

Adding Value through Design Guidance?

Delivering Quality Environments : RTPI North East

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StudioUrbanArea^{LLP}



RTPI

mediation of space · making of place

Structure

Initial thoughts on the 'value' of design guidance

Framework for calculating / reviewing the value of design guidance

Review of recent (low cost – high value) planning guidance

- Cranleigh, Surrey
- Saffron Gardens, Leicester
- Middlehaven, Middlesbrough
- North Harbour, Copenhagen

Summary / discussion



Initial thoughts on ill-defined guidance

(value is some factor of client / commissioner, author, target audience, purpose, format, statutory status and cost)

$$\mathbf{V}_g = \left[\frac{\mathbf{C}\mathbf{C}^n}{a} + \mathbf{P}\left(\frac{t}{f}\right)\mathbf{S} \right] + \mathbf{c}$$

Client / Commissioner	Who initiated the guidance? Who thought it was necessary?
Author	Who actually did the work? Was this in partnership?
Purpose	What is the point of the guidance? Does it have a clear purpose or is it confused? Is it about drawing a political manifesto and full of big ideas? Is it about re-branding an area – re-visioning places with stigma / selling a new identify (even the cult of personality)? Is it simply collecting a range of stakeholder views? Is it single-headed and does it integrate ideas and simplify complex client views? Is it economically driven (spoilers from land owners / about challenging constraints)? Is it simply about going through the professional hoops as a requirement for funding? Is it about delivery and intended to give some confidence over costs (attracting speculative development / inward investment)? Is it a necessity in securing planning consent, setting out development quantum / mix and supporting land assembly? Or is it a live document providing management and procedural guidance?
Target Audience	Who is it intended for? How numerous and / or significant is this intended target group?
Format	What is the scope of the guidance and how is it presented?
Status	Does it have any legal significance? Does it need any?
Cost (estimated)	How expensive and time consuming was it to produce?
Review	Did it do what it intended to do? Was it worth the investment of time and money?

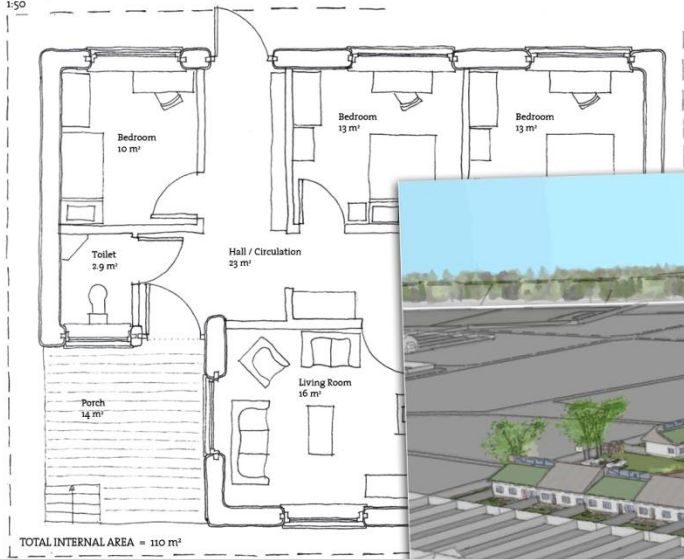


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Saffron Gardens, Leicester

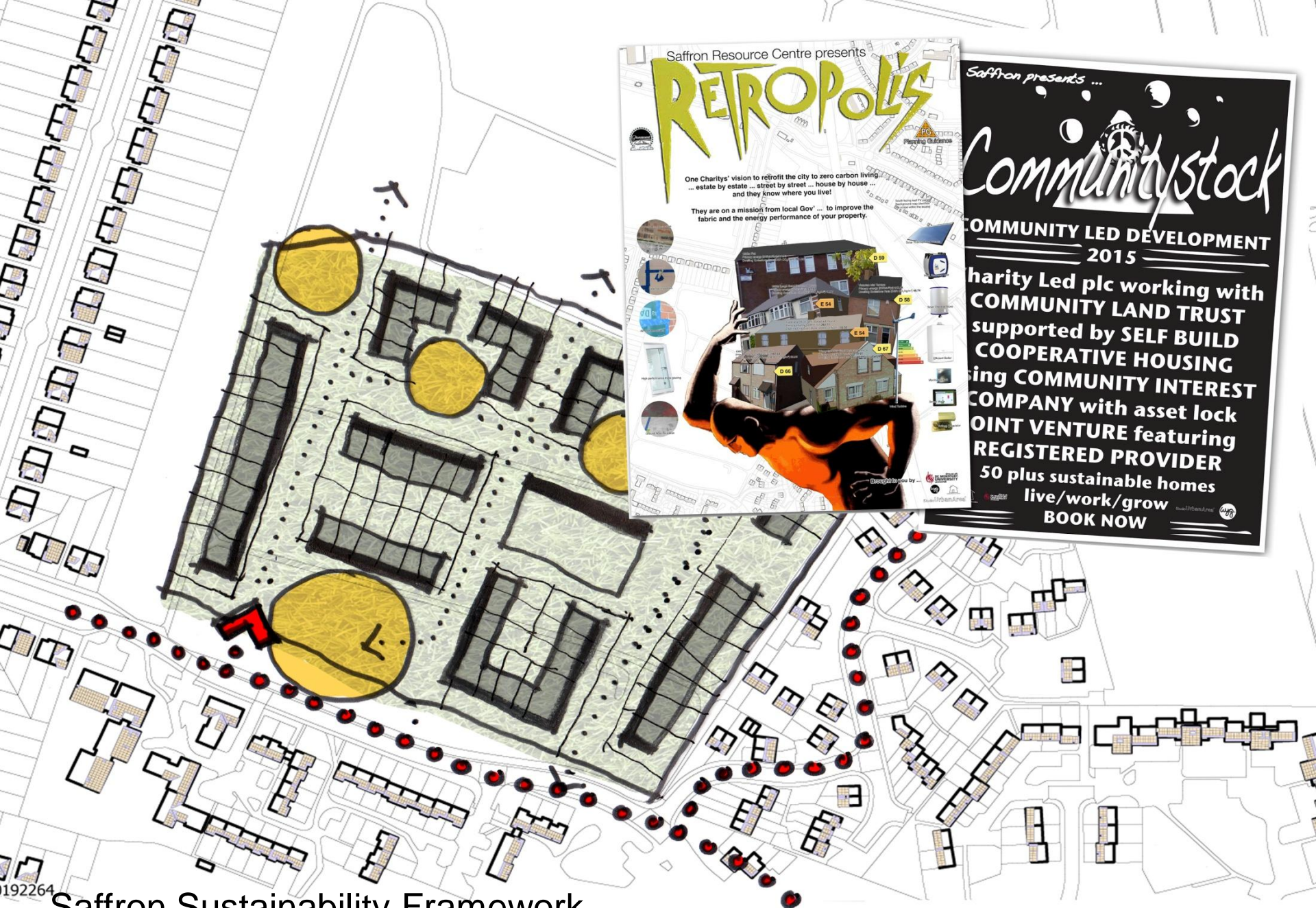
Site Layout from; Saffron Resource Centre / Whittier Road Allotments Straw Bale Self-Build Housing, REDMAK

Typical 3 bed Plan
1:50



Saffron Gardens, Leicester

Image extracts from; Saffron Resource Centre / Whittier Road Allotments Straw Bale Self-Build Housing, REDMAK



Saffron Resource Centre presents

RETROPOLIS

One Charity's vision to retrofit the city to zero carbon living
... estate by estate ... street by street ... house by house ...
and they know where you live!

They are on a mission from local Gov' ... to improve the
fabric and the energy performance of your property.

Saffron presents ...

Community Stock

COMMUNITY LED DEVELOPMENT
2015

Charity Led plc working with
COMMUNITY LAND TRUST
supported by SELF BUILD
COOPERATIVE HOUSING
including COMMUNITY INTEREST
COMPANY with asset lock
JOINT VENTURE featuring
REGISTERED PROVIDER

50 plus sustainable homes
live/work/grow

BOOK NOW

Saffron Sustainability Framework

Images: WYG, DMU, Studio UrbanArea LLP, Saffron resource Centre

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Client / Commissioner	Saffron Resource Centre (Community Charity) / OPUN Regional Architecture Centre for the East Midlands & Arts Council for England
Author	REDMAK Architecture + Urban Design LLP (Consultancy)
Purpose	Guide for development proposals / delivery models; Promotion of self-build and sustainable homes
Target Audience	Limited number of local Registered Providers (something to place in front of them at meetings) and local authority
Format	5 page illustrated 'vision' document providing indicative layout, development plots, precedents for straw bale housing
Status	Non-statutory guidance
Cost (estimated)	£
Review	Effective in gaining RSL / partner interest and support from statutory planning around innovative ideas of self-build, straw bale construction and wider estate sustainability

Cranleigh Design Statement, Surrey

(Cranleigh Parish Council, April 2008)

Who should use this Statement?

Residents: Providing guidance when planning proposed alterations or extensions, so they will be in keeping with the character which the community values.

Planning Applicants, Applicants: will find this Statement useful in preparing their application
Architects and Builders: To explain what the village values in the existing community and what it wishes to see in new and altered buildings and land uses.

The Parish Council: To assist it in commenting on planning applications and on the enhancement, protection and management of the area.

Waverley Borough Council: Which has adopted this statement as Supplementary Planning Document, to consider and determine local Planning Applications and environmental issues in the Parish.

Surrey County Council: To assist it with determining planning applications that are within its jurisdiction.

Geology and Landscape

The sandstone quarry at Pitch Hill provided valuable local stone and was used in many of Cranleigh's older buildings, most notably the National School, now redeployed as the Arts Centre.

Whilst the Wealden landscape is mostly flat an examination of contours shows that when the sea receded islands of sandy soil or alluvium were left behind. Most of the early farming settlements, or at least those that survived, can be found on these higher points and give rise to names like High Canfold, High Wykehurst, Upper House, Upfold and the like.

For centuries the Wealden clay proved an obstacle to transport and agriculture, being a sticky morass in winter and becoming hard as concrete in summer. Gradually improved methods of tillage and the addition of lime and manure improved the fertility and agriculture became the main employer right up to the 20th century.

Oak trees grow well on the heavy soils and have provided a key structural material for our timber-framed buildings until the 17th century after which bricks tended to dominate. The use of clay for making bricks and tiles was well known to the Romans but the art seems to have been lost for a thousand years. However by the beginning of the twentieth century about a dozen brickworks flourished in the parish struggling to keep pace with demand. Their names live on at Smithbrook Kilns and Manfield Park and today the works at Rudgwick and Ockley provide traditional product lines made by modern methods.

In some clay deposits a layer of thin hard stone occurs and this so called Horsham stone has found use as roofing material in a few of our more prestigious buildings such as the church and Belwethers.

Swallow Tiles, along the Ewhurst Road, made tiles by traditional methods and their output can account for many of the clay tile roofs and decorative cladding which has been influential in defining what we now regard as the traditional or vernacular Cranleigh house.

Man's use of the land is dictated by the underlying geology. It is a major determinant of topography, agriculture and the building materials available.

The area known as the Weald spans the counties of Kent, Surrey and Sussex. At one time the whole area was covered in a huge dome of sandstone with an outer crust of chalk. At a later stage in pre-history the land sank and the sea penetrated once more and washed most of the dome away to expose the underlying clay. Remnants of the dome are evidenced by the North and South Downs and the

flood plain; hard surfacings which increase rainwater run-off should, where possible be avoided.

Information on the flood plain may be found on www.environment.agency.gov.uk

Design guidelines

- Sites for new development should have regard to the traditional character of the Cranleigh area. Development in the various residential areas should have regard to the design and character of those particular estates.
- The provision of light industry is an important part of the Village. Future development should ensure that it remains in specified areas that are non-intrusive and does not spread on an ad-hoc basis
- Any new or refurbished development should take into account the loss of ground available for the absorption of rainwater which could lead to flooding
- New development should take account of the existence of a flood plain in Cranleigh

Cranleigh Design Statement

April 2008

Prepared taking into account discussions with
JA Anderson and Geraldine Molony of
Waverley BC

Julie Cooke, Cranleigh Project Co-ordinator

Above Roger Coupe, 3 Bank Buildings,

High Street, Cranleigh, GU6 8BB

Introduction

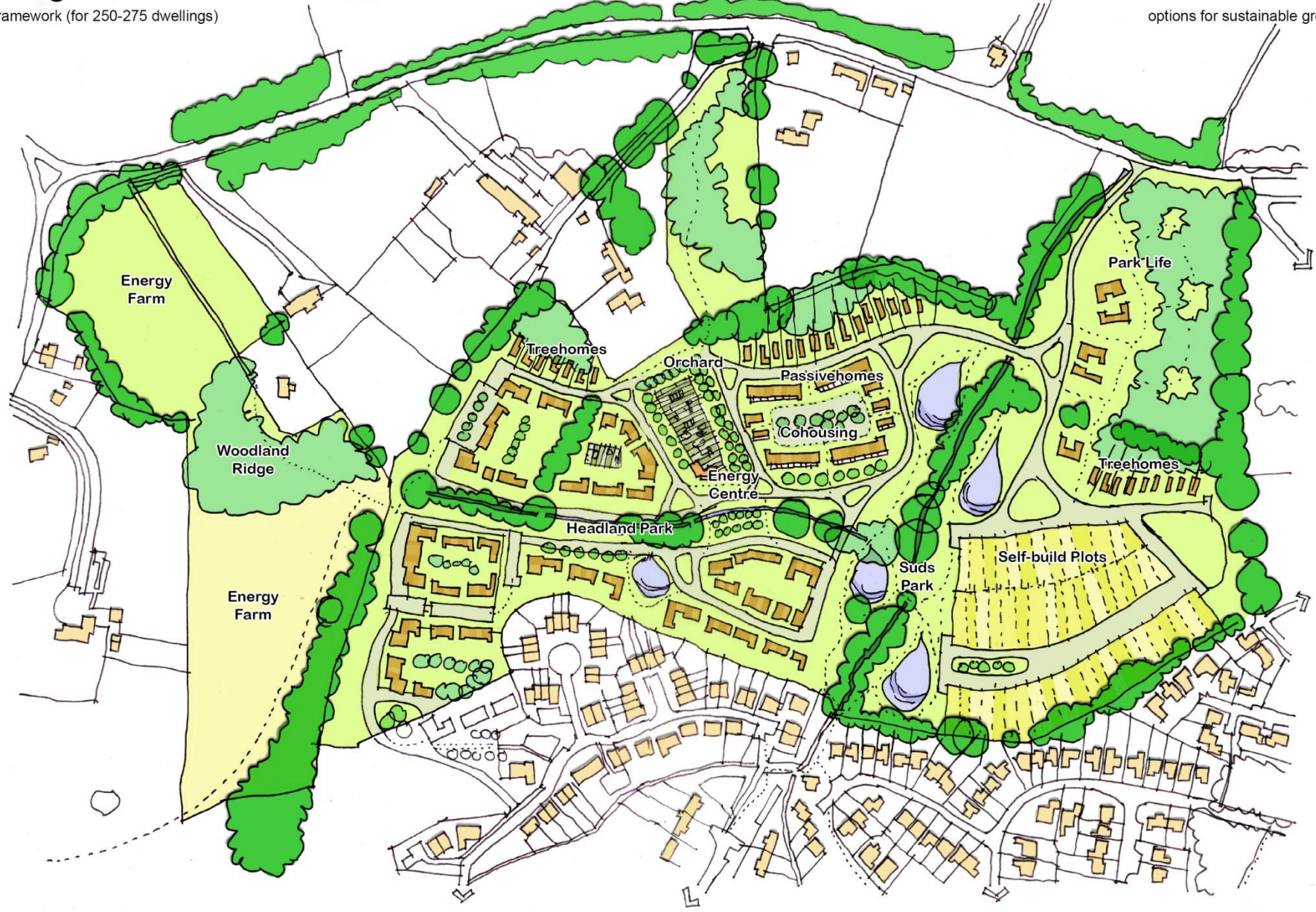
The parish of Cranleigh comprises a well-developed village surrounded by agricultural land and woodland. The village, which had served the local farming community, was enlarged in the 19th

Cranleigh Consortium

Initial framework (for 250-275 dwellings)

South of Amlets Lane

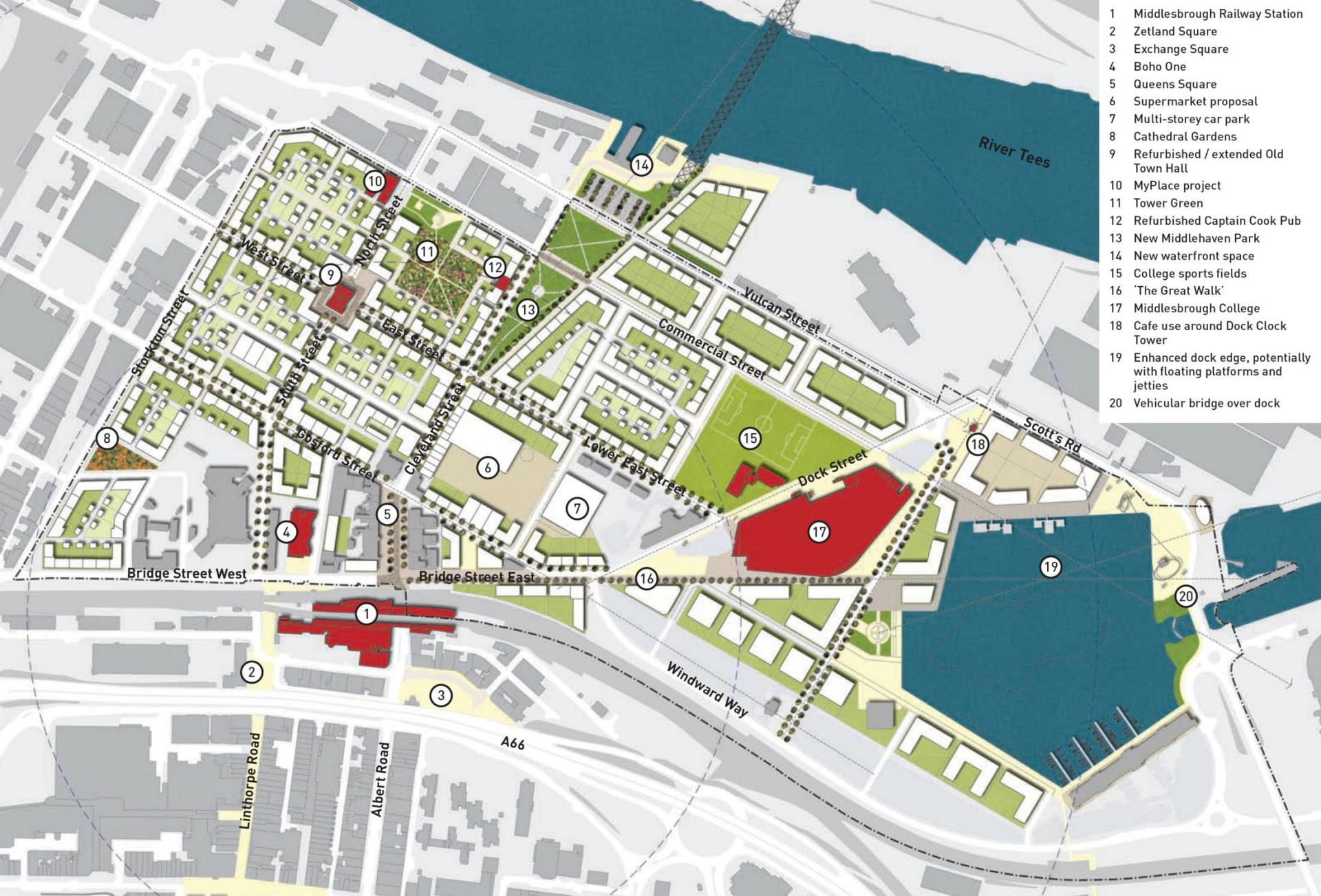
options for sustainable growth



Cranleigh Consortium Framework

Image: Studio UrbanArea LLP

Client / Commissioner	Cranleigh Parish Council
Author	Cranleigh Parish Council (Community) with limited support from Waverley Borough Council
Purpose	Guidance on design / appearance of new development plus guidance on public open space, sustainable drainage and landscaping
Target Audience	Clearly identified as all small and large scale developers in the village
Format	Short text based report providing advice
Status	Treated as a material consideration.
Cost (estimated)	£
Review	Effective point of contact for on-going dialogue with number of land owners and potential developers. Clear impact on scope of considerations in layout, form and design. Limited around identification of specific preferred development site(s)



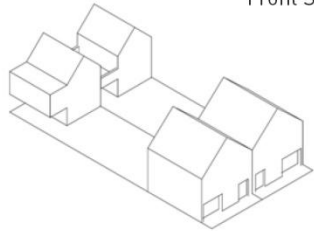
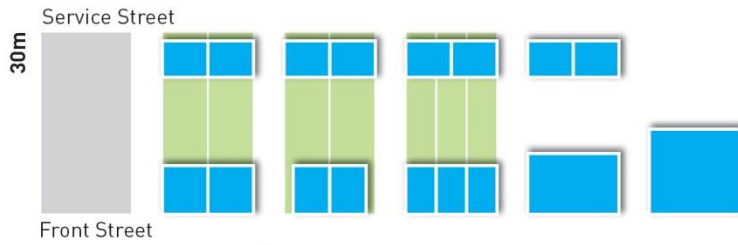
- 1 Middlesbrough Railway Station
- 2 Zetland Square
- 3 Exchange Square
- 4 Boho One
- 5 Queens Square
- 6 Supermarket proposal
- 7 Multi-storey car park
- 8 Cathedral Gardens
- 9 Refurbished / extended Old Town Hall
- 10 MyPlace project
- 11 Tower Green
- 12 Refurbished Captain Cook Pub
- 13 New Middlehaven Park
- 14 New waterfront space
- 15 College sports fields
- 16 'The Great Walk'
- 17 Middlesbrough College
- 18 Cafe use around Dock Clock Tower
- 19 Enhanced dock edge, potentially with floating platforms and jetties
- 20 Vehicular bridge over dock

Middlehaven, Middlesbrough

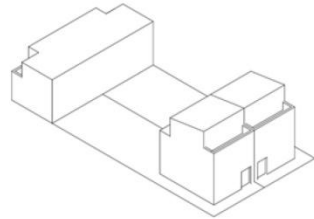
Image from; Urban Initiatives (2013) *Middlehaven Development Framework Final Report* (Middlesbrough Council & HCA).

1 LOT

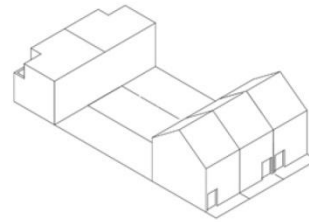
15m 2 x 7.5m 2 x 7.5m 3 x 5m 1 x 15m 1 x 15m



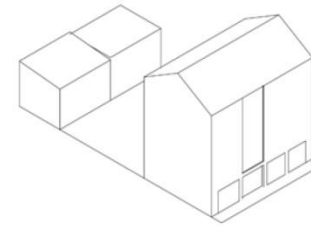
Front: 2 Town Houses
Rear: 2 Mews Houses



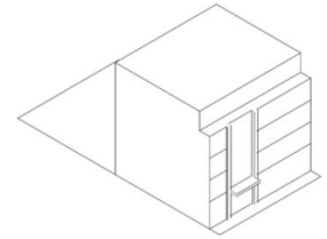
Front: 2 Semi-detached houses
Rear: 2 Mews Houses



Front: 3 Town Houses
Rear: 2 Mews Houses



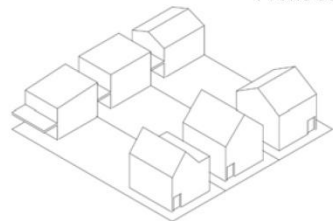
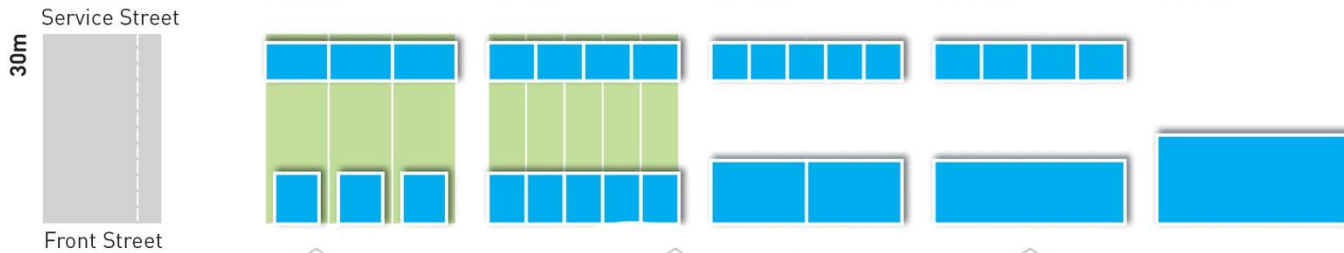
Front: 1 Apartment building
Rear: 2 Mews Houses



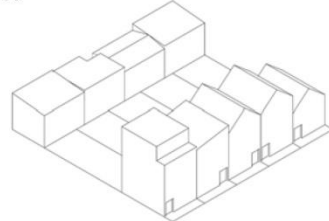
Front: 1 Office or Mixed Use Building

2 LOTS

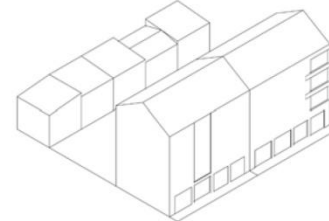
2 x 15m 3 x 10m 5 x 6m 2 x 15m 1 x 30m 1 x 30m



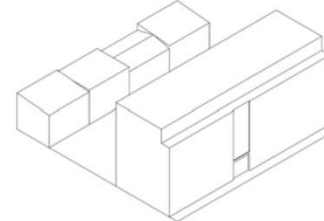
Front: 3 Detached Houses
Rear: 3 Mews Houses



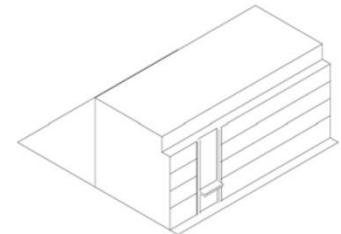
Front: 5 Terraced Houses
Rear: 4 Mews Houses



Front: 2 Apartment Buildings
Rear: 5 Mews Houses



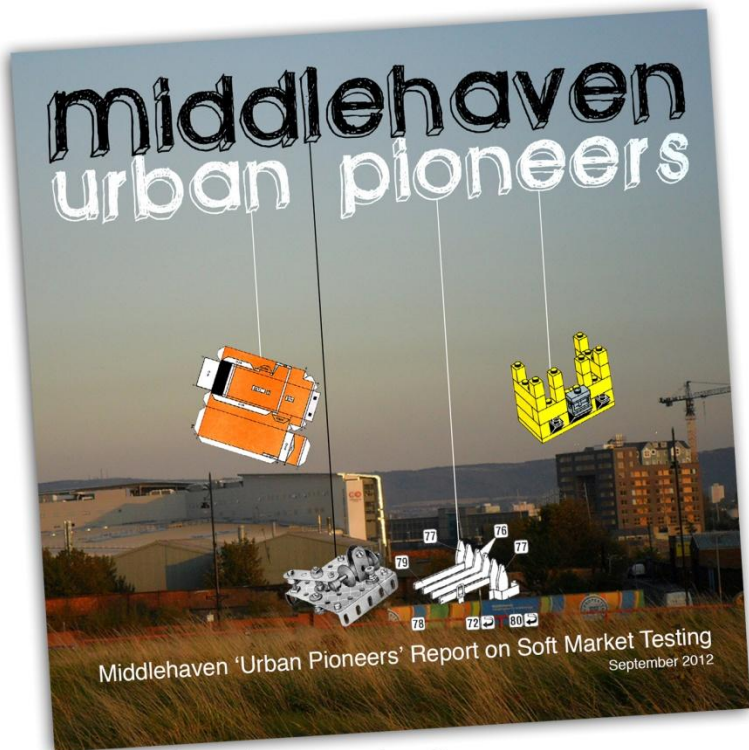
Front: 1 Large Apartment Building
Rear: 4 Mews Houses



Front: 1 Large Office, Mixed Use Building Or Hotel

Middlehaven, Middlesbrough

Images from; Urban Initiatives (2013) *Middlehaven Development Framework Design Codes* (Middlesbrough Council & HCA).



individual enterprise

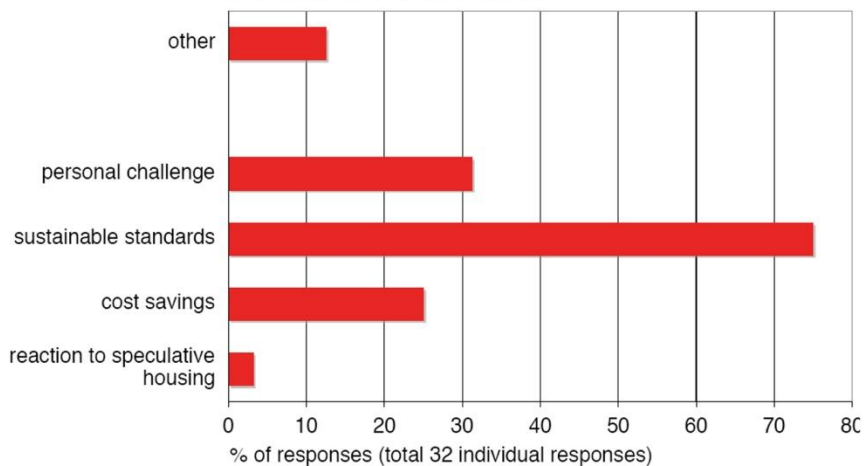
If you are a pioneering individual or local company looking for a new home or workspace you should respond with this [survey](#).

commercial partner

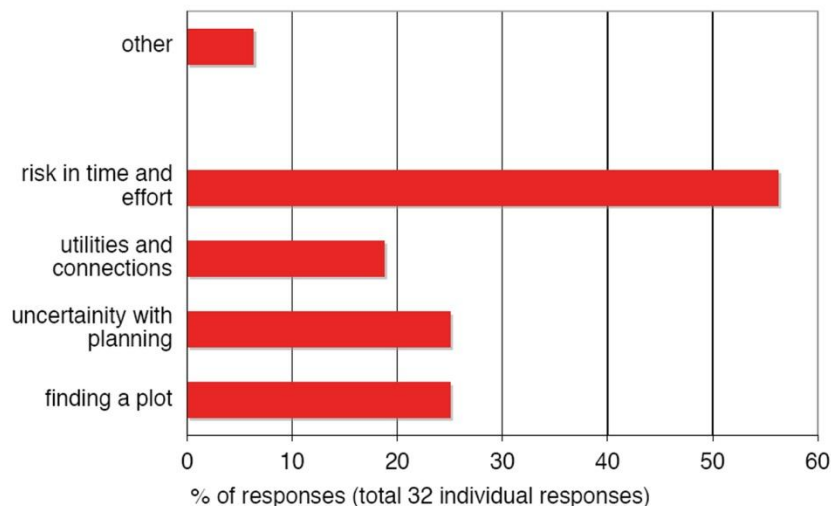
If you are a commercial organisation, housing association or community group you should respond with this [survey](#).



Respondents were motivated by ...



Respondents were put off by ...



Middlehaven, Middlesbrough

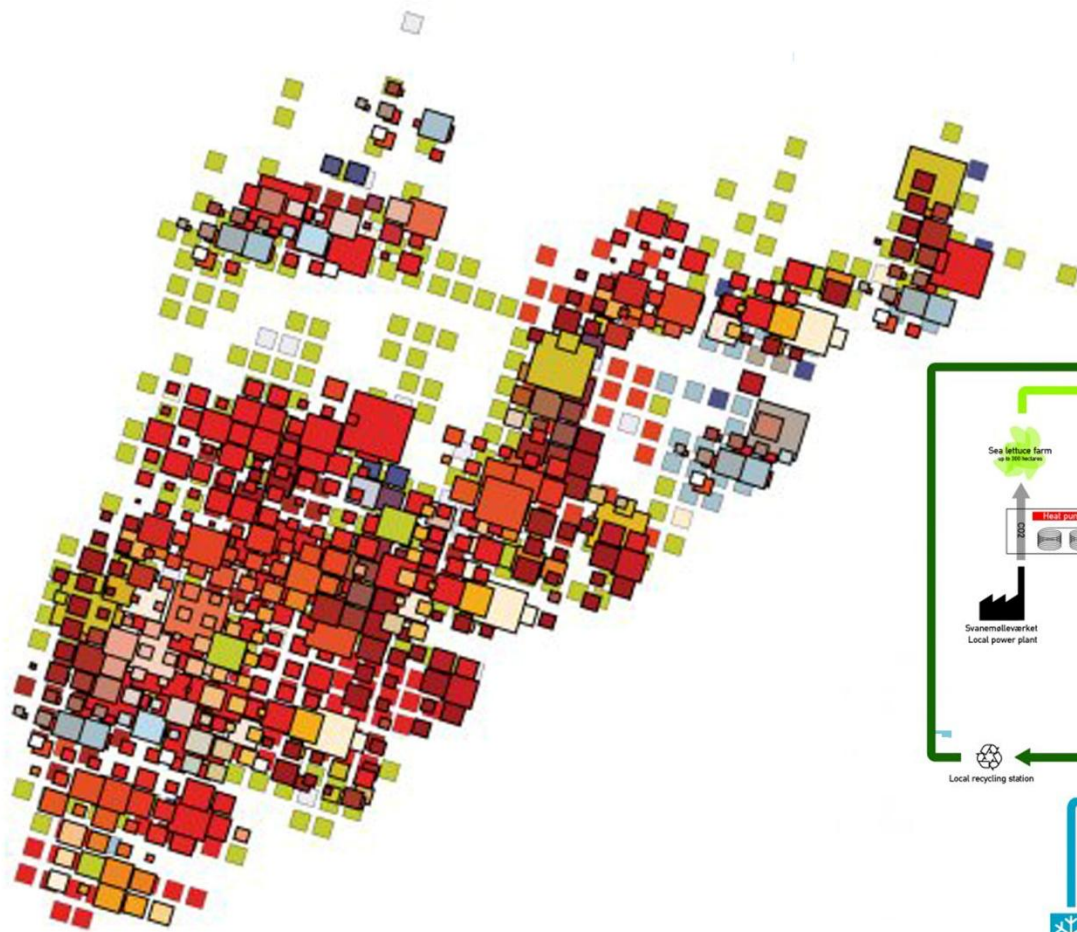
Extract from; Studio Urban Area LLP (2012) *Middlehaven 'Urban Pioneers' Report on Soft Market Testing* (HCA).

Client / Commissioner	Greater Middlehaven Partnership comprising Homes and Communities Agency / Middlesbrough Council
Author	Urban Initiatives (Consultancy)
Purpose	Review development strategy following liquidation of single preferred developer; provide guidance for multiple small-scale developers; provide long-term confidence for investors / custom-builders
Target Audience	Large number (600+) of custom-builders and potential urban pioneers
Format	Extensive 2 volume report comprising framework plan / delivery strategy and design code
Status	Currently non-statutory guidance but with proposal for adoption by Middlesbrough Council
Cost (estimated)	££
Review	Remaining concerns evident over long-term confidence / commitment from statutory bodies and land owners. Unknown level of 'real' interest. Lack of sustainability assessment.



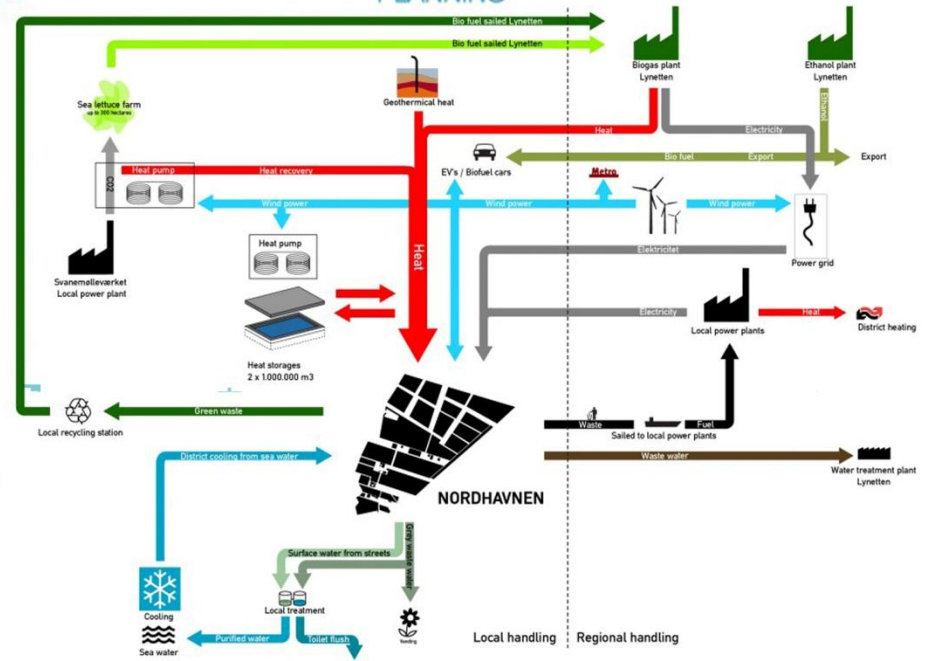
North Harbour, Copenhagen

Image: COBE, SLETH MODERNISM, Polyform and Rambøll



SEMANTICO

SEMANTIC TOOLS FOR CARBON REDUCTION IN URBAN PLANNING



North Harbour, Copenhagen

Zero energy strategy meeting quantum of differing building uses. *COBE, Rambøll, Teesside University*

Client / Commissioner	Copenhagen City Council, City Port and Copenhagen Energy.
Author	<i>COBE, SLETH MODERNISM, Polyform and Rambøll</i> (Consultancy / Developer Partnership)
Purpose	Zero carbon development of new city quarter on partially reclaimed land over 50 year period.
Target Audience	Institutional investors, statutory bodies, especially those with shared interests in land ownership, infrastructure provision and management responsibilities.
Format	Competition entry transformed into multi-volume development guidance with scope on 'deep structure' of land, infrastructure and services connections.
Status	Statutory guidance supporting investment funding
Cost (estimated)	£££
Review	Long-term commitment requiring consideration of resilience, adaptability, flexibility and phasing of infrastructure. Emphasis on underlying sustainability values.

Summary

Clarity of purpose as well as guidance

Removing inconsistencies between stakeholders

Bespoke and specific as possible

Statutory 'enough' to be influential

Integrated (deliverable and sustainable)

Understood as part of a dynamic process and requiring change through working in partnership / externalities

On the desk and in the workshop (not on the shelf)

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Thank you

Contacts

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www.urbanarea.co.uk

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