

2. Concept Development

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DESIGN STATEMENT





2.1 A consultation-led process



TMC has been developed in partnership with the local community to a much greater extent than any of the other Millennium Communities. The story of the development of the masterplanning concept is therefore the story of 10 months of work with the local community and in particular the Community Consultation Group set up by English Partnerships to coordinate the community's input to the project. This has not always been an easy process as is inevitably the case in a project that is seeking to innovate while addressing local concerns. However, it has been an enriching process and is described in this section.

The CCG were brought together initially as a result of the initial public events and exhibitions when the idea of the Millennium Village was first announced. They were involved in agreeing the brief for the site and in the selection of Taylor Woodrow as preferred developers along with the masterplanning team. Since that time the CCG meetings have been an important focus for the development of the scheme.

The story of the development of the masterplanning concept is therefore the story of 10 months of work with the local community.

The main aspects of this process are described on the following pages. These are part of an ongoing process of scheme development as set out below:

- ✦ In the initial stages the masterplanning team undertook a series of studies of the technical aspects of the site as described in the previous section.
- ✦ At the same time a 'meet the team' drop in session was held in the Parkside Community Centre for the wider community.

- ✦ A series of groups were established with the CCG to explore these technical issues.

- ✦ Two study tours were arranged for the CCG, Council and EP, the first looked at schemes in and around the London area while the second visited a series of schemes in Holland.

- ✦ These strands fed into Design Week that ran from 11th to 15th November 2003. The results of this were fed back at a public meeting on 19th November.

- ✦ There followed a period of reflection because the CCG felt that they had been rushed into a scheme and asked for more time to explore certain issues in more detail.

- ✦ These were developed early in 2004 with sessions on access, sustainability and three masterplanning sessions. The

masterplanning sessions were designed to allow the community to relate the proposed masterplanning options with what they had seen on the site visits.

- ✦ This period of work was drawn together at a community consultation day on 21st February.

- ✦ From this session a draft masterplan was developed by the team and was displayed in May 2004 at a public exhibition over 6 days.

- ✦ The results of this exhibition have informed the masterplan that is outlined in this document.



2.2 Study tours



In the weeks leading up to Design Week the design team organised two study tours for members of the CCG. The first of these visits took place on the weekend of 4th October and included schemes in and around the London area. The second took place on the weekend of the 1st November in the Netherlands.

Purpose of the visits

The visits were designed to help everyone involved to explore the possibilities and implications of the scheme. TMC is to be an innovative development in terms of its urban form, contemporary design, sustainability and construction and is also to be designed in partnership with the community. Reconciling these criteria has been one of the great challenges of the TMC process. The community were understandably wary about design innovation because the experience of innovation in Telford (estates such as Woodside) has been poor.

The site visits were planned to allow the CCG, the consultants and the client team to see innovative housing design. This was very successful in giving all participants the tools to discuss what we should be seeking to achieve in Telford.

The site visits were planned to allow both the CCG, the consultants and the client team to see innovative housing design. This was very successful in giving all participants the tools to discuss what we should be seeking to achieve in Telford (and also the things that we should be sure to avoid). While this could have been done with pictures and case studies, there is nothing like visiting a scheme to really get a feel for what it is like, and what it would be like to live there.

When planning the study tour it became clear that there were a limited number of really good examples in the UK. This indeed is the reason why the

Millennium Communities are so important. It was for this reason that we decided to visit the Netherlands. The schemes visited by the group are described on the following pages. A number of the schemes have also been explored in more detail as exemplar case studies. These are spread throughout this section and have been used to understand the key elements of each the scheme.



BedZed



KEY
1 BEDZED ZERO ENERGY DEVELOPMENT
2 MITCHAM RAIL STATION
3 EXISTING PRIVATE RESIDENTIAL DEVELOPMENT
4 SEWERAGE TREATMENT WORKS

What the Community liked...

- ☐ CHP plant and energy efficiency
- ☐ Strong design concept
- ☐ Allotments
- ☐ Community spirit and activities
- ☐ Water savings
- ☐ Cowels on the roof
- ☐ Good quality materials

Location: Beddington, Sutton
Completed: 2002
Architect: Bill Dunster Architects
Client: Peabody Trust
Housing Mix:
52 privately owned units
23 shared ownership units
25 affordable units
100 TOTAL units
Parking: 84 spaces
0.84 spaces/dwelling
Net site area: approx. 1.65 ha
Site density: 60.6 dph
164 hab rooms / ha

What the community disliked...

- ☐ Design over-complicated
- ☐ Gardens on roofs
- ☐ Winter Gardens
- ☐ Segregation of social housing
- ☐ Public realm poor, shaded and draughty
- ☐ Internal space poorly planned
- ☐ Playing field
- ☐ Lack of play facilities



Quotes...

"The outdoor spaces, the spaces between the houses, the road surfaces, were not thoughtful, not 'designed', not social spaces. The gardens that were linked directly to the houses were far better than those across the bridges."

2.2.1 UK Visits

The locations selected for the UK study tour were compiled on the basis of a trawl of good-practice guides (such as CABE/Homes for the Future), architectural journals and conversations with industry experts such as Design for Homes. In advance of the trip the community group were provided with reading material including articles from professional journals, case studies and promotional material on each of the schemes.

The schemes promoted a good deal of discussion with the most negative reactions being to BedZed and the Greenwich Millennium Village. The group was impressed by the quality of Coin Street. Chelmer was perhaps their favourite scheme but they accepted that there were aspects of this that were not appropriate for a millennium community. In this respect they felt that Abode was the best synthesis of innovation and quality.

BedZed: Sutton



BedZed: A zero energy development by Bioregional Developments and the Peabody Trust in Sutton. Here the group were given a guided tour of the scheme and were able to look inside a show flat as well as seeing the biomass CHP scheme.

The scheme includes 100 units and has been developed as an exemplar of sustainable development. Designed by Bill Dunster Architects the blocks are shaped to maximise passive solar gain. To this end they have winter gardens and solar panels on their south face. The shaded side of the buildings is used for workspace. 84 parking spaces are provided some with charging points for electric vehicles. A car share scheme operates that is currently being expanded. The group were impressed by the concept of the scheme but felt that the quality of some of the public spaces had been compromised by the solar orientation. Many of the streets, for example, got no sunlight. (see case study on previous page)

Greenwich Millennium Village



Greenwich: The group visited the Greenwich Millennium Village and walked around both the Taylor Woodrow scheme by Ralph Erskine and the Countryside scheme by Proctor Matthews Architects. The latter scheme was particularly relevant to Telford because it is similar in form and density to Telford.

The Proctor Matthews scheme includes 354 units as well as a new school designed by Edward Cullinan Associates. It is built to quite a high density of 93 dwellings per hectare with just over 100% parking. This parking is accommodated in a car barn at one end of the site. The group were impressed by the quality of the internal courtyards but felt that the streets were dead and that the quality of finish was poor.

The group felt that Abode in Harlow was the best synthesis of innovation and quality.

Coin Street: Southall



Coin Street: The Coin Street area on the south bank of the Thames in central London has been developed over a number of years by the Coin Street Community Builders. The group were able to see four schemes including the original scheme, the Lifshutz Davidson scheme (pictured above), the Oxo Building and the most recent scheme by Howard Thomkins Architects. They were also able to see the park and the Gabriel's Wharf restaurant area.

While the density of Coin Street is very different to Telford the visit was a useful opportunity to explore issues such as waste storage, public realm design, management and the interior layout of the housing. The group were very impressed by the quality of the public realm and the way in which the Lifshutz Davidson scheme dealt with refuse bins. They were also able to see the inside of one of the units and liked the idea of the living room on the first floor overlooking the park.

Chelmer: Chelmsford



Bishops Mead Chelmer: This scheme was selected because it is being developed by Taylor Woodrow and is one of the best examples of a scheme by a volume builder based on new urban principles.

The most recent phase of the development was the most interesting because it has done away with traditional roads in favour of a shared surface with no markings. The housing is built right up to this with no front gardens and parking down the side of the unit. This created a very strong village feel and was felt by the group to be excellent. The adjacent phase which had the same housing units but with traditional roads was felt to be less successful. An earlier phase that had been built with more standard developer house types felt much more crowded despite being slightly less dense. While the housing is designed in a pastiche style that is not appropriate to a millennium community, the way in which the units were laid out and the quality of the space created was very influential on the community group.

References:

- TMC: Study Tour report and slide show, URBED, January 2004

Greenwich Millennium Village



- KEY**
- 1 Phase 1 housing
 - 2 Phase 2 housing
 - 3 Ecology park and lake
 - 4 School and health centre
 - 5 Bus route to North Greenwich station
 - 6 Commercial zone
 - 7 carparking for phase 2

What the Community liked...

- ☐ Nature area and boardwalk
- ☐ The layout was 'alright'
- ☐ Courtyard of the flats
- ☐ Waterside housing
- ☐ Lighting
- ☐ People seemed happy

Location:	Greenwich Peninsula, London
Completed:	2002
Architect:	Phase 1 Erskine Tovatt Architects Phase 2 Proctor Matthews
Client:	English Partnerships Phase 1 Talyor Woodrow Phase 2 Countryside Properties
Housing Mix:	Phase 2: 354 Private units 85 Affordable units
Parking:	Phase 2 1.1 spaces per dwelling
Net site area:	Phase 2, 4.72 Hectares
Site density:	Phase 2 - 93 D/ha

What the community disliked...

- ☐ Felt really isolated
- ☐ Lack of community life
- ☐ Detailing, shoddy, fussy and too colourful
- ☐ Social housing does not have access to the courtyard
- ☐ Public spaces intimidating
- ☐ School looks like a stockade



Quotes...

"Part of the problem is that the construction panels used were of such poor quality that they damage easily. Finishes found on the TW constructed buildings [Phase I] by comparison were superb."

"Each developer had their specific ring-fenced site. When the fences came down it was obvious that no care had been given to the spaces in-between."

2.2.2 Netherlands Site Visits

The Netherlands trip included four innovative schemes. These included two schemes in the Amsterdam area, Borneo – a scheme in the docklands – and Nieuwland – a sustainable neighbourhood in Amersfoort on the outskirts of the conurbation. The group also visited Almere New Town because of its similarities to Telford as well as the Ecolonia scheme in the Hague.

While the design of these schemes (with the exception of Ecolonia) was uncompromisingly contemporary the reaction of the group was that they were without exception built to a higher quality and to a better standard of design

than anything that they had seen in the UK. They were particularly impressed by the use of quality materials and the innovative response to sustainability and issues such as parking. The conclusion was that innovation and non-traditional design were fine if the quality was high enough.

However, the group were most impressed with Ecolonia, which most closely matched their vision of the Telford Millennium Community. This was because of its natural, organic layout, plentiful planting and feeling of community.

The group were most impressed with Ecolonia, which most closely matched their vision of the Telford Millennium Community.

Nieuwland: Amersfoort



Nieuwland: The city of Amersfoort started developing the new 5,000 home neighbourhood of Nieuwland in 1995. The aim was to explore innovations in ownership structures and environmental technologies. The layout is designed to maximize solar gain and most of the roofs have solar panels. These are owned by a local energy company that, in effect, provided a free roof for the houses in return for the electricity generated by the panels. Other measures help to reduce energy needs such as additional glazing and insulation, Combined Heat and Power linked to the solar heating system and water reduction measures.

Architect Tjerk Reijenga met the group to discuss the Nieuwlanddreef scheme. This is built along a noise barrier and demonstrates innovative solutions to the problem of noise.

Almere New Town



Almere New Town: Almere is a 30-year-old new town. The group visited the 'Eilandenwijk' scheme completed in 2001 and consisting of 450 homes built by 15 different developers. The new masterplan for development up to 2007 is designed by Rem Koolhaas based on the themes of public space and the development of a 'centre' to get away from the dormitory suburb feeling that Almere has developed. These issues were very relevant to the Telford situation.



Borneo: Amsterdam



Borneo and Sporenburg: The Borneo and Sporenburg peninsulas on the eastern part of the Amsterdam docks were developed from 1996-2000. These were former docks and have been developed to a masterplan by West 8 Architects by a range of developers and architects. The area is a laboratory of new high-density house types and an essay in how to create a huge amount of variety and interest in a very simple plan. While the scheme is much more dense than the plans for Telford, it illustrated that high density housing could be very attractive and was a useful study of the variety of solutions that can be applied to housing design, parking and waste storage.

Ecolonia



Ecolonia: This is a settlement of just over 100 sustainable family homes designed by the architect Lucien Kroll. The scheme is based on an informal layout around a lake and has been very influential as a model for medium-low density sustainable housing. The scheme has been lived-in for a while so that many of the practical problems have been addressed and remedied. The houses are designed with glazed atria to increase natural light and passive solar gain. The lake at the centre of the community is a retention pond to capture run-off where it is cleansed by reed bed, water lilies, and wetlands habitat. This was the scheme that the group found most inspirational.



Ecolonia



KEY

- 1 Lake
- 2 Homezone
- 3 Organic streetscape
- 4 Visitors Centre

What the Community liked...

- ☐ Public realm
- ☐ Traffic calming
- ☐ Play areas in street
- ☐ Lake
- ☐ Informal layout (village feel)
- ☐ Natural planting
- ☐ Meandering drainage gully in the centre of the street
- ☐ Mixed use school

Location: Alphen aan den Rijn, Netherlands

Completed: 1992

Architect: 9 different architects masterplan by Lucien Kroll

Client: Bouwfonds Woningbouw (Building Fund of the Dutch Municipalities)

Housing Mix: 101 houses within demonstration area. Varied mix of tenure, size and style.

Parking: xxx

Net site area: xxx

Site density: xxx

What the community disliked...

- ☐ Very little
- ☐ Some did not like the housing design

Quotes...

"Ecolonia is inspirational!"

"The open spaces are deliberately ambiguous in terms of 'ownership'; cars have no more priority than pedestrians or cyclists. There is almost a complete absence of the usual clutter of a typical



English road: no signs, no pavements, no road markings. Imaginative use of block pavers and meandering central gullies give real charm to these zones. And not a single road accident in 10 years!"

"House styles may not be to everyone's liking, but the concept and the execution

was of superb quality."

"Natural planting provides effective screening and adds to the feeling that one is in a village that has grown organically

"Trees and the use of water made all the difference."



2.3 Design Week



The Telford Millennium Community Design Week ran from the 11th-15th November 2003 in a marquee on the site with a feedback session on 19th November in the Parkside Centre. In total the event involved over 150 people and discussed a wide range of issues relating to the TMC site.

Design Week started with an evening workshop on Tuesday 11th November. This was designed as a briefing session to discuss the community's hopes and fears for the development of the site. The workshop included around 80 people and set the scene for three days of intensive work that followed.

The group included members of the CCG, other community members who wished to be involved, council officers, English Partnerships, Taylor Woodrow and the consultants team led by URBED. The event also drew on a range of experts for particular sessions.

The work of the Core Team was broadly divided into two parts. The first day and a half was designed to draw together the strands of technical work and research that had been undertaken in the weeks leading up to Design Week. There were three sessions of working groups.

Constraints: The first covered Access, Ground conditions and Ecology and were designed to agree the parameters related to these issues as they affected the masterplanning process. In the event the access and ecology groups did not complete their work in the first session and ran on into the second afternoon session.

Ingredients: The second set of sessions were planned to look at housing types and mix, facilities and open space, in other words the ingredients that go to make up the masterplan. In the event we had to swap the house types working group with the housing design working group planned for the Thursday morning.

This was an intense process to 'hothouse' a series of design discussions over a very short period of time.

Influences: The third set of working groups included Sustainability, Housing design and Information Technology. These are issues with an influence on the masterplan even though they were not directly relevant to the scale of masterplanning at the workshop. There was some concern at the workshop about these sessions partly because the Sustainability session failed to reach a conclusion and partly because of a confusion about how they were to feed into the remainder of the workshop. These workshop sessions are written up in the Design Week Write-up report and are not repeated here. The conclusions of these discussions have been incorporated into

the description of constraints (Section 1.4 of this report) and the discussion of influences (Sections 3.9.1-3.9.4).

The second part of the Core Team's work involved the development of a series of masterplanning options for the site. This included a discussion of the merits of the competition plans, a presentation by URBED on influences and analysis of the site. This fed into a masterplanning session that ran for the whole of Friday and developed a series of plasticine models. These plans then formed the centrepiece of a community open day on Saturday 15th. The plans were then developed by URBED and presented back at a public meeting on Wednesday 19th November.

This was an intense process to 'hothouse' a series of design discussions over a very short period of time. This inevitably led to tensions and concerns about the speed of the process. Nevertheless a lot of work was done and the output fed into an intensive period of design work in the early part of 2004.

New Hall Harlow



KEY
1 ABODE SITE BY PROCTOR MATTHEWS
2 SITE ENTRANCE
3 PUBLIC OPEN SPACE
4 LAND SCULPTURE

What the Community liked...

- ☐ The inside of the houses were beautiful
- ☐ The space standards were generous
- ☐ A variety of builders and architects
- ☐ Experimentation
- ☐ The sites for different builders were not contiguous creating real variety
- ☐ Generous greenery

Location: Newhall, Harlow, Essex
Completed: 2002
Architect: Proctor Matthews
Roger Evans Ass.
Masterplanners
Developer: Copthorn Homes
Housing Mix: 82 Units
Plan to build 2800 units on 80 hectares
Parking: PPG3 Compliant
1.5 spaces / dwelling
Net site area: 1.95 hectares
Site density: 42-45 Units / hectare

- ☐ The village green
- ☐ Safe public areas
- ☐ Wilderness area

What the community disliked...

- ☐ Too tall (4 storey)
- ☐ Sound insulation was poor
- ☐ The avenue was too wide encouraging cars to travel too fast



Quotes...

"Positive, successful modern building styles."

"The one site that appeared to be providing very good [nature] walks for the residents, and places for children to play safely. They are trying to provide environment for all to enjoy for years to come."



2.3.1 Public workshop

Design Week kicked off with a workshop that was open to the whole community and was designed to set the brief for the rest of the week. The event included two working sessions with a presentation by URBED in between.

In the first session working groups listed the good, the bad and the ugly aspects of Ketley. The good and bad points were listed on flip charts and ugly areas were marked on a map of the site and the surrounding area. The groups were also asked to draw circles around each of the local neighbour-

hoods: Potters Bank, Beveley, Redlake etc. These discussions were fed back to the larger group.

In the second session groups listed their hopes and fears for the scheme, in other words what they wanted to see from the scheme and what they were most worried about. The groups went on to develop a vision for the site including who is going to live there, what facilities should be included and what East Ketley would be like in 10 years time.



Design Week kicked off with a workshop that was open to the whole community and was designed to set the brief for the rest of the week.

The GOOD

- ✓ Quality of life
- ✓ A place to meet, chill, walk the dog
- ✓ Sense of history and heritage

Image of the area

- ✓ Home of Shropshire Star and AGA
- ✓ Home of the Industrial Revolution
- ✓ Sense of community and place

Facilities

- ✓ Parkside Centre
- ✓ Accessible schools
- ✓ Recreation grounds
- ✓ Rose Garden
- ✓ Good existing employers
- ✓ Local shops, pubs
- ✓ Church
- ✓ Bus service
- ✓ Space to walk

Access and Location

- ✓ Right of ways
- ✓ Convenient for shopping
- ✓ Close to motorway
- ✓ Bridle ways

- ✓ Good for cycling
- ✓ Improved bus service
- ✓ Link to the Telford train station

Character

- ✓ Green space
- ✓ Peace quiet, tranquillity
- ✓ Topography, views across landscape
- ✓ Low air/noise/light pollution
- ✓ Rare and protected wildlife
- ✓ Mix of house types
- ✓ Paddock mount
- ✓ An area of beauty without bricks.



The BAD

Facilities

- ✓ Lack of leisure facilities
- ✓ Lido closed
- ✓ Shortage of secondary school places
- ✓ Loss of amenities such as swimming pool, golf course and driving range, squash course, café, gym & gardens
- ✓ Shops and commerce far away

Crime

- ✓ Vandalism on Parkside car park

- ✓ Rubbish, fly tipping
- ✓ Dumped cars

Access and Location

- ✓ Skip lorries
- ✓ Holyhead Road is too busy
- ✓ Poor bus service to employment areas
- ✓ Traffic lights at Ketley Cross Road junction
- ✓ Wombridge Way, Railway line and Motorway (M 56) are barriers

Character and management

- ✓ Mismanagement – Community invested in refurbishment of the community centre which is now threatened by demolition.
- ✓ Derelict garage on Holyhead Road
- ✓ Light pollution; air pollution (Ketley Cross Road)
- ✓ Poor maintenance of open space
- ✓ The poor upkeep of the parks and paths
- ✓ The condition of Brickhill Lane
- ✓ Many houses on Broadway are not overlooked from the back

Hopes

- ✓ That people appreciate outdoor public space
- ✓ That nothing happens on the site
- ✓ That the Rose Garden is improved
- ✓ New houses won't look too modern
- ✓ That local people will be proud
- ✓ People from Ketley will move to TMC
- ✓ Cater for all sections of the community

Housing

- ✓ A range of houses for different incomes
- ✓ Cul-de-sac with central greenery
- ✓ Homes for the elderly

Community

- ✓ Sustainable investment in the village
- ✓ Small communities create better feelings

Environment

- ✓ Pond, village square
- ✓ Green areas between houses
- ✓ Trees, wilderness, wildlife
- ✓ Carbon neutral
- ✓ Open space connected with green links
- ✓ Energy efficient
- ✓ Recycling facilities

Facilities

- ✓ Secondary school in walking distance
- ✓ Primary school with Nursery
- ✓ Adult education centre
- ✓ Improved park, gardens and playing fields
- ✓ New community centre

- ✓ Cash point, Credit Union
- ✓ One Stop Shop
- ✓ Swimming pool
- ✓ Facilities for the elderly
- ✓ Doctor, dentist, chemist etc.
- ✓ Library (place to meet & interact)
- ✓ Sports facilities (tennis, ménage)
- ✓ Place to ride horses
- ✓ Spaces for children
- ✓ Youth hostel
- ✓ Café at waterside
- ✓ Evening economy (nightclub)
- ✓ Security wardens

Transport

- ✓ Electric bikes
- ✓ Reduced car use
- ✓ Efficient public transport
- ✓ Reopening of the train halt
- ✓ Facilities in walking distance

Design

- ✓ Distinctive place
- ✓ New development not too modern
- ✓ No high density plastic
- ✓ Development that evolves naturally
- ✓ Use best facets of the area
- ✓ Take heritage into account
- ✓ Public & private realm is safe
- ✓ Lighting strategy avoiding light pollution
- ✓ Development providing disabled access

Fears

- Landfills contain contaminated wastes
- That the ecology will be destroyed
- The dissolution of 'community'

Process

- Community has no influence on design
- Amendments to plans after Design Week
- Disruption during construction

Housing

- Houses too small
- Density will be too high
- Too much social housing
- Houses built in back gardens
- Site turning into another Woodside
- Large areas of houses create discontent
- Demographic mix will be unbalanced
- Houses will be too expensive

Environment

- Loss of open space, trees, wildlife
- No clause to prevent building on open land
- Loss of playing fields and Rose Garden
- Contaminated tips – asbestos, cadmium
- Loss of bank in Brickhill Lane

Traffic

- Inadequate parking
- Broadway becoming access road
- More traffic on already busy roads
- Fly parking problems

Facilities

- Post office will close
- Multi-purpose leisure over-used
- Community centre no relation to existing
- Losing the Parkside Community Centre
- Future of schools
- No facilities for young people

Design

- Ugly buildings
- Standards of design are lost
- Housing development behind Broadway



Vision for the future of Ketley

- A place in which you want to live
- Leafy, mature, indigenous trees
- Water, swans, newts
- Environmentally conscious development
- Wildlife and ecology thriving and well-maintained
- Well-looked after open spaces
- Development should act as benchmark for other communities
- Future-proof, good design
- Development that looks as it has been there forever
- Safe environment
- No flats
- Developers and designers learning from the past
- Buildings that push the boundaries of design
- Affordable houses equal in design and quality to private homes
- Facilities for young people
- Information technology
- Mix of ages
- Community spirit, trust, ownership
- Civilised and sustainable community
- Community participation during development phase
- People trust each other
- Nice people, nice houses
- Community self-build
- Popular and good reputation
- Local Ketley dwellers to have preference for council housing
- Key worker housing for people providing local services, teachers, hospital staff etc.
- Accommodation for the elderly

- Professional people
- Mix of new and existing community
- No traffic congestion
- Roads are finished and adopted
- Less crime in the area
- Clean and tidy buildings - not dilapidated
- People are proud to live in the TMC

“A neighbourhood that is finished, that the roads and infrastructure are in place, and that community spirit has been established.”

“In ten years time East Ketley will be an enormous success if the people of the surrounding communities stay involved.”

“Super-sustainable houses!”

“A place that is popular and has a good reputation”

“A place where the ecology and wildlife are thriving and are well looked-after”



2.3.2 Design Week: masterplanning inputs

The second part of Design Week was devoted to a masterplanning exercise based on URBED's Design for Change technique involved the following stages:

A crit of the competition schemes: In order to kick start the process the groups were asked to look back at the proposals submitted as part of the TMC competition. They listed the things that they liked and disliked about these schemes as something to respond to in developing their own masterplanning ideas.

Analysis plans: The groups started work on the plans by undertaking an



analysis of the area. This included a 'figure ground' plan that shows only the buildings and was used to assess the urban form and density of the surrounding area. They also prepared a road hierarchy and access plan classifying the surrounding roads into high streets,



secondary streets and local streets.

Possibilities Collage: The group were shown a slide show of some 300 images of housing from across the world including the schemes from the study tours. They were provided with prints of all of these pictures and were asked to create collages of those that they liked with comments about why they liked them. One of the sheets is reproduced to the left and others are reproduced in the Design Week write-up report.

Hard and soft: The analysis of constraints from the first part of the event was then brought together to draw conclusions about which parts of the site should be built upon. The groups identified 'hard' areas that they felt should not be developed for reasons of ecology, ground conditions or social value. The map to the right was produced following the workshop to summarise these plans and generates a developable area of the site of 16.2ha. This has since been explored in detail by the masterplanning



team and can be compared to the constraints plan in Section 1.4.6 of this design statement. The main difference between these plans is that since Design Week it has been suggested (and accepted by the community) that the school should be developed on the Rose Garden. It is therefore not shown as 'hard' on the final plan.

The second part of Design Week was devoted to a masterplanning exercise based on URBED's Design for Change technique.



Key: Constraints

Ecology	Recreational value
Ecology areas added during the workshop	Sacred trees
Ecology corridors	Pit heads
Hatched - Habitat that could be translocated	Landfill - hatched 50m zone
Community value	Area affected by shallow mines



Coin Street



KEY

- 1 SITE D HOUSING
- 2 PUBLIC GARDEN
- 3 SITE B HOUSING
- 4 SITE C HOUSING
- 5 OXO TOWER
- 6 RIVER THAMES

What the Community liked...

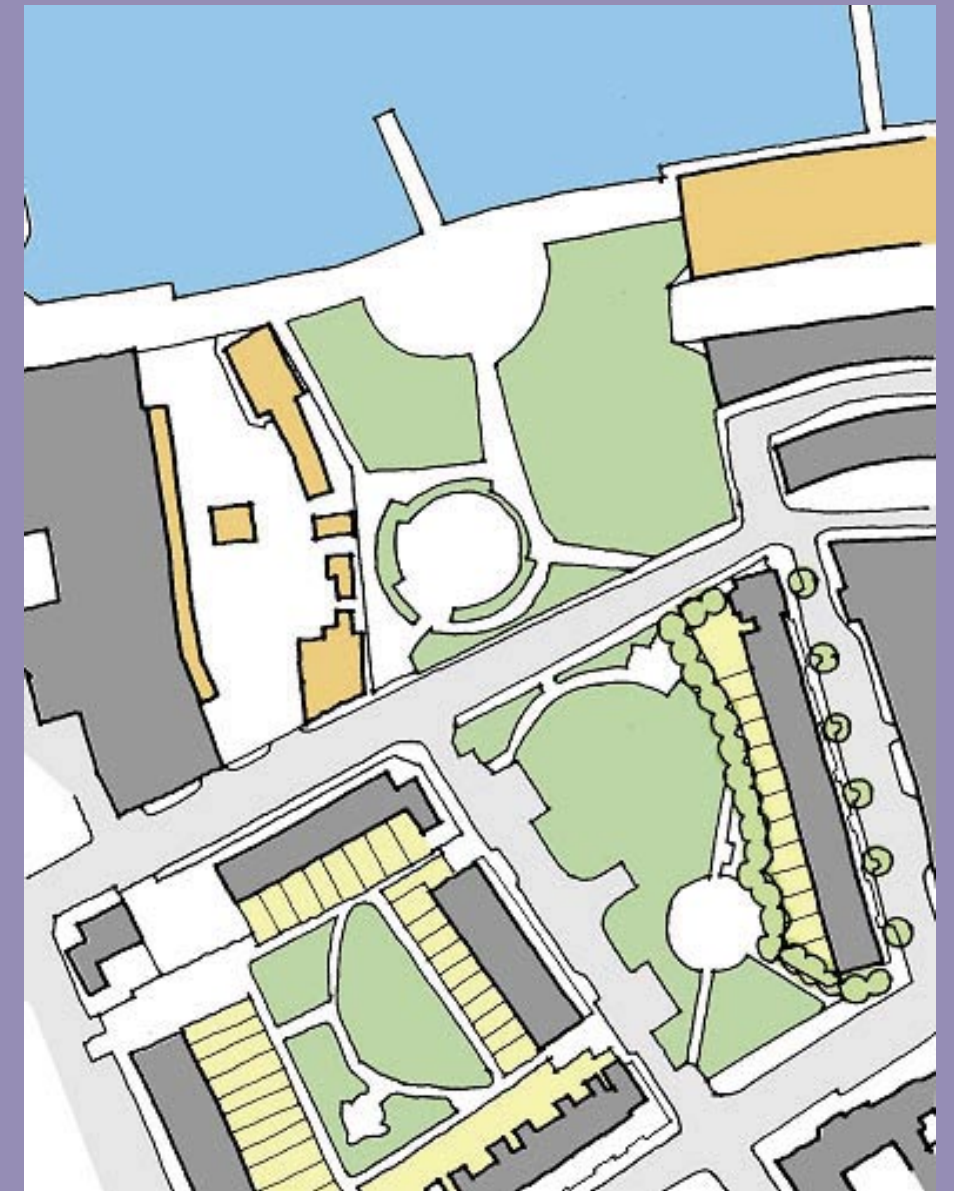
- ☐ Housing cooperative structure
- ☐ Steel flues and wood stoves (if they worked)
- ☐ Use of hard woods
- ☐ Threshold treatment with steps and bins

- Location:** Site D, Coin Street, Southbank, London
- Completed:** 1996
- Architect:** Lifschutz Davidson
- Client:** Coin Street Community Builders
- Housing Mix:** 27 affordable units
- Parking:** 27 spaces - non allocated on- street
- Net site area:** Site D: approx. 0.21ha
- Site density:** Site D: approx. 130dph

- ☐ High ceilings
- ☐ Elegant tower
- ☐ Excellent public realm
- ☐ Bike parking
- ☐ Housing looking over park

What the community disliked...

- ☐ Howarth Tomkins (HT) scheme was grim on the outside
- ☐ First scheme was uninspired in design
- ☐ Lack of energy efficiency
- ☐ Bin stores on the HT scheme



Quotes...

"The communal area is the best I've seen anywhere, with areas obviously design with the young and old in mind. The drinking fountain, the bike racks, the solid benches and seating all in vandalism-resistant stainless steel was the highlight of this place."



2.3.3 Design Week: masterplanning models

Having come to a view about which parts of the site should be built upon the groups started to develop masterplanning proposals for the site. This was done initially in two dimensions and then with plasticine to create a sense of scale. There were five groups and the process generated a good deal of excitement about the possibilities. There was, however, concern that the models produced by the groups would be interpreted too literally and would give the developer licence to develop the site more intensively than the community intended. This in turn led to concern that insufficient time was allowed for the process. The masterplanning involved the following stages:

Topography: In order to get some sense of the topography of the site the groups modelled the 'hard areas' in plasticine. This, as can be seen from the photographs, included topography and greenery as well as buildings that were being retained. The open areas left on the plan became the basis for the masterplanning exercise.

Masterplanning structure: The groups were asked to consider where the centre of the new community should be and whether there should be one main centre or a number of smaller centres. They drew on the conclusions from the transport group to determine where the main roads should be and then asked where



facilities should be located such as the school, community centre and local shops and facilities.

Modelling: The groups then started to develop the masterplan using plasticine to model the buildings in three dimensions. Different coloured plasticine was used to show the different uses with



housing in yellow, schools in mauve, shops in red, community facilities in green/blue and commercial space.

Each of the groups working on the models was assisted by a member of the design team. Through this guidance a number of the groups were given basic urban block dimensions for perimeter blocks (generally 40m wide by 90m long). There was some concern that this created an over prescriptive 'urban' block structure. While it is the case that these dimensions are relevant to villages as well as to cities it is accepted that the use of continuous ribbons of plasticine did create a more urban terraced feel than many of the community intended.

This is something that was taken into account in developing the designs after Design Week. The plasticine models were completed with trees, open space, water areas and, in one case



giant badgers, to develop the finished versions that are shown on the following pages.

Measure: At the end of the modelling process a linear measure of the housing was taken from the models. This was done to provide a very quick estimate of the amount of housing that could be accommodated in each of the layouts. This measure varied from 650 units for group 4 to 850 units for two of the other groups. There was some concern that the groups that had accommodated the largest amount of housing on their scheme would be used to justify increasing the number of units on the site. Their preference, having realised how much housing they had created, would have been to reduce the developed area and increase the amount of open space.

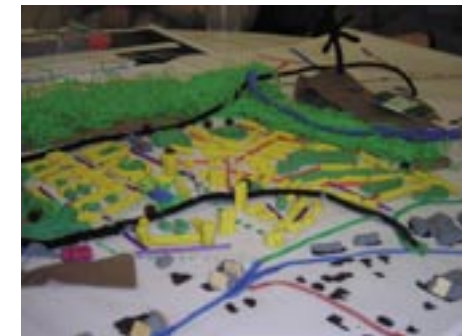


Presentation: Each of the groups prepared a short presentation of their model, which they delivered to the main group and which was videoed. This video was edited and made available for the community planning day on Saturday.

Community feedback: Each of the models was completed for display to the wider community between 10am and 4pm on Saturday 15th. This included a written review of the main points and members of each of the groups were on hand to explain what they had done. Community members were asked to write their comments on Post-it notes stuck around the model. The models and the feedback to them are illustrated on the following pages.

Design Week was successful at generating energy and enthusiasm and helping community groups to focus on their priorities. There were, however, a number of concerns expressed by the community about the process.





Commentary on the process

This form of community masterplan is something that has been developed by URBED with the Glasshouse Foundation (which was represented at the event by its director Paul Grover). It has been used many times and has proven a very good way of giving local people the skills to produce plans that are of a very high standard. It is also very good at generating energy and enthusiasm and helping community groups to focus on what their priorities should be. All of this happened in Telford. There were, however, a number of concerns expressed by the community, which can be summarised as follows:

- Some of the initial working groups on influences did not contribute clearly to the masterplanning process, particularly sustainability.
- The process, from the possibilities slide show through to the

masterplanning exercise had an urban bias that was less relevant to a 'semi-rural' site.

- The process was rushed. The hothouse approach – which is part of the technique – meant that the community group could not agree each stage of the process before it proceeded to the next. Some felt that the model making process was rushed and were worried that half-considered ideas would be taken as the community's considered view.

- There was concern that the community did not have enough knowledge of urban design principles to understand the nature of what they were designing: Were their plans similar to the Ecolonia scheme that they had seen in Holland or much more urban?
- As a result there was a fear that they had produced schemes that were much more urban and dense than they were comfortable with.

2.3.4 Design Week: community masterplans



This group developed a plan based on three access points from the Parkside Centre, the Unicorn Pub, and Wombridge Way. The roads are designed to cross over the capped mine shafts (like joining the dots). This was designed to make best use of the land over these mine shafts that cannot be built upon. The school is located in the centre of the community to the rear of Glen Cottages. The Community Centre is rebuilt on the site of the existing Parkside centre and there are shops and housing over along the Holyhead Road fringe of

the playing fields. The tip is used for additional playing fields but also has some commercial space fronting onto Wombridge Way. The plan retains all current rights of way and allows for the opening of the former rail halt. Habitats are relocated to the side of the tip. The bus route comes into the site.

Comments from the wider community

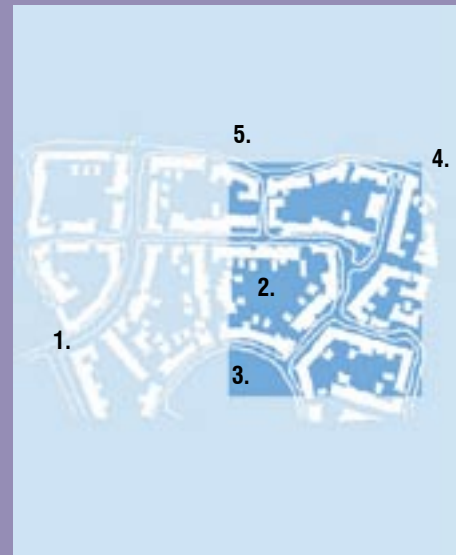
- Leave the park and the rose gardens alone. Bring back the children's play area.
- Leave playing fields and rose garden alone. Or else!
- Keep off the gardens!
- All space taken up by ecology, and no where left to roam.
- Is there going to be a wildlife park?
- Like road into Wombridge Way - less traffic onto Holyhead Road.

- Access. Doctor's surgery. GOOD.
- Good idea in the left-turn-only concept on Holyhead Road.
- Controlled by facilitation: road position and house-groupings.
- Should be an access on to Beveley Road.
- No more than 2-storey buildings to overlook Broadway. Keep mound, rose garden, and footpath near White Lion.
- Liked curved effect.
- Like allotments. Like school.
- Too many houses. Like tip 'work' units.
- Three storey acceptable. Trade-off part of playing fields... keep height down.
- Like green areas and eco areas. Not sure about courtyard style housing. Children would like to ESCAPE!



1 GROUP

Chelmer



KEY

- 1 SITE ENTRANCE
- 2 CHELMER VILLAGE
- 3 VILLAGE GREEN
- 4 SUDS BALANCING POND
- 5 SPRINGFIELD BUSINESS PARK

What the Community liked...

- ☐ Really well designed public space
- ☐ Variety of housing
- ☐ Variation in heights
- ☐ Variety of colours
- ☐ Scenic
- ☐ Traffic calming

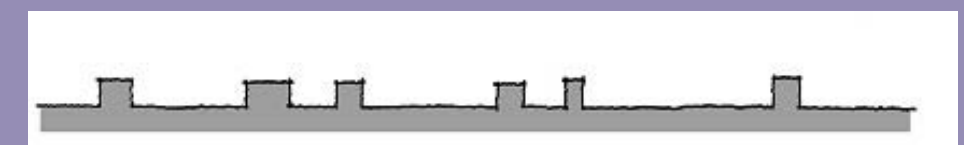
Location: Bishop Mead,
Chelmsford, Essex
Completed: 2002
Architect: Reeves Bailey
Architects
Client: Bryant Homes
Housing Mix: unknown
Parking: 1.5 spaces per dwelling
Net site area: tbc
Site density: approx. 33 dph

What the community disliked...

- ☐ A bit 'chocolate boxy'
- ☐ Social housing all in one place
- ☐ Standard house types used elsewhere on the estate
- ☐ Inside of housing very ordinary

Quotes...

"It would be fair to say that most of the sights seen on the study tour serve a useful purpose in areas of high density, in that they provide a place for people to live. They are not, however, what residents in Shropshire are used to, or would look forward to having built in the



future. Were such high density to be imposed, it would be totally unacceptable. Bishops Mead was the best housing we saw, totally lacking any front garden with all the privacy in the back. What they provide, with the natural colour a garden generates offsets anything lacking on the road frontages."

"Looks organic, as if it has grown over time. If you take the essence of what works, it can be translated [to Telford]."

2.3.4 Design Week: community masterplans



This group provided a 9 - point description of their masterplan:

1. A formal entrance into site with a new community centre – civic centre – publicly accessible with walk through.
2. Boulevard to rose gardens and mound, used by walkers, cyclists, horses, swings along back of site. New road into Market Square area.
3. Retain existing sports facility with new changing-room facility.
4. Road system caters for bus passenger needs and runs through the wooded areas, exits onto Beveley Road and Wombidge Way.
5. Area by tip to be regraded into terraces with properties facing south, extensive water facilities, with properties taking advantage of the light. Garages underneath.
6. Information centre on tip, picnic and play areas to be added.
7. Taking note of the Glen Cottages residents' properties, gardens to run along the back of their existing gardens.
8. School placed on the slope down from Beveley Road facing north. This allows a more uniform placement of homes.
9. Clearings around the mine shafts; to create additional green spaces.

Comments from the wider community

- Like this development concept – it has more natural flow to the general layout. However, the access to the West on Holyhead Road will increase congestion on an already busy road.
- Good idea to put multi-storey houses backing onto areas of land where not overlooked.
- This is a good one: school in good location – land not suitable for housing. More paved area, less cars.
- Like central area as focus for all.



2 GROUP

2.3.4 Design Week: community masterplans



This group took as its scenario the possibility of building new housing on the site, which is currently occupied by Glen and Hayes cottages. The group also speculatively undertook to build the school on the existing playing fields near Ketley Crossroads and provide new playing fields on top of Beveley Glen Landfill. A medical and dental surgery were added to the Community centre, as was a chemist and a small newsagent. Generally the group created a low density, detached plan although it did include a number of high rise elements.

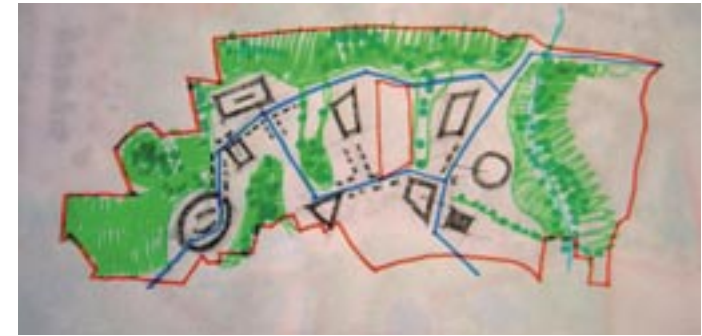
Comments from the wider community

- Don't like access at the community centre.
- Don't like location of the school, because the football field would be fenced in to school grounds, probably no public access, or limited.
- The general layout is constructive; I like this plan.
- The housing is well spread (people like their own space) but too much development on the playing area.
- Horses need somewhere to live as well.
- Not enough green area between houses.
- Good 'home zones'.



3 GROUP

2.3.4 Design Week: community masterplans



The fourth group sought to create a number of 'Hamlets' each with a different design identity. The housing was built in high-density clusters in order to retain as much green space as possible. The school was centrally located for ease of access and safety. Community facilities remained central and a new visitor's centre was located on Beveley landfill. The playing fields remained in situ along with the rose garden. Vehicular access was provided onto

Holyhead Road and Wombridge Way. And particular consideration was given to ecology, the creation of wildlife corridors and the relocation of some habitats.

Comments from the wider community

- Like the idea of small hamlets. Make sure they are not concrete monstrosities.
- Clustered building leads to social problems, people want privacy not "enforced" community spirit!
- Where are the fields for the horses? They live here too!
- Speak the truth! This is not a 'village'
- Name me a village with multi-storey housing.
- While I like the idea of 'castles', I don't think it works on this site.



4 GROUP

2.3.4 Design Week: community masterplans



Group 5 examined the option of partially developing the playing fields, retaining the football pitch, and incorporating a formal play area. Housing overlooking the playing fields would make them a safer place to play, and would reduce vandalism. The scheme focused on permeability: bridleways and footpaths which make their way through the ecological areas with just one main distributor road.

All other roads are 'home zones', block-paved, traffic calm roads which pedestrians and cyclists share. Allowance is made for some car parking. The northeastern corner of the site will accommodate experimental, Eco-homes on stilts, with parking at ground level. Access is provided from Holyhead Road with vistas across the site to create a sense of place.

Comments from the wider community

- I would like to see the track at the end of Broadway kept for pedestrians only.
- Need more green space for people.
- East exit road too close to existing buildings.
- The school at the centre of the development is a good idea.
- No stores near pub. Instead incorporate schools and use school area for shops, etc.
- The community centre needs to be in a similar location as the Parkside Centre is now.
- Like three-storey above Tesco's Lawley.
- Solar panels should be considered in addition to the wind turbine.
- Like showcase Eco-Homes!



5 GROUP



2.4 Design Development

Plan developed in November following design week



The findings of Design Week fed back at a community meeting in the Parkside Centre on the evening of Wednesday 19th November. This was attended by more than 80 people and included a presentation from URBED on the conclusions of the event and the plans that had been produced in the two days following the event.

The plan, therefore, became the starting point for a period of detailed planning work with the community over the early part of 2004.

Plan 1 developed in March 2004



Plan 2 developed for public consultation



Following Design Week URBED worked very quickly to develop some masterplanning options from the models developed by the community. Some of the plans produced as part of this process are reproduced alongside the community plans on the previous pages and the plan presented to the community on 19th November is reproduced to the left.

This plan was discussed at some length at the public meeting on 19th November. At this meeting a range of comments were made including concerns about the height of the development and the inclusion of flats, the proposed safe routes to school across the long steps, the encroachment onto the playing fields

and the general character of the development.

The CCG, however, subsequently came to the conclusion that it was not able to judge the plan because it had insufficient information. The plan, therefore, became the starting point for a period of detailed planning work with the community over the early part of 2004. This involved four elements:

Case studies: A workshop session on a series of worked case studies based on the study trip schemes. This included details of each scheme, plans at 1:500 and sections. Each scheme was discussed and a series of conclusions drawn (see section 2.4.1).

Condition studies: A second workshop looked at a series of elements of a potential masterplan. This included block dimensions, ways of dealing with the different types of edge and solutions for north facing sloping sites. Plans at the same scale as the case studies were included so that they were directly comparable with the material presented at the previous meeting. The session was mostly based on information giving rather than discussion and so is not written up here.

Masterplanning workshop: This fed into an all day masterplanning workshop in February. The aim of this was to draw the various strands

together in order to draw a series of conclusions about the scheme. This included a discussion of form as set out in Section 2.4.2-4 as well as more general discussions about the location of the school, whether any development takes place on the playing fields, access arrangements etc...

This workshop and a number of subsequent meetings allowed a revised version of the masterplan to be developed that was used as the basis for a public exhibition at the Parkside Centre in May 2004. The feedback from this was generally positive and allowed the plan to be further developed into the scheme outlined later in this design statement.

2.4.1 Case study lessons



For each case study the team produced plans, sections and analysis at a common scale so that the community was able to relate what they had seen on the ground to what the schemes looked like on plan.

One of the concerns of the community following Design Week was that felt unable to judge how the plans that had been produced as part of Design Week compared to the places that they had seen on the study tour. The first step was therefore to organise a workshop on a series of case studies drawn up of the schemes that the community had visited. These are illustrated on the blue sheets interspersed through this section. For each case study the team produced plans, sections and analysis at a common scale so that the community was able to relate what they had seen on the ground to what the schemes looked like on plan. The comments from the CCG of the case studies are included with each

of the case studies. The main conclusions from this process were:

- ↳ That ostentatious contemporary design such as the low rise elements of Greenwich Village did not work.
- ↳ However, there was an acceptance that retro design of the kind that they saw in Chelmer was also likely to be unacceptable in a Millennium Community.
- ↳ They could see from the Harlow scheme that contemporary design could be very attractive if done well with quality materials.
- ↳ They did not like the public realm of the BedZed scheme and rejected a layout that was dictated by solar orientation.
- ↳ The best scheme that they saw was Ecolonia where they were particularly impressed with the informality of the design.
- ↳ They recognised that the treatment of cars and parking makes a huge difference to the appearance of a scheme. The home zone elements of Chelmer were contrasted favourably with the more traditional highways engineers solutions of the same development.
- ↳ They were very impressed with the home zone treatment in Holland and were keen to see this incorporated into the scheme.
- ↳ They recognised that the schemes that felt the most dense were not always the ones with the highest actual density. While they remained concerned about high-rise development they were more willing to accept higher density development.
- ↳ They were very keen on innovative features such as the energy systems of BedZed of the sunken waste bins that they saw in Holland.



2.4.2 Design form



The current settlement pattern of Ketley is very fractured and it was felt that there was an opportunity to use the TMC masterplan to give this more coherence.

Having worked through the case studies with the community group and looked at the different elements that make a scheme the design team went through a process of re-examining the form of the masterplan. This involved a number of elements:

- An assessment of the relationship of the new development to East Ketley and whether it should be a freestanding settlement or an extension of the existing village.

- An exploration of three different ways of structuring the masterplan.

- A review of the way that access to the site and the road network might be affected by these different structures.

- A discussion of how these issues could affect the layout of the masterplan.

In addition to this there were a series of ongoing discussions about issues such as the location of the school, the treatment of ecology and whether any development took place on the playing fields. Alongside this were a series of technical discussions about sustainability, housing design etc..

Relationship to East Ketley

The discussion about the relationship of the scheme to East Ketley was based on the four diagrams below. In diagrammatic form these represent Holyhead Road, Waterloo Road and Wombridge Way (the lines) and the notional centres of Ketley and Beveley. As we described in the first part of this report, the current settlement pattern of Ketley is very fractured and it was felt that there was an opportunity to use the TMC masterplan to give this more coherence. The diagrams show 4 ways of doing this:

- This represents the TMC development as a freestanding development that stands apart from the existing settlements. This is what is included in the brief but was felt to represent a lost opportunity to integrate with the existing community.

- This takes on the idea of integration. It suggests that the TMC development be used to consolidate the existing communities by creating a clear

centre to give the community a focus that it currently lacks. This approach would imply that the 'centre' of the TMC masterplan should be on the edge of the site on Holyhead Road. While there was some support for this there were the practical difficulties of the Pottersbank tip and other land ownerships in the area that would logically be the new centre.

- The third option suggests using the development to consolidate the two existing centres of East Ketley and Beveley. There is some sense in the way that this splits the development because of the ecologically sensitive areas in the centre of the site. However, there are again practical problems because it would mean building on the playing fields.

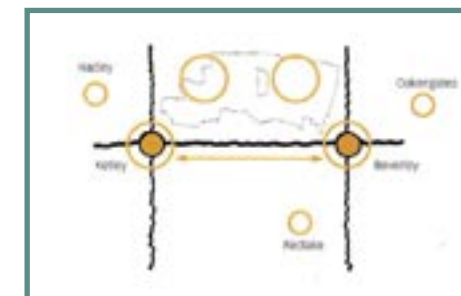
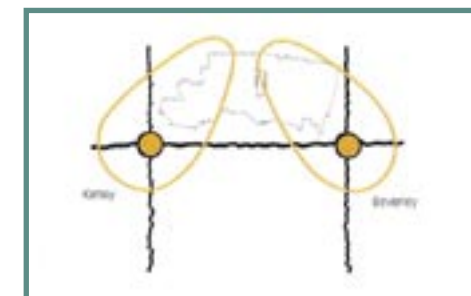
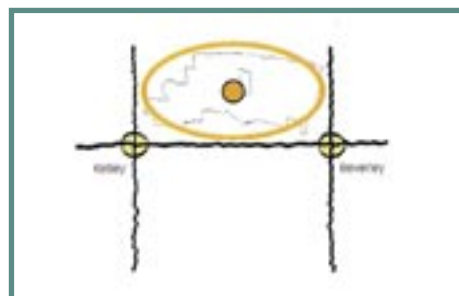
- The final option is the one developed after Design Week (see previous page). This replicated the polycentric structure of the area by adding two, or more smaller centres to the existing villages of East Ketley.

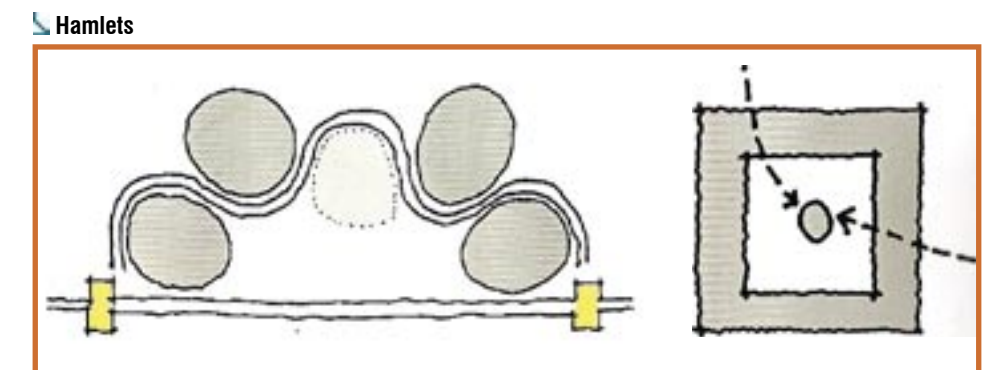
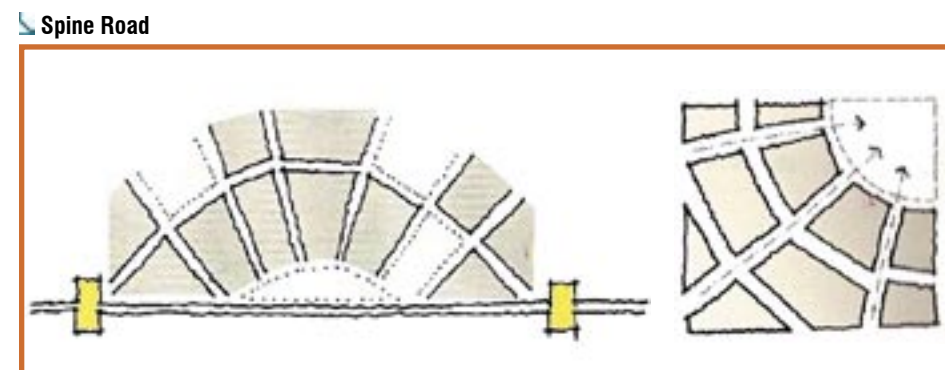
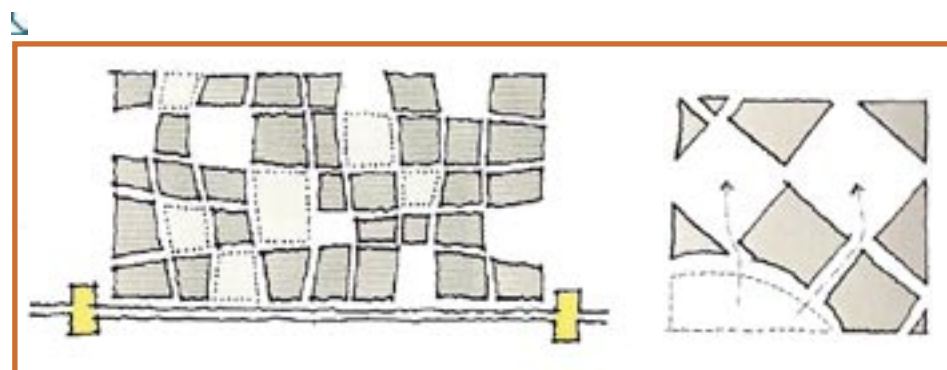
The conclusions drawn from this exercise was that the TMC development should be integrated into the wider area but that the options for putting a new centre on Holyhead road were not practical. It was, therefore, agreed that the fourth option was the best way of achieving this goal. However, there was a concern that the identity and structure of TMC should not become too fractured. Therefore, it was agreed that the polycentric model did not mean that there had to be open space between each of the villages (as was the case on the plan after Design Week).

Structural concepts

The next stage was to explore the implications of this on the structure of the masterplan. In this case three options were explored. As illustrated to the right:

- **The lazy grid:** The first concept was to create a grid across the whole site - the 'lazy' refers to its irregular, organic form. This creates a structure for linking together the whole site so that it feels part of the wider





area. Ecology and recreation areas would be accommodated by missing out squares from the grid. This type of development would envelop the whole site and look inwards to internal open space. While it would link well to East Ketley the weakness is that the railway to the north gives very little opportunity for connections. This was felt to be an overly urban approach to the development of the site.

➤ **The curving spine:** The second concept was to create a spine road through the site with connections off this spine to access development. This had the advantage of concentrating development through the centre of the site so that the ecology areas could be beyond the edge of the built up area. It also created a clear route for the bus to come into the site although it did mean that the spine road would be the focus for all traffic movements.

The discussion that followed favoured a combination of the spine route and the hamlets.

➤ **Hamlets:** The third option looked at physical solution to the idea of creating individual settlements. The diagram illustrates the idea of relatively self-contained hamlets with the greenery flowing around and between them. This reinforces even more the idea of the site remaining green with self-contained, compact settlements as opposed to the last grid where the settlement covers the site and the

greenery is in self-contained pockets. This option could have between 2 and 6 hamlets (see Group 4 above).

The discussion that followed favoured a combination of the spine route and the hamlets. It was suggested that the plan should be structured around a spine route but that this should become the string for a series of hamlets. It was further suggested that the spine route

should go through the heart of each settlement rather than around the edge and that the centres of the hamlets were more important than the edges. It is these ideas that have been incorporated into the ongoing masterplanning work.

Movement

The next stage of the process was to assess the implications of these structures on the movement pattern and access points of the masterplan. The transport group had already agreed on three points of access, Holyhead Road by the Parkside Centre, Beveley Road and Wombridge Way. The three diagrams below show how these would feed into each of

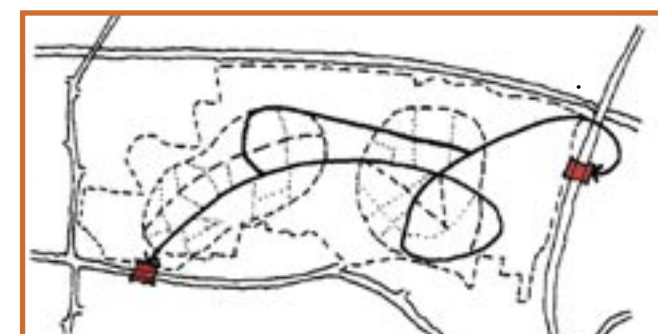
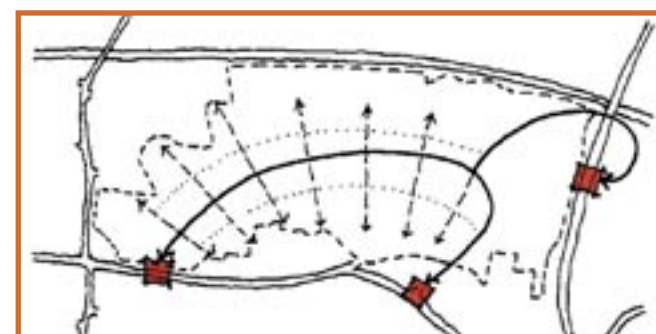
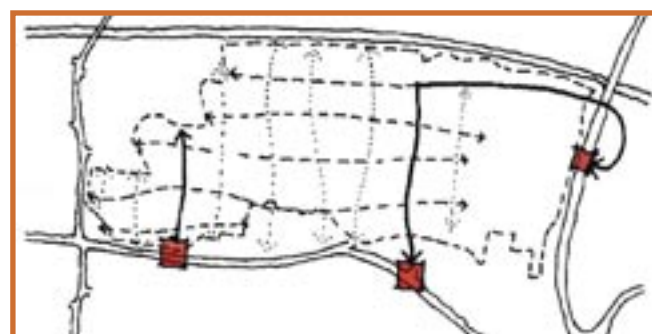
the structures:

➤ **The lazy grid:** This would involve a series of routes through the development all with similar status. Traffic would be expected to filter through by a variety of routes so that no road is very busy (but also that no road is entirely clear of traffic). This would make it difficult to bring the bus through the site.

➤ **The spine road:** This is a much more traditional highways solution with a distributor road and a series of local roads feeding of this central spine. The challenge of this option is to design it in such a way that it does not

feel like a traditional highways solution. This is particularly the case with the spine road that will carry most of the scheme's traffic. It will be important that this is the main civic route through the scheme passing through the heart of each neighbourhood and having frontage development.

➤ **The Hamlets:** The road layout for the Hamlets could incorporate a spine road. The road layout would link to this road and would radiate from the heart of each village. This proves difficult in practice but the plan produced after Design Week shows one possible solution.



2.4.3 Design options



The current settlement pattern of Ketley is very fractured and it was felt that there was an opportunity to use the TMC masterplan to give this more coherence.

These various options were developed into a series of plans illustrated to the right. These show the implications of different approaches. The top plan is based on the lazy grid with a network of streets and blocks across the site. The middle plan is based on a spine road and the bottom develops the idea of a series of hamlets.

Following the intensive work with the community over the early months of 2004 there was general agreement that the approach should incorporate a spine road linking a series of hamlets. However, rather than a grid which covered the entire site the preference was to create a edge to the ecological areas that sur-

rounded the core of the site.

Drawing on a series of studies of how to design the edge of the settlement it was agreed that the development should be at its most dense along the spine road and should fall in density and formality towards the edge. In this way the scheme would fade into the surrounding greenery as illustrated on the studies below.

It was also agreed that we should not create gaps between the hamlets as shown on the bottom plan. We should however create two parts to the develop-

ment with a lower density section in the ecologically sensitive centre.

These design issues were broadly supported by the community and design team. While there was considerable further discussion about the school and playing fields they were able to form the basis for the development of the preferred masterplan as set out in the following section.

