



Purfleet-On-Thames Town Centre Regeneration

An Update from PCRL & the Community Design Panel

Tuesday 24th November



Agenda

1. Introduction from PCRL & Community Design Panel
2. Progress to date
3. Purfleet-On-Thames Community Design Panel
4. Developing the Design Codes
5. Green Infrastructure
6. Next Steps for the project
7. Our Purfleet Competition
8. Q&A



Introduction from the Community Design Panel and PCRL

with John Rowles & Ken Dytor



The Thames Estuary

Purfleet-On-Thames is at the heart of the Thames Estuary growth plans

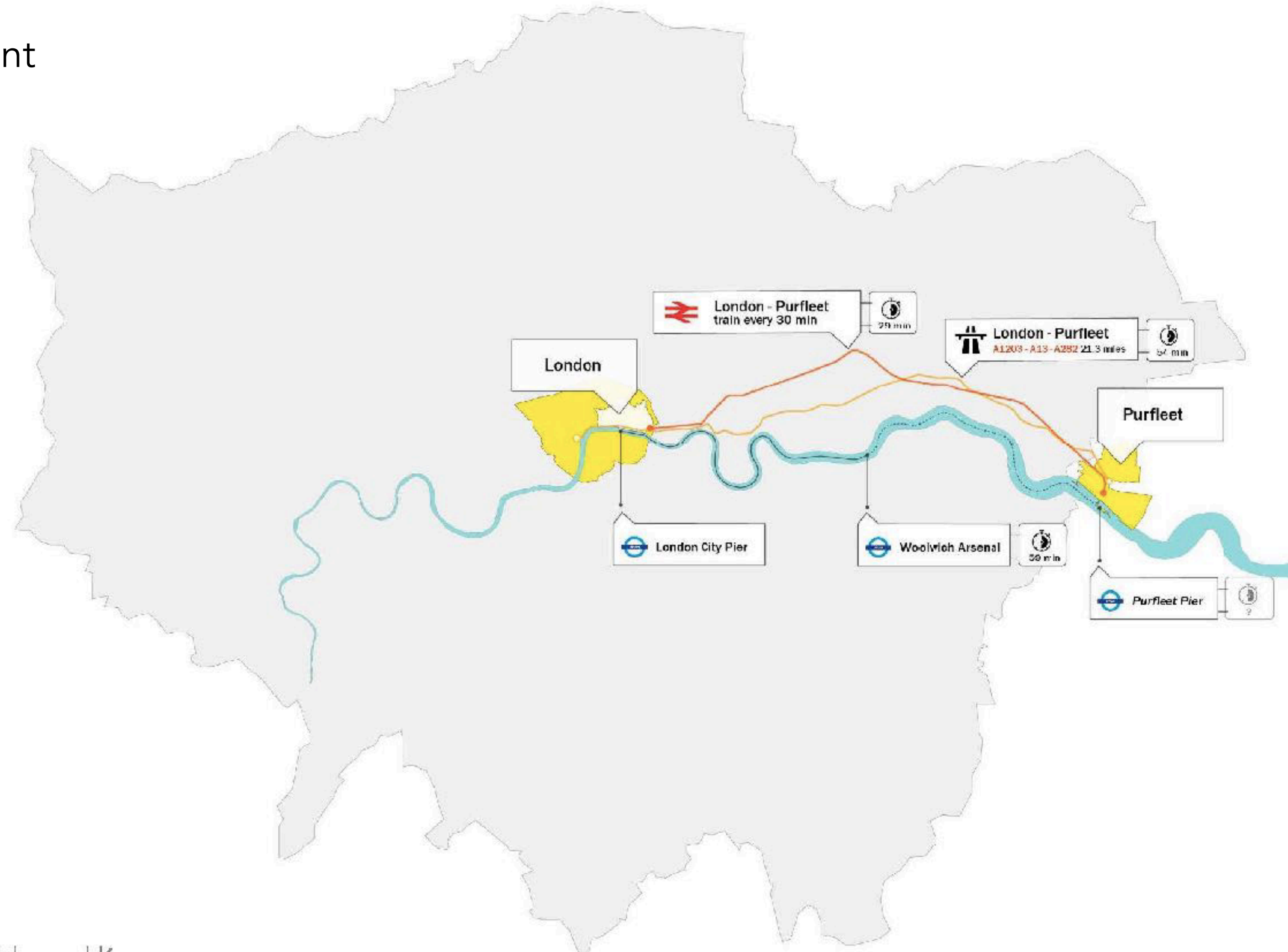
PCRL are working with the Government and Local Councils to deliver The Green Blue agenda and bring the following to Purfleet-On-Thames:

- Financial Investment
- Transport & Connectivity
- Jobs & Employment
- Skills & Opportunity

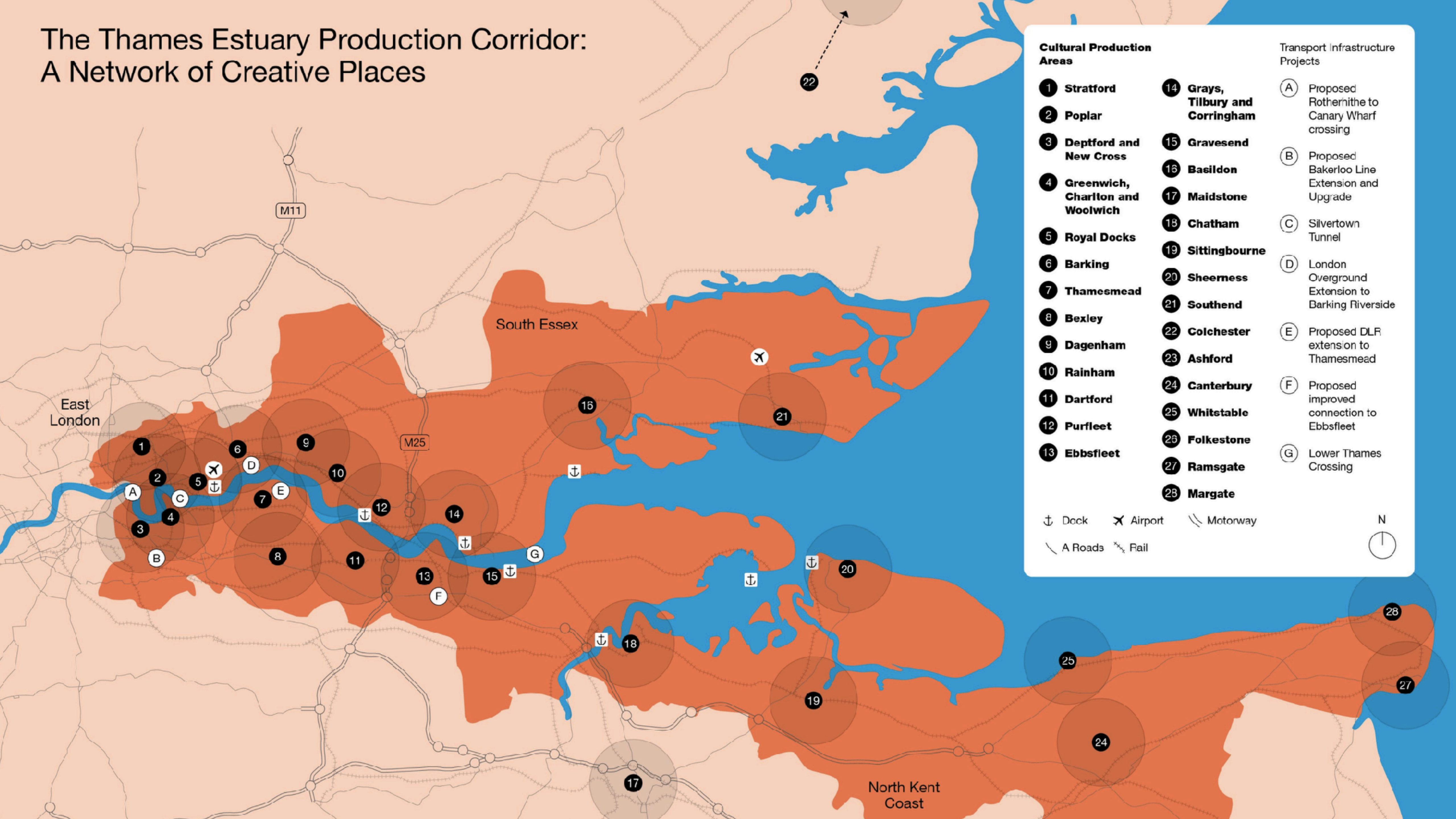


Secundum tamesin quovis gentium

'Along the Thames to all the peoples of the world'



The Thames Estuary Production Corridor: A Network of Creative Places



Cultural Production Areas

- 1 Stratford
- 2 Poplar
- 3 Deptford and New Cross
- 4 Greenwich, Charlton and Woolwich
- 5 Royal Docks
- 6 Barking
- 7 Thamesmead
- 8 Bexley
- 9 Dagenham
- 10 Rainham
- 11 Dartford
- 12 Purfleet
- 13 Ebbsfleet
- 14 Grays, Tilbury and Corringham
- 15 Gravesend
- 16 Basildon
- 17 Maidstone
- 18 Chatham
- 19 Sittingbourne
- 20 Sheerness
- 21 Southend
- 22 Colchester
- 23 Ashford
- 24 Canterbury
- 25 Whitstable
- 26 Folkestone
- 27 Ramsgate
- 28 Margate

Transport Infrastructure Projects

- (A) Proposed Rotherhithe to Canary Wharf crossing
- (B) Proposed Bakerloo Line Extension and Upgrade
- (C) Silvertown Tunnel
- (D) London Overground Extension to Barking Riverside
- (E) Proposed DLR extension to Thamesmead
- (F) Proposed improved connection to Ebbsfleet
- (G) Lower Thames Crossing

⚓ Dock ✈️ Airport 🛣️ Motorway
 🛣️ A Roads 🚊 Rail

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Thames Estuary Growth Board - Green Blue Agenda



**WE'RE IN A
GOOD PLACE.
JOIN US.**



Progress to Date

with Jason Robinson & Duncan Innes



Who are PCRL?

PCRL (Purfleet Regeneration Centre Limited) are Thurrock Council's Joint Venture Partner:

- Urban Catalyst – Development Management
- Swan/Nu living – Project & Construction Management

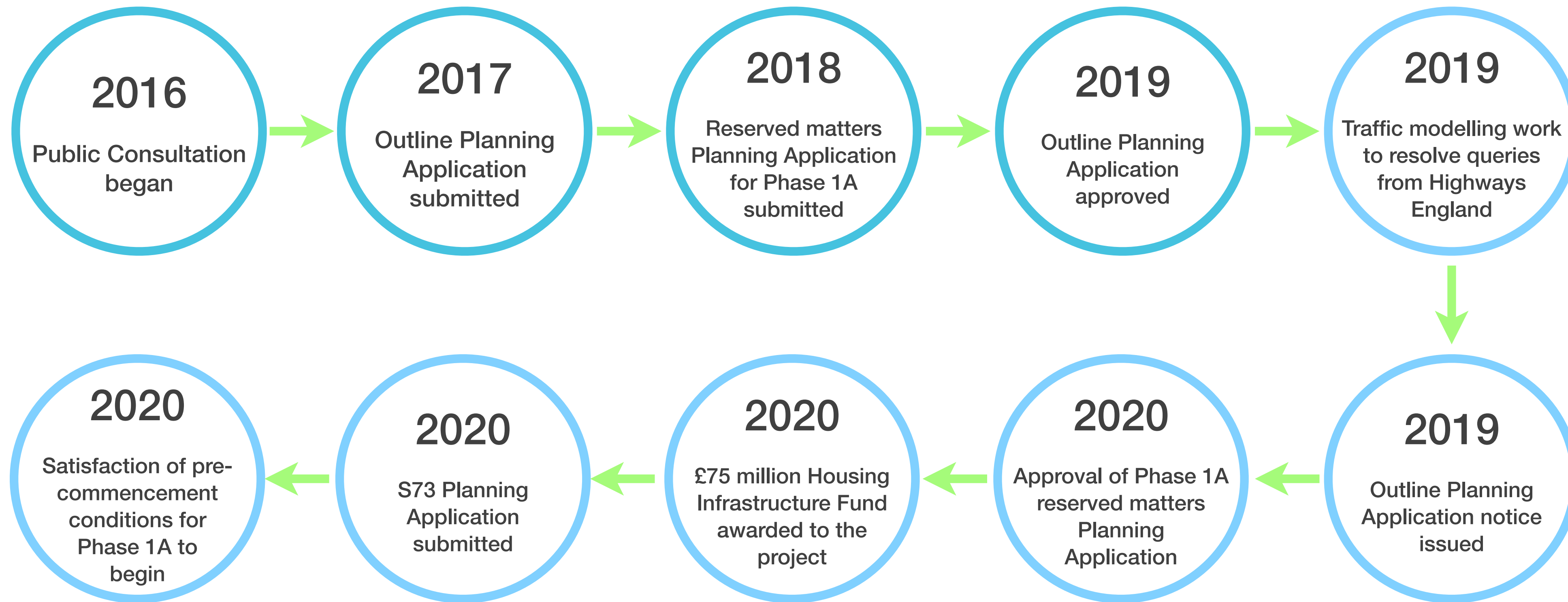


somewhere to feel at home





Project Timeline





Progress In 2020

- Detail approval for Phase 1A: Including 61 new homes, community park and play area
- Site investigations
- Design development and planning conditions discharge
- Community/stakeholder engagement and alignment with Purfleet-on-Thames, T100 Walking Festival, Community hoarding & noticeboard
- Funding and legal agreements & preparations for on site works





Key Masterplan Elements

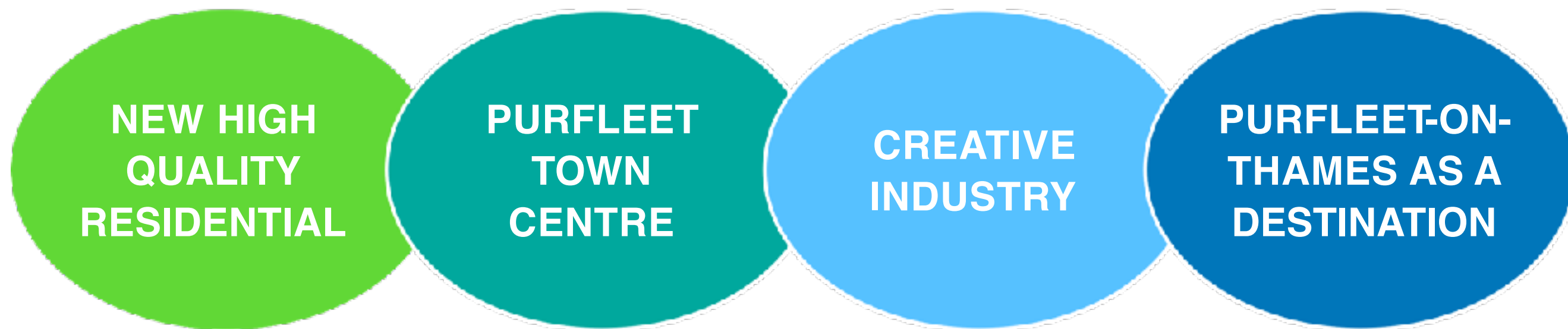


1. New Town Centre and Station building
2. New High Street connecting to riverfront
3. Open riverfront to public amenity and access
4. New Primary and Secondary schools
5. New Media Studios
6. New London Road & level crossing closed
7. 2,850 new homes integrated with commercial & community uses



PCRL's Driving Principles

- Deliver the Council's vision of Purfleet-on-Thames as new high quality residential neighbourhoods, a waterfront destination on the River Thames and an international creative hub
- Drive economic growth and value creation through a transformational development within the Thames Gateway
- Deliver early placemaking elements to support the existing and new community and unlock subsequent phases
- Community engagement & placemaking, healthy living and sustainability is at the heart of our vision and is driven by four principles of delivering:

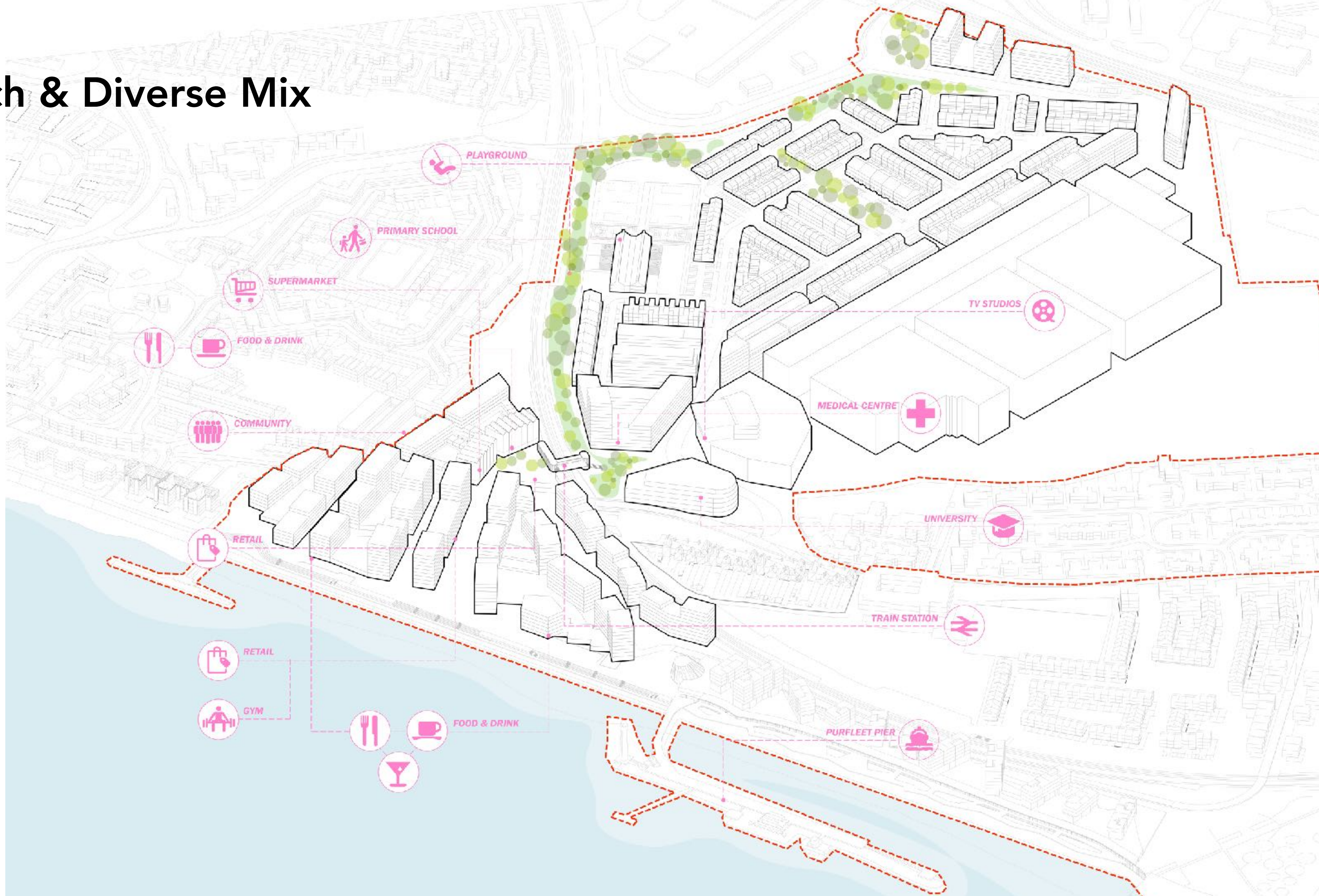




A Rich & Diverse Mix

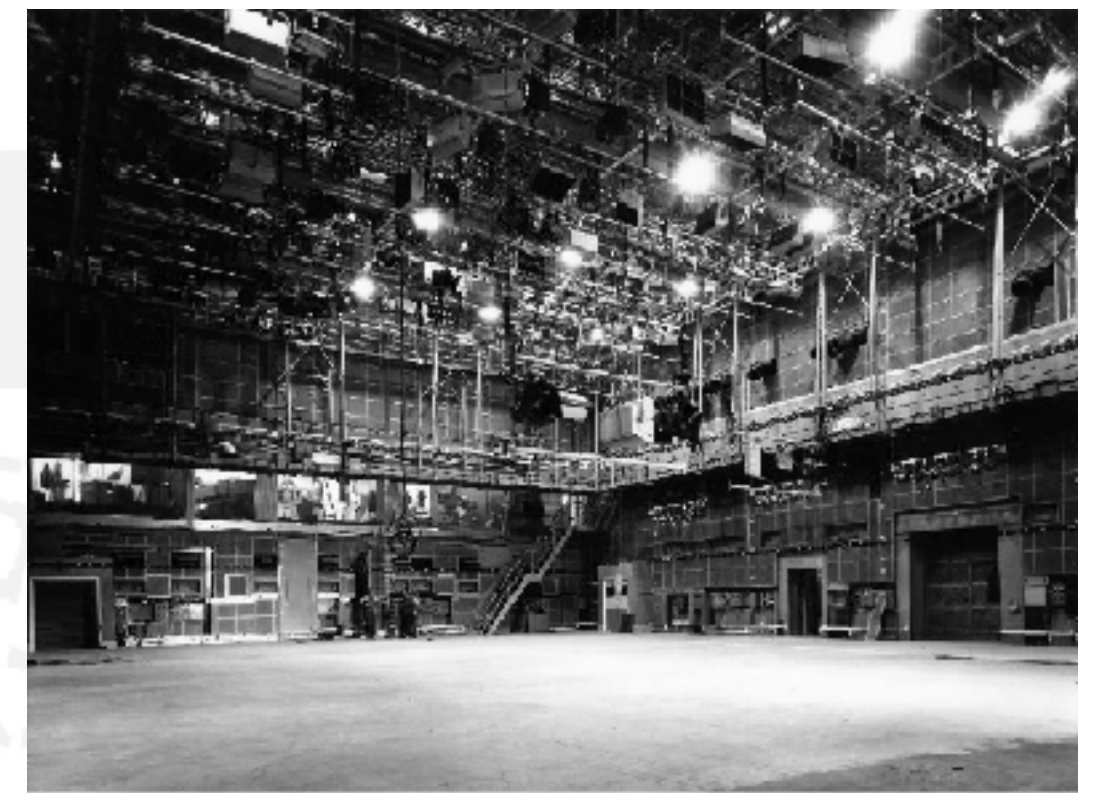
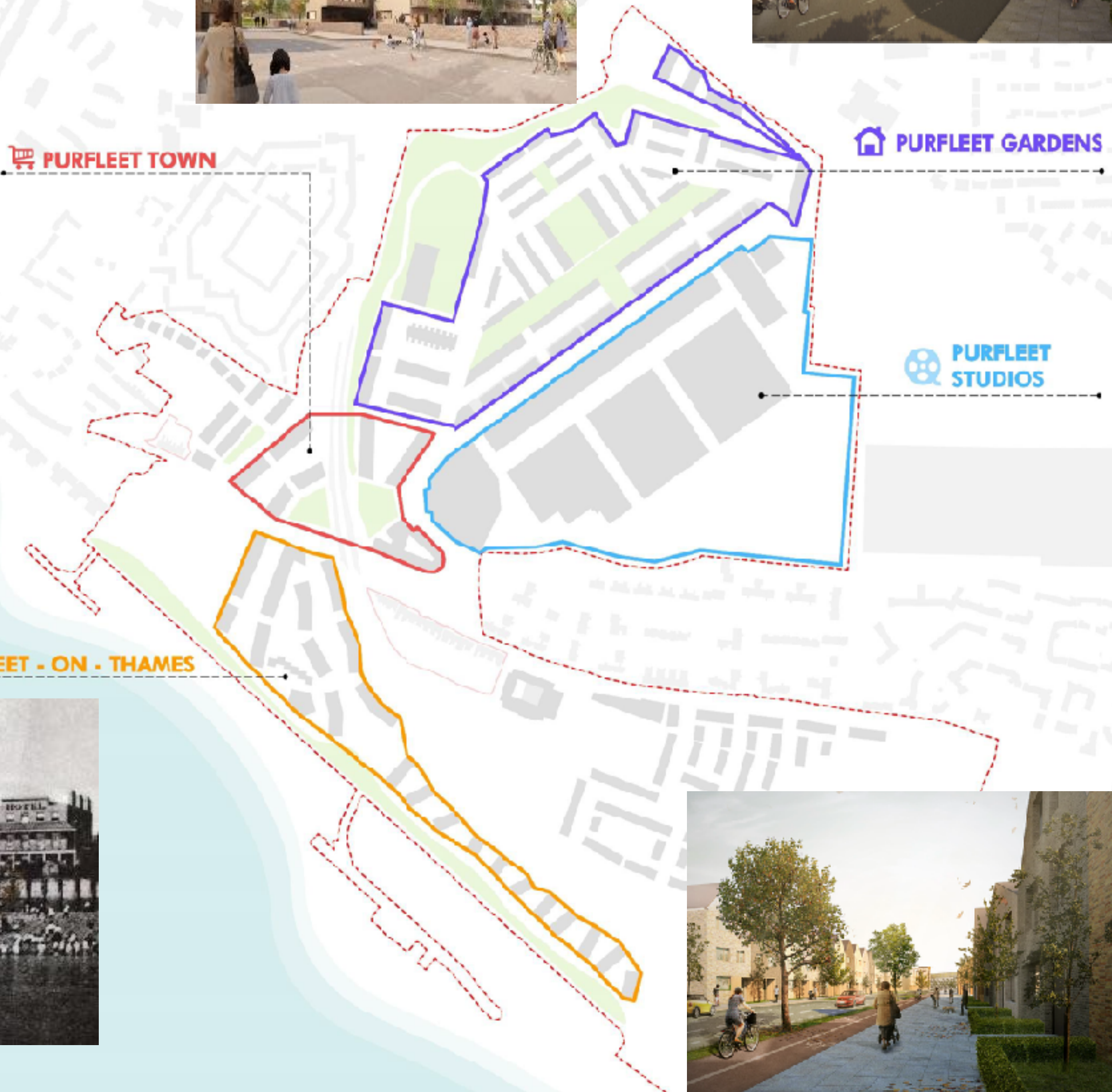
Delivering high quality residential neighbourhoods supported by:

- A diverse mix of health, education and community uses
- Healthy living and sustainable approaches
- An international creative hub driving growth





Placemaking





First Homes: Phase 1A On Site Works

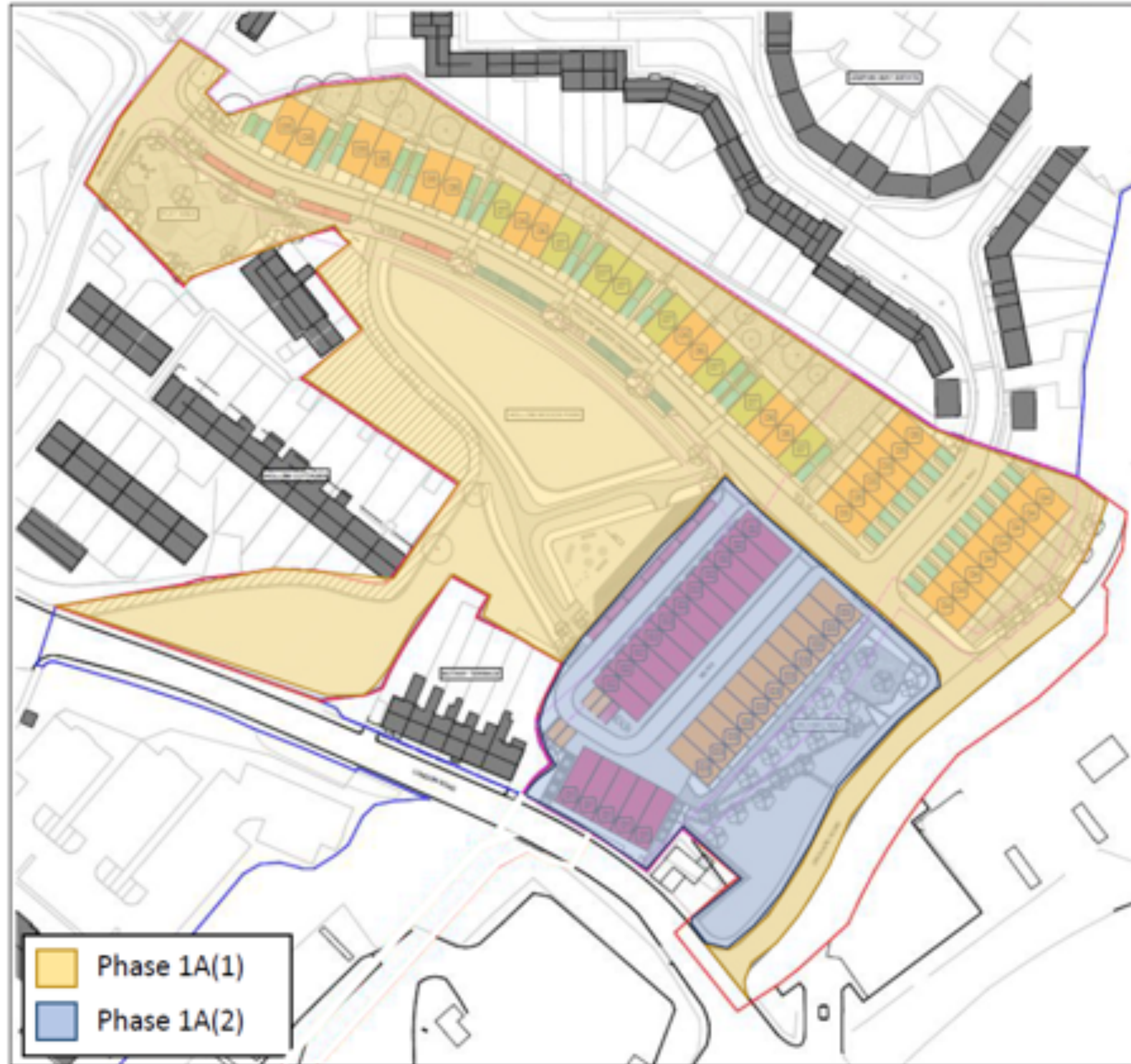
Including:

- 61 high-quality family homes in a mix of sizes and tenures
- New community park and play areas
- Over 50% of the homes will be available to purchase under the Shared Ownership scheme





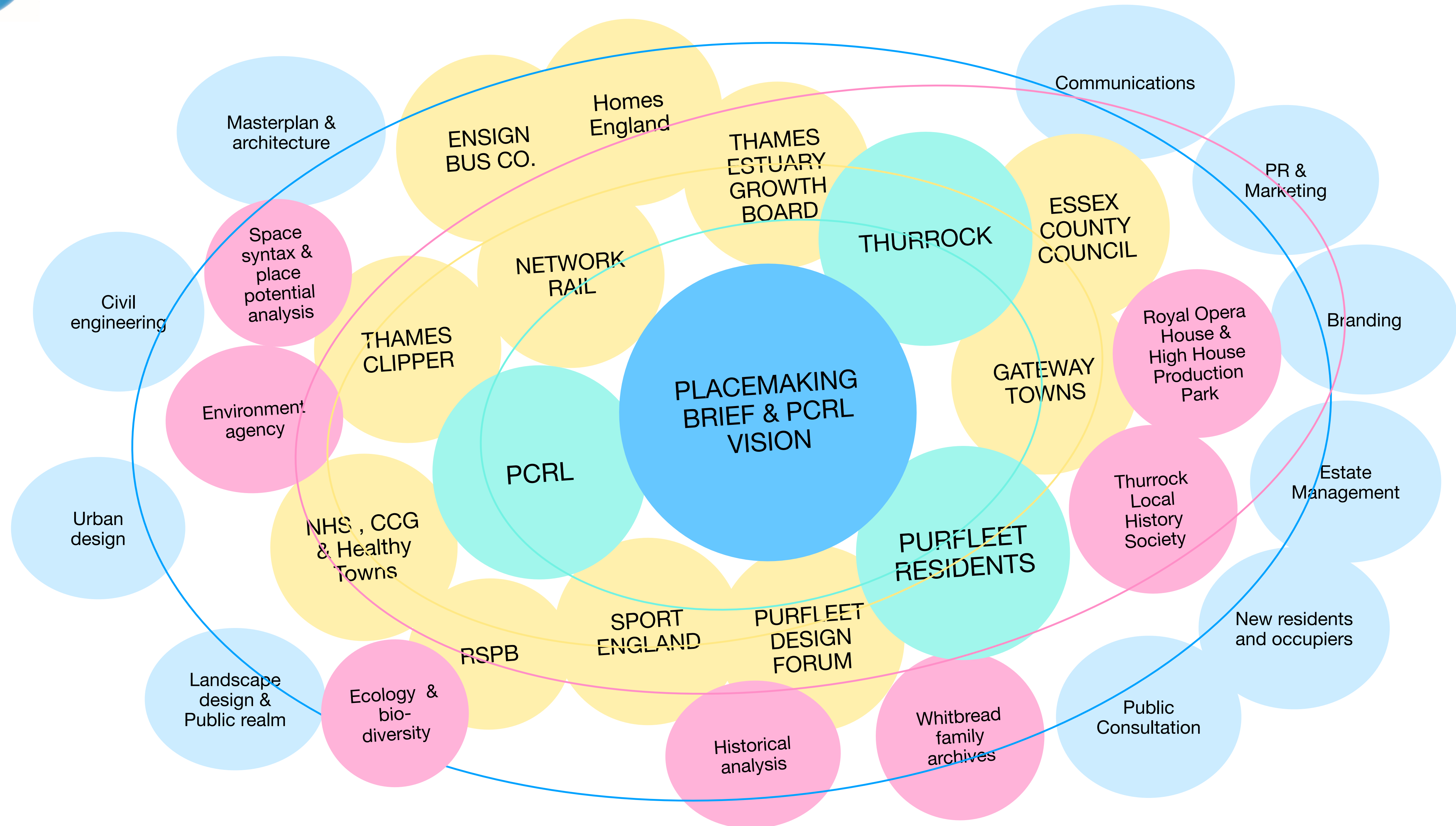
Phase 1A (1) & Phase 1A (2): New Homes





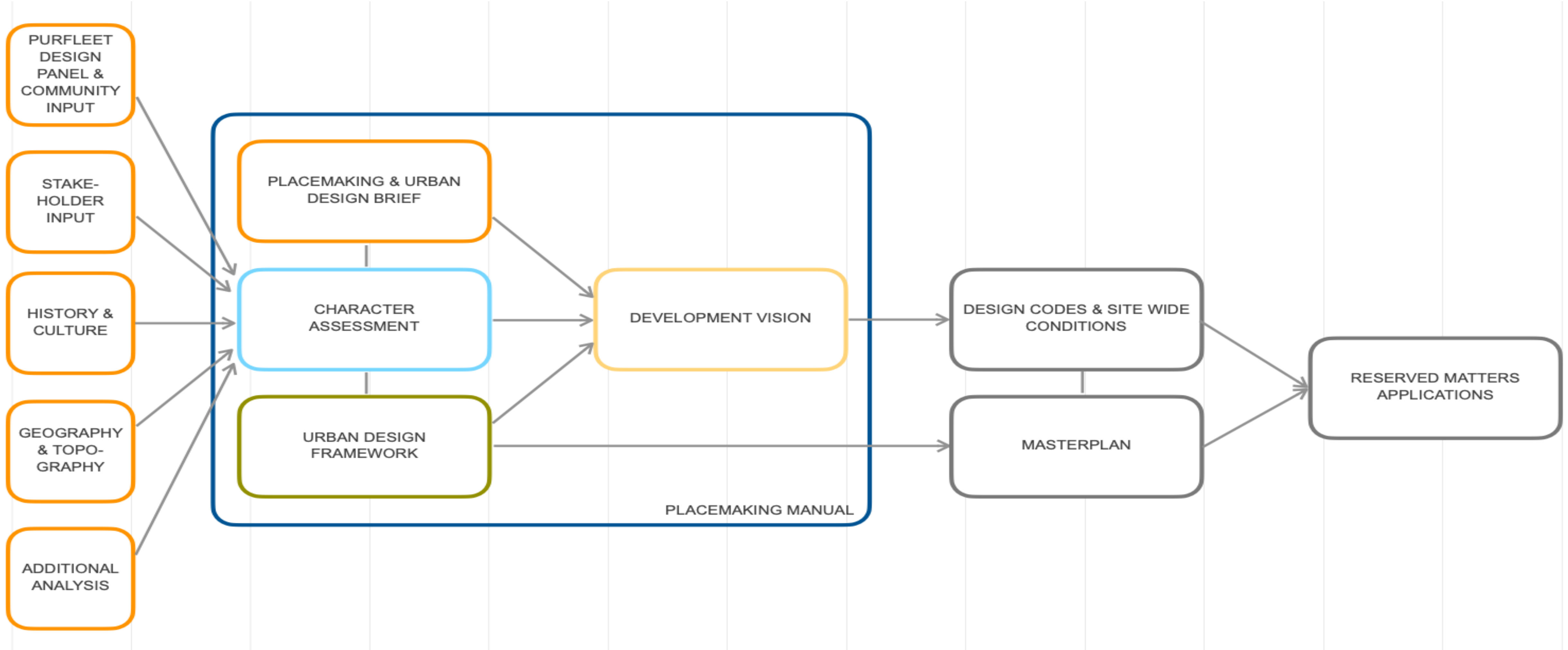
Engagement & Placemaking Process

Stakeholder engagement, influencers and interfaces with design, branding, marketing and estate management





Documentation Process





Purfleet-On-Thames Community Design Panel

with Chair, John Rowles



Purfleet-On-Thames Community Design Panel

The Community Design Panel are now meeting monthly (by video call) as the redevelopment progresses towards work beginning on site later in 2020. Actively seeking new members, speak to John Rowles for further information: purfleetourcentre@gmail.com





Community Consultation



Resident-led Community Design Panel workshops will continue through the life of development.





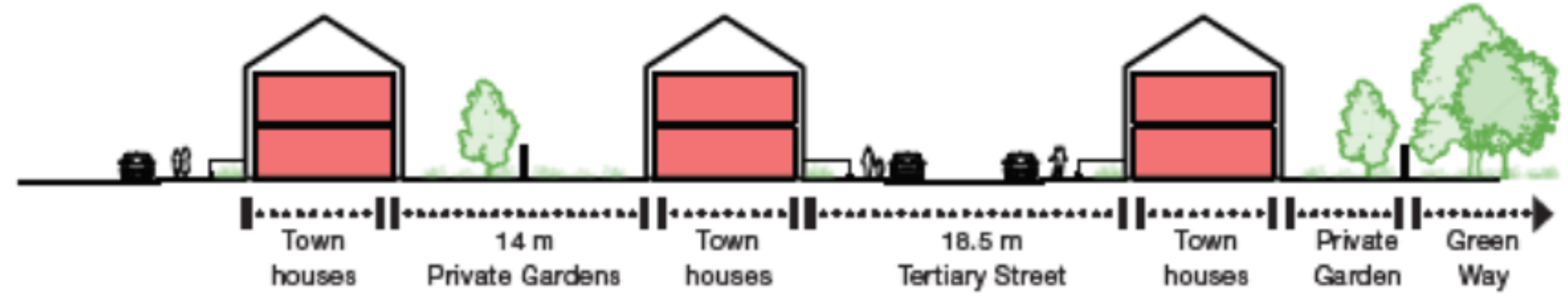
The Design Code

with Gail Mayhew & Lloyd Spencer



The Design Code (Condition C2)

What is it? A document that provides a framework of design principles that together form the vision for the scheme that must be complied with for all future masterplanning stages and will guide character, appearance and layout of each development parcel.

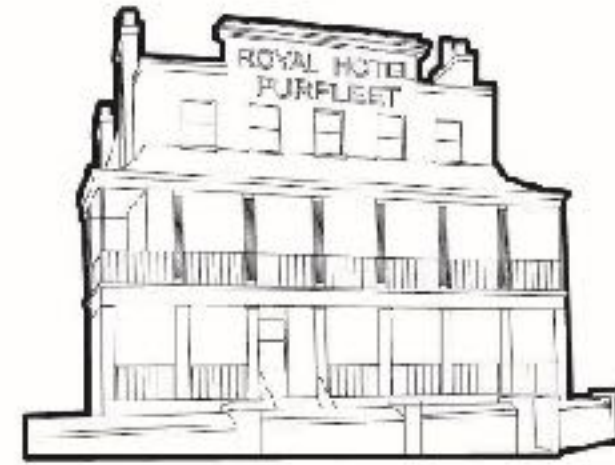




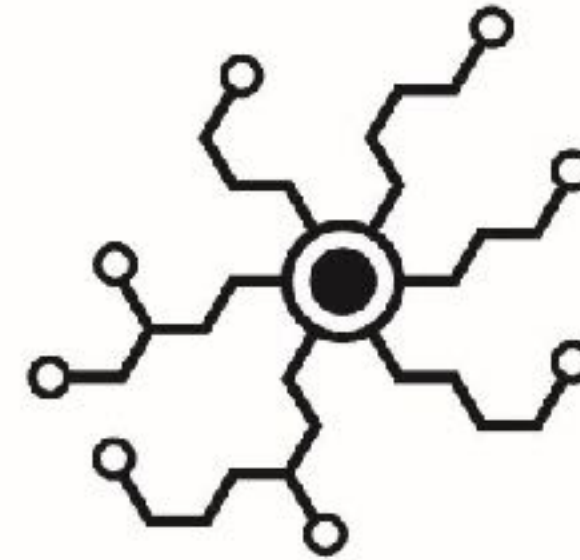
What does the Design Code include?



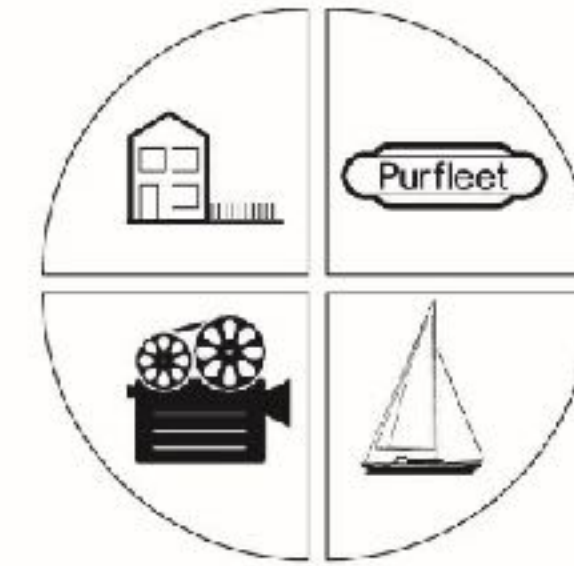
Putting Purfleet-On-Thames back on the map



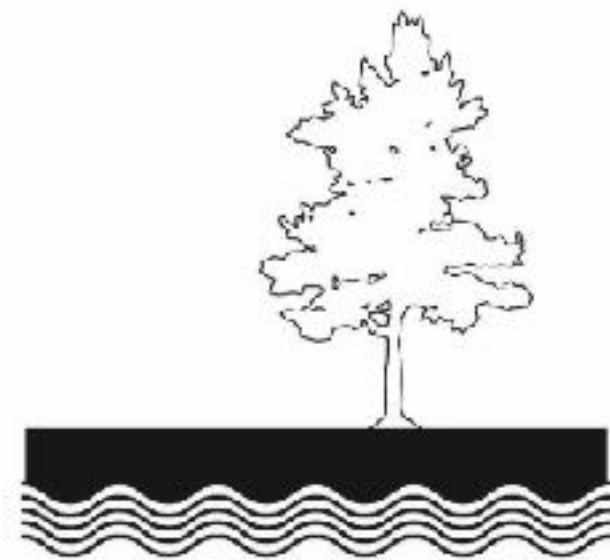
The Character of Purfleet-On-Thames



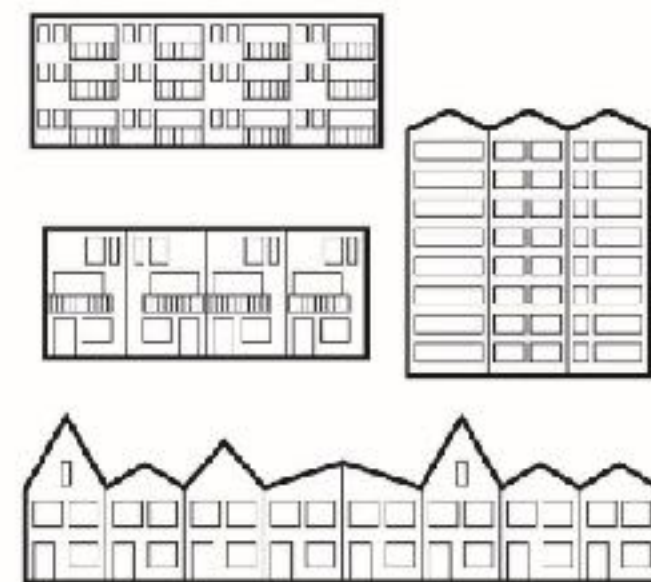
Connectivity



Four New Quarters



Rich Landscape



Housing Typologies



Rich Mix



A Sustainable Community



The Design Code (to date & next steps)

Work undertaken to date: Design and Access Statement

Why is the Design Code important? In order to ensure the design quality of the proposals over the lifetime of the project.

Next Steps: We will be continuing to develop the Design Code with the support and involvement of the Purfleet-On-Thames Community Design Panel.

If you are interested in getting involved with this, join the Community Design Panel by contacting John Rowles: purfleetourcentre@gmail.com

It's a great time to get involved with the CDP as we move from the high level Masterplan, into the detail of what will be built as part of the Purfleet-On-Thames regeneration.

Once agreed with the Community Design Panel, the Design Code will be submitted to Thurrock Council (at the end of 2020).



Green Infrastructure

with Leighton Pace (Exterior Architecture)



Nearby Sites of Ecological Importance

Existing Habitat Areas:

1. Rainham Marsh Nature Reserve (SSSI)
2. Dartford Marshes (SSSI)
3. Purfleet Submerged Forest
4. Lower Mardyke River and river mouth
5. Tank Lane: Remnant of chalk grassland
6. Riverside: Unmanaged flower-rich tall herbage
7. Jill's Field LoWS
8. Upper Mardyke River
9. Watts Wood
10. Purfleet Chalk Pit (SSI)
11. West Thurrock Marshes





Existing Habitat Areas



- | | | | |
|---|---------------------|---|-------------------------|
|  | Ancient woodland |  | Species rich grassland |
|  | Woodland |  | Riverbed and riverfront |
|  | Open mosaic habitat |  | River Thames |

Buglife's 'B-Lines' Network national strategy:





Ecological Context

Purfleet Chalk Pits SSSI – Chalk Cliffs at site behind proposed Film Studios:





Site-wide Green Infrastructure Strategy

Components:

-  Purfleet Chalk Pits SSSI (Identified as strategic site to safeguard for biodiversity and geology)
-  Thurrock GI Framework Plan: proposed strategic green link
-  Thurrock GI Framework Plan: proposed local green link
-  The 'Greenway' primary green corridor
-  Secondary GI Connector (Streetscapes, street trees, rain gardens and amenity planting)
-  On-site nursery location
-  Paper Mill Eco-Park
-  Amenity green space (residents gardens)
-  Natural & semi-natural green space (public)
-  Brown roofs
-  Allotment gardens
-  Civic space





Habitat Strategy

(Developed with Buglife and RSPB)

Components:



Mixed Deciduous Woodland



Species Rich Grassland



Open Mosaic Habitat



Habitat Strategy

(Developed with Buglife and RSPB)

Components:

Species	Feature / Quantum
Swift (<i>Apus apus</i>)	200 bricks integrated w architectural details (across masterplan)
House Sparrow (<i>Passer domesticus</i>)	200 bricks integrated w architectural details (across masterplan)
House Martin (<i>Delichon urbicum</i>)	100 nest boxes integrated w architectural details (across masterplan)
Black Redstart (<i>Phoenicurus ochruros</i>)	6 open-fronted boxes integrated with architectural details
Bats	200 bat boxes integrated w architectural details (across masterplan) 2 dedicated bat loft roof voids
	Provision of 'dark' corridor with low level lighting
Invertebrate	Provision of brown roofs (at least 6600m ²)
	Areas for retention of log piles and standing deadwood
	Areas to focus provision of refugia/hibernaculum, rubble, earth matter piles etc.
Sand Martin	Creation of an artificial cliff containing 50 artificial nest tubes
Wildfowl and wader birds	Isolation of 2 dolphin jetty, covered in shingle
	Zone for provision of two bird screens strategically located to minimise disturbance
Aquatic ecosystems	Timber cladding, scour protection, frond matting at River wall
Community engagement zones	Key focus areas for community engagement: interpretation panels and site program elements



Bat Boxes



Brown Roofs



Sand Martin Cliff





Landscape Masterplan





Next Steps...

with Jason Robinson & John Rowles



Project Programme

Next Year...

- **2021:**
 - Phase 1A under construction
 - Planning Consent conditions discharge and infrastructure works preparations
 - Design and preparations for new Primary School, IMC & additional homes
 - Commercial negotiations on Media Village and HE/FE

Beyond...

- **2022:** First homes and interim Rail Station complete
- **2023:** New town centre, IMC, Primary School, Purfleet Studios open and c250 homes complete
- **2024-2025:** Additional c500 homes complete
- **2025-33:** Phased completion



Get Involved!



Join the Community Design Panel to be part of a group of local residents shaping the regeneration of Purfleet-On-Thames Town Centre. Contact John Rowles to join the CDP and find out when the next (virtual) meeting will be held: purfleetourcentre@gmail.com



Get in touch with the PCRL team via the www.OurPurfleet.com website.



Keep up to date with the latest news and share your ideas using #OurPurfleet on social media (Facebook, Twitter and Instagram).



Our Purfleet Competition

with Laura Davies

Did you grow up in Purfleet-on-Thames? Or did you raise your family here?

We want to hear how the town has
changed over the years...

In partnership with the Purfleet-On-Thames
Community Forum, we want you to delve back into
your albums and archives.

Send us your old photos and favourite memories
to help us create a mini montage of what makes
Purfleet-on-Thames a great place to live, work and
socialise.

The best entry will win a £100
Marks & Spencer voucher just in
time to help with the Christmas
shopping!

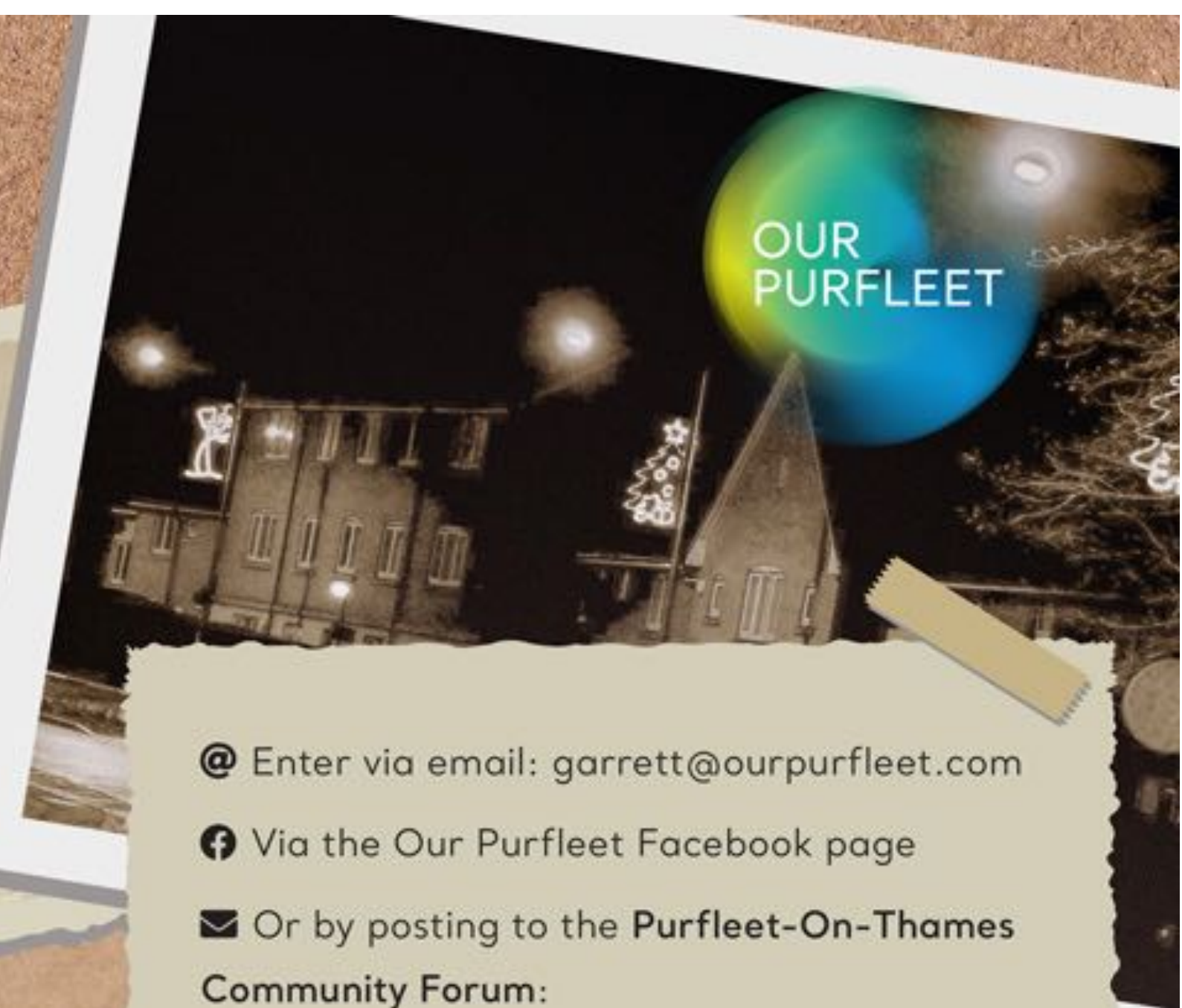


Purfleet-on-Thames
Community Forum

Purfleet-on-Thames.org



#OurPurfleet



- @ Enter via email: garrett@ourpurfleet.com
- f Via the Our Purfleet Facebook page
- ✉ Or by posting to the Purfleet-On-Thames
Community Forum:

Trevor Batchelor, 1 Hollow Cottages, London
Road, Purfleet-On-Thames, RM19 1QP (please
include a stamped, self-addressed envelope if
you would like the images returned)

*Competition closes on Monday 7 December
2020 at 12noon.*



Questions & Answers



**Keep up to date with the
Regeneration Project:**

www.OurPurfleet.com

