



CRANBROOK

MASTER PLANNING WORKSHOP

Report back from 13 & 14 July 2015

CONTENTS

Introduction	3	Master Plan Group 4	26
Background	5	Master Plan Group 5	28
Purpose and Process	6	Master Plan Group 6	30
The workshop - Day 1	7	The workshop - Day 2	33
Presentation: Walkable Neighbourhoods	8	The Walkabout - The surrounding context	34
Technical Group - What is 'Sustainable' Cranbrook	9	Technical Group - What is 'Green' Cranbrook	35
Workshop - Sustainability	10	Workshop: Character and Influence	36
Presentation: Placemaking at Cranbrook	12	Presentation: Masterplans from Day 1	37
Presentation: Building a Connected Town	15	Q & A SESSION - Issues arising for discussion	38
Technical Group - What is 'Connected' Cranbrook	16	SUMMARY - The next steps	39
Workshop - Integration and Transport	18	Appendix 1 Digitised representation of group workshop	
Workshop - Disposition of Uses	19	Appendix 2 Walkable Neighbourhoods	
Master Plan Group 1	20	Appendix 3 The Value of Placemaking	
Master Plan Group 2	22	Appendix 4 The importance of connections	
Master Plan Group 3	24	Appendix 5 Landcape Character	
		Appendix 6 Masterplans from Day 1	

INTRODUCTION

The vision for the new town called Cranbrook has evolved over many years, and the first phase of delivery is nearly complete.

Residents are providing positive feedback, in addition to emerging thoughts on how Cranbrook could grow further and improve its credentials as a great place to live.

Following a review of housing requirements in the District, it has been determined that Cranbrook is a location that should provide additional housing.

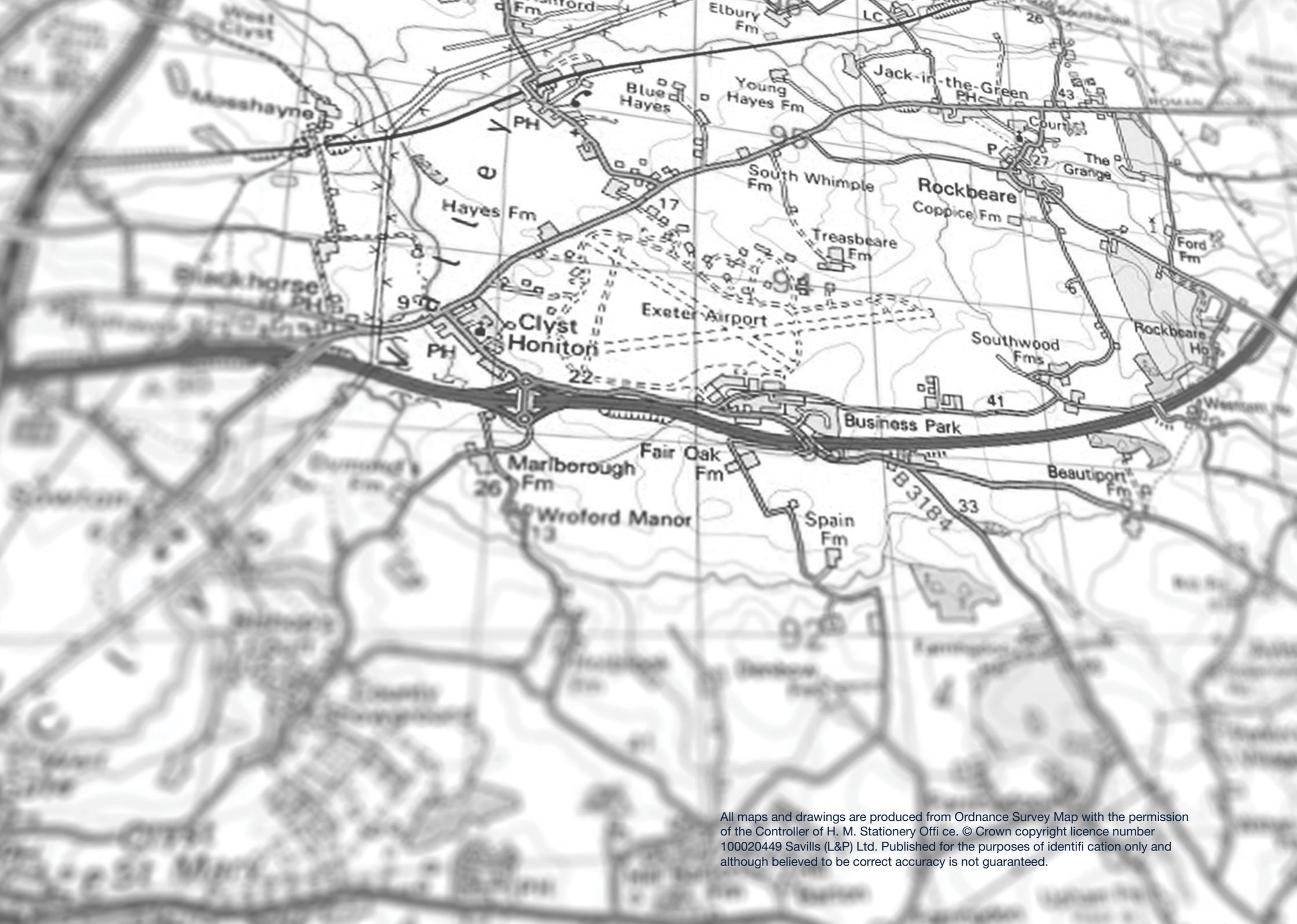
In order to understand how Cranbrook might grow, and what the capacity of the town might be, the Council is running a series of technical studies and consultation events, including two workshops. These will inform the 'Cranbrook Masterplan', a document that will help to define what Cranbrook is to become. The first workshop was conducted over two days and considered: -

Day 1: Cranbrook's character and identity; and

Day 2: The potential extent of growth at Cranbrook.

A further workshop will be convened in September that examines more of the themes of how Cranbrook may grow in the future.

This report provides a summary of the first of these workshops.



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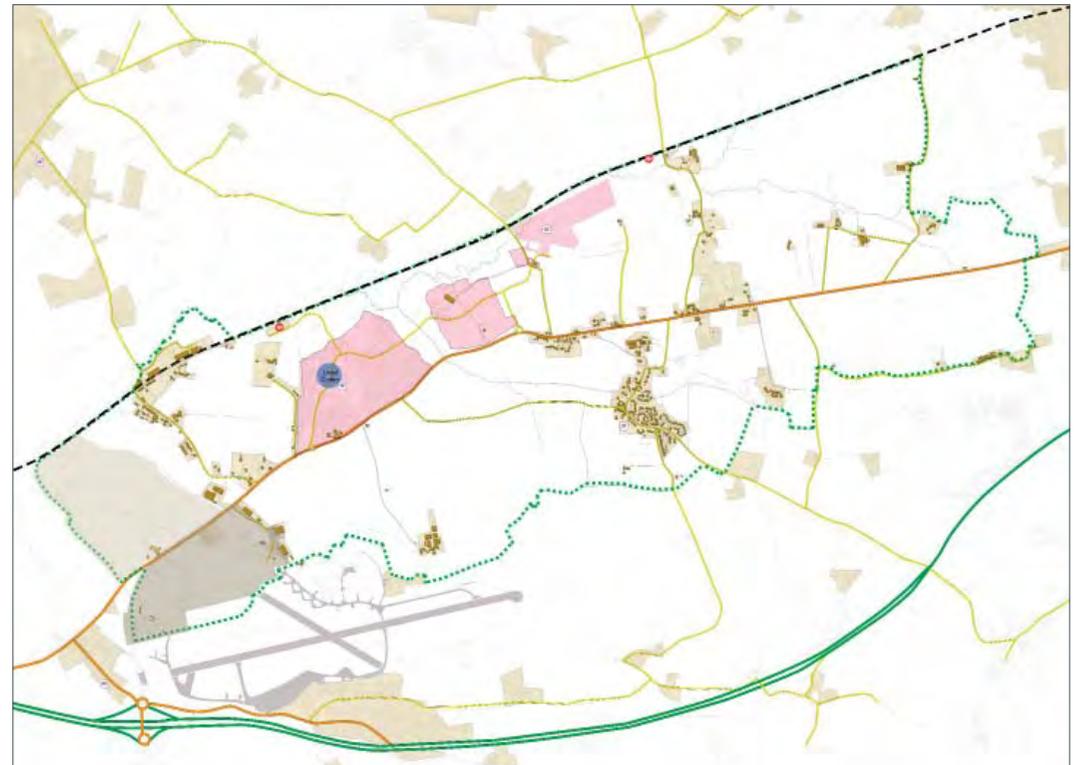
BACKGROUND

There are a number of planning applications that have already been made in relation to the early phases of Cranbrook, and the wider masterplan. A Vision for Cranbrook was produced in 2010 as part of the Strategic Design Guidance that was approved by the Council as part of the existing planning permission and which sets out broad strategies for the development of the town. The Vision now needs to be reviewed in light of the need to expand the town, and lessons learned from the early phases of development, feedback from residents and emerging new information.

Parts of Cranbrook are already fixed. Detailed consent has been granted for a number of phases, and there is an outline consent for a total of 3,500 homes. The expansion of Cranbrook provides an opportunity to review the growth of the town in light of the parts that have already been completed.

The starting point for the workshops and for the new masterplan is shown opposite, which shows detailed planning consents to be implemented.

Also shown is the Council's 'masterplan boundary' – the functional setting in which Cranbrook could be expanded.



Baseline masterplan showing the extent of the area under consideration and the areas of existing consent



Masterplan boundary



Detailed planning consented areas

PURPOSE/PROCESS

Participants were briefed on the masterplan process: and the purpose of the initial workshop.

The outcomes from the first workshop will be used to inform the masterplan work, in particular in relation to:-

- The extent and location of growth of the town
- Strategic open space provision
- The structure of the expanding town;

how the town functions in the wider setting of East Devon and Devon as a whole;

how the parts of Cranbrook link together to form a coherent town;

how the town connects its wider movement and employment networks;

how the town sits in the landscape; and

the function of the various parts of the town.

There will be additional consultations in relation to the masterplan proposals, including further discussions with District and County technical officers, prior to the production of the masterplan for Cranbrook

THE WORKSHOP - DAY 1

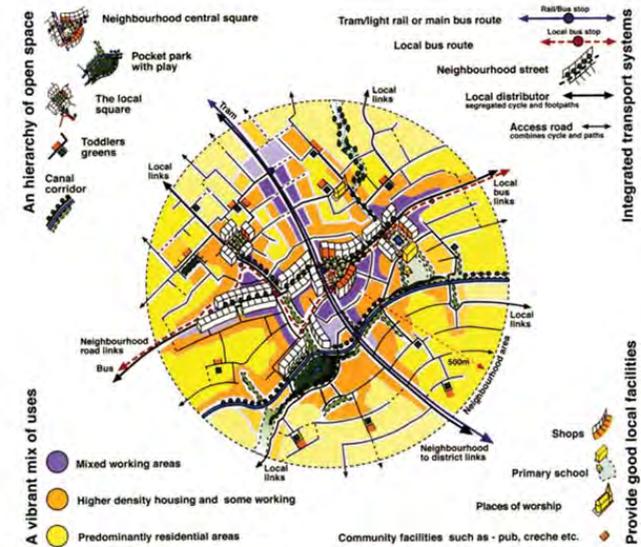
The workshop was facilitated by Savills and Cabe on behalf of East Devon District Council. The programme and agenda for the day was issued in advance along with a briefing paper to all invitees and followed the following structure:

10.15am	Walkable neighbourhoods - A strategic approach to sustainable placemaking
10.30am	Technical Group - Energy + Climate Change Focus: Strategic Principles <i>What is sustainable Cranbrook?</i>
10.45am	Table based workshop - SUSTAINABILITY
11.30am	Group feedback
12.10am	Placemaking at Cranbrook
12.25pm	Building a connected town
12.45pm	Lunch
1.15pm	Technical Group - Transport Focus: Strategic Principles <i>What is 'Connected' Cranbrook</i>
1:50pm	Table based workshop - BUILDING A CONNECTED TOWN - Part 1 <i>Integration and transport</i>
3:20pm	Table based workshop - BUILDING A CONNECTED TOWN - Part 2 <i>Disposition of land uses</i>
4:00pm	Group feedback
4:30pm	Summary - What happens next?
4:45pm	Close

PRESENTATION : WALKABLE NEIGHBOURHOODS

To begin the workshop process a short introductory presentation was given on *Walkable Neighbourhoods* which identified an understanding of what is meant by the term, what the component parts and how these can be delivered, using a variety of examples of best practice. The intention was to fire the imagination of those attending and give a background to the design process that would be undertaken in the afternoon table-based workshops.

A full copy of the presentation can be found in Appendix 2 at the rear of this document.



TECHNICAL GROUP: STRATEGIC PRINCIPLES

What is 'Sustainable' Cranbrook?

There was a short presentation by a representative on behalf of the Technical Group highlighting issues that could be considered in the discussions during the workshop, these are outlined below:

Topics raised by the Technical Group

- Design of urban areas in relation to solar gain and overheating
- Extension of District Heating system
- Use of water within urban areas
- Potential for PV panels or solar thermal panels
- Potential for ground source heating
- Minimising carbon impacts through reducing travel by private vehicles
- Potential to include key requirements in an energy strategy
- Tree planting

WORKSHOP: SUSTAINABILITY

The principles of Sustainable Development

The Vision for Cranbrook agreed as part of the 2010 Design Guide stated that Cranbrook would embrace the principles of sustainable development, set around the following categories: inclusive communities; future proofing; enterprise and education; place making; transport and movement; building performance; site infrastructure; and construction impacts. These can now be reviewed as Cranbrook expands, as necessary.



The town has already done much to embrace energy efficiency, including the provision of a District Heating system. But should Cranbrook be more than this?

Further opportunities will also exist, some of which are free, and some which will be a development cost, and may need to be offset against other benefits.

Following a table based discussion around the technical group work on Energy and Climate Change, focused around strategic Principles and the question *What is sustainable Cranbrook?*

The following items were raised by one or more participants as issues of potential significance during the group feedback session:

Energy generation

- District heating: not necessary to have ground source
- Increase biomass use
- Where would biomass come from?
- Energy from within Cranbrook boundary
- Continuation of the District Heating System

Energy Saving

- Water saving – is it necessary?
- Option for Photovoltaic panels on house purchase / commercial premises (net feed in to grid?)
- Optimise layouts for sunlight, overheating, shade
- Use of shade integral to the design of buildings
- Opportunities for sustainable food, allotments, growing spaces, community orchards
- Photovoltaic panels an optional extra

Economy

- Diversity and choice: homes, jobs
- Delivery of housing: self build

- Opportunities for new employment as homes are built
- Maximise employment locally: live and work; small business start ups
- Also consider surrounding employment
- Strong, unique economic offer needed to attract people to Cranbrook from other areas
- Need for workspace, build on success of the community centre - live work viable?
- Town centre connected to old A30
- Sustainable = ability to endure: commercial viability / vibrant heart to town
- Relationship to wider economy to be considered: business start up opportunities

Transport

- Rail or bus promotion: walking priority
- Provision of early infrastructure: in place
- Permeable materials (streets)
- Footpaths / links delivered concurrently with development
- Provision for car is required: priority - less car dominant
- Smaller car parks on MLR for housing and business
- Good facilities that are accessible to all including all modes of transport
- Tension between cars and residential environment / shared streets needs to be resolved
- Wider access provision, footpaths linked to surrounding green spaces and settlements
- Consider connectivity to coast: by car
- Car ownership levels
- Provision for car, but cultural shift to be possible = choices made easier
- Health chances at Cranbrook: walking, cycling, access to public transport
- More active streets without car domination of environment
- Good walking and cycle links to the rail station needed
- Parking fees could be used to control car use

- Mechanism for the control of the rail car park?
- Encourage safe attractive cycling and walking to encourage modal shift – soft separation
- Storage / parking for cycles super-easy in housing, Cranbrook, employment areas to encourage use
- A desirable place for surrounding villages, including provision for vehicle trips

Miscellaneous

- Use trees where appropriate - cheap
- Open space delivery / management
- Existing SUDS performing well
- GI co-incident with floodplains / country park: holistic provision
- Balance between private and public green space: a town centre that can breathe
- Buildings designed for comfort and security
- Start as you mean to go on
- Education early on regarding access
- Consider mixed use spaces
- Consider rate of growth and phasing of requirements
- A family pub is required
- Cutting edge already: image to respond to this
- Accessibility of country park during flood events to be considered and resolved
- Connectivity of open spaces needs addressing
- Concern over loss of hedgerows: holistic approach
- Consider now what will draw people to Cranbrook in 20 years time
- What is the impression of Cranbrook now?
- More importantly how do we want it to be considered?
- Demographics, mix of dwellings, affordable provision
- Consider prevention of crime through design: passive overlooking of public spaces
- Provision of life-time town, birth to old age

PRESENTATION : PLACEMAKING AT CRANBROOK

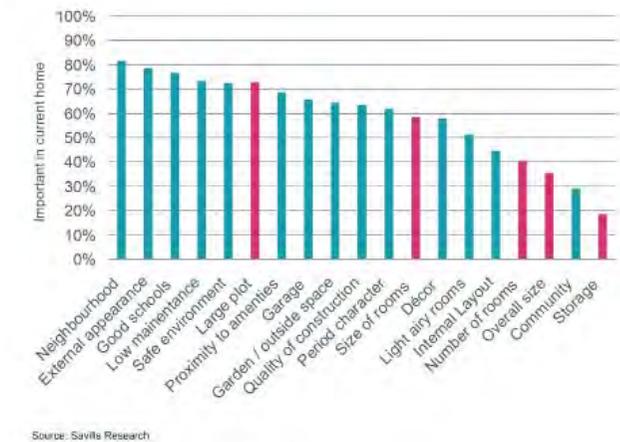
To focus attention on the value of placemaking this presentation used research conducted by Savills to demonstrate some of the deliverable benefits.

- Residents value neighbourhood most. The form of housing in itself is not considered so important. The formation of neighbourhoods is key to extracting value from a scheme. Proximity to schools, facilities and amenities is also of high importance.
- We know from existing research that investment in place can lead to an enhancement in value. What is investment in place? Our definitions include requirements for a variety of facilities, integrated throughout a place.
- Comparison of existing villages with 'standard' urban extensions.
- Cranbrook has a head start: train station, Younghayes, school already open, secondary school under construction etc.
- We need to build on this provision of facilities and diversify.
- But what is the end product, what is Cranbrook?

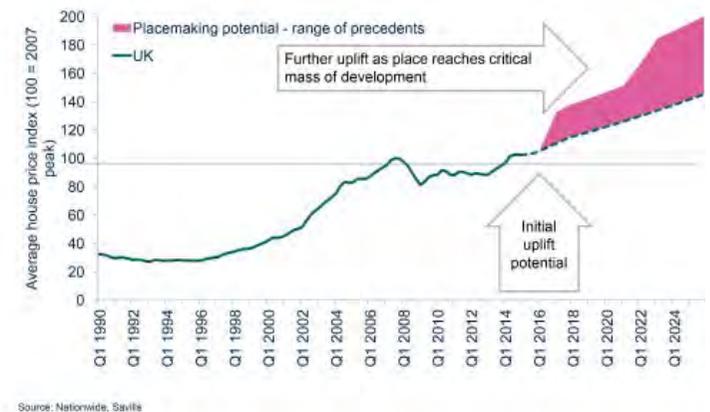
There was a demonstrations on how incorporating placemaking into a development can achieve higher values.

- Various new towns / extensions were examined in relation to existing, illustrating a range of uplifts (20-40%) can be achieved depending on the circumstances.

What residents value



Placemaking potential



The results of Savills Research, commissioned as part of the master planning process was presented:

Looking at values over time, a range of precedents were examined to see what might be achieved.

Material was delivered that demonstrated the potential for uplift in house prices over time if placemaking potential is achieved.

It was shown that often, this seems to be initially when key infrastructure is put in place, with further uplift as a critical mass is reached. These points have either already been reached or could soon be reached in Cranbrook. If placemaking potential can be achieved as Cranbrook expands, values in Cranbrook will remain strong.

Modelled scenarios were presented whereby for each scenario a cash flow model was run with:

- The size, mix and % of affordable according to the S106 agreement
- The relevant sales values
- A variation in the infrastructure costs
- A variation in the timing of the infrastructure spend
- A variation in the sales rates assumptions

This resulted in:

- IRR (Internal Rate of Return - rate of growth a project is expected to return)
- NPV (Net Present Value, total incoming minus outgoing cash-flows calculated at today's value)

Summary – scenarios for Cranbrook

	Evidence	Value chosen
Best case	Precedents show premium of up to 35% above local market but capped at the top end of local market	20% increase on current prices being achieved bringing Cranbrook in line with the highest parts of Exeter
Mediocre		0% change on current prices being achieved on site
Worst case	At Cambourne there is a 43% discount to a strong local market (Cambridge). Cambridge is an exceptionally strong market and Exeter performs more in line with the regional average. Cambourne has lost 12% against the regional average since 2005.	15% decrease on current prices being achieved (unlike Cambourne, Cranbrook does not have the advantage of an exceptionally strong market nearby)

Results

	Best Case Scenario	Mediocre Scenario	Worst Case Scenario
Infrastructure cost per home	£22,000	£20,000	£18,000
Day one infrastructure spend	High (18%)	Medium (10%)	Low (7%)
Peak infrastructure spend	2016-17	2018-19	2020-21
Sales rate	Increased sales rates following early infrastructure spend	Local authority housing trajectory	Subdued sales rates due to delay in infrastructure provision
IRR	45%	32%	36%
NPV	£60m	£15m	£10m

It was outlined that an Economic Development Strategy for Cranbrook has been completed, which produced a vision of the expanded town as an 'Enterprise Town'.

- Cranbrook is not expected to reach the potential of a full market town because of surrounding uses.
- The vision is that 'Enterprise is our business', Cranbrook as a lively, enterprising town with a clear identity and strong links with surrounding areas.
- Employment opportunities that support surrounding businesses, or are based on local enterprise. Internet start-ups, technical companies, supporting businesses, creative skills.

Part of that work envisaged a business ladder that could result in the provision of work pods, leading to a box park, prior to the emergence of shared office spaces and fully fledged employment units. However it was pointed out that not all of the town might be related to innovative business use.

A cultural study is also underway by Gingko who are leading on this part of the Cranbrook Plan. This will, in time, also inform what Cranbrook will become. But what the research indicates is that there are key placemaking criteria that could result in increased values in Cranbrook.

Value is important: the financial value of a scheme we know is also an indicator for the social value given to a place by residents, and it echoes the environmental value of a place. The financial value is therefore imperative in recognising the three strands of sustainability.

A full copy of the presentation can be found in Appendix 3 at the rear of this document.



Key placemaking principles

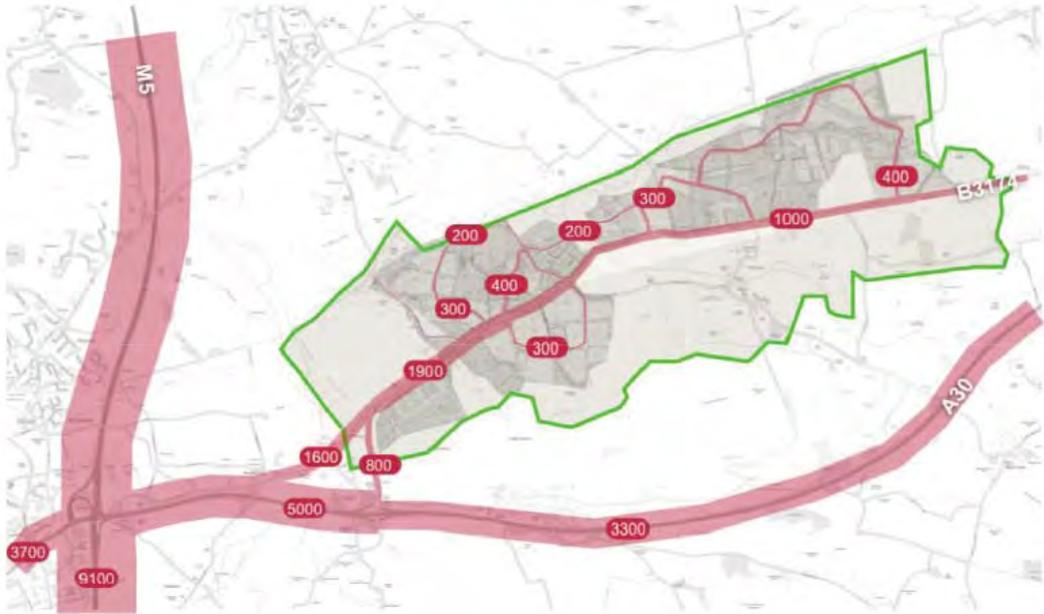
1. Clear identity, which gives residents a sense of place and belonging
2. Good mix of uses within easy reach
3. Mix of housing types including flats
4. Variety of open spaces including public squares and green spaces
5. A permeable layout allowing easy access on foot and by bicycle
6. Neighbourhood areas with access to local facilities

PRESENTATION : BUILDING A CONNECTED TOWN

Following on from Placemaking, Urban Engineering Studio delivered a short presentation on their research and findings which included scenario testing 'seamless journeys' for a range of residents of Cranbrook.

A full copy of their presentation can be found in Appendix 4 at the rear of this document.

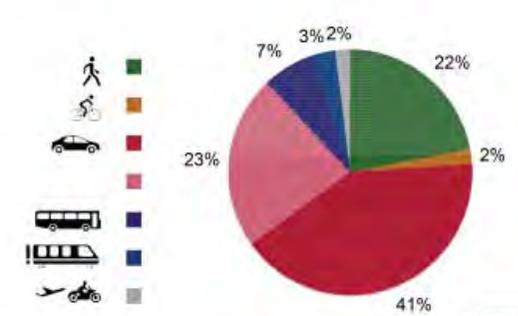
Traffic - Anticipated peak 2-way vehicle flows



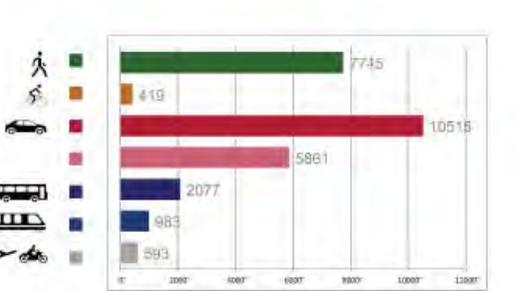
Why do we travel?



How do we chose to travel?



Cranbrook - 10000 people - Total movement stages per day



TECHNICAL GROUP: STRATEGIC PRINCIPLES

What is 'Connected' Cranbrook?

There was a short presentation by a representative on behalf of the Technical Group highlighting issues that could be considered in discussions during the workshop, these are outlined below:

Topics raised by the Technical Group

- Good connections and inward travel for town centre success
- Self-containment needed / road network capacity
- Poor north-south connections
- Good walking connections to Clyst Valley and National Trust
- Town centre needs through traffic
- Road capacity
- Links to the airport might be commercially beneficial
- Rail may not be an answer to peak capacity
- Buses require direct routes to drive demand

Feed back from participants of the workshop was captured and summarised below

- Cranbrook should be a destination:
Shopping; Restaurants; Leisure and Education
- Employment – creates the market
- What creates (or the potential for) critical mass:
Science Park - connections?
Airport - connections?
- Cranbrook needs to be a place to do business
- What creates an attractive place?
- There is a transformation happening – a modal shift- forced by capacity of town centres, shift in car ownership, different ownership model.
- The car no longer gives you sole connectivity, the www and good wi-fi connectivity does
- Appropriate cycle storage in homes
- Night time activity: hotels, restaurants, access
- Car free zones
- Minimum population for a car club?
- The Devon Car Club and co-cars.co.uk – your local car club would like to start in Cranbrook
- Bus service – Devon buses are unsustainable Bus fares are expensive/equivalent to train fares



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WORKSHOP: INTEGRATION AND TRANSPORT

Building a connected town part 1

Following the presentation a table based workshop took place, focused around a large scale base plan which identified all the key identified and understood constraints and the existing development. The principle aim being to develop a strategic movement network based around town, local and neighbourhood centres located and modelled on best practice using provided overlays that define walkable and cycle distances. The loose 'rules' were highlighted before the discussions and are outlined below:



Connected Neighbourhoods

- Make as many Neighbourhoods, village or town centres, as you think are appropriate
- Link them with roads / routes that are as direct as possible
- Think about where they connect to and commercial viability
- Consider floodplain, overhead cables, and contours
- Reflect on what the character of the villages might be

KEY TO WORKSHOP GRAPHICS



TOWN CENTRE



LOCAL CENTRE



PRIMARY ROUTE



SECONDARY ROUTE

WORKSHOP: DISPOSITION OF USES

Building a connected town part 2

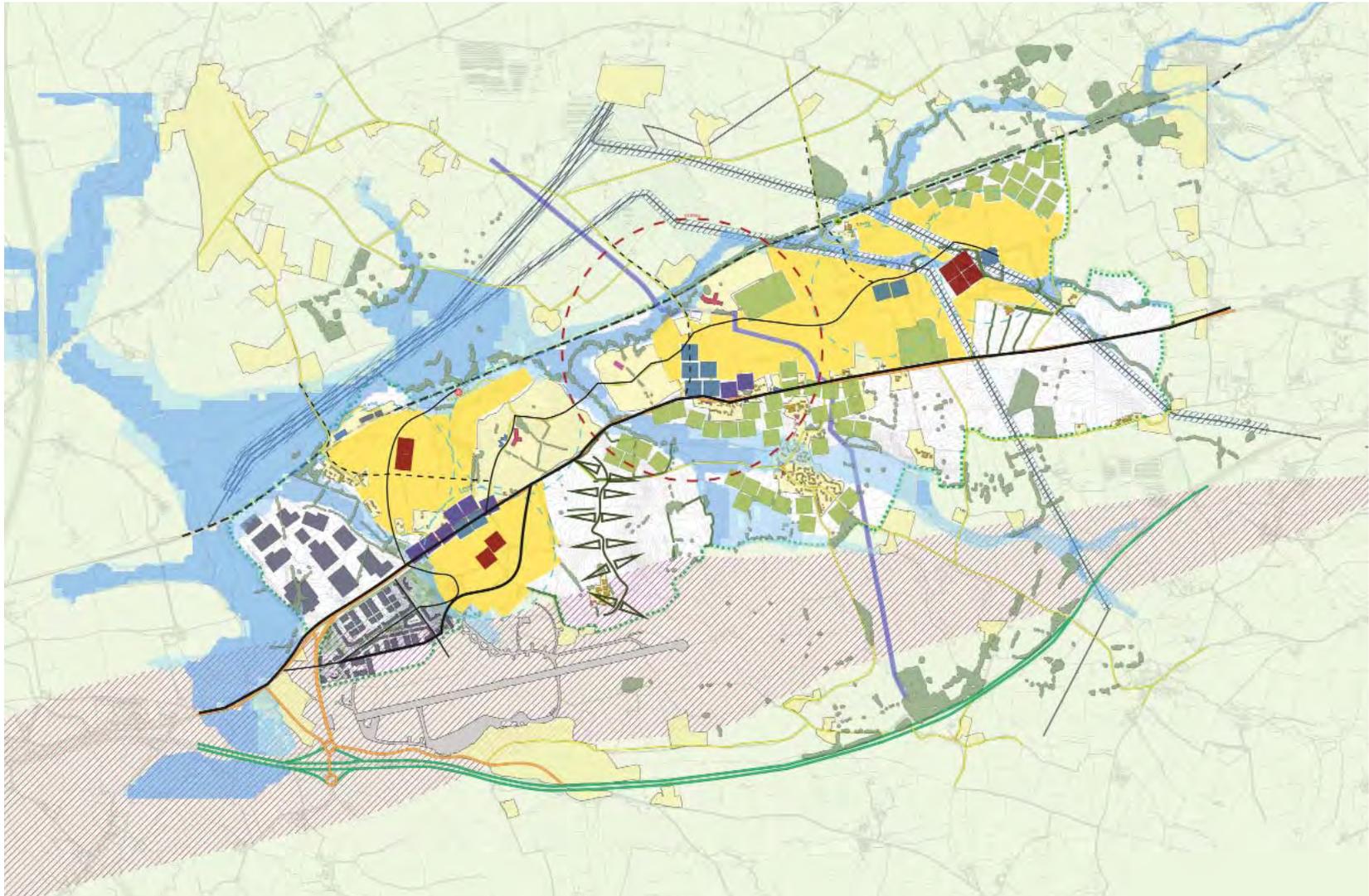
Following part 1 each table produced a base overlay identifying the strategic movement structure and the location of centres, be they town, local or neighbourhood. As part 1 the tables were issued with a loose set of 'rules' with which to assign the extent of and disposition of land uses, as outlined below:

Cranbrook Masterplan

- There are a number of tiles of different types
- Each tile represents 1 hectare of land (100m x 100m)
- All of the tiles need to be used
- Primary schools need to be in easy reach of residents in all areas
- 8 employment squares should be in neighbourhood centres
- The remaining employment could be office, warehousing or industrial uses
- Open spaces could be natural open space, allotments, parks or more formal pitches
- There are two 'sports hub' tiles that need to be located on relatively flat ground if possible
- Consider grouping tiles together into neighbourhoods that reflect their character



MASTER PLAN **GROUP 1**



digitised representation of the workshop masterplan

DESIGN PRINCIPLES

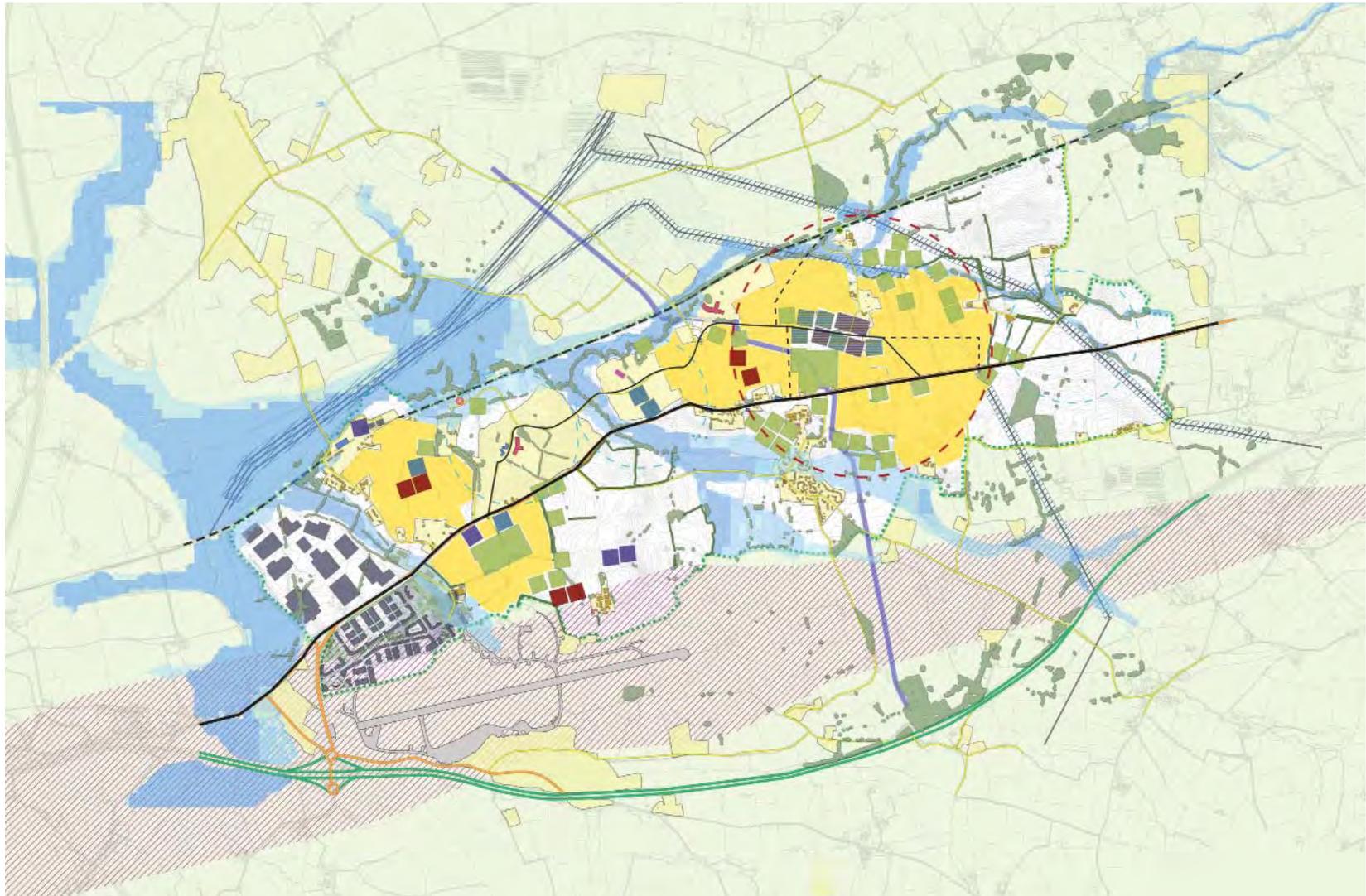
GROUP 1

- Employment neighbourhood to west along the former A30
- Commercial centre linked to the employment centre
- Central retail and community town centre on London Road with higher densities
- Series of linked villages to the east around a central education hub
- Large 'protective' green open space provision around Rockbeare
- Additional residential development proposed to the north of existing - fronting the railway station

WORKSHOP FEEDBACK

- All of the tiles were used stacked to indicate higher density
- Landscape to the east 'determined by electricity cables'
- North - South green link under pylons could become much more strategic
- Pylons coincide with floodplain used for green corridor
- Housing from the east could relocate to south, west of the ridgeline
- West to east link from Skypark to villages with main link road
- Southern area very close to the airport – noise information needed on engine testing
- Potential air quality issue (odour) in relation to airport
- Need to allow airport freedom to operate without unreasonable constraint
- Consideration for future noise as well as existing
- Potential to develop over east of the ridge in the southern area
- North-eastern area is more sensitive on the hill
- Good (clear) urban v rural distribution
- Two centres could compete; might be more commercial located together

MASTER PLAN **GROUP 2**



digitised representation of the workshop masterplan

DESIGN PRINCIPLES

GROUP 2

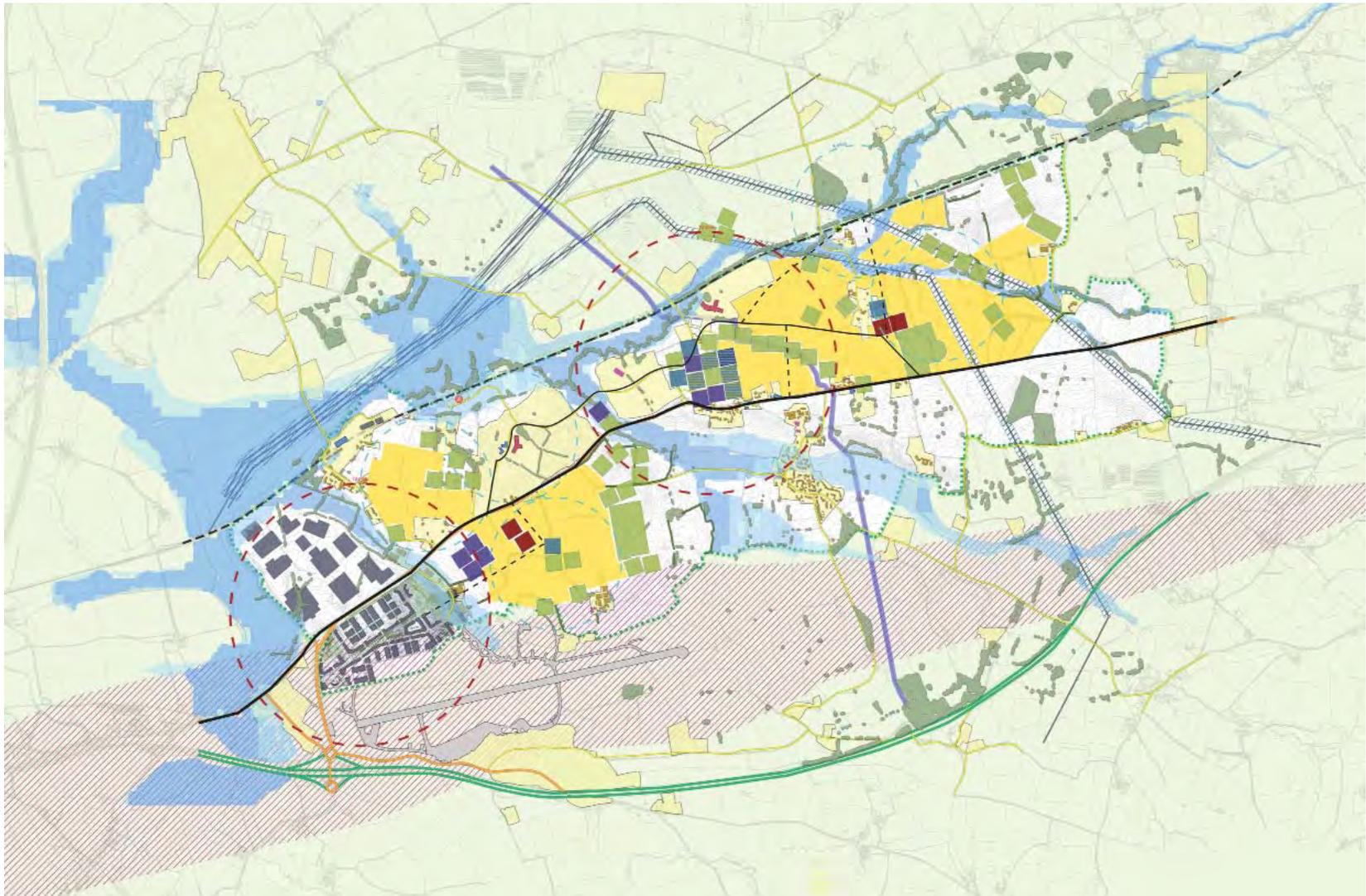
- One main centre at geographical heart of the town
- Series of smaller linked villages / local centres on primary street
- Green links joining rail stations along green corridors
- Low density development to the east with significant development to the south of the old A30

NOTE: Not all the tiles were used - particularly the green infrastructure and residential use

WORKSHOP FEEDBACK

- All of the tiles were used stacked to indicate higher density
- School too close to airport – noise?
- Housing in airport noise zone?
- Landscape setting of north east ‘village’
- ‘Repair’ A30 south of central neighbourhood
- Review Tenterton?
- Farm traffic / heavy traffic through Cranford Lane

MASTER PLAN **GROUP 3**



digitised representation of the workshop masterplan

DESIGN PRINCIPLES

GROUP 3

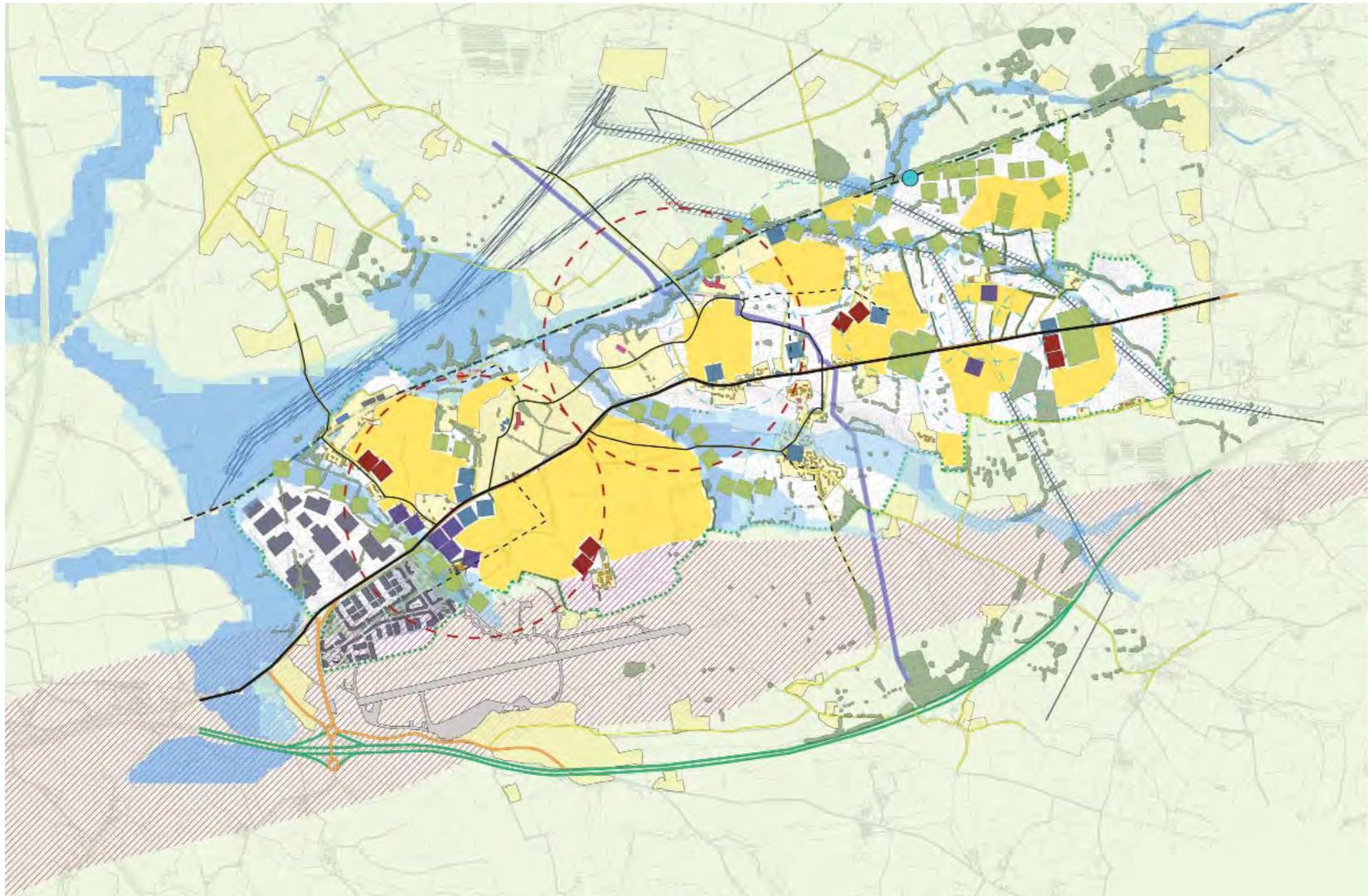
- **Mixed use, higher density centre at geographical heart of the town**
- **Linked 'employment' villages to west**
- **Strong green infrastructure to the east of the southern expansion area**

NOTE: Not all the tiles were used - in particular the residential use

WORKSHOP FEEDBACK

- More housing required: at eastern edge?
- Second train station could have community associated with it
- Rich town centre: slightly larger footprint than existing – with little residential surrounding
- Understanding of appropriate level of retail needed
- Multi-use town centre could include extra care / health & wellbeing / leisure
- Procurement model for town centre needs consideration
- How is distinctiveness achieved
- Should town centre be associated along a street, or a larger block
- What does town centre look like / character
- Is A30 unnatural boundary to town – should be strategic transport route
- Potential to develop south of A30 on eastern edge?
- Distinctiveness from District Heating
- Need to be braver in use of development on escarpments / slopes?
- Potential to develop north of railway, particularly to east?
- Consider southern edge to A30

MASTER PLAN **GROUP 4**



digitised representation of the workshop masterplan

DESIGN PRINCIPLES

GROUP 4

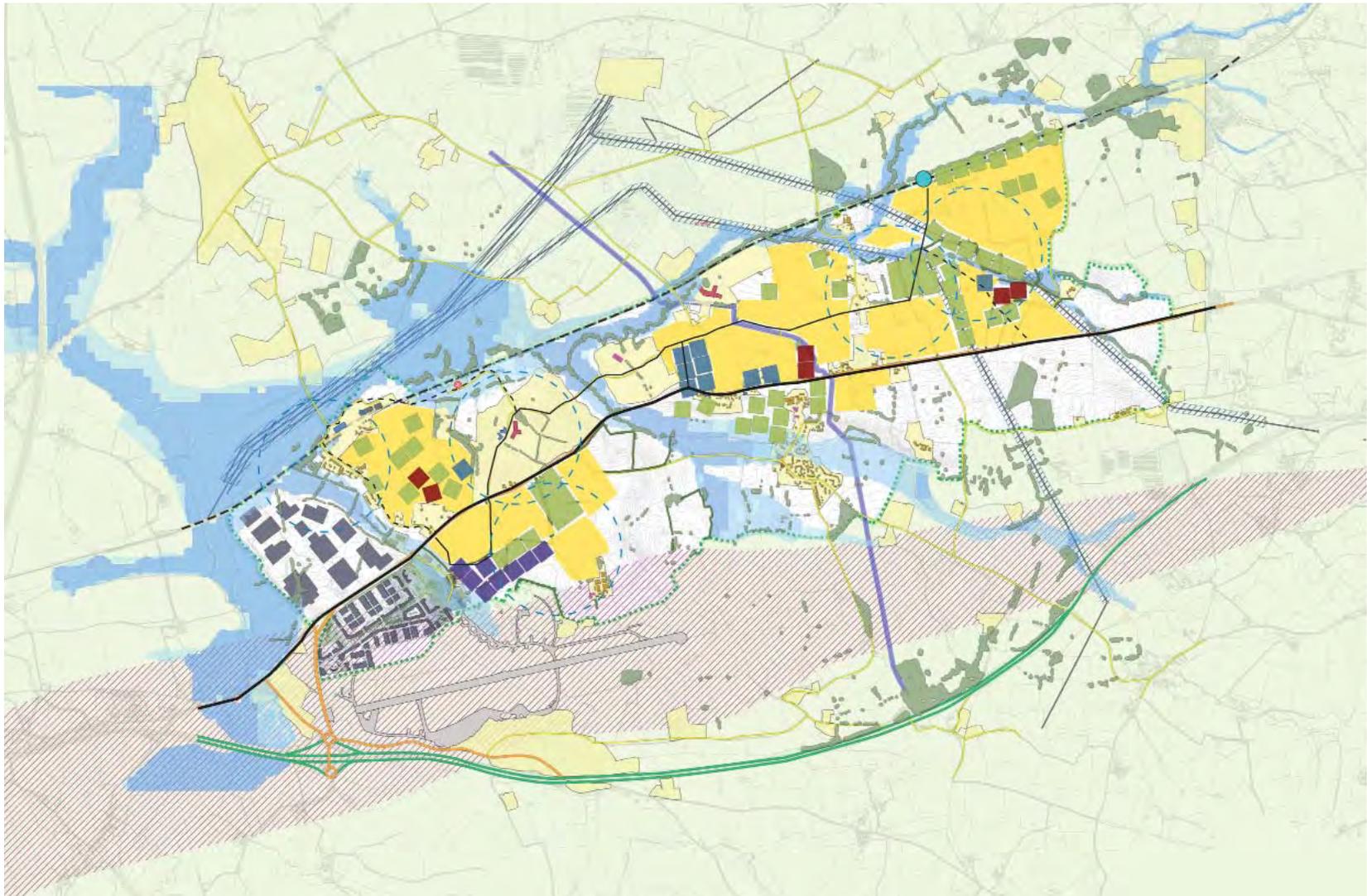
- One main town centre to the west of Cranbrook, with higher development intensity
- Secondary neighbourhood in centre of town
- Former A30 London Road forms primary movement route
- New linked 'Rockbeare' hillside villages to the east
- Clusters development around a green/leisure core to the east, south of the old A30
- Extensive development south of the old A30 adjacent to Exeter Airport
- Footpath connections north to south
- Green corridors and linear parks along watercourse and pylons

NOTE: Some of the tiles were placed on existing development and infrastructure

WORKSHOP FEEDBACK

- Main driver: ONE town centre, which could provide the best long term viability
- Most residential to west at higher density around the railway station
- Pitch strategy not resolved, but could become focus of villages - unifying around a 'village green' concept
- Town centre relates to development to the west?
- Could attract additional residents from west
- Attractive villages to east, with primary school centres
- Travel distance greater?
- Out-of-town retail at east Exeter fringe could impact viability of Centre
- Noise considerations need to be addressed
- Viability challenges for very low density in area as proposed to the east
- Create a 'them and us' social divide if not handled correctly
- Potential to develop north of railway, particularly to east?
- Consider southern edge to A30

MASTER PLAN **GROUP 5**



digitised representation of the workshop masterplan

DESIGN PRINCIPLES

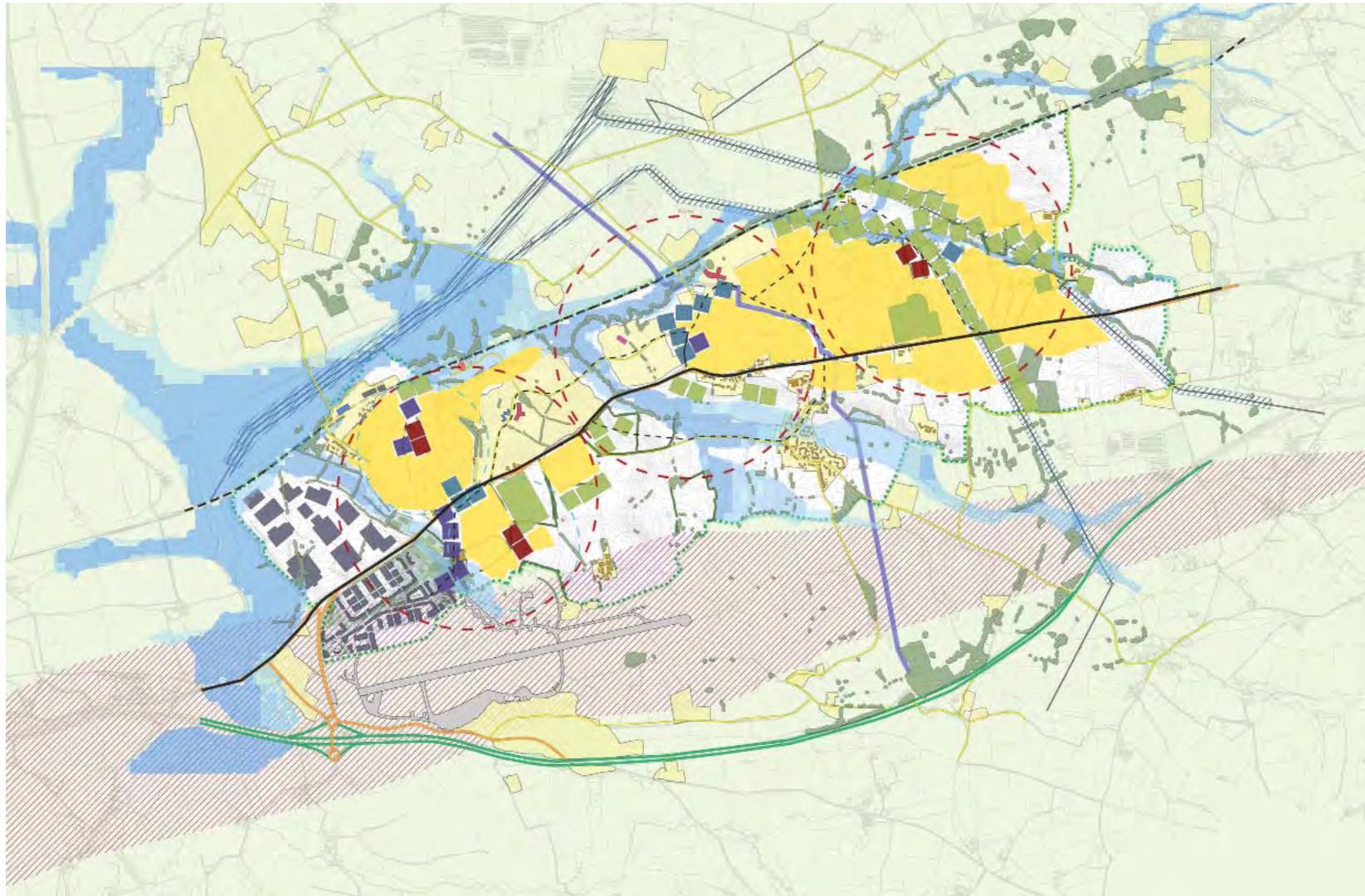
GROUP 5

- Town of two centres
- High density employment centre to the west
- Main retail town centre in geographical centre
- New primary school near to Rockbeare
- Villages to the east (including hill village)
- Two significant areas of green open space to the east and southern expansion areas
- Green corridors and linear parks along watercourse and pylons

WORKSHOP FEEDBACK

- Primary schools would need to be more dispersed
- Potential of a land swap with the multi-modal area which would form an holistic centre with western area
- Employment : how much / does it compete / what types: employment strategy
- With in the western area, proposed density needs to be more sensitive to the edges
- There is no road junction from Cranbrook to Station Rd
- Could a proposed eastern railway station be utilised and integrated more in to the development

MASTER PLAN **GROUP 6**



digitised representation of the workshop masterplan

DESIGN PRINCIPLES

GROUP 6

- Town of three (10 minute walkable) centres
- Western employment and enterprise hub linking train station to Skypark
- Central Cranbrook community and retail centre
- Eastern centre comprising linked villages in proximity to rail station
- Primary vehicle route predominantly on London Road
- Primary public transport route through linked villages and local centres

WORKSHOP FEEDBACK

- School location thought to be too close to the airport – the impact of noise too restrictive
- Housing in airport noise zone?
- Landscape setting of north east 'village'
- 'Repair' A30 south of central neighbourhood
- Review Tenterton?
- Farm traffic / heavy traffic through Cranford Lane



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THE WORKSHOP - DAY 2

The workshop was facilitated by Savills and Cabe on behalf of East Devon District Council. The programme and agenda for the day was issued in advance along with a briefing paper to all invitees and followed the following structure:

9.40am	Workshop Overview Day 1 - What has been achieved and how it will be taken forward, summary of limitations, process and outcomes
9.50am	Purpose and Scope - Introduction to the walkabout
10.00am	Walk about - Focus on the Landscape character, Development and Open Space with predesignated views, areas and issues to consider
11.30am	Return followed by open forum discussion and the group findings
12.20pm	Lunch
1.00pm	Technical Group - Green Infrastructure: Summary of principle GI issues and how these might inform an update to the masterplans delivered on Day 1
1:15pm	Purpose and Scope - Introduction 'Refining the masterplan'
1:25pm	Table based workshop: CHARACTER & INFLUENCE Impact upon the development scenarios
3:20pm	Discussion - Presentation 'summary findings' on each development scenario
4:00pm	Q&A session - Workshop Commentary - Focus on emergent strategic issues and comments from the workshop. Objective to summarise the outcomes of the four workshops and capture feedback
4:30pm	Next steps - What happens next?
4:45pm	Close

WALKABOUT : THE SURROUNDING CONTEXT CRANBROOK

Following a brief overview of day one and short introduction the attendees were taken by two coaches around different areas surrounding Cranbrook. The following areas in particular were considered:

- Shermoor Farm
- In views from the B3174
- Elbury Farm
- Churchill Farm
- Western edge of Rockbeare
- Higher Cobden
- B3174 West of Service Station
- B3174 North towards Lower Cobden
- Lower Cobden Farm
- Higher Southwood Farm
- Treasbeare Farm



TECHNICAL GROUP: STRATEGIC PRINCIPLES

What is 'green' Cranbrook

There was a short presentation by a representative on behalf of the Technical Group highlighting issues that could be considered during the workshop, these are outlined below:

Topics raised by the Technical Group

- Creating a beautiful new town inspired by the local landscape
- Gain in biodiversity / conservation of the environment
- Retain important hedgerows but not where this may compromise layout
- Green social spaces for health and well-being
- Developing an urban tree canopy
- Taking care over the quality of the edges of development
- Linking the community to surrounding places e.g. Ashclyst Forest
- Creating new urban ecosystems



WORKSHOP: CHARACTER AND INFLUENCE

The issues facing the development scenarios

Following the presentation and leading on from the morning site visit a discussion was facilitated with participants which considered:-

- the various views and landscape characteristics of the different areas visited;
- whether in principal development should be hidden by planting, particularly on the slopes facing east in the western expansion area, and the small hill to the south-east of the eastern expansion area;
- the function of structural planting , and its relationship to a town-scale development;
- the opportunities for bio-diversity within the areas of built development.

It should be noted that the opinions of participants were predominantly not those of qualified landscape architects

Feed back from participants of the workshop was captured and summarised below

Western area

- Well contained, flat low lying
- Blue Hayes parkland important

Southern area

- Urban context to airfield
- More open to Rockbeare
- Listed building with formal avenue of trees
- Distant views of housing: lessons from existing areas
- Potential to build up to ridge if high quality?
- Impact of development dependant on quality of Green Space
- More detailed assessment required
- Clear boundaries for (final?) development needed

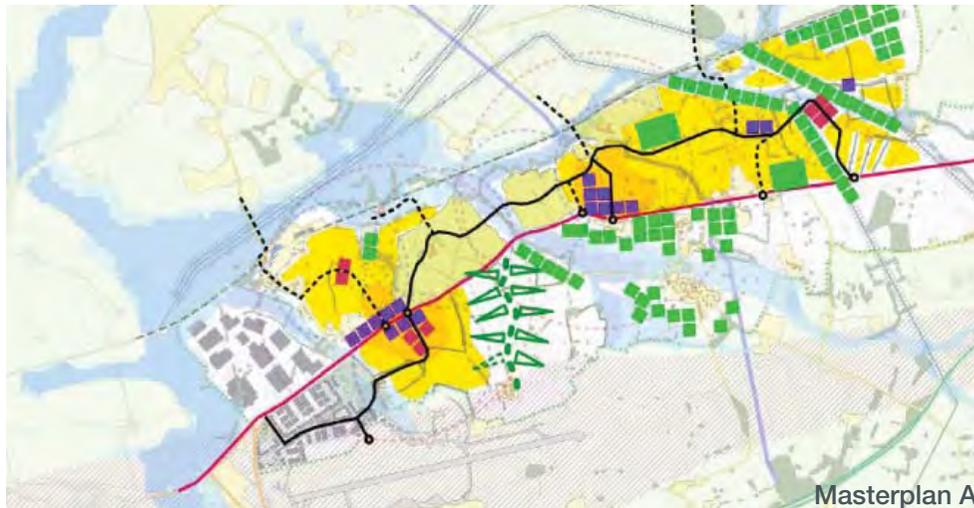
Eastern area

- More remote than western areas / more rural context
- Difference in character to western areas
- More tree cover / mature hedgerows north/south

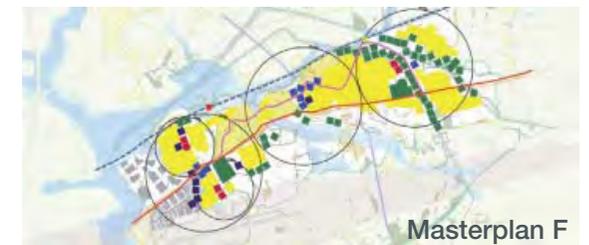
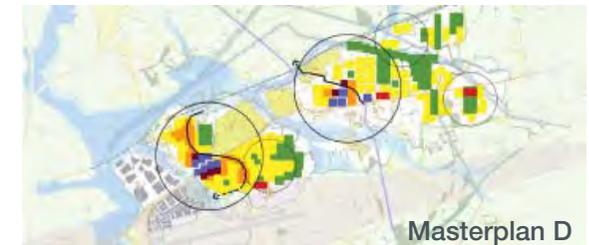
PRESENTATION : MASTERPLANS FROM DAY 1

Following on from the workshop a presentation was made of the six masterplan options that were created during the afternoon session of day 1.

A full copy of the presentation can be found in Appendix 6 at the rear of this document.



- Employment neighbourhood to the west
- Central retail and community town centre on the London Road with higher densities
- Series of linked villages to the east
- Large open space around Rockbeare
- All development tiles used



Q & A SESSION

Issues arising for discussion

The final event of the two day workshop was held as a 'question and answer' session chaired by CABE with the express intention to capture the findings of the event and distil into a set of issues that could be taken forward into the second set of workshops and that would inform the masterplan review.

- Stewardship / governance
- Identify and Build on successes / maintain
- Detail of movement networks / highway infrastructure
- Cultural development, skills capacity
- Of Devon: what is it
- How detailed is the Plan for Cranbrook: living document?
- High quality development: how is it achieved / development and place
- Neighbourhood / living environments: what makes these good
- Phasing / delivery of green space
- Advanced planting
- Up-to-date assessments and surveys
- Appearance, density, variety, coalescence
- Economy
- Excitement and interest.



SUMMARY - The next steps

Prior to the workshop a number of technical groups were held involving stakeholders to identify issues that could be considered at the workshop.

It was not the role of the workshops to develop specific solutions and the issues raised do not necessarily reflect the views of all the technical group members

Following the workshop the results were reviewed and rationalised into six comparable plans that reflected the design principles of the table workshop. Where necessary, assumptions were made to correct conflicting issues, for example where time constraints meant that not all the tiles had been placed, or where tiles had been placed over existing development. This process resulted in the six masterplans on the following pages.

In moving forward the masterplan these will then been analysed and translated into two spatial options for the development of Cranbrook.



APPENDIX 1

POST WORKSHOP WORK

DIGITISED REPRESENTATION OF THE GROUP BASED WORKSHOP

GROUP 1



GROUP 2



GROUP 3



GROUP 4



GROUP 5



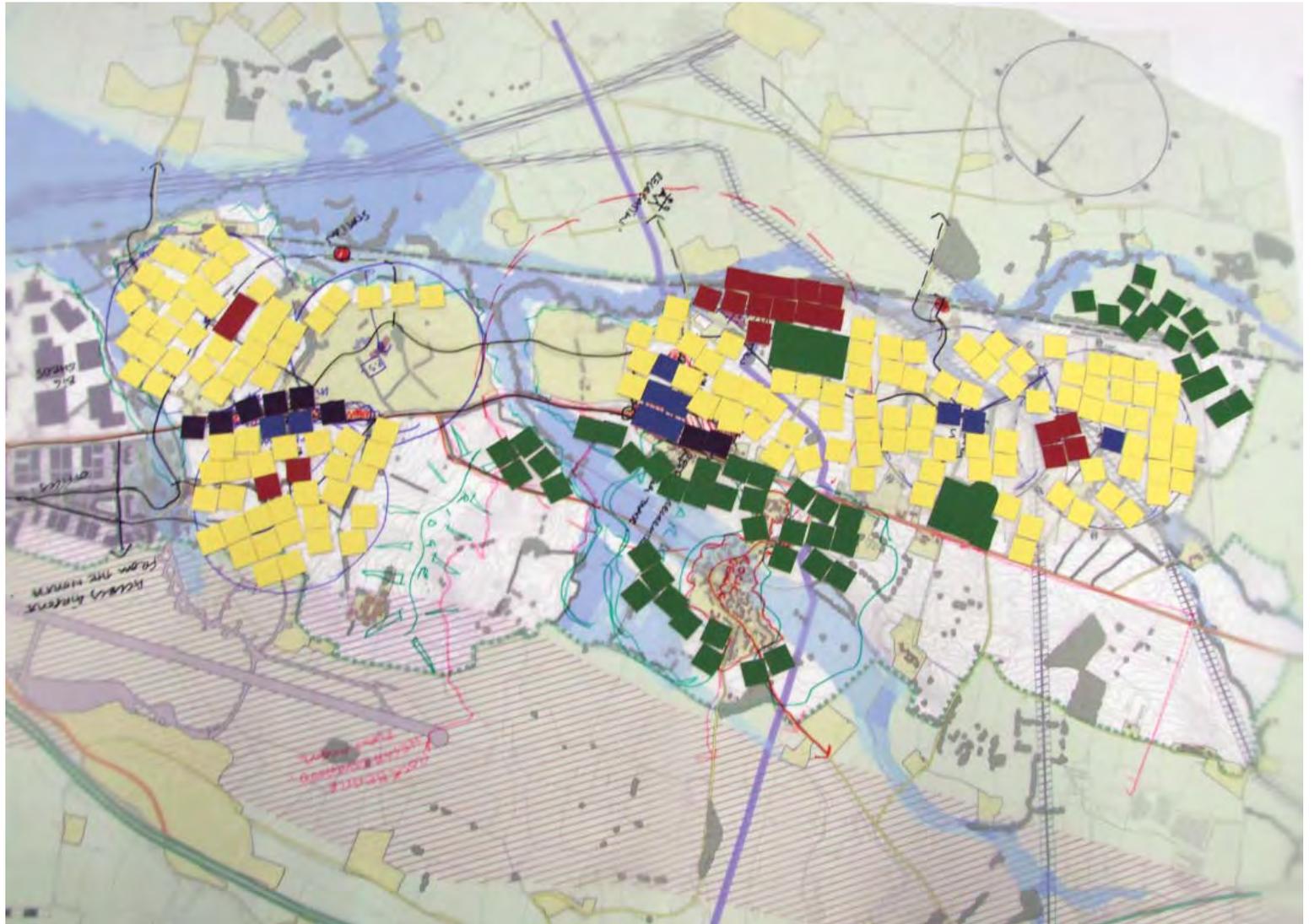
GROUP 6



GROUP 1



digitised representation of the workshop map



photograph: result of the map based workshop

GROUP 2



digitised representation of the workshop map



photograph: result of the map based workshop

GROUP 3



digitised representation of the workshop map

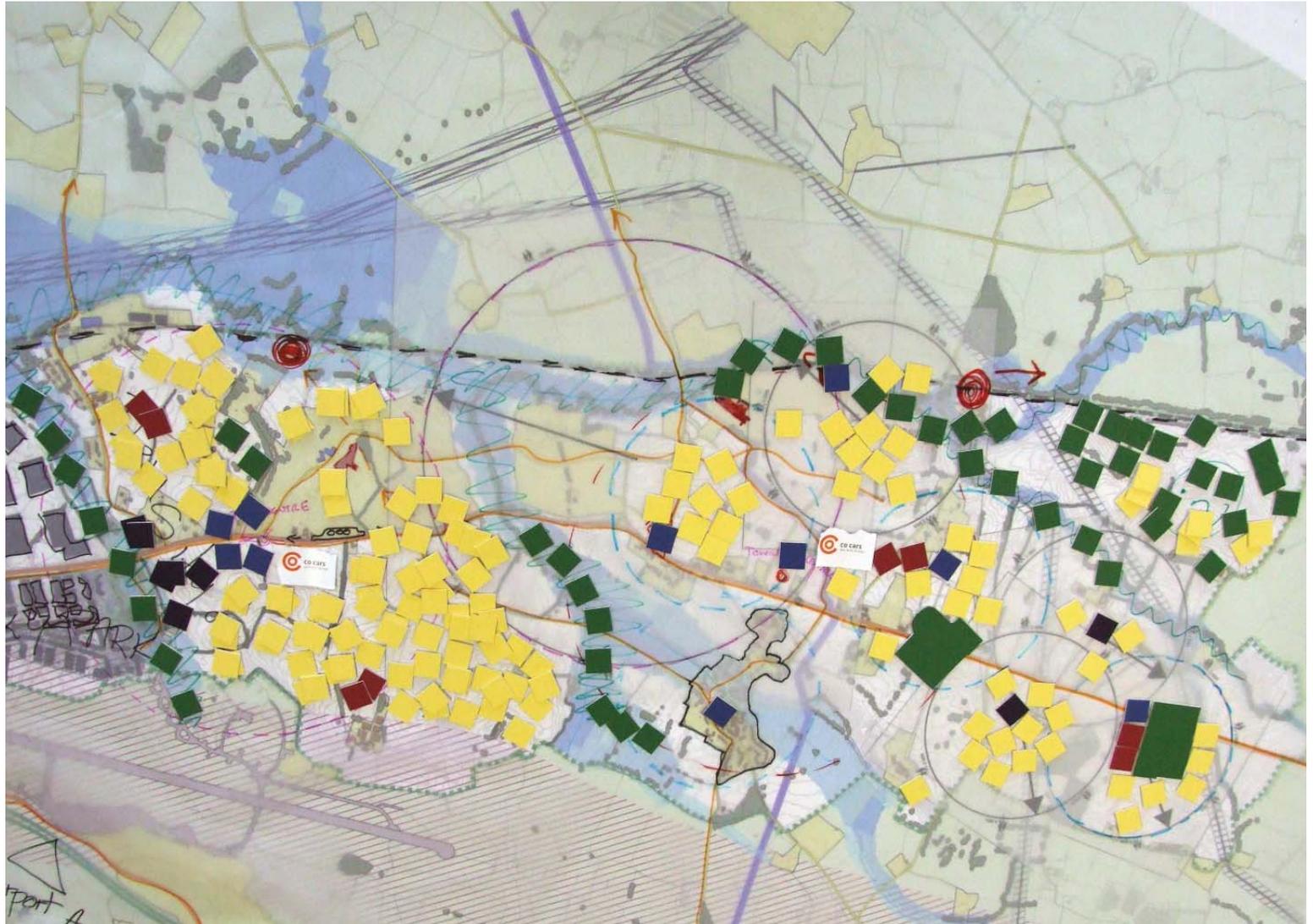


photograph: result of the map based workshop

GROUP 4



digitised representation of the workshop map



photograph: result of the map based workshop

GROUP 5



digitised representation of the workshop map

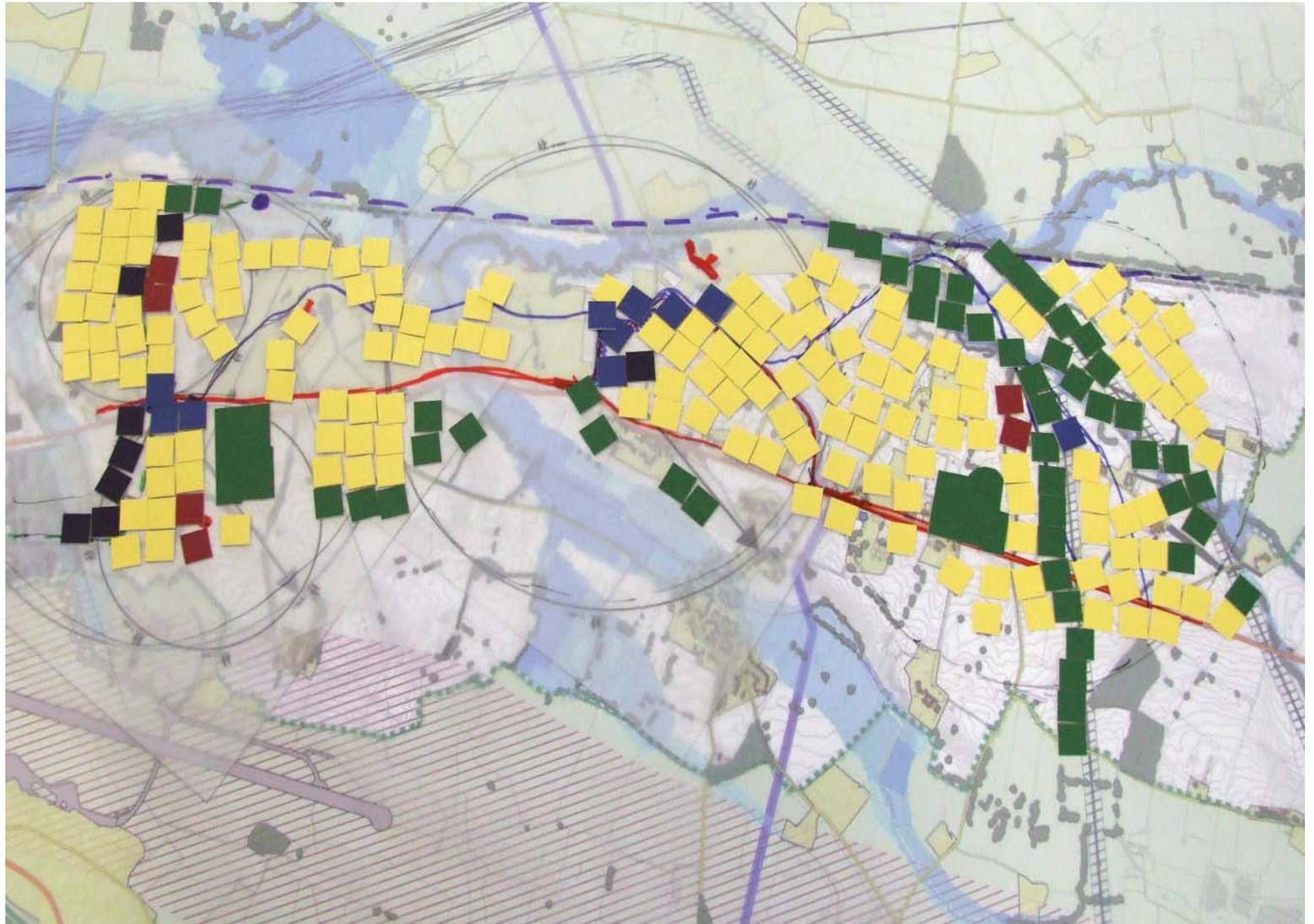


photograph: result of the map based workshop

GROUP 6



digitised representation of the workshop map



photograph: result of the map based workshop

APPENDIX 2

PRESENTATION

WALKABLE NEIGHBOURHOODS - A strategic approach to sustainable placemaking

APPENDIX 3

PRESENTATION

BUILDING A CONNECTED TOWN - What should Cranbrook be : The value of placemaking

APPENDIX 4

PRESENTATION

BUILDING A CONNECTED TOWN - The importance of connections

APPENDIX 5

PRESENTATION

LANDSCAPE CHARACTER

APPENDIX 6

PRESENTATION

MASTERPLANS FROM DAY 1

