

A Vision for the Regeneration and Growth of Swanley and Hextable

Planning Advisory Committee

July 2016



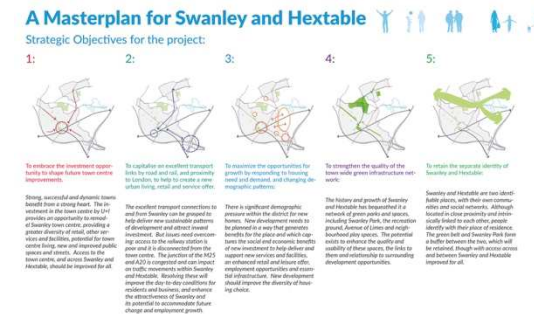
Our brief

- Multidisciplinary team of urban designers, planners, transport planners and economic regeneration consultants
- Appointed December 2015
- To prepare a Vision for the next 20 years to support the regeneration of Swanley and Hextable
- In particular to focus on the regeneration needed in Swanley town Centre
- It will become a key piece of evidence for the new Sevenoaks Local Plan
- We were specifically tasked to not be constrained by current policy, to be bold and to stretch ambition
- This is an aspirational set of ideas which will require subsequent detailed testing



The process so far

- Initial analysis and site walk rounds with key officers and members
- A week long 'Studio' (February 2016)
- Public Consultation and meetings with key stakeholders
- Generate the strategic objectives for the study area
- Options generation – 3 scenarios prepared for Swanley town centre and the wider project area (minimum to maximum scale)
- Option testing
- Presented to officers (March 2016)
- Presented to members and leader (April 2016)
- Refined the preferred approach
- Completed draft options report
- Member briefings (May 2016)
- Submitted Final Report (July 2016)
- Present to PAC



What we are presenting today

- Summary of consultation responses
- Key messages
- The strategic objectives for Swanley and Hextable
- Ideas for the regeneration both for Swanley Town Centre and for the wider study area.
- Key findings
- Next Steps for the Council to consider



Consultation Summary

- Swanley key topics raised:
 - The recreation ground and Green Belt
 - Access to Swanley Park
 - Swanley Town Centre
 - Roads, traffic congestion and parking
 - Health and Medical facilities
 - Education
 - Other Services and facilities
 - Community Facilities
 - Reduced business rates to attract businesses to the area
 - White Oak leisure centre
- Hextable key topics:
 - Buses and transport improvements
 - Green Spaces and Green Belt
 - Health and Medical facilities
 - Hextable school and the Dance Studio
 - Facilities in the village
 - Houses for older people
 - Traffic and congestion



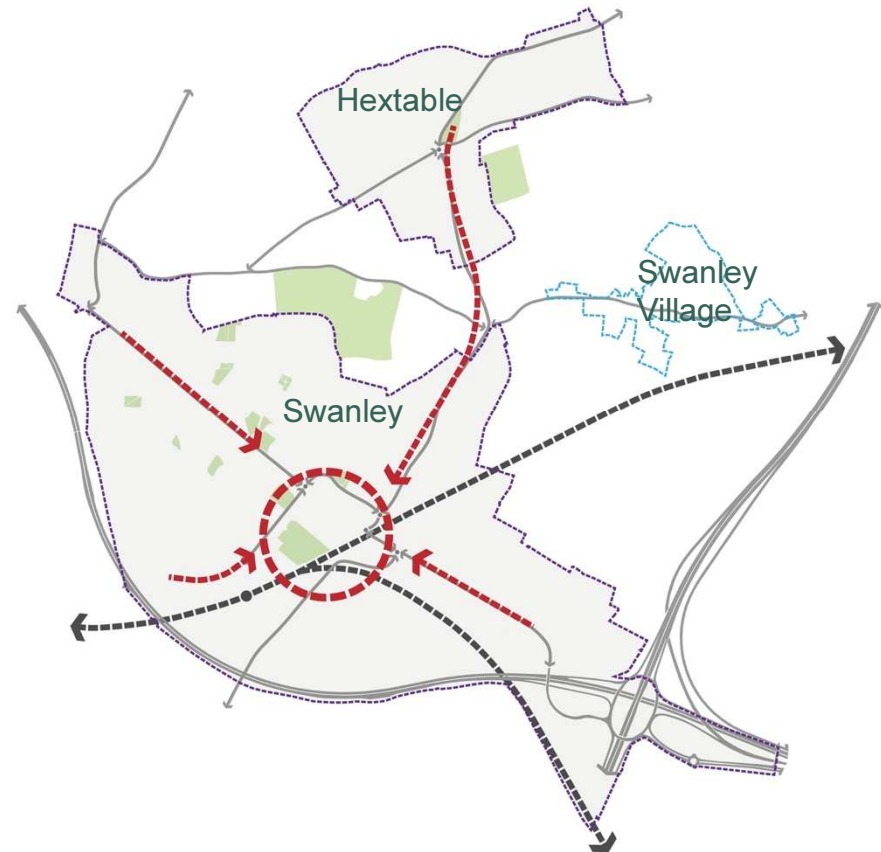
Key messages

- Improve the **quality of the town centre** retail offer and supporting uses, including the evening economy
- **Influence investment opportunities** in the town centre
- Respond to **demographic change** and need for new housing
- Opportunities for growth influenced by **green belt**
- Create a more **diverse housing offer** for an aging population and potential younger new comers
- The area benefits from excellent strategic **transport links**, but more localised movement is compromised
- **Swanley Park** is a fantastic local asset
- Can **local history** be reinterpreted to influence locally-responsive ideas for change?
- **Change is happening**: this is an opportunity to proactively shape the future.



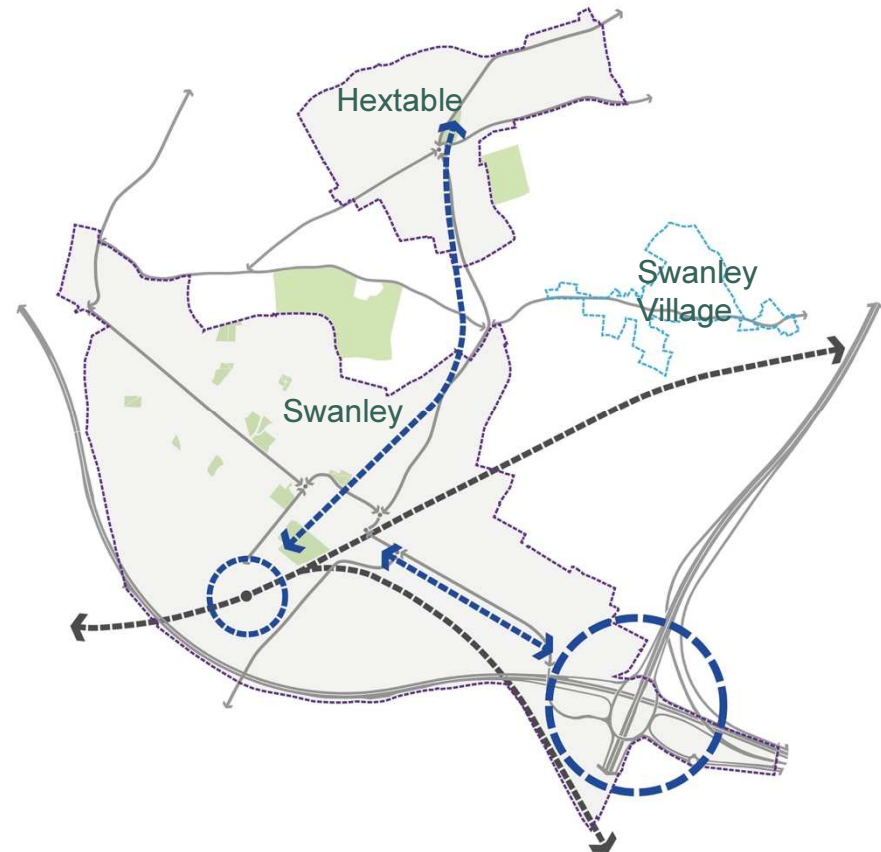
The strategic objectives

1: To embrace the investment opportunity to shape future town centre improvements



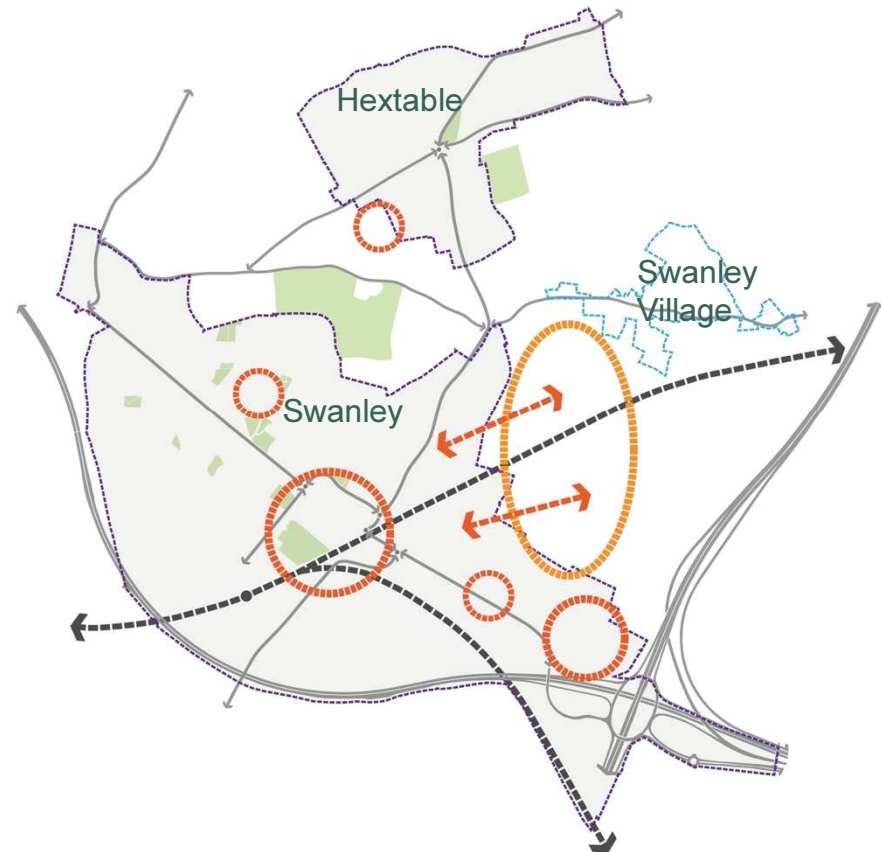
The strategic objectives

2. *To capitalise on excellent transport links by road and rail, and proximity to London, to help to create a new urban living, retail and service offer*



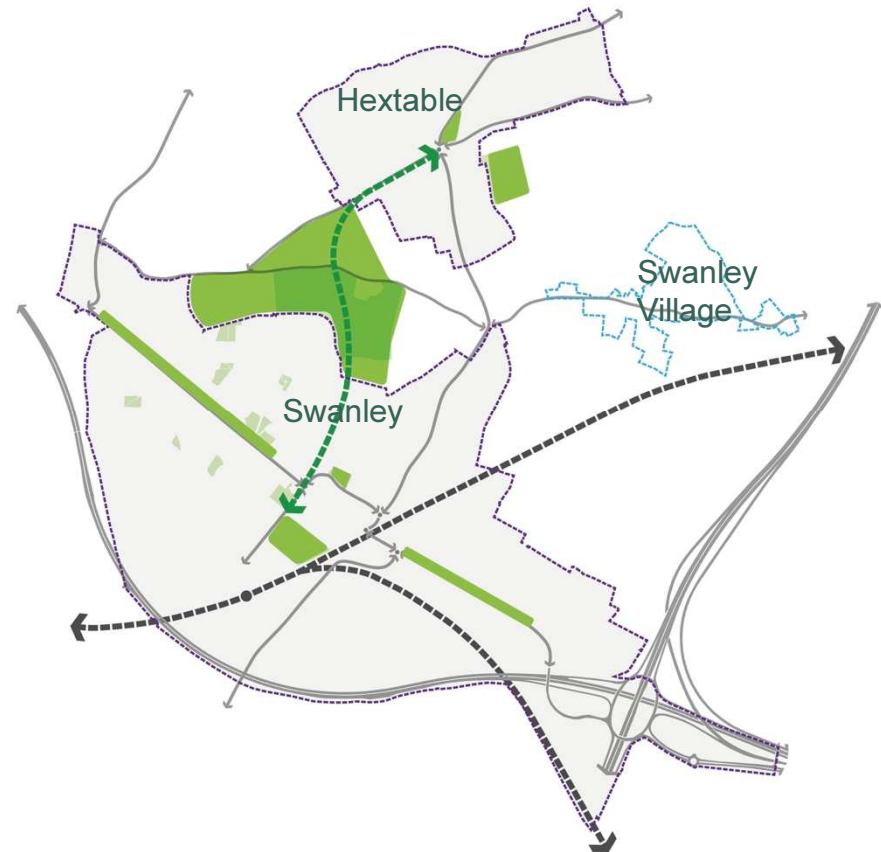
The strategic objectives

3. *To maximize the opportunities for growth by responding to housing need and demand, and changing demographic patterns*



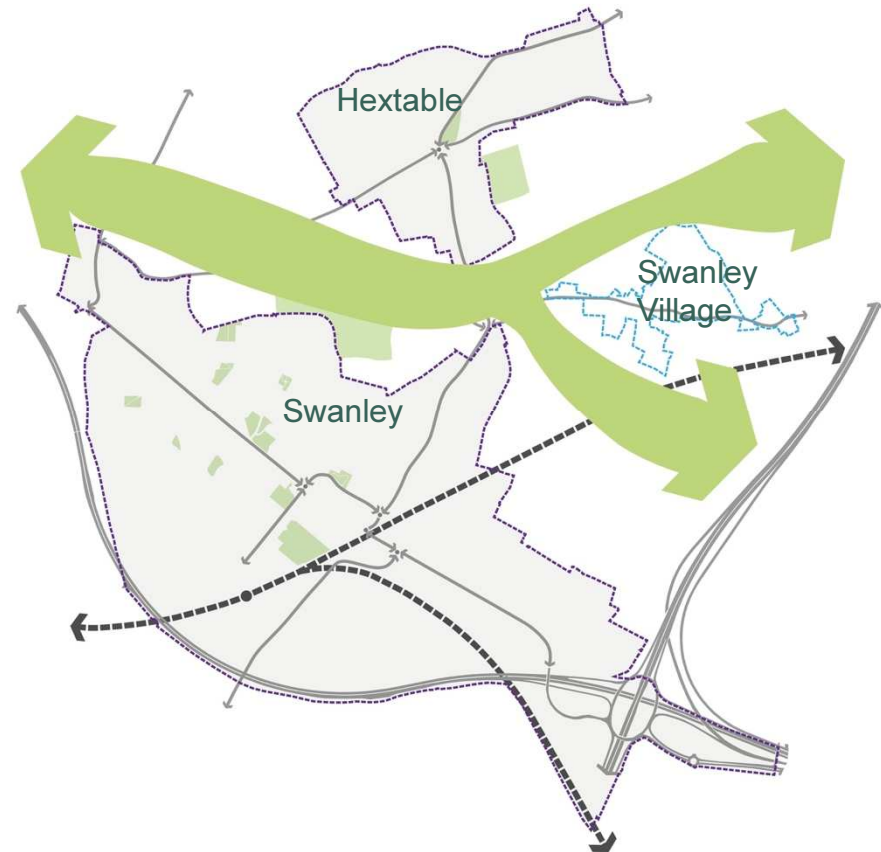
The strategic objectives

4. *To strengthen the quality of the town wide green infrastructure network*



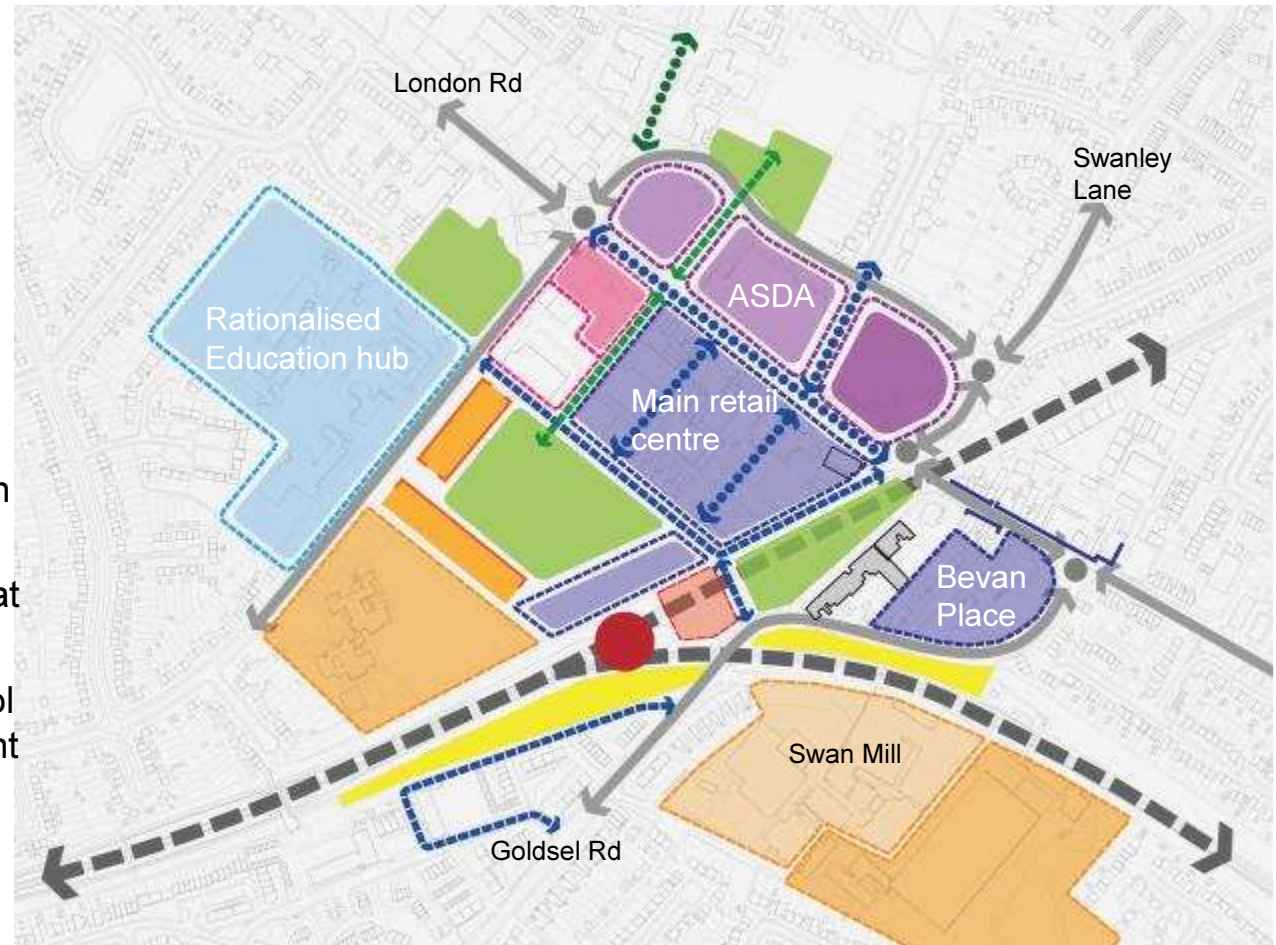
The strategic objectives

- To retain the separate identity of Swanley and Hextable*



Swanley Town Centre – the opportunity

- A coordinated redevelopment plan for the whole of the town centre
- The regeneration of the ASDA block
- A new civic, leisure and healthy living facility located close to the town centre;
- Relocation of Swanley Station to its original position
- Development alongside the railway overlooking the recreation ground;
- Increased regeneration benefits at Bevan Place
- Rationalised and improved school and education provisions adjacent to the town centre.
- Potential for around 1,500 new dwellings





Swanley Town Centre – market and viability comment

Key deliverables, viability and delivery

- **A regeneration of 11 ha of land in Swanley Town Centre could deliver:**
 - New homes
 - New Commercial floorspace
 - New Civic/health/leisure centre
 - Improved transport facilities
 - Connect both sides of the railway
 - New education hub
- **Viability challenges:**
 - Relatively low existing land values
 - Sufficient to bring forward “softer” development parcels and infill sites, such as car parks, underutilised / vacant land and land in public ownership
 - But, unlikely to incentivise the redevelopment of existing shops and homes.
- **Delivery issues:**
 - Low land values and high existing use values
 - Need partnership working with Asda
 - Infill/piecemeal development could compromise regeneration
 - Significant housing delivery required to attract investment and fund infrastructure
 - Orchard’s Academy and St Mary’s Primary school are key stakeholders

Swanley Town Centre – transport planning comment

Access, walk and cycle links:

- town centre access:
 - convenient
 - safe
 - clear
- shops and services – ‘presence’
- space to meet and things to do



ASDA site and road network

- Movement simplification
 - minimise congestion
 - optimisation parking
 - integration with town centre heart
 - high quality streets



Sensitive development planning

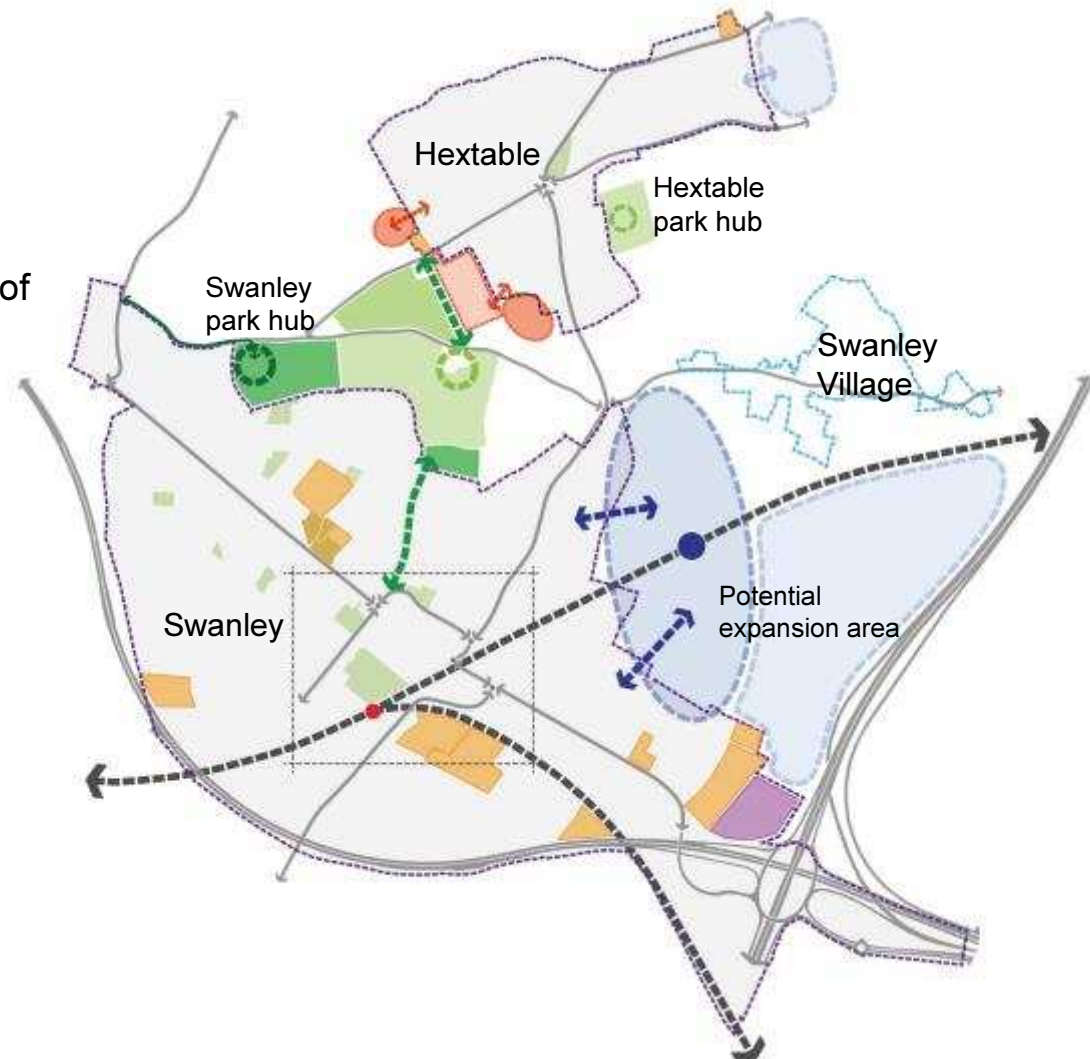
- complementary development
- parking supply planning controls
- car-based travel ‘cap’
- high quality alternatives to car use
- full use of bus & rail connections
- parking sully supporting walk, cycle, bus, rail



The wider study area – the opportunity

Key points:

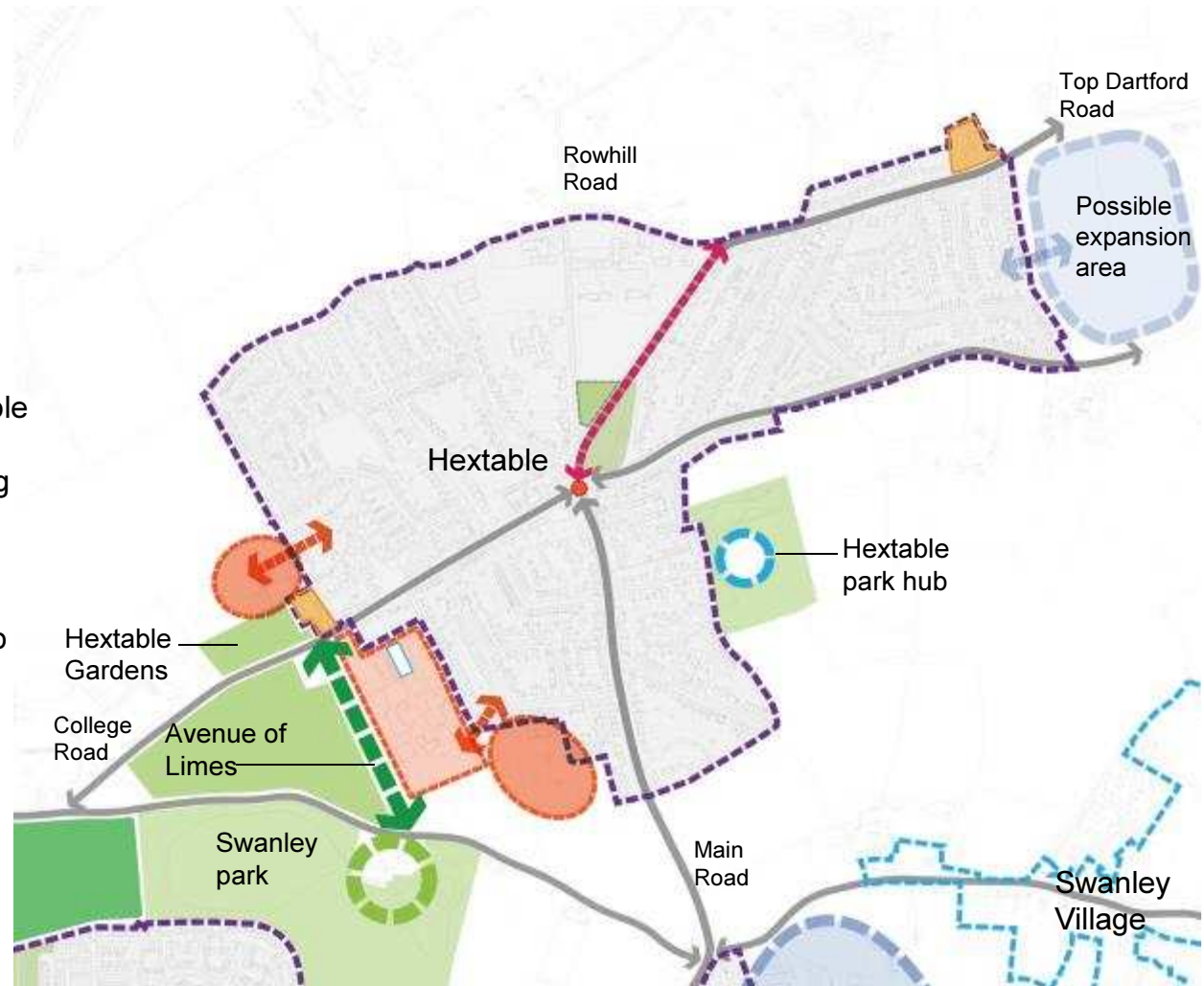
- Allocated and not yet allocated sites within the settlement boundaries
- Extended Swanley Park as an outdoor sports 'hub'
- Green buffer between Swanley and Hextable and Swanley Village
- Opportunity for an eastward expansion of Swanley
- Limited expansion to Hextable
- Potential for up to 3,000 new homes
- Further work needed to establish the critical mass to support the Swanley Town Centre regeneration





Hextable – key improvements

- Two existing allocations in the current local plan
- Potential for small scale extensions to the settlement boundary on previously developed sites
- Renewal of Oasis Academy/Hextable school – new school buildings and potential housing development
- Creation of a new Parish Hub – possible ideas include within Hextable Park alongside improvements to the existing changing facilities and tennis courts, and around the Dance Centre/school area
- Improvements to traffic calming on Top Dartford Road and junction to College Road
- Improvements to the environment around and extension of the Village Green
- Improvements to the Avenue of Limes
- New housing – must contribute to improving village facilities



The wider study area – market and viability comment

Key deliverables, viability and deliverability issues

- **Expansion of Swanley and the wider area could deliver:**

- New homes
- Associated open spaces and community facilities
- New commercial floorspace
- New and improved transport links
- Improvements to Swanley Park
- Contributions to wider infrastructure
- Potential for a new parish hub in Hextable
- Improvements around Hextable Village Green and Park
- Improvements to Avenue of Limes and linkages
- A diversified housing offer

- **Viability:**

- The scale of the proposed development would allow premium values to be achieved for residential and employment
- Strong market evidence to show that infill residential development opportunities at suburban densities are currently viable
- The viability of industrial and warehousing provision is more marginal.

- **Delivery Issues:**

- Provision of adequate infrastructure is essential
- Community engagement and buy in is key
- Sufficient scale of development required to deliver associated facilities and attract national and regional public sector funding
- The existing road network will require substantial investment
- Need to link any expansion outside of the settlement boundaries to the regeneration of Swanley Town Centre.

The wider study area – transport planning comment

Tension between:

- excellent road links for local people
- ‘through’ access for others
- attractive to development
- local roads - suitability

Forward-looking responses:

- managing movement
- ‘Sustainable Communities’ approach

Infrastructure

- Bus Priority
- Station ‘Halt’
- Station relocation



Key Findings

- Town Centre regeneration is a significant opportunity for physical and economic growth and improvement in Swanley and the wider area
- Place changing requires comprehensive redevelopment but viability constraints due to the significant land assembly and infrastructure requirements
- Town Centre regeneration is not possible without funding and growth arising from housing expansion
- Release of land around Swanley could make substantial contributions to housing need and financial contributions for the new transport and community infrastructure in the area
- Potential to explore different models of expansion including new 'garden village' style development



Next Steps

- Development brief for the town centre
- Require that proposals for the Swanley Square facilitate the long-term opportunity
- Technical study to review green belt and 'directions of growth'
- Study to establish the 'critical mass' required to support the ambitious regeneration of Swanley Town Centre;
- Feasibility studies to test infrastructure and related proposals
- Key immediate dates:
 - 20 July – Planning Advisory Committee
 - 9 August – Report to Cabinet
 - Sept/Oct – 6 week Public Consultation



Urban design guidelines for the Arcadia and Station Site area

4.1 Site area strategy

Building on the work in the Ealing Town Centre Spatial Development Framework, the further analysis of the area and consideration of the various development proposals, a number of development principles can be set out for the Town Centre (Core) Area. These are based on the wholesale redevelopment of the Arcadia Site, the partial redevelopment of the Broadway Centre and Ealing Broadway Station, once the implications of the Crossrail Station is known.

In developing these principles careful consideration has been given to the site area and context, the character of Ealing, the close and longer views of the site and the clear policy requirements for high quality design and urban design, a strong mix of uses and the creation of high quality places that reinforce the Town Centre.

These design principles focus on the Arcadia site and the Station Site as the principal areas of change and where there are clear transport led imperatives to intensify development and upgrade the area.

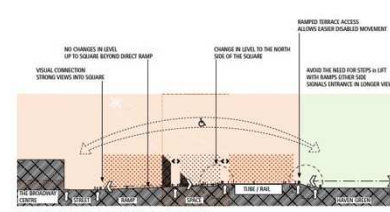


Figure 4.1: Elevation through the principal square of the site (in principle)

Reinforced Development Framework

Reinforced Development Framework

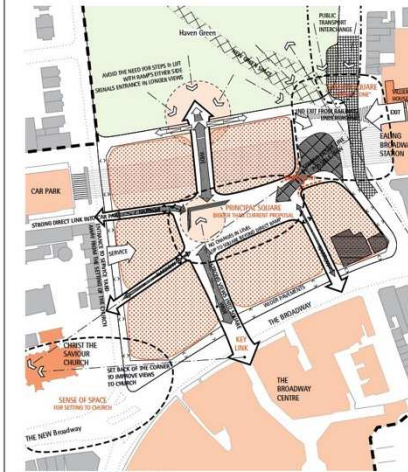


Figure 4.2: Urban Design Framework for the Arcadia site

