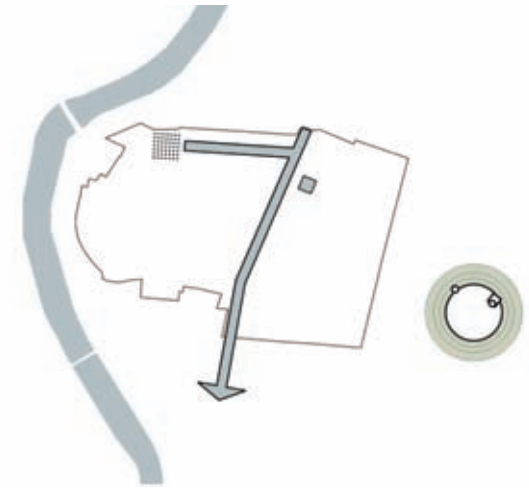


4. LOVING THE WATER

The history of Kendal is inextricably linked to water; the River Kent, Mill Race and the Lancaster Canal. Canal Head will capitalise on this history to create a development in which water is used not only as a leisure amenity but also as a means to raise the environmental and economic credentials of the development.

- Making the river, canal and their respective foreshores the most exciting place to be;
- Creating visual and physical links between the town, the river and the canal;
- Enhancing the existing water-based activities and introducing new ones;
- Using water as an enhanced setting for a wide variety of uses and activities;
- Creating places to relax, pause, linger and to watch the water and it's activities;
- Maximising the latent potential of water for a range of environmental strategies.



Key Diagram



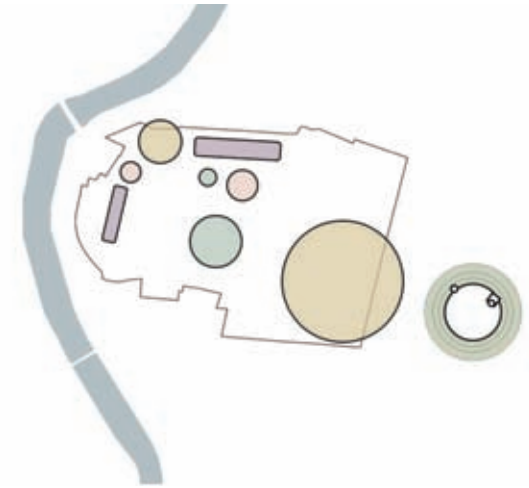
View of Canal Head from Kent Place



5. PLACES FOR PEOPLE

Canal Head will be a place for people. Lots of different places for lots of different people. Distinctive, varied, well-used and well-loved places. Opportunities for meeting people, eating in the square, dipping your toe in the water, enjoying the views or just watching the world go by. Somewhere memorable.

- Landscape with character and purpose;
- Places with a strong identity;
- A variety of scale, size and uses;
- Diversity of treatments, finishes and materials;
- A combination of natural and man-made places;
- Imaginative use of topography;
- Animation of the river;
- Places to live, work, play, shop, eat, relax and have fun.



Key Diagram

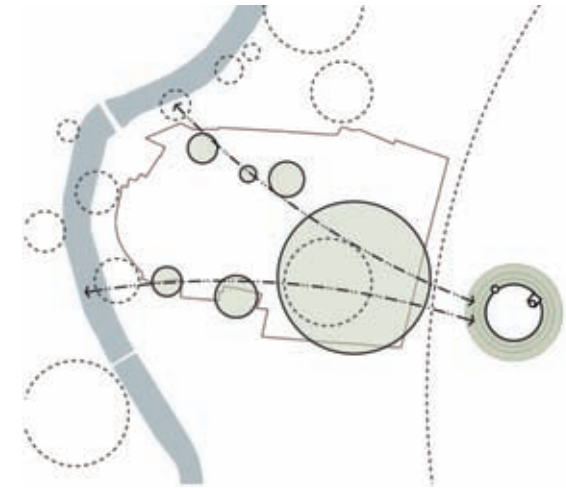




6. SUSTAINABLE REGENERATION

Sustainable communities need sustainable economies. Regeneration is integral to sustainable development. Regeneration also relies on partnership: usually with local and central government partnering the private sector. Successful partnerships are rewarding; they are also often complex and demanding.

Canal Head will be an exemplar for sustainability in conception, design, delivery and operation. It will help to build a sustainable future for Kendal, attracting 'green' industries to the region and acting as a hub for like-minded businesses and individuals. It will help to establish a sustainable community in which people can live, work, learn and relax within the confines of a single development.



Key Diagram

- Working together to deliver the vision; a true partnership;
- Recognising that regeneration means change;
- Developing a reputation for innovation and excellence;
- A development that incorporates and expresses environmental strategies;
- Promoting well-being through activities, events and the environment.
- Incorporating renewables and sustainable technology where appropriate

