which way for Sandwich?

welcome

We, Rummey Design, were commissioned by Kent County Council and Sandwich Town Council. This follows from the Green Paper written by the Town Team in 2015. This exhibition explores what you have said and the work we have done. We now want to hear what you think.

the brief

• harness the town’s potential as a tourist attraction and shopping destination
• protect, restore and showcase Sandwich
• improve access for all
• improve traffic and parking capacity

our interpretation

• create a strategy for future change
• improve pedestrian experience
• enhance the economy of Sandwich

‘...the town, its surroundings, and its exciting assets need to be rediscovered to get real meaning for a wider community. It must renew itself to be sustainable, attracting new business, culture-seekers, tourists, and those with a deep sense of history...’

Robert Rummey
which way for Sandwich?

... one of the best, complete, surviving examples of a medieval walled town ...

• a cultural destination?
• a tourism destination?
• a centre for independent shops?
• a market town frozen in time?
• a place attracting younger people?

DDC supports quality tourism based on heritage

... we need your help ... join the public consultation from 2 to 31 July 2016 ........

visit: kent.gov.uk/sandwichtownreview or fill out a paper questionnaire whilst visiting the exhibition

Sandwich Town Review and Design | consultation
we’ve held 3 formal events so far...

online forum ‘Stickyworld’

walkabout event

workshop

+ school children

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on behalf of

Sandwich Town Review and Design | consultation

We spoke to:
Arts Council
Cllr Jeremy Watts
Cllr John Bragg
Cllr Michael John Holloway
Cllr Paul Graeme
Cllr Susan Chandler
Cllr Veronica Liote
Co-op
Coastal Community Team
Collection of Sandwich (shop)
County Members
DDC Chairman
DDC Community Development Manager
DDC Community Officer
DDC Director of Environment & Corporate Assets
DDC Heritage Officer
DDC Museums and Tourism
DDC Principal Infrastructure and Delivery Officer
DDC Principle Heritage Officer
DDC Projects & Policy Manager
DDC Senior Planner - Regeneration and Delivery
Discovery Park
Environment Agency
Explore Kent
Fleur de Lis (hotel)
Folkestone Townscape Heritage Initiative
G W Finn & Sons
Halcyon Ways (shop)
Heritage Lottery Fund
Historic England
Infrastructure and delivery, DDC
KCC Schemes Planning and Delivery Team,
Highways, Transportation and Waste
KCC Transport & Development Planning Manager
Kent County Council Highways & Transportation
Kent Early Music
Mayor of Sandwich
Network Rail
PCSO Sandwich
Phoenix Youth Centre
Policy and Projects, DDC
Private individuals (20+)
Quay Spokesman
Red Zebra
Sandwich Chamber of Commerce
Sandwich Infant School
Sandwich Junior School
Sandwich Local History Society
Sandwich Parks Project, DDC
Sandwich Technology School
Sandwich Tourist Information Centre
Sandwich Town Council
SAWWES
Sir Roger Manwood’s School
Sports and Leisure Centre Trust
St Clement’s Church
Stagecoach
The Sandwich Society
Town Team

Which way for Sandwich? ... a modern look at a historic town

Have your say!
kent.gov.uk/sandwichtownreview

working in partnership

May 2016
over 1000 people viewed the website & made 475 comments...

Many more comments can be found in the workbook

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........ we need your help ... join the public consultation from 2 to 31 July 2016 ........
overall, you said...

control traffic intimidation and domination

improve navigation and connections

focus on pedestrian experiences

shape a better future for the town

celebrate vibrant history of Sandwich

increase tourism linkages & economy

visit kent.gov.uk/sandwichtownreview or fill out a paper questionnaire whilst visiting the exhibition
opportunities...

Public consultation and our own analysis have become part of the wider strategy, suggesting several important themes. The potential of these is explored in the following boards.

1 historic assets
2 open spaces
3 river/quay
4 Guildhall and surrounds
5 traffic improvements/public realm
6 safety
the need for a strategy...

... this process can be a tool to shape the desired long-term future of the town. Heritage is crucial to this, in the service of the community and economy. The past should serve the present and especially the future ...

key focal points/connections
the town would be stronger if it was connected

town wall park
connects public spaces
existing proposal links to South Sandwich and other key places (recognising Strategic Park bid by DDC)

slow zone
slowing traffic and creating mutual respect amongst all users

opportunity spaces
from consultation and analysis

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connecting assets

Which way for Sandwich?
...a modern look at a historic town

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on behalf of
Sandwich Town Review and Design | consultation

Ashford
Faversham
Canterbury
Margate
Ramsgate
Deal
Broadstairs
Dover
Herne Bay
Folkestone
Ramsgate
Ashford

Gazen Salts
station
bypass
car parking?
town walls park
slow zone
sports centre

footbridge?
-cycle routes
-strategic park connects assets, gives access, provides cycleway
-strategic park connects assets, gives access, provides cycleway
Guildhall & No Name Street

The heart of Sandwich; needs to work harder as public space, a tourism and trading attraction, as well as a focal point.

- creation of a social heart
- more space for people

For example:

1. Central focal point
2. Seating spills out onto street
3. Road and traffic improvements

The improved spaces could become part of a wider strategy to connect the town centre to the Quay and Town Wall Walk.

Initial concepts, by our traffic engineers, suggest strategies are possible.

- Better linkage to Town Wall Walk encourages access for the wider Sandwich area
- Smooth surface with tree planting, street furniture & lighting could make space accessible for all
- A feature, such as a fountain, could act as a central focal point
- New simplified bus stop arrangement could reduce congestion & pollution
- Zebra crossing could be relocated onto a desire line
- Sunny corner could be better used
- Space could be reorganised to better serve pedestrians
- A narrower road-way could deter people from abandoning cars
- Outdoor seating area could create a space to dwell
- Improved loading bay arrangement integrated with foot-way could improve congestion and public realm
- New loading bay arrangement could improve congestion and public realm

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We need your help... join the public consultation from 2 to 31 July 2016...
Market Street

Market Street could act more strongly as a multi-use space without losing parking.

- better connected
- focal points celebrated
- traffic impact improvement
- greening

Traffic specialists have produced initial concepts.

The improved space could act as a linkage for the town centre and the Quay.

new one-way system could reduce conflict and allow Market Street to work harder
space could be improved with lighting, planting and painted facades to enhance the space for events & performances
existing parking could be maintained
connection to Quay could be clearer and more attractive with enhanced pocket parks, surfacing and interpretation
improved space could enhance the setting of the war memorial and St. Peter’s Church
a one way system could prevent congestion at junction

1 lively, interesting shop fronts
2 multi-use space
3 focal point

for example:

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Sandwich Town Review and Design | consultation
Delf Street Junction

Delf Street has unused shops, under-used buildings, HSBC is leaving, yet it is attractive and important; it needs help.

- traffic impact improvement
- work economically better
- connected
- quality of space improved

for example:

1. outdoor seating area
2. spaces could be improved with art
3. people and cars share space

Art Deco cinema could become a celebrated focal point, with painted facade, seating and planting.

Junction design could encourage better use, with focus on pedestrians.

Improved public realm could revitalise failing row of shops.

Shop frontages could be improved to increase footfall.

A narrower road-way could deter people from abandoning cars.

20 minute drop off bays could support food outlets.

Potential taxi spaces

Car showroom facade could be painted

Outdoor restaurant seating area could create a space to dwell.

Parking could be rearranged to reduce congestion.

East Kent Road Car Office could be given a new use, benefiting the public.

Space could be incorporated into new square, allowing outdoor tables for Fish & Chip shop.

The improved square could uplift this failing part of Sandwich.

Initial concepts, by our traffic engineers, suggest strategies are possible.
Breezy Corner

A problem corner.

- traffic impact improvement
- quality of space improved
- safety
- greening

Concept proposals have been tested by our transport engineers.

The improvements could create a safer space and route for both cars and pedestrians.

**A problem corner.**

**1.** Flush kerbs and contrast paving

**2.** Café could spill out onto street

**3.** Focal point could help reduce speed

Contrast paving could be used to increase awareness of junction

Flush kerbs could help to create a space for both people & vehicles

Parking could be rearranged following potential relocation of doctors surgery

A tree or bench could help reduce speed of traffic passing junction

Sett strings or studs could be used to guide vehicles at junction to improve visibility for vehicles

Traffic flow direction

Outdoor seating area could create a space to dwell

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Rumney design on behalf of

Sandwich Town Review and Design | consultation
Barbican and Quay

The Toll Bridge, Barbican and Quay could become the new arrival into Sandwich. The proposals could significantly boost trade, creating a vibrant legacy, forming a cultural destination whilst better connecting to the town centre.

- improved presentation of the town
- traffic impact improvement
- connected to the heart
- trees and more space for people

1. lighting makes the space work harder
2. river environment could be better used
3. the Toll Bridge potential maximised

some suggestions;

- free long-stay parking north of the river could absorb future car parking and tourism needs
- pedestrianising toll bridge could create a real sense of arrival whilst solving issues of congestion, speeding and parking
- improved multi-use public space with seating, planting and lighting could enhance the cultural centre
- parking rearranged with free long-stay parking north of the river
- focal point could draw people into the space

improved public space could enhance legibility of route into town centre

underused building is an asset

a cure to the on-going problem?

The Toll Bridge, Barbican and Quay could be the start of a new pilot that could reduce car congestion and large areas of tarmac. The space could be made to function better for people to dwell, making more use of the existing six cafés, pubs and restaurants.

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or ... an Equal Priority Area?

People have told us that pedestrians feel ‘unsafe’ and in competition with cars. On the Continent, many towns have tackled this problem by creating encounter zones (zones de rencontre). Pedestrians have equal status to cars. Streets are safer and friendlier.

Sandwich’s twin town, Honfleur, is adopting this principle but examples are rare in the UK.

vehicles & pedestrians have equal rights, sharing the roads and public realm, mutually respectful, vehicles drive at walking speed

would you support this experiment?

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next steps ...

- little can be achieved without funding
- there are already several other funding bids in preparation
- so, a clear strategy and framework are essential
- an initial bid could be made in September to improve the Guildhall and surroundings
- a larger Townscape Heritage Bid could be submitted in September 2017, a HLF bid will require a Conservation Area Appraisal
- plans to trial most popular proposals

2016
- HLF Stage 1 bid
- Archaeological digs (Cows Leas and Quay)
- Boatyard
- New employment opportunities
- funding bid (Coastal Communities Team)
- Magna Carta & Charter of the Forest bid

2017
- HLF Stage 2 bid?
- Breezy Corner improvements
- No Name Street trial?
- Townscape HLF Stage 1 bid
- Strategic Park Bid (Town Wall Park)
- Gazen Salts Bid

2018
- Guildhall and surrounds improvements?
- Townscape HLF Stage 2 bid?

2019
- Market Street improvements?
- Delf Street corner improvements?
- Barbican junction improvements?
- Survey of Town Walls and Ramparts?

2020 Onwards
- Parking north of river?
- Toll bridge closure to vehicles?
- Additional supermarket?
- Additional station parking?

have your say ...

We want to hear your views to help us progress the proposals. You can do this by filling in the consultation questionnaire online at kent.gov.uk/SandwichTownReview, or by filling a paper copy available at the exhibition or from the town clerk’s office.

The exhibition can be made available in alternative formats and languages - email alternativeformats@kent.gov.uk or call 03000 421553.