

# Rural and suburban housing

**Pollard  
Thomas  
Edwards**



Homes and places that  
inspire loyalty and pride

## Introducing rural and suburban housing



We design future-proofed, connected homes and neighbourhoods that are inspired by tradition and local character.

Our homes are designed to adapt to the evolving lifestyles of young people, families and older people too. They provide residents with comfort, ease of use, and a closeness to nature, allowing communities of all kinds to flourish and thrive.

In projects ranging from new settlements on the edge of small rural towns, to building in suburban conservation areas, the homes and places we design and deliver inspire loyalty and pride.

## Enhancing rural and suburban settings



The rural and suburban neighbourhoods we design are shaped by the same factors – social connectivity, the careful use of resources, energy-efficiency and an elegant contemporary appearance – as our urban housing.

Our approach celebrates local character and place, enhancing the offer in terms of services, mobility and well-being.

We draw upon five decades of housing design and expertise in design codes, sustainability and POE, to ensure a long-term vision and immediate needs are developed hand-in-hand.

In Woodstock for example, ‘loose-fit’ parking barns for additional household cars can be adapted for community use if demand for parking space drops when public transport improves.

# Case studies

From factory built, custom made homes in Beechwood, Basildon, to the sleek sustainable modernism of Knights Park in Eddington, Cambridge, our suburban and rural homes reinvent popular and familiar forms to suit contemporary lifestyles. Built with traditional materials using innovative construction techniques, case studies share several features: a sense of place, nature on the doorstep, and a commitment to social and environmental sustainability.



website



video



publicity

**Pollard Thomas Edwards**



# The Avenue

## Essex

“ The Avenue represents the best of new housing developments: a committed client, a skilled architect, and a site with a fabulous mature landscape. ”

This exemplary development inserts 76 new homes into a conservation area in a historic market town and preserves a lime-tree avenue and a listed water tower, creating a beautiful setting for popular homes. In addition to large detached houses, it includes affordable family houses and smaller homes for the over-55 market.



# Beechwood Village

Essex

“ This is custom build innovation  
in action. ”

PTE has designed a new neighbourhood of over 250 volumetric family houses for sale to people on moderate incomes. Factory-built modular technology offers an outstanding range of consumer choice, creating unique homes, which customers have designed to suit their own needs and aspirations. Potential buyers design their new home via an online configurator – they select their plot, choose preferred house type, number of bedrooms, amend plan arrangement and pick external finishes such as brick type – each home is unique and every customer is a designer not only of their own home, but also of the street scape.



# Woodstock North

## Oxfordshire

“ We had a refreshingly unusual brief; to imagine a different relationship with private cars. ”

Featuring Parking Barns, Passivhaus-standard homes and green living rooms for residents and locals alike, the schemes, for Blenheim Estate, demonstrate how to overcome the challenges of building in rural locations. These new multi-generational, energy-efficient neighbourhoods blend sympathetically with the countryside, with new green spaces accommodating local wildlife and natural features, alongside allotments, orchards and places to play, sit and relax. Half of all homes are affordable and are laid out on traditional streets, many of which are car free.



# Knights Park, Eddington

## North West Cambridge

“ Knights Park successfully demonstrates what is possible when a scheme positively responds to the climate and ecological emergency. ”

PTE and Alison Brooks Architects are supporting developer Hill to create the first 249 homes for sale (Lots M1&M2) within the University of Cambridge’s sustainable new community at the heart of Eddington. All homes are low carbon, Code for Sustainable Homes Level 5. Contemporary design and fine detailing are fused with local architectural traditions to create innovative houses and apartments for discerning buyers.



# Springstead Village

## Cambridgeshire

“ Springstead Village has been designed to set a new standard for placemaking. ”

Springstead Village, Cherry Hinton is a mixed-use, sustainable community for Cambridge and the surrounding district. Five distinct character areas provide a total of 1,200 homes clustered around a new local centre, creating a walkable neighbourhood. Surrounded by landscape, the development will form a special new part of Cambridge, linked to the existing edge of Cherry Hinton.



# Marleigh

## Cambridgeshire

“ Marleigh marks the first step in the creation of a new landmark district which will transform East Cambridge. ”

This 180-acre site next to Cambridge Airport will become a new urban village and eastern expansion to the city, providing 1,300 homes, primary school, local shops and a country park – plus a new business park. PTE’s masterplan achieved outline planning permission following an intensive community planning process, and the practice is now working with the landowner’s development partner Hill on design codes and detailed delivery of the first phase of 450 homes.



# Case studies

**Longbridge West**  
Birmingham



**Brimbscombe Port**  
Stroud



**Canalside**  
Oxford North



**Park Road, Syon Park**  
Hounslow



**Woodside Square**  
Muswell Hill



**Mosaics**  
Oxfordshire



**Connaught Gardens**  
Muswell Hill



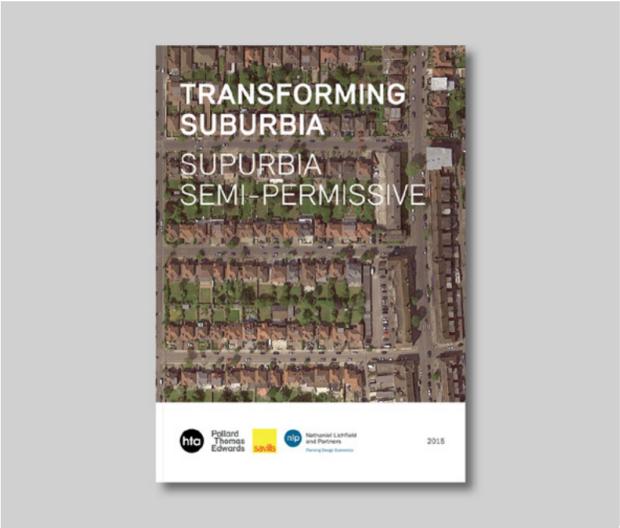
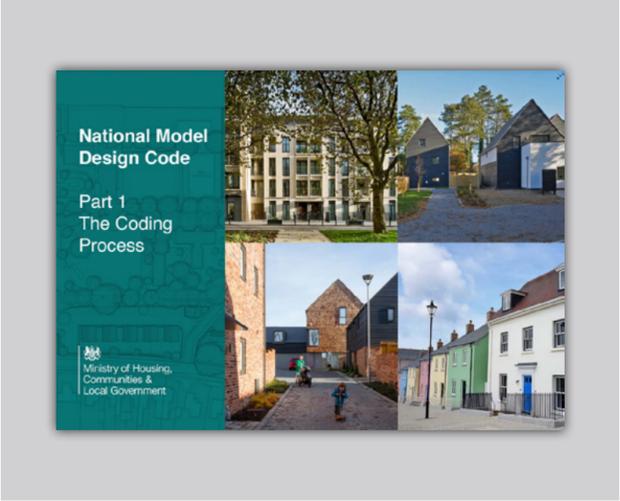
**Dunsfold Park**  
Surrey



# Press, publicity and publications

Press, publicity and publications are essential to how we provide thought leadership in the suburban and rural homes sector. As well as producing design code guidance for pioneering local authorities and ambitious developers, we publish specific guidance, opinion and perspective on emerging spaces within the sector, from suburban intensification to site-specific rural placemaking.

Click on the publications opposite to read more.



# Get in touch



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