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Ashford Borough Council

CORE STRATEGY

ADOPTED JULY 2008

ASHFORD BOROUGH COUNCIL

ASHFORD

Local Development Framework

ASHFORD BOROUGH COUNCIL

Core Strategy



Adopted July 2008

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The Role of the Core Strategy

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. All other subsequent Local Development Documents (LDDs) must be consistent with it.

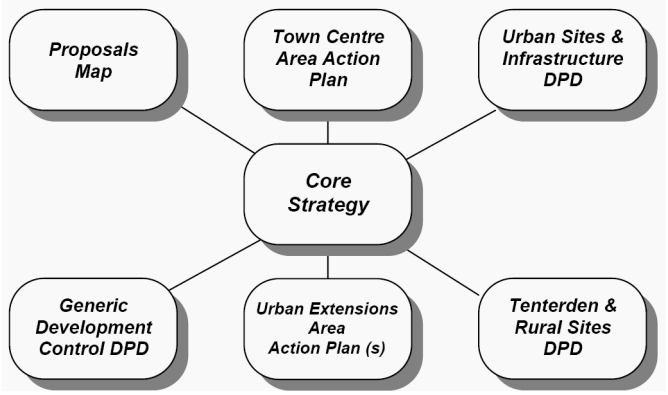
The Core Strategy sets out:

- The Council's vision for the future of the Borough, expressed through a series of Guiding Principles, reflecting the views of local people, the Community Strategy and other key national, regional and local strategies;
- The spatial strategy for the Borough, tackling the Ashford growth area, the town centre, the rest of the urban area, the peripheral growth areas around Ashford, and Tenterden, the villages and rural areas;
- Broad locations for the housing and other strategic development needs such as employment, retail and transport development;
- How quality places with the highest possible standards of design and sustainability will be delivered;
- Core topic policies on a range of strategic issues needed to deliver the overall vision including housing, transport infrastructure, community infrastructure and flooding; and
- How the Council will monitor and deliver the Local Development Framework by setting clear objectives for implementation.

However, the Core Strategy **does not:**

- Make site-specific allocations for development or set out policies for individual sites. These will follow in subsequent Development Plan Documents (DPDs) and Area Action Plans (AAPs);
- Provide highly detailed policies. Its role is limited to setting out strategic guidance and principles for development in the Borough. Where appropriate, more detailed policies will be provided through subsequent parts of the LDF or in Supplementary Planning Documents (SPDs).
- In the meantime, relevant adopted Local Plan policies will be "saved" so that they continue to have effect until replaced by a new adopted LDF policy. A schedule showing which Local Plan policies are being replaced by Core Strategy policies is set out in Appendix 1. All other "Saved" Local Plan policies will remain in force until a later stage in the LDF process.

A diagram showing the documents making up the LDF is shown below.



Background to the Core Strategy

In 2003, Ashford was identified as one of the Growth Areas in the government's Sustainable Communities Plan. This role sets the context for this Core Strategy and for the levels of new housing and employment provision required for the Greater Ashford Urban Area over the Core Strategy period.

The scale of growth being planned for is based on a 2002 capacity study completed for the Council and its Ashford's Future partners[1]. The growth figure is set well above the amount indicated by existing population trends in the Borough, providing for an accelerating rate of net inward migration and local population growth. This capacity study evaluated several growth scenarios for Ashford to meet the requirements of the Sustainable Communities Plan. Following an assessment of social, economic and environmental factors, it concluded that Ashford town has the capacity to provide an additional 31,000 homes and 28,000 jobs over the period 2001 to 2031. This is based on Ashford receiving priority, due to its strategic growth status, in economic development, planning and transport strategies by all relevant stakeholders, at all levels of governance, together with associated capital investment in infrastructure, and a concerted effort to promote the town and its development opportunities.

The growth area agenda applies only to Ashford town and its immediate surrounding area; development needed to meet the growth area requirement will not be spread across the Borough. As a result, the Core Strategy establishes widely differing development profiles for the town, where rapid change and housing, employment and infrastructure is proposed; and the extensive rural area of the Borough, where the emphasis is on continued small scale change designed to protect the quality of the Borough's environment and heritage, balanced with the need to help foster strong local communities with limited growth in the most suitable locations.

1 Ashford's Future – a Handbook for Change, Halcrow 2002

The Greater Ashford Development Framework (GADF)

The GADF is specifically referred to in paragraph 12.64 of RPG9 Chapter 12 for the Ashford Growth Area (2004) as the study by which the outline spatial framework and infrastructure measures in RPG9 should be tested and refined to provide the basis for the LDF.

Sections 2-5 of the final GADF report (April 2005) set out in great detail the process undertaken by the masterplanning team of consultants steered by the Borough Council and its partners on the Ashford's Future Delivery Board. This highlights the evolution of a masterplan from its conceptual early stages through a series of broad options and growth models via a range of workshops with different stakeholder groups. This significant consultation process, together with the many consultation activities set out in Appendix 3 of the Statement of Community Involvement, effectively constituted the Issues and Options consultation process for the Core Strategy, and helped to shape the strategy taken forward by the subsequent Preferred Options stage.

A whole series of supporting studies have also been undertaken to underpin the validity and robustness of the emerging masterplan and identify any deliverability issues. These documents are all listed in Appendix 2 to the Core Strategy published as part of the evidence base for the LDF.

The final GADF report recommended a strategic growth model for Ashford together with a phasing strategy to deliver the expansion of the town up to 2031 to meet the capacity targets initially identified in the Halcrow study in 2002 and the housing and employment targets set out in RPG9. The first two of the three phases identified in the GADF report relate to the LDF period (up to 2021).

The GADF is the primary background document that underpins the spatial strategy the Council aims to pursue through the Core Strategy. Its outcomes have the full support of the Ashford's Future Delivery Board and it provides the basis not only for the Council's planning strategy but the development and investment strategies of the key delivery partners across various sectors. The spatial outcomes from the GADF are covered in more detail in the spatial strategy section of this document.

In June 2005 the Council published the Core Strategy Preferred Options report. That report was based principally on the GADF outcomes but also set out options for other key policy areas. The Preferred Options report was subject to extensive consultation and 1586 responses were received – those responses have helped to shape the content of this Core Strategy.

What time period does the LDF cover?

It is proposed that the LDF covers the 15 year period 2006 to 2021.

Current and emerging policy guidance at the regional level and the recently adopted Kent & Medway Structure Plan have different time horizons, ranging from 2016 to 2026.

The proposed end date coincides with the end of the second phase of development proposed in the Greater Ashford Development Framework (GADF). It was not considered appropriate to include the third phase of development (2021-2031) in the GADF within the current LDF period; as this would have created a 25-year plan period which is unacceptably long and beyond the scope of even the emerging RSS. Indications of longer term development opportunities are given in the Core Strategy where appropriate.

The District Diagram

The Core Strategy includes a diagram illustrating the development strategy for the Borough. The diagram is in two parts – firstly a district wide section that shows the main settlements, the transport network and the extent of the Areas of Outstanding Natural Beauty in the Borough (Figure 1). The second part deals with the Ashford Growth Area and shows the main proposed strategic development areas, main transport proposals and major proposed open spaces (Figure 2).

It should be noted that these plans are a diagrammatic representation of the main spatial proposals of the Core Strategy. The detail of the development of a particular site will be set out in the appropriate site specific DPD.

The Proposals Map of the adopted Borough Local Plan is “saved” and should continue to be used for detailed boundary identification purposes until the site allocation DPDs in the LDF are adopted.

1 Guiding Principles and Design Principles

The Strategic Planning Framework

1.1 As well as national planning policy guidance, the role of Ashford as a Growth Area sets the context for the preparation of a large part of this Core Strategy. The levels of growth are endorsed in the Regional Planning Guidance for Ashford (2004) the draft South East Plan (2006), and the Kent and Medway Structure Plan (2006).

Ashford Borough Community Strategy

1.2 The Community Strategy sets out a vision for the Ashford Borough community. It is produced by a partnership of key local agencies – including the police, Primary Care Trust, the Borough Council and the voluntary sector. It covers the period from 2004 to 2014.

1.3 The Partnership's vision for the Borough is:

> "Set in the heart of the Garden of England, Ashford borough provides a safe, healthy and thriving environment that offers an excellent quality of life to all who live, work and visit the area."

1.4 The Community Strategy aims to:

- Ensure effective public services, particularly health and education provision that meets the needs of residents in the Borough
- Provide skills training, further and higher education opportunities to help strengthen the economy
- Encourage businesses to locate in Ashford Borough in line with population growth to reduce the outflow of workers
- Provide adequate voluntary sector services to support future growth
- Achieve a realistic balance between new homes and new jobs
- Provide good social and community facilities for both existing communities and in line with future growth
- Make improvements to the transport network serving the Borough
- Protect the villages and surrounding countryside from any adverse impact of growth
- Achieve a better range of facilities in Ashford town centre, including shopping, jobs and leisure activities and a greatly improved urban environment
- Increase the supply of water and reduce demand by better water efficiency
- Protect the flood plains and make sure future growth does not increase flood risks
- Make sure we strengthen the sense of identity and place in the Borough as we grow

1.5 The Community Strategy is accompanied by an Action Plan. Many of these actions have spatial implications and it is the role of the LDF to address these. A schedule showing links between the Community Strategy and the policies in the Core Strategy is included as Appendix 3.

Other Strategies

1.6 A wide range of other strategies, most relevant to the Borough as a whole, have influenced the Core Strategy:

Economic Strategy

1.7 The Ashford's Future Partnership published "Priorities For Growth" in 2005, which sets out the necessary activities and investments needed to create the right economic conditions to attract the private sector to invest in Ashford and create jobs to balance the residential growth of the town.

1.8 Ashford's economy will need to create a strong office market within the town, through the attraction of new businesses as well as facilitating growth of indigenous companies. The development of a vibrant commercial centre will require speculative office development around Ashford domestic and international train stations to take advantage of the improved journey times to London from 2009 on the Channel Tunnel Rail Link. This specific focus on the Town Centre in the earlier stages of Ashford's development will be crucial in providing a strong commercial identity for the town, complemented by out of town business park opportunities.

1.9 In addition, key elements of the economic strategy include the availability of a locally based skilled workforce, implementation of high tech telecommunications infrastructure, and the development of transport infrastructure to support business activity will be important to increasing the vibrancy of the local economy and its ability to attract and create jobs.

1.10 In the rest of the Borough, the focus is on the retention of employment in the rural areas, specifically in Tenterden and the larger rural service centres to develop and retain sustainable communities throughout the Borough. With the changing nature of rural employment, this will require that diversification of rural business activities is able to take place.

1.11 The Core Strategy reflects these requirements through its concentration on Ashford Town Centre redevelopment, the provision of improvements to both telecommunications and transport infrastructure, the support for greater education and training provision within the area, as well as the retention of rural employment opportunities.

Local Transport Plan for Kent (2006)

1.12 The Local Transport Plan for Kent (2006-11) was submitted to the Government in March 2006. It sets out the transport vision for the county for 2025 and explains how Kent County Council intends to invest in transport schemes between 2006 and 2011. The Core Strategy seeks to build on the sustainable transport objectives of the Local Transport Plan including the promotion of walking, cycling and public transport.

Kent Biodiversity Action Plan

1.13 The Kent Biodiversity Action Plan sets out what needs to be achieved in order to safeguard biodiversity in the County. A series of 28 Kent Habitat Action Plans denote the importance of conserving, enhancing and restoring the natural condition of each. The Core Strategy emphasises the need to meet this strategic objective.

Housing Strategy

1.14 The Housing Strategy deals with how the Borough Council and its partners will address the housing and related support needs of local people across all forms of tenure. The Housing Strategy is produced with full consultation of local stakeholders and provides an overarching document that identifies what the housing issues are in the district and sets out objectives and establishes priorities for action. While the Housing Strategy sets a local direction it is consistent with national, regional and sub-regional policy and links closely with the Local Development Framework and Community Strategy.

Cultural Strategy

1.15 The Council's Cultural Strategy aims to enable local people, the voluntary sector and the public and private sector to influence the work, services and culture of the Borough Council in order that the required cultural services are provided for.

Nature Conservation Framework

1.16 The Framework sets out the broad approach to nature conservation to inform the LDF process. It establishes guiding principles for the development, planning and management of open space in Council ownership and demonstrates to developers how good nature conservation practice can enhance the quality of new development.

Channel Corridor Partnership - Forward Plan

1.17 The Channel Corridor Partnership set up by the South East England Development Agency (SEEDA) to deliver local initiatives in the Ashford, Maidstone and Shepway Local Authority areas, sets out its Vision and Mission Statement within its forward Plan.

- "Vision – Over the next 10 years, the economy of the Channel Corridor will grow faster than that of the South East Region as a whole, so that the gap in prosperity between the Corridor and the Region will disappear.
- "Mission – This partnership will harness the impact of the growth agenda to develop economic prosperity across the whole of the Channel Corridor area."

1.18 These policies support the principles of the Core Strategy in taking forward the growth agenda for Ashford both in terms of increased housing and increased jobs within the area.

Tourism Strategy

1.19 The tourism strategy sets out a framework aimed at increasing the Borough's future benefits from tourism by capitalising on the Borough's strengths and address its weaknesses from the tourism perspective.

Sustainability Appraisal

1.20 To ensure that the policies and proposals set out in the LDF contribute to sustainable development, each DPD is required by law to be subject to a Sustainability Appraisal (incorporating the requirements of the EU Directive on Strategic Environmental Assessment).

1.21 This process requires an examination of the (baseline) condition of the Borough as it is today together with how it may change in the future. It also involves the identification of the key issues which could affect the sustainability of the Borough. In order to assess the sustainability impacts of different plan and policy options, an appraisal framework was devised, with inputs from key stakeholders. The Sustainability Report, which is submitted with the Core Strategy, provides an independent, qualitative appraisal of the Core Strategy DPD.

1.22 At each stage in the LDF preparation, an assessment has been undertaken and recommendations made as to how the sustainability of the LDF might be improved. From this work, sustainability objectives and indicators are developed. These have helped guide the Core Strategy. Its policies and proposals have been tested against the Sustainability Appraisal.

1.23 The Sustainability Appraisal (SA) report also presents the appraisal of emerging Core Strategy submission policies, and as a result, policy references will not directly correspond to those presented in Core Strategy submission DPD. In some cases policies have been deleted or moved to other areas of the Core Strategy.

1.24 The SA concludes by stating *"The Core Strategy has due regard for sustainability objectives, as set out in the SEA/ SA appraisal framework. The evolution of the Plan has taken into account the main recommendations emerging from the SEA/SA process and, it is considered, represents a sustainable option for accommodating growth".*

Core Strategy Vision and Objectives

1.25 All the above have helped to shape the Core Strategy and its spatial vision and objectives for the long-term development of the Borough.

1.26 From the outset of the debate about Ashford's growth, the Council has emphasized the need for a capacity-led approach to development. This approach was set out in the Halcrow Report. It assessed the capacity for growth in terms of the environment, the economy and the community and identified critical infrastructure needed. If the required infrastructure does not come forward at the expected rate, this will of necessity limit the extent and pace of housing and employment growth that can be achieved if we are to plan for sustainable growth.

The Vision

1.27 **Ashford will meet the growth ambitions established in the government's Sustainable Communities Plan, and the more specific targets in the emerging South East Plan, in a balanced and sustainable manner having regard to capacity constraints. Its expansion will follow a compact growth model based on the existing urban area of Ashford town and a small number of sustainable urban extensions to it. Where practicable, impediments to growth such as capacity limits at the motorway junctions, will be removed allowing the town to develop as an office, research and business node that will attract inward investment and stimulate the economic growth of the sub-region.**

1.28 **Job creation will keep pace with house building and there will be timely provision of all the social and physical infrastructure required to enable development to take place in a truly sustainable manner. Amongst other things there will be a step change in the use of public transport and other sustainable means of travel. This will be facilitated by the appropriate location of land uses relative to each other, often in mixed use areas, and the introduction of a bus-based rapid transit system coupled with restraints on parking where this would not prejudice economic growth.**

1.29 **Growth targets will not be met by development in the rural part of the Borough. In that area development will be restricted to that which is genuinely needed to ensure the economic and social well-being of rural residents and workers and build sustainable and balanced rural communities. Most development will take place in the larger and more sustainable rural settlements, especially Tenterden, Charing, Hamstreet and Wye. A high priority will be given to protecting and enhancing the natural and built environment of the rural areas, especially those parts that have a special designation and those that are closest to the existing and proposed built up area of Ashford.**

1.30 An emphasis on sustainable development and high quality design is central to the Council's approach to plan making and deciding applications. This section of the Core Strategy sets out several key overarching objectives from which the policies in the rest of the document are derived.

1.31 Sustainable development will only be achieved by pursuing all of the interrelated objectives set out in Policy CS1. Progress towards meeting each objective will be monitored through a number of targets which are set out within this Core Strategy.

POLICY CS1: Guiding Principles

Sustainable development and high quality design are at the centre of the Council's approach to plan making and deciding planning applications. Accordingly, the Council will apply the following key planning objectives:

A. Development that respects the environmental limits that protect the high quality built and natural environment of the Borough, minimises flood risk, provides for adequate water supply, and protects water and air quality standards;

B. The conservation and enhancement of the historic environment and built heritage of the Borough;

C. Protection for the countryside, landscape and villages from adverse impacts of growth and the promotion of strong rural communities;

D. New places - buildings and the spaces around them - that are of high quality design, contain a mixture of uses and adaptable building types, respect the site context and create a positive and distinctive character and a strong sense of place and security;

E. New buildings and places designed to meet challenging sustainable design and construction standards that work towards achieving zero carbon developments, including minimising the use of resources and waste, and to enhance biodiversity;

F. The best use of previously developed land and buildings to help regenerate urban areas and the carefully phased release of green field land to make best use of a finite resource;

G. The timely provision of community services and other local and strategic infrastructure to provide for the needs arising from development;

H. A general balance between a growing population and the creation of jobs locally and, on large sites, a mix of residential, employment, community and other local services that together help create a well served community, capable of providing locally for many of its needs;

I. A wider choice of easy to use forms of sustainable transport to serve developments that generate significant demand for movement.

J. Provision of a commercial environment that is conducive to encouraging new and existing businesses;

K. The creation of an integrated and connected network of green spaces to provide a framework for growth - helping serve the recreational needs of the community, enhancing biodiversity and providing green routes for pedestrians and cyclists.

L. Healthy sustainable communities that put human health and well being at their heart – fostering access to amenities, healthier forms of transport, and mixed and cohesive communities designed for social interaction.

M. Developments that are designed to mitigate and adapt to the effects of climate change.

2 The Borough Wide Strategy

Spatial Objectives

- To focus large scale development within the Ashford growth area. Elsewhere, focus smaller scale development, at Tenterden and at the other larger settlements of Charing, Hamstreet and Wye.
- To protect and where possible enhance the countryside for its landscape, heritage, nature conservation and recreational value whilst allowing minor development within the smaller villages.

Background

2.1 One of the principal aims of the Core Strategy is to set out clearly the Council's proposals for the spatial distribution of development within the Borough based on the vision and key principles outlined in Policy CS1 above. This section of the Core Strategy describes the approach to the strategic distribution of development across the Borough and more specifically within the Ashford Growth Area. The justification for the Council's approach is derived from the substantial work carried out in recent years from the Overarching Report by Halcrow in 2002, through to the GADF and its supporting background studies and the on-going and wide-ranging consultation during the evolution of the GADF plans and the initial stages of this Core Strategy.

2.2 The wider policy context also determines a clear role for Ashford in relation to adjoining areas. Ashford is recognised as a regional focus for growth in part to sustain inward investment for East Kent. The draft South East Plan seeks a positive and mutually beneficial relationship between Ashford and the smaller/medium sized coastal towns of East Kent in order to realise their potential, enhance economic performance and address priority social problems. The draft South East Plan envisages that Ashford's growth should not result in public or private investment being diverted from the coastal towns as each area should develop its own specialism. Ashford, with the direct high speed rail link, should develop as an office, research and business node providing market growth for the sub region as a whole and an opportunity for large investments that need an expanding workforce. Consequently the Core Strategy aims to ensure that the levels and types of growth benefit rather than undermine sub-regional economic regeneration policies.

Regional Planning Guidance and the Kent and Medway Structure Plan

2.3 A key determinant to the Council's spatial strategy for the Borough lies in the targets for housing and jobs growth flowing from the Sustainable Communities Plan through to RPG, RSS and the Structure Plan.

2.4 RPG9 (as amended in 2004) sets down regional planning guidance for the South East region for the period to 2016 and confirms the status of the Ashford urban area as a Growth Area within the wider South East region. Since the publication of RPG9, work has been ongoing on the new RSS or 'South East Plan', for the period to 2026 which, when adopted, will replace RPG9 as the Regional Spatial Strategy for the South East. The draft South

East Plan was submitted to Government by the South East England Regional Assembly (SEERA) on 31st March 2006. Policies for Ashford are carried forward from RPG9 and are reproduced and endorsed in full in this draft RSS.

2.5 The Kent and Medway Structure Plan was adopted in July 2006 and covers the period from 2001 to 2016. It provides part of the framework for the preparation of this Core Strategy and, together with the relevant sections of the Kent Minerals Local Plan and the Kent Waste Local Plan, will be saved for 3 years from adoption or until it is replaced by adopted RSS and the Waste and Minerals LDFs.

2.6 Based on the housing targets in RPG9 (to 2016) and the draft RSS (to 2026), the housing target figure for the Ashford Growth Area is 20,350 dwellings from 2001-21. This figure mirrors the approach to development phasing taken in the GADF for the same period and is therefore the target that the LDF's spatial strategy needs to address.

2.7 However, development within the Borough should not exclusively be in the Ashford Growth Area. There is a lack of clear regional guidance on appropriate levels of residential development in the rest of the Borough but policy HP1 of the Structure Plan indicates that 900 units should be provided outside the Growth Area between 2001-16. By extrapolating that figure forward to 2021 (and based on the Deposit Draft Structure Plan that did go up to 2021) a target of 1,500 units for the rest of the Borough can be derived. The Council considers this to be a reasonable starting point and the figures in the Core Strategy are based on it. However, this matter will be considered further in the Tenterden and Rural Sites DPD having regard to demographic trends in the rural areas; the need to build balanced and sustainable rural communities and support the vitality of key local service centres; and the objective of protecting the character of the rural area and the settlements in it.

2.8 The Borough has many advantages that make it an attractive location for businesses. Ashford's key location within the Euro-region consisting of Kent, Nord Pas de Calais and Flanders, brings great potential to create new jobs and investment in the Borough. The catchment population within a relatively easy day trip from continental Europe is over 15 million people. Lorry traffic can now travel as far as Amsterdam, Dusseldorf and south of Paris on a return trip within a day from a business park in Ashford. Passengers from the International Station arrive in Paris 2 hours after leaving Ashford (or just 1 hour to Lille). The commencement of domestic rail services on the Channel Tunnel Rail Link will put Ashford within 40 minutes of central London.

2.9 Apart from the strength of the area's location, the quality and diversity of the countryside in the Borough and the availability of allocated employment sites make up a strong overall package. A wide variety of sites are available - both close to Ashford town centre and within the proposed growth areas.

2.10 The scale of new job creation proposed in the Core Strategy derives from the assessment of employment potential undertaken as part of the Halcrow-led work on the capacity of Ashford to accommodate significant new growth in 2002 (Overarching Report, Halcrow 2002). The job creation target of 28,000 new jobs by 2031, although not reflecting the most optimistic high growth scenario modelled, is nevertheless regarded as challenging.

The phasing of this jobs 'target' has subsequently fed through into the RPG9 revision for the Ashford Growth Area and the GADF. Therefore, from 2001-2021 a total of 17,500 new jobs should be planned for in the Growth Area part of the Borough.

2.11 In the rest of the Borough overall provision for new employment growth should reflect the scale of residential development and aim to avoid any adverse effect on the homes to jobs balance. The primary focus of new employment growth in the rural area will be at Tenterden, given both the proportional scale of allocated housing growth proposed and its principal rural service centre role. New employment opportunities in the other recognised key rural service centres will also be encouraged provided they are of a scale and nature that respects the size and character of the settlement, would maintain or enhance its sustainability and not harm the rural environment. In addition, the loss of existing employment and commercial services that contribute to the sustainability of a rural settlement will be resisted. These aims will be implemented through saved Local Plan policies and subsequent Tenterden and Rural Sites DPD.

2.12 The total future potential employment land supply figure from the 2005 Kent Employment Land Survey shows a figure of 665,000 sq m of A2/B1-8 floorspace. The Structure Plan target of 592,000 sq m floorspace is based on the land supply commitment in 2002 although the overall job creation target for the Ashford Growth Area outlined in the GADF and policy CS2 below will not be met by simply achieving the new Structure Plan employment floorspace targets. Both RPG9 Chapter 12 (2004) and the Structure Plan indicate that there is adequate planned employment land supply to meet forecast demand to at least 2016 based on existing allocations and commitments but that this should be kept under review through the LDF.

2.13 The scale of land to be identified for employment development in the LDF should be sufficient to accommodate the new jobs needed to balance the residential growth of the town up to 2021. The GADF report identifies a number of potential locations for new jobs in Ashford including the town centre, Cobbs Wood/Chart Estates, Eureka Park/Sandyhurst, Sevington North, Waterbrook/Orbital Park and Henwood. Some of these areas are already allocated in the existing Borough Local Plan but detailed site-specific allocations will be brought forward as part of the Urban Sites & Infrastructure DPD.

2.14 A wide range of employment facilities should be provided in Ashford in order to provide choice and to ensure that the town remains attractive to a variety of economic sectors and all sizes of business. Allocations for employment uses, either on their own or as part of mixed-use developments will be made in subsequent site allocation DPDs in order to facilitate this scale of job creation in this period.

2.15 The spatial planning policies in the Core Strategy are consistent with the Government's planning guidance and in general conformity with the Regional Spatial Strategy. There is a need to balance the delivery of new development on the ground with the requirement for it to meet the challenging qualitative agenda that the Council has laid down as a clear prerequisite for development to be regarded as 'sustainable'. The need for new infrastructure and the ability for growth to enable that infrastructure to be provided at the appropriate

time must also be taken into account. The following table summarises the key housing growth and job creation targets for the Ashford Growth Area and the rest of the Borough derived through regional and county-wide guidance consistent with the figures contained in the GADF document.

DEVELOPMENT QUANTITIES	2001-2006	2006-2016	2016-2021	TOTAL 2001-2021
Housing Units- Ashford Growth Area	3,950 (RPG9)	10,400 (draft RSS)	6,000 (draft RSS)	**20,350**
New Jobs- Ashford growth Area	2,950 (RPG9)	7,350 (RPG9)	7,200 (KMSP)	**17,500**
Housing Units- Rest of the Borough	300 (KMSP)	600 (KMSP)	600 (KMSP)	**1,500**

2.16 Since 2001, the monitoring of residential completions in the Borough has shown that 3,582 net additional dwellings were completed in the Ashford Growth Area up to the end of March 2006. This leaves a rounded residual housing target in the Growth Area of 16,770 new dwellings to 2021. The equivalent situation in the rest of the Borough is considered in more detail in section 6 of the Core Strategy with the result that a rounded residual housing target in the rest of the Borough is 1,180 new dwellings to 2021. Well integrated retail and community services and necessary infrastructure provision will similarly be focused on the Ashford Growth Area.

2.17 It is more difficult to estimate with great accuracy the net number of jobs created in the Growth Area since 2001. Based on a survey of completed employment floorspace and applying recognised employee density assumptions alongside a conservative estimate of job creation in other sectors during that period, a robust estimate is that 800 net new jobs have been created leaving a residual target to 2021 of 16,700 new jobs (see Employment Background Document). Although this indicates a shortfall against the RPG9 target to 2006, it is reasonable to expect job growth to follow residential development and to accelerate as new investment follows key infrastructure improvements such as the commencement of CTRL domestic rail services in 2009.

2.18 The housing trajectory (Appendix 4) shows the building rates that would be required in the areas currently identified for house building if the 2021 Growth Area target is to be met by those areas. This trajectory is ambitious in several respects. It assumes that it will be possible to maintain over long periods building rates in the main urban expansion areas that in the past have been achieved only briefly on single sites in Ashford. It also assumes that developments in the Cheeseman's Green / Waterbrook urban expansion area will be seen by the house buying public as different sites. In addition,

the trajectory expects a step change in development in the town centre and assumes that difficulties associated with at least one site can be overcome relatively early in the plan period. Even so the trajectory makes very little provision for contingencies.

2.19 This would be a high risk strategy that carried a real likelihood that in practice delivery would fall significantly short of the target. Moreover, the Urban Capacity Study does not suggest that other opportunities exist in the urban area that could make up any significant shortfall. The trajectory also shows a tailing off in building rates in the latter years of the plan period, below those that the earlier years suggest could be sustained. Unless this would cause serious social difficulties, this would be inappropriate in a designated growth area, where the 2021 target is well within the environmental capacity identified in other studies, and where the expectation is that growth will continue beyond the plan period.

2.20 In addition, whilst development in the two main expansion areas is expected to continue after 2021, GADF envisaged that a substantial part of the further growth to 2031 would be achieved by the introduction, post-2021, of a third area. However, to achieve the expected house building in that area between 2021 and 2031 from a standing start would require completion rates even more ambitious than those in the trajectory. Accordingly to provide a sounder basis for post-2021 development and to make the housing trajectory more robust it is considered that a third expansion area will need to be introduced before 2021. The Core Strategy will therefore be reviewed at an early date so that such an area can be identified and formally adopted no later than 2014.

2.21 The spatial strategy in the LDF recognises the two highly contrasting aims of focusing accelerated and significant amounts of new development in and around Ashford, whilst providing a much more limited and restricted level of development in the rest of the Borough. This strategy reflects the strategic growth point status of Ashford in the Sustainable Communities Plan and helps to ensure that the countryside is protected and that the need for people to travel is reduced as far as possible. It also encourages the use and viability of public transport and other services. New development in the open countryside outside villages will be strictly controlled in accordance with Government planning guidance.

Development in the Ashford Growth Area

Spatial Objectives

- To revitalise and transform the town centre by encouraging a wide range of high quality new development including shopping, business, housing, cultural and tourism facilities, education and community services and public spaces
- To achieve a ‘step change’ in areas where there are existing social and environmental problems by injecting new development and activity to help sustain local shops and services, or by improving links to surrounding areas so that people have better access to a wider range of jobs and services
- To create attractive and cohesive new neighbourhoods around a range of local services and sustainable transport provision.

2.22 A fundamental objective of the Council's planning strategy for Ashford is to ensure that the town's growth brings improvements to the quality of life within the existing urban area. The Halcrow Overarching Report on Ashford's growth set out a number of guiding principles [2] including, amongst others, to make optimum use of the existing urban area including development and redevelopment opportunities, both to meet the needs of the growing population and to minimise the quantity of greenfield land needed for development; and to centre growth on the existing town, encouraging high quality urban design, making use of the infrastructure and investment that is already in place and the opportunity sites within the town centre.

2.23 This objective was reinforced and strengthened by stakeholder input into the GADF masterplanning process, which revealed strong support for the concept of a compact, denser town centre with better facilities and more development and activity, providing that this brought with it overall improvements to the quality of the town. Therefore, the spatial strategy aims to prioritise the delivery of substantial quantities of new development within an expanded town centre which should comprise higher density uses, including office development, and to encourage the short and long term regeneration of parts of the existing urban area through redevelopment that may deliver a more sustainable pattern and mix of uses and deliver environmental and social benefits to the existing population as well as future residents.

2.24 However, Ashford faces a major growth challenge that cannot be accommodated solely on existing urban sites and identifying the most appropriate model for peripheral expansion has been central to the masterplanning process undertaken in the GADF.

2.25 Planned extensions to existing urban areas are likely to prove the next most sustainable option after building on appropriate sites within the urban area. This is especially the case where public transport provision can be planned into the development and where there is good access to jobs, schools, shopping and leisure facilities. Small urban extensions enable many of the sustainability benefits of urban brownfield developments to be realised on greenfield sites and so can be particularly appropriate where significant growth is required.

2.26 Much more significant amounts of greenfield development are necessary to deliver the overall growth targets figures for the Ashford Growth Area to 2021 and beyond. This is accepted in RPG9, where the subsequent GADF process was identified as the method by which an appropriate model for distributing this development should be found. The approach undertaken is set out in sections 2-5 of the GADF report.

Principles of the new major Urban Extensions to Ashford

2.27 Most development in Ashford in recent decades has been of relatively low density and in peripheral locations. This has made it difficult to provide integrated, high quality public transport services, whilst everyday facilities and employment locations are often not readily accessible from people's homes. It is an obvious general rule that the more people that live in easy

2 Halcrow (2002) Overarching Report, paragraph 1.3.1

walking distance of public transport routes and local shops and services, the more likely they are to thrive. Without such facilities, neighbourhoods will not perform efficiently as sustainable communities, can become characterless and will depend heavily on the use of the private car.

2.28 Therefore, any new major urban extensions need to accord with two key principles:

- They should be of sufficient size to have good prospects of creating a sustainable balance of homes, jobs and local services, and the quality of place and living environment that comes with that. These urban extensions should usually consist of around 5,000 to 7,000 homes centred on a strong local high street, with the vast majority of residents within 800m walking distance of the main services and public transport connections.
- They should 'anchor' a high quality, high frequency public transport system to ensure that increasing numbers of residents are attracted to public transport. Placing the urban extensions as anchors to each end of a simple public transport corridor is a key way of enabling the maximum number of people to use it.

2.29 Mixed uses will be encouraged providing a range of jobs alongside new housing development. The urban extensions will be centred around a local 'High Street' running through the area with higher densities and more activity along its route. This will carry relatively high levels of traffic but in a carefully designed road system giving pedestrians and cyclists as much priority as other vehicular traffic. The High Street will also allow bus 'penetration' to the heart of the area in the most direct way making services more viable. Each urban extension will also include useable open spaces and a range of local commercial, retail and community facilities within the development area in order to provide local services and job opportunities and a sense of place and neighbourhood as well as potentially reducing the need to travel.

2.30 The needs of traditional manufacturing and distribution uses to locate close to the motorway network at lower densities must also be taken into account in considering the distribution of development in order that a range of diverse employment opportunities is provided.

2.31 Following consultation and assessment, a compact growth model for Ashford based on developing sites within the town centre and the existing Ashford urban area, together with a limited number of major new urban extensions based around district centres and excellent public transport links to the town centre was adopted as the basis for the GADF masterplan for Ashford's future development and it is proposed that this forms the basis for the spatial planning of development in and around Ashford in the LDF. This is set out in more detail in chapters 3-5 below.

Infrastructure

2.32 Central to the delivery of a compact, higher density form of urban development is the delivery of key pieces of infrastructure which must be carefully planned and funded. Fundamental to the successful delivery of the model is the provision of the proposed high quality, high frequency SMARTLINK public transport system that will link the town centre and the International and domestic railway stations with the major peripheral growth areas. The successful inception and operation of SMARTLINK services are

absolutely critical to achieving the level of modal change in transport patterns that was identified as a key component of establishing the capacity of Ashford to grow in the Halcrow report, to ensure the sustainability of peripheral growth. The location and densities of new development areas must help to support the viability of SMARTLINK services if the growth model is to be sustainable and unacceptable levels of congestion avoided. Equally, the early provision of the necessary land for the SMARTLINK route through development sites will be a key factor in its implementation.

2.33 Substantial background work has considered the implementation and potential viability of the SMARTLINK services alongside new and existing development and a two arm system as shown indicatively on Figure 2 is considered to be the optimum initial network.

2.34 Other key infrastructure projects, primarily set out in the GADF report, include:

- **Motorway Improvements:** improvements to existing junctions 9 and 10, and the creation of a new junction 10A;
- **New Mixed Use Link Roads**: such as Victoria Way, Newtown Way and Orchard Way;
- **New Pedestrian and Cycle Links**: such as the Learning Link Corridor and Roman Way;
- **Pedestrian/Cycle/Bus Improvements**: including the A28 corridor north of the town centre;
- **Remodelling of the town centre ring road**: in order to create high quality environments along Station Road and Elwick Road;
- **Park & Ride Facilities:** at the Warren, Waterbrook and Chilmington Green;
- **Green Necklace:** a green corridor connecting the Julie Rose Stadium in North Ashford to the proposed Great Landscape Parks in South Ashford;
- **Great Landscape Parks**: the creation of Discovery Park as a "people's park" for open-air events and recreation, and a Wetlands Park as a natural, uncultivated landscape;
- **Improved Utility Services**: to improve electricity, water and drainage provision; and
- **Community Provision**: including education and health services.

2.35 Some of these elements are highlighted on the Core Strategy key diagram of the Ashford Growth Area (Figure 2) and detailed proposals will be brought forward subsequently through other DPDs.

2.36 Several background reports have been produced to refine the details of the transport infrastructure provision, including the Ashford Area Transport Study (AATS), Ashford Highways and Transport Study (AHTS), Ashford Transport Strategy, Ashford Parking Strategy, Ashford Park & Ride Study and Ashford SMARTLINK report.

Development at Tenterden and Other Rural Service Centres

2.37 In the rest of the Borough, Tenterden is the largest service centre with a wide range of facilities which serve the surrounding rural area. Charing, Hamstreet and Wye also act as local service centres. It is important that these towns and villages continue to serve their local area by retaining vital and viable centres and reducing the need to travel. It is therefore important to retain

and enhance services in these centres and it will be appropriate to allow development which enhances such provision. Development should be at a scale which meets the needs of the catchment area of the service centre. Not only will this ensure that there is no adverse impact on other settlements but it will also ensure that the character of these villages and their settings are preserved.

2.38 Smaller scale residential development will therefore be allocated at these larger rural settlements in accordance with the principles outlined in Chapter 6: Tenterden and the Villages as amplified in the Tenterden & Rural Sites DPD.

Phasing

2.39 Phasing is one of the most important aspects of delivering the quality and form of development in an expanded Ashford. The delivery of required new infrastructure will determine how quickly certain areas can be developed and the ability of providers to deliver necessary infrastructure will need to be taken into account. The viability of public and private services, including public transport, required to support the new housing and jobs will also be dependent on land being released in a phased and logical way.

2.40 Regular reviews will take place to ensure that the timing, level and nature of investment in key infrastructure is in line with that originally assumed, and is delivering sufficient capacity to accommodate the development planned. If not, priority will be given to stimulating the provision of key essential infrastructure. This will ensure that significant development does not take place without the essential infrastructure required to support it.

2.41 These regular reviews will also examine the emerging balance between the provision of new housing and the creation of local job opportunities so that any need to provide further stimuli to employment growth is identified at an early stage. Similarly, the reviews will examine the rate of development on brownfield sites. Phasing adjustments may be made where these are necessary to stimulate the development of brownfield sites and this can be achieved without serious implications for overall targets. With the exception of sites in Tenterden and the villages (policy CS6), it is intended that phasing of site releases during the LDF period will be through allocations made in the relevant DPDs.

POLICY CS2: The Borough Wide Strategy

Land for about 16,770 new dwellings and related uses, and about 16,700 additional jobs plus contingency allowances of about 10% and 40% respectively will be identified within the Ashford Growth Area. In the rest of the Borough, subject to any amendments made in the Tenterden & Rural Sites DPD, land for about 1,180 new dwellings will be identified by 2021, alongside appropriately scaled employment opportunities.

Large scale development proposals will be located in the Ashford Growth Area in line with a compact growth model consisting of significant development within an expanded Ashford town centre; the use of appropriate brownfield sites within the Ashford urban area; allocated greenfield sites on the edge of Ashford and initially, two major new peripheral urban extensions as shown on the Core Strategy diagram.

In addition, there will be an early review of the Core Strategy so that a revised strategy incorporating a third urban extension area, in a location to be identified, has been formally adopted no later than 2014.

Key infrastructure projects including SMARTLINK, Junction 10a, other transport improvements, utility infrastructure, education and health provision, community and recreation facilities and green links will need to be brought forward at the same time as the new development that they will serve. Financial contributions will be required to help deliver new strategic infrastructure through the use of a Strategic Tariff. Proposals for new development will need to demonstrate how they will provide for the delivery of key infrastructure within the application site –proposals which would be likely to prejudice this will not be permitted.

Smaller scale development opportunities, including opportunities for employment and other non-residential uses will be identified in the rural centres of Tenterden, Charing, Hamstreet and Wye and a range of other smaller identified settlements.

Progress against the targets in this policy will be reviewed regularly so that any adjustments needed to ensure that development is occurring in a sustainable manner whilst meeting these targets can be made. The need for a broad balance over time between housing and jobs growth, and the need to stimulate brownfield development will be particular issues for the review. It will also pay particular attention to the level and nature of investment that has been made in key infrastructure and the 'capacity' this has created (or the constraints that remain) for well-planned, orderly growth.

3 Ashford Town Centre

3.1 Ashford town centre is the largest service centre within the Borough and as such it plays a key role as the commercial centre for the town and the surrounding rural area. Historically the local plan has promoted and focused major retail, leisure and commercial development within Ashford town centre, as it represents the most sustainable location, having existing levels of service provision in place, being well served by public transport and with good road and rail infrastructure links.

The future role of Ashford Town Centre

3.2 Ashford town centre will be the future focus of substantial and concentrated mixed use development, incorporating retail, residential, employment, educational, leisure and cultural uses.

3.3 Ashford town centre represents a key development area in terms of delivering the overall growth model. The growth model represents the most compact option in terms of land uptake to deliver the required quantums of growth. The compactness of this model is reliant on an expanded and enhanced town centre that accommodates substantial and significant levels of high density, high quality mixed use development. The town centre will seek to incorporate 8000 new jobs and 2500 new dwellings by 2021, through the provision of 94,000 sq m of new retail/ leisure floorspace, 76,200 sq m of new office development and new education facilities.

3.4 Delivering these concentrated levels of development in a sustainable way is critical. In order to achieve this, the increase in growth that the town centre will accommodate must adhere to two key principles that underpin successful town centres.

3.5 Successful town centres facilitate and create an environment that incorporates a full and diverse range of complementary mixed use development, including retail, residential, employment, leisure, recreation, art and cultural uses. The delivery of a mix of complementary uses will appeal to a wide range of age and social groups, making them a more attractive place to visit, helps support the local economy and encourages further investment. Encouraging a diversity of uses in Ashford town centre will make an important contribution to its future vitality and viability.

3.6 Successful town centres also have an attractive sense of place. This is achieved through high quality design, attractive public realm and streetscape which all attract visitors and encourage inward investment. A key principle for all town centre growth is the need to provide high-quality development, well-designed public spaces and buildings, which are fit for purpose, comfortable, safe, attractive, accessible and durable.

Employment Growth

3.7 A key priority for the town centre is to deliver significant employment growth. It is expected that the primary driver for employment growth, given the sustainable nature of the town centre and its accessibility to London and the Continent, will be in the office sector. The town centre has failed in recent times to attract adequate levels of new office provision, therefore a step-change in the market is necessary.

3.8 The town centre will also provide for a wide variety of other employment sectors, including retail, leisure, educational and cultural uses.

Housing Provision

3.9 The expanded town centre will accommodate substantial increases in housing provision. This will be needed to help deliver the overall housing quantities that Ashford has to accommodate and create a larger residential population within the town centre. This will help to promote town centre vitality and viability, especially during the evening which can add to a centre's attractiveness and overall image.

Retail, Leisure and Cultural Provision

3.10 The town centre represents the heart of retail, leisure and cultural service provision for the town. However, whilst the town centre caters for residents everyday retail needs, shoppers tend to travel to competing centres, mainly Canterbury but also Maidstone and Bluewater, for higher-order purchases and as such the centre's catchment area is mainly local, largely restricted to Ashford Borough, with a high level of leakage to larger centres, with more affluent shoppers going elsewhere. Leisure and cultural service provision are also considered to be weak.

3.11 These services will all need expansion, not only to meet the needs of the rapidly expanding population but also to increase the attractive nature of the town in terms of its retail, leisure and cultural offering.

Educational Provision

3.12 The town as whole is failing to attract and retain the 18-35 year old age groups, which generally have more disposable income to spend. Educational facilities are seen as an effective attractor mechanism and as such the provision of educational facilities within the town centre is a priority. Retaining this age group will help nurture a more prosperous economy within the localised area.

Creating an attractive sense of place

3.13 The current town centre is considered to be weak in terms of high quality design and suffers from a lack of 'attractor developments'. It is perceived to be a relatively low-status centre within Kent, suffering from a poor image, incorporating low quality public realm, and suffering from poor pedestrian connections due to the restrictions imposed by the Ring Road. This has all contributed to the town centre's difficulties in attracting visitors and encouraging significant levels of investment.

3.14 The revitalisation and expansion of the town centre is a priority, both to serve the initial needs of the increasing population and improve the design quality that the town centre currently offers. Achieving this will attract and encourage investors in a virtuous circle. Revitalising the town centre as a venue for living, shopping, leisure and employment is critical to the success of Ashford as a vibrant community.

3.15 The town centre has many positive assets that will need to be fully utilised when seeking to revitalise and expand the current town centre.

3.16 These include: enhancing the existing shopping provision offered by County Square, Park Mall and the High Street; making best use of the access to the town centre via the Ring Road, enhancing the roles played by the existing open spaces and parks within and near the town centre, promoting the location of Ashford, both nationally and internationally, focusing on the motorway links and both the International Passenger Station and the Domestic Station and finally, to fully utilise the existing brownfield opportunities within the town centre area.

3.17 The successful delivery of SMARTLINK will also be a positive asset for the town centre as it is key to supporting the levels of growth envisaged within the expanded town centre area. It will provide a quick and attractive link to and from the town centre, greatly adding to the town centre's accessibility, thus further enhancing its attractiveness.

Critical Infrastructure

3.18 The Ring Road has played a key role in the development of the town centre. In the past, it formed a car-dominated environment that was a major constraint to the expansion of the town centre. Developments do not front the Ring Road and pedestrian activity and flows are low. Making the Ring Road into a positive asset of Ashford's Town Centre is fundamental to its future success.

3.19 The conversion of the Ring Road into a two-way street around its whole length will greatly increase accessibility to the town centre and significantly reduce journey distances to all parts of the town centre. The "softening" of the ring road around the Elwick road area in particular will provide a real opportunity to create an urban environment that is attractive to investors, shoppers and residents. Developing the current Ring Road area into an urban 'street' in the future, with active frontages that will alter its role from a road 'around' the town centre to one that goes 'through' the town centre will increase the potential for development by attracting greater footfall, whilst improving the townscape and balance between vehicle and pedestrian movements. This will open up and enhance the development potential of the sites south of Elwick Road and is consistent with the general southerly extension of the town centre. Station Road would become the primary link for vehicles that need to pass through the town centre.

3.20 In order to enable the Ring Road to play this new role, an alternative route for through traffic is necessary. A link road that can act both as a traffic distributor and as a key access to new development will be created south of the railway through the Victoria Road area. The creation of a link through this area, initially to the west (via Leacon Road) and eventually over the railway line to join Templer Way will provide a ready alternative to the Ring Road to help cater for additional traffic that will arise with growth and open up the area south of the railway line for significant development opportunities. The detailed alignment and timing of this link will be considered through the Town Centre Area Action Plan.

POLICY CS3: Ashford Town Centre

Development that will help to revitalise the town centre will be supported in principle and specific site allocations will be made through the Town Centre Area Action Plan. Schemes will need to demonstrate a quality of design that makes a real, and significant, contribution to improving the character of the town centre.

Development of the town centre is a priority and sites will be identified for an additional 8,000 jobs and up to about 2,500 new dwellings by 2021.

The conversion of the Ring Road to a high quality two-way street and the Victoria Way link road represent key infrastructure projects for the town centre. Development proposals that assist with the delivery of these projects will be supported in principle to help enable the expansion of the town centre.

4 Ashford Urban Area

Scope of this Policy

4.1 Policy CS4 relates to the Ashford urban area outside the town centre (covered by Policy CS3), and also to proposed smaller extensions to the urban area. It does not relate to the proposed major urban extensions at Cheeseman's Green/Waterbrook and Chilmington Green which are covered by Policy CS5.

Compact Growth

4.2 After the town centre, the focus of development should be on the rest of the existing urban area of Ashford. National planning policy is increasingly encouraging urban intensification and the better use of brownfield land; as a result, more urban sites are becoming the focus for development. The Council's objective is to maximise the potential for improvement and regeneration within the urban area whilst ensuring that redevelopment is of an appropriate use, scale and density and provides a high quality living environment.

High Quality Places

4.3 A key objective of the strategy for the urban area is to improve its quality. This requires a range of measures including raising design standards, increasing density and applying challenging sustainability standards to new development (see policy CS10).

4.4 There are several key elements that will help to deliver quality places, including:

- Creating mixed use places where a range of activities take place – including local jobs, services and facilities – within high quality and attractive environments. This will ensure the creation of strong communities, not just housing estates.
- Linking the parts of the urban area together and providing a high quality public transport system so that people can easily access the town centre, with its wider range of jobs, attractions, and other 'higher order' facilities such as major parks, sporting and leisure facilities.
- Helping to achieve a 'step change' in areas where there are existing social and environmental problems. By looking at these areas as part of a wider plan, they can often be helped to 'work better'. This might be by injecting new development and activity to help sustain local shops and services, or by improving links to surrounding areas so that people have better access to a wider range of jobs and services.

4.5 The proposed scale of growth at Ashford provides an opportunity to alleviate some of Ashford's existing problems and spread the benefits of growth more widely to help tackle disadvantage and social exclusion.

4.6 These issues have been reflected in the development of the spatial masterplan. It is because of the need to spread the benefits of growth that significant development is proposed within the existing urban area during early years of the LDF period.

The "Mend Before Extend" Approach

4.7 The GADF masterplanning exercise fully endorsed a "mend before extend" approach to development in Ashford. This involves seeking to correct existing fundamental problems and aiming to improve the quality of life for residents and visitors to Ashford, before attempting further growth. Such problems may be related to a combination of the poor quality of the environment, relative inaccessibility and lack of social or community facilities. By focusing development where it can enable key improvements to the quality of the urban area and its infrastructure from an early stage and improving connections between proposed and existing development areas, the town will be better placed to support major peripheral growth.

4.8 For example:

- **Stanhope** – new development is needed to improve the accommodation and local facilities here and revitalise the area without increasing significantly the current density.
- **Newtown Works** – a new mixed-use district based on the former Newtown railway Works and land at Hunter Avenue.
- **Ashford Barracks** – currently being developed as a new neighbourhood.

4.9 In addition, the Canal District area was highlighted in GADF as a potential mixed use development area that could harness the potential of associating development with waterside assets and help to link the existing development at Park Farm and the proposed development at Kingsnorth with the main built-up area. However, floodplain constraints and, if these could be overcome, the need to implement ecological mitigation measures, mean that development in this location may not be practicable within the LDF period, if at all. Accordingly, the CS makes no provision for development in this area at the present time although this matter will be considered further in the first review of the CS.

4.10 In accordance with this "mend before extend" principle, development within the existing urban area will be prioritised in DPD allocations and where possible, phased to come forward in the first half of the LDF period.

Providing a Range of Growth Opportunities

4.11 Although initial development proposals should be focused on the existing urban area, the Council recognises that it needs to provide a range of opportunities to enable the market to respond to the growth targets set for the town. In practical terms, this means providing for different types of development in a variety of locations.

4.12 Therefore, it is proposed that some limited greenfield development should also come forward at an early stage. The GADF identifies a limited number of locations where relatively small land releases could be made on the periphery of the town in order to facilitate the early provision of key infrastructure projects and it is in these locations that allocations could be considered. Such land releases would help to bring forward infrastructure that will help to facilitate other development earlier and help to maintain a steady and varied flow of residential development choice for the local market.

4.13 For example:

- **William Harvey Hospital area** – potential to provide a number of new houses near the hospital for future growth of local affordable key worker homes close to a major employer and to provide a new point of access to the hospital to accommodate its growing sub-regional role.
- **Kennington North** – limited new development to improve the viability of public transport services, reinstate a "heart" to this area, and to help deliver a new road link from the A28 to the A251.

4.14 In addition, some housing development may be required at Conningbrook if the aim of creating a regional watersports facility in that location is to be realised. However, the scope for accessing development in that area by sustainable means of transport will need careful consideration. This matter together with the optimum amount of housing development there and in the locations referred to in paragraph 4.13, as well as the optimum balance between these areas, will be considered and specified in the Urban Sites & Infrastructure DPD. The figures contained in the housing trajectory are illustrative only and may be subject to variation.

4.15 However, it should be stressed that the release of peripheral greenfield sites needs to be strictly controlled. The release of sites that would not enable key infrastructure or would potentially undermine the viability and sustainability of the overall growth model by their size or location are not consistent with Government policy guidance or the overall principle of the compact growth model for the town.

4.16 The Council recognises that it is impractical to deliver the scale and phasing of development proposed for Ashford by a strict adherence to a sequential approach to the release of land, since this would not enable the required infrastructure to be delivered in the right timeframe to allow the growth of Ashford to be planned and managed in a sustainable manner.

4.17 The parallel implementation of a "Mend Before Extend" approach and a carefully targeted phased release of greenfield sites enables key improvements to be made to the quality of the urban area, whilst also allowing infrastructure improvements to be made at an early stage. As a result, the town will be better placed to support major peripheral growth as the growth agenda is implemented.

Mix of uses/employment

4.18 A key principle in Ashford is the sustainable growth of job opportunities to maintain a balance with house building. Outside the town centre and main urban expansion areas employment growth is expected to be provided primarily in a small number of industrial estates and business parks, often located close to motorway junctions. These include a new area at Sevington, close to proposed motorway junction 10A, as well as existing areas at Eureka, Henwood and Orbital Park. Together these will make a significant contribution towards achieving the job creation target in Policy CS4, as well as the aims set out in GADF and regional planning guidance. In addition, some jobs will be provided by the intensified use of some existing employment areas such as Cobbs Wood and Chart Estate.

Development Phasing

4.19 The urban area is a key hub of services, infrastructure and employment and so it is crucial to ensure that its capacity to support further development is improved as a priority. Past experience has shown that this cannot be done by simply allocating sites for development within the existing urban area and hoping that they get developed first. More direct control over phasing will be needed.

4.20 Allocation of sites within the Ashford urban area will take place in the forthcoming Urban Sites & Infrastructure DPD. Housing allocations will be phased to take account of the objectives referred to above. These will also take into account the availability of sites and their specific constraints as well as the likely construction rates that may be achieved. In order to provide a level of flexibility in the development market to cater for short-term trends in the housing market, it is desirable to have a proportion of 'over-supply'. Thus, the Urban Sites & Infrastructure DPD should aim to identify land for at least 10% more dwellings than the target in policy CS4 below. This figure makes no assumption about the potential contribution from small, non-allocated 'windfall' sites which may also come forward in this period.

4.21 In order to provide flexibility for prospective developers and occupiers, and to increase the likelihood that employment growth will match house building, an overprovision of employment land will also be made. In this case the aim will be to have an overprovision in the order of 40%. However, the release of employment land will not be phased.

4.22 The Ashford Urban Capacity Study 2006 has assessed the potential residential capacity of sites within urban Ashford. It suggests that only limited potential exists beyond that shown in the housing trajectory. However, this matter will be considered further in the Urban Sites & Infrastructure DPD.

4.23 There will necessarily be an element of flexibility in the phasing of greenfield site releases over the lifetime of the Core Strategy to ensure that planned infrastructure improvements can occur where phased sites cannot be delivered as soon as was expected. However, the onus will be on applicants to demonstrate to the Council's satisfaction that there is a good reason to depart from the phasing approach set out in this policy or the Urban Sites & Infrastructure DPD.

POLICY CS4: Ashford Urban Area

In the Ashford urban area, priority will be given to identifying brownfield sites for development in the Urban Sites and Infrastructure DPD. These developments must help to add to the quality of the urban environment; and improve local facilities and the connections between areas of the town. Additionally, greenfield sites adjoining the Ashford urban area will be identified for development where they would bring similar benefits or help to secure key infrastructure for the benefit of the locality or the wider town.

Land will be identified sufficient for about 6,625 new jobs to be provided (plus a flexibility allowance of about 40%) and 3,500 additional dwellings to be built during the period up to 2021 in or adjoining the Ashford urban area (in addition to any contribution from 'windfall sites'). To encourage best use of land in the urban area, housing development will be controlled by phasing through the Urban Sites & Infrastructure DPD and completion rates will be regularly reviewed and will feed into the monitoring of the overall housing supply.

Development will need to show how it has been carefully integrated into the surrounding area to improve connectivity and, in particular, how it will help to regenerate and/or tackle the particular needs of areas currently performing less well.

5 Ashford Urban Extensions

The location of the proposed urban extensions

5.1 Having concluded that a small number of major new urban extensions is the most sustainable manner for Ashford to expand, GADF went on to consider the most appropriate locations for such extensions. Although this consideration had regard to the broad area of search identified in RPG9 (July 2004) it also took into account the advice in the supporting text to Policy 2 of that document that the GADF study would need to further refine the areas of search in informing the LDF.

5.2 The GADF report describes in detail the evolution of the preferred option. However, in some cases the justification given for preferring some locations to others is unclear and/or incompatible with the information base that now exists. In particular, the conclusion in GADF that a third SMARTLINK route serving the Kingsnorth area would not be viable has been demonstrated to be incorrect.

5.3 Notwithstanding this, the conclusion that, initially, development should be focussed on two major urban extensions that can be linked to each other via the town centre by a high quality bus-based public transport system, such as SMARTLINK, has much to commend it. It would help maximise the passenger potential of SMARTLINK whilst that system is being established; allow for infrastructure improvements to be concentrated in the fewest locations; reduce the risk of much needed redevelopment of brownfield sites being discouraged; and minimise the time required for the two areas to become sustainable communities.

5.4 In addition, there are sound reasons for supporting the two areas identified in GADF which are located to the south-east and south-west of the existing built up area. In particular, such a distribution has the following benefits:

- existing permissions and Local Plan allocations to the south-east of the town can be carried forward in a way that improves their sustainability;
- development to the south-east also takes advantage of and reinforces the case for proposed new motorway junction 10A;
- development to the south-west is resilient to any delays in completing junction 10A;
- impact on existing settlements around Ashford is minimised; and
- floodplains and environmentally sensitive areas such as the foreground to the AONB, historic landscapes and high quality agricultural land are avoided.

5.5 The Core Strategy therefore endorses the proposed expansion areas at Cheeseman's Green/Waterbrook and Chilmington Green/Discovery Park. However, relying on those areas is likely to result in delivery problems that would prejudice the required amount of house building taking place in Ashford by 2021 and would not provide a sound base for the further development that GADF envisaged up to 2031. It will therefore be necessary to identify and formally adopt a third expansion area no later than 2014.

5.6 At present it is not possible to conclude where a third area would be best located. At Kingsnorth, the reasons for GADF preferring one area over others in the same general locality are unclear. In addition, the potential for development to the north-west of Ashford requires further consideration.

These matters, together with the ability of the various areas to facilitate an extension of the SMARTLINK system (without compromising other objectives) will therefore be investigated further in an early review of the Core Strategy prior to the identification of a third expansion area.

5.7 Detailed proposals for the two initial expansion areas will be set out in an Area Action Plan (AAP) for each area. The following comments are intended to provide guidance for those plans.

Cheeseman's Green/Waterbrook

5.8 Development at Cheeseman's Green will occur on both sides of Captain's Wood. It is envisaged that the main neighbourhood centre will be located to the south-east of the wood, with a local centre serving the area to the north-west.

5.9 Captain's Wood itself is an ancient woodland of high biodiversity value that is vulnerable to impacts from nearby development, including increased recreational pressure. The AAP will therefore need to provide for a management plan to ensure that the wood is properly protected and, if practicable, enhanced.

5.10 Contrary to GADF expectations, the north-western part of the Local Plan allocation, which has approval for employment use, will not be required for floodplain enhancement or wetland park purposes. Moreover, an equivalent area of employment land is to be made available at Sevington, closer to the motorway. However, it has not been demonstrated that this area is required to enable the housing target for Cheeseman's Green to be met in a satisfactory manner. Taking this into account it would be premature to identify this area for residential use at least until a comprehensive employment land review has been carried out which demonstrates that it is no longer required, on quantitative, qualitative or competitive grounds, for employment purposes.

5.11 As for Waterbrook, this area has historically been identified primarily for B8 distribution type uses. However, its use for a more intensive mix of employment, residential and other purposes would help integrate Cheeseman's Green with the existing built up area and provide a high density corridor for SMARTLINK to operate along. Waterbrook could also be a suitable area for relocating existing businesses affected by redevelopment in the town centre or other areas. Consideration will be given to the feasibility of the early release of land in this area.

5.12 About 4,300 dwellings and at least 1,475 additional jobs should be planned for in the combined area by 2021. After 2021 there is potential for about a further 2,200 dwellings and at least 750 jobs.

Chilmington Green/Discovery Park

5.13 Development here would be out of the sequence envisaged by RPG9. However, this is considered justified having regard to the relative lack of highway and other constraints compared to much of Ashford as well as its good connections to the existing built up area. Even so the need to remove constraints at motorway junction 9 are likely to mean that no more than 500 dwellings and 100 jobs would be acceptable in this location prior to 2011.

5.14 Discovery Park is envisaged as a relatively high density residential area immediately adjoining the Park proper on one side and the general residential development at Chilmington Green on the other. The need to define a firm boundary to the Park may have implications for the timing of this development. So too may the need to achieve a satisfactory relationship to other existing and proposed development and ensure the availability of sustainable means of transport.

5.15 In GADF Chilmington Green was originally shown as extending across the A28. However, this is considered inappropriate given the potential effect on the character and setting of Great Chart village and the difficulty of creating an integrated neighbourhood divided by a busy main road. To compensate for this development will be extended further south of Magpie Hall Road. The southerly extent of development will be defined in the AAP taking into account the visual benefits of minimising development on the ridge to the north-west of Coleman's Kitchen Wood. It is considered that provision should be made for not less than 3,350 dwellings and 600 jobs by 2021 and that the overall area has the potential for over 7,000 dwellings and 1,000 jobs in total.

Implementation

5.16 Although there are constraints to development at Cheeseman's Green/Waterbrook, it is clear that these are capable of being overcome in order to allow development to proceed. In particular, works are required to improve the highways infrastructure by creating a new Junction 10A. This scheme is in the Highways Agency's National Targeted Programme of Improvements (TPI) and is expected to be delivered in autumn 2013. By contrast, there are fewer strategic constraints to the delivery of Chilmington Green, which can come forward at an earlier stage. As set out in Chapter 2, phasing will be regularly reviewed to ensure that development comes forward in locations and at a rate appropriate to the level and nature of infrastructure delivery and the progress of development on brownfield sites.

5.17 The development of these new urban extension areas represents a rare opportunity to provide high quality, comprehensively planned communities. Development will need to accord fully with the key aims and objectives for the urban extensions as set out in Policy CS5.

5.18 AAPs will be produced in order to provide a framework for the development of Cheeseman's Green/Waterbrook and Chilmington Green/Discovery Park, which will expand upon the aims and objectives set out in Policy CS5. The AAPs will include a masterplan for the development of these areas, against which development proposals will be expected to accord. Consideration will be given to the feasibility of realising the benefits of early development in the Waterbrook area in advance of the currently envisaged adoption date for that AAP (January 2010) including appropriate employment development in accordance with the aims set out in Chapter 7. However, development will not normally be allowed on land which is not allocated in the AAPs, or which does not accord with the design standards and other planning aims and objectives to be set out in the AAPs.

5.19 It was always clear that the total planned growth for Ashford cannot be accommodated wholly within the LDF period. The GADF report proposed growth up to 2031 in line with the Sustainable Communities Plan. In order for the masterplan to fully achieve its aims and benefits, there is a clear need

to build the new urban extensions to their full and logical extent as identified in the GADF report. This assumption will allow for the proper comprehensive planning of these areas and their infrastructure from the start and provide the means for investment in those areas to be encouraged.

5.20 The land to be allocated for these areas represents a valuable land resource that must be used in the most sustainable manner. If development is not comprehensively planned, there is a significant risk that the full benefits arising from this opportunity to create high quality new districts will not be successfully realised. It is therefore essential that the development of these areas takes place in accordance with the approved masterplan and phasing timetable, which will be linked subsequently to an Infrastructure Delivery Plan for the Ashford Growth Area that will set out the full range of infrastructure requirements necessary to deliver the full GADF development up to 2031. This Delivery Plan is being prepared for the Ashford's Future Delivery Board and will help to inform key spending priorities, funding bids and delivery plans for the various agencies and organisations involved in infrastructure delivery. AAPs will also include plans showing how, where and when on-site infrastructure should be provided.

5.21 Where necessary, the AAPs will be supplemented by development briefs and design codes, which will provide more detailed guidance for the development of these areas, or specific sites within these areas. Where produced, these documents will also form part of the LDF and will therefore require full consideration when proposing new development in these areas. Development briefs and design codes will be subject to public consultation.

POLICY CS5: Ashford Urban Extensions

With immediate effect, major new development areas are proposed at Chilmington Green/Discovery Park and Cheeseman's Green/Waterbrook. In addition, a third area will be identified and formally adopted no later than 2014. The location of this area will be established in an early review of the Core Strategy

The Chilmington Green/Discovery Park area should be planned to accommodate no less than 3,350 dwellings and 600 jobs by 2021 and has the potential for over 7,000 dwellings and about 1,000 jobs in total.

The Cheeseman's Green/Waterbrook area should aim to accommodate about 4,300 dwellings and enable the creation of at least 1,475 jobs by 2021 and has the potential for a further 2,200 dwellings and at least 750 jobs post 2021. The Waterbrook sub-area should make provision for at least 15 ha of employment land unless this is shown to be unnecessary due to the number of jobs being provided on other land in the sub-area.

The third area should aim to make provision for about 1,500 dwellings and 200 jobs by 2021 and a further 2,000 dwellings and not less than 250 jobs by 2031.

The development of these areas must be planned and implemented in a comprehensive way that is linked to the delivery of key infrastructure. Area Action Plans will be produced to guide the detailed planning of these areas, supplemented where needed by development briefs and design codes. These will need to achieve the following core aims:

(a) to create flexibly designed, mixed-use places of real character, with well defined local centres reinforced by variations in the density of development. The overall layout must be designed to maximise the potential use of public transport, walking and cycling;

(b) to incorporate high quality and innovative building design, public spaces and landscaping to create strong character areas within the development and, overall, a coherent sense of place. Innovative proposals will be needed to deal with the future management and maintenance of public spaces and facilities, and for community development initiatives to help create a vibrant local community;

(c) to be well related to the rural landscape surroundings by the creation of a well designed and defined edge to development and a sensitive transition to adjoining areas and the wider countryside. Proposals will need to include plans for the long term use and management of these areas to best respond to the various interests at stake – including landscape and heritage protection, nature conservation and ecology, flood mitigation and sustainable drainage, public access and agricultural uses;

(d) to be developed at a rate which is supported by the delivery of infrastructure and the elements required for a balanced, mixed community. Area Action Plans for these areas will need to relate both to the delivery of strategic off site infrastructure and to a detailed plan that shows how on-site infrastructure will be provided, when needed, linked to the rate of development on site.

6 Tenterden and the Villages

Spatial Objective

- To sustain vital and viable communities in Tenterden and the villages with the larger service centre roles that serve the surrounding smaller villages and countryside.

The role of The Rural Area

6.1 The remaining areas outside the Ashford Growth Area are rural in nature. These areas are rich in environmental and landscape quality and protecting and enhancing these characteristics is paramount. However, rural towns and settlements need to be able to grow to sustain themselves. Providing balanced growth opportunities to enable people to live and work in their own rural town or village and the support of local services is a key recurring theme that comes through consultation with rural communities as is the strong desire to retain the qualities of an attractive environment that define the character of the rural settlements. How best to strike this balance is at the heart of a planning strategy for the rural areas.

Growth levels in the rural area

6.2 Extrapolating the residential target for the Borough as a whole in policy HP1 of the Kent and Medway Structure Plan, and comparing it with the emerging Regional Guidance figure for the Growth Area, suggests that 1,500 additional dwellings will be required in the rural parts of the Borough over the period 2001-2021. The Tenterden & Rural Sites DPD will consider in more detail whether this figure represents a sustainable balanced growth target for the rural area of the Borough.

6.3 In recent years development on windfall sites in the rural area has averaged about 35 dwellings annually. However, to comply with PPS3 no reliance is placed on windfalls for the first 10 years of the Core Strategy, but a notional 175 windfall units allowance is assumed over the period 2016-2021. The validity of this assumption will be reconsidered when the Core Strategy is reviewed. Taking into account completions in the rural area between 2001 and 2006 this indicates a need to make allocations for about 1000 dwellings based on the 1,500 overall figure referred to above.

Rural Housing Requirement 2006 – 2021	
Ashford Rural Area 2001 – 2021	1500 units
Completions - Local Plan allocations 2001-06	143 units
Completions - windfall sites 2001-06	177 units
Assumed windfalls at 35 p.a. 2016 - 2021	175 units
Rural residual requirement 2006 - 2021	**1005 units**

Settlement Hierarchy Approach

6.4 Rural settlements differ in their scale and their ability to sustain growth. Larger settlements generally offer more service provision as they incorporate more houses, jobs, existing infrastructure, better public transport provision and community facilities. These settlements can provide a critical service centre role for a wider surrounding area and have the ability to accommodate and sustain proportionally higher levels of allocated growth, allowing them to build on their key service centre role.

6.5 PPS7 expands this sustainable planning principle for the rural areas specifically and states that growth in rural areas should be located in or near to local service centres where employment, housing including affordable housing, services and other facilities can be provided close together.

6.6 The Council's policy approach to the distribution of development in the rural areas in the Core Strategy has three main strands: an updated, reviewed sustainability matrix; an assessment of the potential for a village to act as a local service centre, and an allowance for robustly prepared and articulated local views to shape the policy.

Sustainability matrix results

6.7 The sustainability matrix originally used in the Borough Local Plan was reviewed to take account of a wider range of factors in order to give a broader and more robust guide to the relative sustainability of a parish area, and to account for any changes in service provision that may have occurred since the previous survey was undertaken. It will be updated again in the Tenterden & Rural Sites DPD to take account of recent changes and any likely future changes in, for example, post offices and schools. An indicator relating to employment provision will also be added. Subject to these refinements, this approach continues to be a very useful guide to a settlement's relative sustainability as a local service centre and its potential to either carry on that role or enhance it. The matrix represents a consistent and objective methodology (see Housing Background Document).

Role of service centres

6.8 Whilst larger settlements generally offer more services, some smaller settlements also have a role to play as localised service centres for their immediate surrounding area, particularly if they are relatively remote from a larger village. The role and distribution of local service centres will be considered further in the Tenterden & Rural Sites DPD.

Local Views

6.9 The Council is pro-active in its approach to community engagement in the planning system and has undertaken several workshops and consultation stages that have helped to shape the Borough's Community Strategy; engaged with local communities to produce Parish 'Wish Lists', Village Design Statements, Parish Plans and other appraisals. The LDF Statement of Community Involvement provides more details of these processes.

6.10 In its rural spatial planning policy the Borough Council will seek to reflect the wishes of local people, where these have been properly established through appropriate consultation procedures, so far as they are consistent with sound planning. Exceptionally this may justify allocating small amounts of development in settlements where this is not indicated by their position on the sustainability matrix but where doing so would help to resolve a specific and clearly established local social, community or economic issue. (This does not include local needs housing which is dealt with separately.)

6.11 Rural local needs housing developments are specifically reserved for people already associated with the locality, usually by residence or work place. Local needs housing is delivered through an 'exception sites' policy that permits residential development to occur on sites that would not otherwise be acceptable for such purposes. This approach has delivered 23 rural local needs schemes in the Borough and this is still the preferred way to deliver such sites. Therefore, it is not proposed to make specific site allocations in the LDF for local needs housing.

The proposed settlement hierarchy

6.12 Within the Borough, Tenterden is by far the largest settlement outside Ashford and its role as an important service centre is well established. Therefore, clearly it should accommodate the highest proportion of allocated growth outside the Ashford Growth Area. After Tenterden, it is consistent with existing Local Plan policy to include Wye, Hamstreet and Charing as a second tier of the settlement hierarchy. These settlements scored very highly on the matrix of sustainability indicators and are considered suitable to continue to accommodate modest residential allocations in the future.

6.13 Although Tenterden, Charing, Hamstreet and Wye could be accorded proportionally higher levels of allocated growth, restricting all the allocated development to these settlements would result in a significant expansion that would be out of scale and potentially damaging to their character. Therefore other settlements need to be considered for allocated development.

6.14 The additional development requirements in the Core Strategy are best achieved by broadening the Local Plan settlement hierarchy with an additional tier, by identifying a number of medium-sized villages that could accommodate a small amount of new development over the LDF period. These are derived from a combination of the outputs of the sustainability matrix and the extent to which they do, or could, play a localised service centre role, as well as the views of the local Parish Council. This tier is fairly broad so as to limit the potential impact on any single settlement.

6.15 Chilham, Biddenden, Bethersden and Woodchurch all scored highly in the sustainability matrix. They also play an important role as a local service centres to the rural areas surrounding them which incorporate numerous small settlements. These identified service centres are identified on the Borough Diagram (Figure 1). Great Chart and Kingsnorth, which also scored highly, have not been included in the third tier because of concerns regarding the effect that further development could have on their character given their proximity to the Ashford urban area, although they may be suitable for limited infilling.

6.16 Aldington is included in the third tier as, although it scores only moderately well in the sustainability matrix, it does act as a significant local service centre for the rural area in the south-eastern part of the Borough with several smaller settlements surrounding it. In addition, the Parish Council were particularly keen to foster this role and were supportive of the principle of growth. In this latter respect it can be distinguished from Brabourne and Smeeth which is in the same general area and scores similarly in the matrix. Mersham, like Great Chart and Kingsnorth, would be close to the expanded urban area.

6.17 Rolvenden and High Halden score reasonably well on the sustainability matrix process. However, both these settlements have a smaller local service centre role as the periphery of their surrounding area is already well served - Rolvenden is near to Tenterden and High Halden is relatively close to several other service centres, particularly Tenterden, but also Biddenden, Bethersden and Woodchurch. In addition, the number and quality of facilities in High Halden has declined since the matrix assessment was carried out. The suitability of these settlements for allocations will be considered further in the Tenterden & Rural Sites DPD. However, on present information, it is unlikely that High Halden will be included in the third tier.

6.18 Challock and Hothfield have also indicated a desire to have some small scale allocated development in order to address specific local concerns about the continuing vitality of the village. However, they did not score particularly highly on the sustainability matrix. In addition, Hothfield is a very small settlement that seems to have a limited role as a local centre, whilst Challock is within the AONB. Their suitability for inclusion in the third tier will therefore need to be considered further in the Tenterden & Rural Sites DPD but unless there is a compelling local need that could only be addressed in this way, it is unlikely that Hothfield will be included.

6.19 Pluckley Parish Council has also expressed some desire for additional development. Moreover, Pluckley scores more highly on the matrix than Aldington and has the potential to act as a local service centre for a substantial rural area in the western part of the Borough. Other villages in this area do not appear to have a similar desire for development and Pluckley has therefore been provisionally included in the third tier.

6.20 The proposed breakdown of the rural housing target between the settlements and tiers is set out in policy CS6. If, after a more detailed consideration of constraints to be carried out in the Tenterden & Rural Sites DPD it proves impossible to identify enough suitable land in a particular settlement, that land may be reallocated to another settlement of equal or higher rank in the hierarchy. If satisfactory sites cannot be identified in the rural area as a whole sufficient to meet the rural housing target, further consideration may be given to whether the PPS3 test for including a 'windfall' allowance has been met.

Phasing Approach in the Rural Areas

6.21 Government policy clearly states the need to manage the release of land for housing properly and monitor the progress of sites closely to ensure that adequate provision is made for new development and that significant over supply situations are avoided. A phased approach ensures there is a properly managed release of land. In addition, demand in the rural settlements is such that a single release of sites would result in pressures for additional

land releases towards the end of the LDF period. Therefore a two phased release of allocated sites is proposed in policy CS6. The first phase runs from 2006-13 and the second from 2014-2021 to provide a consistent supply across the LDF period.

6.22 This approach allows for a review of the amount of land required for housing in the rural area after the first phase. On a proportionate basis, sufficient land for 450 new housing units will be allocated in phase one.

Employment in the rural settlements

6.23 Rural businesses provide many local jobs and services in villages and the rural area. The rural economy needs to be encouraged and stimulated, whilst also protecting the landscape, the character of rural settlements, the best agricultural land and the nature conservation value of the countryside by taking into account the scale of the proposed development, the quality of the surrounding landscape and the extent to which any serious impacts could be mitigated. Subject to environmental considerations the aim is to ensure that the jobs to homes ratio in the rural area as a whole, and in the larger settlements in it, does not deteriorate.

6.24 Tenterden's role as the key local service centre in the Borough after Ashford means that it has an important economic role for its residents and those in the surrounding settlements. With additional provision to be made for residential development during the LDF period, provision for new small-scale business development (use classes B1-B8) and service industries should also be made within, or adjoining, the built up area of Tenterden. The majority of existing businesses are small scale and proposals for additional small-scale businesses serving local requirements will help to bolster the town's role. The special character and quality of Tenterden means that employment proposals should not conflict with conservation objectives and protect the town's special character. Such development should be appropriate in scale to its surroundings and without significant effects on amenity, character and setting of the area.

6.25 Employment development of an appropriate scale may also be acceptable in or next to other villages, especially those identified in the rural settlement hierarchy, and, subject to environmental considerations, will be encouraged where it would meet a local business or community need, or help to maintain or enhance the vitality of the community. Detailed policy guidance will be provided in the Tenterden & Rural Sites DPD.

6.26 Conversely, the loss of business sites and buildings in Tenterden and the villages reduces the prospect of jobs being provided locally. More sustainable patterns of activity rely on reducing potential travel distances and so opportunities for local employment need to be retained. Employment sites are often vulnerable as they generally command higher values if redeveloped for housing. Therefore, in principle, proposals that would result in a net reduction of usable and viable employment space on a site within or adjoining a village should not be permitted. Detailed policy guidance will be brought forward in the Tenterden and Rural Sites DPD.

6.27 The presence of higher education, related research and business at Wye over the years has helped to support a thriving, mixed local community but has also been an important part of Ashford's wider academic and business offer. Work on generating the jobs needed to support Ashford's growth role

has repeatedly highlighted the importance of further and higher education. This can improve local skills, create a skilled workforce for incoming investors and generate spin-off businesses arising from local research and development. The fluctuating and uncertain situation regarding the Wye campus will be reviewed in the Tenterden and Rural Sites DPD and policy guidance brought forward on how the aim of retaining a high quality, knowledge-based presence in the area can best be achieved.

POLICY CS6: The Rural Settlement Hierarchy

In the Borough outside the Ashford Growth Area, housing site allocations will be made through the Tenterden and Rural Sites DPD based on a hierarchy of settlements suitable for limited expansion. Subject to a more detailed assessment of environmental constraints to be carried out in the Tenterden & Rural Sites DPD, the aim is for the allocations to be distributed at the following settlements and within the following periods:

	Phase 1 (2006 - 2013)	Phase 2 (2014 - 2021)
Tenterden	220	280
Charing	50	60
Hamstreet	50	60
Wye	50	60
Tier 3 settlements*	80	90
Totals	450	550

*** The composition of this tier will be finalised in the Tenterden & Rural Sites DPD. At present it is expected to include Aldington, Bethersden, Biddenden, Chilham, Pluckley and Woodchurch, together with, probably, Challock and Rolvenden.**

The hierarchy will also be used as a basis for employment land allocations, again to be made in the Tenterden & Rural Sites DPD on a scale capable of avoiding any worsening of the jobs to homes ratio in the rural area as a whole and the larger settlements in it. Proposals for other forms of development in the rural areas will also be tested against the hierarchy and will normally be expected to reinforce it.

The Countryside

Development in the Countryside

6.28 The final section of the spatial strategy covers the remaining parts of the Borough – the small settlements and hamlets not covered by policy CS6, the 'urban fringe' areas outside the main settlements and areas proposed for development and the largely open, undeveloped countryside that characterises much of the Borough.

6.29 These areas are different in their individual characteristics but together they contribute to the prevailing rural character that makes the Borough such an attractive and diverse place to live, work and visit.

6.30 In order to protect the character of the countryside and reduce journey lengths, new built development in the open countryside outside existing settlements, and outside areas allocated for development, should be strictly controlled in accordance with Government planning guidance (PPS1, PPS7 and PPG13). The Government's overall aim is to protect the countryside for

the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the protection of natural resources and so that it may be enjoyed by all. This is reflected in the draft South East Plan and the Kent & Medway Structure Plan and this should similarly be reflected in LDF policy.

6.31 Alongside this key principle, is the need to encourage an active and vibrant rural economy that will support jobs and services in the rural area. This could include a range of enterprises from agricultural and forestry related development, farm diversification proposals, to leisure and tourism facilities and small-scale employment uses.

6.32 Such developments will be supported in principle provided they are appropriately scaled, located and designed and give rise to no serious problems. However, uses that would generate a significant number of trips may not be suited to sites in the countryside if there is not a regular and reasonably frequent public transport service. Further guidance on how it is intended that a vibrant rural economy will be achieved will be set out in the Tenterden & Rural Sites DPD.

6.33 There are two Areas of Outstanding Natural Beauty (AONBs) in the Borough – the Kent Downs and High Weald. These are statutory designations of national importance where the conservation of the natural beauty of the landscape and countryside is the nation's primary objective. The Council has a statutory duty to protect the character of the AONBs and so, in accordance with Government guidance in PPS7, major developments will not be permitted in AONBs unless there are exceptional circumstances where a need is proven, no other sites or alternative provision are available and any detrimental impact on the landscape and environment can be moderated. Also, development located outside an AONB but which would have a significant adverse effect on the setting of the AONB should also be resisted. Small-scale development in AONBs may be acceptable insofar as it is supported by the guidance in PPS7 and is well designed, suitably located and is necessary to benefit the local economy or social well-being of communities, and providing it supports the aim of conserving and enhancing natural beauty.

6.34 In addition to the AONBs, the Ashford Landscape Character Study identifies a number of landscape character areas across the Borough. These range from the North Downs in the northern part of the Borough to the High Weald and the Romney Marsh in the south. These landscape character areas have evolved and are continuing to change. The most distinctive characteristics of these areas should be conserved and enhanced when new development occurs. Important landscape and habitat features including trees and woodlands, hedgerows, wetlands, ponds and rivers, should be protected from any adverse effects from development. The Borough contains five locally designated Special Landscape Areas: North Downs; High Weald; Greensand Ridge; Low Weald; and Old Romney Shoreline. The Tenterden & Rural Sites DPD will indicate whether these areas are to be retained, and, if so, why that it is considered to be justified given current Government guidance in PPS7. If necessary, specific policy guidance for such areas will be set out in that DPD.

6.35 The Core Strategy identifies strategic locations at the edge of Ashford which are aimed at meeting Ashford's role as a growing sustainable community. Around Ashford in particular, the treatment of the urban fringe and how it interacts with the open countryside beyond is a key issue for Ashford's future development. There is an opportunity to clearly define a fixed and controlled

urban edge to the major new urban neighbourhoods through appropriate landscaping, sometimes but not always in the form of extensive woodland planting, in advance of and alongside new development. Whatever the form of this landscaping, it should seek to establish a physical and natural limit to the peripheral growth and also provide a strong identity for those developments whilst creating new habitat and areas for public enjoyment. More detailed policy on the treatment of the urban fringes with the countryside will be provided in the relevant DPDs.

6.36 The Tenterden and Rural Sites DPD will assess the implications of allowing limited windfall housing developments within villages that fall outside the defined settlement hierarchy. The current Local Plan allows infilling and minor development or redevelopment of up to 4 dwellings within smaller villages. The Tenterden & Rural Sites DPD will review whether this policy should continue, with or without modification, and, if so, which settlements it should apply to.

6.37 The Core Strategy endorses Government guidance on protecting the countryside generally and nationally designated areas in particular. The Tenterden and Rural Sites DPD will consider whether it is necessary to supplement this guidance with more specific advice of a distinctive local character. If so, it will include relevant policies.

7 The Economy and Employment Development

7.1 For Ashford to grow in a sustainable manner the increase in house building needs to be matched by growth in the number of jobs available locally. Between 2001 and 2021 a net increase of 17,500 jobs therefore needs to be planned for in the Growth Area. This will be challenging as, recently, employment development has tended to be more sluggish than house building. Indeed, between 2001 and 2006 it is estimated that only 800 (net) jobs were created.

7.2 A key factor in achieving job growth will be the creation of a strong office market in the town through attraction of new businesses and facilitating the growth of indigenous firms. This will require speculative office development within the town centre to take advantage of the impetus given by much reduced journey times to London from 2009 on the Channel Tunnel Rail Link.

7.3 The Council will seek to create the right conditions for growth in the town centre by improving its image through enhancements of the public realm and by encouraging retail and leisure as well as office developments. The Council will also work with other bodies to identify and promote redevelopment opportunities. Already SEEDA have assembled a strategic landholding of more than 8ha in the town centre as a means of attracting significant private sector inward investment to deliver the high density mixed use schemes envisaged in the Core Strategy. Further details of the measures proposed will be set out in the Town Centre AAP.

7.4 In addition, the Council will seek to promote education, leisure and cultural facilities within the town which, amongst other things, should help to retain a higher proportion of young and well-educated people within the borough. This will further enhance the prospects of creating a dynamic local economy.

7.5 There are therefore realistic grounds for expecting a significant increase in employment in the town centre by 2021. Nevertheless, some uncertainty remains regarding the extent of this growth and how quickly it will occur. Accordingly the strategy for the town centre needs to be complemented by ample provision for employment growth elsewhere.

7.6 Some of this provision should be in the proposed urban expansion areas where the availability of jobs close to homes will help to reduce the need to travel. GADF sought to provide up to 20% of all new jobs in such neighbourhoods and 'living quarter' areas. However, whilst some employment can be expected to follow housing, as a result of the provision of facilities such as shops, schools and other services intended to serve the local population, the feasibility of providing large numbers of jobs that are not population based in these areas has yet to be fully established.

7.7 In any event a significant amount of employment growth will need to be accommodated in traditional industrial estates and business parks, typically with good access to the motorway and the transport network generally. GADF estimated that such areas would need to accommodate 30-35% of the overall net increase in jobs. However, given the uncertainty of the success of the other locations a figure around the top of the range is considered appropriate, indicating a need to provide land for not less than 6,000 jobs in such areas. Job creation in the town centre, and other areas, will be monitored carefully to identify whether this figure needs to be revised.

7.8 In addition, an element of overprovision will be required to allow for contingencies, to provide a degree of choice for developers and occupiers and to encourage competition between land owners. A figure of 40% is considered appropriate for this.

7.9 The Core Strategy identifies 5 main areas where employment land will be provided. A new employment area is proposed at Sevington and there are existing ones at Orbital Park, Henwood and Eureka. In addition, Waterbrook, although becoming more of a mixed use area will retain a strong employment element. These areas are shown diagrammatically on Figure 2.

7.10 The new area at Sevington replaces the similar sized Local Plan allocation at Cheeseman's Green. It is in a high profile location close to the proposed new motorway junction J10A and will provide an opportunity for larger-scale employment developments that are less suited to mixed use areas.

7.11 At Eureka GADF proposed that no more than 20ha of the 46ha of employment land allocated in the Local Plan and remaining available should be programmed for development before 2021 and that this should form part of a mixed use area. However, that would limit the employment offer in one of the areas not constrained by the need for new motorway junction 10A and dilute the emphasis on job creation. Instead the Core Strategy proposes to retain, for the time being at least, the equivalent of the Local Plan allocation (though its location may be reviewed in the Urban Sites & Infrastructure DPD) and identifies a separate housing area. In addition the Council will seek to stimulate job creation in the area by removing any infrastructure constraints and reviewing the types of development that will be acceptable.

7.12 At Waterbrook the proposed mixed use area gives some flexibility over the precise location of the employment and other uses. However proposals for this area will be firmed up as quickly as possible in an AAP or other guidance to ensure that employment development that by its nature and / or location is compatible with the mixed use designation is not discouraged and that any potential for such development pre junction 10A is exploited. It will also be important to ensure that the quantity of land available for employment development is sufficient to enable job targets to be met. As a guideline it is considered that not less than 15ha of employment land should be provided unless there is clear evidence that this will not be necessary as a result of the number of jobs being provided elsewhere in the Waterbrook area.

7.13 On this basis the amount of land in the 5 main employment areas that has not already been developed and is therefore readily available is a little less than that remaining at the end of the Local Plan period, primarily because of the introduction of other uses in the Waterbrook area. Nevertheless, this land could, on the assumptions used in GADF, provide for around 8,000 jobs as well as the 40% contingency allowance.

7.14 However, that depends on the densities achieved in practice and is rather more optimistic than the County Council's Employment Land Survey indicates. This suggests a modest increase in the amount of employment land is required, compared to that remaining available in the Local Plan.

7.15 In any event, the actual capacity of the proposed areas will need to be refined through further detailed investigations in the Urban Sites & Infrastructure DPD or elsewhere. Until this has been carried out and a comprehensive employment land review undertaken, a cautious approach will be adopted

with the aim of maintaining the amount of employment land at about the Local Plan level. In addition, the former Local Plan allocation at Cheeseman's Green will not, for the time being, be released for other uses that would preclude its eventual development for employment purposes.

7.16 In the light of the employment land review, the Urban Sites & Infrastructure DPD will also give further consideration to the general suitability of the distribution and number of main employment areas to ensure that the detailed allocations made in it are the most appropriate. Amongst other things consideration will be given to whether, if suitable areas could be located especially in areas not constrained by the need for new motorway Junction 10A, a greater variety of sites and a modest overall increase in the amount of employment land would be more likely to deliver the step change in job growth being sought.

7.17 The Council will also give a high priority to using the strategic tariff and other sources of funding to remove infrastructure constraints that have deterred employment growth in the past. The tariff will not be imposed on employment development.

7.18 In addition, some existing employment areas such as Chart Estate and Cobbs Wood have potential for redevelopment to higher densities. There may also be some intensification opportunities in the areas close to motorway junction 9. However, as it is intended that these should become more mixed use areas including some residential development it is not expected that they will deliver substantial numbers of additional jobs. The aim will be to introduce new uses with either no net loss of jobs or a modest increase.

7.19 In order to facilitate the redevelopment of such areas, and the town centre, whilst minimising the risk of businesses and jobs being lost to the town, the Council will produce a strategy to help, where necessary, with the relocation of existing firms. This may involve the identification of areas suitable for them to move to. The suitability of Waterbrook for this purpose will be given early consideration. Specific guidance on this matter will be set out in a subsequent DPD or SPD.

7.20 In that part of the borough outside the Growth Area the main objective is to encourage diversification of the rural economy with sufficient growth in the number of jobs to avoid any worsening of the jobs to homes ratio in the area as a whole and, as far as practicable, in the larger settlements in it. More detailed guidance and policies will be included in the Tenterden & Rural Sites DPD.

POLICY CS7: The Economy and Employment Development

The Council is committed to improving the economy of the borough and enabling a range of employment opportunities to be provided that will be sufficient to generate an additional 16,700 jobs by 2021, thus ensuring that employment remains in balance with housing development. This will be achieved by:

- **Working with bodies such as SEEDA to create the conditions in the town centre that will allow the impetus to job growth likely to be given by the introduction of fast rail links to London to be realised. Details of the measures proposed will be set out in the Town Centre AAP.**
- **Monitoring closely the creation of jobs in the town centre and taking early action to remedy any emerging shortfall. This may include identifying additional employment land in other locations.**
- **Complementing the strategy for the town centre by ensuring that there is an ample supply of land readily available for employment development in attractive locations elsewhere. This should be well distributed spatially and sufficient to provide a degree of choice and competition.**
- **Unless shown to be unnecessary by an employment land review and/or evidence of the density of jobs being provided on employment sites the target for the Urban Sites & Infrastructure DPD will be to provide about 100ha of strategic employment land, not already in employment use. This excludes the mixed use area at Waterbrook which should include at least 15ha of land primarily for employment use.**
- **The Urban Sites & Infrastructure DPD will also consider whether, if land can be identified, a modest increase in the amount of employment land and the number of employment sites would be more likely to result in the step change in job creation being sought.**
- **Giving high priority to removing, using funds from the strategic tariff and other sources, infrastructure constraints on employment growth, including capacity restraints at the motorway junctions.**
- **Seeking to stimulate job creation in the Eureka area and reviewing the restrictions on the types of development allowed there.**
- **Clarifying, as a matter of urgency, the locations at Waterbrook where employment development can occur, especially any that can take place before J10A is built.**

- **Protecting existing employment sites/allocations that it is not proposed to 'carry forward' but which have not been specifically identified in the Core Strategy for other uses at least until a comprehensive review of employment land has been carried out.**

- **Developing a strategy, to be set out in a subsequent DPD or SPD, to facilitate the relocation of existing firms in areas identified as having potential for redevelopment for more intensive uses to minimise the risk of existing businesses and jobs being lost to the town. If practicable this will include the identification of areas suitable and available for firms to move to.**

- **Promoting initiatives that will encourage dynamic and well educated residents to remain in the borough and carry out their business here.**

8 Infrastructure Contributions

Providing the infrastructure and community facilities needed to support growth

8.1 A good understanding exists of the range of the infrastructure needed to support sustainable growth in Ashford whilst the costs of that infrastructure are being refined through the emerging Ashford's Future Delivery Plan [3]. It has been estimated that the majority of these costs will be borne by the public sector, by service providers, utility companies and consumers. A minority of the total costs will be derived from developer contributions, funded in most cases from uplift in land values achieved when land receives planning permission. The phasing and release of sites will need to have regard to the ability to provide essential infrastructure.

8.2 Government guidance (circular 5/05) encourages local authorities in growth areas to consider tariff arrangements to respond to the complex packages of infrastructure needed in such areas. This allows for infrastructure to be provided in a timely, well-planned way and is a key part of delivering a sustainable community. This is a fundamentally important issue for this Council and its partners in tackling the growth agenda in Ashford, recognised in Regional Planning Guidance, the draft South East Plan and the Kent and Medway Structure Plan [4].

8.3 Infrastructure is needed at a strategic and site specific level.

- Strategic infrastructure needs arise off-site and are derived from the emerging Ashford's Future Delivery Plan and its phased package of measures needed to 2031 based on the GADF report and accompanying supporting studies. This might include, for example, the improvements needed to the town's transport system to cater for growth, the additional secondary schools needed, or the river corridor management improvements needed to counter flood risk and improve habitats to counter losses elsewhere. New developments add incrementally to the need for this strategic infrastructure. The logical response is to use strategic infrastructure contributions by applying a tariff approach to new dwellings. The tariff will be pooled and applied as described below.

- Site specific contributions relate to needs arising where there is direct linkage between the development and supporting infrastructure needed. This will usually be provided within the development site boundary but may exceptionally be provided in a nearby off-site location or via in-lieu contributions, including for example the necessary link(s) to access the main highway network. There is well-established practice here for contributions to needs such as open space provision and management, community halls and facilities, health centres and affordable housing. The approach of using Section 106 agreements is relatively straightforward where needs are clearly codified in adopted planning policy.

8.4 Complications tend to arise where Section 106 approach is used to seek any necessary strategic off-site contributions – for example, the improvements required to a motorway junction away from the site. In future, whilst site specific requirements will continue to be tackled using Section 106 agreements, the strategic elements will be covered by the strategic

3 Greater Ashford Development Framework (2005)
4 RPG9 Ashford Policy 4; draft South East Plan Policy EKA10; Kent & Medway Structure Plan para. 3.38

infrastructure tariff. With a clear policy approach and with an increasing emphasis by the public sector agencies on working together to agree Heads of Terms earlier in the development process, the Section 106 approach can be streamlined to deliver quicker results and more certainty for applicants.

8.5 The split between the measures that will be implemented using the strategic tariff and those that will be dealt with through conditions or specific section 106 agreements will be set out in a Supplementary Planning Document. However, for guidance only, it is expected that:

8.6 - uses of the strategic tariff will include:

- strategic renewable energy projects such as CHP and bio-mass;
- major flood protection schemes;
- retro-fitting existing properties with water efficiency measures;
- waste recycling schemes;
- strategic road improvements, such as improved access to the M20;
- provision of the SMARTLINK network;
- town-wide cultural, leisure and other community facilities;
- contributions towards primary and secondary education facilities; and
- contributions to a town-wide community development fund.

8.7 Site specific provision is envisaged in respect of the following:

- renewable energy measures to meet the targets in Policy CS10;
- sustainable drainage systems to serve the development;
- improvements necessary to ensure safe and satisfactory access from sites to the local highway, cycleway and footpath networks;
- provision of bus shelters where necessary;
- reserving a route for SMARTLINK if it crosses a site;
- reservation of serviced school sites and provision of a local community 'hub' where these are justified by the amount of development proposed;
- except on very small sites, laid out and equipped open space and play facilities to meet the needs of occupiers; and
- affordable housing in accordance with Policy CS12.

8.8 The above lists are not exhaustive and are not in priority order. Where sites are too small for on-site provision to be practicable or efficient an 'in lieu' contribution to off-site provision may be acceptable. This would be outside the tariff system.

The Strategic Tariff

8.9 The tariff will inevitably only collect a portion of the total costs of infrastructure needed to support the sustainable growth of Ashford. It needs to be set at a level that does not undermine confidence or the incentive to develop and that takes account of the other costs of development – including the site specific contributions. The Council and its partners have been working closely on this issue with major landowners. At present the level is expected to be in the order of £14,000. However, the precise figure and the details of the operation of the tariff will be set in a Supplementary Planning Document which can be easily reviewed and kept up to date. Exceptionally, where

developers face genuinely abnormal costs or for any other reason consider that paying the normal tariff would seriously threaten the viability of a development the Council will be prepared to consider requests for a reduction subject to an 'open book' approach being adopted.

8.10 All residential development in the Ashford Growth Area – general demand and affordable - will be required to pay the tariff. The funding of affordable housing is a complex area and subject to change over time and so, whilst affordable housing will, in principle, be expected to pay the tariff, this will need to be kept under review with our RSL partners to avoid frustrating the delivery of the homes needed to meet people's housing needs. In any event, if specific situations occur where payment of the tariff would give rise to a serious risk that the delivery of affordable housing would be prejudiced the Council will be prepared to consider operating the policy flexibly subject to the risk being properly demonstrated through an 'open book' approach. A similar approach may be adopted, if necessary and appropriate, in respect of housing developments that are put forward as being justified on the basis of enabling other desired development to be achieved.

8.11 No other forms of development will be required to pay the strategic tariff, although in Ashford town centre, contributions are likely to be sought from employment and retail uses to help pay for major public realm improvements to regenerate the town centre. Full details of the mechanism for these town centre contributions will be set out in the Town Centre Area Action Plan and in an Infrastructure Contributions SPD. The SPD will also set out how the tariff will relate to the contributions currently sought under SPG6 and how double payment will be avoided.

8.12 The policy approach has taken account of a number of issues including:

- the importance of incentivising brownfield development in order to make the best use of land;
- the sustainability benefits of re-using existing buildings where possible; and
- the need to make sure that commercial development in the town centre produces the essential improvements needed to the public realm and general ambience of the town centre;

8.13 The policy approach is simple and direct but its operation is likely to need modification over time – hence the commitment to produce the Supplementary Planning Document and keep it regularly updated to respond to unforeseen circumstances or changes in market behaviour.

8.14 The Council recognise that considerable uncertainty exists whilst the Government explores the possible Planning Gain Supplement (PGS) and alternatives such as the Community Infrastructure Levy. The Council has consistently argued that any payments made under Policy CS8 should be offset against any liability arising in future under a PGS or other national regime. If necessary, Policy CS8 and its SPD will be reviewed as a matter of urgency once the Government's intentions are clear.

8.15 Proceeds from the tariff will be applied to identified projects within the emerging Delivery Plan for Ashford's Future. These will be agreed following consultation with landowners and developers and all other stakeholders. At the same time all partners will work to secure commitment - from mainstream and special Government funding and co-ordinated investment by service

providers and infrastructure providers - to a timely and joined-up delivery process. The forward programme of agreed projects will be publicly available and will be regularly updated, with a regular monitoring report. All this is designed to secure the confidence of the private sector and local people in their shared desire with the Council to see well co-ordinated development coming forward with the infrastructure and community facilities needed to support it.

8.16 Outside the Ashford Growth Area, residential development will not be subject to the payment of the strategic tariff but will be required, in principle, to make contributions to infrastructure and service provision in their locality. The level of contributions will be justified through a clear assessment of local needs in specific settlements to be carried out in the Tenterden & Rural Sites DPD. This approach ensures that developer contributions from residential developments in Tenterden and the villages will remain focused on the specific needs of those communities. Specific requirements should be set out when site allocations are made in the Tenterden & Rural Sites DPD and will be reflected in individual site policies.

Site specific contributions using planning agreements

8.17 There are well-established standards for most local facilities required to support new development. These are related to site capacity and are 'triggered' at different stages of site completion so that provision is reasonably closely related to when the need arises. Existing Supplementary Planning Guidance [5] sets these out and explains their adopted plan policy source.

8.18 This Core Strategy has reviewed the range of contributions needed in the light of experience of major sites that have been developed; the masterplanning approach and the assumptions on which the Greater Ashford Development Framework is based; and changing national standards and expectations of what makes for good planning of sustainable communities. The detailed guidance contained in the existing SPG will be reviewed to reflect these changes and will feed into the relevant DPDs.

5 SPG 3 – March 2001, available at www.ashford.gov.uk

POLICY CS8: Infrastructure Contributions

A 'strategic tariff' will be used to secure contributions to help fund the strategic physical infrastructure and other facilities needed to support the sustainable growth of the Ashford Growth Area. Amongst other things, the tariff may be used to facilitate the establishment of community organisations in accordance with Policy CS18.

All residential development [6] in the Ashford Growth Area will pay the tariff - including schemes on allocated LDF sites, in-fill sites and 'windfalls'. Residential development on brownfield sites will be encouraged by a reduction in the full residential tariff rate, as will changes of use of existing buildings or conversions of existing houses to create additional homes.

Employment and retail proposals will not be required to pay the strategic tariff. However, within the Town Centre contributions from such proposals will be sought to help provide for the programme of major public realm improvements needed to regenerate the town. This approach will be set out in the Town Centre Area Action Plan and Infrastructure Contributions SPD.

The tariff will be payable in stages from commencement to completion of the development, related to the scale of development – details of which shall be set out in SPD.

The tariff will be set at a rate, currently envisaged to be about £14,000 per dwelling which should not undermine the viability of development. The rate will be reviewed at least every 3-5 years, following consultation with providers, landowners and developers. Where developers consider that paying the standard tariff would have serious implications for the viability of developments, the Council will encourage an 'open book' approach and where necessary will operate the policy flexibly.

The tariff rates, the processes involved and the levels of any reductions in the full tariff rate will be set out in a Supplementary Planning Document. Detailed specifications of the on-site contributions needed will be set out in site policies in the relevant site allocation DPDs.

Site specific requirements will be tackled using dedicated planning agreements to provide the range of facilities needed. Such facilities will normally be provided on-site but may exceptionally be provided in an off-site location or via in-lieu contributions. Detailed clarification of the facilities that it is expected will be provied on-site and those that are to be provided through the strategic tariff will be set out in SPD.

Outside the Ashford Growth Area, residential development will be required in principle to make contributions towards the infrastructure and community facility requirements of their local town or village based on an assessment of local requirements. Details will be set out in the site allocation policies in the Tenterden & Rural Sites DPD.

6 There is no minimum threshold size – single house sites upwards will be subject to tariff.

9 Design and Sustainability

Background

9.1 Delivering sustainable development is no longer an option: it is an imperative [7]. Delivering sustainable communities requires new thinking and an innovative approach. The growth agenda offers a major opportunity for Ashford. By planning and designing communities that enhance the environment and promote a high quality of life for new and existing communities, development can make a positive economic, social, and environmental contribution to the whole Borough and sub-region. It can also help reduce Ashford's ecological footprint [8], deliver places where people want to live and work, and increasingly help to move towards zero carbon growth.

9.2 High quality design is a key element of making better places and is central to the national policy agenda. There is strong Government and regional guidance on achieving high quality design and delivering sustainable developments and a suite of best practice documents. SPD will be produced to highlight the best contemporary ideas and practices and the high standards aspired to in this Borough. The Kent Design Guide will also be adopted as SPD.

9.3 Regional Planning Guidance (RPG9) and the emerging Regional Spatial Strategy (RSS) also places high emphasis on achieving sustainable development and high quality design. It highlights that Ashford should deliver a 'step change' in sustainable design, construction and innovation [9]. The Regional Development Agency, SEEDA, has also taken a leading role in gearing up to meet the sustainability agenda – studies have assessed the 'ecological footprint' of the South East and a 'Sustainability Checklist' [10] has been produced to help improve the standards of new development.

9.4 Local community aspirations – highlighted in work on the Greater Ashford Development Framework and the Community Strategy – have influenced and led to key Council priorities to ensure that developments are of high quality, create better and stronger places and communities and use sustainable construction methods [11].

Design Quality

9.5 The Council will encourage innovation in the design and layout of new, refurbished or extended buildings, streets and spaces, provided that the existing quality and character of the immediate and wider environment are respected and enhanced and local distinctiveness is generated. A high quality public realm is essential in reinforcing the Borough's assets and in making an attractive, liveable and inclusive place.

7 UK Sustainable Development Strategy, 2005
8 Draft South East Plan, CC2 Resource Use
9 Draft South East Plan, Section E3, Policy 3 Ashford
10 Sustainability Checklist for Developments in the South – East, SEEDA http://www.sustainability-checklist.co.uk/
11 Ashford Community Strategy 2004-2014, Key Priorities for 'Housing and the Environment'

9.6 The Council has identified the key design qualities that will need to be considered in designing and assessing development proposals. The Council's approach to delivering high quality design will be supported, where appropriate, by an array of tools such as development briefs, design codes and collaborative design workshops. The application of these design qualities and design approach to any proposal will be commensurate with the scale of development proposed.

9.7 Proposals should emerge from a robust design process that requires an understanding of local context and public views and aspirations to inform proposals. Developments will be required to reflect the environmental and design standards in the Kent Design Guide, subsequent Local Development Documents (LDDs) and where available, Village Design Statements (VDS) to reflect the local character of villages across the Borough.

9.8 Design and Access statements are required with most types of application in accordance with DCLG Circular 01/2006. These should explain the design thinking behind a planning application. They should demonstrate how the Council's key design principles have been incorporated in the design of the development and how the design has emerged from a robust design process and rationale. Additionally, the Statement should cover general movement to and through the site and its buildings, addressing how all members of society will be able to use the site. Statements should clearly show the groups and people that have been or will be involved in discussing the scheme. Ashford has a strong commitment to utilising collaborative design workshops in the design process to deliver better-designed developments through the input of community and other stakeholders. The findings of any consultations should be explored within the Statement and an explanation given as to how they have directed decisions made by the applicant at this early stage in the scheme's development.

Key Design Qualities

A) Character, Distinctiveness and Sense of Place

9.9 The Borough is made up of many different places, each with their own distinctive characteristics of development form, landscape and surrounding space, both historic and new. All development proposals need to demonstrate that the design has been conceived through a full assessment of the context of the area, particularly where this has a special character or features of interest, whether built or natural.

9.10 Where the built environment is of high quality, development proposals will be expected to have a similar scale, height, layout and massing to the surrounding buildings. Where the surrounding development is fragmented or of poor quality, development proposals will be expected to repair the urban fabric and generate distinctiveness, utilising innovative architectural design combined with appropriate landscaping provision. Developments should utilise the use of artists and the role of culture and local materials to help to foster the identity of new places.

9.11 In an area accommodating significant new development, it is particularly important to retain historic reference points which create a sense of local identity and distinctiveness.

9.12 In particular, consideration should be given to incorporating historic landscape features into the urban green grid. Ancient roads, green lanes and byways should be incorporated into the pedestrian/cycle network. The historic built environment, including listed buildings, conservation areas and sites of archaeological interest, form an important context which should be respected by new development and carefully integrated into new townscapes. New developments should also be responsive to landscape character and topographical features, and actively preserve and enhance environmental capital.

B) Permeability and Ease of Movement

9.13 Places should be designed so that they are accessible and well connected both within the site and to adjoining areas, including potential development on adjoining land. Layouts based on networks rather than extensive cul-de-sac systems are the most accessible offering people a choice of route. New developments should therefore provide or relate to an interconnected network of streets and open spaces.

9.14 Developments should be designed so as to maximise opportunity for sustainable travel and modal shift to occur. Layouts based on networks are those most likely to encourage pedestrian movement, and cycling, and streets should be primarily designed to ensure that they provide an attractive and safe environment for these user groups. Most streets will also need to accommodate the car, including the need for on-street parking spaces. Residential parking to the front of properties can increase the vitality and safety of streets. As density increases, this will mean providing a balance of parking provision between the street, in either allocated and unallocated spaces, and the plot. The successful integration of parking into the design and layout of a development without it becoming a dominant or visually intrusive feature will be of particular importance. The emphasis should be on providing safe, active and attractive neighbourhoods for residents and passers-by alike.

C) Legibility

9.15 Places should have a clarity of form and layout that is easy to comprehend. The hierarchy of form, often marked by an increase in the density and height of buildings towards the centre, helps to provide a sense of place and thus improve its legibility. People's understanding of a place is improved by giving it a strong identity, such as through the placement of landmark buildings or structures at the end of vistas and views, on corners and intersections or incorporating natural features like mature trees and ponds.

9.16 Legibility also works at a more detailed design level. Bland developments that fail to provide a sense of place should be avoided. Understanding what makes a place distinctive and incorporating these elements into the design of a proposal can reinforce its legibility. The size and layout of plots, position of buildings within the plot and relative to the street, architectural design and detailing all have a role to play in reinforcing legibility across an area.

D) Mixed Use and Diversity

9.17 A mix of uses, variety and choice of property types appropriate to the scale and location of the development is fundamental to creating a place with its own character, visual interest and activity. High densities create building forms which can lead to a more intensive mix of uses such as can be seen in the Borough's older urban centres. Nevertheless, in new development it can be difficult to achieve a mix of uses from the outset, but the provision of layouts that are both connected and compact will allow mixed use to evolve over time.

9.18 Modelling movement can establish the most appropriate location for many uses. This is essential for the viability of commercial uses and also for the success of new town squares, village greens and parks.

E) Continuity and enclosure

9.19 All development proposals need to demonstrate that the design and layout has, through the strong physical definition of public and private space, helped to create a safe environment by reducing the potential for crime. This is successful where new buildings and/or landscape create continuity of form and enclosure to the street, and allow overlooking and natural surveillance of the street or open space. This arrangement means that the buildings themselves can define the spaces around them enclosing private space to the rear of the building, within the block. Further guidance can be found in PPS1 and 'Secured by Design' (SBD).

F) Quality of Public Spaces

9.20 Public spaces include roads, streets, paths, squares, parks and other natural green space. The success of public space is dependent on a number of different elements, including accessibility, degree of enclosure, size, the quality of materials and street furniture, lighting, planting, orientation, public art, how well it is overlooked and the uses in and surrounding the space.

9.21 New development will need to demonstrate success at integrating these elements having regard to the intended function of the space. New development should provide high quality, multifunctional public spaces, which are accessible to all and well located to ensure high levels of activity.

9.22 The quality of the public realm is affected by how well it is maintained and a management and maintenance specification should be set out and agreed early in the development process. A Public Realm Strategy will provide further guidance on how the quality of the public realm can be delivered, and it is intended that this will be adopted as a Supplementary Planning Document (SPD).

G) Flexibility, Adaptability and Liveability

9.23 Refurbishment, conversion and extension are usually more sustainable and energy efficient than demolition and new build. New buildings and public spaces should be designed in such a way as to allow alterations to suit economic, social, lifestyle and demographic changes over time and new

standards and technologies, with the minimum of disruption and with the objective of minimising whole life costs and use of resources. The Lifetime Homes standards will be applied as a recognised tool for achieving the design features which meet the needs of most households.

9.24 It is important that adequate living space is provided within new residential developments to provide a reasonable quality of life. This should be reflected in both the internal size and layout of new properties to ensure that living space is efficiently provided to a suitable standard. As such, the Council will set minimum residential space and layout standards (which will be brought forward in a Supplementary Planning Document).

9.25 Developments should provide for the requirements of site service and communication infrastructure, with minimal disruption and need for reconstruction and allow for future growth in service infrastructure. This includes infrastructure for site heating, cooling, power, water, sewage disposal and communications infrastructure which is designed in context with the public realm and be designed for easy access. Communications infrastructure for development in the Ashford Growth Area must include ducting space to enable the provision of fibre optic cabling [(12)].

9.26 Developments should be adaptable and designed to reduce vulnerability to the effects of climate change, throughout the proposed lifetime of the development. The South East Climate Change partnership have produced 'Adapting to climate change: a checklist for development' (2006) which should inform the design of new development.

H) Richness in detail

9.27 Attention to detail is essential if development proposals are to achieve a high quality of design. Visual richness requires quality in design, materials and workmanship. In larger buildings, the design of the facades will need to be broken down to ensure that they have a human scale, avoid the repetitive use of the same visual elements and are visually interesting. Style too is important and the Council wants to encourage innovation in the design of buildings, especially in Ashford's proposed urban extensions where there is a need to create distinctiveness.

9.28 There is clearly a role for high quality traditional designs in an area with a strong historic character but quality modern buildings will introduce variety and interest into the townscape and present a good opportunity to add examples of the architecture and styles of our own period into the landscape. Non-visual richness also has a role to play in achieving quality design, e.g. the use of water and textured surfaces can provide a rich range of tactile experiences. The combination of complementary soft landscaping can embellish architectural richness and should be an integral design feature.

I) Efficient use of natural resources

9.29 Buildings and landscapes should be designed to minimise and make efficient use of natural resources during construction, operation and maintenance. The Capacity Study [13] identified the key resources issues that were critical for the growth of the town, these included energy, water and waste.

9.30 Developments which make efficient use of natural resources can also contribute to climate change mitigation and adaptation, and reduce the ecological footprint of Ashford's growth [14]. New buildings should be designed in a way that makes efficient use of natural resources, this can include minimising the need for energy and water consumption, utilises renewable energy sources, provides for sustainable drainage, supports water re-use and incorporate facilities which encourage reuse and recycling of waste and resources. The use of local sources, recycled or sustainably managed resources can contribute to this approach. Sunlight and energy efficiency should be considered as an integral part of the layout through passive solar design, however this should not have an adverse impact on urban design qualities outlined above.

9.31 New developments should also consider whole-life performance and costs. Developments which reduce energy demand and are highly insulated can also reduce the effect of light pollution [15] and noise pollution.

9.32 Many of the principles of making efficient use of natural resources are dealt with in detail in Policy CS10 which applies to major developments. However it will be expected that those sustainability principles should be considered where appropriate to all types of development.

13 Ashford Capacity: Handbook for Change, Halcrow, 2001
14 Draft South East Plan CC2, SEEDA Taking Stock Report
15 Dark Skies Campaign (CPRE)

POLICY CS9: Design Quality

Development proposals must be of high quality design and demonstrate a positive response to each of the following design criteria:

a) Character, Distinctiveness and Sense of Place

b) Permeability and Ease of Movement

c) Legibility

d) Mixed use and Diversity

e) Continuity and Enclosure

f) Quality of Public Spaces

g) Flexibility, Adaptability and Liveability

h) Richness in Detail

i) Efficient use of Natural Resources

Sustainable Design and Construction

9.33 Sustainable Design and Construction encapsulates a response through the LDF to climate change, natural resource use and wider environmental issues. Sustainable construction can be defined as creating or renewing buildings so that they reduce or avoid adverse impacts on the built and natural environment. The UK Strategy for more sustainable construction 'Building a Better Quality of Life' (DEFRA 2004) suggests a number of key themes that include designing for minimising waste, efficient construction, minimising energy consumption in construction and use, not polluting, preserving and enhancing biodiversity, conserving water resources, and respecting people [16] [17].

9.34 Ashford is particularly vulnerable to the impacts of present and future climate change. Flooding is a barrier to growth and we therefore need to mitigate the causes of climate change by making developments energy efficient and zero carbon. The whole life cycle of a building – from construction, through occupation and renovation, to eventual demolition – requires major resource inputs. These include energy, water, timber and aggregates. There is considerable potential to reduce these inputs, reduce their ecological 'footprint' and often reduce costs for developers and occupants.

9.35 The Council believes that sustainable design and construction standards should be set at a level commensurate with the challenge of climate change, reducing natural resource use and minimising environmental impact.

9.36 PPS1, PPS22, regional planning guidance [18] and recent Government statements [19] all highlight the importance of setting high environmental design standards for new developments in tackling the causes of climate change, reducing resource use and their impact on the environment. The goal of

16 Draft South East Plan, CC3
17 Building a better Quality of Life (DEFRA, 2004), Making it Happen (2006)
18 Draft South East Plan, Policy CC2, CC3, EN1, EN2
19 DCLG Speech to the Green Alliance, DTI Energy Review 2006

policy CS10 is to put development on course to meet the LDF's vision for zero carbon and BREEAM Excellent development. A zero carbon development is one that achieves zero net carbon emission from energy use on site, on an annual basis.

9.37 All developments are encouraged to be zero carbon and meet the BREEAM Excellent standard. To achieve this and provide flexibility for developers this policy relies on a combination of:

(A) The Building Research Establishment Environmental Assessment Method (BREEAM) standard;

(B) A percentage carbon reduction target through on-site sustainable energy technologies.

9.38 The Councils preferred approach is to deliver zero carbon growth through (A) and (B). However, developments which cannot meet this objective because of economic viability or technological barriers can:

(C) Through financial contributions or carbon offsetting from residual carbon emissions deliver carbon neutral developments.

9.39 A carbon neutral development means one with no net additional carbon or carbon dioxide emissions from a building or activity, other than those that are balanced by savings in emissions elsewhere, through carbon offsetting.

9.40 Developments will, where appropriate, be required to demonstrate how sustainability has been addressed in the design by submitting a completed Sustainability Checklist as part of their application. A 'Sustainable Design and Construction' Background Document has been prepared to support polices put forward here. The use of design codes and development briefs where appropriate will be used alongside these standards and the sustainability checklist.

9.41 The Council will prepare a supplementary planning document to help applicants comply with Policy CS10. This will illustrate how we expect developments to meet the zero carbon and BREEAM Excellent goal, including how the carbon neutral policy will be delivered, how to achieve the BREEAM/Code for Sustainable Homes Standard and meet the carbon reduction targets through sustainable energy.

A. The Building Research Establishment Environmental Assessment Method (BREEAM)

9.42 The Building Research Establishments Environmental Assessment Method (BREEAM) is a flexible and widely recognised quality assured scheme that independently assesses the environmental performance of buildings. It has formed the basis for the Code for Sustainable Homes that the Government has produced and has been adopted and implemented by the Housing Corporation and English Partnerships in many of their developments.

9.43 The BRE administers two environmental rating schemes: Code for Sustainable Homes for residential and BREEAM for non-residential developments. Environmental performance is expressed on a scale of pass to excellent, covering issues such as energy, pollution, health and well-being, water, materials, ecology and management. The BREEAM is used as a policy decision making tool because it covers a wide range of sustainability issues within a simplified score and allows the flexibility for developers to meet the target specified how they want.

9.44 The Council will expect the achievement of a BREEAM/Code for Sustainable Homes rating to be supported by a commitment to achieve certification under an appropriate scheme at the detailed design stage. Applicants will be expected to use the BREEAM/Code for Sustainable Homes guidance at the earliest opportunity in their design process.

Priorities for Ashford Borough through BREEAM

9.45 The Borough Council has identified energy, water and materials as key resource issues critical to growth [20]. The Capacity Study highlighted that Ashford should move towards energy, waste and water neutral development through both on-site and off-site measures, the Core Strategy advocates this overall goal. These issues are also reinforced at the national [21], regional [22] and local level [23], including the Community Strategy and the SEA [24] As the LDF will shape development until 2021, each of the major resource issues needs to have its own BREEAM standard.

9.46 Energy – Homes and other buildings should be built to the highest possible cost-effective energy efficiency standards [25]. Energy efficiency is often the most cost effective route to reducing carbon emissions. This can include the siting, design, layout and building orientation to maximise sunlighting and daylighting, avoidance of overshadowing and passive ventilation. Other examples include the NHER (National Home Energy Rating) rating 10, passive solar design, sheltered microclimate, high levels of insulation, heat recovery and combined heat and power. By setting a higher target for energy under the BREEAM scheme energy efficiency is maximised and opportunities for renewable energy are realised. Sustainable energy will be delivered by reducing a percentage of the CO2 emissions through on-site renewable energy, such as solar thermal and micro-wind. Major developments in particular should consider how the integration of Combined Heat and Power (CHP), including mini and micro-CHP, and district heating infrastructure in major developments [26] could be used in meeting the policy requirement. Use of traditional coppice woodland as a source of biomass fuel will be encouraged.

20 Ashford Capacity: A Handbook for Change, 2001
21 PPS1, PPG3 Para.56, PPS10, PPS22, RPG9 Policy INF6, Energy Review
22 Draft South East Plan CC1, CC2, CC3, CC4, Policy E3 Ashford, H5, NRM1, NRM3, EN1, EN3, EN4, SEEDA Taking Stock Report, 2001.
23 Greater Ashford Development Framework, 2005 & Ashford Capacity: A Handbook for Change, 2001.
24 Strategic Environmental Assessment; Greater Ashford Development Framework, 2005.
25 DTI The Energy Challenge; Energy Review, July 2006.
26 Policy EN2, Draft South East Plan, 2006

9.47 Water – The average person in the UK consumes 150 litres of water a day. Increased growth will increase the demand for water. The Integrated Water Management Study (IWMS), the GADF and national [27] and regional policy guidance [28] all highlight the importance of tackling the issues of water as a scarce resource within the growth of Ashford. The higher standards through the BREEAM/EcoHomes scheme can be achieved through a number of design features including the use of rainwater harvesting systems.

9.48 Materials – The construction industry uses about 420 million tonnes per annum of which only 10% is from recycled sources and less than 1% is reclaimed [29]. The choice of materials used therefore plays a key role in delivering sustainable development. This includes the environmental impact of materials, the sourcing of materials, the use of recycled and reclaimed material and the provision of recycling facilities.

Phasing, scale and area

9.49 In applying the policy, three variables will be set:

9.50 (A) Phasing of standards – The development of sustainable design features and construction materials are constantly changing making certain options more viable in an economic, social and environmental sense. The increased focus on sustainable construction and materials will enable the market and supply of these materials and technologies to continue to grow.

9.51 In this area of rapid change and innovation it is impossible to predict precisely what materials and technologies will be viable over the period to 2021. The aim of the LDF is to increase standards over time to reflect these changes and to move towards zero carbon developments and BREEAM Excellent standards. Making this commitment in principle now will allow developers time to gear up to higher and more challenging standards. However, the details of the standards to be applied from 2015 onwards will be set either in a review of the Core Strategy or in a separate DPD.

9.52 (B) Standards by development area - The Ashford LDF will see DPDs being prepared for different spatial areas across the Borough, set out in policies CS3-6. Sustainable design and construction standards are set to reflect the types of development that will be expected to come forward in these areas, rather than an inflexible blanket policy for all developments. The level at which they are set are a balance between their economic viability, social acceptability and environmental impact. As a rule, it is far easier and less expensive to design sustainability into new build than to apply the same standards to existing neighbourhoods. New build should deliver higher environmental standards that take into account the impact of growth on the delivery of sustainable development and quality of life across the Borough. PPS1 and the growing number of flagship schemes have demonstrated the viability of such developments [30] in a variety of locations and type.

27 PPS 25 Development and Flood Risk
28 PPS12, PPS 25 Development and Flood Risk
29 UK Waste Strategy
30 Greenwich Policy – Inspectors Report

9.53 (CS3) Town Centre & (CS4) Brownfield Urban Sites – These will typically be brownfield sites, which can be expensive to reclaim but offer good sale values. The standard recognises this and sets a lower standard than that applied for the new urban extensions, whilst recognising that a larger proportion of development will occur in these areas in the first phases of growth. This can help stimulate the supply of technologies and skills to deliver higher standards later on in the LDF period.

9.54 (CS5) Urban Extensions & (CS4) Greenfield Urban Sites – It is often easier to design-in key sustainable design and construction features and infrastructure into greenfield developments. Policy CS9 will also ensure that developments consider wider issues such as mixed use, sustainable transport and location of facilities which will be a key feature of the new urban extensions. This will help achieve a higher rating under BREEAM/Code for Sustainable Homes for these issues.

9.55 (CS6) Tenterden and the Villages – By setting a lower overall standard whilst ensuring that the core issues are covered it ensures that developments contribute to the sustainable design and construction agenda of the whole Borough.

9.56 Existing and refurbishment - Existing dwellings contribute greatly to carbon emissions and use of natural resources. Policy CS10 introduces a standard for the adaptation of existing development by taking advantage of opportunities afforded by the refurbishment or upgrading of property [31]. This will help reduce the overall ecological and carbon footprint of the Borough, by reducing energy, water and other resource use.

9.57 (C) Scale of Development – Policy CS10 will be applied at major developments, defined as 10 or more dwelling units or on residential sites of 0.5 hectares or more in area, or for non-residential developments, any scheme of at least 1000 sq m gross external floorspace or, any development on a site 1 hectare or more in area. These are the types of development likely to make up a large proportion of the housing growth in the LDF period, and are the suggested threshold for the inclusion of renewable energy in regional guidance [32].

9.58 For development in Tenterden and the Villages, and the Countryside, major development for the purposes of this policy will be defined as 5 or more dwelling units, and 500 sq m for non-residential units, or sites of 0.5 hectares or more in area. This more accurately reflects the likely scale of developments in these locations thus ensuring that they meet the higher standards expected. Despite the lower thresholds in these areas, the lower overall standard required for BREEAM/Code for Sustainable Homes and carbon dioxide reduction will not adversely affect the economic viability of the scheme. All thresholds defined above will apply to cumulative development within the site, even if development is brought forward in separate applications or on separate parcels.

31 Draft South East Plan Policy CC3
32 Threshold as indicated in the draft South East Plan Policy EN1

B. Carbon Dioxide reduction target

9.59 The government have strongly urged local authorities, through the guidance given in PPS22 to set ambitious policies for the percentage of energy in new developments to come from on-site renewables [33], this is also supported at the regional level [34] As a growth area Ashford has the potential to make greater gains in delivering on-site renewable energy particularly in the new urban extensions and the town centre. The percentages set in Policy CS10 are based on a balance between economic viability, the Council's ambitions to minimise the environmental impact of new development and the target for on-site renewables that is needed to deliver a reduction in carbon dioxide emissions if the UK as a whole is to move towards meeting the Energy White Paper target to reduce the UK's emissions of Carbon Dioxide by 60% by 2050. The percentages in policy CS10 are a carbon reduction target through on-site renewables above that required by the current Building Regulations. Setting a percentage target also ensures that the sustainable energy market is developed in the Borough for the wider benefit of the environment and economy. It also prevents carbon neutral developments being achieved solely by energy efficiency and financial contributions.

C. Financial contributions or carbon offsetting to make developments carbon neutral

9.60 The Government has stated their long-term ambition is to move towards carbon neutral developments [35], particularly in the growth areas [36]. Regional policy has also promoted the provision of land as carbon sinks. Policy CS10 will help meet the various carbon dioxide targets at the local (SEA), regional [37] and national level [38], helping Ashford's growth to become zero carbon.

9.61 Any remaining emissions from a development will need to be offset in order to make developments carbon neutral. This will be through a financial contribution and/or off-site renewable energy facilities, energy efficiency schemes and tree planting as part of Ashford's Green and Blue Grid. A Supplementary Planning Document will be prepared that will set out how the carbon offsetting will be administered and delivered; this will be informed by a study assessing the opportunities in the Borough and the approach taken by Milton Keynes [39].

Other Issues

9.62 While the BREEAM/Code for Sustainable Homes standards have been utilised to cover the wide range of sustainability issues that are central to delivering sustainable communities in Ashford, there are further areas which the Council believe should be integral to the sustainable design of new developments. These include:

33 ODPM, PPS22 and Para2.16.7 of the DTI Energy Review 2006
34 Draft South East Plan, SEEDA Taking Stock Report.
35 DCLG, May 2006 Speech to Green Alliance
36 Milton Keynes Unitary Development Plan , Policy D4.
37 Draft South East Plan, Policy CC2,. RPG9
38 Energy White Paper, 2003
39 Milton Keynes Carbon Offset Study , 2004

9.63 Considerate Constructors Scheme: The Council will require that all major developments should commit to achieving a level of performance equivalent to that required under the Considerate Constructors Scheme. The Council will normally expect this to be supported by a commitment to achieve certification under the Considerate Constructors Scheme.

9.64 Waste reduction and recycling facilities: Developments must demonstrate measures to minimise the generation of waste in the construction, use and life of buildings and promote more sustainable approaches to waste management including the reuse and recycling of construction waste, and waste collection facilities.

9.65 Developments should submit and implement a Site Waste Management Plan to minimise the disposal of wastes to landfill, by reducing wastage of materials on site and promoting reuse, segregation, recycling and composting of wastes that arise. The Plan is required to evaluate what level of reuse and recycling is possible and set targets for materials diverted from landfill. Further information will be set out in the SPD.

9.66 Sustainable Construction Materials: While the environmental impact of materials, the sourcing of materials and the provision of recycling facilities will be covered as part of BREEAM the Council encourages the use of construction materials that are sourced locally, and take account of, capital costs, whole-life costs, disposal costs, and adopt the principles of Modern Methods of Construction (MMC).

9.67 Sustainable drainage systems: A number of physical measures are necessary to manage the potential flood risk which would otherwise emanate from the development of Ashford. The most necessary measure is the incorporation of appropriate sustainable drainage systems (SUDS); Policy CS20 outlines the Council's approach to delivering sustainable drainage (SUDS) in Ashford.

9.68 Light Pollution: The Council will require development proposals to demonstrate how it is intended to contribute towards minimising light pollution. Information on these measures must be submitted with applications. Developments should be designed to reduce the occurrence of light pollution and the Council will expect such schemes to employ energy-efficient forms of lighting that also reduce light scatter.

POLICY CS10: Sustainable Design and Construction

All major developments (as defined in paragraphs 9.57 and 9.58) must incorporate sustainable design features to reduce the consumption of natural resources and to help deliver the aim of zero carbon growth in Ashford.

Unless it can be demonstrated that doing so is not technologically practicable, would make the scheme unviable or impose excessive costs on occupiers, developments are expected to:-

A) Achieve the standard set out below or specified in a later DPD, or an equivalent quality assured scheme, with a strong emphasis on energy, water and materials. These requirements will be met through:

(a) Energy and water efficiency,

(b) Sustainable construction materials, and,

(c) Waste reduction.

B) Reduce carbon dioxide emissions through on-site sustainable energy technologies at the percentage set out below or at such other level as may be specified in a subsequent DPD.

C) Be carbon neutral which can be met through a combination of (A) and (B) above, with any shortfall being met by financial contributions to enable residual carbon emissions to be offset elsewhere in the Borough.

Ashford LDF 2007 - 2014						
			(CS3) Town Centre & (CS4) Brownfield Urban Sites	**(CS5) Urban Extensions & (CS4) Greenfield Urban Sites**	**(CS6) Tenterden, the Villages**	**Existing and refurbishment**
(A)	BREEAM	**Residential**	**Code Level 3**	**Code Level 4**	**Code Level 2**	**EcoHomes 'Very Good'**
		Overall level	Very Good	Excellent	Good	Very Good
		Energy Credits	Excellent	Excellent	Excellent	Excellent
		Water Credits	Maximum	Maximum	Excellent	Excellent
		Material Credits	Excellent	Excellent	Very Good	Very Good
(B)		**Minimum Carbon Dioxide Reduction**				
			20%	30%	10%	10%

Revised standards for 2015 onwards will be set in a review of the Core Strategy or a DPD.

Where any site is brought forward as two or more separate development schemes of which one or more falls below the relevant threshold for this policy, the Council will require the relevant targets in the above table to be met as though the site had come forward as a single scheme.

Biodiversity and Geological Conservation

9.69 Government guidance aims to promote sustainable development by ensuring that biological diversity is conserved and enhanced as an integral part of social, environmental and economic development. The Kent Habitat Survey (2003) identified habitats of importance within the Borough. The Borough contains one Special Area of Conservation (SAC) which is of European importance, at Wye and Crundale Downs. Under European legislation, the Borough Council has a duty to ensure that the site is maintained in a favourable conservation condition. There are also a number of Sites of Special

Scientific Interest, (SSSIs), which are of national importance on account of their biological or geological interest, and Local Sites, (Sites of Nature Conservation Interest), identified in Kent by the Kent Wildlife Trust, which are of County importance. Ancient woodlands are also a particularly rich source of biodiversity that should be afforded a high level of protection.

9.70 However, biodiversity is not confined to protected sites but occurs throughout rural and urban areas. It is therefore important, and in accordance with Government and Kent Structure Plan Policies, that Biodiversity Action Plan priority habitats and species are protected and enhanced wherever they occur.

9.71 In designating appropriate areas for development, the Core Strategy has ensured that areas of International, National and County importance will not be directly adversely affected and new development should avoid damage to the ecological value of such areas. New development, whether on brownfield or greenfield sites, gives the opportunity to create or restore areas of biodiversity, based on the priority habitats and species set out in the National and Kent Biodiversity Action Plans (BAPs). The Council will expect such proposals to be an integral part of new development. The design of new developments must incorporate features and habitat linkages that provide the opportunity for building-in beneficial biodiversity. Further guidance can be found in 'Biodiversity By Design' and the Biodiversity Appendix to the Kent Design Guide, 2006.

POLICY CS11: Biodiversity and Geological Conservation

Development proposals should avoid harm to biodiversity and geological conservation interests, and seek to maintain and, where practicable, enhance and expand biodiversity by restoring or creating suitable semi-natural habitats and ecological networks to sustain wildlife in accordance with the aims of the National and Kent Biodiversity Action Plans. If, exceptionally, there are circumstances in which other considerations justify permitting development that causes harm to such interests, appropriate mitigation or compensation measures will be required.

10 Meeting Housing Needs

Affordable Housing

10.1 Affordable housing is defined as subsidised non-market housing, provided to those whose needs are not met by the market. PPS3 states that affordable housing should:

- meet the needs of eligible households, including availability at low enough cost for them to afford, determined with regard to local incomes and local house prices; and
- include provision for the home to remain at an affordable price for future eligible households, or if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.

10.2 PPS3 identifies two categories of affordable housing:

Social-rented housing

10.3 Rented housing owned by local authorities and registered social landlords for which guideline target rents are determined through the national rent regime, or rented housing owned or managed by other persons and provided under equivalent rental agreements, as agreed with the local authority or with the Housing Corporation.

10.4 Also rented housing owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or funded with grant from the Housing Corporation, as provided for in the Housing Act 2004.

Intermediate housing

10.5 This can include shared equity products (for example HomeBuy), other low cost homes for sale and intermediate rent (i.e. rents above social-rented level but below market rents).

10.6 Low cost market housing is not considered to be within the definition of affordable housing.

Housing Needs Survey

10.7 The Borough Housing Needs Survey carried out in 2005 shows that much of the Borough's housing is unaffordable for first time buyers and even for average wage earners. The average price for all dwellings in the Borough in 2004 was £195,115. On the basis that flats and terraced housing are the main entry level into the housing market for first time buyers it was assessed that 79% have inadequate income to be able to buy and 67% cannot afford to rent privately such property.

10.8 The lack of provision of affordable housing can result in a shortage of local labour supply with adverse consequences on the local economy or increases in inward commuting. A general balance between a growing population and the creation of jobs locally is one of the key principles of Policies CS1 and CS2 and an increased supply of affordable housing will be essential in meeting this objective.

10.9 The needs assessment concluded that 3,390 units of additional affordable accommodation would be required by 2011 to meet identified housing need. This would represent over 50% of the total housing provision during this period and it is important that a target is set which takes account of levels of finance likely to be available for affordable housing and ensures viable, sustainable communities are delivered. In recognition of this the Housing Needs Survey recommends that 35% of new units on all suitable qualifying sites should be affordable homes. However, this must be balanced against other demands being made on housing developments, including the strategic tariff and high standards of sustainable design and construction, together with the relative weakness of the Ashford housing market and the need to achieve a step change in house building rates. In the Growth Area, the target will therefore initially be set at 30% of houses on qualifying sites. This will be reconsidered when the Core Strategy is reviewed.

10.10 The Housing Needs Survey summarises affordable housing need as being split between social rented (60%) and other forms of affordable provision (40%) and this broadly equates with regional planning policy. Such a balance will be sought on eligible sites.

10.11 The Housing Needs Survey also recommends that the site threshold at which affordable housing is provided is generally reduced to 15 dwellings as indicated within PPS3.

10.12 The need for affordable housing in the rural areas is even more acute. Average house prices in the villages and rural areas are typically 36% [40] higher than those in the urban area. In addition, historically much of the housing coming forward in the rural areas has been on small sites that fall below the national indicative threshold of 15 units. However, the Core Strategy seeks to reduce the reliance on windfall sites, many of which are small, and increase the proportion of rural housing taking place on allocated sites in the most sustainable rural settlements. As a result it is expected that the proportion of houses built on qualifying sites will increase significantly. Accordingly, and until the implications that a lower threshold might have for overall housing delivery in the rural areas have been thoroughly investigated in conjunction with stakeholders, the threshold will be set at 15 units. This will be reconsidered when the Core Strategy is reviewed.

10.13 Where it can be demonstrated that housing to meet local needs is not available, generally through local needs housing surveys conducted in parishes, suitable 'exception' sites may be brought forward often at the edge of villages where restraint policies normally apply.

10.14 During the next 5 years, planning permissions granted prior to the revised policy coming into effect will be completed and these will necessarily yield lower numbers of affordable units. However, as the new policy is applied, and house building rates contained in the housing trajectory rise, the yield of new affordable homes will increase. The overall target is for up to 1,400

40 ABC House Price Survey, 2006

additional affordable homes to be completed during the 5 year period to 2010 / 2011. Progress towards the target will be monitored annually and future targets will be based on up to date evidence of housing need and projected house building rates at that time.

10.15 Typically the affordable element of a housing scheme will be implemented via a Section 106 agreement, and would be transferred into the ownership of and managed by one of the Borough Council's preferred partner Registered Social Landlords.

10.16 The presumption is that affordable housing should be provided on the application site to ensure that more mixed communities are created rather than single tenure estates. The Council will only consider proposals which provide for a financial contribution (which equates to the full costs of meeting the affordable housing requirement) to enable the provision of the affordable dwellings on a site elsewhere in very exceptional circumstances and where there is a clear and available opportunity to utilise such funding to deliver equivalent affordable housing.

10.17 The Council is keen to maximise the provision of affordable housing and where sites come forward as two or more sub-areas and one or more fall below the threshold at which provision should be made, the Council will require an appropriate level of affordable housing on each part to match the total provision that should have been made on the site as a whole.

POLICY CS12: Affordable Housing

On qualifying sites in the growth area the Council will seek the provision of not less than 30% of all dwellings as subsidised affordable housing; elsewhere the target is 35%. The affordable provision shall be split between social rented (60%) and other forms of affordable provision (40%).

Affordable housing will be required on all sites where the scheme is for 15 units or more (including the net addition from the conversion of buildings) or has a site area in excess of 0.5 hectares.

If a site comes forward as two or more separate development schemes, of which one or more falls below the appropriate threshold, the Council will seek an appropriate level of affordable housing on each part to match in total the provision that would have been required on the site as a whole.

Affordable housing should be provided on site and only in very exceptional circumstances will contributions to make equivalent provision elsewhere be acceptable.

Providing a range of Dwelling types and sizes

10.18 Increasing densities required to meet government policy has tended to result in an increased proportion of smaller dwellings. At the same time average household size has continued to fall and projections suggest this trend will continue. Smaller units tend to be lower cost.

10.19 The Council attempts to influence housing variety through negotiation, the preparation or approval of development briefs and by entering into legal agreements with developers. The Council requires a reasonable mix of house sizes and types to cater for a range of housing needs – this will be based

on the Council's survey of local housing need and assessment of the local housing market and will be developed through the individual site specific Development Plan Documents. This could include accommodation for small households or those with housing related support needs.

10.20 The design of new dwellings will be an important factor in establishing an appropriate range of dwelling types and sizes and developers should especially take account of the design and sustainability requirements of Policies CS9 and CS10 and subsequent SPD on residential space and layout standards. On smaller sites the mix of houses may also be influenced by the physical characteristics of the site and its surroundings.

POLICY CS13: Range of dwelling types and sizes

To maintain and extend the range of dwellings to increase local housing choice, respond to emerging needs and to promote the creation of sustainable communities, the Council will require a range of dwelling types and sizes based on the Council's assessment of local housing needs.

The proportion of homes of varying types and sizes will be set out in the site allocation Development Plan Documents, or in the case of windfall sites, by reference to appropriate surveys or other research available at the time they come forward.

Providing for Gypsies and Travellers

10.21 Under measures in the Housing Act 2004, local authorities are required to include Gypsies and Travellers in the Accommodation Needs Assessment process, and to have a strategy in place which sets out how any identified need will be met, as part of their wider housing strategies.

10.22 The Council is working with three other Kent districts – Maidstone, Tonbridge and Malling, Tunbridge Wells – and the County Council - on a sub-regional Gypsy and Traveller Accommodation Assessment survey to assess the needs of gypsies and travellers. The findings of this assessment will feed into the South East Plan that will eventually allocate specific plot requirements back to each District. The guidance from the government in ODPM Circular 01/06 makes it clear that if there is an identified need then there is a requirement for the Council to identify suitable sites.

10.23 Dependent upon the outcome of the Assessment, the Council may need to identify a site or sites for gypsy and traveller accommodation. If so, the site(s) will be identified on the basis of Policy CS14 below. In the meantime, any proposals for additional facilities for gypsies and travellers can continue to be assessed against national guidance.

POLICY CS14: Gypsies and Travellers

10.24 If required, sites for gypsies and travellers (as defined in Circular 01/06) will be identified in a site allocation Development Plan Document on the basis of the following criteria:-

10.25 a) It should be based on a clearly identified need that cannot be met on an existing or planned site;

10.26 **b) It should be in accordance with the guiding principles set out in Policy CS1, have regard to impact on the countryside and transport impact in accordance with Policy CS15.**

11 Transport

Background

11.1 The Halcrow report advised that the growth of Ashford and its spatial planning should be transport-led [41]. Travel in Ashford is currently dominated by the private car; around 95% of journeys undertaken by car compared with under 5% by bus and rail [42]. Studies have indicated that the growth in homes and jobs in Ashford will require a "step-change" in public transport provision if sustainable transport patterns are to be achieved. Decisions about the location, scale and mix of land uses should be linked with their implications for the patterns and amount of movement generated.

11.2 National, regional and strategic policies and guidance seek a reduction in the growth of car usage and the introduction of more sustainable modes of transport. The capacity of the existing road infrastructure to accommodate the levels of growth proposed for Ashford means that sustainable solutions must be developed alongside key highway infrastructure. The GADF promoted a number of key principles in relation to movement which support such an approach including reducing the need to travel by car and promoting a 'walkable city'.

11.3 The Local Transport Plan for Kent 2006-2011 is clear that the early provision of improvements to Ashford's transport infrastructure will be a vital pre-requisite to the town's growth plans. The Community Strategy also identifies improvements to the local transport network as a key local issue. The Core Strategy considers the achievement of growth should be around sustainable transport links and this is a fundamental principle set out in Policy CS1.

11.4 A Transport Strategy for Ashford has been developed to establish how the overall need for people to travel can be reduced and how travel by non-car modes can be increased. Public transport will be improved, park and ride facilities introduced, and cycling and walking encouraged. The Council will seek a reduction in the overall need for people to travel. Non-car modes of transport will be encouraged, including the proposed SMARTLINK public transport system.

SMARTLINK

11.5 The compact growth model for the expansion of Ashford focuses new development within the town centre together with new major urban extensions based around district centres. The location, mix and density of new development has been influenced by the need to create a viable and efficient public transport service which links sufficient new development at the edge of the urban area to the town centre.

11.6 Delivering a new public transport system is a fundamental element of achieving the sustainable growth of Ashford. A flexible, high technology bus-based system is proposed, known as SMARTLINK.

41 Halcrow "Ashford's Future Overarching Report", p.56.
42 Ashford Area Transport Study, p.7

11.7 Initially, the system is proposed to serve the two major urban extensions at Chilmington Green/Discovery Park and Cheeseman's Green/Waterbrook via the Town Centre and the railway stations, whilst also serving parts of the existing urban area along the route. In addition, a spur could link the town centre with the proposed Warren Park & Ride site and the development areas beyond at Eureka and Bockhanger. Subject to the success of the initial system, consideration will be given to the feasibility of extending the network to other parts of the town. The ability to contribute to this aim will be an important consideration in the selection of a third urban extension area when this is required in the latter part of the plan period.

11.8 The system will be designed to have fast journey times (for example, by using bus priority measures and introducing smarter payment systems), high frequency and high quality services and reduced walk times. The SMARTLINK system, is anticipated to significantly increase public transport use. Trips with a town centre destination and served by SMARTLINK are anticipated to attract 35-45% of the share of journeys between the town centre and the urban extensions at Chilmington Green and Cheeseman's Green. The new buses that operate the Smartlink service will be modern, high quality and fully accessible to the mobility impaired.

11.9 The conventional bus network will also need to be significantly improved, potentially including a new orbital bus service. The quality of infrastructure, ticketing systems and real-time passenger information will also be improved. Within the rural area, public transport will also be important in linking villages to the larger rural settlements which provide local services to the wider area and to Ashford. Issues relating to accessibility in the rural areas will be considered further in the Tenterden & Rural Sites DPD.

11.10 There is no capital funding available at present for SMARTLINK during the 2006-2011 period in the Local Transport Plan although the LTP promotes SMARTLINK as a major scheme for possible construction during the period between 2011 and 2016. A key factor in the development of this scheme will be the funding which can be gained from Government and developers. The Transport Strategy envisages the potential introduction of a SMARTLINK service in 2012 with a link between the mixed use development areas and Park and Ride sites at The Warren and Waterbrook via the town centre.

The Highway Network

11.11 Even with the planned public transport improvements, it will be necessary for some highway construction and improvements to take place during the LDF period, many of which will also encourage or facilitate use of public transport, cycling and walking. Based on the proposed location and quantum of development in the Core Strategy, several strategic highway proposals identified in the GADF are required to take place by 2021 in order to facilitate and serve new developments including:

- **M20 Junction 9 improvements**, including signalisation and junction widening;
- **M20 Junction 10 improvements**, including widening, partial signalisation, and the creation of a new pedestrian/cycle bridge;
- **M20 Junction 10a**, the creation of a new grade-separated junction;

- **Learning Link Corridor**, a package of cycle, pedestrian and highway improvements, including improvements to public transport accessibility for Stanhope;
- **A28 Kennington/Bybrook Corridor**, including pedestrian bridges over the M20 and public transport accessibility improvements;
- **Newtown Way Corridor**, including improvements to the road bridge beneath the Hastings railway line and signalisation, linking to Waterbrook;
- **Orchard Way,** a new local road link between M20 J10a and the A28;
- **Chilmington SMARTLINK Corridor**, including a package of bus priority measures.
- **Victoria Way Corridor**, creating a new link between Victoria Road and the A28. The viability of creating a link to the Tank roundabout via a new bridge over the railway will be considered further in the Town Centre AAP.

11.12 Development which is expected to generate significant car and/or goods vehicle movements should have good links to the major transport networks to avoid long distance trips, potentially on inappropriate roads. It is also important for safety reasons and potential traffic delays that new development avoids a proliferation of new access points onto the primary and secondary road network as defined in the Kent and Medway Structure Plan.

11.13 Within the rural area, the suitability of the rural road network to accommodate traffic generated by a proposal will be key to judging its acceptability. This is particularly the case when new proposals could generate a greater use of larger vehicles or the network is not considered to be safe. Improving rural roads by, for example, widening, can result in faster vehicle speeds and worsening road safety, particularly for cyclists and pedestrians and can harm the landscape and conservation value of the route.

Parking

11.14 Government guidance is clear that the availability of car parking has a major influence on the means of transport chosen. The Ashford Parking Strategy identifies the provision of new, generally short stay, town centre parking located just outside the current Ring Road, Park and Ride sites outside the existing urban area and a reduced provision of on site parking. This will help foster the regeneration and growth of the town centre and allow new urban extensions whilst minimising the impact of traffic on the centre.

11.15 The Strategy sets out proposals to create new 'Park and Shop' and 'Park and Walk' parking facilities in and around the town centre. Three new 'Park and Ride' facilities are proposed to reduce the need for vehicles to enter the town centre area; all of these sites would be served by a SMARTLINK or other high quality, frequent bus service and sites will be identified in the relevant DPDs. These are proposed to be located at:

- **The Warren** – serving the M20 Junction 9;
- **Waterbrook** – serving the M20 Junction 10; and
- **Chilmington** – serving the A28 corridor, to the south-west.

11.16 In accordance with the Council's Parking Strategy, long-term parking in the town centre will be discouraged to encourage public transport use instead. In particular, as SMARTLINK and Park & Ride schemes are introduced and the strength of the Ashford economy improves, town centre car parking charges will be increased (doubling in real terms by 2021) and restructured to discourage long term use and encourage non-operational parking to use Park & Ride sites. Even so, new parking for 1,700 new short stay and 1,150 long stay spaces will be required by 2021 and will be provided through allocations in the Town Centre Area Action Plan DPD.

11.17 Maximum on-site car parking standards should be based on those set out in national guidance (currently PPG13) and the draft South East Plan except where lower standards already exist (as, for example, developments covered by the existing SPG Note 6) or where more restrictive standards are set in other DPDs. In particular, the Ashford Town Centre Area Action Plan will seek to phase in progressive reductions in maximum parking standards for commercial developments as improvements to public transport are implemented. By 2021 the aim is to reduce standards to 1 space per 85 sq.m. of office floorspace and 1 space per 50 sq.m. of retail or leisure floorspace. In addition, parking at major employment, commercial and leisure developments located outside the town centre but with good access to public transport by, for example, being on a SMARTLINK route will be limited to 20% below PPG13 maximum standards, unless it can be shown that in the specific circumstances that would cause serious problems. Further guidance will again be set out in subsequent DPDs.

Rail

11.18 Ashford is a railway town, being a key junction on the Kent rail network having lines radiating out to Tonbridge, Maidstone, Canterbury, Folkestone and Hastings. Some Continental Eurostar services also call at Ashford International station, giving the town access to mainland Europe. From 2009, high speed domestic rail services will operate from Ashford to Ebbsfleet, Stratford and St Pancras. These services will replace some of the existing trains to London.

11.19 There is only limited potential for new rail development due to constraints associated with the existing infrastructure although a new rail halt on the Ashford-Hastings line at Park Farm is planned as part of the permitted extension of the Park Farm estate and this may have some limited localised benefits for residents in this area.

Cycling and Walking

11.20 The provision of adequate, attractive and safe walking and cycling facilities (including cycle parking) is a prerequisite of a sustainable transport strategy. The embryonic network of cycle routes in Ashford requires integration with a comprehensive and extended scheme to take full advantage of the flat topography. Equally, high quality strategic pedestrian routes should be developed. The Ashford Transport Strategy proposes that a target of 10% of modal split should be set for cycling by 2031.

11.21 The Council will seek improved pedestrian facilities and will negotiate with developers to fund or provide improvements where appropriate. Such improvements will include schemes to improve pedestrian facilities for crossing roads, at public transport interchanges and in shopping streets; measures to prioritise pedestrian movements in and around new developments; the creation of a network of safe key pedestrian routes throughout towns and larger villages; consideration of the needs of pedestrians in traffic management and environmental schemes; and improvements to assist people with disabilities.

11.22 The Council will work with the Highway Authority to improve facilities for cyclists by providing a cycle route network in accordance with the following principles: vehicle speeds should be minimised where there are significant numbers of cyclists; opportunities for conflict between cyclists, motorists and pedestrians should be minimised; safe crossing points should be provided at major roads; safe and convenient cycle parking facilities should be provided; cyclists' needs should be considered in new road, traffic management and environmental schemes; and cycle exemptions from road closures will be implemented unless there are overriding safety reasons for not doing so.

Assessing the Transport Needs of Development

11.23 Development proposals in Ashford have the potential to generate considerable volumes of traffic in the future. The above public transport, walking, cycling and highway improvements have been designed to ensure that the increase in traffic volume will not lead to unacceptable traffic conditions. However, as it is essential that vehicular trip generation from new development does not exceed that used in the forecasts, development control measures will need to be adopted to ensure that the situation is controlled. The adequacy of all modes of transport to serve new development should be assessed. In particular, major planning applications will need to be accompanied by Transport Assessments based on the Ashford Transport Strategy. The onus will be on the developer to achieve the traffic generation targets set out in that study, using Travel Plans, reduced parking provision for employment sites and other suitable methods.

POLICY CS15: Transport

The Council will seek to promote public transport and other non-car based modes of travel especially in the Growth Area. This will be achieved primarily by the early introduction of a bus rapid transport system (SMARTLINK), initially on a two-arm basis but with the aim of extending this to other parts of the town as and when this is feasible, together with parking restraint in areas with good public transport. In addition, a new rail halt is planned at Park Farm and measures to encourage cycling will be promoted.

The Council will also seek the earliest possible implementation of highway and other schemes that would remove serious impediments to growth and/or secure important environmental benefits. These include a new motorway junction (J10A), improvements to increase the capacity of the existing motorway junctions, a new road bypassing the town centre to the south (Victoria Way) and the introduction of Park & Ride schemes.

Within this context, development proposals must show how all highway, public transport, walking and cycling needs arising from the development will be satisfied and provide for the timely implementation of all necessary infrastructure.

Developments that would generate significant traffic movements must be well related to the primary and secondary road network, and this should have adequate capacity to accommodate the development. New accesses and intensified use of existing accesses onto the primary or secondary road network will not be permitted if a materially increased risk of road traffic accidents or significant traffic delays would be likely to result.

In rural areas, proposals which would generate levels of traffic, including heavy goods vehicle traffic, beyond that which the rural roads could reasonably accommodate in terms of capacity and road safety will not be permitted.

Where development sites include part of an identified key transport infrastructure route or facility, the land required should be reserved and the scheme designed to accommodate this. Proposals which are likely to prejudice such infrastructure being provided will not be permitted.

The Council's Parking Strategy will be implemented through the designation in DPDs of three Park & Ride facilities at the Warren, Waterbrook and Chilmington Green and the provision of three new, multi-storey car parks in Ashford town centre together with the redevelopment of some existing surface car parks and a parking management plan that will increase car parking charges, particularly for long stay use in the town centre. It is currently envisaged that charges will be doubled in real terms by 2021.

Maximum parking standards will accord with national standards and the South East Plan, except where existing SPG6 applies or where superseded by more restrictive standards in DPDs. In particular, as SMARTLINK and Park & Ride schemes are implemented, maximum parking standards for commercial developments in Ashford town centre will be progressively reduced with the aim of achieving a rate of half of the current PPG13 maximum standard by 2021. In addition, in the other main employment areas that are located on SMARTLINK routes or otherwise have good public transport accessibility, the aim will be to reduce maximum parking levels to 80% of the PPG13 standard. Full details will be set out in the Ashford Town Centre Area Action Plan and other DPDs.

12 Retail

Hierarchy of retail centres

12.1 Support for the existing retail hierarchy in the Borough and the objective of enabling new retail floorspace to be created are key elements in both job creation and the economic vitality of the Borough.

12.2 CBRE carried out a quantitative retail capacity study for Ashford for English Partnerships (on behalf of the Ashford's Future Board) in 2003 based on the growth recommendations from Halcrow (subsequently confirmed in RPG9 and GADF). Whilst the capacity assessments do not specifically address likely capacity for the LDF end date of 2021, they do consider both 2016 and the GADF end date of 2031 and so provide a robust basis for quantitative retail planning in the LDF.

12.3 CBRE conclude that there is significant capacity for growth in the retail market in Ashford due to population increases and a stronger retail offer reducing the percentage of retail spending leaking to other centres. Their summary of retail capacity forecasts is shown in the table below:

Goods / Location	**2006** (sq m net)	**2011** (sq m net)	**2016** (sq m net)	**2031** (sq m net)
Convenience Goods:				
Town Centre	450	600	750	1,400
Out-of-centre	3,400	5,050	6,800	13,050
Comparison Goods:				
Town Centre	9,650	20,100	32,750	88,200
Designer Outlet Centre	-750	950	2,950	11,700
Out-of-centre	-11,950	-5,750	1,950	37,150

Source: Table 3.1 Ashford Retail Study (CBRE, 2003)

12.4 It is important to match these capacity forecasts with the spatial strategy which will lead to retail allocations in site specific DPDs and this is expanded upon in the Town Centre section of the Core Strategy (CS3), which is the focus for the majority of new retail floorspace.

12.5 Government policy guidance, in PPS6, sets out the policy approach and tests that should apply to new retail development. It states that site selection for most retail and town centre functions should follow a sequential process. Such development should, where possible, be located within identified town centres, in preference firstly to peripheral sites or finally to sites outside centres. Only in exceptional circumstances, reflecting the guidance in PPS6, should retail uses be permitted outside these centres and it is expected that most of the out of centre provision will be made in the new urban extensions.

12.6 The spatial section of the Core Strategy reinforces the importance of Ashford town centre as the most efficient and sustainable location for major shopping activity. Ashford town centre is identified in the draft South East Plan as being a Primary Regional Centre within the strategic network of town centres. It is crucial to the future vitality and viability of the town centre and the achievement of major retail and job growth there that the market attraction of the town centre as a retail location is not undermined and so permission will only be granted if the Council can be satisfied these tests have been met. The role of Ashford town centre will be strengthened as the main location for retail development in the Borough through allocations made in the Town Centre AAP and the Council will support, in principle, proposals for new shopping developments within the boundary of the town centre (as defined in the AAP).

12.7 Across the rest of the Borough, Tenterden has the role as the secondary retail centre in the Borough after Ashford. It is relatively well served with convenience floorspace having two main foodstores and provides a different shopping experience commensurate with its attraction as a tourist centre and the historic character of the town. Given the limited scale of new development proposed in Tenterden, it is not envisaged that any significant new convenience floorspace is required during the LDF period. Several well-known national 'High Street' retailers are present in Tenterden and new retail uses that help to broaden the scope of comparison goods shopping available in the town would be encouraged. New retail developments in Tenterden must be of an appropriate scale and nature to reflect its environmental constraints and historic character.

12.8 Below Tenterden in the retail hierarchy, the villages of Wye, Charing and Hamstreet all have a local service centre role to play that serves their population and those of their surrounding parishes. Many of the smaller villages also support a local shop. In these settlements, the main policy objective will be one of retention (and enhancement if possible) of existing retail facilities where these play an important local economic and social role within the community, through 'saved' Local Plan policies and subsequently through policies in the Tenterden and Rural Sites DPD.

12.9 The new edge of Ashford urban extensions are to be served by a new 'High Street' which should include retail provision suitable to serve the needs of the locality. This should involve the provision of small to medium sized foodstores and a limited range of services but not major comparison goods retailing or superstores that would have a much wider catchment. It is important that retail provision is of an appropriate scale that would not have an adverse impact on the existing retail hierarchy nor on investment in a 'High Street' intended to serve a new neighbourhood.

12.10 More detailed policies on the location and nature of retail facilities will be provided in the Generic Development Control Policy DPD.

POLICY CS16: Retail

The existing hierarchy of retail provision in Ashford town centre, rural service centres, urban neighbourhoods and villages will be protected and enhanced. Major new retail development will be located in Ashford town centre. Retail development should be provided at an appropriate scale to serve the local needs of each of the two major urban extensions at the edge of Ashford without a detrimental impact on the existing hierarchy of retail provision.

13 Tourism

13.1 Tourism is a term covering a wide range of activities, including travel and visits for business, professional and domestic purposes, as well as for holidays and recreation. Tourism helps to create and support employment; generate local income; and also to enhance the image of an area as a place to live, work and invest.

13.2 Trends in tourism constantly change, but if new tourism development is to have a positive overall impact, it needs to be properly managed and planned for. More 'sustainable tourism' can only be achieved by making sure that new initiatives respect the character of an area and major development is located where there is public transport access. Poorly controlled tourist development can damage the character of the environment that attracts tourists in the first instance.

13.3 The draft South East Plan directs new regionally significant tourist attractions to Ashford, amongst other places. Ashford has the benefit of a good accommodation base in terms of range and quality of bed spaces and is ideally located to attract both UK and overseas visitors. The proximity of the Channel Tunnel and the location of the International Station and the future high-speed rail link in the town, means that Ashford is uniquely placed to benefit from an increase in overseas and domestic visitors. The fact that Canterbury, Rochester and internationally known attractions such as Leeds Castle and Sissinghurst Gardens are nearby also mean that Ashford is a natural centre for tourism. Ashford's unspoilt 'Garden of England' countryside with its picturesque villages, large number of listed buildings, its small, but important range of museums, its quality attractions and the 'honeypot' of Tenterden, add to the appeal.

13.4 The development of tourism in rural areas can help to strengthen the rural economy and reduce the impact of a declining agricultural sector. New tourist facilities in rural areas must, however, be compatible with their rural location. The scope for sustainable tourist development in the rural areas will be considered further in the Tenterden & Rural Sites DPD with a view to the identification of specific opportunities.

13.5 In recent years, several of Ashford's new hotels have provided conference facilities but these are not of a sufficient scale to serve the regional, conference market which could be attracted to the town. Exhibition facilities can also be provided at hotels or conference centres, or in their own right. The Town Centre AAP identifies the area around the International Railway Station as being particularly appropriate for the location of such a facility. Ashford has also been identified as the potential venue for a Kent Multi-Use Commercial Events Arena/Conference Centre, which could be located in the area around the International Station.

POLICY CS17: Tourism

The Council will support the retention of existing tourism facilities and encourage sustainable growth of tourism through the provision of a wide variety of new facilities.

Proposals for new hotel development will be permitted in locations that are accessible by a choice of modes of transport and will be particularly encouraged in Ashford.

Proposals for conference and exhibition facilities in Ashford town centre, potentially in association with a hotel development, will be supported subject to other LDF policies.

14 Meeting the Community's Needs

14.1 Another critical strand of creating sustainable development is the planning and delivery of cultural and community infrastructure that meets the needs of the local population. Elements of this infrastructure for new neighbourhoods and the integration of existing and new communities is referred to in some depth in the Cultural Chapter of the GADF, the Community Strategy and the existing and emerging Cultural Strategies of the Borough Council. The LDF's role alongside these other strategies is to identify local needs and ways in which they can best be met.

14.2 Culture plays a critical role in making communities sustainable. Culture brings people together through shared interests; it helps develop identity, a sense of place and attractive, well-designed environments that incorporate accessible green space and a distinctive public realm. Participation in cultural pursuits encourages people to be active and do the things they enjoy – this increases personal well-being and helps to build healthy communities; it enhances people's skills, unlocks potential and stimulates learning and enterprise. Culture is also crucial to attracting visitors and will contribute significantly to the Borough's economic prospects and social vibrancy. Therefore, the importance of cultural investment and development in the Borough should not be underestimated.

14.3 As Ashford grows and the demand for new or enhanced cultural and community facilities increases, the Council will require that new developments provide an increased level of sporting, recreation, cultural and community facilities which satisfy this demand. Some facilities may be locally based and aimed at meeting the needs of the local residents in that particular area, whilst others may be more strategic and will need to be delivered in larger facilities, which serve the wider town or Borough. Residential developers will be expected to make site specific provision for local facilities and where applicable, financial contributions through the proposed strategic tariff to the provision, management and maintenance of new strategic facilities (Policy CS8). The details of such provision will be contained in AAPs or the Generic DC DPD and SPD as appropriate.

Retention of existing facilities

14.4 The Borough has many assets providing recreational and leisure opportunities which are valued by residents and should be retained. The loss of sites currently used for public open space, recreation, leisure, cultural or community services will reduce the range of opportunities available to local residents and puts more pressure on remaining facilities. This is a particular concern where the facilities do not operate on a commercial basis and are managed or used by not-for-profit organisations such as voluntary clubs or groups. Therefore, meeting the community's need may require developers to contribute to the cost of refurbishing, extending and adapting existing community assets.

14.5 Where a development proposal would result in the loss of such a facility, the policy approach should be determined by the availability of alternative or replacement facilities nearby (derived from the PPG17 assessment), whether any replacement facilities are made available for use on financial terms

reflecting the nature of the use and the income it generates, whether the facility is no longer required or is obsolete and whether there may be wider community benefits associated with the proposal. Further guidance will be provided in the Generic DC DPD and/or SPD.

Recreation, Sport and Play

14.6 Recreational, sport and play activities can enrich the quality of our lives and often enhance our public places, parks and green spaces. The Borough's sports and leisure offer is particularly strong with a number of high quality facilities built over recent years such as the Julie Rose Athletics Stadium and the Stour Leisure Centre modernisation.

14.7 PPG17 requires that standards for open space provision should be based on a local assessment of existing and future need and demand for open space, sports and recreational facilities. The Council is currently carrying out such an assessment, which will subsequently form the basis of a DPD policy (or SPD) setting out the standards required for such facilities across the Borough.

14.8 The Council is also in the process of identifying existing children's play provision with delivery partners in order to produce a play strategy. The document will focus on access to high quality play facilities including playgrounds and multi-use games areas, as well as inclusive play activities and opportunities. The strategy will link with related strategic plans such as the emerging Open Space Strategy, which includes proposals to enhance, retain and replace play areas and the provision of open space for recreational uses. The outputs of these 'strategies' should feed into the more detailed play provision policies in site allocation DPDs in the LDF.

14.9 In addition, in accordance with the GADF masterplan, high quality strategic public open spaces are proposed across the Ashford Growth Area, that should incorporate a wide range of sport and recreation activities and opportunities, which meet the needs of the wider community. These include:

- **Conningbrook/Julie Rose Stadium area** – at the north-eastern edge of the town, there is a prime opportunity in this area to create a regional watersports facility that complements the adjacent stadium facility with associated open space and leisure activities.
- **Victoria Park** – enhancement of the existing town centre park that will need to serve a much greater local town centre population in the future and is an important existing local asset.
- **Discovery Park** - a new major open space and recreation facility for Ashford located south west of the town adjoining the proposed Chilmington Green urban extension.
- **South Willesborough Dykes Wetland Park** – this is an area designated as SNCI that lies within the identified 100 year floodplain and covers a large area south of the town centre. The opportunity exists to bring this forward as a major local natural resource that is both sustainable, educational and recreational.
- **Cheeseman's Green Park** - located in the East Stour river corridor, this would be an important recreational resource for the south-eastern part

of the town serving the major new community at Cheeseman's Green / Waterbrook.

- **Green 'Necklace'** – linking all the above, a green corridor that uses the river corridors through the town to provide both a local and strategic recreational resource for the town and takes forward the existing 'Green Corridors' approach from the existing Borough Local Plan (Policies EN13 and 14).

14.10 In addition to these strategic areas, new housing developments should provide open space and leisure facilities to meet the local needs they generate. Such facilities should normally be provided on the development site itself in order to address the local need and reduce the need for people to travel. Exceptionally, where it is not practical to provide facilities within the boundaries of a new development, funding should be provided so that the necessary facilities can be provided nearby and/or existing facilities upgraded.

14.11 The need to provide new or improved public open space catering for local demands in Tenterden and other rural settlements, especially those where new housing allocations are proposed, will be assessed and set out in the Tenterden & Rural Sites DPD.

14.12 In Ashford, the 'green' structure has close links to the 'blue' structure which encompasses the floodplain and water management issues. The 'blue' network can complement the 'green' structure in providing opportunities for open space and recreational facilities, as well as serving wider purposes of biodiversity and sustainable drainage. A Green and Blue Grid strategy will be prepared and is intended to be adopted as a Supplementary Planning Document (SPD) to accompany the Council's own recreational, open space and play strategies.

14.13 There were 91 football pitches in Ashford in 2005, which were available for community use, in addition to 4 rugby pitches and two artificial hockey pitches [43]. As Ashford grows, there will be a need for further sports provision in both the urban and rural areas of the Borough. Improvements are also required to changing rooms and ancillary facilities. For example, the Ashford Leisure Facilities Planning Report 2005 also revealed a serious shortfall in the provision of tennis courts in the Borough, particularly in the urban area. This shortfall is predicted to grow significantly by 2021, indicating a need for new tennis development. Residential developers will be expected to make site-specific provision, either directly or indirectly by suitable in lieu financial contributions to the provision and maintenance of new publicly available sporting facilities. The detail of such policy will be contained in AAPs or the generic DC DPD and SPD as appropriate.

The Arts and Entertainment

14.14 The development of arts and cultural facilities was considered by the GADF consultants to be a key driver in the sustainable growth of the town. The Cultural vision for Ashford's Future is set out in the GADF (pp 160-166) and in the existing Cultural Strategy. Whilst there is a programme of cultural opportunities and events across the Borough such as the Stour Music Festival, Tenterden Folk Festival, and Ashford Summer Sounds, there is a

43 Ashford Playing Pitch Assessment, 2005

marked lack of places for people to see and experience the visual arts, music, dance, comedy and theatre, particularly in Ashford urban area. Currently audiences from Ashford must travel to venues outside the Borough in places such as Canterbury, Maidstone and London amongst others.

14.15 Ashford town centre is recognised within the GADF as the most appropriate location for strategic arts and entertainment facilities, in order to complement existing facilities such as the Stour Centre, and also as a central location accessible to the highest proportion of residents. Projects such as reordering St Mary's Church, a building at the heart of Ashford town centre's historic core, to incorporate a community arts venue supports this approach and further detailed proposals should be brought forward within the Town Centre AAP to improve Ashford's cultural offer. It is anticipated that other strategic facilities such as an events arena in or close to the town centre will provide opportunities for expanding the cultural offer.

14.16 In principle, proposals that would significantly improve Ashford's cultural offer and identity by virtue of their quality, cultural diversity and distinctiveness including the development of arts and cultural facilities in the town centre to support and develop the town's night-time economy should be permitted. New public art will be encouraged as a result of developments throughout the town (see also policy CS9) and key developments will be expected to contribute to such provision as part of ensuring a higher quality and more distinctive urban environment.

14.17 The rest of the Borough enjoys a stronger cultural base and has the excellent natural and historic assets that give it such a strong and enduring character. It is important that development in these areas does not adversely affect that character so that those strong cultural identities are not threatened.

14.18 The Council will encourage a full range of arts and entertainment facilities to be developed and expanded to meet the needs of the Borough's population.

Community Infrastructure and Voluntary Services

14.19 The provision of community infrastructure and services in the right place at the right time is fundamental to the creation of sustainable communities. Such facilities and services include schools and education, libraries, adult, youth and children's services, police and other emergency agencies, health centres, places of worship, community centres and space for voluntary sector services, and local amenities such as shops and post offices. The LDF together with the Community Strategy will enable the Council, where appropriate, to bring forward these elements with delivery partners to meet the needs of both existing and future communities.

14.20 It is established policy that community infrastructure needs generated from developments should be met through provision or financial contributions in lieu of provision from those developments (Circular 5/05). The Council will seek the provision of, or contribution to, a wide range of community services such as those in the above list that serve both new and existing developments, including a contribution towards future management and maintenance costs (see policy CS8). In addition, community development workers should be put in place on new residential or mixed use developments to provide proactive support to integrate the new community, helping to avoid social exclusion and promote participation of the community particularly

through the involvement of volunteers. Contributions will also be sought for the creation of new and/or support of existing representative local organisations to ensure that community facilities provided as part of new developments are properly used and maintained locally.

14.21 The Council and its service delivery partners will ensure that there is a costed and co-ordinated pattern of service provision which is related to the spatial and phasing proposals in the LDF and which reflects the ability of service providers to meet needs now and in the future.

14.22 The extent to which all potential community infrastructure needs can be met by developments will need to be considered on an individual basis, particularly where exceptional development costs may be demonstrated or other key strategic infrastructure requirements are being delivered, but it is intended that strategic needs are met through the proposed strategic tariff.

14.23 As a general principle, providing several services at one site, e.g. at a community 'hub' can reduce the number of separate trips that need to be made. It can also help to establish a focal point for the community and reduce both the demand for new land and the costs involved. Purpose-built "multi-service" centres are particularly appropriate in major new residential areas around Ashford and can be developed in conjunction with new local shopping centres. This encourages multi-purpose trips that can often be made on foot, reducing the need for car trips. Large housing developments should provide sufficient land (at a cost that does not prejudice the facility being delivered) specifically for such uses in new local centres, including scope for potential future expansion of the scale or range of community or voluntary services so as to enable future needs to be met as communities grow and mature.

14.24 In the more rural parts of the Borough, however, the concentration of community services in a small number of locations must be related to the quality of public transport links so that the facilities are as accessible as possible for all users to avoid additional social exclusion. The Council's strategy for the provision of community facilities in these areas will be set out in the Tenterden & Rural Sites DPD.

14.25 Over recent years the voluntary and community sector (VCS) has become increasingly involved in managing many cultural and community facilities and delivering public services. The VCS in the Borough is vibrant and diverse comprising in the region of 850 organisations providing a wide range of services and has been shown to bring considerable advantages and benefits deriving from its value-driven motivation and focus on social needs which is included in the GADF and existing Cultural Strategy. The delivery of important voluntary sector services has been part of the Ashford masterplanning process and where these can be costed and shown to be deliverable, the Council will seek proportionate developer contributions through the proposed strategic tariff to help ensure that the voluntary and community sector can grow its capacity to offer a comprehensive range of services to help new housing developments to become sustainable communities.

14.26 The Council's strategy is that part of the town-wide community development fund will be used to develop local community capacity by creating, supporting and, where appropriate, maintaining new or existing representative organisations (such as Parish Councils and community trusts) to both initiate and look after public facilities in the interests and on behalf of those local

people they represent. The Council will also seek financial contributions pursuant to policy CS8 to help fund community development and voluntary sector activity during the crucial early years as new developments and communities become established.

14.27 The demand for youth work will also grow. Historically, new residential developments attract young families. There is therefore a need for developers to contribute to a flexible and responsive approach to youth service provision. This may include, for example, a mobile youth 'club' – trailer or people carriers; garage storage; workshop facilities and revenue to support youth workers.

14.28 The Council will expect developers and service providers to liaise through the planning process to establish the most efficient and sustainable means of providing facilities and services. More guidance on these issues will be contained within the site allocation DPDs and in subsequent SPD that will inform detailed layouts of major new developments.

POLICY CS18: Meeting the Community's Needs

Infrastructure and facilities required to meet the needs generated by new development, including public open space, recreation, sports, children's play, leisure, cultural, education, youth, health, public service and community facilities should be provided in accordance with detailed guidance, including guidance on the nature of provision required and the timing of delivery, that will be established in other DPDs and SPD.

Infrastructure or facilities designed to meet localised needs should normally be provided on-site. Other needs will normally be provided for through the strategic tariff established by Policy CS8 to which residential developers will be required to contribute. Amongst other things the tariff may be used to help fund cultural facilities, community development and voluntary sector activity especially during the crucial early years as new developments and communities become established. This may include the creation of and/or initial support for representative organisations that will initiate, manage and maintain public facilities.

The loss of existing facilities of the types mentioned above will normally be resisted, unless they are no longer required or are obsolete. Further guidance will be provided in SPD.

Where the need for developments to contribute to, or provide, particular infrastructure or facilities is dependent on their size, floorspace, traffic generation or any other attribute or impact exceeding a specified threshold, and any site is brought forward as two or more separate schemes of which one or more falls below the relevant threshold, the Council will seek from each scheme a proportionate contribution of the level of provision so as to match in total the requirement that would apply if the site came forward as a single scheme.

POLICY CS18a: Strategic Recreational Open Spaces

The Council will seek to protect and enhance Victoria Park and to establish new strategic recreational open spaces at Conningbrook, Discovery Park, South Willesborough Dykes and Cheeseman's Green as shown indicatively on the key diagram (Figure 2). The required size and detailed boundaries of the new strategic open spaces will be determined in the relevant site allocations DPDs in the context of a local assessment of the existing and future need and demand for open space, sports and recreational facilities. The strategic spaces will be linked by a green 'necklace' that will make use of the existing 'green corridors' through Ashford and the proposed 'blue infrastructure' of floodplain and water management features in accordance with an overall 'green and blue grid' strategy that is intended to be adopted as SPD.

15 Flood Risk and Water Resources

Flood Risk

15.1 Ashford lies at the confluence of five main watercourses – the Great Stour, East Stour, Aylesford Stream, Whitewater Dyke and Ruckinge Dyke. Historically this has led to widespread flooding in the area which has been alleviated by the provision of detention storage reservoirs upstream of the town on the two main rivers. However, there are concerns about the impact of major new development on flooding.

15.2 The Environment Agency keeps a record of areas that are considered to be at risk of flooding; several parts of Ashford Borough are identified as being at such risk. Extensive flood modelling work has also been carried out as part of the GADF process. The Integrated Water Management Study (IWMS) has been developed in close collaboration with the Environment Agency, drawing upon their detailed knowledge of the flood risk in Ashford. The document examined issues such as flood risk management, water supply and water quality issues, together with development in the flood plain.

15.3 Other parts of the Borough are situated in areas of flood risk, including limited areas of the Romney Marshes that are subject to tidal flooding, which will similarly act as a constraint to new development in those areas.

Restrictions on Development in Flood Risk Areas

15.4 In line with national and regional planning guidance, certain highly or more vulnerable uses such as housing and residential institutions, health and education buildings, emergency services and essential infrastructure as defined in PPS25 should not normally take place in areas at high probability of flooding (i.e. within the 1 in 100 year river floodplain).

15.5 The Aldington and Hothfield flood alleviation schemes have reduced the practical risk of flooding occurring downstream within Ashford but for planning purposes, the 100-year floodplain is defined as the undefended floodplain (i.e. that which existed prior to the construction of those schemes), which is consistent with the guidance in PPS25.

15.6 In proposing areas for new development, the Core Strategy has generally avoided areas of high probability of flood risk and the functional flood plain. The allocation of sites in other DPDs within the LDF and any other proposals put forward for development should follow this sequential approach of avoiding areas of high risk of flooding and the functional floodplain as set out in Government guidance.

15.7 In principle, new development proposals should not be located within the 100 year floodplain. However, an exception may be made where the new development would not be subject to an unacceptable risk of flooding itself, and where existing land uses or developments would not suffer an increased flood risk as a result. In practical terms, this means that appropriate mitigation measures must be put in place. Appropriate compensatory replacement floodplain storage must be provided if development takes place within the floodplain.

15.8 Any development located outside the 100-year floodplain but which may cause an additional flood risk by virtue of increased runoff rates would also need to be suitably mitigated or be considered unacceptable.

15.9 Where developments fail to meet these tests, exceptions may very occasionally be made on key brownfield sites where there is no alternative suitable site in a lower risk flood zone or where sustainable development objectives take precedence. In these circumstances, development must demonstrate that any residual additional flood risk has been adequately mitigated either on or off-site.

15.10 Flood Risk Assessments should be submitted alongside development proposals in accordance with the guidance in Annex E of PPS25 and should take account of the potential impacts of climate change on river flooding by allowing for an additional 20% increase in peak flows and, from flooding from the land by allowing for a 10% increase in peak rainfall intensities.

15.11 The functional floodplain comprises land where water is meant to flow or be stored in times of flood and should have the highest level of protection from development. In these locations, only water compatible development such as water-based recreation and tourism facilities or open space and outdoor recreation facilities or essential transport or utility infrastructure that can pass the exception tests in the policy below may be located but these must still avoid a loss of flood flow or flood storage that may have an adverse impact elsewhere. The Ashford Green and Blue Grid Strategy will provide further detail on how these different uses can complement the management of water resources.

15.12 Land raising in the flood plain will not usually be regarded as an acceptable solution to enable development. Proposals involving land raising would normally be opposed by the Environment Agency as flood storage and flow paths may be lost, worsening flood conditions elsewhere. However, proposals to raise land and provide compensatory storage elsewhere may be acceptable providing they do not increase the risk of flooding on site or elsewhere, and that there is no environmental loss in terms of appearance or habitat value.

POLICY CS19: Development and Flood Risk

Proposals for new development within the 100 year undefended river floodplain or the 200 year sea floodplain (plus an appropriate allowance for climate change) will not be permitted unless following a Flood Risk Assessment it can be demonstrated that:

i) it would not be at an unacceptable risk of flooding itself, and,

ii) the development would not result in any increased risk of flooding elsewhere.

In exceptional circumstances, where the tests above cannot be met, essential transport or utility infrastructure, or other development on a brownfield site may be allowed if:

a) the development is designed to be compatible with potential flood conditions, and,

b) there are no alternative sites in a lower flood risk zone, and

c) the development would make a significant contribution to the overall sustainable development objectives of the LDF, such that the wider sustainability benefits of the development outweigh the flood risk and,

d) it can be demonstrated to the satisfaction of the Council and the Environment Agency that any residual flood risks are adequately mitigated to avoid an increased risk of flooding either on the site or elsewhere.

In addition, development that would harm the effectiveness of existing flood defences or prejudice their maintenance or management will not be permitted.

Sustainable Drainage

15.13 Rainfall on undeveloped areas either evaporates, is absorbed by plants or drains naturally into streams and rivers over a period of time by infiltrating into the ground or running overland. Areas developed for residential, commercial and other human uses are typically formed of impermeable surfaces such as roofs and roads. No water is intercepted by plants and trees, nor is it able to infiltrate into the ground. This can exacerbate the flood risk. Developed areas need to be drained to remove this incident rainfall.

15.14 However, alternative solutions can be developed in line with the ideals of sustainable development. Sustainable drainage systems (SUDS) can manage runoff flow rates to reduce the impact of urbanisation on flooding, protect or enhance water quality and provide a multi-functional use of land to deliver biodiversity, landscape and public amenity aspirations and support Ashford's proposed Green and Blue Grid. They do this by dealing with runoff and pollution close to its source and protect water resources from point pollution. They may also allow new development in areas where existing sewerage systems are close to full capacity, thereby enabling development within existing urban areas.

15.15 It is therefore important that all new developments should provide appropriate sustainable drainage systems (SUDS) for the disposal of surface water rainwater so that it is retained either on-site or within the immediate area, or by other water retention and flood storage measures. The SUDS 'management train' (otherwise known as source to stream) is a sequential process which aims to deal with surface water runoff locally returning the water to the natural drainage system as near to the source as possible.

15.16 Government planning guidance highlights the aims for greenfield and brownfield applications of SUDS in PPS1 and PPS25. The latter (at Annex F10) establishes the key principles in relation to run-off from developments on greenfield and previously developed land that inform the policy approach below.

15.17 However, in the Ashford Growth Area, the Integrated Water Management Study (IWMS) has identified an approach and evidence base for the use of sustainable drainage and has set out respective target run off rates for greenfield developments in different parts of the Growth Area. Therefore, all greenfield developments in the Ashford Growth Area, other than those in the south-west part of the area that are not within the Stour catchment, will be required, through appropriate SUDS features, to achieve a net reduction in surface water runoff below the previous run-off rate to meet the relevant standards specified in the IWMS.

15.18 On all other sites in the Borough, developments will be encouraged to meet the IWMS greenfield run-off standards as far as is possible but as a minimum, will be required to avoid any net increase in run-off rates.

15.19 Developers will normally be expected to make provision for SUDS on site. However, where this cannot be achieved for developments in the Ashford Growth Area, developers will be required to make suitable in-lieu financial contributions through Section 106 Agreements or the proposed strategic tariff (subject to the details to be contained within the forthcoming Infrastructure Contributions SPD) to the provision, management and maintenance of a 'strategic SUDS' that may provide a sustainable drainage solution for more than one site. The details, including the location of any such 'strategic' SUDS scheme will be contained in site specific DPDs.

15.20 A current study has been commissioned to consider the issues of delivering the SUDS systems likely to be most effective in each part of the Ashford Growth Area and the establishment of optimum management and maintenance arrangements that will address funding constraints, achieve engineering standards and realise aspirations for biodiversity and valuable green space. The outcomes of the Study will help to inform a Sustainable Drainage Systems (SUDS) Supplementary Planning Document that will be prepared to outline in more detail when the use of 'strategic' SUDS may be feasible and appropriate, how development can deal with drainage issues in a sustainable manner and how SUDS will be owned and maintained over the long term. It is envisaged that if no other practicable means of ensuring long-term maintenance is available the Council will, as a last resort, accept responsibility for maintaining properly designed and constructed SUDS.

POLICY CS20: Sustainable Drainage

All development should include appropriate sustainable drainage systems (SUDS) for the disposal of surface water, in order to avoid any increase in flood risk or adverse impact on water quality.

For greenfield developments in that part of the Ashford Growth Area that drains to the River Stour, SUDS features shall be required so as to achieve a reduction in the pre-development runoff rate. On all other sites in the Borough, including those in the south-western part of the Growth Area that drains to the River Beult, developments should aim to achieve a reduction from the existing runoff rate but must at least, result in no net additional increase in runoff rates.

SUDS features should normally be provided on-site. In the Ashford Growth Area if this cannot be achieved, then more strategic forms of SUDS may be appropriate. In such circumstances, developers will need to contribute towards the costs of provision via Section 106 Agreements or the strategic tariff. In all cases, applicants will need to demonstrate that acceptable management arrangements are funded and in place so that these areas are well maintained in future.

SUDS should be sensitively designed and located to promote improved bio-diversity, an enhanced landscape and good quality spaces that improve public amenities in the area.

Water Supply and Quality

15.21 Water supply in the majority of the Borough is the responsibility of the Mid-Kent Water Company whilst the Environment Agency is responsible for licensing abstractions and the quality of the water environment.

15.22 Public concern about water supply remains high. This topic has therefore been examined closely by the Integrated Water Management Study (IWMS). The IWMS was commissioned because local water supply resources currently meet Ashford's needs but will soon need to be supplemented from new sources, especially if the proposals for Ashford's growth are to be achieved.

15.23 The current regional strategy for the provision of resources for potable water already anticipates the growth of the town together with other areas in Kent. Proposals include increasing the capacity of Bewl Water and commissioning a new reservoir at Broad Oak near Canterbury, both outside the Borough. Both proposals, or other facilities of equivalent capacity, are required to come into operation during the LDF period in order to serve the significant growth planned and are contained within the IWMS Action Plan with lead responsibility resting with the respective water companies. Without such infrastructure to provide an adequate water supply, new development will be restricted from coming forward during the LDF period. Other water supply measures discussed in IWMS include a potential river abstraction and treatment facility upstream of Wye, and a desalination plant on the coast, possibly near Romney Marshes. In order to reduce the quantity of water supply necessary to serve new development, water efficiency measures will need to be introduced in accordance with the LDF policy on Sustainable Design (Policy CS10).

15.24 Much of the Borough's existing water supply comes from underground aquifers and it is particularly important that the quality of those supplies is maintained. New development must ensure that there are no direct or indirect adverse effects on the quality of water supplies. Appropriate mitigation measures need to be put in place to minimise the impact of increased urbanisation on the water environment. Without such measures, there will be a significant risk of groundwater pollution and flooding.

Waste Water

15.25 The IWMS notes that Ashford's wastewater infrastructure is already at capacity in certain areas although piecemeal extensions are being implemented to keep pace with development. However, given the scale of growth proposed in Ashford, a number of key issues will need to be addressed to ensure there are no problems in future. The existing Bybrook Waste Water Treatment Works (WWTW) may need to be expanded or, alternatively, it may be appropriate to create new WWTWs elsewhere in Ashford. An appropriate site will be identified in the Urban Sites & Infrastructure DPD.

POLICY CS21: Water Supply and Treatment

Major proposals for new development must be able to demonstrate that there are, or will be, adequate water supply and wastewater treatment facilities in place to serve either the whole development, or where development is being carried out in phases, the whole of the phase for which approval is being sought. Improvements in these facilities, the timing of their provision and the funding sources will be key to delivering the proposed overall quantum of growth proposed n the Ashford Growth Area.

Schemes that would be likely to result in a reduction in the quality or quantity of groundwater resources will not be permitted. The Council will support, in principle, infrastructure proposals designed to increase water supply and wastewater treatment capacity subject to there being no significant adverse environmental impacts and the minimisation of those that may remain.

16 Monitoring and Review

16.1 Effective monitoring is an essential component in achieving sustainable development and sustainable communities. Monitoring provides crucial information to establish what is happening now, whether policies are working and what may happen in the future and may identify key challenges and opportunities.

16.2 The Core Strategy sets out the long-term spatial vision for the borough with the focus on implementation, with agreed objectives and policies to deliver the vision within the required time frame. Monitoring will evaluate the progress being made towards delivering the spatial vision and assess the extent to which the policies are being implemented.

16.3 Local development frameworks need to be continually reviewed and revised to reflect changing circumstances nationally, regionally and locally. In accordance with the Planning and Compulsory Purchase Act 2004, the Council is required to produce an Annual Monitoring Report (AMR) that will be the main mechanism for assessing the local development framework's performance and effects.

16.4 Where appropriate, as for example with housing and jobs, targets will be set and progress towards meeting them will be monitored not only for the Borough as a whole but also for the strategic components of it – the town centre, the remainder of the urban area, the main urban extensions and the rural area. As well as targets for 2021, wherever possible targets will also be identified for shorter periods so that progress towards meeting the overall target can be more easily monitored. Where monitoring shows that progress towards targets is unsatisfactory the Council will review the situation and, where necessary, take remedial action. This may include a review of allocations; pro-active measures to bring forward sites for development; action to secure the timely provision of infrastructure; and a review of relevant parts of the LDF. Particular attention will be paid to monitoring the delivery of jobs in the town centre.

16.5 The following table sets out the indicators that will be used to monitor all of the policies contained within the Core Strategy. The results of this monitoring will feed into the Annual Monitoring Report. There are two types of indicator contained within the table; core output indicators are mandatory for all local planning authorities, and local indicators have been developed to address particular local circumstances and issues. These indicators will form the basis for identifying where policies need to be strengthened, maintained or revised.

16.6 As the monitoring process develops the Council will where necessary and practicable introduce additional indicators, especially where this would help with monitoring progress towards the key aims of the Core Strategy. This could include indicators of the quality of life of residents and the quality of the countryside. In addition targets will, wherever practicable and appropriate, be clarified and made capable of measurement.

SPATIAL STRATEGY INDICATORS AND TARGETS

Policy	Indicator	Target	Type of Indicator	Data Source
CS1(H) - Guiding Principles *CS2* – Borough Wide Strategy *CS3* - Town Centre *CS4* - Ashford Urban Area *CS5* - Ashford Urban Extensions *CS6* – Tenterden and the Villages	Housing trajectory showing: (i) net additional dwellings over the previous five year period or since the start of the relevant development plan document period, whichever is the longer; (ii) net additional dwellings for the current year; (iii) projected net additional dwellings up to the end of the relevant development plan document period or over a ten year period from its adoption, whichever is the longer; (iv) the annual net additional dwelling requirement; and annual average number of net additional dwellings needed to meet overall housing requirements, having regard to previous year's performance	21,850 additional dwellings for the period 2001-2021	Core	Kent County Council Ashford Borough Council
CS1(H,J) - Guiding Principles *CS2* – Borough Wide Strategy *CS3* – Town Centre *CS4* – Ashford Urban Area *CS5* – Ashford Urban Extensions	Number of additional jobs created within the Ashford growth area per annum	17,500 additional jobs to be created for the period 2001 - 2021	Local	Ashford Borough Council ABI
CS1 (F) - Guiding Principles *CS2* - Borough Wide Strategy *CS4* - Ashford Urban Area	Percentage of new and converted dwellings on previously developed land	Average percentage completed by: 2010/11 - 51% 2015/16 - 38% 2020/21 - 12%	Core	Kent County Council Ashford Borough Council
CS1 (F) - Guiding Principles *CS3* - Town Centre	Number of net additional dwellings completed per annum within Ashford town centre	2,500 additional dwellings for the period 2001-2021	Local	Kent County Council Ashford Borough Council
CS1 (H,J) - Guiding Principles *CS3* – Town Centre *CS16* – Retail Provision	Amount of completed retail, office and leisure development in town centres	The town centre should be expanded to accommodate up to 94,000 m² of new retail/leisure floorspace, 76,200 m² of new office floorspace between 2006 and 2021	Core	Kent County Council Ashford Borough Council
CS1 (H) - Guiding Principles *CS4* - Ashford Urban Area	Number of net additional dwellings completed per annum within the Ashford Urban Area	3,500 additional dwellings for the period 2006-2021	Local	Kent County Council Ashford Borough Council
CS1 (A,C,F) Guiding Principles *CS5* - Ashford Urban Extensions	Amount of high quality agricultural land (Grade 1, 2 and 3a) lost to development (ha)	No development on grade 1 and 2 agricultural land, with minimum development on grade 3a agricultural land.	Local	Kent Landscape Information System Ashford Borough Council
CS1 (H,C) - Guiding Principles *CS6* – Tenterden and the Villages	Number of net additional dwellings completed per annum within allocated rural sites	1005 additional dwellings for the period 2006-2021	Local	Kent County Council Ashford Borough Council
CS1 (C) - Guiding Principles *CS6* – Tenterden and the Villages	Number of net additional dwellings completed per annum within rural windfall sites	Target to be determined in the Tenterden & Rural Sites DPD	Local	Kent County Council Ashford Borough Council

SPATIAL STRATEGY INDICATORS AND TARGETS (CONTINUED)

Policy	Indicator	Target	Type of Indicator	Data Source
CS6	Number & distribution of facilities in the rural area, including: village shops, post offices, schools, GP surgeries	(1) maintain number of villages scoring 20+ on the rural sustainability matrix; (2) Minimise number of facilities lost	Local	ABC Parish Councils KCC (schools)
CS1 (C) - Guiding Principles *CS7* - The Countryside	Number of net additional dwellings completed per annum in windfall sites within the Countryside	To minimise development in the Countryside	Local	Kent County Council Ashford Borough Council

CORE POLICY INDICATORS AND TARGETS

Policy	Indicator	Target	Type of Indicator	Data Source
CS1 (G) - Guiding Principles *CS2* - Borough Wide Strategy *CS8* – Infrastructure Contributions	Strategic Tariff: Monitoring Report	Yes	Local	Ashford Borough Council
CS1 (D) - Guiding Principles *CS9* – Design Quality	Success of Design Quality Policy at Appeal	100%	Local	Ashford Borough Council
CS1 (F) - Guiding Principles *CS9* – Design Quality	Percentage of new dwellings completed at: (i) less than 30 dwellings per hectare, (ii) between 30 and 50 dwellings per hectare; and (iii) above 50 dwellings per hectare.	Percentage of new dwellings completed for the period 2006-2021 (i) 0 (ii) 88% (iii) 12%	Core	Kent County Council Ashford Borough Council
CS1(A,D,E) - Guiding Principles *CS10* – Sustainable Design and Construction	Percentage of new homes meeting the relevant Code for Sustainable Homes rating as set out in Policy CS10	100%	Local	Ashford Borough Council
CS1(A,D,E) - Guiding Principles *CS10* – Sustainable Design and Construction	Percentage of new non-residential buildings meeting the relevant BREEAM rating as set out in CS10	100%	Local	Ashford Borough Council
CS1(A,E) - Guiding Principles *CS10* – Sustainable Design and Construction	Reduction in average household water consumption (over existing consumption levels) in new developments.	30% to 2010 50% post 2010	Local	Ashford Borough Council
CS1(A,C) - Guiding Principles *CS10* – Sustainable Design and Construction	Percentage of Carbon Dioxide Emissions reduced from new developments (major) for:- 1. CS3 Town Centre and CS4 Brownfield Urban Sites 2. CS5 Urban Extensions and CS4 Greenfield Urban Sites 3. CS6 Tenterden, the Villages and CS7 The Countryside 4. Existing and refurbishment	1. 20%+ 2. 30%+ 3. 10% 4. 10%	Local	Ashford Borough Council
CS1(E) - Guiding Principles CS8 – Infrastructure Contributions CS9 – Design Quality *CS10* – Sustainable Design and Construction	Renewable energy capacity installed by type (MW): 1. bio fuels 2. onshore wind 3. water 4. solar 5. geothermal energy	18,000 kWh by 2010/11	Core	Ashford Borough Council SEE-Stats

CORE POLICY INDICATORS AND TARGETS (CONTINUED)

Policy	Indicator	Target	Type of Indicator	Data Source
CS1(C,E,K) - Guiding Principles *CS11* – Biodiversity	Change in areas and populations of biodiversity importance, including: 1. change in priority habitats and species (by type); and 2. change in areas designated for their intrinsic environmental value including sites of international, national, regional, sub-regional or local significance	1. Increase in priority habitats and species (by type) 2. Increase in areas designated for their intrinsic environmental value	Core	Ashford Borough Council English Nature Kent Wildlife Trust Kentish Stour Countryside Project Local Biological Records Centre KCC (Kent Lifescapes)
CS1(H) - Guiding Principles *CS8* – Infrastructure contributions *CS12* - Affordable Housing	Affordable housing completions	1400 additional affordable dwellings for the period 2006-2011	Core	Ashford Borough Council
CS1(H) - Guiding Principles *CS8* – Infrastructure contributions *CS12* - Affordable Housing	Percentage of planning permissions granted on qualifying sites providing 30% of affordable housing in the Ashford Growth Area / 35% in the rest of the Borough	100%	Local	Ashford Borough Council
CS1(D,H) - Guiding Principles *CS13* – Range of Dwelling Sizes	Number and location of planning permissions granted for dwelling sizes: 1 bedrooms 2 bedrooms 3 bedrooms 4 bedrooms >4 bedrooms	Targets to be set through site allocation DPDs	Local	Kent County Council Ashford Borough Council
CS1(H,L) - Guiding Principles *CS7* – The Countryside *CS14* – Gypsies and Travellers *CS15* - Transport	Produce a Gypsies and Travellers Accommodation Needs Assessment which must be reviewed at regular intervals	Yes	Local	Ashford Borough Council
CS1(I,L) - Guiding Principles *CS15* - Transport	Amount of new residential development within 30 minutes public transport time of: a GP, a hospital, a primary school, a secondary school, areas of employment; and a major retail centre	100%	Core	Ashford Borough Council Kent County Council
CS1(I,L) - Guiding Principles *CS15* - Transport	Annual average peak hour traffic flow on principal roads	Growth in car traffic flows not to exceed 49% by 2021.	Local	Kent County Council
CS1(I,L) - Guiding Principles *CS15* - Transport	Cycling in Ashford	50% Increase in Cycling trips in Ashford by 2010/11	Local	Kent County Council
CS1(I,L) - Guiding Principles *CS15* - Transport	Amount of completed non-residential development within Use Class Orders A, B and D complying with car parking standards set out in the LDF	100%	Core	Kent County Council Ashford Borough Council
CS15	Modal split / use of bus network	(1) 35% of journeys to the town centre and 20% of other journeys, capable of being made by SMARTLINK to do so; (2) reduce proportion of journeys made by car from 65% in 2003 to 57% by 2021; (3) 100% compliance with approved Green Travel Plans	Core	KCC Bus operators KCC ABC
CS15	Viability of SMARTLINK	Revenue to exceed operating costs	Core	System operators
CS1(H,J) - Guiding Principles *CS16* - Retail Provision	Amount of floorspace developed for employment (gross sq m) 1. B1a 2. B1b 3. B1c 4. B2 5. B8	A total of 592,000m² of net additional employment floorspace (A2, B1, B2 and B8 uses) should be provided in the Borough between 2001 and 2021	Core	Kent County Council Ashford Borough Council

CORE POLICY INDICATORS AND TARGETS (CONTINUED)

Policy	Indicator	Target	Type of Indicator	Data Source
CS1(H,J) - Guiding Principles *CS16* - Retail Provision	Amount of floorspace developed for employment in employment or regeneration areas (gross sq m) 1. B1a 2. B1b 3. B1c 4. B2 5. B8	None	Core	Kent County Council Ashford Borough Council
CS1(F,H,J) - Guiding Principles *CS16* - Retail Provision	Amount of floorspace developed for employment on previously developed land	Average percentage completed by: 2010/11 - 10% 2015/16 - 20% 2020/21 - 30%	Core	Kent County Council Ashford Borough Council
CS1(H,J) - Guiding Principles *CS16* - Retail Provision	Employment land available by type (ha) 1. B1a 2. B1b 3. B1c 4. B2 5. B8	Employment land available between 2001 and 2021: A2/B1: 165 ha B2: 36 ha B8: 35 ha	Core	Kent County Council Ashford Borough Council
CS1(H,J) - Guiding Principles *CS16* - Retail Provision	Losses of employment land in: 1. Employment / Regeneration areas 2. Whole area	1. None 2. To minimise loss of employment land	Core	Kent County Council Ashford Borough Council
CS1(H,J) - Guiding Principles *CS16* - Retail Provision	Amount of employment land lost to residential development	None	Core	Kent County Council Ashford Borough Council
CS1 (H,J) - Guiding Principles *CS 3* – Ashford Town Centre CS16 – Retail Provision	Amount of completed retail, office and leisure development	The town centre should be expanded to accommodate up to 94,000 m² of new retail/leisure floorspace, 76,200 m² of new office floorspace by 2021	Core	Kent County Council, Ashford Borough Council

Policy	Indicator	Target	Type of Indicator	Data Source
CS1 (H,L) - Guiding Principles *CS17* – Tourism	Amount of existing tourism facilities lost (unless satisfactory replacement facilities are provided) and new tourism facilities gained as a result of new development	To minimise loss of existing tourism facilities	Local	Ashford Borough Council
CS1 (G,H,L) - Guiding Principles *CS8* – Infrastructure contributions *CS18* – Meeting the Community's Needs	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.	No net loss	Local	Ashford Borough Council
CS1 (G,K) - Guiding Principles *CS18* – Meeting the Community's Needs	Amount of eligible open spaces managed to Green Flag Award standard	N/a	Core	Green Flag Award standard not currently supported by ABC, existing auditing arrangements in place
CS1 (G,K) - Guiding Principles *CS18* – Meeting the Community's Needs	Amount of Open Space meeting standards set out in the Open Space Strategy	100%	Local	Ashford Borough Council
CS1(A,E,M) - Guiding Principles *CS20* – Sustainable Drainage	Percentage of new homes (on major sites) with a SUDS feature in accordance with the SUDS Strategy.	100%	Local	Ashford Borough Council
CS1 (A) - Guiding Principles *CS19* – Development and Flood Risk *CS21* – Water Supply and Treatment	Number of planning permission granted contrary to the advice of the Environment Agency on either flood defence grounds or water quality	None	Core	Environment Agency

Glossary

This section explains some of the technical terms and provides internet links for certain documents and organisations referred to in the Core Strategy.

Annual Monitoring Report (AMR): The Council is required to produce an AMR each year to assess the performance and effects of the LDF.

Area Action Plan (AAP): A type of Development Plan Document focused upon a specific location or an area subject to conservation or significant change (such as major regeneration). AAPs proposed for Ashford Borough include the Town Centre AAP and an AAP for the proposed urban extensions.

Area of Outstanding Natural Beauty (AONB): An area with a statutory national landscape designation, the primary purpose of which is to conserve and enhance natural beauty. Together with National Parks, AONBs represent the nation's finest landscapes. AONBs are designated by the Countryside Agency (now natural England)

Ashford Growth Area: Term relating to Ashford town including its proposed expansion areas. Ashford has been identified by the Government as one of four major growth areas in the Sustainable Communities Plan.

Ashford urban area: The existing built-up parts of Ashford town.

Ashford's Future: A partnership of ten key local, regional and national agencies, including the Borough Council, who have come together to manage the growth of Ashford. The Borough Council remains responsible for managing the whole planning process.

Biodiversity: The diversity of plant and animal life in a particular habitat or area.

Borough Local Plan: The Ashford Borough Local Plan was formally adopted by the Borough Council in June 2000. It sets out a framework of plans and policies to guide the development and use of land in the Borough. It is in the process of being replaced by the Local Development Framework.

BREEAM Standard: The Building Research Establishment's Environmental Assessment Method, which is used to assess the environmental performance of new and existing non-residential buildings. It is regarded by the UK's construction and property sectors as the measure of best practice in environmental design and management.

Brownfield land: Another term for Previously Developed Land.

By Design: Better practice guidance produced by the Government in 2000 which aims to promote higher standards in urban design.

Community Strategy: A document setting out a vision for the Ashford Borough community, produced for the Local Strategic Partnership of key local agencies. For more information, see chapter 1 of the Core Strategy.

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

Design and Access Statement: A document which must accompany most types of planning applications explaining the design process for a development and providing details on how it can be accessed by everyone, including elderly or disabled people.

Design Code: A Design Code is a set of specific rules or requirements to guide the physical development of a site or a place. The aim of Design Coding is to provide clarity as to what constitutes acceptable design quality, and thereby a level of certainty for developers and the local community alike, that can help to accelerate the delivery of good quality new development.

Development Brief: A document, which sets out guidelines for the development of a specific site and adopted as a Supplementary Planning Document.

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 Proposals 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.

Examination in Public (EIP): The public examination of a Structure Plan or Regional Spatial Strategy by an independent panel of Inspectors.

Generic DC Development Plan Document: A forthcoming DPD that will cover detailed development control related planning policies.

Greater Ashford Development Framework (GADF): The main supporting document to Ashford's Local Development Framework, which sets out 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 undertaken during the course of 2004 and early 2005.

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

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

Highways Agency: An executive agency of the Department of Transport, responsible for operating, maintaining and improving the strategic road network of England.

Historic Park and Garden: A park or garden designated by English Heritage as being of special historic interest.

Housing Needs Survey: A study to examine the housing requirements for the communities and households of the Borough. The Ashford Housing Needs Study was published in 2005.

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 education services, community facilities, open spaces, parks, sports pitches, play areas, etc.

Kent and Medway Structure Plan: The Structure Plan for Kent and Medway, jointly produced by Kent County Council and Medway Council, which sets out the strategic planning framework for the protection of the environment, major transport priorities, and the scale, pattern and broad location of new development including provision for new housing and major economic development across Kent and Medway. The plan was adopted in July 2006.

Kent Biodiversity Action Plan: A report setting out a series of Habitat Action Plans aimed at conserving, enhancing and restoring the natural conditions of local habitats, in order to improve biodiversity in the county.

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.

Lifetime Homes Standards: A set of standards developed by the Joseph Rowntree Foundation. Lifetime homes have 16 design features that ensure that a new house or flat will meet the needs of most households. These standards are now widely applied by local authorities.

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.

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 Home Energy Rating (NHER) Scheme: A scheme to promote energy conservation and improve energy efficiency in residential buildings.

One Planet Living: A joint initiative of the World Wide Fund for Nature (WWF) and BioRegional. It sets out a series of 10 guiding principles, which allow for a high quality of life whilst living within the Earth's natural capacity for resources.

Parish Plan: A Government-sponsored initiative aimed at improving rural communities, where a plan is developed by the local community setting out what the community and Parish Council should work on in the next few years. Several parishes in Ashford have produced their own Parish Plans.

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 are gradually being replaced by Planning Policy Statements (PPS).

Planning Policy Statements (PPS): A series of statements issued by central government to replace the existing Planning Policy Guidance (PPG) notes.

Preferred Options Report: The previous consultation version of the Core Strategy, published in 2005, which sought views on the broad direction for future planning policy in the Borough.

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 PPG3.

Proposals 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.

Regional Planning Guidance (RPG): A document issued by the Government providing strategic planning guidance for each region in England. The current RPG for South East England was adopted in 2001 and amended in 2004 and is referred to as RPG9. As part of the national planning reform process, RPGs are being replaced by Regional Spatial Strategies.

Regional Spatial Strategy (RSS): The replacement for Regional Planning Guidance. The RSS identifies the scale and distribution of new housing in the region, indicates areas for regeneration, expansion or sub-regional planning and specifies priorities for the environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal. The draft RSS for the South East is the South East Plan. Until the South East Plan is adopted, RPG9 forms the RSS for the region.

Registered Social Landlord (RSL): A housing association or a not-for-profit company registered by the Housing Corporation to provide social housing.

Section 106 Agreement: A legal agreement under section 106 of the 1990 Town & Country Planning Act. S106 agreements are legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to a development are undertaken.

Secured by Design: A Police initiative supporting the principles of “designing out crime” by use of effective crime prevention and security standards in new developments.

SMARTLINK: A high quality, bus-based transport system proposed to link the many parts of Ashford, including the growth areas, to the town centre.

South East Plan: The draft Regional Spatial Strategy for South East England.

Special Landscape Area: A local, non-statutory designation protecting areas with higher quality, locally distinctive landscapes.

Statement of Community Involvement (SCI): A key document within the Local Development Framework prepared by the Council, which sets out how the local community and stakeholders will be involved in the preparation of LDF documents. It also sets out arrangements for involving the community when considering planning applications and major proposals for developments.

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

Strategic Tariff: A charge to be placed on developments in the Borough to help pay for the costs of strategic infrastructure needed to support new development. Further details are set out in chapter 8 of the Core Strategy.

Supplementary Planning Document (SPD): A Local Development Document that adds further detail to policies and proposals in a 'parent' Development Plan Document. Unlike Development Plan Documents, SPDs do not form part of the statutory development plan. Examples in Ashford will include SPDs on Design Codes and the Strategic Tariff.

Supplementary Planning Guidance (SPG): The equivalent of a Supplementary Planning Document under the old Local Plan system.

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.

sustainability matrix: An assessment of individual villages using set criteria to provide a consistent basis for comparing the sustainability of different locations for potential development.

Sustainable Communities Plan: A report published by the Government in 2003 which identified Ashford as one of four areas in the UK where major growth should take place.

Tenterden & Rural Sites Development Plan Document: A site allocation DPD covering housing and non-residential developments in Tenterden and specific villages in the Borough

Town Centre Area Action Plan (TCAAP): An Area Action Plan Development Plan Document which will form part of Ashford's Local Development Framework. It will contain detailed planning policies specifically covering Ashford town centre and its immediate surroundings.

Town Centre Development Framework: A background document to the Town Centre Area Action Plan, which sets out what kind of place the town centre should become by 2031. It is led by a vision and defines objectives for sustainable growth and regeneration of the town centre. It also outlines significant projects, phasing, delivery, and an implementation programme to guide regeneration and development.

Urban Capacity Study: A study undertaken to establish how much additional housing can be accommodated within an urban area.

Urban Sites & Infrastructure Development Plan Document: A site allocation DPD covering housing, non-residential developments and particular key infrastructure, within or adjoining the Ashford urban area.

Village Design Statement: A Countryside Agency initiative where local communities can influence the design of new development locally by identifying, describing and analysing local character and drawing guidance directly from this character. Several villages in Ashford have produced Village Design Statements.

Windfall: A site, usually for housing, which is not specifically allocated for development in a development plan, but comes forward for development during the lifetime of the plan.

Zero carbon development: A development which achieves zero net carbon emissions from energy use on site, on an annual basis.

Abbreviations

AAP	Area Action Plan
AATS	Ashford Area Transport Study
AMR	Annual Monitoring Report
AONB	Area of Outstanding Natural Beauty
BRE	Building Research Establishment
CHP	Combined Heat and Power
CSH	Code for Sustainable Homes
CTRL	Channel Tunnel Rail Link
DC	Development Control
DPD	Development Plan Document
GADF	Greater Ashford Development Framework
IWMS	Integrated Water Management Study
LDD	Local Development Document
LDF	Local Development Framework
NHER	National Home Energy Rating
PPG	Planning Policy Guidance
PPS	Planning Policy Statement
RPG	Regional Planning Guidance
RSS	Regional Spatial Strategy
SA	Sustainability Appraisal
SCI	Statement of Community Involvement
SNCI	Site of Nature Conservation Interest
SEA	Strategic Environmental Assessment
SEEDA	South East England Development Agency
SPD	Supplementary Planning Document
SSSI	Site of Special Scientific Interest
SUDS	Sustainable Drainage Systems
TCAAP	Town Centre Area Action Plan
WWTW	Waste Water Treatment Works

Figure 1 -
The District Diagram

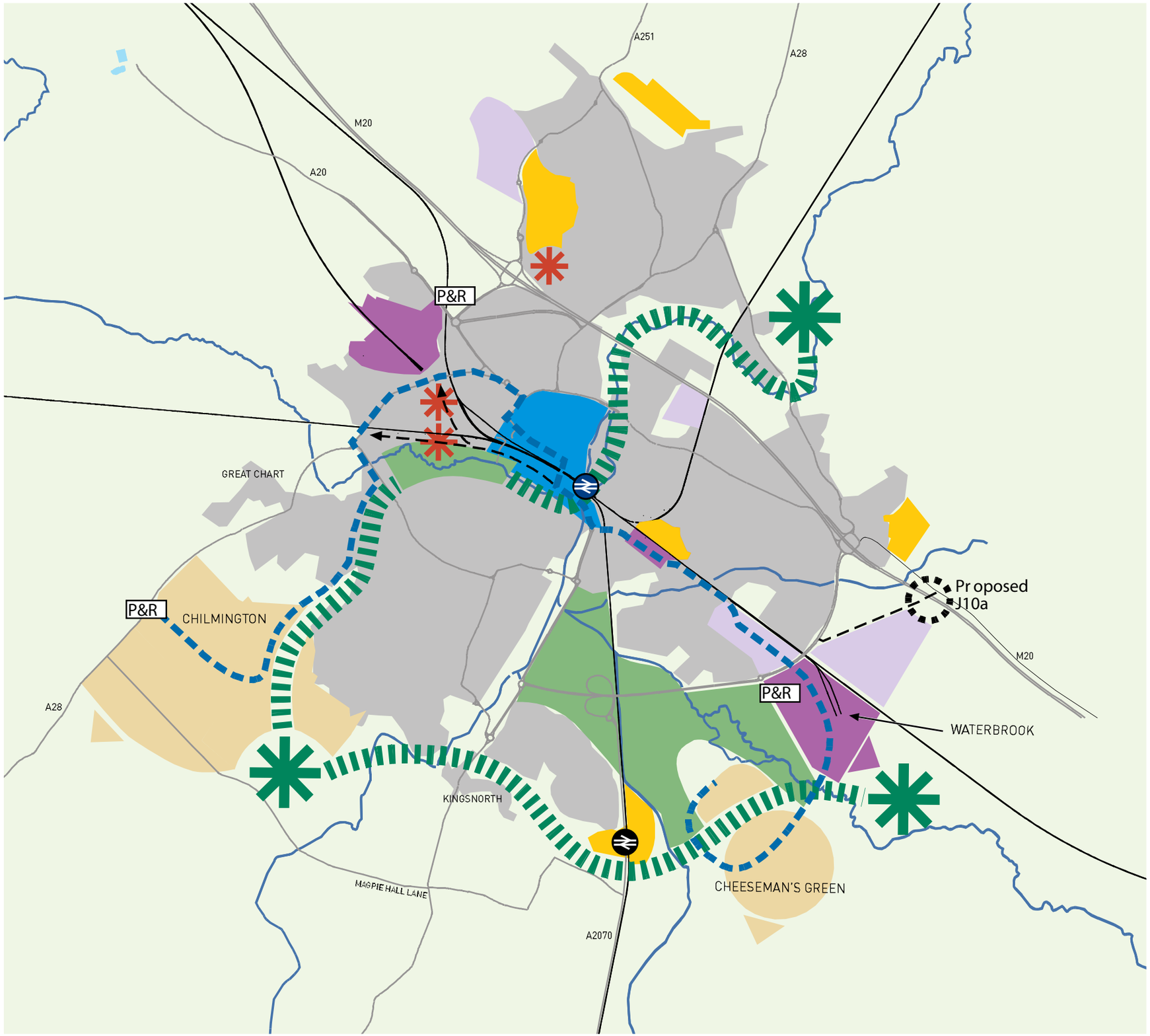


LEGEND

- Area of Outstanding Natural Beauty
- Ashford Urban Area
- The Principal Rural Service Centres
- Other Rural Service Centres
- International / Urban Station
- Rural Station

Ashford Growth Area Diagram

(not to scale)



N

LEGEND

- Town centre regeneration area
- Primarily employment development areas
- Primarily residential development areas
- Mixed use development areas
- Areas of search for mixed use (re)development opportunities
- Main urban extension areas (CS5)
- Possible direction of post 2021 urban extensions
- Proposed highway schemes
- Initial SMARTLINK route
- Strategic parks
- Strategic parks awaiting further clarification
- Green necklace

APPENDICES

1. Schedule of superseded adopted Local Plan policies
2. List of the Core Strategy Supporting Documents
3. Links to the Community Strategy
4. Housing Trajectory

Appendix 1: Schedule of superseded adopted Local Plan policies

The following adopted Borough Local Plan policies will be replaced by policies within this Core Strategy DPD:

Adopted Local Plan Policy to be replaced	Replacement Core Strategy Policy
GP1	CS1
GP2	CS1
GP3	CS1
GP4	CS1
GP5	CS1
GP6	CS1
GP7	CS3
GP8	CS2
GP9	CS1 / CS2
GP11	CS6
GP13	CS6
DP1	CS9
DP2	CS2 / CS10 / CS15
DP4	CS9
DP7	CS11
DP8	CS8
DP9	CS1 / CS11
HG2	CS9 / CS10
TP1	CS1 / CS9 / CS15
TP11	Part CS15
TP19	CS15
TM7	CS17
CF5	CS21
CF17	CS18

Existing Supplementary Planning Guidance (SPG) will continue to remain 'saved' pursuant to saved policies in the Borough Local Plan. In the case of SPG6 ("Providing for the Transport needs arising from the South of Ashford Transport Study", June 2004), it is envisaged that that this SPG will either continue to apply pursuant to Policies CS15 and CS8 of the Core Strategy until a supplementary planning document (SPD) is adopted pursuant to policy CS8; or, be used as the basis for a supplementary planning document to apply on an interim basis until SPD pursuant to Policy CS8 is adopted.

Appendix 2: A list of the Core Strategy supporting studies

The following list of documents have been used to support the preparation of the LDF Core Strategy.

Ashford Area Transport Study (AATS): This report, published in 2004, sets out the framework for a transport strategy for the Ashford Growth Area setting out proposals to maximise use of sustainable modes of travel. The report pre-dates the Greater Ashford Development Framework report.

Ashford's Capacity : A Handbook for Change (2001) : This report presents the outcome of the Quality of Life Capital Approach, identifying thresholds and issues to help define growth**.**

Ashford Highways and Transport Study (AHTS): A report by the Highways Agency that covers the highway modelling work and options for road proposals to support the GADF.

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

Ashford Park & 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.

Ashford Parking Strategy: A draft report setting out the proposed Parking Strategy for the Ashford Growth Area reflecting and supporting the Town Centre Development Framework and Action Plan and including an implementation strategy for Park and Ride and new town centre parking provision.

Ashford Retail Study 2003: A report by CBRE for English Partnerships to advise on the retail capacity forecasts for Ashford for the period up to 2031.

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

Ashford Town Centre Development Framework 2006: A report by Urban Initiatives on the masterplanning of the town centre area that sets out development quantums and capacity in more detail than the GADF

Ashford Transport Strategy: 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 April 2005 and summarising the findings of a number of other studies and reports.

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

Employment Background Document: A paper setting out the basis of the employment structure of the Borough with statistics on employment land supply.

Greater Ashford Development Framework (GADF): The main supporting document to Ashford's Local Development Framework, which sets out 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.

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

Housing Background Document: A paper setting out the basis for the overall quantities of housing required in the borough, the Council's proposed approach to affordable housing and the approach to d housing development in the rural areas.

Housing Needs Study: An assessment of the Housing Needs of the Borough carried in 2005 buy consultants DCA.

Integrated Water Management Study (IWMS): A background report to the Ashford LDF, which examines water management issues in relation to the Ashford Growth Area.

Priorities for Growth (June 2005): A report by Ernst & Young for the Ashford's Future Delivery Board on the range of economic activities and investments necessary to deliver sustainable communities in Ashford.

Strategic Flood Risk Assessment (SFRA): An SFRA has been carried out for the Core Strategy, this is a an assessment of flood risk in the Borough, the impact of surface run-off and advice on locations where specific flood mitigation measures are required, in relation to the LDF proposals.

Sustainable Design and Construction Background Paper: An LDF background report prepared to provide further justification, evidence base and further supporting information for the Core Strategy Policy CS10 Sustainable Design and Construction

Appendix 3: Links to the Community Strategy

This table sets out the aims and key objectives, and those 5 and 10-year aims which have relevant links with the LDF, as set out in the Ashford Borough Community Strategy 2004-2014 and identifies relevant content from the Core Strategy which will be used to help implement these aims and objectives.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
HEALTH AND SOCIAL CARE	
Aim: To provide access to excellent health and social care facilities for all	**POLICY CS1** seeks timely provision of community services and strategic infrastructure for which new development generates a need. **POLICY CS4** requires the delivery of improved community services where appropriate within the Ashford urban area. **POLICY CS5** to be developed at a rate which is supported by with the delivery of infrastructure and the elements required for a balanced, mixed community. **POLICY CS8** sets out the approach which will be used to secure contributions to fund both site specific Community premises and health facilities and town-wide health care facilities. **POLICY CS18** requires community facilities to be provided to meet needs generated by new development, and protects existing facilities.
Key priority: Improve access to primary care services e.g. doctors, dentists, health visitors, etc.	**POLICIES CS1, CS4, CS5, CS8 and CS18** seek to ensure that existing primary care facilities will be protected and new facilities provided to keep pace with Ashford's expansion
Key priority: Improve the health and well being of children including nutrition, safety and mental health	**POLICY CS1** seeks timely provision of community services and strategic infrastructure for which new development generates a need. **POLICY CS18** seeks to protect and provide community facilities of all types, including recreation and open space facilities
Key priority: Ensure increasingly dependent and disabled people can remain in their own home and be cared for in their local community	**POLICY CS1** seeks adaptable building types. **POLICY CS9 (g)** seeks flexibility,adaptability and liveability in new buildings and public space and Lifetime Homes.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
	POLICY CS13 requires a range of dwelling sizes to increase local housing choice and meet local needs.
Key priority: Make sure that health and social care services work together and keep pace with the population growth	**POLICIES CS1, CS4, CS5, CS8 and CS18** seek to ensure that existing health and social care facilities will be protected and new facilities provided to keep pace with Ashford's expansion
Key priority: Reduce health inequalities	**POLICIES CS1, CS4, CS5, CS8 and CS18** seek to ensure that existing health and social care facilities will be protected and to provide new facilities where they are needed
Key priority: Implement the Kent Health and Affordable Warmth Strategy to ensure affordable warmth for all homes	**POLICY CS10** sets sustainable design standards for new homes, which will help to ensure that new homes are energy efficient and warm.
Relevant 5-year aim: Open two Children's Centres in South Ashford.	**POLICY CS4** provides support for development proposals within the Ashford Urban Area including improved local community facilities or services, which could include a Children's Centre. Particular priority is given to areas which are performing less well.
LIFELONG LEARNING	
Aim: To raise education, skills and training levels, especially basic skills and those needed for work	**POLICY CS1** seeks timely provision of community services and strategic infrastructure, including schools, for which new development generates a need. **POLICY CS4** requires the delivery of improved community services where appropriate within the Ashford urban area. **POLICY CS5**to be developed at a rate which is supported by with the delivery of infrastructure and the elements required for a balanced, mixed community. **POLICY CS8** sets out the approach which will be used to secure contributions to fund physical infrastructure and social facilities, including educational facilities.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
	POLICY CS18 requires community facilities to be provided to meet educational needs generated by new development, and protects existing facilities. Specific proposals such as the Discovery Centre and sites for new schools and colleges will be considered in subsequent DPDs.
Key priority: Provide high quality educational provision for all primary, secondary and post 16 pupils	**POLICIES CS1, CS4, CS5, CS8 and CS18** will be used to ensure the provision of educational facilities to meet this priority
Key priority: Bring together all stakeholders in education and training to identify gaps in provision and respond to future training and skills development needs	**Not an LDF Core Strategy policy issue**
Key priority: Make sure provision keeps pace with population growth e.g. new schools	**POLICIES CS1, CS4, CS5, CS8 and CS18** seek to ensure that existing educational facilities will be protected and new facilities provided to keep pace with Ashford's expansion
Key priority: Raise the skills levels to meet the needs of local employers	**POLICIES CS1, CS4, CS5, CS8 and CS18** will be used to ensure the provision of educational facilities to help meet this priority
Key priority: Improve the educational achievements of all our children	**POLICIES CS1, CS4, CS5, CS8 and CS18** will be used to ensure the provision of educational facilities to help meet this priority
Key priority: Develop schools as a genuine community asset used by everyone	**POLICY CS1** seeks timely provision of community services and strategic infrastructure, including schools, for which new development generates a need. **POLICY CS9(g)** seeks flexibility, adaptability and liveability in new buildings
Relevant 10-year aim: To enhance further education provision and ensure local provision of higher education	**POLICIES CS1, CS4, CS5, CS8 and CS18** seek to ensure that existing educational facilities will be protected and new facilities provided to keep pace with Ashford's expansion
Relevant 5-year aim: Open the new Ashford Discovery	**POLICY CS3** gives priority to town centre developments, which could include the Discovery

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Centre in Ashford town housing a state of the art library, open learning zone, voluntary sector offices, café bar etc.	Centre, and states that allocations will be made in the Ashford Town Centre AAP.
TRANSPORT	
Aim: To provide good transport links to, from and within the borough that are sustainable, convenient, safe and affordable	**POLICY CS15** seeks to ensure that highway, public transport, walking and cycling needs arising from development are satisfied and that suitable provision is made for necessary infrastructure or service improvements. The policy also sets out how the Parking Strategy, including Park & Ride provision, will be implemented. **POLICY CS1** requires new developments which generate significant transport demand to be served by sustainable transport provision. **POLICY CS2** requires key transport infrastructure to be brought forward at the same time as the new development it will serve. **POLICY CS4** states that all new development in the Ashford Urban Area must contribute to the objective of improving the quality of the local environment, including better linkages for all modes of transport. **POLICY CS5** requires development in the urban extensions to maximise the potential use of public transport. **POLICY CS8** sets out how the Strategic Tariff and Section 106 Agreements will be used to fund site specific and strategic infrastructure improvements, including transport infrastructure, which are required for development. **POLICY CS9** requires proposals to demonstrate how it will meet various design objectives, including permeability and ease of movement.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
	In addition, the Core Strategy promotes the Compact Growth Model for Ashford, which is designed to maximise public transport provision and minimise unnecessary car journeys.
Key priority: Have a fully integrated and sustainable transport strategy for the borough	**POLICIES CS1, CS2, CS4, CS5, CS8, CS9 and CS15** all help support the sustainable transport strategy.
Key priority: Have an improved, better integrated and affordable public transport system across the borough	**POLICIES CS1, CS2, CS4, CS5, CS8, CS9 and CS15** all contribute to the aim of improving public transport provision in the borough.
Key priority: Make Ashford town centre more accessible	**POLICIES CS1, CS2, CS4, CS5, CS8, CS9 and CS15** have been designed to ensure that Ashford town centre is more accessible in future.
Key priority: Create safer roads, with slower traffic and put an end to anti-social driving	Downgrading the town centre Ring Road, to improve the environment and make the road safer for pedestrians and cyclists, is set out as a key infrastructure project in the supporting text to **POLICY CS2**. This project is also identified in and supported by **POLICY CS3**.
Key priority: Ensure fewer children are hurt in road accidents	**POLICY CS15** promotes road safety and other Policies promote alternative modes of transport.
Key priority: Secure a better rail service, providing fast and efficient links to the rest of the country and Europe	**POLICY CS1** requires new developments which generate significant transport demand to be served by sustainable transport provision. **POLICY CS15** seeks to ensure that public transport needs arising from development are satisfied and that suitable provision is made for necessary infrastructure or service improvements. The potential for a rail halt at Park Farm is promoted in the supporting text to **POLICY CS5**.
Key priority: Secure better access to the national motorway network, particularly Junction 10 of the M20	Improvements to Junction 10 and a new Junction 10a are set out as key infrastructure projects in the supporting text to **POLICIES CS2 and CS15**. Improved motorway access is one of the key areas where Strategic Tariff funds may be spent, as promoted in **POLICY CS8**.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Relevant 10-year aim: Complete the new M20 junction 10a scheme	Improvements to Junction 10 and a new Junction 10a are set out as key infrastructure projects in the supporting text to **POLICIES CS2 and CS15**. Improved motorway access is one of the key areas where Strategic Tariff funds may be spent, as promoted in **POLICY CS8**.
Relevant 10-year aim: Start a new integrated public transport system	**POLICIES CS1, CS2, CS4, CS5, CS8, CS9 and CS15** all help support the sustainable transport strategy including a new 'Smartlink' public transport system.
Relevant 5-year aim: Ensure new bus services are introduced to serve new developments	**POLICY CS1** requires new developments which generate significant transport demand to be served by sustainable transport provision. **POLICY CS4** states that all new development in the Ashford Urban Area must contribute to the objective of improving the quality of the local environment, including better linkages for all modes of transport. **POLICY CS5** requires development in the urban extensions to maximise the potential use of public transport.
Relevant 5-year aim: Complete the cycleway network through Ashford urban area	**POLICY CS1** requires new developments which generate significant transport demand to be served by sustainable transport provision. **POLICY CS15** seeks to ensure that cycling needs arising from development are satisfied and that suitable provision is made for necessary infrastructure or service improvements. **POLICY CS4** states that all new development in the Ashford Urban Area must contribute to the objective of improving the quality of the local environment, including better linkages for all modes of transport including cycling.
Relevant 5-year aim: Implement a calmed ring road and extended pedestrian areas within the town centre	Downgrading the town centre Ring Road, to improve the environment and make the road safer for pedestrians and cyclists, is set out as a key infrastructure project in the supporting text to **POLICY CS2**. This project is also identified in and supported by **POLICY CS3**.
Relevant 5-year aim: Establish a clear town centre public transport hub	**POLICIES CS1, CS2, CS4, CS5, CS8, CS9 and CS15** all help support the sustainable transport strategy which could include a public transport hub.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Relevant 5-year aim: Establish a new parking strategy for the borough including the provision of a first Park & Ride site	**POLICIES CS1, CS2, CS4, CS5, CS8, CS9 and CS15** all help support the sustainable transport strategy which includes Park & Ride sites.
Relevant 5-year aim: Make sure all major employers have adopted and implemented Green Travel Plans	The supporting text to **POLICY CS15** requires developers to use Travel Plans and other methods to help reduce traffic generation targets and achieve modal shift targets.
HOUSING AND THE ENVIRONMENT	
Aim: To balance the built and natural environment to ensure its sustainability both for now and the future	**POLICY CS1** seeks to achieve high quality design and requires development to work within environmental constraints. **POLICY CS5** requires high quality design and landscaping to be provided within the new urban extensions. **POLICY CS9** requires high quality design and sets out several objectives against which proposals for new development will be considered. **POLICY CS10** sets out sustainable design features which should be incorporated into major developments.
Key priority: Work together to ensure all housing is of the highest quality contributing to the independence of individuals and families	**POLICIES CS9 and CS10** will ensure that housing is built to high quality, sustainable standards including adaptable, 'liveable' homes. **POLICY CS12** seeks the provision of affordable housing. **POLICY CS13** requires a range of dwelling types and sizes to be provided, in order to meet the needs of the community. **POLICY CS14** sets out proposals for sites for gypsies and travellers.
Key priority: Give local people a strong influence on the growth of the borough	Participation in the development of the Core Strategy is actively encouraged. The submitted Core Strategy will be subject to public consultation.
Key priority: Enhance the borough's natural and built environment, making sure new developments are sympathetic to existing landscapes, buildings and communities	**POLICY CS1** provides protection for the built and natural environment. **POLICY CS11** protects and enhances the biodiversity of sites. **POLICIES CS5 and CS9** are also relevant in meeting this key priority.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Key priority: Provide a wide choice and mix of housing throughout the borough	**POLICY CS12** seeks the provision of affordable housing. **POLICY CS13** requires a range of dwelling types and sizes to be provided, in order to meet the needs of the community. **POLICY CS14** sets out proposals for sites for gypsies and travellers.
Key priority: Increase the supply of water and reduce demand by better water efficiency	**POLICY CS21** requires adequate water supply and treatment facilities to be in place to serve developments. The more efficient use of water is also encouraged through **POLICIES CS9 and CS10.**
Key priority: Protect the flood plains and make sure future growth does not increase flood risks	**POLICY CS19** seeks to prevent development on the flood plains and to ensure that future growth does not increase flood risks.
Key priority: Adopt a strategic approach to energy efficiency and environmental protection	A strategic approach to energy efficiency and environmental protection is clearly established through **POLICIES CS1, CS9, CS10, CS19 and CS21**.
Key priority: See less waste, more recycling, fuel-efficient homes, buildings and more use of renewable energy supplies	**POLICIES CS9 and CS10** are designed to meet the aims and objectives set out in this key priority.
Key priority: Create more accessible green space, creating social and leisure space for local people	**POLICIES CS1, CS4, CS5, CS8 and CS18** seek to ensure that community facilities, including open space and leisure facilities, will be protected and new facilities provided to keep pace with Ashford's expansion.
Relevant 10-year aim: Provide an appropriate proportion of the 31,000 homes and 28,700 jobs required in Regional Planning Guidance	**POLICY CS2** sets out the requirement to provide the relevant proportion of these homes and jobs within the LDF period.
Relevant 5-year aim: Ensure an affordable housing policy is implemented to provide an adequate proportion of affordable homes and accommodation for key workers.	**POLICY CS12** seeks the provision of affordable housing.
Relevant 5-year aim: Ensure sustainable construction methods are used in new buildings	**POLICIES CS9 and CS10** will ensure that housing is built to high quality, sustainable standards.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Relevant 5-year aim: Maintain and improve existing public sector housing stock	**POLICY CS12** seeks the provision of affordable housing.
Relevant 5-year aim: Open an Environmental Education Centre in Singleton	**POLICY CS4** provides support for development proposals within the Ashford Urban Area, which could include an Environmental Education Centre.
SOCIAL INCLUSION	
Aim: To create strong, active and cohesive communities giving everyone access to services and opportunities	**POLICY CS1** requires provision to be made to ensure the delivery of community services and other strategic infrastructure for which development would generate a need. **POLICY CS4** states that, where appropriate, new development in the urban area should help to deliver improved local community facilities or services. Proposals that tackle the particular needs of areas currently performing less well are specifically encouraged. **POLICY CS5** to be developed at a rate which is supported by with the delivery of infrastructure and the elements required for a balanced, mixed community. **POLICY CS8** states that the approach that will be used to secure contributions to help fund social facilities needed to support new development. **POLICY CS9** sets out design objectives which must be taken into account, which include the flexibility, adaptability and liveability of proposals. **POLICIES CS12 – CS14** provide for a range of housing types, sizes and tenures. **POLICY CS18** seeks to provide open space, recreation, sports, leisure, cultural and community facilities.
Key priority: Work with local communities to tackle wards and pockets of deprivation throughout the borough	**The Spatial Objective for Ashford Growth Area is 'To achieve a 'step change' in areas where there are existing social and environmental problems by injecting new development and activity to help sustain local shops and services, or by improving links to surrounding areas so that people have better access to a wider range of jobs and services'. This objective has influenced the sustainable development proposals and Policies of the Core Strategy.**

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Key priority: Improve access to services in identified rural areas	**POLICY CS1** seeks to promote strong rural communities. **POLICY CS6** promotes development in the larger rural settlements. **POLICY CS16** protects against the loss of important shopping facilities in villages.
Key priority: Improve education opportunities and attainment	**POLICY CS1** requires provision to be made to ensure the delivery of community services and other strategic infrastructure for which development would generate a need. **POLICY CS4** states that, where appropriate, new development in the urban area should help to deliver improved local community facilities or services. Proposals that tackle the particular needs of areas currently performing less well are specifically encouraged. **POLICY CS8** states that the approach that will be used to secure contributions to help fund infrastructure and social facilities needed to support new development.
Key priority: Improve earning potential and employment opportunities for residents of the borough	**POLICY CS1** seeks a balance between housing provision and job creation.
Key priority: Support the role of the voluntary and community sector in delivering services within the borough	**POLICY CS1** requires provision to be made to ensure the delivery of community services and other strategic infrastructure for which development would generate a need. **POLICY CS4** states that, where appropriate, new development in the urban area should help to deliver improved local community facilities or services. Proposals that tackle the particular needs of areas currently performing less well are specifically encouraged. **POLICY CS5** to be developed at a rate which is supported by with the delivery of infrastructure and the elements required for a balanced, mixed community. **POLICY CS8** states the approach that will be used to secure contributions to help fund social facilities needed to support new development.

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
	POLICY CS18 specifically refers to the importance of community infrastructure and the voluntary sector.
Key priority: Encourage the development of active and sustainable local communities	**POLICY CS1** seeks to achieve sustainable communities. **POLICY CS18** seeks to provide open space, recreation, sports, leisure, cultural and community facilities.
PROSPERITY	
Aim: To encourage new jobs and businesses to flourish and market Ashford borough as the place to invest.	**POLICY CS1** seeks to achieve a balance between residential and employment opportunities. **POLICIES CS2 - CS7** provide for job creation in the borough. **POLICY CS18** seeks the timely provision of leisure facilities.
Key priority: Ensure Ashford borough enjoys a balance between homes, jobs and leisure	**POLICY CS1** seeks to achieve a balance between residential and employment opportunities. Large scale developments should comprise a mix of residential and employment uses together with other community uses and services. **POLICIES CS2 - CS7** provide for job creation in the borough.
Key priority: Maximise employment opportunities for the residents of the borough and create economic wealth for all	**POLICY CS1** seeks provision of a commercial environment that is conducive to encouraging new and existing businesses. **POLICIES CS2 – CS7** provide for job creation in the borough.
Key priority: Provide an environment that is conducive to business growth and enterprise	**POLICY CS1** seeks provision of a commercial environment that is conducive to encouraging new and existing businesses. **POLICIES CS2 – CS7** provide for job creation in the borough.
Key priority: Encourage new businesses and support existing businesses (especially SME's) throughout the borough	**POLICY CS1** seeks to achieve a balance between residential and employment opportunities. **POLICIES CS2, CS3, CS4 and CS5** provide for job creation in the borough, town centre, urban area and new urban extensions.
Key priority: Encourage and engage businesses in partnership activity throughout the borough	*Not a Core Strategy policy issue.*

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Relevant 10-year aim: Ensure major employment growth, particularly in the town centre	**POLICY CS1** seeks to achieve a balance between residential and employment opportunities. Large scale developments should comprise a mix of residential and employment uses together with other community uses and services. **POLICY CS3** prioritises job-creating development in the town centre.
Relevant 10-year aim: Complete the second major retail development within the town centre adjacent to Park Mall	**POLICY CS3** seeks development which will revitalise the town centre during the LDF period.
Relevant 5-year aim: Complete a major retail development within the town centre, adjacent to County Square	**POLICY CS3** seeks development which will revitalise the town centre during the LDF period.
Relevant 5-year aim: Provide an appropriate balance between new homes and jobs	**POLICY CS1** seeks to achieve a balance between residential and employment opportunities.
Relevant 5-year aim: Develop further Centres of Vocational Excellence (COVE's) in the borough	**POLICIES CS1, CS4, CS5, CS8 and CS18** encourage the provision of educational facilities which could include COVE's.
COMMUNITY SAFETY	
Aim: To reduce crime and disorder within the borough and reinforce the right for all to live free from the fear of crime	**POLICY CS1** includes a requirement for high quality design including creating a sense of security. **POLICY CS9** sets design objectives, which include continuity and enclosure.
Key priority: Ensure effective multi-agency working through continual development of the Community Safety Partnership (Crime & Disorder Reduction Partnership – CDRP)	*Not a Core Strategy policy issue*
Key priority: Develop a rolling three year plan targeting relevant local and national issues	*Not a Core Strategy policy issue*

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
Key priority: Tackle anti-social behaviour and the impact it has upon local communities	**POLICY CS1** includes a requirement for high quality design including creating a sense of security. **POLICY CS9** sets design objectives, which include continuity and enclosure.
Key priority: Raise the public profile of the Community Safety Partnership	Not a Core Strategy policy issue
Relevant 5-year aim: Remove the problem of ring road racers.	*Downgrading the town centre Ring Road, to improve the environment and make the road safer for pedestrians and cyclists, is set out as a key infrastructure project in the supporting text to POLICY CS2 . This project is also identified in and supported by POLICY CS3 .*
LEISURE AND CULTURE	
Aim: To improve the range of cultural and leisure activities throughout the borough	**POLICY CS1** seeks provision of community services and strategic infrastructure, including leisure and cultural facilities, for which new development generates a need. **POLICY CS4** requires the delivery of improved services where appropriate within the Ashford urban area. **POLICY CS5** to be developed at a rate which is supported by with the delivery of infrastructure and the elements required for a balanced, mixed community. **POLICY CS8** sets out the approach which will be used to secure contributions to fund infrastructure and leisure facilities. **POLICY CS17** supports existing and new tourism facilities. **POLICY CS18** requires cultural and leisure facilities to be provided to meet needs generated by new development, and protects existing facilities.
Key priority: Promote creative partnerships, encouraging and enabling	Not a Core Strategy policy issue

Community Strategy aim / objective / priority	Relevant LDF Core Strategy Content
the public, private, voluntary and community sectors to work together to improve cultural and leisure activity in the borough	
Key priority: Have high quality leisure and cultural facilities and opportunities to meet current needs, which can grow with the borough	In addition to **POLICIES CS1, CS4, CS5 and CS8, POLICY CS18** requires cultural and leisure facilities to be provided to meet needs generated by new development, and protects existing facilities.
Key priority: Utilise and invest in existing buildings and resources to provide high quality leisure and cultural facilities	In addition to **POLICIES CS1, CS4, CS5 and CS8, POLICY CS18** requires cultural and leisure facilities to be provided to meet needs generated by new development, and protects existing facilities.
Key priority: Ensure provision of affordable sports facilities throughout the borough	In addition to **POLICIES CS1, CS4, CS5 and CS8, POLICY CS18** requires cultural and leisure facilities to be provided to meet needs generated by new development, and protects existing facilities.
10-year aim: Open an Exhibition and Conference Centre close to the International Railway Station	**POLICY CS4** provides support for development proposals within the Ashford Urban Area including improved local community facilities or services, which could include a Conference Centre. **POLICY CS17** provides specific support for a Conference Centre to be developed.
5-year aim: Open a new Ashford Arts Centre	**POLICY CS4** provides support for development proposals within the Ashford Urban Area including improved local community facilities or services, which could include an Arts Centre.

Appendix 4: Housing Trajectory

Ashford Housing Trajectory 2001-2021 (Ashford Growth Area)

	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
Under construction on small sites						10	5														15
Completed on sites excluding sites below	516	487	564	484	207																2,258
Exant units on large sites						91	52														143
Templar and Rowcroft Barracks				71	12		100	200	200	200	200	200	67								1,250
Park Farm (Local Plan)	130	71	77	23			125	300	300	55											1,081
Cheeseman's Green (Local Plan)								50	150	200	200	150	150	150	150	80					1,280
Ashford Hospital									60												60
Singleton		58	146	220	189	143	150	115	100	29											1,150
Lower Queen's Road											30										30
Tile Kiln Road											10										10
Brisley Farm	51	87	62	58	83	29	58														428
Town Centre	2	3		4	1	22	119	205	228	332	310	335	326	296	248	122	86	100	50	50	2,839
New Town Works										50	150	150	150	150	150	128					928
Hunter Avenue								75	100	75											250
Bockhanger Wood								50	50	50	50	50	50	50	75	75	75	75	75	75	800
Chilmington Green									50	150	200	200	200	200	200	200	300	300	300	300	2,600
Cheeseman's Green Extension												-	100	150	150	220	300	300	300	300	1,820
Discovery Park									50	100	100	100	100	100	100	100					750
Chart Estate																		50	50	50	150
Cobbs Wood																		25	50	25	100
Canal District (existing area)																-	-	-	-	-	-
Waterbrook									-	100	100	100	100	100	100	100	100	130	130	140	1,200
Kennington												100	100	100	100	100	105				605
William Harvey Area													50	50	50	50	50				250
Jemmett Road									41	100	100										241
Warren Park & Ride								100	123	100											323
Past Completions	**699**	**706**	**849**	**860**	**492**																**3,606**
Projected Completions						**295**	**609**	**1,095**	**1,452**	**1,541**	**1,450**	**1,385**	**1,393**	**1,346**	**1,323**	**1,175**	**1,016**	**980**	**955**	**940**	**16,955**
Cumulative Completions	699	1,405	2,254	3,114	3,606	3,901	4,510	5,605	7,057	8,598	10,048	11,433	12,826	14,172	15,495	16,670	17,686	18,666	19,621	20,561	20,561
Core Strategy (RPG9 + RSS) **Ashford Growth Area Allocation**	**790**	**790**	**790**	**790**	**790**	**1,040**	**1,040**	**1,040**	**1,040**	**1,040**	**1,040**	**1,040**	**1,040**	**1,040**	**1,040**	**1,200**	**1,200**	**1,200**	**1,200**	**1,200**	**20,350**
MONITOR - No. dwellings above or below cumulative allocation	-91	-175	-116	-46	-344	-1089	-1520	-1465	-1053	-552	-142	203	556	862	1145	1120	936	716	471	211	

The above trajectory is provisional and will be firmed up as work progresses on other DPDs. In particular, the figures for the town centre will be reviewed in the light of more detailed analysis in the Town Centre AAP and at this stage are regarded as a maximum that may need to be reduced. The timing of delivery on small sites may also need amending to reflect changes in the delivery of key infrastructure. However, it is not envisaged that this will materially affect overall numbers.

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