# EIA Quality Mark Case Study

## Waterbrook Park, Ashford, Kent

<table>
<thead>
<tr>
<th>Key Issues:</th>
<th>Purpose of the project:</th>
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<tbody>
<tr>
<td>• Noise and the proximity of residential receptors.</td>
<td>To provide housing and a truck stop for HGVs using the M20.</td>
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<td>• Accommodating conflicting land uses within proximity to each other.</td>
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<th>Description of the project:</th>
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<tr>
<td>A mixed-use development to comprise a 600-space truck stop, employment uses including small enterprise units, offices, industrial and storage uses, a food store, drive-through restaurants, a petrol filling station, up to 400 residential dwellings, neighbourhood retail, access roads and associated infrastructure, drainage and landscaping.</td>
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EIA Learning Outcomes

Lessons learnt:

Collaborative assessment and iterative design

The development proposed several conflicting land uses: commercial development, a 600-space truck stop and 400 dwellings all in relative proximity. The inherent key conflicts that arrived from this related to noise, traffic composition, and visual impact.

A series of key workshops were held facilitated by the EIA work to embed mitigation into the design of the development where possible. Noisier land uses were located nearest to existing noisier parts of the site; commercial development adjacent to the A2070 and the truck stop adjacent to the existing railway sidings. This also aided the separation of vehicle types after entering the site to ensure that HGV vehicles were not required to route through residential areas but moreover given maximum separation from properties.

Lessons learnt continued:

It was devised that the best way to provide high quality residential amenity in proximity to the conflicting land uses was to create a landscape buffer around it. This included a landscape bund along the western boundary of the truck stop which would not only provide noise attenuation but would also fully screen lorries parked in the truck stop from every residential property on the site.

Whilst there were relatively few existing properties in proximity to the location of the truck stop, in recognition of their semi-rural location the applicant was advised that electrical ‘hook ups’ should be provided for all HGVs to prevent the use of generators during the night time especially for refrigerated goods.

This supplemented by acoustic fencing ensured that the noise environment of the surrounding semi-rural environment was safeguarded.

Whilst there was political support for this development, it remained sceptical as to whether it could be delivered and still safeguard the amenity of existing and proposed residential properties in close proximity.

It was the collaborative multidisciplinary approach facilitated by EIA that demonstrated that the various uses proposed on the site could co-exist.

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