

# Kent Design Guide

## Autumn 2020

# Kent Design Guide

- The following slides present a selection of pages from the new website
- These slides illustrate
  - new branding including logo
  - new features eg banners for ease of navigation
  - Use of graphics eg maps



# Sustainable Design Principles for Kent & Medway's Built Environment

Search the site...

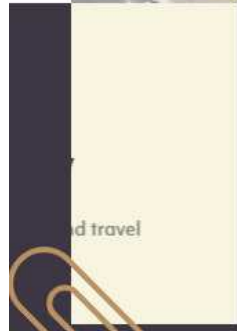
SEARCH



Farrow Court sheltered housing development Phase II, Ashford. Winner of the Residential (Major) category at the Kent Design and Development Awards 2018. Credit: PRP Architects

## 10 Characteristics of Well Designed Places

Why reinvent the wheel? The Kent Design Guide follows key principles of the UK's [National Design Guide](#) published in October 2019. We've built on this baseline of principles to provide the detail that we expect stakeholders with an interest in designing Kent's built environment to consider. Use the carousel below to understand our expectations...




**Built Form**

Coherent patterns of development



**Nature**

Work with the natural environment, promoting biodiversity



**Community Use**

A mix of activities for su



## The Value of Good Design

The power of good design to influence how people live now and in the future can't be overstated. Achieving positive outcomes means designing them in at every stage in the development process, starting at the very beginning...

[The value of good design >](#)

## Design and the Planning Process

How can we improve our health and wellbeing? The places we live? The communities we're all part of? These are the questions we seek to answer, as we strive to make Kent better by design...

[Design and the planning process >](#)



## REGIONS

# Kent's Planning Regions

The county of Kent consists of 13 Local Planning Authorities (district and borough councils), Kent County Council, Medway Unitary Authority, two significant Areas of Outstanding Natural Beauty, and Ebbsfleet with its own devolved planning and development responsibility.

Each is responsible for its regional planning administration, and all are stakeholders to the Kent Design Guide.

**Hover over a region on the map to your right for a planning snapshot, or click on a region to access a more in depth summary.**



A photograph of the Sibson Building at the University of Kent, featuring a modern facade with large glass windows and curved architectural elements.

**Resources - Efficient and  
resilient places and  
buildings**



Sibson Building, University of Kent. Winner of the Environmental Performance Category at Kent Design and Development Awards 2018 - Penoyre and Prasad Architects