

Appendix E - Site Appraisal

Key

++ Significant positive effect

+ Positive Effect

0 Neutral

? Effect uncertain
effect

- Negative effect

-- significant negative

1	S M L			Comments
	Protection of the environment			
1	+	+	+	Will avoid impacts on species and habitats
2	+	+	+	Not within the Flood plain
3	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.
4	0	0	0	Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would be in keeping with existing built character of its local environment.
5	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed, unknown on a site basis.
6	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress				
7	0	0	0	The site will potentially deliver a car park which by itself is unlikely to promote the cultural or community areas of the Town Centre.
8	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy, as part of a mixed use development in tandem with the car park. Site could also deliver a range of flatted accommodation.
9	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening.

10	Heritage :-	0	0	0	+	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services	+	+	+	+	The car park will promote access into the Town Centre which is a highly sustainable location and offers a range of education / community / health facilities. The car park, will improve the access into the Town Centre and generate footfall movements in the northern area of the Town Centre.
Prudent use of natural resources						
12	Land use :-	0	+	+	+	Will prioritise development on a brownfield site. Multi storey car parks also make good use of valuable town Centre land.
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	0	Unlikely to deliver a balance between employment and houses given its car park focus
16	Employment :-	0	0	0	0	Unlikely to generate jobs
17	Vitality :-	0	+	+	+	Will improve the economic performance of the Town Centre by encouraging shoppers into the Town to use the services on offer and will provide easy walking distances into the Town Centre.
18	Variety :-	0	0	0	0	Unlikely to deliver a range of business premises
Transport						

19	Travel :-	0	+	+		Car park will reduce traffic congestion onto the former ring road, allowing these streets to fulfil their intended role
20	Transport	0	-	-		Car park is unlikely to encourage use of public transport
2						
		S			Comments	
		M				
		L				
Protection of the environment						
1	Geology & Biodiversity	+	+	+		Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+		Not within the Flood plain
3	Air :-	?	?	?		The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.
4	Landscape :-	0	0	0		Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would be in keeping with existing built character of its local environment.
5	Climate Change:	?	?	?		Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed, the impact on a site basis is not known.
6	Water :-	?	?	?		Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress						
7	Places :	0	0	0		Unlikely to promote the cultural or community areas of the Town Centre.
8	Housing :	+	+	+		Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation.

9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	0	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services :-	+	+	+	+	A Town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use :-	+	+	+	+	Will prioritise development on a brownfield site, and also has the potential to make better use of land than the current buildings allow.
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	+	+	+	+	Has the potential to deliver a range of uses, including houses, retail and employment uses in a mixed use scheme.
16	Employment :-	0	0	0	+	Site has the potential to increase its lettable floor area, thus increasing the potentially to generate new levels of jobs. This may take time to produce a net gain, given some of the current building is commercially active.
17	Vitality :-	+	+	+	+	A range and mix of town centre uses, alongside residential development should promote investment in the Town Centre
18	Variety :-	0	0	0	0	Unlikely to deliver a range of business premises, but should provide a variety in the retail and office sectors.

Transport					
19	Travel :-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations. Parking standards should also promote more usage of park and ride facilities, particularly in relation to any office development coming forward here.
3					
		S	M	L	Comments
Protection of the environment					
1	Geology & Bio	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed the impact on a site basis is not known.
4	Landscape :-	0	0	0	Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed, the impact on a site basis is not known.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					

7	Places :	0	0	0	0	Unlikely to promote the cultural or community areas of the Town Centre.
8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation, and is also large enough for non-flatted accommodation, increasing the range of residential offer in the Town Centre
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. Any mixture of uses would also offer better surveillance during the day and into the evening
10	Heritage :-	0	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use :-	+	+	+	+	Will prioritise development on a brownfield site, there is the scope to make far better use of the land than at present.
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	+	Has the potential to deliver a range of uses, including houses and employment uses. This may take time to make a positive impact in terms of significant employment generation, given the current, active employers on site. Should these be relocated the overall gain to the Towns employment base would be increased

16	Employment :-	0	0	+	Does provide the potential for job creation in and accessible location. An increase in the numbers of jobs would take time to achieve, given the current commercially active uses, and the time needed to relocate them suitably.
17	Vitality :-	+	+	+	A range of uses should promote investment in the Town Centre
18	Variety :-	0	0	+	Given its size, and current occupiers, a range of business premises could be delivered on this site which should provide a varied business offer in the Town Centre
Transport					
19	Travel :-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations. Parking standards should also promote more usage of park and ride facilities, particularly in relation to any office development coming forward here.

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4		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Bio	-	-	-	Given its location within the Green Corridors, development is likely to have a negative impact on existing habitats and species. This has the potential to sever linkages between habitats and species and decrease Ashfords Natural heritage.
2	Flood Risk :	-	-	-	Development here is likely to result in the loss of retention capacity and increase run-off as well as increasing the risk of flooding elsewhere
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed.
4	Landscape :-	-	-	-	Development would be depart form the natural typography of the land and is not well related to the built form of this area of the Town Centre
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	-	-	-	Will adversely impact on the Green Corridors which help serve the community, in terms of the visual aesthetics, function and role

8	Housing :	0	0	0	0	Unlikely to be suitable for housing development given its location in the floodplain.
9	Quality of Life :	-	-	-	-	Harming the green corridors would not encourage healthy lifestyles, and could adversely effect the recreational role of the corridors.
10	Heritage :-	0	0	0	0	Located outside the historic heart of the Town Centre so unlikely to have an impact
11	Access to Services :-	-	-	-	-	Development would harm the Green Corridor, a high quality recreational assets, within the Town Centre
Prudent use of natural resources						
12	Land use :-	-	-	-	-	Would not priorities development on Brownfield land
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	+	+	+	+	The size of the site has the potential to deliver a range of employment uses, which could help balance the wider Town Centre environment
16	Employment :-	+	+	+	+	The size of the site has the potential to deliver a range of employment uses
17	Vitality :-	0	0	0	0	

18	Variety :-	+	+	+	+	Given its size, and current occupiers, a range of business premises could be delivered on this site.
Transport						
19	Travel :-	-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations. Parking standards should also promote more usage of park and ride facilities, particularly in relation to any office development coming forward.

5						
Comments						
Protection of the environment						
1	Geology & Biodiversity	+	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, impact on a site basis is not know.
4	Landscape :-	+	+	+	+	Site falls inside the historic area of the Town Centre and a well designed development could enhance the areas town-scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.

6	Water :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress						
7	Places :	+	+	+	+	Promoting mixed use development, with associated high quality design, will help improve this areas sense of place and will help maintain public spaces and community facilitates within the Town Centre
8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation.
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	+	+	+	+	Well designed development will enhance the historic core area of the Town Centre.
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use :-	+	+	+	+	Will prioritise development on a brownfield site, and there is the potential to make better use of brownfield land than the existing uses on site
13	Resources :	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						

15	Balance :	0	+	+	+	Has the potential to deliver a range of uses, including houses, retail and employment uses.
16	Employment :-	0	+	+	+	Does provide the potential for job creation in an accessible location both in the retail and office markets.
17	Vitality :-	+	+	+	+	Ideally place, located just off the high street to promote retail uses to provide for the needs of the rapidly growing population
18	Variety :-	+	+	+	+	Should provide a variety of premises, particularly in the retail offer, which should be attractive to a range of retail operators.
Transport						
19	Travel :-	-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

6				Comments		
		S				
		M				
Protection of the environment						
1	Geology & Biod	++	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	++	+	+	+	Not within the Flood plain
3	Air :-	?	??	??	??	The impact of the overall development quantum's in the Town Centre has already been assessed. Site impact not known.

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4	Landscape :-	+	++	Site falls inside the former ring road and positive development could enhance the areas town-scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	??	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water :-	?	??	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress				
7	Places :	+	++	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place.
8	Housing :	+	++	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	Quality of Life :	+	++	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	+	++	Redevelopment could represent a better designed building in the heart of the Town Centre, improving its heritage.
11	Access to Services :-	+	++	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources				
12	Land use :-	0	00	Would represent brownfield development, but unlikely to make better use of land than the current building on site
13	Resources :-	?	??	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.

14	Waste :-	?	??	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth				
15	Balance :	0	00	Has the potential to deliver a range of uses, including houses, retail and employment uses. However the current building provides job opportunities in the office market which already provides an overall balance.
16	Employment :-	0	00	Does provide the potential for job creation in an accessible location both in the retail and office markets. However redevelopment would result in the loss of existing employment space, and given its size, redevelopment is unlikely to offer an significant gains in this regard.
17	Vitality :-	0	00	
18	Variety :-	0	00	
Transport				
19	Travel :-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	++	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations. Parking standards should also promote more usage of park and ride facilities, particularly in relation to offer development

7	S			M	L	Comments
	S	M	L			
Protection of the environment						
1	+	+	+	+	+	Will avoid impacts on species and habitats
2	+	+	+	+	+	Not within the Flood plain
3	?	?	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, site impact not known.
4	+	+	+	+	+	Site falls inside the former ring road and positive development could enhance the areas town scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	?	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	?	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress						
7	+	+	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place
8	+	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	+	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening

10	Heritage :-	0	0	0	0	Well designed development will make a positive contribution to the historic area of the Town Centre, and make a better contribution than the site at present, which is characterised by service areas and backs of buildings.
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use :-	+	+	+	+	Will prioritise development on a brownfield site, there is the potential to make better use of land here, as it is largely used for service and access
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :-	0	+	+	+	Does provide the potential for job creation in an accessible location both in the retail and office markets which would help the overall balance in the Town Centre
16	Employment :-	0	0	0	+	Does provide the potential for job creation in an accessible location both in the retail and office markets.
17	Vitality :-	0	0	0	0	
18	Variety :-	0	0	0	0	
Transport						
19	Travel :-	-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town

						Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+		Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

8		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, site impact not known.
4	Landscape :-	+	+	+	Site falls inside the former ring road and positive development could enhance the areas town-scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed - site impact not known.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place

8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	0	0	0	0	Well designed development will make a positive contribution to the historic area of the Town Centre
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use : - .	0	0	0	0	Will prioritise development on a brownfield site. However there is limited scope for making better use of land than the existing building on site.
13	Resources :	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste : -	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	+	Does provide the potential for a diverse job offer, in an accessible location.
16	Employment :-	0	0	0	0	Redevelopment is not likely to achieve a significant increase in jobs given the current active use on site.
17	Vitality : -	0	0	0	0	Not likely to stimulate greater levels of investment in the Town centre than the current active use.
18	Variety :-	0	0	0	0	

Transport					
19	Travel : -	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

9		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed - site impact not known
4	Landscape :-	+	+	+	Site falls inside the conservation area and positive development could enhance the areas town scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place. Retail use will add vitality to the street
8	Housing :	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	Quality of Life :	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	+	+	+	Well designed development will make a positive contribution to the historic area of the Town Centre and could create better views of the church

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11	Access to Services :-	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources					
12	Land use :-	+	+	+	Will prioritise development on a brownfield site and make better use than the current car park
13	Resources :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth					
15	Balance :-	0	+	+	Does provide the potential for a diverse jobs in the retail sectors or office sectors in an accessible location.
16	Employment :-	+	+	+	Redevelopment is likely to achieve a significant increase in jobs given the current use on site
17	Vitality :-	+	+	+	Likely to stimulate greater levels of investment in the Town centre than the current use.
18	Variety :-	0	0	0	
Transport					
19	Travel :-	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.

20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.
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NB - Site 10 is under construction and Site 11 has been built.

12		Comments			
		S	M	L	
Protection of the environment					
1	Geology and Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed - site impact not known.
4	Landscape :-	+	+	+	Site falls inside the conservation area and positive development could enhance the areas town scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water :-	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place
8	Housing :	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation

9	Quality of Life :	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and in the evening
10	Heritage :-	0	0	0	Well designed development will make a positive contribution to the historic area of the Town Centre
11	Access to Services :-	0	0	0	Re-development would need to re provide the facilities, on an alternative, appropriate site - as they currently provide for the needs of the local population.
Prudent use of natural resources					
12	Land use :-	0	0	0	The current buildings on site are already of reasonably high density and makes good use of town centre land
13	Resources :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth					
15	Balance :	0	+	+	Could provide the potential for a diverse job and retail offer in an accessible location.
16	Employment :-	0	0	0	Redevelopment may generate jobs but it is questionable how many more jobs would be created than those currently generated on site
17	Vitality :-	0	0	0	
18	Variety :-	0	0	0	
Transport					
19	Travel :-	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town

Appendix E - Site Appraisal

20	Transport	+	+	+		Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
						Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

Appendix F - Site Appraisal continued

13		Comments			
		S	M	L	
Protection of the environment					
1	Geology and Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed - site impact not known
4	Landscape :-	+	+	+	Site falls inside the conservation area and positive development could enhance the areas town scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	++	++	++	Will be a key community facility and will help to meet the needs of the rapidly growing population
8	Housing :	0	0	0	Unlikely to deliver houses, as the site is proposed, by KCC, to be a Gateway Learning Centre,
9	Quality of Life :	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment.

10	Heritage :-	+	+	+	+	Well designed development will make a positive contribution to the historic area of the Town Centre
11	Access to Services :-	++	++	++	++	The proposed Gateway facility would provide additional community and education facilities within the Town Centre to meet the existing and growing local population
Prudent use of natural resources						
12	Land use :-	0	0	0	0	Would prioritise brownfield land
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	+	Not likely to generate significant jobs but will provide learning facilities to improve the local skills base so may have a long term positive effects
16	Employment :-	0	0	0	0	Not likely to generate significant numbers of jobs in itself although would provide a variety of the type of jobs in the Town centre
17	Vitality :-	+	+	+	+	Is likely to be a visitor attraction for people coming to Ashford Town Centre
18	Variety :-	0	0	0	0	
Transport						
19	Travel :-	-	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

Appendix F - Site Appraisal continued

14		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed
4	Landscape :-	+	+	+	Site falls inside the conservation area and positive development could enhance the areas town-scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of potable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place

Appendix F - Site Appraisal continued

8	Housing :	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	Quality of Life :	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. A range of uses will offer surveillance at different times of the day and night
10	Heritage :-	+	+	+	Well designed development will make a positive contribution to the historic area of the Town Centre
11	Access to Services : -	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources					
12	Land use : - -	+	+	+	Will prioritise development on a brownfield site, there is the potential to make better use of land here
13	Resources :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste : -	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.

Appendix F - Site Appraisal continued

Sustainable economic growth						
15	Balance :	0	0	0	0	Not large enough to make a significant balance of jobs and houses
16	Employment :-	0	0	0	0	Not large enough to stimulate significant numbers of jobs
17	Vitality : -	0	0	0	0	
18	Variety :-	0	0	0	0	
Transport						
19	Travel : -	-	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.
15						
Protection of the environment						
1	Geology & Bio	+	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	+	Not within the Flood plain

Appendix F - Site Appraisal continued

3	Air :-	?	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed - site impact not known
4	Landscape :-	0	0	0	0	Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress						
7	Places :	+	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place
8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. A range of uses will offer

Appendix F - Site Appraisal continued

						surveillance at different times of the day and night
10	Heritage :-	0	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use :-	0	0	0	0	Will prioritise development on a brownfield site, but there appears to be little scope for making better use of land than the buildings on site presently, which are in active use.
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	0	Has the potential to deliver a range of uses, including houses and employment uses. This may not make a positive impact on

Appendix F - Site Appraisal continued

						employment growth given the current, active employers on site
16	Employment :-	0	0	0	0	Does provide the potential for job creation in and accessible location. However unsure if a net gain in the numbers of jobs would be achieved, given the current commercially active uses..
17	Vitality :-	+	+	+	+	A range of uses should promote investment in the Town Centre
18	Variety :-	0	0	0	0	
Transport						
19	Travel :-	-	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

Appendix F - Site Appraisal continued

16		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Bio	-	-	-	Given its location within the Green Corridors, development is likely to have a negative impact on habitats and species. This will potentially sever linkages between habitats and species and decrease Ashfords Natural heritage
2	Flood Risk :	0	0	0	Development here could have an impact on flooding issues with some of the site falling within the identified floodzones
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed - site impact not known
4	Landscape :-	0	0	0	Development would not compliment the natural topography of the land which is flat and open and attractive in nature. Development would however be well related to the built form of the adjacent development along Tannery Lane
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	-	-	-	Will adversely impact on the Green Corridors which serve the community in terms of the visual aesthetics, function and role
8	Housing :	+	+	+	A mix of flatted accommodation could be achieved here

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9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	0	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services :-	-	-	-	-	Development would harm the Green Corridor, a high quality recreational assets, within the Town Centre
Prudent use of natural resources						
12	Land use :-	-	-	-	-	Would not priorities development on Brownfield land
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	0	Site could provide a mix of houses and employment uses, such as office
16	Employment :-	0	0	0	0	The size of the site suggest significant job increase could not be achieved here
17	Vitality :-	0	0	0	0	
18	Variety :-	0	0	0	0	
Transport						

Appendix F - Site Appraisal continued

19	Travel :-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

17		Comments			
Protection of the environment		S	M	L	
1	Geology & Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.
4	Landscape :-	0	0	0	Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water :-	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	0	0	0	Unlikely to promote the cultural or community areas of the Town Centre.

8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted, and non-flatted accommodation, such as town houses which would increase the variety of living accommodation in the Town centre.
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	0	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use : - .	+	+	+	+	Will prioritise development on a brownfield site, there is the potential to make better use of land here, as the majority of the existing buildings are vacant
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste : -	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	0	0	0	0	Likely to deliver a range of housing types will help provide a better balance between employment and housing - particularly in the range of houses that could be provided
16	Employment :-	0	0	0	0	Site is unlikely to deliver large numbers of jobs, redevelopment should seek to re-locate the existing active occupiers so it doesn't result in a loss of jobs in the Town as a whole.

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17	Vitality :-	0	0	0	
18	Variety :-	0	0	0	
Transport					
19	Travel :-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	Development heres is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.
18					
Comments					
Protection of the environment					
1	Geology & Biodiversity	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.
4	Landscape :-	0	0	0	Site falls outside of the historic area of the Town Centre, but is a prominent site when entering the Town Centre from the station. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water :-	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.

Appendix F - Site Appraisal continued

Social Progress						
7	Places :	0	0	0	0	Unlikely to promote the cultural or community areas of the Town Centre.
8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation.
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	+	+	+	+	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre, but well designed development should generate an attractive entrance into the Town centre, improving the current town scape here
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use :- .	++	++	++	++	Will prioritise development a key, vacant, brown-field site in the heart of the Town Centre
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	+	+	+	+	Has the potential to deliver a range of uses, including houses, retail and employment uses

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16	Employment :-	++	++	++	++	Site currently vacant and therefore has the potential to increase jobs in this area, both in retail and office market
17	Vitality :-	++	++	++	++	The size and nature of the site suggests a range of uses should be promoted here which will help generate and sustain investment in the Town Centre
18	Variety :-	+	+	+	+	Will deliver a range of business uses in the office and retail sectors
Transport						
19	Travel :-	-	-	-	-	Development on this site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations. Parking standards should also promote more usage of park and ride facilities
19						
Comments						
Protection of the environment						
1	Geology & Biodiversity	+	+	+	+	Will avoid impacts on species and habitats
2	Flood Risk :-	+	+	+	+	Not within the Flood plain
3	Air :-	?	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed
4	Landscape :-	+	+	+	+	Site falls inside the conservation area and positive development could enhance the areas town scape. Appropriate development coming forward here would be in keeping with existing built character of its local environment
5	Climate Change:	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.

6	Water : -	?	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress						
7	Places :	+	+	+	+	Promoting mixed use development, with associated high quality design, will help improve an areas sense of place
8	Housing :	+	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation
9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	0	0	0	0	Well designed development will make a positive contribution to the historic area of the Town Centre and could create better views of the church
11	Access to Services :-	+	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources						
12	Land use : - .	+	+	+	+	Will prioritise development on a brownfield site and has the potential to make better use of land than currently
13	Resources :	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste : -	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						

Appendix F - Site Appraisal continued

15	Balance :	0	+	+	Does provide the potential for a diverse job and retail offer in an accessible location.
16	Employment :-	+	+	+	Redevelopment is likely to achieve an increase in jobs
17	Vitality :-	+	+	+	Likely to stimulate greater levels of investment in the Town centre than the current use.
18	Variety :-	0	0	0	
Transport					
19	Travel :-	-	-	-	Developing the site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport. The reduced parking standards also have a mitigating effect.
20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

20		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Biodiversity	0	0	0	Will largely avoid impacts on species and habitats but there may be a need to seek mitigation measures adjacent to the river
2	Flood Risk :	0	0	0	Vast majority of this area is not affected by Flooding. Mitigation measure may be needed by river.
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.
4	Landscape :-	0	0	0	Site falls outside of the historic area of the Town Centre, but is a prominent site when entering the Town Centre from the station. Appropriate development coming forward here would be in keeping with Town Centres built up nature.
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.
6	Water : -	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS-10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	+	+	+	Will deliver a key public space outside the station
8	Housing :	+	+	+	Site could deliver a proportion of affordable housing in line with Policy CS12 of the Core Strategy. Site could also deliver a range of flatted accommodation, alongside Town Houses.

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9	Quality of Life :	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening
10	Heritage :-	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre. However a positive development here will generate an attractive entrance to the Town Centre from the Station area in particular
11	Access to Services :-	+	+	+	A town Centre location means that this site will be accessible to the variety of services within the Town Centre, including health, community, recreation and education.
Prudent use of natural resources					
12	Land use :-	++	++	++	Will prioritise development a key, largely vacant brown-field site next to the stations
13	Resources :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth					
15	Balance :	++	++	++	Has the potential to deliver large numbers of jobs to balance the growth in the Town Centre
16	Employment :-	++	++	++	Has the potential to significantly increase jobs in this area
17	Vitality :-	++	++	++	The size and nature of the site suggests a range of uses should be promoted here which will help generate and sustain investment in the Town Centre
18	Variety :-	+	+	+	Likely to deliver a range of business premises, within the office markets

Transport						
19	Travel :-	-	-	-	-	
					Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.	
20	Transport	+	+	+	+	
					Development heres is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.	
21		S		M		L
Protection of the environment						
1	Geology & Bio	-	-	-	-	-
Given its location within the Green Corridors development is likely to have a negative impact on habitats and species. This will sever linkages between habitats and species and decrease Ashfords Natural heritage						
2	Flood Risk :	-	-	-	-	-
Development here could result in the loss of retention capacity and increase run-off						
3	Air :-	?	?	?	?	?
The impact of the overall development quantum's in the Town Centre has already been assessed						
4	Landscape :-	-	-	-	-	-
Development would be depart form the natural typography of the land and is not well related to the built form of the Town Centre						
5	Climate Change:	?	?	?	?	?
Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed.						

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6	Water :-	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	-	-	-	Will adversely impact on the Green Corridors, and public open space which serve the community in terms of the visual aesthetics, function and role
8	Housing :	0	0	0	Unlikely to be suitable for housing development given it location in the floodplain
9	Quality of Life :	0	0	0	
10	Heritage :-	0	0	0	
11	Access to Services :-	-	-	-	Development would harm the Green Corridor and Public open space, both are high quality recreational assets, within the Town Centre
Prudent use of natural resources					
12	Land use :-	-	-	-	Would not priorities development on Brownfield land
13	Resources :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth					

Appendix F - Site Appraisal continued

15	Balance :	0	0	0	0	
16	Employment :-	0	0	0	0	
17	Vitality :-	0	0	0	0	
18	Variety :-	0	0	0	0	
Transport						
19	Travel :-	-	-	-	-	Development site will generate more traffic on the main roads, increasing congestion. However this should be balanced against the site being in the Town Centre, a highly sustainable location and accessible by a range of public transport.
20	Transport	+	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.

Appendix F - Site Appraisal continued

22,23		Comments			
		S	M	L	
Protection of the environment					
1	Geology & Biodiversity	0	0	0	Unlikely to have an effect
2	Flood Risk :	-	-	-	Site is located within the Floodplain. Development will need to seek suitable mitigation measures. The recent Powergen Appeal decision (2008), which approved over 1000 houses on this area demonstrate that mitigation measure can be in place.
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.
4	Landscape :-	0	0	0	Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would represent a suitable extension to the built character of the Town Centre
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed, unknown on a site basis.
6	Water :-	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.
Social Progress					
7	Places :	0	0	0	
8	Housing :	++	++	++	Site will deliver a large number of housing units. This will also include a proportion of affordable housing in line with Policy CS12 of the Core Strategy. The site could also deliver a range of flatted accommodation and townhouses to offer a variety of residential homes in the Town Centre

9	Quality of Life :	+	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening.
10	Heritage :-	0	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services	+	+	+	+	The car park will promote access into the Town Centre which is a highly sustainable location and offers a range of education / community / health facilities. The car park, will improve the access into the Town Centre and generate footfall movements in the southern area of the Town Centre.
Prudent use of natural resources						
12	Land use : - .	++	++	++	++	Will prioritise development on a largely vacant, highly sustainable Brownfield site
13	Resources :-	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste : -	?	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth						
15	Balance :	+	+	+	+	Will provide a range of housing types in the Town Centre which will help balance the increase in employment and retail uses proposed
16	Employment :-	0	0	0	0	Unlikely to generate jobs
17	Vitality : -	+	+	+	+	The car park will improve the economic performance of the Town Centre by encouraging shoppers into the Town to use the services on offer and will be within easy walking distances into the Town Centre.
18	Variety :-	0	0	0	0	Unlikely to deliver a range of business premises

Appendix F - Site Appraisal continued

Transport						
19	Travel :-	0	+	+	Car park will reduce traffic congestion onto the former ring road, allowing these streets to fulfil their intended role	
20	Transport	0	-	-	Car park is unlikely to encourage use of public transport	
24,25,26						
		S	M	L	Comments	
Protection of the environment						
1	Geology & Biodiversity	0	0	0	The Southern area of these sites are adjacent to the Green Corridors so impact on species and habitat will need to be mitigated against	
2	Flood Risk :-	0	0	0	Part of site 24 is within the floodplain. 25 is not located within the floodplain and site 26 is slightly affected by the floodplain. Site 26 is subject to a granted planning permission of 280 houses (approx) which suggests any flood impact can be mitigated against.	
3	Air :-	?	?	?	The impact of the overall development quantum's in the Town Centre has already been assessed, the impact on a site basis not known.	
4	Landscape :-	0	0	0	Site falls outside of the historic area of the Town Centre. Appropriate development coming forward here would represent a suitable extension to the built character of the Town Centre	
5	Climate Change:	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy. The overall climatic impact has already been assessed, unknown on a site basis.	
6	Water :-	?	?	?	Development coming forward in the Town Centre will need to conform to policy CS10 of the Core Strategy which encourages development that reduce the consumption of portable water and encourage the recycling of rainwater.	

Appendix F - Site Appraisal continued

Social Progress					
7	Places :	++	++	++	The proposed learning campus (site 25), which will include approximately 24,000 sqm of educational use, has planning permission. This will be a key community facility for the evolving Town Centre
8	Housing :	+	+	+	This area has planning permission for a range of flatted accommodation and will deliver a proportion of affordable housing.
9	Quality of Life :	+	+	+	Well designed, development with attractive public realm, offers an attractive and safe environment. The range of uses also offers surveillance during the day and evening.
10	Heritage :-	0	0	0	Outside the historic area of the Town Centre so unlikely to enhance the character or heritage of the Town centre.
11	Access to Services	++	++	++	Site 25 will deliver the Learning Campus, a key educational and learning facility for the Town Centre
Prudent use of natural resources					
12	Land use : - .	++	++	++	Will prioritise development on a largely underdeveloped Brownfield area of the Town Centre, in close proximity to the Town Centre core area and the Stations
13	Resources :-	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure the increase in renewable and recycled materials in buildings.
14	Waste : -	?	?	?	Development coming forward in the Town Centre will need to conform to Policy CS10 of the Core Strategy, which should ensure an increase in the reduction, re-use and recycling and recovery of waste.
Sustainable economic growth					
15	Balance :	+	+	+	The learning campus will help improve the skills base of the local population and will provide a balance to the levels of houses coming forward in the Town

Appendix F - Site Appraisal continued

16	Employment :-	0	0	+	This area is unlikely to generate significant levels of jobs in the Town Centre. However the Learning Campus will improve the skills base of the local population in the longer term which should help provide a stronger local workforce.
17	Vitality :-	0	+	+	The Learning Campus will improve the economic performance of the Town Centre by encouraging a range of different people into the Town Centre, including a student population
18	Variety :-	+	+	+	Scope for a range of business premises to come forward along Victoria Way and possibly associations existing with the Learning Campus
Transport					
19	Travel :-	-	-	-	Development in this area will increase traffic movements by car, but this should be balanced against its proximity with the Stations and its accessible location within the Town Centre
20	Transport	+	+	+	Development here is within the Town Centre and as such is within easy walking distance from a range of public transport uses, including the Stations.