



STATEMENT OF COMMUNITY INVOLVEMENT

Flour Mill, East Hill, Ashford, Kent

Prepared by Hume Planning Consultancy Ltd.

On behalf of Oliver Davis Homes

December 2021

1 INTRODUCTION

- 1.1 This Statement of Community Involvement has been prepared on behalf of Oliver Davis Homes and sets out the process of pre-application community engagement which has informed this planning application pursuant to the redevelopment of the Site at Flour Mills, East Hill, Ashford, Kent.
- 1.2 The description of development includes for *"Redevelopment comprising the conversion of the existing Flour Mill, demolition of existing structures, and the erection of four ancillary blocks to provide a total of no. 53 apartments (Use Class C3), ancillary residential facilities (including residents' gym and 'super lounge'), 1 x office (Use Class E(g)(i)), retained access from East Hill, parking, and associated landscaping and infrastructure"*.
- 1.3 The Statement is submitted in accordance with Paragraph 39 of the National Planning Policy Framework (NPPF) (2021), which attributes significant weight to early engagement and pre-application discussions between public and private sectors. HPC has completed a programme of community engagement which is considered appropriate for the proposed development of this site and meets the terms of the SCI. This report advises on the consultation which has been carried out and the results of the consultations. This meets the requirement to submit such a document as part of a planning application.
- 1.4 During the preparation of this application the following methods of pre-application community engagement have been undertaken:
- Review of past planning history and relevant consultation responses;
 - Pre-Application Engagement with Ashford Borough Council;
 - Presentation of the Proposal at 2 x South East Design Review Panel sessions;
 - Presentation to Members of Ashford Borough Council in November 2021
 - Presentation of proposals to Central Ashford Community Forum; and
 - Publication of an online public consultation event, advertised by local letter distribution

- 1.5 Each of these stages and the outcomes of the discussions will be briefly outlined in turn in the following section of this Statement. It is also relevant that engagement continued through determination of application, and during the wider application process.

2 CONSULTATION METHODS & EVALUATION OF RESPONSES TO FEEDBACK

Planning History & Context

- 2.1 There have been a number of past planning permissions for various types of development at the subject site. Largely these refer to alterations and minor development. Those of most relevance to proposed development are summarised:
- 02/01002/AS Proposed external alterations to building shell to form bar and nightclub Including new roof to first floor nightclub area and new footbridge. Approved 15 August 2002.
 - 05/00135/AS Creation of one three-bedroom apartment and one four-bedroom apartment (on the upper floors). Approved 18 March 2005.
- 2.2 Comments pursuant to these earlier applications have been reviewed in the preparation of the development scheme as a record of earlier commentary from the Local Planning Authority and relevant statutory consultees.
- 2.3 It is understood that previous plans for the building included its redevelopment by the nearby Ashford School. Whilst previously considered in the context of the Ashford School's masterplan, no formal planning applications pursuant to the above is known to have been submitted.

Pre-Application Enquiry with Ashford Borough Council

- 2.4 Pre-application advice was sought from Ashford Borough Council in October 2020 in respect of the proposed redevelopment of this Site. The pre-application proposal related to residential development comprising of the existing Pledges Flour Mill and the erection of two additional blocks to provide a total of no. 72 apartments (Use Class C3), access, parking, and associated infrastructure. A further 'light' pre-application enquiry was made in January 2021 to further explore the planning policy parameters under which the proposed development will be assessed.

- 2.5 A written response was received from the Local Planning Authority on 11 March 2021. The LPA's response identified clear overarching support for the principle of the redevelopment of the site to provide residential development in this Town Centre location, subject to technical assessment. The pre-app response also highlighted the benefits to the scheme which include bringing a non-designated heritage asset back into use whilst also providing housing within a sustainable location. Overall and subject to the provision of further technical assessment as part of the application, the Local Planning Authority supported the principle of the proposed development which was concluded to be consistent with national and local planning policies.

Presentation of the Proposal at 2 x Design South East Review Panel sessions;

- 2.6 The proposed development has also benefitted from assessment during 2 x Design South East Review panels (DRP) at which an emerging layout proposal was presented to a panel with specialisms in planning; architecture; landscaping / landscape architecture; heritage; ecology; flooding and transport planning. The first DRP panel was held on 21 April 2021. The second DRP panel – refined following earlier advice and supporting by extensive historic analysis of the site – was held on 9 September 2021.
- 2.7 It is relevant that the Local Planning Authority and select Members of the Council and local community groups, also attended and participated in these sessions particularly the second session held in September 2021.
- 2.8 The discussions held during this DRP, and the report of the panel issued thereafter have subsequently informed the final proposal submitted under this application and are referenced in the accompanying Design and Access Statement.
- 2.9 The following key recommendations were made by the DRP in its written feedback:
- Make sure the riverside walk is usable for pedestrians, cyclists as well as being a space to linger in.
 - Improve the approach to the site from the car park in the west, giving it an attractive feeling of arrival.
 - Make the frontages as active as possible, particularly along the key pedestrian and cycle routes through the site .
 - Define the courtyard spaces, ensuring they work for their intended uses.

- Ensure the material choices fit in with both the retained and new buildings.
- Scheme needs to maintain the dominance of the existing Flour Mill building, and ensure it remains the flagship building in this development.

2.10 The proposed development subject to the current application has due regard to this earlier design guidance and specialist advice.

Presentations to Members of the Council

- 2.11 On the 10 November 2021, a presentation was made to Members of the Council, outlining the proposed development at the Site. At this presentation, members were provided with an opportunity to comment on the proposals and raise any queries. The feedback of members has been taken into account in the preparation of this submission.
- 2.12 The main focus of discussion points focused on the design and historic fabric of the site, namely the opportunities it yields to bring forward a quality scheme in a sustainable location.

Presentations to Central Ashford Community Forum

- 2.13 An approach was made to the Forum by letter, inviting the opportunity to meet and present the proposals to members representing the community (**Appendix 1**). A presentation was made to Central Ashford Community Forum on 8 November 2021. Feedback provided was useful in guiding further consideration of the proposals, including matters of ecological mitigation, flood risk, parking, and heritage. In particular, feedback provided an additional framework to consider the landscaping of the proposal. Further commentary highlighted a potential role for the site owner in managing the site once operational.

Presentation of Proposals at Online Public Consultation Portal

- 2.14 The public were also invited to view outline proposals for the submission via an online public consultation portal hosted on Hume Planning Consultancy's website, by way of a dedicated site page and documents. The same documents as presented to Members of the Council were made available for this consultation. The online consultation was advertised by way of a letter distributed to X dwellings within a close radius of the Site. A copy of the letter distributed to residents is shown at **Appendix 2**. This is shown in **Figure 1** below. The public consultation was open for responses for a two-week period until 10 November 2021. It has, however, remained open in the interim.
- 2.15 A response form to the documents was listed on the online consultation pages at: https://www.humeplanning.co.uk/consultations/flour_mill_ashford/. The feedback form provided was digitised to allow comments to be made. At the time of writing, no responses have been recorded. Copies of the consultation material and forms are shown at **Appendix 3, 4 and 5**.

Road	Postcode	Numbers	Amount
Hythe Road	TN24	44 – 66 (evens) Pelvic Floor Fit Physiotherapy, Osteopathic and physio practice	13
Mill Court	TN24 8DN	2 – 12 (evens) 1-17 (odds) Sydenham House Medical Practice Payden's Pharmacy (2-3) Tesco Express	18
Henwood	TN24 8DH	Ashford Fire Station Henwood Pavilion Mission Aviation Fellowship International Operations Centre	3
East Hill	TN24 8PA	Ashford School The Star Inn Northside Clinic, Northside House	3
Riverside Business Park	TN24 8PE	Unit 1 – Exclusive car sales Ashford Pet supplies	2

Figure 1. Area of letters distributed to local residents.

3 CONCLUSION

- 3.1 Representations from the local community and key stakeholders having been taken into account during the preparation of this submission. This engagement has included the hosting of a dedicated online community consultation portal. As well as the consideration of community feedback, the application submission has also been shaped by direct engagement via pre-application meetings with Ashford Borough Council, a Members Briefing, engagement with Central Ashford Community Forum, as well as statutory stakeholders and a presentation and critique from the Design South East Panel on two separate occasions.
- 3.2 For these reasons it is concluded that this submission has been prepared in accordance with Paragraph 39 of the National Planning Policy Framework (NPPF) (2019), which attributes significant weight to early engagement and pre-application discussions between public and private sectors.

Appendix 1. Letter to Central Ashford Community Forum

Our ref: HPC1412

Central Ashford Community Forum
C/O Michelle Krawczyk

By Email:



Dear Michelle



Innovation House
Discovery Park
Sandwich
Kent, CT13 9ND

T 01304 806850
E info@humeplanning.co.uk
W www.humeplanning.co.uk

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 as 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.

You will recall from your direct participation in the most recent Design Review Panel (DRP) in September 2021 that the Applicant Team has undertaken a range of technical baseline work to inform a developing site design. Whilst you provided insightful comments in September, on behalf of the Applicant I wish to extend the opportunity to provide comments at this stage to the wider Forum, should this be of interest. If so, I welcome the chance to schedule a virtual meeting with the Forum in due course as may be convenient. My suggestion would be that the same design package document as reviewed at DRP is circulated in advance of any such meeting.

It should be noted that consultation materials will be available online from the period 29 October 2021 until 10 November 2021 via the Hume Planning Consultancy website:

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

The Applicant Team has promoted this opportunity to comment via letter drop in the local area, though I have no issues should you wish to further advertise this opportunity to local residents and businesses via the Community Forum channel itself.

I look forward to any further comments that the Forum may have as we advance towards the submission of a planning application.

Yours sincerely,



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

Appendix 2. Letter to residents

Our ref: HPC1412



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.

Appendix 3. Online Consultation Portal

IFLOUR MILL, EAST HILL, ASHFORD

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

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.

I YOUR DETAILS

Name

Email Contact

Address

GDPR *

☐

Yes, I agree with [privacy policy](#)

Submit Feedback

BACK TO CONSULTATIONS

Appendix 4. Public Consultation Planning Summary



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

Planning Summary

The Flour Mill, East Hill, Ashford, Kent

This planning addendum note has been prepared in support of ongoing consultation exercises relating to the proposed redevelopment of the existing Flour Mill.

To assist with pre-application discussions, Hume Planning Consultancy has identified what we consider to be the key parameters affecting the development potential of the site – these are outlined below.

This statement focuses on the principle of development in this location but also identifies more site-specific and technical planning parameters that are relevant to the consideration of this proposal.

It is relevant that a separate more detailed design document explains the proposals and their evolution in the context of the site character, including detailed matters of heritage.

SITE DESCRIPTION

The subject site comprises the existing Pledges Flour Mill off East Hill, Ashford. Currently vacant, the site constitutes previously developed land (Figure 1).

The site represents a prominent location at a gateway position close to the centre of Ashford with the urban area and within easy reach of central services and facilities highly accessible to excellent national and international public transport provision.

Constructed in 1901 as a single block the existing building stands at 7 storeys tall at its highest point, though is for the most part 5 storeys in height. The site falls within the designated Ashford Town Centre boundary.

The River Stour runs through the site. The river runs directly past the front elevation of the existing building on East Hill, with it accessed 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 is 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.



Figure 1. The site and its immediate surroundings.

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 is washed over by a Green Corridor (Figure 3), and is in part subject to designations as a 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.

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.

Whilst the site benefits from existing a vehicular access directly to East Hill with a frontage to the undeveloped parcel of the site fronting Mace Lane, it is also located in proximity to Ashford International rail station.

In its current configuration the site retains pedestrian access from various points and is well related to existing pedestrian and cycle routes. In this regard the site benefits from close access to existing services and facilities, as well as wider connectivity via public transport links.



Figure 3. The subject site in relation to the existing 'Green Corridor'.



Figure 4. Extent of site flood zone designations.

PLANNING CONTEXT

There have been a number of past planning permissions for various types of development at the subject site. Largely these refer to alterations and minor development. Those of most relevance to proposed development are summarised:

- 02/01002/AS Proposed external alterations to building shell to form bar and nightclub Including new roof to first floor nightclub area and new footbridge. Approved 15 August 2002.
- 05/00135/AS Creation of one three bedroom apartment and one four bedroom apartment (on the upper floors). Approved 18 March 2005.

It is understood that previous plans for the building included its redevelopment by the nearby Ashford School. Whilst previously considered in the context of the Ashford School's masterplan, no formal planning applications pursuant to the above is known to have been submitted.

PLANNING POLICY CONTEXT

Decisions on planning applications must be made in accordance with the policies of the development plan unless material considerations indicate otherwise. The Development Plan for the purposes of S38(6) of the Planning and Compulsory Purchase Act (2004) comprises the adopted Ashford Borough Local Plan 2030 (adopted 2019) and the Kent Waste and Minerals Plan 2030 (adopted 2020).

In addition to the policies of the development plan, there are a number of policies and standards which are material to the determination of planning applications including the National Planning Policy Framework 2019 (NPPF) and the National Design Guide (NDG).

ASHFORD LOCAL PLAN (2030)

The Ashford Borough Local Plan 2030 was adopted in 2019 and sets out the strategic and development management policies for the Borough over the plan period. The following policies are of most relevance to the proposed development, and its consideration as part of this pre-application enquiry:

Policies of relevance in the adopted Ashford Local Plan include:

- Policy SP1 – Strategic Objectives
- Policy SP2 – Strategic Approach to Housing Delivery
- Policy SP5 – Ashford Town Centre
- Policy HOU1 – Affordable Housing
- Policy HOU3a – Residential Windfall Development Within Settlements
- Policy ENV2 – The Ashford Green Corridor
- Policy COM2 – Recreation, Sport, Play and Open spaces
- Policy TRA3 – Parking Standards for Residential Development
- Policy ENV6 – Flood Risk
- Policy EN14 – Conservation Areas

These policies are referenced throughout the Design Document, and due regard has been had to their content in the preparation of plans to date.

Full detailed assessment of the final design proposal against the above planning policies will be made in a written Planning Statement in due course, and likewise assessed by Ashford Borough Council when considering the application.

PLANNING SUMMARY

At this stage of the application preparation, we consider that the location of the site and the proposed residential development satisfy the main spatial objectives of both local and national planning policy which seek to focus new residential development to areas that enjoy a good degree of connectivity to local shops, services and amenities, including public transport connections.

In this case the existing Flour Mill building (which has been vacant for some time) will be the centrepiece of the proposed development. The site's location in a prominent location at a key approach to the centre of Ashford which is under utilised provides the opportunity via the quality of the architecture to create a built form that will have a positive visual effect on the character of the area, with new development complementary to the main Flour Mill building.

The spatial pattern of development, that surrounds the site on all sides, is such that the proposed conversion of the existing mill building – alongside the erection of two additional residential blocks - constitutes an appropriate type and scale of development in this location, which makes efficient use of an existing brownfield resource to assist in the delivery of much needed residential development in the Borough.

Key benefits of the proposal are considered to include:

- the provision of new housing that would be delivered;
 - the development of a highly sustainable site with reasonable access to facilities and services;
 - the restoration and bringing back into use of an existing resource relevant to local heritage;
 - the proposal would contribute to the protection and enhancement of the natural environment by minimising the use of natural resources and minimising waste and pollution through the provision of new homes in a sustainable location;
 - the development would result in a range of economic benefits through local construction jobs that would be created during the construction phase of the development; and
 - the future residents would contribute to the economic prosperity of the area through additional expenditure in local shops and services.
- 7.5 Overall, the proposal would constitute sustainable development and there would be no 'significant and demonstrable' adverse impacts which would outweigh the benefits of the development.

TECHNICAL REPORTS AND ASSESSMENT

To inform the preparation of a detailed planning application for the above the following documents have been commissioned and prepared:

- Planning Application Form
- Planning Statement
- Topographical Survey
- Arboricultural survey and report
- Ecological survey and report
- Flood risk and surface water drainage report
- Heritage statement
- Transport Assessment
- Full plans, sections and details

Detailed assessment of the findings and recommendations of these technical reports will duly inform the final design scheme, which will be the subject of consultation during the application process itself once submitted.

FEEDBACK

An online feedback form is provided via the consultation portal. We look forward to receiving your comments at this stage.

Consultation materials are published online at:

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

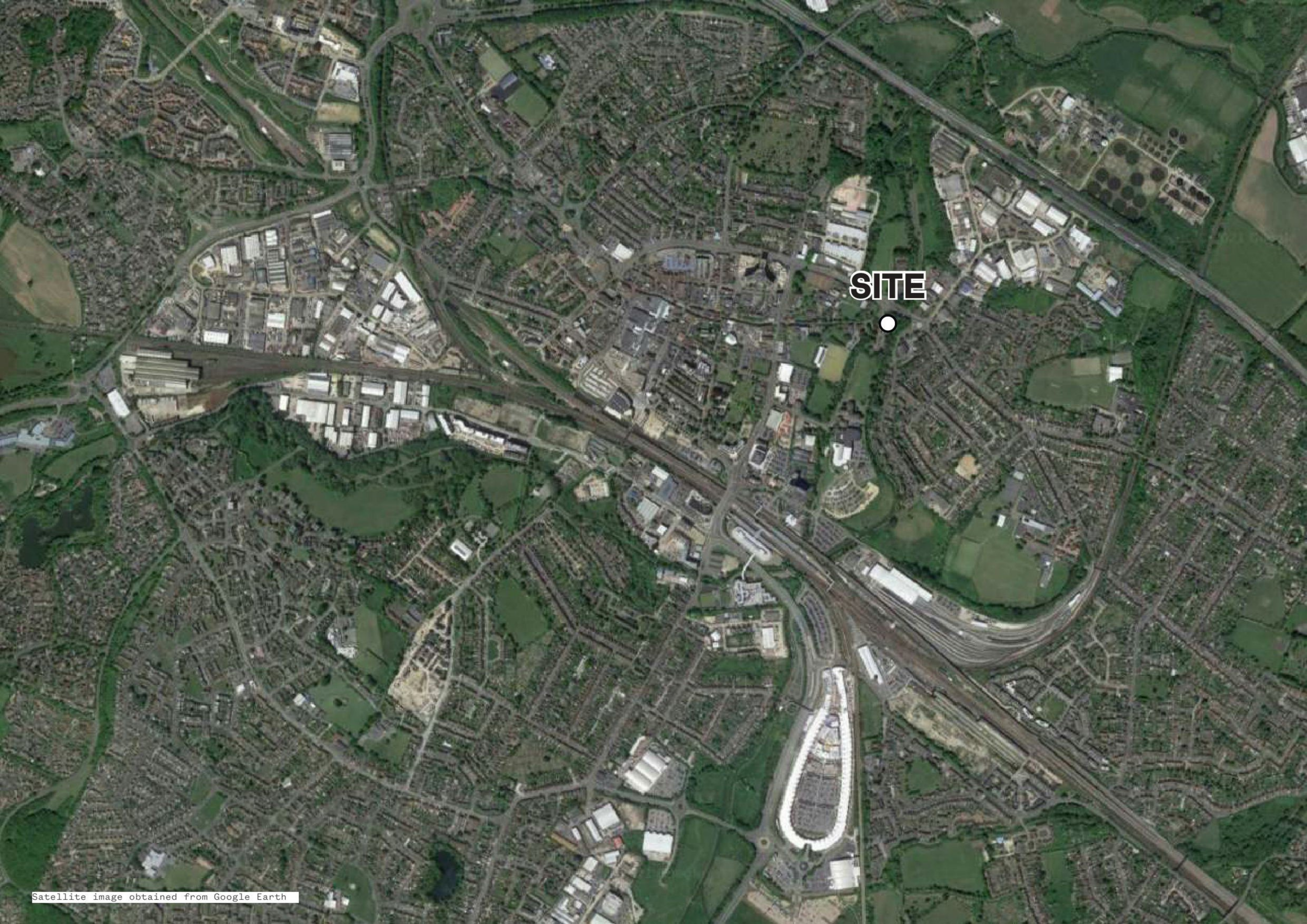
Appendix 5. Public Consultation Proposed Design Document

THE FLOUR MILL

East Hill, Ashford, Kent

DESIGN REVIEW PANEL
SEPTEMBER 2021 (DSE LIGHT)





SITE



SITE

2 →

← 1

↑ 3

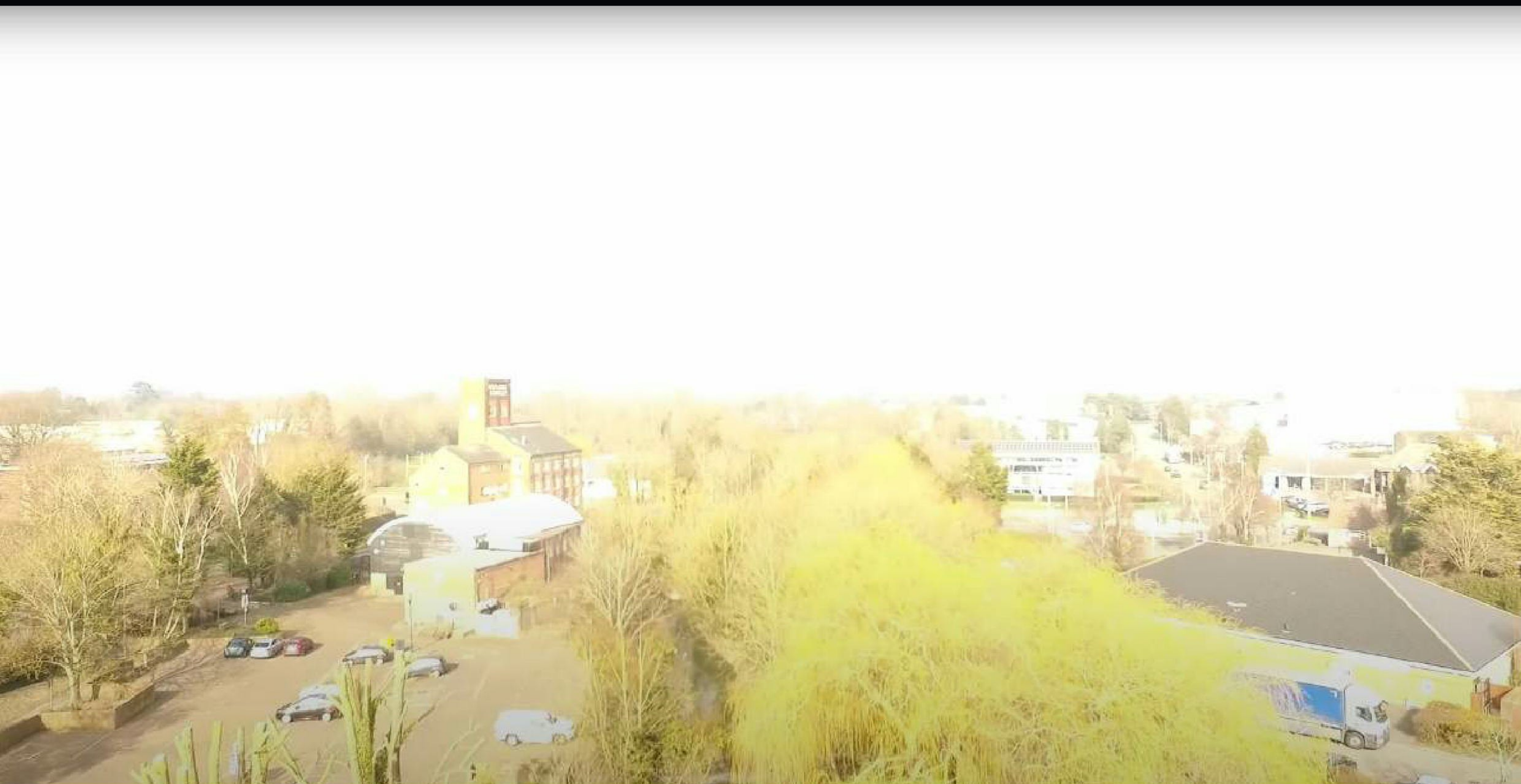
AERIAL VIEW ①



AERIAL VIEW ②



AERIAL VIEW ③



LAND REGISTRY



A. EXISTING FLOUR MILL
— LAND REGISTRY BOUNDARY



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



C. ISLAND
— LAND REGISTRY BOUNDARY

PLANNING POLICY MAPS

— SITE BOUNDARY



WILDLIFE SITES



OPEN SPACE



GREEN CORRIDOR



FLOOD ZONE 2

FLOOD ZONE 3

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 subject to designations as a 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.

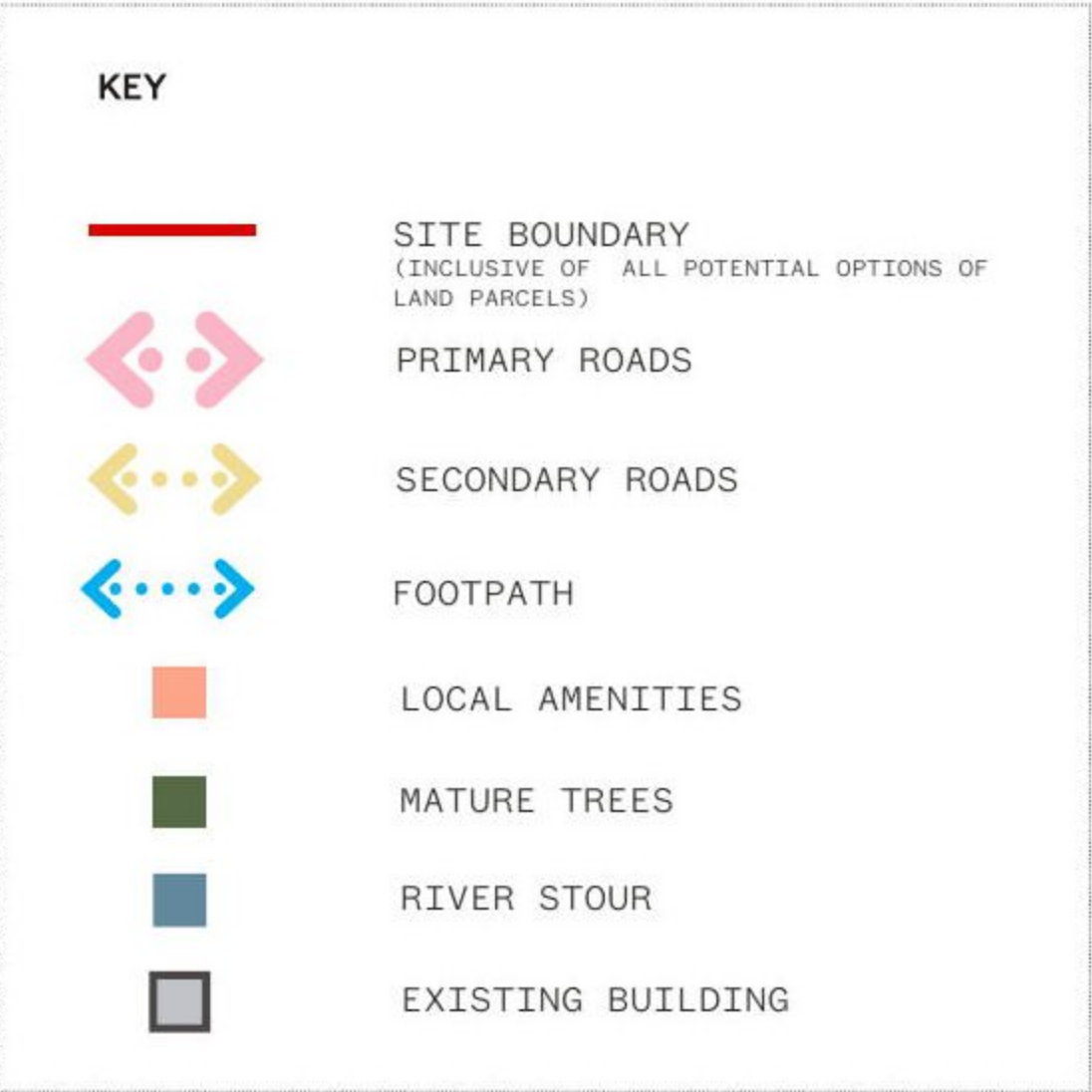
SITE LOCATION

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 it accessed 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 5-7 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.



OPPORTUNITIES & CONSTRAINTS



SITE PHOTOS - SURROUNDING CONTEXT



VIEW FROM SITE ENTRANCE LOOKING IN A NORTH EASTERLY DIRECTION.



VIEW OF EXISTING ENTRANCE.



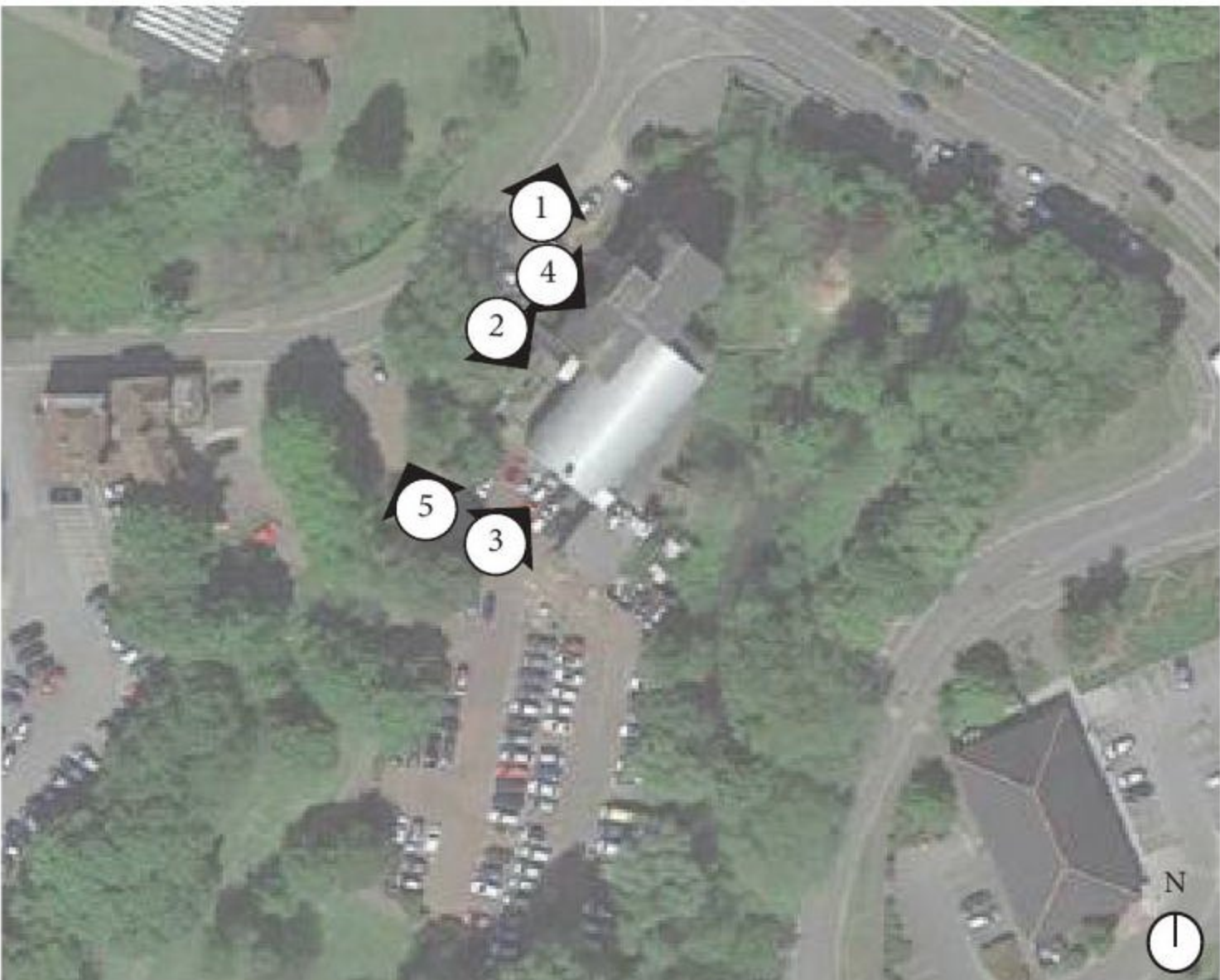
VIEW FROM CAR PARK LOOKING TOWARDS REAR OF PROPERTY.



VIEW LOOKING AT THE EXISTING WEST FACADE.



VIEW LOOKING NORTH AT CAR PARK ENTRANCE OFF EAST HILL.



KEY PLAN (NTS)

SITE PHOTOS - SURROUNDING CONTEXT



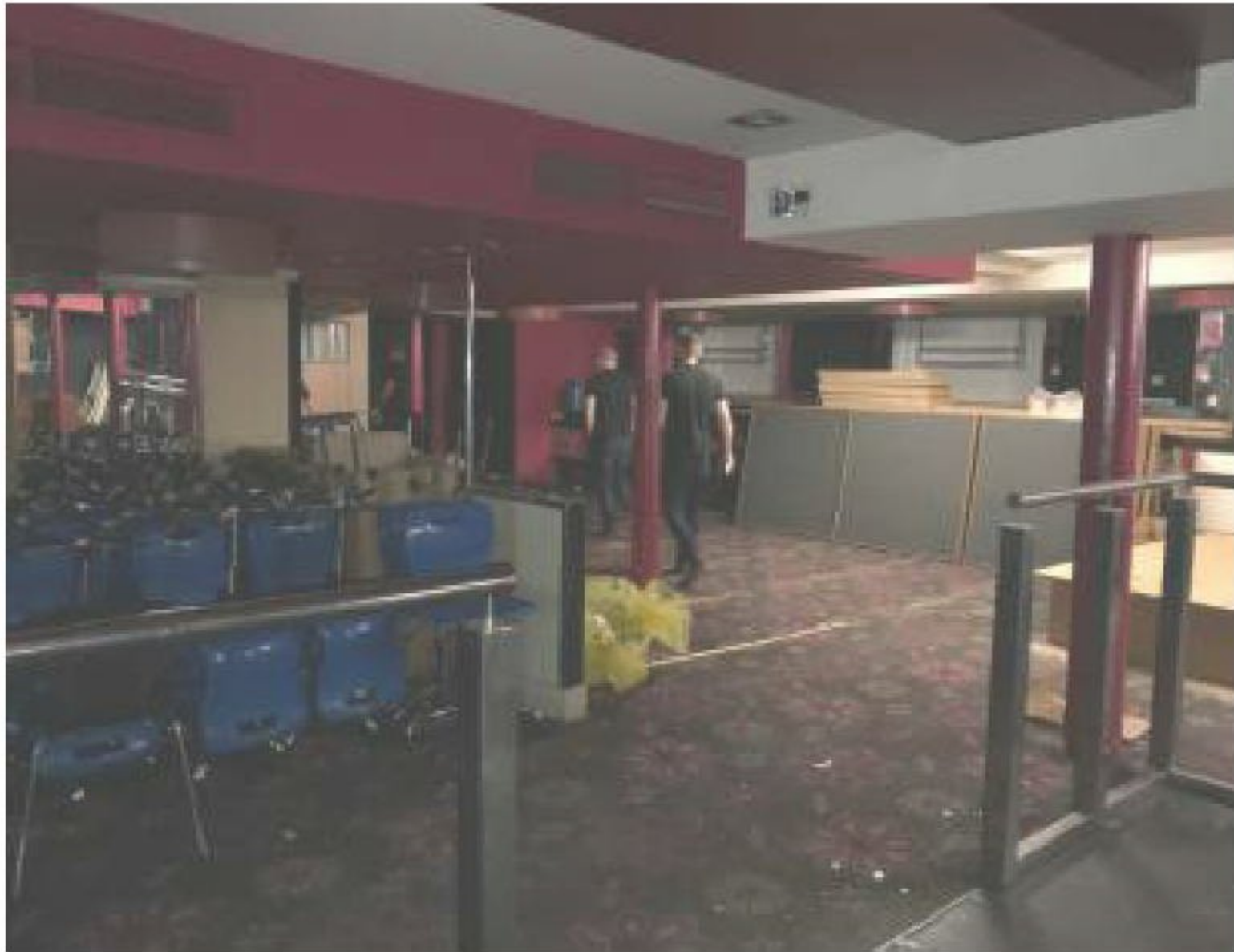
VIEW LOOKING NORTH EAST TOWARDS EXISTING BUILDING ACROSS CAR PARK



VIEW LOOKING NORTH OVER CAR PARK



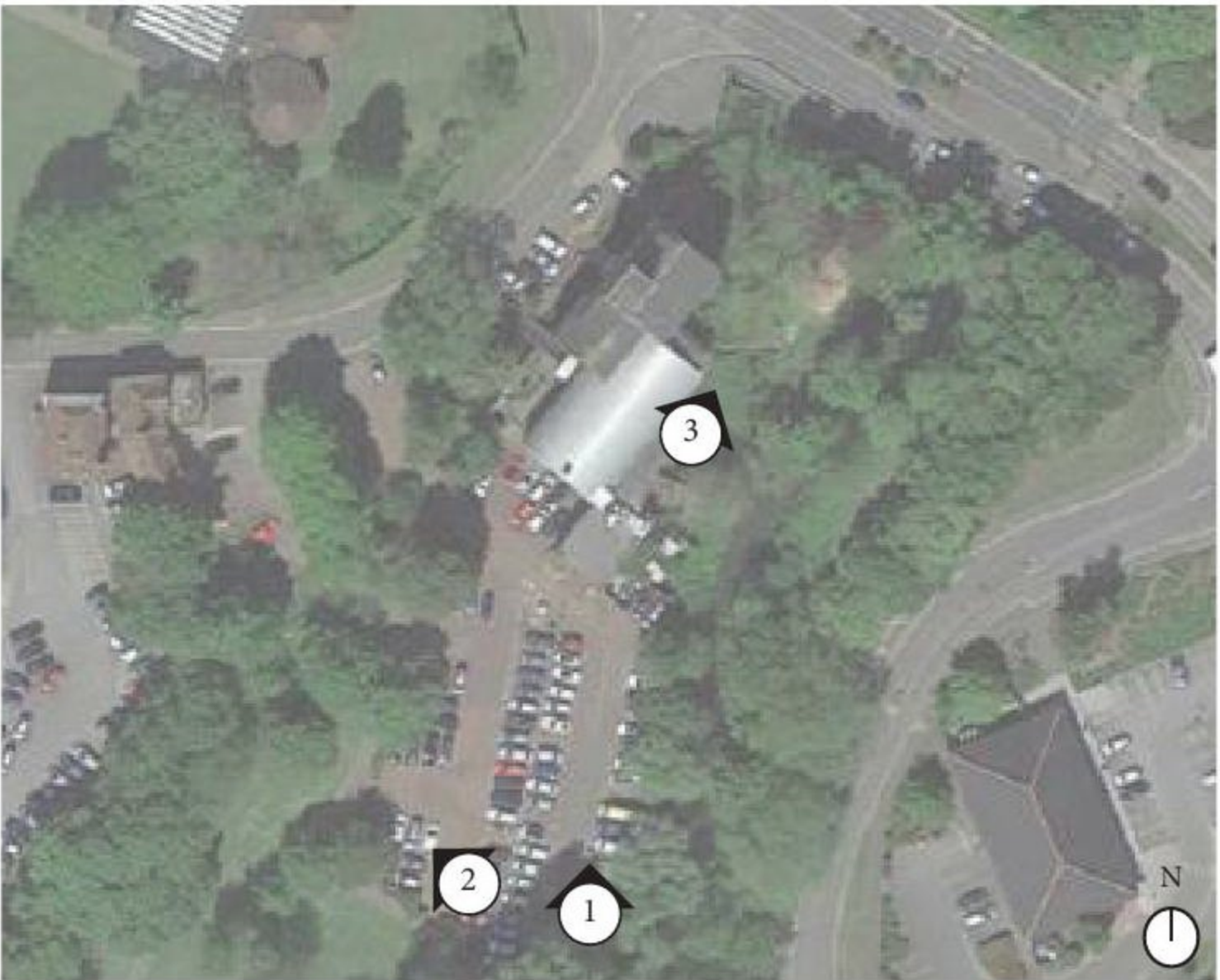
VIEW OF EAST FACADE LOOKING OVER THE RIVER STOUR



INTERIOR VIEW OF GROUND FLOOR



INTERIOR VIEW OF EXISTING FLOUR MILL BUILDING



KEY PLAN (NTS)

SUMMARY OF SITE HISTORY



1901



1929

- 1086** A succession of mills have been on this same site since at least as far back as the Domesday Book in 1086.
- 1864** Parts of the existing building date back to 1864.
- 1972** Closes as a working mill
- 1974** Catastrophic fire devastates part of the building
- 1980s** Transformed into Ashford's first nightclub
- 1990** The club closes.
- 1990** Kingfisher Leisure take on the premises and reopen a pub and club
- 2001** After a decade of use the club closes
- 2002** Luminar Leisure purchase the club and launches Liquid nightclub in 2002
- 2007** The club was renovated and re-branded as Liquid and Envy
- 2014** Ashford School bought the freehold to the building but Liquid and Envy continued to operate from the site
- 2014** Liquid and Envy cease trading in september



1974

PRE-APPLICATION
MASTERPLAN SKETCHES & FEEDBACK
5th OCTOBER 2020

Extracts from Ashford Borough Council's pre-application response

Virtual meeting held on the 5th October 2020

Identified Constraints:

Within Ashford Town Centre

Nearest Listed Buildings are in East Hill to the West

Within Ashford Town Centre Conservation Area

Nature Reserve identified as/filled ground in the top left corner of the site

Public Open Space- island and around the main part of the site

Ashford Green corridor

Flood Zones 2 and 3

Ground Water Vulnerability

Stour Catchment: Upper Great Stour

The Site was most recently in use as a ground floor nightclub with apartments above, whilst the remainder of the site was in use for car parking. I understand the building is now currently vacant and last occupied in 2013.

Conclusion:

The site clearly has a number of constraints and issues that need to be resolved before it will become clear if an acceptable and policy compliant scheme can be developed and issues such as flooding remain outside the Councils scope of influence. Certainly the conversion of the Mill is supported in principle although work is obviously required to progress the design. On the basis of information submitted which does lie within the Councils remit (excluding comments on the loss of parking) it is considered that the scheme does warrant further exploration.

It is too early to identify what the planning balance may be given that so many issues remain unclear at present, but it is clear that there are benefits to the scheme that could form a part of such a balancing exercise, including for instance bringing a listed building back into use, and providing housing within a sustainable location of the Town Centre.

If you determine to pursue this scheme please let me know about the proposed date for the review panel so that we can progress matters from this end.

Given the nature of the proposal and the issues arising you may consider it worth carrying out some local consultation with the Ward Member(s), Town Council and local residents prior to any formal submission.

OPTION 1 1:500@A3

This option comprises of a total of 58 units providing a mix of 1 and 2 bed apartments.



OPTION 2 1:500@A3

This option comprises of a total of 62 units providing a mix of 1 and 2 bed apartments.



OPTION 3 1:500@A3

This option comprises of a total of 60 units providing a mix of 1 and 2 bed apartments.



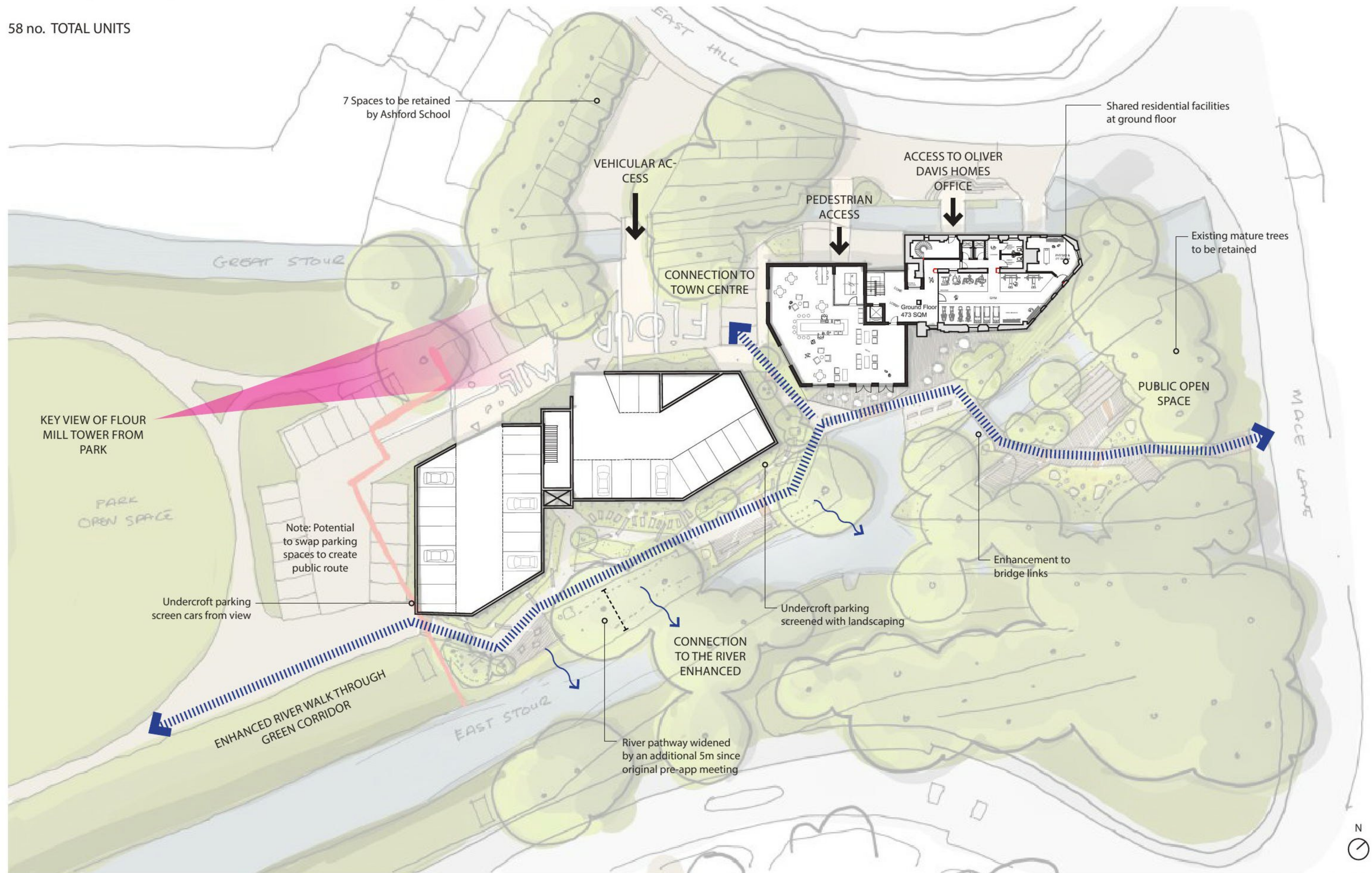
**DESIGN REVIEW PANEL
PRESENTATION
21st APRIL 2021**

CONCEPTUAL LANDSCAPE DESIGN

Site masterplan as presented at initial DRP presentation



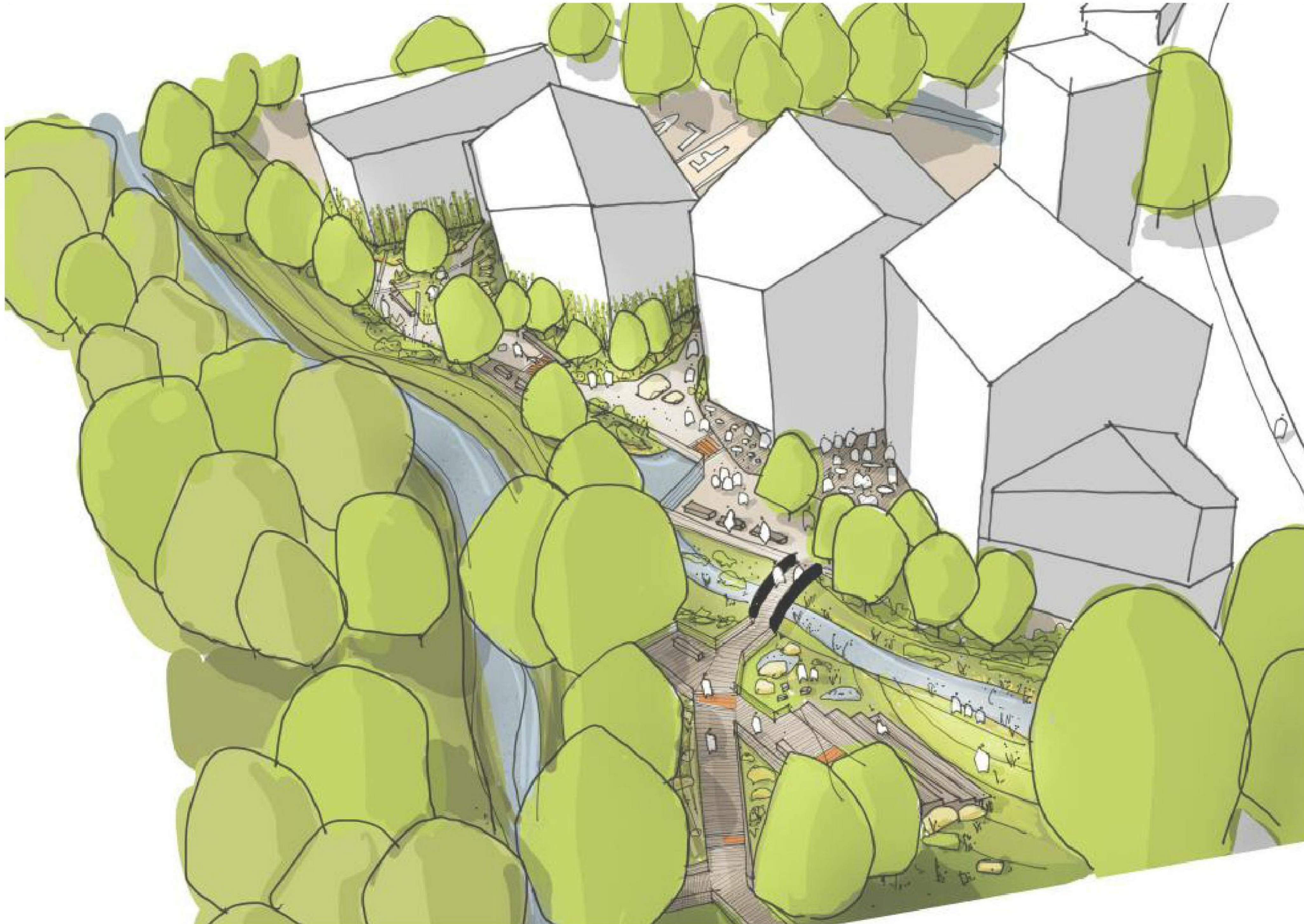
58 no. TOTAL UNITS



CONCEPTUAL LANDSCAPE / MASSING STUDY

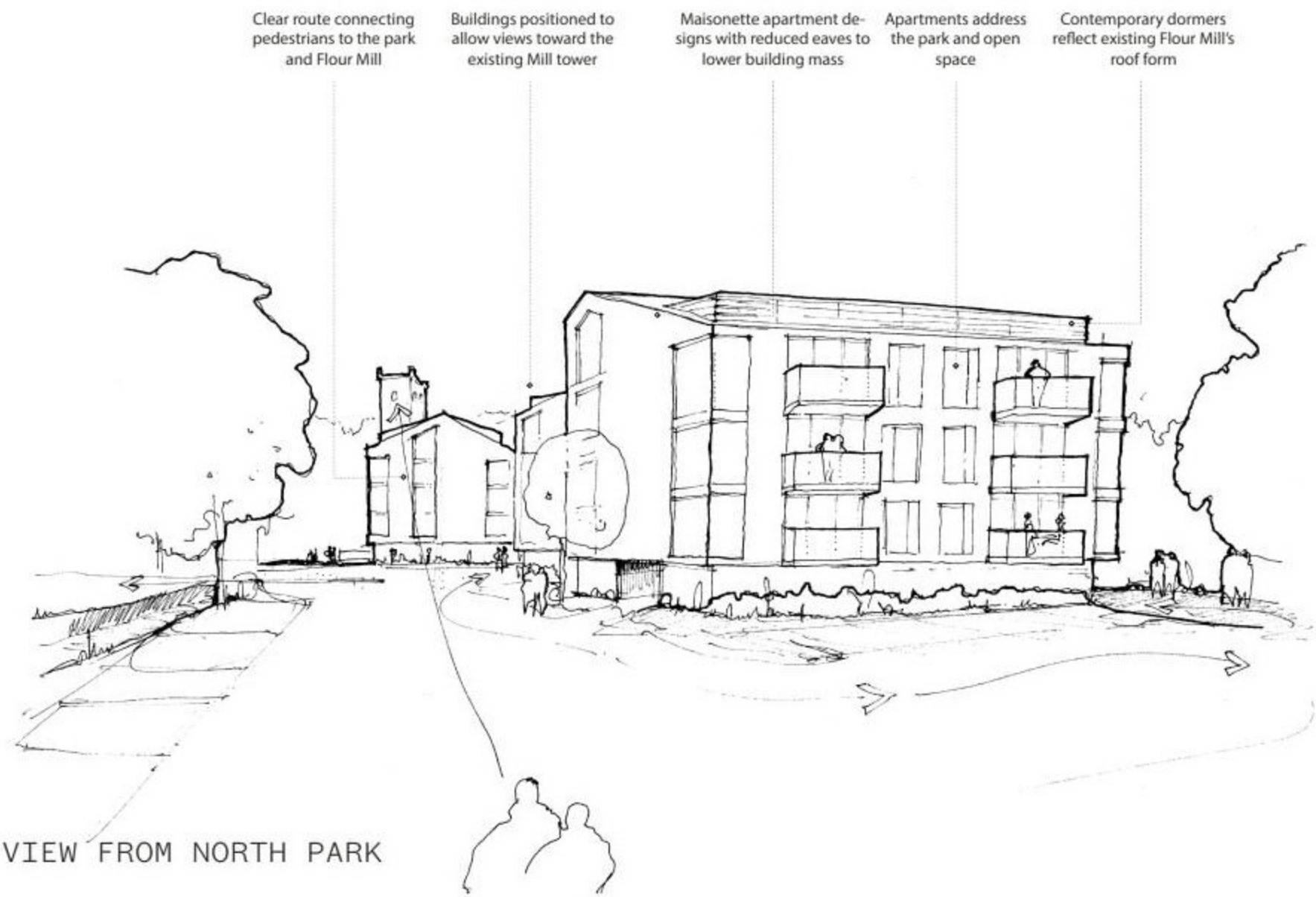
Massing study as presented at initial DRP presentation

19



CONCEPT SKETCHES

Sketches as presented at initial DRP presentation



RESPONSE FROM INITIAL DESIGN REVIEW PANEL WITH DSE

Panel presentation held on 21st April 2021 & written response received on 6th May 2021

This page contains the 'Summary' and 'Key recommendation' of the written response provided by DSE on 6th May

Summary

The Flour Mill building and site, have great potential. However, its historic riverbank setting, location within the conservation area and relationship with long views of heritage assets require a sensitive design approach.

We are pleased the scheme came to review at this early stage in the design process. However, more work is required to achieve a site-specific scheme, based on a thorough contextual assessment, including the river and heritage, and an understanding of the existing mill building.

To help progress the scheme, we strongly recommend smaller scale design reviews are undertaken to address specific areas for design development based on the recommendations set out in this report, prior to a planning application submission.

Key recommendations

1. Strengthen the scheme to achieve an exceptional development for Ashford.
2. Provide an in-depth heritage analysis of the site's industrial background, with a detailed response in the proposal.
3. Establish a sustainability and landscape strategy to drive the development from the outset in response to the wildlife site and green corridor, the Environment Agency's flood advice and climate emergency; to include materiality, zero carbon strategy, biodiversity improvements and integration.
4. Remove the council's parking allocation on the southern end of the site, to enhance the quality of the scheme on the proviso that the developer does not reinstate parking in the area.
5. Maintain the dominance of the existing Flour Mill building, and ensure it remains the flagship building in the development.
6. Re-work the internal and external spatial configuration of the development and consider cluster and courtyard type buildings along with their various roofscapes.
7. Refine the proposed public and private realm aspects of the site.
8. Respond specifically to the different characters (industrial and tree lined) of both rivers and maximise their unique sensitivities in the landscape strategy to reveal them.



**DESIGN REVIEW PANEL LIGHT
PRESENTATION
SEPTEMBER 2021**

MAPPING OF THE MILL

As part of the heritage mapping of the site, ICENI heritage consultants have undertaken extensive research and acquired the historical maps below.



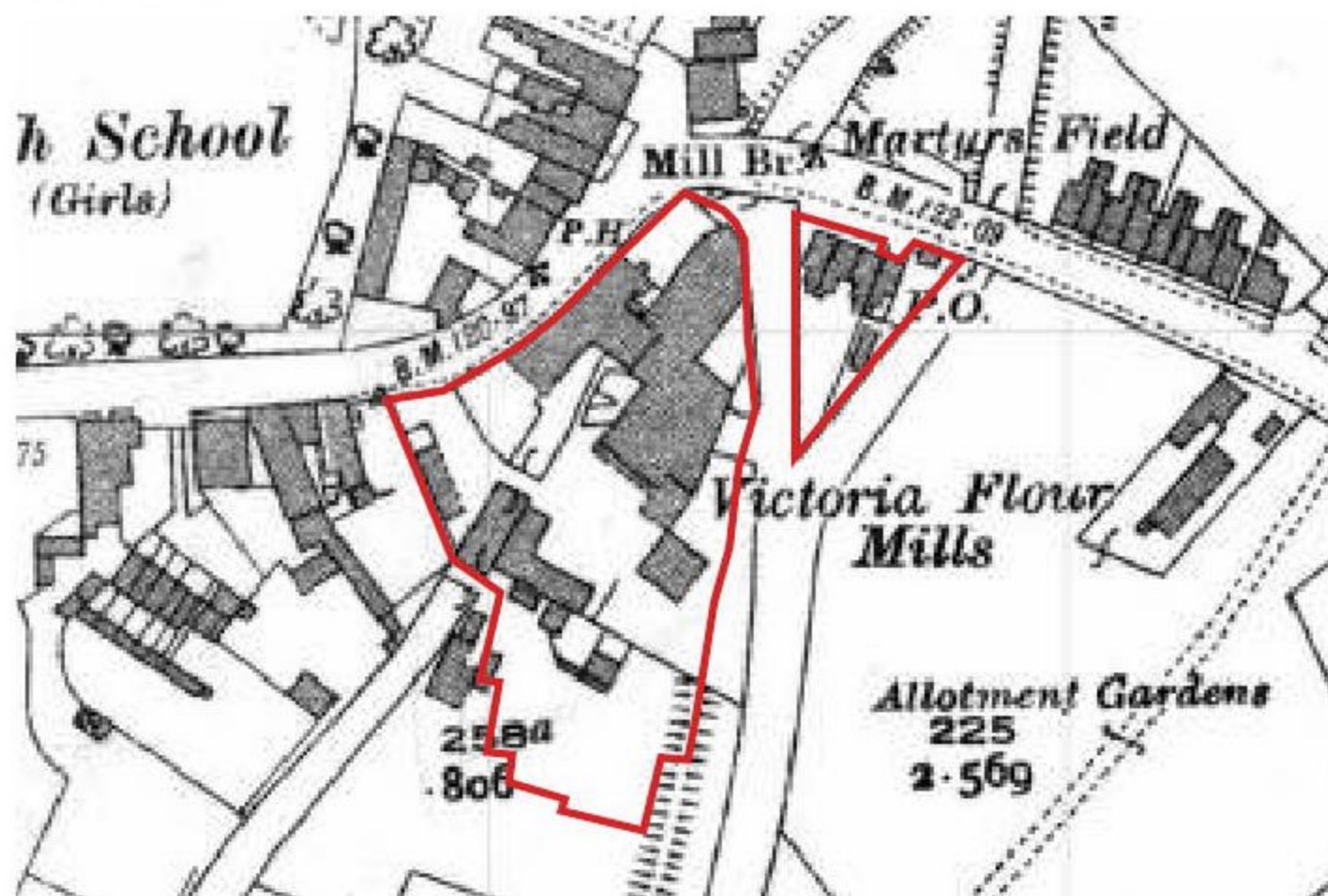
1871 OS MAP



1898 OS MAP



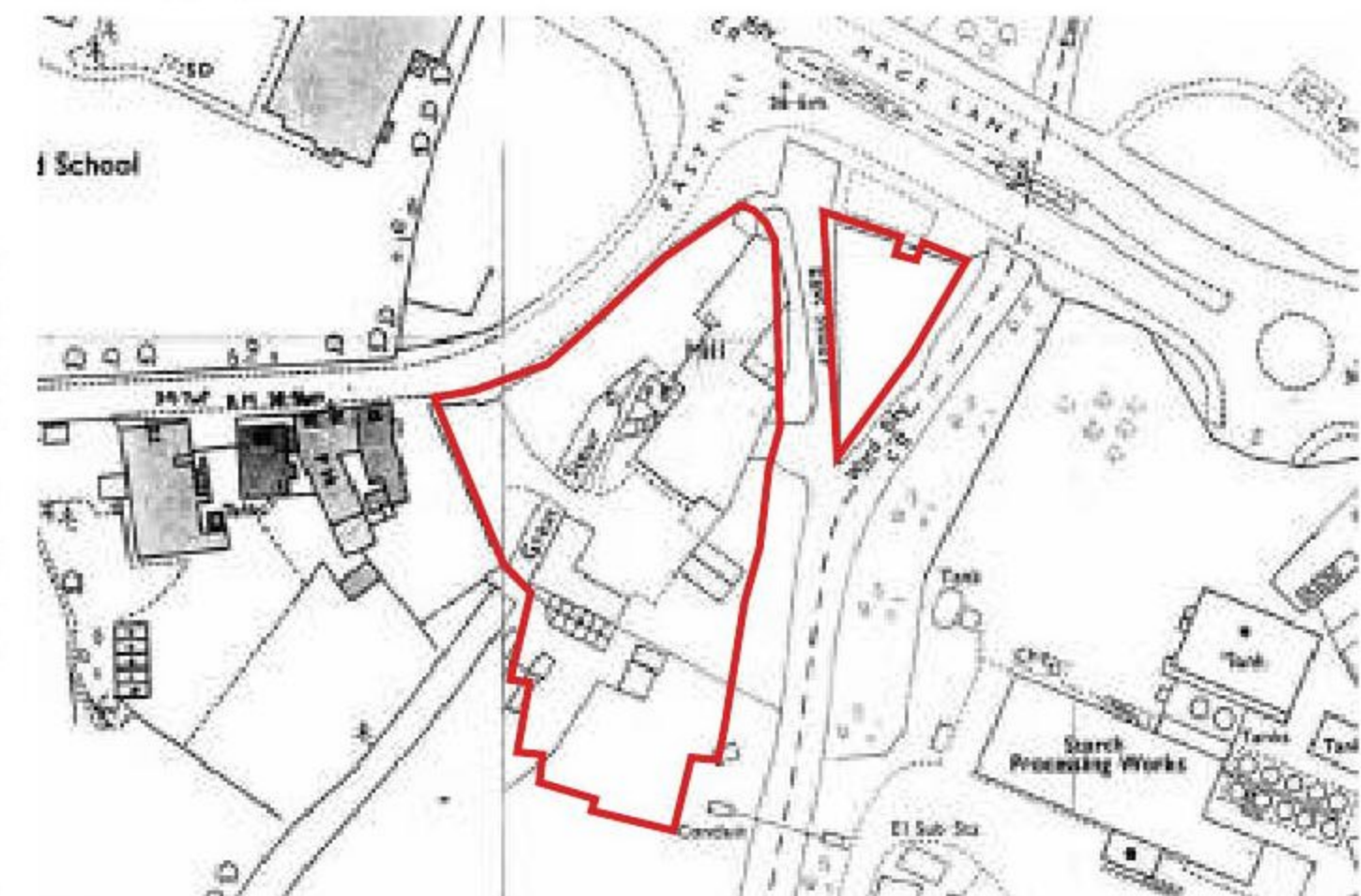
1907 OS MAP



1931 OS MAP



1958 OS MAP



1970 OS MAP



1990 OS MAP



2003 OS MAP



2021 OS MAP

Heritage analysis produced in conjunction with ICENI heritage consultants

This page illustrates the progression of development on the site from 1871 - 1906 with historic images as reference.

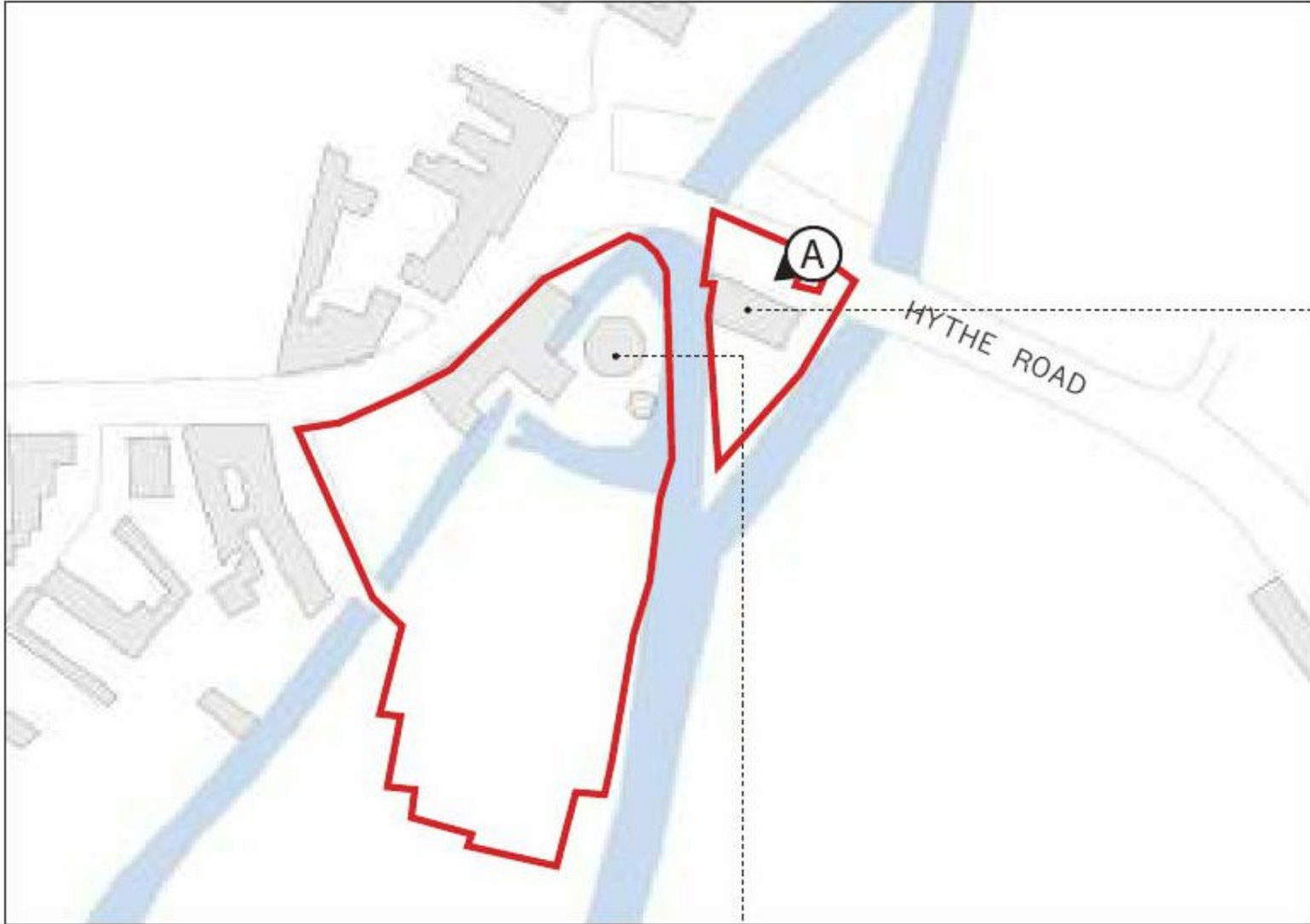


DIAGRAM OF 1871 OS MAP
Earliest map of the Mills footprint



DIAGRAM OF 1896 OS MAP
Demolition of horse engine and construction of new structure



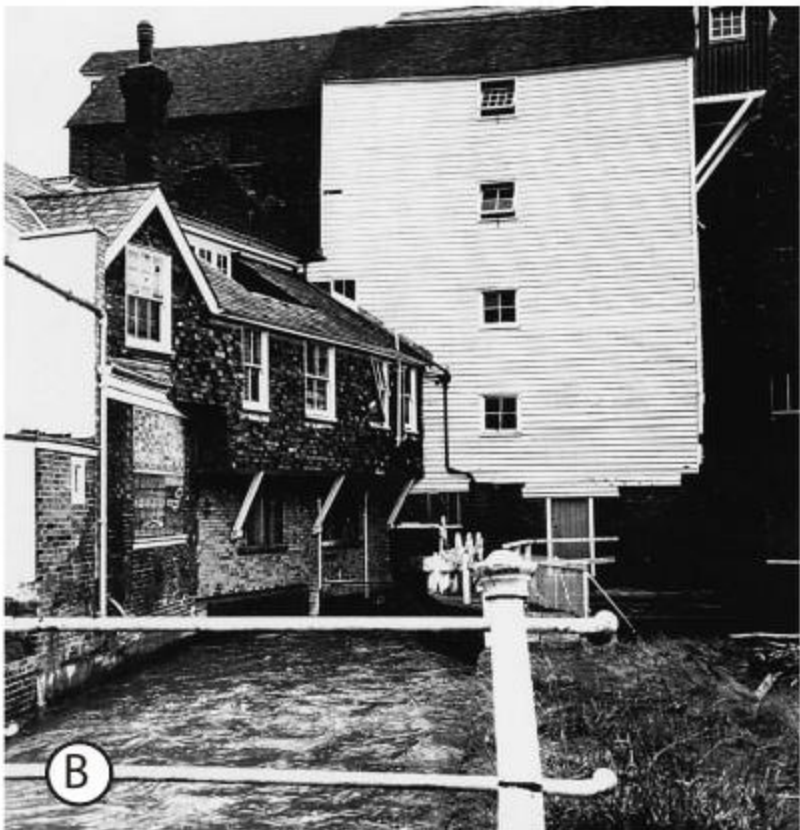
1797
First record of a corn mill on the East Stour in Ashford. The 1797 OS Map of Hythe, Kent, shows a building on the site, but the plan-form cannot be determined due to the map's scale.



Pre 1871
Circular structure of unknown function possibly an engine horse.



Pre 1871
4 terrace houses constructed pre 1871 and demolished post 1980.
Image from 1980



Pre 1871
Original Mill.
Image from 1972.

- Demolished prior to OS map date
- Constructed



Image taken in 1962 (Believed to be largely unaltered since 1870)

DETAILED HERITAGE ANALYSIS OF THE SITE

Heritage analysis produced in conjunction with ICENI heritage consultants

This page illustrates the progression of development on the site from 1871 - 1906 with historic images as reference.



DIAGRAM OF 1906 OS MAP
Large amount of development with main Mill, warehouse & outbuildings constructed.

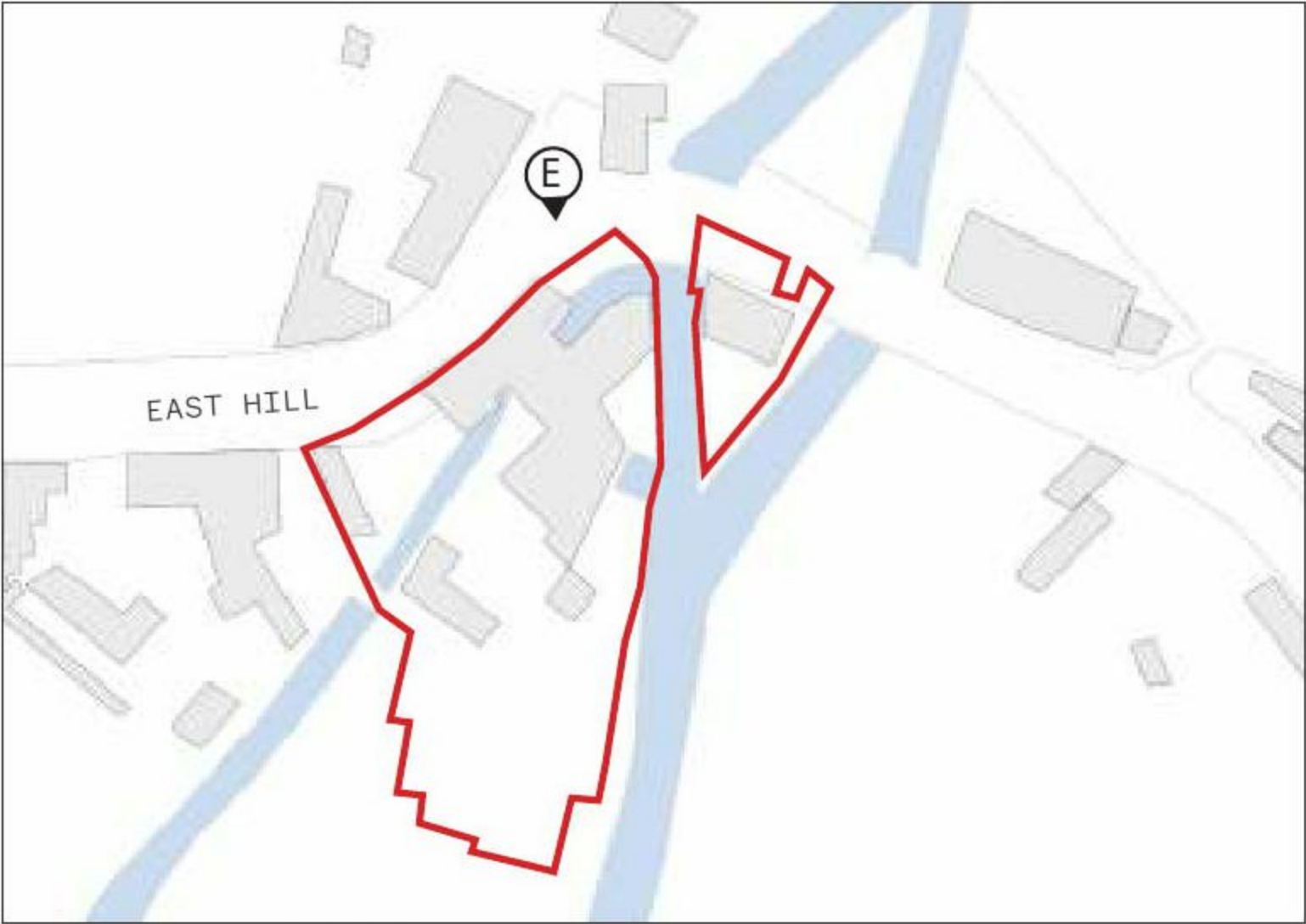


DIAGRAM OF 1938 OS MAP



1901
Construction of Flour Mill with prominent tower.
Image from circa 1901



1906
Out buildings constructed.
Image from 1978 when derelict.



1929
Earliest photo of the Flour Mill showing the site at its maximum development to date.

- Demolished prior to OS map date
- Constructed





Historic England, Red Box, 1941

