



Courtesy: Emma Sweeney, Brent Council

Masterplans & Design Codes

24/03/2022

- **Design Codes should clearly set out what is required of the developer and what is nice to have.** Developing a shared language of could, should or must can also make the expectations of what is to be achieved clearer to the public.
- **Clear illustrations help to articulate the vision and aspiration for the area. Keep the document short** and use models, graphics, and photos to grab people's attention.
- **Define key principles from the outset to help create a consistent message, accelerate delivery, and future-proof development.** A design guardian can work with the delivery partner to ensure that these design principles are delivered on site. At the same time, the SPD and masterplan should allow for flexibility to accommodate for changes at the delivery stage.
- **A collaborative approach to producing codes helps to inform a shared vision.** The involvement of various stakeholders will help establish the principles behind the design code and ensure that different requirements are not only incorporated, but also challenged. Engagement and co-design with residents and businesses, development partnerships, landowners, local authority officers, from the outset can contribute to this collaborative approach.
- **Thinking about adoption and long-term management of different uses from the outset of writing a design code is important.** Mixed-use developments require the provision and integration of services and infrastructure early in the process of masterplanning. Defining these various uses through a design co-ordination process and keeping character areas to a minimum can help deliver place identity.
- **Design codes are useful, but they can't in themselves guarantee good design.** Architects can use their skills to deliver contextually appropriate design by responding to constraints and the opportunities that those constraints might provide.



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Speakers:

Emma Sweeney, Head of Estates Regeneration, Brent Council

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Wing Lau, LB Southwark

Tim Cutts, LB Southwark

Colin Wilson, LB Southwark

Robert Sakula, Founder, Ash Sakula

Attendees: 147