

SEVENOAKS TOWN CENTRE MASTERPLAN

CONSULTATION REPORT

JULY 2026



Sevenoaks
Town Council

 Urban
Initiatives

OVERVIEW

In April 2024 Sevenoaks Town Council commissioned specialist urban design consultant Urban Initiatives to prepare two masterplans. The first focused on Sevenoaks Town Centre and including the Tubs Hill Neighbourhood Centre and Sevenoaks Station and the second on the St. John's Hill area and including both the Holly Bush and St. John's Neighbourhood Centres.

Both were prepared through a collaborative process that placed a strong emphasis on incorporating local insight, recognising that meaningful and effective masterplanning must be grounded in the experiences and aspirations of the community it serves.

This report documents the stakeholder engagement activities undertaken through the preparation of the Sevenoaks Town Centre masterplan. It provides an overview of the workshops and public events held and the feedback gained through these events and the responses received to on-line surveys, and how this input has informed the evolution of the masterplan. The report is intended to be read alongside the town centre masterplan which is under separate cover.

The engagement included two stakeholder workshops, the first on 23 April 2024 and the second on 4th November 2024. Meetings were also held with Go Coach, The Stag Theatre, Sevenoaks District Council, Kent County Council, Knole Estate and The National Trust, Sevenoaks Society and Tarmac (regarding the 950 home development proposed at Sevenoaks Quarry).

An online questionnaire was circulated following the first workshop. Public consultation on the draft masterplan took place over a three month period from 28th June through to 31st September 2025. This included a launch at The Stag as part of the Sevenoaks Society summer event on 28th June 2025 and attendance at the Sevenoaks Business Show at the Bat and Ball Centre on 13th June 2025. Exhibition boards, together with copies of the masterplan report, were available to view at the events and at the Town Council offices. The consultation period was extended from the initial 6 weeks as a result of uncertainties created by Local Government reorganisation and to give people greater time to comment.



Attendees during second workshop held for the Sevenoaks Town Centre Masterplan

1. EARLY ENGAGEMENT AND WORKSHOP ONE

1.1 WORKSHOP ONE

The first stakeholder workshop was held early in the masterplan process on 23 April 2024 and was attended by 43 invited stakeholders together with representatives from the Town Council and consultant team. The workshop focused on exploring the town centre through a 'Placecheck' exercise, carried out across several locations within the masterplan area. This hands-on activity was designed to assess the strengths, challenges, and opportunities within the area from a local perspective.

Following the site visits, the session continued at The Stag Theatre, where participants engaged in guided group discussions to reflect on the key insights emerging from the Placecheck exercise. The latter part of the workshop centred on 'Shaping the Vision', with discussions structured around ten draft masterplan principles and their relevance to Sevenoaks town centre.

The following paragraphs provide further detail on the workshop. An overview of findings is presented for each component, followed by the implications of these findings for the masterplan.

PLACECHECK

The placecheck exercise focused around important locations within the masterplan boundary, namely: Historic Centre (Area A), Pembroke Road / Blighs Meadow (Area B), East of High Street (Area C) and South High Street (Area D). Attendees were asked to comment on the areas based on the following four categories: special and unique features; well-connected, accessible and welcoming; safe and pleasant; and planet-friendly. This was done to better understand what makes each area special and some of the challenges that they face from a local perspective.

FINDINGS

Historic Centre (Area A)

The area's historic charm and independent shops are valued, but traffic, narrow pavements, and cluttered public space detract from the experience. Improved pedestrian access, reduced HGV presence, and enhanced wayfinding are key priorities.

Pembroke Road / Blighs Meadow (Area B)

The independent shops are appreciated, but the car-dominated environment and poor signage make the area unwelcoming. There is strong support for creating a public square and improving pedestrian links.

East of High Street (Area C)

The area has great potential due to its proximity to Knole Park and available space, but it suffers from poor pedestrian safety and a lack of character. Priorities include reclaiming space for people, greening, and improving connections to the Knole Park.

South High Street (Area D)

Historic buildings and charm are noted, but traffic, unsafe junctions, and narrow pavements are major issues. Suggested improvements include widening pavements, better signage, and enhanced green spaces.

Number	Name	Representing
1	Robert Hutton	Everyone Active
2	Hasan Romel	Everyone Active
3	Austin Blackburn	Bus Doctor and former Go Coach
4	Liz Dolding	Warners Solicitors
5	Doug Elish	Sevenoaks Bicycle Users Group
6	Cllr. David Skinner OBE	STC Cllr. St. John's Ward
7	Hannah Kay	Knole - National Trust
8	Andrew Shaw	National Trust
9	Charles George	Sevenoaks Society
10	Paul George	
11	John Stambolouian	Sevenoaks Society
12	Graham Clack	KCC Member / Cllr
13	Cllr. Dr Peter Dixon	STC Cllr. St. John's Ward
14	Cllr. Dr Marilyn Canet	STC Cllr. Northern Ward
15	Hannah Gooden	SDC
16	James Ball	
17	Paul Baker	Wealden Properties
18	Dr Ejaz Anasri	Proposed Sevenoaks Mosque
19	Helen O'Sullivan	Resident
20	Cllr. Elizabeth Purves	SDC Cllr. Eastern Ward
21	Fleur Sinclair	Sevenoaks Bookshop
22	Edward Oatley	

Number	Name	Representing
23	Roland Young	St. John's Resident's Association
24	Steph Davies	
25	Rupert Butler	Leverets Barristers and Solicitors
26	Tom Hudson	Hudson Flooring
27	Cllr. Sally Layne	STC Cllr. Eastern Ward
28	Detlev Munster	Sevenoaks District Council
29	Andrew Connors	Sevenoaks District Council
30	Jim Purves	Hollybush Residents Association
31	Cllr. Gareth Willis	STC Cllr. Town Ward and Teacher
32	Andrew Pring	Knole Paddock Residents Association
33	Hayley Oliver	Baldwins Travel
34	Nigel Jepps	Linden Chase Residents Limited
35	Robert Sackville-West	Knole Estate
36	Cllr. Catherine Daniell	STC Cllr. Kippington Ward
37	John Ingram	Bradbourne Residents Association
38	Pam Walshe	
39	Marina Kim	Resident
40	Dawn Blee	Chamber of Commerce
41	Rhiannedd Brooke	Rhiannedd Brooke Design
42	Cllr. Tony Clayton	STC Cllr. Eastern Ward / SDC Cllr.
43	George Kupp	Tarmac

Table 1.1: List of attendees for workshop one



Image 1.1: Presentations and table discussions during the first workshop



SHAPING THE VISION

The latter part of the workshop focused on discussing ten masterplan ‘guiding principles’ and gathering feedback on each to ensure all key issues were addressed and to help shape the overall vision.

FINDINGS

There was broad stakeholder support for the ten guiding principles to improve Sevenoaks town centre. Priorities included enhancing the sense of arrival, particularly from the station; celebrating heritage through better wayfinding and events; and promoting environmentally responsible transport with better bus services, cycling infrastructure, and less through-traffic.

Participants expressed a strong desire to enrich the town centre's cultural offer and for more public spaces, activities for all ages, and better promotion of existing venues. Improving connections, especially pedestrian and cycle links, was considered essential, as was creating a greener, more people-focused public realm.

Stakeholders also supported building more homes, especially for older people, and delivering quick, visible improvements including public seating, events, and trialing a one-way traffic system.

IMPLICATIONS FOR THE MASTERPLAN

A recurring theme in the feedback was the issue of heavy traffic in the town centre. As a result, Principle 6 was amended from *'Improve Connections'* to *'Encourage Active Transport and Reduce Vehicular Travel'* to reflect widespread concerns about traffic volume, the lack of sustainable transport infrastructure, and associated safety issues. These points have significant implications for the masterplan, reinforcing the need to prioritise safer, more sustainable movement across the town. Refer to pages 40 to 45 of the Sevenoaks Town Centre Masterplan for further detail on the masterplan principles.



1.2 USE AND SATISFACTION SURVEY

In parallel with the first workshop, a 'Use and Satisfaction' survey was undertaken to gain a deeper understanding of the individuals who live in and use the area. The survey explored when and why respondents visit, how they travel to the town centre, and their overall perceptions of the masterplan area. The objective was to gather meaningful insights to help shape a well-informed and context-sensitive spatial vision.

The following section provides an overview of the key findings from the survey and the implications of these findings on the preparation of the masterplan.

The survey was made available online via the Town Council's website through the masterplan preparation process and received a total of 184 responses.



ST. JOHN'S HILL AREA USE AND SATISFACTION SURVEY

In May of last year following a public referendum the Sevenoaks Town Neighbourhood Plan was adopted and has now become part of the statutory development plan for Sevenoaks. The Neighbourhood Plan sets out a future vision for the town and includes a number of objectives and policies to deliver the vision.

The Town Council is now moving forward with the next steps to delivering this vision and has commissioned the preparation of a masterplan for Sevenoaks town centre and a separate masterplan for the St. John's Hill area. These masterplans will provide spatial visions for these important parts of the town and progress some of the objectives and policies in the Neighbourhood Plan.

As we embark on the masterplanning process we would like to understand a bit more about how you feel about the St. John's Hill area and have prepared a short survey to gain your feedback. A separate survey has been prepared for Sevenoaks town centre. We will review the responses and they will help to guide the masterplans.

Q1. AGE	
16-25	
26-35	
36-45	
46-55	
56-65	
Over 65	
Prefer not to answer	

Q2. PLEASE COULD YOU PROVIDE YOUR POSTCODE?

Q3. WHAT DO YOU GENERALLY VISIT THE ST. JOHN HILL'S AREA FOR? (PLEASE SELECT THE MAIN REASON ONLY)	
Work	
Supermarket Shopping	
Shopping (other than Supermarkets)	
Access to Services e.g. Hairdresser or Pharmacy	
Sevenoaks Hospital	
Cafes	
Restaurants	
Community Centre / Activities	
Quaker's Hall Allotments	
Other (please specify)	

Q4. HOW OFTEN DO YOU VISIT THE THE ST. JOHN HILL'S AREA (PLEASE SELECT ONE OPTION ONLY)	
Daily	
More than once a week	
Weekly	
Fortnightly	
More than once a Month	
Once a Month or Less	

Q5. WHAT TIME OF DAY DO YOU VISIT THE ST. JOHN HILL'S AREA (PLEASE SELECT ALL OPTIONS THAT APPLY)	
Morning	
Lunchtime	
Afternoon	
Evening	

Q6. ON WHICH DAYS OF THE WEEK DO YOU VISIT THE ST. JOHN HILL'S AREA? (PLEASE TICK ALL THAT APPLY)	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

Q7. HOW DO YOU NORMALLY TRAVEL INTO THE ST. JOHN HILL'S AREA? (PLEASE TICK ONE OPTION ONLY)	
On Foot	
Bicycle	
Motorbike	
Car	
Bus	
Train	
Other (please specify)	

Q8. ON AVERAGE, ON A NORMAL VISIT TO THE ST. JOHN HILL'S AREA HOW MUCH MONEY WOULD YOU SPEND? (PLEASE TICK ONE OPTION ONLY)	
Nothing	
£0.01-£5.00	
£5.01-£10.00	
£10.01-£20.00	
£20.01-£50.00	
More than £50.00	

Q9. ON AVERAGE, HOW LONG DO YOU STAY WHEN VISITING THE ST. JOHN HILL'S AREA? (PLEASE TICK ONE OPTION ONLY)	
Less than an hour	
1-2 hours	
2-4 hours	
4-6 hours	
6-8 hours	
Stay Overnight	

Q10. HOW WOULD YOU SCORE THE ST. JOHN HILL'S AREA AGAINST THE FOLLOWING QUALITIES / FACILITIES?						
	Excellent	Good	Moderate	Poor	Very Poor	Don't Know
Physical Appearance						
Cleanliness						
Retail Offer						
Range of Workspaces						
Access to Services e.g. Banks, Hairdressers, Pharmacy						
Cafes and Restaurants						
Pubs and Bars						
Cultural Offer						
Leisure Facilities						
Events and Festivals						
Public Toilets						
Public Transport						
Walking environment						
Cycle facilities						
Traffic and Congestion						
Car parking						
Availability of Taxis						
Convenience e.g. near to where to you live						
Public Spaces						
A Green Environment						
Access to Sevenoaks Wildlife Reserve						
Safety						
Friendliness						
Socialising Opportunities						
Other (please specify)						

Q11. WHICH OF THE FOLLOWING AREAS / PLACES DO YOU GO TO WHEN YOU VISIT THE ST. JOHN HILL'S AREA? (PLEASE TICK ALL THAT APPLY)	
St. John's Parade	
Holly Bush Parade	
Bat and Ball Centre / Station	
Sevenoaks Hospital	
Quaker's Hall Lane Allotments	
Sevenoaks Wildlife Reserve	
Other	

Q12. WOULD YOU RECOMMEND A VISIT TO THE ST. JOHN HILL'S AREA?	
Yes	
No	

Q13. WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE ST. JOHN HILL'S AREA?	
1.	
2.	

Thank you for taking the time to complete this survey. Your views and opinions are important, appreciated, completely confidential and are protected under the Data Protection Act (1998) as amended.

Figure 1.1: Blank questionnaire

FINDINGS

Some of the key findings from the questionnaire are illustrated in the adjacent figures.

Respondents reported visiting Sevenoaks town centre for a variety of reasons. Almost half came to shop with 15% visiting a supermarket and just over 30% for other shopping. Other respondents visited for work, for services (banks, hairdressers etc) or for leisure. 25% of respondents indicated that they visited the town centre daily and a further 40% more than once per week.

Over half of respondents (59%) typically travel to the town centre by car and 36% normally travel on foot. Very few reported arriving by bus or bicycle. Over half of people reported that they tended to stay for between one and two hours. 20% stay for less than an hour. The variation in the length of stay is perhaps reflective of the range of activities that people come to the centre for.

When asked about the time of day they visit, respondents showed a slight preference for the morning and afternoon over lunchtime and evening periods. Almost twice as many people visit the town centre in the morning (74%) than in the evening (42%). There was a relatively even distribution of visits across weekdays, with an increase in visits on Saturdays.

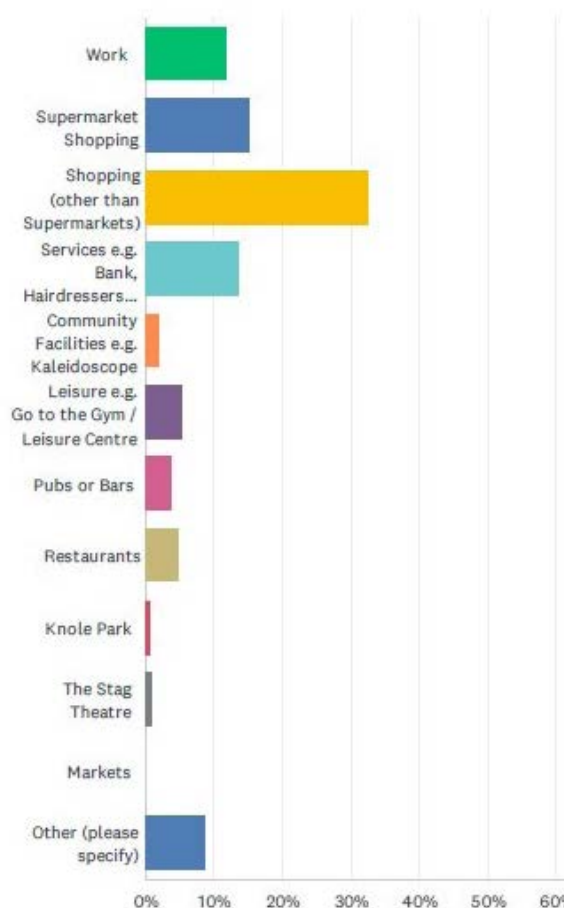


Figure 1.2: Question 3 - what do you generally visit the Town Centre for?

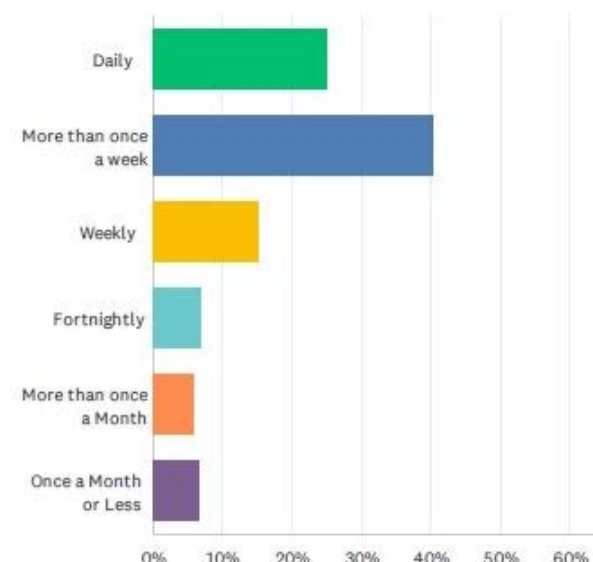


Figure 1.3: Question 4 - How often do you visit the Town Centre?

Typically people reported spending between £10-20 (18%) or £20 to 50 (43%). 19% of people reported normally spending over £50 on a visit.

In terms of visitor satisfaction, responses were positive with 78% saying that they would recommend a visit to the town centre. The most popular locations to go to in order of preference were the High Street, M&S, Bligh's Meadow, the Lanes (between High Street and London Road) and London Road.

By contrast, respondents reported visiting destinations such as the Leisure Centre, Kaleidoscope, The Vine or Sevenoaks markets less frequently.

These findings highlight that whilst people visit the centre frequently and recommend visits to others, dwell times are fairly short and many people do not choose to come in the evening.

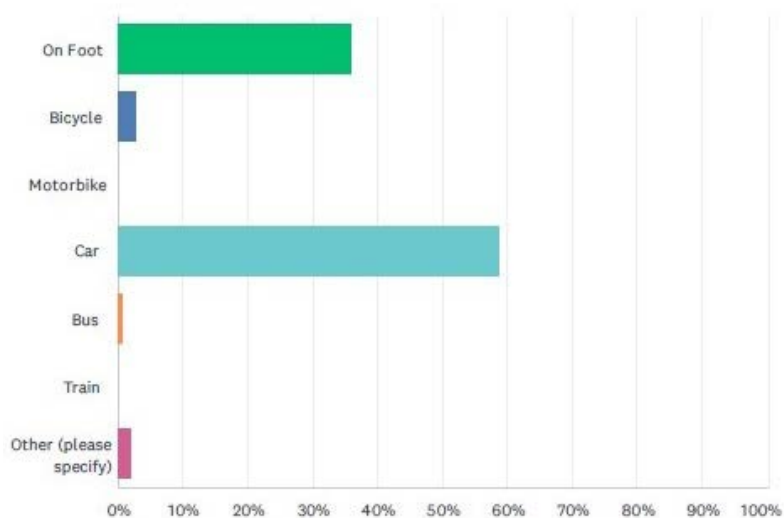


Figure 1.4: Question 7 - How do you normally travel into the Town Centre?

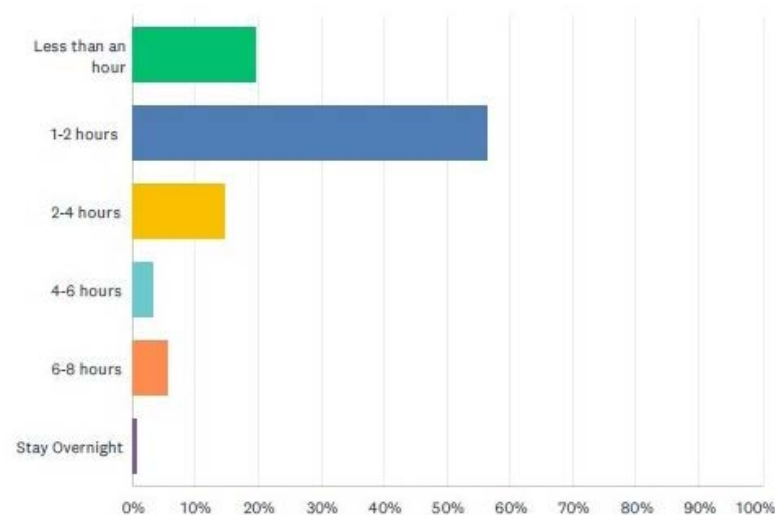


Figure 1.5: Question 9 - How long do you usually stay in the Town Centre?

HIGHEST RANKING FACTORS IN THE TOWN CENTRE

 **73%**

CAFES AND RESTAURANTS

 **71%**

CONVENIENCE

 **70%**

ACCESS TO KNOLE PARK

 **66%**

CLEANLINESS

**combined score of 'good'
and 'excellent'*

LOWEST RANKING FACTORS IN THE TOWN CENTRE

 **57%**

TRAFFIC AND CONGESTION

 **53%**

PUBLIC TOILETS

 **40%**

PUBLIC TRANSPORT

 **34%**

CYCLE FACILITIES

**combined score of 'poor'
and 'very poor'*

Responses to Question 10 (rating the Sevenoaks Town Centre area's qualities and facilities), reveals several key strengths and also areas for improvement in the town's current offer.

Overall, respondents expressed the highest levels of satisfaction with cafés and restaurants, with 73% of respondents ranking them as 'Good' or 'Excellent', convenience (71%), access to Knole Park (70%), and cleanliness (66%). These findings indicate that respondents value the town's hospitality offer, natural attractions, and general upkeep.

Conversely, the survey identifies the most problematic areas, receiving the highest combined 'Poor' and 'Very Poor' scores to be traffic and congestion, ranking worst at 57% negative feedback. Public toilets (52%), public transport (40%) and cycle facilities (34%) also received high negative ratings respectively. These results point to clear concerns regarding mobility, accessibility, and essential infrastructure.

Other aspects of the town centre received more mixed feedback. The retail offer, was rated as 'Excellent' by only 2% of respondents, although 55% still considered it 'Good' or 'Moderate'. Leisure facilities, events and festivals, and cultural offer received similar mid-range scores, indicating that while the town provides a reasonable cultural and recreational offering, there may be scope to diversify or enhance these services.

Public spaces and safety were viewed positively, with over 60% of respondents rating safety as 'Good' or 'Excellent'.

However, a notable proportion still rated safety as only 'Moderate', and concerns remain in relation to specific times of day or parts of the town.

The walking environment was generally well regarded, with over 70% of respondents rating it as at least 'Moderate' or better.

Car parking generated a broad spread of opinion, with over 30% rating it 'Poor' or 'Very Poor', highlighting ongoing tensions between car use and available provision.

In summary, the survey results present a town centre that is largely appreciated for its aesthetic appeal, accessibility, and leisure amenities, but which would benefit from targeted investment in traffic management, cycling infrastructure, public conveniences, and event programming. Addressing these concerns may contribute significantly to overall satisfaction, accessibility, and inclusivity for all users of Sevenoaks town centre.

Figure 1.6: Question 10 - How would you score the Town Centre against qualities/facilities?

IMPLICATIONS FOR THE MASTERPLAN

The survey findings highlighted clear priorities and concerns among users of Sevenoaks Town Centre, which directly informed the preparation of the masterplan vision and early versions of the masterplan.

High levels of satisfaction with cafés, restaurants, access to Knole Park, and cleanliness reflected the town's strong appeal as a clean, accessible and enjoyable place to visit. These qualities were recognised as key assets to protect and enhance. As such, the draft masterplan places emphasis on strengthening connections along key routes and to valued destinations such as Knole Park. Proposals include improved links from the High Street to the Environmental Park, enhancements to Granville Road and South Park, and upgrades to the High Street and London Road corridors.

In contrast, poor ratings for traffic and congestion, public toilets, public transport, and cycle facilities highlighted notable infrastructure shortcomings. These concerns shaped a range of movement options within the draft masterplan, aimed at alleviating congestion, improving pedestrian priority, and enhancing the overall experience of moving through the town.

Specific proposals include improved cycle routes through the town centre, junction upgrades to rationalise street space, and re-allocation of road space to better accommodate pedestrians and allow for the planting of street trees. A more walkable, attractive town centre environment will help reduce reliance on cars, addressing the current pattern in which nearly 60% of respondents reported driving into town.

Responses to the retail offer, leisure and cultural facilities, and events and festivals suggested that while the town meets many day-to-day needs, there is scope to increase its vibrancy and cultural presence. In response, the masterplan sets out a vision for a new 'Cultural Quarter', anchored by The Stag, Kaleidoscope, the proposed cultural hub, and a new market hall.

Enhancements to public realm, signage, and wayfinding will support visibility and access, while additional marketing and promotion of events will be important to boost engagement. New public spaces proposed as part of the masterplan, including South Park, Buckhurst Square, and Station Square, have the potential to host outdoor cultural activity. These spaces should be designed to support a variety of temporary uses, such as markets, installations, kiosks, and seasonal events.

In summary, the survey reinforced the importance of retaining Sevenoaks' valued qualities while addressing key gaps in infrastructure, accessibility, and cultural provision. The preparation of the masterplan responds to these findings through a coordinated approach that seeks to deliver a more inclusive, dynamic, and people-focused town centre.



2. PREPARING THE DRAFT PLAN

2.1 WORKSHOP TWO

A second stakeholder workshop was held on 4 November 2024. Again this was an invited workshop with all attendees at the first workshop, together with a number of other key stakeholders being invited. The workshop took place in The Stag Theatre and was attended by 46 stakeholders together with the consultant team.

Initial spatial plans for the town centre, together with a number of traffic management plans were presented and discussed with stakeholders.

Spatial plans focused on the Sevenoaks Station area, the Cultural Quarter, South Park, The Vine Connection, Blighs Meadow to Suffolk Way, High Street to Environmental Park and Lower High Street. These plans built off the feedback from workshop one, the Use and Satisfaction Survey and outlined how the ten guiding principles could be delivered through specific proposals.

Traffic management plans focused on the triangle of London Road, High Street and Pembroke Road and the junctions where they meet. These offered a range of options to alleviate issues surrounding traffic and congestion, enhance connections and improve the public realm.

Development opportunities were also identified where they offered the potential to bring positive change to the town centre. The ideas were addressed through roundtable discussions.

FINDINGS

Feedback during the workshop focused primarily on the movement options proposed for the town centre. Four options were presented: two-way working, a one-way loop (as proposed by the late Sevenoaks Society member and local architect, Roger Fitzgerald), access-only High Street, and access-only London Road.

Attendees expressed mixed views, with particular concern around restricted access to key town centre car parks, including those adjacent to M&S and South Park. Additional concerns were raised about the potential knock-on effects of road closures on surrounding routes and wider traffic circulation.

Proposals for the Cultural Quarter, the area around Sevenoaks Station and the masterplan ambitions to introduce more greenery in the centre were well received.



Image 2.1: Presentations and table discussions during the second workshop

Number	Name	Representing
1	Cllr. Catherine Daniell	STC Cllr. Kippington Ward
2	Rhiannedd Brooke	Rhiannedd Brooke Garden Design
3	Roberta Ware	Francis Jones Jewellers
4	Michaela Keker	Tarmac
5	Cllr. Nigel Wightman	STC Cllr. Wildernes Ward
6	John Moulton	Resident / School Governor
7	Dawn Blee	Chamber of Commerce
8	Andrew Eyre	The Stag
9	Cllr. Marilyn Canet	STC Cllr. Northern Ward
10	Alvin Chantler	Buckhurst Residents
11	Shirely Chantler	Buckhurst Residents
12	David Corden	Owner in Buckhurst Lane
13	Roland Young	St John's Residents Association
14	Nigel Jepps	Linden Chase Residents
15	David Miall	Wisper / Sevenoaks Bikes
16	Paul Baker	Wealden Properties / Chair of the Chamber of Commerce
17	Ian Cullis	St James Road Resident
18	Cllr. Claire Shea	STC Cllr. Northern Ward + SDC Cllr.
19	Henry Pound	Knole Way
20	Helen O'Sullivan	Eardley Road Resident
21	Helen Cooke	Sevenoaks Town Council
22	John Stambolouian	Sevenoaks Society
23	Richard Baxter	Sevenoaks Society

Number	Name	Representing
24	Robert Hutton	Everyone Active
25	Edward Oatley	Sports Council
26	Cllr. Elizabeth Purves	SDC Cllr. Eastern Ward
27	Andrew Pring	Knole Paddock
28	Cllr. Alan Leaman	SDC Cllr. Northern Ward
29	Shirley Chantler	Buckhurst Lane Resident
30	Marian Corden	Buckhurst Lane Resident
31	Cllr. David Skinner OBE	STC Cllr. St. John's Ward
32	Cllr. Lise Michaelides	STC Cllr. Town Ward
33	Detlev Munster	Sevenoaks District Council
34	Cllr. Libby Ancrum	STC Cllr. Eastern Ward
35	Andrew Connors	Sevenoaks District Council
36	Cllr. Dr Peter Dixon	STC Cllr. St. John's Ward
37	Natasha Cleaver	Sevenoaks District Council
38	Emma Henshall	Sevenoaks District Council
39	Susan Evens	Kaleidoscope
40	James Ball	Resident (20mph petitioner)
41	Cllr. Tony Clayton	STC Cllr. Eastern Ward, Sevenoaks Cycle Forum
42	Cllr. Victoria Granville	STC Cllr. Town Ward
43	Hasan Romel	Everyone Active
44	Charles George	Sevenoaks Society
45	Cllr. Roddy Hogarth	SDC Seal and Weald Cllr. and Leader
46	Byron Brown	Bradbourne Residents Association

IMPLICATIONS FOR THE MASTERPLAN

In response to feedback received during the second workshop, particularly concerns around access to key town centre car parks, variations were developed for two of the proposed movement options.

Option 2 was revised to include two alternatives: Option 2a retained the access-only approach on London Road but allowed servicing and two-way access to the M&S car park; and Option 2b extended two-way access along London Road between South Park Road and the High Street to maintain access to South Park car park.

Similarly, Option 4 was amended to include Option 4b, introducing two-way working along the southern section of London Road to ensure continued access to South Park car park. These adjustments reflect a direct response to public and stakeholder concerns and aim to balance improved movement with the operational needs of the town centre.

Refer to pages 54 to 58 of the Sevenoaks Town Centre Masterplan for further detail on the town centre movement options.

Table 2.1: List of attendees for workshop two





Image 2.2: Table discussions during the second workshop

2.2 DEVOLUTION AND LOCAL GOVERNMENT RESTRUCTURING

PAUSE IN THE MASTERPLAN AND CONSULTATION PROCESS

The draft masterplan and consultation process were paused between the months of March 2025 and June 2025 in response to significant national reforms to the UK planning system and local government structures. These reforms, outlined in the 2024 English Devolution White Paper and the 2025 Devolution and Community Empowerment Bill, propose replacing two-tier councils (such as district and county councils) with larger unitary authorities and giving elected mayors greater powers over planning and development.

Sevenoaks District Council, a key landowner in the proposed redevelopment of Land East of the High Street was affected by these changes. With uncertainty surrounding the future of the council and the management of its assets, it was necessary to pause the masterplan to ensure it reflected the most up-to-date governance context, land ownership status, and future administrative responsibilities.

3. PUBLIC CONSULTATION

3.1 CONSULTATION LAUNCH

Public consultation on the draft Sevenoaks Town Centre masterplan was launched at the Sevenoaks Society's Community Open Day at The Stag Theatre on 28 June 2025 and remained open until 31 September 2025. While the survey remained for the duration of these 12 weeks - a significant extension to its originally intended timeframe of 6 weeks - active advertisement of the consultation was paused in order to focus on a more time-sensitive consultation by the Town Council, which related to local government reorganisation.

Consultation boards setting out the vision and proposals promoted in the draft masterplan were available to view together with printed versions of the draft masterplan report. The information was also available to view on-line alongside a questionnaire to elicit feedback.

Launching the masterplan at the well-attended and popular Sevenoaks Society event raised its profile. Members of the design team were available to discuss proposals and receive comments.

The consultation boards enabled attendees to explore the proposals further and engage in meaningful discussions with the project team. During the event, the Draft Masterplan questionnaire was also promoted, allowing participants to share their feedback on the proposals. The results of this feedback are discussed later in this document.



Image 3.1: Attendees of the consultation launch reviewing consultation boards



3.2 PUBLIC CONSULTATION BOARDS

Seven consultation boards were prepared for the public consultation. Six boards presented the core proposals set out within the draft Sevenoaks Town Centre masterplan. The boards were developed through an iterative process, incorporating feedback from the Town Council and its Councillors to ensure clarity and relevance. A further board, prepared by Sevenoaks Town Council, was also displayed. This explained what a masterplan is and its purpose.

The boards were designed to enable viewers to make informed comments on the masterplan and to actively encourage feedback. They were printed and displayed at The Stag Theatre for the launch event at the Sevenoaks Society Community Day and subsequently moved to the Town Council offices where they were available to view until 31st September 2025.

The boards are shown over the next four pages.

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.

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 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.



ST JOHN'S AREA:



TOWN CENTRE:



WHAT DOES SEVENOAKS TOWN COUNCIL DO?

Sevenoaks Town Council is your most local tier of government, equivalent to a Parish Council and with an annual budget of £1,997,096*.

Key services provided by the Town Council include:

- Grants to local organisations £67,000
- Cemetery
- Bus Shelters
- 7 play areas
- 6 community buildings
- 17 public open spaces
- 2 allotment sites
- Community events
- Markets
- Public seats
- Youth Cafe & Youth Council
- 11 Sports Pitches
- Floral displays and Christmas Lights
- Litter bins and litter collecting
- Public toilets

*Based on the financial year 2025/2026. For more information on where this budget comes from and how it is spent, please visit <https://grco.de/bfn144w>

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 John's 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.



Figure 3.1: Consultation board prepared by Sevenoaks Town Council and explaining what a masterplan is and its purpose

SEVENOAKS TOWN CENTRE MASTERPLAN (DRAFT) 1

PUBLIC CONSULTATION JUNE 2025

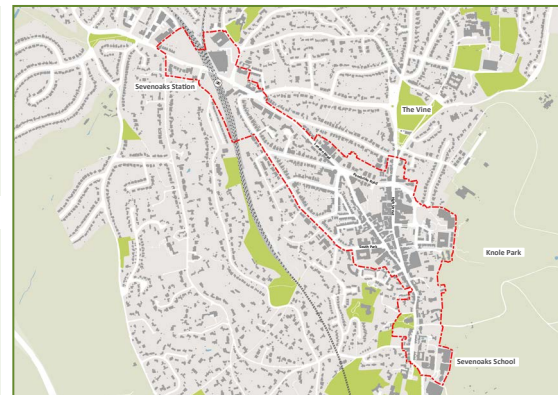
WHY PREPARE A MASTERPLAN?

- 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, Kaledioscope) 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
- 10. 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

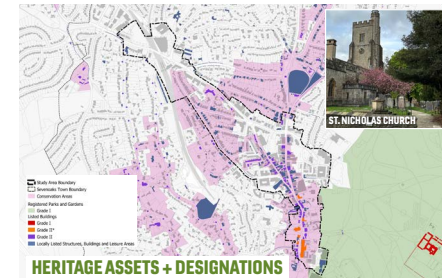
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SEVENOAKS TOWN CENTRE MASTERPLAN (DRAFT) 2

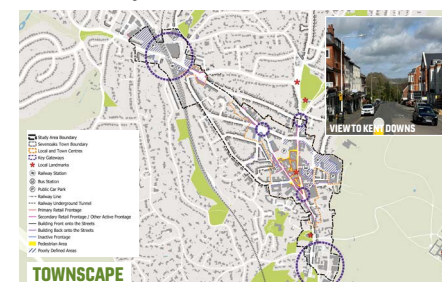
PUBLIC CONSULTATION JUNE 2025

TOWN CENTRE CONTEXT ANALYSIS



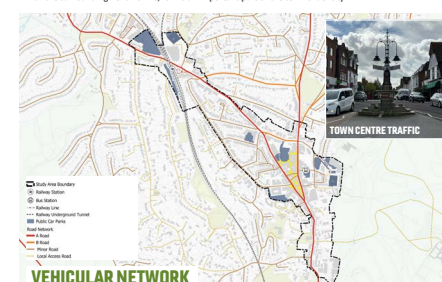
HERITAGE ASSETS + DESIGNATIONS

Much of Sevenoaks town centre, and the immediately adjacent areas, have been designated as Conservation Areas, reflecting their historic significance. The town is home to numerous listed buildings and Knole Park is a Grade I Registered Park and Garden.



TOWNSCAPE

Sevenoaks retains much of its historic character, with buildings dating back six centuries and a 17th century layout featuring small courtyards and modest two- and three-storey buildings. The historic centre, along with the surrounding Kent Downs, forms an important part of the town's identity



VEHICULAR NETWORK

High Street and London Road meet in the town centre and these historic routes form part of the strategic road network. Both are narrow and can become congested at peak times. Heavy goods vehicles further impact on these routes. The town has several car parks, including a multi-storey at Bushurst Lane

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

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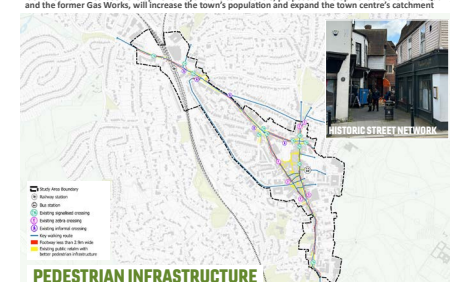
LAND USES

Sevenoaks is a vibrant town with independent shops, cafés to serve its wider residential catchment. It offers a number cultural and leisure amenities, including The Stag Theatre, Knole Park and The Vine. However, there is a shortage of evening leisure activities and connections between these spaces could be improved



DEVELOPMENT OPPORTUNITIES

Several development opportunities exist in Sevenoaks town centre, including at Chandlers Place on the High Street and 9 Pembroke Road. Vacant sites including Land East of High Street and the Farmers Site are identified for mixed-use development. Beyond the town centre, proposed development at Sevenoaks Quarry and the former Gas Works, will increase the town's population and expand the town centre's catchment



PEDESTRIAN INFRASTRUCTURE

Whilst the historic lanes provide an attractive environment for pedestrians, narrow pavements on the main streets and poorly placed crossings, reduce the attractiveness of walking in the centre. Concerns have been raised about the dangers posed by heavy goods vehicles to pedestrians using the narrow footways



Figure 3.2: Consultation board one

Figure 3.3: Consultation board two

SEVENOAKS TOWN CENTRE MASTERPLAN (DRAFT) 5

PUBLIC CONSULTATION JUNE 2025

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 Edwards' 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



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 potential 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 wait 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 Kaledoscope (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 / rain gardens 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.



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SEVENOAKS TOWN CENTRE MASTERPLAN (DRAFT) 6

PUBLIC CONSULTATION JUNE 2025

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 crossings 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

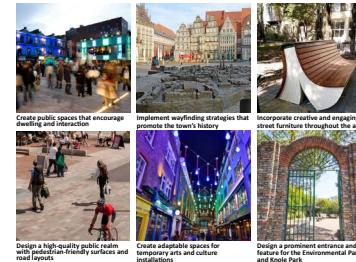
- 5 London Road:** Similar changes to High Street, extending north to Sevenoaks Station with tree planting where possible

- 6 Pembroke Road / Suffolk Way:** Provision of wider footways, pedestrian crossings, 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 Chancellors 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



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



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Figure 3.6: Consultation board five

Figure 3.7: Consultation board six





Image 3.2: Attendees of the consultation launch reviewing consultation boards

3.3 DRAFT MASTERPLAN QUESTIONNAIRE

As part of the consultation on the draft Sevenoaks Town Centre masterplan, a questionnaire was prepared to enable the public to feedback their views on the masterplan.

The questionnaire, together with the draft masterplan were available to view and complete on-line from the date of the masterplan launch on 28 June 2025 through to 31st September.

The masterplan questionnaire focuses on several key areas, including traffic management options, junction improvements, development opportunities, public realm enhancements, pedestrian connectivity, early-stage interventions (quick wins), and wayfinding and signage strategies.

A total of 151 people responded to the questionnaire and the key takeaways from the findings are outlined in the remainder of this section.

FINDINGS: GUIDING PRINCIPLES

Question 1 focused on the masterplan design principles and was sub-divided into three parts, the first (part 1a) allowing respondents to indicate their level of support for each principle (from strongly support to strongly oppose), the second (part 1b) to prioritise the three masterplan principles that were most important to them and the third (part 1c) allowing respondents to add their own comments.

The consultation responses to Question 1a show a strong level of support for all ten principles. All principles received the majority of responses in either the 'Support' or 'Strongly Support' categories, with particularly high support for Principle 2 (Respect and celebrate Sevenoaks' unique heritage), and Principle 4 (Enhance the town centre offer).

Levels of opposition were generally low, with only a small proportion of respondents selecting 'Oppose' or 'Strongly Oppose' across most of the principles. The exceptions were Principle 6 (Encourage active modes of transport and reduce vehicular traffic) and Principle 9 (Provide a range of new homes), where there was a more mixed response.

This indicates broad agreement with the direction and intent of the proposed masterplan principles. Refer to pages 40 to

45 of the Sevenoaks Town Centre Masterplan for further detail on the masterplan principles.

In response to Question 1b, the masterplan priorities favoured by respondents were Principle 2 (Respect and celebrate the area's unique heritage), Principle 6 (Create a people-focused public realm) and Principle 7 (Strengthen the cultural offer), highlighting strong support for principles that enhance the town's character, social spaces, and cultural life.

Other highly ranked principles included Principle 1 (Transform the sense of arrival) and Principle 4 (Enhance the town centre offer), showing interest in improving first impressions and the overall town centre experience. Principle 3 (Be environmentally responsible), Principle 5 (Encourage active modes of transport) and Principle 8 (Green the town centre) received moderate support.

Lower-ranked principles included Principle 9 (Provide a range of new homes) and Principle 10 (Deliver small interventions, events and early wins), indicating these were less frequently seen as top priorities.

Overall, respondents emphasised the importance of heritage, public spaces, and cultural development, alongside improving the town centre experience, while environmental sustainability and housing were acknowledged but ranked lower in priority.

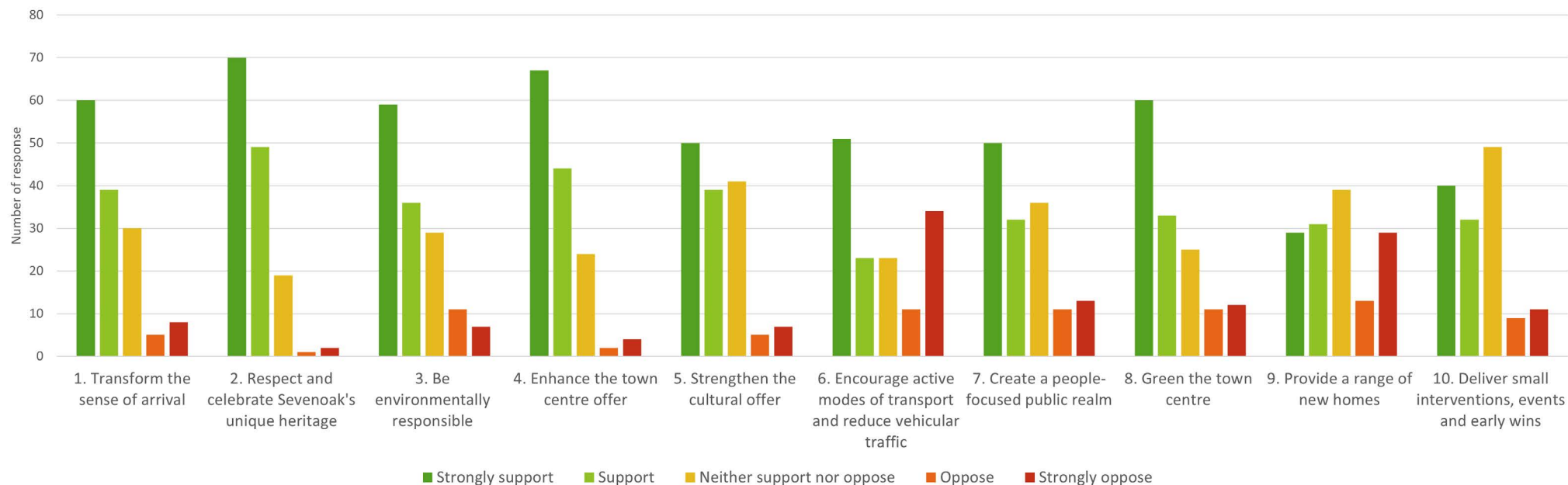


Figure 3.8: Question 1a - Do you support the guiding principles proposed for Sevenoaks Town Centre Masterplan?

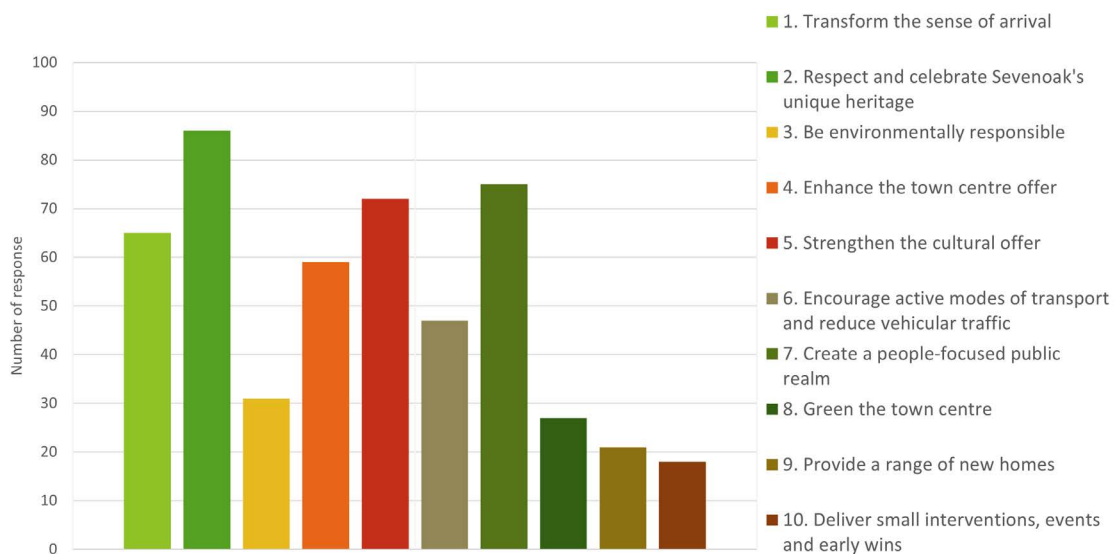


Figure 3.9: Question 1b - Please identify your top masterplan principles (choose three)

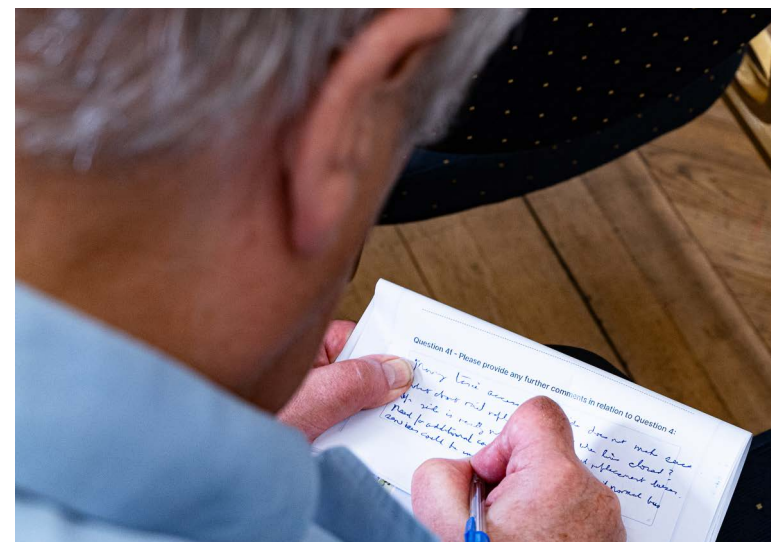


Image 3.3: Member of the public filling out questionnaire during the public consultation event

A total of 61 respondents provided written feedback on the Sevenoaks Town Centre masterplan guiding principles (Question 1c).

A review of the comments revealed that opinions were predominantly critical or cautious, with some conditional support for improvements to the town centre environment, public transport, and local retail offer.

Of these, 10 comments (16%) were broadly positive, welcoming proposals to revitalise the town centre, green public spaces, and improve accessibility around the station. Supporters emphasised the value of creating a more vibrant, people-focused centre, enhancing cultural opportunities, and supporting independent businesses.

A further 17 comments (28%) were general or mixed, recognising the potential benefits of some principles—such as better walking connections, a greener public realm, and more local housing—but warning that delivery must remain realistic and sensitive to Sevenoaks’ topography, heritage, and limited infrastructure. These respondents supported balanced measures that encourage sustainable travel while maintaining convenient car access.

The majority, 34 comments (56%), were negative, expressing concern that the masterplan is overly idealistic, anti-car, and disconnected from residents’ everyday needs. Many opposed pedestrianisation, one-way systems, and reduced parking, fearing such measures would discourage visitors, damage trade, and make access harder for older residents or those living in hilly areas.

Several questioned the financial viability of large-scale interventions and called for small, affordable improvements focused on tidiness, safety, and local retail vitality.

Overall, respondents showed a strong desire to preserve Sevenoaks’ distinctive character and accessibility, while supporting selective enhancements, particularly around the station area, public transport, and high street appearance that can be achieved without major disruption or excessive cost.

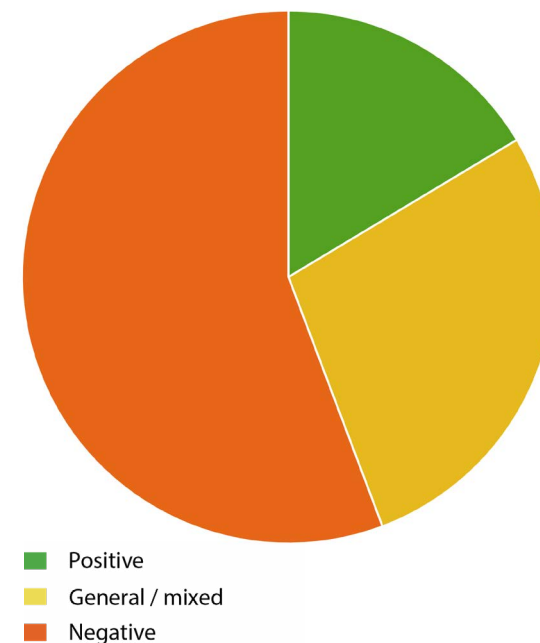
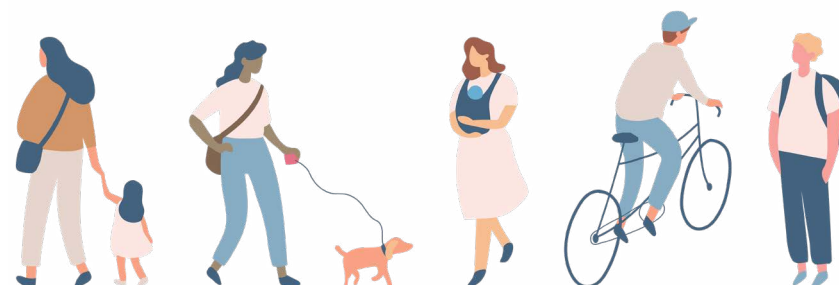


Figure 3.10: Question 1c - Please provide any further comments in relation to the masterplan guiding principles



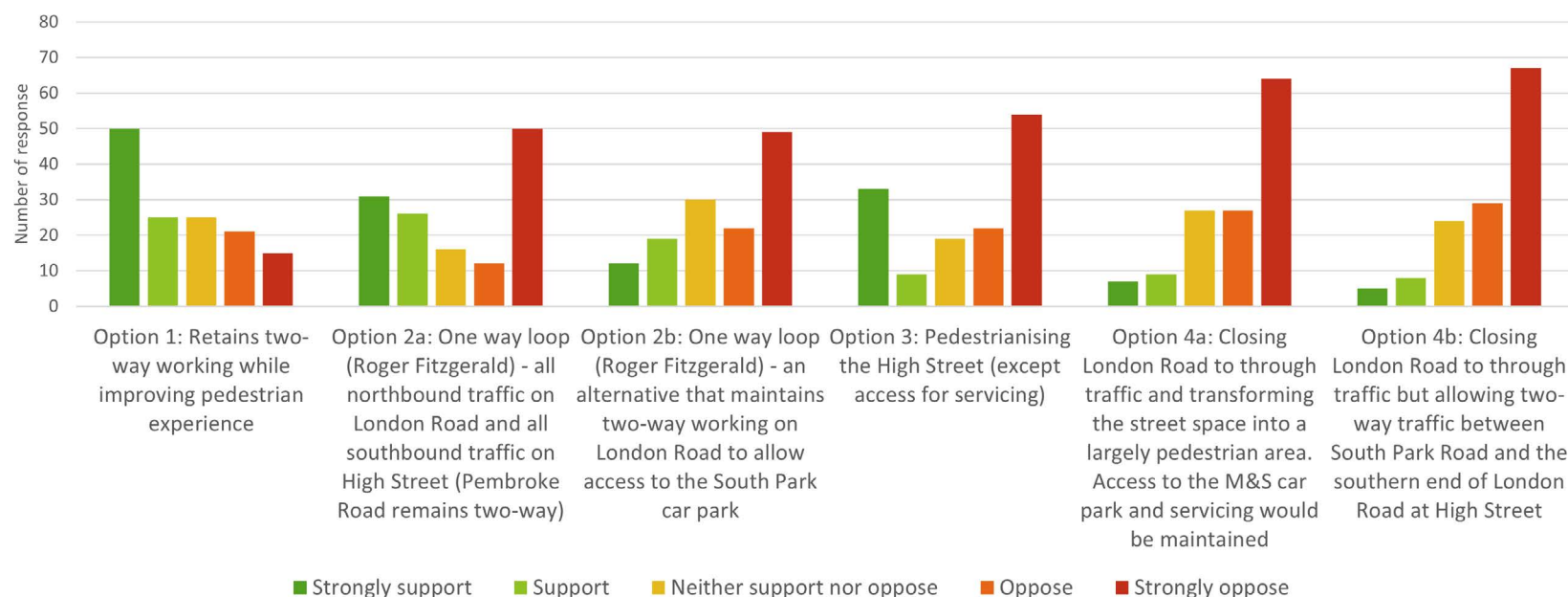


Figure 3.11: Question 2a - Which of the potential movement options for the town centre do you support?

FINDINGS: POTENTIAL MOVEMENT OPTIONS

Question 2 focused on potential movement options for the town centre.

Question 2a asked respondents to identify which of the potential movement options they support. Question 2b then allows respondents to provide further comments.

The community responses to potential movement options for the Sevenoaks town centre indicate a clear preference for retaining two-way traffic, with caution or opposition toward more radical changes.

The option that keeps two-way traffic while improving the pedestrian experience received the strongest support, reflecting residents' desire for minimal change combined with enhancements for pedestrians.

Support declines for proposals involving one-way systems or partial pedestrianisation, with many respondents opposing these options, particularly those that significantly restrict traffic or alter access routes. Full or partial pedestrianisation of the High Street, as well as proposals to close London Road to through traffic, were met with strong resistance.

Overall, the responses suggest that residents prioritise practical improvements that enhance the pedestrian environment while maintaining convenient car access, showing considerable reluctance toward measures that would limit traffic flow or remove through routes entirely.

Refer to pages 54 to 58 of the Sevenoaks Town Centre Masterplan for further detail on the town centre movement options.

A total of 78 respondents provided written feedback on the potential movement options for the town centre (Question 2b).

A review of these comments revealed a broad mix of views, with differing priorities between maintaining vehicle access and improving the pedestrian environment.

Of these, 25 comments (32%) were broadly positive, supporting measures to enhance pedestrian safety, introduce street trees and greenery, widen pavements, and create safer cycling connections.

Supporters welcomed efforts to make the town centre more attractive and environmentally friendly, provided that access for deliveries and short-stay parking was maintained.

The higher proportion of comments, 31 (40%), were negative or opposed to major changes such as one-way systems, road closures, and full or partial pedestrianisation. Respondents expressed concerns that such interventions could increase congestion, divert traffic through residential streets, and harm local businesses by reducing accessibility for drivers, older residents, and those with mobility challenges.

The remaining 22 comments (28%) were mixed or general, recognising the potential benefits of improving the pedestrian environment but stressing the importance of a balanced approach.

These respondents supported trial periods, phased implementation, and further traffic modelling to assess impacts before making permanent changes.

Overall, the feedback highlights strong community support for practical, well-designed improvements that make the town centre safer and greener, alongside a clear desire to retain convenient vehicle access and avoid unintended traffic impacts.

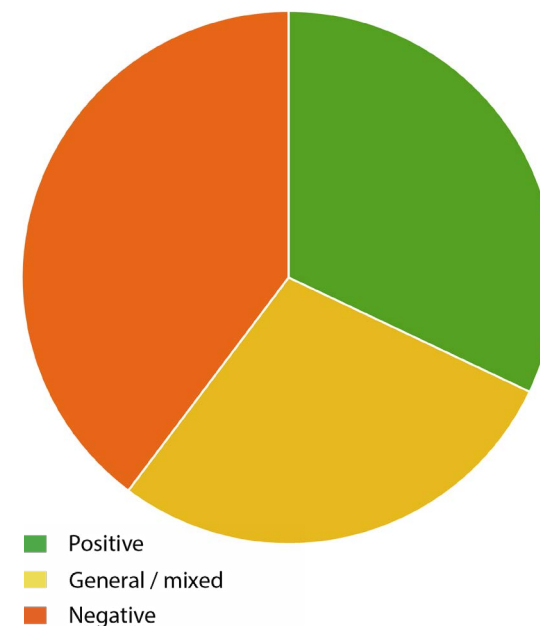


Figure 3.12: Question 2b - Please provide any further comments in relation to the potential movement options - response sentiment



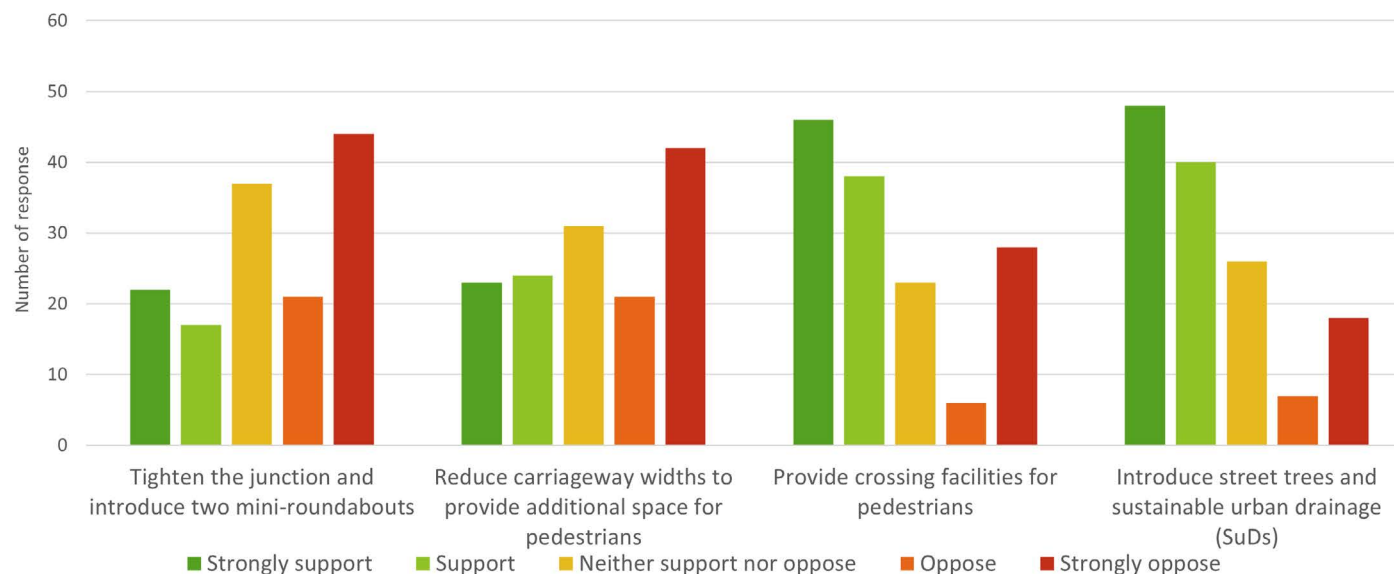


Figure 3.13: Question 3a - Do you support the recommendations for improvements to the junction at Pembroke Road and London Road?

FINDINGS: PROPOSED JUNCTION IMPROVEMENTS

Question 3 asked respondents to indicate their views on potential junction improvements in Sevenoaks town centre. Question 3a relates to improvements to the junction of Pembroke Road and London Road; Question 3b relates to improvements to the junction of Pembroke Road and High Street and Question 3c relates to improvements to the junction of High Street and London Road. Question 3d then allows respondents to provide further comments.

A total of 141 respondents provided feedback on the proposed improvements to the junction at Pembroke Road and London Road (Question 3a). The responses are mixed.

Whilst the introduction of street trees and sustainable urban drainage, and pedestrian crossing facilities were supported by the majority of respondents, reduction of carriageway widths and introduction of two mini-roundabouts was less popular with almost 30% of respondents strongly opposing these measures.

Overall, the responses suggest that the community favours interventions that benefit pedestrians and the environment while showing caution or resistance to structural changes that could alter traffic flow or reduce road capacity.

Refer to pages 59 to 61 of the Sevenoaks Town Centre Masterplan for further detail on the town centre junction options.

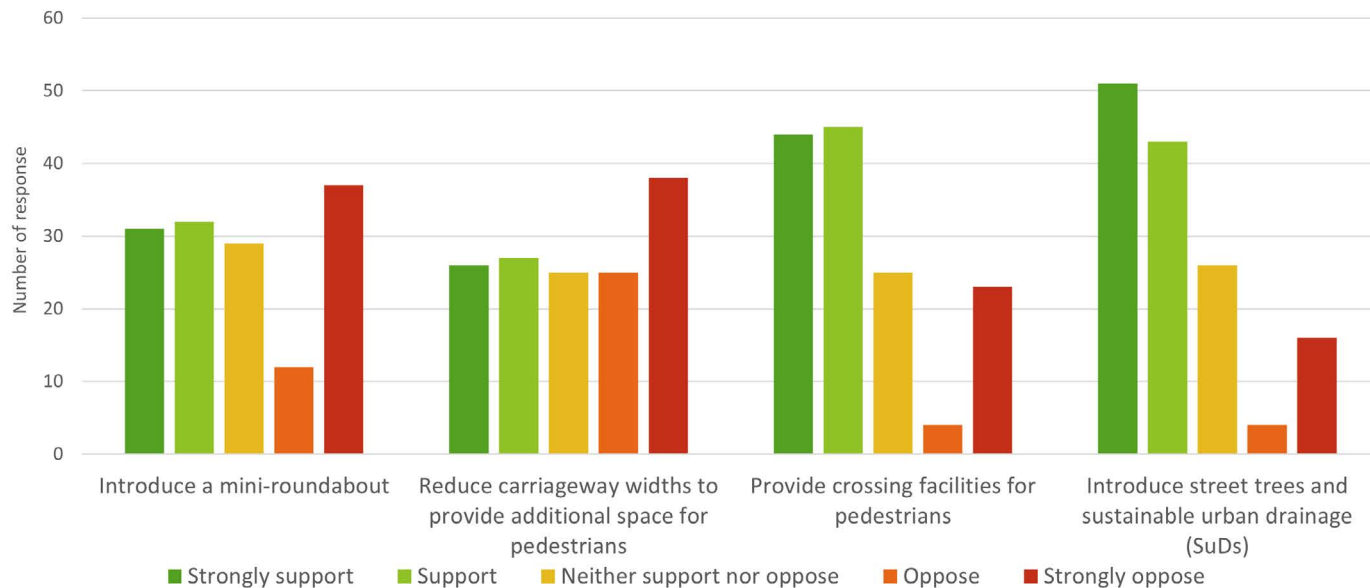


Figure 3.14: Question 3b - Do you support the recommendations for improvements to the junction at Pembroke Road and High Street?

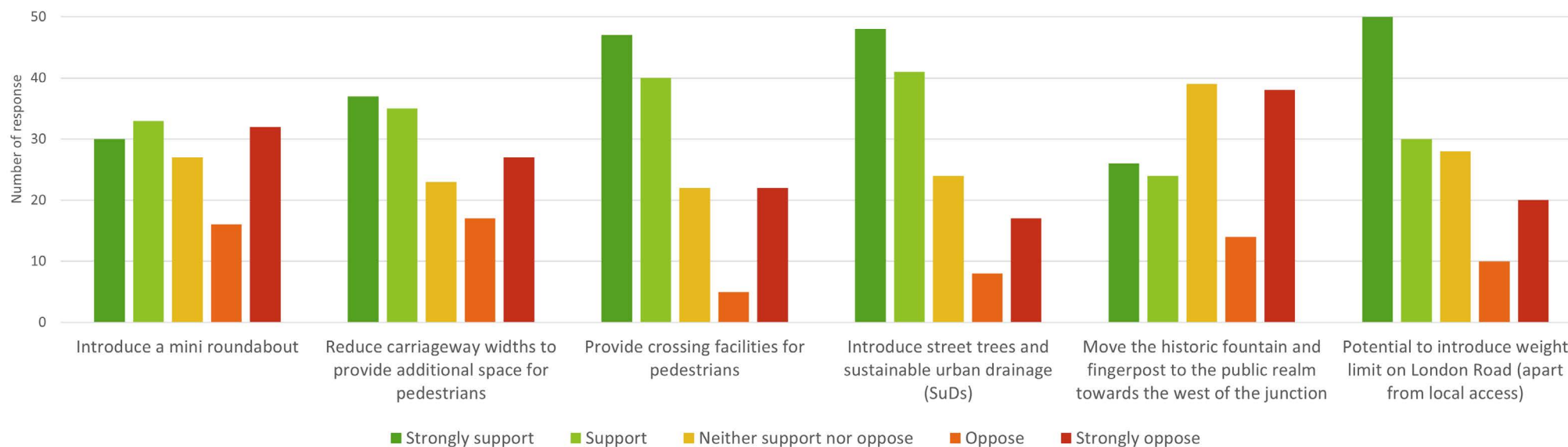


Figure 3.15: Question 3c - Do you support the recommendations for improvements to the junction at High Street and London Road?

A total of 141 respondents provided feedback on the proposed improvements to the junction at Pembroke Road and High Street (Question 3b). As with the response to Question 3a the response was mixed.

Whilst the introduction of street trees and sustainable urban drainage, and pedestrian crossing facilities were supported by the majority of respondents, reduction of carriageway widths and introduction of a mini-roundabout was less popular.

Overall, the responses suggest that the community favours interventions that benefit pedestrians and the environment while showing caution or resistance to structural changes that could alter traffic flow or reduce road capacity.

Similarly, 141 respondents provided feedback on the proposed improvements to the junction of High Street and London Road (Question 3c).

There was strong support for measures that enhance pedestrian safety and environmental quality. The proposals to provide pedestrian crossings and introduce street trees with sustainable urban drainage (SuDs) were both widely endorsed, with respondents valuing safer, greener, and more attractive streetscapes.

The idea of relocating the historic fountain and fingerpost received mixed feedback, with some supporting it to improve the layout and visibility of the junction, while others opposed moving historic features from their established setting.

Many respondents welcomed the proposal to introduce a mini-roundabout, viewing it as a way to improve traffic flow and safety, although a notable number expressed caution about potential congestion and driver confusion.

Proposals to rationalise street space to create more pedestrian areas also attracted a relatively positive response, with many supporting a better balance between vehicles and pedestrians, while others raised concerns about narrowing the road and possible delays to traffic.

The proposal to introduce a weight limit on London Road, restricting through traffic but allowing local access, also gained general support, particularly from those concerned about heavy vehicles passing through the town centre.

Overall, the feedback indicates strong community backing for improvements that prioritise pedestrian safety, greenery, and traffic management, combined with a desire to preserve the area's heritage and avoid unnecessary disruption to vehicle movement.

A total of 52 respondents provided written feedback on the proposed junction changes (Question 3d).

A review of the comments revealed generally negative views overall. Of these, 11 (21%) were broadly positive, 30 (58%) negative, and 11 (21%) mixed or neutral in sentiment.

Positive respondents welcomed measures to improve pedestrian safety and crossings, introduce more greenery through street trees, and widen pavements to create a more pleasant walking environment. Some also supported introducing mini-roundabouts at specific junctions to simplify traffic flow and endorsed weight restrictions on London Road to reduce heavy goods traffic and noise.

However, the majority of responses were negative, expressing strong opposition to the proposed mini-roundabouts, which many felt would increase congestion, create confusion for drivers, and compromise safety for pedestrians and cyclists.

A large number of respondents preferred retaining and optimising the existing traffic light systems, which they felt already manage flow effectively while allowing safe pedestrian crossings.

Many objected to relocating the historic fountain and fingerpost, describing them as important heritage features that contribute to Sevenoaks' character.

Additional concerns were raised about the proximity of pedestrian crossings to roundabouts, potential blockages to traffic flow, and the cost of implementing unnecessary changes.

Mixed or neutral comments recognised potential benefits in improving pedestrian environments, reducing HGV movements, and enhancing the town centre's visual appeal but called for detailed traffic modelling before any decisions are made.

These respondents emphasised the need to balance heritage preservation with accessibility and safety, suggesting that smaller-scale interventions such as better signage, improved signal timings, or shared-space designs could achieve similar outcomes.

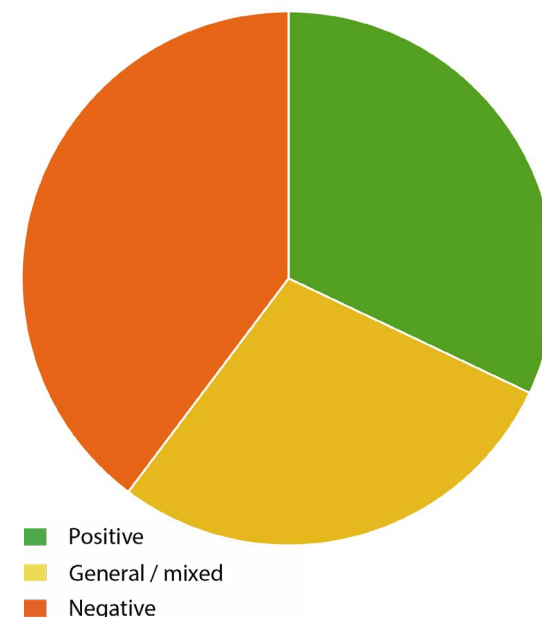


Figure 3.16: Question 3d - Please provide any further comments in relation to the proposed junction changes - response sentiment



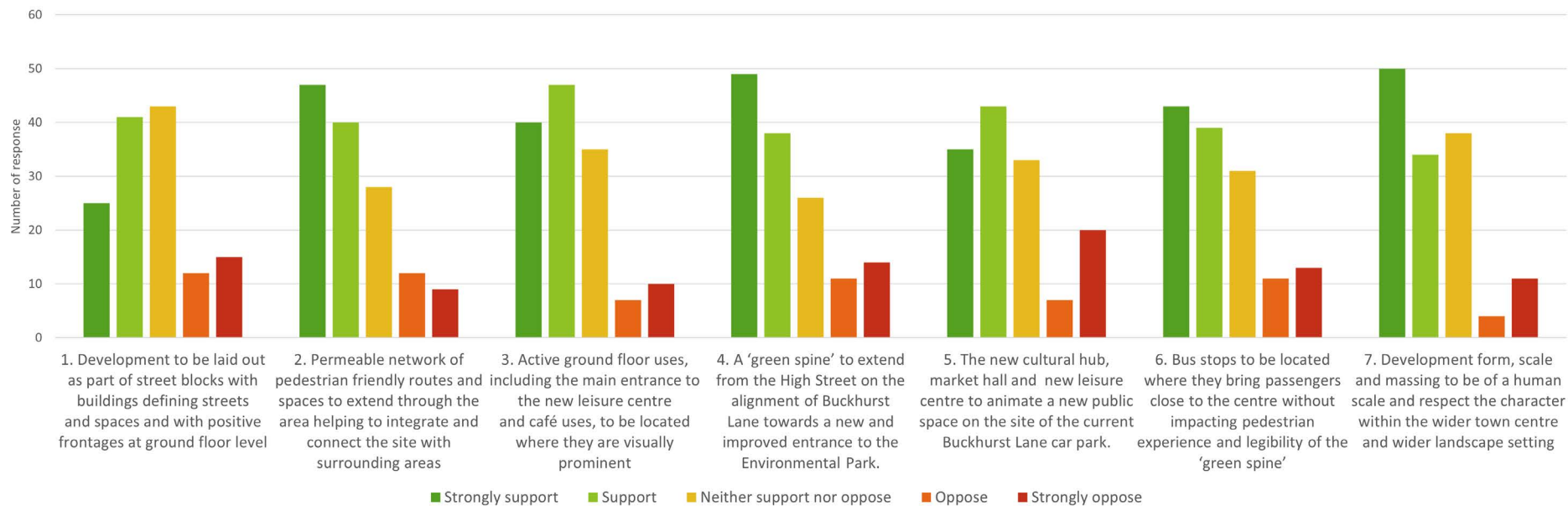


Figure 3.17: Question 4a - Do you support the proposed design recommendations for Land East of High Street?

FINDINGS: PROPOSED DESIGN RECOMMENDATIONS

Question 4 asked respondents to indicate their views on design recommendations for sites within the town centre. Question 4a related to Land East of the High Street; Question 4b to the Bus Station; Question 4c to the Post Office and BT Exchange buildings; Question 4d to the former Edwards Electrical site; and Question 4e to the Sevenoaks Station area site. Question 4f then allows respondents to provide further comments.

A total of 139 respondents provided feedback on the design recommendations for Land East of the High Street (Question 4a).

Responses showed support for all of the design recommendations and with only low levels of opposition.

Recommendations relating to a permeable network of pedestrian-friendly routes and spaces, active ground floor uses, a “green spine” extending to the Environmental Park, and development form, scale, height, and massing to maintain a human scale and respect the character of the town centre were most strongly supported.

Refer to pages 70 to 75 of the Sevenoaks Town Centre Masterplan for further detail on design recommendations for sites within the town centre.

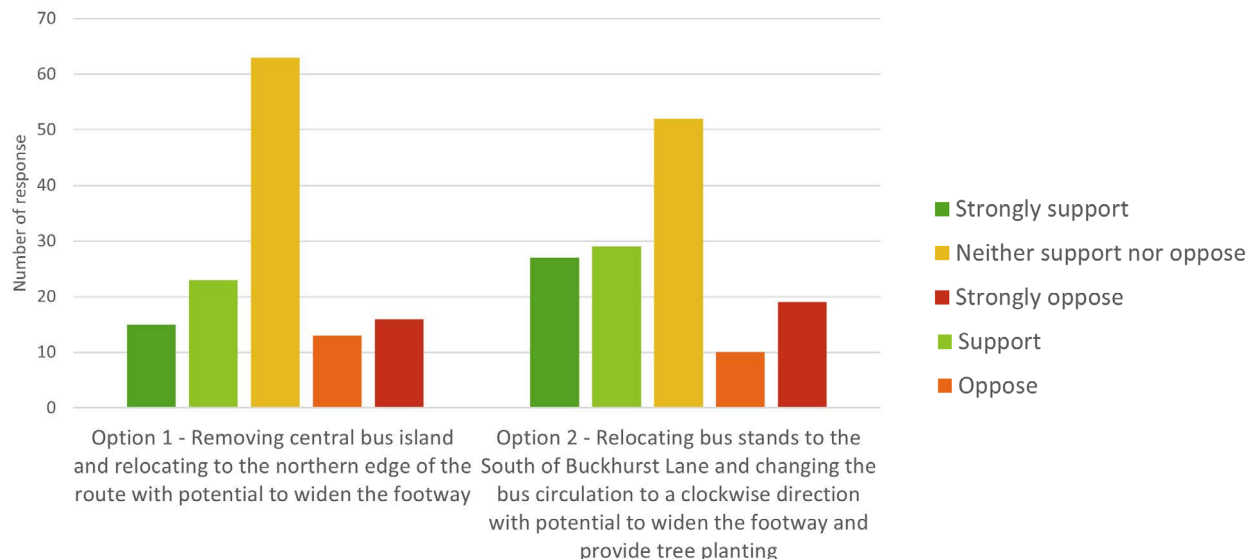


Figure 3.18: Question 4b - Do you support the options explored to relocate the bus station in the masterplan?

A total of 137 respondents provided feedback on the design recommendations for the bus station (Question 4b).

For Question 4b, responses to the proposed relocation of the bus station showed mixed reactions. The option to remove the central bus island and relocate it to the northern edge of the route received a combination of support, neutrality, and opposition.

Some respondents expressed support for the potential improvements, while others were neutral, and a portion opposed the proposal. Similarly, the option to relocate bus stands to the south of Buckhurst Lane with a clockwise circulation also drew mixed responses, with some respondents supporting the proposal, others remaining neutral, and some opposing it. Overall, both options generated a range of positive, negative, and neutral feedback.

A total of 135 respondents provided feedback on the design recommendations for the Post Office and BT Exchange buildings (Question 4c).

Responses were generally positive, with strong support expressed for most of the design recommendations.

Particularly strong support was received for design principles that respect the town's character, including heritage-sensitive development that complements the nearby Conservation Area and the Stag Theatre, and for careful control of height and massing to maintain a human scale in line with local context.

Responses were more mixed regarding the refurbishment of the existing telecoms building and the rationalisation of car parking on South Park.

A total of 131 respondents provided feedback on the design recommendations for the Former Edwards Electrical site (Question 4d).

Responses were generally positive, with strong support expressed for most of the design recommendations.

Whilst there was very little opposition to any of the design recommendations, support for non-residential uses at the ground floor level and mews houses to the rear of the site received less strong support and more neutral views than the other design principles.

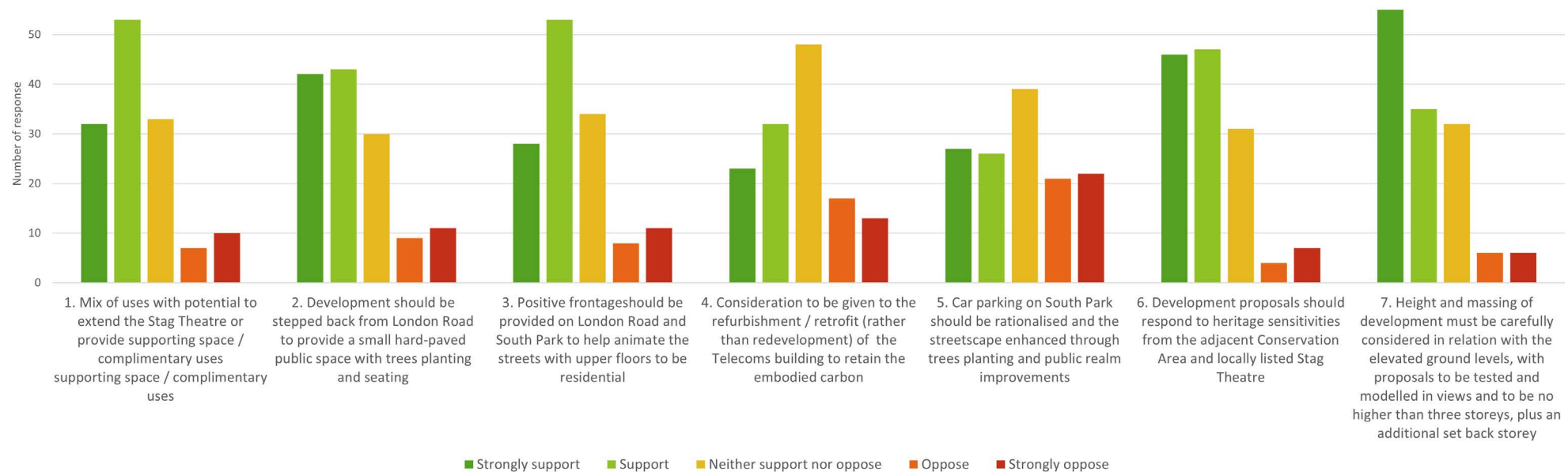


Figure 3.19: Question 4c - Do you support the proposed design recommendations for the Post Office and BT Exchange buildings?

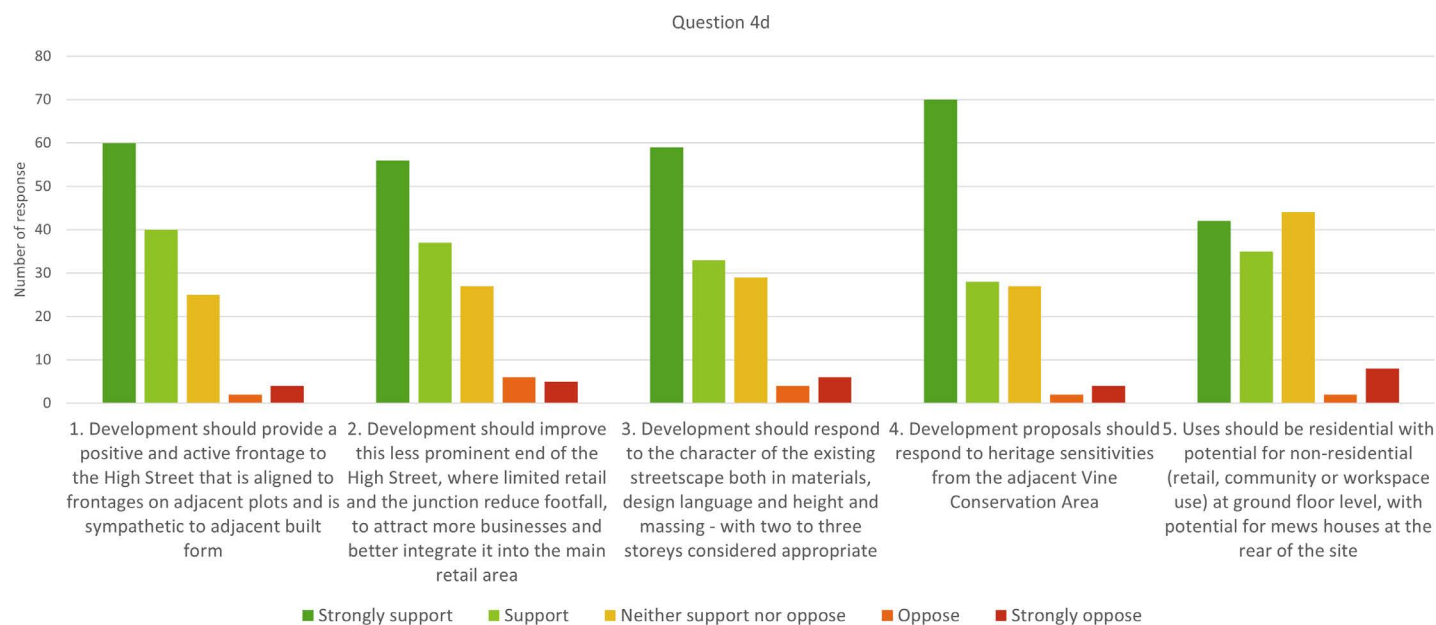


Figure 3.20: Question 4d - Do you support the proposed design recommendations for the Former Edwards Electrical site?



Figure 3.21: Question 4e - Do you support the proposed design recommendations the Sevenoaks Station area site?

A total of 135 respondents provided feedback on the design recommendations for the Sevenoaks Station site (Question 4e).

Support was strongest for the proposals to provide a new station building, create a new public space 'Station Square,' and set development back along London Road to allow for wider footways and street tree planting, with the majority of respondents expressing support for these elements.

Mixed reactions were observed for the recommendations to provide further retail uses on London Road with residential uses above, the re-provision of surface-level car parking as a multi-storey structure with a new urban residential quarter, the creation of a high-quality streetscape with simplified vehicular access and pedestrian-prioritised public realm, and the use of the existing below-street-level car park to deliver undercroft parking. These aspects received both support and opposition, reflecting a divided view among respondents.

Opposition was strongest for the proposal to allow higher density and building heights of four to six storeys, with a significant portion of respondents expressing concern.

A total of 55 respondents provided written feedback on the design recommendations for sites in Sevenoaks town centre (Question 4f). The responses were mixed.

13 responses (24%) were generally positive, welcoming redevelopment of underused sites, enhancements to public realm, pedestrian-friendly areas, and activation of retail, cafés, or cultural hubs. Supporters highlighted the potential for high-quality housing, improvements to the station area, and a more vibrant town centre, with some suggesting bolder building heights and modern architecture to strengthen the town's identity.

24 responses (44%) were negative, expressing concerns about over-development, high-rise buildings, loss of parking, and an over-emphasis on retail or café provision. Key issues included potential impacts on residents' quality of life, accessibility challenges, traffic congestion, insufficient provision of affordable housing, and risks to Sevenoaks' historic character.

Several respondents argued that existing facilities, including the station and cultural spaces, were adequate, warning against unnecessary or costly changes.

18 responses (32%) were mixed or general, showing conditional support but with significant caveats. These respondents often highlighted the need for careful, phased planning, balance between residential and commercial uses, and attention to accessibility, parking, and local context.

Many people emphasised that redevelopment should respect Sevenoaks' character, preserve heritage, and provide practical benefits without overwhelming existing infrastructure.

In summary, the consultation reflects a community split between cautious support for targeted improvements, strong concerns over overdevelopment and infrastructure impacts, and calls for context-sensitive planning to ensure proposals enhance the town without compromising its character or functionality.

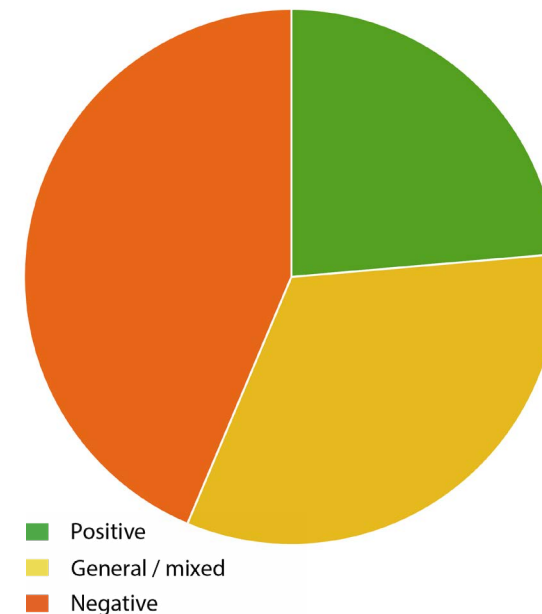


Figure 3.22: Question 4f - Please provide any further comments in relation to the design recommendations for sites - response sentiment



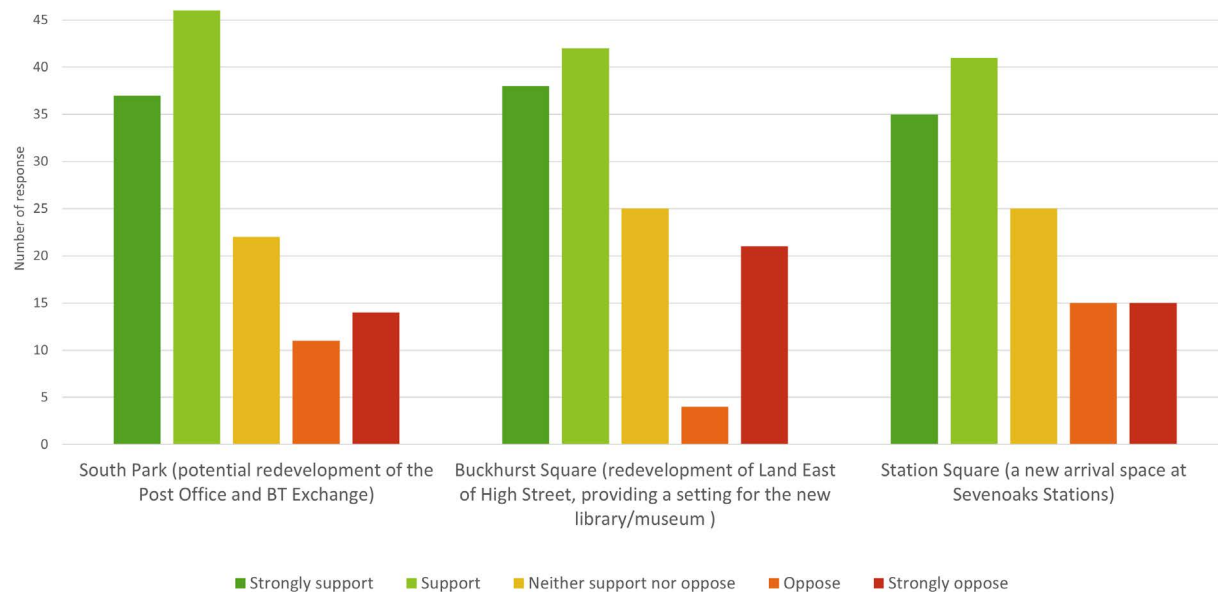


Figure 3.23: Question 5a - Do you support the proposed new public open spaces?

FINDINGS: PROPOSED PUBLIC OPEN SPACES AND PUBLIC REALM RECOMMENDATIONS

Question 5 asked respondents to indicate their views on new public spaces and public realm improvements within the town centre.

Question 5a asked respondents for their views on three potential new public open spaces in the centre.

131 responses were received and respondents expressed general support for each of the three spaces with the strongest support for a space at South Park. A slightly higher level of opposition was received for Buckhurst Square.

However when respondents were asked which new public open space should be prioritised (Question 5b) South Park received the least support.

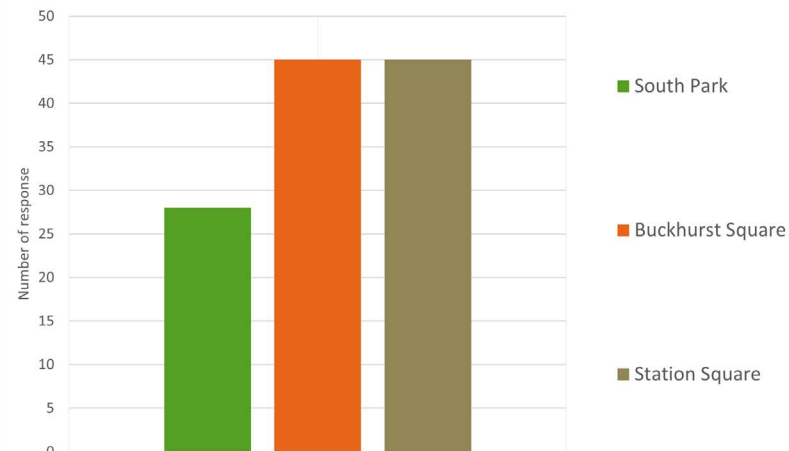


Figure 3.24: Question 5b - Which of the new public open spaces do you think we should prioritise?

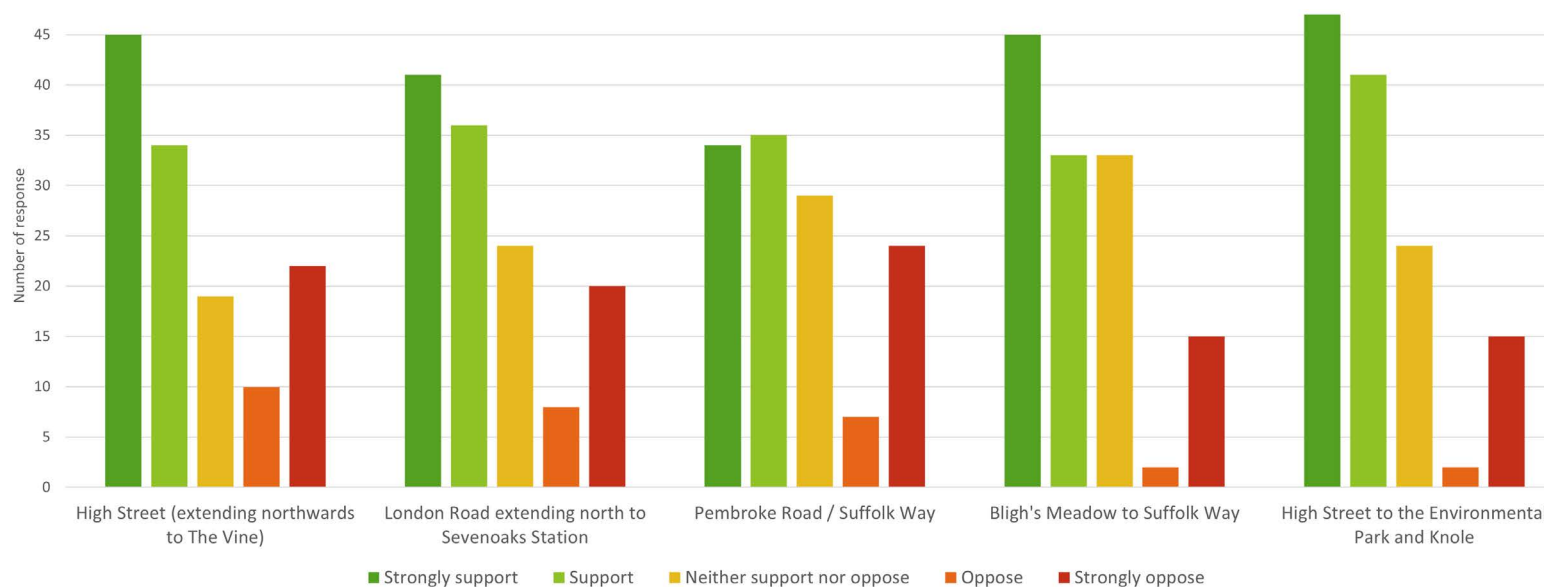


Figure 3.25: Question 5c - Do you support the proposed public realm interventions and pedestrian connections proposed for the following locations?

A total of 130 respondents provided feedback on the proposed public realm interventions and pedestrian connections (Question 5c).

All of the public realm interventions were positively received with the strongest support for the High Street to Environmental Park connection.

The proposals for Pembroke Road / Suffolk Way drew the least strong support with more respondents giving either a neutral or oppose response.

A total of 130 respondents expressed a preference on the public realm interventions and pedestrian connections that should be prioritised (Question 5d). The strongest support was for proposals on the High Street while Pembroke Road / Suffolk Way was the least preferred option.

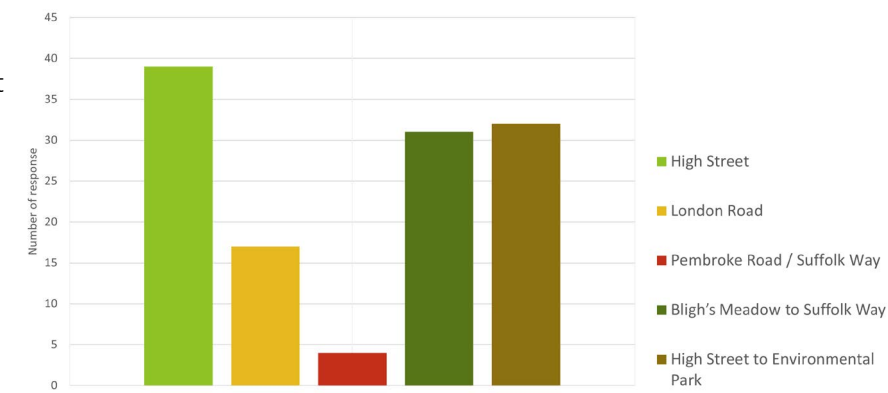


Figure 3.26: Question 5d - Which of the enhanced pedestrian connections do you think we should prioritise?

A total of 35 respondents provided written feedback on the proposed public spaces and public realm improvements within the town centre (Question 5e). The responses were mixed.

12 comments (34.3%) were broadly positive, expressing support for enhancements to public spaces such as Buckhurst Square, the High Street, and connections to cultural, leisure, and green spaces like Knole Park. These responses highlighted the potential to create a more attractive and welcoming environment, improve pedestrian links, and increase vibrancy in key areas of the town centre.

13 comments (37.1%) were negative, raising concerns about costs, potential disruption, safety, over-ambitious proposals, and impacts on traffic and parking. Some respondents strongly opposed pedestrianisation, questioned the scale of proposed squares, and suggested that current infrastructure should be maintained, with funds prioritised elsewhere.

10 comments (28.6%) reflected mixed or general sentiments, showing cautious support for elements such as tree planting or specific pedestrian links, while highlighting feasibility challenges or the need for careful balancing of pedestrian improvements with vehicular access.

Overall, the comments show a mix of enthusiasm for targeted enhancements alongside concerns about practicality, cost, and impacts on existing town centre infrastructure.

Refer to pages 64 to 68 of the Sevenoaks Town Centre Masterplan for further detail on public realm improvements and new public spaces proposed as part of the masterplan.

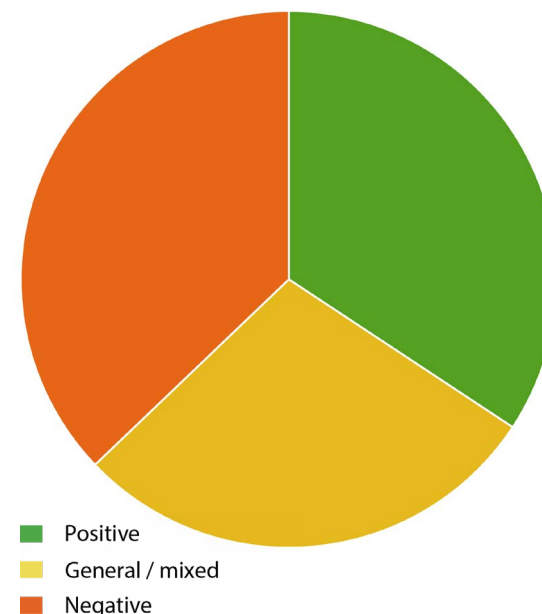


Figure 3.27: Question 5e - Please provide any further comments in relation proposed new public spaces and public realm interventions - response sentiment



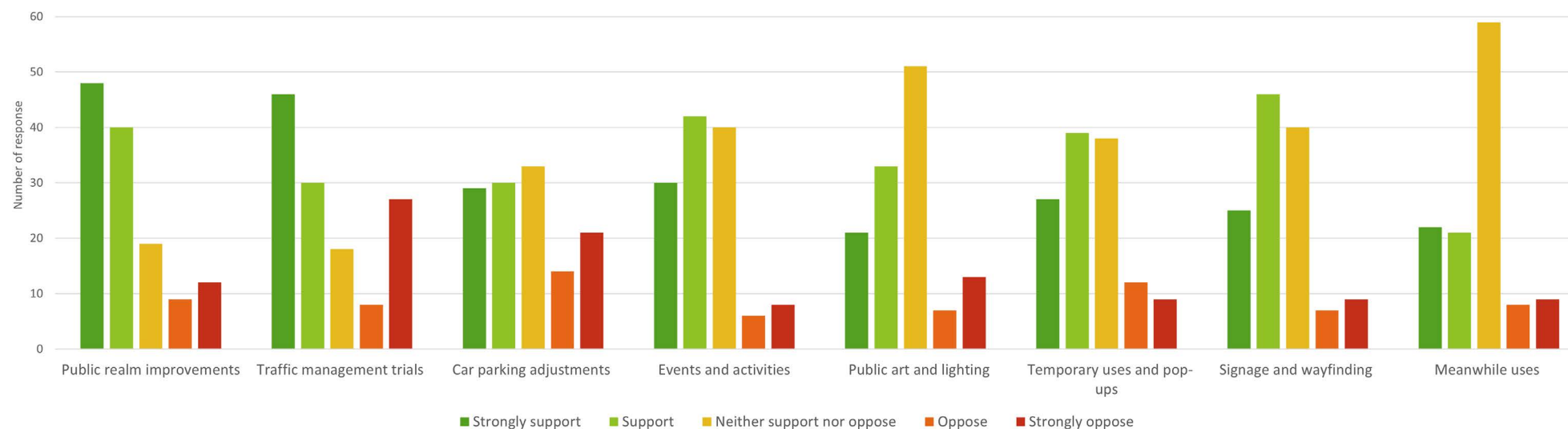


Figure 3.28: Question 6a - Do you support the early win opportunities identified for Sevenoaks Town Centre set out below?

FINDINGS: EARLY WIN OPPORTUNITIES

Question 6 related to early win opportunities in the town centre. Question 6a asked respondents to indicate their views on potential early win opportunities within the town centre. Question 6b then asked respondents to indicate which early win opportunity should be prioritised.

A total of 128 respondents provided feedback on the early win opportunities for Sevenoaks Town Centre (Question 6a).

Public realm improvements received the strongest support, with the majority of respondents in favour. Traffic management trials and car parking adjustments generated mixed responses, with a higher proportion supporting traffic management trials. Given that the potential movement options (Question 2) were generally not well supported, trials may be a way to explore

further whether they could work better than some respondents anticipated.

Events and activities were generally supported, though a significant number of respondents remained neutral. Public art and lighting drew a cautious response, with many undecided, while temporary uses and pop-ups received broad support alongside some neutral and opposing views. Signage and wayfinding were somewhat supported, with a notable neutral response, and meanwhile uses had the largest neutral proportion, with fewer respondents expressing clear support or opposition.

Overall, feedback shows strong support for public realm enhancements, cautious or balanced views for technical and temporary interventions, and mixed levels of endorsement for other proposed early win measures.

Refer to pages 76 to 77 of the Sevenoaks Town Centre Masterplan for further detail on early win opportunities proposed as part of the masterplan.

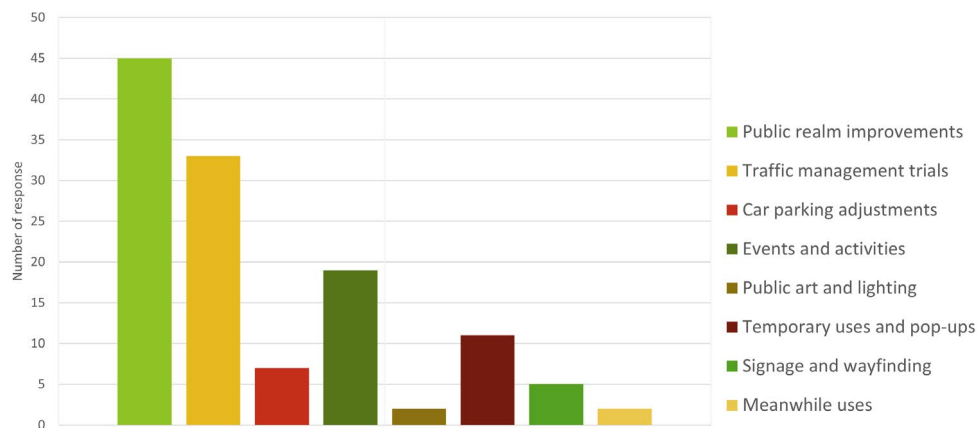


Figure 3.29: Question 6b - Which of the early win opportunities do you think we should prioritise?

A total of 124 respondents indicated which early win opportunities they thought should be prioritised (Question 6b). Public realm improvements gained the most votes, followed by traffic management trials. Events and activities were the next most frequently selected, while temporary uses and pop-ups also received some support. Car parking adjustments, signage and wayfinding, public art and lighting, and meanwhile uses were chosen less frequently, indicating lower prioritisation among respondents.

Overall, the feedback shows a clear preference for interventions that directly improve public spaces and traffic management.

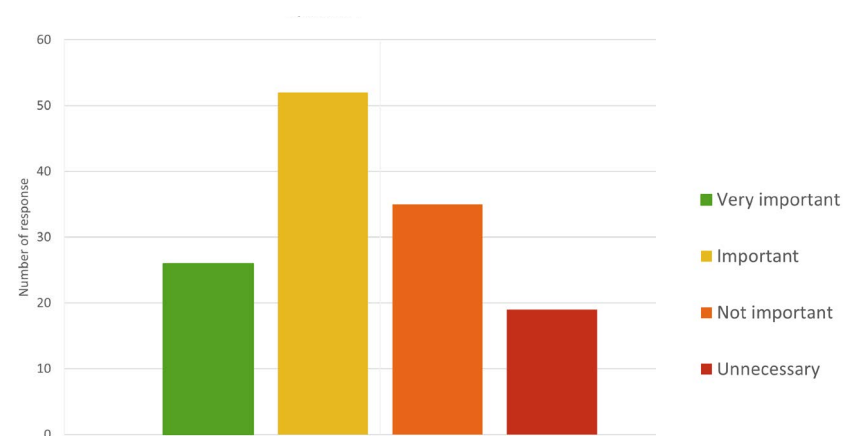


Figure 3.30: Question 7 - How important do you consider signage and wayfinding to facilitate better connections throughout the masterplan area?

FINDINGS: SIGNAGE AND WAYFINDING

Question 7 asked respondents to indicate their views on potential early win opportunities within the town centre.

A total of 132 respondents provided their views on the importance of signage and wayfinding to facilitate better connections throughout the masterplan area. A mixed response was received with the largest number of respondents considering signage and wayfinding as important, and a substantial number as very important. Approximately a quarter of respondents felt that signage and wayfinding is not important, and a smaller group considered it unnecessary.

Overall, the responses indicate a general recognition of the value of signage and wayfinding, with varying degrees of emphasis.

Refer to page 69 of the Sevenoaks Town Centre Masterplan for further detail on signage and wayfinding proposed as part of the masterplan.

FINDINGS: OTHER COMMENTS

Question 8 asked respondents to provide any further comments in relation to the draft Town Centre Masterplan.

A total of 50 responses were received. Among these, 18 responses were broadly positive, highlighting support for initiatives that enhance the public realm, strengthen community assets, improve pedestrian connectivity, and implement early win opportunities. Respondents emphasised the importance of practical improvements, such as better signage and wayfinding, increased green spaces, enhanced leisure and cultural facilities, and measures that make the town more pedestrian-friendly while supporting local businesses.

Positive feedback also noted the potential for creating vibrant communal spaces, promoting active travel, and providing a more attractive and welcoming environment for residents and visitors.

15 responses were negative, raising concerns about overdevelopment, loss of existing car parking, increased traffic congestion, and the high cost of the proposed interventions. These respondents questioned the feasibility and practicality of pedestrianisation, extensive cycling schemes, and large-scale redevelopment, particularly given the town's hilly terrain, reliance on cars by local residents, and limited public transport options.

Some respondents also expressed frustration with perceived council priorities, highlighting a lack of clarity in the masterplan, the potential for disruption, and a risk that changes might favour external visitors or commuters over the needs of the local community.

The remaining 17 responses were mixed or general, recognising some positive aspects of the proposals while emphasising the need for careful planning, phased implementation, and sensitivity to local context.

These responses often highlighted conditional support, depending on factors such as funding, maintenance of new infrastructure, adequate parking, and the balance between pedestrian and vehicular access. Several respondents appreciated the focus on early wins and practical enhancements but stressed that broader structural changes would require careful consideration to avoid unintended consequences.

Overall, the feedback reflects a broad spectrum of views, with a notable proportion of respondents supporting improvements, a substantial number expressing opposition, and a significant group offering conditional or balanced perspectives, reflecting both optimism about potential benefits and caution regarding feasibility, cost, and community impact.

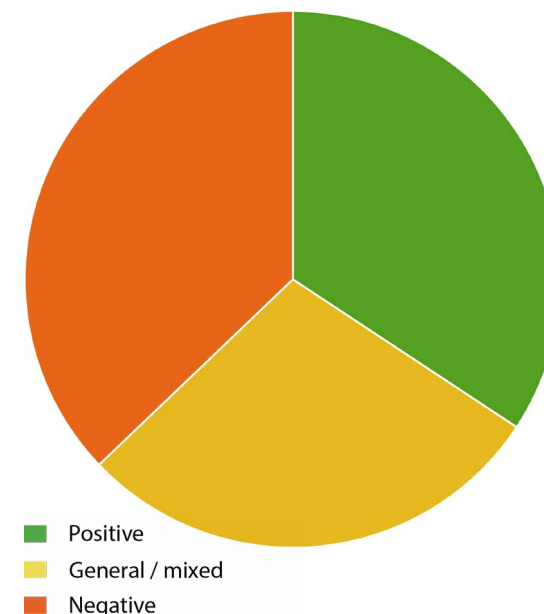


Figure 3.31: Question 8 - Please provide any further comments on the masterplan - comment sentiment



4. SUMMARY

4.1 CONCLUDING REMARKS

The consultation on the Sevenoaks Town Centre Masterplan gathered community feedback and reveals broad but qualified support for improvements focused on development, public spaces, and accessibility, but with caution to proposals that restrict or change traffic management in the centre.

GUIDING PRINCIPLES

Respondents generally supported all ten masterplan principles, with the strongest backing for respecting Sevenoaks' heritage, enhancing the town centre offer, and improving the cultural and public realm experience.

Opposition was limited overall but more pronounced for principles encouraging active transport and new housing. Written feedback (61 comments) showed mixed views with some supporting change, greening, and better accessibility, but with some people voicing concern that the plan was too idealistic or anti-car.

Key priorities identified included preserving the town's unique character, supporting manageable enhancements, and avoiding excessive disruption or cost.

MOVEMENT OPTIONS

Responses showed a clear preference for retaining two-way traffic while improving pedestrian conditions. Proposals for one-way systems or pedestrianisation were broadly opposed, reflecting concerns over congestion, business impact, and accessibility.

While about one-third of comments supported pedestrian-friendly improvements, 40% were opposed to major changes, and the rest favoured a balanced, trial-based approach.

Overall, respondents sought practical enhancements that maintain vehicular access and avoid significant traffic alterations.

JUNCTION IMPROVEMENTS

Views were mixed on the proposed junction changes. Support was strongest for measures improving pedestrian safety, greenery, and drainage (SuDs), while structural modifications such as mini-roundabouts and narrower carriageway were generally opposed.

Many supported retaining existing traffic lights and protecting heritage features like the historic fountain and fingerpost. The overall consensus favoured incremental, evidence-based adjustments that balance safety, flow, and heritage.

DESIGN RECOMMENDATIONS

Feedback across five key sites indicated general support for design principles that maintain human scale, integrate greenery, and respect local character.

The design recommendations for Land East of High Street and Post Office/BT Exchange sites received strong endorsement for heritage-sensitive and pedestrian-focused design.

The Station area proposals divided opinion. While public space and footway improvements were welcomed, higher-density and multi-storey development raised concerns.

Written comments reflected a balance of optimism for regeneration and anxiety over overdevelopment, parking loss, and impacts on character.

PUBLIC SPACES AND REALM

Respondents expressed broad support for new and improved public spaces, especially around South Park and the High Street. However, written feedback revealed mixed opinions.

Some respondents welcomed greener, more connected spaces, while others questioned cost, feasibility, and traffic implications. The majority supported small-scale, context-sensitive enhancements over extensive pedestrianisation.

EARLY WINS AND OTHER COMMENTS

Early win opportunities focusing on public realm improvements and traffic management trials were most supported, while art, lighting, and signage received moderate interest.

Final comments reiterated divided sentiment: many backed targeted, achievable improvements that enhance public life, but others raised concerns over cost, accessibility, and overdevelopment.

Overall, the consultation demonstrates a community that values Sevenoaks' distinctive heritage and accessibility, supports selective, pragmatic improvements, and seeks a cautious, locally sensitive approach to town centre transformation.

4.2 IMPLICATIONS FOR THE MASTERPLAN

Consultation feedback shows broad support for the Sevenoaks Town Centre masterplan vision but highlights the need for refinement to reflect local priorities and sensitivities.

A key implication is the need for a heritage-led, context-sensitive approach. Respondents strongly value Sevenoaks' distinctive character and human scale, calling for careful control of building height, form, and materials to ensure new development complements the town's historic setting.

In terms of movement and accessibility, residents support improved pedestrian safety and comfort but many respondents opposed significant changes in traffic management.

Many respondents opposed introduction of one way working or pedestrianisation although trialling traffic management changes were generally supported.

Support for greening and environmental improvements was clear, though respondents favour practical, incremental interventions such as tree planting, sustainable drainage, and small-scale enhancements that improve environmental quality without major disruption.



Image 4.1: Attendees at the consultation launch in The Stag reviewing consultation boards

Whilst feedback on the design recommendations for sites was broadly positive, comments called for proportionate growth, adequate parking, and sensitivity to surrounding heritage and infrastructure. High-density proposals and large-scale redevelopment will need to respond to the town's character.

In respect of public spaces and public realm, the focus should be on creating attractive, safe, and inclusive areas, with priority given to the High Street and key pedestrian routes.

Finally, early win opportunities, including public realm upgrades, signage, and smaller interventions, should be prioritised to demonstrate progress and build community confidence.

Overall, a phased, balanced, and heritage-conscious approach will best align the masterplan with community expectations.

