



# DESIGN CODES

HBF ANNUAL DESIGN CONFERENCE  
CHARTERED ACCOUNTANTS HALL, MAY 12 2004

Yolande Barnes, Director of Research, FPD Savills

Design Codes  
The implications for landowners and developers

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## Yolande Barnes. Design Codes: The implications for landowners and developers

- What is the problem?
- Will design codes address it?

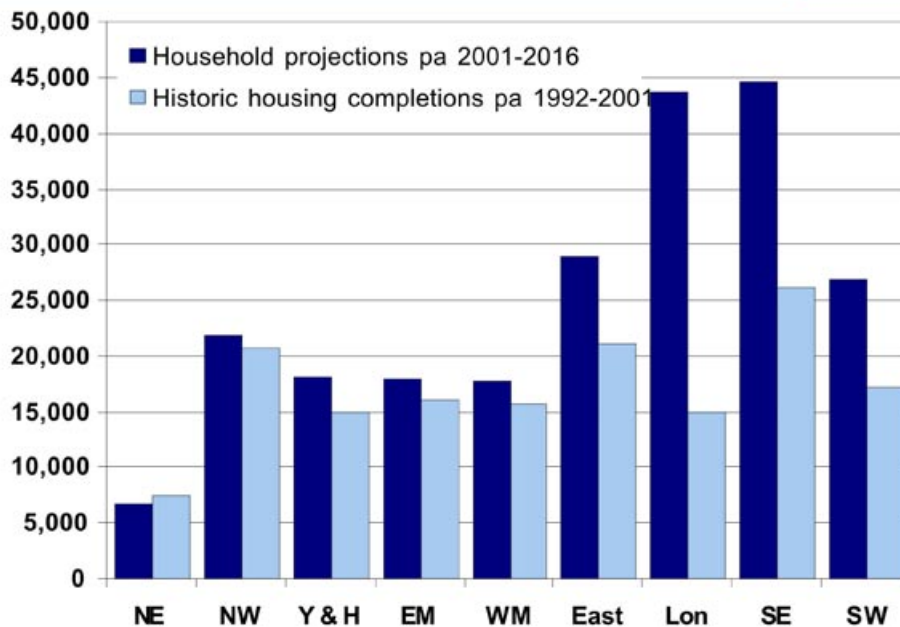
### The problem is well-rehearsed ...

[www.fpdsavills.com](http://www.fpdsavills.com)



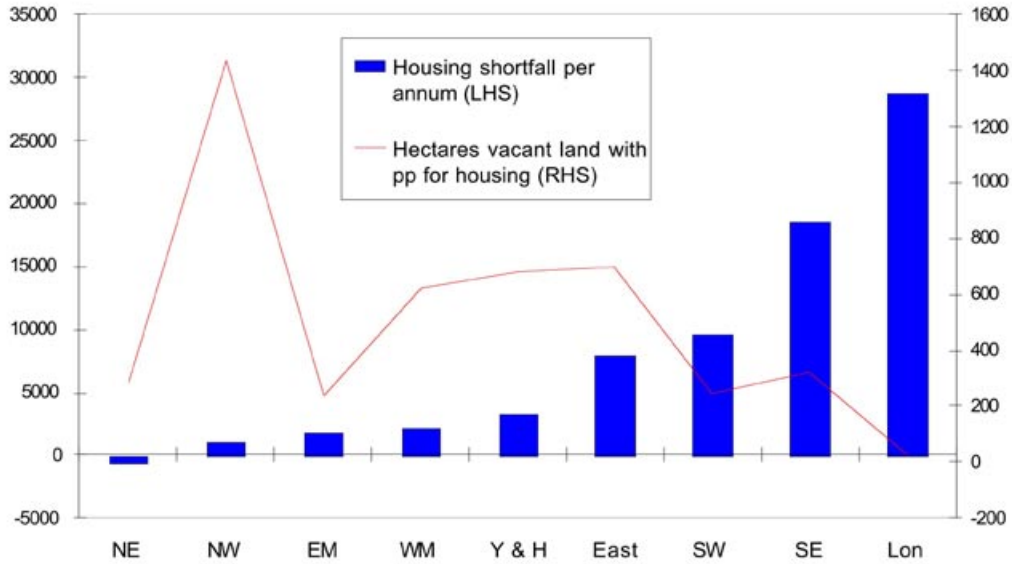
### ... but is it all about design?

[www.fpdsavills.com](http://www.fpdsavills.com)



## Land supply is key ...

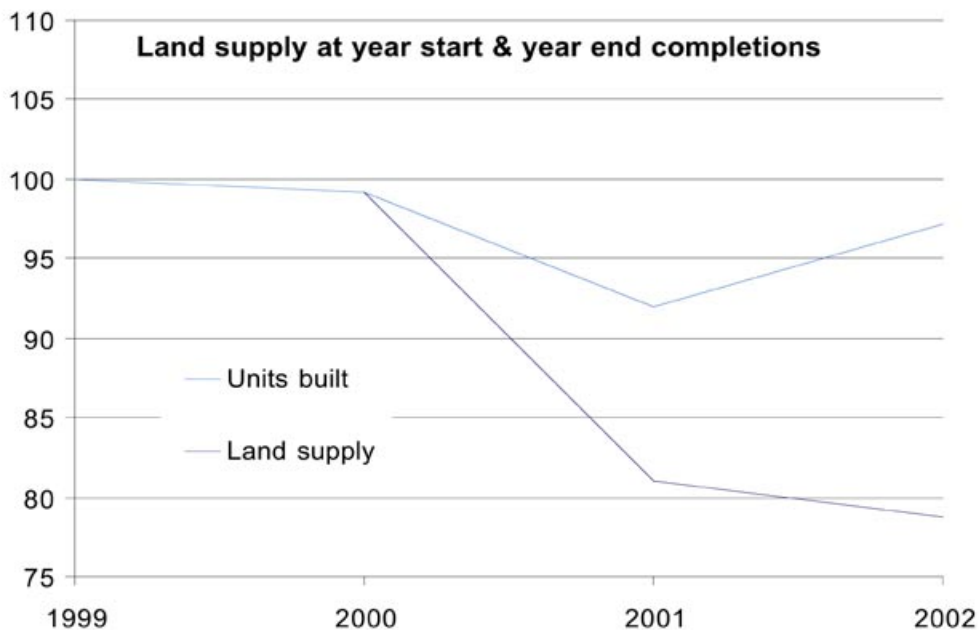
www.fpdsavills.com



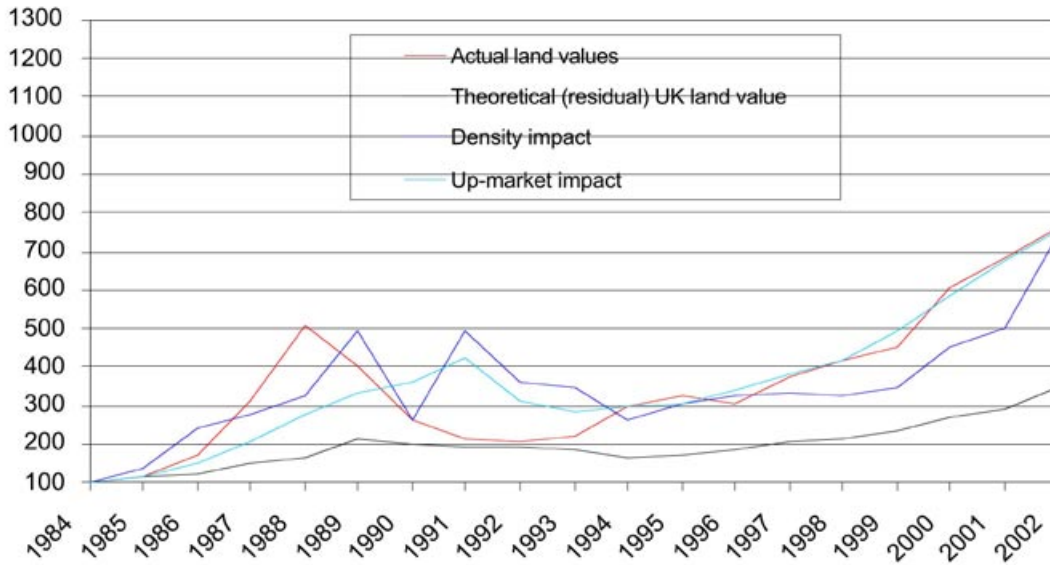
Source: National Land Use Database/ ODPM/ Land econ dept Cambridge Univ / FPDSavills Research

## ... and developers' land banks are falling

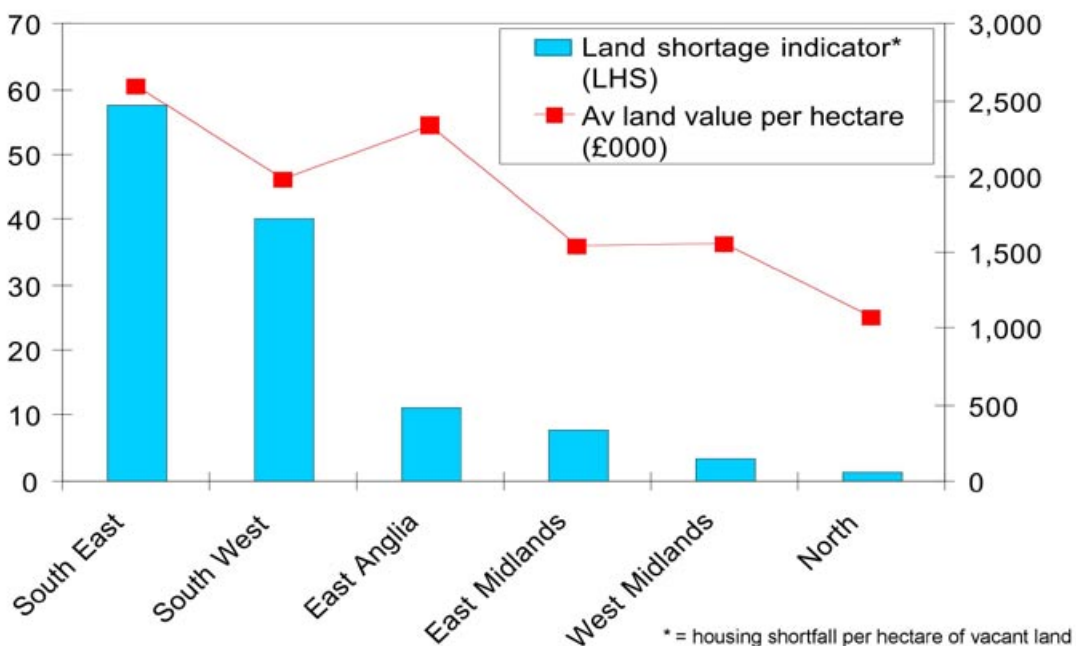
www.fpdsavills.com



**... putting huge pressure on land prices ...** [www.fpd Savills.com](http://www.fpd Savills.com)

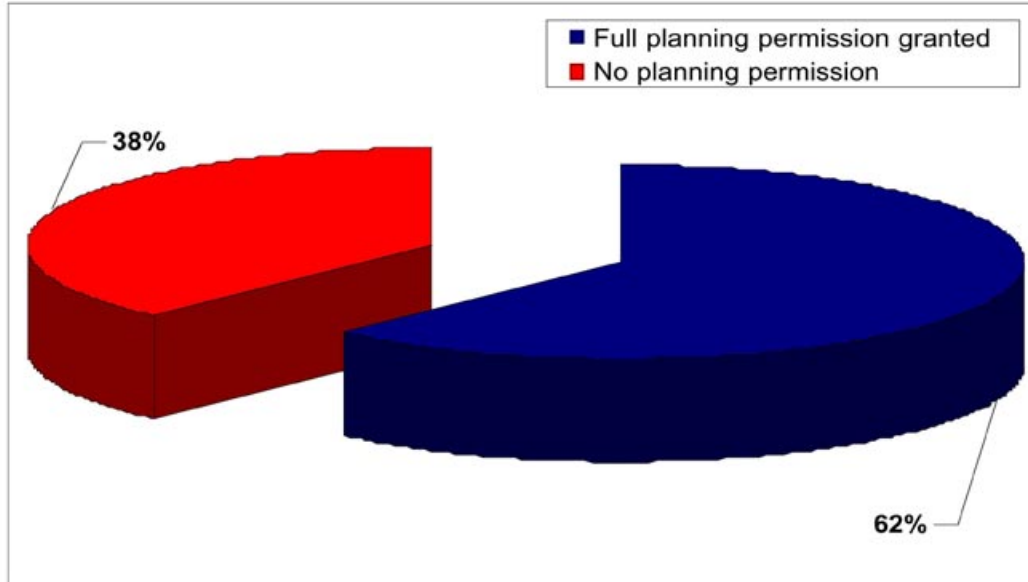


**... particularly in high-demand locations** [www.fpd Savills.com](http://www.fpd Savills.com)



## Developers are taking bigger risks ...

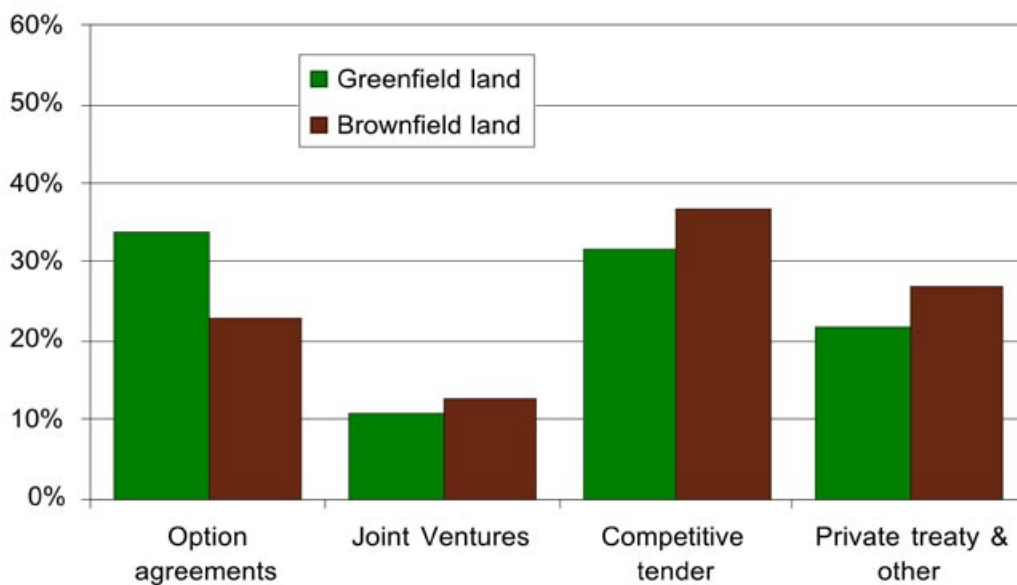
www.fpd Savills.com



Source: FPD Savills Research

## ... especially on brownfield sites ...

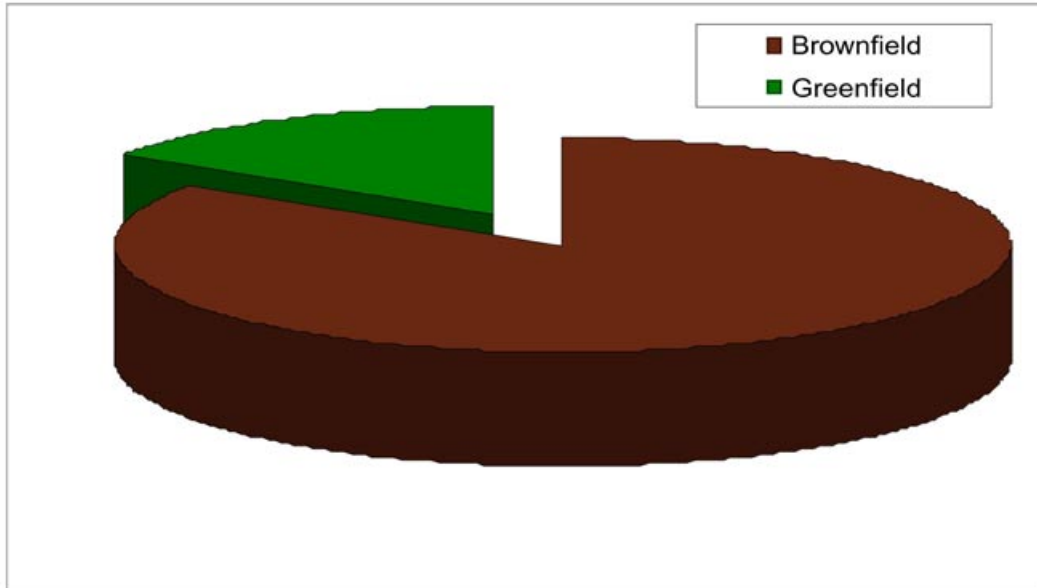
www.fpd Savills.com



Source: FPD Savills Research

... which now dominate the market

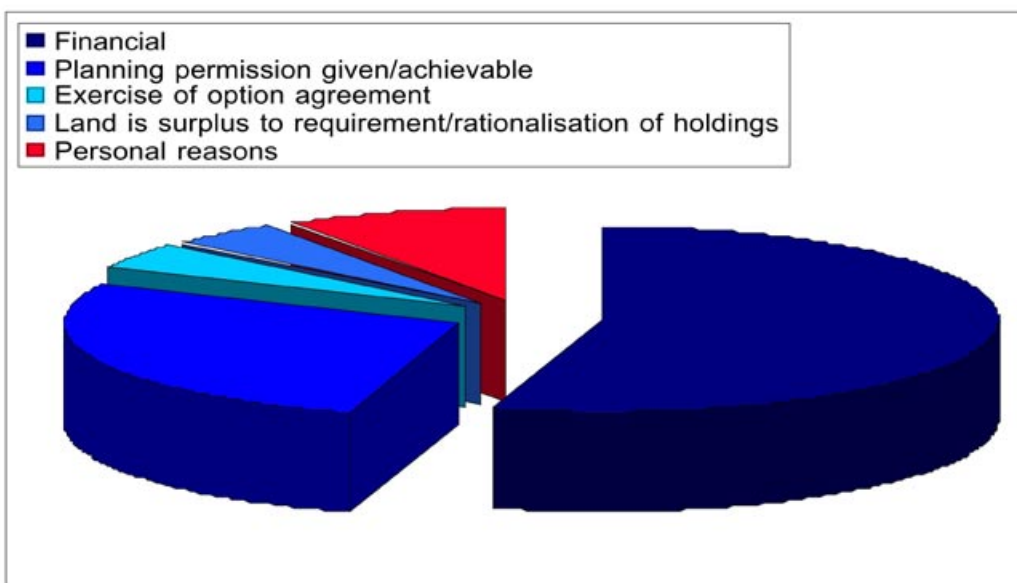
[www.fpdsavills.com](http://www.fpdsavills.com)



Source: FPD Savills Research

Greenfield owners are motivated by uplift...

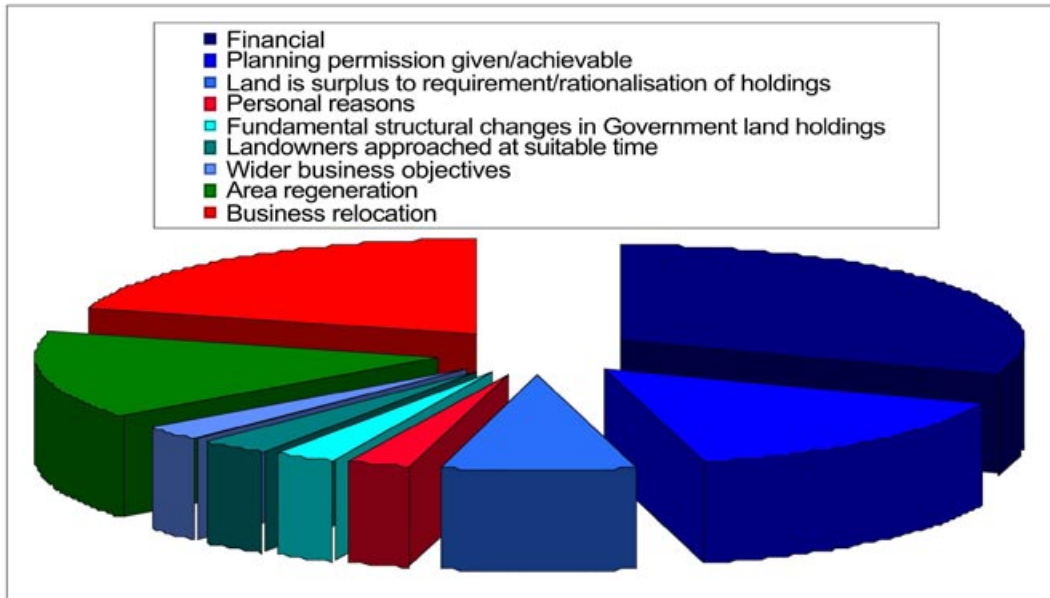
[www.fpdsavills.com](http://www.fpdsavills.com)



Source: FPD Savills Research

## ... but urban motives are more complex ...

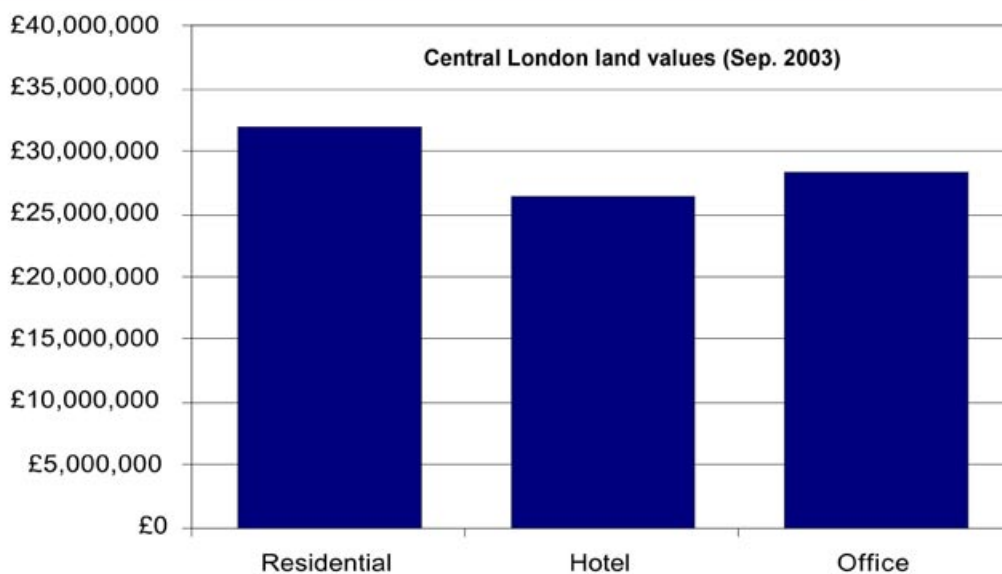
www.fpdsavills.com



Source: FPDSavills Research

## ... because value uplifts are small

www.fpdsavills.com



Source: FPDSavills Research

## (Good) brownfield development is complex

www.fpdsavills.com

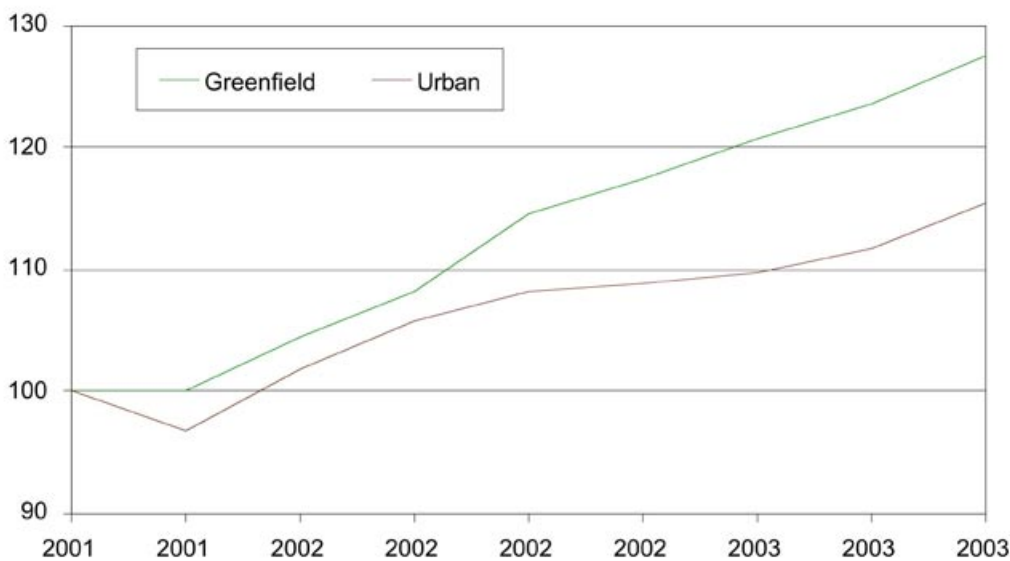
three pillars of complexity:

land	design	planning
acquisition/control	infrastructure	national, regional, local
compulsory purchase	masterplanning	consultation
user relocation	mix – uses, size, types	regulation & law
decontamination/preparation	commercial viability	section 106
rights of way, covenants etc.	integration – uses,	uncertainty
values	public realm	
	appearance, density	

YOLANDE BARNES, DIRECTOR OF RESEARCH, FPD SAVILLS; DESIGN CODES: THE IMPLICATIONS FOR LANDOWNERS AND DEVELOPERS, HBF NATIONAL DESIGN CONFERENCE

## developers are beginning to realise this ...

www.fpdsavills.com



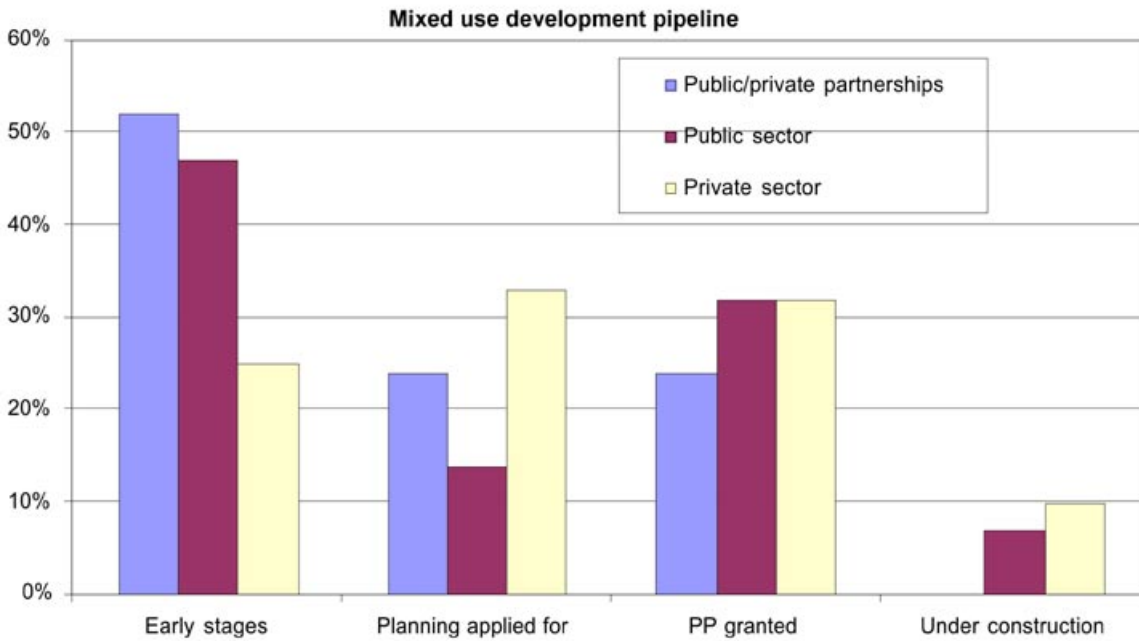
Source: FPD Savills Research

A Design for Homes and HBF event supported by English Partnerships



... but they are needed for delivery ...

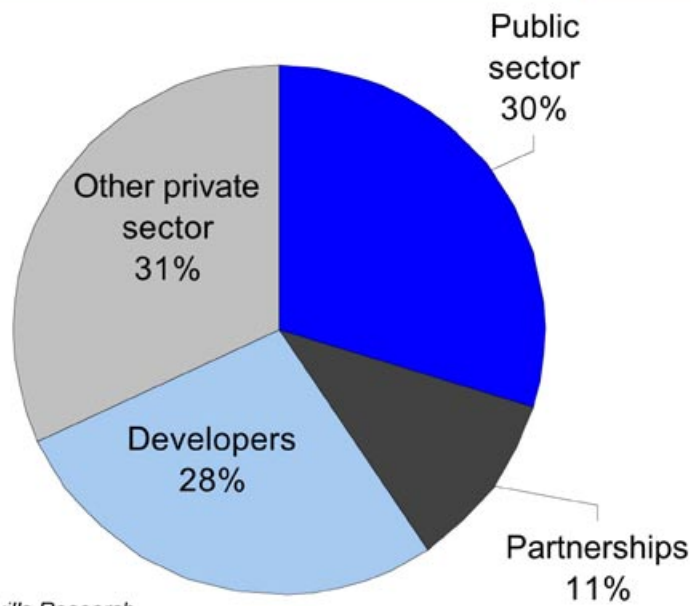
www.fpd Savills.com



landowners are not developers

www.fpd Savills.com

**Number of mixed use sites by ownership**



Source: FPD Savills Research

## So what is the problem?

[www.fpdsavills.com](http://www.fpdsavills.com)

### ■ Complexity

= Risk

(usually for the developer)

## Do codes address this?

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three pillars of complexity:

#### land

acquisition/control

compulsory purchase

user relocation

decontamination/preparation

rights of way, covenants etc.

values

#### design

infrastructure

masterplanning

mix – uses, size, types

commercial viability

integration – uses,

public realm

appearance, density

#### planning

national, regional, local

consultation

regulation & law

section 106

uncertainty

## Areas of concern remain

[www.fpdsavills.com](http://www.fpdsavills.com)

- Shifting resources from private to public purse
- Will demand issues inform the coding?
- Will commercial impacts be accommodated?
- Will the development process be shortened?
- Will the necessary companion measures be introduced?