

Plus Dane Housing



creating homes
and places that
we would be
proud to live in



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introduction preface

Over the years, Plus Dane has worked with architects and developers to design and deliver a range of new developments. We believe good design is fundamental to creating great places for people to live, and are committed to creating homes that our customers love. We know that to fulfil this goal, good design quality must be the foundation for every new development.

As we embark on any new development, we provide our partners with a detailed design specification and while this describes what we want to build or commission, it does not set out the design principles to which we want to work.

This design guide, Plus Dane Places, sets out our ambition to deliver great homes and good quality developments for our customers. It brings together our core design principles and key technical requirements into a statement of intent for our partners, architects and developers, describing our core principles and articulating what we mean by good quality design.

We have delivered well-designed homes throughout the years and we have learnt many lessons. This insight has formed the basis of our thinking.

we need to be agile and flexible in our approach to design. Carbon reduction targets, modern methods of construction, Government's national design guide and planning frameworks, all impact upon and influence design.

Climate considerations and rapid technological change will influence our design, both inside and outside the home. Our current and future customers will increasingly be concerned about the carbon footprint of the homes they live in, whilst also needing to be as digitally connected as possible.

Demographics and changing lifestyles will also drive what we create for young people, families and an ageing population.

The homes we build set the tone for the place we build them in. Great design considers the context, landscape and character of the place, and seeks to strengthen it.



achieving design quality

aim of the design guide

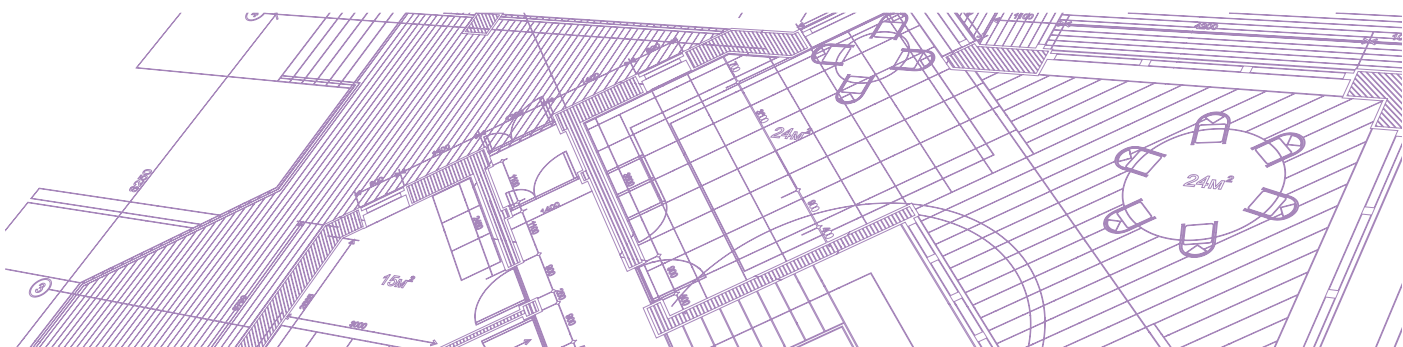
Continuing to build on lessons learnt from our previous developments and innovations across the sector, Plus Dane Places sets out our approach to layout, building form, appearance, scale, landscape and the use of materials. We want to build homes that we would be proud to live in.

Plus Dane Places aims to:

- Provide a framework for our partners, helping to deliver the right product to our customers - a quality home in an attractive place to live.
- Set out the core design principles for our new developments - describing the principle for what is to be achieved.
- Create consistency and some level of standardisation across our new developments - helping to manage the asset in the long term and reduce lifetime costs.
- Ensure that we are building sustainability and longevity into our homes, creating homes that are capable of physical adaptation to meet the changing needs of customers of the future.
- Make optimum use of the land on which they are built, including the provision of outdoor and green spaces.
- Create homes that are efficient and easy to maintain - reducing fuel poverty and keeping running costs low for our customers.
- Put building Safety at the heart of all design. Demonstrating safety through design in line with emerging building safety regulation.

Every development project entails our Development team working with architects, engineers, contractors and developers amongst many other partners. Plus Dane Places is a tool for these partners to use throughout the project, to make sure that it delivers to our expectations of good quality design resulting in homes our customers are proud to live in.

Plus Dane Places is not a standalone document, it will be used alongside other relevant guidance required for our developments including the brief and context for the scheme.



The choices made in the design process contribute towards achieving our objectives by shaping the character of our homes and places.

Our objectives are to:

consider the place

Our developments respond to the needs of the customer, the local surroundings and context in terms of the buildings, natural environment and public realm. Place-making is central to what we do.

build to last

Our homes are designed and built using tried and tested materials and components, which are readily available and easy to maintain. They are designed to stand and respond to the test of time, making sure that our customers and communities have a sense of pride upon completion and in the decades to follow.

create affordable homes

Affordable to build and affordable to live in. Affordable and clean energy use underpins our designs. Our homes are energy efficient, contributing positively to climate action and change, while encouraging responsible

consumption and waste reduction.

We design homes that our customers can afford to live in and which respond to changing circumstances.

make homes for living

Our homes are designed to optimise space standards and facilitate digital inclusion - making sure that they are built for work, rest and play.

Space is a key consideration, both outside and in. Inclusion of front and rear outdoor space such as gardens and balconies is provided to encourage amenity use and promote health and wellbeing. Provision of communal green space will create a hub where communities can come together.

provide choice

We design and build a range of homes to meet a variety of lifestyles and life stages. Our homes meet the needs of a diverse range of customers; taking into account our ageing population and cultural differences. They are a good size, fit for purpose and are adaptable to the changing needs of our customers overtime.



core design principles

Our eight core design principles are:

1

Make full use of the land on which homes are built.



2

Feature the place - build on identity & distinctiveness.



3

Enhance the surrounding area & place.



4

Design accessible space - outside & inside the home.



5

Enrich the natural environment.



6

Create safe, social & inclusive places.



7

Make functional, healthy & sustainable places.



8

Provide safety & comfort.



DPI. make full use of land

Land for new homes is a scarce resource and so our new developments need to make full use of the sites on which they are built. This will be achieved through:

- Safe and effective layouts
 - walkable, contributing positively to well-being and place-making.
- Creating well-built and well-maintained public realm.
- Connecting new developments with their surrounding neighbourhood. Recognisable streets and other spaces with their edges defined by homes, making it easy for anyone to find their way around, and promoting safety and accessibility.
- Designing a clear layout - groupings of homes, spaces, uses or activities that create a sense of place, promoting inclusion, and a sense of community.



DP2. feature the place build on identity and distinctiveness

Local character makes places distinctive. Well-designed, sustainable places with a strong identity instill a sense of pride and help to create and sustain communities and neighbourhoods.

Well-designed places, homes and spaces have:

- A positive and coherent character that residents and local communities identify with, so contributing towards health and well-being, inclusion, cohesion and safety.
- A unique place designed to suit the context, its history, how we live today and how we are likely to live in the future.

DP3. enhance the surrounding area and place

Context is the location of the development and the attributes of its immediate, local and regional surroundings. Creating a positive sense of place helps to foster belonging and contributes to well-being, inclusion, community cohesion and safety.

Well-designed places are:

- Based on a sound understanding of the features of the area and the surrounding context, using baseline studies as a starting point for design.

- Integrated into their surroundings so they relate well to them.
- Influenced by and influence their context positively.
- Aware of and appreciate local history, culture and heritage.

DP4. design accessible space outside and inside the home

Successful development depends upon a movement network that connects places and communities to destinations, both within the site and beyond its boundaries.

A well-designed network defines a clear pattern of streets that is safe and accessible for all. Accessible space should:

- Function efficiently to allow movement and support a genuine choice of sustainable transport options.
- Prioritise and encourage walking cycling and public transport, therefore limiting and mitigating the impacts of car-use and identifying opportunities to improve air quality.
- Promote activity and social interaction, contributing to health, well-being, accessibility and inclusion.
- Incorporate green infrastructure, including street trees to soften the impact of car parking, help improve air quality and contribute to biodiversity.

DP5. enrich the natural environment

Nature contributes to the quality of a place, and to people's quality of life, and it is a critical component of well-designed places. Natural features are integrated into well-designed development. They include well designed landscapes, quality public open spaces, street trees, and other trees, grass, planting and water. Well-designed places should enhance the natural environment and:

- Integrate existing and new natural features into a multifunctional network that supports quality of place, biodiversity and water management, and addresses climate change mitigation and resilience;
- Prioritise nature so that diverse ecosystems can flourish and contribute to a healthy natural environment that supports and enhances biodiversity;
- Provide attractive open spaces in locations that are easy to access

and enable and encourage recreation and sport; promoting and enhancing health, well-being and social inclusion.

DP6. create safe, social and inclusive places

The quality of the spaces between homes is as important as the homes themselves.

Great places to live have:

- Well-located public spaces that support a wide variety of activities and encourage social interaction, to promote health, well-being and social inclusion.
- A range of spaces that range from large and strategic to small and local, including parks, squares, greens and pocket park.;
- Public spaces that feel safe, secure and attractive for all to use.
- Trees and other planting within public spaces for people to enjoy, while also providing shading, air quality and climate change mitigation.



DP7. make functional, healthy and sustainable places

Well-designed, quality homes also provide attractive, stimulating and positive places for all, whether for activity, interaction, retreat, or simply passing by.

Well-designed homes:

- Provide good quality internal and external environments for the people who live in them, promoting health and well-being;
- Relate positively to the private, shared and public spaces around them, contributing to social interaction and inclusion.
- Resolve the details of operation and servicing so that they are unobtrusive and well-integrated into their neighbourhoods.
- Have high-speed digital connectivity to provide opportunities for our customers whether it be education, health, leisure, social interaction, or home working.

DP8. Provide safety and comfort

Good design promotes quality of life. This includes making homes safe and easy to use - delivering comfort, safety, security, amenity, accessibility and adaptability.

- Homes and communal areas provide a good standard and quality of internal space. Higher-density homes, need careful attention to make sure that access to and from the home and communal areas is safe and secure.
- Well-designed homes will be efficient and cost effective to run, reducing greenhouse gas emissions and encouraging sustainable lifestyles, they should minimise sound pollution and have good air quality.

Plus Dane recognises the Ministry of Communities and Local Government National Design Guide 2019; Planning guide for beautiful, enduring and successful places.



