

## Tenterden and Rural Sites Development Plan Document Proposed Changes by Ashford Borough Council to WYE3 and supporting text

### Comments by Wye with Hinxhill Parish Council and Wye Future Group

#### Policy WYE3 supporting text: paragraph 6.97

(i)	<p><b>Ashford Borough Council proposed change: Amend first sentence of paragraph 6.97</b></p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"><p>Whilst it is understood that some initial marketing <u>based on the part of the campus west of Olantigh Road</u> has been carried out by Imperial College, the options for the College's future use remains uncertain.</p></div> <p><b>Comments by Wye with Hinxhill Parish Council and Wye Future Group</b></p> <p>We <b>support</b> the proposed change as it establishes the fact that Imperial College has yet to undertake a full and comprehensive marketing exercise for the whole of the Wye Campus, covered by WYE 3, including the Withersdane Campus.</p>
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#### Policy WYE3 supporting text: paragraph 6.98

(ii)	<p><b>Ashford Borough Council proposed change: Delete paragraph 6.98 and replace text</b></p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"><p>Given the strategic issues involved and the level of uncertainty that exists a precautionary approach is justified. It is therefore proposed that the issue should be fully reviewed and reassessed and should inform the first review of the Core Strategy which must be adopted before the end of 2014. By this time it should be clear whether a long term primarily educational use will be viable or not.</p></div> <p><b>Comments by Wye with Hinxhill Parish Council and Wye Future Group</b></p> <p>We <b>support</b> the proposed change as it provides some flexibility for the reassessment of the issue to be carried out before the first review of the Core Strategy. We also support the removal the reference to the review of this DPD by 2016. The Parish Council and Wye Future Group continue to support an early review of the policy. References to 2016 could perpetuate an unacceptable delay.</p>
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**Policy WYE3 supporting text: paragraph 6.99**

(iii)

**Ashford Borough Council proposed change:  
Amend paragraph 6.99**

**Comments by Wye with Hinxhill Parish Council and Wye Future Group**

**In general we support** the proposed changes. However, **we recommend additional changes** as follows:

- We recommend that wording is added to ensure that the marketing exercise is based on commercially realistic terms and is approved, prior to commencement, by the Borough Council, advised by independent and qualified outside experts familiar with the world of education and related research and business. This is to reflect our response to the publication version of the DPD at regulation 27 stage.
- We recommend that wording is added to introduce an intermediate stage, between the end of the essentially practical marketing exercise and the investigation of alternative uses. This intermediate stage assumes that the marketing exercise fails to produce a set of educational or related research and/or business uses for the WYE3 area as a whole. It should comprise a thorough assessment to demonstrate the fundamental non-viability of such uses (on the part of any educational or related research or business institution, including the owner) and a justification for the consideration of other uses and should be subject to independent scrutiny. This is to reflect our response to the publication version of the DPD at regulation 27 stage.
- We recommend the removal of the reference to a development brief. All other references in the policy and supporting text are to a masterplanning approach. A masterplanning approach to this important strategic site is in accordance with the approach set out in PPS12 (paragraph 4.7).
- We recommend removal of references to producing an SPD. We consider that it is inappropriate to determine matters of principle as to appropriate alternative uses and matters of quantum through an SPD as these matters should be determined through the statutory development plan. SPDs should only be used to provide greater detail on existing DPD policies (PPS12 para. 6.1). Whilst we support the references to the process involving the full input of the local community, we consider that the process should not seek to avoid the need for independent examination. This is particularly important should it prove difficult to achieve complete consensus on appropriate alternative uses and matters of quantum during the masterplanning process.

We recommend minor word changes to clarify the text. Our recommended wording of paragraph 6.99 (comprising the 'proposed changes' text with our recommended amendments highlighted) is as follows:

Paragraph 6.99

In the interim, the opportunity should be taken by Imperial College to fully explore the opportunities that might arise for this attractive and historic campus with a view to retaining a high quality primarily educational facility if possible. An innovative approach to exploring options is needed, working with the Borough Council and the local community. This process should commence through a comprehensive and active marketing exercise of the whole area contained within policy WYE3 focused on the re-use of any or all of this area for educational and/or related research and business uses and student/delegate accommodation. Such an exercise shall include direct approaches to a wide range of educational and research institutions, including private sector businesses, and be undertaken on reasonable terms for a continuous period of at least 6 months. This marketing exercise will be submitted to and be approved by the Borough Council, advised by independent and qualified outside experts, before commencement. If following a full marketing campaign targeting educational and related uses, no interest in the WYE3 area as a whole emerges that is acceptable to the owner, then the owner will undertake a thorough viability assessment of all of the WYE3 area. This assessment will be subject to independent scrutiny by experts to be appointed by the Borough Council. If, through this exercise, alternative uses are justified in whole or in part, then a masterplan / ~~development~~ ~~brief~~ should be prepared to look comprehensively at the constraints and opportunities, including the heritage importance of the Wye College site. The aim should be to generate a suitable long term land use and development strategy that helps to generate confidence locally about the quality and nature of the proposals whilst being commercially sound. This should be based around establishing a mix of ~~appropriate~~ appropriate uses within the WYE3 area and identifying the scale, design and location of particular buildings and uses. Masterplanning of this area should be carried out inclusively with the full input of the local community and relevant stakeholders through a process to be agreed by the Borough and Parish Councils. It may be that this process produces robust proposals that are widely supported in the local community before the adoption of the Core Strategy review in 2014, thus enabling more significant development or re-development of the campus to be brought forward earlier. In these circumstances, the Council shall formally review policy WYE3 to reflect these changed circumstances through the DPD process. ~~or seek to adopt the agreed masterplan as SPD to the existing policy following full public consultation, whichever is more appropriate.~~

**Policy WYE3**

(iv)	<p><b>Ashford Borough Council proposed change: Delete Policy WYE3 and replace with a revised Policy WYE3:-</b></p> <p><b>Comments by Wye with Hinxhill Parish Council and Wye Future Group</b></p> <p><b>In general we support</b> the proposed change. However, <b>we recommend additional changes</b> as follows:</p> <ul style="list-style-type: none"><li>• We recommend additional changes to reflect our responses to the proposed changes to supporting text (see above).</li></ul> <p>Our recommended wording of Policy WYE3 (comprising the 'proposed changes' text with our recommended amendments highlighted) is as follows:</p> <p><u>WYE3</u></p> <p>The long term future of the buildings, facilities and land at Imperial College campus in Wye (as shown on the Proposals Map as WYE3) shall be the subject of an active and comprehensive marketing campaign for educational and related research and business uses for a minimum continuous period of 6 months with the aim of securing a future for such uses on all or part of the campus.</p> <p>If the marketing campaign <u>and subsequent viability assessment</u> demonstrates that such uses are not possible on <u>the WYE3 area as a whole, or are possible on only part of it</u>, then a masterplanning exercise encompassing <u>all the whole</u> of the WYE3 area shall be undertaken in order to establish the nature, scale, location and mix of any alternative uses to deliver a high quality, mixed use development. This exercise should inform the first review of the Core Strategy to be adopted prior to the end of 2014 or, alternatively, <u>an earlier</u> formal review of this policy <u>through the DPD process, or the adoption of a SPD based on the agreed masterplan.</u></p> <p>In the meantime.....(as per proposed changes)</p>
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