

## ASHFORD

---

**Location:** Ashford  
**Client:** ZEDHomes  
**Period:** 2007 - 2010  
**Status:** Planning  
**Permission granted**  
**Job Number:** 05/06



### Brief Description

Planning Potential has been advising ZEDHomes on this scheme in Ashford, Kent since 2005 and continues to provide strategic advice on the site. The proposals comprise a mixed use development of more than 1,000 residential units, commercial floor space and a foodstore. A three week public Inquiry was held in early 2008 after an Appeal was submitted on the grounds of non determination. The Secretary of State recovered the Appeal, and granted planning permission on the 3rd July 2008.

### Notable Features

This scheme forms a landmark development demonstrating highly sustainable development on a scale not yet achieved in the UK. The scheme has high environmental credentials, with each dwelling meeting the requirements for Code for Sustainable Homes Level 6 for water and energy use, and Level 5 overall, and the commercial floor space achieving BREEAM excellent. Key aspects include the innovative design in the use of wood for exterior cladding and vertical planting on tall buildings. On-site biomass boilers providing a centralised source of heating across the site as a whole for both commercial and residential uses, with provision to feed back into the grid – the peak use of residential and commercial would not overlap, thus optimizing and avoiding waste.

The scheme responded to the emerging LDF strategy which planned for the very significant expansion of Ashford proposed by regional policy, and that the Core Strategy allows for the expansion of the town centre to cater for this housing growth. The scheme makes a significant contribution to the provision of housing in Ashford, an important growth area.

### Planning Potential Responsibilities

- Acting as lead consultant on the project
- Providing planning advice and preparing Planning Statement
- Project managing the consultant team
- Co-ordination of the planning application and 3 week Public Inquiry.
- Instruction of Counsel; co ordination of team of witnesses
- Provision of planning and retail evidence.