
Canvey Town Centre Masterplan

Final Masterplan Report

February 2010 (V2)



Figure A - Aerial Image of the Study Area



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01

INTRODUCTION



01 Introduction

1.1 Background and Need

The Town Centre is currently experiencing decline and is failing to provide for the needs of the community or attract visitors. A masterplan for Canvey Town Centre has therefore been produced to guide future revitalisation and regeneration of the area. The study area has been defined as a key opportunity for raising the profile, economic and social profile of Canvey.

Comprehensive engagement with stakeholders and local people has been undertaken to ensure the needs and desires of the local community have been accounted for in a shared vision for Canvey Town Centre.

With the slogan 'Canvey Comes Alive' providing a strong brand for the project, it is hoped that the consultation exercise will encourage more people to be involved in the future of the town both in further stages of work and in the long term.

1.2 Purpose of the Report

The study seeks to provide a framework for the future of Canvey Town Centre, based on a clear vision and comprehensive set of development principles.

The study will underpin the development of the Council's policy within the Local Development Framework and will be a material consideration in determining planning applications. Through a robust and commercially viable strategy, the masterplan will be deliverable and will help to secure a positive future for the area.

This report provides guidance on the design and delivery of future development in the study area giving greater certainty that high quality, consistent and appropriate change will be achieved. The aim is to:

- Provide guidance to the Castle Point Regeneration Partnership on the delivery of the masterplan.
- Identify further studies and the steps that should proceed the masterplan.
- Guide developers who are seeking to develop sites within the study area with regard to the location, type, form and design of development, and also the appropriate sustainable construction techniques that should be undertaken.
- Develop the masterplan into planning policy, thereby providing a basis for assessing future planning applications for development proposals in the study area.

1.3 Consultation Summary

Castle Point Regeneration Partnership has a core philosophy of including the community in decisions that will ultimately affect their lives. A range of events and communications have been used to involve as wide an audience as possible in the masterplan process. A summary of the approach to engaging with the Canvey Island community at different stages in the project is provided below.

Stakeholder Interviews

Community stakeholders, including local groups, officers and agency representatives, were invited to hour long meetings in April 2009 to discuss and share their views on the issues and opportunities. A total of 26 organisations attended and highlighted important local services, events, groups and issues with traffic, flooding and shopping in the town.

Regeneration Shop

An exhibition space, the 'Regeneration Shop', was set up occupying a vacant unit in the Knightswick Centre at the heart of the study area. The location next to the busy Sainsbury's entrance gained an extensive footfall of circa 4,000 people; some 10% of the Island's total population. The shop branding with the slogan 'Canvey Comes Alive' stimulated interest with stands and mounted boards provided information about regeneration in Canvey Island, the project, and displays for the exhibition boards. The shop was open to the public for from July to October 2009, with two public exhibitions; one on issues and another on options. The final event to display the final masterplan proposals began in February 2010.



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Online Resources

The web is an invaluable communication tool and is ever more widely used by people as part of their daily lives. Online resources complement the more traditional face to face methods of engagement and are particularly useful in reaching young people. The *Canvey Comes Alive* website was launched to coincide with the opening of the Regeneration Shop. Leaflets were handed out inside the shop advertising the web address which is also linked via Castle Point Borough Council's website.

In addition to the website, Facebook and Twitter pages have been set up providing event invitations and regular updates to those who choose to become a 'friend' or 'follower'. Friends of Canvey Comes Alive have been active, leaving comments on the 'wall' and debating the future of the Town Centre with other members.

Youth Workshops

Young people are the future residents and founders of families on the island and as such any true engagement strategy must seek their views and encourage involvement in future projects. Local schools were therefore invited to bring a number of pupils to workshops held in the Regeneration Shop on Tuesday 15th September from 10am to 3pm. A total of 80 students attended throughout the day.

Each hour session involved up to 20 pupils with ages ranging from 9 to 16 years. After a short presentation students were asked firstly to tell us what they love about Canvey, and then to produce a post-card from Canvey Town Centre in the year 2020 with imaginative images of how they hoped the Town Centre would look.

Response Levels

A summary of the numbers of people reached through the consultation strategy is as follows:

- 3,700 visitors to the Regeneration Shop
- 186 questionnaires completed
- 519 sticky comments posted
- 342 website visitors
- 21 online comments received
- 57 Facebook and Twitter friends

One of the most notable successes of the strategy is however the range of ages reached. Table 1.1 below shows the breakdown by age range, although not all are known.

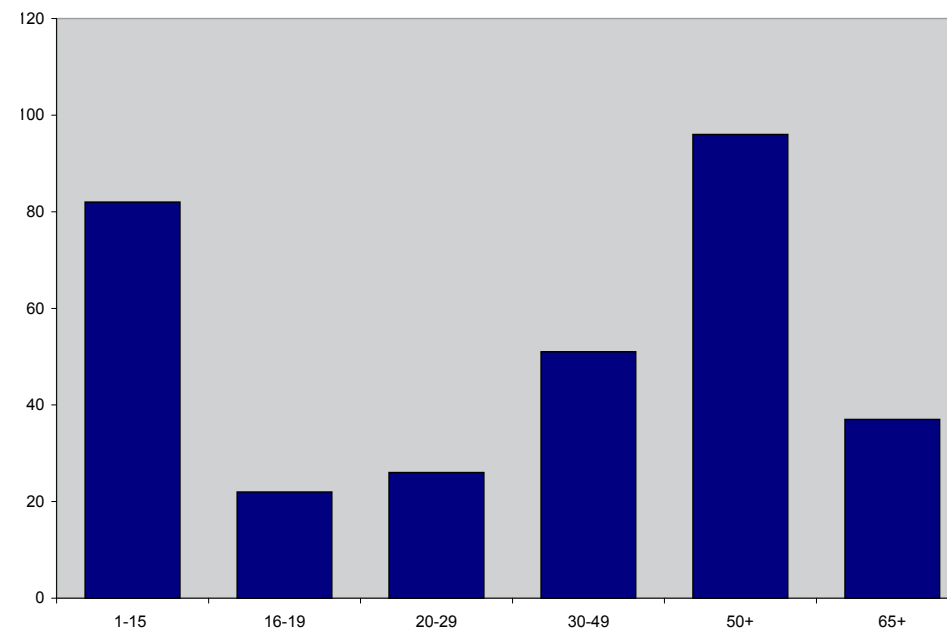


Figure 1.1 - Graph showing known ages of audience reached



Summary of Key Results

A brief summary of the most commonly raised points from the consultation is below.

What are the Town Centre's strengths?

- None;
- Existing shops, namely Sainsbury's and the independent traders;
- Location, compactness and access to the Town Centre;
- Community facilities;
- New planters and minor improvements recently in the public realm;
- Car parking levels.

What are the Town Centre's weaknesses?

- Poor quality and variety of shops;
- Poor range of services, with too many estate agents and take-aways;
- High rents in the Knightswick Centre;
- Poor quality public realm and buildings;
- Lack of entertainment for adults and activities for young people;
- Vehicle dominance and poor access for disabled people.

What makes Canvey unique?

- Community spirit and sense of belonging;
- Associations with the seaside, including the beach and the sea wall;
- The open and green spaces.
- The Island's heritage.

Future hopes...

- Improvements to the streets and spaces, including Canvey Lake;
- New spaces in the Town Centre;
- Outdoor events and markets;
- Priority for people rather than cars;
- More to do for young people;
- Better shops, with 70% of the respondents identifying a need to attract multiple retailers;
- New restaurants and cafes;
- No houses (most likely a consequence of fears over the loss of green space and transport problems);
- Better bus services;
- Cycle lanes and parking;
- Improvements to the road system and car parking.



Figure 1.2 - Sample Post-Card from Youth Workshops

Preferred retail development option?

- The vast majority of respondents favoured the full redevelopment option;
- A good response was however received for all options;
- The most disliked was the refurbishment option.

Which type of spaces and streets?

- The respondents supported all options for streets and spaces;
- Marginally ahead were the options for greening the Town Centre and creating markets and events space;
- The most disliked, albeit only by a small margin, was the option of creating pedestrian friendly streets.

Which transport and movement improvements?

- All options received a positive response, with particular support for pedestrian friendly streets, improved bus services, cycle parking and lanes;
- The most disliked option was changing the road system, although traffic calming received good support.

Which type of community uses?

- All types of uses proposed received a positive response with the exception of Town Centre living;
- Youth services and small business space were the top two most liked options.

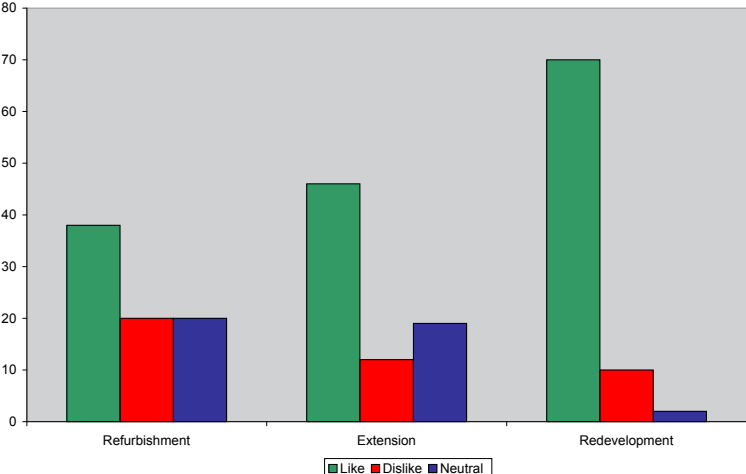


Figure 1.3 - Graph showing response to the development options

1.4 Study Area

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The study area is located in Canvey Town Centre with the existing shopping area at its heart. The area includes the large parcel of land containing the Knightswick Centre surrounded by the ring road which runs along the High Street, Foksville Road and Furtherwick Road, and Furtherwick Park School fronting the south side of Foksville Road.

The boundary extends to the north west to take in Canvey Lake, the Oyster Fleet and the ring road. The site then extends towards the southern end of Furtherwick Road and includes the Paddocks community centre, the PCT health care centre, the car park and grounds.

The study boundary is shown on figure 1.2 and also includes the surrounding residential environs where it is necessary to consider the context of existing buildings and connections.



Figure 1.2 - Study Area Boundary



1.5 Report Structure

This reports contains the proposals for the Canvey Town Centre Masterplan. The report is structured as follows:

Section 2: Vision and Objectives provides the overall shared vision developed in conjunction with the community, stakeholders and consultants. The core objectives for the masterplan, place-making, spaces and movement are also presented.

Section 3: Places contains the overall masterplan proposals for Canvey Town Centre and principles for each of the three areas: The Retail Core, The Lake and Paddocks Quadrant.

Section 4: Spaces sets out the spatial elements of the masterplan with particular regard for the spaces and streets in terms of design and use.

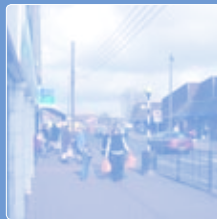
Section 5: Movement details the strategy for movement in Canvey Town Centre, with an overall concept and principles for pedestrians and cyclists, public transport and vehicles.

Section 6: Sustainability provides principles that should be applied to future development proposals to achieve a Town Centre that is environmentally friendly and provides a lasting legacy.

Section 7: Delivery contains the delivery and implementation strategy, phasing, and the next steps.

02

VISION AND OBJECTIVES



02 Vision and Objectives

2.1 The Vision - Canvey Comes Alive

A vision for Canvey Town Centre has been defined, based on the objectives set out in the brief and the aspirations of the local community. The overarching aim is to breathe new life into the Town Centre.

'Canvey Town Centre will become a **new heart** for the local community and a destination for visitors. The already strong community will be **empowered** with facilities, choices and opportunities, and the tools to be actively involved in the future of the Town Centre. The masterplan will build on the Island's **unique character** and **community spirit** in the services, buildings, streets and spaces and will **instill a sense of pride through quality**.

Drawing people between existing and new destinations will **encourage investment and long term economic viability** and will ultimately make Canvey Town Centre **come alive**.'

2.2 Masterplan Objectives

A number of overarching objectives have been in place from the start of the project, guiding options and now underpinning the proposals. These have been refined through consultation with stakeholders and the community.

- O1 - Establish Canvey Town Centre as a destination while complementing other attractions on the island.
- O2 - Develop an holistic masterplan that proposes a healthy future for all areas of the Town Centre, both old and new.
- O3 - Create a compact retail destination at the heart of the island with modern retail space.
- O4 - Recognise and protect the valuable local independent retailers.
- O5 - Encourage movement between new and existing shopping areas to stimulate and maintain economic viability.
- O6 - Empower and activate the strong local community by improving access to and delivering the necessary facilities they need both now and in the future.
- O7 - Secure investment in the Town Centre to dramatically enhance the retail and service offer.
- O8 - Establish unique and indispensable roles for areas of the Town Centre to ensure success of new areas but not at the expense of old.
- O9 - Announce arrival into the Town Centre using gateways, landmarks, spaces and identity.
- O10 - Bring nature into the Town Centre and improve the environment.
- O11 - Ensure long term sustainability in the Town Centre through flexibility and the adaptability to future circumstances.



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2.3 Place Making Objectives

The concept for the study area identifies a Town Centre composed of a series of areas with clearly defined roles. To achieve coherence and a comprehensive approach to the future of the Town Centre, a number of key urban design objectives underpin the overall masterplan knitting together the areas in one holistic plan.

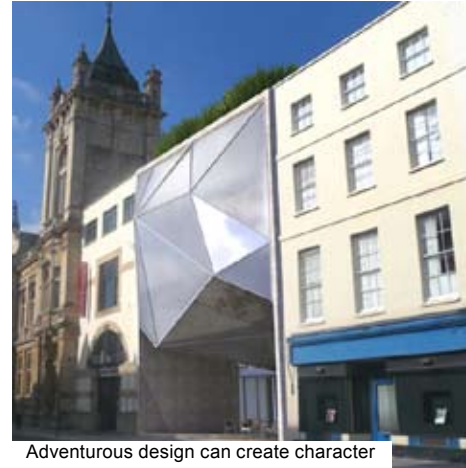
- U1 - Create a series of destinations each with their own role, function and characteristics, but connected by strong linkages and a unifying identity.
- U2 - Deliver development to provide for a healthy retail-led mixture of uses, creating a Town Centre that is vibrant during day and night.
- U3 - Ensure development is of the appropriate scale for Canvey Island and to deliver a people friendly environment.
- U4 - Deliver exceptional and lasting quality in the streets, spaces and buildings to develop a legacy befitting Canvey.
- U5 - Create places within the Town Centre to encourage visitors to come to Canvey for an experience.
- U6 - Provide strong linkages, both visually and physically between destinations with clear instinctive wayfinding.
- U7 - Achieve distinctive character in the built form and public realm.
- U8 - Develop proposals that balance the needs of the environment, people and vehicles.

2.4 Spatial Objectives

The spaces and streets should tie together the Town Centre. Creating a network of public spaces, connected by well proportioned, attractive and pedestrian friendly streets will address the current deficit of public spaces and overdominance of cars.

The public realm and landscape vision for Canvey Island has been developed on the basis of the following key objectives:

- S1 - Develop a series of public spaces providing destinations and space for outdoor events, festivals and town markets.
- S2 - Create strategic gateway spaces and announce arrival into the Town Centre.
- S3 - Create functional spaces where people can walk, cycle, sit and experience the space without barriers.
- S4 - Create spaces that are suitable for the current users while allowing for adaptation to future uses.
- S5 - Provide destinations for informal sports, play, relaxation, events and creativity.
- S6 - Link spaces with pedestrian friendly streets including safe crossings, places to sit, and an uncluttered attractive footpath.
- S7 - Create a socially inclusive environment where all people feel comfortable as users.
- S8 - Establish a unique character and identity for the Town Centre, encapsulating history and heritage in contemporary style.
- S9 - Green the Town Centre with street trees, shrubs and lawns where appropriate.



Adventurous design can create character



Artworks can provide an exciting public realm



Well enclosed spaces with outdoor activity



Trees and space can soften the impact of cars

2.5 Movement Objectives

Changing the way people move into and through the Town Centre can positively affect the nature and vitality of a place. Movement is critical in Canvey where the over dominance of vehicles, congestion and a poor pedestrian environment are currently real issues.

The community identified problems with movement as fundamental weaknesses of the Town Centre and hope for significant improvements in the future. The objectives for movement in Canvey Town Centre are to:

- M1 - Create a pleasant, calmed Town Centre environment that is an attractive place for walking and cycling while allowing vehicle movement.
- M2 - Improve the public realm so the needs of all users of the town centre are met and which also reduces the dominance of moving vehicles.
- M3 - Promote non-car travel and improved health and wellbeing by increasing walking and cycling.
- M4 - Enhance access to services, employment, and other opportunities.
- M5 - Acknowledge the dual role of the road network in providing access to retail, employment and education, while serving as a through-route to other destinations on and off island.
- M6 - Create gateways that are linked to the key arrival points to ensure visitors to the Town Centre have positive first impressions.
- M7 - Provide quality signage in strategic locations to assist visitors and locals in navigating the Town Centre.
- M8 - Improve and better integrate bus and taxi operations into the Town Centre.



Balance the needs of cyclists, bus users and cars



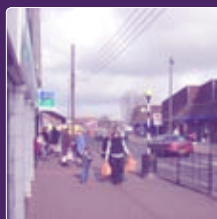
Design for on street parking while ensuring safety for cyclists



Providing a pedestrian friendly environment for all

03

PLACES



3.1 Masterplan

The preferred masterplan option is based on an overarching concept of creating character areas that build on and reinforce the existing role and defining features of important parts of the town.

3.1.1 Masterplan Concept

The masterplan concept is based on the creation of a series of quarters.

- Furtherwick Road Retail**
Strengthen and enhance the existing main retail street of Furtherwick Road.
- Shopping and Lifestyle**
Provide a larger supermarket and an extended retail circuit featuring multiple retailers and a series of new public spaces.
- Leisure and Environment**
Connect the Lake to the Town Centre through creating a natural green link.
- Education and Community**
Integrate the newly developed school into the Town Centre through the provision of flexible shared space and an active community frontage.
- Health and Wellbeing**
Build on the valuable asset of the PCT Health Centre to create a community hub with arts and culture.

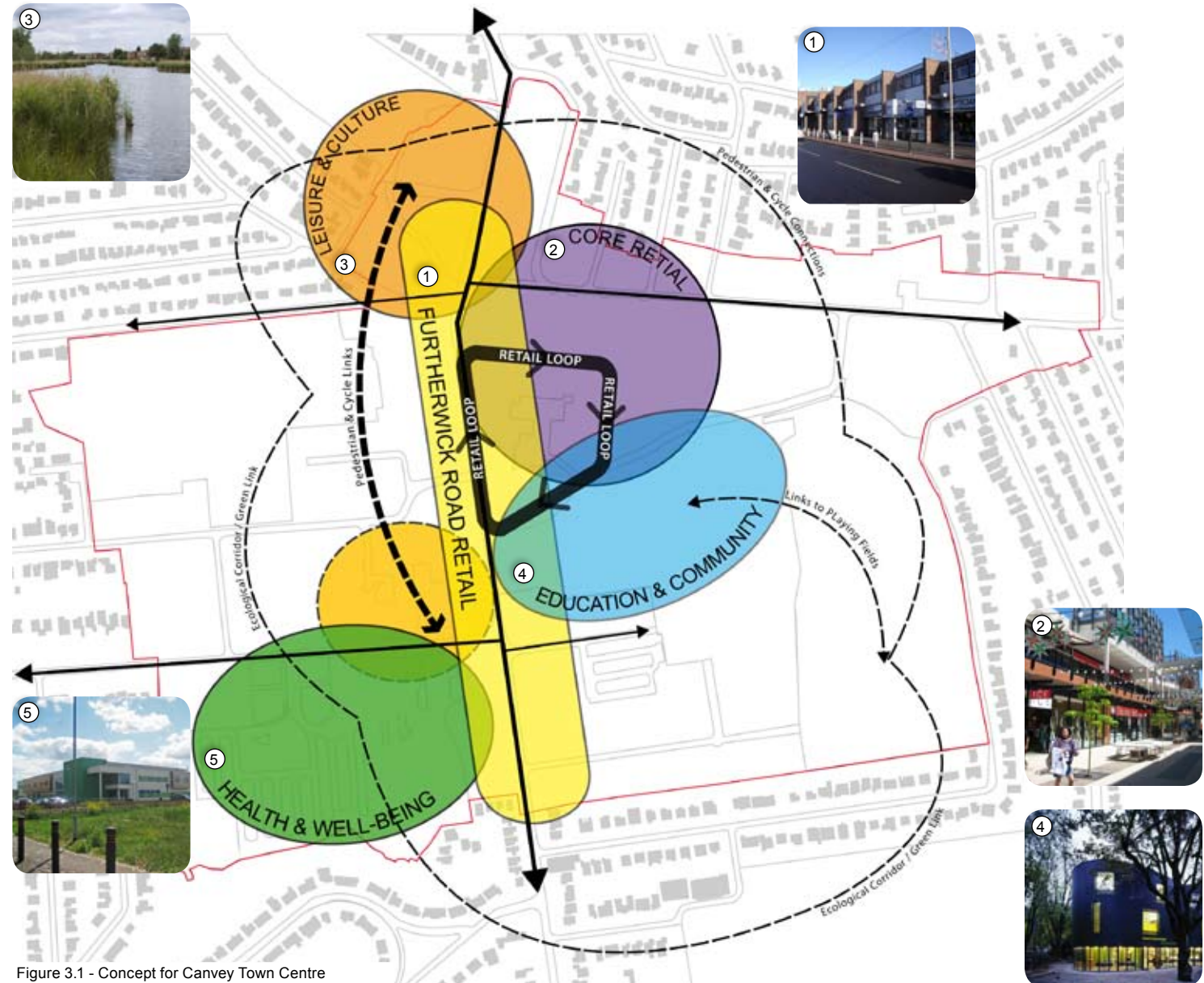


Figure 3.1 - Concept for Canvey Town Centre

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3.1.2 Masterplan Proposals

A summary of the proposals is as follows:

- Strengthen the existing retail and significantly expanding the retail offer.
- Provide a greater diversity in the land uses on offer throughout the Town Centre with choice and activity during the day and night.
- Create three destinations in the Town Centre - the Retail Core, the Lake and Paddocks Quadrant.
- Create a series of flexible and well defined public spaces, each with a role and individual character.
- Transform the streets into places for people, while retaining their role in the Island's transport network.
- Accommodate two-way transport movement and realign Foksville Road.

The following pages provide detailed principles and should be read in conjunction with sections 4 and 5 containing proposals for spaces and movement, and cross-cutting principles that are integral to the success of Canvey Town Centre.

Based on their role, interconnectivity and development potential, certain character areas will provide three main destinations:

- Destination 1 - The Retail Core
- Destination 2 - The Lakes
- Destination 3 - Paddocks Quadrant

The Retail Core is the first phase to be delivered in 2-5 years, with other areas of development being more aspirational. Further studies are required to enable these to progress.



Figure 3.2 - Masterplan for Canvey Town Centre

3.2 Land Uses

Based on the objectives defined for the Town Centre, the overall spatial strategy is composed of a number of key principles that apply throughout the study area. Additional principles, specific to the three opportunity areas, are discussed later in this section.

A step change in the Town Centre offer is required if a revival is to be achieved. This means providing for both the needs of local people, but also attracting visitors so that Canvey Town Centre becomes a destination. The key principles are:

- A rich mixture of uses throughout. Uses will primarily be retail-led with a mix of restaurants and cafes, community, leisure and entertainment, living and business space.
- Approximately 16,000 m² of additional retail floorspace delivered through the resizing existing and developing new retail units.
- Ensure Furtherwick Road and the High Street become part of the retail circuit, strengthening the existing independent retail and drawing pedestrians into existing areas.
- Introduce evening leisure activities and new homes introduced to create activity during day and night.
- Integrate the retained and redeveloped school with the Town Centre.
- Create hard and soft landscaped spaces which tie together different areas and provide places for meeting and outdoor events. For more detailed land use principles, refer to the proposals for each of the three main areas.

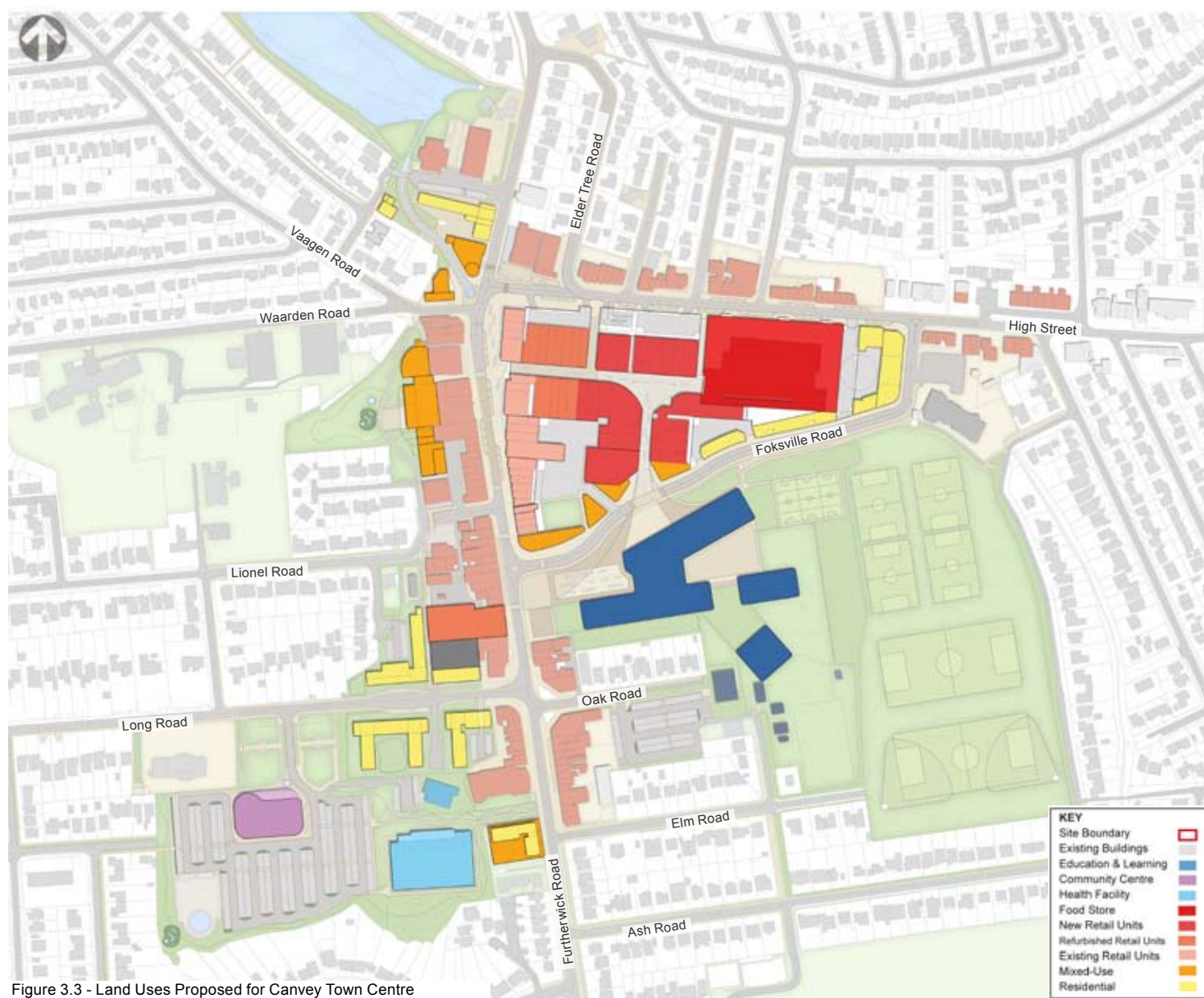


Figure 3.3 - Land Uses Proposed for Canvey Town Centre

3.3 Landscape Concept

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The spaces knitted together between buildings are at the heart of place-making and are essential in creating a positive experience of the Town Centre for visitors. A variety of spaces are needed, each performing a unique function but coherently integrated through strong connections and a consistent style palette.

Figure 3.4 shows the aspiration for the public space - A number of different but interconnected new spaces along with pedestrian friendly streets. The concept is for:

- Public spaces in Canvey Town Centre to announce arrival, form gateways, provide space for outdoor events, and meeting places for visitors.
- The streets in Canvey Town Centre to knit together the spaces and draw people between destinations. These are flexible and can be transformed temporarily into pedestrianised market areas.
- Provide easy movement for pedestrians through the Town Centre.

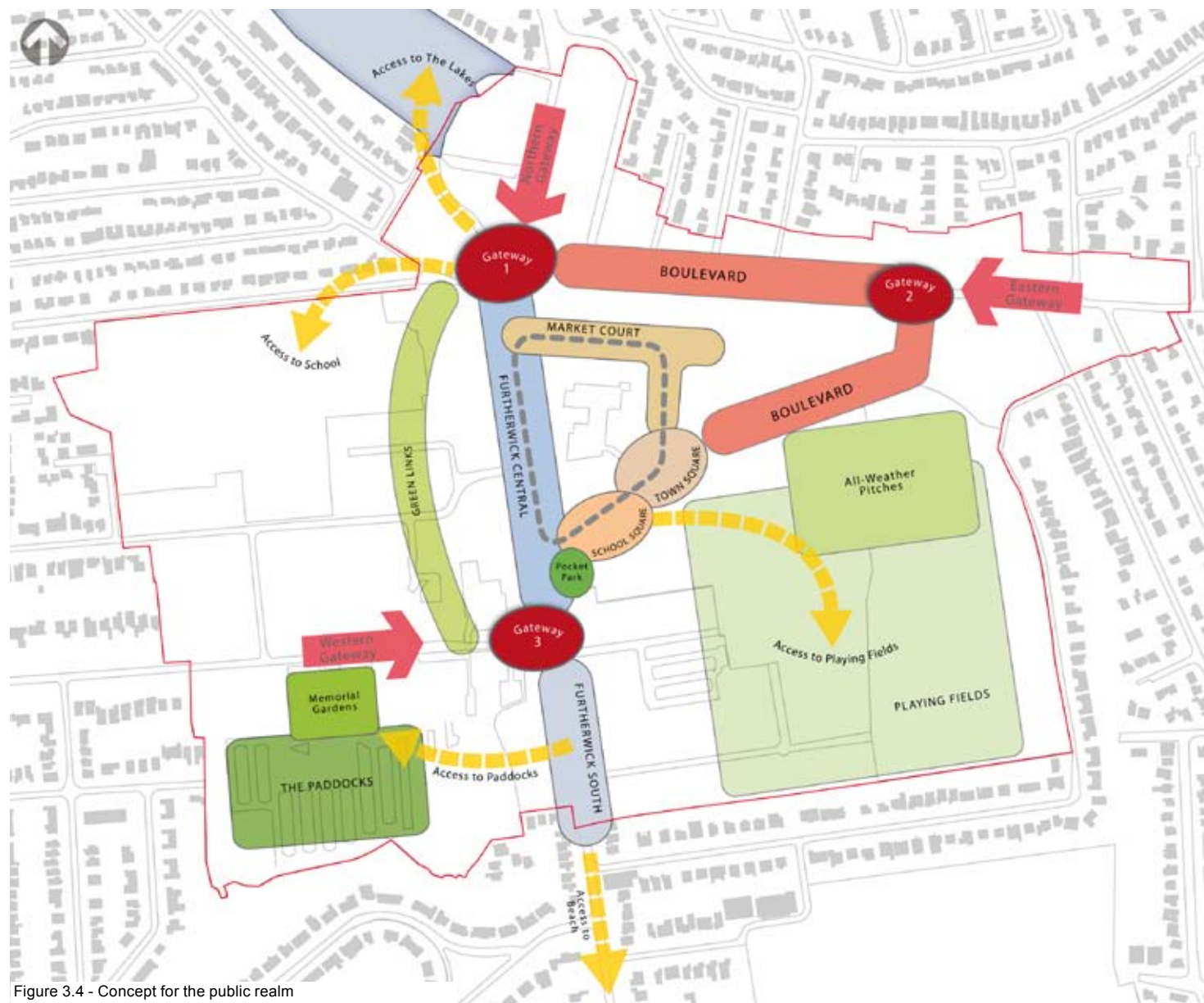


Figure 3.4 - Concept for the public realm

3.4 Movement Concept

The movement concept for Canvey Town Centre is critical to achieving the wider masterplan objectives. The concept and proposals have been developed from the baseline analysis of existing movement conditions, community consultation events during masterplan development, and workshops with key stakeholders, including the Castle Point Borough Council and Essex County Council Highways.

The movement concept on which the final masterplan is as follows:

- Address problems with movement to and through the Town Centre by converting a number of roads in the one-way gyratory system to two-way operation;
- Prioritise and promote alternative non-town centre routing options, in conjunction with a wider signage strategy, to relocate through-traffic to more appropriate routes;
- Permit all turning movements at all junctions to enable ease of movement, particularly for cyclists;
- Minimise highway junction footprints wherever possible and avoid pedestrian islands, guard railing, and other 'hard' engineering elements;
- Ensure the key gateways and entry points identified in the masterplan are implicit in the transport strategy;
- Differentiate the Town Centre from surrounding residential areas using contrasting surfacing materials, street characteristics such as wider footways and on-street parking, and reduced vehicle speeds with 20mph zones;



Figure 3.5 - Movement concept for Canvey Town Centre

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- Create 'special' areas' in the road system related to important public spaces. The areas should be designed to cater for the needs of pedestrians (and cyclists) and further reduce the dominance of vehicles;
- Retain Furtherwick Road as the key retail street in the Town Centre with interventions to accommodate a variety of needs (including blue badge parking, bus stops, servicing) with low management needs;
- Allow for temporary pedestrianisation by closing off sections of the streets and the considered re-routing of traffic;
- Rationalise bus stop locations to allow Furtherwick Road to operate as the central public transport 'hub'. Provide additional stops serving the supermarket and school in appropriate locations;
- Provide for the specific needs of taxi pick-up, drop-off and waiting provision with strong links to public transport;
- Address the servicing needs of existing and new businesses with dedicated off-street servicing provision where possible. Where necessary on-street servicing should not conflict with other activities;
- Provide sufficient car parking to ensure the Town Centre is viable, while encouraging short-distance walking and cycling trips. Limited on-street parking will be provided to enable businesses to benefit from the rapid turnaround of short stay spaces; and
- Ensure the overarching principles of simplicity and flexibility are at the heart of all transport-related changes to avoid complication, confusion, and conflict.



3.5 Scale and Massing

Canvey generally features relatively low rise development in comparison to other similar sized towns in Essex. There is a need to balance the delivery of the required floorspace and mix of uses with respect for the local context. To announce Canvey as a Town Centre in its own right however there is scope for a reasonable increase in scale particularly to align with that of the new Castle View School.

The key principles for scale and massing are:

- Well proportioned streets with human scale frontages and wide carriage / footways.
- Building heights should generally not exceed three-storeys, with the exception of the Retail Core where there is an aspiration for residential units wrapping around the retail units. There is also future potential for mixed uses above the superstore.
- Larger scale development in the Retail Core to create an active and well defined central shopping area.
- A development block added to the eastern and southern edges of the new retail blocks with forms that announce arrival into the Town Centre.
- The scale of Furtherwick Road protected by retaining the majority of existing buildings and ensuring consistency between the scale of old and new buildings.

For more detailed scale and massing principles, refer to the proposals for each of the three destinations.

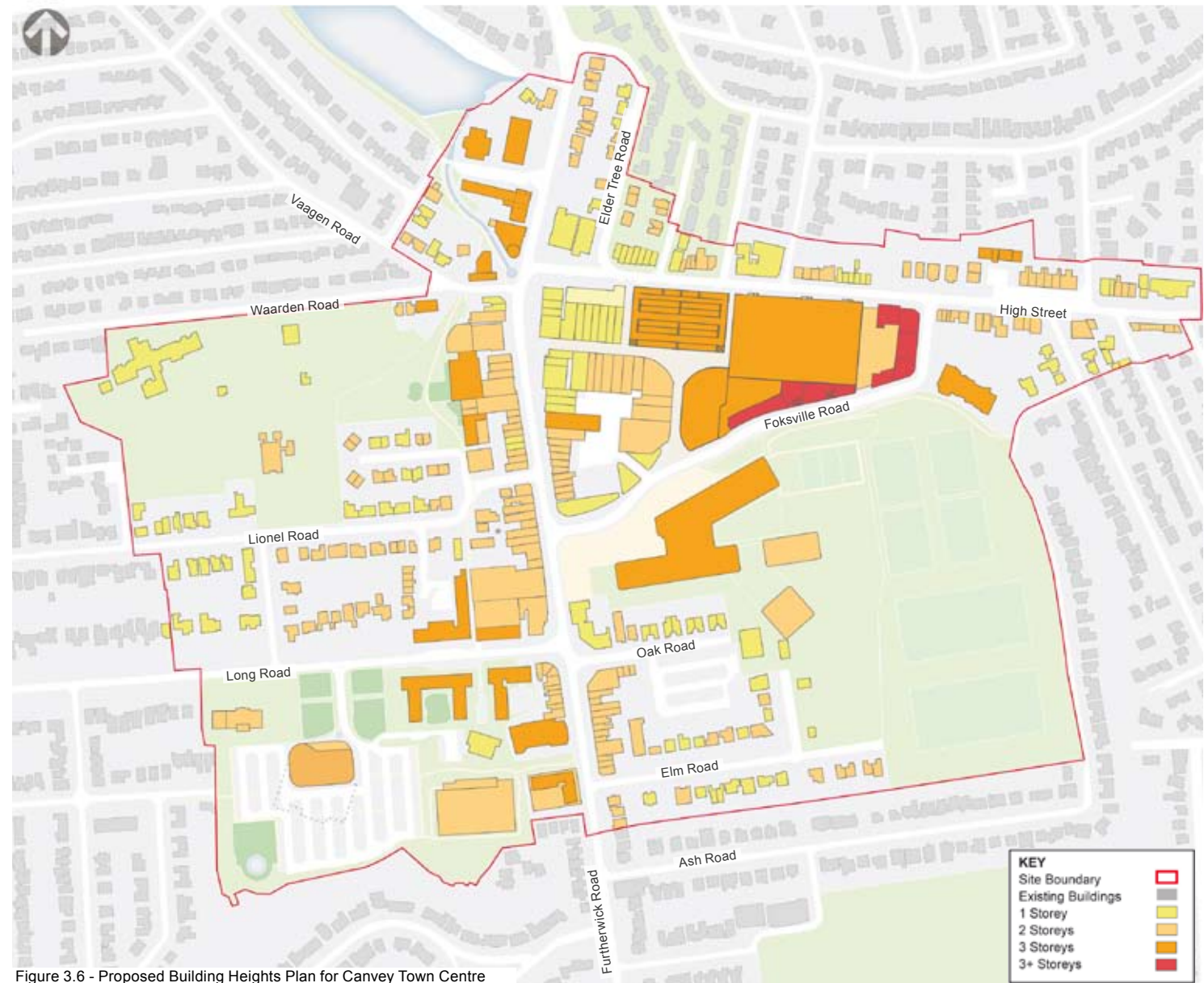


Figure 3.6 - Proposed Building Heights Plan for Canvey Town Centre

3.6 Gateways and Landmarks

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The Town Centre currently suffers from a poor sense of arrival and the failure of the built form to announce the retail core as the heart of the community.

The overarching principles in the masterplan for arrival and wayfinding are:

- Gateways formed at key arrival points to the Town Centre from the north, east and south. The two most important gateways will be at the junction of Furtherwick Road and the High Street, and the junction of Furtherwick Road and Long Road.
- Landmark structures to announce the Town Centre as an important and exciting destination, building on the character of Essex and the history of the island.
- The retail circuit reinforced by the addition of landmarks at important corners to assist people in navigating the Town Centre.
- Landmarks provided at key points to draw people between the three areas, each with their own unique qualities related to the role of the area.

Specific principles for each of the three areas are provided where relevant later in this section.

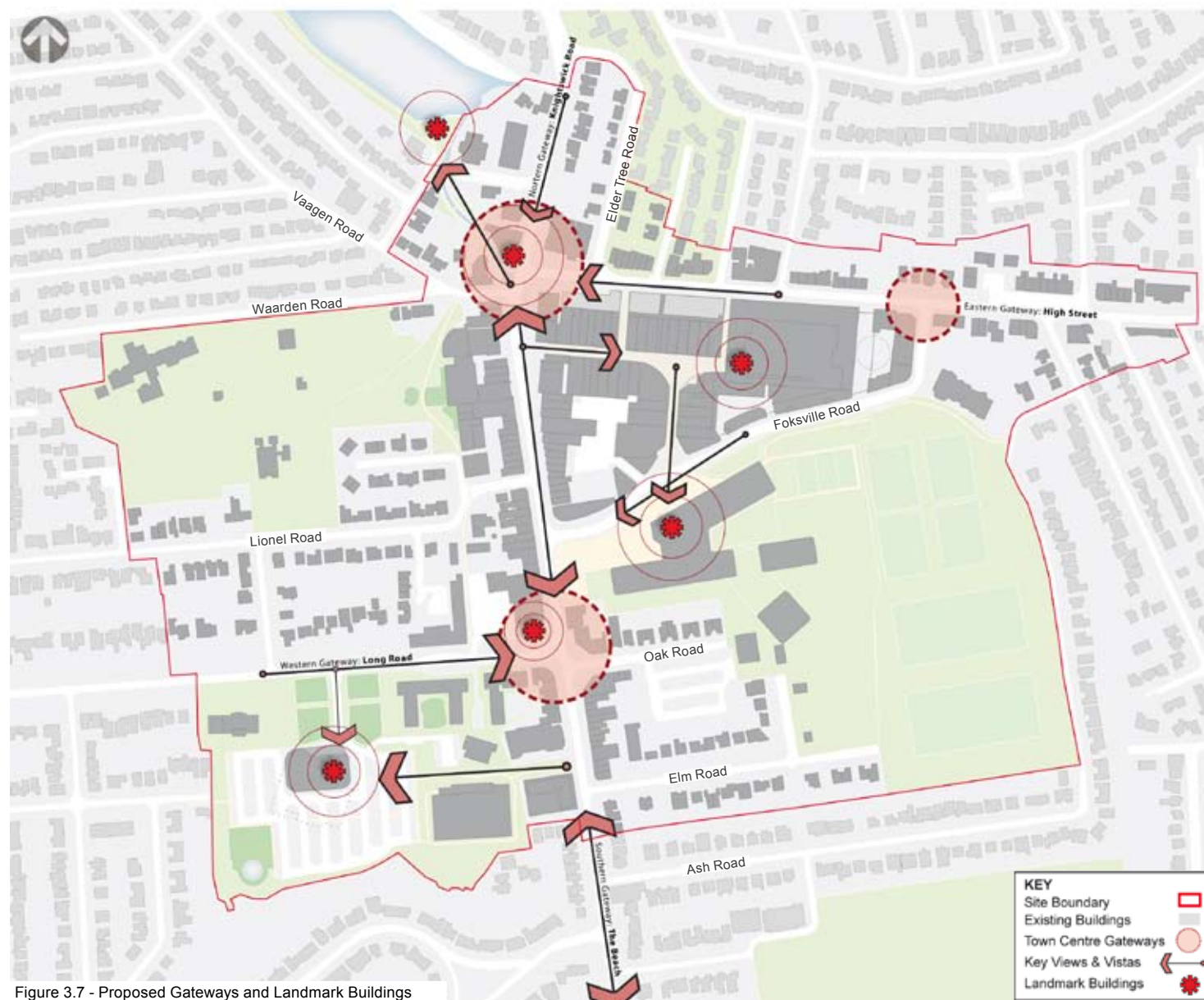


Figure 3.7 - Proposed Gateways and Landmark Buildings

3.7 Retail Core

The Retail Core will be the new heart for Canvey Island encompassing Furtherwick Road (Central), the shopping and lifestyle and education and community areas. This location that will see the most change to regenerate and reinvigorate Canvey. As the main destination in the Town, this area will contain a rich diversity of uses interlinked by spaces and streets.

3.7.1 Layout

- Focused retail activity in the core area to create a compact shopping destination with Foksville Road realigned to provide an enlarged and more regular retail area.
- A critical mass of new units added to an open street leading from the Knightswick Centre through to Foksville Road.
- A strong retail circuit leading from Furtherwick Road, through the Knightswick Centre and into Foksville Road.
- The supermarket enlarged and relocated east of the Knightswick Centre.
- Surface car parking consolidated with 400 spaces reprovided to upper levels.
- Existing units in the Knightswick Centre reconfigured and extended.
- Existing units on Furtherwick Road retained, with two development opportunity sites to the north west.
- The function and role of the High Street maintained and strengthened through improved environment, street parking and pedestrian connections to the core area.
- Strong physical linkages with the school via a shared public space.
- A series of flexible public spaces created in a hierarchy on the retail circuit.

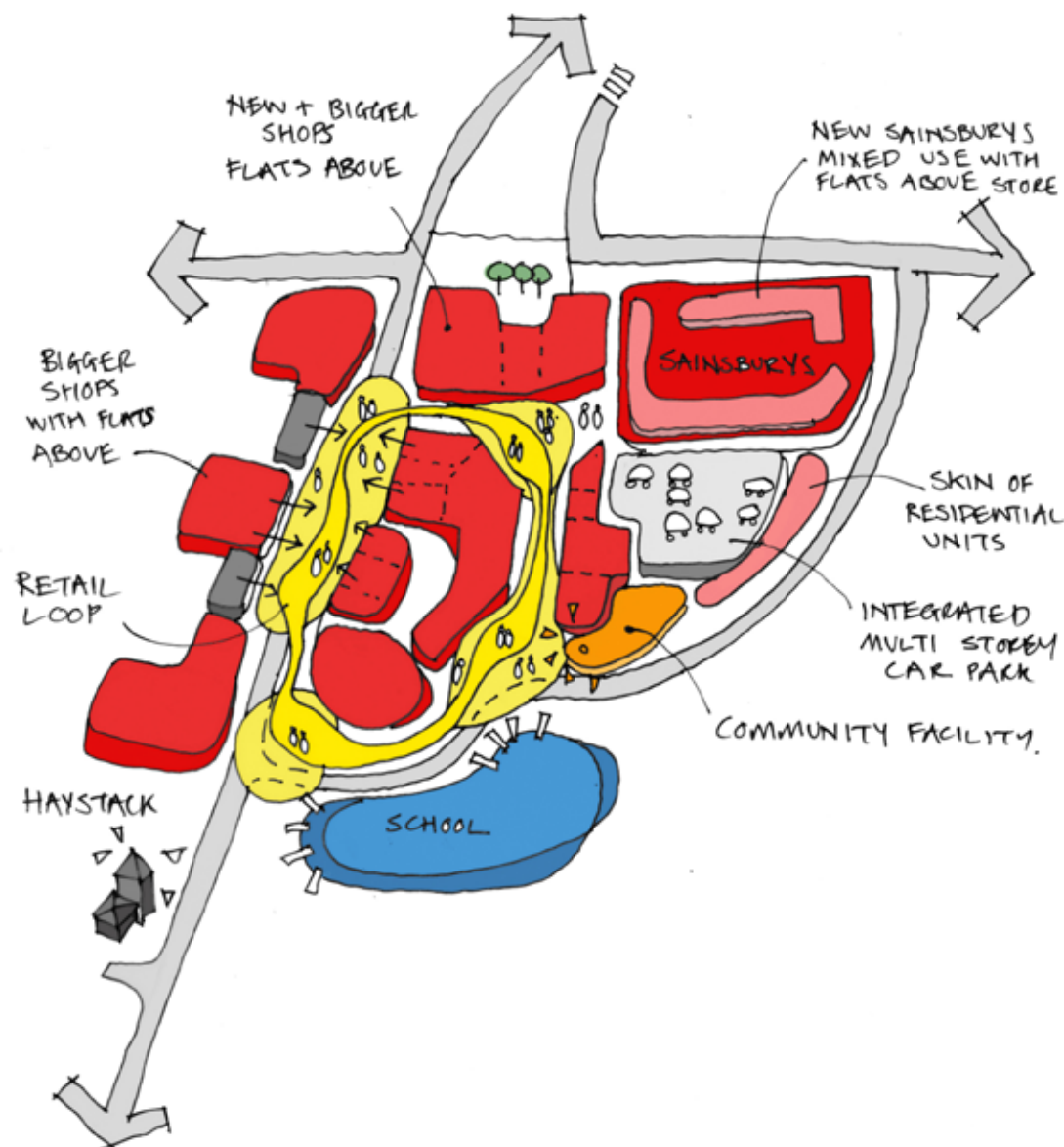


Figure 3.8 - Town Centre Retail Concept

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3.7.2 Land Uses

Getting the scale and mix of land uses right is essential in creating a vibrant and sustainable Town Centre. The Retail Core is an area with significant development potential to address the shortfalls in quality and quantity of retail within an active, mixed-use environment.

The following principles will ensure Canvey Town Centre becomes a destination for visitors while serving the needs of the Island's population:

- Retail led development in the Core site delivering approximately 16,000 m² of additional retail floorspace:
 - Retail retained - 2,650 m²
 - Retail reconfigured - 3,050 m²
 - Retail new - 6,800 m²
 - Relocated superstore - 6,500 m²
- Units with space for A2 / A3 uses with cafes and restaurants in the primary retail area.
- Flexible space for small business units.
- Community uses adjoining the space connecting the Town Centre with the school.
- Education will be a key Town Centre use with the shopping area connected via public and shared spaces to the newly redeveloped school being delivered separately under the BSF programme.
- Future potential to add a mixture of uses above the superstore, subject to further testing and detailed design.
- Spaces and streets for markets and outdoor events.

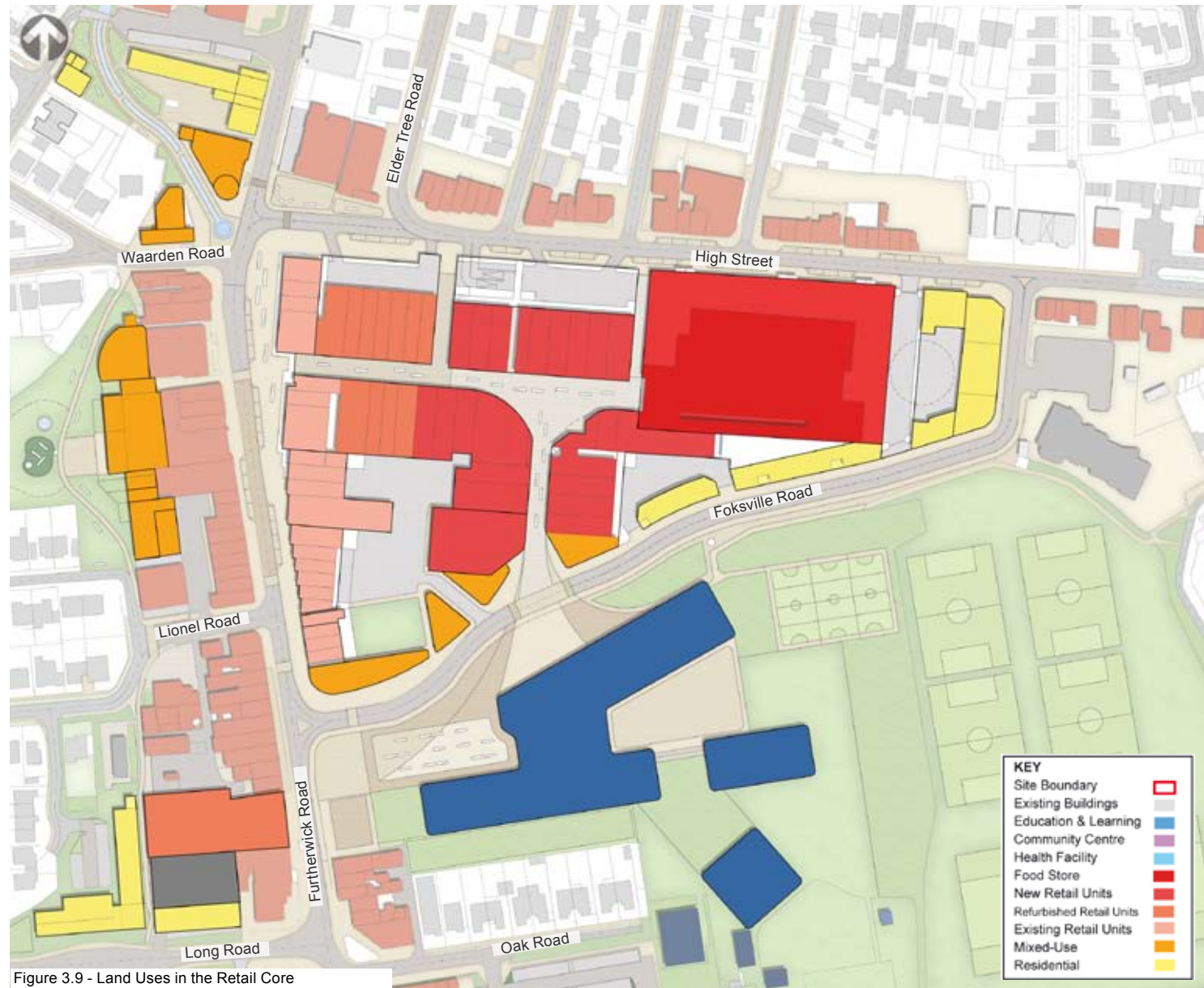


Figure 3.9 - Land Uses in the Retail Core

3.7.3 Scale and Form

A large part of the Retail Core will be remodelled in the early phase of the masterplan. Detailed design principles will guide the scale and form of development in this area to ensure it becomes a vibrant shopping destination while sensitively integrating with the wider scale of the island.

The following principles should be addressed in any future development proposals:

- A new open pedestrianised retail street will lead through from Furtherwick Road down to the Town Square and the school.
- New development to either side of the retail street will be of three-storeys, featuring double height retail units with car parking (and potential further uses) above.
- The roof of the Knightswick Centre will be removed to form an open street connecting between Furtherwick and Foksville Road.
- Community buildings of up to three-storeys will form landmarks to the corners of the Town Square.
- Residential units to the southern and eastern facing frontages of the retail area, with outlook onto Foksville Road.
- The residential units fronting onto Foksville Road will create a balanced street scale in relation to the new school frontage.



3

3.7.4 Frontages and Elevations

The following principles apply for the frontages and elevations in the retail core:

- Active ground floor uses to all building facades with the exception only of the western end of the High Street.
- Existing frontages in the Knightswick Centre refurbished to align with the quality of the new retail.
- New building frontages onto the retail street of high quality and defining the street edge, curved as necessary (see 4).
- Visually important frontages should be of exceptional design quality.
- Breaks in frontages providing permeability between areas, including from the High Street through to the retail core.
- A high quality wall to the frontage at the western end of the High Street to mask the retail service yard.
- The supermarket elevation to the High Street treated with a high quality cladding to mask the inactive frontage (see 1).
- Residential development fronting onto Foksville Road and concealing the backs of the new retail units (see 2).
- The redeveloped school providing a community frontage to Foksville Road and new shared space (see 3).
- Community buildings adding active frontages to Foksville Road, drawing pedestrians around the retail circuit back to Furtherwick Road.
- Existing units on Furtherwick Road will be retained and enhanced through shop front improvements.



Figure 3.10 - Layout of the Retail Core



3.7.5 Views and Landmarks

Views and landmarks are essential in delivering a successful scheme that draws people around the retail circuit and between key areas in the Town Centre as footfall passing shops in new areas improves the viability of a scheme and footfall through old areas helps existing traders.

- Landmarks at key corners and terminating important sight lines as shown in figure 3.11. These will either be landmark buildings or visually important frontages.
 - Views and sight lines created through the retail core should assist movement and footfall in all shopping areas. The following are key views:
1. From residential development on Foksville Road looking south to the sea (providing views for new residents).
 2. Looking both ways between Furtherwick Road and the new supermarket entrance (encouraging movement between the old and new retail areas).
 3. Along the High Street to Furtherwick Square (encouraging movement through to the Lake).
 4. Looking northwards along Furtherwick Road through to the new buildings in Furtherwick Square (encouraging movement along Furtherwick Road).
 5. From Market Square to the new school and community building on the corner of the Town Square (encouraging movement into the new retail area).
 6. Looking both ways between Knightswick Square and the new school building (encouraging movement between Foksville Road and the new shopping area).

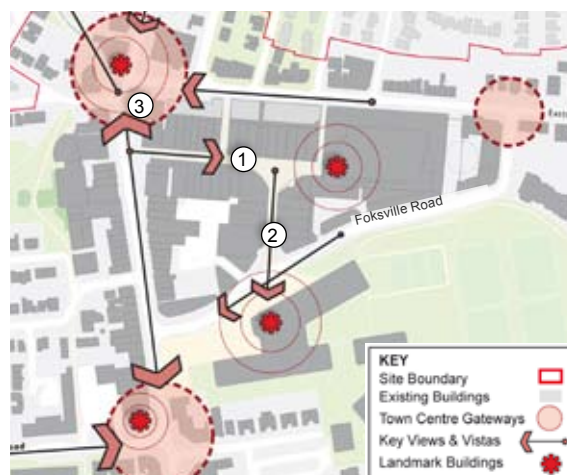


Figure 3.11 - Important Sight Lines in the Retail Core



3

3.7.6 Character and Quality

Apart from the scale and massing of urban form, the character of a place is defined by the architecture, colours and materials, and the treatment of the public realm. This design quality in the Retail Core is of the utmost importance to create an environment that attracts both retailers and visitors to ensure the long term viability of the scheme.

Below are design criteria to deliver quality in this area and assist with the future place branding:

- Building materials to reflect the overall palette, drawing on the Dutch, Coastal Town and Art Deco influences to create a scheme with a unique identity.
- Colours should be vibrant to establish the new retail area as a destination.
- Canopies to provide shelter and to reflect the Coastal Town character.
- Community buildings are opportunities for adventurous design, creating a playful interface between the school and the new shopping area and a gateway to the scheme.
- Shop front improvements along Furtherwick Road should be designed with the distinctive features of an English Seaside Town.
- Treatment of the public realm is critical in delivering the desired identity in this area. For more details, refer to the strategy for the individual streets and spaces.



Modern retailing development with pitched roofs



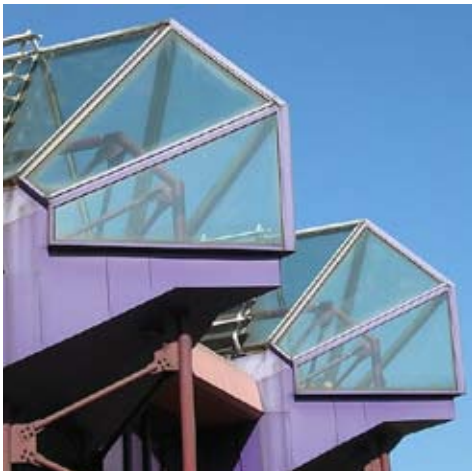
High quality elevational treatment to mask car park



Colourful and quality elevational treatments of buildings can create vibrancy and character



Corner buildings providing landmarks through shape and form, and distinctive rising elements



3.8 The Lake

3

Canvey Lake has consistently been identified by the community as an asset for the whole island and an area that should be retained and improved as part of the proposals. The potential of the Lake will be exploited through natural green routes connecting it to the Town Centre. The Lake will become an area of calm which is well connected to the Town Centre through a green link and brings characteristics from the dutch heritage through the addition on water.

The principles for the Lake are set out in the following pages under the headings of layout and land uses, scale and form and character.

Layout and Land Uses

1. Extensive landscaping works creating a natural environment and an ecological connection between the Town Centre and the Lake.
2. A new board walk and upgrading of paths along the edge of the Lake.
3. Three sites reconfigured and redeveloped to create a northern gateway space with a landmark feature signalling the entrance to the Town Centre for visitors.
4. Mixed use buildings, with residential at upper floors, framing the north western corners.
5. A residential scheme fronting the western edge of the green link.
6. Existing commercial uses co-located into 4 releasing land for a new residential building.
7. A new north-south route connecting the Lakes to the Paddocks via a sizeable new park.
8. Mixed use development providing activity to the green route and space.



Figure 3.12 - Proposals for the Lake



Scale and Form

- The mixed use buildings should be of a scale and form to define the gateway space.
- The buildings should be landmarks by way of quality and unique styling and elements that rise in height above the surrounding urban form.
- Buildings should be no more than three-storeys in height to integrate with the existing built form.

Character

- New buildings should respond to the Oyster Fleet building through a style influenced by modern Dutch architecture in the form, colours and materials.
- The public realm should be treated to create an iconic gateway space at the northern entrance to the Town Centre.
- Soft landscaping and an ecological swale connecting the Lake and bring nature to the Town Centre.
- Active frontages should line routes to draw people between the Retail Core and the Lake, and to create safe and secure places.

KEY	
Site Boundary	
Existing Buildings	
Education & Learning	
Community Centre	
Health Facility	
Food Store	
New Retail Units	
Refurbished Retail Units	
Existing Retail Units	
Mixed-Use	
Residential	



Figure 3.13 - Land uses in the Lake area



3.9 Paddocks Quadrant

3

This area will become a hub for the community centred on the PCT health centre and a improved Paddocks community facility. Parking in this area will establish the area as a key point of arrival and new green spaces will raise the environmental quality. The landscaping will create a high quality setting for the buildings at this arrival point to the Town Centre.

The principles for the Paddocks Quadrant are set out in the following pages under the headings of layout and land uses, scale and form and character.

Layout and Land Uses

1. Improve and expand the existing Paddocks community centre building to define the southern edge of the memorial gardens. Modern improved facilities in the Paddocks including arts and culture uses such as an art gallery.
2. The ground floor of the Paddocks could include a cafe with outdoor seating to activate the frontage and provide a community space next to the memorial gardens.
3. New residential blocks providing a strong frontage to Long Road and frame this key entrance gateway to the Town Centre.
4. A pedestrian connection created through from Furtherwick Road, encouraging movement between the Retail Core and the Paddocks Quadrant via the units to the southern end of Furtherwick Road.
5. Key area for cafe culture at the southern end of Furtherwick Road drawing pedestrians into this area and through to the Paddocks.

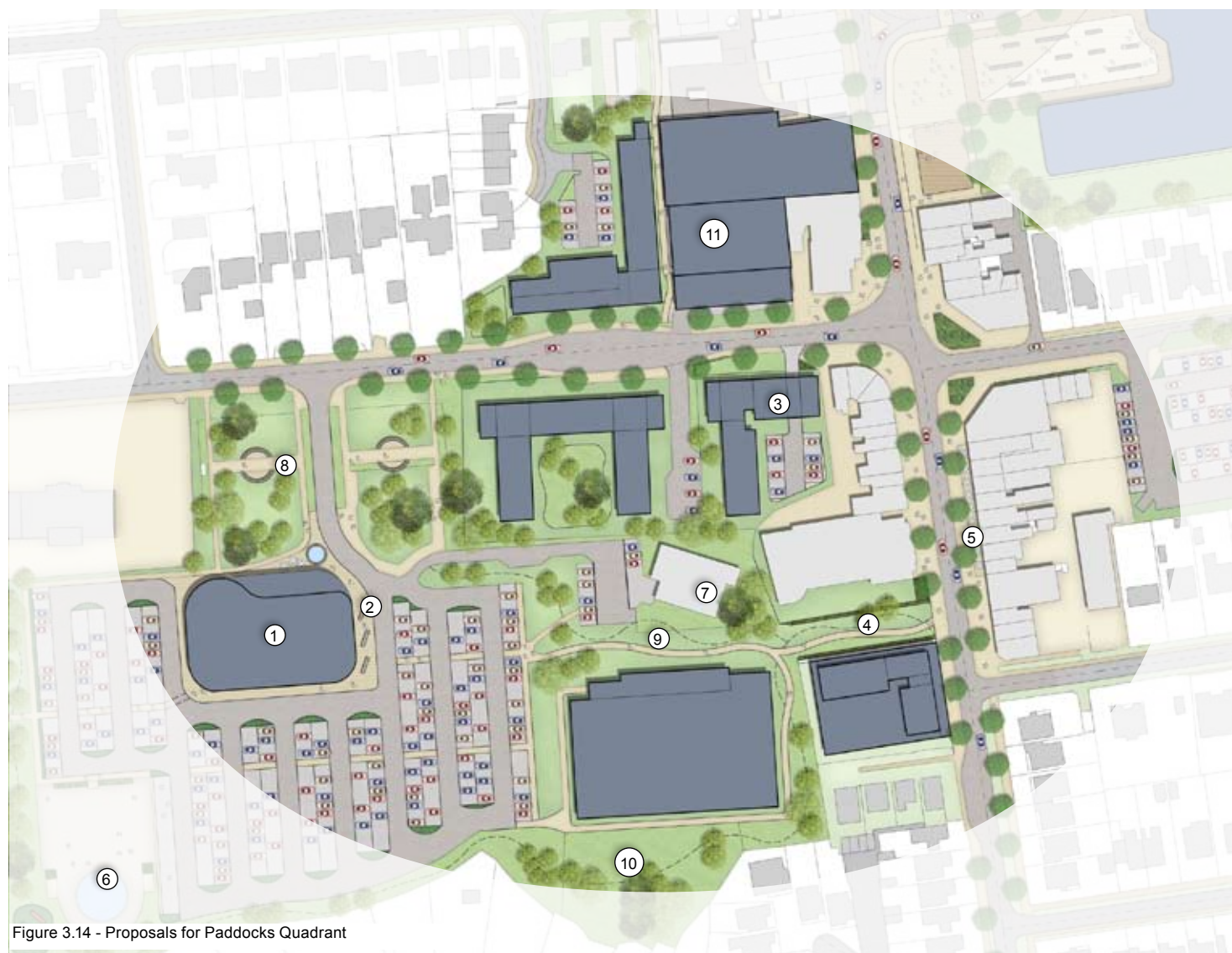


Figure 3.14 - Proposals for Paddocks Quadrant

- 6. Improvements to the existing and potentially a new children's play area.
- 7. Retain and improve the setting of Cisca House.
- 8. Retain and improve the setting of the memorial gardens.
- 9. Creation of a new park space framed by the PCT building, the Paddocks and the residential blocks.
- 10. Soft landscaping of the site edges to provide an enhanced ecological environment.
- 11. Refurbishment and expansion of existing retail unit, and new residential development fronting onto and creating activity along Long Road.

Scale and Form

- The scale of development in this area should be no more than two-storeys in height and integrated with the surrounding built form.
- The Paddocks should be replaced with a building of a similar size to the existing.

Character

- The new Paddocks building should be a landmark announcing arrival to the Town Centre.
- Soft landscaping and greening throughout this area to provide a natural setting for the buildings.

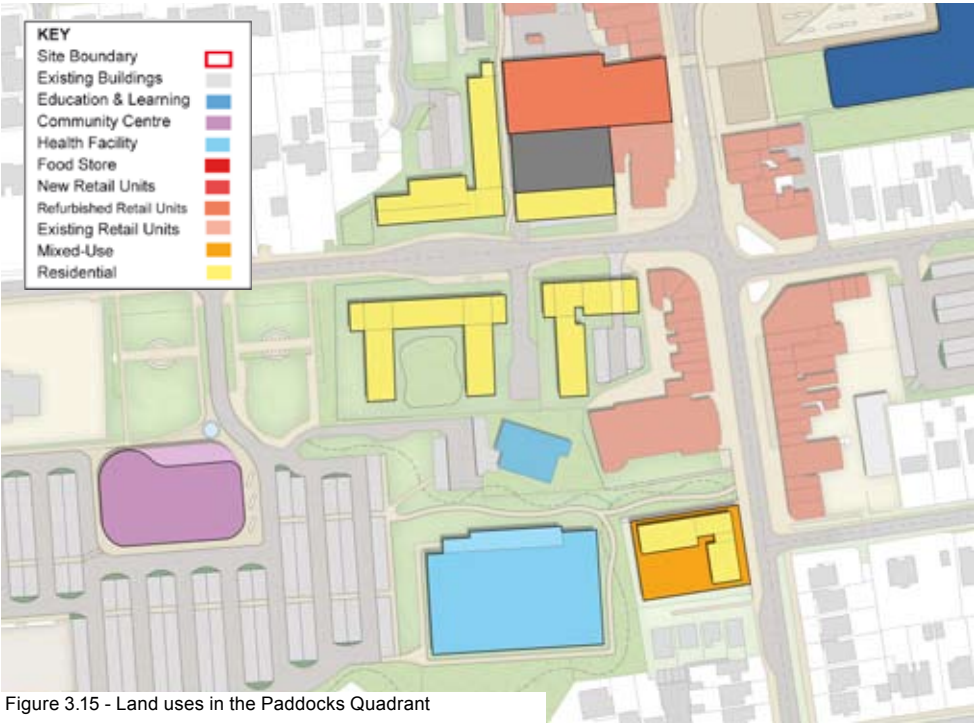


Figure 3.15 - Land uses in the Paddocks Quadrant



3.10 Built Form Character

3

The built form character in Canvey Town Centre must be sufficiently flexible for interpretation, while creating a distinctive, coherent styling throughout. The palette developed is based on heritage and local vernacular and contains principles for styles, treatments, materials and colours.

3.10.1 Guiding Principles

The overarching principles for character of buildings and spaces in the Town Centre are:

- Establish an exciting new retail destination through quality modern architecture.
- Retain existing buildings that are valuable to the townscape in Canvey and build on their defining characteristics.
- Create a consistent palette of styles, forms, colours and materials for the Town Centre built form that draws on, celebrates and interprets the island's rich heritage in a modern and exciting way.
- Key influences in the palette will be past connections with dutch architecture and the English seaside.
- Draw on the existing local vernacular both within the island and in Essex and interpret to create a new identity.
- Ensure that the built form in each of the three opportunity areas in the Town Centre has distinctive characteristics influenced by the role and function of the place and buildings, while reflecting a coherent palette that defines Canvey Town Centre.

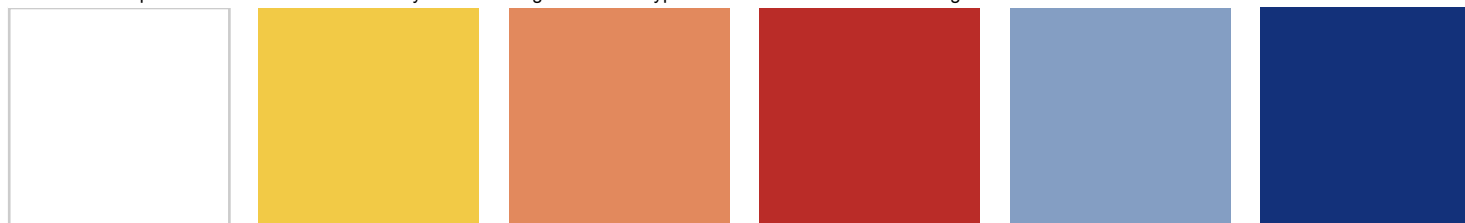
STYLES - Include Dutch architecture, typical styles found in English Coastal Towns and influences from the Art Deco and Modernist design eras



FORMS - Shapes, scale and massing appropriate to Canvey



COLOURS - A palette selected for their vibrancy and reflecting the colours typical to Dutch architecture and English Coastal Towns



MATERIALS - High quality materials include more traditional and modern examples



3.10.2 Key Style Influences

In creating an identity for Canvey Town Centre, future buildings and spaces should draw on and translate aspects of the existing features of the local vernacular while celebrating a rich and diverse heritage. The overall principles for the style palette are as follows:

- **Dutch Architecture:** Dutch architectural features that can be seen in the townscapes across Essex today include early Dutch farmhouses and mills, and gothic, renaissance and French classicism architecture from the Dutch Golden Age.
- **English Seaside Towns:** Characteristics that are recognisable in successful English Seaside Towns in Essex and throughout the UK include bold colours, interesting rooflines and gables, and intricate detailing.
- **Art Deco / Modernism:** Forms and designs that reflect the art deco period, such as the ordered, symmetrical geometry of the Rio Bingo and Monico buildings. The Labworth Cafe is a good example of how this can be translated into clean, modern design.

There are relationships between each of the above styles which allow an exciting and coherent palette. It is important not to mimic but to draw on existing features to create a new identity. The existing styles and associated characteristics are explored in more detail in the following pages.



(above) - A terrace of houses in Saffron Waldon are reticent in style and vibrant colouring to housing examples from Oudeschild and Batavia Stad in Holland



(above) - The form, materials and colours of the Oyster Fleet Hotel reflects Dutch farmhouses.



(above) - Buildings such as the Bingo Hall display features from the Art Deco era.



(above) - Buildings in Clacton-on-Sea display seaside town character and Dutch influence.

3

Dutch Architecture

In assessing the key features of the Canvey and Essex vernacular, it is clear that dutch architecture has had a strong influence. This is not only evident in the commonly known dutch cottages, but also in the retail areas of major towns. The consultation confirmed that local people have a clear association with the island's dutch heritage and in particular the influence on the history and landscape of the island. This important connection should be celebrated through the expression of buildings and spatial treatments in the Town Centre.

Notable features of the dutch architectural styles in Canvey and Essex include:

- Cottages and houses inspired by early dutch farmhouses and mills, including steeply pitched roofs, thatching, and angular forms;
- Commercial buildings inspired by early dutch farmhouses and mills, including roof styles, materials and colours;
- Gables and elaborate detailing reminiscent of the seventeenth century gothic and renaissance stylings of the Golden Age.
- Terraced housing with repeated frontages including pitched roofs and bright colouring;
- Steeples, spires and turrets inspired by early Dutch churches and castles.



Buildings from Canvey and other parts of Essex display characteristics of Dutch architectural styles, including early Dutch farm styles with pitched and thatched roofs.



Buildings in Essex towns feature corner and landmarks elements that are reminiscent of Dutch church and castle steeples.

Dutch architects have progressed the unique characteristics of their historic buildings to create exciting, innovative forms that are now recognisable in the townscapes throughout Holland. These styles show how historic features can be interpreted in a modern way to create buildings with an identity and that stand out.

The following characteristics of modern Dutch architecture are included in the palette for Canvey Town Centre:

- Cubic forms and pitched rooflines.
- Bright colour palette with bands of different colours treating facades.
- Coloured facade treatments are used to mask commercial buildings.
- Rich, modern high quality materials.
- Variation in elevational treatments.
- Buildings shaped to create visual landmarks.



Bands of bright colours are used.



Rich, modern high quality materials.



Cubic forms and pitched rooflines.



Brightly coloured facade treatments are used to mask commercial buildings



Variation in elevational treatments.



Building shapes create landmarks.

3

English Coastal Towns

The years of Canvey Island being a seaside holiday destination and tourist hot spot have long past, but the local community continue to have strong associations with the sea and the seaside. Reconnecting Canvey with its seaside past will help to create a strong identity for the Town Centre and build on the growing success of English Coastal Towns.

Notable features of English Coastal Towns which form components of the Canvey Town Centre style palette include:

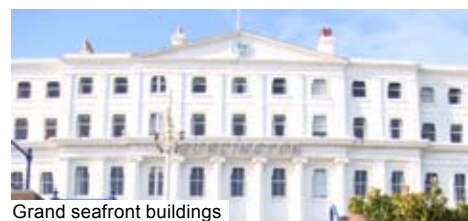
- References to the sea in building styles, including the Labworth Cafe.
- Renaissance style buildings with elaborate gables and detailing.
- Brightly coloured buildings.
- Grand seafront buildings.
- Landmark corner features.
- Interesting and varied roof lines and features.
- Awnings and beach huts displaying bright colours.
- Band stands.



Bright, light coloured buildings



Bandstands



Grand seafront buildings



Deck chairs, awnings and beach huts are typical



Interesting and varied rooflines





Landmark corners of buildings defining public spaces and key junctions



Landmark features old and new



Grand buildings with strong scale and significant massing



3

Art Deco / Modernism

A number of interesting buildings in Canvey display characteristics of Art Deco / Modernist design. It is these buildings that the community highlighted as ones to save through the masterplan, and have features with the potential to translate into exciting modern forms.

Notable buildings of the Art Deco style in Canvey include the Monico, Rio Bingo Hall and Labworth Cafe. It is features from these and other art deco styled buildings that form part of the palette for the Town Centre as follows:

Style and Form:

- Geometrical symmetry and cubic forms.
- Stepped forms and sweeping curves.
- Ziggurat shapes: Terraced pyramid with each story smaller than the one below it
- Complex groupings of rectangles or trapezoids
- Patterned details including Zig zag designs.
- Strong lines and illusions of pillars.

Colours and Materials:

- Bands of colour.
- Colours including white and brown.
- Materials used include aluminium, stainless steel, lacquer and inlaid wood.



Sweeping curves



Geometrical symmetry



Stepped forms



Curved frontages and symmetrical forms

Zig-zag details

Bold colours

04 SPACES



4.1 Landscape Principles

General for the Town Centre

- Enhance the overall perception of arrival into the Town Centre through a change of character in the streetscape at the key gateways.
- Create a quality town centre with an improved pedestrian experience addressing the balance between pedestrian and vehicular space.
- Improve accessibility to and within the Town Centre.
- Reduce traffic speeds in the Retail Core to a minimum, while maintaining traffic flow through the design and layout of the public realm.
- The character of the public realm palette should become a defining feature of Canvey and an intrinsic part of the Town Centre identity.

Key Spaces

- Create a series of public spaces, each with its own role and function but featuring a coherent identity, including outdoor seating, dining and cafe culture, events, pocket parks and green links.
- Ensure all spaces and streets throughout the Town Centre (including Furtherwick Road) are sufficiently flexible to accommodate a town market and other outdoor events.
- Announce arrival to the Town Centre through iconic spaces and treatments.

Streets

- Create pedestrian friendly streets, calming traffic while ensuring that traffic flows and movement are not compromised.

- Create generous footpaths with minimum widths to give freedom to pedestrian movement and allow wheel chair users and child buggies to easily negotiate the streets
- Introduce on street parking where appropriate and bays for loading, disabled and taxis.
- Footpaths should be of a constant grade and continuous between street intersections.
- Reduce street carriageway widths to a minimum and ensure suitable pedestrian crossing points throughout the town centre.
- Introduce raised platforms and / or shared surfacing in special areas to highlight pedestrian areas.
- Temporary pedestrianisation of vehicle streets to allow for a market.

Components

- Co-ordinate street components and layouts including trees, lights, signage and furniture to ensure they are functional, aesthetic and do not impede pedestrian flows.
- Reduce clutter and physical barriers to improve general movement and the visibility of pedestrian crossings.
- Provide sufficient seating throughout the town centre at regular intervals.
- Surfacing materials, street furniture and artworks should be used to establish a Town Centre identity, and assist with wayfinding, informed by local vernacular, the island's heritage, and a nautical theme.
- Robust and comfortable street furniture to be hard wearing and appropriate for coastal conditions.

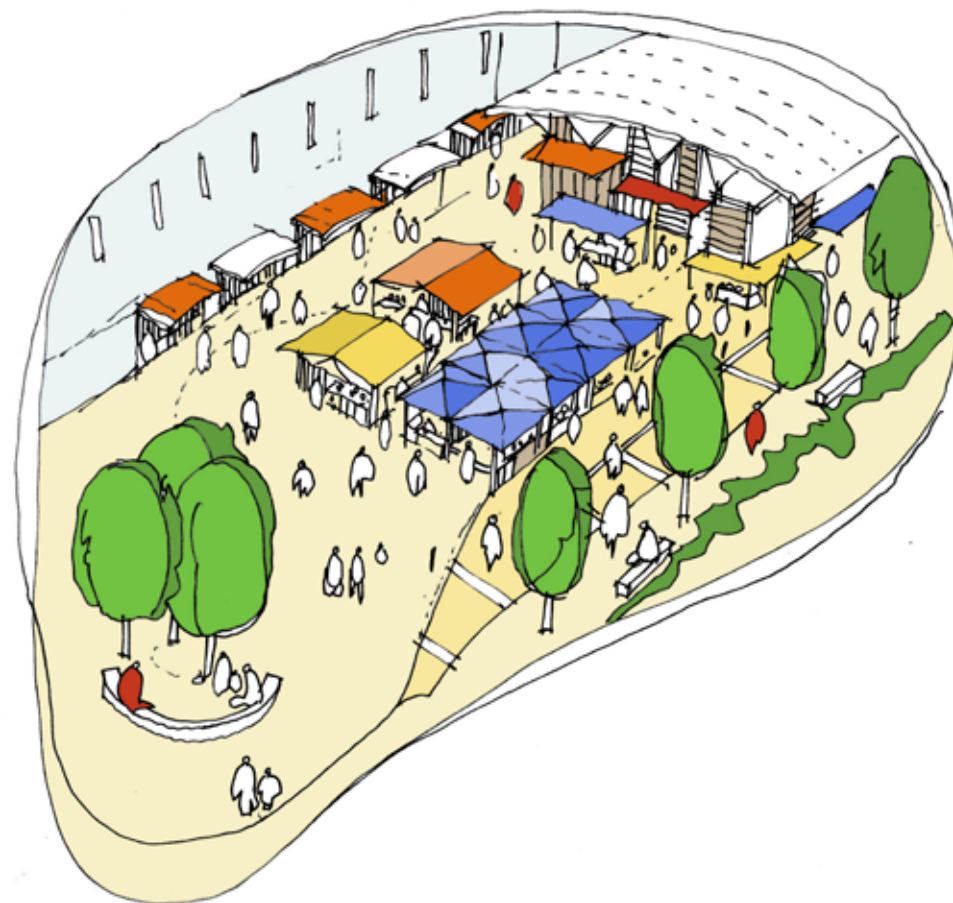


Figure 4.1 - Sketch showing a flexible space for outdoor markets

4.2 Masterplan Proposals

4

This section provides specific design aspirations for the key public realm areas within the town centre. The adjacent plan identifies these areas and the following pages provide a flavour of how these proposals could be progressed.

The proposals for the public realm builds upon the aspirations of the masterplan. Diagram 4.2 identifies the main aspirations.



4.2.1 Spaces

1. A new town Square a the main arrival point into the town centre from the north. Create an iconic destination space announcing arrival from the north into Furtherwick Road.
2. Relocate the supermarket and consolidating car parking to create a new Town Square connecting the retail area with the community uses in the school.
3. In conjunction with the school redevelopment, create a flexible shared space on the south side of Foksville Road used by school pupils and for events such as markets on weekends.
4. Create a new central focal point within the shopping area where shoppers can sit and relax.
5. Reconfigure the space around the Paddocks to create a green square that enhances the environment and links, establishing this area as a gateway to the Town Centre.
6. Enhance the spaces at the existing junctions from the east (High Street) and between Furtherwick and Foksville Road. This will include pedestrian phased signalised crossings to balance vehicular movement and flow requirements.
7. Improve the junction between Furtherwick Road and Long Road removing clutter and creating a key gateway from the west and linking to the sea front.
8. Enhance the linking space to the west of Furtherwick Road including the enhancement of the existing green space.
9. Enhance the setting and provide better direct linkages with the lake.

4.2.2 Streets (s)

1. Furtherwick Road - This is the primary street within the town centre. Introduce two way traffic, new crossing points, on street parking, trees and consider a shared surface over the central area.
2. Foksville Road - This road will be realigned as part of the masterplan. Introduce an enhanced streetscape and introduce a raised surface linking the town square with the school.
3. High Street - This street will be enhanced from its current state, introducing two way traffic, trees and on street parking where possible.
4. Markets can be located in a number of places throughout the Town Centre. A managed approach should be employed to allow streets, such as Furtherwick Road, to accommodate markets. This can be achieved by temporary closure of parts of the streets and re-routing of traffic.



Figure 4.2 - Masterplan proposals showing the key areas

4

4.2.3 Town Market and Outdoor Events

Town centres provide an ideal setting for a programme of events – these both encourage people to visit the town and contribute to an active vibrant streetscape.

All spaces and streets in the Town Centre should be designed to accommodate a town market and other outdoor events. Providing space for market stalls around the Town Centre will encourage pedestrian movement to circulate between different areas and ensure thus ensuring the long term viability.

The key spaces can host events, where the correct balance of street furniture permits a clear open space with adjacent integrated power supplies. These spaces should be flexible as events will change and have different layout criteria. Attempts should be made to maximise usage within the streets to encourage footfall and circulation.

The following general principles apply:

- Town wide events as a core element of the Town Centre branding, providing a strong pull factor for visitors.
- Spaces and streets sufficiently flexible to accommodate clusters of market stalls. This could involve temporary closure of streets, such as Furtherwick Road, and re-routing of traffic subject to careful management.
- Clutter reduced and any new street furniture and trees carefully planned and ordered to provide space.
- Stalls arranged in clusters throughout the town centre with distinctive themes for each area.
- The Town Centre as a whole carefully managed on event days, including traffic management and post-event maintenance.



4.2.4 Greening the Town Centre

There was a strong community desire for trees and green spaces to be added to the Town Centre. This will help also to bring the character of the wider island into the Town Centre.

The following general principles apply:

- Integrate trees into the street layout. Spacing and location of trees should reflect the character of the individual street. These will provide a vitality to spaces that is currently lacking. It will also help to formalise the streets.
- Planters or raised beds should not be used within the streets or main spaces. Interesting planting should be introduced in the proposed pocket parks and links to the Lake and Paddocks.
- Hanging baskets - these are to be integrated with light columns or signage within pedestrian areas. Seasonal planting within these can provide variety throughout the year.
- Raised lawns will help to soften the hard surfacing and built environment.
- Lawns are also appropriate in larger spaces such as the pocket parks where they do not disrupt pedestrian movement or hinder events.
- Plant species especially shrubs and groundcovers selected to reflect the coastal environment. Grasses or estuarine shrubs for example could be used to reflect this local natural character.



Figure 4.3 - Sketch showing the nature of the streets in the masterplan

4

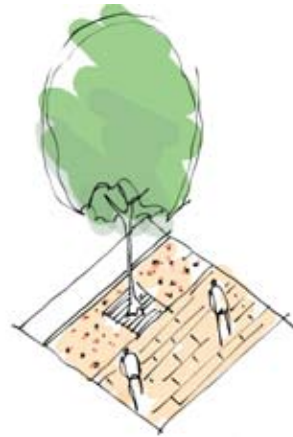
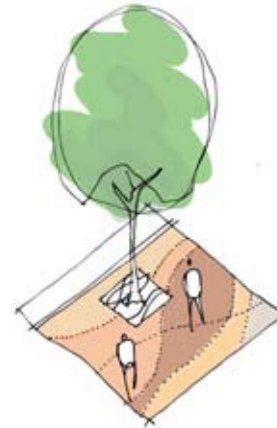
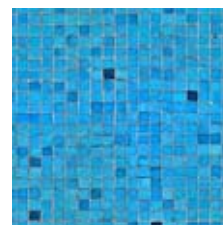
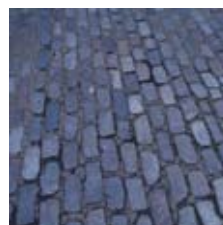
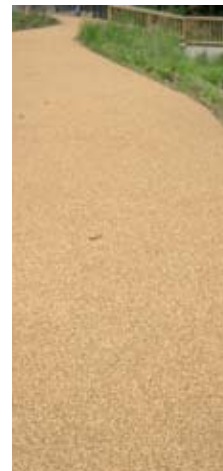
4.2.5 Character and Identity

Canvey Town Centre should have local, Borough, County, Regional and National image. It is an opportunity to provide an iconic feature for Canvey Island and Castle Point as a whole. The area should be a celebration of the sea, the elements and the people who use it.

The theme in this case will be based on the history of the island as a seaside destination and with strong dutch heritage, and with connections to water as a coastal estuary environment. The following are principles that will inform a future public realm strategy and will ensure that the character of Canvey is expressed through the streets and spaces.

Materials and Colour Palette

- Coastal materials such as sea shells, aggregates, weathered timbers and coastal plant species.
- Colours associated with coastal environments such as light brown/beige blues, and greens.
- Distinctive treatments such as sinuous patterns in the paving/surfacing reflecting the local estuary environment.
- The form of a wave serves multiple purposes: bringing a seaside character into the public realm, assisting with wayfinding by marking pedestrian routes, and creating an exciting visual environment.

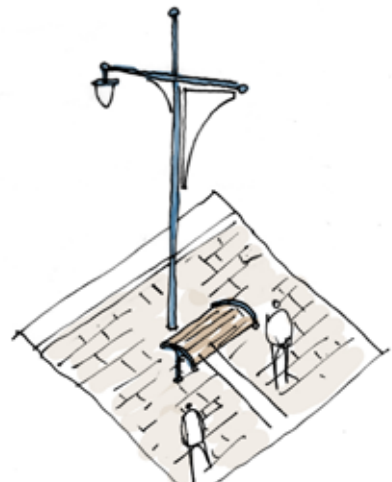
**'COASTAL' MATERIALS AND COLOURS****PATTERNED PAVING**

Water

- Canvey is surrounded by water and the Lake has lots of potential linked to the town centre. To build upon this unique character, and the dutch influence, a rill or water swale could be introduced within the new link between the Furtherwick Square and the Lake.

Street Furniture

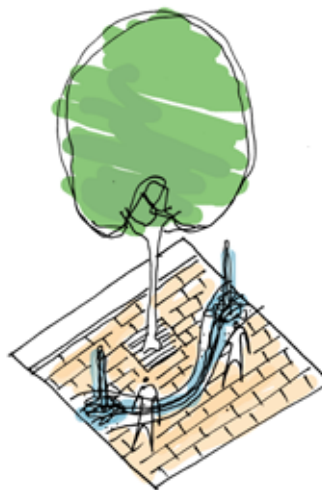
- Street furniture will be used as a means of expressing the maritime theme.
- The style must be designed according to the nature and function of the space. For example in the shared market square, furniture should be comfortable and attractive to young people, while being flexible to accommodate the more adult weekend uses of the market.



STREET FURNITURE STYLE

Wayfinding

- Signage should assist visitors, encouraging them to explore and making local people aware of the facilities.
- Signage should be strategically positioned to aid awareness, direction, interpretation and visual orientation.
- The design will include iconic identity markers, sign boards, maps and information.
- It will be branded to give continuity to the Town Centre character.



WATER FEATURE



4

Integrating Art and Culture

Sculptures and artworks should be located in one or several of the main public spaces to reinforce the identity for Canvey Island.

- Iconic landmark sculptural elements which could be developed in collaboration with artists.
- Wayfinding features.
- Feature lighting as part of an arts strategy and branding.
- Maritime connections;
- Reflections on Canvey as a previously popular seaside holiday destination;
- Modern interpretations of the Dutch heritage.

Art as part of the process, engaging people as part of the design and engendering a sense of ownership over the Town Centre.

Lighting

Any future lighting strategy should follow the principles set out below.

- Illuminate public spaces that are active after dark to create a feeling of security and encourage use of the space.
- Lighting locations and levels should be carefully assessed to avoid negative impact on residential properties.
- Illuminate key landmark features, including building corners, elements, structures and artworks.
- Illuminate all public routes, including streets, footpaths and cycleways.



Maritime Connections



Landmarks Aiding Visibility



Modern Response to Dutch Heritage

4.3 Spaces

4.3.1 Furtherwick Square

A new focal space at the junction of High Street and Furtherwick Road will become the 'Furtherwick Square'. It will form the northern gateway space to the Town Centre. This space will be:

- An iconic square featuring high quality public realm treatments, framed by the landmark community buildings;
- A space that announces arrival with artworks, signage and sculptures that reflect the character of the Town Centre.
- A balance between a high quality pedestrian environment and major street junction. A signalised intersection will allow for both pedestrian priority and traffic flow.
- The space will include seating and planting with the aim to provide an attractive yet functional place for the community to enjoy.



Figure 4.4 - Sketch showing an example of the iconic gateway spaces

4.3.2 Knightswick Square

The square within the new retail area will provide enhance the experience for the shopper by providing a resting and meeting place between the Town Square and Furtherwick Road. This area will be:

- An well enclosed space with active shop and cafe frontages to all sides.
- Paved in quality materials with places to sit and gather.
- Simple, uniform public realm treatments to highlight the new buildings and high quality shop fronts.
- A flexible space to accommodate the town market.



4

4.3.3 Town and School Square

The Town Square will be a space linking the new shopping area and the redeveloped school. This space will:

- Be a transient space with seating and trees;
- Provide a gateway to the new shopping area.
- Be treated to respond to the landmark community buildings at each corner.
- Include a safe crossing of Foksville Road with a raised table and narrowed carriageway to encourage reduced vehicle speeds.
- This space would be ideal for annual events and or temporary street performance or artistic installations.

The Town Square will be linked to a shared space created for the school and Town Centre. This space will be fronted by Foksville and Furtherwick Roads, and will have a relationship to the Town Square. This space will be:

- Shared space fronting Foksville Road and southern end of Furtherwick Road.
- During school hours this is playground space for the pupils
- Outside school hours this will be a public space used for markets and other events
- Flexible space through the arrangement of street furniture - removable??
- Must be of robust treatments and low maintenance owing to intensity of intended use



Figure 4.5 - Sketch showing well defined, flexible public space



4.3.4 South and East Junctions

The junctions from the south and east will be enhanced to provide arrival spaces into the Town Centre. These spaces will be:

- Cafe culture
- Remodelled space
- Frontage by western end of Market Square
- During school hours, the Southern Gateway will be an alternative public space to Market Square, which is shared with the school.

4.3.5 High Street (Eastern Gateway)

This section of Furtherwick Road will be designed to cater for street cafes and nightlife activity.

A new space at the junction of Furtherwick Road and Long Road will form the western gateway to the town centre.



4

4.3.6 Pocket Parks & linking green spaces

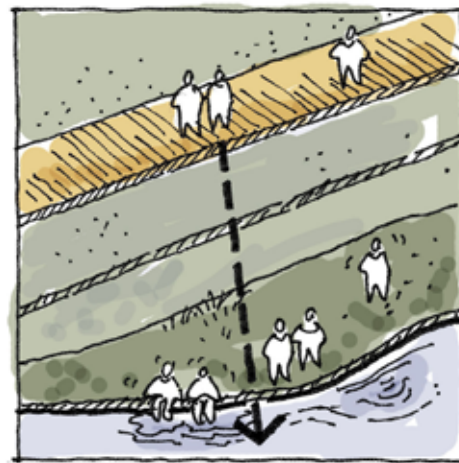
Canvey town centre has a number of potential pocket parks and linking green spaces, these will enhance the amenities within the town and encourage people to spend more time and explore the area.

These spaces include:

1. The Lakes Walk - A new link is proposed from the Furtherwick Square to the head of the lake. The link will be a pedestrian area and provide possible location for a sustainable drainage facility including an attractive landscape of waterside planting.
 - A new boardwalk linking to the Lake will enable people to get close to the water. As it crosses the water it will have pods for sitting and appreciating its expanse.
 - Planted shelves added to the perimeters and as islands within the lake providing new habitats and interest.
 - Viewing and fishing platforms which will project out into the lake.
 - A series of bore holes to replenish water into the lake from ground water supplies.
2. The Paddocks area which will be reconfigured allowing the enhancement of the environment around the PCT, Paddocks and other buildings in this area. The landscape created will announce arrival for those parking, and contribute to a distinctively natural, green character in this area.
3. North south link to the west of Furtherwick Road which will link the Lakes Walk with the Paddock, a green pedestrian and cycle way and pocket park to the rear of the existing buildings



Figure 4.6 - Sketch showing example of natural green link



When considering the creation and enhancement of green spaces adjacent to the town centre the following principles apply:

- Openness, removal of railings, scrub and hedges - you must be able to see into the park.
- A comprehensive signage strategy with directions, walking time and a map to be located at all entrances.
- Formal and natural play located to add activity and give reason to use these spaces.
- Enhancement of existing features such as the war memorial gardens.
- Feature paving or inset paving to mark the entrances as key arrival and destination points within the park.
- Beacon and iconic emblems sited on the main vista leading to and from green spaces and links.
- Tree planting - a balance of removing lower branches to open up the space and new planting to create an inviting image at the entrances of green spaces.
- The paths leading from the entrances must be direct, bold and wide to allow combined cycling and pedestrian.
- Seating and other park furniture must be incorporated not to impede access.

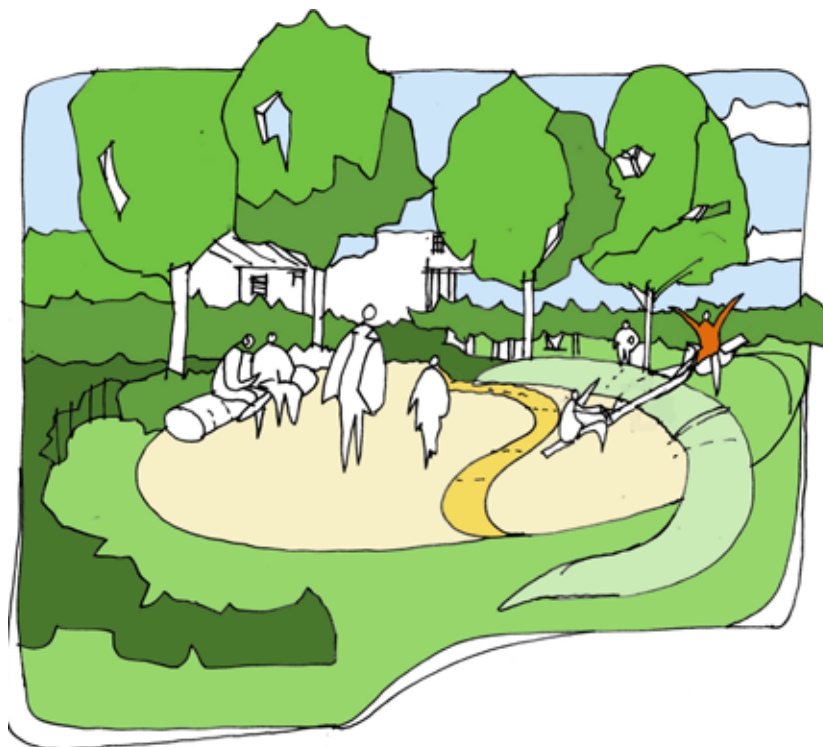


Figure 4.7 - Sketch showing pocket park



4.4 Streets

4.4.1 Furtherwick Road

The central area of Furtherwick Road is seen as vibrant shopping street and the southern end occupied by cafe culture catering for use night and day.

The design principles include:

- Safe generous footpaths with sufficient space for cafe terraces and public seating to encourage the street cafe culture.
- Removal of guard railings, overhead services and general street clutter
- Introduction of two way traffic with minimum carriageway widths
- Consideration of a shared surface as a special space in the main central shopping area connecting to the new development
- Street trees should be planted sensitive to pedestrian and street parking requirements.
- Pedestrian crossing points will be located in close proximity to the intersection to aid in vehicle/pedestrian visibility.
- On-street parking should be introduced in the form of 'pull in' parking bays to avoid increasing crossing distances for pedestrians.
- Street furniture including seating and lighting
- Temporary closure of parts of the street, and re-routing of traffic, to pedestrianise and allow Town wide market to be located here.



Figure 4.8 - Sketch showing the scale of the streets



Figure 4.9 - Sketch showing the composition of the streets

4.4.2 Foksville Road

A busy access road can be enhanced through traffic calming measures including narrowed carriageway widths.

- The street will form a two way boulevard connecting at the northeast of the town centre with the High Street boulevard.
- Street trees should be planted sensitive to pedestrian and street parking requirements.
- On-street parking should be introduced in the form of 'pull in' parking bays to avoid increasing crossing distances for pedestrians.
- Safe and clear crossing across the Town Square from the entrance of the proposed entrance of the Castle View School through a raised table or shared surface.
- A new public space at its centre.

4.4.3 High Street

The High street will become a boulevard with street trees spaced so that in time a continuous canopy will form. This is intended to soften the service entrances and buildings backs.

- Passive crossings should be provided where crossing distances are reduced to a minimum should be used. However they should be limited so that they do not adversely impact traffic flow.
- Generous footpaths to allow for pedestrian access into the main town centre shopping areas on Furtherwick Road.
- On street parking where appropriate and not to disrupt service access or the continuous tree avenue.
- Carriageway widths should be reduced to a minimum and adjusted to suit two way system.

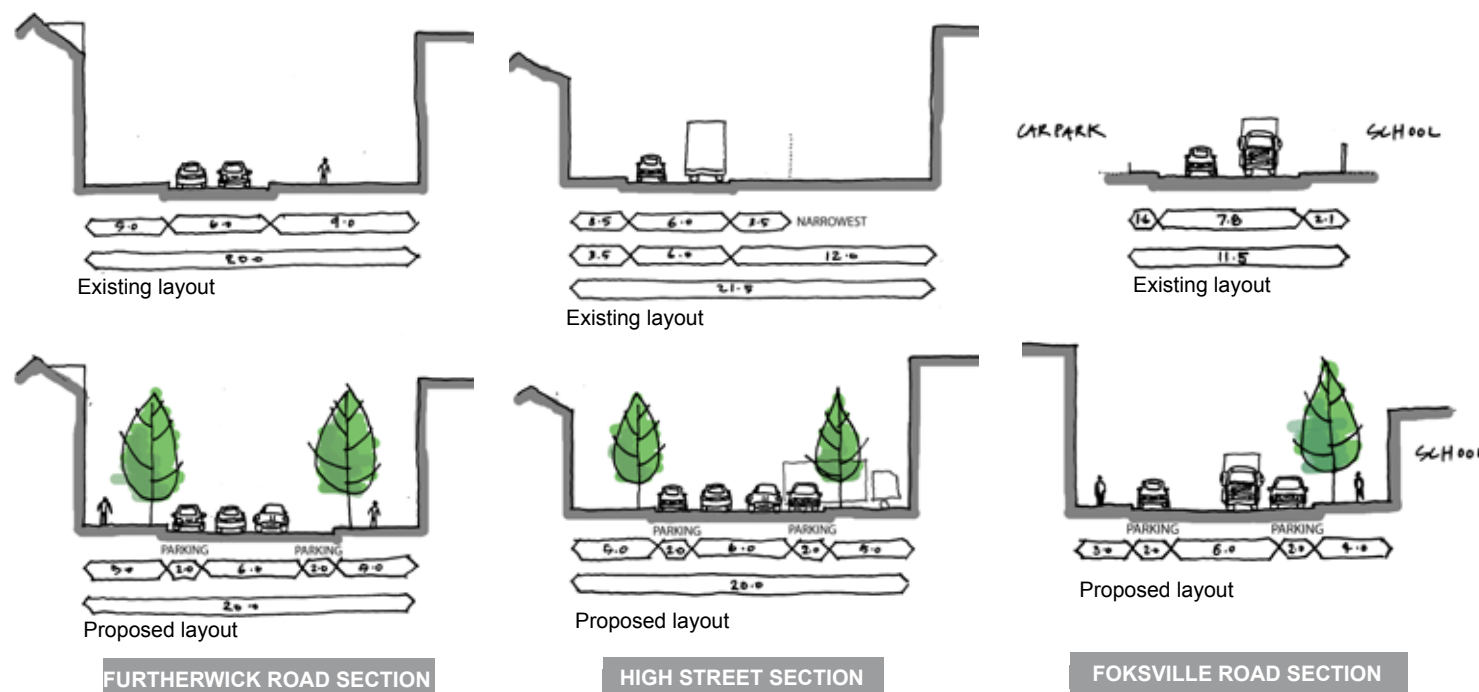


Figure 4.10 - Sections showing the scale and relative dimensions of the existing and new streets



05

MOVEMENT



5.1 Movement Proposals

The movement concept feeds into more specific proposals that are central to the masterplan. These specific proposals are also important in ensuring that the masterplan's latent potential is realised in achieving transformation change in the town centre.

The transformation proposed in Canvey Town Centre will be a catalyst for improving transport conditions. Indeed the development proposed in the masterplan can support specific schemes and interventions that may not otherwise be funded. There is also the need to ensure that, increased activity and movement in the town centre, as a result of redevelopment, is managed appropriately on all the transport networks.

Each mode of travel will be considered explicitly in turn and will cover:

- Walking / cycling;
- Public transport (bus);
- Cars – highways;
- Cars – parking; and
- Freight / servicing.



Figure 5.1 - Movement Concept for Canvey Town Centre

5.2 Pedestrians and Cyclists

5

A central objective for the masterplan is to make Canvey Town Centre a more attractive environment for both walking and cycling. This will in turn help to encourage street activity and avoid vehicle domination. Inherently linked with this is the promotion of a new, stronger retail circuit that is focussed on Furtherwick Road to the west, Foksville Road to the south, and a new pedestrian-only mall to the east and north.

- The treatment of spaces, including carriageways, footways, and public open space should reinforce the importance of pedestrian movement within the town centre.
- Linkages to the new school are particularly important given the large number of pupils who will be travelling to school by foot or by bike.
- The differentiation of the Town Centre area from more residential areas will play a key part in highlighting the importance of pedestrian/cyclist movement.
- Reduced speed limits, differentiated and interesting surfacing, and the removal of barriers and guard railings are just a few measures that should be considered to achieve this.
- Temporary pedestrianisation of streets by managed re-routing of traffic will to allow occasional Town wide markets.
- Ensuring that the town centre is also well linked to its surroundings is also important. Connections that could be strengthened by physical measures, signage, and other promotion should be the seafront, Canvey Lake, Benfleet station, and also the wider residential catchment.

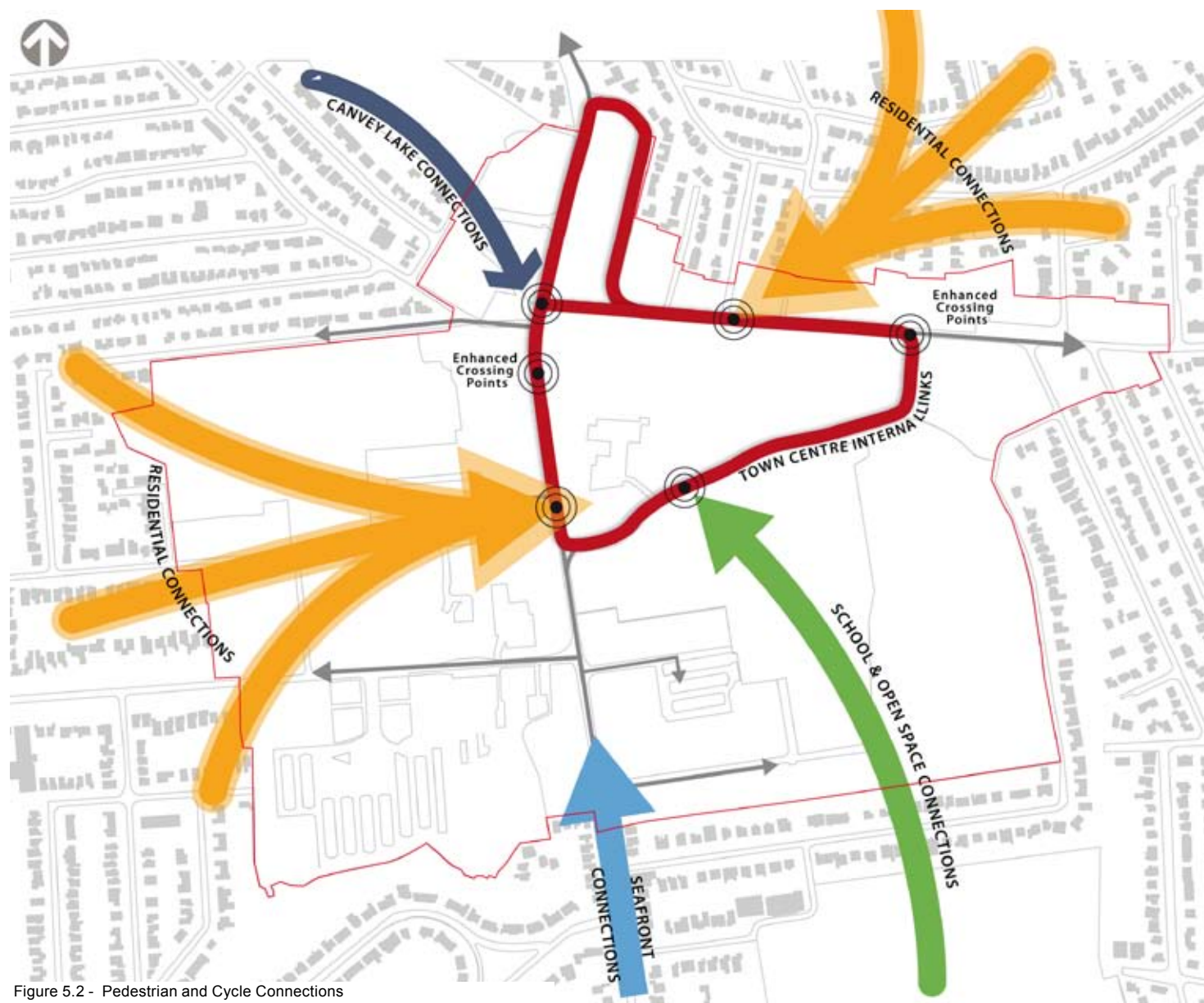


Figure 5.2 - Pedestrian and Cycle Connections

5.3 Public Transport

While there is currently good public transport provision in the Town Centre, a small number of targeted interventions could create a highly accessible and efficient Town Centre.

- Removing the one-way system will allow buses to be routed along Furtherwick Road in both directions and enable this key link to be the main bus 'hub'.
- Additional stops in other parts of the Town Centre will increase the overall accessibility, including stops close to the supermarket and the school.
- Priority measures for bus services will reduce journey times and increase service reliability, including for example bus-only turns, advanced signals at key junctions, and bus lanes to bypass queuing traffic. Detailed testing is required before determining the correct interventions.
- Wider bus service connectivity should be borne in mind, including extensions to the South Essex Rapid Transit (SERT) network.
- An aspiration is to provide a rapid bus connection from Canvey Town Centre to major nearby centres, and should be included in detailed design considerations.
- Consider the needs of the new school in detailed design considerations for the town centre and specifically Foksville Road.
- The expansion of the school will lead to greater numbers of students and teachers accessing the site, a proportion of whom will use bus to do so. Ensuring safe pick-up and drop-off operation should be carefully considered with a focus on child safety but also efficient highway operation.

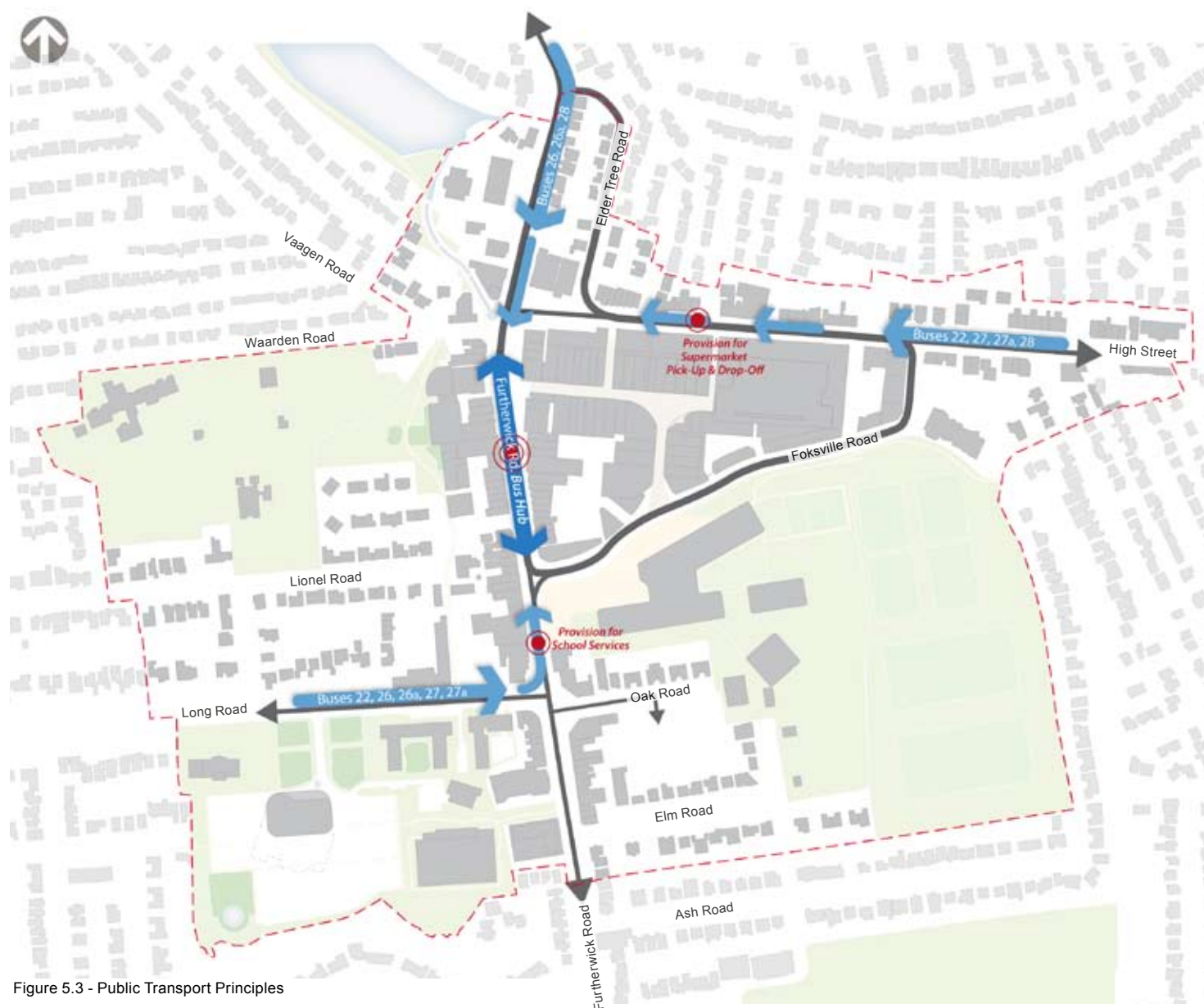


Figure 5.3 - Public Transport Principles

5.4 Vehicles

5.4.1 Highways

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At present the one-way system prioritises vehicle movement above all other modes and is leading to a detrimental impact on the town centre. Furthermore, because of the one-way nature of the road network there is unnecessary distance being made by many motorists as they access the town centre and/or pass through it as shown in figure 5.4.

The key town centre links of High Street, Foksville Road, Furtherwick Road, Knightswick Road, and Elder Tree Road are all used by vehicles as a consequence of the one-way system rather than through necessity. By converting these links to two-way operation a much simpler pattern of routes and movements can be seen to occur.

Vehicles are now able to take shorter, more direct routes which could provide an overall benefit to the operation of the road network. This ties in with the general aspiration to provide a simple, yet flexible, solution to movement in the town centre.

Transport modelling work has already been undertaken in a recent previous study which considered a number of scenarios that involved changes to the one-way system. Additional detail of this work is provided at the end of this section. The assumptions used in this previous work are compatible with the masterplan both in terms of the level of proposed development and also possible changes to the highway network. This compatibility of assumptions means that it is also believed that the changes being proposed in this masterplan are both sensible and feasible.

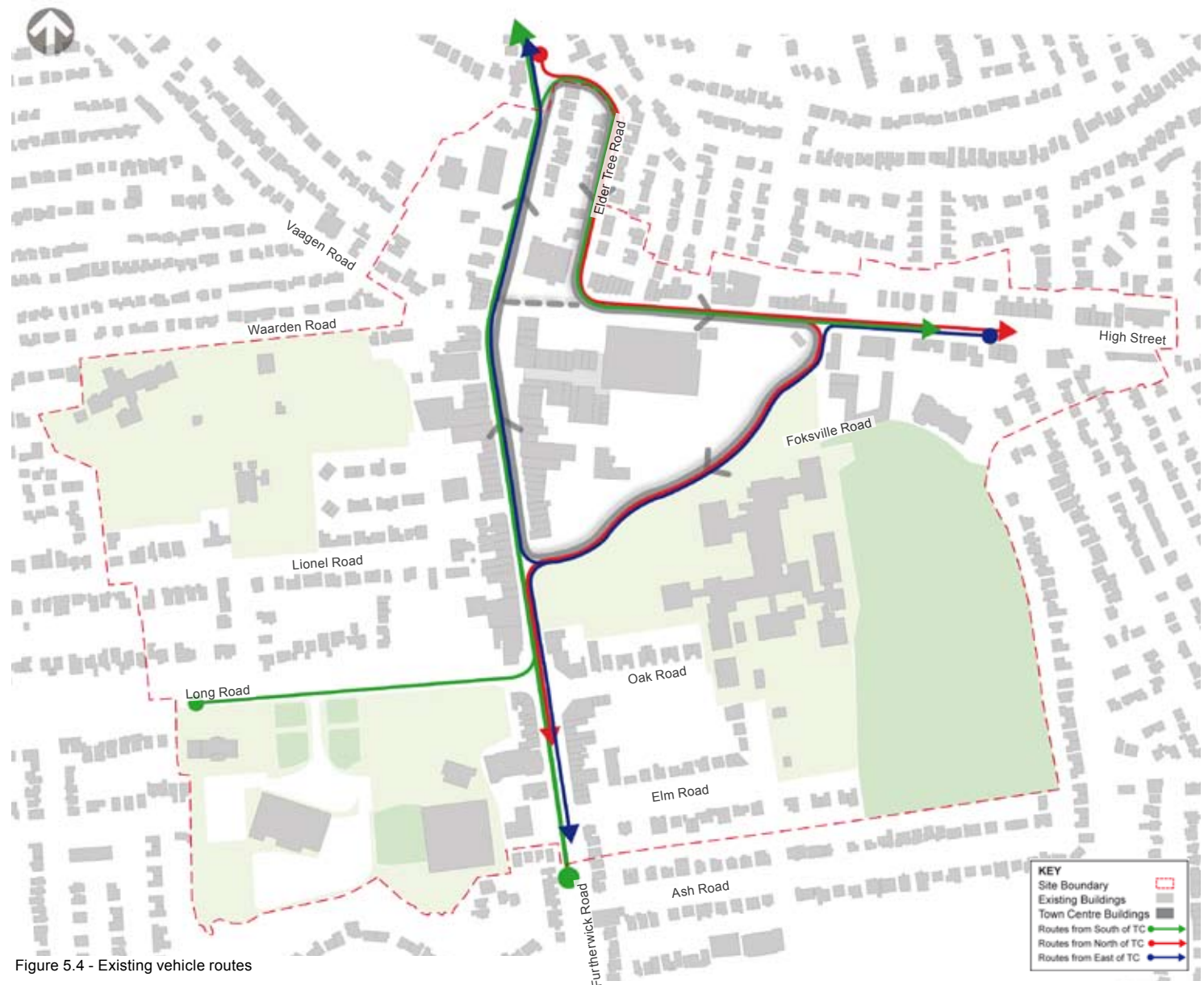


Figure 5.4 - Existing vehicle routes

The tests conducted showed that changes can be successfully made to one-way system without causing undue problems to the highway network in terms of delays and congestion.

A key piece of follow-on work from this masterplan will be additional, detailed testing of the masterplan using transport modelling techniques and software to ensure that specific schemes and layouts are proven to be feasible. This should include testing the ability to re-route traffic to allow temporary pedestrianisation of Furtherwick Road on market days.

As noted above, the town centre road network also is used by through-traffic because using the gyratory system provides a journey time saving compared to an alternative route. However with the changes proposed to the town centre, particularly the reduction in speed limit and general calming approach being taken, use of the town centre as a through-route should be less attractive.

In order to reinforce this point, a signage strategy should be developed that investigates appropriate alternative routes that bypass the town centre which could then be actively promoted. Potential alternative routes that could be investigated as part of this strategy include:

- Routes via Canvey Road and Long Road to/from the south and east of the island; and
- Routes via Doverfelt Road to the east of the island.

Removing unnecessary through-traffic from the town centres should have clear benefits such as reduced delays and congestion, improved environmental conditions, reduced visual impact, and improved pedestrian and cyclist conditions.



Figure 5.5 - Proposed vehicle routes

5

5.4.2 Parking

A key element of the masterplan is the removal of the surface car park and its replacement with a larger multi-storey car park structure. Additional parking provision is required in order to meet a proportion of the additional parking demand that will be brought about by the enlarged supermarket and additional retail floorspace.

It is proposed that the level of provision offered strikes a balance between, on the one hand, ensuring the parking is well managed, does not lead to unregulated on-street parking in nearby areas, and allows economic vitality and, on the other hand, not providing too many spaces such that using a car to access the town centre becomes overly easy leading to increase vehicle movements and activity.

In addition to the multi-storey car park structure it also proposed that on-street parking is provided in selected central locations. This should be short-stay rapid turnaround provision that enables small errands to be quickly done thus encouraging more on-street activity and potentially more economic security for smaller retailers.

Based on the proposed floorspaces in the masterplan it is estimated that car parking provision in the area bounded by the High Street, Foksville Road, and Furtherwick Road should be in the order of 450 vehicles – to be made up of both off-street and on-street parking. The size of the multi-storey car park could be approximately 400 vehicles.



Figure 5.6 - Current car park access routes

Additional parking provision will be required for the southern section of the town centre – which again should be a combination of on-street and off-street provision. Proposed off-street locations are on the current Paddocks site (subject to additional detail regarding how this site is to be developed), the continuation of the Oaks Road car park, and a car park on the school site for use by staff, deliveries, and possibly community use out of hours.

An additional benefit of the conversion of the one-way system to two-way operation is the simplification of access/egress routes from the car park. The two images below show current and future routes – with the latter being considerably more rationalised. More modelling work will be required to assess the impact of the two-way changes in combination with the new car park but it is believed that significant improvements could be achievable.

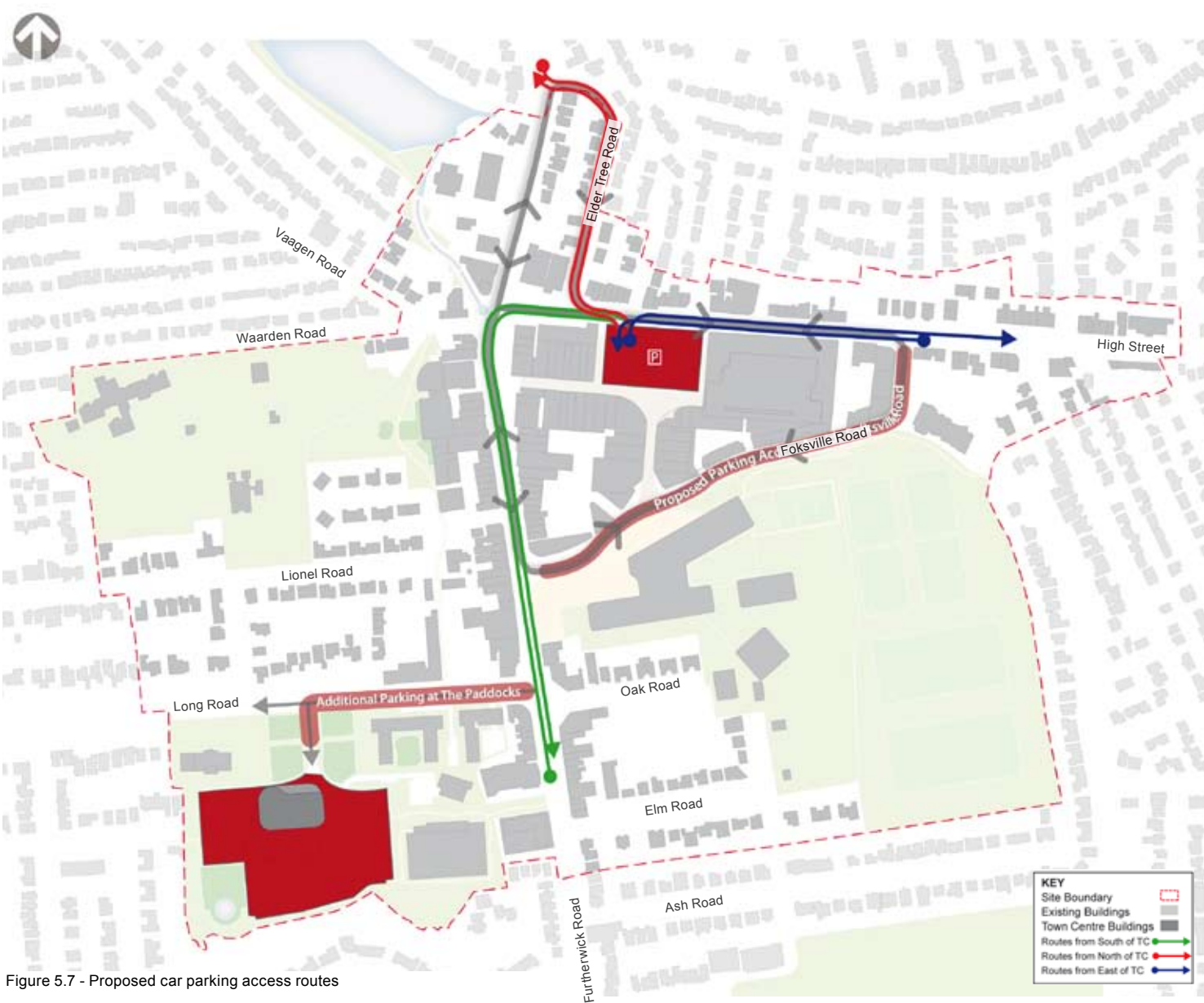


Figure 5.7 - Proposed car parking access routes



5.4.3 Servicing

Much of the servicing of the town centre is currently off-street, with the main exception being the northern end of Furtherwick Road. The scale of change therefore being proposed to servicing operations is relatively limited.

- Access to the existing retained service yard provided from the High Street.
- A new service yard added between the existing units on the east side of Furtherwick Road and the new retail units, accessed from the High Street.
- Specific servicing access points should be carefully designed so that they do not conflict with pedestrian/cyclist movements nor efficient highway operation.



Figure 5.8 - Proposed parking and servicing

06 SUSTAINABILITY



In line with meeting the principle of sustainable development, future development in the study area will be required to meet the highest standards of sustainable design and construction as set out in this section.



Wind turbines can generate energy sustainably and could serve as features reflecting the Dutch heritage

6.1 Environmental Assessment and Standards

BREEAM is a rating applied to buildings following a pre and post construction assessment. Buildings are scored against a series of criteria and, based on a system of credits and the sustainable aspects of the scheme are awarded a rating of: 'pass', 'good', 'very good', and 'excellent'. BREEAM assessments must be undertaken by a licensed assessor.

- All retail, office and leisure development in the study area will be required to meet BREEAM 'Excellent'.
- The BRE rating for residential development is Code for Sustainable Homes and all residential development will be required to meet the highest standards of environmental design aiming for a minimum code level 4.

Where these environmental standards will be challenging for developers and their design teams, it is recommended that a licensed assessor is introduced into the design process at the earliest possible stage. It is unlikely that the required high standards can be achieved without early consideration of the implication of such requirements and innovation design solutions.

There is no one size fits all approach to achieving these challenging environmental standards as criteria are afforded varying numbers of credits and it is not necessary to score highly on all criteria to achieve a high rating.

For the purposes of guidance, the following are examples of issues that will make a significant contribution to achieving the required rating for Code for Sustainable Homes level 4:

- Reducing the Dwelling Emission Rate (DER) by more than 44% above the Target Emission Rate (TER – the maximum emission rate permitted by Building Regulations 2006).
- Reducing the consumption of potable water in the home from all sources to less than 105 litres per person per day.
- Grey water recycling
- Minimising the environmental impact of materials over their lifetime through using materials with the highest Green Guide rating for the roof, external and internal walls, upper and ground floors, and windows.
- Responsible sourcing of materials used for construction determined through a certification scheme.
- Provision of adequate internal and external storage facilities for non-recyclable and recyclable household waste.

6.2 Low Carbon Development

By 2016 the Government have targeted that all new homes will be zero carbon. This challenging target implies a need to act now to learn the most effective ways of minimising carbon emissions and to ensure energy efficient design is within the brief for developments from the outset.

All new development must be as energy efficient as possible through siting, layout and design. The masterplan addresses energy efficiency in the following ways:

- Compact building footprints.
- Southern facing aspects.
- Green roofs.

Energy efficient masterplanning alone will not however lead to low or zero carbon schemes; individual developments as they come forward must consider measures to minimise carbon emissions in the following ways:

- Planning and connecting new developments to a Town Centre energy network.
- Highly energy efficient fabric, including low heat loss parameters, natural lighting and ventilation.
- Incorporating feasible low and zero carbon technologies to generate energy sustainably. Depending on the form and context of buildings, different technologies will be appropriate and it will be necessary for the developer to demonstrate that the optimum solution is proposed.

6

6.3 Transport

The overarching objective in relation to transport is to reduce the need to travel through minimising the number of movements to and from the site.

- As part of any construction methodology for planning applications in the study area, developers will be required to demonstrate that the number of construction traffic movements are minimised.
- Programme engineering works to limit the impact on the road network and minimise congestion and resultant air pollution.
- Improving access to public to public transport is a fundamental principle, and in line with this requirement it is proposed to relocate and reprovide the bus station within the study area.
- Improvements to the cycle network routes will be required and secured through planning obligations.
- Green travel plans will be required to be submitted with any planning application for major development in the study area. The plan must demonstrate that sustainable travel choices will be promoted and managed as part of the scheme.

6.4 Materials

There is a mandatory requirement to achieve a Green Guide rating of between A+ and D for at least three of the following five elements of the building envelope, including the roof, external walls, internal walls, upper and ground floors, and windows. The following guidance will additionally apply to development proposals:

- Developers will be required to demonstrate the use of recycled materials.
- Locally and sustainably sourced materials should be utilised, with materials sourced from accredited suppliers.
- Materials utilised should have low embodied energy, created through sustainable production and processing.
- Developers will be required to demonstrate that materials are high quality, durable and lasting in accordance with the requirements set out in the design guidance section of this report.

6.5 Minimising Waste and Pollution

- All development should incorporate recycling storage facilities.
- Developers will be required to demonstrate in their construction management plan that construction waste will be reused on site as far as practically possible, and that any surplus waste will then be recycled off site.
- All developments should incorporate zero ozone depleting specifications and low NOx boilers.

6.6 Flexibility and Adaptation

8.9 Blocks and units should be designed to ensure flexibility and adaptation to potential future market changes. Design considerations to achieve this objective include:

- Floor to ceiling heights above 3 metres at ground level;
- Generous unit sizes with flexible floor plates;
- Construction systems that allow larger window and door openings to be inserted at a later date;
- Threshold relationships that allow visual openness or privacy depending on the dominant uses.

6.7 Water and Drainage

- Green or brown roofs will be required to be provided where possible to increase surface water retention and minimise the risk of flooding. At a minimum, green or brown roofs will be required to be provided to any new residential development in the study area.
- All buildings should be designed to minimise the use and disposal of water through the installation of low consumption fittings and white goods.
- Rain water harvesting and grey water recycling must be employed where possible.
- Developments should incorporate Sustainable Urban Drainage Systems (SUDS).
- Development will be required to incorporate porous paving and manage water disposal.

6.8 Flood Risk Mitigation

Common to the entire Thames Estuary, there is a pressing need for growth and new development in Canvey to be couple with robust guidance for how to design to mitigate and adapt to potential future flooding.

Based on the discussion with the EA following range of initial ideas may be appropriate to help facilitate new development in Canvey. These are all suggestions that will be explored through the masterplan. Any proposals must be investigated in more detail with an informed decision on the measures needed to reduce risk.

1. Improved flood warning systems and emergency plans are put in place.
2. Secondary flood defence strategies are put in place to extend evacuation times and protect Canvey Island from flooding. This could take the form of bungs and mounds to the south of the railway line.
3. Safe refuges should be provided within the town and safe access / escape routes are provided for times of flooding.
4. Improvements are made to the drainage channels around the town and these are regularly maintained.
5. Existing rain water pumps are improved and upgraded.
6. There are no self contained flats or units at ground floor level (If provided at Ground floor, units would need to multi storey maisonettes or duplex) which allows an area of refuge within the house at upper levels.

7. Flood proofing ground floors (water resilient materials, electrical sockets at high levels)
8. Run off from sites limited to green field levels - Green and brown roofs should be implemented for water attenuation tanks should be considered in new development.
9. The softening of existing hard surfaces with green landscaping (roads and back alleys within the town) could increase water absorption.
10. Addition of Sustainable Urban Drainage including swales.

6.9 Biodiversity

- A green route should be provided linking the Town Centre with the Lake. A variety of tree species should be provided to maximise biodiversity value.
- The swale proposed in the green link to the Lake will enhance the biodiversity value as well as assisting with drainage.
- The addition of green or living roofs to the terraces in new building blocks where possible will be encouraged for their biodiversity value.



Green roofs are invaluable in reducing carbon emissions, reducing surface water runoff and improving biodiversity value. Rainwater can also be collected and recycled from these and other areas of roof.

07 DELIVERY



7.1 Delivery and Implementation Plan

7.1.1 Introduction

This delivery and implementation chapter seeks to provide the framework of how the proposals identified in the Canvey town centre masterplan could be realised. It is intended to provide a high level route map towards delivery of key proposals. In doing so, it sets out commentary on key strategic issues (the role of stakeholders, land assembly, funding, infrastructure requirements) as well as site specific commentary in terms of phasing, timescales and potential delivery approach. The identified opportunities have also been prioritised.

The masterplan itself is intended to set a framework of development principles. From this, it is expected that more detailed proposals will evolve reflecting the key thrust of the document. The evolution of proposals will be expected to take a finer grained approach to individual development areas and sites, identifying in more detail the opportunities and constraints that will help to shape future high quality development in the area, and regenerate Canvey so it becomes a more desirable place to live, work and play.

7.1.2 Context

The UK property market is currently depressed, resulting in a significant slow down in investment, letting and development activities in many sectors. The current economic climate may therefore slow down the pace of delivery, at least for some elements of the masterplan in the short term.

Delivering regeneration proposals are however complex and longer term processes. Successful schemes often require a combination of CPO, land assembly, highway changes, tenant relocations and statutory permissions before they can move to a construction phase. Thus many of the enabling actions can be taken early in order that when the property market returns to more normal levels of activity schemes can be delivered in a timely fashion.

7.1.3 Masterplan Viability

An initial viability appraisal of the Retail Core has been conducted to examine the financial prospects of the proposals in current market conditions. This analysis produced favourable results. For other masterplan proposals, the prospects of delivery are generally viewed to be good, and especially if property market conditions improve.

The next stage is to produce detailed development briefs for each of the individual masterplan areas. This process will allow for further design development, testing and evolution of the scheme into a level of detail that will help to minimise future risk and enable developments to be brought forward with greater security.

7.1.4 Delivery Agents

The masterplan area falls under the jurisdiction of Castle Point Borough Council. Local authorities are a key regeneration agent with considerable regeneration powers, in particular planning and compulsory purchase powers. The latter is a key tool for enabling development through site assembly, where necessary.

Councils land ownership can also be a driving force in the delivery of proposals and, in some cases, the Council will be expected to be project champion for key proposals in the masterplan. This role may range from simply enabling lines of communication between various stakeholders, setting the planning policy through to strategic intervention such as by land acquisition and exercising compulsory purchase powers.

On the whole, for major development such as the Canvey Town Centre Masterplan, a project champion is important to ensure initiatives are properly coordinated and driven forward. In that respect the Council (or its agent) is expected to perform a significant role in the delivery and implementation of the proposals to ensure that the objectives of the masterplan are realised.

While the Council will be one of the key regeneration drivers for the masterplan, other partners/stakeholders will also be expected to play key roles in delivering the masterplan. They will include:

- Other public sector bodies – this could include Essex County Council, the local Primary Care Trust, community groups as well as other potential regeneration partners that could assist in delivery. This might for example include the Homes and Communities Agency (HCA) given the potential for residential to form part of the proposals and their widening remit in relation to place making.
- Transport bodies – The Highways Authority will have an important role in the delivery of infrastructure changes (especially roads) proposed for the area.
- Land owners – key private and public sector land owners are important to delivery of scheme proposals, especially if they have a more active approach to dealing with their assets.
- Developers – in essence, those parties that will eventually build out the proposals.

7

7.1.5 Land Ownership and Site Assembly

In some cases, the land ownership patterns underlying the masterplan proposals are fairly simple, with few interests present. Where such sites are identified, these could produce early wins for Canvey.

For other sites, the pattern of land ownership and other property interests is much more complex, with many freehold and leasehold interests present. These sites may be very difficult to assemble solely through private negotiation and treaty. As a result, compulsory purchase powers may be needed (or at least the threat of) to secure site assembly and enable delivery.

Strategic land acquisitions can also create the platform for change. Sometimes, such acquisitions are made by Councils to secure a stronger foothold in the regeneration process. Developers also make strategic acquisitions, so they may position themselves to build out projects.

7.1.6 Scheme Delivery Tools

A range of delivery tools would be envisaged to build upon the masterplan framework and used to bring forward the regeneration proposals. These can broadly be described as either planning related – such as Supplementary Planning Documents (SPDs) – or property related; concerning the legal and financial mechanics and structure of scheme delivery vehicles. This might include development competitions and agreements, asset backed vehicles, joint ventures, community trusts, Local Housing Companies among others.

The legal and financial delivery models adopted will reflect not only the scale of the scheme, but also its viability and the appetite of those involved in delivery to enter into such mechanisms. In terms of planning related tools, the Council might also be minded to integrate the core principles of the masterplan into their Local Development Framework to ensure a stronger policy position.

As the plans for Canvey town centre evolve, then in conjunction with refining design work, more specific costing and financial testing of the proposals will also be envisaged to take place. As part of this process, then so might more innovative funding structures be examined to assess whether they may bring financial benefits. A good example of this could relate to the Council's ability to use prudential borrowing and preferential loan rates.

7.1.7 Funding Avenues

To assist financially in the delivery of the masterplan proposals, there may also be other funds and resources that, over time, could be tapped into. This might include central Government funding sometimes available through central Government and related public sector bodies, such as the HCA and EEDA. Others who are anticipated to contribute may include:

- Highways Agency – with specific reference to some of the works proposed in the masterplan affecting highways, some funds may be available from these bodies to help finance initiatives.
- Other public sector bodies – such as the Primary Care Trust or the local education body can have funds available to bring forward new community facilities (such as grants secured through the Building for Schools Future programme).
- Other funding avenues exist, which could be exploited to bring forward funds to regenerate Canvey town centre:
- Abbey Charitable Trust – to improve local communities by supporting disadvantaged people through, among others, local regeneration projects.
- Fair Share Trust – set up to provide sustained funding in fair share areas that missed out on Big Lottery funded investment paths. Aims to build social capital by building links within and between communities to promote trust and participation, and improve the living environment for communities.

- UNLTD – provides packages in support of social enterprises designed to benefit the local community.
- Low Carbon Buildings Programme – Grants available where techniques to reduce carbon emissions from buildings is a key aim.

Importantly, the funding regime is continually evolving, and there is likely to be other opportunities during the lifetime of the masterplan to secure external grants.

Where the delivery of less commercial elements of the masterplan are envisaged then these are anticipated to be funded all or in part by developer (S.106) contributions, or delivered as part of the schemes themselves.

Where housing is proposed, then developers will be expected to meet the Council's affordable housing policy, unless there is strong justification to move away from this policy position. This might, for example, reflect the differing locational characteristics and viability of residential sites, and the most appropriate form of affordable housing to be delivered there.

7.1.8 Key Proposals

This section contains the key proposals for the delivery of the masterplan. The proposals are subdivided into two sections: the physical site opportunities; and the 'soft' non-physical initiatives that can be implemented to attract new retailers and importantly assist existing traders.

Development Opportunities

For each of the key proposals, more detailed commentary is provided on the potential delivery approach. This commentary takes into account matters relating to infrastructure, phasing, relocations and land assembly. It also provides a view on potential timescales; short (0-5 years), medium (5 – 10 years) and long term projects (10+ years). Individual projects are also prioritised, based on their likely contribution they may have to regenerating Canvey town centre.

The masterplan does however identify one key, very central development opportunity. Delivery of this proposal could create a step change in the perception of Canvey, and act as a catalyst for further change. For these reasons – Canvey Central – is afforded the highest priority. While this remains the key development opportunity, other improvements could be brought forward before this, such as the proposed public realm and shop front improvements. The effect of such works could help to build investor confidence in the area. As such, these softer initiatives should also be considered as an important strand in delivering a holistic regeneration package for Canvey town centre.



Figure 7.1 - Plan showing masterplan opportunities

Site	Proposal Summary	Suggested Delivery Approach	Timescales and Phasing Issues
1. Canvey Central	<p>Extension to Knightswick Centre to provide new retail units, larger foodstore, car parking (MSCP) as well as potential for mixed use/residential on upper floors. Refurbishment of existing Knightswick Centre also envisaged.</p> <p>Proposals to come forward with realignment of Foksville Road as well as potential improvements to key junctions in the town centre.</p>	<p>Significant development opportunity requiring comprehensive planning approach. A considerable number of interests are present, although there are several key ownerships identified. Likelihood that CPO (or threat of) will be needed to deliver scheme in timely fashion. Development expected to pay for realignment of Foksville Road, and contribute to enhanced public realm within and adjacent to the core scheme area. Contributions to necessary junction works also required, as identified to traffic/highways modelling. Liaison with Essex County Council and stopping up order for Foksville Road required.</p> <p>Immediate need to evolve masterplan towards SPD status to create clear planning policy parameters.</p> <p>Need for Council to establish talks with key landowners with intention to take development opportunity to the market, supported by relevant marketing material.</p>	<p>Short to mid term.</p> <p>Fairly complex phasing issues. Initial need to realign Foksville Road (possibly in conjunction with school development, if this comes forward first). Then, likely development of foodstore, followed by MSCP car park before significant additional unit retail is delivered.</p> <p>Careful consideration of tenant relocations where affected and estate management needed to reduce land assembly costs. Continuity of servicing rights also needed as well as ensuring temporary parking during construction period is retained on site.</p> <p>Priority: High</p>
2. and 3. Land at the junction of High Street and Furtherwick Road	<p>Redevelopment of small, low intensity retail units for mixed use scheme at gateway location.</p> <p>Likely to comprise some retail/commercial uses and residential.</p> <p>In addition, existing culverted water course opened up to provide attractive link from town centre to the Lakes.</p>	<p>Very complex land assembly, given nature of ownerships in main development area and along proposed water course.</p> <p>Initial suggested approach to deliver new development at junction and secure partial opening up of water course at southern end.</p> <p>Achieving water course link in entirety likely to require external funding. There is an option to investigate RSL involvement.</p> <p>Initial discussions with landowners to test appetite for improvement and redevelopment. Subject to outcome of these talks, potential for Council to take a more strategic role through acquisition or CPO powers.</p>	<p>Mid to long term.</p> <p>Scope to bring forward redevelopment of small shop units at junction of roads as a first phase. Possible that improvements to this corner could be realised as part of road junction improvements if required due to Canvey Central site. Water course links to The Lakes ideally to form a second phase of enhancement, if not secured through initial redevelopment proposals.</p> <p>Priority: Moderate</p>
4. Mixed use development to west of Furtherwick Road	<p>A series of smaller extension and redevelopment opportunities comprising a mix of retail and residential floorspace.</p>	<p>A complex freehold and leasehold pattern of ownership. Most likely delivery approach through individual private landowners taking forward proposals for separate plots and possibly as buildings become economically unviable.</p> <p>Scope for Council to initiate process through talks with landowners and possibility of helping identify local development partners to take forward development.</p>	<p>Mid to long term.</p> <p>Phasing issues expected to be detailed through knowledge of ownerships, leases and current quality of stock available on a plot by plot basis. Infill of land to the rear of units fronting Furtherwick Road to be tested against need to retain suitable service access to retail units.</p> <p>Priority: Low</p>

Site	Proposal Summary	Suggested Delivery Approach	Timescales and Phasing Issues
5. Land at Long Road	Residential block approved, with scope for sheltered housing given proximity to town centre and PCT hub. Excellent opportunity to provide stronger frontage to Long Road.	Planning permission already granted and evidence of construction commencing. Development build out in accordance with consent.	Short term. Single phase development envisaged. Priority: Moderate
6. Land at Long Road/Taxi parking	Residential block, with scope for mix of types and tenures; private, affordable, sheltered. Mix dependent on scheme viability and demand profile.	Potential for fairly simple land ownership arrangements, thus creating a more readily deliverable opportunity. Assuming relatively straight forward ownership pattern, then expected private sector led initiative through seeking planning permission and building out scheme. If no progression the Council could consider strategic acquisition of land.	Mid term. Single phase development envisaged. Existing parking rights may need to be extinguished and/or varied. Likewise, careful consideration of designing suitable access corridor for shop units fronting Furtherwick Road needed. Priority: Moderate
7. The Paddocks Leisure Centre	Large site with opportunity to enhance current leisure facilities through improvement/redevelopment. Proposal shows redevelopment option, although other approaches may be more cost effective, such as refurbishment.	Council owned site; public sector led initiative. Initial exercise to test financially a range of possible options including redevelopment, refurbishment and perhaps using enabling development. Without enabling development, then delivery of proposals will require external funding, either with allocated public sector funds or together with other contributions, such as S106 monies.	Short to mid term. Any redevelopment/refurbishment needs to take account of level and timing of use of building by public. If wholesale redevelopment, then a new facility will need to be in place prior to closure of current building. If refurbishment, then possible scope to maintain some level of operability during improvement programme. Priority: Moderate to high
8. and 9. Land fronting north side of Long Road and Iceland unit	Potential for residential block, using poor quality backland space. Opportunity to provide small housing block (flats) to a moderate density, and a range of housing types depending on demand and financial profile.	Council owned site; public sector land. Opportunity for Council to market site for residential purposes. Simple land disposal envisaged through open marketing. Possible scope to recycle profits to other town centre initiatives.	Short to mid term. Single development phase envisaged. Priority: Low to moderate
10. Library, High Street	Potential improvements to library, either through refurbishment or redevelopment. If redevelopment, then possible scope to include other uses.	Assumed to be in ownership of Essex County Council. Initial first stage is for County Council to examine options for change set against costs before determining optimum approach.	Mid to long term. Single development package, although if site redeveloped alternative library arrangements will need to be organised, if only temporarily. Priority: Low to moderate

Site	Proposal Summary	Suggested Delivery Approach	Timescales and Phasing Issues
11. Furtherwick Park School	Redevelopment of secondary school for modernised and extended premises.	Design/development competition presently being conducted to secure a preferred partner, and expected to complete soon. Building Schools for the Future funding secured. Envisaged that once preferred bidder selected, a planning application will be submitted shortly thereafter, and subject to receiving approval, development will commence. Good potential to integrate well with Canvey Centre to create an attractive core town centre area.	Short term Construction not likely to impact significantly of current operation of the school (i.e. no decanting). Single phase development likely. Priority: High
12. Job Centre Plus, Furtherwick Road	Redevelopment of existing Job Centre and potentially small retail units to the north. Mixed – retail/commercial on ground floor plus residential above. Expected that development would be to moderate density to create viable development. Pedestrian connection provided between Furtherwick Road, new PCT and Paddocks as part of proposal.	Proposals likely to come forward through private sector led initiative. Council could act as a conduit for talks between landowners to assemble site.	Long term. Envisaged to be a single phase development, although subject to understanding landowners' aspirations and ability to assemble land. Priority: Low
13. The Market	Possible locations include Canvey Central and adjacent to new school.	Initial feasibility study of best location for market alongside demand from possible stall holders/market organisers to trade at Canvey, and to investigate the type of market style that would best suit the centre. Potential for the Council to draw on existing knowledge and skills of companies who organise and run markets, such as Charfleets who are active in the area.	Short term If feasible, then likely to take place one day per week, with prospect of extending this depending on success. Priority: Moderate

Non-Physical Initiatives

Although the main emphasis of this delivery and implementation chapter is geared toward development related proposals, there are other softer initiatives which could be undertaken to strengthen the attractiveness, role and function of Canvey town centre. In particular, the suggestions set out below are intended to support independent retailers. It should also be acknowledged that bringing new retail development to the town can in itself assist independent traders through drawing more custom into a centre.

Other town centre initiatives could include:

- Promotional events focusing on retailers in the town.
- Improving the range of information available about the services on offer in the town centre via the internet.
- Promoting positive stories about Canvey town.
- Grants to refurbish and convert shops.
- Programmes of retail skills and training.
- Shop care scheme for empty shops.
- Possible discretionary rate relief.
- Business advice and grants for start up companies.
- 'Shop local' campaigns.

More radical approaches to supporting the town centre and trader could be for the Council to acquire a number of retail units and offer these to the market at discounted rents or, alternatively, extensive rent free periods. This could help foster independent businesses in the area.

Also, the Council could investigate setting up a Business Improvement District, or least ensuring the traders association (or similar forum) is able to positively contribute to ideas for the town centre.

The proposals for Canvey town are intended to be holistic in order to meet the needs of the centre. Initiatives not only provide space for new retailers but also to support those already there. Public realm improvements, for example, will benefit all traders in the centre. Likewise, an attractive new retail development would be expected to have a similar positive impact for all.

7.1.9 Phasing of Development

The main development opportunity in the Retail Core is the retail scheme for the central space which is expected to come forward in the next 2-5 years as a catalyst for development of the rest of the Town Centre.

1. Redevelopment of the Retail Core

Delivery of the proposed scheme for the Retail Core will be phased to provide continuity of trade for the existing supermarket and to minimise disruption. The following sequencing will apply:

- a. Construction of new supermarket and retail units.
- b. Works to existing units in Knightswick Centre.
- c. Demolition of existing supermarket.
- d. Public realm works.

2. Public Realm Works

- Furtherwick Road (Central).
- School/Town Square.
- Rest of the Town Centre.

3. Highways Works

- Junctions.
- Two-way road system.

4. Existing Units on Furtherwick Road

- Refurbishment of existing shop fronts.
- Comprehensive public realm works.
- Comprehensive public realm works.



Figure 7.2 - Opportunity sites in the Retail Core

7

Developing the Retail Core

The layout for the Retail Core has been dictated by a number of key considerations, which have helped to form the brief and include:

- The Food Store (Sainsbury's) must remain open and operational throughout the entire development phase. Sainsbury's will be retained while the site is cleared, removing the service area and petrol filling station, Foksville Road is realigned, and the new store is developed.
- The existing petrol filling station will be relocated to an out-of-town centre location.
- The realignment of Foksville Road, which includes the extension of the route to the southern end of Venables Close, is necessary to achieve the preferred scale of development.
- Existing properties will be removed and replaced by residential units will be developed according to the market.
- The existing surface parking will be consolidated into a single multi-storey facility, that will serve the new food store and retail units - *edge of centre parking does not satisfy the needs of the store traders.*
- The old foodstore will be replaced with new retail units and the new superstore developed.
- Demolition of existing properties should be minimised, particularly in the case of the retail units along Furtherwick Road and the Knightswick Centre.
- The Castle View School is being delivered through the Building Schools for the Future (BSF) initiative and is therefore on an independent programme.

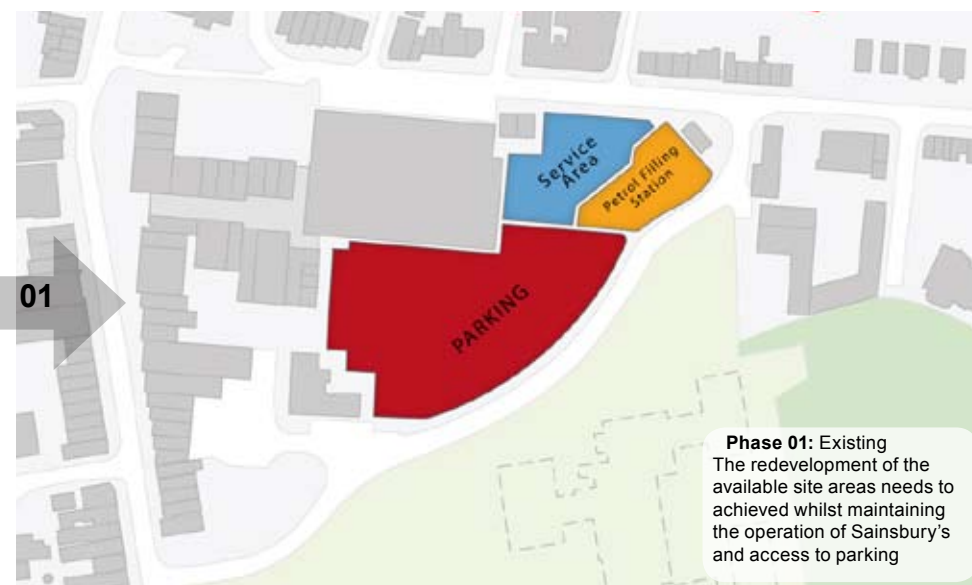
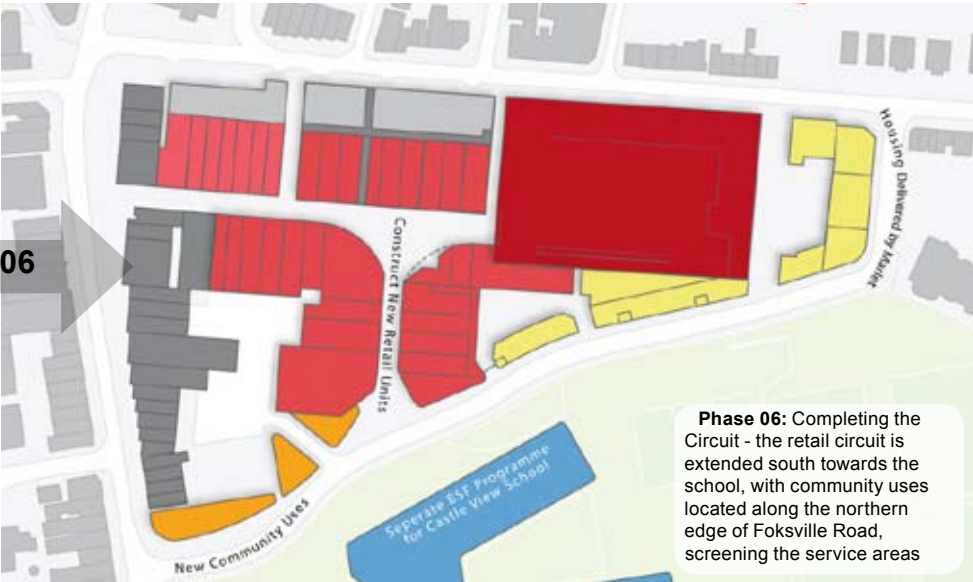
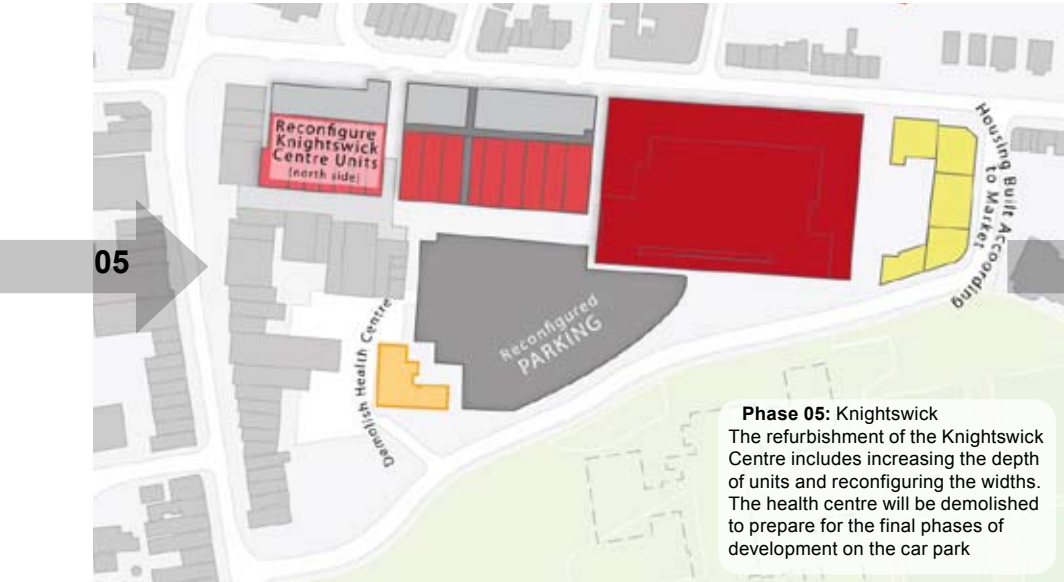
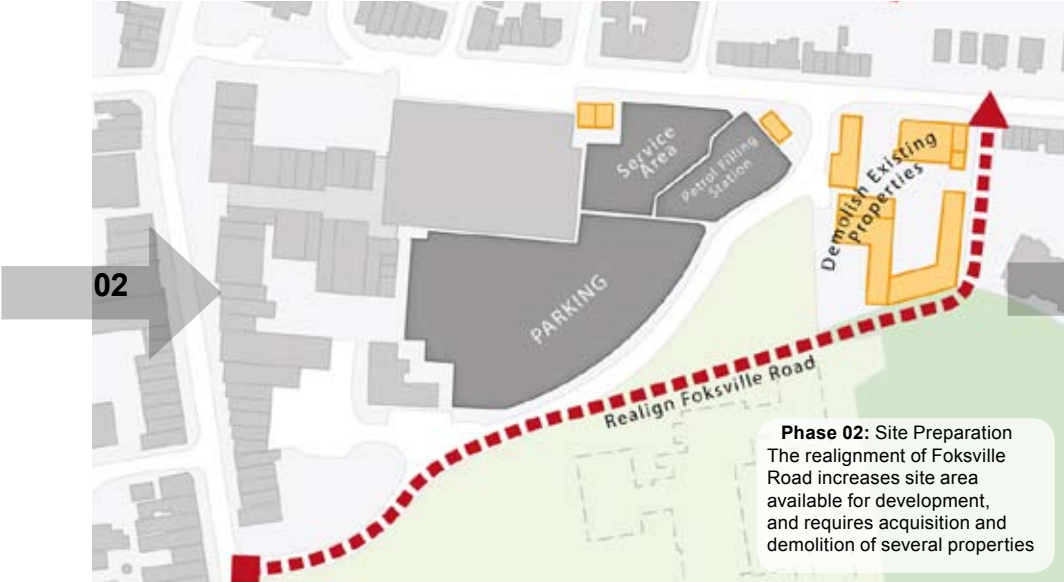


Figure 3.14 - Phasing Sequence for the Development of the Retail Core





7.2 Further Studies and Next Steps

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This masterplan provides a framework for the future of the Town Centre by establishing key principles and a mechanism for delivery of future schemes. The masterplan represents a starting point and a number of pieces of follow-on work are essential in refining the proposals, developing the details, and creating greater certainty in delivering the proposals.

7.2.1 Planning Policy and Development Briefs

There is strong will, both politically and locally, to see the masterplan proposals happen on the ground. It is imperative that the proposals are implemented as soon as possible, particularly having regard to the Retail Core, to prevent further decline of the Town Centre and to stimulate investment in advance of the anticipated market recovery.

A key action to bring developments forward quickly will be to embed the masterplan proposals firmly within planning policy. This will provide greater future certainty for both the Council and Developers that schemes proposed will fit with the masterplan principles and therefore achieve planning consent with minimal risk.

It is strongly recommended therefore that the masterplan be turned into an SPD. This should be achievable within a relatively streamlined timeframe owing to the extent of consultation that has underpinned the masterplan development and the level of detail contained within this report.

The SPD will be supplementary to and provide further detail of how to comply with Policy CP6 of the emerging Castle Point Borough Council Core Strategy which seeks to achieve growth in employment through creating employment opportunities for retail and office growth in Town Centres.

Development briefs should in any event be prepared for each of the key masterplan quarters. This will ensure further testing of design proposals and assist in ensuring future developments are viable.

7.2.2 Public Realm Strategy

A central aspiration for Canvey Town Centre is to achieve a quality public realm. Therefore it is in the town's interest to agree, prepare and test for the future of its streets and spaces prior to funds becoming available.

The masterplan highlights potential future development opportunities in the Town Centre which will lead to investment opportunities and capital funding that could be allocated to public realm improvements. This along with other regeneration funding and possible reallocation of maintenance budgets towards renewal rather than remediation provides a positive outlook for the towns streets and spaces.

A public realm strategy is needed to set out the aspirations and conclusions and is the first step in heightening awareness for the need of a quality public realm. This study will provide the guidance, design principles and necessary consensus to undertake detailed design for the enhancement of the streets and spaces in a coordinated manner.

Other studies linking to the public realm include:

- Topographic surveys – line and level of the existing
- Existing condition surveys of utilities and services
- Lighting detail guidance and masterplan
- Street furniture detailed designs
- Way finding detail guidance and masterplan
- Public Art Masterplan

7.2.3 Transport

A number of pieces of follow-on work have been highlighted in this transport strategy section. A summary of additional work required is:

- Transport modelling of changes to the one-way gyratory system;
- Additional data collection to feed into this transport modelling work - ideally an origin/destination survey so that a better understanding of town centre traffic movements can be identified;
- Specific junction modelling (three corners, car park access);
- A signage strategy to better manage movement to/from/within town centre;
- A parking strategy to identify correct scale, mix, and location of on- and off-street parking provision; and
- A public transport strategy (including taxis) that fully investigates changes to stop locations and also operational issues, if any.

These individual pieces of work could be combined into a single detailed transport study that undertakes a detailed assessment of the final masterplan proposals and could be used as a reference document for use in subsequent planning applications.

7.2.4 Planning Applications

All planning applications will be required to be accompanied by sufficient information and detail regarding the proposals, their impact, and how any potential negative impacts of the development will be mitigated. Depending on the scale and nature of the proposals, the following may be required:

- A masterplan showing how the application proposal relates to the wider Town Centre;
- Evidence to demonstrate that the proposals will not preclude or prejudice the delivery of the wider development framework;
- Flood Risk Assessment - An FRA will be required in accordance with Environment Agency Guidance to demonstrate that the proposals are designed to mitigate the risk of flooding and to provide an effective strategy for emergency situations.
- Transport Impact Assessment and Travel Plan;
- Design and Access Statement - with specific detail to demonstrate how the proposal respond to and comply with the principles and development framework set out in this report and include Design Codes;
- Environmental Impact Assessment;
- Sustainability and Energy Statement - the social, economic and environmental benefits, risks and mitigation measures associated with the scheme, including the proposed energy strategy to reduce carbon emissions through both mitigation and adaptation;
- Statement of Community Involvement.

6.2.5 Community and Stakeholder Engagement

A core element of the masterplan process to date has been the high level of engagement with the local community and key stakeholders. Early and continuous engagement has given rise to a masterplan with principles that are community led and widely supported.

To ensure that the principles and development framework is realised, the implementation process must be underpinned by consultation and partnership.

In addition to key landowners and members of the project board, members of the local communities should be continuously engaged in the process of developing detailed proposals for the site. Particular regard should be given to the type of community facilities included in any future scheme and public realm treatments, including for example public art.

