



Masterplanning + Urban Design Portfolio

FEBRUARY 2026 / VERSION 1

edp

We help develop extraordinary
places + people.



We are Placemakers

At EDP our purpose is to deliver positive change for people and the planet. We understand the multi-dimensional value of land and put successful placemaking outcomes at the heart of everything we do. We go the extra mile – for our clients and each other, for the environment, and for the communities we affect.

At EDP, we specialise in ‘environmentally led’ masterplanning, combining our placemaking skills with expertise in landscape, ecology, arboriculture and heritage.

Our teams have a wealth of knowledge and it’s our philosophy to share that to ensure our disciplines are fully integrated, not independent silos. We are signatories to the Placemaking Charter and we have a member of our team on the Design Commission for Wales review panel. We work on all scales of development across the UK, from smaller affordable housing sites to some of the largest, high profile urban extensions and regeneration projects.



Elevating our Visions

We bring our schemes to life with cutting edge CGI technology.

Our specialist urban designers leverage innovative software to create high-quality, photo-realistic imagery and animations. These visualisations vividly showcase the character and context of proposed developments, enhancing understanding and engagement.

Our CGIs are interactive tools that allow us to explore, iterate, and refine designs in real-time. They're central to our placemaking approach. As well as stunning visuals, we produce short animations using advanced 3D models, combined with plans, voice-over commentary and branding. The result - compelling promotional videos!

We extend these capabilities to landscape design and green infrastructure strategies, delivering impactful design outputs for all our clients.





A Case Study in Collaboration

Bryngwyn Fields, Garden Village, Swansea

Dates: 2020 - 2021

Client: Persimmon PLC

Disciplines involved: Masterplanning • Landscape • Ecology



This is what success looks like when development teams and local authorities embrace virtual placemaking workshops and collaborative engagement.

Garden Village was designed at the height of the Covid pandemic. Out of necessity, it set a new benchmark in virtual design approach. The resulting scheme and feedback from all parties set out below, speaks volumes about the success of a process conducted wholly remotely but which somehow brought the whole team together.

The Placemaking and Strategic Planning Advisor at Swansea City Council said:

 *The initial reserved matters submission at the end of December 2019 was contrary to the policy framework namely due to lack of green infrastructure at all scales, lack of quality and character to the new place, unresolved low speed street network and dominance of car parking. To ensure the positive delivery of this allocated site the LPA and developer's team entered into constructive negotiation during 2020 via a series of online meetings to collaboratively redesign the proposals in a place-led approach which has achieved a potentially exemplar scheme.*





Placemaking is a Process

The Design Commission for Wales (DCfW) said:

 *The panel welcomed the level of enthusiasm regarding engagement between the developer, design team and local authority in this project, and it is encouraging to see the dialogue that has been ongoing during its development. This has clearly resulted in a range of positive placemaking elements within the layout which the panel commended. This process is something that we would be keen to see replicated elsewhere.*

Overall, it is encouraging to see that the time for design and focus on placemaking has resulted in a positive structure for the development of the site.' scheme to optimise this balance to meet everyone's objectives.

Lessons Learned

According to the Placemaking & Strategic Planning Advisor – Swansea City Council:

 *The negotiation process between applicant and LPA, which have been undertaken in large part during COVID-19 lockdown, has been a collaborative and creative exercise that significantly improved the scheme as originally proposed in the initial Reserved Matters application.*

In fact, the process followed is considered a potential exemplar of the placemaking approach for residential developments. Having regard to the submitted plans and information, there is a significant opportunity for Bryngwyn Fields, Garden Village to become a connected place, a green place, a distinctive place and potentially an exemplar of green infrastructure-led placemaking by a mass house builder.

The Client Perspective

Stuart Phillips, Land & Planning Director for Persimmon Homes West Wales said:

 *This way of working was almost seamless, and in certain respects I think worked better. In terms of the design evolution, I felt that the officers, consultants and client were together as one team and generally pulling in the same direction, which resulted in an enjoyable and iterative design process.*

As you would expect on such a scheme, there were several debates and differences of opinion on certain design aspects, however this was done in a positive and constructive manner, with the end goal of design and place making led scheme being at the forefront of everyone's mind. The outcome of this being a demonstration of how an exemplar large scale strategic scheme can be brought forward by a national plc, supporting the Local Authorities policies and aspirations, whilst also underpinning the decisions and design with commercial know how, to ensure the planning consent secured resulted in a deliverable scheme.



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Swansea City Council

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Stuart Phillips



Cosmeston, Vale of Glamorgan

Dates: 2024 - present

Client: Barratt Redrow

Disciplines involved: Masterplanning • Ecology

EDP presented a comprehensive vision for Cosmeston Upper Farm, a 25.3ha site to deliver a 580-unit coastal residential development.

Placemaking was a pivotal aspect. From our design parameters through to the architectural detail. The scheme has a mix of land uses set within GI-focused development that prioritises the preservation of natural elements. It integrates ecology to enhance connectivity and biodiversity and underscores a commitment to environmental stewardship of the site.

The townscape strategy envisions distinctive architectural elements that define key thresholds and elevate the overall aesthetic appeal. A variety of character areas cater to varying living needs and preferences, each reflecting the site's unique attributes.

This will be a vibrant and inclusive living environment; a development that is poised to become a new model in Wales for excellence in contemporary urban living.





Dolphinlee Park, East Lancaster

Dates: 2024 - present

Client: Persimmon Homes Lancashire

Disciplines involved: Masterplanning • Landscape • Heritage • Arboriculture

EDP are preparing a hybrid application for around 1,000 homes, a local centre, primary school and open spaces on a characterful site to the northeast of the city. Close liaison with a diverse technical team is enabling best use of a site which takes in steeply sloping drumlins, ancient woodland, canal side frontage, a meandering watercourse and wide-ranging views to create a distinctive new neighbourhood that is well-connected to take in all the city has to offer.







The Pry, Swindon, Wiltshire

Dates: 2022 - 2023

Client: MacTaggart and Mikel

Disciplines involved: Masterplanning • Landscape

What does a place that is focused on ecology and wellbeing look like? We created a vision document to present the development opportunity for a proposed new community of 1,200 zero-carbon homes, a primary school and local centre for the new community. Adjacent to Moulton Hill Country Park in Swindon, the 'big idea' for the project is to extend the park into the site, following the River Ray to weave together habitats of wetland mosaic, woodland, meadow and parkland, to form a beautiful recreational space. The Pry is structured on a network of active travel routes, all linked to a mobility hub at the centre to offer a wide choice of sustainable travel options.



Herne Valley, Ilminster, Somerset

Dates: 2023 - present

Client: Persimmon Homes South West

Disciplines involved: Masterplanning • Landscape

We re-imagined this 400 home neighbourhood, on the southern edge of Ilminster, to create a sensitive transition between the town and the surrounding countryside. With a local nature reserve and prominent hills to the south, and the town centre in an elevated position to the north, the masterplan focused on establishing landscape and GI buffers whilst retaining and framing views to the surrounding hills through the development. The masterplan also links together the character areas via a series of nodal spaces that create interest and aid wayfinding.







Parc Gwernau, Maesycwmmmer

Dates: 2022 - 2025

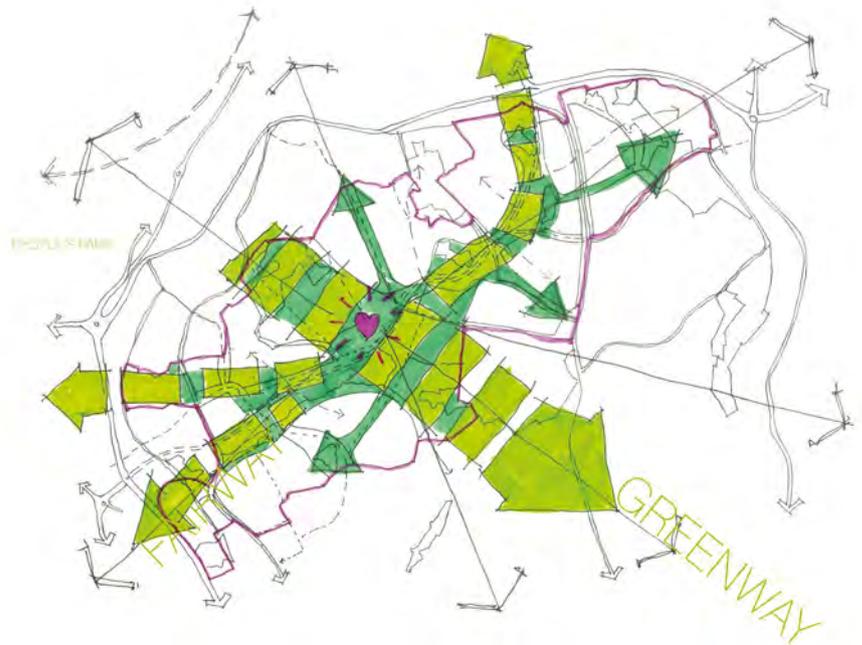
Client: Barratt - David Wilson Homes and Trustees of the Llanarth Estates

Disciplines involved: Masterplanning • Landscape

This 212ha site was promoted as a strategic site allocation within the Caerphilly Replacement Local Development Plan. It's located at the edge of the existing settlement of Maesycwmmmer in the south Wales valleys.

The vision was for a parkland-led scheme with development set around a variety of memorable open spaces that respond to the unique ecological and landscape opportunities. The layout retained the existing site features to create a naturalistic environment, enhancing biodiversity through a collection of existing and proposed water features and a series of parks, routes and green corridors, most notably the proposed 'Greenway' and 'Fairway' stretching through the site.

The design offered a mix of uses to improve social cohesion and provide a range of public places and spaces for interaction, flexible working and community events. With car-free travel and the promotion of public transportation, bicycle and pedestrian connections to jobs and local facilities, the new development sought to provide a development fit for 21st Century living.



A Case Study in Transformative Placemaking:

Langaller Park, Monkton Heathfield, Somerset

Dates: 2022 - present

Client: Persimmon PLC/Redrow

Disciplines involved: Masterplanning • Landscape

EDP, acting as masterplanning design lead for Persimmon Homes and Redrow Homes, embarked on a transformative collaboration with Somerset Council to realign the masterplan for Monkton Heathfield so that it resonated with Taunton's Garden Town Vision. We evaluated the urban context and put placemaking principles at the heart of the concept, reimagining the place-branding and renaming the proposals as "Langaller Park".

Shaping the Vision

Langaller Park offers a fresh eastern gateway to Taunton, strengthening ties to Monkton Heathfield and its environs. This project goes beyond just building homes, it's about making things more accessible for everyone living here or dropping by.

The scheme acts as a catalyst for positive change, promising a vibrant new focal point for Monkton Heathfield. It creates new employment opportunities and a plethora of high-quality green spaces, this project sets the stage for a thriving, inclusive community that embraces both nature and progress. Producing a patchwork of green spaces and corridors will help to make this new neighbourhood not only attractive, but more sustainable through a varied range of biodiverse habitats.





The Big Moves

Redefine the Centre

The core of this visionary plan is to reposition and reshape the centre - a lively new heart that seamlessly brings together both the old and new neighbourhoods. This will be anchored by a community square, flanked by essential amenities such as a mobility hub and a through-school, all intertwined with mixed-use streets converging on key spaces, and framing key routes.

Cultivating a Community

Central to the masterplan's ethos is the concept of layered mixed-use development. The main street - the backbone through the development - will have a variety of active uses - schools, shops and places to hang out. This isn't just about getting people talking, it also helps businesses thrive and keeps the neighbourhood healthy, lively and welcoming.

Creating Character

In acknowledgement of the rich history and geography of the area, the masterplan aims to give Langaller Park its own unique vibe. Drawing inspiration from historic place names and field patterns, the design narrative endeavours to sculpt unique character areas, each encapsulating the essence of their surroundings. Furthermore, by harmonising with the natural landscape and leveraging nature-based solutions such as wetland habitat restoration, the development aspires to forge a cohesive identity rooted in sustainability and environmental stewardship.

Creating a legacy

Langaller Park represents a bold step towards realising Taunton's Garden Town Vision. This vision lays the groundwork for a thriving urban landscape that honours the site's past while embracing its future. The project holds the promise of not just reshaping physical spaces but also enriching the lives of those who engage with it and those who will call it home.



We brought the EDP team in to work on Langaller Park on the back of the LPA seeking to refuse our application, citing no less than 14 reasons for refusal!

From the initial meeting new life was breathed into the scheme – very quickly Gareth curated a thoughtful and deliverable design concept for the new Garden Town community, working closely with the project team and taking account of the LPAs, raft of garden town and design guide documents. The principles embodied were sold seamlessly to 2 Design Review Panels and countless design workshops (well attended by consultees) who were excited by the evolution of the proposal. EDP's involvement and quality of output has been instrumental in getting the scheme back on track, and much closer to securing a planning consent!

Emma Powell

Strategic Land Director Redrow Homes Limited

Langaller presented the team a number of challenges, both from a planning and a technical perspective. EDP demonstrated a thorough understanding of the brief and presented a revised masterplan which responded positively to local policy and the garden town initiative. Gareth and the wider EDP team have managed to evolve an 'of the time' allocation into an innovative and forward thinking Garden Town proposal, which is sure to be a flagship development in the South West.

Jamie Grant

Head of Strategic Land Persimmon Homes South West





Woolavington West, Somerset

Dates: 2024 - present

Client: Persimmon Homes Southern Valley

Disciplines involved: Masterplanning • Ecology

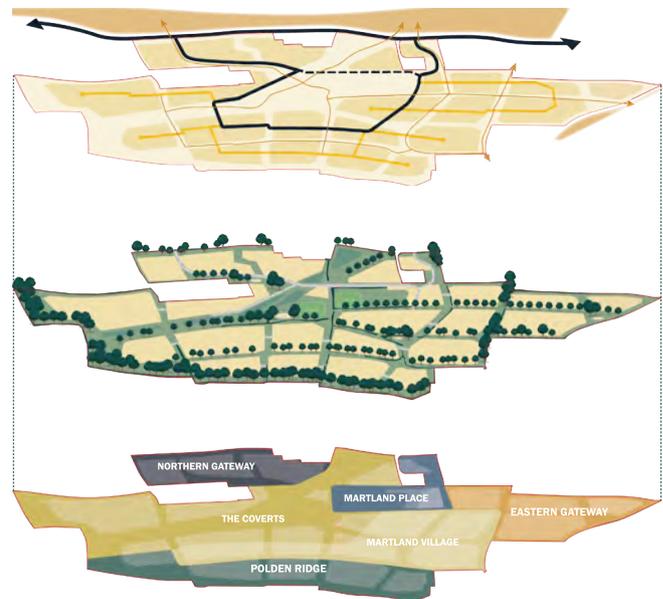


Strategically located, the Woolavington West site sits opposite the 'Gravity' Smart Campus, which spans over 616 acres and is expected to create over 7,500 jobs. That scheme includes a rail halt, health facilities, sports amenities and other social facilities, making it a hub of activity and opportunity in the area.

Woolavington West will offer approximately 1,400 new homes, a primary school, a mixed-use local centre and a mobility hub set amongst a range of open spaces with strong pedestrian and active travel routes to connect the development to the surrounding areas.

In designing the scheme, EDP has focused on encouraging a healthy lifestyle by incorporating features such as a community park and play and sports facilities, making the development an inviting place to live and visit.

The EDP designers used knowledge of the area's history to craft meaningful places and spaces that honour its local identity. Our design approach respects the existing field pattern, minimising disruption to hedgerows and allowing for a central green and blue corridor that will enhance the landscape, serving as an ecological corridor with a mix of habitats, enriching the environment for both residents and wildlife.



Edlogan Wharf, South Sebastapol

Dates: 2019 - present

Client: Taylor Wimpey

Disciplines involved: Masterplanning

EDP has been instrumental in bringing forward three neighbourhoods (Uplands, Maes Gwyn and Wren's Nest) as part of the larger 1,200 homes consented at Edlogan Wharf. Edlogan Wharf was granted Outline Planning approval in 2014 and is being built out in phases.

EDP has prepared development briefs and design rationale documents for each of these neighbourhoods which provide detail and guidance that frame the more detailed design. EDP's design team have further refined and developed the masterplans for each as part of the Reserved Matters applications, helping to deliver over 550 new homes to the area.







Whity Cross, Saltash, Cornwall

Dates: 2024 - present

Client: Persimmon Homes Cornwall

Disciplines involved: Masterplanning • Landscape • Ecology • Arboriculture

EDP were designers for a new low carbon, low impact village development at Whity Cross, situated on the west of Saltash in Cornwall.

Designed to maximise the benefits of the unique setting, EDP delivered a landscape-led approach to placemaking for this 250-home scheme.

The responsive design reflects the unique tradition and character of Cornwall and follows a detailed analysis of the local character and urban form. The design also aims to create a naturalistic and biodiverse setting structured around a generous and interconnected green infrastructure network made up of wetlands, wildflower meadows, and parkland trees, hedgerows and woodlands.



Llanilid, Bryncae, Rhondda Cynon Taf

Dates: 2021 - present

Client: G&G Land - Persimmon Homes

Disciplines involved: Masterplanning • Landscape • Ecology

This highly sustainable expansion of Bryncae on this 270ha reclaimed former open cast mine, aims to provide around 3,500 dwellings and a new 100ha regional Country Park which seeks to 'capture' the post coalfield landscape and ecology which is otherwise being lost to natural succession.

The design has been shaped by the strong sustainability ambitions for the site, with the masterplan and accessibility strategy focusing on car-free movement within a network of high-quality GI and public open spaces that compliment the renewable/low carbon/energy efficient buildings proposed.

The EDP team also supported the client and the Council in preparing revised proposals for the adjacent 'Llanilid Bypass' study "The Future of Roads In Wales". EDP advised on developing a 'neighbourhood access network' which sees the road evolve into a street and offers enhancements to the existing network through retrofitted SuDS and GI.







Gwynfaen Phase 1, Penyrheol, Swansea

Dates: 2019 - 2024

Client: Coastal Housing/Pobl Housing

Disciplines involved: Masterplanning • Ecology



EDP were instrumental in bringing forward this new 165 unit sustainably located neighbourhood. A joint-venture between non-profit housing developers, EDP were retained to develop a masterplan that aimed to deliver cutting edge homes to this 7ha site. A recipient of a Welsh Government Innovation grant, the project aimed to showcase these new ideas and EDP met this challenge by putting placemaking and GI at the heart of the masterplanning process.

The placemaking-led approach looked to provide the latest low-carbon homes in a modern, rural setting that echoed the local vernacular and development patterns; incorporating a strong narrative in the layout and architectural approach that was grounded in the local context. By looking at nearby settlement patterns, EDP's design team developed an organic masterplan that centred the new neighbourhood around a central green and community hub.

Green streets and corridors that incorporate a palette of entirely native plants, a 'forager friendly' landscape and innovative SuDS, rain gardens and swales, link with the surrounding GI network and frame views to the estuary and wider landscape, particularly from the community green. By fully integrating GI and nature, the resulting design better connects residents and visitors to the environment, and encourages healthier lifestyles.



 DCfW....welcomed the holistic sustainable vision behind the proposal. The scheme is a potential future exemplar that may be replicated as an example of how to explore the Integration of green infrastructure in a residential context.

DCfW

Gwynfaen Phase 2, Penyrheol, Swansea

Dates: 2024 - present

Client: Pobl Housing

Disciplines involved: Masterplanning • Landscape

Linking directly to the Phase 1 site to the east, this 50 affordable home scheme incorporates strong GI corridors that soften the edge-of-settlement and enhance the existing green networks at the site boundaries.

A kitchen garden, play space and interactive rain gardens are directly linked to the public realm and community hub to the east, allowing residents of Phase 1 and 2 to enjoy and use the amenities offered at either site, unifying the two sites through open spaces.







St. Michael's Meadows, Alphington, Exeter

Dates: 2019 - 2021

Client: Redrow Homes

Disciplines involved: Masterplanning

In collaboration with Redrow Homes, EDP has developed a comprehensive masterplan as part of an Outline Planning Application for up to 234 residential dwellings at St. Michael's Fields, Alphington. EDP's vision for this new neighbourhood was to incorporate Garden Village principles by designing a strong central green corridor through the development that links with the existing GI network, whilst also providing a key nodal open space at the heart of the neighbourhood. This space, linking the two main open space areas, provides spaces for residents to exercise, play and socialise.

The materials palette selected for the architecture and the branding adopted for the Design and Access Statement draws upon the colour palette of local stone used in the area and from nearby local landmarks.



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