

Museum of Architecture's

# Gingerbread City

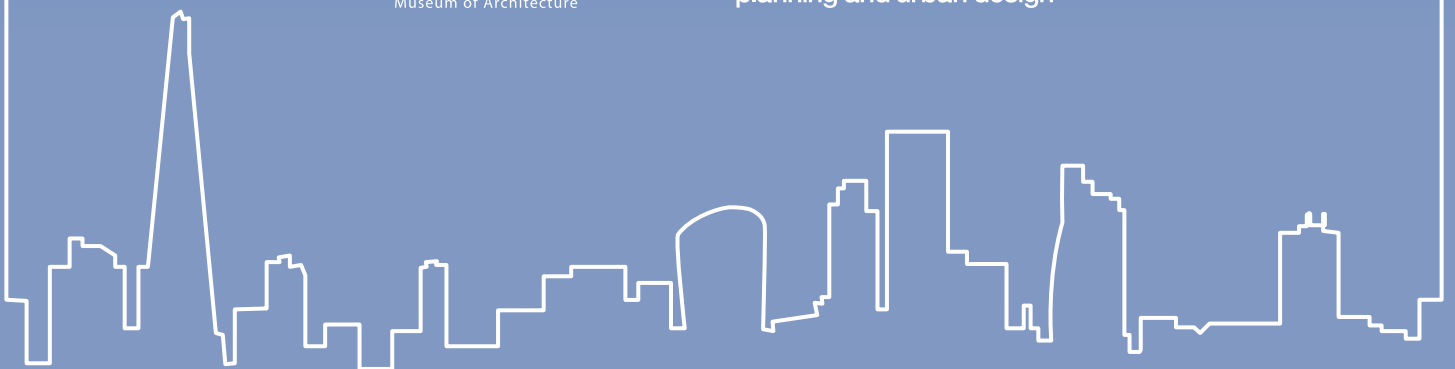
Masterplanned by Tibbalds

**Your Guide to Baking a  
Successful Masterplan**

October 2016

**MCA**  
Museum of Architecture

**Tibbalds**  
planning and urban design



# Contents

<b>1</b>	<b>Introduction</b>	<b>1</b>
	Overview of this Guide	2
	About the Exhibition	2
<b>2</b>	<b>History of Gingerbread City</b>	<b>3</b>
<b>3</b>	<b>Urban Design Concept</b>	<b>4</b>
<b>4</b>	<b>Character Areas</b>	<b>6</b>
	Unite d'Hobnob	8
	Pancake Rise	9
	Quartiere del Pistacchio	10
	Caramel Wharf	11
	Puddington	12
	Sugar Hill	13
<b>5</b>	<b>Illustrative Masterplan</b>	<b>14</b>
<b>6</b>	<b>Planning Policy and Urban Design</b>	<b>16</b>
	Introduction	16
	Planning Policy	16
	Urban Design Policy	17
<b>7</b>	<b>Sample Plot Passport</b>	<b>18</b>
	Plot Passports	18
<b>8</b>	<b>Plot categories</b>	<b>20</b>
	Plot locations and pricing categories	21
<b>9</b>	<b>Hints and Tips for Construction</b>	<b>22</b>
	Design quality	22
<b>10</b>	<b>A Gingerbread Recipe</b>	<b>23</b>
<b>11</b>	<b>Gingerbread house making workshops</b>	<b>24</b>



# 1 Introduction

## Roll up, roll up! The tastiest city kneads you!

This December, the Museum of Architecture will present the Opening of Gingerbread City, the most scrumptious and sweet city you could imagine!

The creation of Gingerbread City is about a number of things. It is a celebration of place, intended to get people who don't normally spend much time looking at their environment to think more about the kind of places they live, work and play in, how these are created and how they impact on us all.

It is about the choices we make for our cities both now and into the future, and it is a chance to have some fun and see what happens when architecture and urbanism meet sweets and gingerbread!

This is your opportunity to join the Architectural Bakery Hall of Fame and showcase your finest (edible) project to date!

Sugar-coat your practice and join the ranks of former gingerbread glories.

One of Gingerbread's resident's most notable poets, W. B. Yeast, has provided some food for thought:

**“ Sketch plans through flour,  
For today marks the hour,  
For biscuits to be bricks,  
And candies to be mixed.  
  
As the plots have been priced,  
And the roofs will be iced,  
There'll be a river of jelly,  
And Character Areas are ready,  
To be filled with sweet treats,  
And architectural feats!  
  
The age of the fox is dead,  
Long live the Gingerbread! ”**

Visitors will be voting on the gingerbread designs as part of the MoA Gingerbread City fundraiser and awards will be given for the buildings with the most votes!

So log-on to: **www.thegingerbreadcity.com** now and secure your plot on the sweetest masterplanned city your hungry eyes will ever feast on!

**Hello!** As the Mayor of Gingerbread City I'd like to warmly welcome you (less than 200 degrees Celsius please) to our wonderful edible world.

Our gingerbread people live dangerous lives – always at risk of being eaten! But the kind people at the Museum of Architecture have offered to rescue us from the feisty foxes and nibbling mice, and we are soon to be walking in a gingerbread wonderland!

Tibbalds have also helped bake up a tasty masterplan to guide the future inhabitants of our sweet world. Read on to learn more about our Gingerbread City from some of our residents and visitors.

**And always remember:  
“Run, run as fast as you can.  
You can't catch me,  
I'm the gingerbread man!”**



### Key dates

#### Drop off your gingerbread building:

Monday 5th December from 12pm - 7pm (you will be allotted a time depending on location in the city)

#### Opening: 6th December from 7pm - 10pm

#### Exhibition opens to the public:

From 7th December - 22nd December

#### Collect your gingerbread building:

After the exhibition ends on 22th December

## Overview of this Guide

This Masterplan Document is the basis for the biscuit foundations which underlay Gingerbread City, designed as the ideal city for gingerbread people to live, work and play.

The Masterplan is broken into five distinct pieces, each forming an ingredient that comes together to produce the finished city. A city baked to perfection!

The History of Gingerbread City provides an overview of how the need for this ideal city came about, the problems that needed to be solved and the possibilities which will be delivered.

Character Areas (Courtyard Houses, Docks, High Rise, Old Quarter and Residential Areas 1 and 2) are the pieces that make up the gingerbread city jigsaw. Each Character Area has its own tasty style, and each features a signature landmark building or two which allows for hierarchies of space to be established, yet the public realm is well defined throughout.

Planning Policy that you can get your teeth into...almost literally! Gingerbread houses, offices and leisurely buildings all require guidance and protection (not just from foxes). Our planning policy enables the city to grow in a sustainable way, yet allows for innovation to blossom alongside conservation.

Plot Passports are the basis for gingerbread architects to lay out their designs. An appreciation of surrounding buildings and plots is paramount, but designers are encouraged to knead, bake and ice their creations to their hearts desire.

Pricing explains the value of each of the plots available. The plots are arranged by their value level – with larger and more significant 'landmark' plots being higher in value. So break open your piggy banks and splash those chocolate coins – it's an investment opportunity that doesn't need to be sugar-coated.



## About the Exhibition

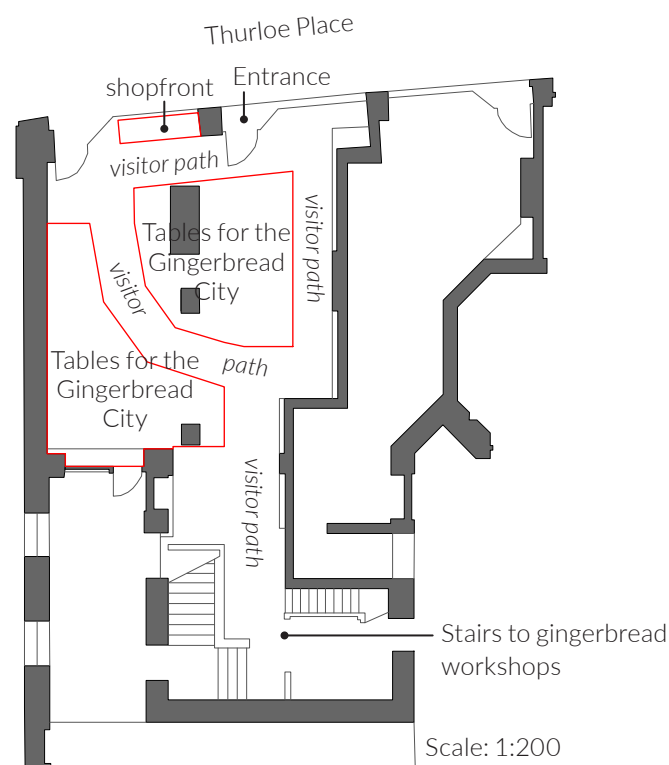
The exhibition space for the Gingerbread City is located just over the road from the V&A Museum, at 10 Thurloe Place in the centre of London's 'museum quarter' in South Kensington.

The space is divided into two levels, the ground floor, where the Gingerbread City model will be displayed and the lower ground floor, where gingerbread house making workshops will take place.

During the development of the Gingerbread City masterplan, Tibbalds has considered a number of layouts for the model and its location within the exhibition space.

Our team decided to spread the model over two tables to allow visitors to walk along a virtual 'river route' through the city. This allows visitors to fully appreciate the City and view it from different perspectives.

A competition is to be held for the design of the shopfront display.



Floor plan of the Ground floor level of 10 Thurloe Place. The red lines show the location of the Gingerbread City model in the exhibition space.

## 2 History of Gingerbread City

Gingerbread people are said to be the curators of the sweet world. They have long been admired from afar in their daring pursuit to build the best places to live in. However, the fragile nature of being a gingerbread person has created many challenges in their evolution.

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When the first gingerbread city was built, the expert builders focused on dense housing around factories and shipyards. Many gingerbread parents would work and live close by, but the factories pumped liquorice soot long into the day and night skies. The city became dirty and dangerous and the buildings began to crumble.

As industry fell away and business began to grow the gingerbread people moved away from the river's edge and into the more fruitful land east of the river. They formed a city quarter, close to natural resources such as the blue jelly river, yet far enough in-land to build strong gingerbread buildings to live and study, and soon the population expanded.

Yet the peril of the poor gingerbread population continued. As the city grew in number, sly foxes stole their chocolate coins and the common gingerbread person had no dough left, starving the city of joy. Jobs were only available on a knead to know basis and opportunity was taken away from the gingerbread people.

That is until...The Museum of Architecture came to the rescue of the gingerbread people. They banished the gingerbread people from the clutches of the fox's teeth and set about creating the ideal city for gingerbread people to live in!

Like a good baker, Tibbalds has risen to the occasion and produced a masterplan that will give gingerbread people everything they could desire. It's the yeast we could do!



# 3 Urban Design Concept

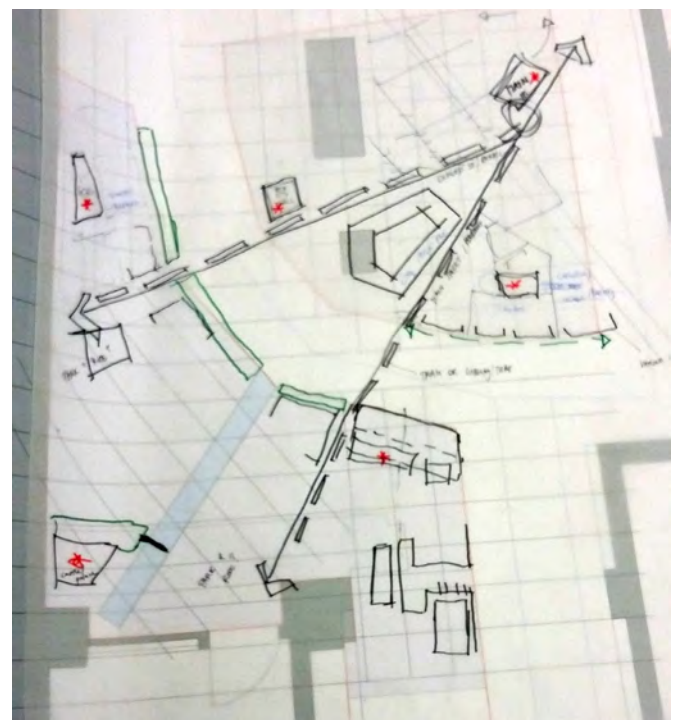
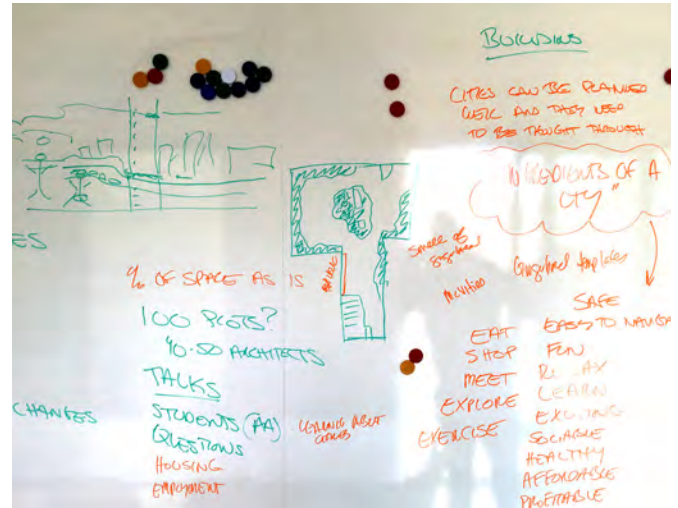
The urban design concept plan on the opposite page provides a strategic layout of the City, showing how the buildings relate to the transport links, open spaces and pedestrian flows.

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The urban design is characterised by two main thoroughfares: Old Crumbton Street links the former industrial docklands area to the Quartiere del Pistacchio, which is the historic heart of the city. Sugar Strand is the main high street and links the Unite d'Hobnob with Pancake Rise, the City centre. The high street crosses over the Jelly river and opens up the residential areas of Sugar Hill and Puddington. These connections throughout the city are important as they ensure that the city is united across the river, rather than being segregated.

The distinctive character areas pick up on typical features of European cities, providing an urban hierarchy. There are fluid open spaces throughout the city that encourage community interaction in public spaces and offer room for individuality and temporary uses, such as pop-ups.

As a result of the limited space and the model scale of 1:100, the exhibition only shows a part of the whole city. The visitor should imagine the city to continue beyond the borders of the exhibition space.



A number of ideas and layouts were explored and developed







## 4 Character Areas

The Gingerbread City has been planned with six main character areas, each of which has a unique sense of place. These different character areas together provide the ingredients for an ideal city, and explore the various roles and functions of great urban places.

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Through the City Centre, Historic Quarter and Courtyard Blocks we have tried to explore the important urban functions of a city, with its high-rise buildings, key public amenities and the shops and services of a typical city high street.

Caramel Wharf, the docklands area, is the artistic centre of the city – a place to make every gingerbread art lover's heart beat a little faster with its abundance of galleries, independent shops and little street cafés and bars.

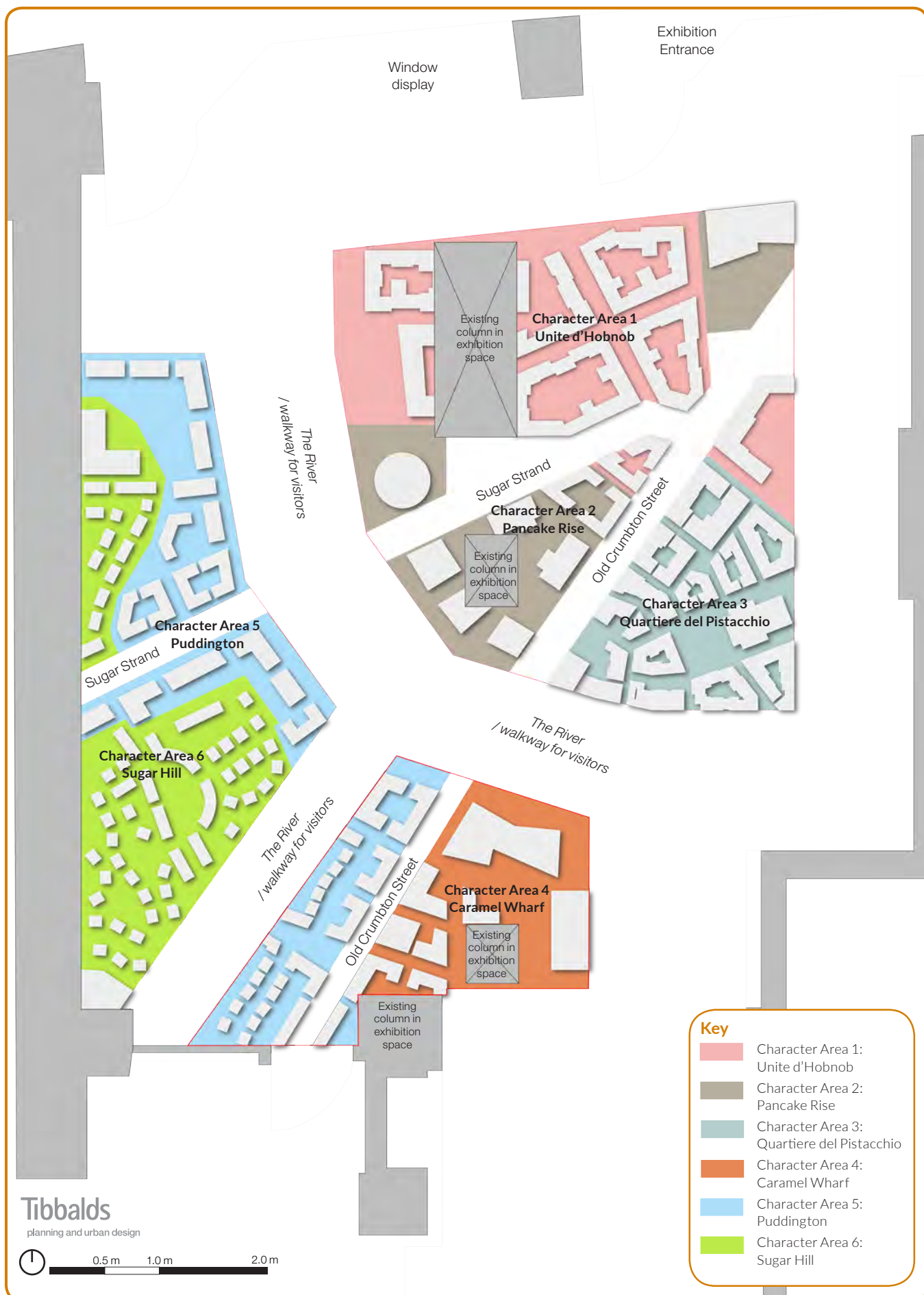
We have also looked at lower density suburban residential areas that are more family-oriented with quiet neighbourhoods and a school, where the environment is more relaxed – perfect after a busy day or night in the city.

Gingerbread City really is a diverse and active place that tries to cater to all the demands of its gingerbread inhabitants and make their lives even sweeter.

The plan opposite shows where the different character areas are and the following pages then describe them in full.







# Character Area 1

## Unite d'Hobnob

### Introduction

This is a high density, central urban area mixing both residential living with a highly active street life – the gingerbread people spill out from the local bakeries, cafés and shops. Whilst providing dense urban living, the shared use of courtyard gardens provides all residents with high quality green space for socialising and for children to play.

### Details

#### Description

- ★ Large courtyard blocks (Block size ca. 70 m x 70 m and 6-8 storeys).
- ★ Uniform building line but architectural diversity throughout the block.
- ★ Shared private courtyard gardens – spaces where a mixed community can socialise.
- ★ Wider and more formally planned streets – lots of space for pedestrians and cyclists.
- ★ Shops and services at ground floor on main high street and on prominent corners within the neighbourhood.

#### Landmarks in character area

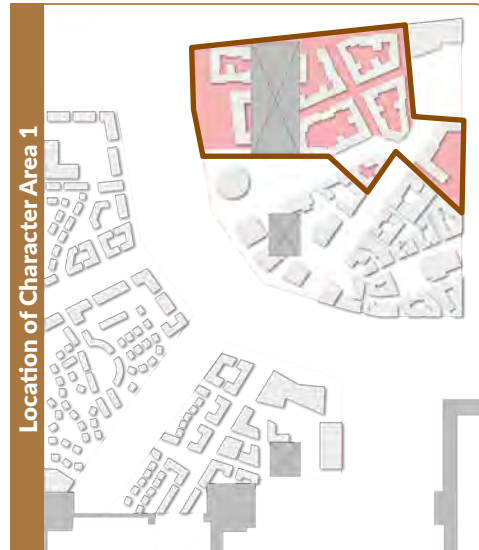
- ★ The Gingerbread City Christmas tree sits in the main public square, in prominent view along the river.

#### Focal points in character area

- ★ In the main public square is a festive market with food, drink, music and dancing. This square extends into a public promenade that lines the river. Whilst the City Council tries to avoid this needing to happen, this is where everyone tends to protest if they ever disagree with decisions!

#### References

- ★ The Mietskaserne perimeter blocks in Berlin, enclosing large internal courtyards.
- ★ Perimeter blocks in Barcelona (but smaller in scale), often with commercial uses on ground floor and prominent corners (eg. Gaudi's Casa Vicens) creates a buzzing street life.
- ★ New urban blocks in the East Village, London.



Eixample, Barcelona



Marthashof, Berlin



Sluseholem, Copenhagen

What I love about living here is that on the one hand there are shops right on my doorstep but then we also have a great garden where people's kids play, we have space to grow food together and have BBQs with friends.





## Character Area 2

# Pancake Rise

### Introduction

Whilst business and industry are spread throughout the city, this is the real beating heart of the City's economy, as well as its political centre. The Gingerbread City Council's planning department has been hard at work ensuring the city has the right balance of high-rise development – particularly given the sensitivities of the historic quarter. It's not all high-rise building here though – the central park is a vital asset to the city and perfect for a stroll to work off all the sweets and treats the City has to offer!

### Details

#### Description

- ★ Tall building cluster nestled between the historic quarter and the urban residential area.
- ★ Key commercial district but mixed with some residential living to ensure activity at all hours of the day.
- ★ Highly pedestrian and cycle friendly, with key public transport route running through to the waterside.

#### Landmarks in character area

- ★ The Gingerbread City skyline is world-renowned for its landmark architecture – these buildings can be seen from around the City and are a real source of pride.
- ★ City Hall sits on the waterside and on one of the key avenues through the city.
- ★ The train station is of central importance to the operation of the Gingerbread City ensuring everyone can get to where they need to go.

#### Focal points in character area

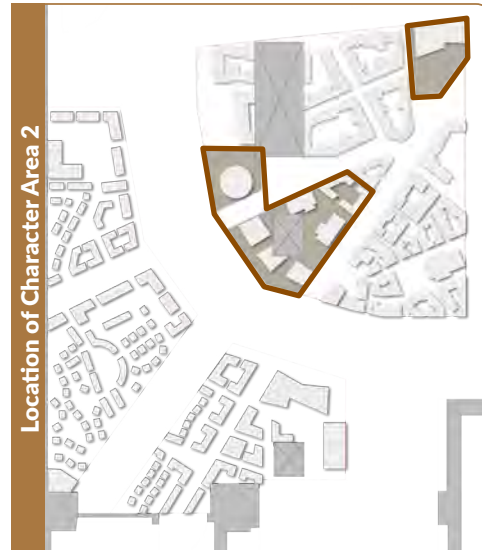
- ★ The City's main public park can be found here, running right through the centre and connecting the urban residential area with the historic quarter. During the day you'll find people having coffee and lunch. During evenings activities such as ice skating, live music, performances by street artists and other cultural events will take place.

#### References

- ★ Central London, with its high rise building cluster.
- ★ Shanghai high rise buildings.



What I love about living here is the City park, it provides such a nice and relaxing place right in the centre of the City. I've been to loads of concerts here – just last week I saw Justin Gingerbake!



City of London



Chicago



Shanghai

## Character Area 3

# Quartiere del Pistacchio

### Introduction

This area has a very long history, going back to the City's origins as a centre of trade and industry. Whilst many historic buildings remain, particularly the Piazza del Pistacchio which has been a constant in the city's history, the area now has a great mix of new architecture complimenting the old. The feel of the area is retained by its characteristic small building blocks and narrow streets. Residents of the city and tourists alike love to wander around the winding streets, discovering its intimate local squares and going to the market in Piazza del Pistacchio.

### Details

#### Description

- ★ Pedestrian-only zone where the streets are full of social activity from local shops and residents going about their daily lives.
- ★ Small, narrow, cobblestone alleyways and hidden public squares – the place is a delight to walk around and you always discover something new when visiting.
- ★ Footpaths through building blocks provide excellent permeability and provide access to small and peaceful courtyards.
- ★ Lower building heights generally but higher towards church and city.
- ★ Diverse and detailed frontages.

#### Landmarks in character area

- ★ At the centre of the Quartiere del Pistacchio is the City's main place of worship. A grand and impressive building, it serves its public purpose as a key landmark for the City.

#### Focal points in character area

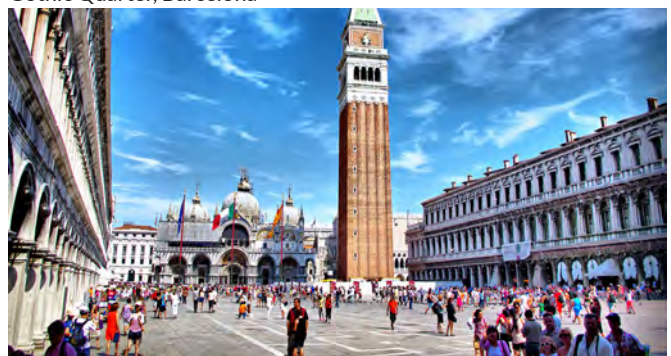
- ★ Located in the centre of the City, the Piazza del Pistacchio is a centre of the City's public life. It is a large market square where you can sample the local cuisine. The baked goods and treats are particularly good!
- ★ Smaller, more hidden local squares with historic statues/fountains etc. provide relaxing and contemplative spaces.

#### References

- ★ Gothic Quarter Barcelona.
- ★ European historical town centres, local squares and alleyways. The Italian piazzas are a great model of people-focused places with their shops, cafés and other small businesses, and often with key city landmarks.



Gothic Quarter, Barcelona



Piazza San Marco, Venice



Piazza del Campo, Siena



This is my first visit to Gingerbread City. The historic buildings are so pretty, and I love shopping in the old market square



# Character Area 4

## Caramel Wharf

As an artist I find it inspiring to paint in an old warehouse studio next to the docks



### Introduction

Caramel Wharf is the City's artistic centre with its industrial heritage now being used in new and imaginative ways. The character of the area remains but new workshops, artist studios and residential conversions sit alongside continued small-scale industrial use. The Gingerbread City Council have been working hard to ensure affordable work space is still available! Cafés and shops sell local produce and at night time there are concerts and clubs, making the area active almost 24 hours a day.

### Details

#### Description

- ★ Basin with docks and gingerbread boats.
- ★ An artistic centre with workspaces still protected for continued commercial and community use.
- ★ New residential development and conversions, often with some ground floor retail and restaurants/café.
- ★ Various meanwhile uses exploring different ways of using the city – this area is a focal point for up and coming urbanists and artists wanting to explore new ways of living in the city.

#### Landmarks in character area

- ★ Sitting between the river and the docklands is the main cultural centre of the City. Designed in collaboration with local artists, this building is a new public building and city landmark. It plays host to theatre, music, dance and other cultural events in the city.

#### Focal points in character area

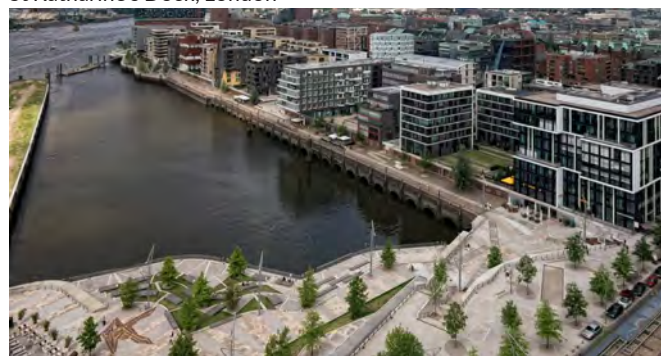
- ★ Outside the City's cultural centre is a new public square. Various pop-up uses and artistic projects make this a really exciting place and one that is curated by the City Council in collaboration with local residents and artists.
- ★ At the opposite end of the former dock is a smaller square providing shops, cafés and restaurants to serve both the commercial and residential uses now found here.

#### References

- ★ Limehouse Basin with its new housing, converted old jetties and warehouses, and narrow boats provides a successful example of dock redevelopment.
- ★ St. Katharine's Docks, London.
- ★ Hamburg Hafen City was developed with early investment in public transport infrastructure, coupled with behavioural changes to encourage walking and cycling. It is an area aiming to balance living, culture, tourism, leisure and business in a new urban quarter.
- ★ Titanic Quarter Masterplan – Belfast (Titanic Slipways).



St Katharine's Dock, London



HafenCity Hamburg



Titanic Quarter Masterplan, Belfast



# Character Area 5

## Puddington

### Introduction

A medium-high density area fronting the waterside. This area is known for its interesting building designs and architectural diversity. Whilst the blocks and terraces are mostly uniform in height, playful architecture brings the façades to life. The people who live here are provided excellent views across the river and the promenade is bustling with people out walking and hanging out on the edge of the water.

### Details

#### Description

- ★ Mainly a residential area with medium-high density blocks and terraces of townhouses, particularly those lining the main avenues through the city.
- ★ Local cafés and shops bring life to the two main avenues, particularly in the area backing onto the former docklands.
- ★ The area has largely consistent building forms but achieves a high level of architectural diversity through a plot-based approach to development.
- ★ Former industrial buildings contain a mix of both small manufacturing/light industry and also some residential conversions.
- ★ Large single family houses can also be seen further down from the main river, towards the Castle.

#### Landmarks in character area

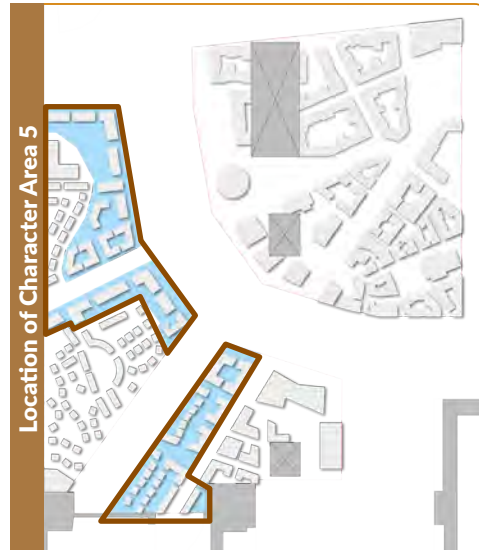
- ★ The residential blocks fronting the river are the envy of many cities and people come from all over the world to learn about their design.

#### Focal points in character area

- ★ The waterside is full of people at all times of the day with the gingerbread people out walking, cycling, running, and meeting friends. More informal and smaller scale markets are often set up and open air concerts and theatres pop up during the summer.

#### References

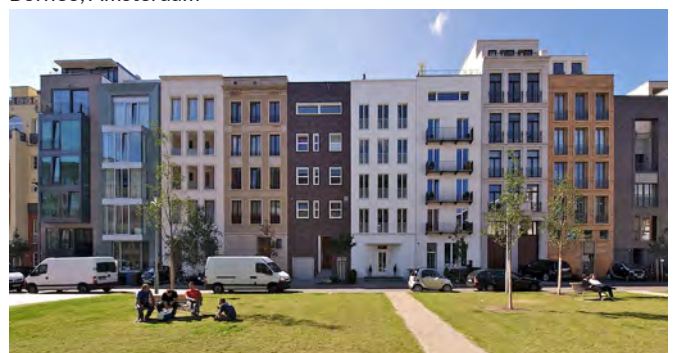
- ★ Hundertwasser House in Vienna is part of a formal residential block but provides a much softer design through its cascading roof line from the corner of the block. Planting and colourful designs also break the elevation up, balancing both urban form with a natural and organic building.
- ★ New townhouses in Amsterdam and Berlin provide a uniform urban grain but still allow a high degree of architectural diversity.



Hundertwasser House, Vienna



Borneo, Amsterdam



Friedrichswerder, Berlin

I like using the ferry to get to work from my home

# Character Area 6

## Sugar Hill

We love living near the City Palace and having lots of trees and greens spaces



### Introduction

This suburban area has a very important role to play as the link between the city and country - an area of larger individual houses and some more formal terraces. It is a very green neighbourhood where people tend to go to local market gardens, and there are large communal green spaces for cultural and sporting activities.

The City's public transport system provides great access to the centre, and very few people drive, choosing to walk and cycle instead.

As well as housing, some of which is custom and self-built, there are also a range of smaller retail units, shared workspaces and live/work units. This allows a range of people to live here, including younger people, and families wanting a more balanced city life.



### Details

#### Description

- ★ Medium - low density suburban area, with local facilities and amenities.
- ★ Very green with communal open spaces where people can meet and play.

#### Landmarks in character area

- ★ The local school provides a place for the gingerbread people to learn that is close to their houses. Some of them will be the master bakers of the city in the future!
- ★ On top of Sugar Hill sits the City Palace, looking down over the city. It is a very popular landmark for the City, providing a cultural centre and hosts events throughout the year.

#### Focal points in character area

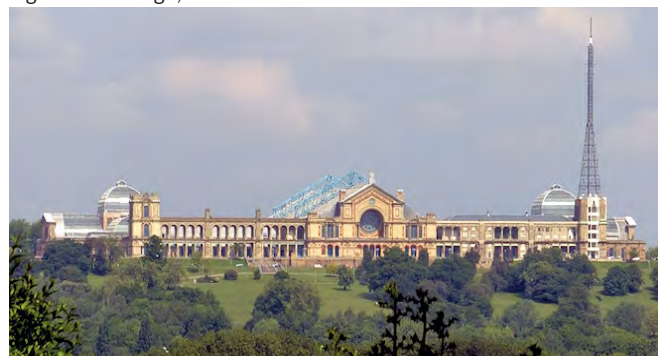
- ★ Large communal green spaces provide places for sports and play and are important convivial places to meet and make friends.

#### References

- ★ Vauban sits at the southern edge of Freiburg, accessed by tram it is a pedestrian and cycling oriented development. The streets are green, houses are large and there are plenty of places for play.
- ★ Edinburgh Castle sits above the centre of the city, providing a key landmark and attraction for people visiting the city.
- ★ Alexandra Palace was developed as a public centre for recreation, education and entertainment. It is a palace for the people and today hosts many concerts and events.



Lightmoor Village, Telford



Alexandra Palace, London



Vauban, Freiburg



## 5 Illustrative Masterplan

The Gingerbread City Council has a vision for the Gingerbread City: a city of rich diversity and interest, and full of social activity.

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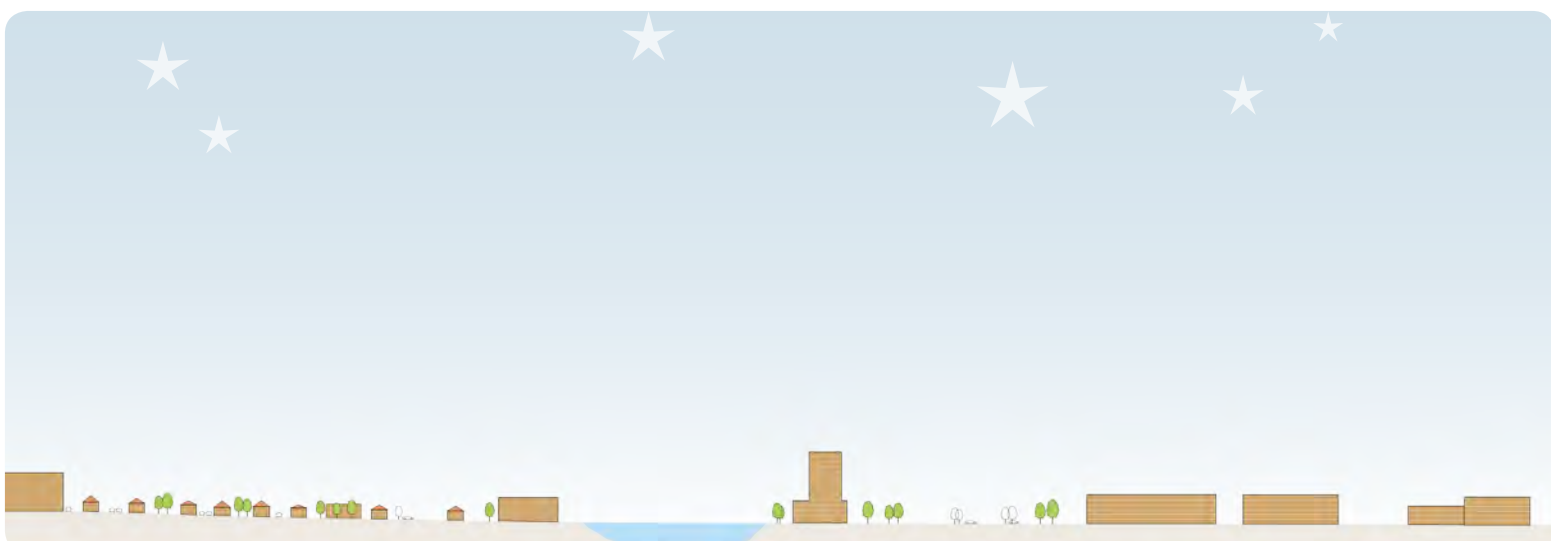
To achieve this vision the masterplan illustrated opposite is based around local neighbourhoods, providing convenient access to important services and amenities.

Ginger bread people are known for eating a little too many sweets and cakes – these neighbourhoods are great for cycling, walking and travelling around to keep them healthy! There is an easy-to-navigate hierarchy of streets, with well-defined blocks and the city is served by a good public transport system.

The Gingerbread people are star bakers and highly skilled builders – there are numerous local and city-level landmarks that draw the eye, terminating key views, and that also help with way-finding around the City.

The neighbourhoods are set broadly within different character areas, which aim to represent some of the different types of areas found in a successful city. All gingerbread people need a home to live in, no matter how big, small, young, old or how many chocolate coins they have to pay for one – a place to sleep is essential! The character areas provide a range of houses (60% of these are provided by the GCC) and feature differing building heights and densities, appropriate to their role in the City. Flexible rents allow people with different reasons to live in the city. Other forms of housing such as inter-generational co-housing, shared homes for younger people and Extra Care for the elderly all exist too.

As well as the buildings, the public spaces both green and hard-surface, are very important and provide key focal points across the city as well as connections between different character areas, opportunities for play, relaxation, contemplation and social interaction.



Section: Location shown on Illustrative Masterplan opposite



# 6 Planning Policy and Urban Design

## Introduction

Development in Gingerbread City has been carefully overseen by the Gingerbread City Council ('GCC') since the City's inception.

This chapter sets out the GCC's expectations of new development in the City, with policies providing guidance on specific topics. The GCC are champions of high quality and bold design and have always aimed to allow the fabric of the city to evolve in a creative and organic way. In light of this the GCC have created this guidance to be as flexible as possible, allowing freedom to create imaginative new developments that respond well to the context.

To deliver this vision, the GCC have developed a masterplan for the city with input from many of the Gingerbread City residents to ensure an appropriate range and balance of uses. Detailed 'plot passports' have been written to set out additional detail for each development plot. The policies below are intended to supplement the masterplan and plot passports.



## Planning Policy

### Policy GP1: Character Areas

Gingerbread City has designated character areas that reflect the history of the city. The GCC support innovative and imaginative design in all parts of the City, but encourage developments to reflect the character area they are in. For example, a very modern design in the historic quarter or a low-rise building in the City would be discouraged. A summary of each character area can be found in part 4 of this document.

### Policy GP2: Height

The GCC has chosen to limit the building heights in different areas of the city to preserve the local character and protect important views across the City. The GCC require all new development to respect the maximum height prescribed for each plot in the relevant plot passport. A storey in a typical Gingerbread City building is 3 cm to 4 cm, but there is scope for some flexibility if required by design (and baking accuracy).

### Policy GP3: Use

The GCC have developed a masterplan for Gingerbread City, splitting the city into individual development plots. The GCC require proposed development to be consistent with the use prescribed by each plot's development passport.

### Policy GP4: Plot Boundaries and Base

The Urban Design Concept Plan sets out red line plot boundaries. The GCC requires new development plots to meet the following criteria:

1. Each building should sit on a rigid base to allow each building to be moved around easily;
2. The base must match the shape of the plot boundary;
3. To make sure adjacent plots fit together, please cut the base plate 15mm smaller on each side to allow for some flexibility. For example, if the masterplan shows a plot as measuring 400mm x 400 mm square, please make the base plate 370mm x 370 mm;
4. The base should be a maximum of 10mm deep.



### Policy GP5: Plot Layout

The urban design concept plan shows building zones in dashed blue lines, as well as approximate building footprints. Buildings must sit within the build zone for each plot, but there is a certain degree of flexibility for the building footprint, as long as Policy GP6 is applied for key frontages. The rest of the plot outside of the building zone but within the plot boundary can be used for landscaping, public realm or other appropriate uses.

### Policy GP6: Frontages

Gingerbread buildings should be well articulated and carefully designed to form part of an overall street context, especially where buildings face onto a main street. Please follow the key frontages set out in the urban design concept plan to ensure a consistent building line.

### Policy GP7: Landmark Buildings

Landmark buildings are shown on the urban design concept plan as a yellow star. These are highly articulated and eye-catching buildings that are key features of the city.

### Policy GP8: Roofscapes

Roofscapes in Gingerbread should be varied and engaging since the city will be primarily be viewed from above.

### Policy GP9: Transport and Car Parking

The GCC have invested heavily in multi-mode public transport for Gingerbread City. Few Gingerbread citizens own private cars and typically move around the city using a combination of trains, trams, buses, bicycles or walking. There is therefore little requirement for private parking spaces on new developments and the GCC would not expect any significant number to be delivered.



## Urban Design Policy

### Policy GUD1: Building Materials

The GCC requires all new developments to have the appearance of being entirely edible. Fascia's should be primarily constructed from gingerbread, with edible detailing made from sweets, candy and icing encouraged. Buildings may use non-edible internal supports, but entirely edible construction techniques are encouraged.

### Policy GUD2: Access

The majority of plots in Gingerbread City are accessible from adjacent main streets, as shown on the masterplan. New developments are required to provide an access point to the main street for pedestrians and / or vehicles as appropriate.

### Policy GUD3: Plot Boundary Treatment

The GCC require some flexibility for boundary treatments. For smaller detached properties boundary treatments may be appropriate, for larger properties in urban areas boundary treatments will generally be unnecessary. close proximity boundary treatments may be inappropriate. Please see plot passports for additional information.

### Policy GUD4: Circulation Spaces

In addition to the Main Streets, there are also smaller gaps between buildings, outside of the building zones. In some cases, these spaces should be treated as smaller side streets that are primarily pedestrianised. Please see individual plot passports for further details.

### Policy GUD4: Public Spaces

A network of urban parks will be provided, as shown on the masterplan outlined in yellow. Developing this space as quality urban green spaces with landscaping is encouraged, using edible products to create a pleasant environment for gingerbread people to rest, relax and play.

### Policy GUD4: Pedestrian Connections

The masterplan sets out additional pedestrian connections using pink dashed arrows. In some cases, these cross adjacent plots. Developers are required to observe the building zones set out on the masterplan and design the pedestrian connections to link up with adjacent plots.



# 7 Sample Plot Passport

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## Plot Passports

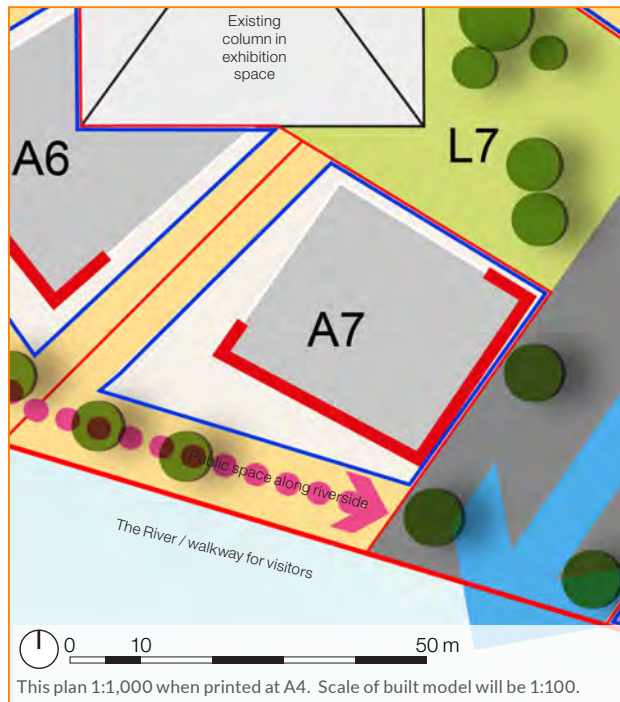
The masterplan provides information on the general layout of the city, plot boundaries and approximate building and open space footprints.

'Plot Passports' have been prepared for each plot to supplement the masterplan. Each passport provides key information on the use, minimum and maximum heights of development on the plot, as well as more detailed information on the primary frontages, access, boundaries and adjacent uses.

Whilst the masterplan and planning policy have been prepared to allow as much design flexibility as possible, the plot passport will identify key design considerations to make sure each plot sits as coherently as possible with the next.



## Plot Passport



### Key

<span style="border: 1px solid red; display: inline-block; width: 20px; height: 10px;"></span>	Plot boundaries	<span style="background-color: #90EE90; display: inline-block; width: 20px; height: 10px;"></span>	Green spaces
<span style="border: 1px solid blue; display: inline-block; width: 20px; height: 10px;"></span>	Building development zone	<span style="background-color: #FFD700; display: inline-block; width: 20px; height: 10px;"></span>	Public realm
<span style="background-color: #808080; display: inline-block; width: 20px; height: 10px;"></span>	Indicative buildings	<span style="display: inline-block; width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-bottom: 10px solid green;"></span>	Large trees
<span style="background-color: #FFB6C1; display: inline-block; width: 20px; height: 10px;"></span>	Building with retail at ground floor	<span style="display: inline-block; width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-bottom: 10px solid blue;"></span>	Main streets
<span style="border: 2px solid red; display: inline-block; width: 20px; height: 10px;"></span>	Key frontages	<span style="display: inline-block; width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-bottom: 10px dotted pink;"></span>	Additional pedestrian connections
<span style="color: yellow;">★</span>	Landmark buildings	<span style="background-color: #D3D3D3; display: inline-block; width: 20px; height: 10px;"></span>	Walls and columns of exhibition venue

Note: In addition to the plot information provided here, please also ensure that you comply with the Planning Policy for Gingerbread City, as well as the associated masterplans and Character Area guidance. Please pay particular attention to how this plot sits alongside adjacent plots and within the character area.

## Plot A7

### Mixed Use Tower

#### Plot A7 Key Design Points

A mixed use tower, likely to incorporate (but not restricted to) office space, a hotel and private flats.

One of the tallest and most prominent buildings within Gingerbread City.

Public realm with pedestrian connectivity runs along the river front. Quality public realm encouraged, with connectivity to adjacent plots.

Please adhere to the key frontages to ensure consistency along the river frontage.

#### Plot requirements

Use	Mixed use
Character Area	Pancake Rise
Min Height	20 Storeys (c. 80 cm)
Max Height	25 Storeys (c. 100cm)
Primary Frontage	South-east facing onto main street and south-west, fronting onto public space along the riverside, and the river.
Access Points	<p><b>Pedestrian:</b> Primary access for pedestrians required to adjacent main street and riverside, with secondary access from open space to north-east.</p> <p><b>Vehicle:</b> No access required for vehicles.</p>
Boundary	Key frontages directly onto street and public space along riverside. No boundary treatment required to ensure plot integration.

#### Adjacent Uses

Plot	Use	Height (Storeys)	Primary Frontage
A6	Mixed use / residential	20-25	South-west
L7	Landscaped public open space	N/A	N/A

## 8 Plot categories

Depending on the type of usage, the size of the plot and the prominence of its location and surrounding, different price categories have been allocated.

- \* **Head Chef (Type A - most expensive):**  
Landmark buildings, high-rise towers, large prominent buildings and locations within the shop front window.
  - 12 plots
- \* **Executive Chef (Type B):**  
Larger plots with prominent location.
  - 40 plots
- \* **Sous Chef (Type C):**  
Smaller plots with mainly residential use.
  - 23 plots
- \* **Cook (Type D):**  
Small suburban residential plots.
  - 37 plots
- \* **Master Baker (Type L):**  
Landscaping Plots (a range of size and location)
  - 15 plots

Note: Details of plot prices can be found on the Gingerbread City website:

[www.thegingerbreadcity.com](http://www.thegingerbreadcity.com)

Don't delay! Secure the tastiest plots now in some of the greatest locations across Gingerbread City!

There will be awards for the most original, creative and interesting designs. An award will be given to the winner of each category for the building that receives the most votes and helps MoA's fundraising drive.

Each vote will bring in £5 for MoA and allow us to create more programming and opportunities for both architects and the public, so don't miss this opportunity to add some Gingerbread awards to your trophy cabinet!





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# 9 Hints and Tips for Construction

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## Design quality

The Gingerbread City Council are very interested in promoting the design quality and sustainability of new buildings, ensuring they live a long life. Luckily the gingerbread people are master bakers but remember the materials used need to last in the exhibition for 17 days and be baked to the highest quality. Melted sweets can make good windows – just crush them up and bake them with the gingerbread to seal them in, add them towards the end of the bake and check regularly to ensure they don't burn.

## Looking Tasty

Remember: the GCC requires all new developments to have the appearance of being entirely edible. The buildings should be primarily constructed from gingerbread, with edible detailing made from sweets, candy and icing encouraged. Buildings may use non-edible internal supports, but entirely edible construction techniques are highly encouraged!

## Built to last

Structural strength will be important so practicing with pre-made gingerbread kits could be a good way of experimenting and building your construction skills!

We encourage you to research and test your own recipes for creating your gingerbread pieces. As a guide the recipe overleaf should create a mix that is structurally strong.

The recipe for the walls should create hard biscuits. It should not be soft or cake-like. Avoid using baking soda in the recipe as this can make the biscuits softer and lighter.

Three-dimensional shapes could perhaps be created by shaping biscuit mix around a mould before baking.

## Unique

To develop the unique character of the City, all designs should be specific to the Gingerbread City and not plagiarised from elsewhere. There will be awards for the most original, creative and interesting designs. We look forward to seeing some truly experimental designs!

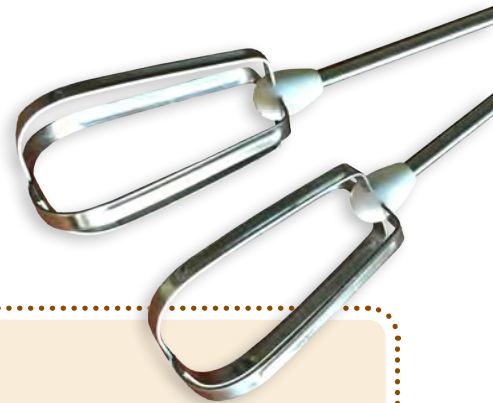
## Modern methods of construction

Ready mixed gingerbread dough is available to buy online in the lead up to December.



Sweets melted into gaps can create effective windows

# 10 A Gingerbread Recipe



## A Recipe for Success

### Preparation time

overnight

### Cooking time

10 - 30 min

### Serves

Makes 1 gingerbread house

### Ingredients

- \* 374g/ 13oz unsalted butter
- \* 300g/10 1/2 oz dark muscovado sugar
- \* 150g/5 1/2oz golden syrup
- \* 900g/2lb plain flour
- \* 1 tablespoon bicarbonate of soda
- \* 2 tablespoons ground ginger

### For the icing

- \* 3 free-range egg whites
- \* 675g/ 1 1/2lb icing sugar, sifted
- \* 3 teaspoons lemon juice

### For decoration and construction

- \* boiled sweets
- \* cake board (Note: To ensure all buildings fit together, this must be 15mm less along each side of your plot boundary - refer to Planning Policy in page 16).
- \* cocktail sticks.

### Method

- 1 Preheat the oven to 200C/400F/Gas 6 (fan 180C).
- 2 Melt the butter, sugar and syrup together in a large pan. Sieve the flour, bicarbonate of soda and ground ginger together into a large bowl and make a well in the center. Pour in the melted butter mixture, stir it in and, when cool enough to handle, knead to a stiff dough.
- 3 Roll your dough out on a sheet of greaseproof paper to 3/4 cm/ 1/3 in thick. Lightly flour the dough and place any stencils you might want to use on top. Use a sharp knife to trace around them, cutting out openings for windows etc. Slide the dough and greaseproof paper onto the baking trays.
- 4 To create features such as an open door, you should cut out these pieces separately and place them onto separate baking trays.
- 5 Bake the gingerbread for 7-8 minutes.
- 6 Meanwhile, place the boiled sweets in a pestle and mortar and crush to a rough sand texture.
- 7 Remove the gingerbread from the oven. Trim the windows if the mixture has spread and sprinkle the crushed sweets into the windows. Return to the oven and continue to cook for 3-4 minutes, or until the sweets have melted and the gingerbread is firm. Remove from the oven and leave to cool for a few minutes, and then trim around the templates again to give clean, sharp edges. Leave to cool completely.
- 8 For the icing, whisk the egg whites in a large bowl until frothy. Using a wooden spoon or a hand-held electric mixer on slow speed, add the icing sugar a tablespoonful at a time. Stir in the lemon juice and beat the icing until it is very stiff and white and stands up in peaks. Cover the surface with a damp cloth if not using immediately.
- 9 Spoon six tablespoons of the icing over your base / cake board, which has been cut to fit within the site of your plot, and using a palette knife spread the icing to cover the board to create a base to stick the house on to.
- 10 Pipe some icing along the wall edges of your building and join the house together on the iced cake board. Stick other features, such as a front door, in place with icing. Leave the icing to dry and harden for a minimum of four hours, but preferably overnight.
- 11 Cocktail sticks can be useful to help attach some pieces, such as roof sections. Cut the pointed ends of the cocktail sticks into 1cm/1/2in pieces. Push the blunt end of the cocktail stick pieces into the edges of the front and back of the house, leaving the pointed ends sticking out to act as peg supports to attach the roof. Pipe icing between the cocktail sticks and fix the roof panels onto the walls. (Remember to remove any cocktail sticks if the building is going to be eaten).

Recipe taken from:

[www.bbc.co.uk/food/recipes/mary\\_berrys\\_gingerbread\\_91126](http://www.bbc.co.uk/food/recipes/mary_berrys_gingerbread_91126)



# 11 Gingerbread house making workshops

Families and children will be encouraged to join in with our house making workshops, where they can build their own gingerbread house!

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These workshops will take place in the lower ground floor, and take place twice a day between the 8th - 22nd December.

**Morning: 11:00am - 1:00pm**

**Afternoon: 3:00pm - 5:00pm**

Cost:

**£20 for parent and child**

**£30 for parent and two children**

At each workshop we will provide:

Ready made gingerbread, icing and sweets to make one house per child.

Schools and groups are welcome to enquire about group rates via the following email:

**[info@museumofarchitecture.org](mailto:info@museumofarchitecture.org)**

Tickets can be bought at:

**[www.thegingerbreadcity.com](http://www.thegingerbreadcity.com)**

We encourage participating architectural practices to volunteer to help us run the gingerbread house making workshops to help educate children and families about the importance of engaging with architecture to better understand the world around us.





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## Museum of Architecture

Pop up address:  
10 Thurloe Place  
London  
SW7 2RZ



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## Tibbalds Planning and Urban Design

19 Maltings Place  
169 Tower Bridge Road  
London  
SE1 3JB  
tibbalds.co.uk

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## Gingerbread City dates:

7th - 22nd December  
Open from 10am - 7pm

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## Nearest tube stations:

South Kensington and Knightsbridge

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[info@museumofarchitecture.org](mailto:info@museumofarchitecture.org)

[museumofarchitecture.org](http://museumofarchitecture.org)

[thegingerbreadcity.com](http://thegingerbreadcity.com)

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