



- How is Placemaking defined? (The context)
- What do great places look or feel like?
- Key principles
- Challenges
- Questions/comments

“Placemaking” is a holistic approach to the planning and design of development and spaces, focused on positive outcomes.

(Planning Policy Wales, Edition 10)

It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well being in the widest sense.

(Planning Policy Wales, Edition 10)

Placemaking adds social, economic, environmental and cultural value to development proposals.

(Planning Policy Wales, Edition 10)









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Common Thread

- Response to natural assets - green and blue infrastructure
- Site context and character
- Distinctive features
- Recreation opportunities

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“It is somewhere that I would want to live”

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SUDS

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- Balancing place and movement - streets not roads
- Appreciating and responding to the context - strong identity and memorable character
- Integrating green infrastructure - existing and proposed
- Architecture and layout - curating and responding





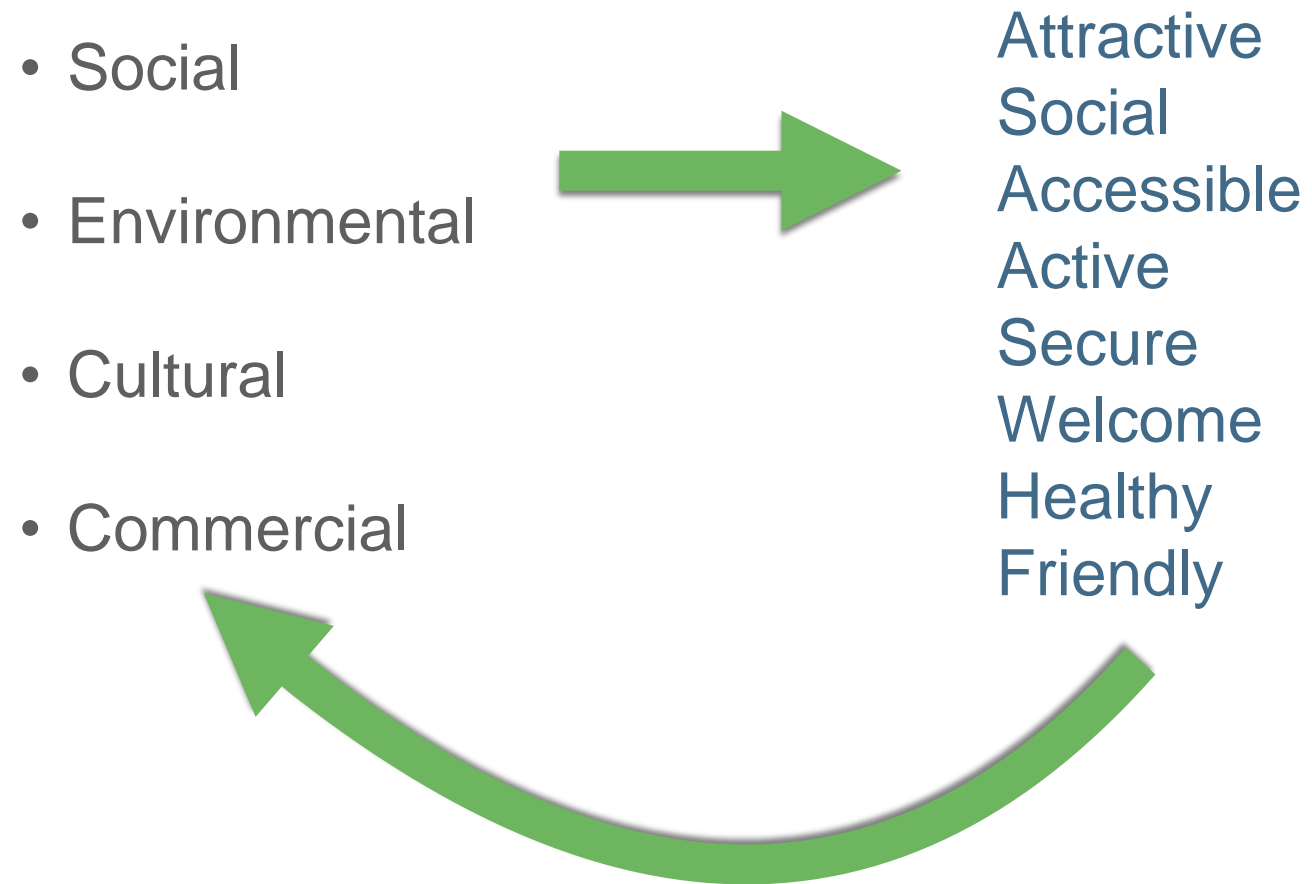
Added Value

- Social
- Environmental
- Cultural



Attractive
Social
Accessible
Active
Secure
Welcome
Healthy
Friendly

Added Value



Added Value

“Placemaking **does add commercial value**....from between five per cent and 50 per cent”

“The most successful placemaking schemes achieved the greatest uplift on relatively small homes. For example, terraced properties were often more expensive than new semi-detached local homes. This suggests that **young families, in particular, are keen to move in and are willing to pay a premium, even if it means compromising on the size of the property.**”

(Placemaking and Value, RICS 2016)

Added Value

“Investment can pay off... additional early spend increases land values by circa **25%**”

“Higher densities increase land values at appropriate building heights for the location. However, securing this premium requires that the **public realm is well designed and good quality.**”

(The Value of Placemaking, Savills 2016)

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- Getting it right early on
- No set checklist
- Highways design 'standards'
- Parking standards
- Lack of adequately trained resources

“First life, then spaces, then buildings – the other way around never works”

Jan Gehl, Danish Architect / Urban Designer



















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Thankyou.