

ALKERDEN MARKET CENTRE EBBSFLEET

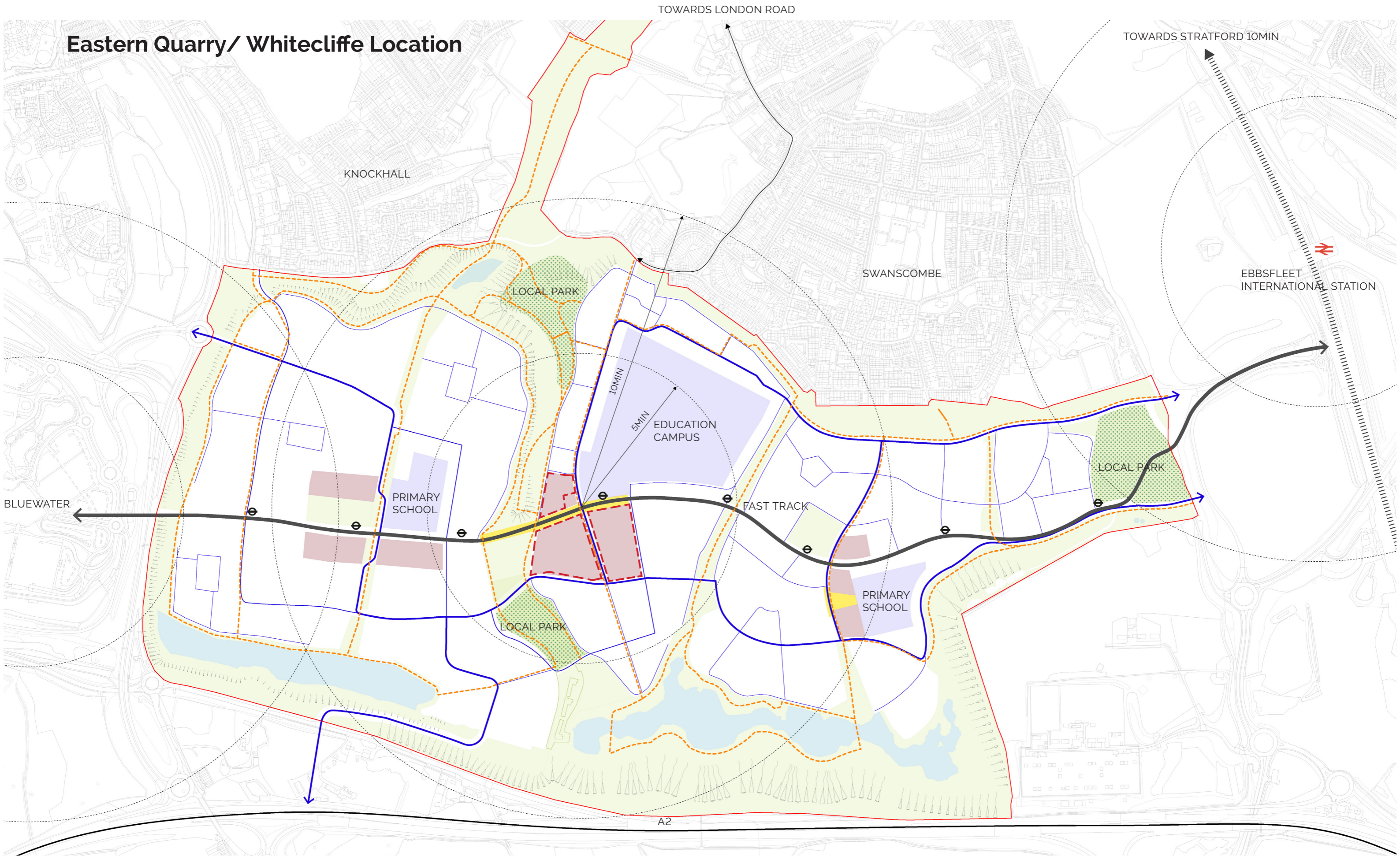
Virtual Public Consultation
Presentation

10th June 2021



HENLEY INTRODUCTION

Eastern Quarry/ Whitecliffe Location



Eastern Quarry/ Whitecliffe Emerging Layout

Ashmere

Alkerden

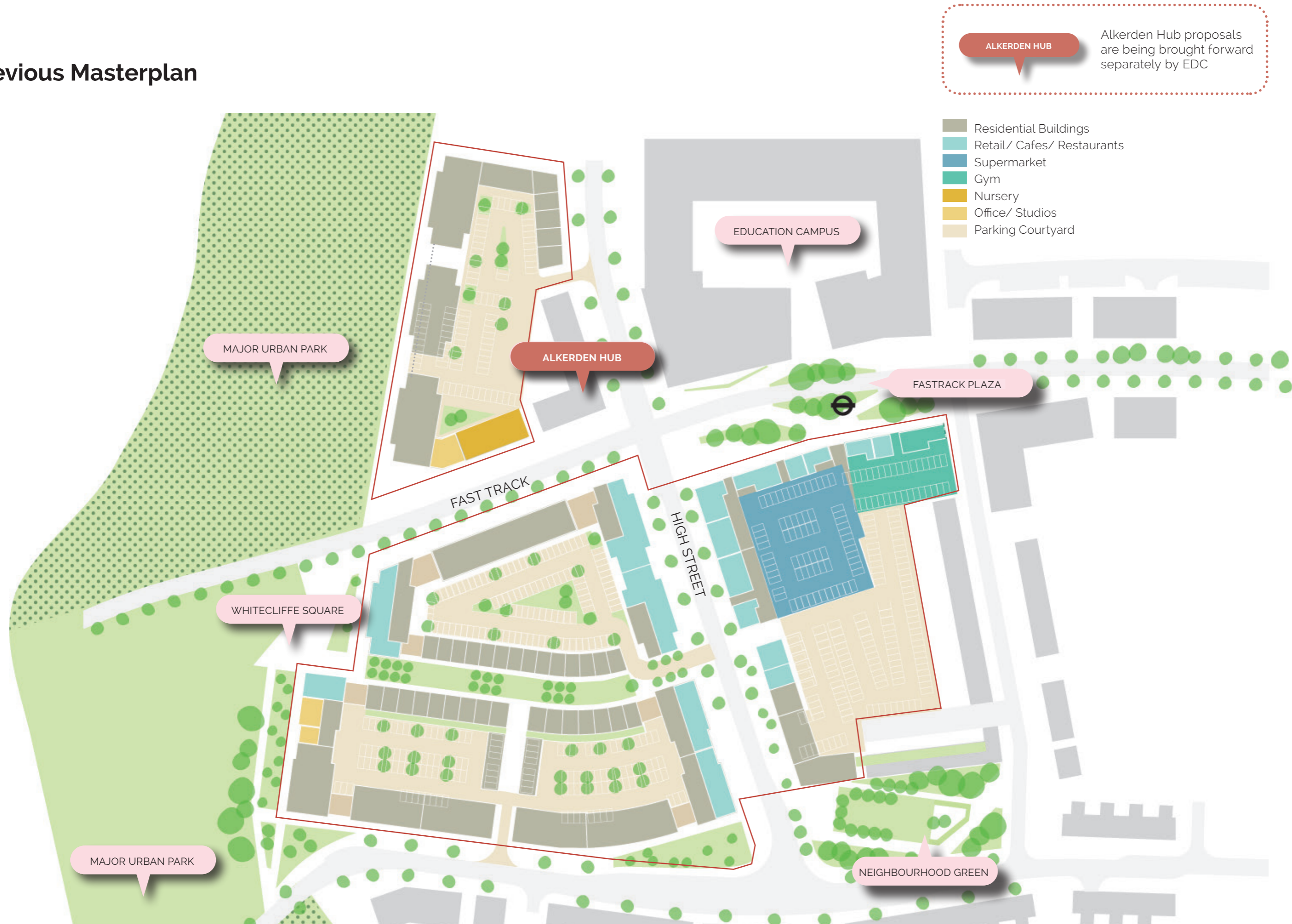
Castle Hill

Spring River Ebbsfleet
by Marston's Inn



MASTERPLAN EVOLUTION & FEEDBACK

Previous Masterplan



Your Development Priorities

A Market Centre that will bring the community together

Be unique to its local surroundings

Reduce cars and prioritise pedestrian access and cycling routes

A place to socialise and a place to shop

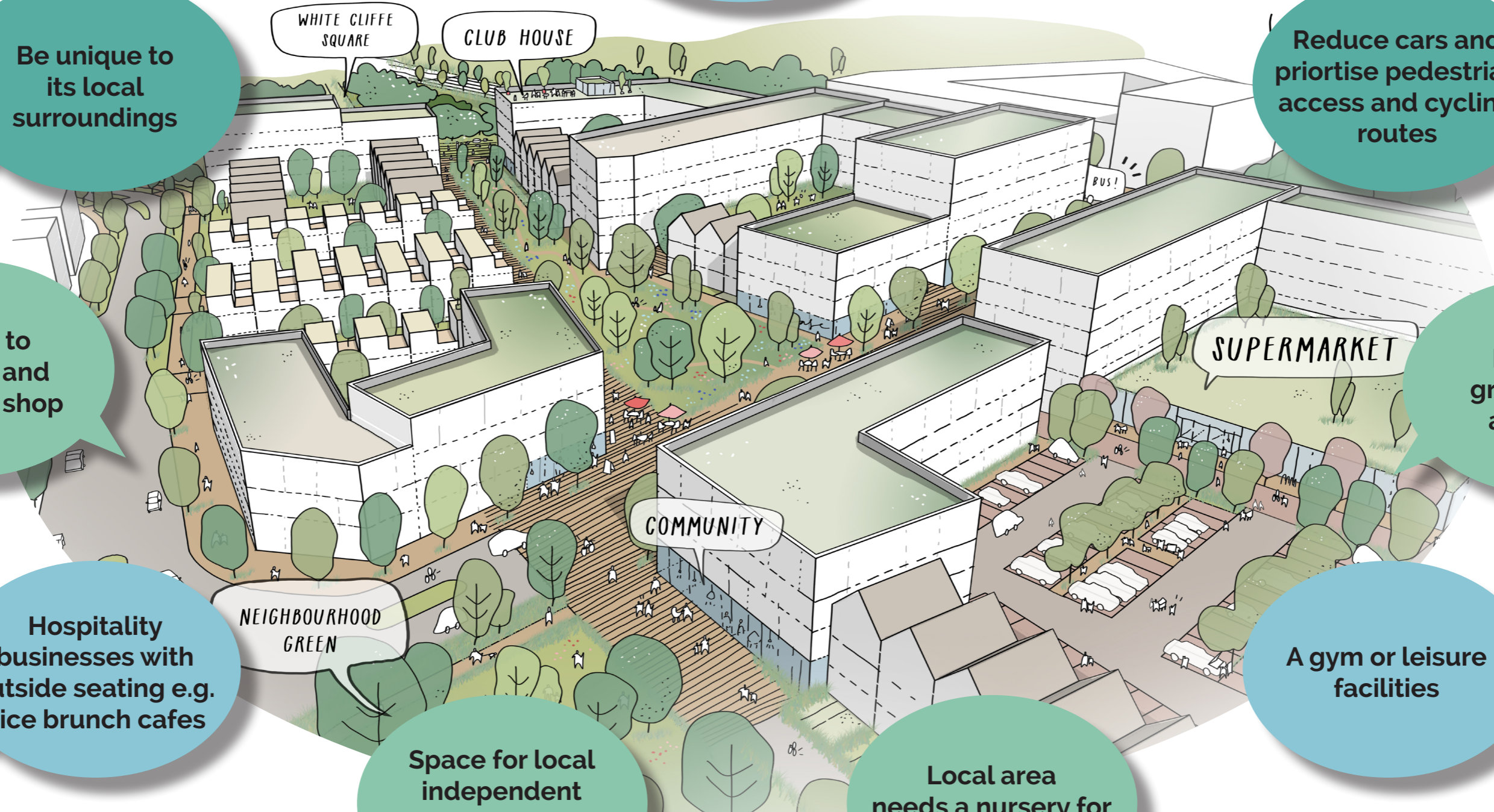
Plenty of green space and trees

Hospitality businesses with outside seating e.g. nice brunch cafes

A gym or leisure facilities

Space for local independent businesses rather than big chains

Local area needs a nursery for younger children



WHITE CLIFFE SQUARE

CLUB HOUSE

SUPERMARKET

COMMUNITY

NEIGHBOURHOOD GREEN

Supermarket Relocation



Diagram illustrating the Neighbourhood Green located at the heart of the Market Centre, with better enclosure and facilitating stronger green connections to the wider area

PROPOSED MASTERPLAN

Proposed Masterplan

ALKERDEN HUB
Alkerden Hub proposals are being brought forward separately by EDC



Retail Vision

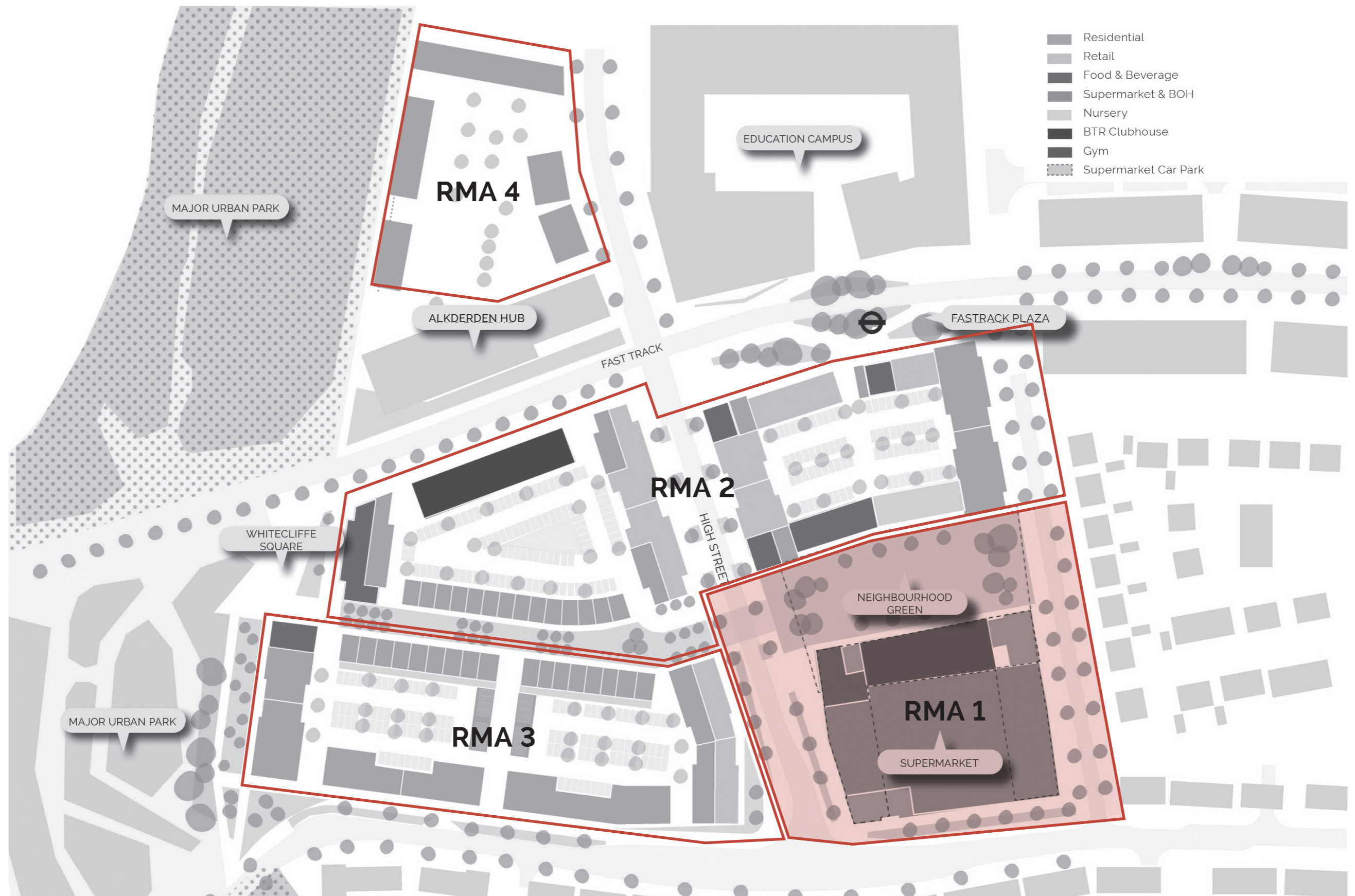
The retail offer will provide convenience and service including a range of uses that will be utilised and valued by the local community including (but not limited to):

- Bakery
- Barber
- Beauty/nails
- Bottle shop
- Charity shop – local charity ideally
- Convenience store
- Cycle Shop
- Dentist
- Dry cleaner
- Estate Agent / Financial advisors
- Hairdresser
- Hardware
- Homewares
- Newsagent/Post Office
- Stationery/ Gifts
- Optician
- Florist
- Pub
- Café
- Restaurant



Phasing Strategy

ALKERDEN HUB
Alkerden Hub proposals are being brought forward separately by EDC



Street Hierarchy



- KEY**
- Fastrack
 - Primary Street
 - Secondary Street
 - Courtyard Access
 - Supermarket Car Park Access

Vehicle Access & Parking Strategy



Cycle Strategy



- KEY**
- Fastrack Cycle Route
 - Formal Cycle Routes
 - Informal Cycle Routes
 - Residential Cycle Store
 - Residential Cycle Access

LANDSCAPE PROPOSALS

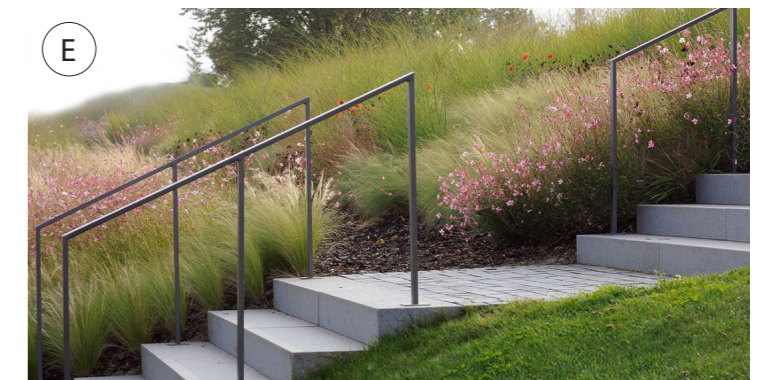
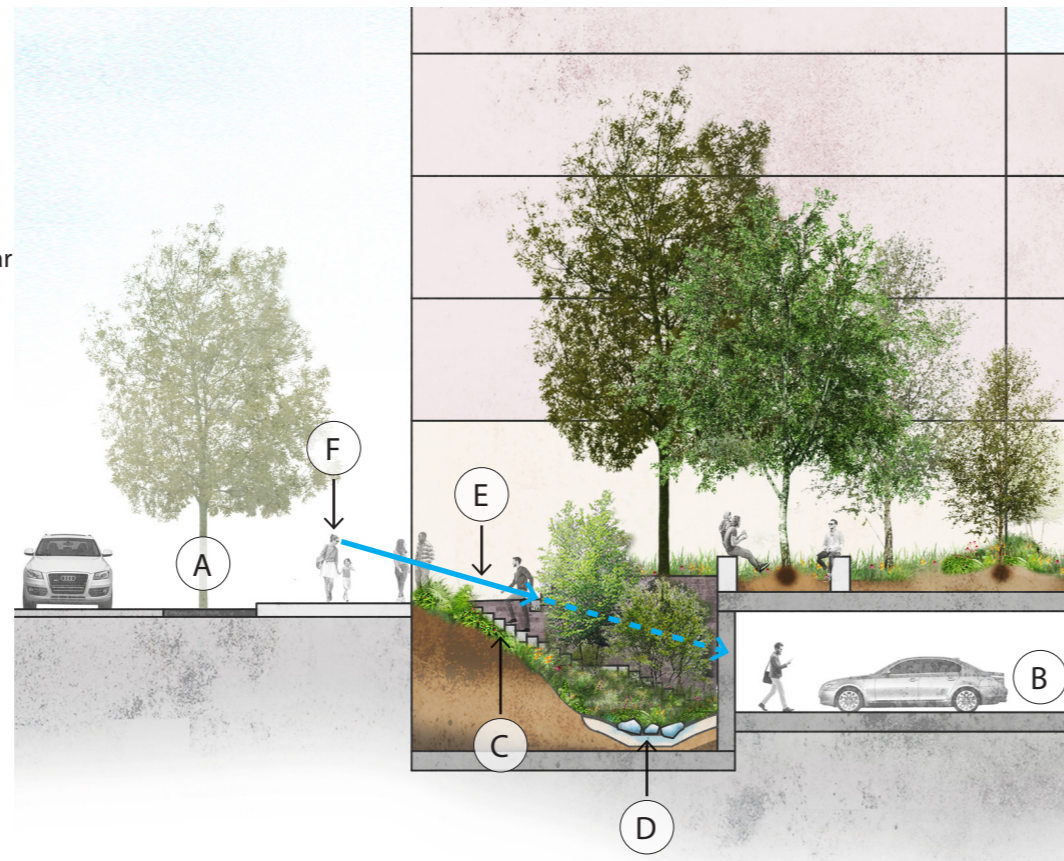
Landscape Masterplan



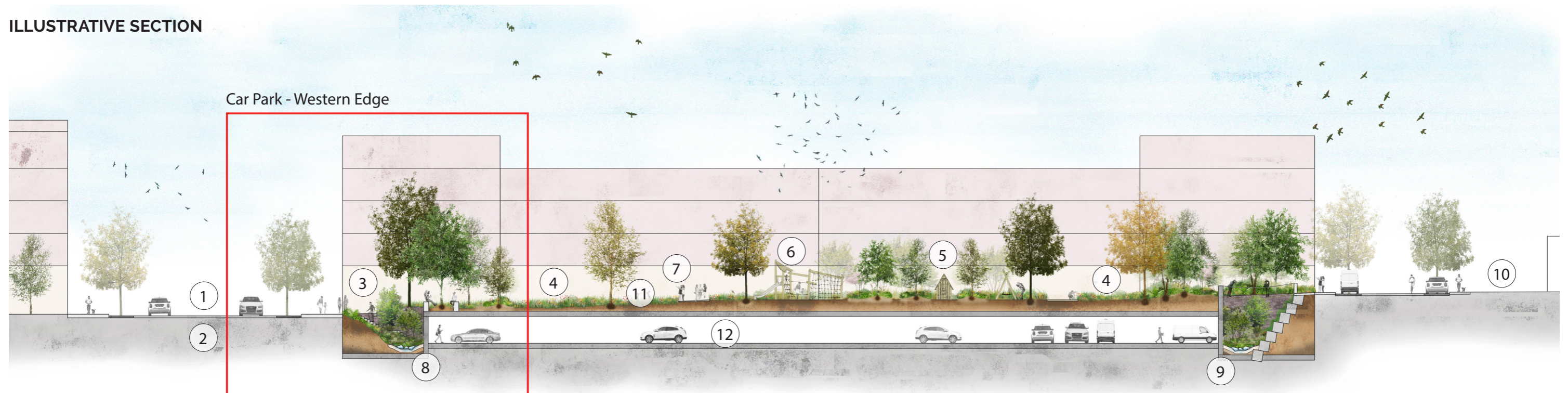
Neighbourhood Green

KEY

- A. High Street level
- B. Supermarket car park
- C. Landscaped bank with dense planting to conceal car park opening (bank to be 1:3 gradient)
- D. SuDS with 'wetland' planting
- E. Stepped access to the High Street
- F. Views of car park concealed



ILLUSTRATIVE SECTION



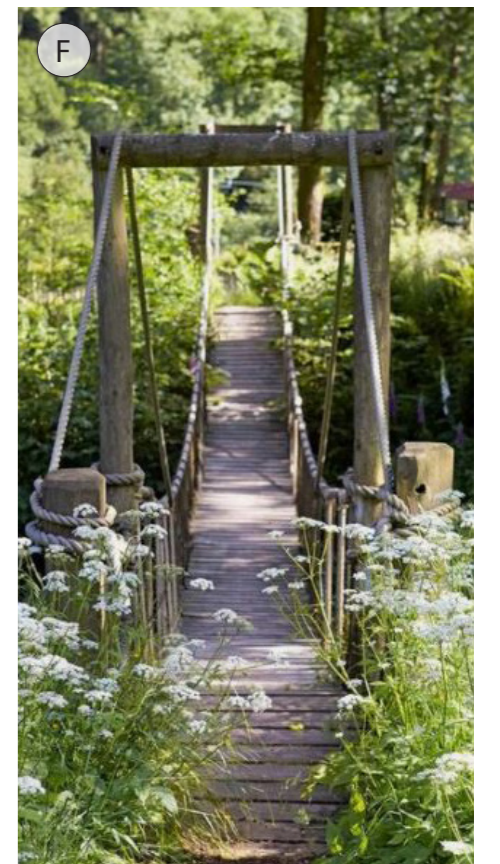
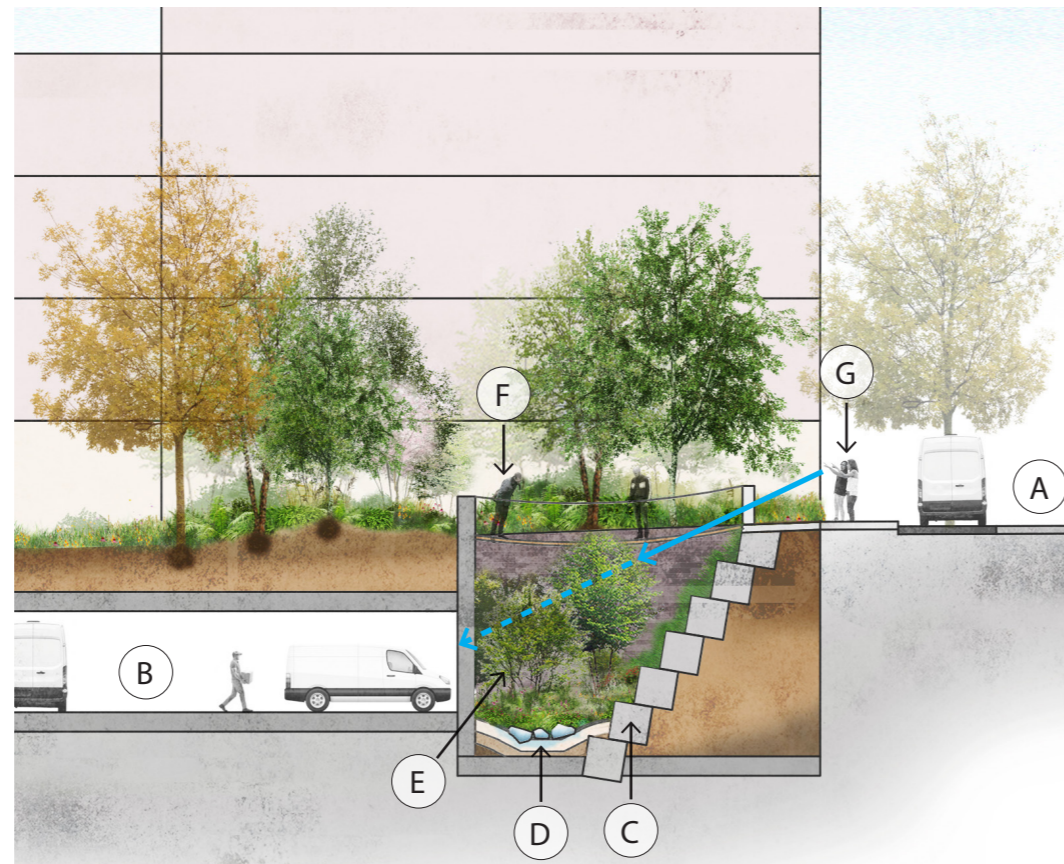
KEY

- 1. High Street / 2. Central pedestrian priority junction / 3. Ramped access to Neighbourhood Green / 4. Open amenity space / 5. Play area responding to adjacent nursery facility / 6. Programmed formal play area / 7. Terraces for commercial units / 8. Western open edge to Supermarket Car Park with planted facade and stepped access to High Street / 9. Eastern open edge to Supermarket Car Park with reinforced planted retaining wall, play element rope bridge and shade garden/ 10. Opportunity to continue 'green link' into the wider masterplan / 11. Undulating planted topography / 12. Supermarket Car Park.

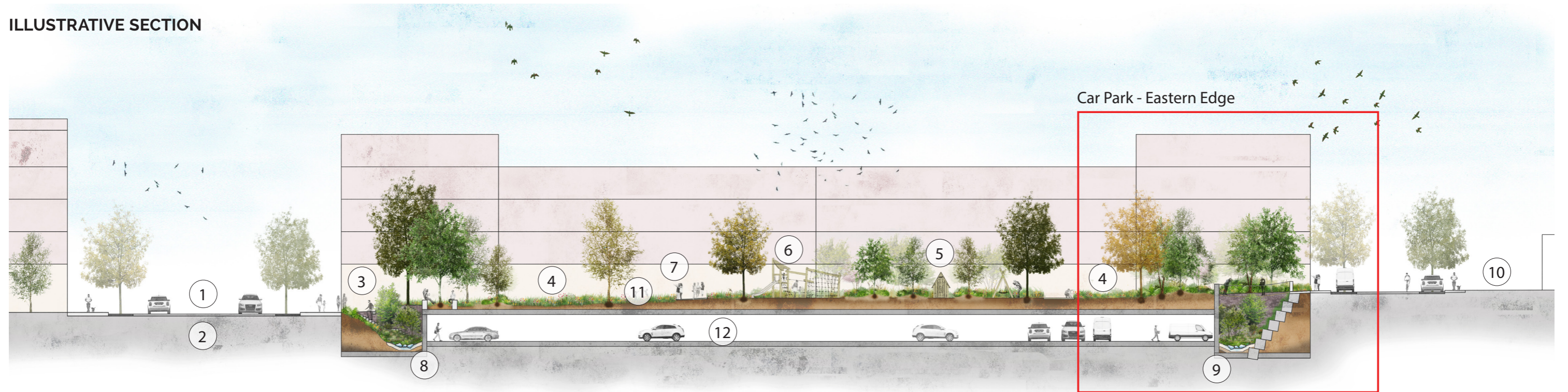
Neighbourhood Green

KEY

- A. Adjacent street level
- B. Supermarket car park
- C. Retaining planted wall with dense vegetation at the base to conceal car park opening
- D. SuDS with 'wetland' planting
- E. Shade garden
- F. Potential for bridged access/play feature above the car park/street level cavity
- G. Views of car park concealed



ILLUSTRATIVE SECTION



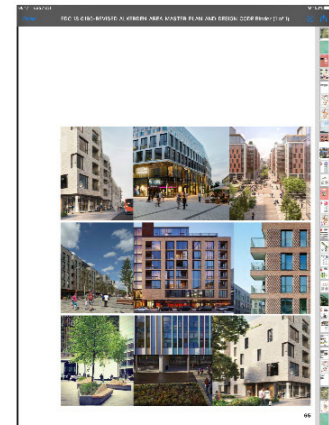
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APPEARANCE & MATERIALS

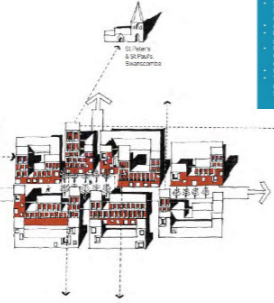
Architectural Approach

DESIGN GUIDANCE



The Coombe: 'The Scarp' urban form and architectural language

The Scarp is located on the eastern or upper slopes of the Kent coast. It is a unique urban form and architectural language that has evolved over time. It is characterized by its steep, terraced slopes and its traditional half-timbered buildings. The Scarp is a key element of the Kent coast's heritage and is a source of inspiration for the design of the Alkerden Market Centre.



THE SCARP' URBAN FORM / ARCHITECTURAL LANGUAGE

- Steep, terraced slopes
- Traditional half-timbered buildings
- Unique urban form and architectural language
- Key element of the Kent coast's heritage
- Source of inspiration for the design of the Alkerden Market Centre

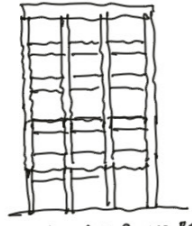
The Coombe: 'The Scarp' references from the analysis



VILLAGE EXAMPLES



LONDON VERNACULAR



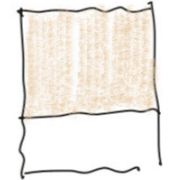
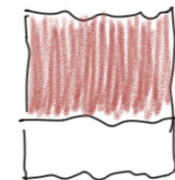
STRONG EQUAL GRID, IN BRICK

RURAL KENT ARCHITECTURE IN CONTEXT



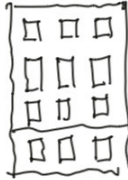
DELICATE TIMBER HALF FRAMED

COMPOSITION: WHITE BASE WITH RED OR BUFF TALLER BUILDINGS



BASE AND TOP

KENT GRAND BUILDINGS



USE OPENINGS TO CREATE A GRID



OPENINGS ARE CELEBRATED



ESPECIALLY WHEN FRONTING OPEN SPACE

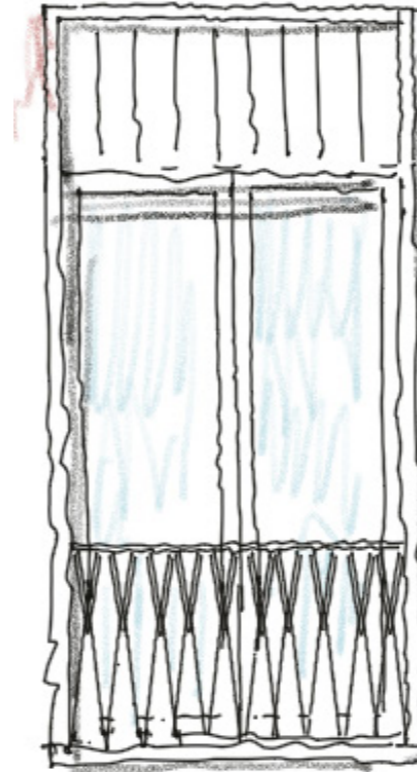
Design Concepts

DESIGN CONCEPT

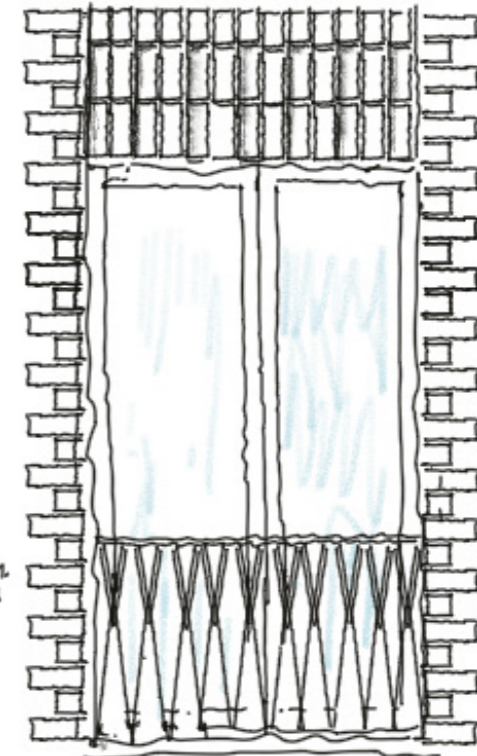


DECK ACCESS BLOCK - RETAIL BASE

DECK ACCESS BLOCK - RESIDENTIAL BASE



WINDOW STYLE 1 - PRECAST

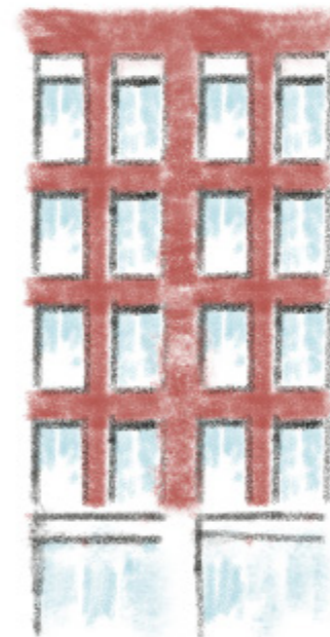


WINDOW STYLE 2 - BRICK

JULIETTE TO LIVING ROOM,
EASED OUT TO BEDROOM



MANOR BLOCK - WINE FRONTED WITH BALCONIES



RED BRICK - WHITE WINDOWS



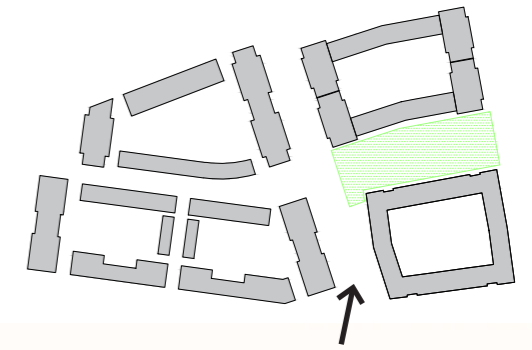
BUFF BRICK - WHITE WINDOWS



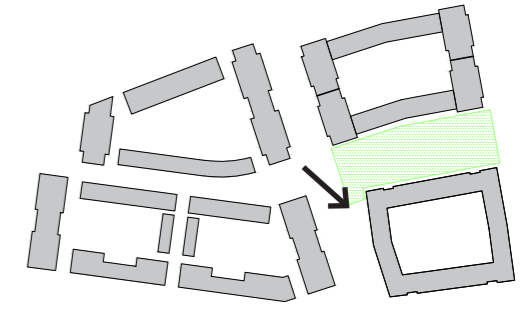
RED BRICK - COLOURED WINDOWS

BRICK AND WINDOW COLOUR VARIANTS

Initial Street Views



Initial Street Views



TIMELINE & NEXT STEPS

Timeline



Your Questions?

