



# WELCOME

## GRAVESEND TOWN CENTRE REGENERATION

Hello and welcome to this consultation event showing Reef Group's Gravesend Town Centre regeneration proposals, in partnership with Gravesham Council.

This consultation event is your chance to meet the project team and learn more about the proposals and to ask any questions you may have. Once you have reviewed the information, we would welcome feedback you have on the proposals.

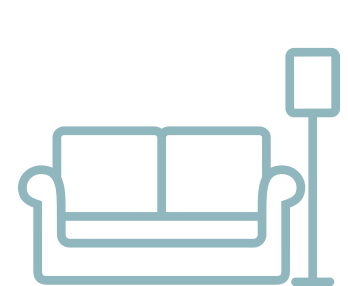
**Thanks for attending and we look forward to hearing your views.**

## WHO ARE REEF GROUP?

Reef Group are a property development and investment company that specialise in mixed-use urban regeneration projects. Reef delivers high-quality and innovative development projects and have experience across a variety of sectors including retail, residential, hotels and leisure, offices and growing sectors such as student housing and care homes.

Reef Group have been working in partnership with Gravesham Council since spring 2018 to deliver the successful town centre regeneration.

## THESE EXCITING PLANS WILL DELIVER:



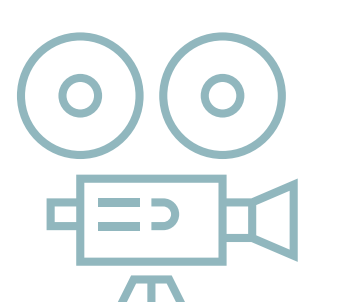
**Homes**



**Offices and workspace**



**New restaurants and cafés**



**A cinema**



**A hotel**



**Community space**



**Improved public open space**



**FOR MORE INFORMATION:  
WWW.REEFESTATES.CO.UK**



## WHAT IS THE GRAVESEND TOWN CENTRE REGENERATION PROJECT?

This project will bring new life and activity to the centre of Gravesend. This project consists of three key parts:

- **St George's Phase 1**
- **Charter House & Horn Yard**
- **St George's Phase 2**

The project has so far seen key upgrades and improvements to St. George's Shopping Centre.

The development will also include much-needed new homes for Gravesend, as well as affordable homes, ideal for people looking to live in central Gravesend and benefit from this major new investment.

New shops and office space will be created across the two sites, **Charter House & Horn Yard and St George's Phase 2**, close to the High Street, as well as a new cinema and hotel.

**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



**REEF GROUP**

**Gravesham**  
Borough Council



This area will not  
be seen when the  
banner is up.





# THE SITE TODAY

This regeneration project encompasses three different sites



Before works commenced



After

## ST GEORGE'S SHOPPING CENTRE

Following the public consultation in summer 2018, Reef submitted their planning application in September 2018 for upgrades and refurbishments to the Shopping Centre. This was approved in December 2018 and work has been carried out since. This includes new signage, branding, street furniture and shopfront improvements creating a more accessible and user-friendly shopping centre.

The shopping centre is now a more attractive, and welcoming place to walk through and shop in. The upgrades and changes in the first part have connected the shopping centre to the surrounding streets and integrated the centre to the historic nature of Gravesend.

Market Square today



## CHARTER HOUSE AND HORN YARD

Formerly known as the 'Eastern Quarter', this site is a key link between the town centre and the river and runs adjacent to a number of key public buildings including the Town Hall and Gravesend Borough Market. The redevelopment of these town centre car park sites will deliver much needed new homes ideal for people looking to live in central Gravesend, as well as public and private car parking.

We believe this site has the potential to provide a new town square with active surrounding uses linking to the market and having a strong connection down to St Andrew's Gardens and the river. We have drawn up key plans for this site, which is the focus of our consultation today.

## ST GEORGE'S PHASE 2

Formerly known as the 'Western Quarter', the main asset of this site is St George's Church. The environment around it however lacks the quality and activity to show the Church in its best light.

This underutilised site would benefit from improved public realm, more activity and a mix of uses for both the public and for people who want to live in the town centre. Maintaining and improving views and routes to the church is key to the success of this site.

Our plans focus around the setting of St George's Church and will see the delivery of new homes, office space, a cinema, a hotel, restaurants and community space.

St George's Phase 2 today



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.





The completed works on St George's Shopping Centre to successfully integrate the Centre with its surroundings. The design of the space takes reference from Gravesend High Street and other successful destinations with a river heritage, such as central Greenwich.

Through the removal of canopies and dated shop finishes, the centre has transitioned from a traditional shopping centre to a series of streets and spaces. The entrances now feel like you are turning into Gravesend streets.

Improvement works to the canopies and shopfront include softer finishes using timber on the underside of canopies and brighter lighting, this ensured the urban heritage theme continued throughout the design. The dark brick walls between the shops have been brightened up and incorporate heritage style light fittings.

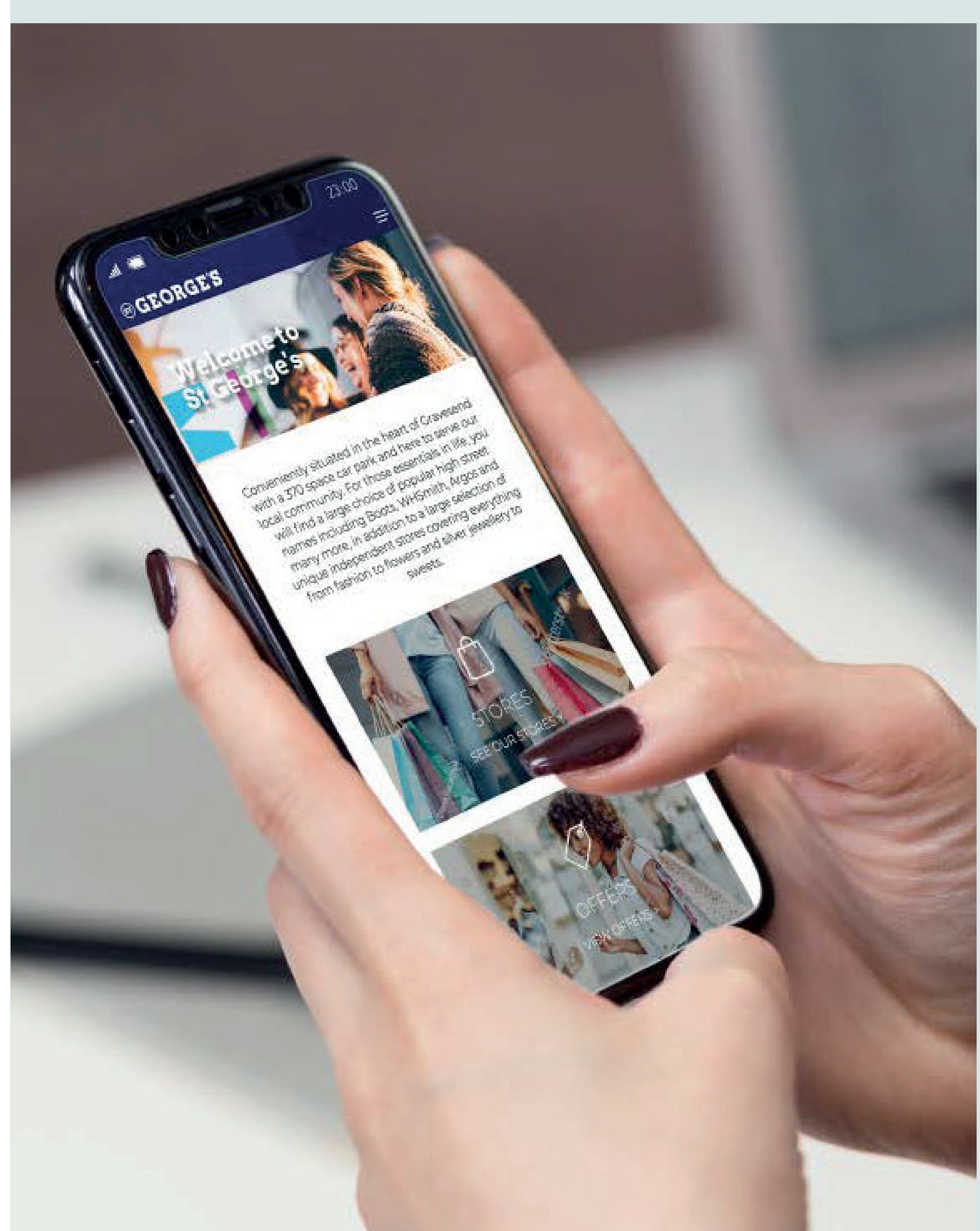


#### Overall our proposals provided:

- Planters to add greenery to the streets
- Better quality seating and other street furniture
- Innovative and new signage and graphics on traditional wall finishes
- Improved lighting
- New flooring throughout

#### WEBSITE

We have also been working on the St. George's Shopping Centre website. We have made it more accessible and included information on what is happening at the Centre too.



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council

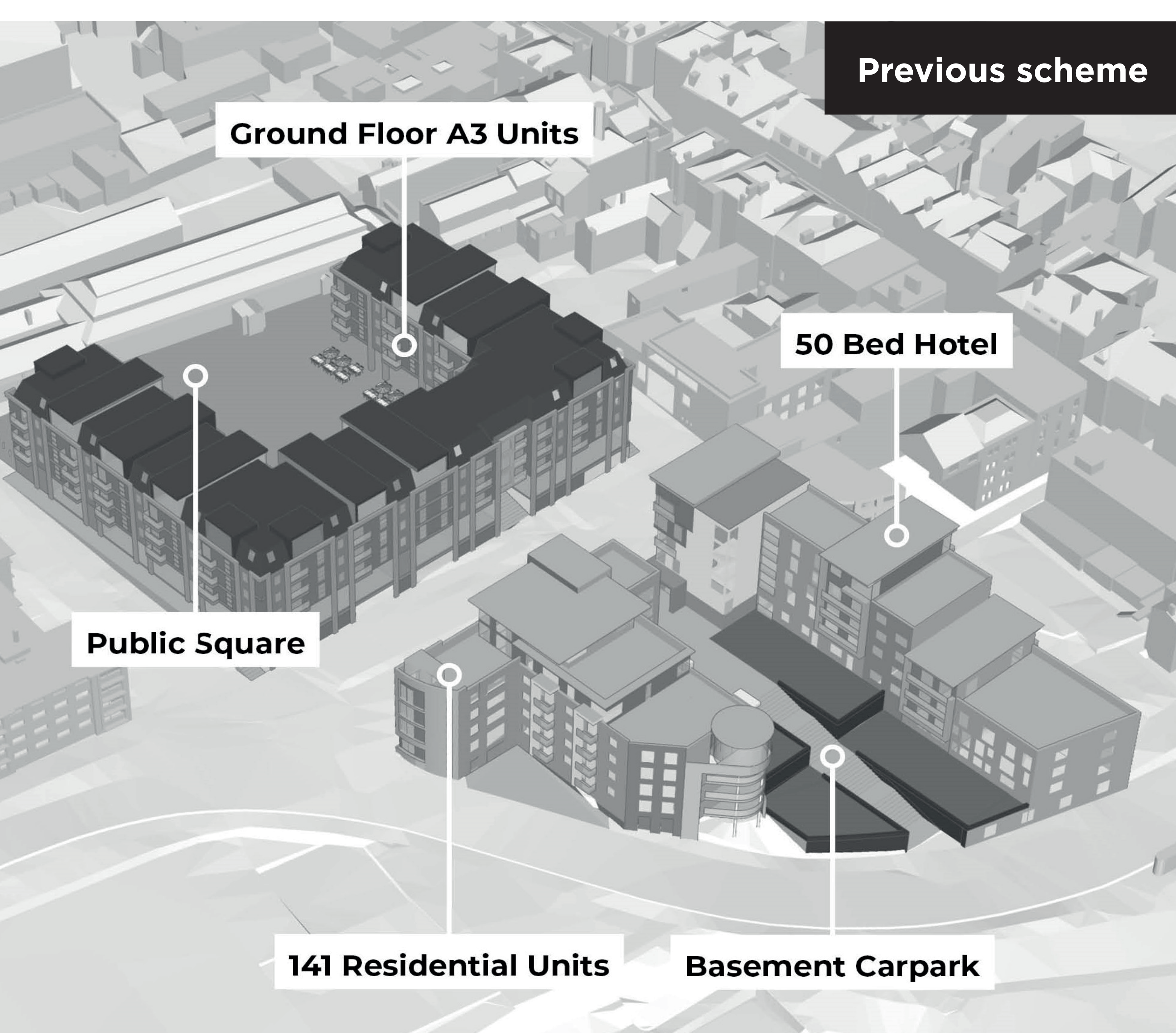


This area will not  
be seen when the  
banner is up.



# CHARTER HOUSE & HORN YARD

The focus of this round of consultation is on our proposals for this site. The area currently provides a key link between the town centre and the river, and we want to maximise what can be delivered on this brownfield town centre site.

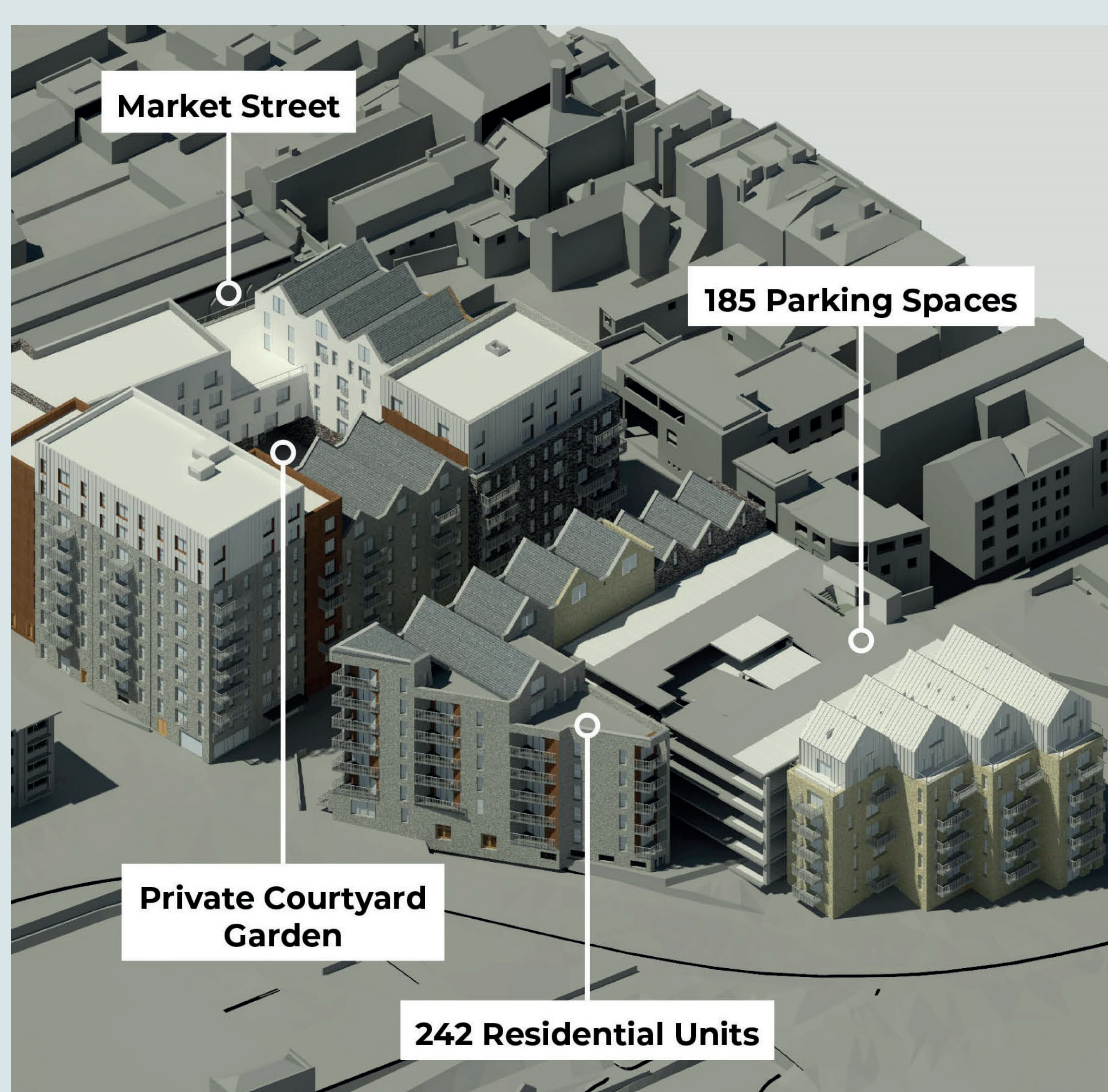


**We reviewed the previously consented and implemented scheme, and found the key issues for this to be:**

- Expensive basement parking arrangements
- Risk of several unoccupied A3 units
- Limited amount of homes
- Remote hotel location
- Underutilisation of a key town centre site

**We have examined how we can address these issues and our response to this is the:**

- Creation of active Market Street
- Improved massing and roof articulation
- Improved private residential amenity
- Increased number of homes
- Increased number of parking spaces
- Optimisation of key town centre site
- Increased number of dual aspect units



**With our new plans for the site, we will deliver:**

- 242 homes (an increase from 141 homes) with the implemented scheme, with improved roof space
- A private courtyard garden for residents
- 185 car parking spaces (the basement parking has been removed) reaching the sites full potential



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.





# CHARTER HOUSE & HORN YARD

## HOUSING MIX

Our plans for this site focus on the much-needed homes in Gravesend. We have worked with various consultants and our architects to understand the housing need and rental values in Gravesend as well as what can be delivered on this site. As a result, we have a new scheme that can deliver the following housing mix on the build-to-rent model.

| UNIT TYPE            | NUMBER | PERCENTAGE | AVERAGE SIZE |
|----------------------|--------|------------|--------------|
| 1 bed (one person)   | 26     | 10%        | 38.0sqm      |
| 1 bed (two person)   | 85     | 35%        | 51.7sqm      |
| 2 bed (three person) | 38     | 16%        | 64.7sqm      |
| 2 bed (four person)  | 79     | 33%        | 77.8sqm      |
| 3 bed (five person)  | 14     | 6%         | 100.5sqm     |
| Total                | 242    | 100%       |              |

## LAYOUTS

Homes are designed with layouts that maximise available space. All homes meet or exceed national space guidelines.

1 BEDROOM



1 BEDROOM



2 BEDROOM



3 BEDROOM



ALTERNATIVE LAYOUTS



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.

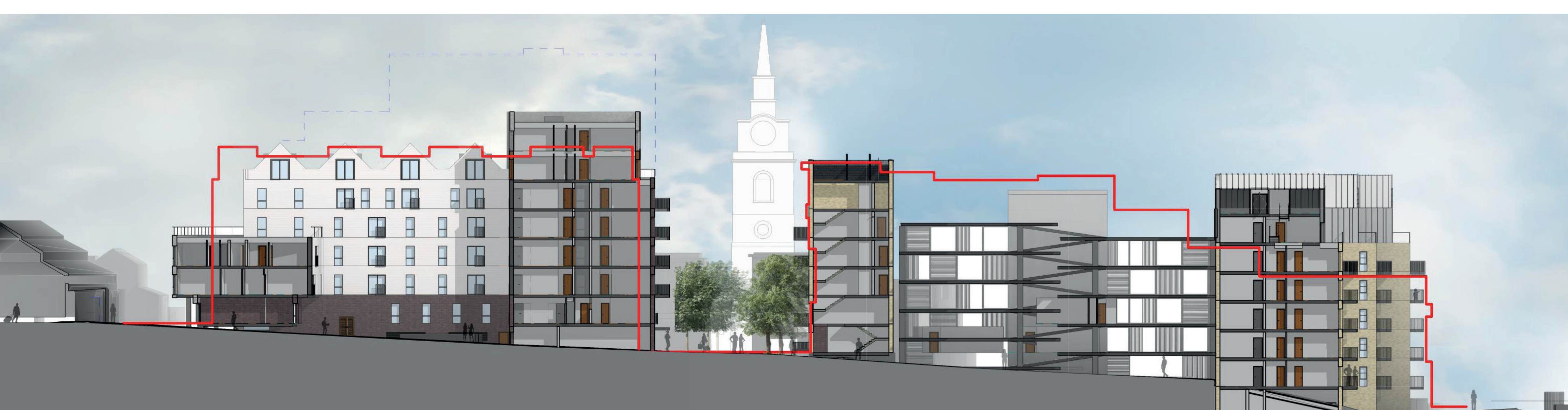




# CHARTER HOUSE & HORN YARD

The red line below indicates the implemented scheme against our proposed plans. We have ensured that the view of St. George's Church is maintained.

We have modified the massing to create a more attractive and varied street scene.



The below are floor layouts of the new homes.

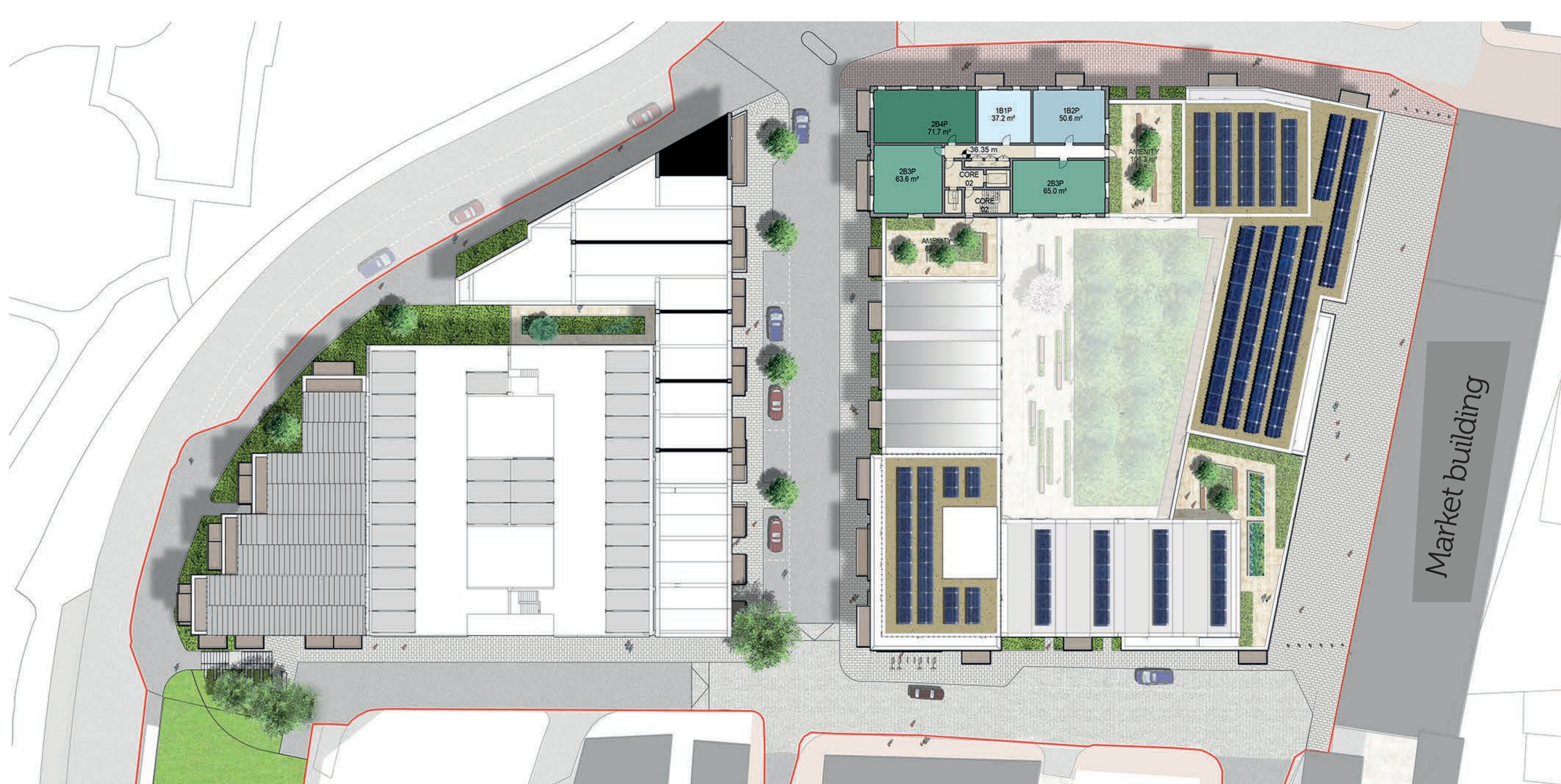
## Entrance level



## Typical upper level



## Roof level



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.





# BUILD-TO-RENT

The build-to-rent scheme was launched in 2012 as part of a series of government initiatives to increase the supply of high-quality homes available for market rent in the private sector. In the face of Britain's current housing crisis, purpose build-to-rent schemes continue to be considered by central government as a key solution and have grown more popular.

In the past ten years, the number of UK residents renting property has doubled, and roughly 20% of UK households (as high as 30% in London) are in private rented accommodation. It is estimated that a third of these tenants will continue to rent, due to the rising cost of home ownership.

Research suggests that one in three millennials (adults born between the early 1980s and 2000s) will stay in private renting beyond retirement. As such build-to-rent is the market's response to this emerging trait.

## HOW DOES THE MODEL WORK?

Build-to-rent involves the construction and development of properties designed to rent out on a long-term affordable basis. They are offered with long-term and affordable shorthold tenancies. The aim of build-to-rent is to simplify renting for both landlords and renters. It offers a solution to those unable to afford their own home, and are not for sale on the open market.

## What are the key benefits of build-to-rent?



### HIGH-QUALITY HOMES AND SERVICES

#### Designed & specified for renting

- On-site management & maintenance
- Choice of furnished or unfurnished
- Ultra-fast broadband
- Residents' facilities; dining, remote working/study, outdoor amenity



### FAIR TERMS FOR TENANTS

#### Longer tenancies – choice of 1-5 years with resident only breaks

- No up-front fees
- Fixed & capped rent increases during a tenancy, all clearly set out within a tenancy agreement



### DIVERSIFICATION OF THE LOCAL MARKET

- More affordable than private sale; meeting need of the squeezed middle who are not eligible for Council allocated housing but are unable to afford private sale
- Increased speed of delivery
- Increased occupancy

**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.





# BUILD-TO-RENT

## OUR BUILD-TO-RENT DEVELOPMENT

We are proposing to build 242 new homes, including a mixture of one, two, and three-bedroom flats. We are also proposing to provide 185 car parking spaces, including disabled parking and electric vehicle charging spaces and storage space for bikes. The development will also encourage residents to utilise the excellent local public transport links.

## HOW WILL IT WORK ON THIS SITE?

Reef are committed to providing high-quality affordable homes in the centre of Gravesend. These purpose-built homes for rent will be overseen by a property manager, ensuring that the entire development will maintain a high standard and all homes will be treated equally. We not only hope to deliver build-to-rent homes but also a new community – we will be providing communal spaces that residents and neighbours can enjoy.

### Who is it for?

The build-to-rent model is universal and can be for a range of people. One of the key benefits of this model is that it creates mixed-communities within one building.

#### FIRST TIME RENTER

**Providing affordable rents for young people.**

#### YOUNG COUPLES

**Providing a variety of different sized homes for young couples.**

#### FAMILIES

**Providing family sized homes with excellent amenity spaces close to town centre amenities for families.**

#### OLDER ADULTS

**Providing homes close to services & freeing up existing housing stock and offering flexibility when downsizing.**



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.





# DESIGN & SUSTAINABILITY

We have taken a great deal of inspiration from the local town of Gravesend when designing these new plans.

The historic High Street is a fantastic example of how careful renovation has retained and improved the heritage attributes. The work we carried out on the St George’s Centre continues this theme and we have extended this across the architecture and public realm of the other two sites.

## SUSTAINABILITY

We are committed to delivering a sustainable development across the three sites. We are proposing the following:

### Increasing biodiversity

We have been looking at different ways to increase biodiversity on the site. As part of our plans, we will include living roofs and green landscaping to provide natural habitats for local ecology. In addition to this, we will provide bat and bird boxes, in various locations around the site.

### Construction

Our carefully selected contractors will ensure that waste, pollutant and recycling controls are in place and strictly adhered to for the duration of construction. With Gravesham Council, we will also encourage contractors to employ local labour during construction works to help local employment and skills.

### Building performance

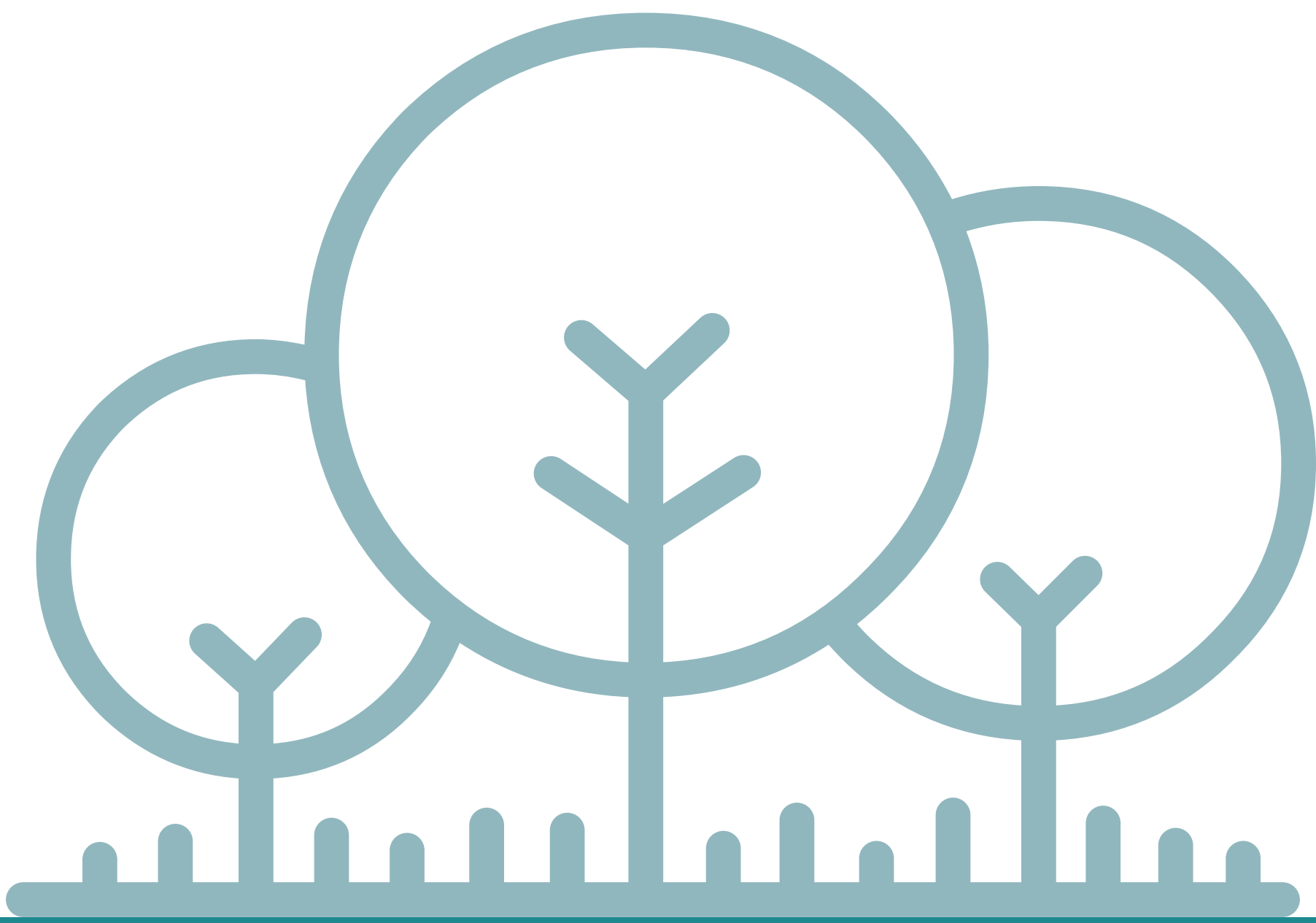
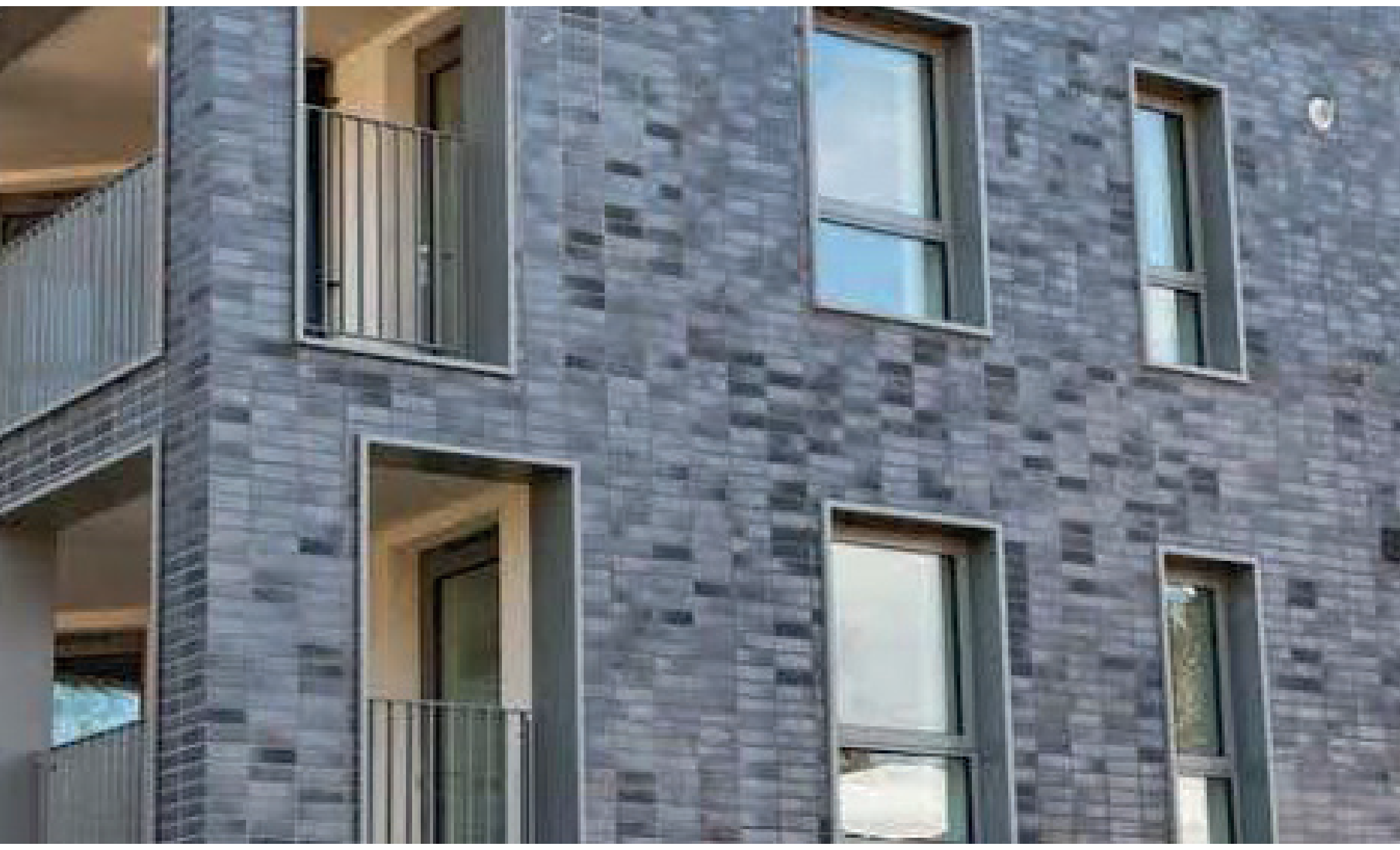
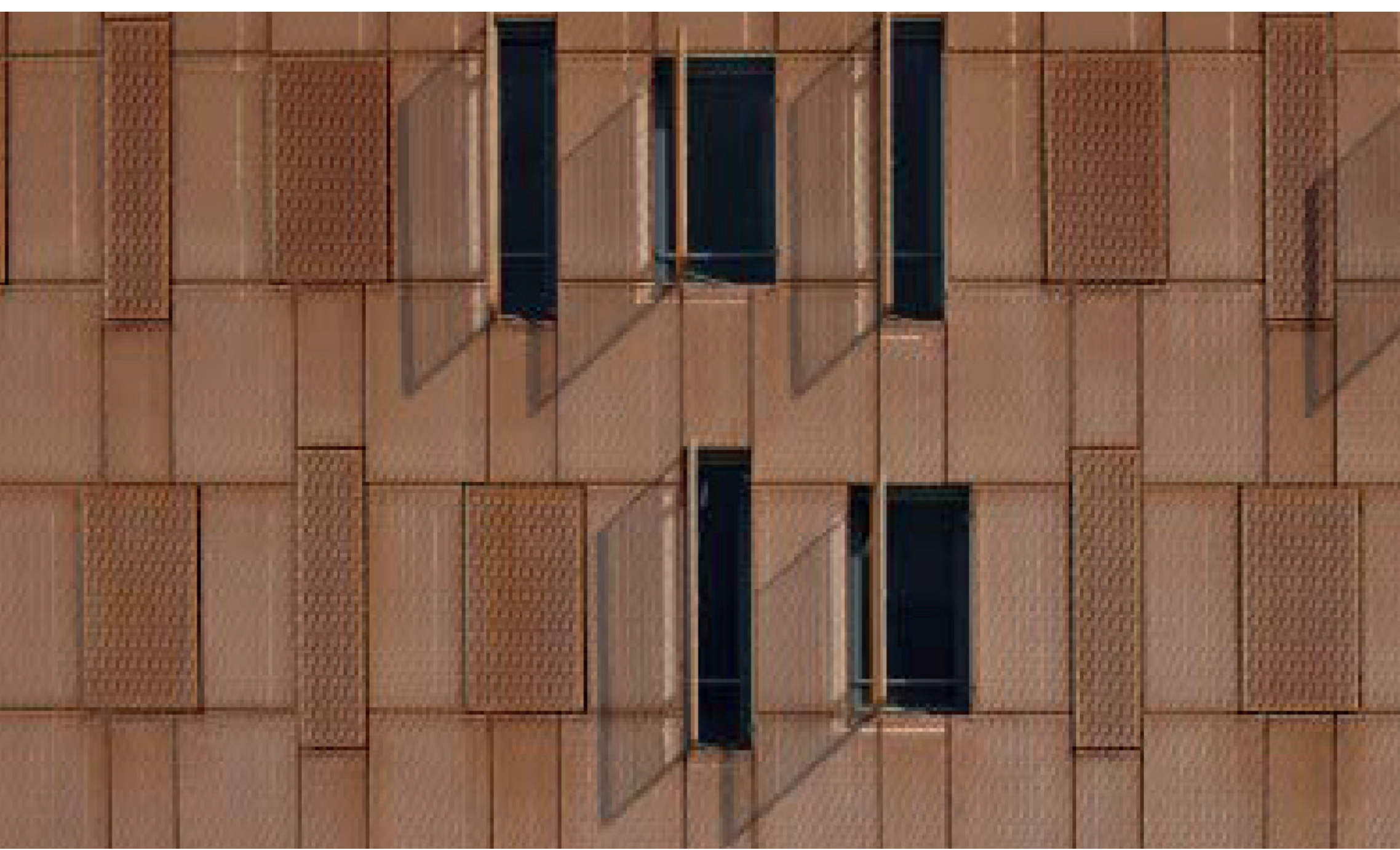
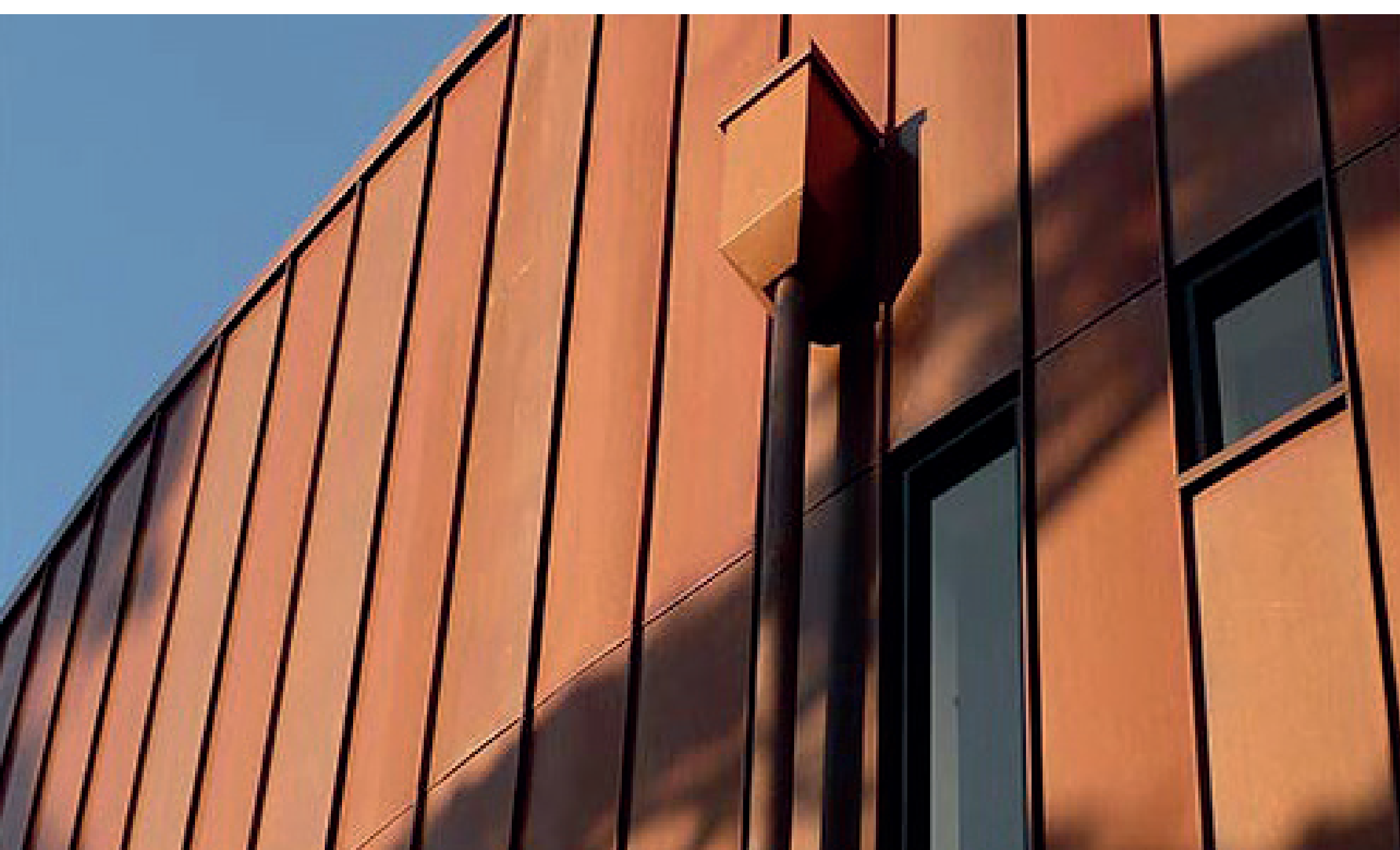
We aim to deliver an energy efficient development, using high performance thermal envelopes and efficient heating and cooling systems. We will have onsite renewable energy and low energy fittings throughout.

### Transport/travel

This site is sustainable and is within an accessible town centre location with excellent transport links. The proposal includes an on-site cycle hire scheme for residents and electrical car charging points too.

## PROPOSED MATERIALS

We are conscious of the sustainability agenda and have looked into the type of materials that we will use when building this site.



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.





The Horn Yard and Charter House site is currently local public car parking area.

**As part of the proposals we will be delivering a self-ventilated car park with 185 car parking spaces on site with:**

- 110 public
- 75 private spaces

We have carried out detailed traffic and transport assessments for our plans, and examined the local town centre parking availability.

This maps shows how:



In addition to this, the location of the development in the centre of Gravesend will enable future residents to be situated within easy walking distance of the facilities afforded by the town centre. The development is also within walking distance of the railway and bus stations.

### RAIL

Gravesend railway station, which has benefited already from the Transport Quarter improvements, provides railway services to London Victoria, London Charing Cross, a fast link into London St Pancras, as well as services to Luton, and south coast destinations.

### BUS

There is a comprehensive local bus network which includes the Fastrack B service benefiting from segregated bus lanes serving Ebbsfleet International, Bluewater and Dartford.

### FERRY

The historic Tilbury Ferry crosses the Thames and links Gravesend with Tilbury to the north.

### CYCLING

Cycling is catered for by the town centre’s cycle route network and assisted by the new railway station cycle parking facility which can accommodate in excess of 280 cycles. The facilities include National Cycle Route 1 which connects Gravesend with London.

### ROAD

The town is also near the A2 and linking to the UK motorway network while the A226 one-way system, now including the Rathmore Road link gives local access to the town centre car parks.

**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



This area will not  
be seen when the  
banner is up.





**St George's Church is at the centre of the scheme creating a focal point of the development.**

Formerly known as the 'Western Quarter', the environment around the Church unfortunately lacks the quality and activity to show the Church in its best light.

**To improve this site, we will:**

Ensure views and links to the St George's Church by increasing ease of access to and through the site to allow more people to enjoy the open and landscaped areas.

The link between the river and the church is to be widened opening up extended views and meaning we can introduce ramped and stepped access between West Street and St George's Church Square.

The new cafés and restaurants will form part of the redevelopment and create an active edge to the St George's Shopping Centre, allowing people to sit out on a raised terrace overlooking the church square.



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



**REEF GROUP**

**Gravesham**  
Borough Council



This area will not  
be seen when the  
banner is up.





**Thank you for taking the time to visit and viewing our proposals for this project.**

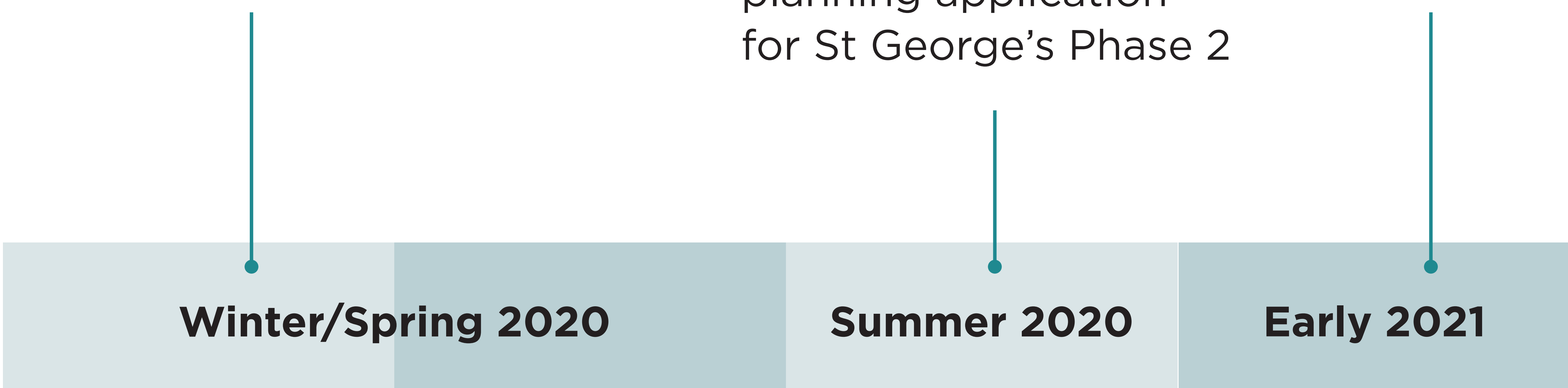
If you have any questions about the information you have seen, please do speak to a member of the project team. We are committed to consulting local residents and users of the space on these draft proposals and would welcome any feedback you have.

You can complete a feedback form while you are here and leave it with a member of the team or take a complimentary Freepost envelope and return the form to us. Alternatively, you can contact the project team with any feedback you might have after the event via one of the options shown on this board.

Please ensure you provide any feedback by no later than Monday 3 February 2020, so that we can review and consider all responses in advance of the planning applications being submitted.

## TIMESCALES

- Public consultation
- Submit detailed planning application for Charter House & Horn Yard
- Target start on site for Charter House & Horn Yard
- Submit detailed planning application for St George's Phase 2
- Target start on site for St George's Phase 2



**FOR MORE INFORMATION VISIT:  
GRAVESEND-TOWN-CENTRE-REGEN.COM**



REEF GROUP

Gravesham  
Borough Council



This area will not  
be seen when the  
banner is up.