



MASTERPLANNING & URBAN DESIGN

Carter Jonas

OUR NATIONAL MASTERPLANNING TEAM IS AN **INTEGRAL PART** OF THE CARTER JONAS PLANNING & DEVELOPMENT OFFERING.

Our specialist teams operate out of three strategic locations - London, Cambridge and Newbury - providing services across the UK, supported by our wider network of 38 offices. Key to our success is our ability to provide clients with local knowledge while understanding the larger national context.

Our work ranges from the city scale down to the domestic plots and encompasses everything in between - towns, local neighbourhoods, parks, streets and urban spaces. We specialise in regenerating the old as much as creating the new. Whether we are undertaking large scale strategic visioning, detailed placemaking or design coding, our considered approach always ensures we provide high quality work for our clients.

KEY TO OUR WORK IS:

Creating development of lasting quality on both greenfield sites and previously used land

Re-visioning and regenerating urban areas to create healthy towns and cities which are fit for purpose

Generating realistic, viable and context-driven designs

Sutton Griffin Architects as part of the Carter Jonas network who complement the overall masterplanning and urban design offer with award winning architectural services

OUR OFFER COVERS THREE BROAD AREAS OF WORK:

1 URBAN DESIGN

Urban design is sometimes referred to as the 'art of planning'. Our team is highly skilled and experienced at a wide range of urban design services, including:

- Site appraisal and capacity testing of all sizes and types of site
- Design strategies and detailed proposals for all scales of site
- Design and development briefs and frameworks / masterplans
- Design and Access statements

Our offer is different to our competitors in that we work as part of teams of commercial and residential surveyors and agents who have significant local market experience and intelligence to help support our work and ensure it is both viable and deliverable.

We understand the vital importance of creating mixed use environments as well as employment areas, which promote social interaction and bring about more cohesive, healthy and integrated communities. One of our key strengths is our ability to work with local communities and listen to their concerns.

2 URBAN REGENERATION

Making good places from scratch can be challenging. Regenerating existing ones can be even more challenging. Our approach to urban regeneration is as follows:

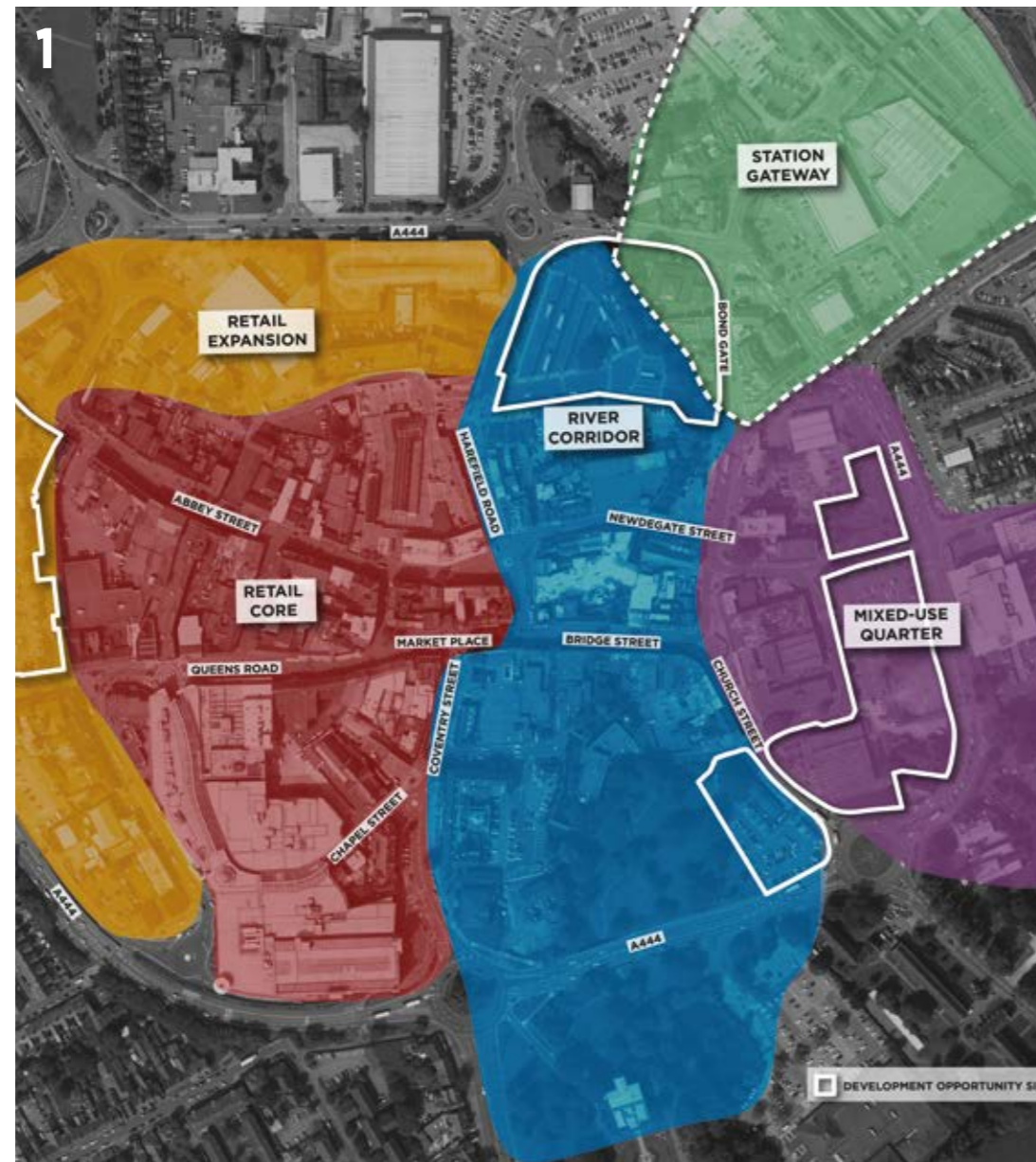
- The design needs to be right in terms of its physical context, its sustainability for local people and its benefit to the economy
- There is a need to consider and work with a multitude of different disciplines beyond the conventional design fields of architecture, town planning and landscape design
- Because of the time needed for regeneration projects, any plans must be flexible enough to allow for change over time

3 STRATEGIC LAND

We have been involved in some of the largest residential development sites nationwide. Carter Jonas acts for a variety of clients straddling the public, institutional, charity, corporate and private sectors. Our Masterplanning and Urban Design team, as part of the wider planning and development team, has a wealth of experience in visioning and designing land for development and in successfully securing planning permissions. Whether brownfield or greenfield, we know what's needed for the successful delivery of strategic land.

OUR 7 PRINCIPLES FOR THE CREATION OF BETTER PLACES

- 1 Appreciate all scales of place, from small rural communities to large cities and respond positively to context
- 2 Understand the characteristics of every place – specifically their social, economic, cultural and environmental distinctiveness
- 3 The history, culture, ecology and character of a place as well as its physical assets and liabilities are the start and end points, and must be used to create a successful scheme
- 4 Placemaking must engage all and do so in a meaningful way
- 5 A clear delivery strategy
- 6 Flexible frameworks are more effective than rigid masterplans
- 7 Sustainable development principles must underpin all design work



1 NUNEATON TOWN CENTRE REGENERATION
Our regeneration plan for this great West Midlands market town includes: opening up the riverfront, creating a new rail/bus interchange, improving the tourism and leisure offer, and bringing people back to live in the town centre.

2 ST LEONARDS WATERFRONT
This is the last seafront site in Hastings and is in local authority ownership but had remained empty for decades due to a highly complex set of abnormal costs. Our masterplan unlocked these constraints to create a fun mixed-use destination which was viable, and thus allowed us to market the site.

3 BOSBURY OUTLINE PLANNING
Our planning applications range in scale from a dozen homes to major urban extensions of 3,500 dwellings. These images show 45 houses on the edge of a Conservation Area in a historic village near the Malvern Hills.

4 WEST EALING CROSSRAIL STATION
Working closely with our infrastructure team we prepared sketch proposals for a total upgrade of this west London site which will be 15 minutes from Heathrow and 20 minutes from the City.

5 TECHNOLOGY PARKS
Carter Jonas provided masterplanning input to the development of the Peterhouse Technology Park in Cambridge, including the new international headquarters for ARM - the world's leading chip designers.

6 CONSULTATION
Carter Jonas have an experienced team who can design, project-manage and front all stages of the public and stakeholder engagement process, either by ourselves or working with our clients' specialist consultants.



38 OFFICES ACROSS THE COUNTRY, INCLUDING 13 IN CENTRAL LONDON

Bangor	Marlborough
Basingstoke	Newbury
Bath	Newbury - Sutton Griffin
Birmingham	Northampton
Boroughbridge	Oxford
Bury St Edmunds	Peterborough
Cambridge South	Shrewsbury
Cambridge North	Suffolk
Cambridge Central	Taunton
Edinburgh	Truro
Harrogate	Winchester
Kendal	York
Leeds	
National HQ One Chapel Place	Knightsbridge & Chelsea
Barnes	Marylebone & Regent's Park
Barnes Village	Mayfair & St James's
Fulham Bishop's Park	S. Kensington & Earl's Court
Fulham Parsons Green	Wandsworth
Holland Park & Notting Hill	Waterloo
Hyde Park & Bayswater	

ABOUT CARTER JONAS

Carter Jonas LLP is a leading UK property consultancy working across commercial property, planning, development, residential sales and lettings, rural and national infrastructure. With a network of 38 offices across the UK, we employ more than 700 people. We are renowned for the quality of our service, the expertise of our people and the simply better advice we offer our clients

Find out more at carterjonas.co.uk/planning

OUR SERVICES:

Masterplanning	Design Coding
Urban Design	Supplementary Planning Documents & Area Action Plans
Urban Regeneration	Transport Related Urban Design
Strategic Land Delivery	Graphic Design & Exhibitions
Architecture	
Public Consultation	
Public Inquiries	
Development Briefs	

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