

CONTENTS

1.0	Introduction.....	5
	Aim of Public Realm Strategy.....	6
	Structure Of Document.....	6
	Policy Context.....	6
2.0	The Public Realm Today.....	9
	Historical Development of the Public Realm.....	10
	Streetscape Audit.....	11
	Issues and Challenges.....	14
	Summary.....	16
3.0	Vision for Public Realm.....	17
	Vision Statement.....	18
	Physical and Visual Connections.....	19
	Interpersonal Connections.....	20
	Environmental Connections.....	21
	Cultural Connections.....	22
	Summary.....	23
4.0	Public Realm Framework.....	25
	Introduction.....	26
	Principle Routes and Spaces and Secondary Routes and Spaces.....	27
	Built Form and Urban Quarters.....	28
	Public Realm Priorities.....	29
	Design Objectives.....	30
	Summary.....	32

CONTENTS (CONTINUED)

5.0	Public Realm Design Principles.....	33
	Introduction.....	34
	Movement and the Public Realm.....	35
	Movement and Crossings Hierarchy.....	36
	Movement and Crossings Hierarchy Diagram	37
	Movement and Crossings Hierarchy Definitions.....	37
	Highways and Traffic Legislation	38
	Sustainability.....	39
	Public Art	41
	Lighting	43
	Pedestrian Signage	50
	Advertising.....	52
	Trees and Soft Landscape.....	53
	Waterfeatures and SUDS.....	59
	Street Furniture	61
	Traffic Signs.....	64
	Safety and Security	65
	Traffic Signal Controlled Junctions.....	67
	Special Needs.....	68
	Summary	69
6.0	Urban Quarters Design Principles.....	70
	Introduction.....	71
	Quarters	72

CONTENTS (CONTINUED)

Principal Routes and Spaces and Secondary Routes and Spaces	73
Commercial Quarter	74
Civic and Educational Quarter	82
Town Centre Core	91
Southern Expansion Quarter	107
Residential Transition Quarter	119
International Station Quarter	129
Summary	138
7.0 Maintenance and Management	140
8.0 Implementation.....	145
Appendix A - Policy Context	147
Appendix B - Streetscape Audit	151
Appendix C - Case Studies	157
References.....	176

1.0 INTRODUCTION

Ashford has been identified under the Office of the Deputy Prime Minister's (ODPM) Sustainable Communities Plan as one of the major growth areas in the South East region. New development, together with an expansion of services, leisure and retail is to be met within the existing urban envelope of Ashford.

The importance of the town centre in this expansion is fundamental. Allied to development must be an improvement in the quality of the public realm. Ashford's Future Delivery Board has acknowledged the importance of a comprehensive and innovative approach to implementing highest quality design to all new and existing areas of the public realm.



Aim of the Public Realm Strategy

The main aim of the Public Realm Strategy is to ensure that all aspects influencing the public realm throughout the town centre set out best practice, new standards and a style, that improves the overall quality of the external environment. Improvements to the public realm should create a sense of civic

pride, local distinctiveness and a positive identity that generates social and economic confidence.

It is intended that the Public Realm Strategy be formally adopted as a Statutory Planning Document and Corporate Policy. To this end the Public Realm Strategy will apply to private developments where there is public access or where the development is likely to have an impact on the public realm.

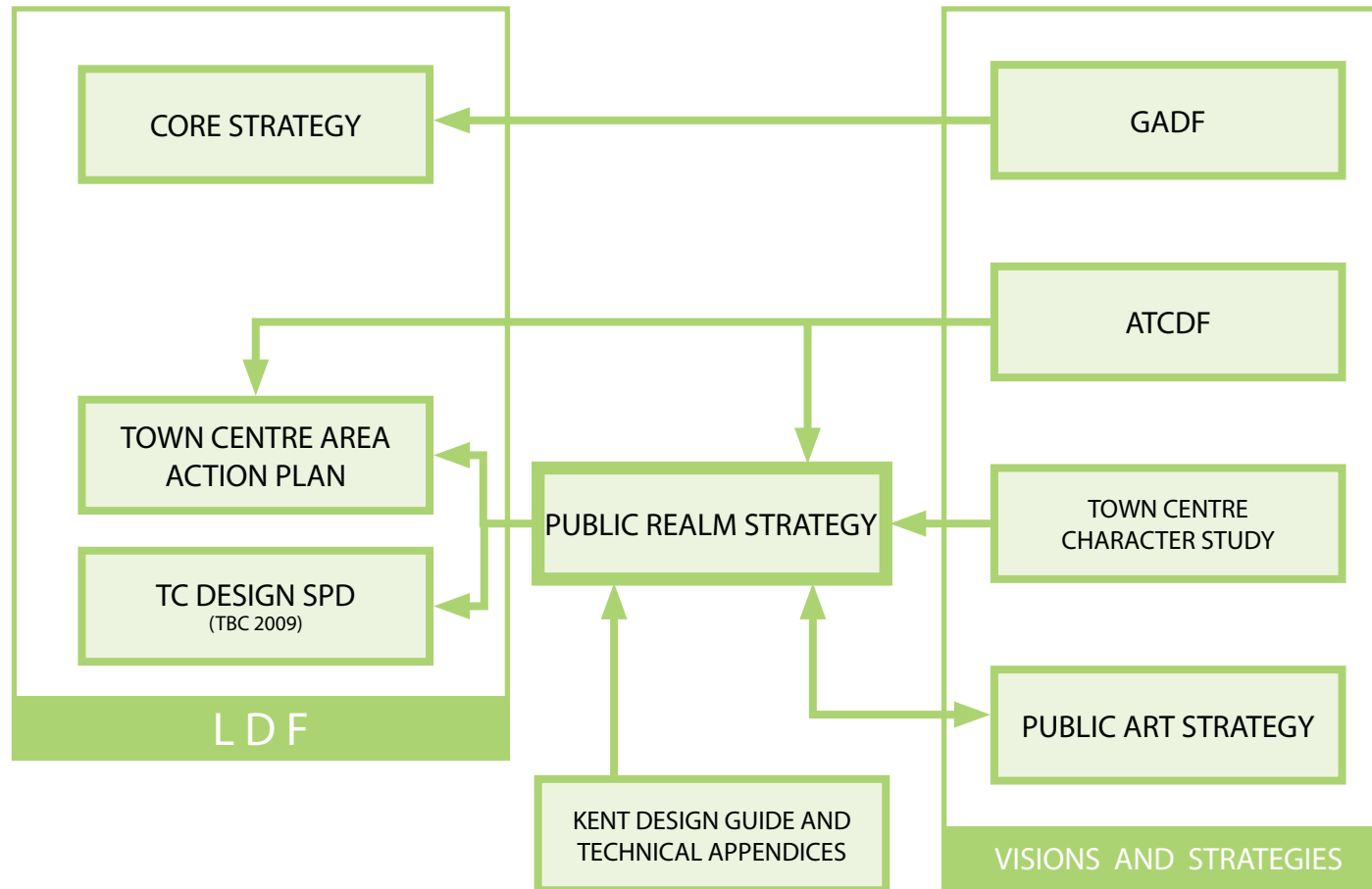
Structure of the Document

The Public Realm Strategy begins with a general introduction looking at policy influence, the vision for the Public realm, design principles and then design guidelines for the 6 different quarters of Ashford. This document is designed to be read in conjunction with a stand alone document detailing guidance on materials, street furniture and planting.



Policy Context

Planning has always been concerned primarily with the quality of the environment. The Public Realm Strategy is set within the context of policy ranging from the global to the local scale. The following diagram summarises the local context. A full discussion can be found in Appendix A.



Local Policy Context Diagram

