub area masterplans to ensure a co-ordinated development strategy. The approach is a good example of partnership; community, developer and local authority moving forward with a shared vision, thereby delivering key elements of the scheme and a high quality development overall.

The need for the LPA to understand the needs of the developers and to be flexible in its approach was also key. Flexibility with their own highway design standards and having the LA highways officers as part of the dedicated development team helped create a unique hierarchy of streets and spaces. This included:

- Adopting narrow shared surface streets
- Not applying the 20m distance between habitable windows across public realm areas
- Reducing forward visibility at junctions
- Reduced parking requirements
- Garages being counted as parking spaces
- Adoption of highways with pavements on one side only

These were key factors in contributing to the range of character areas and narrower interconnected streets, lanes and mews, which provide much of the character and sense of place of the scheme. If the normal highways standards had been adhered to the development overall would look much more generic with the same streets and spaces replicated throughout the site.



Village square



Most successful aspects of the development

It is the collective opinion of all involved in the scheme that the "Time for Design" process worked very well. It is felt that due to overall work pressures some areas of the scheme could have been improved upon, if there had been more time and resources. However, in overall terms the Ashlands has delivered what it set out to achieve in urban design terms and it was one of the largest EcoHome schemes in the UK.

This approach also sped up delivery of the scheme for the developers as they had already bought into the design principles and had confidence that their designs would be approved by the LPA. As the team built up the level of detail through the process, stakeholder engagement could be enhanced and more consensus to buy-in to the development by all involved and the people of Portishead achieved.

The acknowledgement that design was a evolutionary process and that time was needed to develop this was fundamental to the "Time for Design" approach. The commitment by the LPA to deal quickly with the Visioning Masterplan whilst the developer accepted the process was a key stage in this process. There was a build up of trust and respect between the different parties and that was the foundation created by the design workshops that also facilitated this approach. The willingness of the LPA/Highway Authority to adopt the range of highways was also an important element in the delivery aided by the Highway Engineer being a fundamental part of the LPA project team.

The delegation of public art to a dedicated Public Arts Steering Group who also oversaw the discharge of related planning conditions was also a great success. It sped up the process and increased the diversity and range of public arts within the area, which the planning committee may not have achieved.

“Given minimal direct site context of any great importance the ability to create a new place was less constrained than may be the case in other areas.”

Kedrick Davies (LPA urban designer for Ashlands 1998-2008)



"Fallen Nails"



"Full Fathom Five"



“When Shall We Three Meet Again?”

The Pumphouse, Barry

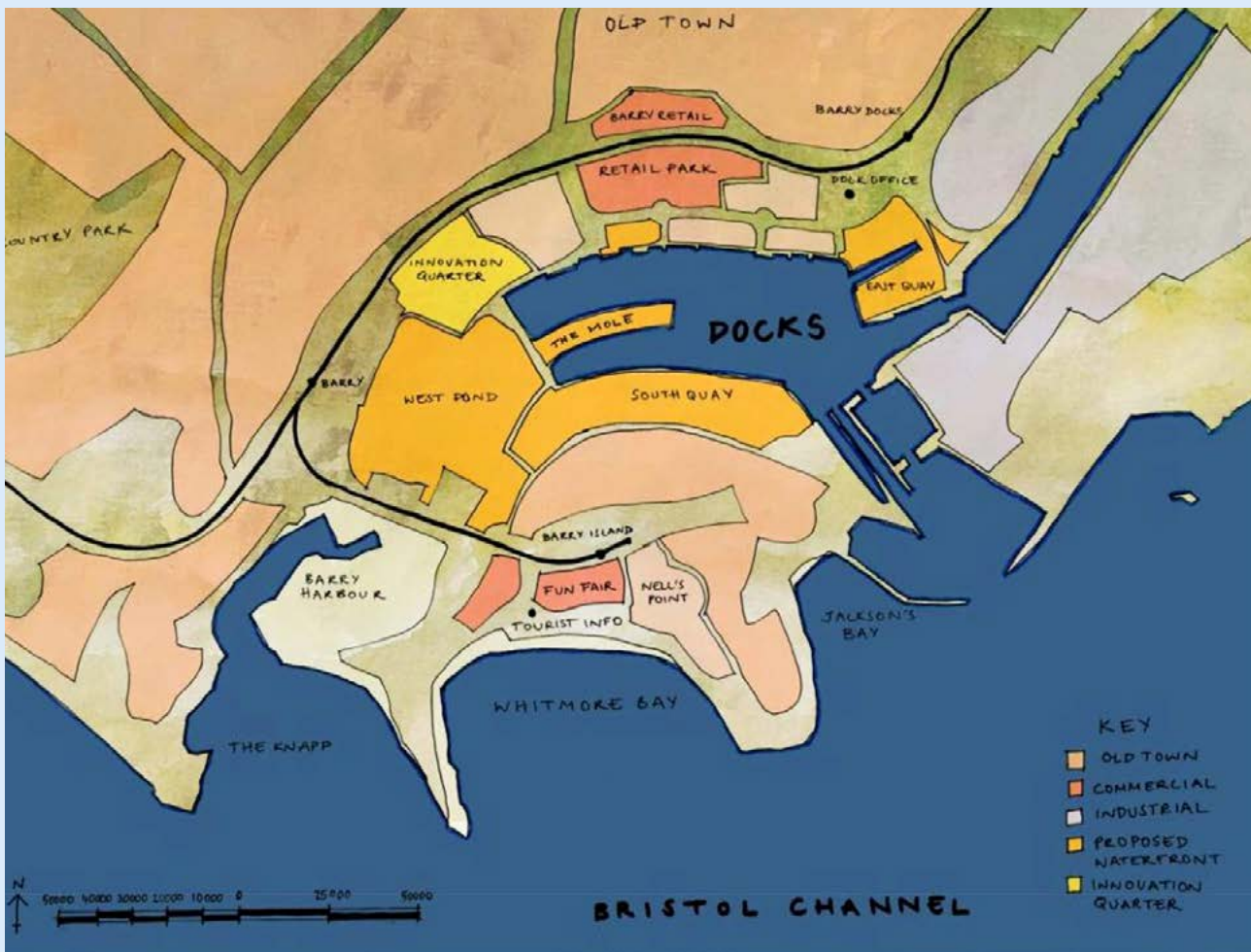
Location:
Barry, Vale of Glamorgan

Local Authority:
Vale of Glamorgan
Council

Client:
LoftCo.

Design team:
Ellis Williams Architects





IQ regeneration masterplan

Barry Pumping Station was built during the 1880s to provide hydraulic power to Barry docks. The decline of the docks during the 20th Century, saw the building fall into disrepair before it was listed in 1992 as one of the few pumping houses left in Wales. Following a refurbishment of the building by the Vale of Glamorgan Council and Welsh Government, DS Properties (now LoftCo.) have redeveloped the building into a thriving mixed use scheme. Designed by Ellis Williams Architects (EWA) the building houses a restaurant, gym, coffee shop and 15 live/work apartments. A plaza has been created in front of the Pump House, designed as an outdoor room and allows the plaza freedom to be used for a number of activities related to the building users or Barry as a whole.

Developing the vision

The Pumphouse, forms part of Barry Waterfront's Innovation Quarter (IQ), facilitated by a partnership between the Vale of Glamorgan Council and Welsh Government. The original vision for the IQ was to establish an urban quarter comprising a mix of learning, employment, tourism, leisure and residential uses that complement the Waterfront. As a result the wider vision and aims of the site were already agreed upon, which informed and influenced what the design team needed to achieve at the Pumphouse itself.

The Pump House is a Grade II Listed Building, an important local landmark with its imposing 42 meter high chimney, and is one of the few hydraulic Pump house buildings remaining in Wales. The design team therefore focused on keeping the building exactly as it was with the redevelopment taking place within the confines of the existing roof line and window openings. The design team were keen to allow the building to establish and influence the final place, rather than modifying the building to suit intended uses.

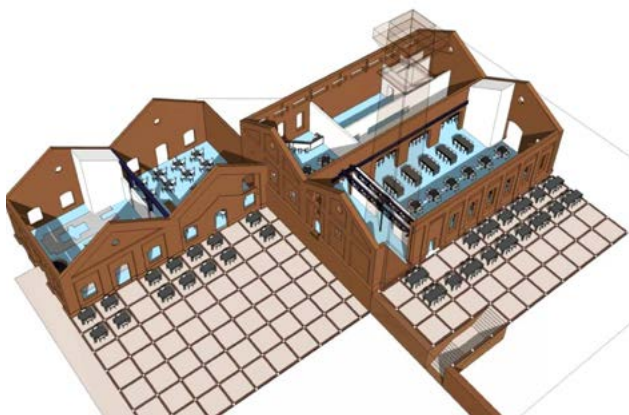
The design team was tasked by the client to create a range of commercial A3/catering uses on the ground floor, with live/work units above and commensurate on-site car parking.

Providing live/work units required the insertion of new floors into the building, which would alter the empty volume of the interior, an important part of the building's history and character. EWA were keen to retain the experience of this full height in key areas.

EWA's intention was to work with the existing structure, and retain it wherever possible. To make sensitive interventions that allowed the new uses of the building to sit within the existing fabric and enjoy the space and character of the building.

“For us we always take a look at the building influencing the scheme as opposed to us trying to influence the building.”

Simon Bastion, LoffCo



Internal proposals

Understanding and responding to the site and context

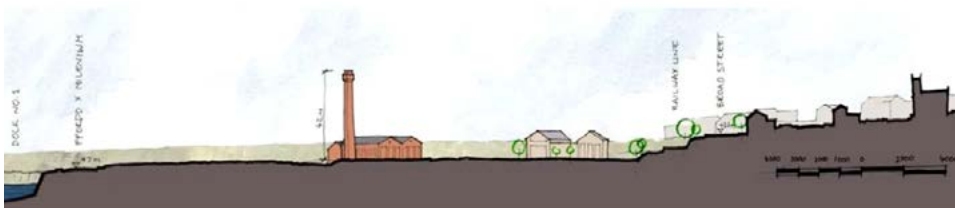
The design team spent time understanding the building and how it sits in and influences its context. As the building was part of the IQ regeneration scheme they also needed to understand what the building's eventual context would be and how it forms part of this new vision for the waterfront.

The Pump House sits in a prominent position within the IQ Masterplan Area, at the head of the docks and elevated from them. From outside of the building there is a good view outward towards the docks.

The design team recognised the buildings importance to the local setting and how it sits at the heart of the wider area. They needed to consider the external areas of the site to help create linkages and movement between the different uses. A plaza was identified at the entrance to the building to act as a social and visual hub for the IQ and help to draw people into the building.

A Planning Statement issued by VoG as part of the marketing exercise for the redevelopment of the site, stated that ... *"The special interest of the former pumphouse is both architectural and historic but the building's character is primarily a result of its architectural form and the nature of its construction. It is therefore considered of vital importance that the exterior of the building should remain as originally conceived. Extensions to the building will only be considered subject to their impact being fully justified against the building's special interest."*

Much of the parameters for the development had already been determined by others, so it was left to the design team to explore and assess what could and should be done with the building itself.

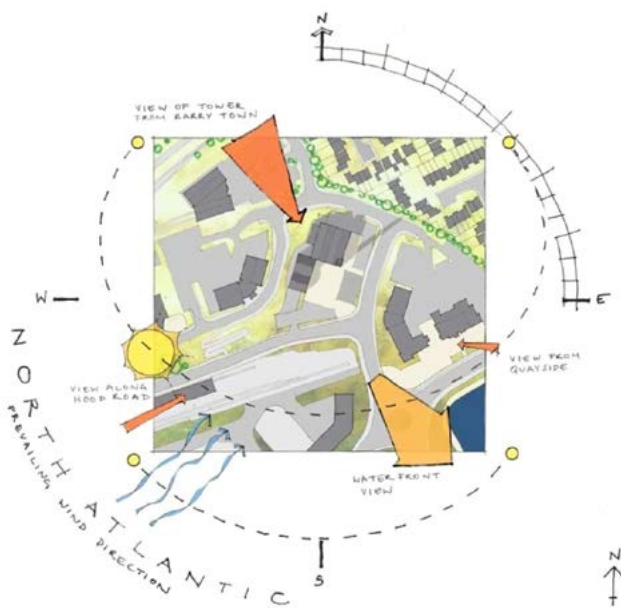


Opportunities & constraints plan

Community & stakeholder involvement

From the outset of the project the developers LoftCo attempted to engage the local community in the redevelopment of the Pumphouse. Being a primarily commercial development this included engaging with local business owners and the local supply chain. This was done in the belief that a scheme starts with local communities and should include the local business operators that form part of said community. In turn they will engage and contribute more to the development as the people using and running the businesses inside the buildings have a vested interest in its success.

The initial design proposals presented to Vale of Glamorgan Council suggested the retention of the existing building, with the insertion of new intermediate floors to allow live/work units to be provided on the upper floors, all linked by a feature external stair 'drum'. This accommodated a circular staircase around a lift to provide access to the building in a very visible way. The drum was also set to be clad in vertical, cast glass sections, which enabled it to glow like a lantern in the evening, providing the building with a new "sign", that there is a public function to the scheme. When these proposals were presented to Design Commission for Wales (DCfW) concerns were raised over this drum feature. EWA looked again from first principles at the nature of signifying the entrance to the new uses, and of allowing people entry and circulation to the new floor levels. They concluded that the drum could be removed in line with DCfW comments, and a neat internal circulation method was found that allowed better security and separation of entry for residents and restaurant users. This created an entrance more in keeping with the existing building and built on the principle that the building itself should influence the scheme and not the introduction of new or alien features.



Site analysis plan



Site location plan

Key design principles

LoffCo's initial response to the building was to recreate a format successfully delivered on other historic industrial projects in their portfolio. A range of commercial – A3/catering uses on the ground floor, with live/work units above, with commensurate on-site car parking.

EWA considered the greatest design challenge to be to overcome the vertical circulation issues to the new floor levels in a sensitive manner, which was made more difficult by the level difference between the North and South Ranges. Also, how to signify the proposed public, commercial activity to the immediate surroundings, without compromising the integrity of the original building.

The external area was seen as an opportunity to create an important piece of public realm that is appropriate and relating to the building's industrial past. It's position in the front of the building is a key location as it can be seen and approached from the Dock.

Key for LoffCo. was allowing the magnificence of the building to stand on it own as it is one of the most significant regeneration buildings in Barry. How it fitted into and complimented the wider IQ and overcoming the challenge between appropriate levels of parking and meeting the needs of the local businesses and users were matters to be resolved.



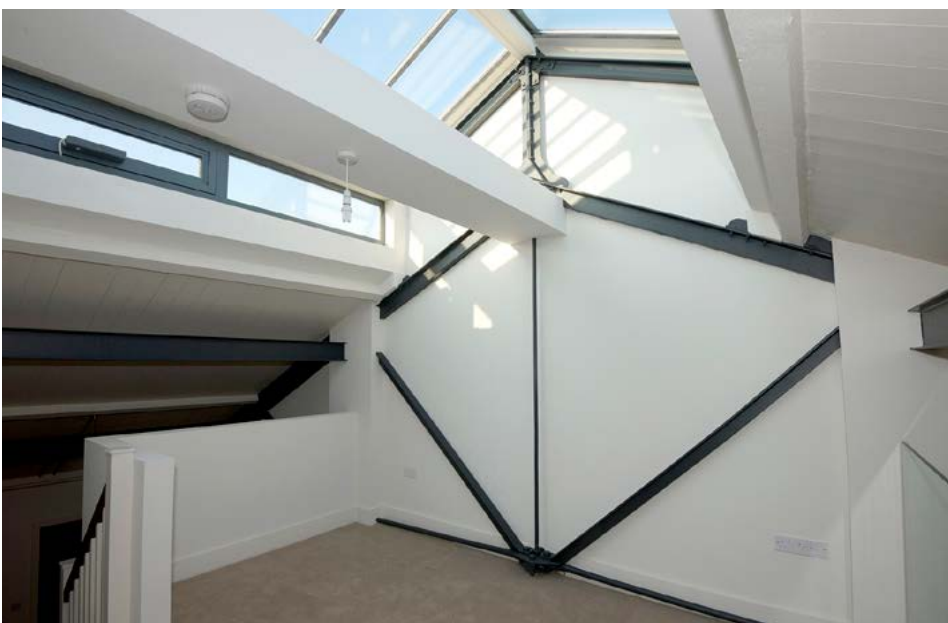
Plaza

Facilitating activity within the scheme

From the outset the concept of the project was to insert a range of complimentary uses into the building. This now includes a restaurant, cafe, gym and live/work units. These uses compliment each other and ensures a level of use in and around the building throughout the day and evening. The residents of the live/work units use and support the various facilities within the building alongside people coming in to use the facilities from the wider area.

A new plaza was created in front of the Pumphouse, framed by the two wings of the existing building. This is a major public open space for the IQ and will be a hub not just for the Pumphouse but also the wider area. The landscape design emphasises this space as an outdoor room and allows the plaza to be used for any number of activities related to the building users or Barry as a whole.

Pedestrian access to the Pumphouse links into the wider IQ masterplan, linking both to the dockside to the east and BSC building to the west. The parking around the plaza is carefully considered to ensure pedestrians and vehicles are kept separate to maximise the feeling of a pedestrian urban space.



Live/work units

Key factors contributing to good placemaking

This project has involved restoring and re-purposing an historic listed building and local land mark for the Barry community and Wales, into to becoming a social hub of the local area.

LoffCo. believe that good placemaking involves taking an holistic and modern approach as to how people generally live, work and play. They recognise that there is a widespread need for a decline in car use and hope that this project can serve as a model for others in how to deliver a sustainable mixed use premises. Places cannot afford to have offices in one area and play in another and look to live somewhere else, if this is to be achieved. The overcoming of these issues and creating places for people to live, work and play has been key in the success of the Pumphouse. It has led to a vibrant mixed use scheme with thriving businesses and happy residents.

LoffCo. made sure they were fully engaged with the design team to ensure that the scheme was fit for purpose. This was to ensure that the commercial needs of the business were met in terms of space requirements, parking and having a suitable customer base, both locally and within the wider area. The needs of the residents of the live/work units was also key and how they will interact 'play' with the businesses. This can be challenging enough, but in this case was complicated by the requirement to maintain and only have a limited impact of the Listed Building. This is why LoffCo. were at the forefront of ensuring that the building should be the main influence of the commercial prospects and not the other way round. This has allowed them to ensure vibrant and sustainable business in the magnificent setting and fabric of the Pumphouse.

“The magnificence of the building if you are working on heritage or historic type monuments must be retained”

Visitor to the scheme



The Pumphouse Tower

Most successful aspects of the development

The Pumphouse has been very successful with a cafe, restaurant and gym opening in the building, alongside the sale of all the live/work units. It has helped to regenerate the waterfront area of Barry and this is seen as blue print for high level sustainable redevelopment. It has been a catalyst for the wider area with a similar approach being taken in an other historic building in Barry waterfront, the Goodsheds. This will help form the first new Urban High Street in the UK which is an extension of the live, work, play 24/7 sustainable living approach.

LofCo. see the benefit of community led schemes as they can no longer guarantee that business will want to lease spaces long term, so being integrated into the community is a much more sustainable position. This is in the hope that there will always be other opportunities and people wanting to take over any unused spaces as it is part of their local 'neighbourhood' and so local people are best placed to have the largest impact.

The scheme is also an example of how developers are more interested in a sustainable approach with multi-income streams, that have and encourage a low carbon footprint, by mixing uses together. Local authorities also see the benefits of this regenerative scheme, as opposed to looking for a large scale single use tenant, which may not stick around long term and relies on car usage.

The community has been at the forefront of this project and with an independent community lead structure it was very important that people bought into it from day one. The building itself sits at the heart of the success of the scheme and the design team worked closely with it and allowed its own charms to bring an extra quality to the scheme.



Entrances to commercial properties overlooking Plaza

Paintworks Phase III, Bristol

Location:

Paintworks, Bristol, BS4 3AR

Local Authority:

Bristol City Council

Client:

Crest Nicholson SW and Verve Properties Ltd

Design team:

Design Architect – Stride Treglown

Construction Architect – Scott Brownrigg

Structural Engineer – Reuby and Stagg

M+E Engineer – Crouch Perry Wilkes

Landscape Architects – Pegasus Group

Construction team – Crest Nicholson SW

Date of completion:

End 2018

Contract value:

c£50M

Site area:

2.03 Hectares

Density:

Approx. 108 dph

Funding source:

Private

Awards:

Shortlisted Housing Design Awards 2018

Bristol Property Awards 2018 – Joint Winner

Best Residential Development

Insider Awards 2018 - Winner Best

Residential Development

View from the North





Street BBQ event

The Paintworks Phase III is a mixed use residential and commercial scheme, on a brownfield site overlooking the River Avon in Bristol. Designed by Stride Treglown and developed and built by Crest Nicholson it comprises 210 homes and apartments, 11 live/work units and 6700sqm of commercial space. The entire development is constructed on a podium, allowing a network of pedestrianised streets, alleyways, public plazas and courtyards to serve the residential and work uses. Car parking, centralised heating systems and other services are hidden away in an undercroft car park. Narrow streets, a diverse architectural palette and car free environment make for a unique and highly social place to live and work.



Paintworks phase I/II

Developing the vision

The concept design was the subject of a mini design competition for Crest Nicholson South West with three architectural practices submitting initial proposals. Stride Treglown were chosen to take the project forward due to their strong design concept/vision that would deliver an innovative place to live and work and was considered commercially viable. The design concept was then pitched to Verve Properties Ltd. who owned the site and would take the commercial properties as part of the land deal. Further design development by Stride Treglown led to the creation of a commercially viable design that Crest Nicholson and Verve were enthused to deliver.

Alongside developing a unique vision for the site Stride Treglown also had to consider the commercial and sustainability implications of the scheme. These included:

- Achieving an optimum density that would facilitate building the podium structure to create the pedestrian environment that was part of the vision.
- Achieving a harmonious relationship between houses, apartments and commercial space with tight space allocations.
- Maintaining a passive solar design concept and limiting the overshadowing to private and public garden spaces against the pressure to maintain and increase density in certain areas.
- Delivering the diverse mix of houses, apartments and commercial space.
- Delivering commercial space that provided Verve Properties with bespoke and self-branded spaces to allow smaller units in Phases I & II to grow.
- Meeting the many technical design challenges raised along the way for example:
 - Making the levels work efficiently to reduce the amount of cut and fill
 - Bringing forward a fire compliant project with no vehicular access for fire engines to most of the accommodation as it is on a podium
 - Constructing a phased development on a podium with phased occupancy and people living and working in a dense development.

Crest Nicholson constructed the development, and so were able to work closely with the architects and engineers to build exactly as the planning design drawings. This ensured that the scheme was built to the highest standards and all the design concepts and principles undertaken by Stride Treglown were directly translated into the final scheme.

The biggest obstacle to delivering the vision was the 2 years it took to obtain planning permission. The density of the scheme was of concern to the Local Authority (LA) and all aspects of the design needed to be supported by extensive analysis and further detailed design. This led to further detailed submissions to explain the scheme that were beyond the information normally required of a planning application. However this questioning and subsequent analysis has made for a development that works hard to create diverse places that works for all users whether resident or visitors in a scheme where space is always at a premium.

“Crest Nicholson SW purchased the site and were keen to deliver a legacy project.”

Stride Treglown

Understanding and responding to the site and context

A comprehensive site analysis was prepared by Stride Treglown and set out in the Design and Access Statement, submitted as part of the planning application. This included understanding the grain, feel and commercial success of Paintworks Phase I and II; which has a distinctive brand and is well liked by tenants. The architects also needed to understand the local housing, historic graveyard, river environment, local commercial offers and public spaces.

This site analysis informed the following design concepts:

- The introduction of a diagonal route that would take people on foot or bike from Phase I and II of Paintworks to the historic pedestrian suspension bridge crossing Sparke Evans Park.
- The creation of a street alongside the historic St Mary Redcliffe graveyard that would link to the adjacent Victorian terraced streets
- The creation of a river promenade that links the various phases of Paintworks I and II and to be completed as Phase IV is delivered.
- The numerous routes between the podium, river promenade and surrounding streets to create pedestrian permeability
- The disposition of buildings to respond to context and to create a harmonious environment



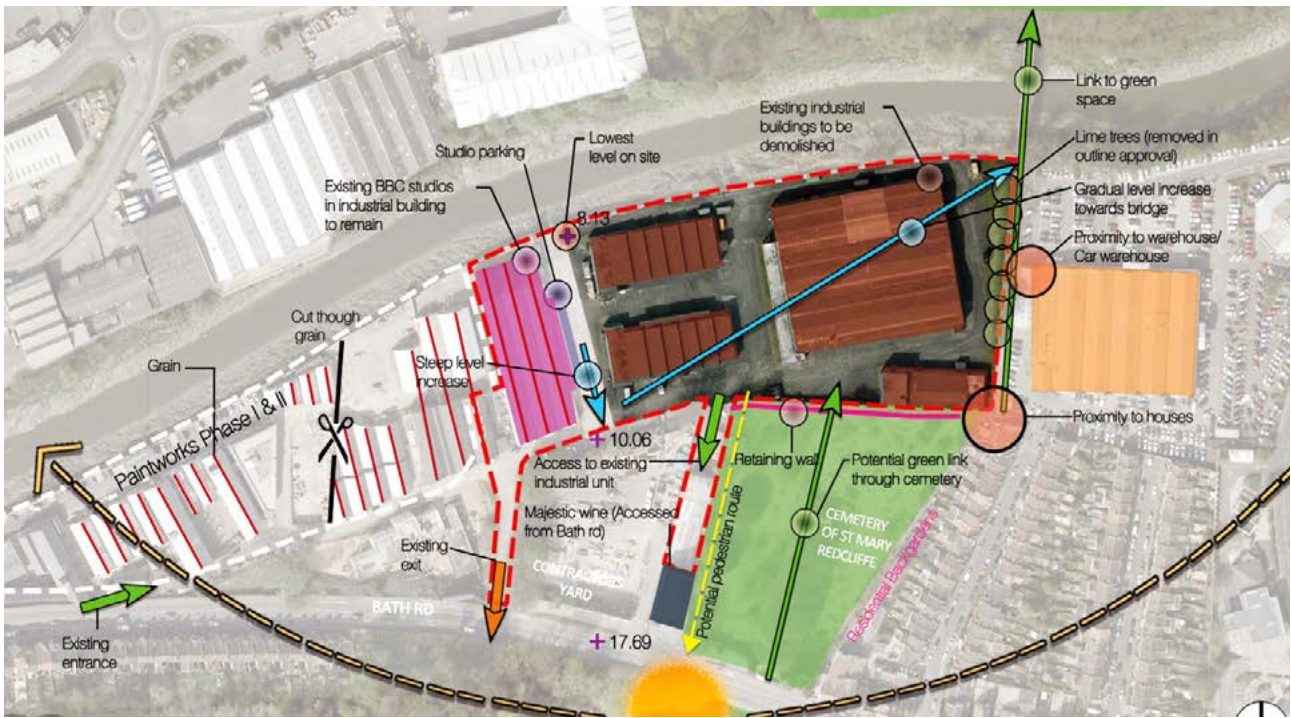
Paintworks phase I/II



Aerial view



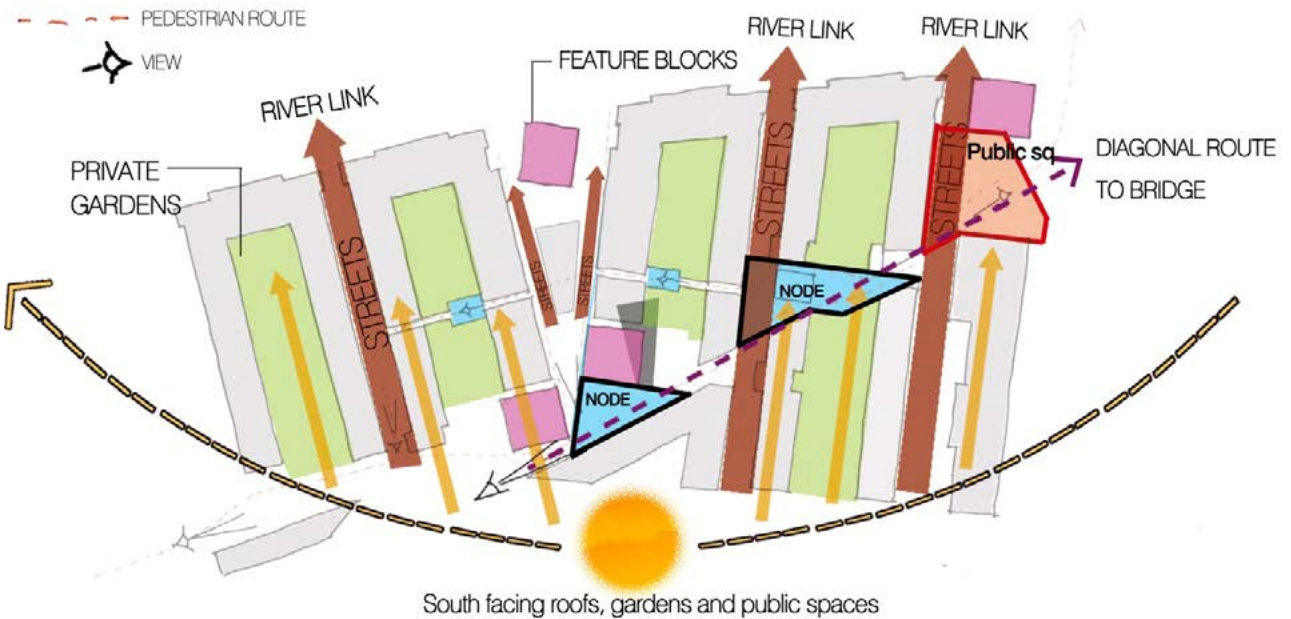
Illustrative masterplan



Constraints & opportunities plan

“Our champions were our clients who believed in the scheme.”

Stride Treglown



Concept plan

Community & stakeholder involvement

During the development of the outline masterplan in 2012 the developers presented the scheme to the Bristol Urban Design Forum (BUDF) and the Bristol Chamber of Commerce. Avril Baker Consultancy (ABC) were engaged to coordinate a community consultation event for the general public and other stakeholders to review the proposals and provide their feedback. This was held on the Paintworks site in November 2012 in the form of a drop-in exhibition. Notification letters were widely distributed to key stakeholders, local residents and businesses. Feedback from this event was summarised in a consultation report by ABC and the comments and suggestions received following these events were considered and integrated into the proposals where appropriate.

Following the planning approval of the outline application the scheme was progressed towards a reserved matters application. The developing scheme was presented to the Bristol Physical Access Chain who provide advice in relation to disabled access. This was a valuable event which helped to ensure the podium concept could be successfully and inclusively implemented. Repeat consultation events were held with the BUDF (April 2013) and the local community (July 2013) which demonstrated the positive development of the scheme and invited further comments. The feedback received was again summarised by ABC and incorporated into the final proposals.

Post occupation survey with various residents of the scheme and have been undertaken. These received a lot of positive feedback about the development. Through a community facebook page, ongoing events such as childcare sharing, street parties, summer BBQs have been arranged in the many shared spaces around people's homes and workplaces.

“We have witnessed the spaces being used by a vibrant community and to see open front doors and kids scooters outside provides us with confidence that this is a trusting community.”

Stride Treglown



Undercroft parking below residential deck concept



Site section

Key design principles

The key design principles of the scheme include:

- The creation of a new diagonal route through the heart of the site to form a new link between the wider Paintworks development and a footbridge providing access over the river, onto a major cycle path and an area of attractive parkland. This benefits new residents and those living and working in the vicinity of the site and improves access to existing local amenities. The diagonal spine intersects an overarching north-south street pattern ensuring a permeable yet well-defined street pattern.
- The sloping site has been exploited to create a large undercroft car park beneath a raised podium. The entire development is constructed on this raised podium, providing a car-free environment for all dwellings and commercial units. The secure car park facility provides sufficient car and cycle parking for the development and also houses refuse and recycling storage. A number of lifts, stairs and ramps provide safe and convenient access between the podium, car park and surrounding site.
- The scheme is characterised by the close-grain pedestrianised streets and public spaces, use of brickwork and other industrial materials and playful application of colour. These features reference the historic industrial use of the site and relate positively to the existing Paintworks re-development.
- The masterplan layout has been designed to fit with the local urban grain and utilises the opportunities offered by the natural features of the site. By locating taller apartment buildings along the River Avon, which runs along the northern site boundary, overshadowing is minimised. Combined with the north-south street pattern, solar penetration into the development is maximised and views of the river can be achieved from most spaces and many dwellings.
- A series of courtyards and plazas form nodal points at intersections between the network of streets and alleyways. Each of these has spaces that have their own unique scale and character providing surprise and delight as they are encountered. Key buildings have been positioned at strategic locations within the development to assist with orientation and wayfinding. The use of colour, external finishes and other architectural features has been carefully managed to create focal points and define the hierarchy of spaces.



Diversity through diagonal route



Live/work units



Central plaza

Facilitating activity within the scheme

In order to create a diverse and sustainable community, the development provides a wide range of different house types, tenures and sizes including Live-work units and rented affordable accommodation. The mixed-use nature of the scheme provides a range of opportunities for facilities including shops and cafes as well as commercial space. In the built scheme the commercial buildings include The Martin Parr Foundation's photographers' gallery and archive alongside The Royal Photographic Society offices, The Rose Shed Florist and Crux product engineers. Outdoor spaces have been carefully sited to provide maximum benefit to residents and workers alike.

All of the houses have secure and private gardens and apartments generally have outdoor spaces in the form of balconies or terraces. Houses have front doors directly onto the pedestrian streets with areas of adjacent planting for defensible space and personalisation. Residents have also added character and personalisation to the community spaces through the use of, for example bunting and flags for events, planting and seating etc.

A mix of uses provides 24/7 use of the development and, with small businesses imbedded in a local community, there seems to be a sense of pride in the success of their company brand linked to the wider developments brand.



Street Elevation K-K
1:200



Street Elevation L - L
1:200



Street Elevation M - M
1:200



Street Elevation N - N
1:200

Diversity in elevations

Key factors contributing to good placemaking

The Local Authority used the Bristol Urban Design Forum to comment on Placemaking alongside their own Urban Designers. The focus of the Design and Access statement was mainly about placemaking and the spaces between buildings and how each building contributes to the overall character of the development. As it is such a dense scheme the complex relationships of buildings and uses has meant the architects need to place each building with care.

By working together, the residential developer (Crest Nicholson) and entrepreneurial commercial developer (Verve Properties), were the key to delivering such a complex mixed use development. They drove the need for bespoke self-branded buildings, which gives small hard to use non-institutional sized/shaped spaces a financial viability, to the benefit of the scheme.

The land deal was also instrumental in making all of the uses work financially. In the sale of land from Verve Properties to Crest Nicholson, it included the handing over of ownership of all the commercial buildings in a shell and core state to Verve Properties who subsequently sold them all on to tenants.

The 100% occupancy and sale of the commercial properties is proof that the commercial vision has worked.

The design team for the project was appointed through their skills base and the need for creative responses to the scheme's challenges, rather than based purely on financial considerations. In turn, the team was managed by Crest Nicholson and up to planning submission incorporated an extensive process of technical, financial, marketing and delivery testing. The outcome of this is a finished scheme that in all respects is the same as the approved planning permission and needed no design changes to make it work.

Bristol City have now included a study of Paintworks Phase III in their Urban Living SPD Evidence Base, as an example of good Placemaking.



Main entrance from phase I/II



Narrow car-free streets



Seating and planters integrated into the street

Most successful aspects of the development

The dense nature of the design concept has meant that the architects had to consider every building's composition, fenestration and outlook in great detail. This meant extensive overlooking/relationship analysis, street width studies, sunlight and daylight analysis and definition of finishes and window positions/finishes to all boundaries. This is particularly relevant where overlooking and potential misuse of public space was perceived to be an issue by the LA. This has resulted in the scheme being self-policing by the community with all areas overlooked at both entrance level and podium level. The mix of work and residential uses complements this with interaction interwoven between the two sets of users.

This process of convincing the LA that the scheme, at the density designed, would be a successful place to live and work, took a couple of years of extensive negotiation.

Paintworks Phase III, with its undercroft car parking and pedestrian routes to front doors, has delivered the principles of a Cohousing design (A community of homes clustered around community space). Residents and workers all have to pass their neighbours front doors and the Cohousing principle of seeing your neighbour and catching up is instilled in the design. Canopies over front doors and planters to sit on, allow casual meetings as you leave or come home. The architects, clients and residents agree that this has been the real success of the scheme.

The street widths were increased by 1m on the request of the LA. The architects argued that retaining the 1m in the back to back distances would have been a more appreciative benefit as gardens would be slightly bigger. This has resulted in front to front distances of 8m and around 12-14m back to back distances. From their feedback the tighter distances and closer living has not presented any problems to residents and in fact seems to have instilled greater community interaction.

The integrated artworks throughout the public spaces are a great success and have enlivened and enriched the scheme.

A number of design concepts did not make it through the design process, with Stride Treglown lamenting their loss to the scheme. These include:

- Initial design proposals included a centralised CHP energy solution, housed in a plantroom visible from the Plaza. This would have put the concept of sustainable living at the heart of the scheme and allow a greater understanding of the scheme to local residents. However, this was changed to a centralised boiler plant and its smaller size meant it fitted in to the undercroft and did not need to be 2 storeys high so unfortunately it cannot now be seen.
- The architects wanted to provide some public amenity on the river promenade and designed a series of projecting platforms over the river as a dynamic place to sit and read a book or just relax. Various technical and cost reasons eventually saw this omitted from the scheme
- The design proposals also envisaged a café in the Plaza utilising the large projecting terrace overlooking the river for seating. However, this was not viable so the terrace now has less of a purpose in the overall scheme.

“I would be happy to come home here.”

Visitor to the scheme

Tŷ Pawb, Wrexham

Location:

Market Street, Wrexham, LL13 8DA

Local Authority:

Wrexham County Borough Council

Client:

Wrexham County Borough Council

Design team:

Architect – Featherstone Young

Design Team – Sarah Featherstone, Benedetta Rogers, Ed Soden

Project Architects – Benedetta Rogers, Ed Soden

Structural Engineer – Civic/Haltec

Building Contractor – Wayne Construction

Date of completion:

May 2018

Construction value:

£4m

Gross Internal Area:

354sqm

Funding source:

Arts Council for Wales, Welsh Government's Vibrant and Viable Places and Wrexham Council

Awards:

Overall Winner & Cultural winner of AJ Retrofit Award 2019, Winner Gold Medal Eistedfodd Wales, Civic Trust Award, Shortlist (winner to be announced) for RIBA MacEwan Award for Common Good

New social spaces created





Space for the whole community

Tŷ Pawb is an arts and cultural centre, incorporated into an existing market hall and multi storey car park located in Wrexham Town Centre. Designed by Featherstone Young Architects it features art galleries, market stalls, performance space, a learning centre, cafes and bars. Studios and meeting rooms for artists and gallery staff overlook newly created double-height spaces.

Developing the vision

Wrexham suffered from high levels of poverty and deprivation and in 2015, the Council drew up a masterplan for the town regeneration. The People's Market, a 1980s multi-storey car park and market hall, was identified as a key building for regeneration and its future was secured when funding was awarded from the Welsh Government's Vibrant and Viable Places project, Arts Council of Wales (ACW) and Wrexham Council to expand Oriol Wreccsam gallery and create a new arts and cultural centre within the building.

An options appraisal on several sites in the town was undertaken by architects Ash Sakula and business consultants Bop Consulting. The People's Market building was the preferred option offering more space for future expansion and a good central location. Featherstone Young Architects (FYA) won the commission by competitive tender in August 2015.

The client brief was drawn up by the Oriol Wreccsam arts team under the lead of Wrexham County Borough Council's (WCBC) Heritage & Regeneration Department. The brief was extensive and focussed on an arts facility with a number of specific dedicated art spaces including three traditional gallery spaces, a performance space, cinema, learning centre and artists studios. These were indicated to be separate from the existing market stalls. Early consultation with market traders and the wider community indicated concerns that the two activities might not sit well together. However, recognising that there were potential benefits that the two could bring to each other, Featherstone Young suggested the brief be revisited and they proposed only one dedicated gallery space with a series of looser, less defined spaces that both the market and art centre could share.

FYA refers to this as the 'baggy space' concept, where designers and curators create a light-touch framework which enables others to fill the gaps. This 'baggy space' concept later went on to be adopted by the arts programming, building in looser space around the fixed touring exhibitions for shorter, more immediate exhibitions that respond to pressing local issues, now known as the 'Urgencies' programme.

FYA's approach was also driven by the opportunities offered from the massive concrete carpark structure. Despite the building's deep plan and dark spaces, FYA addressed the structure by making more visible the sculptural concrete soffits and ribbed beams that articulated the ramped car park above. The ground floor spaces were cleared of clutter and mechanical plant to reveal the structure and FYA utilised a lower two storey wing to create top lit, double height spaces that brought in more light and height to the previously dark, disconnected spaces. However it was the wider site area and social context that played the bigger part influencing the design vision and functionality of the project encapsulated in the 'baggy space' concept.

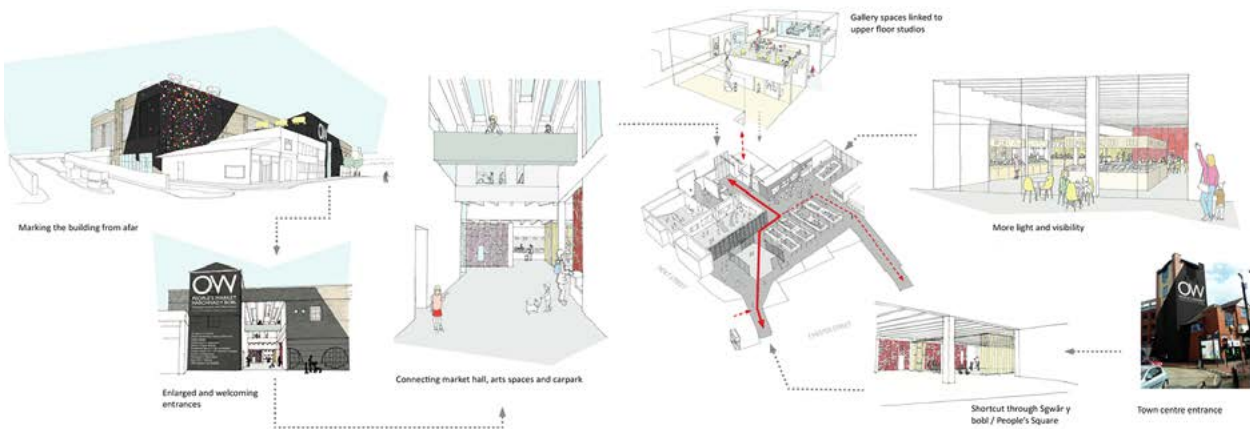
“An inspired transformation of a substantial public building, using a surprising modesty of means, not just in terms of its budget but in the lightness of touch of the architectural intervention.”

Architects' Journal architecture editor Rob Wilson



- KEY:
- 1 Reception
 - 2 Slop / Shop
 - 3 Gallery 1
 - 4 Gallery 2
 - 5 Performance Space
 - 6 Food Hall
 - 7 Market Stalls + Shops
 - 8 Wall Fawb / Everyone's Wall
 - 9 Shepherds Hut
 - 10 Sgwâr y bobl / People's Square
 - 11 Store
 - 12 Workshop
 - 13 Dressing Room
 - 14 Plant Room
 - 15 North Arcade Entrance
 - 16 Market St Entrance
 - 17 South Entrance
 - 18 South Arcade
 - 19 Studio
 - 20 Learning Studio
 - 21 Shared space
 - 22 Office

Proposals



Journey through the space

Understanding and responding to the site and context

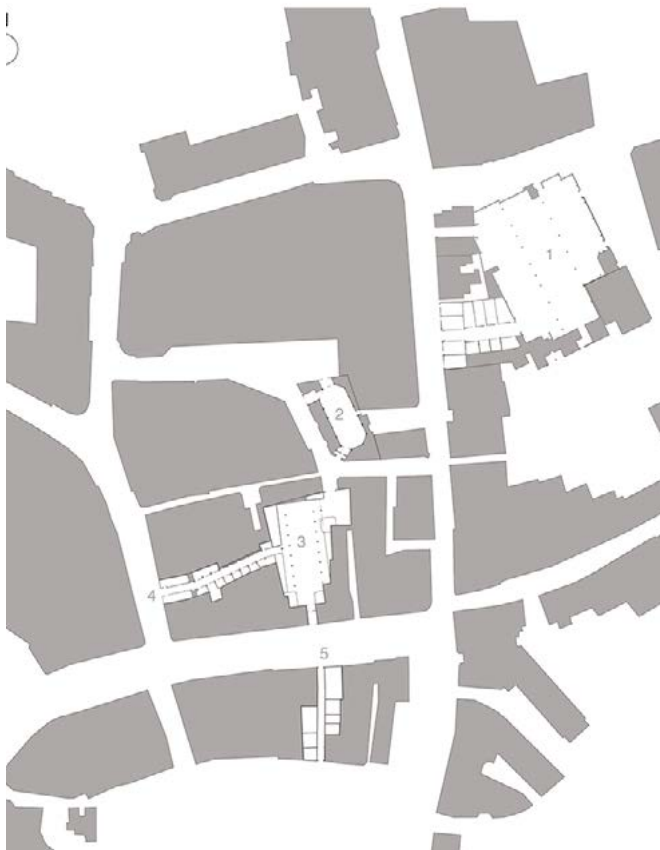
Wrexham was once a prosperous market town with several fine market buildings but, due in part to the rise in out-of-town retail parks more accessible by car, the town's historic core fell in to decline. Much of its trade and vibrancy was lost and a number of these market buildings were demolished.

Tŷ Pawb, translated as Everyone's House, presented an opportunity to re-establish the town's market identity by revitalising the market, and its strategic location between the town centre and edge-of-town attractions, also had the potential to re-link the different parts of town and attract a wider audience to the town centre.

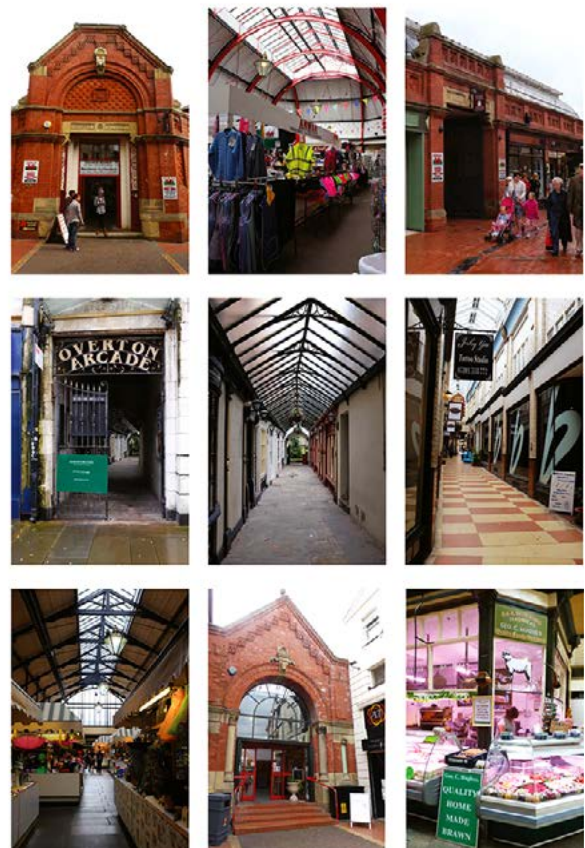
The interior is treated as an extension of Wrexham's streetscape with the creation of indoor squares and streets, reminiscent of the historic covered arcades and markets that once proliferated Wrexham. Internally the use of signposts, billboards, street furniture and a palette of raw robust materials reinforce the buildings treatment as an extension of Wrexham's streetscape.

“It's our ambition to create a programme centred on dialogue with the local community. Tŷ Pawb is both locally rooted and internationally facing and has exceeded predicted visitor numbers in its first year.”

Jo Marsh, creative director Tŷ Pawb



Historic analysis



Community & stakeholder involvement

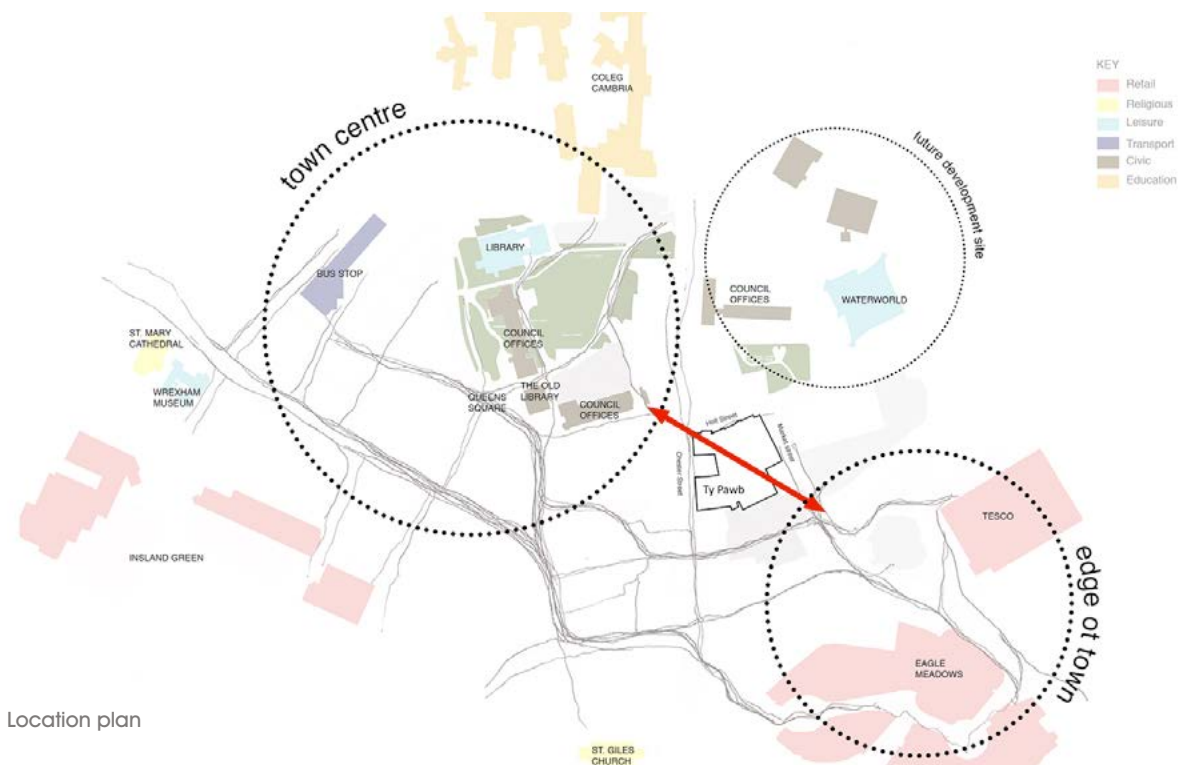
Early on FYA and the arts team realised that some local people, particularly the existing market traders, were a little hostile and nervous towards the proposition of a new arts centre being introduced into the building and town. In the context of service cuts, the decline of the markets and the high street, and high unemployment, an anonymous poster was put up in town declaring that '90% of people in Wrexham do not want an Art Hub... you can go to Chester if you want art'. It was against this backdrop that the project team set about developing a place and a programme which could be more useful to the town. A new cultural model emerged which responds to the concerns of local people in meaningful ways and places the arts in a wider setting.

This approach paid off and at the opening Easter Parade, Tŷ Pawb saw over 10,000 people pass through its doors. Market traders were welcomed back to trade alongside new food retailers in the new spaces. People now pass through the spaces for a very different experience: bright and spacious volumes animated by cultural activities and, more prosaically, longer trading hours that include early morning coffee and late-night drinks.

Many traders have wholly embraced this new collaborative ethos introducing different aspects to their standard retail offer, for example a food trader ran pizza workshops in the food square, and other traders participated in an arts trail where objects were embedded within their stalls.

Community involvement has been integral from the project's inception through to its completion and now day-to-day activities. Primary school pupils worked on the patterns cut in to the Siop // Shop display boxes; market hall benches were built by local college students; a wood-working group lathe-turned the trestle table legs for Sqwar y Bobl and members of the public participated in workshops to create graphics on the stools. Members of the public and market traders are part of the panel that select the artist to design the annual artwork for the large billboards located in Wal Pawb.

This collaborative approach makes a positive and highly visible contribution to the legacy of Tŷ Pawb and has created a series of democratic spaces where all activities: market and arts, are on an equal footing. The ethos of this new arts model has built on the usefulness of the market and carpark activities to make art part of people's everyday life. It has given the market traders an opportunity to revitalise their offer and re-strengthen the towns market identity



Key design principles

FYA's 'baggy space' concept, applies a loose framework which in this case evolved into the extended streetscape. This framework offers a series of loose spaces, effectively a fine grain of covered streets and squares, that invite people to participate in a range of activities and is flexible enough for them to add to and adapt the spaces. Careful choreography of the different spaces ensures that an openness and fluidity is created throughout the building. The large cuts in the building's floors and walls open up the spaces and put all activities on view. Loose sub-divisions, such as semi-transparent pvc curtains and robust mesh screens, are used so that barriers and closed doors are avoided.

Wai Pawb, translated as Everybody's Wall, is a good example of this, changing what could have been a large dividing wall between the market and main gallery into an interactive element. It features built-in seats, slot windows with glimpses to the gallery and a large billboard featuring a changing public art commission, selected by a panel that includes the market traders and local community. The first commission by Katie Cuddon and the second by Kevin Hunt both proved to be vibrant backdrops within Tŷ Pawb, often featuring in visitors' social media posts.

The streetscape provides two central indoor 'squares', one being Sqwar y Bobl, (People's Square), strategically located at the heart of the building, on the shortcut route through the building. Its transformative transparent curtains allow a variety of ways to subdivide the space and can be operated by the people who choose to use them. The space has accommodated a combination of arts, markets and other events, eg. tea dances, stand-up-mic and art workshops.



Flexible arts space

Facilitating activity within the scheme

The main art gallery and looser exhibition/event spaces are supported by a range of other facilities including a performance space, learning centre, art shop (Siop/Shop), cafes and studios. These sit within and around the main market hall which is spatially conceived as an extension of Wrexham's streetscape.

During early research FYA noticed that the building provided a well-used shortcut across town which they decided to use to advantage to attract more people. The design enhances this route by opening up a new, large double-height entrance at the back of the building facing out-of-town and marking the two key corners of the building where people enter.

Key factors contributing to good placemaking

Adopting a collaborative approach between the architects, Oriel Wrecsam arts team, Wrexham County Borough Council's Heritage & Regeneration department and the users of the space, were key to its success. Both creative directors heading the arts team, first Steffan Jones-Hughes and then Jo Marsh were instrumental in pushing for creativity and high quality design. Becky Lowry, Heritage and Regeneration Manager at WCBC steered the project, ensuring it was completed within budget and on time and Councillor Hugh Jones championed the benefits of the project to the wider community. ACW's involvement was also key to the project's success and their own monitoring assessors, Harry James and Richard Pritchard, ensured that the arts funding was used efficiently and delivered quality.

It is considered that the key to good placemaking has and will continue to be determined by the people and events that take place there. There are small and large scale community events being trialed at Tŷ Pawb and one of the most popular is Community Thursdays which hosts weekly events including tea dances, children workshops, busking and free lunchtime concerts performed around the market hall. On a much larger scale Tŷ Pawb were able to accommodate Focus Wales, an annual music festival usually located in a number of venues across Wrexham, as its main venue.

The overlap between the arts, community and market is proving very successful and moving forward there are still many more shared opportunities to be explored. The 'Urgencies' programme was set up to do just this and has already run a number of events including Nascent Inclinations that gave a platform to local fine art graduates and a one week take-over by local arts group Undergun.

Running alongside Tŷ Pawb's local arts and community projects, is its growing recognition within the international art scene. With the new 250 sqm high spec gallery, Tŷ Pawb is now able to host big national exhibitions. The expansion of the arts facility has put Wrexham on the international map and T Pawb was appointed the Lead Organisation for Wales in the Venice Biennale 2019, to deliver an exhibition and public programme that put the ethos of inclusivity at its heart.

“It is welcoming, animated, open, unpretentious and multifarious, while also calm and dignified. If this can't bring art and everyday life together, I don't know what will.”

Rowan Moore the architecture critic for the Observer

Most successful aspects of the development

Tŷ Pawb is an example of an experimental arts funding model, that demonstrates the 'breaking' of conventions. Early on in the project's development, ACW officers were examining the initial Stage 3 cost plan and noted that over 50% of their funding was going to non-designated art space, ie the market hall and looser, shared baggy spaces. This potentially posed a problem as theoretically arts funding should be for specific arts spaces. However FYA were able to reassure them that the other activities being provided for were essential in attracting a wider audience and making this arts project succeed in a town where many people would not normally participate or be interested in the arts.

The project's central brief and themes of re-use and the creation of shared space are in themselves intrinsically sustainable, and therefore hard-wired into every stage of the design. The existing building was becoming under-used and tired, although the substantial concrete structure and brick walls were in good condition. By repurposing significant areas of the existing building the project has avoided the unnecessary energy and material waste involved in demolition and rebuilding as well as demonstrated how an existing building can evolve and adapt to suit changing social conditions and community needs.

Re-using the old People's Market rather than building new not only has a positive impact on our environment it also safeguards the building's character and the town's sense of place. FYA aimed to be light-footed and work with what is already there and saw the opportunity to employ the 'baggy space' concept which has enabled people to readily adapt spaces, fostering ownership and a sense of identity.

Tŷ Pawb has made a huge contribution to the town's social wellbeing and identity, with its public recognition through awards and national press coverage leading to the initiation of the Mayor's Civic Pride event. This celebrates these and other Wrexham successes. Tŷ Pawb can boast winning the National Eisteddfod Gold Medal for Architecture, and also being the Overall Winner of the AJ Retrofit Awards. It has been published as an exemplar arts model in 'The Future of Museum and Gallery Design', a book published by Routledge which includes a chapter co-authored by Sarah and Jo Marsh client and Creative Director of Tŷ Pawb.



Exhibition/meeting spaces



Exposing the structure



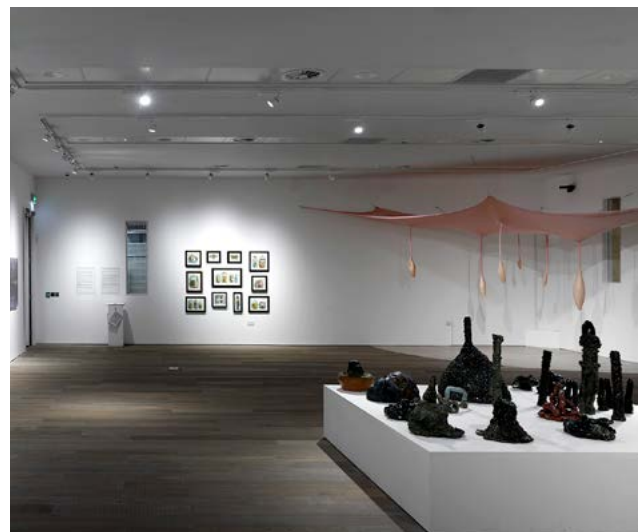
External view

“Tŷ Pawb is an exciting proposition; it creates new opportunities to a much wider audience than traditional arts centres... and should provide an exciting model for others to follow.”

Harry James, Architect assessor for Arts Council of Wales



Entrance



Gallery

Lawrenny, Pembrokeshire

Location:
Lawrenny, Kilgetty,
Pembrokeshire

Local Authority:
Pembrokeshire Coast
National Park

Client:
Pembrokeshire County
Council

Design team:
Emmett Russell Architects

Date of completion:
Not Yet Complete

Contract value:
TBC

Site area:
1.8 Ha

Funding source:
Private Finance

Aerial Plan





Existing site

Lawrenny is a predominantly residential development of 33 homes on the site of a former dairy farm in Lawrenny, within the Pembrokeshire National Park. The relocation of the dairy farm left a substantial brownfield site within the village and so was allocated for housing withing the Pembrokeshire Coast National Park Local Development Plan. The scheme was designed by Emmett Russel Architects through a competition organised by the RSAW and RIBA. The 35 houses include a range of sizes and tenures, alongside new workshop units for small businesses. Also included is a new biomass community heating system, a new village square and an enhanced network of paths and pedestrian links around the village.

Developing the vision

Lawrenny is located on a peninsular on the Cleddau Estuary, in the heart of the Pembrokeshire Coast National Park. Like many rural villages Lawrenny has seen a decline in its population and its activities since its heyday in the 19th and early 20th centuries. The village lost its castle in the 1950s, school in the 1960s, and it has seen the church congregation decline to just a few people. In 2006 it lost its Post Office.

The loss of the Post Office was a catalyst for re-thinking how the village could sustain itself. There had been a number of young families move to the village and there were several active businesses working from the village, most taking advantage of new opportunities offered by the internet. There was a sense by the local landowners that if it could continue to attract families it could maintain its vitality as and its village life.

A large vacant brownfield site at the heart of the village (vacated by milking sheds serving an organic dairy farm, which had been moved outside of the village), became available for development. The site was owned by the Lort-Phillips family, whom have been local landowners since Victorian times and instigated the regeneration of the village in the 1970s. Two generations of the family have been working on improvements to the village since that time and launched an architectural competition to redevelop the site in 2008.

The architectural competition asked entrants to come up with proposals for sustainable housing for the village. The competition provided an opportunity for the architects to address two issues relating to rural sustainability. The first is concerned with location and accessibility and how new housing and businesses in a rural village can be developed to support the life of the village, without increasing car journeys and the associated carbon emissions. The second question was related to the architecture of sustainable housing and how it affects local character.

Emmett Russel Architects (ERA), won the competition with a proposal that addressed these rural sustainability issues, with a vision that demonstrated that;

- a well considered sustainable housing development in an established rural community can contribute positively to reducing carbon emissions as well as ensuring the ongoing life of the village.
- and; that low energy homes do not necessarily need to be alien and overly demonstrative, but can be part of and contribute to a locations sense of place and history.

“The project was always seen as part of the very long term evolution of the village.”

Emmett Russel Architects



Site location plan

Understanding and responding to the site and context

From the outset ERA noticed that the character of the village was as much about the surrounding landscape and the way views were framed, as it was about the buildings themselves. So their analysis started with a careful look at the landscape and the history of the village.

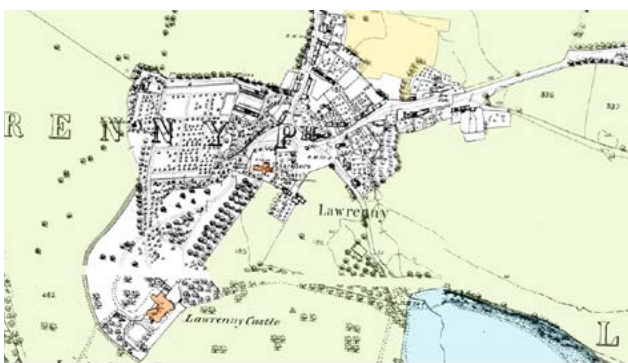
The architects recognised that the older buildings of Lawrenny and its surrounding areas have a sense of belonging intimately to their place. The traditional buildings of rural Pembrokeshire evolved over centuries in direct response to local conditions. These buildings used local materials to protect inhabitants from the local climate.

The project team realised that the issues raised by contemporary discussions of sustainable development are really no different than those that have faced the inhabitants of most rural areas for centuries. How can we use the materials that are available locally (such as the stone from the local quarry) to build homes that are warm in winter, cool in summer and practical to use?

During the Eighteenth and Nineteenth Centuries the village served as an estate village supporting Lawrenny Castle and the surrounding land. The castle, built in the mid Nineteenth Century by George Lort-Phillips, provided a focus for the life of the village and the main source of employment for the villagers. The village was developed over several centuries to support the Lawrenny Estate. When Lawrenny Castle was demolished in the 1950s it left a space both in the landscape and in the identity of the village. From this ERA established that one of the key aims of this project should be to offer a new space that could become, like the castle, central to the life of the village.

“This development, which learns many of its lessons from the past, could serve as a model and an incentive for the development of other rural communities in the future.”

Tom Emmett



Lawrenny historical plan



Lawrenny Castle

Community & stakeholder involvement

The project has had a long gestation period, with the original competition held in 2008. The developers for the project live locally and run the local farm and have roots in the village going back many generations. This has allowed extended and ongoing conversations about the proposals with local people for the last twelve years. During that time local people have had an input in the competition process and judging, in the proposals that came out of the competition and have participated in a number of events and exhibitions culminating in the scheme that was put forward for planning.

Since then there have been ongoing discussions about the sort of activities that might be facilitated in the new village square.

A public consultation event was held on 19th July 2016 at Lawrenny Village Hall. Residents from the village and neighbouring areas along with local councillors and interest groups were invited. Attendance at the event was good and the response was positive, with only minor tweaks to the design needed following the consultation. This was also the case for the 2016 review by the Design Commission for Wales.

By basing the design of the scheme on the past and present form of the existing village the scheme is a natural extension to the village and, avoiding bringing in any major outside influences, the local residents feel comfortable and familiar with the proposals.

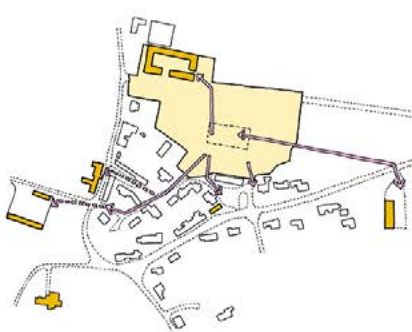
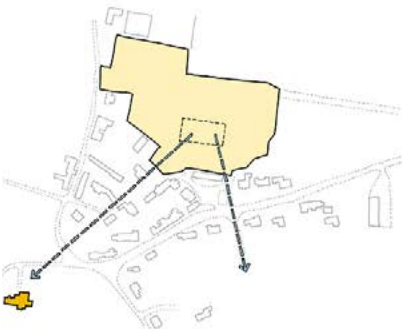


Proposed site plan

Key design principles

The design principles for the scheme are formed from the site's context and the history of the village. The architects were keen to use only elements from the existing village or its past in developing the design principles for its future. The key design principles include:

- **Views & Vistas:** Key views of Lawrenny's distinctive landscape are at the heart of the proposals. The site offers an opportunity to set up a new public space at the heart of the village with views to the River Cresswell and a framed vista to the church tower.
- **Desire Lines and Public Places:** The main public facilities of Lawrenny are dispersed around the periphery of the village. By creating new pedestrian routes along the desire lines that link these places, the space at the heart of the new scheme could create a new focus for the life of the village. The new 'Village Square'
- **Walled Gardens of Lawrenny:** In the remains of the walled gardens of Lawrenny Castle, Emmett Russel Architects found a compelling architectural model for the project. The proposal conceives of the housing as a series of walled gardens with the houses built into the perimeter limestone walls and with layers of private and shared gardens within.
- **Orientation:** Within the walled gardens houses are arranged to take advantage of the favourable southerly aspect of the site. Houses are arranged with entrances to the North and living spaces opening onto South facing gardens. This allows the joint benefits of views to the River Cresswell and passive solar gain for each house.
- **Car Free Zone:** The architects (inspired by a Dylan Thomas Poem), developed a scheme that prioritises children and pedestrians over traffic and which creates a car-free area at the heart of the village.
- **Gardens for food and pleasure:** Carefully tended gardens are an important feature of the current village. Therefore within the proposed walled gardens, south facing private gardens would provide space to relax and space for gardening and growing fruit and vegetables.



1
Design Principles

Facilitating activity within the scheme

The current proposals will provide 35 houses and four flats with a range of sizes and tenures. As well as the new homes the project will include new workshop units for small businesses, a new community heating system, a new village square and an enhanced network of paths and pedestrian links around the village. This mix of uses and facilitates will ensure the scheme will be integrated physically and socially into the village.

The parking strategy has been developed to prioritise children's play and pedestrian use of the streets in the development and minimise the impact of parked cars. Car parking has mainly been accommodated around the perimeter of the scheme leaving the village square and the streets largely car free. Vehicular access is available from four directions but vehicle movement across the site has been minimised. Reducing parking in the main streets has allowed the streets to be fairly narrow and informal in a way that responds to the rural character of the village.

Initial site analysis identified the existing community facilities around the village consisting of the village hall, walled gardens, church, village shop and cricket club. This was taken as a starting point to develop a strategy to encourage movement around the village in the form of community and social activity. The village square is located at the centre of the site which connects new pedestrian routes along desire lines linking the public facilities of Lawrenny. The square will be used at different times of year for various community activities. It can accommodate temporary structures which can cater events such as village fetes and fairs and weddings.

New workshop buildings to the north of the proposed site will increase movement to and from these social clusters.



Village Square

Key factors contributing to good placemaking

ERA believe that it is vital that the benefits of this development extend beyond the occupants of the new houses and towards the village community as a whole. The 'sense of place' that is Lawrenny Village can already be found within the existing village. Therefore, there is no need to bring in an outside vision for the scheme as it is possible to work with what's already there.

Over the past decade or so, developments in communications technology have allowed a shift in the way in which people are able to work. Lawrenny already had a strong local economy that embraces the opportunities for new ways of working, taking advantage of the shift from an agricultural economy towards creative, craft and knowledge based industries within the village. The project offers the opportunity to further develop the local economy and promote new ways of working whilst simultaneously reducing car use. The new proposals would provide:

- Flexibility within the new house types to allow home working and Telecommuting.
- New workshops within the development to allow the growth of local businesses.
- A more secure and sustainable future for the village shop and opportunities for other new businesses and services within the village.

Each house is designed around the idea of adaptability and flexibility over the lifetime of the house and its occupants. This has been done to allow people to stay in the village when their circumstances change so that they can continue to contribute to the history and therefore sense of place of the village. This has been achieved by:

- Allowing for the everyday practical needs of family life with considered and generous utility space, a cool pantry, a drying space and storage.
- The design of the houses and their arrangement on the site allows opportunities for future extension to provide work areas or expanded family space.



“Now as I was young and easy under the apple boughs, About the lilting house and happy as the grass was green...”

Fern Hill, Dylan Thomas

New Square

Most successful aspects of the development

The development is yet to be built so defining what has or has not been successful proves difficult. However a key aspect of the project has been to address the two questions established at the design competition stage:

1. How can you develop new housing and businesses in a rural village, to support rural life, without increasing car journeys and the associated carbon emissions?
2. How do you develop houses that use local materials and architectural forms, are reflective of their place, but also adopt the emerging technology of the low carbon home?

In response to the first question the project team have looked carefully at energy use in all areas of village life. Through re-examining possibilities for new working patterns, local food production, sustainable energy supply, local transport and using local resources for construction they believe that the proposals can not only mitigate the effects of the new development, but reduce the carbon footprint of the existing villagers. The introduction of business units, community biomass heater and using local materials, labour and resources all contribute to this. The new development would make use of Lawrenny's local resources and materials both in construction and energy production by employing:

- Stone from the local quarry
- Hardwood from the surrounding managed woodlands.
- Softwood thinnings as fuel for the proposed community biomass heating system.
- Local skills and labour.



View of proposals from Broad Lane

In response to the second question ERA looked to create a new model for a sustainable rural architecture. They ensured the proposals responded to the location and learnt from the buildings that have evolved in the village. The designs seek to marry the inherited wisdom of the Welsh rural house with the contemporary technology of the zero carbon home.

The proposals seek to respond to the imperative to 'think global, act local'. The designers have set out to develop a model for rural housing underpinned by five principles:

1. **Walled Gardens:**

Each block of housing is conceived as a walled garden. Like Lawrenny's old walled garden, the form also echoes the farmyards and stable yards of this part of Pembrokeshire. The ability of the local limestone to cope with the harsh coastal climate make it an ideal material for the sustainable house.

2. **Natural Controls:**

In the best tradition of rural house types, the houses set out to use 'low tech' natural environmental control strategies as the starting point for the design. This includes placing habitable rooms on the south sides of buildings to maximise solar gain.

3. **High Performance Envelope:**

Each house will have a super- insulated building envelope to reduce heat loss.

4. **Sustainable Materials:**

Using locally quarried limestone provides continuity with the older buildings within the village.

5. **A House for Life:**

Each house is designed around the idea of adaptability and flexibility over the lifetime of the house and its occupants.



Aerial visualisation of final scheme

Caldicot Town Centre, Monmouthshire

Location:

Caldicot Town Centre,
Monmouthshire

Local Authority:

Monmouthshire County
Council

Client:

Monmouthshire County
Council

Design team:

Architect, Masterplanner,
Urban Designer - Roberts
Limbrick Architects: Team -
Chris Gentle, Clara Koehler,
Tom Wakeman

Placemaking and Project
Manager: Chris Jones

Construction Detail: Capita

Date of completion:

Ongoing

Construction value:

£4m to date

Funding source:

Welsh Government and
Monmouthshire County
Council

The Cross Public Space: An attractive public space with a better sense of arrival and improving accessibility to public transport.



1964



1985



Caldicot: Significant growth over a 20 year period

Roberts Limbrick Architects were commissioned in November 2015 by Monmouthshire County Council to prepare a Visioning Report and Development Plan for the future regeneration of Caldicot Town Centre. This set out a vision for the Town together with a series of regeneration projects.

In 2017, Chris Jones Regeneration, including Roberts Limbrick, were appointed to prepare a Delivery Strategy to take forward the initial Vision. This has been completed and a number of its suggested projects are now at various stages of delivery from concept designs, design guides and planning applications through to on site construction and delivery.

In contrast to the older market towns in Monmouthshire, Caldicot is a relatively new town which has grown from a small one street village to a modern town centre in a very short amount of time. Caldicot saw sudden increase in population from the 1960s onwards, caused by the opening of the Llanwern Steelworks in 1962 and Severn Bridge in 1966. The town reached a growth peak in the mid '80s but has stood still since then with little activity except the relatively recent Asda store and new secondary school, the only notable interventions. The Town Centre itself has seen a steady decline and is looking tired and dated.

Developing the vision

Caldicot has seen an increase in footfall since the opening of a new Asda supermarket, very close to the town centre. Part of the Asda scheme was to include an enhanced link between it and the town centre in the hope of attracting Asda users into the town centre. Despite its good intentions, this has had only limited success. On undertaking their analysis, the design team concluded that the offer in the town centre wasn't of a high enough quality to draw any further footfall. It was, in-fact, losing footfall to the Asda.

Chris Jones and Roberts Limbrick, in collaboration with the client and key stakeholders, set about establishing an overarching vision for the town. This vision was far wider reaching than merely the fabric of the place and included local issues and services such as education, health and community uses. The team recognised that the physical space should be designed to help create a connection between the place, people and its services and facilities. The vision was based on what they saw as the role and function of the town or 'village' as it is locally referred to:

The Village

A place that people feel they belong to whether they are established or new residents. The town centre provides a range of local services and activities that supports Caldicot daily life and a strong vibrant community.

21st Century Town Centre

Investment in education, health and community services that are accessible to all and are focussed on well-being through recreational, sports, cultural and community opportunities.

A Connected Town Centre

Strategic location in south east Monmouthshire that is linked to road, rail and public transport, with it also integrated to national and local walking/cycling trails. Is also considered digital infrastructure that supports established business and makes it attractive for new business startups.



Town centre analysis

Understanding and responding to the site and context

Due to the nature of the project the design team undertook an analysis of the town centre that looked at more than the physical elements that can be easily seen such as building fabric and public realm. These were important foundations for the analysis but the design team also considered:

- The current performance of the town, and how local businesses were performing.
- The social mix of both local residents and the users of the town centre on different days and at different times of the day.
- How the town centre is used and the types of spaces and activities taking place in the town.
- The economics and market demands of the town centre and what business support mechanisms are available.
- The travel and movement opportunities into, out of and around the town centre.
- The education, health and well being facilities and opportunities in the centre and what potentially could be established there.
- How the attractions and destinations of the town centre were promoted and used by local residents and people travelling from further away.
- The use of public open spaces and extent of the green infrastructure within the town centre, how this links to the wider area and how it could support health initiatives in the town.

The above helped to set the scene in terms of what the town had to offer, what it was missing and how it was being used. Following this the design team undertook a more recognisable physical review to understand how the fabric of the place contributed to how it was being used. This analysis set out a series of layers of information which helped to identify the key issues, opportunities and constraints of the town and its immediate context. This included, the committed development schemes, the quality of the built environment, pedestrian and cycle movement, parking and arrival gateways.

This resulted in an overarching issues and opportunities diagram and a simple set of 'What works?' and 'What doesn't work?'. These created a focus for a series of proposals and interventions to help build on opportunities and resolve issues.



New in town living

Community & stakeholder involvement

The client group and design team undertook a rolling programme of comprehensive consultation. This occurred through the life of the project, at various stages of progress. The consultation process proved a vital tool in reaching proposals that the stakeholders, traders, landlords and the 'Village' residents and users were pleased to take ownership of.

Initial consultation with stakeholders and the public was undertaken at the very early stages of the initial vision and development plan stage. This focused on the issues and opportunities of the town and enabled users of the town to identify the issues that they felt impacted the most on their experience of the town centre.

There then followed a series of physical and on-line consultation and feedback exercises on the emerging proposals prior to the final vision and development plan.

The next stage of the project was to prepare a delivery strategy. This process was the subject of several study wide consultation events to help agree a menu of projects for taking forward to funding bids and, ultimately, delivery. The consultation process helped to prioritise projects set against an action plan.

From here, the prioritised projects began to come forward as a fully detailed design scheme. Each emerging project underwent its own consultation process up to the point they commenced on site.

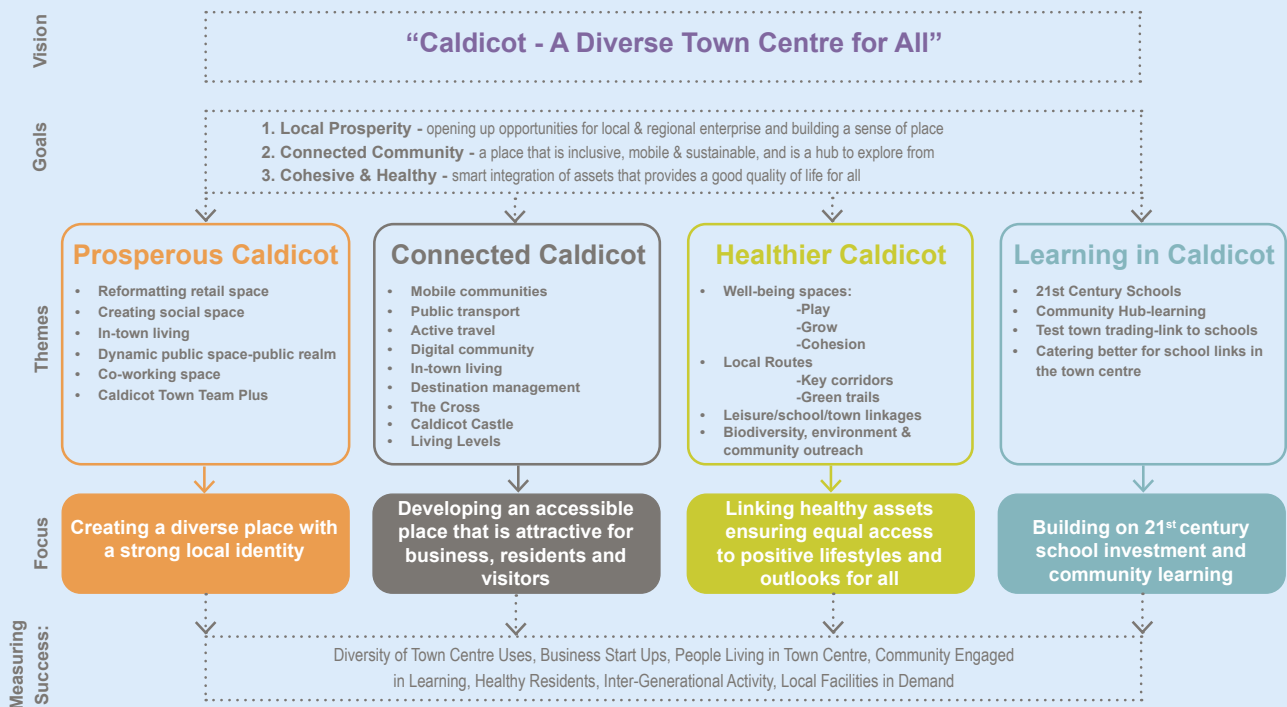
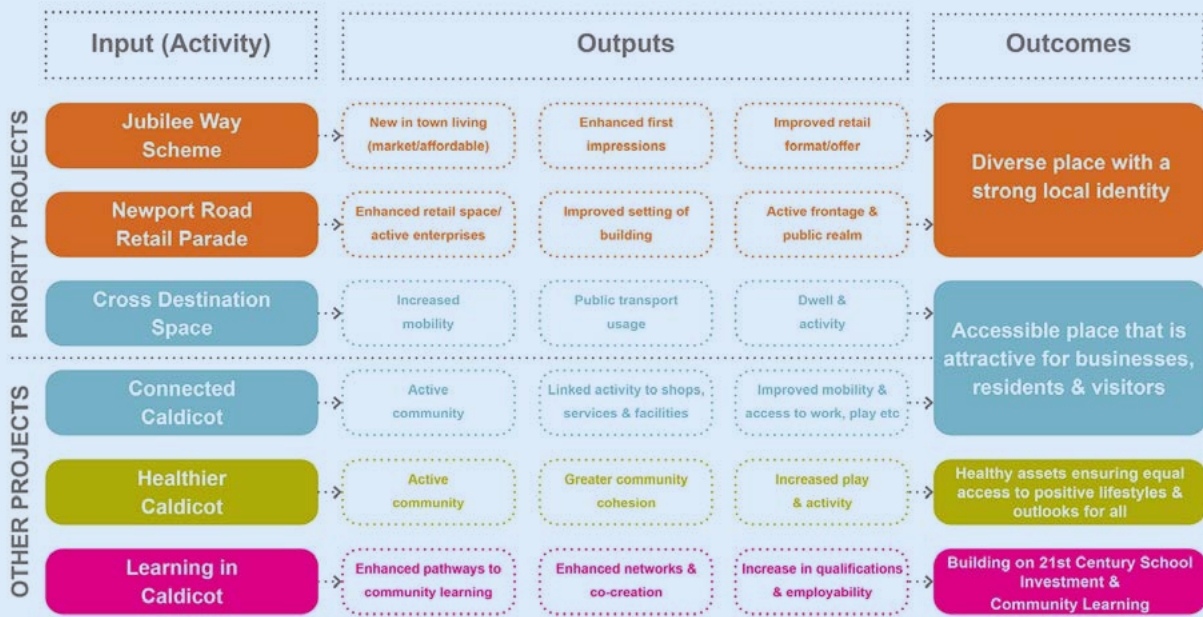
Thanks to the on-going consultation process instigated by the client group and design team, projects are now being delivered on site with the full support of stakeholders and the local community. It is anticipated that in time, this support evolve into ownership which, in turn, will evolve in pride in the place and its future.



Example of one of many consultation sets

5.2 OUTPUTS & OUTCOMES

The following chart illustrates the range of outputs and outcomes that could be generated as part of any future investment in the town centre.



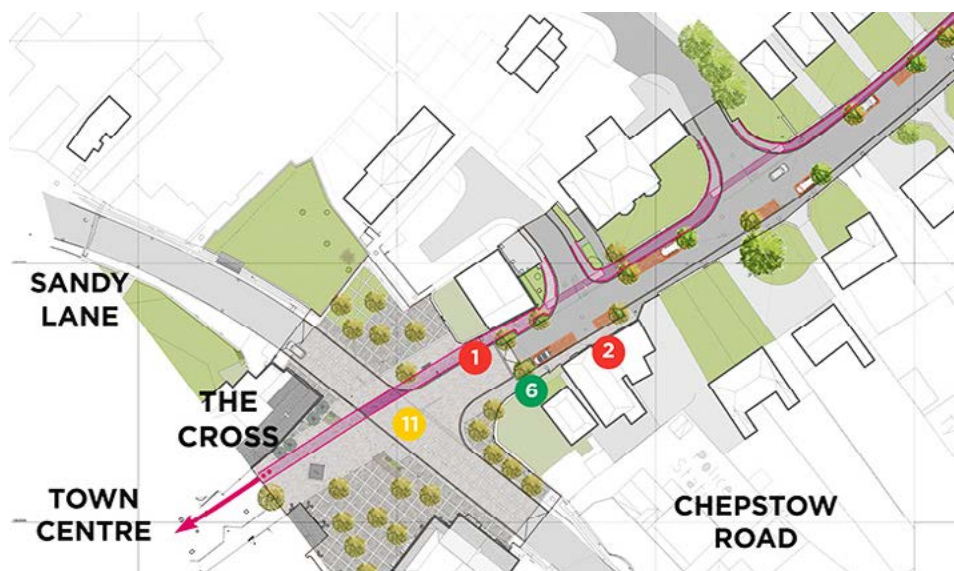
Overarching and crosscutting vision

Key design principles

The design team set out a series of key objectives and outcomes: What they, the client group, stakeholders and other consultees wanted Caldicot to become. This approach was a clear expansion of the vision and identified projects and strategies which would contribute to and address the visions outcomes. Without this approach the design team felt that there was a real danger that projects might be identified for projects sake resulting in a series of disparate interventions with, ultimately, little overall impact. Following this, each emerging project, whether it was short or long term, was tested against these desired outcomes. These outcome were:

- **Diverse place with a strong local identity:** projects that would help strengthen the range of uses within the town or introduce new and needed uses. Also projects that help strengthen and improve the unique characteristics and identity of the town.
- **Accessible place that is attractive for businesses, residents and visitors:** projects which would enhance places with the aim of creating attractive spaces that improved accessibility, strengthened the local community and use of public transport.
- **Healthy assets ensuring equal access to positive lifestyle and outlooks for all:** projects that generated opportunities for people to live healthy and active lifestyles.
- **Building on 21st Century school investments and community learning:** projects that enhance pathways into education and increased qualifications and employability.

This outcome based approach very quickly created relationships and links between different projects. It also meant that there were several projects which did not make the final action plan, falling into the 'projects for projects sake' bucket. The whole process helped to ensure that time, effort and, ultimately, money/funding, was concentrated on those interventions that would really make a positive difference to the town and would help fulfil the vision. The resulting relationship chart was also used to assist funding approaches to Welsh Government. There is a clear relationship between projects with the success of the whole reliant upon the delivery of the parts.



Improving Church Road and its links with the town centre

Facilitating activity within the scheme

Caldicot had seen leakage of footfall to the Adsa store and a primarily service sector based offer due to changing shopping habits. Resulting in a town centre which lacks any long term draw: there is little reason to dwell.

Successful town centres are adapting to become places of social activity. Stimulating activity within Caldicot was a fundamental crosscutting thread to the design teams themed vision for the town and all the identified projects target this.

Prosperous Caldicot:

- Re-modeling of the existing retail stock to provide more choice to potential occupiers.
- Introducing residential living into the town centre to help stimulate both the daytime and night time economy.
- Re-instating places to dwell and socialise through high quality public spaces edged with active uses.
- Setting up co-working space to help stimulate business activity.

Connected Caldicot

- Improvements to public transport facilities.
- Creation of an active travel strategy ranging from reducing car dominance to helping create safer routes, to walking - buses for school children.
- Creation of civilised streets and squares to help ease movement by foot and cycle.

Healthier Caldicot:

- Providing safe, secure cycle parking and storage facilities within the town centre for shoppers and workers.
- Improving links to leisure facilities.
- Implementation of a green infrastructure strategy.

Learning in Caldicot:

- Re-modeling the library into a community hub to offer adult learning and training.
- Creating trading links between the new 21st century secondary school and the town centre with regular placements and on the job learning
- All the above are set out and designed to help stimulate activity within the town centre. This could be literal in the form of increase footfall or economic through, for example business enterprise and growth.

Key factors contributing to good placemaking

Early in the development of the vision the design team identified that place is nothing without people: people make places. Placemaking should be concerned with creating an environment, (physical, social or economic), in which people can thrive. Within the context of Caldicot town centre, the team set about putting together the right ingredients and interventions that will help people thrive. This involved a wide ranging menu of projects which have different place led objectives. When combined together these individual projects contribute to the overall quality and offer of the town centre. These projects range from the large scale re-modeling of retail units to create different, far more flexible space configurations for potential operators and traders to the relatively small retrofitting of elements within Church Road to help transform it from a road to a street.

Taking the Church Road project as an example, even within individual projects, there were opportunities for many place based gains. The road is relatively busy with comparatively high traffic speeds, a lot of residential driveways and it gives access to the Castle. In addition it is the main pick up and drop off areas for the local primary school which creates vehicle and people conflicts. From a highway perspective, a simple and utilitarian solution might have been to simply introduce speed humps or concrete/tarmac build out to reduce traffic speeds. However, this would have not contributed to the strong local identity or accessible places outcomes established in the vision. The design team, therefore, looked at this as an opportunity to add place making gain through a comprehensive and multi-disciplined design solution:

- Widened and priority footways improve pedestrian environments
- Build outs introduced as rain gardens
- Sustainable urban drainage
- Increased biodiversity and habitat creation
- Nature and climate change educational facility for local school children
- Rationalisation of on street parking opportunities

This 'place gain' approach to design was constantly promoted by the design team during the evolution of the town centre masterplan, delivery strategy and through into the detailed design and construction. Thereby adding value through holistically designed, place based solutions rather than utilitarian, interventions that are focused on helping people thrive.



View along Church Road



Church Road: reduce dominance of vehicles, green infrastructure and suds

Most successful aspects of the development

At the time of writing the masterplan is in the early delivery stages. Several projects are being progressed towards detailed designs and planning applications, with the support of key stakeholders and the local community. The Cross civilised space project is under construction and has already attracted many positive comments.

The Cross is the historic core of the town and once formed a square for social gathering and livestock trading. Over time, its use and purpose had been eroded due to the pressures of traffic and associated clutter. The design team devised a crosscutting scheme to reinstate the square as an important place within the town centre. The specific activities include:

- Creation of a shared 'civilised' street that makes the Cross area and its junction with Sandy Lane, Chepstow Road and Church Road more accessible for pedestrians and cyclists, reducing the dominance of vehicles, yet accommodating public transport;
- Improved public transport infrastructure at this key location into the town centre;
- Enhanced setting for businesses that front onto the space with opportunities to use space for additional commercial and social activities;
- Improved accessibility and mobility for residents and visitors that links into the active travel network and proposed green infrastructure corridor improvements;
- Enhanced green infrastructure, specifically trees, planting, verges and opportunities for biodiversity within an urban space;
- Enhanced visitor signage and information for the town centre and outlying tourist attractions;
- Overall, a more active and social space that animates frontages, stimulates local economic development and presents a renewed purpose to the Cross area: turning the space into a 'place'.

The improved infrastructure will help lead to social and economic benefits for the town centre including:

- An event space that builds the skills, ambition and creativity of town organisations in designing, organising and hosting a diversity of events across the year that builds identity, activity and experience;
- An integrated and quality space can be a stimulus to local entrepreneurship in relation to pop up/ meanwhile activity within the space and immediate environs, as well as piloting new visitor products ideas e.g. Cycle Hire
- Businesses that front the space can benefit from an enhanced setting and series of frontages that increases footfall, dwell, repeat business, loyalty and sustainability.



View from the Cross to Church Road



Existing Cross: Visual and physical clutter. Stark public realm



Aerial showing proposed civilised street and square



View of the civilised street



Civilised street under construction with raised bus kerb

Appendix



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Appendix 1: Further reading

Active Travel Guidance, Welsh Government

<https://gov.wales/active-travel-design-guidance>

Building with Nature

<https://www.buildingwithnature.org.uk/about>

Community Engagement Tools and Techniques, Planning Aid Wales

<http://www.planningaidwales.org.uk/community-engagement/>

Conservation Principles, Cadw

<https://cadw.gov.wales/advice-support/conservation-principles/conservation-principles>

Countryside Agency and Scottish Natural Heritage, 2002. Landscape Character Assessment.

<https://www.nature.scot/sites/default/files/2018-02/Publication%202002%20-%20Landscape%20Character%20Assessment%20guidance%20for%20England%20and%20Scotland.pdf>

Creating accessible play spaces – a toolkit

<https://www.playwales.org.uk/eng/publications/creatingaccessibleplayspaces>

Creating healthier places and spaces for our present and future generations, Public Health Wales

<http://www.wales.nhs.uk/sitesplus/documents/888/Creating%20healthier%20places%20spaces.pdf>

Design and Access Statements in Wales - What, Why and How

<https://gov.wales/sites/default/files/publications/2018-09/design-and-access-statements.pdf>

Enabling Healthy Placemaking, RTPI, 2020

<https://www.rtpi.org.uk/research/2020/june/plan-the-world-we-need/>

Enabling Healthy Placemaking, 2020, RTPI

<https://www.rtpi.org.uk/research/2020/july/enabling-healthy-placemaking/#conclusion>

Future Generations Framework for Projects

<https://www.futuregenerations.wales/wp-content/uploads/2018/11/FGCW-Framework.pdf>

Future Generations Report

<https://futuregenerations2020.wales/>

Healthy Placemaking, Design Council, 2018

<https://www.designcouncil.org.uk/resources/report/healthy-placemaking-report>

High Streets Task Force

<https://www.highstreetstaskforce.org.uk/about/>

Historic Character, Cadw

<https://cadw.gov.wales/advice-support/placemaking/historic-character>

How to organise playing out sessions on your street

https://issuu.com/playwales/docs/how_to_organise_playing_out_session?e=5305098/67143500

Journey to Involvement, Future Generations Commissioner

<https://www.futuregenerations.wales/journey-checker-involvement/>

LANDMAP, Natural Resources Wales

<https://naturalresources.wales/guidance-and-advice/business-sectors/planning-and-development/evidence-to-inform-development-planning/landmap-the-welsh-landscape-baseline/?lang=en>

Living Streets Resources

<https://www.livingstreets.org.uk/policy-and-resources/our-policy/walkable-neighbourhoods>

Manual for Streets, Department for Transport and Department for Communities and Local Government, 2007

www.gov.uk/government/publications/manual-for-streets

Manual for Streets 2, Department of Transport, 2010,

www.gov.uk/government/publications/manual-for-streets-2

National Landscape Character Areas, Natural Resources Wales

<https://naturalresources.wales/evidence-and-data/maps/nlca/?lang=en>

Natural resources Wales. 2016. Tree Cover in Wales' Towns and Cities. Full report. P127, Appendix 1.

<https://naturalresources.wales/about-us/what-we-do/green-spaces/urban-trees/?lang=en>

Opening Streets for Play

https://issuu.com/playwales/docs/opening_streets_for_play?e=5305098/68904846

Place Plans Guidance

<http://www.placeplans.org.uk/en/>

Planning Policy Wales

<https://gov.wales/sites/default/files/publications/2018-12/planning-policy-wales-edition-10.pdf>

Plan the World we Need, RTPI, 2020

<https://www.rtpi.org.uk/research/2020/june/plan-the-world-we-need/>

Practice Guidance: Planning for Sustainable Buildings

<http://gov.wales/docs/desh/publications/150311practice-guidance-planning-for-sustainablebuildings-en.pdf>

School Grounds Toolkit, Play Wales

<https://www.playwales.org.uk/eng/publications/schoolsgroundstoolkit>

Secured by Design

<https://www.securedbydesign.com/>

Site and Context Analysis Guide: Capturing the value of a site

<https://gov.wales/sites/default/files/publications/2018-09/site-context-analysis-guide.pdf>

Statutory Standards for Sustainable Drainage Systems

<https://gov.wales/sites/default/files/publications/2019-06/statutory-national-standards-for-sustainable-drainage-systems.pdf>

TAN 12: Design

<https://gov.wales/sites/default/files/publications/2018-09/tan12-design.pdf>

The Craft of Collaborative Planning

Bishop, J (2015), *The Craft of Collaborative Planning: People working together to shape creative and sustainable places*, RTPI Library, London: Routledge

Transport for a Green Recovery, RTPI

https://www.youtube.com/watch?v=YVtRvb_XU0&list=PL72oqE9hHr98VJEkRZno9tcv5n_bp0sOT&index=11&t=0s

Understanding and Supporting the Play Experience in Cities, RTPI, 2019

<https://www.rtpi.org.uk/research/2019/december/understanding-and-supporting-the-play-experience-in-cities/>

Urban Design Compendium, Homes and Communities Agency, 2000

<https://drive.google.com/file/d/0Bx1yF2laHeBDNXI4Um5fR0ZTSG1WaU1GVUxDOXhwQQ/view>

Wildlife Trusts Wales. Green Infrastructure. A Catalyst for Wellbeing of Future Generations in Wales.

<https://www.wtwales.org/greeninfrastructure>

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Authors:

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Project team:

Written by Jen Heal, Design Advisor, DCFW

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