

The inspiration behind this new place is a connection with nature and Letchworth's founding vision of a city of gardens.

And like a branch, its spine is its lifeblood - in this case brought to life by walkers, joggers, cyclists, electric buses and other sustainable vehicles travelling along a linear garden - going to work, going home, going to the community hub, going to school or simply going for a walk. It's also where food is grown, literally a feeder route.

Peeling away from this are the 'leaves' - clusters of homes grouped around a small green space, their roofs designed to either harvest food or harvest light, like photosynthesis.

At the community heart of this new place is a tall vertical garden, on the city's axis - re-establishing the original Letchworth geometry. A landmark visible from the city and raised viewing point to look back onto the city. For the 1st time the city's garden masterplan structure is revealed. Surrounded by a school, community and business hub, city farm, retirement village, energy centre, transport interchange and garden centre - this is a place literally bursting with life, colour and people; a garden place at the centre of a place of gardens.

At the core of the concept is intergenerational living, those of all ages alongside, drawing and learning from each other, along with a new model in sustainable movement, a movement club, driven by smartphone access to allow booking and sharing of low carbon modes of travel. Use of the sustainable movement club will secure the option to drive through the site and exit to the south, something which would be restricted to sole occupants in private cars. Naturally, those on the e-bus or cycling will always have priority.

These are the smallest clusters in the masterplan - in some cases just 5 or 6 homes around a green / blue garden. These are completely pedestrian spaces, with cars parked in a small area at the entrance.

An energy centre offers district heating to all of the homes and community buildings. It is efficiently located in the centre of the masterplan and conveniently accessed from the main approach road, meaning deliveries can take place without creating any traffic in the residential areas.

This building offers flexible space for local businesses, growers and makers, as well as a village-hall type space. It is the main hub of activity and its café fronts directly onto the market space – a perfect place for parents to wait before collecting their kids from school.

There are also workshop spaces, a creche, click + collect, community fridge, storage facilities and even some B&B accommodation.

At the heart of the masterplan, a garden.
Not large in footprint but stretching skywards, a vertical
botanic garden that re-establishes the city's original strong
axial geometry set out by Parker and Unwin. A landmark
visible from the city's main Broadway but also a high level
viewing point to look back onto the city, for the 1st time
since its creation – a fresh perspective on visionary ideas
developed 115 years ago. This striking planted structure will
become the emblem for the development, literally a natural
focus at the heart of the community.

This complex has community growing areas, polytunnels, bees, goats, chickens and some livestock. The kids and teachers love it. And many of the retirement village residents volunteer here. A small restaurant sells delicious locally grown food.

This space is at the centre of the community heart. It is the place where things happen and where people meet. It's where a local farmers market is held on a Saturday morning and also a place to sit in the sun with a coffee and watch people come and go. With the vertical garden it creates a strong sense of arrival into the development. This whole area is free of traffic

The retirement village ensures there is all-day activity at the heart of the masterplan. With pleasant views out to open countryside behind, and right next to the community and transport hub it is very conveniently located for its residents. Not least also being next to the garden centre and city farm and kitchen but also the school, ensuring all generations are at the heart the site.

The primary school has been positioned so that it is next to the playing fields, with sheltered south-facing informal play spaces. It is also opposite the retirement village – old and young together. The school children love being near the city farm and the vertical garden is a constant source of inspiration and wonder.

What could be more appropriate to have in the heart of Gardenia than a garden centre. It's one of the reasons the retirement village next door is so popular! Compost is also produced here with all the masterplan clippings and is free to residents to collect.

This is the main movement spine of the masterplan – used by wildlife, walkers, joggers, cyclists, electric buses and other vehicles; all travelling along this linear parkland - going to work, going home, going to the community hub, going to school or simply going for a walk.

It is a made up of a patchwork of green and blue space – a boulevard, pocket parks, allotments, swales, bbq and picnic areas, wetland areas, rain gardens, sensory gardens, herb gardens, ponds, orchards, nutturies, wildflower meadows, arboretums, fitness trails and children's play areas.

The 6 pitches on the playing fields have been slightly repositioned to introduce a new boulevard link to the community heart, reconnecting to the original garden city axis. The play areas have been relocated to the boulevard link

The home of the sustainable travel club, housing hire bikes of all types, tuk tuks, electric charging stations, car club bays, electric buggies and is where the electric bus leaves from. Its solar roof contributes towards powering the various transport options.



Connection to green way

Connection to green way

WILD MEADOW AREA

This area, coupled with the meadow to the west of the playing pitches, is for residents that enjoy looking onto green spaces but don't necessarily want a garden to look after. Each home facing onto the meadow will have a deck that juts out into a landscape that is managed to be a haven for wildlife. A public boardwalk cuts through these two spaces linking the playing pitches with the linear garden.

Connection to
green way

This beautiful water feature is part of a sustainable drainage strategy and is 50% open water for swimming and 50% planted for wildlife

Like a bus gate, access across the existing shared surface path through to the southern access point will only be allowed for those cycling, walking, on the electric bus or sharing from the Gardenia EV/AV fleet.

At the heart of these communities of houses are intimate, shared planted spaces are like outdoor rooms. They will have greenhouses, planters, pergolas and seating areas.

THREE MAGNETS

COUNTRY

- LACK OF OPPORTUNITY
- HANDS OUT OF POCKET
- POVERTY
- UNEMPLOYMENT
- LONG HOURS FOR LOW WAGES
- LACK OF DRAINAGE
- LACK OF PUBLIC UTILITIES
- CRIMINALS
- NO LAND FOR CATTLE
- NO FOREST
- NO SUNSHINE
- NO WATER
- NO AIR
- NO SMOKE
- NO SLUMS

TOWN

- CLOSING OPPORTUNITIES
- EDUCATION
- HIGH REVENUE
- PLenty OF EMPLOYMENT
- PLenty OF MONEY
- PLenty OF HOUSING
- FOUL AIR
- FOUL WATER
- FOUL DRAINAGE
- FOUL UTILITIES
- FOUL CRIMINALS
- FOUL LAND
- FOUL FOREST
- FOUL SUNSHINE
- FOUL WATER
- FOUL AIR
- FOUL SMOKE
- FOUL SLUMS

THE PEOPLE

WHERE WILL THEY GO?

TOWN-COUNTRY

- BRAVOTURE
- EDUCATION
- EMPLOYMENT
- FINES
- MARKS OF NO ACCESS
- LOW RENTS
- HIGH WAGES
- LOW RATES
- PLenty TO DO
- FIELD FOR PRICE
- NO SMOKE
- PURE AIR
- WATER
- GOOD DRAINAGE
- BRIGHT HOMES
- NO SMOKE
- NO SLUMS
- FREE
- GO OPERATION

TOWN

- Job Prospects
- Good Wages
- Variety of Homes
- Limited Green Space
- Poor Work-Life Balance
- Absence of Community
- Unaffordable
- Unpolluted
- Night Time Living
- Culture
- Blue Sky

COUNTRY

- Affordable Homes
- Peaceful & Quiet
- Traditional Trades
- Green Spaces
- Retirement Places
- Land Rich in Trees
- Health Air
- Rural Style
- Car Dependent
- Economic Communities
- Low Cost of Living
- Monoculture

THE PEOPLE

WHERE WILL THEY GO?

GARDENIA

- Family Friendly
- Well-Maintained
- Well Connected & Accessible
- Affordable & Beautiful
- Prosperous & Vibrant
- Healthy & Environmentally Sustainable
- Self-Autonomous in Food, Energy & Water
- Community Focussed & Owned

TOWN

- JOB PROSPECTS
- LIMITED GREEN SPACE
- HIGH DENSITY
- HIGH COST OF LIVING
- VARIETY OF HOMES
- POSSIBLE WORK/LIFE BALANCE
- ASSISTANCE OF COMMUNITY
- UNFRIENDLY
- UNPOLLUTED
- NATURE
- SMALL HOMES

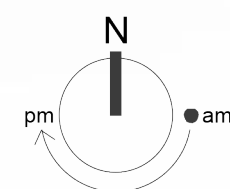
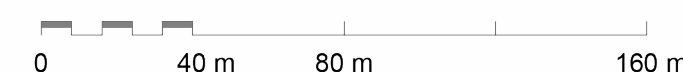
COUNTRY

- RURAL IDYLL
- PEACE AND QUIET
- AFFORDABLE PRICES
- TRADITIONAL
- GREEN SPACES
- RETIREMENT/RETIREES
- LAND
- HEALTHY AIR
- LONG COMMUTE
- POOR COMMUNITIES
- OVERSIGHT
- COMMUNITY

THE PEOPLE

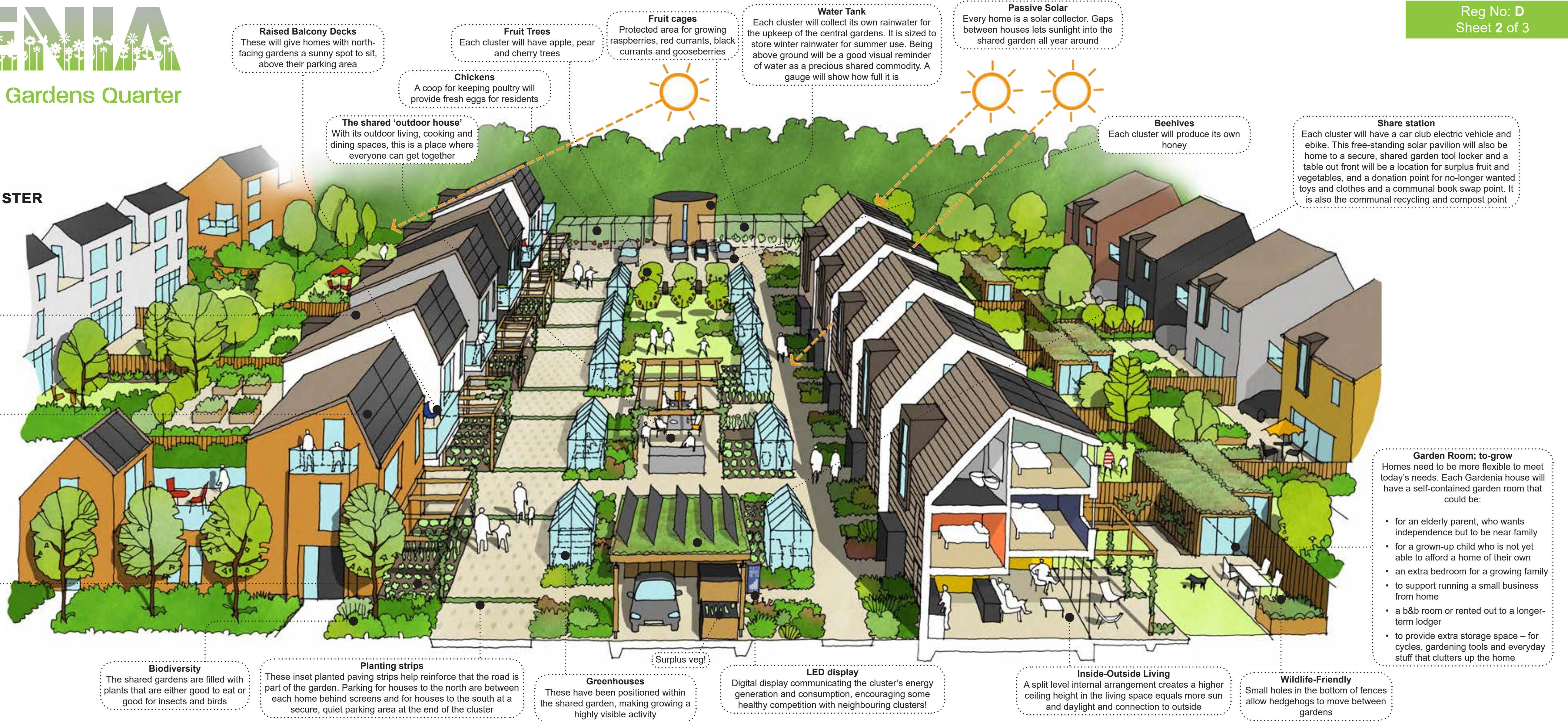
WHERE WILL THEY GO?

NATURE INSPIRED

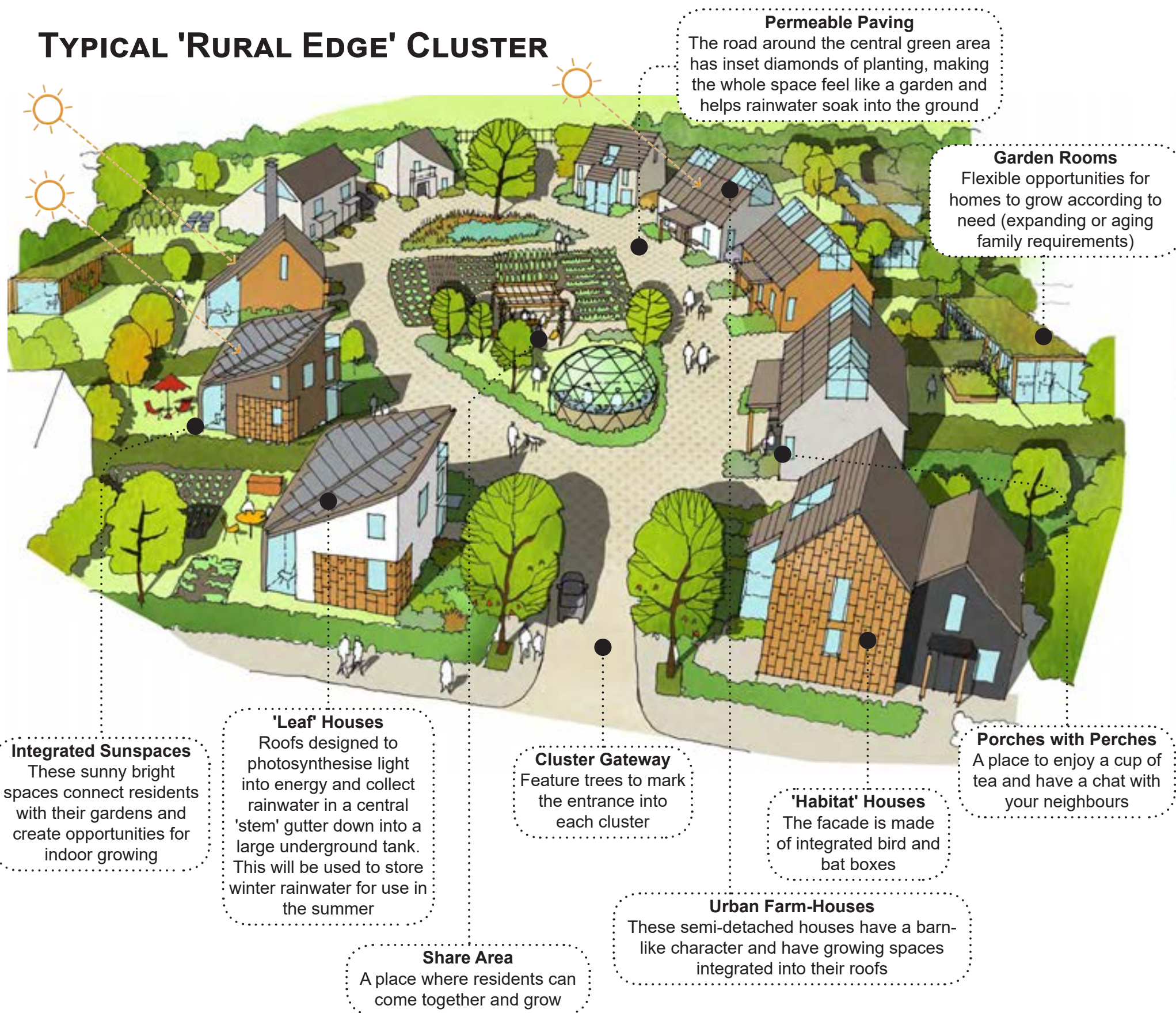


Letchworth Gardens Quarter

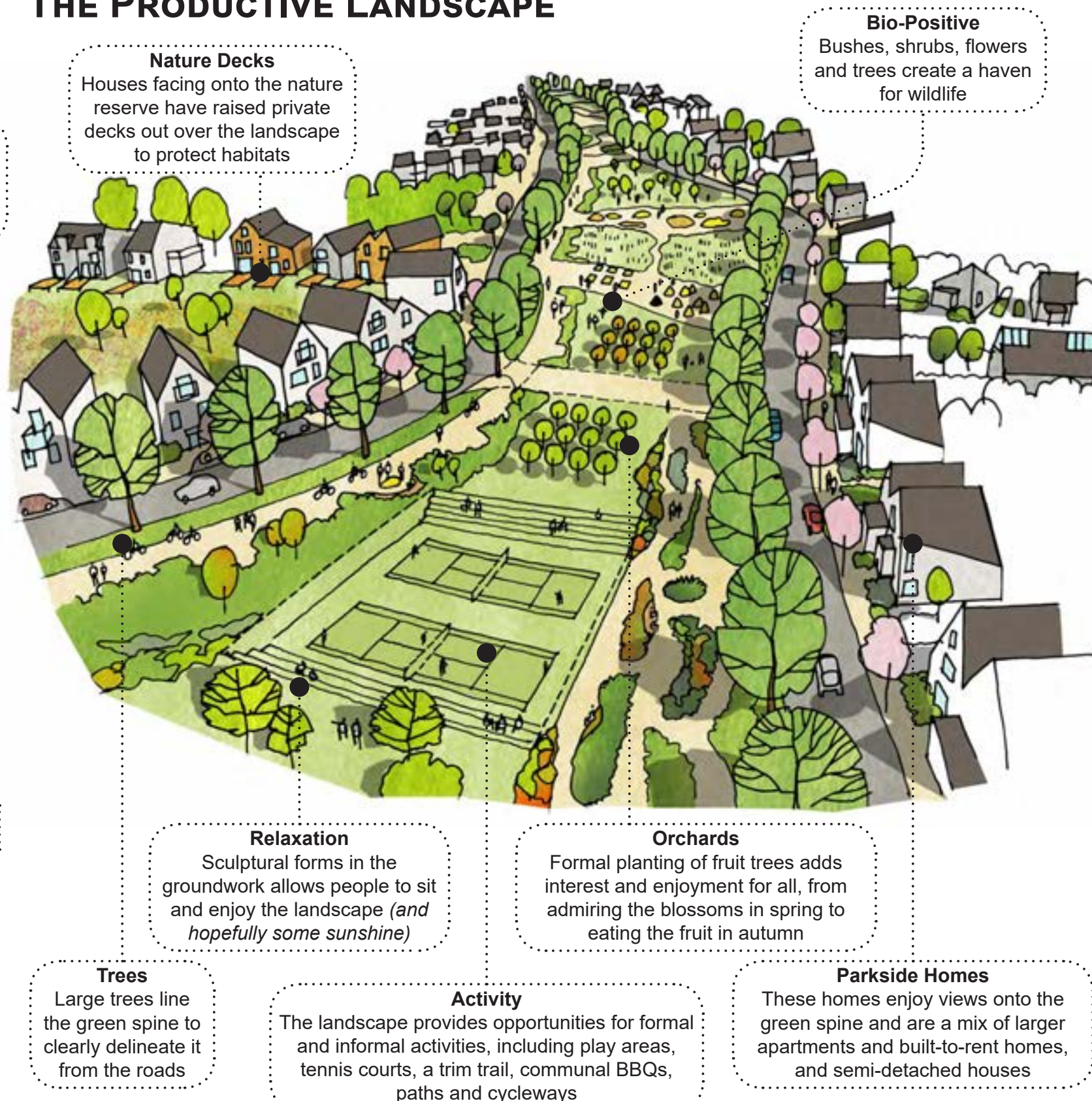
TYPICAL 'URBAN EDGE' CLUSTER



TYPICAL 'RURAL EDGE' CLUSTER



THE PRODUCTIVE LANDSCAPE



GARDENIA'S COMMUNITY HUB



THE CONCEPT EXPLAINED

Gardenia aims to serve both body and mind, right from its heart all the way to the front door of each and every home. The green spine is what connects each cluster with the heart and the wider community, but is also a productive landscape that provides food, water attenuation, habitats and activity - a concept that permeates throughout Gardenia.

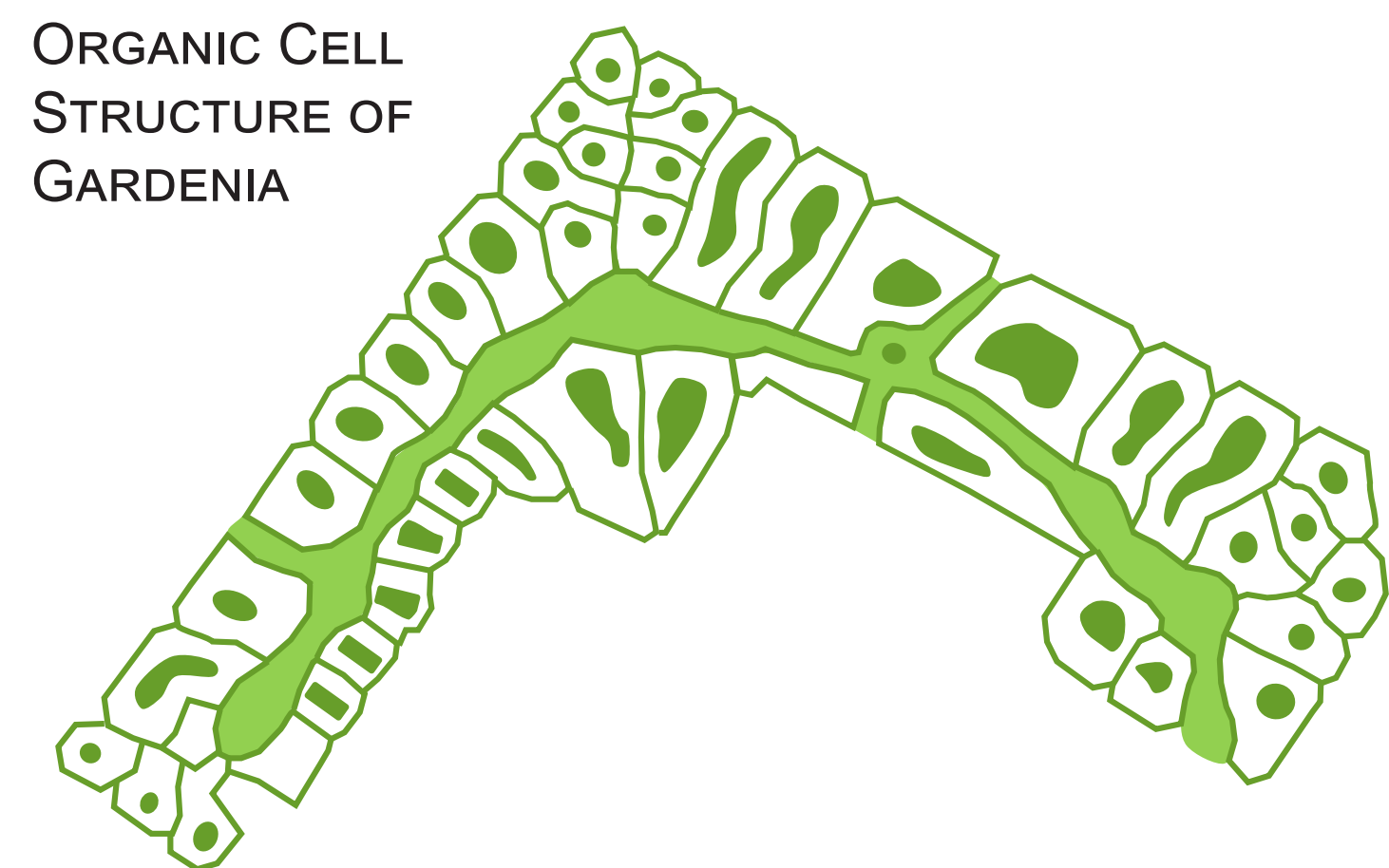
The focal point of Gardenia is the community hub that sits on Letchworth's primary axis, marked by the vertical garden. Wrapping around this are activities that bring the community together, creating a lively place throughout the day for all ages. It also has many practical functions, such as a transport hub and a plant nursery to serve Gardenia's communal landscape.

GARDENIA'S LINEAR GARDEN CONCEPT



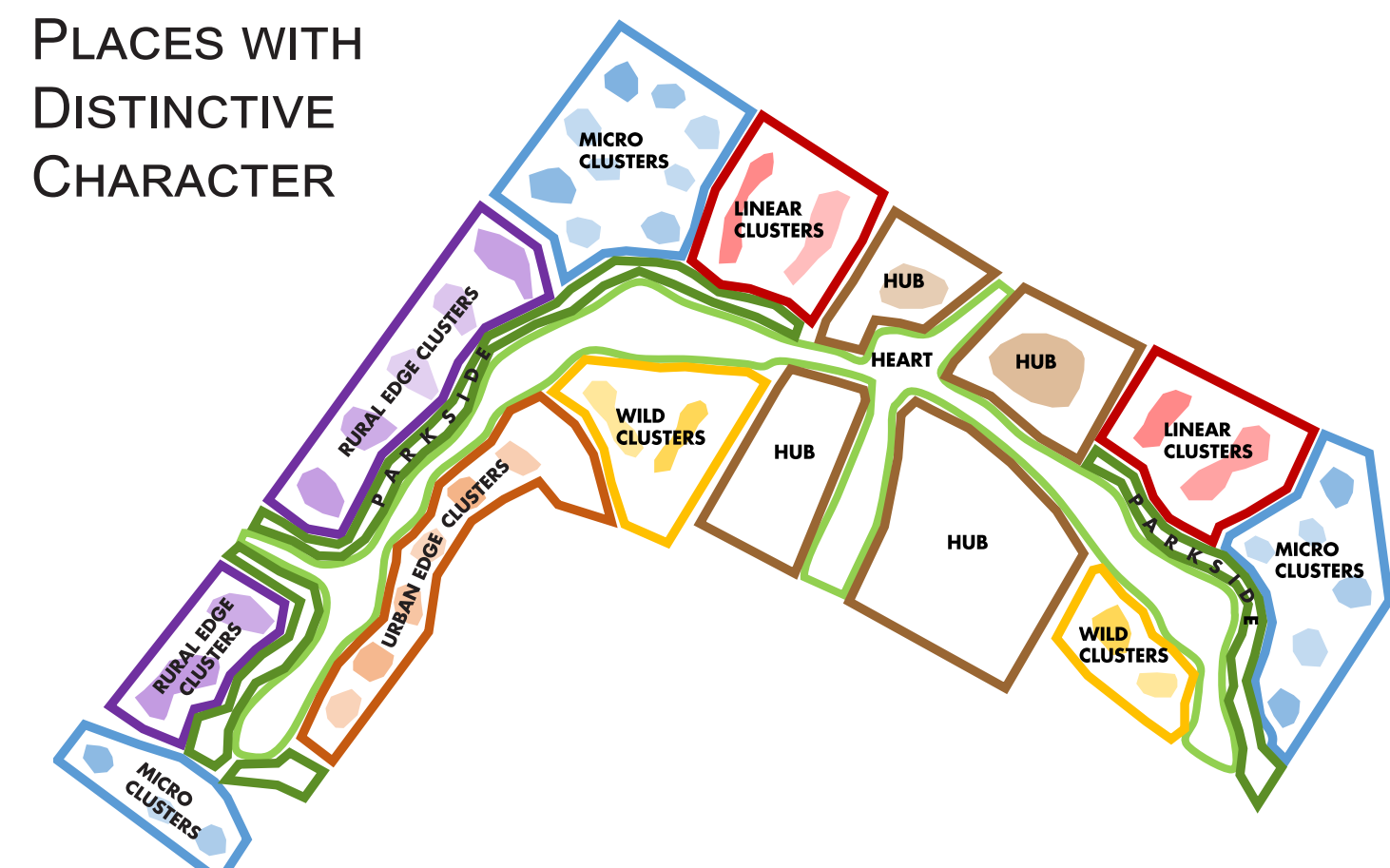
Gardenia looks to create a rich environment for people and nature to thrive in and enjoy.

ORGANIC CELL STRUCTURE OF GARDENIA



Gardenia creates lots of neighbourly clusters focussed on people and community spirit which forms the basis of a flexible phasing strategy

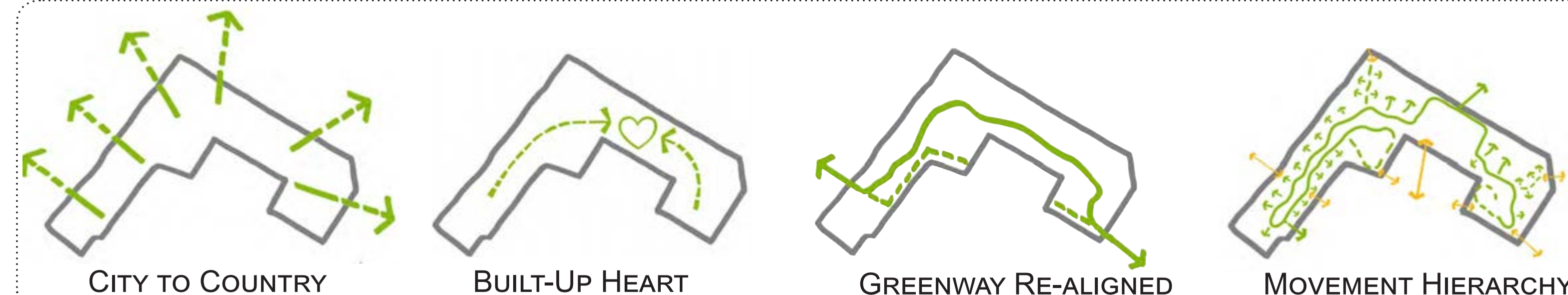
PLACES WITH DISTINCTIVE CHARACTER



Gardenia is divided into areas of different characteristics that reinforce its identity



SIMPLIFIED STRATEGIES



WIDER INTEGRATION

