2.6
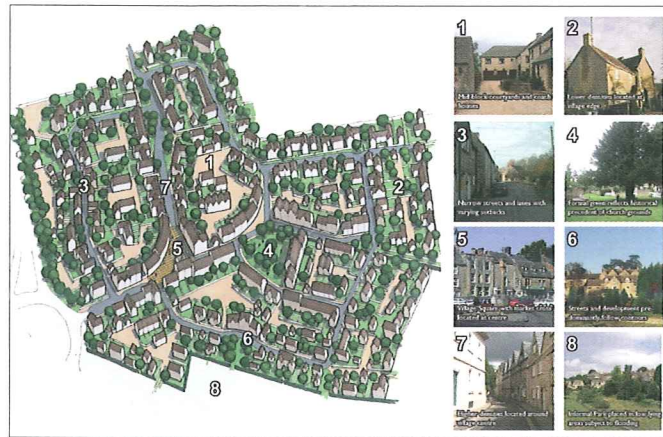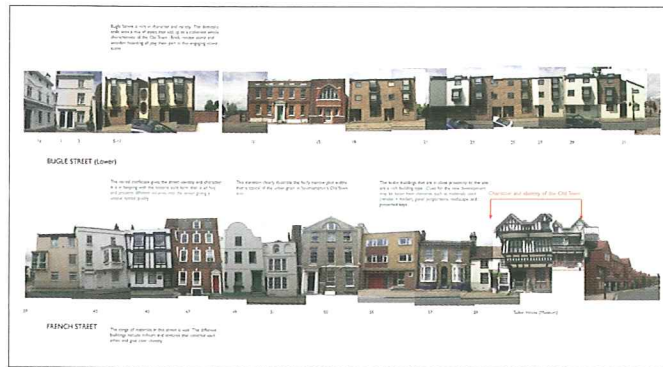## Rationale

Most projects are built around a set of key concepts and themes. These emerge during the contextual and spatial analysis and are reinforced and validated through the participation stages to shape the consequent proposals. These might include the reinforcing of the prevailing urban grain, or exploiting site topography or historic character. In locations where there is little distinction, or where the character is generally negative or degraded, new development may be an opportunity to introduce new features and characteristics to create a sense of local distinctiveness. Whichever is most appropriate, illustrative material can help pull together the existing and/or new stimuli that will ultimately determine the physical character of the completed project.

This rationale is sometimes presented as a 'storyboard' of photographs, diagrams, sketches, images and cartoons, each identifying a theme, so that the evolving project can be seen to build upon them. Whatever the style of images used, the process of setting them down in a form that can be shared is an important and essential part of the process.
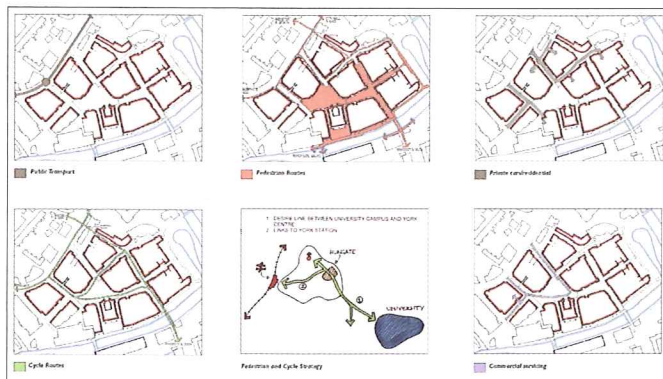
The images here show how existing and new features can be presented, and how the way they are combined can inform the character of the ultimate development.

A suggested layout using photographs of existing examples (local or from elsewhere) to convey a sense of what is intended.

A photographic record of existing local buildings of character that might inform the character of new development.

Diagrammatic representation of possibilities for a place, illustrating different elements of its future character.