

The Flour Mill

East Hill, Ashford, Kent

DESIGN & ACCESS STATEMENT



Introduction

Hollaway is an award winning architecture and interiors practice that places people and feeling at the core of its philosophy of architecture. With offices in Kent and London and a strong reputation for design, the practice is working in a wide range of sectors including hospitality, hotels, restaurants, education and housing, and in recent years has worked on a number of large scale regeneration schemes across Kent including Dreamland at Margate, the transformative Rocksalt restaurant at Folkestone, and Folkestone Academy.

Recent projects include the award winning Process Gallery for artist Nick Veasey, the first new build Picturehouse in the UK at Ashford for developers Stanhope, a new Winery, Gin Works and Brewery for Chapel Down, and a number of large regen and housing schemes in London including Bromley South Central for U & I and the Fisheries in Hackney's London Fields.










We are committed to delivering high quality projects that present innovative design solutions and excellent value through careful control of cost and programme that ensure client satisfaction.

For all projects undertaken, regardless of scale or budget, we strive to gain a clear understanding of our client's brief to define clear objectives and requirements. We spend time working with our clients and specialist consultants to identify opportunities, allowing us to investigate design options to produce an optimum proposal.



- 1. INTRODUCTION
- 2. SITE ANALYSIS
- 3. CONCEPTS & DESIGN DEVELOPMENT
- 4. ENGAGEMENT & CONSULTATION
- 5. PROPOSED DESIGN
- 6. CGI VISUALS
- 7. LANDSCAPE DESIGN (REFERAL)

DESIGN TEAM

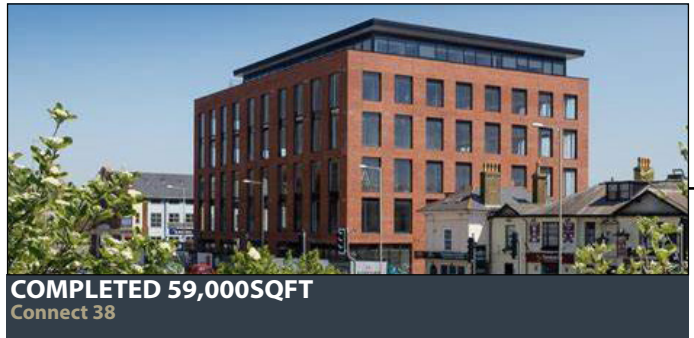
	Architects
	Developers
	Landscape Architects
	Planning Consultants
	Flood Risk Consultants
	Heritage Consultants
	Ecological Consultants
	Transport Consultants
	Ecologists used for bat survey

2. Site Analysis

The Changing nature of Ashford Town Centre



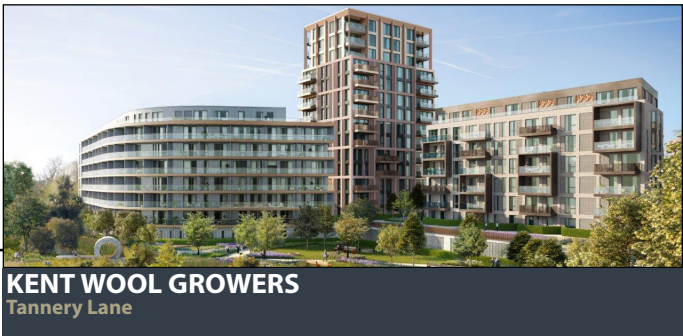
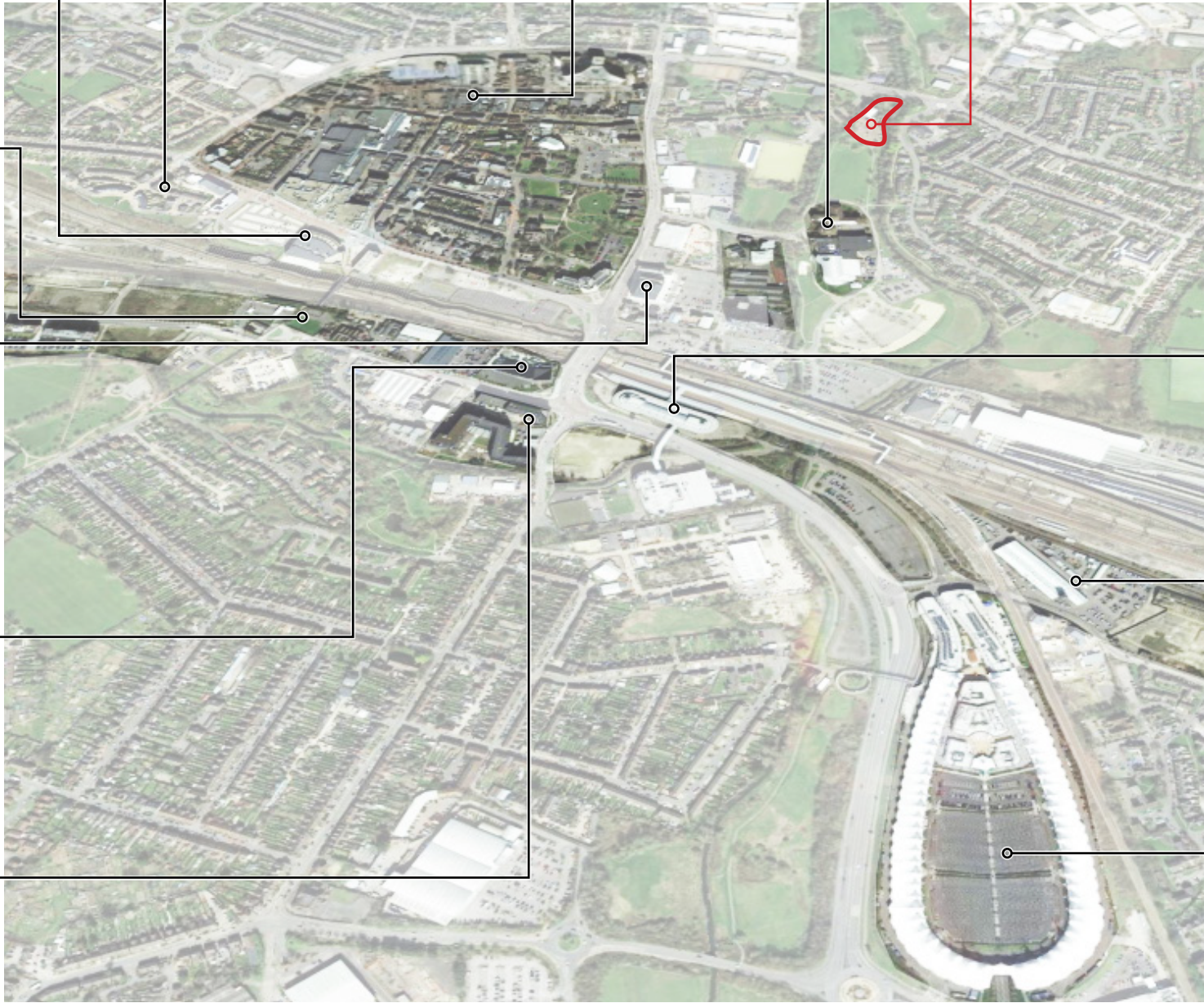
300+ SPACES
Potential Multi-Storey Car Park



CROUDACE RESIDENTIAL SITE
Gasworks Lane, Ashford

EXISTING 437,000SQFT
County Square Shopping Centre

PROPOSED SITE
Flour Mill



THE STOUR CENTRE and CIVIC CENTRE
Station Approach, Ashford



Site Location

The site comprises of the disused Pledges Flour Mill at the base of East Hill in Ashford, a short walk from both the domestic and international train stations and the high street.

The site is subdivided by the River Stour, which creates a larger parcel of land and an island site. The river runs directly past the front elevation of the existing building, with pedestrian access via an existing bridge.

To the north of the site sits Mace Lane, a primary road with vehicular routes through the town and into and out of Ashford. To the south east sits, the Mill Court residential development with amenities such as a medical centre, pharmacy and small supermarket. To the immediate west sits the Star Inn, and the short public route to the High Street. To the north west of the site sits part of the Ashford School complex.

The site benefits from multiple routes into the town centre and to the train stations, which alongside abundant local amenities, make it ideal for a mixed-use development. The 6-7.5 storey existing mill, which has previously had diverse occupation from its original usage as a mill to more recent usage as a nightclub, owes itself to the sympathetic conversion into commercial and residential accommodation.

KEY

SITE BOUNDARY
(INCLUSIVE OF ALL POTENTIAL OPTIONS OF LAND PARCELS)

PRIMARY ROADS

SECONDARY ROADS

FOOTPATH

LOCAL AMENITIES

MATURE TREES

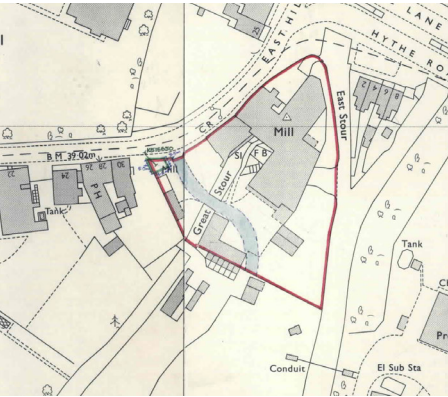
RIVER STOUR

EXISTING BUILDING

Satellite image obtained from Google Earth

Hollaway 2021 ©

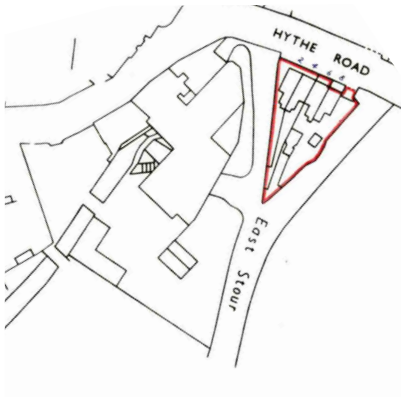
NOTE: PARKING SPACES TO BE RETAINED BY ASHFORD SCHOOL



A. EXISTING FLOUR MILL
— LAND REGISTRY BOUNDARY



B. EXISTING CAR PARK
— LAND REGISTRY BOUNDARY
— EXISTING SITE ACCESS



C. ISLAND
— LAND REGISTRY BOUNDARY

Maps obtained from Land Registry

— SITE BOUNDARY

FIGURE 1



— WILDLIFE SITES

FIGURE 2



— OPEN SPACE

FIGURE 3



— GREEN CORRIDOR

FIGURE 4



— FLOOD ZONE 2
— FLOOD ZONE 3

Satellite image obtained from Google Earth & policy info from Ashford Borough Council: http://newmaps.ashford.gov.uk/EXTLocalPlan2030_reissue/default.aspx

The site falls within the Ashford Town Centre Conservation Area. Two Grade II listed buildings fall within the vicinity of the site - the 'Star Inn' and 'Northside' - with the Grade II* listed 'Bridge House' to the south west of the site.

In addition, the site falls within the Green Corridor (Figure 3), and is in part a designated wildlife site (specifically the River Stour rather than the surfaced or built elements of the site). The site's north-eastern extent is currently designated as open space, although it is overgrown and is not publicly accessible. This part of the site does not perform any recreational function. In the context of the site's central location and the level of recognised housing need, the opportunity to maximise efficient use of the land warrants a critical review of the site and its current designations.

The site is, in near totality, included within designated Flood Zone 3 (Figure 4). Part of the site fronting East Hill is included within Environment Agency Flood Zone 2.

Opportunities & Constraints

KEY

SITE BOUNDARY
(INCLUSIVE OF ALL POTENTIAL OPTIONS OF LAND PARCELS)

SUN PATH

TOWN CENTRE BOUNDARY

CONSERVATION AREA

GREEN CORRIDOR

ADOPTED ASHFORD LOCAL PLAN

OPEN SPACE

WILDLIFE SITES

NATURE RESERVE

FLOOD ZONE 2

Satellite image obtained from Google Earth, Information from Ashford Borough interactive policy map

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2 →

← 1

↑ 3

SITE