



LAND AT ELWICK PLACE (PHASE 1), AHSFORD, KENT

OVERVIEW

CLIENT

Stanhope Plc

SECTORS

Leisure
Commercial

LOCATION

Ashford

PLANNING AUTHORITY

Ashford Borough Council

HIGHWAY AUTHORITY

Kent County Council

PROJECT TEAM

Guy Holloway Architects
Gillespies
Savills
Alinea
Cudd Bentley

PROJECT MANAGER

Stephen Kemp

PROJECT DIRECTOR

Daniel Ekstrand



PROJECT

We were appointed by Stanhope Plc to provide transport support for the application of a leisure-led scheme comprising a boutique cinema, restaurant space and a separate 60 bedroom family hotel development in the heart of Ashford town centre.

The Ashford Borough Council planning committee approved Stanhope's plans for the scheme which also provides a new town centre car park of 282 spaces which is shared with the new leisure and hotel facilities. The former ring road was redeveloped in 2007 as a shared space with reduced street furniture, road markings and traffic lights, and the speed limit decreased to 20 mph.

A second phase comprising residential apartments would be determined separately following a second application.

APPROACH

Key challenges included the mitigation of transport impacts with the local highway authority, while integrating the design of new transport facilities with the existing shared space design of Elwick Square and new landscaping areas within the development, all of which were successfully resolved through the plan development process.

OUTCOME

The proposals were approved at committee and construction has been completed.

RELATED PROJECTS

Union Street East, Aldershot

