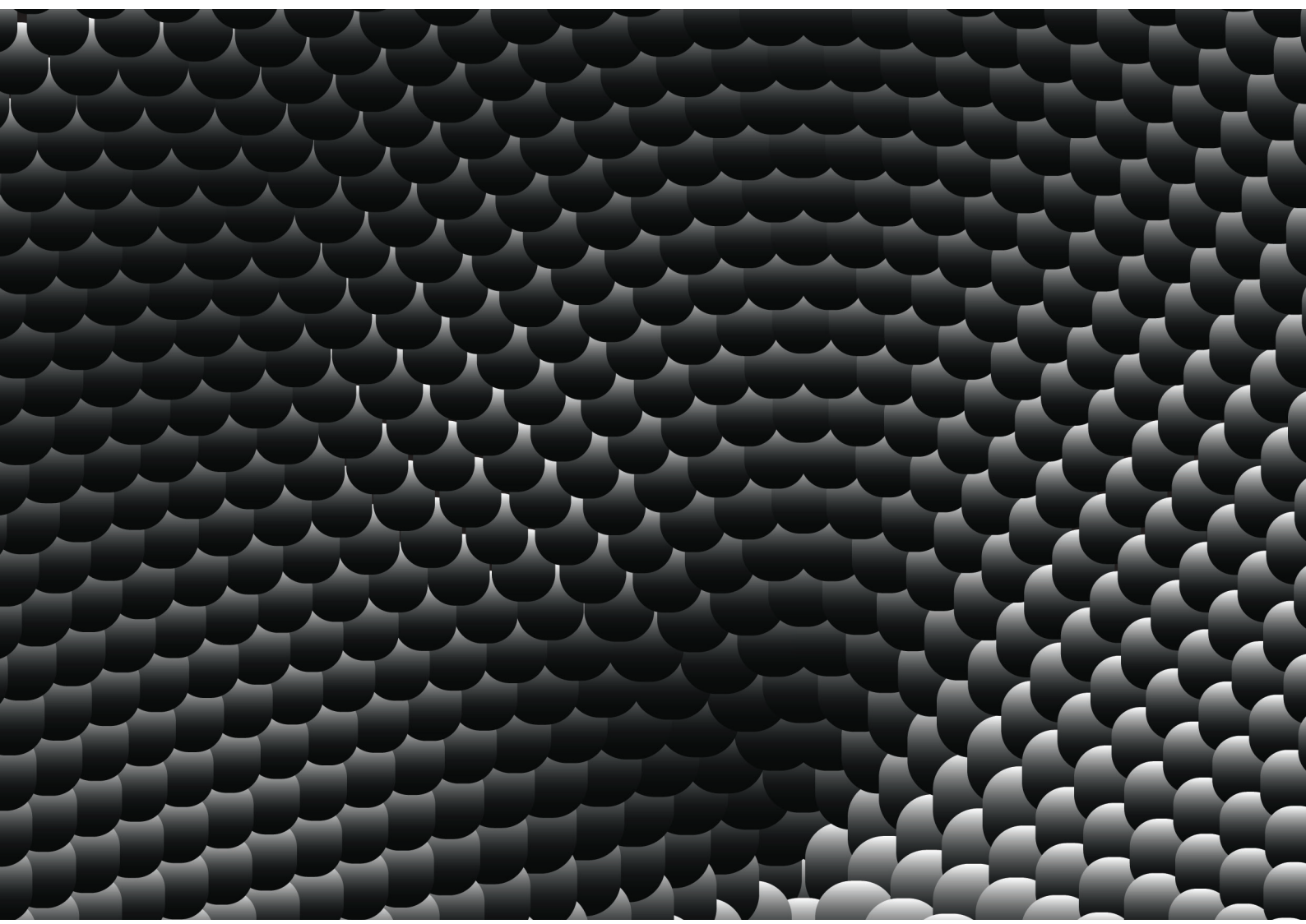




RICS professional guidance, UK

# Placemaking and value

1st edition, February 2016



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This information paper was produced by our consultants CBRE in conjunction with the working group.

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In completing this paper RICS has undertaken extensive consultation within the planning and development sector both public and private. We received a wide range of comments and submissions and have sought to respond to these in the final publication. We wish to thank all who participated and greatly appreciate the contribution consultees have made to the final shape of this paper.

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Type of document	Definition	Status
<b>Standard</b>		
International standard	An international high-level principle-based standard developed in collaboration with other relevant bodies.	Mandatory. RICS has adopted these and they apply to the profession.
<b>Professional statement</b>		
Professional statement	<p>A document that provides the profession with mandatory requirements in the form of technical requirements or conduct rules that members and firms are expected to adhere to. AN RICS professional statement sets out the expectations of the profession. RICS-qualified professionals must comply with the professional statement applicable to their area of practice or be able to explain any departure from it. The relevant professional statement will be used by RICS and other legal and regulatory authorities in judging complaints and claims against RICS qualified professionals.</p> <p>This category may include documents approved by RICS but created by another professional body/ stakeholder, such as industry codes of practice.</p>	<p>Mandatory on the basis of 'comply or explain'.</p> <p>Professional statements set out how the profession is expected to meet the requirements of the international standards.</p>
<b>Guidance and information</b>		
RICS guidance note (GN)	Document that provides users with recommendations or approaches for accepted good practice as followed by competent and conscientious practitioners.	Recommended best practice but not deemed by RICS to be in category of 'mandatory' for all practitioners.
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RICS information paper (IP)	Practice-based document that provides users with the latest technical information, knowledge or common findings from regulatory reviews.	Information only.
RICS insights	Issues-based input that provides users with the latest information. This term encompasses Thought Leadership papers, market updates, topical items of interest, reports and news alerts.	Information only.
RICS economic/market reports	A document usually based on a survey of members, or a document highlighting economic trends.	Information only.
RICS consumer guides	A document designed solely for use by consumers, providing some limited technical advice.	Information only.
Research	An independent peer-reviewed arm's length research document designed to inform members, market professionals, end users and other stakeholders.	Information only.

# 1 Introduction

A decade on from Kate Barker's Review of Housing Supply, in which she highlighted the desperate shortfall of housing in the UK there are still no effective solutions to the country's housing crisis. Barker recommended building 260,000 new homes per year, yet the UK has been building around half this level. In March 2014, the Home Builders Federation stated that to meet increasing demand the target should be closer to 320,000 homes a year.

Low house-building levels push up prices, make home ownership increasingly unaffordable and squeeze consumer spending. A weak housing supply means a less stable economy, discouraging people relocating for jobs, and hitting economic growth.

Potential solutions include reworking the planning system, funding more social housing or building large new conurbations such as new towns, eco towns, or locally led garden cities.

Change is needed on a similar scale to the building of new communities in the post war years

But there has been sustained criticism of the quality and quantity of new housing. In the light of this, placemaking has never been more important in creating thriving, sustainable communities where people genuinely want to live, work and play.

Commercial viability is crucial. This paper explores the relationship between placemaking and commercial value, based on the notion that if creating better places translates into better profits this could encourage more developments of quantity and quality.

Our research strives to understand the impact that good design practice and delivery have and how these affect values and sales, i.e. the bottom line. Some observations on the planning system have been made.

This analysis will help inform how we create more and better places within a commercial context.

## 2 Executive summary

*'Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.'*

National Planning Policy Framework 2012

By analysing five case studies, this paper aims to understand the relationship between the various design features and delivery mechanisms of a large residential scheme, and the end-sales achieved. It distils which physical attributes, as well as which delivery approaches, can create a positive sense of place in a new residential development and how this can trigger higher values. It also looks at the value created upon release as a static comparison with other new build schemes in each of the locations, as well as trends in values over time.

The research has been carried out by property consultants CBRE, who analysed residential property value data obtained from the Land Registry. Site observations and discussions with developers and agents, as well as with community groups and planners, have been included where possible.

Most of the case studies are, or will be on completion, large residential-led, mixed-use urban extension schemes that have created entirely new places with their own sense of identity. However, all are different in location, size and level of progress. Each has its own unique set of challenges and opportunities. This gives a range of factors to consider, but sufficient parallels to draw universal lessons on value.

The research found that placemaking does add commercial value. However, there is considerable disparity in the size of the premium, from between five per cent and 50 per cent. This also varies between different dwelling types.

Greater premiums are achievable in areas that already have higher local embedded new-build values. Good placemaking techniques in high value areas can secure additional premiums of over 50 per cent. This can be sustained over the long term as the reputation gathers pace. This was evident in large schemes that continued to sell new-build accommodation at a significant premium over a ten-year build period, as well as on smaller completed schemes that saw above average growth in their re-sales market.

Although placemaking was effective in lower-value areas, it was still evident, with the most successful scheme achieving close to 20 per cent uplift on local new-build competition. This was driven by ambitious design committed to innovative architecture, high-grade materials and a high quality finish. Although this may have produced a higher build cost, it allowed the scheme to become an aspirational place to live within the local and broader market.

The most successful placemaking schemes achieved the greatest uplift on relatively small homes. For example, terraced properties were often more expensive than new semi-detached local homes. This suggests that young families, in particular, are keen to move in and are willing to pay a premium, even if it means compromising on the size of the property. The main influences were the community provision, in particular good schools, extensive public parks and play spaces, and community space that allowed – or encouraged – local community engagement.

The research also suggests that the market for larger executive homes is more open, with more affluent families having a greater choice over location, often preferring a traditional house in a rural area with a lot more space than is typically offered on a new-build estate. However, there were exceptions on some new-build homes, where developers paid particular attention to the size and location of the property to meet expectations at this price, as well as offering more family-oriented community facilities.

On some schemes, certain 'stand-out' plots were able to outperform the rest of the development, as well as the wider market, breaking local pricing levels. This was due to innovative, if not experimental, architecture on these homes. Self-build plots proved popular with buyers. However, they required extensive management by the developer to maintain consistent design across the scheme, and most felt that it did not recoup enough value on the land to be worthwhile.

Another key lesson is the importance of retaining some flexibility in the masterplan, reflecting the substantial delivery period – often more than ten years. This applies to both residential and commercial projects. As the scheme evolves, it becomes increasingly popular to certain demographics and it is important to meet this demand to maximise sales and achieve optimum values. Equally, some schemes found they would benefit from a greater range of homes. For example, smaller units for divorcees, elderly relatives and first-time buyers were often less of a priority than larger family homes. If there was a greater range, greater sales rates could have been achieved. The key is flexibility.

In terms of the commercial and community offering, phasing becomes paramount. Although a critical mass is required to make such provision possible, the general rule appears to be 'the earlier the better'. In cases where these facilities were lacking, or absent altogether, there was also a disgruntled sense of false promises among pioneer residents who had expected more infrastructure from an earlier stage. This threatens the overall reputation of the development, potentially damaging its ongoing marketability. A lack of space for local residents to congregate also makes it difficult to foster any sense of community, leaving some areas feeling like ghost towns at certain times of the day.



Finally, a lack of on-site infrastructure forces car dependency among residents, which many developers have sought to reduce by way of walkable layout and street design. Overall, a lack of community and commercial provision constrains the creation of a good sense of place. The provision of flexible space in the interim, which can adapt as the settlement grows, proved the most successful solution. In addition, the provision of high-quality open space at the start sets a positive tone for the scheme, as well as being a direct benefit to residents.

Collectively, the case studies captured a wide range of architectural styles. Both conventional and contemporary styles proved successful, with the most important factor being that the design responded to the local demand profile. This also applies to the type and mix of community and commercial provision – particularly retail – and again, flexibility to changing demand profiles proved most effective.

Finally, the universal lesson that all the case studies highlighted was the importance of strong leadership within the development team. It appears essential to have a clear vision and ambition from the earliest point. Masterplanners, landowners and developers need to work well together, particularly with the support of the local planning authority, in order to navigate plans through numerous political and economic cycles. While design codes sometimes helped in this regard, it often came down to the individuals involved and the length of time that they committed to the project. 'The whole is greater than the sum of the parts.'

## 3 Key parameters and methodology

### 3.1 Key parameters

Placemaking is a broad term that can adopt various meanings in various contexts. As such, an infinite number of studies could be carried out on this subject, even just in relation to the ‘value’ that it creates, i.e. whether economic/market, social/community or environmental. This investigation is limited to the commercial value derived from residential sales, as a result of what we consider ‘a good place’.

Clearly, what determines ‘a good place’ is a subjective exercise in itself, and very much open to debate. It is not intended to have that debate here, but instead make a series of sensible working assumptions and focus on the commercial lessons. It takes an informed, common sense approach of recognising, simply, where a typical person might really enjoy living (Appendix 1 and 2).

Furthermore, there are clearly limitations in attributing absolute values to certain elements of a scheme. For example, while a house might be purchased for an additional £5,000 if it has a double garage, say, or a view overlooking water there are very few other attributes that carry an exclusive and specific value. Features like street layout, tree planting, public space, community centres, etc. all contribute to the whole sense of place and therefore value, but they are part of an overall tapestry and impossible to unpick.

Therefore these elements are judged as they contribute to the whole, and subsequently how this is reflected in value. So while the data and analysis of the commercial values is robust, the causal relationships behind this and the elements that make the place will inevitably be partly intuitive. This nevertheless still provides a very useful contribution towards the wider placemaking discourse to which further case study evidence can be added, taking account of regional variations.

Placemaking is a concept that spills into a broad range of disciplines and subsequently can lend itself to an extensive technical language. Given that this is potentially a very complex area of study, we aim to be as clear and straightforward as possible. This applies to the methodology, analysis and technical language and will steer us to a set of clear conclusions, which can be of use across a range of disciplines.

It did not fall within the scope of this research to gather information on funding or build costs and the paper does not seek to offer insight into how to optimise site value in this context, and build in profit. This would potentially be impossible to undertake on such a volume of historical development, both in relation to the case studies themselves, and the surrounding new build schemes used to benchmark them. It introduces a large number of

variables that would subsequently dilute and undermine the value of what can be achieved, in terms of understanding end-sales values.

All of the developments were carried out within an evolving regulatory framework reflecting changes in planning policy, climate change agenda and increasing environmental regulation. Many of these policies and associated standards were being implemented through the planning and building control regime, influencing the shape of these developments. In parallel, the market was going through its cyclical pattern, which inevitably impacts on supply and demand. For further information on these factors refer to Appendix 1.

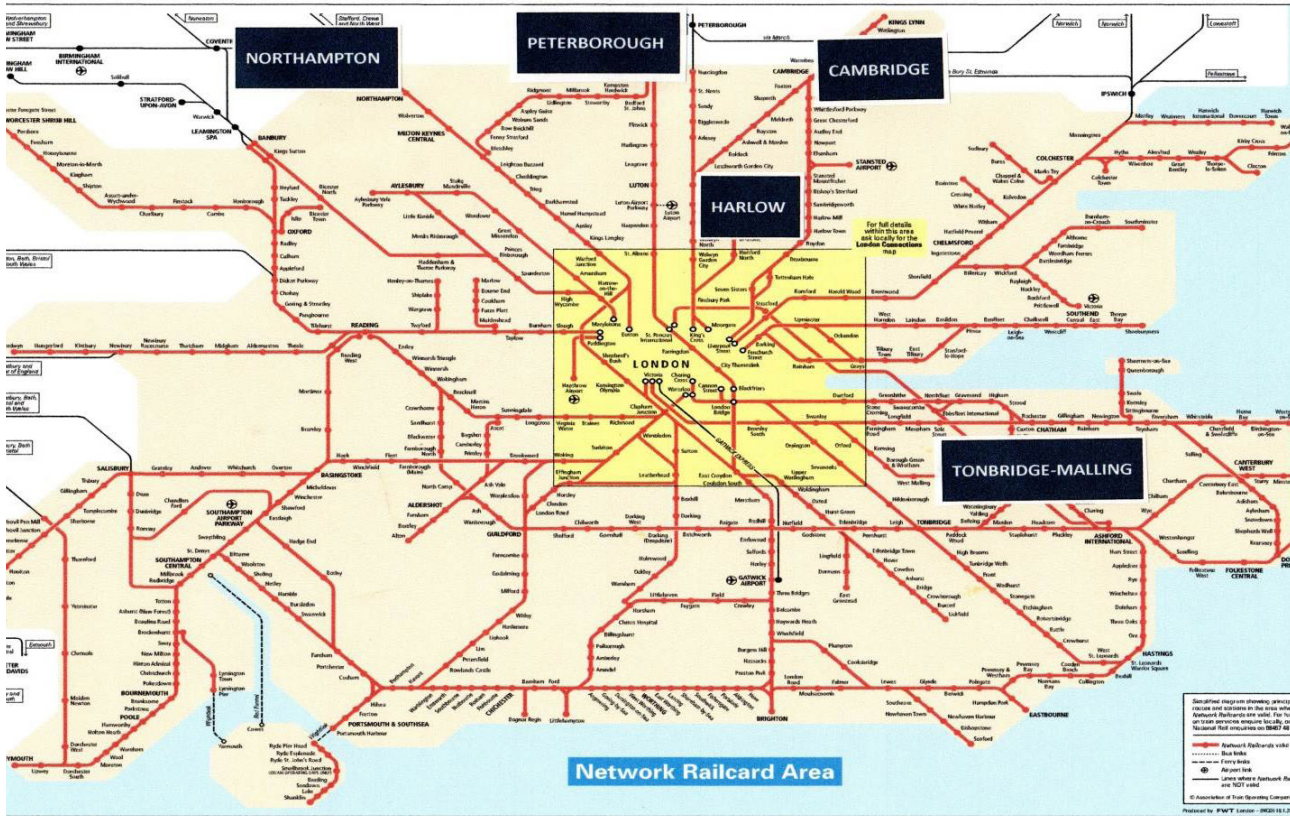
### 3.2 Methodology

The research was based on a case study approach, which focused mainly on five large residential-led urban extension schemes all on the fringe of the London commuter belt. The case studies varied in a number of ways including size, phasing, progress, location and therefore local market conditions. Three are extensions to settlements formerly designated as ‘new towns’. However, all are alike in that they were new and distinct residential neighbourhoods or districts. These wholly new settlements therefore had the same opportunity, albeit in differing conditions, to create a positive sense of place and subsequently a thriving new community. Further longitudinal studies may be worth undertaking to see what happens over a longer time period. Almost all of these developments have been assessed through the old ‘Building for Life 20’ scheme and some have received architectural awards for design quality.

The following case studies were chosen:

- Newhall, Harlow, Essex
- Upton, Northampton, Northamptonshire
- Hampton, Peterborough, Cambridgeshire
- Accordia, Cambridge, Cambridgeshire
- Kings Hill, West Malling, Kent.

In the first instance, desk-based research was undertaken for the period up to 2013 in terms of scheme detail, from inception to completion, collating as much information about the regulatory background and the design and delivery process as possible e.g. Office for National Statistics (ONS) data, planning documents; Land Registry data and other government sources, as well as discussions with key stakeholders. Site visits and interviews with residents and local agents took place to gain further insights as to how successful developments were in the creation of places and their impacts on value.



**Figure 1: Location map of case studies (© Network Rail)**

Based on earlier work undertaken by CBRE, the following elements were used as guiding criteria to evaluate the measure of successful placemaking:

- the development team
- clarity of vision
- quality of architecture and design
- layout
- commercial and community provision
- public and private amenity space
- transport, car parking, accessibility and walkability
- effective community engagement; and
- sustainability.

The use of Land Registry data to explore sale prices for the case study areas comprised every single transaction that happened in the area over time. Every transaction was organised by type of property and by timeframe (from when the scheme first started selling), and then compared with the average values across the wider area (minus the case study scheme) across the same typologies and timeframe. This data was examined in relation to new-build sales and re-sales and accurately reflected how schemes have sold in relation to their local market conditions. Possible connections between successful placemaking factors and the values achieved on these sites within their local market context were then explored.

Public policy encourages good placemaking and housing design, and mandates it through the regulatory system. What this means for the house-buying public, particularly where there may be a shortage of choice, is not always clear. House buyers are engaged in a trade-off between many factors including property, location and price. In addition, the house-building industry is divided between developers with a long-term commitment and those with a short-term outlook, which has an influence on outcomes. This is also the context in which this research was carried out. See Appendix 1 and 2.

## 4 Value and placemaking

In order to distil some universal lessons from the case studies in relation to their placemaking efforts and the impact these have had on value, the matrix below was created and reviewed by practitioners in the sector. The matrix grades each settlement on an ABC basis according to the key criteria identified earlier. These criteria have varying degrees of importance to the success of the schemes.

Furthermore, the schemes do not have direct comparability, given the disparity between their goals, their local environments and the progress that they have made. For example, the ranking for the 'Commercial and community' provision reflects the fact that being five years into a scheme and ten years makes a fundamental difference in this respect. On the issue of 'Effective resident engagement', this was difficult to judge fairly across all schemes. These schemes should all be studied and understood in their own unique way, rather than as a comparative tool. Indeed, the more useful and tangible lessons are in the detail and are drawn together in the following section 'Key lessons'.

However, this broad-brush view does indicate that placemaking on large schemes does accrue a premium over local new-build values. Although there is considerable disparity across property types, and this does mask significant fluctuations, the overall message is that placemaking creates a value uplift ranging from five per cent to 56 per cent. What is also clear is that this premium grows at a disproportionate rate in areas that already have higher embedded values, as Accordia and Kings Hill illustrate. Those around the new towns such as Upton (Northampton),

Hampton (Peterborough) and Newhall (Harlow) have experienced more modest uplift.

### 4.1 Key lessons

All five case studies differed greatly in terms of their vision, their local market conditions, their delivery, the challenges they faced, and ultimately, their outcome. However, there were a surprising number of similarities.

#### Layout

Firstly, the majority followed a similar layout and street pattern, which saw a firm departure from grids and cul-de-sacs, to a replication of the form of settlement which has evolved over time. There is typically a core from which main distributor roads spring, with areas of dense housing interspersed between. The layout feels less formal and implicitly organic, even though it has usually been conceived at a single point in time by masterplanners. This layout is supported by the height hierarchy of the buildings, and the landscaping of the roads, both of which aid the legibility of the place, as well as influence behaviour (i.e. this is a pedestrian area). The consistency in this approach suggests some unanimity within the sector about the appropriate form of development to achieve the placemaking goals of planning policy, in a way which satisfies the commercial requirements of the industry.

	<b>Newhall</b>	<b>Hampton</b>	<b>Accordia</b>	<b>Upton</b>	<b>Kings Hill</b>
The team	A	A	A	B	A
Clear vision	A	B	A	B	B
Architecture and design	A	B	A	B	A
Layout	A	A	B	A	A
Commercial and community	C	A	C	C	A
Public and private amenity space	A	A	A	B	A
Car parking/transport	B	A	B	B	A
Effective resident engagement	B	A	n/a	B	A
Sustainability	B	A	A	A	B
Average value premium	19%	5%	56%	25%	51%

**Figure 2: Placemaking and value matrix. (Source: CBRE/Land Registry)**

## Phasing of commercial and community buildings

Another common issue relates to the provision and phasing of the commercial and community buildings. Although critical to creating a sense of place and therefore desirable from the earliest phases, this inevitably proves difficult because both require a critical mass to ensure commercial viability and/or be triggered by the planning obligations. The lack of provision is probably the most common complaint among pioneer residents and this criticism is still common on the larger scale schemes that should already be well established. Not only does this undermine confidence and miss the opportunity to create a sense of place, it also encourages car dependency. This can set the tone of behaviour on the settlement for future residents, and ultimately undermine the efforts made in the masterplan to encourage walking and cycling to and from the site.

The most successful examples of early community and commercial provision in these case studies have been those that provided some kind of flexible space; for example, Kings Hill offered office space to early residents as a meeting place, which helped spur on the growth of the parish council. This played a key role in enabling residents to engage with the landowners and developers and the creation of 'place' as a whole. We also understand the school at Upton was originally a multi-purpose site, before the settlement was large enough to justify its operation as an actual school. Flexible space and/or pop-up facilities would benefit most of these schemes at some point in their growth, even if it is just a pop-up coffee stand in summer. These can be affordable but still effective at encouraging interaction among residents, which ultimately leads to a sense of community.

In order to create a critical mass and subsequently justify a commercial unit on site, some schemes, such as Kings Hill, have elected to build a large supermarket in the centre. This often relates to additional cashflow issues and in some instances, this portion of the land has already been sold off prior to the current landowners taking over the site, as was the case at Hampton. Although this cannot always be helped, the size of the building often overpowers the rest of the development, while the positioning is then very difficult to turn around and change the dynamic of the central area. Supermarkets are often 'outward facing' due to the car-parking provision, but ideally the retail offering would face the residential offering. It is very difficult to correct this later and therefore difficult to create a commercial zone on site alongside this that will blend well with the residential element to create a village-like atmosphere.

## Green space

Most of the case studies also maximised the potential for open green space on the site and this has been by far the most prominent 'community' offering. This has helped in the early phases, given the relatively low cost. It set an aesthetically pleasing tone to the development, which creates an ideal 'shop window' and gives pioneer residents confidence in the scheme's progression. Furthermore, the use of open space, in its many forms, helps balance the high density levels. Rather than larger rear and front

gardens, the preference has been for usable space that residents can enjoy as a community. Finally, the emphasis on the natural amenities on site, across all of the case studies, encourages residents to engage with nature, the main way in which the developers have promoted sustainable living.

## Sustainability

With regards to sustainability in a design sense, it is difficult to judge eco-credentials that were envisaged at one point in time during the masterplanning stage, against a science and planning background that is evolving very quickly. However, the intentions were more obvious in some schemes than others; for example, Upton put notable emphasis on sustainability through the extensive sustainable urban drainage systems (SUDS) network, as well as in the design of much of the housing. Of particular note was the Metropolitan Housing Scheme, which arguably broke new ground with its innovative and experimental eco-houses. Although substantial premiums may not have been achieved for these, this does not define its importance. It is arguable that these sorts of endeavours benefit the industry as a whole through innovation.

## Architecture and design codes

The choice of architecture on new settlements is a matter of taste; judgment is inevitably subjective. Clearly, high premiums were achieved in developments which had conventional architectural treatment and those with contemporary treatment. However, whatever form is chosen, it is essential that it is in line with the local market and buyer expectations. Newhall provides a good example; this type of contemporary architecture may not suit a location like Poundbury where demand is biased towards traditional homes. Similarly, a neo-traditional development might not suit Harlow.

However, in Harlow, where there has been a dearth of new development, the architecture stood out as creative and confident. The architectural composition, quality of materials and finish ensured these varied design responses did not lose their coherence. Similarly, Accordia was a creative departure from the local architectural landscape. The convincing quality of both the design and materials meant that it was highly regarded both within the architectural profession and by house buyers. The architectural standard at all of these case studies, from the contemporary to the more conventional, creates a high quality of development. In some of the case studies the level is outstanding both in design terms and in terms of its contribution to enhancing value.

Design codes, where they have allowed some degree of flexibility for architects and developers, have generally proved successful. This is potentially more relevant in instances where there is no long-term landowner with continuing oversight of all aspects of the development. Design codes help create consistency across the scheme, but also appear to help the development process by creating a new 'path of least resistance' for developers, replacing the previous model of producing homogeneous standardised dwelling units as the easiest solution. With

the landowner and planners typically already on board, this essentially offers the house builders a site in an advanced state of readiness with much less risk.

### Leadership

Leadership differed on all of the schemes; from a hands-on landowner to a detailed masterplan with prescriptive design codes, to a collaborative exercise. Arguably the latter was the least successful in the case of Upton, as it could not easily respond to changing needs within the development as well as changes in external conditions. The most successful examples of leadership have been by Liberty Property Trust (LPT) at Kings Hill and O&H Properties at Hampton. The direct and continuous involvement of both has meant that they have been able to flexibly steer the developments through numerous challenges.

LPT have been extremely active in engaging with the local residents, and this has instilled a strong sense of ownership from the residents' perspective. Residents at Hampton have been slower to take responsibility themselves. In their absence, O&H Properties has played a pivotal role in ensuring the development remains on course, to create a local sense of community. Newhall also seems to be moving in this direction, although it is too early to judge.

### Enhancing value

With regard to creating value, nearly all of the case studies achieved premiums over their local new-build competition and nearly all saw this value grow as the sense of place developed. The only exception was Upton, which experienced noticeably more volatile pricing trends.

The most interesting lesson to emerge from the value analysis was the fact that, on the most successful schemes in placemaking terms, the cheaper family housing achieved the highest premiums. This suggests that young families, in particular, are keen to live in these sorts of developments and are willing to pay a premium even if they have to compromise on the size of the property as a result. Terraced properties were sometimes more expensive on these schemes than semi-detached properties in the local area. The key is that people want to have access to the benefits of the place. Schools play a major role in this, as Hampton illustrates, but also people simply want to be a part of this sort of community. This value creation was maximised most effectively at Newhall, which concentrated development on terraced properties.

It also suggests that the market for larger executive homes is more open, with more affluent families having a greater choice over location and often preferring a traditional house in a rural area with a great deal more space than is typically offered on a new-build estate. The main exception to this was Kings Hill, where particular attention was paid to the size of the properties, creating a sense of exclusivity.

However, Upton illustrated that there is potential for one-off houses and/or plots to stand out and not only outperform the rest of the development, but also the wider area. The detached properties at Upton bucked the trends in the other case studies by outperforming the local market and breaking traditional price ceilings. This reflects the

architecture and configuration of these homes in particular.

The greatest uplift in value in the re-sales market has been at Accordia, whose reputation has grown considerably since its original conception. This illustrates the long-term potential of creating such a strong sense of place. For example, if Accordia had been the first phase of a much larger settlement, it would be the perfect shop window for future phases, from which the developer would be able to achieve higher returns.

For the longevity of most of these settlements, they would benefit from greater range in dwelling types and pricing. This is most evident at Kings Hill where smaller and more affordable units would provide accommodation for elderly relatives, divorcees and first-time buyers. This is key to maintaining and growing the local population.

Finally, it seems acceptable that the pioneer residents typically purchase at a slight discount; at Hampton this was around ten per cent below local market value, where the properties themselves were not spectacular enough to justify the premium and there was not yet a sense of place. However, this does underline the role of placemaking in later phases. In other case studies, such as Accordia, the early sales were key to setting a good pricing benchmark for later phases, explaining why some of the detached properties were released early. However, this is likely to be easier to achieve on a smaller scheme that will resemble a building site for less time.

## 5 Individual case study results

### 5.1 Newhall, Harlow

#### 5.1.1 Introduction

Newhall is located less than a mile east of Harlow, and about 20 miles north of London. It was initiated by the landowner/developers who, in the form of Newhall Projects, continue to oversee the development. Construction work started in 2000 and there are now around 500 homes complete and occupied. It is a growing neighbourhood that will ultimately house a population of around 6,000 people.

##### Key stats

Total units: 2,800 [c.700 built to date].

Size: 100 hectares

Density: various, with parcels of 35, 44 and 78 dwellings per hectare [dph] for different character areas [average nearby is closer to 31dph].

Affordable housing: 25 per cent.

Key participants: Jon and William Moen [landowners], Newhall Projects Ltd [delivery group], Roger Evans Associates Ltd [REAL] [masterplanners].

Architects: Alison Brooks Architects, Richard Murphy, Proctor & Matthews, PCKO, ECD and ORMS.

Timeframe: Construction work started in 2000 and is ongoing.

Harlow is one of the original new towns constructed after WWII. While innovative and carefully designed at the time, much of this housing was originally intended to be temporary (and generally social) housing. However, there has been little change since and the accommodation is now relatively dated. On the whole, Harlow has lacked investment and development and, as a result, has struggled to keep pace with wider economic growth. The residential market subsequently underperforms relative to the rest of the region, and part of the challenge at Newhall was to create a new place with a distinctively different character that could attract buyers from further afield, as well as from the local market.

Although still in its early stages, the Newhall scheme has already differentiated itself from its local context with its original architecture.

#### 5.1.2 Scheme assessment: positives

While the use of distinctive architecture as a means to create a unique settlement was not the easiest of approaches to implement in the early stages of delivery, it succeeded in its ultimate aim. The development has become a distinctive settlement, and an aspirational place to buy property within the context of the local Harlow area.



Figure 3: Plan of Newhall (© BBC) (Not to scale)

The initial masterplanning stages were extremely detailed. In the first parcel, six developers were invited to submit tenders, with indicative house designs. The third parcel of housing was opened up to architects via a design competition, for a developer to then choose a scheme. However, Newhall Projects considered most of the responses too conservative and many developers considered them too risky. Some major housebuilders withdrew and ultimately, Barratt Homes delivered the first phase in the form of a relatively standard development on half of the parcel of land originally allocated, to further limit exposure.

The design restrictions raised issues with some housebuilders, mostly driven by the more risk-averse financiers backing the scheme. However, Newhall Projects remained committed to their original ambitions and took a more uncompromising approach, thereafter deciding to nominate their own preferred design and developer, again through a competition. For the later phases it was decided Newhall would agree the scheme before a developer came on board, in order to ensure the standards and aesthetics originally sought in the masterplan. The parcels of land were also reduced in size to achieve a finer grain development.

There were also some issues in holding developers to the agreed plans during the construction phase, but most were reportedly resolved via legal agreements, and a few further setbacks in the early construction stages, owing to a skills shortage in the area and, possibly, the prescriptive set of materials used in this instance.

However, despite the difficulties in implementing the design codes and realising their architectural ambitions, it appears to have been successful. The first cluster of housing was met with a very warm reception, both within the design community and local residents. The scheme won a number of architectural awards and was considered 'a new blueprint for suburbia'.

Locally, it is considered an aspirational place to live. A survey undertaken by Newhall Projects indicates that people from the area have been impressed by the different look and feel of the development. Its reputation beyond the local area has yet to be tested but the fact that the initial phase has been so successful, and that there is a clear sense of place already established, should benefit future phases.

It is evident that residents of Newhall – the longest-term being ten years – feel a strong sense of pride and ownership over their neighbourhood; both the public and private space is very well kept.

Although it is almost impossible to attribute the sense of place created to one particular attribute, it is probably largely down to the distinctive design, particularly in the local context. Existing local housing consists of predominantly post-war council stock, much of which has been bought through Right to Buy, as well as the more recent estate, Church Langley, which is typical 80s/90s-style generic housing. Newhall very clearly creates something new; there is nothing like it in the local area and the strong commitment to quality and materials, together with the attention to detail in the public realm, helps create a coherent settlement that is both practical and aesthetically pleasing.

The success of Newhall's design can be attributed to the architects themselves, the developers who took the risk, and the original masterplanners and landowners who created the vision, particularly Newhall Projects, who persisted and ensured that this vision was realised, despite a number of challenges. In establishing the overall masterplan, the detailed designs for each parcel, the support of the local council and the confidence that the settlement itself will be well maintained, Newhall Projects created more sophisticated immediately buildable plots. Crucially, the additional build costs are subsequently recouped at end-sale receipts.

Newhall Projects benefitted from a great deal of local support, particularly from the council, which ultimately helped smooth delivery. This level of backing from the outset was critical to the initial planning consent, as well as the subsequent detailed permissions that were then streamlined.

The absence of local opposition to the development was also an advantage for Newhall Projects and there is a feeling that further development in and around the town is inevitable. In addition, Newhall is a self-contained site that does not overlook other housing estates. The lack of opposition has helped smooth the development process, but it should be noted that only c.500 units have been built; there is potential for new residents to offer objections to later phases.

### 5.1.3 Scheme assessment: negatives

Car parking is always a contentious issue, in terms of amount and arrangement, as attempts are made to align the aspirations for a car-free environment with the realities of modern life. This is made particularly difficult when the surrounding infrastructure does not support these aspirations.

In terms of car parking at Newhall, most residents have garages and parking spaces at the rear of their properties. However, these are not always used, with most people preferring to park in front of their property, often on grassy verges that were not designed for this purpose. This is particularly the case in The Chase, the central boulevard in the current phase. It also occurs when garages are provided at the front of the property, as they are used more frequently for general storage. This is a difficult paradox, particularly as on-site agents note that not providing garages can deter some purchasers, especially on larger plots.

There is reportedly less congestion and less of a cluttered street scene on the plots where parking is provided on allocated spaces at the front of the property. The villas are good examples of this, as they have two double spaces at the front of the property rather than a garage or rear car-port space.

Furthermore, the car-free aspirations are made virtually impossible to realise given the lack of community and commercial provision on site, as well as the very poor bus links. Although there is a bus stop close to Newhall, there is no shelter, seating, timetable, or frequent service.

There are plans to deliver a substantial community and commercial element to the site, but much of the latter hinges on the viability of the commercial units once the number of residents living on site reaches a critical mass. However, the lack of such provision is noticeable. There is no common area for residents to meet each other and establish a sense of community. Furthermore, it sets the behaviour on site as highly dependent on cars. Although there is potential for both of these to be corrected as the commercial and community provision is established and the settlement in general grows, there is always a danger that the tone has been set.

However, despite the lack of infrastructure to support a car-free environment (which could change as the settlement grows), it does feel more pedestrian-friendly than car-friendly. The permeable street pattern, with soft kerbs and subtle street-calming measures, creates a quiet and pleasant atmosphere that feels safe. Therefore, in design terms, the development has laid the groundwork and could still meet its aspirations once the supporting infrastructure is in place.

Apparently, there were issues initially in relation to the streetscapes, which were considered unconventional by the Highways Officers at Essex County Council. They resisted ideas like the single-surface roads and pavements, narrow streets and trees in the middle of the streets for traffic-calming effects.



### 5.1.4 How commercially successful is Newhall?

As discussed, Harlow has historically low house prices compared with the national average, at £190,820 across all types of properties (Land Registry, Q1 2013). This is 20 per cent below the England and Wales average, at £239,295. In Newhall, average values are currently £233,050 across all types. At 22 per cent above local embedded value, this brings the settlement more in line with the rest of the country.

Historically, Newhall has always achieved well in excess of local values; indeed, this was part of the scheme's ambition, particularly within the context of generally low quality stock across the rest of the town. Looking at annual figures over the past ten years, Newhall has been achieving an average annual premium of 37 per cent. However, this encapsulates both second-hand properties and new build. Given that the latter generally achieve a premium and Newhall is predominantly selling new stock, a premium could be expected.

Looking at just new-build sales, this premium has been closer to 19 per cent. The 18 percentage point difference between the premiums really highlights the dearth of quality new-build stock in Harlow and how ripe the town was for this quality of housing. However, the fact that new homes in Newhall maintain a 19 per cent premium over other new builds in the town also demonstrates the uplift from creating an entirely new place, and the impact that both quality development, plus a positive reputation, can have on increasing values.

However, Newhall's premiums have not been consistent across all property types. For example, in some years, detached properties have performed more strongly in the wider area than they have in Newhall, and overall have actually sold at an annual average discount of 0.4 per cent (new build). This is based on a small data sample, given the limited volume of detached properties at Newhall, but indicates that larger family homes are potentially more popular in the more rural surroundings, where they can offer more space and a more traditional product. The detached properties at Newhall are still nestled within a fairly dense environment and may not meet buyer expectations over a critical mass. This also suggests that there is a price ceiling at Newhall. The most expensive new build detached properties are in the region of £450,000, compared with closer to £680,000 in the surrounding area.

Looking at the local market and where the bias of demand is, it is no surprise that most of the development at Newhall concentrated on smaller properties; terraced and flats. Looking at the annual averages for terraced properties (they can be sporadic from year to year given the size of the data sample and therefore depend on the individual house types offered), new builds overall in Newhall achieve 30 per cent more; for flats, this figure is 24 per cent. It is understood that 94 per cent of the scheme comprises terraced homes and flats, so in this respect Newhall Projects have matched local market demand and maximised the potential for return. Rather than seek the highest possible values on the scheme, Newhall Projects recognised the potential price



**Figure 4: Housing, Newhall**

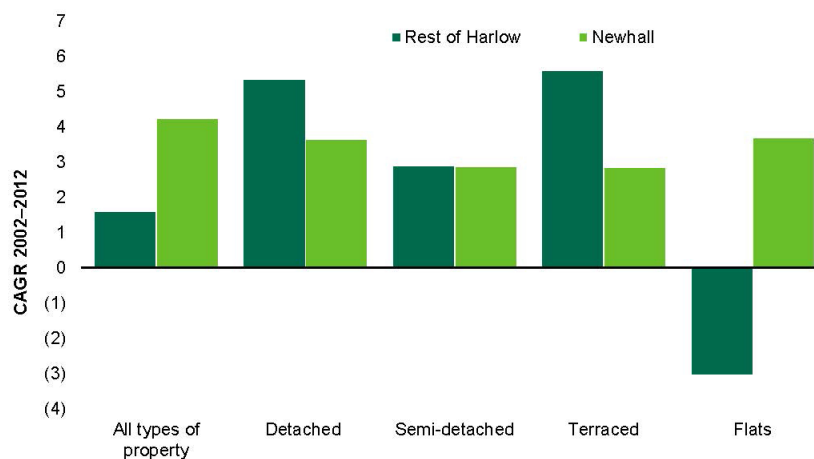
ceiling and subsequently found the right balance between affordable and aspirational, and ultimately where there was more room for uplift.

Looking at how both markets have performed over time, it can be misleading to compare one point of time with another because they will not be direct comparisons; for example, more of the larger units may have come onto the market in one year, and the smaller units another. Therefore it is simplest to look at the compound annual growth rate (CAGR) by property type, and just in the new-build market. Across all property types, Newhall has experienced a CAGR of 4.25 per cent compared with 1.61 per cent across the rest of Harlow over the ten-year period.

By property type, Newhall saw the greatest appreciation in the flat market, at a CAGR of 3.7 per cent, compared with -3.1 per cent in the wider area. The flat market across the rest of Newhall has been much more volatile over the last ten years, and proved particularly vulnerable during the recessionary years, most likely a result of a number of forced sales and repossessions.

While generally positive, Newhall has not outperformed the wider area in terms of its average annual growth rate in the larger properties. This could in part be due to the higher initial price point, from which they would not continue to grow exponentially. It is also highly related to the timing of each type of housing, whereby the homes that can potentially achieve higher values are released earlier, in order to set a benchmark.

Overall, Newhall has achieved its ambition of creating an aspirational settlement, particularly from the perspective of those already living in the area. The quality and distinctiveness of the architecture has helped build a strong reputation that has also attracted residents from further afield, particularly London commuters. Although the scheme does not yet have all the planned facilities in place, especially with regards to the community and commercial services, the development has had a strong start, which is reflected in the value uplift achieved so far.



**Figure 5: CAGR for Newhall (Source: CBRE/Land Registry)**

### 5.1.5 Planning/housing

The structure plan allocated 5,450 new dwellings to Harlow for the period 1996–2011 to be catered for in ‘a sustainable fashion, meet the housing requirements of government guidance (PPG3)’ (Harlow structure plan). A density range of between 30 dwellings per hectare net (dphn) and 50dphn was sought, together with a high quality of design and layout.

Newhall was designated a strategic housing site and a masterplan was required to maintain continuity within the development. The new neighbourhood was indicated for development beyond the plan period and provided the developers with an assurance that the Council was committed to the long-term development of the area and to provide certainty for the determination of planning applications. A 30 per cent affordable housing requirement was included in the policy, with the presumption that provision will be made on site. Affordable housing provision at this stage is approximately 25 per cent.

The adopted supplementary planning guidance of *The Essex Design Guide for Residential and Mixed Use Areas* and its companion guide to *Mixed Use and High Densities* plus Harlow District Council’s *Common Guidelines for the Alteration and Extension of Domestic Property* were used to enable and assist with planning control and design issues.

### 5.1.6 Assessments and awards

The scheme was assessed prior to construction under the Building for Life 20 evaluation approach and was an award winner in 2003. The development was described in the following terms:

*‘Designed to be full of incident, the elevational treatment uses a variety of massing, detailing, materials and colour. Plan forms are simple, with an emphasis on quality, light and space.’*

In 2014, housing designed by Alison Brooks Architects was shortlisted for the RIBA Stirling Prize, further underpinning its credentials in housing design.

### 5.1.7 The team

The landowners were essential to how Newhall was conceived and still remain key to how it is evolving. The family originate from the local area and have demonstrated a commitment to quality development in Harlow.

Acting through Newhall Projects Ltd, Roger Evans Associates were commissioned in 1992–1993 to begin the masterplanning process. This took a number of years, mainly because of the local planning process. Subsequently, a number of architects have been involved on individual parcels, including PCKO, Proctor and Matthews, Richard Murphy, ECD, ORMS and Alison Brooks Architects. Harlow District Council has been fully supportive, and remains a critical participant in the planning and design process.

### 5.1.8 The vision

The negative perception of Harlow has led to it being earmarked for wider regeneration. This places certain constraints on what may be achievable in terms of housing style, mix and specification. The developers nevertheless felt the location provided an opportunity to do something unique and were explicit in their long-term commitment to the Newhall project, as well as their overall ambitions.

Three key principles dominated the overall vision:

- **Design:** This is probably the most defining characteristic of Newhall and its ongoing evolution. Firstly, aesthetic quality and distinctiveness was a priority, and this is clear from the sectors that are now built out. It offers something very different to the rest of Harlow, while still offering stylistic references to elements of the town’s history. Secondly, the developers were keen to establish the look and feel of the settlement early and define it in strict design codes, so that the overall development would be coherent. With an already established layout, colour palette and choice of materials, architects and residents must abide by fairly strict guidelines, although there is some flexibility to encourage creativity.

- **Community:** The goal is a place with genuine roots that will grow and flourish over many years. Critically, the main facilities are intended to be located in the centre of the development within easy walk for all residents, similar to traditional neighbourhood concepts. However, the majority of these facilities have not yet been provided, with present services comprising a Montessori pre-school, a small local shop and a hairdresser's.
- **Nature:** Gibberd's original plan for Harlow included a network of green wedges, a principle Newhall aims to replicate. However, rather than creating arbitrary spaces, it was thought that nature should be integrated in a more meaningful and consistent manner, respecting the existing landscape, habitat and appearance. As a result, 40 per cent of the site is green space.

Finally, there was a clear intention that the place 'read' well; it should be logical with constant points of reference, as well as be capable of offering fresh discoveries.

### 5.1.9 Architecture and design

Following these key principles, Roger Evans Associates devised the masterplan, which splits the site up into relatively small parcels of land, typically comprising around 100 units each. The chosen architects and developers of each parcel are then required to work alongside Newhall Projects to ensure that the strict design codes as set out in the masterplan are adhered to. These relate to lighting, paving, materials, colour palette and planting. These requirements are then imposed following the sale of the land via a covenant. It is also expected that the plots seamlessly fit together; this is often achieved via the use of public space in between the schemes, such as the Barratts' Maypole Green and Cala Homes' Cala Domus.

Construction costs have subsequently been higher at Newhall compared with new schemes elsewhere in Harlow, but these have been reflected in the sales values. Crucially, land values have not suffered as a result of the design approach and associated codes.

The features outlined in the design code have been chosen partly to reflect local heritage and partly to ensure consistency and coherence both aesthetically and in terms of quality.

### 5.1.10 Layout

In terms of the layout, the commercial and community provision is intended to be centrally located in order to encourage residents to actively live within the settlement, rather than travel outside for their everyday needs. A more central hub will also mean residents are less car-dependent. However residents are now obliged to shop off site, establishing patterns of usage which may be difficult to change in the future.

The street treatment encourages walking and cycling in more direct ways; soft kerbs, the lattice-like street pattern and consistent tree planting make the place much more amenable to walking over driving. The scheme also resists traffic-calming signage, speed bumps and pinch



**Figure 6: Housing on 'The Chase'**

points. Instead, it applies a subtler adaptation of the street to discourage high speeds, such as raised pedestrian platforms or bound-gravel at junctions, informal courtyards, small squares and varied pavement levels, all of which indicate that it is a pedestrian area.

Street legibility is a priority and the height of the buildings creates a clear hierarchy. Taller buildings are more centrally located, which helps aid a logical movement through the site. More unique buildings are placed on corners, functioning as signposts for visitors. The central 'spine' of the development – The Chase – is a relatively formal tree-lined boulevard, with a defined edge and three-storey buildings on both sides. This creates a distinctive 'central' route that can be returned to easily from the various secondary streets that lead off it. These streets are mainly based on mews-type streets. Cul-de-sacs have been avoided.

### 5.1.11 Density and housing mix

Given that 40 per cent of the site is to be maintained as green open space, there has been considerable pressure to increase densities in the housing plots themselves. According to the character of the plot, this ranges from 35dph to 78dph, and compares with 31dph as an average for the wider local area.

However, Newhall Projects were determined to move away from repetitive, characterless housing development and instead have tried to consider the relationship of the houses to each other, aiming to soften the impact of their proximity by subtle orientation and design. The orientation of the properties also helps provide privacy for residents and reduce uniformity across the scheme. The emphasis on integrated green space also helps to dilute the impact of the higher density.

There is an attempt to create diversity through a natural mix of housing. This also provides choice and a more interesting street scene, and is amenable to facilitating the distribution of social housing throughout the development in such a way that it is indistinguishable from market housing.

### 5.1.12 Public and private amenity space

Open space was a key priority in the masterplan and this has manifested itself in the form of a generous mix of green space. This includes large multi-functional green spaces for sports, landscaped greens and squares for more ad-hoc social space, dog walking and running tracks, and community orchards, as well as some 'natural' spaces such as the woodland areas and mini nature reserves. No resident will be more than 60m from open public space.

Public amenity space has taken priority over private amenity space; very few homes have front gardens, and all rear gardens are notably small.

In terms of management, responsibility for streets and footpaths has been adopted by Harlow Borough Council. Meanwhile, the Residents' Association maintains the green spaces and street trees. Residents across all tenures pay a service charge of £200 a year for maintenance, but this also includes broadband and cable TV.

### 5.1.13 Commercial and community provision

Although the important role of commercial and community services provision is acknowledged, very little has been delivered to date.

There are some commercial units complete, but only two are operational so far – the corner shop and the hairdressers. With only 500 units currently complete, the scheme is not thought to have reached the point where further commercial units are viable.

There are detailed plans for a community centre, which should be built once surrounding infrastructure works are complete. There will also be a doctor's surgery, primary school and more retail provision.



Figure 7: Courtyard space, Newhall

### 5.1.14 Sustainability

There is significant emphasis on nature at Newhall, and integrating 40 per cent natural open space was central to the masterplan, in order to 'balance the needs of nature and people'. As such, there is a strong emphasis on conserving the existing natural habitats and protecting rare species.

A number of subtle but environmentally conscious attributes have been designed into Newhall, including natural shelter belts, sustainable urban drainage systems, orientation for solar gain, as well as encouraging walking and cycling over car use.

There is a focus on waste reduction, reuse and recycling and the buildings are intended to be adaptable, to accommodate changing circumstances and lifestyles, and therefore promote the longevity of the development.

### 5.1.15 Resident participation

Part of the original intention was that once development is complete, the residents will play a large role in running the neighbourhood. To engender this, a Residents' Trust was established at the outset, which has had an ongoing role in the management of the neighbourhood, creating a sense of ownership among residents.

In addition, a large number of homes are designed for live-work use or home-working which, combined with small-scale employment developments, will ensure that there is a resident community present throughout the working day. This will have a significant impact on the sense of security around the development, as well as the overall atmosphere.

Given that the commercial and community offering has not really been brought into effect yet, there is no on-site employment.

### 5.1.16 Car parking and transport

Provision of parking at Newhall is a growing concern, particularly in high-density locations. All units have at least one space, and many have two. Newhall has adopted the rear car-port approach on The Chase, which allocates parking to the rear of the properties, and is intended to create an uncluttered, pedestrian-friendly street scene. Some units offer garages, while others, such as the villas, have two parking spaces at the front of the property instead. There is also visitor parking. Frontage parking is provided elsewhere.

There is the intention to have a quality bus service/rapid transit system into Harlow town centre and railway station but this is currently not in place. There is, in addition, growing contention about the parking of small commercial vehicles and enforcement by the management company against them. The absence of public transport and the need for additional car parking in a relatively high-density development is likely to impact on future demand.

## 5.2 Hampton, Peterborough

### 5.2.1 Introduction

Hampton is located in Peterborough, just south of the city centre, and will create the city's fourth township. It is wholly owned by the parent company O&H Group, who reworked the masterplan in the late 1990s and have been on site since. Ultimately, the settlement will provide 7,000 new homes within four neighbourhoods; state-of-the-art education and community facilities, as well as over 12,000 jobs within the retail, commercial and industrial areas.

Peterborough has been identified as an economic hot spot. A significant number of online retailers have moved to the area recently and have subsequently created around 1,400 jobs for local people. It is well located, both logistically and geographically; has a diverse and relatively young workforce, and a robust infrastructure, and the population has just increased again from significant inward-migration.

The strength of the local economy is a huge advantage for a settlement the size of Hampton on a number of levels. It supports the housing market, and also provides future growth in employment, so that new residents will

#### Key stats

Total units: 7,000 [c.4,500 built to date].

Size: 2,500 hectares [brownfield].

Density: Ranges from 8dph to 111dph [8dph was for seven large designed home-build schemes and 111dph is at a care housing scheme; both are extremes. Most range from 20dph–91dph. Average overall = 36dph.

Affordable housing: Average 15 per cent provided.

Key participants: O&H Properties Ltd, David Lock [masterplanners].

Timeframe: The first roads were built in 1994–95; the first two residential plots commenced in 1997 by Wimpey and Westbury, and the first school was built in 2000.

be attracted to the settlement from further afield; a critical component to sell over 7,000 homes.

In terms of local housing stock, its character reflects Peterborough's industrial roots, with considerable swathes of terraced housing. It also reflects its new-town status and the rapid increase in development it underwent in the 1960s. Hampton is the only new settlement of this scale in the area. The area generally experiences lower values and lower house price growth than some of the other case studies that are based in more affluent parts of the south east.



Figure 8: Aerial view, Hampton (© David Lock Associates)

### 5.2.2 Scheme assessment: positives

The standard of local schools is often a key driver for house buyers and Hampton succeeded by establishing a particularly successful school with a far-reaching reputation, attracting more families to the development than originally anticipated. This was partly because developers delivered the schools via s. 106 agreements, not just by offering a commuted sum. As a result, the schools were delivered to a much higher standard than usual, presenting a significant market advantage.

The hands-on approach of O&H's team has been an important factor in its success together with the continuity of personnel in the developer team. This level of involvement has enabled a flexible common-sense approach to the ongoing design process, planning discussions, and delivery of large-scale infrastructure. This level of continuity and consistency over the 10–15 year timeframe was particularly beneficial as there were a number of staff changes among other bodies, including six planning officers, four Natural England officers and three wildlife officers. Without this level of consistency, at least within O&H, the original vision might have been lost.

Some of the main challenges posed by the site that have created considerable additional expense and delay are ecological. Given the natural conditions of the land, it has taken an average of ten years to reform the contours and create the lake edges to maintain a natural appearance. However, these have also become the development's greatest advantages and a hugely successful feature of Hampton.

The on-site management and maintenance has been highly successful; the area is evidently well cared for and there is a vibrant sense of place. However, this has been entirely driven by O&H and handing over the reins is starting to become an issue. Although there are clear 'trigger points' at which commercial and community infrastructure can be delivered, there is no clear point at which the local

community can take ownership for themselves. Now that a parish council has been created there is a chance that this may occur, but from the developer's perspective, this is now a rolling cost. However, on balance, it is still creating an attractive 'shop window' for forthcoming phases.

### 5.2.3 Scheme assessment: negatives

The experience of navigating individuals through self-build plots was much more time and labour intensive than the experience with the housebuilders, who were delivering around 100 homes per site. This proved somewhat disproportionate, given that the self-build process only delivered 12 homes in total.

The infrastructure costs for such a substantial settlement are unsurprisingly high. The phasing of this – and inherently the payment – is inevitably challenging. In some circumstances, the payment and installation timings have worked well, such as the schools, which were triggered by housing supply but the main road junctions had to be delivered at the earliest stages, which meant a large up-front cash sum, even though the scheme would not be at capacity for another 30 years. This has also been the case with sewage works, in that all of it has to be configured at the time when the first house is occupied. Although some of the up-front payments are unavoidable, the timetable of others could be looser so that they do not compromise the immediate phases.

O&H experienced other challenges in that the development has consistently attracted too many families for the infrastructure it sought to provide. As a result, there have often been more applications than school places. However, O&H have been highly responsive and extended the schools quickly to adapt to these needs.

Although O&H can steer the demographics to some degree, via the typology of the housing, this is limited. A mid-size house is commonly an aspirational home for all groups of people. In this case, the development was hugely popular with families, particularly as the buy-to-let market was strong during the early phases, so families could move in straight away and enjoy the local community facilities.

While O&H maintain considerable control over the settlement as a whole, they have relinquished control over some elements. The schools are a good example; these benefitted from considerable investment and have been designed and built to a very high standard. One school has a David Nash sculpture in its grounds, as well as an amphitheatre and state-of-the-art gym. This was originally intended to be used by the whole community but now, in reality, the governors do not want to share the facilities. In retrospect, it may have been preferable to have maintained control of these facilities and allowed the school to use them, or passed them over to the school if they were not being used by the local community within a certain timeframe.

The positioning of the commercial and residential elements is not ideal and they are proving difficult to integrate with one another. The initial retail plots were sold off prior to O&H taking over the land and this is when the large retail park was established. This is extremely prominent in both scale



**Figure 9: Lake view, Hampton (© David Lock Associates)**

and positioning. Being well established and inward facing, it is now very difficult to 'turn around' and integrate with the wider district centre and surrounding residential element.

### 5.2.4 How commercially successful is Hampton?

As another new town, Peterborough's residential values are also well below the national average, at £160,045, compared with £239,295 across the rest of the country. This sets a modest tone for residential development at Hampton, requiring a range of housing at all affordability levels. Average house prices on the development are currently £156,960; marginally below the wider borough average.

However, Hampton has outperformed the local market over the past decade, achieving an average annual premium in the region of 34 per cent. This again reflects the dominance of new-build stock, which generally tends to carry a premium. Comparing like for like, new-builds on Hampton achieve just a 4.7 per cent premium.

It should be noted that average annual values have never broken £200,000. This indicates that the design and quality of the homes are not going to be exceptional, and also that affordability is a key constraint for most buyers. On this basis, the premium can largely be attributed to the place itself.

There is a large variation across property types, which highlights a distinctive buyer profile at Hampton. New-build detached properties have been achieving around the same at both Hampton and across the rest of Peterborough, with an (average) ceiling of around £270,000. However, new-build semi-detached properties have been achieving a nine per cent premium at Hampton, terraced properties an impressive 118 per cent premium and flats three per cent. However, affordability constraints mean that the most popular properties are the smallest possible family properties; suggesting that the most important driver

is simply getting onto the settlement, potentially at the expense of the size of the house, i.e. terraced properties at Hampton tend to be more expensive than semi-detached properties across the rest of Peterborough, but buyers still choose Hampton.

There is a broad mix of housing at Hampton. Although they appear most popular, only 26 per cent of all new-build property sales have been terraced houses. Interestingly, detached properties have made up the largest proportion of sales, at 36 per cent.

Looking at how both markets have performed over time will identify the CAGR across all types of houses, but this masks a number of phasing issues. Again, average growth rates have not matched those across the rest of Peterborough, with the exception of the terraced homes market. Average values of terraced properties have increased by 2.82 per cent in Hampton per year, compared with 1.42 per cent across the wider area. The opening of the schools and the growing reputation of the settlement as a whole most likely drove this growth. In contrast, as the settlement establishes itself as a ‘family environment’, the prices of flats have not kept pace, falling below £100,000 over the last couple of years.

Overall, Hampton’s residential performance has remained broadly in line with the wider borough, and house prices are still fairly similar as at 2013. However, the premium for terraced properties is striking; new builds average 118 per cent and this premium is still maintained in the second-hand market, with terraced re-sales at Hampton selling for 51 per cent more than those across Peterborough. This highlights the main pool of demand at Hampton: those who wish to buy a family home, but for the least amount of money (compared with semi-detached, detached) simply to get onto the development. This is probably because it is a very family friendly environment, but demand will also

be supplemented by first-time buyers and downsizers. Terraced properties are versatile properties for all types of residents, but are the lowest entry point. Overall, this demonstrates the success of the scheme in creating a successful place that people want to be a part of.

### 5.2.5 Planning policy

The Cambridgeshire structure plan provided for extensive housing expansion in this location. The Hampton development plan recognised a need for flexibility in the precise location of various land uses in order to accommodate changing circumstances or unforeseen eventualities as implementation proceeds. The local plan also recognised the potential to deliver a higher number of dwellings than the 5,200 provided for. This increase was intended to make best use of previously developed land and to increase densities in sustainable locations.

To facilitate the most effective long-term planning of Hampton and to enable the most efficient provision of infrastructure, the city council proposed working in partnership with the developers. This was with a view to increasing the ultimate scale of the residential development.

New residential development throughout the plan area was proposed to be undertaken at the highest net residential density compatible with the character of the area and with the objective of minimising any detrimental impact on the amenities of occupiers of any nearby properties. A proportion of low-density houses to meet demand at the top-end of the market were also intended to be provided for, as part of a package of measures to attract businesses and their managers.

Design guidance was introduced, elaborating on existing council policies to encourage the efficient use of land and to promote long-term quality in new housing design.

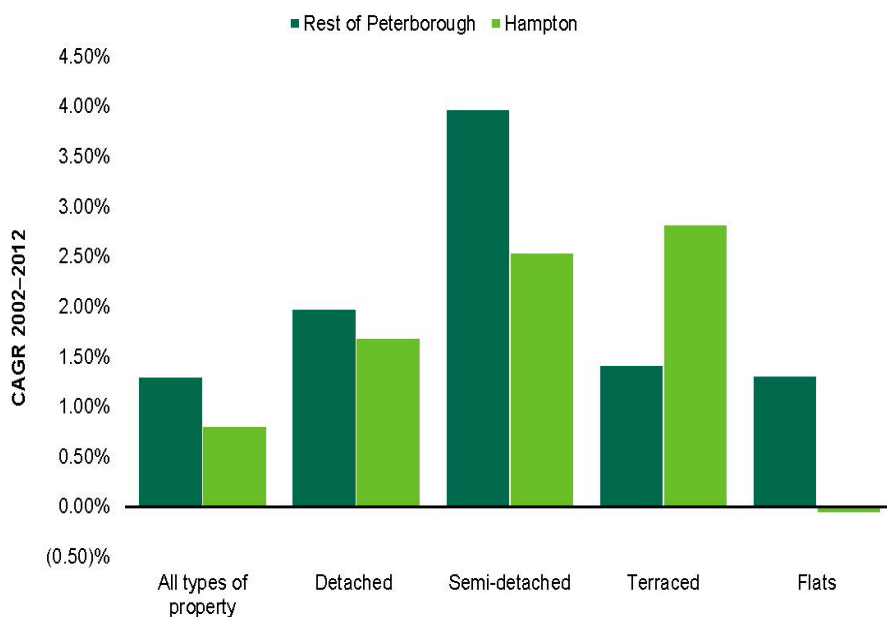


Figure 10: CAGR for Hampton (Source: CBRE/Land Registry)

### 5.2.6 The team

O&H Properties are both the landowner of the entire site and the main delivery manager. They are a private company with special expertise in brownfield development, having bought 10,000 acres of brownfield land across the UK in the 1990s.

O&H Properties bought the former brickworks site from Hanson in 1998 and set about reworking the planning consent to increase the proposed density and deliver an additional 2,300 homes. David Lock Associates were the chief masterplanners and have remained involved throughout the process, with Peter Brett Associates as the civil engineers. A range of architects have been employed on the various individual plots.

From its initial conception the project has been headed by O&H's on-site manager, who established and maintained the design and cultural ethos of the delivery process and has had a very hands-on involvement ever since. Because of this, O&H have been able to operate a relatively streamlined team. This has allowed for a much more effective implementation of plans, particularly as they inevitably evolve to adapt to changing environments. In practical terms, this translates into monthly meetings with leading engineers, consultants and city council representatives to resolve single issues that might relate to a specific environmental or road concern. There are also six-monthly meetings with the senior staff members at O&H and the Chief Executive/Senior Officers at the local council, to ensure a consistent approach and anticipate potential for future problems.

### 5.2.7 The vision

After O&H acquired the land in 1998, the main objective was to revise the planning consent to maximise developable areas, review densities, and therefore improve the potential for returns. The densities were revised upwards from 25 homes per hectare to 32 homes per hectare, and the balance between housing and employment land created space for an additional 1,700 homes. However, the proposals were also reworked in a number of other ways, in order to create a more balanced residential community.

It was originally intended that the development be more separate from the city of Peterborough, as an isolated commuter district, especially as the first wave of residents were likely to be London commuters. The dominant Serpentine Road was meant to split the residential component from the large commercial zone, as well as the main city. However, this approach did not seem to take advantage of all the attributes that Peterborough has, particularly in relation to its history and present-day amenities. The scheme was revised by the masterplanners to focus on becoming more integrated with the city.

High priority was also given to making the most of the existing natural features of the site, to create new (and strengthen existing) identity and reputation. This particularly applies to the lakes and historical brickworks. For example, the lakes and general water system on site hold most of the water for the area, but also create large-scale amenity features and practical usable space for the residents.

The masterplanners also revised the volume and distribution of the commercial space on the development so that it did not overpower the residential element. The aim was an integrated community.

### 5.2.8 Architecture and design

Some of the design codes were set out during the initial masterplanning stages, but it was felt that these were too prescriptive and that, in reality, the market was sufficiently capable of dictating good design and steering aesthetics. In this market-led approach, there was an expectation that developers would naturally deliver the best product they could for the likely returns (within the constraints of viability). Furthermore, the fact that each housing development plot was fairly small – ranging from 50 to 150 units – was intended to minimise the risk of developing monotonous housing across the entire settlement. Therefore, the style of the development evolved organically, with the main restrictions for developers being in the structure of the street layout. The only consistent elements of design detail that have been instilled by O&H Properties are the streetlights and the road signs.

There was a desire to maximise existing natural features within the site as well as create natural landmarks, as opposed to creating architectural landmarks. These now comprise numerous generously sized lakes, as well as large-scale reforming of the landscape and public squares.

Development sites at two locations have been allocated for self-build, one comprising eight homes, the other four. It is intended that more will be made available as the development evolves.

### 5.2.9 Layout

The commercial and community provision is centrally located in each neighbourhood. This is to encourage residents to actively live on the settlement, rather than travel outside for their everyday needs.

The layout seeks to be more organic and informal, rather than a formal grid-block, allowing for the integration of incidental open space into the streets. In addition, the road network has been designed so that a natural landmark (such as a hill or a lake) assists with way-finding and street legibility.

Development of such a large site, with residents in occupation while later phases are still being constructed, has required careful management. There has always been a separate access point for residents and for construction vehicles. This is intended not just to maintain the enjoyment of the new settlement by residents, but to also provide a safer environment.

### 5.2.10 Density and housing mix

In revising the masterplan, one of the main considerations was to increase the density on the site. While this has been achieved, there are still extensive areas of open space, particularly the lakes.

On some parcels of development, affordable housing was only 15 per cent. This was considered an ideal proportion,



because at this point or below, it can be fully integrated and in many ways invisible.

With regards to housing mix, a number of retirement units for elderly residents have been provided, as well as some single-level specialist housing; the latter tends to be within the affordable allocation. The availability of self-build plots together with a wide range of house and apartment types within the scheme has resulted in a wide choice of housing.

### 5.2.11 Public and private amenity space

Around 50 per cent of Hampton is open space, much of which is natural and protected, or in the form of lakes, but a great deal is intended for use by residents. For example, there are considerable numbers of football fields and other active recreation space. This sort of infrastructure is key in creating a sense of community. There is also an array of playgrounds, landscaped squares with benches, picturesque walkways over the lakes and nature trails. Information is provided locally on the multiple roles of the lakes for both recreational amenity, biodiversity and flood prevention, demonstrating the link between recreational amenity and the sustainable urban drainage system.

With regards to private amenity space, some of the larger properties have attractive front and back gardens. Inevitably the provision of front and back gardens shrinks with increasing density and the reducing size of the property. There is therefore a constant trade off being exercised in balancing increased density with the desire for housing with back gardens and the alternative apartment living.

### 5.2.12 Commercial and community provision

The commercial element of the settlement is considerable, reflecting the overall scale of the development, but also proportionate to the housing element. While most developments are ideally meant to create 0.75 jobs per house, Hampton has so far created 1.25 jobs per house. Overall, there are 4,500–5,500 jobs created within the settlement as a whole.

The retail and logistics park located alongside the residential settlement is clearly the main commercial zone. However, there are a number of commercial units integrated into the development, in the form of convenience stores and other retail units, pubs, restaurants and takeaway shops.

Community provision remains a priority and applies to the amount, variety and location, with each area having its own neighbourhood centre. Overall, there are four primary schools, one senior school, a doctor's clinic and supporting retail plus a church, police station and health and fitness club. Further local retail, restaurants and lakeside cafes, are planned within the district centre.

As is often the case, the phasing of these elements is difficult and requires a critical mass of residents. In the interim, a space is usually allocated for a specific use, say for a church, but if this is not used within a certain period then it has potential to be used for another community purpose. The developers O&H have been realistic and flexible in this regard.



Figure 11: Lake view, Hampton

The phasing of much of the community space was triggered by a planning agreement. This applied in particular to the schools, whereby the onus to deliver a school was triggered by the amount of housing delivered and occupied; while this was considered better than a time-specific trigger, that doesn't necessarily allow for additional external challenges that may present themselves. It was felt that this could have been triggered by the delivery of market-housing specifically, as opposed to the overall housing. Market housing is a direct reflection of income and, therefore, ability to provide additional infrastructure.

### 5.2.13 Sustainability

Hampton is already located in an area where environmental matters have a higher than usual priority. According to Natural England, Hampton is a model example in terms of its green infrastructure.

Around 50 per cent of the Hampton settlement is open space, in the form of lakes, open play areas, landscaped squares and village greens, and nature reserves. There are 1,000 acres of open space, lakes and woodland areas, which provide a habitat for over 70 species of birds, reptiles, insects and rare plants. Most notably, the site holds Europe's largest colony of great crested newts and these are protected within a 300-acre nature reserve, which has been designated by English Nature as a special area of conservation (SAC). It was created, and is now managed, by O&H Properties.

Rather than isolate people from the protected habitats and species, O&H and Froglife (charity caretakers of the SAC, funded by O&H), are working with local people and organisations to deliver projects that create and sustain a wider environmental heritage at Hampton. For example, the nature areas have played an important role in linking the local schools (and by association, their families) to the new community.

The lakes are a dominant feature at Hampton and these play a critical role in the overall infrastructure of the settlement through extensive SUDS. In addition, the lakes are strong visual assets that create a distinctive sense of place.

Regarding the homes themselves, these vary in terms of their environmental credentials. There are good examples of energy efficient homes on site, but these are well above the typical asking prices at Hampton, at around £450,000.

Hampton also succeeds in its green credentials by being a walkable place, with adequate commercial and community provision on site. It also has a frequent bus route into the city centre, and a coherent bicycle track from the settlement into the city.

### 5.2.14 Resident participation

O&H Properties have been very hands on in managing the settlement. This was important during the early phases, which were essentially a 'shop window' for later phases and therefore had to be well maintained. However, it is now proving difficult to transfer this responsibility to the occupiers.

O&H would be happy for residents to take greater ownership of the settlement, and adopt an entrepreneurial approach to the use of the spaces; for example, if residents wanted to establish a community group or service, then O&H would happily lease a space for free; if it were for profit, then they would charge a fee. They are aware that there are significant commercial opportunities on site, given the natural attributes such as boating lakes, or food and drink kiosks, etc.

O&H's active management of community events thus far has been highly successful. The areas are well maintained. There is a sense of pride in the local area, and the residents participate in local events. The positive sense of place has been created and the right tone struck for future phases. A parish council has now been established, 14 years after the development started, which should facilitate the transfer of responsibility more formally to the community.

### 5.2.15 Car parking and transport

There is allocated parking, usually on plot or in front of the homes, but this does not prevent people from parking ad-hoc, particularly around the schools, which can be dangerous.

The settlement promotes walkability following a 400m walking distance rule, which means that no home should be more than 400m from a bus route, corner shop, school or pub. Although this is a standard principle in urban design, it is not always possible to implement in practice without compromising other design objectives.

The maximum design speed on the development is 20mph. While there are no road markings or speed signs to highlight this, there are some traffic-calming measures on the primary streets, such as speed bumps or pinch points, and then road surface treatment on the smaller cul-de-sacs to signal that they are pedestrian-priority areas.

The scheme has a regular bus service into the city centre and the railway station. Achieving public transport priority between Hampton and the city centre has involved some reworking of the surrounding road network.

## 5.3 Accordia, Cambridge

### 5.3.1 Introduction

Accordia is located just over a mile south east of Cambridge city centre. Outline planning consent was originally secured by Countryside Properties in-house design team. The detailed application was prepared by Fielden Clegg Bradley in conjunction with Maccreanor Lavington and Alison Brooks Architects. Countryside initiated the construction and Redeham Homes subsequently bought and delivered the latter two phases. There are 376 homes altogether and the scheme is complete and fully occupied.

Cambridge already enjoys a healthy local housing market, underpinned by a strong local economy; its traditional and highly sought-after housing stock, and the fundamental supply/demand drivers. The city benefits from the university, as well as being a centre for high-tech industry. Many parts of Cambridge are in a conservation zone and are

#### Key stats

Total units: 376 [263 private].

Size: 9.3 hectares.

Density: 40 percent dph [gross], 50dph [net].

Affordable housing: 30 per cent.

Key participants: Countryside Properties, Redeham Homes, Fielden Clegg Bradley, Alison Brooks Architects, Maccreanor Lavington, Cambridge City Council.

Time frame: The outline application was submitted in 2000 and onstruction started in 2003. It is now complete and fully occupied.

therefore protected from development, which acts as a further constraint on supply. The area continues to be a highly sought-after place to live. As such, the developers at Accordia already benefitted from strong local market conditions; their challenge was to build on this and attempt to achieve premiums where values were already high, and in a very competitive field.

### 5.3.2 Scheme assessment: positives

The architecture is innovative, with regards to the typologies, layouts and the use of integrated public and private space. Adopting innovative design solutions increased risk given that they had not been market-tested and might not meet with buyer expectations, particularly at this price point and against the economic backdrop of the preceding 10 years. The distinctive design, in conjunction with the undeniably high standard of materials and finish, helped the settlement establish its own identity and a positive reputation.

The emphasis on green space and garden living is very effective and creates a very attractive environment in which to live. Again, the standard is high, with well-maintained pear trees and extensive planting of fruits. Furthermore, the blurred distinction between private and public space enhances the community feel.

The fact that the scheme adhered to the original vision, despite a changeover in developers and no single land-owner overseeing the whole delivery process, was testament to the strength of the original masterplan. The masterplan was prescriptive without being prohibitive and – with the help of the local council – was highly effective. It should be noted that the positive reception the scheme started to receive from the industry also helped and underlined the need to stick to the original plans, particularly from the council's perspective.

The road layout and lack of markings proved successful in terms of dictating behaviour. In addition, the single access point also means that there is no through traffic and while people may drive on and off the site, it is very pedestrian-friendly.

### 5.3.3 Scheme assessment: negatives

No community facilities are provided apart from a single shop. This is partly because of the proximity to the centre of Cambridge and partly reflects the requirements included in the sale of the site. Although the settlement is not large enough to justify and sustain a huge amount of community or commercial space, it would benefit from some sort of indoor space that could be used for local sports or cultural activities. The open green space is the only real community space.

The amount of affordable housing required meant that it was difficult to integrate. At 30 per cent, it was considered too much to distribute around the scheme, so it sits in two allocated areas. Although efforts have been made to uphold the quality in terms of design and materials, it is not entirely a tenure blind development.

Finally, the single access point can make the development feel like a secluded gated development, minus the physical gate itself. Although this may help generate a community feel within the scheme itself, it does not help integration with the surrounding neighbourhood.

A lack of commercial and community space, as well as just one single-access point, is perhaps only manageable on a development of this size. There is likely to be a threshold above which a settlement cannot function properly without additional access. This applies to the construction phasing as well as the occupational stage.

### 5.3.4 How commercially successful is Accordia?

Accordia differs from most of the other case studies in terms of its size (it is much smaller) and its local context (it is already embedded in a highly desirable, high-value area). Average house prices are already 49 per cent above the national average in Cambridge, at £357,500. However, at Accordia they are £481,280, 35 per cent above the



**Figure 12: Layout, Accordia (© Feilden Clegg Bradley Studios)**

Cambridge average, and roughly twice the national average – but there is still potential for relative uplift.

Accordia has convincingly outperformed the local market, achieving an average annual premium in the region of 81 per cent. However, this again reflects the dominance of new build stock, which generally tends to carry a premium – comparing like for like, new builds on Accordia still achieved a 56 per cent premium.

These premiums have been consistent across all types of properties; (new-build) detached properties have been around 80 per cent more expensive than those across the rest of Cambridge, semi-detached have been around 172 per cent, terraced properties have been 145 per cent and flats have been 39 per cent. Again, although all have outperformed the wider area by some margin, there is a clear spike for the mid-size properties. There is more competition for larger detached properties in the more rural surroundings and for flats in the city centre. For mid-size family property that is close to the centre, this provides ideal accommodation in a sector of the market which has little availability.

Although there has been a mix of housing at Accordia, the majority has been flatted accommodation, at around 75 per cent. These may not have outperformed the wider Cambridge market to the same degree, but given the volume that can be fitted on the site, compared with terraces and semi-detached properties, this configuration most likely surpasses the point where more flats bring more value per acre.

Average growth rates in Accordia – in contrast to the previous case studies – have convincingly outperformed the rest of Cambridge as an average across all property types. Average values at Accordia have increased by a CAGR of 1.56 per cent, compared with 0.86 per cent in the wider area.

Again, smaller houses have seen the most pronounced growth, at 6.92 per cent for terraces, compared with 1.32 per cent in the wider area. This is followed by 2.9 per cent for semi-detached properties and 2.35 per cent for flats. Detached properties appear to have fallen in value but this is fairly distorted given that only a handful were released over a two-year period, so it does not give a true long-term trend.

Looking at the re-sales market alone, where there have been a more consistent flow of transactions over a longer period, detached second-hand properties have achieved a CAGR of 21.56 per cent. This is quite compelling compared with 4.48 per cent across the rest of the borough and has been boosted by a couple of sales that have now broken the £2m mark. While the smaller homes may have greater uplift on the whole in the purely new-build market, detached properties have probably had the most absolute uplift in individual units, because there are so few. This is compounded by the fact that the desirability of the scheme has grown compared with the first phase in which the detached properties were first released.

Accordia may have already had favourable market conditions at a local level, supported by strong underlying supply and demand dynamics, but the scheme still outperformed other new builds in the area. It has consistently achieved premiums over comparable stock, and as the reputation of the scheme grew, the value growth rates followed. This is particularly evident in the most

popular type of houses – terraced homes – but also on the few occasions where there have been detached property re-sales. The rarity of these houses on an extremely well sought-after and well-located scheme has compounded their value over time.

### 5.3.5 Planning policy

In 1997 Cambridge City Council produced supplementary planning guidance for this site requiring:

*‘... office floor space on a smaller proportion of the site and the development of the remaining area of the site for residential and hotel uses. An element of the open space associated with this development should have a structural role in reinforcing the green and wildlife corridors to the west of the site.’*

Local plan policy emphasised:

- minimising the impact on the transport system
- an advanced public transport system
- enhanced pedestrian and cycle access
- high-quality built environment
- preserving the character of the surrounding area
- preserving and enhancing green spaces and trees
- additional housing including social housing; and
- parking redevelopment of business premises.

Planning guidance emphasised the importance of sound urban design principles such as:

- the creation of perimeter blocks to create streets
- a high degree of permeability to encourage walking
- active frontages to ensure surveillance at street level

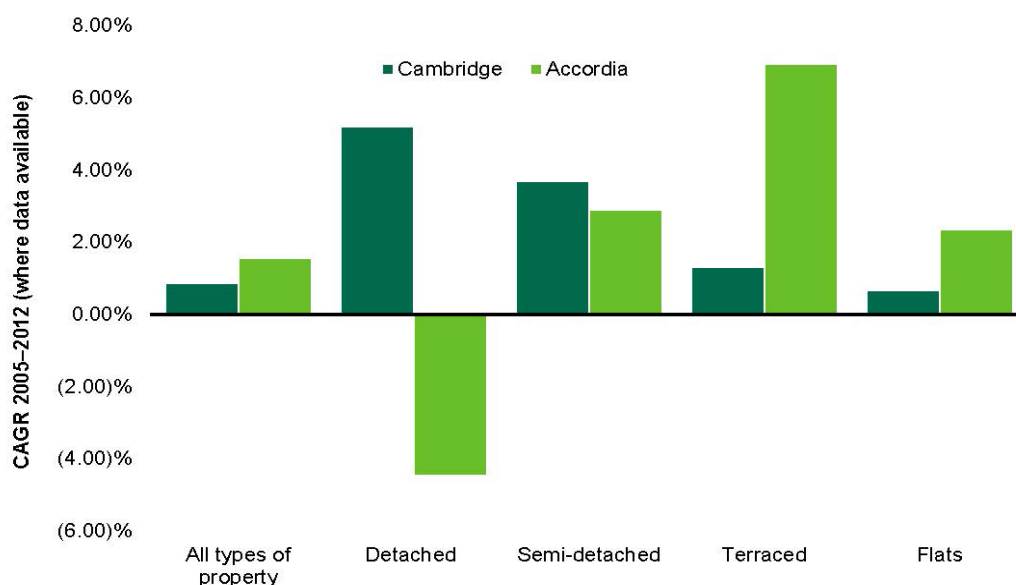


Figure 13: CAGR for Accordia (Source: CBRE/Land Registry)

- a clear definition between public and private space to avoid conflict and disturbance
- local distinctiveness, landmarks, views and vistas for legibility
- interesting roof lines and corner buildings for visual richness; and
- architectural detail and design at a human scale.

Densities close to the centre of the city were intended to be urban, making efficient use of land and reducing car reliance. Tight forms were encouraged to be mostly terraced family housing, largely three stories in height, with a minimum of car parking and good facilities for cycle access, storage and adequate space for recycling of waste.

The guidance advocated a mix of unit sizes. Loose suburban forms with cul-de-sacs and sinuous estate road layouts were not considered appropriate. Careful street design was required to avoid the need for car parks or garage courts in housing areas. On-street parking was considered acceptable as a way of meeting the parking standards.

The social housing component was intended to consist of a mix of dwelling types, with the overriding need for family housing with gardens. These units were to be integrated into the development as a whole.

### 5.3.6 Awards

Accordia was a Building for Life 20 award winner in 2006. The development also won the RIBA Stirling Prize in 2008, the first residential development to do so. It has become one of the UK's exemplary housing schemes, with the typologies being replicated at a number of other locations. Recently a number of residents have sought to have the development listed for preservation.

### 5.3.7 The team

Countryside Properties, the initial developer at Accordia, obtained outline planning permission prior to selling phases 2 and 3 to Redeham Homes in 2006. Fielden Clegg Bradley took responsibility for the detailed application for the entire site, and inherently 'the vision'. By agreement with the client, they decided to allocate parts of the site and specific focal buildings to two other architects in order to incorporate a greater range of ideas. This acknowledgment in itself was an important part of the design process. Fielden Clegg designed 65 per cent of the units, while Maccreehanor Lavington designed 25 per cent and Alison Brooks Architects the remaining 10 per cent.

Cambridge City Council were also a consistent influence on the scheme, particularly as Redeham Homes had acquired the development from Countryside. The council were keen to ensure that the development upheld the high aspirations originally sought in the masterplan. The plans and designs upon which the detailed consent was obtained remained with little variation. The entire scheme had been submitted as a detailed application at the outset in order for the developer's contractor to procure a fixed-price sum for the project.



Figure 14: Accordia

### 5.3.8 The vision

The central aims of the development were to create an atmosphere whereby residents felt like they were 'living in a garden', or even 'living off the land'. The integrated public and private amenity space was fundamental to developing the overall masterplan. It was also important to create a distinctive settlement that would complement the character of the surrounding conservation area.

Given that the land changed hands part way through, there was no landowner overseeing the whole scheme through to fruition. However the original masterplan, together with the planning permission, was sufficiently robust to ensure effective implementation of the scheme. This was aided by the local council where planning officers ensured that the development respected the established principles.

### 5.3.9 Architecture and design

The architecture was intended to complement the character of the surrounding conservation area, and in this respect, is 'context-led'. Overall, the scheme has won a number of accolades for taking architectural risks, particularly against a declining economic backdrop, and for its use of high-quality materials and finishes.

The architecture is contemporary with strong block definition. Although these harder edges can occasionally appear severe, with a number of dominant blank brick walls, the quality of the materials used elevates the overall impact and achieves an overall refinement in the final scheme. Furthermore, the abundance of greenery – in the form of existing mature trees, extensive trees planted and multi-level gardens – helps soften the appearance.

Initially the houses appear complex in layout and functional design, particularly with gardens on multiple levels. The private units are flexible to changing uses and needs, with movable partitions and bespoke live-work spaces above the garages. The configuration of the houses, as well as shared gardens rather than a private garden, is a relatively

new concept in the UK market. However, there are some efforts to recreate the sense of traditional housing that is typical of the local area through reinterpretation of traditional detail.

In an effort to dilute the impact of high density (50dph net), many of the units have outdoor gardens at various levels, which is a creative way of making it feel more open. The generous floor-to-ceiling glazing also makes the homes lighter and more open in feel.

In the early stages, Accordia was a difficult concept for prospective purchasers to understand. Individual house designs were not easy to communicate by conventional marketing methods. It was not until the first phase began to take shape and finished units could be demonstrated to visitors that the sales rate improved and then surged as popularity increased. Even so, the contemporary feel of Accordia, while exciting to some, was unappealing to others who expressed strong preference for a more traditional-looking response to housing design.

### 5.3.10 Layout

The development layout is easy for residents and newcomers to navigate, with a single entrance and exit, larger roads forming the central spine and smaller quieter streets branching off them. In this respect, it is a traditional legible street pattern. This more rectilinear layout, creating mews-type streets as opposed to nests of cul-de-sacs, lends itself to a more urban environment. Again, these harder-edged streets have been softened by retaining existing mature trees and with extensive tree planting. There are new footpaths and cycle ways that help steer residents away from car-use in line with the city of Cambridge's encouragement of cycle usage.

The single entrance and exit point was somewhat contentious, with local residents prompting the council to block off any other potential access points for fear of increased traffic. Although this is good for the development in some respects, because it prevents it from being subject to drive-through traffic, it means that the residential development does not connect to the adjoining commercial building, which was separated for security reasons. Except for the single local shop on site, the development largely relies on the surrounding area close to the city centre for services.

The streets have either very little or very subtle signage, but through dished kerbs and the volume of green space, slow car speeds are inadvertently encouraged and the streets become pedestrian-friendly.

### 5.3.11 Density and housing mix

There are 113 affordable housing units on the scheme, which accounts for 30 per cent of units overall. At the time, this was felt to be relatively high. Seventy-six per cent of this was social rented stock and 24 per cent shared ownership. The affordable housing element is sited at two locations on the site, rather than pepper-potted around the development.

At the outset the developer was able to secure the interest of the registered social landlord and incorporate their specific design requirements into the scheme during the planning stage. While the external fabric and design 'language' is common throughout the scheme, the affordable phases are discernible due to inherent differences in housing typologies. Although the architectural quality may not be as high in the affordable housing, the build quality is good. Clear efforts have been made to use complementary styles, i.e. the affordable housing features similar brickwork and garages.

The gross density level of the scheme is 40dph (net 50dph). Because this is a relatively high density, efforts were made to reduce its impact through heavily glazed buildings that would allow for a lot of light, as well as gardens on multiple levels. However, this does ultimately result in a considerable amount of 'overlooking' which is mitigated by screening on balconies, garden decks and the deep plan spaces within the dwellings themselves. Despite the large amount of glazing and deep window sections, few windows are obscured by traditional curtain treatments and it appears that residents have grown accustomed to the 'open' style of living that the design concept encourages.

### 5.3.12 Public and private amenity space

A key aim for Accordia was to make residents feel like they are living in a garden, reflecting the highly mature landscape which comprised part of the site. To this end, the public gardens permeate the entire development, both in the form of public and private space. It feels like there is a strong overlap between the two, with much of the private space being technically only 'semi-private'; although it can only be enjoyed by the resident on that plot, the whole settlement benefits from the extensive greenery.

There is still a generous amount of public space throughout, with a clear focus on productive plants. In this respect, some of the shared gardens are exceptional, with pear trees and strawberry plants. These were planted at the very start of the development, to set the right tone. There is also open green space that is easily accessible and usable by all residents for informal leisure.

### 5.3.13 Commercial and community provision

The single access point onto the site means that the residential element is separated from the larger commercial building located adjoining, as intended in the original brief. In this respect, it is not a mixed-use scheme. There is now one convenience store on site located on the ground floor of an apartment block. This was required to serve the development but with provision for a viability test attached to the permission demonstrating the need for a critical mass of potential customers. Overall, there is a lack of community space; there is no usable indoor community space for residents to gather for local sports or cultural activities. The decision not to include community facilities was influenced by the relatively small scale of the development, as well as the fact that Cambridge city centre is close by.



**Figure 15: Playground, Accordia**

### 5.3.14 Sustainability

Eco Homes standards were emerging as this scheme went through the planning process. Green roof systems were incorporated in a number of flat roof areas. The affordable homes element was designed at the Eco Homes 'Very good' level and the private housing designed at the 'Good' level.

The scheme provides three times more open and wooded green space than nearby housing estates, along with additional open green space.

The homes were built through 'Innovative Methods of Construction' and were designed with high SAP ratings. There are some notable features, such as the flat sedum-planted 'living roofs' and the green roofs on the Alison Brooks Architects buildings, as well as the high thermal mass of the buildings. The buildings perform well in terms of eco-standards; most outperform the 2002 Building Regulations (most up to date at the time of design), have high SAP ratings, good standards of air tightness, and allow for effective integration of renewable energy technologies in the future. There is also an extensive SUDS system which attenuates the surface water flow prior to discharge into the surface water sewer. This was required in order to bypass Hobson's Brook, a historic potable water conduit serving the centre of Cambridge from sources to the south of the City.

### 5.3.15 Resident participation

Due to the complete lack of commercial and community space on site, it is difficult to get a sense of how residents interact with each other and the degree to which they 'engage with the space'. An active local community group has now established itself. Recent community activity grew up around a proposal to have the development listed for preservation. This was an attempt to prevent changes being made to the buildings which might undermine the design integrity of the scheme.

### 5.3.16 Car parking and transport

Overall, the parking ratio for affordable housing is 1:1 and for private is 1:1.3 and there are 54 additional visitor spaces. All affordable units have car parking; 30 per cent are in the form of garages while the remainder are allocated on the streets and in the courts. Most of the private houses have integrated garages with wooden roller doors, or individual, integral car courts that also double as a patio or garden space. Interestingly, these have metal gates rather than garage doors, which in practice deter them from being used for storage.

The car parking issue is still as subjective as ever in Accordia, with some residents feeling that there is insufficient, while others feel that there is an adequate number which will also encourage sustainable living, i.e. the use of public transport. The reality is that parking on the pavement is now common.

There are good public transport links connecting the site with the city centre and railway station. All dwellings have good secure bicycle parking for residents and visitors.

## 5.4 Upton, Northampton

### 5.4.1 Introduction

Upton is located on the south-west fringe of Northampton. The site was inherited by English Partnerships from the Northampton Development Corporation. The project plans to deliver over 2,000 new homes with ancillary commercial and community uses over an eight-year time period, although this experienced a delay during the economic downturn. A central aim of the masterplan was – and still is – to achieve a new standard of eco-friendly development. It should be noted that the site was prone to flooding and development was approached with extreme caution.

#### Key stats

Total units: 2,000 [in some reports, up to 5,000].

Size: 44 hectares.

Density: Ranges by parcel – e.g. site A is 58dph [gross].

Affordable housing: 22 per cent.

Key participants: English Partnerships, Northampton Borough Council, the Prince's Trust, KRT, HTA, Franklin Ellis and EDAAW.

Timeframe: Started in 2003; completion is market dependent.

The government's sustainable communities plan and spatial strategy for the East Midlands identified Northampton as an area capable of accommodating household growth, and Upton was deemed an appropriate site. Growth in Northampton was limited until 1968 when it gained new-town status; since then, its population has continued to grow, particularly as a result of town-centre regeneration. However, Northampton's local economy suffered severely during the recessionary years, when the ongoing decline in local industry was aggravated by the wider economic conditions.

The degree to which Northampton struggled in terms of the underlying economy and the housing market itself provided an extremely difficult context for the Upton scheme. However, the development successfully achieved a number of its ambitions in relation to pushing the boundaries for eco-friendly building and landscaping.

### 5.4.2 Scheme assessment: positives

One of the central successes at Upton is its pioneering sustainability efforts. There is an extensive, attractive and effective SUDS network, and all homes have a high level of eco-friendly measures incorporated. These include rain harvesting systems, solar heating, green roofs and ground source heat pumps. There is also a wood pellet boiler for community heating and sockets for electric cars in the courtyard.

The small selection of housing delivered by Metropolitan Housing Trust is particularly note-worthy. It reflects an innovative attempt to try new forms of housing and

incorporate new technology and with respect to its role in Upton, the unique appearance of these properties adds to the character of the overall development.

The partnership approach to the overall masterplan is unique in this group of case studies. The Enquiry by Design (EbD) initiative involves a broad range of parties in the actual decision-making process, as opposed to relying solely on a consultation process. This recognises that all have a valuable contribution to make, bringing together political and community representatives, while the working group provides a technical interpretation, meaning that the developers can build up good relations with the community. This approach creates potential for a strong sense of ownership within the settlement and within the wider community.

The implementation of the strict design codes proved double edged. On the positive side, they enabled sufficient flexibility to allow architects to create a range of different types of buildings, with contrasting aesthetics, differentiating the settlement from others that might have large swathes of homogeneous housing, with no clear sense of identity. On the other hand, some may argue that it lacks consistency across the settlement as a result. In terms of quality, the design codes were meant to deliver the same standard of dwelling, despite variance in style. However, there appears to be a range, not only in typology and aesthetics, but also in quality.

### 5.4.3 Scheme assessment: negatives

The settlement is disadvantaged by the lack of commercial and community provision. It is inherently cut off due to the large road network, but this is exacerbated by the buffer of green open space that surrounds it. Public transport links are weak across the site and as a result, it feels somewhat detached.



Figure 16: Layout plan, Upton (© HCA)





**Figure 17: Street swales, Upton**

Although there is substantial public open space on the site, particularly in the form of the periphery green space and the SUDS, there is very little in the way of actual usable space. This softens the density of the scheme and creates an attractive environment, however there is very little ad-hoc space in which children can play, or residents simply gather.

In relation to the architecture, the strict design codes incurred some criticism, as commentators felt that it appeared to be as much about social engineering as architecture, which produced an over-manicured, contrived feel. This seems particularly pronounced when the architecture attempts to recreate traditional period properties.

The masterplan intended to distribute the affordable housing provision around the site and create a truly tenure-blind development, however this does not appear to have been achieved – it is clear which is private housing and which is socially rented, simply by the design and positioning of the buildings.

### 5.4.4 How commercially successful is Upton?

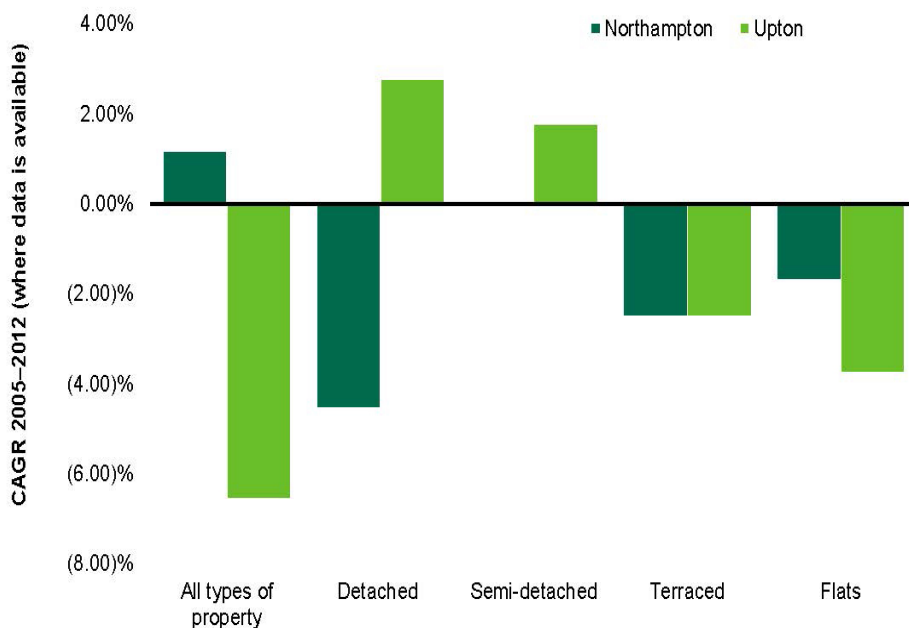
Upton is another example of a large settlement that was delivered in part through incredibly difficult economic conditions with a very weak local housing market. Average house prices in Northampton are £156,800; 34 per cent below the national average. At Upton, they are 14 per cent below the Northampton average, and altogether 66 per cent below the national average, at £144,310.

However, notwithstanding the second quarter 2013, Upton has actually performed relatively well compared with its local environment over the past decade. Values at Upton have been an average of 126 per cent more expensive than property across the wider borough and the new-build element accounts for much of this. Comparing new build with new build, Upton has been achieving a premium of 25 per cent on an annual basis.

Again, the mid-size properties command the most substantial premiums; (new-build) semi-detached properties on Upton are 27 per cent more expensive than across the rest of Northampton; terraced properties are 16 per cent, flats are 14 per cent and detached properties are 10 per cent more.

Although achieving the smallest premium, it is significant that detached properties have been able to break through to set a new value benchmark, in some years averaging around £340,000. In contrast, they rarely break £300,000 in the wider area. This is likely to be linked to the standard of the product, with a number of exceptional buildings on the settlement. Despite the questionable success of the scheme as a whole, it illustrates that there is always potential for greater uplift for the right type of housing.

Looking at how both markets have performed over time, Upton has experienced quite a sharp decline. Average values have decreased by a CAGR of 6.56 per cent,



**Figure 18: CAGR for Upton (Source: CBRE/Land Registry)**

compared with a growth of 1.18 per cent across the rest of Northampton. However, this has been particularly volatile from year to year, with 2012 being the poorest performance and therefore having the most negative impact on the CAGR. Values reportedly fell by 50 per cent, but this could be due to the nature of the stock coming onto the market at that time, which does not reflect accurately the stock and performance of the scheme over the long term.

Only two property types have experienced positive growth; detached properties and semi-detached, with a CAGR of 2.78 per cent and 1.78 per cent respectively. Again, this is likely to reflect the quality of the product in comparison with some of the smaller units, particularly flats that are set in a much denser environment and possibly finished to a poorer standard. On a more positive note, second-hand values have increased at Upton by a CAGR of 2.07 per cent, compared with 0.84 per cent in Northampton.

Although properties at Upton have achieved premiums overall, these have fluctuated dramatically from year to year and, in particular, the scheme underperformed during the recessionary years. However, it is interesting to note that the larger detached properties achieved the most consistent and convincing premiums, contradicting the key findings from the other case studies. It is likely that the exceptional quality of a handful of detached properties at Upton was able to outshine its environment and break through local price ceilings. Research would seem to show that this pricing pattern is likely to be in spite of, rather than because of the wider settlement, as has been the case in the other schemes.

### 5.4.5 Planning policy

Northampton Borough Council placed great importance upon the quality of design of the new development; it expressed concern about the uniform appearance and lack of character of most of the new housing in the town but recognised the improvement achieved in eastern and southern expansion areas in creating functionally successful layouts and imaginative designs. It also recognised that mutual competition between developers in the same area had resulted in an improvement in the standard of development.

Road layouts for residential areas were intended to have a more flexible approach, with guidelines serving as a basis for design rather than imposing a set of rigid design requirements. The application of rigid density standards was also seen as inappropriate, though it did encourage the provision of high-density, low-cost starter homes and provide guidance distinguishing between standards for conventional housing layouts and those for unconventional schemes. In large housing developments it advocated breaking the scheme up into distinct neighbourhoods, with a recognisable character and focus, in the expectation of residents generating a sense of community and collective ownership of their immediate area.

### 5.4.6 Awards

Upton was a Building for Life award winner in 2006, demonstrating:

*'...how a high quality public realm can be achieved by volume house builders through adherence to design code principles and through careful monitoring of their implementation.'*

### 5.4.7 The team

The history of Upton's design and delivery team is complicated as site ownership passed through a number of government agencies. The end result is the outcome of an extensive consultation process.

The site was acquired as farmland by the Northampton Development Corporation, before passing to the Commission for New Towns in 1985. Planning permission was granted in 1997 and the site was then inherited by English Partnerships in 2003. English Partnerships and Northampton Borough Council set about redesigning the masterplan, which they felt was outdated, and the Prince's Foundation for Building Community was added to the client team to review what was a conventional scheme and find a new way forward.

EDAW and the newly-formed Upton Working Group led the design process, which comprised a series of EbD exercises. This allowed for the participation of a wider group of people and organisations, essentially broadening the team. The result was a series of design codes by which Upton's evolution would now be governed, and overall, a radically different plan for a sustainable community.

A number of developers worked on the parcels of housing, including Paul Newman New Homes, Metropolitan Housing Association, Barratts, David Wilson Homes, Cornhill Estates and Fairclough Homes.

### 5.4.8 The vision

The vision for Upton was revised by English Partnerships, Northampton Borough Council and the Prince's Foundation for Building Community, which was also influenced by the EbD process. This involved a lengthy public consultation process aimed to harmonise the views of the local population, the original intentions for the site and the ongoing planning proposals. In 2003, new plans were granted consent that promoted a high-quality sustainable urban extension, forming the basis for the masterplan. The EbD incorporated a number of features:

- a variety of housing types, sizes and tenures at higher densities
- improved public transport to the site and surroundings
- a high street and main square serving as a focal point for the community
- local shopping facilities
- building designs to reflect local character and styles
- improved pedestrian and cycle links on and around the site

- innovative drainage techniques; and
- the local centre to be located along Weedon Road (the main road to the north of the site).

The new plans differed slightly to the original intentions for the site; for example, significant emphasis was placed on design codes in order to enforce eco-standards and create coherence across the wider scheme. The masterplan was finalised and the site divided into eight parcels of land. Developers were subsequently sought to deliver each parcel.

### 5.4.9 Architecture and design

The design code played an integral part in the design and delivery of housing at Upton, affecting the layout as well as the form of the buildings themselves.

The EbD process carried out in 2000–2001 by Northampton Borough Council, English Partnerships and the Prince's Foundation for Building Community further developed the original plan and led to the formulation of a design code for Upton. A working group was established in 2001 to oversee implementation of the Upton project, which included representatives from the aforementioned bodies and a consultant team led by EDAW. A variation to the original planning approval was granted in February 2003. The Upton design code was first published in April 2003.

The design code was the starting point for a dialogue between the developers and their design team and the Upton working group. The underlying intention was to create a partnership with individual developers. It was also intended to ensure coordination between the different development sites and provide a level of certainty to developers of the quality and character of adjacent development.

The code outlines the materials and building techniques that can be used, which must be drawn from a specific palette reflecting local culture and traditions. In addition, plastic or uPVC windows and doors are banned, while TV aerials/Sky dishes will only be allowed where 'they do not detract from the sense of proportion'. The design code arguably helps maintain a consistent standard across all plots, especially in relation to eco-measures.

Despite such a strict design code, the architects were afforded flexibility in relation to character and aesthetics and there is now a great variety of housing on the settlement.

A large proportion of housing is based on traditional styles ranging from neo-Georgian to arts-and-crafts. For example, Upton One follows traditional architectural styles, recreating the early 19th-century Georgian street scenes. There are also arts-and-crafts style houses where each block presents a variety of brick and timber but keeps the same fenestration pattern. However, there are some modernist schemes included, most notably Bill Dunster's Zed Factory for Metropolitan Housing, which met level 6 of the Code for Sustainable Homes.



**Figure 19: Metropolitan housing/Zed factory, Upton**

### 5.4.10 Layout

The masterplan established a structure of streets, with a clear hierarchy. Main streets are wider and straighter and tend to be flanked by taller buildings. Branching off these streets, there are urban mews and link roads, with smaller clusters of housing creating variety within the scheme as well as a traditional legibility to assist in way-finding. The contouring of the roads and pavements themselves are also effective in their 'messaging' of the type of area (i.e. a pedestrian-bias area), which helps with traffic-calming.

The street legibility is also helped by the provision of focal points in key locations; these include a children's playground, the school, and the main square, which will ultimately form the centre.

The design code also stipulated that taller ground-floor units are required on high street buildings, in order to allow for a potential change of use as the local demographic needs evolve.

### 5.4.11 Density and housing mix

Each residential plot provides around 22 per cent affordable housing. These will be distributed throughout the scheme and will be indistinguishable from the private units; the housing is intended to be tenure-blind. However, there have been concerns over how effective this has been in reality; plus it has reportedly hindered some market sales as a result.

### 5.4.12 Public and private amenity space

Most of the houses have rear gardens, though these tend to be small, as is common with high-density schemes. This is intended to be countered by the abundance of public amenity space offered on the scheme.

A significant proportion of the public green space is located around the perimeters of the development. It is extensive

and acts as a buffer between the housing settlement and the main roads. It is easily accessible and clearly open for use by all residents. To encourage its usage, there is a more bespoke playing field in one section, with ancillary changing rooms and a small hall.

Within the settlement itself there are some allocated public spaces, such as a play park for young children, which is very popular. The majority of the 'natural' open space is in operation as a key part of the SUDS, forming an attractive part of the landscape and providing a consistent characteristic throughout the development.

In terms of ad-hoc play space this is limited, with most of the open space within the development already allocated for a specific purpose. Although there are some semi-private courtyards that could provide a safe environment for children to play, these tend to be used for car parking. All the rear car ports discourage ball games.

There is also a large square in what is intended to be the centre of the development. This was intended for multi-purpose use by residents. The commercial and community elements have not been delivered and the square now forms a large, poorly occupied space. There is a danger that dominant features such as these, which haven't fulfilled their intentions, may reduce confidence in the development as a whole if the problem of desertion is not rectified.

#### 5.4.13 Commercial and community provision

There is a severe shortage of commercial and community provision on the settlement, particularly given its size. It is understood that the main commercial zone was intended to be located around the central square and provide a range of uses for residents but due to the decline in economic conditions, this part of the development stalled. As such, the settlement is entirely car or bus dependent. Although the design of the layout may support walking, the lack of facilities on site means that residents have no option but to drive to local stores and services off site. This has now set the tone of behaviour for the settlement. It also creates a mismatch between the volume of traffic (and parking) envisaged in the masterplan and the volume of traffic (and

parking) in reality.

There are a couple of convenience stores for local residents, but these came relatively late in relation to the delivery of the housing. This related to the threshold at which the number of residents living there could commercially justify the store. However, this is still inadequate for the scale of the housing already delivered.

With regards to community buildings, the biggest success is the junior school, which is open and fully operational.

#### 5.4.14 Sustainability

One of the key goals at Upton was to set a new standard of eco-friendly development, which it achieved and received a number of awards for, including the BRE 2007 BREEAM Excellence Award. Environmental sustainability is integrated at every level. It informs the layout and urban design of the masterplan through building orientation, rainwater management and street network, and by minimising the carbon footprints of the buildings.

The masterplan provides an extensive landscape network that incorporates green space and SUDS measures. This re-engages residents with nature, promotes a more active lifestyle and encourages biodiversity. The SUDS manages surface water drainage, and provides a fertile environment for local wildlife. It also forms a key part of the street-scene.

Alongside these wider measures, the buildings themselves have been given careful consideration. All buildings achieve a minimum BREEAM Excellent rating, which is equivalent to Code 3 or 4 under the Code for Sustainable Homes. The ratings are intended to be achieved through a holistic approach to green building design and planned layout, as well as environmental technologies such as photovoltaic cells, wool insulation, solar hot water systems, micro wind turbines, micro CHP, green roofs, rainwater harvesting systems and locally sourced building materials.

However, not all of the sustainability aspirations have been met because Upton is not really a walkable settlement. Although efforts were made to encourage a walking culture on site in the masterplan, particularly in relation to the



Figure 20: Detached housing, Upton

street pattern and orientation of the buildings, the lack of community and commercial provision has undermined this. Residents really have no choice but to drive to nearby services and this will now be ingrained into their behaviour and culture.

**5.4.15 Resident participation**

Due to a lack of information, it is difficult to ascertain the level of resident engagement on the settlement. However, the lack of community and commercial facilities suggests that integration is limited.

**5.4.16 Car parking and transport**

At present there is a ratio of 1.5 car parking spaces per dwelling, though this could increase. This is provided on driveways, garages or on rear car-courts, many of which have electronically controlled access. However, there are concerns that parking provision is insufficient, particularly for large family houses. Unallocated spaces are provided on the streets and there is already substantial overflow, which is increasingly becoming an issue as the pavements absorb the overspill. Furthermore, some of the parking spaces are not clear, and it can be confusing to residents as to whether it is private or public space. Residents now expect that enforcement action will be needed to prevent pavement parking, as well as residents parking in visitor spaces.

**5.5 Kings Hill, Kent**

**5.5.1 Introduction**

Kings Hill is a large mixed-use development on a former RAF base just outside West Malling, Kent, developed by Liberty Property Trust (LPT). It was originally intended to be a predominantly commercial development, with some supporting housing, but has since evolved, with the residential element growing significantly. The business park was started in 1989 and the residential element in 1994. There is now consent for 3,385 new homes, with potential

**Key stats**

Total units: 3,385 units.  
 Size: 324 hectares.  
 Density: Various; 30 dph on average.  
 Affordable housing: 17.5–22.5 per cent.  
 Key participants: LPT [formerly Rouse Kent], Kent County Council, Clague Architects, Lee Evans Partnership, and Terence O’Rourke.  
 Timeframe: The business part started in 1989 with the residential element following in 1994. Approximately 74,332 sq m of B1 commercial space has been developed, with a further 27,800 sq m available for further expansion of the business park. Approximately 2,750 residential units have been completed and occupied. There is consent for a new neighbourhood of 635 units, for which construction is scheduled to start in 2016.

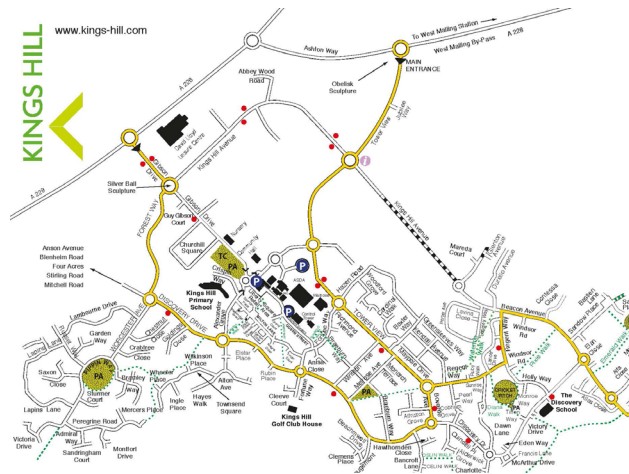


Figure 21: Map, Kings Hill (© LPT)



Figure 22: Apartment block, Kings Hill (© LPT)

to increase this further. It is currently home to c 9,000 residents.

West Malling is about seven miles from Maidstone and 30 miles from central London. At around an hour’s commute to London, and in the heart of an already pleasant suburban environment, the Kings Hill site was ripe for a redevelopment serving a relatively wealthy commuter zone. The area was already a sought-after place to live, with a relatively healthy local housing market. These conditions enabled LPT to concentrate their development – to some degree – on the higher end of the market and this afforded them a different kind of flexibility in terms of design. There was potential to offer large family homes with generous gardens.

**5.5.2 Scheme assessment: positives**

LPT are in-tune with how the scheme is evolving in reality, particularly as a result of their ongoing engagement with the parish council, whose development they have encouraged. They have also overseen the design, planning

and development process on the individual plots, which has ensured a measured rate of delivery, as well as consistency in design standards. This level of involvement has also meant that they can adapt quickly to changes in external conditions, particularly in relation to the economy and planning policy. Flexibility has been key in maximising the potential at Kings Hill.

The amount, distribution and maintenance of the public space, particularly the green space, is one of the settlement's key attractions, and helps make a very dense (in parts) scheme feel like it is more of a traditional village in the countryside. Initially, the local authority was responsible for the maintenance of the public areas but it was felt that this was not to the standard required for the ongoing development, which was ultimately the 'shop window' for future phases. As a result, LPT took over responsibility for the maintenance and security contracts, in order to preserve the desired safety, atmosphere and landscape. A residential service charge was introduced (initially £300 pa, with annual increases linked to RPI).

Placemaking is a genuine priority, both in the original designs and the more recent cultural strategy. Offering LPT's office space to local residents to meet each other and form the first neighbourhood watch team actively encouraged interaction and a sense of ownership, which evolved until Kings Hill became a parish in its own right.

In the initial stages, a substantial amount of public art was installed, which helped create a sense of place before the first residents had even moved in. All land sales to home builders include a contribution to a public art fund and it has been commissioned as new neighbourhoods have been developed. More recently, the cultural strategy has played a major role in creating an interaction between the residents and the developer. The community engagement practitioners Liberty, were hired and worked with the community to celebrate the history of the place and create a strong sense of identity at Kings Hill. This is helping attract new residents from much further afield, as its reputation grows. A key outcome of research carried out on the development was that residents felt a strong sense of community and attachment to Kings Hill as part of their identity.

### 5.5.3 Scheme assessment: negatives

The community is not truly mixed, in terms of its demographics. This has become more evident now the settlement is approaching 2,750 units. It is a highly sought-after residential location, particularly for affluent families but there is limited choice in housing for all levels of affluence and age groups. For example, there are few choices for elderly residents, and there are insufficient smaller units that would be suitable for first-time buyers and divorcees, in terms of both the size of home and the price point. Local agents report that there is very little basic housing stock. However, Ward Homes have developed a scheme that addressed this, with units starting from £230,000, which is reasonable by Kings Hill standards. There is also a much smaller proportion of affordable housing than would be common on schemes of this size. Finally, with regard to the community provision, there have been complaints that there

is insufficient provision for teenagers.

Although the main business park was built during the first and second phases of the residential development, the commercial provision in the central village area, to be used by residents and employees, could not be delivered until the combined populations were sufficient for retailers to trade viably. While some parts of the development might be deemed to fail the 'pint of milk' test, to have convenience stores distributed throughout the development would detract from the trading viability of those in the centre of Kings Hill. It is true that residents and employees sometimes use their cars, rather than walk, but the mix of uses within the development results in a reduction of car usage overall.

Finally, in terms of the community provision, there were reports that there were too few school places to accommodate all the families that moved onto the settlement. This was not unique to Kings Hill and has been addressed by the local authority funding a new primary school, an academy, which opened in September 2015. The success of the aspirational community made it more difficult to accurately predict demand but the third primary school has addressed the shortfall and will have places for the next phase of residential development.

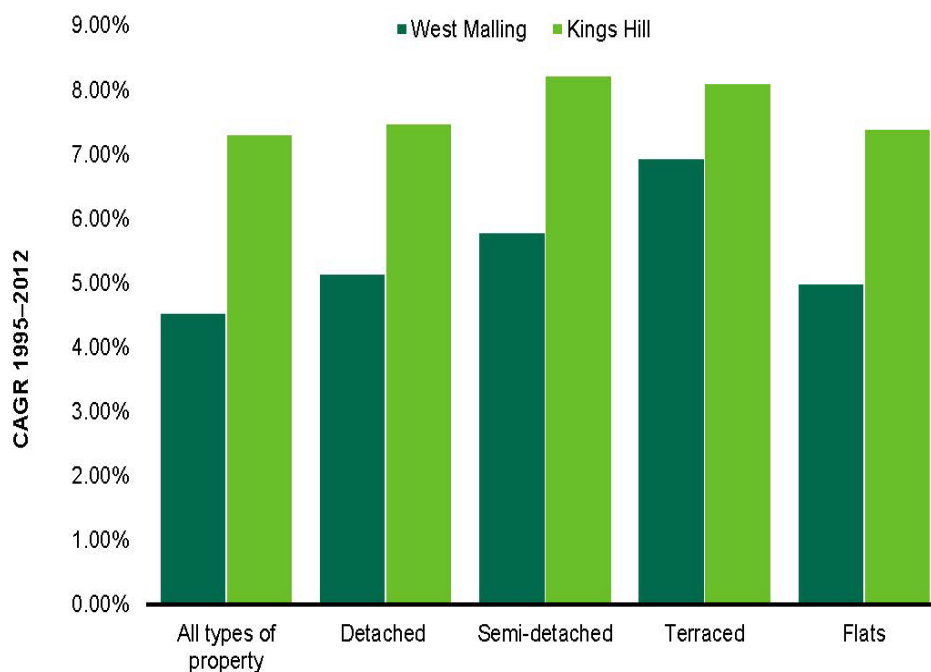
### 5.5.4 How commercially successful is Kings Hill?

Average values in Kings Hill are £335,150, which is 20 per cent above the Tonbridge and Malling Borough average, and 40 per cent (or nearly £100,000) above the national average. As discussed, Kings Hill is set in an already highly desirable location which is ideal for commuting. Values in this area could be expected to be strong.



**Figure 23: Traditional housing, Kings Hill (© LPT)**

Historically, Kings Hill has maintained a strong premium over the wider Tonbridge and Malling borough, at an average of 70 per cent across all property types. Stripping out the second-hand market and comparing new build with new build, the premium is still high at 51 per cent. However, this is also likely to be boosted by the number of large houses that have been delivered at Kings Hill, compared



**Figure 24: CAGR for Kings Hill (Source: CBRE/Land registry)**

with those on smaller developments in the surrounding area. This is indicated by the fact that no single property type on its own has achieved this premium.

The premium for new-build stock at Kings Hill is fairly consistent across all the house typologies, and falls only slightly in the flat market. Taking an annual average, detached properties have been 19 per cent more expensive, semi-detached 20 per cent and terraced properties 27 per cent; this again suggests that the smallest family properties are most popular, just to get onto the development. New-build flats in Kings Hill have been 10 per cent above the borough average.

It is interesting to note that across most property types, the premium did not take effect until the scheme was three years underway. The semi-detached houses and flats that came on to the market in the first few years actually sold at a relative discount compared with the surrounding area. Detached properties were an exception, probably because of their size and subsequent rarity in the area; Kings Hill has been committed to generously proportioned, detached properties, which can be rare on a new housing scheme such as this.

Kings Hill was not immune to the impact of the 2007–2011 recessionary years – during late 2007 and all of 2008 properties were selling at Kings Hill at an average discount of 10–15 per cent. However, houses did continue to sell; the Kings Hill market bounced back more quickly than in other locations and the premium had returned across most typologies by 2009.

The CAGR in the entire West Malling area has been extremely positive. This could be partly because the development has been selling since 1994 and the CAGR encapsulates more of the boom years than it does in the other case studies. However, relatively speaking, Kings Hill

still outperforms the wider area across all property types. Kings Hill has experienced a CAGR of 7.31 per cent over this 18-year period, compared with 4.53 per cent across the rest of West Malling. Again, the mid-size properties have experienced slightly more pronounced growth at just over eight per cent on both terraced and semi-detached properties, but flats and detached properties are not far behind, at just over seven per cent.

Kings Hill has a number of advantages over the other case studies, most notably its amenable location and its longevity; it has had longer to establish a sense of place and it was able to do this prior to the recession. However, the premiums and growth rates are still compelling, as it clearly outperforms the local area consistently and across all types of housing. The bias towards large family homes, many of which are high-end executive homes, sets an aspirational tone for the development. This has been helped by the fact that only around 20 per cent affordable housing has to be provided. This is not only easier to integrate, but it means that commuted sums from developers can be contributed towards other features that make the development more attractive to all, such as the cultural strategy and the landscaping. As the sense of place is further and further engrained, values keep rising.

### 5.5.5 Planning policy

The Kent structure plan 1996 provided the framework for new development throughout Kent and was intended to reduce both the need to travel and energy consumption. The redevelopment of the former West Malling airfield as a mixed commercial, business and residential development was approved under the Tonbridge and Malling local plan.

The majority of the site had outline permission for a mixed-use development comprising business, residential and

other ancillary uses. The first phase was originally limited to 93,000m<sup>2</sup> of business use and 550 houses; the housing was subsequently increased to 1,850 dwellings. The second phase allowed for a further 93,000m<sup>2</sup> of business use and a further 750 houses. In 2014 a further review of the masterplan resulted in the conversion of part of the Phase 2 employment land for a further 635 houses, with enough employment land being retained for c35,000m<sup>2</sup> of business use. The total dwelling capacity of the entire Kings Hill area on this basis amounted to some [3,385] dwellings. The provision of this level of housing was seen as helping to balance the amount of business development on the site, thereby reducing its employment and traffic impact on the wider area, and providing a regular supply of housing throughout the plan period.

In the longer term it was recognised that market circumstances may dictate that a different mix of uses might be appropriate, including more housing.

The concentration of a large number of jobs and houses in a single location was seen as beneficial in making the economies of running new bus services potentially more viable. The provision of a substantial amount of on-site housing with good pedestrian and cycleway connections to the business/commercial areas was also seen as encouraging more internal trips to be made to work, shops and school by means other than the car. Furthermore, the fact that Kings Hill involved the redevelopment of a disused airfield, the recycling of many of the materials and the reuse of some of the existing buildings on the site, was seen as going to the heart of sustainability in terms of making the best use of already compromised land.

In 2000 Kent County Council published *Kent Design – a guide to sustainable development* produced by all of the local authorities in Kent. The foreword described good design as a triple bottom line issue – good for the economy, the environment and the community.

### 5.5.6 Awards

Kings Hill was a Building for Life award winner in 2003 (for the Lacuna development):

*'This award-winning project combines the need to meet economic objectives with that of sustainability.'*

### 5.5.7 The team

LPT are the landowners and have been responsible for steering the entire development through to its current advanced state. It has often been described as a public/private initiative, given the additional involvement of Kent County Council. The local council were very supportive of the site being redeveloped to stimulate economic growth in the area. This was originally envisaged to occur via the business parks, which were extremely popular in the initial stages of development in the 1980s.

The original masterplan was developed by Rouse Kent Ltd and Clague Architects, though there have since been a number of masterplanners and architects brought on board to review the plans against a constantly evolving backdrop.

A range of housebuilders have been involved over the 20-year period, including Countryside, Bryant, Hillreed Homes, Permission Homes, Ward Homes, Crest Nicholson and Bellway. LPT have also worked with Future City over recent years to create and implement the placemaking strategy.

### 5.5.8 The vision

The settlement was originally intended to be predominantly a business park as Kent County Council were keen to stimulate economic growth locally. However, it was then decided that the on-site employees would need some form of local amenity. These local amenities then needed to reach a critical mass to be financially viable and, as a result, the residential element was initiated. Originally this was meant to be 250 homes, but there is now consent for 3,385.

Therefore, the original vision has changed significantly over time and the development has been allowed to evolve organically by retaining flexibility to react to the changing needs of society. LPT have been responsive to both the internal 'behaviour' of the scheme as it grows, as well as a range of external factors, such as economic and political conditions. There have also been noticeable shifts in planning policy over this timeframe, with the popularity of business parks with some supporting residential provision, waning in favour of a more cohesive residential-led settlement.

LPT have clearly reviewed their vision and adapted the masterplan on numerous occasions. They also altered their approach to delivery when appropriate; for example, they exercised considerably tighter oversight over developers during the downturn, so that they had more control over the delivery timeline. Although planning consent was achieved very early, LPT were keen to control how this volume of supply was delivered on a phased basis.

### 5.5.9 Architecture and design

The entire development has a wide range of styles of architecture. Each type forms a pocket or cluster, within which there is further variation. There is a sense that no one house is the same as another, although they might be in the same 'house family'. The organic way in which the development has evolved as well as the constant oversight from LPT, means that the whole scheme has a consistency. There may be variation between all the plots, but all appear to complement each other. There is no extreme variation with regards to colours and materials.

The general tone of the whole development is based on the use of traditional forms with occasional variations and set-piece layouts. For example, at one point in the development a crescent of three-storey terraces has been created making formal reference to historic crescents. However, because of the use of quality materials and the level of detailing, the design avoids appearing artificial. The modernised traditional design has been adopted in various forms around the development, including the layout, building materials and architecture of the buildings themselves.





**Figure 25: Terraced housing, Kings Hill (© LPT)**

### 5.5.10 Layout

The original masterplan was revised in the early stages to remove all clusters of cul-de-sacs and allow for a more organic evolution of the street pattern. This has helped the flow of the development and enabled better connectivity between the different parts.

The settlement is governed by a network of large distributor roads that run around and through the development, which helps the flow of the traffic, particularly given its size now. It hosts the regular bus route, meaning that these vehicles don't have to weave in and out of the smaller residential streets. However, this also creates a 'fast route', around which people can drive, although inappropriate speeds are avoided with traffic calming measures, such as raised islands at frequent intervals.

A number of the housing plots have a very high density, particularly those close to the central core of the settlement. Attempts have been made to soften the effect of this via the building orientations, as well as the winding paths, sunken kerbs to emphasise the pedestrian environment and small but well-landscaped front gardens. The landscaping of these areas helps transform the look and feel, lightening the dense reality. Other areas have much lower densities and by such deliberate manipulation of the application of the densities required by the planning consents, contrasts in density have been used very effectively.

In terms of landmarks, the positioning of the various housing typologies help to create a 'natural' hierarchy, as well as a subtle legibility that aids wayfinding. This is supplemented by the installation of a number of sculptures, particularly on roundabouts, that provide landmarks for new residents and visitors. A great amount of attention has been paid to public spaces and ideas about high quality public areas derived from the developers' experience in the US were implemented.

### 5.5.11 Density and housing mix

The overall density of the development is 30dph but this clearly varies considerably across the site. The larger houses around the periphery of the site have substantial gardens, many overlook Kings Hill golf course and some of the new houses will back onto what is effectively their own woodland area. This is in contrast to the more compact configuration towards the centre, which also serves to create a busier atmosphere around the commercial nodes.

Although much of the housing in the denser areas is in the form of flats, the Lacuna development illustrates the potential for high-density housing. Lacuna consists of 180 houses and apartments on 7.6 acres, and achieves a density of 58.6dph, which is well above government targets. Although it is dense, it does not feel dense; there is generous parking, usable balconies and verandas, as well as small gardens. The latter have all been configured and landscaped in a detailed manner. Internally, the layouts are mostly open plan with an emphasis on increased height windows adding to the light and airy feel.

Affordable housing appears to be in the region of 20 per cent. Given that the scheme was originally only meant to consist of around 200 units, there was not the original pressure to provide affordable housing, and there does not appear to have been the pressure to catch up since the development has grown. Affordable housing is distributed in small parcels of 20–30 units, and some units have been pepper-potted within the private housing. The aim has always been to create a tenure-blind development, though occasionally this has been undermined by how the pockets are maintained. LPT has worked with the housing association to resolve this.

In terms of housing mix, local sales agents have noted that the development does lack choice in terms of typologies and price. A main point is that there is limited provision for older residents, which will become more of an issue as the scheme grows and residents wish to live close to elderly relatives. This will be addressed in the most recent consent for a new neighbourhood of 635 units. Furthermore, with

prices generally upwards of £500,000, there is a lack of entry-level housing for first-time buyers, which will also be addressed in the new neighbourhood.

### 5.5.12 Public and private amenity space

There is an overall feeling of open green space at Kings Hill. Even though a significant portion of the site has a deliberately higher density of residential, the detailed landscaping between the buildings helps make it feel more open and natural. The landscaping and maintenance of the green space between the buildings – both private and public – is very effective, particularly given the rural context of the site, where a high-density scheme might otherwise feel too urban. The larger road network is also lined with trees and grassy verges, which affirms the open feel. There are areas planted with wildflowers to provide a less formal feel and bee and insect friendly habitats; planting overall features indigenous species, some of which are propagated on site, with corridors interconnecting wildlife habitats.

Alongside space that can be enjoyed by residents on an ad-hoc basis, there is also a substantial volume that has been allocated for community use, including six sports pitches with a sports pavilion, golf course, nature park and numerous playgrounds for children. Great efforts have been made to ensure that there is open space that is suitable for residents of all ages. This will be augmented as a result of the latest consent for a new residential neighbourhood, with an extension to the sports pavilion, more sports pitches, more land for allotments and an extension to the community centre.

Although there is generous public open space, most of the homes have front and rear gardens. The larger homes clearly have larger gardens, but it is interesting to note that even the smaller homes in the denser pockets have little front gardens, sometimes with a gate. This may not offer a huge amount of space in reality, but the quality of the space, as well as the clear boundaries between public and private space, responds to people's expressed need.

### 5.5.13 Commercial and community provision

Early development of the business park was key to the delivery of Kings Hill. Now well-established, the business area of the site consists of a number of large, low-rise buildings which benefit from a good level of occupancy. The business district has a campus-like feel to it, due to the volume of green space interspersed around the buildings.

In addition to the larger commercial office buildings, there is also a more central commercial retail area that forms the focal point of the development. Most noticeable is a large supermarket store which anchors this centre. This was built during the very early stages of the scheme and had to be of a certain size to attract sufficient footfall to ensure that it is commercially viable. However, the demographic of Kings Hill has evolved to create a demand for a wider choice of shopping and another small supermarket has now been provided.

While the level of provision enables the settlement to be fairly independent of surrounding towns and enables residents to walk or cycle around the settlement itself, once the size of the population will support it, consideration could perhaps be given to the introduction of the occasional corner shop distributed throughout, to encourage this behaviour.

There is a good community offering on site. This developed as a result of LPT offering its own offices for early neighbourhood watch meetings, until the population grew sufficiently for Kings Hill to warrant becoming a parish in its own right. There are a number of sports clubs, a youth club and an ongoing cultural strategy that will provide more space for residents to meet, further instilling the sense of community.

### 5.5.14 Sustainability

Breaking new ground in relation to environmental measures does not appear to be a main priority within the overall development at Kings Hill. However, the scheme does



Figure 26: Clear boundaries between public and private space, Kings Hill



**Figure 27: Commercial area, Kings Hill (© LPT)**

promote a healthy lifestyle for residents, in creating a (technically) walkable environment and providing an abundance of usable open and recreational space. Throughout the construction process, a policy of recycling the material generated from the development, for re-use in the construction of roads, footpaths and landscaped areas minimised the environmental impact. In addition, a SUDS system was created for all surface water plus all developers have been required to build to the current code or to achieve BREEAM accreditation. At every stage of the development ecological surveys were carried out and landscaped areas were enhanced to improve the habitat and ecological value of the development. While the environmental credentials may not be as high as they could be, in terms of the scheme overall, Kings Hill is a sustainable community that will most likely be long lasting, particularly given how naturally it appears to evolve and adapt to changing conditions. This is probably a result of LPT's willingness to review its approach to the masterplan periodically and to adapt it as required.

### 5.5.15 Resident participation

Most notable is the level of on-site employment at Kings Hill, with roughly 15 per cent of residents working on the settlement itself. The settlement now has a very active parish council, who are highly engaged with both LPT and the resident population, and are key to building a sense of ownership and pride on the development. They also drive a number of community initiatives and events for local residents that are important to the overall sense of place.

As previously mentioned, LPT have worked with community engagement practitioners to encourage further contact with residents and instil an even stronger sense of place. Future Creative consulted with the public on what they think of their place and this in turn fed through into the cultural design strategy, which resulted in the delivery of a series of heritage inspired sculptures.

### 5.5.16 Car parking and transport

There is a generous supply of car parking at Kings Hill. Although there still tends to be a natural bias towards car-dependency in the UK, Kings Hill was specifically designed to accommodate families, and therefore one to two spaces have been provided for these homes to service the reality of family life.

The fact that Kings Hill is under an hour's rail journey from central London is a huge factor in the success of the scheme. High-earning city workers help to absorb such a substantial amount of large expensive housing. Although there have been reports that local residents were disappointed with both the rail service and the linking shuttle bus service, it is now in full operation.

Kings Hill was designed to be cycle friendly, with all footpaths constructed as a shared footpath and cyclepath. On some of the distributor roads, there are on-road cycle paths. A series of landscaped greenways and bridle paths provide over four miles of safe pedestrian and cycle routes across the development.

## 6 Overall implications for practice

In attempting to create diverse, resilient and commercially successful developments, all of the case studies have encountered their own particular challenges, whether responding to local market conditions, distinctive environmental circumstances or satisfying increasingly demanding standards for development. They have demonstrated the need for flexibility, tenacity and strong leadership in pursuit of their original visions. They have also demonstrated a capacity to work effectively with local communities and local governance bodies while at the same time satisfying the commercial motivation for carrying out the development.

While reiterating the need to consider the lessons from all of these case studies independently and the need to develop local solutions responding to local context, the following more general observations may be helpful for practitioners promoting or responding to large-scale new developments.

### 6.1 Masterplanning and phasing

- a) The planning system has the capability to deliver good placemaking in large-scale urban extensions and thus enhance value and marketability, however the time taken to negotiate the initial stages increases risk, which may deter innovation in other areas of a project. Large-scale urban extensions are typically implemented over periods in excess of ten years and entail responding to cyclical economic variations. It is essential that the vision with which the development was launched is maintained throughout the peaks and troughs of a development cycle. This requires long-term commitment and continuity from the landowner/developer. Even where the processes of masterplanning and good placemaking have been observed, weak local economic conditions may act against the achievement of enhanced values as a result.
- b) Successful development requires that masterplanning and good placemaking are rigorously carried out at the initiation of a project to enable an agreed approach between landowner, developer, local authority and community. Provision for adapting the scheme to changing market, financial, and demographic conditions throughout the life of the project also needs to be built into the process.
- c) Public participation in some of the key decision making about the development is essential to establish trust and reduce opposition. This is particularly so where the community will have to accommodate multi-phased development. Structures for continuing engagement with the emerging community will need to be put in place at the outset. Proposals for large-scale new developments present particular challenges about who is acting on the future community's behalf. The provision for neighbourhood planning introduced by the *Localism Act 2011* can facilitate this.
- d) There is still a considerable gap between the promise of the masterplanning phase and the delivery of the fully serviced community provision. Much of this is down to the phasing of community infrastructure provision in proportion to the phasing of overall housing delivery. Failure to get this right has the potential to undermine the long-term success of the scheme and have a negative impact on value. Being able to quickly build up to a critical mass of occupancy is however tied to level of demand, rates of sales and ultimately market conditions.

### 6.2 Social and commercial infrastructure

- a) Creating successful 'places' is more than just building quality houses. It requires the provision of all the facilities for a good quality of life. School facilities have always been an important influencer of demand for an area and will be a major benefit, not only to existing residents, but also an important marketing benefit, attracting prospective residents to the development.
- b) The provision of adequate shopping services at large and small scale is fundamental to the long-term success of the scheme. Delivery of retail needs a critical mass of customers for commercial viability. As retailing restructures itself through reduced numbers of outlets, digital shopping and home delivery, the implication for planning new communities will need further consideration in terms of scale, phasing and location of provision. Traditionally, the creation of 'centres' for new developments relied on car-based shopping facilities. As local/neighbourhood centres look increasingly market-constrained there may be a need to review how and where retail services are provided.

### 6.3 Good placemaking: good design

- a) Creating walkable places is strongly advocated to achieve healthier communities and reduce the need for private transport. Such policies are also closely related to housing density, car-parking provision and alternative public transport. Masterplanning and placemaking needs to recognise that public transport services in large urban extensions typically do not provide an adequate substitute for private transport sufficient to eliminate the need for private cars. Appropriate provision for car transport still needs to be made in terms of circulation and parking.
- b) Good placemaking is achievable with conventional (traditional) architectural treatment and with contemporary designs, both of which can contribute

to achieving enhanced value. Distinctive, innovative and well-built contemporary housing design responding to the needs of homeowners in all their forms has the capacity to achieve a premium. Likewise, well-designed and well-built conventional forms can also achieve a premium.

- c) House buyers tend to engage in a trade-off where space and location are preferred to design quality. Developments which fail to get this balance right may suffer in terms of value and marketability. 'Kerb appeal' describes the qualities of a building that make it attractive to a buyer, when it is seen within its street setting. Achieving enhanced value requires awareness of external characteristics which may appeal to purchasers of a property in a particular market and those which may not. The appraisal of property for development purposes and the valuation of property for residential mortgage purposes are both influenced by this factor. Consumer tastes are constantly evolving and local markets will determine how these characteristics should be evaluated.

## 6.4 Green infrastructure and landscaping

- a) Green infrastructure in the form of public open space and SUDS tend to be combined as substantial structuring devices in developments. The creation of ponds and lakes in large-scale landscapes and the provision of smaller scale elements, such as swales and rain gardens incorporated into local street design and neighbourhood landscaping, can enhance value where carefully employed. This infrastructure/amenity provision falls into the category of environmental assets/eco-system services and helps future proof new large-scale developments against extreme natural events. In particular, mitigation of flood risk has the potential to underpin value. The distinction between public open space, semi-private open space and private open space is increasingly being blurred, giving more flexible design options. Appropriate levels of maintenance however do need to be assured in the long term, which may entail the application of service charges.
- b) Good, well-designed landscaping as often expressed in conjunction with public open space is considered crucial to successful developments. Open space needs to be considered not only in the aesthetic sense, but also to support safe recreational areas, diverse biodiversity and, increasingly importantly, SUDS.
- c) Residential density, internal space/layout, privacy and private open space are all factors which need to be resolved in response to the local market context. In particular, high density and adequate car-parking provision are critically interlinked. Standards and guidelines which fail to take account of local need and cultural preferences will fail to deliver in terms of local demand and of enhancing value.



Figure 28: The Square, Newhall (© REAL)

## 6.5 Obligations: affordable housing and construction standards

- a) Affordable housing provision needs to be designed in a way that is tenure blind, i.e. it should not be possible to identify tenure by appearance. It should also be managed and maintained in a way which reflects the standards of the overall development. High-quality design has the potential to ensure that affordable housing is seamlessly integrated into the development. Random location of affordable housing needs to be approached carefully to ensure successful integration.
- b) The move to a zero-carbon economy is a major element of government policy and an important response to climate change. The Code for Sustainable Homes was one of the key housing construction indicators being used to increase performance and incentivise choices. It is important that such codes are clear in their benefits to enable home buyers to distinguish between the choices of dwelling available.

# Appendix 1: planning policy and housing market conditions

## 1.1 National planning policy

The national planning policy background at the time these developments were conceived was contained in a number of planning policy guidance (PPG) notes and planning policy statements (PPS), which have now been largely superseded by the National Planning Policy Framework.

PPG 3 on housing stressed the importance of realising the potential of reusing urban land and recognised the need for local authorities to negotiate the inclusion of affordable housing in major developments.

Reducing the use of private cars was advocated in PPG 13 on transport, which encouraged the use of public transport, cycling and walking as alternatives.

In summary, national planning policy impacting on placemaking had shifted to an insistence on a higher density form of development at the same time as providing for affordable housing as part of the development. It also strengthened the protection of the natural environment and encouraged measures to reduce travel time.

Also influential at this time was the final report of the Urban Task Force *Towards an urban renaissance*, published in 1999, advocating a 'quality of life and vitality that makes urban living desirable'. Although the report focused mainly on urban regeneration, the principles of good placemaking in existing urban areas could be seen to apply to the increasingly dense new developments, which were emerging on the edges of towns and cities, seeking to recreate good quality urbanism.

The most significant was PPS 1, which identified sustainable development, mixed-use areas and design as three key planning principles underpinning new developments. This included:

- the use of already developed areas making them more attractive places in which to live and work
- the shaping of new development patterns in a way which minimises the need to travel
- the conservation of the natural resources in terms of wildlife and landscape; and
- the promotion of good design in accordance with the scale and character of the surroundings of a proposed development, to help ensure public acceptance.

Elaborating on good design, it stated that:

*'...urban design should be taken to mean the relationship between different buildings; the relationship between buildings and the streets, squares, parks and waterways and other spaces which make up the public domain; the nature and quality of the public domain itself; the relationship of one part of a village town or city with other parts; and the patterns of movement*

*and activity which are thereby established: in short the complex relationships between all the elements of built and unbuilt space.'*

## 1.2 Climate change agenda

The climate change agenda has been steadily and more forcibly developed over the last 15 years. In 1999, *A better quality of life – a strategy for sustainable development for the UK* was published by government with four priorities for action:

- sustainable consumption and production
- climate change and energy
- natural resource protection and environmental enhancement; and
- sustainable communities.

Subsequent PPSs further strengthened both advisory and regulatory measures in the development industry, in addition to advocating the desirability of moving to a zero-carbon economy. Whereas previously, guidance on design was less interventionist, central government and local government became more proactive in pursuing 'high quality and inclusive design'.

A key step in the planning system to help achieve the design objectives was the introduction of design and access statements (DAS), which became an essential part of any large planning application. A DAS is intended to explain the design principles and concepts that have been applied to the development. It should also demonstrate how the proposed development's context has influenced the design.

Various codes for upgrading development and construction standards were subsequently introduced. Some of these were developed nationally and others were applied as a result of measures being developed locally.

During the period when the case studies were being developed, a significant new planning act was introduced, moving from a concept of 'land use planning' to one of 'spatial planning'. This concept of spatial planning contained in the *Planning and Compulsory Purchase Act 2004* promoted collaboration pursued through wide stakeholder engagement and supported by infrastructure provision and investment. It cast the planning authority in more of an enabling role than a regulatory role.

Through a combination of policy, guidance, legislation and regulation in the first decade of the 21st century, a considerable amount of the climate change agenda was to be implemented through the planning system and construction sector. In addition, the responsibility for providing large-scale infrastructure to support housing development was shifting away from the local authority and its successors, the utilities, to the developer.

## 1.3 Sector responses

There were a number of sector responses to the increasing requirements for creating sustainable communities. These included ways to enable broader design and placemaking challenges to be resolved between all of the stakeholders. They also included sector approaches for assessing proposals for creating good places before implementation and a range of approaches to evaluating sustainability in buildings.

Referred to earlier, one of the first of these was *By Design* (Commission for Architecture and the Built Environment (CABE)/Department of the Environment, Transport and the Regions (DETR), 2000) intended as a companion to the PPGs. It was based on three simple principles:

- first, good design is important everywhere, not least in helping to bring rundown, neglected places back to life.
- second, while the planning system has a key role to play in delivering better design, the creation of successful places depends on the skills of designers and the vision and commitment of those who employ them.
- finally, no two places are identical and there is no such thing as a blueprint for good design. Good design always arises from a thorough and caring understanding of place and context.

Building for Life (BfL) is one of the housing sector initiatives intended to improve design quality. It was also developed by CABE in conjunction with the Home Builders Federation, Design for Homes and the Civic Trust. At the time the case studies were being assessed, the BfL evaluation was based on 20 parameters (Building for Life 20). These criteria focused on functionality, attractiveness and sustainability in well-designed homes and neighbourhoods. Recent changes to the method have reduced the number of parameters to 12 (Building for Life 12). See Appendix 4.

The approach was closely linked with other measures such as the Code for Sustainable Homes, Lifetime Homes and Secured by Design. As a cross-sector approach to assessing new developments, the BfL assessment is relied upon in combination with other assessments to define the developments chosen as case studies for this paper.

The EbD process is a planning tool developed by the Prince's Foundation for the Built Environment that brings together stakeholders to collaborate on a vision for a new community. It is enabled through a workshop facilitated by the Foundation. The process sets out to assess a complex range of design requirements for the development site, with every issue tested by being drawn. Upton in Northampton was masterplanned using this approach.

Design Review is an independent and impartial evaluation process to evaluate design quality. The service is provided by a number of organisations but was initially developed and administered by CABE where a panel of experts on the built environment assess the design of a proposal. The projects that Design Review deals with are usually of public significance, and the process is designed to improve the quality of buildings and places for the benefit of the public.

Design Review is now an essential part of the planning process. The 2012 publication of the National Planning Policy Framework reiterated and reinforced the role of Design Review in ensuring high standards of design. Design Review also plays a vital role in helping local authorities meet their statutory duty under the *Planning Act 2008*, 'to have regard to the desirability of achieving good design', a continuation of the policies under which the case studies were developed.

There are a number of other bodies and organisations which give advice, develop expertise and provide training in the sector. ATLAS, the Homes & Communities Agency's large applications advice unit, provides expertise in the evaluation of design for large-scale planning applications.

The Academy for Urbanism is a body made up of professionals with expertise in a range of areas and is concerned with disseminating good practice in the creation of places. The Resource for Urban Design Information is a platform for professionals and academics to share information and ideas about urban development. The Urban Design Group provides a forum for architectural and planning professionals to address urban design issues. These, along with the major professions (RTPI, RIBA, LI, ICE and RICS) all engage with urban design and placemaking at various levels through their members and publications. Place Alliance also plays a similar role.

## 1.4 Code for Sustainable Homes/ BREEAM

At the time of development of most of the case studies, the Code for Sustainable Homes was the national standard for the sustainable design and construction of new homes. Its aim was to reduce carbon emissions and promote higher standards of sustainable design above the current minimum standards set out by the building regulations.

The code provided nine measures of sustainable design: energy/CO<sub>2</sub>, water, materials, surface water run-off (flooding and flood prevention), waste, pollution, health and well-being, management and ecology.

It used a one to six star system to rate the overall sustainability performance of a new home against these nine categories. In general terms, Code 4 is achievable using conventional construction methods. To achieve Code 6 requires a change in construction methods and skills, which are not always easily available.

At the time the case studies were being constructed, the code was voluntary but local authorities could impose their own requirements. In the case of affordable housing being constructed for the Homes and Communities Agency, Code 3 was the minimum standard required.

Closely associated with the Code for Sustainable Homes are the BREEAM/EcoHomes standards for sustainable development, which also may be incorporated into planning policy to be implemented through the development management system.

Most of the housing within the case studies would fall between Code 3 and 4. Some exceptional schemes have

achieved Code 6 and the developer at Upton requires housing to achieve BREEAM EcoHomes 'Excellent' standard.

In summary, during the period when all of the case studies were being developed there was a clear government policy interest in creating well-designed places which satisfied the needs of the residents and could be built sustainably in every sense of this term. There was also a wide range of complementary and supporting guidance frameworks to achieve these aims developed through the sector, and a number of bodies which have grown up to promote the benefits of good urban design and placemaking.

## 1.5 Housing market condition 1995–2013

While the foregoing sections provide the government policy background and the sector response to implementing these policies, it is important to recognise the general market conditions within which the creation of these new communities was being pursued. Housing market conditions are critical to this and the house price index shown in Figure 28 shows the general trend in England and Wales during the period 1995–2013. This captures the steady rise in house prices over a decade until 2007–2008 when, as a result of the recession, there was a sharp fall, with recovery gradually taking place from 2010 onwards.

Where a development is situated in the economic cycle has significant impact on the perception of risk and expectations of return, all of which impact on value. This not only affects the developer but the purchaser of the end product, the house buyer, when mortgage finance becomes less affordable and less available.

Some of the case studies have been in the process of development since the mid-1990s just as the economy was beginning to recover from the recession of the late 1980s. Accordia, Cambridge (378 units), the smallest of the developments, is the only one completed. The other four still have a number of housing phases to complete and other community infrastructure and services to deliver.

During the period 1995–2013 (Figure 7), the housing market experienced a dramatic change in fortune as the market grew steadily from 1995–2008, to achieve an average value of £274,000, almost tripling average values in England and Wales in a 13-year period. When the financial crash occurred and the market came to a standstill it resulted in falling values, which levelled off at an average value of c. £238,000 or a fall in average value of approximately 15 per cent.

The case studies' average values range from property which is valued well below the national average for England and Wales, to property which is almost double this average. This provides an opportunity to understand the possible impact of placemaking across a range of property values and throughout the property cycle. It also suggests that higher-value properties may be capable of capturing a greater premium attributable to placemaking than properties of lower value.

There have been significant regional variations in housing market performance. Housing in London remained in strong demand during the period under consideration, with the effects of this rippling outward to settlements within the commuter zone. All of the case studies are located within approximately one hour's commute by train to London; effectively on the fringe of the commuter zone and likely to benefit from this ripple effect.

England and Wales house price index 1995–2013

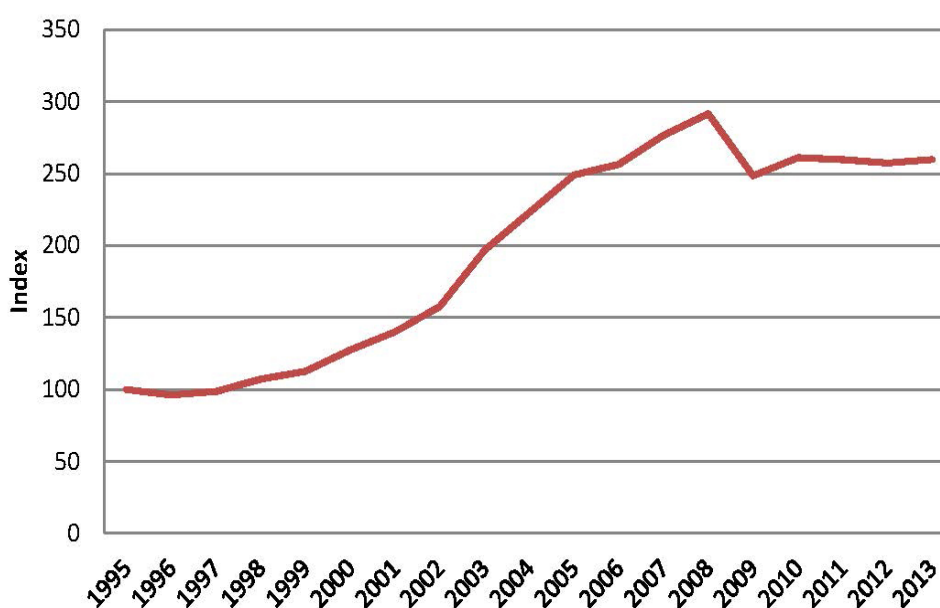


Figure 29: England and Wales house price index (Source: Land Registry)



# Appendix 2: Housing delivery, placemaking and the consumer

## 2.1 What do we mean by value?

In the context of this paper the prime focus is financial value. This is not to underplay intrinsic social, environmental or cultural values, but merely to recognise that financial value is a key determinant in the behaviour of developers in delivering schemes, and consumers in purchasing what is one of the largest investments of their lives.

The value referred to here is exchange value arrived at as a result of the interaction between the forces of supply and demand in a free market. The data relied upon is based on transaction evidence for residential property. However, markets are rarely 'free' in the sense of theoretical concepts of perfect competition, where excessive demand on one side of the equation is met instantaneously by an increase in supply on the other, thereby bringing about equilibrium in the market. Long development lead times and regulatory constraints leading to a form of rationing can result in very slow response times on the supply side. Availability of finance on both the demand and supply sides add further areas of uncertainty and complexity (UDG 2013).

There are many other important intangibles which contribute to value. Because markets do not trade explicitly in these things, it is hard to identify and quantify their value. Intangible factors in the area of health, happiness and wellbeing, for example, have potential to keep the cost of health services affordable and are only now becoming better recognised. Creating good places to live can contribute significantly to improving community well-being (Rydin Y et al., Montgomery C). Good placemaking is about optimising these benefits as well as those explicitly reflected in the transactional value (UDG 2013).

## 2.2 What is placemaking and what does it mean for the consumer?

Placemaking can generally be described as the delivery of a well-designed environment that is sustainable, liveable and fulfilling (Carmona, 2001). In its publication *By Design*, CABE (2000) emphasised that successful urban design requires a full understanding of the conditions under which decisions are made and development is delivered. In particular this required:

- a clear framework in development plans, with supplementary guidance delivered consistently through development control
- a sensitive response to local context
- judgments about what is feasible in terms of economic and market conditions; and
- an imaginative and appropriate approach by those who design and those who manage the planning process.

A subsequent publication by CABE, *The Value of Urban Design* (2001) reconfirmed that:

In practical terms, urban design thus addresses the creation of places relying on sound principles relating to such factors as road layout, block structure, building design, green and blue infrastructure, movement of people, townscape character, parking, street design and all of the detailed elements that contribute to bringing that place to life by residents and visitors.

A decade and a half after the publication of this guidance, the term 'placemaking' has come to be used to capture all of those factors which combine to create a good place in which to live, work or engage in leisure pursuits. There has also been extensive research on the attitudes and priorities of residents towards their home environment and its surrounding area.

Evidence in the UK suggests that top of the list for people is a concept of 'neighbourhood'. In 2005, CABE reviewed a number of studies in this area. Some of the research suggested that schools are the single most important local amenity when choosing a new home. It may be that the school is regarded as an asset which will make the home more marketable in the future, or that its presence is an indicator in itself of a desirable neighbourhood (CABE 2005).

Proximity to a wide range of shops and local other local facilities also ranked highly. A small neighbourhood centre with a variety of small shops was considered desirable, while respondents regarded being near to a larger centre with supermarkets, take-aways and businesses unfavourably, because it was feared it would attract too much traffic.

Views on access to public transport are more varied. Some surveys found that proximity to a main railway line was an asset. This suggests that public transport for commuting is valued whereas local transit is viewed as less of an asset. Deficiencies in public transport were put forward as an important reason for regarding a car as an absolute necessity.

Restrictive parking standards, which resulted from the implementation of PPG 3 guidance on housing, produced a high degree of frustration among those living in developments designed according to its principles. It was the most frequently mentioned of all problems encountered by buyers of this type of house. One of the reasons for the rejection of high densities was a concern about parking problems.

Home buyers' attitudes towards streets indicate conflict between the desire for walkable neighbourhoods and adequate provision for private cars. In addition, some surveys report the attraction of cul-de-sacs for home buyers – a view which is contrary to the arguments for connectivity

and permeability encouraged by much urban design guidance.

In terms of the actual house, a key preference is the provision of outside space and of gardens in particular. It is not just the availability, but also its usability and size. In a 2004 survey by Joseph Rowntree Foundation (JRT 2004), over three quarters of the respondents preferred to have a private garden rather than sharing a communal space with their neighbours, and one in five buyers of houses built under PPG 3 guidance complained about the size of their gardens, particularly front gardens.

Public realm green space has long been seen as important, extending from medieval village greens, Georgian residential squares and the boulevards of garden cities and suburbs. Well-treed neighbourhoods typically have higher prices as trees soften the urban scene and reinforce local character (Biddulph 2007). Evidence has also shown that properties in close proximity to parks have increased values over those further away.

Clearly there is a wide range of understanding of the relative benefits of the various components of placemaking. In the end it would seem that most prospective purchasers are in a constant trade-off between choosing the ideal location, the ideal individual property and the ideal planned designed and liveable neighbourhood, i.e. the best place. This information paper should be understood against this background as has been suggested, well-located, well-designed developments can be more successful commercially than those that are less so.

## 2.3 The property industry – recurring questions and challenges

Over the period since many of these reports were completed, both the understanding and quality of placemaking has improved significantly. The sector has also learned how site-specific the measures in various places have needed to be in order to be successful. High-density housing has been an important measure to achieve sustainable development; but there are many places where high-density housing has been extremely successful and where it has not. Invariably it needs a bespoke solution. Recognising this, the sector has learned to be more responsive to particular circumstances.

It is 20 years since RICS first engaged in work on the link between urban design and value. In 1996, in conjunction with the UK Department of Environment (DOE), RICS jointly published a study on the roles, perceptions, and influence of developers, investors and occupiers on the quality of urban design (RICS/DOE, 1996). There was recognition at the time that:

- the developer is ultimately responsible for the quality and appearance of the development; and
- developers see all aspects of design as essentially a means to a financial end and not as an end in themselves.

Since many of the benefits of good placemaking accrue in the long term, the business time horizon of the developer is critical to the industry's willingness to invest the additional time and cost required to enable this long-term benefit to be reaped.

There are therefore potentially many imperfections in how the market operates both for the developer and for the house buyer, which may prevent that clear translation from good placemaking to enhanced value occurring. These are briefly touched on below and relate to issues about:

- land value and who gains from the process for land allocation
- the time taken to obtain implementable permissions; and
- increasing standards and costs, and their associated value.

## 2.4 Land value and land allocation

It has been suggested that the reason why higher quality/value development has seemingly been avoided by volume housebuilders for more standard lower quality/value schemes has to do with land value and who gains the benefit.

- The evidence is that it is almost always the landowner or the end-owner that benefits from the enhanced value of sustainable urbanism.
- Value uplift from good placemaking also tends to accrue over a longer time period than business accounting processes allow.
- It is very difficult for the speculative house builder to capture placemaking value because of the time that the whole process takes and because the mechanisms of land release and land purchase tend to benefit the landowner. A successful first phase of development will lead to a higher land price for the second phase.
- The issue of ongoing ownership and of actively managing good places in order to ultimately accrue the benefits is a recurring concern. (UDG 2013)

Protracted negotiations add to development risk. For some developers, urban design may have a limited role and be constrained by short-term viability issues in the detail or completely. With the need to engage with an increasing number of bodies, many developers find that it is taking a great deal of time to gain all party support for the proposals.

## 2.5 Innovation risk, cost and value

With increasing need for higher-density housing and lower carbon emissions, innovation, adaptability and the generation of creative solutions would seem to be essential approaches to respond to the need for increasing standards, reducing costs and enhancing value. There is however a balance to be struck between building form, fabric and renewable technologies in pursuit of zero-carbon dwellings. In the views of some developers, the cost effectiveness that the industry requires is at odds with this experimentation. (UDG 2013)

Combined with this, the industry has always been concerned that innovations and creative solutions are not reflected in the ultimate value of the property. Frequently, the valuation process for new homes comes in for criticism for excessive reliance on 'second-hand' market rates regardless of whether it is newly created space (UDG 2013). Similar views are regularly expressed by the architectural profession in relation to design, most recently in the *Farrell Review*.

It is important to understand the intrinsic benefits which good placemaking, supported by innovative and creative solutions, brings with it. Equally important is to recognise that valuations for secured lending purposes, either for development or residential mortgage purposes need to be adequately supported by relevant comparable transaction evidence. Analysing this comparable evidence is a matter for professional judgment in each specific instance. The case studies in this paper demonstrate the variability in market conditions between different locations and in developments with different degrees of innovation and creative design responses.

## 2.6 Responding to consumer preferences

From a housebuyer's perspective, translating preferences into demand would seem to be principally about the purchaser trading off between location, the neighbourhood, the house and affordability. Underlying this decision, factors like shopping facilities, schools, housing density, transportation and car parking are essential to creating that neighbourhood, all of which impact on the final decision. Whether there is sufficient supply of alternative housing in the desired location at an affordable price will determine whether there is a meaningful choice.

Looked at from a developer's viewpoint, long-term ownership of the land would seem to be essential to reaping the benefits of good placemaking; a model pursued by the garden city developers and the Georgian estates before them. While innovation and creativity have benefits in terms of increasing quality, responding to environmental challenges and increasing standards, it is not clear that the market is always prepared to pay a premium in return. The pursuit of economies of scale in the house-building industry through standardisation in order to improve affordability would seem to run counter to the delivery of bespoke solutions.

## Appendix 3: Case study data

### 3.1 Case study values compared to national and all local area values

Average house values in some of the areas in which the case studies are located fall below the average house value for England and Wales and in others well exceed this average (Figure 30). Overall average house values in Northampton, Peterborough and Harlow are less than the England and Wales average. In addition, in two of these areas (Northampton and Peterborough) average values in the case study developments (Upton and Hampton) are also less than the average for the local area. This may suggest that it is more difficult to convert the benefits of good placemaking into enhanced value where the market is already weak.

Existing Tonbridge-Malling and Cambridge properties significantly exceed the England and Wales average and the values in the case study developments at Kings Hill and Accordia further exceed these local averages. Where values are already high and demand is strong, good placemaking would seem to further enhance values.

The exception to these observations is Newhall, Harlow. Of the case study developments located in areas which are less than the national average, Newhall has succeeded in outperforming local area values.

### 3.2 Case study values compared to other local new-build values

The case studies indicate that good placemaking enables housing in these developments to achieve values in excess

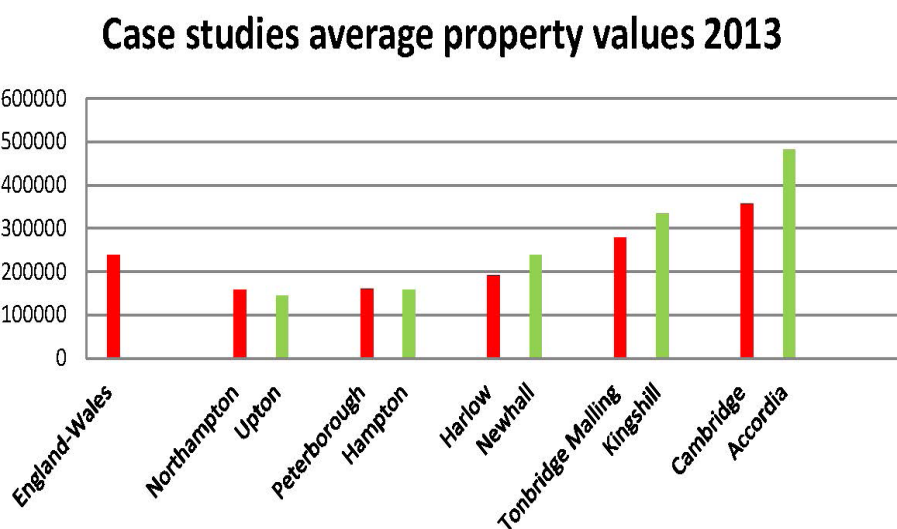
of other local new-build housing values when sold as new (Figure 31). Upton, the weakest performer in terms of overall value, has exceeded average local new-build values by 25 per cent and Accordia, the strongest performer, has exceeded local new-build values by 56 per cent. This confirms that good placemaking has the potential to give competitive advantage in a local new-build market.

### 3.3 Case studies longer-term performance

The long-term performance of housing value based on data of re-sales was assessed by averaging the annual compound growth (Figure 32). The evaluation has been applied to individual property types, comparing those in the case studies with the local new-build market. Based on the measure for 'all types of property', Accordia, Kings Hill, and Newhall have outperformed their local areas in terms of annual growth. The case study developments at Upton and Hampton have underperformed their local areas in terms of this measure.

### 3.4 Summary data

The following section provides a matrix of data and information in a way that allows the distinctive characteristics of the case study developments to be more easily identified. Much of this information is both location and site specific, so observations based on cross-comparisons need to be understood and interpreted in this context. Direct comparison of individual characteristics of case studies is likely to prove misleading and observations need to relate to the entirety of the individual case study information in Section 5.



**Figure 30: Case study values compared to local area average and England and Wales (Source: Land Registry)**

### Case studies average new-build comparison 2013

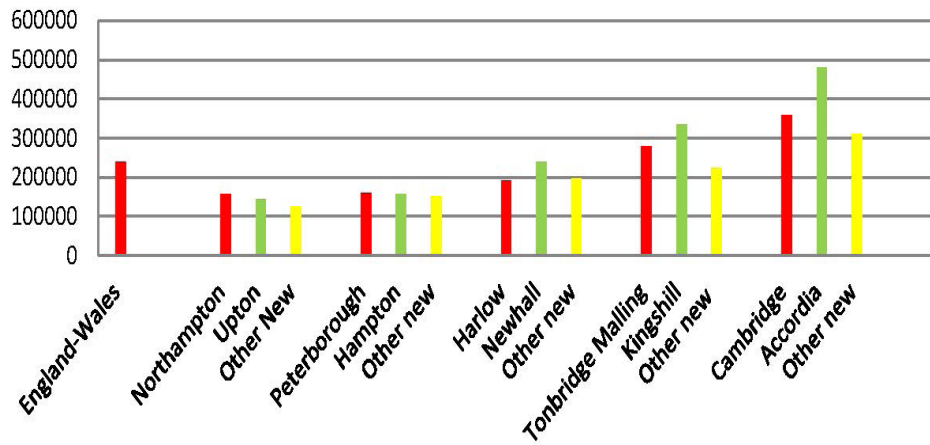


Figure 31: Case studies average new build comparison (Source: Land Registry)

### Case studies CAGR

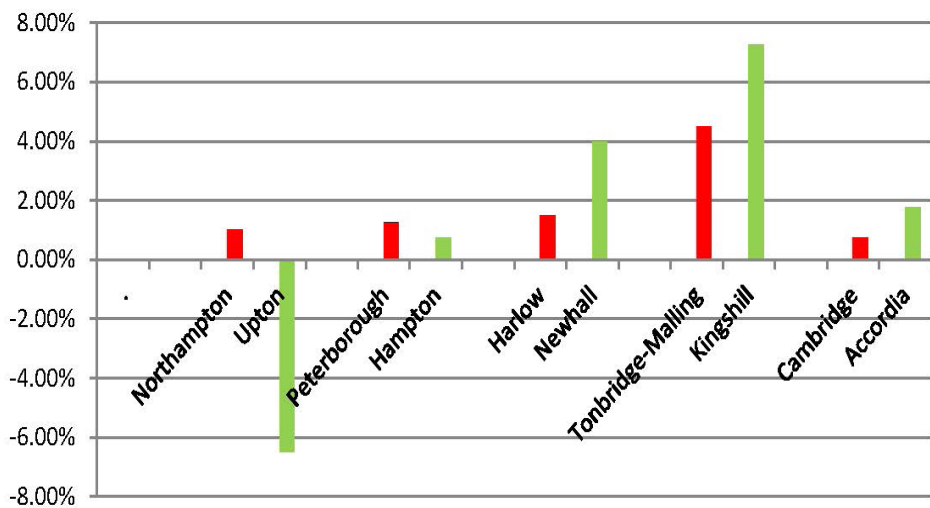


Figure 32: Case studies CAGR (Source: Land Registry)

Placemaking and value			Case studies - Summary data				
	Case studies	England	Upton, Northampton	Hampton, Peterborough	Newhall, Harlow	Kings Hill, West Malling	Accordia, Cambridge
	Developer		English Partnerships	O&H Properties	Newhall Projects	Liberty Property Trust	Countryside
	Value outcome		Average values below local average values		Average values exceed local average values		
			Average values exceed local 'new-build' average values				
General							
1	Type		New town Greenfield	New town Brownfield	New town Greenfield	Out of town Brownfield	City Brownfield
2	Rail to London		1 hour	1 hour	30 minutes	50 minutes	50 minutes
Property market data			Upton	Hampton	Newhall	Kings Hill	Accordia
3	Value level ranking		5	4	3	2	1
4	Average local area value level	£240,000	£157,000	£160,000	£191,000	£278,000	£358,000
5	Average case study values		£144,000	£157,000	£233,000	£335,000	£481,000
6	Exceeds average all local values		-8%	-2%	+25%	+20%	+34%
7	Exceeds average new-build value		+25%	+5%	+19%	+51%	+56%
8	Median income	£26,845 [London £43,189]	£20,000	£22,600	£21,106	£28,000	£30,000
9	Income multiple		6.2	6.9	11.3	12	16
10	Total number units to date		1,300	5,200	500	2,000	378

<b>Case studies – Summary data (Contd.)</b>							
		England	Upton	Hampton	Newhall	Kings Hill	Accordia
<b>Physical characteristics</b>							
11	Design code		Yes	Yes	Yes	Yes	No
12	Layout/formal distinguishing features		SUDS Eco-design Flood mitigation	SUDS lakes Neighbourhood centre. Deformed grid pattern	Architect design Neighbourhood centre SUDS	Landscape design Neighbourhood centre/shopping	Architect design SUDS Grid, mews-type streets
13	Architectural approach		Conventional and contemporary	Conventional	Contemporary	Conventional	Contemporary
14	Average density		58dph	36dph	45dph	30dph av.	40dph
15	Affordable housing per cent		22%	15%	25%	c. 20%	30%
16	SUDS		Yes	Yes	Yes	Yes	Yes
17	Code for Sustainable Homes		Code 4, 6 BREEAM	Code 3, 6	Code 3-4	Code 3	Code 3/4
<b>Community infrastructure</b>							
18	Public transport		Inadequate	Adequate	Inadequate	Inadequate	Adequate
19	School [primary]		Adequate [on site]	Adequate	Adequate [off site]	Adequate	Adequate [off site]
20	School [secondary]		Inadequate	Adequate	Adequate [off site]	Adequate	Adequate [off site]
21	Shopping [large]		Inadequate	Adequate	Adequate [off site]	Adequate	Adequate [off site]
22	Shopping [local]		Inadequate	Adequate	Adequate	Adequate	Adequate
23	Community Centre		Adequate	Adequate	Inadequate	Adequate	Inadequate
24	Surgery		No	Yes	No	Yes	No
<b>Community activity</b>							
25	Community engagement		Medium	High	Medium	High	No

# Appendix 4: Building for Life

## Building for Life 12

Building for Life 12 updated Building for Life 20 and considers the urban design quality of new housing against the following criteria (see [www.designforhomes.org/projects/buildingforlife](http://www.designforhomes.org/projects/buildingforlife)).

<p><b>1. Connections</b></p> <p>Does the scheme integrate into its surroundings by reinforcing existing connections and creating new ones, while also respecting existing buildings and land uses along the boundaries of the development site?</p>
<p><b>2. Facilities and services</b></p> <p>Does the development provide (or is it close to) community facilities such as shops, schools, workplaces, parks, play areas, pubs and cafes?</p>
<p><b>3. Public transport</b></p> <p>Does the scheme have good access to public transport to help reduce car dependency?</p>
<p><b>4. Meeting local housing requirements</b></p> <p>Does the development have a mix of housing types and tenures that suit local requirements?</p>
<p><b>5. Character</b></p> <p>Does the scheme create a place with a locally inspired or otherwise distinctive character?</p>
<p><b>6. Working with the site and its context</b></p> <p>Does the scheme take advantage of existing topography, landscape features (including water courses), trees and plants, wildlife habitats, existing buildings, site orientation and microclimates?</p>
<p><b>7. Creating well defined streets and spaces</b></p> <p>Are buildings designed and positioned with landscaping to define and enhance streets and spaces and are the buildings designed to turn street corners well?</p>
<p><b>8. Easy to find your way around</b></p> <p>Is the scheme designed to make it easy to find your way around?</p>
<p><b>9. Streets for all</b></p> <p>Are streets designed in a way that encourages low vehicle speeds and allows them to function as social spaces?</p>
<p><b>10. Car parking</b></p> <p>Is resident and visitor parking sufficient and well integrated so that it does not dominate the street?</p>
<p><b>11. Public and private spaces</b></p> <p>Will public and private spaces be clearly defined and designed to have appropriate access and be able to be well managed and safe in use?</p>
<p><b>12. External storage and amenity space</b></p> <p>Is there adequate external storage space for bins and recycling as well as vehicles and cycles?</p>



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