

BroadwayMalyan^{BM}

Housing and New Neighbourhoods

Creating healthy, sustainable and
climate resilient new communities





“We aim to be at the forefront of the UK’s drive to design and deliver high quality, healthy, sustainable and climate resilient new communities and homes that are fit for both current and future generations”

Jeff Nottage – Director and Sector Lead for Housing & New Neighbourhoods



Our Ethos

We are urban designers, masterplanners and housing design specialists, working as one team.

Our proud history is firmly rooted in housing and since 1958 our mission has been to create places that people will live in, love and care for. We believe that the only way to do this is to design the whole place, not just the buildings.

Above all, we value others; our team; our clients; our stakeholders and the future occupants of our schemes.

Most of our work comes from repeat business, which speaks volumes.

Today, we are a multi-talented collective made up of like minded individuals with breadth of design skills and specialisms, who hold true to our beginnings: to deliver delightful new places.



We love what we do and we are ambitious:

We bring that enthusiasm to every project that we work on. We think creating identity of place is crucial. We always dig deep to understand an area and its belongings, reinforcing what works well, to create resilient and flexible places rooted in context.

As a group of creatives, we are imaginative, but we also understand the development process. We harness these skills to come up with innovative, yet deliverable ideas.

We are curious and work collaboratively to listen, find synergies and create a shared vision. We put dialogue at the heart of our work and there is no place for ego in what we do. We look beyond the project boundaries, getting under the skin of the wider issues so that we can be flexible with our ideas.



Experts



Jeff Nottage

Sector Lead – Housing and New Neighbourhoods

Jeff is an urban planner and urban designer with over 20 years experience. He focuses on the masterplanning and design of residential led mixed use schemes ranging from town and city expansions to new settlements – for both public and private sector clients. Jeff has a particular interest in how changing trends and technology will help to shape places and communities in the future. Jeff is a member of the RTPI, TCPA and UDG.



Stephen McGrath

Director

Stephen has 25 years' experience in design focused architectural practice. After working at significant practices in London, he joined Broadway Malyan's central London studio in 2015. Stephen's cross-sector work includes residential and mixed-use schemes. Stephen heads up the practice's UK's Design Leadership Group.



Jessie Watson

Associate Director

Jessie is a qualified urban designer with over 17 years' experience and a Recognised Practitioner of the Urban Design Group. Jessie's work is focused within the UK, with an emphasis on strategic masterplans for major urban extensions and new settlements. Jessie's experience spans a wide range of projects covering land promotion, outline and hybrid applications, planning inquiry, design strategy, design codes, character assessment, layout design and engagement.



Virendra Vadgama

Associate Director

Viru's experience ranges from urban design to architecture and he is an integral member of Broadway Malyan's masterplanning team. He has extensive experience in suburban and urban high density housing projects. During his time at Broadway Malyan, Viru has worked on residential led masterplans, design guides for major strategic sites and a number of detailed proving layouts for new housing schemes.



Jennie Lunn
Associate Director

Since joining Broadway Malyan, Jennie has worked on a variety of projects, from bespoke one-off houses to developments of over 500 dwellings, student accommodation and BTR schemes. Jennie has also worked on a number of listed building renovations, extensions and conversions, Jennie is interested in contemporary, minimalist design and the contrast of old and new in historic buildings. Jennie is a member of the RIBA and a RIBA Conservation Registrant.



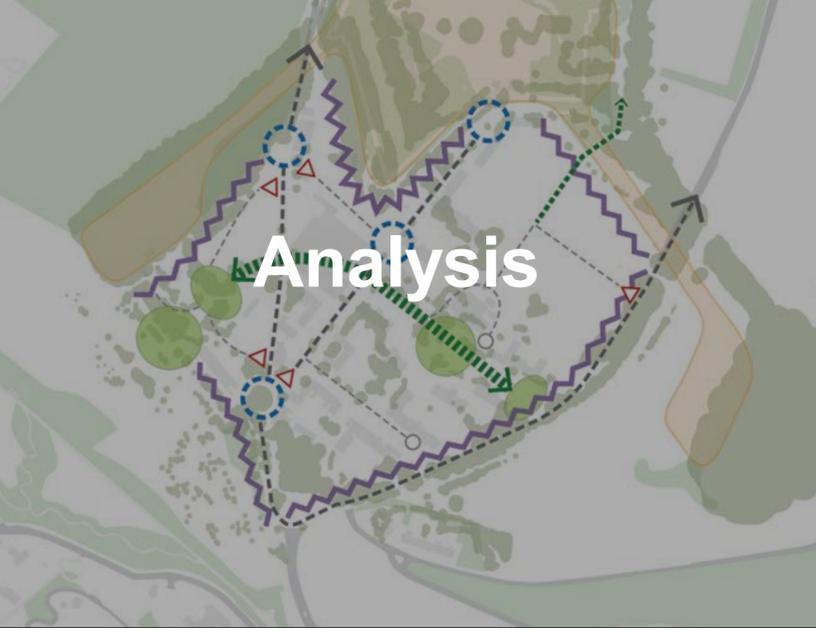
Ivor Phillips
Associate Director

Ivor is an architect with a wide range of skills and experience. Ivor has worked on a number of important residential and masterplanning commissions since joining Broadway Malyan including strategic masterplans, residential layouts and design codes and guidance. Ivor is also a design mentor and co-ordinates the design review process in the practice's Manchester studio.



Matthew Johnson
Associate

Matt is an architect and member of the RIBA. Matt has spent over 20 years at Broadway Malyan seeking to create great places to live and has a strong record of achieving successful outline and detailed planning consents within sensitive political or historic contexts, sometimes incorporating both new-build and conversion elements. One of Matt's key skills is in the creation of residential-led designs which work well at all scales from site concept through to detailed proving layouts.



Analysis



Public Engagement



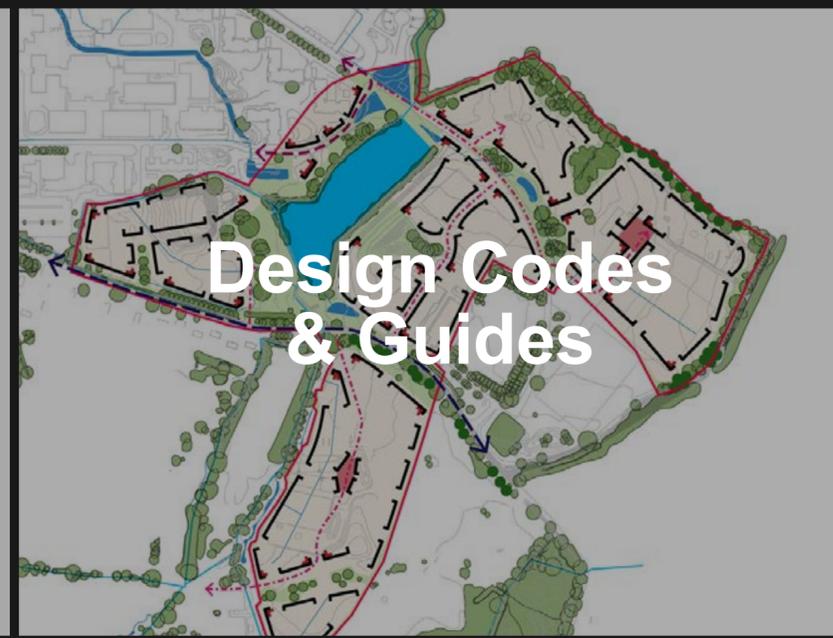
Masterplan Frameworks



Planning Applications



Design & Access Statements



Design Codes & Guides



Graphic Design



Housing Architecture



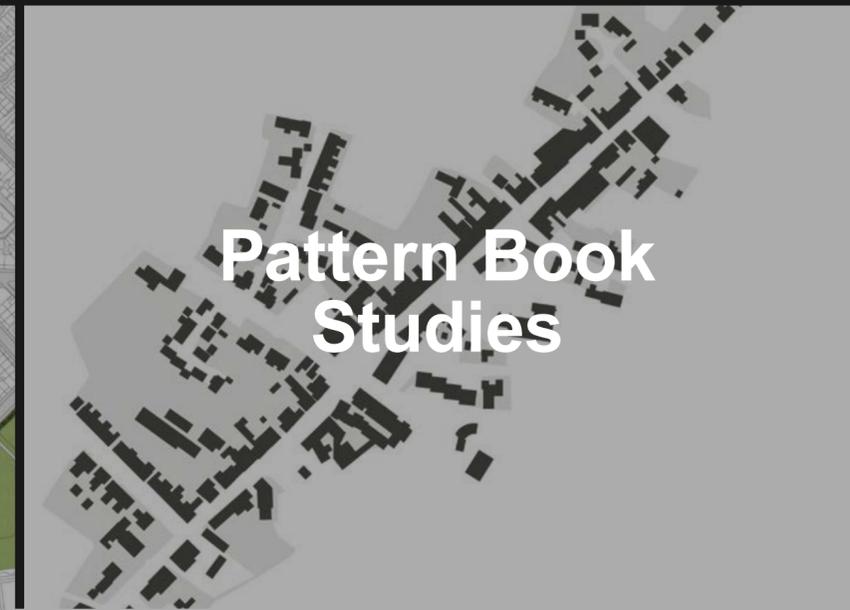
Housing Delivery



Vision Documents



**Optimisation/
proving layout**



Pattern Book Studies

Thought Leadership

We are passionate about what we do and are always thinking about “what next” for new forms of housing and the creation of next generation communities.

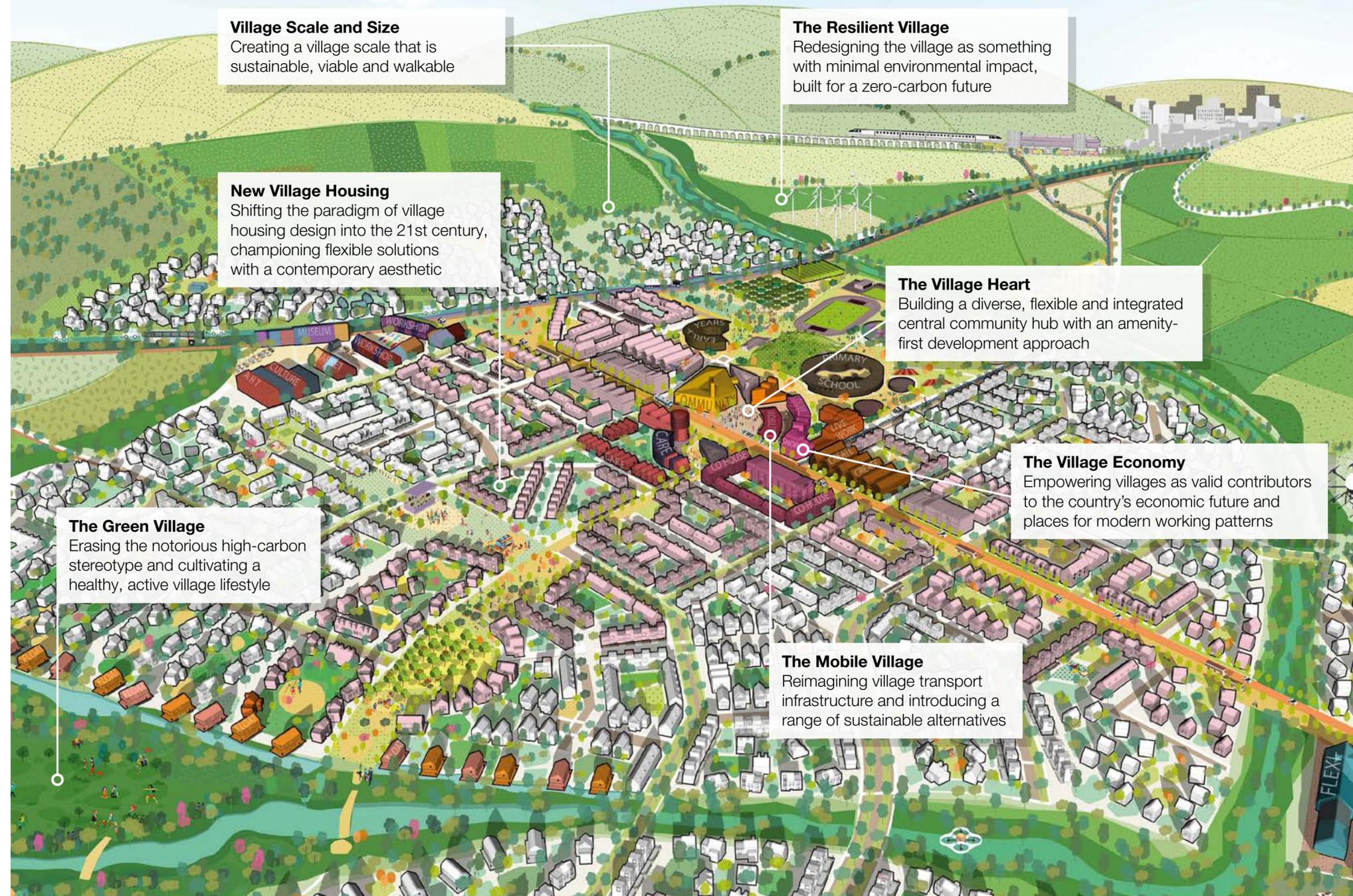
We have recently produced a thought leadership report called the Reimagined Village. This report looks at how new villages can be a key part of the solution to the UK’s housing crisis. However, we believe that for new villages to be successful, they need to be reimagined and fit for purpose and changing lifestyles going forward. Our report looks at a number of different aspects of the village of the future including: size and scale; the village economy; the village heart; new village housing; future forms of mobility; green open spaces; and resilience.

The report is available to download at BroadwayMalyan.com

Introducing the reimagined village

Our vision is not to reinvent the notion of village appeal, but to expand it to broader target groups, making it attractive and ensuring it has something to offer to everyone irrespective of age, background, income, location, or career aspirations.

The future village must be a valid economic force in its own right – **connected, smart, and green**, housing a diverse and healthy community of residents and businesses in a unique, attractive and genuinely sustainable setting.



Village Scale and Size
Creating a village scale that is sustainable, viable and walkable

New Village Housing
Shifting the paradigm of village housing design into the 21st century, championing flexible solutions with a contemporary aesthetic

The Green Village
Erasing the notorious high-carbon stereotype and cultivating a healthy, active village lifestyle

The Resilient Village
Redesigning the village as something with minimal environmental impact, built for a zero-carbon future

The Village Heart
Building a diverse, flexible and integrated central community hub with an amenity-first development approach

The Village Economy
Empowering villages as valid contributors to the country's economic future and places for modern working patterns

The Mobile Village
Reimagining village transport infrastructure and introducing a range of sustainable alternatives

Clients



Locations

Our projects cover the length and breadth of the country ranging from new villages within the Green Belt to the creation of new neighbourhoods on previously developed brownfield sites.

We work on sites in and around major towns and cities as well as settlements in more rural locations. And we work on sites ranging in scale from major city expansions of up to 10,000 homes, down to smaller schemes of less than 50 dwellings. This wide ranging experience allows us to understand and respond to local circumstances, be it a complicated urban site, a site in a sensitive historic settlement or a new greenfield location. The next few pages of this brochure provide a series of case studies of some of our projects.



Case studies



South Maldon Garden Suburb

Creating a strong sense of place and local identity

A new garden community on the edge of an historic estuary town in Essex. The new garden community will deliver 1,350 new homes, employment, local facilities and green open space.

Client:

Commercial Estates Group (CEG),
Linden Homes, Dartmouth Park Estate
and Maldon District Council

Project Location:

Maldon, Essex, UK





Design process and narrative

In addition to incorporating Garden Community principles, the design of the masterplan was all about establishing a sense of place and a strong connection with Maldon's historic roots and surrounding natural landscape.

The site is situated on the southern outskirts of Maldon and divided by a disused railway line. Despite its edge of town location, the hill top town centre skyline of church spires can clearly be seen from within the site. Views south of the site look out over a vast open fenland landscape.

Whilst developing the masterplan, we focused on creating a community that retained a strong connection to the natural landscape of the local area, as well as Maldon's historic roots.



Our masterplan approach involved the retention of the former railway line, as a key community movement corridor and area for ecology and wildlife. New green corridors were designed to align with views to the distant church spires to ensure that the site felt very much part of Maldon, despite its peripheral location. Views south across the open landscape were also captured through our design, and a gentle transition to open countryside was created by informal and formal recreational spaces on the southern edge.

The community was very much at the heart of our design for the new garden suburb. Through engagement with local people at stakeholder workshops and meetings, we adapted our designs to incorporate a mixed-use local centre, to be enjoyed by new and existing residents in the local area.

The generous swathes of green infrastructure and sustainable movement corridors will help to create a healthy and well connected community.

Outcomes and deliverables

Our Strategic Masterplan Framework (SMF) document, which was produced for CEG, Linden Homes, Dartmouth Park Estates and Maldon District Council, for the entire 1,350 homes scheme, was endorsed by Members. Following this, we prepared an outline planning application for the areas within CEG's control (known as Limebrook Park), comprising 1,000 homes, an employment park, primary school and local centre. This was granted consent and the scheme is currently under construction.



Park Prewett

Delivering high quality,
energy efficient new homes

A development of 137 new homes on a former hospital site in north west Basingstoke, designed to achieve a new standard in creating the sustainable homes of the future, achieving an EcoHomes energy rating of Very Good.

Client:

Persimmon Homes

Project Location:

Basingstoke, Hampshire, UK





Design process and narrative

Following Broadway Malyan's success in the Design for Manufacture '£60K House' Competition, we were invited to bid for the Design for Manufacture Park Prewett site with Persimmon Homes, winning the opportunity to design an area within the new Park Village neighbourhood.

Our Lifetime Plus House, designed for the competition, was the inspiration for the Park Prewett scheme. The house allows flexible arrangements of living spaces as well as adaptability over its lifetime, such as allowing the number of bedrooms to be increased.

Innovative and modern methods of construction using structural insulated panels (SIPs) enabled us to design a well-insulated, low energy house. Using our Lifetime Plus model, we designed a range of flexible house types specifically for the site, including bungalows for those with access needs, family houses and three-storey apartment blocks. By incorporating different typologies and tenures into the development, we created an active and vibrant street scene.

High quality materials and finishes, which reflected the site's setting, were used to deliver a contemporary twist on traditional vernacular. The scheme's layout centres on a neighbourhood green, which acts as an anchor to bring residents together. The layout was designed to create varied, defined and visually interesting spaces, which create a strong sense of place within the context of the wider Park Village Masterplan.

Our Park Prewett scheme demonstrates that high quality energy efficient homes can be delivered cost effectively, making them accessible to a wide range of people.

Outcomes and deliverables

The development has now been completed, has received commendation at the **Housing Design Awards** and was shortlisted in the **Architect of the Year Awards**.

Land north of South Woodham Ferrers

Designing a new neighbourhood within a multitude of physical constraints

An urban extension to the town of South Woodham Ferrers. Our brief was to create a new community to the north of the town that is well connected to the wider area and comprises 1,200 homes, within a mixed suburban/rural landscape.

Client:
Countryside Properties

Project Location:
South Woodham Ferrers, Essex, UK



Design process and narrative

Although the site is situated on the edge of South Woodham Ferrers and is in close proximity to the railway station, it suffered from severance created by an adjacent main road. The site is also constrained by a number of utility corridors, including overhead power lines and gas and water mains. A new supermarket is also located at the centre of the site. The site is largely characterised by flat land; however, it rises steeply towards the north and north east, which disconnects its eastern most extremities.

Whilst not unusual for an edge of town site to have such constraints, it is rare to have so many. The challenge was, therefore, to embrace and enhance the opportunities presented by these constraints. This was done by incorporating the utility corridors into a network of green routes and connections across the sites, within which a number of activities could be accommodated including allotments, pedestrian and cycle

links. The green corridors were complemented by further spaces for SuDs, playing pitches and a green connection along an existing brook. To address the physical and visual severance across the Burnham Road, we introduced new crossing points, the central one of which effectively helped extend the town's main north-south axis from the railway station towards a new mixed-use centre at the heart of the site. This ensured that facilities here could be accessed by new and existing residents in the town. Visual connectivity was also achieved along this route, which helped to create a vista from the town through the site and up to a hillock and landmark tree in the distance.

The hillock and adjacent areas of higher ground also played an important role in "giving back" to the town as from here wider, expansive views across South Woodham Ferrers and the River Crouch estuary beyond can be enjoyed. The site's open spaces not only create a high quality multi-functional landscape framework within the site, but also helped complete a green circle of publicly accessible open space that encircles the town.

In overcoming the constraints and challenges, our masterplan has greatly enhanced the wider town and will create a thriving new community.

Outcomes and deliverables

Following a masterplanning process that we ran in collaboration with Chelmsford City Council and the Town Council, we prepared a masterplan document that received the endorsement of officers and members. This, in turn, provided Countryside Properties with the confidence to proceed with an outline planning application for their element of the site that will be submitted in 2021.



Green Park Village

**Distinctive in appearance
while sitting comfortably
within its setting**

The Green Park Village development is a new community in a beautiful lakeside setting with open green spaces, trim trails, and nature paths. It is located near junction 11 of the M4, a key route leading to Reading town centre.

The development will deliver 1,150 new homes, an additional train station providing excellent transportation links to and from Reading and London, a primary school, commercial space, an extra care home and a multi-storey car park on a 25 hectare brownfield site.

Client: St Edward Homes

Project Location: Reading, Berkshire, UK



Design process and narrative

An important element of the project brief was to create a new community which was economically, socially, and geographically integrated into the wider Reading area.

In developing the masterplan, we sought to retain and transform the existing gravel pit into a lake, providing a new space for residents to sit and relax at with their friends and family. A new trim trail and pedestrian and cycling routes were also created around the lake, linking to the surrounding countryside.



The provision of a new train station on the Reading / Basingstoke line delivered a much-needed transport interchange, that will serve residents at Green Park Village, as well as commuters that work at the nearby Green Park Business Park. Additional services will also provide access to central Reading and London.

In support of the new homes, a range of new retail spaces and community facilities will also be created, including a new primary school that links directly to the Green Park community. This will help to create a vibrant hub for residents, where they can socialise at and work from.

The development incorporates an innovative 'Urban House' typology which we developed to allow a higher density of development. The urban house has a total floorspace of 120 sqm and is efficiently designed so it enables development densities of up to 85 homes per hectare, twice the density of typical suburban housing. The house design incorporates private amenity space and an internal lightwell to create a light and airy interior. Other design benefits include better environmental performance, increased security and privacy, faster construction, and less waste.

Outcomes and deliverables

We have supported this project from its initial stages when an outline planning application was first submitted. Now in its final stages of construction, we are continuing to work closely with St Edward Homes, to create a thriving new community in Reading.

Dunton Hills Garden Village

Creating a shared vision
for a new 21st century
Garden Village through
collaborative design

This Government backed Garden Village is a landscape-led proposal, protecting key ecological and historic features and creating an attractive environment that promotes active lifestyles, community interaction and opportunities to immerse yourself in nature. The new village will provide up to 4,000 homes, flexible employment space, community facilities and multifunctional open space.

Client:

Commercial Estates Group (CEG)

Project Location:

Brentwood, Essex, UK





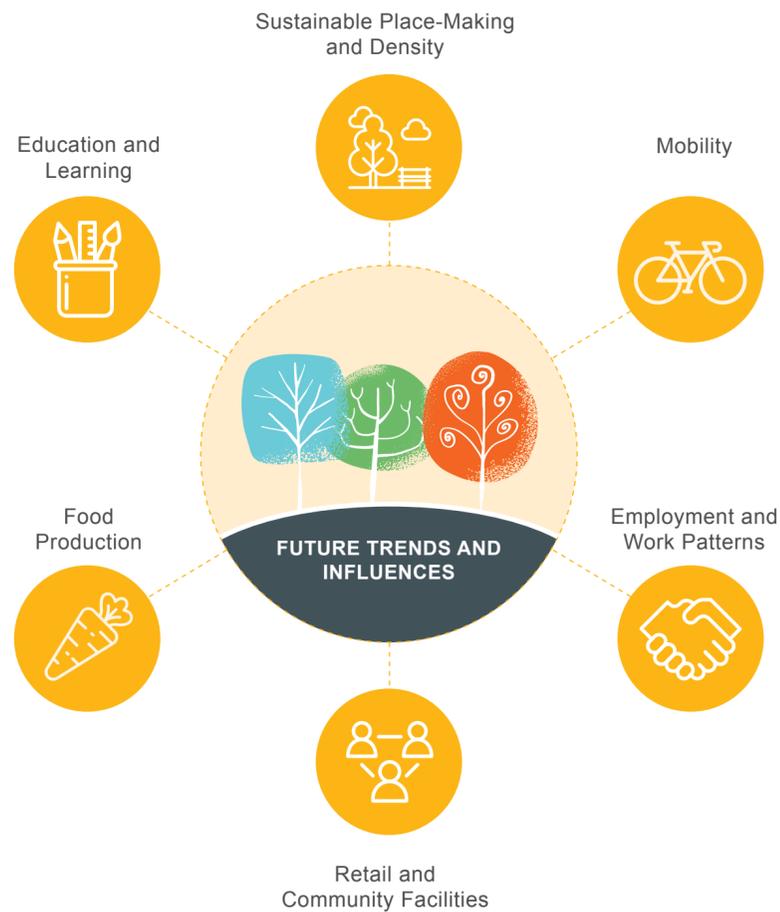
Design process and narrative

The vision for Dunton Hills Garden Village stems from the site's unique constraints and opportunities. The site is broken up by ancient woodland, a stream and a prominent ridgeline whilst an historic farmstead sits at its heart. The natural features offer an opportunity to create a framework of green and blue corridors, which seamlessly weave the character of the surrounding Essex countryside into the heart of Dunton Hills Garden Village.

The site's green network will preserve long-distance views over the Essex Fanns landscape and out towards London while also framing key local views of neighbouring churches. These open spaces will enhance the site's rich ecology and provide places for the whole community to enjoy.

Our masterplan is sympathetic to the historic Grade II listed farmstead, which is located at the centre of the site, and maintains its current sense of openness through the careful positioning of the village green and market square. These will also anchor the three new neighbourhoods within the Garden Village: Dunton Waters, Dunton Fanns and Dunton Woods.

The design of each of the neighbourhoods responds to their distinctive landscape setting and each will contain a range of community, education and retail facilities creating a truly walkable village. Wider connectivity is further enhanced through a mobility corridor linking the site to the nearby station at West Horndon, a central mobility hub and a network of new footpaths and cycle routes.



As part of our work on this project, we explored trends in the way that we are likely to live, work and play in the future. A scheme of such size is likely to take 15-20 years to build and so it is important that what we design now is flexible and plans for changing lifestyle patterns which have occurred in recent years and been accelerated by the COVID-19 pandemic.

Our vision for Dunton Hills Garden Village has been shaped in large part by engagement with the local community. We believe that a rigorous process of participatory design is the key to unlocking the full potential of a site and delivering a successful place. The design at Dunton Hills Garden Village is underpinned by a shared vision that has developed over time through collaboration with the Brentwood Borough Council, residents and an external and internal design review process. Working with



multiple stakeholders, including workshops with local schools, has enabled us to create the foundations of a great place that will have a lasting legacy and be somewhere that people are proud to call home.

Our masterplan for Dunton Hills Garden Village promotes design at the human scale, creating a walkable settlement with a coherent identity through harmonious interaction between people, place and nature.

Outcomes and deliverables

At the outset, we undertook a full analysis of the site and surrounding area and drew up early design concepts to help promote the site through the emerging local plan. Following this, we undertook a detailed Pattern Book Study of a number of surrounding settlements to help inform and justify our masterplan approach.

A Framework Masterplan and accompanying Framework Masterplan Document (FMD) was then produced on behalf of CEG and in close collaboration with Brentwood Borough Council and other landowners. This was endorsed by the local planning authority and Design South East, following a design review process in 2019/2020. The site is allocated in the draft local plan and an outline planning application for the site is to be submitted in 2021.

Erith Park

Award winning estate regeneration project with a strong focus on community consultation

The first phase of our Erith Park development has delivered 343 new homes for affordable rent, shared ownership and outright sale. A further 279 homes, community centre and nursery have been delivered as part of Phase 2.

Client:

Wates Living Space and Orbit Homes

Project Location:

Erith, Bexley, UK





Design process and narrative

Erith Park is a transformational regeneration project in the London Borough of Bexley, which makes a significant contribution to the Mayor of London's vision for new affordable housing in the capital.

The first phase has delivered 343 new homes and includes 60 properties for some of the original householders who have chosen to remain in the area. Our brief was to ensure that all tenure-types were designed to the same standards.

The site for phase 1 was split into two sections, with one half comprising 4 low-rise apartment buildings and the other consisting of 140 family houses with private amenity space. The apartment buildings are located towards the eastern boundary, shaped to reduce their mass through a series of staggered roof terraces down towards the domestic scale of the contemporary housing. The design is concerned with placemaking, providing residents with a permanent sense of belonging to somewhere of value.

A 'home-zone' forms the centrepiece within the first phase of the masterplan and the street is designed to meet the needs of drivers, pedestrians, cyclists and children, providing a social space where children can play safely.

A consistent palette of red and black brick gives a warm, familiar feel to the development while façade cladding panels create a feature accent and unifying pallet.

Phase 2 of the scheme delivered an additional 279 homes. Apartment blocks, similar in style to those of phase 1, bookend the main street while a single row of family homes is situated to the south. These presented the opportunity to provide doorstep play areas and a series of pocket parks. The road alignment through the site created space for the prominent placing of a new community centre, which becomes a focal point on entering the development. Utilising a different architectural language than the rest of the scheme, the community centre and connected nursery becomes a landmark for the area.

Outcomes and deliverables

Both phase 1 and 2 are now complete and the scheme won London Regeneration Project of the Year at the RICS Awards.

Connaught Barracks

Designing within a unique heritage context

The first phase of a new community set between Dover Castle and Fort Burgoyne on the edge of the cliffs of Dover. The scheme delivered up to 80 new homes and a cliff top park.

Client:
Homes England

Project Location:
Dover, Kent, UK



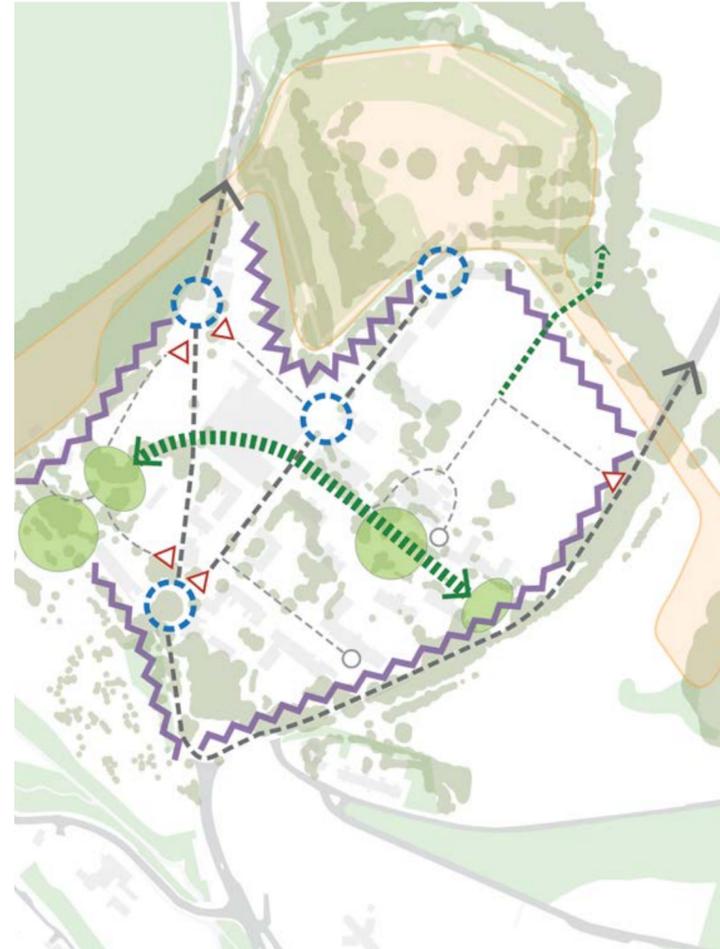
Design process and narrative

The context for our work at Connaught Barracks was quite unique. The site was previously used as an Officers Mess within the now disused barracks, and sits beside the Ancient Monument of Fort Burgoyne to the west, and the internationally renowned Dover Castle a short distance to the east. Situated on top of a large clifftop, the site overlooks the town of Dover to the south and the English Channel to the south east.

Our designs sought to create a new community that respected the rich history of Dover and maximised the site's unrivalled views of the surrounding countryside and English Channel.

A protective green landscaped buffer was established around Fort Burgoyne to protect and celebrate the historical landmark. This was then fronted by new homes to ensure that passive surveillance of the buffer would be maintained at all times.

A landscape corridor provided access from the site's entrance, through a green of mature trees, and onto the cliff top park which afforded amazing views across the town and sea. Again, these spaces were fronted onto by new homes.



Our work on the site also included a strategic framework plan for the wider Connaught Barracks site. Here we sought to respect the original military structure and layout of the site with a formal arrangement of new housing blocks, parks, spaces and streets. On the eastern edge a small intimate space was designed leading to a framed view through a hedge of Dover Castle.

Outcomes and deliverables

An outline planning application for the Officers Mess site was submitted after extensive work with Dover Council and Historic England. This was subsequently granted consent and is now under construction. Our framework masterplan for the rest of the Connaught Barracks site formed the basis for Homes England to take this site forward in the future.

Reading Gateway

A contemporary community scheme
in an urban environment



A contemporary residential development comprising 175 homes on a triangular site, just outside of Reading Town Centre.

Client:
Bewley Homes

Project Location:
Reading, UK





Design process and narrative

Reading Gateway is a mixed-use development at Worton Grange, Reading. It is located on the main vehicular route into Reading town centre from the M4 motorway.

The design of the scheme is centred around a children's play space which is at the heart of the community and provides a protected green space for families to enjoy, away from the noiser surroundings of the local area.

The context along the boundaries of the site are a mix of commercial and residential, which posed a challenge for the design approach. To integrate the new development into the existing context, the scale and aesthetic of the properties at the perimeter of the development draw on this mixed context, with predominantly 2-3 story brick townhouses bordering the existing residential area of Whitley Wood, scaling up to 4 story apartment blocks towards the larger office blocks. These apartments are positioned to frame the amenity space while also providing a frontage to Imperial Way.

The buildings take a relatively urban form with a contemporary design approach, to match the modern aesthetic of the adjoining commercial buildings.

Apartments and coach houses feature individually designed open-plan layouts. Each apartment has been designed to a high specification, offering exceptional interior layouts that maximise space and light. Well-proportioned houses have been designed to fit within and meet the demands of modern family life.

A green buffer was created along Basingstoke Road which created an attractive frontage for the two story houses in this location.

Outcomes and deliverables

The reserved matters application was submitted and planning approval was subsequently granted. The scheme has delivered 175 homes – of which 93 are houses and 82 are apartments – across four distinctive character areas defined by the urban grain, building form and materials palette. All properties are now occupied.

Newburn Sidings

A contemporary urban scheme with roots in the past

Our vision for a new residential quarter for up to 368 homes seeks to build on Swindon's railway heritage and create a more integrated neighbourhood. Our cohesive approach to design will ensure high quality landmark placemaking in this important gateway development.

Client:
One Swindon

Project Location:
Swindon, UK







The long linear nature of the railway sidings site offered both challenges and opportunities.

Design process and narrative

Historically, the site formed part of the now closed Great Western Railway Works (1843). The Newburn Sidings site is to the south of the main London to Bristol railway line, between Wootton Bassett Road and Park Lane and to the west of Swindon town centre.

This location offered the opportunity to provide a striking contemporary Swindon gateway development when approached by train. The linear nature of the trackside site demanded a highly bespoke approach to the creation of a mixed residential neighbourhood in which cycle, foot and public transport can take precedence over the traditional dominance of the car.

The design proposal consists of distinct character areas which aid orientation and create recognisable spaces. These areas link together to form a cohesive scheme. There is a clear hierarchy of roads, paths and spaces with the view to create high quality public realm and linear open spaces.

The series of linear housing arrangements (coach houses) leading up towards the eastern end of the site have the appearance of carriages pulled along the railway. These contemporary designed coach houses have large apertures overlooking the railway to provide passive surveillance and create visual interest for passing trains.

To the west, the raised nature of the site and green boundary offered an exciting opportunity to create a bold gateway to the town, as well as provide an urban edge to an existing park. Breaking down the boundaries and opening the buildings also create new links, either physical or visual, between the site and the park further grounding the development and its community.

To the east, respectfully scaled town houses link the development into its immediate surroundings whilst an articulated roofscape references the industrial heritage on the site. Key buildings are designed with reference to the context heritage assets and railway site history which combine to create a contemporary scheme which pays homage to Swindon's industrial heritage.

Outcomes and deliverables

Following constructive meetings with Swindon Borough Council at the pre-application stage, an outline planning application has been submitted for up to 368 homes, a cycle hub and improved landscaping and access.

New Haine Road

Agriculture meets coastal

The development is the first phase of a large land parcel of 500 homes. The phase 1 development includes 45 units and 9 apartments arranged around a central semi-public amenity space.

Client:

Homes England

Project Location:

Ramsgate, Kent, UK





Design process and narrative

The design of the masterplan had to both set a new benchmark for design quality, be viable in a changing market and ensure preservation of the extant outline permission.

The site location along New Haine Road represents an excellent opportunity to provide much needed contemporary homes to the area. Almost equidistant between Ramsgate, Margate and Broadstairs, the area offers new shopping and leisure facilities, new schools and employment opportunities, all a short walking distance from the site. The edge of the traditional

Kent agricultural landscape is very close and views across the flat landscape give surprising views to Margate esplanade.

Our vision was to bring an updated form of housing to the Isle of Thanet, designed for modern living from inside to outside. Our design response sought to create a strong sense of place and contemporary identity and to take references from the historical background, but to treat them in a more subtle way – using forms, colours, materials, textures, reflectance values and natural landscaping to meld with the context. We summarised this design approach as ‘agriculture meets coastal’.

The development offered an opportunity to create an oval of new housing, with a protected central area acting as focus for the new community. The edges of the parcels face New Haine Road, a new access road and the southern boundary, formed from a new ‘greenway’ landscape feature. Our landscape strategy forms a key element of the design, creating a relaxing and protective environment with a good balance of public and private amenity space.

New Haine Road offers the opportunity to set a new standard for small and medium sized family housing which will provide an aspiring character and sense of place for future residents.

Outcomes and deliverables

The initial designs were presented in series of pre-application meetings with Thanet District Council which were well received, and the design team and client were encouraged to progress. Following this we prepared and submitted the detailed design proposals for a reserved matters planning application for 54 new build homes and associated landscape areas which was later granted consent.

Longcross Garden Village

A new Garden Village within the Metropolitan Green Belt

A new Garden Village set within the rolling and wooded Surrey countryside, on a former military research site. This community will comprise 1,800 homes alongside local facilities and employment spaces, situated in close proximity to Longcross Station.

Client:
Crest Nicholson and Aviva Investments

Project Location:
Longcross, Surrey, UK



Design process and narrative

The site is located towards the north of Surrey, serviced by Longcross Station and intersected by the M3 motorway. Further north lies the world-renowned Wentworth golf course whilst the area to the immediate south is characterised by residential homes. Chobham Common – a Special Protection Area, lies to the south and south-west of the site.

The area within the site boundary is just as unique and rich in character as the surrounding countryside. Previously the home of the Ministry of Defence (MOD) Defence Evaluation and Research Agency (DERA), the site comprises a multitude of constructed and natural features including: vehicle testing facilities (test tracks and ramps), much of which creates a series of dramatic level changes; dense woodland (including areas covered by Tree Preservation Orders); and Scheduled Ancient Monuments and Listed Buildings (Barrow Hills House). It includes a bridge over the M3 motorway linking both halves of the site.

Working closely with Runnymede Borough Council, we developed a strong vision for the site based around three key objectives: the unique features of the site; the key elements of existing Surrey villages; and Garden Village principles. These then created a series of design principles and themes around which the masterplan was designed.

Surrey is the most wooded county in England, with many of its villages set within a woodland context. Therefore, key to the masterplan design was the retention of large clusters and belts of trees and existing greenery. This, along with the site's other assets, helped to shape the "Green Grid Concept" which created the overall framework for the design. Connectivity to and through the site was then explored with the creation of several permeable walking and cycling routes set out – most of which follow the green grid to give users a real feeling that they are in Garden Village setting. Only after this were development parcels established and designed.





Broadway Malyan and Pegasus

The site's unique features helped in the formation of a series of character areas, ranging from higher density apartments, closer to the station and along the M3 edge, to areas comprising a more organic layout set within a parkland setting and around the listed Barrow Hills House. Other key areas of the site included a mixed-use village centre and a country park, which formed the site's Suitable Alternative Natural

Greenspace to help mitigate the impact of development on the nearby Chobham Common.

The whole design process has involved multiple stakeholder presentations, exhibitions, site tours and design workshops and included the borough council, county council, parish councils, local residents/ resident groups and specialist design sessions / reviews with Design South East.

Outcomes and deliverables

A Development Framework Document (DFD) was initially prepared and submitted to Runnymede Borough Council and helped secure the site's allocation in the now adopted local plan. Following this, we have prepared a fully scheduled proving layout and an outline planning application for the southern part of the site (comprising 1,300 homes) which is due to be submitted in 2021.

Exeter Park, Stamford

A vibrant new community rooted in its setting

A vibrant new community in one of the finest Georgian market towns in the UK. The site is currently under construction and is set to deliver a fully mixed-use community comprising 400 new homes, local shops, restaurants, a market square, care village, hotel, office space and an innovation centre.

Client:
Commercial Estates Group (CEG)

Project Location:
Stamford, Lincolnshire, UK



As the first designated Conservation Area in the UK, our early vision for this new community was focused explicitly on the architectural heritage of Stamford, which exhibits an extremely rich, strong sense of place.

Design process and narrative

Several spatial and built design cues were incorporated into the layout, forming a clear spatial geometry, which ensured that it responded to the surrounding countryside and town. Long vistas to a nearby hilltop village and two church spires were captured along green corridor axes. Proposed character areas responded to adjacent built form and similarly, the scale and layout of local spaces and streets influenced the morphology of the layout. The result is a new community that complements and is integrated into the wider Stamford area.

The site is located adjacent to a residential area on the western edge of Stamford, near to the A1 and will become a new gateway into this wonderful town. It was important that the new community not only physically and spatially blended in with the surrounding residential areas, but also provided a place for existing residents to visit, relax and socialise at with friends and family. The transition from open countryside to settlement edge was dealt with sensitively, enabling a gentle transition from old to new.

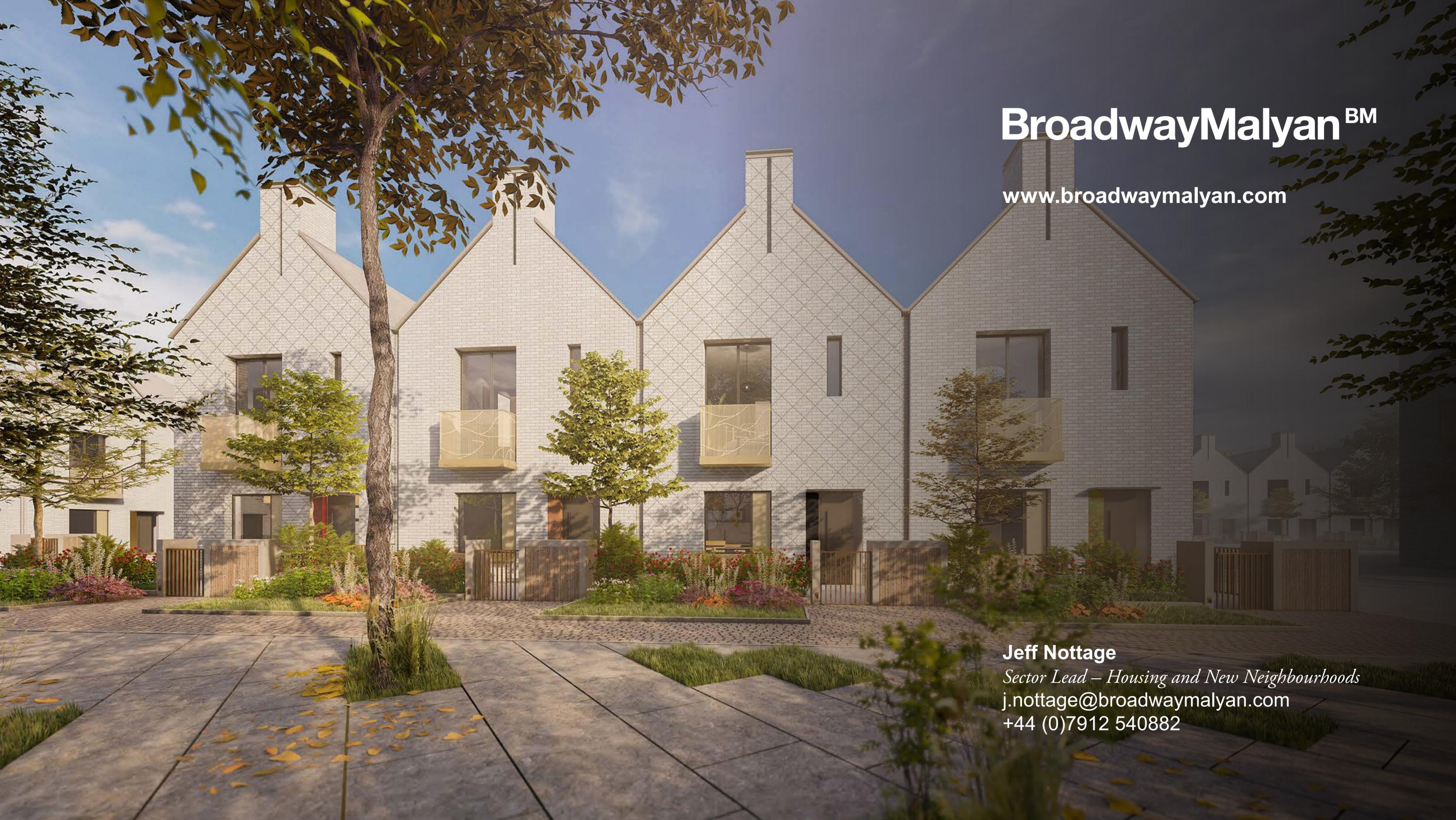




A new mixed-use local centre along the northern site boundary includes a care home, workspace and a hotel, which will help to create a vibrant, mixed community, ensuring that new and existing residents have great facilities on their doorstep. The local centre was particularly important to the Cecil Family (landowner), and as such, we sought to produce a Design Guidance Document covering the structure and architectural design for this part of the site. Our work here sought to set out guidance in terms of layout, movement, parking, architecture and landscape to ensure that this key part of the scheme achieves the highest possible design quality and highlights the beauty and rich heritage of Stamford, for people entering the town from the west.

Outcomes and deliverables

Our Vision for this community was endorsed by South Kesteven Council. With their support, we prepared an outline planning application for the new community, which was granted consent. The residential phases of the new community are now largely completed. The Design Guidance document has since been submitted to the Council.



BroadwayMalyan^{BM}

www.broadwaymalyan.com

Jeff Nottage

Sector Lead – Housing and New Neighbourhoods

j.nottage@broadwaymalyan.com

+44 (0)7912 540882