

Our commitment to urban design is reflected in our membership of the Urban Design Group, coupled with a firm belief in the current government guidance on creating places.



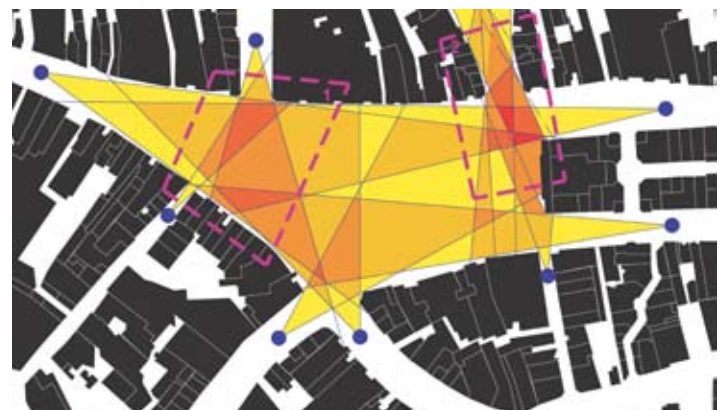
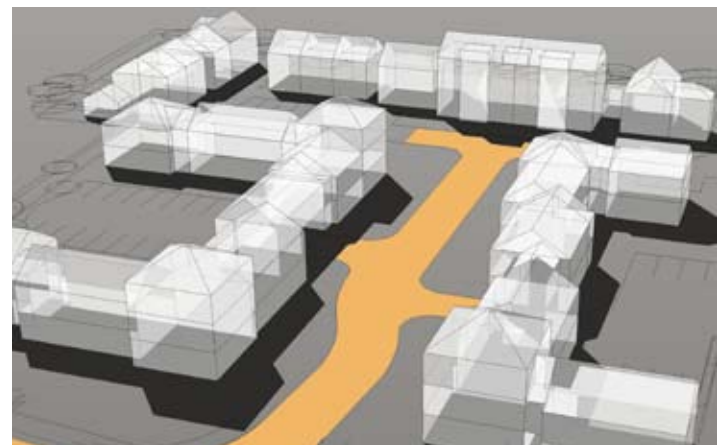
In recent years, urban design has become a much more important element of the planning decision-making system. Clear demonstration of the site evaluation and appraisal combined with appropriate masterplans and design and access statements are now required to accompany most planning applications for development.

Our particular approach is to use a comprehensive design process that links urban design to architectural detail in a co-ordinated response. The inherent qualities of a site and the surrounding context provide a firm basis for an informed design solution.

The Design Process

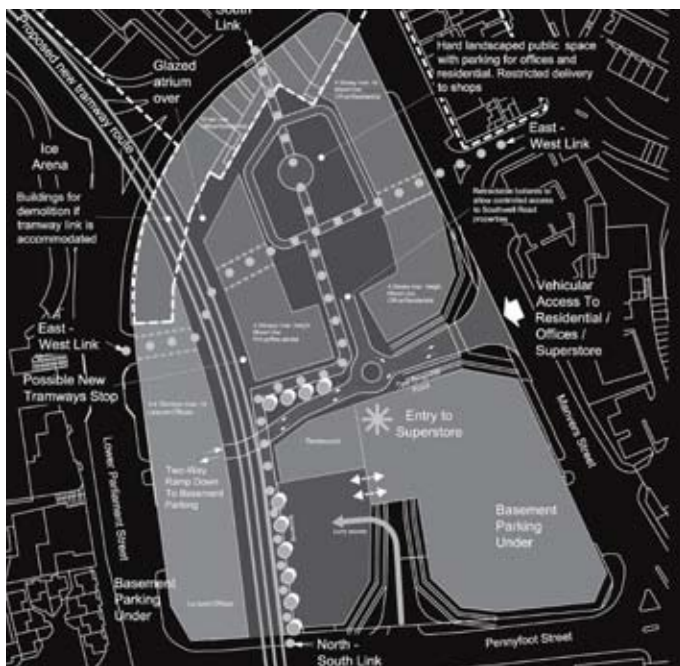
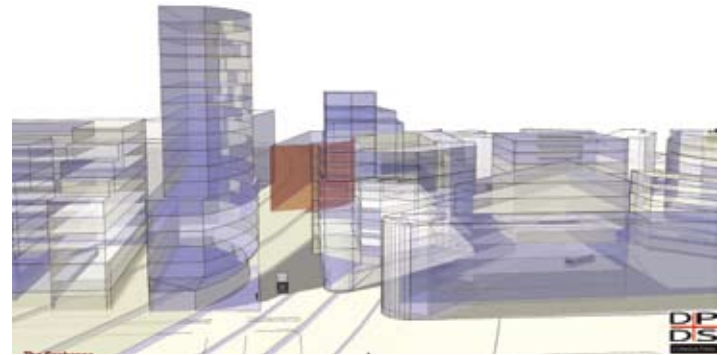
Our guiding principle is to consider the environmental, social and financial responsibilities whilst producing places that provide value-for-money.

We have wide experience of brownfield and greenfield development ranging from infill within conservation areas to the extensive growth of major urban areas. The three main areas of the development process that urban design influences are development plans, planning applications and competitive bids.



Development Plans: The promotion of land through the development plan process is key to producing sustainable expansion. The planning arguments can be supported by well considered plans that are founded on robust design principles. Feasibility plans progress to masterplans or flexible frameworks to guide the sensitive development of land.

The vision we have for a site is supported by practical application. This gains credibility from public and private development teams, facilitating future implementation.



Competitive Bids: We have a successful record in securing land for clients as part of a competitive tender and promoting ourselves through an accomplished past record.

Our approach is to produce seductive design proposals balanced with financial viability.

Resources: The urban design team operates in a CAD environment to ensure the accuracy of land calculations and meet the technical requirements of our clients.

Graphics packages such as Adobe Photoshop and Illustrator are used to give plans and presentations the visual appeal to convince clients, local authorities and voluntary groups that our ideas will benefit the entire community.

Planning Applications: Urban design in the planning system calls for planning applications to be accompanied by design and access statements. We have produced many documents that highlight context, principles and recognition of creating distinctive places.

We have experience in producing design guides, areas development frameworks and development briefs that aim to establish elements of area identity, connectivity, legibility, variety and developing the right conditions for vital public spaces.

