

Town & Country Planning Act 1990, Section 78(1)(a)

**Appeal on Behalf of Rosconn Strategic Land
Ltd at Land South of (East of Griffin Place)
Radwinter Road, Saffron Walden.**

**Landscape and Urban Design Proof of
Evidence**

LPA Ref: UTT/21/2509/OP

Appeal Ref: APP/C1570/W/22/3296426

August 2022

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CONTENTS

1	Introduction	3
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Appendix A: Presentation of Landscape-Led Design Approach, and Application Principles and Parameters

1. INTRODUCTION

1.1. PERSONAL BACKGROUND

- 1.1.1. My name is Andrew Williams. I am a qualified Urban Designer, Chartered Landscape Architect and a founding Director of Define; a Town Planning, Urban Design and Landscape Architecture practice.
- 1.1.2. Since gaining my first degree and post graduate diploma in Landscape Architecture from the University of Central England in 1996 I have worked as a landscape architect for Lovejoy in Birmingham becoming Design Director in 2005. I gained a postgraduate diploma (distinction) in Urban Design from Oxford Brookes University in early 2005. I was appointed Managing Director of Capita Lovejoy's Birmingham Office in 2008. In March of 2011 I, along with my colleague Mark Rose, founded Define, which has since grown to around 25 professional staff (including town planners, urban designers, landscape architects and architects).
- 1.1.3. All of my professional work as a landscape architect and urban designer has been at the interface between development and its context, often in locations that are sensitive due to their landscape, townscape and visual qualities.
- 1.1.4. Current projects I am involved in include being the lead designer/masterplanner/landscape architect for Garden Cities (such as Ebbsfleet Eastern Quarry), Garden Towns (such as Worcestershire Parkway), Garden Villages (including those prepared by Bournville Village Trust) and Garden Suburbs (such as Broadnook Garden Suburb) as well as a wide range of smaller more bespoke developments in sensitive historic and landscape contexts.
- 1.1.5. I have design audited in excess of 200 schemes, either during their determination or following refusal, and have given evidence at over 85 planning appeals.
- 1.1.6. I am very familiar with the landscape assessment process, and acted on behalf of the Landscape Institute in providing 'masterclasses' to LI members, alongside the author of GLVIA when the third edition was launched in 2013, as well as presenting a variety of seminars on townscape and visual impact assessment.

- 1.1.7. Define were first appointed in mid 2020 to carry out landscape architectural, urban design and masterplanning services to prepare a landscape led masterplan for the scheme, informed by robust landscape /townscape and visual analysis and to evolve this masterplan through consultation to a planning application.
- 1.1.8. This process led to a planning application being made in August 2021 (the SOCG sets out all of the relevant drawings and documents). I have throughout this period been the Director at Define responsible for this project, leading a range of urban design and landscape architectural professionals.

1.2. SCOPE OF EVIDENCE

- 1.2.1. I present no formal evidence other than to present a summary of the landscape led design process carried out, as well as explaining how this process established the scheme design principles and parameters.
- 1.2.2. This presentation is contained at Appendix A which contains no new material (all of its content is drawn from the submitted Design and Access Statement). Its objective is to assist the inquiry with any design or landscape related points that may be made by the Rule 6 Party and to provide clarity as to how the scheme was formulated.
- 1.2.3. This proof of evidence provided for this appeal is true and has been prepared and is given in accordance with The Landscape Institute Code of Conduct. I confirm that the opinions expressed are my true and professional opinions.