

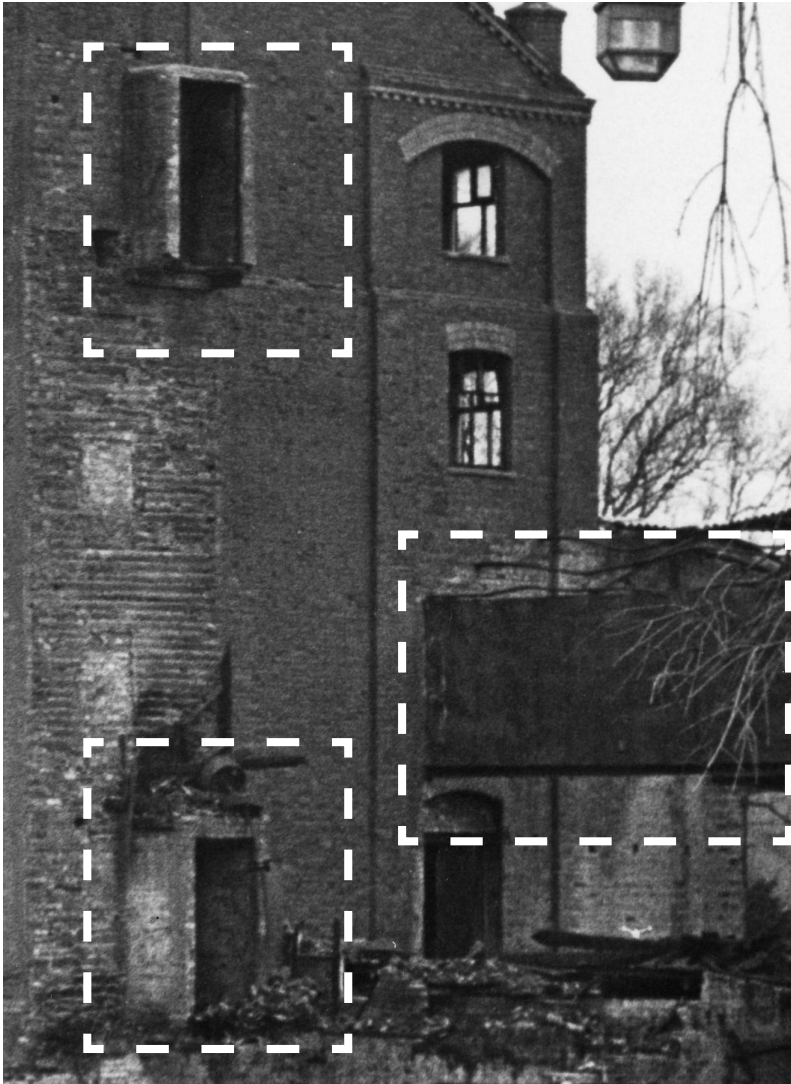
Key Design Concepts Derived From Heritage Assessment

‘THE MILL CONNECTION’



Image from 1975 post fire shows remnants of connections to the original Mill building.

Historic images provided courtesy of Steve Salter Archive



Links to original Mill and warehouse



Sketch illustrating concept for use of connections between new and old.

Key Design Concepts Derived From Heritage Assessment

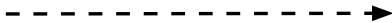
‘THE MILL CONNECTION’



Image from 1976 post fire shows circa 1901 warehouse wall parallel to river course



Original windows altered in 1980



Sketch illustrating concept of new building ‘floating’ over retained facade

Historic images provided courtesy of Steve Salter Archive

Key Design Concepts Derived From Heritage Assessment

Prominence of the Flour Mill tower from parkland to the south

25

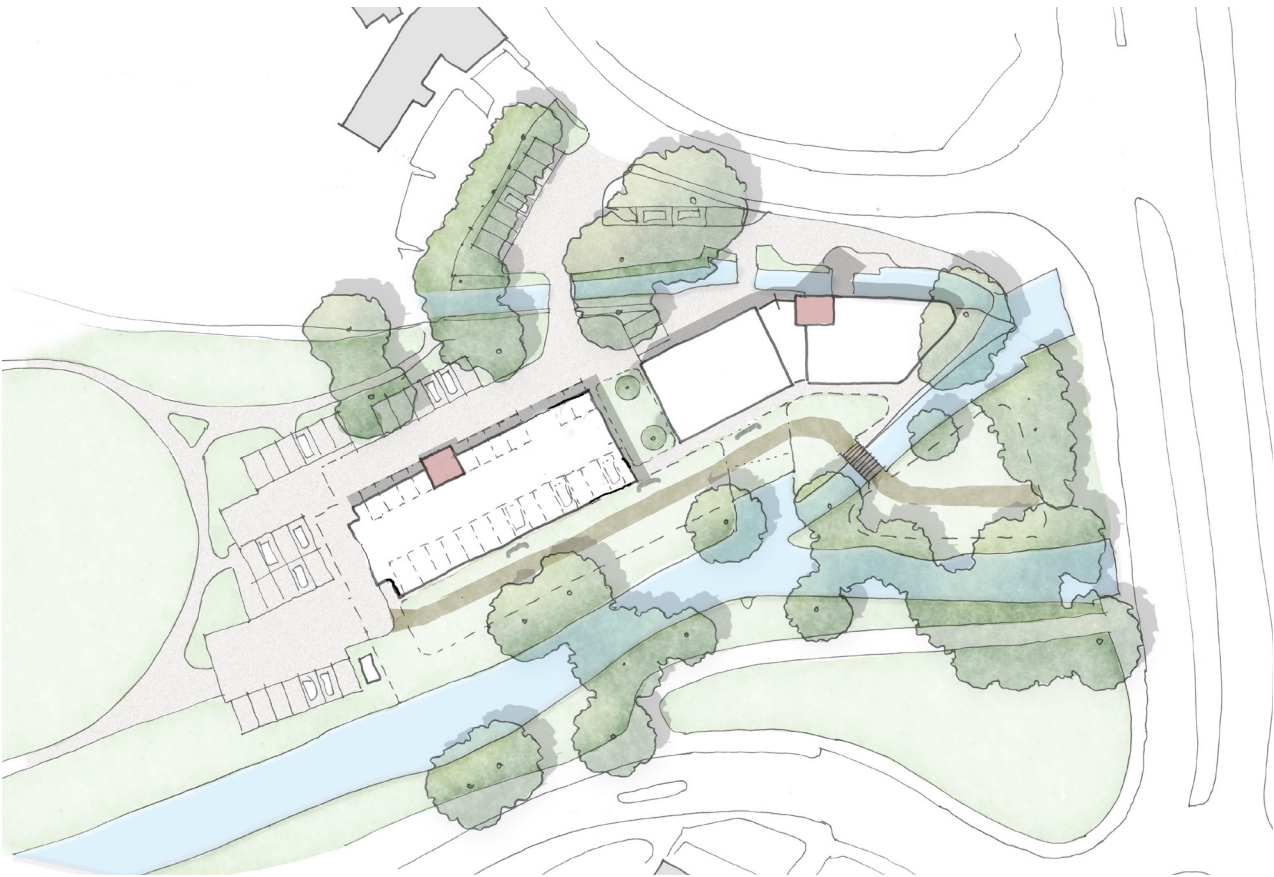
1901 Flour Mill
Tower



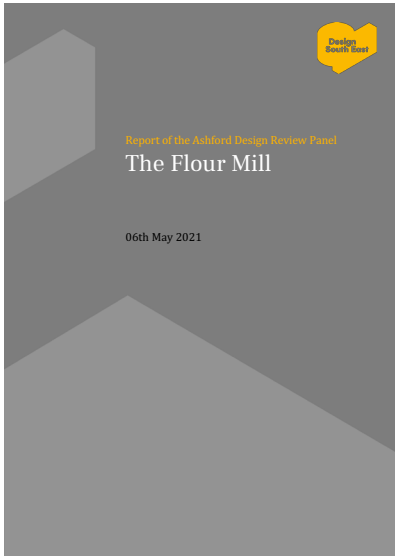
Images taken 08.09.2021



1) INITIAL PRE-APP MASTER PLAN -
SEPTEMBER 2020



2) FIRST DESIGN REVIEW PANEL PRESENTATION
- APRIL 2021



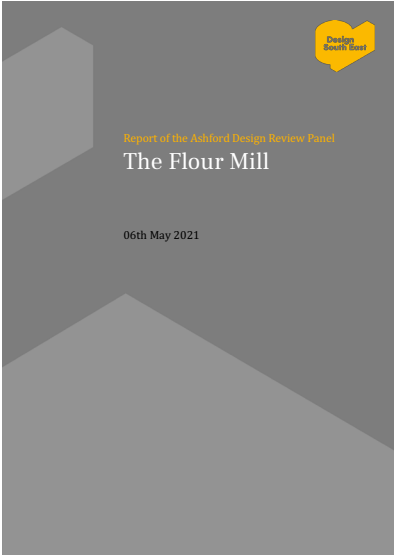
SUMMARAY

- “The Flour Mill building and site, have great potential. We are pleased the scheme came to re-view at this early stage in the design process.”
- “Based on a thorough contextual as-sessment, including the river and her-itage, and an understanding of the existing mill building.”

3) POST DESIGN REVIEW PANEL AMENDED PRESENTATION - SEPTEMBER 2021



4) MEMBER’S BRIEFING PRESENTATION - NOVEMBER 2021



SUMMARAY
- “The response is much improved and there has been a positive response to the panel’s previous comments. High-quality historical analysis has informed the approach in a positive way. Developing a clear landscape masterplan and better defining the approach to the site’s open spaces is the next key step for this proposal, along with exploration of the options for the building materials.”

HUME are the designated planning consultants. They carried out a number of public consultations to gain feedback around the proposed schemes. They did so by:

- Carrying out a letter drop to neighbours
- Setting up a web-page (available from 29th October 2021 - 10th November 2021) providing documents such as a public consultation planning summary and the DRP presentation document

HUME

NE

FLOUR MILL, EAST HILL, ASHFORD

AND CLOU AREA

THE BURN

THE FLOUR MILL, EAST HILL, ASHFORD, KENT

Your views are sought regarding detailed proposals that are currently being prepared for the residential redevelopment at the Flour Mill, East Hill, Ashford, Kent.

The proposed development would comprise of the conversion of the existing 'Pledges' Flour Mill and the erection of two additional blocks to provide a total of up to 55 apartments (Use Class C3), access, parking, and associated infrastructure.

The proposed development has been the subject of extensive pre-application engagement with Ashford Borough Council, including formal pre-application discussions beginning in October 2020 and two South East Design Review Panel workshops, led by the Council and an independent advisor board of specialist consultants, with participation from the Central Ashford Community Forum.

Alongside the above pre-application engagement measures, we invite further comment from interested parties by way of the publication of online consultation material as below. This includes the most recently available working plans for the proposal as well as a short planning addendum note. These documents are now available to view by clicking on the links provided within the 'Plans & Documents' section below. The feedback form provided at the consultation event has also been digitised to allow further comments to be made.

Last comments on the proposals should be made by
5pm Wednesday 10th November 2021.

PLANS & DOCUMENTS

FEEDBACK

HPC1412 - Flour Mill - Consultation Planning Summary

Flour Mill - Proposed Design Document

PLANS & DOCUMENTS

FEEDBACK

Do you support the redevelopment of this vacant site, bringing it back to use for residential-led development?

When preparing the masterplan, do you agree that these should be the priorities for the design approach?

☐ Reduced energy / environment

☐ Open space / recreation space

☐ Sense of community (as encouraged by layout and housing mix)

☐ Transport (reducing congestion and car use, encouraging cycle and pedestrian links)

☐ Heritage and conservation

☐ Design quality

Please tick all relevant responses.

Do you agree that the proposed design approach reflects the above priorities for redevelopment?

Do you agree that the enhancement and creation of open space is a benefit of the proposal?

Any other comments.

PUBLIC CONSULTATION WEBPAGE - FEEDBACK FORM

Our ref: HPC1412

HUME

PLANNING CONSULTANCY

Innovation House

Discovery Park

Sandwich

Kent, CT13 9ND

T 01304 806850

E info@humeplanning.co.uk

W www.humeplanning.co.uk

Dear Resident,

Re: Proposed residential development comprising the conversion of the existing 'Pledges' Flour Mill and the erection of two additional blocks to provide a total of up to 55 apartments (Use Class C3), access, parking, and associated infrastructure

Site: The Flour Mill, East Hill, Ashford, Kent

I am writing to inform you that Hume Planning Consultancy is due to submit a full planning application for development as outlined above at The Flour Mill, East Hill, Ashford, Kent. Your views are sought regarding detailed proposals that are currently being prepared.

The proposed development would comprise of the conversion of the existing 'Pledges' Flour Mill and the erection of two additional blocks to provide a total of up to 55 apartments (Use Class C3), access, parking, and associated infrastructure.

The proposed development has been the subject of extensive pre-application engagement with Ashford Borough Council, including formal pre-application discussions and two South East Design Review Panel workshops led by the Council and an independent advisor board of specialist consultants, with participation from the Central Ashford Community Forum.

At this stage, we invite further comment from interested parties by way of the publication of online consultation material. This includes the most recently available working plans for the proposal as well as a short planning addendum note. You can access the consultation material by typing the following address into your browser:

https://www.humeplanning.co.uk/consultations/flour_mill_ashford

The Proposed development not only would provide new housing in a highly sustainable location within Ashford but also would bring back to life a vacant building with significant benefits. The proposal has been informed by a number of specialist reports relating to key factors such as heritage, landscape, ecology, drainage, and highways which will be submitted as part of a detailed planning application. Should you have any questions or would like to discuss any aspect of the above, please do not hesitate to contact this office.

Yours sincerely,


Reece Lemon BA (Hons) MSc AssocRTPI
Senior Development Planner
Hume Planning Consultancy Ltd.

LETTER TO THE PUBLIC

PUBLIC CONSULTATION WEBPAGE

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HUME

PLANNING
CONSULTANCY

PUBLIC CONSULTATION

PLANNING SUMMARY

Proposed redevelopment of the existing Flour Mill to provide residential development comprising of the conversion of the existing 'Pledges' Flour Mill and the erection of two additional blocks to provide a total of up to 55 apartments (Use Class C3), access, parking, and associated infrastructure

The Flour Mill, East Hill, Ashford

Prepared by Hume Planning Consultancy Ltd.
On Behalf of Mulberry Tree Holdings Ltd.
October 2021

PUBLIC CONSULTATION DOCUMENTS

THE FLOUR MILL

East Hill, Ashford, Kent

DESIGN REVIEW PANEL
SEPTEMBER 2021 (DSE LIGHT)

Oliver Davis
HOMES

HUME

ETLA

create
CONSULTING
ENGINEERS LTD

iceni

GES
Greenspace
Ecological
Solutions

Hollaway

DOCUMENT PROVIDED FROM DESIGN REVIEW PANEL PRESENTATION

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3. Written / Graphic Description of Proposals