



A96 Masterplan Stage 2 Successful Placemaking

Halcrow

In Conjunction with

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Whatmore
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Place-making is not about creating a particular architectural style; it's about creating well designed functional homes and neighbourhoods that feel like somewhere" (CABE 2005).

Key elements of successful placemaking

- **Mixed uses**
- **Successful streets**
- **Open space**
- **Urban scale**
- **Movement framework**
- **Sense of place**



mixed uses

mixed uses

Providing well integrated community facilities

Primary school at Greenwich Millennium Village, London



Library at New Gorbals, Glasgow



mixed uses

Establishment of a village centre to serve houses and wider community

Greenwich Millennium Village, London



Village centre, King's Hill, Kent





successful streets

successful streets

Home Zones

Shared spaces for pedestrians and traffic

Upton, Northampton



South Staiths, Gateshead



Greenwich Millennium Village, London



successful streets

Pedestrian only spaces



Greenwich Millennium Village, London



Staiths South Bank, Gateshead

successful streets

Clear division of public and private space

New Hall, Harlow



Greenwich Millennium Village





open space

open space

safe, well overlooked open space and play areas

Upton, Northampton



New Hall, Harlow



New Gorbals, Glasgow



open space

Green is good

New Hall, Harlow



Lacuna, Kings Hill, Kent



open space



Respect the established landscape setting

Village Centre, Kings Hill, Kent



open space

Integration of SUDS

Greenwich Millennium Village, London



Upton, Northampton





urban scale

urban scale

Compact design

Staiths South Bank, Gateshead



New Hall, Harlow



Borneo Sporenburg, Amsterdam Eastern Docklands



urban scale

human scale

New Hall, Harlow



Housing at Dublin Street Lane, Edinburgh

urban scale

Legible layout



*New Hall,
Harlow*



New Gorbals, Glasgow



movement framework

movement framework

Permeability – choice of routes

Permeable block structure – Malmo, Sweden



Choice of pedestrian and vehicular routes, Lacuna, Kings Hill, Kent



movement framework

Pedestrian networks



Strong pedestrian network, Lacuna, Kings Hill, Kent

Pedestrian friendly core, Amsterdam Eastern Docklands



movement framework

Public transport linkages

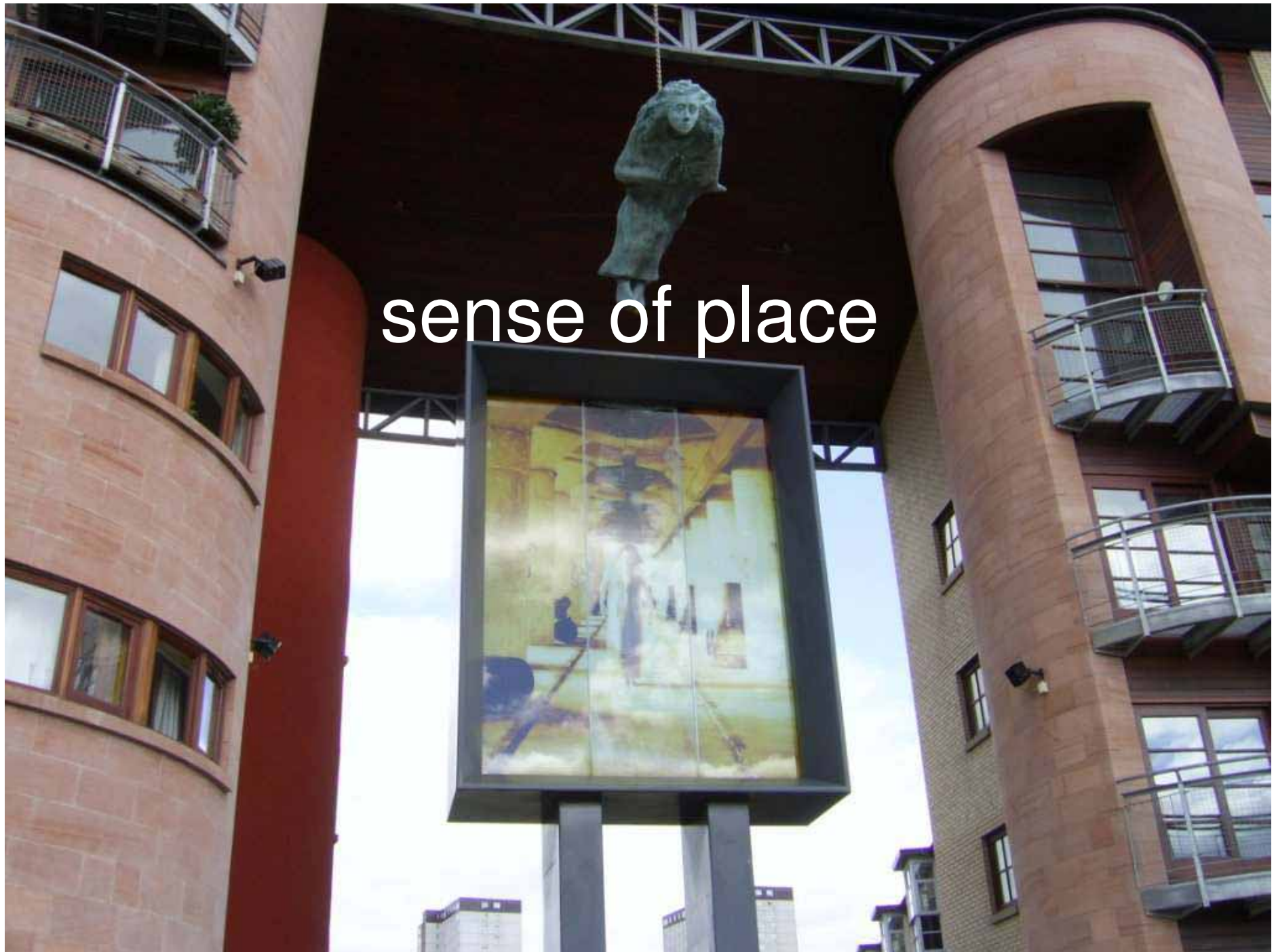


Dedicated bus routes – South Staiths, Gateshead

Greenwich Millennium Village



sense of place



sense of place

Public art

New Gorbals, Glasgow



New Hall, Harlow



sense of place

Reflect the vernacular



Lacuna, King's Hill, Kent

New Hall, Harlow



**Mix modern and traditional
effectively**

sense of place

Iconic structures

*Pedestrian bridge, Amsterdam
Eastern Docklands*



*Barrel-vaulted roof apartments, Greenwich
Millennium Village, London*

Making successful places depends on breaking down barriers, on building collaborations between the people with the power to make things happen, and making sure that they all (including professionals, developers, councillors and communities) have the necessary skills and understanding”.

Robert Cowan, Chair of Urban Design Group

