



TATTON ESTATE

The right approach

The emerging Local Plan process provides both an obligation and an opportunity for Knutsford to sustainably grow in a way that benefits existing residents and the wider community.

To ensure this process gives proper regard to the town's heritage, the Tatton Estate is working with the local community to build consensus on design quality and standards. This could be in the form of a **design guide** or **code**, influenced by policies in the emerging Neighbourhood Plan.

A design guide/code is a set of illustrated design rules and requirements that develop the vision for a development. These help to create high quality proposals and build a sense of place. They instruct and advise on the physical development of a site and we believe that such a code is important to ensure that any proposals for Knutsford represent the architectural heritage of the town and help to deliver an attractive and successful place.

John Simpson Architects is exploring how to incorporate a masterplan and design code for Knutsford. Drawing on their extensive experience at driving traditional urban design, their expertise could help shape new high quality mixed-use neighbourhoods.



Dicken's Heath, Solihull



Fairford Leys, Aylesbury

Achieving high-quality mixed-use neighbourhoods requires:

Stewardship: Groups that care about the future and heritage of Knutsford

Local knowledge: Someone who understands Knutsford

Ambition: A long term vision for the town

Organised engagement: Someone to carry out the necessary work to understand the views of the community

Community involvement: Someone to lead an on-going conversation with the community to build local enthusiasm

A masterplan: A sponsor to commission a long term masterplan framework and sensitive design code for development to guarantee high quality