OTTERPOOL PARK

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DOCUMENTS SUBMITTED FOR APPROVAL

OP5 APPENDIX 4.3 **- STRATEGIC DESIGN PRINCIPLES**

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March 2022

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APPLICATION CONTENTS

Application Administration

OP1 **Covering Letter**

OP2 **Planning Fee**

OP3 **Outline Planning Application Form, including relevant certificates & CIL Form.**

Environmental Statement

OP4 **Non-technical Summary**

OP5 **Environmental Statement which assesses the impact of the proposed development on the following topics:**

Chapter 1Introduction
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Chapter 5 Agriculture and Soils
Chapter 6 Air Quality
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Chapter 13 Noise and Vibration
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Chapter 15 Surface water resources and flood risk
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Please refer to ES Contents page which provides a full list of ES Appendices

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OP5 Appendix 4.2 Site Boundary and Parameter Plans
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OP5 Appendix 4.8 Utilities Strategy
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OP12 **User-centric travel document**

OP13 **Access and Movement Mode Share Targets**

OP14 **Cultural and Creative Strategy**

OP15 **Statement of Community Involvement**

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STRATEGIC DESIGN PRINCIPLES
MARCH 2022

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CONTENTS

APPENDIX

1
Introduction

1.0 Introduction

An outline planning application has been submitted to Folkestone and Hythe District Council for the development of a new Garden Town, Otterpool Park.

The application includes:

- **up to 8,500 new homes**, comprising a mix of different dwelling types and tenures;
- **a mixed-use Town Centre** incorporating community facilities, shops, business space and cultural venues;
- **Local Centres** providing shops and community facilities;
- **primary and secondary schools**; and
- **extensive areas of open space**, comprising around half of the application area.

The application is bring progressed in a tiered manner. This document supports Tier 1, the outline planning application. The outline permission will set the key principles of the development. Phase level masterplans and design codes will follow at Tier 2. Detailed design of buildings, streets and spaces will follow on at the Tier 3 Reserved Matters stage.

This chapter explains:

- **the Strategic Design Principles document's role**;
- **the role and purpose of each chapter**, setting out how the Strategic Design Principles document should be used.

It also provides an overview of the site and its key features, so that references to these features in subsequent chapters are easily understood.

Fig 1.1: The Spatial Vision (top) and Design and Access Statement (bottom) documents submitted as part of the outline planning application

THE ROLE OF STRATEGIC DESIGN PRINCIPLES

Otterpool Park is a very significant development for Folkestone and Hythe, essentially creating a 'second town' for the District, with Folkestone and Hythe being the main settlements. **The vision is for a landscape-led, high quality place of exemplary design and high sustainability standards.** To ensure this vision is achieved, there has been close collaboration between planning officers at the Council and the applicant team to ensure that the application has the right information to deliver this quality. A 'three-tier' approach has been agreed as follows:

- **Tier 1:** the outline application material itself, setting the overarching design principles for the Garden Town as a whole;
- **Tier 2:** a suite of more detailed masterplans and Design Codes that follow the design principles set out in Tier 1 and provide the 'rules' for guiding the detailed design of individual phases of the development; and
- **Tier 3:** Reserved Matters applications for individual phases, including detailed design of buildings, streets and spaces.

This Strategic Design Principles document is a **Tier 1** document and is relevant to the whole site. These principles will inform the detailed masterplans and Design Codes for each individual phase of development, so ensuring that the design approach is co-ordinated across the entire Town. **Both the Master Developer and Local Authority will expect clear references to be made back to this Strategic Design Principles document.**

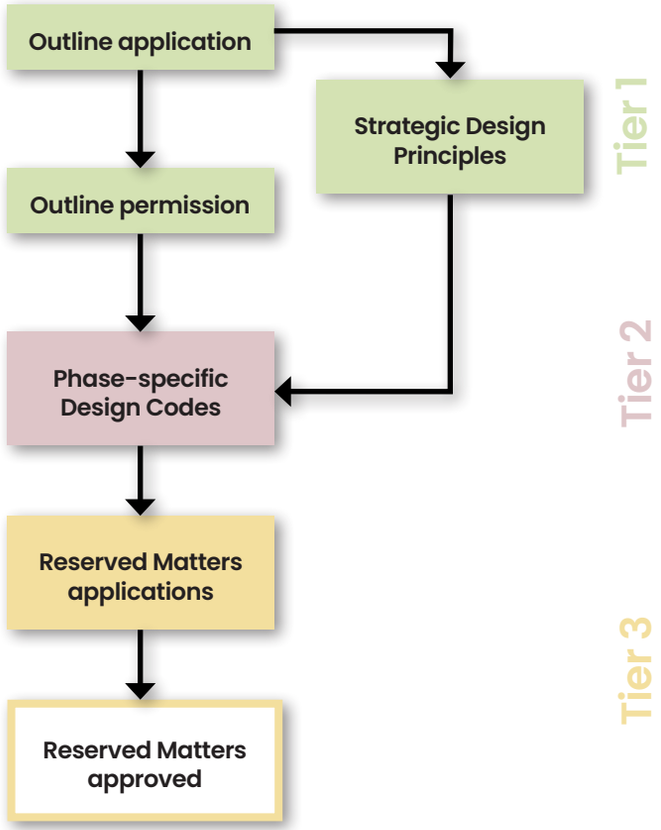


Fig 1.2: Relationship of the Strategic Design Principles document to Tiers

Fig 1.3: Otterpool Park is a landscape-led scheme with around half of the development area dedicated to landscape and open space

The Strategic Design Principles have been developed in parallel with updates to the outline planning application material, so making sure that both work well together. Figure 1.2 shows how this Strategic Design Principles document relates to the three tiers.

ROLE AND PURPOSE OF EACH CHAPTER

The remainder of this Strategic Design Principles document is structured as follows:

- **Chapter 2:** Overview of the vision
- **Chapter 3:** Site-wide guiding plans
- **Chapter 4:** Creating a characterful place
- **Chapter 5**: Making good places: design guidance
- **Chapter 6:** Requirements for detailed masterplans and Design Codes

Chapter 2 provides a high-level overview of the vision for Otterpool Park. For more detail, refer to other documents submitted with the outline application, in particular:

- the Spatial Vision;
- the Design and Access Statement;
- Green Infrastructure Strategy;
- Heritage Strategy; and,
- the Framework Travel Plan.

Chapter 3 provides a summary of the key site-wide elements that come together to make up Otterpool Park. These include open spaces; connections for pedestrians, cyclists and cars; the location of non-residential uses. These site-wide plans are drawn from the parameter plans that form part of the outline planning application.

All Tier 2 (Detailed Masterplan and Design Codes) and Tier 3 (Reserved Matters applications) submissions should be prepared in substantial accordance with the parameter plans and the principles set out within this document. The site-wide plans provide an emphasis on character, and help to provide context for future detailed masterplans and design codes for individual phases.

Chapter 4 provides principles for areas of different character. Otterpool Park has been designed to respond positively to the existing landscape and topography, and this is important in ensuring that the development 'belongs' to the landscape in which it sits. This chapter sets out:

- **the key site influences** to which detailed masterplans and Design Codes will be expected to respond; and
- **key masterplan design principles** for creating distinctive character areas.

Detailed masterplans and Design Codes for individual areas will be expected to demonstrate how they have taken on and expanded the prinicples set out in this chapter.

Chapter 5 sets out design principles that must inform detailed masterplans and be expanded upon in detailed Design Codes. The design principles include basic urban design best practice, much of which can be found in documents such as the MHCLG National Design Guide and National Model Design Code.

As Otterpool Park will take many years to develop, it is likely that design guidance at the national level will change and evolve. To ensure that basic principles endure over the period of development, they are included in this chapter.

Chapter 6 provides guidance on what is expected of detailed masterplans and Design Codes.

2

Overview of the Vision

2.0 Vision for Otterpool Park

This chapter provides an overview of the vision for Otterpool Park, providing context for the Strategic Design Principles document by:

- **introducing the wider landscape context;**
- **describing the key site influences** that have informed the masterplan;
- **setting out the themes and objectives**;
- **providing a brief overview of the spatial design principles** that have informed the masterplan; and
- **including a concept diagram from the Spatial Vision**.

"Otterpool Park – countryside, connected, creative

It's a place that feels vibrant, but in a green setting. It's for those looking for somewhere a bit different to live or work, you can stop for a coffee or get your laptop out in one of a sequence of spaces, from small and intimate to the town square. There are spaces to relax, with shady trees and green spaces whichever direction you look. The tranquillity of water moving through the town and park balances the buzz of the shops and businesses around the square. Those on foot and cycle can follow the watercourse past the lake, through the Castle Park and along the winding river corridor.

The design of the streets and spaces with their art and sense of creativity and challenge bring a smile to the face.

For those looking for somewhere with character to live, the views of Westenhanger Castle couldn't be better, and it's a 2 minute walk to the pub with its Westenhanger microbrewery. Walking towards the station a range of small businesses are designing and making."

Extract from the Otterpool Park masterplan brief

2.1 Wider landscape context

The wider landscape setting of Otterpool Park has been a key influence over the development of the masterplan. With the Kent Downs Area of Outstanding Natural Beauty (Kent Downs AONB) set back to the north but adjacent to and wrapping around the site to the east and south, views to and from the Kent Downs AONB has been a key consideration, shaping the landscape strategy, the location of development as well as building heights.

Improving connections with the wider countryside for existing communities and new residents has also been a key driver for developing the overall movement strategy. By doing so, it will effectively help to integrate Otterpool Park within its context and enable new proposed open spaces to be of wider benefit.

Various heritage features within the landscape - some more hidden (such as barrows) than others (such as listed buildings) also lend themselves to becoming landmarks or key features within the masterplan.

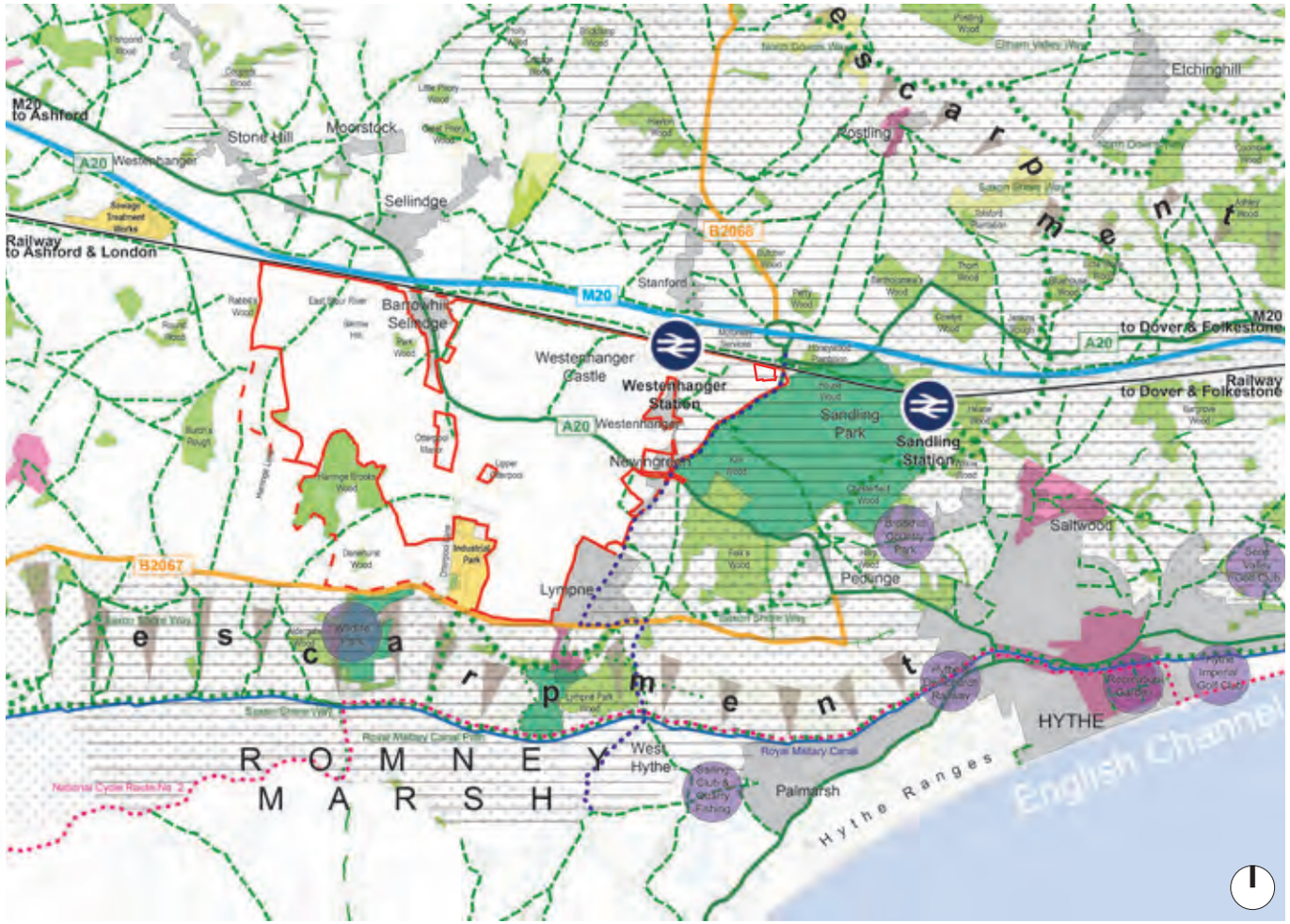


Fig 2.1: Wider green infrastructure assets (Credit: Arcadis)

2.2 Key site influences

Fig 2.2: Aerial image of the Otterpool Park site (red solid line indicates Outline Planning Application boundary; red dashed line indicates the Framework Masterplan Area boundary)

Fig 2.3: The railway line forms a strong boundary to the north of the site. Unlike most Garden Towns currently being planned, Otterpool Park has a railway station - Westenhanger. A real opportunity for sustainable transport to the wider area, the challenge is to provide good connections to the station from the whole of the town.

Fig 2.4: The Grade I Listed Westenhanger Castle is the centrepiece of the site's heritage. Maintaining and improving its setting, including the associated Causeway, is a key masterplan opportunity.

Fig 2.5: The A20 road runs roughly east-west through the site. The opportunity is to reinvent this as a main street through the town, designed for people as well as for vehicles.

Fig 2.6: The high ground to the west of Otterpool Lane provides long views out to the north (and long views into the area). Responding sensitively to views is key in this area.

Fig 2.7: The former is a key part of the landscape: there is an opportunity to integrate it into a new public park.

Fig 2.8 Bronze Age Barrows on the rounded high point are not readily visible on the ground. Nevertheless, they provide an opportunity for creating a green space focused on them.

Fig 2.9: The hidden gem of the River Stour is celebrated in the masterplan.

Fig 2.10: The Grade II Listed Otterpool Manor is a reminder of the site's history. It's open setting must be preserved within the masterplan.

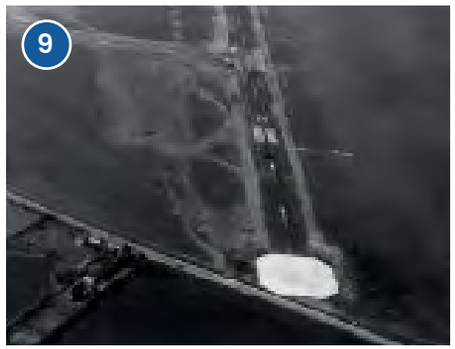


Fig. 2.11: There is an opportunity to incorporate the strong linear feature of the former RAF runways into the masterplan.

Fig 2.12: The masterplan must be sensitive to the existing homes around the site, giving breathing space but - at the same time - providing connections so that residents can take advantage of the Garden Town's new facilities.

Fig 2.13: The existing pattern of field boundaries and the vegetation that marks them are key influences on the structure of the masterplan

2.3 Themes and objectives

"Otterpool Park Garden Town will be a distinctive and self-sustaining town for everyday and weekend living."

Otterpool Park Garden Town has been designed to reflect three key themes, as set out in the diagram opposite:

- **Countryside: the site's landscape is *the* key inspiration** for the layout and character of the Garden Town.
- **Connected: Creating a place that is well connected to the wider area, and easy to move around within** supports the lifestyle we want to create: healthy, active and with straightforward access to all the facilities needed for the town to be self-sustaining.
- **Creative:** Drawing on the vitality of the local area (and Folkestone in particular), Otterpool Park will provide not only new homes, but cultural facilities, support for businesses and recreation. **It's designed to be a place for the long-term, supporting rich and varied lifestyles**.

These themes are supported by **9 'Core Objectives'**, which form a thread running through *all* designs for the Town, from the high-level outline planning application through this town-wide Strategic Design Principles document, and onto detailed masterplans and Design Codes for individual phases.

Creating a distinctive place led by landscape

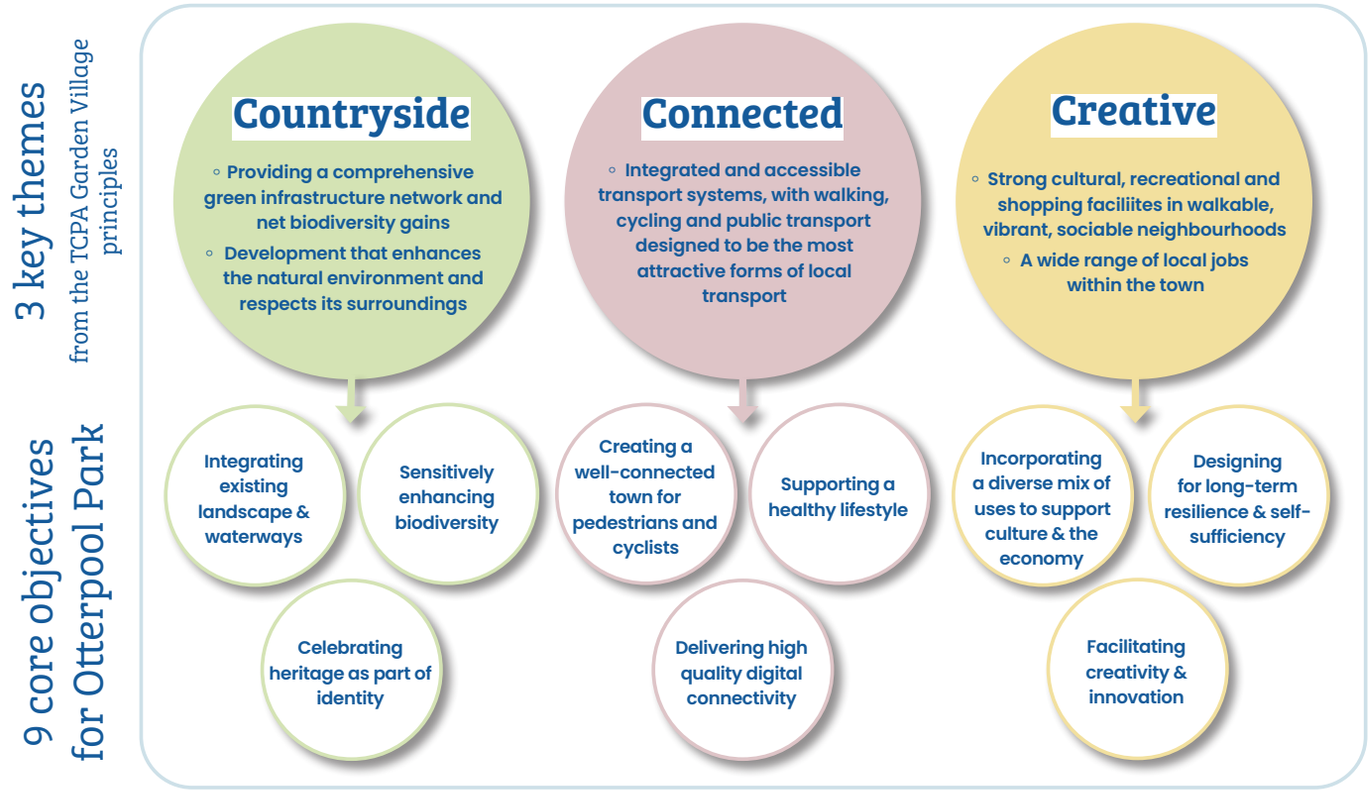


Fig 2.14: Creating a distinctive place led by landscape - themes and objectives

2.4 Spatial design principles

The masterplan for Otterpool Park is driven by the site's landscape, ecology and heritage. At the heart of this landscape-led approach are three destination parks:

- **Castle Park** provides a formal setting for Westenhanger Castle, the Causeway, and incorporates water features - notably the former Racecourse Lake - to create a richly varied place easily accessible from the Town Centre.
- The **Country Park** incorporates areas of ecological importance, and is a key part of the green movement network for pedestrians and cyclists. Routes to all parts of the town pass through the Country Park.
- **East Stour Riverside Park** enhances and integrates the East Stour River into the town as a wetland corridor for SuDS (including nutrient and flood mitigation), biodoversity and opportunities for play and recreation for residents.

Six neighbourhoods, including the Town Centre, create distinctive areas within Otterpool Park which respond to the landscape and provide new features to deliver character borne from its place. Ensuring these neighbourhoods are well-connected by foot, cycle and sustainable transport has also been a key consideration in the masterplan design, particularly via green corridors ensuring that the experience of the landscape is a constant part of living and visiting Otterpool Park.

The Spatial Vision document for Otterpool Park contains a series of conceptual diagrams which illustrate the ambition for the new Garden Town at Otterpool Park. The one overleaf communicates the integration of green and blue landscape features with the masterplan.

2.5 A landscape-led masterplan

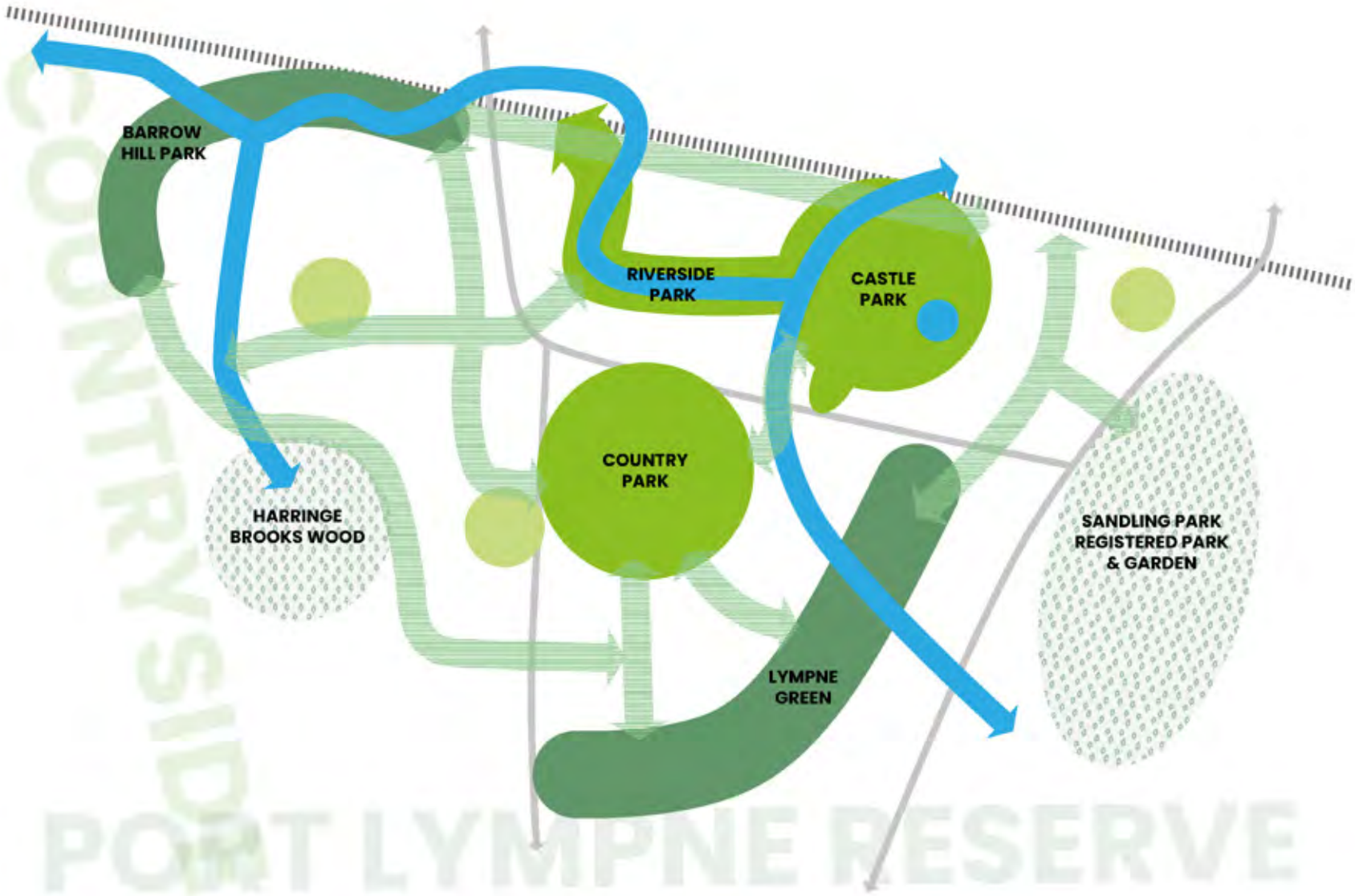


Fig 2.15: One of the concept diagrams from the Spatial Vision

3

Site-wide guiding plans

3.0 Site-wide guiding plans

The site-wide plans are based on the parameter plans and other supporting information (e.g. Green Infrastructure Strategy) that form part of the outline planning application. **All Tier 2 (Detailed Masterplan and Design Codes) and Tier 3 (Reserved Matters applications) submissions should be prepared in substantial accordance with the parameter plans and the principles set out within this document.** The site-wide plans provide an emphasis on character and help to provide context for future Detailed masterplans and Design Codes for individual phases.

- **Open space and landscape** - identifies the key spaces, and their intended role and character.
- **Biodiversity** - identifies key areas of landscape which will support habitat, including primary and secondary connection routes such as dark corridors.
- **SUDS opportunities** - identifies the locations for key Sustainable Drainage Systems (SUDS) as part of an integrated open space and landscape strategy, including the need for providing extra source control SuDS at streets, local squares and development parcels
- **Recreational spaces** - locates sports pitches, different types of play and community spaces, and suggests 5km and 10km leisure loop routes.
- **Cycle and pedestrian movement** - highlights the strategic cycle routes relative to key destinations (e.g. Town Centre, Westenhanger Station and destination parks) as well as a more fine-grained network which provides a choice of convenient and direct routes.
- **Key streets and gateways** - sets out the principal all-movement routes and the location of key arrival moments into Otterpool Park.
- **Heritage** - identifies Otterpool Park's unique heritage features which are connected through proposed heritage trails for people to enjoy them.
- **Land use and built form** - sets out the location of the town centre, local centres, schools, and dedicated business uses, and where development can accommodate more or less height (based on the Landscape and Visual Impact Assessment).

3.1 Open space and landscape

AT A GLANCE

- **Green spaces and corridors with distinctive characters provide the overall structure for the Garden Town**
- **Three destination parks form the central heart**
- **Natural / semi-natural open space provide green links between parks and neighbourhoods and out to the wider countryside**
- **Conservation and reinforcement of key existing hedgerows and trees, plus the creation of further east-west tree belts, to help integrate the development's built form into its setting**

Key

Destination open space
includes Westenhanger Castle Park, East Stour Riverside Park and Otterpool Country Park for formal/informal recreation and play; community events; wetlands; and walking and cycling
Benefits: local identity, health & wellbeing, biodiversity, and access to nature

Resilient open space
includes Barrow Hill Park and Lympne Green for informal recreation; ecology; productive landscape; wetlands; bridlepaths and walking and cycling
Benefits: defining and separating development, shared community greenway, link between town and country; food growing; biodiversity and conservation; social inclusion

Managed green space
includes Barrow Hill Green, Otterpool Green, Hillhurst Green and Lympne Airfield Park for formal/informal recreation and play; community events; heritage; and walking and cycling
Benefits: local identity, education, health & wellbeing, and access to nature

Natural / semi-natural open space
includes formal/informal recreation and play; ecology; productive landscape; urban forestry; publicly accessible woodlands; wetlands; bridlepaths and walking and cycling
Benefits: health & wellbeing, biodiversity and conservation, education and access to nature

Existing woodland & registered parks

Westenhanger station

Town centre

Local centre

Heritage features:

Westenhanger Castle

Roman Villa

The Causeway

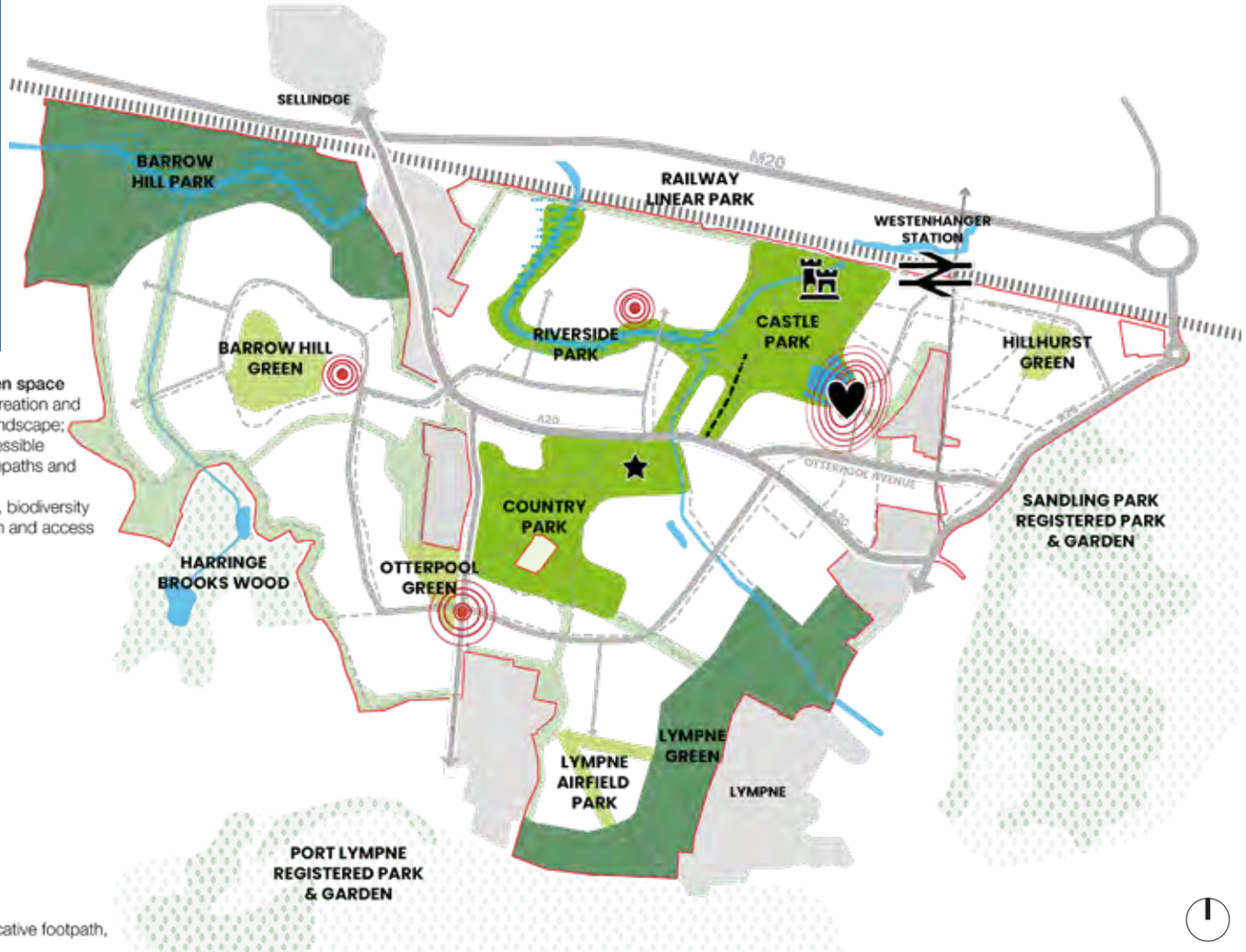
Existing / proposed routes

Existing and proposed indicative footpath, cycleway and/or bridleway.
(Refer to Movement Parameter Plan for delineation of bridleways)

Existing community

Existing waterbody

Site boundary



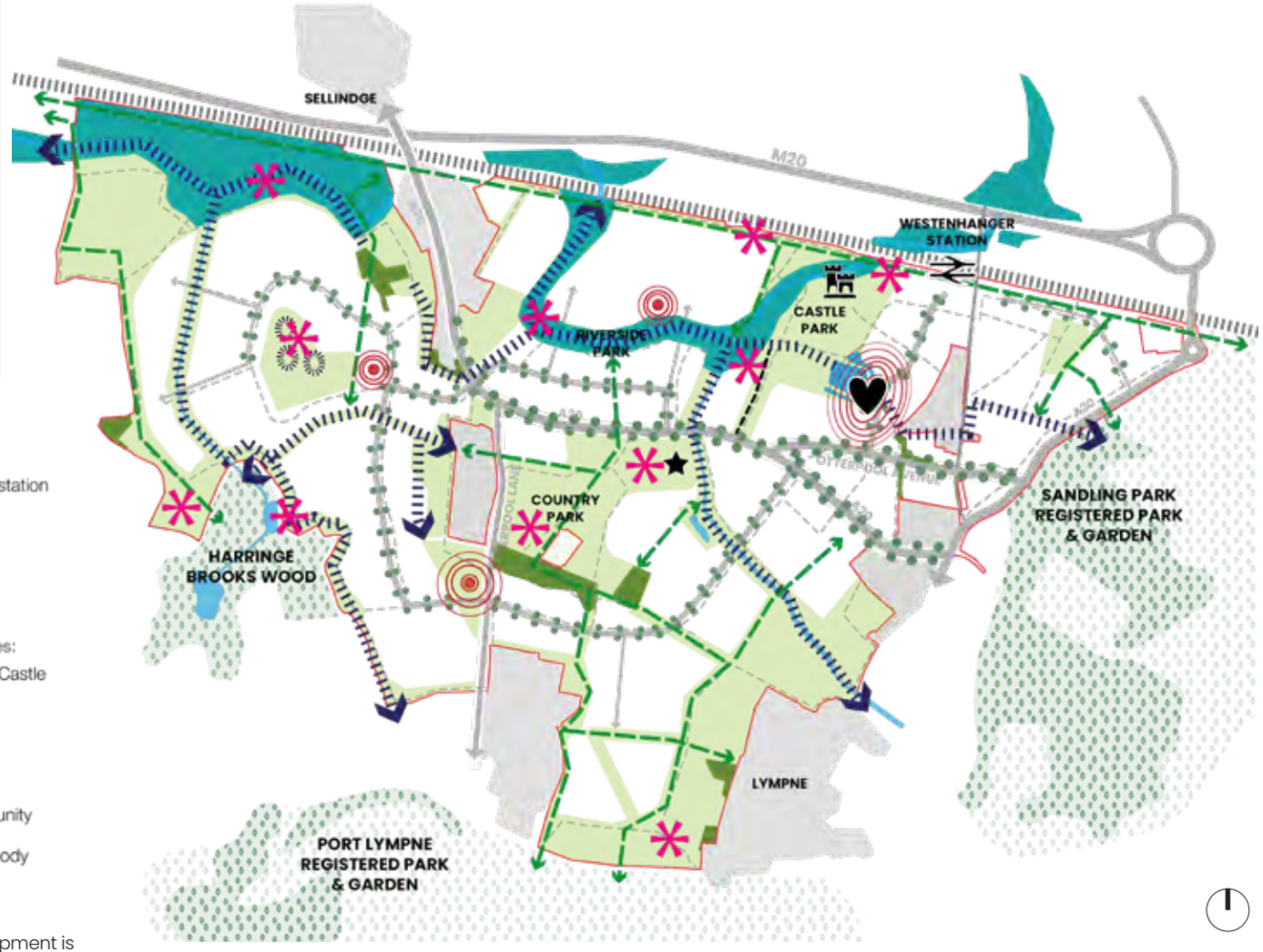
Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.1: Open space and landscape site-wide guiding plan

3.2 Biodiversity

AT A GLANCE

- **The River East Stour corridor is an important wetland habitat and landscape feature**
- **Dark corridors provide sensitive key connections for wildlife across the development**
- **Secondary ecology connections are established through existing (e.g. woodland and tree clusters) and new planting (e.g. pollinator and wetland species)**
- **The pattern and form of the existing woodlands, tree belts (shaws) and hedgerows are an intrinsic part of the character of the area's landscape character**



Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.2: Biodiversity site-wide guiding plan
Indicative heritage features shown for improved legibility of plan

3.3 SUDS opportunities

AT A GLANCE

- **Existing river corridors, ditches and ponds are integrated within the sustainable drainage system (SUDS) network**
- **A range of multifunctional SUDS types and solutions at all development levels that will increase resilience (i.e. by providing stormwater filtering, infiltration and attenuation) and increase biodiversity and reduce flood risk, in addition to amenity and water quality benefits when designed thoughtfully into public open space and play areas**
- **Linear SUDS line all strategic and primary routes on both sides of the carriageway as swales, rain gardens, bioretention, etc**

Key

- River / wetland corridor
- SuDS infiltration area
- Linear SuDS / swales
- Tree-lined strategic or primary street with integrated SUDS (e.g. swale, rain garden, bioretention, etc)
- Green space (including destination and resilient open spaces)
- Existing / proposed routes
- Existing and proposed indicative footpath, cycleway and/or bridleway. (Refer to Movement Parameter Plan for delineation of bridleways)
- Westenhanger station
- Town centre
- Local centre
- Heritage features:
  - Westenhanger Castle
  - Roman Villa
  - The Causeway
  - Barrows
- Existing community
- Existing waterbody
- Site boundary

Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.3: SUDS opportunities site-wide guiding plan

3.4 Recreation and play

AT A GLANCE

- **Different types of play areas including local, neighbourhood and MUGA, are distributed throughout the development to ensure close proximity for all residents**
- **Sports pitches tend to be located as part and/or nearby schools**
- **Community recreation such as orchards and allotments provide an opportunity for people to meet and take ownership of landscape elements**
- **5KM and 10KM leisure routes take users through a range of Otterpool Park features including different open space characters, town/local centres and heritage**

Key

- Allotments
- Communal orchards
- Neighbourhood play
- Local play
- MUGA (Multi-use games area)
- Sports pitch
- Burial ground or area
- Indicative play route between recreation features
- Indicative 5km / 10km loop routes
- Existing / proposed routes
- Existing and proposed indicative footpath, cycleway and/or bridleway. (Refer to Movement Parameter Plan for delineation of bridleways)
- Westenhanger station
- Town centre
- Local centre

Heritage features:

- Westenhanger Castle
- Roman Villa
- The Causeway
- Barrows
- Existing community
- Existing waterbody
- Site boundary

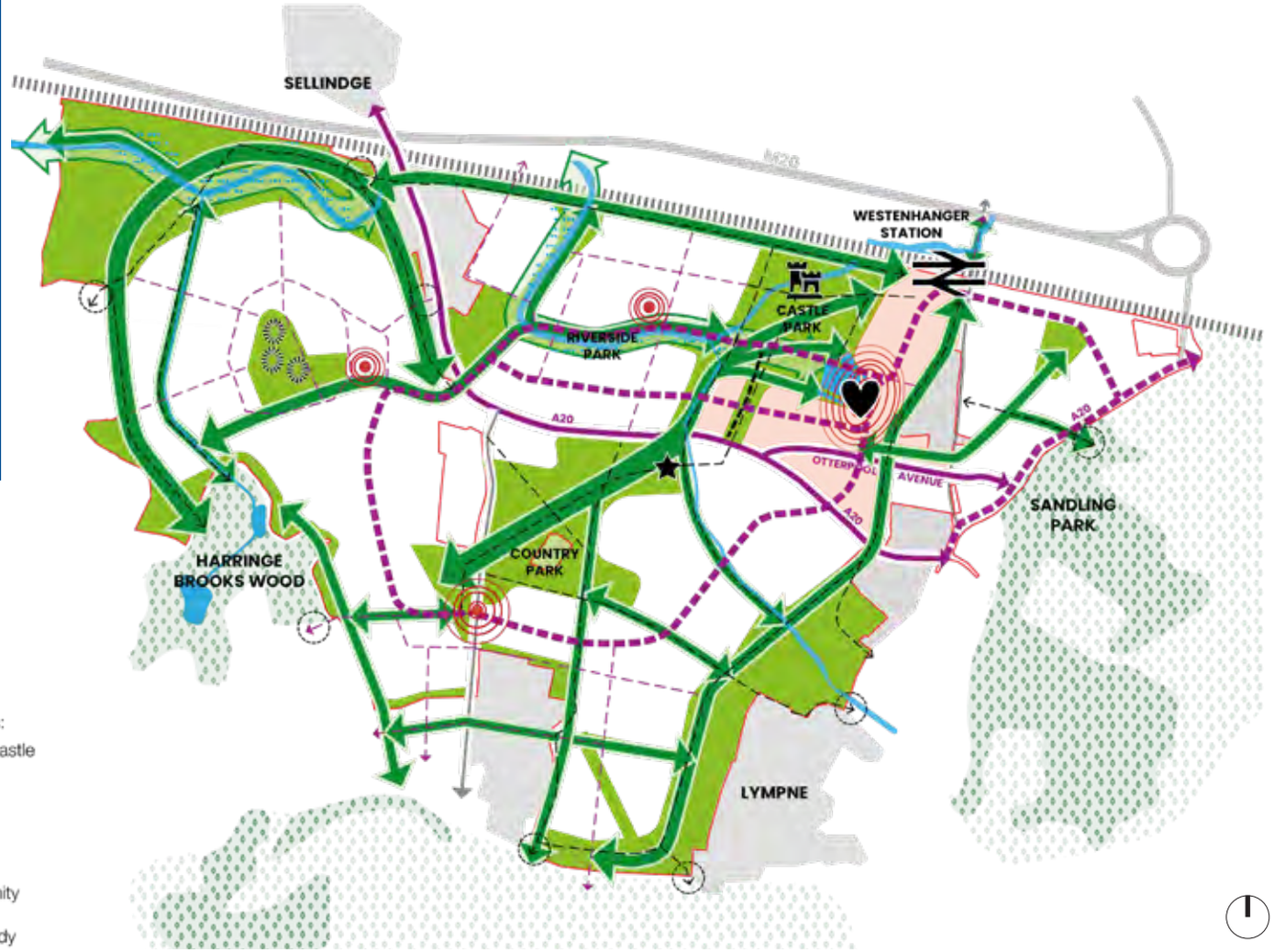
Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.4: Recreation and play site-wide guiding plan
Indicative heritage features shown for improved legibility of plan

3.5 Cycle and pedestrian movement

AT A GLANCE

- **A town-wide strategic cycle route is separated from traffic to provide safe and direct access to/from the town centre and station**
- **A finer grain network of separate cycle routes provide access to and through development**
- **Pleasant green routes / links provide secondary cycle and pedestrian access within nature**
- **The principle of 'Low Traffic Neighbourhoods' (LTN) will be applied throughout Otterpool Park to ensure people-focussed environments**
- **A cycleway/footway will be provided on both sides of the proposed enhancements to the A20 from Barrow Hill to Newingreen, the layout of which will be subject to detailed design**



Key

- Westenhanger station
- A20 / Otterpool Avenue (incl. segregated cycle route)
- Indicative town-wide strategic cycle route (e.g. segregated cycle provision)
- Indicative sub-regional strategic cycle route (e.g. segregated)
- Indicative off-street cycle routes through greenways & open space (e.g. shared cycle/ped routes)
- Connections to existing routes
- Green routes / links
- Strategic blue-green corridor
- Green open space
- Existing woodland
- Town centre
- Local centre
- Heritage features:
- Westenhanger Castle
- Roman Villa
- The Causeway
- Barrows
- Existing community
- Existing waterbody
- Site boundary

Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.5: Cycle and pedestrian movement site-wide guiding plan

3.6 Key streets and gateways

AT A GLANCE

- **A clear hierarchy of routes, with primary streets connecting the town as a whole to key destinations (Town Centre, Local Centres and the Railway Station) looking and feeling more important than local streets**
- **The existing A20 and Otterpool Avenue are re-imagined as key strategic tree-lined streets within the development**
- **Gateways at intersections of key streets are designed to provide high quality, distinctive and memorable places with buildings and public realm working together to create people-friendly spaces**

Key

- Existing A20 / Otterpool Avenue
- Proposed primary street
- Major arrival gateway
- Minor arrival gateway
- Proposed secondary route
- Existing and proposed indicative footpath, cycleway and/or bridleway. (Refer to Movement Parameter Plan for delineation of bridleways)
- Westenhanger station
- Town centre
- Local centre
- Heritage features:
- Westenhanger Castle
- Roman Villa
- The Causeway
- Barrows
- Existing community
- Existing waterbody
- Site boundary

Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.6: Key streets and gateways site-wide guiding plan

Note: Indicative heritage features shown for improved legibility of plan

3.7 Heritage

AT A GLANCE

- **Heritage features from the large-scale (Westenhanger Castle and the Causeway) to the small (WWII bunkers) are integrated into the masterplan - together with the landscape, they create a richly diverse series of open spaces**
- **Heritage trails link the features together, giving people an outing with purpose and meaning as well as reinforcing the historic links between preserved elements. Refer to the Heritage Strategy for further information on Heritage trails**

Key

- Starting point for all heritage trails (Roman Villa site)
- **Route A** (approx 2.4km) including: Causeway; racecourse lake; Folkestone racecourse & buildings; Hillhurst Farm; former deer park; Westenhanger Castle; Tudor Garden; Otterpool Quarry SSI
- **Route B** (approx 3.4km) including: munitions stones; remains of over blister hanger and trackway; remains of ammunition store; remains of machine gun testing range; WWII runway; gas decontamination building; bulk fuel installation; air raid shelters; former barrack huts; Pickett Hamilton fort; Battle Headquarters
- **Route C** (approx 3.4km) including: barrows

Dashed heritage routes indicate extensions to other heritage routes or other non-designated heritage assets.

Heritage features:

- Westenhanger Castle
- Roman Villa
- The Causeway
- Barrows

- Pound Track
- WWII runway
- Other heritage feature (part of trail)
- Otterpool Manor
- Green open space
- Existing woodland & registered parks
- Existing and proposed indicative footpath, cycleway and/or bridleway. (Refer to Movement Parameter Plan for delineation of bridleways)
- Existing / proposed routes
- Westenhanger station
- Town centre
- Local centre
- Existing community
- Existing waterbody
- Site boundary

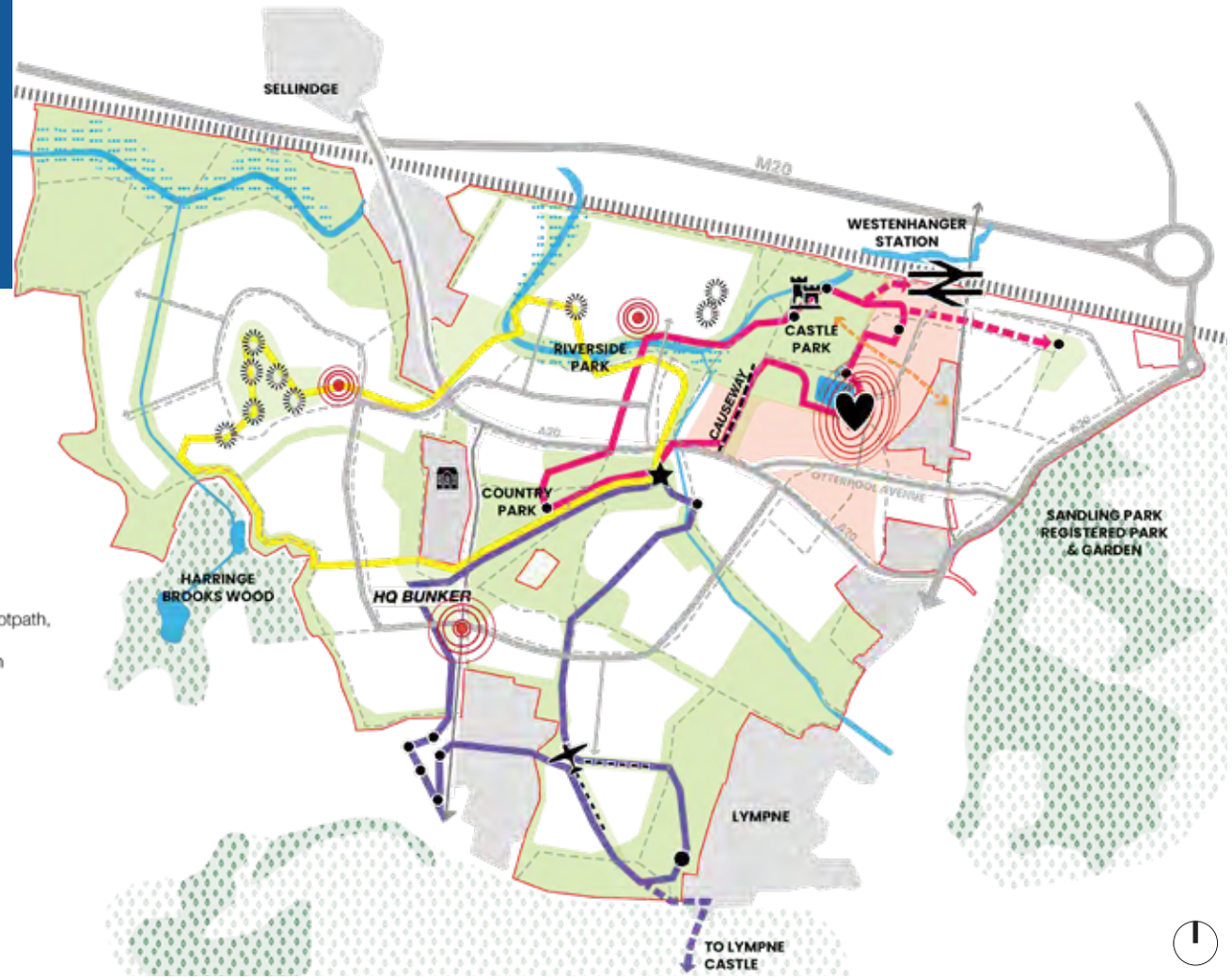


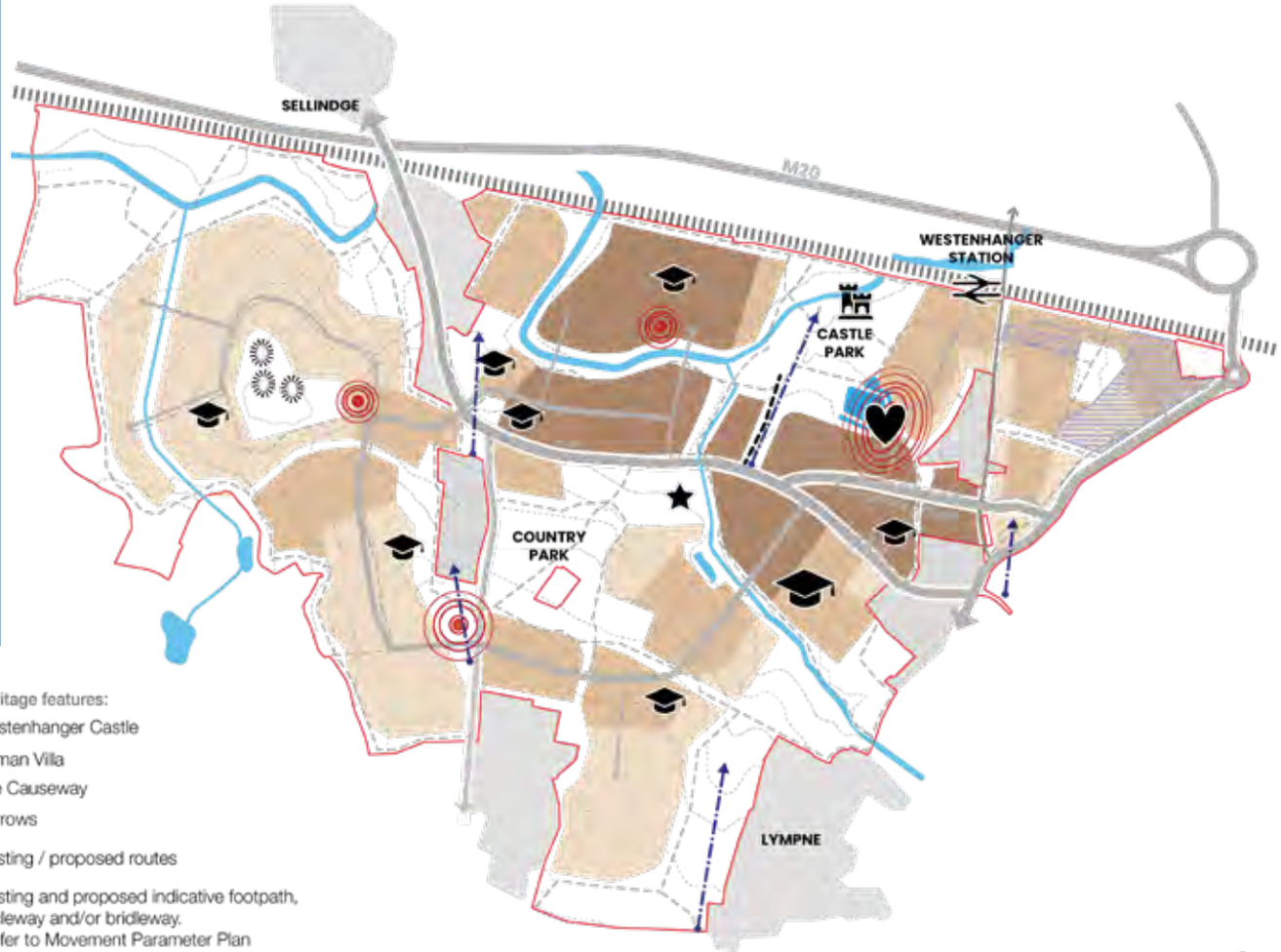
Fig 3.7: Heritage site-wide guiding plan

Note: The site-wide strategy for addressing and appreciating on-site heritage may continue to develop as part of the ongoing discovery and understanding process being undertaken. Extent of development is indicative. Refer to parameter plans for proposed development areas.

3.8 Land use and built form

AT A GLANCE

- **The Town Centre is located to take advantage of the railway station and neighbouring Castle Park**
- **Local centres and schools are positioned in key locations to provide focuses for neighbourhoods, ensuring residents are within walking distance, or a short cycle, of the facilities they need daily**
- **Businesses are an integral part of the Town Centre, along with a dedicated Business Park with easy access to road and rail to the east of the town**
- **Taller buildings are clustered nearby the Town Centre, reflecting the character of traditional towns, however heights step down towards the station and vary across development to take account of heritage and views to/ from the Kent Downs AONB**
- **A single storey building/structure may be located within the Castle Park to provide a facility for the community and visitors. The siting and design of this building should be cognisant of heritage features**



Key

- Westenhanger station
- Town centre
- Local centre
- Primary / secondary school
- Business development park

Indicative max. development height above existing levels
Refer to Heights Parameter Plan

- Up to 12m
- Up to 15m
- Up to 18m
- Contour lines (5m intervals generally rising to the south)
- Notable view to North Downs Escarpment

Heritage features:

- Westenhanger Castle
- Roman Villa
- The Causeway
- Barrows
- Existing / proposed routes
- Existing and proposed indicative footpath, cycleway and/or bridleway. (Refer to Movement Parameter Plan for delineation of bridleways)
- Existing community
- Existing waterbody
- Site boundary

Note: Extent of development is indicative. Refer to parameter plans for proposed development areas

Fig 3.8: Land use and built form site-wide guiding plan
Note: Indicative heritage features shown for improved legibility of plan

4

Creating a characterful place

4.0 Creating a characterful place

Otterpool Park will be a diverse and distinct place. This chapter sets out high-level principles for seven 'Character Areas'. The seven areas are:

- **Town Centre & Castle Park**
- **River Stour**
- **Country Park**
- **Airfield Park**
- **Woodland Ridge**
- **Hill Top**
- **Hillhurst Farm**

For each of the Character Areas (refer Fig. 4.2 Character area boundaries), we set out:

- **an 'at a glance' summary** of the intended character of the neighbourhood;
- **a site influences plan**, drawing out the key existing site characteristics to which the principles respond. These include landscape, heritage, water and movement corridors. Future detailed masterplans will be expected to respond positively to these and other site influences; and
- **a design principles plan**, that draws on the site influences and combines with the outline planning application masterplan to set out the key urban design principles that must inform the design of detailed masterplans for each phase of development, and be expanded upon in the Detailed Design Code accompanying each masterplan.

Fig 4.1: Sample character area spread

Fig 4.2: Character area boundaries (solid red line refers to Outline Application boundary; for Outline Framework Masterplan Area boundary refer to Fig 2.2)

4.1 Town Centre & Castle Park

AT A GLANCE

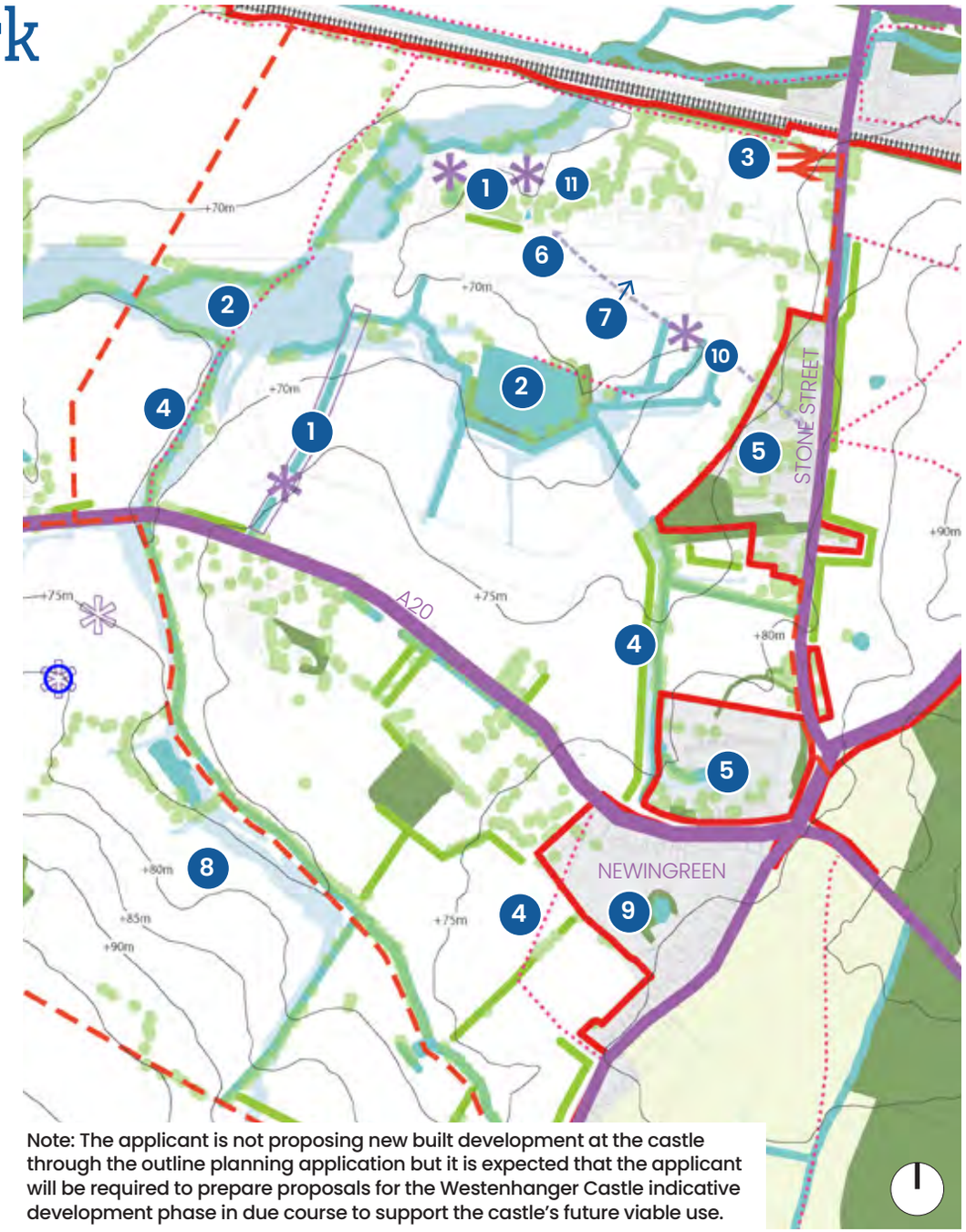
- Buzzy heart of Otterpool Park
- Highly urban with formal edges to streets and open spaces
- Lively mix of uses including community, leisure and culture
- Unique lakeside setting alongside a new Town Square
- Formal Castle Park with retention of causeway

SITE INFLUENCES

1. Outstanding heritage of Westenhanger Castle, barns and causeway
2. Significant water and ecological features: East River Stour, racecourse pond, drainage ditches
3. Important destination of Westenhanger train station
4. Opportunity to integrate existing routes
5. Need to be sensitive to existing residential area within Westenhanger, along Stone Street and Holiday Extras in Newingreen
6. Potential to relate to layout of former racecourse
7. Sensitive views to and from Kent Downs AONB
8. Gently sloping topography falling to a ditch connecting to the East River Stour
9. Need sensitive relationship with neighbouring Newingreen
10. Former alignment of Pound Track
11. Retention of key trees around the racecourse and the East Stour River provides opportunities for helping to integrate the development's built form into its setting, and to assist in placemaking

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours
- Former alignment of Pound Track
- Scheduled Ancient Monument boundary (relating to barrows)



Note: The applicant is not proposing new built development at the castle through the outline planning application but it is expected that the applicant will be required to prepare proposals for the Westenhanger Castle indicative development phase in due course to support the castle's future viable use.

Fig. 4.3: Town Centre & Castle Park site influences

Fig 4.4: Town Centre & Castle Park design principles

KEY DESIGN PRINCIPLES

1. Retain open setting of Westenhanger Castle and enhance heritage through reinforcing elements such as the Causeway
2. Create a memorable town square with views of both Westenhanger Castle and Racecourse Lake surrounded by attractive linked wetlands and waterbodies in the attractive green space
3. Create a welcoming station square as a key mobility hub and gateway experience to Otterpool Park
4. Locate opportunities for people to gather with a series of spaces throughout the town centre including a key food and drink provision on the eastern edge of Racecourse Lake as a distinctive town destination, and in front of schools
5. Create Castle Park with a formal character and a series of activity spaces including castle gardens, play areas and potentially a cricket pitch, considering its relationship with the Causeway
6. Celebrate the Causeway heritage feature as the southern entrance to Castle Park with views of Westenhanger Castle, barns, and the wider landscape in formal planting and building line to create a strong sense of arrival
7. Create visual, perceptive and meaningful connections between A20, primary streets, open spaces and assets including the Causeway, Roman Villa and Country Park
8. Integrate direct and convenient cycle and pedestrian routes with filtered permeability to connect with the wider Otterpool Park
9. The eastern edge of the wider Town Centre area that is adjacent to the existing properties at Westenhanger will create an appropriate setting for these existing dwellings through the careful consideration of built form, access and landscaping

KEY

- A20 / Otterpool Avenue
- Movement corridor identified on Movement Parameter Plan, with green features (e.g. trees/SuDS)
- Movement corridor identified on Movement Parameter Plan
- Connection into neighbourhood
- Existing and proposed dedicated cycle, pedestrian and/or bridleway routes
- Destination open space
- Resilient open space
- Natural / semi-natural open space
- Existing watercourse
- Neighbourhood development area
- Public realm at key intersections
- Primary / secondary school
- Town centre
- Westenhanger Castle
- Westenhanger station
- Railway line
- Notable views from publicly accessible areas to North Downs escarpment
- Existing community
- Site boundary
- Character area boundary

Note: Please refer to Appendix 2 for further detailed specifications.

4.2 River Stour

AT A GLANCE

- Natural, winding River Stour corridor creates peaceful and ecologically-rich informal park
- Strong built edge to A20 to re-imagine road as street
- Flat topography provides opportunity for orthogonal street pattern, contrasting with other areas

SITE INFLUENCES

1. Topography is relatively flat, giving flexibility for a variety of street layout solutions - potential for a more orthogonal approach, to contrast with undulating areas of the site
2. East Stour River and its extensive flood zone provides a green corridor through the area - opportunity to create an informal wetland park
3. Site of Bronze Age Barrow - opportunity to integrate into an open space
4. Opportunity to create strong street edge to A20
5. Existing footpaths
6. Railway line creates definite edge to north
7. Existing trees and hedgerows along ditches and field boundaries

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours
- Scheduled Ancient Monument boundary (relating to barrows)

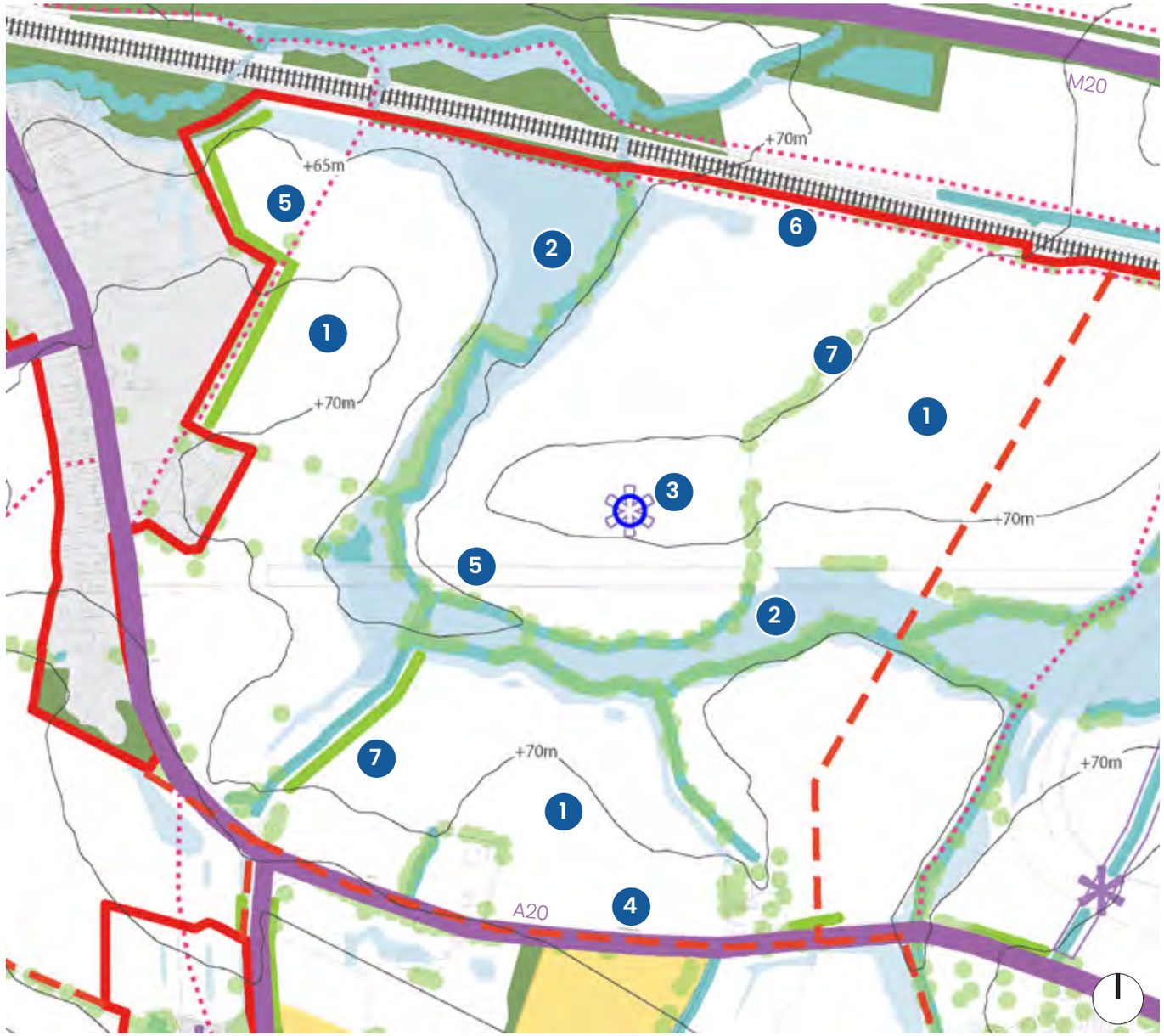


Fig. 4.5: River Stour site influences

Fig 4.6: River Stour design principles

KEY DESIGN PRINCIPLES

1. Create an informal wetland park on the River Stour, with corresponding informal built edges, which protects and enhances its ecological value
2. Integrate existing barrow heritage features within the wider open space structure in a way which enhances their understanding and experience
3. Create a memorable setting for the Local Centre with high quality public realm at the intersection of streets
4. Locate key areas of public realm (e.g. small squares overlooked by building frontages) at intersections of key streets to create a distinctive place
5. The frontage to the A20 is a major contribution of this area to Otterpool Park as a whole - transform its character from a road to a street by locating building frontages onto it and providing boulevard tree planting
6. Create distinctive 'gateways' at intersection of A20 and primary streets into the character area
7. Provide clear connections to filtered cycling/walking routes travelling east to the Town Centre
8. A key view is from Otterpool Lane at the junction with the A20 across the River East Stour east of Barrow Hill Sellindge. Designs for development framing the view will require careful consideration in order to achieve a high quality setting for the view

KEY

- A20 / Otterpool Avenue / Otterpool Lane
- Movement corridor identified on Movement Parameter Plan, with green features (e.g. trees/SuDS)
- Movement corridor identified on Movement Parameter Plan
- Connection into neighbourhood
- Existing and proposed dedicated cycle, pedestrian and/or bridleway routes
- Destination open space
- Managed green space
- Natural / semi-natural open space
- Existing watercourse
- Neighbourhood development area
- Public realm at key intersections
- Primary / secondary school
- Local centre
- Heritage feature (barrow)
- Railway line
- Notable views from publicly accessible areas to North Downs escarpment
- Existing community
- Site boundary
- Character area boundary

Note: Please refer to Appendix 2 for further detailed specifications.

4.3 Country Park

AT A GLANCE

- Country Park is a significant focal point for the town as a whole, connected by radial routes for pedestrians and cyclists
- Central primary street provides extension of Airfield Park's primary street, creating an important connection to the Town Centre
- The sloping topography to the NE towards the River Stour tributary provides views to the north and a distinct landscape within Otterpool Park - curvilnear streets respond this topography
- Changing relationship with the A20 from west to east as it transitions between development, Country Park and development closer to the Town Centre

SITE INFLUENCES

1. Sloping topography falling to a ditch connecting to the East River Stour
2. Otterpool Quarry, a Geological Site of Special Scientific Interest (SSSI)
3. Small areas of woodland, trees and hedgerows
4. Location of the Roman villa and prehistoric barrow
5. Existing water body adjacent to the East River Stour tributary

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours
- Scheduled Ancient Monument boundary (relating to barrows)

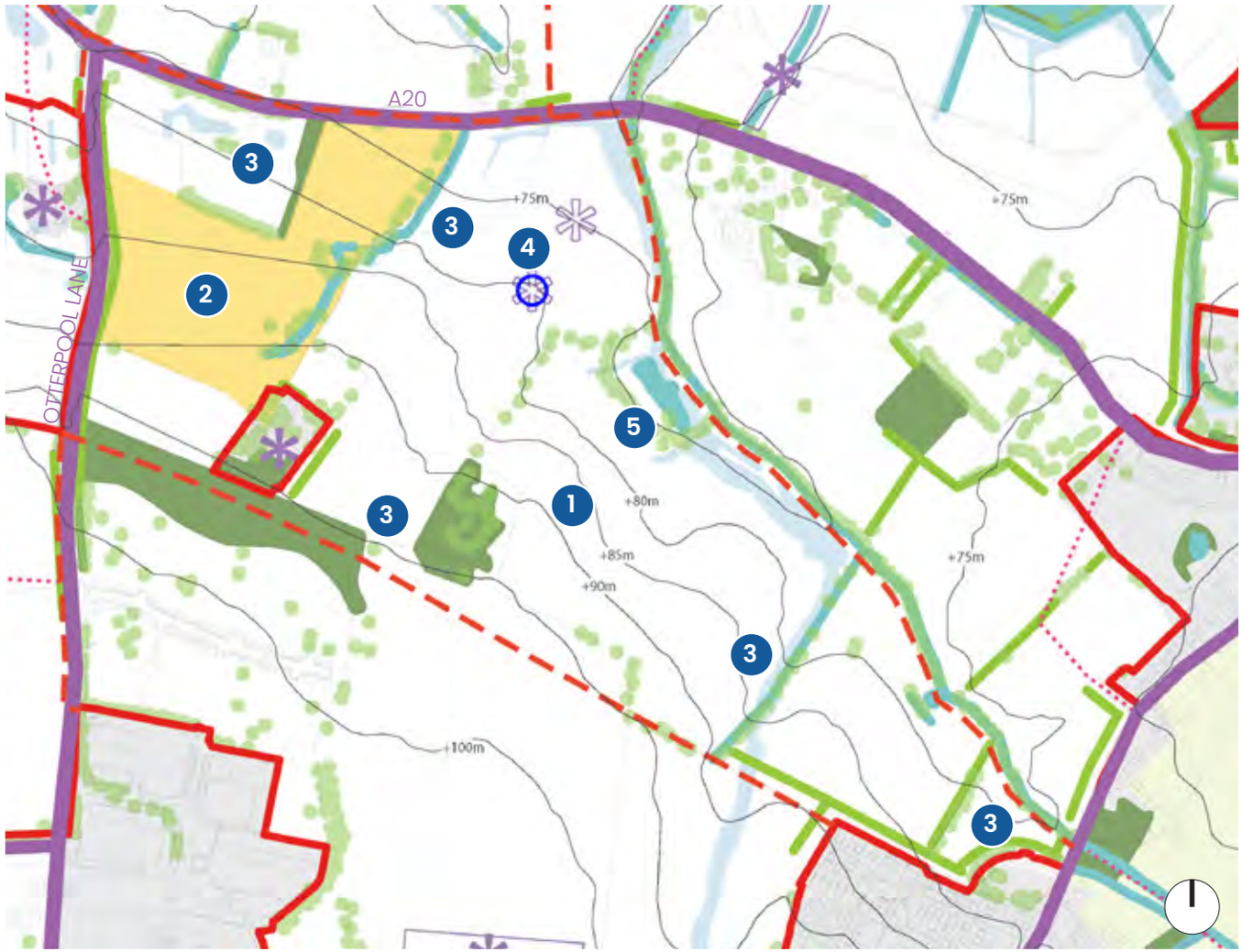


Fig 4.7: Country Park site influences

Fig 4.8: Country Park design principles

KEY DESIGN PRINCIPLES

1. Create a Country Park which incorporates the existing heritage features of the Roman Villa and barrow, the SSSI, and the pedestrian and cycle routes which provide key connections across the whole of Otterpool Park
2. Design the primary street to form a memorable, direct tree-lined avenue connecting from Otterpool Lane through to the Town Centre
3. Create informal and multi-functional open space around existing water feature
4. Provide a generous open space buffer north of Lympne which is integrated well with the other areas of Lympne Green to the north and south
5. Design development to the north-west of Country Park to provide built frontage onto the A20
6. Create north-west to south-east tree belts along the north and south edges and through the centre of the neighbourhood development area

KEY

- A20 / Otterpool Avenue
- Movement corridor identified on Movement Parameter Plan, with green features (e.g. trees/SuDS)
- Movement corridor identified on Movement Parameter Plan
- Connection into neighbourhood
- Existing and proposed dedicated cycle, pedestrian and/or bridleway routes
- Destination open space
- Resilient open space
- Managed green space
- Natural / semi-natural open space
- Existing watercourse
- Neighbourhood development area
- Public realm at key intersections
- Primary / secondary school
- Local centre
- Heritage features (Roman villa, barrow, WWII runways, Upper Otterpool, Otterpool Manor)
- Notable views from publicly accessible areas to North Downs escarpment
- Existing community
- Site boundary
- Character area boundary

Note: Please refer to Appendix 2 for further detailed specifications.

4.4 Airfield Park

AT A GLANCE

- Formal geometric layout of streets informed by former runway alignments
- Historic former runways integrated as open space, with formal building edges overlooking them
- Primary street provides key connection between Otterpool Lane 'gateway' and onwards to the Town Centre
- Generous scale of Lympne Green wraps around the development to the south as a transition zone with Lympne, providing enhanced ecology and growing opportunities
- Pleasant pedestrian and cycle routes in green corridors connect various destinations including Country Park and the Town Centre

SITE INFLUENCES

1. Highest point of Otterpool Park with views to and from the Kent Downs AONB; largely flat topography
2. Need to consider relationship with the existing industrial area to the west and Lympne to the east
3. Small areas of woodland, trees and hedgerows
4. Existing routes
5. Former Lympne Airfield airstrips

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours
- Scheduled Ancient Monument boundary (relating to barrows)

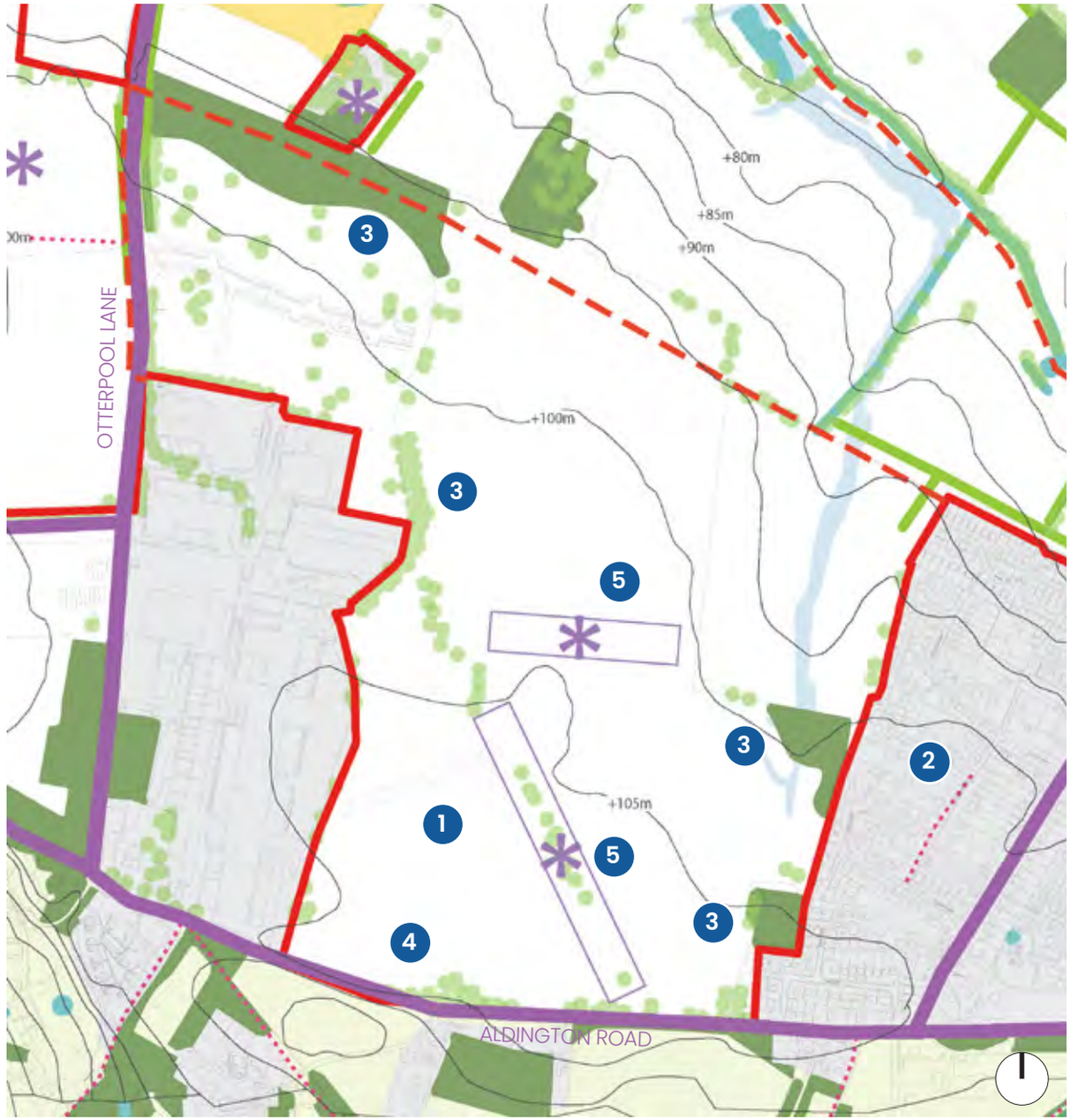


Fig 4.9: Airfield Park site influences

Fig 4.10: Airfield Park design principles

KEY DESIGN PRINCIPLES

1. Locate a Local Centre at the intersection of the primary street and Otterpool Lane, straddling the Lane. Design the streets to create a high quality public realm 'gateway' at this intersection, with an emphasis on convenient and safe pedestrian and cycle movement, particularly east-west connecting onwards to the Town Centre and Railway Station
2. Incorporate the former WWII runways as open spaces, with distinctive play features, within the development, defined by formal building frontages
3. Design the primary street to form a memorable, direct tree-lined avenue connecting from Otterpool Lane through to the Town Centre
4. Incorporate high quality public realm at key junction to create memorable townscape 'moments'
5. Provide generous multi-functional open space (including SuDS) next to Lympne which celebrates views to Kent Downs AONB
6. Design informal building frontages to Lympne Green to provide a contrast to formal character surrounding the open spaces associated with the former runways
7. Design development and movement network to allow for future connection through Industrial Estate site onto Otterpool Lane
8. Bolster the existing tree belts around the perimeter, and through the centre of the area and build upon the existing vegetated form of the runways

Note: Please refer to Appendix 2 for further detailed specifications.

4.5 Woodland Ridge

AT A GLANCE

- Otterpool Lane's Local Centre provides key gateway to Otterpool Park as a whole, working together with the Otterpool Green open space
- Framed panoramic views to the north
- Primary street responds to topography following the ridgeline
- Crumbly low density western edge with substantial tree planting and sensitive edge treatment makes transition to surrounding countryside

SITE INFLUENCES

1. Distinct topographical zones: flat in the south, a broad ridge to the north - opportunity for street pattern to respond to changes
2. Opportunity for 'public face' onto Otterpool Lane to create sense of arrival into the Town
3. Otterpool Manor a key heritage asset - open setting must be retained
4. Harringe Brooks Woods forms backdrop - need to be sensitive in transition to surrounding countryside
5. Incorporate existing hedgerows. trees and footpaths
6. Incorporate the Battle HQ remains within open space

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours
- Scheduled Ancient Monument boundary (relating to barrows)

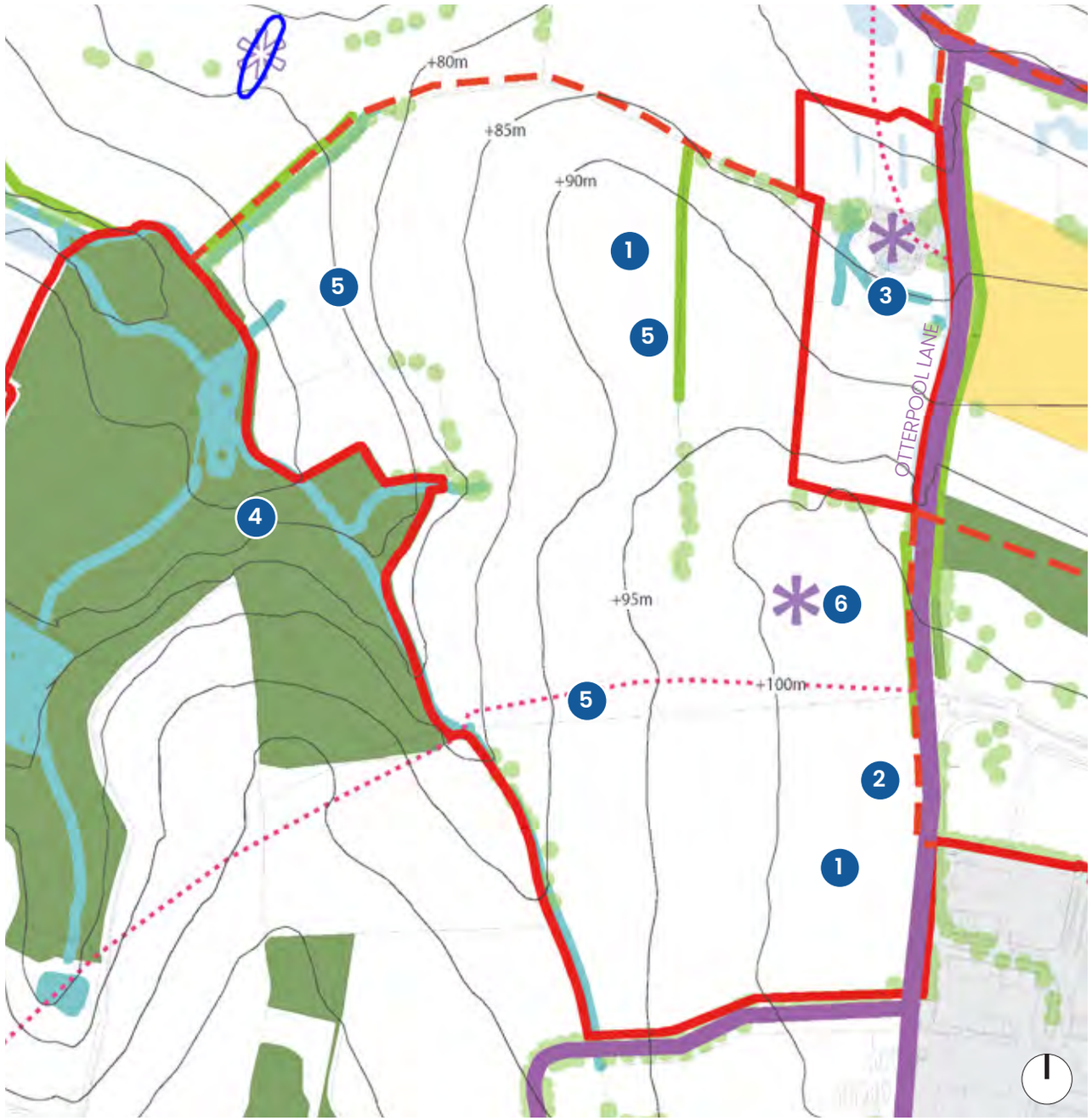


Fig 4.11: Woodland Ridge site influences

Fig 4.12: Woodland Ridge design principles

KEY DESIGN PRINCIPLES

1. Locate a Local Centre at the intersection of the primary street and Otterpool Lane, straddling the Lane. Design the streets to create a high quality public realm 'gateway' at this intersection, with an emphasis on convenient and safe pedestrian and cycle movement, particularly east-west connecting onwards to the Town Centre and Railway Station.
2. Create green space that links local centre, primary school and Otterpool Manor and locates Battle HQ heritage feature within it
3. Design the primary street to create a memorable central spine, extending along the broad ridgeline to the north
4. Design sensitive 'crumbly' low density edge and linear green space incorporating a SuDS corridor with substantial tree planting to provide a transition to Harringe Brooks Wood and countryside beyond, allowing for connections to future development to the south and west
5. Incorporate high quality public realm at key junctions to create memorable townscape 'moments'
6. Create east-west tree belts incorporating a SuDS corridor along the north and south edges and through the centre of the neighbourhood development area

KEY

- A20 / Otterpool Avenue
- Movement corridor identified on Movement Parameter Plan with green features (e.g. trees/SuDS)
- Movement corridor identified on Movement Parameter Plan
- Connection into neighbourhood
- Existing and proposed dedicated cycle, pedestrian and/or bridleway routes
- Managed green space
- Natural / semi-natural open space
- Existing watercourse
- Neighbourhood development area
- Public realm at key intersections
- Primary / secondary school
- Local centre
- Heritage feature (Battle HQ, Otterpool Manor)
- Notable views from publicly accessible areas to North Downs escarpment
- Existing community
- Site boundary
- Character area boundary

Note: Please refer to Appendix 2 for further detailed specifications.

4.6 Hill Top

AT A GLANCE

- Unique undulating topography results in organic street layout
- Barrow Hill Green forms centrepiece at high point
- Soft, low density edges make transition to surrounding countryside
- Primary street connects with Manor Quarter to the south, creating strong linear feature in contrast to organic street pattern

SITE INFLUENCES

1. Topography rising to a hill top with views north to and from the Kent Downs AONB
2. A cluster of Bronze Age barrows on the high ground
3. East River Stour provides a natural setback from the railway
4. Linear ditch and trees/hedgerow cuts through the rounded topography
5. Opportunity to incorporate small woodland area nearby the Barrow Hill Sellindge residential area
6. Location to create a key junction with the A20

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours
- Scheduled Ancient Monument boundary (relating to barrows)

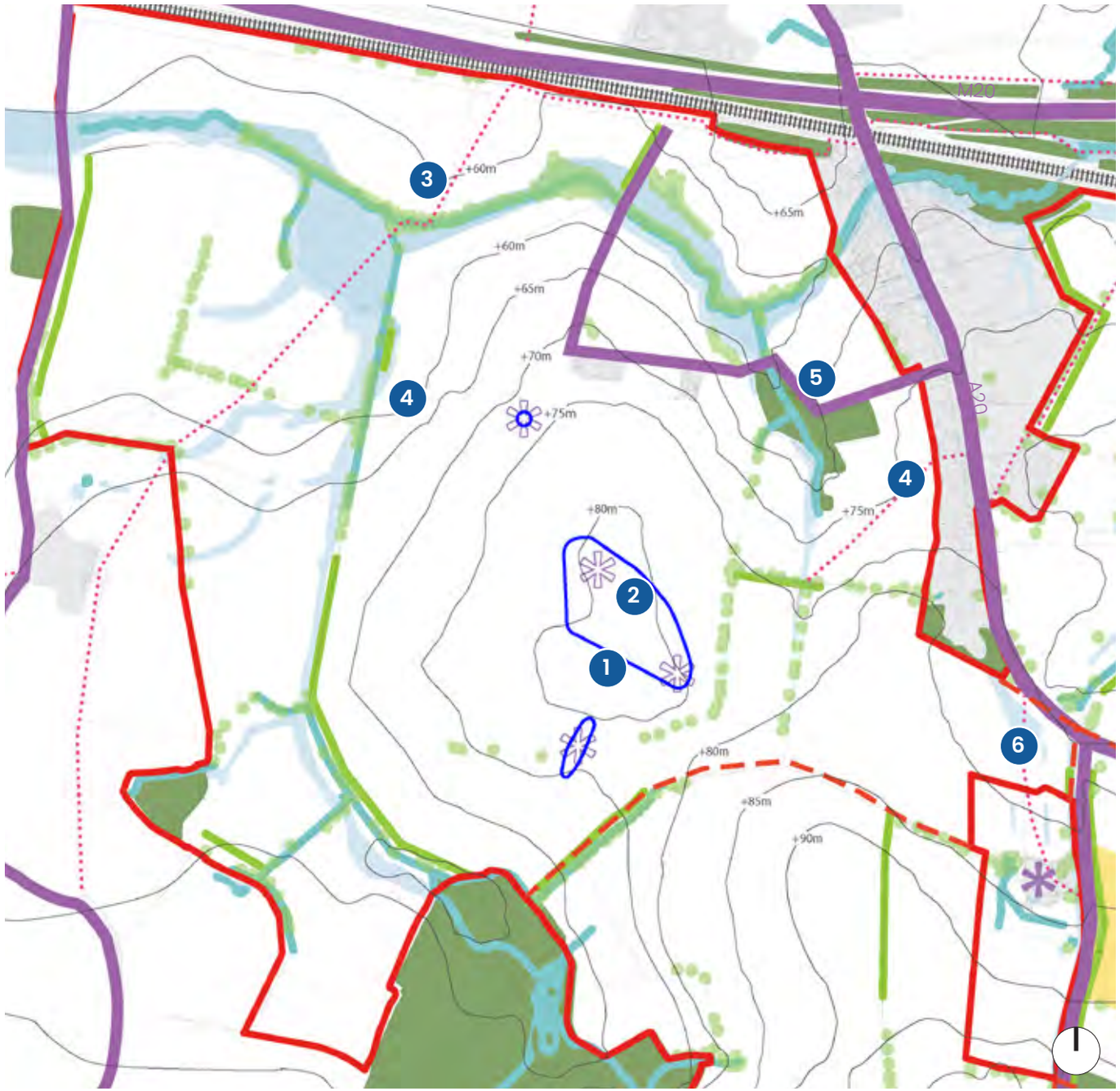


Fig. 4.13:: Hill Top site influences

Fig. 4.14: Hill Top design principles

KEY DESIGN PRINCIPLES

1. Develop an integrated landscape concept that includes the highest point, Barrow Hill Green, responding to the status and importance of the existing barrows heritage features through understanding and experience
2. Primary tree-lined street follows the contours to create a curving street, contrasting to its linear character where it heads south to the Woodland Ridge area
3. Create new tree belts incorporating SuDS, some following the landform's existing contours, through the neighbourhood development area, and bolster its field boundaries and edges.
4. A distinctive linear water feature cuts through the undulating topography - opportunity to respond with street layout that provides contrast to curves elsewhere within the area
5. Locate the Local Centre on the primary street access, close to the A20 and Barrow Hill Green, creating high quality public realm 'gateways' at connection of routes
6. Create wetland habitat environment for mitigation as a distinctive open space with well-connected pedestrian, cycle and bridle routes around the River Stour
7. Reduce density on edges of development and design with green spaces (containing tree belts along the site's west side) to form transition and robust edge to surrounding countryside
8. Design Waste Water Treatment Facility as an attractive, well-integrated 'barn'-like structure with appropriate yet discreet access within wetland landscape
9. Create visual, perceptive and meaningful connection between A20, primary streets and open space

KEY

- A20 / Otterpool Avenue
- Movement corridor identified on Movement Parameter Plan, with green features (e.g. trees/SuDS)
- Movement corridor identified on Movement Parameter Plan
- Connection into neighbourhood
- Existing and proposed dedicated cycle, pedestrian and/or bridleway routes
- Resilient open space
- Managed green space
- Natural / semi-natural open space
- Existing watercourse
- Neighbourhood development area
- Waste water treatment site
- Public realm at key intersections
- Primary / secondary school
- Local centre
- Heritage feature (barrow)
- Railway line
- Notable views from publicly accessible areas to North Downs escarpment
- Existing community
- Site boundary
- Character area boundary

Note: Please refer to Appendix 2 for further detailed specifications.

4.7 Hillhurst Farm

AT A GLANCE

- Close relationship to the Railway Station, Town Centre and the A20/M20 - so a focus for employment uses
- The realigned A20 - 'Otterpool Avenue' - provides new gateway to Otterpool Park as a whole from the east - a key 'front door' to the Garden Town
- The former Hillhurst Farm site becomes a focal point with a green space

SITE INFLUENCES

1. Close proximity to Railway Station, ideal for pedestrian and cycle connections
2. Key sensitivities to the immediate east, including the landscape character of the AONB, the heritage of Sandling Park, and the biodiversity of Kiln Wood (and the ecological corridors connecting to it)
3. Retain and integrate Hillhurst Farm
4. Rising topography to the south with the slope being highly visible from the Kent Downs AONB
5. Need to be sensitive to character of Stone Street
6. The area forms part of the North Downs Special Landscape Area

KEY

- Site boundary
- Character area boundary
- Existing woodland
- SSSI
- AONB
- Existing trees
- Existing hedgerow
- River
- Waterbody
- High/low risk flooding area
- Existing settlement
- Railway
- Existing road
- Existing footpath or bridleway
- Heritage site, visible/hidden
- 5m contours

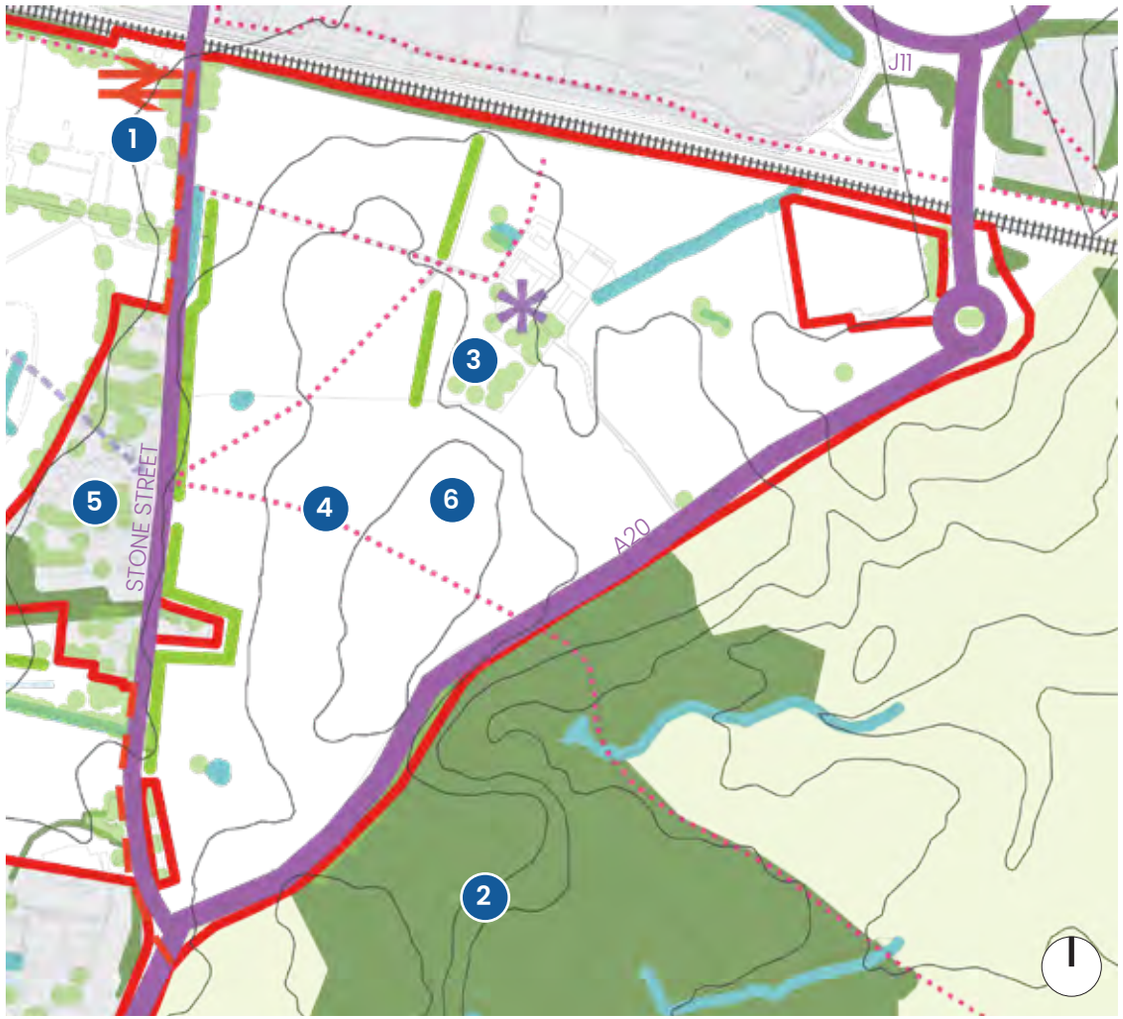


Fig. 4.15: Hillhurst Farm site influences

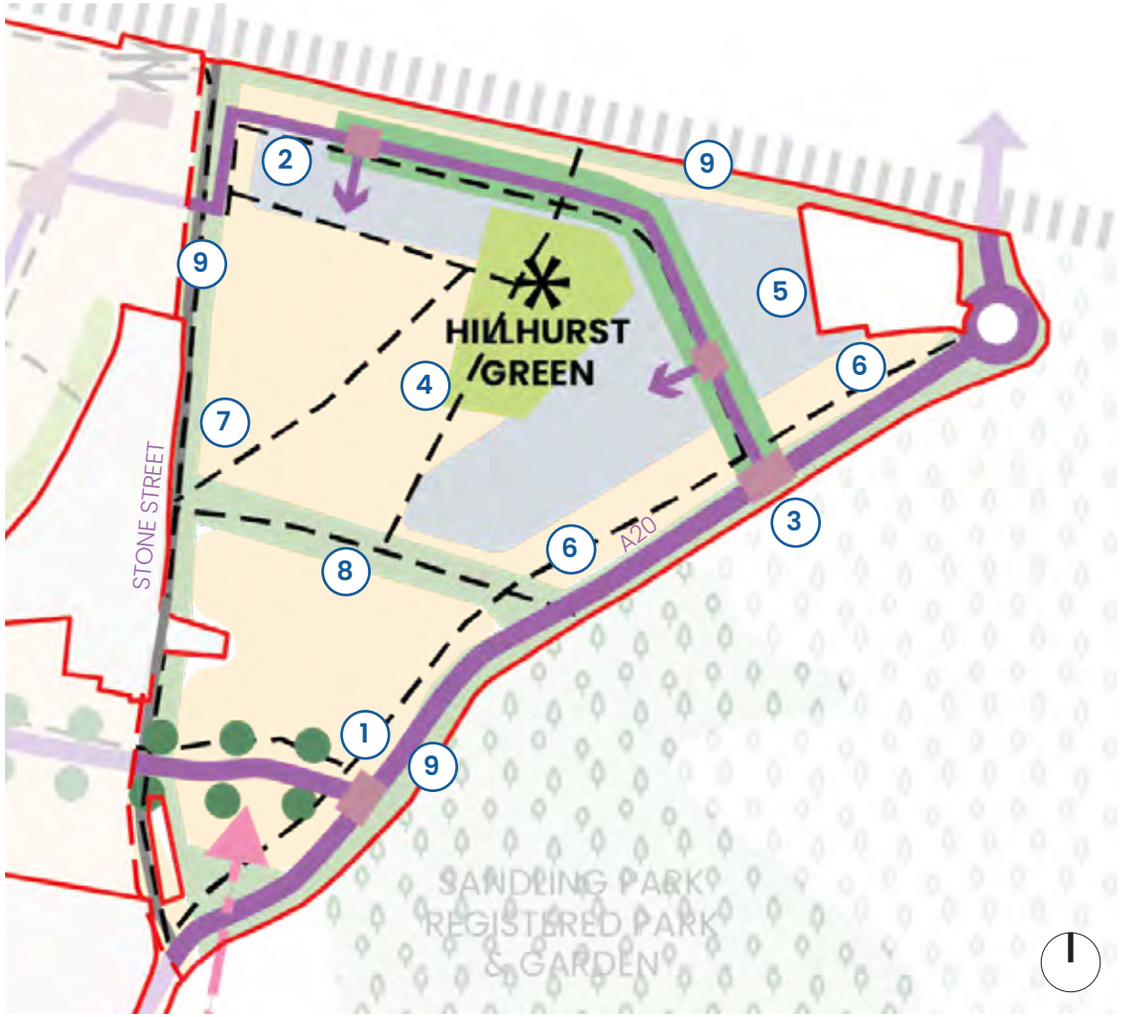


Fig. 4.16: Hillhurst Farm design principles

KEY DESIGN PRINCIPLES

1. Create positive, high quality gateway to Otterpool Park as a whole with a new road link - 'Otterpool Avenue' - which creates a strong boulevard character to signal the approach to the Town Centre
2. Design the tree-lined primary street to provide access for all vehicles continuing across Stone Street towards the station and Town Centre
3. Create high quality public realm at the intersection of the primary street and the A20
4. Design employment around Hillhurst Green open space to positively front onto it, maintaining the Hillhurst Farm site in its open setting
5. Locate dedicated employment area within close proximity of the A20 and Junction 11 and design to be sensitive to views from Kent Downs AONB
6. Design positive frontage to existing A20 / link to Junction 11
7. Design frontage sensitively to Stone Street and the existing community
8. Integrate and enhance existing route and crossing into Sandling Park by carefully considering views and undulating character
9. Reinforcement of the area's boundaries, and integration of the development's built form in views from the AONB, with the creation of new tree belts incorporating SuDS

KEY

- A20 / Otterpool Avenue
- Stone Street
- Movement corridor identified on Movement Parameter Plan, with green features (e.g. trees/SuDS)
- Connection into neighbourhood
- Existing and proposed dedicated cycle, pedestrian and/or bridleway routes
- Managed green space
- Neighbourhood development area
- Public realm at key intersections
- Business development park
- Heritage feature (Hillhurst Farm)
- Railway line
- Notable views from publicly accessible areas to North Downs escarpment
- Existing community
- Site boundary
- Character area boundary

Note: Please refer to Appendix 2 for further detailed specifications.

5

Making good places: design guidance

5.0 Making good places: design guidance

Otterpool Park will be a high quality, distinctive town within which individual areas will each have a unique identity and be designed with people in mind. Whilst identity will vary, there will be a consistent approach to achieving the best urban design across the town as a whole. **This chapter sets out the principles that must be used to inform a consistent approach to design.**

Principles include nationwide urban design best practice, and principles specific to Otterpool Park. Detailed Design Codes for each development area will be expected to expand on these principles with design guidance specific to each area's individual character.

Over the multiple phases of development, it will be important to consider how lessons can be learnt from earlier phases and applied to the design of new parcels to ensure design continues to be of the highest quality.

The principles are grouped under five themes:

- **A place for nature** - ensuring landscape and open space continue to be a key feature of the town.
- **A memorable place** - a place that is easy to find your way around, with distinctive spaces and buildings at key locations.
- **A connected place** - providing people with a choice of different routes, including direct connections to key destinations such as the Town Centre.
- **A place with good buildings** - a place where all buildings, no matter what their importance, are designed thoughtfully.
- **A place planned for the future** - a town that is resilient to future changes in the way we live.

Fig. 51.: This village square creates a memorable focal point at the heart of the new development, with a range of different streets and routes connecting it into the wider area. The high quality buildings define and enclose the square. (Lightmoor, Telford)

Design principles and requirements are set out in blue boxes.

PRINCIPLE 1: From Phase 2 onwards, the master developer, parcel developers and their design teams will work together to identify lessons learned from earlier phases. These lessons learned shall be discussed with the Planning Authority at the beginning of the process of developing Detailed Design Codes and Masterplans for future phases. These discussions shall discuss and agree any changes or additions required to the approach, and also have regard to any ongoing developments in living, working and travel patterns.

5.1 A place for nature

The existing natural features and landscape of Otterpool Park are the driving force and key starting point for the masterplan, and all future phases and detailed masterplans. Open spaces and landscape are not leftover spaces in between buildings, but the inspiration and starting point for each of the new town's character areas.

This section sets out the design principles to ensure resilient open spaces and landscape under the following headings:

- **a hierarchy of open space;**
- **preserving and enhancing biodiversity;** and,
- **integrating water.**

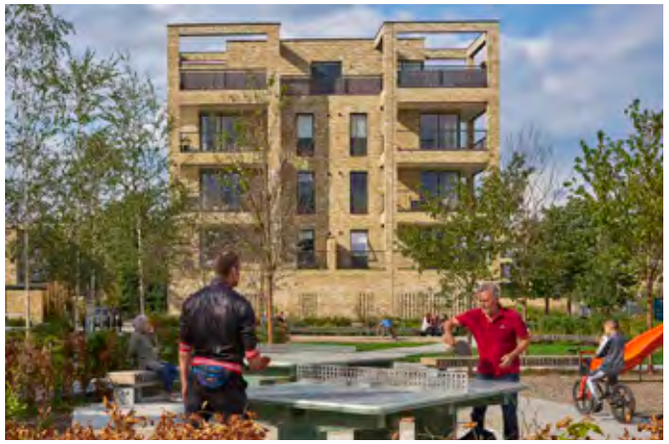


Fig. 5.2: Social amenities set within public open space promotes health and wellbeing (School Square, Great Kneighton)

A HIERARCHY OF OPEN SPACE

A clear and sound hierarchy of open space helps to orient people. It also helps to provide a variety of spaces which have a different and distinct purpose which in turn supports a wider network. The purpose and identity of each public open space, whether a destination park or neighbourhood green space, can be differentiated through appropriate and varied plant species, habitat, formal and informal play provision, and social amenity spaces to support its intended character.

The social function of open space and play areas will be an important element to consider within detailed masterplans and Design Codes. Whilst certain parks and spaces will be intended to be predominantly open landscape, with some areas dedicated to sports pitches, the provision of seating or hard landscaped areas would provide valuable and engaging amenity for local communities and visitors. These could provide shelter and/or communal tables, potentially alongside play areas, to create attractive environments for families and all ages.

Dedicated pedestrian and cycle routes through green corridors will connect the diverse and extensive network of open spaces, as well as neighbourhoods, across Otterpool Park and the countryside beyond. These green links will also have the opportunity to incorporate various landscape and planting features, including SUDs, informal play, habitat, and productive planting, adding to the wealth of the overall open space hierarchy.

Fig. 5.3: Communal tables and seating within public open space encourages social interaction (Eddington, Cambridge)

Fig. 5.4: Seating along dedicated pedestrian routes in green landscape settings creates a pleasant environment (Grand Canal, Dublin)

The existing pattern of the wider landscape, with woodlands, tree belts (shaws) and hedgerows will help shape the layout of the town.

Whilst there will be a presumption in favour of retaining such existing vegetation to help conserve the landscape structure and the intrinsic character of the place, as well as providing instant maturity to neighbourhoods, the future detailed masterplan and Design Code will be informed by tree and hedgerow surveys to further reveal those that are most valued, and those few that could be potentially removed to allow for the creation of a permeable settlement.

The planting of new woodland, tree belts and hedgerows, along with tree avenues, community orchards and 'place-making' distinctive single trees will reinforce the existing landscape structure, compensate for the loss of vegetation, and help integrate the town into its setting.

PRESERVING AND ENHANCING BIODIVERSITY

Preserving and enhancing habitat has been a key masterplan driver through the identification of ecologically sensitive areas (e.g. the SSSI) and dark corridors required to protect and encourage local habitat.

Prioritising native, wildlife-friendly (e.g. flowering, fruit and pollen-giving), and climate-resilient tree species and vegetation will increase the potential for biodiversity to thrive in the long-term, as well as provide wider benefits for the development. The selection of these species, and how they intend to be distributed (including within areas identified for community orchards), will be required as part of Detailed Design Codes.

Ecologists will need to remain a integral part of future design teams to ensure opportunities for biodiversity remain a priority as development continues over time, including considering how habitat can be integrated into built environments as well as open spaces.

INTEGRATING WATER

There are a number of existing waterbodies within Otterpool Park which are to be retained, integrated and celebrated as unique features. The Racecourse Lake and the East Stour River corridor are two examples which also have the potential to serve as important habitats as well as link to the site's heritage.

Where possible, these existing features should be considered alongside sustainable urban drainage systems (SUDs) to create climate-resilient and well-integrated natural environments which complement surrounding built development. Where there is opportunity to design a more dynamic water landscape (e.g. along the East Stour River) this should be considered within detailed design. Multi-functional SUDs features would be encouraged where they provide water management, ecology and opportunity for play.

Detailed masterplans and Design Codes will need to consider a range of SuDS features, e.g. rain gardens, attenuation ponds/basins, swales, etc, within all types of open space, including streets and Town and local squares, for example. These features can contribute significantly to an area's character, so it may be appropriate that a particular form of SuDS is prioritised in different locations to create a distinctive feel.

Opportunities for integrating additional source control SuDS (e.g. water butts, green roofs, soakaways, permeable paving) should also be explored within development parcels during detailed masterplanning stages.

Fig. 5.5: Urban SUDS features (e.g. swales and rills) provide water management and playful features within public open space (left - Stockholm, Sweden, right - Cambridge)

Fig. 5.6: Elevated pathways positioned over a softly landscaped attenuation basin provide routes between destinations

INTEGRATING THE TOWN INTO ITS SETTING

Ensuring that the proposed development at Otterpool Park is integrated into its landscape setting has been a key masterplan driver. The following specifications have been approved to ensure the settlement is sensitively integrated into the surrounding landscape and Kent Downs AONB:

Lighting and Reflectivity

Lighting design should accord with the recommendations within the Institution of Lighting Professionals (ILP) 'Guidance Notes for the Reduction of Light Pollution'.

Adopt measures to reduce the potential reflectivity of built form in views from the north, such as:

- low-transmissive tinted glass in north facing facades;
- matt coloured louvres in front of large areas of fenestration;
- dark coloured window frames (rather than white) to reduce contrast with the façade elements;
- avoidance of materials with a high gloss finish; and
- avoidance of roof lights on north facing roof pitches.

Building Density

Use density to help create a visually legible hierarchy, gradation and distinction between the different places and neighbourhoods across the Scheme, with highest densities in the town centre and local centres.

The outer edges of development blocks, fronting sensitive open spaces would be of a lower density to create more permeable edges and ensure less of a sharp contrast in character.

Towards the rural edges of the Application Site the housing density will be scaled down to detached and small terraces of homes - some grouped as loose courts and some fronting areas of open landscape.

Building Form and Massing

Orientate large buildings such that their gabled end elevations (rather than long sided parallel elevations) are presented towards the elevated views on the North Downs escarpment.

Position larger buildings in areas of larger scale, flat, less prominent, open, and/or geometrically-structured landscape e.g. the race course, and between Hillhurst Farm and the railway, and so avoid their use in smaller-scale, organic, intimate and complex areas and/or elevated e.g. Barrow Hill and alongside the Site's watercourses.

Reduce the discordant effects of larger buildings (e.g. schools and commercial property) by offsetting buildings from adjacent sized ones and/or creating two or more conjoined smaller structures rather than one large one, where feasible.

Avoid a visual perception of near-continuous roofscape by creating meaningful spaces between blocks of buildings.

Use green/brown roofs on the larger buildings where feasible.

Substitute larger areas of single material finishes on building elevations with a layering of materials, design breaks, and shadow projections.

Use colour and colour combinations to further break up the perceived mass and scale of large buildings. Colour changes should follow the form of the building, for example, in reveals, returns, interlocking roofs, entrances and other design breaks.

Building Heights

To assist in the visual legibility of the overall town and prevent a perception of sprawl when seen in views from outside of the settlement use a variety in building heights to help create a:

- hierarchy between different areas of the settlement such as the town centre, local centres and the areas surrounding them; and
- distinction between the different places of character across the settlement.

Design buildings whose heights and separation distances respect the scale of existing residential buildings outside of the Application Site (and those that that are retained inside of the Application Site) that they are adjacent or near to, to help prevent structures being discordant in character or overbearing.

Ensure the design of building heights does not break the skyline in views from the North Downs escarpment.

PRINCIPLE 2: Develop Detailed masterplans and Design Codes to prioritise and integrate resilient landscape and open space features including:

- **a clear hierarchy of open spaces;**
- **existing and new structural vegetation based on the pattern and form of the current landscape;**
- **the preservation and enhancement of existing key habitats, as well as integration of a range of opportunities for increasing biodiversity to demonstrate contribution to a 20% net gain across the Outline Planning Application site; and**
- **a range of water and SUDs features within all types of open spaces, streets, local squares and development parcels for water management, ecology and play while maximising opportunities for incorporating green roofs and green walls on key utility buildings and public buildings.**

5.2 A memorable place

A memorable place is **easy to find your way around thanks to well-planned focal points and thoughtful use of landmarks and gateways**. These features create a legible and simple to navigate environment where people find it easy to orientate themselves and others: "*Turn left at the square with the big tree*".

This section sets out a series of design principles under the following headings:

- **focal points**; and
- **landmarks and gateways.**

Creating a memorable place should be further enriched by ensuring streets, open space and development are **designed in accordance with the Cultural and Creative Strategy for Otterpool Park (Create Otterpool).** This could be achieved by engaging with local artists, or a central curator figure, to ensure Otterpool Park's 'Creative' identity is embedded in all detailed masterplans and Design Codes.

'A Contemporary Kentish Vernacular Study' (produced by Farrells) should also be referenced as part of considering detailed masterplans and Design Codes.

FOCAL POINTS

The truly memorable parts of towns tend to be those areas that stand out from the rest - that is, the places that vary from the 'norm' of a consistent street hierarchy. These 'focal points' of variety help people navigate the town, breaking it down into smaller, more human-scale elements which can provide the settings for vibrant public life. They may include:

- **urban spaces supporting mixed-uses** including the provision of mobility hubs within the Town and Local centres;
- **formal, busy urban squares** at the intersection of primary, secondary and tertiary streets;
- **quiet courtyards** where tertiary and/or residential mews streets meet;
- **spaces incorporating heritage and/or existing landscape features**; and
- **informal pocket parks**.

Decluttering such areas of public realm from vertical street furniture elements, e.g. with the use of catenary lighting, can help to differentiate such spaces from other typical open space environments.

PRINCIPLE 3: Design detailed masterplans to create a variety of memorable focal spaces within each development area. These should be appropriate to the character of the area and located to aid wayfinding and orientation.

Fig 5.7: Urban space with a multi-function water feature (it looks great and provides a place for play) provides a gathering point for the town as a whole

Fig. 5.8: An informal pocket park provides a local focus

Fig 5.9: Urban space: The scale of the buildings and space work together to create a place of civic importance (Cambridge)

Fig. 5.10: Intimate spaces support the 'big gestures' of civic spaces in creating a network of memorable focal points at all scales

LANDMARKS AND GATEWAYS

There are generally two types of buildings in traditional towns and villages: 'ordinary' buildings that make up the majority and 'special' landmark buildings that stand out. As we can observe from the local area around Otterpool Park, traditionally the buildings that *look* important, *are* important - the church, the Town Hall, etc. Landmark buildings (or groups of buildings/ frontages) often go together with focal open spaces - so that a Town Hall is usually located on the town square - and can be identified through their architectural approach, materials or height. **Landmarks help to make a memorable place.**

At Otterpool Park, landmarks may be existing buildings (e.g. Westenhanger Castle), new buildings (e.g. civic and mixed use buildings in the Town Centre), or unique features located within the landscape, including specific views, special trees, or land art/sculpture. Landmarks operate at two levels:

- **town-wide landmarks** that are of significance to Otterpool Park's character and identity as a whole - e.g. Westenhanger Castle, key town centre buildings, and significant pieces of land art/sculpture used in important gateway locations; and
- **local landmarks** within individual character areas. They aren't as prominent as the town-wide landmarks but they still help to create a memorable place, particularly for their local community.

The Character Areas chapter of this Strategic Design Principles document begins to identify opportunities for landmarks, including key gateways - signifying the important arrival points - into Otterpool Park. An important function of the Detailed masterplans and Detailed Design Codes for individual development areas is to develop these initial opportunities and clarify the location of landmarks and gateways, setting out design principles to create moments of memorable character.

PRINCIPLE 4: Develop Detailed masterplans and Detailed Design Codes to set out specific locations and requirements for landmarks and gateways. These should include not only the buildings or unique landscape features but also - where appropriate - the spaces to which they relate.

Ensure that the landmarks and gateways work together with the street hierarchy to create logical and memorable layouts that help people to find their way around. This may include:

- **locating gateways at key entry points into the development area;**
- **positioning landmarks to terminate important viewlines into and within the development; and**
- **responding to topography - e.g. where appropriate to the character, locating a landmark in a visually prominent position.**

Fig. 5.11: Landmark building terminating the view along the main street at Poundbury

Fig. 5.12: Gateways may be local in character: here at Derwenthorpe the two strong gable ends create a memorable approach to this cluster of homes

5.3 A connected place

Otterpool Park provides people with choices about how they move around the town, with a strong emphasis on walking and cycling, along with bus routes. The aim is to encourage people away from the private car as a means of getting around, and instead use more sustainable modes. This is achieved through:

- **linked streets and routes** for pedestrians and cyclists**;**
- **regular connections**; and,
- **street hierarchy.**

A Mobility Vision and User Centric Approach report has been prepared for Otterpool Park to support its overall connectivity and includes 9 mobility principles. **Mobility hubs are included as one of the principles which are intended to support and encourage the sustainable movement of residents and visitors, as well as freight and deliveries.** The distribution, location and design of mobility hubs will need to be included within the detailed masterplan and Design Codes and should consider how they can be integrated within the public realm and as key community facilities, e.g. with public toilets, kiosks, seating, etc.

PRINCIPLE 5: Set out principles in the Detailed Design Code to guide the distribution, location, design and function of mobility hubs ensuring that they are well-integrated as part of key public realm spaces within all detailed masterplans.

Fig. 5.13: 9 principles of Otterpool Park's Mobility Vision

LINKED STREETS AND ROUTES

Walking and cycling need to be attractive, and more convenient than using the car, especially for short trips within the town. Catching a bus needs to be easy, with bus stops close to where people live and work. A key part of convenience is therefore **providing direct, convenient and attractive connections for pedestrians and cyclists to destinations - both at the strategic (e.g. the Town Centre) and local level (e.g. the local bus stop).**

This quality of being connected is referred to as 'permeability' - that is, streets and routes that link together. Traditional local towns and villages have this pattern of linked streets, as shown in the diagrams opposite (Fig. 5.14-5.16). These linked streets form a grid, sometimes regular in nature (as at Hythe) and sometimes irregular (as in the extract from Folkestone). The grid pattern gives a distinctly different character to each area, but the principle of being *connected* is the same.

In contrast to these connected places, a number of more recent residential areas nearby are very poorly connected. The diagram of an area in South Ashford shows the problem of too many culs-de-sac - streets don't connect, and so routes are not direct and convenient for pedestrians and cyclists.

Fig. 5.14: Regular street grid at Hythe

Fig. 5.15: Irregular street grid in Folkestone

Fig. 5.16: Poorly connected streets in South Ashford

Culs-de-sac are not always bad: they can create intimate, safe places that people enjoy living. However, when they dominate a layout they create problems of poor connectivity. So culs-de-sac should be used to *support* a permeable layout, not replace it if a place is to have linked streets.

Where long stretches of streets occur, public realm design (e.g. crossings) or buildings can be integrated carefully to reduce the potential for creating an environment which encourages speeding vehicles.

PRINCIPLE 6: Design the detailed masterplan for each area to incorporate a grid of linked streets. The type of grid should relate to the intended character and topography of the area. For example:

- **For a formal character, use a regular grid.**
- **For an informal character, use an irregular grid. Relate this to the topography of the area, so that slopes and undulations influence the street pattern.**

Set out principles in the Detailed Design Code to guide the approach to the connected street pattern.

REGULAR CONNECTIONS

To work well, **a permeable layout needs regular connections.** If block sizes are too large, then the number of connections in an area becomes limited, reducing permeability. So getting the block size right is important to ensuring there are regular connections to provide a fine-grained network of routes.

Block sizes will vary according to the type of development and the intended character of each area. However, looking at traditional places, block sizes in well-connected places tend to be around 50 metres by 150-200 metres in size.

PRINCIPLE 7: Design the detailed masterplan for each development parcel to create a permeable layout through block sizes that support regular connections. Avoid large blocks that reduce opportunities for connections.

Set principles for the dimensions for blocks in the Detailed Design Code.

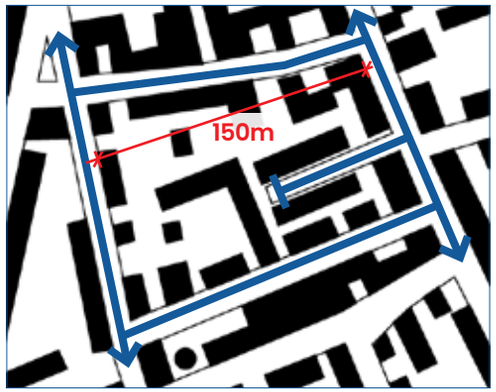


Fig. 5.17: Large blocks reduce permeability

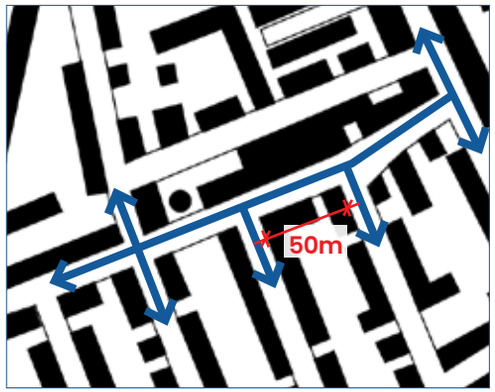


Fig. 5.18: Smaller block sizes provide regular connections

Fig. 5.19: Typical block sizes at Hythe

Fig. 5.20: Typical block sizes in Folkestone

STREET HIERARCHY

Creating a street hierarchy is all about making clear distinctions between different types of streets, so that major routes connecting to key destinations look and feel more important than small streets that serve only the residents that live on them. Major routes should also be designed to attract all non-local traffic so through-traffic is discouraged from entering local residential streets as per Low Traffic Neighbourhood (LTN) principles as set out in 'A Guide to Low Traffic Neighbourhoods' prepared by Living Streets..

Six street types have been developed for Otterpool Park. Their role and function is consistent across the town as a whole, although the character will vary according to location. This detail will need to be explored as part of detailed masterplans and Design Codes, and in discussion with KCC.

The following pages provide indicative sections and precedent images to illustrate the high level principles and general overall widths intended for each street type. These sections, however, should be viewed merely as snapshots, as streets will inevitably be more varied in three dimensions as they consider the interrelationship of the various streetscape elements and intended built form character.

Junctions will require particular attention at the Detailed Masterplan level to ensure pedestrian and cycle routes are considered thoughtfully, e.g. where they stop, connect with crossings along key desire lines, or navigate right-hand turns in the case of cycles.

PRINCIPLE 8: Detailed masterplans for each development area must incorporate a hierarchy of street types based on the types set out in this Strategic Design Principles document, with Low Traffic Neighbourhood (LTN) principles applied across Otterpool Park. The Detailed Design Code for each area must set out principles for the character of each street, including the relationship of buildings and landscape to streets.

PRINCIPLE 9: For each development parcel, masterplans must incorporate the different street types so that:

- **streets that provide connections to the wider town and key destinations within the local area look and feel more important than the majority of streets within the development area - i.e. are Primary or Secondary Streets;**
- **the network of residential streets graduates from Tertiary Streets towards Residential Mews and Homezones, so that the character of the streets becomes increasingly intimate with a strong sense of 'belonging' to the dwellings they serve;**
- **Greenways are located on the edges of character areas, providing an interface between open space and the built area that prioritises pedestrian and cycle access.**

Fig. 5.21: A residential home zone integreates non-allocated parking along the street within a shared surface space

Fig. 5.22: A secondary street has street trees along on-street parking alongside wide pavements and urban front gardens

STREET TYPE	ROLE AND FUNCTION
Greenway	◦ Restricted access to limited numbers of homes on the edges of the development ◦ Green character with open space on one side, overlooked by building frontages - opportunity for open SUDS in green verge (e.g. rain gardens, swales, etc), to be coordinated with park interface ◦ Shared surface treatment with passing places and intimate scale ◦ Linked by pedestrian and cycle paths with no through-routes for vehicles
Residential Mews and Homezone 20	◦ The heart of residential areas, lined with homes and potential for non-traditional features, e.g. catenary lighting ◦ Shared or 'pedestrian-priority' surfaces for pedestrians, cyclists and vehicles ◦ Restricted through-routes for vehicles, connections for pedestrians and cyclists take priority ◦ May include careful integration of on-street parking, informal play space, trees, open SUDS (e.g. rain gardens, swales, bioretention or permeable paving, etc), and/or vertical planting on buildings
Tertiary Street 20	◦ Residential streets which could be furnished by non-traditional features, e.g. catenary lighting ◦ Footpath on one side and wide verges, with buildings facing onto the street ◦ Cyclists share surface with cars ◦ Streets may narrow with landscape or integrated on-street parking to control cars, with passing places ◦ Various landscape treatments could be integrated including trees and open or closed SUDS (e.g. rain gardens, swales, bioretention or permeable paving, etc) in limited locations, informal play space and furniture zones
Secondary Street 20	◦ Predominantly residential in character, connecting key destinations within character areas ◦ Cyclists have demarcated cycle lanes within the road carriageway ◦ Wide verges provide trees, landscape, open or closed SuDS (e.g. rain gardens, swales, bioretention or permeable paving, etc) and integrated on-street parking, with buildings facing onto the street
Primary Street 20	◦ Main transport routes, including the new Otterpool Avenue, connecting key destinations (the Town Centre and Local Centres) within Otterpool Park as a whole ◦ Two single lanes for vehicles ◦ Segregated pedestrian and cycle lanes provide safe, direct and attractive routes, with dedicated crossing points ◦ Streetscape of trees, landscape, open or closed SuDS (e.g. rain gardens, swales, bioretention or permeable paving, etc) and integrated on-street parking, with buildings facing onto the street
Strategic Street (A20) 30 & 20 *Some key crossing points*	◦ The A20 forms the Strategic Street through the new town; includes two single lanes for vehicles ◦ Segregated pedestrian and cycle lanes provide safe, direct and attractive routes ◦ Good north-south crossing points provide connectivity across the street with raised table crossings at junctions or signalised crossings with pedestrian priority ◦ Streetscape of trees, landscape, open or closed SuDS (e.g. rain gardens, swales, bioretention or permeable paving, etc) and integrated on-street parking where appropriate, with buildings facing onto the street

Fig. 5.23: Mobility hierarchy at Otterpool Park - pedestrians and cyclists have the highest priority within the movement network.

20 Design speed

GREENWAYS

Shared surfaces on the edges of the built area overlooking green spaces. Restricted access for vehicles yet connected for pedestrians and cyclists.

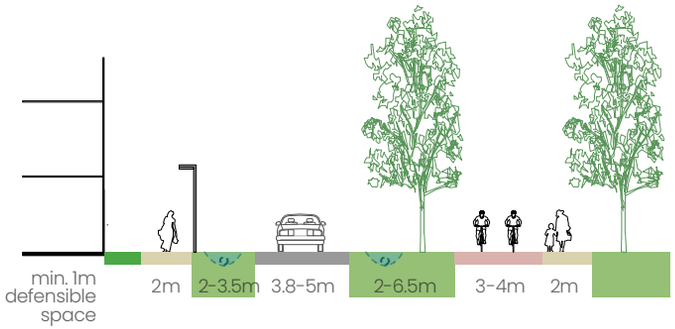


Fig. 5.24: Greenways precedents showing a positive relationship between homes and open space including low-maintenance wildflower and rain garden planting

RESIDENTIAL MEWS AND HOME ZONES

Shared surface streets at the heart of residential areas. Perceived as play-friendly, safe and green..

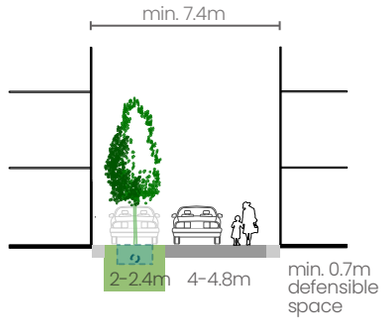


Fig. 5.25: Residential mews and homezone precedents showing shared surface treatments and an intimate streetscape feel created from a combination of planting and building details

TERTIARY STREET

Residential streets forming a large part of each of the neighbourhoods. Percieved as a home-zone; welcoming, safe and green.

SECONDARY STREET

These streets are primarily residential in character. They provide connections within each neighbourhood to facilities such as the Local Centre.

Type T1: Tertiary street through residential areas

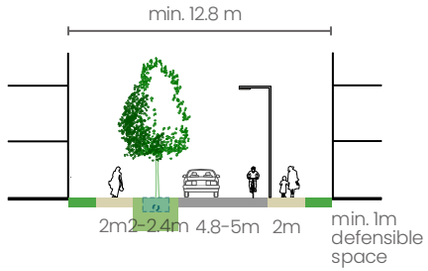
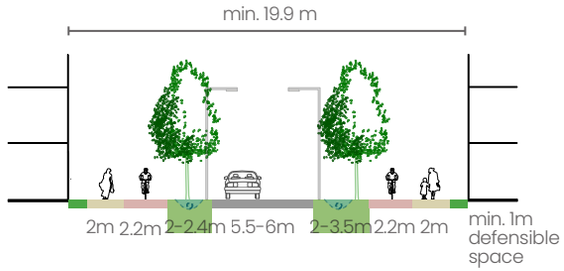
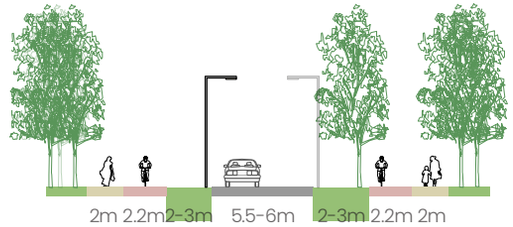


Fig. 5.26: Tertiary street precedents, including filtered permeability (below), with segregated footpaths from the carriageway alongside landscaping

Type S1: Secondary Street through less dense residential areas



Type S2: Secondary street through parkland



Type S3: Secondary street with an urban character

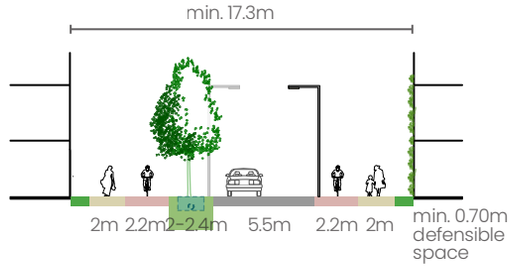
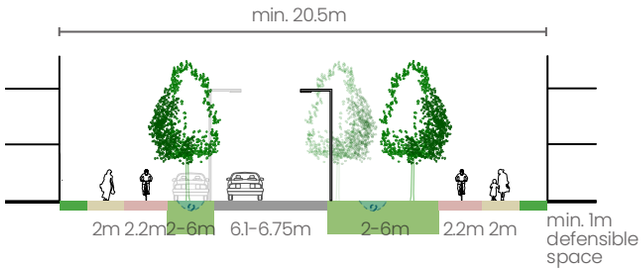


Fig. 5.27: Secondary street precedents with trees and landscape on both sides with some on-street parking

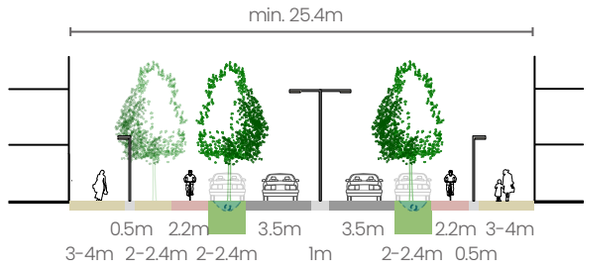
PRIMARY STREET

These streets, including the new Otterpool Avenue, are the key network for all modes of transport, connecting the major destinations of Town Centre, Local Centres and the Railway Station together in an easily navigable way. The character of the street responds to the adjacent land use and landscape setting, creating an attractive, vibrant and responsive environment.

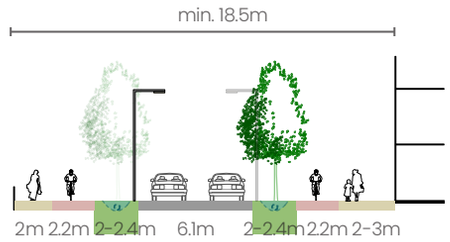
Type P1: Primary street through less dense residential areas



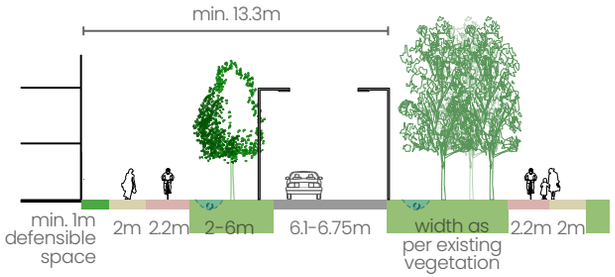
Type P2: Primary street through commercial areas



Type P3: Primary street overlooking waterfront



Type P4: Primary street with one sided residential development



Type P5: Primary street through dense residential areas

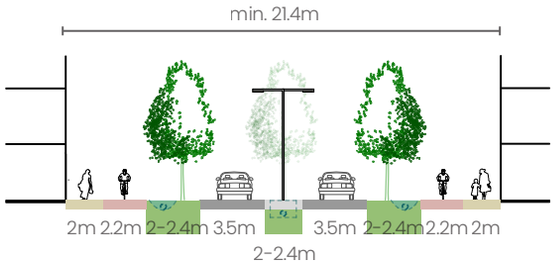


Fig. 5.28: Primary street precedents from contemporary and traditional places indicating the intended character

STRATEGIC STREET (A20)

Transforming the character of the existing A20/Ashford Road is a key part of creating a high quality new town. It will change from a road for cars, to a street that brings communities together and have specific character areas along its length.

The transformation of the existing A20/Ashford Road will be gradual as the development of Otterpool Park proceeds. Changes to the road to slow traffic and to make it part of the town will require well-considered co-ordination as to how this happens and will need consultation with KCC Highways and others.

Where the A20/Ashford Road is part of the phase being detailed, the design strategy will need to consider the principles as set out in Principle 10. **Initial priorities will include:**

- **establishing the location of junctions (e.g. where placemaking will play an important role);**
- **pedestrian and cycle crossings and connections;**
- **identifying existing trees and landscape that need to be retained as part of establishing character; and**
- **understanding the built frontage approach as part of the detailed masterplan.**

Fig. 5.29: Existing access and notable trees/landscaping along the A20/Ashford Road should be retained

A20 CHARACTER AREAS

Detailed masterplans and Design Codes will also need to consider the varying character areas identified along the A20 as set out in Fig. 5.31 alongside other technical requirements whilst adhering to the key principles and considerations set out within this guidance.

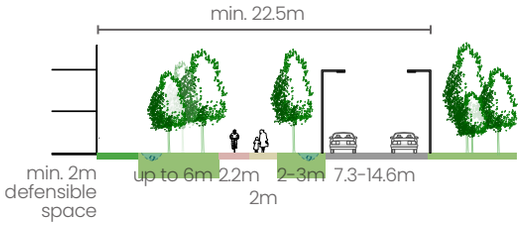
Fig. 5.31 also highlights key junctions and relationships with adjacent features which will be important to developing the detailed design of the Strategic Street along its length.

Fig. 5.30: Median strips in different materials can help to visually narrow the carriageway, slowing traffic and creating a more people-oriented environment in urban areas

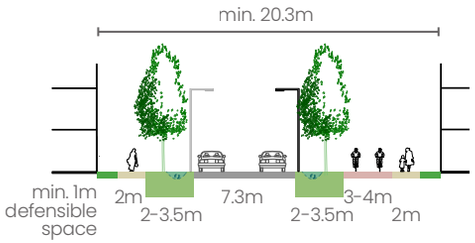
PRINCIPLE 10: The detailed design of the A20 must lead to a transformation of its environment which strikes a balance between the 'movement' and 'place' functions so that the route continues to provide for strategic and local movement but also becomes a lower speed, considered design and place within Otterpool Park. Detailed principles include:

- **A maximum speed limit of 30mph**
- **Retention of existing accesses to homes and businesses**
- **Retention of existing trees of value where possible**
- **A coherent tree planting and landscape strategy**
- **Promotion of the use of SUDS where possible**
- **Slower traffic speeds at pedestrian and cycle crossing points, and the approaches to the more urban areas**
- **For new buildings to front onto the A20 and be accessed off it where it is possible and appropriate**
- **Minimum use of over-engineered geometry, signs and lines**
- **The use of medians and tighter radii at new urban locations along the A20 in areas 2,4 and 5.**
- **Coordinate with the masterplan so that junctions positions, road narrowing, features (squares, greens etc) enhance the A20 as a place**

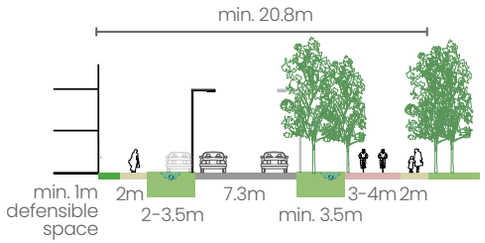
Type ST1: Front door to Otterpool Park - strategic street along Hillhurst Farm area (leading to junction 11)



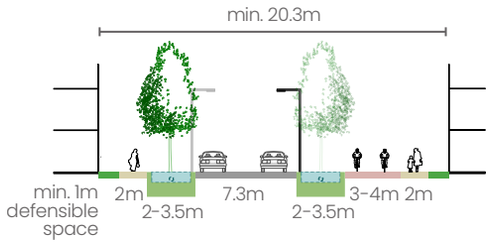
Type ST3: New development - strategic street through development



Type ST4: Country Park - strategic street adjacent to Country Park with development to north



Type ST5: Otterpool Lane - strategic street through development



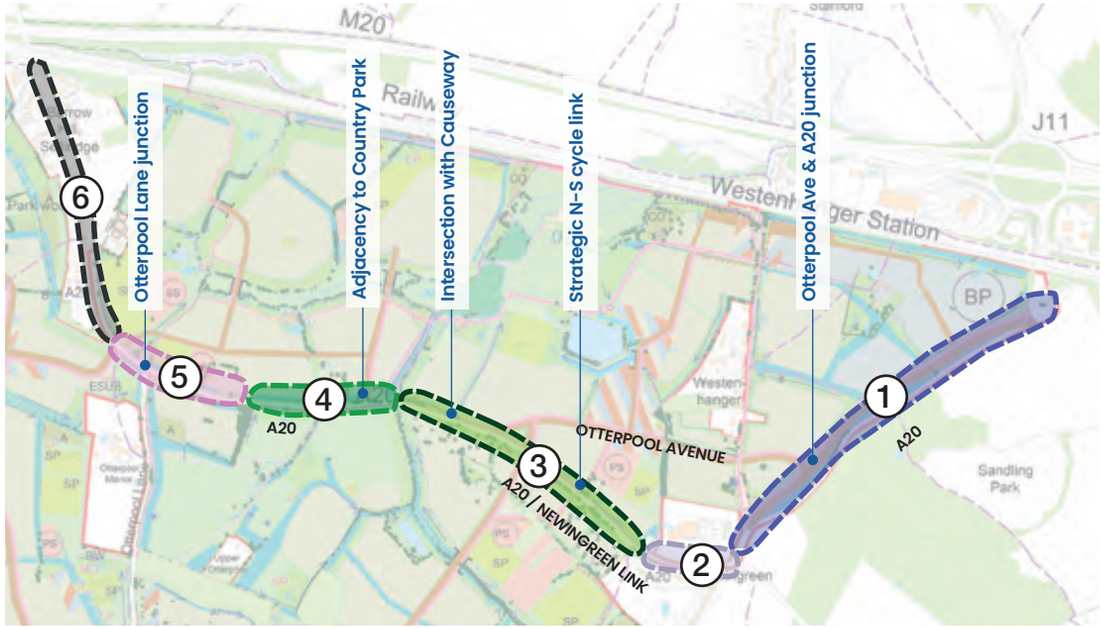


Fig. 5.31: The reimagined A20/Ashford Road will consist of different characters which respond to their immediate context and particular key 'moments' / intersections as indicated

1 Front door to Otterpool Park

- Relationship to AONB Commercial frontage to north
- Transitions to residential as route moves south

2 Existing development

- Street runs between Holiday Extras to north and existing dwellings to south. Minimal intervention.
- Integration of additional cycle infrastructure required, however the character of the street won't change.

3 New development / Causeway moment

- Intersection with Causeway should be a key landscape gateway moment
- A20 runs through residential development on both sides.
- Potential access to Primary School.
- Strategic N-S pedestrian/cycle crossing should also be a key gateway with high visibility on the street

4 Country Park

- Built form - streetscape - country park relationship
- Country Park to be of a naturalistic character

5 Otterpool Lane

- A number of junctions to consider, west to Barrow Hill, north to River corridor in addition to Otterpool Lane junction

6 Barrow Hill/Sellindge

- Transition to existing settlement to be considered as part of sequence
- Integration of additional cycle infrastructure required, however the character of the street won't change.

Fig. 5.32: The existing A20 will be transformed from a road for cars to a place for everyone

Fig. 5.33: Proof that transformation can be achieved: work in progress at Nansledan, an urban extension Newquay where the A3058 is changing from a 60mph road to an urban street of 20-30mph.

Fig. 5.34: Images from both contemporary and traditional places indicating the intended and varied character of the reimagined A20 / Otterpool Avenue as the key Strategic Street through Otterpool Park

5.4 A place with good buildings

INTRODUCTION

The character of buildings will vary across Otterpool Park and within individual areas. Some places will have tightly defined streets and buildings of an urban scale, whilst others will have a rural feel with low density buildings and green landscape working more equally together to create character. **Whatever the character, all residential buildings must follow some basic urban design principles.** This chapter sets out these principles under the following headings:

- **backs and fronts**;
- **perimeter blocks and pavilion buildings**; and
- **active and positive frontages**.

This Strategic Design Principles document does not impose a specific architectural style. However, it does require the creation of distinctive places with clear contrasts in character between different parts of Otterpool Park. **A key component of character is whether buildings share a consistent character or whether they are varied.** This chapter concludes with principles for achieving character through:

- **built form**;
- **setbacks**; and
- **materials and detailing**.

BACKS AND FRONTS

Streets and spaces generally feel safe in traditional villages and towns in the area around Otterpool as there are plenty of 'eyes on the street' - that is, the fronts of buildings overlook the street. Rear gardens and yards usually back onto other private space, giving the building's occupants privacy and security from the public area. However, there are many examples where this doesn't happen - most often when rear garden boundaries are right onto streets and spaces. This causes problems:

- public spaces are not overlooked so it doesn't feel safe; and
- the private space is vulnerable, as it can be accessed directly from the public space, rather than being 'protected' by the building.

There are, however, variations to this approach. For example, higher density development, such as apartment buildings, can have a mix of individual private space as well as communal semi-private space which still works to avoid the above issues.

PRINCIPLE 11: Building fronts must overlook public space while private rear spaces or gardens should generally back onto other private spaces.

Fig. 5.35: The traditional arrangement of building fronts onto streets and building backs onto the rear of other buildings clearly defines public and private space.

Fig. 5.36: This approach to backs and fronts creates positive building frontages in all types of place: traditional and contemporary, low and high density, residential and mixed-use. The bottom-right image illustrates secure and overlooked semi-private space, accessed from residents' private space.

PERIMETER BLOCKS AND PAVILION BUILDINGS

Achieving a clear layout of backs and fronts is helped by getting the overall layout of buildings right.

'Pavilion' buildings are surrounded by space which can sometimes make it very difficult to distinguish between what space around the building is accessible to the public and what 'belongs' to the building. To make this distinction, fences or walls are commonly used.

'Perimeter block' layouts use the buildings themselves as the 'wall' dividing public space at the front from private space to the rear. Perimeter blocks therefore support the required approach to fronts and backs.

Pavilion buildings, however, have their place, especially for 'destination' and sociable buildings such as schools, community facilities, sports pavilions, places of worship and cultural facilities. Using a pavilion building approach enables the design of a distinctive landmark building.

PRINCIPLE 12: Buildings should normally be designed to form a perimeter block with other buildings.

Pavilion buildings should be used sparingly, and principally for non-residential 'destination' uses.

Fig. 5.37: 'Pavilion' buildings do not always clearly define what open space is public and private, leaving areas feeling that they don't 'belong' to anyone, and often making car parking very prominent on the street scene.

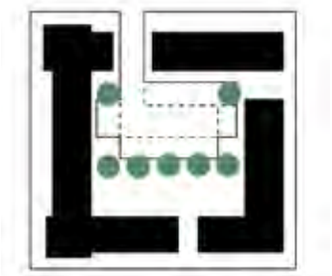


Fig. 5.38: "Perimeter block' layouts use the buildings to protect the interior open space areas, making a clear distinction between public and private space

ACTIVE FRONTAGES

Getting the orientation of building fronts and backs right, and generally using perimeter blocks, means that it is easy to achieve the basic principle of active building frontages facing onto public streets and spaces.

'Active frontages' have windows to habitable rooms and/or doors and entrances providing access to the building. This enables people inside the building to look out and see what is going on in the street, and provides activity of people coming and going from the building. Balconies at first floor and above also help to provide activity and a sense of passive surveillance.

PRINCIPLE 13: Buildings must have active frontages onto adjacent streets and public spaces.

Fig. 5.39: Windows and front doors provide an active edge to the street..

Fig. 5.40: This building maintains the privacy of the ground floor whilst also providing active overlooking of the green space.

ACHIEVING DISTINCTIVE CHARACTER

A key way of achieving distinctive character areas is having a clear approach to built form in each area, with one of the most basic decisions being whether to have consistency or variety.

A key problem with many Design Codes is that they require 'variety' but do not set clear guidelines on what is expected. Without 'rules' for variety, the result is all too often blandness.

Variety in built form and character is not achieved simply by changing materials. More fundamental differences between buildings are first required, and these can then be reinforced through changes in materials. The opposite is true if the design aim is to secure consistency - this is achieved not only through consistent materials, but consistent form.

The first step, therefore, is to be clear about what sort of character is desired and whether this is broadly about consistency or variety. The 'Character Area' chapter of this Code gives some initial guidance on the approach for specific areas. This section provides some simple principles and high-level guidance which will be expanded upon to provide specific guidelines within the next detailed design stages.

BUILT FORM

Character is derived not only from what buildings look like and the materials used, but the way different building types and forms work together to create an overall streetscape. Building types are often driven by what housing developers believe will sell quickly - so it is common to see a variety of types within each street, ready to offer products to appeal to a range of buyers. So a consistent character is rarely seen. At the same time, this 'variety' is not truly the varied character that is found in traditional towns and villages, but a repeated pattern across the development that ultimately becomes bland.

Creating truly distinctive areas of different character requires a clear strategy for consistency and variety of built form. The following principles should be embodied in Detailed Design Codes and Masterplans to inform detailed design of each phase of development:

PRINCIPLE 14: Building types in residential areas

- **For a consistent residential character, use the same house types on both sides of the street or overlooking a space.**
- **For a varied residential character, use a range of house types avoiding long runs of the same type.**

Fig. 5.41: Traditional buildings with a varied character in nearby Elham

Fig. 5.42: Housebuilder 'variety' typically results in blandness

Fig. 5.43: Consistent character in the main terrace at Goldsmith Street, Norwich, with the corners introducing a low-key 'landmark' moment with slightly taller building volumes.

PRINCIPLE 15 : Built form

For a consistent character:

- **Keep the height of most buildings the same in residential areas, with the exceptions being buildings acting as a 'landmark' on a viewline and/or on a corner.**
- **Features such as bay windows should be repeated, and may be 'mirrored'**

For a varied character:

- **Limit the number of residential dwellings having the same eaves height in residential areas of varied character.**
- **Use different features, window proportions and types on each building type.**

Fig. 5.44: A consistent character doesn't mean lacking interest

PRINCIPLE 16: Roof form

- **For a consistent character, use the same roof form. This does not mean only a simple pitch - repeated gable ends, repeated mono-pitches and flat roofs can also achieve consistency.**
- **For a varied character, change the orientation and type of roofs. A traditional approach would involve varying the orientation of the ridge line (parallel or perpendicular to the street), whilst a contemporary approach may involve different roof types. The orientation and type of roof form should relate to the house type.**

Fig. 5.45: Varying the orientation of the ridgeline and varying eaves heights introduces complexity in form

SETBACKS AND CONTINUITY OF FRONTAGE

The character of streets is influenced not only by the street dimensions, materials and landscape such as street trees. **Character is heavily influenced by the way in which buildings define and enclose streets**. The same street type will have a very different character when it is lined by four storey terraces at the back edges of pavement to when it is lined by two-storey detached houses set back behind generous front gardens. So the higher degree of enclosure in the first example will give an urban character, in contrast to the suburban character of the second street.

Three things affect the degree of enclosure:

- **the height of the buildings in relation to the width of the street;**
- **how far the buildings are set back from the back edge of pavement; and**
- **how continuous the building frontage is** - terraces give a more enclosed feel than detached houses.

The following principles should be embodied in Detailed Design Codes and Masterplans to inform detailed design of each phase of development.

PRINCIPLE 17: **Setbacks and continuity of frontage should be part of developing a consistent approach to the street hierarchy strategy within each development parcel. Detailed masterplans and Design Codes for each area must set out guidelines that are in accordance with the street types set out in this Strategic Design Principles document as well as considering the below:**

- **For a consistent character, ensure building setbacks are the same along the street or space.**
- **For a varied character, use differing setbacks avoiding long runs of the same distance from the street to the building front.**

For a formal, urban character:

- **have the buildings closer to the pavement edge**
- **use terraced forms to create as continuous a frontage as possible**
- **where there is small setback, use a formal boundary treatment such as railings, wall or combination of both.**

For a rural character:

- **use larger setbacks and provide green front gardens with soft boundary treatments such as hedges or walls**
- **use landscape, boundary treatments and outbuildings to loosely define the street.**

For a suburban character:

- **the setback will depend on the character of each individual area - informal or formal, consistent or varied, tightly defined or loosely enclosed streets.**

Generally, the degree of enclosure of street will vary:

- **Use terraced forms where a higher degree of enclosure is required, and semi-detached and detached forms for a looser sense of street definition.**
- **The setback distance, boundary treatment and building types should support the intended character.**

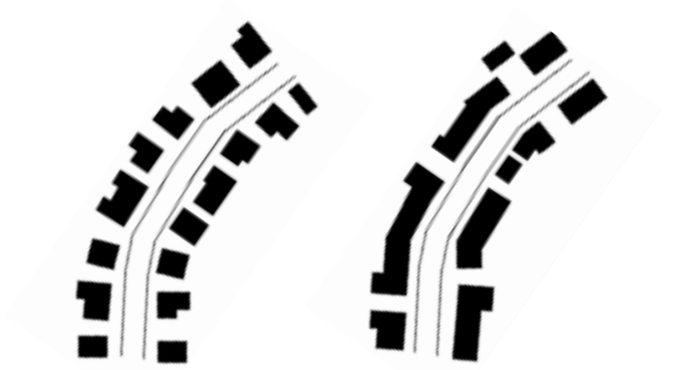


Fig. 5.46: Continuous frontages (right) provide a strong sense of enclosure (right) compared to predominantly detached dwellings (left). Depending on the intended character of the area, either may be appropriate in the right location.

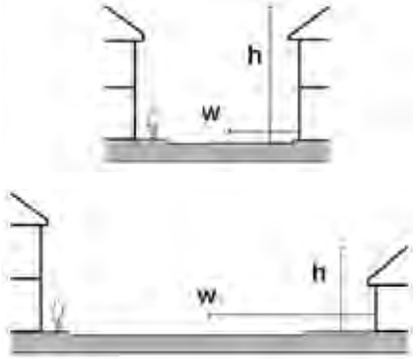


Fig. 5.47: The degree of enclosure is related to the relationship between the building height frontage (h) and the width (w) of the space.

Fig. 5.48: Buildings located consistently at the edge of pavement create an enclosed streetscape character (left), compared with buidings which are set back (right) which feels more open..

MATERIALS AND DETAILING

Material alone can't create character. **Character must be driven by the 'big picture' of the layout of streets and open spaces, and the townscape formed by buildings.** Materials and details can then be used as the 'icing on the cake' to reinforce the approach to character.

Looking at good examples of traditional and contemporary buildings in the local area, there is a core palette of materials.

- **red clay bricks and tiles (both for roofs and walls);**
- **flint;**
- **sandstone;**
- **timber weatherboarding;**
- **timber framed buildings; and**
- **painted bricks.**

The approach to materials and detailing should have regard to the local vernacular where appropriate. 'A Contemporary Kentish Vernacular Study' produced by Farrells provides a useful summary and reference point.

Fig. 5.49: Typical materials and details used in the local area..

PRINCIPLE 18: Materials and detailing

- **Consider the overall approach to design and use materials to support this. For a consistent character, use a limited palette of materials across buildings. For a varied character, change the materials used for each buildings in a logical way - e.g. relate changes to a change in building type.**
- **Avoid changes of materials midway along a flat facade, and instead make a change at a logical point - e.g. where a terrace steps back. This helps changes in materials look robust and less like 'wallpaper'.**
- **Recess windows from the front face of the outer wall, so avoiding a 'flat' appearance.**
- **Avoid 'stick on' elements such as GRP porches, and instead design porches, bay windows, chimneys and so on as an integral part of the building.**
- **Create texture and interest through robust detailing that can stand the test of time - e.g brickwork.**

In addition to the above, detailed masterplans and Design Codes should have regard to 'A Contemporary Kentish Vernacular Study' (Farrells) where appropriate.

5.5 A place planned for the future

Otterpool Park will take many years to build out, and will become a permanent new Town, providing homes, community facilities, employment and leisure activities to a changing population. **It is vital to the success of the town that it is designed to be flexible, so that it can respond to changes in the future** - different working patterns, alternative modes of transport, and developments in technology – whilst still being focused on people and their needs. A 'monitor and manage' approach, as set out in Principle 1, will ensure this is part of the ongoing development of Otterpool Park.". This section sets out principles for 'future-proofing' Otterpool Park:

- **managing edges and interfaces** between different development parcels during construction, so that the end result is a seamless place;
- **creating sustainable buildings**; and
- **managing the car**.

EDGES AND INTERFACES

Otterpool Park will be developed as a series of parcels over many years. **Without coordination, there is a risk that the 'joins' between different parcels are obvious**, making the town feel disjointed rather than a seamless whole. The main areas of risk are:

- different phases of development facing one another across a street, with the architectural form and style of each side being different; and
- frontages to open spaces having different treatments along the same edge, so that it becomes an architectural 'zoo'.

To ensure the development evolves into the future as a coherent place the principles set out below must be followed.

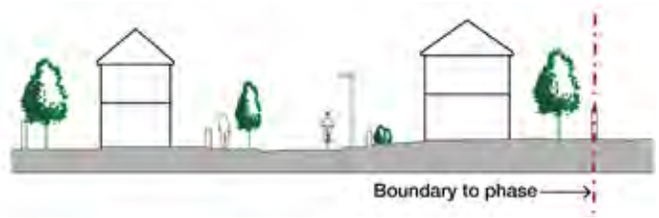


Fig. 5.50: Where possible, locate boundaries to phases along the line of the rear of building plots to minimise the potentially disjointed appearance between different buidling phases.

PRINCIPLE 19: Edges and Interfaces

- **Where possible, locate boundaries to phases along the line of the rear of building plots, so that buildings onto both sides of streets are from the same phase of development.**
- **Where this is not possible, ensure that the Detailed Design Code includes guidelines for the opposite side of the street. The Detailed Design Code for the parcel opposite will be expected to incorporate these design principles.**
- **Where possible, ensure that a single phase of development fronts onto an open space so that the buildings and edge treatment are consistent.**
- **Longer interfaces to public open space (such as the River Stour corridor) will pass through several development parcels. A consistent approach along the whole corridor is not necessarily appropriate - character will need to change to create a memorable place. In such instances, the Detailed Masterplan should set out the requirements for the building interfaces along the open space, and these should be reflected in the Design Codes for individual development parcels.**
- **Where open spaces perform a specific function e.g. dark corridors for habitat, building frontages will not be expected to front onto them, and an appropriate layout strategy which is sensitive to ecological requirements will need to be developed.**
- **The separation distances between existing residential properties and new development, including consideration of the gap between the habitable rooms of existing and new dwellings (particularly where such dwellings differ in their number of storeys or in their finished floor levels) will be subject to detailed design at planning Tiers 2 and 3 to avoid unacceptable overbearing and dominating effects upon occupiers.**

CREATING SUSTAINABLE BUILDINGS

Otterpool Park will be developed over a long period of time, at least 25 years. During this time we can expect that requirements for energy and sustainability in buildings will evolve and change. This Strategic Design Principles document therefore does not set out very prescriptive requirements, but instead explains **the overall principles for energy and water efficient and sustainable buildings.** These principles are drawn from documents submitted as part of the outline planning application:

- the Design and Access Statement;
- Energy Strategy;
- Water Cycle Strategy; and
- the Sustainability Statement.

PRINCIPLE 20: Detailed masterplans and Design Codes for each phase of development will be expected to set out a clear Energy, Water and and Sustainability Strategy that sets aspirational targets based on the latest technologies available and accords with the principles in this Strategic Design Principles document.

OVERALL APPROACH

The overall aspiration is for Otterpool Park to be a low carbon development, embracing sustainable approaches from the large scale (the layout of the town, including green spaces and the movement network) through to the detailed design of buildings. The approach to the design of buildings is to:

- **Be Lean:** Reduce energy demand
- **Be Green:** Use renewables and low carbon energy generation
- **Be Smart:** Use information technology to exploit green technologies

PRINCIPLE 21: Design all buildings to reduce the demand for energy by:

- **orientating them to take advantage of winter solar gains and to provide roof orientations suitable for PV panels;**
- **improving building fabric and insulation beyond minimum Building Regulations requirements;**
- **installing windows with improved performance;**
- **improving air tightness;**
- **specifying low-flow taps and showers; and**
- **providing 100% low energy lighting.**

PRINCIPLE 22: Incorporate renewable energy generation into the design of all buildings, using technologies such as:

- **high efficiency air source heat pumps; and**
- **photovoltaic panels.**

PRINCIPLE 23: Design non-residential buildings to meet policy standards for BREEAM (or the equivalent standard should BREEAM be discontinued).

PRINCIPLE 24: Install smart meters and technology to control energy provision and water consumption with every residential dwelling.

Fig. 5.51: Solar PV panels should be integrated into all buildings

MANAGING THE CAR

Private cars will continue to be a mode of transport used by residents of Otterpool Park, and by visitors. Whilst the town is being designed to promote sustainable modes of travel, people will continue to own cars and want to park them somewhere safe and convenient. The challenges are:

- **to avoid 'hard wiring' car parking into Otterpool Park from the outset**, and instead design it as something that is flexible, and can change and evolve over time; and
- **ensure that parked cars do not dominate the street scene** by providing a variety of parking solutions, allowing buildings, landscape and public realm to shine through.

A FLEXIBLE APPROACH TO PARKING

Most recent low- to medium-density residential developments provide most parking within the curtilage of each home ('on-plot') - typically in garages or on driveways. This permanently fixes parking as space that 'belongs' to each dwelling. So - should car ownership and use reduce in the future - this space will become redundant. It would be up to each individual occupier to decide what to do with this 'left over' space.

A more flexible approach would be to provide a reduced amount of parking on-plot, with the remainder in other locations that can become part of the public realm in the future if they are no longer needed for car parking. These other locations could include:

- **on-street parking**;
- **parking within landscaped areas** including parking courts, serving several dwellings (e.g. as unallocated spaces); and
- **parking 'barns'** that could later be converted to other shared uses.

Parking should be unallocated for all apartments and dwellings within and around the town centre.

Fig. 5.53: A resilient approach to parking: the public realm works with and without cars

Fig. 5.52: On-street parking provides a flexible approach, enabling the street to accommodate future modes of transport and uses

PROVIDE A VARIETY OF PARKING SOLUTIONS

The overall aim of designing car parking is to ensure that it does not visually dominate the street, so that the buildings and public realm remain the most important aspect of the townscape. This is often best achieved by incorporating a variety of different approaches to parking, including:

- **basement and/or undercroft parking in higher density areas** such as the Town Centre;
- **garages integral to the dwelling or standing alone within the plot**;
- **shared courtyards**, either at the front or rear of the dwellings they serve, however rear courtyards will only be acceptable if integrated with overlooking dwellings, high quality materials, landscaping and boundary treatments, and at least 2 access points; and,
- **parking in front of or between dwellings**. Parking in front of dwellings requires careful design to avoid cars dominating the street scene - landscape must be used to screen and soften the views of cars.

PRINCIPLE 25: Develop detailed masterplans to incorporate a range of parking solutions, ensuring that the visual impact of parked cars on the streetscene is minimised and that areas of parking are designed to be attractive areas of public realm in their own right to aid with their future flexibility. Detailed Design Codes to include guidance on how this can be achieved.

Fig. 5.54: If they are thoughtfully located and carefully designed, garages can make a positive contribution to the street scene

Fig. 5.55: Parking in front of the dwellings is interspersed with tree planting to soften its impact

Fig. 5.56: Carefully designed integral garages work with the overall building design, whilst overlooking of the street is provided from upper floor windows - a solution that should be avoided for long stretches as the frontage is not sufficiently 'active'

Fig. 5.57: High quality paving and planting softens the visual impact of parking within this street

6

Requirements for detailed masterplans and Design Codes

6.0 Requirements for detailed masterplans and Design Codes

This Strategic Design Principles document will form part of the outline planning application (Tier 1) material for Otterpool Park and as such has a significant role in informing future detailed design. Developers and their design teams will be expected to produce a detailed masterplan accompanied by a Detailed Design Code informed by principles within this document for approval by the Local Planning Authority (Tier 2) prior to the submission of Reserved Matters (RM) applications. Subsequent RM applications (Tier 3) will be expected to accord with the Detailed Masterplan and Design Code.

This chapter provides guidelines on what is expected for:

- **a detailed masterplan**; and
- **a Detailed Design Code**.

The intention is not to provide a rigid set of requirements, but to ensure that developers and their design teams address all of the key issues.

DETAILED MASTERPLAN

The following will be expected as part of the detailed masterplan, as well as a high quality design and layout which takes account of the site-wide and character area guidance and design principles set out within this Strategic Design Principles document:

- **the boundary of the phase** being considered should be made clear;
- **a framework for future Tier 3 submissions** should be provided;
- **indication of where various land uses are proposed;**
- **indication of where movement and access points are located**; and
- **indication of landscaping and public realm design**.

DETAILED DESIGN CODE

In developing the guidelines in this chapter, a number of existing Design Codes have been reviewed and their strengths and weaknesses discussed with Local Planning Authority officers. **The key lessons were:**

- **Use an area-based rather than topic-based approach -** this Strategic Design Principles document sets out seven character areas. We would expect individual areas to be further broken down into specific areas of different sub-characters to give the richness and variety expected within the design of Otterpool Park. Use these specific character areas to structure the Design Code, rather than individual topics (streets, open spaces, buildings etc).
- **A focus on 'key character generators' within areas is helpful -** Strong masterplans and Design Codes include focal areas that drive placemaking. This Strategic Design Principles document begins to identify some of these (e.g. the former runways in the Airfield Park). It is important that the detailed masterplans and Design Codes expand on these, including more elements to generate a strong and memorable character tailored to individual areas of the masterplan.
- **Background on the existing site and context is helpful in understanding the approach -** This Strategic Design Principles document includes an overview of key features of the existing site and wider context to explain how the character is shaped to respond to these. Greater detail on site constraints and opportunities will be expected in the detailed Design Code to help explain how the design responds to the site's challenges.
- **Minimise words and maximise diagrams and images -** An annotated diagram can replace 1000 words. Use a mix of graphics and text to communicate the design intent and design code requirements. Precedent images from good places provide inspiration and are helpful in communicating the intended character of an area.
- **Where words must be used, use techniques like tables, bolding and so on** to avoid an unreadable mass of text. Graphic design and layout should be used thoughtfully to avoid long blocks of text. Bullet points, bolding, tables, clear headings and colour can help the reader navigate the Design Code. Be clear about what is mandatory and what is flexible.

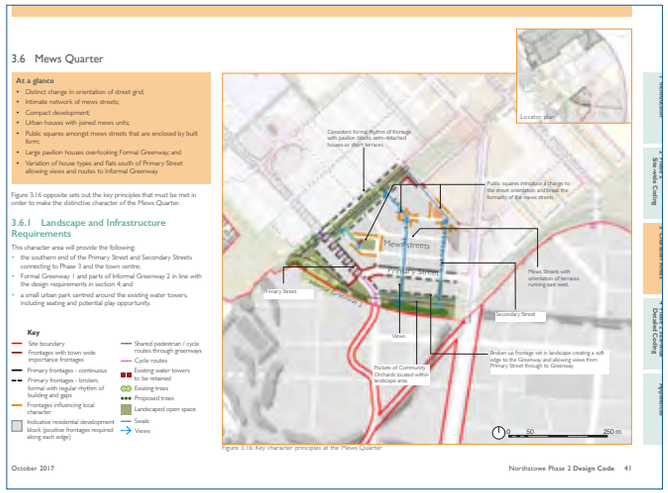


Fig. 6.1: Area-based approach: Northstowe, Cambridgeshire

Fig. 6.2: Precedent images supporting the area-based approach: Northstowe, Cambridgeshire

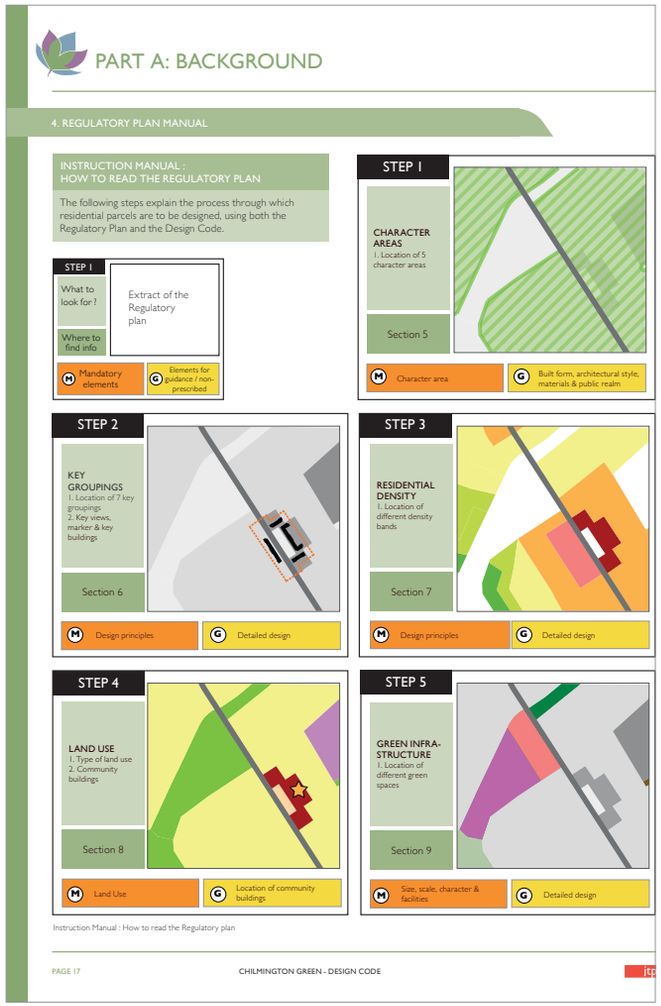


Fig. 6.3: Simple, strong diagrams within the Chilmington Green Design Code

Fig. 6.4: Different types of illustrative material (e.g. 3D vignettes, diagrams/plans and precedent images) combine to clearly communicate the sought character in a sub-character area of Clay Farm, Cambridge

6.1 Detailed Design Code contents

The recommended structure for Detailed Design Codes is as follows:

1. INTRODUCTION AND PURPOSE OF THE PHASE [X] DETAILED DESIGN CODE

1.1 Introduction

1.2 Purpose and status of this document

1.3 How to use this Design Code (incl. checklist e.g. how have you met X?) (reference Strategic Design Principles document)

2. VISION FOR OTTERPOOL PARK

2.1 Summary of principles

2.2 Link to Strategic Design Principles document and overall vision for Otterpool Park

3. ABOUT THE PHASE [X] MASTERPLAN

3.1 Background (context of the masterplan)

3.2 Phase [X] site influences (incl. landscape, heritage and topography)

3.3 Phase [X] vision

3.4 Key Phase [X] principles

4. CO-ORDINATING PLANS

4.1 Character and urban design (incl. land use, key character drivers, building heights, etc)

4.2 Landscape, open space and heritage

4.3 Movement (incl. public art, play and heritage)

4.4 Green and blue infrastructure (incl. ecology and water management, e.g. SUDs)

5. DETAILED CODING FOR PHASE [X]

(this chapter describes the coordinating plans in detail)

5.1 Landmark and key non-residential building design

5.1 Cycle parking: design requirements

5.2 Car parking: design requirements

5.3 Mobility hubs and public transport: design requirements

5.4 Hard landscape (incl. street furniture)

5.5 Soft landscape (incl. tree/plant species)

5.6 Green and blue strategy (incl. ecology and water management, e.g. SUDs)

5.7 Play, sport and recreation

5.8 Integrating heritage

5.9 Integrating public art

5.10 Lighting strategy

5.11 Waste, recycling and utilities

5.12 Servicing and logisitcs

6. PHASE [X] CHARACTER AREAS

6.1 Character Area A

(incl. 'At a glance' character overview / guiding design principles; key character drivers e.g. streets, spaces and building interface; built form; landscape, streets and open space; boundary treatments; and, development edges)

6.2 Character Area B

6.3 Character Area C

6.4 Etc

The National Model Design Code should also be referenced in the development of Detailed Design Codes, as appropriate to the phase.

Appendix 1: Summary of design principles

A1 Summary of design principles table

PRINCIPLE #	DESCRIPTION	DESIGN GUIDANCE SECTION
1	**From Phase 2 onwards, the master developer, parcel developers and their design teams will work together to identify lessons learned from earlier phases.** These lessons learned shall be discussed with the Planning Authority at the beginning of the process of developing Detailed Design Codes and Masterplans for future phases. These discussions shall discuss and agree any changes or additions required to the approach, and also have regard to any ongoing developments in living, working and travel patterns.	5.0 Making good places
2	Develop Detailed masterplans and Design Codes to **prioritise and integrate resilient landscape and open space features** including: ◦ a clear hierarchy of open spaces; ◦ existing and new structural vegetation based on the pattern and form of the current landscape; ◦ the preservation and enhancement of existing key habitats, as well as integration of a range of opportunities for increasing biodiversity to demonstrate contribution to a 20% net gain across the Outline Planning Application site; and ◦ a range of water and SUDs features within all types of open spaces, streets, local squares and development parcels for water management, ecology and play while maximising opportunities for incorporating green roofs and green walls on key utility buildings and public buildings.	5.1 A place for nature
3	Design the detailed masterplan to **create memorable focal spaces within each development area**. These should be located to aid wayfinding and should be appropriate to the character of the area.	5.2 A memorable place
4	Develop Detailed masterplans and Detailed Design Codes to set out **specific locations and requirements for landmarks and gateways**. These should include not only the buildings or unique landscape features but also - where appropriate - the spaces to which they relate. Ensure that the landmarks and gateways work together with the street hierarchy to create logical and memorable layouts that help people to find their way around. This may include: ◦ locating gateways at key entry points into the development area; ◦ positioning landmarks to terminate important viewlines into and within the development; and ◦ responding to topography - e.g. where appropriate to the character, locating a landmark in a visually prominent position.	5.2 A memorable place

5	Set out principles in the Detailed Design Code to **guide the distribution, location, design and function of mobility hubs** ensuring that they are well-integrated as part of key public realm spaces within all detailed masterplans.	5.3 A connected place
6	Design the detailed masterplan for each area to **incorporate a grid of linked streets. The type of grid should relate to the intended character and topography of the area**. For example: ◦ For a formal character, use a regular grid. ◦ For an informal character, use an irregular grid. Relate this to the topography of the area, so that slopes and undulations influence the street pattern. ◦ Set out principles in the Detailed Design Code to guide the approach to the connected street pattern.	5.3 A connected place
7	Design the detailed masterplan for each development parcel to **create a permeable layout through block sizes that support regular connections.** Avoid large blocks that reduce opportunities for connections.	5.3 A connected place
8	Detailed masterplans for each development area must **incorporate a hierarchy of street types based on the types set out in this Strategic Design Principles document, with Low Traffic Neighbourhood (LTN) principles applied across Otterpool Park.** The Detailed Design Code for each area must set out principles for the character of each street, including the relationship of buildings and landscape to streets.	5.3 A connected place
9	For each development parcel, masterplans must incorporate the different street types so that: ◦ **streets that provide connections to the wider town and key destinations within the local area look and feel more important than the majority of streets** within the development area - i.e. are Primary or Secondary Streets; ◦ **the network of residential streets graduates from Tertiary Streets towards Residential Mews and Homezones,** so that the character of the streets becomes increasingly intimate with a strong sense of 'belonging' to the dwellings they serve; ◦ **Greenways are located on the edges of character areas, providing an interface between open space and the built area** that prioritises pedestrian and cycle access.	5.3 A connected place

10	**The detailed design of the A20 must lead to a transformation of its environment which strikes a balance between the 'movement' and 'place' functions so that the route continues to provide for strategic and local movement but also becomes a lower speed, considered design and place within Otterpool Park.** Detailed principles include: ◦ A maximum speed limit of 30mph ◦ Retention of existing accesses to homes and businesses ◦ Retention of existing trees of value where possible ◦ A coherent tree planting and landscape strategy ◦ Promotion of the use of SUDS where possible ◦ Slower traffic speeds at pedestrian and cycle crossing points, and the approaches to the more urban areas ◦ For new buildings to front onto the A20 and be accessed off it where it is possible and appropriate ◦ Minimum use of over-engineered geometry, signs and lines ◦ The use of medians and tighter radii at new urban locations along the A20 in areas 2,4 and 5. ◦ Coordinate with the masterplan so that junctions positions, road narrowing, features (squares, greens etc) enhance the A20 as a place	5.3 A connected place
11	**Building fronts must overlook public space while private rear spaces or gardens should generally back onto other private spaces.**	5.4 A place with good buildings
12	**Buildings should normally be designed to form a perimeter block with other buildings.** **Pavilion buildings should be used sparingly, and principally for non-residential 'destination' uses.**	5.4 A place with good buildings
13	**Buildings must have active frontages onto adjacent streets and public spaces.**	5.4 A place with good buildings
14	**Building types in residential areas** ◦ For a consistent residential character, use the same house types on both sides of the street or overlooking a space. ◦ For a varied residential character, use a range of house types avoiding long runs of the same type.	5.4 A place with good buildings

15	**Built form** For a consistent character: ◦ Keep the height of most buildings the same in residential areas, with the exceptions being buildings acting as a 'landmark' on a viewline and/or on a corner. ◦ Features such as bay windows should be repeated, and may be 'mirrored' For a varied character: ◦ Limit the number of residential dwellings having the same eaves height in residential areas of varied character. ◦ Use different features, window proportions and types on each building type.	5.4 A place with good buildings
16	**Roof form** ◦ For a consistent character, use the same roof form. This does not mean only a simple pitch - repeated gable ends, repeated mono-pitches and flat roofs can also achieve consistency. ◦ For a varied character, change the orientation and type of roofs. A traditional approach would involve varying the orientation of the ridge line (parallel or perpendicular to the street), whilst a contemporary approach may involve different roof types. The orientation and type of roof form should relate to the house type.	5.4 A place with good buildings

17	**Setbacks and continuity of frontage should be part of developing a consistent approach to the street hierarchy strategy** within each development parcel. Detailed masterplans and Design Codes for each area must set out guidelines that are in accordance with the street types set out in this Strategic Design Principles document as well as considering the below: ◦ For a consistent character, ensure building setbacks are the same along the street or space. ◦ For a varied character, use differing setbacks avoiding long runs of the same distance from the street to the building front. For a formal, urban character: ◦ have the buildings closer to the pavement edge ◦ use terraced forms to create as continuous a frontage as possible ◦ where there is small setback, use a formal boundary treatment such as railings, wall or combination of both. For a rural character: ◦ use larger setbacks and provide green front gardens with soft boundary treatments such as hedges or walls ◦ use landscape, boundary treatments and outbuildings to loosely define the street. For a suburban character: ◦ the setback will depend on the character of each individual area - informal or formal, consistent or varied, tightly defined or loosely enclosed streets. Generally, the degree of enclosure of street will vary: ◦ Use terraced forms where a higher degree of enclosure is required, and semi-detached and detached forms for a looser sense of street definition. ◦ The setback distance, boundary treatment and building types should support the intended character.	5.4 A place with good buildings

18	**Materials and detailing** ◦ Consider the overall approach to design and use materials to support this. For a consistent character, use a limited palette of materials across buildings. For a varied character, change the materials used for each buildings in a logical way - e.g. relate changes to a change in building type. ◦ Avoid changes of materials midway along a flat facade, and instead make a change at a logical point - e.g. where a terrace steps back. This helps changes in materials look robust and less like 'wallpaper'. ◦ Recess windows from the front face of the outer wall, so avoiding a 'flat' appearance. ◦ Avoid 'stick on' elements such as GRP porches, and instead design porches, bay windows, chimneys and so on as an integral part of the building. ◦ Create texture and interest through robust detailing that can stand the test of time - e.g brickwork. In addition to the above, detailed masterplans and Design Codes should have regard to 'A Contemporary Kentish Vernacular Study' (Farrells) where appropriate.	5.4 A place with good buildings
19	**Edges and Interfaces** ◦ Where possible, locate boundaries to phases along the line of the rear of building plots, so that buildings onto both sides of streets are from the same phase of development. ◦ Where this is not possible, ensure that the Detailed Design Code includes guidelines for the opposite side of the street. The Detailed Design Code for the parcel opposite will be expected to incorporate these design principles. ◦ Where possible, ensure that a single phase of development fronts onto an open space so that the buildings and edge treatment are consistent. ◦ Longer interfaces to public open space (such as the River Stour corridor) will pass through several development parcels. A consistent approach along the whole corridor is not necessarily appropriate - character will need to change to create a memorable place. In such instances, the Detailed Masterplan for the open space should set out the requirements for the building interfaces, and these should be reflected in the Design Codes for individual development parcels. ◦ Where open spaces perform a specific function e.g. dark corridors for habitat, building frontages will not be expected to front onto them, and an appropriate layout strategy which is sensitive to ecological requirements will need to be developed.	5.5 A place planned for the future

20	**Detailed masterplans and Design Codes for each phase of development will be expected to set out a clear Energy, Water and Sustainability Strategy** that sets aspirational targets based on the latest technologies available and accords with the principles in this Strategic Design Principles document.	5.5 A place planned for the future
21	**Design all buildings to reduce the demand for energy** by: ◦ orientating them to take advantage of winter solar gains and to provide roof orientations suitable for PV panels; ◦ improving building fabric and insulation beyond minimum Building Regulations requirements; ◦ installing windows with improved performance; ◦ improving air tightness; ◦ specifying low-flow taps and showers; and ◦ providing 100% low energy lighting.	5.5 A place planned for the future
22	**Incorporate renewable energy generation into the design of all buildings,** using technologies such as: ◦ high efficiency air source heat pumps; and ◦ photovoltaic panels.	5.5 A place planned for the future
23	**Design non-residential buildings to meet policy standards for BREEAM** (or the equivalent standard should BREEAM be discontinued).	5.5 A place planned for the future
24	**Install smart meters and technology to control energy provision and water consumption with every residential dwelling.**	5.5 A place planned for the future
25	**Develop detailed masterplans to incorporate a range of parking solutions**, ensuring that the visual impact of parked cars on the streetscene is minimised and that areas of parking are designed to be attractive areas of public realm in their own right to aid with their future flexibility. Detailed Design Codes to include guidance on how this can be achieved.	5.5 A place planned for the future

Appendix 2:
Design Specifications

The following specifications should be read in conjunction with the design principles set out within this document, the Parameter Plans and the other approved documents within the Outline Planning Application.

These specifications respond to specific opportunities and constraints within the character areas, and address specific points raised by stakeholders throughout the design process.

Town Centre & Castle Park

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- Any sports areas provided in the Castle Park must be unfenced with no floodlighting.
- The existing Racecourse Lake and associated existing ditches (north-south and east-west as shown ES appendix 7.3 Figure 2 – Target notes 19, 41, 42, 43, 44) should be retained, if possible, to create and retain habitat corridors, if there are areas of ditch that cannot be retained, a replacement must be provided.
- A safe passage for wildlife between habitats to the east of the Town Centre and the Racecourse Lake will be provided (a tunnel, or culvert).
- Existing north-west to south-east hedgerows and ditches, on the west edge of the 'Town Centre & Castle Park' area between River East Stour and A20 are required to be preserved in sufficient amount to create strong landscape corridors.
- Around the Racecourse Lake, the area to the south will be safeguarded for flora and fauna. Access to the west of the Racecourse Lake will be retained/ created with ecological valuable habitats, including ditches, wetlands and grasslands for reptiles. This area will be connected to the river park to the west.
- A bus route loop will be provided using the movement corridor in the 'Town Centre & Castle Park' area with a crossing at Stone Street. The loop will connect into the Eastern Triangle movement network, with a potential future connection to the A20. There must be local access only provided to Stone Street.
- The open space buffer between Westenhanger Castle and the application site boundary to the north must accommodate PRoW no. HE227 (FP), and its crossing over the East Stour River. The existing habitats along this corridor must be integrated and preseved within the open space strategy.

River Stour

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- Where roads cross the Riverside park, the bridges across the river will have wide enough openings to allow fauna to traverse and utilise the riverside park as a green corridor.
- The area is crossed with north-south field boundaries linking to the river with trees, hedges and drains (as shown on ES appendix 7.3 Figure 2 Target notes 77 80 83 88 92 97) which will require to be integrated with development layouts. A corridor of hedgerows and drains running approximately north-east to south-west will be retained within the development as a corridor for SuDS and wildlife particularly bats (ES appendix 7.3 Figure 2 Target note 92). This would be bolstered with structural planting.
- Within the Riverside Park, there are a number of water courses and water bodies, including the East Stour River. The water course habitats will be retained, buffered and enhanced. Trees along the water course will be largely retained, with some removal to create heterogeneity for wildlife along the river corridor.
- The existing River East Stour corridor and north-west to south-east and north-east to south-west hedgerows and ditches, which are located between the River East Stour and the A20 (within the development extent shown on the parameter plans and where shown in ES appendix 7.3 Figure 2 target notes 83, 88, 92) must be preserved in sufficient amount to create strong landscape corridors.
- Dark corridors are to be retained along the East Stour River, and running north to south from the East Stour River in the north towards the A20 and country park beyond. A dark corridor is also required linking from the East Stour River in the north towards Otterpool Manor to the south-west, following the existing hedgerow and ditch.
- The existing field tree, between River East Stour and the rear of the existing properties in Barrow Hill Sellindge (ES appendix 7.3 Figure 2, Target note 104) (which is located within the development areas on the parameter plans) should be retained and made into an integral part of the proposed open space network. A landscape buffer will be provided around the tree (of at least 15m in radius from the tree stem).
- Within the north-west of this area, existing ponds (see ES appendix 7.3 Figure 2, Target Note 99) will be retained and additional wetlands and ponds will be created in the open space corridor south of the Railway.

Country Park

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- Landscaping, including the siting, species selection and management of proposed structural planting, should aim to maintain visual links between the listed properties of Upper Otterpool (in the 'Country Park' area) and Otterpool Manor.
- Between the Roman Villa and the retained East Stour tributary a new area of wildlife habitat must be created.
- The SSSI will be maintained and enhanced to expose additional areas of the Hythe Formation geology. This will be undertaken by benching back to create steps in the existing quarry face. Access will be enhanced but controlled to prevent erosion of the geological asset.
- In the open space to the east of Upper Otterpool farm, existing features (isolated woodland, ponds, hedgerows and trees) must be preserved and must be integrated with the buffer and proposed structural planting.
- Buffers of the tributary in this area running between Stone Street and the A20 (shown on ES Appendix 7.3 Figure 1, Target Note 235, 236) are required. The two existing ponds adjacent to the west of this corridor will be retained in green space. A dark corridor will be maintained along this tributary from Stone Street to the A20. This buffer should be 25m either side of the ditch (with exceptions where transport corridors are required to bisect this corridor).
- The existing north to south hedgerows and ditch, between the stream and group of trees east of Upper Otterpool Farm are required to be preserved and enhanced in sufficient amounts to create at least one strong north-south hedgerow.
- The open space between the south-eastern and the adjoining field boundary further to the south-east must accommodate PRoW No. HE314(FP).

Airfield Park

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- Areas with value for reptiles will be provided within the open space in this character area. An area within the open space will be fenced to maintain a meadow habitat with value for invertebrates. The edges of the open space will be left as a natural area for wildlife.
- The proposed bridleway along south side of Lympne Airfield open space is to be linked on both south-west and south-east corners to Aldington Road to provide best connectivity to the existing PRoW (some of which incorporate the Saxon Shore Way long distance path) that extend southwards from here.

Woodland Ridge

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- The open space corridor from Otterpool Lane to Harringe Brooks Wood along the line of PRoW HE316(FP) must include structural planting, accommodate PRoW no. HE316(FP) and where roads cross the corridor, crossings (tunnels or culverts) must be provided to allow fauna to utilise the area as green corridor.
- The open space between the eastern edge of development areas WR.1/WR.2 and Otterpool Lane must include structural planting and accommodate PRoW no. HE315(FP), multifunctional recreational areas and SuDS features.
- Habitat features for great crested newts and water voles must be created within the open space buffer to Harringe Brooks Wood. SuDS features within this area will be utilised to deter public access to Harringe Brooks Woods.

Hill Top

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- Where roads cross the open space corridor which runs between Harringe Brooks Wood and the East Stour, crossings (hop overs and tunnels or culverts) will be provided to allow fauna to utilise the area as green corridor.
- The tributary to the East Stour River which runs between Harringe Brooks Woods and the East Stour River must be retained and buffered (25m either side of the stream). Existing hedgerows and ditches in this area (which are located within both the open spaces and development zones identified on the parameter plans and shown on ES Figure 7.3 Figure 2, Target Notes 143, 158, 161, 157) are required to be preserved and enhanced where removal is not required to permit access.
- A dark corridor from Harringe Brooks Woods following the existing stream to the River Corridor in the north must be maintained within a suitable (25m) buffer and will be enhanced by structural planting. A dark corridor along the greenspace adjacent to Barrow Hill (as presented on Figure 3.2 of this document) must be maintained.
- A dark corridor from Harringe Brooks Woods to Otterpool Manor must be created.
- Development adjacent to the open space for the Barrows will require careful consideration of the built form, access and landscaping to provide an appropriate setting for views from the AONB and the heritage of the Barrows.
- Proposed development alongside existing Barrow Hill Sellindge will also require the careful consideration of built form, access and landscape buffer to provide an appropriate setting for the existing residential properties. The buffer between the proposed development area and the application site boundary along the south and south-western edges of Barrow Hill Sellindge will be at least 30m in width and must include:
  - structural planting.
  - preservation and integration of existing trees, hedgerows and other structural vegetation.
  - a bridleway.
  - SuDS and nutrient mitigation wetlands.
- The open space between the eastern edge of development areas HT.2 and Otterpool Lane must accommodate PRoW No. HE315(FP).
- To the north-west of the River East Stour Park open space is the location for a water treatment centre with access from Harringe Lane. The waste water treatment centre could have associated reed beds in the adjacent open space for cleaning and treating grey water. The treatment areas associated with the waste water treatment centre will be natural in design. Detailed design will balance water management with habitat creation for water voles, amphibians, invertebrates and foraging bats with some dry areas to provide reptile habitats.
- Ensure that the built form along the western edge of the development is suitably designed, in terms of density, height and structural planting to allow the preservation of panoramic views to the north Downs escarpment from the junction of PROW HE325 and Harringe Lane, and from the southern end of PRoW HE302.

Hillhurst Farm

In order to achieve the Key Design Principles, the following specifications have been agreed through the outline planning process:

- The existing south-west to north-east ditch, between Hillhurst Farm and the railway (as shown in ES Appendix 7.3 Figure 2, Target note 52) should be retained if possible to create a habitat corridors. If it cannot be retained, a replacement feature with suitable planting must be provided.
- In the open space between development parcels HF.3 and HF2/HF.1, along the route of PRoW HE281, structural planting, SuDS and a dark corridor must be provided. Where roads cross the corridor, crossings (tunnels or culverts) will be provided to allow fauna to utilise the area as a green corridor.

OTTERPOOL PARK

COUNTRYSIDE • CONNECTED • CREATIVE