

# Masterplan Proposals

March 2011



## Proposed Mixed-Use Development Herne Bay Central Development Area

Working in partnership

**Denne**

**CO  
PLAN  
ESTATES**





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*“Canterbury City Council is committed to the regeneration of Herne Bay. The regeneration of Herne Bay Central Development Area is part of a programme of major investments seeking to restore Herne Bay to its earlier prosperity, whilst driving a successful vision for the future.*

*Canterbury City Council has selected Denne and Coplan Estates as its preferred development partner for the Herne Bay Central Development Area. The Master Plan Proposals have been prepared in partnership and provide the city council with a framework for the future of this key part of Herne Bay. It is the aim of the Master Plan to provide a new thriving retail hub, two public squares and a significant investment into the town’s economy.*

*In preparation of the Master Plan, the Council and its preferred developers have drawn upon the Area Action Plan and Development Principles previously considered by local residents and businesses. The results of the consultation on the Master Plan itself, have now been considered and fed into the Master Plan which the Council are pleased to present as a catalyst for delivering the Councils vision for Herne Bay.”*

**Colin Carmichael, Chief Executive  
Canterbury City Council**



# 1.0 Introduction

## 1.1 Introduction and Status

This Masterplan sets out the details of proposals for the regeneration of the Herne Bay Central Development Area (CDA), an area focussed in and around the King's Road and William Street car parks. The CDA includes parts of Hanover Street and Beach Street, William Street, High Street, Queen Street and King's Road.

The Central Development Area was identified in the Herne Bay Action Area Plan (AAP) as one of the key regeneration locations that offers the opportunity to enhance the environment and function of the town centre and help stimulate the wider regeneration of Herne Bay. The AAP seeks to promote a comprehensive development solution for the CDA and hence the Masterplan addresses the whole of the CDA and covers the sub areas identified in the AAP as areas A to F (see Figure 1).

In terms of both activity and the built form of the town, the Central Development Area currently forms a void within the centre of the town (mostly arising out of the history of the town, the Plenty Brook flood-plain and the demise of the gas works). This does not contribute positively to the character, appearance or function of the town centre. The proposals outlined in the AAP and developed further in this Masterplan aim to complete the development of the central car parks area in a manner consistent with the key themes that underpinned the development of Herne Bay so that the area contributes positively to the form and function of the town centre. The proposals aim to provide attractive new streets and public spaces that help to bring new economic activity to the town, which is currently being lost to other centres in the region.



View across William Street car park  
(from Area A to Areas C, D and F shown in Fig. 1)



View across King's Road car park  
(from Area A to Areas B and E shown in Fig. 1)



Figure 1. Plan extract from AAP CDA Design Principles (Adopted SPD)

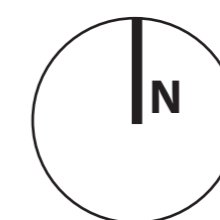


## 1.2 Scope and Format

The Masterplan is comprised of both text and plans which set out the key themes, principles and proposals that form the redevelopment of the CDA.

The Central Development Area is shown in Figure 2, and centres on the King's Road and William Street car parks, extending north to the High Street. It also encompasses parts of Beach Street and Hanover Street, as well as William Street and Queen Street. The CDA adjoins the potential future redevelopment of the adjacent Bus Depot site, also identified in the AAP, though this is likely to follow on as a subsequent phase of development and is outside the initial terms of this Masterplan.

The Masterplan boundary differs slightly from that of the CDA, and includes Nos. 10 and 11 Hanover Street, parts of Hanover Street, Queen Street, King's Road and William Street. This is to enable wider enhancements to the public realm and to enable the movement within the CDA as envisaged in the AAP.



--- Central Development Area Boundary

— Proposed Masterplan Boundary

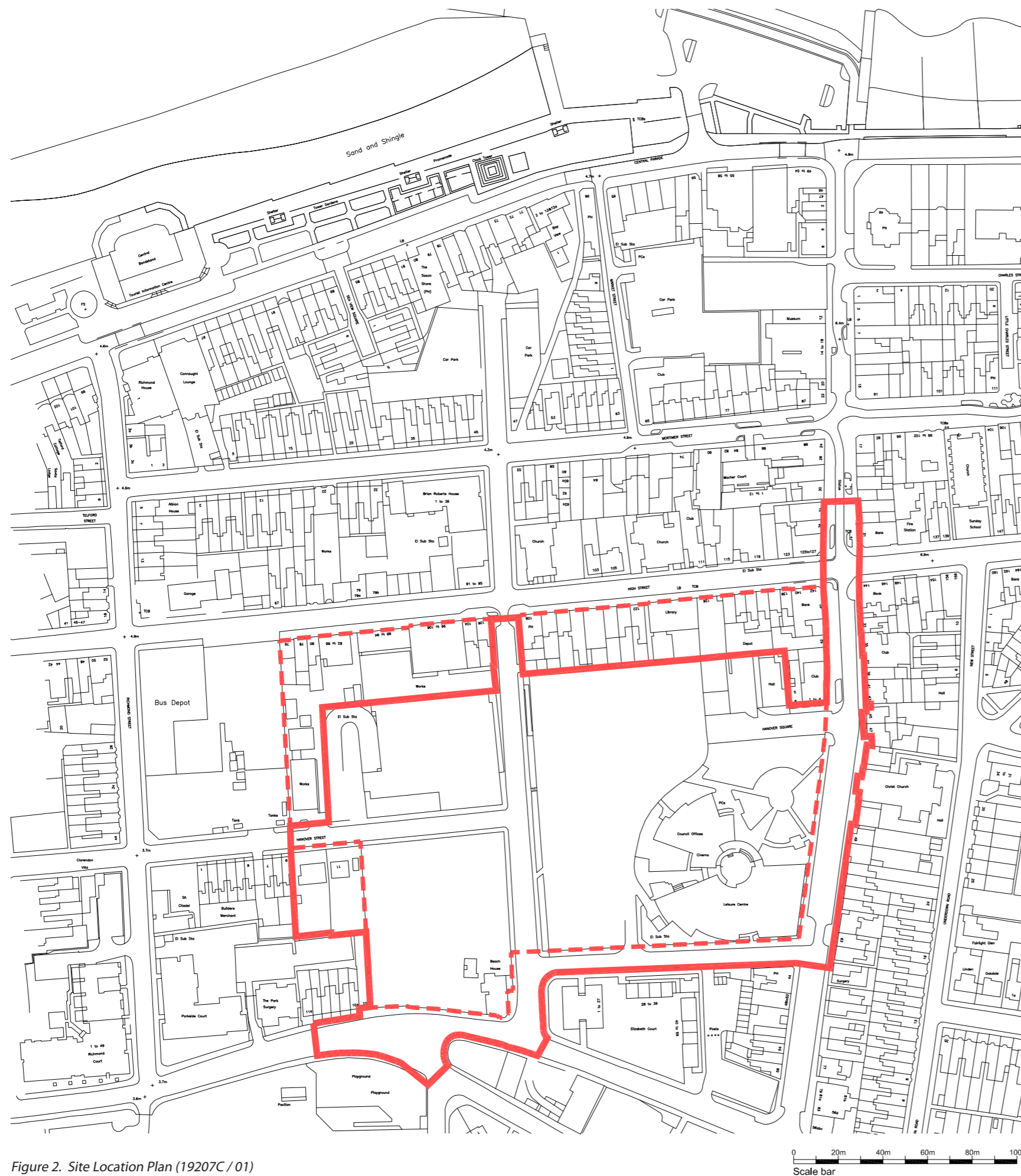


Figure 2. Site Location Plan (19207C / 01)

## 1.0 Introduction

### 1.3 Policy Context

The Masterplan proposals set out in more detail the proposals in the Herne Bay Action Area Plan (AAP). This was adopted by the city council in April 2010 as part of the Local Development Framework, following community consultation and formal examination held in 2009. This specified the priorities and principles for the regeneration of Herne Bay and defined the extent and purpose of proposals for the CDA. This is now supported by a further Supplementary Planning Document setting out the Central Development Area Development Principles, which elaborates on the AAP and provides a more detailed context for the Masterplan.

This Masterplan implements the objectives of the AAP to promote the regeneration of the Central Area of Herne Bay. It is based firmly on policy HB1 which provides a clear foundation for such regeneration, stating:

*“Planning permission will be granted for proposals which deliver the comprehensive and high-quality redevelopment of this prominent town centre site to act as a catalyst for the overall regeneration of the town in accordance with the Development Principles supplementary planning document that accompanies this Area Action Plan. Such redevelopment should provide additional community, residential, retail, health, office and leisure (as set out in Policy HB10) uses, create a new south-facing built frontage to the rear of 108-224 High Street, establish clear and strong pedestrian links across the site to*

*William Street and to the Memorial Park, and deliver high quality and co-ordinated public realm and retain overall levels of car parking.”*

The Masterplan does not seek to repeat the analysis or policies of the AAP or the accompanying Development Principles SPD. It uses these as the basis of the proposals and supplements these with supporting technical studies where appropriate.

### 1.4 Consultation

Community consultation was undertaken for the Herne Bay AAP in 2005 to define the Vision and in 2006 to look at Issues and Options, with the formal consultation on the AAP in 2008, as part of the consideration of the initial issues that needed to be addressed and then as part of the proposed policies and proposals that responded to the needs identified. The AAP was adopted in June 2010.

The Masterplan follows from further public consultation on the Masterplan principles held on 24 March 2010, which received substantial support from the community in the responses to the consultation event. These are summarised on the Masterplan consultation website at [www.hernebaycentraldevelopment.co.uk](http://www.hernebaycentraldevelopment.co.uk). Further discussions have taken place since then with a wide range of stakeholders to ensure that the proposals reflect the support and broad consensus of views, as well as any details that need to be reflected as the design progresses. The Masterplan has been

prepared in the context of the APP and was the subject of public consultation running from 16th August 2010 to September 26th 2010. The the results of this further consultation have been considered and the Master Plan amended to reflect the concerns and aspirations of local residents and businesses.

The Master Plan has now been adopted by the City Council and forms the framework for the consideration of subsequent planning applications that aim to deliver the development proposed and the related enhancements to the wider town centre.



View down the northern end of William Street, towards the sea

## 2.1 Aims

The aims of the AAP include a number that are of particular relevance to the Central Development Area. It seeks to:

- Deliver the redevelopment of Key Opportunity Sites as catalysts for the regeneration of Herne Bay
- Create a thriving and commercially successful town centre for the benefit of the town's residents and visitors
- To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high-quality public realm improvements;
- To create an attractive sense of place with clear pedestrian and cycle routes linking the sea front, shopping streets and park
- To protect overall levels of weekday parking facilities, investigate increasing parking availability on Saturdays and improve vehicular movement

Thus, the regeneration of the CDA is critical to the wider regeneration of Herne Bay and of increasing the attraction and vitality of the town centre as a multi-activity destination. The Masterplan proposals seek to deliver sustainable development through promoting economic, social and environmental objectives.

## 2.2 Economy

In economic terms, the Masterplan aims to provide a major new investment in the town centre, to help counter the decline in the town's economic activity since its historic peak. The economic benefits stem from the development of a major mixed use scheme comprising a range of uses, primarily focussed on retailing with supporting cafes, restaurants, healthcare, housing, the relocation of the market within a new market square and replacement parking.

The benefits can be summarised as arising from both construction activity in the short term and the increase in the level of activity and attraction of the town, resulting in trade and visitor spend over the long term. The Masterplan seeks to act as a catalyst, delivering a phased development that stimulates wider economic confidence and activity that benefits existing and future businesses.



*View of existing retail unit on William Street, adjacent Hanover Square*



## 2.0 Regeneration Principles and Market Consideration

### 2.3 Retail and Leisure

In retail terms, the Masterplan aims to provide new anchor retail space that will increase the attraction of the town centre and help retain retail expenditure that is currently lost to other towns in the region. This is achieved by providing a major new food-store within the town centre as a key anchor to the scheme and by linking this with a range of new retail and leisure space and to the existing retail areas via a series of new squares and enhanced streets. The new retail units proposed are designed to be of a size and configuration that meets the requirements of high street brands that are not currently present in Herne Bay and that will add to the existing retail offer and increase the attraction of Herne Bay as a shopping destination.

The existing Saturday market is provided for in the Phase 2 development, where it forms the focus of a new market square. During construction of Phase 1, the market will be relocated within the town centre to help provide continuity of trading.

The development of phase 2 includes a potential new hotel located within the southern building facing into the new market square. The aim being to provide a mix of activity during the day and evening, including housing, hotel, cafe/restaurants and retailing that create a vibrant and active new heart to the town with high quality links through to Mortimer Street, Memorial Park and the Seafront.

The Masterplan seeks to draw activity from the car parks area through the new market square and William Street to the existing retail areas, helping to ensure that the potential for linked trips are maximised, to the benefit of existing retailers and businesses. Similar but distinct themes and connections are proposed to link with the Memorial Park and Seafront, providing for multi-activity days out that retain visitors longer and increase the economic benefit for the town. Enhanced lighting schemes linked to improved pedestrian and cycle access will help to deliver this vision.



*View of Heron's Centre from William Street, showing entrance and glazing to pool*



## 2.4 Housing

The development of new town centre housing is a key part of the Masterplan proposals. Housing is in great demand and represents one of the key indicators of community need and is an aim of the proposed regeneration. It is also a key factor in creating sustainable communities, increasing the vitality of the town centre, providing a resident population outside of trading hours and hence enhancing the level of activity in the centre. As such, the Masterplan provides for residential accommodation above the retail space around Market Square, with their own dedicated access, parking and higher level amenity gardens. This will provide modern, high quality housing for families, older people and people with disabilities, to further enhance the attraction of the seaside town. These are proposed to be predominantly 2 or more bedroom dwellings and will also provide 35% affordable homes.

Although outside the scope of this Masterplan, this provision is likely to be further reinforced by the potential future provision of housing on Hanover Street and Richmond Street as part of any future redevelopment of the Bus Depot site of the AAP.



*View across existing pocket park in Hanover Square towards existing Regency terrace*



*View of Queen Victoria pub at junction of High Street and Beach Street*

## 2.5 Conservation and Townscape

The CDA lies within the wider Herne Bay Conservation Area and as such, the Masterplan proposals need to contribute positively to the character and appearance of the Conservation Area and seek to create a built form, active frontages, distinctive design, massing and mix of uses that adds to the townscape character of the area. High quality, innovative sustainable architecture will be a feature of the Masterplan. The car parks do not currently contribute to the Conservation Area and, although there are features of merit, such as the perimeter wall of King's Road car park and Beach House, the spaces created by the car parks and unfinished built form backing onto the properties on the High Street and Hanover Square, detract from the street pattern and character of the town centre.

The Masterplan proposals therefore, seek to create two squares, based around the existing Hanover Square and a new Market Square, with strong pedestrian links through from King's Road to William Street and public realm improvements connecting through the town centre to High Street and Mortimer Street. As such the Masterplan reflects the historic development of squares within the town, each with a clear identity, and the connection of the Seafront, shopping area and Memorial Park. Each of the squares is proposed to have a clear and separate identity; Hanover Square being more traditional in character, while Market Square being more contemporary in design.



## 3.0 Masterplan

### 3.1 Placemaking

#### Strategy

The strategy is to integrate the new development into the town centre that connects with and helps promote existing business and attractions within the town. As such, strong pedestrian connections are proposed to the existing focal points through new landscaping of the public spaces, signage, art and other features, linking the sea front, the existing shopping areas on Mortimer Street and the High Street, the Heron's Leisure Centre, Memorial Park and the railway station (see Figure 3).

It is intended that this development becomes the central urban and civic focus of the town; enhancing the offer and experience of the town centre for residents and visitors alike. All proposals will conform to the latest legislation on disability access and address the needs of those with disabilities

#### Squares

The scheme incorporates a new market square, which has the potential to accommodate the Saturday market, relocated from King's Road car park. This square will also form the town's central civic space, to be used for public gatherings and events. It will be fronted along its western side by the new food store with three levels of car parking above on Beach Street. On its northern side, fronted by a three storey building running parallel to the High Street, which will have retail on the ground floor and two storeys of residential apartments above, with access to their own raised amenity garden. The southern side will be fronted by a four storey building, being two levels of retail with a further two levels of hotel accommodation above. The eastern side of the square

will be formed by the existing Heron's Centre.

Linked to the new market square will be a second public space, enclosing the area between the Heron's Centre and William Street and forming a new Hanover Square. This will retain and reinforce the existing softer character and will form a garden square, with enhanced soft landscaping, existing and new trees. It is intended that this square will have more of a traditional design and leisurely feel than the hard surfaced market square.

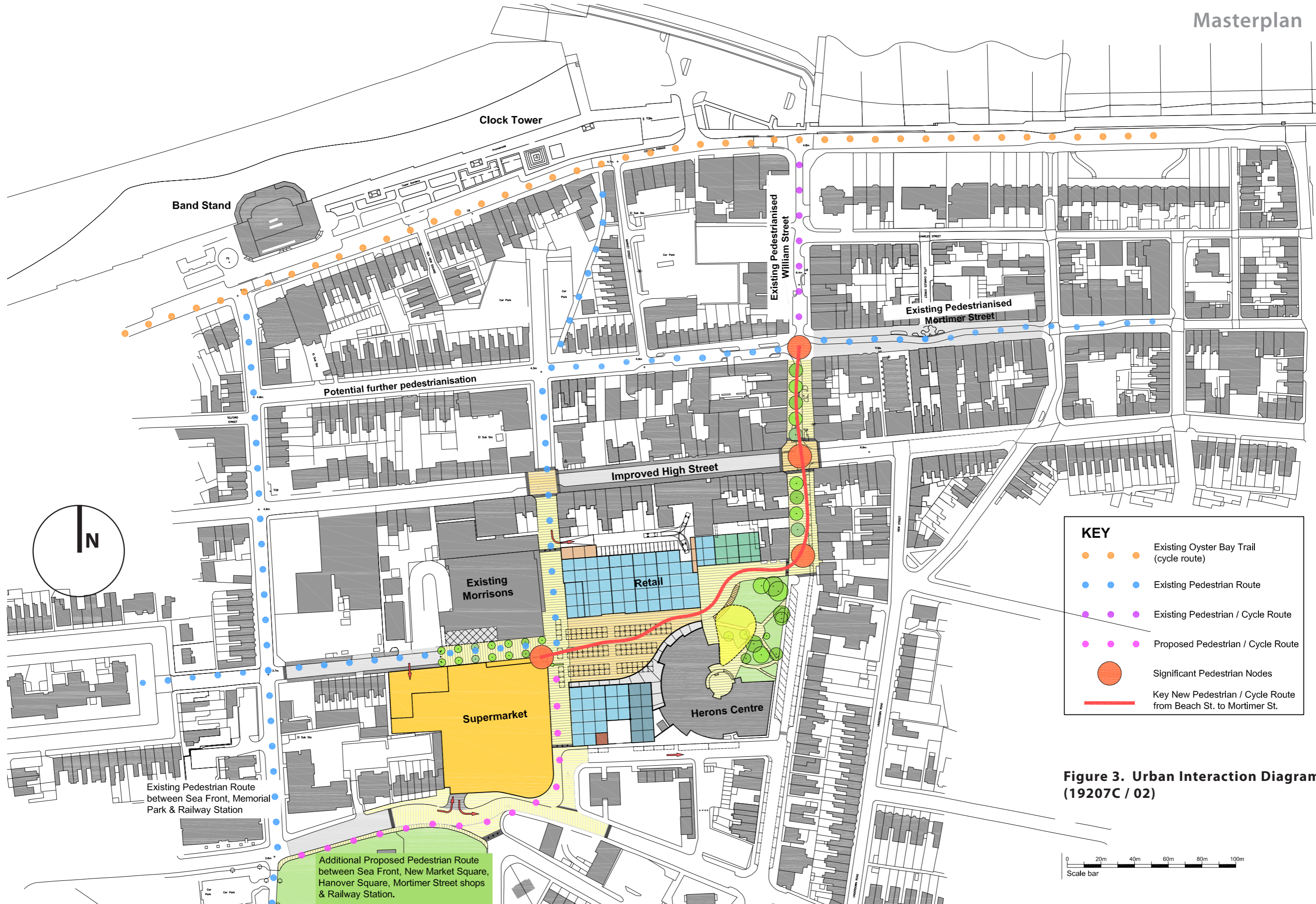
Space is retained within the proposed Hanover Square for the possible provision of a new Gateway Centre, bringing together some of the services provided by the city council and Kent County Council, which may form an extension to the Heron's Centre.



*Views across the existing Hanover Square*









## 3.0 Masterplan

### 3.1 Placemaking

#### Connections

These two squares are aligned so as to create a strong visual axis and pedestrian route across the Central Development Area, from Beach Street at its junction with King's Road to the south west, to William Street at its junction with the High Street to the north east. This link is of vital importance as it will provide the pedestrian connection from the new facilities and shops in the CDA to the existing retail core on Mortimer Street and then to the sea front beyond. New signage from the railway station through to the sea front would help underline the sense of place and key connections, drawing on the themes of the sea, the retail centre and the park. It will also help sign and connect existing features and attractions, such as Memorial Park and the Oyster Bay Trail.



View across William Street car park to Hanover Square

#### Street Improvements

So as to facilitate the important pedestrian and cycle routes across the site and through the town centre, in addition to the two proposed squares, there will be improvements to Beach Street, Hanover Street, William Street and High Street by way of new surface treatment, street furniture, tree planting and other landscaping. Details of these improvements are to be agreed with the city council and Kent County Council in due course. The principles set out in the Masterplan include the part pedestrianisation of Hanover Street and Beach Street and between Queen Street and the High Street. This will be controlled with rising bollards that will allow controlled access for out-of-hours servicing. A new and improved shared surface to the area of William Street between the Heron's Centre and Mortimer Street is also proposed, allowing improved pedestrian and cycle accessibility, while maintaining potential access for vehicles. In addition to these street improvements it is also proposed to upgrade the environment and surface treatment of Hanover Street. The Masterplan also seeks to reinforce the connections with Memorial Park and with the railway station beyond. Hence, the junction of King's Road and Park Road is also proposed for a potential shared surface crossing, point to provide a safe pedestrian and cycle crossing which then links across King's Road with a further shared surface leading to the pedestrianised Beach Street. This may be accompanied by the provision of a wider footpath and new cycleway to the north of Memorial Park and the possible closure of the junction of Park Road / Dering Road and King's Road to traffic to create an improved public realm, as discussed with Kent Highway Services.



View down Beach Street from King's Road, looking north towards the Clock Tower

## 3.2 Land Use

### King's Road Car Park

The existing King's Road car park is to be redeveloped to create a new food retail store with associated service compound and three levels of car parking above, re-providing the parking spaces to replace those currently provided in both William Street and King's Road car parks. This proposal also includes the demolition of Beach House and the acquisition of two single storey dwellings on Hanover Street in order to achieve a food store with a gross internal area of 55,000 sq. ft.

### William Street Car Park

The existing William Street car park is proposed to be redeveloped to form the new market square, to which the existing Saturday market can be relocated. Following initial consultation with the market traders, this square has been designed with the potential to accommodate up to 110 market stalls.

To the north of the market square will be a new building containing circa 29,000 sq. ft of A1 retail units on the ground floor, with circa 40 residential dwellings above over two storeys, up to 35% of which will be affordable housing; the tenure and mix of which is to be agreed (part of this residential accommodation will be provided above the proposed retail and restaurant uses proposed for Hanover Square). To the north, between this new building and the rear of the existing properties fronting the High Street, there will be an access way to allow for the maintenance of the servicing of the High Street properties and also circa 20 parking spaces to

serve the new residential accommodation, achieving a parking ratio of 0.5 spaces/dwelling.

To the south of the market square will be a new building accommodating two storeys of A1 retail with a gross internal area of circa 20,000 sq. ft. Adjoining the retail units, adjacent the Heron's Centre, will be two storeys of healthcare accommodation with a gross internal area of circa 10,000 sq. ft. Discussions in this regard are ongoing with the Eastern and Coastal PCT. Above the retail units and healthcare facility will be two storeys of hotel accommodation, providing circa 60 rooms, with a gross internal area of circa 20,000 sq. ft.

### Hanover Square

The land ownership of the proposed development area in Hanover Square is outside the control of the city council and therefore the proposals at this stage are indicative only. However, the intention is to develop the northern side of the square, adjacent the existing Regency terrace, with three storeys of accommodation comprising A3 and A1 uses on the ground floor, with two storeys of residential accommodation above. We believe these new uses will complement and enhance the existing cultural and leisure uses within the Heron's Centre and provide activity in this square during the evenings.



*View across William Street car park, towards the rear of the properties fronting High Street*



# 3.0 Masterplan

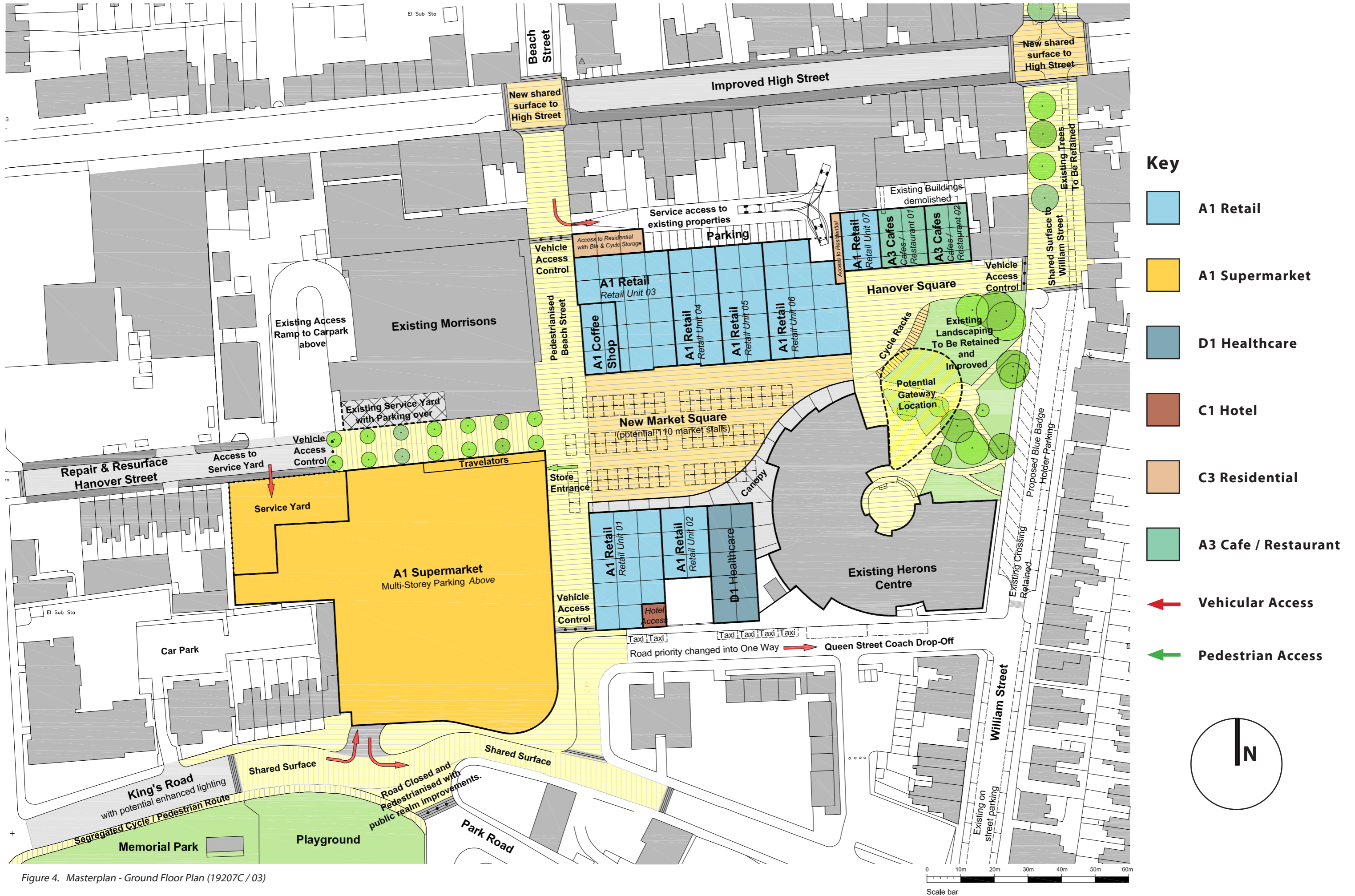


Figure 4. Masterplan - Ground Floor Plan (19207C / 03)





Figure 5. Masterplan - First Floor Plan (19207C / 04)

### 3.0 Masterplan

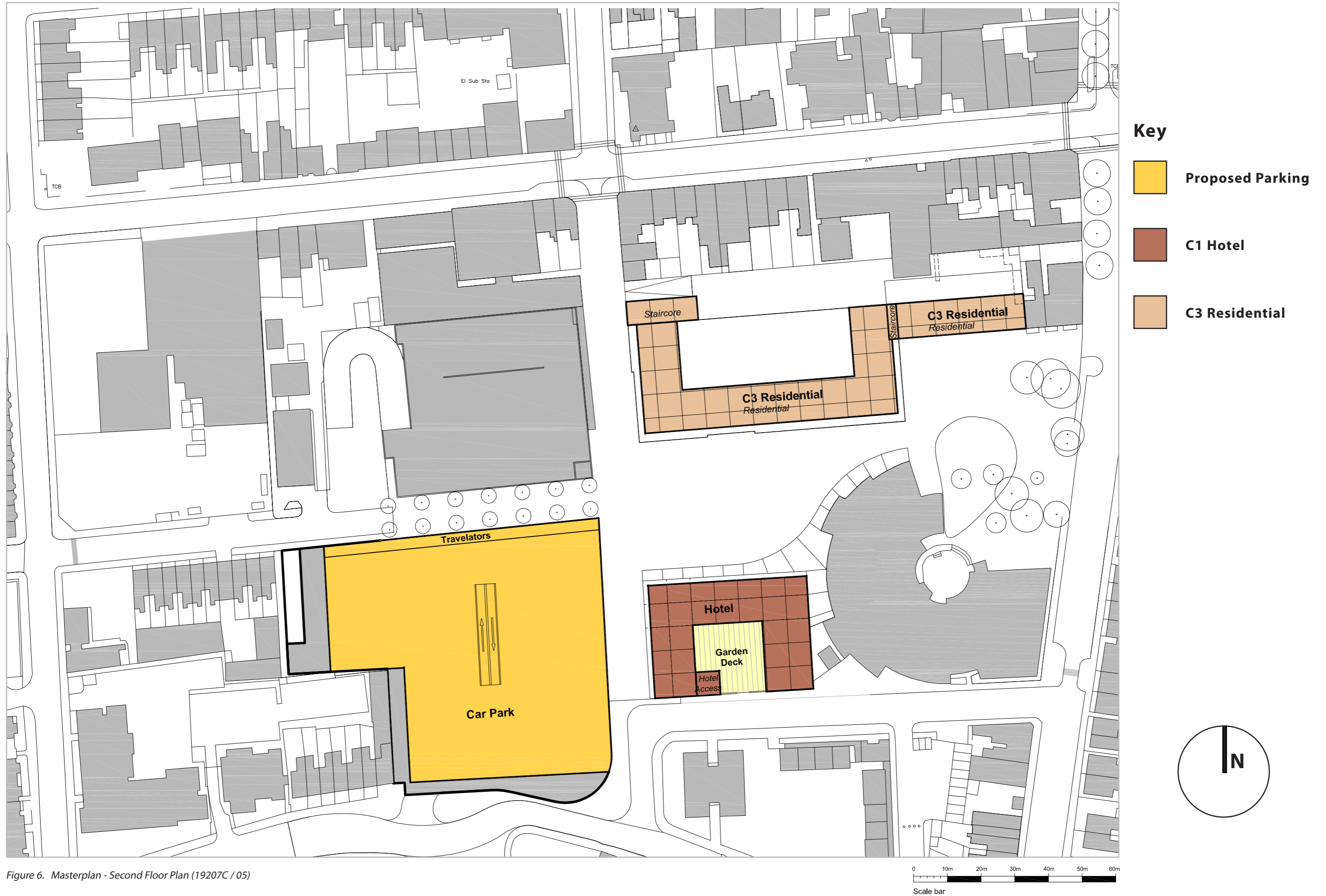


Figure 6. Masterplan - Second Floor Plan (19207C / 05)



**Key**



**C1 Hotel**



**Proposed Parking**

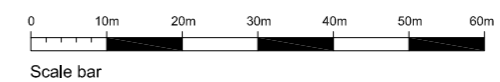
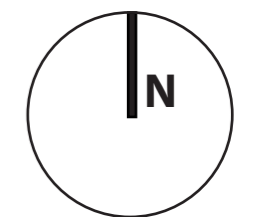


Figure 7. Masterplan - Third Floor Plan (19207C / 06)



## 3.0 Masterplan

### 3.3 Access and Movement

#### Public Car Parking

The proposed car park above the new food store will be accessed from King's Road. Access between the three levels of car parking will be provided by a ramp within the car park itself. This car park re-provides the parking spaces currently available on King's Road and William Street car parks. It is intended that this public car park be used by visitors to Herne Bay, local residents visiting the town centre, customers of the new food store and other facilities in the town centre and guests staying at the proposed hotel. The hotel guests will generally need the parking during the evening and at night time, when use of the car park by other visitors to the town centre will be much less than during the day, improving the shared usage of the space provided. Other public car parking within the CDA is provided on-street, with existing parallel and echelon spaces along William Street. Of these, circa 20 spaces will be provided for Blue Badge holders.

#### Private Car Parking

The private car parking to be provided for the use of the residents of the proposed dwellings in the CDA will be accessed from the northern end of Beach Street via a ramp, which takes account of the change in level from Beach Street to the current level of William Street car park. None of this parking is below the level of the existing car parks.

#### Vehicular Access

A number of changes are proposed to the town centre, including the pedestrianisation of Beach Street and Hanover Street with restricted

access for service vehicles; the amendment of Queen Street to one-way only (from the West to East) and public realm enhancements to William Street and its junction with High Street, up to the junction with Mortimer Street. Any scheme will need to demonstrate how vehicles access and exit Hanover Street following its partial closure and pedestrianisation. These changes are designed to secure the improvement in the permeability of the town centre, with safer, more coherent and higher quality of links within the town centre, to make a more pleasant and safer environment for residents and visitors. Service access to Hanover Street via Beach Street, from its junction with Kings Road will be explored. Servicing timings will be restricted to off peak periods to ensure a quality pedestrian environment in Beach Street and Hanover Street and will be controlled via bollards. Vehicular access via the existing ramp to the roof-top car park above Morrisons store will be maintained in its current state, with access only from Hanover Street via Richmond Street.

#### Public Transport

Canterbury City Council is part of an active and successful Quality Bus Partnership with Stagecoach. A third of visitors to Herne Bay currently travel in by bus, which amounts to about 1400 people per day into and out of central Herne Bay.

The master plan seeks to promote the use of public transport and the walking routes to existing bus stops will be clearly sign posted. The need for any additional bus stops and other bus related infrastructure improvements will be considered as part of the detailed design process.



*View of existing on-street parking on William Street*

### Access for Service Vehicles

The proposed food store will be serviced by a new compound accessed from Hanover Street. The location of the compound has been discussed and agreed with Kent Highways Services. This compound has been designed to accommodate three articulated lorries at any one time, so that it will not be necessary for service vehicles to park on the road. The compound will be fully enclosed and have high levels of sound insulation. It is likely that the amount of deliveries to the food-store will be up to 3 lorries at any one time, all of which can be accommodated and turn within the service compound. These deliveries are likely to be spread throughout the day or outside of peak hours, in order to accord with the service requirements advised by the potential food store operator and minimise the impact on local roads. It reflects the type of movements currently associated with existing major retailers.

The existing Morrison's supermarket will be continue to be serviced by its existing compound, accessed from Hanover Street and its operation is unaffected by this scheme.

The new retail units, restaurants, hotel and healthcare uses proposed for the new market square and Hanover Square will be serviced on-street, via the squares, with access for service vehicles from both the southern and northern ends of Beach Street. It is proposed that this servicing will be outside of peak trading hours so that Beach Street, market square and Hanover Square will be predominantly pedestrian only environments. Vehicle access control measures will be introduced on Hanover Street and Beach

Street at its junction with Queen Street and also further north, close to the junction with High Street, adjacent to the entrance to the existing Morrison's store, just beyond the proposed access point to the rear of the existing High Street properties.

Servicing to the rear of the existing properties fronting the High Street, where they adjoin the existing William Street car park, will be provided via the proposed access off Beach Street. The access will be maintained on a 24 hour basis. Allowance has been made in the design of this rear service area for turning space for a pantechicon type vehicle.

### Coach Drop-Off

Two coach drop-off spaces will be provided on Queen Street. Coach parking will be redirected, following drop off and prior to collection, to the Swalecliffe Avenue car park. Other alternatives may be considered.

### Taxi Rank

A taxi rank of 6 spaces will be provided on Queen Street. It is intended that Queen Street will become a one-way street, from Beach Street to William Street, so that the coach drop-off and taxi rank are able to be accommodated along the northern side of the carriageway, allowing for a single carriageway access for through traffic.



*View of existing service access points in William Street car park, to rear of existing High Street properties*



## 3.0 Masterplan

### Pedestrian Access

Pedestrian and cycle access to and from the CDA will be available from five points. These being from the south, at Beach Street's junction with King's Road and from William Street, across Hanover Square. From the north, at Beach Street's junction with the High Street and William Street's junction with the High Street. Also, from the west from Hanover Street.

The main entrance access to the existing Heron's Centre will be retained. However, there is currently a further pedestrian access from William Street car park, through a walkway to the entrance forecourt. This walkway area is to be in-filled with an extension to the building to form new leisure facilities. These leisure facilities will have emergency escape doors, which will open onto the space retained between the Heron's Centre and the proposed new southern block fronting market square. It is intended that there will be no pedestrian access from Queen Street to market square between the Heron's Centre and this new building. A walled enclosure is to be formed around the existing electrical sub-station in this location, which will effectively in-fill the gap between the two buildings.

Highway improvements and modifications will be made at the junctions of Park Road and King's Road along with an improved public realm; to be a shared surface design to reduce traffic speeds and this arrangement will also occur at the junction of Beach Street and King's Road. The junction of William Street and the High Street will also be modified and improved to provide

a new shared surface treatment at this point across the High Street, so as to aid the flow of pedestrians. A similar shared surface treatment will also be provided at the junction of Beach Street and the High Street. These improvements and modifications are intended to allow the free flow of pedestrians and cyclists to, from and through the CDA to other parts of the town and make the CDA development a fully integrated part of the town centre public realm. Details of the junction modifications and improvements are to be agreed in due course with Kent Highways Services.

By raising the existing level of William Street car park to that of Beach Street, there will be level pedestrian access throughout the ground level of the entire development, and each of the ground floor entrances to the retail units, restaurants, healthcare facility, hotel, residential and car park pedestrian access will have level thresholds.

Pedestrian access from ground level to the upper levels of the proposed car park will be provided by means of ambulant disabled-standard staircases; each accompanied large passenger lifts. In addition to these, travelators will be provided from the food store, adjacent to its main entrance, to be used by customers of the food store with shopping trolleys, to gain access between the food store and two storeys of the car park.



*Existing cycle and pedestrian route through Memorial Park*

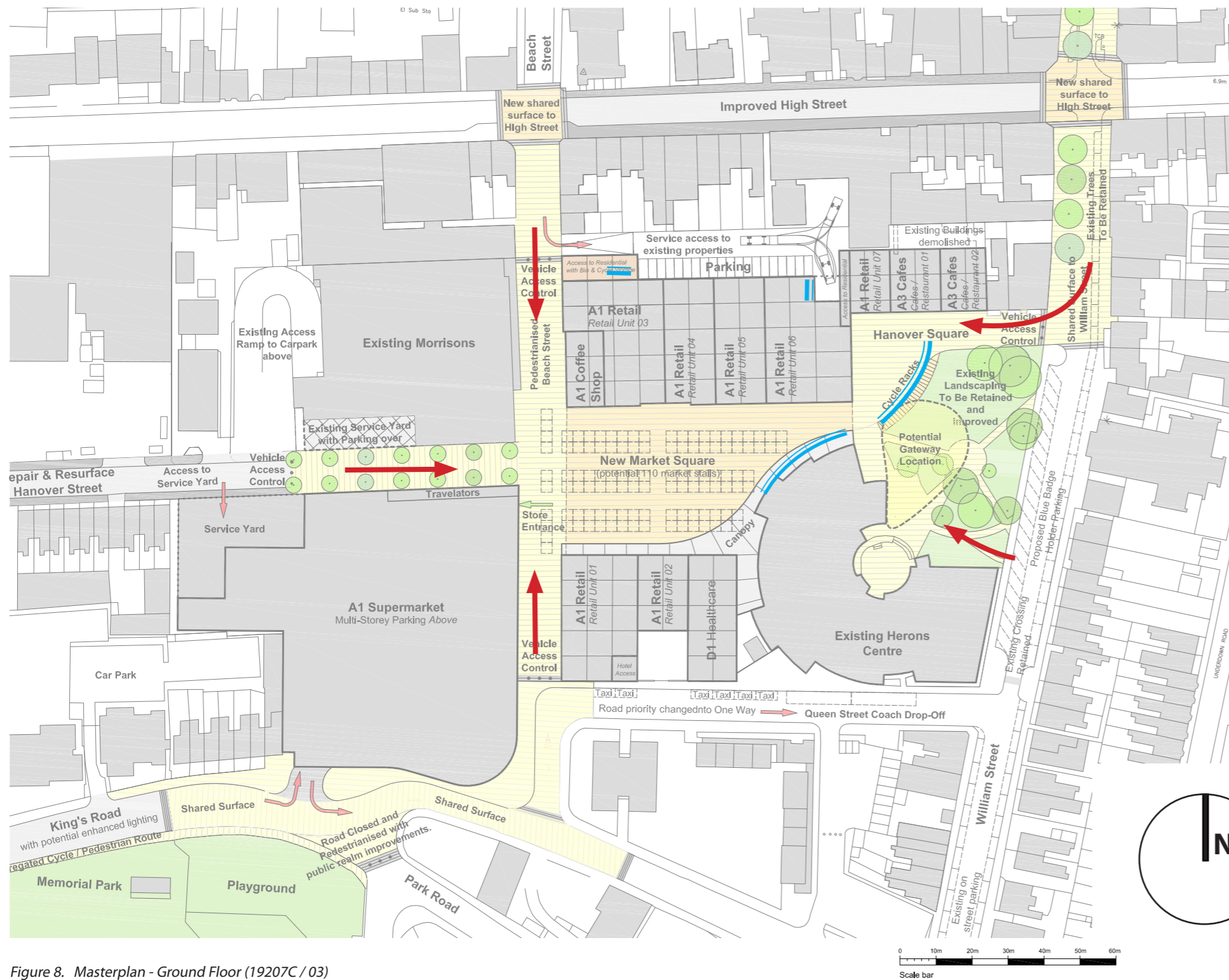


Figure 8. Masterplan - Ground Floor (19207C / 03)

Showing Pedestrian Access and Cycle Storage

### Shopmobility

A shopmobility facility will be provided to replace the one currently housed in Beach House. This will be placed in a convenient location for shoppers.

### Cycle Storage

Public cycle racks will be provided in both Hanover Square and market square (see Figure 8). The detail and numbers of these is yet to be agreed.

Private, secure cycle storage for the use of the occupants of the proposed residential dwellings will be provided at a ratio of one space per dwelling and will be housed within the two entrance and vertical circulation cores provided for the residential element of the development. Other secure cycle storage for the use of staff of the proposed retail units, restaurants, hotel and healthcare facility will be provided in appropriate locations and numbers. Details of these are yet to be agreed, designed and detailed.



## 3.0 Masterplan

### 3.4 Scale, Height and Massing

#### Food Store with Car Park above

The height and massing of the proposed supermarket with car park above should respect the scale of neighbouring buildings. The supermarket and car park should be designed so that the possible overbearing effect on the adjoining two storey houses is mitigated by setting the upper floors back from these properties. Although the food store is a large modern use, with skill and care it is possible to accommodate it into the grain of the town centre.

The food store will have a ground floor level set at the existing level of Beach Street, being approximately 4.9m AOD. It will have an internal floor to ceiling height of approximately 5.8m. This is determined by large food store requirements.

The lower deck of the car park above the food store will be at approximately 11.4m AOD, being 6.5m above the ground floor level of the store. The middle level deck of the car park will be at approximately 14.4m AOD, being 3m above the lower level deck, to allow for a clear headroom of 2.4m to the lower level of parking. The upper level deck of the carpark will be at approximately 17.4m AOD.

The upper level of the car park will be open, without a roof structure. It will have a parapet wall around the perimeter of 1100mm above deck level. The pedestrian vertical circulation cores will rise above the upper deck level by approximately 3.5m to allow for the lifts, lift overrun and lift plant.

The food store and car park building will have a general massing equivalent to a three storey building with roof; with three smaller elements of five storey (see Figures 9, 10 and 11).

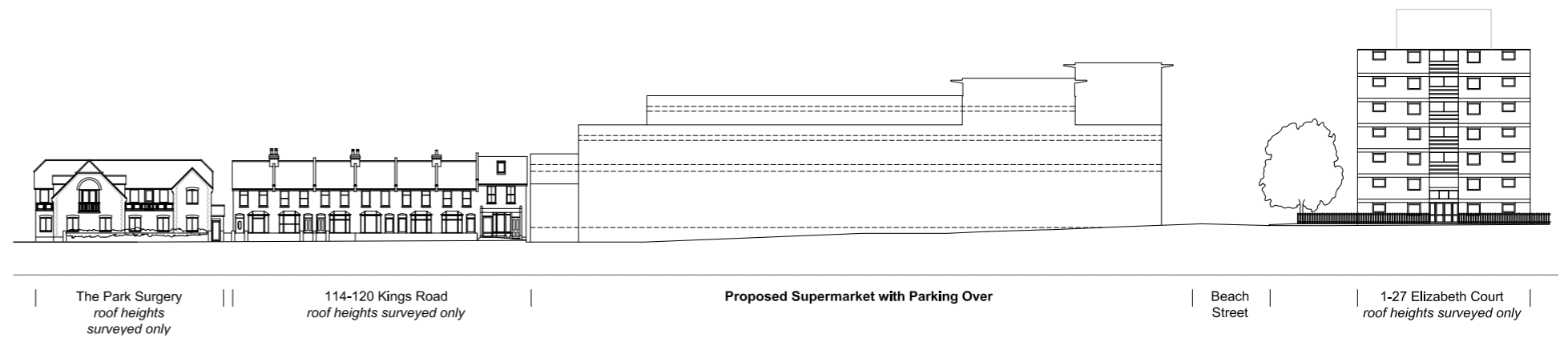


Figure 9. Massing Study C-C (King's Road)

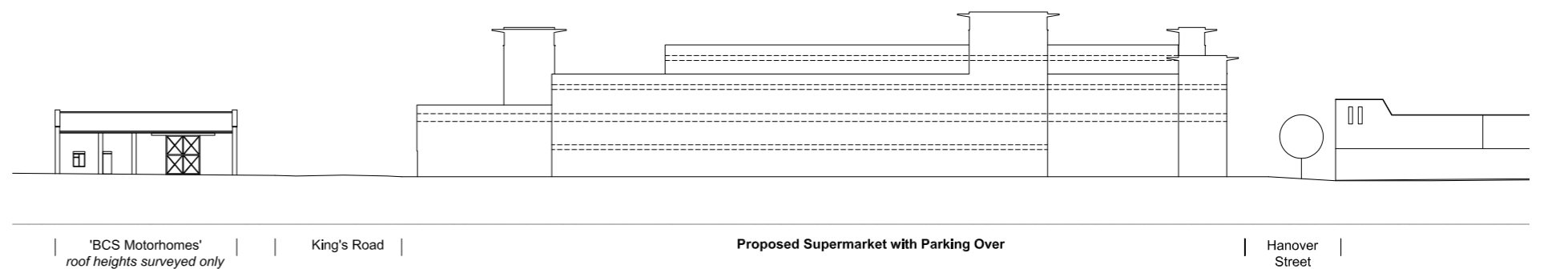


Figure 10. Massing Study D-D (Beach Street)

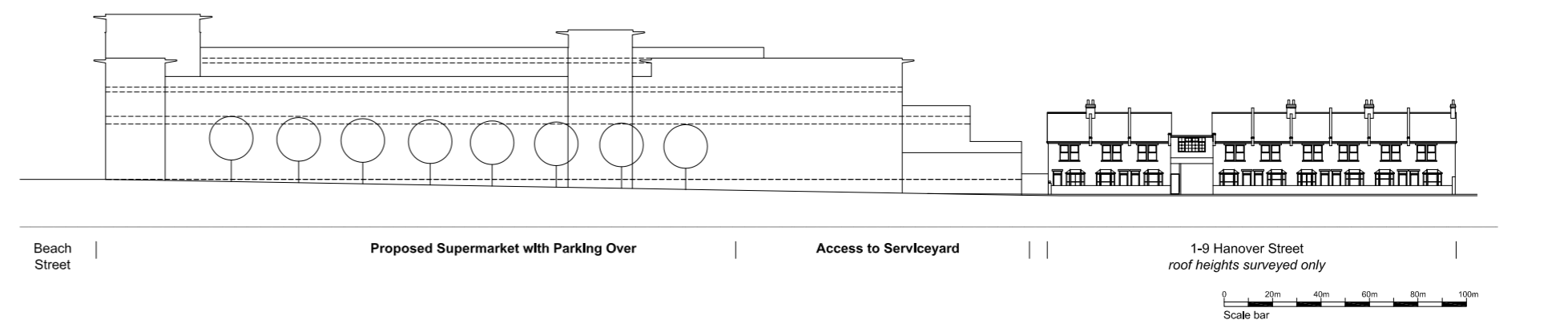


Figure 11. Massing Study E-E (Hanover Street)



Figure 12. Aerial View of Proposed Development, facing West

### Market Square and Hanover Square

The development should be locally distinctive and sensitive to the context. Herne Bay's shopping streets are characterised by visually important corner buildings, a good variety of individual shop fronts, with classically proportioned facades. The buildings adjoining the Regency Hanover Square properties should closely follow their historic precedent. The remaining buildings should be of high quality architecture.

The proposed market square will be a new civic space approximately 40m wide on its north-south axis and 60m long on east-west axis (see Figure 12). This is a large public space, with the potential to accommodate 110 market stalls and provide a venue for large public gatherings and events, which may form part of future regeneration initiatives.

The proposed new buildings in Hanover Square will be designed as a continuation of the terrace of Regency houses on the northern side of the square. This will create a complete frontage to this side of the square, together with the eastern side of the square being fronted by the new building along the northern side of the new market square. The other sides of the square are fronted by existing buildings, being the Heron's Centre to the south and the existing buildings along the eastern side of William Street. The resultant enclosed space of Hanover Square will be approximately 65m along its north-south axis and 65m along its east-west axis, thereby creating a formal garden square, which was intended in the original town plan by Samuel Hacker.



### 3.0 Masterplan

#### Northern Building

The proposed new building running along the northern edge of the proposed market square and Hanover Square will be three storeys in height. The ground floor accommodation will be used for retail and restaurant premises and will have an internal floor to ceiling height of approximately 3.7m.

Above this will be two storeys of residential accommodation, each with an internal floor to ceiling height of 2.4m. The resultant building height, when taking account of floor thickness's and roof, will be approximately 10.5m. This scale is similar to the adjoining existing Regency terrace in Hanover Square (see Figure 13).

The two upper storeys of this building will be set back from the ground floor so that the dwellings will have balconies overlooking the two squares along this southerly aspect. To the rear, the two upper storeys will follow the perimeter of the lower storey to the south and west, but will be much shallower in depth than the ground floor accommodation, so that a communal deck to the rear is achieved at first floor level, offering amenity space to the residents of the dwellings. This also enables greater distance to be achieved between this new building and the rear of the existing properties fronting the High Street opposite. The distance between the upper two storeys of the new building and the existing buildings to the north will generally be over 40m.

#### Southern Building

The southernmost of the proposed new buildings fronting the new market square will be four storeys in height. The two lower levels will have retail and healthcare use and will have floor to ceiling heights of approximately 3.7m and floor to floor heights of 4.5m. The two upper levels will be used as hotel accommodation, with floor to ceiling heights of approximately 2.4m. These upper two storeys may be set back from the lower storeys. This would have the benefit of reducing overshadowing of the market square (see Figure 14). It is proposed to construct a canopy at first floor level, which will run along the northern edge of this proposed building and wrap around the existing Heron's Centre, to the point where market square meets Hanover Square. The design of this canopy is yet to be resolved, however, the intention is to tie this new building to the existing Heron's Centre, to form a unified frontage to the southern edge of market square. The overall building height will be approximately 15m. The building is designed with a U-shaped footprint, allowing for a courtyard type space on the south side, so that the upper levels are set away from the existing residential tower building on the south side of Queen Street, which is a seven storey building of approximately 18m in height, with an additional 4m or so of roof top structures.

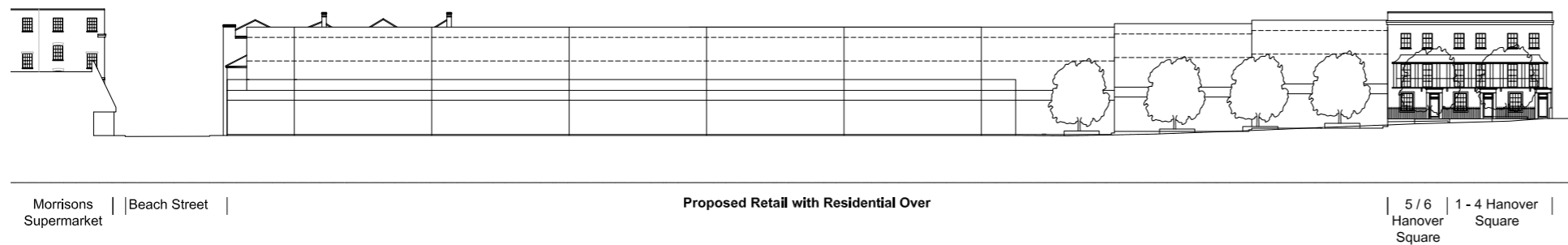


Figure 13. Hanover Square Massing Study



Figure 14. Beach Street Massing Study

### 3.5 Design

#### Food Store with Car Park above

The design of this new building is evolving in consultation with a food-store operator. The design principles shown on the Masterplan drawings, while subject to further refinement as the design development process continues, represent the key aims and objectives set out within this Masterplan and the AAP. Materials for the food store may be brickwork, cladding in local colours (off-white renders for example), curtain wall cladding and glazing. Glazing and cladding should have a vertical emphasis.

Pedestrian access into the food store will be provided from the new market square, adjacent to the eastern end of Hanover Street, so that this end of the street and the food store entrance will form a focal point within the market square, directly opposite the gable end of Christ Church on William Street.

Service access is provided to the rear of the food store from either Hanover Street, via Richmond Street from the High Street or King's Road, or the option of servicing the food store from Beach Street outside peak trading hours is being explored to reduce the impact on the residents of Hanover Street. The proposed service compound, which will also accommodate the store's warehouse facility, is in the location of the two existing single-storey dwellings on Hanover Street, which are to be acquired.

Access to the upper level car park is from King's Road, adjacent the existing pharmacy building. The King's Road elevation will be designed to signify the development as a 'gateway' to the town centre from the south.

The detailed design of the food store, upper level car park and access ramp is still to be developed, but the architectural intention is to create a contemporary landmark building, with reference to the context of Herne Bay. Materials may include prefabricated masonry panels (perhaps etched with a design motif), and traditional materials, such as brick and render, so as to give a rich variety of texture and form.



*View along Marine Parade showing Regency architecture*



## 3.0 Masterplan

### Sustainable Design

The development of the masterplan will be undertaken using sustainable design and construction techniques, in accordance with the city council's Sustainable Construction SPD. The main reason for sustainable construction is to lower the carbon footprint of new development. All new buildings will adopt and incorporate sustainable construction standards and techniques to reduce energy consumption, promote renewable energy and minimise the use of raw materials. Locally sourced materials will be used wherever possible. Demolition materials (for example from Beach House) will be recycled. New buildings will be water efficient including water management systems and rainwater recycling. External lighting will be energy efficient. Renewable energy installations to be included/explored.

### Market Square

The design of the buildings within Phase 2 are, at this stage, indicative of the intended scale and massing. Shops are to be red or yellow stock bricks, render (off-white again), timber and glazing. Windows should be vertically proportioned and of a uniform size / pattern in any development 'block'.

The character of the proposed buildings fronting the new market square and Beach Street are intended to be contemporary in design and detail, albeit perhaps with reference to some historical features of the Conservation Area, such as the proportion and rhythm of fenestration found on earlier buildings. The proposed façades, particularly where they front the public realm, will be articulated with large areas of glazing to create active frontages where possible. The upper levels will be articulated with elements

such as cantilevered balconies and bay windows. A palette of materials is yet to be agreed, but it is likely to include a mix of traditional materials, such as brick, stone and render, used in conjunction with more contemporary materials such as steel, plate glass and coloured metal panels.

### Hanover Square

The character of the new buildings fronting Hanover Square are intended to reflect the more historical nature of this space, being fronted by existing historical buildings of considerable quality from the late Georgian and Victorian eras, together with the much more modern Heron's Centre. It is proposed that the south and east facing elevations will have a proportion, rhythm and fenestration, which is sensitive to the existing Regency terrace, which they adjoin. Features such as upper level balconies and a continuous canopy above the ground floor windows will be used as architectural devices to help tie the new to the old in a way that is not pastiche, but respectful of the historic character.



*Pantiles, Tunbridge Wells - Precedent for Hanover Square*



*Princesshay, Exeter - Precedent for Market Square*



*View across Hanover Square to the existing Regency terrace*



*Heron's Centre and pocket park in Hanover Square*



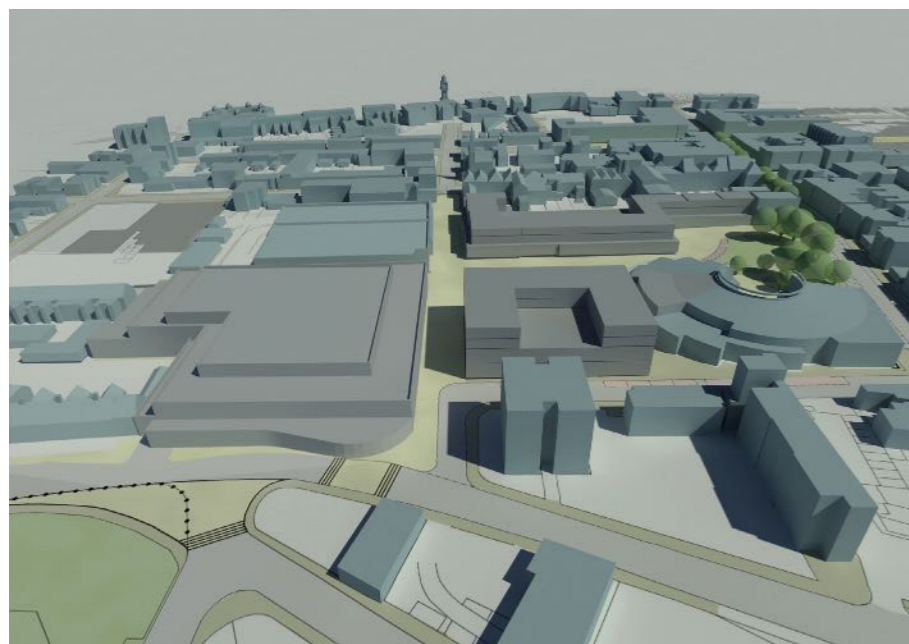


Figure 15. Aerial View facing North



Figure 16. Aerial View facing South



Figure 17. Aerial View facing West



Figure 18. Aerial View facing East

## 3.6 Public Realm

### Strategy

The public realm strategy for the entire CDA and the pedestrian connections to Memorial Park to the south and William Street, Mortimer Street and the sea front to the north, is to create a coherent hard surface treatment and with the use of carefully selected street furniture and soft landscaping. This will integrate the new CDA development into the wider town centre, so as to instigate and spread the regenerative effect throughout Herne Bay.

### Hanover Street

The intention is to pedestrianise the eastern end of Hanover Street, where it runs alongside the new food-store, so that this street will become a no-through road, offering vehicular access only to the bus depot, the existing houses and workshop on the street, and service and car park access to the existing Morrisons, and service access to the new food-store. Access control bollards will allow service vehicles to use this area outside peak trading times. The pedestrianised section of the street will be surfaced with brick or block paving, in the same manner as the proposed surface treatment to Beach Street. Some other landscape features such as tree planting, street lighting and other street furniture will be introduced to match the other areas of public realm improvement within the CDA and beyond.

### Beach Street

The proposal is to pedestrianise Beach Street along its length between Queen Street and High Street. The surface materials are yet to be agreed, however it is likely to be a simple palette of brick and block paving, perhaps with some features of granite setts. New street lighting and furniture, such as benches, bins and planting beds or tree planters will be introduced.



## 3.0 Masterplan

### Market Square

The proposed market square will be paved with a consistent and durable hard surface material such as brick or block paving. This surface will be designed so that is suitable to accommodate the weekly Saturday market, but also heavy vehicles required to service the new proposed retail units. To the edges of the square and at intervals within the square will be new lighting columns and street furniture such as benches and bins.

### Hanover Square

This public space is already one of considerable character; having a mature pocket park at its centre, with areas of lawn, shrubs and large trees. It is intended that this park be preserved and enhanced. Areas of hard surface, similar to those proposed for Beach Street and market square will be introduced, particularly along the northern edge of the square, which will be fronted by restaurants, cafés and retail units. The intention being that these establishments will have outdoor seating during the spring and summer seasons. The square will have a leisurely character, with the existing park and leisure centre and the new 'café culture' introduced to its northern edge.

### William Street

The intention is to re-surface the northern end of William Street, between the Herons Centre and Charles Street, including the junction where the street crosses the High Street. This will be a shared surface for pedestrians, cyclists, vehicle access and on-street parking. The proposed hard surface treatment, street furniture, lighting and tree planting along this stretch of William Street will share a palette of materials with the other public realm areas within the CDA, so as to create a coherent whole and also to aid pedestrian flow through the CDA to and from Memorial Park, Mortimer Street and the sea front beyond. Details of the new and improved public realm are yet to be designed and agreed. This design work will be undertaken in consultation with key stakeholders, the city council and Kent Highways Services.



*View along William Street towards the junction with High Street*

### High Street

To further improve the permeability of the town centre and improve access to and from the new development and the existing retail core, proposals will be prepared to deliver 'shared surface' solutions to traffic management in the section of the High Street between Beach Street and William Street. The scheme will deliver improvements to the townscape, street art and public realm of the High Street from Beach Street to William Street.

## 4.1 Development Phasing

Subject to the necessary planning permissions and other necessary approvals being granted, it is intended that the scheme will be delivered in 2 phases to ensure car parking levels remain at their current levels during and following completion of the scheme. It is difficult at this stage to precisely forecast the timetable for the project but we expect to commence phase 1 in early 2012 with phase 2 commencing around 15 months afterwards and due for completion mid 2014.

## 4.2 Application Format and Process

The development will be the subject of two planning applications. The first will deliver Phase 1 and will encompass all of the land required for the supermarket, car park and market. The improvements to William Street and Queen Street will be undertaken under S106 and S278 agreements with the city council. The application will be made in detail and will set out the proposed design of buildings, scale, massing, location, access and internal layout.

Phase 2 will be the subject of a planning application to follow on from Phase 1, such that the development can proceed into Phase 2 following completion of Phase 1.

Phase 1 of the Masterplan is proposed to comprise the following key elements:

- A new supermarket centred on the King's Road car park.
- Replacement car parking on three levels above the supermarket
- The part pedestrianisation of Beach Street
- The revision of Queen Street to one way with coach drop off and taxi parking
- Revised parking in the William Street car park
- The relocation of the tenants in Beach House elsewhere within Herne Bay, to provide for business continuity
- The temporary relocation of the market, elsewhere in the town centre
- Public realm enhancements to Hanover Street, William Street up to its junction with Mortimer Street and area between Park Road and Kings Road.
- Completion of townscape, street art and public realm improvements along the High Street from Beach Street to William Street

This will be followed by Phase 2 which will provide:

- The new market square
- New retail, hotel, healthcare and cafe/restaurant space framing the new market square and leading into Hanover Square
- Potential for the future development of a new Gateway Centre as an addition of the Heron's, subject to confirmation from CCC and KCC
- Completion of signage, street art and other public realm improvements linking through the new Market Square and Hanover Square



## 4.0 Implementation and Phasing

### 4.3 Land Acquisition

The development of the Masterplan involves land owned by the city council and hence the major part of the development proposed can be achieved without the need for third party land. The design of the Masterplan proposals has sought to minimise any additional land requirements in order to minimise the impact on existing landowners and residents. However, in order to accommodate the anchor supermarket development, to maintain a pedestrian route through from Hanover Street to Beach Street and achieve acceptable servicing and new car parking arrangements and numbers, additional land is needed extending to Nos. 10 and 11 Hanover Street. In order to achieve the Masterplan objectives, these properties would need to be purchased and would form part of the development. Phase 2, as currently indicated on the Masterplan, will also require the acquisition of some properties along the northern edge of Hanover Square. In all cases it is intended that additional acquisition will be through negotiation with the affected parties with compulsory purchase being utilised only as a last resort.

### 4.4 Traffic Management Orders

The closure of Hanover Street to through traffic and the narrowing for pedestrian access only will require a 'stopping up' order of the public highway, which will be promoted following from the grant of any planning permission via Section 247 of The Town and Country Planning Act. A similar application will be made to enable the pedestrianisation of Beach Street and enable the access control bollards to be located within land controlled by the management company for the square.

The restriction of Queen Street to one way only, and the possible closure of the Park Road/King's Road junction will be undertaken using Traffic Regulation Orders and any amendments needed as a result of public realm enhancement on William Street.



*View of William Street at junction with Charles Street showing existing surface treatment*

## 5.1 Conclusions

The Masterplan represents a vision that is shared between the development partners Coplan and Denne Construction and which is based firmly on the policies and aspirations set out by Canterbury City Council in the Herne Bay Action Area Plan and CDA Development Principles SPD.

It is put forward to reflect the clear views of the community which have supported the policies for regeneration and to be a deliverable vision that is both practical and viable in the short term. It is designed to be capable of being realised to help stimulate investment and growth in the current economic climate and to provide a clear stimulus to the wider regeneration of Herne Bay as a place to live, work and visit. In retaining economic and retail activity in the town and encouraging new visitors to come to Herne Bay and to stay longer, the proposals seek to enhance the perception of Herne Bay as a destination with benefits for the town as a whole.

Our Masterplan vision for the Herne Bay CDA will deliver much needed investment, jobs, homes, retailing and leisure activity as a key priority. This Masterplan follows from the policies of the Herne Bay Action Area Plan and sets out the detailed vision for the redevelopment of the Central Development Area.

The Masterplan aims to provide the catalyst for the regeneration of the town centre, providing new anchor retail space that will help retain trade that is currently lost to other centres in the region and attract new visitors to the town, through a high quality mix of retail and leisure space. It aims to integrate the new development with the existing town centre shopping areas, the sea front and Memorial Park, providing themes linking these key areas and enhancing the potential for linked trips and reinforcing the town as a visitor destination.

At the same time, the Masterplan reflects the historic development of Herne Bay, drawing on the history of the grid pattern of development, the pedestrian and other links from the railway station to the sea front and reflecting the development of squares, in the form of the enhanced Hanover Square and new market square.

The Masterplan proposes the redevelopment of the Central Development Area in two overall phases, the first of which delivers a major new supermarket for the town together with new parking, pedestrianised areas and public realm enhancements.

The second phase delivers a mix of high quality retail, cafe, residential, healthcare and associated spaces, a new Market Square, the upgrading of Hanover Square and a permanent new home for the Saturday market.

As a result, the Masterplan proposals aim to create a development that achieves the key objectives of the AAP and at the same time represents a viable development that is capable of being implemented within the short term, delivering an early and much needed economic boost to stimulate the resurgence of Herne Bay as a healthy and vibrant place to live, work and spend leisure time.



Sunset across Herne Bay



## 5.2 How to Get Involved

We would like to keep in contact with as many residents and businesses in Herne Bay as possible as the scheme progresses and would value your ongoing comments. These should be sent to Janet Davies, at Canterbury City Council either in writing or by email. We have set up a database of people who wish to be kept in regular contact with regarding the scheme and we are keen to build this up.

Copies of the final Master Plan are available for reference at Herne Bay District Office and Library. It can also be viewed at the main City Council Offices or on the website..

**[www.canterbury.gov.uk/hernebayprojects](http://www.canterbury.gov.uk/hernebayprojects)**

If you have any further queries, please contact:

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