

5.0 URBAN QUARTER DESIGN PRINCIPLES

Introduction

This chapter is organised on a quarter by quarter basis. Within each quarter, both Principal and Secondary routes and spaces are addressed in terms of specific design principles. Principal Routes and Spaces along with Secondary Routes and Spaces are based directly on the Movement and Crossings Framework discussed in chapter 4.

Each quarter section follows the following structure:

- Existing Character
- Proposed Character
- Public Realm Vision
- Design Principles
- Principal Routes
- Principal Spaces
- Secondary Routes and Spaces

Existing Character

The description of existing townscape character in each of the proposed urban quarters draws on the Character Appraisal of Ashford Town Centre undertaken by Chris Blandford Associates in February 2004 and the follow up Ashford Town Centre Character Appraisal carried out by Alan Baxter and Associates in November 2005. It is this later document which has been used as the primary source and a diagram of the 12 existing character areas identified therein is included (over the page) for reference in the context of the urban quarters.

Where areas of the proposed town centre extension fall outside of the November 2005 Ashford Town

Centre Character Appraisal, a brief description of the existing character has been included.

Proposed Character

The description of proposed townscape character and land use for each of the urban quarters draws on the Ashford Town Centre Development Framework prepared by Urban Initiatives. A diagram showing the six urban quarters is included (over the page) for reference.

Public Realm Vision

An aspirational statement for each urban quarter takes forward the concept of the 4 connections – Physical and Visual, Interpersonal, Environmental and Cultural – as set out in chapter 2.0. The statement describes how each of these four elements combine to establish a clear, unique and recognisable identity for Ashford and help deliver attractive, useful spaces which act as a cohesive force in development of richer and deeper community relationships.

Design Principles

The vision statement sets the scene for the development of more specific guiding principles for the hierarchy of streets, routes and spaces (as identified in the ATCDF) plus other (local neighbourhood) spaces and routes which fall within or influence each of the urban quarters.

A supporting diagram has been included for each of the quarters to broadly indicate where these

principles might apply as guidance for future policy and development.

Then following on from this, specific elements that make up the town are dealt with in the following order:

- Principal Routes
- Principal Spaces
- Secondary Routes and Spaces

with associated key diagrams and images.

Quarters

This chapter is organised around the six quarters and is based on the work from the Ashford Town Centre Development Framework document by Urban Initiatives. These are distinct areas within Ashford that have their own character and identity and form the basis for both the vision and proposed uses.

KEY

- Commercial Quarter
- Civic and Educational Quarter
- Town Centre Core
- Southern Expansion Quarter
- Residential Transition Quarter
- International Station Quarter

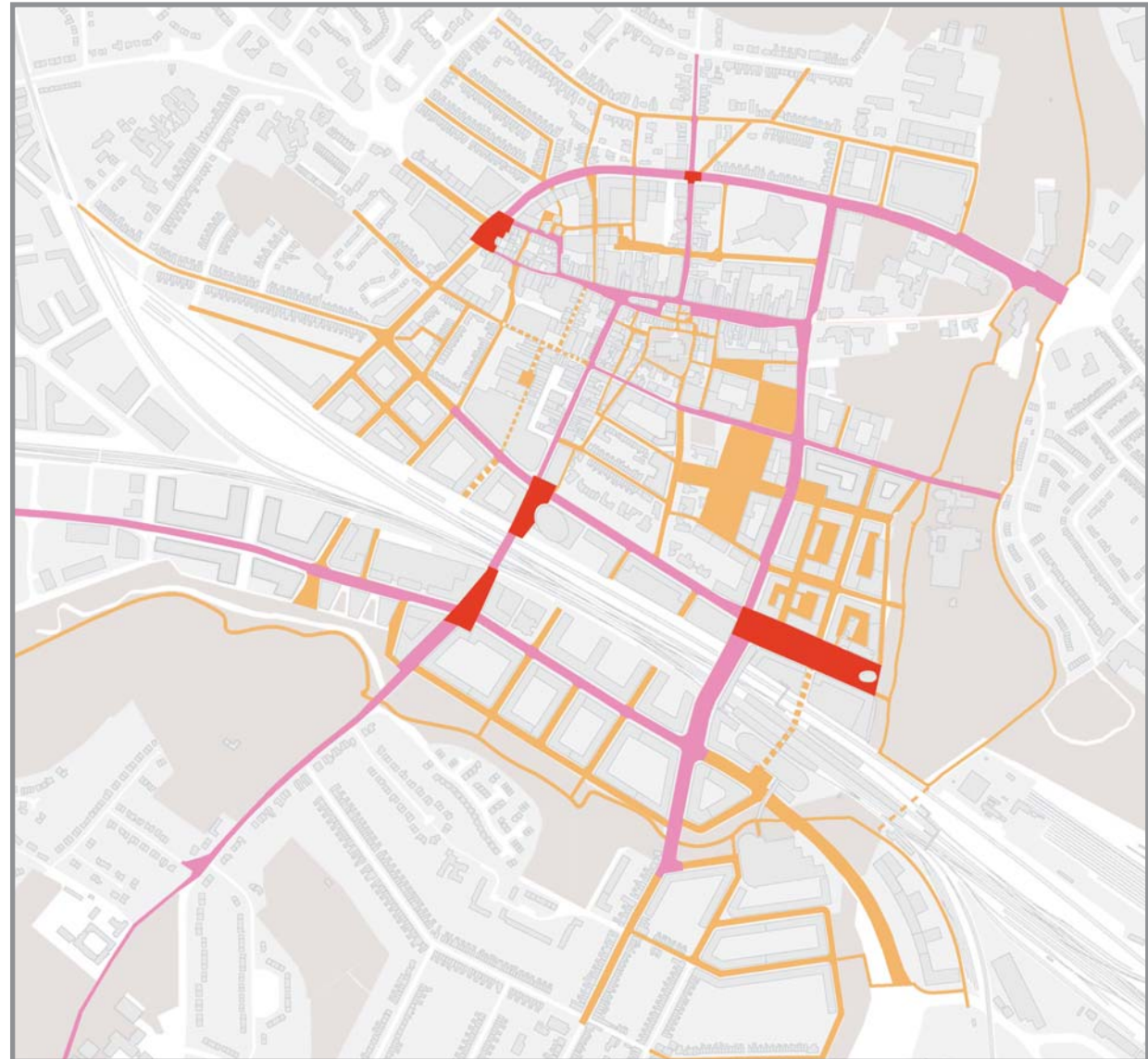
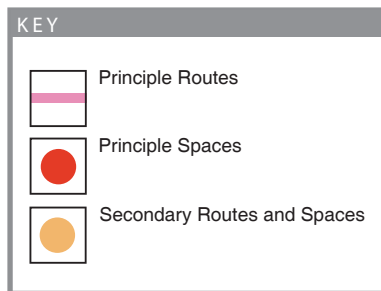


Built Form and Urban Quarters

Principal Routes and Spaces and Secondary Routes and Spaces

Based on the Movement and Crossings Hierarchy Framework Diagram from Chapter 4, this identifies Principal Routes and Principal Spaces and Secondary Routes and Spaces.

To structure the following chapter around the six quarters, these three classifications are used to address each component part of the Streetscape within an appropriate quarter.



Principle Routes and Spaces and Secondary Routes and Spaces