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This report has been prepared by Donaldsons. A List of the Partners of the firm is available for inspection at the principal office – 48 Warwick Street, London, W1B 5NL.
Part 1 Development Objectives

1.1 Purpose Of The Brief

This development brief relates to the Kingsmead area of Canterbury. Following an initial master planning exercise and public consultation, Canterbury City Council (the City Council) has commissioned consultants to prepare a Development Brief for Kingsmead.

The purpose of the brief is to set out a comprehensive development framework for Kingsmead, which provides clear guidance to the community, land owners and developers on the overall development vision and objectives for Kingsmead and more detailed site specific guidance on uses, location, size, form, access, constraints and environmental requirements.

It is intended that the brief will be adopted as Supplementary Planning Guidance by the City Council and will also be used by the City Council for the marketing of development sites within Kingsmead.

1.2 Area Description

The Kingsmead area is located on the north eastern edge of Canterbury within 5 minutes walking distance of the city centre boundary and 10 minute walking distance from the retail core. It comprises an area of approximately 28.8 ha (71.2 acres) which has been designated a regeneration zone in the draft revised Local Plan, and is highlighted in the location plan detailed below. It represents the most significant major development opportunity within the Canterbury urban area.

The area comprises a mix of land uses and activities located on either side of the River Stour, including, open space and playing fields, Leisure Centre, supermarket, depot and coach park, surface car parks, Victorian primary school, some housing and retail uses. Kingsmead is surrounded by a mix of uses – predominantly residential to the west and north and community, education, retail and employment to the east and south.
1.3 Development Objectives

This section identifies the key planning, development and design policies which have a direct impact on the formulation of the development framework for Kingsmead. The first part discusses the objectives established by government, in its planning policy guidance, and the policy framework provided in the Local Plan for Canterbury. The second part proposes how this advice and guidance can be used to define the requirements of the development framework for Kingsmead.

1.4 Planning Policy Framework / Guidance

The Planning policy framework / guidance within which Kingsmead will be considered relates to relevant government Planning Policy Guidance (PPG), Regional Guidance, County Guidance and current Local Guidance.

1.5 Government Guidance

- PPG1: General Policy Principles (1997)
- PPG3: Housing (March 2000)
- PPG6: Town Centres and Retail Development (1996)
- PPG12: Development Plans (1999)
- PPG13: Transport (March 2001)
- PPG15: Planning and the Historic Environment (1994)
- PPG 16: Archaeology and Planning (1990)
- PPG17: Open Space, Sport and Recreation (2002)
- PPG24: Planning and Noise (1994)

1.6 Regional Planning Guidance

- RPG9: Regional Planning Guidance for the South East (2001)

1.7 County Guidance

- Mapping out the future (March 2003)

1.8 Local Planning Guidance - Canterbury District Local Plan First Review Revised Deposit - March 2003

- Regeneration Zone (Policy TC11)
- City Centre Boundary (Policy TC1) and Retail Core (Policy TC3)
- Housing (Policy H1)
- Urban design/Placemaking (Policies BE1, 2 & 3)
- Conservation Areas (Policy BE7)
- Flood Zone Protection (Policies C27, C28 and C29)
- Archaeology (Policies BE15-BE16)
- Scheduled Ancient Monuments (Policy BE14)
- Sites of Nature Conservation Interest
- Open Space (Policy C24)
- Protection of Existing Open Space (Policy C20, C21 and C22)
- Cycle and Pedestrian Routes (Policy C3)
1.9 Supplementary Planning Guidance

- Delivering Housing For Local People – April 2002
- Riverside Strategy – April 2002

POLICY INTERPRETATION

1.10 County Policies

'Mapping out the future', March 2003 from Kent County Council and Medway Council.

Key messages for Kingsmead are:

- Improvement of the Kent economy - diversification of industries and encouragement of tourism and culture;

- Protection of the natural environment – creating a balance between providing new development and enhancing the natural environment, maximisation of use of brownfield land, respecting the sensitivity of the flood plain;

- Creating quality urban environments – good design, local distinctiveness, urban living without loss of amenity, protection of the historic core and associated views;

- Improved access to services – promotion of no-car based transport, links with the city centre, green routers for cycling and walking;

- Adoption of innovative design – use of land and resources more efficiently, embrace energy conservation, green technology, home working, eco-homes, live/work, e-commerce, water recycling.

Canterbury is recognised as a distinctive and historic centre of culture and tourism and a sub-regional shopping and service centre. Its role as a centre for higher and further education helps its economy and profile and, as an established centre of research and innovation, provides an anchor for the potential development of knowledge based business and industry. Specific policies for Canterbury include:

- Encouragement for major cultural facilities to underpin its tourism and visitor role - high quality tourist accommodation in or with good accessibility to Canterbury city centre.
1.11 Canterbury City Council Local Plan - November 1998

The Canterbury City Council Local Plan is the primary source of local policy guidance. Specific reference to Kingsmead is made in paragraphs 4.47 and 4.48 and Policy TC11 of the Canterbury District Local Plan November 1998, as detailed below:-

**Kingsmead and Riverside**

This area covers the riverside between St Radigund’s Street and the Asda superstore off Sturry Road. It includes a variety of uses - industrial/warehousing premises off Parham Road; Barton Mill and surrounding industrial premises; car showrooms and storage; the Kingsmead ex-Stadium site; a depot; a coach park, food store, leisure centre, primary school and Adult Study Centre; and significant areas of open space.

Central to the importance of this area is the riverside corridor which provides a strong linear feature and focus for potential schemes, as well as a vista towards Canterbury Cathedral. There are important natural habitats adjacent to the area at Vauxhall Lakes, and the riverside forms part of a much longer corridor through the Stour Valley. There are currently conflicts of uses around the Parham Road area, with residential areas abutting active industrial sites, and problems particularly surrounding the delivery and collection of materials from these warehouses.

**Policy TC11**

A Regeneration Zone is designated for the redevelopment of the Kingsmead and Riverside area, as shown on the Proposals Map. Proposals appropriate for this area include housing, leisure uses, community and cultural development, business, coach parking and a hotel with conference facilities. Proposals for development should have regard to safeguarding and improving the use of the riverside corridor, enhancing its role as a natural habitat and route between the city and outlying parts of Canterbury. Proposals should also have regard to the surrounding residential areas and seek to integrate these with links to the city centre.

1.12 Canterbury District Local Plan First Review Revised Deposit - March 2003

The proposed amendments to the above policy, as documented in the Canterbury District Local Plan First Review Revised Deposit March 2003, indicates the following:-

**Policy TC11**

A Regeneration Zone is designated for the redevelopment of the Kingsmead and Riverside area, as shown on the Proposals Map. Apart from specific areas that are allocated on the Proposals Map, development appropriate for this Regeneration Zone includes a mix of cultural, leisure and recreation facilities, housing, business, open space and education, and the relocation of existing uses already in the Zoned area.

The Development Brief shall set out the provisions of development to take place in the Regeneration Zone

Further, specific, local planning policies which are of significance to Kingsmead are detailed below:-
City Centre Boundary (Policy TC1) and Retail Core (Policy TC3)
The centre of the site is within a 5-minute walk of the city centre boundary (Northgate) with the retail core a 10-minute walk away.

Housing (Policy H1)
A small area of St Radigund’s car park is proposed for new housing. The long stay Northgate car park, fronting Northgate, is also identified for new housing. In addition, housing is proposed for the Canterbury Archaeological Trust (CAT) store, the Conservation Store and the car sales fronting Sturry Road and the Invicta Motors site.

Urban design / Placemaking (Policies BE1, 2 & 3)
These policies promote high quality design and summarise the objectives of urban design:

- Character – a place with its own identity;
- Continuity and enclosure – a place where public and private spaces are clearly distinguished;
- Quality of the public realm – a place where public and private spaces are clearly distinguished;
- Ease of movement – a place that is easy to get to and move through;
- Legibility – a place that has a clear image and is easy to understand;
- Adaptability – a place that can change easily;
- Diversity – a place with variety and choice.

The aspects of built form are summarised as follows:

- Layout – urban structure and urban grain – the framework of routes and spaces that connect locally and the arrangement of street blocks and plots in a settlement;
- Landscape;
- Density and mix;
- Scale - height and massing – arrangement, volume and shape of a building in relation to people and the surrounding area;
- Appearance – material and lighting.

The treatment of the public realm is as important as the design of the buildings themselves. The layout of these spaces, their linkages, the way in which new buildings should address the space is critical in creating a new settlement. Natural surveillance, designing-out crime, landscaping, public art and lighting all play a role in creating better places to live and visit. These objectives reflect the guidance in “Better Places to Live By Design”, the companion guide to PPG3.

Conservation Areas (Policy BE7)
The Conservation Area designation covers the southern part of the site, including the Kingsmead Primary School site, St Radigund’s car park and the Kingsmead School playing field. Development within these areas must protect or enhance all views and architectural features that contribute to the area’s character, pay special attention to impacts on the townscape, rooftscape, skyline and scale of buildings, and consider the protection of trees and landscaping.

A number of Statutory and Locally Listed Buildings lie within the study area. The Statutory List includes residential properties on Duck Lane, part of the Adult Education Centre on St John’s Place, buildings within St John’s Hospital Grounds, retail properties
on Northgate and Barton Mill and the adjacent Georgian buildings. Locally listed dwellings are located on St Radigund’s Street. Development on the Kingsmead group of sites will be required to safeguard the setting and character of these buildings.

**Flood Zone Protection (Policies C27, C28 and C29)**
Policy C27 requires developers to submit a Drainage Impact Assessment which incorporates a Sustainable Urban Drainage System (SUDS). Policy C28 recommends against developing greenfield sites within the flood plain and C29 allows minor infill and development on previously developed land in the flood plain, subject to negotiation.

The Environment Agency have produced a 100 year flood plain assessment model for the Kingsmead Area. The model indicates that a significant proportion of the Kingsmead area is set within the 100 year flood plain. The principles and conclusions of the Environment Agency 100 year flood plain assessment have been taken into account in developing the draft development brief.

**Archaeology (Policies BE15-BE16)**
The Boundary of Archaeological Importance affects a few locations within the Kingsmead study area - sites at the southern entrance to St Radigund’s car park, the eastern part of St John’s car park and the Northgate car park. Policies BE15 and BE16 recommend developers to make provision for archaeological field evaluations.

**Scheduled Ancient Monuments (Policy BE14)**
There are no SAMs within the Kingsmead sites, but there are two in the surrounding area at the rear of 16 St Radigund’s Street and at St John’s hospital, on Northgate.

**Sites of Nature Conservation Interest (SNCI)**
The River Stour, both northern and southern sides of the Kingsmead area, is within a Kent County SNCI managed by the Kent Wildlife Trust. Due regard is therefore to be taken of the River Stour corridor, the natural habitat, routes and links with the city and surrounding area.

**Open Space (Policy C24)**
The Bus Company Island at the southern part of Kingsmead, near to St Radigund’s car park is protected Open Space.

**Protection of Existing Open Space (Policy C20, C21, C22)**
The key policies within the Revised Plan that set down the tests for developing on open space and playing fields are policies C20, C21 and in relation to housing and open space, policy C22.

**Cycle and Pedestrian Routes (Policy C3)**
An existing cycle and pedestrian route runs along the southern banks of the River Stour, from St Radigund’s Street to Barton Mill. There are proposals to extend this route at the northern end of the area.

1.13 Supplementary Planning Guidance

**Delivering Housing For Local People – April 2002**
Proposals for residential development will seek to achieve a mix of housing types, to include affordable housing. The City Council’s ‘Delivering housing for local people’
Supplementary Planning Guidance document outlines the Council’s policy in respect of affordable housing. The City Council’s intention is to secure the provision of 30% of all new residential homes as affordable accommodation. The affordable housing target will provide 25% as social rented homes and 5% shared ownership homes.

Riverside Strategy – April 2002
The Council will require any development on the south bank of the River Stour within the Kingsmead Regeneration Zone to provide a minimum of an eight metre strip incorporating a footpath, cycle path and landscape planting. The Council will require developers to make a contribution to the implementation of the proposals in accordance with Policies C22 and C24.

1.14 Formulating the Development Brief

The development brief for Kingsmead needs to respond to both national and local policies in a positive and creative way;

- Generating good urban design – creating a development framework capable of producing a cohesive and visionary plan to regenerate the Kingsmead neighbourhood;
- Fostering community involvement – developing a collaborative approach promoting the priority uses identified through the public consultation in early 2003;
- Improving the public realm - providing an open space framework which recognises the potential to improve environmental quality, provide better access and connectivity;
- Supporting conservation measures – working with both the area’s natural assets (River Stour corridor and established landscape features) and man-made assets (the built heritage);
- Improving accessibility – prioritising pedestrian movement and accessibility;
- Placemaking - creating a ‘sense of place’ for Kingsmead, one that complements the existing urban character of Canterbury but in a contemporary manner;
- Developing a mixed-use district – a new neighbourhood which includes a variety of residential types and tenures, leisure, retail and commercial uses.

Through the application of these principles, and drawing upon the common themes arising from the planning policy framework / guidance, the areas of key significance to Kingsmead relate to:

- Integrating land use and transport planning;
- Reducing the need to travel and dependence on the car;
- Encouraging the concentration of development in existing towns;
- Concentrating retail, leisure and tourism development in central and edge-of-town locations;
- Maximising the re-use of previously developed land;
- Creating mixed communities;
- Providing wider housing choice and mix in terms of size, type, tenure and location;
- Promoting good design in new housing developments in order to create attractive, high quality living environments in which people will choose to live.
1.15 Image and Local Distinctiveness

An appraisal of the existing neighbourhood and its relationship with the historic core of the city reveals great potential. An analysis of the distinctiveness of the Kingsmead area indicates the opportunities and options for urban and landscape design. The objective here for the new Kingsmead should be to devise proposals that add to the urbanity of the city, yet create a distinct and complementary contemporary public realm.

The key factors which determine image and local distinctiveness are:

- **The waterside environment** – the role of the River Stour as a key pedestrian artery, amenity open space, an enriched bio-diversity through habitat design;
- **Aspect and prospect** – the importance of the view corridor of the Cathedral;
- **The topography** – impact of level changes across the area and the opportunity to define character zones – riverside car parks, stadium site, depot site, etc;
- **The floodplain** – its impact on the scope for development;
- **The urban grain** – Kingsmead is a loose-knit ‘sub-urban’ assembly of sites in contrast to the grain of the city’s mediaeval core;
- **Existing buildings** – local landmarks that currently help define the built image of the area are the Leisure Centre, Sainsbury’s supermarket and Kingsmead School.

1.16 Appropriate Urban Form

The approach to defining an appropriate urban form for Kingsmead emanates from the revival of urbanism within the planning system as presented in the Government’s most influential documents. The key documents are:-

- Urban Task Force Report - Towards an Urban Renaissance;
- By Design – Urban Design In The Planning System: Towards Better Practice;
- Sustainable Communities – Building for the Future
- Current revisions to PPG3.

The appropriate urban form for Kingsmead will need to embrace the characteristics of the area, as defined above in 1.2, in particular the urban design solutions will need to consider the land form and topographical changes, the views both in and out of the site, the physical natural environmental assets (woodland and river) and the importance of both movement and visual connections with the adjoining neighbourhoods.

Contemporary place-making and urban design within the urban renaissance agenda requires denser, non-suburban, solutions for new housing, which include a mix of types (houses, apartments) and tenures (for sale, affordable/key worker). Defining a compact solution to the urban design of Kingsmead supports the findings of the consultation exercise on the future of Kingsmead in which a key development objective is the retention of the public open space provision within a framework of more dense built form.

The development framework also needs to respond to the existing layout of buildings, streets and spaces. This is to ensure that adjacent buildings relate to one another, streets are connected and spaces are complementary.
1.17 Enhanced Environmental Quality

Kingsmead’s greatest asset is the River Stour. It has great potential as a pedestrian priority route to the city centre, as a green corridor for public recreation, as a unique opportunity to nurture increased bio-diversity and as a component in the management of the water ecology. The river also offers the opportunity to create a contemporary civic amenity acting as the setting for leisure activity.

A landscape master plan will be required as an integral part of the development framework for Kingsmead and will provide the setting for urban design proposals. There are opportunities to protect and extend existing habitats and to create new ones.

1.18 A Sustainable Approach

The Government announced its intentions with the Sustainable Communities Plan in February 2003 - Sustainable Communities: building for the future. Below is a selection of the advice from the document that relates to the renewal of Kingsmead.

“What makes a sustainable community? - Some of the key requirements of sustainable communities are:

- A flourishing local economy to provide jobs and wealth;
- Effective engagement and participation by local people, groups and businesses, especially in the planning, design and long-term stewardship of their community, and an active voluntary and community sector;
- A safe and healthy local environment with well-designed public and green space;
- Sufficient size, scale and density, and the right layout to support basic amenities in the neighbourhood and minimise use of resources (including land);
- Good public transport and other transport infrastructure both within the community and linking it to urban, rural and regional centres;
- Buildings - both individually and collectively - that can meet different needs over time, and that minimise the use of resources;
- A well-integrated mix of decent homes of different types and tenures to support a range of household sizes, ages and incomes;
- Good quality local public services, including education and training opportunities, health care and community facilities, especially for leisure;
- A diverse, vibrant and creative local culture, encouraging pride in the community and cohesion within it;
- A "sense of place";
- The right links with the wider regional, national and international community.”

In tackling the points made above, the development framework for Kingsmead will meet the needs of a new mixed-use community which combines the best of urban living with contemporary employment and recreational environments. Solutions will also need to relate to integrated transport provision, pedestrian dominated environments and energy efficiency. Attention to building design solutions that layer a mix of uses horizontally will help create a vibrant neighbourhood and help animate the public realm with active frontages. Energy conscious design will have an impact on the form and orientation of buildings – to ensure the potential for passive solar gain is developed and the potential for combined heat and power (CHP) is explored.
Part 2  Background and Analysis

2.1  Introduction

The following section provides detailed background information and analysis is respect of the Kingsmead Regeneration Zone, considering the component areas within Kingsmead, urban design concepts, an appreciation of site constraints and policy constraints in addition to an assessment of public realm / open space provision, land use context and traffic and transportation issues.

2.2  Component Areas

It is acknowledged that the Kingsmead Regeneration Zone presents a significant opportunity to comprehensively regenerate Kingsmead. The holistic vision is clearly the comprehensive regeneration of the area. However, to achieve this vision it is important to consider the Regeneration Zone in terms of its component areas, as detailed within the plan below.

<table>
<thead>
<tr>
<th>Site Reference</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>St Radigunds Car Park</td>
</tr>
<tr>
<td>2</td>
<td>Kingsmead School / Adult Education (School and land)</td>
</tr>
<tr>
<td>3</td>
<td>St John’s Car Park</td>
</tr>
<tr>
<td>4</td>
<td>Kingsmead School Playing Field</td>
</tr>
<tr>
<td>5</td>
<td>Leisure Centre</td>
</tr>
<tr>
<td>6</td>
<td>Riverside Youth Centre</td>
</tr>
<tr>
<td>7</td>
<td>Kingsmead Stadium / Playing Field Site</td>
</tr>
<tr>
<td>8</td>
<td>Sainsburys Supermarket &amp; Electricity Board</td>
</tr>
<tr>
<td>9</td>
<td>Serco Depot - Coach park - Residential houses / flats – Canterbury Archaeological Trust building - Sturry Road Car sales - Conservation Store</td>
</tr>
<tr>
<td>10</td>
<td>Barton Field (Dog Area)</td>
</tr>
<tr>
<td>11</td>
<td>Northgate Car Park</td>
</tr>
<tr>
<td>12</td>
<td>Bus Company Island</td>
</tr>
</tbody>
</table>
To provide further context to the individual component areas of Kingsmead, the following table outlines the current use of the identified areas, provides an indication of the size of each area and outlines the land ownership position:

<table>
<thead>
<tr>
<th>Site Reference</th>
<th>Description</th>
<th>Current Use</th>
<th>Area</th>
<th>Land Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>St Radigunds Car Park</td>
<td>Car park</td>
<td>0.74 ha (1.83 ac)</td>
<td>Canterbury City Council</td>
</tr>
<tr>
<td>2</td>
<td>Kingsmead School / Adult Education</td>
<td>Primary School / Adult Education / Social Services Offices</td>
<td>0.46 ha (1.14 ac)</td>
<td>Kent County Council</td>
</tr>
<tr>
<td>3</td>
<td>St John’s Car Park</td>
<td>Car park</td>
<td>0.67 ha (1.66 ac)</td>
<td>Long Lease to Canterbury City Council</td>
</tr>
<tr>
<td>4</td>
<td>Kingsmead School Playing Field</td>
<td>School Playing Field</td>
<td>1.81 ha (4.48 ac)</td>
<td>Kent County Council</td>
</tr>
<tr>
<td>5</td>
<td>Leisure Centre</td>
<td>Leisure Centre</td>
<td>1.11 ha (2.74 ac)</td>
<td>Canterbury City Council</td>
</tr>
<tr>
<td>6</td>
<td>Riverside Youth Centre</td>
<td>Youth Centre</td>
<td>0.39 ha (0.96 ac)</td>
<td>Kent County Council</td>
</tr>
<tr>
<td>7</td>
<td>Kingsmead Stadium &amp; Playing Fields</td>
<td>Public open space</td>
<td>5.45 ha (13.46 ac)</td>
<td>Canterbury City Council</td>
</tr>
<tr>
<td>8</td>
<td>Sainsbury's Electricity Board</td>
<td>Sainsbury's supermarket / Offices / Sub station</td>
<td>2.16 ha (5.34 ac)</td>
<td>Private</td>
</tr>
<tr>
<td>9</td>
<td>Serco Depot  Coach park  Residential houses / flats  Canterbury Archaeological Trust building  Sturry Road Car sales  Conservation Store</td>
<td>Council Depot / Coach Park (and associated visitor and toilet facilities) / Private and Council owned residential accommodation / Car sales showroom / forecourt / Workshop and storage accommodation</td>
<td>3.75 ha (9.26 ac)</td>
<td>Canterbury City Council / Private residential owners / Private commercial owners</td>
</tr>
<tr>
<td>10</td>
<td>Barton Field (Dog Area)</td>
<td>Public open space</td>
<td>1.15 ha (2.85 ac)</td>
<td>Canterbury City Council</td>
</tr>
<tr>
<td>11</td>
<td>Northgate Car Park</td>
<td>Car park</td>
<td>0.36 ha (0.88 ac)</td>
<td>Part Sainsbury’s Leased Back To The City Council</td>
</tr>
<tr>
<td>12</td>
<td>Bus Company Island</td>
<td>Public open space</td>
<td>1.51 ha (3.72 ac)</td>
<td>Canterbury City Council</td>
</tr>
</tbody>
</table>
2.3 Urban Design Context

The Kingsmead area comprises a loosely connected group of sites, mostly of an open and non-urban nature, laid out along the two branches of the River Stour to the north of the city centre. The mix of land uses and activities creates little unifying design character or visual unity. The distribution of these uses and the loose-knit nature of the built environment created has also generated an ad-hoc open space structure in which there are few enclosed places of human scale of any consequence or value. This condition contrasts markedly with the urban character and the intimate nature of the spatial experience to be found within the city wall.

Those sites which contain buildings, eg. the Leisure Centre, Sainsbury Supermarket, Serco Depot and Kingsmead Primary School, are all characterised by layouts in which the structures are viewed as ‘object’ buildings in space and in which there is little or no clarity in the design of the public and private realms surrounding the buildings. The consequence is an urban design solution that is anonymous and provides no sense of place. This essentially suburban model has further detrimental visual impact where the remaining site areas are used for car and coach parking - creating a ‘sea of cars’. The current urban design structure represents a lost opportunity. One of the objectives of the re-planning of Kingsmead is to create good contemporary townscape that is enjoyable, memorable and meaningful.

The land uses include redundant and under-used tracts of open space, most with former recreational associations, located adjacent to the visually dominant Leisure Centre building; the striking modern structure of the Sainsbury’s food retail store; an assortment of industrial buildings, mostly located within the Depot site or adjacent to the Coach Park; a Victorian school building; car sales venues and a number of landscaped car parking areas. These sites and buildings make little recognition of their unique location adjacent to Kingsmead’s most important asset, the waters and environs of the River Stour - the visual and physical thread linking the parts of the area of together.

The main arterial road system running north-eastward out of the city centre, the Sturry Road and St Stephen’s Road / Broad Oak Road, define the extremities of the study area to the west and east. The Kingsmead Road connects these two roads and provides the primary access to the largest sites – the Leisure Centre, the supermarket, the depot and the coach park. Kingsmead Road bifurcates the study area and acts as an impediment to the free flow of pedestrians across the Kingsmead area. Pedestrian movement along the river footpaths is both a pleasant and convenient, if under-exploited, route. Connections to these riverside paths are largely on an unplanned basis and any future development options should seek to make better connections between the Kingsmead area and its surroundings.
2.4 Public Realm / Public Open Space

The importance of the open space within Kingsmead is underpinned by the results of the community consultation on the future of Kingsmead which place a high priority on the retention and improvement of public open space. There are currently several key areas of open space within the designated regeneration area that need to be considered in this brief:-

- **Kingsmead Primary School Playing Field**: This playing field is currently used solely by the Kingsmead Primary School situated opposite. It has no formal sports pitches marked on it.

- **Kingsmead Stadium site**: The stadium site was originally used as a cinder athletics track. Later it was used for greyhound racing and speedway. It was opened for football in 1958 and was home to Canterbury City football club until 2001. The site currently stands underused and overgrown.

- **Kingsmead Playing Field**: This area of open space is accessible to the public yet remains largely underused.

- **Barton Field (Dog Area)**: This piece of land is accessible to the public and principally used for dog walking.

- **Bus Company Island**: This area of wooded open space is accessible to the public yet remains largely underused.

An audit of the above open space by the City Council has concluded that much of the Kingsmead area is compromised by its quality and poor links with adjacent areas. For example, parts of the riverside walk along the northern edge are overgrown, footpaths are narrow and in poor condition and the strategically placed Kingsmead School playing field has no official public access. On the southern river bank access underneath the road bridge is constrained and uninviting and leads to the large open area of tarmac of the coach park.

The Revised Deposit Draft Local Plan of March 2003 sets out the Council’s current policy position in relation to development impacting upon open space and specifically playing fields. This plan is not as yet formally adopted, therefore until such time it is also necessary to remain mindful of the adopted plan policies of November 1998. The key policies within the Revised Plan that set down the tests for developing on open space and playing fields are policies C20, C21 and in relation to housing and open space, policy C22. In line with recently revised national guidance (PPG17, 2002) the Local Plan advocates the retention of open spaces and playing fields, however there are certain circumstances where land can be released for new development where this would assist in enhancing open spaces and / or provide contributions to sport.

Developers will be expected to be aware of the standards set out in the Local Plan in relation to open spaces, children’s play space and sports facilities. The City Council has reviewed these standards and the current requirements are set out in its Open Space Strategy published in 2004.
The Local Plan sets out the standards that will be applied to proposals for new housing developments in relation to providing for outdoor playing space. The standard within paragraph 7.105 is based on a formula that calculates the net increase in new residents from development as detailed below:

“This standard broadly recommends that there should be 6 acres (2.43 hectares) of outdoor playing space per 1000 head of population. The standard is broken down into recommended proportions for children’s playing space (0.8 hectares) and outdoor sport (1.6 hectares).”

This standard uses the National Playing Fields Association ‘Six Acre Standard’. This is explained more fully in Appendix 6 of the Plan. These standards however may be superceded by the open spaces assessment currently underway. Within the Local Plan, the standard is translated into Policy C22 as detailed:

‘New housing development shall make appropriate provision for outdoor playing space proportionate to the likely number of people who will live there. Where the development does not allow for the provision of such open space on site, developers will be expected to make financial contribution towards the provision, or improvement of open space or recreational facilities elsewhere in the locality, through entering into a legal agreement.’

Policy 22 provides some degree of flexibility in that if open space cannot be provided on-site developers can contribute towards providing for open space and/or sports facilities off-site, elsewhere in the locality. The plan provides some guidance as to what this off-site provision may consist off and suggests localities where there is an identified need for additional playing fields. Policy C23 identifies land at Greenhill (3.6 ha), Ridlands Farm (4.01ha) and Folly Farm (1.21ha).

Open space requirements within Kingsmead will be in accordance with the standards detailed above. A proposed linear park will form an element of open space within Kingsmead. Further open space may be required within identified residential development areas, subject to the scale of any future proposed development.

2.5 Replacement Sports Pitches / Facilities

In accordance with the conclusions of the Council’s Playing Pitch Strategy, future development proposals within Kingsmead will be required to provide mini-soccer and junior rugby pitches to replace sports facilities previously provided. The provision of a minimum of four mini-soccer and junior rugby pitches, either on site or off site, should be of a high quality and be supported by good ancillary changing accommodation / clubhouse as outlined within Sport England’s guidance notes on Natural Turf for Sport and Pavillions and Clubhouses.
2.6  Contextual Interpretation Of Site Constraints

It is recognised that there are potentially a number of constraints within Kingsmead which may impact upon future development proposals. The Site Constraints drawing, detailed below, therefore shows the main physical site constraints within the development area:-
In considering the implications of the constraints identified within the above plan, it is important that the following are considered in detail:

**Flood Plain**
The limits of the flood plain are shown and have been extracted from the latest model prepared by the Environment Agency. It shows clearly the margins associated with the river and, in particular, those areas that form the existing car park areas to the Sainsbury Supermarket, St. Radigunds Car Park and the areas associated with the Kingsmead Primary School. The drawing also indicates that the existing school playing fields site and Bus Company Island are also subject to potential inundation. The elevated areas associated with the Leisure Centre, Kingsmead Playing Fields/former Stadium and Barton Fields are not subject to flooding and, therefore, all provide a safe zone for development.

**Principal Existing Tree Canopy**
The Site Constraints drawing illustrates only the main areas of existing planting which provide the strategic space-defining elements within the existing landscape.

These are primarily: the trees associated with both sides of the river walk, the enclosure to Barton Fields, the formal belt of conifers associated with the former stadium, and the tree belt along the river to the north of the existing school playing fields. The wooded area to the southwest of the existing playing fields provides a substantial and significant tree canopy and cover. Whilst in the wider landscape context, the trees to Barton Field form an important shelterbelt and windbreak to cold northeast winds.

**Ecologically Sensitive Areas**
The physical separation of the wooded area (the Bus Company Land) to the southwest of the existing playing fields has in turn provided a wildlife haven and a potentially important asset to the site as a whole and, in particular, as a potential learning resource for local school children and other interested parties.

At the other end of the Kingsmead area Barton Fields has similar status by virtue of the strong belts of existing planting which form enclosure to this space and to the riverside walks but which would be highly sensitive to future development and/or pedestrian access.

**Ground Contamination**
The Stadium site and Barton Fields have been identified as areas with a history of landfill and consequent ground contamination and poor ground-bearing capacity. Due to historic land use, ground contamination may also be present on the Coach Park and Serco Depot sites. Investigations are being undertaken and the results will be made available when complete.

Depending upon the nature and extent of contamination the contents of future development of these sites needs to be carefully considered.
New Public Open Space
One of the principal aims of the development framework is to provide new and extended open spaces in accordance with the outcome of the public consultation. It has been proposed that the existing playing fields become a new public open space within the heart of the new development with strong physical connections to the Riverside Walk and the Leisure Centre. Should the new school proposals not come forward and release the playing field then alternative development must ensure that at least the existing amount of accessible open space is retained.

Footpaths and Riverside Walk

The Site Constraints drawing shows the pattern of existing footpaths and Riverside Walk and highlights some of the shortcomings created by their limited connection to other parts of the site and to areas beyond. In particular, the fencing to the existing playing fields described above provides no access to this significant space. The drawing highlights how the existing ownership and site boundaries on the south side of the river exclude any physical connection between the existing Depot Site and Barton Mill.

Poor Pedestrian Connection
A poor pedestrian connection is identified to the south side of the River Stour, underneath the bridge at Kingsmead Road. Not only is this a narrow dark space with awkward approaches it is also unsatisfactory in terms of public safety and adequate surveillance. Upgrading this pedestrian connection will form an important part of future proposals for Kingsmead.
2.7 Contextual Interpretation Of Policy Constraints

The Policy Constraints drawing illustrates the main City Council policy requirements for the Kingsmead Area. Options for the development of the area will need to acknowledge these constraints.
Drawing upon the identified policy constraints, it is important that the following are considered in detail:

**Buildings Of Interest**
Buildings of architectural interest include Kingsmead Primary School, which forms a landmark within the site, the former School Board Building and the Adult Studies Centre.

**Primary View Corridor**
The primary view corridor from the Kingsmead site is indicated and intended to identify those parts of the site that have a direct and significant view towards the city and cathedral. The City Council will seek to protect and where possible enhance local views, vistas, panoramas and views of landmarks such as the Cathedral from within the Kingsmead regeneration area. The identification of this zone shall inform the way in which the allocation of open space may be directed, future development located and/or restricted to maintain this visual connection.

**Secondary View Corridor**
A secondary view corridor has been identified from the existing Kingsmead School playing fields site which is, at present, compromised by this area being excluded from public access. On the basis that this space is brought into the public domain, a strong visual connection to the Cathedral shall be a major consideration of the design of the proposed new open space.

**Major Buildings To Be Retained**
The major buildings to be retained are the Kingsmead Primary School, the listed former School Board Building and the Adult Studies Centre.

**LAND USE CONTEXT**

2.8 Residential
The location of Kingsmead in proximity to Canterbury City Centre and the opportunities to introduce new development around improved areas of open space provides an attractive platform from which to develop a range of residential accommodation.

It is important that the development of residential accommodation meets the following aspirations:-

- The provision of varied types of accommodation, size, style and tenure in both new build accommodation and conversion opportunities as appropriate

- Careful consideration of building materials and construction techniques will need to be given to address any potential problems related to flood plains and potential ground conditions across part of the area.
It is important that development for affordable housing is in accordance with the guidance
detailed within the Council’s ‘Delivering housing for local people’ Supplementary Planning
Guidance document. The guidance indicates that 30% of all new homes in the district need to
be affordable, and that a further 10% need to be one or two bedroom dwellings.

The guidance also indicates that the affordable housing target should be divided to provide
25% as social rented homes and 5% shared ownership homes to assist in creating a balanced
mix of tenants for any proposed future development.

2.9 Leisure

Leisure, entertainment, eating and drinking are important components in delivering a vibrant,
inviting, mixed use development to the Kingsmead area. Equally, the introduction of such uses
will assist in encouraging activity beyond conventional business hours promoting a safe and
pleasant environment.

Creating such an environment within Kingsmead could be achieved through the development
of restaurants, public houses, cafes and other leisure related uses such as cinemas, bowling
alleys and bingo halls to sit alongside other potential activities and uses such as business
accommodation and residential development.

It will also be important to harness market interest in a positive manner with a strong emphasis
on urban design and architecture and the delivery of an appropriate critical mass of leisure
based accommodation in appropriate locations within Kingsmead.

2.10 Hotel

Kent County Council and East Kent Partners commissioned a Hotel Investment Study to
determine future opportunities for further hotel provision within East Kent. The conclusions of
the study indicate that Canterbury has the potential to support a range of further hotel
accommodation from budget style accommodation to a further 4 star establishment.

Therefore, building upon the uses being promoted in the wider Kingsmead area, and the
potential opportunities to capitalise upon Canterbury’s attraction as a major tourist location,
the opportunity presents itself to provide new hotel accommodation for Canterbury within
Kingsmead.

2.11 Open Space And Playing Fields

Open spaces, playing fields and leisure facilities are diverse locations that provide
opportunities for a range of formal and informal leisure and social interaction. The presence of
these attractive spaces provides prospective developers with the opportunity to enhance the
value of individual sites through providing for the leisure needs of existing and future
residents and workers.

The importance of the open space provisions within Kingsmead and basis of provisions for
continued access / usage of open space within Kingsmead should be cross referenced with
section 2.4.
2.12 Business Space

The City Council is keen to both retain existing and to encourage new business occupiers in the city centre. Given the City Council’s aspiration for business expansion and the knowledge that there is a need for modern business accommodation within Canterbury, Kingsmead provides an opportunity to introduce such accommodation within a mixed use setting.

The introduction of office accommodation, as part of a mixed use scheme, will assist the diversity of uses being proposed and in stimulating activity during the daytime.

2.13 Retail

The retailing profile of Canterbury is currently evolving. This is principally in respect of the redevelopment and extension of the Whitefriars centre which will provide a net increase of retail floorspace to the city of around a quarter of a million square feet. The first phase of the development has been completed with subsequent phases presently being constructed.

Given this significant increase in retail floor space, and the knowledge that the Kingsmead regeneration area lies outside the principal retail frontage designations within Canterbury, the area is not considered suitable for significant additional retail uses.

2.14 Retail Warehousing

A study commissioned by Canterbury City Council in 2000 considered the ability to introduce further retail warehousing accommodation in / around the city. The conclusions from the study suggest an over-supply of retail warehouse accommodation across the city. Furthermore, it is recognised that the number of currently identified sites with existing permission for retail warehousing accommodation will probably be sufficient to meet demand for further floorspace until 2011.

2.15 Foodstores

The conclusions of the Colliers CRE Retail Study (January 2003) commissioned by the City Council suggest that there is no need, in quantitative terms, for further food retail development within Canterbury over and above that which is currently in the development pipeline.

Any future proposals for food retailing within Canterbury will be subject to Policy TC15 of the District Local Plan and satisfactory appreciation of the assessment criteria contained therein.

2.16 Land Use Consultation

Building upon the land use context identified above, it is also important to consider the conclusions from initial public consultation exercises. In 2002 Canterbury City Council and SEEDA commissioned consultants to prepare a number of Masterplan concepts for Kingsmead Area of the city. The findings of this study were the subject of a public consultation exercise to determine the priorities for redevelopment held by the local community.
The preferred land uses identified by the consultation exercise, in priority order, were:

- Open space,
- New primary school,
- Sports facilities,
- Performance venue,
- Residential,
- Hotel/conference centre,
- Visitor attraction,
- Cinema,
- Bowling alley,
- Solution for traffic congestion,
- Replacement supermarket, possibly incl. Petrol station.
2.17 Access & Transportation

The plan detailed below provides a pictoral interpretation of the wider access and transportation linkages to Canterbury. The Kingsmead Regeneration Zone is identified for reference.

2.18 Traffic Circulation

Canterbury in general has a congestion problem, the whole of the city centre ring road, and the area around Westgate becomes gridlocked during the morning and evening peak hours, and Saturday mornings. This is due to weight of traffic and constraints imposed by the layout of the city.

From the A2 Dual Carriageway Canterbury is accessible from the north on the southbound carriageway and from the south on the northbound carriageway (refer to figure 1). This means traffic is forced to use the city centre ring road to cross the city rather than using the nearest intersection with the A2.

The ring road forms an in-complete loop and this causes congestion around the Northgate roundabout (Sturry Road / Kingsmead Road / Tourtel Road / Northgate).

Two level crossings, located on St Dunstan’s Street and St Stephens Road, can compound congestion problems. Due to it’s proximity to Canterbury West Station the St Dunstan’s Street level crossing can remain closed for up to ten minutes. If this occurs during the peak hour then gridlock can ensue back to the St Peters Place/Rheims Way roundabout.
The Kingsmead area is situated to the east of the city centre and is located adjacent to the city centre ring road. The highway network, in the vicinity of Kingsmead is therefore of strategic importance to the city as a whole.

The heaviest traffic flows in the vicinity of the site are located on Sturry Road, moving towards Tourtel Road and the city centre. Despite the presence of a deflecting lane gridlock is commonplace on this stretch of road.

2.19 Public Transport

Canterbury, as a whole, is well-served by public transport infrastructure and services, with both bus and rail facilities serving the city.

Kingsmead is within easy reach of the majority of public transport facilities including Canterbury East and West Rail stations (which are within a 20 minute and 10 minute walk respectively). There are also a number of bus routes which pass through the Kingsmead area, providing links to city centre facilities (including the bus and rail stations) and the surrounding residential areas.

A plan indicating current bus routes relative to the Kingsmead is detailed below:-
Additionally, the City Council has prepared a Bus strategy (Canterbury Bus Strategy) for the city, which seeks to improve both public transport infrastructure and services within the city, including the implementation of additional bus lanes within the city core.

Kingsmead is clearly well placed to benefit from the City Council’s strategy with increased services and service frequency directly serving the area. It is also considered that Kingsmead should benefit from its proximity to the city centre, which could reduce the emphasis on travel by car.

2.20 Existing Car Parking

Existing car parks within Kingsmead include St. Radigunds, St. John’s, Northgate, Sainsbury’s supermarket and the parking associated with the Leisure Centre, as detailed within the Policy Constraints plan under paragraph 2.6.

- St Radigunds car park is located in the south west corner of the site, busy at all times and is frequently full at weekends, and during performances at the Marlowe Theatre. The car park provides 304 short stay car parking spaces.

- St John’s Nursery car park is located behind the Sainsburys car park. It shares the access with Sainsburys off Kingsmead Road roundabout and is rarely full. The car park provides 212 short stay / long stay car parking spaces.

- Northgate car park adjacent to the Medical centre and Sainsburys is a relatively busy car park. Access to the Medical centre car park is through the Northgate car park. The car park provides 70 short stay parking spaces.

- Sainsburys Supermarket provides dedicated parking for the supermarket. The car park generates traffic throughout the day with peaks coinciding with network peaks, as people shop on their way home from work, and on Saturdays which coincides with high activity for leisure activities.

- The Leisure Centre provides a level of on site parking which is well used. The car park is short term only with a refund to Leisure Centre users. During peak periods of usage during evenings and weekends, the Leisure Centre patrons rely on using space within the St John’s Nursery car park. A refund through the use of the St John’s Nursery car park is applicable if the patron uses the leisure facilities at the Leisure Centre.
2.21 Coach Parking

The coach park has the capacity for approximately 120 coaches. The coach park rarely operates at capacity. It is used predominantly by external groups for sightseeing trips into Canterbury and therefore does not serve local residents.

Opportunities to relocate the coach park are actively being considered by the City Council, with St John’s car park a potential option.

2.22 Footpaths and Cycleways

Kingsmead is linked to the city centre by a direct footpath/cycleway along the riverside, between the coach park and the city centre. However, the route is not particularly well lit, and is therefore an unattractive option for many pedestrians after dark.

The remainder of the Kingsmead area is not particularly attractive for pedestrians. Whilst there are footways adjacent to the majority of roads, there is limited access to the area as a whole. It is also considered that the roads around the perimeter of Kingsmead present a major obstacle to pedestrian movement through the area.
A plan indicating cycle routes within Canterbury relative to the Kingsmead is detailed below:

The regeneration of Kingsmead creates the opportunity to provide significant improvements to pedestrian and cycle facilities (based upon the emerging City Council Cycle Strategy) throughout the area, with significant improvements to crossing facilities, thereby reducing the severance effect of the major roads. It is also anticipated that the individual development areas will incorporate ‘pedestrian priority’ principles to reduce the emphasis on motorised transport.
ENVIRONMENTAL CONSIDERATIONS

2.23 Archaeology

Canterbury Archaeological Trust (CAT) provided recommendations for the former Kingsmead Stadium site in October 1999. CAT proposed that paleo-environmental studies ‘should play a major role in the archaeological investigation of the site at all levels’. The advice note describes the type of detailed survey work and reporting required to be carried out, including:-

- An emphasis on paleo-environmental studies, especially on parts not likely to have seen permanent occupation.
- A series of hand augered cores to be removed to establish lines of early watercourses, depths of overburden and nature of any archaeological deposits, in addition to recovering paleo-environmental material.
- Trial trenches to be cut in selected areas to establish the presence and extent of areas of archaeological interest, particularly medieval occupation and the possible Roman cemetery along the Sturry Road.
- Bore hole locations be decided once firmer development proposals are available and that trench patterns are worked out on the basis of bore-hole data

The CAT report concluded that, based upon proposed engineering works and the depth and nature of any archaeology encountered, further archaeological work, other than that detailed above, may prove unnecessary in some areas.

2.24 Contamination

The City Council has undertaken initial Geo-Environmental Survey work at Kingsmead. The conclusions have identified a number of potential pollutants and contamination sources with key findings detailed below:-

Ground Contamination
The Playing Field Site, Stadium site and Barton Fields have been identified as areas with a history of landfill and consequent ground contamination and poor ground-bearing capacity. In addition, the Coach Park and Serco Depot sites have also been identified as having potential ground contamination. The implications are that depending upon the nature and extent of contamination, construction of future development on these sites will need to reflect appropriate remediation measures.

Environmental Factors
It is acknowledged that the Kingsmead Stadium site was a former landfill site. A risk of ground contamination and landfill gases therefore exists. The level of risk will depend upon the type of waste deposited.
Landfill Gas
Landfill gas is being generated at the Kingsmead site. Given the time since the completion of landfilling operations on site and the overall nature of the landfill gas encountered it is likely that the site is in the latter stages of landfill gas production. The individual gas levels are likely to ‘normalise’ to more atmospheric proportions with time. The implications of the landfill gas on site development are that gas protection measures are recommended for buildings comprising a gas proof membrane and venting layer.

Further intrusive site investigation work is being progressed by the Council, the conclusions of which will be made available to prospective developers upon request. A remediation strategy should be agreed with the City Council prior to redevelopment.

2.25 Structures

The sequence of strata revealed at the site by the Geo – Environmental survey comprised Made Ground, Alluvial Deposits, River Terrace Deposits (RTD) and overlying Upper Chalk. It was recommended that only the RTD and Upper Chalk (at depths of 4.5m-8m) are considered potentially suitable strata for support for foundations.

The use of pile foundations are appropriate on areas of potentially unstable ground.

2.26 Utilities And Drainage

Information relating to the existing utilities and drainage provisions within Kingsmead are outlined on the Constraints Plan detailed under section 2.5.

Detailed information on existing utilities and drainage and consideration of further infrastructure linked to future capacity issues should be addressed to the Council’s Building Control service.

2.27 Flood Risk

The Environment Agency, through flood plain assessment modelling, have indicated that significant proportions of the Kingsmead area are set within the 100 year flood plain.

Prospective developers will need to undertake Flood Risk Assessments to determine the flood risk potential of a site. This should be undertaken in accordance with PPG25 (2001) Guidance On Requirements For Undertaking A Flood Risk Assessment and through consultation with the Environment Agency, Kent County Council and Canterbury City Council as appropriate.

An interpretation of the flood plain assessment is outlined on the Site Constraints plan under section 2.5.
Part 3  Design & Development Framework

3.1 Introduction

The design framework for Kingsmead seeks to build upon the identified development objectives for the area and the background analysis contained within this Brief. The following section therefore uses this information and translates the development objectives into a series of development options for Kingsmead.
3.2 Urban Design Principles

Understanding the identified site constraints and policy constraints, detailed within the preceeding section to this Development Brief, results in the formulation of a series of key urban design principles for Kingsmead, as detailed in the plan below:-
3.3 Height And Massing

Scale, height and massing of proposed development in Kingsmead will largely be governed by the adjoining buildings; the topography; the general patterns of heights in the area and views.

Relating the new development to the general pattern of heights should not preclude some variety. Townscape character depends on how individual buildings contribute to the harmonious whole. Equally the massing of development contributes to creating distinctive skylines. The character of the skyline is composed of the massing of blocks and the shape of roofs. Gateway and landmark locations will warrant special treatment eg. to celebrate a corner location or to help define a vista.

With these concepts in mind the proposals are generally for two to four storey development, subject to satisfactory relationships with adjoining properties, particularly where the Kingsmead sites abut the existing historic town edge.

On Kingsmead and Sturry Roads there are opportunities to build higher while safeguarding views of the Cathedral.

3.4 Flexibility For Future Use

To create the new Kingsmead as a successful place we need to avoid preparing the programme of development to serve a narrowly defined range of purposes. Kingsmead needs to be adaptable at every scale including buildings, places and layouts:

Buildings

The approach at Kingsmead needs to deliver simple and robust building forms, not so tightly designed for a particular use but designed to allow for later change of use and conversion.
Places

The design of public places will need to be capable of supporting a variety of different activities - events, festivals, markets. New places such as a linear Kingsmead Park, riverside walk and the redevelopment of Serco site should become new human-scaled, attractive outdoor locations for gathering and recreation.

Layout

Introducing fine-grain development in Kingsmead will be easier to adapt than large-scale structures. This will be encouraged as appropriate.

3.5 Landmarks And Frontages

The opportunity to locate a landmark structure in any town requires careful consideration. In an historic town such as Canterbury the location must take into account the affect that a landmark building may have on a sensitive historic townscape as well as views of the Cathedral. It is not proposed to build any landmark buildings southwest of Kingsmead Road in areas adjoining the older parts of the city.

The Kingsmead Road’s existing buildings, the Leisure Centre and Sainsbury’s supermarket, are relatively large for Canterbury. Both could be described as landmarks as they are often referred to in descriptions of the Kingsmead area. With the redevelopment of the Serco site, Coach Park and playing field sites to the northeast of Kingsmead the opportunity is presented to develop architectural design solutions which reflect the scale and function of the Kingsmead Road.

Active frontages at ground floor level help maintain the commercial vitality and human vibrancy in the town. The key opportunity to create this type of environment is provided at the Serco site, with leisure and retail use at ground floor and residential / commercial office above.
3.6 **Views**

The elevated / plateau nature of the Kingsmead Playing Field, Stadium and Barton Fields sites offer long distance views of the Cathedral, thus providing an exceptional visual link between the regeneration sites of Kingsmead and the city. This visual connection should be harnessed to frame the layout and design of development on the Serco and Coach Park sites.

3.7 **Historic Environment Strategy**

Based on its mediaeval street pattern and defined by the enclosure of the city walls, the historic city centre of Canterbury provides residents and visitors with a human-scaled environment of great charm and visual character. The qualities of this environment are unique and any attempt to replicate them in the new Kingsmead should be considered inappropriate – a pastiche solution would devalue the integrity of the original.

The regeneration of Kingsmead provides the opportunity to create a new neighbourhood that recognises the need to address the architectural distinctiveness of the local context but encourages contemporary urban design that complements the public spaces of the mediaeval city centre. This can be achieved by providing better pedestrian priority routes connected to a well-designed public open space framework focused on the creation of the Riverside Walkway.

3.8 **Access & Circulation**

The level of car parking provision has a more profound effect on the choice of mode people make for any particular journey. It is therefore important to ensure that parking provision within Kingsmead is set at such a level as to discourage travel by car, whilst maintaining the viability of the proposals.

With this in mind, proposed residential developments within Kingsmead, which the City Council deem appropriate for parking control, will be required to keep car parking to a minimum. The City Council are also minded to actively encourage ‘car free’ development as appropriate. Proposed car parking within residential developments which the City Council do not deem appropriate for parking control will require careful design and integration to cater for reasonable demand. It will also be important that the regeneration of the area creates the opportunity to provide ‘dual-use’ car parking that is shared between two or more complementary land uses, in particular any proposed commercial development upon the Coach Park and Serco Depot sites.

Development within Kingsmead will therefore be subject to the local parking standards as detailed within the Canterbury District Local Plan and the Canterbury District Local Plan First Review Revised Deposit.

Equally, it is important to ensure that options to access the various development areas do not compromise the ‘free-flow’ operation of the highway network or compromise road safety. The regeneration provides the opportunity to create a number of smaller scale accesses to the individual areas to reduce the impact of development traffic on the highway network, and at the same time have a lesser visual impact.
3.9 Development Capacity Of The Site

The development capacity of Kingsmead is largely determined by a number of key constraints:

- The floodplain – subject to the Environment Agency definition of the flood plain in Kingsmead;
- Access road capacity - the extent to which the development is reliant on travel to / from the site by car, and the implementation of suitable mitigation measures;
- Council policies for car and coach parking;
- Community consultation priorities – addressing issues such as open space requirements;
- Environmental issues – the Riverside Walkway, wildlife and habitat conservation;
- Ground conditions – influence of adverse ground conditions at stadium / playing field sites and impact upon construction processes.

3.10 Component Areas – Appropriate Land Use

A key development objectives for the new Kingsmead is the creation of a new neighbourhood that combines the core elements of urban living – to live, work and play – residences for a variety of age groups, household sizes and tenures; commercial and employment space and leisure.
The opportunity to introduce a balanced mix of future uses to Kingsmead is therefore detailed in the table below:

<table>
<thead>
<tr>
<th>Site Reference</th>
<th>Opportunity</th>
<th>Acceptable Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>St. Radigunds Car Park (Part Only)</td>
<td>▪ Residential dwellings</td>
</tr>
</tbody>
</table>
| 2              | Kingsmead School / Adult Education Centre | ▪ Residential dwellings  
▪ Education / training facilities including child care facilities  
▪ Arts / Leisure facilities  
▪ Business accommodation |
| 3              | St. John’s Car Park | ▪ Car / Coach Parking |
| 4              | Kingsmead School Playing Field | ▪ Open Space |
| 5              | Leisure Centre | ▪ Indoor sports and leisure use |
| 6              | Riverside Youth Centre | ▪ Youth Facility  
▪ Restaurant / Pubs |
| 11             | Northgate Car Park | ▪ Residential dwellings  
▪ Car Parking |
| 8              | Sainsbury’s Site | ▪ Retail  
▪ Car Parking |
| 7 & 10         | Kingsmead Playing Fields/Stadium Site and Barton Fields (Dog Area) | ▪ Residential dwellings  
▪ Primary school  
▪ Open Space |
| 9              | Serco Depot, Coach Park, Canterbury Archaeological Trust building, Sturry Road Car sales, Conservation Store | ▪ Cinema, Bingo Hall, Casino, Bowling Alley and other indoor leisure uses  
▪ Retail, Restaurants, Pubs, Cafes  
▪ Residential dwellings  
▪ Office / business accommodation  
▪ Hotel  
▪ Car Parking |
| 12             | Bus Company Island | ▪ Open Space |
3.11 Layout And Built Form

Setting the assessment of appropriate uses for Kingsmead, as detailed under paragraph 3.10, into context, the following provides a visual interpretation of the potential development / conversion and re-use development opportunities identified.
Setting the component areas into context with the Development Framework, the following provides a text based interpretation of each of the identified component areas at Kingsmead:-

**Site 1 - St.Radigunds Car Park**

The Local Plan designates part only of St Radigunds Car Park for residential development. The allocated area, to the eastern side of the Car Park, lends itself towards residential development in the form of two and a half storey town houses with the benefit of small rear gardens and communal parking. The layout suggested reflects the need to retain much of the existing car park area for operational purposes. Vehicular access to such development will be via Duck Lane and St Radigunds Place, which currently serves a small group of houses.

**Site 2 - Kingsmead Primary School / Adult Education**

Kent County Council have an aspiration to provide a new primary school facility within Kingsmead, the potential location of which is outlined under the Kingsmead Stadium and Playing Field site assessment. On the basis that the primary school relocates to a new facility, the retention and reuse of the existing school building is preferred by the City Council. This presents opportunities to consider the re-use / conversion of the school building for either residential, educational or small scale commercial business use.

Demolition of the existing school building will be discouraged by the City Council. In the event however that it can be demonstrated that the re-use / conversion of the school building is not practical / economic, options to consider the redevelopment of the existing school building may be pursued. Any such redevelopment proposals will be subject to the requirements imposed on development within a Conservation Area as detailed within the Local Plan under policy BE7 and in accordance with PPG15: Planning and the Historic Environment (1994) and PPG25: Guidance On Requirements For Undertaking A Flood Risk Assessment (2001) given that the site is within the 100 year flood plain area.

The Adult Education Centre and the Listed former School Board building should be retained. Both buildings remain serviceable and could provide low cost rental space for ‘creative’ small business.

**Site 3 - St. John’s Car Park**

St John’s car park is to remain as a vehicular parking destination, with coach parking the preferred use. It is likely that some re-alignment will be necessary as well as additional land take along the northern edge of the site to enable coach access to the site in addition to an increased width of planting to screen the riverside walk.

**Site 4 - Kingsmead School Playing Field**

This site remains as open space. The opportunity to make the land publicly accessible will be explored in the event that proposals to relocate the Kingsmead Primary School are implemented. On the basis that the relocation of the school is undertaken, it is proposed to landscape design this site as a ‘traditional’ park.
Site 5 & 6 - Leisure Centre / Youth Centre

It is assumed that the Leisure Centre will be retained with consideration given to expansion within its site boundary to provide further sports facilities to diversify and enhance the existing offer within Kingsmead.

There remains a continuing need for a Youth Centre. In the event that the Youth Centre could be accommodated elsewhere within Kingsmead, the opportunity presents itself to design a high quality piece of leisure architecture. It is proposed that the overall plan for Kingsmead will benefit from the use of this site for a family public house / restaurant.

Site 8 - Sainsbury’s

It is assumed that this site will remain in retail use. However, a key consideration for this area relates to the provision of safe traffic management and acceptable environmental impact solutions leading to St Johns car park, on the assumption that St Johns becomes the preferred location for the coach park.

The introduction of coach parking may necessitate the re-alignment of the existing access / egress to St John’s with additional buffer planting to screen the route from the proposed Riverside Walkway. This buffer landscape-planting strip could also include public toilets / waiting room / small kiosk to replace the current arrangements in the coach park area. Both the re-routing and buffer planting will require the removal of some existing car park spaces from the current Sainsbury’s car park which could be reprovided within St John’s car park.

Site 9 - Serco Depot, Coach Park & Other identified ownerships along Sturry Road

This is perhaps the most interesting and challenging urban design opportunity and is the best opportunity to provide Kingsmead with a heart or focus and create a ‘sense of place’. The quantum and quality of mixed uses that are created here will have a great impact on the way the new Kingsmead functions.

The proposed layout locates the commercial retail / leisure use building as the focal point on the Northgate roundabout corner. This will be a large building bulk covering two storeys of a modern design appropriate for a mixed use development and not of typical retail warehouse style design. It is envisaged that the floorspace of the retail element will not exceed 2,500 sq m (26,900 sq ft). This location is outside the view corridor to the Cathedral and therefore the roof profile of this form of building will not have an impact on heritage conservation. That said, all roofing materials should be dark in colour. Car parking associated with the proposed retail / leisure facilities will be provided though a multi-level car park.

A key urban design tool within this proposed layout is the use of the view corridor to the Cathedral to define a new piece of development set in a well-defined public realm. This would be framed by a series of medium rise mixed residential / hotel / office buildings in
addition to a medium – high rise residential block which will provide a visual gateway to Kingsmead. Building heights will generally be two to four storeys rising, where appropriate, to five to six storeys. The siting of the hotel is proposed so that bedrooms overlook the proposed linear Kingsmead park and have views of the cathedral.

To determine the best location and to create the right relationship with car parking requires further detailed design investigation. A new multi-level car park is proposed to provide parking for the residential occupiers and users of the site. It is proposed to build residential accommodation above the car park, on the Coach Park area of the site, with the added benefit of roof gardens to the north overlooking the linear park.

Access to any proposed development on the Coach Park and Serco Depot Site should have regard to the ability / capacity to introduce alternative access and egress points to the site. Based upon the proposals outlined, it is the intention to retain access to the Coach Park site from the existing roundabout on Kingsmead Road. In relation to access from Sturry Road, it is the intention to replace the number of individual accesses fronting Sturry Road, with a single point of access. It is anticipated, at this stage, that the junction would be a traffic signal controlled junction incorporating pedestrian facilities.

A key to unlocking this development opportunity is the acquisition / relocation of a number of existing land owners / tenants. Tenants of the local authority will be re-housed nearby after appropriate consultation. The Council and its selected development partner / partners will also seek to acquire all other existing land interests as appropriate. Such additional interests may include the existing builders merchants, tyre depot and car sales showroom. To assist in the implementation of the overall redevelopment, the Council will consider using appropriate powers to pursue compulsory purchase orders if necessary.
Site 7 & 10 - Kingsmead Playing Fields / Stadium Site / Barton Field (Dog Area)

This site presents a number of potential uses including a relocation opportunity for Kingsmead Primary School, a new linear park and residential accommodation.

It is proposed to relocate the Kingsmead School to Kingsmead Road, opposite the Leisure Centre. The intention will be to create south-facing classrooms which will benefit from a green aspect through the provision of secure playing fields to the rear. Vehicular access could be achieved from either Kingsmead Road, subject to justification, or through a proposed new access road off Broad Oak Road to the north. From an access and movement perspective, it is important to consider opportunities to create a ‘pedestrian priority’ environment and actively discourage ‘drop-off/pick-up’ by car together with the opportunity to create direct connections to the catchment area. Equally, the Government has set targets for a reduction in the number of pupils travelling to school by car. Measures to incorporate more sustainable travel to / from school will need to be designed into the school from the outset.

In addition to providing a site for a school fronting Kingsmead Road, a series of residential developments on the existing Kingsmead Stadium and Barton Field (Dog Area) are proposed. The aspiration is to extend residential development in groups of varying heights and varying densities to frame the northern edge of a new linear public park in the area of the former stadium, in addition to respecting the amenities of adjoining residential areas in Willow close, Broad Oak Road, and New Town Street. Residential development within the central area of the site will range between two and four storeys in height. The exception to this relates to any proposed development backing onto existing residential properties on Broad Oak Road. Such development should be no more than two storeys in height. To the north east of the site, the Barton Field (Dog Area) provides flexibility on building heights which could increase to five or six storeys. The height of buildings must be appropriate to the scale of existing adjoining development and to the immediate environment within which they are proposed.

In built form terms, the aim here is to limit the impression of an enclosing ‘built wall’ which reduces the enjoyment of the open and green space which have been customary for existing residents. Vehicular access to the residential development will be from a new junction off Broad Oak Road, probably a roundabout.

Linked to the provision of the school and residential development and integral to their environment is the proposed linear Kingsmead Park. The concept for Kingsmead Park within this area has been to create a well-considered green urban setting for the residential sites and for the new school. It is envisaged that the park will be linear in style and developed alongside the proposed Riverside Walk. A high priority should also be placed on making positive pedestrian connections along the waterside, under Kingsmead Road. It is essential that the two halves of Kingsmead are joined together in a pleasant and satisfactory manner.
In the event that development of a new primary school is not progressed, then further residential development, subject to the above guidance on heights and massing etc, would be appropriate.

**Site 11 - Northgate Car Park**

The Local Plan designates this site for residential development. In progressing options for residential development, there is a preference against the wholesale loss of public car parking within this site and a requirement to maintain vehicular access to the Health Centre car park.

Future proposals for residential development will therefore need to build in access provisions to the Health Centre car park and the preference to retain a level of public car parking within the site. The potential loss of car parking spaces will be considered in the light of the City Council’s PARC Plan review. Any future development proposals need to have regard to the scale and relationship to adjoining cottages in Northgate.

**Site 12 - Bus Company Island**

The Bus Company Island area presents an opportunity to increase public access to an under-utilised asset within Kingsmead. Further discussion will need to be held between the City Council and local residents to determine the extent to which this is desirable while protecting the area as a secure wildlife habitat.

### 3.12 Open Space / Public Realm

The design framework seeks to define the development opportunity sites within a rejuvenated open space provision for the Kingsmead area. The framework also seeks to enhance and protect the ecologically sensitive landscapes along the river corridor and ensure that any new development does not compromise or threaten them, for example, restricting or limiting the development, access to site / habitats which are identified (by an updated ecology study) as being threatened by the proposals and / or to implement mitigation measures to eliminate the threat or reduce to an acceptable level. In addition, it is proposed, through the Riverside Walkway, to bring more of these sites into an enriched public domain.

The overall urban design aim is therefore to bring about a new, high quality public realm by using new built development to define the open space structure of the area. This design framework will help improve perceptions of the area by creating a ‘sense of place’ in Kingsmead. Enhanced pedestrian access and permeability will enable retained valued spaces to function better and new ones to be designed to add variety to Canterbury’s leisure and recreational offer.

Well planned and executed the public realm at Kingsmead will need to act as a complement to the traditional charms of Canterbury’s mediaeval townscape. By acknowledging the characteristics of traditional design, exemplified by the medieval layout and ‘grain’ of the town within the city walls, the contemporary Kingsmead will be defined by contemporary street, square, courtyard, public piazza, riverside walkway and parks and by building forms that define public, semi public, semi private and private realms.

The approach adopted for the development framework needs to respond directly to the findings of the public consultation that prioritised the continued provision of open space.
Visual and character appraisals for the Kingsmead study area have identified where it is appropriate to provide public open space. The proposals identify an open space framework comprising a well-defined public realm made up of traditional open parkland, linear park, riverside parkway, hard landscaped spaces and suitable pedestrian routes and vehicular connections to the adjoining neighbourhood.

Further detailed design work will be necessary to develop this open space network. The network strategy will also need to identify and briefly describe how to enhance and protect those high quality and/or ecologically sensitive landscapes and to ensure that any new development, and associated land uses, does not compromise or threaten them.

The success of the public realm – the streets, paths, parks and squares - will depend as much on the quality of the paving, planting, lighting, signage and street furniture as on the uses and activities placed in, and next to it, and to the surveillance of those routes which pass through it. The layout of the spaces between buildings and routes joining them will be designed as new public places, designed for pedestrian priority while acknowledging their joint-use function in which safety and security play an equal part. In areas of housing, provision for childrens play areas will be an important part in defining the detailed layout options. Consideration of the long-term maintenance of the public realm will need to be addressed and the City Council will seek evidence that high quality, hard wearing materials are to be specified.

A high priority should be placed on making positive pedestrian connections along the waterside, under Kingsmead Road. It is essential that the two halves of Kingsmead are joined together in a pleasant and satisfactory manner. It is envisaged that minor adjustments are made to the road exit geometry to St. John’s Car Park and hotel site access, modest improvements made to the bridge itself, a new pedestrian connection is created next to the road bridge on the north side to provide wider access / connection for the riverside walk.

3.13 Conservation & Ecology


The reports reference the fact that development proposals within Kingsmead should not be considered in isolation as the River Stour, which runs along the northern and southern boundaries of the river through the Kingsmead site, is recognised as a Site of Nature Conservation Interest, which acknowledges the importance of the river / riverside habitat.

Consideration should therefore be given to:-

- Retaining a buffer zone along the length of the northern boundary with the Great Stour.
- Discouraging any increase in public use of the northern river bank.
- All trees/shrubs to be planted along the northern and southern boundaries of the stadium with the Great Stour should be native and of value to otters and water voles.
- Landscaping throughout the site should be of wildlife value.
- Lighting sources should be carefully designed to light the site and not the river bank.
- The proposed new footbridges across the Great Stour should be carefully sited to avoid any water vole burrows.
- Retain existing mature trees within the site, particularly those on the banks.
- Retain marginal and emergent vegetation along the river bank.
- Best practice should be followed at all times to avoid causing disturbance or, or pollution to, the river bank or the buffer zone during the construction and operational phases.

The outline proposals in the development framework therefore aim to support the protection and enhancement of the richest and most diverse habitats within the study area. The preparation of detail design and specification proposals will need to be undertaken in close consultation with all interested parties including Canterbury City Council, Kent Wildlife Trust and the Environment Agency.

Initial landscape concepts for Kingsmead include new belts of native trees in the linear Kingsmead Park and Barton Field sites and along the riverside margins, adding further richness and diversity. In addition, a ‘wildlife corridor’ is proposed along the northern edge of the linear Kingsmead Park and Barton Field sites, leaving the riverside walks alongside the main river for the busier, more active uses.

The development framework clearly identifies new areas for development. Future development proposals will therefore require the additional support of a statement to identify in detail the existing landscapes and habitats to be retained and those to be extended or newly created. In addition, where landscape features and/or habitat is lost or threatened, amelioration and mitigation measures will be required for consideration. Where the need for additional study is required a consultant ecologist or other specialist should provide this advice. Wherever possible, it is proposed that local bodies such as the Kent Wildlife Trust and Conservation Volunteers will be involved.
3.14 Public Art

The introduction of Public Art within Kingsmead will be actively encouraged in accordance with Local Plan Policy BE2. Linked to street furniture, signage and lighting (as detailed under 3.15) the introduction of appropriate public art will assist in fostering and creating a sense of place.

Within Kingsmead, the development framework proposals for a linear public park, Kingsmead Park, represent an exceptional opportunity to place public art at the centre of these proposals. The City Council may consider approaching the Arts Council and SEEDA to propose a joint initiative for Kingsmead or to consider appointing an arts commissioning agency to represent it.

As the proposals for Kingsmead are developed locations will be identified where public art can make a valued contribution. Wherever possible, local artists/crafts men and women should be considered. There also exists the opportunity to involve an artist throughout the stages of design and implementation of the development framework for Kingsmead.

The opportunity to promote the redevelopment of Kingsmead with an artist in residence and as a dynamic part of the public consultation process would be encouraged.

3.15 Street Furniture, Lighting & Signage

The provision of adequate lighting, signs, bollards, name-plates and other similar items will be the responsibility of the developer, but must comply with British Standards’ specifications and meet approval of the Highway Authority in terms of materials, design and siting.

Street furniture, signs and lighting should be incorporated into the layout and design at an early stage and avoid intrusive and ill-considered fixings. Their design and materials should be in keeping with any proposed development and considered within the context of the overall redevelopment opportunity at Kingsmead. Consultation with the City Council’s planning department regarding the appropriate materials and design will be necessary.
3.16 **Community Safety Proposals**

Canterbury City Council actively encourages development which accords with ‘Secure by Design’ principles. Safety and security are therefore vital elements in any urban development within Kingsmead. People feel more comfortable and confident using areas where there is good visibility and effective lighting and where people feel they can be seen and heard by others.

There are essentially three key design principles for designing safety into the public realm, namely:

- Ensuring natural surveillance and human presence, this is achieved by:
  - making buildings front onto the public realm;
  - putting ‘eyes on streets’ and minimising blank facades;
  - mixing uses, particularly at ground level, adding vitality at different times of the day and night;
  - designing an integrated network of streets, rather than more vulnerable cul-de-sacs;
  - locating parking in front of building or in secure private courtyards.

- Minimising conflict – by providing safe routes and crossing points for pedestrians and cyclists;

- Community involvement – when people view spaces as their own they begin to take responsibility for them.

Any future development / re-use proposals must comply with the Council’s current and Local Plan policies in relation to safety, security and crime prevention.

3.17 **Building Materials**

The type of building materials for the Kingsmead development will need to reflect the location, purpose and structural requirements of the buildings in question. With further investigation it would seem appropriate to develop an approach to materials specification related to this criteria by zoning the sites for development in Kingsmead.

**Town Related Sites**
The selection of building materials for the sites which adjoin the rear of properties on Northgate – St Radigunds and Kingsmead Primary School – should reflect the palette of ‘friendly’ natural materials of clay tiles and slate, stone, brick and timber that defines the character of this part Canterbury.

**Major Development Opportunity Sites**
The redevelopment of the Serco and coach park sites for the broad mix of uses proposed provides the opportunity to develop an urban quarter within the Kingsmead neighbourhood and to devise an appropriate contemporary architectural expression and materials specification.
Whilst specific consideration is required as to the materials for this element, a key sensitivity relates to the need for dark roof finishes.

**Landfill Sites**

The development of the playing fields and Stadium site will present particular challenges. The materials specification will need to reflect foundation, superstructure design and appropriate use of construction techniques will be required on these former landfill sites.

3.18 **Sustainable Design**

The Building Research Establishment promotes sustainability in building design and construction across the UK. The following assessment techniques will be adopted when appraising detailed proposals for the redevelopment of Kingsmead:

- **BREEAM** - for assessing and improving the environmental performance of office, retail and industrial buildings, and Ecohomes for housing.

- **Envest** - for assessing environmental impacts of a building at early design stage.

- **Environmental profiles** - a universal method of measuring the sustainability of all construction products and materials.

- **Environmental benchmarking software** - calculates the environmental profiles of large commercial building stocks.

- **Environmental Management Toolkits** – for offices, local authorities, schools and utilities.

- **The Sustainable Construction Task Group progress report** – a downloadable file from www.bre.co.uk.

- **Disability Discrimination Act 1995** - promoting access to services and employment for all members of the community.
3.19 Design Management And Review

The production of the development brief is the conclusion of an initial investigation into the key drivers involved in the redevelopment of Kingsmead. It is an outline framework which establishes a response to the urban design and development agenda for Kingsmead. Further work on this framework anticipates the presentation of development proposals and negotiations through the planning system.

To help facilitate this it is proposed to form a review panel comprising Officers and Members within the Council to oversee detailed master planning and to programme the master planning process within a public consultation framework. It is proposed that the Council based review panel will work with the Commission for Architecture and the Built Environment.
Part 4 Implementation

4.1 Introduction

The vision, development objectives and principles for Kingsmead have been identified within the preceding sections of this development brief. This section sets out the successful implementation mechanisms for moving the vision from ideas to action on the ground.

4.2 Programme

A number of principles underpin the delivery of the development vision set out for Kingsmead in this Brief:-

- Implementation must be approached in a comprehensive way.
- The integrity of the development vision is crucial. Development proposals must accord with the regeneration objectives for Kingsmead as a whole and must not compromise the delivery of the subsequent elements of the framework.
- Development and public realm proposals must be of the highest design quality.
- Development of built environment projects, public realm and infrastructure improvements are intimately linked.

4.3 Development Strategy

This Brief has been based upon sub areas which reflect site ownerships and existing uses and will assist in bringing forward sites for development. It is possible for each of these areas to be developed independently provided they comply with the guidance contained in this Brief and demonstrate how the scheme integrates with the wider area.

The majority of the land within Kingsmead is owned by the City Council who will actively promote development of its land in accordance with the Brief.

4.4 Planning Framework and Planning Applications

It is the intention of the City Council to adopt this Brief as Supplementary Planning Guidance (SPG) to provide a positive planning policy framework to promote and evolve development. All planning applications, Conservation Area Consent applications and Listed Building Consent applications (as appropriate) will be required to be accompanied by the following:-

- Masterplan – Showing how the application proposal relates to the wider area of the Brief
- A Design Statement Including reference to Kent Design principles
- Sustainability Statement
- Transport Impact Assessments / Transport Plan
- Flood Risk Assessment / Drainage Impact Assessment
- Retail Impact Assessment (as appropriate)
- Remediation Statement (as appropriate)
- Tree Survey (as appropriate)
- Archaeology study (as appropriate)
- Landscape / Ecology Survey (as appropriate)

Applications which are premature or jeopardise beneficial development of the whole area will be rejected.

Historic planning application will not be deemed to be material in relation to the future redevelopment of Kingsmead.

4.5 Planning Contributions / Obligations

Through the progression of development within Kingsmead, the City Council will seek to secure appropriate planning contributions / obligations through Section 106 Agreements, to include:

- Public Art – Improvements to public realm and streetscape
- Public Open Space – Contribution towards development and maintenance of public open spaces
- Protection / integration of nature conservation issues
- Affordable housing (30%)
- Education (dependent on details of final schemes at planning application stage):-
  - Additional capacity for school places
  - Contribution towards early years, education, childcare and out of school childcare
- Contribution towards library facilities
- On site / off site provision of mini-soccer and junior rugby pitches and associated pavilion / clubhouse facilities
- Highways works
- Provision and enhancement of pedestrian and cycle routes
- Provision of / for additional public transport facilities
- Contribution to social and community facilities within the area
4.6 **Infrastructure Requirements**

Bringing forward development proposals within Kingsmead will result in the requirement for major infrastructure works. The Council will seek to ensure that identified infrastructure works are provided in parallel with development, or that capital contributions are secured for their implementation through s106 agreements.

Developers will be expected to include traffic impact assessments for proposals submitted during the tendering process.

Identified infrastructure works for Kingsmead are likely to include the following:

**Access Works**
- Roundabout from Broad Oak Road, including a bridge link over the River Stour to the Kingsmead Playing Field / Stadium site.
- Priority junction from Kingsmead Road to the Kingsmead Playing field site, subject to capacity justification.
- Priority junction from Sturry Road to the Coach Park site, subject to capacity justification.
- Realignment of the Sainsbury access road to allow coach access to St Johns car park.

**Footpaths and cycleways**
- The Council will require any development on the south bank of the River Stour within the Kingsmead Regeneration Zone to provide a minimum of an eight metre strip incorporating a footpath, cycle path and landscape planting. The Council will require developers to make a contribution to the implementation of the proposals in accordance with Policies C22 and C24.
- A new pedestrian / cycle underpass under Kingsmead Road to provide safe access to the Kingsmead Park area from the Riverside Walkway.

**Bridges**
- The provision of a pedestrian and cycle bridge linking the Kingsmead School area to the Kingsmead School Playing Fields to replace the existing bridge.
- A new foot and cycle bridge linking the Coach Park / Serco Depot site to the Kingsmead Stadium / Playing Field site.

Contributions towards transport infrastructure arising from the likely impact will be assessed in the light of the Transport Assessment and resultant Travel Plans.
4.7 Implementation Mechanisms

It is important to seek to establish the most appropriate implementation mechanism for the task in hand and not necessarily to apply a common formula to every situation. Each opportunity has its unique characteristics and will therefore require an implementation mechanism that relates to its specific circumstances. Options for implementation mechanisms for individual projects include:

- Public Development - Full public implementation and / or public – private partnership
- Joint Venture - Public and private sectors
- Private Development

4.8 Market Realism

Many of the initiatives and proposals considered will require private sector investment to enable delivery. The implementation mechanisms adopted will need to reflect this situation. The mechanisms will need to ensure that developers and investors have certainty, clarity and speed of decision making in the public sector and a process that is understandable and familiar to them.

4.9 Viability

An important principle is to create development opportunities which represent, within themselves, commercially viable schemes. The development proposals contained within this development brief are underpinned by market research and viability appraisals.

4.10 Role of Council as Landowner

This development brief will pave the way for the City Council, as the major land owner, to make decisions on disposal or development of its own land. The way in which the City Council disposes of its substantial land interest is of key importance to the way that Kingsmead develops.

Therefore, the City Council, as land owner, will seek to maintain a high degree of control over the type of development, the quality of design and the provision of specific public facilities in its chosen method of disposal.

4.11 Early Win

The Development Brief provides a long term vision for the next 10 - 15 years. However, it is also recognised that a degree of expectation has built up and there is a need for proposals to be implemented in the short-term. Mechanisms that will allow an early start to happen on certain projects and initiatives without frustrating the establishment of long-term arrangements will be considered.
4.12 Meeting Community Expectations

Consultation was a key principle in the development of the Masterplan, the conclusions of which have been reflected within the development of this brief. It is therefore accepted that as a guiding principle there will be a need to continue to seek community participation during the implementation phases and to meet the expectations drawn from earlier exercises.

4.13 Funding

The implementation and timing of development at Kingsmead is subject to a range of issues and risks such as site acquisition, commercial viability and planning consent. In addition, there are various alternatives in relation to design, functionality, use, cost and funding. The identified options represent a package of realistic opportunities.

The main source of funding will be from private sector investment in the development opportunities identified which will be expected to provide all infrastructure requirements.

4.14 Land And Property Acquisition / Relocation

Whilst the City Council benefits from a significant land ownership in Kingsmead they do not have control of the entire site area. Accordingly, in order to bring forward re-development the City Council and its selected development partner / partners will seek to acquire existing land / property interests as appropriate.

Negotiated settlements will be pursued in the first instance. However, to assist in the implementation of the overall redevelopment, the City Council will consider using appropriate powers to pursue Compulsory Purchase Orders if necessary.
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