

## Site 4: Elwick Place

### Developers:

South East England Development Agency (SEEDA)

### Size:

2.69 Hectares (6.65 acres)

### Site Description:

A key town centre site located between the new shared space scheme on Elwick Road and the railway lines, and opposite the new 200,000 sq ft extension to County Square Shopping Centre which was opened in March 2008, with the 90,000 sq ft Debenhams department store.

The site is situated on the pedestrian route between the Ashford International station with its high speed services to London, Paris, Lille and Brussels, and the core town centre shopping area.

### Planning situation:

The site is allocated in the Ashford Town Centre Area Action Plan (published Feb 2010) for mixed use development. Policy TC3 identifies two parts to the site, West of Elwick Square and East of Elwick Square. West of Elwick Square provides the potential for,

“a substantial retail-led development with easy pedestrian access from County Square shopping centre opposite should be provided. This should be anchored by a comparison retail offer which both complements and extends the retail core of the town centre. Leisure (including a cinema), residential, a hotel and/or office uses would be suitable on upper floors. Building forms on this part of the site should reflect the broad scale set by the shopping centre opposite.”

(Ashford Town Centre Area Action Plan, extract from Policy TC3, page 26 of the adopted plan)

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