

**Table 35.1 (Continued)**

URBAN DESIGN CONSIDERATIONS	CASE STUDY DEVELOPMENTS				
	COMMERCIAL LED			RESIDENTIAL LED	
	THEALE	EALING	BRINDLEYPLACE	FAIR RIDGE	GREAT NOTLEY
<i>Visual</i>					
(24) External design and appearance	3	3	3	2	3
(25) Visual relationship with context	3	3	4	2	3
(26) Variety of buildings	2	3	4	2	3
(27) Landscape design	3	3	4	1	3
(28) Visual order and coherence	3	3	3	2	4
(29) Formality or informality	3	3	3	1	3
(30) Definition of space	3	3	4	2	3
(31) Visual grain	2	3	3	1	2
(32) Human scale	2	3	3	2	3
(33) Density of devt.	2	3	3	2	2
(34) Defined entrances	2	2	3	1	3
(35) Design of street furniture, art etc.	2	3	3	1	3
Total score (maximum = 48)	30	35	40	19	35
Mean average performance	2.5	2.9	3.3	1.6	2.9
(Modal average)	(2/3)	(3)	(3)	(2)	(3)
<i>The urban experience</i>					
(36) Area image	3	3	3	2	3
(37) Mix of uses	0	3	3	0	2
(38) Assemblage of buildings, spaces and uses	1	3	4	1	3
(39) Pedestrian flows	1	4	3	1	2
(40) Evening activity	0	2	4	0	1
(41) Opportunities for entertainment	0	2	4	0	1
(42) Opportunities for meeting friends	1	3	4	0	1
(43) Opportunities for people-watching	1	3	4	1	1
(44) Range of sensory experience	2	2	3	1	3
(45) Sense of arrival	2	3	4	2	3
(46) Legibility	2	3	3	2	3
(47) The freedom of experience	2	2	3	3	3
(48) Scope for personalization	1	1	2	4	2
(49) The sense of community	1	2	3	2	3
(50) The sense of history or place	1	2	3	1	3
Total score (maximum = 60)	18	38	50	20	34
Mean average performance	1.2	2.5	3.3	1.3	2.3
(Modal average)	(1)	(3)	(3)	(1)	(3)
Overall mean average performance of the four groups of considerations (overall modal average—all considerations)	2.2	2.7	3.2	1.7	2.7
	(2)	(3)	(3)	(2)	(3)