



Purfleet Centre Regeneration Scheme – Community Webinar

Greening Purfleet-on-Thames

Wednesday 6 October 2021



Agenda

1. Background Context
2. Where are we now? Project Status
3. Developing a greener Purfleet-on-Thames
4. What applications have been made to Thurrock Council?
5. How we are achieving a Greener Purfleet-on-Thames
6. Q&A



Background Context



The Project

- **Applicant / Developer:** Purfleet Centre Regeneration Limited (PCRL)
- **Location:** Purfleet-on-Thames
- **Regeneration Scheme:**
 - 2,850 new homes
 - World-leading film and television complex
 - New town centre
 - New train station and bridge crossing
 - New Primary and Secondary schools
 - An Independent Medical Centre (IMC)
 - Vital business, retail, education and community infrastructure.
- **Vision** – to open-up Purfleet-on-Thames' river frontage, provide much needed housing and create employment and educational opportunities to drive growth in support of its potential as a regional centre of creative industry.
- **Approach** – Collective design development process shaped by the Purfleet-on-Thames Community Forum and Design Panel in consultation with local residents.

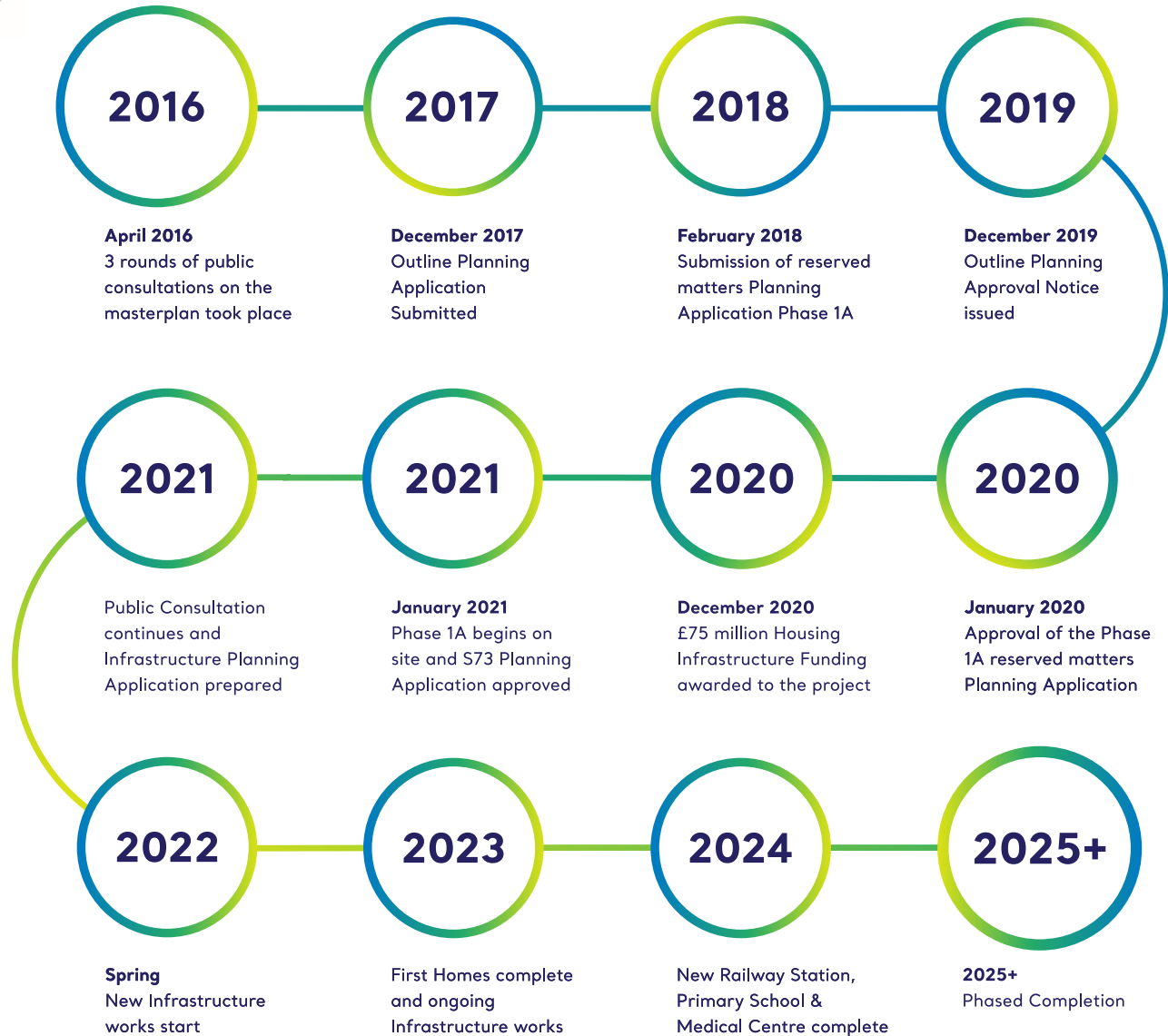




Where are we now? Project Status



Project Timeline

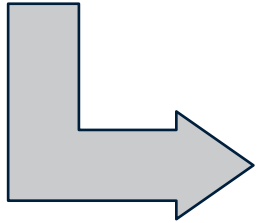




Project Status

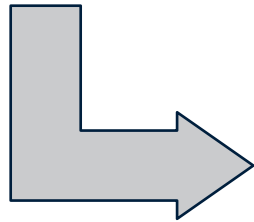
**Outline Planning
Permission**

December 2019



S73 Permission

January 2021



**Site Wide Planning
Conditions**

Submission: January 2021
Approved: August 2021



**Zone 1 Zonal
Planning
Conditions**

Submission: March 2021
Approved: September
2021



**Infrastructure
Reserved Matters**

Submission: From October
2021
Approval: By January 2022





Developing a greener Purfleet-on-Thames



Proposed Green Infrastructure

The green infrastructure strategy for Purfleet Centre Regeneration looks to connect the site with the wider ecological context.

The Greenway is an important Green Infrastructure link and part of a large connected network of green elements.

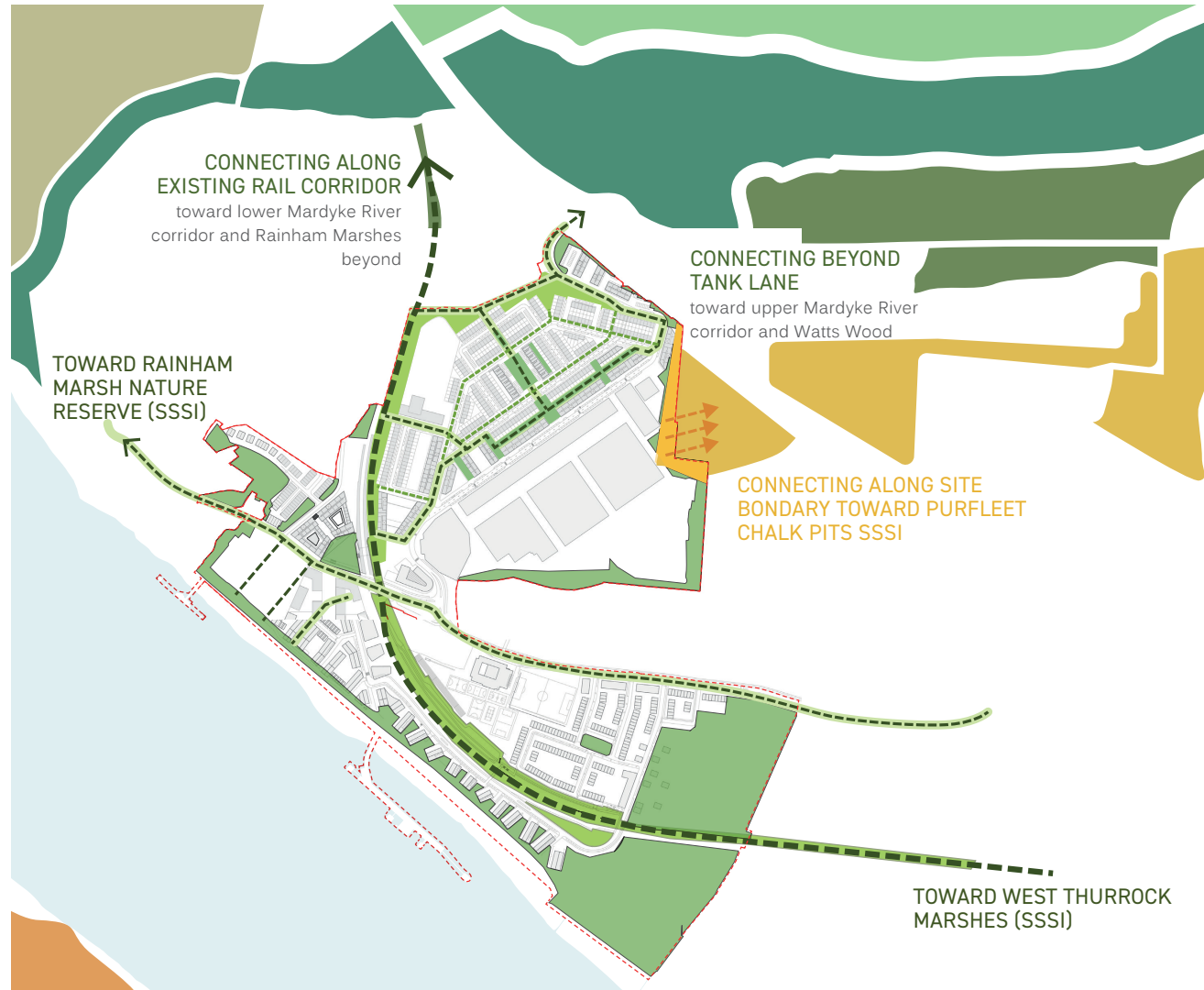
Both the railway corridor and the woodland allow the movement of species. It is linking the edge of the Thames up to Tank Lane and towards the Mardlike River.

The vision approach creates the opportunities for this area to make smaller green connection into the new communities and to be open to the public.



WIDER ECOLOGICAL CONNECTIONS - B-LINES

- Purfleet
- Rainham Marshes
- Existing habitat as identified on the B-Lines Map
- B-Lines network area
- Ecological connections




EXISTING LEVELS

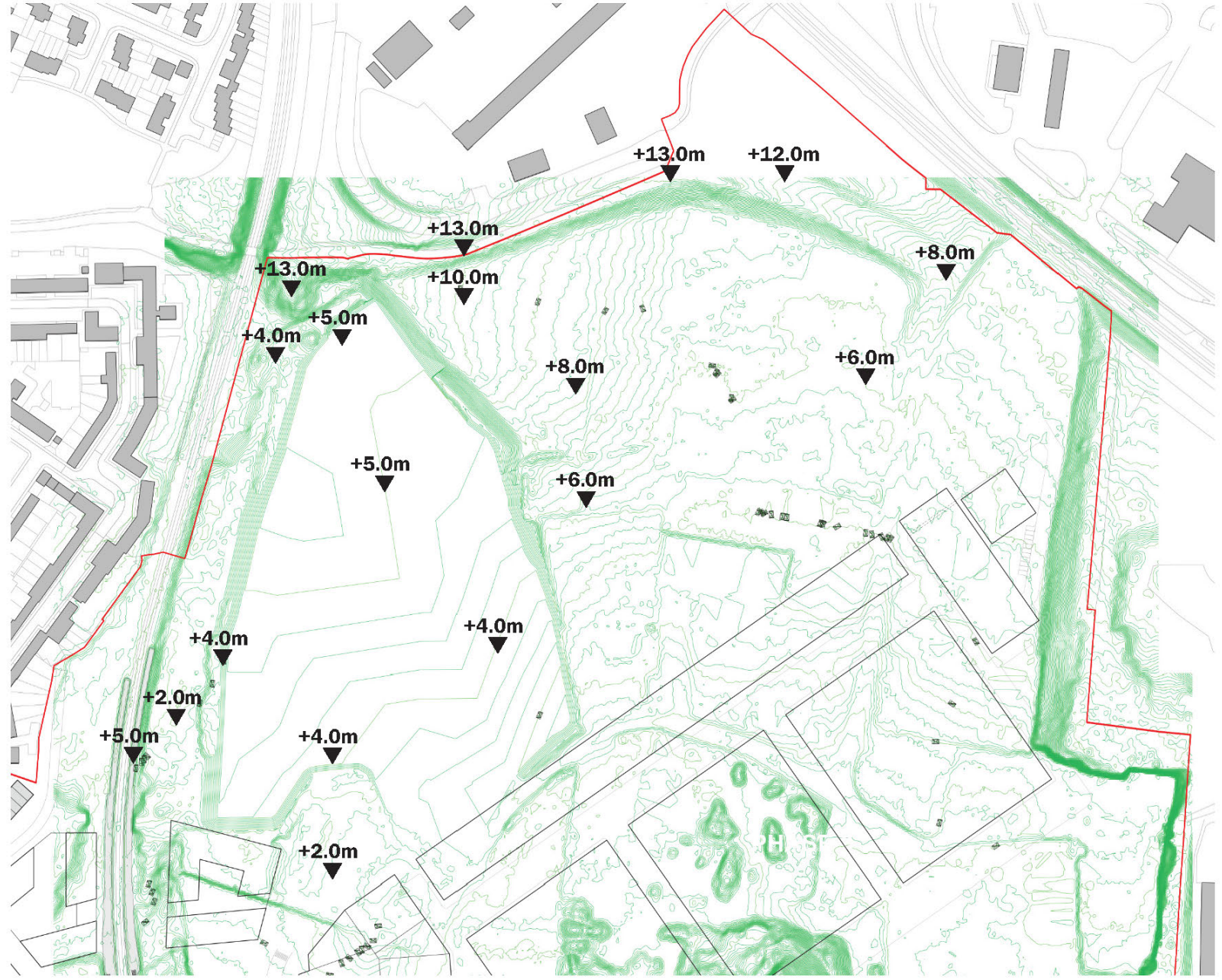
Existing 'trench' / sunken vegetated rail corridor

Flood risk along rail corridor and into existing/ new development

Re-grading required to alleviate flood risk

Key:

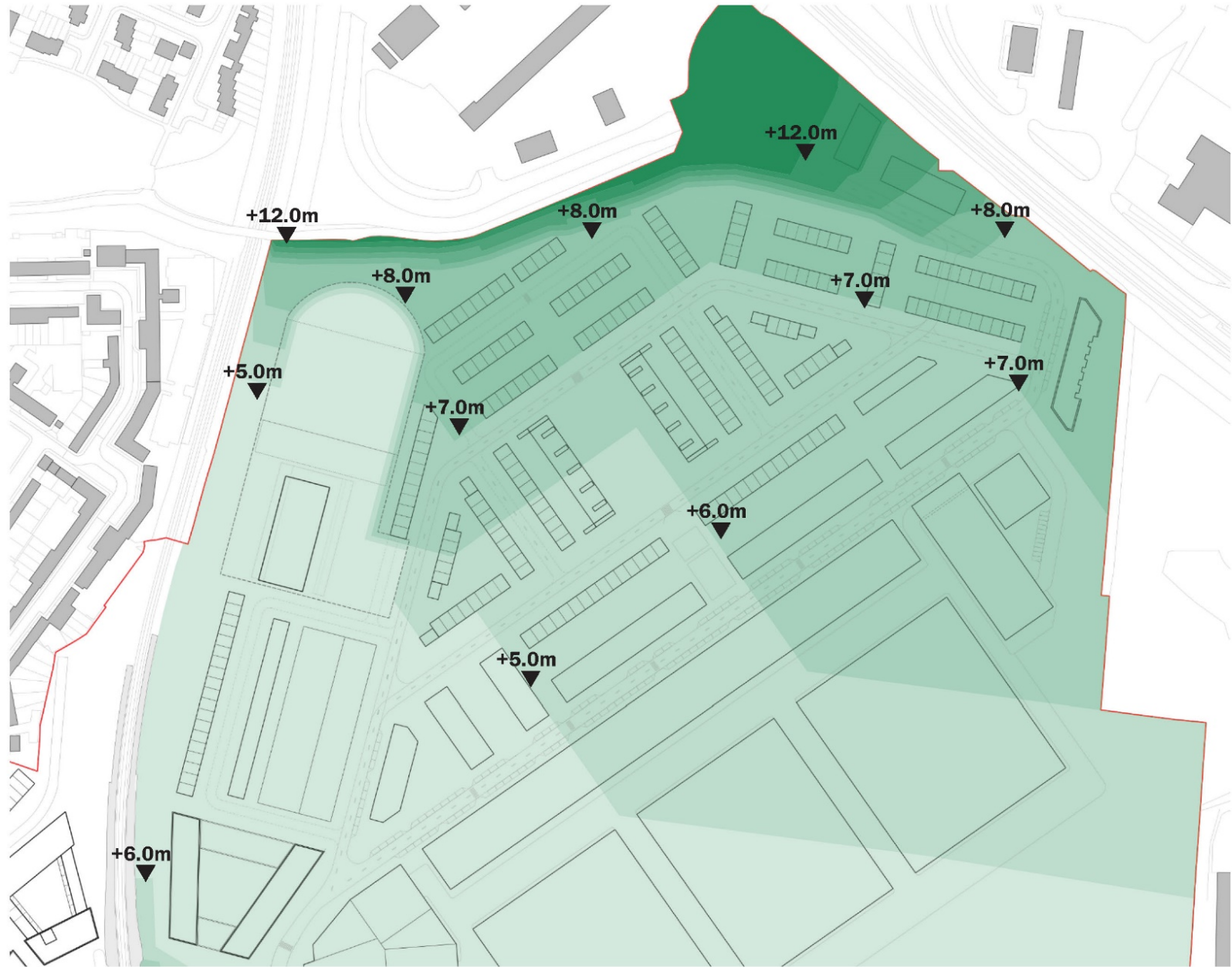
 Contour lines at 250mm increments



PROPOSED LEVELS


Key:

- +5.0m to +6.0m
- +6.0m to +7.0m
- +7.0m to +8.0m
- +8.0m to +9.0m
- +9m to +10.0m
- +10.0m to +11.0m
- +11.0m to +12.0m
- +12.0m to +13m



CHARACTER AREAS

Key

-  PRIMARY GATEWAY
-  SECONDARY GATEWAY
-  TERTIARY GATEWAY
-  GREEN BUFFER
-  GREEN CONNECTOR
-  ECO-PLAY PARK
-  WOODLAND CORNER
-  ECO-HABITAT ZONE



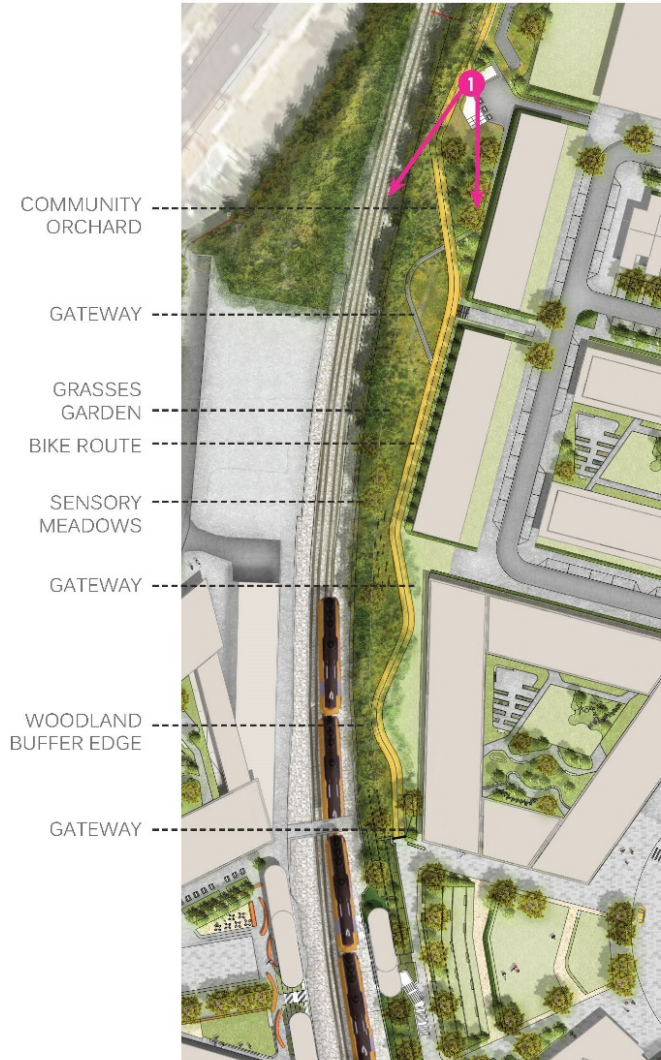
THE GREENWAY

ZONE 1_ GREEN CONNECTOR

GREEN CONNECTOR area is the link between the Civic Centre and the ECO-PLAY PARK. The purpose of this area is to emphasize the natural movement in the meadow.

Key elements:

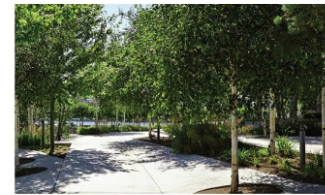
- > Cycle path
- > Woodland planting
- > Orchards
- > Meadows
- > Incidental seating
- > Habitat planting zones
- > Buffer planting at the back of the private gardens



Landscape Character



Natural forms



Village- Green Space interface



Habitat celebration

Spaces & Functions



Bike route



Community orchard



Incidental art



Seating



Contemplation paths

ZONE 1_ GREEN CONNECTOR - ILLUSTRATIVE SKETCH VIEW

SUSTAINABLE
DRAINAGE

ORCHARD

HABITAT / NSECT HOTEL

COMMUNITY SEATING




CYCLEWAY

GREEN BUFFER TO RAILWAY
LINE

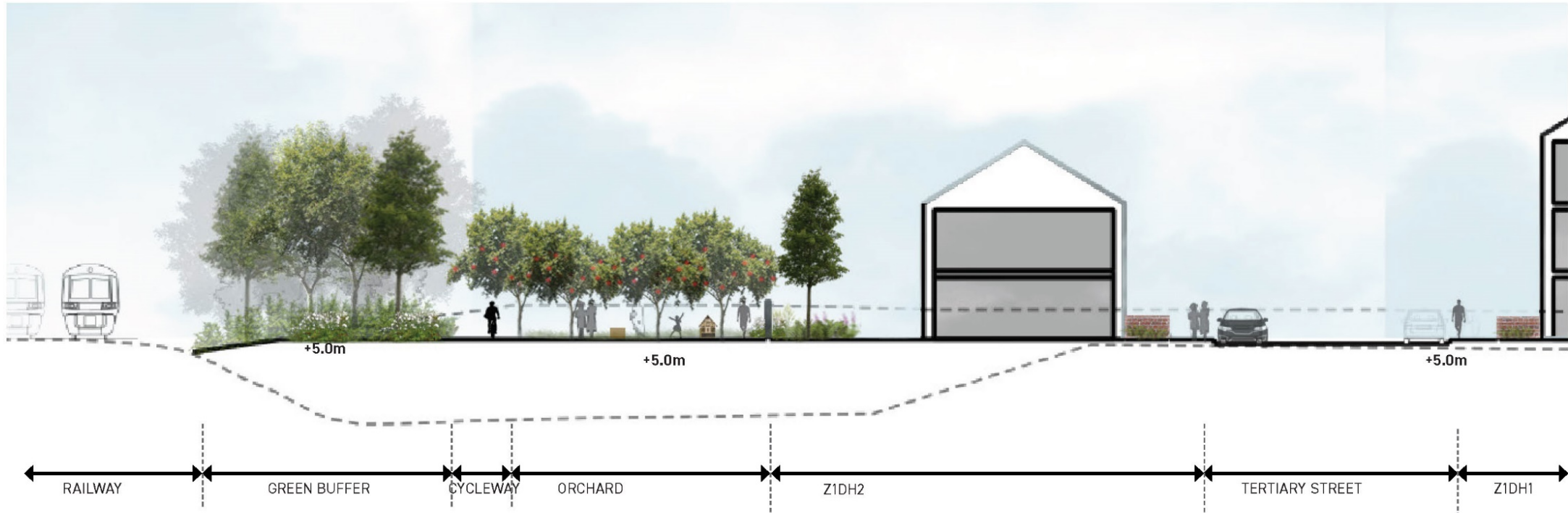


THE GREENWAY - SECTION A-A'

Key:

-  Revised Proposed Levels
-  Watermans 2019 Levels
-  Existing Levels

Proposing a level plateau of +5.0m for the area of Z1Di. This is the maximum consented parameter height for the majority of this zone and puts it at the same level as the green square.



THE GREENWAY

ZONE 2_ ECO-PLAY PARK

The **ECO-PLAY PARK** area equals a city garden with more community activities, playground and with close proximity to the Village School, has the potential of becoming the extension of the educational programs.

Key elements:

- > Woodland buffer planting
- > Woodland-themed playground
- > Natural discovery play
- > Incidental seating
- > Cycle path
- > Natural amphitheatre seating / outdoor classes
- > Community pavillion / seating



Landscape Character



Habitat celebration



Natural forms



Natural within nature

Spaces & Functions



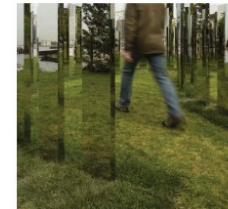
Yoga



Picnic



Outdoor concerts/ meetings



Art exhibition



Ecological engagement

ZONE 2_ ECO-PLAY PARK- ILLUSTRATIVE SKETCH VIEW



THE GREENWAY

ZONE 4_ ECO-HABITAT ZONE

The **ECO-HABITAT ZONE** is the area dedicated to ecology mitigation recreating different types of habitat. With low intervention and less active, the area is a celebration of nature.

Key elements:

- > Habitat planting
- > Interpretation & wayfinding
- > Cycle path
- > Ecological features
- > Learning opportunities



Spaces & Functions



ECOLOGY FEATURES



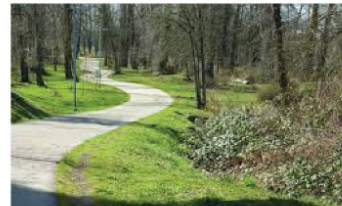
BIRD WATCHING



ECO-HABITAT ZONE



LEARNING OPPORTUNITIES



HIKING



ART EXHIBITIONS



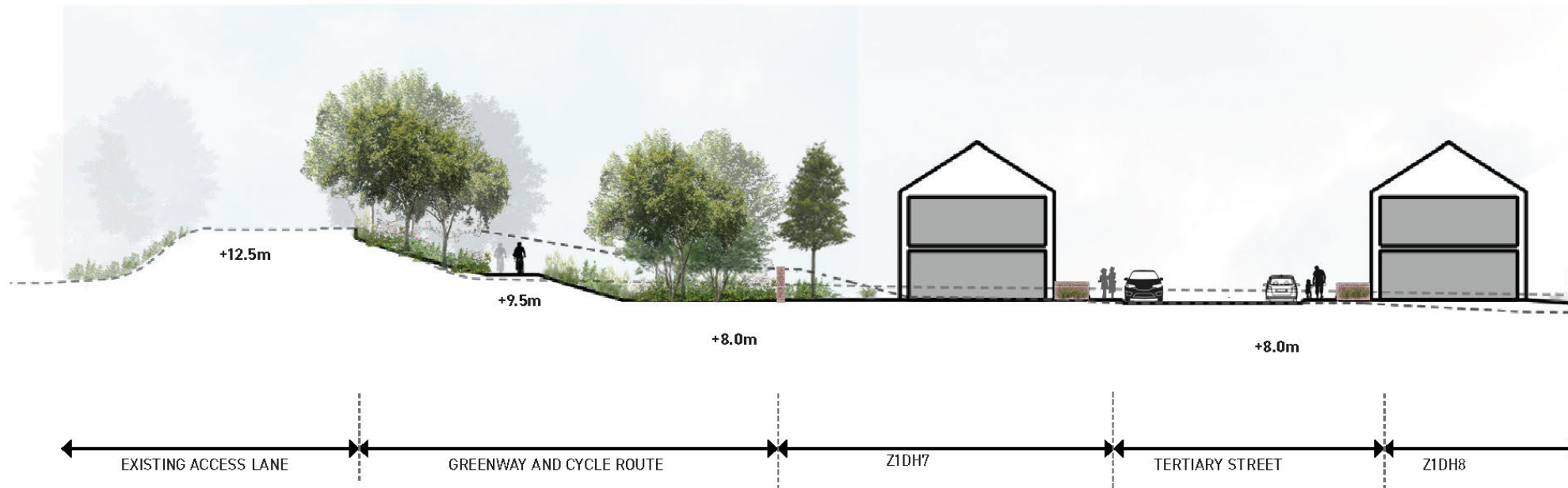
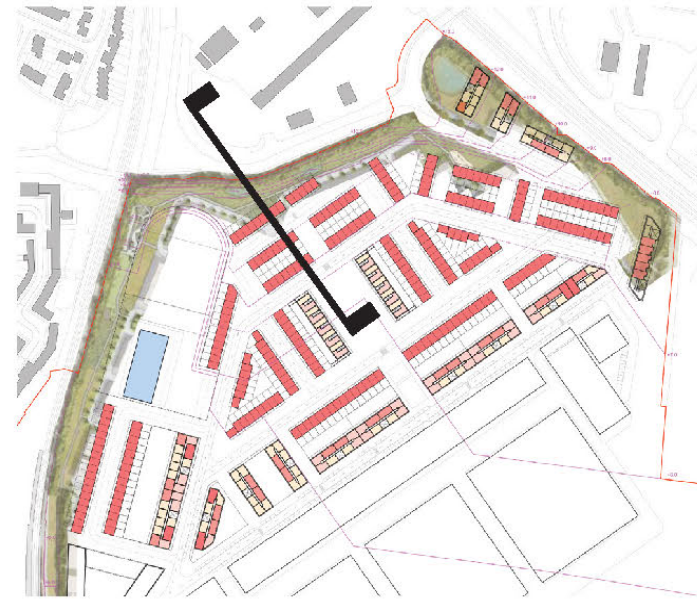
PICNIC

THE GREENWAY SECTION C-C'

Key:

- Revised Proposed Levels
- Watermans 2019 Levels
- Existing Levels

The embankment is pushed as close to the boundary of the site as possible, creating a +8.0m greenway plateau with the cycle lane cutting across the rise of the embankment to gradually ascend up to the primary road at +13.0m. The townhouses step down to +7.0m at the secondary road.





What Applications have been made to Thurrock Council?



The Applications to Thurrock Council

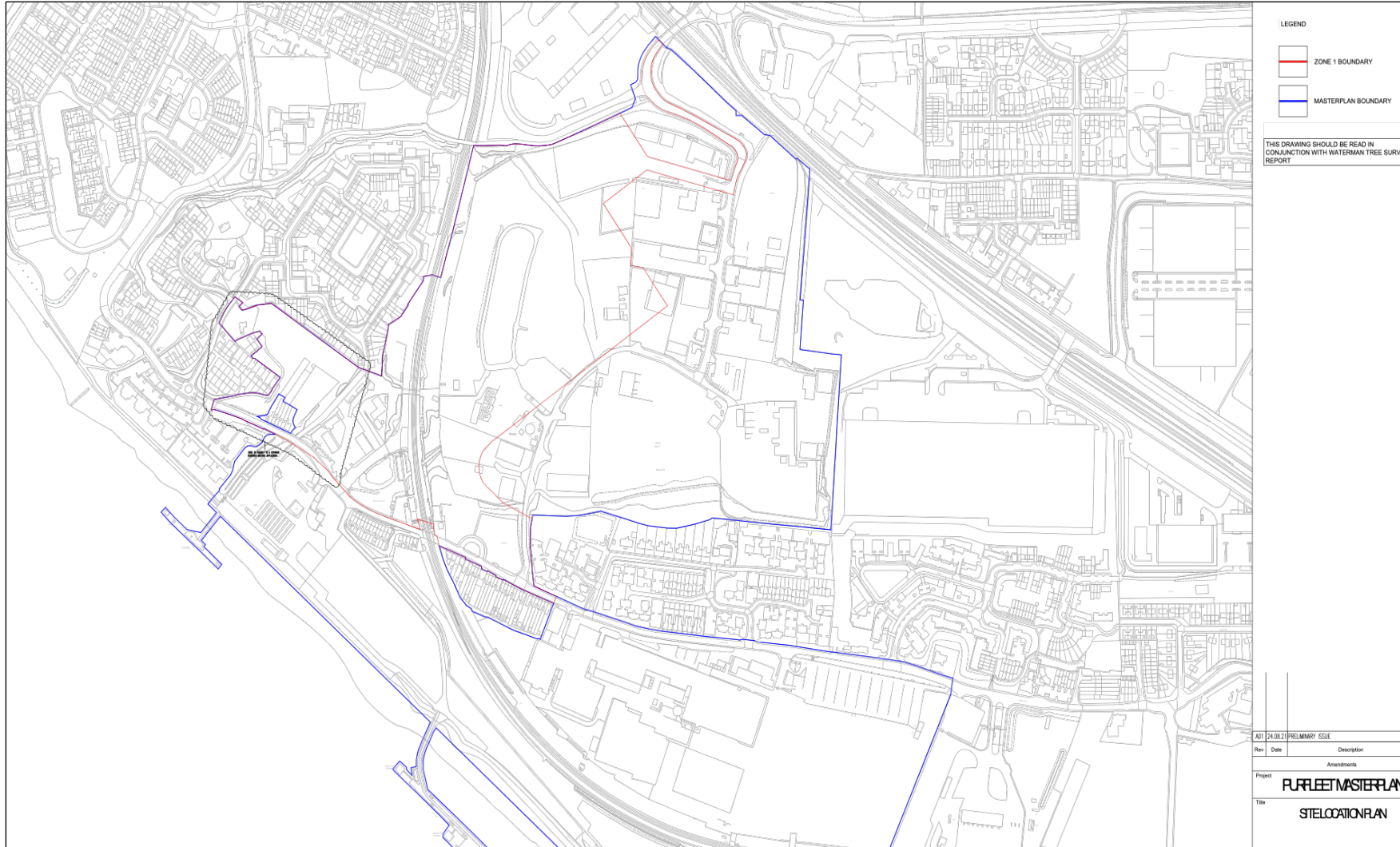
- Details pursuant to Condition F1 (Retention and Protection of Existing Trees and Hedges) (Application Reference: 21/01515/CONDC)
- Tree Preservation Order Consent (Application Reference: 21/01489/TPO)



How we are achieving a greener Purfleet-on-Thames



Achieving a greener Purfleet-on-Thames



Blue line – Overall development boundary

Red line – Phase 1 development boundary

Grey background – Existing roads and land parcels

Development to commence 2022

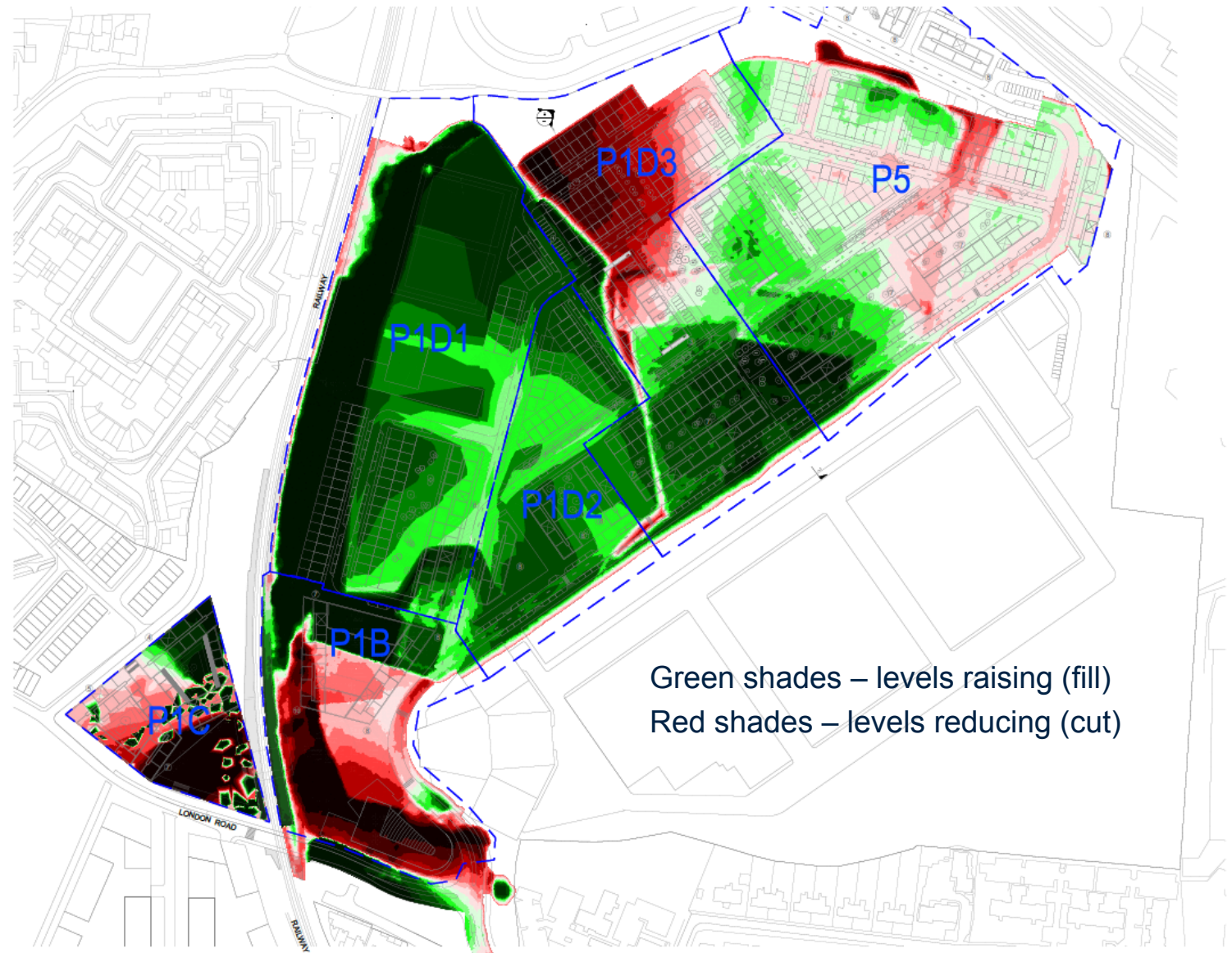


Phase 1

Current levels within the industrial estate are not appropriate for a modern, accessible mixed-use development.

Regrading has always been necessary to:-

- allow roads & pavements to be broadly level and usable.
- allow gravity drainage to work.
- provide a flood defense barrier along the side of the railway line.
- provide the 'Greenway' cycle & pedestrian route





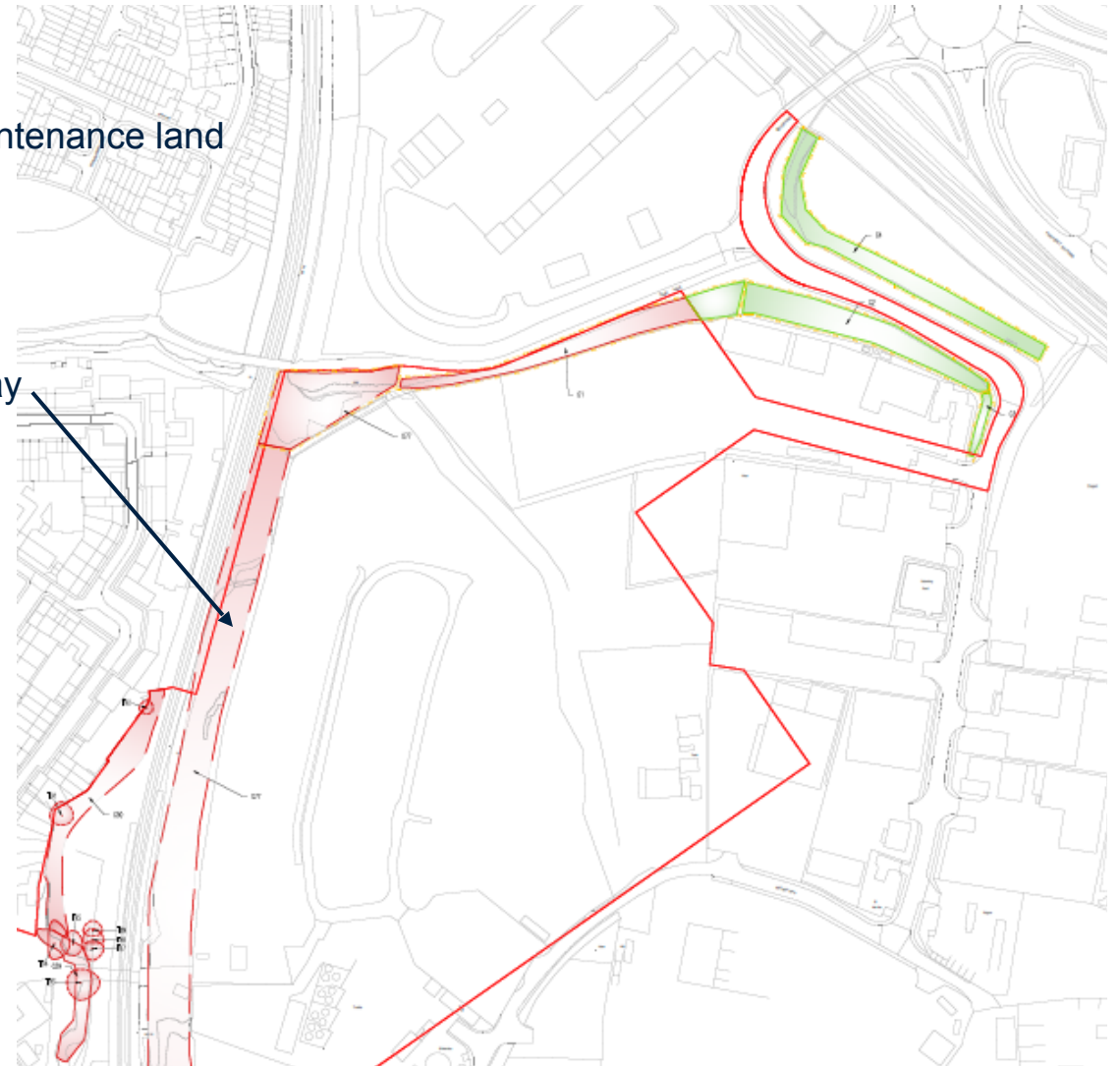
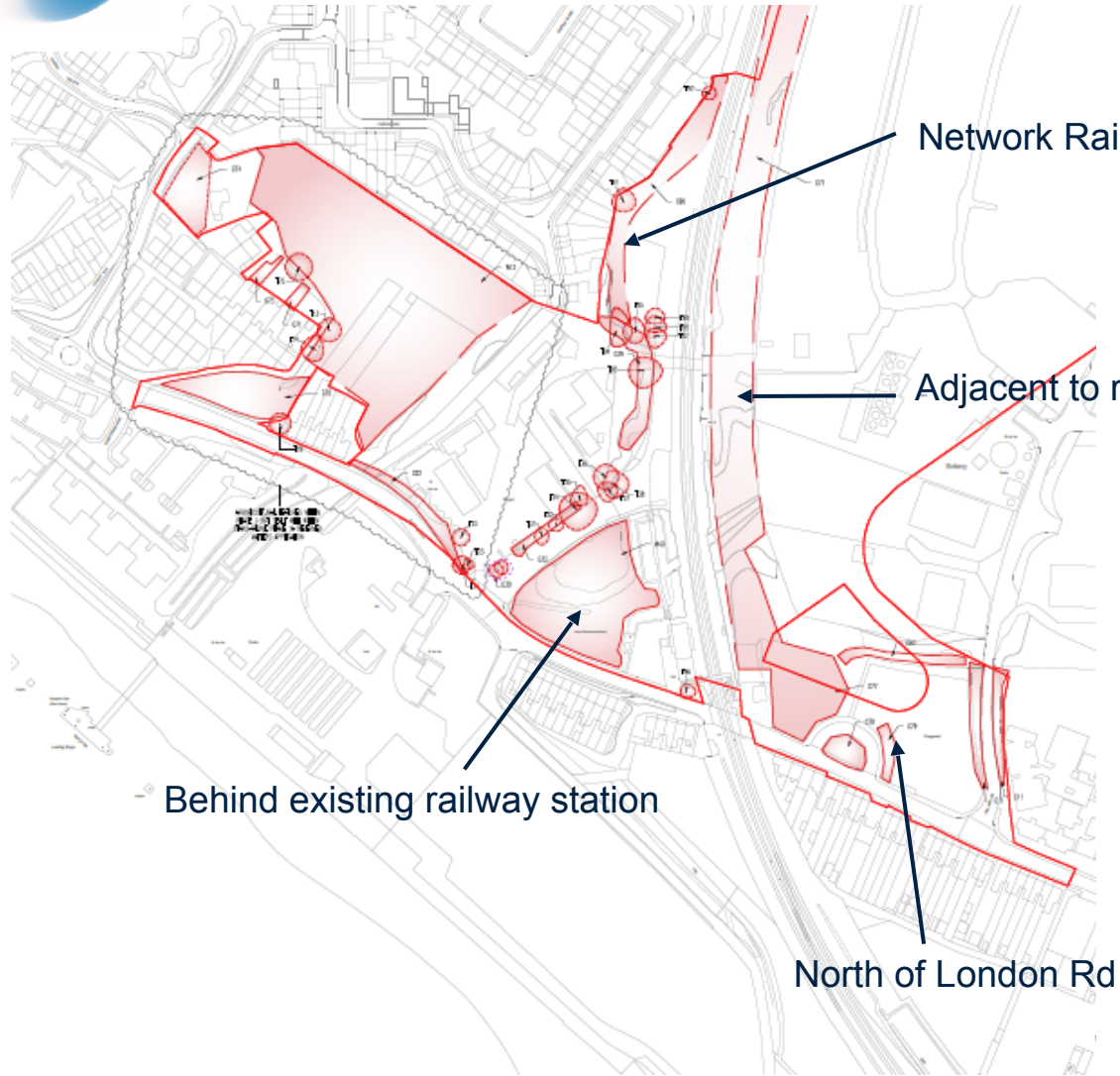
Phase 1 & Sub Phases

- Houses & Apartments
- Cycleways & pedestrian routes
- Play areas
- London Road and bridge
- A new Purfleet-on-Thames railway station
- Primary School
- Nursery
- Independent Medical Centre (IMC)
- Shops within the town centre





Project Map





Green Infrastructure & Open Space



Proposed continuous 'Greenway' cycle & pedestrian route alongside the railway



Green Infrastructure - 2017 Planning Consultation slide

Green Infrastructure - 2020 Planning Consent slide



Questions & Answers