10.0 LANDSCAPE STRATEGY

Existing Park Farm landscaping

Hard and soft landscape integrated with urban design framework

Furniture as used in existing Park Farm

10.0 LANDSCAPE STRATEGY

10.1 This section describes the key landscape, and ecological concepts within the proposed development. It explains how the landscape and ecological proposals respond to the setting and landscape character of the area – its environmental capital.

Background

10.2 The landscape and ecological proposals have been prepared taking account of the habitat creation and natural conservation, green corridor action plan, listed buildings and landscape enhancement policies as set out in the Local Plan.

Design Philosophy

10.3 The landscape design principles can be summarised as follows:

- To establish a landscape and urban design framework using the retained and protected natural features of wood and water, suitably reinforced to provide a mature and attractive setting for the mixed use development;
- To create a hard and soft landscape framework which responds to the existing and proposed character of the area;
- To create a series of spaces within the development areas which provide identity and focal points through scale, materials, aspect and outlook;
- To create a series of open spaces both within and on the boundaries of the development in order to meet the recreational needs of the residents;
- To protect the retained hedgerows and woodland area during the construction work;
- To retain and protect the dyke system which falls within the South Willesborough Dykes Site of Nature Conservation Interest (SNCI);
- To maintain and extend the existing public footpaths which cross the site, the routes being altered to follow the streets and landscaped corridors across the site;
- To provide a planted boundary to filter views and provide enclosure to the proposed development areas;
- To identify positive land uses for those areas which fall outside the area proposed for built development;

- To ensure that there are no increases in land levels within the undefended 100 year floodplain as agreed by the Environment Agency;
- To establish a range of hard and soft landscape materials and site furniture which will enhance the overall landscape objective of creating an easily understood and attractive environment for the development;
- To have regard for any areas of archaeological importance;
- To retain and enhance the ecological value of the area; and
- To set out proposals for the long-term management and maintenance of the hard and soft landscape areas in order to ensure that the proposals achieve their design intentions.

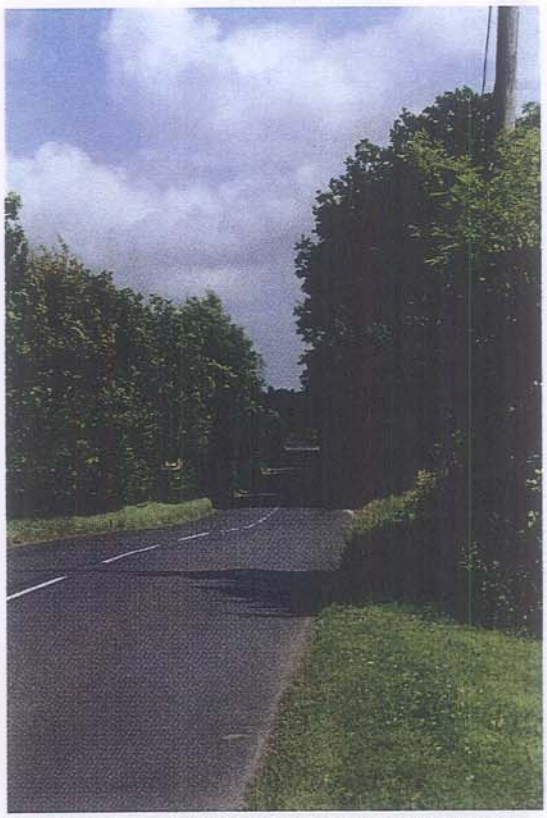
Tree planting in urban spaces

10.4 The landscape strategy has been based on the retained landscape features to provide areas of new tree and shrub planting as illustrated on Figure Eleven. The ecological diversity of these areas will be enhanced through management. A more detailed strategy including phasing, implementation and management will be agreed in the Environmental Minimum Requirements document.

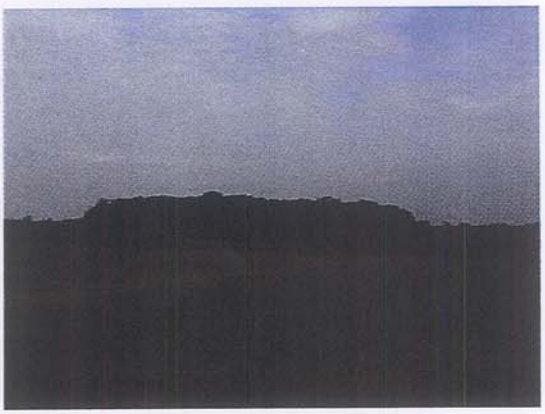
10.5 Selected hedgerows will be reinforced and widened through new planting to create landscape areas which will break up the scale of development areas; provide clearly defined edges to the different phases; provide enclosure to the development areas and form a base for the pedestrian network of walks and rides across the site. Areas of existing woodland would be protected and new areas of woodland proposed as part of these proposals.

10.6 The proposed development will create a series of new urban spaces and the treatment of the hard and soft landscape will respond to the character of the spaces formed. Thus in the urban squares the soft landscape will concentrate on the use of large tree planting set within areas of quality hard landscape materials with only small areas of shrub planting. The planting would be urban in character using a balance of native and ornamental trees and a predominance of ornamental shrubs. The greens and linear open spaces would be created using lawns, changes in level, tree and shrub planting to create a softer image available for informal recreation. The boundaries of the site will be given special consideration in order to create a quality setting for the development and to provide an interface with the retained agricultural land beyond.

Hard landscaping suitable to location



Existing lane planting along Finn Farm Road



Parklane Wood connected with foot/cycle links

10.7 The landscape treatment along the roads would reflect the adjoining landscape character. Thus within the urban area tree planting and limited feature shrub planting will be provided along the roads reflecting the distinct urban character areas, not only to screen the housing from traffic, but also to assist in creating distinctive housing neighbourhoods. Where roads are on the edge of the urban area or cross the floodplain their landscape treatment would be very different. Here a palette of hedges, grass verges and groups of trees would define the edge in character with that which exists. The species used would be primarily native.

10.8 Advance planting of trees to create the landscape structure will be undertaken where appropriate in order to achieve more mature trees at the time of occupation and earlier definition of the development. The designs will reflect and reinforce the existing site characteristics through the creation of greens, squares and open spaces and the use of contouring planting and hard and soft landscape design.

10.9 New planting will provide a framework of larger tree species adjacent to the major roads, in open spaces and along the primary footpaths/cycleways. Smaller ornamental species may be used within the housing groups and in sufficient concentration to provide a foil to the built development. The use of ground cover plants and thicket shrubs will provide contrasting texture and simplify maintenance around trees, on steep slopes and on areas too small to be grassed.

10.10 Areas of important wildlife habitat will be protected. New planting will use indigenous species to extend and enhance the ecological and conservation value of the area especially adjacent to the SNCI where buffer planting is proposed for the boundary treatment. Bridges and dykes will be designed to allow the passage of fauna.

10.11 Planting on the banks of the ditch and other wet areas are to be predominately native marginal plants. The siting, layout of the proposed play and recreational facilities and the type of material to be used will be discussed and agreed with the Leisure and Community Services Manager.

10.12 The hard landscape materials will vary according to location and function. Variations in surface texture are proposed to define the different functions of paved areas, such as roads, footpaths and parking areas. Street lighting and other street furniture will be chosen for their quality and suitability. Boundary treatments will be undertaken using a combination of brick walling, fencing, railings and hedge planting, as appropriate, and relating to the specific character areas. The details will be set out in the Environmental Minimum Requirements document.

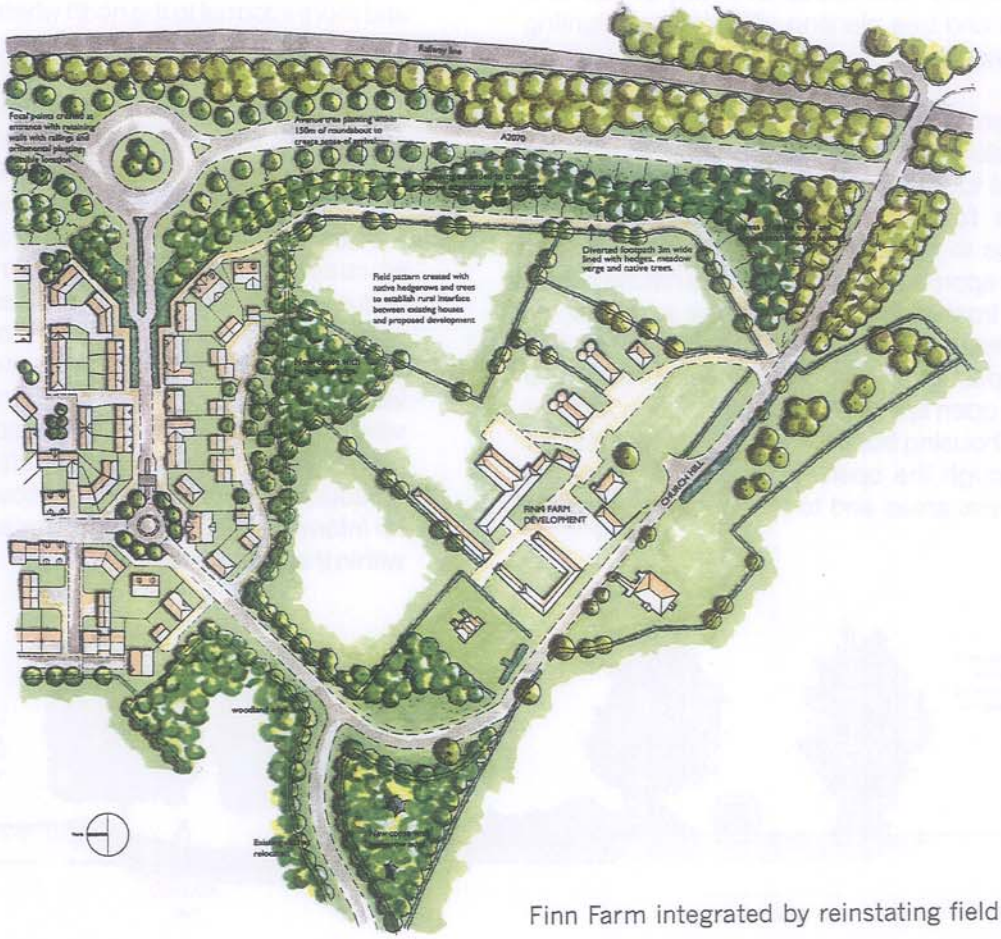
Development at Park Farm South

10.13 The built development will be located on and to the north and east of the low ridge. A new woodland would be created along Finn Farm Road behind the retained and extended hedgerow. A field pattern would be created through hedgerow and trees to the north based on the historic field pattern. Trees will be planted on the southern side of the proposed development in order to frame views and soften the building outline. The open areas of grassland would be used for informal recreation extending the principle of the country park to the west.

10.14 The woodland edge of Parklane Wood will be protected and reinforced with new planting. Parklane Wood has been handed over to the Borough Council as part of the existing Park Farm development. Discussions would be held with the officers to confirm any access points. As part of the existing development officers required that there was no access to the woodland. The layout of the housing in this area will be focused onto the woodland and the footpath and cycleway links which would be located adjacent to the Wood.

10.15 The area to the east of the access road to Finn Farm Road has been designed to respect the setting of the listed buildings. A new field pattern of hedges and trees will be created between the existing and proposed development, reinforced by significant planting, in order to screen views between the properties and also to define areas of ownership and access. It is proposed that access to the fields would be limited to the existing Finn Farm development. It is proposed that a footpath would be provided along the east side of the new development within a well landscaped corridor.

10.16 It is proposed that the frontage with the A2070 Hamstreet Road would be bunded and heavily planted in order to reduce the visual impact of the road and to accommodate any necessary noise protection measures. On the approach to the new roundabout it is proposed that an equally spaced line of trees be planted in order to accentuate the entrance into the development and to assist in speed reduction. The treatment of the entrance roundabout and roadside landscape would be designed to assist in the definition of the entrance into the new village through the choice of species and scale of planting. Surface water drainage is taken to the existing ditch/swale arrangement along the northern boundary of Park Farm East and along the eastern boundary of Park Farm. Landscaping proposals will be consistent with the drainage function.



Finn Farm integrated by reinstating field patterns

Development at Park Farm East

10.17 The development to the east of the railway will be centred on the new rail halt and adjoining local centre. The new residential areas will extend from the local centre to the floodplain of the Ruckinge Dyke.

10.18 The pattern of development to the east of the railway has been determined in part by the retained features of trees and dykes. The layout of roads and footpaths focus the proposed residential areas onto the local centre. The extent of development to the east is contained by the requirement to provide an area for surface water regulation. This area for surface water regulation, agreed in location, size and extent with the Environment Agency, will be developed into a linear park creating pedestrian and visual links between the village greens which are located along this edge. The area of floodplain to the east will be left undeveloped and will be used for casual recreation and an ecological resource. Additional greens, open spaces and urban squares are located within the proposed development.

10.19 A new 'town square park' is proposed to the north of the local centre. This will be a formally designed area of public open space with provision for a neighbourhood play area. The proposal alignment of roads and footpaths will provide direct and safe access from all parts of the residential area. The park will be laid out with areas of lawn, shrub and flowerbeds and tree planting. Seating and lighting will be provided.

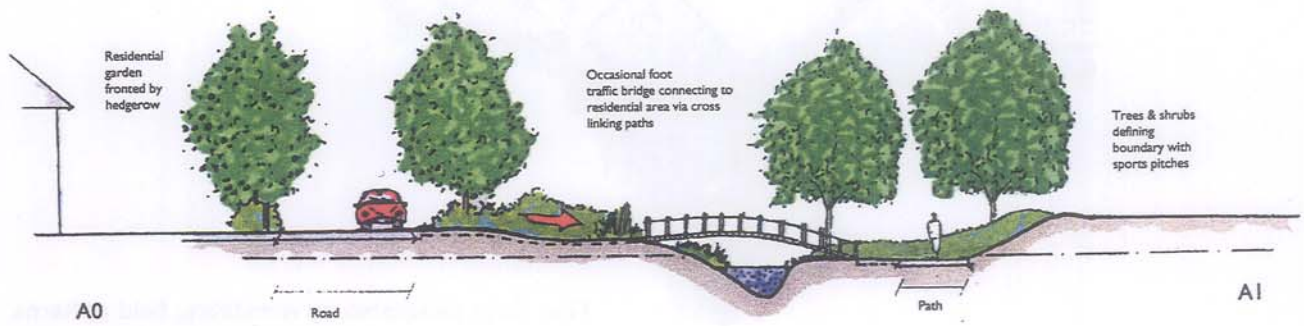
10.20 A linear open space is proposed in the southern part of the development focused on the retained dyke. An informal footpath will run along the side of the dyke with footbridges providing pedestrian connections to the residential area on either side. The design approach will be to create a natural habitat extending from the floodplain in the east into the development with terraced grasslands and new tree and shrub planting. At the northern end of this linear feature the open space will broaden to form a village green with housing fronting onto it. The footpath will extend through the open space providing links to the residential areas and to the footpath system to the east.

10.21 The area required for surface water regulation to the east of the development will be laid out to create a linear park connecting with the greens and other incidental open spaces. The new dyke which runs along the eastern side of the open space will be designed as far as possible to be permanently wet. It will vary in width from just a few metres to up to 7 metres where the open space broadens. The objective will be to create a watercourse similar in character to the other dykes in the area with varied bank profiles and planting of native trees, shrubs and waterside vegetation. Bridges across the dykes, rather than culverts, will facilitate the passage of fauna. A low bank will be constructed on the east side of the dyke above the undefended 100 year floodplain to contain rainfall run-off.

10.22 An informal footpath/cycleway will run through the area to the west of the dyke. Footbridges will be provided to connect the footpath/cycleway with areas to the east which are promoted for informal recreation. The extent of the combined footpath/cycleway will be limited to the central/southern part of the site where there is no secondary/shared surface.

10.23 The area to the west of the dyke will be graded to provide a series of flowing terraces creating a range of habitats from marginal wetlands to dry grass land. Groups of trees and shrubs will be planted along the length of the open space. This planting will be more regular along the area adjacent to the distributor road and more informal to the north where residential areas are in closer proximity.

10.24 The landscape proposals within the streets, squares and greens will be designed to reinforce the urban design concepts for the development. The planting will be limited to trees and feature shrub planting within the streets with shrub and tree planting used in the squares and greens to soften and create shade, texture, colour, enclosure and seasonal interest. The proposed squares will be predominately hard surfaced with paving materials and patterns selected to create visual interest, scale and function. The proposed village greens will be softer in appearance with a higher proportion of soft landscape materials, contouring planted enclosure. Provision will be made for informal sitting areas and play areas for under 5's within the village greens.



Section through dyke

10.25 A major area of open space will be provided out of the floodplain and to the north of Church Hill for use for active recreation including sports pitches, multipurpose hard areas, together with a sports pavillion providing changing facilities. A local play area will also be provided to complement the other recreational facilities. Trees and shrubs will be planted in order to create a quality landscape setting for the recreational area.

10.26 The area between the new dyke and Ruckinge Dyke will be laid out for informal recreation with wildflower grasslands and intermittent hedge and shrub planting.

10.27 The area of land between the Ruckinge and Bilham Dykes currently in intensive farmed use could be laid out with grass and wild flower seed mixes to provide informal recreational and ecological areas. The area to the south will be laid out primarily for informal recreation with a network of footpaths located to enable maximum interest. The area to the north beyond the spine road crossing will be sown with wildflower grass and managed to maximise its ecological value. Road links across the floodplain will be similar to the existing road crossings, with side ditches and hedgerows, and high embankments will be avoided. Public access to the area north of the road crossings will be restricted.

10.28 The landscape treatment on the residential boundaries facing onto the landscape corridor will consist of groups of trees and shrubs filtering views to the development and creating a positive interface between the built development and the natural landscape beyond. This quality will be reinforced through the layout of the proposed residential areas with the houses fronting onto the landscape area. Existing areas of trees and shrubs will be retained and reinforced with new planting of indigenous species.

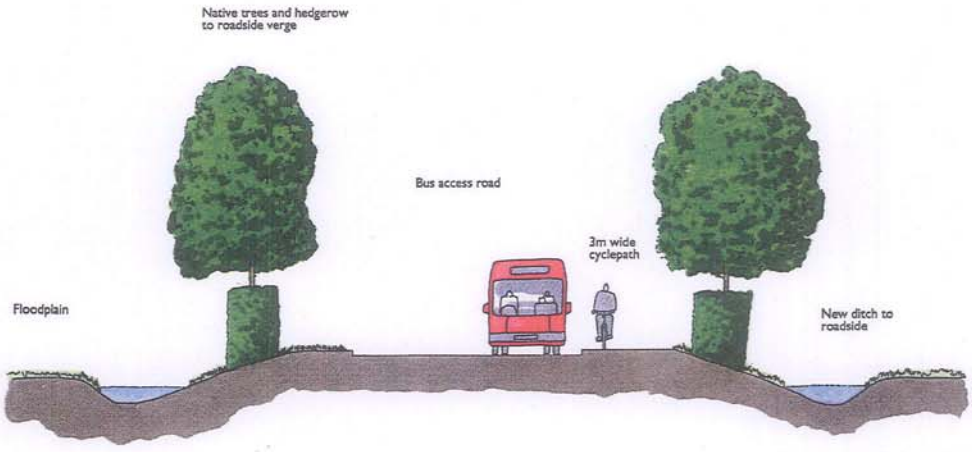
10.29 The landscape treatment along the proposed access linkages across the floodplain will be similar in treatment to the existing roads crossing over the floodplain with native hedgerows and trees planted on either side of the road.

10.30 Hard landscape materials used will be selected from a restricted palette and coordinated to create visual unity and integrity. Lighting, if necessary, will be carefully considered with heights of columns and fittings selected to prevent upward and side glare and avoid dominance and intrusion within the landscape. The details of this will be set out in the Environmental Minimum Requirements.

10.31 Soft landscape works will be undertaken using a range of plant stock in order to create a variety of age structure within proposed woodland areas and more mature planting in the urban areas in order to provide greater immediate impact and vandal resistance. The species will be selected according to their proposed location and function. Native species, using stock of local providence where possible, will be used to create the areas of new woodlands, and hedgerows and along the dykes. Ornamental species will be used predominately within the village settlement and will be selected to provide year round colour and interest.

Management and Maintenance

10.32 The proposals for maintenance of the hard and soft landscape will provide for the long term management and maintenance of the areas so that the design intentions are fully realised and a quality and well looked after scheme results. Proposals will be made for replacement planting and for maintenance operations in accordance with sound horticultural practice. The method of achieving this will be set out in the Management Plan which will also identify the organisation which would be responsible for the long term maintenance. This will be set out in the Environmental Minimum Requirements document. Preliminary discussions have been held with officers regarding an appropriate mechanism for the future management. This process will continue as part of the preparation of the management plan.



Bus access road

LANDSCAPE AND ECOLOGY

Figure eleven

- Local park
- Water meadow & ecology area
- Water meadow & ecology area with limited access
- Urban squares
- Sports area
- Flood plain
- Existing woodland
- Proposed tree planting
- Grassland
- Water courses/bodies

NORTH

0 100m 400m
40m 200m

Buchanan Consulting Engineers

ALLEN | PYKE | associates

Pelham

Barton Willmore Planning

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11.0 TRANSPORT AND MOVEMENT STRATEGY

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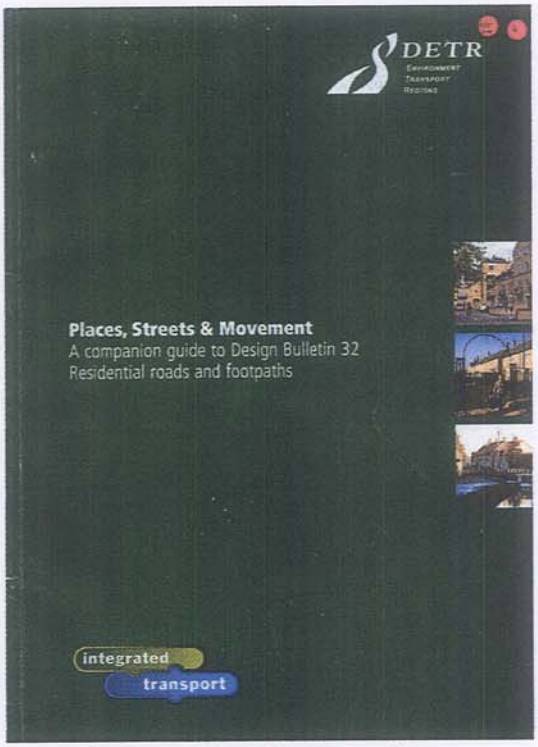
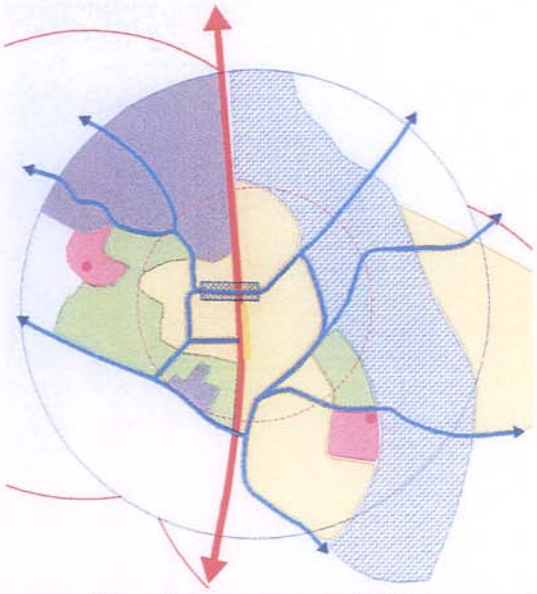


Design Bulletin 32 companion guide
Places, Streets and Movement



Easy walking distance to sustainable transport

Spaces, buildings, roads hierarchy
(People, Places and Movement)

11.1 The transport access and circulation proposals have been developed as an integral part of the Master Plan as a whole. A Separate Travel Appraisal Report (TAR), together with Technical Appendix One, describes the proposals in more detail. The proposals cover all forms of movement and transport within the plan area. They are based on the principles defined in Design Bulletin 32 plus the companion guide "Places, Streets and Movement" and the comprehensive advice contained in Kent Design. The access and circulation proposals follow the principles set out below.

- The promotion of sustainable modes of transport including rail, bus and journeys by foot and bicycle. Direct safe and attractive routes have been identified for pedestrians and cyclists through the development. In addition bus routes have been identified which are within easy walking distance of residential areas and could include sections of bus only routes or where buses have priority over other private motor vehicles to reduce journey times. The scheme includes a proposed new rail halt which is in a location at the centre of the development and is also within easy walking distance of the residential areas.

- The design of highways is integrated with the design of the development as a whole with an emphasis on creating urban quality and a sense of place. Roads fit the spaces created by buildings and extensive areas devoted to roads and their geometric layout are avoided.

- The flow, speed and circulation of traffic is controlled to create a safe residential environment within the housing parcels. In these areas pedestrians and cyclists have priority over motorists. Safety is not considered in isolation and forms an integrated part of the approach to the design of the development.

- All road footpaths and cycleways are designed to ensure safe and convenient use by disabled people.

- The proposed road network provides efficient and safe access for motor vehicles, to irrigate urban streets, to minimise conflict with other users and to avoid congestion. The character of the roads outside the urban area or on the edge of the urban area will reflect the rural road or country lane approach to design and layout.

11.2 All of the proposals have been developed in the context of the existing pattern of movement and the emerging proposals in the South Ashford Transport Study which seek to provide a coordinated approach to transport issues associated with short and long term growth. A fundamental aspect of the Study is an emphasis on the design and implementation of priority bus routes through the development areas. These priority bus routes will be provided at the early

stages of the development and will be particularly focussed on the accommodation bridge and through Park Farm South and East to Cheeseman's Green.

Strategic Context

11.3 The transport strategy for the development has been prepared in the context of the South Ashford Transport Study and is shown as Figure Twelve. A road link from the A2070 Hamstreet Road adjacent to Park Farm across the Hastings railway line to Cheeseman's Green is considered essential to continue towards a satisfactory road hierarchy for South Ashford. A new secondary access from the A2070 Hamstreet Road to serve South Ashford, provides a choice of routes into the area.

11.4 The beneficial use of the existing accommodation bridge provides new opportunities for public transport as identified in the South Ashford Transport Study, and the proposed access from the A2070 Hamstreet Road improves overall highway provision to the Cheeseman's Green area. The proposal introduces a balance to the highway network, spreading the impact of additional traffic generation and helps to achieve an at grade solution for the proposed access with the A2070 Southern Orbital Road.

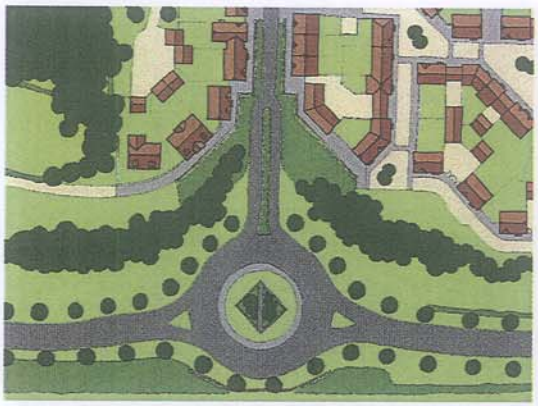
11.5 In addition to creating new public transport opportunities and an element of balance to the highways and traffic situation in South Ashford, an access to the A2070 Hamstreet Road will also allow development to proceed from the south as well as from the A2070 Southern Orbital Road to the north.

11.6 The design of this road has taken into account the need to interface with the adjoining rural road network, including the design and location of junctions and signing.

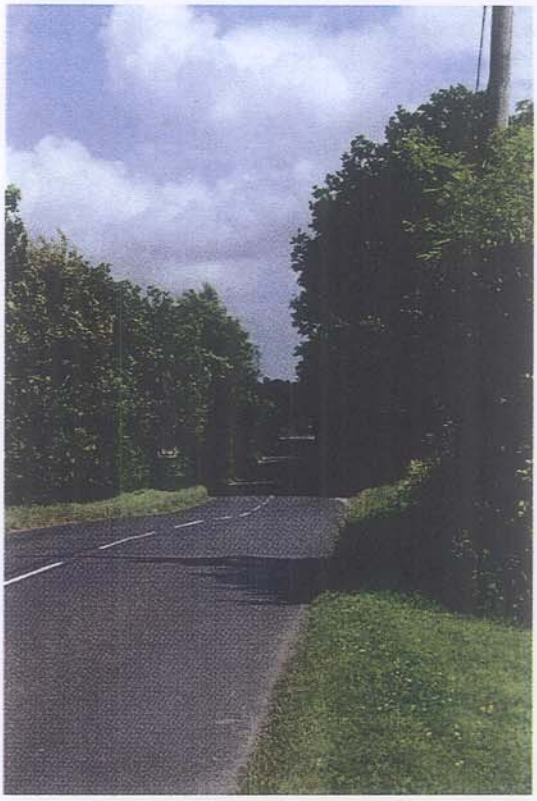
11.7 It is recognised that a traffic management/traffic calming scheme will be required for the rural roads affected by the development, and in particular for Kingsnorth Village and Steeds Lane to the south-east of the site. Rural road corridors identified for assessment are shown on Figure 12. Traffic calming proposals are described in some detail in the Technical Appendix One. From discussions with Kingsnorth Parish Council, it is understood that a traffic signal junction with Ashford Road would also be beneficial.

11.8 As well as constructing the new road bridge to carry Finn Farm Road across the A2070 Hamstreet Road, KCC have also improved the associated section of Finn Farm Road to an appropriate standard.

11.9 Pedestrian usage of the present road bridge is not significant. It is proposed that pedestrians, cyclists and equestrians would be segregated from road traffic, as far as possible, with public rights of way being



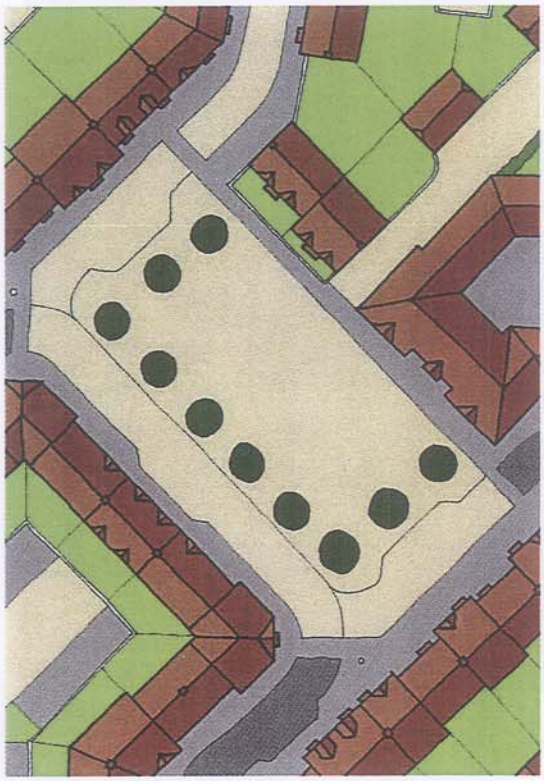
Vehicular access from the A2070



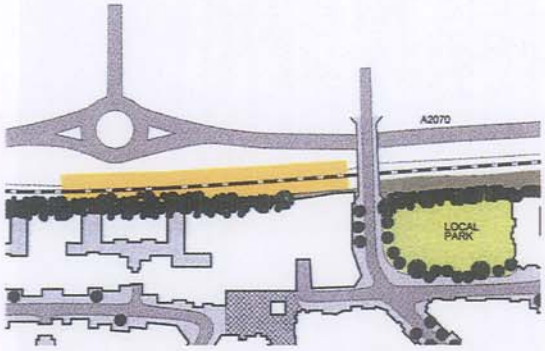
Existing rural road network

Existing bridge over railway line

An accessible bus route central to the scheme



Bus stops located at key urban spaces



New rail halt within 800m walking distance of the edge of the development

modified to suit east-west pedestrian desire lines and new access corridors such as to the proposed Park Farm rail halt and to the Park Farm and Cheeseman's Green local facilities and development areas. These access routes would be focused on the new accommodation bridge constructed by KCC, some small distance north of Finn Farm Road.

11.10 Access from the A2070 Hamstreet Road will take the form of an all movements roundabout constructed effectively on line. The existing A2070 Hamstreet Road is in a 2 metre to 3 metre deep cutting in the area of the proposed junction and the new roundabout would be constructed at a similar level. This will provide a significant measure of screening and containment for the roundabout. The roundabout will act as a speed restraining measure on this section of A2070 Hamstreet Road and will be sized appropriately to suit its nature and function.

11.11 East of the railway bridge, on Finn Farm Road, the existing roads will require some widening, to a target width of 5.5 metres strengthening and improvement as they lead to new roads within the Park Farm East development area. There will also be new road links to the Cheeseman's Green development with a particular emphasis on bus priority for the northern access link.

11.12 The proposed links to Cheeseman's Green across the Ruckinge Dyke/Bilham Dyke floodplain will have roadside ditches and hedgerows and will have a similar character to Finn Farm Road which crosses the floodplain a short distance to the south. The northern link has priority for bus, cycle and pedestrians, if required, in association with the Cheeseman's Green development. All linkages have been coordinated with the Church Commissioners proposed Master Plan for Cheeseman's Green. Matters of flood compensation for these road links have been dealt with as part of the overall flood strategy.

11.13 Rural roads and country lanes have a design target speed of 30 mph. The carriageway has a target width of 5.5 to 6 metres. Verges, footways and cycleways are provided as required to complement the urban design strategy. The location and design of road lighting will be carefully considered and will only be used at necessary locations with the use of anti-glare fittings to minimise the impact on the adjoining countryside.

South Ashford (Park Farm) Rail Halt

11.14 The new Park Farm rail halt will serve South Ashford and in particular the new communities of Park Farm and Cheeseman's Green. In this location such a rail halt will have an operationally efficient spacing on the Hastings railway line between Hamstreet and Ashford. Train frequency and overall services will

improve on the line once the track has been electrified with the potential for upgrading services to Hastings and Eastbourne as part of the current GOSE/ Highways Agency Multi Modal Access Study.

11.15 A two-platform station will be required of sufficient length for a 4-car train unit with up to 300 seats. Pedestrian access between the platforms will be provided and this can be arranged most economically by the use of the new accommodation bridge which has been recently constructed by KCC for farm traffic and the bridleway across the A2070 Hamstreet Road and Hastings railway line. Railtrack have recently been commissioned to carry out a design feasibility study for the halt.

11.16 The rail halt will be developer funded, the final cost being dependent upon the actual site location and the facilities provided, possibly including a shop linked to the local centre which could also sell tickets on an agency basis.

11.17 The main access and parking for the rail halt will be located on the eastern side of the track to avoid passengers crossing both road and rail routes. A car park is provided alongside the station which will be shared with the local centre. Between 50 and 70 parking spaces will be provided for rail users and to serve the local centre facilities.

11.18 The rail halt will be constructed in the later phases of the Park Farm South and East development. The design of the rail halt will be integrated into the layout of the local centre allowing bus passengers to interchange with rail services, as well as providing easy access for pedestrians, cyclists and 'kiss and ride'.

11.19 The layout of the parking and station approach areas will facilitate passenger 'drop-off' zones and waiting areas, plus marked spaces for taxis. Covered parking for cycles and powered two-wheeled vehicles will be provided, to encourage more sustainable forms of transport to the rail halt. The covered parking will be situated adjacent to any kiosk/shop which could be provided at the rail halt to sell consumables and possibly tickets.

Bus Routes

11.20 In addition to use of the bus priority route from Park Farm to Cheeseman's Green across the accommodation bridge, bus routes will be provided through the development to ensure that all development is within 400 metres of a service and that buses are able to offer direct journeys to identified destinations. Priority is given to bus services where possible throughout the development.

11.21 The geometry of the bus routes will allow buses to pass each other in opposite directions. Where possible the bus routes will be 6 metres wide with footways on either side. The verges will be grass or paved with tree planting to help provide some form of buffer between the bus route and adjoining dwellings.

11.22 There will be direct access from the bus routes to property frontages but the number of individual driveways will be limited. Any on-street parking should be provided in bays or widened sections of carriageway which maintain 6 metre wide sections of carriageway free from obstruction. The target design speed for roads within residential built up areas is 20 mph.

11.23 High quality passenger facilities will be provided at bus stops, which will include passenger information systems. These will be designed to integrate with the built fabric and street design, including treatment for the all-purpose vehicle routes in terms of materials, street furniture and layout. The existing core network of real time information systems in Ashford will be extended to key bus stops such as South Square and the rail halt, via contributions to Transport SPG6.

Footpath, Cycleways and Bridleways

11.24 The key objectives of the bridleway/footpath/cycleway strategy as set out in Figure 13 are to:

- Ensure the safety of all pedestrians and cyclists;
- Maintain and where appropriate divert the existing footpaths and bridleways that cross the site;
- Link the residential land parcels with the strategic footpath, bridleway and cycleway network of the development; and
- Provide direct connections to the new local centre and Furley Park primary school.

11. 25 The proposed footpaths and cycleways will be located to provide attractive access within the development and to the network which exists beyond the development areas.

11.26 At Park Farm South it is proposed that the existing footpath running to the south of Parklane Wood would be upgraded to provide a cyclepath connecting to Furley Park Primary School before any of the houses on the site are occupied. The proposals for the diversion of the footpaths and bridleways have been discussed and agreed with KCC and representatives from the Ramblers Association and the British Horse Society. The bridleway at Park Farm South will be diverted to cross the extended country park to the west of the residential area, to run on the south side of Parklane Wood, through the linear area of open

space to connect to the accommodation bridge. At Park Farm East, it is proposed to provide a further bridleway through the area between the new dyke and Ruckinge Dyke. The bridleway from the accommodation bridge crossing will pass through the residential area, before rejoining the existing route within the water meadows. Walkways will be established within the development area linking the houses with the play area and the local centre located to the east.

11.27 At Park Farm East, existing footpaths and the bridleway will be diverted to follow the new streets, square and village greens. Additional footpaths and cycleways will be provided within the development in order to link the community facilities. A new network of paths will be established within the greens, landscape corridor and floodplain in order to allow maximum enjoyment of this resource.

11.28 The route of the diverted and new footpaths and cycleways will follow retained vegetation where possible. The design of development will allow dwellings overlooking the footpaths and cycleways to provide security for pedestrians to encourage routes to be used safely and with confidence. It is important that the ground floor windows of habitable rooms belonging to dwellings overlook the footpath and cycleways. Where gardens do back on to such routes, it is important to ensure that no staggered fence lines are created which result in areas for possible concealment.

11.29 The soft landscape treatment associated with the footpaths will be carefully considered to avoid creating areas for possible concealment and to allow supervision along the route.

11.30 The phasing of construction of the infrastructure will be set out in a programme to be agreed, including relevant trigger levels identified in the Section 106 Agreement. The details of the phasing and proposed materials will be included in the Environmental Minimum Requirements.

Traffic Calming Within Housing Areas

11.31 The urban form arrangement of buildings and road alignment should be the primary means of ensuring that traffic speeds are appropriately low. The combinations of containment by buildings or of landscape and small radii corners are the more effective means of controlling speed. The overall effect should be a narrow perceived carriageway width with views foreshortened to which the driver will adjust by reducing speed. On-street car parking and varying carriageway widths will all contribute to low traffic speeds.

11.32 Physical traffic calming measures should be considered as an integrated part of the design for the area. The following guidelines apply to the design and creation of traffic calming measures:

- They must be effective for all vehicles whilst providing convenient routes for public transport;
- They need to ensure that pedestrians, cyclists and drivers and their passengers are not faced with:

  (i) Unexpected conditions which could constitute safety hazards;
  (ii) Unnecessary discomfort; and
  (iii) Avoidable inconvenience.

- The measures should minimise the risk of traffic noise, exhaust fumes and vibration nuisance from increased acceleration, braking and gear changing;
- Taken together the measures should not create unacceptable conditions for road users; and
- Irregular shaped roads will need to accommodate the appropriate vehicle swept path by demonstration of a track plot. This will be particularly important where there is on-street car parking.

11.33 The position and frequency of traffic calming features, integrated into the overall design layout will play the key role in achieving an average speed of 20 mph or less, required for areas with home zone characteristics Spacing these measures at intervals of more than 60 metres will not achieve the 20-mph average speed.

Highway Materials

11.34 Highway materials and street furniture will be selected from a palette of materials and furniture set out in the Environmental Minimum Requirements document. Treatments for specific areas are set out below.

Street Furniture

11.35 Well designed street furniture will be incorporated into public spaces from the concept design stage in order to enhance identity and interest in public spaces. This will avoid producing clutter and inappropriate siting associated with adding furniture as an after-thought. Methods such as attaching signage to the side of buildings will be used to minimise the amount of furniture and so the potential for clutter. If signposts are used, their impact should be minimised by using the post to hold more than just one sign. Street names and building names should be clearly visible to aid the legibility of the area. All street furniture from seating to signage should enhance the place's character and sense of identity. More formal furniture will be appropriate in the main public square whereas less formality is required on the rural edges.

Squares

11.36 The same or carefully coordinated high quality block material will be used for both footway and carriageway. The carriageway will be defined by choice or combination of drainage channel, low kerb and bollards depending on the type of road and traffic flows.

Streets

11.37 To introduce variety and contrast, concrete paving slabs will be used as a footway material in certain sections of streets within the main residential areas.

Traffic Calming Measures

11.38 The use of surfacing materials is an integral part of the design of certain traffic calming measures.

Transitions

11.39 The entrance to squares or shared surface sections of highway will be marked by transition surface strips in contrasting colour and texture to signal the change in status and context. These transition strips will normally be small unit concrete blocks or setts.

Car Parking

11.40 Car parking will be provided for both residents and visitors in locations which are to be convenient, visually inconspicuous and which limit opportunities for car related crime. The suggested approach to car parking standards achieve a number of objectives including:

- Improved urban character and quality;
- Less car dominated environments;
- Encouraging more sustainable forms of transport by making it less convenient in some circumstances to park cars close to home; and
- More efficient use of land.

11.41 Car parking standards take account of variations in household size and potential car ownership and vary according to the number of bedrooms in a dwelling. The need to provide car parking within streets, squares or landscaped areas as an integrated part of the character of the development is also required.

11.42 The number of car parking spaces to be provided within the development will be demand based. Given the transport sustainability credentials of the development explained above, the target car parking figures will be below the standards given in the Ashford Borough Local Plan, which are maximum standards, and will be at or below the average car parking standards set out in PPG3.

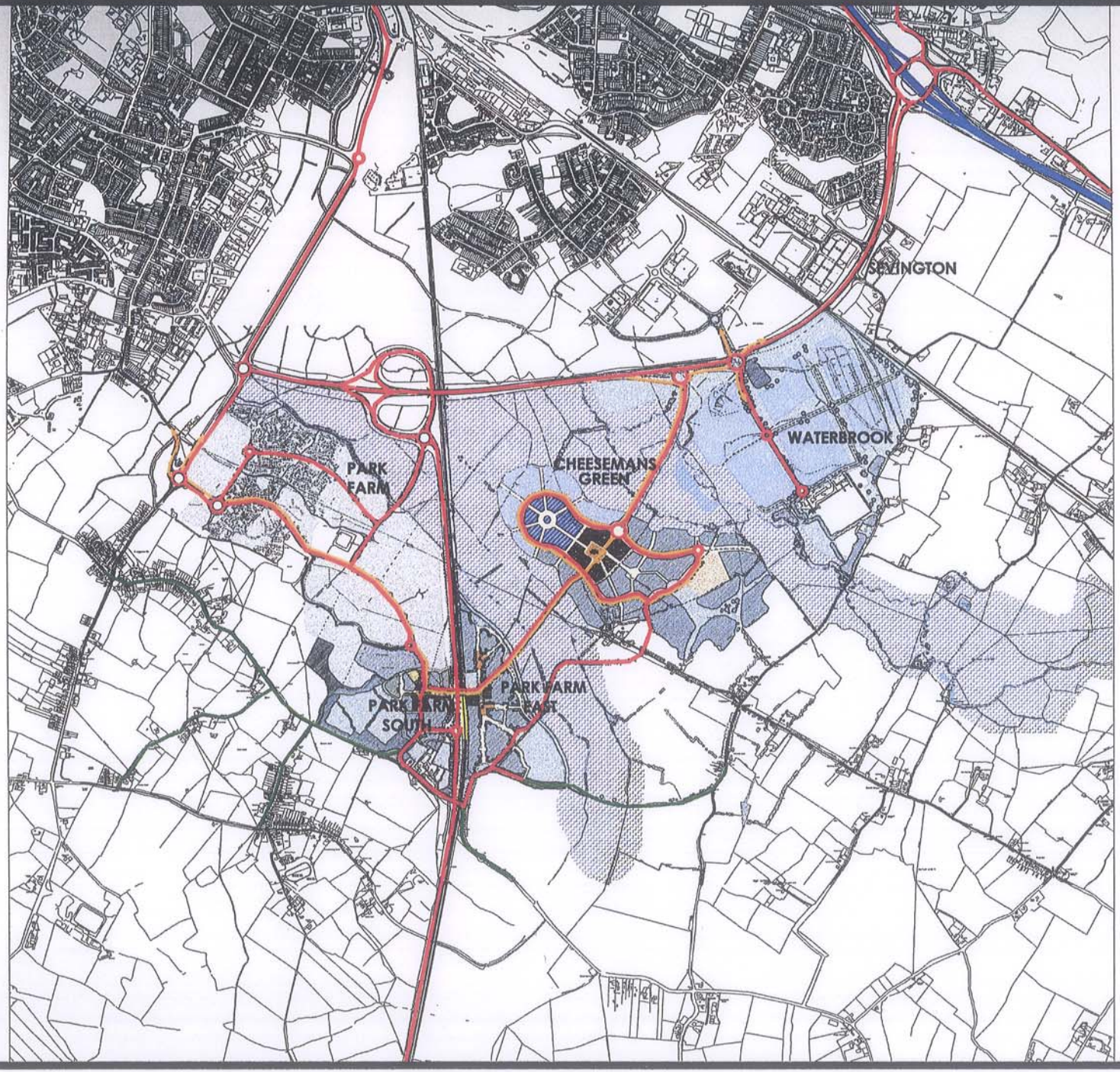
11.43 Car parking provisions will vary according to housing form, density and character but will include:

- Off street spaces and garages within individual plots;
- Grouped parking and areas of courtyards behind the building line;
- Communal parking areas; and
- On-street spaces.

11.44 On street spaces will be provided by road widening to accommodate a row of cars parallel to, or at an angle to the kerb. Such spaces will normally be adopted as part of the highway. Vehicle track plot information must be submitted as part of each individual application for the sections of highway with on street spaces to ensure that access and circulation for service and emergency vehicles is maintained.

11.45 A reduction in the visual impact of the parked car on the street scene can be achieved by locating the space behind the building line or filtering views with hedge, trees, shrub planting, fences and walls.

11.46 In certain types of urban form and density of development, grouped parking areas will be appropriate. These areas should be located behind the main building frontages in courtyards or squares. Some properties should front onto grouped parking areas to provide surveillance and security. These areas should be carefully landscaped with contrasting surface materials and use of street trees to provide a softening effect.



TRANSPORT STRATEGY

Figure twelve

Rural road corridors for traffic calming assessment
Access routes
Bus route
(see also Travel Appraisal Report)

NORTH

0 100m 500m
40m 200m

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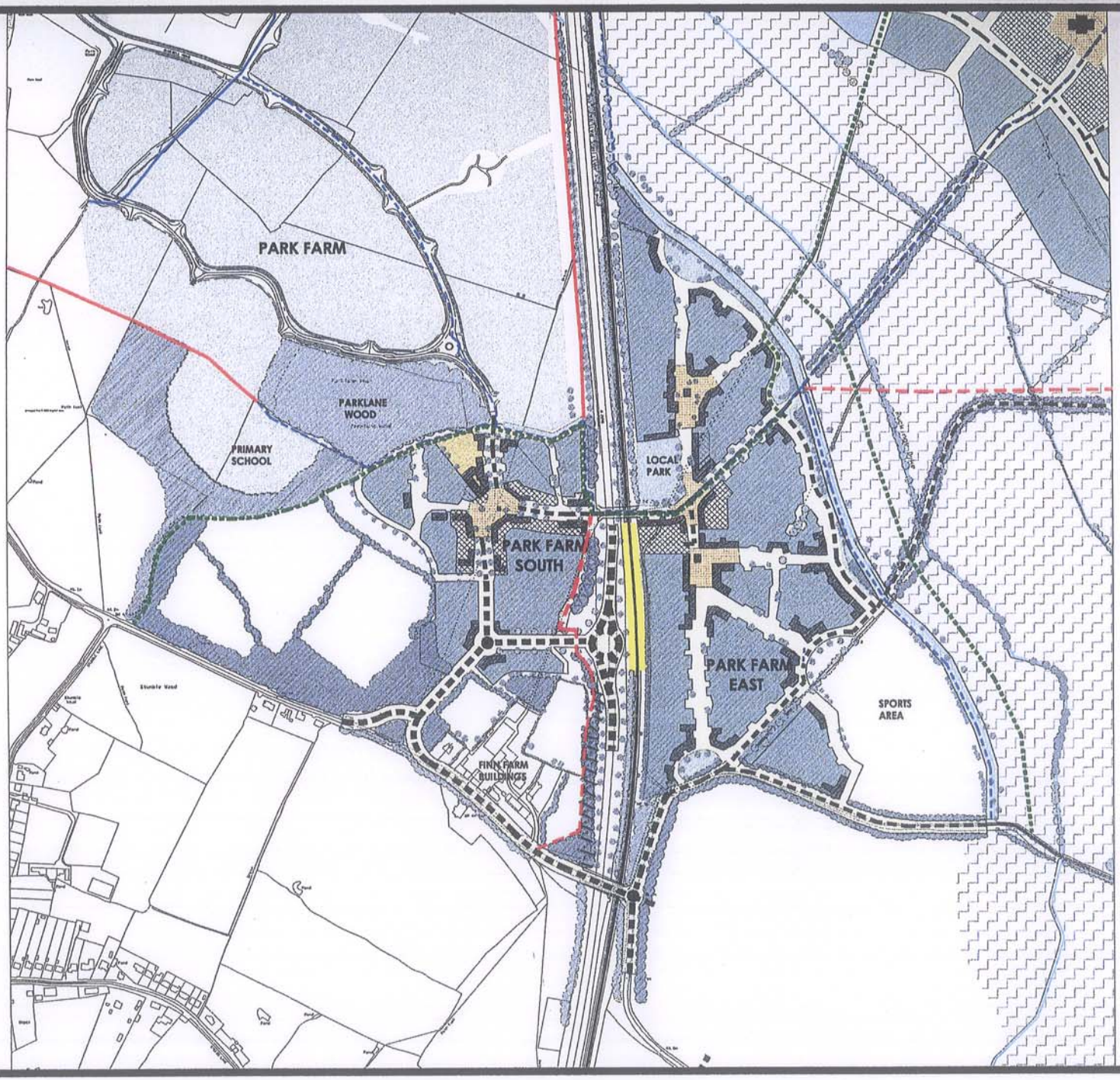

BRIDLEWAY, FOOTPATH & CYCLEWAY STATEGY
Figure thirteen

- Proposed diverted bridleway
- Existing Footpath only
- Existing Footpath / cycleway
- Proposed Footpath only
- Proposed Footpath / cycleway

NORTH

0 100m 300m

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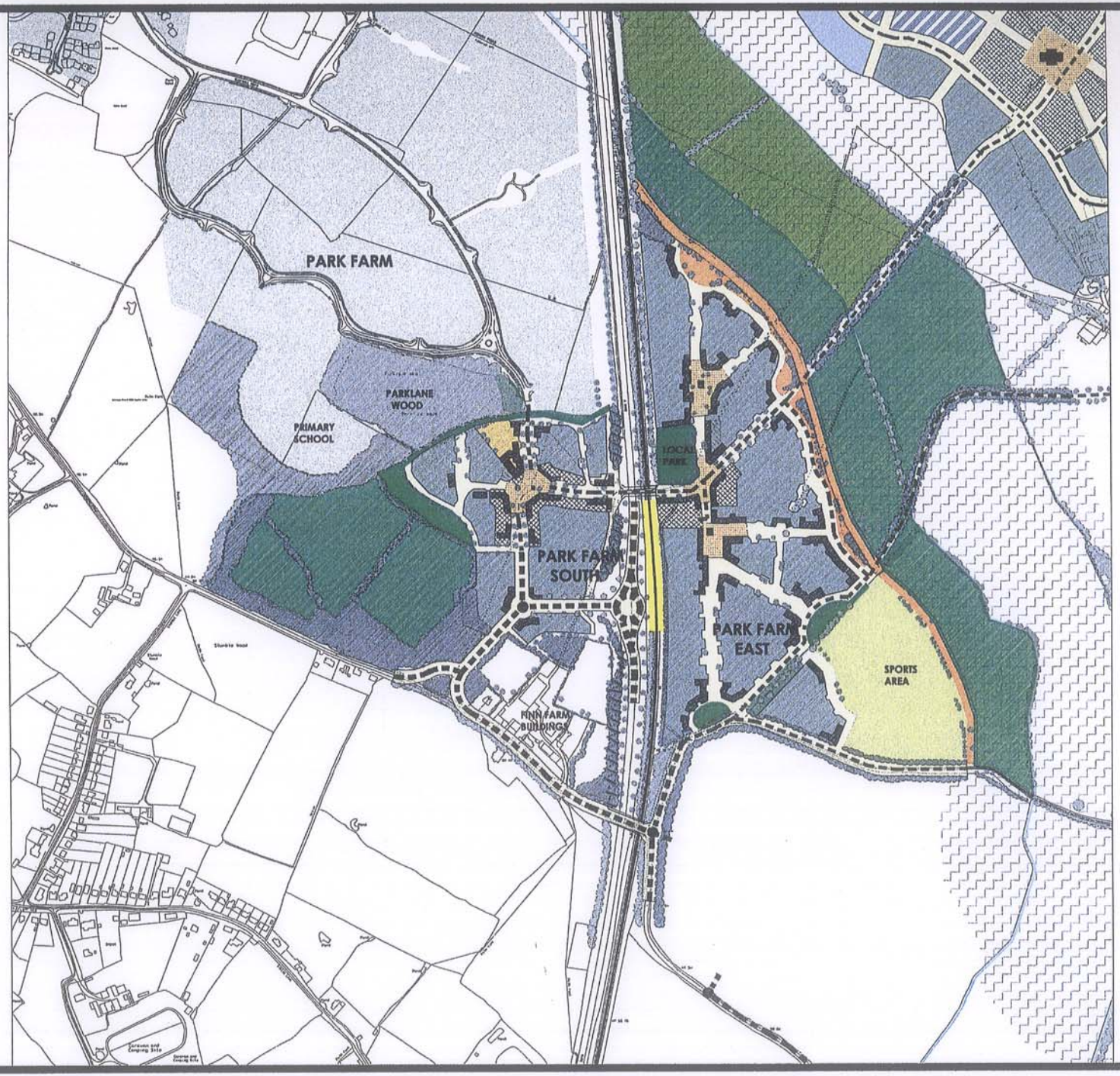

OPEN SPACE AND RECREATION STRATEGY
Figure fourteen

- Informal open space
- Local play and neighbourhood play area
- Greens & incidental play spaces
- River / dyke side open space
- Sports area and local play area
- Ecology area restricted access

NORTH

0 100m 800m
40m 900m

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