



**GIUSEPPE BONOMO**

**URBAN DESIGN  
PORTFOLIO**

# ABOUT ME



A creative-thinking student with a strong interest in sustainable community creation, studying Urban Design, Planning and Development at Oxford Brookes University.

My time at university has allowed me to develop an understanding of urban design theory and apply it to live projects. Designing at a human scale is essential for creating people-friendly, healthy, environments, and I am seeking an internship with a forward-thinking practice that shares this same belief.

This portfolio showcases my work inside and outside of university, with a blend of mixed-use, residential and commercial projects and a strong focus around community and improved economic, social, and environmental sustainability.








<https://www.linkedin.com/in/giuseppebonomo/>





# BACKGROUND

## TECHNICAL SKILLS

SketchUp/Rendering	
Adobe Suite	
ArcGIS	
AutoCAD	
Sketching	
Masterplans	
Reports and Design & Access Statements	

## ACHIEVEMENTS

### RTPI Town Planning Day Award

I was tasked to develop an area of my town, considering the UN Sustainability Goals. I made use of my town's derelict police station and developed it into a vibrant, sustainable, community, with an energy hub, renewable technologies and a youth centre. The main goal was to create a space that benefits the community, creating jobs and affordable housing.

## URBAN DESIGN INTERESTS

Aesthetic Design  
Community Creation & Identity  
Designing Sustainable Lifestyles  
Politics

## EDUCATION

### BA Urban Design, Planning and Development 2019 - 2022

Oxford Brookes University

#### First Year Modules:

- Urban Design & Placemaking;
- Cities in Historical Context;
- Urban Diversity;
- Architecture & Open Space Design;
- Development Processes & Site Delivery;
- Sustainability & Development.

#### Second Year Modules:

- Urban Regeneration & Conservation;
- Mediating Change: Governance, Politics & Social Actors;
- Plan & Policy Making;
- Urban Design Masterplanning;
- Environmental Decision-Making;
- Urban Development: Economic & Financial Appraisal.

#### Third Year Modules:

- Global City Design;
- Strategic Planning and Policy;
- Research Methods
- Research Project;;
- Contemporary Debates in Planning Design and Development;
- Professional Practice.











# PROJECTS

08	<b>RESEARCH PROJECT</b> Designing Shared Surface Streets for the Visually Impaired	2022
10	<b>BILLINGSGATE MARKET</b> Urban Lab 5 - Global City Design	2021
14	<b>EXPENS HEALTHY NEIGHBOURHOOD</b> Urban Lab 4 - Urban Design and Masterplanning	2021
18	<b>SILVERTOWN QUAYS</b> Urban Lab 3 - Urban Regeneration and Conservation	2020
22	<b>VISION FOR THE POST-PANDEMIC NEIGHBOURHOOD</b> LDA Design Competition	2020
26	<b>3 Acres</b> Urban Lab 2 - Architecture and Open Space Design	2020
30	<b>RTPI WINNING COMMUNITY DEVELOPMENT</b> Spitalbrook Community	2017
32	<b>BLACKBIRD LEYS</b> Urban Lab 1 - Urban Design and Placemaking	2019
36	<b>BUILD BACK BETTER</b> Oxford	2020
37	<b>MIXED-USE OFFICE AND RETAIL</b>	2018/19

# HOW CAN SHARED SURFACE STREETS BE DESIGNED TO IMPROVE SAFETY FOR THE VISUALLY IMPAIRED?

## SKILLS:

- Policy Analysis
- Researching and examining literature
- Running Interviews

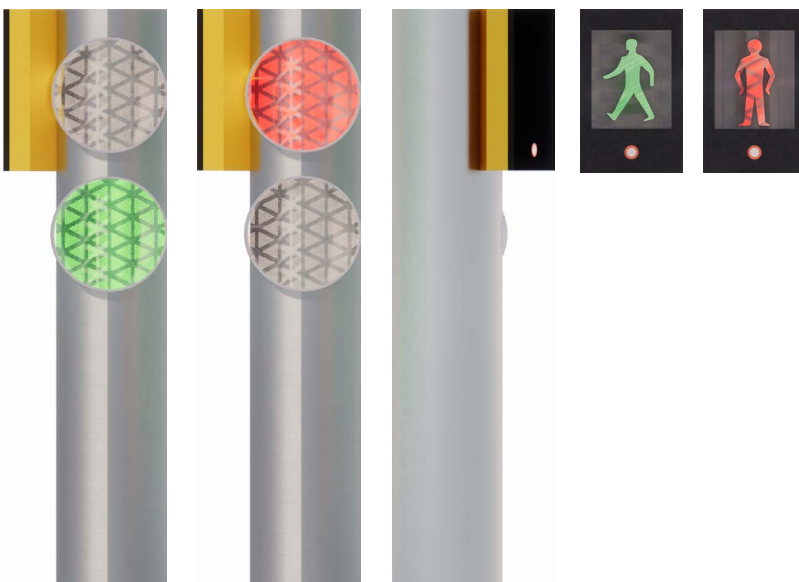
Highway-orientated design has dominated our built environment for the last half-century, but in recent years, the creation of the 'woonerf' in the Netherlands, and growing demands for a more equitable, inclusive, and safe built environment, have induced the creation of traffic calming measures, such as shared surface streets.

However, the association of safety and shared surface streets is flawed, as the removal of key navigation tools, such as kerbs, generates safety risks for those with a visual impairment. This inspired my research project. This research aims to find a solution to the safety concerns of shared surface streets by binding the existing research, policies and guidance.

A case study review focuses on UK high-traffic shared surface schemes, specifically Holbein Place, New Road, and Leonard Circus, to identify effective design measures. Interviews will also shed light on the perspectives of visually impaired users in shared surface streets and how they feel they be made safe.

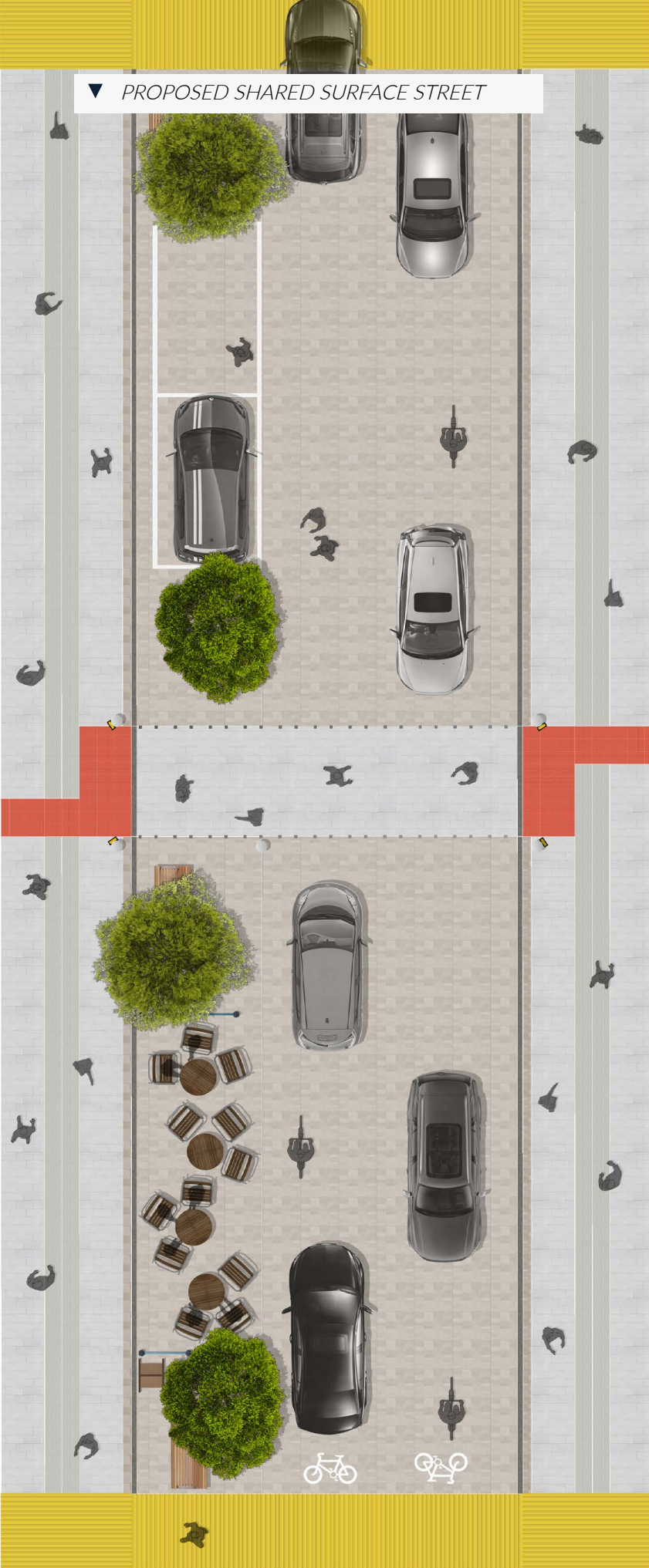
The outcome of this research is a framework of design recommendations, to create streets that are safe for the visually impaired. The result should help to alleviate the existing concerns, increasing safety and inclusivity.

### ▼ PROPOSED NEW TRAFFIC LIGHT DESIGN





▼ **PROPOSED SHARED SURFACE STREET**



**Footpath**  
2.5m +

**Comfort  
Space**  
2.5m +

**Shared  
Space**  
3-6m

**Footpath**  
2.5m +



**2 million**  
visually impaired people  
(DfT, 2011)



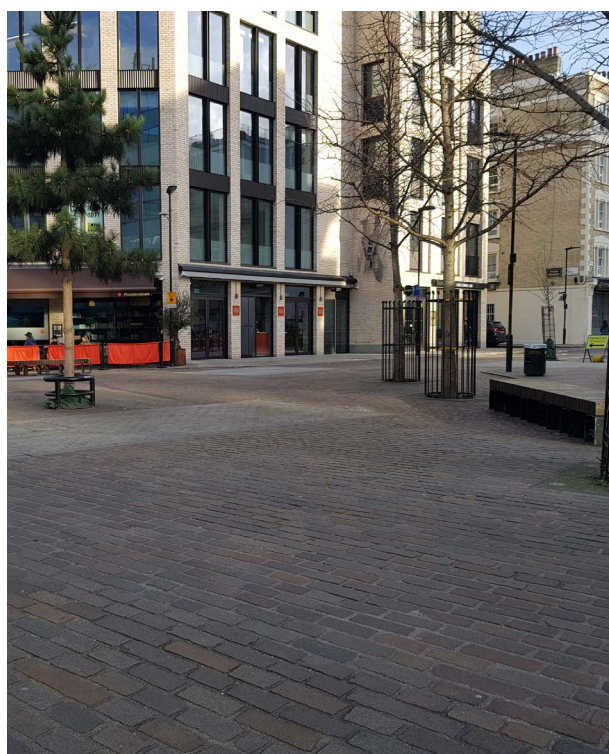
**95%** have a  
degree of  
residual vision  
(DfT, 2011)



**140,000**  
people  
use a white cane, guide  
cane, or long cane  
(Parkin & Smithies, 2012)



**5,000**  
people  
are partnered with a  
guide dog  
(Parkin & Smithies, 2012)



# BILLINGSGATE MARKET

*Creating a socially cohesive neighbourhood.*

Urban Lab 5 - Global City Design - 2021

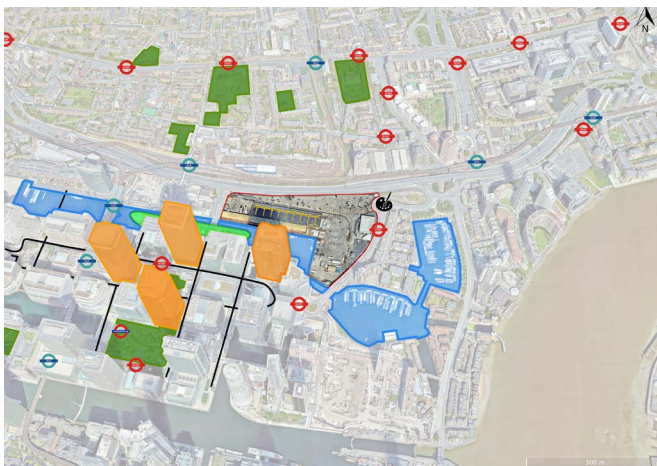
## SKILLS:

- Literature review
- Design & Access Statement Production
- Case study analysis
- Ground floor plan design
- Sketched Masterplan
- Designing identity

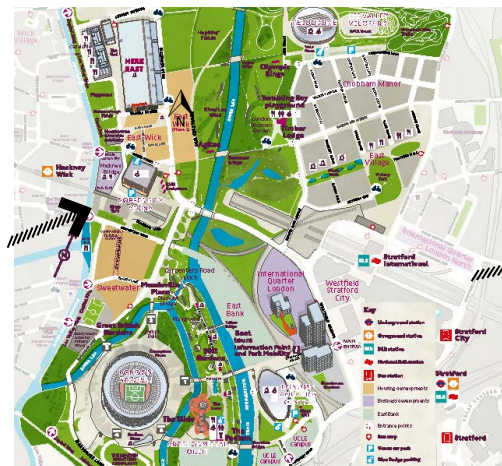
The Billingsgate Development is viewed as a globally significant opportunity to extend the prosperity of Canary Wharf. Locally, however, it is viewed as an opportunity to connect South Poplar and Canary Wharf and reduce the deprivation in that neighbourhood. The proposed masterplan seeks to balance these two objectives delivering world-class office space, a distinctive new neighbourhood, and high-quality green space.

Working as a team, a detailed site analysis was created to inform a strategic masterplan. To maximise connectivity to South Poplar, we proposed an overbuild deck (over a road and rail depot). This enabled the site to create visual and physical connectivity, and delivers more homes and social amenities. Following this, I undertook a literature and case study review to understand how greenspaces can affect deprived neighbourhoods. The study found that not only do deprived neighbourhoods typically have fewer greenspaces, but they are of a poorer quality, and implementing high-quality greenspace can have benefits for health, well-being and sense of safety.

The individual masterplan seeks to deliver a proposal at a neighbourhood scale. My proposal considered its context to deliver housing, office, and a significant amount of public space. Public amenity was a key focus, as it ensures the distinctiveness of the neighbourhood and creates the benefits noted in the research report



Group site analysis was first undertaken.



Landscape and ecology research and case study analysis was then undertaken.





Individual Masterplan was then formed.



Urban Lab 5 was a culmination of the previous studio work, putting the skills gathered throughout my time at Oxford Brookes University to the test. The Billingsgate site was much larger and of greater importance than other projects, and I worked well to ensure the proposal was coherent and delivered the demands of the global city.

I developed greater sketching and hand-drawing skills during this project, as well as further developing my understanding of Adobe Illustrator and InDesign, to produce a Design & Access Statement with a range of graphical styles.



▲ SHARED STREET

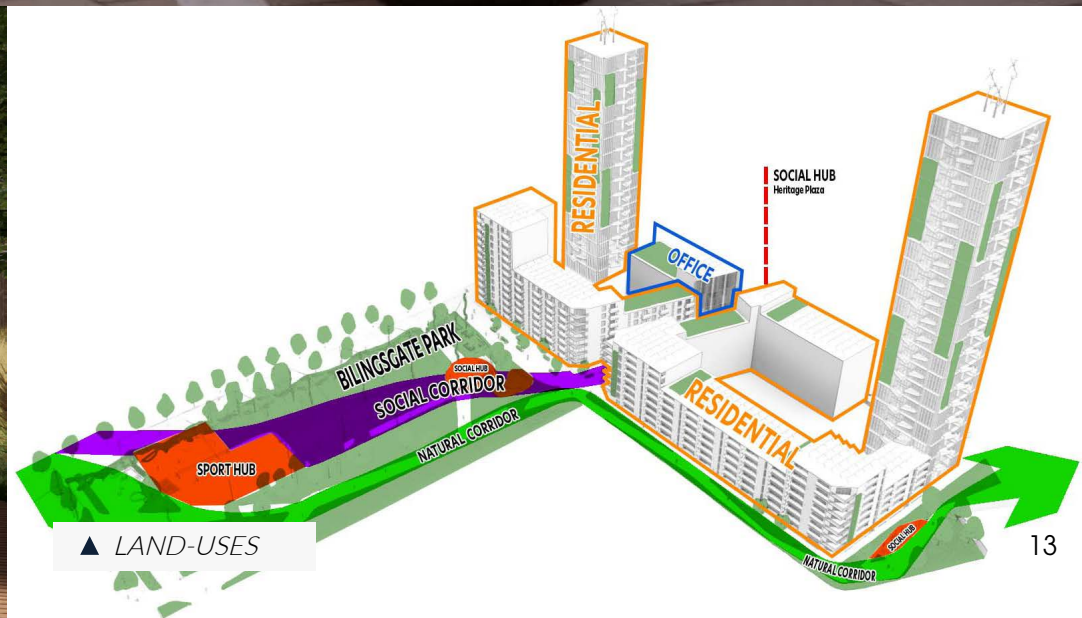


12 ▲ BILLINGSGATE PARK PLAN



▲ WATERFRONT PARK







# OXPENS HEALTHY NEIGHBOURHOOD

*A vision for healthy urban living.*

## Urban Lab 4 - Urban Design and Masterplanning - 2021

### SKILLS:

- Character assessment
- Blending heritage and innovation
- Poster production
- Neighbourhood masterplaning
- Designing sustainable lifestyles
- Policy-compliant design

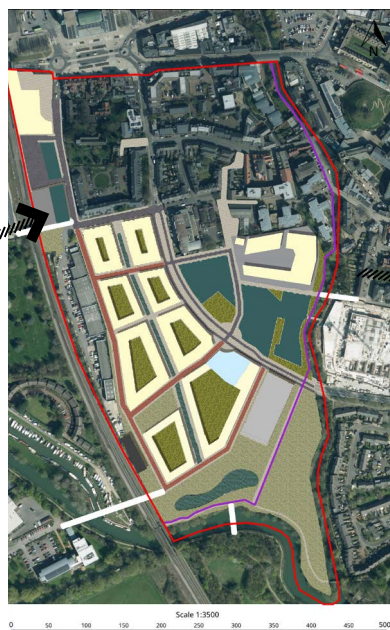
The Oxpens site, positioned in Oxford's West End, has been identified as one of the most significant development opportunities for Oxford. This proposal aims to build on the area's heritage and deliver a scheme that is economically, socially, and environmentally sustainable.

Shared, flexible, office spaces have been delivered, alongside spaces for Research and Development, allowing growth in the knowledge economy and support for small, medium, and large businesses. The hotel adds to this, acting as a draw to the site and supporting the economic industries.

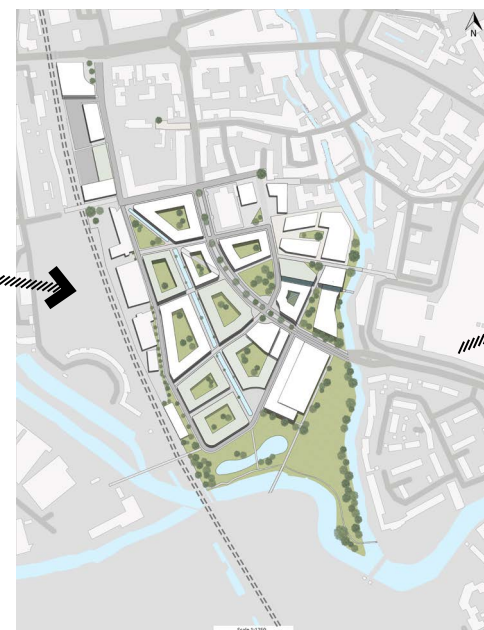
Alongside the economic focus was a need to resolve local social issues, such as affordable housing and quality of public space. A car-less design meets the local plan requirements and supports the cities climate change targets. On top of this, it allowed for increased pedestrianisation of spaces, creating routes like the SuDs and Westbury Home Zone that are attractive, legible and help to fixate the neighbourhood's position in the city.



Concept 1:  
Group set-out initial sketches. I look for a masterplan focused on connectivity and desire lines.

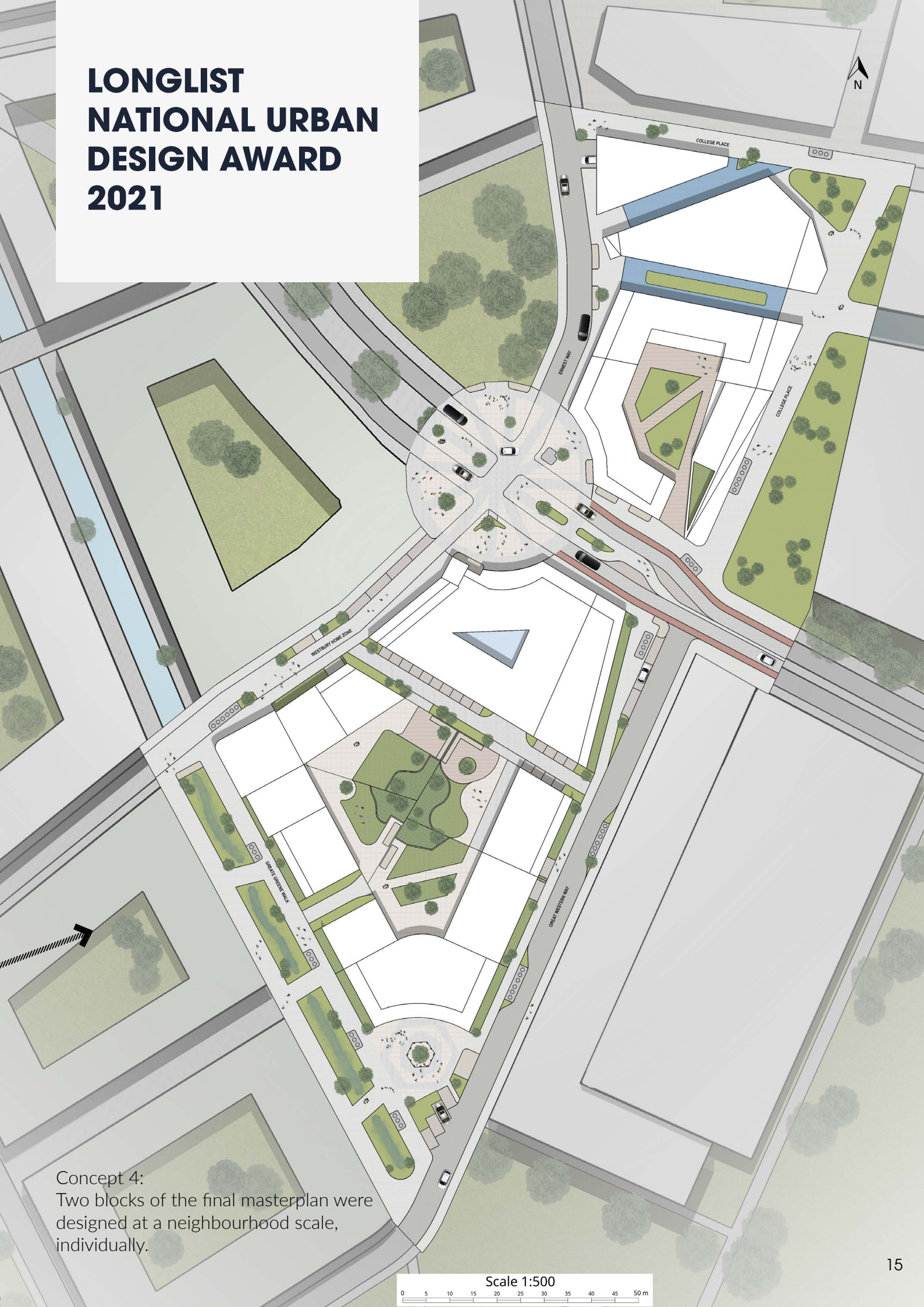


Concept 2:  
Group came together with ideas to form an initial masterplan.



Concept 3:  
Further refinements based on feedback from lecturers and the client.

# LOGLIST NATIONAL URBAN DESIGN AWARD 2021



Concept 4:  
Two blocks of the final masterplan were  
designed at a neighbourhood scale,  
individually.

Scale 1:500  
0 5 10 15 20 25 30 35 40 45 50 m



I aimed to build on my photoshop skills during this module, using the software to create the neighbourhood masterplan, as well as associated maps and graphics.

A mixture between SketchUp, Renders, and photoshop clearly conveys the scheme. I was able to build on this rendered images, adding life, and further editing them through a multi-software process.

InDesign was used for the production of 2 A1 Posters to present the scheme. A reworked version of this was then submitted for the 2021 National Urban Design Awards, making it onto the longlist of 10 candidates.



▲ WESTERN ELEVATION





▲ PRESERVED VIEW OF NUFFIELD COLLEGE



▲ LOOKING TOWARDS OXPENS CIRCLE



# SILVERTOWN QUAYS, ROYAL DOCKS

*Inclusive regeneration with community & heritage at its core.*

Urban Lab 3 - Urban Regeneration and Conservation - 2020

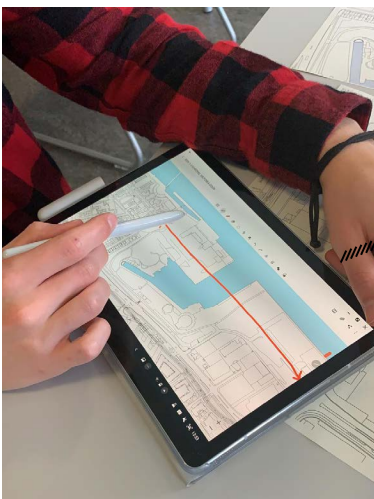
## SKILLS:

- Brief development
- Overall masterplan design
- Heritage design
- Promote sustainable behaviour

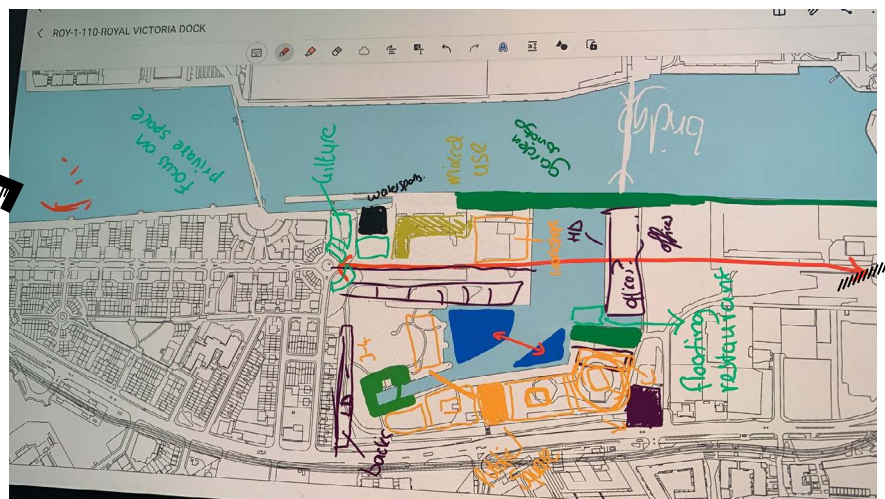
Silvertown Quays, Royal Victoria Dock, London is the site for this project. Working in a group, we were tasked with forming a regeneration proposal for Millennium Mills and Silo D - two heritage assets on a long derelict site, as well as a masterplan for the site. Building upon learning around regeneration models and utilising the recent Post-COVID principles, our group were able to put together a detailed and inclusive scheme, presented on a website (accessible via the QR code above).

The team work was well-organised, setting-up regular meetings to create a well thought out masterplan, and splitting it into areas to individually work. Regular communication allowed our proposal to cohesively come together.

The proposed scheme was built on a strong foundation of site analysis, delving into historical uses, changing regeneration strategies and socio-economics, for example.

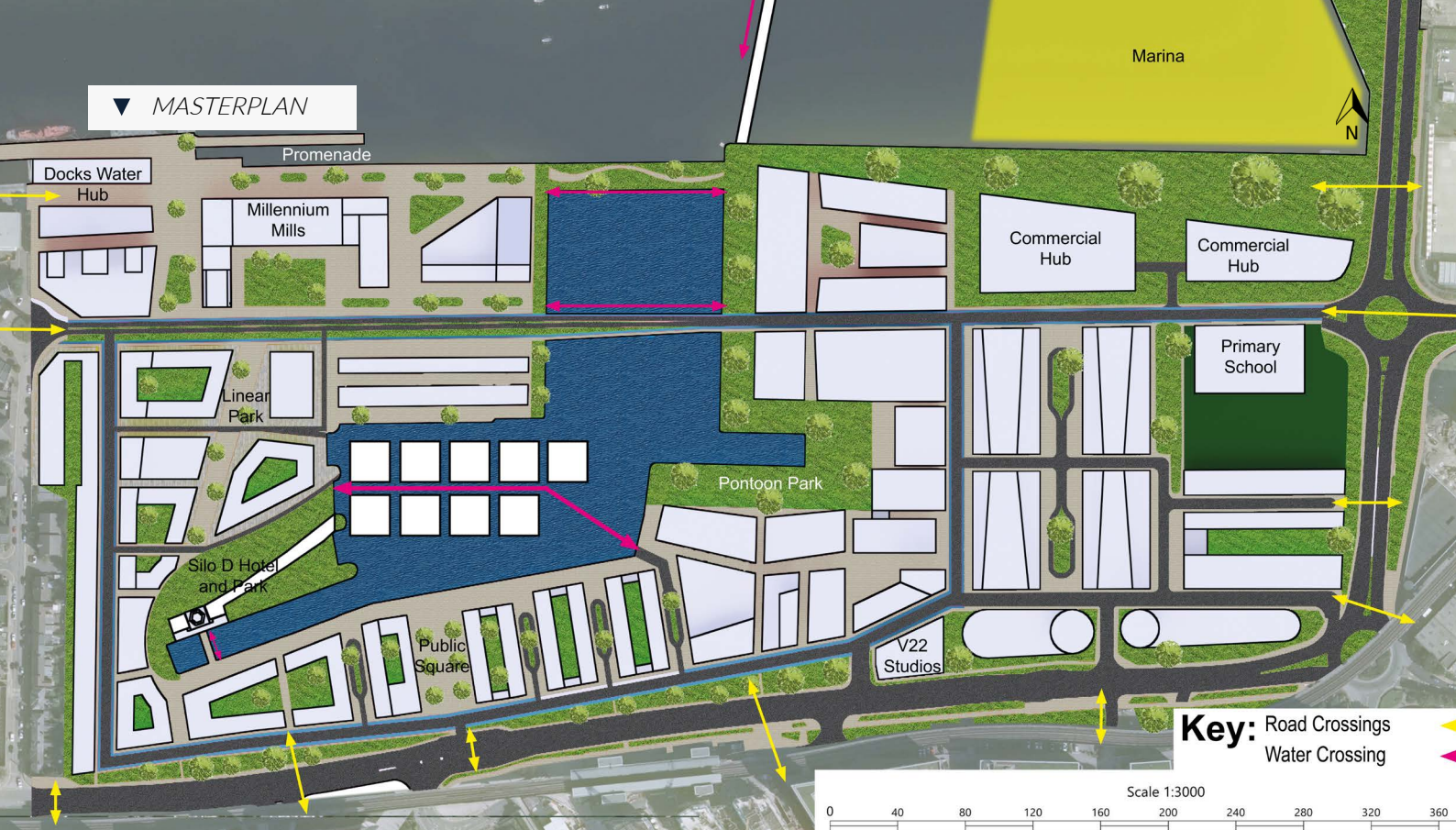


Beginning to consider access and movement.



Gathering of initial ideas, informed by site analysis. This led to formation of a masterplan.





**Key:**

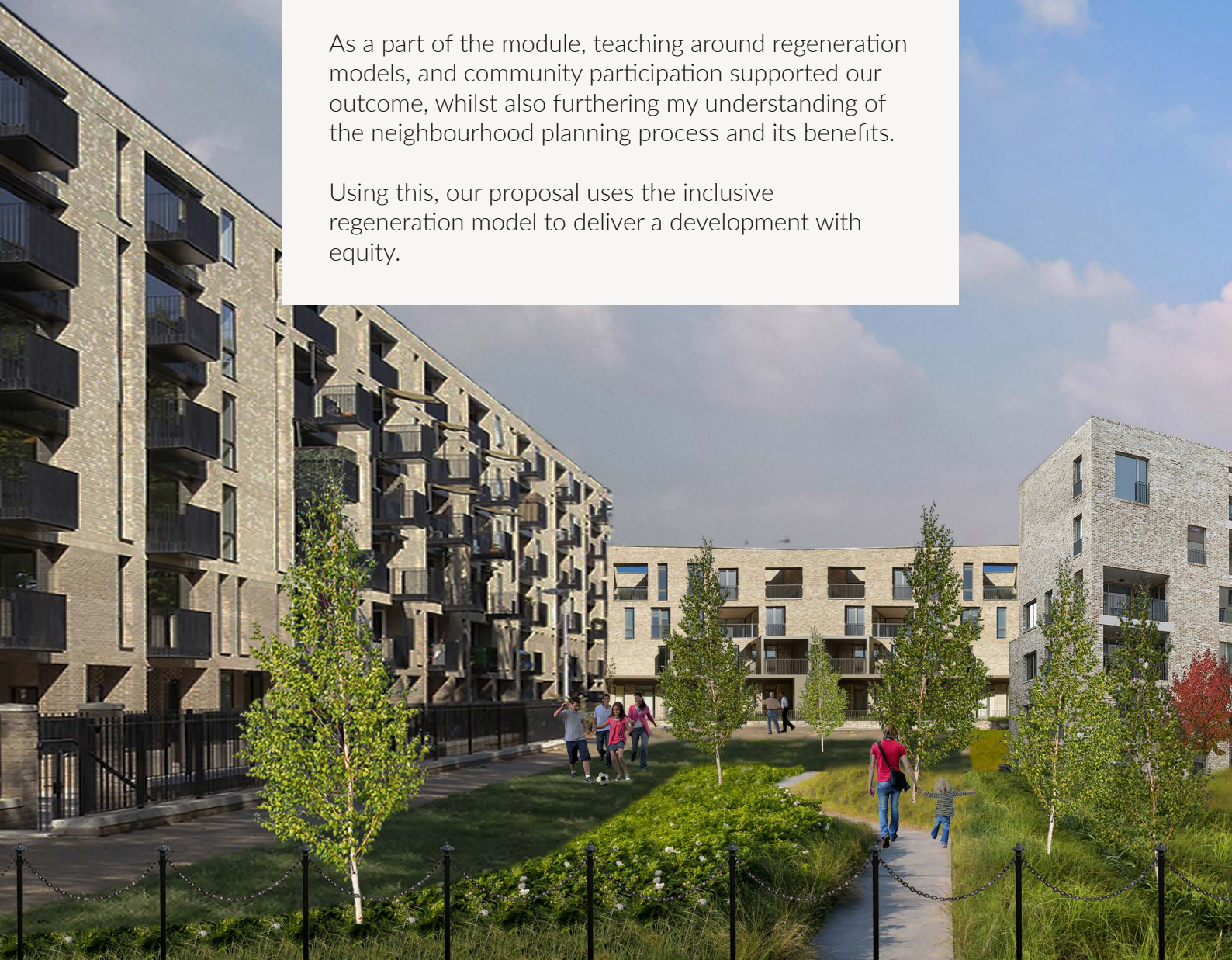
Low-Rise Residential	Mixed-Use (Retail + Residential)	Commercial Hub	Floating Homes
Medium-Rise Residential	Mixed-Use (Office + Residential)	Docks Water Hub	V22 Silvertown Studios
High-Rise Residential	Mixed-Use (Office + Leisure + Residential + Retail)	Silo D Hotel	



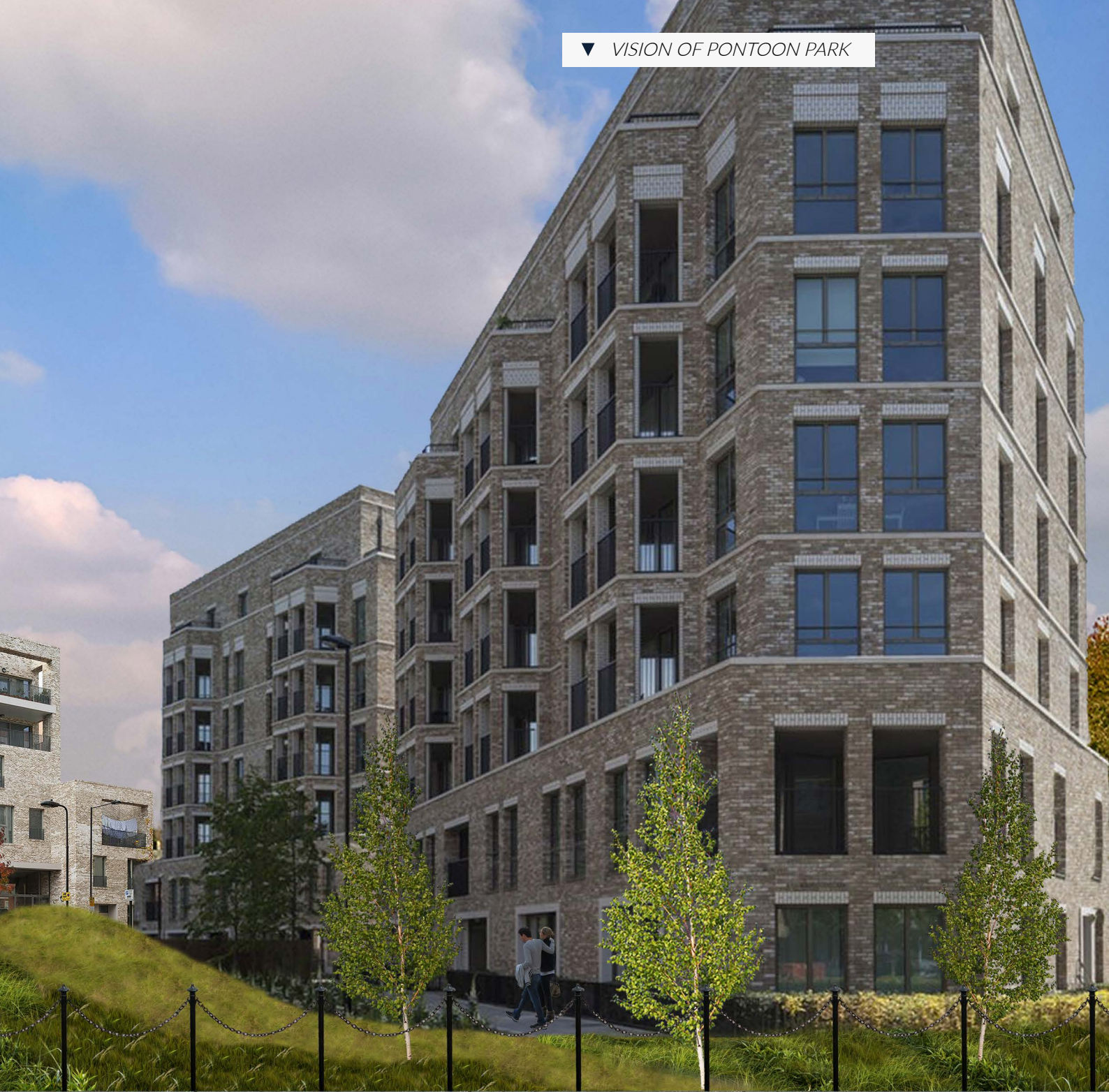
Photoshop was used to develop the conceptual images (left) which aim to represent the vision to deliver a heritage revitalisation scheme that offers a diverse living, working and leisure environment for the community. This project developed my web design proficiency, and masterplan making skills.

As a part of the module, teaching around regeneration models, and community participation supported our outcome, whilst also furthering my understanding of the neighbourhood planning process and its benefits.

Using this, our proposal uses the inclusive regeneration model to deliver a development with equity.









# VISION FOR THE POST-PANDEMIC NEIGHBOURHOOD

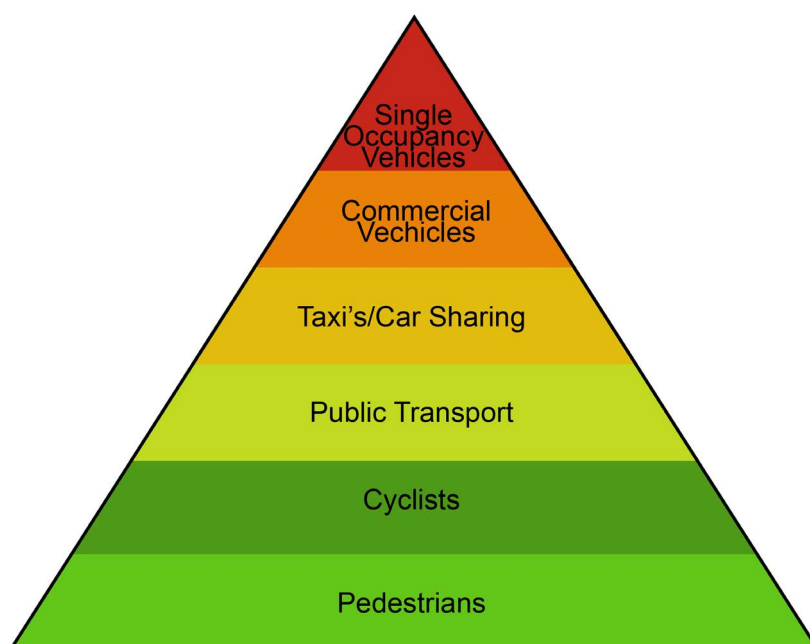
LDA Design Competition - 2020

## SKILLS:

- Spatial Mapping
- Transport-orientated thinking
- Promote active travel
- Responding to a need
- Long-term development

My entry for the LDA Design 2020 Bursary Competition allowed me to re-imagine my hometown to make it more liveable and climate responsive. Building on post-covid principles, the competition gave me the opportunity to envisage a safer and more attractive environment, whilst considering the latest trends and demands, such as co-working spaces and active travel.

In order to set-out a vision for an entire neighbourhood, extensive research was undertaken to inform the proposals, including access to parks, attractiveness of streets and demographics.



▲ PROPOSED TRANSPORT HIERARCHY

1

### Climate Store

Set-up a local store that provides recycling points for non-recyclables (TerraCycle), refills for household essentials, and other products and advice for sustainable lifestyles.



2

### Cycle Hub

Set-up a cycle hub for bicycle maintenance/repairs and accessories. This hub can also provide education on repairs, as well as cycling. This will support the cultural shift in transport.



3

### Car Sharing and Charging

At present, Hoddesdon has one electric car charging point. This should be rapidly expanded so that remaining vehicles on the road are encouraged to be electric. A car sharing club for Hoddesdon and the wider area will also reduce the number of cars on the road.



4

### Community Gardens

Community Gardens not only help to strengthen community spirit, but are a sustainable food option. These can be implemented within home zones, for an at-home feel, or within parkspace.



5

### Increased Recycling Points

Current recycling points in Hoddesdon are constantly overflowing - both a positive and negative. This demand means that recycling should be expanded, but be positioned in key areas, by schools, GPs and shopping



6

### Sustainable by design

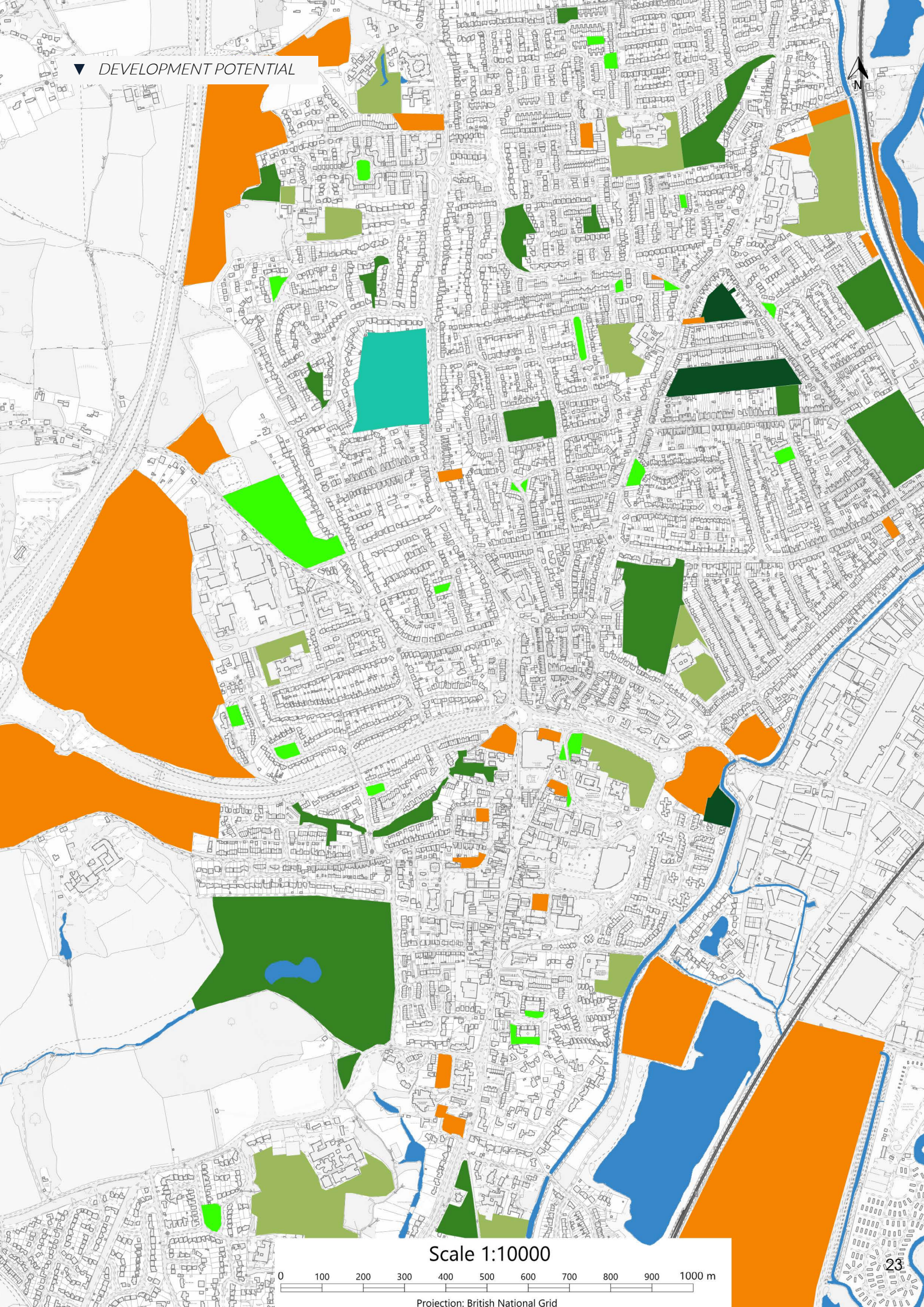
New developments, whether that be housing, business, or the proposals in this plan, should be designed with zero and/or low-carbon technologies. Permeable paving; renewable energy and building materials; and; reuse of structures are examples of ways Hoddesdon can be restructured in a sustainable way.



▲ SUSTAINABLE OBJECTIVES



▼ DEVELOPMENT POTENTIAL



Scale 1:10000

0 100 200 300 400 500 600 700 800 900 1000 m

Projection: British National Grid



This project led me to further develop my Photoshop skills to create clear graphics, ranging from maps, to visions.

Based on the objectives, the proposal set out to form a transport hierarchy and street network to inform future development and create attractive and usable spaces, such as School streets and Home Zones. This was built on existing local plans for cycle lanes and future proposed development.









# 3 ACRES

*Forging an integrated, multi-use community.*

## Urban Lab 2 - Architecture and Open Space Design - 2020

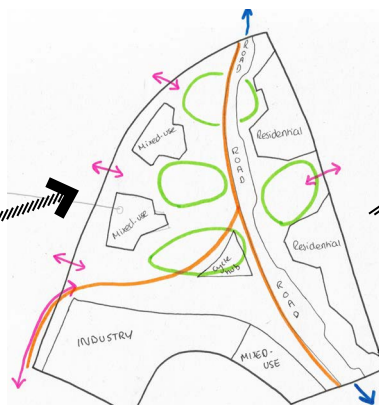
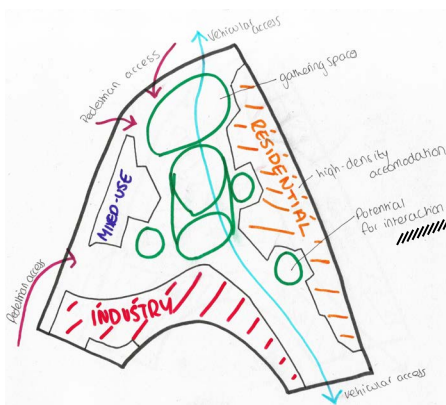
### SKILLS:

- Site Assessment
- Client Liason
- Plot-Based Design
- Townscape

Located in Faringdon, Oxfordshire, I was tasked to develop a mixed-use commercial and residential scheme. The project posed many challenges, as the site had many physical constraints and the clients had conflicting needs. In total, 51 properties were proposed, alongside 5 commercial units and a wilderness site aiming to promote diversity and provide an educational sensory experience.

This was a particularly challenging, yet engaging, project that allowed me to develop a greater understanding of the key features of urban design. The proposal follows national and local policies, such as the creation of shared spaces and the development of B1 land uses.

Using the policies, and the stakeholder expectations, I formed multiple proposals, looking at block layouts, land-uses, and directions of movement, in order to develop the best outcome for the site.



Concept 2:  
Refining movements and blocks.



Concept 3:  
Greater detail, using design features, such as home zones and natural traffic calming measures.





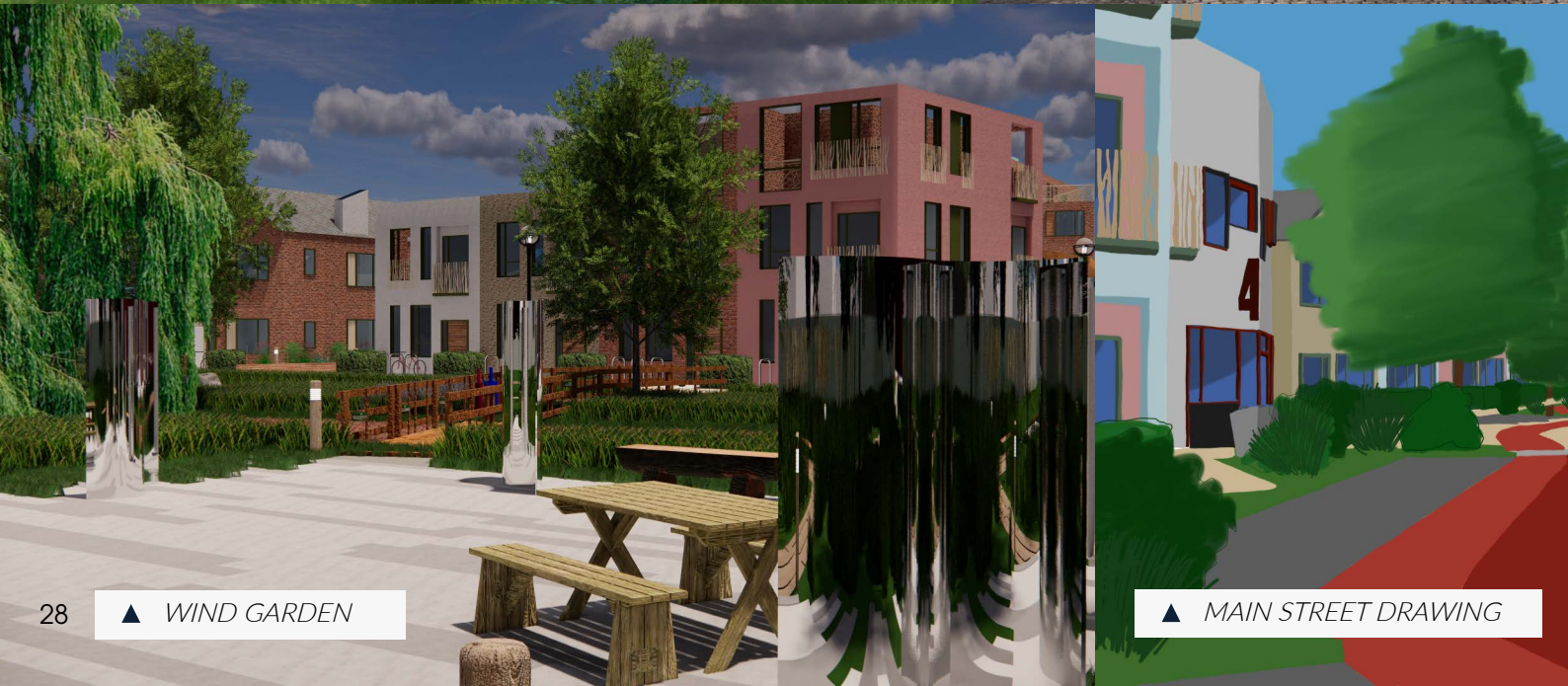
Concept 4:  
Final masterplan  
responding to  
movement flows.



Urban Lab 2 allowed me to develop my SketchUp and rendering skills, creating detailed graphics that portray the development scheme. From this, I learnt that not every detail needs to be shown in SketchUp. As such I am now forming graphics that are simple and clean in my current university project.

A Conceptual Development Plan made up this project, and was created in InDesign, which further developed my skills using the software.

Photoshop was used to develop the masterplan, improving my proficiency of this tool.





▼ PEOPLE-FRIENDLY STREET



▲ SENSORY WILDLIFE GARDEN



# SPITALBROOK COMMUNITY

*A future-proof, community-focused scheme.*

World Town Planning Day Schools Competition - 2017

## SKILLS:

- Case study analysis
- Contextual design
- Active facade design
- Future-proof design

The entry to the RTPI World Town Planning Day Schools Competition focused on rejuvenating a derelict police station into a vibrant and welcomed community, complete with a future-proof design. Electric car charging spaces, compost areas, renewable energy, communal garden, and youth centre, provides residents with facilities for our changing living environments, supporting urban agriculture, as well as energy-efficient design.

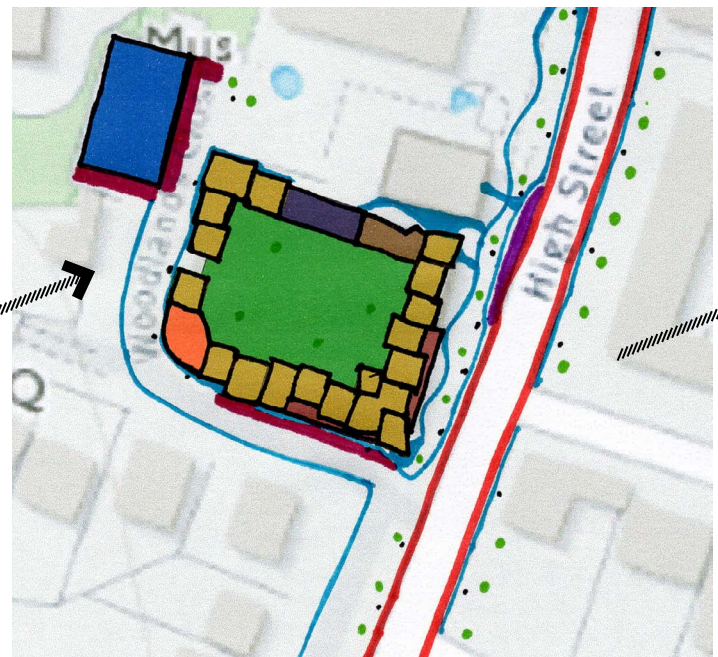
A key goal of the design was community benefit, with job creation in the energy centre, as well as the provision of affordable housing, which is much needed in the commuter belt town.

The UN sustainable development goals inspired this design, alongside researched exemplar developments, such as Tibby's Triangle, Southwold.

This design was the winner of the 2017 World Town Planning Day Competition.



An initial site analysis was conducted with a visit to get an understanding of scale.



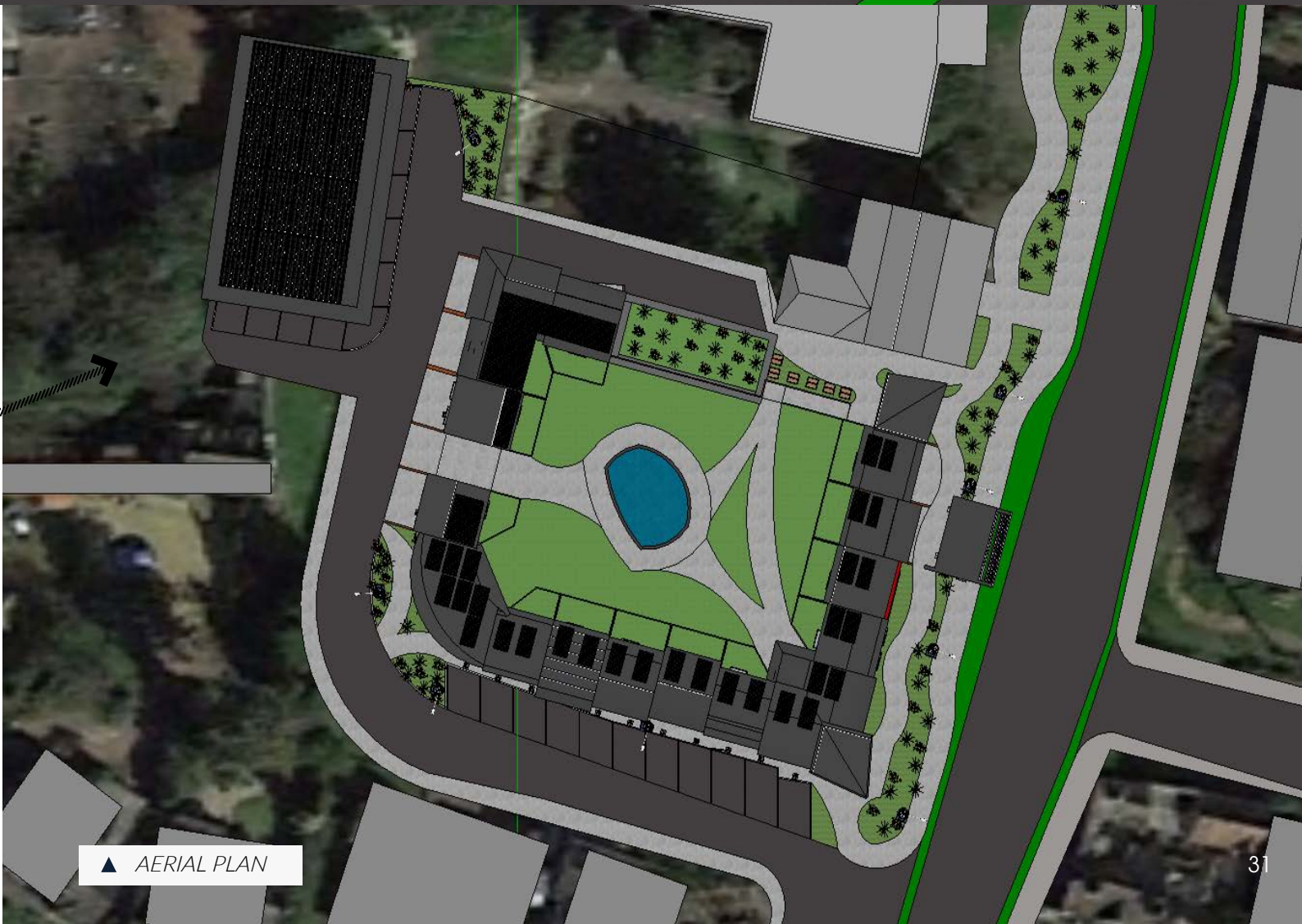
This research informed the design outcome, with residences focused around a central communal garden.



# RTPI WINNER



▲ VIEW FROM HIGH STREET



▲ AERIAL PLAN



# BLACKBIRD LEYS

*Changing perceptions of a neglected community core.*

Urban Lab 1 - Urban Design and Placemaking - 2019

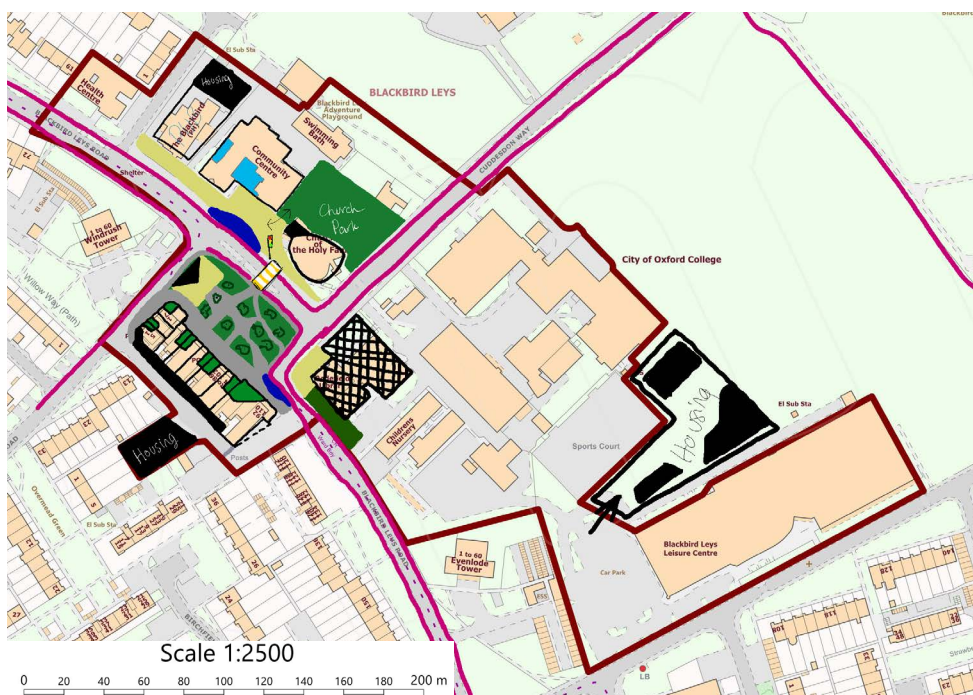
## SKILLS:

- InDesign document production
- Community engagement
- Team player
- Morphological analysis
- Basis of urban design understanding

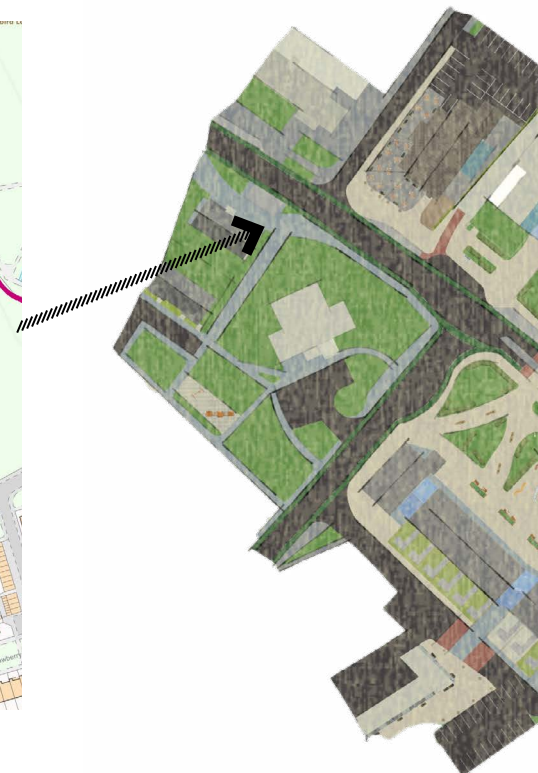
As the first urban design project at university, it set the foundation of understanding for the course and topic. The project required an analysis of the district's urban design qualities that would go on to inform a masterplan proposal to improve the core of Blackbird Leys, an area of Oxford hindered by its negative perceptions.

To help get a full understanding of Blackbird Leys, I undertook community engagement with a local sixth form to gather information about what the youth of the area want out of development. This group of people are often not heard in the planning system.

This groups project uses a community square orientated around retail, new housing, an improved community centre, as well as uplifting existing buildings through refurbishment that enhanced the sustainability of the design.



An initial masterplan concept was put together.



The masterplan ideas were further developed and were put on SketchUp for a visualisation.







Urban Lab 1 set the basis of my understanding of urban design. The scheme was built on the key urban design principles: legibility, variety, robustness, connectivity, richness, and vitality.

This project was also the first attempt at a wider masterplan, which allowed me to develop my skills on SketchUp, and allow me to practice with rendering software.

What I gained from this, was a better understanding urban design, and of how to be a good team player.









# BUILD BACK BETTER OXFORD

*Visualising a low-traffic neighbourhood.*

## Build Back Better Campaign

### SKILLS:

- Meeting client needs
- Working to a deadline
- Photoshop

The small team at Build Back Better Oxford ran a big campaign to set up low-traffic neighbourhoods in Cowley, Oxford, in response to the clean air awareness that the COVID-19 pandemic Created. The aim is to create safer, more liveable streets, with less pollution, and to help shift to sustainable modes of transport.

I approached the campaign team to produce visualisations to aid public consultations. Keeping in regular contact with the client multiple revisions of the image were made, such as changing the look of the road surface, placement of low-traffic filters, as well as increasing the diversity of people seen in the image.

The image below was used to inform the consultation process and as a part of a local political candidates election campaign.



▲ LOW-TRAFFIC NEIGHBOURHOOD VISUAL



# CENTRAL LONDON HEADQUARTERS

*Delivering mixed-use office and retail.*

A Level Major Project - 2018/19

## SKILLS:

- Site analysis
- SketchUp Design
- Architectural concepts
- Model making
- Individual working

For this project, I selected a derelict site in the centre of London and proposed redevelopment to create a landmark building along the waterfront. Working to a brief, the mixed-use scheme would deliver office headquarters on a strategic site, alongside retail, public park, square and event space.

Sustainability was a big theme in this design, with the concept aiming to meet BREEAM standards, inspired by a case study analysis of the London Bloomberg Offices. The site was complicated with a key underpass road and junction, that was redesigned to ease traffic congestion.

