

Why beauty matters

Nicholas Boys Smith – Create Streets



"No problem is more important politically, morally, spiritually and aesthetically, than that posed by the degradation of the urban fabric" Roger Scruton

"How do other species learn to survive and thrive for ten thousand generations or more? It's by taking care of the place that will take care of their offspring" Roman Krznaric

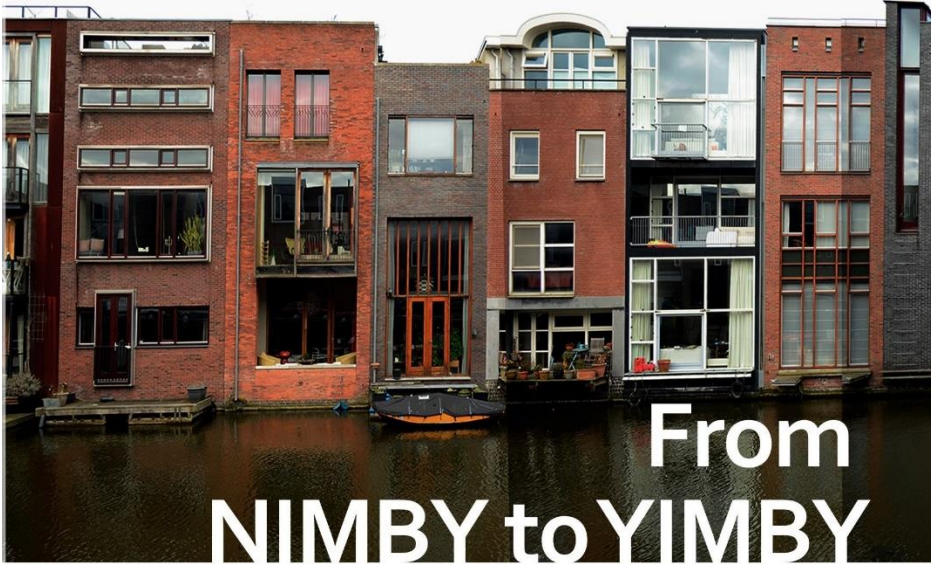
1. *Good design is not subjective:* there are discoverable links between place and beauty with health, happiness, prosperity and sustainability and they matter
2. *Ask the people:* don't try to and improve places "on your own" or "against" the establishment. Work with and be empowered by local preferences. Keep it visual.
3. *Be good ancestors:* creating loveable places for the long term is properly resilient and "deep green" not "green wash"
4. *It's the pictures not the words:* beware of "good design" as a phrase

What is CREATE streets?



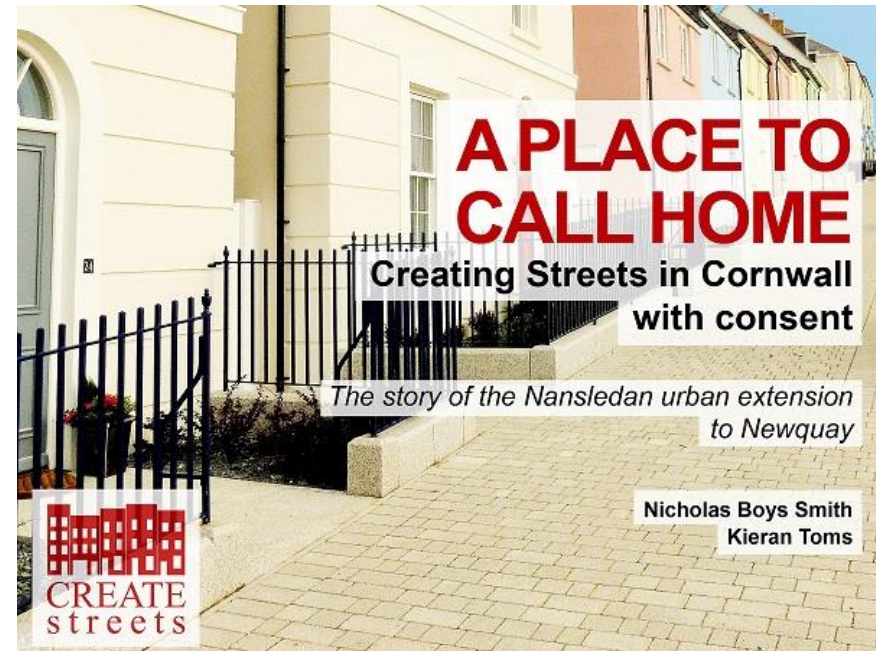
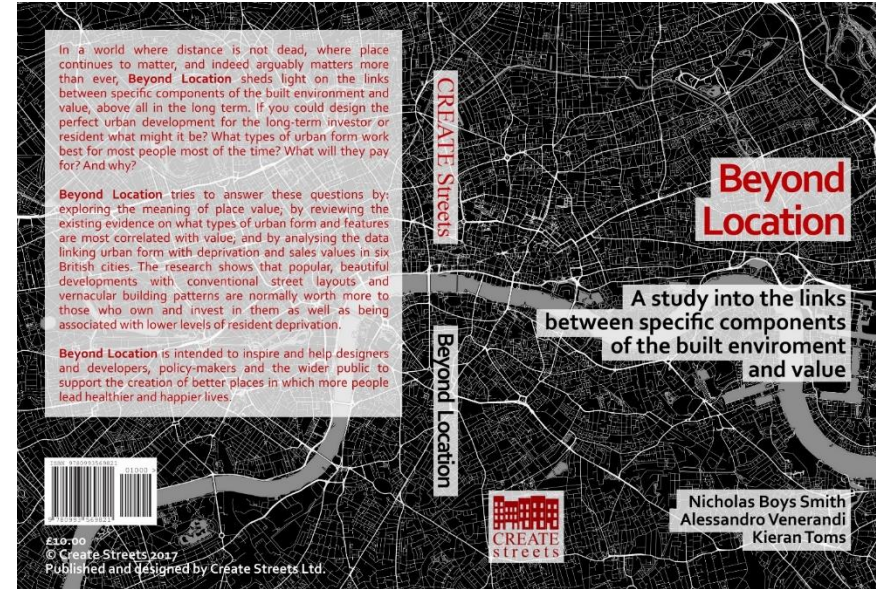
- Create Streets is a London-based social enterprise with an associated charity (the Create Streets Foundation)
- We exist to make it easier to develop popular, high density, beautiful, street-based economically and socially successful developments with strong local support and which residents will love for generations.
- We do research into what people will support in the built environment, where they are happy, why and what they'll pay for. We do comparative analysis of planning systems, of why people oppose new housing and how to change their minds.
- We also work with landowners, community groups, councils and developers to put it all into practice
- We believe that we can point to an increasing number of places where we are building increased support for new housing on the ground.

What do we do – research and publications



From NIMBY to YIMBY

How to win votes by building
more homes



What we do – what streets do people prefer and why

What turns space that is public into a public space? Why are some streets and squares valued and others shunned? Why do people tend to prefer some places rather than others? And how does this affect their behaviour? This study summarises existing research and sets out important new primary research (the most far-reaching ever conducted) into why people like some squares, spaces and streets and avoid others. The authors propose ten steps to help design beautiful and popular public spaces in which more people will want to be for more of the time.

"A masterful study which recognises that satisfying streets and squares are not lucky coincidence but the result of a number of ingredients that we can and must plan for when designing cities. An artful recipe book for that most crucial of human achievements: good cities."

Alain de Botton

"Bursting with evidence and case studies from around the world, Of Streets and Squares is a super-powerful tool for creating delightful public space in cities. This book makes me very happy."

Charles Montgomery

"Wonderful work setting the paradigm for healthy, humane new development in the 21st century."

Ann Sussmann



£15.00
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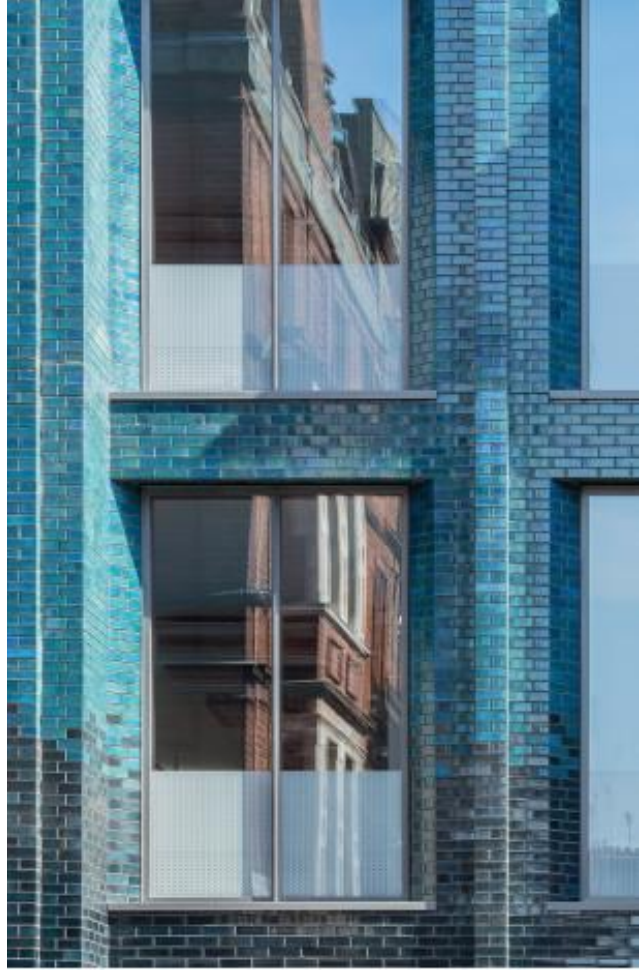












Living with Beauty

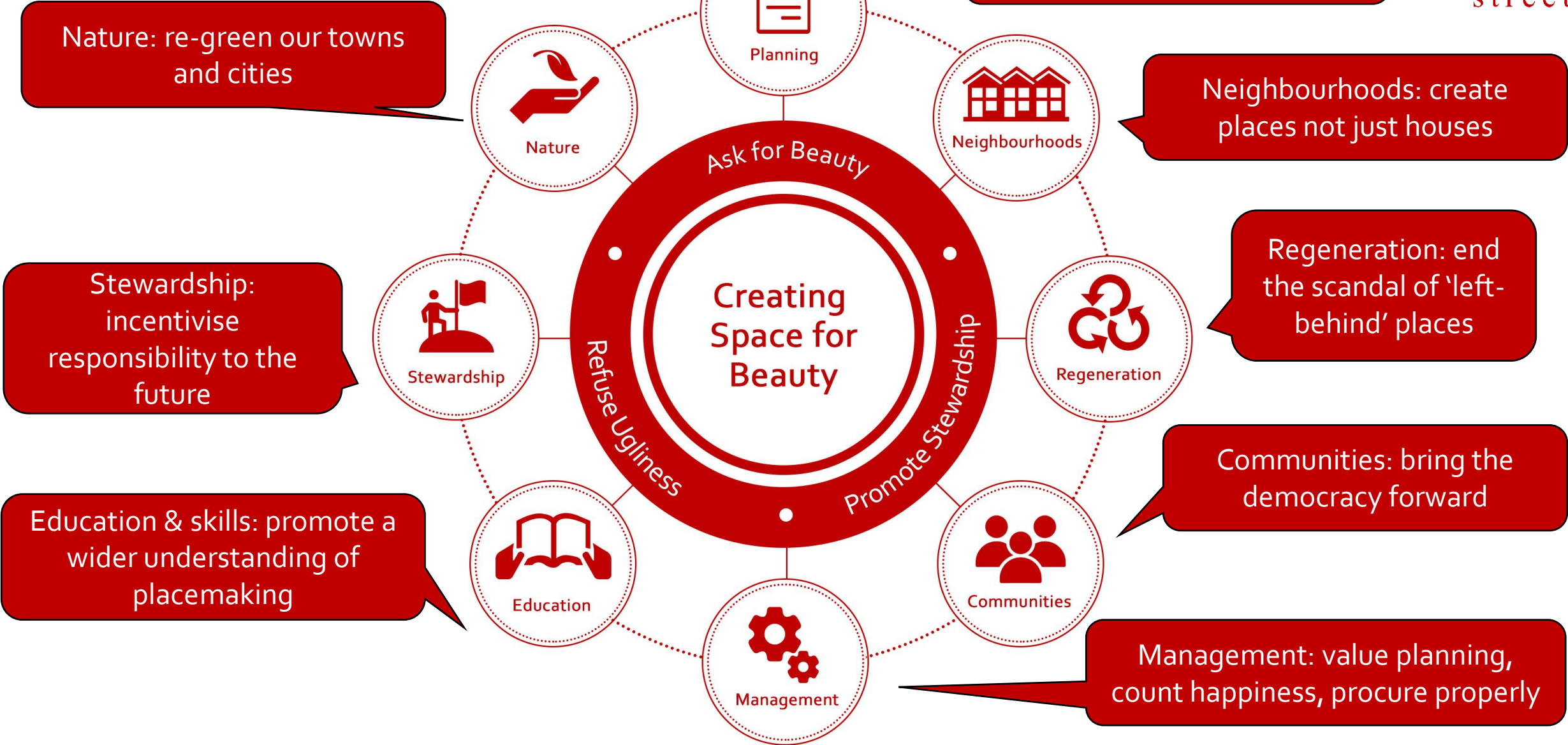
Promoting health, well-being
and sustainable growth

The report of the
Building Better,
Building Beautiful
Commission

JANUARY 2020



What should be done?



Building Better Building Beautiful: the response



“

The Building Better Building Beautiful Commission

I'm finding myself agreeing with almost everything, which is a surprise.

ANNALIE RICHES
CO-FOUNDER, MIKHAIL RICHES

#BBBBC

”

A graphic featuring a quote from Annalie Riches. The background is a dark, semi-transparent image of a row of brick townhouses. The quote is in white text, with a large opening and closing quotation mark. The text is centered and includes the name of the speaker and a hashtag.



“

The Building Better Building Beautiful Commission

This is a truly fabulous piece of work. It has a serious chance of changing how this country looks in the years to come. Something momentous is within reach - thanks to this document - and now the job is just to move the machine a few inches in the right direction. And then beauty will have a real chance to turn into a living reality.

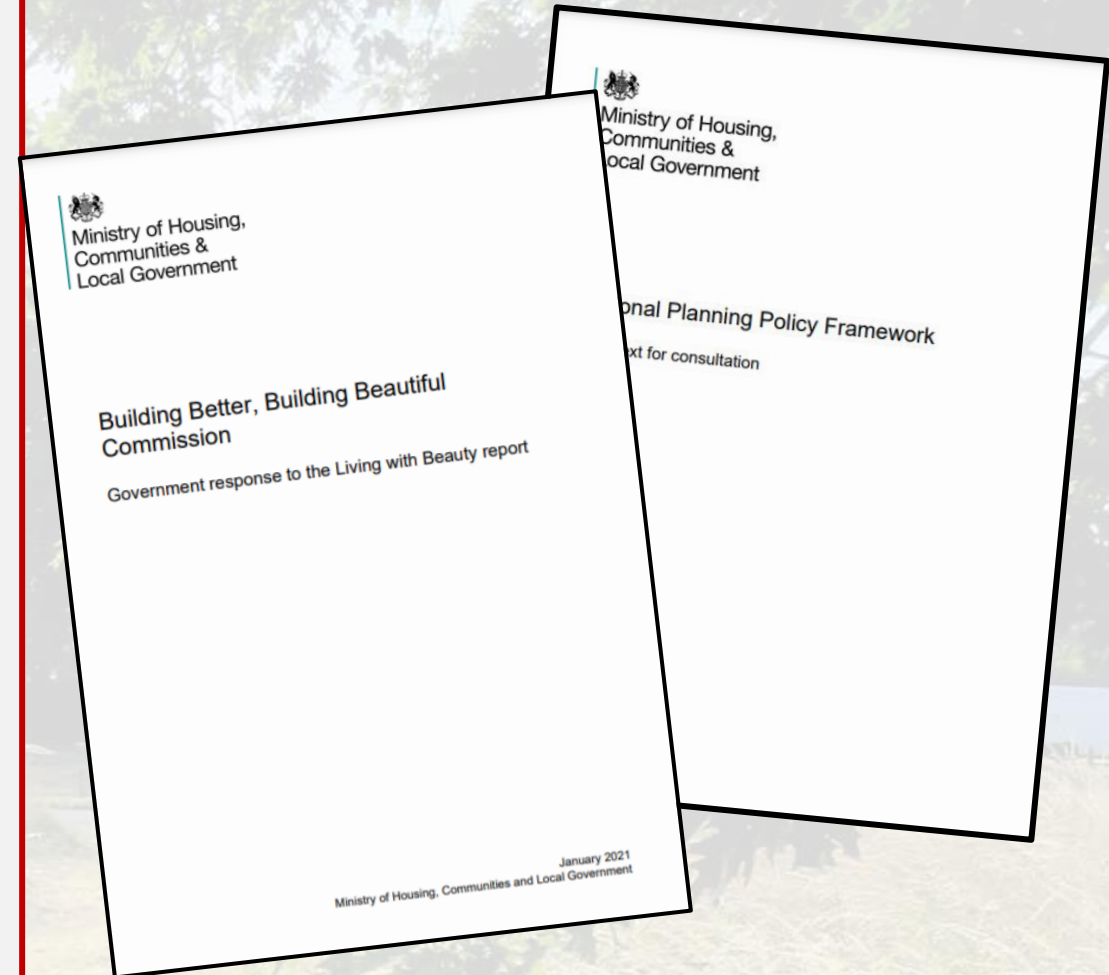
ALAIN DE BOTTON

#BBBC

”

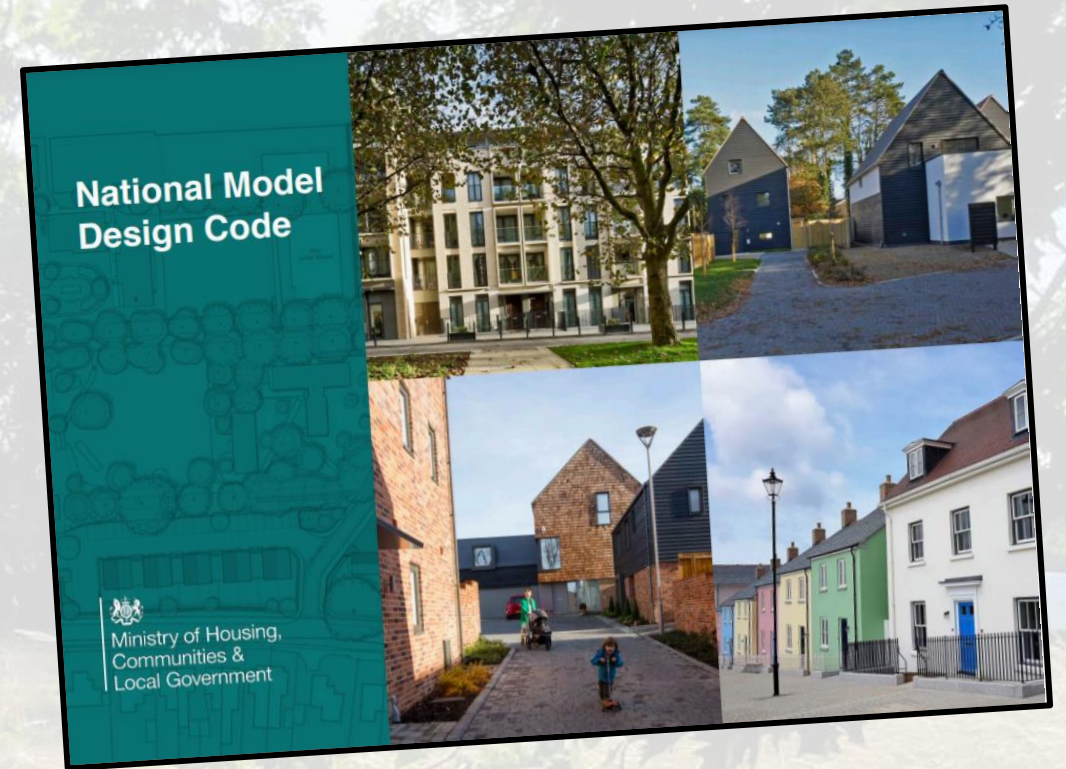
Changes to NPPF and response to *Living with Beauty*

- Draft changes to the NPPF were released alongside a full response to the Building Better, Building Beautiful Commission's stating the recommendations which they would be taking forward. These include:
 - making beauty and placemaking a strategic policy
 - putting an emphasis on approving good design as well as refusing poor quality schemes
 - asking local planning authorities to produce their own design codes
 - asking for new streets to be tree-lined
 - improving biodiversity net gain and access to nature through design



The National Model Design Code

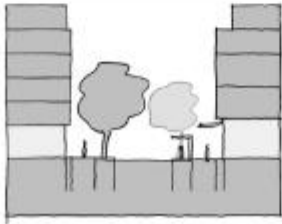
- Created as part of the revised suite of planning practice guidance and released in **January 2021** (to be read and used together with the NDG and NPPF)
- Actually a process for creating them not a code
- The purpose is to make it easier and simpler for local authorities to create successful design codes for their area
- Design codes are a great tool to help local authorities create better places and to encourage smaller house builders
- It was co-created by MHCLG and Urbed, an urban design practice in Manchester
- Here is a quick 2 minute introduction from Andy Von Bradsky, the Head of Architecture at MHCLG...



New National Model Design Code



55. An example of a low traffic / traffic free high street.



56. An example of a market town high street



55

Varied roof line: A variety of heights and roof configurations

Plinth: Where the building meets the ground



Portrait: Vertical window configuration

Setbacks privacy strip

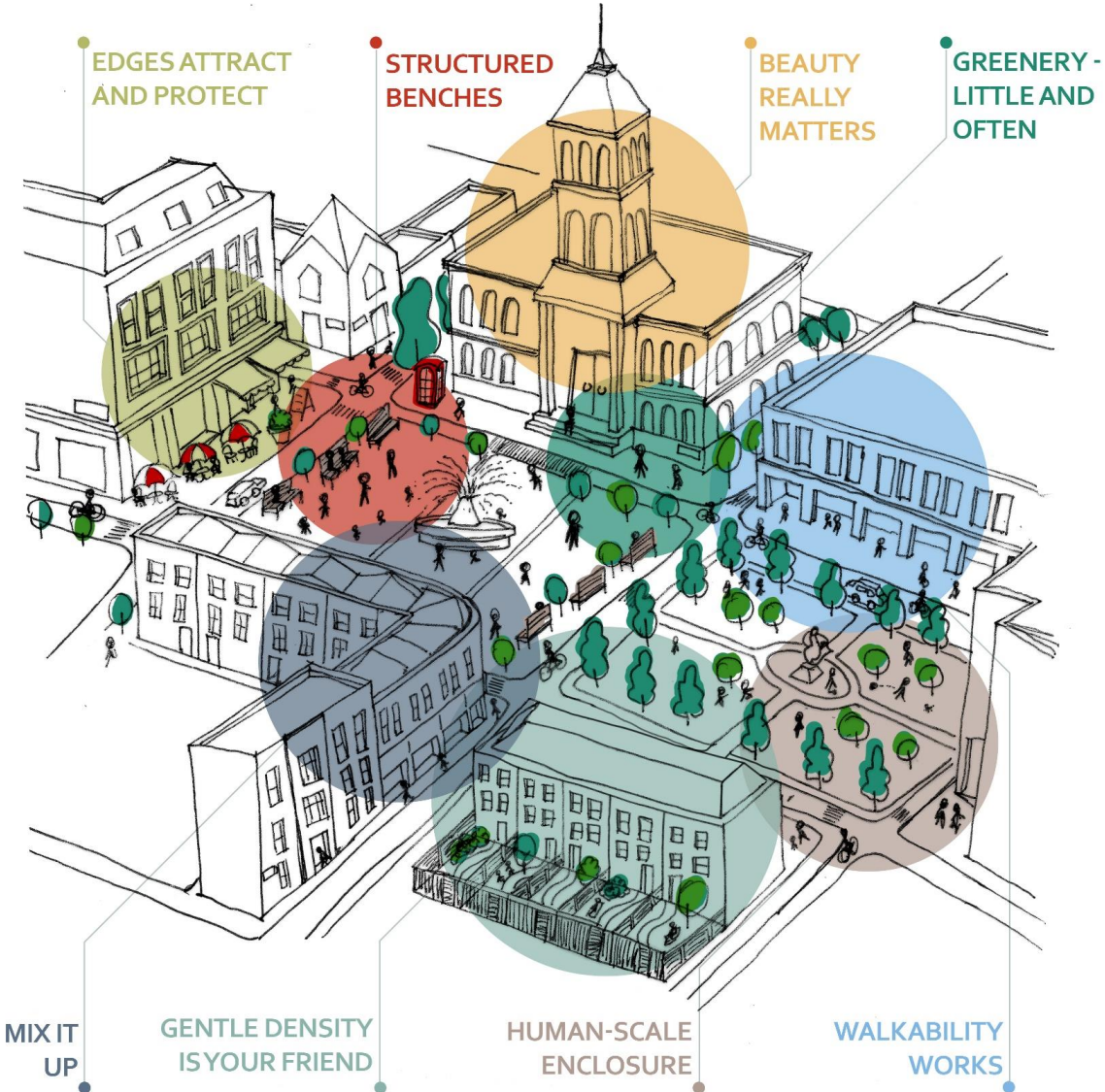
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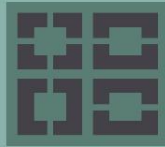
What makes a place ?



What makes a place ?



Gentle density is your friend



Open spaces should be
50-100 metres wide

The best and most beautiful streets and squares are typically in areas of 'gentle density', half way between the extremes of tower blocks and extended suburbia. Buildings that are 3-7 storeys high, built up space that is 45-65% of the total area, and blocks between 50-150 metres long are normally best.



Greenery - little and often



- Plant trees 8-15m apart
- 5-15% of land should be public gardens

People like being in green places. Urban greenery is associated with higher physical & mental wellbeing, as long as it is used. You can maximise this by planting street trees, interweaving green spaces into streets and squares. However, greenery on its own is not enough. Squares can be popular places without a blade of grass in sight.



Structured benches and statues



6-10% of squares
should be seating

Where seating matters. Horizontal infrastructure, with a bit of structure, helps humans play the right roles: benches that face a fountain; an arcade that faces a square, with a statue or a podium in it. You should not 'bench wash' an ugly and windy chasm or art wash on a traffic island. Most people will avoid them.



Beauty really matters



Protected buildings improve
perception of place by 19%

The most popular places with 70-90% of the population have a strong sense of place and 'could not be anywhere.' They have 'active facades' that 'live' and have variety in pattern. These developments also tend to be more long-lasting and resilient. Their organised complexity attracts, interests and reassures.

What makes a place ?



Mix it up!

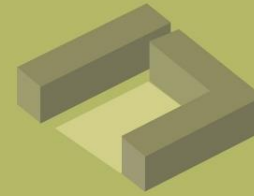


60% of people prefer to live in a mixed use neighbourhood

Places with a textured mix of different land uses, and active façades, are nearly always more successful. They attract more people and generate more diverse and engaging environments. They can work for longer portions of the day by mixing people at work, lunch, home and play.



Edges attract and protect

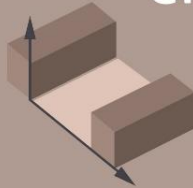


80% of people prefer to sit facing a court

The edges of streets and squares attract us. This is partly lived experience (it is where we are used to pavements going, even when a street is pedestrianised). But it is also sensory. There is more to look at (shop fronts, cafés) and (in a square) edges allow us to step back and either watch the world go past, or sample the space.



Human scale enclosure



Height to width ratio from 1:0.85 to 1:1.5

Most people like to spend time in places that are enclosed and human scale, without feeling too closed off. There is a necessary moment for views that open up as you round a corner, for grand vistas, for open parks, but many of the most popular streets surrounding and linking such views are surprisingly human-scale.



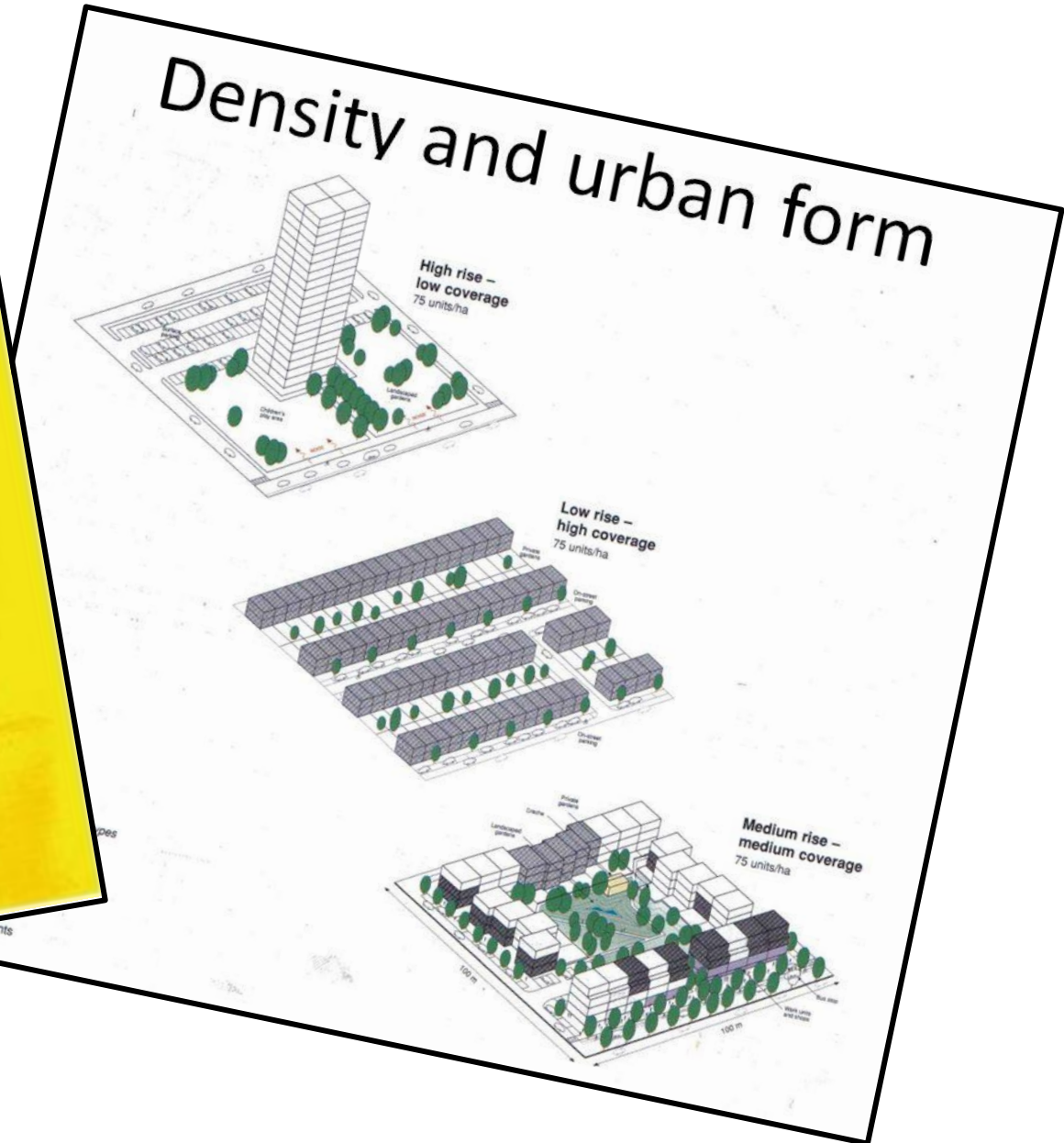
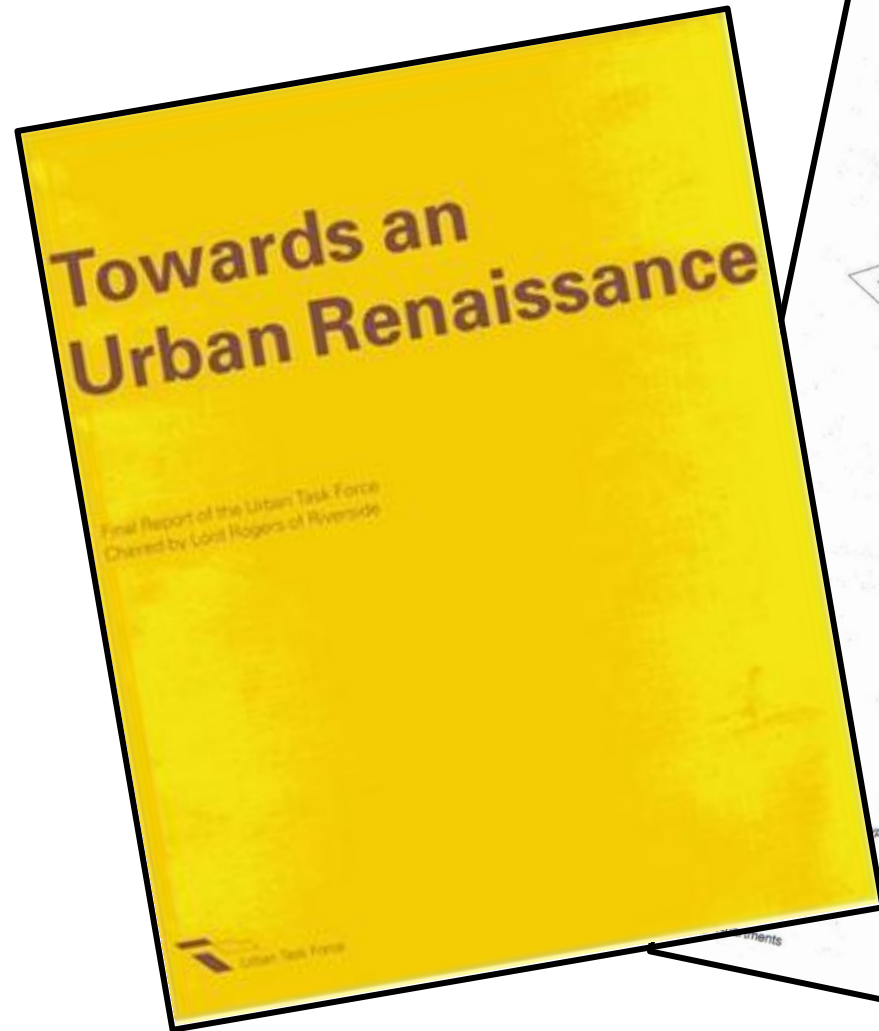
Walkability works



Residential roads should be 20mph

..but does not quite mean maximising space to walk. Compact, walkable & 'bikeable' environments are good for you. People walk in them more and are healthier and happier. This in turn drives higher values. More walking is encouraged by engaging façades, regularly spaced trees, presence of resting places, and wide pavements.

Towards an Urban Renaissance?



More liveable cities over the last 20 years

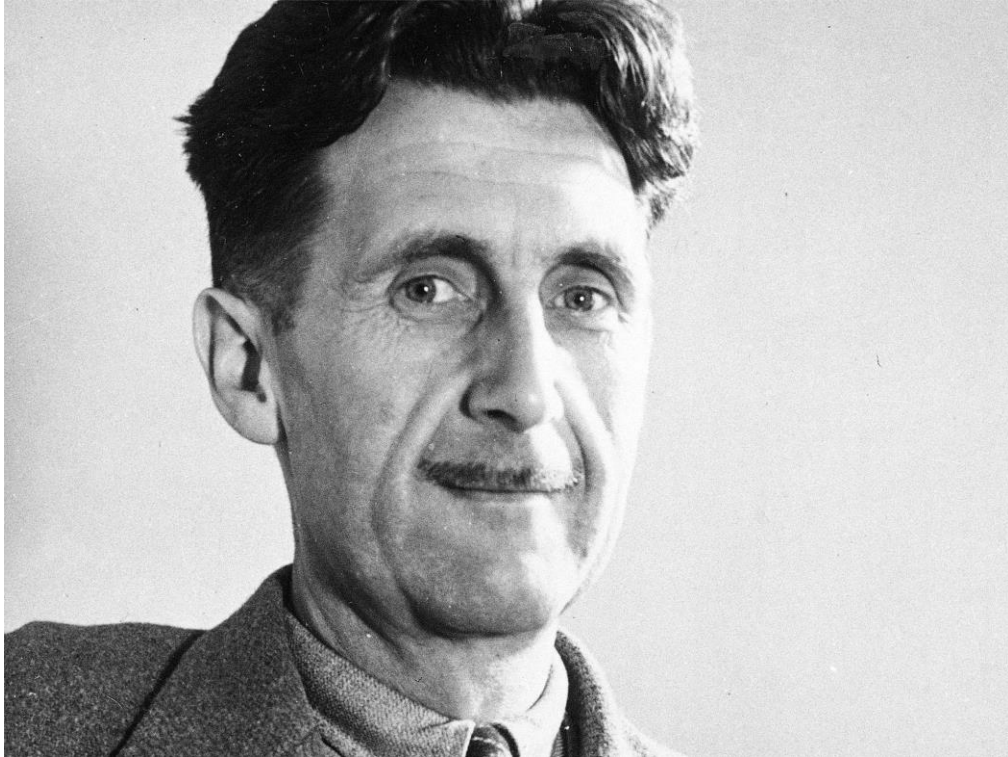


Garden suburbs are consistently popular...



- 61% - 75% preference detached homes (2013 Europe wide survey)
- (9 out of 14 studies houses vs. flats)
- Space, personal greenery (OECD housing metrics)
- Multiple studies find that many people can be happier in suburbs

... because people need their own space and autonomy



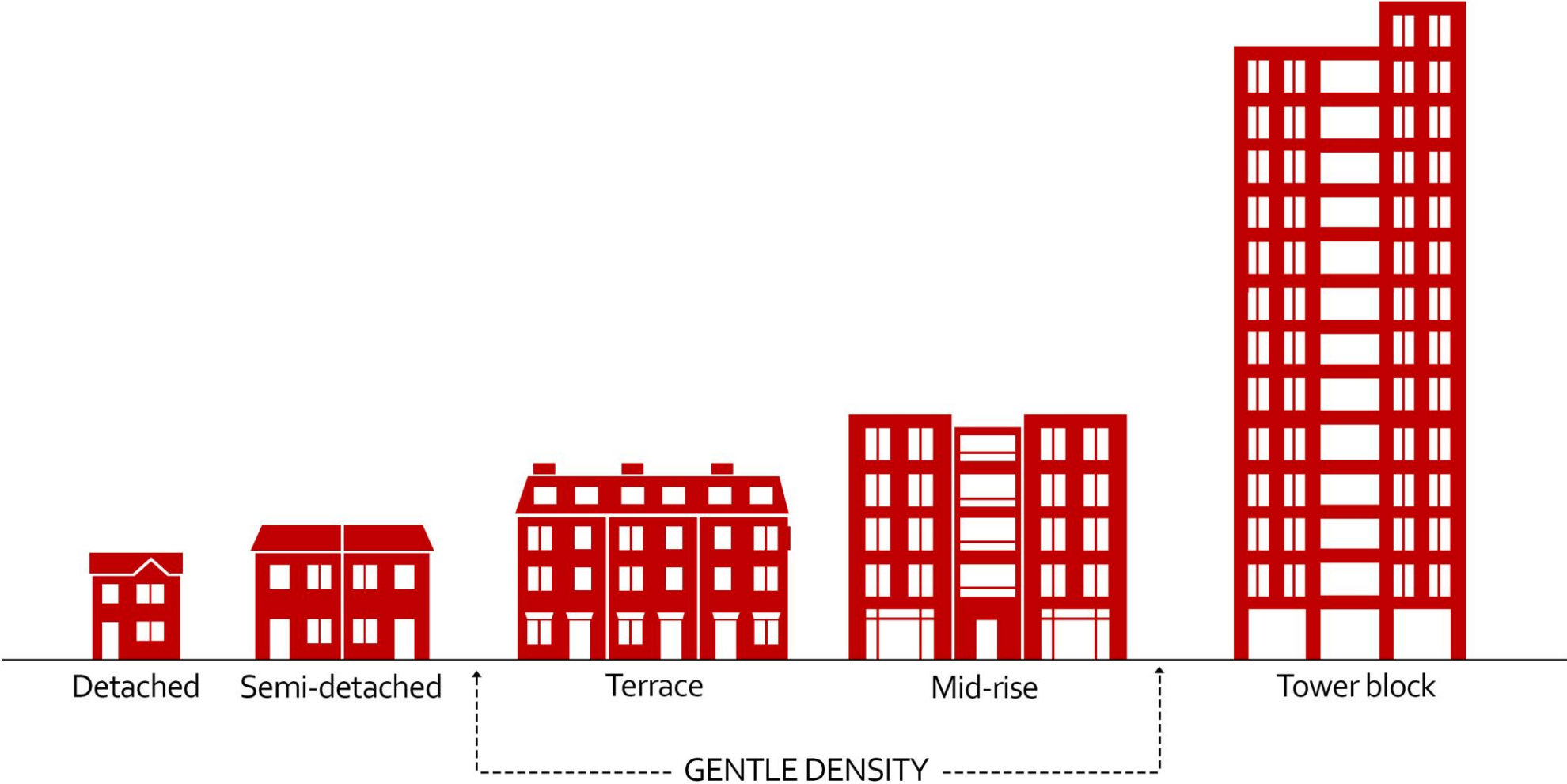
**“...even when they are
communal are not official –
the pub, the back garden, the
fireside and the ‘nice cup of
tea’ ”**

**George Orwell, *The Lion and
the Unicorn***

Low density suburbs need much more space – even for their infrastructure



Gentle density trades off the advantages of propinquity and space



Are very low density suburbs good for you or the planet?

Every 10 mins
commuting cuts
community
involvement by
10%

Doubling
neighbourhood
density reduces
accidents by 5%

Correlations
with blood
pressure,
frustration and
divorce

Green is good for you 'little and often'

Green is good for you...

- Famous study by Roger Ulrich, showed patients recover better with view of natural scene
- 9 studies correlate vegetation with lower levels of crime & expected crime.
- Communal gardens & actually gardening can be associated with higher happiness, wellbeing
- View of greenery gives 5-30% more value (above all over water or when rare)
- Studies link street trees with reduction in speed and crashes, improvement of air quality and of both mental and physical health

... except when it isn't

- 8 studies that associate levels of greenery with higher fear and more fear of crime – specifically with denser vegetation. One study does correlate with higher crime
- Beyond 2-3 blocks people visit parks far less. (US)
- Focus groups suggest preference for personal space vs communal
- Some popular & complex have unsustainable running costs
- Health correlates most with “scenicness” (sic) rather than greenery.
- Consideration must be given to relationship with rest of built environment.

Streets trees are associated with more walking, fewer accidents, slower cars, cleaner air and better residents' health



Traditional block patterns are associated with lower crime



- Clear blocks & fronts
- Mews
- Lower crime (Perth & London studies)
- Less traffic
- More walkable
- More useable green space

Facades impact behaviour...



Volunteers posed as lost tourists by both

10% offered to help
7% offered their phone
4% led to destination

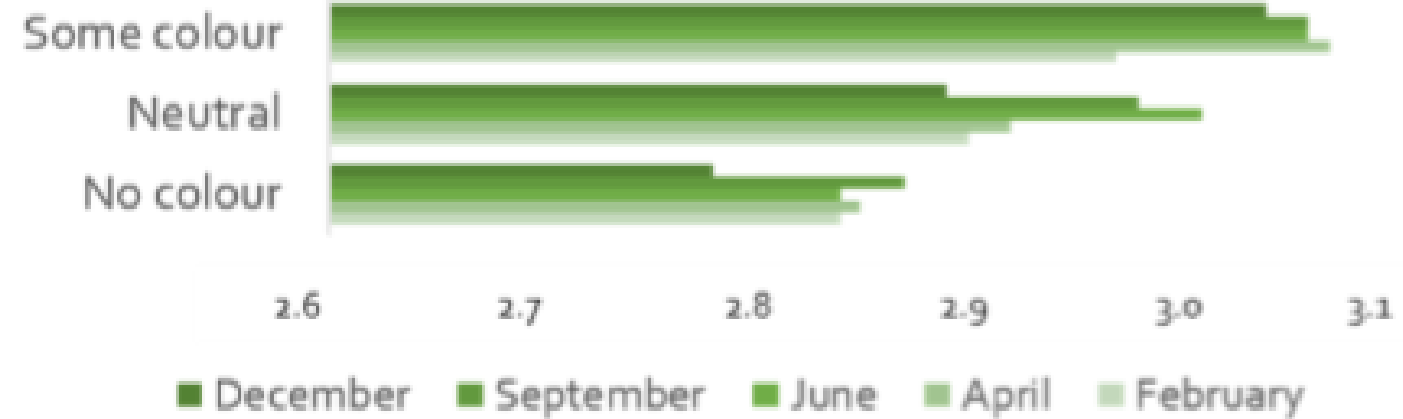
2.2% offered to help
1% offered their phone
1% led to destination

Colour improves mood

Survey of 899 people in 4 countries

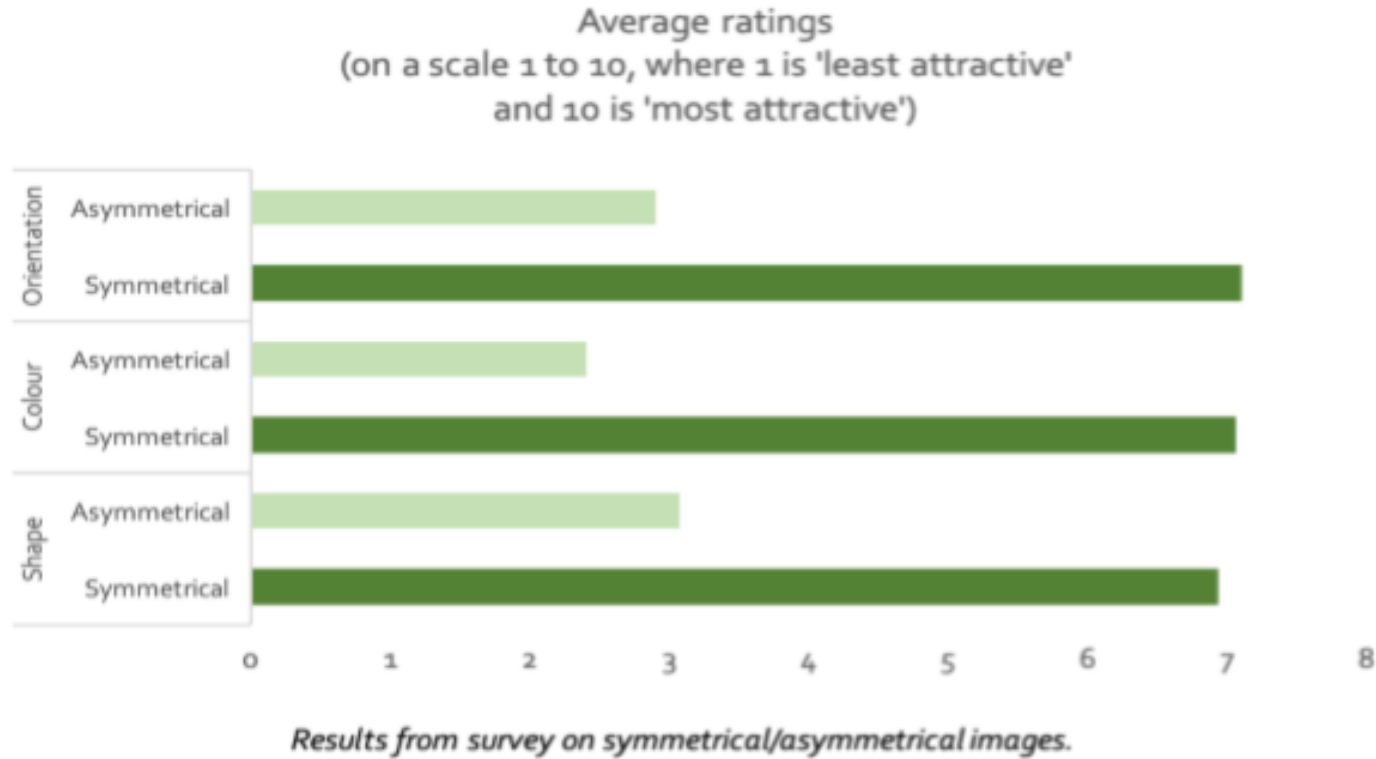


Effects of colour on mood.
Ratings from 1 (negative) to 4 (positive)



People prefer symmetry or near symmetry

2006 Survey of 40 students





Mixed use areas which combine retail, residential and commercial uses have more walking, cleaner air and fewer and shorter car journeys

(LEED-ND Core Committee Report, 2006)

Streets with lots of cars....

	'Heavy' Street	'Moderate' Street	'Light' Street
Vehicles per 24 hours	15,750	8,700	2,000
% renters	92%	67%	50%
Mean length of residence (years)	8.0	9.2	16.3
Friends per person (on street)	0.9	1.3	3.0
Acquaintances per person (on street)	3.1	4.1	6.3
Friendships 'across the street'	Few	Some	Many

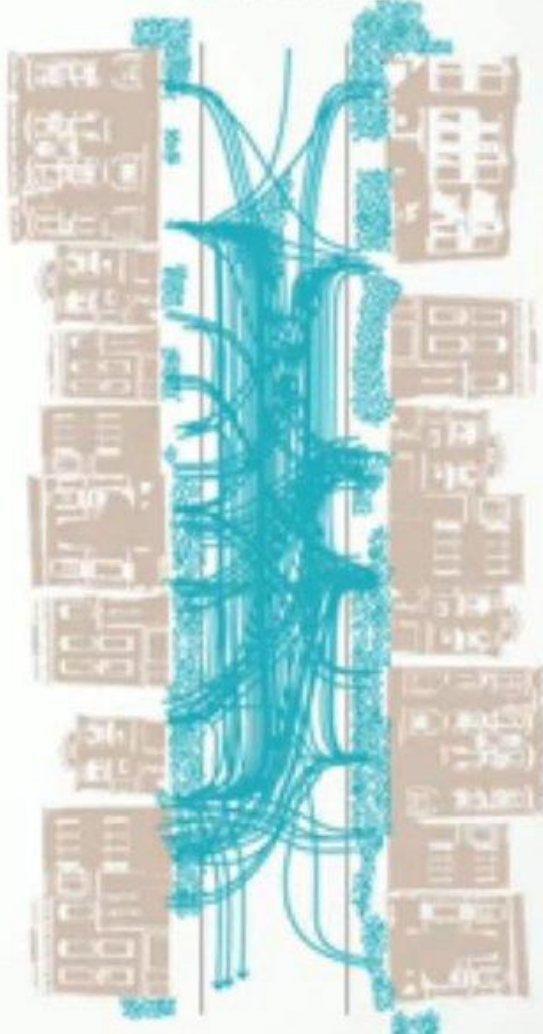
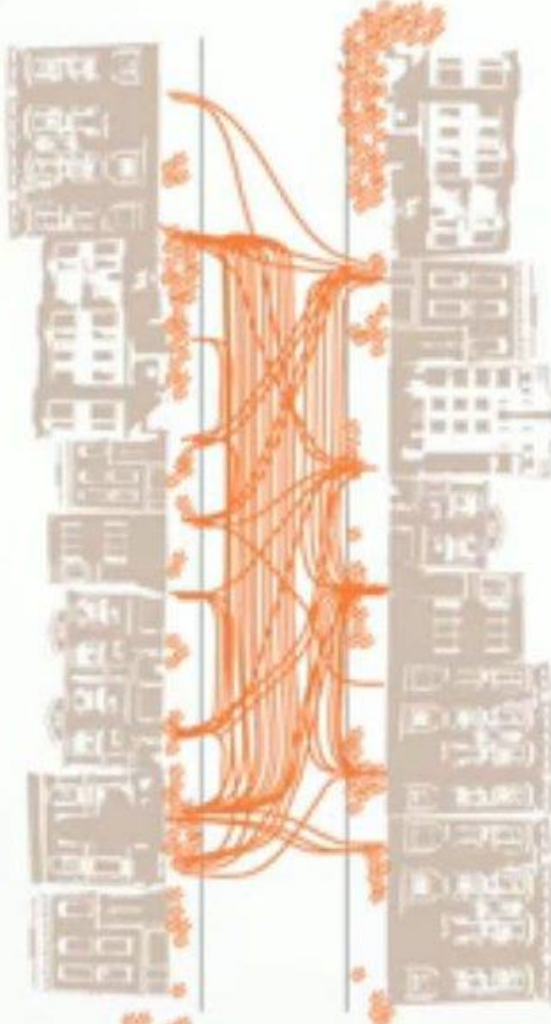
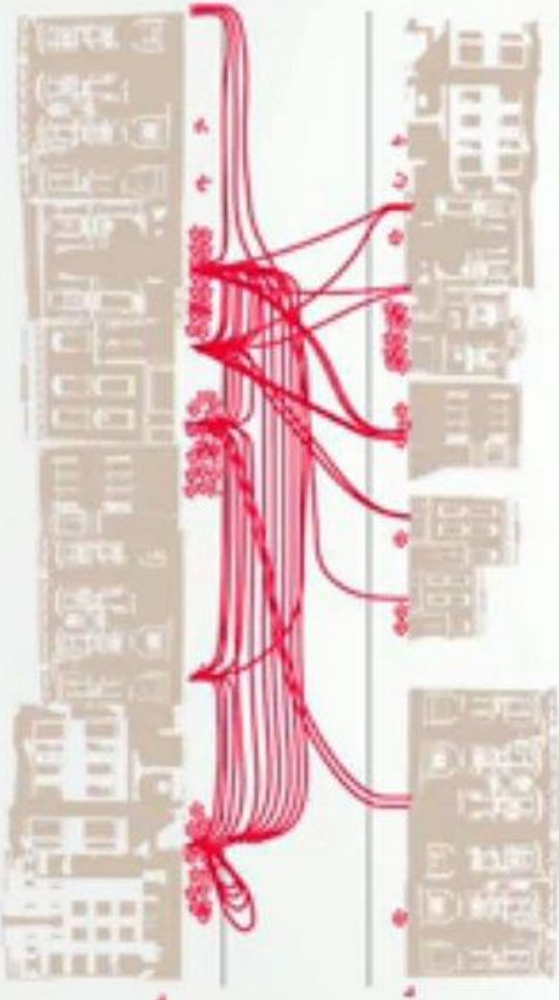
.... tend to be related to knowing few neighbours

Social Interactions on Three Streets - Neighboring and Visiting

HEAVY TRAFFIC

MODERATE TRAFFIC

LIGHT TRAFFIC



Where people have friends
Where people gather

Steps & physical health



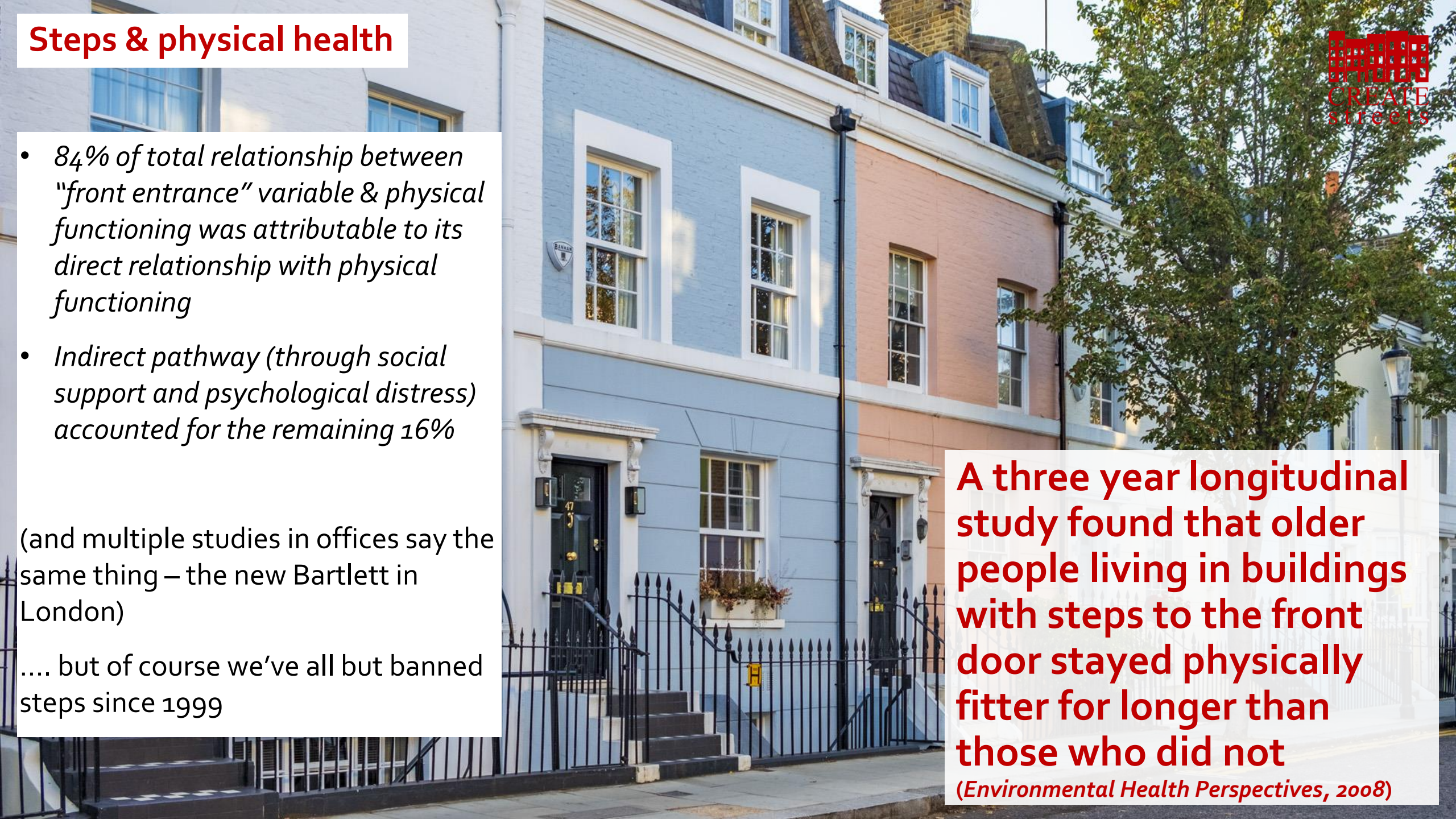
- *84% of total relationship between "front entrance" variable & physical functioning was attributable to its direct relationship with physical functioning*
- *Indirect pathway (through social support and psychological distress) accounted for the remaining 16%*

(and multiple studies in offices say the same thing – the new Bartlett in London)

.... but of course we've all but banned steps since 1999

A three year longitudinal study found that older people living in buildings with steps to the front door stayed physically fitter for longer than those who did not

(Environmental Health Perspectives, 2008)



Modest front gardens are good for knowing your neighbours...



- A Copenhagen study of two parallel streets (one with and one without front gardens) found **twelve times as much neighbourly activity in the street with front gardens versus the one without**
- Another Copenhagen study found that **35% more people used outdoor areas with front gardens than those without**
- An Australian study of similar streets in a neighbourhood found that **69% of neighbourly interactions took place in or adjacent to the modest front gardens**

Living in very big blocks tends not to be good for you...

Create Streets: evidence from controlled studies, 1962 - 2007

Association	Total number of studies	% showing high rise 'bad'	% showing no link	% showing high rise 'good'
Satisfaction with home	12	92%	0%	8%
Levels of mental strain, crowding, stress, optimism	19	66%	21%	11%
Depression and more serious mental health	5	100%	0%	0%
Suicide	4	50%	50%	0%
Behavioural problems for children	5	80%	20%	0%
Levels of crime	6	50%	50%	0%
Fear of crime	2	50%	0%	50%
Pro or anti-social behaviour	5	100%	0%	0%
Levels of social engagement and social capital	16	75%	13%	13%
Children's' progress in high- rise	11	91%	9%	0%
Total	85	78%	12%	11%

"the literature suggests that high-rises are less satisfactory than other housing forms for most people, that they are not optimal for children, that social relations are more impersonal and helping behaviour is less than in other housing forms, that crime and fear of crime are greater, and that they may independently account for some suicides"
Professor Robert Gifford literature review

Vancouver high rise residents ...

- less likely than those living in detached homes to know their neighbours' names - 56% to 81%
- Less likely to have done them a favour - 23% to 48%
- Less likely to trust them - 40% to 60%
- Less likely to believe that their wallet would be returned if lost locally - 55% to 68%

Does beauty matter for place satisfaction?

- 2011 survey of **27,000 respondents** in **ten US cities** found **stronger correlations** between a place's physical beauty and people's satisfaction with their communities than any other attributes
- Factors such as 'overall economic security' nowhere close



Does beauty matter for health?

- UK survey of 1.5 million ratings of 212,000 images
- More 'scenic' places correlated with better health
- Correlated better than the amount of greenery



Is beauty subjective or objective ?



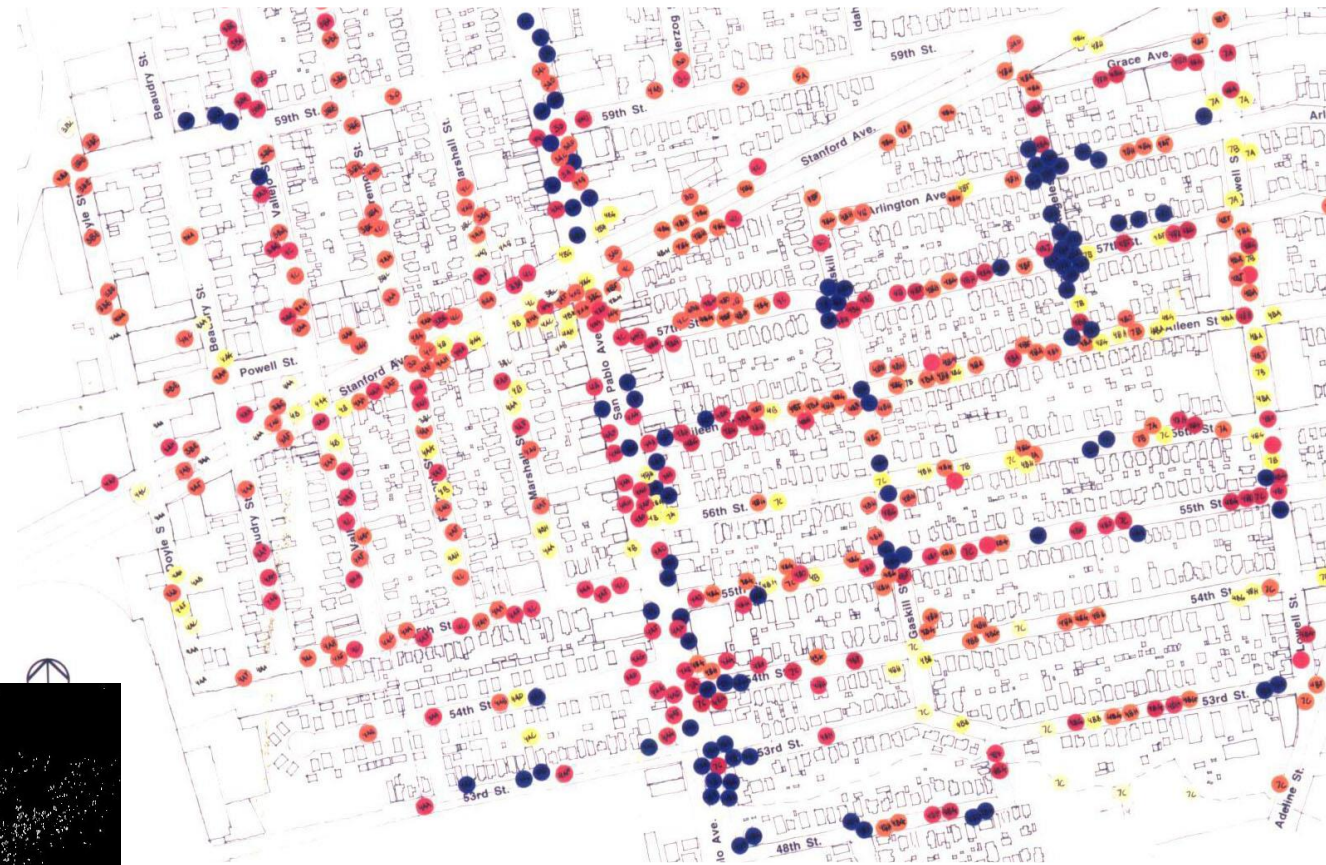
Self reporting on where people feel

- Very good
- Good
- Bad
- Very bad

Type of house that attracted the most positive responses



Source: Yodan Rofe, *Planum*



Only location in a neighbourhood characterised by 'bad feeling' responses which attracted 'very good' feelings



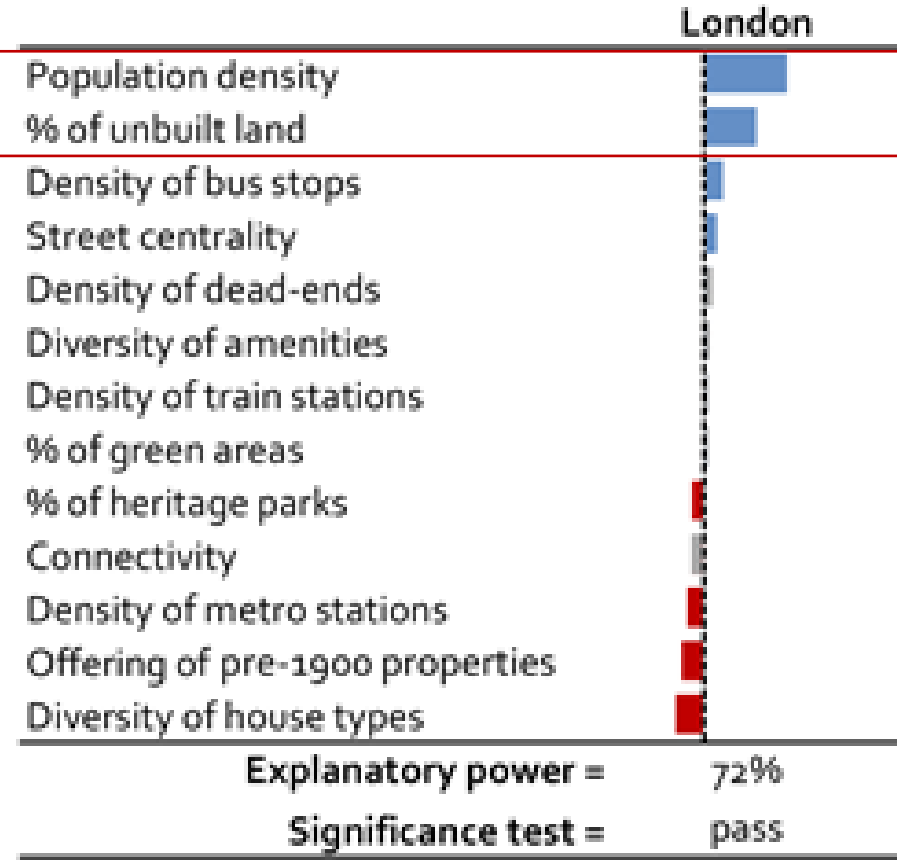
Lessons from a study of every sale in London in 2016

Sales premiums associated with different components

variable	London
House type detached [C]	70,789
House type semi-detached [C]	60,545
Offering of pre-1900 properties	58,397
Intersection density	57,556
Avg. no. bedrooms [C]	55,518
Prox. to closest her. park	51,004
Prox. to closest listed building	49,767
Freehold or leasehold [C]	48,469
House type terraced [C]	41,312
Prox. to closest metro station	37,879
% of all green areas	22,607
Diversity of transport modes	17,547
Prox. to closest forest	15,514
New build [C]	8,795
Connectivity	8,427
Diversity of amenities	675
Population density (OA)	-3,438
Street centrality	-5,024
Prox. to closest bus stop	-5,418
Prox. to closest park	-6,281
Prox. to closest rail station	-12,553
Prox. to closest rec. ground	-20,436

The heritage premium is up to **seven times** greater than the new build premium in London

Index of Multiple deprivation associations



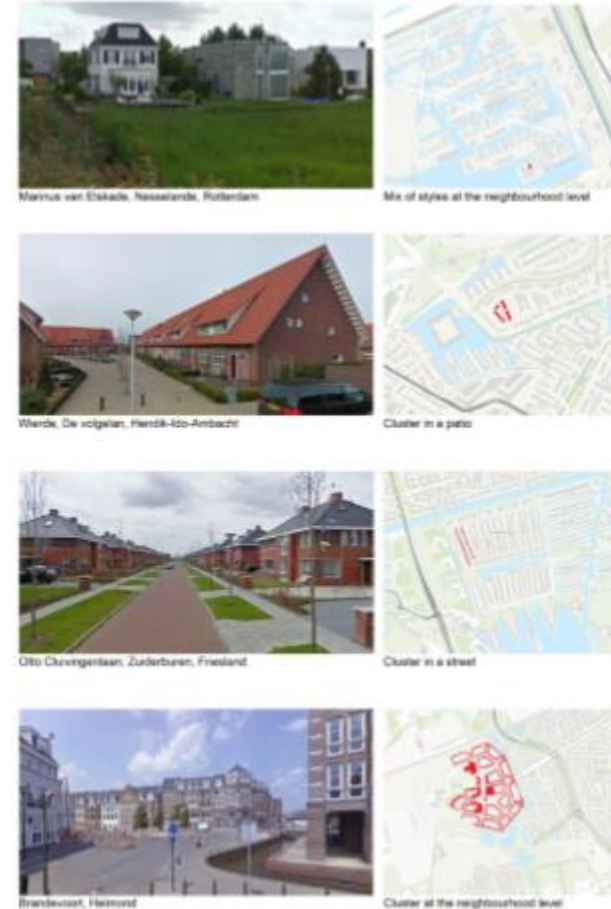
- Areas of high population and low ground coverage are significantly associated with higher deprivation

Popular design increases value

Design & value, 2016 Dutch study



Source: Google Street View, edition authors.



Source: Google Street View, edition authors.

- 60,000 housing transactions from 1995-2014
- Vinex programme of walkable town extensions
- Pure neo-traditional sold a value premium of 15%
- Houses which referred to traditional design sold at premium of 5%
- Not a reflection of higher incomes of residents
- 2% discount when more supply – economics trumps place effect ?

Predictors of place quality - we took transects in 6 cities



Place beauty analysis – base on 1.5 million ratings of >212,000 images

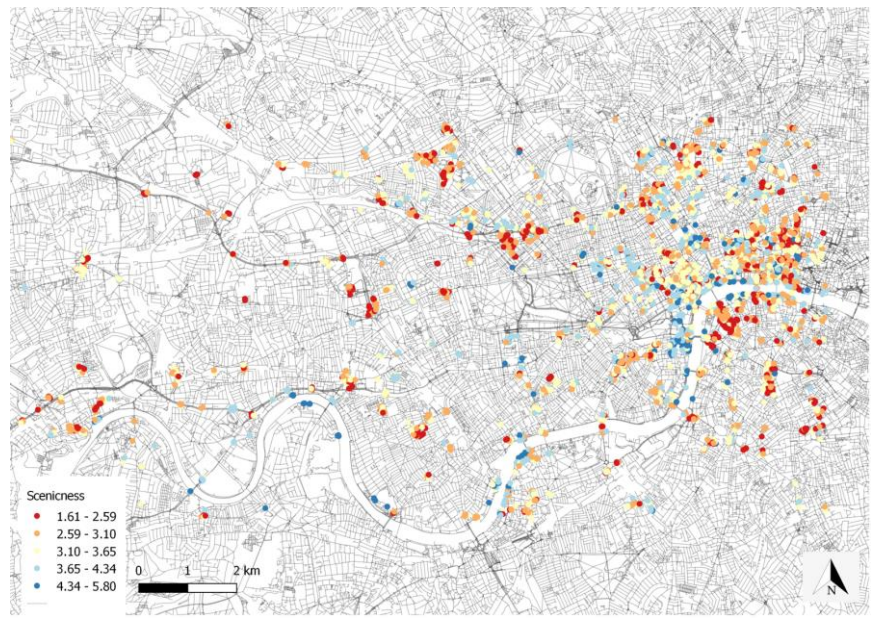


Source: *Of Streets and Squares*

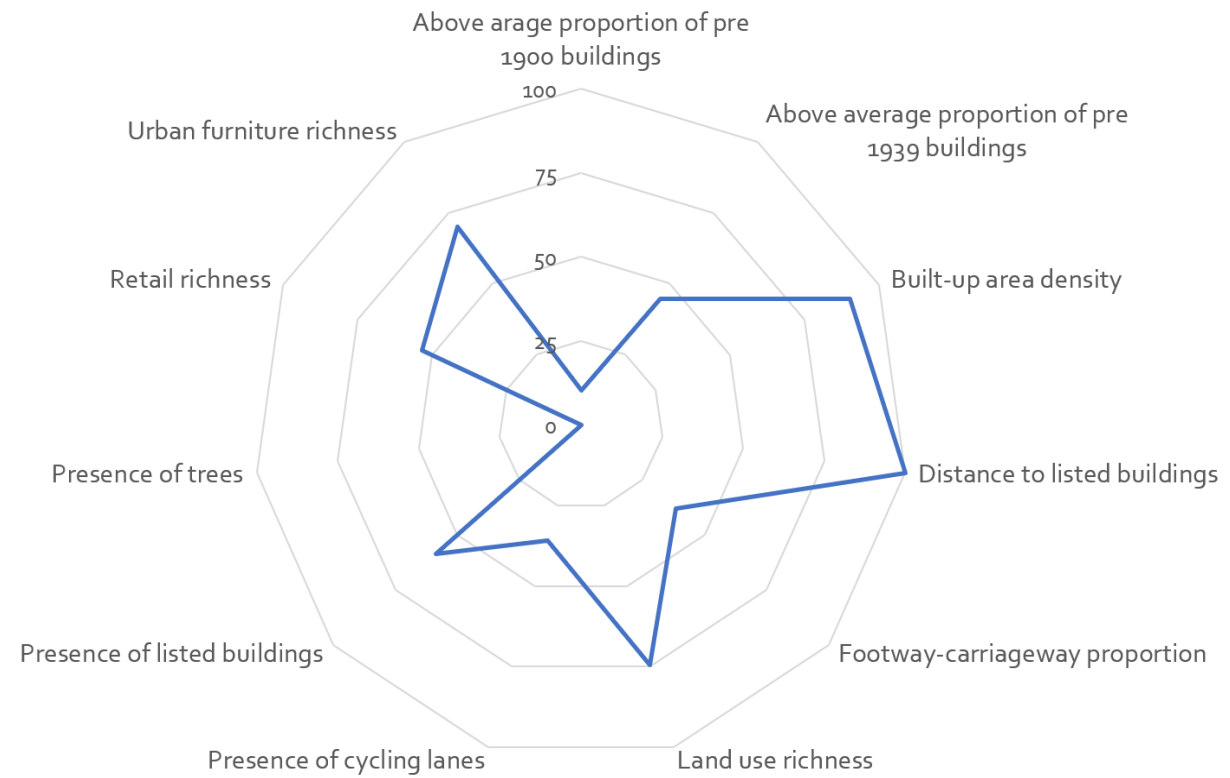
Predictors of place quality



Place beauty analysis – base on 1.5 million ratings of >212,000 images



London: predictors of 'scenicness'



Source: *Of Streets and Squares*

Main predictors of popular places in London



Place beauty analysis – base on 1.5 million ratings of >212,000 images

- Distance to a listed building
- High built up area density
- Richness of land use
- Richness of urban furniture
- Immediate presence of a listed building
- Richness of commercial activities
- Average proportion of pre-1939 buildings
- Proportion of pavement vs carriageway

London's least popular places



Place beauty analysis – base on 1.5 million ratings of >212,000 images



Score: 2.5



Score: 3.3



Score: 2.2



Score: 2.2



Score: 2.5



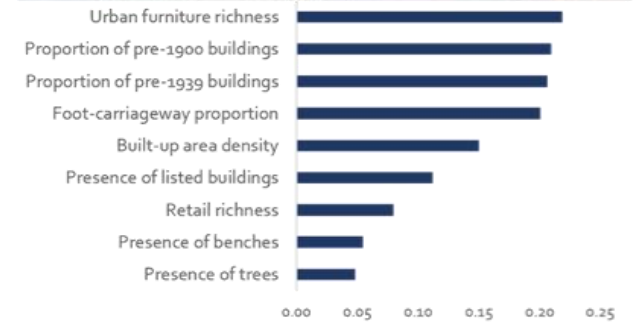
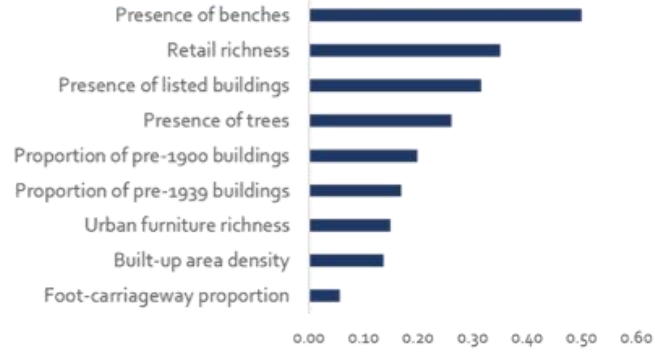
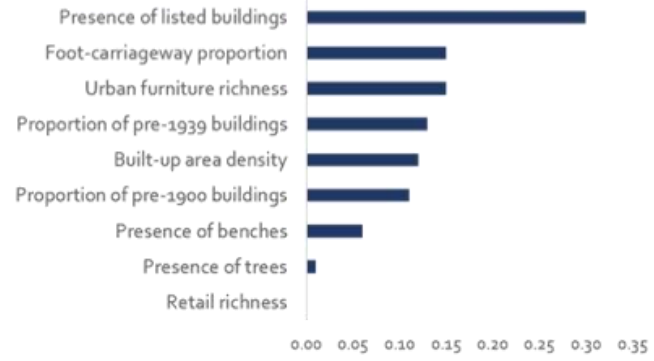
Score: 3.7

Examples of low scoring places with a high number of trees.

London's most popular places



Place beauty analysis – base on 1.5 million ratings of >212,000 images

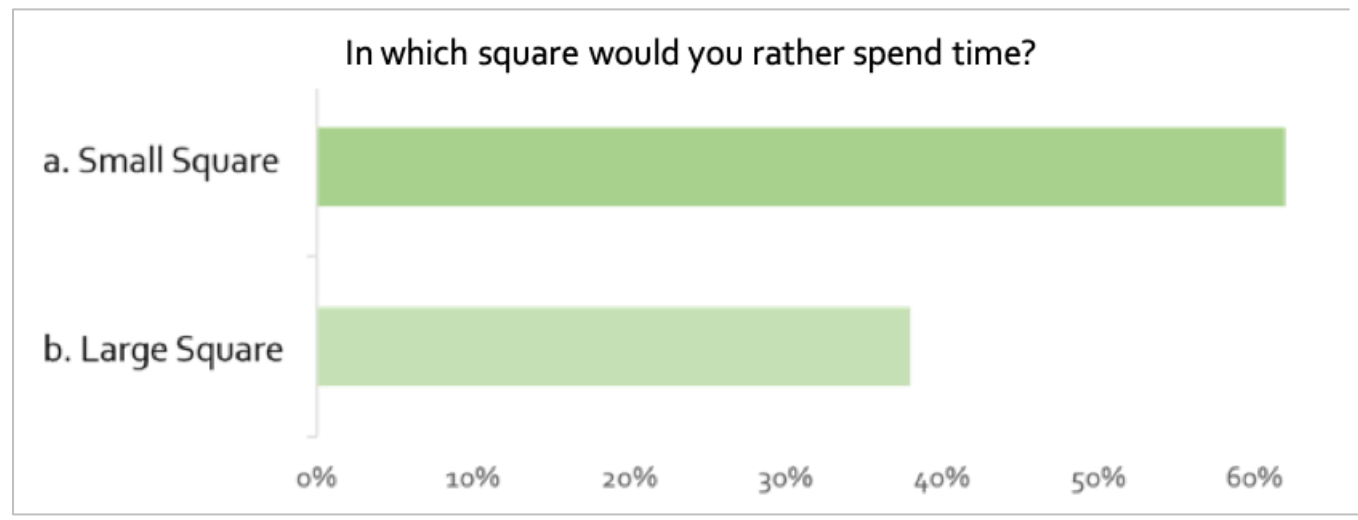


Source: *Of Streets and Squares*

People appear to prefer slightly smaller squares with more enclosure



721 respondents online

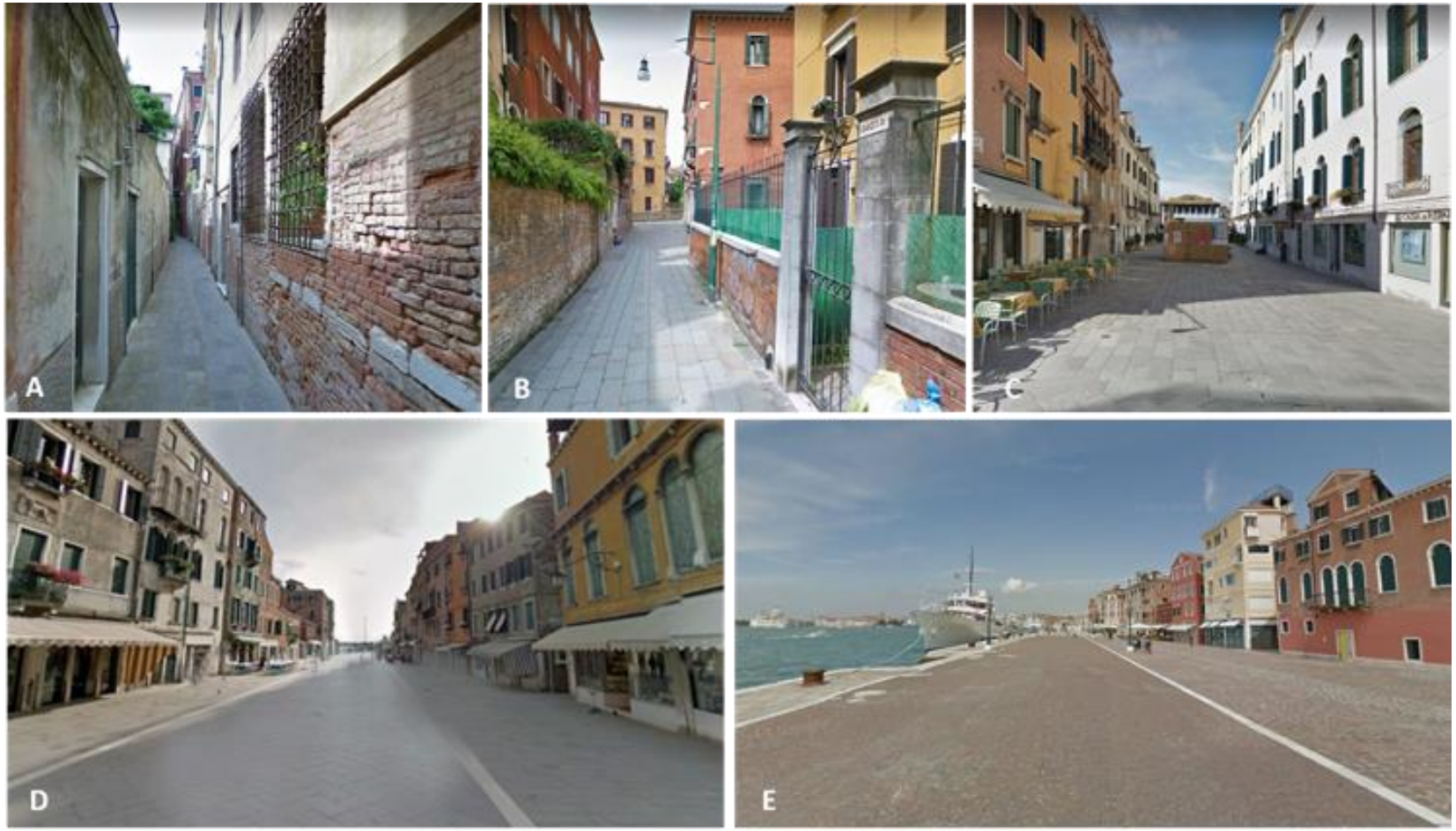


Height to width ratio of 1:1 vs 1:3

What streets to people want to walk in?



419 respondents online

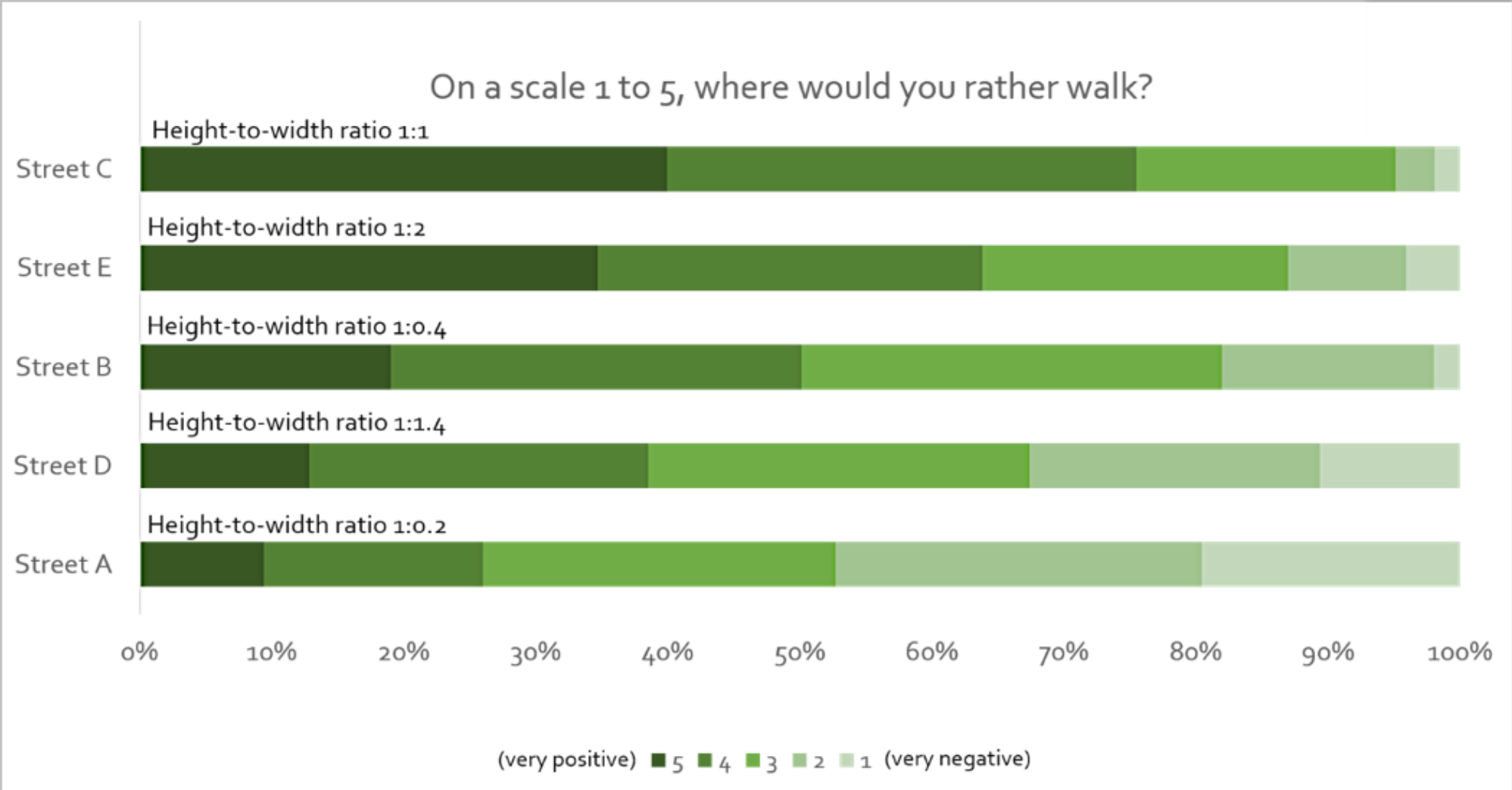


Height to width ratio of
from 1:02 to 1:2

Again people appear to prefer a ratio of about 1:1



419 respondents online



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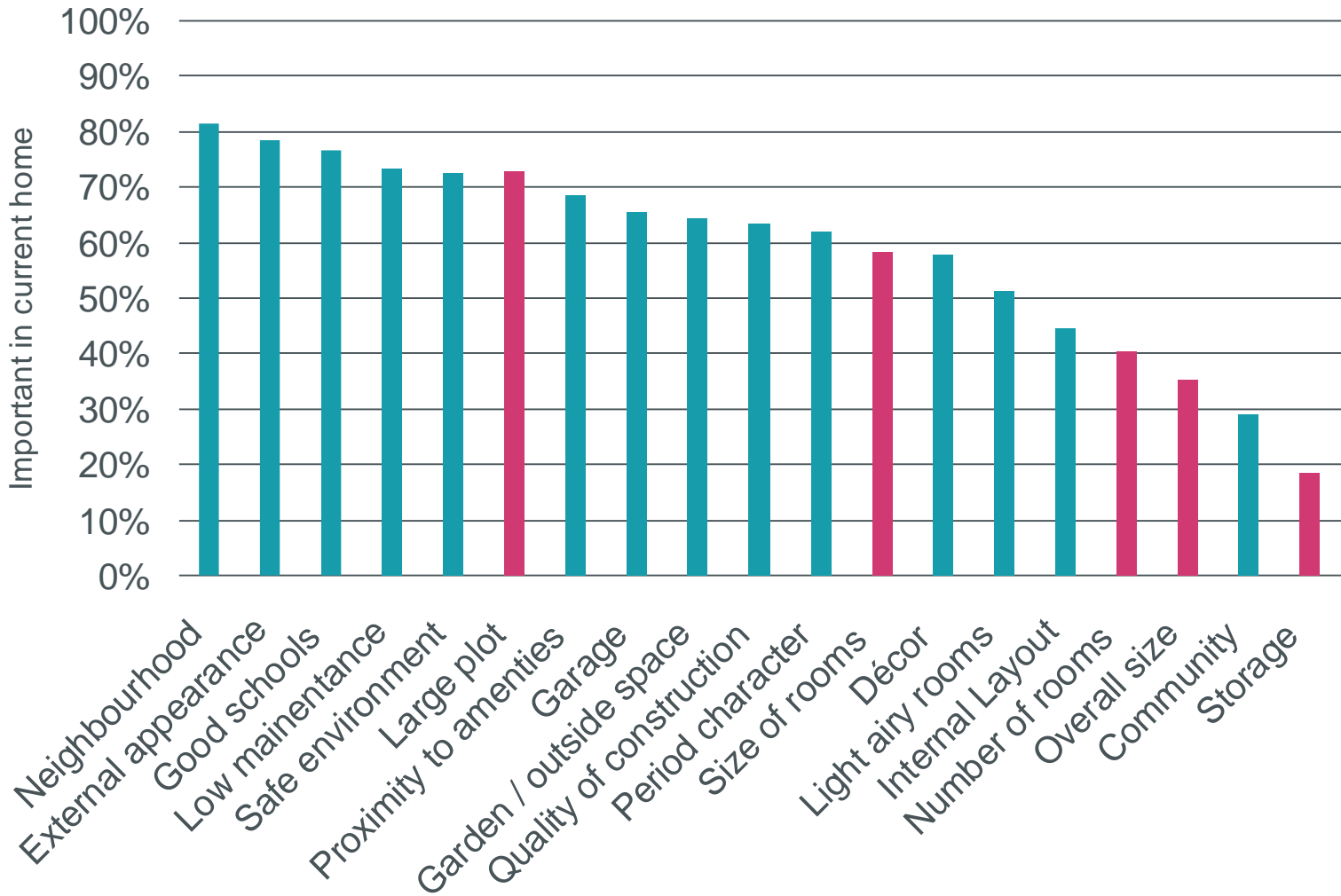
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People say design matters



What people want, Savills research



Source: Savills

Does beauty matter?



Two visions for humanity.... Touching the sublime or scuttling for the bunker.....

These are on the same urban block as



.... this. But how do they make you both feel? Where would you rather be?



The Postcard Test



There are **many** Boston postcards with this building:
The Old State House from c. 1717



You'll find no postcards in Boston with this
one: Boston City Hall, from c. 1968

Design has major impact on support for homes

Q2 I am now going to show you five different types of new housing... to what extent would you support or oppose the building of new homes similar to the photo in your local area on brownfield land?

Ipsos MORI
Social Research Institute



73%
12%

Type A (Derwenthorpe)



23%
61%

Type B (South London)



75%
12%

Type C (Poundbury)



51%
31%

Type D (Bude)



34%
46%

Key: **Strongly/ tend to support**
Strongly/ tend to oppose

NB – Respondents asked to review initial screen of all five images for a minute before rating each image individually (and order randomised for each respondent) – see methodology note.

Base: 1,000 adults aged 15+ in Great Britain.
Fieldwork dates 15-31 May 2015

Source: Ipsos MORI / Create Streets

Q1: which of these would you most want to see built on an urban street very near to where you or a close friend live? (order randomised in Pop-up Poll)

"CGI" of Georgian-inspired terrace



40%

"Pastiche" of Victorian housing built in 1999



47%

"New London Vernacular" housing just built*



7%

The 'Design Disconnect'

Innovative housing just built*

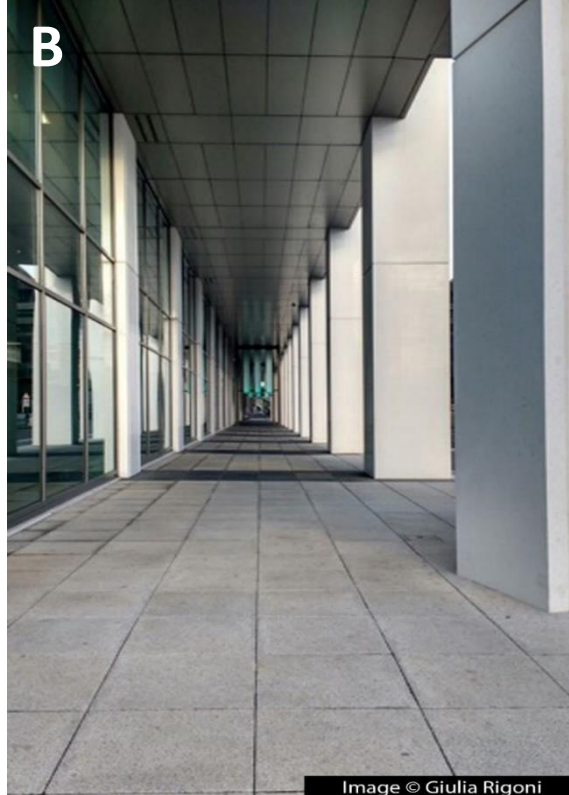


6%

* Prize-winning. Total of nine awards for these two options

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

Pair #1 (Images A (Mantua, Italy) and B (St. Vincent Street, Glasgow))



A is a lot more attractive than B

A is a little more attractive than B

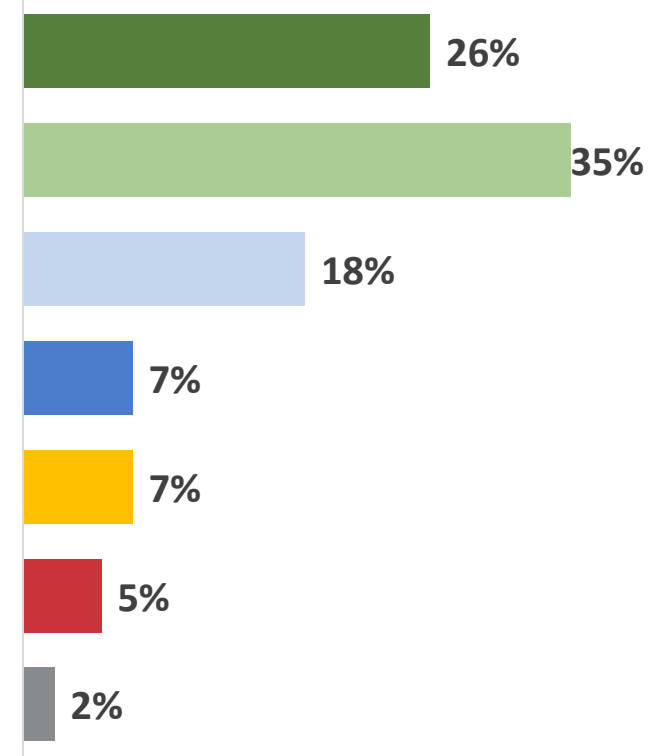
B is a little more attractive than A

B is a lot more attractive than A

They are equally attractive

Neither is attractive

Don't know



61%

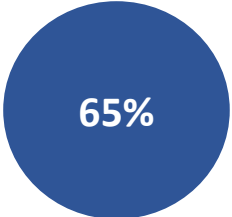
A more attractive

25%

B more attractive

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

Pair #3 (Images E (Fitzroy Square, London) and F (Leonard Street, London))



E more attractive



F more attractive

E is a lot more attractive than F

E is a little more attractive than F

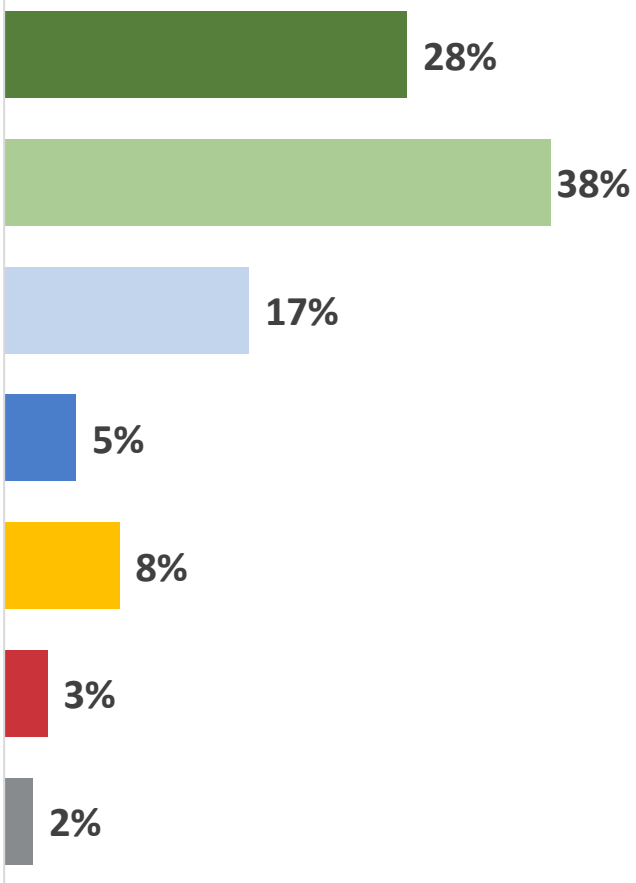
F is a little more attractive than E

F is a lot more attractive than E

They are equally attractive

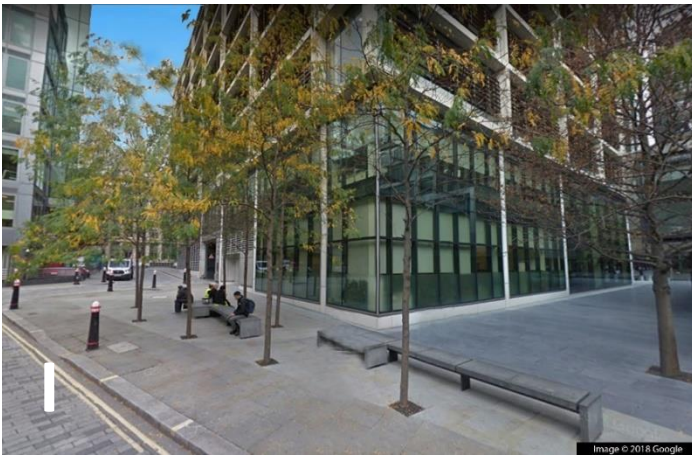
Neither is attractive

Don't know



Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

Pair #5 (Images I (New Street Square, London) and J (Old Square ,London))

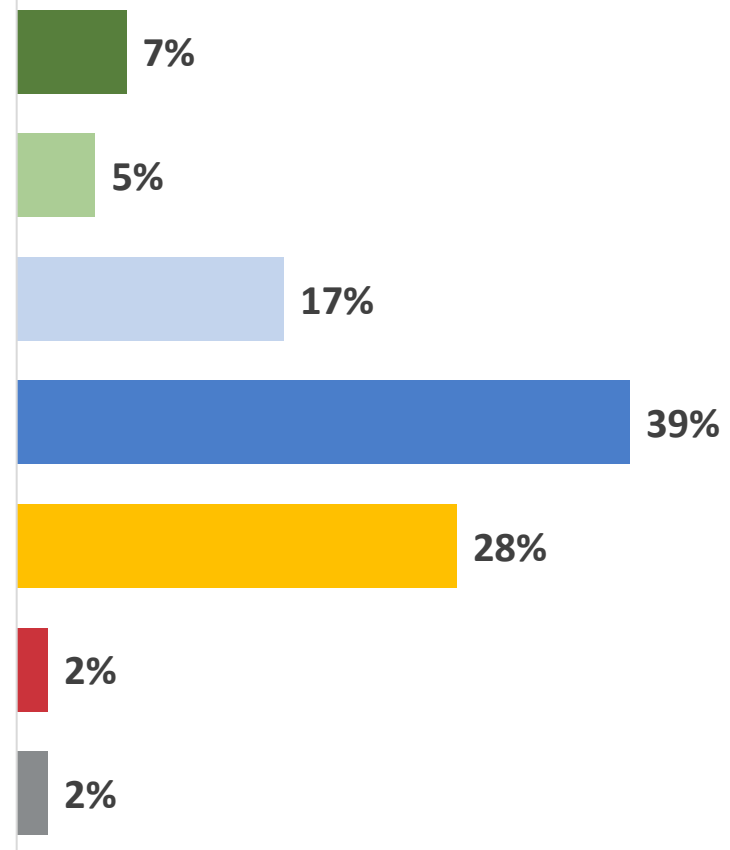


12%
I more attractive



56%
J more attractive

I is a lot more attractive than J
 I is a little more attractive than J
 J is a little more attractive than I
 J is a lot more attractive than I



Some DOs

- ✓ **DO engage wide**
- ✓ **DO engage early**
- ✓ **DO engage honestly (seek to understand first, not persuade)**
- ✓ **DO ask real questions (Not of the “do you want to put people first?” variety)**
- ✓ **DO engage visually**
- ✓ **DO ask simple questions (where do you like to be? what is your favourite part of town?)**
- ✓ **DO be ambitious- trying to get planning back on the table. Dare to show a better more sustainable, beautiful world**
- ✓ **DO engage deep as well**
- ✓ **DO be very worried if your team’s or your consultants’ recommendations don’t link to public preferences**
- ✓ **DO learn from best practice**
- ✓ **DO keep code short, visual & numerical (“must”, “should”, “can”)**

DO engage visually (easier & cheaper now)



A QUICK GUIDE TO VISUAL PREFERENCE SURVEYS



What is a visual preference survey?

Visual preference surveys are a simple and effective participatory design and research technique to gauge quickly and relatively cheaply the preferences of the public or a specific target group. They should focus on one design aspect with everything else held as constant as possible. Usually two to seven pairs of images are presented to gauge preferences for specific issues.

What questions can you ask?

Visual preference surveys should be used to test public preferences for one specific issue or a linked subset of issues. These can include a building's height, façade pattern, or overall style; very specific details such as windows, doors, materials, colours, roof types or level of ornament; a street's sense of enclosure, carriageway design; or the design of or components within a public space.

Why use a visual preference survey?

Visual preference surveys can empower communities and bypass unnecessary distractions. They can help public officials, developers, and architects understand what is popular during the planning and design stage of

a development. They can also be used to research public preferences.

How to make a visual preference survey?

Visual preference surveys should aim to use images which are as similar as possible. Ideally, only the elements which are compared should be different. Often images will need to be edited to align extraneous aspects such as sky colour or level of greenery which might influence the result.

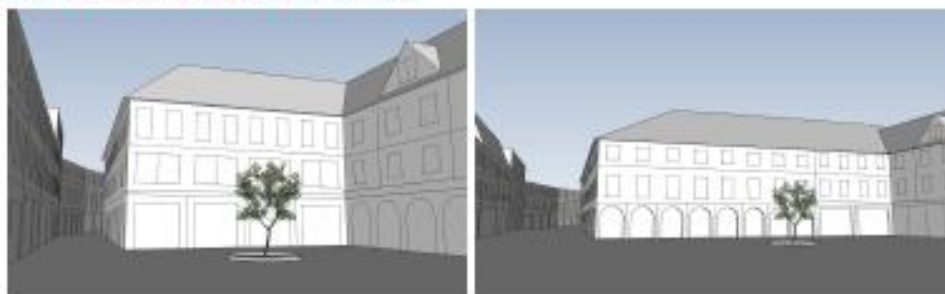
How do you ask your questions?

Whenever possible, ask as tangible, specific and 'real' a question as possible. Sometimes it is right to ask "which of these do you prefer?" But normally you should relate questions to real life or to actual changes to a place:

- "Which of these buildings would you rather live next to?"
- "Where would you rather sit?"
- "Where would you rather walk?"
- "Which of these would you rather see built near your home?"

Or whatever is deemed appropriate and relevant.

A visual preference survey for public spaces



- The example above compares two public squares of a different size.
- Be very clear about the primary focus of your comparison. Is it the size of the public space? The sense of enclosure (the ratio of height to width)? Is it the number of trees? Or the amount, positioning or quality of street furniture? Ideally, test only for one element in your comparisons.
- Depending on your focus, try to control for as many variables as possible. This will minimize the risk of

- accusations of a bias.
- For example, if the focus is on the size of the public space, the amount of trees and greenery should be similar and the surrounding buildings should be of a similar size, materials and level of ornament. If it is the level of greenery, the size of the space, the nature of the buildings and the amount of traffic or people should be similar.
- Again, in all cases it is important to match the weather and sky colour.

A visual preference survey for buildings



- The example above compares buildings with two very different façade patterns.
- The camera angle should be as similar as possible. Sometimes two different versions of the same comparison from different angles may be appropriate.
- The buildings being compared should ideally be of a similar size.
- The weather should be similar, particularly the colour

- of the sky. This is one of the simplest elements to align using photo editing software.
- The surroundings should be comparable. For example, don't compare a building in a busy urban setting with a building in a green, leafy setting.
- The foreground elements should be similar, including the number of people, cars, trees or other obstacles and the amount and quality of street furniture.

Some examples

Left: William Jefferson Clinton Federal Building (2014 HQ) Washington, DC

Right: Robert C. Weaver Federal Building (2010 HQ) Washington, DC



A visual preference survey comparing architectural styles for public buildings



A visual preference survey on the presence of people in

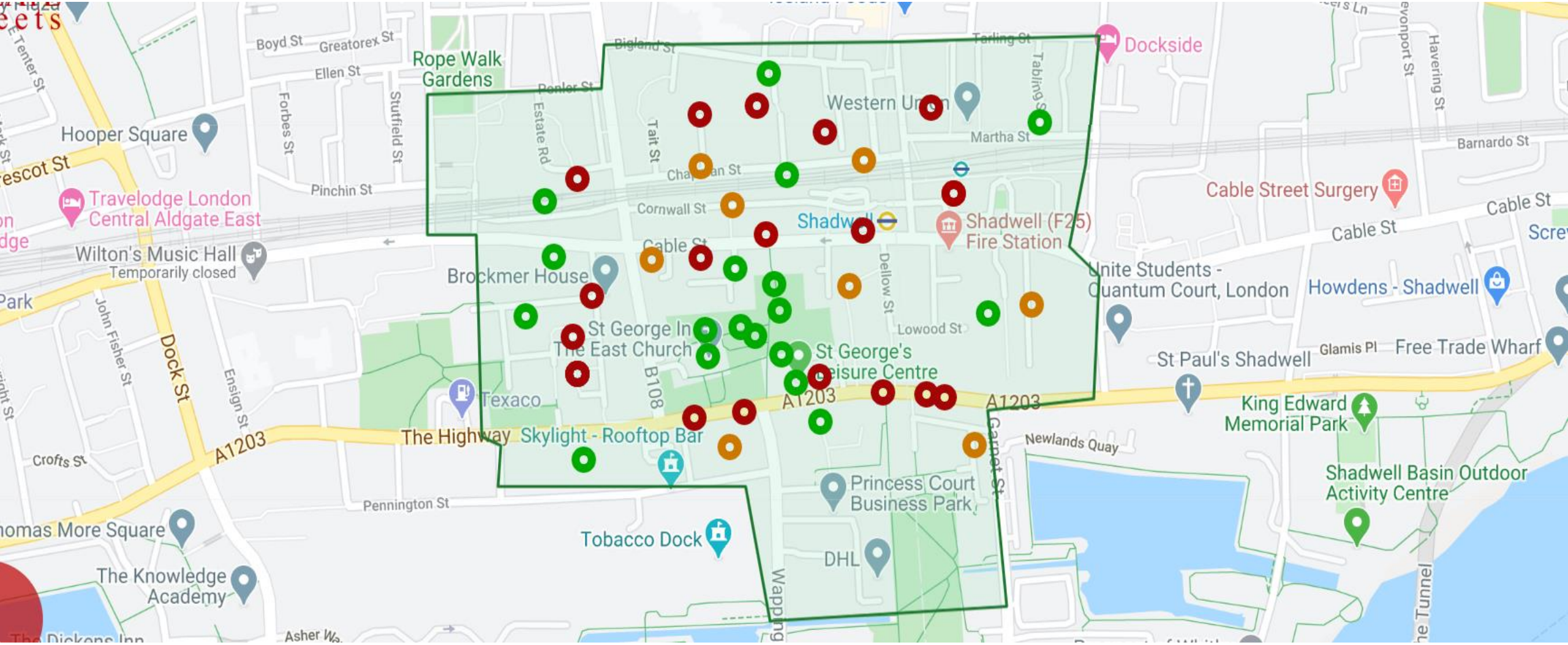


A visual preference survey on the positioning of benches in public spaces



A visual preference survey comparing public

DO ask simple questions....

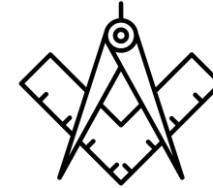
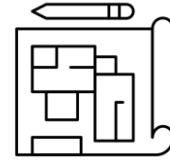
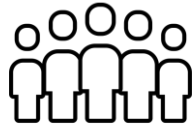


Online mapping platform

The who and the why



The Create Communities tool is Ideal for, but not limited to...



Community groups | Local authorities | Urban design practices | Architectural practices | Developers

Which can be used to support...

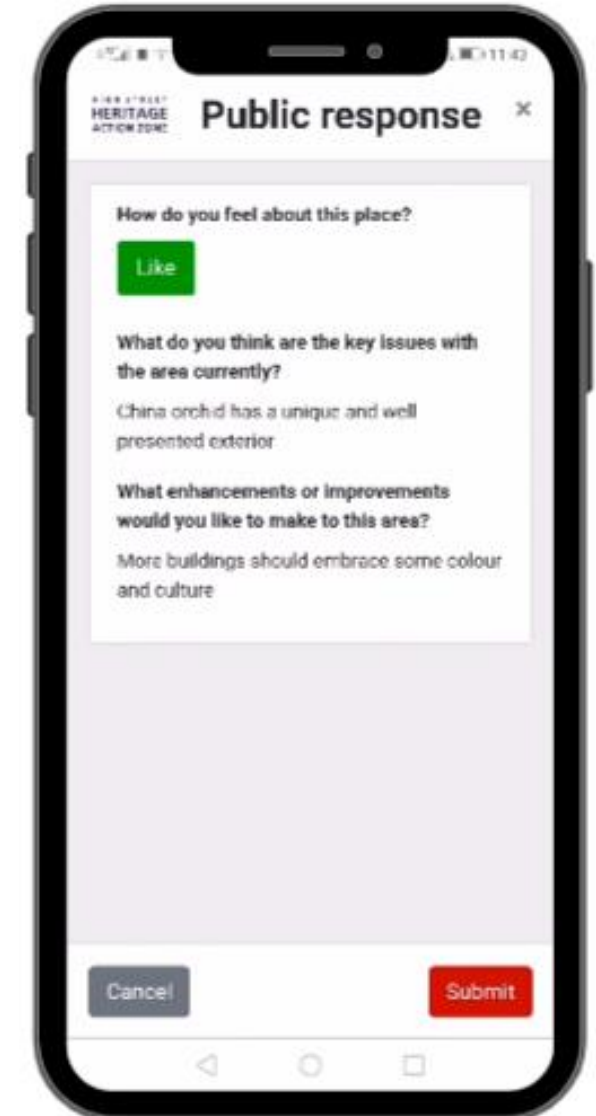
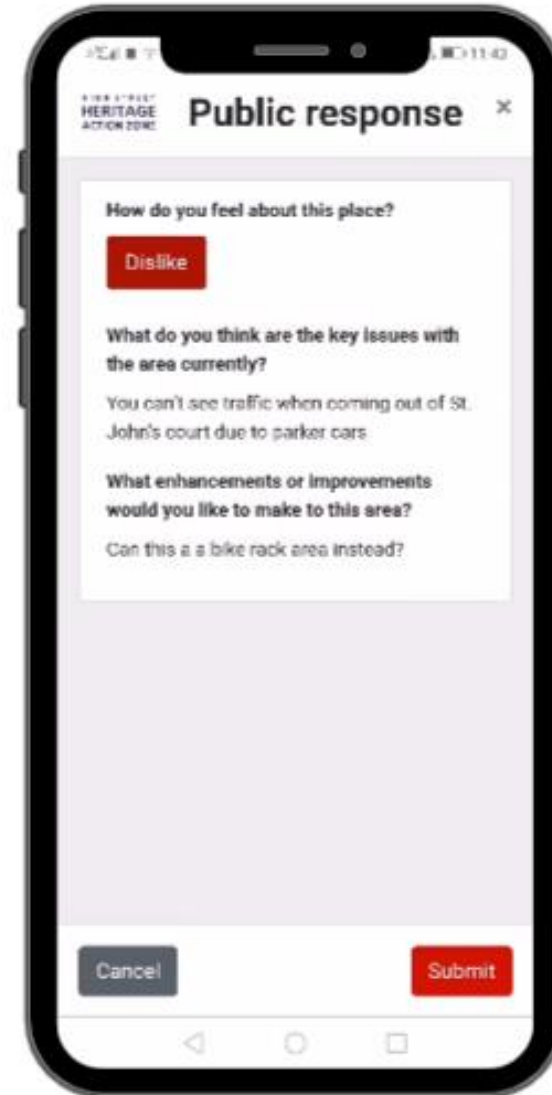
- Town centre regeneration
- Active travel surveys
- Community led development
- Urban design
- Planning applications
- Climate net zero action plans



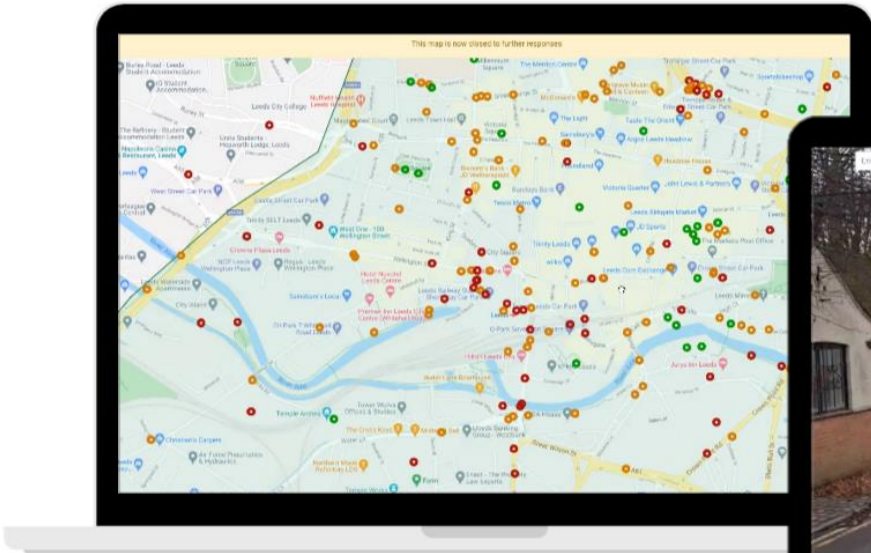
A useful and easy way to engage

Create Communities allows individuals to submit their opinions on a specific location; with positive responses demonstrating what is effective at making good places, and the negative highlighting potential areas for improvement.

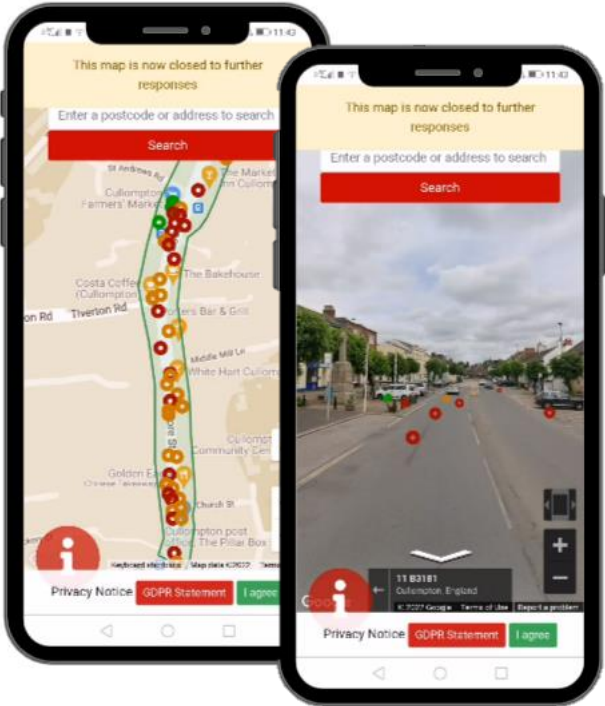
The questions and locations are fully customisable, and unique to your project needs.



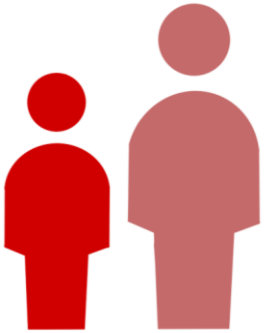
Accessible to all



Our tool can be used on any smart phone or computer and with the ability to drag and drop into street view, it can be used from anywhere, even on the go.



With a simple user interface and the utilisation of Google maps, the tool is easy to use and familiar for a wide range of participants. To contribute, users simply explore, place a pin and respond to the set questions.



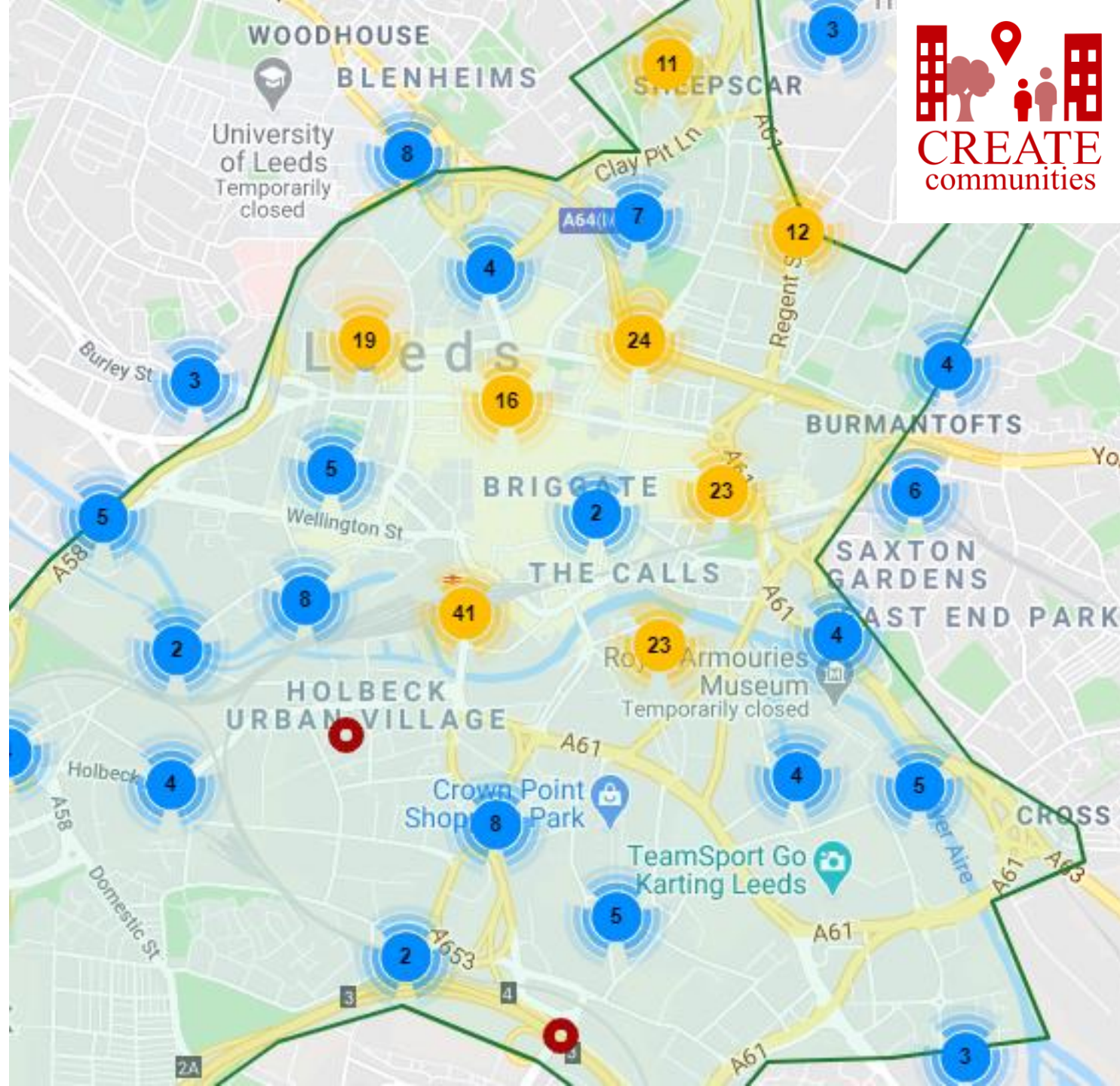
“More user friendly than other maps, and cheaper!” – Leeds Civic Trust

An effective option

The use of the Create Communities tool in a project in Leeds generated over 1000 organic responses in only 4 days.

No paid marketing was needed, accomplished simply through the power of social media sharing.

In another project in mid Devon, the tool had over 400 responses. When compared to the 15 online and 10 paper surveys that were completed within the same project, the difference in engagement is clear.



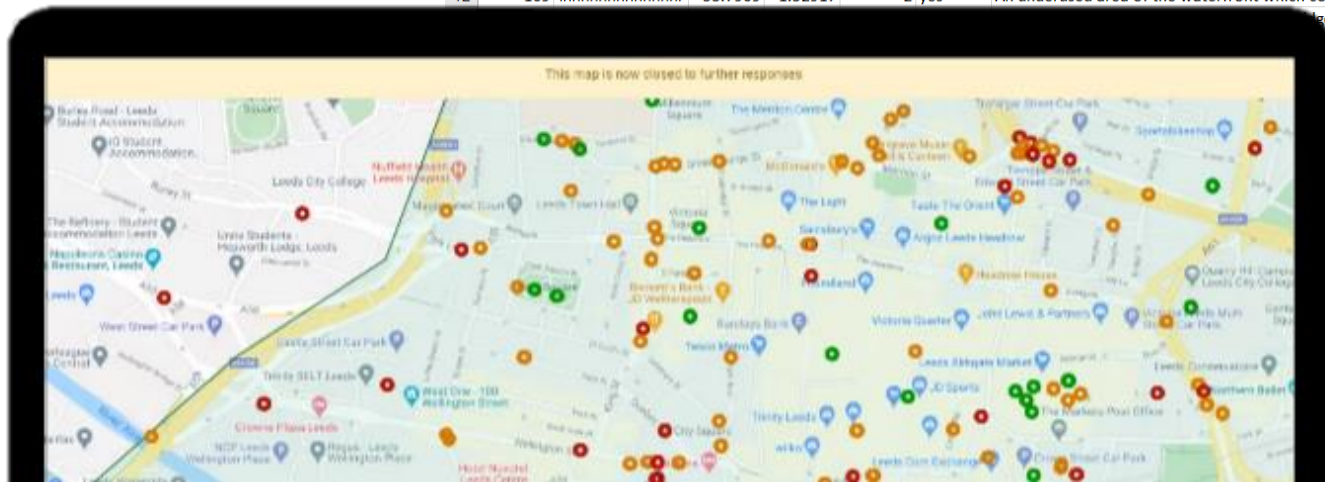
The data



You can request the raw data at any point during your project, compiled in an Excel spreadsheet. Additionally we can generate detailed analytics for you and even after your interactive map is closed to responses, it can stay up for viewing.

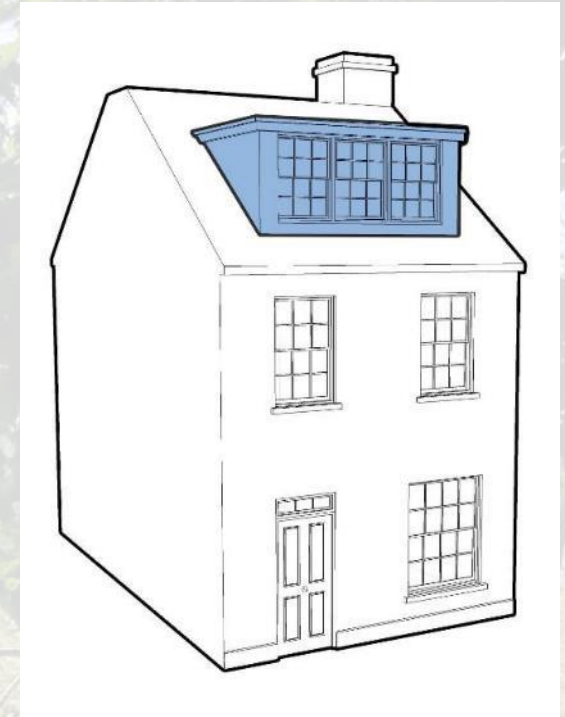
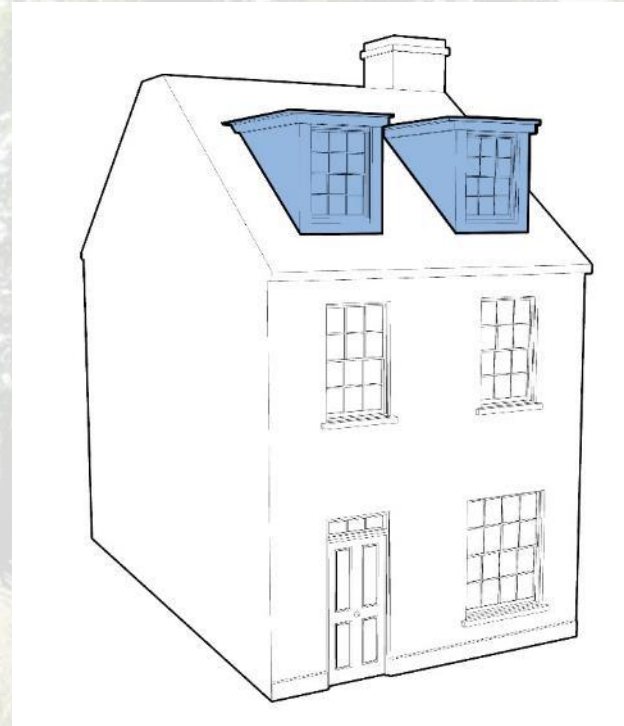


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
2	159	#####	53.7949	-1.53808	2	yes	Is LOVELY but the setts should be extended and a couple of small trees here would be lovely																
3	160	#####	53.7982	-1.5494	3		A physical barrier of vehicles that cuts off the to the west off from the rest of the centre.																
4	161	#####	53.8035	-1.54522	2		A rare bit of green space in the centre of Leeds that is vastly underused due to being blocked in by some of the busiest roads within the city limits.																
5	162	#####	53.7922	-1.5476	2	yes	Proper cycle lanes please !																
6	163	#####	53.7999	-1.54152	1		This area is always buzzing with people. It's a joy to travel through the space even if it is somewhat haphazard at times.																
7	164	#####	53.801	-1.53941	2		A sauced devoid of feeling. It is merely used as a vehicular transect. Pedestrians are merely an after thought.																
8	165	#####	53.8007	-1.53056	2	yes	This unassuming footpath runs between St Peters primary school and a lock up yard for RTA vehicles, but is a main route to the city centre for densely populated and deprived Lincoln G																
9	166	#####	53.8023	-1.52778	2	yes	Car parking on both sides of road, pavement and grass verges make it hazardous for residents on foot, pushing buggies or in cars. Dialogue and agreement / enforcement needed with																
10	167	#####	53.8017	-1.53115	2	yes	Used as car racetrack. Traffic calming or block off to make no through route.																
11	168	#####	53.7992	-1.53158	2	yes	Public right of way needs to be protected, improved and maintained for large number of people coming over footbridge, from Lincoln Green etc, for whom this is most direct and easie																
12	169	#####	53.7909	-1.52917	2	yes	An underused area of the waterfront which could be opened up and visually connected with Leeds Dock and the wider city. The buildings here turn their back on the river. Somehow thi																



DO keep codes short, visual and numerical

- Keeping the code as short as possible makes it easier to read and more accessible to users
- Pictures and drawings are an effective way of expressing what you are trying to say quickly and simply
- It prevents ambiguity – especially for members of the community and smaller developers



Use simple clear and concise language throughout – coding with things developers ‘must do’, ‘should do’ and ‘could do’

- We recommend using simple language and clear ‘coding’ to differentiate which things ‘must’ be included, ‘should’ be included or ‘can’ be included.
- Set this coding out at the beginning of the document to make it easy to read.
 - **MUST:** Mandatory design practices; developments that do not abide by them will not be permitted.
 - **SHOULD:** Design practices which are strongly encouraged due to the benefit that it will have on the neighbourhood, except in situations where the design practice cannot be applied for specific reasons.
 - **CAN:** Design practices which are recommended but whose absence will not drastically affect the overall quality of the development.
- This is so that the document is easy to read and accessible to all users

Building height and mass
Building heights **must** respect the surrounding heights, and **must not** create overlooking or impede access to natural light. Developments **should not** be more than five storeys and **should** have a setback on the fifth storey. In the Brooks, buildings **can** be up to six storeys in height. On Castle Road, buildings **must not** exceed three storeys. On Luton Road, buildings **should not** exceed four storeys, except for the area between Castle Road and Luton Primary School, where they should not exceed three stories. Figure 23 highlights acceptable building heights in different areas of the neighbourhood. Bay widths **should not** surpass 6 meters except in cases where an increase in width can be justified.

Some DON'Ts

- ✘ DON'T assume the public are biased in favour of cars or traditional architecture- they are rationally responding to the world around them. Public are wiser than you may realise**
- ✘ DON'T obsess about "viability." You're setting the land price (There are some exemptions)**
- ✘ DON'T disregard public preferences. If you do planning will fail & be seen to fail as it did post war**
- ✘ DON'T be ignorant of the data & research on where people are happy & where they flourish**
- ✘ DON'T waste money. Lots of consultants willing to fleece you**
- ✘ DON'T feel you need to code for everything- focus on essentials**

DON'T disregard public preferences

63% felt beauty
should be an aim
of planning

86% felt that
"beauty is
important"

87% felt that
good design
helped promote
new
development

Where would you wish to live?

“

Terraced houses just like in the old days....the old terraced houses were fabulous....we had little yards and we'd talk over the back fences....you could pop over the road....such a strong community

Social tenant, East London

”

The co-design process – can be any size!



Co-Design Workshop

21st September 2019



During this event, community members worked with architects to come up with a vision for the Lillie Road site, and turn that vision into a design for new homes.

Questions Asked During the Event



We asked: How much bigger should the new community centre be?

We asked: What's the right trade off between height, number of homes and affordability?

You said: Focus on the quality of the space, keep it well maintained

You said: It's important that the new homes are not too high, we care about light and privacy.

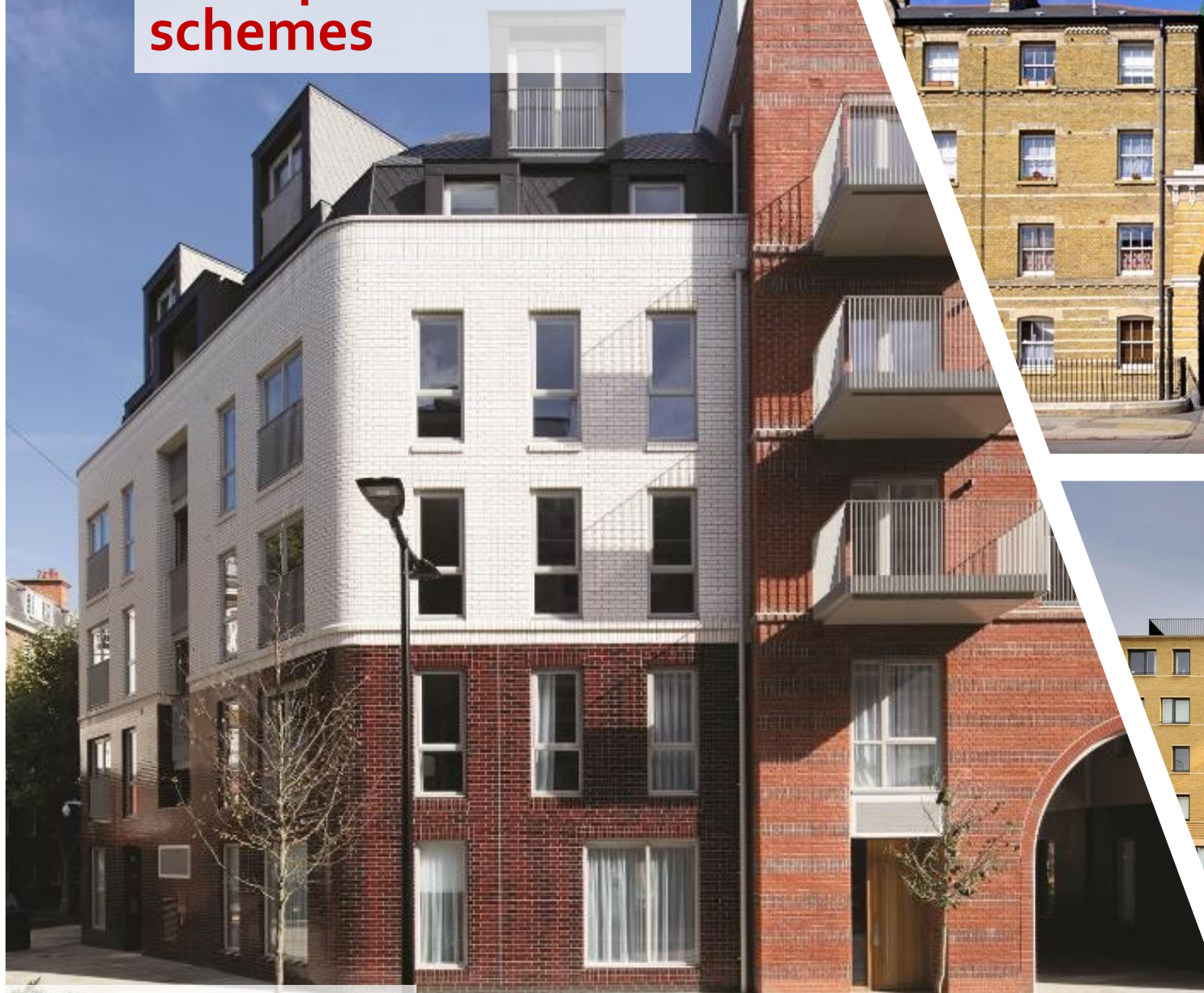
We asked: How much bigger should we make the allotments?

We asked: Should our affordable homes be larger family homes or smaller homes which are wheelchair accessible?

You said: We want more outdoor recreational spaces

You said: Overcrowding is an issue. We want family homes, and to stay on the estate as we get older

Examples of similar schemes



The Bourne Estate, Holborn



Peabody Square, Blackfriars



The Pimlico Estate, Pimlico

We Looked at How Density Might Affect Affordable Housing



100% Affordable 67% Affordable 50% Affordable

4 Storeys
(48 units)



No
extra
Subsidy



Some
extra
Subsidy

5 Storeys
(60 units)



High
extra
Subsidy

6 Storeys
(72 units)



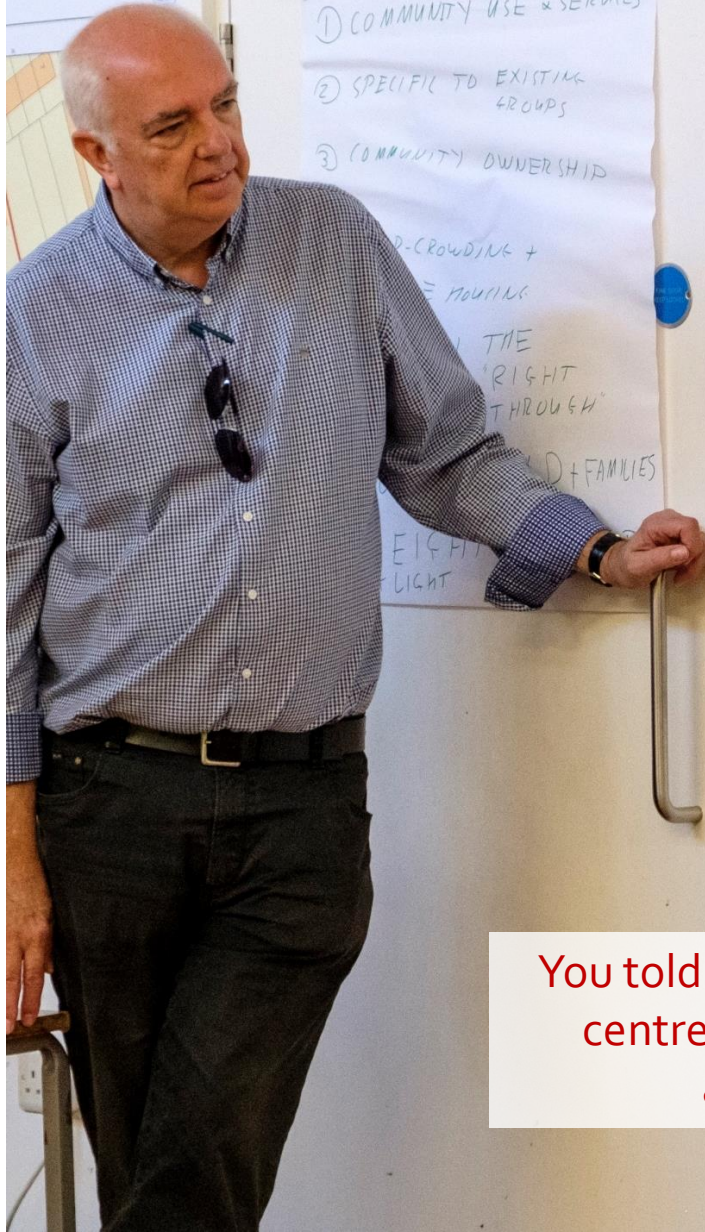
Costings assume
a double size
community centre

Sustainability at the core of Lillie Road



We heard how to embed sustainability at the heart of the Lillie Road design from experts at Bioregional. Focusing on reducing the impact of Carbon, Waste, Water, Land-use and Consumption

Presentation of Co-Design Results

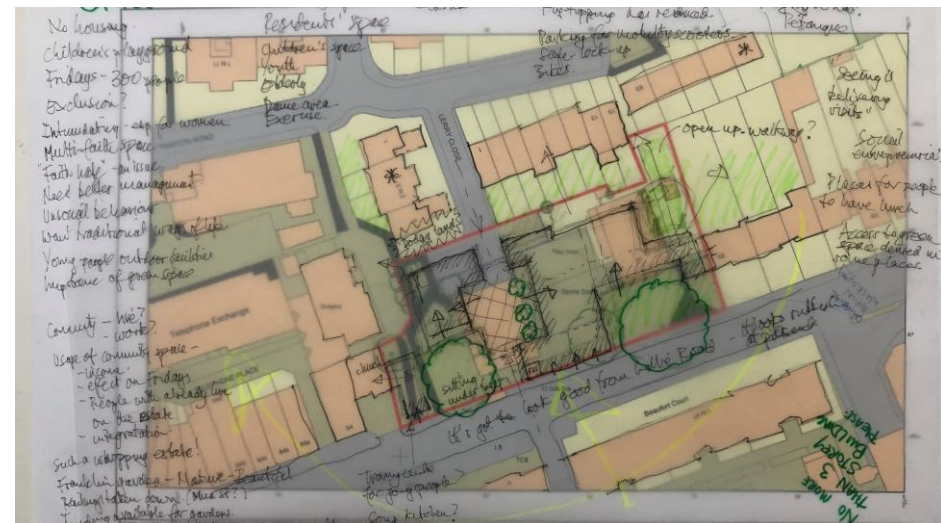
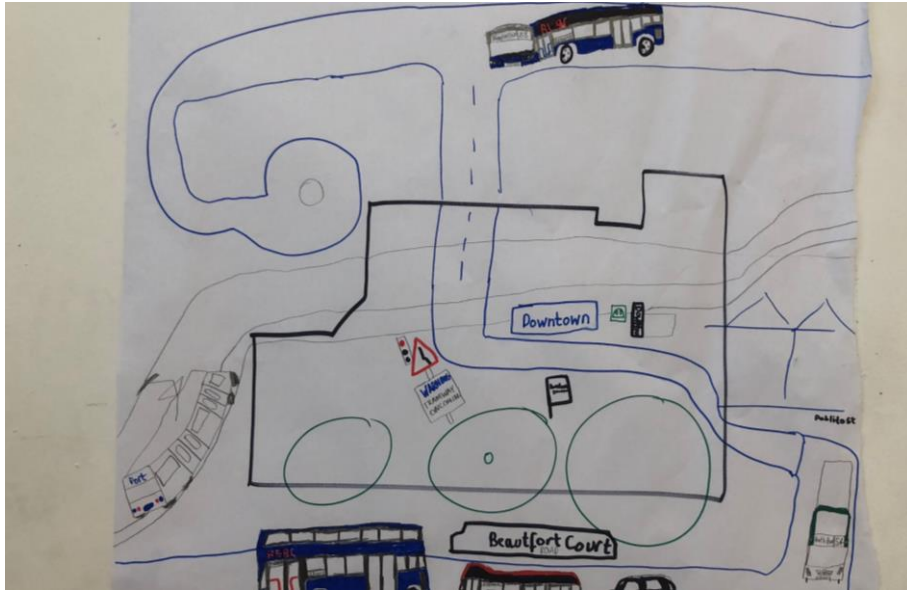


① COMMUNITY USE & SERVICES
② SPECIFIC TO EXISTING GROUPS
③ (COMMUNITY) OWNERSHIP
D-CROWDING +
= HOUSING
THE
'RIGHT
THROUGH'
D+FAMILIES
EIGHT
LIGHT



You told us that you wanted an improved community centre with spaces for youth and the elderly, and allotments on the site for gardening.

Sketches from the Day





Francis Terry
2019 89

A possible process...

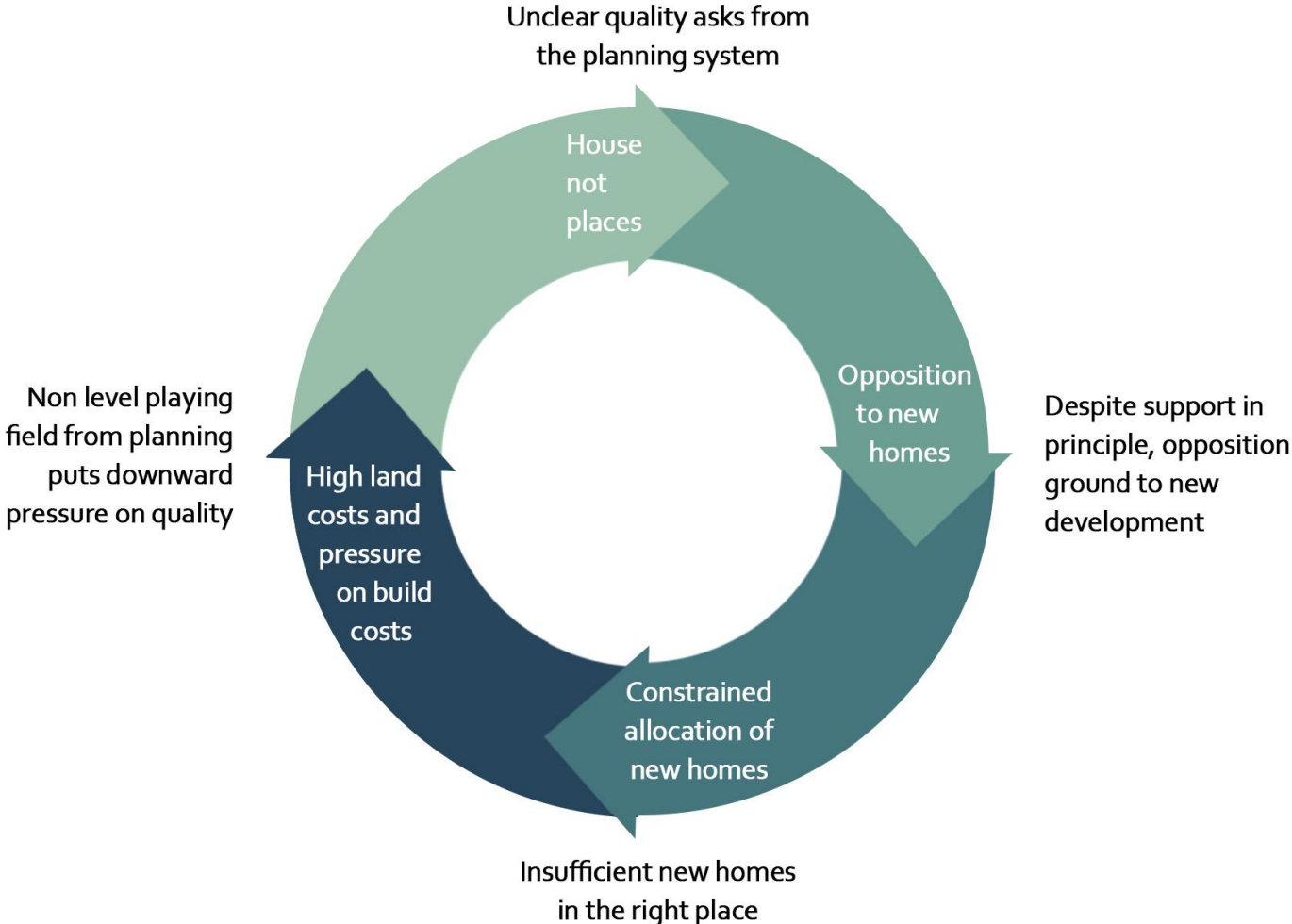
1. Have a very clear sense of what you want to achieve
2. Mapping survey (where do you like / dislike? Where should be improved? How?)
3. Visual preference surveys - keep it comparable (“vertical infrastructure” as well as “horizontal infrastructure”)
4. Run a “deep” online workshop (NOT just with “usual suspects”) and probably in real life
5. Create a short and visual code with three tiers (must, should, can. Use the criteria that Office for Place has shared)
6. Test it back both “deep” & “wide”

1. *Good design is not subjective:* there are discoverable links between place and beauty with health, happiness, prosperity and sustainability and they matter
2. *Ask the people:* don't try to and improve places "on your own" or "against" the establishment. Work with and be empowered by local preferences. Keep it visual.
3. ***Be good ancestor:* creating loveable places for the long term is properly resilient and "deep green" not "green wash"**
4. *It's the pictures not the words:* beware of "good design" as a phrase

From a vicious circle of parasitic development...

#BBBBC

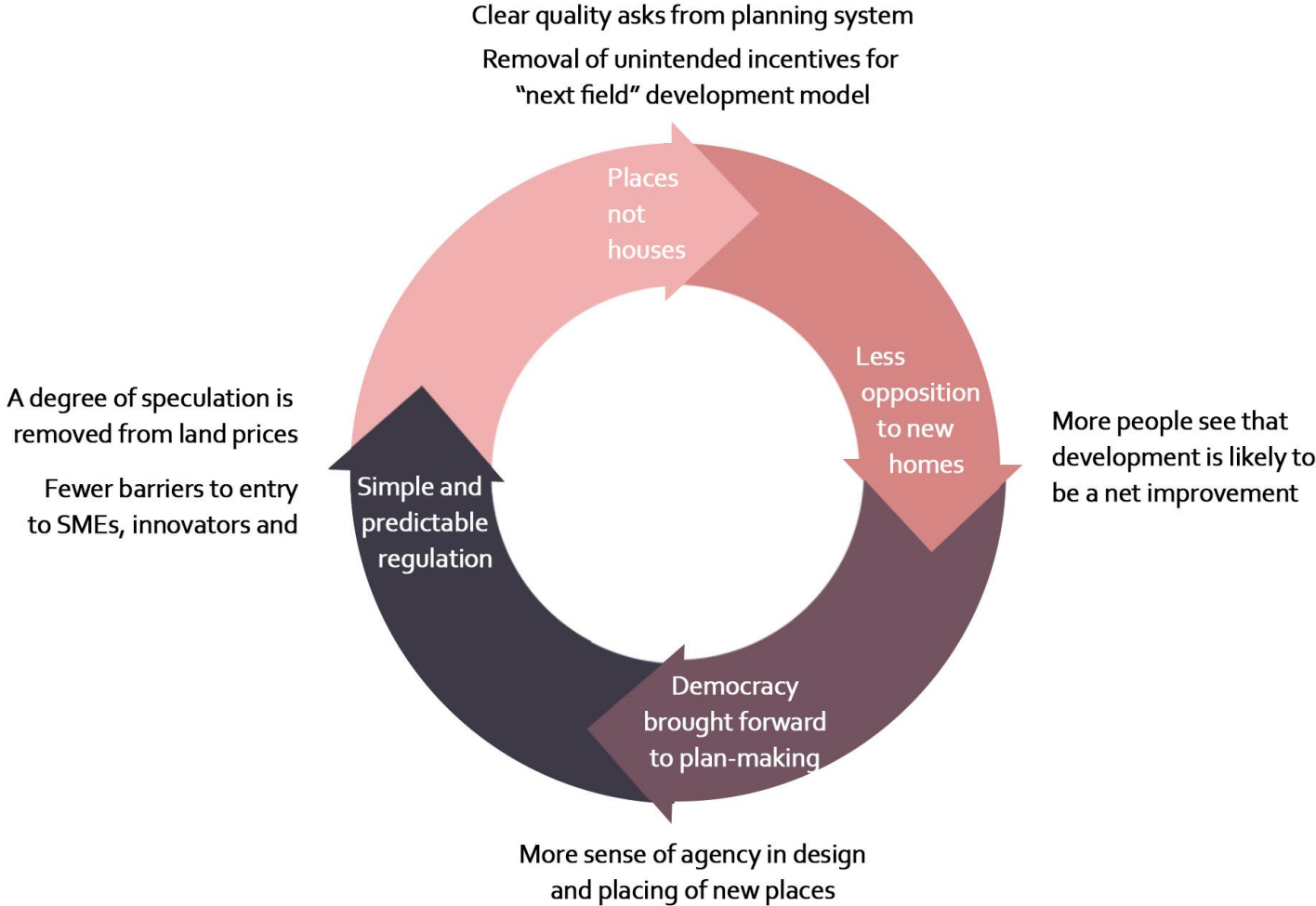
Vicious Circle of Parasitic Development



... to a virtuous circle of regenerative development

#BBBBC

Virtuous Circle of Regenerative Development



Deep green – four layers not one layer

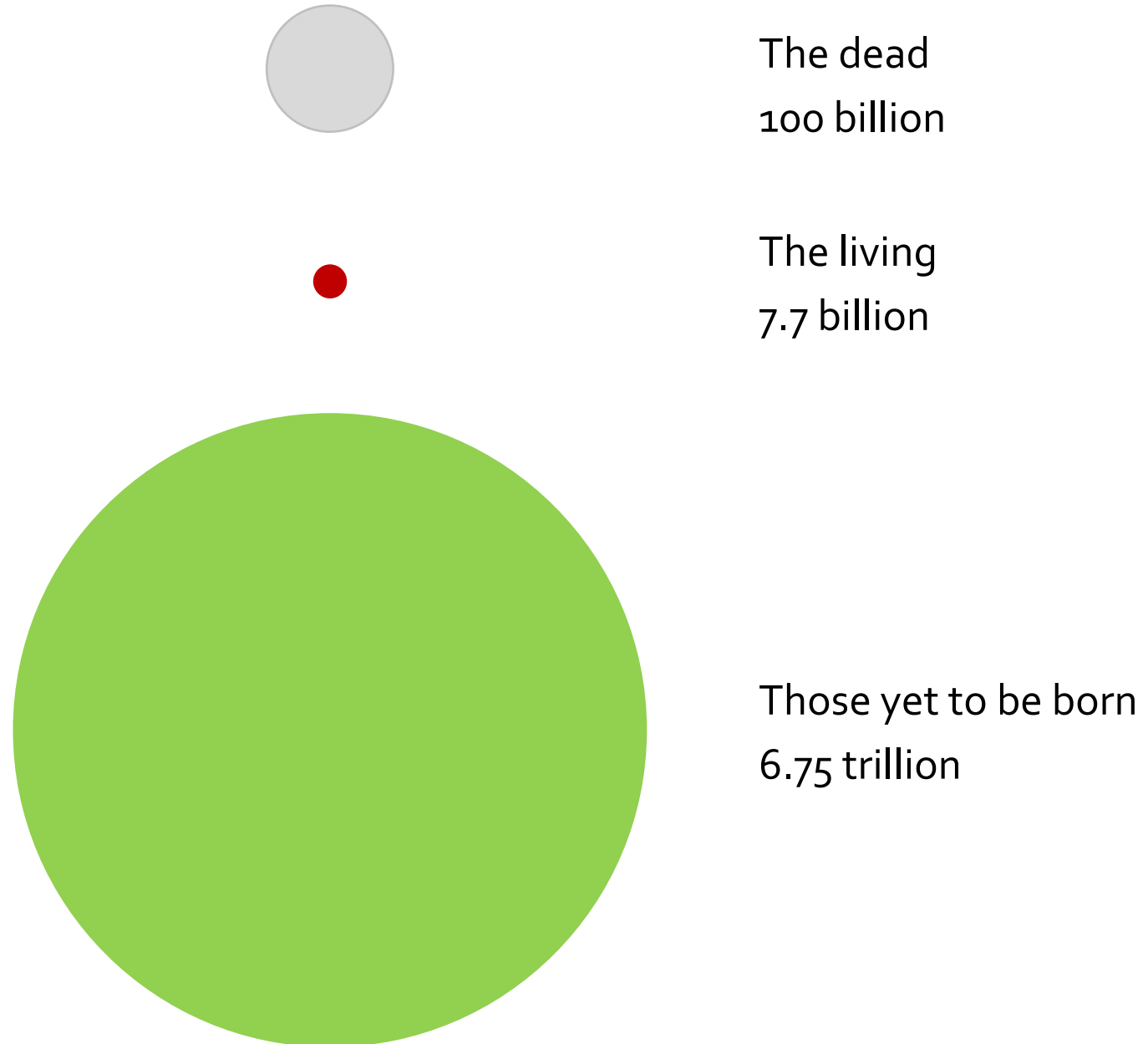
1. Making buildings
2. Energy in use
3. Resilience and longevity
4. Biodiversity and greening up

Upvc windows

- Manufacturing: 43% oil
- In use: $0.7\text{W}/\text{m}^2\text{k}$ – $1.2\text{W}/\text{m}^2\text{k}$ (for wood) vs. $0.8\text{W}/\text{m}^2\text{k}$ - $1.5\text{W}/\text{m}^2\text{k}$ (for upvc -low is good)
- Longevity: upvc windows last 25 years, 3% can be recycled & release hazardous chemicals



Roman Krznaric: what about the silent majority of generations yet unborn?



Seventh generation design



Ceremonial robes
(residents from
2060) make more
long term
decisions

Kyoto & towns
across Japan

Katie Paterson's future library – a century in the making



Every year
donation of a
book – to be
unread until 2014
while....

Katie Paterson's future library – a century in the making



.... Meanwhile a forest of trees planted for this purpose grows on which they will be printed

Energy use in office buildings increases with height per sqm

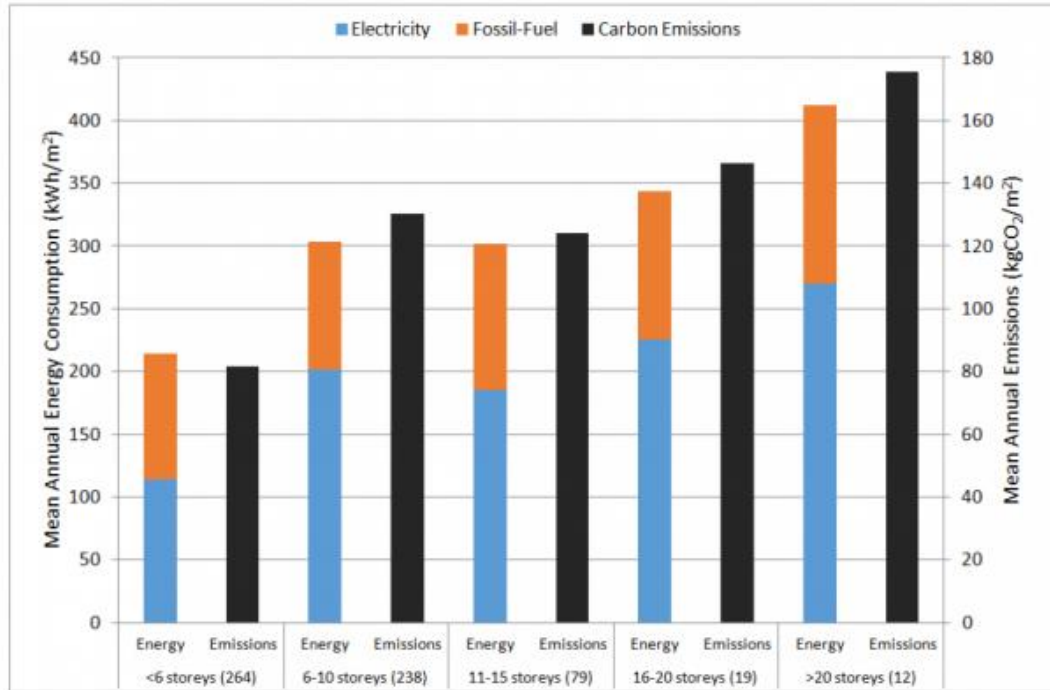


Figure 1: Energy use (kWh/m²) and carbon emissions (kgCO₂/m²) in 600 office buildings of differing heights.

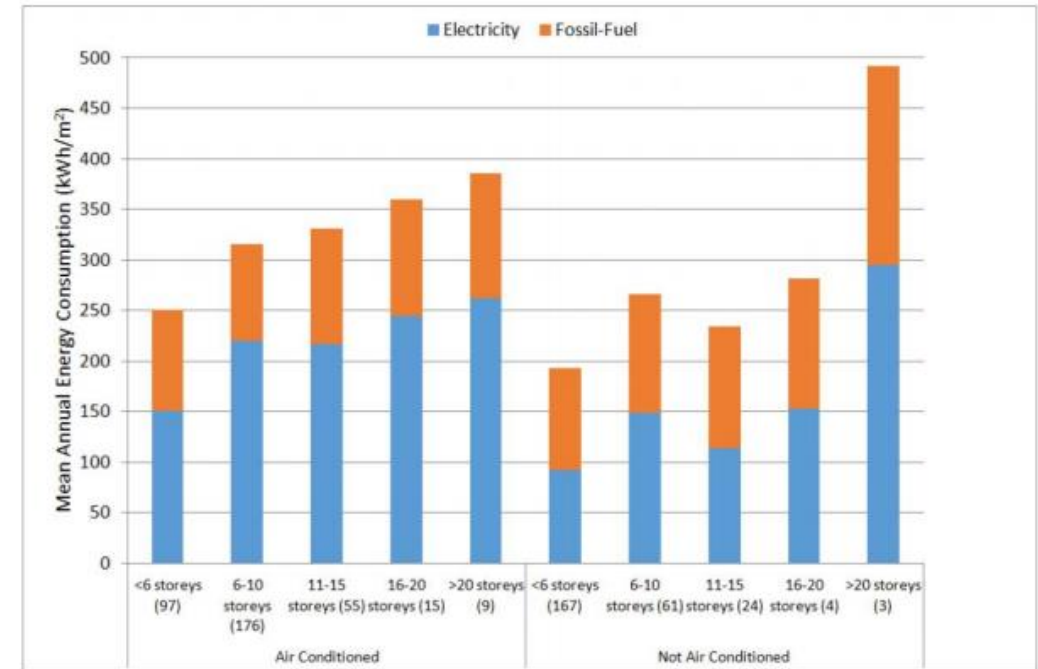
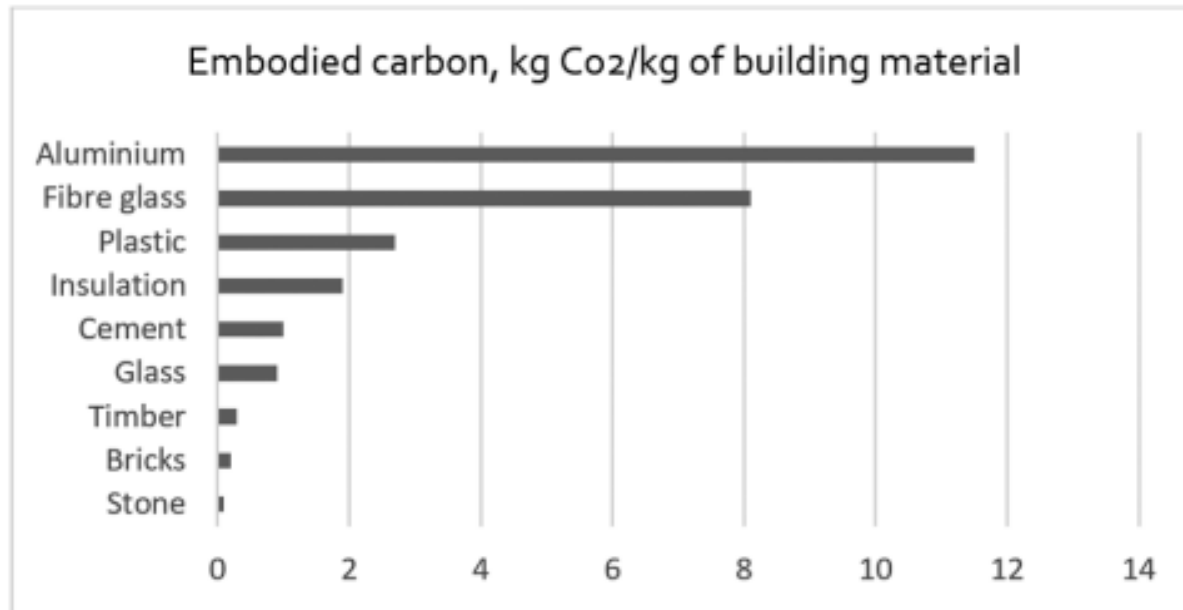


Figure 2: The results for energy use of Figure 1 divided between air-conditioned (left) and non-air-conditioned buildings (right)

Materials matter... but so does longevity



Greenest building is the one that already exists

- Resilient and successful places flex their uses easily over the centuries. And in doing so their whole life carbon costs collapses.
- Constructing a new-build two-bedroom house uses the equivalent of 80 tonnes of CO₂. Refurbishment uses eight tonnes. Even with the highest energy-efficient specification the new build would take over 100 years to catch up.
- The carbon embodied in new residential buildings can account for more than 50% of their lifetime greenhouse gas emissions. Recycling buildings is normally more sustainable than demolishing them and starting afresh.

Deep green: things of beauty survive and are re-used



We should recycle buildings not just bags. This barn is 600 years old and has just been converted into an art gallery



← National Trust
Tabary Hub

Will anyone recycle this?



This was recycled....



.... to this



1. *Good design is not subjective:* there are discoverable links between place and beauty with health, happiness, prosperity and sustainability and they matter
2. *Ask the people:* don't try to and improve places "on your own" or "against" the establishment. Work with and be empowered by local preferences. Keep it visual.
3. *Be good ancestor:* creating loveable places for the long term is properly resilient and "deep green" not "green wash"

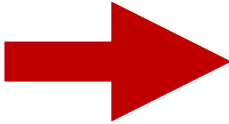
***4. It's the pictures not the words:* beware of "good design" as a phrase**

Developers are often using the words of good design but....

... calling it gardens
doesn't make it a
garden



This is a garden



... calling it a square doesn't make it a square

The new Malaysia Square – ask a passing six year old to define a square. You may not get this



Calling it a village doesn't make it a village

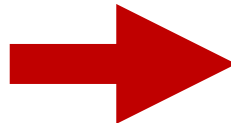


Kiddbrooke Village & a real village



This is not a village

This is a village



Calling it 'human scale' does not make it so

Greenwich, the legacy of our generation

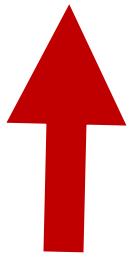


- The architects of this described it, with no apparent irony, as 'human scale.'
- This begs the question: which humans did they have in mind ?

Calling it 'Canaletto' does not make it so



This is *not* Canaletto



This *is* Canaletto



Development can be the cause of ugliness...



... but it can also be the cure



Octavia Hill: "we all want beauty for the refreshment of our souls"

