

APPROACH PRINCIPLES COLLABORATION DEVELOPMENT

the Kent design guide

The Kent Design Initiative

This Guide is produced by the Kent Design Initiative, a unique partnership of Kent's local authorities, developers, builders, communities and interest groups who have joined forces to campaign for good design in Kent. It updates 'Kent Design – a Guide to Sustainable Development' published in 2000, with new policy context, references and examples.

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foreword

Over the next 20 years, Kent will experience unprecedented growth that will bring over 100,000 new homes and many new jobs to the County. The Kent Design Guide has been produced to ensure that all new development results in vibrant, safe, attractive, liveable places where people want to be.

Good design adds environmental, economic, social and cultural value - it enriches our lives. It results in people working, learning, healing, playing and living better and helps communities flourish. Good design is a fundamental requirement - never to be considered as a 'bolt-on extra'.

Our aim is to create a showcase of great buildings and desirable places that reinforce Kent's distinctive character. The creation of faceless urban or rural expansion schemes that lack heart and identity is not acceptable.

The Guide provides the criteria necessary for assessing planning applications. It will help building designers, engineers, planners and developers achieve high standards of design and construction; and it will provide planning committee members and officers with the tools to refuse consent for poor design.

There is no excuse for poor design, and inferior, standards of development in Kent must be a thing of the past. This guide will be used by those responsible for granting planning consent as the measure of quality expected from now on.

We hope you will welcome the guidance and use it to ensure that any development you are associated with inspires excellence - helping to make Kent widely known as a place for outstanding design, a place where people want to live and work.



Sir Sandy Bruce-Lockhart OBE
Kent County Council



Tony Hillier
Chairman, Hillreed Homes
Kent Design Chairman



Piers Gough CBE
Partner CZWG Architects
Kent's Design Champion



Places where people want to be. The popular Tenderden High Street

about this guide

The Kent Design Guide seeks to provide a starting point for good design while retaining scope for creative, individual approaches to different buildings and different areas. It aims to assist designers and others achieve high standards of design and construction by promoting a common approach to the main principles which underlie Local Planning Authorities' criteria for assessing planning applications. It also seeks to ensure that the best of Kent's places remain to enrich the environment for future generations. The Guide does not seek to restrict designs for new development to any historic Kent vernacular. Rather it aims to encourage well considered and contextually sympathetic schemes that create developments where people really want to live, work and enjoy life.

Illustrations accompanying the text are intended to add clarity. They are not meant to be solutions to particular issues but are intended to stimulate good and creative design.

At the end of sections 2 and 3 a checklist is provided as an 'aide memoire' to the design guidance principles and the planning policies to which they relate. The checklist also appears in full at the end of the document.

Who the Guide is for

- developers, landowners, property managers
- architects, engineers, surveyors, urban designers
- local authority members and officers
- community and amenity groups

Technical specifications relating to the design of roads, street lighting, landscaping, drainage and a range of other issues will be produced and updated to accompany this guide.

Visit www.kent.gov.uk to find the most up to date documents.

Planning Authorities in Kent will adopt this guide as a Supplementary Planning Document so that it can be a material consideration in determining planning applications.



“Good design keeps the user happy, the manufacturer in the black and the aesthete unoffended” Raymond Loewy, industrial designer, 1893-1986

The Richard Rogers Partnership design for the Ashford Outlet Centre attracts five million visitors each year and has lifted confidence and increased values in Ashford

