

Expedition | Featherstone Young | Khaa | Marko&Placemakers | Mikhail Riches | Tibbalds

why focus on village?

rural areas make up **85%** of UK's land

18% of UK population live in rural areas

housing pressure in the countryside

over **10,000 villages** in England

problems in rural areas

increasing **congestion**

ageing population

unhealthy living and **car dependency**

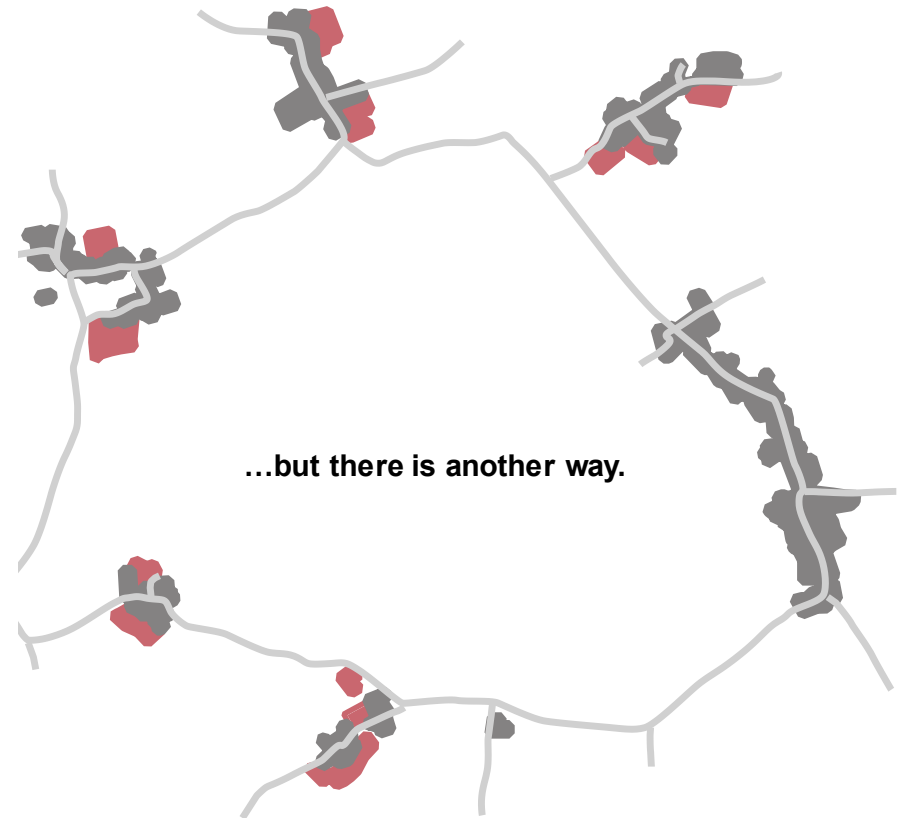
people being **priced out**

increasing **social isolation**

if nothing changes...

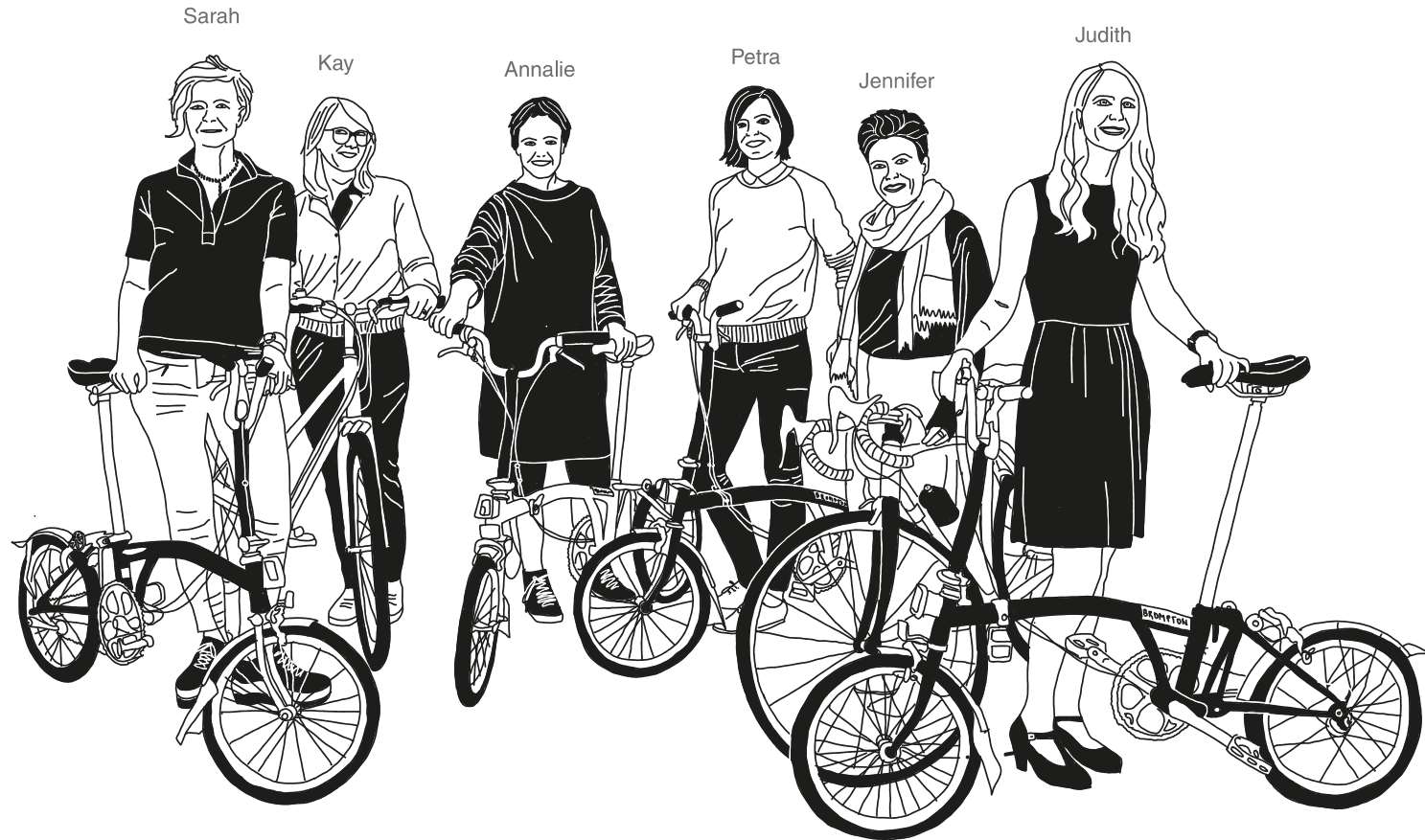


3600 new homes
at **25 units per hectare**



3600 new homes
at **100 units per hectare**

velocity team

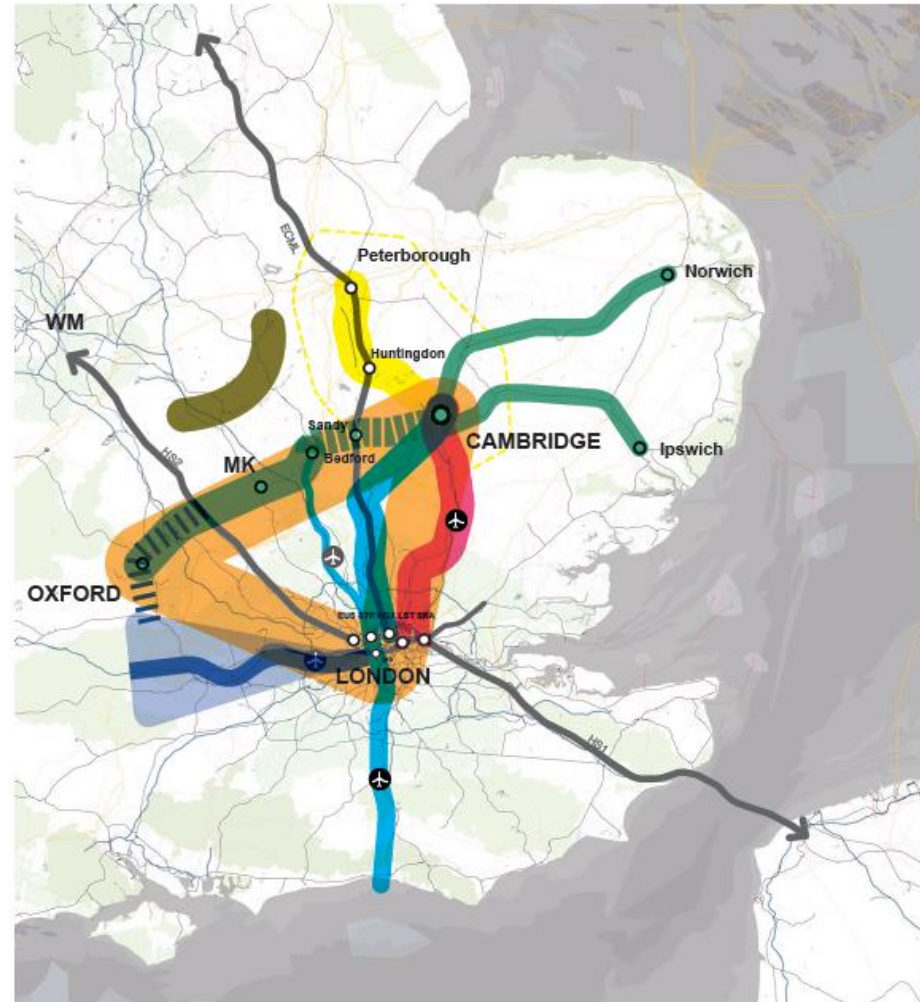


national infrastructure commission competition

oxford-cambridge growth corridor

The Oxford - Milton Keynes - Cambridge corridor in the context of various other intersecting regional/cross-boundary growth corridors/initiatives/strategies >

-  East-West Rail: West section
-  East-West Rail: Central section
-  East-West Rail: East section
-  Thameslink - Great Northern
-  London-Luton-Bedford (London Plan)
-  London - Stansted - Cambridge Consortium (LSCC) - West Anglia line
-  Cambridge - Peterborough corridor
-  Cambridge-Peterborough combined authority
-  Oxfordshire "Knowledge Spine"
-  "The Golden Triangle"
-  "Western Wedge" (London Plan) / M4 Corridor
-  "Northamptonshire Arc"
-  Electricity and Gas transmission lines

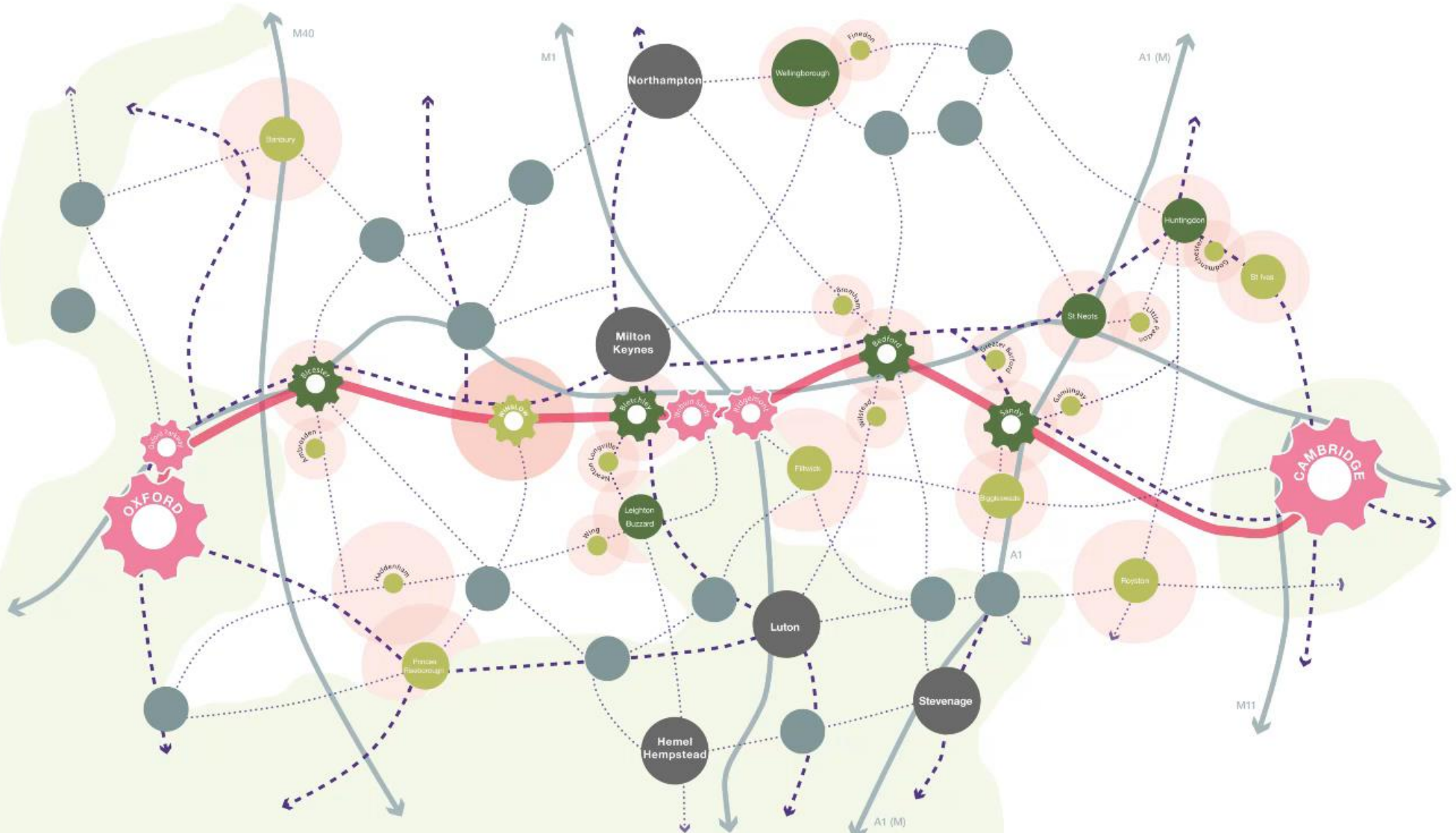


**NIC Report
November
2017**

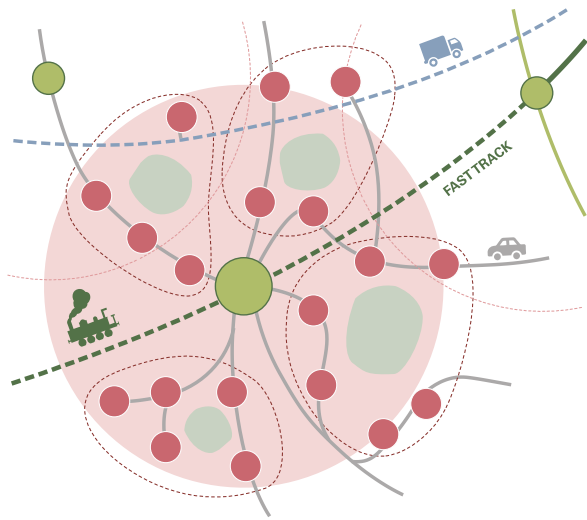
**5th
Studio**

NIC oxford to cambridge corridor competition

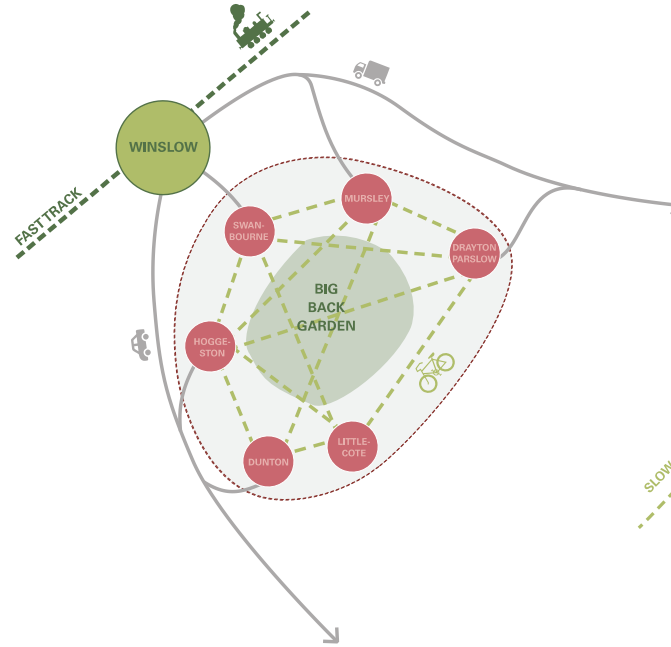
1 million new homes by 2050



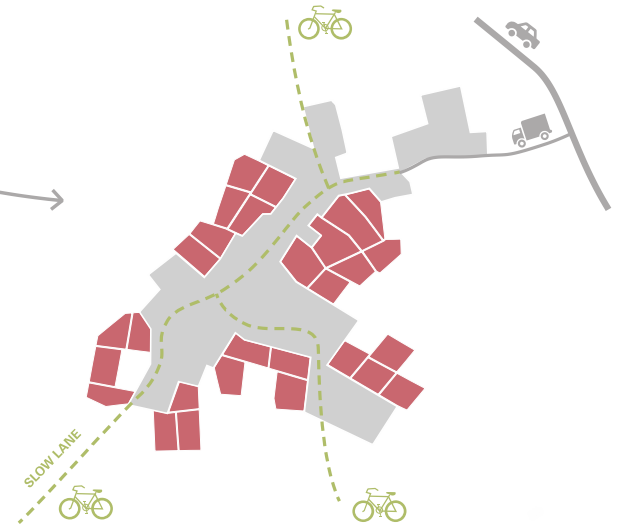
velocity scalability



Town Cluster

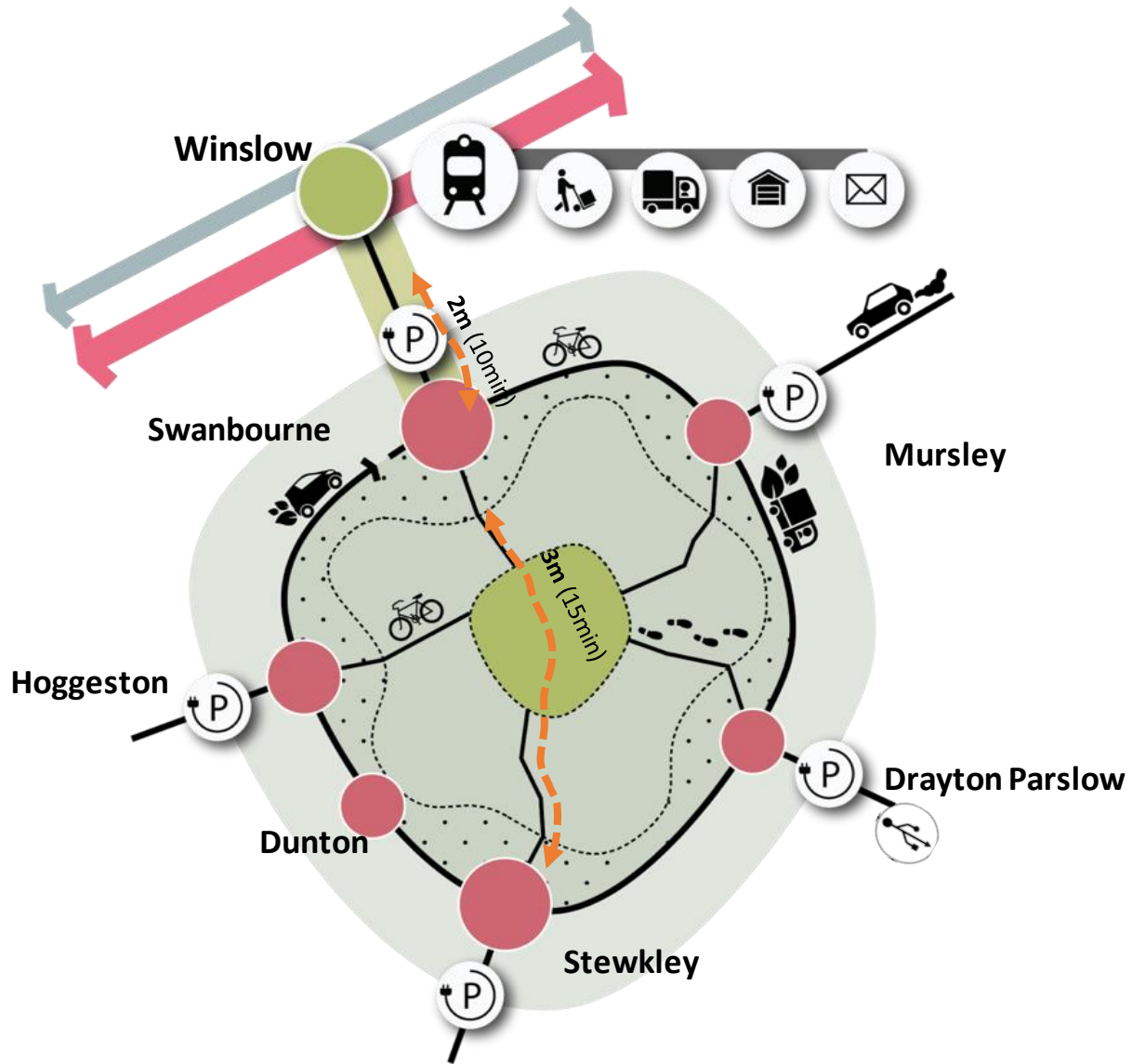


Village Cluster



A Dense Village Fringe

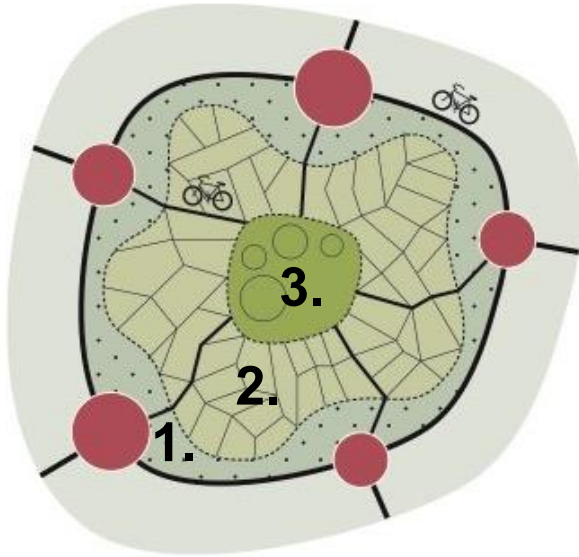
shifting gear – putting bike first



making it happen: one cluster



big back garden



1. Productive Landscape



2. Natural Landscape

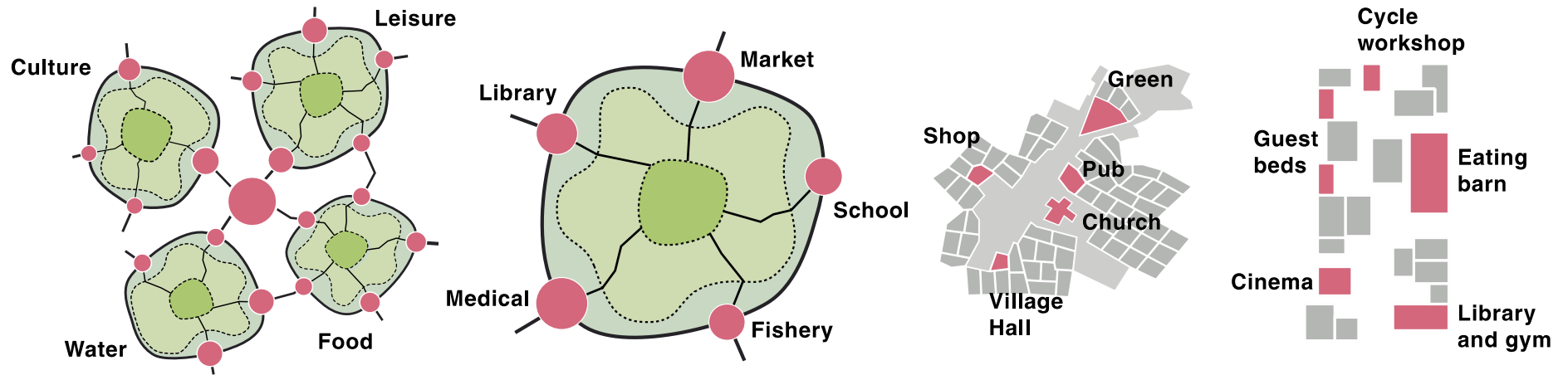


3. Active Landscape



growing communities

shared resources & diversification



scale



Study Cluster



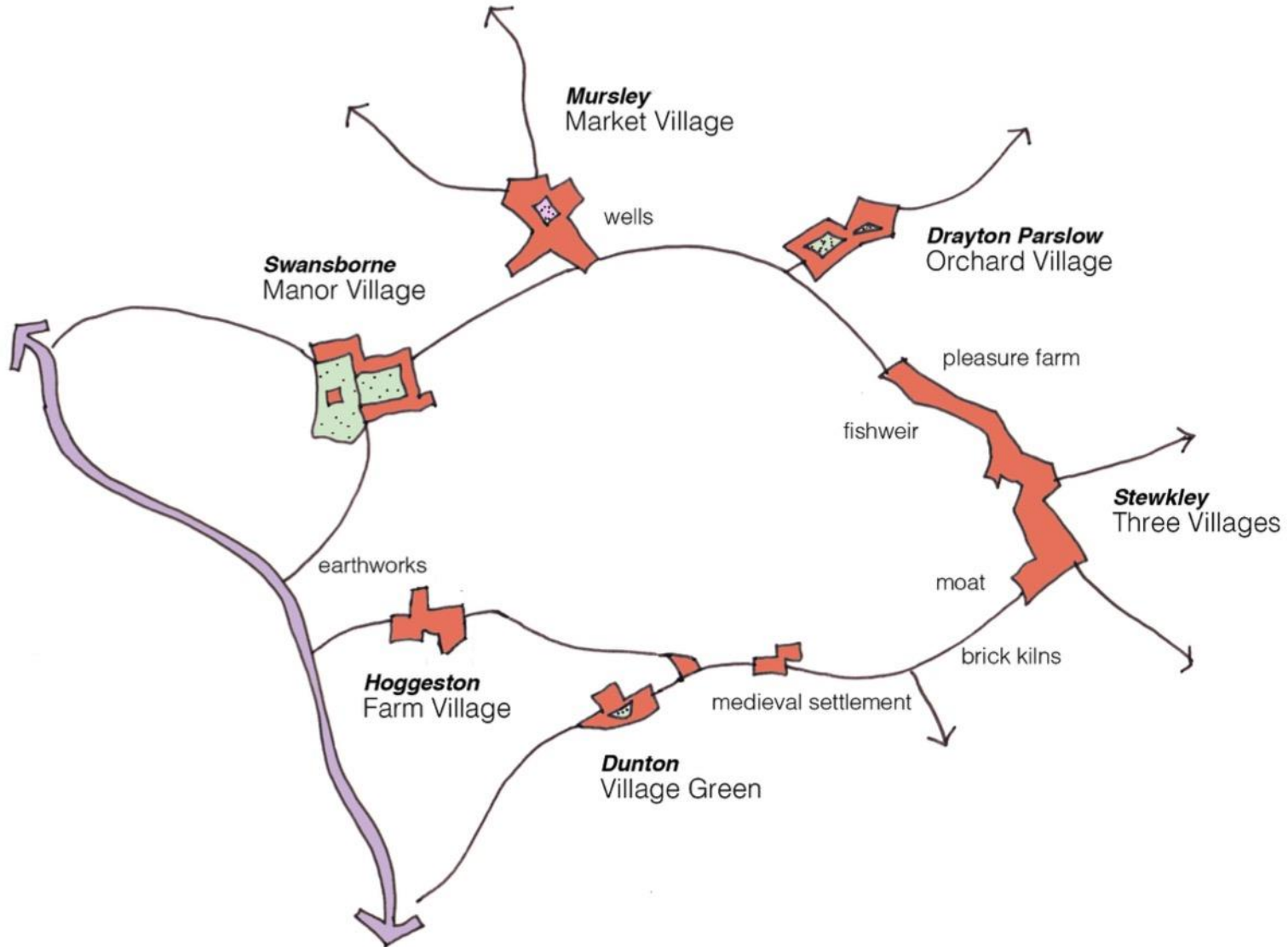
Richmond Park



our visit...



village characters



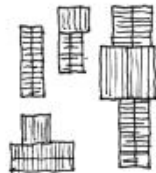
placemaking typology - analysis



1 Landmark buildings



2 Manor Farm courtyard



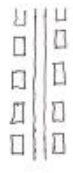
3 Farmyard cluster:
Linear & adhoc



4 Modern shed cluster



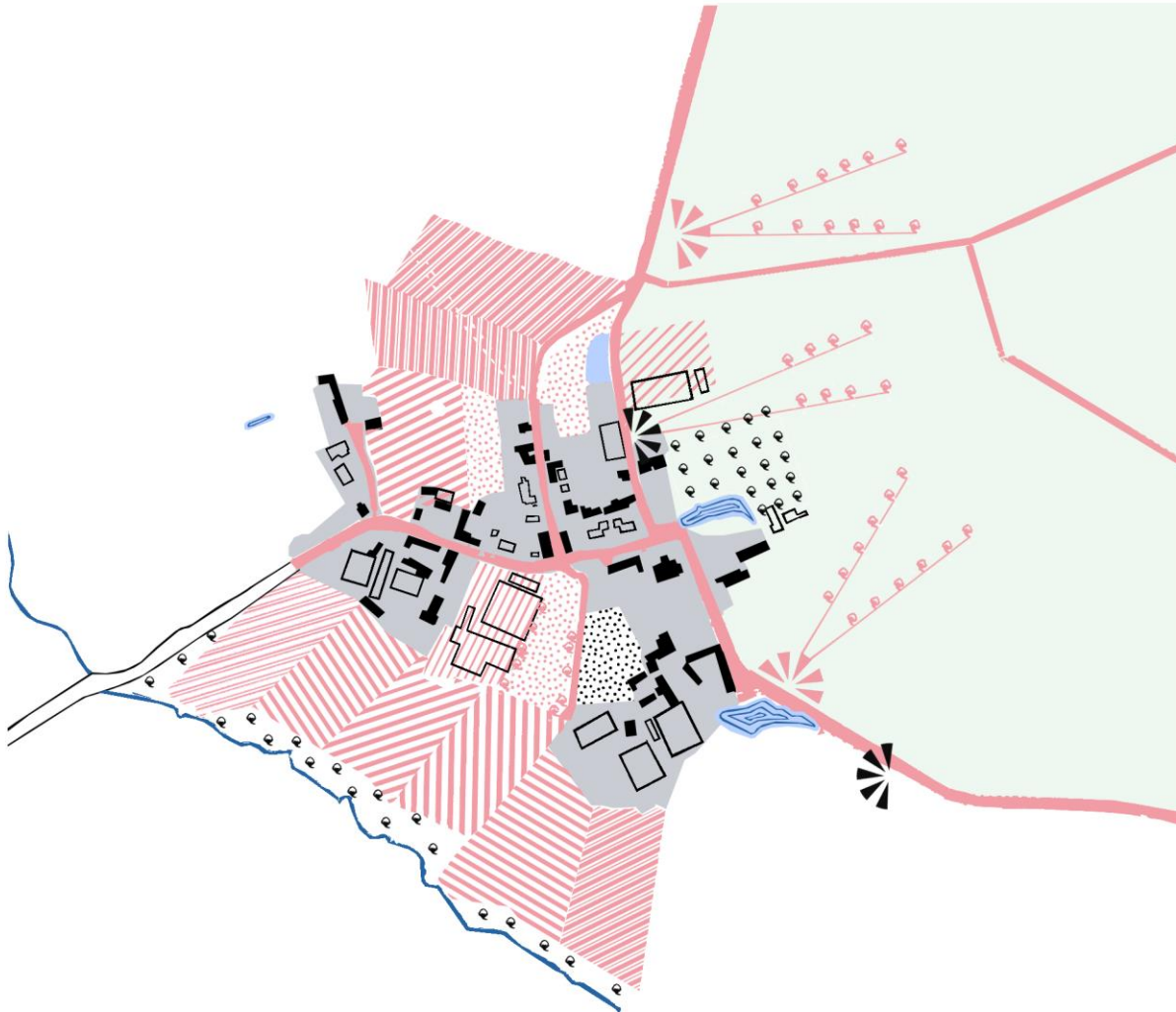
5 Low density cul-de-sac










6 Linear sprawl

how can we do this

spatial plan & design code



Existing: Preserve & Enhance

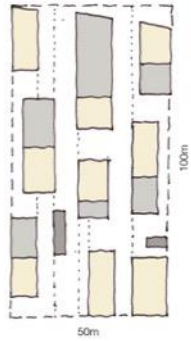
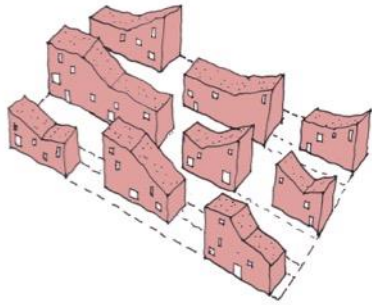
-  Landmark buildings retained
-  Existing buildings re-used
-  Historic Village Core
-  Existing Common Land + Village Green
-  Existing Trees + Woodland
-  Existing Streams + Ponds
-  Existing Key Views

New development

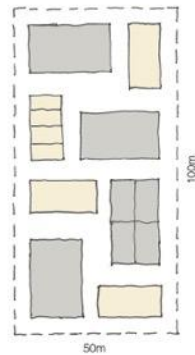
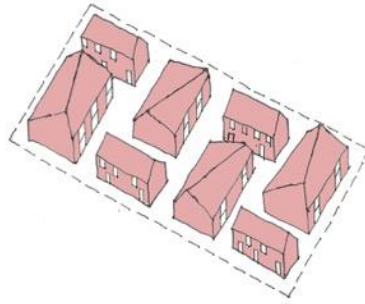
-  New Housing (Background)
-  New Housing (Foreground)
-  Community + Work Space (re-use & new)
-  New Sheds Waste + Car + Cycle Depot
-  Big Back Garden
-  New Common Land + Village Green
-  New Trees + Woodland
-  New Streams + Ponds
-  New Key Views
-  Existing routes used as cycle paths

placemaking typology - analysis

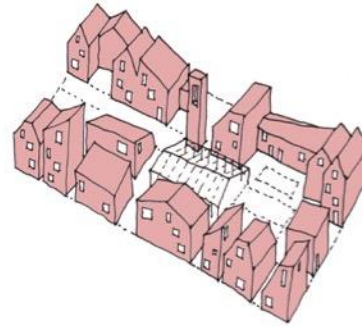
FIELD TYPOLOGY
100-108 units / hectare



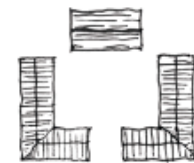
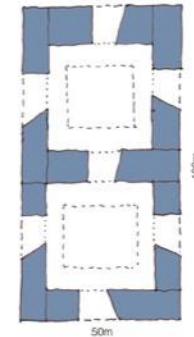
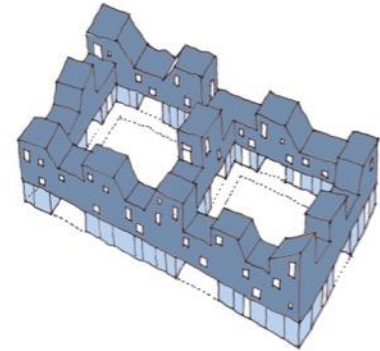
MODERN FARM TYPOLOGY
96-100 units / hectare



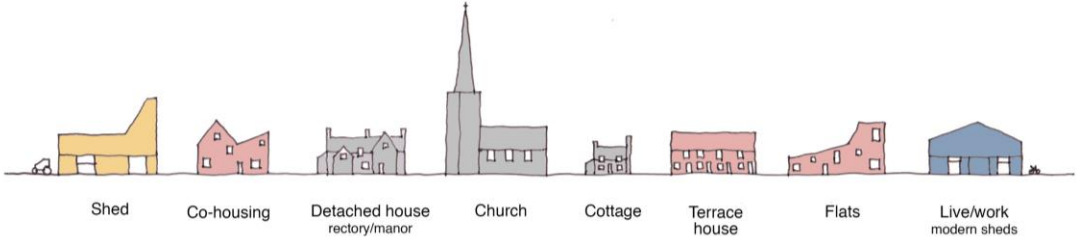
FARM TYPOLOGY
100-110 units / hectare



MANOR TYPOLOGY
live-work & community



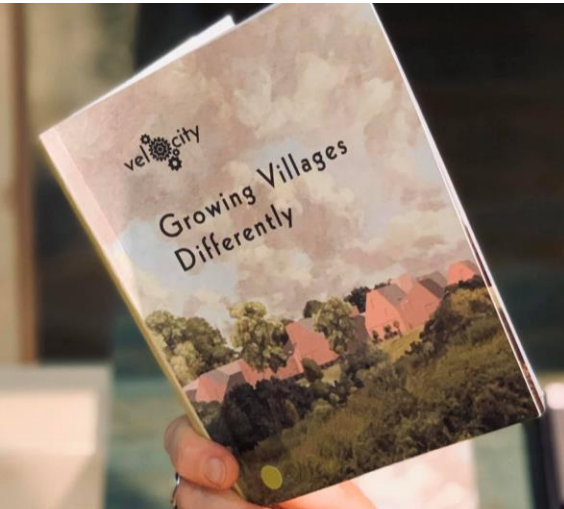
imagined village



placemaking...being there



...since winning the NIC competition



Oslo Architecture Triennale



Blenheim Estate commission CASSINGTON



William Sutton Prize



Presenting to gov. groups



Copenhagen case study visit



Building partnerships

case studies & field research



Dent, Cumbria

68dph



7 km



Poundbury, Dorset

34dph



1.1 km



Jakriborg, Sweden

95dph



0.1 km

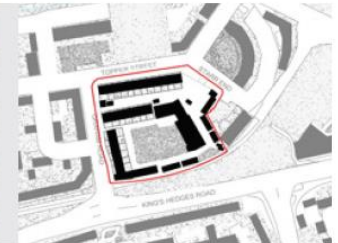


Marmalade Lane, Cambridge

42dph



2.5 km

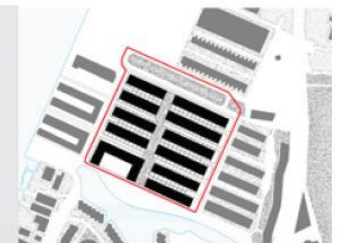


Byhusene, Copenhagen

100dph



1.5 km



velocity vision

key principles



people over cars

creating new movement networks

velocity vision

key principles

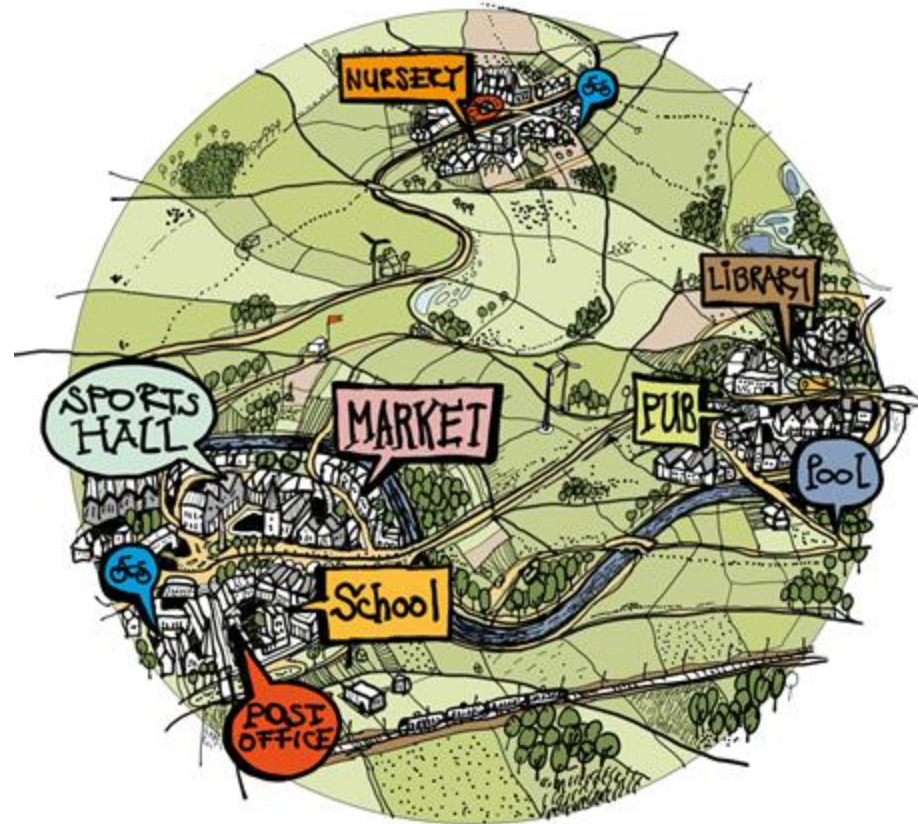


compact not sprawl

keeping the special character of our villages

velocity vision

key principles



connected not isolated

linking villages with shared resources, to benefit everyone

velocity vision

key principles



opportunity over decline

unlocking land for new places to live and work

velocity vision

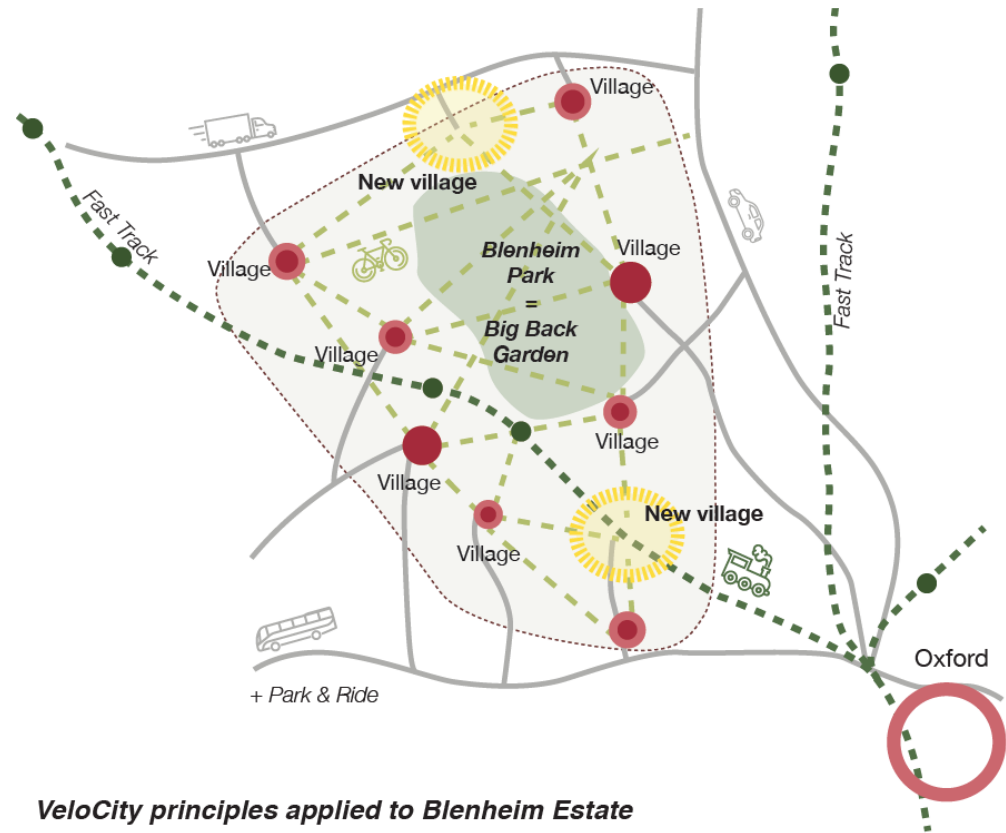
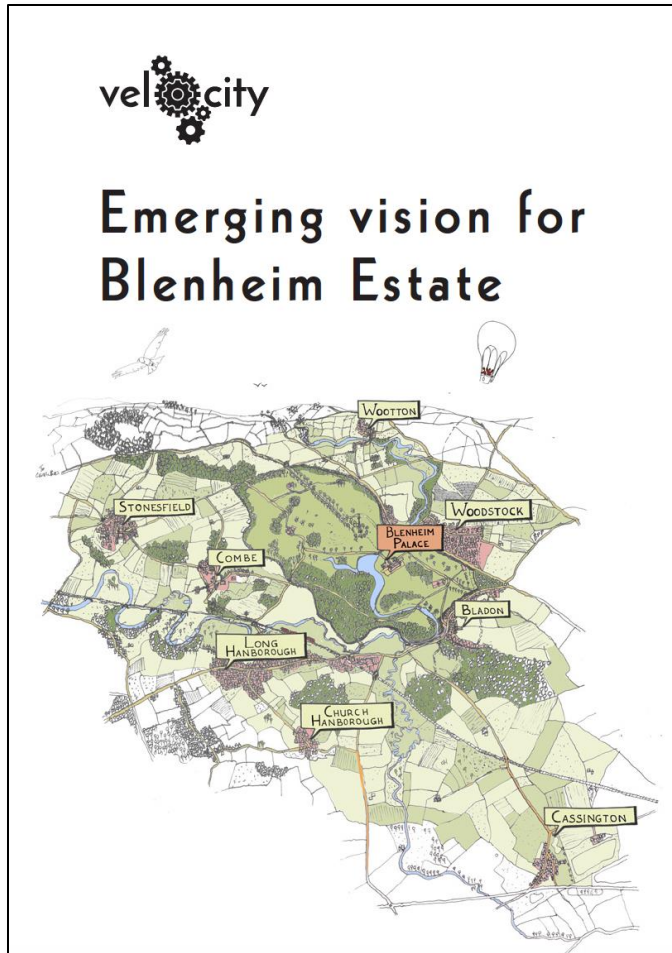
key principles



resilient not fragile

promoting sustainable environments, health and wellbeing

Green vision for Blenheim Estate applying VeloCity principles



Green vision for Blenheim Estate

supporting Blenheim's ambition to become UK's first carbon-negative land manager



Typical housing development



40% Roads + Parking

10% Pavement

27% Private Gardens

23% Building Footprint

VeloCity's alternative vision



7% Road

5% Parking

3% Pavement

14% Community Courtyard

11% Ecological Buffer

12% Community Green Space

29% Private Gardens

11% Building Footprint

Green vision for Blenheim Estate

making it happen



Daily commute

Man aged 40 works in Oxford
 Journey: Woodstock - Hanborough station
 Route types: Estate cycle path and segregated road
 Mode transport: Electric fold-up bike & train

12 min Drive time
 at peak time
 9 min Electric bike
 @ 18 mph
 13.5 min Cycle
 @ 12 mph



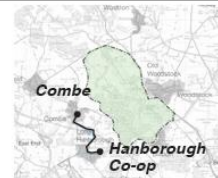
School run

Teenager living in Stonesfield
 Journey: Stonesfield - Marlborough School, Woodstock
 Route types: Estate cycle path & segregated road
 Mode transport: Electric fold-up bike



Weekly shop

Woman aged 62
 Journey: Combe - Hanborough Co-op
 Mode transport: Electric cargo bike or mobility vehicle
 Route types: Dedicated cycle road



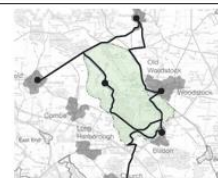
Commute with school drop off

Father and doctor lives in Church Hanborough, works in Woodstock
 Journey: Church Hanborough - Bladon Primary school - Woodstock Surgery
 Route types: Lower Rd segregated cycle route, estate cycle path & road
 Mode transport: Electric cargo bike



Family weekend

Local family living in Stonesfield. Journey: Stonesfield - visit to Park Farm community event - lunch in Woodstock - visit Granny in Wootton - then Home
 Route types: Estate cycle path, bridleway/cycle routes and segregated road
 Mode transport: Electric bicycles & cargo bikes



Kids school bus

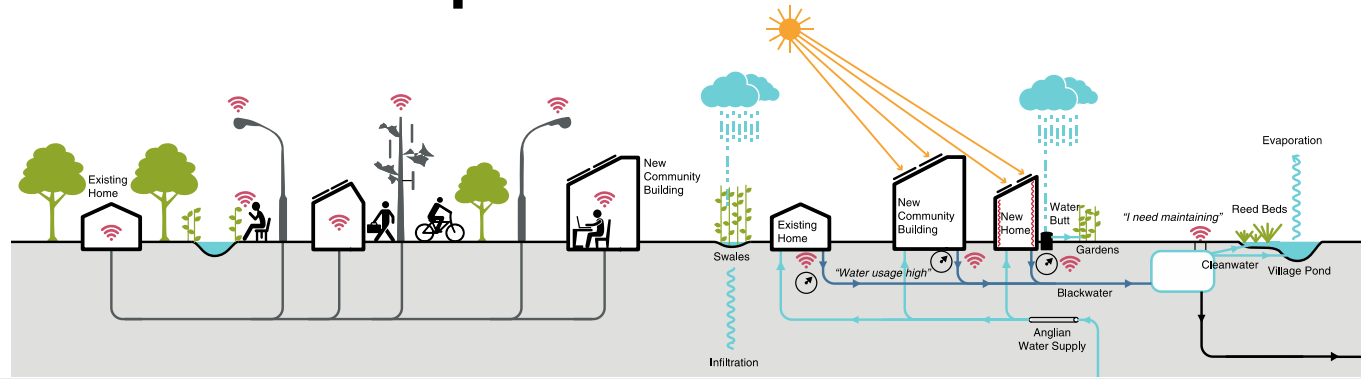
Primary school children age 4-7
 Journey: Old Woodstock to - Wootton
 Mode transport: Cycle bus
 Route type: Upgraded bridleway



scalability and wider impact

practical

- Low-cost
- Incremental



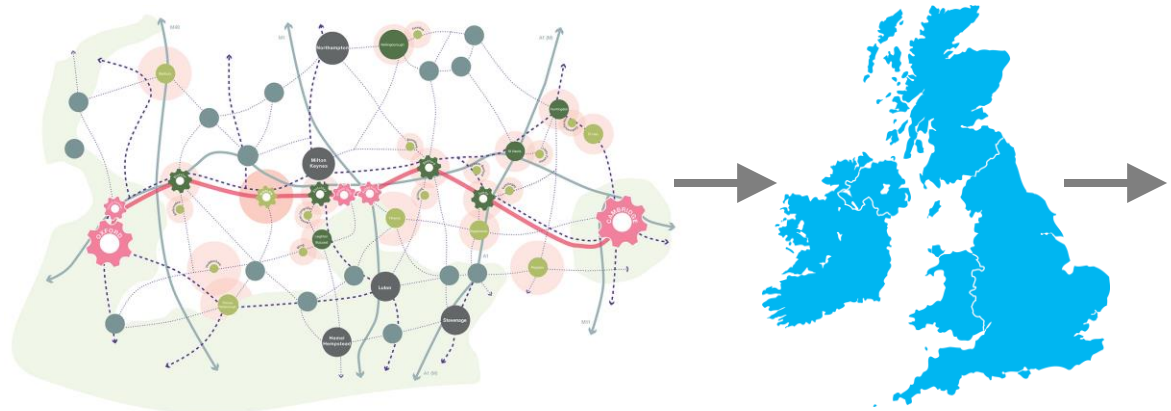
transformative

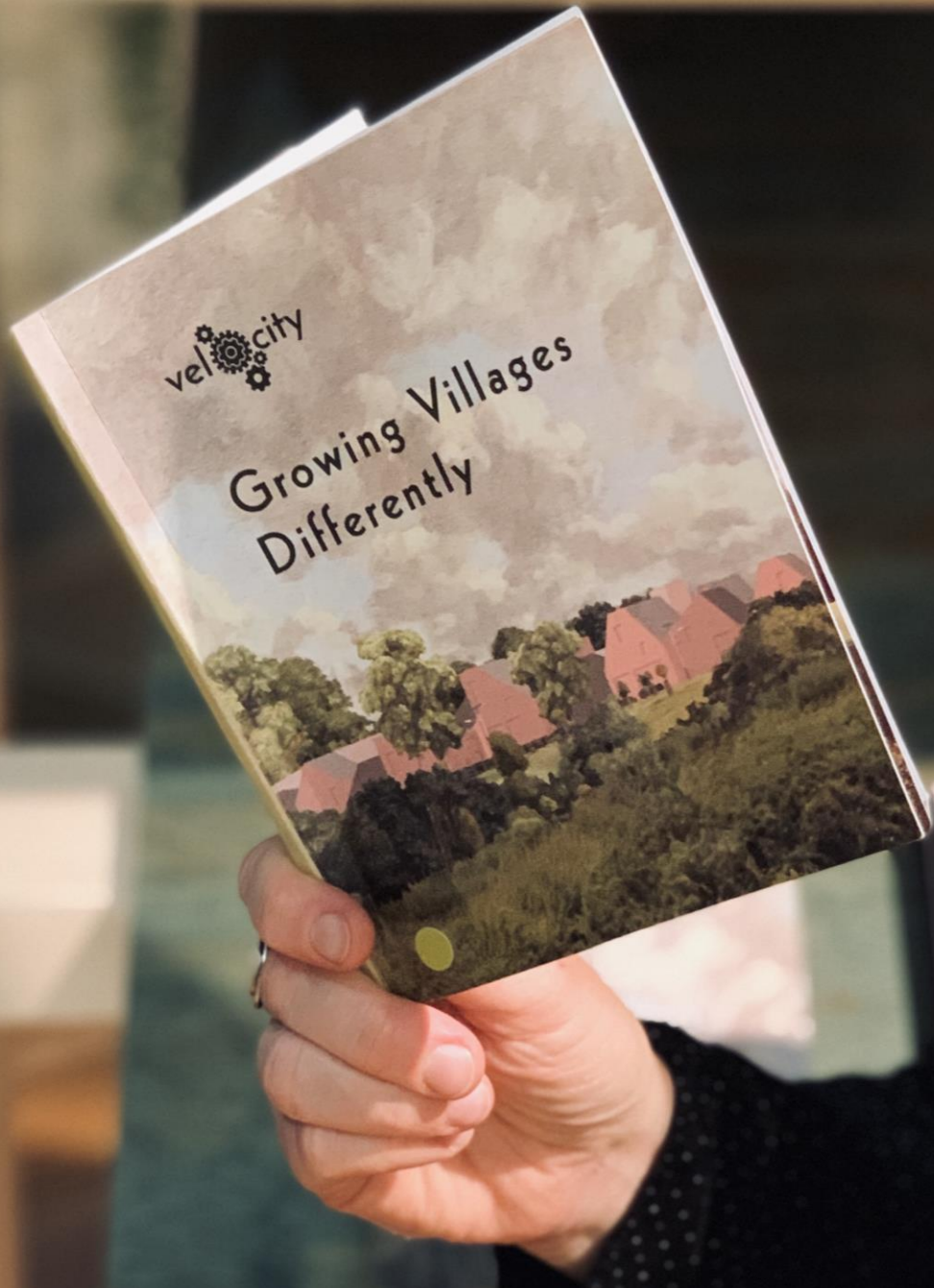
- 'Turning planning on its head'
- Real impact on people's lives



replicable

- Oxford-Cambridge corridor
- UK-wide
- World-wide





thank you!

velocityplacemaking.co.uk