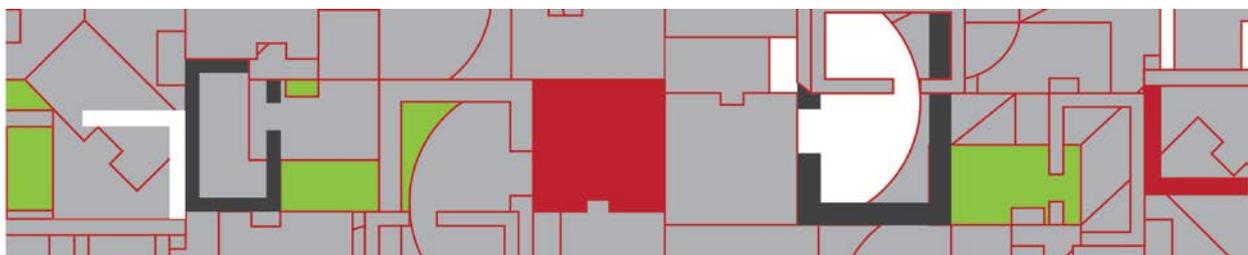


## **Place Alliance Summer School**

### **Transforming Cities, Towns and Public Spaces through Placemaking**

**15-16-17 September 2016**



#### **Placemaking Project Brief: Tottenham Hale**

The project is in three parts over the three days of the summer school and will move from analysis, through vision to prescription. For the purposes of the project you should work in groups of four/five. In your groups you are to assume that you are a local authority planning team, looking to explore the potential of a site and set key parameters for its future development.

#### **PART ONE Thursday 15th September – “Understanding Place through physical form”**

The first part of the project will focus on the vital task of understanding the existing character and qualities of place. This is always the starting point for a successful urban design process as, whether positive or negative, the qualities of place can help us to create propositions for change that play to the existing strengths of place, address any weaknesses, and maximize the potential of the opportunities at hand. Perhaps the single greatest determinant of character and quality is defined by the physical layout and form of the area (both the site and its surroundings), something that is often known as the urban morphology. The first part of the project will focus on understanding place through this physical form.

##### **Aims:**

- To understand the importance of place analysis as the foundation of good urban design
- To understand the role the physical layout and form plays in defining qualities of place
- To complete a morphological analysis of the site utilizing the method of figure ground
- To interpret the findings and what they mean for the strengths and weaknesses of the area, and the opportunities that the site presents

#### **PART TWO Friday 16th September: “Defining a vision for Place”**

The second part of the project moves from analysis to vision. This is a conceptual leap that is often difficult to make, not least because most urban sites will offer many different potential directions for a designer to take. For this reason design is an iterative process during which different options and opportunities are tested out before a favoured solution is chosen and then refined. Here the intention is to develop a concept design for the Ashley Road North and / or South sites in the Tottenham Hale area. A number of clear constraints can help in this process, defined through a development brief, or in a local plan, or otherwise by a developer. In this case you are to work within the following constraints:

**Ashley Road north:**

Land use – residential (15,000 sqm or 180 units of family housing / apartments) and sports / recreational area (sports pitches and associated facilities for the neighbouring school / community)

Heights – 2-6 stories

Assets – respect views across Down Lane Park

**Ashley Road south:**

Land use – residential (50,000 sqm or 750 dwellings) retail (4,000 sqm) commercial / employment (12,000 sqm)

Heights – 2-12 stories

Assets – preserve and as necessary re-use existing heritage buildings

**Aims:**

- To work through an iterative conceptual design process
- To build a vision based on a thorough understanding of the existing urban context
- To build confidence in advancing positive propositions for change

Note: you can assume that the area to the south will be a comprehensive redevelopment to create a new local centre for Tottenham Hale with new bus and train stations and significant new retail / commercial / residential space.

**PART THREE Saturday 17th September: “Delivering Place-making through design coding”**

The final part of the project involves the move from concept to delivery. In particular, once a clear concept has been developed for a site, the next challenge is to decide what aspects of that concept are fundamental and require fixing as non-negotiable design parameters, and which are not so important and do not need to be fixed at this stage. Those aspects can be left to future developers to decide. Here the key concern should be the public interest, and in particular which aspects of your conceptual design are critical to ensuring that the long-term public interest is being served through the development. These aspects can be fixed through a simple set of design codes, and this is the primary purpose of the final exercise. There will also be the opportunity to both have your scheme reviewed by your fellow summer school participants and to sit on a review panel yourself.

**Aims:**

- To move from concept to delivery by identifying and fixing the non-negotiable future parameters of place
- To do this through the preparation of a simple and effective design code
- To explore the value of peer review through a final design review exercise
- Through these means to explore the appropriate limits of the public sector role in defining the design of development