# Manor Farm
## Interim Development Brief

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**Why?**

In the past 10 years, existing policies have meant that the villages of Stretham & Wilburton have experienced restrictive housing supply, in particular affordable housing:

- Only 66 homes have been built in Stretham in the past 10 years;
- Virtually all of the homes built in the last 10 years have been for private ownership;
- House prices and rents are now unaffordable for many on local wages;
- Young people and families are finding that they can no longer afford to live locally and are having to away;
- Local employers have found that staff have to travel much further because they can’t afford to live nearby.

**Response**

- Establishment of the Stretham & Wilburton Community Land Trust
- To promote and support economic and social life of the two parishes;
- Development of protected assets that will remain forever in the ownership of the local community;
- The trust is a locally accountable organisation and membership is open to all who love and work in either of the two parishes.

“Community Land Trusts can help villages and market towns prosper and become increasingly self-reliant. We need good quality housing and work space for local people who contribute to our community.”

**The Team**

Client: Stretham & Wilburton CLT
Adviser: Foundation East
Funder: Design Council Cabe
Community engagement: Community Spirit Partnership CIC
Designer: Haysom Ward Miller Architects
Planning Statement

CSP CIC has observed and been engaged in the gathering momentum of local people in having created a Community Land Trust and who are now beginning shaping the amount, type and location of development for their village – documented here at this mid point in the development process.

This community based approach to proposing new development in Stretham is consistent with the aims of the coalition government to empower local people to make their own decisions, as promoted in the Planning Green Paper, 2011 Localism Act and 2012 National Planning Policy Framework (NPPF). In particular the development is putting into practice the aim for planning to be a ‘collective…. (and) creative exercise in finding ways to enhance and improve the places in which we live our lives’ and to encourage sustainable growth (NPPF).

Aims of Community Engagement

Community Spirit Partnership designed a engagement strategy to take into account the aims of Policy Growth 6 that enables the Council to permit development on exception sites subject to certain constraints including stipulating engagement of the local community in shaping future development.

The engagement strategy must;

- Provide appropriate opportunities for all interested people to contribute and take an active part in the planning process regardless of age, ethnicity or gender, making special effort to include those with little past involvement;
- Ensure the views of the community are sought at the earliest stages and throughout the process, and include them where possible into the Local Development Framework, (LDF),
- Provide feedback on how views have been considered and on key decisions;
- Use appropriate methods to maximise community engagement bearing in mind resource limits and capacity;

(EDCD’s statement of Community Involvement LDF 2006)

Part I Manor Farm
Interim Development Brief
Part II: Community Engagement
## Summary of Engagement Events

Between October and December 2012 CSP CIC ran a series of activities with local people in Stretham and developed supporting materials. Information was circulated via email and leaflets. In total 149 adults and 70 children were engaged in 5 events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
<th>Location</th>
<th>Audience &amp; No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Nov</td>
<td>Tuesday</td>
<td>Agree consultation process and design invitation leaflet for event on Dec 1st</td>
<td>email CLT &amp; Foundation East</td>
<td></td>
</tr>
<tr>
<td>13 Nov</td>
<td>Tuesday</td>
<td>Circulate leaflet</td>
<td>The Village</td>
<td></td>
</tr>
<tr>
<td>20 Nov</td>
<td>Tuesday</td>
<td>Children's workshop</td>
<td>Primary School</td>
<td>74 Children</td>
</tr>
<tr>
<td>20 Nov</td>
<td>Tuesday</td>
<td>Coffee at the Lion Club</td>
<td>Primary School</td>
<td>50 Older people</td>
</tr>
<tr>
<td>21 Nov</td>
<td>Wednesday</td>
<td>CLT Steering Group Workshop</td>
<td>Parish Rooms</td>
<td>14 signed attendee list 18 came</td>
</tr>
</tbody>
</table>

---

### CSP to collate information from formulation presentation for first engagement event

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
<th>Location</th>
<th>Audience &amp; No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 Nov - 1 Dec</td>
<td>Saturday</td>
<td>CSP to collate information to formulate presentation for first engagement event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Dec</td>
<td>Saturday</td>
<td>Public engagement event including findings so far &amp; invitation to join CLT</td>
<td>Church</td>
<td>27 signed attendee list approx 40 visited</td>
</tr>
<tr>
<td>1 Dec</td>
<td>Saturday</td>
<td>Attending post football club meeting</td>
<td>The pub</td>
<td>12 footballers 18 24yrs</td>
</tr>
<tr>
<td>1 Dec - 15 Dec</td>
<td>Saturday</td>
<td>CSP to collate information and evidence for public exhibition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 Dec</td>
<td>Saturday</td>
<td>2nd public engagement event &amp; exhibition including refined findings and invitation and information on CLT</td>
<td>Parish Rooms</td>
<td>42 signed attendee list approx 50 visited</td>
</tr>
<tr>
<td>Nov to Dec</td>
<td>Saturday</td>
<td>109 Questionnaires returned from all events. 5 Business questionnaires returned</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Jan onwards</td>
<td>Monday</td>
<td>Interim Development Brief</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Jan onwards</td>
<td>Monday</td>
<td>Further engagement of the community on proposals for the site developed by the architects</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In summary, the balance of questionnaire respondents are in favour of the proposals (61%). A further 25% are cautiously in favour, so long as it wouldn’t spoil the village. The remainder are unsure and 3% of respondents are against.

Most affected by the development would be residents of Meadowcroft. Residents of Sennitt Way and Plantation Gate would also be affected. We recommend these residents are engaged as a group to review and advise on the proposals as three options arising from this Interim Brief with the further option of making any more changes. Initial suggestions for managing these boundaries and outlooks are provided in this Interim Brief.

**General questionnaire responses**

- **Are you aware of the plans to extend the village?**
  - Yes: 91%
  - No: 9%

- **Have you attended any of the previous engagement events?**
  - Yes: 89%
  - No: 11%

- **What is your association with Stretham?**
  - Live: 45%
  - Work: 18%
  - Family: 17%
  - Clubs/group membership: 16%
  - Friends: 12%
  - Other/missing: 8%

- **How long have you been associated with Stretham?**
  - Less than a year: 12%
  - 1 - 5 years: 32%
  - 5 - 10 years: 16%
  - 10 - 15 years: 12%
  - Over 15 years: 25%

- **What is your view on expanding the village?**
  - Good, we need more facilities: 29%
  - Good, we need more housing: 28%
  - Good, but I don’t want it to spoil the village: 25%
  - Not sure, I don’t know what it will entail: 11%
  - No, I don’t want the village extended: 6%

- **What do you think are the future needs for the village?**
  - Better transport links: 21%
  - Affordable housing: 14%
  - Energy efficiency: 12%
  - Better internet access: 10%
  - Local shops: 8%
  - Employment: 7%
  - Tourism: 6%
  - Local facilities within the village: 5%

- **What are your concerns for the village?**
  - Traffic, roads and the pedestrian environment: 64%
  - Limited development vulnerable to change: 19%
  - Doctor’s surgery coping: 11%
  - Stretham first, don’t compromise the existing village: 9%
  - Cycle paths: 7%

- **What are your concerns for the village?**
  - Doctors surgery coping: 11%
  - Stretham first, don’t compromise the existing village: 9%
  - Cycle paths: 7%
Manor Farm
Part II: Community Engagement

Flag responses

At the engagement events residents were encouraged to write down their comments on boards that encouraged them to think about the facilities available or not available in the village, what was important to them about the built environment and what issues should direct the development of the Manor Farm site. These are the most popular responses from the events.

Part II: Community Engagement

Responses from the older population

CSP CIC were invited to run an engagement event with the Coffee at Lion historical group who meet on a Tuesday at the local pub. Residents were asked to what changes they had seen and what was significant about Stretham.

What is the most significant thing about your village?

Very busy

What is the most significant thing about your village?

Multi generational

What changes have you seen in the village both positive and negative?

Very happy

What changes have you seen in the village both positive and negative?

Stable

Increased traffic and associated problems

Population balanced

Better recreational facilities

Close to Ely but surrounded by countryside

What issues should direct the development of the site?

Men and women on equal terms

What issues should direct the development of the site?

Church, rectory and saxon cross

What issues should direct the development of the site?

Doctor’s surgery central to village

What issues should direct the development of the site?

The Farmer’s Market

Dormitory village - commuters

What issues should direct the development of the site?

Low take up of new groups

What issues should direct the development of the site?

Wi short of members

What issues should direct the development of the site?

Loss of British Legion

What issues should direct the development of the site?

Loss of young people’s groups

Continuous noise

What issues should direct the development of the site?

Less shops

What issues should direct the development of the site?

Less pubs

What issues should direct the development of the site?

The Feast more young people

What issues should direct the development of the site?

Young people can’t afford to live here

What issues should direct the development of the site?

Increased traffic and associated problems

What issues should direct the development of the site?

Better recreational facilities

What issues should direct the development of the site?

More young people
CISP CIC visited the local primary school and asked local children how they used their village and what they felt was missing. We asked 70 children from the ages of 7 to 12 and got them to draw mental maps of what was important to them in the village.

It is encouraging to see that a majority of the children use the outdoors and more children walk or cycle to school than are brought in the car. They valued where they lived, being close to family and friends, appreciated the quiet nature of their area. However traffic was cited as one of the main difficulties to playing outside.

The issue of traffic and the environment needs to be taken into consideration, both within the new development and between the new development and the Village. Identifying spaces and places that children use the most and how they move between these and family and friends is important.

During the workshop the children were asked to draw mental maps of what was important to them within the village. The results on the next page reveal just how important outdoor space is to the children and how they access it.

The children were also concerned about the sustainability of the future, shown in the drawing competition on the next page.

The children were also concerned about the sustainability of the future, shown in the drawing competition on the next page.

Responses from children

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you play outside in the village?</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Do you walk to places to the places you like to play?</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Do you cycle to places to the places you like to play?</td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Where and what do you like to do when you go out to play?

- Football: 43%
- Countryside: 37%
- Street: 39%
- Park: 63%

How do you come to school?

- Walk: 43%
- Cycle: 39%
- Car: 57%

What makes it difficult to play with your friends in the village?

- Traffic: 13%
- Shop: 15%
- Nice people: 16%
- Quiet: 12%
- Park: 23%
- Friends close: 12%

What do you like about village?

- Dog: 5%
- Mess: 10%
- Teenagers: 12%
- Busy traffic: 9%
- Pinic area: 10%
- Restaurant: 16%
- Bigger park: 10%
- Swimming pool: 20%
- Skate park: 12%

What do you dislike about village?

- Angry bees: 4%
- Traffic: 4%
- Shop: 10%
- Nice people: 16%
- Restaurant: 12%

Do you have friends that live in another village that has something that Stretham does not?

- CSP CIC visited the local primary school and asked local children how they used their village and what they felt was missing. We asked 70 children from the ages of 7 to 12 and got them to draw mental maps of what was important to them in the village.

It is encouraging to see that a majority of the children use the outdoors and more children walk or cycle to school than are brought in the car. They valued where they lived, being close to family and friends, appreciated the quiet nature of their area. However traffic was cited as one of the main difficulties to playing outside.

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Mental map drawings from children

<table>
<thead>
<tr>
<th>What do you like about village?</th>
<th>16</th>
<th>12</th>
<th>10</th>
<th>4</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you dislike about village?</td>
<td>20</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>What makes it difficult to play with your friends in the village?</td>
<td>16</td>
<td>12</td>
<td>10</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Do you have friends that live in another village that has something that Stretham does not?</td>
<td>23</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>10</td>
</tr>
</tbody>
</table>

Manor Farm

Part II: Community Engagement

http://www.communityspiritpartnership.webs.com/
Part II: Community Engagement

Business questionnaires

There are in the region of 15 businesses operating in and around Stretham, ranging from farms to media services as well as public services such as the local surgery. Questionnaires were sent out asking them about logistics of running a business in Stretham.

From the questionnaires returned, all the businesses said that;

• their employees lived outside of the village and mostly relied upon the car to come to work;
• most had a local customer base;
• all businesses were looking to expand over the next 1 to 5 years;
• all businesses worked with other businesses in the village such as the local pub, the local shop and the post office;
• most felt that their businesses offered local employment;
• there was also some interest in renewable technologies in operating their businesses;
• interest in new premises

What is good about running your business in Stretham?

friendly village location, access to A10

What are the difficulties in running your business in Stretham?

Premises outdated
Employees live outside the village

20 21
Part III: Interim Development Brief

Aims for development brief

The interim development brief will inform two or three options for developing the Manor Farm site for a mixed use development of residential, employment recreation and leisure and energy generation. The Brief is based on the findings of community engagement between October and December 2012.

- The Brief comprises of guiding principals to encourage good design and standards and enable the Manor Farm site to be developed to its appropriate potential rather than seeking to impose rigid rules.
- The principles are lifted from the best features of the village and that have been highlighted by local people.
- The Brief provides information about the site, including constraints, policy context, draws attention to key transport and other environmental issues and provides a guide to an acceptable development response to achieve development which is high quality, responding to the challenge by building anew within a rural and historic context.
Objectives of Stretham & Wilburton CLT

The key objective of the CLT, and its development partners in promoting the development of the Manor Farm site is to achieve a sustainable development in social, economic and environmental terms, of an architectural and rural design quality commensurate with the character of the village that will enhance this sensitive edge of village/countryside site.

To produce an aesthetically and functionally excellent and enduring scheme commensurate with the context, prominence and sensitivity of the site, that establishes a standard for future proposals in East Cambridgeshire.

To design internal living and working spaces of a excellence that maximise commercial potential

- To consider and allow for a current and possible future development aspirations of the village
- To provide development that will support current services and local businesses and secure new local services in the future to help prevent population contraction or socio-economic homogeneity of the population in the future.

The key objective of the CLT, and its development partners in promoting the development of the Manor Farm site is to achieve a sustainable development in social, economic and environmental terms, of an architectural and rural design quality commensurate with the character of the village that will enhance this sensitive edge of village/countryside site.

To produce an aesthetically and functionally excellent and enduring scheme commensurate with the context, prominence and sensitivity of the site, that establishes a standard for future proposals in East Cambridgeshire.

To design internal living and working spaces of a excellence that maximise commercial potential

- To ensure that the site is developed in a way that takes the best advantage of its context

Context

Ownership: There are 4 landowners. However, the majority of the land is owned by Peterhouse College.

Policy context: Development of this site sits within a context of social, economic and environmental guidance issued from central, regional and local government, as well as European policy. This project may be viewed as contributing towards implementing the quality of life, planning, urban design and architectural issues contained within these policies, particularly National Planning Policy Framework and locally, policies contained within the East Cambridgeshire District Council Local Plan, First Draft Version.

In particular it responds to Strategic Policy Growth 6: Community-led Development, where the Council expresses its general support for community-led schemes including affordable housing, small business units, renewable energy generation and other appropriate uses.
Site
Description and condition: Most of the site is farmland, below agricultural Grade. Part of the site near the entrance was quarried and the land filled, which is now occupied by an industrial building set within a bunded boundary and having a large wide access to Newmarket Rd. A stream runs north-south through the middle of the site and a track follows the line of the eastern side. Between the track and the eastern boundary of the site the land has been variously used; a quarry that has been land filled, where it meets the Newmarket Rd and to the north it provides rough grazing for horses and ponies. Further north again is a reservoir that lies outside the site. The land has a gentle slope, approximately 2m higher in the north near the cemetery. The eastern boundary of the site comprises rough self seeded hedges and trees. The remainder is ploughed farmland. The site is clearly visible from the Newmarket Rd. Currently the bungalows at Meadowcroft from a low key boundary to the village from this approach.

Access: The site is currently accessed from two points. It is bisected by a farm track running east-west from the village to Manor Farm at Plantation Gate.

Indicators for success
Local people developed and refined this set of indicators. These will be used to monitor how well the options for development meet their aims. The schemes will therefore be assessed to ensure they provide:

• Minimising the impact of the development on the Village setting from Wilburton Rd and enhancing the setting in the landscape
• Cycle routes to join up to the school and the centre.
• Selection of house types and sizes
• Local tradespeople and suppliers used in the new scheme
• Relationship of new development to capacity of facilities
• Commercial viability of scheme and balance of demands vs viability
• Retention of important view corridors
• Evidence that everyone in the Village knows about the CLT and proposed development
• Take up of the scheme by local villagers
• Length of time of construction/phasing of development/ resulting effect on the Village
• Percentage of local apprenticeships with contractors
• Commercial viability
Development Response

In order for the Manor Farm development to respond successfully to the desires and aspirations of the CLT and the people of Stretham, there is a need to understand the place making considerations and characteristics that are valued by its residents. These characteristics do not stand alone but are inter-related and it is how they are organised together that create the Village’s sense of place.

Boundary treatments, internal and external

Connections to other places

Informal open spaces

Relationship between scale and density

Street hierarchy

Relationship between old and new development

Placemaking considerations

Relationship between old and new

Local people want new development to be complementary to the village. They would like to see a new playing field and facilities located either within the site or at its edge as a destination point. The quantum of development has not yet been provided. However, local people are interested in affordable residential development and business development might be incorporated in this or space made for the future.

1. Survey and understand land uses within Stretham and their location. Considerate where major road movements and how people access them.
2. Develop land use options for locating different uses within the site that may be developed now and in the future. These will be complementary to the heart of the village and will be sensitive to the heart of the village.
3. Investigate the possibilities of ‘public goods’ such as energy generation serving the site itself and for the village in the future.

Options for new development

1: Survey and understand land uses within Stretham and their location. Consider where major road movements and how people access them.
2: Develop land use options for locating different uses within the site that may be developed now and in the future. These will be complementary to the heart of the village.
3: Investigate the possibilities of ‘public goods’ such as energy generation serving the site itself and for the village in the future.
Placemaking considerations

Boundary treatments

1. Consider and survey the different natures of the countryside surrounding Stretham whether; Arable or grazing
Vegetation
Volumes of traffic or approach
Importance of approach
Views into or from the village

3. Use of best examples of Stretham’s boundaries and recreate or redesign the new village edge.

3a. Show the plan of development in 2D/3D to illustrate how it might appear from various vantage points within and outside the village.

Boundary treatments

1. Consider and survey the different natures of the countryside surrounding Stretham whether;
Arable or grazing
Gradient
Vegetation
Volumes of traffic on approach
Importance of approach
Views of or into the village

2. Consider and survey the different types and forms of boundary to the established village envelope and each edge plan in respect of; a different facet of Stretham from each approach. Identify sensitive boundaries between existing village and the Manor Farm site.

4. New village boundary appropriate to Stretham in;
Height and width
Ability to move through
Landscaping and materials

4a. Illustrations of how different densities and layouts would impact on the village boundary from inside and outside the village.

Placemaking considerations

Connections

Local people wanted to cross the site and gain easy and pleasurable access to the countryside and village. They desired links to other cycle tracks in the area and to be able to extend their local walks down to the Old Engine amongst other routes.

2. Suggest options for routes into and across the site for pedestrians, cyclists, and vehicles that link with existing routes and desire lines within the village.

1. Survey and understand existing routes within the village and plot some key facilities such as school, recreation ground, church, pub etc. for pedestrians, cyclists and vehicles.

3. Assess possibility of wider links into other established routes, particularly cycle and pedestrian.

Phase implementation of routes where appropriate.

Options for new development:
Well-linked new movement routes and view opportunities

Better pedestrian routes
Business space
Energy efficiency
Adequate local shops
What do you think are the future needs for the village?
Better transport links

What do you think are the future needs for the village?

25%
11%
11%
Employment
Business space
Local shops
Energy efficiency

Better internet access
Affordable housing
What do you think are the future needs for the village?

Better internet access
Affordable housing

21%
3%
6%
Better pedestrian routes

20%
3%
Better
pedestrian
routes

14%
3%
Better internet access

3%
6%
Better pedestrian routes

15%
30 31
Street hierarchy

Local people wanted to manage vehicle traffic more effectively for the entire village and site to ensure that the current situation is not made worse and that benefits may be made for the entire village. They suggested extending the lower speed level on the A10 for a longer stretch of road and slowing traffic on A1123 and no vehicular access at Plantation gate.

What makes it difficult to play with your friends in the village?

1. Survey and understand the different vehicle routes serving the village and the routes that then move traffic through the village.
2. Identify the street hierarchy and how this behaves to filter vehicular versus pedestrian traffic through and between the village and the site.
3. Assess and plot how vehicular versus pedestrian traffic moves through the site. Identify points along Wicken Road, A1123.
4. Suggest and map measures for managing the wider off-site traffic in order to improve the current situation and reduce traffic densities. Assess most appropriate vehicle access points into the site and link to the existing village through the street hierarchy.
5. Options for new development: Vehicle routes and wider traffic management for the village. Phase access and wider traffic management options generate an street network that filters different forms of traffic through the village while maintaining interest, creating new views and glimpses of the countryside and existing village.

Placemaking considerations

Formal and informal open spaces

Local people valued their physical and visual access to the surrounding countryside and recognised the role that the mature trees play in setting the village into the landscape. The formal open spaces in the village are used for recreation but many said that they would like to see them improved.

1. Survey and understand the formal and informal open spaces within the village.
2. Consider how these spaces evolved over time, what they are used for and what are their boundary treatments?
3. Consider how the open spaces in the village relate to the surrounding landscape planting, features and gradient.
4. Assess and understand of the formal and informal open spaces within the village.
5. Spaces of interest that help to reinforce the village character
Placemaking considerations
Relationship between scale and density

1. Survey and understand the scale and density of buildings in the village including ancillary buildings that serve them.
2. Survey and understand the scale of buildings in relation to road width and opportunities for passive solar gain and other energy efficient measures.
3. Understand how buildings address the street.
4. Survey and understand smaller details such as kerb heights and treatments, building details and materials.
5. Options for new development: Understanding orientation, changes in scale, detailing and materials will help to reduce a uniformity within the new development, generate interest both at street level and within the skyline.

Next steps

This document records the engagement process so far and how the development of Manor Farm needs to respond to the desires and needs of local residents. The next step is to develop the place making considerations further into 2-3 optional concept plans that can then be exhibited to local residents to allow them to express preferences and pass comment.

These comments will then be fed back into the final development brief and concept plan and presented for planning application as a Access and Design Statement for the Manor Farm site.