

Modern Day Picturesque

Existing and emerging models of rural densification





Modern Day Picturesque:
Existing and emerging models
of rural densification

Research and report by:
Sarah Featherstone, Featherstone Young Architects and VeloCity
Petra Marko, Marko&Placemakers and VeloCity

Research steering group:
VeloCity - a multidisciplinary collaboration
of built environment and infrastructure professionals

Research supervision:
Alicia Pivaro

Photography, images, plans and maps:
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1 Introduction

Many villages are quintessentially picturesque but traditional community life is dying and up until now not much thinking or research has been spent on ways to deal with this.

Supported by an evidence-based portfolio of examples, our research builds on VeloCity – a strategic vision that solves some of the most critical issues facing the countryside today, delivered by a team of industry experts.

This research and report explores specifically higher density housing typologies in rural settings, highlighting the benefits and barriers of densification.

VeloCity is...

People over cars

Creating new movement networks

Compact not sprawl

Keeping the special character of our villages

Connected not isolated

Linking villages with shared resources, to benefit everyone

Opportunity over decline

Unlocking land for new places to live and work

Resilient not fragile

Promoting sustainable environments, health and well-being

1 Introduction

We have spoken widely about our VeloCity vision to government, local authorities, communities and landowners and we know there is an appetite for change. With the gradual reduction of car use and change to planning policies, we see the opportunity to re-invigorate community life and think about how we can do new development and housing in villages differently.

This evidence-based research reinforces and expands the benefits and means to achieve rural densification in villages. We have undertaken an analysis of high-density housing typologies, placemaking and delivery approaches that demonstrate social, economic and environmental benefits within rural communities. The key objectives of the research were:

- **Identification of spatial and architectural typologies, delivery models and engagement processes that led to successful village densification**
- **Understanding of key social, economic and environmental benefits of densification of villages**
- **Identification of barriers to housing development in villages and how these were overcome**



2 Context

2.1 Climate and Biodiversity Emergency

We are living beyond the earth's carrying capacity with devastating loss of precious habitats and climate change impacts. In the UK alone, we have seen 58% of all species decline dramatically in the last 70 years and we have lost 97% of our wildflower meadows as a result of urbanisation and more intensive agricultural practices (Wildlife Trust). We also see the social consequences of economic growth through concentration of wealth in cities, growing inequality, social exclusion and the breakdown of social networks.

There are significant associated health impacts with estimated cost of heat related mortality £150million by 2050. In the UK, over 1 in 3 children leave primary school overweight and for the first time since the second world war, growth in life expectancy has stalled (Office for National Statistics). And of course, mental health issues are on the rise. Food is purchased shrink wrapped with no thought as to the impact on soils and ecosystems in the hinterland.

VeloCity is a direct response to the need to think differently about how we create new homes and places to work in the context of this destruction of the earth's ecosystems.

We are not alone. Extinction Rebellion, Greta Thunberg, David Attenborough, Friends of the Earth and many more are all calling for a radical shift in behaviour over climate change. As a result of the overwhelming evidence of the impacts of climate emergency on the health and wellbeing of people and our planet, the UK government has pledged to meet net zero carbon emissions target by 2050. Over 60% of local authorities have declared a Climate Emergency with many seeking to achieve this target by 2030. Professional bodies representing architects, engineers and landscape designers have also declared with hundreds of practices signing up to the pledge to take action.

The world population continues to rise, and with the countryside making up 85% of the UK land area but only 18% of the population living there, the pressure to build new homes in rural areas is increasing. If we are to do so, legislation needs to change and design codes need to ensure development takes a restorative and regenerative approach working with community stakeholders.

18% of UK population lives in rural areas

Rural areas make up

85% of land

- ONS Rural Urban Classification Census, 2011

2 Context

The VeloCity vision has been developed in response to this current context, proposing a sustainable long-term future for the countryside which challenges the current constraints to build there.

2.2 Romanticism, Land Reforms, Political Change

Historically British villages evoke romantic images of the countryside - perceived as a rural idyll, an escape to nature away from the pollution and disease of urban life. But the countryside has also been a backdrop to conflict and political uprisings - class divide, land rights, economic depression and two world wars – and in this context we have seen philanthropists, industrialists, idealists, radicals and revolutionaries all experiment with better ways of living in the countryside with utopian visions ranging from new model villages to farm colonies to current-day garden villages.

Whilst these more radical approaches look at ways to populate and live differently in the countryside, none have touched on VeloCity's specific proposal for densification and regenerating of existing settlements, most were about creating new villages and

“Nature and the landscape are fundamental to people's wellbeing and in lifting their spirits and contributing to psychological equilibrium.”

- William Morris



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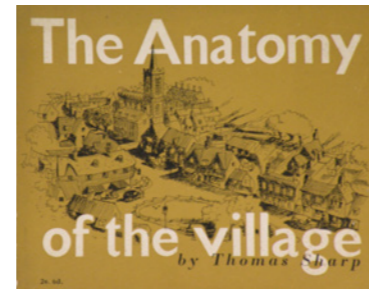
Repton's 'before and after' illustration of 'General view of Sherringham Bower, Norfolk' from 'Fragments on the Theory and Practice of Landscape Gardening' (1816) © The British Library Board 59e.20

Repton's 'before and after' illustration of 'General view of Sherringham Bower, Norfolk' from 'Fragments on the Theory and Practice of Landscape Gardening' (1816). Image: British Library

2 Context

communities. However these models bring forward useful insights and particularly demonstrate how radical aspirations have led to fundamental land reforms and changes to government legislation.

Early examples of such radical visions were the 'model villages' of the 18C English Landscape movement where wealthy landowners employed the likes of Capability Brown and William Kent to design estates with villages for workers, deliberately built out of sight to preserve the picturesque view. Later in the 19th Century, model villages were built by philanthropic industrialists to provide workers housing in the countryside. These included Saltaire, Port Sunlight and Bourneville which led the way in re-thinking communities, social housing and an escape from the industrial urban squalor. Increasing agricultural depression and class divisions in the late 19th century sparked land reforms which saw the government bring forward progressive policy change using slogans like, 'Three acres and a cow' to launch new statutory rights to a smallholding for families to live off the land and be self sufficient. This initiated the first of several Farm Colonies which were further developed in the 1920's, with many run by charities and religious organisations such as the Salvation Army Home Colony in Hadleigh Essex – communal enterprises aspiring to a shared circular economy.



The Anatomy of the village by Thomas Sharp - a polemical writer in the 1930s known as a virulent opponent of garden cities

2 Context

Another notable visionary housing model in Britain was Ebenezer Howard's Garden City Movement which aimed to bring the best of the countryside to urban living, with Letchworth commenced in 1920, being the first new town following these principles. Whilst these were essentially suburban models, the movement has influenced more recent rural models such as Poundbury in Dorset owned by Duchy Estate (one of our case studies in this report) and Dartington Hall, Devon, another privately owned country estate. The latter explored progressive rural reconstruction models of 1920's which are still being evolved with experimental no-dig farming methods and new rural housing typologies to this day. Examples include co-living rural housing typologies by architects Ash Sakula, who are championing the Collective Custom Build initiative to promote community engagement.

All these models demonstrate that visionary thinking can bring about radical changes in the countryside. However, today land comes with more of a premium and if we are to tackle our housing crisis and protect the earth's resources then building new towns and villages in the open countryside cannot be the only way.

VeloCity is a holistic strategy that proposes growth in existing villages, reinvigorating them with new movement networks less reliant on the car, unlocking land for new homes and work places. By building more densely within villages, not outside, we can protect the wider countryside and create healthier and more socially cohesive villages whilst retaining their quintessentially picturesque qualities.



Collective Custom Build initiative (Ash Sakula Architects with University of Sheffield) presents a model for how people in the UK might engage collectively in the production of housing



Bourneville nostalgia

3 VeloCity Vision

To build within villages means overcoming some serious constraints to development in the countryside and specifically to village growth. The VeloCity concept of village clustering and higher density housing has the potential to unlock land for new development but in order to implement this, planning must be turned on its head.

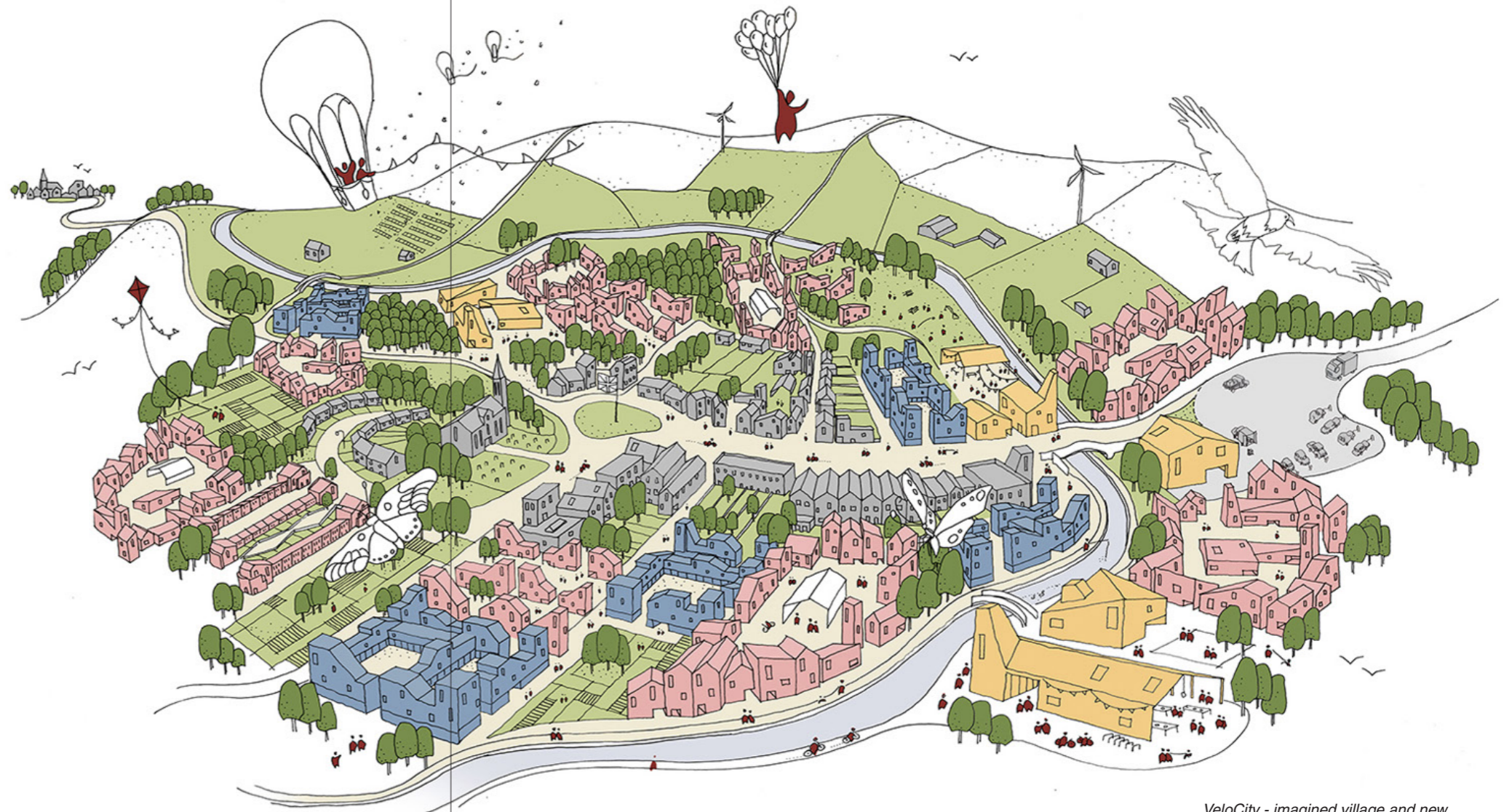
Currently national and local planning policy makes it difficult to build in the countryside with the current protection of heritage and environmentally sensitive locations that preserve villages in aspic. Furthermore, the planning criteria for the allocation of potential sites for new housing in rural areas¹ is based on a village having good existing services and transport links, which means many smaller villages are deemed unsuitable for new housing and consequently remain unsustainable. This approach leaves villages with a lack of diversity in housing and an increasingly ageing and isolated population, leading to mental health and social issues. With people in villages more reliant on cars, there has been a loss of services (shops, pubs, schools, etc) and employment opportunities, further detracting families and young people from moving into rural areas.²

Who owns the land poses further challenges to the large scale legislative changes needed to develop rural areas differently. Today over 30% of land is still owned by wealthy landowners, 'aristocracy and gentry'³ and how this land is managed has a huge impact on the affordability of housing, the way we grow our food and how much space we set aside for nature. VeloCity aims to rethink the way we distribute land and to promote a more sharing economy.

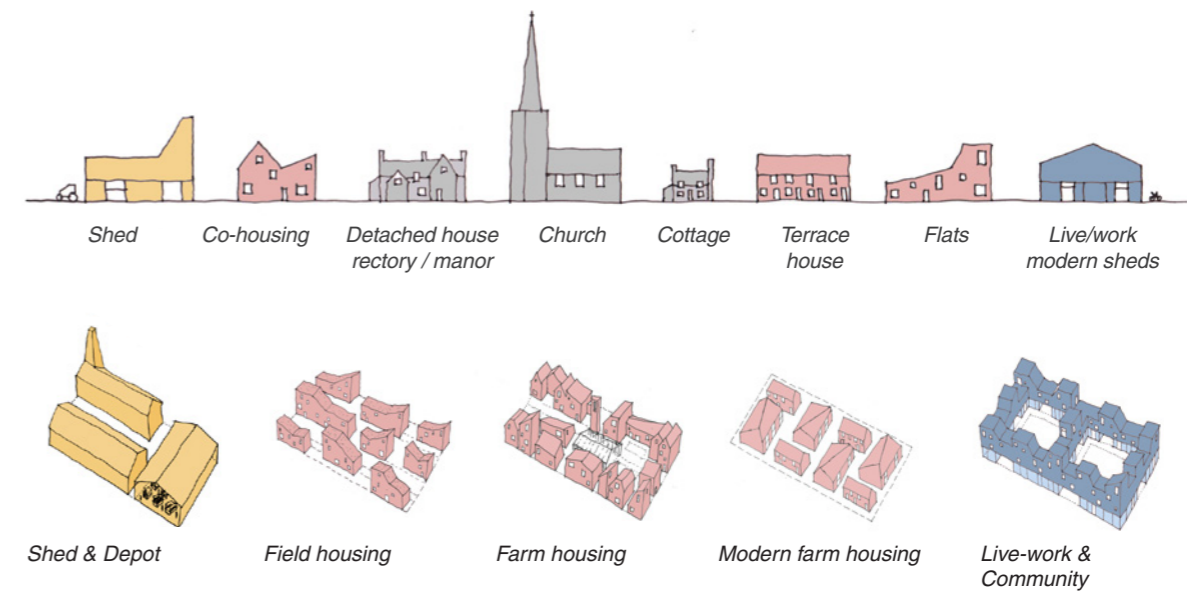
¹ Village classification in accordance with The Strategic Housing and Employment Land Availability Assessment (SHELAA) process

² Study by the Observer and the Commission for Rural Communities (<https://www.theguardian.com/uk/2008/sep/14/ruralaffairs.britishidentity>) identified scores of small communities in decline and in so doing confirmed that: "Across the country; 95 per cent of village halls are struggling to stay open, 27 village pubs are closing a week, 800 village shops are shutting each year, 400 garages and filling stations are closing each year, 100+ churches of all denominations are closing each year, 7 rural schools are shutting annually and 90 cottage hospitals are under threat."

³ Guy Shrubsole author of *Who owns England? How we Lost our Green and Pleasant Land, and How to Take it Back*



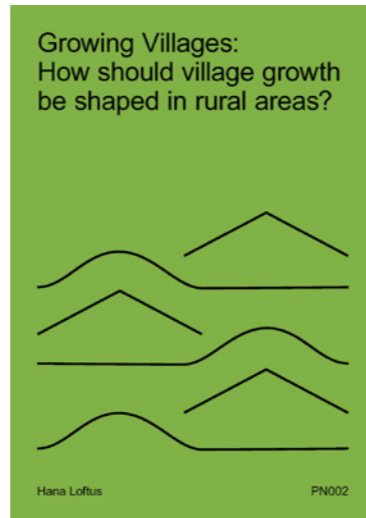
VeloCity - imagined village and new housing typologies



3 VeloCity Vision

People's perception is an issue too. For many, the British village still evokes a romanticism which has endured to present day popular representations such as Radio 4's *The Archers* and the 'best kept village' competitions. However such examples of popular culture also acknowledge the pressing issues facing our villages and people's growing concerns of how to tackle them. BBC1's *Countryfile* regularly gives exposure to the social, employment and health issues facing rural communities and *The Archers* have seen the villagers fighting to save their local shop and farmers introducing experimental, sustainable farming methods such as mob-grazing.

These are signs that the tide is turning and people are looking at ways to do things differently that once seemed unthinkable. For the VeloCity concept to gain support of the local communities the potential benefits must be communicated well and people must feel they have a proper stake in future development of their places. The Localism Act of 2011 goes some way to giving people a greater say on local decisions and where housing should be built in their communities. Work undertaken by Hana Loftus for Public Practice, in her paper *Growing Villages*, explores the frustrations and rewards Localism offers to village communities in the South



Public Practice *Growing Villages* note explores impact of Localism on rural areas

VeloCity village cluster with Big Back Garden - a shared community resource



3 VeloCity Vision

Cambridgeshire District. Interestingly it has found that people are not against development in their villages per se and that many people recognise villages need more housing to renew and sustain community life. From this research it seems what is important to them is the quality of new housing and a more collaborative process that involves them early on. This is perhaps what was missed in the recent BBC2 programme, *The New Builds are Coming*, where the planner and developer are pitted against the local community with plans to build 500 new homes on the edge of their Oxfordshire village. Here what was on offer by the developer was suburban style housing, bolted on to one side of the village with no regard to integration with existing community. What was missing was any dialogue or appreciation that there could be alternative and better ways of doing this.

Instead of these stagnated and out-dated attitudes to rural development, it is possible that if we can make changes to planning and transport structures, create better quality housing, shift negative perceptions and take advantage of modern day technological advancements, we will be able to realise the VeloCity vision. As such, far from being parochial backwaters, rural areas can be laboratories of innovation.

Far from being parochial backwaters, rural areas can be laboratories of innovation.



VeloCity - being there. Denser housing typologies with more shared external spaces safe for children to play in encouraging social interaction and a greater sense of community

4 Why rural densification?

4.1 Why Promote Densification in Villages

A village brings different characteristics to that of a town - compactness, walkability and immediate access to surrounding countryside. However current village development does not respect this and ad-hoc, low density sprawl with suburban housing typology boosted by the car boom of the 60's and 70's is still happening, eating up too much land and destroying our natural environment.

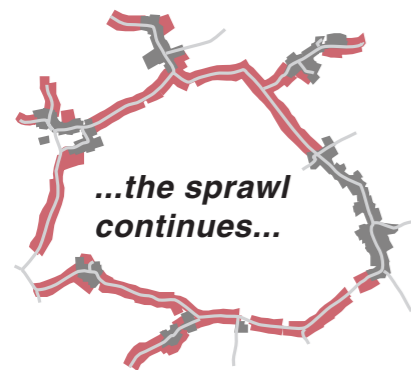
Our research has found that there are not many examples of good or successful new developments within villages. Either we see very small-scale developments of up to 9 or 10 detached houses on infill sites within the village or larger scale developments outside the village, following a road and forming hard edges with the existing community and surrounding countryside. The latter form of development mimics approaches to town and suburban housing developments which we have found in our research is at odds with the character of a village.

Historically villages were linked by bridleways and footpaths but these have become underused and overgrown because of the increasing reliance on the car providing easy access to facilities in nearby bigger towns. VeloCity proposes to reinstate these routes as cycling and walking networks to form village clusters that can provide a sufficiently sized population that can support shared services and infrastructures without the need of a car.

“The more private advantage the more public disadvantage”

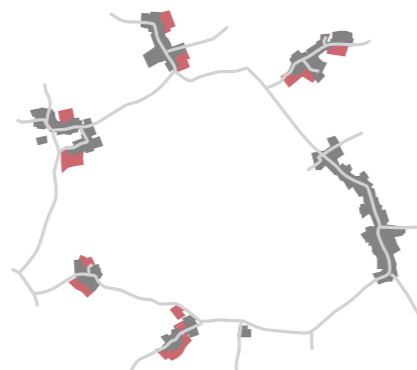
- Anatomy of the Village

If nothing changes...



Current village development
3600 new homes = 25 homes per hectare

VeloCity villages



Compact village densification
3600 new homes = 100 homes per hectare

4 Why rural densification?

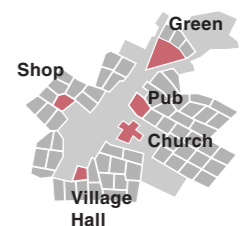
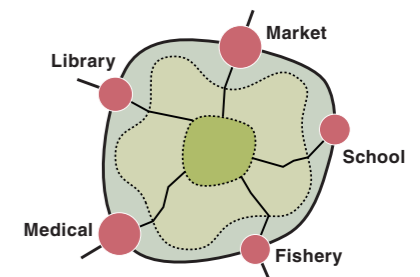
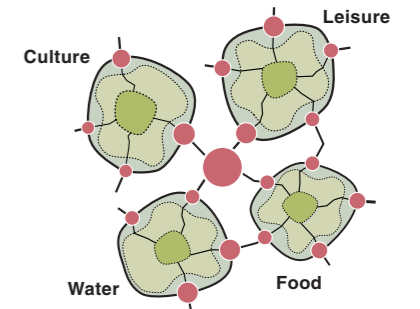
The reduction of car use means we can plan streets differently and release more land on which to build more densely. Opportunities for new housing typologies can explore shared resources at the micro scale – shared guest rooms, meeting spaces and gardens, providing a type of housing that might suit young people or older people living on their own. Marmalade Lane, one of our case studies, is a good example of this introducing a co-housing governance model with shared community facilities. Building more densely in villages also brings opportunities to re-use and reinvigorate their existing buildings and infrastructure. This means lower capital costs than a new build development as installation of new utilities and high-speed data networks can run under the upgraded cycle and footpath network. By doing so villages become more sustainable environments offering new employment opportunities.

Furthermore, if we can concentrate development within villages, then the undeveloped open countryside between villages is protected and can be used as a resource for enhancing ecology, food production and providing shared amenity space for the village communities. VeloCity refers to this resource as the Big Back Garden.

In summary the reasons why we think we need to densify housing and build within the village:

- To ensure that each village remains compact and distinct and in doing so safeguard its picturesque character and stop adhoc sprawl along roads to minimise encroachment on greenfield, open countryside.
- To reinvigorate community life – a compact walkable village and a cyclable village cluster means a friendlier neighbourhood with shared facilities and a higher quality of life.
- To introduce smaller, more affordable homes for young people and older people on their own and create a wider tenure mix with increased market values.
- To benefit from utilisation of existing resources – infrastructure and underused buildings – and limit upfront costs of any growth strategy.

VeloCity village clusters and sharing economy concept running across all scales from town cluster, village cluster, village through to a new housing field.



4 Why rural densification?

4.2 What we Mean by Density

There are over 10,000 villages in England,⁴ each covering on average 4-6 sq miles (10-15,000 hectares) and set approximately 2-3 miles apart. A village is commonly defined by its measurement of population or area and currently the population of a UK village ranges between 500 – 2500⁵ equivalent to 30-900 homes before being considered a town.⁶ But how might this change in the future if we apply our VeloCity concept and see more people living within a similarly sized village footprint?

In our study this equates to:

Jakriborg	3000 pop / 400 homes
Poundbury (phase 1)	600 pop / 252 homes
Byhusene	303 pop / 110 homes
Dent	300-400 pop / c. 50 homes
Marmalade Lane	c. 150 pop / 42 homes
Hoggeston	104 pop / 50 homes we proposed 600 new homes over 30 years (other villages in cluster have higher 400-600 pop)

There are many ways to measure density and within our industry this is usually quantitative and numerical and not qualitative. At the beginning of our research, it was necessary for us to use a quantitative method to help assess the density of a potential case study and to provide a comparison for our selection process. But we chose to use largely qualitative methods to develop and evaluate our research for each case study.

⁴ The Anatomy of a Village

⁵ A survey according to National Geographic Society

⁶ It is difficult to define a village and other factors which can distinguish a village from a town are, having a parish rather than a town council, a village hall not a town hall and no licence to run a market.

What is low density for some is high density to others, and this can create problems when different groups think they understand each other, but ultimately do not because they misinterpreted what the other meant.

- The Little Book of Density

4 Why rural densification?

The quantitative method we chose to use is number of dwellings per village hectare, where the village area includes the neighbourhood of paths, streets, private gardens, public space and buildings with integrated uses i.e. residential with retail, work or community but excludes standalone public buildings and their associated external spaces such as schools and churches. On this basis we selected case studies with a higher density than the usual 25 dwellings per hectare (dph) that we have seen many recent rural developments adhere to. The result of this numerical density assessment is indicated in the index of each case study.

However we are aware that the terms low, medium and high density used in planning policy are very different to people's idea of what this means. People tend to associate the term high density with urban and suburban contexts and perceive them as cramped, often chaotic spaces, with issues of anti-social behaviour, noise, loss of privacy and view.

As we are interested in challenging people's negative perceptions towards rural densification we have chosen to use a more qualitative assessment of density for our study, moving away from numerical fact-based criteria. As a result our research has revealed that people think several of our case studies are attractive and desirable places to live and work and would not associate them as having a high housing density. This suggests that for many people perception of density is more visual rather than numerical.

The qualitative methods we use are informal over formal - conversations rather than interviews, site-specific observations of behaviour and movement patterns over desk research and mapping relationship links over census and socio-demographic data. This does not preclude the fact-finding exercises, but prioritises qualitative over quantitative, for example when we talk with people we assume a different role to that of a researcher, replacing rigid questionnaires with an impromptu dialogue. See appendices for further evidence.

Our qualitative assessment enables us to identify the benefits and challenges of densification in each of our case studies and to help overcome this perception barrier. Our report tables these and brings forward emerging principles drawn from the case studies to show how higher density housing can be achieved in existing and new villages.

The way people perceive of density in a situation can influence how they behave and how they respond, emotionally, to others as well as to things around them.

- Glass & Singer, 1972; Sherrod, 1974



Barn door village notice board, Dent, Cumbria

5 Case Studies

5.1 Methodology and Selection Criteria

Following the development of the research brief and identification of the key aims and objectives, we put out a call for case studies, both nationally, and internationally (Europe-wide). A long-list of case studies emerged from pooling together responses to the call and our own desktop research. We categorised each potential case study according to a number of criteria including quantitative density (dph), housing typology, delivery model, governance structure, community engagement, transport connectivity, car-free approach and cycling infrastructure. The call and desktop research showed that there are very few examples of new dense housing models within existing villages or rural settlements. Many examples we looked at explored an aspect of our criteria that we found important such as car-free or community engagement but were discounted for not fulfilling other aspects. Examples worth noting include:

- Vauban in Germany interesting car-free principles but not high enough density and too suburban.
- Temple Gardens in Somerset - nine new houses located in a village employing local vernacular and village grain but too small and not very dense.
- Student housing near Aarhus, Denmark - a transformation of 17th century barns but not forming part of a rural settlement.

This process led to the selection of the five case studies presented in this report, which fall into three types:

- **Historic villages** (Dent, Cumbria)
- **New rural settlements** (Poundbury, Dorset; Jakriborg, Sweden)
- **New suburban developments** (Marmalade Lane, Cambridge; Byhusene, Copenhagen)

Between October 2018 and April 2019, we visited each case study, compiling new data through qualitative methods including interviews and observations of behavioural and movement patterns. These methods resulted in emerging themes that we have organised our data on:

- Perception, sense of community, demographics and governance
- Transport, accessibility and car parking
- Public space and landscape
- Services and employment
- Housing typologies and density

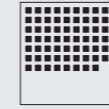


5 Case Studies

5.2 Case studies - overview

Dent, Cumbria

68dph

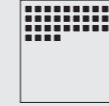


7 km



Poundbury, Dorset

34dph



1.1 km



Jakriborg, Sweden

95dph

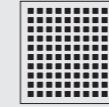


0.1 km



Marmalade Lane, Cambridge

42dph

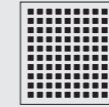


2.5 km

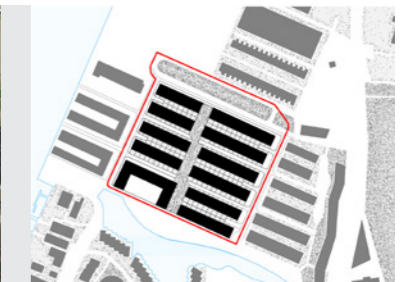


Byhusene, Copenhagen

100dph



1.5 km





Dent

Dent is a remote, picturesque village set high up in a valley of the Yorkshire Dales. It has narrow cobbled streets flanked with compact, high density, terraced houses and flats mixed with shops and work spaces. Many of the buildings are listed. The settlement grew up predominantly in late 17C and 18C as a flourishing market town supporting farming and industrial activities including coal mining, marble quarries, wool and the famous Dent Terrible Knitters. Today it is a small village which is still supporting a predominantly farming community but with a growing seasonal tourist economy. It has its own train station (highest mainline station in England) on the Settle-Carlisle line, located further up the valley 7 km away at Cowgill.

Why have we selected this case study?

Perceived as highly attractive whilst being compact and of a high density. A strong tight-knit community.

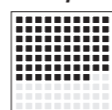
How was density achieved

The village has an informal arrangement that responds to topography and site specific context and provides variety within the street. It has a compact layout with a continuous building line arranged in concentric circles around the church which provides shelter and a sense of enclosure. Streets are narrow and cobbled with smaller paths and lanes and yards leading off them. The

Key facts

Type: Historic village
Location: Dent, Cumbria, Yorkshire Dales National Park, UK
Date: Historic village - rural, late 17th and 18th Century
Governance: Privately owned houses and apartments
Scale: Historic core 45-50 dwellings; 300-400 people living in Dent and around 600 people living in Dentdale;
Typology: 2-3 storey terraced/row houses and apartments

68dph



7 km



Grasscrete car parking on the edge of the village blends with the surrounding landscape

narrowness restricts parking and the ease of driving cars through them, so apart from the main valley road which passes through the village very few cars use these lanes. Instead residents park their cars on the edge of the village making these roads and pathways effectively the public spaces in which people walk, meet and play with their neighbours. The cobbles stretch edge to edge with no footpath which seems to contribute to slowing down any traffic.

The edges of the village are quite soft and less defined. Topographical features form some edges - stream, plateau, tree belt but always with gaps/ views to countryside. More definitive edge where road surface changes from tarmac to cobbles in historic core. Recent lower density linear development extends out along the main valley road.

The buildings are simple and modest and housing is largely terraced either as whole house or flats. They have small or no gardens but with access to open countryside all around. One resident joked about sunbathing in the churchyard because she had no garden. Historically diverse activities occurred within many of the houses in the historic core with a shop/studio/workshop at ground floor or a barn, store, warehouse, cart lodge attached to one side. Today these have either been converted into home extensions or they accommodate workshops, studios, shops, cafés.

There is not much planting or trees in the village core and no large open green spaces other than the Churchyard but it has open countryside all around which can be seen from most parts of the village due to topography. A village green was added in the 50's and sits on the edge where more modern housing has been built and this has play facilities and is in close distance to the school. Some of the more historic notable stand alone buildings are the Church, Memorial Hall, Reading Room and Methodist Chapel. Most of these have been put to good reuse, for example Methodist chapel to Meditation Centre and Reading Room as a library.

Emerging principles

Picturesque and a tourist attraction

Strong community spirit

Cars to the edge

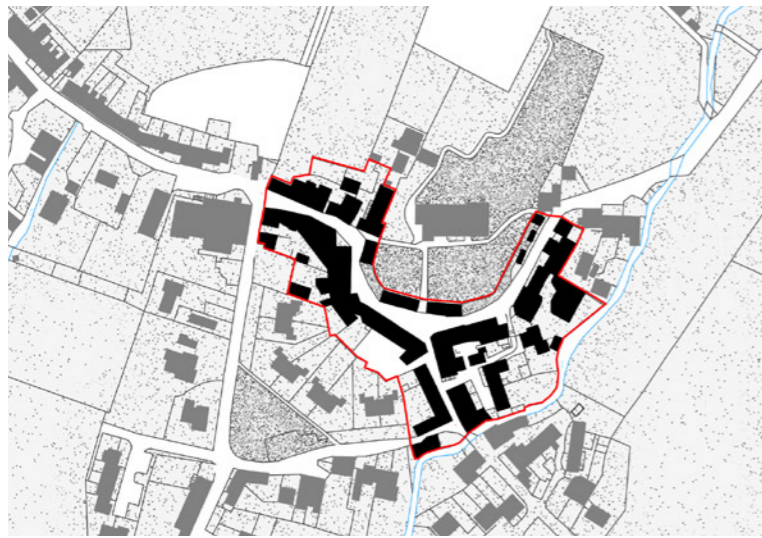
Compact & walkable

Terraced houses and flats

Narrow cobbled streets

Small gardens

Sits in landscape not on it



Whilst farming is still a large employer in the area, rural diversification schemes has seen other businesses established here most notably, a microbrewery, a mountain climbing equipment manufacturer and a growing tourist economy.

Benefits

Housing stock is able to accommodate a mixed neighbourhood, young and old, on low-medium incomes. Although a small community there seems to be a sufficient range of needs that support a popular village shop that has extended its offer to take and receive people's home deliveries and incorporate a weekly pop-up/mobile bank and post office in its stock room.

Compact walkable village has played a large part in creating a friendly, tight-knit community which has developed a strong vibrant network and sharing schemes where people help each other out, for example a well-used community notice board physically and virtually called the Barn Door. Parents seem happy for young children to walk home alone and play together in the village without them being there, and we think this is largely due to the lack of cars and small-scale, close knit community.

Its remote, isolated rural location is seen as both an attraction for residents and visitors as well as a challenge. Tourism has grown and there is a Heritage Centre and an annual Music and Beer festival in June, organised by the community which attracts 5000 visitors over one weekend. Dales Way long distance footpath also attracts walkers. Today a thriving café/tearoom and two pubs are used all year round both by locals and visitors in the summer.



Barn door - village notice board which has translated into an online community network

Despite its remote location and hilly landscape it does have good public transport and cycling is popular particularly with tourists (there is a bike hire company in the village). We met some residents who had invested in electric bikes to travel to the towns at the bottom of the valley. Electric scooters for children are also popular and obtained through 'Connections' a grant that offers them to children in education between 15-25 years old.

Recent fast speed broadband (B4RN = Broadband for rural north) was installed which has brought huge benefits to local businesses and people who need to work from home.

There is no formal governance, but good neighbourly support with active resident groups and community networks.

Challenges

Its remote, isolated rural location makes for difficult public transport links – the train station is 7km up the valley. Main valley road runs straight through the village but is cobbled so slows traffic down plus it is very narrow making it impossible to park without blocking the road. Residents are resourceful and find ways to overcome challenges e.g. car share through need/cost, not environment. They lobbied for a community bus scheme to do school runs and for volunteer drivers; there is an 'A to Z' scheme for young kids in education for cheap bus fares and train fares. Residents fiercely enforce everyone to park their cars on the edge of the village including visitors and tourist. They have turned a field in to a carpark and used grass-crete which makes it blend with the landscape. It is free for residents and arguably encourages more people to come to the village as there is somewhere to park.

There is a primary school which was threatened by closure but was saved by residents' big campaign to keep it open.

Many buildings in the village are listed and there is local concern how to preserve the village's historic character and still serve modern needs of the community. People expressed confusion as to what they can and can't do with listed buildings and find the planning process complicated.

Farming was and still is main employment but many people travel to nearby towns Kendal, Lancaster, Kirkby Lonsdale for work.

There are over 22 second homes in the village which raises concern of how to deal with part-timers and community cohesion.



Views from the village out to the surrounding landscape

Holiday lets are reaching saturation point...

- Local councillor, resident and owner of cafe



Poundbury

Poundbury is on the outskirts of Dorchester in the rural county of Dorset. Drawing from the characteristics of a quintessential English village, the experimental development is built to a masterplan by Léon Krier and according to the principles of Charles, HRH Prince of Wales, on land owned by his private estate, the Duchy of Cornwall. Due to its pastiche approach to architecture, Poundbury has many critics as well as advocates from a design aesthetics perspective.

Why have we selected this case study?

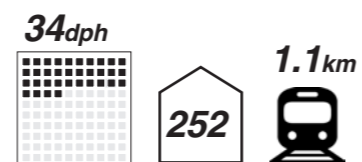
We have focussed our study on Phase 1 of Poundbury which draws more closely on a village sense of place and vernacular and is built to a higher density compared to current new rural developments.

How was density achieved

There is a hierarchy of roads, streets and paths, with high proportion of shared space and fully pedestrianised paths weaving between the back of houses. Large open green spaces are located within walking distance on the edges of Poundbury. This strategy enables the development to be more compact and walkable.

Key facts

Type: New rural settlement
Location: Dorchester, UK
Date: 1993 – 2025 (anticipated completion)
Governance: Owned and managed by private estate
Scale: Phase 1 - 196 houses and 56 flats
Typology: Terraced, semi-detached and detached 2-storey houses, 2-3-storey apartment blocks



Top: Large landscape areas on the edges

Bottom: aerial view of Poundbury - phase 1. Photo: Léon Krier



Emerging principles

Large green areas on perimeter enabling compact and walkable neighbourhood

Innovative traffic calming measures eliminating vertical clutter (no traffic signs or railings)

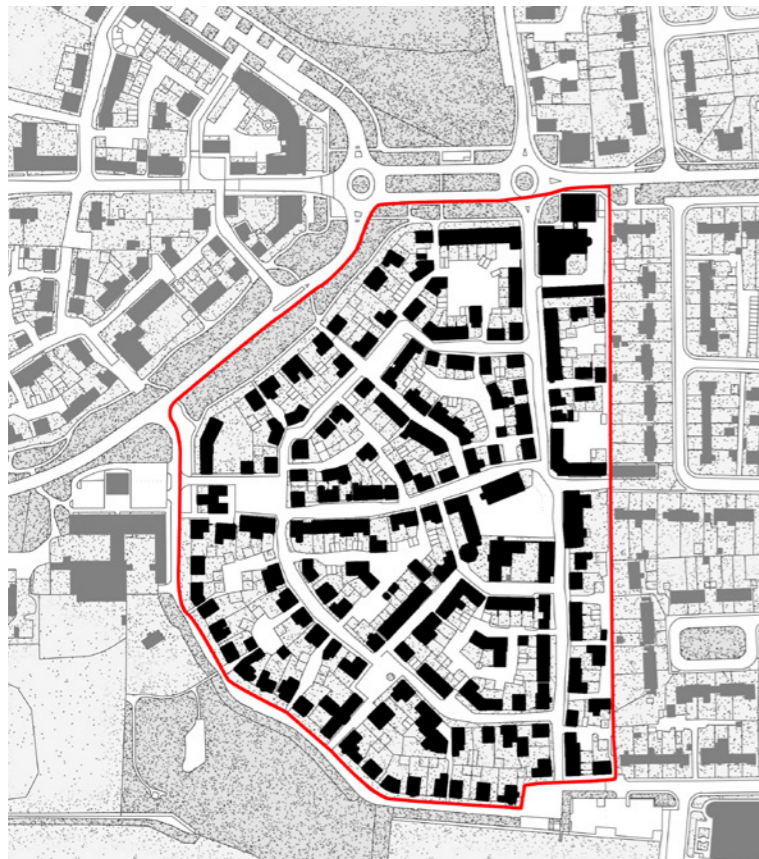
Scattered workshop units on ground floor run by independent shops and businesses

Walkable neighbourhood with good services and amenities

Poundbury's Phase 1 density is relatively low (34 dph) but the overall density of the development is higher as a result of building higher stories (2-6 storeys), no front gardens, terraced housing typology (as opposed to detached), mixed-use approach (flats above shops) and a proportion of apartment blocks. Phase 1 is conceived more as a village model, with lower rise cottages and row houses. Phase 2 has larger houses with double garages and a studio above, as well as apartment blocks and a town centre with Waitrose, a pub and a number of other services and dispersed workshop and retail units, including a post office.

Benefits

The masterplan has an informal layout with emphasis on urban design and choice of high quality materials. Much of the public realm is given over to pedestrians and with large green spaces pushed to the edges they are able to keep the built up area compact and walkable. Quality of design and workmanship is controlled by the Duchy through legally-binding Building Agreements with each developer before the freehold is released. Dorchester West and Dorchester South train stations are a short bus ride from the centre of Poundbury.



Poundbury Phase 1 - plan

Dispersed workshops as opposed to a high street model was an intentional part of the masterplan. There are 80 plate glass window units, each 30 sq m, with flats above. The workshop units are all run by independent businesses, half of which were established in Poundbury, providing a differentiation to Dorchester town centre comparison retailing. There is loyalty to the local shops and services amongst Poundbury residents and a series of events and festivals organised by local businesses and community. According to an economic impact assessment completed by Dorset County Council in 2010, Poundbury development had contributed over £330 million in demand for goods and services to the local economy and would contribute a further £500 million by 2025.

Poundbury has a unique approach to traffic calming with no signage, traffic lights or road markings. This was praised by some, whilst others found it confusing for both drivers and pedestrians. Speed of cars and buses in this shared space environment is further moderated by creating an 'event' every 70m – such as change of road surface curvature, or restricted view (e.g. by a tree) – which forces motorists to adjust their speed naturally.

Challenges

Poundbury is perceived as predominately wealthy middle-class aspirational neighbourhood with large proportion of elderly population. Social rent tenants stick out more as this tenure is a relatively small proportion, creating some social tensions, although architecturally the development approach is tenure-blind. Local workers and younger people we spoke to noted they cannot afford to buy homes in the area. The Duchy is exploring ways to achieve more affordable homes for local workers in the remaining phases of the development.

The sense of community is of one that is more artificially constructed. The pastiche architecture that merges and gets confused with the few original historic buildings, foreign tourism that it attracts, as well as a strict set of design codes which don't allow people much personalisation of their homes (e.g. colour of front doors) perhaps adds to this perception.

Design codes are in place but later phases where development partners have been brought in has tested to these. Resistance to terraced houses and no front gardens has been compromised by developers building homes with a small gap between them so they can be marketed as detached and with small front gardens.

As a result of no car parking restrictions and enforcement, cars can park anywhere, and some people mentioned the place is being used as commuter car park by those working in Poundbury and Dorchester. The amount of on street parking we witnessed, also within the residential streets suggests that the car barns tucked behind the houses are not being used as intended and instead are used as unofficial work spaces or storage.

Whilst there is abundant public space, there are few benches or play elements to invite people to dwell in these spaces for longer. The Phase 2 central plaza is used for farmers' markets on weekends, but effectively becomes car parking on regular days.

Poundbury is served by public transport buses. The frequency of the service has improved following requests from residents, but majority of people still use cars and there are not enough incentives to use alternative modes of transportation. There are no dedicated cycle lanes in Poundbury. We have observed several cyclists and a number of people told us they cycle to get around, but it is evident cycling is still a very niche mode.



Understanding Poundbury's history and masterplan with Simon Conibear, Poundbury development consultant



Walking past scattered shop units during our research trip to Poundbury



Marmalade Lane, Cambridge

A developer-led custom build, cohousing development, too small to be conceived as a village but with many community driven features.

Located in a suburban setting on the edge of Cambridge, the new housing at Marmalade Lane in Orchard Park is named after the historic use of the site as orchards that nurtured the once-local Chivers preserves marmalade business. The new development is set out in terraces and two apartment blocks with a community building, the Common House.

The accommodation ranges from one-bedroom 50 sq m² flats to four/five-bedroom 125 sq m² homes. The design is predominantly brick terraced housing with pitched slate roofs drawing on a familiar traditional vernacular. There are currently around 60 cohousing groups in the UK, with only about 20 built projects, making Marmalade Lane a relatively new model to deliver housing. The project was instigated and run by residents and as well as their individual private homes, the residents share use of the Common House, street and green spaces where they can cook, eat and socialise together.

Key facts

Type: New suburban development
Location: Cambridge, UK
Date: Completed 2018
Governance: Private houses
Scale: 42 houses and apartments
Typology: 2-4 storey terraced houses and apartments



Top: Marmalade Lane car-free pavements

Opposite: Marmalade Lane terraced houses with car-free shared streets.
 Photo: David Butler

Why have we selected this case study?

Although located in a suburban context, it is an unusual developer-led cohousing scheme designed to foster community spirit and sustainable living. Shared spaces and communal facilities mean smaller private spaces. Cars are kept to edges and there are good bus and rail links to city and wider area.

How was density achieved?

Cohousing is designed with shared spaces that all can use and reduces the need for larger homes. There are three different house types and two flat types, which can be configured with up to 27 different internal layouts and a choice of materials. The design is modern, not pastiche, so windows are large and internal homes light filled. Private gardens are smaller because of the shared space – the street and the green. Planners grappled with some aspects of the design as they broke from the norm, for example, fronts of homes facing backs of homes across the shared street.

The Common House has guest beds, a laundry, meeting rooms and a large hall with kitchen. There is a separate workshop and gym. Car-parking is kept to the periphery with a shared street used only by pedestrians and cyclists. Residents have chalked on roads that no cars allowed (see photo).

The new development has retained mature trees and old hedges.

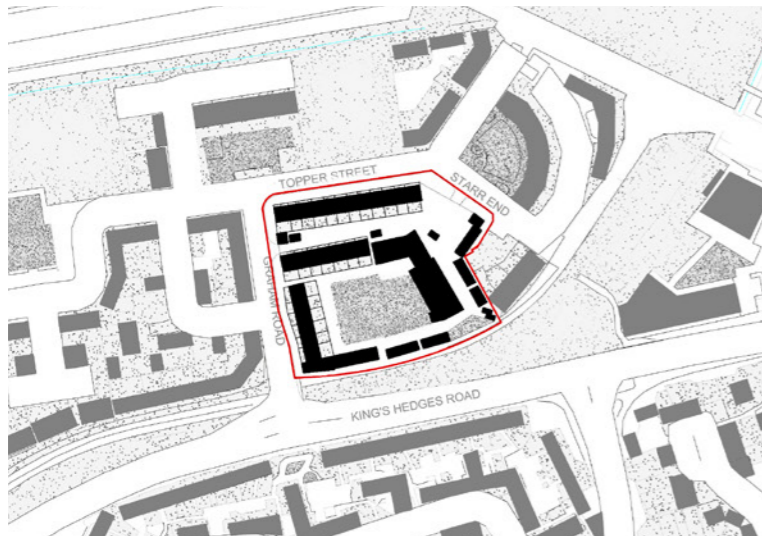
Emerging principles

Car free-streets

Terraced house & flat typologies

Co-housing

Historical landscape retained



Marmalade lane - plan

It is a Council backed cohousing site with funding from the former Homes and Communities Agency and developed by the K1 Cohousing group. The site was acquired by a special-purpose vehicle wholly-owned by Trivselhus UK and with a contractual joint-venture agreement with TOWN, the lead development managers. A fixed land purchase price was agreed with Cambridge City Council based on full market value, taking account of the cohousing brief, with payment of the land price deferred to be paid out of sales revenue, aiding development cashflow, and obligations on the developer to prepare a scheme in accordance with K1 Cohousing's brief. K1 Cohousing members purchase properties in a conventional manner, and have a stake in the common parts and contribute to the management of the community and neighbourhood. The community has a non-hierarchical structure, with decision-making by consensus.

Benefits

This is a community driven project where people have a say in the design of their homes and surroundings and how they want to live. It has attracted a mixed composition of tenants: older and younger, students and working, families with children and pensioners

The scheme offers a mix of two typologies terraced house and flats that have smaller footprints and more shared space. Cars are discouraged and parking is kept to the edges.



Exploring Marmalade Lane on foot

Challenges

No shops, cafes or bars as the development is not big enough. Likewise employment and work space is not provided as the development is on outskirts of Cambridge, a large prosperous city where all facilities are in close proximity. The suburban setting, surrounded by other housing developments, means green space / open countryside is some distance away. As such the development has provided a large shared green space in the middle of the housing layout.

Sometimes referred to as Marmite Lane, the spirit of sharing some aspects of your home-life with others, is not for everyone. However this may just be a resistance to change and doing things differently that some people find difficult to accept.



Byhusene, Islands Brygge

Byhusene was inspired by the classic “potato row” houses, built in the 1870s by the first worker’s housing association to provide healthy and cheap housing to battle dire living conditions following the cholera epidemic. A hundred years later the residents’ association won a battle to stop them being flattened for a motorway. Initially housing several families each, salvaged and renovated they were converted into single-family houses and today it is a much-sought-after neighbourhood.

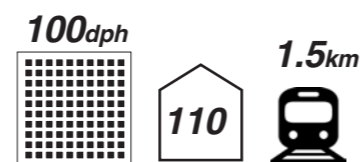
There is a shared surface home zone between the ‘potato row’ houses prioritising pedestrians and cyclists and allowing life to unfold beyond the front porches. Play houses and trees with climbing ropes mark informal focus points along the streets. Some of the ground floors at street ends were converted into small shops, offices or cafes.

Why have we selected this case study?

Byhusene is a low-rise high-density housing quarter in Copenhagen built around the principles of the classic ‘potato row’ Danish Building Society houses famous for their human scale and neighbourly living. According to the architects, the 3-5

Key facts

Type: New suburban development
Location: Islands Brygge, Copenhagen, Denmark
Date: Completed 2017
Governance: Private houses
Scale: 110 houses
Typology: 2-3 storey terraced houses



1870s Danish Building Society Potato Row houses in Copenhagen were an inspiration for Byhusene

Opposite: VeloCity team exploring Copenhagen on bicycles

bedroom houses achieve even higher density than its historic precedent. Its density, car-free streets and communal living aspects were the main reasons why we wanted to study this project in more detail.

How was density achieved

The planning regulation for the area called for high densities and an apartment block would have been a standard response to this brief. The architects developed a row house concept achieving the same density, creating a housing typology with the benefits of suburban lifestyle on a more inner urban site, with a sense of identity and a communal living aspect.



Emerging principles

Car-free shared streets

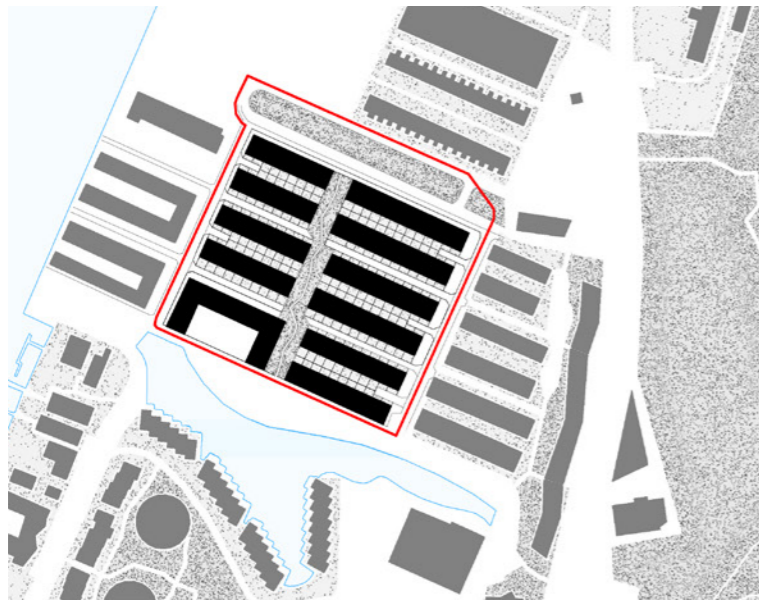
Encouraging social interaction between neighbours

Balance of private and public external space

Making cycling and walking the easy choice

Enabling sharing economy amongst neighbours (e.g. childcare)

Promoting health and wellbeing through increased opportunities for informal social encounters



Byhusene achieved even higher density than the potato rows by using a split-level section where each house unfolds across five half-levels, while being read as a two- to three-storey house from the street. Density was further enabled through small private back yards and roof terraces instead of larger private gardens. The local planning authority was very supportive of the scheme, which also helped realise a more communal living model on this site.

Benefits

At Byhusene, parking is integrated underneath the houses enabled through a split-section arrangement, with direct access from underground car park to the house. This eliminates street parking, creating car-free shared streets between the houses as an extension of the front gardens. The houses are oriented east-west, so the play streets get afternoon sun.

The success of the shared streets was apparent from the number of toddler ride-ons left scattered around freely. There are no fences around front gardens and the transition from public to semi-private space is achieved through subtle changes of surface from paving to gravel, lawn and planting.

We observed and chatted to mums living in the neighbourhood and learnt that schools and amenities were close by. This entirely new neighbourhood already had a sense of community woven into its DNA and opportunity for the social networks to



grow and evolve. Whilst residents have access to private roof terraces and back courtyards, a shared 'commons' has also been integrated into the masterplan offering a green space in immediate vicinity.

Car-free streets at Byhusene are safe for children to play encouraging neighbourly relations
Photo: Janne Klerk

Challenges

Although there is repetition of the house type, the construction of the spit-level houses with half-sunken garages, built to high quality material specification and workmanship was costly. As a result, the houses have been sold at higher price to their market comparison and are perceived as exclusive, making for a less diverse neighbourhood.

No community facilities built in to development as in close proximity to the city and shares facilities with neighbouring housing developments.



Jakriborg

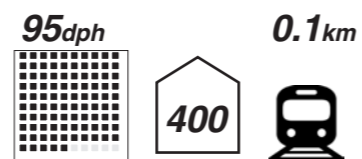
Jakriborg is a new settlement between the cities of Malmö and Lund in South Sweden. It is privately owned and built on a greenfield site with no existing buildings to retain. It is located on the other side of the railway line from an older village called Hjärup. The railway line links the villages to Malmö and Lund.

The land is owned by two brothers Jan and Krister Berggren (Jakri AB), whose vision was to offer housing that “the people want” in response to the infrastructure dominated housing developments driven by Sweden’s Million homes initiatives. They worked with architects Marcus Axelsson and Robin Manger and have re-created a layout based on a medieval village with houses built in the Hanseatic style.

An annual Christmas Market attracts tourists and locals from the surrounding cities. The relatively small population and the slow expansion strategy from the owners who want the town to grow organically, means that it is a slow (and often unprofitable) area for business, though there are a handful of shops and amenities.

Key facts

Type: new build rural settlement
Location: Jakriborg, Malmö, Sweden
Date: Built from late 1990s
Governance: Owned and managed by private estate
Scale: 400 apartments
Typology: 3-4-5 storey apartment blocks



Aerial view of Jakriborg.
Photo: Hjärups Byalag



Why have we selected this case study?

A new high density village with cars kept to edges and fast rail links to wider area. Perceived by people and residents as being an attractive and desirable place to live.

How was density achieved?

A compact, radial, fine-meshed street network which helps protect from the wind on an exposed flat site that is centred around a main street and square. All homes in Jakriborg are rental apartments ranging from approximately 30-150 sq m and in total there are currently over 400 homes. They are like houses within houses, several flats are located in tall 3-4-5 storey terraced houses and some with commercial space at ground level.

Emerging principles

Tourist attraction

Cars to the edge

Good transport links

Minimal green space

Pastiche restricts good design

No focal point



Pastiche traditional architecture. Proximity to a fast rail link to cities, Lund 5 minutes (about 6 km), Malmö 10 minutes (about 10 km) and Copenhagen 30 minutes. Streets are cobbled, through-car traffic is not allowed, and parking areas are located on the edge of the area.

Benefits

It offers a pleasant and traditional appearance in a semi-rural location which attracts residents and tourists alike. It arguably supports the notion of familiarity and an antidote to peoples fears of ugly cities. The ambition was to attract a mixed composition of tenants: older and younger, students and working, families with children and pensioners but on our visit it was not clear this was achieved as there was no-one there. Car-free environment.

Challenges

Lack of community facilities and open space – there are no playgrounds or benches - and there is not much to do there. The Medieval city walls appear uninviting and fortress like. The fast rail links to three large cities means that Jakriborg is often devoid of people who can go elsewhere for work and services – it is effectively a dormitory village. It also means that retail, cafes and work space in Jakriborg are difficult to rent.

Pastiche architecture is limiting and has led to poor design such as single aspect apartments, small windows, unclear front / back treatments and confusion to find that the supermarket,



café, bar and flower school are located across several shopfronts. The public realm is limited and poorly defined with remote gardens, small patches of ground, odd corners and elevated concrete surfaces with no clear purpose. There is no focal point or notable stand-out buildings which gives a sense of monotony and repetition.

Residents don't seem to have a representative body to input on decision making within the community. There is no clear governance or management system and we were told that the brothers' wives and family run this themselves.

Topography is flat and exposed - development edges have fortress type walls on public facing sides and is bound by the railway line and road. Other boundaries are less defined and fronted by houses/flats with poorly defined fencing and mock front doors leading off roads. They are adjacent to fields where future expansion may occur.

6 Challenges and benefits

6.1 Barriers to Rural Densification

The findings from our research indicate that people perceive density quite differently to the numerical measurement. It is a bit like Paris and New York both have the same numerical density but people's perception of them is quite different. Similarly people see several of our case studies as attractive and desirable places to live despite having a numerically high density. For example, the village of Dent in Yorkshire attracts a large number of tourists not just for the beauty of the Yorkshire Dales countryside but also for the village itself which is perceived as highly picturesque and featured on postcards and tourist information.

We also found that people are not against development per se and many recognise that villages need more housing to renew and sustain village life. It's how it is done and what it looks like that is important to them.

In summary the key barriers we identified are:

<ul style="list-style-type: none"> • Negative perception to modern high density 	<ul style="list-style-type: none"> • Barriers between new and existing residents need to have soft boundaries to encourage better integration and greater diversification 	<ul style="list-style-type: none"> • Rigid design codes that restrict individual personalisation
<ul style="list-style-type: none"> • Planning policies stopping growth in small, protected villages 	<ul style="list-style-type: none"> • Conservation - demystifying matters related to what people can and can't do to their listed buildings 	<ul style="list-style-type: none"> • Too dependent on housebuilders pattern books designs – need to challenge their typologies and support smaller local builders.
<ul style="list-style-type: none"> • Remote isolated villages resist reduction of car use – need links to good public transport and promotion of cycling / walking 	<ul style="list-style-type: none"> • Tourism and second homes– balance required between a village's economic viability and its community cohesion 	<ul style="list-style-type: none"> • Pastiche design resulting in poor quality homes restricting light, spaciousness, dual and triple aspect
<ul style="list-style-type: none"> • Cycling perceived as niche mode of transport, not for everyone 	<ul style="list-style-type: none"> • Resistance to sharing economy – balance required between private gain and public advantage 	
<ul style="list-style-type: none"> • Not enough employment opportunities in villages, particularly for young people 		

6 Challenges and benefits

6.2 Benefits of Rural Densification

All case studies we researched show numerous benefits drawn from more dense and compact neighbourhoods. We have categorised these benefits into three: social, economic and environmental.

Social	Economic	Environmental
Community cohesion = more neighbourly communities helping each other out (e.g. car sharing, barn door and reading room in Dent)	Affordability of housing - e.g. less infrastructure investment required (roads etc), cheaper to build row houses/flats than detached houses, cheaper to run and maintain (energy costs, upkeep).	Open countryside protected from adhoc low density, linear development
Safer streets to walk, socialise and play due to more 'eyes on the street'.	Wider mix of people including work force for local services	Lower carbon footprint (smaller homes, less energy demand with row houses and co-housing models - heating, cooling etc)
Wider mix of people - including young families and smaller homes for single people or elderly downsizing	Critical mass of people to attract more and varied services locally with opportunities for local SMEs and micro-businesses.	Opportunity to use landscape more productively (local food production)
Improved health and wellbeing - e.g. elderly downsizing within their community; shared childcare, reduced loneliness	Higher land value	Reducing food miles and mechanical transport
Desirable setting, sense of place, sustained and renewed village life	Enhanced accessibility, as more infrastructure and services are closer to where people live, work and play	Reduced commuting and use of private transport by creating more walkable neighbourhoods with more local services
Walkable villages - enhanced physical health	Reduced healthcare costs due to more active lifestyle	Decreased pressure to develop on land adjacent to high-density areas



7 Emerging Principles

On closer examination our research reveals a number of interesting observations at both large and small scale that show how higher density can be achieved in villages and yet still be perceived as attractive and picturesque.

There are large scale issues which require wholesale mind shift. It is not just about changes in peoples perception but also changes in the current delivery and economics of our housing market, and fundamental changes to planning policy – reviewing where you can or cannot build new homes in the countryside and unlock land previously considered undevelopable.

At the small scale it is about understanding what true placemaking in villages is. Villages are not towns and cues should be drawn from topography and historic evolution not suburban typologies. Local distinctiveness is not just about applying local materials to pattern book design, it is about massing, layout and grouping. It is also about understanding the social and economic issues effecting community life - the critical mass needed to support everyday services and applying a collective, sharing principle to abolish ‘my own back garden’ mentality and recognise the advantage working together as a cluster of villages.

In simple terms it is about integrating with what is already there and tapping into the sense of place. From our research, we have developed twelve emerging principles, elaborated on the next pages of this chapter:

Compact village core / open green space on the outside

Cars on edges - cycling and walking prioritised

High density mixed tenure housing and shared open space

A network of villages

Sharing economy

Preserving and enhancing village character

Participatory planning & flexi codes

Digital integration

Dispersed ancilliary uses

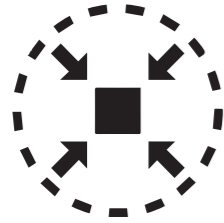
Integrating new with old and re-purposing

Housing following topography

Rural diversification / Tourism

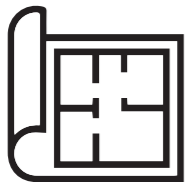
*Student Village - a transformation, and addition to a 17th century timber farm, outside Aarhus, Denmark
Photo: Hampus Berndtson*

7 Emerging Principles



Compact village core / open green space on the outside

Keeping large open green spaces on the outside of the village enables its core to be compact and walkable. The open countryside between villages is a great resource not only for ecology and food production but also as an amenity and linking space.



Participatory planning & flexible design codes

Having a say in the design of their homes and surroundings like at Marmalade Lane achieved a communal living model with a mix of generations. The challenge is creating flexibility for residents to apply their own personal identity but robust enough for development partners to adhere to.



Cars on edges - cycling and walking prioritised

Approach to urban design and public space can effectively moderate traffic flow. Narrow cobbled streets in Dent keep cars on the edges and through traffic slow. The grasscrete car parking on the edge of the village merges with the surrounding landscape.



Digital integration

In Dent people noted that B4RN (internet for the rural north) has been extremely important for local SME and micro-businesses as well as enabling live-work approaches. Digital connectivity can attract more people to move into villages and thus encourage densification.



High density mixed tenure housing and shared open space

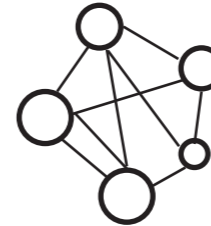
Terraced housing, co-housing and smaller unit typologies enabled higher densities and 'rightsizing' choice for existing and new residents. This usually meant sacrificing large private gardens in exchange for smaller yards or roof terraces, and a shared communal open green space.



Dispersed ancillary uses

Scattered workshops as opposed to a high street model have proven successful at Poundbury, attracting independent local businesses and providing a differentiator to the nearest town's comparison retailing.

7 Emerging Principles



A network of villages

Whilst a village in itself is a distinct and separate settlement, its success depends upon its relationship with a wider network of villages. Together they can provide the support and services that a larger town provides, but the difference is that they retain their own distinct character.



Integrating new with old and re-purposing

Rural areas have a wide range of building typologies beyond housing, including industrial and farm buildings that can be reused rather than be left redundant and in doing so reinforce the villages identity. A Methodist Church in Dent was converted to a Meditation Centre and old barns outside Aarhus, in Denmark, into student housing.



Sharing economy

Creating a range of shared spaces such as eating barns, co-working hubs, communal gardens and co-working spaces enables more compact and more affordable housing with the added benefit of a community-based and more sustainable lifestyle. Community-owned infrastructure models allow profits to be returned to the community.



Housing following topography

Informal organic arrangement, simple low building forms and linear terraces that break repetition by following topography – soft edges to countryside with no barriers and buildings that sit in landscape not on it.



Preserving and enhancing village character

New homes respect the grouping, form and material palette of the existing buildings, enhancing and reinvigorating unique identity and character of villages. A suburban architectural approach such as Marmalade Lane or Byhusene would need further adjustment to a rural context.



Rural diversity / tourism

Ability to create new employment opportunities such as tourism that diversifies traditional agricultural activities and strikes a balance between the casual visitor and community cohesion.



Appendices

Appendix 1:
Observational Research, Informal Conversations, Meetings and Interviews

Appendix 2:
Bibliography



Observational Research



Informal conversations



Meetings and Interviews

The above key shows how we have structured Appendix 1 - including photographs that cover our observational research, notes of informal conversation (anonymous) and lists names and affiliations of those we had arranged meetings with to interview them about the place and how to achieve density in rural areas.

Dent



Use of grass-crete blends the car park on the edge of Dent village with the surrounding landscape.



Hairdresser working part time at the Heritage Museum, early 30's

• moved here in the summer following a few trips to Dent for the beer & music festival; has a son who goes to local primary school; is going to open a hair salon in a workshop barn in the village



Dent is perceived as picturesque despite its relatively high density housing achieved through smaller row houses with narrow cobbled streets.



'The barn door' notice board also has a website.

Dent



Methodist chapel converted to meditation centre which also hosts yoga classes.



Narrow cobbled streets discourage car through traffic.



Alice local retiree resident on tricycle

• Lives with her husband just outside Dent for over 30 years; children attended the local primary school but have left the village for work and two now live in Lancaster; husband cycles on electric bike – he cycled to Kendal.

Holiday lets are at saturation point



Family running a café / B&B in Dent

• Moved in a year ago from Halifax; father is the restaurant chef and sits on parish council ; daughter works full time at the restaurant; mother bakes cakes and runs the restaurant & B&B; they made friends within hours of moving here and think everyone is friendly and fundraising to save the local school has brought community together.
• “ Holiday lets are at saturation point” and they don't need more of them but rather more affordable housing



The community have fought to preserve their primary school in Dent and the village green has a playground facility.

Dent



Views from the village into the surrounding landscape.



There are two pubs in the village, a guest house with restaurant, mobile bank, post office and a small grocery store, all of which had customers while we visited.



**DPD delivery man
in his late 20s**

- lives in Lancaster; moved from Manchester for a better life, said it was the best decision he ever made; people are very friendly and it's great living in countryside;
- "Work is relatively easy to find if you put yourself out there even without experience."

Work is relatively easy to find if you put yourself out there even without experience.



Ben shop-owner in his 20s

- Moved here from London with parents and brother to run the local shop; he's been accepted in the community quickly and everyone is friendly; shop open all week and stocks fresh veg and pies; have mobile post office and bank use his stock room twice a week;
- "There's lots of 'weird' things in Dent"

Dent



One of the people we interviewed said she sunbathes in the church yard. Most houses in Dent don't have private gardens.



Heritage centre and museum. Tourism is growing in Dent supporting its local economy. There is a popular annual Music and Beer festival in June.



**Woman working
in pub in her 30's:**

- she lives in Dent and works part-time in Kendal and part time at the pub in Dent; does car share to Kendal to reduce the travel costs; rents her home which has small garden
- "I sunbathed in the churchyard when it was very hot"

I sunbathed in the churchyard when it was very hot.



**Lady running Heritage
Museum and shop, early 60's**

- born and lived in Dent; lots of Asda and Tesco deliveries and people not always using the local shop
- "there are 22 second homes in the village and not all the people who come to live here give back to the local community."

Poundbury



Phase 1 of Poundbury evokes medieval village, with some car-free alleys and smaller scale buildings.






Grandmother collecting grandson from school

- Her daughter and family moved here and love it
- Likes the green spaces and good for speciality shops and restaurants.



As a result of unregulated parking, a lot of squares and public realm is dominated by cars. Some people noted commuters who work in Dorchester may be using Poundbury for parking during daytime.



Taxi-driver

- Lives in Dorchester
- Locals perceive Poundbury as the posh area where you move to if you can

Poundbury



Organic medieval masterplan with parking garages in courtyards results in many external spaces and paths criss-crossing the housing. Not all of these have apparent use and some lack overlooking as they are flanked with blank walls.

Prince Charles visits shop regularly and very interested in its viability and sell-by dates!




Husband & wife run corner shop and post office

- Moved from Bristol, live outside of Poundbury but would like to move in if they can afford it.
- "Prince Charles visits shop regularly and very interested in its viability and sell-by dates!"




Scattered workshop units on ground floor are successful independent businesses and provide a different offer to Dorchester high street comparison retailing.

Poundbury





Electric bike shop owner

- Lives and works in Poundbury; will drive to work because you can park anywhere and it is free; the shop attracts wealthy customers from around the UK.



Meeting and walkaround Poundbury with Simon Conibear, Poundbury Development Consultant, Duchy of Cornwall

Teenage girls around 13-14

- Live in social housing in phase 1 of Poundbury
- Think there is lots to do for young people too



Poundbury




Use of high quality materials and urban design to calm traffic. Poundbury has no traffic markings or signs.



Housing typology in phase 2 - houses with private gardens.



I like to watch what is going on through my window facing the street



2 female cyclists in their early 40's

- Work in Poundbury and commute on bicycle
- Think quite a few people cycle in the area although the lack of traffic signage is sometimes confusing for cars/bikes/pedestrians



Dutchy of Cornwall offices in the 17th Century Poundbury Famhouse building. The original historic architecture is unnoticed due to blending in with new pastiche architecture.



Retired man 65-70

- Rents his home; wife died recently and feels lonely as doesn't know many people; his children and their families live outside of Poundbury.
- "I like to watch what is going on through my window facing the street"

Marmalade Lane



Gardens in front of the houses are not fenced off and encourage personalisation (flower pots).



New residents making a mark on the new development and clearly proud of having co-created a car-free environment.

**No through road.
Pedestrians only.**

Byhusene



Byhusene is a car-free environment. Shared streets echo the qualities of 1970s Danish Building Society Houses popular for their human scale.



Semi-private entrances to the houses used for bike parking. Chalkboard in entrance to house - personalisation.



Meeting with Andreas Rohl and Laerke Jul Gagner from Gehl Architects
Discussion about how to introduce cycling infrastructure in rural areas



Telephone interview with Flemming Ibsen of Vandkunsten Architects
Architects of the scheme



Mother and baby

- Walking around with pram putting baby to sleep
- Loves the neighbourhood and said it's very popular
- Has a sense of community and it's safe for children
- Services and schools are all near by

Children can play outside safely.

Jakriborg



Shop fronts evoke individual shops (deli, grocery etc) whereas internally the three shop units are connected into a large chain supermarket. The supermarket opens only in the afternoon, reflecting the fact that Jakriborg is very much a commuter village. There is a cafe and restaurant which are also closed during day-time. Beyond the supermarket is a field which was originally planned as next phase of the development but is currently on hold.



Gates to Jakriborg clearly delineate the development. Jakriborg is a car-free environment.



Different surface treatment between buildings and informal break-out spaces.



On street bike parking. Each resident also has external bike shed for cycles and storage.

Jakriborg



External amenity gardens are fenced off as they are not always accessed directly from the apartment/house.



There was some evidence of use of communal garden space although due to wintertime it was too cold to observe whether it is actually being used.



Jenna, a creative and guided tour leader in her 50's

- Used to have a candle making studio and shop in Jakriborg but difficult to make it viable
- Gives guided tours to tourists attracted to the Christmas Market.
- Thinks people like the pastiche architecture but the place is seen as a transitory rental accommodation hence not well established community



Whilst on the facades the buildings are conceived as individual distinct row apartment blocks, on the inside multiple buildings form a large apartment block. The use of materials on the inside does not reflect the historical facades.



The edge of Jakriborg is conceived as a mediaval fortress wall along the railway line - creating a hard boundary between Jakriborg and the existing village on the other side of the railway.



Lady working in supermarket

- Lives in nearby town.
- Supermarket gets busier after work and at weekends

Appendix 2

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