



DESIGN
COMMISSION
FOR WALES
COMISIWN
DYLUNIO
CYMRU

Placemaking

March 2023

Placemaking

What is placemaking?

What is Placemaking?



- 2.1 Everyone engaged with or operating within the planning system in Wales must embrace the concept of placemaking in both plan making and development management decisions in order to achieve the creation of sustainable places and improve the well-being of communities.

What is Placemaking?

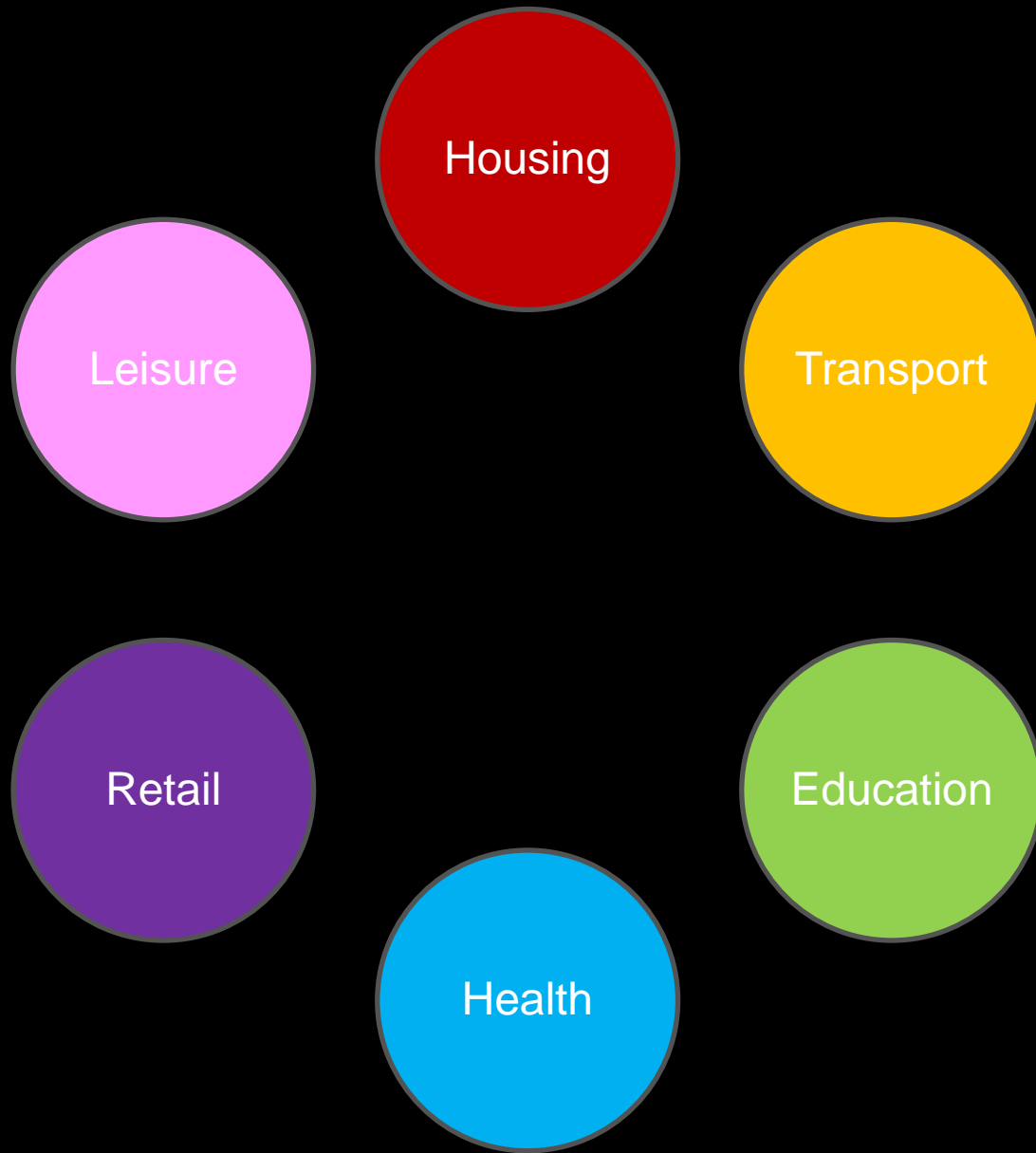
What is Placemaking?

“Placemaking” is a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness, and well being in the widest sense.

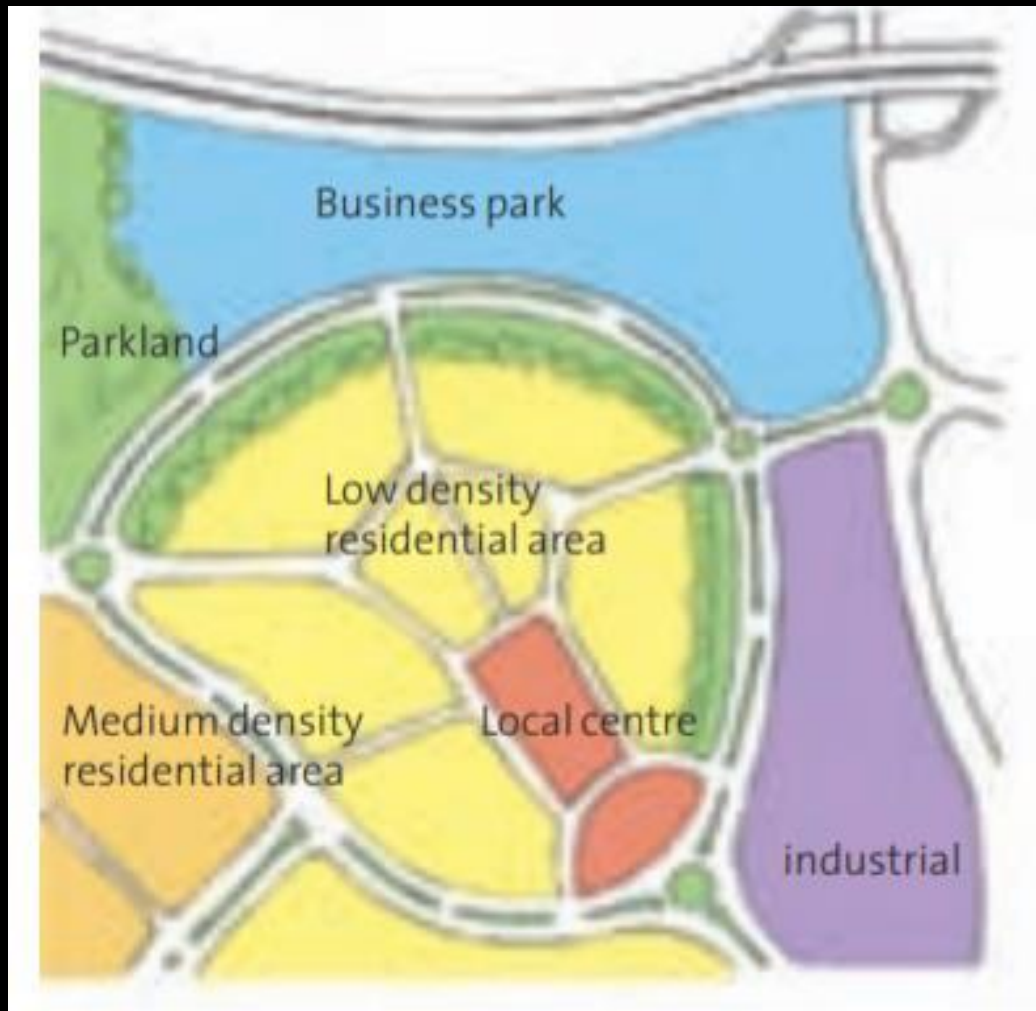
Placemaking considers the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place.

Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.

What is Placemaking?



What is Placemaking?



What is Placemaking?



Placeless...?







2
Milton House
17 Milton



7

UNIVERSITY OF SHEFFIELD
SHEFFIELD BUSINESS SCHOOL
SHEFFIELD
SHEFFIELD BUSINESS SCHOOL

Distinctive and active...







What is Placemaking?



What is Placemaking?



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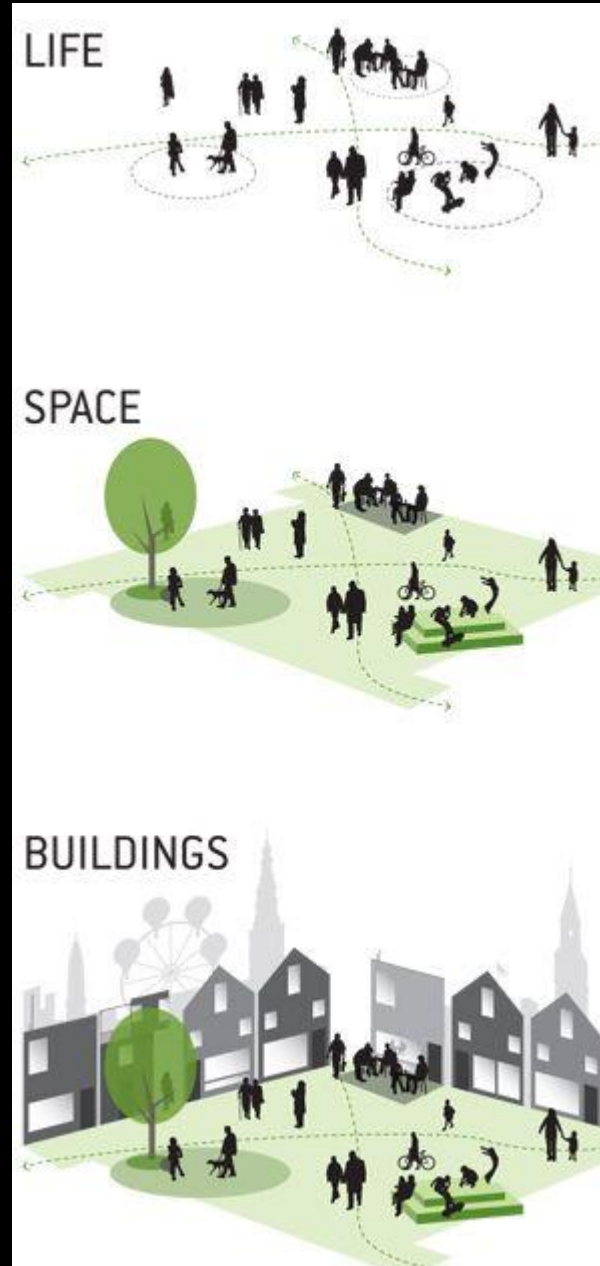
Before



After

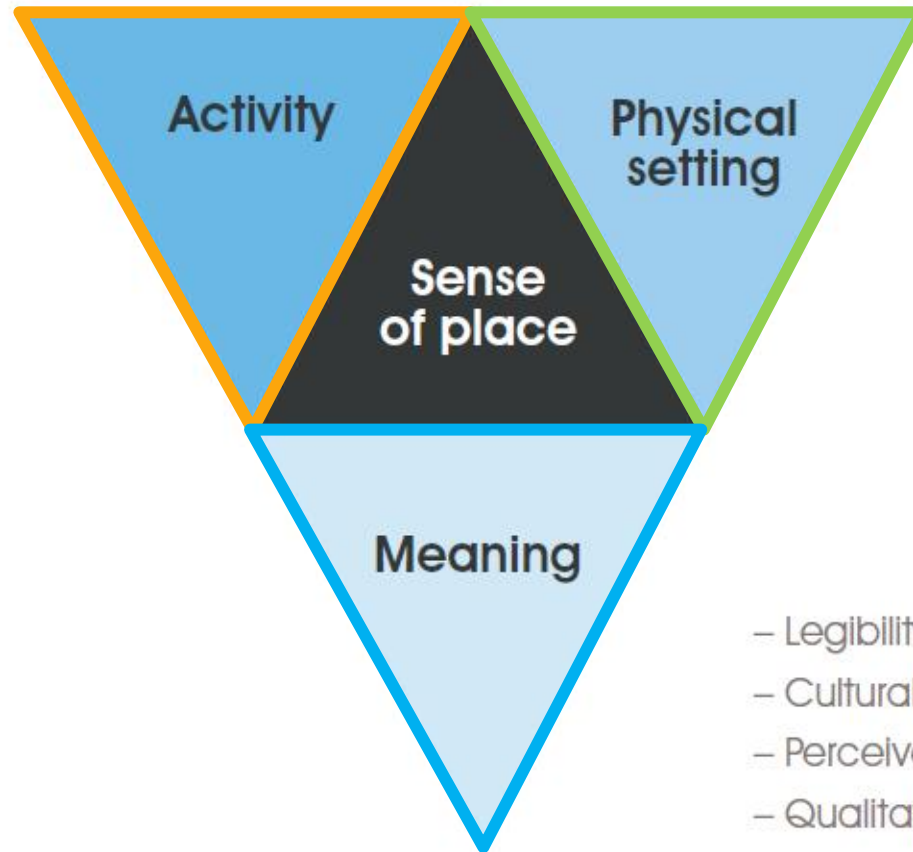


What is Placemaking?



Jan Gehl, Cities for People

What is Placemaking?



- Land uses
- Pedestrian flow
- Behaviour patterns
- Noise and smell
- Vehicle flow

- Townscape
- Built form
- Permeability
- Landscape
- Furniture

- Legibility
- Cultural associations
- Perceived functions, attractions
- Qualitative assessments

Placemaking Wales Partnership

CADW
Cardiff University School of Geography and Planning
Cardiff University Welsh School of Architecture
Chartered Institute of Housing (CIH)
Chartered Institute of Highways and Transport (CIHT)
Chartered Institute of Logistics and Transport (CILT)
Institute of Highways Engineers
Community Housing Cymru (CHC)
Future Generations Commissioner for Wales' Office
Federation of Master Builders (FMB)
Home Builders Federation (HBF)
Institution of Civil Engineers (ICE)
Landscape Institute (IL)
Natural Resources Wales (NRW)
National Infrastructure Commission for Wales (NICfW)
Planning Aid Wales
Planning Officers Society for Wales (POSW)
Public Health Wales
Royal Institute of Chartered Surveyors (RICS)

Royal Society of Architects in Wales (RSAW)
Royal Town Planning Institute (RTPI)
Sustrans
Transport for Wales
Welsh Local Government Association
Welsh Government Housing Standards
Welsh Government Land Division
Welsh Government Regeneration
Play Wales
Welsh Government Land Division
Building with Nature
Welsh Government Transport

Placemaking Wales Charter



Creu Lleoedd Cymru
Placemaking Wales

Placemaking Wales Charter

The Placemaking Wales Charter has been developed in collaboration with the Placemaking Wales Partnership which is made up of stakeholders representing a wide range of interests. The Charter reflects the collective and individual commitment of these organisations to support the development of high-quality places across Wales for the benefit of communities.

In signing the Placemaking Wales Charter I/my organisation agree to support placemaking in all relevant areas of my/our work and promote the following principles in the planning, design and management of new and existing places:

People and community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment and leisure and other facilities are planned to help reduce the need to travel.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network and public transport stations and stops are positively integrated.

Mix of uses

Places have a range of purposes which provide opportunities for community development, local business growth and access jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Public realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location including heritage, culture, language, built and natural physical attributes are identified and responded to.

Placemaking Guide 2020



Creu Lleoedd Cymru
Placemaking Wales

Placemaking Charter

← → ↻ dcfw.org/placemaking/placemaking-charter/



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public realm



Placemaking Charter



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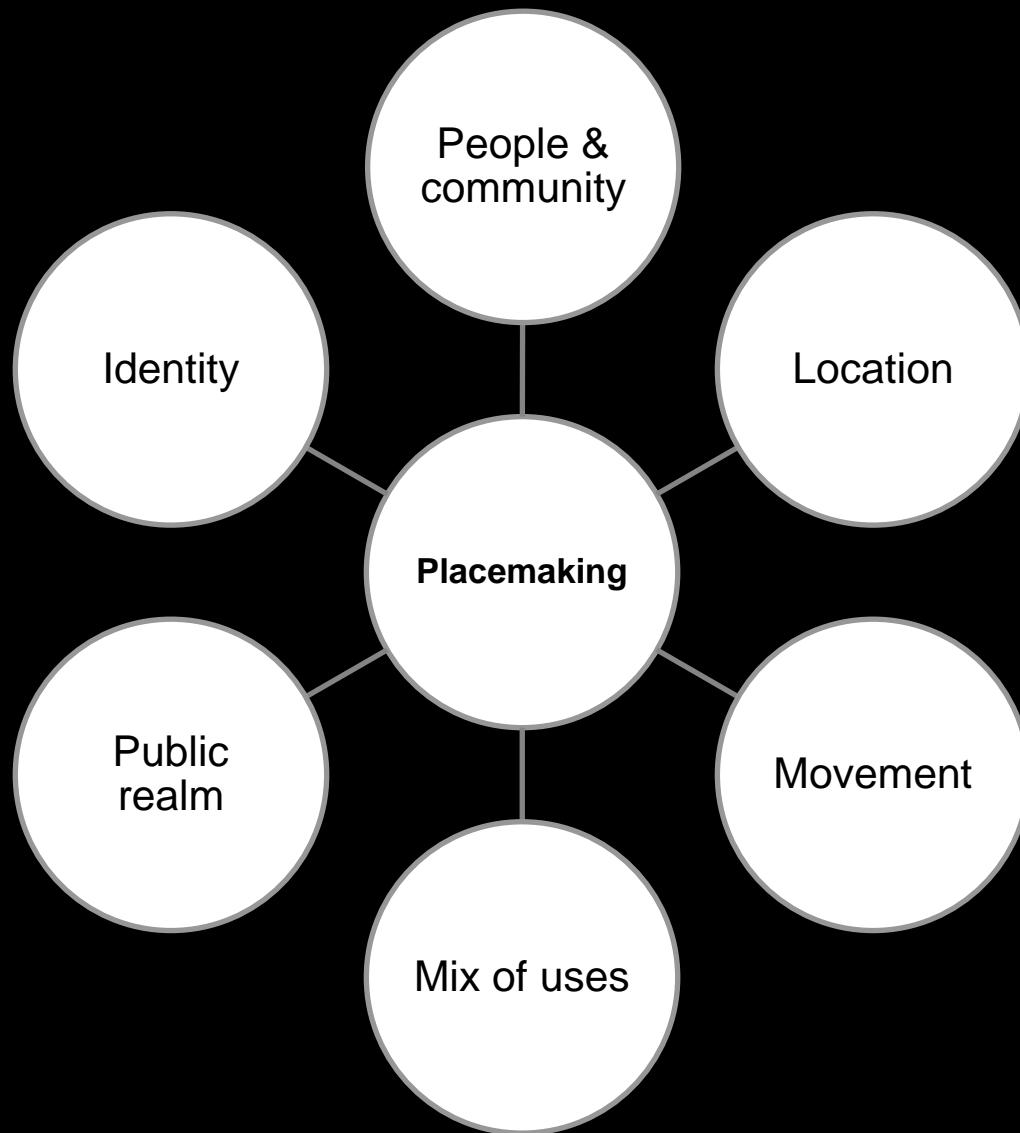
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Placemaking Principles



Placemaking Principles

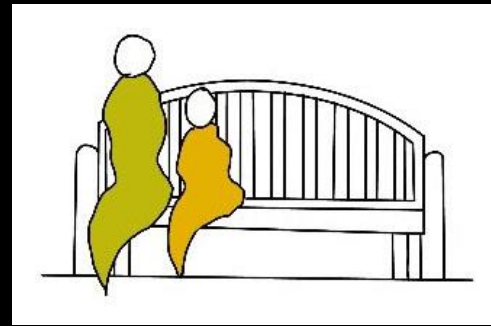
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Placemaking Principles

People and community



Placemaking Principles

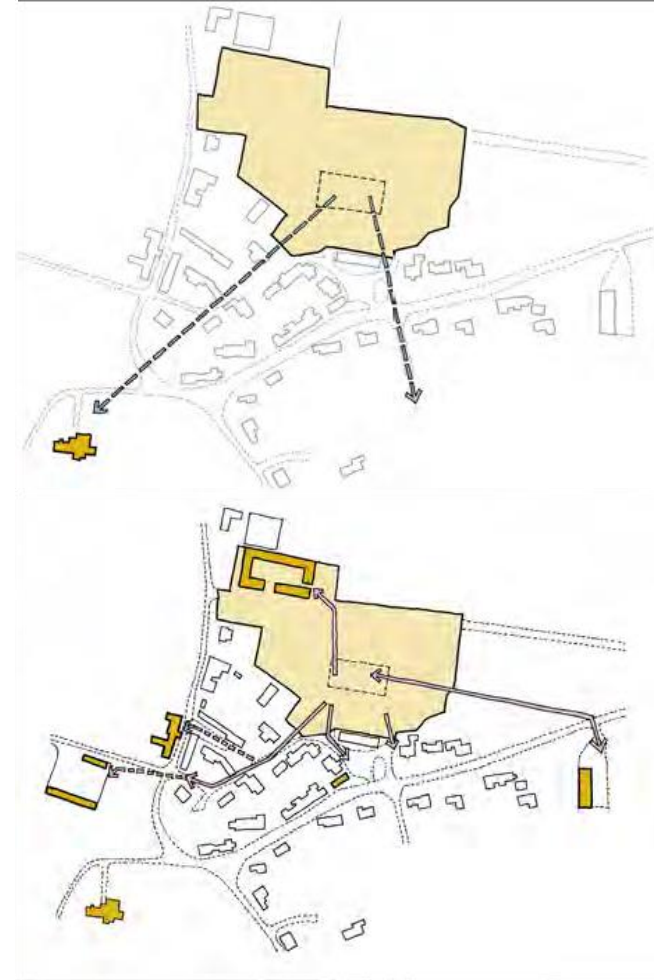
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Placemaking Principles

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Placemaking Principles

Location



Placemaking Principles

Movement

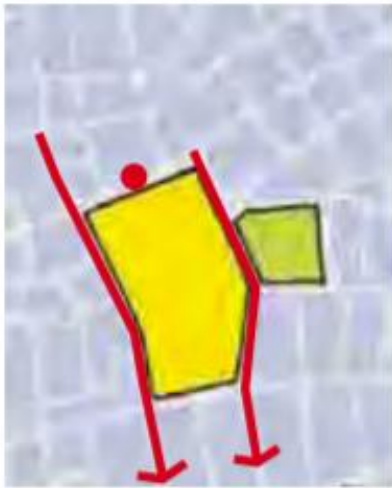
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Placemaking Principles

Movement

● Bus stop ⇄ Principal routes ⇄ Internal streets



Consider how best the site can be connected with nearby main routes and public transport facilities.



The typical cul-de-sac response creates an introverted layout which fails to integrate with its surroundings.



A more pedestrian friendly approach that integrates with the surrounding community. It links existing and proposed streets and provides direct routes to bus stops.



This street pattern then forms the basis for perimeter blocks which ensure that buildings contribute positively to the public realm.

Figure 4.1 Integrating new developments into the existing urban fabric is essential (source: *The Urban Design Compendium*¹).

Placemaking Principles

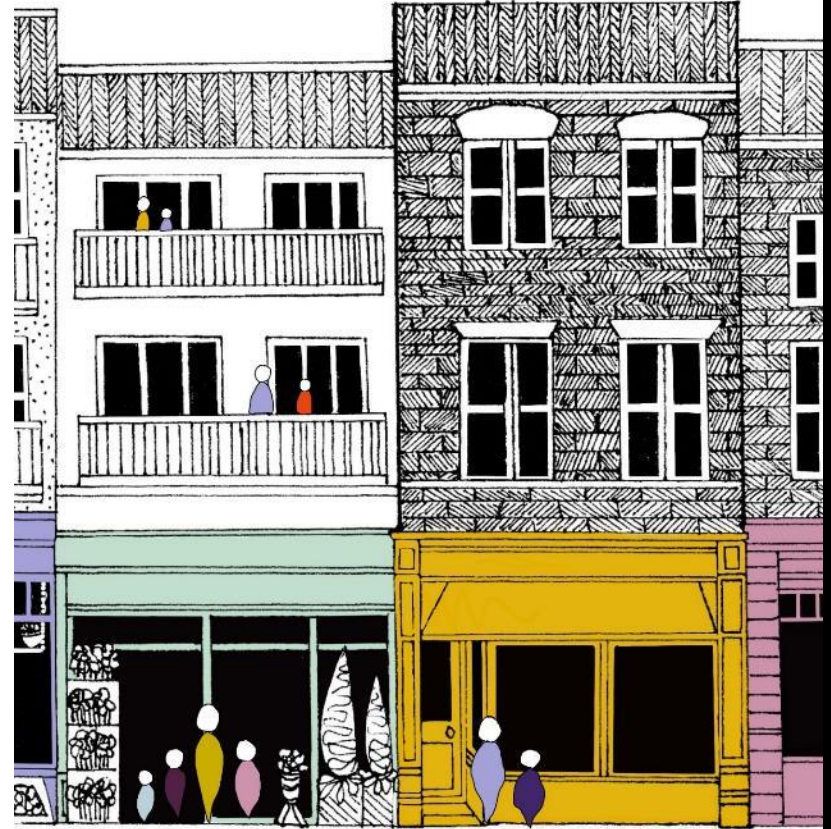
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Placemaking Principles

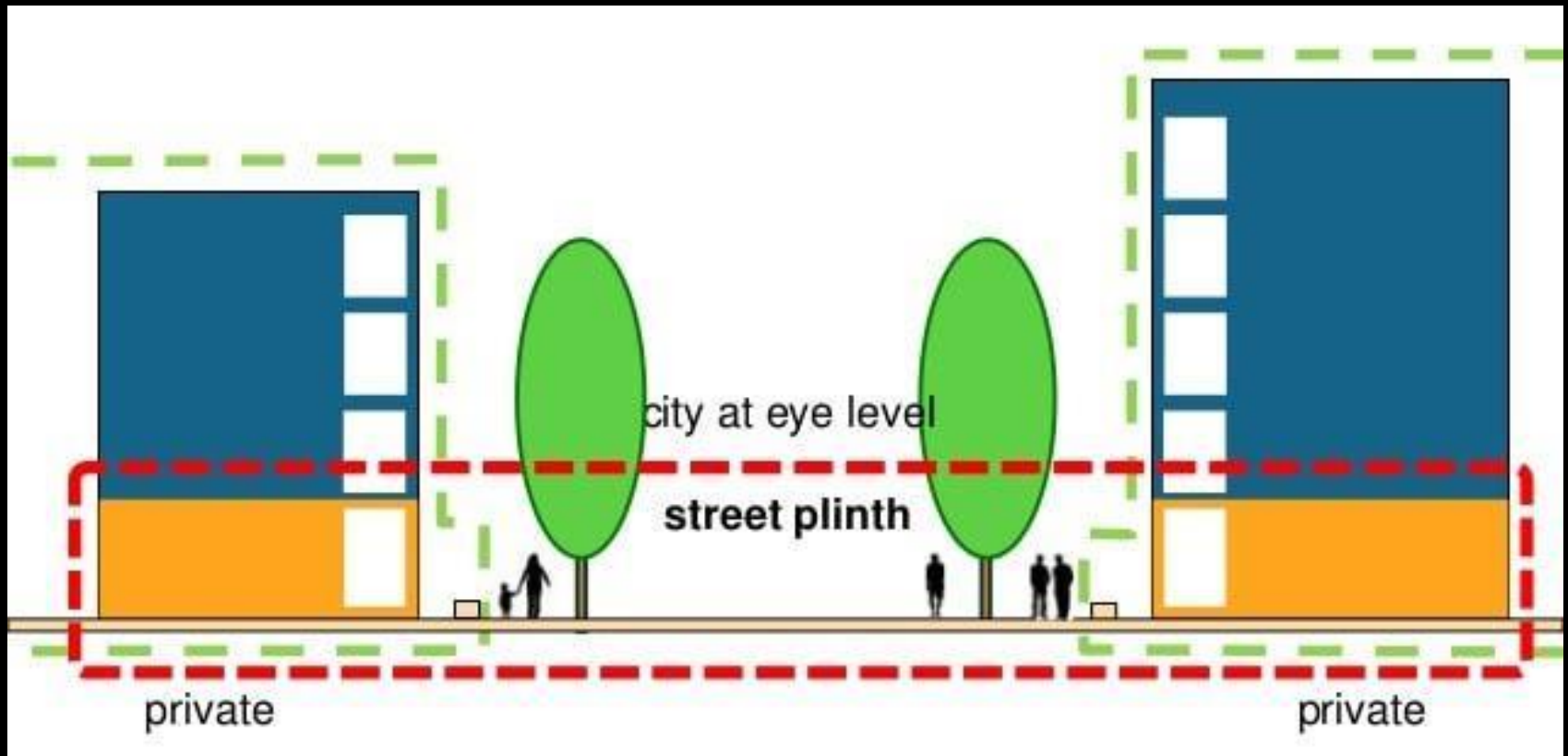
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Placemaking Principles

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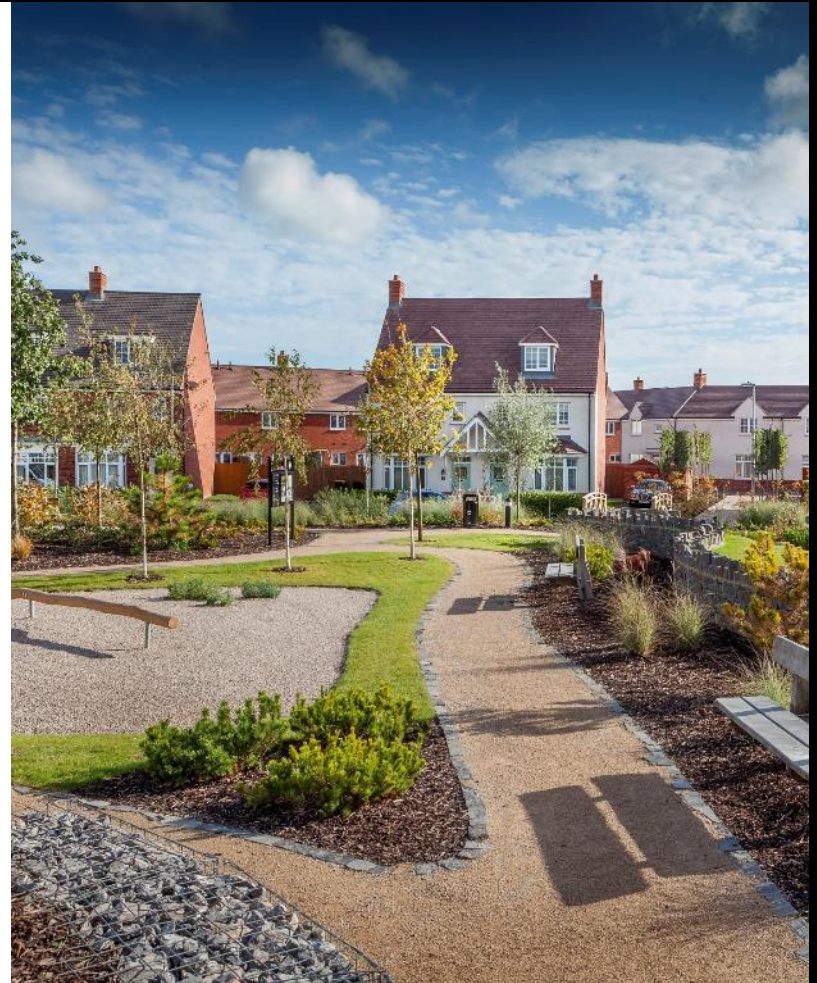
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Placemaking Principles

Public realm



Placemaking Wales Charter



Placemaking Principles

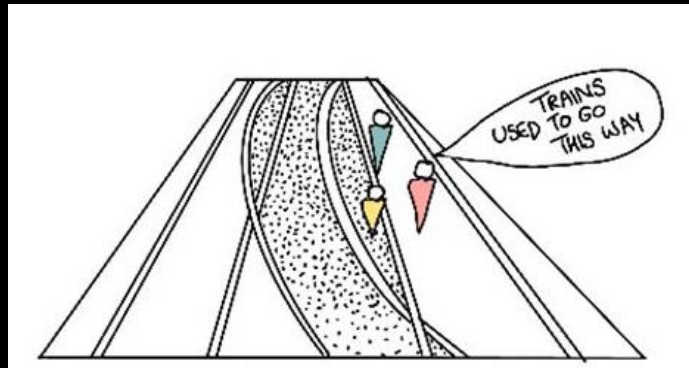
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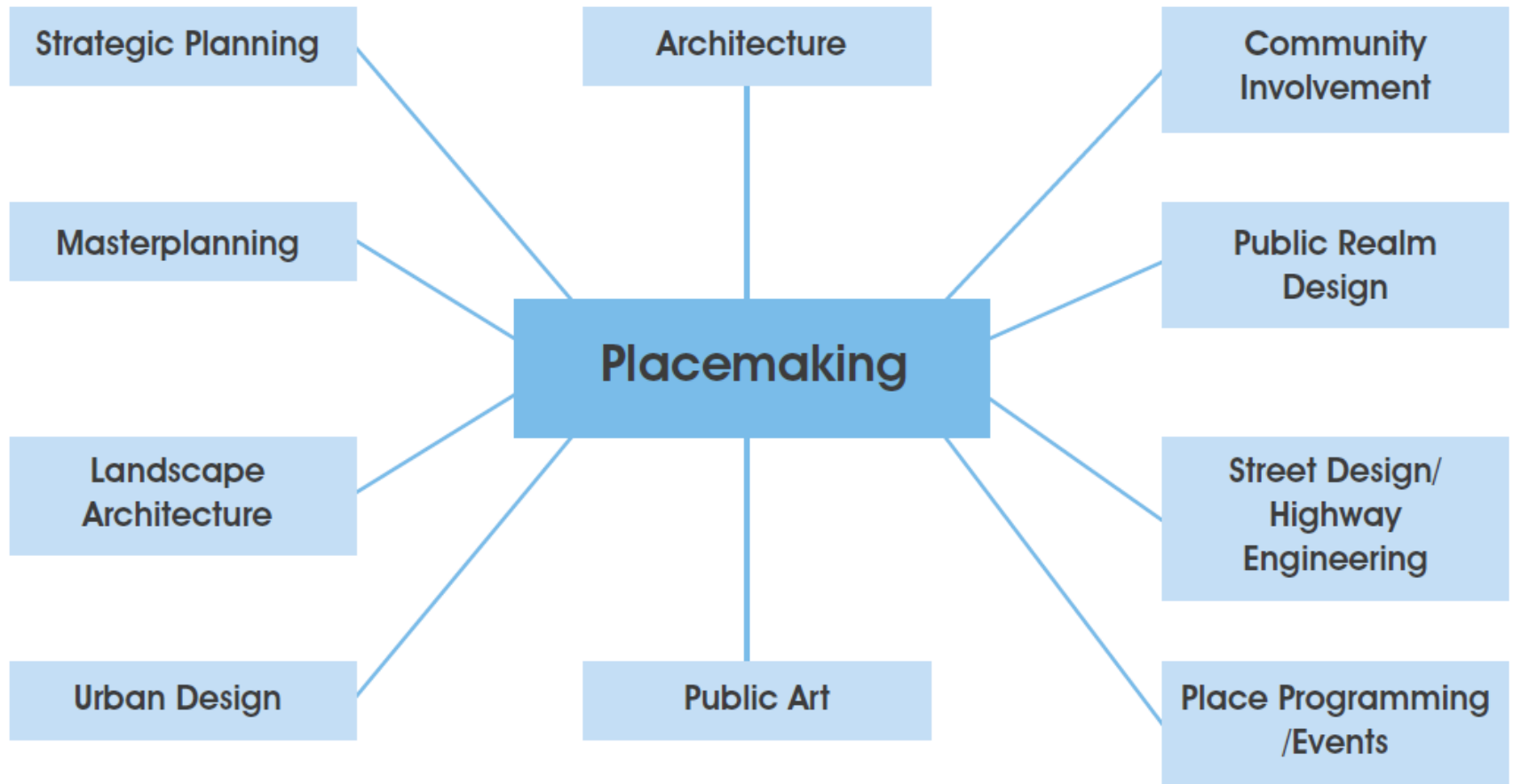
Identity



Placemaking Principles

Identity





Examples

Loftus Garden Village, Newport

Location:
Salford Street, Newport

Local Authority:
Newport City Council

Client:
P&O Group

Design/Construction Team:
Alan Bailey,
Lovell Partnership Ltd.,
Hammond Architectural

Date of completion:
September 2018

Contract value:
£2.7M

Site area:
18 acres

Awards:
Winner, Development of the Year Award -
Wales Housing Awards 2017
Best Residential Development of the Year -
Inside Wales Property Awards 2016
Winner, Lovell Regional and National
Health & Safety Awards, 2017
Shortlisted for Project of the Year - Buildings
- Constructing Excellence in Wales Award

Central public open space



Ashlands, Portishead

Location:
Portishead

Local Authority:
North Somerset Council

Client:
Coast Nicholson/Resimmon
Homes

Date of completion:
Completed

Funding source:
Private



02 Case Studies AFFORDS

The Pumphouse, Barry

Location:
Barry, Vale of Glamorgan

Local Authority:
Vale of Glamorgan
Council

Client:
LoRCs

Design team:
Ellis Williams Architects



Case Studies The Pumphouse

Examples



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Examples

'Getting the topic right is fundamental, as the topic is what creates a relationship ... The topic must be engaging and delivered in an engaging way'.



The town is the venue, Huntly

Examples

The value of walking with people is allowing them to reveal subjective experience.

details. From an hour-long walk there were fascinating accounts about topics that I would never have considered asking about – more of which later. However, the downside to the go-along is that details of life, whether it was being a teenager in 1960s or a teenager in the present day, may not make sense to the interviewer.

Figure 1 - Walking tour, November 2019



Examples



As a society, we need to become better at embracing the 'imperfect' and 'incomplete' character, harnessing empty spaces for temporary uses in the absence of longer-term plans to keep buildings from deterioration.

News



Creu Lleoedd Cymru Placemaking Wales

Please find below the latest Placemaking news and stories.



Placemaking and the Value of Location - Dr Roisin Wilmott

2022-11-15
News



'Location', Townscape and Placemaking - Professor Wayne Forster

2022-11-15

Mix of Use

What additional uses could be integrated to support the needs of existing and new residents?

What places are provided for people to come together? What could people do in these spaces?

Are incidental spaces for people to meet incorporated such as a bus stop, tree, bench, post box etc.

Public Realm

Are public open spaces well enclosed, overlooked and have a clear identity and purpose?

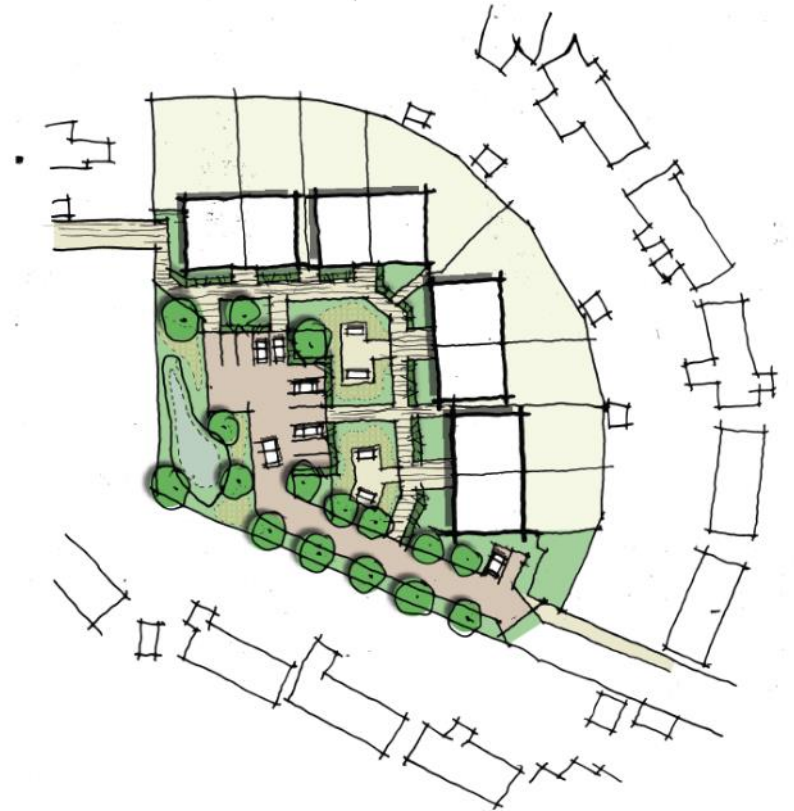
Are street trees and street-level green infrastructure, including SUDs, well incorporated into the spaces? Is an increase in biodiversity supported?

Is parking arranged so as not to dominate the environment?
Is flexibility built in to allow the number of parking spaces to change over time?

Examples – Small Residential



Original



Revised

Examples – Medium Residential



Placemaking Principles



Diolch

Thank you