

# COHOUSING – A DEVELOPER’S PERSPECTIVE.

GOOD HOMES ALLIANCE

ALTERNATIVE HOUSING DELIVERY METHODS EVENT.

23<sup>RD</sup> MAY 2018.



A row of brick houses with grey roofs and chimneys, with a green sign in the foreground.

**THE UK IS FACING A HOUSING CRISIS.**

**AVERAGE HOUSE PRICES 7x AVERAGE INCOME.**

**200,000 HOMES NEEDED ANNUALLY TO  
SUPPLY NEW DEMAND.**

**ONLY ONE IN FIVE PEOPLE WOULD  
PREFER TO BUY A NEW-BUILD HOME.**

**ONE IN THREE WOULDN'T CONSIDER BUYING  
NEW-BUILD, OR WOULD ONLY DO SO AS A  
LAST RESORT**



A row of historic stone townhouses on a hillside. The buildings are multi-story with numerous windows and some have small balconies. Several cars are parked along the street in front of the houses. The scene is set against a clear blue sky.

**OLDER HOMES OFFER GREATER SPACE,  
CHARACTER, GREENNESS AND SENSE  
OF COMMUNITY..**

**.. BUT ARE MORE EXPENSIVE TO MAINTAIN,  
(AND THERE'S A LIMITED SUPPLY!)**



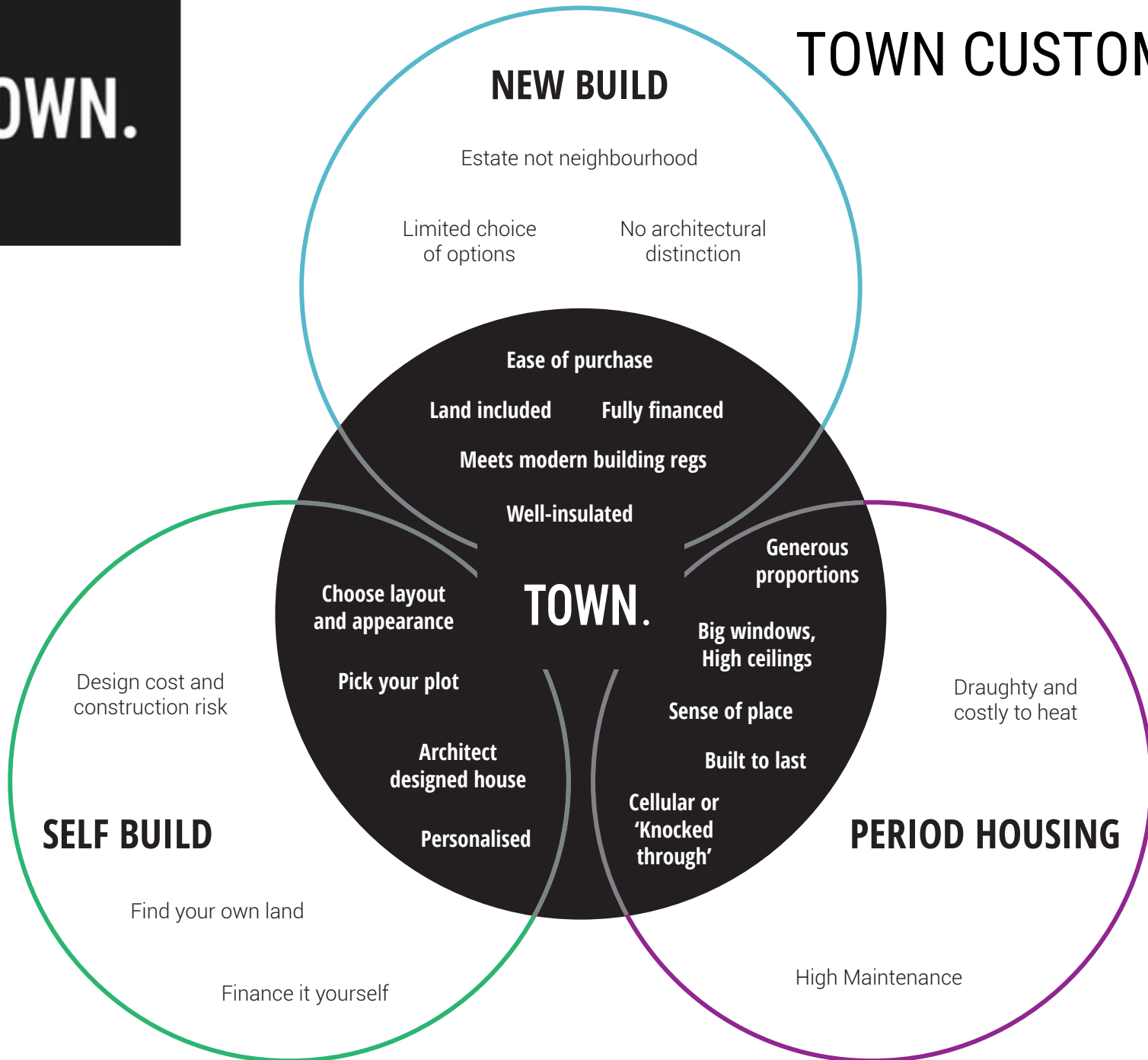
**IS SELF-BUILD THE ANSWER?**

**27% OF PEOPLE IN THE UK  
ASPIRE TO BUILD THEIR  
OWN HOME..**

**.. BUT ACCESS TO LAND AND FINANCE MAKE  
SELF-BUILD AN IMPOSSIBLE DREAM FOR  
MOST.**

**TOWN.**

**TOWN CUSTOM BUILD.**





# Marmalade Lane

- BUILDING A SHARED FUTURE -

**TOWN.**

**LOCATION.**

K1 - one of the last development parcels in Orchard Park.





## AN OPPORTUNITY FROM ADVERSITY.

- The site was owned by Cambridge City Council
- Outline planning consent for 37 market homes
- Market crash prevented a private sale in 2008
- CCC saw opportunity for a more creative approach

### CCC ASPIRATIONS

- Innovation
- High-quality design
- High environmental performance
- More imaginative layout
- Community-led housing model
- Capital receipt

### APPROACH

An enabled cohousing scheme

## PROCUREMENT PROCESS.

Appointment of developer partner.

- 2012: Cambridge City Council political decision to sell the site to a developer to deliver a cohousing project
- 2013-14 K1 Cohousing worked with Instinctively Green and Cambridge Architectural Research to prepare a detailed Client Brief
- 2015: Two stage developer procurement: Stage 1 judged 100% on quality; Stage 2 judged 40% on quality and 60% on price



**TOWN.**

# A CODESIGNED DEVELOPMENT.

A collaborative design process.

**K1 COHOUSING GROUP**

**DEVELOPER  
WORKING  
GROUP**

## WORKSTREAMS.

**ENVIRONMENTAL  
PERFORMANCE**

**COMMON  
HOUSE  
DESIGN**

**HOUSING  
DESIGN**

**OUTDOOR  
SPACE**

**PURCHASE  
PROCESS**

**CUSTOMISATION**

# MASTERPLAN EVOLUTION.

Evolution of the plan, retaining the key elements



TOWN.

COMMON HOUSE.



- Dining room and shared kitchen
- Laundry facilities
- Children's playroom
- Shared sitting room with wood burner

- Flexible meeting spaces
- Storage
- Workshop
- Guest rooms for hire







TOWN.

SHARED GARDEN.



- Raised beds and polytunnel for food growing
- Children's play space
- Relaxation and nature areas
- Sun terrace
- Tool shed
- Composting and propagation area



# TOWN.

## ENVIRONMENTAL PERFORMANCE.

Engineered performance, lower energy bills.



**AVERAGE  
UK HOME**

**180 kWh/a  
£1230pa**



**2010 BUILDING  
REGULATIONS**

**120 kWh/a  
£820pa**



**CLIMATE  
SHIELD**

**75 kWh/a  
£595pa**



**PASSIVHAUS**

**55 kWh/a  
£495pa**

# Key sustainability features.

Theme	Features
Energy	<ul style="list-style-type: none"><li>• Efficient, airtight timber panel/CLT construction with MVHR</li><li>• No gas used on site (query...)</li><li>• Lower-carbon heat from air source heat pumps</li><li>• Facilities to retrofit solar PV</li></ul>
Water	<ul style="list-style-type: none"><li>• On site SUDs</li></ul>
Waste	<ul style="list-style-type: none"><li>• Communal waste and recycling storage and composting</li></ul>
Transport	<ul style="list-style-type: none"><li>• One cycle parking space per bedroom</li><li>• One car parking space per dwelling (designed for reduction)</li><li>• Resident car club proposed</li></ul>
Food	<ul style="list-style-type: none"><li>• Extensive food-growing areas within large shared garden</li></ul>
Ecology	<ul style="list-style-type: none"><li>• Ecologically rich site habitat retained</li><li>• New native planting</li><li>• Bird boxes and green/brown roofs</li></ul>
Social	<ul style="list-style-type: none"><li>• Future proofed and adaptable homes, mixed in size and type</li><li>• Common house and garden provide social space</li><li>• Design embraces the street</li><li>• Local community encouraged to permeate the site</li></ul>

**TOWN.**

**VOLUME, SPACE & LIGHT.**  
High ceilings and tall windows.



# TOWN.

## ADAPTABLE DWELLING TYPES.

A flexible response.



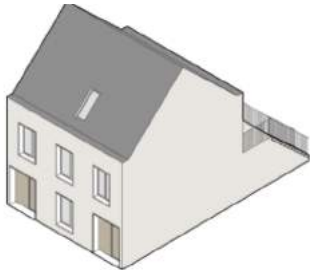
**A**

5.2m house



**B**

6m house



**C**

7.8m flat pair



**D**

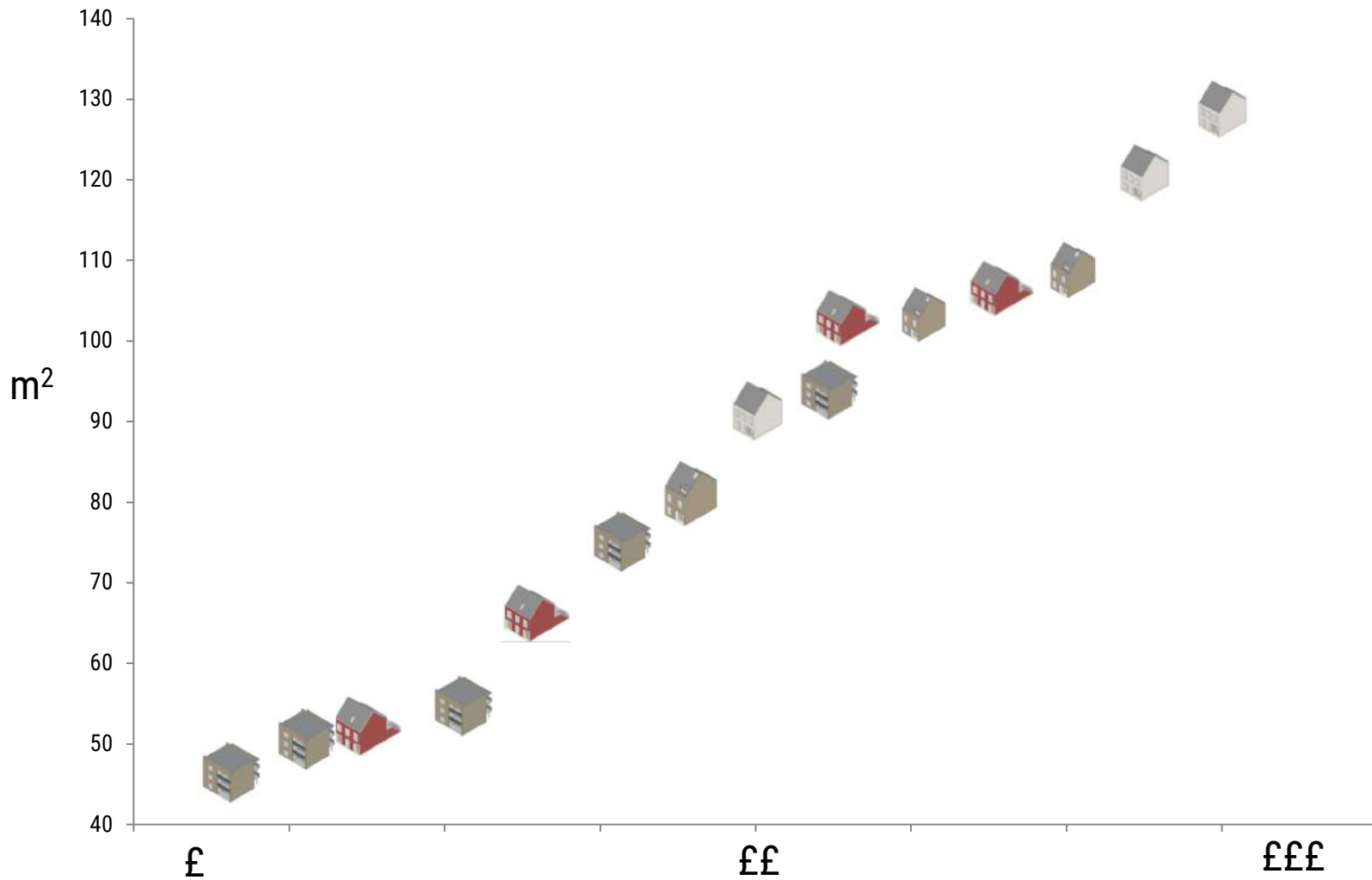
Apartments



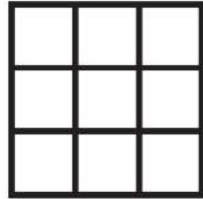
TOWN.

# A RANGE OF TYPES AND SIZES.

A home for everyone.



# CUSTOMISATION PROCESS.



## STEP 1. CHOOSE PLOT

Choose an available plot at the location of your choice.



## STEP 2. SELECT DWELLING TYPE

Select from the 5.2m wide house (A), the 6m wide house (B), the 7.8m paired flats (C) and the apartment block (D)



## STEP 3. CONFIGURE INTERIOR

Select from a range of interchangeable ground, first and second floor plans.



## STEP 4. CONFIGURE EXTERIOR

Select your bricks, render or other exterior cladding from a palette specific to the scheme.



## STEP 5. FINISHING TOUCHES

Choose floor coverings, kitchens and bathrooms (or choose to self finish).



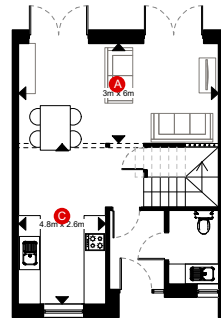
## STEP 6. PURCHASE

Our local agents will guide you through the purchase process, offering support on financing.

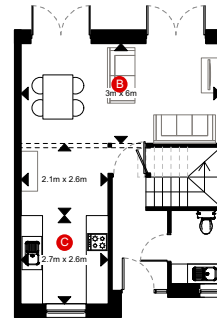


Type B: from an 89sqm 2-bedroom to a 121sqm 5-bedroom house.

## GROUND FLOOR

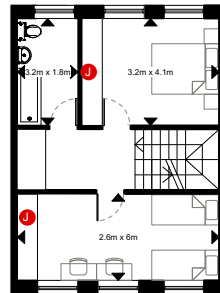


Open plan

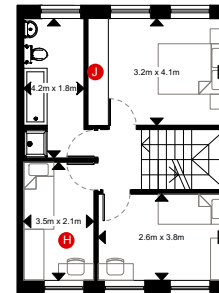


Enclosed stair

## FIRST FLOOR

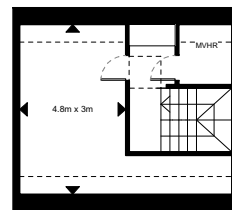


Two bedrooms

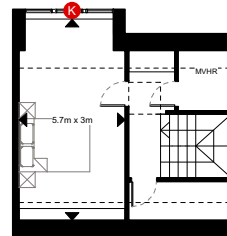


Three bedrooms

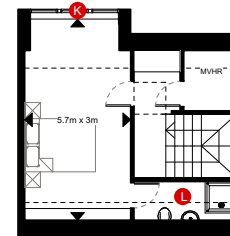
## SECOND FLOOR



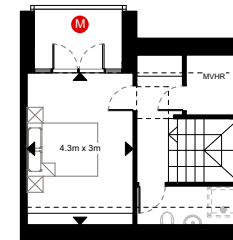
Storage loft



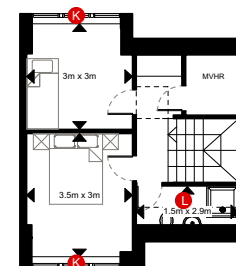
Master bed



Bed + en suite



Bed +



Two beds

**TOWN.**

**EXTERNAL VARIETY.**  
Streets configured by their residents.





COLTSBY  
RESIDENT GROUP

## SOME LESSONS LEARNT.

- Developers are real people too! Some of us want to be proud of the work we do.
- It's important to align the different interests of all the parties – this requires openness and honesty
- Procurement isn't hard but it needs to be grounded in clear political vision
- It's important to understand risks and who is carrying them
- Community-led housing groups need to have realistic expectations around costs and prices. Pricing discounts need to be justified and based on reality.





[JONNY@WEARETOWN.CO.UK](mailto:JONNY@WEARETOWN.CO.UK)