



Victoria Road, Ashford Development Brief

Ashford Borough Council

March 2001



Supplementary Planning Guidance
to the Ashford Borough Local Plan

SPG4

Site Context

Victoria Road,
Ashford

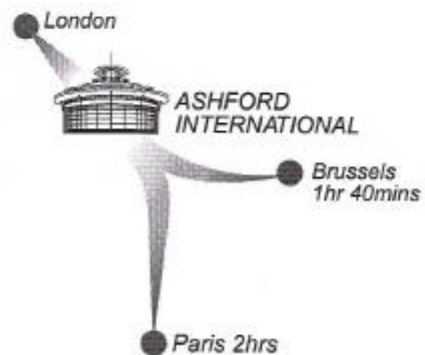


ASHFORD CENTRAL

Site Location

Victoria Road,
Ashford

- Direct pedestrian access to Stations
- Direct dual carriageway access to M20 J10
- 13 miles to Channel Tunnel
- 500 metres from town centre
- 500 metres from Designer Outlet Village





Victoria Road Development Brief

Supplementary Planning Guidance to the Ashford Borough Local Plan



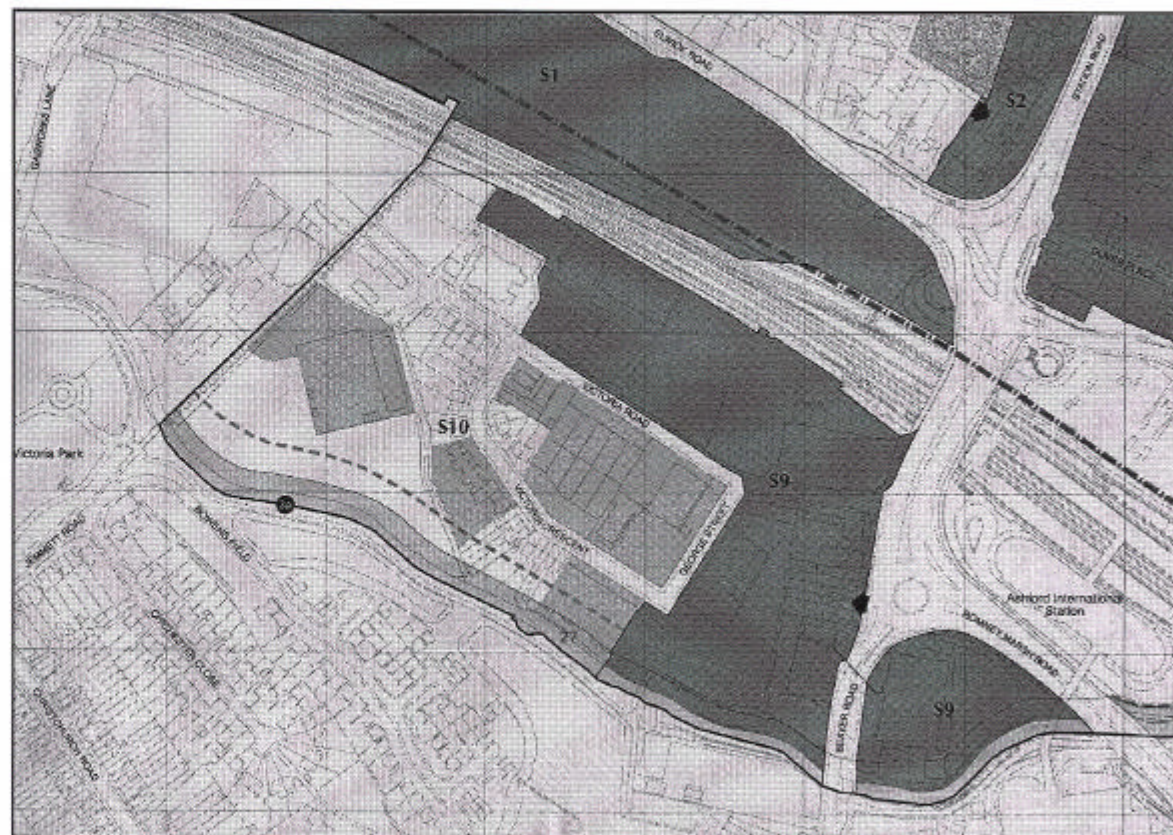
I Introduction

I.1 The Victoria Road site is an important development site opposite the town's International Passenger Station. Two Local Plan policies apply to this site (S9 and S10). In addition part of the site is within the town's 'employment core' (policy ET3) where high-density employment uses are encouraged. The site areas are shown on the following extract from the Proposals Map.

I.2 This development brief has been prepared for this site for the following reasons:

- Clear design guidance is required to reflect the site's important location and the sensitive relationships between proposed and existing uses (including a residential area and a primary school);
- The site is in a number of different ownerships and uses, meaning that it is likely that the site will be developed in phases, and each one will need to be planned with the wider development of the site firmly in mind;
- The site is important within the development strategy of the town as a whole. The uses and function of the site, including access for pedestrians and cyclists into and through the area, will need to relate to the wider local plan strategy and ensure that the best use is made of the site;
- The form of the development and its timing will need to take into account a number of issues, including the policies included in the Borough Local Plan, a Compulsory Purchase Order, a Road Closure Order, the construction of the Channel Tunnel Rail Link and the construction of an underpass linking the site to the International Passenger Station.

Figure I: Ashford Borough Local Plan Proposals Map Extract



2 Context

2.1 Ashford is identified as an investment centre within the Kent Structure Plan. In its draft Regional Planning Guidance, the Government has identified Ashford as one of only three potential growth areas in South East England. The opportunities for the town are based, largely, on the excellent road and rail links that the town has and the opportunities for sustainable economic growth associated with the current and planned transport infrastructure.

2.2 The policies and aspirations for the Victoria Road area have been developed in a number of different stages during the past few years. In 1995 the site (with 8 others) was considered as part of the Ashford Development Opportunities Study. This examined the potential for the area in relation to the opening of the Ashford International Passenger Station and how the site should contribute to the development strategy for the town. This work fed directly into the preparation of the Borough Local Plan.

2.3 In 1996, as part of the Government's "Quality in Town and Country" initiative, the Council was successful in putting forward the Victoria Road area as one of a series of national demonstration projects to encourage quality mixed use development. With the funding awarded by the Government, the Victoria Road area was considered in more detail. The commercial opportunities were looked at and a design framework for a mixed-use development was drawn up. This work, which culminated in a design masterplan (see figure 2), involved the local community, including residents of the area and children from the Victoria Road school. This work also fed into the Borough Local Plan and in particular the requirements set out in policies S9 and S10.

2.4 To promote the development of part of the site the Borough Council has an agreement with the South East England Development Agency. The purpose of this agreement is to assemble the site fronting Beaver Road in public ownership, and to remove the constraint to development that the multiple ownerships in the area

may represent. As part of the assembly process, the Borough Council submitted a Compulsory Purchase Order, which was confirmed in August 2000. In support of the CPO, outline planning permission was granted for the mixed-use development (appendix 5). With the exception of the road access all matters in the application were 'reserved' for subsequent approval. However, illustrations were provided indicating how the proposed uses could be developed in line with the local plan policy. These illustrations were based on the design master plan drawn up with local people's help.

Both the illustrations included in this brief and in the outline planning permission show how the area could look and illustrate the principles that will need to be incorporated in the development proposals for the site. However, they are only illustrations and it may be possible for the principles to be applied in other, acceptable ways. The Council is looking to secure innovative design of a quality that a site of this importance demands.

Figure 2 on the next page is an illustrative masterplan showing how the area could look. This is purely illustrative and does not show the exact line of some constraints - for example the boundary of the flood plain.

3 Site details

3.1 The Victoria Road development site is directly linked to the stations, the major public transport node in the town, and it has a direct dual carriageway link to the M20 motorway. It is an important development site within Ashford and ideally placed to take advantage of the transport investment that has been made in the town. The site is also at a prominent entrance to the town both for people arriving by train and for people arriving from Junction 10 of the M20 Motorway. All of these points can clearly be seen from the annotated aerial photograph at the beginning of this development brief).

3.2 Any development proposed for this site will need to be able to demonstrate that it takes advantage of the opportunities that the location provides and that the

proposed development makes the best use of the land available. The Borough Council will resist uses or development densities that do not reflect the strategic importance of this site adjoining such an important transport node. This applies to both the commercial and residential elements of the development proposal and requires an urban density of development allied to high quality design of both buildings and the spaces around them.

3.3 The site provides an important area of transition within the town. To the north of the area, across the domestic rail lines and Channel Tunnel Rail Link, is the town centre. To the south of the site is Victoria Park and the large residential area of South Ashford. To the west of the site is an area proposed for employment development (Policy area S12). Vehicle access to this area will be via the Leacon Road industrial estate. To the east of the site is the International Passenger Station and a further 500 metres on is the BAA / McArthur Glen Designer Outlet Village. Both the land uses proposed and the design approach to the site will need to take into account this context.

3.4 The site includes a well-established residential community, a school and a number of commercial units, however the environment of the area is poor and these uses do not sit comfortably together. One of the main requirements for redeveloping the Victoria Road area is to significantly improve the environment of the area, both as seen from the entrances to the town and for the residents, pedestrians and other users of the area.

3.5 The site abuts the river area and part is within the Great Stour river corridor. The area within the 100 year flood plain must be kept free from development.



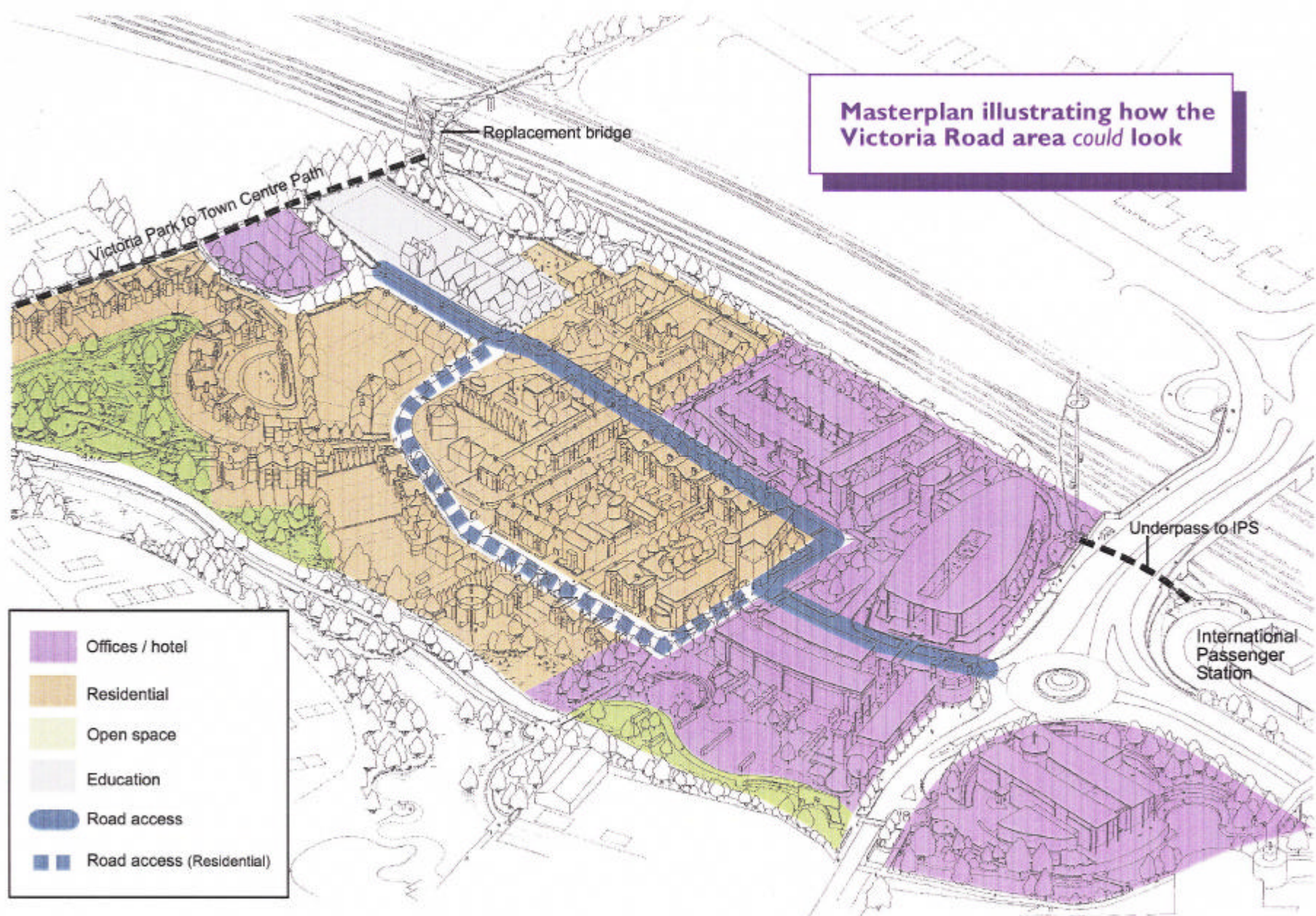
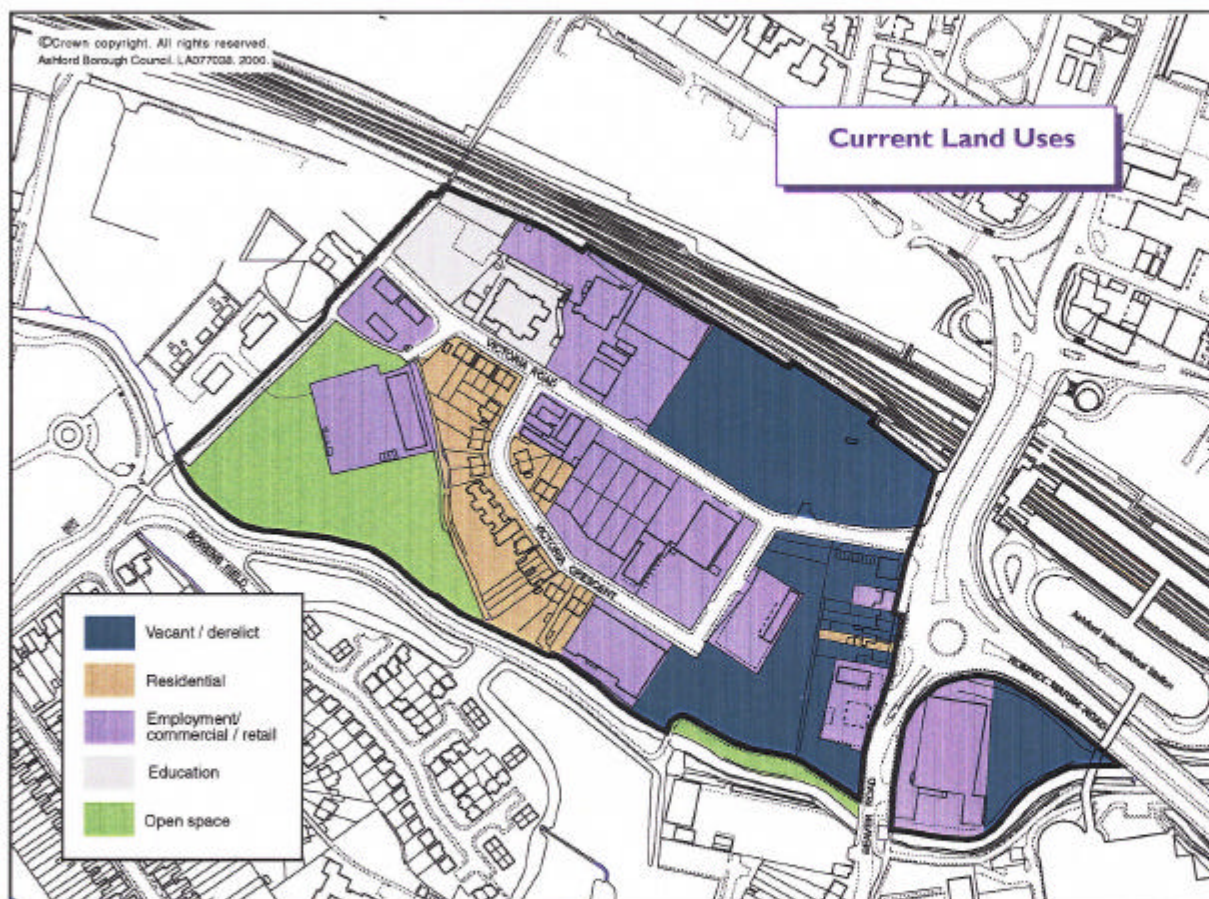


Figure 3: Current Land Uses



4 Land Uses

4.1 The land uses proposed for Victoria Road reflect the issues set out above. For the purpose of defining appropriate land uses the Victoria Road area is divided into two policy areas (see figure 1 - the extract from the Borough Local Plan Proposals Map).

4.2 Policy area S9

- This site is suitable for a mix of uses that are appropriate for a location next to a major transport node as well as a site near to the town centre. In particular these could include a hotel/conference centre, offices, associated leisure uses and related car parking. Significant retailing would not be appropriate as the site is some distance from the established retailing centre and there are other more appropriate development sites in or at the edge of the town centre. An element of residential development would be appropriate, either as part of an overall mixed-use scheme or adjacent to the residential development proposed a part of policy S10.
- The Borough Council considers that the Hotel/ Conference facilities should form a major part of the S9 proposal. Commercial advice has indicated that the market opportunity exists at this location for a major business class hotel. This use will be able to take advantage of the international and domestic transport connections that the site provides, will provide a range of hotel and business services that are not available within the town centre and that will support the economic growth of the area. The hotel also provides the opportunity to create a landmark building at this important entrance to the town. An underpass is currently being built between the northern part of the site and the International Passenger Station. This direct link makes the northern part of the site the most appropriate area for the hotel with immediate, level access to the stations.

- The southern part of site S9 is suitable for offices or a mix of other uses including residential, alternatively it could be suitable for an associated different standard hotel. The area of land to the east of the Beaver Road is suitable for a stand-alone office / commercial development. Both sites benefit from a riverside setting which will need to be enhanced to form an integral part of the development proposals.

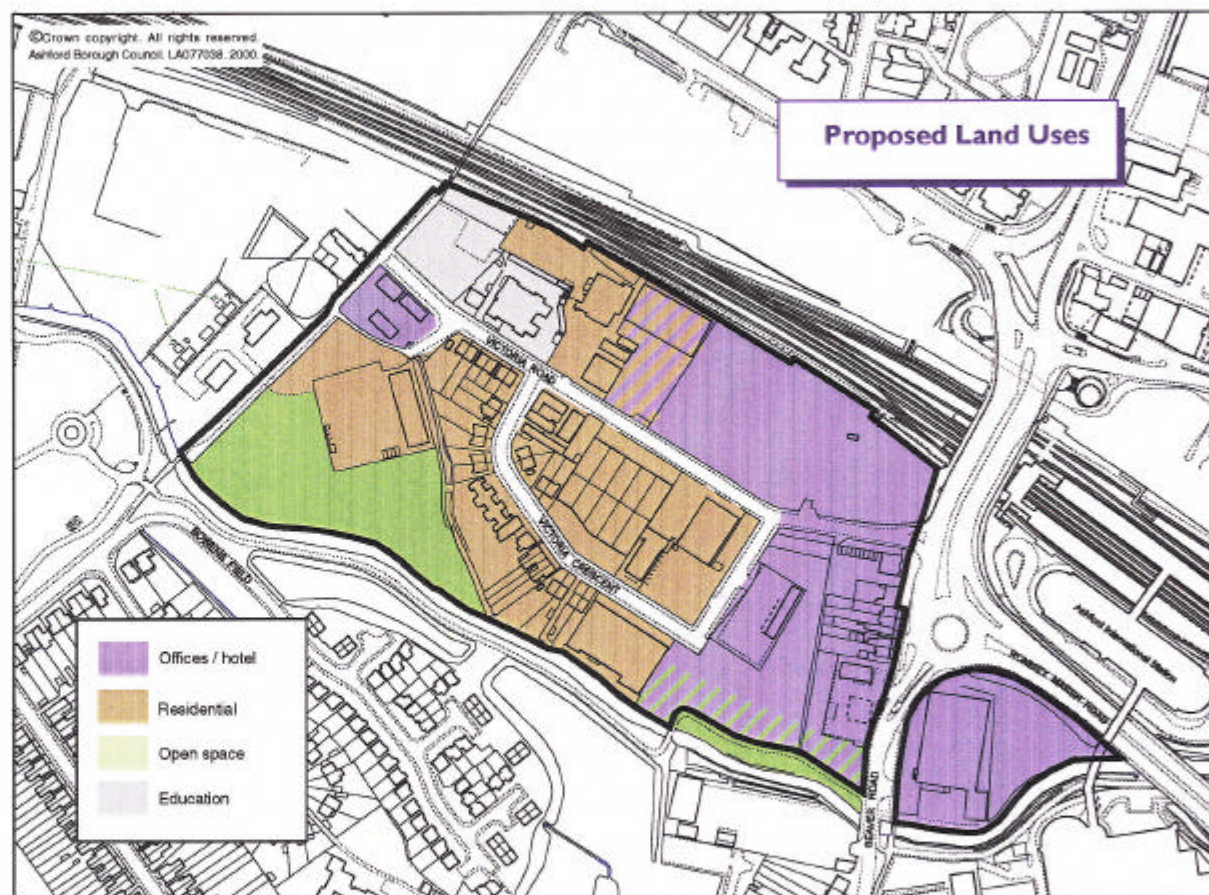
4.3 Policy area S10

- This site is further from the stations. Residential uses are proposed in this area at relatively high densities (but **not** high-rise), consolidating the existing residential community and providing a complementary to the Victoria Road primary school, Victoria Park and housing area to the south of the site. Development here must bring with it improvements to the general environment – the street scene and landscaping. These improvements will be associated with traffic management measures to slow traffic and reduce conflict between pedestrians, cyclists and vehicles. The design character of this area should be one where pedestrians and cyclists are given priority over vehicle movement wherever possible.

4.4 Open space is required within both development sites. It is most appropriate for the open space to be within or adjacent to the river corridor. Open space uses and any landscaping proposals will need to be acceptable to the Borough Council and Environment Agency. For area S10, a small area of open space could be planned as focal point for the residential development.



Figure 4: Proposed Land Uses



5 Design Principles

5.1 The design approach will have to take into account the transitional nature of the site, the existing and surrounding land uses as well as the design opportunities that the location provides. The design approach being proposed for this site is illustrated with a design masterplan. This plan was developed with the participation of the local community as part of the former Department of the Environment's Urban Design Campaign. It is only illustrative showing the land uses, layout and approach to scale and massing that will need to be taken into account.

5.2 The main design requirement for site S9 is the need to create an attractive, pedestrian friendly and co-ordinated commercial development with a range of ground floor uses which generate pedestrian activity and interest, including eating and drinking places. It is envisaged that the density and scale of new development will be greatest in the north east of the site. Opposite the International Passenger Station a maximum of 4 or part five storey building may be acceptable, gradually decreasing to the south and west so that at the riverside and near to existing housing the development reflects this smaller scale.

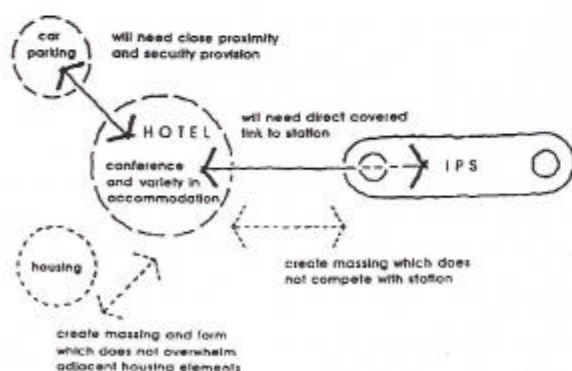
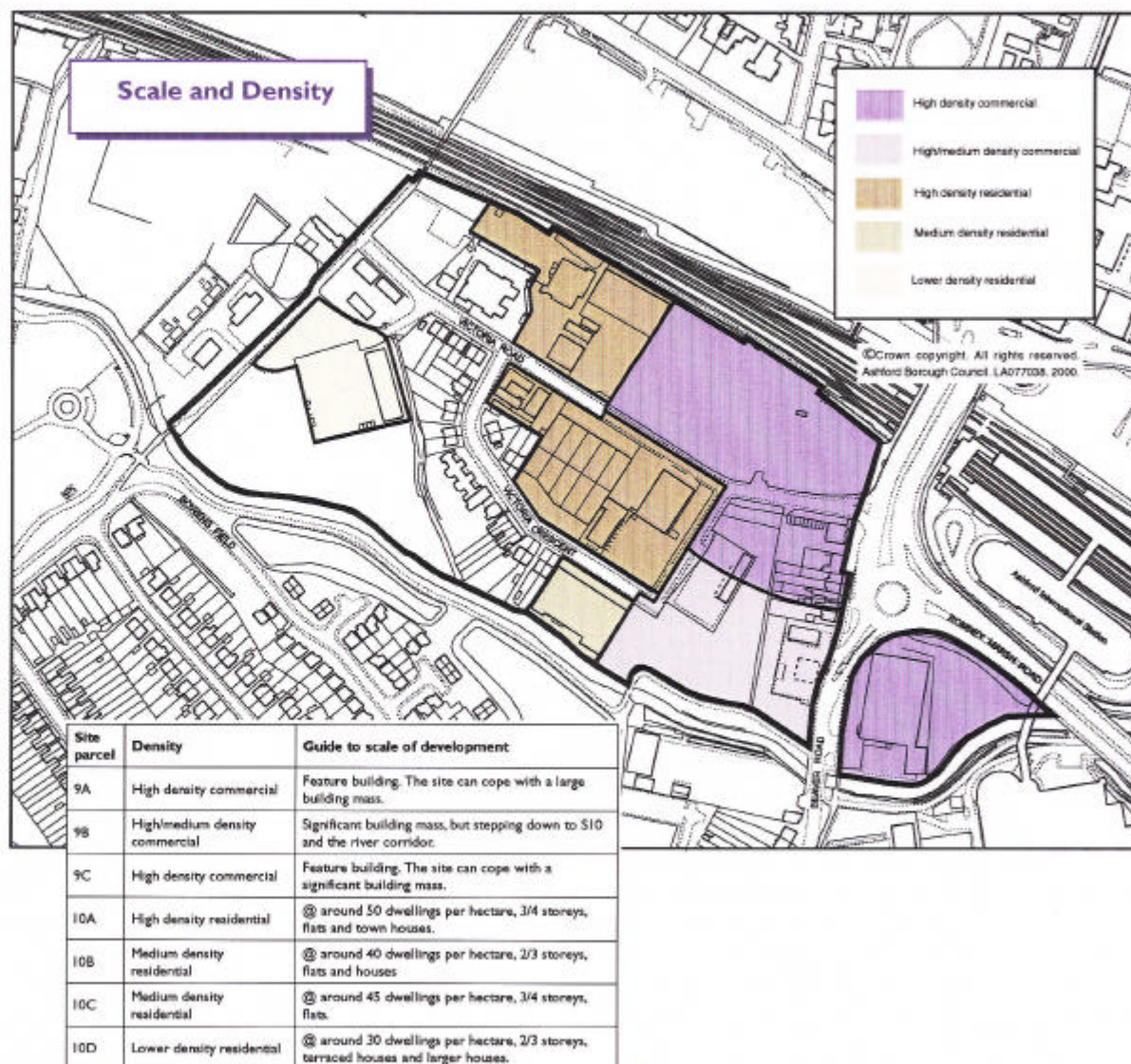


Figure 5: Diagram illustrating appropriate density and scale of development



5.3 The design of the proposed development along all of the road frontages will need to create an attractive entrance to the town as well as reflecting the standard and quality of design set by the International Passenger Station. The Council wants to encourage innovation in design and, within the broad parameters set by this brief, invites architects and designers to come up with exciting proposals that will grace this site. There will be considerable consultation on the designs submitted both with the general public and others interested in design – for example, the Commission for Architecture and the Built Environment.

5.4 Careful design of spaces around buildings, planting and hard landscaping (including public art) is needed to achieve a sensitive transition as one moves from the commercial environment at the eastern end of Victoria Road into the predominantly residential environment to the west. The treatment given to the site's northern boundary is important from the point of rail passengers entering and leaving Ashford. A well planted area could help to screen car parking and if this were incorporated into an earth bank some noise attenuation from the railway line could be achieved. The opportunity would also exist to provide a footpath along the bank linking the Beaver Road Bridge (IPS subway) and the pedestrian bridge at the western end of Victoria Road. This link is a key part of any scheme although the exact way in which it can best be achieved is clearly negotiable.

5.5 Diagram 5, and its table, translates the broad approach to scale and massing into an indication of the density of development that may be appropriate. This fits in with the illustrative design masterplan. The density guidance will clearly need to be related to the size of units created – a high proportion of smaller units would suggest a higher density in terms of dwellings per hectare.

6 Connections

6.1 The area is important in providing a link between different parts of the town, including the International and domestic stations, Victoria Park, south Ashford and the town centre.

6.2 Three of the most important links into the area are under construction or have been completed. The pedestrian route between the site and Victoria Park has been upgraded. This route continues towards the town centre over the railway lines and Channel Tunnel Rail Link. A new pedestrian and cycle bridge is currently being built as part of the Channel Tunnel Rail Link works and this will be completed by the end of 2001. This bridge will make this route both more attractive and easier to use.

6.3 The provision of the underpass, linking the development site to the stations is a requirement contained in policy S9 of the Borough Local Plan. The construction work is underway and will be completed to a shell finish early in 2002. This work has been funded by the Borough Council, South East England Development agency and Kent County Council. Fitting out the shell, connecting it to the development site and providing a route through the site is a requirement that will have to be met as part of the development. Reserved matters for completing the subway to an adoptable standard have been approved by the Borough Council (appendix 4). The adoption of the underpass will require the agreement of a third party landowner and the agreement of the highway authority.

6.4 The proposed development will need to provide for the links through the site and in particular from the stations (via the underpass) to Victoria Park and the town centre. This requirement is shown as desire lines on the connection diagram. The exact route will need to be worked up as part of any detailed development proposal. See *Figure 6 overleaf*.

Road access

6.5 The scale of the development proposed for sites S9 and S10 requires the diversion of Victoria Road to link directly onto the Beaver Road roundabout. A small quantity of residential development would be allowed before the diversion. (Site policy S10 allows 40 units of which 13 have already been completed.)

6.6 The Borough Council submitted a Road Closure Order to the Government Office for the South East in the summer of 1999 (in support of the Compulsory

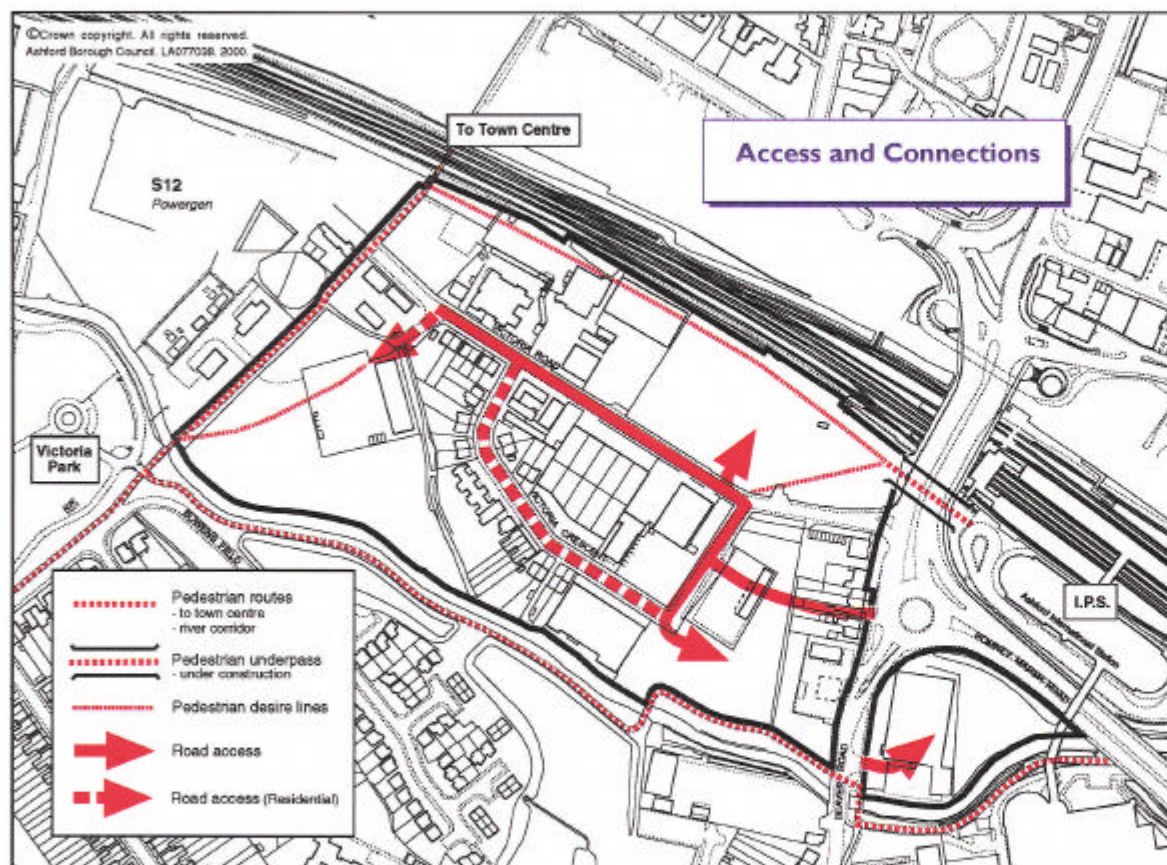
Purchase Order that has now been confirmed). However, because of delays outside the Council's control the two orders became detached and the RCO Inquiry has been delayed until December 2000.

6.7 The road access from the Beaver Road roundabout into the site has been designed in detail and has been granted planning permission as part of the Hotel and Commercial proposal. The remaining part of the road layout, linking to George Street and the existing part of Victoria Road has been designed, in plan, to an adoptable standard (appendix 3). The road designs shown within this brief take into account the constraints present at the Beaver Road roundabout and illustrate a layout which could be developed using the Road Closure Order that has been submitted. It may be possible for alternative layouts to be devised within the site. However, if they varied greatly from the current design a new Order may be necessary.

6.8 Within the site, development proposals will need to plan for the creation of two categories of road. Access from the roundabout to George Street and Victoria Road will need to be suitable for commercial traffic. Following the completion of the development Victoria Crescent will only need to be suitable for residential traffic. Traffic calming and other design tools should be used to within the residential area. There is a significant opportunity for the redevelopment of the area to improve the environmental quality of the existing roads and pavements within the area. This could include planting, a reduction in the existing road width, new street furniture and attractive and varied surfacing. The road access from the Beaver Road roundabout into Victoria Road has been designed to accommodate access for heavy load and retains a vehicle access linking Victoria Road with Seaboard's operational site.

6.9 The importance of the footpath linking Victoria Park to the town centre is such that the redevelopment of site S12 (former Powergen site) will need to take place without access being available from Victoria Road. This route cannot be completely closed because a private right of way exists between Gas Works Lane and Victoria Road and an emergency access is likely to be required when the site is redeveloped.

Figure 6: Connections



7 River corridor and open space

7.1 The Southern boundary of the site is defined by the Great Stour River. The area of the site nearest the river is within the Green Corridor (BLP Policies EN13 and EN14). It is the intention of these policies to protect and enhance these areas in terms of their appearance, nature conservation and leisure value. The developable areas adjacent to the Green Corridor will be expected to make a positive contribution to the function and amenity value of the corridor. The Great Stour river is identified as a Site of Nature Conservation interest. This is a local designation which adds weight to the importance of protecting and enhancing this interest. These sites are covered by policy EN30 of the Borough Local Plan.

7.2 The development of site S9 will be expected to provide some open space next to the river corridor separating the pedestrian and cycle route within the corridor from the built development. This area will need to be well landscaped. The open area within S10 provides an important break between the development site, the river corridor and Victoria Park. Housing development within area S10 will need to make provision for the improvement of the appearance and nature conservation value of this area.

7.3 The existing open area within development site S10 and adjacent to the river in S10 is within the 100 year flood plain. **No built development will be acceptable within these areas and proposals for open space uses and landscaping will need to be acceptable to the Borough Council and Environment Agency.**

7.4 The Great Stour River is designated a 'main river' under the jurisdiction of the Environment Agency for the purpose of its drainage functions. The written consent of the Agency is required under the Water Resources Act 1991 and associated Bylaws prior to the carrying out of any works in, over or under the channel of the watercourse or on the banks within eight metres of the top of the bank, or within eight metres of the landward toe of any flood defence, where one exists. For maintenance reasons the Agency will not normally consent to works which obstruct the 8 metre Bylaw margin.

8 Site levels and ground conditions (contamination)

8.1 A detailed levels survey has been completed for site S9, the results of which are available for to any potential developer from the Borough Council's Planning Policy Unit.

8.2 Contamination surveys have also been carried out for those parts of area S9 that have been cleared. These surveys have not indicated any problems that would constrain the type of development proposed. The surveys are available for inspection from the Planning Policy Unit. Potential developers of the site should confirm the ground conditions to their own satisfaction.

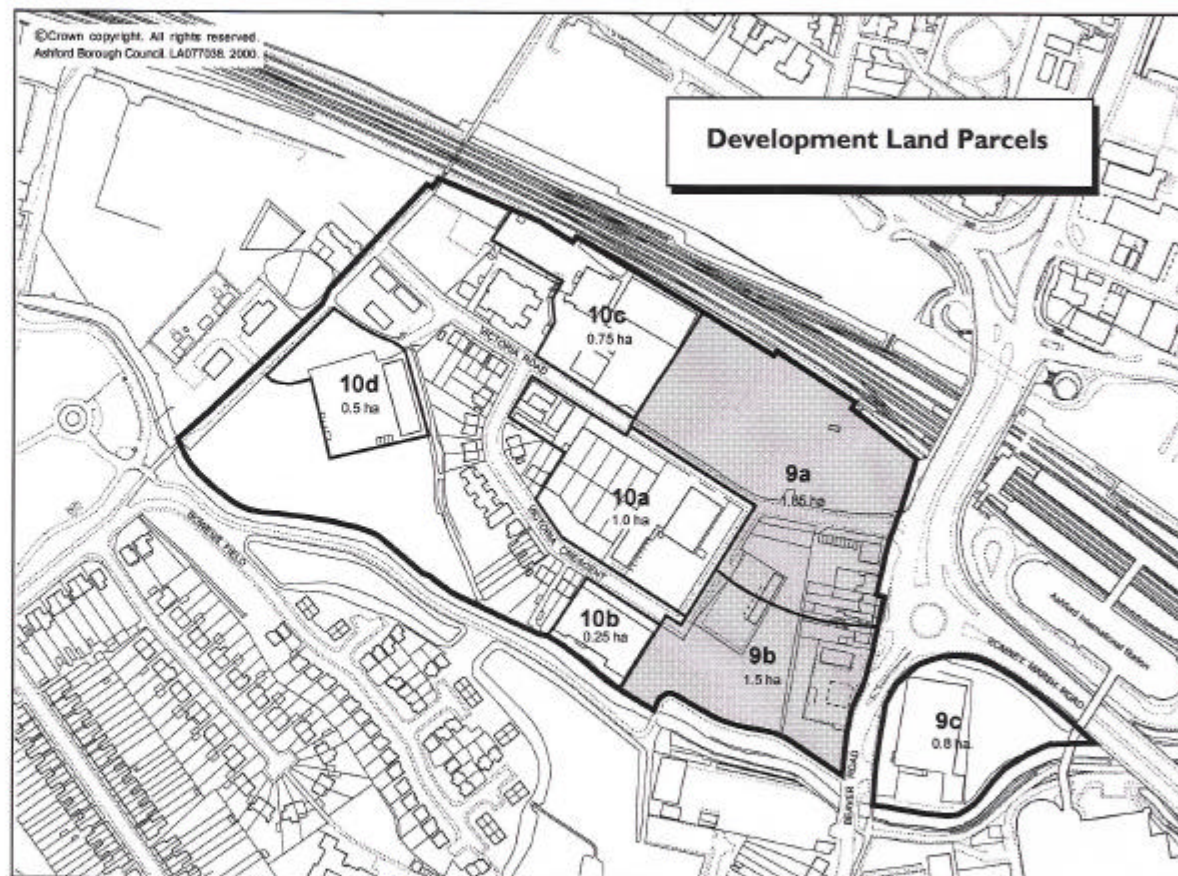
9 Implementation and phasing

9.1 There are two absolute constraints that will affect the phasing of elements of the development of sites S9 and S10 - the construction of the Channel Tunnel Rail Link and the need to provide the Victoria Road diversion.

9.2 Part of parcel 9a is currently being used by Rail Link Engineering as a works site for the construction of the Channel Tunnel Rail Link and the IPS to Victoria Road underpass. Both of these pieces of work have the same timescale and should be completed by January 2002. The development of this part of the development site cannot commence until this work has been completed.

9.3 The occupation of site S10 (beyond 40 houses allowed by the local plan policy) and that part of site S9 served form Victoria Road, cannot take place before the Victoria Road diversion is in place. The closure of part of Victoria Road and its replacement is covered by a Road Closure Order. The Road Closure Order was made by the Secretary of State on 26th April 2001.

Figure 7: Land Parcels



9.4 The provision of the new access road is a requirement of both policies S9 and S10. However, in terms of phasing, it is likely that the development of S9 will take place earlier and, therefore, the requirement will fall on this part of the development brief site. This is a fair and logical situation as the development of site S9 is likely to generate the need for the diversion on its own and the development of parcel 9a and 9b cannot take place with Victoria Road in its existing alignment.

9.5 The implementation of a large part of site S9 (parcels 9a and 9b) is being promoted by the Borough Council and the South East England Development Agency (SEEDA). Land assembly is currently taking place and over 80% of the land has now been acquired. A Compulsory Purchase Order covering the majority of these parcels has recently been confirmed by the Secretary of State (appendix 2). This enables the acquisition of the remainder of this area and has removed the major constraint which has prevented the redevelopment of the Beaver Road frontage. It is envisaged that the development of this part of the site will take place prior to the opening of the first part of the Channel Tunnel Rail Link. The Rail link should be operational towards the end of 2003.

9.6 It needs to be noted that neither the Petrol Filling Station nor a small strip of land adjacent to the railway are included within the Order Land. Although the redevelopment of the filling station would be acceptable in policy terms the Borough Council and SEEDA are not promoting its redevelopment. The land adjacent to the Railway is owned by Railtrack and needs to be retained for operational reasons.

9.7 Parcel 9c can be developed separately from the remainder of the area covered by the development brief. A separate access to this site will be from Beaver Road. Parcel 9c is within two ownerships. The redevelopment of this site will require these ownerships to be combined.

9.8 Policy area S10 is likely to be redeveloped in a more ad-hoc basis. All of the parcels proposed for redevelopment are currently in commercial uses. The redevelopment of these uses will depend upon the

aspirations of the landowners/occupiers and the developing market for urban housing within Ashford. One of the sites suggested for residential redevelopment has already been completed, providing 13 flats and houses within the area.

10 Noise

10.1 There are two sources of noise that will need to be considered within development proposals for the area - the railway to the north of the site and the electricity transformer to the west of the site. The layout and design of the development parcels nearest these noise sources should aim to reduce the noise impact across the whole site, and minimise the noise impact on the development itself. Development proposals adjacent to the railway line should investigate the possibility of reducing the noise impact with a barrier. This could involve a landscaped bund which could also provide a pedestrian link.

11 Next Steps

11.1 Perhaps the most important aspect of the development of sites S9 and S10 is that all individual proposals should be comprehensive and well co-ordinated. Proposals for individual parts of the site must not prejudice the achievement of a high quality mixed use scheme over the whole site.

11.2 The Borough Council considers that this can be achieved through the implementation of the policies included in the Borough Local Plan and by taking on board the principles and advice contained in this development brief.

11.3 The development of large parts of the site will require the co-operation and agreement of the different land owners within the area and of different developers who may become involved. The Council will encourage potential developers to discuss their proposals with the Borough Council prior to any planning applications being made.

11.4 In the case of the part of site policy S9 being promoted by the Borough Council and SEEDA, the Borough Council will ensure that the policy and development brief requirements are met either through agreement with the chosen developer of the area, before the sale of the assembled site, or through a longer term involvement of the Council and SEEDA in the development project.

Appendices

1. Local Plan Policies
2. Map showing the CPO land
3. Detailed Road design and Road Closure Order Plan
4. Underpass design
5. Outline planning application decision letter

Appendix I

Ashford Borough Local Plan site policies S9 and S10

Site 8. Mace Lane

This site is very prominent on a main approach to the town centre. Development here will have to be of a high quality and improve the environment of this area. The site is proposed for employment development (Use Class B1). The Council will seek to secure proposals for the site which:

- a) present an attractive frontage to views from Mace Lane and the ring road;
- b) include attractive landscaping and planting along Mace Lane;
- c) retain the mature trees on the north western boundary of the site.

S8.1 Mace Lane rises towards this site making it very prominent for those approaching the town centre. Development here provides the opportunity to improve the environment of the area and emphasise the entrance to the town centre at this point. The design of the frontage along Mace Lane will be particularly important, and the building needs to sit comfortably on the sloping site and may help to screen some of the uninteresting buildings on the Mace Lane Industrial Estate.

S8.2 The site is unsuitable for residential use. Although the site is not within the town centre employment core, there is the opportunity in the circumstances here to provide a relatively small-scale office development of high quality design which responds to the demands of this site. Other employment uses may be suitable but a good quality building will be needed whatever the use. Planting and landscaping along the Mace Lane frontage should extend the tree line from the green corridor up Mace Lane and be designed to screen parking areas. Vehicle access will be from Mace Lane using the existing access at the southern end of the site.

Site 9. Land at Victoria Road

Land at Victoria Road is proposed for a mix of uses including a hotel/conference centre, offices, associated leisure uses and related car parking. The Council will seek to secure a development proposal, or set of proposals, which:

- a) demonstrates a comprehensive and well co-ordinated approach, if necessary in different phases, with a high standard of design which complements the International Passenger Station;
- b) creates an attractive town centre pedestrian environment with good links from the site's western to eastern boundaries and to the riverside for pedestrians and cyclists, including a mix of uses, interesting and welcoming public spaces and an attractive entrance frontage along Beaver Road;
- c) has a design (especially in terms of layout, building scale, height and detailing) which respects the riverside area, and the existing and proposed residential areas;
- d) makes a positive contribution to the green corridor in those parts of the site adjoining the river;
- e) provides a direct, covered pedestrian link to the International Passenger Station;
- f) provides direct vehicle access onto the Beaver Road roundabout prior to the occupation of any buildings on the site which are likely to generate, either singly or cumulatively, traffic in excess of existing levels;
- g) keeps the area of the site within the flood plain of the Great Ouse free from built development.

S9.1 This area is currently a mix of commercial, industrial and retailing uses. It is adjacent to the International Passenger Station and forms a key entrance to the town for people arriving by car and train. To the west of the site is an existing residential and business area and to the south is the River Ouse. Much of the area has now been cleared. The site slopes gently towards the river.

S9.2 The site is suitable for uses which attract a relatively large number of trips because of its proximity to public transport services. For this reason, the site is one of those identified as making up the town's employment core where office use is acceptable. A small element of residential development may be appropriate either as part of an overall mixed-use scheme or adjacent to the housing areas proposed as part of Policy S10. In line with advice received from

hotel consultants, a hotel/conference centre is proposed on land at the southern end of the Beaver Road bridge with direct pedestrian access - via a route under the approach to the Beaver Road bridge - to the International Station forecourt.

S9.3 The development of this area will need to reflect the high standard of design set by the International Passenger Station. The impression formed by people arriving by train or road at Ashford will be influenced very much by the quality of the environment on this very prominent site.

S9.4 The main design requirement for this site is the need to create an attractive, pedestrian friendly and co-ordinated commercial development with a range of ground floor uses, possibly including eating and drinking places. It is envisaged that the density and scale of new development will be greatest in the north east of the site, opposite the International Passenger Station, where a maximum of four and part five storey building may be acceptable, decreasing to the south and west - towards the school, proposed residential area and the riverside.

S9.5 Careful design of the spaces around buildings, planting and hard landscaping (including public art) is needed to achieve a sensitive transition as one moves from the commercial environment at the eastern end of Victoria Road into the predominantly residential environment to the west. The treatment given to the site's northern boundary is important from the point of view of rail passengers entering and leaving Ashford. A well planted area could help to screen car parking and if this were incorporated into an earth bank some noise attenuation from the railway line could be achieved. The opportunity would also exist to provide a footpath along the bank linking the Beaver Road bridge (IPS subway) and the pedestrian bridge at the western end of Victoria Road.

S9.6 The development of this area must make a positive contribution to the riverside. This will require an appropriate scale of development, landscaping and planting and the creation of an open area adjacent to the river. The open area could be part of the hotel proposal and could include a public terrace or garden.

S9.7 At present, development on this site is severely constrained by the restricted capacity of the junction of Victoria Road and Beaver Road. Redevelopment likely to generate any significant extra traffic (beyond that existing when the new road arrangements were approved) cannot proceed until a new access is provided onto the Beaver Road roundabout. The design of the access road to the site should differentiate between private residential area and the commercial area and car parking. If a link between the commercial and residential area is provided or if part of the road is shared, traffic calming and other design tools should be used to distinguish between the residential and commercial areas.

S9.8 This site is in a number of different ownerships and development is likely over a number of years. Any development of part of the site will need to complement the medium to long term development of the whole. A partnership approach to this site is being taken involving all relevant parties from the public and private sectors.

S9.9 This site requires a comprehensive and well co-ordinated proposal, or set of proposals, which can be brought forward in different phases as different parts of the site come forward. Proposals for individual parts of the site must not prejudice the achievement of a high quality mixed use scheme over the whole site. The complexity of this site suggests that the development brief approved by the Borough Council needs to be updated.

10. Victoria Road (West) and Victoria Crescent

This area is proposed for predominantly residential development to complement the established housing in the area. The Council will seek to secure a development proposal, or set of proposals, which:

- keeps the area of the site within the 100 year floodplain free from built development;
- makes a positive contribution to the riverside green corridor environment;
- helps create a well planned urban environment which provides attractive, well-landscaped pedestrian and cycle routes through the site, and views to and from the riverside and Victoria Park;
- creates a focus for the residential area in the form of a small public space;
- includes layouts and housing designs that help to reduce the impact of noise created by the electricity sub station and railway;

- retains a vehicular access linking Victoria Road with the SEEBBOARD land whilst it remains in operational use;
- secures the provision of the infrastructure listed below:

The importance of creating a coordinated development on this site, together with the land to the east, requires that a development brief will be needed, to be approved by the Borough Council.

INFRASTRUCTURE SOUGHT

Pedestrian/cycle link between Victoria Crescent and the bridge to Victoria Park

Direct vehicle access onto the Beaver Road roundabout

INDICATIVE TIMING

Prior to the substantial completion of residential development on the SEEBBOARD site

Before the completion of the 40th residential unit within the site as a whole.

S10.1 This is a mixed business and residential area including an unused site available for redevelopment. Existing residential property and the Victoria Road County Primary School buildings should be retained. Over time, it is likely that business uses may relocate and further land become available for development. The site is near to the town centre and the stations as well as Victoria Park.

S10.2 There is scope to consolidate the existing residential community and create a high quality, town centre residential environment. Design guidance for the site is well developed - the area has been studied as one of a number of national 'demonstration projects' under the Department of the Environment's 'Quality by Design Initiative'. The main design requirement for this site is to create carefully designed redevelopment which helps to 'knit together' new housing with the established residential community, to create an attractive area with a good pedestrian environment. Particular attention will need to be paid to the relationship between residential uses and the proposed commercial area to the north and east of the site.

S10.3 The residential development adjacent to the river corridor will need to provide imaginative and attractive riverside elevations, include works to protect the riverside habitat and appropriate landscaping. A small focal point is needed within the residential community - this could be in the form of a small, landscaped space with public art. The normal open space requirement will not be applied given the special circumstances of this site but this focal point will need to be funded jointly by residential development. Other uses related to the residential area (and neighbouring employment area) such as a shop may also be appropriate.

S10.4 The pedestrian links between this area the town centre, stations and Victoria Park are extremely important. These will need to be improved in line with the detailed proposals in the development brief. Any significant new development in this area requires a new vehicle access direct to the Beaver Road roundabout. This will involve demolition of property and land assembly. In view of the need to help improve the residential environment and generate confidence in the area, the Council considers that the highway objection should be overridden in the short term to enable some residential development to take place within this policy area. Residential development of up to 40 dwellings can therefore take place before the access improvement to the site must be provided.

S10.5 The existing footbridge over the railway will be rebuilt as part of the rail link construction. The replacement must provide both stepped and ramped access and be designed to be easy to use. The bridge must be both safe and attractive for users - as a major entrance feature to the town its visual design is of particular importance.

S10.6 This site has a number of well-established uses and is in a number of different ownerships. The development and redevelopment of this area is likely to occur over a number of years. Any development of part of the site will need to allow for the medium to long term development of the whole in line with an approved development brief. A partnership approach to this site is being taken involving relevant parties from the public and private sectors.

Site 11. South Park

South Park is proposed for sports/leisure uses to complement those provided at the Stour Centre. The Council will seek to secure proposals for the site which:

- are of a high quality of design appropriate to the prominent location in the green corridor and next to the stations;

Appendix 2

Map showing the CPO land



Map referred to in the Ashford Borough Council
(Victoria Road, Ashford) Compulsory Purchase Order 1999

Hammond Suddards Solicitors,
2 Park Lane,
Leeds LS3 1ES.

THE COMMON SEAL
OF THE ASHFORD
BOROUGH COUNCIL
was hereto
affixed in the
presence of:

Mayor *E. Mansoor*
Legal Services Manager



Scale: 1:1250



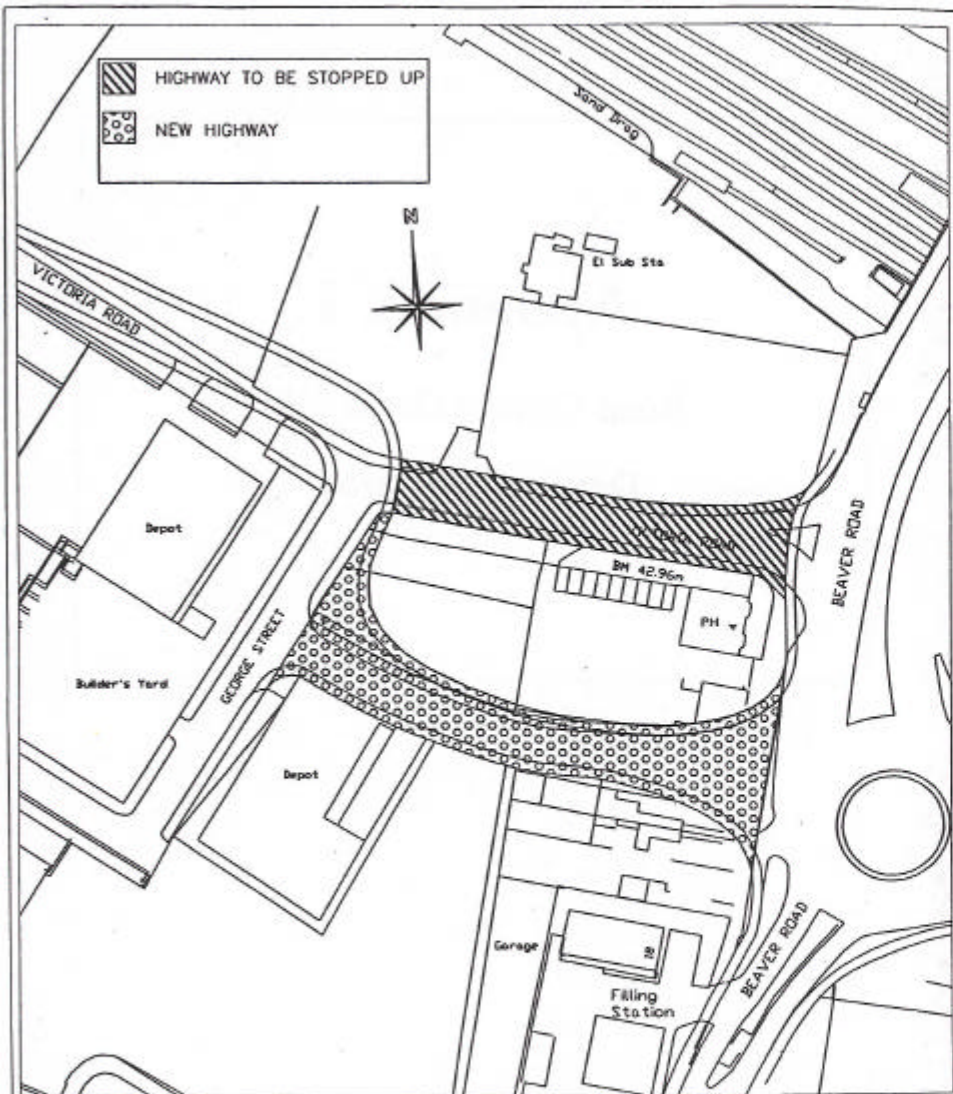
Date, April 1999
Drawing No. TB/99/16

14, 127

Appendix 3

Road Closure Order plan

Detailed road layout



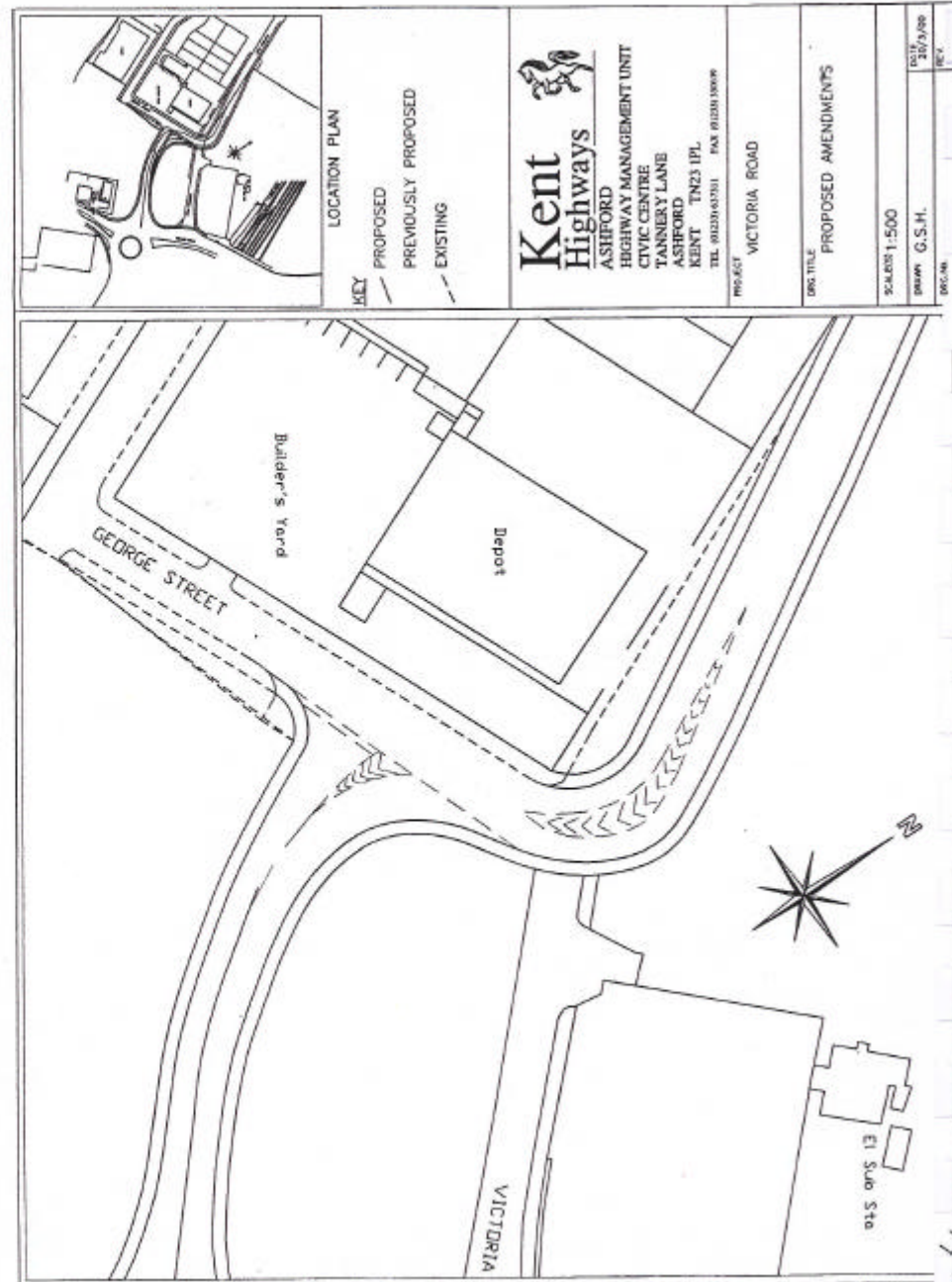
Kent Highways

ASHFORD
HIGHWAY MANAGEMENT UNIT
CIVIC CENTRE, TANNERY LANE
ASHFORD, KENT. TN23 1PL
TEL: (01233) 637311 FAX: 330639

PROJECT STOPPING UP OF HIGHWAY
VICTORIA ROAD, ASHFORD

DRAWING TITLE
ORIGINAL AND NEW LAYOUT

DRAWN	SCALE	DATE	DRAWING No.	REV.
G.S.H.	1:1000	4/12/00	G05E/029/001/ASHF/001	A



Kent Highways

ASHFORD
HIGHWAY MANAGEMENT UNIT
CIVIC CENTRE
TANNERY LANE
ASHFORD
KENT TN23 1PL
TEL: (01233) 637311 FAX: 330639

PROJECT
VICTORIA ROAD

DWG TITLE
PROPOSED AMENDMENTS

SCALE 1:500

DRAWN G.S.H.

DATE 20/3/00

REV.

Appendix 4

Victoria Road to Station underpass design

DIRECTORATE OF DEVELOPMENT SERVICES

John Jory
DIRECTOR

Peter Spiller Dip TP MRTPI - Development Implementation Manager

Town and Country Planning Act 1990 (as amended)
Town and Country Planning (General Permitted Development Order) 1995

APPLICATION FOR CONSENT REQUIRED BY CONDITION(S)

NOTICE OF CONSENT

APPLICATION ADDRESS:

Land Fronting Beaver Road and Victoria Road
Ashford

Please ask for: Martin Vink

Direct Dial: 01233 330249

Direct Fax: 01233 330682

E-mail address: martin.vink@ashford.gov.uk

Date: 21 July 1999

Application No: 98/1373/AS

The details set out in the letters dated

29th June and 14th July 1999

and accompanying plans or details listed
opposite are APPROVED

TT9907-07.DGN
Details of lighting and finishes

The conditions listed opposite as attached to
the decision relating to this application are
hereby complied with as far as the above
details are concerned.

4

Informative

1. The following conditions require the
submission of details: 1, 5, 6, 8, 10, 12, &
13.

2. You are reminded of the continuing
requirements of conditions: 2, 3, 4, 5, 6, 7,
8, 9, 10, 11, 12, & 13.

For Development Implementation Manager

Property Services Manager
Ashford Borough Council
(Ref: 04/274)



CIVIC CENTRE,
TANNERY LANE,
ASHFORD,
KENT TN231PL

(01233) 637311
Fax No (01233) 645654
DX 30204 Ashford (Kent)
Minicom service



DIRECTORATE OF DEVELOPMENT SERVICES

David Oates BEng CEng MICE
PROPERTY SERVICES MANAGER

Direct Line (01233) 330268
Direct Fax (01233) 330682
Ask For John Murray
Our Ref 04/274
Your Ref 98/1373/AS
Date 14 July 1999

Development Implementation Manager
Development Directorate
Civic Centre
Tannery Lane
Ashford
Kent TN24 1PL

Dear Sir

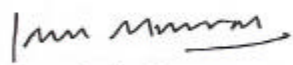
APPLICATION 98/1373 - Lighting and subway finishes.

To supplement my letter of 29th June 1999 I would like to provide additional information regarding the lighting and internal finish of the underpass.

1. Corner lighting will be provided within the subway to an adoptable standard.
2. The internal walls of the subway will be tiled. Concrete finishes will be treated with an anti-graffiti coating.

I hope that this information meets your requirements.

Yours faithfully


for Property Services Manager



CIVIC CENTRE,
TANNERY LANE,
ASHFORD,
KENT TN23 1PL
(01233) 637311
Fax No (01233) 645664
DX 30204 Ashford (Kent)
Minicom service



DIRECTORATE OF DEVELOPMENT SERVICES

David Oates BEng CEng MICE
PROPERTY SERVICES MANAGER

Direct Line (01233) 330268
Direct Fax (01233) 330682
Ask For John Murray
Our Ref 04/274
Your Ref 98/1373/AS
Date 29 June 1999

Development Implementation Manager
Development Directorate
Civic Centre
Tannery Lane
Ashford
Kent TN24 1PL

Dear Sir

APPLICATION 98/1373 - Approval of Subway Design.

In accordance with condition 4 relating to the above planning permission I submit the detailed subway design for approval. I attach a drawing setting out the general arrangement of the underpass.

The design of the subway has been approved by Kent County Council Highways and Railtrack (who have an interest in the bridge). In addition the subway has been designed to a standard that is capable of being adopted by the highways authority.

Initially the subway will be completed to shell form. The final fitting out will take place when the wider Victoria Road site is developed. The design of the necessary ramps and steps on the western side of the underpass will also be designed at this stage.

The finish of the bridge abutments will be in the same material as used on the existing bridge. The underpass structure will be contained within the existing bridge footprint.

As a temporary measure, until the fitting out takes place, the entrances will be closed with concrete block - with necessary air bricks and a small locked entrance.

I hope that this letter and the attached drawing provide you with the necessary information. Further details can be obtained from Simon Bandy.

Yours faithfully



Property Services Manager



CIVIC CENTRE,
TANNERY LANE,
ASHFORD,
KENT TN23 1PL
(01233) 637311
Fax No (01233) 645664
DX 30204 Ashford (Kent)
Minicom service



Appendix 5

Outline planning application decision letter

NOTIFICATION OF DECISION NOTICE OF THE LOCAL PLANNING AUTHORITY

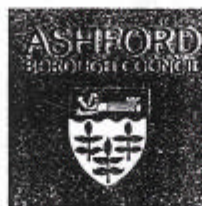
Town and Country Planning Act 1990 (as amended)
Application for Outline Planning Permission

Application No. /98/01373/AS

Date of Decision 15 March 1999

Correspondent:
Property Services Manager
Development Services
Ashford Borough Council
Tannery Lane
Ashford Kent
TN23 1PL

Applicant:
English Partnerships
Bridge House
1 Walnut Tree Close
Guildford
Surrey
GU1 4GA



CIVIC CENTRE,
TANNERY LANE,
ASHFORD,
KENT TN23 1PL
(01233) 637311
Fax No (01233) 645654
DX 30204 Ashford (Kent)
Minicom service

PROPOSAL: Mixed use development comprising an hotel, associated A3 and leisure uses, offices, housing and car parking and new access road

LOCATION: Land fronting, Beaver Road and, Victoria Road, Ashford, Kent, TN23

DECISION: PLANNING PERMISSION IS GRANTED in accordance with the application and plans

Subject to the following conditions:

- Approval of the details of the siting, design and external appearance of the building(s), and the landscaping of the site (hereafter called "the Reserved Matters") shall be obtained from the Local Planning Authority before development commences.
Reason: To comply with the provisions of Article 3 of the Town and Country Planning (General Development Procedure) Order 1995 and Section 92 of the Town and Country Planning Act 1990.
- (A) Application for approval of the Reserved Matters shall be made to the Local Planning Authority not later than the expiration of 3 years from the date of this permission.

(B) The development hereby permitted shall be begun either not later than the expiration of 5 years from the date of this permission or before the expiration of 2 years from the date of approval of the last of the reserved matters to be approved whichever is the later.
Reason: To comply with the provisions of Article 3 of the Town and Country Planning (General Development Procedure) Order 1995 and Section 92 of the Town and Country Planning Act 1990.
- No development, pursuant to this permission, shall be occupied until the roadworks

hereby approved have been implemented in conjunction with additional roadworks to link the proposed roundabout to George Street and that these roadworks are implemented and available for use by the public.

Reason: In the interests of highway safety.

- Prior to commencement of the development, full details of the design of the proposed subway shall be submitted to and approved by the Local Planning Authority and the development shall be carried out in accordance with the approved details.
Reason: In the interests of amenity, highway safety and to comply with the Development Plan.
- The details of the layout shall include facilities for the parking of motor vehicles to a level agreed by the Local Planning Authority. The facilities shall be provided before the development to which they relate is occupied and brought into use and thereafter they may not be used for any purpose other than the ancillary parking of motor vehicles and access thereto shall not be precluded.
Reason: To ensure the provision and retention of adequate off-street parking facilities for vehicles in the interests of highway safety.
- Before the development is occupied or brought into use a vehicle turning area shall be provided in accordance with details which shall have been previously submitted to and approved in writing by the Local Planning Authority and the area shall be permanently retained for this purpose.
Reason: So that vehicles may enter and leave the site in a forward gear in the interests of highway safety.
- Underground ducts shall be installed before any of the buildings hereby permitted are occupied, to enable telephone services, electricity services and communal television within the services to be connected to any premises with application site without recourse to the erection of distribution poles and overhead lines and notwithstanding the provisions of Article 3(1) of the Town and Country Planning (General Permitted Development) Order 1995 or any other Order no distribution pole or overhead line within the application site shall be erected without the express consent of the Local Planning Authority.
Reason: In the interests of visual amenity.
- A site survey of the site shall be undertaken and a contoured plan prepared to a scale of not less than 1:200 showing:-

(A) Existing and intended final surface levels;

(B) Exact location, quality, species and spread of all trees on the site and indicating those proposed to be felled during the development;

(C) All natural features such as hedgerows, ponds, streams and large shrubs and treatment proposed.
The plan shall be submitted to and approved by the Local Planning Authority prior to the commencement of the development, and the scheme shall be implemented in accordance with the approved scheme and not varied without prior permission in writing.
Reason: In order to protect the amenity of the area.
- No trees or other features shown to be retained on the approved plans shall be wilfully damaged or destroyed and no trees shall be lopped or topped without the previous written

consent of the Local Planning Authority during the period of construction and until 5 years after completion of the development. Any trees damaged, destroyed or removed without such consent or dying or being severely damaged or becoming seriously diseased during that period shall be replaced within one year with trees of such size and such species as may be approved by the Local Planning Authority. Any such replacement trees which within a period of five years from the completion of the development are damaged or destroyed or die, are removed or becoming seriously diseased or damaged shall be replaced in the next planting season with others of a similar size and species unless the Local Planning Authority give written consent to any variation.

Reason: In order to protect the amenity of the area.

10. Before the commencement of the development a schedule setting out the proposed means of protecting existing trees, hedges and other features which are to be retained shall be submitted to and approved by the Local Planning Authority. The approved scheme shall be implemented before the commencement of the development and shall be maintained until the completion of the works unless the Local Planning Authority approves a variation in writing.

Reason: In order to protect the amenity of the area.

11. The landscaping details to be submitted for approval in pursuance of Conditions 01 shall be on a plan to a scale of not less than 1:200 and shall include:-
(A) A schedule to show the precise location, species, size and crown spread and condition of all trees and shrubs and hedges within and on the boundary of the site distinguishing between those proposed to be removed and those proposed to be retained.
(B) Existing and proposed ground levels.
(C) Proposals for tree and shrub planting including the size and species of each tree and shrub to be provided and the density of shrub planting.
(D) Proposals for any hedging to be planted giving species, density of planting and the minimum height of maintenance.
(E) Proposals for seeding or turfing of soft landscaping areas.
(F) Details of paving or other treatment of all hard surfaces.
(G) Methods of preventing damage to landscaped areas by vehicles.
(H) Proposals for boundary treatment to the site.
(I) Location of all existing and proposed underground services.
(J) Proposals for ground preparation before planting.

Reason: In order to protect and enhance the amenity of the area.

12. Prior to the works commencing on site details of parking for site personnel shall be submitted to and approved by the Local Planning Authority and thereafter shall be provided and retained throughout the construction of the development. The approved parking shall be provided prior to the commencement of the development.


Reason: To ensure provision of adequate off-street parking for vehicles in the interests of highway safety and to protect the amenities of local residents.

13. Details of wheel washing facilities on the application site shall be submitted to and approved by the Local Planning Authority and shall be provided prior to works commencing on site and thereafter shall be maintained in an effective working condition.

Reason: To ensure that no mud or other material is taken from the site onto the neighbouring highway by wheels of vehicles leaving the site to the detriment of highway safety.

Notes to Applicant

1. The Local Planning Authority would welcome the retention of the Victoria Public House in any scheme.
2. In order to minimise the impact of railway noise any residential development should be located to the south of the site.
3. Prior to a submission for approval of reserved matters the applicant may wish to contact Union Railways Ltd in respect of means of access off Victoria Road. Enquiries should be made in the first instance to the Safeguarding Manager, Union Railways Ltd, 106 Tottenham Court Road, London W1P 9HF Tel: 0171 681 5610.



Development Implementation Manager

Please refer to the statement of the Applicants rights following this decision and the general information enclosed with this notice.