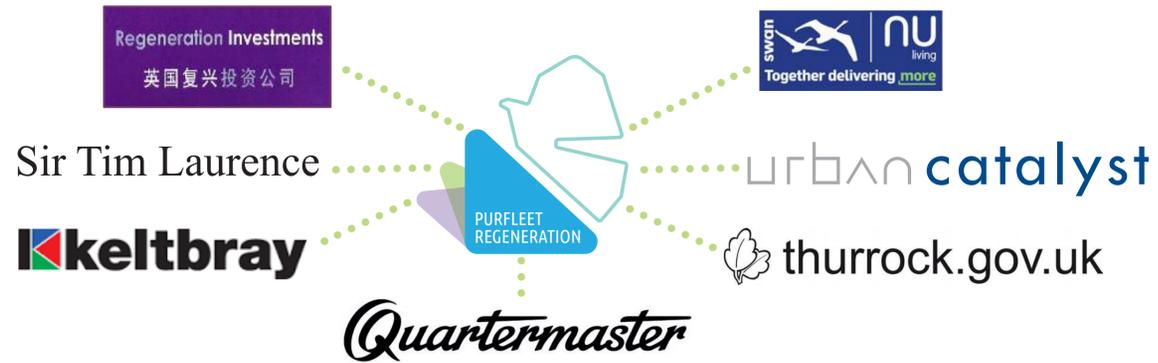


## MEET THE PCRL TEAM

Purfleet Centre Regeneration Limited (PCRL) chaired by Tim Laurence, is a joint venture between Regeneration Investments Ltd., Swan Group Ltd., Keltbray and Sir Tim Laurence. They are working in partnership with Thurrock Council to deliver the Purfleet Regeneration project. In addition, Quartermaster Holdings are delivering the film and studio facility.



## PLACEMAKING

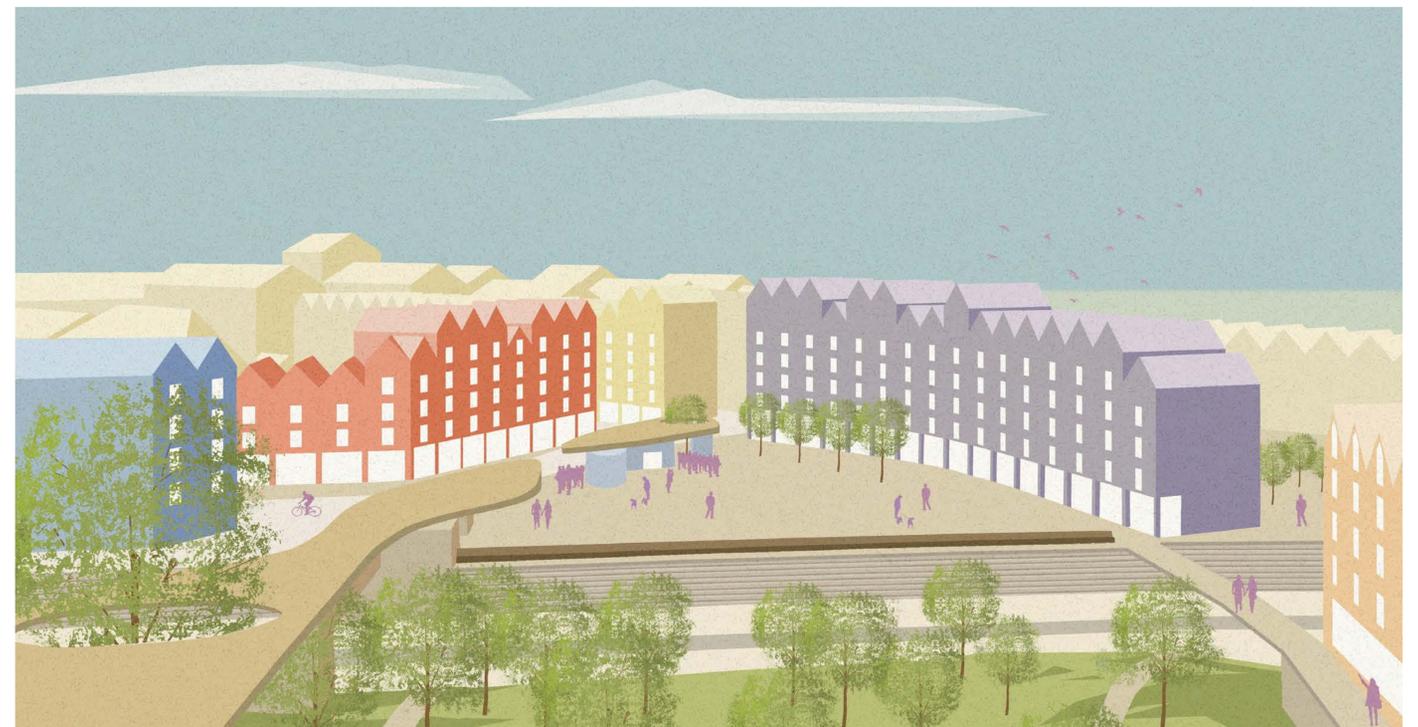
Placemaking is at the heart of our vision for creating a new and successful Purfleet. It is driven by four principle interlocking elements, namely the delivery of:



## OUR AMBITIONS

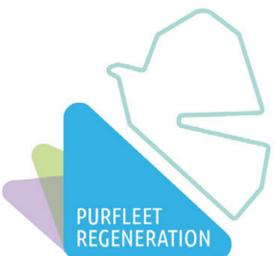
The Purfleet Centre Regeneration Project represents a unique opportunity to deliver a transformational development within the Thames Gateway.

We are committed to the Council's vision of delivering 'Purfleet-on-Thames' as a new waterfront destination on the River Thames; an international creative hub and high quality new residential neighbourhoods.



## WHAT DOES THE SCHEME INCLUDE?

- >> A state of the art film and TV studio facility and related creative industry hub
- >> Attractive new waterfront commercial and retail space
- >> An integrated medical centre and significant education and community facilities
- >> Up to 2,850 new homes
- >> Leisure uses, including public parks, gym and cinema
- >> Upgraded and additional public transport facilities





## OUTLINE PLANNING APPLICATION

An outline planning application for the Purfleet Centre Regeneration was submitted in December 2017. The application seeks permission for the principle of the redevelopment of Purfleet Centre to provide new homes, schools, employment and transport networks.

The application is structured around six parameter plans which govern specific elements of the future of the development:

- >> Land Use
- >> Primary Access
- >> Building Heights
- >> Residential Density
- >> Open space and Green Infrastructure
- >> Ground Levels

These plans set out areas and a flexible framework within which future development can happen.

## THE ILLUSTRATIVE MASTERPLAN

The illustration on this board represents how the development of Purfleet Centre might come forward – this is an example of one way in which the application might materialise. The image demonstrates a scheme that fits within the governing design parameters.



## WHAT ARE PARAMETER PLANS?

Parameter plans set out and create a flexible framework as to how the masterplan will develop in the future. When read together as a complete set of drawings the general principles of development can be understood.

This approach to Outline Planning ensures that the basic principles of the masterplan are upheld. Future applications for each development phase will address the layout of buildings and detailed design, however proposals must fit within the limits set out in the parameter plans. This piece-by-piece approach also ensures each phase of development is able to respond to the changing context of the continually developing masterplan.

## PRIMARY ACCESS



Key movement routes through the development are identified in this drawing. Additional access routes for each development phase will be established as the detail design is developed.

- Existing Primary Road Network Retained / Enhanced
- Primary Road Network
- Secondary Road Network Site Access Location
- Cycle Paths

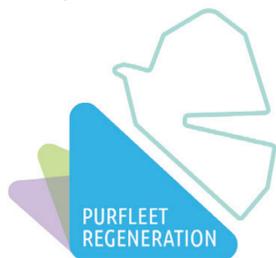
## LAND USE

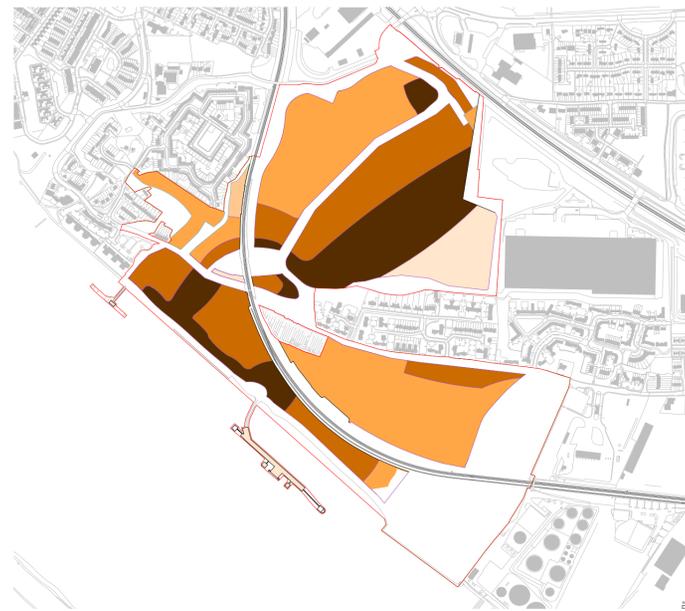


This drawing uses the planning use classes which are the legal framework which determines what a particular property may be used for:

- A – shops, professional services, food & drink, drinking establishments, hot food & take away.
- B – further businesses & industrial activities
- C – hotels, hostels & dwelling houses
- D – medical or health services, day nurseries, premises for education, museums, libraries, cinemas, gymnasiums

- Primary Road Network
- Strategic Open Space
- Strategic Landscape
- Residential Areas – C3
- Mixed Use Areas – Inc. A1, A3, A4, B1, C1, C3, D1
- Mixed Use Areas – Inc. A1, A3, A4, B1, C1, C3, D1, D2
- Mixed Use Areas – Inc A1
- Film & TV Studio
- Commercial Uses – B1, B2
- Education – D1
- Utilities





## BUILDING HEIGHTS

This drawing sets out the maximum building heights within the development. The planning permission is seeking to allow taller buildings on the river front and in the new town centre.

- < 8m APL, Up to 2 storeys
  - < 8m APL, Up to 2 storeys (with allowance for flues up to 21m APL)
  - < 20m APL, Up to 5 storeys
  - < 30m APL, Up to 8 storeys
  - < 40m APL, Up to 10 storeys
- APL: Above Proposed Level



## RESIDENTIAL DENSITY

This drawing limits the residential density in each coloured area, when read in conjunction with the Building Heights plan the overall massing and type of development can begin to be determined. For example, areas with a higher residential density are more likely to be flats and apartments.

- < 200 Habitable Rooms per Hectare
- < 400 Habitable Rooms per Hectare
- < 600 Habitable Rooms per Hectare



## GROUND LEVELS

The outline planning application seeks to amend the existing ground levels in order to suit the infrastructure works that are required within Purfleet. Key infrastructure works are discussed on the next board.

- +0m to +2.5m AOD
  - +2.5m to +5.0m AOD
  - +5.0m to +7.5m AOD
  - +7.5m to +10.0m AOD
  - +10.0m to +12.5m AOD
  - +12.5m to +15.0m AOD
  - +15.0m to +17.5m AOD
  - +17.5m to +20.0m AOD
- AOD: Above Ordnance Datum



## OPEN SPACE & GREEN INFRASTRUCTURE

Landscape is important to our proposals, some areas in particular are safeguarded within the parameter plans to ensure the wider strategic aims of the masterplan can be met. This plan defines these key strategic areas of open space, which include the river front, the town square, the greenway and the eco-park on the historic paper mills site.

- Public Open Space
- Strategic Landscape

## LONDON ROAD & RAIL BRIDGE

A key ambition of the masterplan is to close the existing level crossing to provide a safer pedestrian environment and ease congestion on London Road.

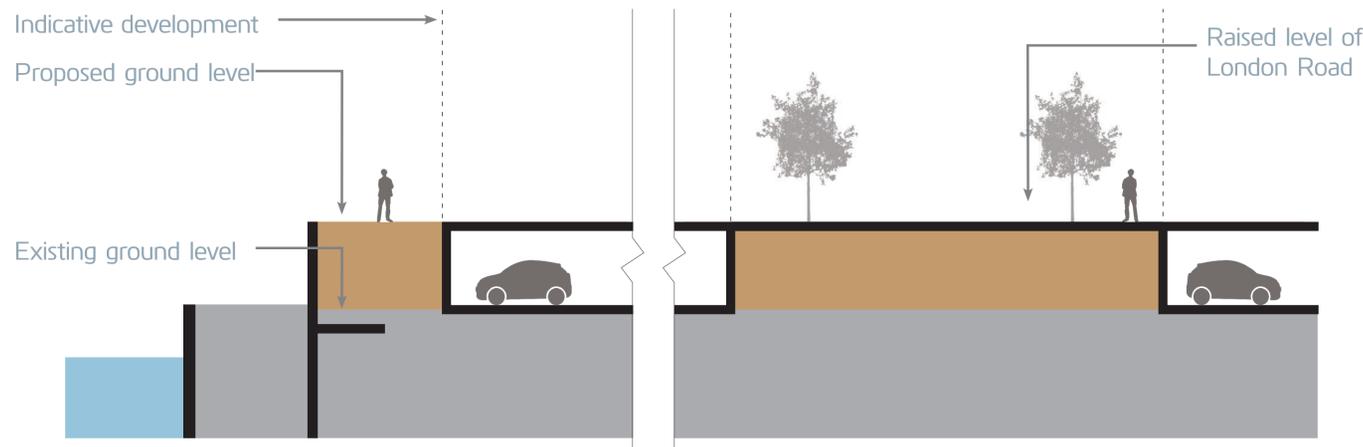
The existing level crossing:



Sketch illustration showing how a new bridge might be designed:



Diagram illustrating the relationship between the new flood defence wall, the new, higher, level of London Road, and how development might utilise the change in land levels:



## RIVER WALL & FLOOD DEFENCE

The existing defences comprise a timber river wall that is in a poor condition, together with a concrete flood defence wall behind it on the landward side that provides flood protection against extreme storm surges. The river wall will be replaced by a sheet piled wall built in front of it on the seaward side. The flood defence wall will be rebuilt to the required flood defence level of 7.2m AOD, with provision to raise this to a maximum of 8.5m AOD in the future, to account for sea level rise due to climate change over the lifetime of the development.

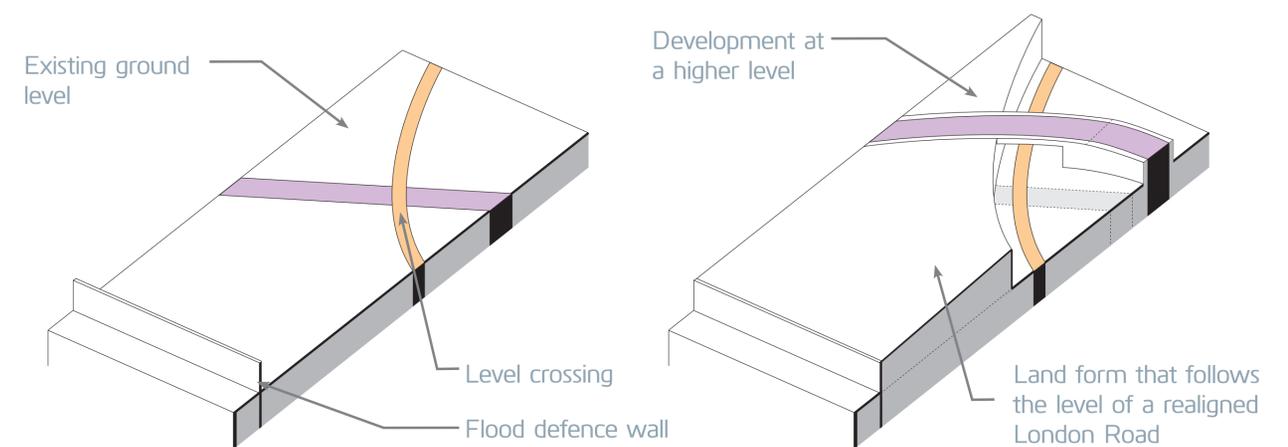
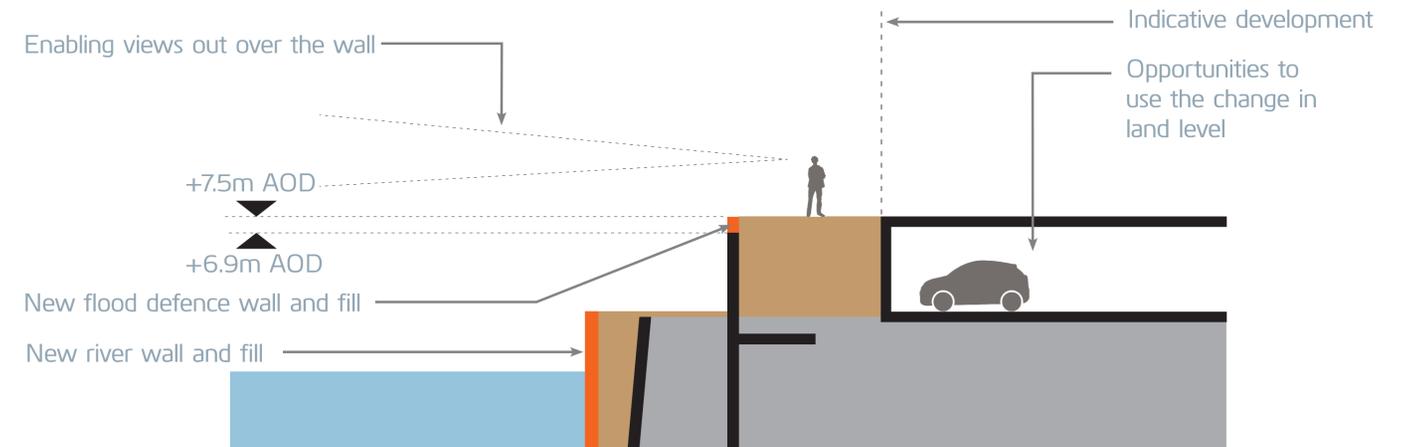


Diagram showing the existing condition with the flood defence wall and the level crossing.

Diagram showing how raising the ground level between the flood defence wall and a new road bridge can mitigate against the barrier-like effects of both the wall and the bridge.

The masterplan provides extensive green amenity space which will include numerous formal and informal play spaces, ecological mitigation features, opportunities for community involvement, and safe pedestrian and cycle links. The public amenity strategy will make Purfleet an attractive place to live and encourages a healthy lifestyle.

## THE GREENWAY



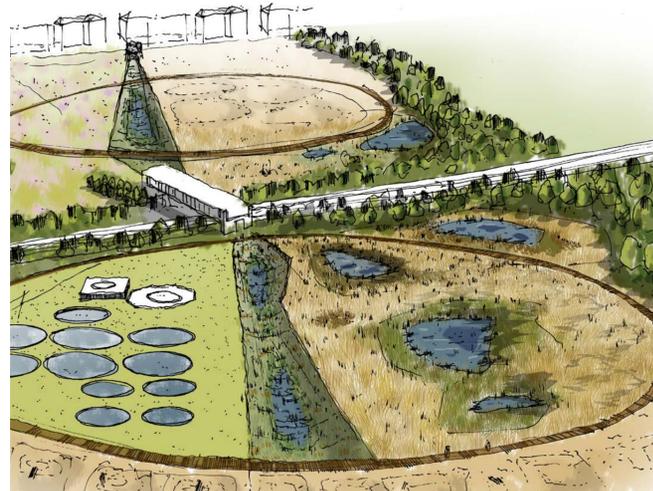
The Greenway is a green arc which runs through the centre of the site from the north, through the town centre and then east. It primarily sits adjacent to the existing railway line, extending around the northern boundary of the site to connect with the existing vegetated cliff edge and face of Botany Quarry.

The Greenway forms a spine along which a shared pedestrian and cycle pathway runs providing local connections between residential areas, the civic centre and open spaces. At pinch points the buffer opens out into a semi-natural woodland space.

## PAPER MILLS ECO-ZONE

The Paper Mill Eco-zone will be a natural area with a high focus on ecology and biodiversity.

The site consists of two 4.5Ha areas bisected by the rail corridor. London Road runs along the northern perimeter and the site looks on to the River Thames at the south. Currently the majority of the site is covered by a layer of hard standing, which has a striking circular patterning in the southwest corner, revealing of the sites industrial heritage as a Paper Mill.



## HOLLOW WOODS

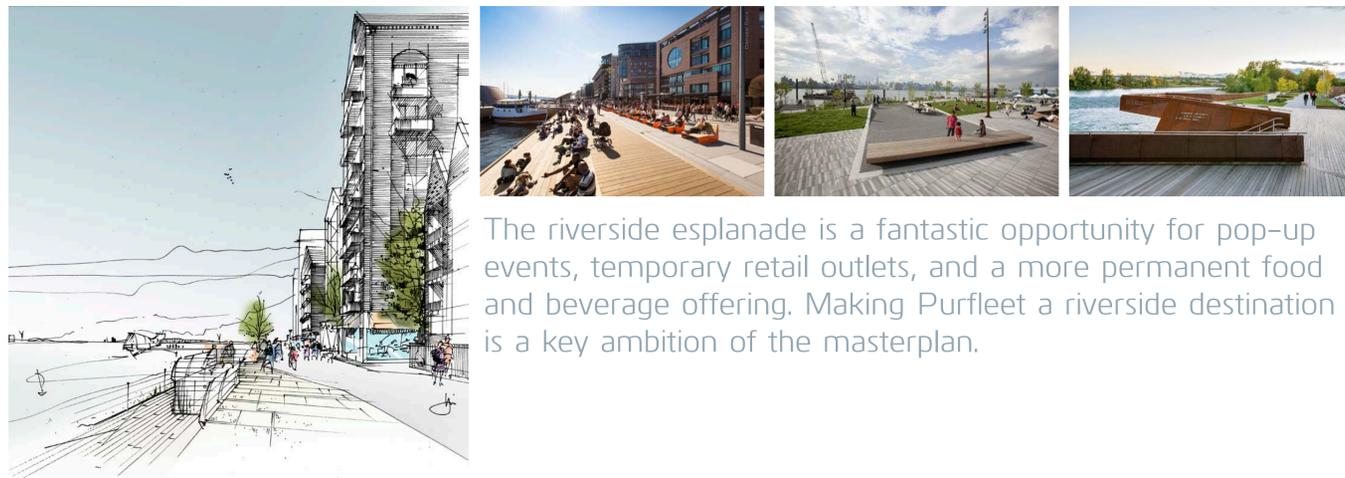
Hollow Woods is an area that forms a transition zone between the Town Centre and adjacent residential areas to the west.

Key Elements:

- >> Provision of a new amenity green space.
- >> Woodland will be maintained, managed and improved with additional planting, canopy clearance and under planting to create a more diverse woodland habitat.
- >> Creation of wide 'rides' (paths) with resin bonded surfaces for primary paths and self-binding gravels for secondary paths.
- >> Provision of a centrally located area for play for the existing Purfleet community as well as new Hollow Woods residents.
- >> Hollow Woods includes two existing Tree Protection Orders (TPO's) which the arboricultural assessment recommends retaining. The two TPO's will be protected and incorporated into the proposal within Hollow Woods (TPO 8/92 (T13) Sycamore, TPO 8/92 (T14) Ash).
- >> Natural seating opportunities through the use of logs as well as timber/steel seating.



## RIVERSIDE ESPLANADE



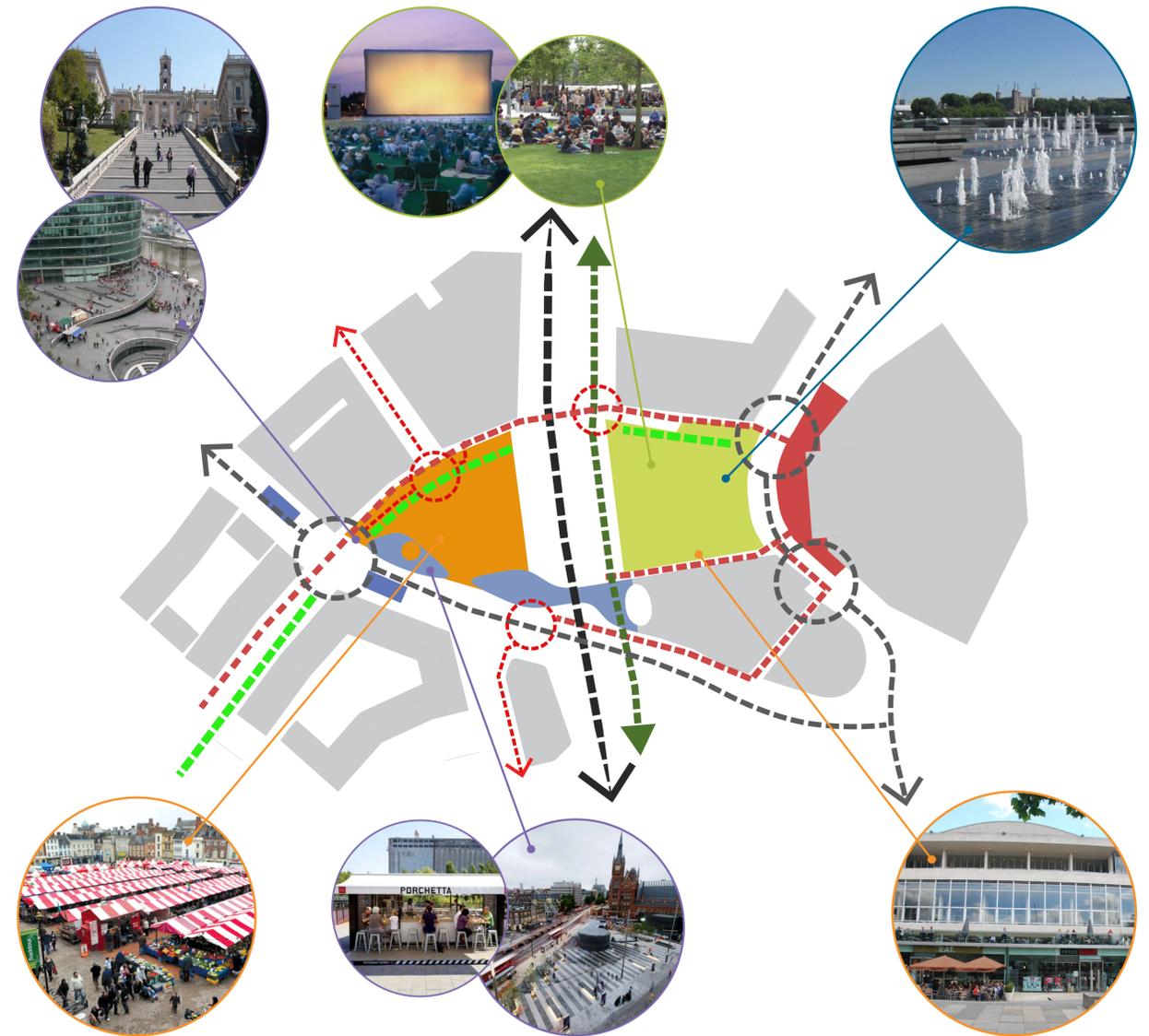
The riverside esplanade is a fantastic opportunity for pop-up events, temporary retail outlets, and a more permanent food and beverage offering. Making Purfleet a riverside destination is a key ambition of the masterplan.

## THE HIGH STREET

The High Street is a vibrant retail street that connects the new town centre with the riverside. It is a key orientation point within the masterplan. The High Street will frame views to the river from the town centre and encourage visitors and residents alike to discover Purfleet's most dramatic feature, the River Thames.



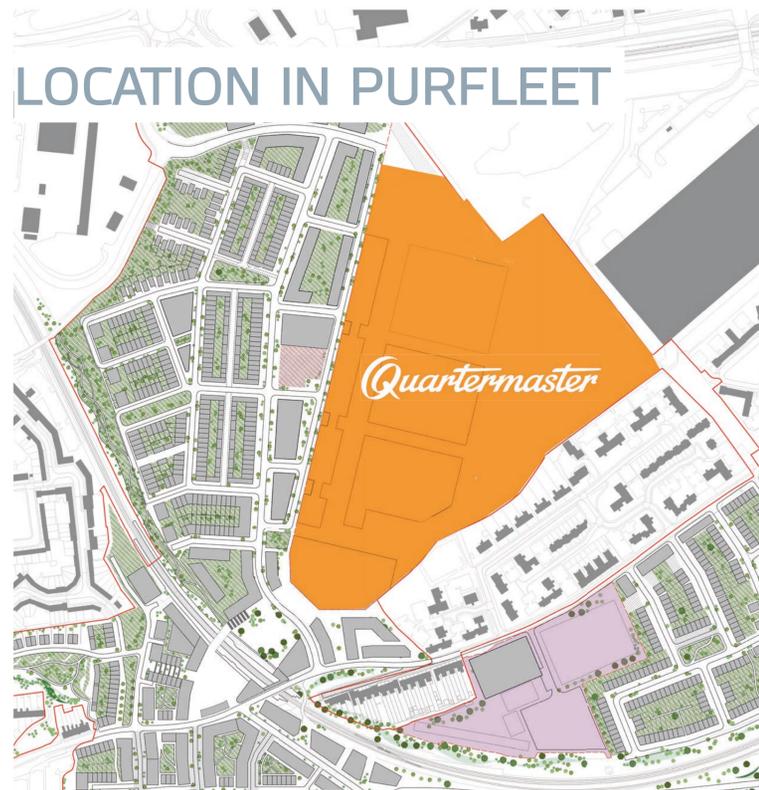
## NEW TOWN CENTRE



MARKET SQUARE		THE GREEN	THE PLAZA
	MARKET STALLS		
	POP-UP EVENTS		
	LARGE CROWD		
	FOOD AND BEVERAGE		
	VIEWS ACROSS THE GREEN		
	TRAIN STATION		
	TAXI STAND		
	BUS STOP		
	RETAIL		

KEY	
	Urban Civic 'Market Square'
	'The Green' Heart
	TV Studio forecourt / 'Plaza'
	Key public transport nodes
	Key Pedestrian Connections
	Railway line
	Greenway
	Green arc
	Gateway
	Primary vehicle route



## TRAINING & EMPLOYMENT OPPORTUNITIES FOR THE CREATIVE & MEDIA SECTOR

PCRL recognise the value that Quatermaster Studios can provide in terms of creating new training and employment opportunities for the creative and media sector. PCRL are currently exploring a number of options for how this facility will operate, but the team are clear on the importance of linking the Studios, Colleges and Schools. The opportunity to offer on-set training and apprenticeships can nurture local talent, develop skill sets and create sustainable employment within the UK.

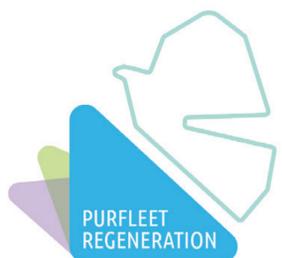


## BUILDING ON THE SUCCESS OF HIGH HOUSE PRODUCTION PARK

High House Production Park, within 5 minutes walk from Quatermaster Studios site, is one of the great success stories for the UK's creative industries.



The 14 acre site was completed in 2010 with the opening of the Royal Opera House's Set Production workshop. This was followed in 2013 by the launch of Creative & Cultural Skills' Backstage Centre, a world class production, rehearsal and training venue for performance, broadcast and live events. Acme Studios opened the High House Artists Studios in October 2013, and the Royal Opera House Costume Centre opened on the site in 2015. Most recently, the site has been designated as the home for the newly formed National College for the Creative Industries.



## HIGH-QUALITY EDUCATIONAL OPPORTUNITIES FOR PURFLEET

PCRL have always considered that education forms a vital component of Purfleet's regeneration and is a key strand of our placemaking strategy. PCRL understand that high-quality education for young people is essential to community health and economic vitality and will create a seamless transition to the new Purfleet. The schools will also significantly benefit the wider Thurrock community.

The masterplan includes:

- >> Primary School
- >> Secondary School

Thurrock Borough Council, in conjunction with PCRL, have selected Harris Federation to operate the primary school. Harris Federation will open the secondary school, to be known as Harris Academy Riverside, as a Free School with the support of Thurrock Council.

It is intended that Harris Academy Riverside will move to a permanent site within the masterplan in September 2019.

PCRL continue to investigate further education opportunities.



## INTEGRATED MEDICAL CENTRE

PCRL recognise the need for a new integrated medical centre within Purfleet and the value its inclusion within the town centre will bring to the scheme. We are liaising with Thurrock council officers and the CCG to develop the healthcare provision and to establish the operational requirements.



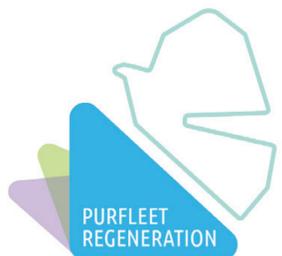
## HOUSING PROVISION

PCRL are committed to providing high quality new homes throughout the Purfleet Centre Regeneration project, to support the growth of a vibrant new town centre and housing needs of the area. The masterplan will provide up to 2,850 new mixed-tenure houses and apartments.

All homes will meet or exceed the minimum nationally described space standards and will be built to high energy performance standards. Homes will be constructed by Swan's in house contractor, NU living, with the potential to be delivered using a range of traditional construction methods and modular construction technologies.



Ongoing projects by Swan / NU living



## PEDESTRIAN PRIORITY & WALKABILITY

At present there are very few local facilities in Purfleet and limited opportunities for people to live and work locally. This means that the area is highly dependent on services provided elsewhere, encouraging car use and congestion. PCRL are committed to enabling people to live and work locally, and to enjoy more healthy lifestyles.

The proposed masterplan focuses on making Purfleet a more pedestrian-friendly and walkable place. Walkability is a measure of how friendly an area is to walking and has health, environmental, and economic benefits. A key principle of designing for walkability is to enable people to service their daily needs on a walkable basis.

The masterplan has been designed to create a street network that will produce an enjoyable walking and cycling environment, and to ensure that neighbourhood centres are included within a 5 minute walk of each element of proposed development for convenience and to encourage active lifestyles.

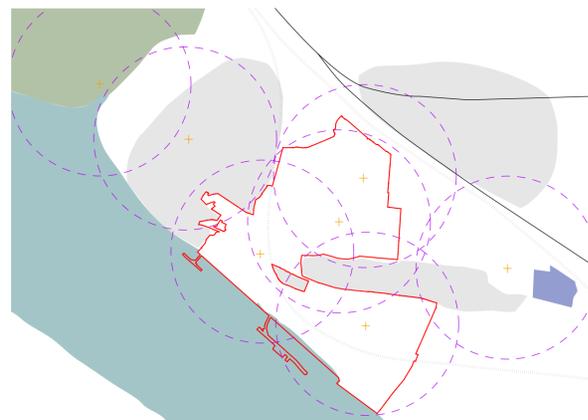
Improving London Road will make a safer environment for pedestrians to access all parts of Purfleet, both existing and proposed.

## PARKING

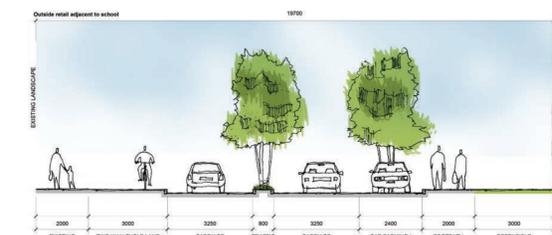
Residential parking will be provided at a minimum of 1 space per dwelling, as well as providing additional visitor parking. The design provides significant residential parking below grade using level changes and topography.



Sketch illustration – Public space on the riverside



Proposed walkability pattern – 5 minute walking distances from key nodes with the masterplan.

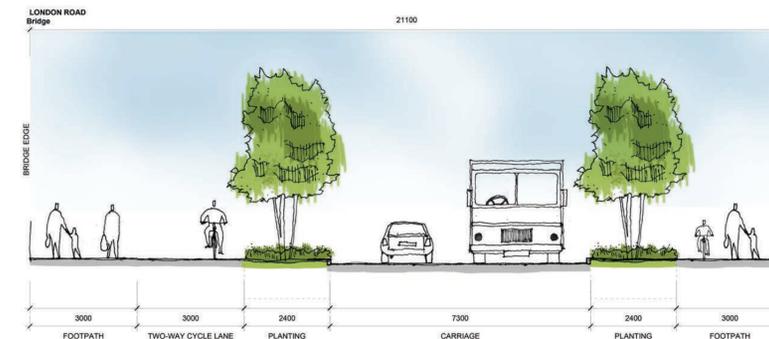


Street Section Example

## CYCLE PATHS

PCRL acknowledges the need to be proactive in planning for cycling and has included a number of initiatives including:

- >> Creating a riverfront link where a shared cycle/pedestrian path can link into Sustrans planned extension to National Cycle Route 13.
- >> Creation of a new north-south cycle link along the Greenway and via the Paper Mill Eco Zone.
- >> Integrating a new-shared cycle/pedestrian route from Purfleet Railway Station.
- >> All streets within Purfleet Centre to be designed for 20mph movement to enable safe cycling along all routes within the scheme



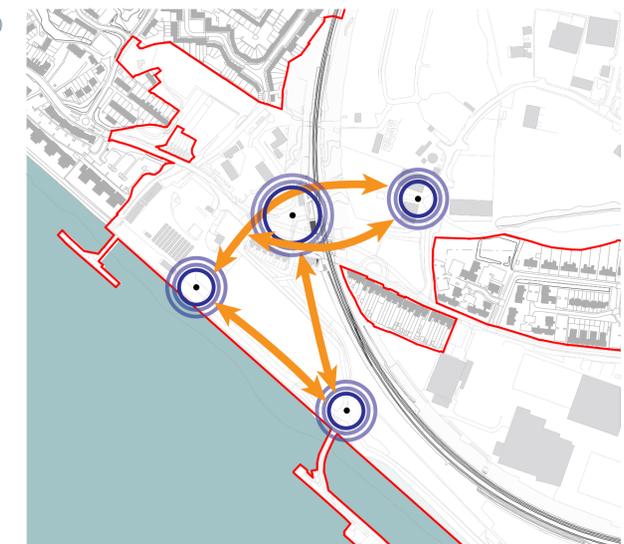
Street Section Example

Road design and widths have been developed to allow cycling in roadways as well as in dedicated cycle paths so cyclists have a number of choices when planning routes.

## COMMERCIAL ROUTES

In response to the planning policies and to the commercial strategy, the design team developed a commercial and retail route layout including four points of interest:

- >> TV studios accessible to external public audiences.
- >> Central focal point for transport, retail and community facilities accessibility.
- >> Riverside for food & beverage uses.
- >> A vibrant retail High Street link.



# Supporting the Local Community & Driving Growth 11

## OPPORTUNITIES THROUGH CONSTRUCTION

PCRL understand the significant economic and social benefits that the delivery of the Purfleet Regeneration Project can provide to the local area. This is a 10-15 year development programme and its delivery is anticipated to generate over 1,300 construction jobs, training and apprentice opportunities. PCRL are committed to maximise the availability of these opportunities for the local community and businesses – either through the jobs created or providing the chance to join the construction-driven supply chains.

To ensure you keep updated on opportunities as they emerge be sure to sign up:  
[www.OurPurfleet.com/Contact](http://www.OurPurfleet.com/Contact)



## SUPPORTING THE PURFLEET COMMUNITY



PCRL have a long standing relationship with the Purfleet-on-Thames Community Forum and the Community Design Panel will be used to help test emerging plans for the community facilities being provided.

More widely, as PCRL investigate opportunities to collaborate with other parties, including Quartermaster Studios, the team are looking to work with groups such as the St Stephen's Community Trust which is a charity supporting children, young people and their families within the Purfleet community.



## QUARtermaster STUDIOS & ANCILLARY BUSINESSES

The Quartermaster studios is anticipated to directly generate over 1,000 new jobs with a significant proportion expected to be recruited locally. More widely, work is ongoing to identify how the development can further help promote an entrepreneurial culture within the local community to encourage the establishment of ancillary businesses related to the studios including within the creative industries and related retail servicing.

