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**Ashford Borough Council
URBAN SITES AND
INFRASTRUCTURE DEVELOPMENT
PLAN**

ADOPTED OCTOBER 2012





ASHFORD
BOROUGH COUNCIL

Local Development Framework

Urban Sites and Infrastructure Development Plan Document



Adopted October 2012

Ashford
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Schedule of Policies

Policy U0 – Presumption in Favour of Sustainable Development

Policy U1 - Land off Abbey Way, Willesborough Lees

Policy U2 - Newtown Works

Policy U3 - Land at Chart Industrial Estate

Policy U4 - Lower Queens Road

Policy U5 - Land at Blackwall Road, Willesborough Lees

Policy U6A - Former Ashford South Primary School

Policy U6B - K College, Jemmett Road

Policy U7 - Leacon Road

Policy U8 - Warren Park and Ride

Policy U9 - Maidstone Road

Policy U10 - Former Ashford Hospital

Policy U11 - Bishop's Green, Singleton

Policy U12 - Associate House, Queens Road

Policy U13 - Mabledon Avenue

Policy U14 - Land at Willesborough Lees

Policy U15 - Henwood

Policy U16 - Orbital Park

Policy U17 - Eureka Business Park

Policy U18 - Warren Lane

Policy U19 - Sevington

Policy U20 - Loss or Redevelopment of Employment Sites

Policy U21 - Green Corridors

Policy U22 - Conningbrook Strategic Park

Policy U23 - Landscape Character and Design

Policy U24 - Infrastructure Provision to serve the needs of new development

Introduction

2 - Introduction

- 2.1** The Ashford Urban Sites and Infrastructure Development Plan Document forms one of the key documents of the Ashford Local Development Framework (LDF). It covers the whole of the Ashford Growth Area, excluding the town centre (covered in the Ashford Town Centre Area Action Plan) and the proposed urban extensions to the town at Chilmington Green / Discovery Park and Cheeseman's Green / Waterbrook which will be covered by their own respective Area Action Plans (AAPs). This area is referred to in this document as the 'urban area', in line with paragraph 4.1 of the Core Strategy.
- 2.2** The Development Plan consists of the South East Plan and the Core Strategy adopted in 2008. The Core Strategy is the principal part of the Local Development Framework and although it covers the period to 2021, it contains an express requirement that it should be formally reviewed before the end of 2014. However, the Council is committed to achieving an adopted review of the Core Strategy (now known as Local Plan to 2030), before that date, in line with its revised Local Development Scheme.
- 2.3** In the potential future absence of higher-tier guidance on development levels for the Borough, and especially for the Ashford Growth Area, the Local Plan to 2030 will be fundamental in establishing the pattern and scale for future growth of Ashford in the years to come.
- 2.4** As a result, the Council believes it is appropriate and prudent for the more strategic decisions about Ashford's future scale and direction of growth to be taken in the Local Plan to 2030 once the future of the South-East Plan has been resolved and these decisions should therefore not be prejudiced by potentially strategic allocations in this document. However, it remains the role of this DPD to provide clear guidance on where appropriate development can take place in and adjoining the urban area of Ashford and to ensure that a suitable supply of land for housing and other uses is maintained through the period of preparation and adoption of the Local Plan to 2030 and for a short time thereafter, pending a formal review of this DPD.
- 2.5** Accordingly, this DPD will cover the period to 2017, by which time the Local Plan to 2030 will have been adopted and there will have been sufficient time to also formally review this DPD to take account of any changes to the Local Plan. That review of the DPD will provide a sound basis for development in the urban area in the later years of the current decade and into the 2020s.

2.6 This DPD should not be read in isolation. The adopted Core Strategy sets the overall strategic guidance for the borough of Ashford - it establishes overall development targets, planning objectives and the broad planning policy guidance. The relevant parts of the Core Strategy that apply to the urban area are not repeated here.

Key Themes

- 2.7** The Council's objective is to maximise the potential for improvement and regeneration within and adjoining the urban area whilst ensuring that redevelopment is of an appropriate use, scale and density and provides a high quality living environment.
- 2.8** Therefore, this Development Plan Document has three key over-arching themes:-
- **To improve the urban area** - by identifying development sites within or adjoining the existing urban area of the town that will improve the local urban environment, contribute to the creation of sustainable communities and deliver high quality places;
 - **To enable the delivery of key infrastructure in the town** - by identifying development sites that, as part of their development, will bring forward the delivery of key infrastructure that will contribute to the creation of a more sustainable Ashford. In addition, by identifying any key items of infrastructure that need to have site specific policies; and,
 - **To assist the delivery of job targets** - by identifying new employment allocations together with existing employment sites that need to have site specific policies, which together can deliver the town's job targets.
- 2.9** Consequently, the DPD will set out the following:-
- a vision for the urban area and how this vision can be achieved;
 - the allocation of residential and employment development sites in the most appropriate locations that will improve the existing urban area;
 - sites for development that will help to deliver key infrastructure projects together with policies that will ensure that appropriate infrastructure is provided at the right time as sites are developed;
 - elements of the policy framework for assessing planning applications coming forward in the urban area; and,
 - how the Council will assist the delivery of new development and then monitor the provision of housing, implementation of sites and associated infrastructure and the creation of jobs.

Introduction

The National Planning Policy Framework (NPPF)

- 2.10** The Borough Council's commitment to preparing this DPD that seeks to deliver growth consistent with the existing Core Strategy at a time when it is beginning its review of the Core Strategy is a clear indication of the Council's commitment to positively seek opportunities to meet the development needs of the area that directly reflects the requirement of the NPPF.
- 2.11** The NPPF focuses on the priority of increasing the supply of new housing and hence the DPD identifies key sites critical to the delivery of the Council's housing strategy including major sites identified in the adopted Core Strategy such as Newtown Works (U2), Willesborough Lees (U14) and Conningbrook (U22) which can deliver significant quantities of housing within the DPD timescale. These developments will deliver high quality places, improve the urban environment and contribute to the creation of sustainable communities.
- 2.12** The NPPF requires the planning authority to plan proactively to secure sustainable economic growth and accordingly the DPD plans for economic growth in the urban area by taking the jobs and floorspace requirements for the area and actively identifying sites for employment development, including setting out proposals for the largest new strategic employment allocation at Sevington (U19). The DPD sets out a clear economic vision and strategy for the urban area that stresses the importance of matching economic growth to the increase in residential development and in doing so seeks to protect the existing strategic employment allocations at Orbital Park (U16), Eureka Park (U17) and Henwood (U15).

The Presumption in Favour of Sustainable Development

- 2.13** The National Planning Policy Framework promotes the achievement of sustainable development. It indicates that the development plan is the starting point for decision-making but that there is a presumption in favour of sustainable development. Accordingly Policy U0 sets out the proposed approach to the presumption in favour of sustainable development within the Ashford urban area.

POLICY U0 – Presumption in Favour of Sustainable Development

When considering development proposals in the urban area the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in the Core Strategy and this DPD (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision, then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- Specific policies in that Framework indicate that development should be restricted

- 2.14** For the avoidance of doubt, proposals that come forward in the urban area will need to conform to the policies in this DPD, as well as the other adopted or emerging parts of the LDF and Local Plan, and any appropriate remaining 'saved' policies and SPG from the Borough Local Plan 2000.

Background to the DPD

3 - Background to the DPD

- 3.1** The key documents and stages which have been important in the preparation of this DPD are as follows:

The Greater Ashford Development Framework (GADF, 2005)

- 3.2** The GADF document was an important supporting document in the evolution of Ashford's Local Development Framework in respect of the Ashford Growth Area. The GADF was produced after an extensive programme of consultation events, studies and plan-making undertaken during 2004 and early 2005. It set out options that were considered for the growth of the town up to 2031, and identified a preferred 'compact model' of development. The GADF identified some strategic development locations that are included as site allocations in this DPD.

Ashford Core Strategy (2008)

- 3.3** The Core Strategy is the central part of the Local Development Framework. It has the key role of setting the strategic vision for development in the Borough between 2006 and 2021 and was adopted by the Council in July 2008. In addition to providing the spatial strategy for the Borough, the Core Strategy identifies broad locations for housing and other strategic development needs such as employment, retail and transport development. Several of the sites allocated for development in this DPD are within identified areas for development in the Core Strategy.

Urban Sites and Infrastructure DPD - Issues and Options Report (2008)

- 3.4** The Issues and Options report was produced in the latter part of 2008 and underwent a period of public consultation between 19th December 2008 and 13th February 2009. The Issues and Options report provided an opportunity to assess the current evidence base and consider the matters that would need to be addressed in the DPD. The report highlighted a list of potential development sites in the urban area that had been submitted to the Council and gave the opportunity for comments to be made and / or additional development sites to be proposed.

Evidence Base

- 3.5** A comprehensive evidence base has been assembled to support the production of this DPD. A list of supporting studies and material is set out in Appendix 5.
- 3.6** In addition, a key input into the DPD has been the assessment of possible development sites in the urban area. These sites have been derived from the following sources:-

Background to the DPD

- **Site Submissions**

A large range of potential development sites in the Ashford urban area have been received by the Council throughout the DPD preparation process. These include representations promoting sites for allocation during the various formal stages of the Core Strategy's preparation as well as sites promoted during the public consultation on the Urban Sites and Infrastructure DPD Issues and Options report. Informal site representations, promoting sites for development in the Ashford urban area have also been received throughout the plan preparation process.

- **Strategic Housing Land Availability Assessment (SHLAA)**

During the DPD preparation process, the Council has produced its first SHLAA. The SHLAA process identified possible residential development sites and assessed their suitability and availability for development and represents a thorough study of potential housing sites. The SHLAA was published in December 2009 and forms an important part of the evidence base to this DPD .

- **Urban Capacity Study**

The Council's Urban Capacity study was published in 2006 and provides a comprehensive assessment of urban development land that was a key input into the Core Strategy and fed into the SHLAA process.

- **Borough Local Plan (2000)**

A number of sites in the urban area that were allocated in the Local Plan have remained unimplemented and were re-assessed for their suitability to be re-allocated within this DPD.

Public Consultation

- 3.7 The public participation and consultation results used to inform the contents of the Urban Sites and Infrastructure DPD derived from the consultation exercises undertaken on both the Greater Ashford Development Framework and the Core Strategy. These documents underwent extensive consultation through formal public consultation events, as well as workshops and exhibitions. The information gathered from these events has played a dual role in front-loading ideas for and informing some of the content of this DPD.

Background to the DPD

- 3.8** The Issues and Options consultation generated 670 representations from 60 consultees. As a result of the Issues and Options stage, a number of additional options for site allocations were raised. In January 2010, the Council held two public exhibitions to highlight the range of potential sites for allocation in the DPD as well as other sites that had been put forward for consideration. A leaflet was produced to show the location of the potential sites with a brief commentary of the respective proposals for each one. This leaflet was also posted on the Council's website. Written comments were invited from the members of the public who participated.
- 3.9** The Sustainability Appraisal (SA) and Strategic Environmental Appraisal (SEA) documents (details below) were subject to a number of consultations with statutory consultees throughout the process. Consultation on the Issues and Options report with statutory consultees was also undertaken as required by the Council's Statement of Community Involvement (SCI) and the first review of the SCI (2009).

Sustainability Appraisals

- 3.10** A Strategic Environmental Assessment (SEA) was carried out alongside the GADF document. SEA, as defined by the EU directive is the process for ensuring "the integration of environmental considerations into the preparation and adoption of plans...with a view to promoting sustainable development".
- 3.11** As part of the Core Strategy process, a combined Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) was developed simultaneously to ensure it informed the strategy and policies throughout the plan's production and to ensure that sustainable development was fully integrated into the plan. The full process is outlined in the [The Core Strategy SA and SEA Adoption Statement July 2008 \[1\]](#)
- 3.12** A further combined SA Scoping Report was prepared for the Urban Sites and Infrastructure DPD, the Chilmington Green Area Action Plan and Tenterden and Rural Sites DPD and consulted on between 5th February and 12th March 2007 to take account of a wide spectrum of consultees. This scoping report deals with the baseline evidence and options for the Assessment Framework.

1. Ashford Local Development Framework Core Strategy (July 2008) Sustainability Appraisal / Strategic Environmental Assessment Adoption Statement

Background to the DPD

3.13 This process then led into a final Sustainability Appraisal (combined with SEA) for the Urban Sites and Infrastructure DPD, and has influenced the DPD by appraising the relative merits of a range of potential development sites and the options for the DPD topic policies. The final SA has:-

- ensured that those sites allocated within the plan represent the most suitable, deliverable and sustainable options for residential, mixed-use and employment uses by appraising sites from a wide variety of sources.
- influenced the final structure of the plan by appraising the DPD objectives and options.
- set out measures to help mitigate impacts on a variety of sustainability objectives.
- highlighted the importance of monitoring the SA objectives and sets out how this will be achieved.

The Vision for the Ashford Urban Area

4 - The Vision for the Ashford Urban Area

The Sustainable Community Strategy

- 4.1 Ashford Borough Council adopted a new Sustainable Community Strategy (SCS) in 2008. The SCS includes a vision for the local area that covers the next ten years, based on the aspirations, needs and priorities of the local community, a strategy for implementing that vision, and regular monitoring to ensure the aims are being met. This document is important because it helps to inform the content of the Local Development Framework, and its aim by 2018 is to make Ashford an exemplar of how to build a sustainable community. The SCS sets out eight clear themes and a number of key objectives to be achieved. The themes are:
1. Learning for everyone
 2. Economic success - opportunities for all
 3. Improving health and wellbeing
 4. Promoting environmental excellence
 5. Stronger and safer communities
 6. Enjoying life
 7. Keeping Ashford moving
 8. Achieving high quality homes
- 4.2 These themes feed into the adopted Core Strategy (2008) policies and the vision for the future of the Ashford urban area is set out broadly in Chapters 2 and 4 of the Core Strategy. This DPD, alongside the Area Action Plans for the Town Centre and the two peripheral urban extension areas, provides a key element in establishing and delivering the vision for the wider Growth Area, and assists in achieving the objectives set out in the SCS.
- 4.3 The existing Ashford urban area is characterised by a relatively compact built form surrounded by a large rural hinterland. Retaining the compactness of the urban area is one of the key objectives of the Core Strategy whilst also seeking opportunities to improve the existing urban environment and deliver the key infrastructure necessary to serve a rapidly growing town. These objectives link closely with themes 7 and 8 of the SCS. This includes focusing on the potential to sustain local shops and services, the implementation of new facilities to improve the sustainability and meet the needs of the wider Growth Area and securing the regeneration and revitalisation of parts of the urban environment. These are key objectives set out in both the Core Strategy and the SCS.

The Vision for the Ashford Urban Area

- 4.4 Although the SCS theme 4 and the Core Strategy promote the use of brownfield land before greenfield, it is recognised that the Ashford urban area outside the town centre does not possess many available significant development opportunities on brownfield sites and, where these are available, they have already been identified for redevelopment in previous Development Plans and/or come forward through planning permissions. This is supported by the evidence from the Urban Capacity Study and the SHLAA.
- 4.5 Therefore, in order to achieve the scale of growth envisaged in the Core Strategy, a carefully controlled approach to the release of greenfield locations on the edge of the town is also needed. There is much attractive open countryside surrounding Ashford and in many places there is a clearly defined urban edge that, in some cases, provides a clear and distinct urban boundary. The vision for any release of sites on the urban periphery in this DPD is to generate a high quality new development whilst minimising the impact on the character of the surrounding countryside, whilst still complying with themes 4 and 8 of the SCS. It is essential therefore, that there are a range of growth opportunities establishing a balance between 'within' the existing urban area and 'on the edge' of it, providing for different types of development in a variety of locations.

Delivering High Quality Places

- 4.6 As well as delivering the right quantity and mix of development in the Ashford urban area, it is a priority for new development to be of a quality that will improve the existing urban fabric and create new places that are sustainable and attractive places to live and work. The Borough Council is committed to the creation of sustainable communities, and ensuring that developments are designed to the highest possible standards is a recurring theme in the Core Strategy and the SCS and has continued to be carried forward in the suite of SPDs that the Council is preparing as part of the LDF.
- 4.7 Improving design quality, creating developments that have a real sense of place, ensuring appropriate residential densities and dwelling mixes are all crucial in the creation of better places to live and work. For example, ensuring that adequate parking provision is made in a form and layout that improves the quality of the streetscene is seen as one way in which overall design quality can be achieved.
- 4.8 Equally, ensuring that the appropriate technical standards are met and maintained is critical to delivering sustainable development - Policy CS10 of the Core Strategy and the supporting Sustainable Design and Construction SPD challenge developers to achieve higher levels of sustainability in their designs and layouts. They ensure that sustainable design and construction are embedded into schemes.

The Vision for the Ashford Urban Area

- 4.9** Chapter 9 and Policy CS9 of the Core Strategy set out the Council's agenda with respect to design quality. In line with national and local aspirations, the aim is to raise the quality of new developments and emphasise the criteria by which such quality may be objectively assessed. High quality should not be regarded as an additional 'burden' for new development but as a valuable asset which brings a premium. It is especially important within the Growth Area where the character of an area will be defined by the quality of its buildings and spaces.
- 4.10** New developments will need to accord with the relevant design guidance on a range of subjects to produce the sustainable, high quality schemes that the Council is seeking. Supplementary Planning Documents covering Residential Parking, Residential Space and Layout, Sustainable Drainage Systems and Sustainable Design & Construction, Public Green Spaces and Water Environment and Landscape Character have already been adopted by the Council.
- 4.11** In recent years, the Council has strongly advocated the use of collaborative and inclusive design workshops as part of the process of ensuring a good quality development and the constructive involvement of local communities and other relevant stakeholders. This process has led to improvements in design and layout and created a level of 'ownership' amongst local residents in proposed developments. Whilst workshops are not necessary for every site, the Council will expect developers to participate willingly in this process where the size, complexity or sensitivity of the site determines that it would be appropriate. The details of such workshops are bespoke to individual schemes and would be agreed with the Council on such a basis.
- 4.12** Achieving a good design for every site is regarded as a primary objective for the Council. It is essential that the detailed design process for a site determines the actual number of units provided and the scale of development that should be provided. The indicative capacities referred to in the site policies and Appendices 1 and 2 of the DPD reflect an assessment of the site's constraints, its surroundings and the characteristics of its settings alongside a reasoned judgement as to an appropriate residential or employment density, including the scale and mix of building types and forms. However, these indicative capacities are not intended to be prescriptive and should be treated with some flexibility during the detailed design process, especially where there has been collaboration with local residents and stakeholders.

5 - Delivering the Vision

Housing

- 5.1** The adopted Core Strategy set out a target of 16,770 additional dwellings in the Ashford Growth Area from 2006 - 21. This development was divided between the Town Centre, the proposed urban extensions to the south of the town and the Ashford urban area.
- 5.2** Since 2006, the Council has continued to monitor the progress and delivery of new housing development across the Growth Area. The economic downturn has resulted in delivery being slower than anticipated and, in particular, it is now expected that less development will have occurred at the two main urban extension areas by 2021 than was envisaged in the Core Strategy.
- 5.3** It is the Core Strategy's role to set out the broad distribution of development across the Growth Area, and the adopted Core Strategy is predicated on the concept of a 'compact model' based around large, sustainable urban extensions, a focus on the town centre and urban brownfield sites and a limited release of piecemeal, peripheral greenfield sites. It is the role of the Core Strategy to make the clear spatial choices as to where development should go and it is not the purpose of other DPDs to take on this role.
- 5.4** As such, any predicted shortfall in the delivery of the urban extensions to 2021 should not, in principle, be made up by additional greenfield allocations in this DPD as this would result in a less sustainable form of development across the Growth Area. Instead, addressing any such shortfall will be a matter for the First Review of the Core Strategy (now known as the Local Plan to 2030).
- 5.5** Policy CS4 of the adopted Core Strategy sets out the residential development target for the Ashford urban area and indicates that land to accommodate 3,500 additional dwellings should be identified in the urban area up to 2021. In addition, paragraph 4.20 of the Core Strategy suggests that a proportion of 'over-supply' is desirable.
- 5.6** This initial target of 3,500 dwellings has been reduced by the completion of 529 dwellings since the 2006 base year for the Core Strategy targets, and for the DPD period to 2017, the residual pro-rata dwelling requirement is 1782 units.

Delivering the Vision

- 5.7** There are several large sites in the Ashford urban area where construction activity is well under way and in these circumstances, the Council is not proposing to 're-allocate' these sites in this DPD. At Repton Park and Park Farm East, both of which were identified for development in the Core Strategy, the completion of these sites has been assumed in the evolution of the Core Strategy policies and their respective residential target figures (see the Housing Background Document for more details of this). At Singleton, Hunter Avenue, the former Wyvern school site and the Brisley Farm extension, there are significant developments under construction which are expected to be completed in the next 3 years and as such, it is considered reasonable and appropriate to count the remaining uncompleted dwellings on these sites against the pro-rata DPD target. Taking into account development that is already underway on existing large sites in the urban area, the indicative site capacities of the allocations in this DPD show that the pro-rata Core Strategy-derived target in this DPD can be met. Please see Appendix 1 for details.
- 5.8** However, in light of the bringing forward of the First Review of the Core Strategy and the shorter timescale of this DPD, any need to provide an oversupply as referred to in the Core Strategy is now much less valid. This is particularly the case because there are around 340 dwellings already with planning permission but as yet unimplemented that are not taken into account, and a stronger property market as the economy improves is likely to lead to some or most of these commencing. Future 'windfall' development is also likely to occur. In so far as any oversupply may be justified, this significant supply of unimplemented planning permissions provides appropriate flexibility in land supply. The Housing Background Paper that supports this DPD sets out the Council's approach in more detail.
- 5.9** In addition, the DPD makes an allocation at Newtown Works (Policy U2) where infrastructure constraints mean that the indicative site capacity will not be achieved by 2017. In this case, the DPD has assumed only that proportion of the development that is not reliant upon external highway infrastructure improvements will have been completed by the end date of the DPD (see Appendix 1) although with the expectation that additional development will follow in later years.
- 5.10** In considering sites for allocation, the Council has carried out a full Sustainability Appraisal of potential sites. Several allocations in this DPD contain the detailed site policy for an area of land identified for development in the Core Strategy and, in the case of the sites at Conningbrook (Policy U22) and Willesborough Lees (Policy U14), seek to also deliver important infrastructure benefits.

- 5.11** The ability to deliver new residential development without major infrastructure constraints has played a significant part in the Council's approach to making allocations in this DPD. To the south-east of the town, major new allocations are likely to be constrained by the lack of available capacity at M20 Junction 10 and / or the A2070 Orbital Park junction for several years to come (see Chapter 9). This is a key consideration in achieving a viable and flexible land supply across the urban area.
- 5.12** Paragraphs 4.19-23 and Policy CS4 of the Core Strategy refer to the need to phase the release of development sites in the urban area. This is based on the desire to encourage redevelopment on brownfield sites in advance of the release of greenfield developments. However, the Council's Urban Capacity Study and SHLAA has identified there are no major new brownfield sites currently available for residential redevelopment that have not been previously allocated in the BLP or are coming forward for development now. Coupled with the need to encourage delivery across the Growth Area and the natural phasing of some peripheral sites due to infrastructure capacity issues, there is now insufficient justification to impose a bespoke phasing approach in this DPD.

Employment

- 5.13** For Ashford to grow in a sustainable manner, the increase in residential development over the Core Strategy period needs to be matched by growth in the number of jobs available locally and consequently there is a requirement for a net increase of 16,700 jobs in the Ashford Growth Area from 2006-21 (Core Strategy Policy CS2). In the Ashford urban area, policy CS4 of the Core Strategy required land to be identified that was sufficient for about 6,625 new jobs to be provided, plus a flexibility allowance of about 40%, up to 2021. These jobs would complement those proposed to be delivered in the Town Centre and the new jobs that will form part of the new urban extensions at Cheeseman's Green / Waterbrook and Chilmington Green.
- 5.14** Chapter 7 of the Core Strategy deals more generally with employment development whilst also providing guidance on the strategic employment locations. It made it clear that an Employment Land Review was needed to provide further guidance on the need for additional employment allocations in an Urban Sites and Infrastructure DPD. Policy CS7 sets a provisional target of an additional 100 hectares of strategic employment land.

Delivering the Vision

- 5.15** Importantly, these targets are referred to in the Core Strategy as being subject to a more detailed investigation through an Employment Land Review (ELR). In Ashford's case, the ELR was completed in August 2008, subsequent to the adoption of the Core Strategy, and the Core Strategy therefore now needs to be read in conjunction with and in the light of the ELR.^[1]
- 5.16** The main purpose of the ELR was to provide forecasts of future employment land needs in the borough by sector, up to 2021. Employment land requirements were assessed for different geographical areas in the borough, including the Ashford urban area and town centre. The study focused on employment land needs for B1 (business), B2 (industry), and B8 (warehousing/distribution) uses. It did not assess the future land needs of other employment generating uses such as retail, tourism, healthcare and education, although the potential employment growth and labour requirements of such uses was considered.
- 5.17** The Employment Land Review identified that Ashford's future economic growth potential is likely to be based on attracting inward investment (para. 5.23). However, when the baseline requirement for different types of employment space is compared with estimated current supply, it is identified in para. 8.5, that in quantitative terms at least, there is more than enough land already identified to meet requirements up to 2021. Not only does the report identify that there appears to be limited options for allocating new employment land, the current proposed provision appears adequate to meet the needs of both industrial and office space and provides for a reasonable choice of locations, types of site and form of development up until 2021.
- 5.18** However, the ELR did highlight a potential difficulty with the supply of the additional employment land that had been identified in the Core Strategy. The delivery of significant new employment areas at Sevington and Waterbrook are reliant to a major degree on the junction capacity generated by the delivery of the proposed M20 Junction 10a scheme, whilst the ability to deliver the full potential of the Eureka site is reliant upon the improvements to M20 Junction 9 that are now being constructed.
- 5.19** Subsequent to the Core Strategy, the ELR showed an updated target requirement of 13,650 additional jobs in the Ashford Growth Area based on additional job creation since the baseline data for the Core Strategy policies was assembled. In order to achieve the proportion of these additional jobs likely to come from B-class uses, floorspace targets for office and industrial uses were defined for both the town centre and the rest of the urban area. These targets underpinned the approach to allocations in the recently adopted Town Centre AAP and represent

1. The Employment Land Review (ELR) Ashford Employment Land Review, Main Report and Appendices, Nathaniel Lichfield and Partners, August 2008.

the most suitable targets on which to base allocations for this DPD. The floorspace targets in the ELR are inclusive of the 40% oversupply of land principle contained in the Core Strategy policies.

- 5.20** Based on the ELR figures, a pro-rata target for new jobs and B-class floorspace within the Ashford urban area has been calculated for this DPD based on a 2017 end-date for the DPD. This results in revised targets of an additional 2482 jobs and about 92,979 sq.m. of additional B-class floorspace (inc. the 40% oversupply) in the urban area to 2017.
- 5.21** It is recognised that a proportion of these additional jobs will be in non-industrial or commercial uses, such as retail or in educational or medical institutions, but within the Ashford urban area (unlike the town centre) this proportion is likely to be relatively small. Therefore, the DPD allocates sufficient land for B1, B2 and B8 uses to achieve these jobs targets based on a realistic indicative mix of floorspace between these uses and their respective job densities. These details are set out in the Employment Background Paper to this DPD.
- 5.22** The Core Strategy identifies five main areas where employment land will be provided - four of which are within the Ashford urban area. Of these, detailed policies are included within this DPD for the existing sites at Orbital Park, Henwood and the Eureka Business Park.
- 5.23** These areas provide a range of employment opportunities for B1, B2 and B8 uses, and in some cases, other forms of employment generating development. At Orbital Park and Henwood, there are limited areas of land remaining available for new development but at the Eureka site, there is significant additional potential for B1 development in a high quality, parkland location.
- 5.24** A fourth strategic employment area lies to the south-east of the town at Sevington. The full delivery of this site is fundamentally reliant upon the provision of new junction capacity at the M20. The postponement of the preferred Junction 10a scheme following the withdrawal of central government funding means that the preferred junction scheme is not likely to be funded until after the DPD period. As a result, the ability to bring forward a significant scale of new floorspace at Sevington in the DPD period may be limited but the site promoters are currently working with the Highways Agency to deliver an interim Junction 10a improvement that could be delivered within the next 5 years. If achievable, this would release the potential for more development at Sevington than is assumed in Appendix 2 of this Plan. In any event, the Council considers that it remains important to plan for the future employment needs that this site will be able to meet and as such, a policy for the site is included in the DPD.

Delivering the Vision

- 5.25** However, the postponement of the Junction 10a scheme means that one of the major infrastructure constraints identified by the ELR remains an influence on the ability to release more employment land in the DPD period. As a result, less than a 40% oversupply of non-office employment land has been identified in the DPD, although if fully implemented, this would still more than meet the requisite job target for this sector.
- 5.26** In the light of the bringing forward of the First Review of the Core Strategy (Local Plan 2030) and the shorter timescale of this DPD, it is less necessary to provide a full 40% oversupply at this time in this DPD. Nevertheless, when the allocations in this DPD are taken together with the extant consent for new employment floorspace at Repton Park, there is sufficient land identified to deliver the overall pro-rata floorspace and job targets derived from the ELR and the Core Strategy. There is, in addition, the potential for additional floorspace through the redevelopment of employment premises on existing industrial estates which has not been numerically taken into account in drawing up this DPD.

Existing employment sites

- 5.27** The range of existing employment sites within the urban area was also highlighted in the ELR as an important source of employment land that adds to the overall variety and type of provision. The Council has had a policy of general protection against the loss of existing employment sites to other uses (BLP Policy ET8) and it is necessary for this approach to be continued in this DPD to ensure that the existing stock of employment premises in the town is not eroded. The NPPF makes it clear that planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. This means that there may be some flexibility for employment generating uses which fall outside the B1-8 categories provided that they are consistent with other policies in the LDF and Government guidance.
- 5.28** However, the Core Strategy also recognised that a couple of these areas may also have the potential for a mixed use role in the future as their location on the proposed route of Victoria Way meant that they would become much more accessible.
- 5.29** Of these two areas, the Chart Industrial Estate, along Leacon Road, is identified in this DPD for a range of alternative uses in the future once other employment areas are fully available as this area lies on Victoria Way and will be served by the proposed SMARTLINK or other bus services. As a result of the decision not to route Victoria Way across the Tonbridge railway line, the potential of the other area at Cobbs Wood, as a mixed use location is significantly reduced and hence it should continue to be regarded as an important location for B-class uses.

Retail

- 5.30** The Council has considered the need for any additional allocations in the urban area for new retail floorspace. In line with Government guidance in the NPPF, the majority of the available retail capacity in the Ashford area to 2021 has been allocated in the Town Centre. This approach was endorsed and confirmed through the Examination of the Ashford Town Centre AAP (TCAAP) and has been encompassed within the adopted TCAAP (February 2010).
- 5.31** The evidence base for retail capacity is based on the studies by CBRE (2003) and Savills (2008 and 2009) which established a level of likely spend based on the proposed expansion of Ashford to 2031 in the Sustainable Communities Plan and the GADF (2005). This evidence considered both likely comparison goods and convenience goods spending and the additional floorspace that would be needed to ensure expenditure did not leak to other centres. Through debate at the TCAAP Examination, the Council agreed that all uncommitted convenience goods spending capacity should be provided for in the Town Centre, whilst the majority (65%) of uncommitted comparison goods spending should also be located there. Therefore, this DPD makes no provision for any additional out of centre convenience goods floorspace.
- 5.32** The Council's strategy must also take account of the future need for retail provision as part of the two proposed urban extension areas at Chilmington Green and Cheeseman's Green / Waterbrook. The size of these developments dictates that reasonable provision for convenience and comparison retail opportunities should be allowed for as part of their overall mix. More detailed policy guidance on retail development within these two areas will be developed through their respective Area Action Plans.

Other Uses

- 5.33** The vision for the Ashford urban area involves the provision of a range of recreational and community facilities to support the wider growth of the town and help deliver a sustainable model of development.
- 5.34** The DPD takes forward the strategic recreational aspiration for the Conningbrook site which is identified in the Core Strategy, into a more detailed site specific policy which balances the need to bring forward a viable scheme with the desire to deliver a major local facility building on the status of the Julie Rose athletics stadium.

Delivering the Vision

- 5.35** In addition, the network of green spaces and corridors that permeates the urban area is an important local recreational and amenity resource which can provide a multi-functional role. The DPD provides specific policy protection for these spaces and corridors, tying in with the equivalent adopted policy in the Town Centre Area Action Plan.
- 5.36** The need to support sustainable modes of transport is a clear theme in the Core Strategy and a key element of this is the Council's parking strategy, which relies in part on the provision of a network of Park & Ride facilities on the edge of the town. The first of these facilities at the Warren, close to the improved M20 Junction 9 roundabout, is expected to come forward during the DPD period and a site is therefore identified in the DPD for this purpose.

6 – Site Policies

Introduction

- 6.1 This section of the document includes the specific policies for the allocation of residential, employment and mixed-use sites in the urban area. These policies also include a variety of infrastructure improvements and other community benefits.
- 6.2 The Council's approach in choosing which sites to allocate in this DPD follows from the initial vision for the urban area set out in Policy CS4 of the adopted Core Strategy and the updated 'vision' sections of this document in Chapters 4 and 5. To achieve the pro rata housing and jobs targets to 2017, a wide ranging process of site identification and assessment has been undertaken, the results of which can be found in the accompanying Sustainability Appraisal (SA).
- 6.3 The policies set out proposed uses for each site but they need to be read in conjunction with policies contained in the Core Strategy and relevant SPDs. Other specific topic policies included in this DPD are also relevant.
- 6.4 Please note that the site specific policy for Conningbrook Strategic Park can be found in Chapter 8.

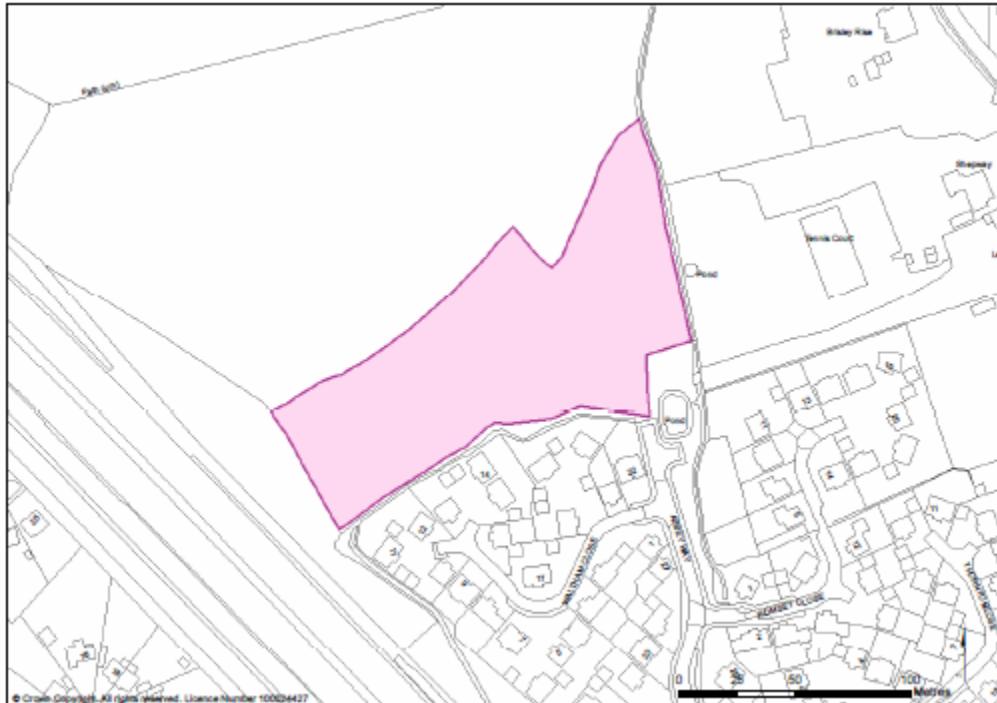
Dealing with the risk of flooding

- 6.5 The Core Strategy (Policy CS19) sets out the Council's approach to all development coming forward within the identified flood plain. However, all three Flood Zones, including the sub-zone 3b, Functional Floodplain, are present in the Urban Sites area. Indeed, some potential development sites contain all three flood zones.
- 6.6 The Ashford-wide Strategic Flood Risk Assessment (SFRA) prepared in support of the Core Strategy, asserts that for planning purposes in greenfield locations on the edge of town, the 100-year floodplain is defined as the 'undefended' floodplain. However, for brownfield locations in or near the town centre where wider sustainability issues have to be promoted, the 'defended' floodplain will be considered suitable for locating development, including more vulnerable development such as houses, providing it can be demonstrated that Core Strategy Policy 19 a - d has been complied with.

Site Policies

- 6.7** The allocation of sites in this DPD follows the sequential approach of avoiding areas of high risk of flooding - particularly the functional floodplain, as set out in Government guidance. Sites within this DPD have been subjected to both the Sequential Test and Exception Test (NPPF). Selected, sites are considered to have passed the exception test, where:
- a) they have demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk, informed by a Strategic Flood Risk Assessment; and
 - b) a site-specific flood risk assessment has demonstrated that the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and , where possible, will reduce flood risk overall.
- 6.8** Notwithstanding the above, selected sites in the DPD area will have to also pass part c) of the Exception Test, i.e. a (site-specific) Flood Risk Assessment must demonstrate (to the satisfaction of the Environment Agency) that the development will be safe, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall. On relevant sites, this condition has been included within the policy.

Policy U1 - Land off Abbey Way, Willesborough Lees



U1 - Land off Abbey Way, Willesborough Lees

- 6.9** This site, adjoining the existing housing at Abbey Way, is suitable for residential development with an indicative capacity of 20 units. Allocation of this site provides the opportunity to extend the existing housing development originally proposed in the Borough Local Plan adopted in 1994.
- 6.10** The site is relatively low-lying and is located between the M20 motorway to the west and the rear curtilage of the listed properties on Kennington Road to the east. The southern aspect of the site lies directly adjacent to existing housing development on Waltham Close. Proposals that come forward should be designed to respect the setting and character of the listed properties and the adjacent Willesborough Lees Conservation Area as well as the residential amenity of the neighbouring occupiers in Waltham Close.
- 6.11** A landscaped buffer exists between the M20 and the existing Abbey Way development, which acts as acoustic protection against motorway noise and contains a number of mature trees. It has also come to act as an informal pedestrian/ cycle access route. Development of the site would need to continue this landscaped buffer and acoustic protection between the new development and the M20.

Site Policies

- 6.12** The depth to groundwater is limited at this site and thus the use of soakaways may not be permissible due to the risks of direct discharge to groundwater. The Sustainable Drainage SPD should be referred to in establishing suitable options for surface water disposal.
- 6.13** In addition, capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. Liaison with the relevant infrastructure company at the time is recommended.

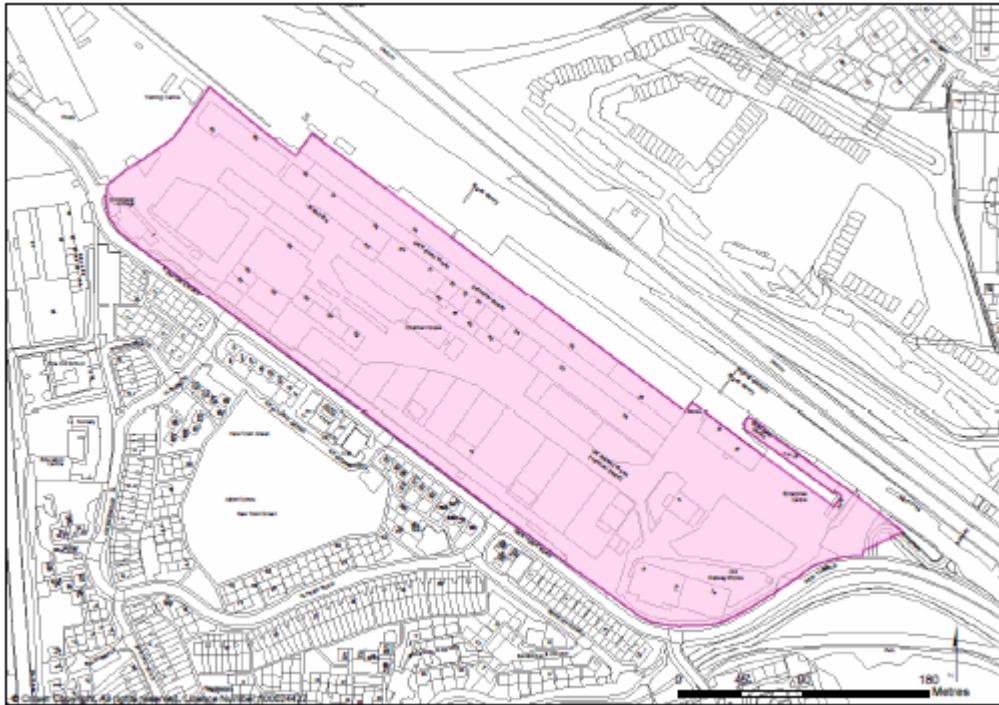
Policy U1 - Land off Abbey Way, Willesborough Lees

Land off Abbey Way, Willesborough Lees is proposed for residential development with an indicative capacity of 20 dwellings.

Development proposals for this site shall:

- a) ensure that any scheme is designed to protect the setting and character of the Willesborough Lees Conservation Area and the listed buildings contained within it;**
- b) provide suitable landscaping and a scheme for noise protection between the development and the M20 Motorway;**
- c) provide links to the existing footpath and cycleway network; and,**
- d) provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water.**

Policy U2 - Newtown Works



U2 - Newtown Works

- 6.14** The former railway works site in Newtown Road is a brownfield site identified for development in the Core Strategy. The site is in a central location close to the Town Centre, railway station and the residential areas of Newtown and Willesborough. The site currently comprises of six listed buildings, which are the remains of the former railway works, some railway line remains together with large areas of concrete hard standing. There is a small access at the eastern end of the site onto Newtown Road and a larger access point at the south-western corner of the site that also joins Newtown Road next to the Listed Gatehouse and Clock Tower.
- 6.15** Outline planning permission was granted in June 2009 (with a non material amendment in February 2010) for the part demolition and part redevelopment of the site to provide a mixed use development comprising of 928 dwellings and 6,866 sq m of commercial/retail floorspace, restoration of the listed buildings and 957 car parking spaces. The Council resolved to approve Reserved Matters plans for Phase 1 in April 2010 (subject to the completion of a confirmatory deed and other conditions) for 108 dwellings on the south eastern part of the site (Blocks E, F & G of the masterplan). However this number is significantly lower than originally planned for these blocks in the outline application.

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- 6.16** The different style of development being taken forward in the Phase 1 application means that the overall quantum of residential development planned for in the outline application will almost certainly not be achieved but in any event is reflective of a style and density of development more suited to the location of the site and the character of the surrounding area. Therefore, the Council considers it is necessary for a new policy for the site to be drawn up to steer revised plans for the remainder of the site and achieve the best quality of development possible for this important and historic site. The site is therefore proposed with an indicative capacity of 700 dwellings of which 225 dwellings are expected to be completed by the end of this DPD period.
- 6.17** This phasing is equivalent to the limited amount of development on this site that may be occupied in advance of any off-site highway improvements on the basis of a 'fallback' position from the previous uses on the site. Additional capacity must be provided at the A2070 Orbital Park junction and identified/provided at Junction 10, (or Junction 10a must be in place) to enable the full redevelopment of the site to be delivered. The location of the site and its good accessibility to the town centre and public transport links, especially the SMARTLINK network, means that trip generation of the site would be relatively low in comparison with more peripheral greenfield sites.
- 6.18** Development of the site will bring a significant increase in traffic to the area and therefore two access points into the site are required. These access points will enable a link road to pass through the development. The access point at the Gatehouse/Clock Tower must be signal controlled. This link road shall be the primary route through this area with priority over the existing Newtown Road route. It will also enable the new development to be integrated with the surrounding areas more easily. The link road and junction arrangements will need to provide for proposed new bus services through the provision of suitable carriageway widths and road layouts as well as associated bus infrastructure.
- 6.19** There are some other off-site highway capacity constraints that must be addressed before this site can be fully developed. Traffic calming measures must be put in place on Newtown Road before the completion of the Link Road through the site, to ensure this road is not used as a rat-run. Contributions must also be made towards the signalisation of the Crowbridge Road bridge to improve pedestrian and vehicle safety.
- 6.20** The layout of the development should derive from an historical analysis of the site. For example, the link road should follow the route of the historic principal railway line that ran through the site. This road should be punctuated by squares and spaces to break up the linear form that the link road will create.

- 6.21** Development along the link road will consist of a mix of uses alongside a high quality public realm. Proposals must demonstrate that they will deliver a well-proportioned street based on the relationship between building heights and street widths. It must have sufficient width to accommodate cyclists, pedestrians and traffic whilst creating an attractive streetscape through the site. Along the principal link road through the site, there should be sufficient street width to accommodate buildings fronting the road of 4-6 storeys in height as this area will be the commercial focus of the site. Key corners and landmark locations within the site may also be up to 6 storeys in height. Building frontages along the principal link road should be 'active' to add interest, life and vitality to the public realm. This can be achieved by minimising blank walls and making all primary entrances overlook the street. Housing on the Newtown Road frontage should face the street to aid integration with the existing residential area on the other side of the road but also must respect these smaller scale dwellings and be no more than 3 storeys in height.
- 6.22** The existing main entrance to the site is marked by the Grade II listed Gatehouse and Clock Tower. This is an important part of Ashford's railway heritage and its setting should be enhanced and a viable long term use guaranteed. Development near the Gatehouse and Clock Tower should respect the setting of this landmark by retaining some space around it. Buildings in this part of the site shall be no more than 3 storeys in height. The other Grade II listed buildings on the site consist of the large Locomotive Shed, Second Engine Shed, Paint Store and Electroplating Shop and Acetylene Store/Kiln Café. The re-use of these buildings is an essential objective of the redevelopment of this site and any alterations, repairs or replacement materials should be sympathetic to the design of the existing structures. As such, the redevelopment of the listed buildings must be completed prior to the completion of the final phases of the development in accordance with a detailed phasing schedule that will need to be agreed with the Borough Council. The main Listed building (the Locomotive Shed) should be a mixture of residential (no more than 140 units) and commercial uses, with the possibility of a large parking area.
- 6.23** To complement the proposed residential development, the site is able to provide up to around 7,000 sq.m of commercial/retail floorspace. The majority of this should be provided in the redevelopment of the Listed Buildings (particularly the Locomotive Shed) focused along the Link Road. This floorspace can include A1-A5, B1, D1 and D2 (restricted to gymnasium) uses and could include a small supermarket and a mixture of other uses to create a local centre. No more than 450 sq.m. of the commercial floorspace can be used for the sale of convenience goods and/or food excluding hot food and no more than 1000 sq.m. of the floorspace can be utilised as A1 retail with no individual unit exceeding 250 sq.m. The size of these units and supermarket is limited to minimise the impact on the vitality and viability of the Town Centre and other nearby local centres.

Site Policies

- 6.24** Due to the site's important heritage and the features of the listed buildings, high quality design must be achieved within the new development. For example, development proposals should include details of the design of outdoor lighting and street furniture, signage, bus shelters, public art and landscaping.
- 6.25** Proposals for the site must include good public transport facilities, cycleways and pedestrian routes that link to the train station, Designer Outlet Centre and the Town Centre and also a wide range of car parking and cycle parking for both residents and visitors to the commercial areas.
- 6.26** The impact on trees and biodiversity must be assessed prior to any development. There are a number of mature trees on the southern boundary along Newtown Road that are protected by Tree Preservation Orders. A number of the trees are in poor condition but should be retained where possible.
- 6.27** Further details must be submitted along with any development proposals. These include a scheme to deal with contamination of land and/or groundwater which must be submitted and approved for each phase of development and a programme of building recording to ensure that the historic buildings are properly examined and recorded. Archaeological field evaluation works must also be carried out on the site, along with any subsequent mitigation measures, before development commences.
- 6.28** Development of this site presents an opportunity to incorporate a sustainable drainage system that will contribute to managing surface water for the benefit of flood risk, water quality, biodiversity and amenity.
- 6.29** In addition, capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.

Policy U2 - Newtown Works

The Newtown Works site is proposed for redevelopment to create a new mixed use neighbourhood based on the former railway works with an indicative capacity of 700 residential units (225 up to 2017) and up to 7,000 m² of A1- A5, B1, D1 and D2 (limited to gymnasium) uses.

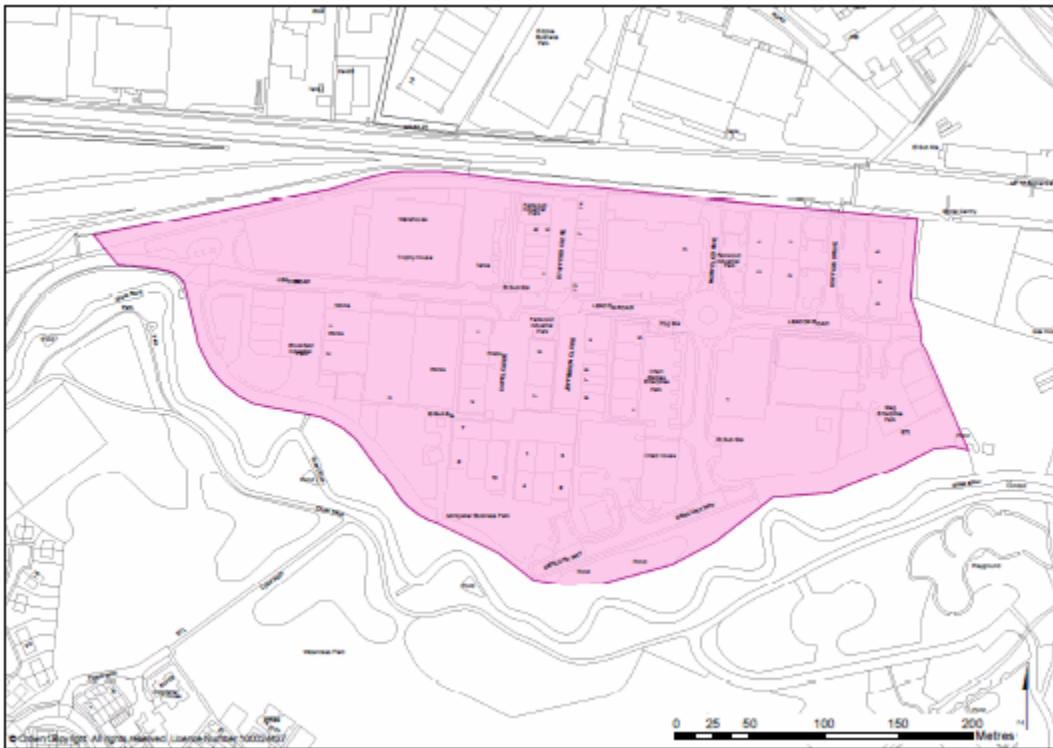
Development proposals for this site shall:

- a) create a new link road through the site that follows the route of the historic railway line. The link road and associated junctions must provide for the proposed new bus services that will serve the area and will become the primary route through the area;
- b) ensure the restoration and re-use of the listed buildings on the site;
- c) implement approved traffic calming measures on Newtown Road before the completion of the link road;
- d) contribute to the signalisation of the Crowbridge Road bridge;
- e) agree a detailed phasing schedule with the Council that will include the timing of the redevelopment of the listed buildings on the site;
- f) provide details of how high quality design will be achieved that enhances the setting of the site by submitting proposals for outdoor lighting and street furniture, signage, bus shelters, public art and landscaping;
- g) provide new pedestrian routes and cycleways throughout the development connecting to existing routes to local services and the Town centre;
- h) provide adequate car parking and facilities for storing bicycles;
- i) retain the protected trees on the southern boundary, and protect the biodiversity;
- j) provide details that deal with contamination of land and/or groundwater, building recording and archaeology; and,
- k) provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water, and ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.

No more development than would be generated by the equivalent of 225 dwellings shall be built and occupied in advance of the construction and opening to traffic of the proposed M20 Junction 10a (or any equivalent subsequent scheme) or the identification of additional capacity at the existing Junction 10, and until additional capacity has been provided at the Orbital Park A2070 junction.

Site Policies

Policy U3 - Land at Chart Industrial Estate



U3 - Land at Chart Industrial Estate

- 6.30** The Chart Industrial Estate is a well established employment site in the western part of Ashford, approximately 2km from Junction 9 of the M20 and accessed via Leacon Road. The site is self contained, bounded to the north by railway lines and to the south by the river corridor, with parts of the area lying in Flood Zone 3. The site has a mix of B1, B2 and B8 uses with a variety of premises from high quality modern industrial space to older premises.
- 6.31** The site lies relatively close to the town centre and adjacent to town centre redevelopment areas making it an important area for locating jobs. The Core Strategy identified the Chart Estate as an area with redevelopment potential which could accommodate a higher density form of development. Leacon Road is currently a cul-de-sac but Victoria Way will open up this area with vehicular access from the east thus significantly improving access to the town centre. The proposed SMARTLINK public transport services will also serve this corridor.
- 6.32** This change in the accessibility of the area means that it becomes suitable for a wider range of uses and potentially a denser form of development, particularly along Victoria Way itself. Redevelopment proposals could be for alternative employment uses within use classes B1-8 as well as other employment generating uses such as tourism, healthcare and education.

- 6.33** The area would also be suitable for a limited scale of retail warehousing which could complement the wider comparison and convenience shopping offer located nearby in the town centre. This should be focused on bulky homeware or DIY goods which often require a larger format store and for which a town centre location may not be the most appropriate or deliverable. Conditions restricting the sale of goods shall be imposed to ensure there would be no adverse impact on the viability of more centrally located retail sites or allocations in the adopted Town Centre AAP.
- 6.34** The area contains a number of existing employers, and as it is not the Council's policy to encourage redevelopment of their facilities for other uses until alternative land or premises within the town are available, there is likely to be limited potential for redevelopment prior to 2017 as new employment areas requiring new infrastructure are constrained from coming forward. As such, the scale of any non B-class development here is likely to be limited during this DPD period.
- 6.35** This location is an important transitional area between the higher density mixed use developments envisaged to the east in the Southern Expansion Quarter (SEQ) of the town centre and the more suburban character of western Ashford leading out to Singleton and beyond. The existing, relatively low density, warehousing and storage character of the area would provide a sudden and jarring change to the urban environment of the SEQ and so, the vision for the area is for it to gradually evolve to accommodate a greater mix of different, primarily employment generating uses with potential for some residential development in the longer term beyond this DPD period.
- 6.36** Proposals will need to contribute to this overall vision for the area with Victoria Way being a major determining factor in a scheme's design and layout. The public realm and design of buildings fronting Victoria Way will be particularly important. Currently, buildings in this area tend to present blank facades to Leacon Road but redevelopment proposals should re-orientate buildings to present the main facade to this main thoroughfare, with the aim of creating more active streetscene through this area which will complement the high quality public transport linkage that will be created. Reference should be made to the policy and guidance for development along Victoria Way in the adopted Town Centre Area Action Plan and the importance of creating a good quality public realm along this key route. It is important that schemes here relate well to the site's location adjoining the town centre.
- 6.37** A large area south of Victoria Way lies within Flood Zone 3. This area has the attraction of a riverside setting next to the Green Corridor but any proposal for development will need to adhere to Core Strategy Policy CS19. Proposals will need to demonstrate that adequate mitigation measures against flooding will be in

Site Policies

place as well as providing a protective buffer from the building line to the river bank. A flood risk assessment should be produced in consultation with the Environment Agency.

- 6.38** An existing sewer runs beneath the site and any layout of development will need to ensure that the existing sewerage infrastructure on site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.
- 6.39** The location of the site along the riverside Green Corridor is important. At present the existing development does not relate well to the riverside area so any new development should improve the relationship of the site to the riverside and have regard to nature conservation interests. There is extensive open space within the Green Corridor at Victoria Park and Watercress Fields on the southern side of the river and accessibility should be improved by providing a new pedestrian/cycleway bridge link.

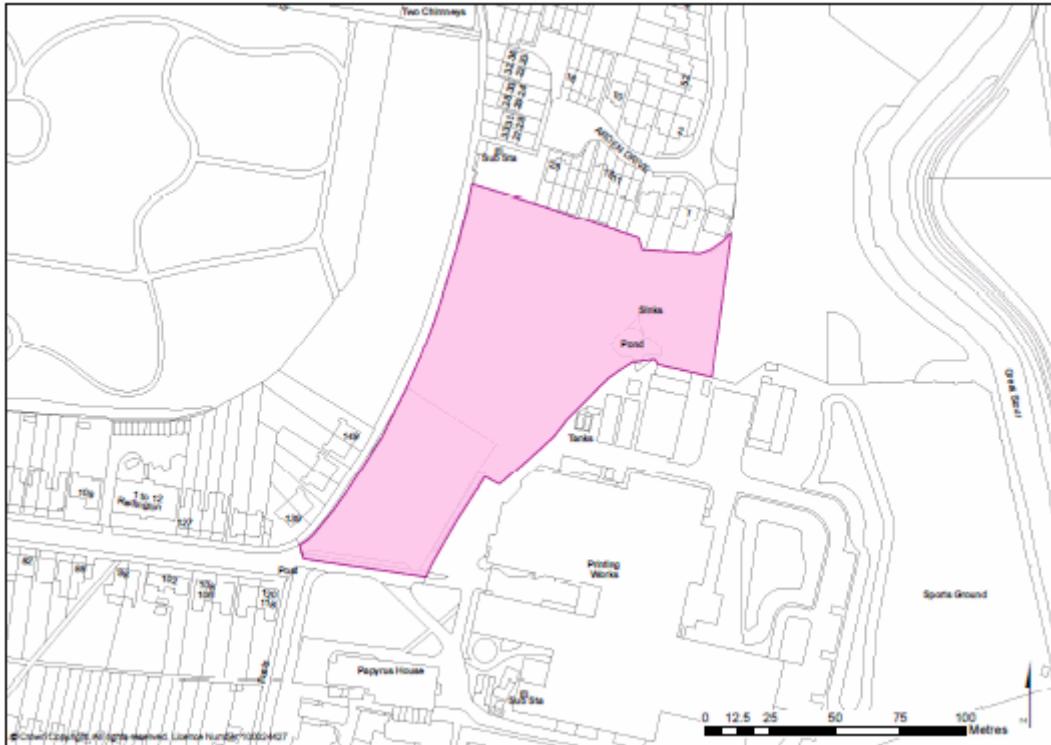
Policy U3 - Land at Chart Industrial Estate

Land at the Chart Industrial Estate is allocated for B1, B2 and B8 uses and has the potential to be redeveloped more intensively than its current layout. Proposals for bulky goods retail warehousing and other employment generating uses would also be acceptable in principle provided that existing employment uses can be relocated within Ashford and Policy U20 is complied with.

Development proposals for this site shall:

- a) create a built form with a scale, design and layout which respects the long term vision for this part of Victoria Way;**
- b) ensure that future development has regard to the riverside setting of the site, nature conservation interests and the need to take account of the wider riverside corridor area;**
- c) include a full flood risk assessment prepared in consultation with the Environment Agency. Where necessary, innovative design solutions should be employed to achieve appropriate mitigation measures;**
- d) provide a pedestrian/cycle bridge over the Great Stour to link with the greenspaces to the south of the river; and,**
- e) ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

Policy U4 - Lower Queens Road



U4 - Lower Queens Road

- 6.40** The site is at the eastern end of Lower Queens Road and adjacent to the Invicta Press works to the south. Existing residential development lies to the north and the site adjoins the Green Corridor to the east. The northern half of the site is currently unmanaged woodland, with the southern part currently forming the Invicta Press car park.
- 6.41** Residential development will be acceptable on this site with an indicative capacity of up to 40 dwellings. Alternatively, this site could form the first phase of a wider redevelopment scheme with the potential to create an attractive residential riverside environment close to the Town Centre in tandem with the redevelopment of the adjacent Mace Lane industrial estate to the south (see Policy TC18 of the TCAAP).
- 6.42** The primary vehicular access to the site should be from Lower Queens Road. This area has an attractive setting next to the Green Corridor but any development will need to demonstrate how it would make a positive contribution to the setting and appearance of the Green Corridor through innovative design and layout. Development must be of an appropriate scale and reflect existing development in the area ranging between 2-3 storeys in height.

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- 6.43** An existing sewer runs beneath the site and any layout of development will need to ensure that the existing sewerage infrastructure on site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.
- 6.44** Access to open space and recreational facilities will need to be improved by linking development on the site to the wider network of existing pedestrian / cycle paths surrounding the site. New pedestrian / cycleway routes that improve accessibility into and through the Green Corridor to the east shall be provided.

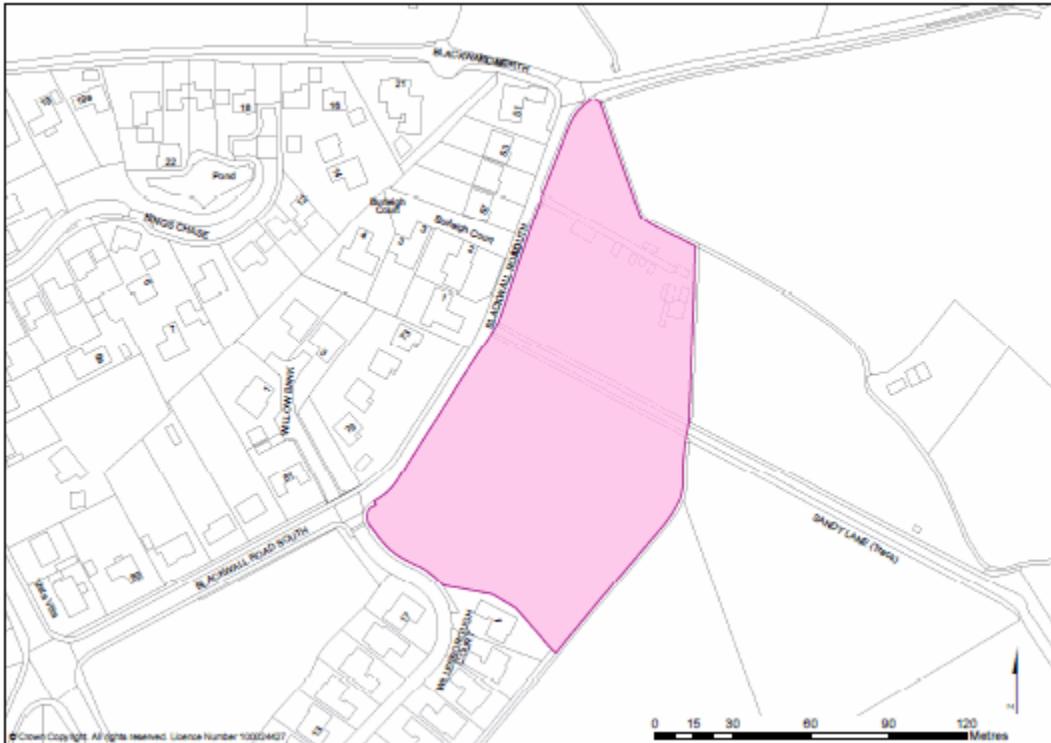
Policy U4 - Lower Queens Road

Land at the end of Lower Queens Road is proposed for residential use (indicative capacity 40 dwellings).

Development proposals for this site shall:

- a) provide the primary vehicular access to the site from Lower Queens Road;**
- b) ensure the built form and layout respects the setting of the Green Corridor;**
- c) ensure the development is of an appropriate scale ranging between 2-3 storeys in height;**
- d) provide links to existing pedestrian / cycle paths surrounding the site, including improving accessibility into and through the Green Corridor to the east of the site; and,**
- e) ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

Policy U5 - Land at Blackwall Road, Willesborough Lees



U5 - Land at Blackwall Road, Willesborough Lees

- 6.45** The land proposed for development at Blackwall Road adjoins attractive open countryside to the north and east and is located on the edge of the built up area of the town. The site includes some former agricultural buildings and is considered suitable for residential development with an indicative capacity of 40 units.
- 6.46** South of the Sandy Lane track which bisects the site, the eastern boundary of the site adjoins the Willesborough Lees and Flowergarden Wood Local Wildlife Site (LWS). Careful consideration will need to be given to the relationship of the proposed development to this LWS.
- 6.47** Due to the wet woodland and bog habitats present within the LWS there is a need to ensure no change in the hydrology within the site as the health of the woodland and bog is likely to be dependant, at least in part, on water from the U5 site. Therefore a hydrological survey may be required at the planning application stage to ensure water feed to the LWS is not impacted. The possibility of producing this strategy in partnership with the developers of site U14 would be seen as an acceptable approach.

Site Policies

- 6.48** The northern edge of the site adjoins open countryside and the site boundary is currently defined by a tree-lined hedge which protects the views of the site from the north, especially from the Downs. This screening will need to be retained as part of any new development scheme.
- 6.49** The Sandy Lane track currently provides the only vehicular access to the woodland and Knolly's Cottage. This access provision will need to be retained as part of any development scheme for the site, whether through the retention of Sandy Lane or an alternative access arrangement.
- 6.50** The depth to groundwater is limited at this site and thus the use of soakaways may not be permissible due to the risks of direct discharge to groundwater. The Sustainable Drainage SPD should be referred to in establishing suitable options for surface water disposal.

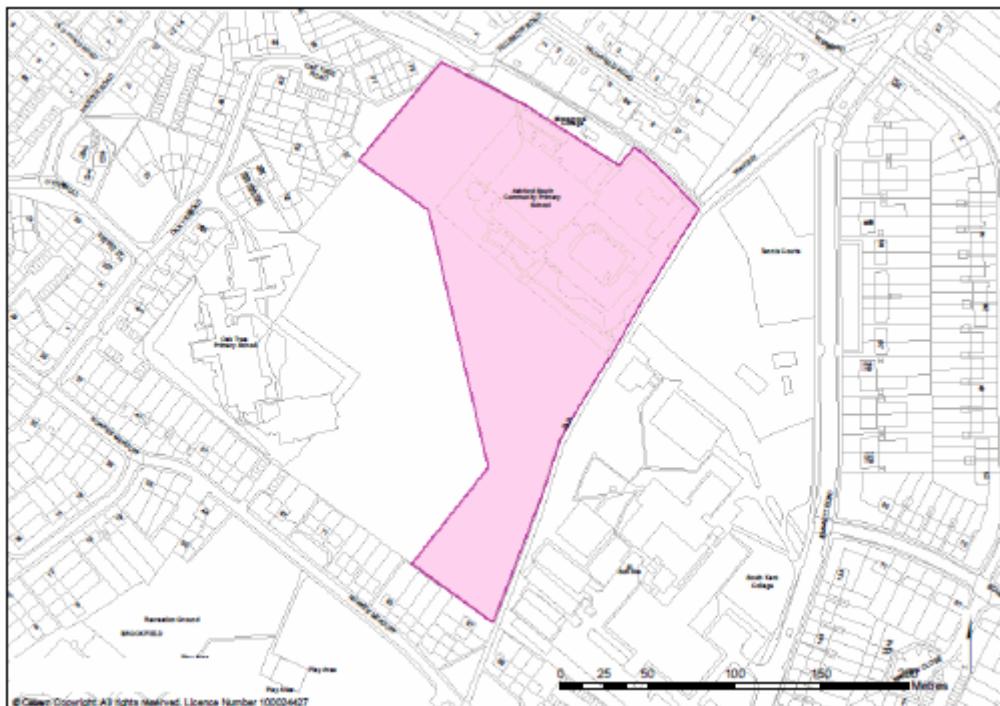
Policy U5 - Land at Blackwall Road, Willesborough Lees

Land at Blackwall Road, Willesborough Lees is proposed for residential development with an indicative capacity of 40 units.

Development proposals for this site shall:

- a) retain the hedge of mature trees that bounds the northern edge of the site; and,**
- b) retain or re-provide vehicular access to Knolly's Cottage and the Lees Woodland through the development.**

Policy U6A - Former Ashford South Primary School



U6A - Former Ashford South Primary School

- 6.51 This former primary school is principally vacant with a small number of the buildings being let on a short-term basis for community uses and clubs. It is located off Jemmett Road and provides a rare opportunity to develop a partly brownfield site within walking distance of the town centre, railway station and the existing strategic Victoria Park. The South School site is considered suitable for up to 110 residential units.
- 6.52 The site is land-locked, located to the west of the further education college (K College) and north of the Ashford Oak Tree Primary School. However, with the college pursuing a scheme to re-locate to the town centre and a redevelopment scheme proposed for the Jemmett Road K College site (U6B), redevelopment of this former primary school site becomes deliverable with access to the site being provided through the former college.

Site Policies

- 6.53** The concept of redevelopment to residential uses has long been established on this site and on the adjoining K College sites. On the K College site there is a resolution to grant permission for residential development subject to the completion of a Section 106 agreement. That application seeks to extend the time limits for implementation of a residential redevelopment of the site previously granted permission by Council under reference 07/00117/AS. A planning condition will restrict the redevelopment to no more than 154 dwellings unless the applicant can demonstrate that any increase will comply with all adopted parking, sustainable drainage and space standards supplementary planning documents and the Council agrees to such an increase in writing. The Council has previously resolved to grant planning permission (07/01789/AS) for up to 158 units on the former South Primary School subject to the signing of a Section 106 agreement. The amended capacity of the South Kent College site and the application of recently adopted SPDs will need to be taken into account in determining the residential capacity of this site which has been reduced indicatively to 110 units.
- 6.54** Immediately abutting the eastern boundary of the site is the public right of way, Jemmett Path, that is also known as the 'Learning Link' which is a major north-south pedestrian / cycleway route identified in the Core Strategy. This strategic routeway is termed the 'Learning Link' due to its close proximity to several schools and colleges and extends from the town centre to Stanhope. Development proposals for the site should not detrimentally impact on the retention of the 'Learning Link'.
- 6.55** As part of the overall strategy for the site, the community uses and clubs currently located in the former school buildings should be relocated to similar or more appropriate locations before commencement of building work. The Council and its partners will continue to work to help assist relocation where this is necessary.
- 6.56** Development of this site should be cohesive with the adjacent K College re-development proposals but it is important that the development of this site is able to function as a self contained development in its own right. Consequently, the design and scale of development of the scheme would need to take account of the character of the surrounding area and the scheme proposed on the adjoining K College site and ensure that the residential amenity of neighbouring occupiers is protected and not over-burdened, this is particularly the case on the northern boundary. Any development proposals would need to provide a frontage facing the Learning Link to ensure that natural surveillance of this community area is achieved.

- 6.57** The site lies adjacent to the Ashford Oak Tree Primary School and the opportunity should be taken to provide an additional access to the school via this development site.
- 6.58** The site is within close proximity (150 metres) of Victoria Park, a strategic community facility providing play equipment for a number of age groups, areas of open space for informal play and more formal areas of planting. Therefore a contribution towards this facility may be more suitable than the requirement for an onsite play facility. However, the site does provide the opportunity to provide more local areas of open space, which could form part of the overall site design and aesthetics.
- 6.59** The closure of the school has led to loss of a playing field that was used by the wider community and arrangements will have to be made to secure the use of an appropriate alternative playing field in the locality.
- 6.60** The western boundary of the site contains a number of mature trees which would need to be retained as part of any new proposal, this will not only provide a natural boundary to the site but help smooth the transition between the surrounding housing and new development. The existing mature trees within the site curtilage, some of which have a TPO should also be retained to add design features to the new development and to provide wildlife havens and habitat links.
- 6.61** An existing sewer runs beneath the site and any layout of development will need to ensure that the existing sewerage infrastructure on site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure provider at the time is recommended.

Site Policies

Policy U6A - Former Ashford South Primary School

The former Ashford South Primary School site is proposed for residential development (indicative capacity up to 110 units)

Development proposals for the site shall:

- a) be accessed via the adjoining K College site;**
- b) enhance and improve the 'learning link' pedestrian and cycle route way;**
- c) ensure that the scale, design and character of the development takes account of the character of the surrounding area and the scheme proposed on the adjoining K College site;**
- d) ensure that there is no significant impact on the residential amenity of neighbouring occupiers;**
- e) provide an additional access through the site to the adjacent AshfordOak Tree Primary school;**
- f) provide a financial contribution towards the provision and maintenance of new play equipment at Victoria Park in accordance with 'saved' policy LE7 of the Borough Local Plan 2000 and the Public Green Spaces and Water Environment SPD;**
- g) provide a financial contribution towards the maintenance of Victoria Park, in accordance with 'saved' policy LE9 of the Borough Local Plan 2000, and the Public Green Spaces and Water Environment SPD;**
- h) retain the mature trees on the site; and,**
- i) ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.**

Policy U6B – K College, Jemmett Road



U6B – K College

- 6.62** This site is currently a further education college campus located on Jemmett Road within walking distance of the town centre, railway station and Victoria Park. The site is currently in use as an important educational facility for the borough but the College is pursuing a scheme to re-locate to a site within the town centre and hence there is the potential to redevelop this site once the relocation has taken place.
- 6.63** Most of the southern half of the site accommodates the college buildings and a significant amount of hard standing and car parking. The northern half of the site tapers into the former Ashford South Primary School access road and is largely overgrown scrub with a number of trees, although it was once occupied by buildings in educational use. The disused nature of this part of the site means that it has a degree of ecological value.
- 6.64** The principle of redevelopment to residential uses has been established on this site linked with the redevelopment of the adjoining Former Ashford South Primary School(Policy U6A). Residential redevelopment of the site was previously granted outline planning permission by the Council under reference 07/00117/AS. There is a resolution to grant fresh outline permission for residential development of the

Site Policies

site subject to the completion of a Section 106 agreement. A planning condition of the permission will restrict the redevelopment to no more than 154 dwellings unless an applicant can demonstrate that any increase will comply with all adopted supplementary planning documents on parking, sustainable drainage and residential space standards and the Council agrees to such an increase in writing.

- 6.65** Immediately abutting the western boundary of much of the site is the public right of way, Jemmett Path, that is also part of the 'Learning Link' which is a major north-south enhanced pedestrian / cycleway route from the town centre to Stanhope referred to in the Core Strategy. Development proposals for the site must not detrimentally impact on the retention or use of Jemmett Path and must widen and make enhancements and improvements to it in order to increase its attractiveness to users.
- 6.66** Development of this site must facilitate the ability to bring forward development on the adjacent former primary school site (Policy U6A) and must be designed to be cohesive with the design approach taken on the adjacent site. As part of the development, two all-movement access points from Jemmett Road shall be provided through to the site boundary adjoining the learning link for vehicular access to site U6A to be created – these are shown on the Policies Map.
- 6.67** The design and scale of development here will need to take account of the character of the surrounding residential areas of Noakes Meadow and Jemmett Road and any scheme proposed on the adjoining former school site. The design should ensure that the residential amenity of existing neighbouring occupiers is protected. Any development proposals would need to provide a frontage to Jemmett Path and public open space to ensure that safety through natural surveillance of this community area is achieved.
- 6.68** The site is within close proximity (150 metres) of Victoria Park, a strategic recreation facility providing play equipment for different age groups, areas of open space for informal play and more formal areas of planting. Therefore, a contribution towards enhancement of these facilities at the park may be more suitable than the requirement for development of play facilities on-site. However, the site does provide the opportunity to provide more local areas of public open space, which should form part of the overall site design.
- 6.69** The northern part of the site contains a number of mature trees within the site curtilage, some of which are protected by a Tree Preservation Order. These should be considered for retention to help provide wildlife havens, habitat links and visual softening of the development.

- 6.70** It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended. Redevelopment of the site will require sustainable drainage to be provided in accordance with the Council's supplementary planning document.

Policy U6B – K College

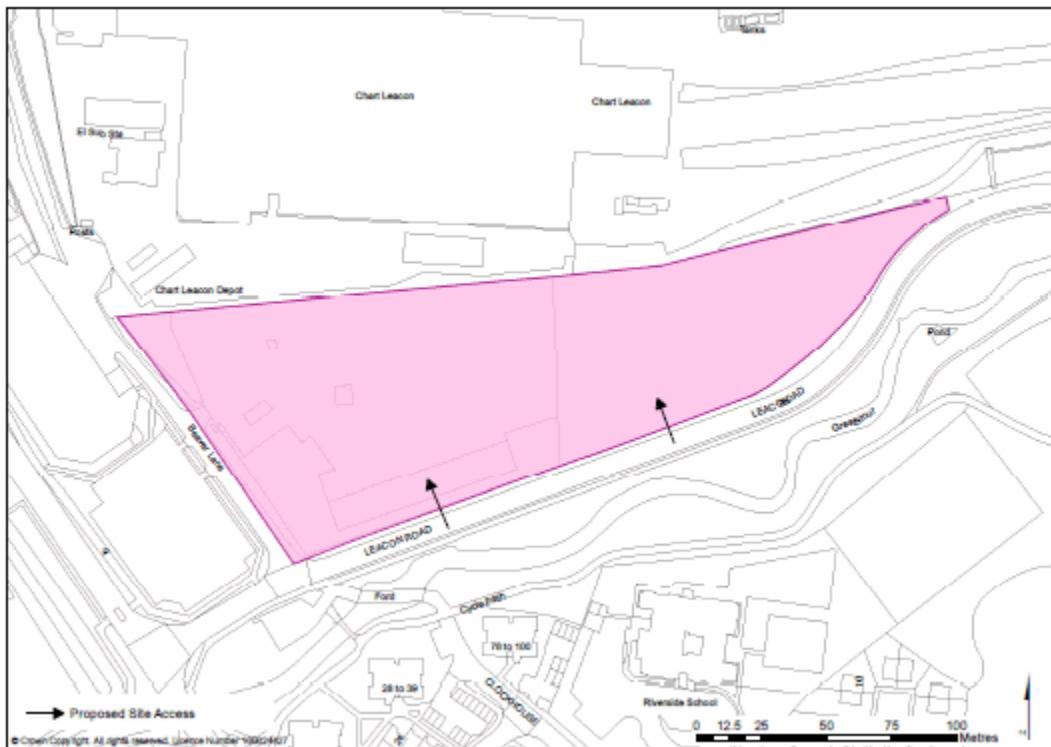
Subject to the relocation of the K College campus to elsewhere in Ashford, the site is proposed for residential development.

Development proposals for the site shall:

- a) provide two vehicular routes through the site from Jemmett Road to the site boundary adjoining Jemmett Path and (Policy U6A);**
- b) enhance and improve the Jemmett Path/Learning Link pedestrian and cycle route and cease existing vehicular use of the Learning Link once one of the routes required under a) has been provided;**
- c) ensure that the scale, design and character of the development takes account of the character of the surrounding area and any scheme proposed on site U6A;**
- d) ensure that there is no significant impact on the residential amenity of neighbouring occupiers;**
- e) provide a financial contribution towards the provision and maintenance of new play equipment at Victoria Park in accordance with 'saved' policy LE7 of the Borough Local Plan 2000, and the Public Green Spaces and Water Environment SPD;**
- f) provide a financial contribution towards the maintenance of Victoria Park, in accordance with 'saved' policy LE9 of the Borough Local Plan 2000 and the Public Green Spaces and Water Environment SPD;**
- g) retain the protected trees within the site and provide appropriate additional planting; and**
- h) provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water, and ensure future access to the existing sewerage system for maintenance and upsizing purposes.**

Site Policies

Policy U7 - Leacon Road



U7 - Leacon Road

- 6.71** This site lies to the south of the Chart Leacon rail depot and sidings which is on raised ground to the rear of the site. The River Stour flows parallel with Leacon Road opposite the site to the south. Leacon Road provides the route into the Chart industrial area. Victoria Way links through to the International Station.
- 6.72** The Victoria Way link will transform this area, creating a high quality urban street with frequent public transport along its route into the town centre, as well as providing an efficient through-road for traffic wanting to bypass the town centre. As such, residential development would be suitable on this brownfield site. It has a prominent position along Victoria Way with the eastern and south west corners of the site being highly visible in the streetscape.

- 6.73** The scale of development should relate well to the surrounding area. Residential development along the Victoria Way frontage should be primarily 3 storeys in height reflecting a narrower corridor along this part of the route reducing in scale from development allocated in the town centre to the east. However, the prominent eastern and south-western corners could accommodate an additional one or two storeys to create some variety and interest in the streetscape. There is only sufficient depth in the site for frontage development with parking and amenity space to the rear. Development should have a strong built form with well designed frontages to reflect the high quality urban route envisaged for Victoria Way. A positive built return frontage should also be created along Beaver Lane.
- 6.74** Most of the site lies within Flood Zone 3. It is critical that development follows sustainable design principles to mitigate any risk of flooding either on the site or elsewhere. A detailed flood risk assessment, prepared in consultation with the Environment Agency, will be required to support any planning application for development here.
- 6.75** New primary access points will be required along Leacon Road, as well as improvements to existing access points along Beaver Lane. A small piece of land along the southern boundary of the site will be required for the Victoria Way route and this land should not be developed.
- 6.76** The National Cycle Network runs through the Green Corridor opposite the site, connecting Victoria Park and Singleton Lake which are important areas of open space within this urban setting. Development must be designed so that it is well connected to the existing footpath and cycle network and provides an attractive and safe route for pedestrians and cyclists to the town centre.
- 6.77** Visual screening is required along the northern boundary in order to provide separation and protection from the industrial activities at the Chart Leacon rail depot and sidings. This should include an element of planting and landscaping that helps to contribute towards a pleasant living environment for residents.

Site Policies

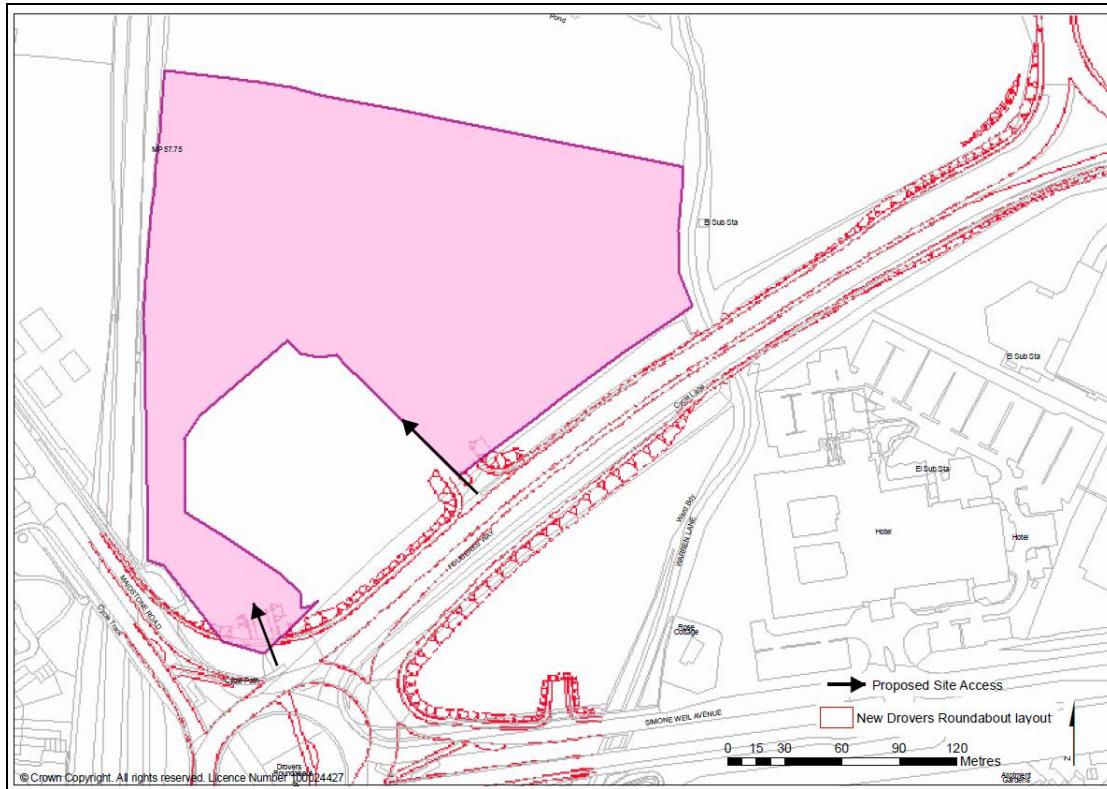
Policy U7 - Leacon Road

This site is allocated for residential development (indicative capacity 100 dwellings).

Development proposals for this site shall:

- a) provide high-quality development with built frontages to Victoria Way (Leacon Road) and Beaver Lane;**
- b) create new access points to the site from Leacon Road and improve access to the development via Beaver Lane. Retain a small strip of land along the southern frontage for Victoria Way.**
- c) provide a suitable scheme for landscaping and screening of the northern boundary;**
- d) connect to the existing network of footpath and cycle way routes; and,**
- e) include a full flood risk assessment prepared in consultation with the Environment Agency.**

Policy U8 - Warren Park and Ride



U8 - Warren Park and Ride

- 6.78** Land at the Warren is identified in the Core Strategy as the location of one of three proposed Park & Ride sites serving Ashford town centre. Sufficient land has been identified to provide up to 800 new parking spaces here which form a key part of the Council's Parking Strategy for the town. The area has previously been identified for a Park & Ride site in the Borough Local Plan 2000 (BLP).
- 6.79** This area is at a key entrance to Ashford being located just south of Junction 9 of the M20 motorway. It also adjoins a locally important wooded area, the Warren, which is a Local Wildlife Site and which is frequently used by residents for walking and recreation. These characteristics dictate that any development in this area should be well designed as well as being functionally practical.
- 6.80** The Warren requires protection and appropriate measures should be put in place to mitigate any loss of foraging or other habitat.

Site Policies

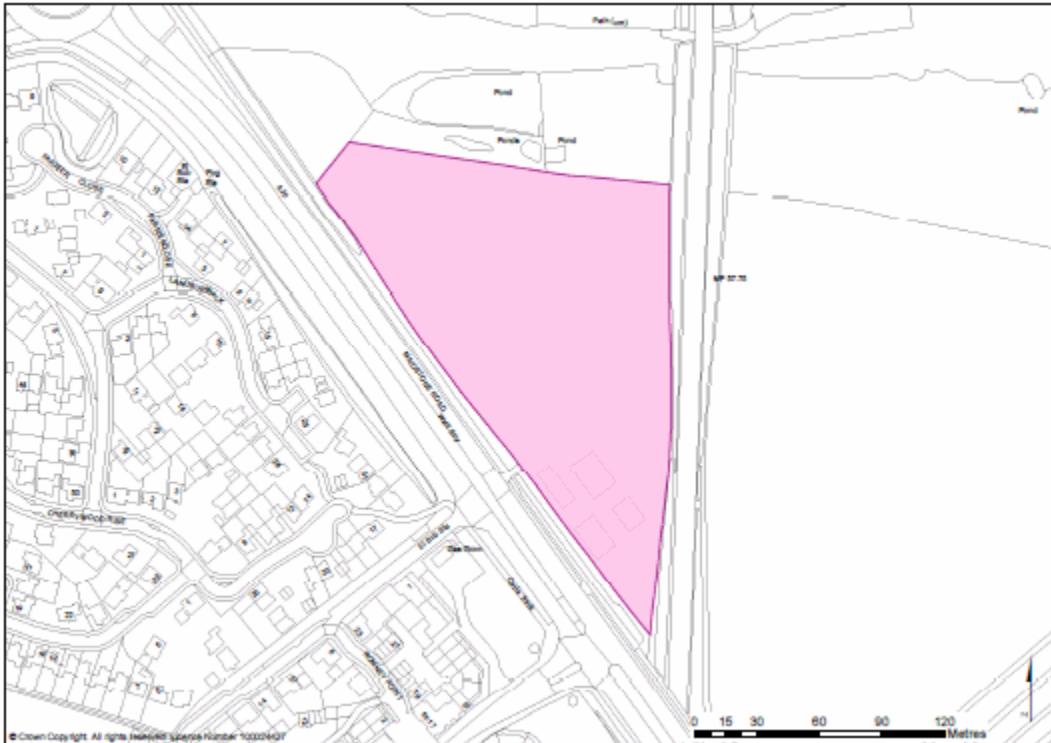
- 6.81** The area designated for the Park & Ride site is situated between Fougeres Way and the Maidstone railway line. Access for cars shall be provided from Fougeres Way only by means of a new signal-controlled junction. This new junction should be designed to ensure that Park & Ride / other bus services have adequate priority over other vehicles, although these services will also use a bus-only access via the Drovers roundabout. The site allocation reflects the land acquired by the County Council to construct the Park & Ride facility. This has left a small area next to the Park & Ride site which would be potentially suitable for a range of development opportunities. Should the Park & Ride site be developed in advance of this area, then the full junction and access should be constructed so as not to prejudice the ability to bring forward development on the neighbouring site.
- 6.82** Landscaping of the Park & Ride site will be important given its prominent location on the edge of the town. Particular attention should be paid to the northern boundary planting where the site adjoins the Warren. Along this boundary, more substantial tree planting should be provided to create a visual barrier. Within the site, it will be important to 'break-up' the large areas of hardstanding associated with a large surface car park with suitable planting and soft landscaping.
- 6.83** The car park should be safe and secure for its patrons. Reference should be made to the criteria in the Park Mark specification in the design of the Park & Ride and its associated facilities.

Policy U8 - Warren Park and Ride

**Land at the Warren is allocated for a 800 space Park & Ride facility.
Development proposals for this site shall:-**

- a) be accessed from Fougeres Way only via a new signal controlled junction (except for Park & Ride or SMARTLINK bus services);**
- b) include buffering and ecological habitat creation and management along the northern boundary of the site; and,**
- c) include soft landscaping within the site to soften the visual impact of development.**

Policy U9 - Maidstone Road



U9 - Maidstone Road

- 6.84** This site is located on the triangle of land bounded by the A20 Maidstone Road, the Maidstone railway line and the Warren, a Local Wildlife Site. It had previously been designated as part of a wider allocation as a Park & Ride site in the Borough Local Plan 2000 (BLP) but is now no longer required for this purpose and may come forward independently of the Park & Ride facility on the adjoining site. The site lies opposite the Repton Park and Orchard Heights developments and provides an opportunity for a residential development accessed from the A20.
- 6.85** A key characteristic of the site is that it lies at a significantly lower level than the adjoining carriageway and footway. Development should be set back from the A20 frontage to enable suitable forward-facing dwellings to be achieved. These should be 3 storey townhouses to take account of the change in levels and create suitable living conditions for the residents. Planting should be provided on the A20 frontage to provide some visual interest and privacy for residents of the new dwellings on the site. Development must also take account of the railway embankment providing suitable mitigation measures against possible noise impact from the railway.

Site Policies

- 6.86** The relationship of built development to the Warren will also be an important factor in the assessment of proposals on this site. This should see a lower and less dense scale of development along this boundary to reflect the transition to the countryside and woodland beyond. The Warren requires protection and appropriate contributions to mitigate against loss of foraging habitat and to the management of the Warren as a result of development should be provided.
- 6.87** Dwellings should be orientated to enable overlooking and natural surveillance to the Warren. A mix of unit sizes and types will be required here but the larger detached properties should be generally located at the northern / north-eastern parts of the site.
- 6.88** The affordable housing element of this development that would be required by policy CS12 of the Core Strategy may exceptionally be provided at the nearby Warren Lane site (U18) which falls within the same land ownership, and that is reflected in the relevant site policy. Consequently, the implementation of development on this site shall be linked to the development of site U18 and if development at Warren Lane does not proceed as envisaged then alternative arrangements to secure the required affordable housing on this site will be required. Appropriate Section 106 Agreements will be necessary to secure the delivery of the affordable housing element in either circumstance.

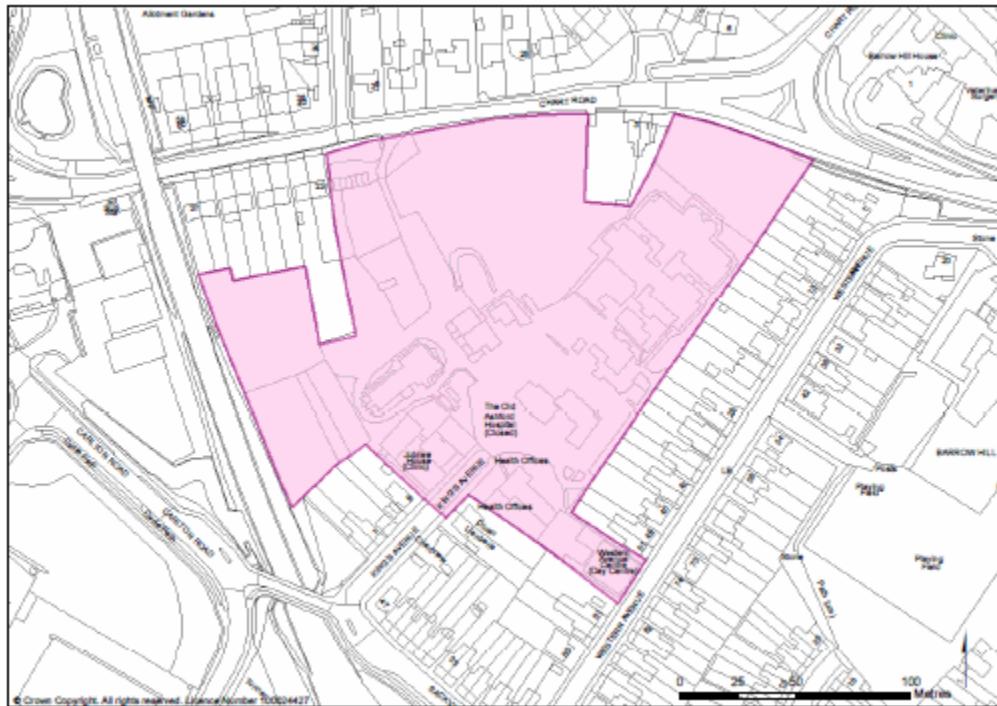
Policy U9 - Maidstone Road

Land at Maidstone Road is allocated for residential development (indicative capacity 70 dwellings).

Development proposals for this site shall:

- a) deliver a layout that ensures an appropriate relationship between new built development and the adjoining countryside and woodland at the Warren; and**
- b) either provide the affordable housing element of this scheme on land at Warren Lane (U18) or, if development at Warren Lane does not proceed, make suitable provision on-site.**

Policy U10 - Former Ashford Hospital



U10 - Former Ashford Hospital

- 6.89** The former Ashford Hospital site has previously been identified as a potential redevelopment opportunity in the Borough Local Plan 2000 (BLP). The site is located close to the town centre within a largely residential area. The main access to the site is off Kings Avenue with an emergency access off Chart Road.
- 6.90** It has not been used for medical or community purposes for some time and currently lies vacant. Planning permission has recently been granted for the re-use of part of the site for health purposes with residential development on the remainder of the site. However, it is understood that the health related element of the site is not to be pursued and the whole site would be acceptable for a residential redevelopment. This could take a different form from that already granted permission.
- 6.91** The site lies adjacent to the Ashford-Maidstone railway line and the Channel Tunnel Rail Link. The potential noise impact of both will need to be taken into account in any detailed design and layout. The primary vehicular access should continue to be from Kings Avenue, although a secondary access to the A28 Chart Road could also be provided which may also be used as a pedestrian and cycle access to the site. However, a vehicular link should not be provided to avoid the creation of a 'rat-run' through the site. In addition, pedestrian and cycle access should be provided from Western Avenue.

Site Policies

- 6.92** There are a number of disused buildings on site which form the old Ashford Hospital. The majority of these are utilitarian in appearance and do not need to be retained as part of a residential redevelopment scheme. However, the former main hospital building is of local architectural and historic interest and should be retained and re-used if appropriate.
- 6.93** Given the character and appearance of the surrounding areas, a scheme of 2 - 3 storey buildings would be most appropriate here. The design and layout must take account of the residential amenity of neighbouring occupiers. Particular attention needs to be given to the topography of the site which slopes up from Chart Road towards the old hospital buildings and any potential impact on residents on the northern side of Chart Road.
- 6.94** As the site is in NHS ownership, there is also potential for the site to accommodate a new health facility. This potential should not be prejudiced by a comprehensive residential redevelopment until an alternative approach has been agreed with the local PCT or health authority.
- 6.95** Development of this site presents an opportunity to incorporate a sustainable drainage system that would contribute to managing surface water for the benefit of flood risk, water quality, biodiversity and amenity. This site has a sensitive groundwater setting and significant area of brownfield land. Contamination assessments will need to be carried out and drainage schemes will need to be sympathetic to the results to ensure no future risk to groundwater.
- 6.96** In addition, capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.

Policy U10 - Former Ashford Hospital

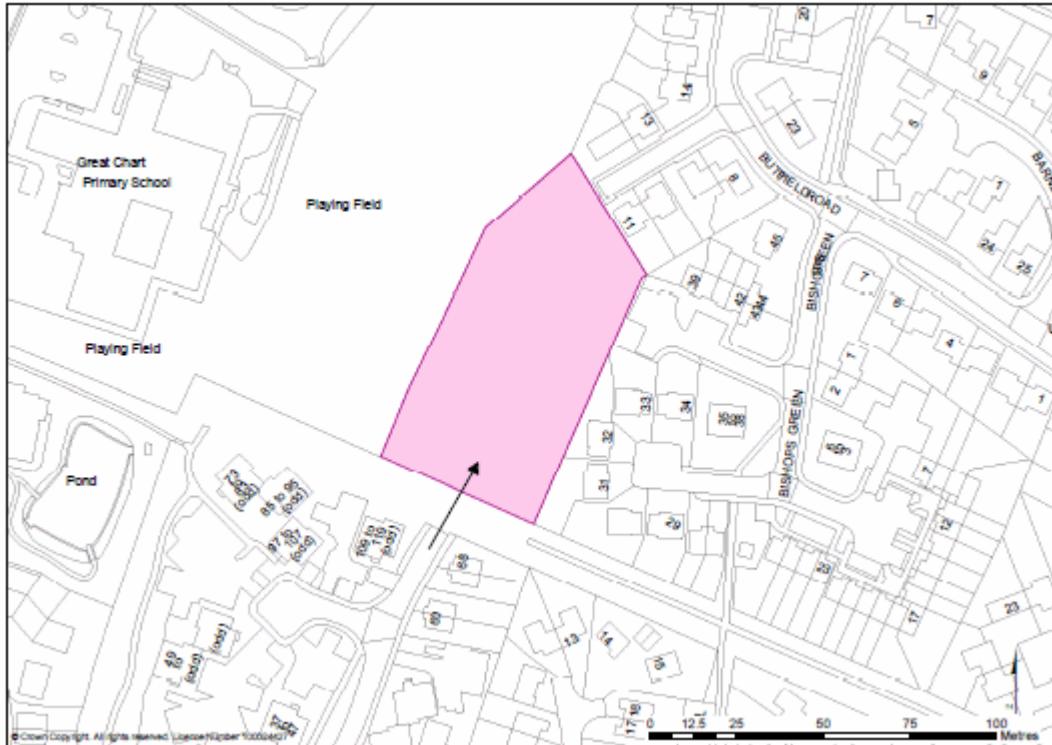
The former Ashford Hospital site is proposed for residential development (indicative capacity 80 dwellings).

Development proposals for this site shall:

- a) provide a primary vehicular access from Kings Avenue;
- b) provide a pedestrian/cycle access and emergency / secondary vehicular access from Chart Road;
- c) provide a pedestrian/cycle access from Western Avenue;
- d) have a design/layout appropriate for the site's location adjacent to residential areas;
- e) have a layout which addresses the possible noise impact from the railway and Channel Tunnel Rail Link;
- f) provide replacement parking facilities for the residents of 23-33 Chart Road in the event of the existing garages being demolished; and,
- g) provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water, and ensure future access to the existing sewerage system for maintenance and upsizing purposes.

Site Policies

Policy U11 - Bishop's Green, Singleton



U11 - Bishop's Green, Singleton

- 6.97** This site is located at the end of Butt Field Road and Bishop's Green in Singleton. The western boundary of the site adjoins the playing fields of Great Chart Primary School. The site is currently unused. The western boundary adjoining the school field is a row of mature trees which must be retained and enhanced if necessary to protect the views into and out of the site. None of the trees within the site are protected.
- 6.98** The site lies within easy walking distance of the Singleton local centre, the school and local children's play area. There is a strip of open land to the south of the site that contains a pathway that leads between the existing cul-de-sacs. This pathway should be continued into the new development to enhance the pedestrian linkages and integrate the site into the surrounding area.
- 6.99** The indicative capacity of the site is 20 dwellings. The effects of the design and layout on the amenity of neighbouring occupiers should be considered with any development proposals. The main vehicular access point to the site will be from Longacre Road.

6.100 Development of this site presents an opportunity to improve the neighbouring Singleton Stream for the benefit of amenity, wildlife and water quality. Consideration should be given to draining the site to the Singleton Stream and potentially 'opening-up' the watercourse, incorporating a sustainable drainage system that will contribute to managing surface water for the benefit of flood risk, water quality, biodiversity and amenity.

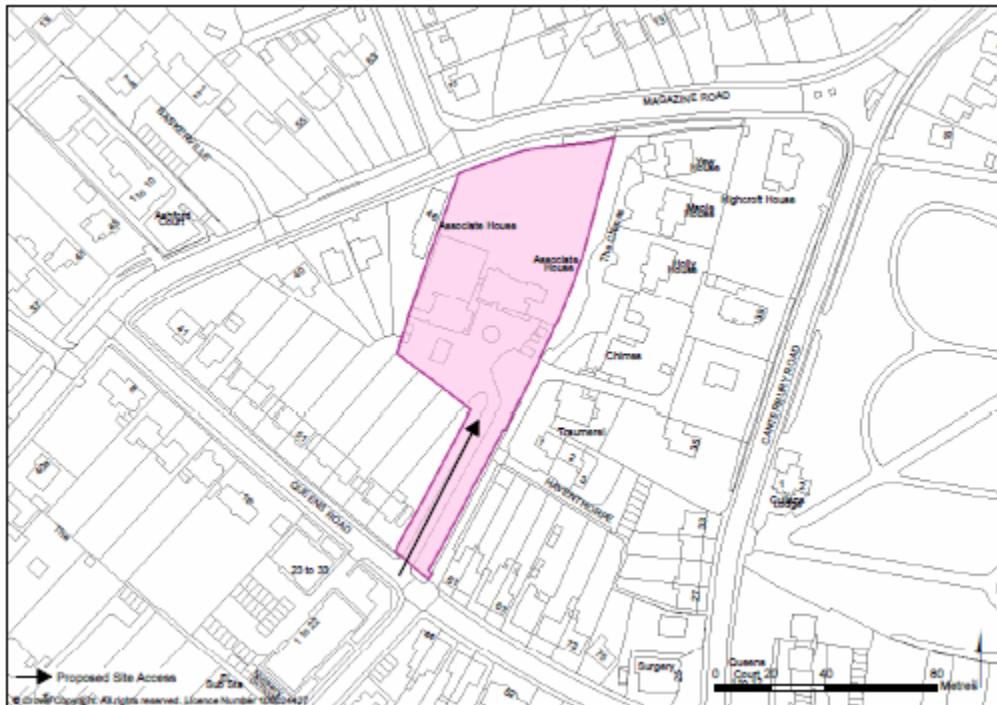
Policy U11 - Bishops Green, Singleton

The site is proposed for residential development (indicative capacity 20 dwellings)
Development proposals for this site shall:

- a) provide the main vehicle access point from Longacre Road;
- b) retain, and enhance if necessary, the existing mature tree boundary along the western boundary that adjoins the school playing fields;
- c) create pedestrian links through the site that continue the pathways in the area and link to the nearby local centre; and,
- d) be designed in a way that does not adversely impact on the amenity of the neighbouring occupiers.

Site Policies

Policy U12 - Associate House, Queens Road



U12 - Associate House

- 6.101** This former single Edwardian dwelling and associated outbuildings and grounds are currently utilised as an Adult Education Centre. The site is considered suitable for redevelopment for residential use with an indicative capacity of 15 units due to the proposed relocation of the adult education centre to the combined 'Gateway Plus' facility in the town centre (See Town Centre Area Action Plan Policy TC7) and because it lies within easy walking distance of the town centre and the range of services provided there.
- 6.102** The entrance to the site is via a tree-lined driveway, which is contained within the Queens Road Conservation Area. Any new development should retain this tree-lined entrance and be designed to a high standard to complement the Conservation Area to the south east. The existing driveway off Queens Road should therefore be retained as the principal site access.
- 6.103** Development proposals should be no more than 3 storeys in height to protect the residential amenity of neighbouring occupiers and the character of the area. The eastern boundary of the site also provides an existing tree screen, which includes a number of trees with Tree Preservation Orders (TPOs). This screening should be retained to protect the amenity of the neighbouring properties and to ensure the protection of the trees with TPOs.

Policy U12 - Associate House, Queens Road

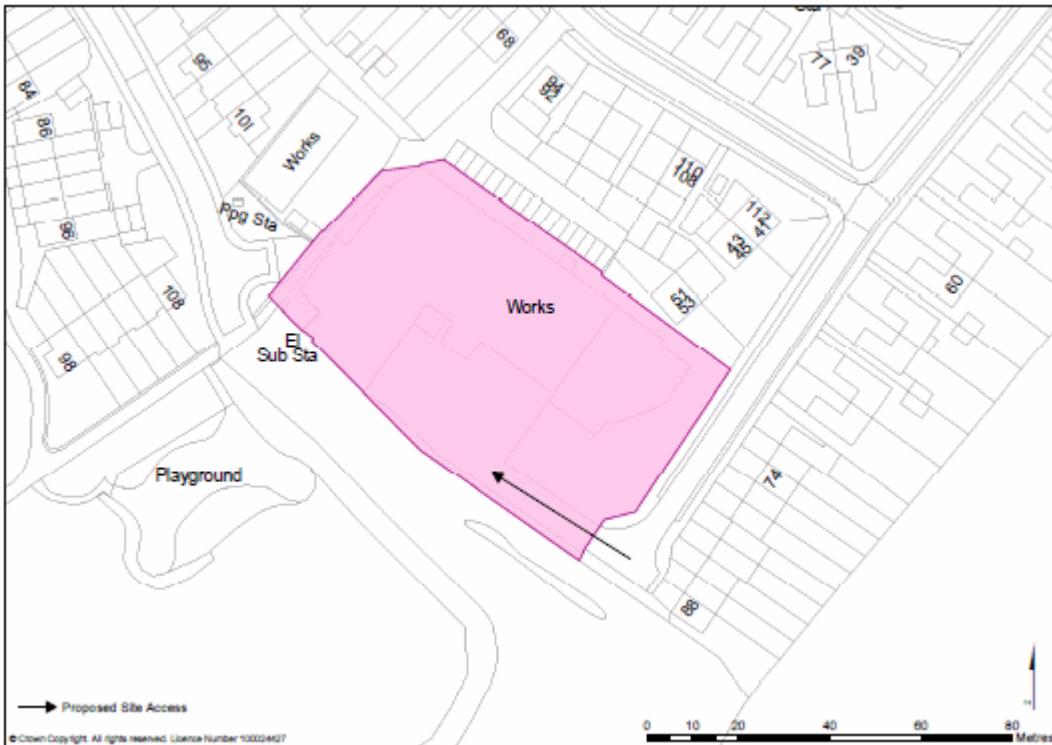
Land at Associate House is proposed for residential redevelopment with an indicative capacity of 15 dwellings.

Development proposals for this site shall:

- a) provide the principal vehicular and pedestrian access to the site from Queens Road via the existing driveway;**
- b) be of high quality design to complement the Queens Road Conservation Area located to the south-east of the site;**
- c) retain the existing tree-lined driveway and the existing trees on the eastern boundary; and,**
- d) be no more than 3 storeys in height to protect amenity of neighbouring occupiers and the character of the area.**

Site Policies

Policy U13 - Mabledon Avenue



U13 - Mabledon Avenue

- 6.104** This site is located at the end of Mabledon Avenue, off the A292 Hythe Road. The site is currently in use by Piper Cox Joinery and consists of a large commercial building and car park. Due to the location of the site, in a residential area, it is considered that this site would be more suited to residential uses.
- 6.105** Policy U20 of the DPD deals with the redevelopment of employment sites and is a critical consideration prior to the possible redevelopment of this site for residential use.
- 6.106** The southern boundary of the site abuts an area of open space. This area, and the south-western part of the site falls within Flood Zone 3. It is therefore unlikely that development of this part of the site would be acceptable but a full flood risk assessment will need be carried out in consultation with the Environment Agency.
- 6.107** The site lies within close proximity of the town centre, train station, local services in Mill Court and the Stour Leisure Centre through pathways and cycleways in the area. These pathways are also heavily used for access to the nearby North School and should be linked into the new development to integrate the site into the surrounding area.

6.108 The indicative capacity of the site is 20 dwellings. The effects of the design and layout on the amenity of neighbouring occupiers should be considered with any development being no higher than 3 storeys. Development should be outward looking with buildings fronting the open space to the south, and on the eastern side they should front Mabledon Avenue, reflecting the character of the existing Mill Court development.

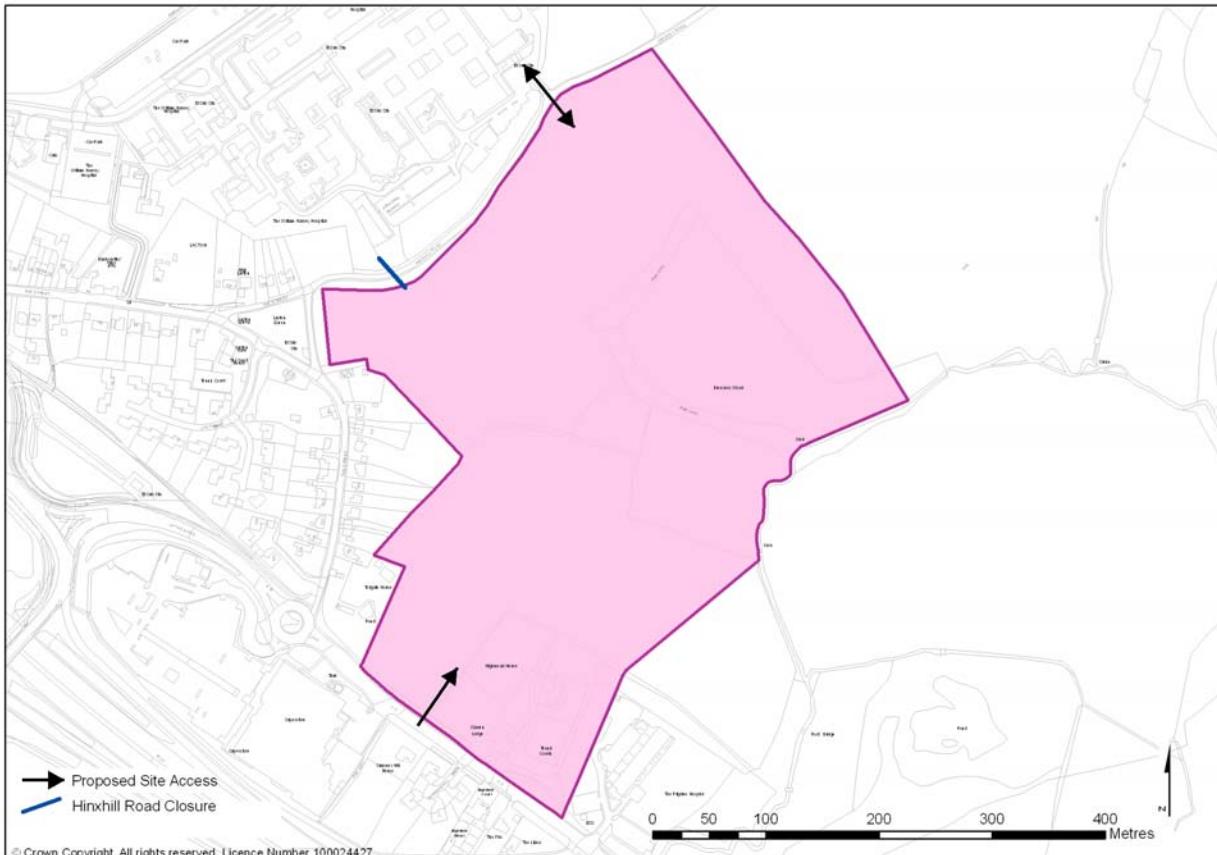
Policy U13 - Mabledon Avenue

The site is proposed for residential development (indicative capacity 20 dwellings)
Development proposals for this site shall:

- a) provide the main vehicle access point from Mabledon Avenue;**
- b) ensure compliance with Policy U20 before development can take place;**
- c) create pedestrian links through the site that continue the pathways and cycleways in the area and link to the nearby services;**
- d) not exceed 3 storeys in height and be designed in a way which fronts the existing open space and play area to the south; and,**
- e) include a full flood risk assessment prepared in consultation with the Environment Agency.**

Site Policies

Policy U14 - Land at Willesborough Lees



U14 - Land at Willesborough Lees

- 6.109** The site to the south east of the William Harvey Hospital is identified in the Core Strategy as suitable for primarily residential development and enables a secondary access point for the Hospital to accommodate its growing sub-regional role. It is proposed for residential development with an indicative capacity of 200 dwellings.
- 6.110** The site directly adjoins the built up urban area of Ashford and links in to attractive open countryside on the eastern edge of the town. At its western edge, the site directly adjoins the Conservation Area at The Street. Hinshill Lane forms the northern edge that slopes up to the small settlement of Hinshill and at the southern edge is the A20. The site is characterised by rolling countryside with some substantial areas of woodland.

- 6.111** The built footprint of development on this site needs to be carefully planned. It should avoid any of the existing areas of woodland that provide both natural screening and habitat whilst also including a distinct gap and soft green buffer along part of the western boundary to help mitigate the impact on the adjacent residential occupiers and on the character and setting of the Conservation Area. This area is residential in character consisting mainly of large detached properties, some of which are listed and so, the scale and density of new development in this part of the site should also be low. In the central area of the site, particularly along the new link road to the hospital, slightly higher densities can be achieved but overall, the site is suitable only for lower net residential densities (i.e. below an average net 30 dph).
- 6.112** The opportunity exists, by detailed design, layout and landscape planning, to create a distinct neighbourhood to help create a real sense of place in this attractive location. Street frontages should be 'active' to add interest, life and vitality to the public realm. This can be achieved by minimising blank walls and making all primary entrances overlook the street. The layout of the site should be designed to allow views, and pedestrian links where possible, through to the countryside and woodland to the north and east of the site.
- 6.113** Cycle and pedestrian links are critical. They should provide easy access to bus stops and serve all areas of the site. A pedestrian crossing on the A20 to the supermarket is essential, to connect with the improved walking/cycling environment around M20 Junction 10, and to link with the existing pathways and enable access towards the Town Centre. Links to existing rural footpaths should also be provided.
- 6.114** The main access point to the site is shown on the Policies Map and is located on the A20 to the west of the Highmead House/Warren Lodge land. To accommodate the whole of the development and the link to the hospital, this junction must be signal-controlled due to the amount of traffic that will be entering the area and to enable the smooth flow of traffic on the A20. However, up to 100 dwellings could be accessed from a more simple priority junction prior to completing the link road to the hospital and the resulting closure of Hinxhill Lane (see below).
- 6.115** The access route through the site to the hospital should be delivered by an appropriate layout of the 200 dwellings allocated in this policy. The phasing of the opening of the access route should be agreed with the Council, the local highway authority and the Highways Agency and should follow highway works to the existing secondary access point to the hospital, which would increase capacity and pedestrian and vehicle safety at this new junction.

Site Policies

- 6.116** As a consequence of the above, Hinxhill Lane should be closed south of the hospital access in order to avoid traffic using this narrow road to access the Hospital and having a detrimental impact on the existing residential area, although a gated access should remain for emergency vehicles. The proposed closure of Hinxhill Lane should benefit the existing residents of The Street as it will mean that the road will no longer be used as a through route to and from Wye and the villages north-east of Ashford. However, the Council will endeavour to monitor this change to the road layout once the link road is opened and should it be identified that there are increased traffic movements on The Street as an alternative route is sought to the A20 by road users, then the Council will look at potential schemes for closing The Street and creating two separate two-way cul-de-sacs.
- 6.117** The site lies close to M20 Junction 10. Development of the site will generate additional peak hour traffic movements around the existing motorway junction. Although a full Transport Assessment will be required to support a planning application for development here, an initial assessment indicates there is sufficient capacity at the existing motorway junction to cater for a 200 dwelling scheme on this site to be brought forward within the DPD period, based on the likely trip generation from the site set out in the Jacobs 2010 Study which indicates a peak hour generation of 250 two-way movements.
- 6.118** The eastern edge of the site is mainly open countryside and long established woodland (Breeches Wood). This woodland spreads into the centre of the site and the landscape and topography of the north eastern edge would act as a boundary and screening for any development. Development should not occur in the area east of the woodland as this would be greatly visible in this location. Additional screening should be placed on the north eastern boundary of the site, from the woodland edge to the Hospital, to reduce the visibility of the development from the north.
- 6.119** The site also includes Highmead House and Warren Lodge on the A20, west of the Pilgrims Hospice. This part of the site contains some large trees protected by Tree Preservation Orders, so lower densities in this part of the site would also be appropriate. This section of the site could be redeveloped as a separate scheme, although it must be accessed through the new A20 junction as the existing residential access would not be suitable. In either circumstance, development shall not prejudice the delivery of the main site access and the associated development.

- 6.120** The connection of the link road through the site to the hospital should be provided prior to the completion of development. A phasing programme will need to be agreed with the Council and the Highways Authorities to ensure that the opening to hospital-bound traffic would not have an adverse effect on the operation of the surrounding highway network identified in the Transport Assessment. In order to ensure that hospital staff and visitors are not encouraged to park on the residential streets of the new development, appropriate on-street parking restrictions within the new development would need to be provided as an extension of the existing arrangements in the area and funded as part of any Section 106 agreement.
- 6.121** The land to the north of this site, adjacent to the existing secondary access of the hospital is a Local Wildlife Site - Willesborough Lees and Flowergarden Wood (AS44). The site is formed of wet woodland and bog habitats and both badger setts and rare plants have been recorded here.
- 6.122** Careful consideration will need to be given to the impact of the proposed development on the adjacent LWS and this could include the development of an appropriate management strategy.
- 6.123** Due to the wet woodland and bog habitats present within the LWS there is a need to ensure no change in the hydrology within the site as the health of the woodland and bog is likely to be dependant, at least in part, on water from the U14 site. Therefore a hydrological survey may be required at the planning application stage to ensure water feed to the LWS is not impacted. The possibility of producing this strategy in partnership with the developers of site U5 would be seen as an acceptable approach.
- 6.124** The south eastern edge of the site (behind the Pilgrims Hospice into the woodland) falls within Flood Zone 2 and is close to Flood Zone 3. Therefore, a full flood risk assessment must be provided, in consultation with the Environment Agency. In addition, the depth of groundwater is limited and thus the use of soakaways may not be permissible due to the risks of direct discharge to groundwater. The Sustainable Drainage SPD should be adhered to in establishing suitable options for surface water disposal.
- 6.125** There is evidence of soil contamination on parts of the site and detailed proposals will be needed to deal with this prior to development taking place. In addition, capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect into it. It is also important that existing sewerage infrastructure which crosses the site is protected and future access secured for the purposes of maintenance and upsizing. Liaison with the relevant infrastructure company at the time is recommended.

Site Policies

Policy U14 - Land at Willesborough Lees

The site to the south east of the William Harvey Hospital is proposed for residential development with an indicative capacity of 200 dwellings.

Development proposals for this site shall:

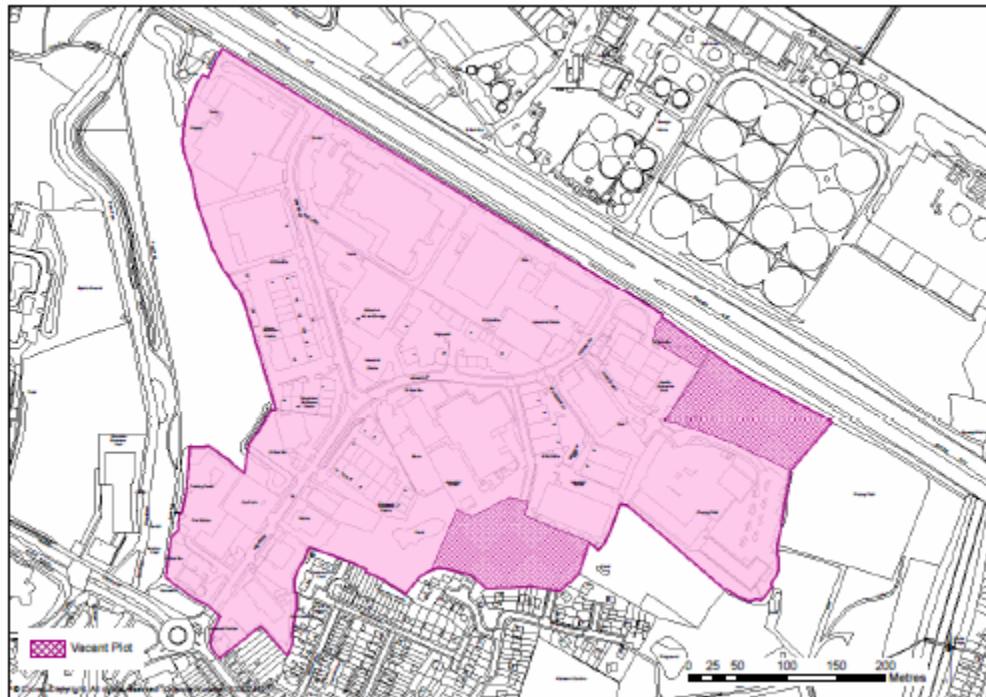
- a) provide a new signal-controlled junction, including a pedestrian crossing on the A20 at the point shown on the Policies Map;**
- b) provide a road through the site to act as a secondary link to the hospital at the point shown on the Policies Map;**
- c) make improvements to the existing emergency access to the Hospital, and Hinxhill Lane, to accommodate a new link road and junction, and close Hinxhill Lane to traffic south of the hospital access. A restricted access shall remain on Hinxhill Lane for emergency vehicles, pedestrians and cyclists only;**
- d) include a phasing programme to be agreed with the Borough Council, local Highway Authority and Highways Agency that will include the construction and opening of the access road from the A20 to the hospital and the closure of Hinxhill Lane;**
- e) provide new pedestrian and cycle routes throughout the development and connections to existing urban and rural routes and local services;**
- f) Fund the implementation of suitable on-street parking restrictions via a new traffic order, restricting non-residents parking on the roads of the new development;**
- g) be designed and laid out in such a way as to protect the character and setting of the adjoining Conservation Area and neighbouring listed buildings;**
- h) retain the woodland (Breeches Wood) in the north east of the site and extend the tree boundary between the woodland and the hospital, to screen the development of the site from the north;**
- i) include a full flood risk assessment prepared in consultation with the Environment Agency;**

Site Policies

- j) ensure that any land contamination issues are satisfactorily resolved or mitigated.
- k) contribute towards the monitoring of the traffic situation on The Street to enable an assessment to be made of the need to secure amendments to the existing access arrangements and to deliver those amendments if required; and,
- l) provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water, and ensure future access to the existing sewerage system for maintenance and upsizing purposes.

Site Policies

Policy U15 - Henwood



U15 - Henwood

- 6.126** Henwood Industrial Estate accommodates a range of B1, B2 and B8 uses. It is identified in the Core Strategy as a strategic employment location and has traditionally been allocated for primarily employment uses in previous Local Plans. It lies to the north-east of the town centre close to local services. The site is reasonably self-contained, bounded to the west by the river and Green Corridor, to the north by the M20 and to the south-east by existing residential development. This means the potential for expansion of the area is limited to two relatively small pieces of land to the east of the existing estate.
- 6.127** One area is located north of the recently developed Kent County Council highways depot. This is bounded to the north by the M20 motorway and has the potential for a wide range of B-class uses. The other area lies between the existing industrial premises and the residential areas of Wallis Road and Gordon Close to the south.
- 6.128** In order to limit the potential noise and traffic impact on nearby residents, vehicular access to this new area shall need to be from the existing Henwood estate road and not via the residential area at Gordon Close. Proposals for B2 uses should not be located in premises adjacent to any residential areas, and elsewhere on the site, should demonstrate that they would not have any adverse

impact on residential amenity. Minimum rather than maximum parking standards will be applied to ensure new development does not compound existing inappropriate parking in residential streets. Where development necessitates highway and transport improvements, these will need to be agreed by KCC as part of the planning application process and may need to be wholly or partially funded by the developer.

- 6.129** Henwood is an older estate where redevelopment of poorer buildings could upgrade the stock and add more employment floorspace, while refurbishment or subdivision of units would also be appropriate. An example of this is the Javelin Enterprise Park which is a recent conversion of an older factory to small industrial units. In principle, this approach is encouraged where this would generate new jobs and investment but this will need to be considered against the range of premises available across the town to ensure that a suitable range of types and sizes remain.
- 6.130** A small part of the site to the west falls within Flood Zone 3. Any development proposals for this area of the site will require a flood risk assessment, which includes the vulnerability of the area to surface water flooding, in consultation with the Environment Agency.

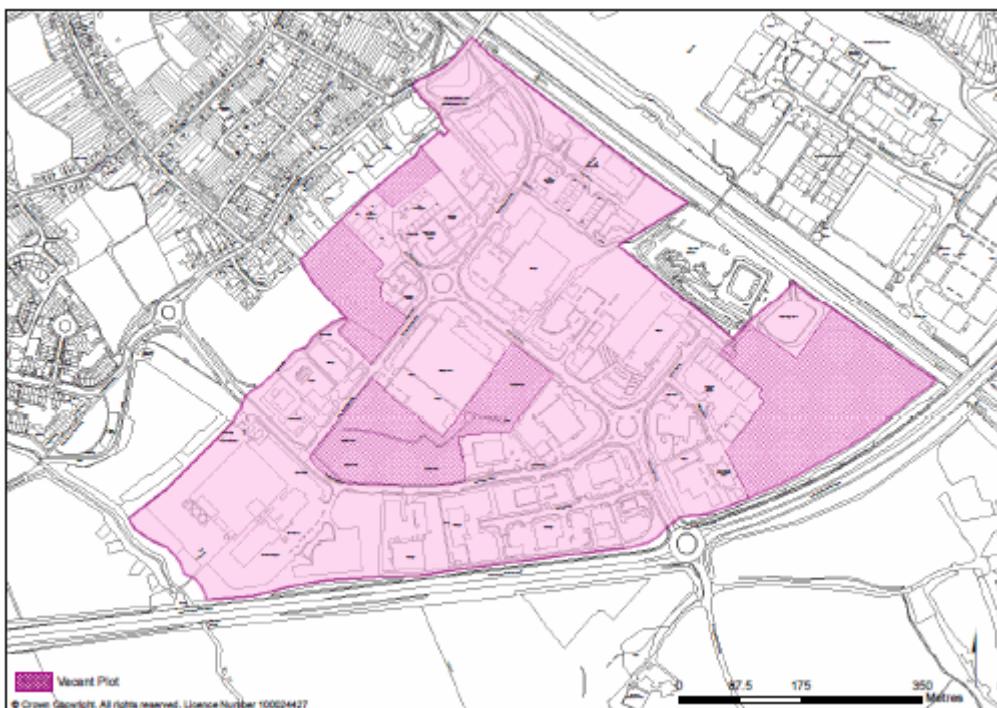
Policy U15 – Henwood

The Henwood Industrial Estate is proposed for B1, B2 and B8 uses. This industrial estate has potential for gradual upgrading and replacement of older premises. Detailed proposals for any new development on the vacant plots or redevelopment will need to ensure:-

- a) that future redevelopment or intensification of existing developments will not result in a shortage of available premises of a particular size or type in Ashford;
- b) vehicular access is via the Henwood estate road;
- c) proposed uses would not have a significant adverse impact on the amenity of local residents; and,
- d) include a full flood risk assessment prepared in consultation with the Environment Agency.

Site Policies

Policy U16 - Orbital Park



U16 - Orbital Park

- 6.131** The Orbital Park site is designated in the Core Strategy as a strategic employment location. Although the majority of the site has now been developed, there are still several vacant plots where new development could take place.
- 6.132** Traditionally, Orbital Park has seen a range of different employment-generating uses take place from more general B1 and B8 uses to car showrooms, restaurants, a hotel and the relocation of the cattle market from the Town Centre. Orbital Park is therefore an important employment location within the urban area and will be served by the proposed SMARTLINK public transport network. With the strategic urban extension area at Cheeseman's Green / Waterbrook to the south, this site will play a key role in delivering a variety of local job opportunities.
- 6.133** Given its role in the Core Strategy, it is more important now that the remaining plots at Orbital Park are retained for more traditional B-class employment uses. Alternative provision within the town has been made for retail (including restaurants) and hotel uses and further proposals for these uses will not be acceptable at Orbital Park. Other, sui-generis uses may be acceptable where they are significant employment generators, for example motor dealerships that contain a repairs / servicing element.

- 6.134** In common with the Council's previous policies for development at Orbital Park, it remains appropriate to ensure that the remaining areas (and any redevelopment proposals) deliver a suitable form and density of development. Higher density office proposals are not suitable for this location (and are made provision for in the Ashford Town Centre AAP) and therefore, a maximum plot ratio figure of 0.4:1 should apply to all B1 office uses here, so that a 1ha plot should accommodate no more than 4,000m² of B1 office space.
- 6.135** The site is very prominent when viewed from the A2070 Southern Orbital Road and abuts residential development on part of its northern boundary. New buildings should be designed and oriented to avoid any significant impact on the residential amenity of neighbouring occupiers. Consideration will need to be made regarding the layout and topography of the site. The site slopes down towards the East Stour River and the trees and hedgerows in the area are important features. Detailed proposals should aim to protect these and incorporate them in the overall design of the site.
- 6.136** The site also contains the Boys Hall Scheduled Ancient Monument (the remains of a moated hall house). This requires protection, including an open buffer between it and any development. The effect of any proposed development on the monument will be an important issue, including the proposal's impact on the level of the water table in the area.
- 6.137** Landscaping of developments here should also comply with the approach taken in previous development plans to ensure a consistent approach to the remainder of the development land. At least 20% of each development plot area should be available for 'soft landscaping' such as planting or water features with opportunities to enhance existing features such as groups of trees, or hedges, being taken where possible.
- 6.138** As a result of previous planning permissions, developing the majority of the remaining undeveloped plots at Orbital Park is not constrained by the need to deliver any off-site highway improvements, either at Junction 10 of the M20 or at the A2070 junction that provides the main access into the site. The remaining vacant plots in the 'central island' of the site (enclosed by The Boulevard, Monument Way and the Long Barrow) would be constrained in this way and as such, may also be brought forward for development when it can be demonstrated through a robust Transport Assessment, that sufficient capacity is available at both the motorway junction and the A2070 junction to accommodate the form of development proposed.

Site Policies

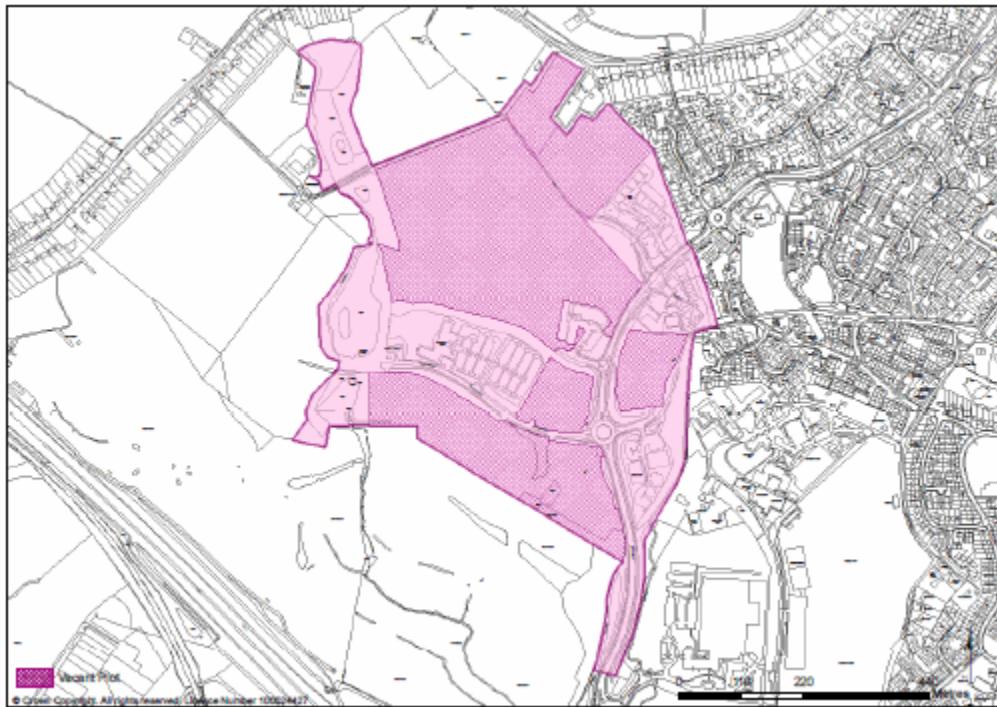
6.139 Development at Orbital Park should also ensure that proper provision is made for SMARTLINK infrastructure to encourage and support the use of this service to the site. Initially, the service will use existing roads through Orbital Park, crossing the A2070 at grade through the improved junction. However, there remains the potential for an alternative SMARTLINK route that passes underneath the A2070 to serve the Waterbrook area to the south more directly thus providing a bigger time saving benefit for public transport users. This future aspiration will need to be fully analysed in the context of emerging proposals for the Cheeseman's Green / Waterbrook urban extension area but for the time being, it would be prudent to not prejudice the ability to provide such a route. In practice, this means that suitable access through the vacant south-eastern plots at Orbital Park should be allowed for in any emerging proposals for that part of the site.

Policy U16 - Orbital Park

Land at Orbital Park is allocated for B1, B2 and B8 uses. Other sui-generis uses that generate a significant employment output may also be acceptable.
Development proposals for this land shall:-

- a) be designed to avoid any significant impact on the amenities of neighbouring residential occupiers on the site's northern boundary;**
- b) protect existing important habitats (especially alongside the East Stour river and within the South Willesborough Dykes Local Wildlife Site) wherever practical and design the site layout to provide new habitat links - such as planted areas, hedgerows and ditches - linking existing habitats and providing routes for wildlife and provide for the long term habitat management of these areas;**
- c) ensure that the plot ratio for the development of B1 office plots does not exceed 0.4:1;**
- d) protect the setting of the Boys Hall Scheduled Ancient Monument; and,**
- e) not prejudice and / or make provision for a potential future SMARTLINK bus route under the A2070.**

Policy U17 - Eureka Business Park



U17- Eureka Business Park

- 6.140** The Eureka Business Park is identified in the Core Strategy as an area principally for strategic employment uses. Paragraph 7.11 of the Core Strategy (2008) confirmed the retention of the area allocated although it should be for this DPD to consider the location and scope of the detailed allocation.
- 6.141** As the Core Strategy indicates, parts of the Eureka site have already been developed for employment purposes and this has continued since the adoption of the Core Strategy. At present, there remain large areas of land available, some of which has detailed planning permission for a new office development and a private hospital. The areas shown outside the vacant plots on the Policies Map should be retained free from built development.
- 6.142** The Eureka site plays an important role as the principal 'higher-order' business park for the town and it is vital that this role is maintained in the future. The ability to attract headquarter buildings and 'blue-chip' companies to an attractive parkland-style business environment is an essential element in the aim to broaden the economic base of Ashford and provide a wider set of employment opportunities.

Site Policies

- 6.143** As such, the Eureka site will not be appropriate for all types of employment uses. For instance, it is unlikely that primarily B2 or B8 uses will be acceptable on this site. However, it is possible to broaden the scope of potential uses here beyond just B1 office developments. A high-quality 'local centre' has already been developed providing a range of local shops and services for both nearby residents and employees and some similar high quality 'services' could play a complementary role alongside the main B1 role of the area, for example, health care uses, where these will generate new jobs for the area. Large retail or leisure uses will not be acceptable as these should be located in or closer to the town centre.
- 6.144** The Council and its partners have sought to overcome the potential constraint to development coming forward here through the need to upgrade Junction 9 of the M20. With the assistance of SEEDA forward-funding, these improvements commenced in 2010 and were completed in Spring 2011.
- 6.145** It is anticipated that a high quality bus service will extend to the Eureka area to provide a fast and frequent public transport link to the rest of the town. Further development at the Eureka site should make provision for appropriate stops and shelters to support these services and encourage modal shift. Should the existing outline planning permission at Eureka Business Park need to be renewed (or a new permission is sought), it would be appropriate for development to financially contribute towards the operation of the high quality bus service through a negotiated commuted sum as part of a Section 106 Agreement. Once the high quality bus service is introduced to the Business Park, the need to provide non-operational on-site parking should be reduced. This should mean that the maximum parking provision for individual plots should be made at 20% below the (former) PPG13 maximum standard (or any subsequent relevant national standard). All car parking on the site should be safe and secure for its patrons. Reference should be made to the criteria in the Park Mark specification in the design of parking facilities on the site.
- 6.146** On the land to the east of Trinity Road, sufficient land should be reserved to accommodate a single two-way carriageway vehicular link road to the former Police Training Centre (PTC) site that adjoins the site to the east and which is severely constrained by a lack of highway capacity. The former PTC site is included within a strategic growth area on the Key Diagram in the Core Strategy and hence, it is important that suitable provision is made to ensure its potential is not constrained.

6.147 The character of the site and its role dictates that new development must be of a particularly high quality in respect of its design, layout and materials. In general, building footprints should be limited to not more than 20% of the total area of the Business Park and generous planting and landscaping should be provided to ensure the proper 'parkland' character of the area is maintained. The topography of the site varies significantly, generally rising from south to north towards the adjoining residential development. Innovative designs that complement this topography should be considered with the potential for taller buildings (up to 4 storeys) on the lower-lying parts of the site nearest the golf course being an option. Conversely, on those parts of the site closest to the Goat Lees housing estate and the properties fronting Sandyhurst Lane, proposals must ensure that buildings are orientated to generally face away from nearby dwellings and should be designed and laid out to minimise the potential impact on residential amenity from noise and disturbance from vehicle movements and intrusive lighting.

Policy U17 - Eureka Business Park

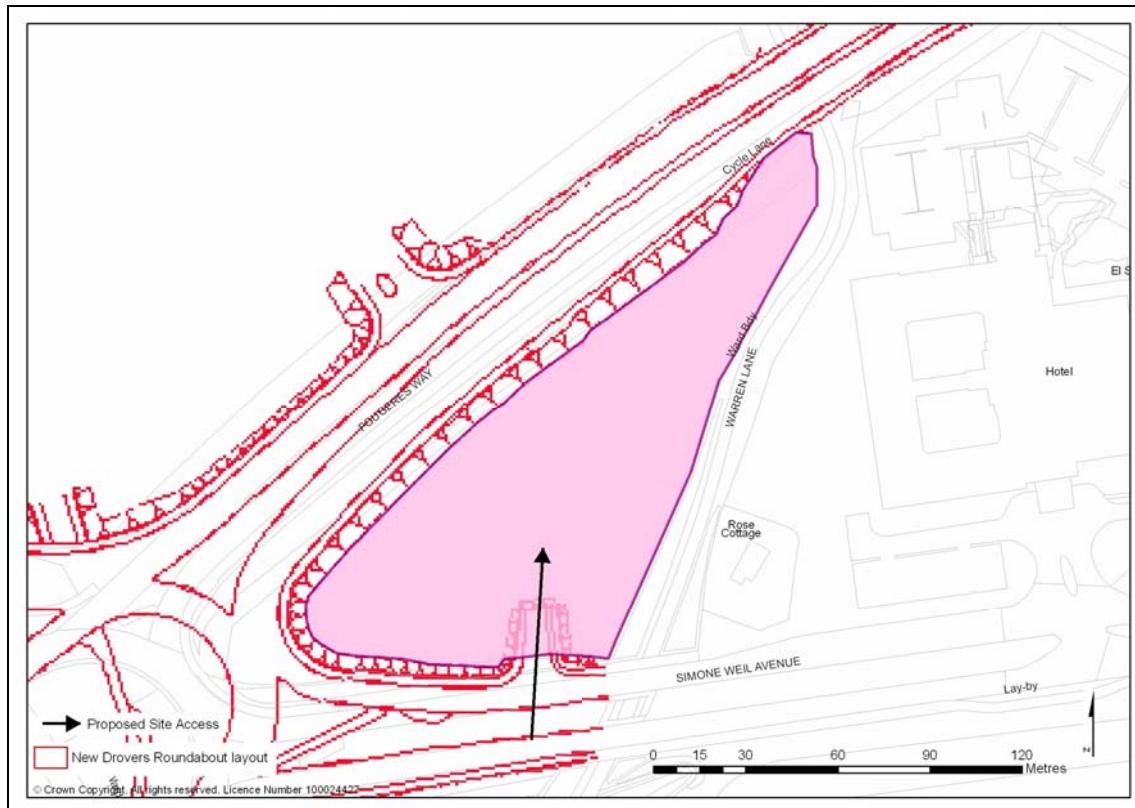
The Eureka Business Park is proposed primarily for B1 office uses.

Detailed proposals will need to ensure that:-

- a) individual buildings are imaginative in their architectural style and are designed to sit 'comfortably' in a parkland setting, with the car parks and service areas located discreetly, and additional landscaping used where necessary to help reinforce the parkland setting;**
- b) the plot ratio for each development parcel does not exceed 0.4:1;**
- c) the footprints of buildings are limited to no more than 20% of the total area of the Business Park and that each development parcel achieves a minimum of 50% of 'soft' landscaping;**
- d) there is a comprehensive network of footpath and cycleway links within the site which link up with routes in the surrounding area;**
- e) car parking is provided at a maximum of 20% below the (former) PPG13 maximum standard if the Business Park is served by the SMARTLINK rapid bus service; and,**
- f) a vehicular access to the adjacent former Police Training Centre site is not prejudiced.**

Site Policies

Policy U18 - Warren Lane



U18 - Warren Lane

6.148 This site is located at a prominent gateway entrance into Ashford. It is bounded by Warren Lane, Simone Weil Avenue and Fougères Way and lies next to the Ashford International Hotel. It is currently unmanaged grassland. The levels of the site are significantly lower than the dual carriageways of Fougères Way and Simone Weil Avenue. The size of the site has recently reduced as a result of the recent highway improvement works carried out to Drovers Roundabout. Warren Lane is a narrow lane with a different informal semi-rural character which lies at a similar or slightly lower level than the site. The development of the proposed Park & Ride site on the opposite side of Fougères Way and the BUPA care home on the opposite side of Simone Weil Avenue means that this site would be surrounded by built development and thus provides an opportunity to deliver a suitably scaled and designed development within the urban area.

- 6.149** This site has been identified as a suitable and deliverable location for special or extra care housing (for which there is a proven need in the Ashford urban area) with an indicative capacity of 65 flatted units. This form of housing could constitute the 'affordable' housing element of the residential site allocation on Maidstone Road (U9). This is an appropriate site for this specialist type of residential use given its relative proximity to local facilities and the town centre, the high quality public transport route between the town centre and Eureka Park and the semi-rural nature of Warren Lane.
- 6.150** The drop in levels from Fougeres Way and Simone Weil Avenue means that development up to 4 residential storeys above the existing ground level of the site can potentially be accommodated here. The higher elements of the building should be located towards the Drovers roundabout corner of the site with building heights scaled down towards Warren Lane to respect its more informal, semi-rural character and the amenity of the adjoining residential property, Rose Cottage. The development will need to be of a high quality design that relates well to adjoining developments with generous landscaping on site that should include tree planting to break up the massing of the building and car parking to provide residential amenity and reflect the tree lined nature of surrounding roads such as Simone Weil Avenue. Secure private communal amenity space for residents of the development should be provided on the site as off-site provision would not be appropriate given the allocated use. The development should be designed to minimise potential noise impact from the adjacent roads. Any additional noise mitigation that may be required should be provided as part of the development.
- 6.151** It is necessary to prevent any additional traffic that would need to use Warren Lane itself. This will necessitate access to the site being from Simone Weil Avenue only via a 'left-in, left out' junction. The layout of the site will also need to be designed to prevent vehicles passing through the site into Warren Lane. Pedestrian and cyclist access to the site from Warren Lane however should be provided.

Site Policies

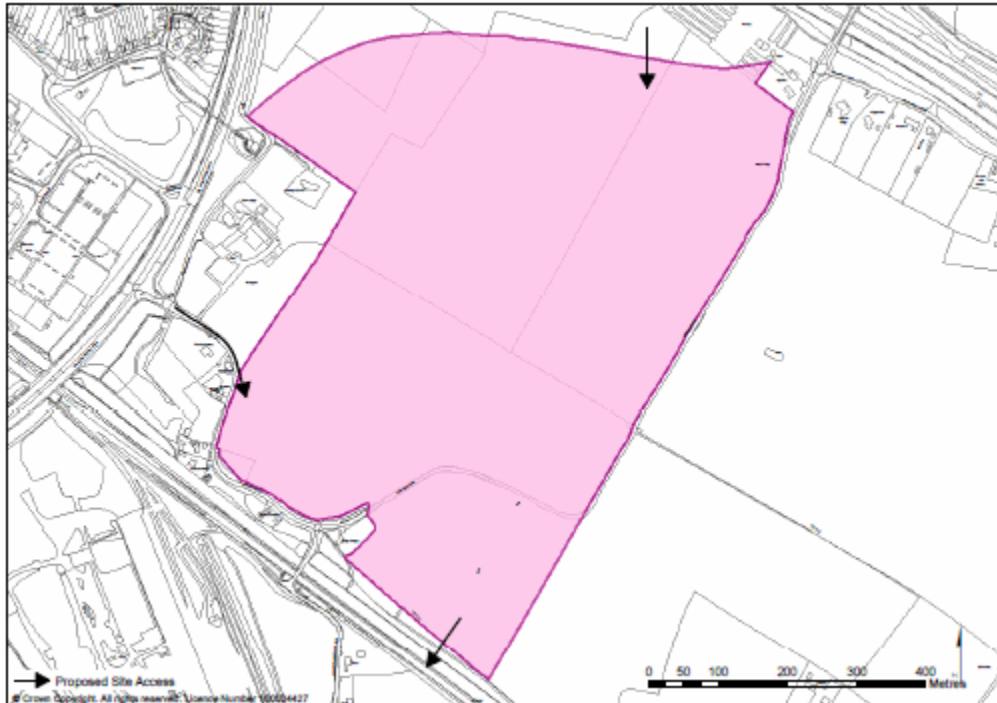
Policy U18 - Warren Lane

Land at Warren Lane is allocated for special or extra care residential uses (indicative capacity 65 units).

Development proposals for this site shall:

- a) provide vehicular access only from Simone Weil Avenue;**
- b) provide pedestrian and cyclist access to the site from Simone Weil Avenue and Warren Lane;**
- c) not exceed 4 storeys above the current site level, with the higher parts of the development at the south-western Drovers roundabout end of the site but scaled down towards Warren Lane to respect its character and to ensure it does not adversely impact on the residential amenity of Rose Cottage;**
- d) provide generous landscaping to allow trees to grow to maturity and help break up views of the building and car parking on site; and,**
- e) provide an attractive and secure private communal amenity space on site for residents.**

Policy U19 - Sevington



U19 - Sevington

- 6.152** The Core Strategy identifies the Sevington site between the M20 and the CTRL as an expanded focus for employment development to the south-east of the town. Its location makes this an excellent opportunity for a range of employment types and uses and provides an opportunity to consolidate some of the larger scale employment uses that are less suited to higher density mixed use environments.
- 6.153** This area lies at a key entrance to the town by road and rail and has an open aspect when viewed from the A2070. The topography of the landscape includes a gentle ridge aligned in an east - west direction through the middle of the site. It is clear that the development of this area will have a fundamental impact on its character and it is important to ensure that these changes evolve in a managed and controlled way that both delivers the necessary employment space to support Ashford's growth whilst giving some protection to the existing residents in the area and making clear the extent of development and the mitigation necessary to create a sustainable employment location.

Site Policies

- 6.154** This area is specifically identified in the adopted Core Strategy 2008 (para. 7.10) as a site for larger scale employment development and this approach is supported in the ELR (para. 7.25). Unlike the other strategic employment locations in the Core Strategy, this site is more suited to the delivery of B2 and B8 uses and has the space to accommodate relatively large buildings. However, this site also has the potential to provide a variety of employment accommodation and it should not be limited to simply large warehousing and distribution proposals. Indeed, in order to provide sufficient supply in the overall available employment stock over the DPD period, it will be necessary to ensure that a range of opportunities can be delivered here.
- 6.155** As the site is not initially proposed to be directly served by bus services, it is less suitable as a high density B1 office location compared to the town centre or Eureka Business Park for example. As such, B1 uses here should be focused on light industrial uses rather than large-scale offices. However, smaller or ancillary office accommodation would also be acceptable here. Retail uses will not normally be acceptable here unless they are only subsidiary to a B-class use or other *sui-generis* employment generating use.
- 6.156** With the building out of the existing employment areas at Orbital Park and Henwood, it will be important to ensure that suitable alternative strategic employment opportunities can continue to be provided in the longer term. As such, a larger area of the site is allocated in this DPD than is purely necessary in simple quantitative terms to 2017 to provide both flexibility and confidence for the investment needed to bring the site forward into active use.
- 6.157** Given the major change in the appearance and character of this area that will result from future development, and the scale of the site allocation being proposed here, the Council believes that it would be appropriate for a detailed masterplan for the site to be drawn up by the site developers in partnership with the Council. Such a masterplan should guide the phasing and release of different land parcels and provide the more detailed template against which individual applications could be considered.
- 6.158** The full release of development at this site is dependent on the provision of new junction capacity at the M20. The site promoters are currently working with the Highways Agency to deliver an interim Junction 10a improvement that could be delivered within the Plan period. This would enable the provision of additional floorspace at Sevington beyond the indicative quantum in Appendix 2 of this Plan. The principal access to the site will be from a signalised junction on the proposed link road from Junction 10a to the existing A2070. The highway corridor necessary to construct this link road (and Junction 10a itself) shall be retained free from development and this is shown indicatively on the Policies Map.

- 6.159** Prior to the principal access being available, only a limited scale of development at the southern end of the site may come forward accessed from the Church Road junction on to the A2070. This indicative floorspace of 11,920 sq.m should generate no more than an aggregate of 150 two-way trips in the morning and evening peak hours combined although this will need to be confirmed through a Transport Assessment supporting the masterplan or any Transport Assessment related to a planning application for development of the site in order to avoid the potential overloading of the junction.
- 6.160** Currently the Church Road / A2070 junction is a restricted junction but both Church Road and the junction arrangements will need to be improved if this is to be used as anything other than an emergency access only. These improvements would necessitate the provision of a signalised junction to enable right-turn movements on to the A2070 and the widening of Church Road to a single two-way carriageway adoptable standard. Church Road itself needs to be diverted in order to avoid the existing narrow bends along its length and mitigate the impact on existing residents along the street. Access to existing residential and commercial premises will need to be retained at all times.
- 6.161** The layout of the site shall also enable the provision of a route southwards to link across the CTRL and Folkestone railway lines to the Cheeseman's Green / Waterbrook area. The precise alignment of this route shall be included as part of the masterplan for the layout of the site and shall need to be agreed with the appropriate railway authorities and operators and the adjoining landowners to the south. The route shall be of a single, two-way carriageway adoptable standard and shall be delivered by the developer of this site alongside the abutments for a crossing of the railways.
- 6.162** Proposals greater than 2,500 sq.m. in floorspace will need to be accompanied by a Travel Plan as part of their Transport Assessment. Such a Travel Plan should demonstrate how private non-operational vehicle movements to the development will be minimised through the integration of sustainable transport measures. This will help to limit the potential traffic impact arising from the development on the surrounding highway network.
- 6.163** The settlement of Sevington, the listed St Mary's church and several residential properties along Church Road, some of which are Listed, are located adjacent to the south west corner of the site. Although the setting of these buildings will inevitably change to some degree, it is necessary to provide suitable mitigation to limit the impact on these properties. This should be in the form of a significant landscape buffer which should include the planting of mature trees and the retention of existing vegetation and screening. No building or parking area should be located within 100 metres of these properties to minimise impacts on

Site Policies

residential amenity from lighting, vehicle movements or operational activities. Similar mitigation will also be necessary at the north-eastern corner of the site where it adjoins the properties in Kingsford Lane.

- 6.164** In order to encourage the potential for job creation at this site, it is recognised that there should be some flexibility to allow different occupier requirements to be met and the nature of the uses proposed here means that it is likely that there will be some large buildings proposed for this site. Nevertheless it will be important to limit the visual impact of such large structures through appropriate siting and design.
- 6.165** To help achieve this, the masterplan should set out where buildings of various sizes will be located within the site. In order to provide a sufficient range of premises across the site, no individual building should normally exceed 80,000 sq.m. in external floor area. The masterplan should also reflect a limitation on site coverage across the whole site of no more than 40% in order to enable sufficient scope for the necessary flood attenuation, SUDS and structural landscaping.
- 6.166** The location of this site adjacent to attractive open countryside at a key entrance to the town means that it is essential that development here is built to a high quality design and layout. Innovative designs will be encouraged and approaches which seek to soften the impact of large bulky buildings will be supported.
- 6.167** A successful landscaping strategy for this site is a critical element in mitigating the impact on the wider landscape and creating an attractive commercial environment within the site. Therefore, a strategy for both the peripheral landscaping of the site boundaries and the approach to the landscaping of the internal parts of the site should be incorporated in the masterplan for the site. On the periphery, such a strategy should make provision for structural planting to create suitable buffers to the Church and the existing residential development to the north-east and south-west of the site and shall include details of the width of such buffers and the ecology within them.
- 6.168** The landscaping strategy shall also specifically address the question of the planting of the eastern boundary of the DPD allocation. This is because the potential extent of an employment area at Sevington extends further eastwards (as identified in the Greater Ashford Development Framework). However, at this stage it is not appropriate or necessary to allocate the whole of this area for development in this DPD. It will instead be appropriate to review the future need for additional land to be released at Sevington in the First Review of the Core Strategy. As a result, the masterplan for the site shall make provision for the landscaping of the eastern boundary of this site allocation as part of a strategy for the landscaping of a wider potential area in the future should the need for additional land be identified in the First Review of the Core Strategy.

Policy U19 – Sevington

Land at Sevington is proposed for B1 light industrial, B2 and B8 uses. Prior to the granting of planning permission for development on this site, a masterplan for the development of the whole site shall be submitted to and agreed by the Borough Council. The content of the masterplan shall:-

- a) establish a layout for the site, including the proposed phasing of the site and identifying which parts of the site shall accommodate buildings of different scales and uses;
- b) indicate the route of a north-south link through the site from the Junction 10a link road to a crossing point at the railway lines on the southern boundary; and,
- c) incorporate a landscaping strategy for the site boundaries and within the site, including appropriate landscaped buffers to adjoining properties.

Development proposals should thereafter be in accordance with the approved masterplan.

Development of the site shall not prejudice the delivery of the Highways Agency's preferred route option for the proposed M20 Junction 10a scheme, including link roads and junctions with the A2070 (or any equivalent subsequent scheme).

Development of the site shall deliver a new link road through the site, from the access onto the Junction 10a link road to the point at the site boundary where it would cross the railway lines to the south.

Prior to any development being permitted on the site, a scheme for the improvement and upgrading of Church Road and the Church Road / A2070 junction shall have been agreed with the Council and the Highway Authorities and the approved scheme shall have been implemented prior to the occupation of any development.

Proposals in excess of 2,500 sq.m. in area shall include a Travel Plan as part of their Transport Assessment. The Travel Plan shall be agreed by the Borough Council in consultation with its partners and shall thereafter be carried out when the proposal is implemented.

Individual buildings shall not exceed 80,000 sq.m. in footprint and in aggregate, the footprints of buildings shall not exceed more than 40% of the total site area.

The design and external appearance of buildings will need to reflect the site's topography and prominent location at a key entrance to the town by road and rail.

Employment

7 – Employment

Loss or Redevelopment of Employment Sites

- 7.1** In order to best achieve the balance in the growth of housing and jobs in Ashford which underpins the vision for the Growth Area in the adopted Core Strategy and which is reflected in policy CS1 (h) of the Core Strategy, it is necessary to make specific policy provision for the retention of the existing stock of employment premises in the town to complement the strategy of identifying significant new areas for employment development in the Core Strategy and in this DPD.
- 7.2** The NPPF stresses the importance of identifying a range of sites to facilitate a broad range of economic development, including mixed use development.
- 7.3** With Ashford already home to approximately 49,000 jobs (ABI 2008), an important aspect of achieving the overall jobs growth within the town will be the facilitation of growth in existing companies alongside new inward investment. The safeguarding of existing employment sites (B1-B8) within the urban area is important to retain a good supply and range of units in size, type and cost to enable local companies to continue to prosper. Smaller sites and units continue to be the most vulnerable premises to competition from higher value land uses that do not create employment for the area.
- 7.4** The Ashford Employment Land Review 2008 (ELR) included an assessment of existing employment estates in the urban area and identified all of these areas to be of either good or average quality, and considered there to be a more than adequate supply of employment land identified within the Core Strategy allocations. The ELR does however raise concerns over the supply of industrial sites and premises prior to M20 Junction 10a being delivered, and suggests a restriction on the loss of existing sites in the short to medium term, until the larger new employment sites have started development.
- 7.5** In a few exceptional circumstances, the continuation of an employment use on a site may be inappropriate by virtue of, for example, an impact on the residential amenity of neighbouring occupiers, or an unsafe vehicular access. However, this judgement should be based upon the impact of a range of potential employment generating uses on the site and not solely that of the previous or most recent operations at the site.
- 7.6** Otherwise, for proposals involving the loss of employment floorspace, either an equivalent quantum of floorspace must be provided at a suitable site elsewhere in the Growth Area, or it will be necessary for developers to provide robust evidence that the premises have been marketed unsuccessfully for a substantial period of time on reasonable terms. Whilst each proposal will need to be treated on its own merits within the context of the prevailing market conditions, as a guide,

appropriate marketing for less than one year is unlikely to be considered sufficient. Evidence should be provided that the terms compare with other similar premises and locations being let or sold for employment uses within the local area. The extent of the marketing carried out will be an important factor in the weight given to the evidence.

- 7.7 In addition to marketing the site, developers will need to have carried out a viability assessment of the redevelopment potential of the site for any other types of suitable employment-generating uses. These uses might include, for example, trade counter uses, motor dealerships, education and training facilities, or small scale leisure facilities not suitable for town centre locations. This viability assessment should consider not only the redevelopment of the site in the current market conditions, but also the redevelopment of the site within the timescale of this DPD.
- 7.8 Where mixed use redevelopment proposals involving an element of residential development are proposed on an existing employment site, these will only be acceptable if they retain at least the equivalent quantum of employment floorspace within the redevelopment scheme as was available on the existing site or otherwise meet one of the criteria in Policy U20.

Policy U20 - Loss or Redevelopment of Employment sites

Proposals for the loss or redevelopment of existing employment sites or premises in the Ashford urban area (outside the Town Centre) will not be permitted unless at least one of the following criteria applies:-

- a) the site is no longer appropriate for the continuation of the previous or any other employment use in terms of its serious impact on the neighbouring occupiers or environment; or,
- b) it has been shown that the unit has remained unlet or for sale for a substantial period for all appropriate types of B-class employment uses, despite genuine and sustained attempts to let or sell it on reasonable terms, and furthermore, that it will not be viable to redevelop the site for any appropriate types of alternative employment use within the DPD period; or,
- c) the premises are replaced with similar facilities within the existing site or elsewhere in the Ashford Growth Area, providing at least the overall amount of developable B-class employment floorspace that would be lost to redevelopment.

Green Space, Recreation, Sport, Play and Landscape

8 - Green Space, Recreation, Sport, Play and Landscape

- 8.1** Recreation, sport and play help to enrich the quality of the lives of local residents. The urban area provides a range of outdoor sports pitches, children and young people's equipped space, allotments and cemeteries. Core Strategy Policy CS18 (Meeting the Community's Needs) seeks to protect and enhance existing open space and requires new open space provision where a need is generated by new development. The areas of protected open space are defined on the Policies Map.
- 8.2** The Borough Local Plan 2000 (BLP) includes saved policies on the appropriate standards for the provision of equipped public open space, play facilities and 'on-site' leisure /sporting facilities (Policies LE5, LE7 and LE8). These policies are still applicable to the site policies contained within this DPD but the standards have been replaced with new standards based on the outcomes of the Council's Open Space Study (2008). The study assessed the current provision of different types of green spaces and facilities and provided a strong justification for the protection of existing spaces as well as the creation of new green spaces as some urban areas were found to be deficient in certain types of open space. The Council has introduced these new standards and details of how they should be applied to the urban area in the Adopted Public Green Spaces and Water Environment SPD.
- 8.3** There are opportunities in association with new development to bring forward green spaces or sporting and recreation facilities either on-site or through off-site provision funded by the developer. These contributions should ensure that the necessary infrastructure can be provided within a reasonable distance dependent upon the nature of the facility, or, for example, that improvements can be made to the range of existing play facilities in an area to allow for more intensive use. The details are set out in the Public Green Spaces and Water Environment SPD but essentially, where a new residential development would be large enough to generate the need for additional green infrastructure which would be of a sufficient size to be usable and sustainable in the longer term, this should be provided on-site. Where the site would not generate a sufficient need for new stand alone on-site provision, the Council will seek a developer contribution for off-site provision in an appropriate and accessible location, which meets the needs arising from the development based on the standards applicable at the time. Such provision is required for both allocated sites and windfalls in accordance with Policy U24 of this DPD.

Green Space, Recreation, Sport, Play and Landscape

- 8.4** Core Strategy policy CS18a sets out the Council's objective of creating new strategic recreational open spaces serving the Ashford urban area at South Willesborough Dykes, Conningbrook (see Policy U22) and as integral parts of the proposed urban extensions to the south of the town. Whilst two of the strategic parks are outside the area covered by this Plan, they are integral to green space provision for the urban area and accessibility to all strategic parks should be protected and enhanced through the Green Corridors (see Policy U21).

Green Corridors

- 8.5** The corridors of the Great Stour and East Stour rivers run through the urban area and provide an extensive informal/natural green space. These significant open areas along the rivers have remained largely undeveloped because of their susceptibility to flooding. These multi-functional Green Corridors provide an attractive visual contrast to the urban townscape and provide informal leisure opportunities and footpath/cycleway connections within the urban area and to the countryside beyond. The Green Corridors also include valuable nature conservation areas and act as wildlife corridors by linking urban habitats with the countryside.
- 8.6** Protection and enhancement of the Green Corridors has been a long standing planning policy in Ashford. Saved Borough Local Plan policies EN13 and EN14 identify a series of Green Corridors that pass through Ashford with the objective of retaining their open character and enhancing their contribution to the environment. This is supplemented by more detailed proposals for improving the riverside environment in the Green Corridor Action Plan, which forms adopted Supplementary Planning Guidance to the BLP 2000 (SPG1). The Green and Blue Grid Strategy (2008) confirms that the Green Corridors continue to perform important multi-functional roles and this DPD should continue to protect, and where possible enhance, their established role through the town. A complementary policy (Policy TC26) has recently been adopted as part of the Town Centre AAP (February 2010) to protect and enhance the Green Corridors where they pass through the town centre.
- 8.7** Any development coming forward within the Green Corridors will normally be limited to uses which are ancillary to their function and role, such as access for pedestrians and cyclists and suitable leisure facilities.
- 8.8** Other forms of development will not normally be permitted, unless there are overriding planning benefits, and it can be demonstrated there would be no significant harm to the Green Corridor, including its visual amenity, overall function and nature conservation value.

Green Space, Recreation, Sport, Play and Landscape

- 8.9** In addition, areas adjoining the Green Corridors are also important as they can have a significant effect on the character and appearance of the Green Corridors themselves. Consequently, development proposals on land adjoining the Green Corridors will need to demonstrate how they make a positive contribution to the setting and appearance of the Corridors through their design and architecture. Buildings should be orientated so that they present their main facade to the Green Corridor and new pedestrian/cycleway routes that improve accessibility into and through the Green Corridors will be encouraged.

Policy U21 - Green Corridors

The protection and enhancement of Ashford's Green Corridors is a key objective.

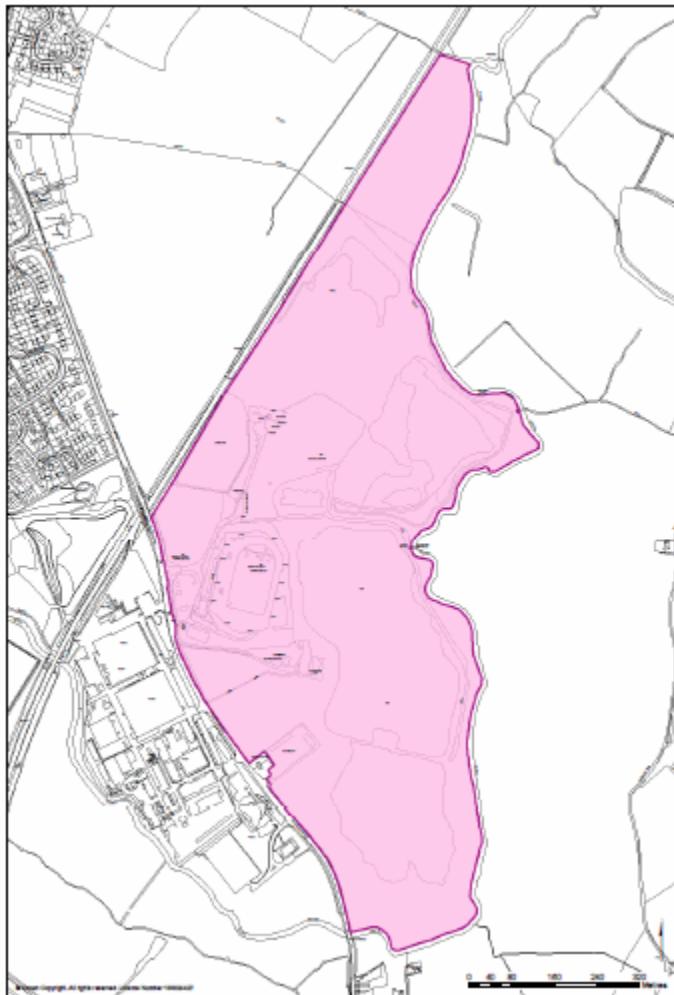
Development proposals within these identified Corridors will be permitted, providing it would be compatible with, or ancillary to, their principal open space use or other existing uses within them, and it can be demonstrated that the proposal would not harm the overall environment, biodiversity, visual amenity or functioning of the Green Corridor.

Other forms of development proposals, including those relating to an existing use within the Green Corridor, will not be permitted, unless:

- 1. It would be in accordance with a site specific policy in this Plan, or,**
- 2. There are overriding planning benefits, and it can be demonstrated there would be no significant harm to the environment, biodiversity, visual amenity and functioning of the Green Corridor.**

Development coming forward on land adjoining the Green Corridors shall make a positive contribution to the setting, role, biodiversity, accessibility and amenity value of the Corridors.

Policy U22 - Conningbrook Strategic Park



U22 - Conningbrook Strategic Park

- 8.10** Policy CS18a of the Core Strategy identifies Conningbrook as one of four strategic recreational open spaces to be established as part of Ashford's growth.
- 8.11** Conningbrook lake and the land around it is identified in the Ashford Borough Local Plan 2000 (BLP) as a site for a range of water-based and other leisure activities (S31). This policy base derives from the approved restoration plan for the minerals extraction that created the lakes and recognises the lack of equivalent inland water recreational opportunities in east Kent, particularly close to significant centres of population.
- 8.12** The Core Strategy sought to enhance this policy basis by focusing on the opportunity to create a regional watersports facility that is complementary to the adjacent Julie Rose Stadium with associated open space and leisure activities (para 14.9).

Green Space, Recreation, Sport, Play and Landscape

- 8.13** For several years, the Council has been working with the major landowner (Brett Group) and other stakeholders to establish a sustainable and commercially viable set of proposals for the site that meets the aspirations of each party. This work has derived a set of appropriate activities, landscape scale enhancements, ecological management objectives and facilities that should form the basis of the sporting and recreational uses that will establish the core function of the country and water-sports park and these are set out in the policy. For reasons of residential amenity and ecological value, no motorised watersports activities shall form part of the recreational offer of the park.
- 8.14** This background work also established that, to achieve the sort of regional facility envisaged by policy CS18a, major investment would be necessary and that this would consequently require a scale of enabling residential development at this site that would not otherwise be deliverable given the sensitive landscape setting of the site and the limitations imposed by the 100 year floodplain (Flood Zone 3). As a result, the Council's focus has turned to delivering a high quality set of primarily water-based sporting and recreational facilities accessible to the general public and aimed at a more local and sub-regional catchment in order to establish the park as a destination serving existing and future residents who would currently have to travel to alternative facilities outside the Borough to enjoy these activities. However a site specific flood risk assessment should be carried out in consultation with the Environment Agency.
- 8.15** Paragraph 4.14 of the Core Strategy highlighted that some 'enabling' housing development may be required at Conningbrook as the means of helping to fund the delivery of the wider sporting and recreational objectives there. The scope for residential development here has been assessed taking account of its location and flooding constraints as well as its ability to contribute to the delivery of the park and its facilities as well as meet its own requirements. This work has established that a residential development of around 300 dwellings would be necessary to fund the establishment of the proposed sporting and recreational facilities, provide an endowment sum to contribute towards maintenance and enable the running costs of the activities to be met in the early years whilst providing a reasonable return to the landowners so that viable development of the park may be brought forward. Any residential development at Conningbrook must be of a high quality of design and suitably located so as to function as part of a coherent and comprehensive layout for the site as a whole. In general, a lower density form of residential development will be suitable here to reflect the site's location on the edge of the countryside and to mitigate the impact on the character of the area.
- 8.16** In addition to the base elements of the country and water sports park, there are a range of other uses that may also benefit from co-location with the recreational functions of a successful Conningbrook park and its associated residential

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enabling development. These may include tourist facilities such as camping, caravanning or chalet /guest accommodation, complementary sports facilities such as an indoor sports hall/tennis/rackets centre or associated small-scale retail opportunities related to the park facilities. Such facilities should contribute to the recreational nature and functionality of the park and generate additional revenue streams to underpin its viability and enable the park to grow and expand its leisure offer in the future. Once the core functions of the park are established, later phases could also include the addition of parkland to the east and complementary enhancements to the Julie Rose Stadium.

- 8.17** The precise mix and relationship of the uses on this site should be set out in a masterplan for the site to be agreed by the Local Planning Authority. This will establish the detailed location and mix of uses to be delivered for the country park and residential enabling development and how these will be phased in their implementation and operated in the most sustainable and complementary way. Within the policy area shown on the Policies Map, there are likely to be parts of the site which are not required to be developed either as part of the country and water sports park or for the residential enabling development. These areas may be suitable for other uses within the context of the recreational and residential development and adjoining uses, for example, as B1 commercial units. Potential uses on these areas should be identified in the masterplan for the site and should not prejudice the wider aims of delivering the strategic park.
- 8.18** The long term sustainability of the activities to be based at Conningbrook will also depend on the ability of these activities to generate sufficient and sustainable income for management, maintenance and future investment. A full Business Plan for the park's facilities should be provided as part of the agreed masterplan.
- 8.19** Part of the site is currently the subject of an extant minerals permission which has an associated approved restoration plan. This permission and restoration plan will be formally superseded by the subsequent approved detailed scheme for the park and associated development brought forward under this policy, once that detailed scheme is implemented.
- 8.20** A further part of the site has a separate planning permission for a range of industrial activities, most of which have been put into operation. The current industrial activities on the site are scheduled to be relocated to the Sevington railhead site and the remaining element of this separate permission (a roadstone coating facility) should not be installed as it would have a serious adverse impact on the amenities of future residential occupiers at Conningbrook. The masterplan shall indicate how much of this area is required for the residential enabling development and which alternative industrial or other uses may be suitable on the remainder.

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- 8.21** It is not anticipated that the proposals for Conningbrook Park will require significant improvement to the off-site highway network as the trip generation resulting from the proposed range of uses is relatively low and, with the exception of any residential development, will not be focused in the peak hours. The net impact on the wider highway network of the mix and scale of uses contained within the approved masterplan for the site will need to be fully assessed through a Transport Assessment. The initial traffic impact assessment based on an emerging scheme for 300 dwellings and the country park indicates that it would not generate more than 470 two-way movements from the site in the peak hours. This will need to be confirmed through the final Transport Assessment supporting the masterplan or any Transport Assessment related to a planning application for development of the site.
- 8.22** The river corridor that forms the eastern boundary of the site and the middle ecological lake are a designated Local Wildlife Site and will form the basis for the ecological activities at Conningbrook Park. Proposals for both the recreational facilities and any associated enabling development will need to ensure that any impact on ecological important habitat is minimised and mitigated in accordance with the requirements of Core Strategy policy CS11.
- 8.23** Capacity in the local sewerage system is insufficient to service the proposed development. It will be necessary to upgrade the existing local sewerage infrastructure before development can connect to it.

Policy U22 - Conningbrook Strategic Park

Land at Conningbrook is allocated for the creation of a strategic sporting and water-based recreation leisure park. In order to meet the aims and objectives of the park, publicly accessible activities / facilities shall be provided for:-

Angling, canoeing, rowing, wind-surfing, swimming, kayaking, sailing, boats for hire, walking, orienteering/cross country running, cycling and nature trails.

A lakeside lawn for general recreation and events and a high quality equipped children's play area should also form part of the recreation facilities at the park.

In association with the above list of activities, suitable storage facilities and a Water Activities Centre (including provision for a café facility) shall also be provided to act as the hub for the leisure /recreation uses in the park.

In addition to the above activities, complementary uses may also be acceptable, in principle, as part of the strategic park. Such complementary uses may include:-

Green Space, Recreation, Sport, Play and Landscape

Indoor sports hall, tennis / rackets centre, holiday chalet/guest accommodation, camping and caravanning, related visitor/community facilities, related sporting retail or hire facilities, restaurant/cafe and lakeside piazza.

Proposals for 'enabling' residential development of approximately 300 dwellings will also be acceptable in order to achieve a financially viable scheme to deliver the strategic park. The amount of enabling development will be proportionate and depend on both the package of facilities and associated development agreed between the Local Planning Authority and the relevant landowners as well as the scale of any other development-related contributions that may be justified by this scheme. On implementation of a detailed scheme for this site, this will supersede any existing restoration requirements agreed by Brett with Kent County Council as the minerals planning authority.

A masterplan for the land within the policy area shall be submitted to and agreed by the Local Planning Authority prior to the grant of planning permission for any element of the strategic park, enabling development or other land within the policy area. The masterplan will specify the location of each sporting/leisure use to be provided and of the enabling residential development and shall include details of the phasing of the implementation of the park's constituent elements. The masterplan shall also indicate the range of potential compatible uses which may be brought forward on the remaining areas of site U22.

Prior to the occupation of any residential development on the site, the ability to bring into operation (or continue the use of), the permitted roadstone coating facility, shall have been permanently relinquished / ceased.

Proposals for elements of the country park will be required to demonstrate long term viability by providing a business case for future management and maintenance through a Business Plan that will form part of the agreed masterplan.

All proposals must include a full flood risk assessment prepared in consultation with the Environment Agency.

The design and layout of the scheme should have regard to the AS27 Local Wildlife Site which will form the basis of the ecological activities detailed within paragraph 8.13 at Conningbrook Park.

Proposals must provide a connection to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water before development can connect to it.

Green Space, Recreation, Sport, Play and Landscape

Landscape Character and Design

- 8.24** Large parts of Ashford Borough provide a rich variety of landscapes and different geologies stretching from the North Downs to the Romney Marsh with the Greensand Ridge, the Stour river valleys and extensive areas of the Weald between.
- 8.25** The area immediately surrounding the Ashford urban area is particularly important in that it sets the visual context for the existing built development as well as being of important recreational and amenity value in its own right. This area of urban fringe and its future treatment and use will nevertheless be a critical consideration in the assessment of all development proposals on the edge of the urban area.
- 8.26** The NPPF establishes as a core principle the need to recognise the intrinsic character and beauty of the countryside. The importance of the countryside is endorsed in paragraphs 6.28 - 6.37 of the Core Strategy.
- 8.27** Landscape character assessments are a useful tool in providing evidence to support a criteria-based policy approach. In 2005 a character assessment was undertaken of the urban fringe area by consultants, Studio Engleback. This work assessed the likely impact of the Ashford Growth Area on the areas of countryside surrounding Ashford itself and identified detailed landscape character areas close to the town.
- 8.28** Where development is considered appropriate in principle it will be required to be designed in a way which complements the particular type of landscape in which it is located, and its key characteristics and features. These include the following factors:
1. **Landform, topography and natural patterns of drainage** - the way in which development fits within the landscape can be determined by its relationship with the natural topography of the area. Particular landform features that contribute to the character of the landscape in that area (and their setting) should be protected. Views into and from a site will be a relevant factor in assessing the impact of a proposal. Developments should be planned around natural patterns of drainage and minimise the need to divert or block these.
 2. **The pattern and composition of trees and woodlands** - trees and woodlands often constitute valuable features in a landscape by giving it definition and legibility. These features should normally be retained and protected. Similarly, the nature of the woodland may be a relevant factor in assessing the impact of a development on the character of the landscape.

Green Space, Recreation, Sport, Play and Landscape

3. **The type and composition of wildlife habitats** - the presence of wildlife itself within a landscape area can often contribute towards its attractiveness and its character by giving it activity and vibrancy. The identification and protection of habitat should be part of development proposals.
4. **The pattern and composition of field boundaries** - the size and definition of field boundaries may be a significant factor in giving a landscape its character. Development proposals should retain existing hedgerows and maintain the prevailing pattern of field boundaries and where appropriate the council shall seek the repair or replanting of damaged field boundaries.
5. **The pattern and distribution of settlements, roads and footpaths** - The form and pattern of built development within the landscape provides the contrast with the natural countryside which together creates the overall character of the area. This may have evolved over many years or may be more recent but in either case, should be considered as a relevant factor in assessing the impact of development proposals.
6. **The presence and pattern of historic landscape features** - historic landscape features are likely to play an important role in defining the character of the landscape. These features and their setting should be protected from new development that would adversely affect their integrity or views to or from them.
7. **The setting, scale, layout, design and detailing of vernacular buildings and other traditional man-made features** - the landscape character can also be defined in part by the local character of individual or groups of buildings. Where such buildings play an important role in the identification of landscape character, new development should take account of their scale, design and detailing.

- 8.29** The Council has produced a more detailed Landscape Character SPD based on the landscape character assessment work carried out by consultants, which sets out clearly the key elements of each character area and how developments should respond in order to ensure that the character of those areas is not compromised or damaged. This will ensure that well-designed proposals that can contribute towards enhancing the character of each landscape area may come forward.
- 8.30** Development proposals near to the boundary of an identified landscape character area should also take account of any relevant landscape features or characteristics of that adjacent landscape character area in order to ensure that there would be no adverse impacts on the character of that area.

Green Space, Recreation, Sport, Play and Landscape

Policy U23 - Landscape Character and Design

Development which is on, or visible from, the edge on the urban area shall be designed in a way which complements and enhances the particular landscape character area within which it is located, and, where relevant, any adjacent landscape character area. Proposals shall have particular regard to the following:

- a) Landform, topography and natural patterns of drainage;**
- b) The pattern and composition of trees and woodlands;**
- c) The type and composition of wildlife habitats;**
- d) The pattern and composition of field boundaries;**
- e) The pattern and distribution of settlements, roads and footpaths;**
- f) The presence and pattern of historic landscape features;**
- g) The setting, scale, layout, design and detailing of vernacular buildings and other traditional man made features;**
- h) Any relevant guidance given in the Landscape Character SPD.**

Existing features that are important to the local landscape character shall be retained and incorporated into the proposed development.

9 - Implementation and Delivery

9.1 The delivery of development in the Ashford urban area requires a concerted input from a wide range of public and private sector organisations. This DPD identifies the main strategic infrastructure improvements needed to support this plan and help deliver development. Outlined below are various infrastructure / projects currently being delivered and/or that will need to come forward in the DPD period. The main projects include:

- Improvements to Junction 9 of the M20 motorway, Drovers Roundabout and a new foot/cycle bridge over the M20 are now complete
- A28 Chart Road improvements
- A2070 Orbital Park junction
- Improved public transport network
- Provision of a new access road to the William Harvey Hospital.
- Warren Park and Ride site.

Key Infrastructure

M20 Junction 9 / Drovers Roundabout

9.2 On the western side of Ashford, the capacity of the existing motorway junction and the nearby Drovers roundabout is inadequate to cater for all planned growth on this side of the town. Therefore, a series of planned improvements have been brought together to create a comprehensive scheme for the upgrading of both junctions in order to alleviate this constraint. This will enable the delivery of all sites in this DPD on this side of Ashford including the sites at the Warren and the Eureka Business Park.

9.3 The combined scheme was forward-funded to KCC by SEEDA through the Regional Infrastructure Fund (RIF) and legal agreements entered into between the Council, KCC and SEEDA in May 2010 require the RIF forward-funding to be repaid via a combination of developer contributions through Section 106 agreements and contributions to the proposed Strategic Tariff. Some Section 106 contributions have already been negotiated and secured (from Repton Park and the Eureka Business Park) and pending the introduction of the Strategic Tariff it will be necessary for other development proposals which generate traffic that relies wholly or in part on capacity created by the forward-funded improvements to make Section 106 contributions towards the RIF repayments. The improvement works commenced on site in June 2010 and were completed in summer 2011.

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- 9.4** As part of this scheme, a new footbridge / cycleway has been constructed over the M20 to improve connectivity between the Eureka Leisure Park and developments along Simone Weil Avenue.

A28 Chart Road Improvements

- 9.5** The A28 Chart Road on the western side of Ashford has been identified as a part of the highway network that will need to be improved during the course of this DPD period. This section of the A28 suffers from congestion at peak times now and this will be exacerbated by the additional traffic generated by the proposed urban extension at Chilmington Green.
- 9.6** A phasing strategy for the scheme has been prepared, with outline design and costs estimates scheduled to progress during Winter 2010-11 dependent on funding. The dualling scheme can be phased with the major works at the junctions at the Templer Way roundabout and the Matalan roundabout. The junction of the A28 with Loudon Way will also need to be upgraded, although this could also be delivered separately to the rest of the widening scheme.
- 9.7** With the exception of where the road crosses the Ashford to Tonbridge railway line, the land required for this improvement falls within the highway boundary and so no specific safeguarding is required as part of this DPD.
- 9.8** It is anticipated that this scheme will be funded through a combination of developer funding (both site specific Section 106 Agreement and Strategic Tariff contributions) and a potential Local Transport Plan bid for County Council funding.

SMARTLINK / Bus services

- 9.9** The successful implementation of the SMARTLINK / high quality bus service is important in creating the potential for significant modal shift in the Ashford Growth Area. In large parts, the bus routes will operate along existing highways or will be specifically designed into the layouts of new developments (e.g. in the two proposed urban extension areas).
- 9.10** However, some improvements to the network will be required to allow SMARTLINK or other bus services priority at busy junctions and for the associated infrastructure such as shelters, seating and real time information to be provided for customers. It is expected that where Government funding will not be able to cover these costs, they should be delivered at an appropriately defined level as part of new developments when they come forward or, exceptionally, via the Strategic Tariff.

Implementation and Delivery

- 9.11** In certain cases, site policies in this DPD reflect the need to accommodate potential SMARTLINK or high quality bus service routes, for example at Newtown Works and Orbital Park, where the relationship of SMARTLINK to the development is important to securing its maximum patronage.
- 9.12** A sustainable business case for new bus services has been put together by the key public sector partners, although it is currently unclear whether central Government funding will be available in the short term. In any event, it is important that high quality bus services to serve development sites in this DPD are provided where these do not exist at present. New bus services or extensions to existing bus services, and associated bus infrastructure improvements such as shelters, seating and real time information, may be delivered through bespoke developer contributions in Section 106 Agreements.

A2070 Orbital Park junction

- 9.13** The A2070 Bad Münstereifel Road forms part of the strategic trunk road network to the south of Ashford. It currently links to Junction 10 of the M20 and would also connect to a new Junction 10a. A key interchange on the A2070 is the junction with Orbital Park which currently is operating close to capacity at peak hours and therefore creates a constraint to new development coming forward that will be served by that junction.
- 9.14** This is a significant issue for the proposed development areas south of the A2070 at Cheeseman's Green and Waterbrook. It also affects the development of the later stages of Newtown Works and Orbital Park sites which are allocated for development in this DPD, but no development within this DPD is dependent on this junction being improved within the DPD period.
- 9.15** An improvement scheme has been identified for the full upgrading of this junction to provide adequate capacity to enable the full implementation of the Newtown Works and Orbital Park sites as well as significant parts of the Cheeseman's Green / Waterbrook area to the south. In addition, an 'interim' version of this improvement scheme has also been prepared and approved that will enable some of the permitted development at Cheeseman's Green and Waterbrook to be delivered but with significantly lower infrastructure costs. Both schemes are expected to be developer funded although forward funding from other sources for some of the costs of the full scheme may be desirable as a means of bringing forward the implementation of the scheme.

New access road to the William Harvey Hospital

- 9.16** The William Harvey Hospital is currently accessed via a mini-roundabout on the Kennington Road, close to the M20 Junction 10 interchange. At peak times, congestion occasionally restricts access to the Hospital as traffic queues back

Implementation and Delivery

from the motorway junction. Although there is a small emergency access to the Hospital from the rural Hinxhill Lane, this is inadequate to cope with any significant level of traffic and requires traffic to pass through a Conservation Area.

- 9.17** A new vehicular access to the Hospital is proposed from the A20 via the site allocated for residential development east of Willesborough Lees (site U14). It is proposed that the development of the site will bring forward a suitable link road from the A20 which will also provide access to the residential development itself. The Hospitals Trust has confirmed the preferred location of the new access point and this is reflected on the Policies Map accompanying this DPD. A feasibility report has been prepared to confirm the preferred point of access and junction arrangement to ensure that any impact on the existing network will be limited or mitigatable. The delivery of this new link and access road also enables traffic regulation measures to be imposed on traffic through the Willesborough Lees Conservation area which will prevent the route being used as a 'rat-run' for traffic to Wye and areas north of Ashford.

Warren Park & Ride

- 9.18** The transport modelling work that supported the Core Strategy assumed a high level of public transport mode share consistent with the aims of achieving sustainable growth. The Ashford Transport Strategy set out how this level of public transport could be achieved through a mix of 'carrot and stick' measures including the early implementation of a high quality public transport system with routes anchored by Park and Ride services coupled with car parking restraint measures particularly in the town centre. These measures, if successfully implemented together, can reduce the need for road improvement schemes and higher levels of town centre car parking resulting in growth being more affordable, sustainable and better for the environment of the town centre.
- 9.19** A Park and Ride study into the viability and location of suitable Park and Ride facilities in Ashford was carried out in 2005. The study, which took account of best practice from other towns, concluded that the preferred locations for Park and Ride car parks were at:-
- M20 Junction 9 at the Warren
 - M20 Junction 10 at Waterbrook
 - A28 at Chilmington Green
- 9.20** These locations were also along the routes of key public transport corridors linking with major housing and employment growth areas and therefore maximised the potential for a fully integrated public transport system.

Implementation and Delivery

- 9.21** A detailed evaluation of potential demand for use of these sites was undertaken taking account of demand forecasting, traffic flows and purpose of journeys on key radial routes, availability and price of town centre car parking, and the potential to achieve fast bus journeys into the town centre.
- 9.22** The proposed Park and Ride site at M20 Junction 9 close to The Warren has the highest potential use, being located close to where four main radial routes converge at Drovers roundabout - A20 (from the west); A28 from the north east and south west); A251 (from the north west); and M20 (mainly from the west). A site between Drovers roundabout and The Warren had previously been allocated for a Park and Ride operation in the Borough Local Plan 2000 (BLP).
- 9.23** Capacity for up to 1000 car parking spaces was initially envisaged for the Park and Ride scheme at The Warren. Following a revised business case appraisal being carried out as part of the major scheme bid for funding for the scheme, a site with a capacity of 750-800 car parking spaces is now proposed.
- 9.24** The scale and cost of the current improvements to the A20 Drovers roundabout and M20 Junction 9 has been reduced on the basis of future car journeys being intercepted by the Park and Ride scheme. The land earmarked for Park and Ride has recently been purchased by Kent County Council as highway and transport authority, along with land for the road improvements. The extent of the land acquired is now reflected in the allocation made in the DPD (see policy U8) and another part of the original Local Plan site which is not therefore required for Park and Ride is the subject of another site allocation in this DPD (see policy U9). The opportunity has been taken to provide bus priority lanes across Drovers roundabout to provide segregated express access to the site by buses. A new access to the site is also under construction from Fougeres Way which can accommodate future Park and Ride traffic.

M20 Junction 10

- 9.25** The existing M20 Junction was upgraded in 2006-7 to provide some additional capacity to serve planned developments in the south and east of the town. However, even the upgraded junction cannot serve all committed and planned development and it remains a significant constraint on new development.
- 9.26** The site allocations in this DPD reflect this constraint based on current assumptions about the overall capacity of the junction. However, with the major improvements to Junction 9, further survey work may indicate that an appropriate level of additional development could be accommodated at Junction 10 prior to Junction 10a being needed. In such circumstances, the Council will respond positively to proposals to bring forward additional development on allocated sites where this can be realistically delivered.

Implementation and Delivery

M20 Junction 10a

- 9.27** The importance of additional motorway junction capacity to the south east of Ashford is recognised in the Core Strategy and is fundamental to achieving the growth aspirations and the full implementation of the Core Strategy. A significant amount of work has been undertaken by the Highways Agency and their consultants to identify a scheme for a new Junction 10a which would lie a few hundred metres to the east of the existing Junction 10 interchange.
- 9.28** In March 2010, the previous Government announced that the scheme had achieved Preferred Route status, thus instigating the formal process of delivery. However, the new Government has since announced that the scheme would not be funded in either the current or next Spending Review period. This means that the Preferred Route scheme could not be delivered before 2017 and thus, outside the period covered by this DPD. As a consequence, no development within this DPD is dependent on the delivery of a Junction 10a scheme.
- 9.29** The Council remains of the view that additional motorway junction capacity here is crucial to the future ability of the town to grow, develop and compete and will continue to work with the Government and Highways Agency to find an efficient and viable solution. A private sector led lower cost scheme that would part implement the Preferred Route scheme is being designed in collaboration with the Highways Agency with the aim of enabling the early delivery of additional development around the Junction 10 area. In the event that this alternative scheme can be delivered within the DPD period, then this may enable some sites that would otherwise be constrained to come forward. This will particularly be a key issue for the Core Strategy First Review to address in due course.

Implementation / delivery mechanisms

The Strategic Tariff

- 9.30** The Core Strategy (policy CS8) provides a basis for a strategic Tariff that will help fund strategic infrastructure and projects in the Ashford Growth Area. The Tariff only applies to residential accommodation in the Ashford Growth area at a level to be set in an Infrastructure Contributions SPD. The timing and content of the SPD will take into account the new Government's proposals for the Community Infrastructure Levy (CIL).

Site-specific Section 106 contributions

- 9.31 Currently, all contributions from development towards infrastructure needs are collected through site-related Section 106 agreements. Even when the strategic Tariff is introduced, and certain infrastructure is delivered through that mechanism, as Policy CS8 makes clear, the Tariff will not replace the need for site specific infrastructure to be provided via Section 106 agreements. Policies in this DPD and the policies and guidance elsewhere in the LDF set out where and how such requirements should be provided.
- 9.32 In respect of strategic highway infrastructure, the Council has adopted SPG6 (Providing for the Transport needs arising from the South of Ashford Transport Study) in June 2004. This SPG was the subject of much consultation and collaboration between landowners/developers, the Borough Council and the Highway Authorities (KCC and the Highways Agency). It provides the means by which funding for the M20 Junction 10 'interim' improvement scheme and a proportion of the costs of a M20 Junction 10a would be calculated and levied from developments in southern and eastern Ashford. This guidance remains extant and is an important means of delivering funding towards new transport infrastructure. The mechanism embodied in SPG6 constituted the essential background to the agreement by which the Junction 10 interim improvement was brought forward in 2006/7. The scheme was substantially forward-funded to the Highways Agency by Taylor Woodrow Developments (now part of Taylor Wimpey) through the Section 106 agreement for the Park Farm south and east sites which are now under construction. The agreement entered into between the Council, KCC and this developer in December 2005 requires the Council to devote a proportion of the SPG6 contributions received through Section 106 agreements from other developers towards repaying the developer's forward funding. Many SPG6 contributions have already been negotiated and secured, but there remains a considerable sum of forward-funding outstanding and for that reason alone it will be necessary for other development proposals within the ambit of SPG6 to continue to make Section 106 contributions for some time to come. In addition, the need for SPG6 contributions towards Junction 10a and other infrastructure, including enhanced bus services, remains. Some allocated sites in this DPD, in particular sites U2,14,16,19 and 22, are affected by this requirement.

Local Investment Plan

- 9.33 The Borough Council, together with its partners, has drawn up a detailed Local Investment Plan that has been submitted for funding. This Plan together with the private sector contributions from the Section 106 and tariff and other funding sources, is designed to deliver the range of physical, community, economic and environmental infrastructure needed to support the town's needs as it grows. Public sector spending decisions will influence the pace of delivery of infrastructure as will the strength of the housing market and development industry.

Implementation and Delivery

The Council and its partners will continue to regularly review infrastructure needs taking account of the pace and phasing of development and the most cost effective ways of delivering it to enable development to take place.

Funding Sources

- 9.34** A range of external funding sources have been used in recent years to kick-start the development of the Ashford Growth Area by focusing on key infrastructure improvements that will ease development and provide the right conditions for investment and growth. Amongst these sources have been:-
- Growth Area Funding (GAF) from the Department for Communities and Local Government, via the Homes and Communities Agency
 - Community Infrastructure Fund (CIF), a joint Communities and Local Government and Department for Transport funding stream
 - The Regional Infrastructure Fund (RIF), sponsored by SEERA and SEEDA
- 9.35** Inevitably, the availability of external Government funding is likely to decrease in this DPD period. For example, with the dissolution of the regional assembly and SEEDA, any regional funding stream may be via the new Local Enterprise Partnerships (LEPs). With our private sector partners, the Council will investigate the options for bidding against the Regional Growth Fund which was announced in November 2010. It will become increasingly important for any available funding to be focused on key areas that will unlock further private sector investment.

Development Phasing

- 9.36** The full or partial implementation of several sites allocated for development in this DPD is potentially constrained by the need for some of the infrastructure improvements referred to at the start of this chapter. Notably, capacity at the M20 Junction 10 interchange is limited despite its recent improvements in capacity. Where this is the case, the Council has sought to establish a strategy which enables developments to make best use of the available capacity at the junction prior to any additional capacity becoming available through, for example, the opening of the proposed Junction 10a.
- 9.37** This strategy enables a balanced approach of releasing residential, employment and recreational development to the south and east of the town within the DPD period which will help to bring forward wider community and infrastructure benefits, such as the new access road to the hospital and the recreational facilities at Conningbrook. Elsewhere, developments that do not rely on the provision of such strategic infrastructure can also be brought forward within the DPD period. Grampian-style conditions will be used where necessary to allow permission to be granted with the appropriate safeguards on the capacity and safety of the network.

Implementation and Delivery

Major Urban Area investment underway or completed in the Urban Area:

Residential and Commercial	<ul style="list-style-type: none">• Planning permission granted for 2000 dwellings on three large sites (Park Farm south and east, and Repton Park sites).• Completion of the first 50,000ft of proposed 1.25 million ft space at Eureka Park.
Education and Health	<ul style="list-style-type: none">• A new Primary Care Health Centre opened in 2006 in south Ashford.• Opening of John Wesley Primary School in Singleton in September 2007.
Environment	<ul style="list-style-type: none">• Mid Kent Water is investing £24.4 million into improving water supply to the Mid Kent area including a new water main between Bewl Water and Ashford.• Southern Water is investing over £40 million into infrastructure necessary to accommodate the planned growth in Ashford.• The Singleton Environment Centre community facility opened in May 2008.
Transport	<ul style="list-style-type: none">• Junction 10, M20. Work on a multi-million 'interim' improvement scheme to tackle congestion and improve capacity was completed in September 2007.• Newtown Bridge. Work to improve access to the south of the town centre via Newtown Road Bridge was completed in December 2008.• Work on improving the capacity of Junction 9 of the M20 and nearby Drovers Roundabout including building a new foot/cycle bridge over the M20 was completed in summer 2011.
Telecommunications	<ul style="list-style-type: none">• Broadband. Wireless broadband available in Ashford from February 2006. Telecommunications and Broadband Strategy completed and project to develop fibre optic provision in Ashford underway.

Implementation and Delivery

Infrastructure provision to serve the needs of new developments

- 9.38** The Core Strategy makes general policy provision in policies CS8 and CS18 for infrastructure provision to meet the needs of new development. In addition transport infrastructure such as bus services is referred to in Policy CS15.
- 9.39** The possible list of infrastructure potentially required to serve new development includes publicly-accessible open space and children's play facilities, education for all ages, provision for recreation, sport and leisure, youth, arts, social and cultural facilities, public services such as health, emergency and social services and libraries, cemeteries and places of worship, and facilities for the voluntary sector and community development.
- 9.40** It is not possible to foresee all potential needs arising from development proposals and the needs arising from all proposals - including windfalls - will therefore be assessed at the time against relevant policies, published guidance and adopted plans of infrastructure and service providers. The Borough Council, through its policies in the Core Strategy, this DPD and in associated SPD and extant SPG such as SPG6, provides a range of detailed guidance as to when development will need to make provision for, or contribute towards new infrastructure and facilities. Kent County Council maintains an up-to-date "Guide to Developer Contributions and the Provision of Community Infrastructure" setting out its plans for public services, as a basis for the preparation of development briefs and negotiations with developers on individual sites.
- 9.41** The timely provision of infrastructure is important in achieving sustainable, high quality developments. The site policies in this DPD need to be read in conjunction with other relevant policies in the Core Strategy, 'saved' Local Plan policies, and any other adopted or emerging supplementary guidance to provide the scope of requirements that will be sought and how and when they may be delivered. Appropriate contributions will also be required towards the management and maintenance of new or enhanced facilities.
- 9.42** It is appropriate to set out in a single Infrastructure policy the overall scope of the contributions likely to be required in the urban area, both from sites allocated in this DPD and windfall sites that may come forward. Importantly, this should ensure that there is complete policy coverage in relation to providing for infrastructure needs in the urban area. This policy needs to be read with the previous parts of this chapter, including in particular paragraphs 9.3 and 9.32 which explain that where infrastructure serves a number of developments, all must contribute where appropriate towards the cost and /or the repayment of forward funding.
- 9.43** Where Southern Water has made known that capacity is insufficient in existing sewerage systems, this information is included within the relevant policies.

Implementation and Delivery

Policy U24 - Infrastructure provision to serve the needs of new development

All developments shall make provision to meet the additional requirements for infrastructure, bus services and community services and facilities arising from the development. Such provision shall be accommodated within the development where this is practical and appropriate, and otherwise shall be in the form of appropriate and proportionate financial contributions for provision in a suitable off-site location. In either case, provision shall also be made for management and maintenance of such facilities for an appropriate period.

Monitoring and Review

10 - Monitoring and Review

- 10.1** The Localism Act, introduced in 2011, has removed the requirement for Local Planning Authorities to produce an Annual Monitoring Report (AMR) for government. However, Councils are now responsible for their own performance management and can choose which targets and indicators to include in their monitoring reports as long as they are in line with relevant UK and EU legislation. The primary purpose of reporting is to share the performance and achievements of the planning service with the local community.
- 10.2** The AMR measures various indicators to assess the performance of planning policies set out in the adopted Core Strategy and all other documents within the Local Development Framework. It has been produced by the Council since 2004 and will continue to be the primary means of monitoring the targets set out within the LDF. It will focus on locally important issues and include “indicators” designed to monitor these. Many of these indicators deal with borough-wide issues and originate from the Core Strategy policies, however, each DPD/AAP includes local indicators to enable area specific reporting.
- 10.3** Monitoring the results of the policies contained within this DPD will enable early action to be taken to overcome any barriers to delivery of the plan's objectives and policies, although due to the short timeframe of this DPD, issues that are highlighted through monitoring are more likely to be dealt with through the Local plan to 2030 process.
- 10.4** The indicators in the list below will be used to assess development in the Ashford Urban Area covered by this DPD. Many of these are part of Borough-wide or Growth Area targets but the contribution of development allocated in this DPD towards the target will be monitored separately on an annual basis and recorded in the Appendices to the AMR.
- 10.5** An Indicator has been included specifically to monitor Policy U20 - Loss or Redevelopment of Employment Sites. The policy aims to prevent overall loss of B-class employment floorspace in the urban area, so the net figure for loss will be recorded annually to assess whether the policy is effective. An indicator has also been included that will annually monitor the progress of the main infrastructure developments proposed in this DPD period that are either to be commenced or completed. The other topic policies within this DPD do not have the means to be assessed annually, so no indicators have been included for these.
- 10.6** The dwellings completed on the residential site policies will be assessed as part of the housing completions indicators that will be included within the AMR. This will also include monitoring the contribution towards the affordable housing targets. The Urban Area Housing Trajectory can be found below and this will also be updated annually in the AMR.

- 10.7** The jobs created in the urban area throughout the DPD period are recorded in a number of ways. The total number of employees is recorded nationally and can be found in the Business Register and Employment Survey (BRES) and the Labour Market Statistics, both of which are provided by the Office for National Statistics. The Council also carries out an annual employment floorspace survey jointly with Kent County Council, the results of this are found in the Commercial Information Audit (CIA). These results are used in the AMR to calculate which areas have gained jobs.
- 10.8** The following table shows a list of indicators that will be monitored specifically for the Urban Sites and Infrastructure DPD area and the annual results can be found in the Appendices of the AMR.

Indicator	Type of Indicator	Target
Number of net and annual additional dwellings completed within the Ashford Urban Area up to 2017	Local – Core Strategy and Urban Sites DPD	Core Strategy: 1,782 dwellings to 2017 Urban DPD: 2,312 2012/13 – 387 2013/14 – 461 2014/15 – 510 2015/16 – 514 2016/17 – 440
Number of net and annual affordable housing dwellings completed on new major developments (15 or more) in the Urban Area up to 2017	Local – Core Strategy	Not less than 30% of all dwellings as subsidised affordable housing, split between social rented (60%) and other provision (40%)
Number of net and annual additional jobs created within the Ashford Urban Area up to 2017	Local – Core Strategy	2,482 jobs to 2017

Monitoring and Review

Indicator	Type of Indicator	Target
Percentage of new homes in the urban area meeting the relevant Code for Sustainable Homes standard as set out in Policy CS10	Local – Core Strategy	All (on major sites)
Amount of new non-residential buildings meeting the appropriate BREEAM standard and credits set out in Policy CS10 in the urban area	Local – Core Strategy	All (on major sites)
Amount of Carbon Dioxide Emissions reduced from new major developments for: CS4 Urban Area	Local – Core Strategy	Target for 2007 - 2014 is 20%+ (Core Strategy)
Amount of existing public recreation, sports, children's play, leisure, cultural, school and adult education, youth, health, public service and community facilities lost (unless satisfactory replacement facilities are provided) and gained as a result of new development in the urban area.	Local – Core Strategy	No Net Loss
Amount of employment floorspace (B-class uses) lost in the urban area (net) (unless one of the criteria in Policy U20 applies).	Local – Urban Sites DPD	No Net Loss
Progress towards the following Infrastructure improvements within the Urban Area: <ul style="list-style-type: none"> • New link road to William Harvey Hospital • Warren Park and Ride • A28 Chart Road Improvements • SMARTLINK / Bus services • A2070 Orbital Park Junction • M20 Junction 10a (or alternative) • Strategic Park at Conningbrook 	Local – Urban Sites DPD	To be commenced in the DPD timeframe

Monitoring and Review

Housing Trajectory 2010-2017 (Ashford Urban Area)		2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	TOTAL
Urban Sites									
Windfall completions in Urban Area		65	61						126
Hunter Avenue		121	172	57					350
Brisley Farm (windfall area)			23						23
Wyvern School		19	32						51
Borough Local Plan 2000 Sites									
Repton Park		58	155	100	100	110	110		743
Singleton		26		64					90
Brisley Farm		53							53
Park Farm South & East		98	101	101					401
Urban Sites DPD Allocations									
U1 - Land off Abbey Way						20			20
U2 - Newtown Works				25	50	50	50	50	225
U4 - Lower Queens Road						20	20	20	40
U5 - Blackwall Road						20	20	20	40
U6A - Former Ashford South Primary School					30	40	40	40	110
U6B - K College				30	50	74			154
U7 - Beacon Road						50	50		100
U9 - Maidstone Road				35	35				70
U10 - Former Ashford Hospital		20	40	20					80
U11 - Bishop's Green, Singleton		20			15				20
U12 - Associate House					20				20
U13 - Mabledon Avenue						50	75	75	200
U14 - Land at Willesborough Lees				30	35				65
U18 - Warren Lane				75	75	75	75		300
U22 - Conningbrook									984
Past Completions		440	544		387	461	510	514	2,312
Projected Completions								440	
Windfall allowance on urban sites *				45	45	45	45	45	225
TOTAL projected completions				432	506	555	559	485	2,537

*includes extant permissions (not started, under construction and outline) and unidentified sites

Glossary

11 - Glossary

This section explains some of the technical terms, including documents and organisations, referred to within the Urban Sites and Infrastructure DPD –

Annual Monitoring Report (AMR): The Council is required to produce a monitoring report to assess the performance and effects of the documents and policies contained within the LDF and Local Plans. We currently produce this annually.

Area Action Plan (AAP): A development plan document focused on a specific location or area.

Borough Local Plan (BLP): The Ashford Borough Local Plan was formally adopted by the Borough Council in June 2000. It set out a framework of plans and policies to guide the development and use of land in the Borough.

Brownfield land: Another term for Previously Developed Land. (see below)

Code for Sustainable Homes: A national standard for key elements of design and construction that applies to all new homes. A home can achieve a standard from one to six stars depending on the extent to which it achieves Code standards. The Core Strategy has set out minimum Code ratings for all major developments in the Borough.

Conservation area: Areas formally identified by local planning authorities for having special architectural or historic interest, which can be subject to stricter planning controls.

Core Strategy: Sets out the overall vision and objectives for the delivery of Ashford's Local Development Framework between 2006 and 2021. The Core Strategy is the principal Development Plan Document (DPD) for the Borough and all other documents within the Local Development Framework (LDF) must conform to it. The Core Strategy was adopted in July 2008.

Development Plan Document (DPD): A key local planning document forming an essential part of the Local Development Framework. DPDs include the Core Strategy, site-specific allocations of land, Area Action Plans (where needed), and the Policies Map. DPDs form part of the statutory development plan. All DPDs are subject to rigorous procedures of community involvement, consultation and independent examination. Once adopted, development control decisions must be made in accordance with them unless material considerations indicate otherwise.

Employment Land Review (ELR) 2008: The ELR was commissioned by Ashford Borough Council. The main purpose of the study is to provide forecasts of future employment land needs in the Borough by sector up to 2021.

Examination in Public (EIP): The public examination of the soundness of a DPD by an independent Planning Inspector.

Generic Development Management DPD: A forthcoming DPD that will cover detailed development management related planning policies.

Greenfield land: Land, often farmland, that has not previously been developed.

Green & Blue Grid Strategy (2008): The Green & Blue grid is the overarching strategy for the approach to the living network of green and blue spaces for people and nature across the borough.

Green Corridor or 'necklace': The links between green spaces within the urban area - known as the green 'necklace' - that will make use of the existing 'Green Corridors' through Ashford. The Green Corridors are defined on the Policies Map.

Growth Area: The growth area is the urban areas of Ashford, the Town Centre and the proposed urban extensions. It does not apply to Tenterden and the rural areas of the Borough.

Highway Authority: The authority responsible for maintaining the local highway network other than trunk roads and motorways. Kent County Council is the Highway Authority for the Ashford area.

Infrastructure: A summary term for facilities and services required to support development, including water supply, sewage and waste water treatment, electricity, highways, cycle routes, public transport, health and social care, education services, community facilities, open spaces, parks, sports pitches, play areas, etc.

Kent Design Guide: A guide produced by a partnership of Kent's local authorities, developers, builders, communities and interest groups who have joined forces to campaign for good design in Kent.

Listed Building: A building of special architectural or historic interest. Listed buildings are graded I, II* or II with grade I being the highest. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures within the curtilage. English Heritage is responsible for designating buildings for listing in England.

Landscape Character Assessment (LCA): Landscape Character Assessment (LCA) is an approach to understanding the differences between landscapes. It provides a method to identify and assess landscapes, landscape change, and a framework for developing landscape quality objectives. LCAs can be used to inform criteria-based policies in LDDs.

Glossary

Local Development Document (LDD): The collective term for documents forming part of the Local Development Framework, which include Development Plan Documents and Supplementary Planning Documents.

Local Development Framework (LDF): A term used to describe a folder of documents, which includes all the local planning authority's Local Development Documents, including the Core Strategy and other Development Plan Documents, Supplementary Planning Documents, and the Statement of Community Involvement amongst others. More details about Ashford's LDF are in the introduction to the Core Strategy.

Local Transport Plan: A plan produced by Kent County Council which sets out how their transport vision will be achieved over a five-year period and outlines the funding required from Government to achieve this vision.

National Planning Policy Framework (NPPF): A series of policies that sets out the Government's planning policies in pursuing the three dimensions of sustainable development: an economic role, a social role and an environmental role. The NPPF replaces national land use policies within Planning Policy Guidance (PPG) and Planning Policy Statements (PPS).

Open Space Audit (2008): The overall aim of this study was to undertake, research, analyse and present conclusions meeting the requirements of (former) Planning Policy Guidance Note 17 (PPG17) : Open Space, Sport and recreation. This report was commissioned by the Borough Council and completed in December 2008.

Planning Policy Guidance (PPG): A series of documents issued by central government setting out national land use policies for England on different areas of planning. These were gradually replaced by Planning Policy Statements (PPS) which have now been replaced by the National Planning Policy Framework.

Planning Policy Statements (PPS): A series of statements issued by central government to replace the Planning Policy Guidance (PPG) notes. These have now been replaced by the National Planning Policy Framework.

PPG17 audit: Survey work undertaken throughout the Borough to assess the availability of public open spaces, outdoor recreation and sports facilities and informal greenspaces.

Policies Map: An essential component of a Local Development Framework, showing the location of proposals in all current Development Plan Documents on an Ordnance Survey base map. (Formerly proposals map)

Previously Developed Land: Land which is or was occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed-surface infrastructure. The definition applies to the curtilage of the development. A detailed definition can be found in NPPF Annex 2.

Public Green Spaces & Water Environment SPD: A Supplementary Planning Document that takes forward the outcomes of the Green & Blue Grid Strategy and the former PPG17 audit into the LDF, promotes the provision of good quality green space and water environments and sets minimum standards for different types of green space provision.

Strategic Environmental Assessment (SEA): An environmental assessment of plans and programmes, including Development Plan Documents.

Strategic Housing Land Availability Assessment (SHLAA): The primary roles of the SHLAA is to identify sites with potential for housing; assess their housing potential; and assess when they are likely to be developed. This study builds on work already completed by the Council, in particular previous Urban Capacity Studies (UCS) and the Annual Monitoring Reports.

Sustainability Appraisal (SA): An appraisal of the economic, environmental and social effects of a plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.

Sustainable Community Strategy (SCS): Ashford Borough Council adopted a new Sustainable Community Strategy in 2008. It includes a vision for the local area that covers the next ten years, based on the aspirations, needs and priorities of the local community, a strategy for implementing that vision, and regular monitoring to ensure the aims are being met. This document is important because it helps to inform the content of the Local Development Framework, and its aim by 2018 is to make Ashford an exemplar of how to build a sustainable community.

Urban Area: The Urban area in relation to this DPD constitutes the built-up parts of Ashford and their immediately adjoining countryside (excluding the Town centre and the proposed urban extensions at Chilmington Green and Cheeseman's Green / Waterbrook which are covered by their own Area Action Plans).

Windfall: A site which is not specifically allocated for new development in a AAP/DPD but which comes forward for development during the lifetime of the plan.

Policies Map

Please see attached A1 Map

Appendix 1 – Housing Allocations

Housing Allocations

Policy	Site	Indicative capacity (to 2017)
U1	Land off Abbey Way, Willesborough Lees	20
U2	Newtown Works	225
U4	Lower Queens Road	40
U5	Land at Blackwall Road, Willesborough Lees	40
U6A	Former Ashford South Primary School	110
U6B	K College, Jemmett Road	154
U7	Leacon Road	100
U9	Maidstone Road	70
U10	Former Ashford Hospital	80
U11	Bishop's Green, Singleton	20
U12	Associate House, Queens Road	15
U13	Mabledon Avenue	20
U14	Land at Willesborough Lees	200
U18	Warren Lane	65
U22	Conningbrook	300
TOTAL		1459

Appendix 2 - Employment Allocations

Employment Allocations

Policy	Site	Indicative Floorspace (sq.m.) that can be provided by 2017
U15	Henwood	7,596
U16	Orbital Park	25,400*
U17	Eureka Business Park	26,586*
U19	Sevington	11,920*
TOTAL		71,502

Reproduced from Table 5 of Employment Background Document

* part of a larger site allocation which has the capacity to provide additional floorspace beyond 2017.

Appendix 3 - Schedule of superseded adopted Local Plan Policies

The following 'saved' Ashford Borough Local Plan (2000) policies will be superseded by policies within the Urban Sites and Infrastructure DPD:

Current 'Saved' Local Plan Policy	Replacement Urban Sites DPD Policy
EN13 - Green Corridors*	U21 - Green Corridors
EN14 - Land Adjacent to Green Corridors*	U21 - Green Corridors
S15 - Orbital Park	U16 - Orbital Park
S24 - Ashford Hospital	U10- Former Ashford Hospital
S27 - Eureka Science and Leisure Park	U17 - Eureka Business Park
S31 - Conningbrook Lake	U22 - Conningbrook Strategic Park
S37 - Henwood	U15 - Henwood
S39 - Lower Queens Road	U4 - Lower Queens Road
S43 - Land for Park and Ride	U8 - Warren Park & Ride
ET8 - Variety of size and type of premises	U20- Loss or Redevelopment of Employment Sites

Schedule of superseded Local Plan Policies

* Borough Local Plan policies EN13 and EN14 are not wholly replaced by U21 as they continue to apply outside the Town Centre and Urban Areas. Policy TC26 in the TCAAP replaced parts of the policies that applied within the Town Centre and that policy, along with U21 will take precedence if there is a conflict between them and policies EN13 and / or EN14.

The following 'saved' Borough Local Plan policies will be deleted once the DPD is adopted, as they are no longer relevant:

- S16 - Bushy Royds
- S26 - Land North of M20 at Bockhanger

Appendix 3 - Schedule of superseded adopted Local Plan Policies

The following site policies in the Ashford Urban Area will remain saved:

- S17 - Park Farm, Kingsnorth
- S19 - Brisley Farm / Court Lodge Farm
- S20 - Singleton
- S21 - Great Chart Playing Fields and Cricket Pitch
- S22 - Land at former Rowcroft and Templer Barracks
- S34 - William Harvey Hospital
- S36 - Klondyke Works

Appendix 4 - Links to the Community Strategy

Community Strategy Partnership Objectives	Relevant Urban Sites and Infrastructure DPD or other LDD Content
Learning For Everyone	
We will work together to help deliver a new, state of the art Learning Campus for the Borough. This will dramatically improve local opportunities for post 16 education and broaden the courses on offer for local people. But the Campus will also cater for the community as a whole - for example, by providing adult education and public events - and become a major new venue for the community of Ashford.	There is no specific reference in this DPD. The Town Centre AAP is responsible for bringing this facility forward
We will work together to make sure that pre-school, junior and secondary school facilities are designed and operated as an integral part of new and existing communities in Ashford. Schools need to work alongside other local facilities such as health centres, community buildings, shops and leisure uses to make up multi-purpose local centres where everyday needs can be catered for. This helps to build a stronger sense of community and, by grouping local services, reduces the need for people to drive.	The DPD promotes a large amount of residential development within the Ashford urban area. All sites will contribute specifically to the delivery of educational facilities whether it be directly within the site or provide financial contributions towards.
Economic Success - Opportunities for All	
We will continue the transformation of Ashford town centre to ensure that the town meets the needs of new and existing businesses and a growing population.	Not directly relevant to this DPD. This is covered specifically in the Ashford Town Centre Area Action Plan.

Appendix 4 - Links to the Community Strategy

We will support the preferred developer for the Elwick Place site (south of Elwick Road) in promoting a major new mixed use development that will set new standards of design and sustainability, bringing new jobs, new leisure facilities and new housing to help revitalise the town centre.	Not directly relevant to this DPD. This is covered specifically in the Ashford Town Centre Area Action Plan.
We will ensure that people using the railway stations - especially after the launch of high-speed domestic services in 2009 - have a pleasurable experience and gain a positive impression of Ashford by providing improvements to the integration of the station with the expanding town centre.	Not directly relevant to this DPD. This is covered specifically in the Ashford Town Centre Area Action Plan.
We will work with landowners and developers to ensure that new and expanding businesses have access to a range of flexible workspaces and we will provide a package of business support services to help businesses to expand and compete effectively through engagement, involvement and community ownership.	The DPD includes a number of employment site policies U3 & U15-19 that encourage a variety of workspaces and uses. The Economic Development team work within the LDF Team to provide support services to help business re-locate and expand within the Borough. Policy U20 seeks to retain employment sites in the growth area.
We will look to develop Ashford as a 21 st Century town with 21 st Century telecommunications infrastructure to support jobs growth and community benefits	There is no specific content in the DPD. An SPD dealing with telecommunications and broadband issues is due to be published early 2010.
Improving Health and Wellbeing	
We will ensure that health and social care facilities are provided in line with housing growth and maximise the wider benefits for improvements in health arising from new housing and job opportunities	The DPD promotes a large amount of residential development within the Ashford urban area. Sites will contribute specifically to the delivery of health and social care facilities through financial contributions. A new access road to the hospital is being provided as part of the Willesborough Lees Policy U14 .

Appendix 4 - Links to the Community Strategy

We will develop a substantial new health facility at Kings Avenue	This DPD includes a policy for the Kings Avenue Hospital site - Policy U10 .
Promoting Environmental Excellence	
Our aim is to protect the Borough's environment and, even where development is needed, to set and achieve high environmental standards in areas such as water supply and quality; protecting important landscape and habitats and making sure there is no increase in the likelihood or severity of flooding	<p>Policy U23 - Landscape Character and Design has been included in this DPD to complement and enhance particular landscape character areas. Protecting the Borough's environment is largely covered by Core Strategy Policy CS11: Biodiversity and Geological Conservation, to which all policies within this DPD must comply.</p> <p>However, where specific landscape, habitat or flooding issues exist within a development site, the policy in this DPD specifies how this should be dealt with.</p>
Where major development is planned we will make sure that places of real quality are created with attractive open spaces that contribute to the 'green necklace' of spaces around the town.	<p>Creating High Quality places is a theme that runs through the whole Urban Sites DPD especially where it aims to link up parts of the urban area so that people can easily access facilities such as the major parks and leisure facilities.</p> <p>Policy U21 specifically deals with the green corridor 'necklace' in the urban areas and promotes their enhancement and protection.</p>
We will ensure that there is adequate open space for sports and recreation associated with new educational facilities	There are no policies that directly relate to educational facilities in the Borough, however, there is a section in the DPD that deals with the green space, recreation, sport and play in the urban area.

Appendix 4 - Links to the Community Strategy

Securing Stronger and Safer Communities	
We will work with developers to ensure that the layout and design of major new developments facilitates the emergence of strong communities with a clear sense of identity and a readiness to work together	The site policies within this DPD give some guidance on design and layout of new developments to ensure the creation of stronger communities. Core Strategy policy CS9: Design Quality must also be complied with in all developments.
Enjoying Life	
We will seek to expand cultural, leisure and sporting facilities in line with the growth in the population, negotiating vigorously with Government and its agencies and with developers to meet the initial capital costs. We will pursue the opportunity to develop a sub regional water sports facility at Conningbrook to complement the Julie Rose Stadium	A policy for a Strategic Park at Conningbrook has been included within this DPD - Policy U22 . The Council's focus for this park has turned to delivering a high quality set of primarily water-based sporting and recreational facilities accessible to the general public and aimed at a more local and sub-regional catchment in order to establish the park as a destination serving existing and future residents. In addition, there are a range of complementary uses that may also benefit from co-location with the base functions of a successful Conningbrook park. To provide all these facilities a wider area is allocated in this DPD than was the case in the BLP policy.
Keeping Ashford Moving	
We will promote plans to build a new road ("Victoria Way") between Beaver Road and Brookfield Road to open up new sites for development and provide an alternative route around the town centre	The Town Centre Area Action Plan deals with the Victoria Way Road but this DPD does include site policies U3 and U7 for the development of new sites at the Brookfield Road end (Leacon Road). These policies promote and work with the Victoria Way proposals.

Appendix 4 - Links to the Community Strategy

We will enhance the already good cycle network and make sure that new developments make adequate provision for cycle ways and footpaths	Site policies in the DPD make specific requirements for cycleway and footpath links to and from the sites.
We will implement a Parking Strategy that will meet the needs of residents, employees, shoppers and visitors, opening the town's first Park and Ride by 2010 and a new town centre multi storey car park shortly thereafter.	The Town Centre Area Action Plan includes a number of policies that deal with parking within the town. A policy, U8 has been included in this DPD for the Park and Ride at the Warren. The facilitation of the SMARTLINK bus service has been included into relevant site policies.
Achieving High Quality Homes	
We will demand high design standards in new housing or mixed use developments and promote the use of innovation in construction. We will continue to promote extensive stakeholder engagement during the preparation of Development Briefs and other planning documents	Policies CS9 and CS10 of the Core strategy deal with design quality and sustainable design and construction methods that must be complied with in all developments within the Borough. The Conningbrook Strategic Park and Sevington employment policies both require detailed masterplans.
In line with housing needs, at least 30% of the housing units in major developments will be social rented units or available on a low cost shared equity basis. Appropriate provision will be made to meet the housing needs of the elderly and other disadvantaged groups	The approach to affordable housing is established under Policy CS12 , 'Affordable Housing' of the adopted Ashford Core Strategy.
We will insist on high environmental standards for all new dwellings and set up a mechanism to support the "retrofitting" of water and energy efficiency measures to existing dwellings	The approach to achieve high environmental standards, is established under Policy CS10 'Sustainable Design and Construction' of the adopted Ashford Core Strategy and the existing and emerging SPD's on this subject.

Appendix 5 - Supporting Studies

The following list of documents have been used to support the preparation of the Urban Sites and Infrastructure DPD.

1. Sustainability Appraisal of the Ashford Urban Sites and Infrastructure Development Plan Document - Regulation 27 Publication Version (2010)

All policies and proposals contained within the Ashford Urban Sites and Infrastructure DPD must be appraised against a number of economic, social and environmental factors to ensure they contribute to the aims of sustainable development. The sustainability appraisal sets out the results of these assessments.

2. SA Combined Scoping Report (Feb 2007)

This combined SA Scoping Report for the Urban Sites & Infrastructure (USI), Chilmington Green Area Action Plan (CHG), and Tenterden & Rural Sites (TRS) DPD is the first output of the SA process and DPD preparation. It forms part of the wider Sustainability Appraisal framework devised for the Local Development Framework.

3. Release of Development which would affect M20 Junction 10 (Sept 2011)

A report covering availability of capacity at M20 Junction 10 and the impact on ability to release development in the Urban Sites and Infrastructure DPD.

4. Urban Sites and Infrastructure Issues and Options Report (Dec 2008)

This report sets out a number of issues relating to the urban area, including the delivery of housing, economic development and employment, key infrastructure, phasing and delivery. In addition, the report puts forward a list of potential development sites in the urban area. The report went out to public consultation for six weeks.

5. Appropriate Assessment of the US&I DPD (2009)

Under Regulation 48 of the 'Habitats Regulations 1994' an Appropriate Assessment is required to test whether a DPD is likely to have a significant adverse impact on the integrity of any Natura 2000 sites.

6. Ashford Sustainable Community Strategy (2008 - 2018)

The Community Strategy is an 'umbrella' document for the whole of Ashford Borough. It begins to set out a shared long-term vision for the area that reflects local aspirations and provides a way of agreeing what the priorities should be. It therefore draws upon all regional, county, borough and neighbourhood strategies and plans.

7. Housing Background Document (Sept 2011)

This document summarises the housing evidence base to the DPD setting out details of existing housing land supply and the calculations behind the establishment of the housing allocations target in the DPD.

Appendix 5 - Supporting Studies

8. Employment Development (B-B8) Background Document (Oct 2011)

This document outlines the job provision and land requirement of floorspace falling in the B1-B8 categories up to 2017. It assesses existing employment sites and new employments sites that have been identified in this Urban Sites and Infrastructure DPD.

9. Ashford Employment Land Review (2008)

Commissioned by the Borough Council and carried out by Nathaniel Lichfield & Partners in 2008 to provide forecasts of future employment land needs in the Borough, by sector, up to 2021.

10. Access to land at William Harvey Hospital Study (2010)

Produced by Jacobs but commissioned by Ashford's Future. A study to identify the route alignment and access points for the secondary access road into the William Harvey Hospital.

11. Greater Ashford Development Framework (GADF)

The main supporting document to Ashford's Local Development Framework, which sets out the options for the growth of the town up to 2031. The GADF reflects findings from an extensive programme of consultation events, studies and plan making decisions undertaken during the course of 2004 and early 2005.

12. Halcrow Overarching Report (2002)

Report produced by Halcrow in 2002 setting out the key findings of capacity studies into Ashford's growth.

13. Urban Capacity Study (2005)

A study undertaken to establish how much additional housing can be accommodated within the urban area. An updated Urban Capacity Study was carried out for Ashford in 2006 by Halcrow.

14. Ashford Green and Blue Grid Strategy (2008)

The Green & Blue Grid is the overarching strategy for the approach to the living network of green and blue spaces for people and nature across the Borough.

15. The Ashford PPG17 Open Space Audit (Dec 2008)

The overall aim of this study was to undertake, research, analyse and present conclusions meeting the requirements of Planning Policy guidance Note 17 (PPG17): Open space, sport and recreation. This report was commissioned by ABC and completed in December 2008.

16. Flood Risk Assessment for the Urban Sites and Infrastructure DPD (2010)

This FRA has been prepared by Ashford Borough Council and the Environment Agency to support the Urban Sites and Infrastructure DPD. It includes assessments of the proposed sites included in this DPD.

Appendix 5 - Supporting Studies

17. Strategic Housing Market Assessment (SHMA)

The Strategic Housing Market Assessment (SHMA) forms part of the evidence base to inform and support housing and planning policies within the Borough. The 2010 SHMA was undertaken by DTZ.

18. Strategic Housing Land Availability Assessment (SHLAA)

This report, produced by ABC in 2009, identifies sites with potential for housing delivery, including their housing capacity and when the sites are likely to be delivered. The SHLAA covers both the urban and rural areas of Ashford.

19. Ashford Retail Study (2003)

This document was produced by CB Richard Ellis to guide English Partnerships (now known as the Homes and Communities Agency) and the Borough Council on the scale of new retail development which would be needed as a result of the expansion of Ashford up to 2031.

20. Ashford Town Centre Foodstore Retail Assessments (2008 and 2009)

In 2008 Savills were commissioned to assess the potential to accommodate a modern food store in or adjacent to the Town Centre. In 2009 Savills were asked to provide an update of this report to take account of recently approved development commitments.

21. Ashford LDF Core Strategy (2008)

The Core Strategy sets out the overall vision and objectives for the delivery of Ashford's LDF between 2006 and 2021. The Core Strategy is the principle Development Plan Document (DPD) for the Borough and all other documents within the LDF must conform to it.

22. Ashford Borough Local Plan (2000)

The Local Plan set out a framework of plans and policies to guide the development and use of land in the Borough. It is currently being superseded by the LDF Documents and only a few policies remain 'saved'.

23. Housing Needs Survey Update (2010)

An update to the 2005 housing needs survey was commissioned by Housing Services to ensure we continue to have robust evidence of housing needs in the Borough. DCA (David Couttie Associates) have carried out the update.

24. Ashford Park and Ride Study

A report that sets out the results of a study into the viability of a park and ride scheme for Ashford, including options for site location and design, potential usage and a draft business case analysis.

25. Ashford Smartlink Report

A report by RPS covering proposals for a major new bus based rapid transit scheme in Ashford.

Appendix 5 - Supporting Studies

26. Landscape Character Assessment - Studio Engelback (2005)

An assessment of the appearance and essential characteristics of the landscape around Ashford, carried out as a background document to the Local Development Framework.

27. Statement of Community Involvement First Review (Dec 09)

A review of the adopted Ashford SCI was required in response to changes made to the LDF plan-making process following the publication of the new Planning Policy Statement 12 and amendments to the Town and Country Planning (Local Development) Regulations in 2008 and 2009. The First Review of the SCI supersedes the original 2006 version.

28. Ashford Strategic Economic Framework (Jan 2010) and Baseline Report (June 2009)

Ashford Borough Council and Ashford's Future commissioned Shared Intelligence to develop a Strategic Economic Framework for the Borough, to provide a programme of agreed priorities and actions to develop a prosperous and expanding Ashford economy.

29. Ashford's Future Parking Strategy (2006)

A report setting out the proposed parking strategy for the Ashford Growth Area. The report also sets out a Parking Action Plan summarising the key actions to be taken and concludes by setting out how the strategy is to be phased and funded during the next 10 years to 2016.

30. Ashford's Future Parking Technical Note (2010)

This document reviews and updates the approved Car Parking Strategy (2006), it reflects the development proposals in the Town Centre Area Action Plan, and the revised demand modeling outputs.

31. Ashford Transport Strategy (2006)

A report, approved by Kent County Council in January 2006, setting out a proposed transport strategy for the Ashford Growth Area reflecting and supporting the GADF report and summarising the findings of a number of other studies and reports.

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The Urban Sites and Infrastructure DPD is a Local Plan,
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