

WHY PREPARE A MASTERPLAN?

- To agree a shared spatial vision for Sevenoaks Town Centre
- To help to guide future decision-making and investment in the town centre
- To identify where change could take place, including opportunities for new development and improvements in the environment for walking and cycling
- To build on the objectives and policies set out in the latest Neighbourhood Plan
- To provide an opportunity to share ideas and thoughts about the future of the centre and how to address some of the 21st century challenges

TIMELINE



TOWN CENTRE MASTERPLAN STUDY AREA



TEN PRINCIPLES TO GUIDE THE PLAN

1



TRANSFORM THE SENSE OF ARRIVAL

- Improve the arrival experience for all visitors
- Enhance points of arrival into the town, notably at Sevenoaks Station and on the main approaches into the town centre
- Explore opportunity for development on sites that impact the arrival experience
- Improve the appearance and experience of using car parks including more trees and better pedestrian routes
- Improve wayfinding to enhance arrival experience

2



RESPECT AND CELEBRATE SEVENOAKS' UNIQUE HERITAGE

- Recognise Sevenoaks' role as a historic market town
- Enhance the setting of historic assets and raise awareness of the town's history through events
- Ensure that new development responds to local character and scale and massing
- Protect important views

3



BE ENVIRONMENTALLY RESPONSIBLE

- Encourage active travel modes, including cycling, e-bikes and scooters
- Enhance biodiversity
- Introduce SuDs / rain gardens where appropriate
- Energy efficient buildings and homes
- Introduce more electric charge points

4



ENHANCE THE TOWN CENTRE OFFER

- Focus on the visitor experience (indoor and outdoor)
- Evening economy, higher end restaurants, enhanced leisure offer and specialist markets
- A variety of workspaces including co-working and studios
- Encourage longer stays in the town centre

5



STRENGTHEN THE CULTURAL OFFER

- Link cultural assets (e.g. The Stag, Knole, Kaleidoscope) and diversify the cultural offer (galleries, public art, lighting)
- Provide spaces for outdoor performance and events
- Provide hotel accommodation
- Provide affordable studios and start up spaces
- The creation of a cultural quarter

6



ENCOURAGE ACTIVE MODES OF TRANSPORT AND REDUCE VEHICULAR TRAFFIC

- Provide safe and convenient walking and cycle routes, and bus services to the centre and between destinations
- Provide secure cycle parking and introduce e-bike hire
- Provide car parking whilst minimising impact on the local environment
- Reduce vehicular movement through the centre and control servicing hours

7



CREATE A PEOPLE-FOCUSED PUBLIC REALM

- Reduce impact of vehicular traffic
- Introduce a 20mph speed limit
- Provide wider footways and pedestrian crossings where people want to cross
- Create more places to sit, relax and meet friends
- Create settings that are flexible to accommodate events and activities

8



GREEN THE TOWN CENTRE

- Introduce more green infrastructure, (trees, planted areas, green roofs) and consider long term maintenance
- Improve access to existing green spaces including Knole Park and The Vine
- Protect and retain existing trees and create naturally shaded areas

9



PROVIDE A RANGE OF NEW HOMES

- To meet local housing needs
- Provide a mix of housing types to cater for different demographics (older people and starter homes)
- Consider housing type in relation to location
- Provide affordable accommodation

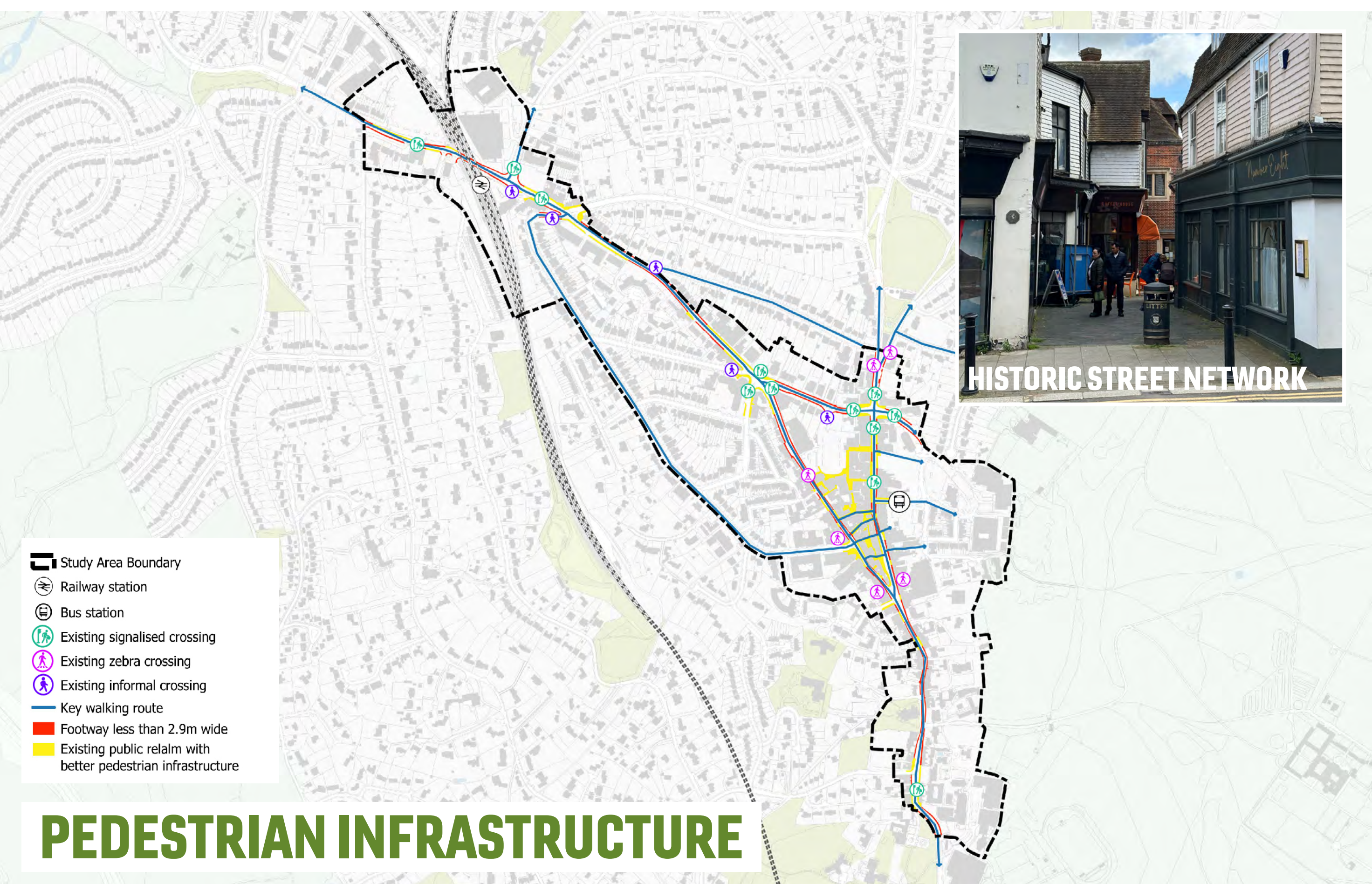
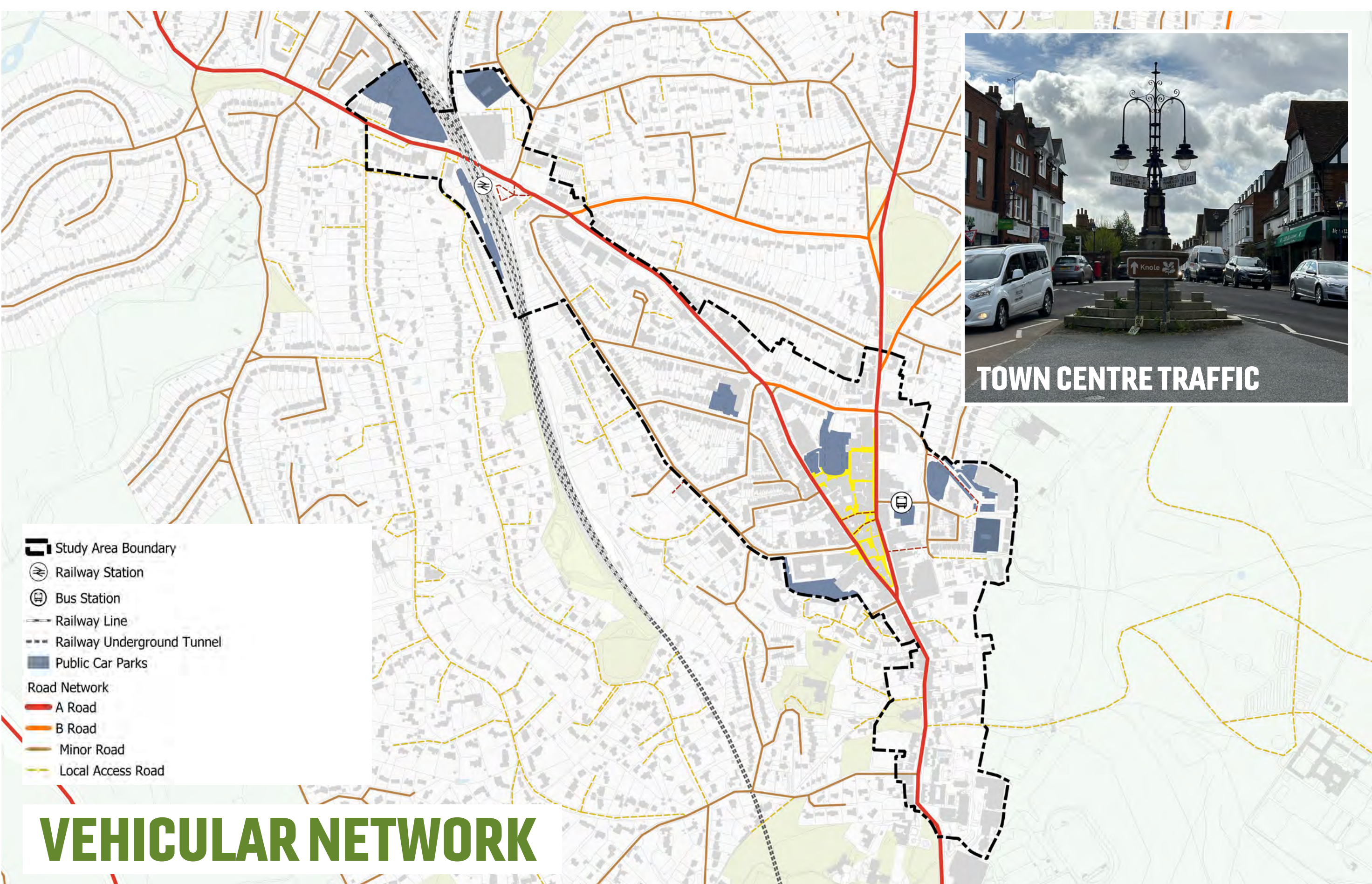
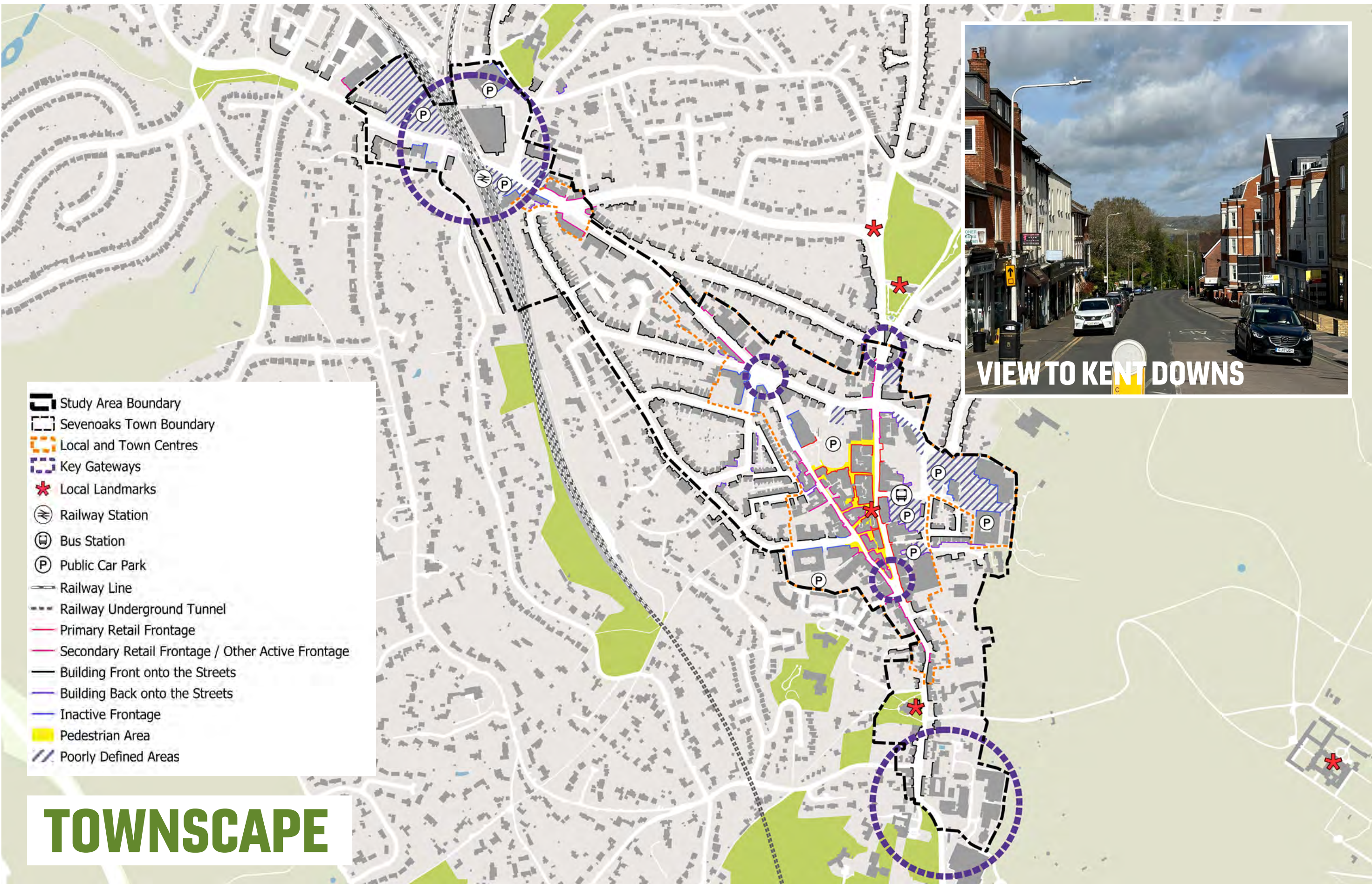
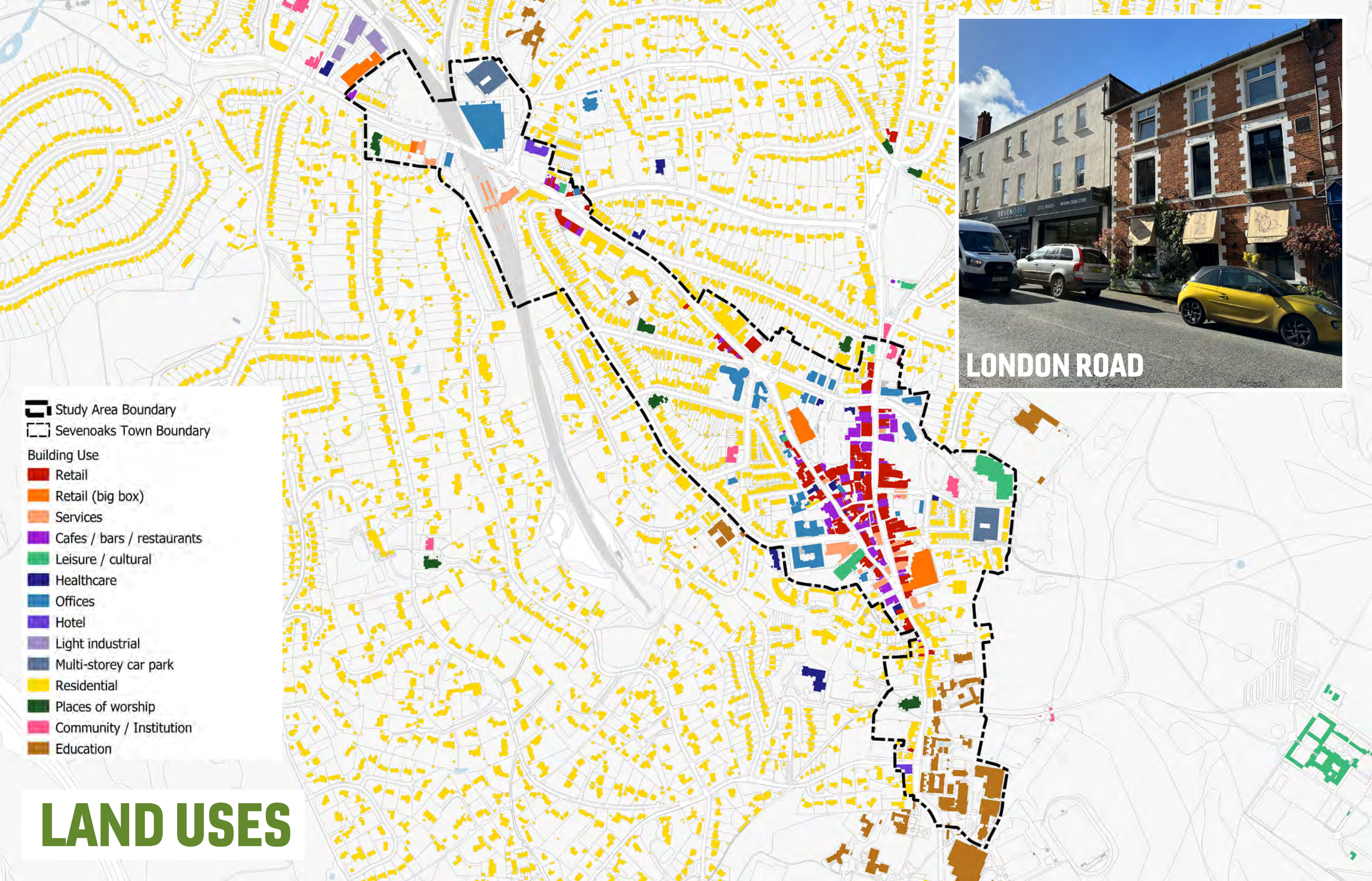
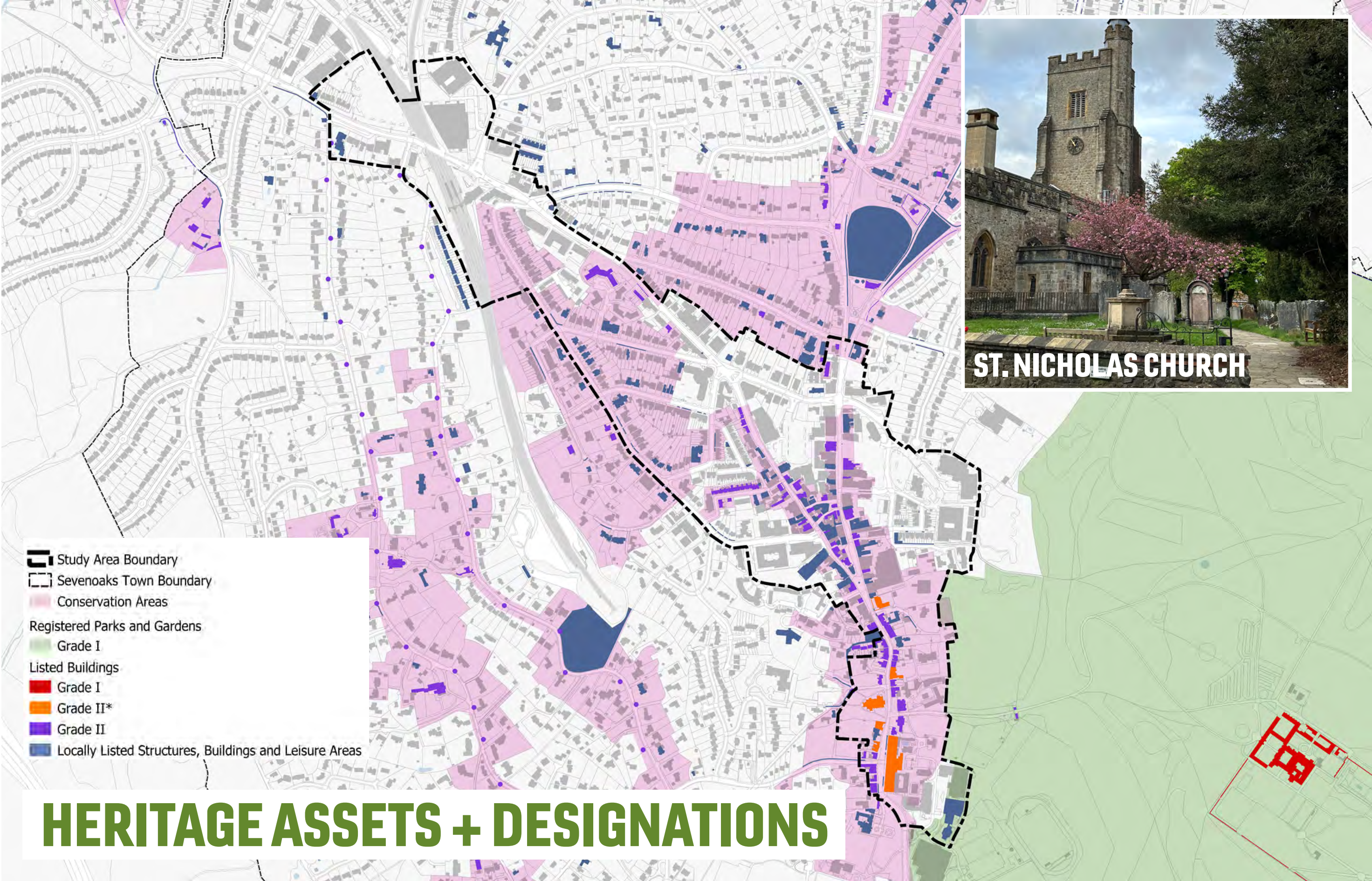
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DELIVER SMALL INTERVENTIONS, EVENTS AND EARLY WINS

- Identify a programme of small interventions that are quick and easy to implement e.g. temporary uses, public realm or shop-front improvements
- Celebrate community initiatives and activities that bring greater pride and ownership in the town
- Improve signage, wayfinding and interpretation

TOWN CENTRE CONTEXT ANALYSIS



RESPONDING TO THE CONTEXT

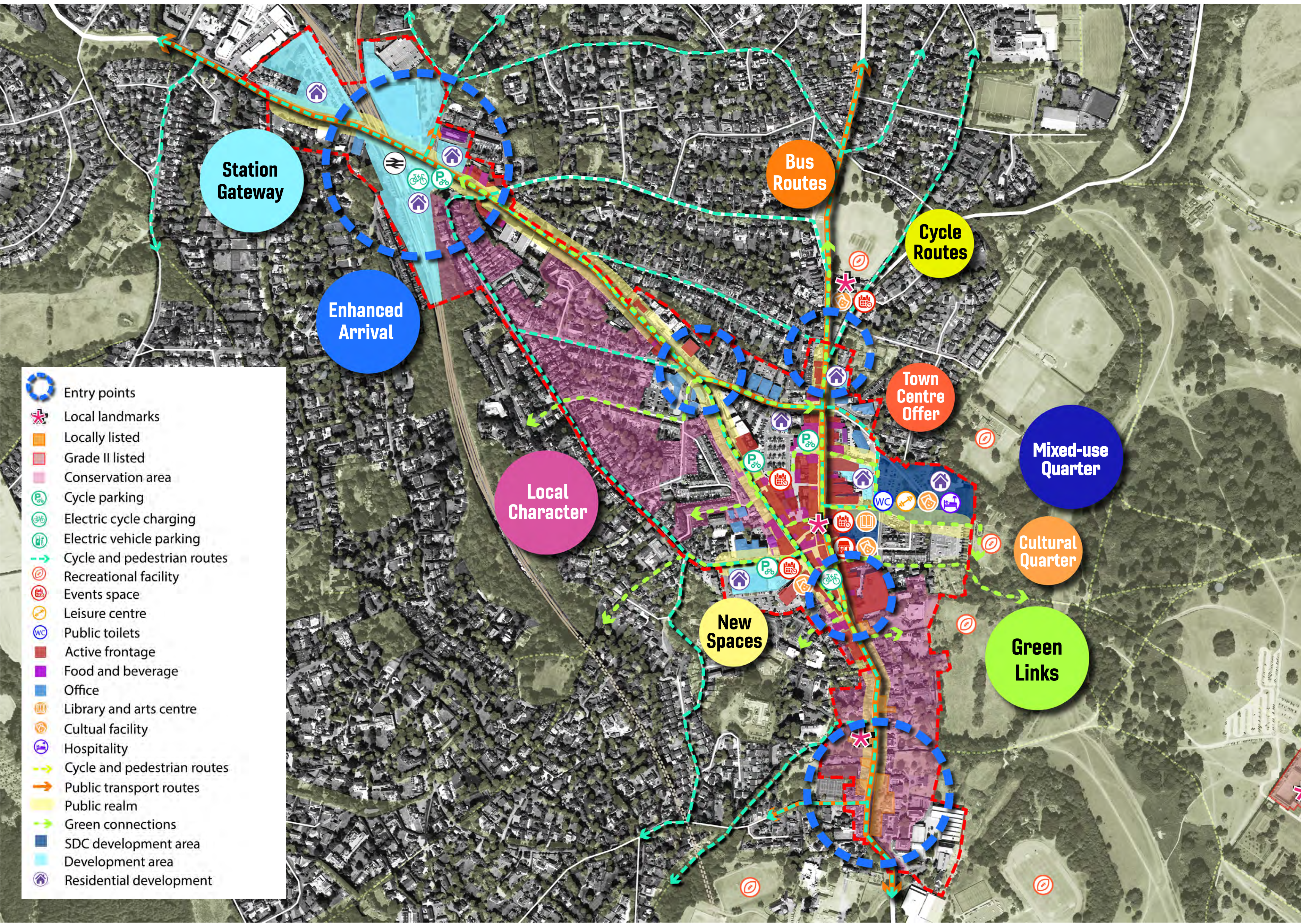
- A comprehensive site analysis has been carried out to assess strengths, weaknesses, and opportunities, including transport links and natural assets
- Stakeholder workshops have been held through the design process to engage local residents and gather community insights
- The findings from the site analysis and public feedback have been integrated into the draft masterplan
- A spatial vision and masterplan that helps to celebrate and reinforce the identity and sense of place and connections to the two centres has been prepared



HAVE YOUR SAY USING THE ONLINE QUESTIONNAIRE, ACCESS IT WITH THIS QR CODE!

SEVENOAKS TOWN CENTRE SPATIAL VISION

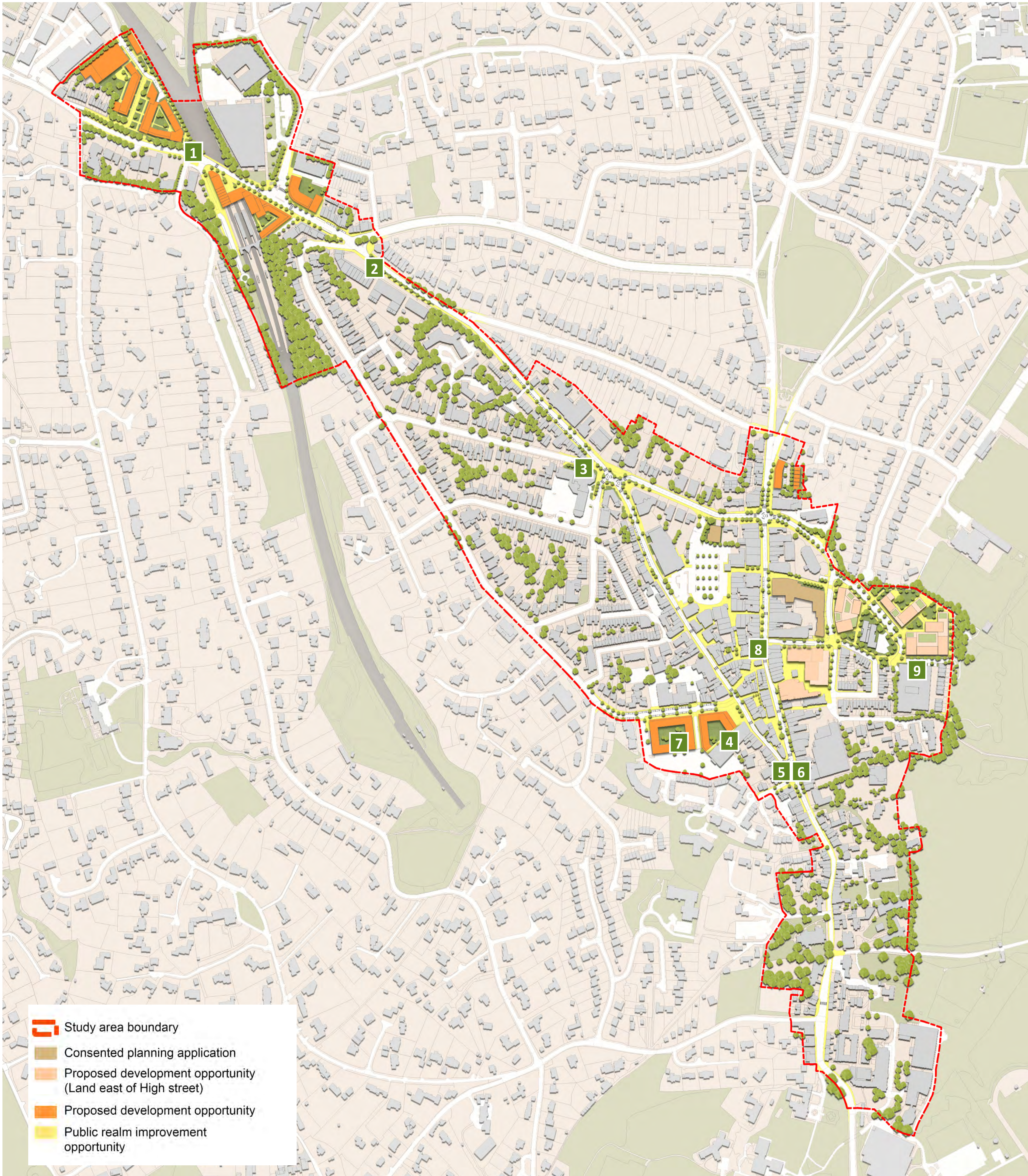
- The ten design principles are combined in a spatial concept plan for Sevenoaks Town Centre
- The spatial concept plan identifies key arrival points, connections, new public spaces, and development sites to enhance vibrancy
- Town centre success relies on a mix of uses, quality buildings, high quality public realm and positive pedestrian experiences
- The spatial vision aims to ensure a long-term sustainable future for the town centre through delivering resilience to climate change, changing demographics and encourage active transport modes



SEVENOAKS TOWN CENTRE MASTERPLAN

The Draft Sevenoaks Town Centre Masterplan presents a long-term spatial vision for the town centre. Proposals include:

- Four alternative traffic management options, each exploring an approach to enhance the pedestrian environment whilst maintaining vehicular movement. These options focus on London Road, High Street and Pembroke Road (Board 4)
- Public realm improvements including junction improvements, enhanced pedestrian crossings, wider footways, street trees, planting and rain gardens and a network of public spaces to foster a healthier and more inviting environment (Boards 4 & 6)
- The creation of a Cultural Quarter that celebrates the town’s cultural heritage and enhances links between cultural assets, such as the Stag and Kaleidoscope and Knole Park
- Development opportunities for key sites (Board 5)
- A programme of early win projects and initiatives (Board 6)
- Signage and wayfinding to improve navigation in the centre



MAIN MOVES: MOBILITY

Vehicular traffic passing through Sevenoaks town centre impacts on its attractiveness and on the quality of the pedestrian experience. The masterplan proposes a number of options for managing traffic in the centre that redefine the street space to deliver an enhanced, greener environment that is more inviting for people and that could benefit the longer-term resilience and economy of the town. This board outlines four traffic management options - two of which feature variations developed in response to feedback at the stakeholder workshops together with options to improve the main road junctions. A proposal to relocate bus stands on Buckhurst Lane is also indicated.



TRAFFIC MANAGEMENT OPTIONS

OPTION ONE: TWO WAY WORKING

Option 1 retains the existing two-way traffic flow while improving the pedestrian environment by reducing carriageway width where possible and removing some parking spaces to allocate more space for pedestrians

- ✓ High Street would benefit from wider footways, tree planting, and sustainable urban drainage (SuDs)
- ✗ London Road has less space, and while footways can be slightly widened in some areas, there isn't enough room to introduce significant green infrastructure on this road

OPTION TWO: ONE WAY LOOP (ROGER FITZGERALD)

Option 2A creates a one-way loop – essentially putting all northbound traffic on to London Road and all southbound traffic on to High Street (Pembroke Road remains two-way)
Option 2B an alternative that maintains two-way working on London Road to allow simpler access to the South Park car park

- ✓ Offers potential for public realm improvements on both High Street and London Road, including wider footways, tree planting and SuDs
- ✗ The requirement to maintain street resilience (passing space in the case of a breakdown) means that public realm gains are not as significant as might be anticipated

One-way working makes some traffic movements more complicated

OPTION THREE: ACCESS-ONLY HIGH STREET

Option 3 proposes closing High Street to through traffic and transforming the street space into a largely pedestrian area. Servicing access would need to be maintained

- ✓ High Street would be transformed as a place for people with street trees, SuDs, seating, and public art
- ✗ This change would make London Road the primary north-south route and worsen pedestrian conditions on that route

Bus services would need to be rerouted onto Pembroke Road and London Road

OPTION FOUR: ACCESS-ONLY LONDON ROAD

Option 4A proposes closing London Road to through traffic and transforming the street space into a largely pedestrian area. Access to the M&S car park and for servicing would be maintained
Option 4B an alternative allowing two-way traffic between South Park Road and the southern end of London Road at the High Street

- ✓ London Road would be transformed as a place for people with street trees, SuDs, seating, and public art and potentially a space outside The Stag Theatre (**4A**). High Street can be improved by removing on-street parking, narrowing traffic lanes and introducing planting and trees
- ✗ High Street would become busier as the main north-south route

Option 4A limits access to the South Park Car Park
Option 4B impacts on the setting of the potential public space outside of The Stag

JUNCTION IMPROVEMENTS

- PEMBROKE ROAD AND LONDON ROAD JUNCTION**
- Tighten the junction and introduce two mini-roundabouts
 - Reduce carriageway widths to provide additional space for pedestrians
 - Provide crossing facilities for pedestrians
 - Introduce street trees and SuDs
- PEMBROKE ROAD AND HIGH STREET JUNCTION**
- Introduce a mini-roundabout
 - Reduce carriageway widths to provide additional space for pedestrians
 - Provide crossing facilities for pedestrians
 - Introduce street trees and SuDs
- HIGH STREET AND LONDON ROAD JUNCTION**
- Introduce a mini-roundabout
 - Rationalise street space to provide additional space for pedestrians
 - Provide crossing facilities for pedestrians
 - Introduce street trees and SuDs
 - Move the historic fountain and fingerpost into the public realm towards the west of the junction
 - Potential to introduce weight limit on London Road (apart from local access)



BUS STATION



The draft masterplan proposes the relocation of bus stands to the south of Buckhurst Lane and changing the bus circulation to a clockwise (east-to-west) direction. This creates space for a wider footway and tree planting on the northern side. This option aligns with proposals for Land East of High Street (shown on Board 6) and includes potential bus stops or layover spaces on Suffolk Way.

An alternative option is also proposed in the draft masterplan document, which removes the central bus stand and moves bus stops to the northern side of Buckhurst Lane allowing for a wider footway to the south.

HAVE YOUR SAY USING THE ONLINE QUESTIONNAIRE, ACCESS IT WITH THIS QR CODE!

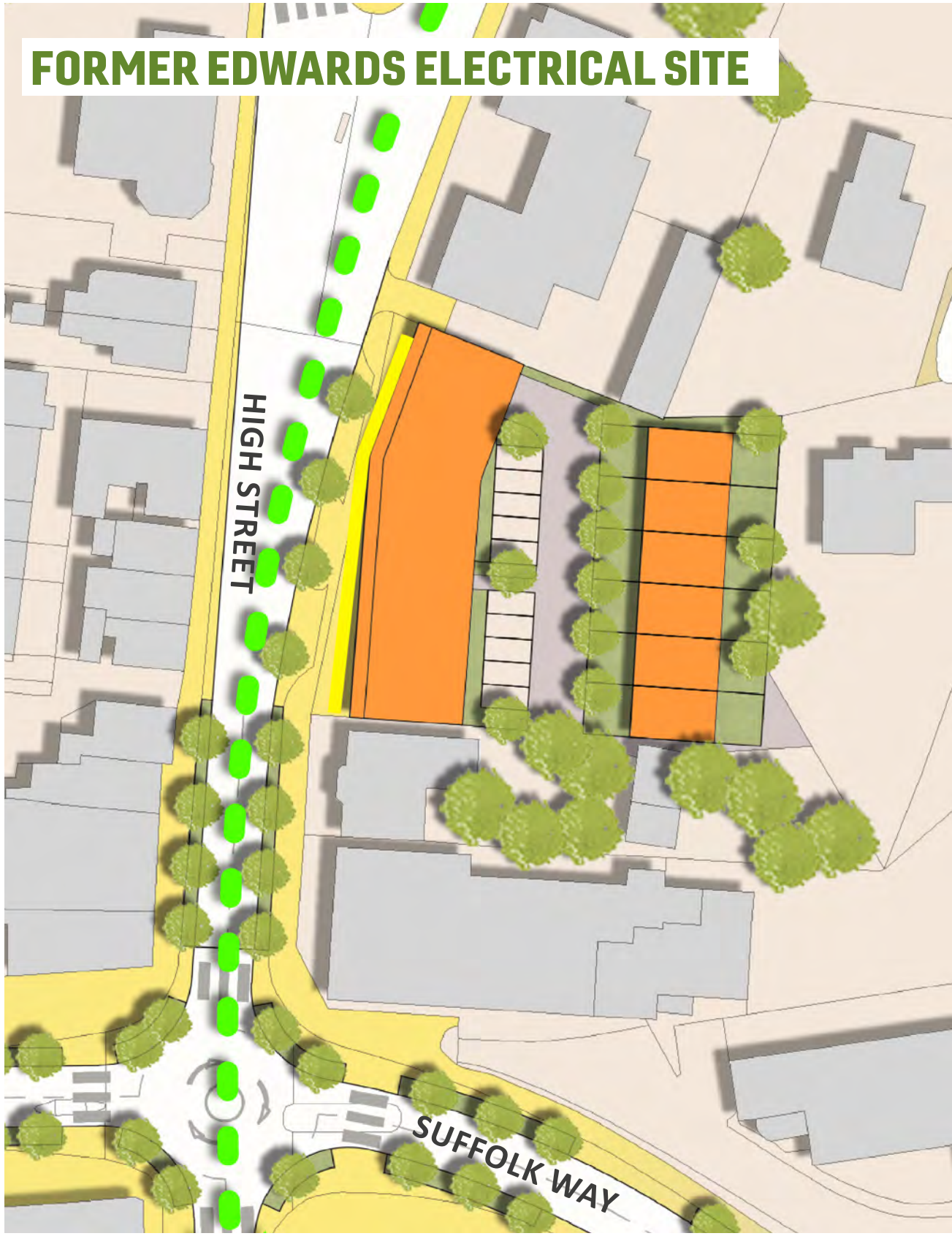
DEVELOPMENT OPPORTUNITIES

This board identifies some of the main development opportunities in the town centre and the proposed design principles that should guide design on these sites.



POST OFFICE AND BT EXCHANGE

- The redevelopment of the Post Office and Telecoms building could bring additional life into the western part of the town centre whilst also enhancing the local townscape. The following design principles will be important when developing the site:
- Delivery of a mix of uses including potential to extend the Stag Theatre, or provide supporting space / complimentary uses as part of a longer-term investment strategy. This could take the form of creative studios or a supporting food and drink offer
 - A small public space that could serve as a setting for restaurants and cafes to spill out onto, or for gatherings or small-scale events linked to the theatre
 - Streetscape enhancements including tree planting



FORMER EDWARDS ELECTRICAL SITE

- The redevelopment of the former Edward’s Electrical site will consolidate street frontage on the northern approach into Sevenoaks from The Vine. The following design principles will be important when developing the site:
- Positive and active frontage to the High Street that is aligned to frontages on adjacent plots and is sympathetic to adjacent buildings
 - Development that responds to the character of the existing streetscape both in terms of materials, design language and height and massing
 - Residential use with potential for non-residential (retail, community or workspace use) at ground floor level
 - Streetscape enhancements including tree planting



SEVENOAKS STATION

- The area around Sevenoaks Station presents a significant opportunity for development that will transform the sense of arrival into Sevenoaks and could establish a new residential led urban quarter for the town.
- The following design principles will be important when developing the site:
- Potential to provide a new station building that provides a welcoming point of arrival and departure for the town
 - This should open out onto a public space ‘Station Square’ providing an arrival space around which retail and food and beverage uses could be located. The square and station building could be located to straddle the railway tracks
 - The development frontage on London Road should be set back to allow for the provision of generous footways and for the planting of street trees on London Road
 - The current surface level station car park could be re-provided in the form of a multi-storey structure (accessed from the north) freeing up the majority of the station car park for redevelopment as a new urban residential quarter.
 - In this highly accessible location development density could be greater than is typical in Sevenoaks. Buildings of 4 to 6 residential storeys may be appropriate and there may be potential for taller buildings marking the station. Given their proximity to the station the new homes would be highly suitable for young professionals commuting into London and the residential mix should cater for this demographic
 - The streetscape around the station should be enhanced and simplified with vehicular access to the station for drop off and taxis focused to the west of the station and pedestrian access to the east
 - A high quality public realm scheme should be delivered along London Road. This should provide a clear uncluttered pedestrian friendly environment that minimises street furniture and provides pedestrian crossings where pedestrians want to cross
 - The ‘Farmers Site’ (opposite the station) has been included as part of the wider Sevenoaks Station area. It is currently subject to a live planning application for a six storey mixed-use development, which, with the right design could assist in activating the area and providing more housing and commercial space
 - The Town Council has requested that the proposals be scrutinised by a Design Review Panel, with engagement from the local community

LAND EAST OF HIGH STREET

- This extensive site presents a significant opportunity for the town. The District Council have consulted on an early vision to redevelop the site with a mixed-use development that provides new homes, a replacement Sevenoaks Leisure Centre as a new, modern, energy efficient building, as well as new public spaces and better pedestrian links to the Environmental Park and Knole Park. The existing Kaleidoscope (gallery, library and museum) does not form part of the project and will remain in its existing form.
- Development areas and preliminary building footprints are indicated in the masterplan however, the site will be subject to a more detailed study and development procurement process that will be progressed by Sevenoaks District Council in 2025.
- The following design principles will be important when developing the site:
- Development to be laid out as part of street blocks with buildings defining streets and spaces and with positive frontages at ground floor level
 - A permeable network of pedestrian friendly routes and spaces to extend through the area helping to integrate and connect the site to the High Street to the west and to the Environmental Park and Knole Park to the east and residential areas to the north and south
 - Active ground floor uses, including the main entrances to the new leisure centre and café uses, to be located where they are visually prominent and help to aid legibility within the area
 - A ‘green spine’ to extend from High Street on the alignment of Buckhurst Lane towards an enhanced entrance to the Environmental Park. This route to form a legible, green extension of Knole Park to High Street and incorporate low level planting / raingardens and tree planting as part of a high-quality public realm treatment that provides priority to pedestrians over vehicle
 - The cultural hub and market hall together with the new leisure centre to open out onto, and animate a new public space on the site of the current Buckhurst Lane car park
 - Bus stops to be located where they bring passengers close to the centre but do not impact on the pedestrian experience and legibility of the ‘green spine’
 - Development form, scale, height and massing to be of a human scale and respect the character within the wider town centre and respond to the wider landscape setting



Given the potential for these developments to shape the future of the town centre they should be presented to a Design Review Panel and community engagement must be carried out to ensure that the values of the local community are considered.

MAIN MOVES: PUBLIC REALM IMPROVEMENTS

This board highlights some of the main public realm improvements proposed in the draft masterplan, focusing on delivering new public spaces and enhanced pedestrian connections. Potential early win initiatives are also identified



- NEW PUBLIC SPACES

1

South Park: A small hard paved space could be delivered as part of the redevelopment of the Post Office and sorting office at the junction of South Park and London Road. This space would be animated by active ground floors and include seating, trees and planting

2

Buckhurst Square: This hard paved space could be delivered as part of the redevelopment of Land East of High Street and provide a setting for the new cultural hub, market hall and leisure centre, and could include seating, trees and planting

3

Station Square: A new arrival space is proposed at the entrance to Sevenoaks Station as a fitting arrival to the town. This space is located bridging the railway tracks and animated by ground floor retail / cafes
- NEW AND ENHANCED PEDESTRIAN CONNECTIONS

4

High Street: Change here will depend on the preferred movement option but is likely to include provision of wider footways, continuous pedestrian crossovers at junctions, tree planting and introduction of sustainable urban drainage (SuDs). Enhancements will extend northwards to The Vine to better link this facility with the town centre

5

London Road: Similar changes to High Street, extending north to Sevenoaks Station with tree planting where possible

6

Pembroke Road / Suffolk Way: Provision of wider footways, pedestrian crossovers, tree planting, and SuDS

7

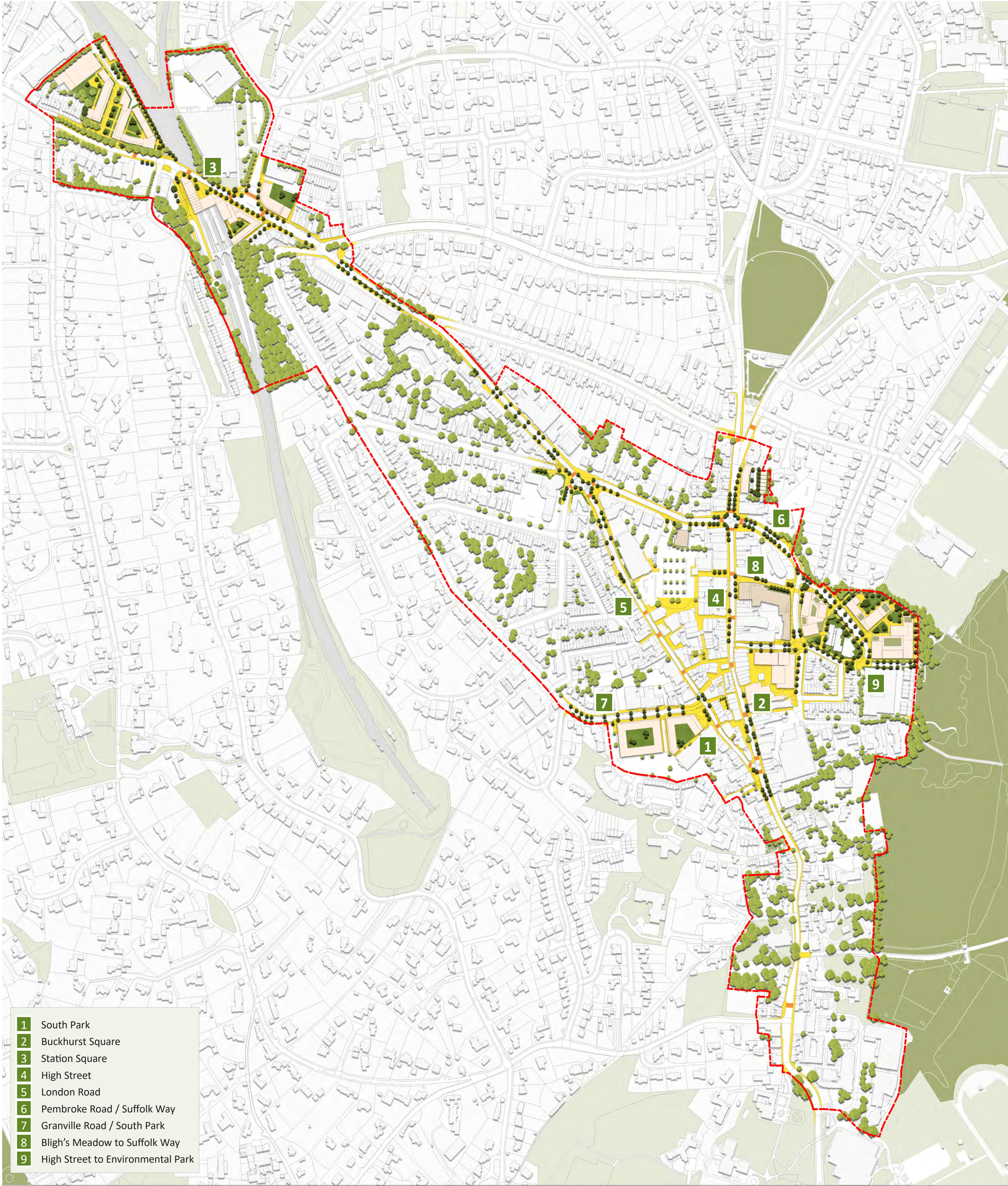
Granville Road / South Park: Tree planting, footway improvements, and street furniture including seating to offer opportunities for resting on this alternative quieter pedestrian route from the station

8

Bligh's Meadow to Suffolk Way: A new pedestrian route as part of the Changers Place development (former Tesco store)

9

High Street to Environmental Park: A continuous, tree-lined route with rain gardens and planting to connect the High Street to the Environmental Park and Knole, enhancing the town's natural character



Create public spaces that encourage dwelling and interaction

Implement wayfinding strategies that promote the town's history

Incorporate creative and engaging street furniture throughout the area

Design a high-quality public realm with pedestrian-friendly surfaces and road layouts

Create adaptable spaces for temporary arts and culture installations

Design a prominent entrance and feature for the Environmental Park and Knole Park

EARLY WINS

Whilst large-scale redevelopment and traffic management plans will take time and significant investment, smaller, low-cost initiatives can help build momentum, attract visitors, and boost the local economy. These early interventions can create immediate improvements and encourage further investment. Potential initiatives include:

- Public Realm Improvements:** Small-scale upgrades such as parklets, street greening, and reducing street clutter can enhance the townscape at minimal cost
- Traffic Management Trials:** Before committing to costly infrastructure changes, temporary road closures or traffic management trials can help assess potential impacts
- Car Parking Adjustments:** Shifting from 'Pay on Arrival' to 'Pay on Exit' parking can encourage longer visitor stays and improve town centre footfall
- Events and Activities:** Expanding existing events (e.g. the Summer Festival and Christmas Market) and introducing more cultural activities, specialist markets, and performances can make the town more vibrant
- Public Art and Lighting:** Eye-catching art installations and creative lighting can enhance the town's appeal, especially at night, supporting the evening economy
- Temporary Uses and Pop-Ups:** Vacant spaces can be re-purposed for short-term events, community projects, or pop-up shops to bring activity to the high street
- Signage and Wayfinding:** Improved signage can better connect key attractions and help visitors explore the town more easily
- Meanwhile Uses:** Large development sites often remain inactive for years before construction begins. Temporary uses, such as cultural, social, or entrepreneurial projects, can keep these spaces active and engaging during the interim



Potential new cultural building

Attractive mews housing that relate to the public realm

Temporary seating and other street furniture can be used in public spaces

Integrated public greening and street furniture

Wall-art and other forms of art installations can uplift areas

Cycle parking to be located at Sevenoaks Station to encourage active transit to and from the station

Create spaces that encourage playful and interactive elements

Create public spaces can host temporary events such as food festivals, music, arts and culture

BACKGROUND TO THE TWO MASTERPLAN PROJECTS - WHAT SEVENOAKS TOWN COUNCIL DOES, WHAT THE MASTERPLANS COULD DO, AND WHO WOULD DELIVER THEM

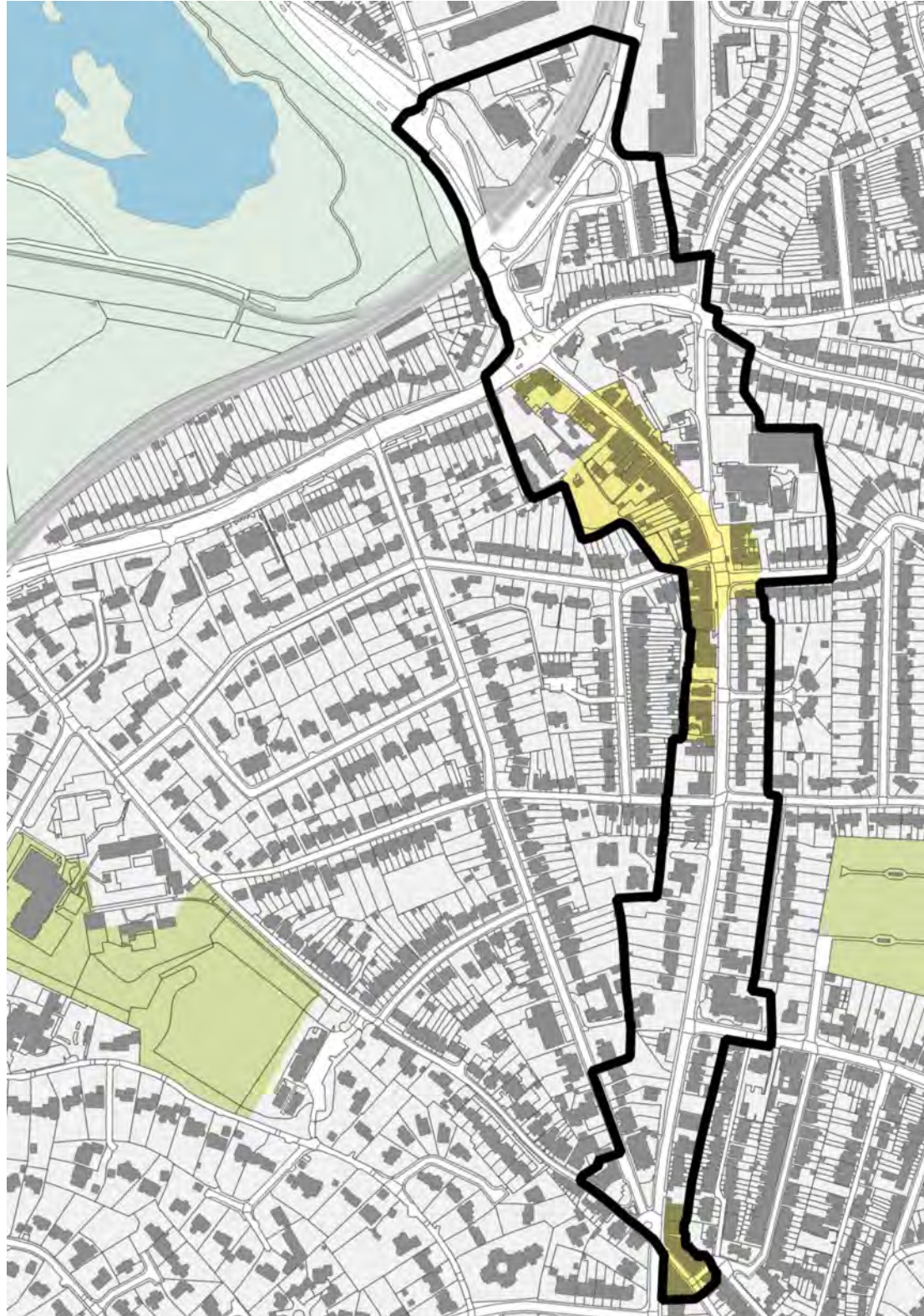


BACKGROUND TO THE PROJECT:

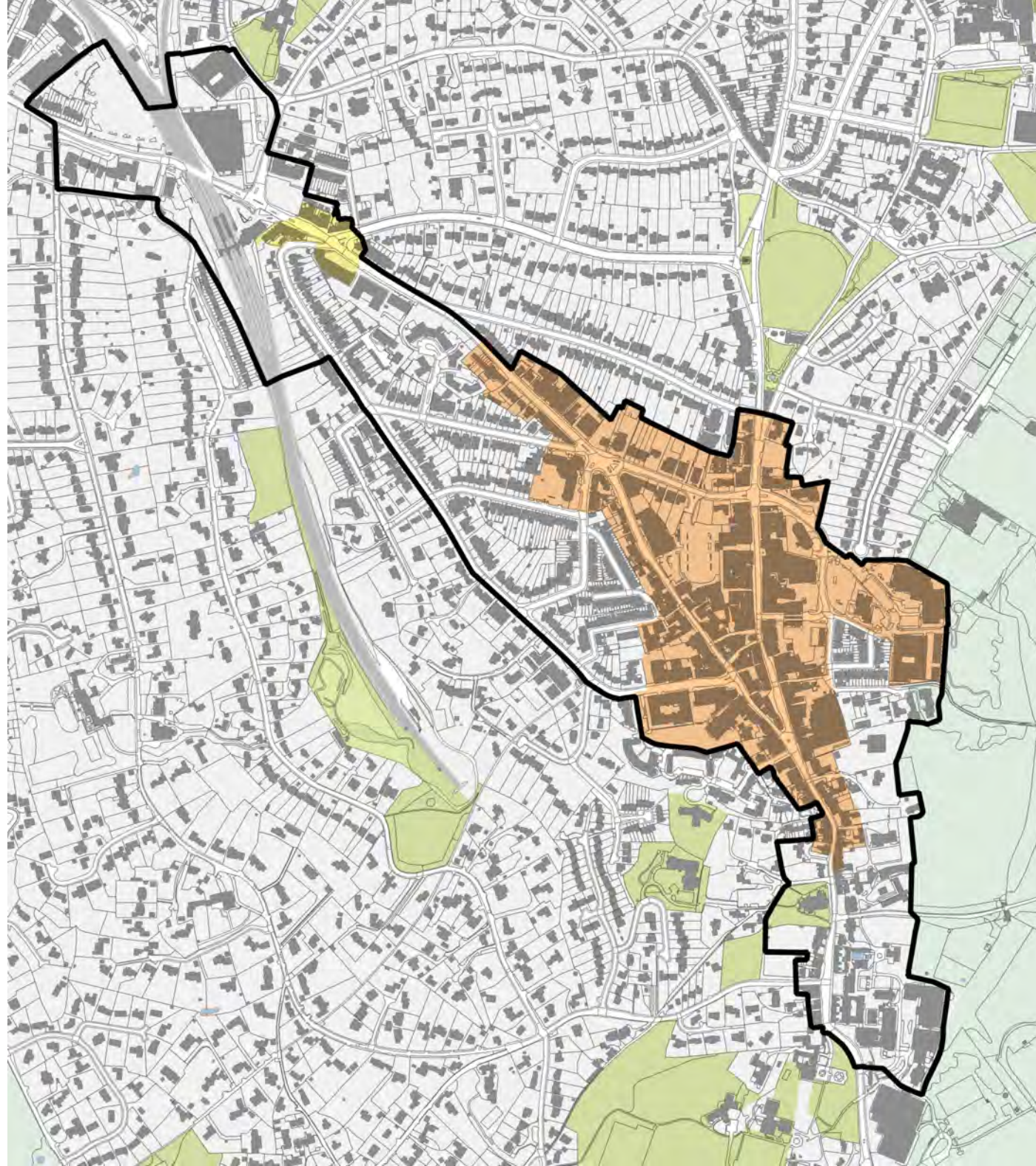
In September 2023, your local Sevenoaks Town Councillors met to discuss their aspirations as well as projects that they wished to pursue and deliver throughout their new Term of Office 2023-2027. Amongst the final “Blue Skies Priorities” that emerged from this meeting and were later adopted by the Town Council, was the ambition to deliver two Masterplans for Sevenoaks Town’s two retail/business districts - being Sevenoaks Town Centre and the St John’s Area.

Building upon the work previously completed in the **Sevenoaks Town Neighbourhood Plan** - the Masterplans will identify key opportunities for future development, with guidance on how this could be delivered in the most holistic and locally beneficial way as possible. **The purpose of the Masterplans is to set out a clear vision - informed and endorsed by local people - for what development should look like within the Town.** This will not only include design guidance, but also identify opportunities to enhance cultural attractions, improve the pedestrian environment, mitigate potential traffic issues and deliver new green infrastructure to enhance local biodiversity.

ST JOHN’S AREA:



TOWN CENTRE:



WHAT ROLE WILL THE TOWN COUNCIL PLAY IN THE MASTERPLANS’ DELIVERY?

Pictured throughout this poster, are several projects which were identified in the Sevenoaks Town Neighbourhood Plan and have since been delivered by the Town Council - either independently or in collaboration with other bodies.

Sevenoaks Town Council has a STNP / Masterplan Working Group, which monitors the various actions/projects identified in the Sevenoaks Town Neighbourhood Plan and makes recommendation on priority actions for the Town Council to pursue.

Following their adoption by the Town Council, the Masterplans will be added to this Working Group’s remit.

WHO ELSE COULD CONTRIBUTE TOWARDS DELIVERY OF THE MASTERPLANS?

It is hoped that the Masterplans will be used in the following ways - endorsed and lobbied for by the Town Council:

- **Local developers** - by informing development proposals to integrate public realm features into designs
- **The Local Planning Authority** - could either be adopted as an advisory to the Local Plan and/or be used by Planning Officers as a starting point for which public amenities should be delivered by local developers as part of their planning applications. These would be secured by legal Section 106 agreements.
- **Sevenoaks Town Council** - in identifying priority actions or projects which could be pursued by the Town Council
- **Any emerging Business Improvement District and/or by local businesses** - in identifying “small interventions” which could improve the public realm and local profile, and encourage more customers to the area

The Masterplans could also be used as an **evidence base for any potential funding applications** to deliver the identified interventions.



Pictured above:
The National Award-winning Number 8 Orbital Bus service, linking Sevenoaks Town Centre to residential areas, was delivered in 2015 by Sevenoaks Town Council in collaboration with Go Coach and with funding obtained by Kent County Council. The need for this was identified via early consultation exercises for the STNP and has since been adopted by the County Council.



Pictured above:
The newly refurbished the Bat & Ball Centre, proposed by residents via early engagement activities for the Neighbourhood Plan, and delivered by Sevenoaks Town Council. Includes 2 community halls, kitchen, toilets, 1 meeting room, 1 MUGA, and open space for events.

Pictured below:
Light installations for the annual Christmas Lights display, arranged by Sevenoaks Town Council and retained throughout December. Such fixtures throughout one area can create a sense of character and arrival and enhance visitor experience.



Pictured right:
A recent project pursued by Sevenoaks Town Team in partnership with Sevenoaks District Council and Kent County Council, to refurbish existing street furniture throughout Sevenoaks. Also delivered via this partnership have been new benches, a red phone box refurbishment, and installation of flag sockets on commercial buildings to promote local events, amongst lots more.



HAVE YOUR SAY

Sevenoaks Town Council is seeking views on the draft **Town Centre Masterplan***, with consultation to last until 8th August 2025.

Please review the consultation boards and fill out a survey - either online or paper form. Your response will be taken into consideration by our consultants in their preparation of the final Masterplan.

**Consultation on the draft St Johns Hill Area Masterplan took place separately, from March 2025. The draft Masterplan is now being reviewed in conjunction with responses received, and the final version will be considered at a future Town Council meeting.*

