

Table 14.1
Scope of the multi-disciplinary project team's research (ranging from the global to local, and from the empirical to the theoretical).

Aspects of sustainability:	Global	Regional	Local
Social	Social capital theory		Employment and housing patterns
Economic	Innovation theory	The Silicon Fen innovation cluster	Local growth indicators and projections
	Economic forecasting: The Lowry model	Regional growth indicators	Local house prices, office rentals and building costs
	Economic costing Models for built form, infrastructure and transportation		
Environmental	Urban design theory (the history of garden cities, Dutch urban design theory)	The genius loci of the fens: architecture and landscape	Site Analysis Inc: ecology, water, infrastructure, built form
	Ecological design: urban and built form	Cambridgeshire regional planning and transportation documents	Cambridge structure plan

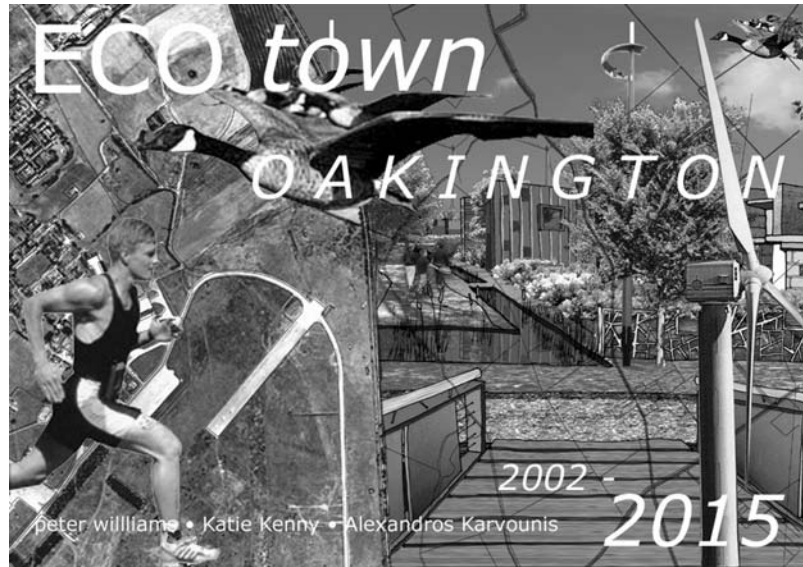
individual ‘specialist’ eyes. Their collective research covered all three aspects of sustainability: social, environmental and economic, and ranged from the global to local, and from the quantitative to the qualitative (Table 14.1).⁹

On the basis of the above research the team agreed on a set of objectives for their project towards achieving the general aims of the project brief (the design of a new sustainable settlement) as follows:

- **To develop a low-density ‘urban–rural’ model for sustainable development on the Oakington site**
- **It should be possible to implement the model in today’s planning and economic climate, and flexible enough to respond to future uncertainties**
- **The design should create a place to foster ‘innovation’; economic (predominantly agri-tech, and bio-tech), social and environmental**
- **The design should retain and build on the rural qualities of the site, its existing ecosystems and the surrounding context (built form and landscape)**

After 12 weeks of research, creativity, deliberation and false starts, the design team reached the end of the project. The result was

Figure 14.3
ECO-town Oakington Project
team's development plan.



a set of frameworks based around the issues of economic, social and environmental sustainability within the constraints of the market. Their research and proposals were presented in an extensive two-volume report and are summarised below.

The case study design: ECO-town

The project team's proposal, 'ECO-town' (Figure 14.3), was conceived as an urban management framework that would promote and direct the development of a new sustainable low-density town. Departing from conventional single-stakeholder development models, the ECO-town framework proposed that the development would be administered by a specially constituted development trust, made up of multiple stakeholders including representatives of the existing community, which would have not-for-profit status. The remit of the trust would be to promote the development of a largely self-sustaining, socially inclusive town (with a maximum of 6000 dwellings) that could foster the dynamism and prosperity of Cambridge's research and technology-based industries. The trust would work towards providing a full range of infrastructure including roads, parks, transport, services and social facilities to support private housing, commercial and office developments. In all of its promotional and controlling activities the trust would promote the notion of social, economic and environmental innovation, and continually test the emerging development against its own aims and accepted indicators of sustainability.¹⁰