

















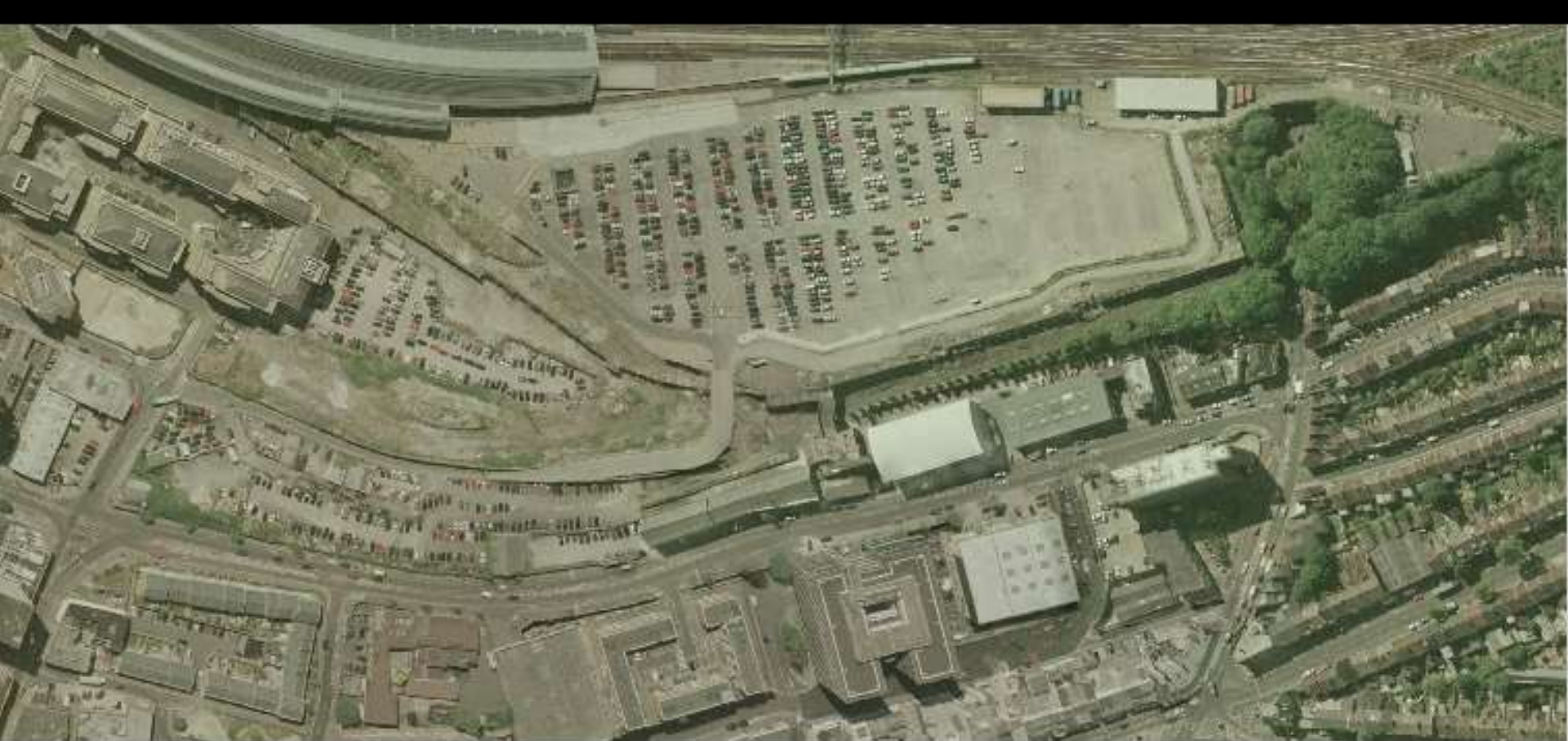




Screenshot



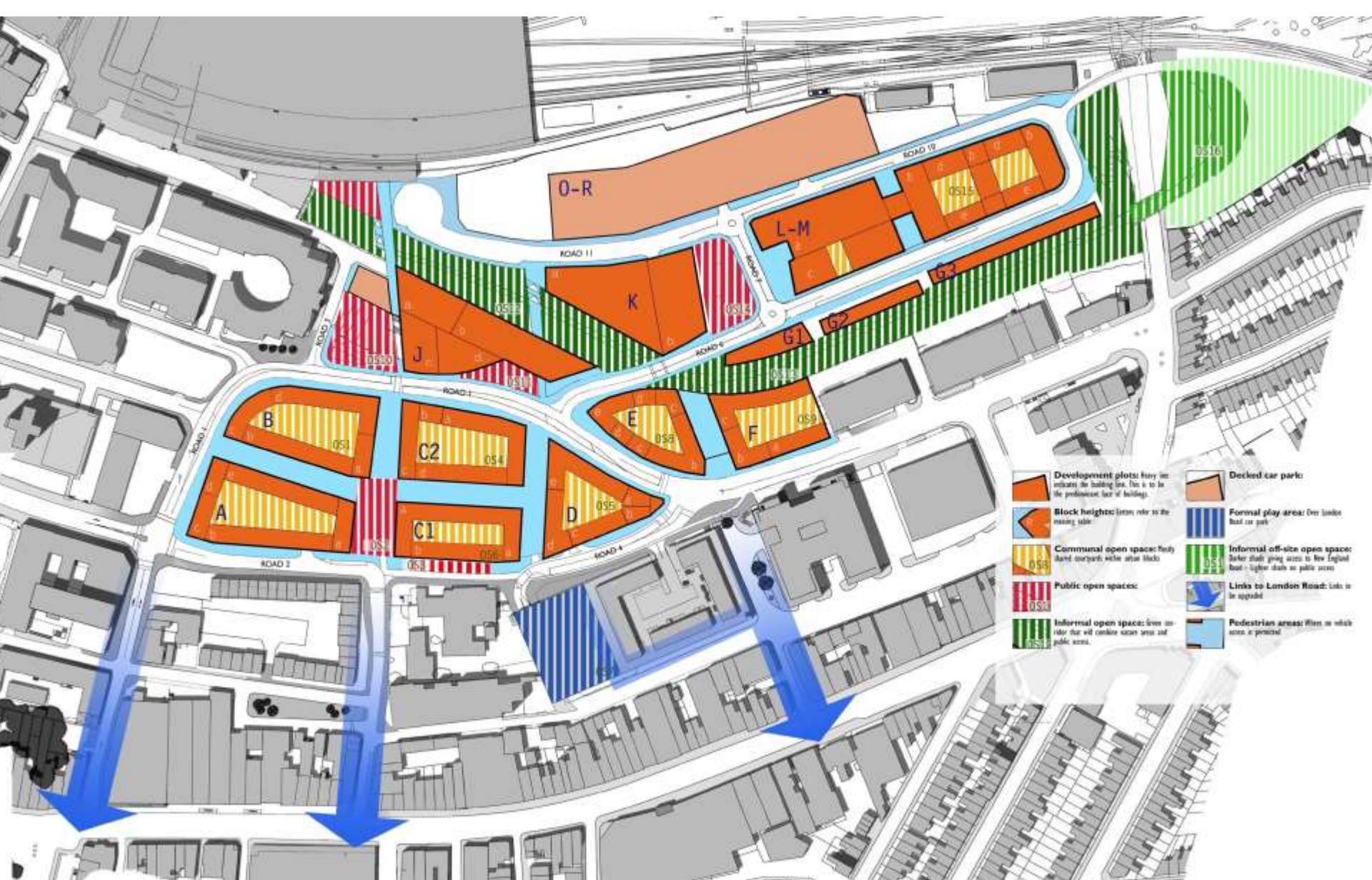


















150/u/ha















No waiting  
at any time  
except taxis

Sainsbury's

KING HURCH  
Park St





Grow your own Garden City















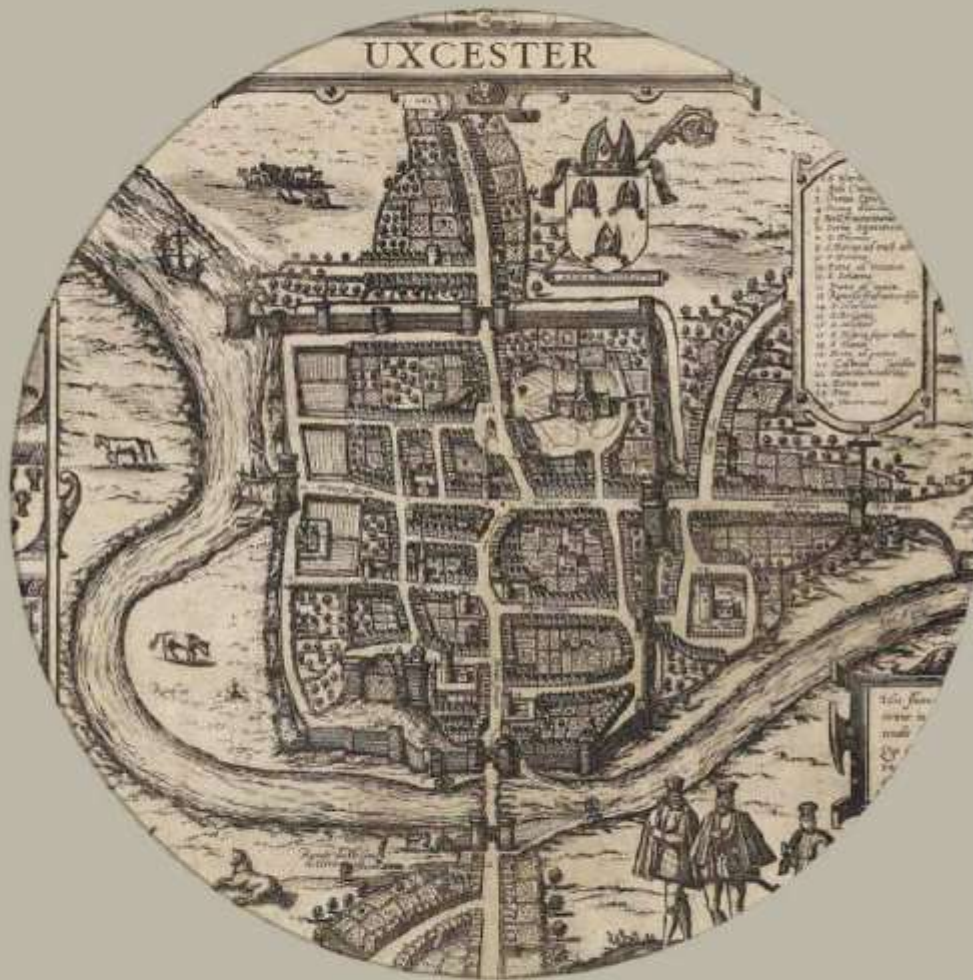






**The quality of what we build is an  
economic issue**





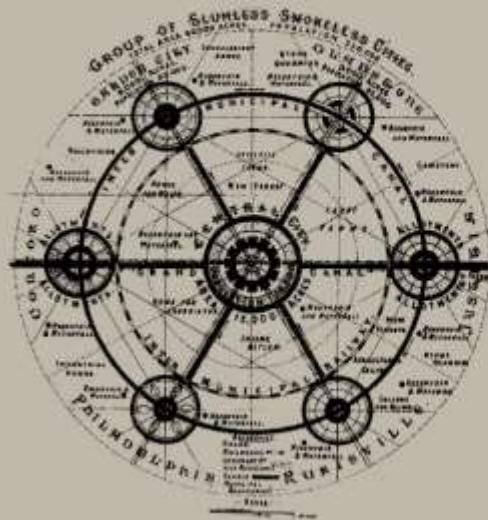
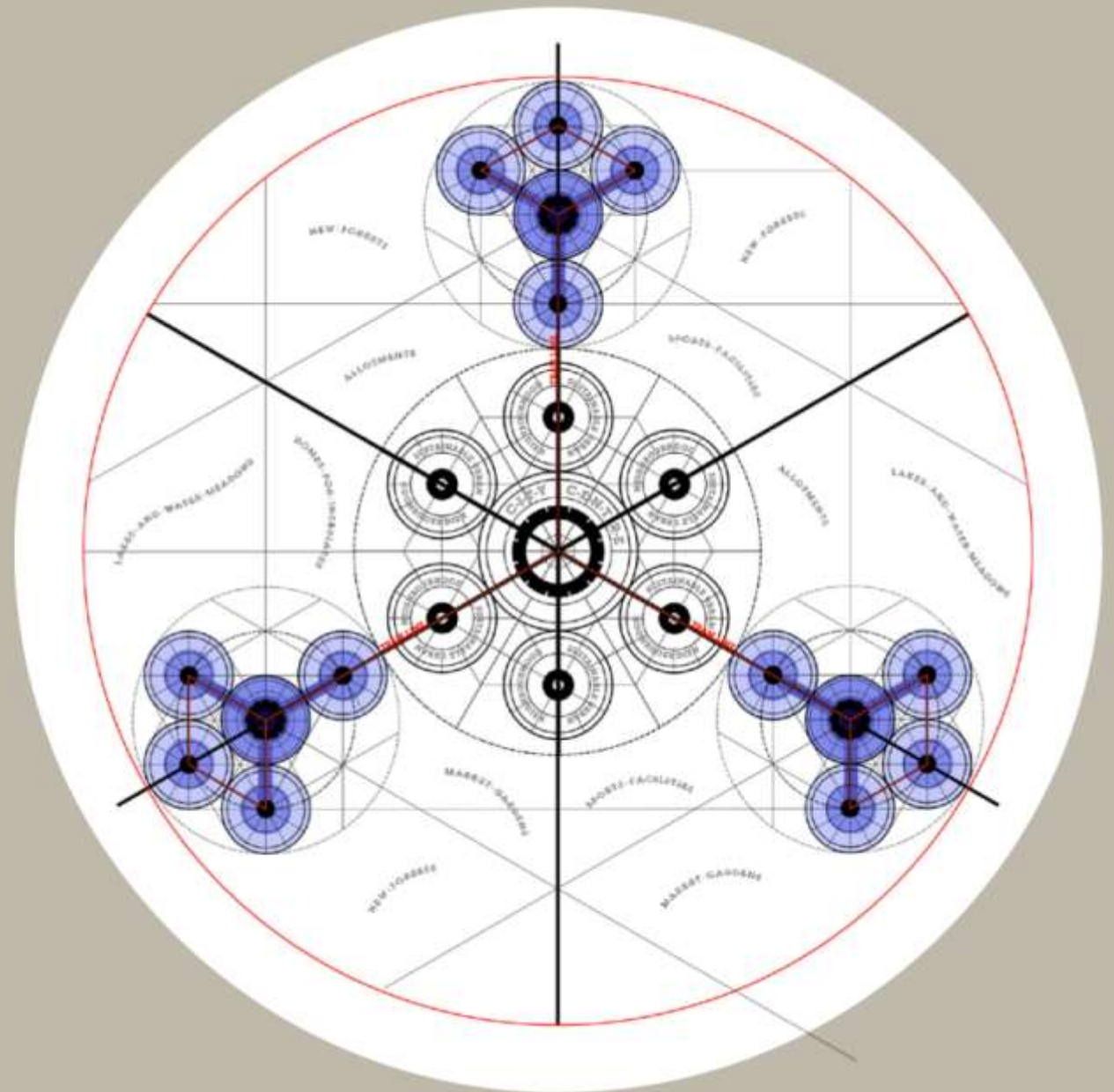




## Uxcester Constraints

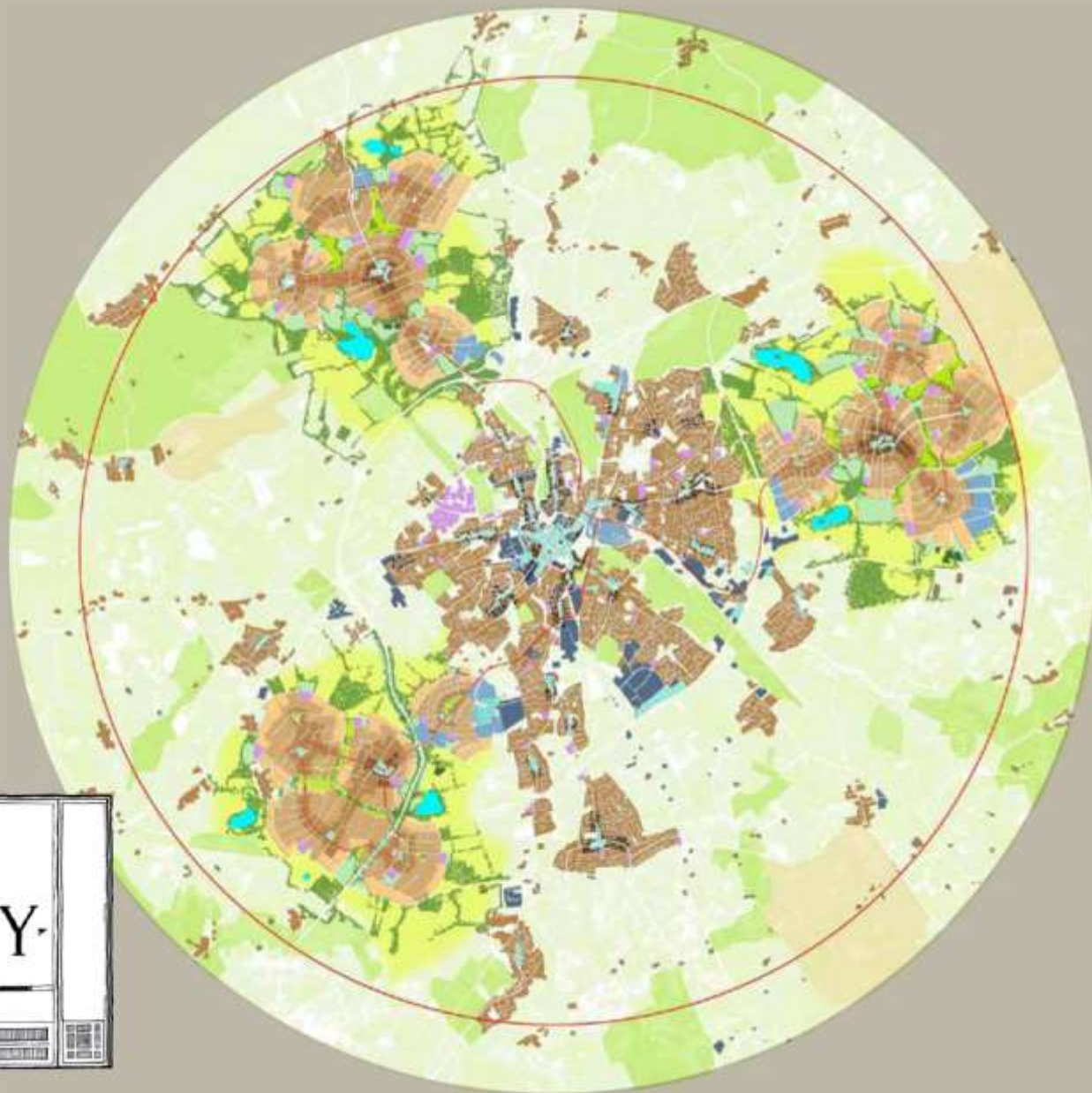
Key	Use	Area (HA)
	Area liable to flooding	1,500
	Protected green space	4,000
	Other unavailable sites	900
	Built up area (darker areas show local centres)	4,500
	TOTAL area within 10km circle	31,000
	Potentially available land	20,000







Uxcester





# How to be **popular**

The 'deal'

## **The social contract:**

Impact

Open space

Infrastructure

Retrofit

Town centre investment

Community equity



# How to be **popular**

Bottom up

Local referendum

Bidding



# How to be viable

	HA	Rate	Total (£M)
Total land acquired	6,000	£200,000	1,160
...allocated as open space	3,000		
...allocated as development land	3,000		
Infrastructure costs			4,115
Affordable Housing Budget			423
Financing costs			293
TOTAL		TOTAL Cost	5,989
Foundation Receipts			
Housing plot sales	2,300	£2.34M	5,421
Commercial development	260	£1.5M	390
Retail development	40	£1.0M	40
CIL Share		50%	423
		TOTAL Receipts	6,273
		Balance	284



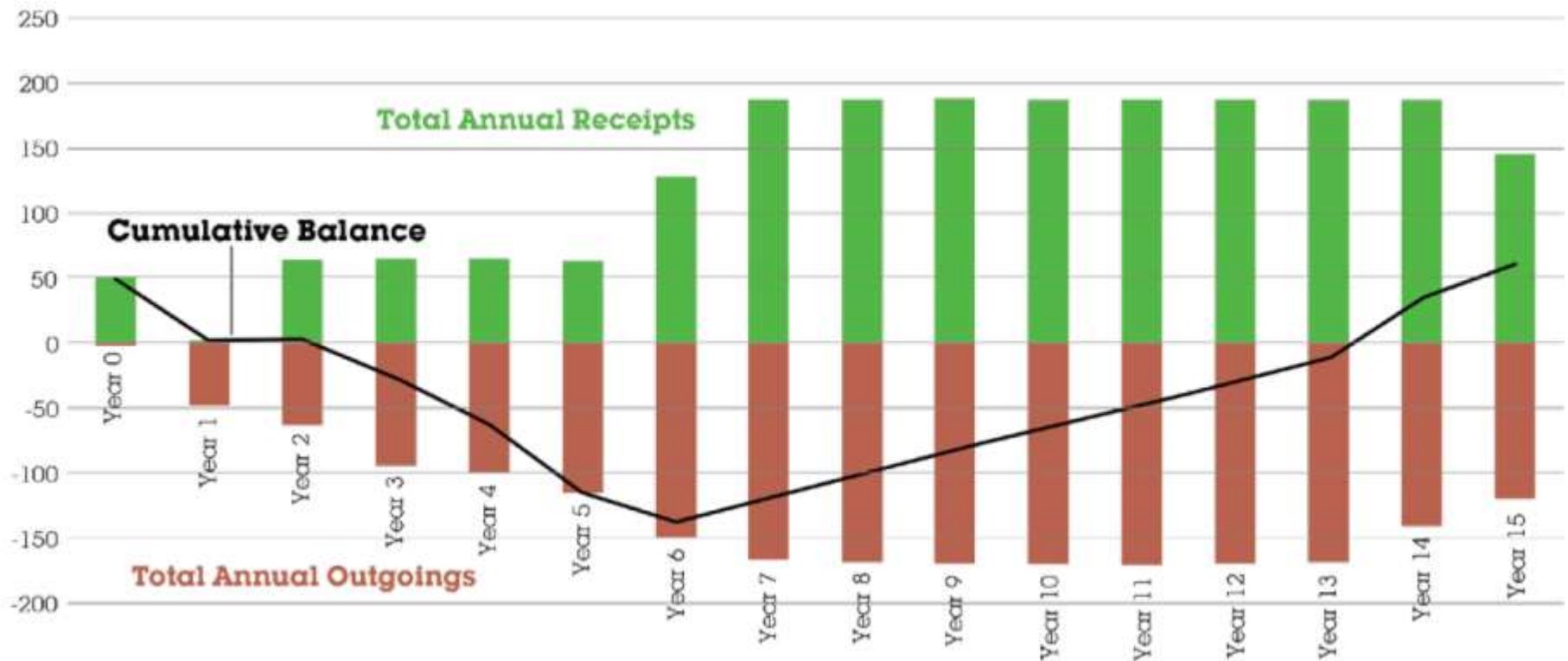
# How to be viable



Item	Unit	Quantity	Rate	Total
<b>EDUCATION</b>				
Primary	No.	12	£10M	120M
Secondary	No.	4	£25M	£100M
Other	Various			£35M
			sub total	<b>£255M</b>
Open scape/land-scape/recreation	HA	1,000	£250,000	<b>£251M</b>
<b>TRANSPORT</b>				
Minor Roads	Km	12	£7.5M	£90M
Major Roads	Km	4	£22.5M	£90M
Tram to city centre	Km	6	£20M	£120M
Tram within N'hood	Km	6	£10M	£60M
Other Public tran	Various			£50M
				<b>£410M</b>
<b>HEALTH</b>				
Primary	No.	5	8	£40M
Hospices/nursing homes	Part	2	10	£20M
				<b>£60M</b>
Land preparation	HA	2,000	£50,000	<b>£101M</b>
Distinctive Quality	Various			<b>£100M</b>
Admin / marketing	Years	15	£3M	<b>£45M</b>
Contingency				<b>£100M</b>
<b>TOTAL</b>				<b>£1,372M</b>



# How to be viable





7 ages

# conception



The Act  
Site selection  
Bidding process



# 7 ages birth

Foundation  
Land company  
Executive  
Masterplan  
Planning  
Acquisition



# 7 ages **infancy**

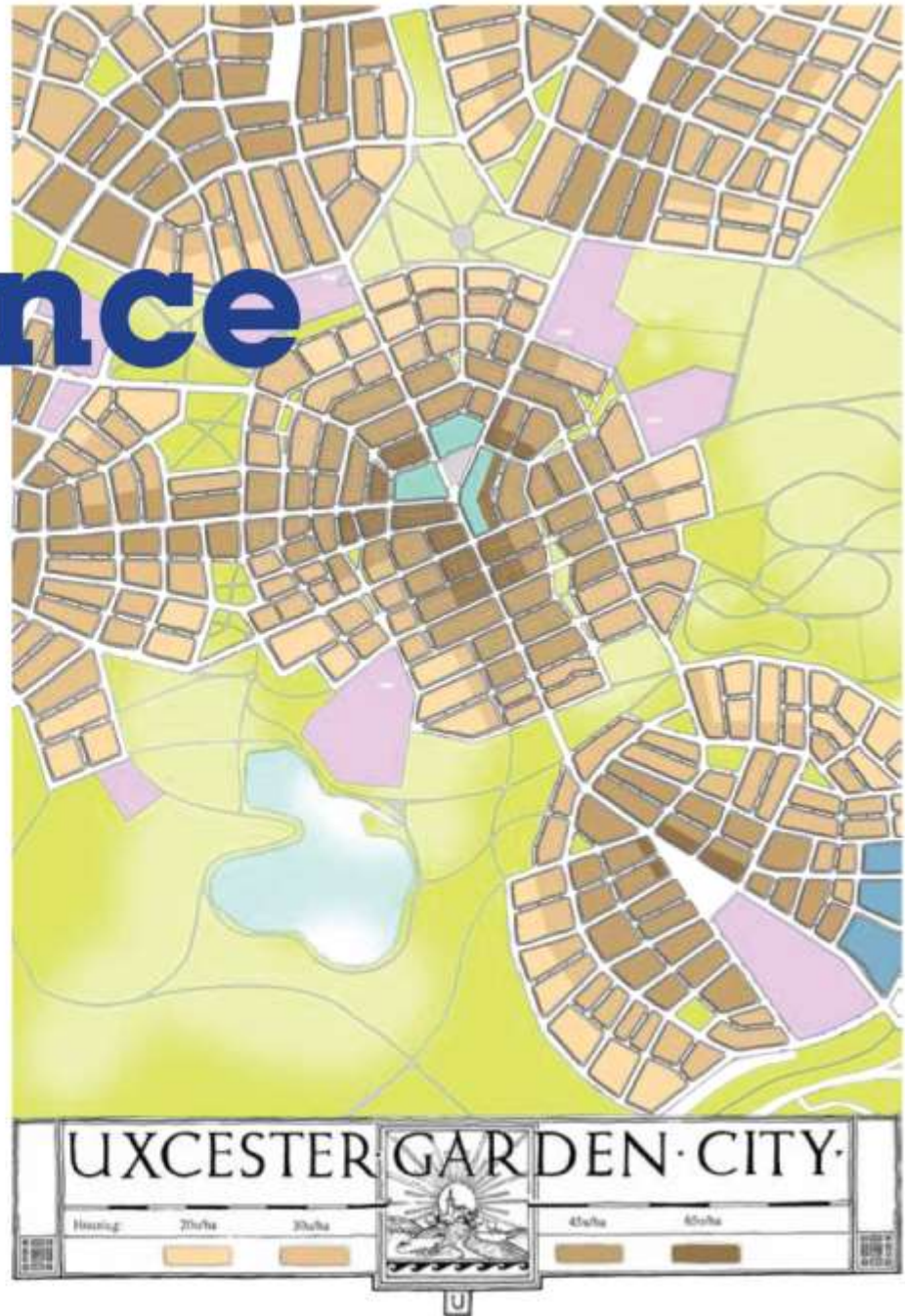
Infrastructure



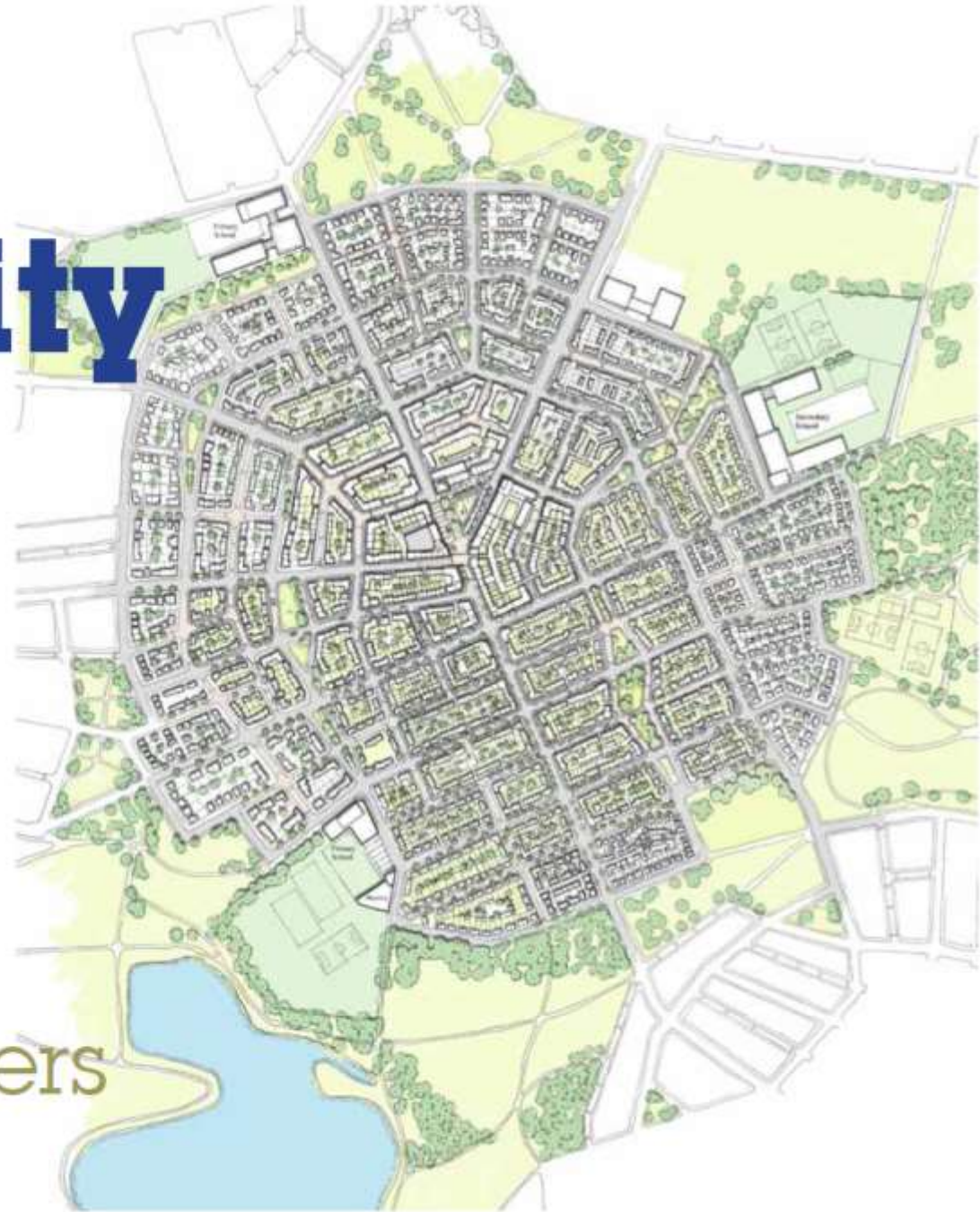


# 7 ages adolescence

Housing types



# 7 ages **maturity**



Plot sales  
Planning powers



# 7 ages **middle age**

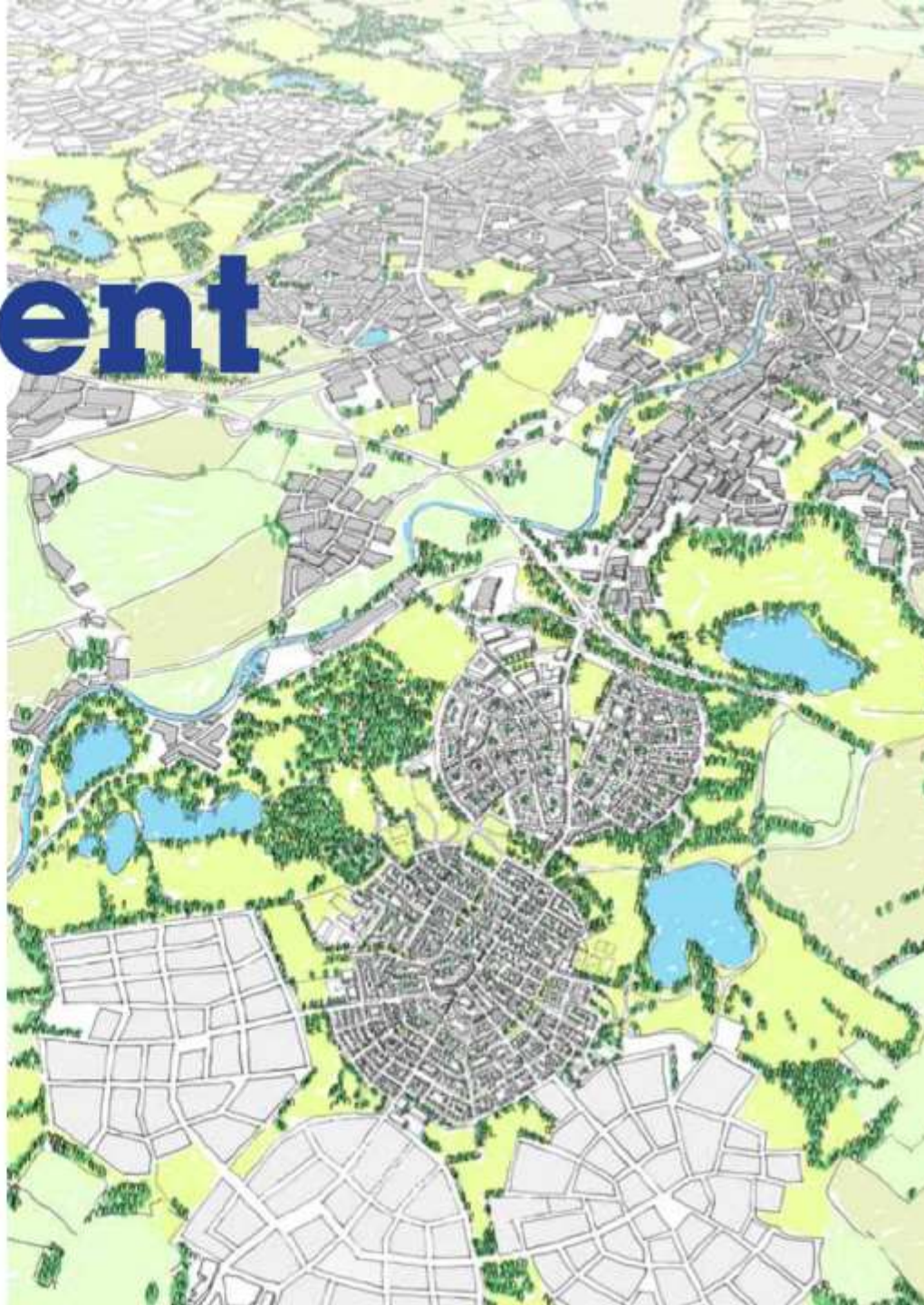
Management





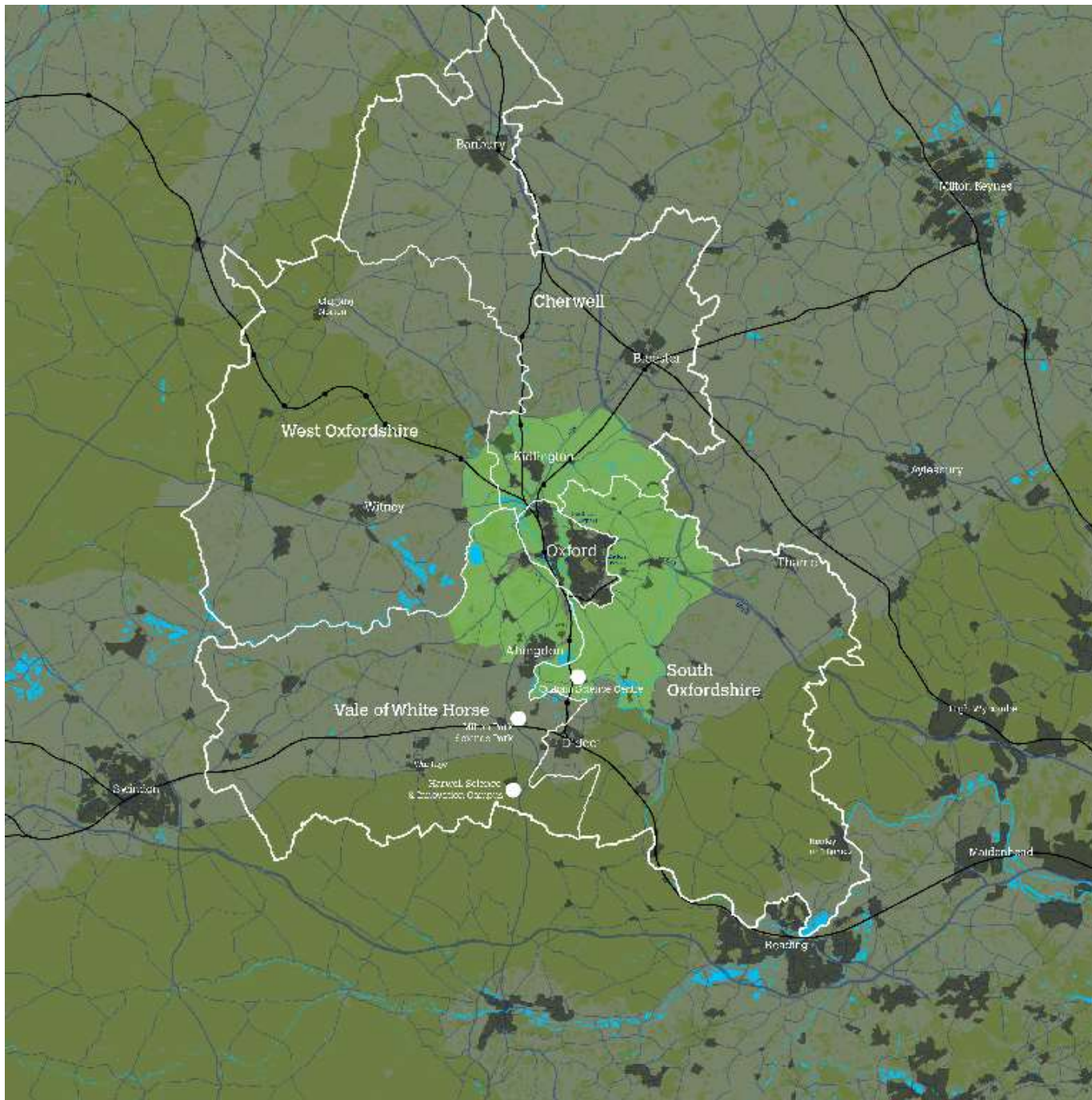
# 7 ages **retirement**

What next



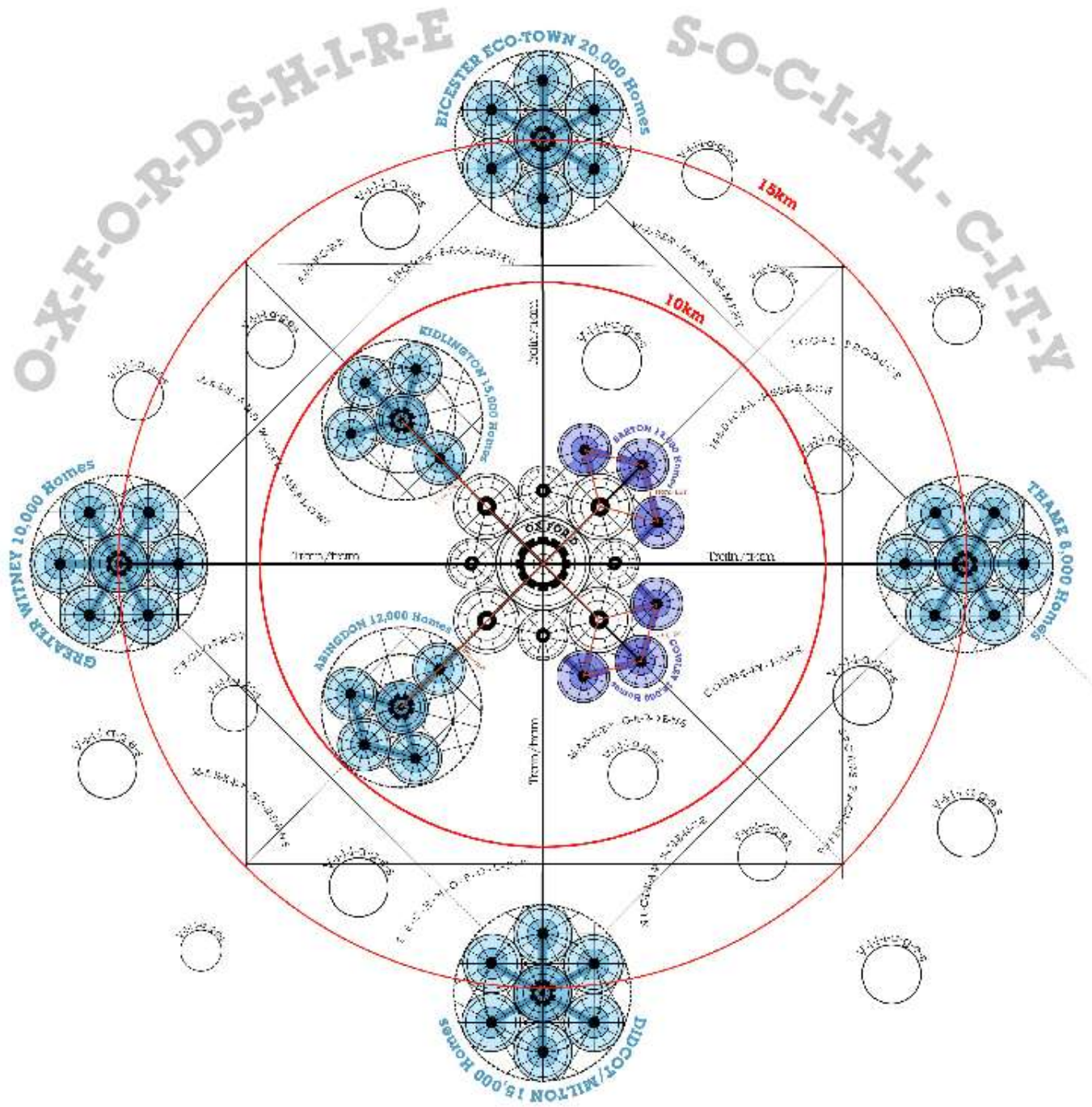


# The Oxfordshire Context



When we look at this on an actual plan of Oxfordshire it becomes clear that one of the reasons why the expansion of the surrounding towns is being considered is that they lie beyond the Green Belt. By contrast the expansion of Oxford cannot happen unless the green belt is reconsidered.

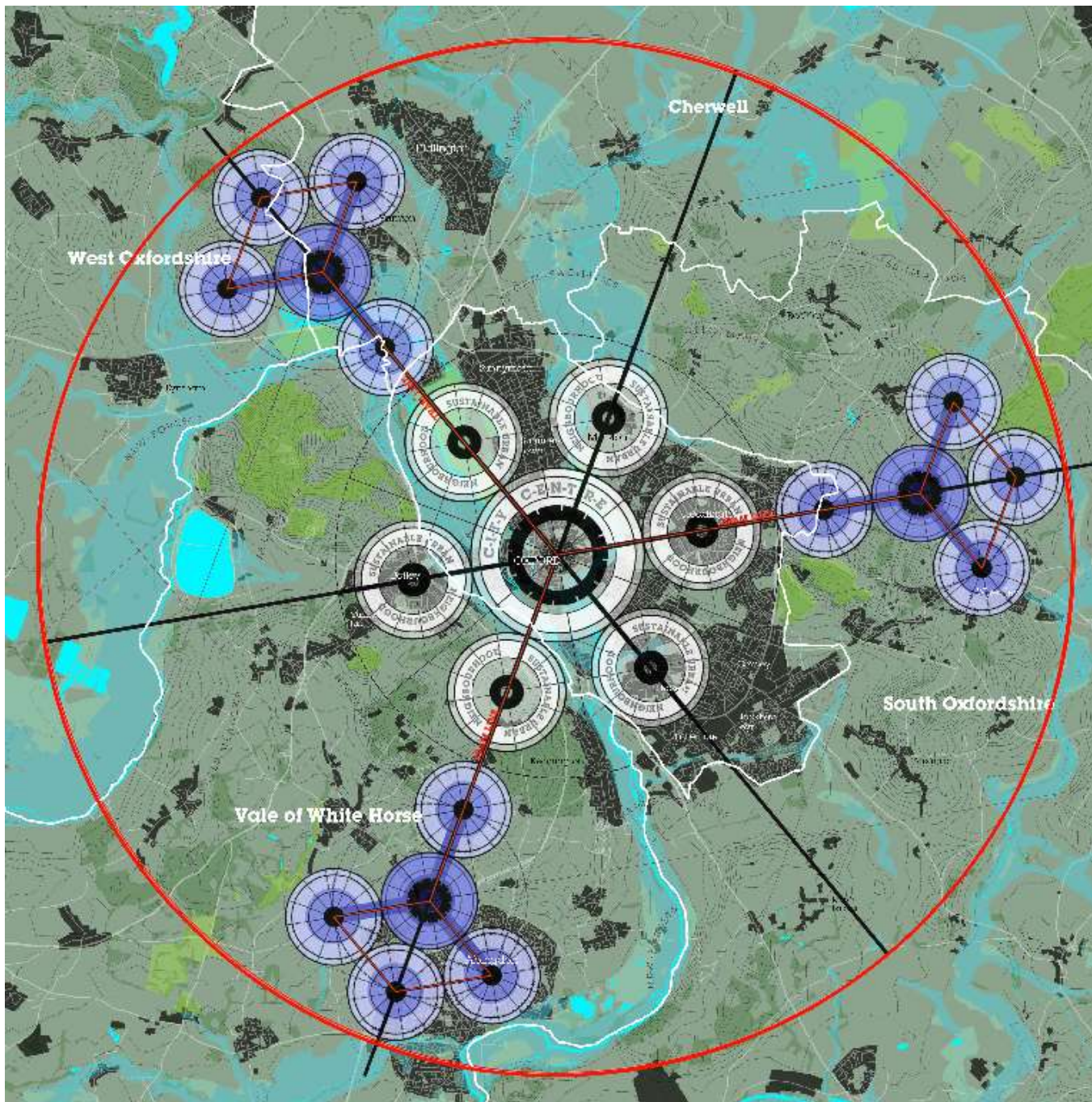
# The Garden City Approach



We created a version of our Uxchester diagram for the whole of Oxfordshire showing how the additional homes could be provided through the expansion of the surrounding towns. This was based on our belief that the best way to meet the county's housing requirements is to take a series of 'confident bites' out of the Green Belt, rather than forever nibbling around its edges. In this way most of the villages of Oxfordshire would be spared development and new housing could support investment in a new tram/BRT and train services.

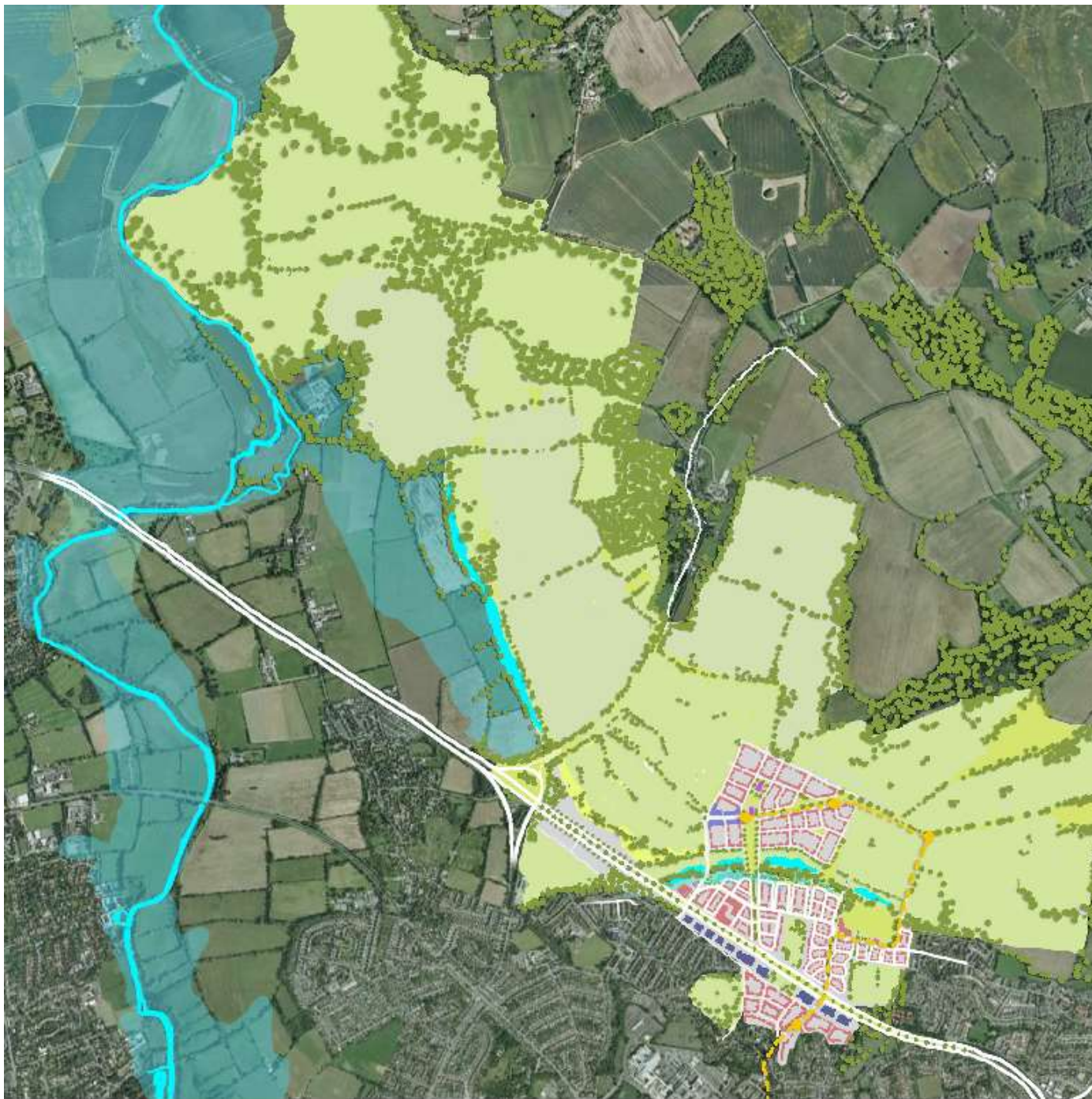


# The Garden City Approach

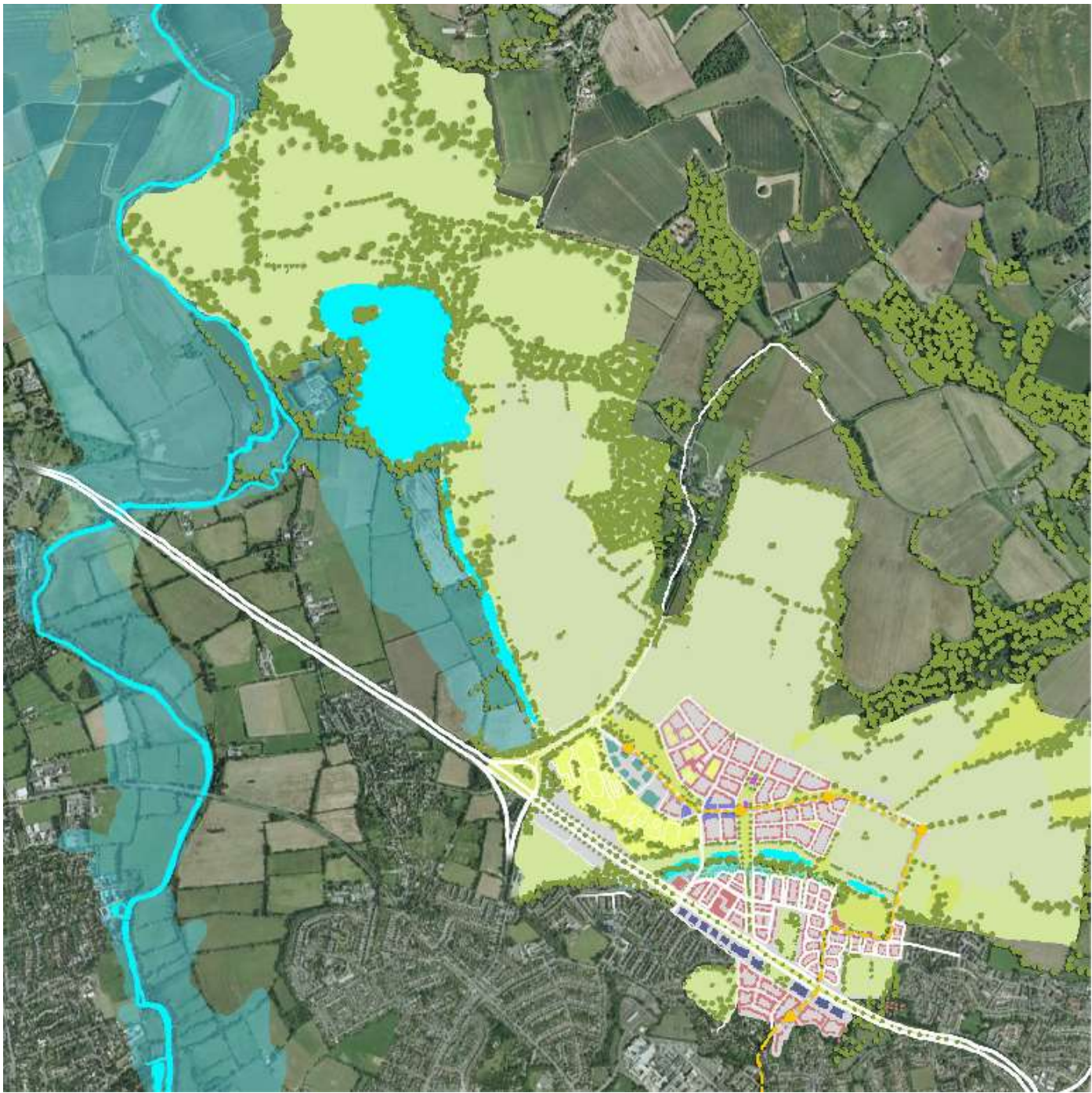


The detailed submission for the prize tested URBED's proposals on Oxford. This diagram shows our Uxcester diagram at the same scale as Oxford (Uxcester was in fact based on York). It soon became clear that Oxford is a much more constrained and complicated place than York or Uxcester....

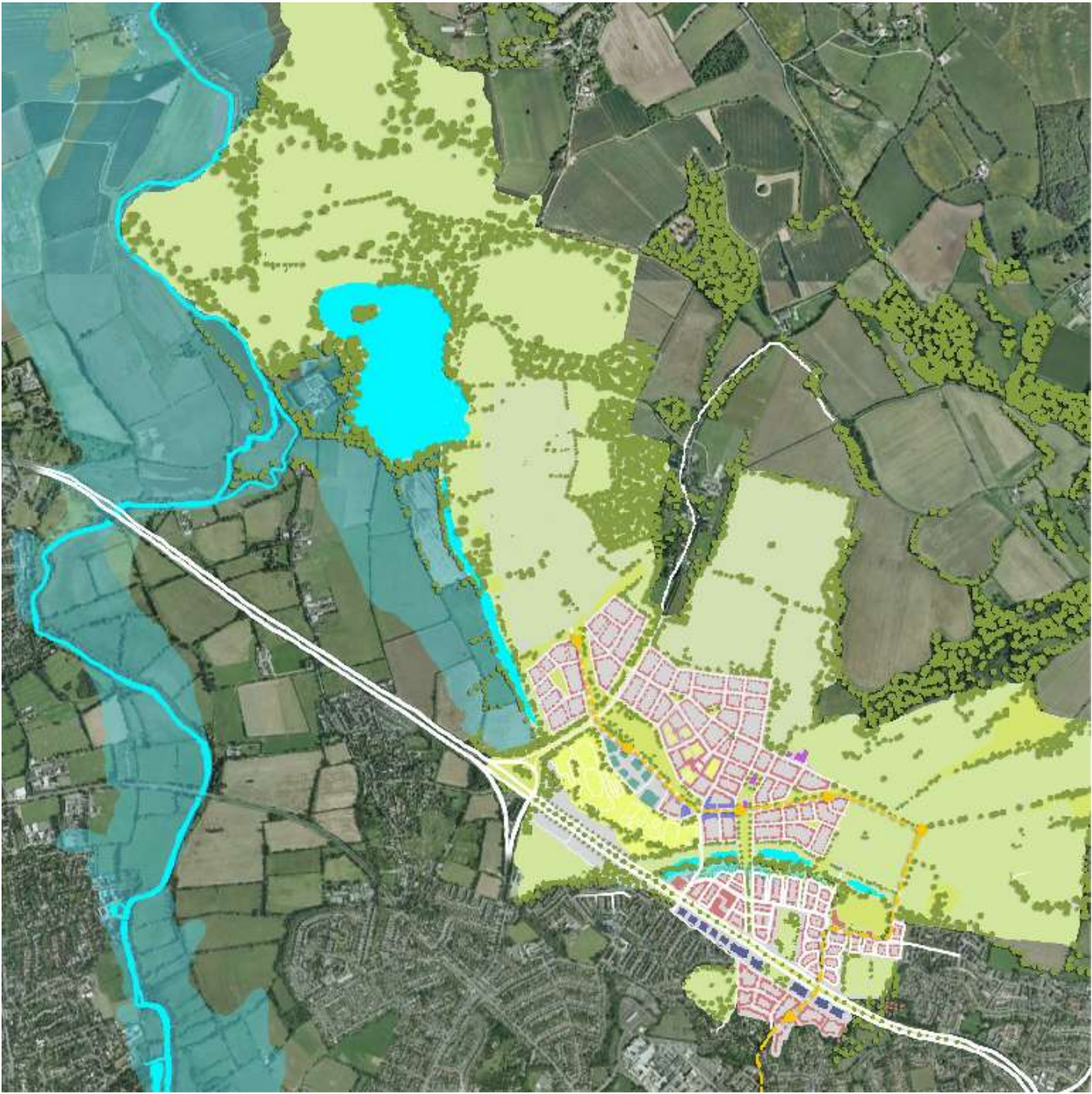




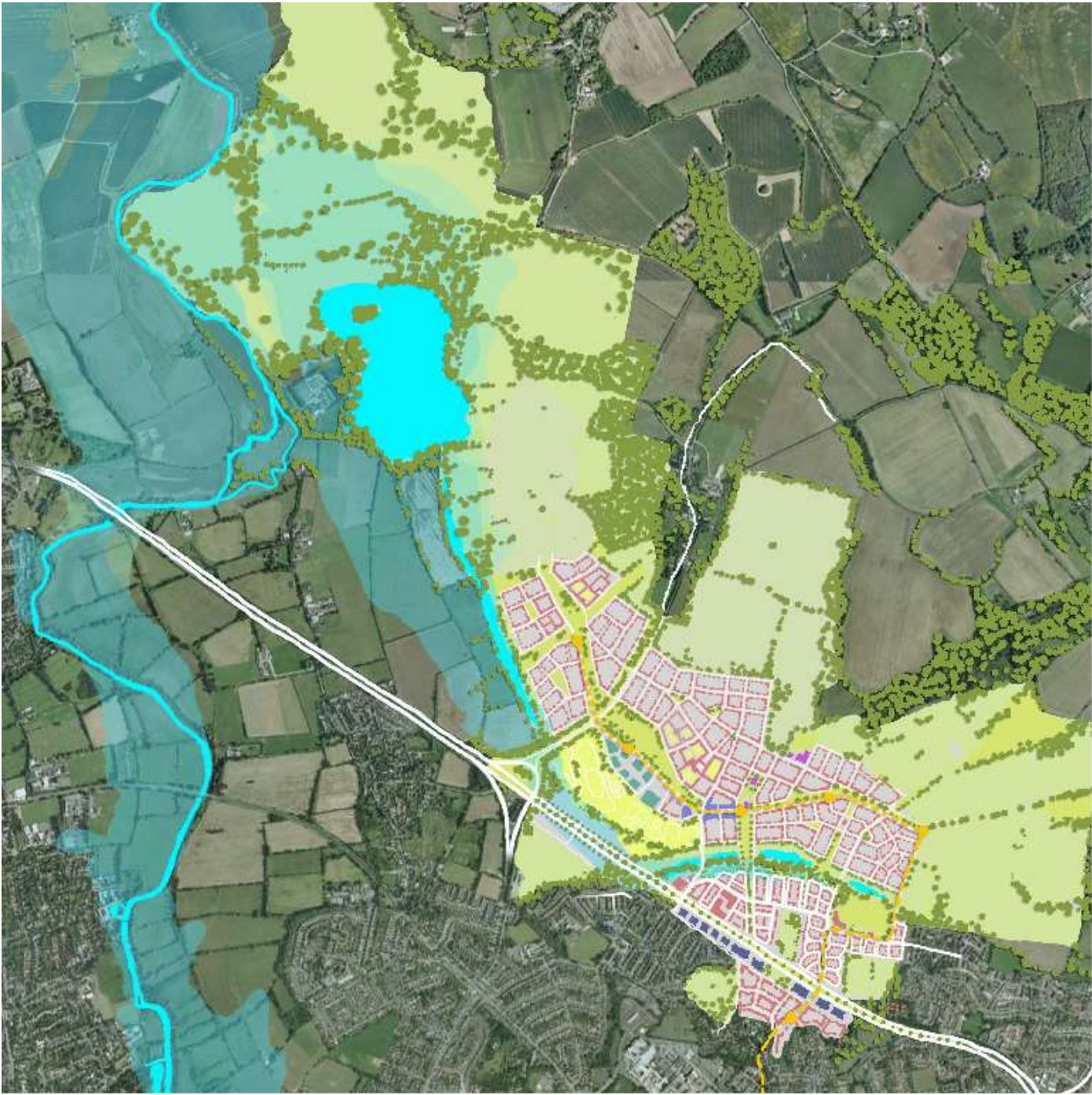




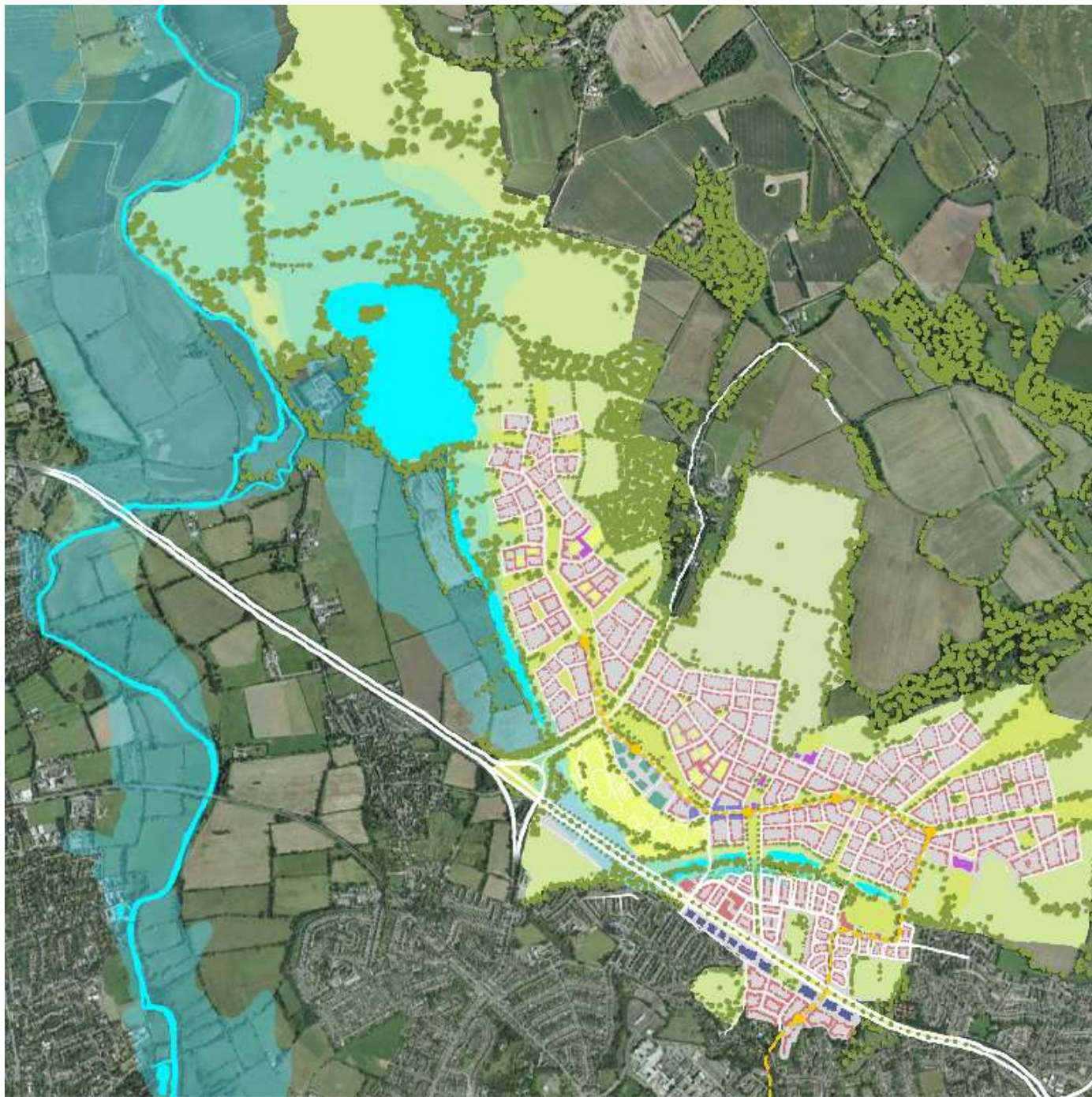
















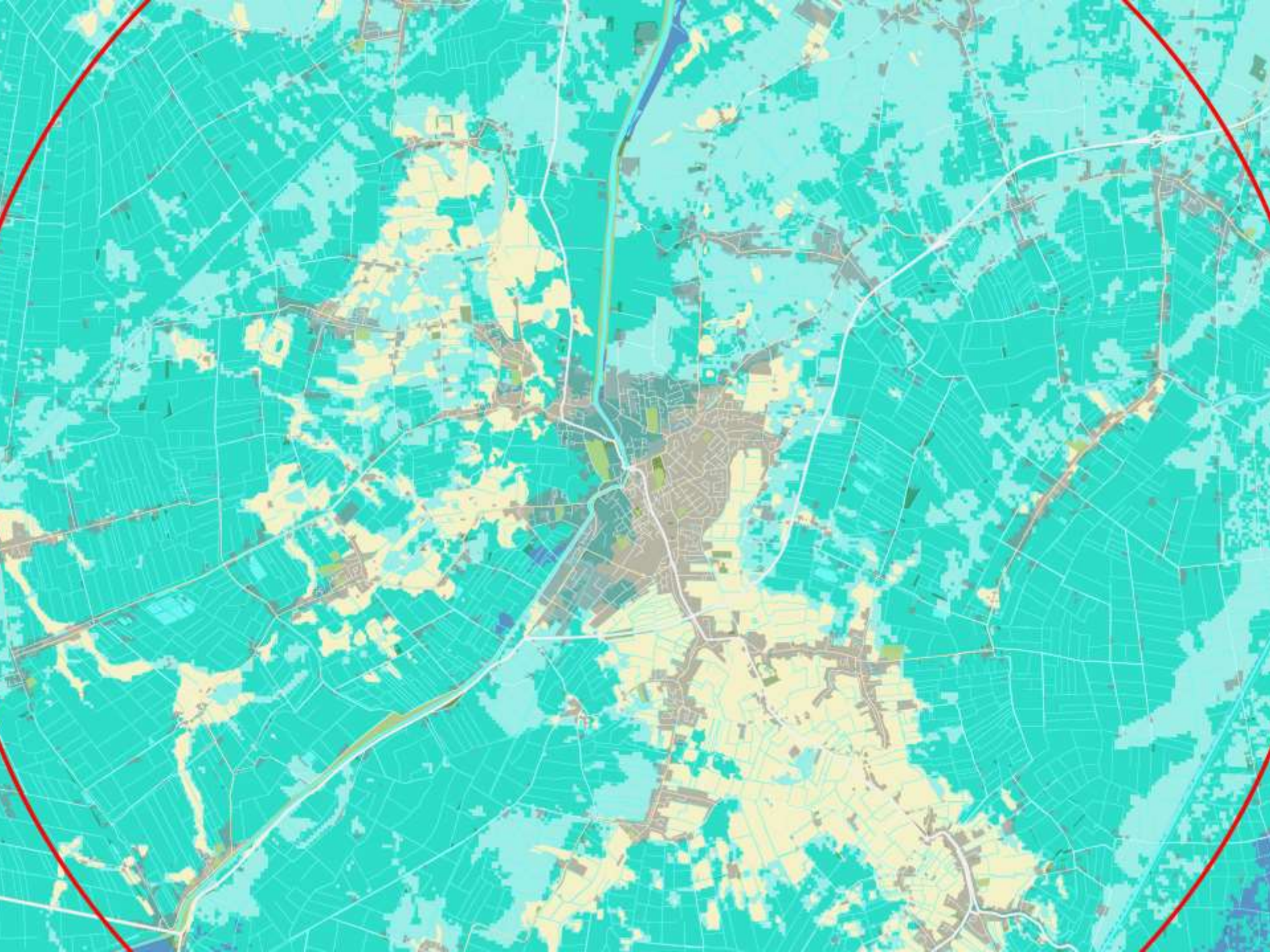


# Wisbech

garden town



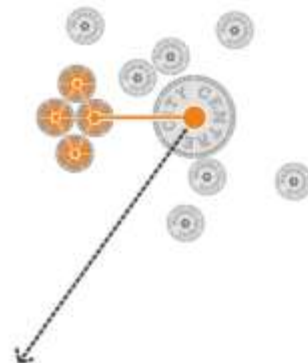
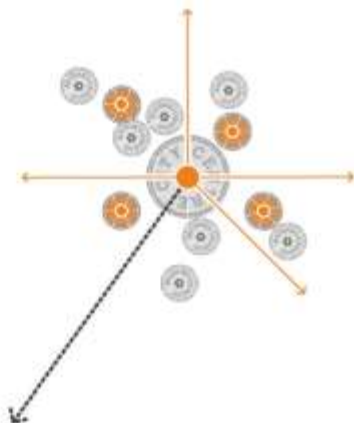
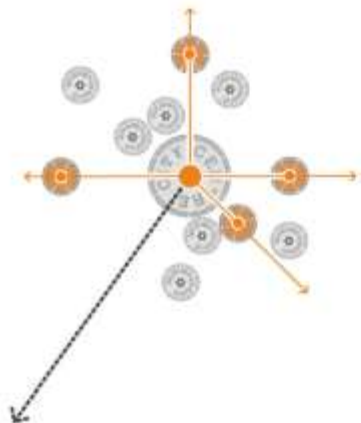
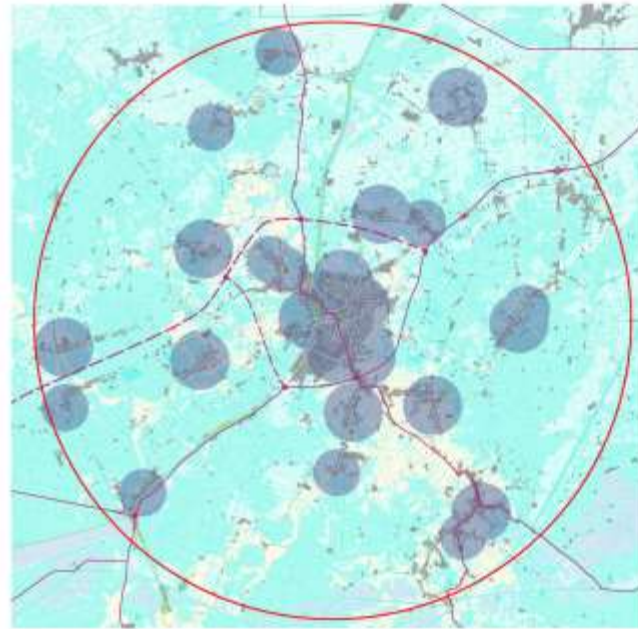
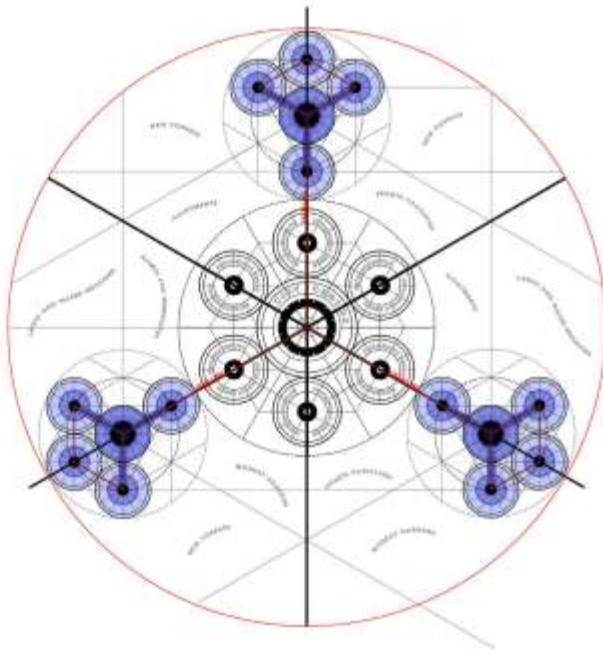






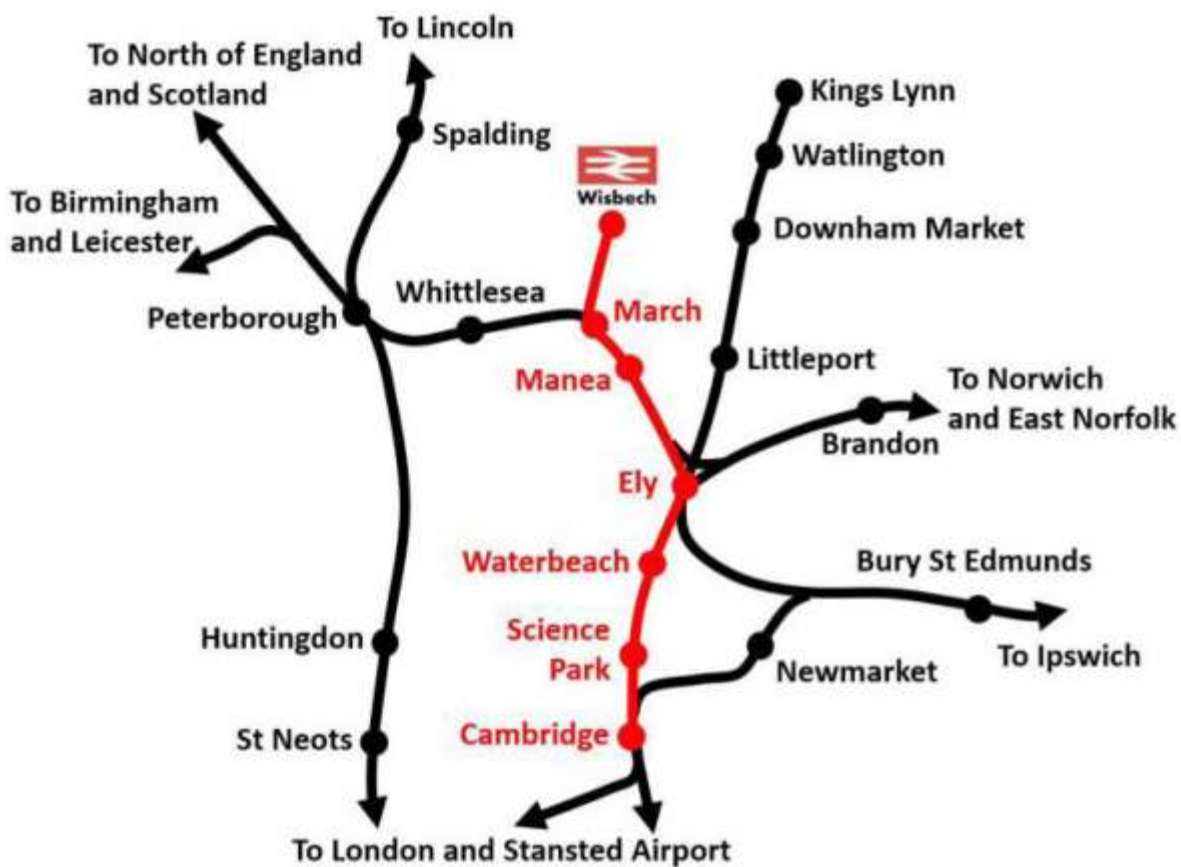
# Wisbech

garden town

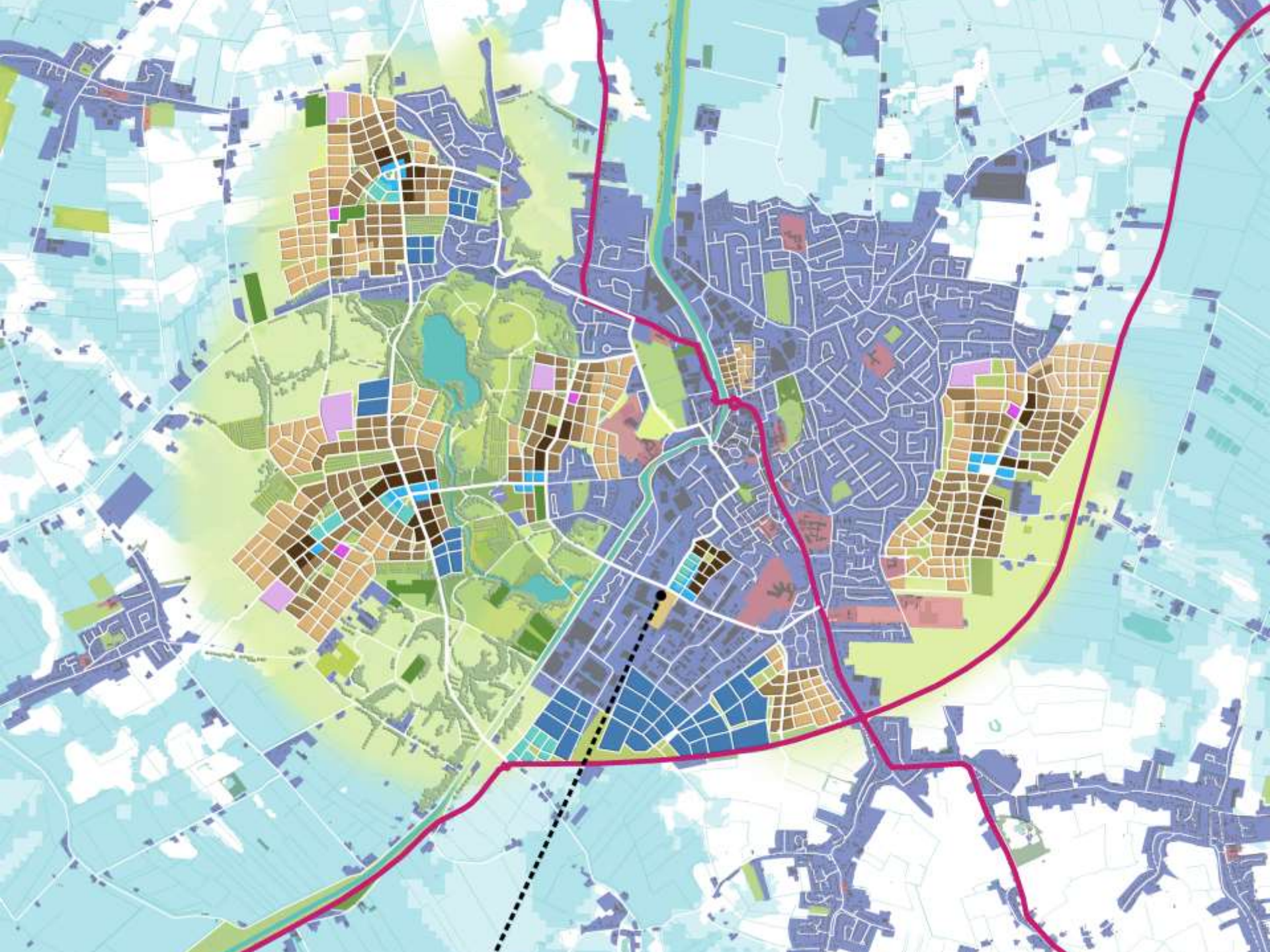




# Rail link









# Wisbech

garden town













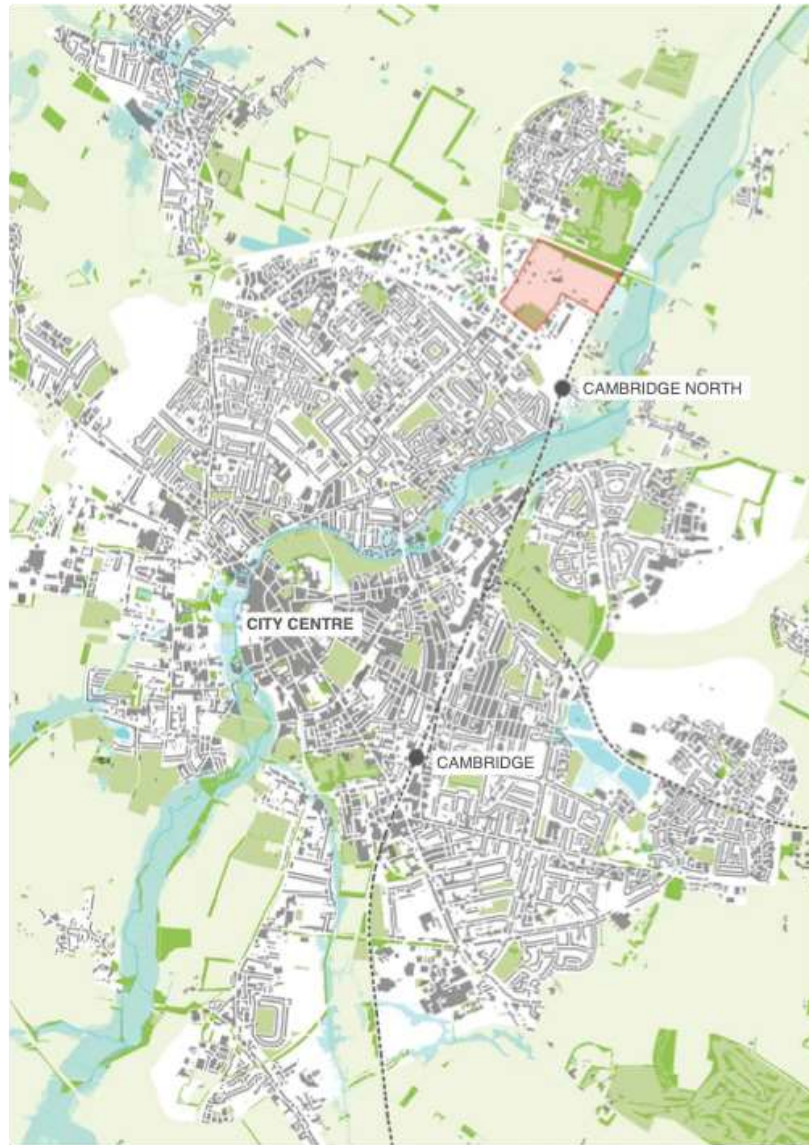




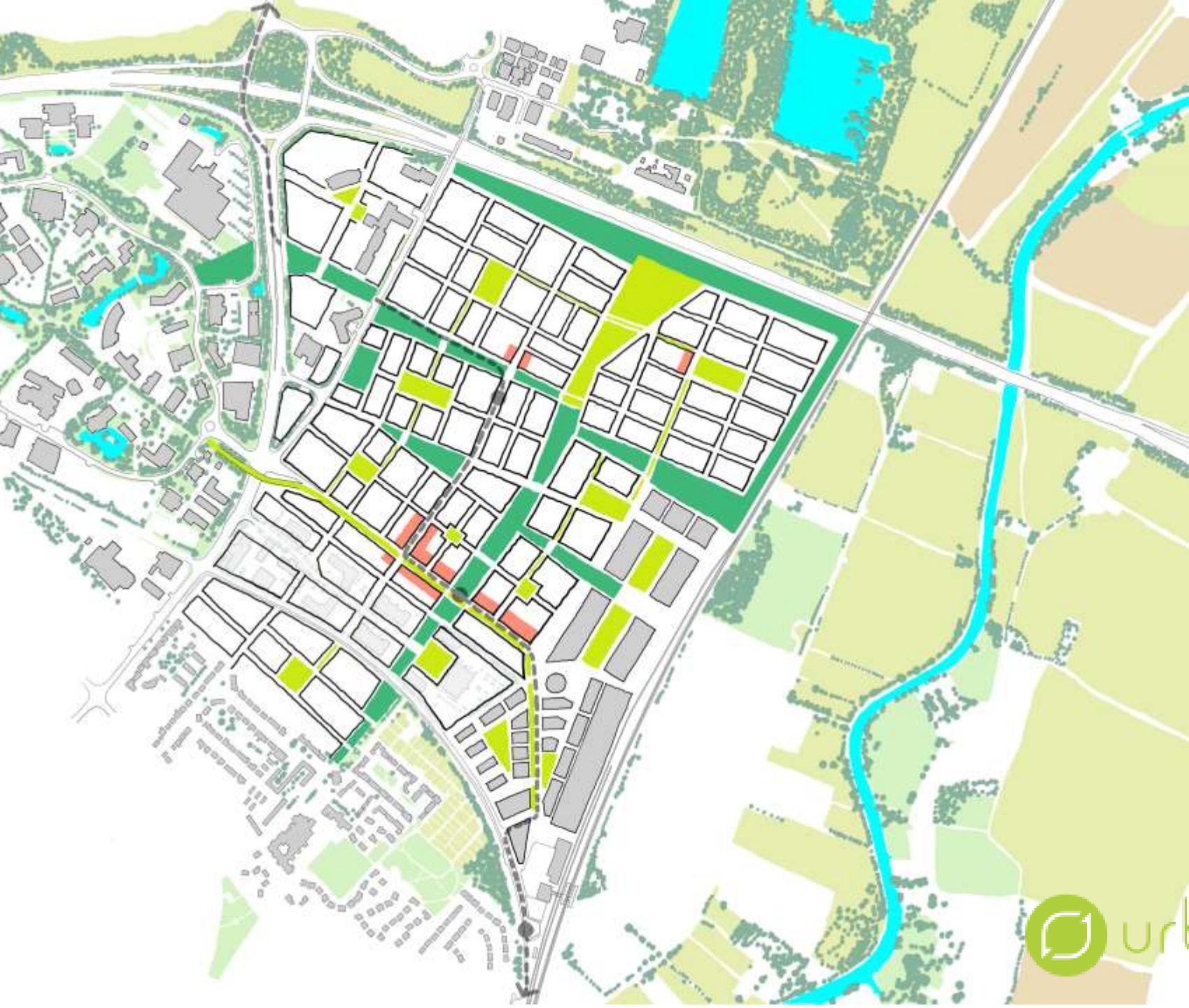




# THE SITE













An aerial photograph of a rural landscape. A town is visible in the upper center, with a river flowing through it. The surrounding area is a patchwork of green and brown fields, with some roads and smaller settlements. A white rectangular box is overlaid on the lower half of the image, containing the text '1) Positive Planmaking'.

1)

Positive  
Planmaking



A map of a city area with various brownfield sites marked by black dots of varying sizes. The dots are concentrated in certain areas, particularly in the center and bottom right. The map shows roads, rivers, and other geographical features. A white rectangular box is overlaid on the map, containing the text "2) Brownfield First".

## 2) Brownfield First



An aerial map of a city with a greenbelt. The city is shown with a grid of streets and buildings. A greenbelt, represented by green areas, separates the city from the surrounding countryside. The greenbelt is located in the center of the city, and the surrounding countryside is shown with green fields and trees. The map is divided into two main sections by a horizontal line. The top section shows the city and the greenbelt, and the bottom section shows the surrounding countryside. The greenbelt is a key feature of the city's urban planning.

3)

Greenbelt  
Second





4)

Infrastructure  
Investment



An aerial photograph of a rural landscape. In the foreground, there are large green fields with visible tire tracks from heavy machinery. To the right, a winding river flows through the landscape, bordered by a grassy bank. A tall power line tower stands near the river. In the background, there are more fields, some smaller ponds, and a distant horizon under a blue sky with scattered white clouds.

# 5) Land value Capture



The background image shows a canal scene with several narrowboats. In the foreground, a blue narrowboat is prominent, with the name 'Hoop op Welvaart' visible on its side. To its left, a white and yellow narrowboat is partially visible. The canal is bordered by modern, multi-story brick buildings with large windows and balconies. The sky is blue with some clouds.

6)

## Development management





Master  
Developer



