

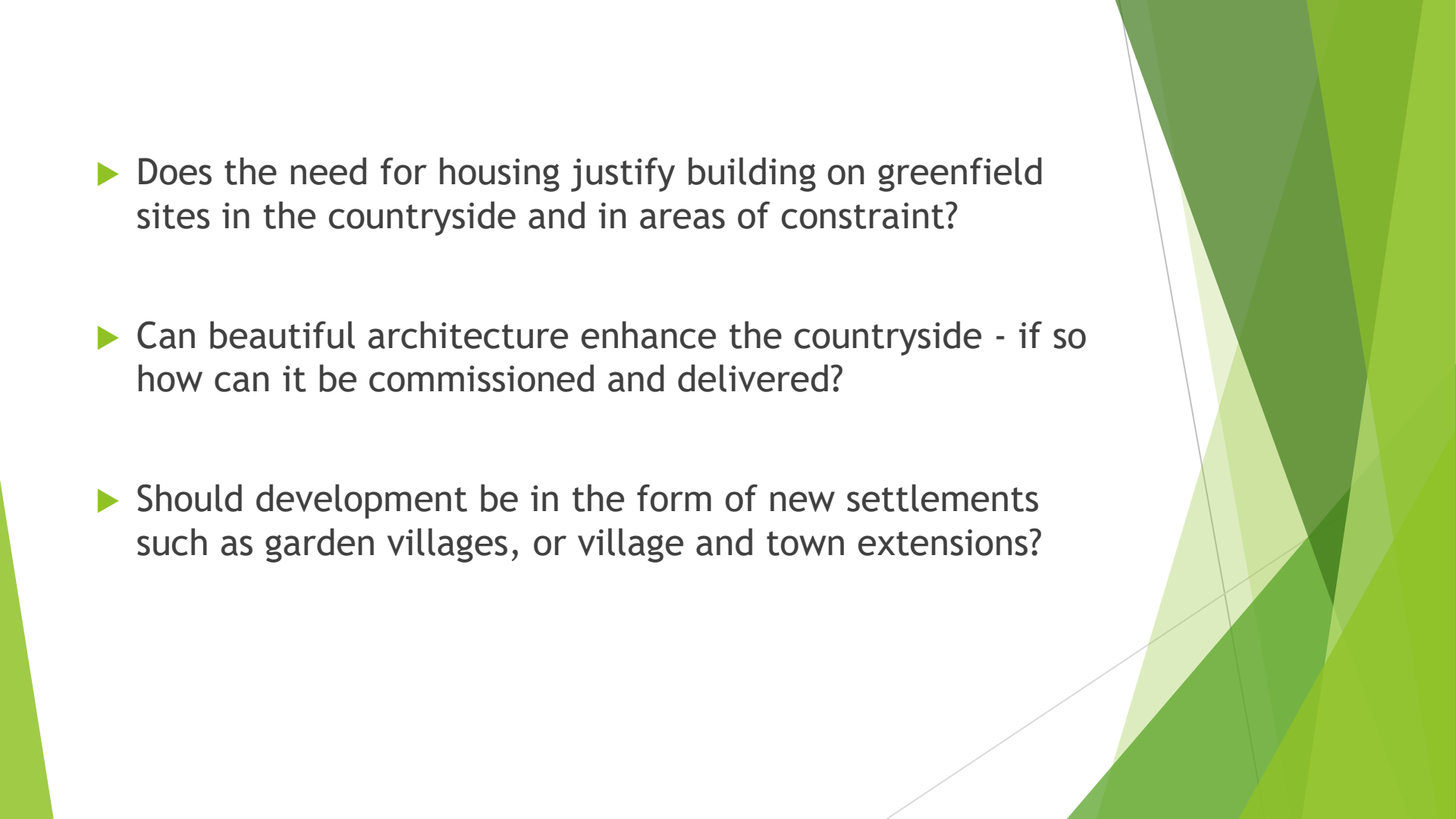
# Development in rural areas and on greenfield sites

The background of the slide features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, ranging from light lime to dark forest green. These shapes are concentrated on the right side of the slide, creating a modern, dynamic feel.

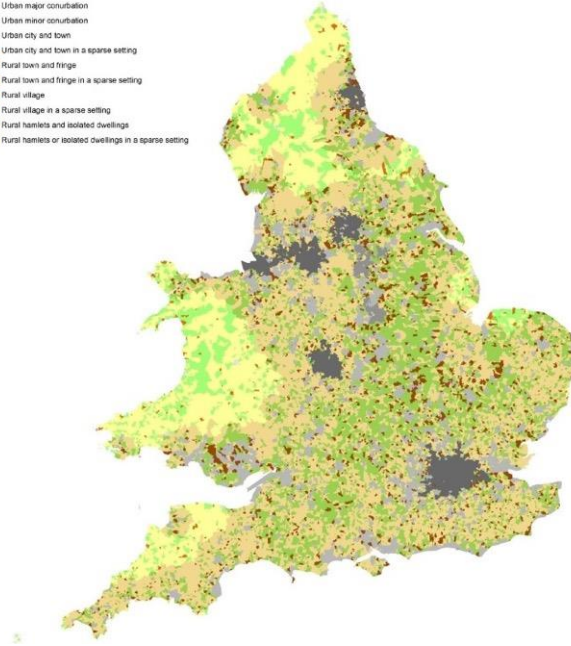
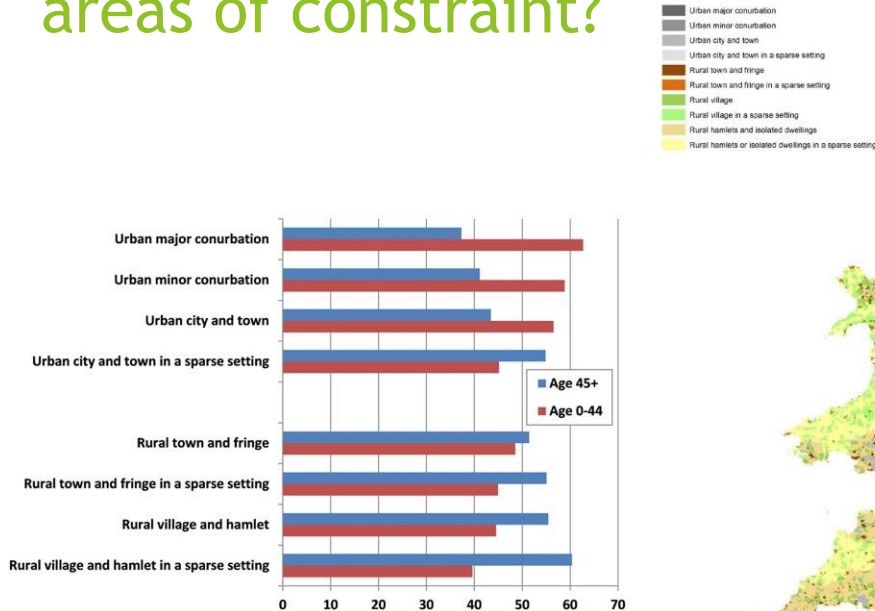
Ruth Reed PPRIBA, director, Green Planning Studio

Dave Gray, chief operating officer, HAB

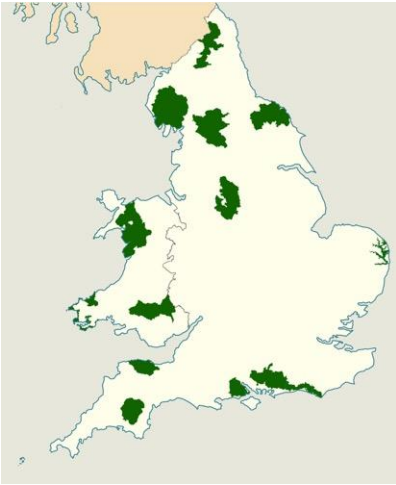
Dr Richard Simmons, chair, policy committee, CPRE

- 
- The background of the slide features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect.
- ▶ Does the need for housing justify building on greenfield sites in the countryside and in areas of constraint?
  - ▶ Can beautiful architecture enhance the countryside - if so how can it be commissioned and delivered?
  - ▶ Should development be in the form of new settlements such as garden villages, or village and town extensions?

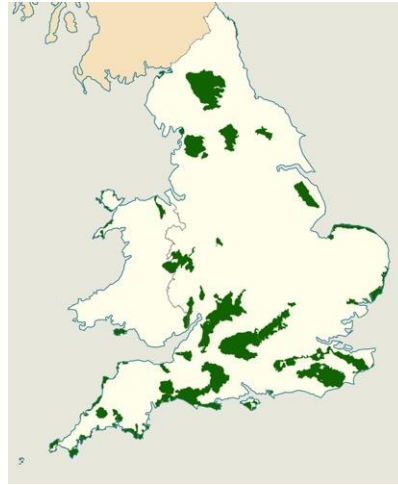
# Does the need for housing justify building on greenfield sites in the countryside and in areas of constraint?



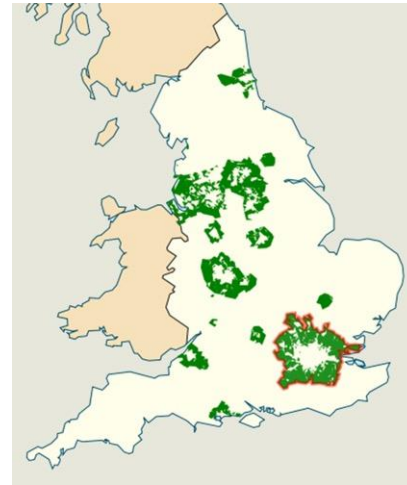
# Areas of Constraint



National  
Parks

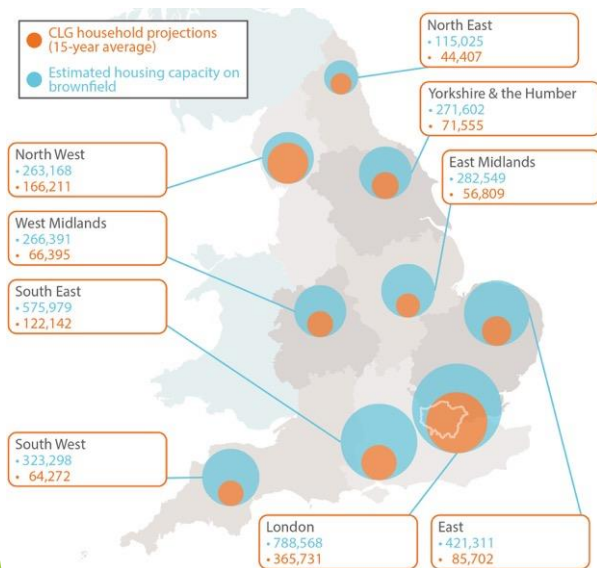


AONB



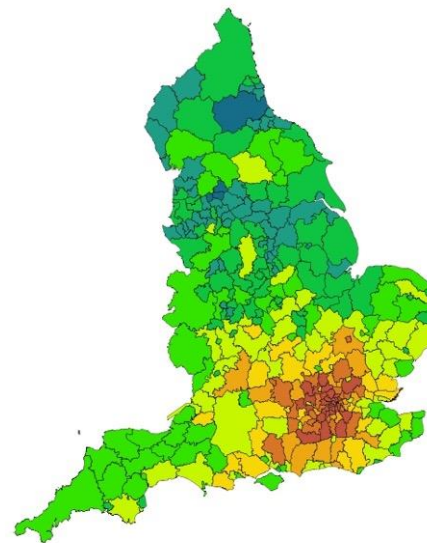
Green Belt

# Availability of brownfield land and demand for housing



## Average Prices

£,000



# Lovedon Fields - at the start





On its way





One month later

bee





Campaign to Protect  
Rural England  
Standing up for your countryside

better  
can



Better Design for Better Places  
Conference, 14 February 2019

Great Bow Yard, Langport, Somerset



# Does the need for housing justify building on countryside green field sites and areas of constraint?



Railway Lands, Radstock, Somerset  
Norton Radstock Regeneration Co. & Linden  
Homes, supported by CPRE Avonside

- It justifies proper strategic planning
- Homes in the right places, not anywhere you can finesse consent
- ‘Limited local authority control risks ill-suited developments’ (NAO 2019)
- Brownfield First
  - Room for at least 1.1 million homes (2018)
  - 720,000 in Green Belt authorities (2018)
- Areas of constraint have strategic functions. They are not just land awaiting development, yet:
  - 5x increase in AONB housing consents since 2012
- Greenfield is not delivering:
  - 2006-7 1490 Ha. for 168k homes
  - 2016-17 5960 Ha. for 148k homes
  - 78% of new Green Belt homes not ‘affordable’
- Committee on Climate Change calls for fundamental reform in land use management: ‘Incremental changes cannot deliver climate goals’ (2018)

Can beautiful architecture enhance the countryside - if so how can it be commissioned and delivered?



# Developer-led schemes



Lovedon Fields, Kings Worthy, Hants  
HAB  
John Pardey Architects



Fortescue Fields, Norton St Philip, Somerset  
Bloor Homes for Lochailort Investments Ltd  
Adam Architecture



# Public-sector led schemes

**Carrowbreck Meadow, Hellesdon, Norwich**  
Broadland Growth Ltd  
Hamson Barron Smith



**The Beckers, Crawley Down, Sussex**  
Hastoe Housing Association  
PCKO now AHR





# SuDS, Space, Bins & Bikes





- PV & MVHR
- Permeable boundaries & ecology buffer
- Footpath



# Can beautiful architecture enhance the countryside - commissioning and delivery



St. Mary, South Dalton, Yorkshire Wolds



Caring Wood, Kent

- Self-evidently, yes
- But we must demand great place-making as well as beautiful architecture
- We already know how to do this:
  - Planning authority staff with the right skills
  - Trained councilors
  - Community engagement
  - Design guides/quality charters (e.g. Kent; Cambs.)
  - Planning briefs
  - Developers who are good clients for the community as well as for home buyers
  - Architects/landscape architects/urban designers employed for the life of the project
  - Development frameworks/masterplans/design codes
  - Design review
  - End-to-end design focus in development management
  - Traffic engineers and S.106 tamed
- Raynsford Review - local authorities as ‘master-developers’?



# Should development be in the form of new settlements such as garden villages, or village and town extensions?

EXAMINING PERCEPTIONS OF NEW DEVELOPMENT - The survey of English councillors

- ▶ *The definition of countryside is interesting- there is potential to develop a small number of homes in every village to replace tied or ex council homes that have been sold on the open market.*
- ▶ *I support the creation of whole new communities (garden villages) as these take away the pain of too much expansion in rural villages with few facilities.*

# EXAMINING PERCEPTIONS OF NEW DEVELOPMENT

## - The survey of English councillors

- ▶ *'Local need' is different from local demand. Local need is housing for local people. Local demand shows that however many houses you build in rural Devon, there will always be a demand by those thinking they are 'going to live in the country' rather than the truth of the matter which is they are going to live in urban sprawl. There seems to be endless 'demand' for new housing in Devon from those living north of that area.*
- ▶ *Countryside developments should be minimal and only to meet local need. They should not be for affluent second homes or for commuters who disturb the infrastructure of the area and cause the area to become a commuter village or town.*
- ▶ *Without some development in the countryside, families cannot grow there, schools close and countryside settlement become ghettos for retired folk from the cities. Affordable 2, 3 and 4 bed homes are needed for families. Appropriate housing for the elderly to enable them to stay in their own homes is also needed, and to downsize and release bigger properties for families.*

# Development in areas of constraint



**Green Belt**  
**Birtle Brook**, Bury, Lancashire  
Pinnacle Living  
CJ Partnership

**National Park**  
**Broadgate Gardens**, Grasmere, Cumbria  
Impact Housing  
Croft Goode Architects



Firenze/Florence and Atlanta freeway interchange at same scale



*Credit: Steve Mouzon*

# New settlements e.g. garden villages, or village and town extensions?



Peters Village  
Wouldham  
Kent

- We need a strategically planned sequential approach:
  1. Brownfield first
  2. Urban and suburban densification (it's greener)
  3. Homes people in existing rural communities can afford
  4. Urban extensions that don't conflict with essential rural protections
  5. New settlements
- But in all cases, holistic, well-planned, accessible, sensitively designed, triple bottom line sustainable, affordable communities, not distant, random, car-driven housing estates for the wealthy