

Central Development Area Herne Bay Development Principles



Supplementary Planning Document

Adopted April 2010



Central Development Area

1 Introduction	2
2 Development Principles	6
3 Planning Policy Context	18

Chapter 1: Introduction

- 1.1** In common with many other English coastal seaside towns, Herne Bay, nine miles to the north of the city of Canterbury, has been suffering a decline in its economy and environmental quality for many years. This decline has been recognised by the Council and work is progressing in consultation with the town's residents and businesses to deliver a regeneration programme for the town.
- 1.2** An Area Action Plan for Herne Bay has been produced for the town centre. This has now been found "sound" by an independent Inspector and will be adopted in April/May 2010. The Area Action Plan provides the framework for the delivery of regeneration projects in the town. The Inspector has supported the Council's approach to adopt these development principles as Supplementary Planning Documents as part of the Local Development Framework. There are a number of regeneration projects that are being promoted by the Council. The Central Development Area (CDA) being the largest of the redevelopment opportunity sites in the town presents a very real opportunity to deliver a scheme which will act as the catalyst and focus of this overall regeneration initiative.
- 1.3** The Council has now appointed a preferred development partner (December 2009), who can bring forward an exciting and innovative development here which will provide an attractive focus for the revival of Herne Bay. Such development should provide strong visual and pedestrian-friendly linkages to the town's other elements through high quality architecture, design and landscaping of appropriate built form, scale and massing. It is intended that the redevelopment and enhancement of this Central Development Area will help to create a sustainable long term gateway to the town and reflect the character of the Conservation Area within which it is located.
- 1.4** These Development Principles set down the relevant planning policies, material considerations and design principles that will be required to be met by any development proposals for this site in order to deliver an exciting and vibrant new core to the town. In this they expand upon Policy HB1 of the Herne Bay Area Action Plan.

Policy HB1 Central Development Area

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 St, 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.

Table

The Site and Immediate Area

- 1.5** Herne Bay was one of the country's first planned seaside towns, conceived in the 1830s and designed to a grid layout. Key components of this original plan were three town squares, to be known as Oxenden, Brunswick and Hanover Squares. Oxenden Square was partly completed, Brunswick fully completed, but later substantially altered by the erection of three large and dominating sheltered housing blocks of flats in the centre. The CDA is centred on the site of the proposed Hanover Square, of which only a short terrace of six buildings (known as Hanover Square) was completed at the junction with William Street.



1-6 Hanover Square



©Crown Copyright. All Rights Reserved. Canterbury City Council Licence No 100019614. 2009

Figure 1: Location Plan

- 1.6** The Central Development Area is comprised of the two large town centre car parks of William Street and Kings Road, the latter hosting the town's weekly Saturday market. Herne Bay's High Street runs along the northern side of the CDA, with William Street bordering it to the east. The High Street is comprised of predominantly retail premises of three to four storeys in height while William Street is characterised by mainly commercial and residential activities and the Council's leisure centre, The Herons. Kings Road and Queen Street lie to the south and open onto a predominantly residential area and Memorial Park. To the west is an area of residential and commercial uses including the former bus depot site which is allocated for retail and residential development in the adopted Local Plan. Beach Street runs south from the High Street through the site forming a key axis between the town's shopping streets, seafront and Memorial Park. Kings Road market car park and Morrison's supermarket lie to the west of Beach Street with the William Street car park to the east occupying the centre, and remainder, of this redevelopment site.

Chapter 2: Development Principles

- 2.1** The following Development Principles apply to the redevelopment of the full extent of the Central Development Area, as shown in Figure 1. The site is however a large one and it is accepted that redevelopment may come forward in parcels and over a number of years.
- 2.2** In order to reflect the existing variations in scale and built form found across and adjoining the Central Development Area, Principles for layout, scale and massing are set down in more detail for six sub-areas within the site.
- 2.3** Such sub-divisions and the accompanying illustrative layouts suggested are indicative only. All remaining Principles apply across the Central Development Area as a whole. In working to secure the regeneration of this significant site as an attractive, thriving, mixed use focus to Herne Bay town centre, the Council will encourage a co-ordinated and joint approach to its overall redevelopment and will encourage a strong collaborative approach to design and redevelopment based on these Principles across proposals that come forward.

Sub Areas for purposes of Layout, Scale and Massing Principles

- 2.4** This central site currently suffers from a lack of defined character. Despite the clear grid framework into which the site falls, the area feels shapeless with no clear sense of place. Development here will be expected to resolve this and deliver a new high quality environment in the retail and commercial centre of the town in order to drive the regeneration of the economy of Herne Bay forward. The Council will also encourage the creation of a new gateway (in built form and function) to the town here, capitalising on the position of the CDA within the town. The layout of proposals should reflect such an aim, and use land efficiently to create a clear sense of place and enclosure.
- 2.5** It is important that any redevelopment of the Central Development Area retains the line of Beach Street as a key artery within the wider town centre. Beach Street provides a strong visual axis, linking the Park, the shopping area and the seafront, with long views as ground drops away towards the seafront and the clocktower.
- 2.6** In all areas of the CDA buildings should be laid out to provide direct frontages to public and pedestrianised areas, with active street frontages at ground floor level.
- 2.7** The absence of a dominant design context for this site means that the approach to layout, scale and massing will need to vary across the site. To provide greater clarity on these elements of design, Principles for layout, scale and massing, only, have been produced for six areas within the CDA, reflecting such variations in built context (Figure 2) with principles set down separately for each area. Such sub-areas are

indicative only and do not set out to define appropriate development parcels or to prevent proposals coming forward for all, or different sub-divisions, of this large regeneration site.



Figure 2: Location Plan

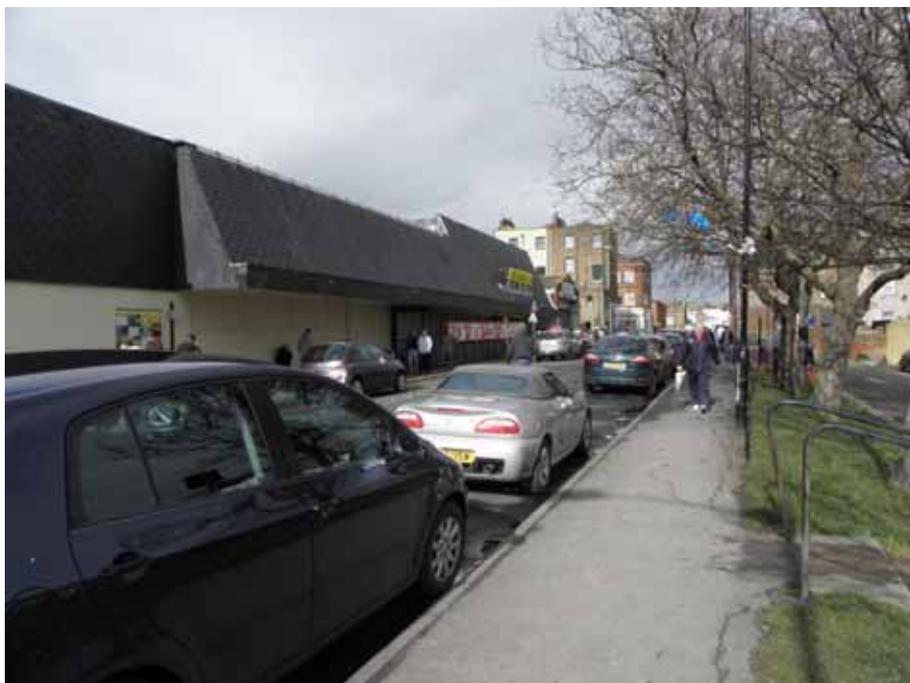
AREA A

- 2.8** This area is occupied by the Morrisons supermarket and the store's roof top car park. The scale and massing of this building is considered to be out-of-keeping with its surroundings, with the roof-top car park resulting in a building that is crudely exposed, in the words of the Conservation Area Appraisal, particularly on its southern elevation.
- 2.9** Proposals therefore for the visual enhancement, and in particular the appropriate expansion in scale of this building to three (in full or in part) storeys, will be supported, taking advantage of the south facing frontage across to the Memorial Park and the need for a more appropriate scale of built form for this location in the heart of the town. A more active and un-obscured frontage facing Beach Street will be encouraged to deliver a positive and active streetscape on this key town centre axis.

2.10 The potential exists to close Hanover Street in part and to redevelop Area A in conjunction with Area B, below.



Area A



Morrisons, Beach Street

AREA B

- 2.11** The Kings Road car park is currently the site of the town's weekly Saturday market. The Council has resolved that the Herne Bay market be retained in its present form until a suitable opportunity comes along to move it to an on-street location, possibly as a result of redevelopment in the area. Proposals to move the market to an on-street location in order to increase the footfall for the market and its visibility within the town's retail offer will therefore be supported if regeneration proposals justify this.
- 2.12** Should the market be relocated, improvements to the environment and layout of the car park will be required, while retaining the existing quantity of spaces within the overall regeneration of the CDA. It is also considered that this area is suitable for additional built development, in the form of a two to three storey building along the Hanover Street edge of the site, facing south towards the Memorial Park and Kings Road and east to Beach Street.



Area B



Kings Road car park

- 2.13** The potential exists to close Hanover Street in part and to redevelop Area B in conjunction with Area A.

AREA C

- 2.14** As noted in the Herne Bay Conservation Area Appraisal, the backs of the buildings fronting the High Street form an untidy visual edge to the north of William Street car park. This edge would not have been exposed had the proposed Hanover Square been completed. South-facing buildings would have backed onto the High Street properties in the same manner as the Regency terrace at the north east corner of this area.
- 2.15** The Council will therefore support proposals which bring forward a new south-facing built frontage to the rear of 108-124 High Street to provide an attractive northern boundary to the CDA, continuing the alignment of Hanover Square as originally planned. This building/terrace should be of three to four storeys in height, reflecting the scale of the start made on Hanover Square at the corner with William Street, and laid out so as to allow for continued access to the rear of the High Street properties.



Area C



Rear of properties 108 - 124 High Street

AREA D

- 2.16** The opportunity exists in this central part of the CDA to create an attractive new area of parking treated with high quality and formal landscaping. The current area has no clear routes for pedestrians and cars, which makes using and travelling across the site an uneasy and potentially dangerous task and in urban design terms the area has no clear sense of place.
- 2.17** The Conservation Area Appraisal recognises that the William Street car park could be enhanced by re-design with defined new pedestrian routes, improved parking layouts, road surfaces and boundary treatments as well as new planted landscaping. Such improvements to the environment of this area are important in establishing a new, revived feel to the centre of Herne Bay.



Area D



William Street car park, from Beach Street

AREA E

2.18 The Council will support proposals for a new building here with active frontages to Beach Street and the William Street car park, of three to four storeys in height and of a massing that creates an attractive gateway to the town centre. Care will need to be taken with the relationship of any new building here and the residential blocks of Queen Street/Kings Road which adjoin this area to the south.



Area E



William Street car park looking towards Queen Street

AREA F

2.19 This area includes the Council's leisure centre, The Herons, and a modest well-established area of public open space. Plans are in progress to expand The Herons building as set out in the AAP. With the exception of the Memorial Park there are very few areas of green public space in the town centre. The landscaped open space here provides a welcome pocket park with mature planting and should be retained as open space to compliment the listed buildings along William Street and Hanover Square.



Herons Leisure Centre and public open space

The following Development Principles apply across the Central Development Area as a whole.

Land uses

2.20 The redevelopment of this site should deliver a thriving mixed use development, with public car parking and comprehensive and structured environmental improvements. In particular, the Council will encourage the delivery of additional community, residential, retail, health, office and leisure uses as set out in Policy HB1 of the Herne Bay Area Action Plan.

2.21 The City Council has identified the following indicative levels of development as a guide for the Central Development Area:

- Residential – 70-80 units
- Retail - 10,000-12,000 m²
- Leisure – 1,000 m²
- Health/Gateway/Offices* – 500 to 1,000m² each

**for these uses it is difficult to be precise at this stage as the exact ratio of the uses is unknown and will be worked up in conjunction with a development partner when appointed*

2.22 Two land uses currently in an advance stage of discussion for the Central Development Area are an expansion to The Herons Leisure Centre by Canterbury City Council and a Gateway facility for the town by Kent County Council. Agreement by the City Council has been reached in principle to the expansion of the Herons Leisure Centre to accommodate the fitness and dance elements from the Pier Sports Centre Herne Bay, while under Kent County Council's Gateway programme the CDA has been identified as a suitable location for such a use.

Design

2.23 This site lies within the Herne Bay Conservation Area and new built development, together with public realm improvements, should be of high and appropriate quality to enhance and reflect local distinctiveness and to provide a contemporary interpretation of the strong Victorian and Regency character of Herne Bay.

2.24 A palette of appropriate materials for new developments in Herne Bay town centre and this key redevelopment area will be available from the Council's Conservation team for use by public authorities and developers. A schedule of materials to be used in the elevations of the development will be required as part of all planning applications for this site.

Flood prevention measures and sewerage issues

- 2.25** The Central Development Area lies within the Environment Agency Flood Zones 2 and 3a at high risk of sea flooding. All planning applications will therefore be required to undertake and submit a site specific Flood Risk Assessment.
- 2.26** The precautionary approach with respect to climate change, for the design of buildings and their floor levels as recommended by PPS25 shall be used for all developments and that flood risk be based on continuation of the maintenance and improvements of the current sea defences but checked against, and with floor levels no lower than, the no defence scenario. Floor levels for all new residential development shall be fixed at a level of +5.9m OD, subject to agreement with the Environment Agency based on the most up-to-date information available. Given the variation in zones of flood risk across the Development Site sequential tests will be required to ensure that the most appropriate development is located in the most appropriate locations within the site boundary in accordance with paragraph D6 of PPS25.
- 2.27** New developments will be required to reduce surface water peak flows and remove any surface water from combined or foul sewers. Permeable surface treatments will be required for all new surfaces provided.
- 2.28** In seeking to revive the town through redevelopment it should be noted that the sewerage system in Herne Bay has little spare capacity. Development proposals will therefore need to demonstrate that adequate foul sewerage capacity exists or can be achieved. For all sites coming forward in the town centre, potential developers are advised to contact Southern Water for further details as early as possible in the planning process.

Building heights

- 2.29** New buildings should be of 3 or 4 storeys in height to reflect building heights in the vicinity of the site and 2 storeys in height on the Kings Road car park.

Code for Sustainable Homes

- 2.30** All new residential development here will be required to be CSH Level 4 compliant from 1st April 2010 (or Level 6 for homes after 2016). Innovative use of sustainable and energy efficient materials such as the potential for passive solar gain, green roofs and the use of photovoltaic cells within roof surfaces, will be encouraged subject to design principles as set down above being met.

Landscaping

- 2.31** A co-ordinated approach and the provision of high quality surfacing materials and street furniture should be employed here, appropriate to the creation of a thriving and attractive public open space. Different uses of space should be shown by use of different surfacing materials and innovative approaches to soft landscaping. A formally laid out grid of native tree species is encouraged in the central car parking area to create an attractive sense of place and enclosure, softening what is currently a hard-surface dominated environment. The use of trees to enhance development and contribute to the amenity of an area is encouraged by the Council's Trees and Development SPG 2003.
- 2.32** The strong tradition of tree-lined streets in Herne Bay should be continued with planting along Beach Street protected and enhanced where necessary.

Pedestrian linkages

- 2.33** Proposals will be expected to comply with Objective E and Policy HB19 of the Herne Bay AAP and provide clear pedestrian routes into and through this development site. In particular the existing strong pedestrian routes from Kings Road and Beach Street across to William Street and that along the Beach Street axis should be protected and enhanced in new developments.

Car parking

- 2.34** Proposals will be expected to comply with Objective H and Policy HB20 of the Herne Bay AAP and protect overall levels of parking.

Cycle storage

- 2.35** Provision should be made for the on-site secure storage of a minimum of one bicycle for each new residential unit provided here. Public cycle rack facilities should be included as part of any applications for new development and within the environmental improvements to the public areas

Developer contributions

- 2.36** New development here will be required to comply with the City Council's adopted Supplementary Planning Document on Development Contributions (2007) and policy IMP2 of the adopted Local Plan.

Contaminated land

- 2.37** A Contaminated Land Survey will be required as part of any planning application for the redevelopment of the Kings Road market car park site given its previous use as a gas works.

Chapter 3: Planning Policy Context

Canterbury District Local Plan

3.1 Planning applications coming forward for the redevelopment of this site will need to comply with the following policies of the Canterbury District Local Plan (2006).

Policy BE1

The City Council will expect proposals of high quality design which respond to the objectives of sustainable development. When considering any application for development the Council will have regard to the following considerations:

- a) The need for the development;
- b) Accessibility and safe movement within the proposed development;
- c) The landscape character of the locality and the way the development is integrated into the landscape;
- d) The conservation and integration of natural features including trees and hedgerows to strengthen local distinctiveness, character and biodiversity;
- e) The visual impact and impact on local townscape character;
- f) The form of the development: the efficient use of land, layout, landscape, density and mix, scale, massing, materials, finish and architectural details;
- g) The reduction in energy consumption by means of layout, design, construction and alternative technology;
- h) Safety and security;
- i) The privacy and amenity of the existing environment;
- j) The compatibility of the use with adjacent uses;
- k) The need to keep the building in use and fit for purpose; and
- l) Appropriate supplementary planning guidance adopted by the Council.

Policy BE2

In order to ensure that functional, visually successful public realm space is created with a strong sense of place as part of new development, the Council will have regard to the following when considering planning applications:

- a) The retention and incorporation of public rights of way and the creation of a connected open space and pedestrian/cyclist circulation system related, where appropriate, to a landscape framework having regard to safety and security;
- b) The maximising of opportunity for all areas of the public realm to be subject to natural surveillance;
- c) The incorporation of landscape design to the frontage of development sites, particularly where they border principal roads;

- d) New outdoor lighting will be encouraged as a means of improving public safety and enhancing buildings which have a positive impact upon the public realm. Lighting should not adversely affect residential amenity, sites of nature conservation value, or be obtrusive in those rural areas where dark skies are an important part of the nocturnal landscape;
- e) In order to improve the physical environment of the public realm the Council will encourage the promotion of public art, subject to appropriate consultative and planning considerations. Where new development changes or creates new public places, the Council will expect the provision of public art to be included as part of the proposal.

Policy BE3

Design statements and/or Development Briefs shall be submitted with planning applications setting out the principles used in the scheme to relate the development within and to its context. This will apply to all planning applications, where the development is visually significant or is significant to its neighbours.

Sustainability statements will also be required in appropriate circumstances, particularly with applications for major development, and should demonstrate how the proposal has responded to the objectives of sustainable development.

A Supplementary Planning Document will give guidance on sustainability measures for the layout, design and construction of buildings and the level of detail required from development of different scales.

Policy BE7

Development within, affecting the setting, or views into and out of a conservation area, as shown on the Proposals Map and all Insets, should preserve or enhance all features that contribute positively to the area's character or appearance. Particular consideration will be given to the following:

- a) The retention of buildings, groups of buildings, existing street patterns, historic building lines and ground surfaces;
- b) Retention of architectural details that contribute to the character or appearance of the area;
- c) The impact of the proposal on the townscape, roofscape, skyline and the relative scale and importance of buildings in the area;
- d) The need to protect trees and landscape;
- e) The removal of unsightly and negative features; and
- f) The need for the development.

Policy BE8

The demolition of buildings or other structures in a conservation area will not be permitted unless their removal and/or replacement will preserve or enhance the character or appearance of the conservation area.

Policy C31

All development proposals within the areas at risk of flooding or increased surface water run-off shall be subject to a Drainage Impact Assessment, including a flood risk assessment where relevant. This assessment shall be in accordance with the principles of PPG25, Sustainable Drainage Systems (SUDS) and the Council's Guidance Note including the requirement for a contribution towards new flood defence or mitigation measures. Measures identified to mitigate effects shall be installed and maintained at the developers' own expense.

The South East Plan (2008)

3.2 Planning applications coming forward for the redevelopment of this site will also need to be in accordance with the following policies of the South East Plan which replaced the Kent and Medway Structure Plan in July 2009.

Policy H3: The Location Of Housing

In meeting the requirements set out in Policy H1 (Housing Provision), creative use should be made of opportunities for housing development within the region's cities and towns, while recognising the need to provide for other community needs that contribute to the quality of life. Local planning authorities should avoid large single-tenure neighbourhoods, and should encourage mixed-use developments where appropriate.

Policy H5: Housing Density And Design

In conjunction with the delivery of high quality design and in order to make good use of available land and encourage more sustainable patterns of development and services, higher housing densities will be encouraged, with an overall regional target of 40 dwellings per hectare over the Plan period.

Policy EKA4: Urban Renaissance Of The Coastal Towns

New economic impetus will be encouraged throughout the coastal towns including the following:

- vii The smaller towns of Deal, Faversham and Herne Bay and Whitstable should develop stronger local service functions and mixed employment uses of a scale and character suitable to their size.

Kent Design (2006)

3.3 Kent Design, the county-wide Design Guide adopted as a Supplementary Planning Document by local authorities across Kent requires that the layout and appearance of new building is based on an appraisal of the character of the site and its context. To this end the Guide sets out Character Area Guidelines. Those for the Coastal Towns are considered applicable to these Development Principles for Beach Street.

- Coastal town densities are usually as high as other central urban areas, and often much higher (70-120 units per hectare) around the central seafront.
- Main commercial areas are usually concentrated in central areas in linear form, either parallel or at right-angles to the seafront. They will include homes as well as shops, cafes, restaurants, hotels, leisure and sometimes offices.
- Wide promenades act as the main public open space.
- The 'urban grain' will be tighter with narrow streets, alleyways and small unexpected squares, often providing shelter from the prevailing wind and acting as a winter suntrap.
- Unexpected glimpses or vistas of the sea.
- The ratio of height to width in streets will be greater than 1:1.
- Typical materials will be painted, stained or natural timber, local brick, black glazed bricks, painted render, large areas of glazing, painted metalwork and stainless steel.
- Palette of fresh, light, pastel colours intermingled with black and white.
- Use of projecting bays, oriel windows and balconies.
- Mainly hard landscaping with some robust seaside planting, public art, banners and innovative attractive lighting.
- High car accessibility and visible parking.
- Opportunities for improved refuse management