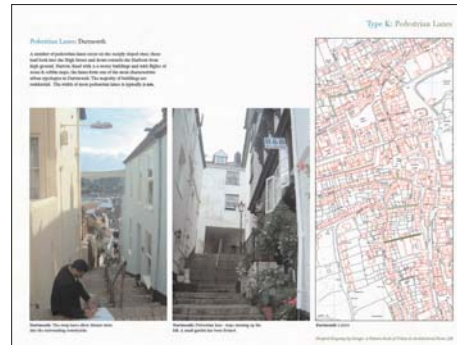


# Local character and identity: strengthening the sense of place

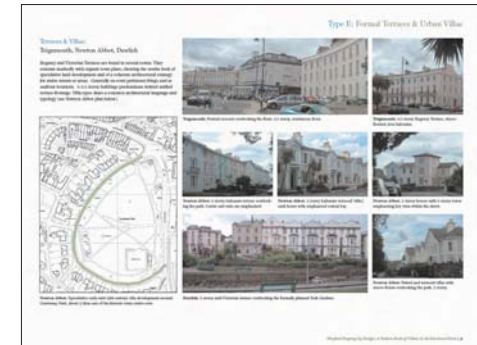
*"It has become abundantly clear, even on the edge of ancient cities, that lack of identity has become a universal phenomenon. It pervades not just the built form but the entire regional landscape"* Michael Hough 'Out Of Place'

There can be no greater challenge in this globalising world than to get to grips with this fundamental issue of retaining and strengthening local character. With the help of the local teams we believe we have done that.

The landscape itself makes a valuable contribution if it is respected and incorporated into the plan.



Sherford Pattern Book



The Prince's Foundation has pioneered the rediscovery of pattern books in the UK. These documents record, analyse and distil the nature of existing places that are cherished locally in order to produce a language of streets, public places, building types, materials and proportions that are agreed by all participants and transferred to a set of design codes. Pattern books are being produced and will be developed further with the local community and local planning officers.

These then become a requirement of any anyone who seeks to invest, live or work in Sherford. They do not stifle innovation they give innovation local principles and rules in which it has to work. This adds to the local language rather than diluting it.



Local character examples



The Community Steering Group were provided with a digital camera and asked to take photographs of their favourite buildings or parts of their community for inclusion within the Sherford Design Code. We wanted to make sure that the local vernacular was incorporated within the design of Sherford and this is best expressed by the existing residents of the local communities.



Sherford studies: landscape features to retain



SHERFORD



PUBLIC EXHIBITION