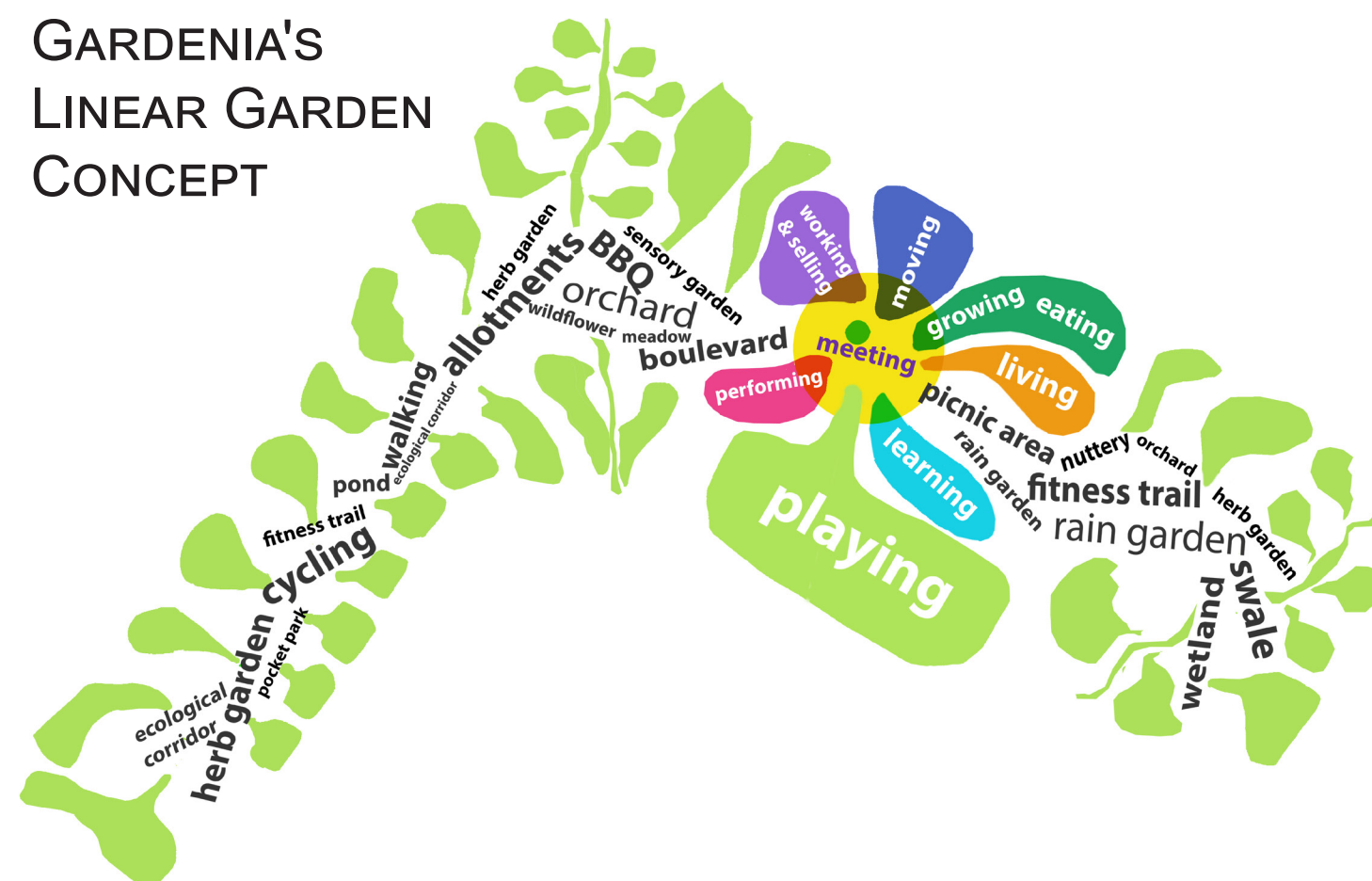


Letchworth Gardens Quarter

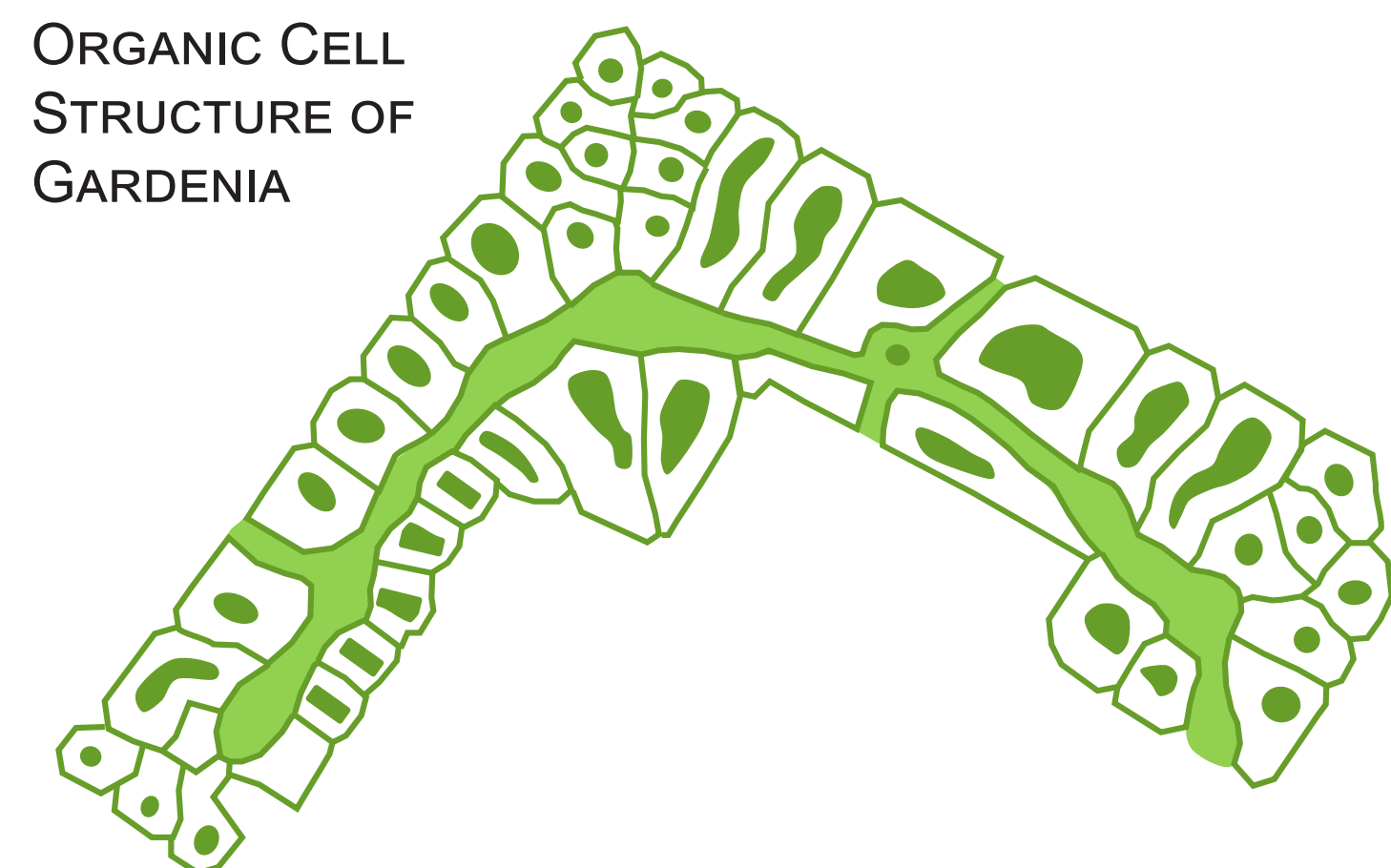
KEY PRINCIPLES

GARDENIA'S LINEAR GARDEN CONCEPT



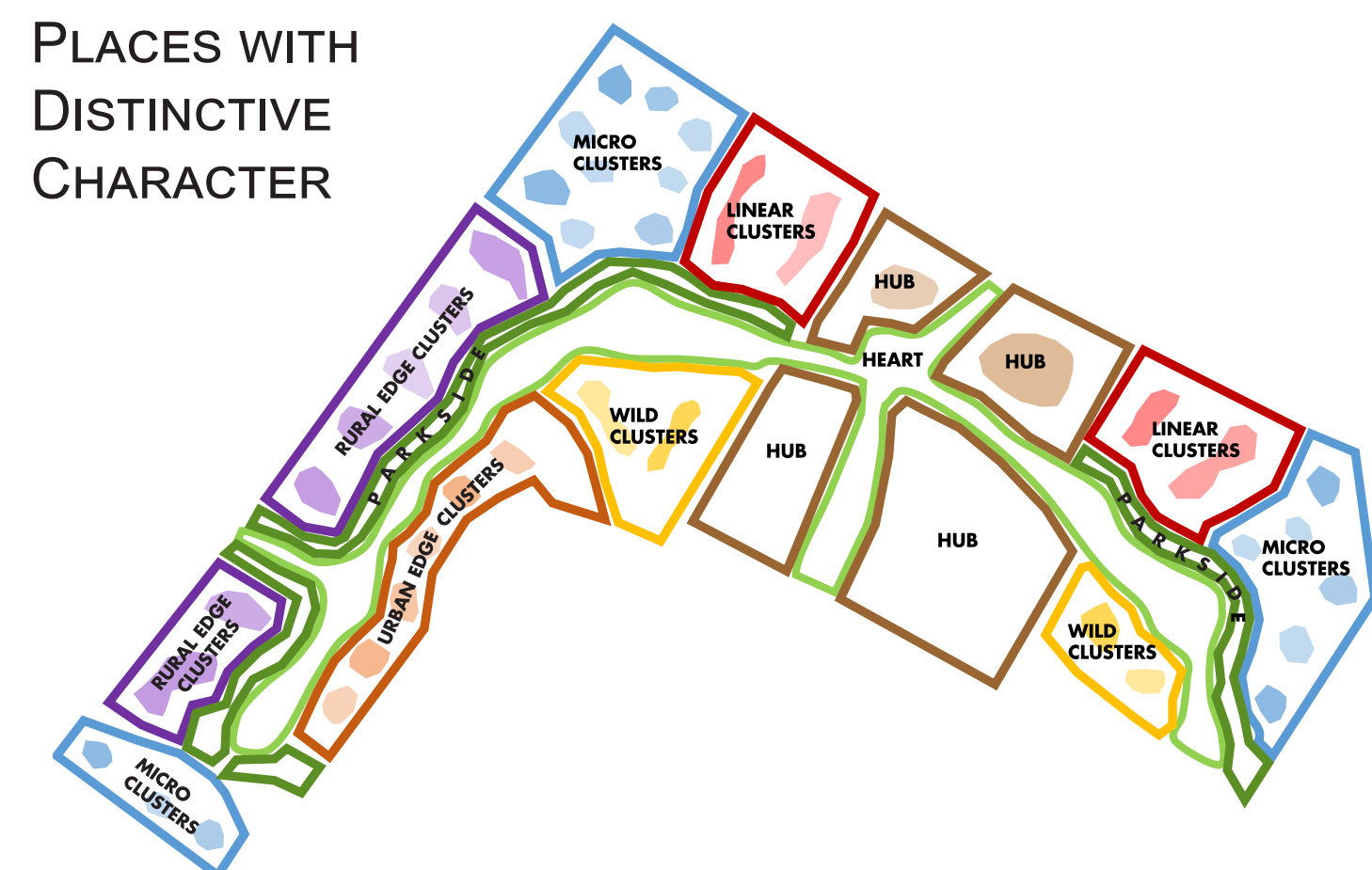
Gardenia looks to create a rich environment for people and nature to thrive in and enjoy.

ORGANIC CELL STRUCTURE OF GARDENIA



Gardenia creates lots of neighbourly clusters focussed on people and community spirit which forms the basis of a flexible phasing strategy

PLACES WITH DISTINCTIVE CHARACTER



Gardenia is divided into areas of different characteristics that reinforce its identity

THE CONCEPT EXPLAINED

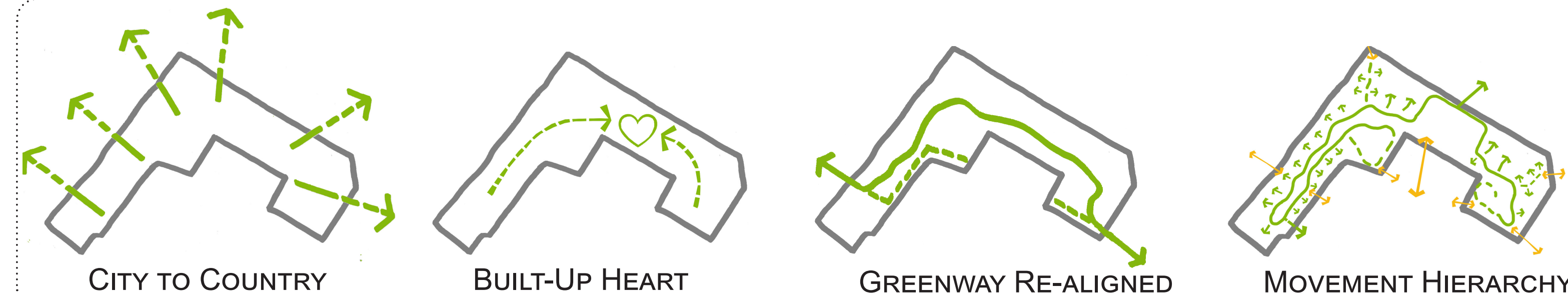
Gardenia is an exciting and relaxing place to live. It brings people and nature together, giving its residents and those living in the surrounding area access to an engaging landscape, while providing the community with a range of amenities at its heart. The concept is all about the seamless merging of different social, environmental and physical strategies to create a place in which people want to live.

Gardenia aims to serve both body and mind, right from its heart all the way to the front door of each and every home. The green spine is what connects each cluster with the heart and the wider community, but is also a productive landscape that provides food, water attenuation, habitats and activity - a concept that permeates throughout Gardenia.

The focal point of Gardenia is the community hub that sits on Letchworth's primary axis, marked by the vertical garden. Wrapping around this are activities that bring the community together, creating a lively place throughout the day for all ages. It also has many practical functions, such as a transport hub and a plant nursery to serve Gardenia's communal landscape.



SIMPLIFIED STRATEGIES



WIDER INTEGRATION

