



THE CG FRY DESIGN ETHOS

C G Fry & Son is renowned for its exceptional attention to detail, high quality design and unprecedented desire to leave behind a product and a legacy that the company, its landowner partners and local residents can be proud of for generations to come.

All C G Fry & Son developments are designed to be in accordance with the architectural and

urban design principles which have been used in numerous successful towns and cities for centuries. Our design philosophy follows the patterns and examples laid down by tradition, where the street layout and architectural quality of ordinary buildings create attractive places, which have a strong local character and identity, and which are built for walking, rather than being designed around vehicles.

In line with local and national policy and guidance on design, we aim to create a development with a strong sense of place that draws on the local context and compliments the locality. We also strive to incorporate the key characteristics of well designed places as outlined in the National Design Guide.



Figure 46: 3D watercolour (illustrative)

Key Design Principles:

- Replication of key local features which contribute to the distinctive characteristic of the area to enhance sense of place.
- Coherent palette of materials which sit in harmony with the locality.
- Complimentary height, scale and massing.
- Encourage active travel through street design - gentle curves and minimum junction radii limit forward visibility and naturally restrict vehicular speeds. Incorporate design lines.
- Landscape led placemaking - **retaining and reinforcing hedgerow screening**, existing habitats and improving existing Biodiversity
- Encourage active travel through a permeable layout and **creating safe walkable pedestrian links** through the site to surrounding transport nodes.

The C G Fry & Son design challenges post-war trends in urban design, where new developments became predominantly suburban in character, often using standardised “could be anywhere” house types, creating row upon row of semi-detached housing separated by garaging and car parking.

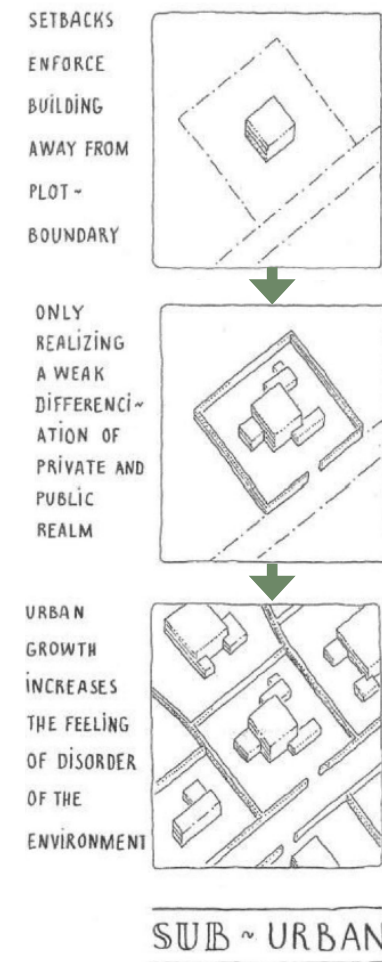


Figure 47: Sketch by Léon Krier illustrating the suburban character which creates disjointed places focused around vehicular use, with a lack of urban frontage, legibility and no sense of place.

Our streets are designed to be attractive and interesting living places which are walkable and where priority is given to pedestrians over vehicles. Not only is walkability good for our health, it increases neighbourliness and reduces anti-social behaviour. It also reduces our reliance on vehicles, enabling people to lead their lives in a more sustainable way.

Creating a legible place is essential as it provides one with a clear mental map of the urban environment.



Figure 48: Example sketch of a CG Fry development illustrating the legible, walkable streets with urban frontages addressing the street

A legible mental map gives people an important sense of emotional security. It is the framework for communication and conceptual organization, and increases the depth and intensity of everyday human experience. In order to create a legible place, two of the key elements which are required are; the formation of key buildings and the sense of enclosure within streets. The key physical characteristic a key building is its singularity, which makes it unique and memorable in the context.

The kinetic experience of place is enhanced through the application of Cullen's 'Townscape' theories which create a long-lasting visual identity. Cullen explores the manipulation of the townscape to create a movement through a sequence of spaces to create intimate views that enhance the kinetic experience of place which he calls Serial Vision. The use of diverse building forms and heights further enhances the kinetic experience and enables streets to have a distinct sense of identity, thus enabling them to be distinguished and enhancing legibility and street hierarchy.

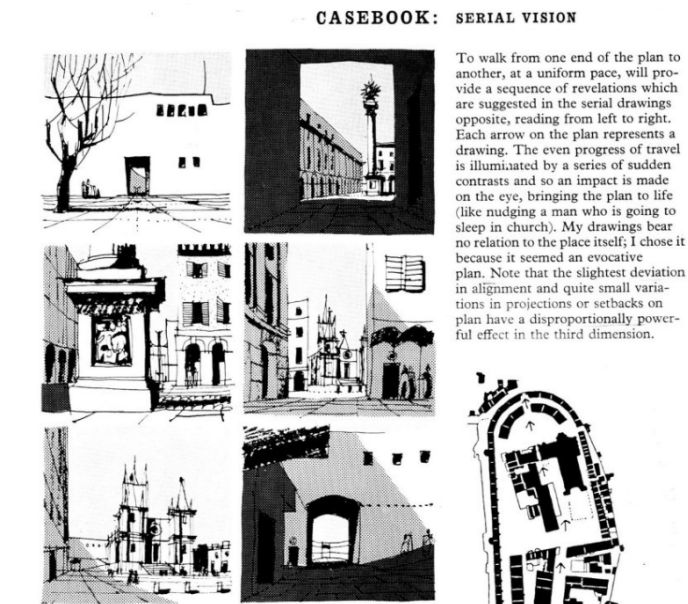


Figure 49: Example sketches by Gordon Cullen depicting his casebook on Serial Vision illustrating the 'here' and 'now' experience walking through a place.



Figure 50: Example sketch of a CG Fry development illustrating the legible, walkable streets with urban frontages addressing the street while also encompassing serial vision, buildings terminating vistas and the 'here' and 'now' kinetic experience of place.

In terms of urban design and placemaking, buildings which follow a continuous building line around a street block and contain the private space within back gardens or courtyards are much more successful than individual buildings that stand alone in the middle of a site. Similarly, a continuous street frontage will always be more successful in creating a place with its own identity, than rows of suburban semi-detached properties.

The use of parking courts enables us to achieve these essential continuous street frontages. Key buildings at the end of streets or at junctions are designed in a distinctive manner to aid legibility and provide useful direction makers for pedestrians, they also provide advance warning of junctions to vehicles.



Figure 52: Example illustration highlighting housing within courtyards and views to the street with key buildings terminating the vista



Figure 51: Example sketch of a CG Fry development illustrating the continuous street frontage which addresses the public open space (POS), enhances security and wouldn't be possible without courtyard placemaking.

Perimeter blocks have been used to good effect across most of our developments and are vital to successful placemaking. They create a strong street frontage, provide variety to the streetscape and allow the creation of traditional streets which are not dominated by on-plot car parking. The central core of the perimeter blocks contains interlocked back gardens, and courtyard car parking and garaging. Larger sized courtyards contain either houses or coach houses to provide life and surveillance to these areas.

Where courtyards or parking courts are provided, dwellings are incorporated into these to create living places and to assist with natural surveillance.



Figure 53: Example birds-eye sketch illustrating housing within courtyards creating safe places to live and enjoy

Our courtyards are designed as semiprivate back lanes or mews streets with strong levels of surveillance.

Planting is provided within courtyards to soften the streetscape, provide shade and enhance the public realm.



Figure 54: Example photograph of a CG Fry courtyard in Clements Lane, Mere



Figure 55: Example birds-eye sketch illustrating housing within courtyards creating safe places to live and enjoy



Figure 56: Example photograph of a CG Fry courtyard in Poundbury



Figure 57: Example photograph of a CG Fry courtyard in Fleet Street, Beaminster



Figure 58: Example photograph of a CG Fry courtyard in Hillyfields, Taunton