

Draft Local Plan Consultation Submission

Executive Summary

Citywide Masterplan

A Masterplan for the city centre should be developed along similar lines to the [Shrewsbury Masterplan](#). This is a once in a multi-generation opportunity to regenerate the city, develop its last remaining brownfield sites, and to mold it to meet the needs of future generations.

The attached **Canterbury Gateways Vision** groups the city centre draft Local Plan sites into 3 distinct zones, focusing on areas in need of regeneration, each with a specific purpose and character.

New urban Villages will bring vibrancy and vitality to the city centre in highly connected and sustainable locations.

It is important that there is a Masterplan underpinning these last remaining brownfield sites, rather than them being developed or disposed of in a piecemeal fashion. We have one opportunity to get it right for future generations and this Vision is designed to start the conversation about what they could become.

Traffic

A full traffic study should be undertaken to understand the final destination of vehicles when entering the city. This will allow the most appropriate traffic interventions to be made. With the huge increase in housing proposed, the already congested city will require an intelligent and adaptable traffic management system. Parking should be relocated outside of the ring road in anticipation of this.

Specific Points

Wincheap Gyrotory & Junction

The proposed Wincheap Gyrotory should be paused until a Masterplan can be developed and a bolder intervention can be made to turn Wincheap into a green high street / active travel corridor to cater for the demand from housing in the South West Canterbury Strategic Development Areas.

A full Wincheap Bypass through the Wincheap estate should be developed with the future ring road ambitions in mind.

The balance of the city will shift with these South West developments, making the Castle area and its Wincheap approach extremely important.

The same applies to the new Wincheap A2 junction. This should be paused and developed as part of a Masterplan for the area.

Land Disposal

The Council should not dispose of any further parcels of land until the citywide Masterplan is developed. This will ensure that any sites can achieve maximum value and deliver outcomes that benefit the wider Masterplan.

Intelligent Traffic Management

With the absence of bypasses, a city centre intelligent traffic system should be installed that **prioritises traffic leaving the city** to prevent it backing up onto the ring road and causing congestion. With the reduction in road space on the ring road, it will be even more important to explore bold and innovative connected AI traffic management systems.

Red Routes

As Canterbury is a compact city, Red Routes should be installed in traffic hot spots to prevent congestion building unnecessarily. It is particularly important to prioritise traffic leaving the city.

Parking

Removing all parking from the heritage core (within the city walls) should be a long term ambition. It is however extremely important to replace this parking with facilities just outside of the city walls to ensure the continuing vibrancy and prosperity of the city.

Encouraging use of buses, active travel and future transportation methods such as electric shuttle vehicles is important, but private electric vehicles will likely still be the dominant method of arrival in the city in the decades ahead - this needs to be protected, especially as vehicles become emission free.

Electric shuttle vehicles provide an alternative for those who wouldn't choose to use buses, encouraging wider adoption and change of habits.

Bus First Strategy

Bus first is a good policy, but it represents only a small section of the journeys predicted in the Plan, so it must come in addition to plans to improve traffic flow and replace parking in more sustainable locations.

Specific Points Continued

Dutch Roundabouts

Rather than signalised roundabouts, Dutch style roundabouts should be deployed on the ring road to priorities active travel (replacing the underpasses) whilst also allowing the free flow of traffic which will be essential in an expanding city.

Prioritisation of Brownfield

More brownfield sites should be prioritised and new sites within the city centre bought forward such as the St George's Village and Wincheap Village proposed in this Masterplan Vision. St George's Village (Broad Street, Lower Bridge Street and Upper Bridge Street) would not only add vibrancy and vitality to the city centre it would reduce housing pressure on some of the more sensitive sites such as the UKC land - simply by replacing dilapidated and underutilised buildings in a prime location.

Each new residential focused village outlined in this Vision is on one of the two Green Rings giving excellent connectivity and active travel options to residents.

Pedestrianisation of Roads

With new intelligent traffic systems, upgraded roads (e.g. Rough Common), new active travel and bus corridors around the city, and the removal of city centre car parks, some areas of the city could be pedestrianised as they will have less demand from traffic. For example closing St Peter's Place, Westgate Square, St Dunstons and Wincheap high street will facilitate proper active travel green rings around the city.

Canterbury Parkway

Reference to a parkway station should be added to the Local Plan in case it can be bought forward within the period of the plan (or to at least get it on the agenda).

Network Rail have published a [guide on new parkway stations](#). We have a very good working relationship with Network Rail since the CTOE Canterbury West discussions.

Further background on the parkway can be [seen here](#).

A widely supported parkway will not only intercept cars arriving from many directions, it will turn Canterbury into a hub of interconnectivity and suit its ambitions for growing as a destination.

It would act as a counterbalance for all the new homes proposed in the plan. As the number of local vehicles goes up due to the increase in housing, the number of vehicles entering the city from outside could reduce due to the new facilities.

Westgate Towers

The Westgate Towers should be fully pedestrianised (not a signalised scheme like before) apart from buses that could pass in a shared space beside the Tower. This will allow for the creation of a St Dunstan's Village and the repurposing of the North Lane car park to a market / event / green space - providing a green welcome experience for visitors from an expanding Canterbury West.

Adding Sites to the Local Plan

Castle Street multi-storey, Castle Row and all of the other city centre car parks should be added to the plan as potential sites. This will allow plans from the Masterplan to come forward as required and provide the flexibility needed as a citywide Masterplan evolves. For example an exciting regeneration of Castle Street multi-storey and Castle Row car park has been explored in the Canterbury's Tales of England Feasibility Study however the site isn't included in the Local Plan. This demonstrates that exciting plans will come forward over the next couple of years, so flexibility in the Plan is key.

Additional land around areas such as the proposed innovation district at Canterbury West should also be included to allow flexibility.

Prioritising Traffic Leaving the City

To prevent traffic building up on the ring road and causing congestion, measures should be taken to prioritise traffic leaving the city at every opportunity.

There are some areas where simple interventions could stop these bottlenecks. And even some road closures should be considered. For example closing St Lawrence Road (which is used as a cut through) would help traffic exiting the city from being held up at the cricket ground crossroads.

The Canterbury Gateways Vision on the following pages brings to life some of these concepts for the city.



CANTERBURY GATEWAYS VISION

A vision for a Canterbury Masterplan

The **Canterbury Gateways Vision** builds upon the **Canterbury's Tales of England** catalyst projects to imagine our future city and how it will need to adapt for future generations. It explores ideas of how it could cope with the extra demands of new housing identified in the draft Local Plan and an increasing popularity as Kent's premier visitor destination, keeping the city centre vibrant & viable.

The transformation of the heritage core and the brownfield sites within it are a once in a multi-generation opportunity which will need to be planned with the utmost care as part of a citywide Masterplan. The Vision splits the city into 3 distinct gateway zones.

Canterbury's Tales of England is an ambitious reinvention of Canterbury as a world-class heritage, cultural and commercial destination - giving the city's heritage core a setting worthy of its historical significance, rescuing heritage at risk, and fundamentally changing how the city celebrates this incredible resource - helping to broaden its appeal to visitors and respond to the national shift in the high street.

The Masterplan Vision seeks to act as a catalyst for the transformation of Canterbury through the delivery of seed projects that either celebrate past tales or shape future tales, designed to give the city enough critical mass to enable it to attract new visitors and private investment, whilst also making the city an even more beautiful and sustainable place to live, work, learn and visit - centred around the city's rich heritage.

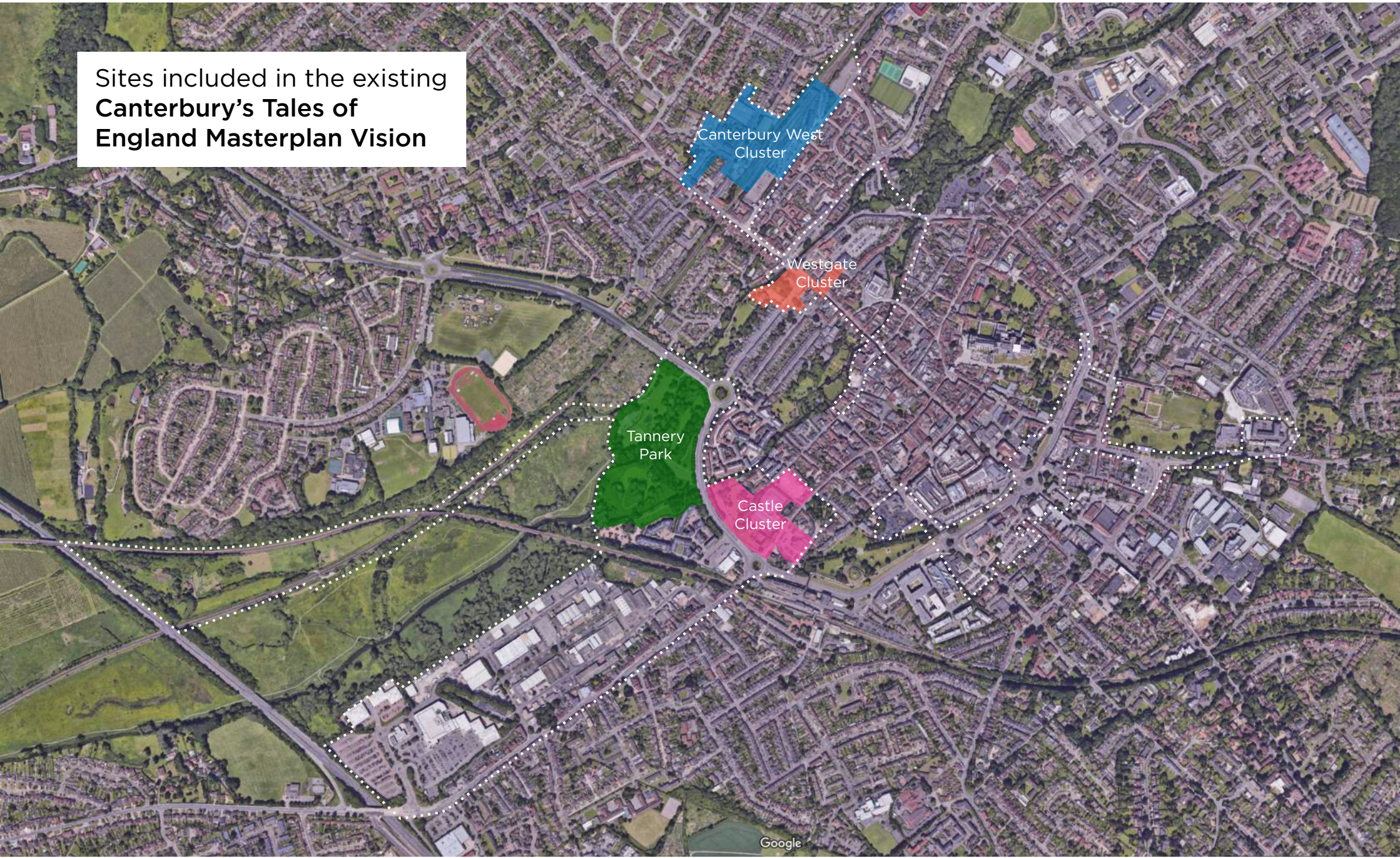
Sites included in the existing
**Canterbury's Tales of
England Masterplan Vision**

Canterbury West
Cluster

Westgate
Cluster

Tannery
Park

Castle
Cluster

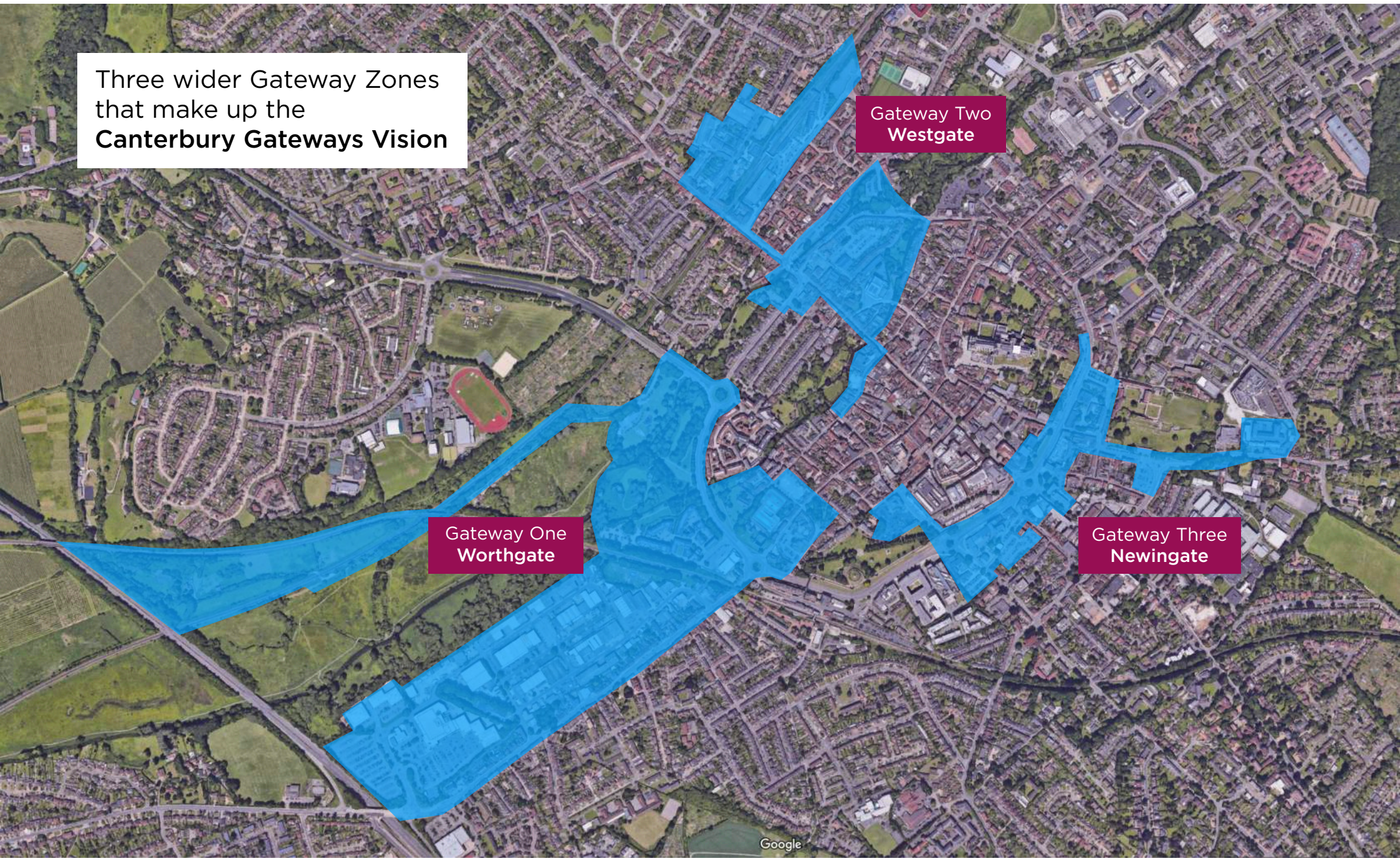


Three wider Gateway Zones that make up the **Canterbury Gateways Vision**

Gateway Two
Westgate

Gateway One
Worthgate

Gateway Three
Newingate



Canterbury Gateways Vision - Sites

G1 - Worthgate

Wincheap Village

A new high density brownfield residential neighbourhood of high architectural quality, linked by a green corridor (following the line of the former Elham Valley Railway) to a new Parkway Station. With a new Wincheap Bypass, allowing Wincheap High Street to become a thriving new car free active travel corridor to connect the new **South West Canterbury Strategic Development Areas** with the Heritage Core.

Canterbury Parkway

A new Parkway Station linking Canterbury's two railway lines to allow interconnectivity. With a new high capacity multi-storey car park intercepting vehicles from London, Dover & Ashford. With new active travel corridors & shuttle services linking the new station to the Heritage Core using Whitehall Road, St Peter's Place and the new Green Ring (ring road).

Tannery Park (Part of CTOE)

A new activity park and biodiversity zone complimenting the Westgate Gardens and Hambrook Marshes, acting as a beacon for outdoor recreation and learning, with a skate park and youth pavilion close to new housing.

Canterbury Castle (Part of CTOE Feasibility Study)

A major new brownfield regeneration project within the city walls acting as a gateway to the Heritage Core. Replacing the multi-storey car park and surface parking with a mixed use flagship scheme improving the setting of Canterbury Castle Keep. Including a new visitor centre, public square (representing the footprint of the former Bailey), high quality hotel & conference facilities, a Kent brewing experience, and a flagship immersive exhibition venue - the Storybox.

G2 - Westgate

Westgate Village

Creating a green and pleasant urban village vibe in the area around Canterbury's iconic Westgate Towers. With pedestrianisation of Westgate Square, St Peter's Place, part of St Dunstan's Street and North Lane, creating a new green active travel corridor and dedicated bus lane, linking new housing to the Heritage Core.

New high quality housing on Pound Lane car park to add to the vibrancy of the city centre and a new multipurpose green market/event space on North Lane car park.

A new Canterbury's Tales of England Experience to celebrate Canterbury's stories at the Guildhall, and a new Visitor Information Centre in the car park of Tower House.

Canterbury West Innovation District (Part of CTOE Feasibility Study)

A major new Innovation District centered around Canterbury's high-speed railway, celebrating the areas railway heritage and providing first class creative, office and studio space. With an new flagship Agora with a capacity large enough to house Council meetings to allow the relocation of the Guildhall.

And a new visitor destination The Goods Yard to compliment and expand upon the offer of the Goods Shed, incorporating the redundant Signal Box as a heritage feature.

G3 - Newingate

St George's Village

A vibrant new brownfield residential led neighbourhood that enhances the setting and experience of the World Heritage Sites.

Replacing the dilapidated buildings along the ring road with high quality, high density residential buildings with commercial space on the ground floor, in a highly connected location.

The relocation of the Magistrates Court, Fire Station and Police Station to the new Wincheap Village (into new energy efficient, fit for purpose spaces) will allow these sites to be regenerated.

The Green Rings

Two interconnecting Green Rings, connecting the city and surrounding areas. Transforming the ring road into a green ring around the city, with Dutch style roundabouts (replacing underpasses and without signalling), dedicated bus and active travel corridors with cycle lanes and a new City Wall Moat walk around the city walls.

Canterbury Prison

Transformation of Canterbury's former prison into a vibrant student or hotel led development, further enhancing the setting of the World Heritage Sites and adding vibrancy to the area.

Maps and sketches on the following pages bring some of these concepts to life. Please visit [this link](#) to see the full version.

Project sites within the Gateway Zones of the Canterbury Gateways Vision



Innovation District

Gateway Two Westgate

Westgate Village

City Wall Green Ring

Tannery Park

Canterbury Castle

St George's Village

Prison

Gateway One Worthgate

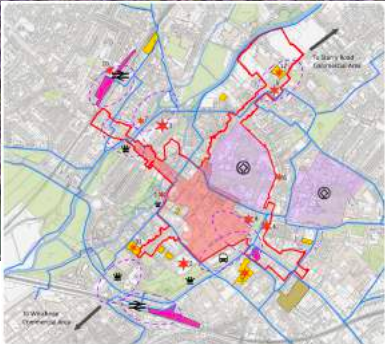
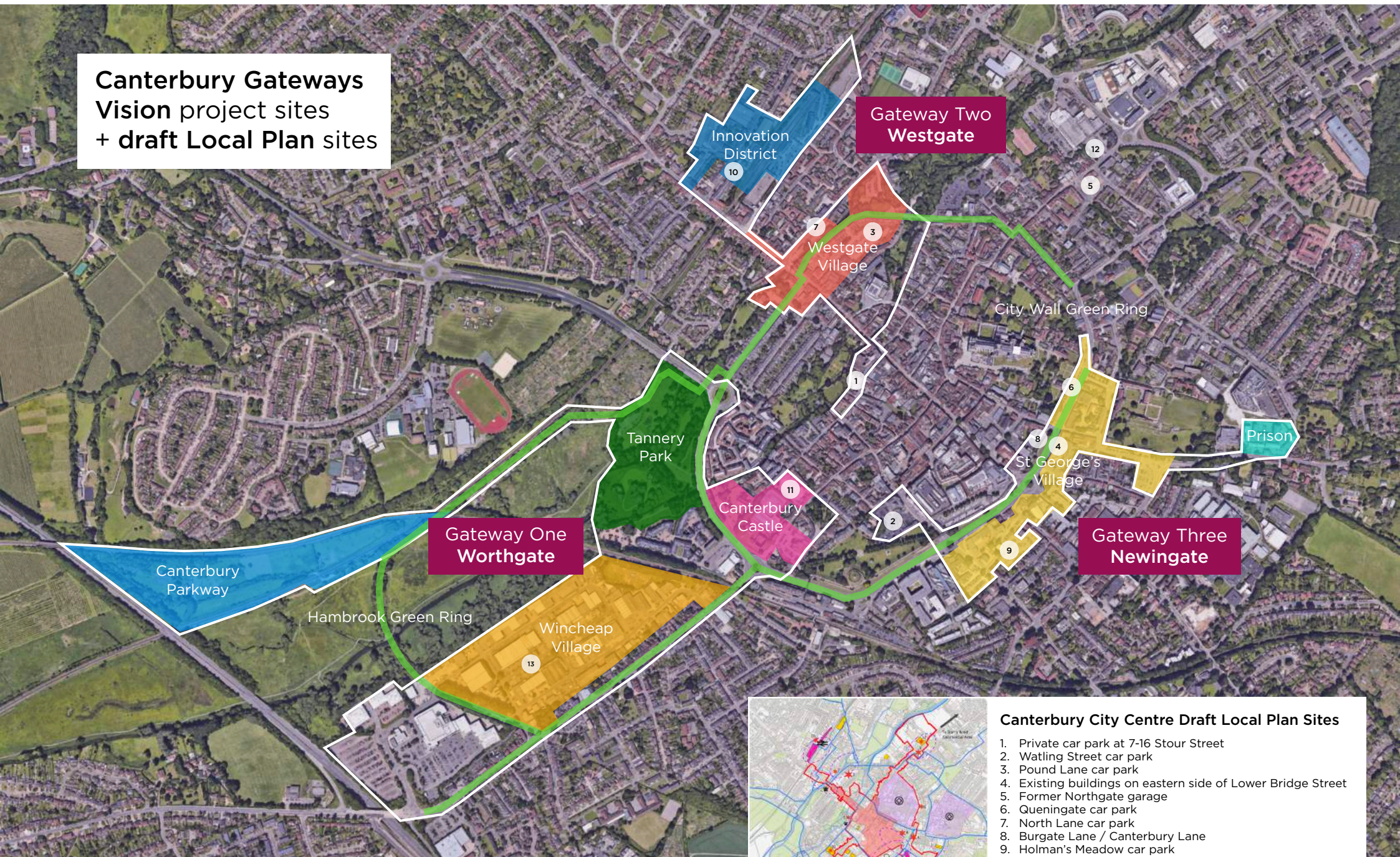
Canterbury Parkway

Hambrook Green Ring

Wincheap Village

Gateway Three Newingate

**Canterbury Gateways
Vision project sites
+ draft Local Plan sites**



Canterbury City Centre Draft Local Plan Sites

1. Private car park at 7-16 Stour Street
2. Watling Street car park
3. Pound Lane car park
4. Existing buildings on eastern side of Lower Bridge Street
5. Former Northgate garage
6. Queningate car park
7. North Lane car park
8. Burgate Lane / Canterbury Lane
9. Holman's Meadow car park
10. Land adjacent to Canterbury West station
11. Rosemary Lane car park
12. Northgate car park
13. Wincheap

GATEWAY ONE



Worthgate

WINCHEAP & CANTERBURY
CASTLE REGENERATION

*A major mixed-use regeneration scheme on the
city's largest brownfield sites*

Worthgate Sites

Gateway Two
Westgate

City Wall Green Ring

Tannery Park

Canterbury Castle

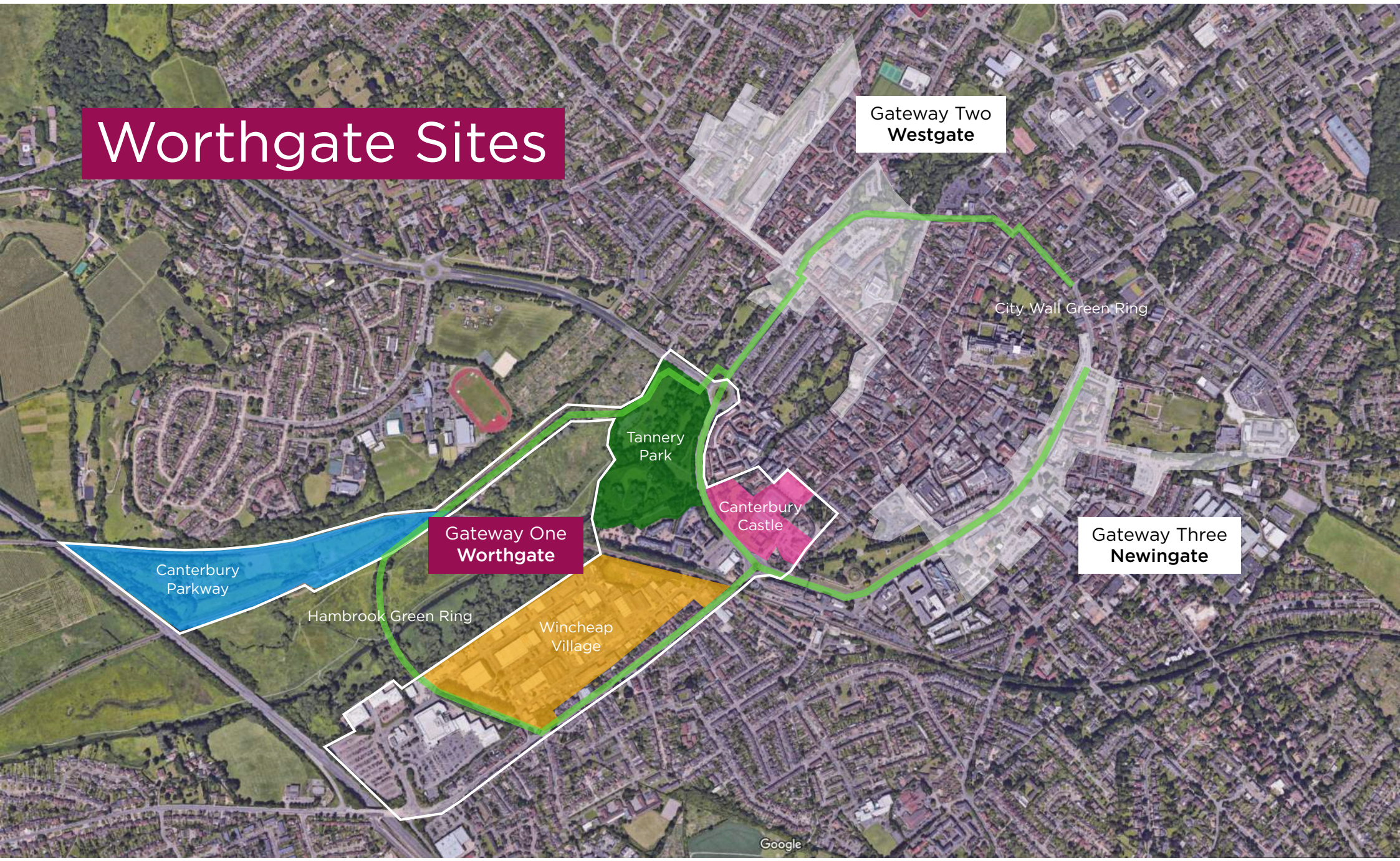
Gateway One
Worthgate

Gateway Three
Newingate

Canterbury Parkway

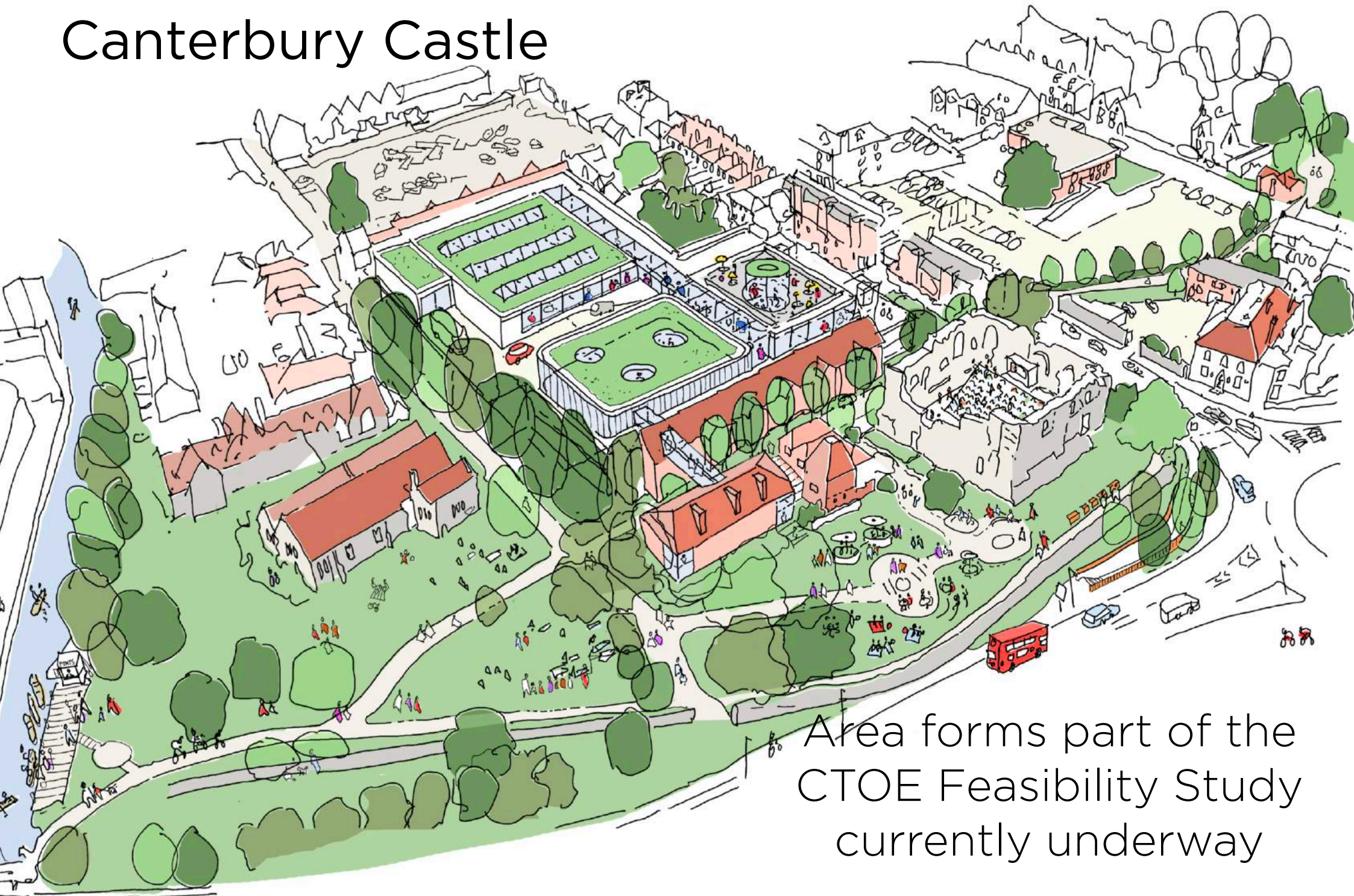
Hambrook Green Ring

Wincheap Village



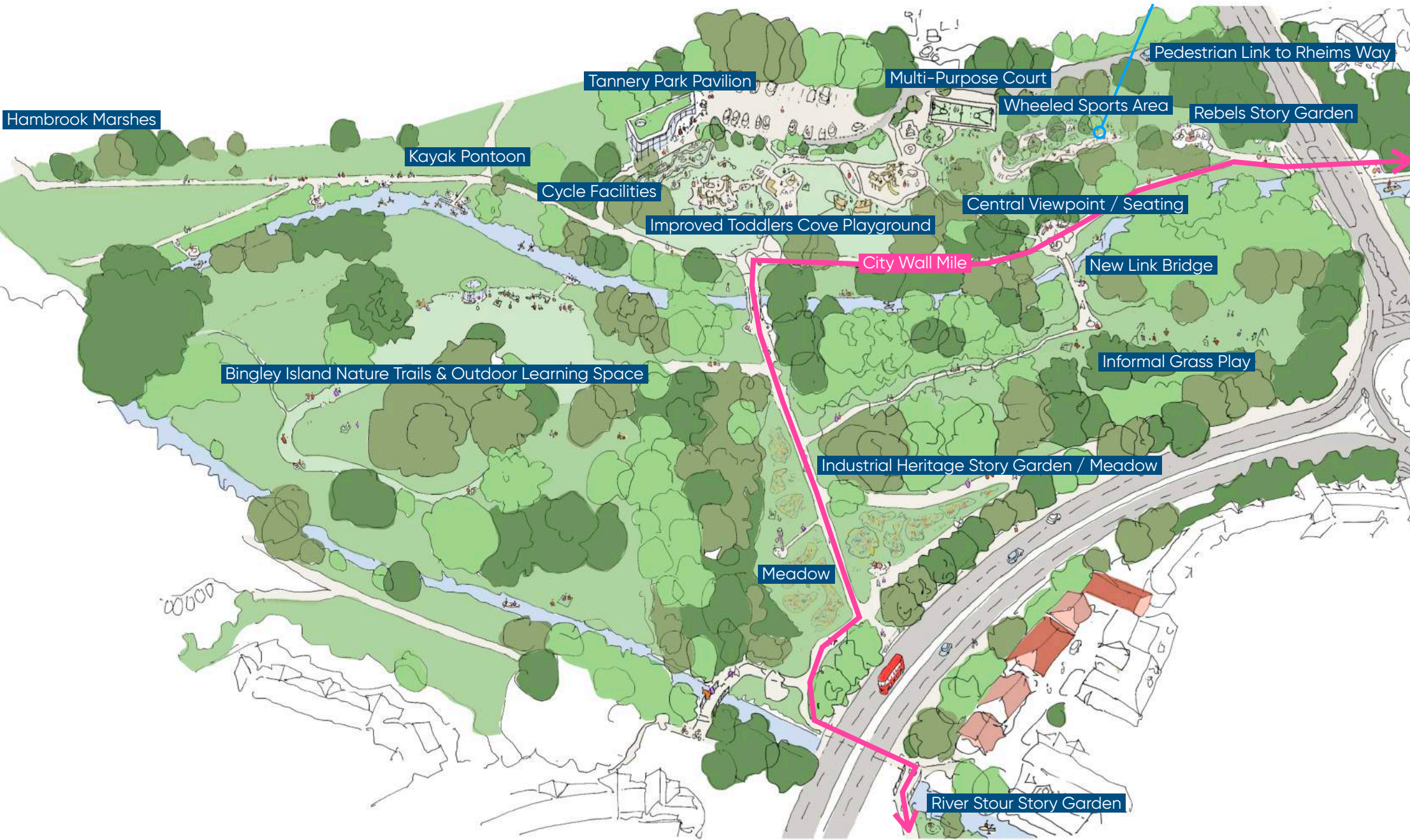
Please see high resolution
PDF for new Wincheap
Village & Parkway
visualisation

Canterbury Castle



Area forms part of the CTOE Feasibility Study currently underway

Tannery Recreation Park



GATEWAY TWO



Westgate

CANTERBURY WEST & WESTGATE
AREA REGENERATION

*An innovation & culture led regeneration scheme
centered around Canterbury's high-speed rail*

Westgate Sites



Innovation District

Gateway Two Westgate

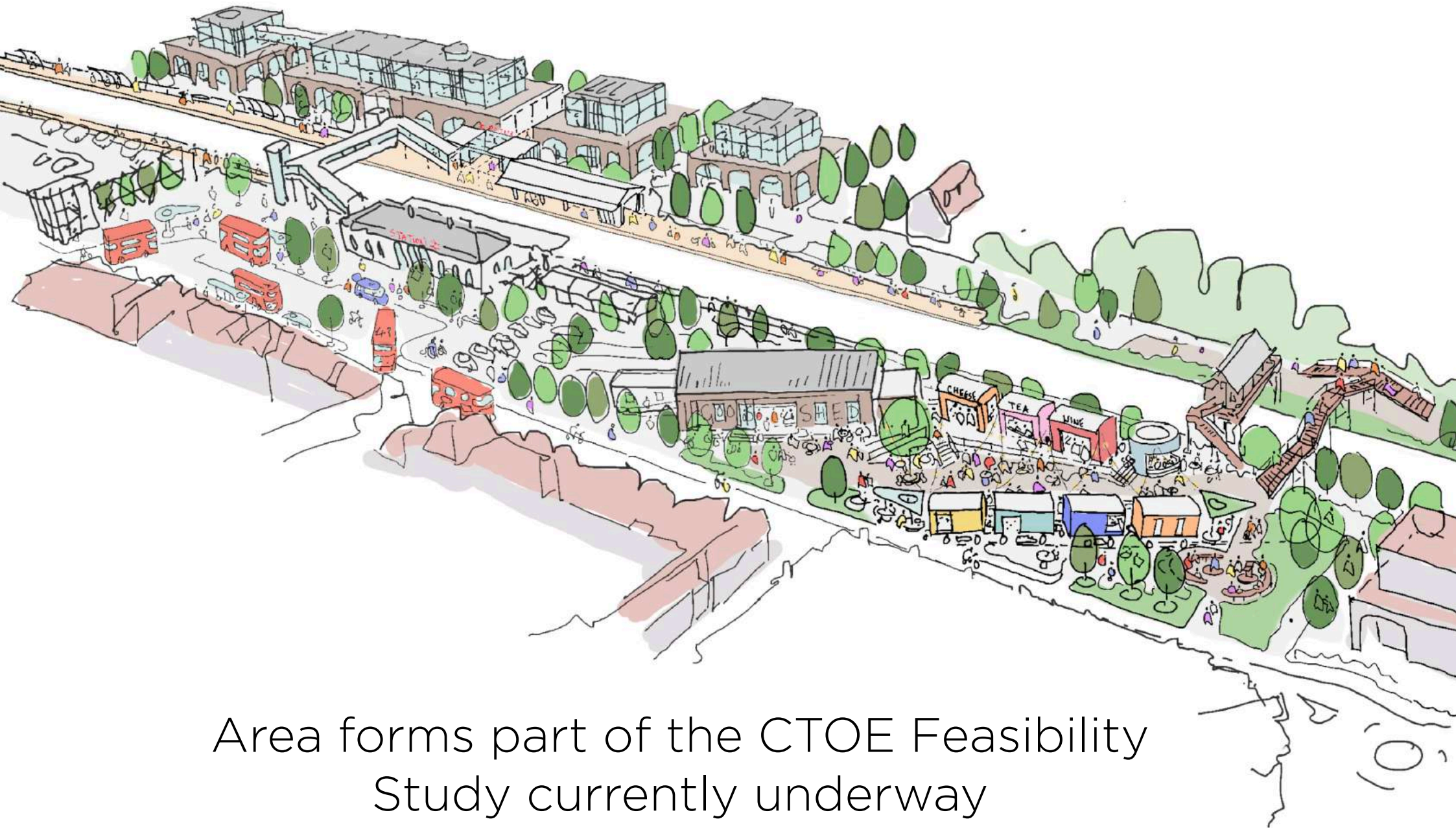
Westgate Village

Gateway One Worthgate

Gateway Three Newingate

Please see high resolution
PDF for new Westgate
Village visualisation

Canterbury West Innovation District



Area forms part of the CTOE Feasibility Study currently underway

GATEWAY THREE

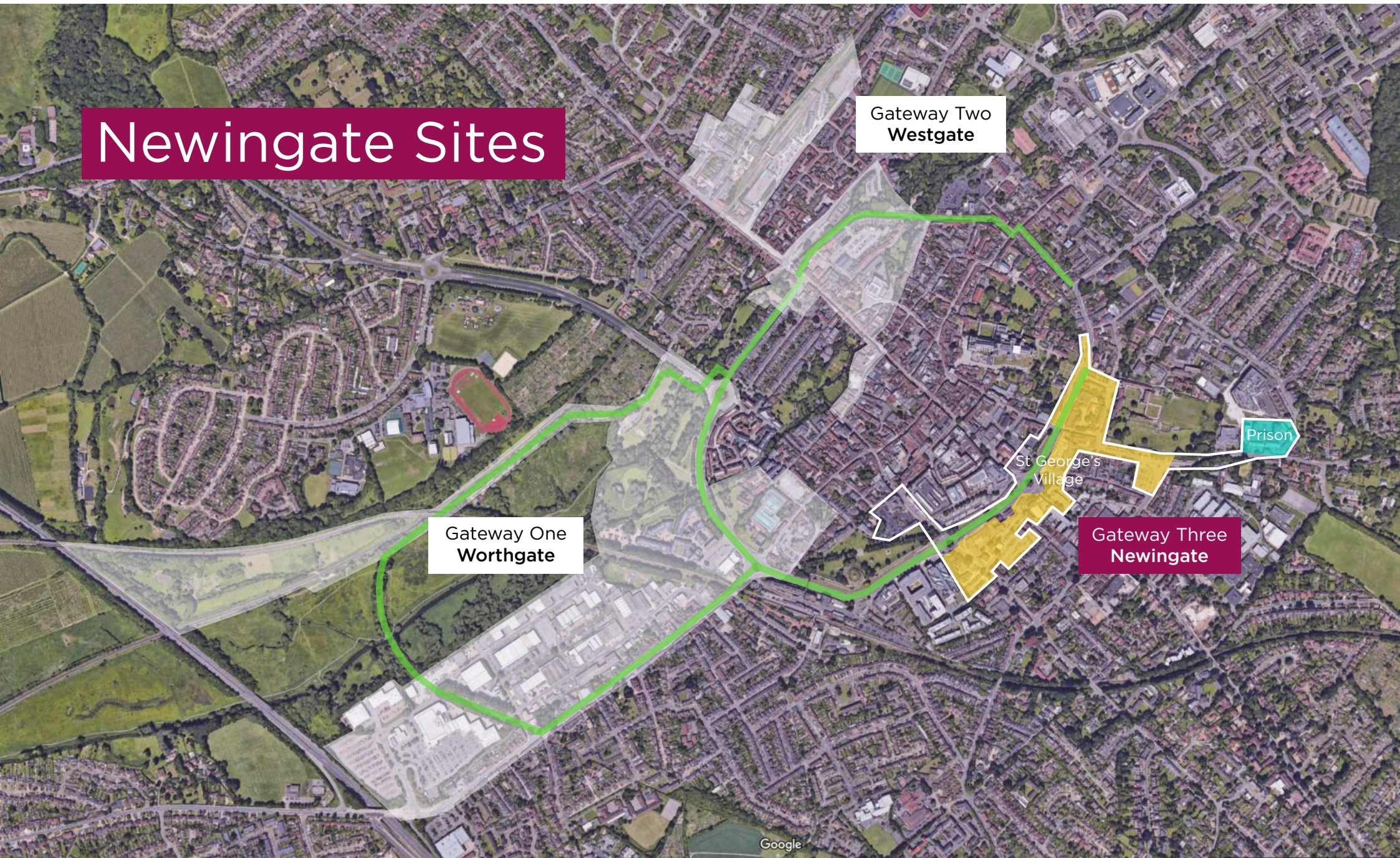


Newingate

ST GEORGE'S, BROAD ST & UPPER
BRIDGE ST REGENERATION

*A residential led regeneration scheme, enhancing
the setting of the World Heritage Site*

Newingate Sites



Gateway Two
Westgate

Gateway One
Worthgate

Gateway Three
Newingate

Prison

St George's
Village

Please see high resolution
PDF for new St George's
Village & Green Ring
visualisation

GREEN RINGS & TRAFFIC FLOW

The two **Green Rings** linked in the centre by a green corridor



**Gateway Two
Westgate**

Riverside

Westgate
Gardens

City Wall Green Ring

Tannery
Park

City Wall Moat

Hambrook
Marshes

**Gateway One
Worthgate**

Castle
Gardens

**Gateway Three
Newingate**

Dane John
Park

Hambrook Green Ring

Google

Two areas **closed to through traffic** for new Active Travel corridors forming parts of the Green Rings

Gateway Two
Westgate

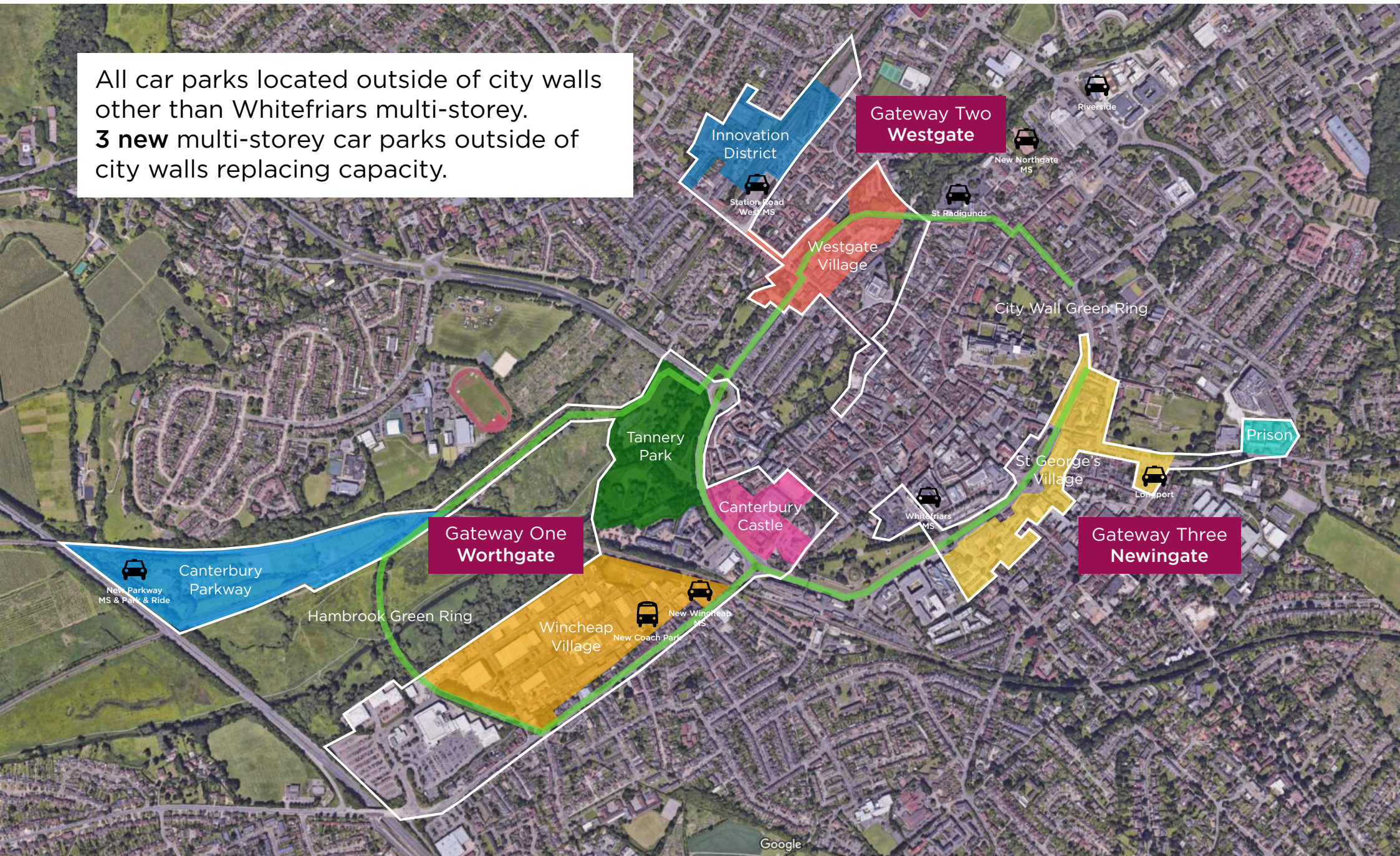
St Peter's Place
& Westgate Square

Gateway One
Worthgate

Gateway Three
Newingate

Wincheap High Street

All car parks located outside of city walls other than Whitefriars multi-storey.
3 new multi-storey car parks outside of city walls replacing capacity.



Innovation District

Gateway Two Westgate

Westgate Village

Tannery Park

Canterbury Castle

Gateway One Worthgate

Canterbury Parkway

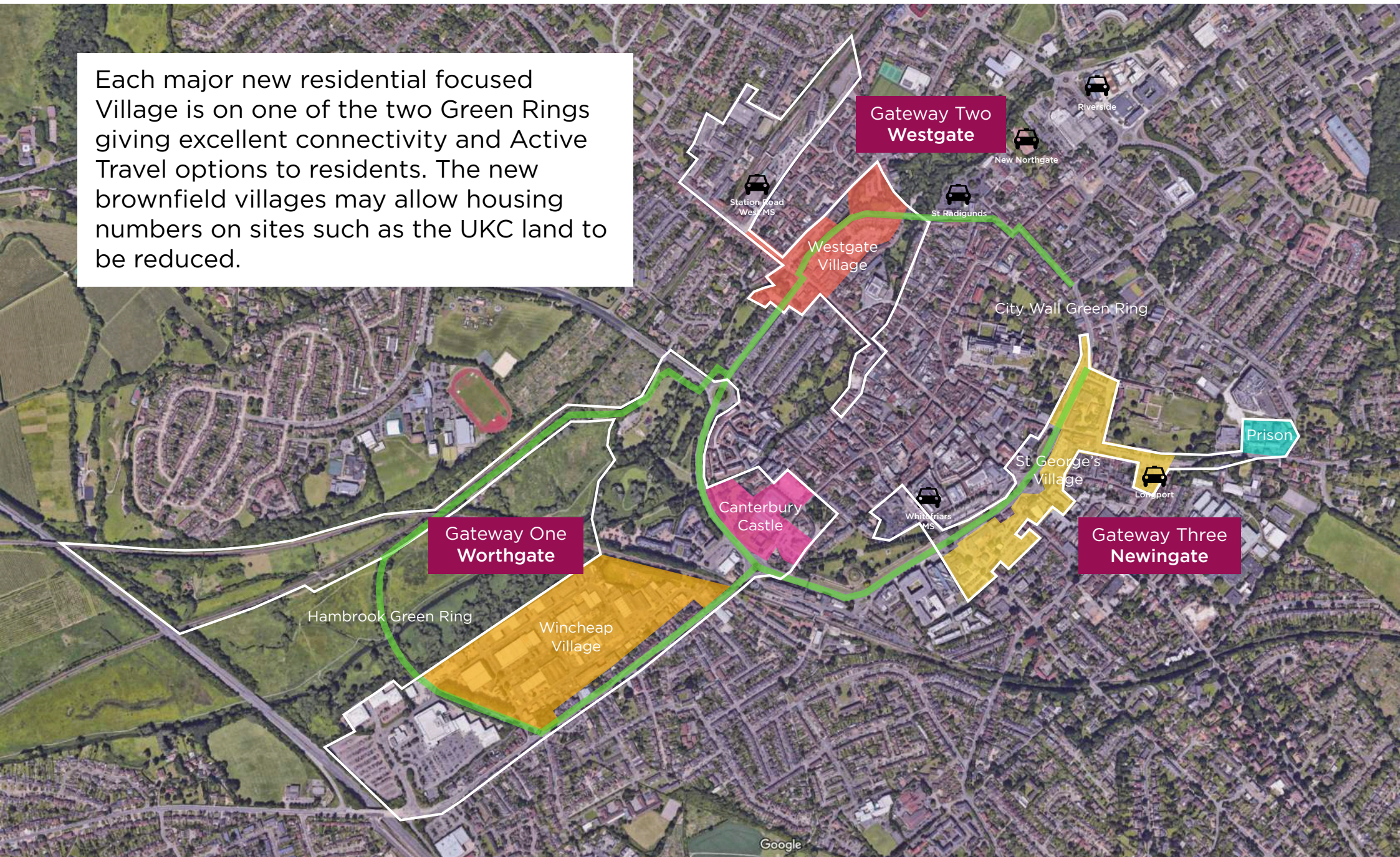
Wincheap Village

St George's Village

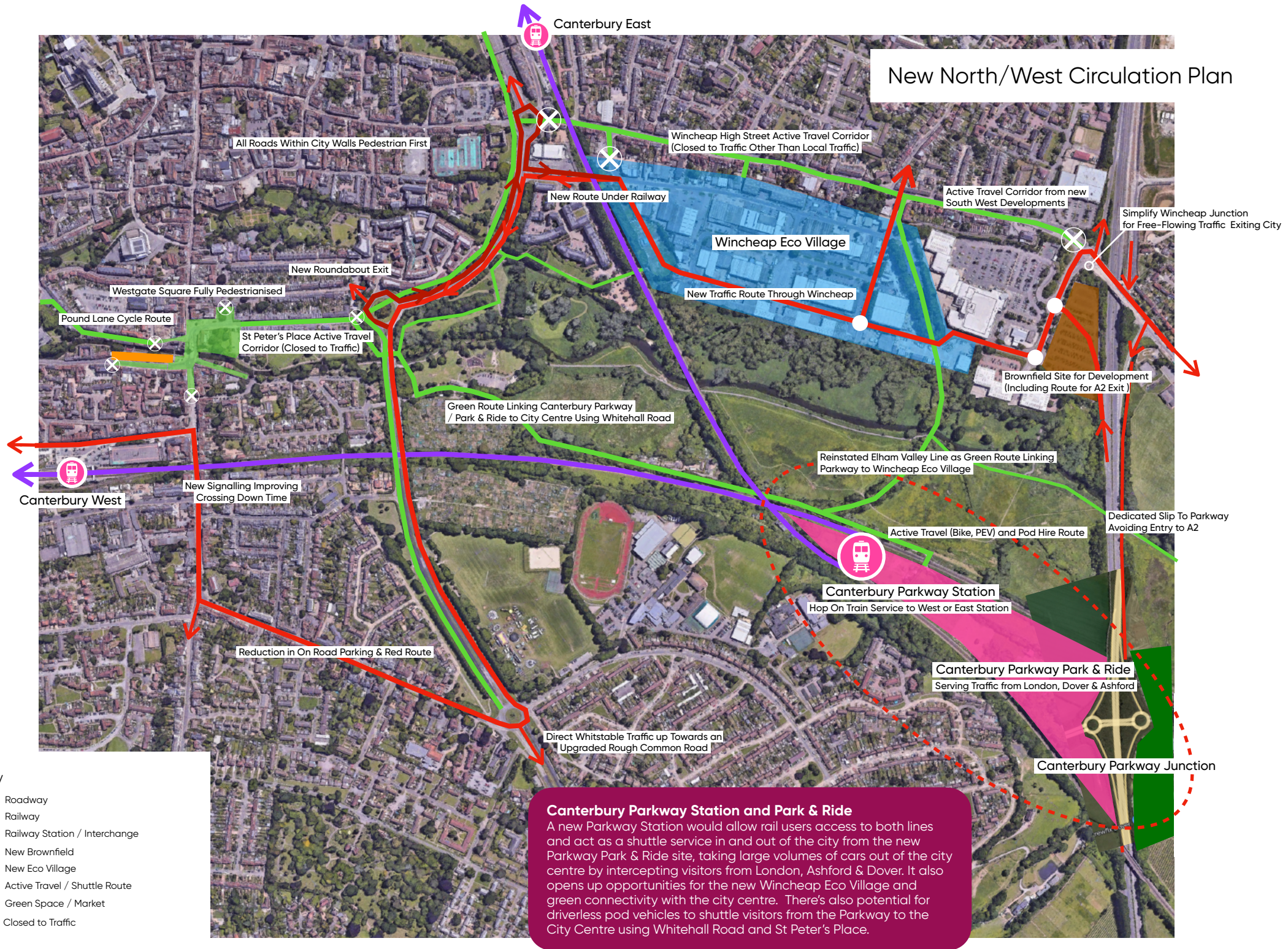
Gateway Three Newingate

Prison

Each major new residential focused Village is on one of the two Green Rings giving excellent connectivity and Active Travel options to residents. The new brownfield villages may allow housing numbers on sites such as the UKC land to be reduced.

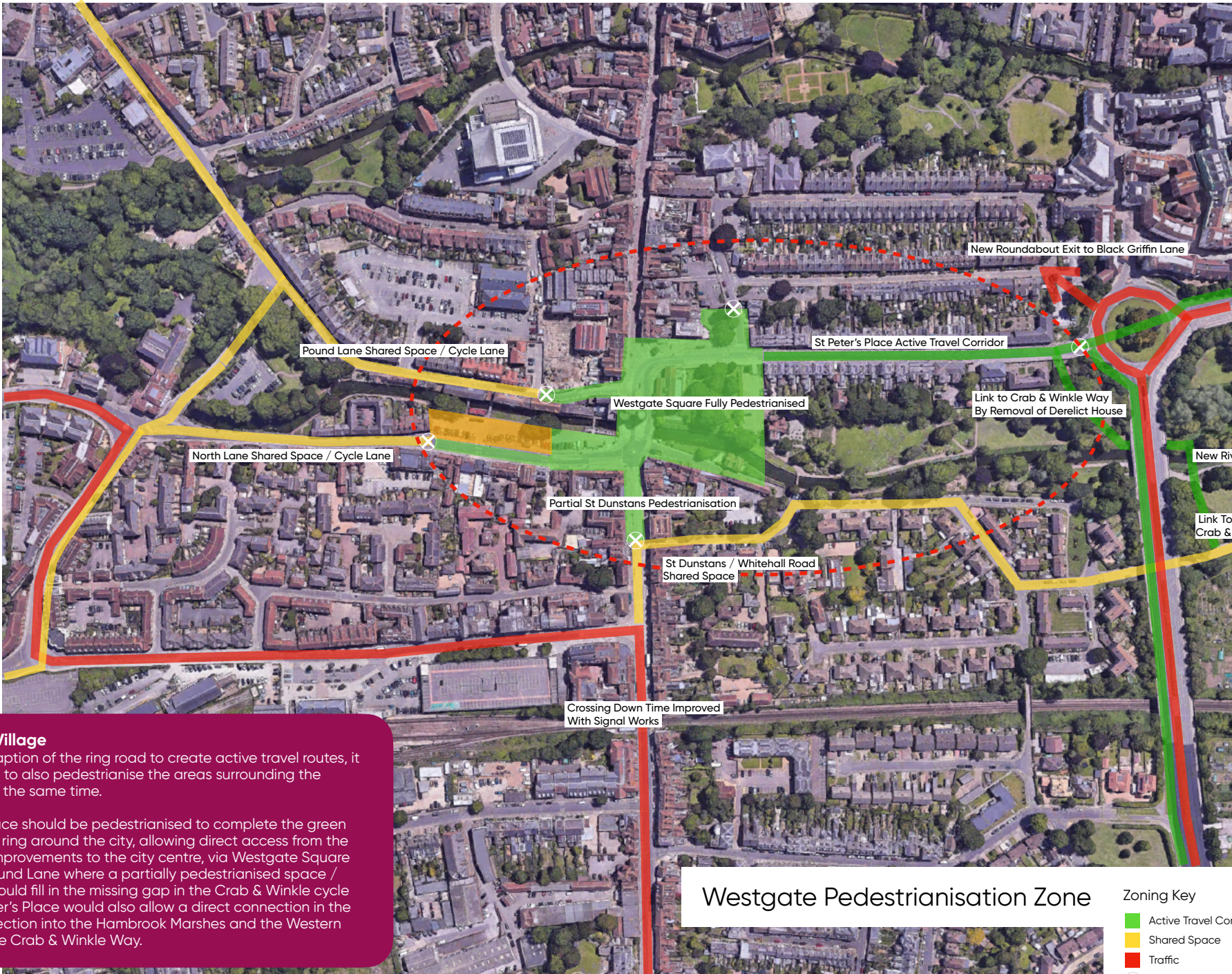


New North/West Circulation Plan



- Key**
- █ Roadway
 - █ Railway
 - █ Railway Station / Interchange
 - █ New Brownfield
 - █ New Eco Village
 - █ Active Travel / Shuttle Route
 - █ Green Space / Market
 - ⊗ Closed to Traffic

Canterbury Parkway Station and Park & Ride
 A new Parkway Station would allow rail users access to both lines and act as a shuttle service in and out of the city from the new Parkway Park & Ride site, taking large volumes of cars out of the city centre by intercepting visitors from London, Ashford & Dover. It also opens up opportunities for the new Wincheap Eco Village and green connectivity with the city centre. There's also potential for driverless pod vehicles to shuttle visitors from the Parkway to the City Centre using Whitehall Road and St Peter's Place.

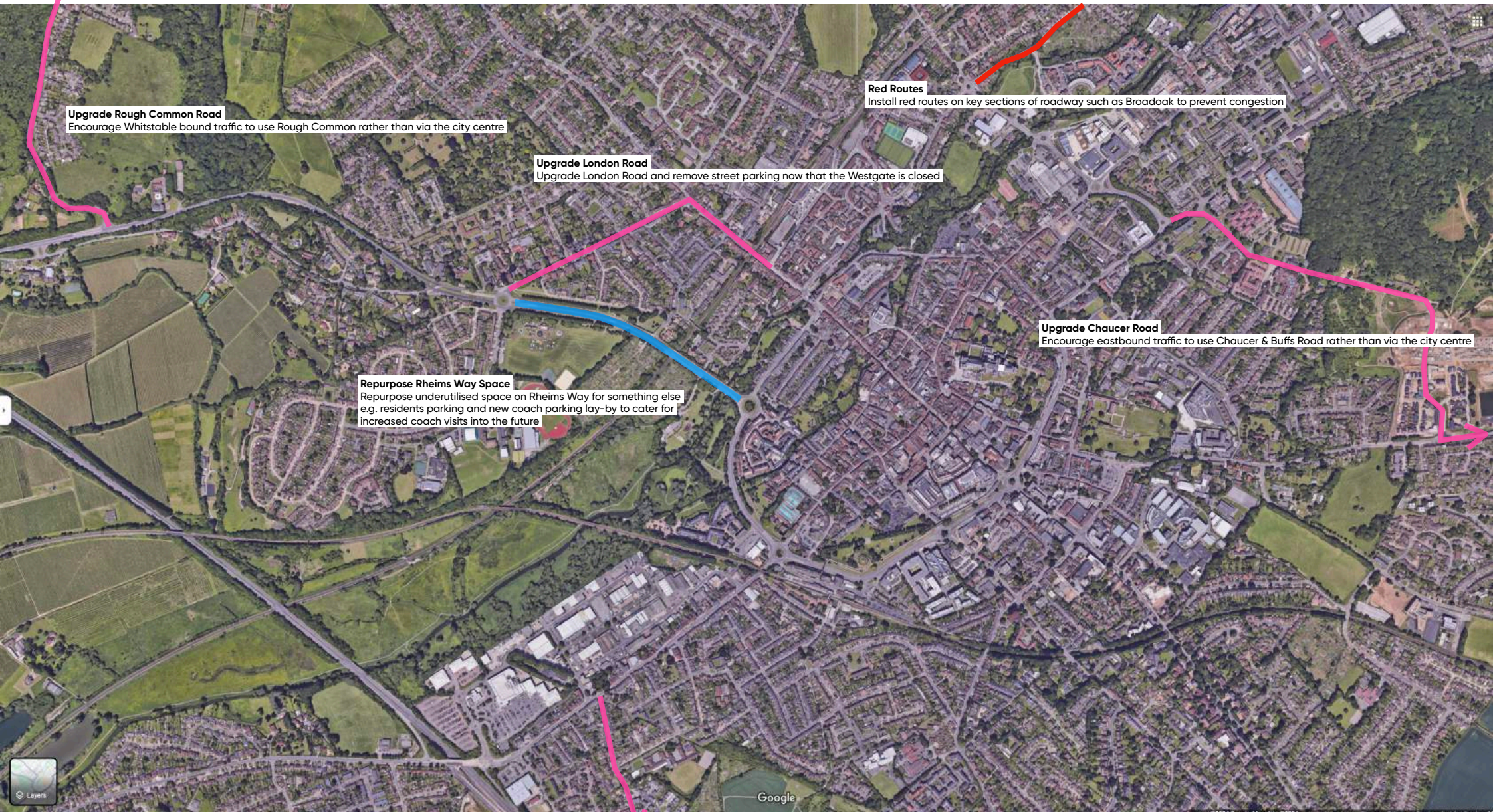


Westgate Village

With the adaption of the ring road to create active travel routes, it makes sense to also pedestrianise the areas surrounding the Westgate at the same time.

St Peter's Place should be pedestrianised to complete the green active travel ring around the city, allowing direct access from the Ring Road improvements to the city centre, via Westgate Square and onto Pound Lane where a partially pedestrianised space / cycle lane would fill in the missing gap in the Crab & Winkle cycle route. St Peter's Place would also allow a direct connection in the opposite direction into the Hambrook Marshes and the Western section of the Crab & Winkle Way.

Other Traffic Measures



Upgrade Rough Common Road
Encourage Whitstable bound traffic to use Rough Common rather than via the city centre

Upgrade London Road
Upgrade London Road and remove street parking now that the Westgate is closed

Red Routes
Install red routes on key sections of roadway such as Broad Oak to prevent congestion

Repurpose Rheim's Way Space
Repurpose underutilised space on Rheim's Way for something else e.g. residents parking and new coach parking lay-by to cater for increased coach visits into the future

Upgrade Chaucer Road
Encourage eastbound traffic to use Chaucer & Buffs Road rather than via the city centre

Dutch Roundabout Example



- No signalling (to allow free flowing traffic)
- Whilst also prioritising pedestrians and cyclists
- Opportunity to green the ring road by creating a Green Ring around the City Wall Moat and re-landscaping dilapidated roundabouts with a Canterbury Tales theme on each one

Driverless Electric Vehicle Example



- An on-demand service ferrying passengers from the new high capacity Parkway multi-storey car park in electric pods via Whitehall Road, St Peter's Place and new Green Ring around the city.
- An alternative to buses so they can focus on rural and high capacity routes and to encourage further adoption.

