

RM

Development Brief



UPPER TERRACE, ASHFORD

Eureka Park

JULY 2005

VITALITY  
INTERACTION  
SECURITY  
HINTERLAND  
ROUTES

VITALITY  
INTERACTION  
SECURITY  
HINTERLAND  
ROUTES

ZONED  
VIBRANT

OFFICE PARK  
PLACE MAKING  
NEED FOR CHANGE  
URBAN FORM  
OFFICE AVENUES  
DIVERSITY OF STYLE  
DISTINCTIVE QUARTERS  
ACTIVE FRONTAGE  
CHANGES IN LEVEL  
PERMEABILITY  
HIERARCHY  
RESPONSIVENESS  
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RESPONSIVENESS  
LANDMARK  
FOCUS

CONCEPT  
BUSINESS  
TOPOGRAPHY  
ECOLOGY  
LOCAL IDENTITY  
ENERGY OPTIMISATION  
STRATEGIC FRAMEWORK  
ACCOMMODATING CHANGE  
STAKEHOLDERS WORKSHOP

CLIMATE  
ENERGY  
MIXED FORMS  
STREETSCAPE  
OPEN SPACE  
WILDLIFE  
LANDMARKS  
VISTA  
RE-USE  
SCOPE  
USE

PUBLIC REALM QUALITIES  
DESIGN AND DEVELOPMENT  
SCALE  
SUSTAINABILITY  
RATIO  
MOVEMENT  
MASTERPLAN  
RESPONSIVE  
ENVIRONMENTAL  
ORIENTATION  
DENSITY  
POTENTIAL  
PROFILE  
VISUAL  
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PARK  
NETWORK  
RATIONAL  
IMPLEMENTATION  
MARKETING  
IDENTITY  
URBAN LANDSCAPE  
FLEXIBILITY  
RESPONSIVENESS  
REGIONAL  
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IDENTITY  
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FUNCTION  
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DESIGN AND DEVELOPMENT  
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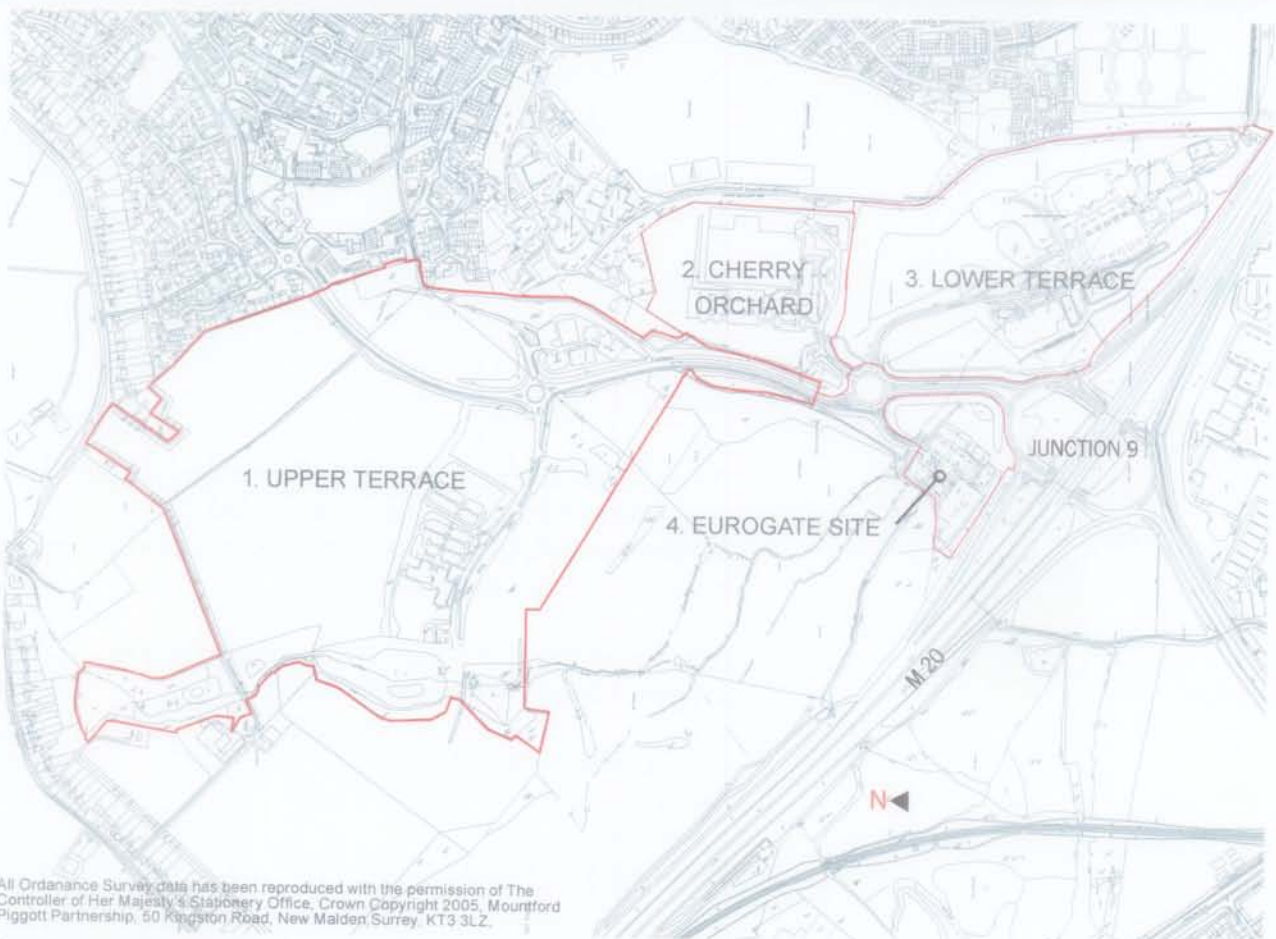
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LIMIT  
GLOBAL  
VISION  
DETAIL  
RESPONSE

## Development Brief

For Upper Terrace, Eureka Park, Ashford, Kent

JULY 2005



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## PREFACES

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TRINITY COLLEGE  
CAMBRIDGE



**Trinity College, Cambridge** owns a substantial area of land to the North of Ashford. Designated as Eureka Park 38.5 hectares of this land known as the Upper Terrace, is the subject of a joint venture with their project partners Quadrant Estates. Trinity College are represented by their agents, Bidwells of Cambridge, who have collaborated together on many major projects including Cambridge Science Park.



quadrant **estates**

**Quadrant Estates**, are a well established development company based in London, with experience across the UK. They will bring their extensive commercial development and marketing expertise to provide added impetus to the development of Eureka Park, working closely with some of the UK's leading consultants.

ASHFORD  
BOROUGH COUNCIL



The preparation of this document forms part of an on-going process of negotiations with a broad range of stake holders.

**Ashford Borough Council** has provided guidance and support throughout the preparation of this brief.

Other Stake holders & Agencies have also contributed to the preparation of this document. These include :

Sandyhurst Residents' Association  
Local Councillors  
Urban Initiatives  
Stour Countryside Project

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## Preface

The purpose of this preface is to introduce the approach adopted in producing a new Development Brief for Upper Terrace, Eureka Park and to explain the reasons behind the innovative methods used in its production.

Since the original Outline Consent for the site was granted in 1988 substantial infrastructure has been implemented but only 3 developments have taken place and the site remains substantially undeveloped.

There is therefore a need to accelerate and refresh the proposals, not only to respond to rapidly changing demands in local and national planning legislation and market requirements but also in order to overcome development inertia. The former requirements demand an innovative approach to how good quality development can be procured during the early part of the 21st century, whilst the latter is needed to make a 'step-change' in thinking about the strategic importance of this site.

For these reasons the short and simplistic earlier Development Brief drafted in 1993 and last modified in 2001 has become largely irrelevant, and is replaced by this document.

This new brief attempts to resolve many complex requirements and therefore, contains concepts and initiatives that are beyond what can be termed a traditional approach to brief writing. The main concerns of the brief are the ability to accommodate change, enable innovative design and the production of quality place-making. In these terms the brief reflects the aspirations of Ashford as a place that can be considered as an exemplar for responsive and sustainable development. Adoption of this new brief by Ashford will give it Supplementary Planning Guidance status, effectively superseding earlier planning policies for the site.

The major plank in these policies is site based policy S27 in the Local Plan which together with a Section 106 Agreement lay down a number of prescriptive development criteria aimed at delivering the original (1988) vision for the site as a low density, spacious, science park in a parkland setting with forest scale trees. Latterly development inertia has set in with this vision for the park beginning to appeal to only an increasingly narrow section of the potential market. The brief represents a step change in approach moving away from blanket quotas for landscaping and density by providing a method whereby the overall landscape objectives can be delivered in a way that focuses on the public realm and varies across the site in response to the particular characteristics of a location.

The brief sets out a process whereby innovative designers are required to demonstrate several interrelated concepts: their design thinking, how this informs the production of a master plan and more

detailed proposals and the ability of these to respond to change. It is non-prescriptive but demands of the designer an adherence to urban design principles that maintain the quality of the public realm, i.e. where users experience the built environment the most.

The sequential format of the brief is organised to enable designers, developers and the local authority to follow the design and development processes for each individual site whilst ensuring that the 'big picture' – in terms of achieving a well integrated, responsive and high quality development at Eureka Park - should remain as the main driver.

Finally, the brief deliberately stops short of specific design details because these will emerge from the rationales developed by individual designers that in turn will enable innovation to occur. However, the spirit of the brief is clear: Ashford's future profile depends on contributions from sites such as Upper Terrace and the delivery of quality development where 'places' rather than spaces are delivered.

July 2005

#### Changes to January 2005 version of the Development Brief

The January 2005 version was used by Ashford BC for its consultations, including the public exhibition in February 2005 and all the stages leading up to adoption by the Council at the Executive Committee meeting on 28 April 2005. The July 2005 version responds to a number of comments and issues that arose during that period. These are generally summed up in the officer's report to the April 2005 Committee meeting. The issue with the greatest impact on the document was the agreement to provide all the acid grassland off site rather than in two separate areas on the site as proposed in the January 2005 version.

In general the July 2005 version incorporates those comments that can be addressed by improving the non-prescriptive framework of the brief whilst a number of the more detail issues have been left to dealt with when planning applications are made for definite proposals. Thus, for example, there is an enhanced terracing strategy responding to the sloping nature of the site but specific illustration of street furniture for the public realm has been left for a future designer to bring forward.

The July 2005 version also had a number of improvements to the clarity of material including adjustments to some of the graphics, additional graphics and additional explanatory text.

A detail schedule of amendments is available on request from Mountford Pigott Partnership

Mountford Pigott Partnership, July 2005



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## (i) Introduction

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- i.iii Achieving Quality Development
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USING THIS DOCUMENT

INTRODUCTION

PROCESS

DEVELOPMENT

QUALITY UNLOCKING POTENTIAL

### INTRODUCTION

This brief sets out the design and development principles for the Upper Terrace area of Eureka Park, Ashford. The production of these principles is informed by current urban design literature, national, regional and local planning policies, stake holder workshops and case studies of best practice. This document is a direct response to the Section 106 Agreement that accompanied the 1993 Outline Planning Consent for a science and business park.

The brief has been produced in a way that is responsive to the on-going changes in employment patterns of use that has led to an increase in demand from businesses for flexible working space within a quality environment. The brief also reflects the requirements of all stakeholders that development should optimise locally available resources and attributes as well contribute to improving the area within which it is set.

Within the context of these statements the brief will:

- Provide a vision of a development that is of quality and which contributes to the future profile of Ashford;
- Set out specific development guidance for Upper Terrace in a way that can accommodate change; and
- Make explicit an audit trail of decision-making that leads to a sustainable master plan that is 'robust' and 'responsive' in order to accommodate future development demands.

The actual process of producing the brief is therefore a reflection of Ashford's overall goal of becoming a beacon example of how sustainable development can be planned, implemented and delivered.



### Global Business and Transportation Resources

The South East is the UK's largest region covering more than 19,000 sq. km with an estimated population of about 8.1 million (13.5% of the UK total) making up some 3 million households. Its regional economy accounts for more than 15% of the UK's GDP, the largest share of any of the English regions, and providing 3.7 million jobs (ODPM 2003).

Upper Terrace, Eureka Park is located approximately a mile to the northwest of Ashford centre adjacent to the M20 motorway and in the Kennington district of the borough. Ashford's strategic importance in the South East region is due to excellent road connections and the International Rail Station. These can be considered as a global resource whereby:

- Existing transportation networks provide convenient and rapid connections to London, Paris and Brussels.
- In 2007 the high-speed rail link will secure the town's strategic importance as a satellite growth area for London and a gateway to and from Europe.
- Within 60 minutes by road are the pre-eminent global and European airport hubs of Gatwick and Heathrow, each with capacity for further growth in freight trade and passenger numbers.



The existing integration of Ashford into a global network provides the town with an enviable location profile for attracting inward investment from a range of globally orientated high-tech information based companies, clean-manufacturing operators and 'just-in-time' production processes (Figure i.i).

### Regional and Local Attributes

*"The geographical location of Ashford has been historically a dominant factor in the town's development, an attribute that is likely to shape the future of the town"* ([www.ashford.gov.uk](http://www.ashford.gov.uk) 24 11 04).

The close proximity of Eureka Park to Junction 9 of the M20 and within 10 minutes of Ashford International Rail Station means that the Upper Terrace site can contribute to Ashford's strategic regional importance (Figure i.i). The importance of Ashford is recognised by the UK Government with the town being included in: the Sustainable Communities Plan; the Regional Planning Guidance for the South East region; and, the Kent Structure Plan.

Ashford's established transportation network provides the town with a strategic regional role for employment whilst locally it has enabled the integration of other uses such as residential, recreation and leisure.





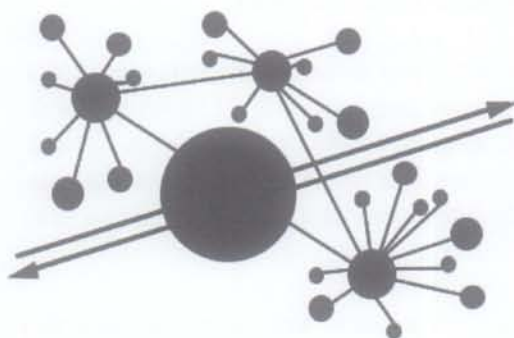


Figure i.i Ashford's networking role at a global, sub-regional and local spatial scale

The combination of good transport networks, the current ability to attract a broad range of mixed uses and the future business growth potential of the town confirms the Government's interest in using Ashford as a pilot model for sustainable development.

The natural attributes of Ashford lie in its location within a predominantly rural sub-regional hinterland with access to large distinctive and dramatic landscapes such as the chalk down land of the North Downs, Wealdon Greensand and Low Wealdon together with a variety of designated Countryside Character Areas. At a local spatial scale the landscape includes gently undulating grassland with defined field patterns within an open aspect. Local landmarks such as the golf course, lakes and spine road provide the Upper Terrace site with landscape components within which distinctive development could occur.

### Sustainable Communities

The UK Government's Sustainable Communities Programme for the South East identifies the need to:

- Promote smart growth and sustainable patterns of development, in order to maximise the benefit gained from scarce resources and ensure quality of life for all in the region and also for future generations;
- Promote the location as the gateway to continental Europe attracting a high proportion of the UK's inward investment and requiring infrastructure for international, national and local travel; and
- Protect the diverse nature and character of the South East and high quality of its countryside, whilst respecting the central role of towns in attracting inward investment (ODPM 2003).

The Development Brief acknowledges that these sustainable development objectives are achievable by:

- Promoting 'smart growth' by using design and development principles that can accommodate change;
- Promoting Eureka Park as a contributor to the future profile of Ashford as an important strategic location; and
- Promoting distinctive high quality development through the optimization of local resources and attributes.



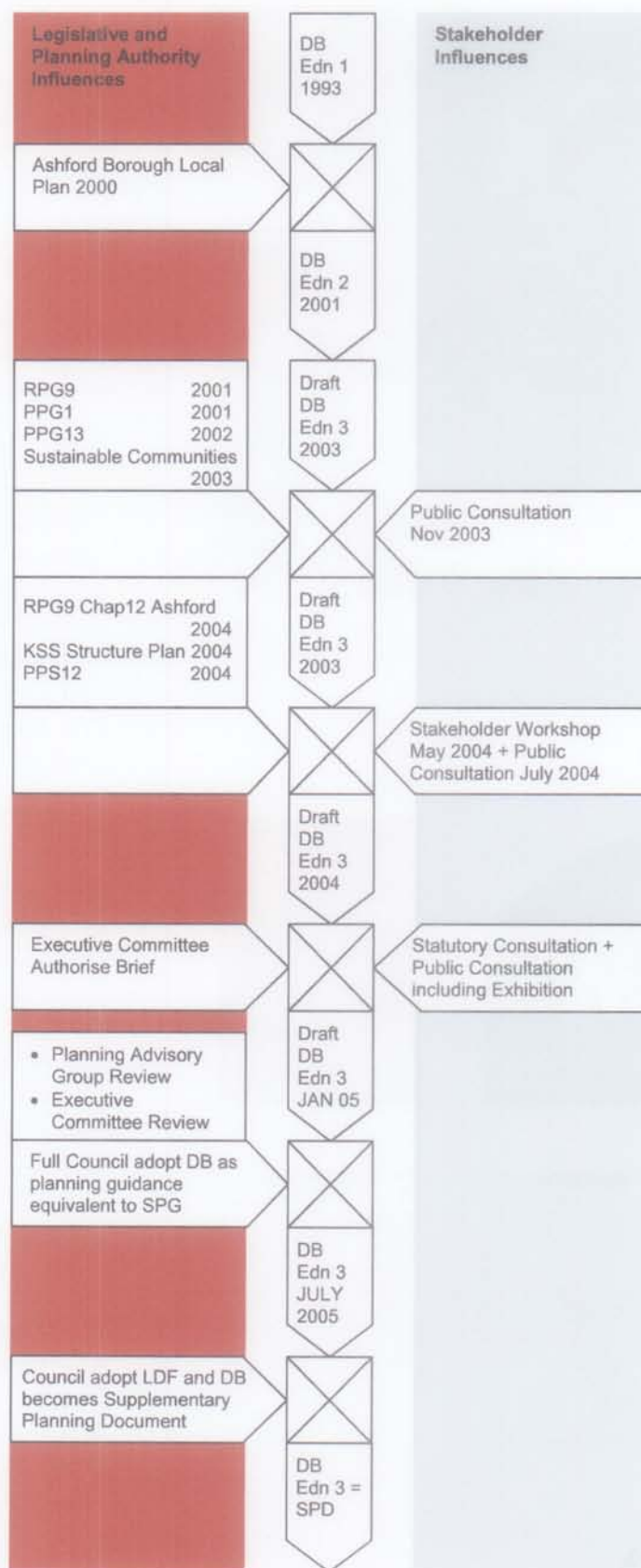


Figure i.ii Flow chart showing evolution of Development Brief





### Responsive Methods

During the past 10 years there has been an increase in the demand for improving the urban quality of developments from a range of stakeholders. This increase of general interest in the issue of improving urban quality arises because communities want better places to live, developers are pursuing a better product and local authorities want to be associated with better decisions.

This trend is reflected in the production of this brief through the use of 'responsive methods' in achieving quality development (Figure i.ii) The following methods have informed the content and output of this brief:

- Collaborative stakeholder workshops that include local community representatives, business people and local authority officers;
- The development of a language of design through the production of an outline coding system to secure base-line urban qualities irrespective of future changes in the master plan; and
- An acknowledgement that any development needs to contribute to the future profile of Ashford.

### Key References

The production of this brief draws on several urban design references including:

- The Urban Design Compendium (English Partnerships 2000)
- By Design: Urban Design and the Planning System – towards better practice (DETR & CABE 2000)
- Better Places to Live – A companion guide to PPG3 (DLTR & CABE 2001)
- DB32 Places Streets and Movement (DETR 1998)
- Responsive Environments: A Manual for Designers (Bentley, I et al 1987)

The brief responds to policies contained within key planning documents including:

- Ashford Borough Council Local Plan 2000
- Kent and Medway Deposit Structure Plan 2003
- Regional Planning Guidance for the South East (RPG 9) 2001
- Regional Planning Guidance for the South East (RPG 9), Chapter 12 - Ashford Growth Area 2004
- National Planning Policy and Guidance





Sedlescombe



Chiswick Park



BP Sunbury



Cambourne



BP Sunbury



Pentad



Cambridge Research



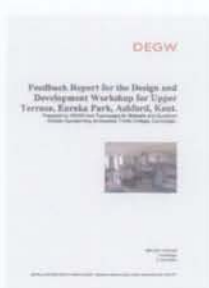
Pentad

The brief draws on several key case studies including:

- Sedlescombe Village Green, East Sussex
- BP Business Park, Sunbury, Middx.
- Chiswick Park, Chiswick, London
- Cambridge Research Park, Cambs
- Cambourne Business Park, Cambs
- Pentad, Edinburgh Park, Edinburgh

The brief should be read in conjunction with the following supporting documents

- Phase 1 and Ecological Scoping Survey (RPS November 2003)
- Ecological Assessment of Eureka Park (RPS July 2004)
- Outline Ecology Mitigation Proposals (RPS September 2004)
- Transport Assessment (Denis Wilson Partnership December 2003)
- Addendum to Transport Assessment (Denis Wilson Partnership September 2004)
- An Archaeological Desk-Based Assessment and Walkover Survey of Land at Eureka Park, Ashford, Kent (Archaeology South East December 2003)
- Eureka Park, Ashford - Infrastructure Report (Scott-White & Hookins July 2003)
- Feedback Report for the Design and Development Workshop for Upper Terrace, Eureka Park, Ashford, Kent (DEGW & Townscape June 2004)



### Brief Structure

This Development Brief supports an outline planning submission to Ashford Borough Council and will, on approval, have the status of Supplementary Planning Guidance (SPG) or comparable design guidance. The brief is made up of five parts excluding Introduction, Overall Summary and Appendices. When considered collectively these parts reflect sequential stages of negotiation and collaboration with Ashford Borough Council and other key stakeholders.

**Parts 1 to 3** can be considered as dealing with the process of producing a brief that has been informed by research sources, contextual & site analysis and stakeholder involvement culminating in an urban design framework from which key strategies for development emerge. **Parts 4 and 5** use this framework to produce a final master plan.

### Part 1: Setting the Scene

deals with the following issues:

- A contextual analysis to establish the available urban resources and attributes that the new development must exploit and respond to, such as transportation links, patterns of movement and connectivity with existing urban areas;
- An evaluation of the landscape, ecological character of the site and its immediate surrounding locality;
- An archaeological assessment of the site;
- An appraisal of national, regional and local planning policies that determine the constraints for development;
- The role of key stakeholders in contributing to the development process;
- The development economics; and
- The need to enable development to accommodate change in response to the global trends.

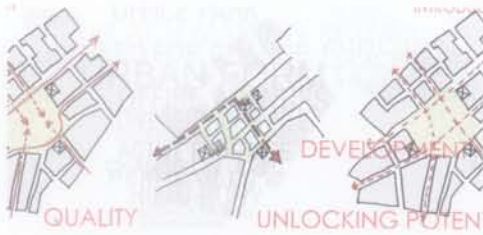
### Part 2: Producing an Urban Design & Development Rationale

deals with the following issues:

- The need for a rationale to aid the auditing of the master planning process;
- The benefits of a collaborative stakeholder workshop;
- Analysis of the workshop data and recommendations; and
- Synthesising the main workshop findings with the contextual/site analysis and planning constraints in order to produce a generic urban design framework.







### Part 3: A Generic Urban Design Framework

deals with the following issues:

- The overall concept for the development including place-making, local identity & distinctiveness and responsive development;
- Achieving good urban qualities in the public realm;
- The movement network;
- Street, block and plot configurations;
- Developing an urban design language to accommodate change;
- The synergy between built and natural forms;
- Energy optimization; and
- The production of an indicative master plan.



## Part 4: Putting It All Together

deals with the following issues:

- Achieving place-making, supporting local identity & distinctiveness and accommodating change; and
- The production of a final master plan.



## Part 5: Implementation and Delivery

deals with the following issues:

- Marketing & promotion;
- Phasing of development and infrastructure; and
- The overall contribution of the development to the future profile of Ashford.

### Summary

The summary table provides an overview of the objectives and urban issues addressed throughout the brief

#### SUMMARY TABLE

**Several objectives can be stated that give direction to the document:**

- To produce quality development that is distinctive and which can contribute to the future profile of Ashford;
- To draw on local knowledge and expertise in order to 'unlock' locally available resources and attributes of the site and its surroundings;
- To produce generic urban design and development principles that reflect current and emerging planning policy requirements;
- To demonstrate how good quality development can be achieved whilst acknowledging that change will inevitably occur; and
- To produce an outline code for the main urban and landscape components of the proposed development that leads to a proposed master plan.

**The methods used to satisfy these objectives include:**

- Collaborative stakeholder workshops to identify the resources and attributes of the site and it's immediate context that can be used to inform the master plan process;
- Specialist consultants reports to assess the constraints and stimuli of the site and it's surroundings; and
- A desktop review of national, regional and local planning policies to identify the parameters within which development can occur.

**In setting these objectives the document will address a range of currently important urban design and development issues:**

- The role of stakeholders in informing development;
- The use of a design and development rationale to provide an audit-trail
- Making-places, achieving distinctiveness and supporting local identity in a rapidly changing world; and
- How to produce good urban qualities in the public realm.

## [1] Setting the Scene

- 1.1 Background
- 1.2 Sub-Regional, Local and Site Character Analysis
- 1.3 Legislative & Social - Economic Constraints & Stimuli
- 1.4 Vision Statement



### SETTING THE SCENE

**Part 1** is concerned with evaluating and assessing the available resources and attributes of the site and its immediate and sub-regional context, including economics, infrastructure, landscape, ecology and archaeology. This part is also concerned with setting out the planning history of the site and the identification of those planning policies that act as constraints or stimuli for development.

In this part the importance of getting local stakeholders to contribute to the development process is introduced and then discussed in greater detail in **Part 2**. This part concludes with a vision statement for the development that draws on the site and contextual analysis together with current and emerging planning policies.



### 1.1. Background

The introduction part of this document sets out the strategic importance of the development at Upper Terrace with respect to its location within Eureka Park, its proximity to Ashford (a sub-regional hub for sustainable development) and the broader global networking opportunities. This part begins by setting out background information about the Upper Terrace site in terms of neighbouring development phases and planning history.

#### Development at Eureka Park

The Upper Terrace site is one of four that constitute the development area known as Eureka Park. The site consists of 38.5 hectares of developable land (excluding the main spine road) and will contain up to 115,000 sq. metres of new type B1 use. The Upper Terrace area also contains established B1 use along the eastern edge (Inca House) and along Nicholas Road (Brake Brothers), neither of which is discussed in any detail in this brief.

Abutting the site are several different classifications of development that contribute to a mixed-use district within which Upper Terrace is centrally located (Figure 1.1)

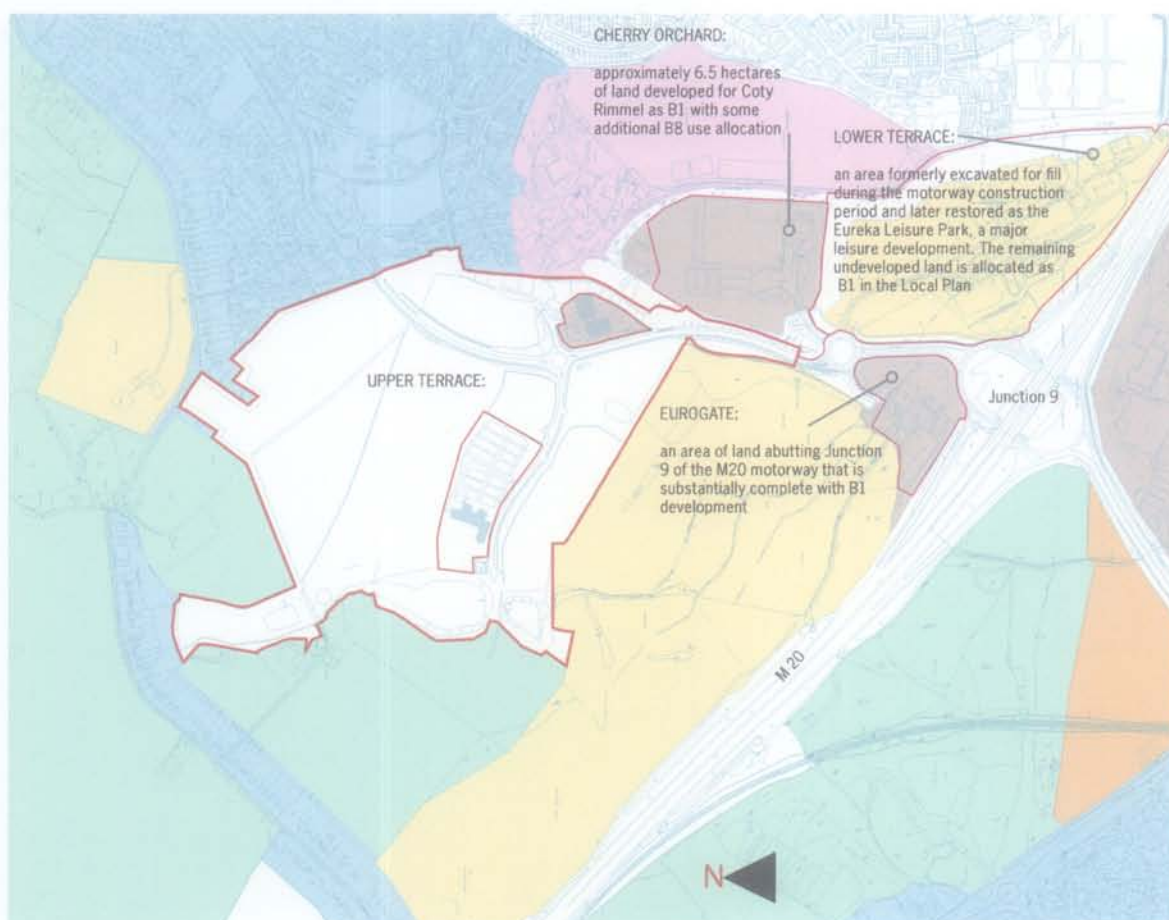
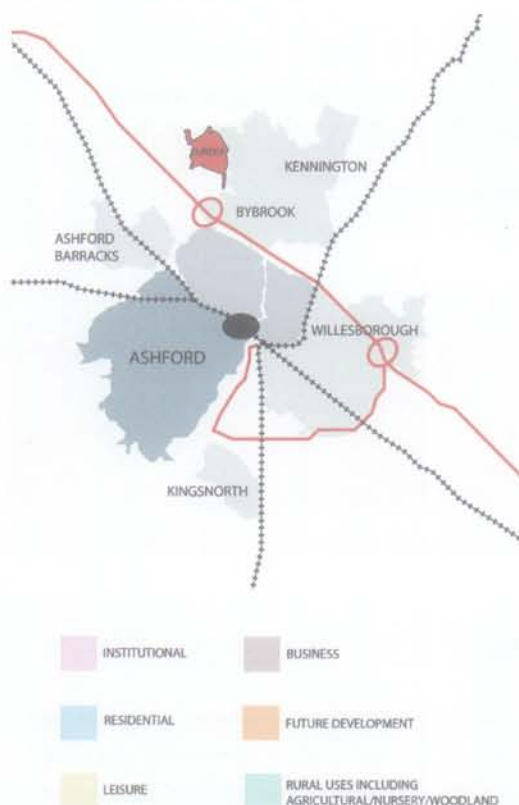


Figure 1.1 Eureka Park component parts and surrounding uses

### Planning and Development History

Since the original proposals for Eureka Park emerged in 1988, and in particular the Upper Terrace site, there have been significant changes in national, regional and local planning policies. In addition there has emerged over this period a transformation in the way in which development is procured. During the past 10 years there has been an increase in the need for the participation of a broad range of stakeholders, the strengthening of issues such as sustainability and ecology and a demand from the public for all development to deliver high standards of environmental quality. It is within this recent legislative and Socio-Economic framework that this brief has been produced.

However, in order to set the contents of this brief within a broader historical context a summary list of planning submissions, negotiations and development phases that have occurred within this part of Eureka Park are included here (Table 1.1.). The list includes references that lead to more detailed documents.

**Table 1.1 PLANNING AND DEVELOPMENT HISTORY**

Date	Description
1988	Outline Planning Consent for Science and Business Park
1988 - early 1990s	Infrastructure works including tree planting both within the development site and outside it (vicinity of Sandyhurst Lane); earth mounding; roads; engineering services; drainage; and lakes. Eurogate business area.
1991	Proposals included in draft Local Plan.
1993	Local Plan adopted Outline Consent renewed Section 106 replaces old Section 52 and ties in Development Brief. Development Brief 1st Edition
Mid 1990s	Upper Terrace: Inca House and Brake Brothers. Cherry Orchard: Coty Rimmel European operational and research centre
1999	Outline Consent renewed.
2000	New Local Plan adopted.
2000	Lower Terrace: Eureka Leisure development
2001	Development Brief 2nd edition.
2002	Section 73 Application to extend life of Outline Consent (undetermined to date) April - Outline Consent lapsed
2003	November - Public Consultation (see Appendix D for further information) December - Application for new Outline Consent December - Development Brief 3rd edition preliminary version
2004	May - Design and Development Workshop July - Workshop follow up meeting and further public consultation (see Appendix D for further information)
2005	January - Development Brief 3rd edition final draft issued February - Public Consultation (see Appendix D for further information) April - Development Brief adopted



## 1.2. Sub-regional, Local and Site Character Analysis

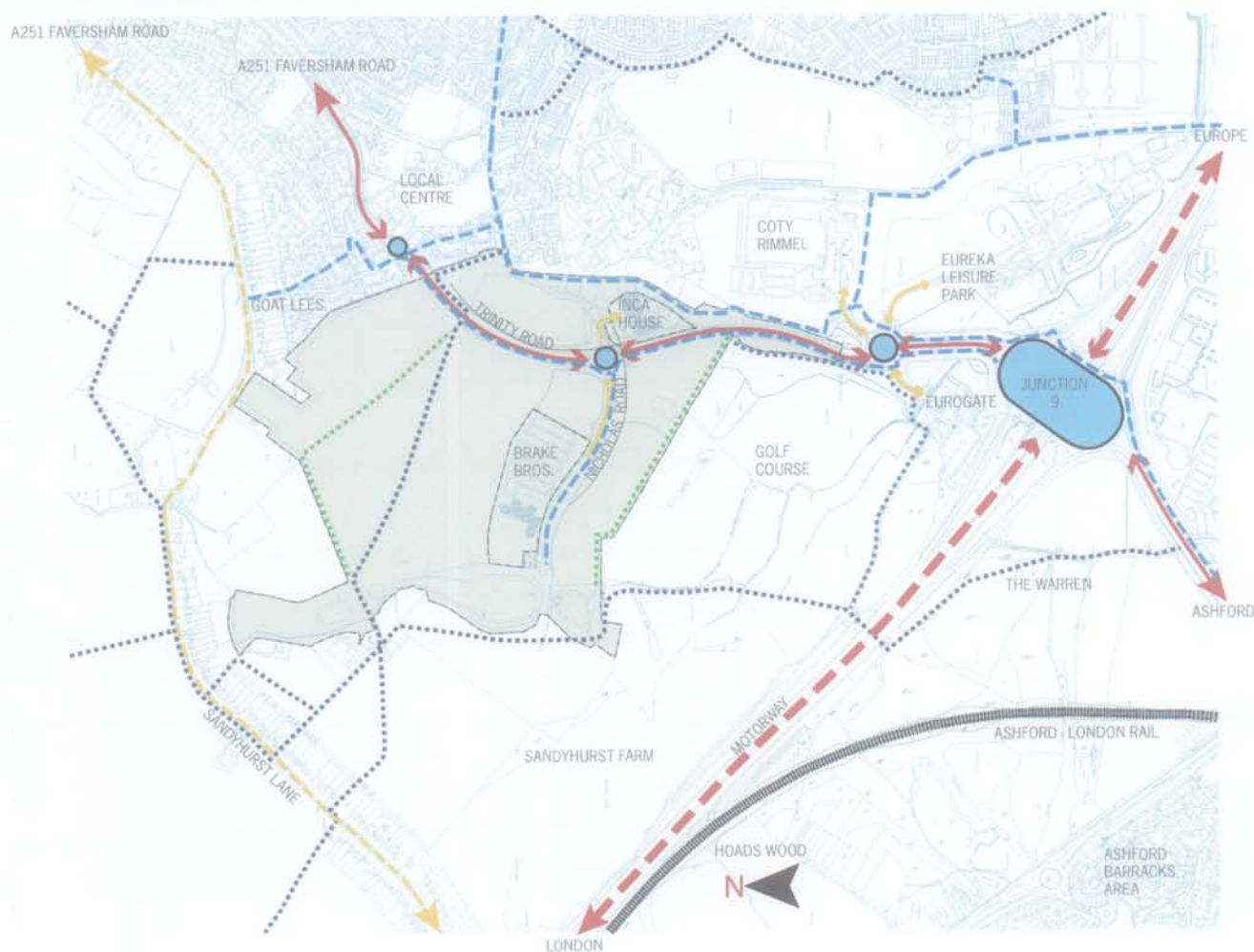
### Connectivity and Integration

The Upper Terrace area of Eureka Park is connected and integrated at various spatial scales through a variety of movement networks, sensory links and landscaping (Figure 1.2,1.4).

Trinity Road (A251) as the spine road, links the Goat Lees residential area to the northeast of the site with Junction 9 (M20) which is part of the national motorway system, and Ashford to the south. These road connections link with the International Rail Station in the centre of the town and give the location strategic importance in the South East sub-region as an employment, leisure and residential development area. The vehicular network within the site connects Brake Brothers and Inca House with the major sub-regional movement networks, and there are established footpath links across and beyond the site boundaries.

The connectivity and integration of Upper Terrace with its immediate surroundings is also achieved through sensory and landscaping linkages.

Figure 1.2 Movement and Connectivity





The close proximity of the M20 means that high levels of traffic flows are audible on the site, whilst the local topography provides open and restricted visual connections into and from within the site. This visual connectivity extends to the distinctive landmarks in and around the Upper Terrace area. (Figures 1.3 and 1.4).

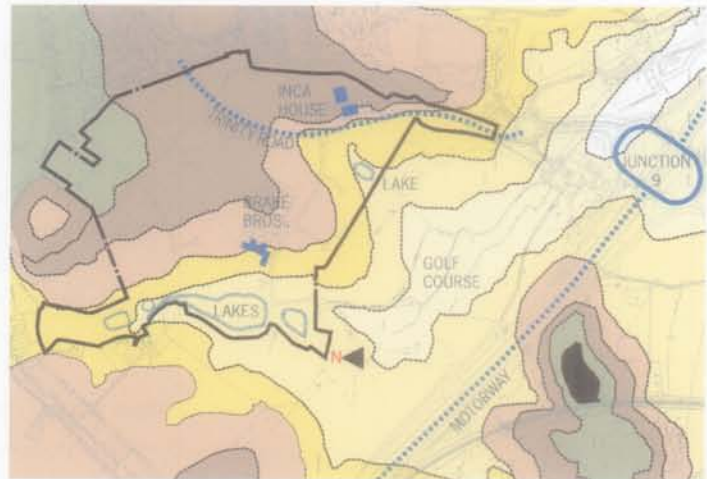
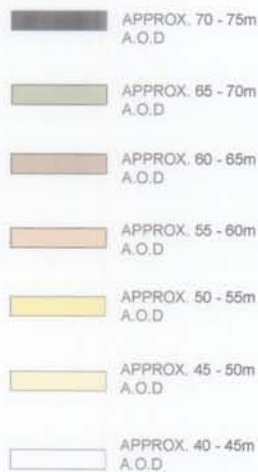


Figure 1.3 Topography and Landmarks

Figure 1.4 Enclosure and Views



### Highways and Transport

A Transport Assessment for Eureka Business Park (Denis Wilson Partnership Dec 2003 and Addendum Sep 2004) concludes that the development proposals are acceptable in terms of traffic, highways and transport. To achieve this some improvements may be required to the M20 J9 roundabout as well as contributions to enhancing non-car modes of travel.

### Services and Engineering

Trinity College have procured substantial infrastructure for the Park. Amongst other things this has served to fulfil the conditions of the Section 106 Agreement. The extent of the provision together with an assessment of the suitability of the capacity in relation to foreseeable demand is covered in Infrastructure Report for Eureka Park (SW&H July 2003). The report also looks at the status of the adoption procedures where applicable. The report shows that generally that there is sufficient capacity.

### Archaeological Characteristics

An Archaeological Desk-Based Assessment and Walkover Survey (Archaeology South East Nov. 2003) shows that the site overall has a low to moderate archaeological potential and this potential may have been subject to several possible impacts such as the effects of modern deep ploughing techniques and the acidic nature of the underlying Lower Greensand and subsoils. An evaluation strategy (and mitigation procedures if required) will be agreed with Kent County Council as a condition of an Outline Planning Consent for the Park and before development takes place.

**Table 1.2 COUNTRYSIDE CHARACTER AREAS**

Area Name	Characteristics
<b>Wealden Greensand</b>	A large belt of Greensand typified by its scarp/dip-slope topography. Extensive belts of ancient mixed woodland of hazel, oak and birch together with more recent coniferous colonisation and plantations. Large sections of the winding Upper Greensand escarpment are noted for their steep 'hanger' woodlands with areas of remnant and wet heath
<b>The North Downs</b>	Dramatic and distinctive Chalk downland with a continuous and steep scarp giving extensive views across Kent and Surrey towards the South Downs. Chalk soils on the scarp, at the base and in the dry valleys with high-quality unimproved chalk grassland. Clay-with-flints soils on the upper parts of the dip-slope supports oak/ash woodland and scrub with beech/ash/maple is common on the valley sides, such as on Box Hill. In the east, the lower dip-slope has high quality, fertile, loamy soils that support extensive tracts of cereals, root and other horticultural crops.
<b>Low Weald</b>	Gentle topography where broad, low lying and gently undulating clay vales underline a small-scale intimate landscape enclosed by an intricate mix of small woodlands, a patchwork of fields, and hedgerows. Topography and soils vary locally in relation to higher drier outcrops of limestone or sandstone, which are commonly sites of settlements.



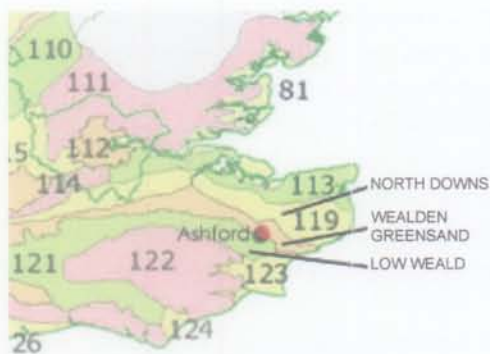


Figure 1.5 Countryside Character Areas

### Landscape

The issue of landscape integration is of paramount importance as the site contains mature planting and is set within an historical landscape. The implication of this issue to the future master planning of the site is discussed in greater detail ahead.

### Sub-regional Landscape Character

At a sub-regional geographical scale the landscape of this part of Kent is varied and undulating, with well established native hedgerows and ancient broad leaf woodland. This diversity is reflected in the variety of Countryside Character Areas (CCAs) in the region, as defined by the Countryside Agency. Upper Terrace is within CCA 120, the Wealden Greensand, a narrow zone stretching across the county sandwiched between CCA 121, The Low Weald to the south and CCA 119, and The North Downs to the north (Figure 1.5). The main characteristics of these CCAs are set out in Table 1.2.

### Local Landscape Character

At a local geographical scale an historical analysis reveals changes in field boundaries and settlement areas (Figure 1.6. and 1.6a).

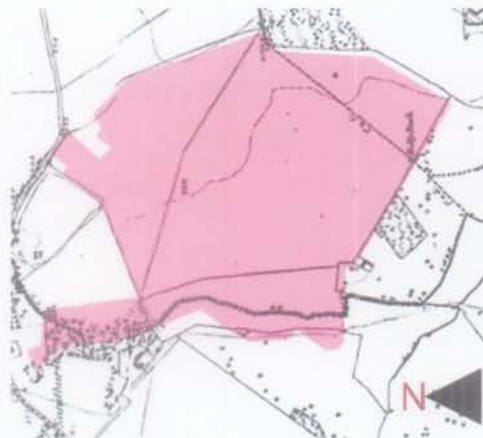


Figure 1.6 1889 map

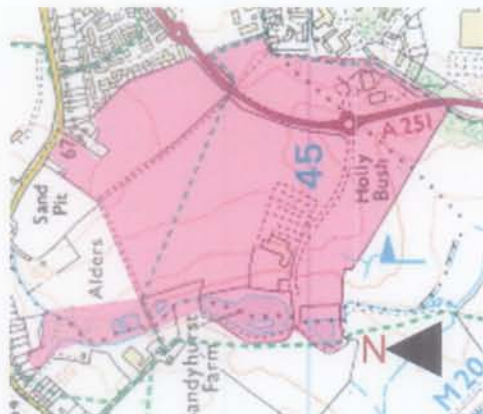


Figure 1.6a Current Ordnance Survey

- the pattern of fields within the Hollingbourne Vale area has remained relatively unchanged, with large regular field similar to that of today;
- in recent years some parts of the scarp foot have been denuded even of the few trees and hedges which formerly occurred there and that this has 'produced vast arable prairies', that in places sweep over the scarp onto the downland plateau. The scale of these 'prairies' is inappropriate to the character of the surrounding landscape;
- that the public footpath which crosses the site from east to west appears to follow an original field boundary which has now been lost;
- the boundary with the new housing development to the north partly follows the line of an old field boundary which is marked by an established native hedgerow;
- an ancient woodland to the north of the site is clearly indicated on the early map, and it is interesting to note it does not appear to have contracted in extent in that period;
- the block of woodland and scrub to the east of the site has largely been lost although remnants remain as boundary trees; and
- the landscape of pasture and scattered trees of the parkland to the south have been partly retained within the golf course.



At this geographical scale a desk-top analysis and field survey of strategic viewing points within and beyond the locality of Upper Terrace provides an opportunity to comment on the degree of visual connectivity and integration the site has with its immediate surroundings (Table 1.3.). The site was viewed from a range of locations, up to approximately a distance of 5 kilometres, and it was noted that beyond this distance the site is a recessive element in the landscape, or is screened by topography and planting.

Notes on the assessment methodology and the Kent County Council SPG1 checklist are at Appendix A.

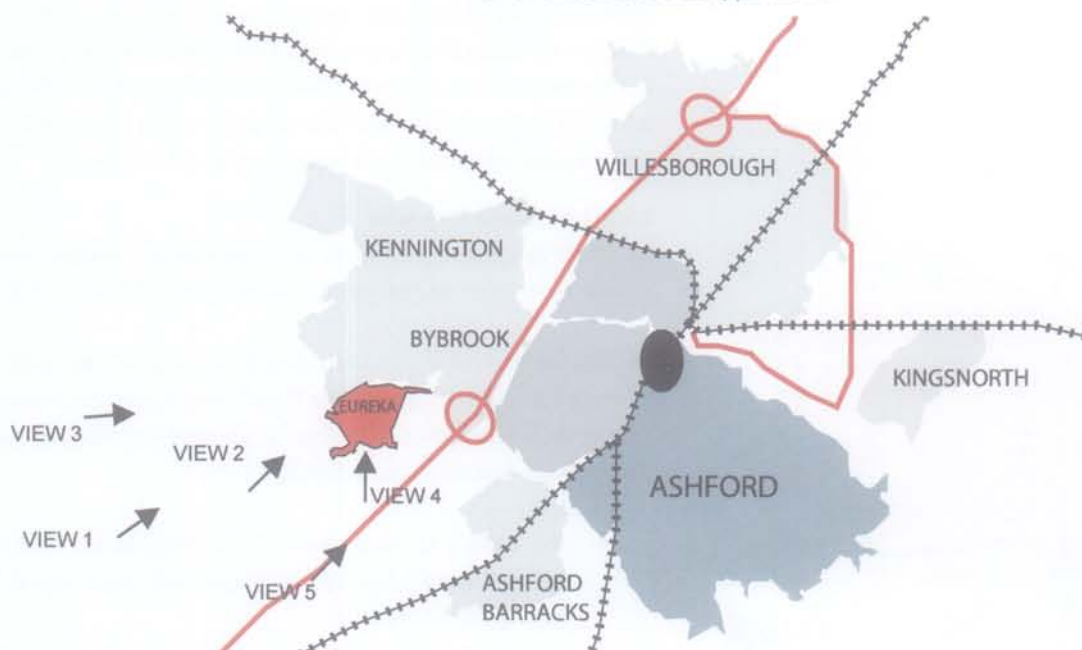


Figure 1.7a Plan showing view points

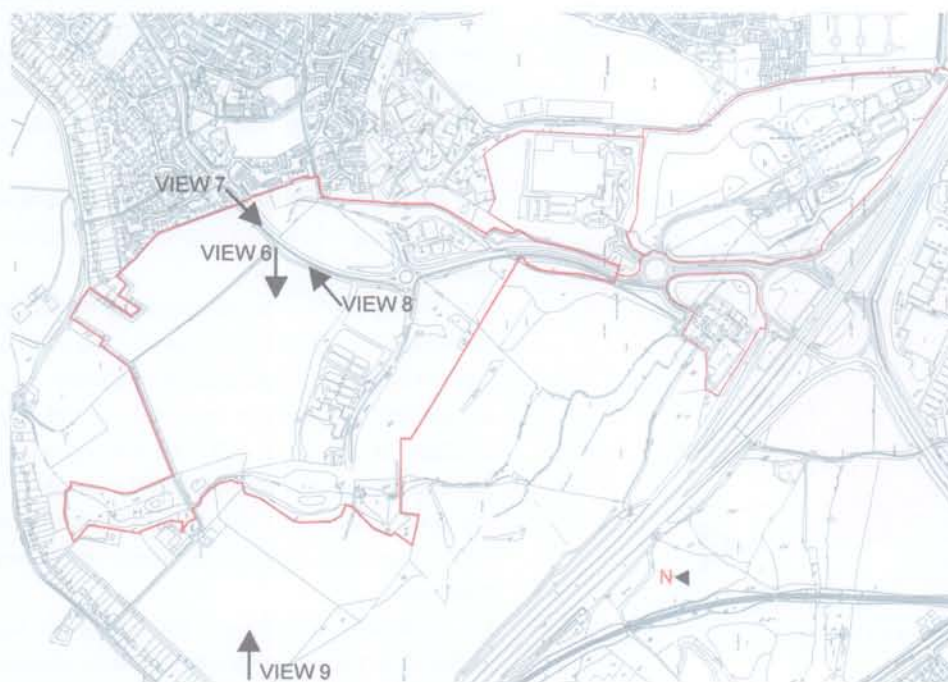


Figure 1.7b. Plan showing view points

**Table 1.3 STRATEGIC VIEWING POINTS AND COMMENTS****View 1: Near Westwell 3.4 kilometres west of Eureka Park**

- The area is typical of the Hollingbourne Vale Character Area, with large open fields in the foot of the valley and the settlement of Westwell along the springline at the foot of the escarpment.
- The urban fringe of Ashford is just visible in the distance, as is the traffic on the M20, glimpsed through trees and hedgerow belts. The interrupted visual unity and fragmented landscape structure of the landscape here leads to considerable scope for woodland and hedgerow enhancement, as recommended in the Borough Council's strategy for the area.
- Blocks of hedgerow, isolated trees and woodland and topography limit views to the development site from this location.

**View 2: Heart of Hollingbourne Vale 2.2 kilometres west of Eureka Park**

- Lower down in the valley, the open character of the area is more pronounced, although some tree cover and variation in local topography allows only glimpses towards the urban fringe of Ashford.
- The Kent LCA notes that the open nature of this landscape makes it sensitive to development, and one of the action points is to restore thick hedgerows and woodland.
- Arable fields are relatively large, with open views across the landscape.
- At this low elevation the development site is screened by topography and vegetation.

**View 3: Mid Kent Downs area 3.3 kilometres Northwest of Eureka Park**

- Undulating and well-wooded character of the area north of the Park.
- Eureka Park is not visible from this location

**View 4: 1 kilometre west of Eureka Park (Sandyhurst Lane on right side)**

- Part of the Hothfield Heathy Farmlands landscape character area, an unremarkable landscape considered being in poor condition and requiring creation of habitat and landscape networks.
- Landscape considered to be of low sensitivity, largely as a result of the tree cover being intermittent.

**View 5: 1 kilometre southwest of Eureka Park (M20 in foreground)**

- M20 dominates the landscape.
- Roadside tree planting and part of the motorway being in a cutting limits views to the development site.
- Some views towards Eureka Park are possible through the developing roadside planting where the land rises away from the golf course.
- Distant views to the North Downs although extensive views to the south are more limited by woodland and topography.

**View 6: Westward from within the eastern part of the site**

- Recent planting surrounding the Brake Brothers building is visible in the centre-left in the middle distance.
- The planting on the left was introduced around 5-10 years ago to accompany the new road.
- Open landscape with relatively large fields that are characteristic of this landscape character area.
- An important part of any development within the area will be landscape measures to restore some of the more intimate landscape character to this scene.



**View 7: Southward from within the northern part of the site along Trinity Road**

- Foreground and right-hand view is a typical engineering highway scheme, with short grass, engineered banks and ornamental planting.
- To the left is the area of acid grassland, characterized by roughly undulating fine grasses interspersed with patches of sand breaking through to the surface. This may form part of the underlying Greensand Ridge that has become exposed at the surface, or may be a remnant of tipped sand from local excavations related to road or building construction.

**View 8: Eastward towards acid grassland area**

- Larger trees in the background probably form remnants of the scattered trees that were present on the site, as indicated on historic Ordnance Survey plans. These form a valuable buffer zone to the housing areas beyond the site.

**View 9: 0.5 kilometres eastwards from back of properties along Sandhurst Lane**

- Dense field boundary planting in the past 15 years behind this viewpoint has now matured to obscure views over this landscape from the properties along Sandhurst Lane.
- The proposed development site is situated on land to the left and right of the Brake Brothers building (right of centre behind 2 pine trees).
- New planting around the Brake Brothers building partially softens the building, but the planting used appears out of character with the neighbouring semi-natural vegetation.
- Planting with native hedgerows and forest-scale native trees (such as English Oak and Ash) should be incorporated into the layout of the development site.



Figure 1.8 Existing Landscape

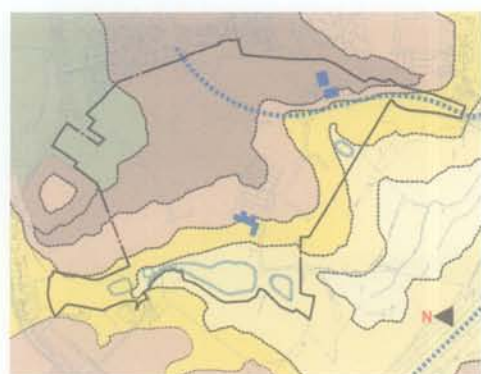


Figure 1.8a Topography



Figure 1.9 Acid Grassland



Figure 1.10 Established Planting Belts &amp; Woodland

### Site Landscape and Ecological Character

At this geographical scale the structural landscaping and ecological features of the site can be described as containing (Figure 1.8 & 1.8a) :

- mature landscaping along majority of the boundaries;
- established landscaping within the site boundaries;
- established ecological grassland areas and habitats;
- aquatic areas; and
- a graded topography.

Within this structural framework there are specific characteristics that can be considered as a series of landscape and/or ecological typologies that provide distinctiveness to the area. These are described here in outline with greater detail provided in RPS Ecological Reports (RPS Nov. 2003 and July 2004).

The recommended future management objectives associated with each typology are set out at Appendix B.

#### 1. Acid Grassland (Figure 1.9)

A desk-top study of historic maps indicates that the grassland occupies land that was originally part of a larger field and may be a feature of more recent origin. The grassland appears as an area of short fine grass with bare patches of sand and some gorse showing through an undulating topography. It is likely to be an area of the Greenland Ridge that has become exposed at the surface. Aesthetically the area is untidy and unmanaged.

#### 2. Established Planting Belts & Woodland (Figure 1.10)

The boundary hedges contain a wide range of native trees and shrubs that are likely to be of some age as they appear on the historic maps. The predominant species of the hedgerows are Hawthorn and there are signs of some areas as having been laid in the past. There are some stands of mature trees such as Oaks in the north of the site that the ecological reports suggest may be bat roosts. The hedgerows form an important wildlife habitat and green 'corridor' along the edges of the site. The woodland in the northwest is of high ecological interest and importance.

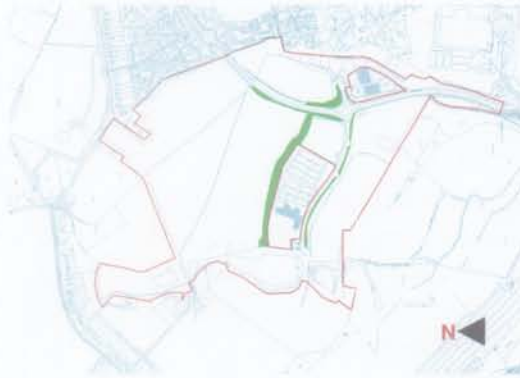


Figure 1.11 Recent Planting Belts

## 3. Recent Planting Belts (Figure 1.11)

The planting belts surrounding the Brake Brothers building and along Trinity Road and Nicholas Road were planted in the 1990s. These provide significant screening particularly to car parking areas. The majority of the species are native or semi-native woodland species however, there are some alien species. These include *Prunus laurocerasus* that have been clipped. The tree belts are informal in character and give structure to the roads and provide maturity and definition to the site. They also support wildlife habitats that will increase in value over time. The *Prunus* dotted throughout the belts are non-native and have little character value.

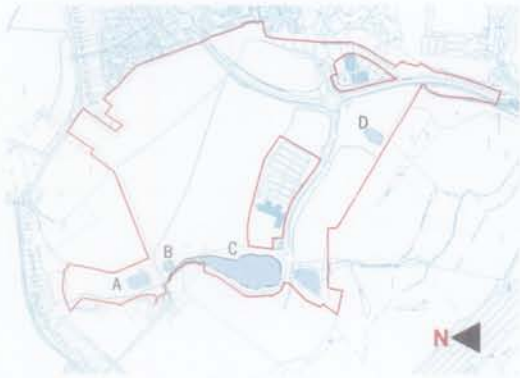


Figure 1.12 Marginal &amp; Aquatic Areas

## 4. Marginal &amp; Aquatic Areas (Figure 1.12)

The lake that is separate from the stream (B) has become over enriched and shows signs of becoming clogged by algae. The large lake (C) is surrounded by mown amenity grassland that provides a walk through area and maintains uninterrupted views from the new buildings. The lake to the south (D) is still in a natural state and is highlighted in the RPS report as an important wildlife habitat.



Figure 1.13 Semi-improved &amp; Improved Grassland &amp; Tall Rudereal

## 5. Semi-improved &amp; Improved Grassland &amp; Tall Rudereal (Figure 1.13)

These areas are scrub like in appearance with the height of the grass varying throughout the seasons. They have little value visually particularly in winter.



## 1.3 Legislative, Socio-Economic Constraints & Stimuli

### 1. Planning Legislation

The key national, regional and local planning policies that are applicable to the proposals in this brief are set out in summary form here (Table 1.4.). The table includes a broad range of policy references, a brief description of each policy and the implications they have in informing the content of this brief.

### 2. Socio-Economic and Market Appraisal

The joint venture development partners consider Upper Terrace in Eureka Park as an exceptionally attractive environment with existing infrastructure and occupiers already in situ. The partners consider that the current proposals can deliver 115,000 sq. metres of new good quality B1 buildings within an established business park that has the ability to compete with and attract investment. Within these broad aspirations there are several key Socio-Economic and marketing issues that need to be considered when embarking on such development.

### 3. Opportunity for Change

The proposals set out in this brief can contribute to Ashford becoming a potentially strategic location in the southeast. The UK Government's Sustainable Communities Plan (SCP) identifies Ashford as one of four towns that have been identified as areas for significant growth. The SCP led to a report by Halcrow into the town's capacity for growth over the next 30 years. A conclusion of the report is that the town has the opportunity to embrace change within set targets:

- a further 13,050 new houses by 2016;
- an additional 30,780 new houses by 2031;
- employment growth to provide 10,305 new jobs by 2016; and
- 27,810 new jobs by 2031.

### 4. Promoting Location

This projected increase in capacity of residential and commercial uses will promote Ashford as a more dynamic town and will attract high quality commercial organisations that have previously discounted Ashford as a location. The promotion of Ashford will be due to new jobs and an enhanced environment for living. These will contribute to increasing demand for good quality and innovative business space; Upper Terrace in Eureka Park has the potential to deliver this aim.

Table 1.4 POLICY REVIEW SUMMARY

**Policy Area****Key Themes****strategic role of Ashford**

- accelerate growth of new communities (Ashford)
- growth potential acknowledged to be as Ashford's Futures Study by Halcrow: 31,000 houses supported by 28,000 jobs by 2031 (13,100 houses/ 10,300 jobs by 2016)
- well located as a nodal point for sub-regional, national and international communications
- desire to improve under performance in economic terms

**urban places**

- sustainable development
- mix of uses with a range of employment, leisure and community facilities
- preferring land within urban areas
- high standards of urban design
- access to public open space and green spaces
- intensification of use
- safety

**movement**

- reduce need for travel
- traffic generators next to interchanges
- access to public transport
- permeability

**environment**

- landscape character and conservation
- biodiversity conservation
- energy efficiency
- archaeological heritage
- amenity

**process**

- guidance on Development Briefs
- assessment criteria for transport

**Policies**

See Appendix C for fuller policy description

**National**

- The Sustainable Communities Plan
- Regional**
- RPG9 including revised chapter 12 section on Ashford (Jul. 2004)
- Kent County Council Structure Plan
  - Key Themes
  - SS1,2, CC1

**National Policy**

- PPG1 General Policy and Principles
- PPG13 Transport

**National Guidance**

- Planning for sustainable development
- Living Places: urban renaissance in the SE
- Urban design in the planning system

**Regional**

- RPG9 including revised chapter 12 section on Ashford (Jul. 2004)
- Kent County Council Structure Plan
  - Key Themes
  - SP1, CC1, QL1 to 6, 13; FP1 to 3, 5
  - Supplementary Planning Guidance - Kent Design Guide

**Local Policy**

- Ashford Borough Local Plan
  - GP1 to 6, DP1, DP4, S27, ET2, 8

**National Policy**

- PPG1 General Policy and Principles
- PPG13 Transport

**Regional Policy**

- RPG9 including revised chapter 12 section on Ashford (Jul. 2004)
- Kent County Council Structure Plan
  - SS5, QL18, TP2, 19

**Regional Supplementary Guidance**

- SPG4 vehicle parking standards

**Local Policy**

- Ashford Borough Local Plan
  - GP1 to 6, S27, ET1, 2, 4, TP1 to 7, LE17

**National Policy**

- PPG9 - Nature Conservation
- PPG16 - Archaeology and Planning

**National Guidance**

- Planning for sustainable develop

**Regional Policy**

- RPG9 including revised chapter 12 section on Ashford (Jul 2004)
- Kent County Council Structure Plan
  - SS5, E3, 5, 8, 9, 11, QL8

**Regional Supplementary Guidance**

- SPG1 landscape character
- SPG2 biodiversity conservation
- SPG3 - archaeology

**Local Policy**

- Ashford Borough Local Plan
  - GP1 to 6, DP1 to 3, 5, 9, EN1, 24, 31, 32, S27, ET2, 4

**National Policy**

- PPS12 - Local development Frameworks

**National Guidance**

- Planning and Development Briefs: a guide to better practice

**Regional Policy**

- Kent County Council Structure Plan
  - TP1

**Local Policy**

- Ashford Borough Local Plan
  - DP10
  - Supplementary Planning Guidance - SPG2

### 5. Supply

Ashford currently has a limited and generally out-dated stock of office and light industrial development that does not attract good quality occupiers seeking modern, efficient, institutional business space. In order to deliver the aim of enhancing Ashford's current profile the town needs its own premier business park that is capable of competing with the established business parks at Dartford, Maidstone, West Malling and Chatham. However, it is important to recognise that rents will need to be competitive to attract occupiers and that in the initial phase of development, residual land values will not be sufficient to support substantial up front investment beyond the considerable investment historically made into the park.

### 6. Demand

Kent has for some while seen limited demand for commercial accommodation. It is anticipated that demand will stem from local, national and European companies across the commercial sectors with 83,000 sq. metres of office space requirements registered over the past 6 months in Ashford.

### 7. Phasing

In order to compete with other commercial locations rents will be lower than elsewhere to stimulate initial interest from investors. Although buildings in early phases will be well designed and set within attractive landscaping it is anticipated that as rental growth increases additional enhancement and innovation will occur in response to greater levels of investment at any given time.

### 8. Marketing

It is the intention of the joint venture partners to provide Eureka Park with a brand identity that it currently lacks and to produce marketing literature that reflects a unique selling point, an 'opportunity for change'. A leading national agent will be appointed to work in conjunction with a local agent. Trinity College's agent Bidwells will also promote the park and support is anticipated from both Ashford Borough Council and the agency Locate in Kent.

### 9. Stakeholder Involvement

The joint venture partners are committed to the involvement of a broad range of stakeholders particularly from the local business community, local residents groups and council officers. The partners subscribe to the view that delivering quality place-making arises from communities, investors and legislators working collaboratively.



#### 10. Accommodating Change

This appraisal commenced by stating the opportunities for change within set targets. However, accommodating change will require a pragmatic and realistic approach to a fast moving market. The rapid changes in space demands in the B1 sector and capricious locational choices made by globally footloose commercial organisations will demand flexibility in terms of building design, infrastructure and landscape development. The marketability and development of the site are inseparable components in achieving a 'place' that is responsive to market demands whilst maintaining quality and contributing to Ashford's future profile.

### 1.4 Vision Statement

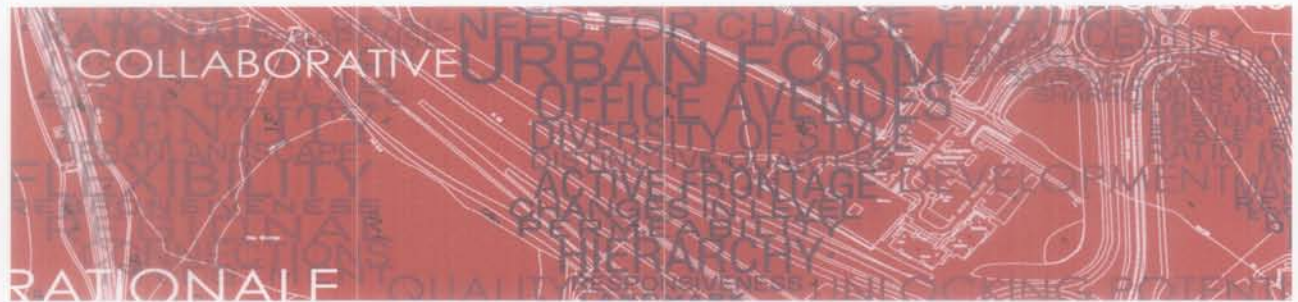
The vision for the development is set within the design concept of delivering quality development that is perceived as a distinctive 'place', which is responsive to change and that has a base-line of urban design principles that lead to quality place-making. The vision statement draws on the issues raised in this part and is set out as a summary of key objectives. The development will be informed by:

#### SUMMARY TABLE

- marshalling the networking resources offered by Upper Terrace's location;
- exploiting the inherent value of the landscape and ecological attributes of the site and its immediate context;
- addressing the challenges set by national, regional and local planning policies;
- responding to the aspirations, expertise and knowledge of a broad range of key stakeholders;
- a non-prescriptive brief based on a flexible approach to development that is responsive to local and global demands; and
- high standards of architectural design and flexible buildings.

## [2] Design & Development Rationale

- 2.1 The Need for a Rationale
- 2.2 A Collaborative Stakeholders Workshop
- 2.3 Synthesising Resources



### DESIGN & DEVELOPMENT RATIONALE

The proposals for urban intervention at Upper Terrace, Eureka Park that emerge from this brief need to be grounded in a rationale process that can be followed by all stakeholders. This is necessary for two reasons. First, in order to provide a coherent explanation to all interested parties of how the design and development proposals have been produced so that any improvements, amendments and omissions can be undertaken without jeopardising the concept of an agreed master plan. Second, to provide a non-prescriptive development framework within which more detailed and innovative design submissions can be made by future designers.



## 2.1 The Need for a Rationale

### Drawing on Research Resources

**Part 1 Setting the Scene** dealt with placing the site within a set of parameters that included physical, legislative and social constraints and stimuli. These included respectively:

- the available attributes of the site at a global, regional and local spatial scale;
- national, regional and local planning policies; and
- the importance of local stakeholder participation.

These represent a range of resources that can be marshalled to inform the production of a master plan. In **Part 1** the physical and legislative issues were dealt with in some detail. In this part the focus is on the role and contribution of local stakeholders and how their knowledge and expertise can be exploited as a resource.

This part will set out an outline description of the Enquiry by Design methodology used for a collaborative stakeholder workshop held on May 24 2004 and the main findings/strategic comments that emerged from the workshop. **Part 2** concludes by synthesising all of the resources in order to produce a design and development rationale that is used to inform the master plan process.

### Benefits of Auditing the Master Plan Process

The main aim of a rationale is to provide an auditing trail. Within this context the rationale achieves several interrelated objectives:

- the rationale explains what emerges as a key issue, why it is deemed important and how it can be delivered in the master plan;
- this provides an auditing process for both the designers and the local authority whereby design and development decisions can be traced and altered when necessary; and
- to demonstrate the type of approach that will be required of future designers by the local authority when submitting further details of development proposals.



## 2.2 A Collaborative Stakeholder Workshop

### Introduction

A collaborative workshop was commissioned by Bidwells on behalf of landowners Trinity College, Cambridge and their joint venture development partner Quadrant Estates (Commissioning team). The format, materials and delivery of the workshop were also produced in conjunction with consultations with Ashford Borough Council.

The workshop was facilitated by Lora Nicolaou of DEGW, London Office and Tom Medcalf of Townscape an independent urban design consultant and was made up of key stakeholders from the private and public sectors, Ashford businesses and local resident representatives. A full description of the workshop is contained within DEGW & Townscape's Feedback Report dated 21st June 2004.

### Main Aim and Objectives

The main aim of a workshop is set within the focus of the two main themes of Landscape & Ecology and, Urban Form, Building Design & Movement, as agreed between Ashford Borough Council and the landowners/developers. The main aim is:

- to produce generic design and development principles that would guide further negotiations between Ashford Borough Council and the developers/design team and inform the master plan process.

Within the scope of the main aim three objectives for the workshop are set:

- to identify design and development constraints and opportunities;
- to optimise the attributes of the site and location; and
- to identify additional emerging issues that were not included as part of the workshop.

### The Enquiry by Design Methodology

The Enquiry by Design methodology is a collaborative rather than consultative approach. The workshop enables stakeholders to contribute to and audit the design and development process whereby key issues raised and considered by all stakeholders are used to inform the master plan and focus future planning discussions and negotiations.

The benefits of this approach to all stakeholders are set out here.

1. For Ashford Borough Council:

- the local authority are able to respond to emerging legislative requirements for greater stakeholder involvement;
- limited resources can be focused on those key issues that stakeholders identify as a priority; and
- the workshop provides a coherent audit trail as part of the planning process;

2. For landowners and developers:

- active involvement in the planning process and participating in the collaborative process by engaging with a broad range of stakeholders; and
- the design team would acquire a design and development rationale that can inform, support and enhance (but also challenge) further master plan negotiations.

3. For local stakeholders:

- their expertise and knowledge is utilised in a collaborative way to provide local input on the master planning process; and
- a degree of 'ownership' of key issues.

The methodology contains several research methods that involve individual and group working sessions.

First, a theoretical framework is used to present best practice in current business park design; i.e. to set the workshop in a global context. This includes the presentation of appropriate case studies to introduce main design constraints such as:

- coarseness of grid, plot ratios;
- the interface between open spaces, movement patterns and innovative building forms;
- connectivity, treatment of open spaces, edge boundary treatment/conditions, landscaping; and
- ecological considerations such as existing site characteristics, orientation and sustainable drainage.

Second, 'mental maps' and a Strengths, Weaknesses, Opportunities and Barriers (SWOB) analysis of the site, surrounding area and geographical location of the Upper Terrace context. This is to establish the breadth of knowledge of stakeholders and to identify common occurring character features and attributes. Following a coach visit to the development area the stakeholders are asked to identify WHAT are the important design and development constraints/opportunities and WHY they were important.



Third, the stakeholders are split into four groups. Using tracing sheets and site/context scaled plans/example photographs each group are to produce layers of design ideas to explore the two main themes of the workshop. There were four layers:

- what is worth keeping and/or exploiting;
- movement, accessibility, grids and connectivity routes and links;
- landscape and ecology; and
- urban form.

Fourth, each group draws on all of their individual and collective work throughout the workshop and prepare a list of design and development generic design principles that described WHAT the master plan should aim to achieve/secure and HOW. The workshop closes by all participating stakeholders mandating a final list of principles.

### Workshop Outcomes

The main aim of the collaborative workshop is to produce generic design and development principles that would guide further negotiations between Ashford Borough Council and the developers/ design team and inform the master plan process.

Table 2.1. sets out the principles that were mandated by all groups and these are referred to here as Workshop Outcomes.

**Table 2.1 MANDATED GENERIC DESIGN AND DEVELOPMENT PRINCIPLES**

What is to be achieved	How this is to be achieved
1. Create a high quality landscape	By integrating visual & physical permeability, open space, public footpaths and existing landscape features.
2. The development should provide a hierarchy of character	By providing: <ul style="list-style-type: none"> <li>• statement buildings at gateway and overlooking ponds;</li> <li>• high density buildings adjacent to golf course, and</li> <li>• no more than two-storey but high density buildings adjacent to Goat Lees</li> </ul>
3. The scheme should respond to past and historical landscape character	For Ashford Borough Council to ask for audit to demonstrate response to local landscape typology.
4. Scale and form of development to respond to its location on site	To include two storey buildings at north end. To respond to 'gateway' site. To explore multi-level building and undercroft parking in southern hollow. To avoid where possible surface level parking in front of buildings by using courtyards and undercrofts.
5. Buildings to have active frontages	To articulate all elevations.
6. Create a vibrant, interesting site with a range of services available	To encourage flexible building design and form that can respond to a range of requirements and uses over time.;
7. Integrated movement between existing, surrounding areas should be promoted	By designing the infrastructure to extend the cycle route and promote public transport.
8. Buildings must reflect local architecture/quality and must be sympathetic to the locality in terms of design, materials and form	To carry out an audit of what built form components constitute the character of Ashford.
9. The development should be accessible to provide amenity to wide variety of users	To ensure that the development be integrated and connected into the existing surrounding movement structure (e.g. local centre, The Warren) by enhancing and creating footpaths and cycle paths.
10. Use landscape as main driver (extend area around ponds)	To produce a range of local landscape typologies (including meadows etc.).
11. Urban form must respond to public realm	To ensure that buildings should have fronts and backs, and should define landmarks, nodes and edges.

### Facilitators' Main Findings

An analysis of the workshop outcomes leads to the identification of three key issues and 'other emerging issues' that require further consideration. In Table 2.2. these issues are set out along with comments from the facilitators and are referred to here as the Main Findings.

**Table 2.2 KEY WORKSHOP ISSUES****Key Issue 1: Landscape and Ecology**

A main finding is a high level of demand for a landscape strategy (and to a lesser extent ecological) that can be used to inform the building design, infrastructure and choice of location for the development as a whole and for individual components.

This is likely to require:

- a landscape design rationale that includes an audit of existing landscape components which will need rating from say removal, amending and enhancing;
- an historical analysis that can be used to develop 'place making' and character (see ahead); and
- the production of an integrated set of landscape/building typologies.

**Key Issue 2: Accessibility and Connectivity**

A main finding is that there is a strong desire for the development to contribute to the amenity value of the existing surrounding area and its inhabitants, in terms of recreation and movement.

There is also evidence of a need for controlled integration with bordering edges perhaps footpaths, cycle-ways and public transport rather than private vehicular access. Also, wider integration into existing road/pedestrian/cycle infrastructure networks to enable accessibility.

Visual permeability from within to surrounding countryside and vice-versa could provide an opportunity to produce a distinctive 'place' (see ahead). The issue of physical accessibility and connectivity raises an opportunity to consolidate the concept of a 'park' within which development is clustered.

**Key Issue 3: Distinctive and Quality Place-making**

A main finding is that this issue has emerged as an important component of the other key issues. It refers to both landscape and built form and is concerned with making the development distinctive whilst responding to the strengths and opportunities that have been identified as being positive attributes of the site and its immediate context.

In terms of landscape form there is evidence of a strong desire, which may surface in other developments, that a contribution to Ashford's future image could be made that is from rather than of history, i.e. a contemporary interpretation.

**Other Emerging Issues**

1. The transport impact on surrounding road networks requires modelling, including any proposed Park and Ride facilities elsewhere.
2. Sustainable building design and drainage services need to be considered.
3. The phasing of the development and how responsive this could be made to changing market conditions needs further consideration.
4. The promotion of a Unique Selling Point (USP) for the development that can be used as a brand for raising the profile of Ashford.

**Strategic Comments**

Table 2.3. sets out the strategic comments from the facilitators that can be interpreted as an Executive Summary of the workshop and to provide guidance for further discussions between Ashford Borough Council and the landowner/developers.

**Table 2.3 STRATEGIC COMMENTS****1. Concept & Vision**

The development needs a strong master plan concept and brand that is distinctive and relevant to Ashford. In terms of built form this should not be too prescriptive and should perhaps deal with generic descriptions of building types rather than architectural styles.

**2. Design and Development Rationale**

There is a need to demonstrate that a design rationale can be traced/audited from the main findings and key issues emerging from the workshop. This is the main driver for any Development Brief.

**3. Delivery and Implementation**

What will the development look like? There is a need to satisfy all stakeholders that the design rationale and Development Brief will deliver a specific product AND a need to demonstrate how this can be achieved.

**4. Stakeholder Involvement**

A principal question that arises is 'How has the workshop process informed the master plan'. This should be central to the way forward because of recent and emerging national policy requirements imposed on local authorities.



## 2.3 Synthesising Resources

This section provides an opportunity to synthesise the research resources from **Parts 1** and **2** that deal with the available attributes of the site at a global, regional and local spatial scale; the relevant national, regional and local planning policies; and the contribution that local stakeholders can make. This process leads to the production of a design and development rationale. This takes the form of a set of instructions that can be used to inform the production of a master plan (Table 2.4). The three key issues from the collaborative workshop are used here to structure the rationale. These are used because they incorporate the mandated generic design and development principles from which strategic guidance is provided. They are also capable of responding to the changing physical and legislative constraints and stimuli raised in **Part 1: Setting the Scene**.

**Table 2.4 DESIGN & DEVELOPMENT RATIONALE**

### KEY ISSUE 1: LANDSCAPE & ECOLOGY

**What: To support a coherent and dominant landscape strategy**

#### Why

- Because the site has a strong and established landscape character by virtue of its location (suburb/park bordering rural edges) and its history (15 years of planting) which demands that any intervention or response is no less effective
- Because the strong/established landscape character means that the proposals should be perceived as 'development occurring within landscaping' not vice-versa
- Because the landscape character is currently perceived as a local amenity and any development should enhance this
- Because the site is visible from distant views and the mitigation of visual intrusion by built form is highly dependent on a coherent strategy
- Because the quality of the landscaping is an intrinsic part of the marketability of the site

#### How

- By using the existing landscape attributes as a resource to inform the design of built form
- By integrating additional landscape features to promote legibility and connectivity
- By using additional landscape features to enhance existing public rights of way in order to increase local amenity value
- By using a set of generic landscape typologies to provide consistency in footpath and verge appearances across and through the site
- By using specific landscape typologies to define distinctive quarters within the site

**What: To conserve and celebrate ecological characteristics**

#### Why

- Because existing features are a local resource and therefore have intrinsic value in promoting the quality of development
- Because the exploitation of an existing resource will enhance local amenity value for users within and beyond the site boundaries
- Because there is a requirement to respond to national, regional and local planning policies
- Because it can assist in the production of distinctive quarters within the site

#### How

- By using a strategy that protects sensitive areas and promotes those features that can provide 'added value'
- By exploiting ecological characteristics as an integral part of 'branding' and marketing the site
- By synergising the landscaping, ecology and built form as a main driver to achieve quality development

### KEY ISSUE 2: PATTERNS OF MOVEMENT AND CONNECTIVITY

**What: To enhance and promote the amenity value of the site for local inhabitants in terms of access and recreational uses**

#### Why

- Because frequent use will increase the vibrancy and vitality of the public realm spaces
- Because an increase in public use will improve security and instil a sense of local "ownership"

#### How

- By creating additional amenity areas
- By providing new routes that link new and existing amenity destinations within the site
- By providing a range of different routes with individual characteristics

- Because it will add amenity value for the office population.
- Because it provides an opportunity for the local authority to provide connections to planned off-site landscape and ecological projects

- By relocating major north to south routes away from the carriage way
- By maintaining long views out of the site to aid legibility
- By exploiting the natural characteristics within the site
- By responding to the topographical characteristics of the site
- By configuring built form to screen the majority of car parking for those that are on view
- By providing, where possible, active frontages facing the public realm

#### **What: To improve integration with the surrounding vehicular, pedestrian and cycle networks**

##### **Why**

- Because greater accessibility will promote the potential of attracting local employees
- Because current legislation and social trends tend to promote movement by public transport, foot and cycle in preference to cars
- Because it will integrate the site with adjacent developed areas and their mix of uses, leading to sustainable districts

##### **How**

- By providing a new pedestrian link onto Sandyhurst Lane
- By installing the missing cycle way track along the east boundary to complete the cycle network
- By providing bus stops within walkable distances from employment quarters
- By extending the existing cycle network along estate roads into the site

#### **KEY ISSUE 3: DISTINCTIVENESS & QUALITY PLACEMAKING**

#### **What: To produce a 'place' with a distinctive identity rather than a series of unrelated spaces**

##### **Why**

- Because distinctiveness aids branding, local & global recognition, marketability, and contributes to the raising of Ashford's profile as a whole
- Because it will improve legibility between neighbouring districts
- Because improved usage and amenity value of the site will contribute towards the sustainability of the neighbouring districts and compliment their mix of uses

##### **How**

- By transforming a substantial stretch of Trinity Road from a drive through non-event to an experience of entering into (and exiting from) a special place
- By providing landmarks, nodes and edges throughout the development
- By introducing distinctive character quarters linked by common components of signage, street furniture and lighting
- By creating links between urban and non-urban spaces

#### **What: To exploit the local identity of the historic landscape characteristics and established built uses**

##### **Why**

- Because the site has 15 years of established history as a business park within the locality
- Because the established landscape is a resource that can contribute to blending the new development into the grain and pattern of the area
- Because working with an existing resource can facilitate an evolutionary approach to development, the benefits of which include: continuity of development; improved marketability on the basis that the park is well established; low impact on local inhabitants; and easier ecological mitigation
- Because it will assist in creating the concept of 'landscape within which development occurs'

##### **How**

- By auditing the existing landscape through site analysis and local stakeholders' perceptions
- By enhancing, altering and removing any existing landscape features that can/cannot contribute to delivering a distinctive and appropriate setting for development
- By providing a systematic approach for the inclusion of native and mature planting
- By selecting a landscape palette of planting that compliments existing landscape
- By exploiting the landscape amenity value afforded by the variety of existing ecological habitats

#### **What: To break down the development area into distinctive character quarters**

##### **Why**

- Because legibility within and beyond the site can be improved
- Because it provides an opportunity to attract a range of different occupiers with varying image brands
- Because it provides greater flexibility when coping with a variety of market conditions over a period of time
- Because it provides a design mechanism to manage the scale of development
- Because it contributes to the variety and visual richness of the public realm
- Because it is a responsive approach to the demands and opportunities presented by a varying topography

##### **How**

- By providing separate Distinctive Character Quarters (DCQs) that connect to the main spine road
- By creating a hierarchy of landmarks throughout the site at different spatial scales (quarters, streets, blocks, plots)
- By using the topographical characteristics of the site to inform the design of the DCQs
- By using the variety of ecological resources to aid the design of the DCQs

### Main Strategies for the Production of a Generic Urban Design Framework

The design and development rationale provides the focus by which the main strategies that can be employed in producing a Generic Urban Design Framework can be stated. These will be dealt with in greater detail in **Part 3** but are summarised here to maintain continuity between each part of the document. The strategies are:

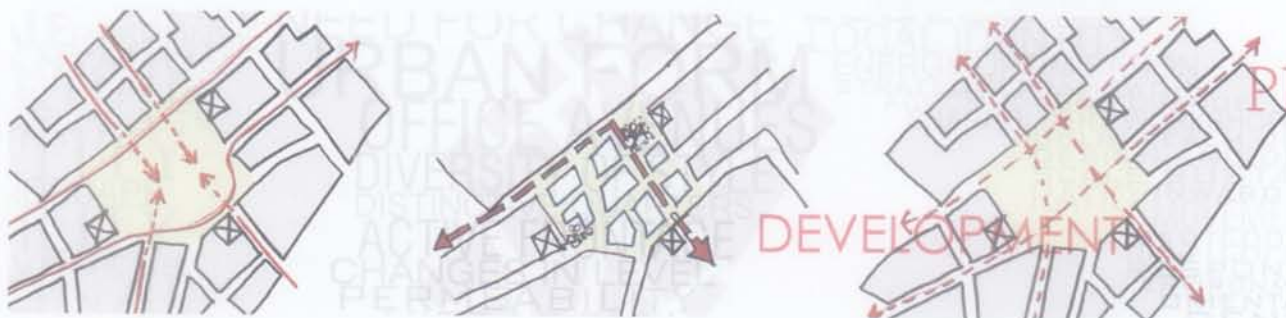
#### SUMMARY TABLE

- a strong and coherent landscape strategy that clearly sets out the concept of the site as 'an important and high profile natural location within which development can occur';
- a coherent movement strategy that integrates the development with adjacent neighbourhoods, aids legibility and promotes accessibility; and
- a 'language of design' strategy to demonstrate that change can be accommodated and how good urban qualities in the public realm can be maintained.



### [3] Generic Urban Design Framework

- 3.1 The Concept
- 3.2 Landscape and Ecology Strategy
- 3.3 Movement & Public Realm Strategy
- 3.4 Language of Design Strategy
- 3.5 Indicative Master plan



#### GENERIC URBAN DESIGN FRAMEWORK

Part 3 begins by stating the overall concept for the development of Upper Terrace at Eureka Park in terms of achieving 'quality place making'. The key principles of current urban design practice are set out as an overarching approach to the process of quality place making.

Part 3 then uses the design and development rationale from Part 2 to produce a Generic Urban Design Framework for Upper Terrace. In the main this framework is a non-prescriptive guide for designers that sets out what components of a master plan will lead to quality place making. The framework consists of three main strategies that when considered collectively constitute how the concept can be delivered. Because the landscape and ecology strategy is a main driver for delivering the concept it is dealt with in specific terms with reference to the Upper Terrace site. The remaining two strategies are dealt with as part of a generic framework that is used in Part 4 when they are applied to the site. The three strategies are:

- 1 a landscape and ecology strategy that is used as a key driver to inform the building design, infrastructure and choice of location for the development as a whole and for individual components;
- 2 a movement & public realm strategy that promotes accessibility, integration and legibility within and beyond the site; and
- 3 a 'language of design' strategy to demonstrate how change can be accommodated whilst maintaining good urban qualities in the public realm.

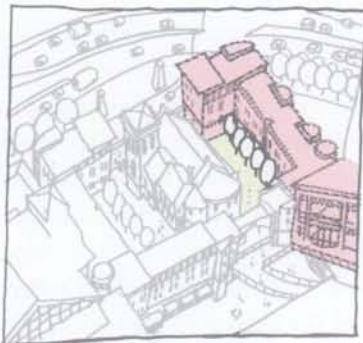
Part 3 concludes with the combining of the strategies into an indicative master plan that illustrates what the concept could look like for the Upper Terrace site.



Place making



Distinctiveness



Responsiveness



Responsiveness

### 3.1. The Concept

#### Quality Place making

The overall concept for Upper Terrace is to deliver quality development that is perceived as a distinctive 'place', which is responsive to change and that is energy efficient. For the purposes of this brief this is considered to be achievable through the use of a base-line set of urban design principles that lead to quality place making.

The process of place making is concerned with the development process at various interrelated spatial scales. The development should integrate with and enhance adjacent urban areas and bring added value to neighbouring communities. This brief refers to six urban design principles from current best practice that will achieve these objectives. These principles emerge from two sources.

First, making places *permeable, legible, safe distinctive responsive* and *energy efficient* are the six commonest urban principles raised by a range of stakeholders from over 25 workshops run by the Joint Centre of Urban Design (JCUD) at Oxford Brookes University, Oxford for non-designers. Second, all six principles can be traced in the comments submitted by stakeholders at the Enquiry by Design collaborative workshop held on the May 24<sup>th</sup> 2004. These principles are defined ahead in Table 3.1.

**Table 3.1 URBAN DESIGN PRINCIPLES****Definition****Achievable by:****Principle 1: Permeability**

Where people can or cannot go due to the provision of a range of alternative ways through an environment

- integrating with existing movement routes within, on the edge of and beyond development boundaries; and
- increasing accessibility for non-vehicular and vehicular movement modes.

**Principle 2: Legibility**

How easily people can understand what opportunities an environment can offer and therefore, the range of choices they can exercise

- using buildings, planting, public art etc. to create landmarks, edges and areas for social interaction;
- exploiting visual links within, beyond and into the development area; and
- manipulating urban components (buildings, block layout, streets etc.) at different spatial scales to accommodate distinctive streets, neighbourhoods, districts/quarters etc.

**Principle 3: Safety**

The degree to which people can freely experience the environment without feeling that their, or others, security is compromised

- articulating facades to provide surveillance onto the public realm; and integrating different modes of

**Principle 4: Distinctiveness**

An accumulation of the differences that people perceive and experience between one environment and another

- providing gateways and transitional points between different areas;
- introducing dimensional variations in urban components (buildings, block layout, streets etc.); and
- introducing variations in landscaping components (hedgerows, species, planting scale/enclosure etc.).

**Principle 5: Responsiveness**

The degree to which an environment can accommodate change over time

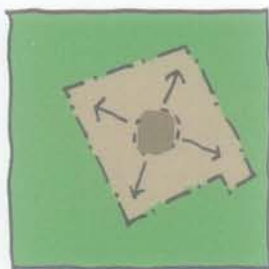
- providing a grid layout with a street hierarchy within which different uses can evolve; and
- incorporating robust urban components that include changeable characteristics such as a range of block sizes, variable street and plot widths, frontage set-backs.

**Principle 6: Energy Efficiency**

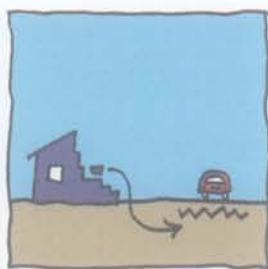
The degree to which the exploitation of natural attributes and innovative building design can reduce energy consumption

- optimising orientation and topography;
- enhancing landscaping to negate pollution;
- integrated and connected grid system that promotes public transport; and
- effective plot depths, reducing overshadowing, and compliance with BREEAM standards of construction and design guidance

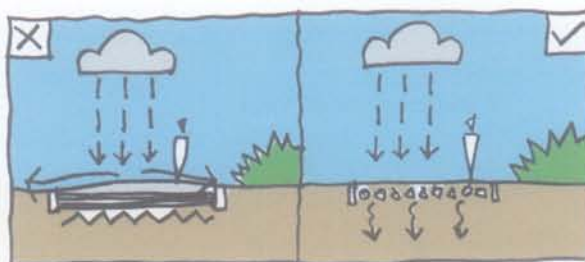




use excess spoil on site



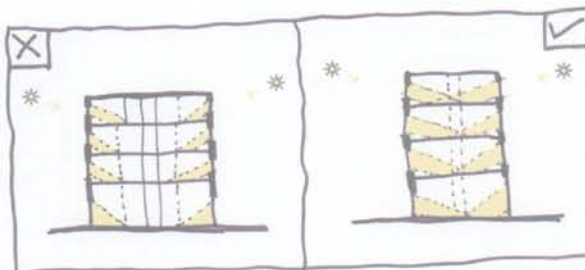
recycle materials



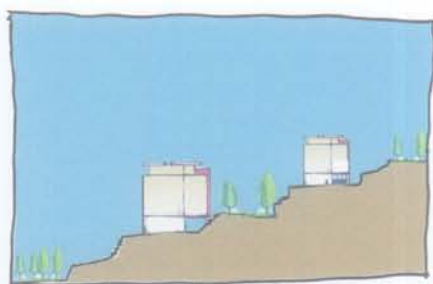
porous paving wherever possible



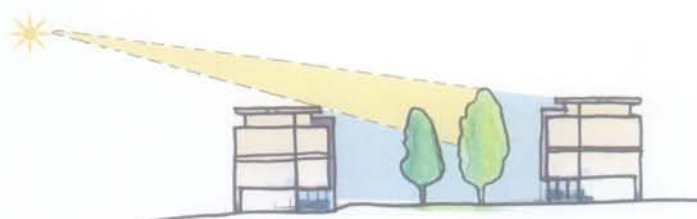
sensor lighting wherever possible



building depths to allow natural lighting and ventilation wherever possible



terracing strategy to optimise cut and fill and allow for SW orientation of buildings wherever possible



careful attention to shading and solar access issues

## 3.2 Landscape and Ecology Strategy

### Main Components

The landscape and ecology strategy for the Upper Terrace is in response to an analysis of existing natural attributes of the site, its immediate context and sub-regional character. The strategy also reflects the outcomes from the stakeholder workshop when established uses, landmarks and key characteristics were identified from 'mental mapping' and Strengths, Weaknesses, Opportunities and Barriers (SWOB) exercises.

The main components of the strategy are embedded in the design and development rationale as a set of instructions. These are summarised in Table 3.2.

**Table 3.2 LANDSCAPE STRATEGY**

- Use the existing landscape attributes as a resource to inform the design of built form
- Integrate additional landscape features to promote legibility and connectivity
- Use additional landscape features to enhance existing public rights of way in order to increase accessibility for local inhabitants
- Use landscape typologies to provide consistency in footpath and verge appearances across and through the site
- Use specific landscape typologies to define distinctive quarters within the site
- Protect ecologically sensitive areas and promote those features that can provide 'added amenity value'
- Exploit ecological characteristics as an integral part of 'branding' and marketing
- Synergise the landscaping, ecology and built form as a main driver to achieve quality development
- Optimise the topographical characteristics to produce distinctive quarters of development
- Use the variety of ecological resources to aid the design of the distinctive quarters

## Specific Proposals

These strategic aims are interpreted into a landscape framework for the Upper Terrace site and are illustrated in Figure 3.1 and listed in Table 3.3 and a landscape typology covered in Table 3.4.

Table 3.3 LANDSCAPE FRAMEWORK

landscape element	Landscape typology (see Table 3.4 for general characteristics of components and/or design considerations)	
linear park	<ul style="list-style-type: none"> <li>• character landscape</li> <li>• screen type 2</li> <li>• footpath type 4</li> </ul>	<ul style="list-style-type: none"> <li>• information stations</li> <li>• sitting areas</li> </ul>
the central green	<ul style="list-style-type: none"> <li>• footpath type 2</li> <li>• grass type 1</li> <li>• sitting areas</li> <li>• urban trees types 1 and 2</li> </ul>	<ul style="list-style-type: none"> <li>• planting bed type 1</li> <li>• car park planting type 2</li> <li>• hard landscape</li> </ul>
waterside park	<ul style="list-style-type: none"> <li>• character landscape</li> <li>• footpath type 4</li> <li>• sitting areas</li> </ul>	<ul style="list-style-type: none"> <li>• information stations</li> <li>• screen type 2</li> </ul>
new scrubland	<ul style="list-style-type: none"> <li>• character landscape</li> <li>• footpath type 4</li> <li>• sitting areas</li> </ul>	<ul style="list-style-type: none"> <li>• information stations</li> <li>• screen types 1 and 2</li> </ul>
acid grassland - new location	<ul style="list-style-type: none"> <li>• character landscape</li> <li>• footpath type 4</li> <li>• sitting areas</li> </ul>	<ul style="list-style-type: none"> <li>• screen types 1 and 2</li> </ul>
wetland	<ul style="list-style-type: none"> <li>• character landscape</li> <li>• footpath types 4 and 5</li> <li>• sitting areas</li> </ul>	<ul style="list-style-type: none"> <li>• information stations</li> <li>• screen types 1 and 2</li> </ul>
ancient woodland	<ul style="list-style-type: none"> <li>• information station</li> </ul>	
reinforcement of boundaries/ hedgerows	<ul style="list-style-type: none"> <li>• screen type 1</li> </ul>	
greenway	<ul style="list-style-type: none"> <li>• screen types 1 &amp; 2</li> <li>• footpath type 4</li> </ul>	<ul style="list-style-type: none"> <li>• sitting areas</li> </ul>

Figure 3.1 Landscape Framework

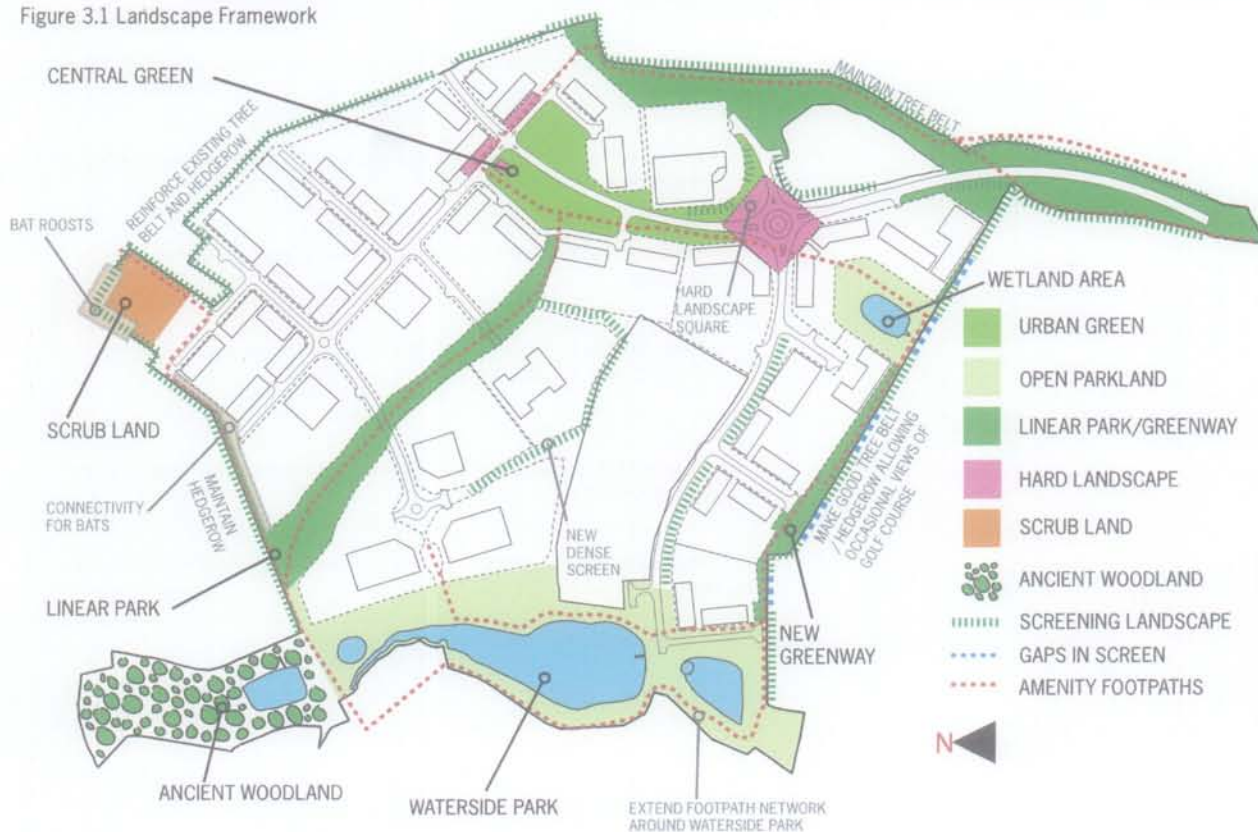




Table 3.4 LANDSCAPE TYPOLOGY

General landscape component	General characteristics and/or design considerations
character landscape	special design to suit the character and function of the area
hard landscape	hard landscape to suit the character and function of area
screen type 1	dense mix of planting to reinforce existing edges as necessary or form new screens. In the case of the hedgerow along the north boundary the objective is to create a linear route from the bat roosts to foraging around the lake area. The strip is to be minimum of 10m wide. In the case of the north east boundary against Goat Lees housing the buffer should be minimum of 10m wide.
screen type 2	mix of planting to form semi-permeable screen between development plots and open space areas
screen type 3	trees and planting mix to form semi-permeable screen between streets and building plot car parking areas
urban trees type 1	to form enclosure and character structure Central Green and adjoining areas.
urban trees type 2	to provide semi-permeable screen between and Central Green
urban trees type 3	for secondary/ tertiary streets with predominantly 2 storey development
urban trees type 4	a variant of type 3 suited to 3 and 4 storey development
footpath type 1	footpath + cycle way divorced from carriageway in Central Green area
footpath type 2	footpath + cycle way adjacent to carriageway
footpath type 3	street footpath
footpath type 4	amenity footpath
footpath type 5	duckboard type detailing suitable for wetland area
sitting area	passive space usually associated with footpath type 5 usually with seating
information station	information about the ecology of the area
verge type 1	mown grass
verge type 2	planting/ grass mix between on street car parking bays
grass type 1	predominantly mown with as much meadow (for ecological connectivity) as is compatible in design terms with "Village Green" type open space
planting bed type 1	to be compatible in design terms with "Village Green" type open space and at the same time provide interest around the footpath/cycleway and opportunities for passive spaces
car park planting type 1	back of house car parking not generally visible from public realm
car park planting type 2	front of house car parking
car park planting type 3	if private domain individualistic planting appropriate - if public domain then scheme must be clearly derived from public realm landscape types already completed in preceding development periods
car park planting type 4	private domain landscaping visible from public domain requiring for consistency to be mostly derived from public domain landscaping already completed
car park planting type 5	cars screened from much of public realm but required to give high degree of visual amenity for occupants of buildings
terracing	for development on sloping terrain it is important for buildings to be "set into" rather "sitting on" the slope. refer to terracing strategy in Table 3.5.

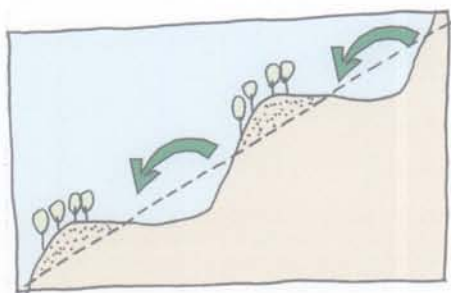


Figure 3.2a Step 2.

Table 3.5 TERRACING STRATEGY

<p><b>Step 1</b></p>	<p>Wherever possible align building footprints, streets and sewers and other water courses to follow contours. This allows building profiles to grow out of the ground, minimises cut and fill and enables gravity drainage to be used.</p>
<p><b>Step 2</b></p>	<p>Wherever possible create building terraces set into the hillside by cutting to create raised landscapes (Figure 3.2a).</p>
<p><b>Step 3</b></p>	<p>Push design towards the prefer end of the prefer/avoid scale (Figure 3.2b )</p>

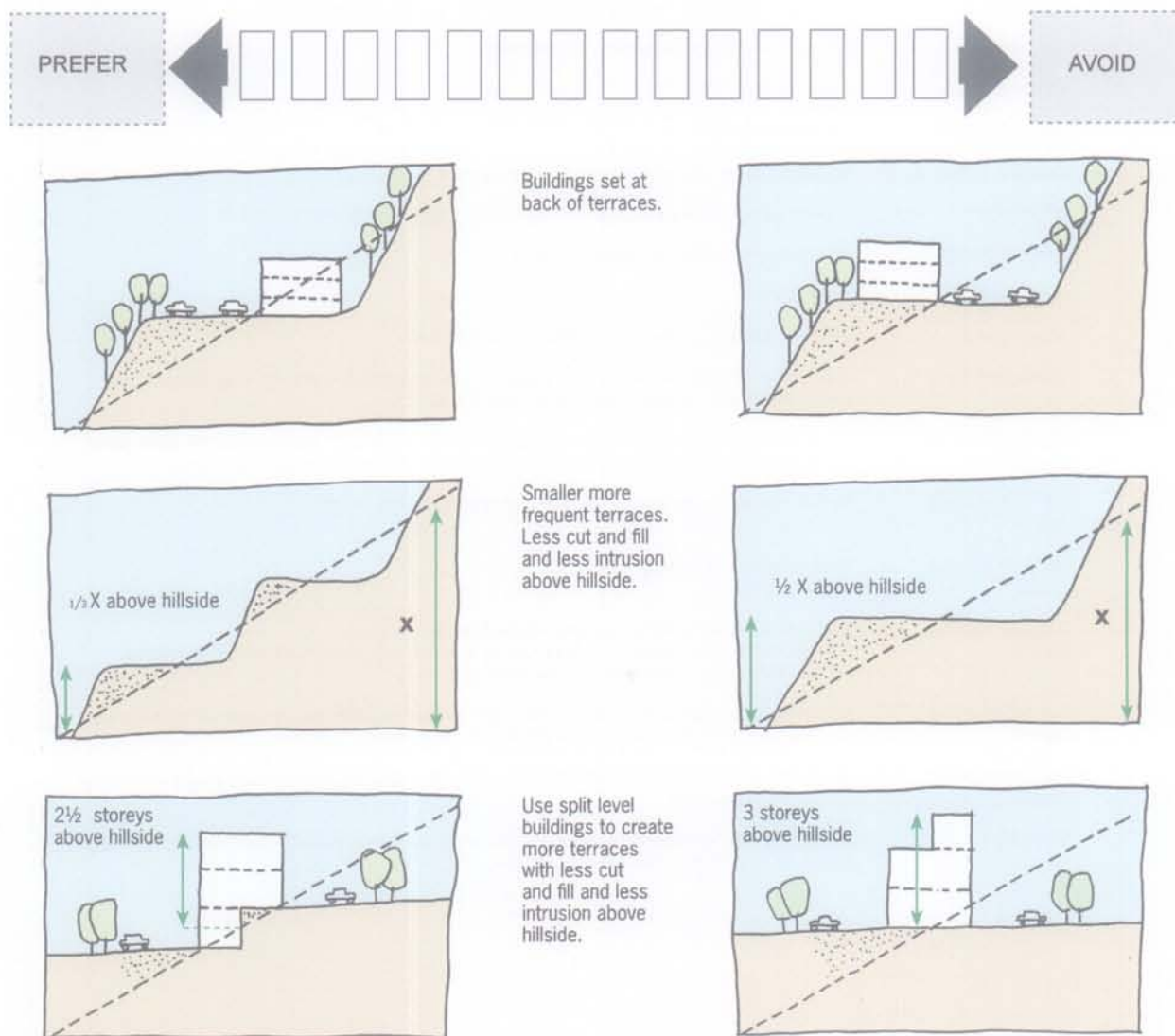


Figure 3.2b Prefer/avoid scale for terrace design.

### 3.3. Movement & Public Realm Strategy

#### Creating Connections

The connectivity of any site with the broader built and natural environment is essential for several reasons:

- it provides an opportunity to integrate and increase access to existing service provisions and amenities beyond the site leading to greater levels of activity by users;
- it can provide a variety of journeys that users can take with the potential to increase social interaction;
- the vitality created by different modes of movement through a connected street system can lead to economic viability; and
- the positioning of active fronts facing onto a connected street system can increase safety and therefore vitality.

#### Contextual Integration

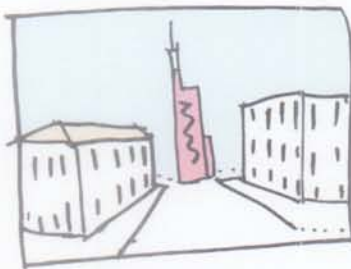
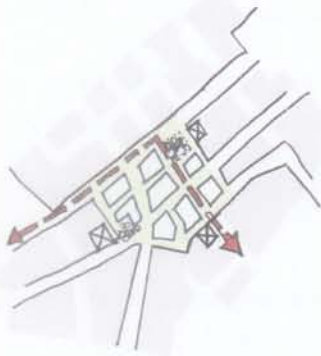
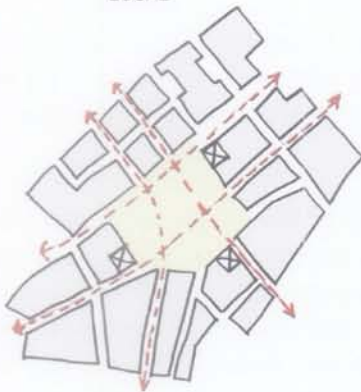
A connected movement strategy provides an opportunity to integrate with 'local' and 'global' networks and this leads to several benefits:

- the legibility of a site is enhanced as connected streets provide opportunities to introduce landmarks, edges and nodes;
- as permeability increases a well connected street system is responsive to accommodating future changes in use as capacities alter in adjacent areas (increases in residential densities, pedestrian footfall); and
- the integration of a site with its surrounding context can promote public transport and alternative modes of travel (walking and cycling) and thereby reduce car use.

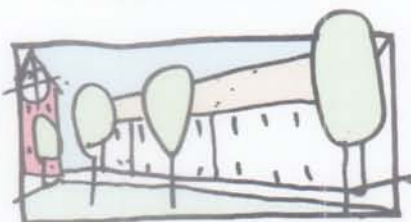
#### Integration Through Connectivity

A connected and integrated movement strategy provides an opportunity to manipulate urban and natural form in order to enhance place making in several key ways:

- it enables the introduction of transitional areas and gateways through which users pass providing an opportunity to deliver visual variety and distinctiveness; and
- provides an opportunity to synergise movement and open space networks where urban and natural attributes of a location collectively contribute to the amenity value of a site.



Legibility - Landmark



Legibility - Character of Edge



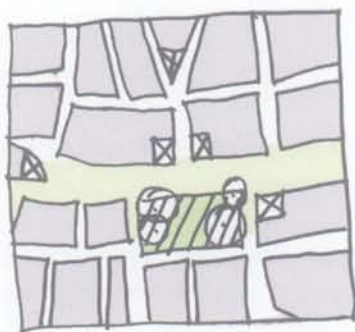


Figure 3.3 Landmarks and Nodes



Figure 3.3a Active Fronts onto the Public Realm

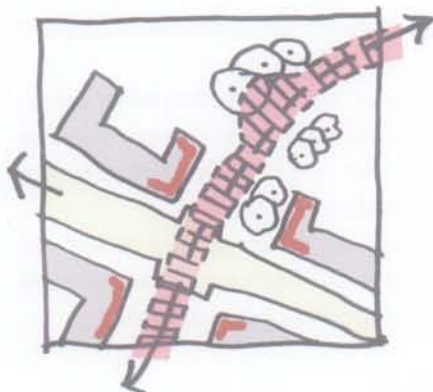


Figure 3.3b Active Fronts onto the Public Realm

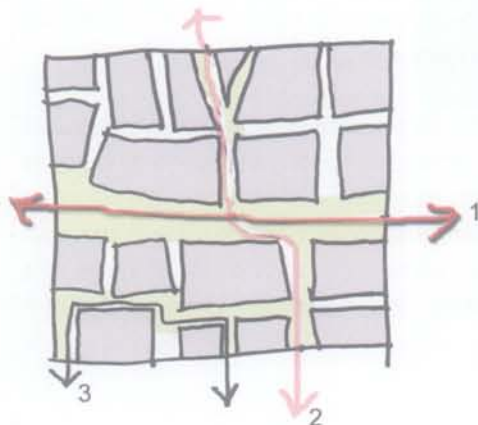


Figure 3.3c Street Hierarchy &amp; Permeability

## 3.4 Language of Design Strategy

### Key Urban Components

The 'language of design strategy' demonstrates how change can be accommodated whilst maintaining good urban qualities in the public realm. It is a methodology that provides designers with non-prescriptive guidance for further detailed design. However, basic principles of urban design must be maintained (Figures 3.3a to 3.3c)

It is not a design code as it does not draw on existing 'seed' areas or 'tissue' studies for reference but it is the method that will be adopted by the local authority for future design and development negotiations.

The strategy sets out examples of how change can evolve over short, medium and long periods of time by manipulating the dimensions of the key urban components of the built environment in order to accommodate the introduction of different uses. The following matrices demonstrate how these components can be made responsive to change within a street hierarchy, i.e. primary, secondary and tertiary. The key components are:

- movement network (vehicular, pedestrian, cycles);
- enclosure (space between front facades and/or building line);
- block and grid (including public squares, edges and nodes);
- plot (width and depth);
- elevation and facades (storey heights and landmarks); and
- parking (on-street, on-plot, courtyard).

### Using the Matrices (Tables 3.6a and 3.6b)

An example of the design rationale for each type of street within a particular hierarchical category such as Primary (P1, P2) is set out here. For example P1 refers to a street that has the potential to evolve into a High Street location (Table 3.5). The following rationale describes how this could occur from short term to long term:

**Step 1:** As the movement network increases in capacity (due to local and/or global increases in residential and/or non-residential development) the street hierarchy could alter as the location becomes economically viable in its ability to attract other uses.

**Step 2:** The enclosure dimensions have been selected to accommodate the type of expansion, access, parking and service requirements in the public realm that are likely to be needed to support these other uses.

**Step 3:** Similarly dimensions of the blocks and distortion of the grid layout have been selected to accommodate these future requirements including the ability for the blocks to be sub-divided.

**Step 4:** The plot 'modular' approach also facilitates change due to the flexibility of the selected dimension. Such as, basic 30 metre module (commercial floor plate), or 5 x 6 metres (retail zone A), or 4 x 7.5 metres (retail zone A with 3 metre entrance to residential over).

**Step 5:** As the plot module accommodates change the elevation and facade alters to provide visual richness, promote active edges and increase surveillance.

**Step 6:** The combination of all the other key urban components accommodating change provides an opportunity for different, and evolving, car parking arrangements.

#### Responsiveness

The rationale using P1 as an example reveals an additional feature of the issue of 'responsiveness'. Type P1 shows how a particular location within a master plan is likely to experience change sooner than other locations (say, because of its level of local/global connectivity and integration). For these types of locations within a street hierarchy there is a greater need for the urban components to be robust, i.e. able to accommodate change. In other locations within the secondary and tertiary hierarchy the level of responsiveness is likely to reduce because change over the medium to long term may not be a viable option.

However, the corollary of this reduction is that within these locations the designer needs to consider carefully those finer urban components such as choice of materials that could be in existence for long periods of time. An overall conclusion is that across the matrices there is likely to be a 'responsiveness gradient'.

Table 3.6a LANGUAGE OF DESIGN STRATEGY

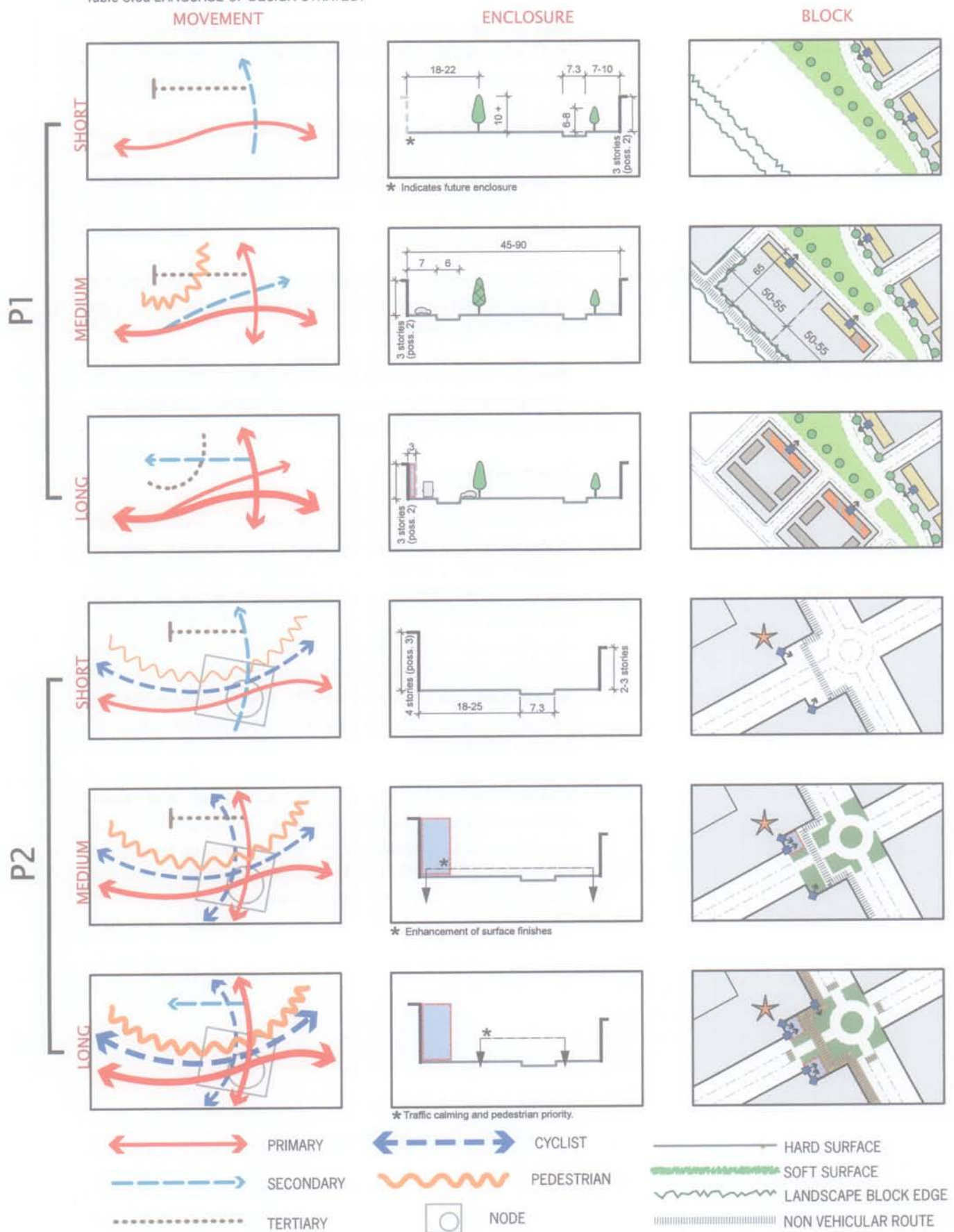
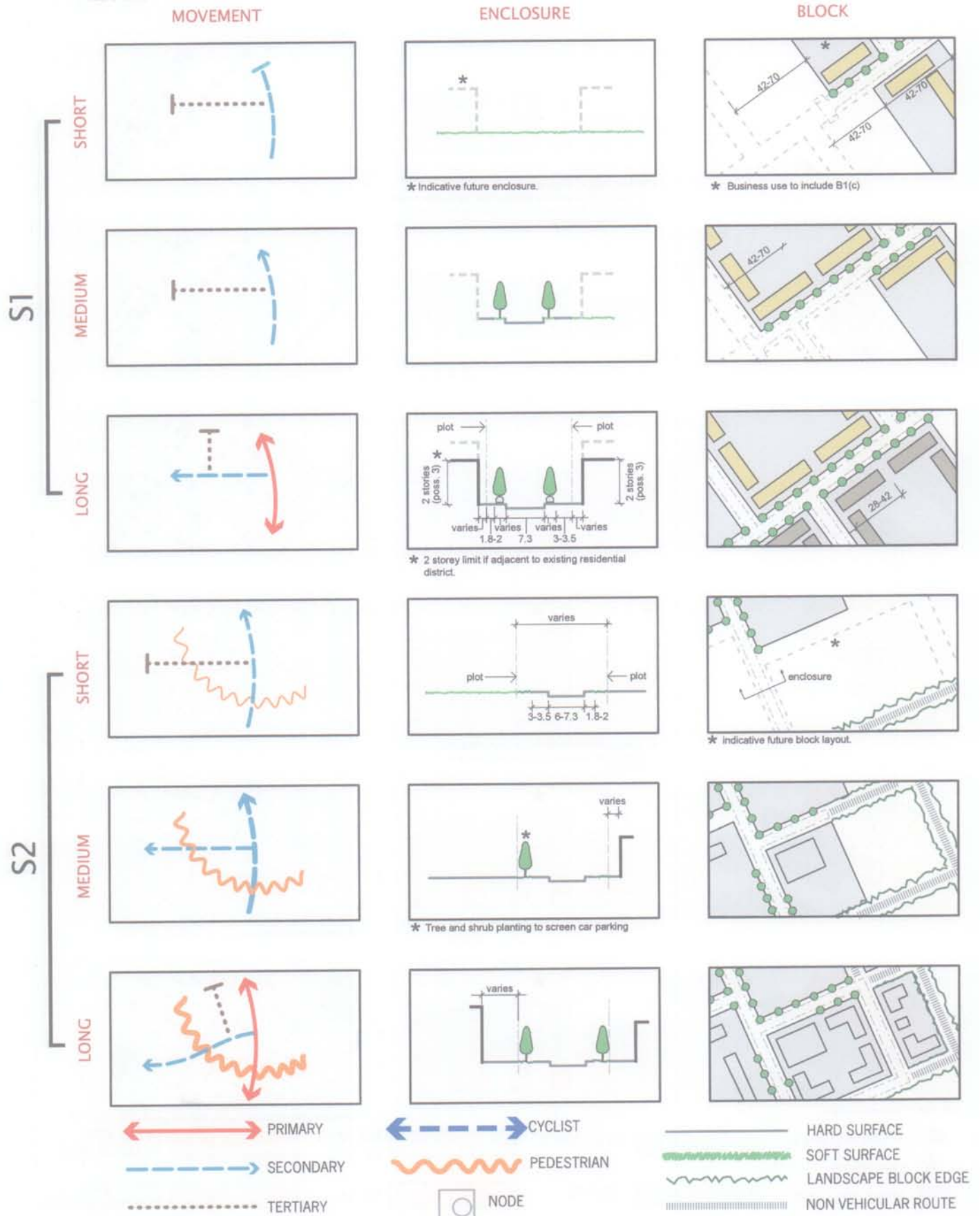


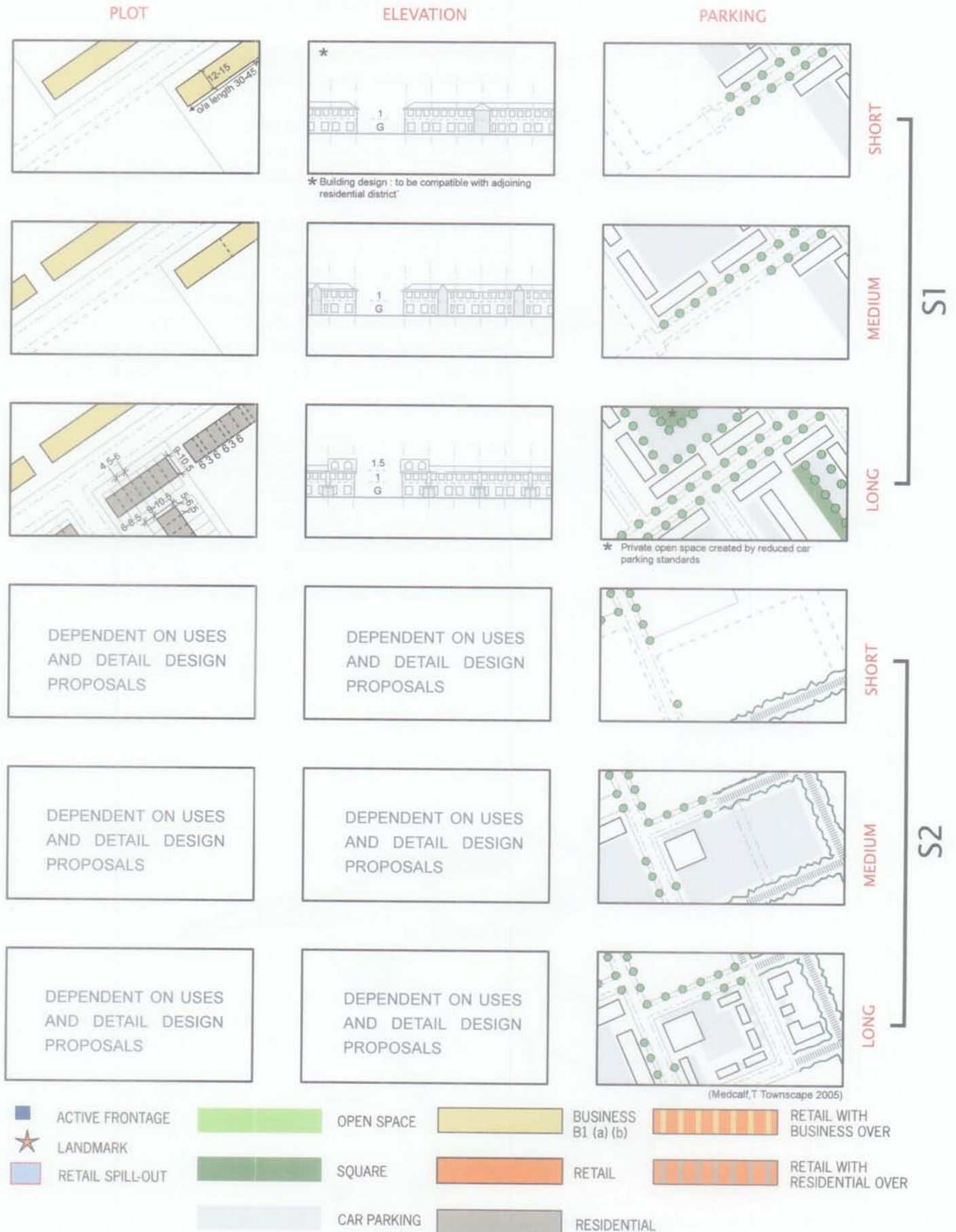




Table 3.6b



NB: increased thickness of line denotes increased intensity of use.





## 3.5. Indicative Master Plan

## Relevance of the Generic Urban Design Framework to Upper Terrace, Eureka Park

The Generic Urban Design Framework in the main has dealt with providing general non-prescriptive guidance for designers that sets out the strategies for a master plan when quality place making is an important consideration. With the exception of the Landscape and Ecology strategy, the framework has not focused on the Upper Terrace site per se. This will be dealt with in greater detail in Part 4: Putting It All Together. However, to maintain continuity between each part of the document the following layers of information are set out here to provide an indication of how the strategies interrelate and how they can inform and lead to the production of an indicative master plan. (Figures 3.4, 3.5 and 3.6 leading to composite Layer 1 in Figure 3.7)

The layers suggest potential networks, the full extent of which may never be realised. Thus, for example, the tertiary road network shows a scenario where a particular part of the site could be subdivided into smaller blocks commensurate with a certain sort of residential layout and eventually built out to a coarser grid; or initially built to the coarser grid and later subdivided as an expression of the strategy to provide robust plots and buildings for that part of the site.

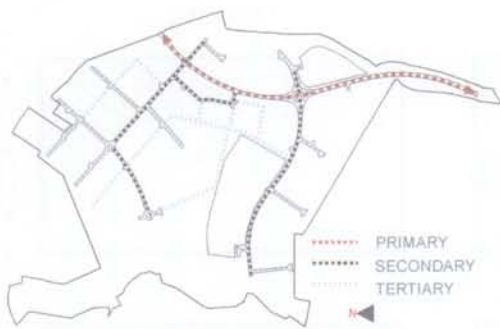


Figure 3.4 Road Network

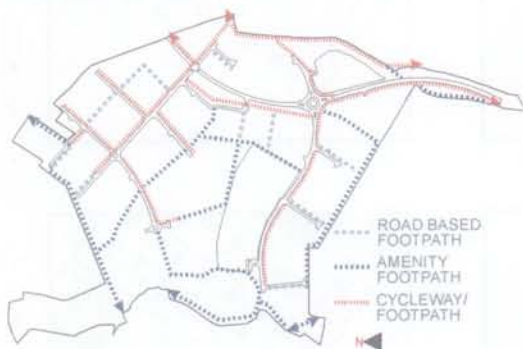


Figure 3.5 Cycle &amp; Footpath Network

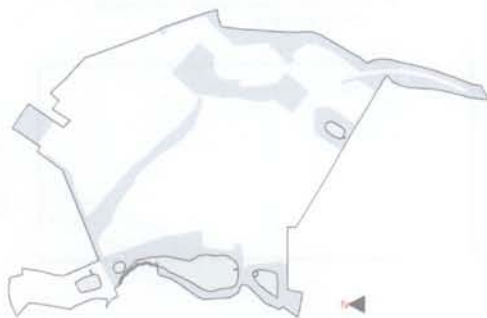


Figure 3.6 Landscape Open Space Network



Figure 3.7 LAYER 1: Movement and Open Space Network

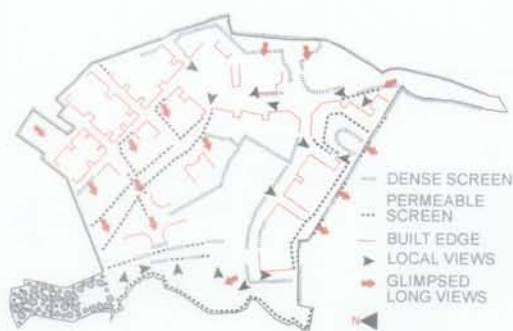


Figure 3.8 Edges/Enclosure/Views

Not all potential in the individual layers is brought forward into the composite layer and indicative master plan which are more representative of the layout likely to occur in the short term. This is the case with the tertiary road network discussed in the previous example. Another example is the amenity footpath network which is delineated fully in the individual layer but represented by a strip of green in the composite. This strip could be a hedgerow dividing plots in the short term but at some point in the future opened up a public realm trough route.

This approach is used to demonstrate the level of responsiveness that is embedded into the framework of any master plan designed in accordance with this Development Brief.

(Figures 3.8, 3.9 and 3.10 leading to composite Layer 2 in Figure 3.11)



Figure 3.9 Landmarks &amp; Gateways



Figure 3.10 Block &amp; Plot Structure



Figure 3.11 LAYER 2: Blocks &amp; Plots/ Edges/ Landmarks/ Views



Figure 3.12 Indicative Master plan

### Summary

Figure 3.12 is an Indicative Master plan that represents the synthesising of Layers 1 and 2. This indicative master plan demonstrates the type of product that will emerge from the Generic Urban Design Framework if the three design strategies set out in this section are followed. The innovation in the design of the final master plan will therefore, emerge from the framework and interpretation of these types of strategies by different designers.



## [4] Putting it All Together

- 4.1 The Public Realm as a Skeleton
- 4.2 Distinctive Character Quarters
- 4.3 Master plan

USING THIS DOCUMENT

INTRODUCTION

PROCESS

DEVELOPMENT

UNLOCKING POTENTIAL

### PUTTING IT ALL TOGETHER

Part 4 is concerned with showing how quality place-making can be achieved, that delivers distinctive development and which can contribute to the changing profile of Ashford. This part deals with 'putting it all together' that leads to a final master plan that is an example of the type of development that can be achieved by following the design and development processes set out in this brief. This is accomplished by synthesising the analysis of the attributes of the location from **Part 1**, the design and development rationale produced in **Part 2** and the generic urban design framework from **Part 3**.

The main objective of this part is to demonstrate how each of the design and development processes set out in this brief can inform the production of a master plan. To this end the focus here is not to provide a 'solution' from a prescriptive set of guidelines but to show how to use the brief in a way that design decisions can be audited through each of the three previous parts.

**Part 4** begins by reproducing the indicative master plan from **Part 3** in order to commence with the most important consideration of the brief, the public realm. This is referred to as the 'skeleton' upon which distinctive character quarters are attached and includes details such as surface materials, signage and lighting.

The design of the individual quarters have been informed, to various degrees, by the processes developed in **Parts 1 to 3**. Specific references will be made to the analysis of location, outcomes from the stake holder workshop and the three strategies set out in the previous part. Where it is necessary to amplify particular issues, such as the scale of important nodes and/or public spaces some referenced examples are used.

### 4.1. The Public Realm as a Skeleton

An overall outcome from **Parts 1, 2 and 3** is the reinforcement of the point that the Upper Terrace site is an important contributor to Ashford's future as a significant global and local hub that can attract inward economic investment. The indicative master plan at the end of **Part 3** provides an opportunity to explore how the incorporation of Distinctive Character Quarters (DCQs) can contribute to this aim whilst maintaining the identity of this part of Eureka Park as a unique location in its own right for individual operators.



Indicative Master plan (from end of Part 3)

#### Common Urban Components within the Public Realm

The DCQs can play a significant role in contributing to Ashford's future image and provides quality place-making to this area of Eureka Park. Each DCQ is experienced predominantly from within the public realm and each DCQ is linked to the others through the public realm. This structure is referred to here as the "Public Realm Skeleton" (Figure 4.1). Within this urban design concept is a hierarchy where the main DCQ impacting on the Ashford region is The Central Green around which other subservient DCQs are located.

However, in order to maintain a consistent site identity whilst enabling individual quarters to appear distinctive, common urban design components are used to make up this skeleton. These are referred to here as three categories of components:

1. Movement/landscape components (such as, footpaths, cycle ways, meeting/social interaction spaces, planting/verge treatments- see Table 3.4 for complete typology).
2. Street accessory components (such as, signage, lighting, furniture).
3. Public art

Apart from having a commonality of design, the selection of styles and materials should also reflect a number of other criteria, listed in Table 4.1

Table 4.1 PUBLIC REALM DESIGN CRITERIA

- Selector Scale for choice of common urban components.

TRADITIONAL



CONTEMPORARY



0 1 2 3 4 5 6 7 8 9 10

- style and material to reflect individual locations across the site in terms of predominantly urban or rural character.
- lighting designed to minimise impact on surrounding areas including perception by people and effect on wildlife such as bat roosting and foraging areas.

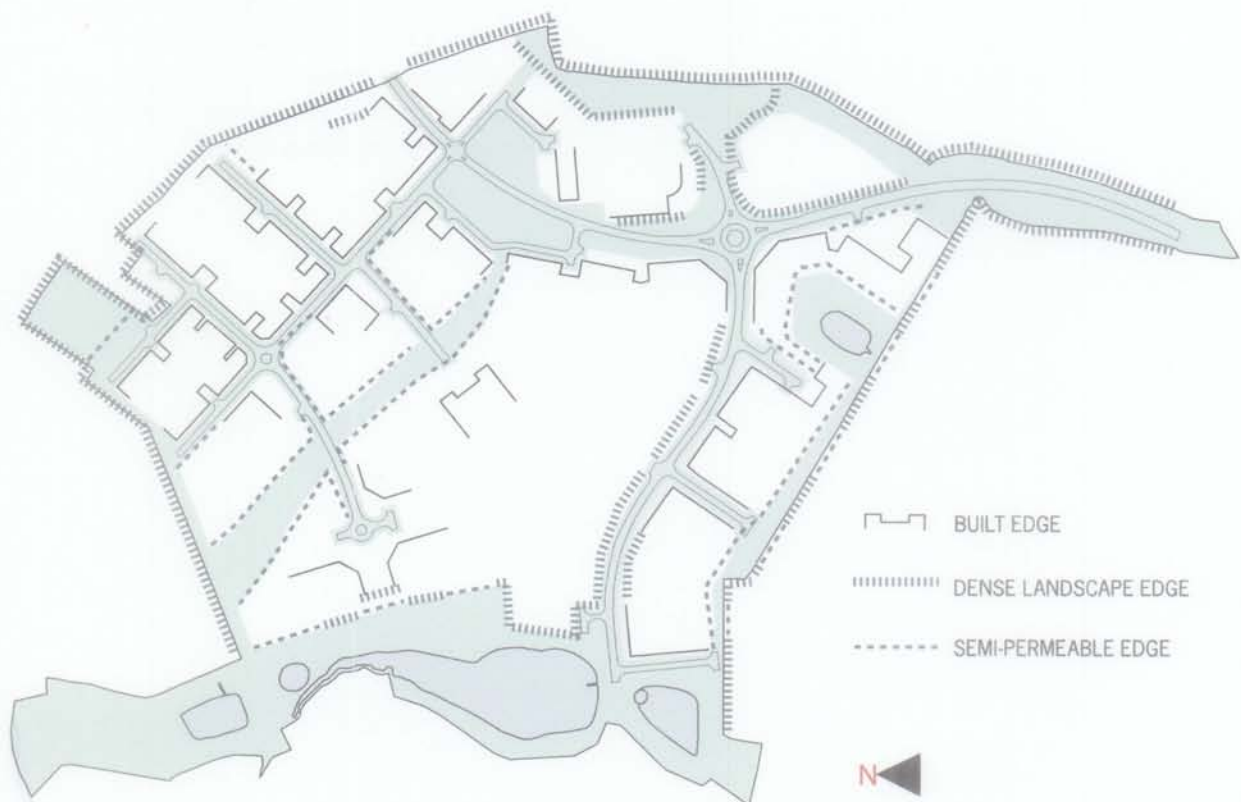


Figure 4.1 The Public Realm as a Skeleton



## 4.2 Distinctive Character Quarters

### 4.2.1 Introduction

The following sections deal with each DCQ in turn and contain a number of illustrations produced using the layering approach adopted elsewhere in this brief. Each layer reflects design "responses" to each of the instructions from the design and development rationale produced in Part 2, Table 2.4. The layers contain a combination of several interrelated responses:

- promoting specific urban design qualities within the public realm (such as: aiding legibility, permeability, connectivity);
- maintaining urban design principles such as: movement/open space networks, responsive block/plot structures);
- complying with key strategies (such as: individual landscaping typologies and language of design matrices);
- drawing on tissue studies of real places.

Alongside the layers a commentary is provided as a Table which presents the key issues in the order of importance for that quarter and reproduces the instructions from Table 2.4 for ease of reference.

The final illustration in each section is a composite of all the layers. It is important to state that it is illustrative and demonstrates the process of how the responses developed by individual designers can inform the production of a DCQ. This approach is adopted to avoid a prescriptive brief whereby innovation becomes restricted, i.e. for example, the actual design of the landscape typologies such as footpath types have deliberately not been defined.



## 4.2.2 DCQ 1: The Central Green

The central green is the dominant DCQ in Upper Terrace because: (a) it straddles the main spine through the site, which is an established locally known characteristic; (b) it is the area where change is most likely to occur in the short to medium term.

Figures 4.2 to 4.8 are the illustrations produced using the layering technique and Figure 4.9 the composite that leads to the central green DCQ.

Table 4.2 DCQ1 DESIGN RESPONSES

## Key Issue from Part 2: Distinctiveness and Quality Place making

## Instructions from Table 2.4

- Transform a substantial stretch of Trinity Road from a drive through non-event to an experience of entering into (and exiting from) a special place
- Provide landmarks, nodes and edges throughout the development
- Create a hierarchy of landmarks throughout the site at different spatial scales
- Create links between urban and non-urban spaces

## Response (Figure 4.2 and 4.3)

- **concentrate development around most intensively used part of movement network** (between existing node - Trinity Road/ Nicholas Road - and new node) using generic model P1 (Table 3.5).
- **create enclosure** by utilising existing edges (densely landscaped banks) and forming new edges with buildings
- select **[Village]"Green"** type of open space (A typology of open spaces - Urban Design Compendium - p55) because it delivers several different qualities at the same time:
  - has proportion and scale that reconcile Trinity Road's function as an arterial route with (a) the aim to make it a distinctive place (b) the aim to make it capable of functioning as a High Street by allowing space for a slip road
  - compatible with model for many contemporary business parks where development is ranged around a high quality (landscaped) public open space (e.g.: BP, Sunbury; Cambourne, Cambs.; Cambridge Science Park, Cambs.; Chiswick Park, Chiswick, London)
  - associated as focal point of community life



Table 4.2 DCQ1 DESIGN RESPONSES

## Key Issue from Part 2: Distinctiveness and Quality Place making (continued)

## Instructions from Table 2.4 (repeated)

- Transform a substantial stretch of Trinity Road from a drive through non-event to an experience of entering into (and exiting from) a special place
- Provide landmarks, nodes and edges throughout the development
- Create a hierarchy of landmarks throughout the site at different spatial scales
- Create links between urban and non-urban spaces

## Response (Figure 4.5)

- introduce a **strong line of street trees** to achieve following objectives:
  - adds to distinctiveness and character of Green
  - keeps proportions of proposed enclosure around Trinity Road comparable with Sedlescombe Village Green (a village on the borders of Kent and Sussex) the scale of whose space is commensurate with sequence of spatial experiences encountered on Trinity Road before and after Upper Terrace (see tissue study Figure 4.2)
  - provides layered space where near the building there is a feeling of more local containment at the same time as feeling part of Green as a whole thus adding another dimension to legibility and distinctiveness
- exploit **smaller areas of different character** within Central Green to promote legibility and add further layers of character:
  - at junction between Trinity and Nicholas Road, transform roundabout into P2 (Table 3.5) type "Plaza"/ "Square" fronted by landmark building (known for purposes of Development Brief as the Lower Square partially because also topographically at low point of site)
  - around new junction, manipulate trees and building lines on three sides to suggest definition of a Square (known for purposes of this Development Brief as the Upper Square)
  - within the middle of the Upper Square **create a landmark** – could be public art

## Key Issue from Part 2: Movement and Connectivity

## Instructions from Table 2.4

- Provide additional amenity areas
- Provide new routes that link new and existing amenity destinations
- Provide a range of different routes with individual characteristics
- Relocating the major north-south pedestrian/ cycle way away from carriageway
- Exploit the natural characteristics of the site
- Configure built form to screen the majority of car parking

## Response (also refer to Table 3.6)

- use P1 generic model (slip roads) for establishing **safe and robust active fronts on busy arterial street**
- use P2 generic model to **reconcile vehicular and non-vehicular demands** at main nodal point on site (Trinity and Nicholas Road junction) in favour of the non-vehicular
- use P1 as generic model for block and plot structure to ensure **enduring vitality of public realm** through robustness of structure
- exploit **Central Green as hub** linking major new open spaces (acid grassland/ wetland area/ linear park)
- **adapt generic model type P1** to reflect certain characteristics of site
  - east side of Trinity Road enclosed by existing landscaped banks

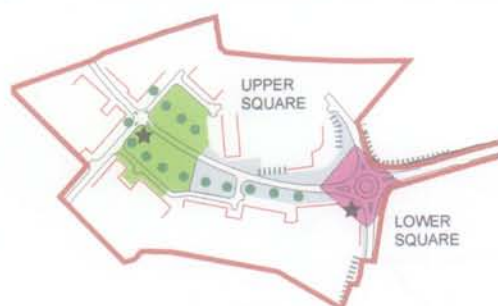


Figure 4.5 Legibility



Figure 4.6 Non-vehicular movement &amp; open space

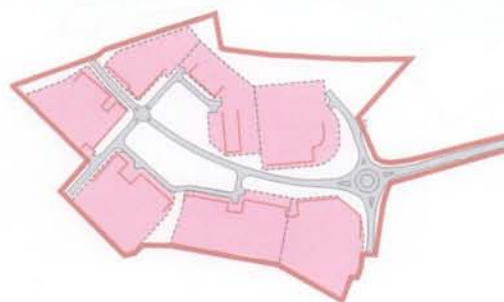


Figure 4.7 Block and plot structure



Figure 4.8 Landscaping



Table 4.2 DCQ1 DESIGN RESPONSES

## Key Issue from Part 2: Movement and Connectivity (continued)

## Instructions from Table 2.4 (continued)

- Provide, where possible, active frontages facing the public realm.
- Install missing cycle way track along east boundary to complete the cycle network
- Provide bus stops within walkable distances from employment quarters

## Response (also refer to Table 3.6)

- route **main north-south footpath/ cycle way away from Trinity Road** carriageway but east of slip road to achieve the following objectives:
  - increase safety being close to active fronts of buildings
  - facilitate retail access
  - reconcile need for semi-private zone in front of business buildings short term and retail "spill out area" long term
  - provide opportunity for passive spaces in the landscape zone either side of path
  - increase amenity value of route
- **return active fronts around corners** of junctions between streets and non-street pathways

## Key Issue from Part 2: Landscape and Ecology

## Instructions from Table 2.4

- Use the existing landscape attributes as a resource to inform the design of built form
- Integrate additional landscape features to promote legibility and connectivity
- Use additional landscape features to enhance existing public rights of way in order to increase local amenity value
- Use specific landscape typologies to define distinctive quarters within the site
- Use a strategy that protects sensitive ecological areas and promotes those features that can provide 'added value'
- Exploit ecological characteristics as an integral part of 'branding' and marketing the site
- Synergise the landscaping, ecology and built form as a main driver to achieve quality development

## Response (also refer to Table 3.4)

- character landscapes having the essence of a "Green"
- grass type 1
- screen types 1 & 2
- urban trees types 1 & 2
- planting bed type 1 - organic and sweeping in shape, low level to avoid oppressiveness and blocking of views; minimalist blocks of limited species to add colour and texture and a further layer of structure
- car park planting types 1 & 2
- hard landscape areas in the Upper and Lower Squares
- footpath types 1,2,3 and 4



Figure 4.9 DCQ 1 Composite



## 4.2.2 DCQ 2: Office Courts 2

The Office Courts is at the top of the hill where the emphasis is on place making and distinctiveness appropriate to the transition in scale required because of its adjacency to the Goat Lees housing development.

Figures 4.10 to 4.13 are the illustrations produced using the layering technique and Figure 4.14 the composite that leads to the Office Courts DCQ.

Table 4.2 DCQ2 DESIGN RESPONSES

## Key Issue from Part 2: Distinctiveness and Quality Place making

## Instructions from Table 2.4

- Provide separate Distinctive Character Quarters (DCQs) that connect to the main spine road
- Use the topographical characteristics of the site to inform the design of the DCQs
- Provide landmarks, nodes and edges throughout the development
- Create a hierarchy of landmarks throughout the site at different spatial scales

## Response (also refer to Table 3.6)

- adopt **generic model S1** for areas along the new secondary road closest (up to approx. 220m - distance necessary generate sufficient development to secure local character) to the Upper Square because it achieves following objectives:
  - creates block and plot structure allowing many possibilities for future layouts
  - controls building height to 2/ 2.5 stories which is appropriate to its topographical setting (exposed at top of hill) and urban context (adjacent to 2 storey residential area)
  - generates robust buildings
  - strongly presumes courtyard (or courtyard variant) arrangement to give character/identity to area either in form of internal courtyards where character/ amenity mostly for benefit of building users in private realm or external courts where benefits placed in public realm (as illustrated left)
  - creates secondary road with good lines of urban trees tending towards boulevard type
- adopt **S2 model for other areas within DCQ 2** including those along tertiary routes to give maximum scope for a variety of future outcomes

## Key Issue from Part 2: Movement and Connectivity

## Instructions from Table 2.4

- Provide additional amenity areas
- Provide new routes that link new and existing amenity destinations
- Provide a range of different routes with individual characteristics
- Exploit the natural characteristics of the site
- Maintain long views out of the site to aid legibility
- Configure built form to screen the majority of car parking
- Provide, where possible, active frontages facing the public realm
- Provide bus stops within walkable distances from employment quarters
- Extend the existing cycle network along estate roads into the site

## Response (also refer to Table 3.6)

- **adapt generic model S1** to suit approximate coincidence of road line with contour marking top of hillside by confining S1 development to north east side of road (hill top) and allowing S2 development to south west (hillside) to achieve following objectives:
  - allows long views out of site in south easterly direction from street and also from S1 development on north east side
  - gives scope for minor landmark buildings necessary for legibility
  - gives flexibility to design of interface, and position of boundary, between this DCQ and Office Park (DCQ 3)
- exploit the capability **generic model S1 to deliver active frontages** onto the public realm
- adopt enclosure from S1 and S2 models to allow **possibility of further bus stops** if and when intensification of use of movement network occurs
- create **new footpath link with Sandyhurst Lane** and connect with existing footpath to north side of hedgerow on northern boundary of site to increase permeability
- use internal building court configuration to accommodate large numbers of **cars out of view of public realm**



**Key Issue from Part 2: Landscape and Ecology****Instructions from Table 2.4**

- Use the existing landscape attributes as a resource to inform the design of built form
- Integrate additional landscape features to promote legibility and connectivity
- Use additional landscape features to enhance existing public rights of way in order to increase local amenity value
- By using specific landscape typologies to define distinctive quarters within the site
- Use a strategy that protects sensitive ecological areas and promotes those features that can provide 'added value'
- Exploit ecological characteristics as an integral part of 'branding' and marketing the site
- Synergise the landscaping, ecology and built form as a main driver to achieve quality development

**Response (also refer to Table 3.4)**

- an **additional area of scrub land** in north east corner to be designated as public open space
- urban trees type 3
- screen types 1& 3 (noting Connectivity requirements for Bats- see Table 3.4)
- footpath - types 2,3 and 4
- car park planting type 3 derived from landscaping already established in Central Green and sections of secondary road in DCQ 2 already completed (i.e. urban trees types 1,2, and 3; car park planting type 2; planting bed type 1, grass type 1, verge types 1 and 2, hard landscaping in Upper and Lower Squares of Central Green)
- verge types 1 & 2
- terracing

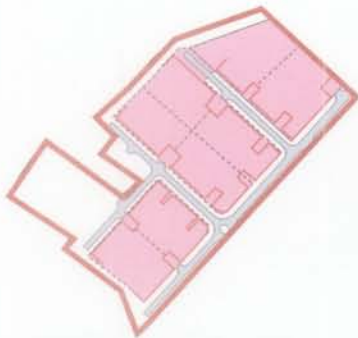


Figure 4.10 Block and Plot Structure

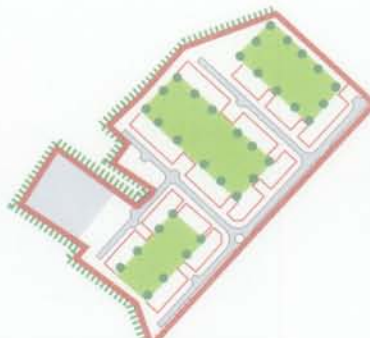


Figure 4.11 Private Realm Landscaped Car Park Courts (variation 1)

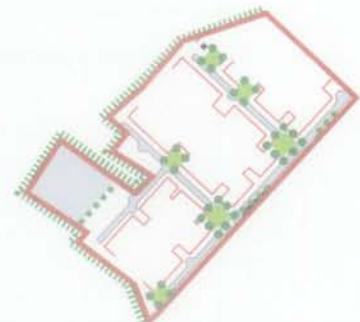


Figure 4.11a Public Realm Landscaped Car Park Squares (variation 2)

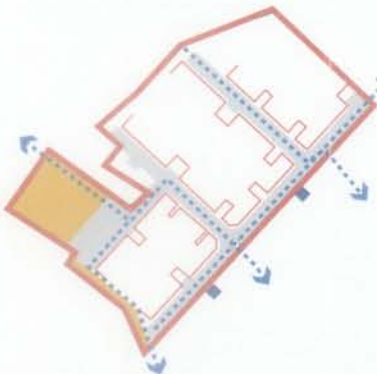


Figure 4.12 Movement and Legibility

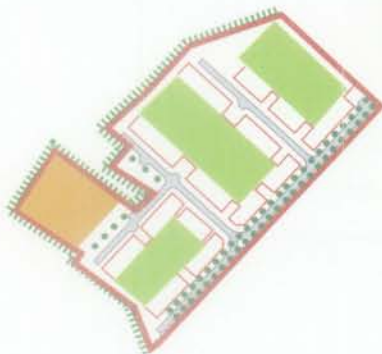


Figure 4.13 Landscaping

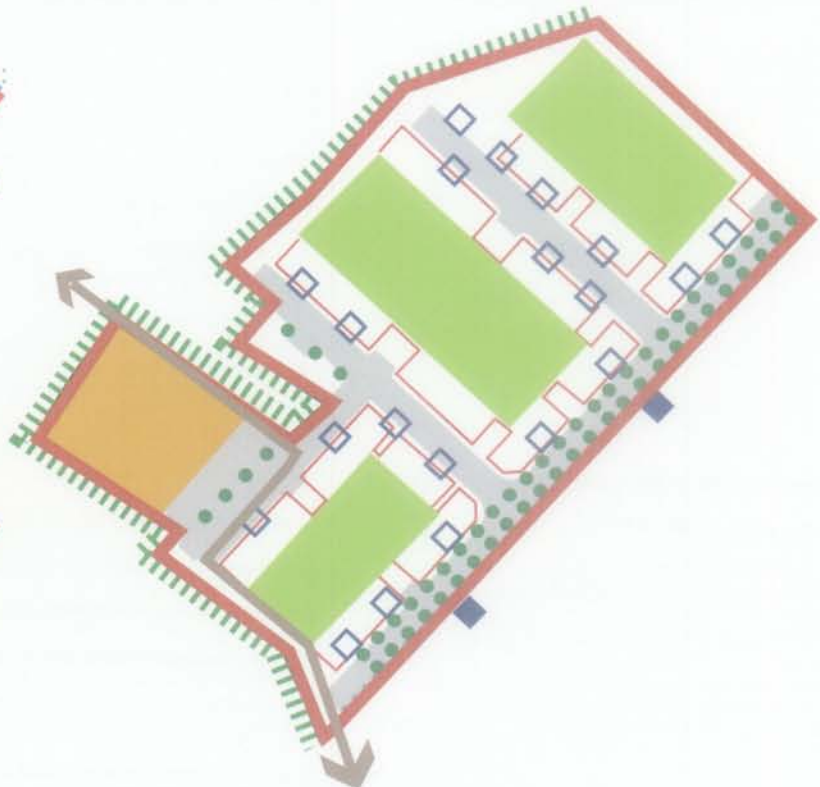


Figure 4.14 DCQ 2 Composite





### 4.2.3 DCQ 3: Office Park

The Office Park is the development on the hillside including the Lakeside Park and ancient woodland where the predominant theme is landscaping.

Figures 4.15 to 4.17 are the illustrations produced using the layering technique and Figure 4.18 the composite that leads to the Office Park DCQ.

**Table 4.3 DCQ 3 DESIGN RESPONSES**

#### Key Issue from Part 2: Landscape and Ecology

##### Instructions from Table 2.4

- Use the existing landscape attributes as a resource to inform the design of built form
- Integrate additional landscape features to promote legibility and connectivity
- Use additional landscape features to enhance existing public rights of way in order to increase local amenity value
- By using specific landscape typologies to define distinctive quarters within the site
- Use a strategy that protects sensitive ecological areas and promotes those features that can provide 'added value'
- Exploit ecological characteristics as an integral part of 'branding' and marketing the site
- Synergise the landscaping, ecology and built form as a main driver to achieve quality development

##### Response (also refer to Table 3.4)

- character landscape forming linear park to:
  - provide an amenity route
  - act as the diverted public right of way
  - provide ecological habitat and connectivity between other habitats
  - screen car parks from long views into site
  - act as foil to buildings in terms of long view into site
- upgrade existing waterside park and ancient woodland area with additional paths and seating (see below).
- screens type 1 which have the additional functions of screening car parks and acting as a foil for buildings in terms of long views into site and connectivity for bats (see Table 3.4)
- adopt terracing strategy (Table 3.5) to minimise impact of buildings and carpark
- screen type 3
- footpaths types 2,3 and 4
- car park planting type 3 - public domain version in the area between buildings in the lower part of Office Park
- car park planting type 4 - private domain landscaping visible from public domain requiring a consistency to be mostly derived from landscaping already (ie: completed: car parking types 2 and 3 and screen types 2 and 3) but with some new and individual features
- verge type 1

#### Key Issue from Part 2: Movement and Connectivity

##### Instructions from Table 2.4

- Provide additional amenity areas
- Provide new routes that link new and existing amenity destinations
- Provide a range of different routes with individual characteristics
- Maintain long views out of the site to aid legibility
- Exploit the natural characteristics of the site
- Extend the existing cycle network along estate roads into the site

##### Response (also refer to Table 3.6)

- **create new linear park** as noted above
- **link end of access road to waterside park**
- **increase footpath network within waterside park area**; modify detailing of paths to be consistent with footpath type 4; improve legibility including appropriate signs etc.; increase number of passive spaces all to increase permeability, increase quantity of use, and increase quality of amenity
- create **minor landmarks and focal points** through the design of the buildings to aid legibility

### Key Issue from Part 2: Distinctiveness and Quality Place making

#### Instructions from Table 2.4

- Use the topographical characteristics of the site to inform the design of the DCQs
- Provide landmarks, nodes and edges throughout the development
- Create a hierarchy of landmarks throughout the site at different spatial scales
- Enhance, alter and remove any existing landscape features that can/cannot contribute to delivering a distinctive and appropriate setting for development
- Exploit the landscape amenity value afforded by the variety of existing ecological habitats
- Use the variety of ecological resources to aid the design of the DCQs

#### Response (also refer to Table 3.6)

- **adopt S2 model** because it achieves following objectives:
  - maximum scope for a variety of future outcomes
  - allows current presumption that character is "buildings within parkland setting"
  - allows 3 storey buildings
- cluster buildings in lower part of Office Park around a **distinctive public realm court/ square** as noted in landscape section above



Figure 4.15 Open space, Landscape and enclosure

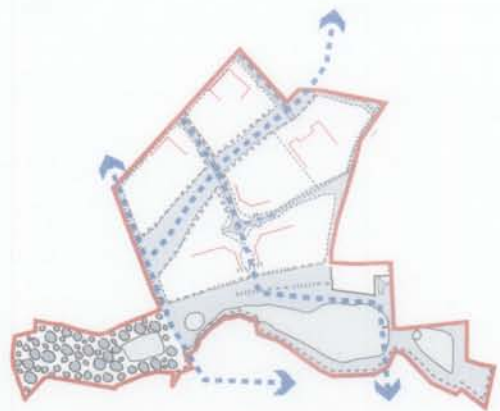


Figure 4.16 Open Space and Movement

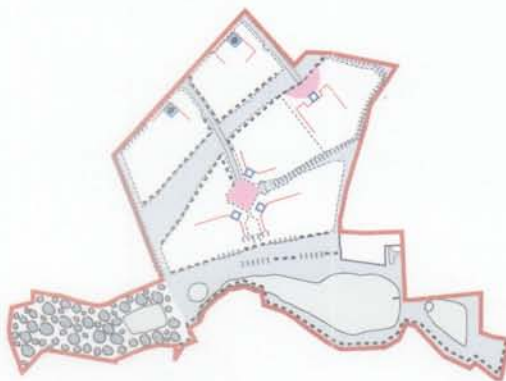


Figure 4.17 Legibility

- Landmarks
- Focal Points
- Car Park Landscaping
- Enhanced Public Realm
- Lakeside Park
- Dense Screen
- Semi Permeable Screen
- Non Vehicular Network
- Linear Park
- Ancient Woodland



Figure 4.18 DCQ 3 Composite





#### 4.2.4 DCQ 4: Office Avenues

The Office Avenues is the quarter at the bottom of the Upper Terrace, between Nicholas Road and the golf course, where comparatively intense development is possible because of the topography.

Figures 4.19 to 4.21 are the illustrations produced using the layering technique and Figure 4.22 the composite that leads to the Office Avenues DCQ.

**Table 4.4 DCQ 4 DESIGN RESPONSES**

**Key Issue from Part 2: Distinctiveness and Quality Place making**

**Instructions from Table 2.4**

- Provide separate Distinctive Character Quarters (DCQs) that connect to the main spine road
- Use the topographical characteristics of the site to inform the design of the DCQs
- Provide landmarks, nodes and edges throughout the development
- Create a hierarchy of landmarks throughout the site at different spatial scales
- Create links between urban and non-urban spaces
- Enhance, alter and remove any existing landscape features that can/cannot contribute to delivering a distinctive and appropriate setting for development
- Use the variety of ecological resources to aid the design of the DCQs

**Response (also refer to Table 3.6)**

- adopt generic model S2 to cover both secondary and tertiary locations because as well as allowing the specific features below it gives maximum scope for a variety of future outcomes
- exploit and strengthen existing "Lane" character of Nicholas Road given by strong feeling of enclosure created by planting on either side
- remove enclosure at points along the "Lane" and add focal point buildings to create distinctive gateways to tertiary roads around which development is clustered
- cluster development around wide avenues (approximately 10m either side of carriageway to building line) to create distinctive places
- create block structure that can place buildings either side of avenues as part of separate blocks or that can place a building at end of avenue by joining the blocks together
- exploit topography to create buildings up to 4 storeys making this feature a prime contributor to this quarter's distinctiveness
- exploit existing ecological habitat around the lake to be a new public open space (Wetland Area) by exploiting flexibility that generic model S2 gives to block and plot structure
- utilise existing landscape or create new focal point buildings to close the vistas created by the avenues to create strong character



Figure 4.19 Block and Plot Structure



Figure 4.20 Enclosure/Legibility/ Open Space/ Non-vehicular Movement



Figure 4.21 Landscape



**Key Issue from Part 2: Landscape and Ecology****Instructions from Table 2.4**

- Use the existing landscape attributes as a resource to inform the design of built form
- Integrate additional landscape features to promote legibility and connectivity
- Use additional landscape features to enhance existing public rights of way in order to increase local amenity value
- By using specific landscape typologies to define distinctive quarters within the site
- Use a strategy that protects sensitive areas and promotes those features that can provide 'added value'
- Exploit ecological characteristics as an integral part of 'branding' and marketing the site
- Synergise the landscaping, ecology and built form as a main driver to achieve quality development

**Response (also refer to Table 3.4)**

- character landscape forming wetland area
- screen variant of type 1 to suit particular characteristics of existing enclosure of Nicholas Road
- character landscape forming avenues to be distinctive but clearly derived from completed development elsewhere in the Upper Terrace (i.e. urban trees types 1, 2, and 3; car park planting type 2; planting bed type 1, grass type 1, verge types 1 and 2, hard landscaping in Upper and Lower Squares of Central Green)
- adopt terracing strategy (Table 3. )
- urban trees type 4
- greenway type 1 linking wetland area with waterside park
- screen - type 1 where necessary to deal with any weaknesses in boundary with golf course
- footpath - types 2, 3, 4 and 5
- verge - type 1
- car park type 5 cars screened from much of public realm but highly visible from buildings suggest informal planting structure merging into the landscape beyond - this makes it commensurate with the other public view from the greenway e.g. copse of trees and meadow
- screen - type 3

**Key Issue from Part 2: Movement and Connectivity****Instructions from Table 2.4**

- Provide additional amenity areas
- Provide new routes that link new and existing amenity destinations
- Provide a range of different routes with individual characteristics
- Exploit the natural characteristics of the site
- Maintain long views out of the site to aid legibility
- Configure built form to screen the majority of car parking
- Provide, where possible, active frontages facing the public realm
- Provide bus stops within walkable distances from employment quarters
- Extend the existing cycle network along estate roads into the site

**Response (also refer to Table 3.6)**

- incorporate existing wetland area as public open space with access restricted as necessary to preserve ecological value and including information stations
- create link between wetland area and waterside park which links onto the end of each avenue achieving a high degree of permeability
- create link between Lower Square and wetland area
- exploit glimpsed long views over golf course from greenway to aid legibility and give the route a unique identity



Figure 4.22 DCQ4 Composite

### 4.3 Final Master plan

Part 4 explored how the design of each character quarter can be produced by drawing on the analysis, rationale and framework material of the earlier parts of the brief. This process demonstrated, amongst other things, that the relative importance of the key issues of Distinctiveness and Quality Place making; Movement and Connectivity; and Landscape and Ecology varied according to the DCQ in question thereby helping to produce diversity of character between the different areas.

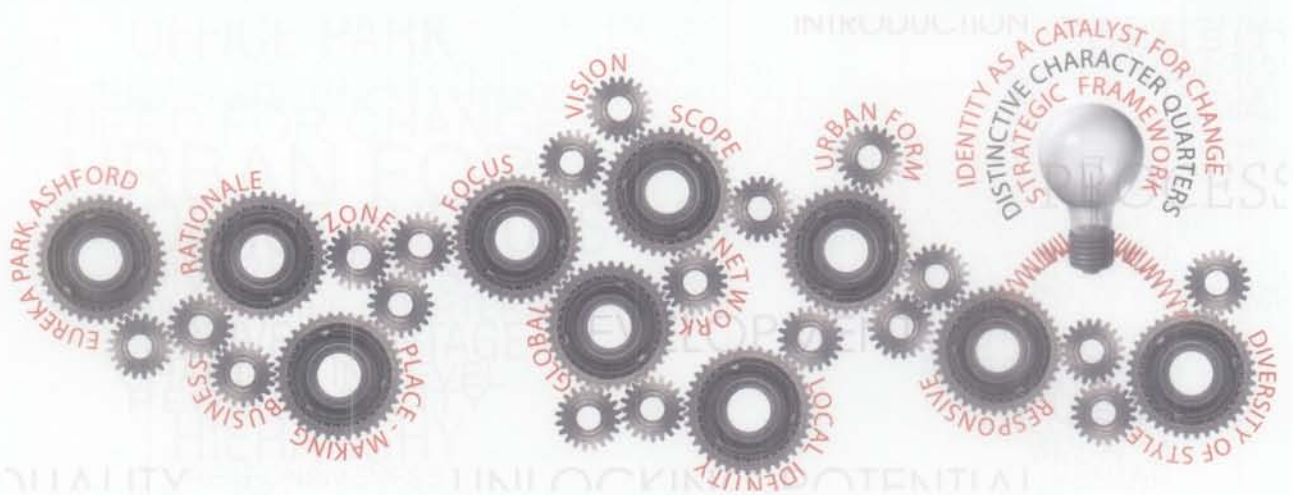
Part 4 concludes by bringing the design considerations of each DCQ together into an overall master plan (Figure 4.23). The purpose is not so much to produce the final design solution as to demonstrate how future designers should derive the master plan from the source material thereby creating a quality product capable of being audited.



Figure 4.23 Master Plan

## [5] Implementation And Delivery

- 5.1 Marketing & Promotion
- 5.2 Phased Development
- 5.3 Approvals Procedure



### IMPLEMENTATION AND DELIVERY

Upper Terrace, Eureka Park is a local resource operating within a fast moving global culture of Socio-Economic change. The implementation and delivery processes required within this broader context means that responsive and flexible solutions are required to enable appropriate development to occur.



## 5.1 Marketing and Promotion

### 5.1.1 Attracting Inward Investment

The Ashford's Future report by Roger Tym & Partners ( Working Paper 1: Business & Enterprise; Dec. 2002 ) identified 3 areas of difficulty in attracting inward investment to Ashford:

- Availability of Premises
- Availability of work force
- Lack of awareness of Ashford, at national and international level

Adoption of this Development Brief and the associated Outline Planning Consent will provide certainty to prospective tenants, and it is the Development Team's intention to pump prime further development at Eureka Park with a number of phased speculative buildings that will meet a range of immediate demands, in addition to developing many existing enquiries.

Ashford is expanding rapidly, and the extensive growth planned over the next 20-30 years will provide a pool of readily available labour. The new CTRL and international station, coupled with the extensive development work already under way is putting Ashford on the Map; Eureka Park will fulfil part of the grander vision for the area.

### 5.1.2 Targeting Operators

Historically Ashford's best performing business sector has been manufacturing, and demand is anticipated from occupiers - such as the existing Coty Rimmel development - that have an element of manufacturing attached to high quality offices.

For this reason Eureka Park will be marketed with the full range of B1a ( offices ) B1b ( Research & Development ) and B1c ( light industrial ) uses.

The design rationale in the Development Brief will allow B1c uses in appropriate parts of the site, whilst maintaining the DCQ's that will give the Park its unique identity and character.

The DCQ's also function to provide a wide range of building types and styles from small owner occupier units through to major international headquarters buildings to suit widely differing operator requirements (Figure 5.0).

Eureka Park will be dynamically marketed both nationally and internationally with high quality and informative material that will include a dedicated web site. Agents of international calibre - will be appointed.

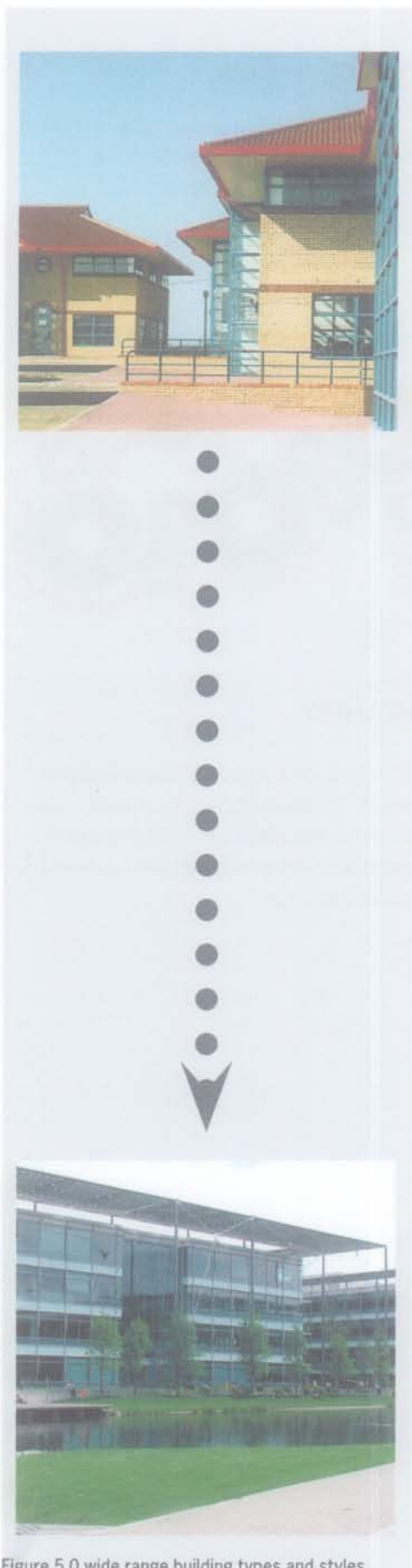


Figure 5.0 wide range building types and styles.



Figure 5.1 Phase 1



Figure 5.2 Phase 2



Figure 5.3 Phase 3



Figure 5.4 Phase 4

In this way interest is anticipated from traditional office based services such as:

- Banking, Insurance, Financial and Business services, telecoms ;
- regional, national and international headquarters buildings;
- new serviced office sector; professional owner occupiers; and
- high quality light manufacturing and hi-tech businesses looking for a prestige location.

## 5.2 Phased Development

### 5.2.1 Responsive Infrastructure

Eureka Park can capitalise on the extensive infrastructure already in place to facilitate further phases of development quickly and economically.

The phasing diagrams show how a wide range of different buildings can be put in hand almost immediately, with further phases of development providing the funding for the additional infrastructure that will then be required (Figure 5.1 to 5.4).

All occupiers and tenants at Eureka Park will be asked to sign up to the Travel Plan agreed with KCC. In addition discussions are under way for a progressive and phased improvement in bus services to and from the site.

### 5.2.2 Ashford – a Catalyst for Change

The production of this new Development Brief for Eureka Park has coincided with an intensive period of planning for future growth in Ashford.

Ashford's Future, working with Ashford Borough Council and Urban Initiatives are preparing the Greater Ashford Development Framework which will aim to regenerate and develop the town to accommodate 30,000 additional houses by 2031.

In addition the Ashford Town Team are drafting a Town Charter that will set out the aims and aspirations of the community in guiding the growth of the town over the next 25 years.

Eureka Park is uniquely well placed to deliver the substantial business growth that will provide the high quality employment the town needs to prosper in the future.

- Plots released for development
- Plots developed/Landscape completed
- New Landscape Infrastructure
- Road released for development
- Road completed

### 5.3 Approvals Procedure

#### Current status of brief

This Development Brief was adopted by the Council as Policy in April 2005 and has status of Supplementary Planning Guidance and as such will be used by the Council as a material consideration in the determination of planning applications for the site including the current outline planning application.

#### Changing local policy context

The current Local Plan (adopted 2000 and covering a period until 2006) is in the process of being superseded by a Local Development Framework under the Planning and Compulsory Purchase Act 2004. At the time of going to print the Council has published its draft key Local Development Document (known as Core Strategy Preferred Options Report) together with supporting document (Greater Ashford Development Plan - GADF) for consultation with a view to eventual adoption in November 2007 after a process which includes submission to the Secretary of State (September 2006) and Examination (March 2007).

The transition period is covered by a process of "saving" the Local Plan until 2007, with policies from the Kent Structure Plan 1996 also being "saved". Policies within these Plans can be used in determining planning applications. As each new Development Plan Document is adopted corresponding policies in the Local Plan will be withdrawn.

#### Future status of brief and Eureka Park

The Development Brief will become a Supplementary Planning Document (SPD) under the Act, which allows such documents to gain formal status as and when they are ready. The Council has published its timetable for implementation of the Local Development Framework, as it is required to do under the Act, in its Local Development Scheme. Although Eureka Park is not mentioned as a specific SPD it is identified in chapter 8 of the GADF as a key project in terms of economic regeneration with an imperative for it to be given priority.



#### Content of planning applications

The brief is not prescriptive allowing the possibility for innovative and responsive solutions. The corollary of this approach is that when part of the site is brought forward for development a considerable level of detail and justification for proposals will need to be agreed between the council and developer. Infrastructure aspects such as highways, landscaping and ecology will be dealt with as reserved matters under the forthcoming outline consent, for which this document is the support, and under the Section 106 Agreement which will be part of the consent. Proposals for other development will be dealt with as detail planning applications.

The acceptability of any proposal will be determined by all the relevant planning policy at the time of the application referred to in earlier paragraphs but primarily its relation to the Development Brief. Therefore, over and above the documentation which is required as being necessary, at the time, to submit an application, the council will place great reliance on design statements to justify that a particular approach is in accordance with the Development Brief

#### Ecology

Ecological requirements for the development of the site will be covered as reserved matters under the outline consent and clauses within the Section 106 Agreement. It is expected that the proposal will comprise one or a series of comprehensive mitigation strategy documents.

#### Archaeology

Further to the desk based study already carried out (refer to section 1.2) it is expected that the reserved matters of the outline consent will require an evaluation strategy leading to mitigation measures if applicable.

## **(6) Summary**

### **6.1 Auditing of the Design & Development Process**

Through careful analysis of the site and context, the contributions of stake holders and the preparation of an urban design and development rationale, the Development Brief provides for future detailed design & development of Eureka Park to be audited, and for development to take place in a controlled and readily understandable context.

### **6.2 Contribution to the Future Profile & Role of Ashford**

"As the cornerstone of the governments Sustainable Communities Plan Ashford is experiencing an unprecedented rate of growth and development. " - Ashford's Future

Over the next 30 years Ashford's population is set to double, and a substantial amount of new jobs will have to be created.

The Upper Terrace at Eureka Park already has substantial infrastructure in place to deliver a range of high quality buildings to be created to meet a range of occupier requirements. Further infrastructure can be readily accommodated as and when required to facilitate the complete development of the site.

### **6.3 The Development Brief and Long Term Planning**

The scale of development envisaged at Eureka Park will not happen overnight; this Development Brief has therefore been prepared to recognise the inherent need for development flexibility to meet changing market requirements by providing generic guidance on the scale location and character of built form.

The Development Brief should enable robust and responsive development over the short to medium term covering the first 10 years of phased development; at the end of this period a re-evaluation may be required to place the scheme in the emerging local context.

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## **[7] Appendices**

- A Landscape Assessment/ SPG1 Checklist
- B Landscape Management Objectives
- C Policy Review
- D Public Consultations



David S. Watkins, University of Florida



- Protecting the countryside coast, farms and flora
- Conserving and enhancing the differing landscapes of Nord and their distinctive character

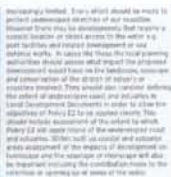
### Cambridge and Coast

- 4.2. Kent's landscapes and coast are varied and form an integral value of their own. Their many distinctive features include the North Kent Marshes, the chalk hills, gravel Dover and Rampe, the sandy slopes of the North Downs, the dramatic woodlands of the High Weald, the vast chalky heath and open expanses of Romney Marsh, and the country's traditional pattern of streams, hedges, woodlands, and orchards.

- 4.2. *Lopholaimus ossensis* sp. nov. (Figs 10, 11). First larva hatched at 10 days post-infection through from cutaneous cysts in the groin, sloughing the blood and fibrinous in the area around the neck and base

the countryside. Both nature and man made elements influence the structure of the countryside, including both things as physical and social, topography, vegetation cover and settlement patterns.

- [illegible]



### Policy 11: Protecting Kids

**Countrywide**  
India's countrywide will be protected for its own sake. Development in the countrywide should not be controlled or achieved by. Development without will adversely affect the countrywide will not be permitted unless there is an overriding need for it which outweighs the requirement to protect the countrywide.

### Policy 10: Preserving Kent's Coast

point's indigenous coast and resources, except where allocated for port development and associated infrastructure, will be sustained and promoted. Development in such areas and in adjoining countryside will not be permitted if it materially detracts from the seascape, heritage, scenic or scientific value of those areas.

### Landmark Character

Britain's identity as the Garden of England is well established but its character is being eroded, even to areas where the landscape is protected. Changing agricultural practices, new transport infrastructures and other developments have all had an impact.

The seven major cultural character areas of West Virginia, identified by the Statewide Agency and English Institute are:

**3. Study Design**

100

### Capitryside Character



- Greater Thomas Library
- North East Plaza
- West Campus
- Shaw-Walker Community
- East World
- High Street
- Business Station

6. Changes in the institutions which are necessary and available should be managed in a way which, as far as possible, strengthens the public and private sector non-making character and effectiveness. Government guidance plays a major role in ensuring the conditions for success in

structure of its message. The approach seeking to ensure that text's character and differences are acknowledged, and where possible, enhanced (language character analysis) not only shows the importance of the structure and sense of speech but also its cultural and context features.

et al. Each of the major character groups shows in the map has a similar make-up of ecology and soils, biodiversity, appearance, utilization and land use patterns, history, locally distinctive architecture, and ranges of vernacular. The main areas are divided further into local character areas which have been given broad character for the conservation, restoration, enhancement and creation of distinctive landscape features.

430 Local Planning Commission will need to carry out  
431 some initial work. Community will have an  
432 option to either accept the plan, Supplementing  
433 Planning Ordinance to create new landscape  
434 character assessments to guide the Director's  
435 Plan and help address to present local unenhanced  
436 documents, North County Zoning & Landmarks  
437 and West County Planning Commission's  
438 Urban Design Guidelines, and the North Atlantic  
439 Landscape Characterization Study of planning  
440 guidance and introduction to guide in implementing  
441 the plan. The right decision is to  
442 the West County Planning Commission's  
443 Strategic Plan (2016). The Landscape  
444 Strategy Plan offers guidance on plan and  
445 approach to planning and enhancing landscapes  
446 and sets out priorities for strategic action. It also  
447 supports the local vision and form of  
448 the community and will ensure the  
449 direction of the community.

## Policy (2) Production and

### Enhancement of Landscape Character

Good landscapes and wildlife habitats will be maintained and enhanced. Development will not be permitted if it would lead to the loss of habitats or landscape values, or of landscape, historic, wildlife or geological features, or any of an overall quality that gives certain locations interest there is a need for development which outweighs these countervailing considerations.

The fundamental purpose of SPG1: Landscape Character, published by Kent County Council, is to provide further detail and guidance within the context of the Kent and Medway Structure Plan, and supplement the policies and proposals within the Plan.

The SPG notes that some of the key factors posing a threat to the landscape character of Kent are pressures from new development for housing, employment and transport infrastructure, their design and location within the landscape. The Guidance also notes that development should, where possible, look for opportunities to enhance landscape character.

Policy E3 in the Structure Plan goes on to state that "development will not be permitted if it would lead to the loss of features or habitats which are of landscape, historic, wildlife or geological importance, or are of an unspoilt quality free from urban intrusion unless there is a need for development which outweighs these countryside considerations. Given that the development of Eureka Park will, by its very nature, change the character of the site the landscape strategy must therefore aim to positively enhance the character of the area.

An understanding of the local character was crucial in the preparation of the strategy, as well as identification of the smaller-scale landscape features on the site to be retained and improved. While a detailed Landscape and Visual Assessment was not prepared, the preparatory work was prepared in accordance with the guidelines set out in the Landscape Institute and the Institute of Environmental Assessment's Guidelines for Landscape and Visual Impact Assessment Second Edition (E & FN Spon 2002). Landscape and visual impacts are related but separate issues and are defined in the Guidelines for Landscape and Visual Impact Assessment.

Landscape impacts are changes in the fabric, character and quality of the landscape as a result of development, and hence landscape impact assessment is concerned with:

- direct impacts upon specific landscape elements;
- more subtle effects upon the overall pattern of elements that give rise to landscape character regional and local distinctiveness; and
- impacts upon acknowledged special interests or values, such as designated landscapes, conservation sites and cultural associations

Visual impacts are a sub-set of landscape impacts and they relate solely to changes in available views of the landscape, and the effects of those changes on people. Hence visual impact assessment is concerned with:

- the direct impacts of the development upon views of the landscape through intrusion or obstruction;
- the reactions of viewers who may be affected; and
- the overall impact on visual amenity, which can range from degradation through to enhancement.

In addition to SPG1, reference was also made to the Countryside Agency's Countryside Character Initiative, which has identified broad national character areas. On a more local scale, the 'Landscape Assessment of Kent' prepared by Babbie on behalf of the County Council gives a detailed breakdown of the different character areas within the county, and analyses the condition and sensitivity of these areas. It then recommends action points for landscape conservation and enhancement within these areas are the landscape strategy for Eureka Park aims to respect these action points.

The key landscape policy objectives of the County's Landscape Assessment are to conserve, reinforce and create local character. The latter objective is an important one at this location, as there is considerable opportunity to enhance the character of a large arable field by the creation and restoration of landscape features. Indeed the areas to the West and North of Ashford have been identified as requiring landscape creation in the County Assessment, due to their somewhat degraded nature.

The SPG proposes a landscape character checklist to test whether or not the development successfully addresses the impact of proposed development on landscape character, mitigation proposals and the contribution made to the landscape policy objectives for individual landscape character areas. Table 7.1 addresses these points:

Table 7.1	SPG1 CHECKLIST
Question	Answer
How has landscape character informed the proposals	National and regional published landscape character assessments were used to determine the broad characteristics and action points of the region. A site-specific analysis was then used to determine local characteristics, such as vegetation patterns, species types and topography, to assess key viewpoints and landscape characteristics.
What is the impact with respect to the defined characteristic features and elements	The building design aims to respect views and the local topography, and the landscape strategy aims to link up existing landscape features using, for example, planting belts and a linear park utilising local species of trees and shrubs.
To what extent will the development be visually intrusive	Although the buildings will change the character of the area, the long-term effects of the landscape structure will create habitats and landscape structures which will break up the impact of the building lines, as well as creating intimate landscape characters within the site.
How will the development contribute to the landscape policy objective(s) for the character area(s) as shown on the Kent Landscape Strategy Map	The landscape proposals, as outlined in the landscape and ecology strategy (section 3.2), have aimed to fulfil the actions points relating to the local character area. This includes creating habitat networks around existing areas of ecological importance, creating urban edges (by creating an environment where the new buildings are incorporated into a co-ordinated landscape structure), and restoring local hedgerows.
What mitigation is proposed to offset the negative impacts of the proposals	Strong landscape structure to the new development, incorporating ecological linkages, a linear park, strong avenue planting using semi-mature specimen trees, and screening for new parking areas.



## Landscape Management Objectives

### Established Planting Belts and Woodland



Established Planting Belts & Woodland

These features are important elements in a landscape considered to be somewhat degraded. As part of the landscape strategy for the site it will be important to provide new planting to link these features in a coherent pattern, and provide connectivity between them.

The existing peripheral hedges and stream-side vegetation will be retained. During the early years any fallen or standing dead wood, which is a public safety hazard should also be removed. As a general principle dead wood should be retained for its value to invertebrates and other saprophytic organisms.



Recent Planting Belts

In the longer term, some selective thinning and coppicing, with possible replanting, may be required, to promote long term health and ecological diversity, to perpetuate the screening function and to safeguard public safety. The aim should be to favour oak, hawthorn and other long term species and to ensure that a diverse thicket is sustained in the long term.

The ground layer in the hedgerows and wildlife areas should be managed in a low key way, by regular clearance of debris, to encourage the growth of bramble, ivy and other woodland species. It is preferable that human access to the areas of thicket is discouraged, to allow the habitat to develop undisturbed.



Marginal & Aquatic Areas

### Recent Planting Belts

Encourage growth of recent native tree and shrub planting, thinning out non-native species as part of the management regime.

### Marginal and Aquatic Areas

These lakes provide a valuable amenity and ecological resource. The management of these areas will be undertaken to maintain their ecological value in accordance with the ecological assessment.



Semi-improved & Improved Grassland & Tall Ruderal

### Semi Improved & Improved Grassland and Tall Ruderal

Although these areas are not particularly attractive they do provide important habitats for reptiles. Many of these areas are to be developed although areas on the periphery of the site will remain untouched.

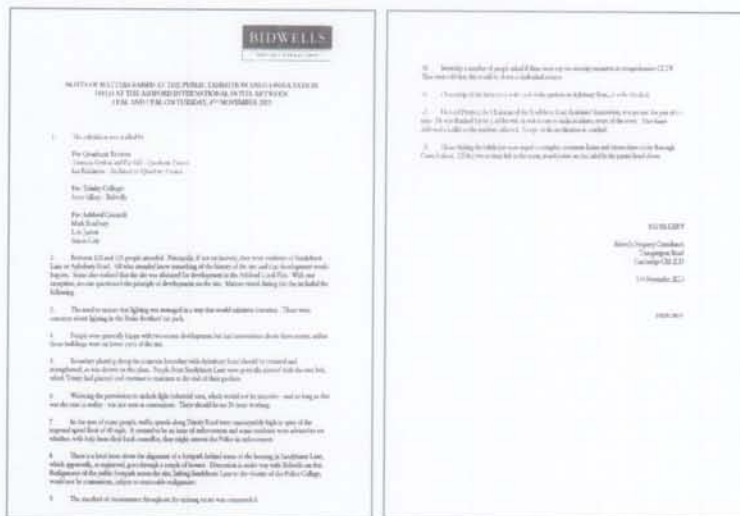


Table 7.2		POLICY REVIEW																			
		strategic role of Ashford	sustainable development	urban renaissance	design (character/ quality of area)	density	mixed use	housing requires employment	small business provision	community services	safety	reduce need to travel	good transport access	traffic generators next to interchanges	access to public transport	permeability (cycle/ pedestrian)	landscape	ecology	environment	archaeology	Development Brief process
National Policy																					
PPG1	General Policy and Principles						<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>									
PPG3	Housing							<input checked="" type="checkbox"/>													
PPG4	Commercial Use						<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>								
PPG9	Nature Conservation																<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
PPG13	Transport		<input checked="" type="checkbox"/>									<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
PPG16	Archaeology and Planning																			<input checked="" type="checkbox"/>	
	Sustainable Communities Plan	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>													Accelerating growth in the SE
National Guidance																					
	Living Places: Urban Renaissance in the SE			<input checked="" type="checkbox"/>																	Intensification - pyramids of intensity around traffic nodes
	Urban design in the planning system		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>									
	Safer Places										<input checked="" type="checkbox"/>										
	Planning for Sustainable Development			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>											<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Development Briefs: a guide to good practice																			<input checked="" type="checkbox"/>	
Regional Policy																					
RPG9	and chapter 12 July 2004 on Ashford	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>									
Kent County Council Structure Plan																					
	Key themes	<ul style="list-style-type: none"><li>sustainable communities</li><li>urban renaissance</li><li>highlighting Ashford in particular</li><li>desire to improve under performance in economic terms</li></ul>																			
SP1	Sustainable Development		<input checked="" type="checkbox"/>																		
SS1	Spatial Priorities for investment	<input checked="" type="checkbox"/>																			
SS2	Role of major urban areas	<input checked="" type="checkbox"/>																			
SS5	Physical environment of existing suburban communities											<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>					
CC1	Regional sub-areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>													
E3	Landscape character conservation																	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
E5	SLA																	<input checked="" type="checkbox"/>			
E8 and E9	biodiversity and woodland																	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
E11	urban fringe																	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Q L 1 to 4	design quality and public realm				<input checked="" type="checkbox"/>																apply principles of Kent design Guide
QL5	density					<input checked="" type="checkbox"/>															
QL6	mix of uses						<input checked="" type="checkbox"/>														subject to not prejudicing other policies on employment or housing
QL8	archaeology																			<input checked="" type="checkbox"/>	
QL13	community services and amenity spaces new									<input checked="" type="checkbox"/>											
QL18	open space network															<input checked="" type="checkbox"/>					

Table 7.2		POLICY REVIEW																					
		strategic role of Ashford	sustainable development	urban renaissance	design (character/ quality of area)	density	mixed use	housing requires employment	small business provision	community services	safety	reduce need to travel	good transport access	traffic generators next to interchanges	access to public transport	permeability (cycle/ pedestrian)	landscape	ecology	environment	archaeology	Development Brief process		
FP1 and FP3	priority to develop allocated employment sites							<input checked="" type="checkbox"/>														Eureka safe guard	
FP5	small firms								<input checked="" type="checkbox"/>														
FP18	local centres					<input checked="" type="checkbox"/>																	
TP1	assessment criteria for transport proposals																			<input checked="" type="checkbox"/>			
TP2	transport and the location of development												<input checked="" type="checkbox"/>										
TP19	vehicle parking standards											<input checked="" type="checkbox"/>											
Regional Planning Guidance																							
SPG1	landscape character																<input checked="" type="checkbox"/>						
SPG2	biodiversity conservation																	<input checked="" type="checkbox"/>					
SPG3	archaeology																			<input checked="" type="checkbox"/>			
SPG4	vehicle parking standards											<input checked="" type="checkbox"/>											
SPG	Kent Design Guide				<input checked="" type="checkbox"/>																		
Local Policy																							
Ashford Borough Local Plan																							
G P 1 to 6	Planning strategy		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>				
DP1	Design Quality				<input checked="" type="checkbox"/>												<input checked="" type="checkbox"/>						
DP4	Designing for security										<input checked="" type="checkbox"/>												
DP2,3, 5 to 9	Design principles								<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
DP10	Use of Development Briefs																				<input checked="" type="checkbox"/>		
EN1	environment																		<input checked="" type="checkbox"/>				
EN24	archaeology																			<input checked="" type="checkbox"/>			
E N 31 to 32	important habitats/ trees and woodland																	<input checked="" type="checkbox"/>					
S27	Policy for Eureka Park					<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
ET1	permission for employment uses												<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>				
ET2	design of new employment areas				<input checked="" type="checkbox"/>											<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
ET4	business parks											<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>					
ET8	variety of size and type of premises							<input checked="" type="checkbox"/>														relocation of employment as a result of redevelopment	
T P 1 to 7	transport												<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
TP11	parking standards												<input checked="" type="checkbox"/>										
LE17	public rights of way															<input checked="" type="checkbox"/>							
Local Supplementary Planning Guidance																							
SPG2	Development Briefs: a guidance note																				<input checked="" type="checkbox"/>		



## Public Consultation November 2003



The following is a transcript of notes relating to the meeting published by Bidwells on 13 Nov 2003

Notes of matters raised at the Public Exhibition & Consultation held at Ashford International Hotel between 1pm. and 7pm on Tuesday, 4<sup>th</sup> November 2003

1. The exhibition was staffed by -

For Quadrant Estates:  
Tristram Gethin and Pat Gill - Quadrant Estates  
Ian Robinson - Architect to Quadrant Estates

For Trinity College:  
Steve Sillery - Bidwells

For Ashford Council:  
Mark Bradbury  
Lois Jarrett  
Simon Cole

2. Between 110 and 125 people attended. Principally, if not exclusively, they were residents of Sandyhurst Lane or Aylesbury Road. All who attended knew something of the history of the site and that development would happen. Some also realised that the site was allocated for development in the Ashford Local Plan. With one exception, no-one questioned the principal of development on the site. Matters raised during the day included the following.

3. The need to ensure that lighting was managed in a way that would minimise intrusion. There were concerns about lighting in the Brake Brothers' car park.
4. People were generally happy with two-storey development but had reservations about three-storey, unless those buildings were on lower parts of the site.



5. Boundary planting along the common boundary with Aylesbury Road should be retained and strengthened, as was shown on the plans. People from Sandyhurst Lane were generally pleased with the tree belt, which Trinity had planted and continue to maintain at the end of their gardens.

6. Widening the permission to include light industrial uses, which would not be intrusive - and so long as that was the case in reality - was not seen as contentious. There should be no 24-hour working.

7. In the eyes of some people, traffic speeds along Trinity Road were unacceptably high in spite of the imposed speed limit of 40 mph. It seemed to be an issue of enforcement and some residents were advised to see whether, with help from their local councillor, they might interest the Police in enforcement.

8. There is a local issue about the alignment of a footpath behind some of the housing in Sandyhurst Lane, which apparently, as registered, goes through a couple of houses. Discussion is under way with Bidwells on that. Realignment of the public footpath across the site, linking Sandyhurst Lane to the vicinity of the Police College, would not be contentious, subject to reasonable realignment.

9. The standard of maintenance throughout the existing estate was commended.

10. Security: a number of people asked if there were any site security measures or comprehensive CCTV. They were told that this would be down to individual tenants.

11. Ownership of the farm track at the end of the gardens in Aylesbury Road, is to be checked.

12. Howard Preston, the Chairman of the Sandyhurst Lane Residents' Association, was present for part of the time. He was thanked for his (and his wife's) endeavours to make residents aware of the event. They hand-delivered a leaflet to the residents affected. A copy of the notification is attached.

13. Those visiting the exhibition were urged to complete comment forms and return them to the Borough Council direct. Of the two or three left in the room, noted points are included in the points listed above.

S G SILLERY  
Bidwells Property Consultants  
Trumpington Road  
Cambridge CB2 2LD  
13<sup>th</sup> November 2003



People from Sandyhurst Lane had generally lived in the area for a number of years and had followed with interest the history of the site. In the main these people had no objections to the proposals and even recognised some of the merits. Almost without exception they were very cynical about the eventual outcome believing that however fine sounding any proposals are at this stage, in the future the ideals will

be ignored by the council/developer and that inappropriate development will be the result. Those people expressing cynicism cited the Brake Brothers building as an example of a broken promise - they claimed to have been led to believe it would be a two storey building. They also cited an example of something about the Goat Lees housing development which MPP could not follow.

QE spoke to a number of people who expressed their concerns of the lighting within the business park and as above were unhappy with the external lighting of the Brake brothers building.

MPP questioned a number of people about the value of a footpath link from Sandyhurst Lane, explaining that it had arisen from the workshop. They were all against it for three reasons (not all expressed all three reasons) a) there is no safe pedestrian exit on Sandyhurst Lane (moreover the exit point is actually currently very dangerous anyway because the road bends and there is no footpath at that point) b) apparently there is a considerable level difference between the field and the road c) they couldn't see any positive benefit. Some thought it may be acceptable if there were also roadworks to make that part of SL safe.

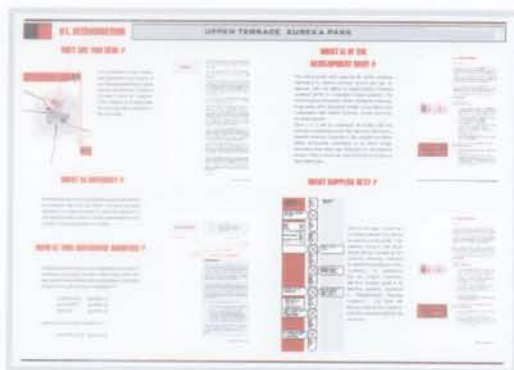
MPP observed that people from Aylesbury Road were obviously newer to the area, most of these people had a common story that when they purchased their houses the searches did not show any plans for development of the site. It was explained that it had planning permission since 1988 and was allocated in the Local Plan. With one exception they were happy with the proposals for two storey courtyard offices made of Kentish materials. However there was concern from everyone about preserving the tree belt. MPP explained that the tree belt would not only be preserved but substantially reinforced.

There was one man who did not accept the merit of any of the proposals aimed at respecting the housing area and did not want development *per se*.

A number of enquiries were concerned the consistency of the business park, a common concern was that the park would not retain a common theme throughout. QE explained to these parties that street furniture would be a key part of the business park's brand integrating a uniform approach to the surrounding business environment.



## Public Consultation February 2005



Mountford pigott Partnership/Quadrant Estates Ltd. Note of presentation and Public Consultation 28 Feb 05

For Upper Terrace, Eureka Park, Development Brief

Presentation

Tom Medcalf addressed an audience of 14 people for approximately 10 minutes followed by a 15 minute question and answer session. He covered the "story" of the process leading from the stakeholder workshop in May 2004 to the current public consultation. Attached is the handout accompanying the talk which lists the topics covered.

Questions from the floor:

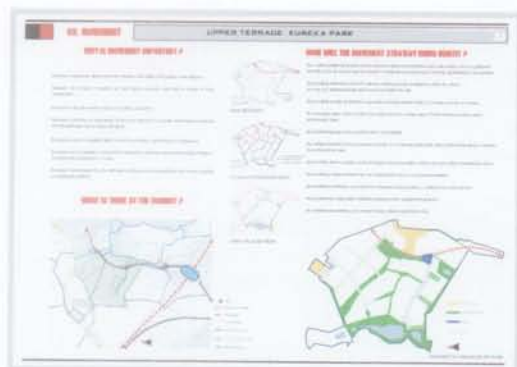
Q - Does the scheme include light industrial? A - the concept of B1(c) was explained.

Q - no of storeys on buildings at the top of the hill? A - 2.

Q - landscape strategy is very dominant and to balance this can more prominence be given to defining a palette of colours to create a sense of identity? A - Agreed that sense of identity is crucial but cautioned against being too prescriptive with Development Brief.

Q - A representative of the adjoining parish council complained because they had not been given full information at the outset of the consultation period and it is now difficult for their councillors to give the proposal proper consideration. Lois Jarrett undertook to issue a further letter clarifying the consultation details.

Lois Jarrett confirmed that after the consultation period the Brief goes back to the Executive Committee (24th March indicated), with intention to authorise adoption of it as the equivalent of Supplementary Planning Guidance. That will then release the Outline Planning Application to go to the Planning Committee for approval (noting that there are Highways issues on a "parallel track" which need resolving).





## EXHIBITION

Approximately 40 people attended the exhibition. Most of those were spoken to by MPP and/or Quadrant. Most were from Sandyhurst Lane, some from the Goat Lees residential area, and one coming from one of the residences nearest Coty Rimmel. Most of the conversations centred around explaining parts of the proposals and procedural issues and clarifying particular points.

The following observations were made, some of which were not so much observations as imparting background information about the area ("one" or "several" is marked against each to give an indication of how many people raised a particular point):

- No seriously adverse comments.
- Safety of the proposed footpath connection to Sandyhurst Lane - there is a 3 to 4 metre high very steep bank dropping onto the corner where there is no footpath and which is already dangerous for pedestrians. (several)
- The cul de sac road in the office court area adjacent to the boundary next to the new acid grassland area was thought to pose a security threat to the adjoining resident. (one)
- The poor design of the Brake Bros building has led to cynicism about the quality of future development. (several)
- People commented about the light pollution from the Brake Bros car park lights and were insistent that this should not be repeated. (several)
- The fact that ends of buildings (rather than elevations) in the Office Courts area facing the residential area on the illustrative masterplan (board 5) was welcomed and there was a wish for that to continue on future masterplans. (one)
- It was pointed out that when the track crossing the Office Park area is removed the 8 acres on the other side of the north west boundary (owned by Peter Leclercq) will no longer be capable of being farmed with heavy machinery (e.g. combine harvester). (one)
- Important to complete the missing link in the cycle path along the east boundary so that the council will adopt it. (one)
- Concerns about traffic generation from the office development. (one)
- People were asking many questions about development prospects for other pieces of surrounding land: golf course, gaps in the Sandyhurst Lane housing, the police college, the Mole Hill sand pit, the extra floor on the Mole Hill bungalow. (several)
- People were querying the status of plans illustrated in the press (emanating from Ashford's Future) showing the upper part of the site as residential. The reply to this was that this does not form part of the Development Brief that is being consulted on. (several)
- The sand pit next to Mole Hill was created by working in 1983 for junction 10 of the motorway and again in 1990 for something else - the owner of the sand pit is (John) Nicholls. (one)
- The sand hills (off site) used to be the home of Sand Martins. (several)
- Noticeable increase in difficulty for natural drainage from garden in Sandyhurst Lane (more prone to flooding). (one)

- Existing footpath network well used. (several)
- Existing footpath network not well used except for fishing by lakes. (one)
- No decent facilities in Ashford that would help attract business (e.g. restaurants) (one)
- Most people living in Ashford work elsewhere. (one)





