



## **A96 Corridor Masterplan: Phase 2**

### **A Guide to Successful Placemaking**

***Halcrow***

***“Placemaking is not about creating a particular architectural style; it’s about creating well designed functional homes and neighbourhoods that feel like somewhere”***

CABE 2005





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# 1 Introduction



Halcrow Group Ltd. was commissioned by the Highland Council to prepare Phase 2 of the A96 corridor masterplan.

As part of this strategic planning study, this report aims to provide useful reference materials on placemaking concepts and policy guidance. Good practice examples in the UK and abroad are reviewed to provide a best practice guide to current quality in design of new settlements.

## 1.2 Reporting

**Chapter 1** introduces the project.

**Chapter 2** provides the principles and describes and evaluates the key characteristics of five placemaking methods.

**Chapter 3** explores what has been happening on the ground and appraises 6 shortlisted developments at New Gorbals (Glasgow), South Staithes (Gateshead), Upton (Northampton), New Hall (Harlow), Greenwich (London) and Lacuna (Kent).

**Chapter 4** outlines four interesting examples from the Netherlands, Sweden, Germany and USA.

**Chapter 5** presents key conclusions on the case studies.



## 2 Placemaking Concepts

### 2.1 Introduction

In this chapter, five concepts associated with placemaking are investigated. For ease of reference, they are classed as concepts, but cover processes and tools. There are others that could have been chosen, but the purpose is to give a flavour of some of the current concepts that inform placemaking.

An outline of three concepts for placemaking is provided. These are:

- Smart Growth and Collaboration for Success
- New Urbanism
- Urban Villages

Each concept is analysed and evaluated in the same way looking at:

- underlying principles
- key characteristics,
- case study examples and;

- a summary appraisal looking at the strengths and weaknesses of each method.

# Smart Growth and Collaboration for Success

## Underlying principles

Smart Growth has been developed in the USA as a means of addressing urban sprawl around settlements. Several states began enacting growth management during the 1970s and 1980s, but it was the 1990s which saw growing acceptance of Smart Growth initiatives. It is a philosophy being applied to accommodate the planning of a city region for the Highlands along the A96 Corridor.

Smart Growth is a planning concept that aims to develop an increasingly sustainable approach to the masterplanning of new places and regenerated places. There is no single model for this, however, there are common elements to a Smart Growth approach. These include investing time, attention and resources. It aspires to promote holistic development that mixes housing, employment, retail and other land uses whilst preserving meaningful open space and other environmental assets.

The key to successful Smart Growth projects is a common stakeholder and community vision of where development should go, how it should function and the values it should express.

## Key characteristics

Accessibility is the key feature of Smart Growth, which underpins the focus on community, economy and environment. Other characteristics are:

- Encourage stakeholder collaboration in decision making.
- Take advantage of environmentally sensitive compact building design.
- Ensure land use is appropriate and that development uses sites to maximum advantage.
- Relate development density to accessibility.
- Create a range of housing choice.
- Deliver workable neighbourhoods with a strong sense of place.

Smart growth sustainability model



- Preserve and enhance open space, natural features and critical environmental areas.
- Strengthen existing communities through the provision of services and opportunities for the wider community.
- Ensure accessibility through mobility choice.
- Make development decisions predictable, fair and cost-effective

A key component of Smart Growth encourages stakeholder collaboration through Collaboration for Success.

Collaboration for Success provides a formal framework for developing a culture of collaboration with stakeholders that is much more than a process of partnership. Collaboration for Success delivers a collaborative approach with institutional, business, land owning, community and political stakeholders. It is through this technique applied on an on-going basis that engagement with these interests can best be achieved.

Collaboration for Success allows stakeholders to:

- Register their expectations and requirements.
- Make a commitment to work together collaboratively.
- Identify options through facilitated workshops.

## Key examples

- Davidson Town, North Carolina
- Belmont Dairy Mixed Use Development, Portland, Oregon
- Ongoing planning of A96 Smart Growth Masterplan (Highland



Images above:

Mixed uses - Davidson Town, North Carolina  
Belmont Dairy mixed use development, Portland

Below:

Smart growth principles for housing in Baltimore  
Conventional growth v smart growth



Conventional growth

Smart growth



## Summary Appraisal

### Strengths

- Focuses on stakeholder-led community involvement
- Planning-led approach

### Weaknesses:

- Needs a strong national planning framework and strategic planning role to facilitate successful delivery
- Requires collaborative commitments from all stakeholders

# Urban Villages

## Underlying principles

The concept of urban villages was first introduced in 1992 by the Urban Design Group in the UK (under the patronage of the Prince of Wales.) Urban villages are envisaged as a settlement which is small enough to create a sustainable community. An urban village can be created on a greenfield or brownfield site, and will be densely developed in the centre, with density easing away from the central hub.

## Key characteristics

- Mixed use neighbourhoods
- 1:1 ratio between jobs and residents
- Compact – should be a maximum of 10 minutes walk across (i.e. 900m) and designed around the principle of pedestrians having priority
- Population of around 3000-5000 persons (i.e. enough to support a range of community facilities and local sources of employment)
- Development should be high density
- The development should incorporate environmentally friendly design
- Housing should be provided of mixed tenures and levels of affordability to ensure a well-balanced socio-economic mix
- Public transport should be provided to ensure sustainable transport options are available
- There should be a strong sense of place and identity

Public involvement in the creation and support of an urban village are essential components to ensure that the development will proceed with the correct mix of uses, layout of built form and open space and interact successfully with existing and surrounding land uses.

The development of an urban village should be coordinated and planned through use of an urban design toolkit, including a masterplan and series of codes.



Clockwise from top left:  
 1. Poundbury, Dorset  
 2. Greenwich Millennium Village  
 3. New Gorbals, Glasgow  
 4. Greenwich Millennium Village  
 5. New Gorbals, Glasgow



## Key examples

- Poundbury, Dorset
- Crown Street Regeneration Programme, Glasgow,
- Greenwich Millennium Village

## Summary Appraisal

### Strengths

- Provides a very strong framework of key place-making principles such as compact design, mixed uses and tenures to encourage a good socio-economic balance.

### Weaknesses

- The terminology "urban village" is becoming increasingly used for developments which do not meet the criteria of a true urban village. Therefore it would be important to ensure that the original principles are upheld for new developments.
- Can promote pastiche urban design





# New Urbanism

## Underlying principles

The concept of New Urbanism is closely paralleled with other concepts such as conservation development and traditional neighbourhood development. It is essentially a strand of compact settlement design, which aims to minimise urban sprawl and provide sustainable settlements.

The terminology and key principles of New Urbanism were first coined by Andrés Duany, the architect responsible for the Florida settlement of Seaside, developed in the early 1980s. Whilst Seaside has been criticised by some as being successful only in terms of its physical design (as today it functions primarily as a resort rather than town), the development set New Urbanism in motion. By the end of 2001, there were over 500 New Urbanist developments in place in the USA, representing a growing confidence in this approach to creating neighbourhood scale settlements. Andrés Duany has recently been appointed to prepare a New Urbanist masterplan in the Highlands at Tornagrain.

## Key characteristics

### Walkability

- Most things within a 10-minute walk of home and work
- Pedestrian friendly street design (buildings close to street; hidden parking, slow speed streets)

### Connectivity

- Interconnected street grid network, a strong street hierarchy and focus of providing a quality pedestrian network and public realm

### Mixed-Use & Diversity

- A mix of shops, offices, apartments, and homes on site. Mixed-use within neighbourhoods, within blocks, and within buildings
- Diversity of people - of ages, income levels, cultures, and races

### Mixed Housing

- A range of types, sizes and prices in close proximity

### Quality Architecture & Urban Design

- Emphasis on beauty, aesthetics, human comfort, and creating a sense of place and human scale

### Traditional Neighbourhood Structure

- Discernable centre and edge
- Public space at centre
- Importance of quality public realm
- Contains a range of uses and densities within 10-minute walk
- Transect planning: Highest densities at town centre



Clockwise from top left:  
 Celebration, Florida  
 Potsdam New Town, Germany  
 Middleton Hills, Wisconsin  
 Seaside, Florida  
 Compact housing in Kentlands, Washington DC

### Increased Density

- More buildings, residences, shops, and services closer together for ease of walking, to enable a more efficient use of services and resources, and to create a more convenient, enjoyable place to live.
- New Urbanism design principles are applied at the full range densities from small towns, to large cities

### Smart Transportation

- A network of high-quality trains connecting cities, towns, and neighbourhoods together
- Pedestrian-friendly design that encourages a greater use of bicycles, rollerblades, scooters, and walking as daily transportation

### Sustainability

- Minimal environmental impact of development and its operations
- Energy efficiency and eco-friendly principles

### Quality of Life

- Taken together these add up to a high quality of life well worth living, and create places that enrich, uplift, and inspire the human spirit.

## Key examples

- Seaside, Florida
- Celebration, Florida
- Harbor Town, Memphis
- Kentlands, Washington DC



## Summary Appraisal

### Key Strengths

- Sets out strong principles for placemaking
- Challenges suburban growth and attitudes of mass housebuilders
- Has acted as a strong catalyst to other placemaking ideologies (e.g. urban villages)

### Key Weaknesses

- In practice some examples of new urbanism are less self sufficient that originally intended
- Critics argue that leading examples of New Urbanism in the USA have resulted in towns that lack cultural variety
- Tends to generate pastiche development

## 3 UK Best Practice

### 3.1 Introduction

This chapter explores what has been delivered on the ground over the last 10 years in the UK. Six case studies are outlined, which reflect the highest quality examples of placemaking over a variety of locations within the UK.

A set of appraisal criteria was developed, based on a *Collaboration for Success* sustainability checklist, and cross-referenced with CABI best practice advice from its “Building for Life” agenda. Each case study has been appraised against these criteria, which included Environment and Public Realm, Transport and Accessibility, Housing, Community and Social Justice, and Development and the Economy.

The intention of this appraisal stage was not to compare case studies, as all have already been established as best practice. Instead, the objective was to assess the key merits of each development against the placemaking criteria.

In doing this, we can identify the particular strengths in placemaking that each example has to offer, and the valuable lessons that can be learnt.

The case studies considered are;

- Staiths South Bank, Gateshead
- Greenwich Millennium Village, London
- Upton, Northampton
- New Hall, Harlow
- Lacuna, West Malling, Kent
- New Gorbals, Glasgow

## Staiths South Bank, Gateshead



### Key facts

#### *Developer/ Delivering bodies*

- Gateshead City Council
- Wimpey Homes

#### *Designers*

- Hemingway Design
- Ian Darby Partnership

#### *Facts*

- Urban waterfront regeneration project in Gateshead, approx 2 miles from Newcastle City Centre
- Phased development reaching a total of around 700 homes
- Strong urban design principles provides a permeable and legible housing environment
- Lots of attention to detail makes the urban environment distinctive
- Home Zone principles allow for pedestrian priority
- Strict parking restrictions in operation
- High levels of interest for investment purchases

### 3.2 Appraisal – Staiths South Bank

The Staiths South Bank at Gateshead provides a case study of high quality inner city housing that has succeeded in developing a unique sense of place.

#### Housing Mix

The development offers a mix of house types including apartments, terraced and semi-detached homes. House types are relatively small in comparison with market comparators.

#### Movement

Movement within the development spurs from a central access route. Home Zone principles operate on smaller residential streets, with shared surfaces in operation and low speed limits (10mph). Residents are 'encouraged' to choose sustainable transport options over private car use by limiting car parking provision and investment in transport infrastructure, including cycle routes and a dedicated bus fastlink to Gateshead City Centre.

#### Quality of Life

The development focuses strongly on the provision of shared outdoor spaces to encourage community spirit and interaction. Shared courtyards offer leisure facilities and spaces for relaxation and the focus on pedestrian priority creates an attractive urban environment.

A high turnover in ownership questions the sustainability of this development in terms of creating a new community.

#### Urban Design

The involvement of Hemingway Design in this development has ensured that the development has a distinctive character with a designer's touch. The urban fabric of this development is strong, with a clear hierarchy of streets and separation between public, semi-public and private spaces. It takes advantage of the site's unique location with the adjacent historic staiths.

Housing quality is of a high standard and the attention to detail in the landscaping provides interest in outdoor spaces. However, the overall mix of colours and materials is rather cold, and the development would have benefited from more greenery and vegetation.

Overall, Staiths South Bank is successful in achieving a medium to high density and retaining human scale.

#### Economics

Local craftsmen have been involved through construction phases. The development is exclusively housing, which bolsters the local economy to some extent, but brings little economic benefit to the area in terms of future employment opportunities.

#### Environment

Recycling facilities are provided as standard for all homes in shared facilities. Homes have been designed to high energy efficiency standards. Physical land constraints mean that the development does not contain SUDS facilities.

#### Health

The development layout has created well overlooked spaces that feel safe and pleasant. A healthy lifestyle is promoted through a pedestrian friendly environment and linkages to wider Tyneside walks.

#### Lessons learned

- **Home zone principles can be effective in inner city developments where stricter parking restrictions can be implemented**
- **Greenery and vegetation is of key importance when creating a family friendly environment**
- **Mixing uses is an essential part of creating successful places.**
- **Committed design vision delivering outcomes in detail.**

## Greenwich Millennium Village



### Key facts

#### *Developer/ Delivering bodies*

- English Partnerships
- Greenwich Millennium Village Ltd

#### *Designers*

- Overall masterplan - Erskine Tovatt
- Phase 2a – Procter Matthews

#### *Facts*

- GMV will provide a new urban quarter of around 1400 homes on Greenwich Peninsula.
- Mix of community facilities and retail/ leisure offer within and adjacent to the development.
- Environmental targets – reduce primary energy by 30% and embodied energy by 50%.
- Strong sustainable transport links – North Greenwich Tube station and dedicated bus routes.
- Parking is kept to perimeter of development in underground facilities. The development has pedestrian priority internally.
- Focus on provision of high quality open space has been successful.

### 3.3 Appraisal - Greenwich Millennium Village

Greenwich Millennium Village (GMV) scores highly on the placemaking criteria. It rates well/ very well for the majority of criteria.

#### Housing Mix

The development achieves a good housing mix, with varying house types and densities across the site. This includes a 20% allocation for affordable housing for the development once complete.

#### Movement

The layout of GMV is based around a perimeter block system which restricts vehicular movement and car parking to the perimeter. This allows for pedestrian priority within the central core of existing phases. Excellent public transport links have been established including Greenwich North Underground and dedicated bus ways through the site offering frequent services to local and district centres.

#### Quality of Life

The attractive and distinctive living environment at GMV alongside the restriction of vehicular movement within the central core of developments has resulted in a mix of private, internal courtyards and pedestrian streets. The Ecology Park and quality of hard and soft landscaping within the site provides attractive open space for public use.

#### Urban Design

Distinctive architectural styles and landscaping have helped to develop a strong sense of place. The development layout is based around perimeter blocks which provide a legible urban fabric that is easily understood by pedestrians. The development achieves higher density at the waterfront setting and retains a good balance between generous open space provision and building heights of up to 10 storeys, giving the development an overall feeling of human scale.

#### Economics

The development contains a mix of uses including a primary school, health centre and some retail units providing new employment opportunities in the area. High quality infrastructure investment and the prestige of this waterfront location offer good potential for future investment from developers and homeowners.

#### Environment

GMV is extremely strong in sustainable building practices and incorporates renewable technologies in the design of homes. SUDS have been integrated within the Ecology Park.

**Health** GMV is an attractive urban environment which provides high quality open spaces and linkages which will encourage walking, cycling and outdoor activities.

Public spaces are well overlooked by homes and feel safe. Cars are removed from the residential streets and located underground or in secured decks on the edge of the housing areas.

#### Lessons learned

- **Mixing complementary uses with housing increases the level of activity within a development which contributes to the vibrancy of a development.**
- **High density can be achieved at a human scale.**
- **By providing adequate parking facilities it is possible to remove vehicular traffic from streets allowing for safe pedestrian spaces to be created.**



*Outline Masterplan (Erskine Tovatt)*

## Upton, Northampton



## Key facts

**Developer/ Delivering bodies**

- English Partnerships
- The Prince's Foundation
- Northampton Borough Council
- Various housebuilders

**Designers**

- EDAW
- Alan Baxter and Associates

**Facts**

- Major greenfield expansion for SW Northampton (5000 homes with a school and shops).
- Enquiry By Design principles followed.
- Design Codes require strong urban design and sustainability principles are followed.
- High density housing will limit the amount of greenfield development and the integrated infrastructure that links with adjoining brownfield development.
- Investment in infrastructure from the outset has included access, public transport provision and a high quality SUDS scheme.
- Nearby retail/ leisure facilities.
- 22% affordable housing allocation "pepperpotted" throughout the site.

### 3.4 Appraisal - Upton

Upton is located on the south-west edge of Northampton and represents a key growth area in the South East. The development adopted Enquiry by Design principles, which brought together relevant information at key stages during the planning process and presented this to key stakeholders with the aim of harmonising progress with the overarching aspirations of each group.

#### Housing mix

The existing phases at Upton comprise a mix of dwellings including higher density townhouses and apartments as well as semi detached and detached dwellings. The development will have a 22% ratio of affordable units once completed.

#### Movement

The site has a strong grid pattern which facilitates pedestrian and vehicular movement. New phases of development have been well integrated into the existing urban fabric. A bus link has been provided as part of the development. SUDS features are used successfully to separate pedestrian and vehicular movement along some streets. Other streets have shared surfaces, provide a balance between pedestrian and vehicular movement.

#### Quality of life

The Enquiry by Design process has ensured that a

number of features have been included into the masterplan for Upton which will help improve the quality of life including additional community spaces, local shopping facilities and improved pedestrian and cycle links. It is hoped that the development will encourage people to stay within the area in the long term, by offering a wider variety of house types that will meet varying space requirements.

#### Urban Design

Upton is urban in character, reflects the local vernacular in its architectural style. The development is well laid out using SUDS features open spaces and a mix of housing types to define streets and spaces. The streetscape is not dominated by private cars, with most parking provision tucked within internal courtyards or behind terraces.

#### Economics

Current phases at Upton comprise housing development only. The area is already served by neighbouring leisure and retail amenities at Sixfields, and once complete a new high street will be developed along the northern access route providing numerous employment opportunities. The design code requires that non-recycled materials are sourced locally, which has further benefits for the local economy.

#### Environment

Environmental standards are incorporated into the design codes for Upton. These require that all buildings achieve the relevant BREEAM/ EcoHomes “excellent” standard. The codes require integration of SUDS, energy and water conservation in design of homes, recycling during construction and afterwards and for developers to use recycled or locally sourced materials.

#### Health

The provision of a wide range of community services and good pedestrian linkages within the development will encourage pedestrian and cycle movement throughout the site.

#### Lessons learned

- **Stakeholder views are incorporated and can improve the overall output of a development.**
- **Design Coding ensures that future phases of the development will adhere to key design principles set out in the masterplan, resulting in a more cohesive and integrated place.**
- **Renewable technologies can be integrated in large scale developments.**



## New Hall, Harlow



## Key facts

**Developer/ Delivering bodies**

- Land owner - William and Jon Moen, New Hall Projects
- 1a – Barratt
- 1b – Countryside Properties
- 1d – Cala Domus
- Local Authority – Harlow District Council

**Designers**

- 1a and overall masterplan Roger Evans Associates
- 1b - Abode – Procter Matthews Architects
- 1d – PCKO Architects

**Facts**

- Newhall will comprise a 2,800 dwelling settlement on 81ha of land on the outskirts of Harlow, Essex.
- Landowners are driving force behind the high quality of this development.
- Architectural competitions were used to find the right designers for later phases.
- Hierarchy of streets provides legibility and permeability.
- Home zone principles in operation.
- Strong mix of traditional and modern architectural styles provides wide range of house types and sizes.

### 3.5 Appraisal - New Hall

New Hall, Harlow is set to develop into a substantial urban expansion area for Essex. At present, the development is highly successful as a desirable housing development, but scored less well against criteria assessing affordability and mix of uses.

#### Housing mix

The existing phases of development at New Hall offer a wide variety of homes in modern and traditional styles. High density is achieved with a mix of terraces, apartments and semi-detached units. At present there is a lack of affordable units included, though once completed the development will comprise 25% affordable housing.

#### Movement

The development layout follows a grid pattern which offers a choice of routes. Pedestrian priority is achieved through the integration of home zones principles and on street parking is minimised through the provision of courtyard spaces and private garages. Phases of the development have been well linked by distributor roads.

Public transport provision is limited and requires more development before operators will pass through this area.

#### Quality of life

High quality homes, attractive architecture and well designed and maintained open space provides an excellent environment conducive to a good quality of life. The community are proactive in using shared spaces for socialising and interaction. A small number of live-work units have been provided offering new opportunities to residents.

#### Urban Design

The development follows good urban design principles throughout in terms of layout, movement and provision of high quality built form. The development has a distinct character and feels like a successful modern housing development.

The overall environment is of an extremely high quality and the use of bright colours and glazing in homes provides an attractive visual environment. The greenery of a central pocket park is continued through the development in front gardens and fits with the green belt context of this development.

#### Economics

The development consists solely of residential units at present. There is a need to integrate further mixed uses and affordable units into the development to ensure it does not become an upmarket commuter town.

#### Environment

The development incorporates SUDS, and buildings have been constructed to high standards of energy efficiency. Renewable technology has been incorporated in a landmark building, setting a precedent for future phases of development.

#### Health

Cycling and walking are encouraged through the provision of attractive paths and cycle storage units in some dwellings. The integration of open space into the wider environment promotes walking, cycling and running.

#### Lessons learned

- **Integrating high quality and well maintained open space provides a valuable central focus to a housing development.**
- **Modern and traditional architectural styles can be mixed to add to the character of the area. This also provides for a more varied mix in the type of residents living in the area.**
- **Streets do not have to be full of cars. Narrower roads, well designed courtyards, driveways and parking areas can reduce the cars dominance.**

## Lacuna, West Malling, Kent



## Key facts

*Developer/ Delivering bodies*

- Sunley Estates plc
- Environ Country Homes
- Tonbridge and West Malling District Council

*Designers*

- Clague Architects

*Facts*

- Lacuna was developed as part of a new village settlement near West Malling, Kent on a 263 Ha site at a former RAF base.
- The Lacuna development is planned to have 181 houses and apartments.
- High density village development (approx 68 dwellings per hectare).
- The overall development will have a tight village feel of around 400 – 500 dwellings.
- A well equipped village centre has been developed including a supermarket and variety of other retail services and amenities.
- Within Lacuna, the impact of the car has been minimised through the building layout and design of streets and public spaces.
- Focus of reflecting the Kent vernacular in architectural styles with a contemporary twist.



### 3.6 Appraisal - Lacuna

#### Housing Mix

Lacuna offers a variety of house types including semi-detached, detached, terraced homes and apartments. The development is focused on the upper edge of the housing market and does not provide any affordable units.

#### Movement

Lacuna provides a permeable layout that focuses on choice of routes for pedestrians. This fits with the compact scale of the overall development and results in creating attractive and safe streets that can function as vehicular routes and leisure space. Buses serve the neighbourhood providing linkages to surrounding areas.

#### Quality of Life

Lacuna offers lots of green space which is regularly maintained and creates an extremely attractive urban environment. Green fingers link the peripheral housing areas to the village centre by a strong pedestrian network which encourages pedestrian movement. The quality of environment, wide variety of subsidiary services available in the village centre and award winning architecture creates a high quality of life.

#### Urban Design

The development has successfully achieved high

quality standards in urban design with regards to the permeable urban fabric, mix of uses, quality of built form and building layout and provision of high quality open space. The architecture at Lacuna is particularly successful in reflecting the local Kent vernacular with a modern edge and has created a development with a strong sense of distinctiveness and individuality.

#### Economics

A village centre has been established at the heart of Lacuna providing an excellent variety of services (community, retail and services). The village centre along with a business park which is currently being developed adjacent to the village centre will collectively provide up to 10,000 jobs once complete.

#### Environment

High standards of energy efficiency are incorporated in all dwellings and construction methods used and some have incorporated renewable technology (e.g. solar-voltaic water heating.) The developers have also been successful in retaining a large number of existing mature trees on site which adds to the character of the environment.

#### Health

Lacuna offers a high quality environment conducive to healthy lifestyles. The focus on pedestrian

priority and provision of closely located facilities encourages people to walk between homes and services, within an attractive environment.

#### Lessons learned

- New development on a mass scale can successfully reflect the local vernacular without becoming a pastiche of fake of old styles.
- The village centre provides a strong commercial and community heart to the development, adding to the overall sense of place and success of this development in terms of overall sustainability.
- Through clever orientation and use of materials it is possible to achieve a relatively high density using the low density house types of semi and detached dwellings. This meets market requirements for individual houses but achieves a much higher standard of urban design.
- Green space can be successfully integrated to create environmental assets.

## New Gorbals, Glasgow



### Key facts

#### *Developer/ Delivering bodies*

#### *Developer/ Delivering bodies*

- Partners: Glasgow City Council, Scottish Homes, Glasgow Development Agency, New Gorbals Housing Association
- Crown Street Regeneration Project set up in 1989 to deliver masterplan

#### *Designers*

- Original Crown Street Masterplan by CZWG (1988). Queen Elizabeth Square Masterplan by Hypostyle (1998)

#### *Facts*

- Approx 1800 homes on 18 hectare brownfield site.
- Traditional geometric layout with perimeter blocks of 4-5 storey flats, mixed tenure, parking in centre of street and shared internal courtyards.

### 3.7 Appraisal – New Gorbals

New Gorbals is located on the southern edge of Glasgow's City Centre. Originally Victorian tenements in a grid street pattern, it was redeveloped in the 1960s for high density and high rise council housing then flattened in the 1980s and 90s due to the deterioration and reputation of the housing stock.

While only 10 minutes walk from the main Central Station and shopping street, it is cut off from the centre by the River Clyde and a 1970s dual carriageway (which follows the footprint of a proposed motorway flyover).

The development scored very well on urban design, accessibility, affordable housing, local economy and education/lifelong learning, marketability and infrastructure.

#### Housing Mix

The existing Gorbals is predominately housing for rent. This development introduced private housing on 3 sides of each perimeter block with affordable on the 4<sup>th</sup> side. Street by street, this has created an integrated housing mix of approx. 65% private/35% affordable. The lower 2 stories are designed as maisonettes to provide housing for families with gardens. Upper floors are flats.

#### Movement

The site has a strong urban grid pattern which gives good pedestrian and vehicle movement. Most streets have wide pavements, parking in the centre and traffic calming to slow speeds.

There are excellent bus links to the north, south and west of the development and a subway station to the north.

#### Quality of Life

As well as its close proximity to the city centre, New Gorbals has a good range of amenities, including a library and lifelong learning centre, independent shops, supermarket, café and post office. Having a main street (Crown Street) gives the area vibrancy during the day.

#### Urban Design

New Gorbals is urban in character, using a traditional grid pattern of 4-5 storey urban blocks around shared gardens, wide boulevards with central parking. Recent developments have narrower streets with mews style buildings in between the main streets. Built form and elevations in the Queen Elizabeth phase are bolder and more radical with larger scale blocks, contrasting architectural forms and higher densities.

#### Economics

The redevelopment has transformed the Gorbals area, bringing a new heart and focus. New amenities, high public investment has provided job opportunities for local people in the area.

#### Health

The redevelopment has created a healthier environment with public spaces, community facilities and investment in health services in a city which has one of the poorest health records in western Europe.

#### Lessons Learned

- **Possible to reinterpret the traditional urban grid pattern and tenement form for 21<sup>st</sup> century living.**
- **Importance of a 'Main Street' (Crown Street) and investment in public services to a provide community focus.**
- **Difficult to tell the difference between mix and tenures. Successful example of integrating housing mix and tenures through design.**
- **Development has evolved to more radical, confident design. This will help to create a unique place.**

## 4 International Case Studies



### 4.1 Introduction

In this chapter, four interesting examples from around the world are presented and assessed against key placemaking criteria of;

- Housing mix
- Movement
- Quality of life
- Urban design
- Economics
- Environment
- Health

The case studies have been appraised through desktop research.

### 4.2 Case Studies

The four case studies which have been chosen to review are;

- Eastern Docklands, Amsterdam
- Vastra Hamnen, Malmo, Sweden
- Harbour Town, Memphis
- Vauban, Freiburg, Germany

These have been selected as accepted examples of high quality placemaking from groups such as RUDI, Urban Design Group, CUBE and the Scottish Executive. In particular, these examples offer best practice in sustainable building practices, urban design principles and the implementation of a partnership approach to the development process to facilitate high quality placemaking.





# Vauban, Freiburg, Germany



## "Sustainable model district" - Vauban

Vauban is a new neighbourhood built on former army barracks around 4km from the town centre of Freiburg, Germany. The prime objective of the project has been to implement a city district offering high quality homes for young families within the city to counteract suburban sprawl. A dense urban design concept, low energy requirements, access to green space, local facilities and good public transport have been part of the plan from the beginning. The project aims to set high standards of energy saving, traffic and waste reduction and social integration.

## How Vauban meets key place making criteria

### Housing

A mix of housing types are provided throughout the site including townhouses and flats in multi-dwelling buildings. Due to the brownfield urban nature of the site and high density principles there are no detached houses. Architectural styles vary from plot to plot in some areas which provides a sense of identity to streets, and improves the legibility of the environment.

### Movement

Vauban will be connected to the city centre by a tram network and a network of pedestrian and cycle paths link into a city-wide system. The development has a strong car-free policy, and around 40% of homes have agreed to live without private cars. This means that most residential streets will have pedestrian priority, which is enforced by a 5mph speed limit.



Images clockwise from left to right,  
 1. Tram linkages to town centre  
 2. Residential neighbourhood illustrates human scale  
 3. Car-free environment creates safe places for children to play  
 5. Mixed uses and open space in centre of Vauban

### Quality of Life

Community facilities are located at the heart of the neighbourhood close to shops and businesses, the creation of home-zones in streets emphasises the focus on making streets child-friendly community spaces. The strong level of community involvement in the development and cooperation between partners (using the principle "Learning while Planning") has succeeded in developing a neighbourhood that provides what the residents want.

### Urban Design

The underlying principles of a high density neighbourhood within a brownfield site in the city have provided a strong urban design framework for Vauban. The neighbourhood follows a grid pattern which provides a clear structure of public and private spaces, and also allows for shared outdoor spaces to be provided. Design coding has been implemented as a means of shaping the physical appearance of the neighbourhood.

### Economics

By using self-build co-operatives to build a proportion of dwellings, the cost of housing has been significantly reduced, improving affordability of housing. In addition, Vauban has been created as a mixed use development, and supports around 600 jobs.

### Environment

The project has focused on sustainable building practices, and all dwellings are built to a low energy consumption standard. Renewable energy technology has been incorporated into many buildings, including solar-voltaic panels, and wood-chip burning heating systems.

### Health

The focus on car-free development brings with it health benefits as well as social and environmental. Sustainable building practices also help to improve insulation of housing making them warmer and healthier.



## Key facts

### Developer/ Delivering bodies

- City of Freiburg Council - set up a "Project Group Vauban" to co-ordinate delivery
- "Forum Vauban"- extended citizen participation NGO
- Self build co-operatives

### Designer

- Led by local authority

### Facts

- 42 hectares
- Population 5000
- Density of 119 pph
- Phased development
- Mixed use district including employment space, local shops, school
- Mixed typologies and tenure, including special needs housing
- Well integrated infrastructure
- Focus on sustainable transport methods - walking, cycling and public transport
- Tram network is integrated into the development



# Västra Hamnen, Malmö, Sweden



*Change from industrial area to a new sustainable city district.*

Västra Hamnen (the western harbour) is an area of urban extension to the city of Malmö, Sweden. The harbour has an industrial past but fell into disuse during the 1970s following a recession in the traditional harbour activities of shipbuilding.

Alongside a strategic decision that was taken in 2000 to reopen the Öresund bridge linking Malmö to Copenhagen in Denmark, the City of Malmö embarked on a regeneration programme to revitalise the western harbour area. This process started with a masterplan for area Bo01, and has now developed into an area covering 160 acres.

*How Västra Hamnen meets key place making criteria*

## Housing

*Mixing tenures, typologies and ensuring design quality.*  
Student housing is also available within the development.

## Movement

*Priority for cyclists and pedestrians*

The area prioritises pedestrian and cyclists but accommodates private cars, providing underground parking. A strong public transport linkage has been established with the city centre, placing an emphasis on minimising the need for the car journeys.

## Quality of Life

*Creating spaces and places for people*

The masterplan has focused on creating spaces that will allow easy interaction of people and provides urban parks, meeting places and social areas.



## Urban Design

*Provision of design guidance*

A "Quality Programme" was established providing design parameters on architectural quality, the character of open spaces, the performance and use of buildings and standards for colours, materials, energy and ecology for individual architects to work within.

*The existing waterfront character of Västra Hamnen has been considered and enhanced*

Restoration of existing traditional harbour buildings has helped to retain the character and unique sense of identity of the district. In addition, there is a strong level of interaction with the water, including promenades, recreational harbours and canals.

## Economics

*Mixing uses and people*

Västra Hamnen is currently home to around 80 public and private companies. The area supports a variety of services including shops, cafes, education facilities (anchored by the university) and other local services. Once completed, around 20,000 people will work in the area (i.e. twice the resident population).

## Environment

*The development illustrates a very strong sense of environmental awareness*

Micro-climate and bio-diversity are key factors in the layout of buildings and open space. Alongside the environmental benefits this brings, the attention to micro-climate and biodiversity adds to the visual appearance and interest of the area, and enhances outdoor spaces considerably.

## Health

*Sustainable layouts and building practices*

Housing has been designed and laid out to minimise wind chill from the sea by building higher around the coastal edges as a buffer zone to lower rise development in the central core of the development. The focus on sustainable transport methods, encouraging walking and cycling and sustainable building aims to reduce carbon emissions, keeping the air cleaner.



*Images clockwise from left to right:*  
1. Aerial view of Västra Hamnen  
2. 5. Green roofs  
3. 4. SUDs features add visual interest and biodiversity

## Key facts

### Developer/ Delivering bodies

- State of Sweden
- The City of Malmö
- Sydkraft (a regional power company)
- The European Commission
- Private developers

### Designer

- Original masterplanner for Bo01 was Klas Tham
- Multiple designers and developers now in action in Västra Hamnen

### Facts

- Västra Hamnen covers an area 160 acres
- 10,000 residents will live in the area once completed
- Strong mix of uses in the area - Malmö University is continuing to expand its premises, alongside good presence of retail units, cafes/ restaurants, public and private schools
- Around 80 public and private companies are established in Västra Hamnen
- Pedestrian and cyclists priority
- Public transport serves the area every 7 minutes

## Eastern Docklands, Amsterdam



### From derelict dockland to urban design champion

Amsterdam's former dockland area Oostelijk Havengebied consists of artificial peninsulas, constructed between 1874 to 1927. Originally the area functioned as Amsterdam's flourishing port, but lost its industrial function following relocation to the western dock area.

A memorandum of principles in 1990 determined the future development of the area. Of key importance was the decision that the dock basins should be kept open, and that the water would remain to play a crucial role in place of green open space for the development. Each peninsula was designed by a different urban designer and development supervisor, which has resulted in the creation of distinct character for each of the different neighbourhoods.

### How the Eastern Docklands meets key place making criteria

#### Housing

The Eastern Docklands succeeds in offering housing of mixed typology, tenure and scale at high density using innovative layouts. Apartments, townhouses and duplexes including affordable housing provide a suitable mix of dwellings for this waterfront location.

#### Movement

The Eastern Docklands district has focused on the establishment of strong public transport linkages, including buses, trams and ferries. Within neighbourhoods the focus is pedestrian and cycle orientated, with vehicular movement in central access areas and around the perimeter of the island neighbourhoods. Numerous bridges are successful in linking peninsulas and providing visual focus points and landmarks.



#### Quality of Life

The eastern docklands effectively provides a strong mix of uses, is easily accessible and offers a wide range of housing choices within a robust and imaginatively designed framework.

#### Urban Design

The Eastern Docklands has been hugely successful at creating distinct neighbourhoods within a wider masterplanned vision. Each neighbourhood has a rich character that relates well to the waterfront location and provides a mix of uses and architectural styles that relate to the heritage of the area and modern day requirements for land use.

#### Economics

The Eastern Docklands has a strong mix of uses focused around the historical heritage of the area. All neighbourhoods have a mix of uses focused around residential, commercial and office space. Core commercial areas are located in strategic accessible points to allow easy access for all.

#### Environment

Private car use is accepted and integrated into the development, but does not dictate the landscape being located partly in sub-level parking and partly on street. Java-eiland has been designed with higher buildings around the perimeter and green courtyards within, providing safe and pleasant areas of open space for residents and workers.

#### Health

The masterplan for Borneo and Sporenburg islands provides a pedestrian focused approach to creating safe public spaces, by eliminating semi public spaces (such as private gardens and parking spaces) and places housing directly onto the street, with front doors opening straight onto the public realm. Private outdoor space is provided at higher levels within houses (e.g. on terraces/ roof gardens). In doing this, the masterplanner West 8 aimed to create a sense of "communal safety", which so far has been effective in creating a feeling of safety for residents.



Images clockwise from left to right:

1. Eastern Docklands aerial view
2. Street cafes, Java-eiland
3. Internal green space, Java-eiland
4. Housing - Borneo-eiland
5. Design Coding Sporenburg-eiland
6. Bridges provide linkages and visual features



### Key facts

#### Developer/ Delivering bodies

- City of Amsterdam Council
- Private consultants
- The public sector (often the landowner) sets the design and financial terms for the developer, to which the private sector can then bring expertise and finances.

#### Designer

- Overall vision - Tom Schapp (City of Amsterdam)
- Jo Coenen (KNSM-eiland)
- West 8 (Borneo Sporenburg eilands)
- Amsterdam City Council planners

#### Facts

- Approx 8000 new houses built in 10 years
- Strong mix of uses
- Excellent public transport connections
- Distinct neighbourhoods within an overall vision
- Strong partnership approach between local authority and private consultants to deliver imaginative and workable neighbourhoods
- Urban design guidelines provided for each neighbourhood to ensure unity in design, but allowing for flexibility and creativity.

# Harbor Town, Memphis



## A traditional neighbourhood development

Following a 15 year development period, Harbour Town, Memphis was completed in 2004.

*"A pioneering new community, Harbour Town broke all the rules when it started out in 1989... emerging as one of the most cited early examples of a primary-home traditional neighbourhood development."*

Urban Land Institute, 2005

## How the Harbor Town meets key place making criteria

### Housing

Three neighbourhoods are defined by the central SUDs system. These neighbourhoods have allowed a range of housing types and densities to be developed.

### Movement

The town is pedestrian focused and designed around a strong grid pattern which provides good permeability and accessibility.

### Quality of Life

Harbour Town has attracted a diversity of residents, customers, visitors and workers back to central Memphis. It has also acted as a catalyst for other similar approaches elsewhere in Memphis and Tennessee. Harbour Town won the New Community award at the Urban Land Institute's Awards for Excellence 2005.



Images clockwise from left to right  
 1. Harbor Town Masterplan, RTKL Associates  
 2. Aerial image of Harbor Town  
 3. Typical residential neighbourhood  
 4. Town Centre activity

### Urban Design

Much of the design is a contemporary interpretation of the local vernacular. This is promoted through visual design guidelines that promote an overall aesthetic and design quality

### Economics

A town square acts as the focus for economic and community activity containing a school, restaurant, offices, shops and community facilities.

### Environment

A SUDs system is central to the development which has the dual role of providing sustainable drainage function alongside supporting biodiversity and adding visual interest to the town.

### Health

Pedestrian-focused layout encourages use of sustainable transport methods and reduces the need to use the private car

## Key facts

### Developers

- Henry Turley Company - [www.henryturley.com/homes](http://www.henryturley.com/homes)
- Belz Enterprises - [www.belz.com](http://www.belz.com)

### Designer

- RTKL Associates - [www.rtkl.com](http://www.rtkl.com) (original plan)
- Looney Ricks Kiss Architects - [www.lrk.com](http://www.lrk.com)

### Facts

- 54.6 hectare/135 acres
- 1,000 dwellings (421 flats for rent, 122 townhouses for sale and 457 detached houses for sale)
- Gross density of 18.3 dwellings/ hectare or 7.4 dwellings/ acre
- Estimated population of 2,300
- 2,323 sq m/25,000 sq ft retail space
- 2,787sq m/30,000 sq ft office space

## 5 Conclusions



Placemaking in Scotland has reached a *tipping point*. Currently, there is an opportunity to deliver placemaking of the highest quality in every community. These challenges must be met if the mistakes of today and the past are to be overcome. Quality case studies and best practice across the UK are limited; but growing. However, there is an opportunity to begin to deliver the highest quality of new and renewed places in Scotland and the A96 Corridor, in particular.

Pioneers in placemaking are working in Scotland (e.g. Wayne Hemingway in West Lothian and Andres Duany in Highland). The concepts of Smart Growth, Collaboration for Success, New Urbanism and Urban Villages are being applied. This trend must be nurtured and developed. The case studies appraised in this report have brought out key themes and good practice that can be applied across all new developments. These include:

- Home Zones can be creatively implemented as an alternative to standard road layouts;
- It is important to develop and integrate environmental assets;
- A mix of uses adds richness and diversity, as well as choice;

- High density does not mean poor quality. It can equate with quality of life;
- Stakeholder collaboration is essential throughout the development process;
- Design coding, if implemented, can promote quality results;
- Use of Sustainable innovations: renewable technologies and energy efficiency be standard;
- You can achieve sense of place. It is important that the development does not look like it could be anywhere in the UK and contemporary interpretations of local vernacular architecture can help bring sense of place. Pastiche (imitating a old style) should be discouraged unless it can be copied accurately and authentically
- Places need a focus and a heart with a full range of facilities and services;
- Accessibility through permeability and integration create safer and developments that are easier to move around in.

The successful places visited and appraised are all design-led. It is design quality that must lead the development and achievement of other crucial outcomes such as housing choice, accessibility, quality of life, etc.

There needs to be a clear, agreed vision for successful places and an attention to detail. This needs committed personnel to deliver projects and champion good practice.

Collaborative approaches need to be developed through, for example, Collaboration for Success. The joined-up working of private, public and community interests will ensure good placemaking is facilitated. Leadership in placemaking is essential.



***“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*



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