

Entec

Creating the environment for business

Urban Design





Masterplanning

Site Analysis

Massing

Guidance

Townscape

Vision

Communities

Rationale

Entec Urban Design

Consents

Sustainability

People

Spatial

Added Value

Creative

Consultation

Building Design

Engagement

Landscape

Densities

Design Codes

Graphics

Urban Design



Creating Places



Our urban design and masterplanning team work with property developers, local authorities, regional development agencies, government agencies and private landowners, both within the UK and overseas. We deliver sustainable, creative and practical design solutions with the common objective of creating quality places.

In order to achieve this we tailor our services to the needs of the individual project and client. Outputs typically fall into one of the following categories:

Development Frameworks

– identifying physical and spatial objectives for area renewal, providing a coordinated approach to implement an overall vision;

Operational Masterplanning

– developing a co-ordinated approach to estate development to optimise operational efficiency and identify opportunities for rationalisation;

Development Briefs – prepared for both public and private sector clients to influence the form of new development through adoption as supplementary planning documents;

Area Action Plans – producing AAPs for local authorities to guide the development of areas of major change or historic sensitivity;

Design Feasibility and Options Studies

– providing a holistic assessment of the viability of proposed development through a high-level design-led exercise to assess cost and benefit;

Urban Extensions

– masterplanning for the sustainable expansion of urban settlements, in support of strategic level studies and outline planning consent;

Design Code and Guidance

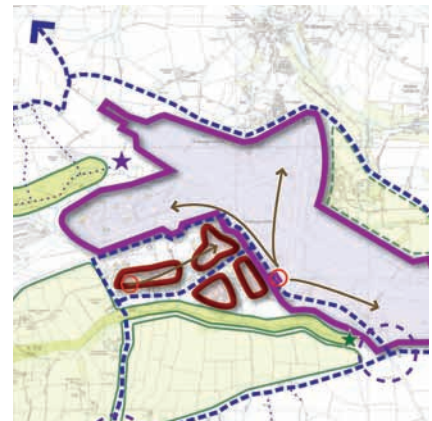
– establishing area-wide or site specific design principles and standards for the design of public spaces or buildings;

Design and Access Statements

– leading and articulating the design process in support of planning applications at a range of scales and for a variety of uses;

Design Review – assessing design quality of places and buildings, typically in support of public procurement programmes;

Architectural Design – developing design concepts to RIBA Stage D as a means to secure planning permission.



Our Approach

A major strength of Entec's urban design team is our ability to provide tailor made design services across a wide range of sectors and project types. This has been borne of necessity to support the breadth of Entec's overall development planning and environmental services and client base, and is backed by a successful track record of delivery, proven by Entec's customer feedback procedure.

For clients, the benefit of this diversity is that we apply a fresh approach to each new commission and apply experience and evolving best practice to suit individual project requirements. Our overall objective is to provide clarity and transparency throughout the design process and to deliver creative yet robust solutions.

Inception

Careful scoping at the inception stage enables us to assemble the right team of people to best address the client's requirements, and to establish a project quality plan to assure performance throughout the project lifecycle.

Baseline

Thorough analysis considers all aspects of the project brief, site and wider context, focusing in particular on environmental conditions, access and policy, as well as broader socio-economic aspects.

Analysis

Identifying constraints and opportunities helps frame the overall context and develops ideas to meet design requirements.

Common Threads

Consultation – We work with our clients and project stakeholders, wider interest groups and whole communities, as appropriate, to draw on the experience and interests of all parties to each project and to build confidence and capacity in design solutions.

Sustainability – We are passionate about embracing sustainability in all its forms and see this as the vital legacy of good design.

Delivery – Intent is nothing without delivery. We have a track record for innovation and creativity both in design and delivery, working closely on implementation strategies with our planning, procurement and project management teams.

Design Options

Often there is more than one solution to meet requirements and a range of options are developed for analysis and evaluation.

Testing

We facilitate and lead inclusive design workshops throughout the process to test findings and build capacity in operation generation, development and assessment.

Final Design

Final designs take the form of either a masterplan, development framework, or site/building designs, supported with cost and delivery plans. Final designs are communicated using a range of high quality graphics and media.

Selected Experience

Reading Borough Council

Reading City Centre Framework and Tall Buildings Guidance



Defence Estates

Portsmouth Naval Base Development Framework



Redrow Homes

Hanley Gateway Design Brief



Hopkins Homes

Wymondham Urban Extension



Walsall Council and Walsall
Housing Group

Goscote Lane Corridor Masterplan



Defence Estates

Arborfield Garrison Sustainable Community Masterplan



Homes & Communities Agency

Spencer's Park Development Brief



Middlesbrough Council

Riverside Park Masterplan



Lomond Homes

Lochgelly Development Framework



British Waterways

Trent Lock Feasibility and Options Study



London Borough of Bromley

Orpington Town Centre Masterplan



Homes & Communities Agency

Telford Residential Sites Design Guidance

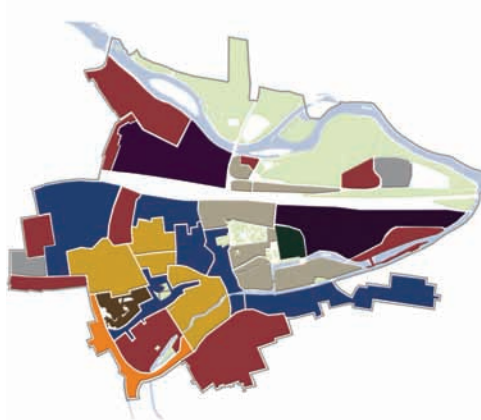


Reading Borough Council

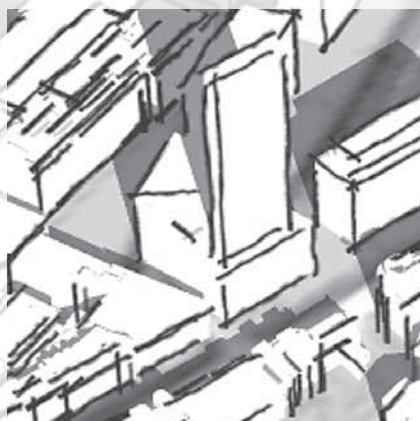
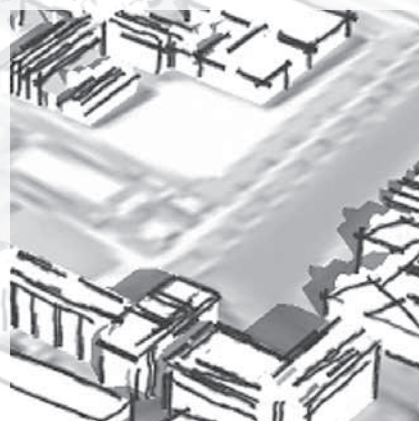
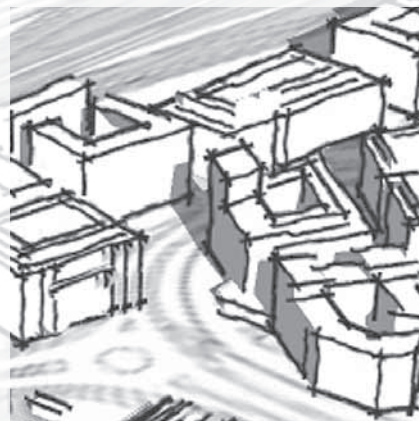
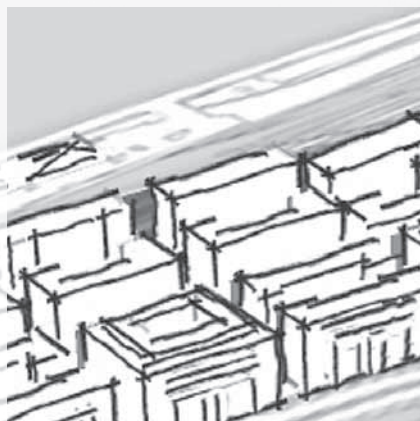
Reading City Centre Framework and Tall Buildings Guidance

The Reading City Centre Framework and Tall Buildings Study were direct commissions from Reading Borough Council to update design guidance and promote the sustainable growth and regeneration of Reading's central area. The documents embrace the major access, commercial and public realm developments being undertaken by the city and seek to provide co-ordinated urban design, sustainable design and public realm guidance to ensure that the developments result in the creation of a sustainable and high quality environment.

The City Centre Framework replaces and updates earlier design guidance to support the delivery of Reading's '2020 Vision' to become a world-class city at the heart of the vibrant Thames Valley economic region. The updated document was tailored to support the emerging Reading Central Area Action Plan, providing specific guidance in three key growth areas. It also provides a spatial and design overview for the whole central area both to guide future development and provide reference during the determination of planning applications.



The tall buildings guidance reviews local and national design policy and provides an indicative three dimensional spatial framework for Reading's central area, addressing key heritage and sustainability objectives in relation to location, design and visual impact of tall buildings. The tall buildings guidance has been adopted as a supplementary planning document.



Defence Estates

Portsmouth Naval Base Development Framework

Portsmouth Naval Base has been at the heart of the Royal Navy's operations for several hundred years and is home to approximately 65% of the surface fleet. The base recognised the need for a masterplan and development strategy to deliver a rationalisation of the estate.



The objective for the plan was to allow for the continuation of efficient naval operations and to support the growth of defence related industry in the wider area, whilst addressing the significant legacy of historic buildings and naval archaeology within the estate.

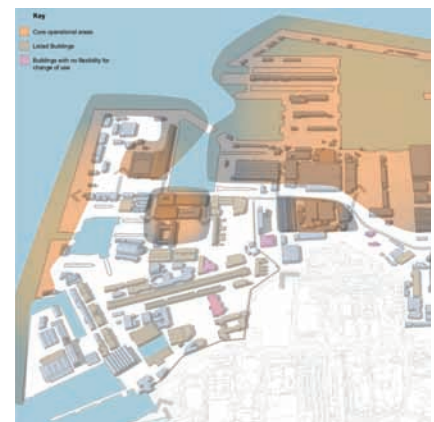
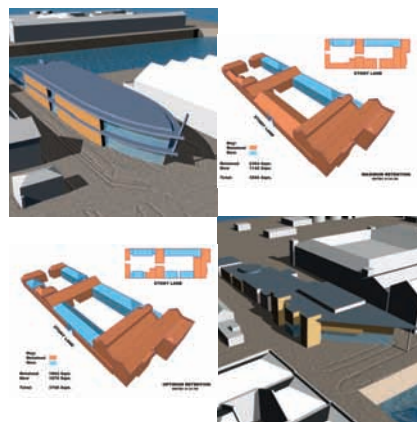
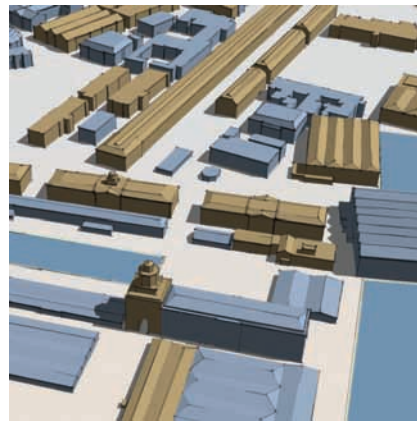
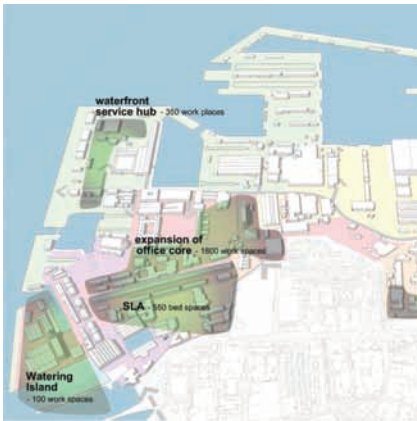
Entec was commissioned by Defence Estates to carry out a number of related studies to inform the overall estate masterplan. Initially an operational estate development plan was prepared to assess the MoD requirement for land and buildings and to identify areas of land required for growth, areas with potential for disposal and areas requiring investment and re-development.

A study was carried out in consultation with Portsmouth City Council and the Portsmouth Historic Dockyard Museum. This study assessed the buildings and areas of the site that had greatest

potential to be transferred to the museum, as a sustainable extension to the established and successful visitor attraction.

This resulting plan demonstrated how the extended museum footprint could be integrated with continuing naval operations and complement wider regeneration objectives for the City of Portsmouth.

A further study examined and demonstrated the feasibility of options to re-use those parts of the historic estate which remain integral to the operational area of the naval base. Entec continues to provide estates and technical advice in the ongoing development and implementation of the overall naval base masterplan.



Redrow Homes

Hanley Gateway Design Brief

Entec was appointed by Redrow Homes to prepare a design brief for the regeneration of a canal side former pottery factory site in Stoke-on-Trent. The brief, required as part of a Section 106 Agreement associated with an outline planning consent, included a development concept which provides a framework for the regeneration of the site.

Both longer term aspirations of the city council and the more immediate needs of the client to deliver new homes on the site were addressed within the brief. The development framework was also coordinated with a wider masterplanning exercise addressing the regeneration of the entire southern city centre area as part of a Pathfinder Housing Renewal initiative.

The design brief incorporated guidance to overcome constraints presented by former uses on the site and

neighbouring uses including an operational foundry and derelict buildings. The framework established design principles for the site which ensured the delivery of quality urban design in the short term, whilst enabling the wider vision for the area to be realised over a longer period of time.

Entec urban designers adopted an approach to the project which enabled a consensus to be found between conflicting aspirations for the site, through the development of a robust and clearly communicated design.

We instigated a series of multi-stakeholder design workshops. These provided the planning authority with the confidence that the development framework was complementary with the wider plans; and therefore provided certainty that the detailed site proposals would be acceptable to the local authority.





Hopkins Homes

Wymondham Urban Extension

Entec led the preparation of a development concept and illustrative masterplan for the delivery of approximately 700 new homes, a new business park, areas of open space and a local centre as a sustainable urban extension to the town of Wymondham in Norfolk. The commission was undertaken to support representations made to the emerging Local Development Framework (LDF), seeking the allocation of the site.

The layout of the site evolved from an analysis of the site context, landscape character and relationship to the existing services and facilities within the town. The layout enables the retention of many existing landscape features including trees, hedgerows and woodland areas, providing natural linkages throughout the site.

New walking and cycling routes are provided, forming integral connections within the existing road and footpath network. These provide convenient access to the town centre, whilst potential new bus stop locations are identified throughout the proposed development.

A range of housing densities are proposed, optimising the number of homes with access to walking, cycling and public transport routes, whilst responding appropriately to landscape context. The masterplan identifies locations and proposed layouts for a local centre and business park which provide an opportunity for the creation of a gateway to Wymondham.



Walsall Council and
Walsall Housing Group

Goscote Lane Corridor Regeneration Masterplan

Entec was commissioned to produce a regeneration framework for the Goscote Lane Corridor in Walsall, one of the borough's strategic regeneration areas. The area is predominantly residential, comprising of a number of former council housing

estates, the majority of homes remaining within the rented social housing sector. The Goscote Lane Corridor also includes a number of shops, community facilities, employment areas and extensive open space. The area suffers from high levels of deprivation across a range of socio-economic indicators.

A vision for the area was developed with residents and other key stakeholders that articulated the consensus view on the priorities for physical intervention and investment. Extensive community engagement was undertaken with the objective of developing a long term plan in response to local needs that would be deliverable and long lasting.

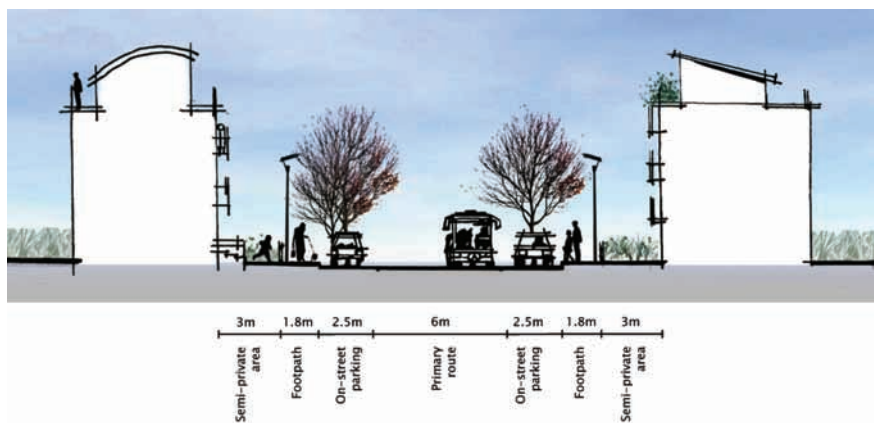
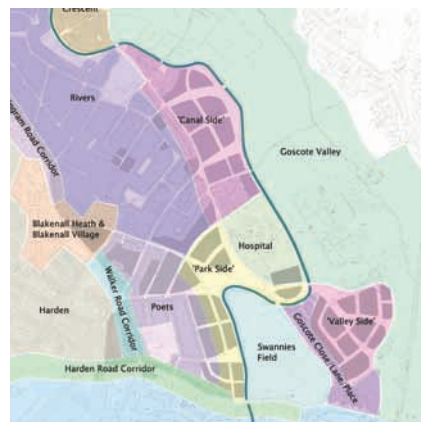
Existing regeneration initiatives in the area, including community capacity building and a New Deal programme were complemented by the

production of the regeneration framework which provides an integrated development and open space masterplan, backed up by an investment and delivery strategy.

The framework recognised the need for selective areas to be cleared and redeveloped to help meet the objective of diversifying both tenure and property type to create a more sustainable community and also facilitating the delivery of significant numbers of new homes by the private sector.

The plan also addressed the need to enhance and re-configure existing areas of open space to improve access, usage and safety and identified the potential to create a focus for the whole area by orientating new development and open space networks towards an under-utilised canal.





Defence Estates

Arborfield Garrison Sustainable Community Masterplan

Entec is delivering an integrated masterplan for development of a new sustainable community of up to 5,000 new homes on a brownfield, former military site at Arborfield, Berkshire.

The masterplan has involved many of Entec's in-house capabilities, which together formed a comprehensive design response to the site. This included analysis of ecology and archaeology, access and transport, landscape and visual assessment, architecture and urban design, land quality and utilities, flood risk and drainage, and energy and socio-economics.

An initial high level feasibility report confirmed the potential of the site to deliver a truly sustainable, major residential development located within and around the existing Arborfield Garrison.

After successfully persuading the local planning authority of the potential sustainability and deliverability of the site, the proposals were included within its core strategy. Proposals have subsequently been developed in greater depth to support an outline planning application which will include a full EIA and energy statement.



Key sustainable urban design features include:

- Green corridors connecting existing ecological and landscape features and acting as routes for alternative transport modes and as cooling channels for the overall site;
- Strategic location of high density cores at walking distance from all areas of the site;
- Re-use of existing buildings and infrastructure;
- Strategic location of schools close to centres or playing fields;
- Open space and tree block buffers along areas of high ecological, landscape and visual value; and
- Passive design and supply of low or zero carbon energy as a viable and attractive opportunity for developers and long term infrastructure management companies.



Homes & Communities
Agency

Spencer's Park Development Brief



English Partnerships (now Homes & Communities Agency) commissioned Entec to produce a development framework for the mixed use development of the 37 hectare Spencer's Park site on the edge of Hemel Hempstead.

To identify the optimum form of development for the site, a number of different development scenarios were explored including a range of potential uses and residential densities, taking into account the relative impact on the local highway network.

The development framework formed the basis of a development brief for the site prepared by Entec and undertaken in close partnership with the local planning authority. This has been adopted as a supplementary planning document.

The brief included a series of layered plans showing how development of the site should be approached in terms of responding to context and following best practice guidance on residential layouts.

A three dimensional model was used to explore and illustrate the proposed height and massing of the various residential blocks. This also aided the urban and landscape design development for the site including a network of tree lined avenues forming a landscape structure for the site around which other street characters were developed.

The framework was subsequently developed with additional detail as a masterplan and submitted in support of an outline planning application for the site. This will also be used by the client as a design review tool in the procurement of an appropriate developer for the site.



Middlesbrough Council

Riverside Park Masterplan

Middlesbrough Council appointed Entec to produce a development framework, design guide and action plan to support the ongoing regeneration of Riverside Park as a key business location in Middlesbrough.

In order to build upon previous studies and other related regeneration activities in the area and to co-ordinate improvement activities across the site, the project required close liaison and involvement with the client and key stakeholders including the Riverside Park Business Forum and Groundworks.

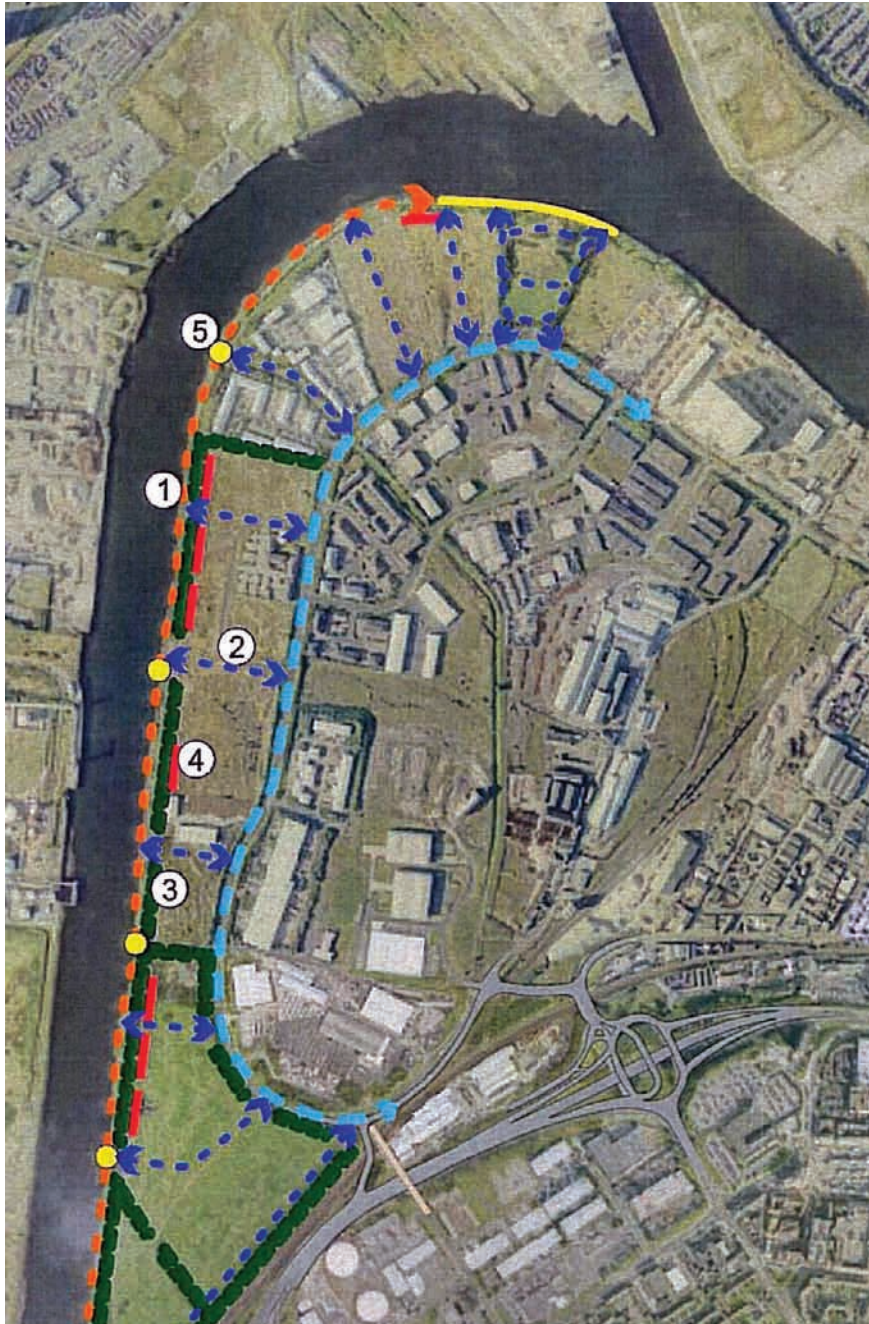
The resulting development framework provides a spatial strategy which aims to focus and channel investment and funding to achieve a series of specific physical and infrastructural improvements.

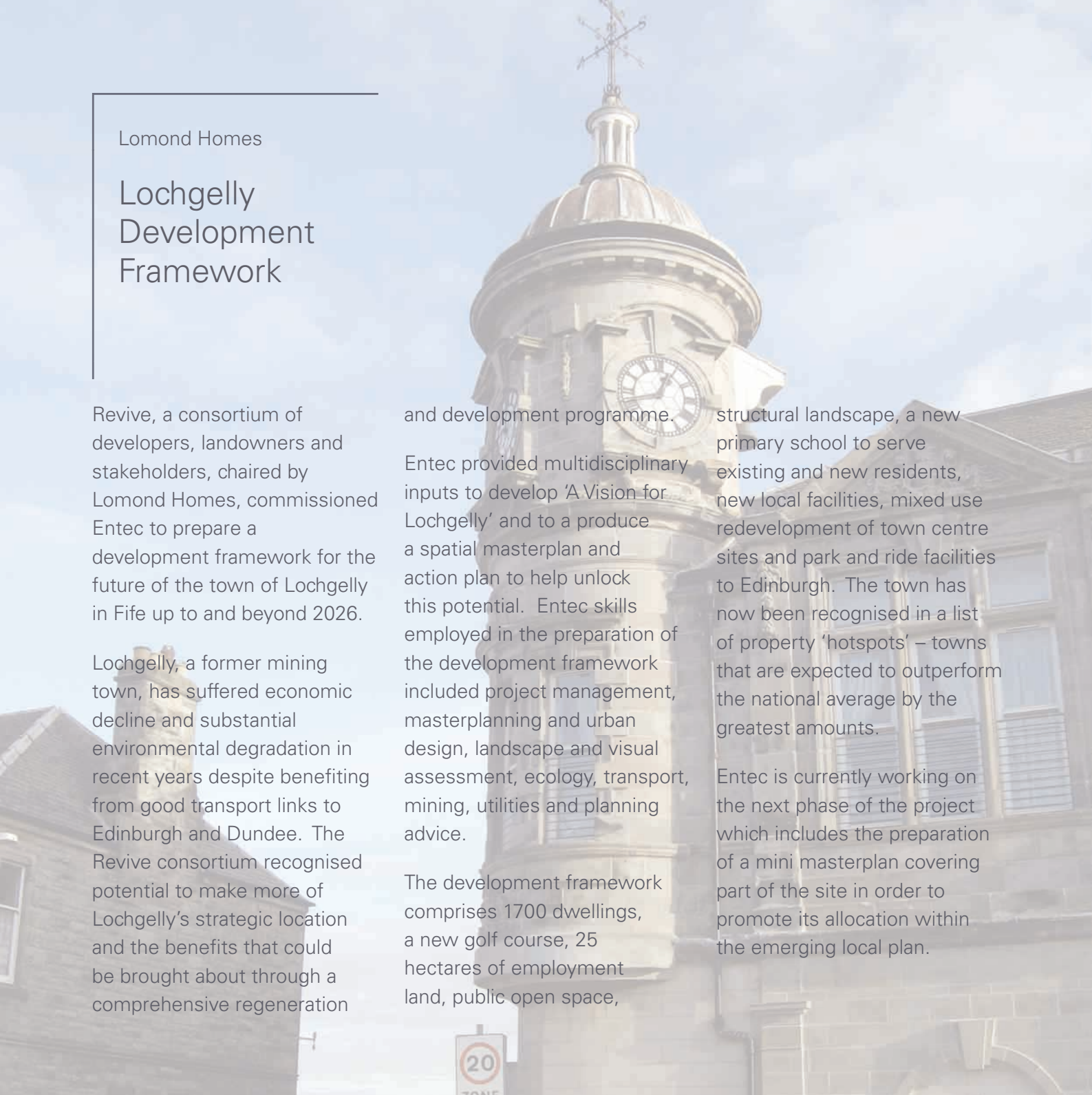
The design guide supports the strategic direction set out in the development framework by articulating specific design criteria which must be adhered to by developers of the remaining sites on Riverside Park. The guide is also intended to set the standard for any improvements to existing plots which may occur as

the site continues to raise its environmental standards.

The action plan provides a mechanism to support, co-ordinate and prioritise the ongoing work of the various bodies involved in Riverside Park's resurgence.

Specific actions and projects are arranged under the priority areas identified in the development framework. Funding streams and timetables are identified, together with linkages between the various projects.





Lomond Homes

Lochgelly Development Framework

Revive, a consortium of developers, landowners and stakeholders, chaired by Lomond Homes, commissioned Entec to prepare a development framework for the future of the town of Lochgelly in Fife up to and beyond 2026.

Lochgelly, a former mining town, has suffered economic decline and substantial environmental degradation in recent years despite benefiting from good transport links to Edinburgh and Dundee. The Revive consortium recognised potential to make more of Lochgelly's strategic location and the benefits that could be brought about through a comprehensive regeneration

and development programme.

Entec provided multidisciplinary inputs to develop 'A Vision for Lochgelly' and to produce a spatial masterplan and action plan to help unlock this potential. Entec skills employed in the preparation of the development framework included project management, masterplanning and urban design, landscape and visual assessment, ecology, transport, mining, utilities and planning advice.

The development framework comprises 1700 dwellings, a new golf course, 25 hectares of employment land, public open space,

structural landscape, a new primary school to serve existing and new residents, new local facilities, mixed use redevelopment of town centre sites and park and ride facilities to Edinburgh. The town has now been recognised in a list of property 'hotspots' – towns that are expected to outperform the national average by the greatest amounts.

Entec is currently working on the next phase of the project which includes the preparation of a mini masterplan covering part of the site in order to promote its allocation within the emerging local plan.



British Waterways

Trent Lock Feasibility and Options Study

Trent Lock is an important waterway junction at the meeting of the River Soar, the Erewash Canal and the Trent and Mersey canal near Long Eaton in Nottinghamshire.

Although its colourful collection of canal cottages, houseboats and boatyards are popular with both boaters and other visitors, British Waterways (BW) identified the opportunity to increase the commercial and tourist potential of Trent Lock to make it a nationally recognised destination site.

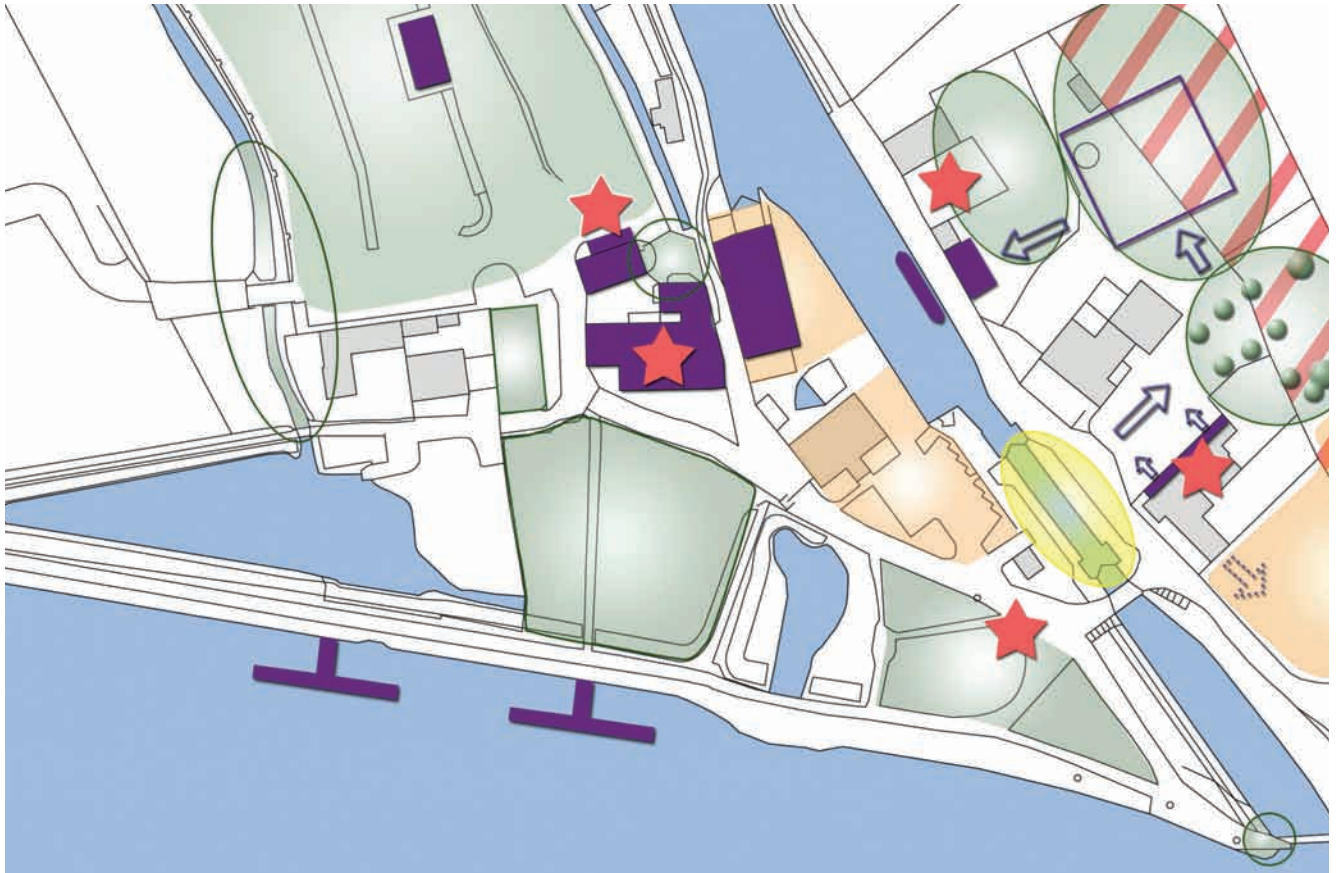
Entec was commissioned by BW to undertake a feasibility report that examined options for the development of Trent Lock and identified a preferred option and implementation plan. The report included a desk-based study of the history and potential capacity of the site, a review of current use and consultation with key stakeholders on current issues and potential future uses.

After generation and evaluation of a number of options, a preferred plan was developed in greater detail, supported by cost appraisals, an action plan and visualisations. The commission drew on several areas of Entec expertise including urban design, landscape appraisal and design, transport and planning.

The preferred option highlighted potential for the refurbishment of a former stable block to create additional space for commercial and tourist facilities and to act as a catalyst for the regeneration of existing established uses.

After a potential funding source for the refurbishment was identified, Entec produced a supplementary report that outlined the scope of works and approximate costs required to bring this building back into productive use.





London Borough of Bromley

Orpington Town Centre Masterplan

Entec was commissioned by the London Borough of Bromley to produce a masterplan for the town centre of Orpington, Kent which was adopted as a supplementary planning document in May 2008. The project brought together a range of Entec expertise including urban design, landscape architecture, transport, sustainability appraisal and community engagement.

Consultation was central to Entec's approach to the masterplan and a number of stakeholder workshops were held at key stages in the project.

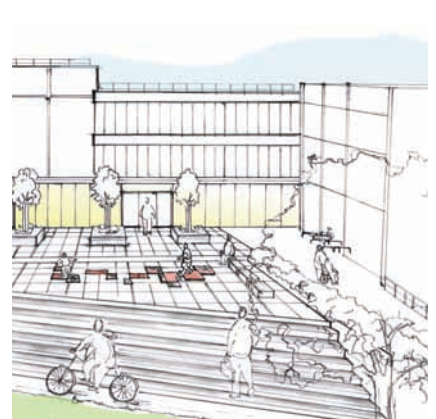
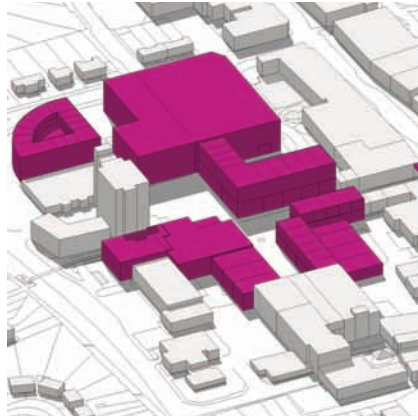
These included an issues and aspirations workshop to ascertain local needs and objectives and a vision workshop to present the findings of the baseline analysis.

A draft vision was produced for further consultation to test and confirm the objectives for town centre improvements.

Public realm improvements were addressed as part of the final masterplan which included measures to calm traffic, improve parking and improve links between the town centre and nearby park.

Proposals were prepared for the redevelopment of an area of the town called the Walnuts Shopping Centre. This was a retail development constructed in the 1960s and in need of revitalisation to bring Orpington up to date with competing retail centres in the locality.

Plans were developed to maximise the opportunity to bring about wider area improvements, utilising the shopping centre redevelopment as a catalyst.



Homes & Communities
Agency

Telford Residential Sites Design Guidance

Entec was appointed by English Partnerships (now Homes & Communities Agency) to produce developer packs to support the sale of a series of brownfield residential sites in Telford. The overall objective of the developer packs is to add sales value to the site by highlighting all known site constraints and providing a clear view of the development potential. In addition, the packs specify and demonstrate how the client's development quality standards can be met on the site. It is a condition of sale that these defined standards are reached.

Entec provided overall project management for the production of the developer packs, and carried out all design, planning, environmental and engineering inputs. Following site surveys and collation of all constraints (including ecology, geo-technical, land quality, flood risk, utilities, planning and highways) the Entec design

team undertook workshops to explore the design opportunity and to consider how Code for Sustainable Homes level 3 could be met at each site. Outline urban and landscape designs were undertaken for each site in order to explore the development potential and to inform discussions with the client and their marketing agents.

For the purposes of the final developer pack, the urban and landscape designs were incorporated into a design code and site-specific written requirements for each site. The design code ensures that all development proposals for the site follow urban and landscape design principles that deliver high quality standards – specifying landscape and urban structure, key connections to surrounding areas, key frontages, landmark buildings and parking standards.





Clients

Advantage West Midlands	Lincoln City Council	Sandwell Council
Alnwick District Council	Lomond Homes	South Shropshire District Council
Bellway Homes	London Borough of Bromley	Taylor Woodrow Developments
British Waterways	London Borough of Wandsworth	Tees Valley Regeneration
Cornwall County Council	Middlesbrough Council	The Crown Estate
Cumbria County Council	Nuneaton and Bedworth Council	UK Coal
Defence Estates	Olympic Delivery Authority	Walsall Council
Denbighshire County Council	One North East	Walsall Housing Group
Fife Council	PD Ports	Yorkshire Forward
Homes & Communities Agency (formerly English Partnerships)	Persimmon Homes	Yuill Homes
Hopkins Homes	Reading Borough Council	
ISIS Regeneration	Redrow Homes	

Further Information

Entec's also offers key skills in:

- Sustainable Design
- Landscape Design
- Landscape Planning

For further details on our landscape design and other design services:

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