

## SITE LAYOUT



## THE FIRST PHASE

Zone 1A is the first phase of detail design for the Purfleet Centre Regeneration Masterplan.

The development will provide a total of 61 dwellings. The 2, 3 and 4-bedroom family houses vary from two to three storeys and are arranged on the boundary of the Hollow Woods.



- >> 61 family homes
- >> A new children's play area
- >> Access to an improved woodland area
- >> A community orchard
- >> Links to the future masterplan

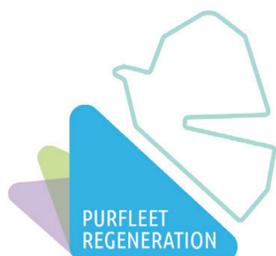
## LOCAL CONTEXT

Zone 1A is located to the westernmost edge of the Masterplan proposals and will form the transition from the larger part of the existing Purfleet conurbation into the new town centre and wider proposals. The site sits partially within the Purfleet Conservation Area adjacent to the Grade II listed Hollow Cottages, and Botany Terrace; buildings of local historic interest.



## FUTURE LINKS

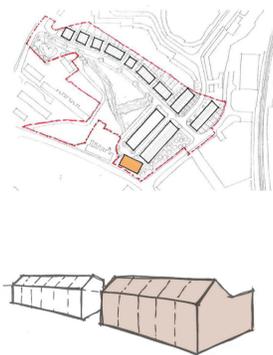
The site plays a key role in the wider masterplan; forging links with the existing community in Purfleet. The site will provide new amenity spaces through the play gateway, Hollow Woods Park and the Orchard Walk, providing attractive and safe links connecting to the future development of the town centre.



## LONDON ROAD



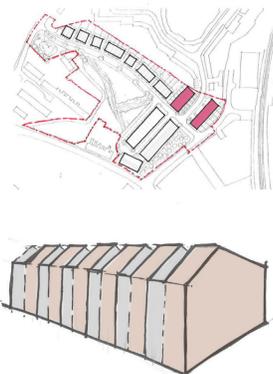
The development along London Road will respond to and enhance the adjacent heritage asset buildings, Botany Terrace, through the creation of a complementary terrace of five homes, constructed out of a single material to create a unified form.



## CASPIAN WAY



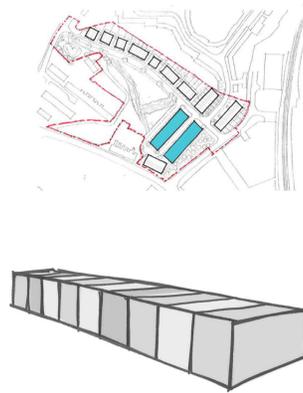
The homes along Caspian Way play an important role in creating a transition between the smaller scale homes around Hollow Woods and the new town centre. These homes are designed as a terrace of three-storey townhouses, in order to create this transition and to maintain continuity with the homes to the north on Caspian Way. Although a larger terrace than elsewhere in this zone, the volume will be broken up through the architectural form of the buildings and by the use of alternate use of materials, to reinstate the scale of the individual homes.



## MEWS



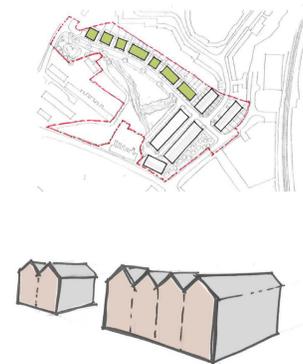
The area behind London Road and to the east of Hollow Woods is designed to have the character of a traditional mews, with a quieter feel and smaller scale. The street will provide shared space for cars and pedestrians. The 2 and 3 storey homes will have integral garages and doors to the street, and living quarters above with windows and balconies overlooking. The form and use of materials will break this terrace of homes into a series of modules, to create interest and variety.



## HOLLOW WOODS CRESCENT



This crescent of homes, running around the edge of Hollow Wood, are designed to complement this important piece of green amenity, and to link to and enhance the qualities of the existing conservation area and nearby heritage assets. These attractive homes, are organised into smaller groups of two or four, and each block is enfolded with an outer sleeve, with inner recesses designed to create spaces for porches and terraces. The materials selected will enhance the sense of living within an attractive woodland environment.



## LANDSCAPE VISION & APPROACH



**A Creative Core**  
The landscape represents a platform for creative expression of Purfleet's past and proposed creative industries, showcasing artistic endeavours and creative approaches.



**A Botanical Exploration**  
Purfleet is a location where the notions of global exploration, botanical learning, conservation and ecology, and enjoyment of nature/botany can be integrated and cultured through landscape.



**Historic Industry**  
The quarrying and dockside historic industries of Purfleet's history that provide a tangible link to the past, and a narrative to be retold through landscape.

### APPROACH

The landscape approach is considerate of the variety of user profiles, requirements for access and patterns of use to ensure all landscape provisions are inclusive. User profiling and how the site will be used has been considered for a range of ages, groups and accessibility requirements. A sense of community, active lifestyles and promotion of socialisation and gathering are a key focus for all public spaces.

## ORCHARD WALK



Orchards played an important role in communities for many centuries. They provide a focal point, a gathering space, and a place where people and nature successfully work together.

- . Promotes integration of people, the living environments and food. Aid in the promotion of a sustainable urban food system approach.
- . Strengthening and creating community cohesion
- . Reconnecting people with their local and regional food systems.
- . Healthier living
- . Promotes biodiversity
- . Strengthening connections with nature



## ECOLOGY

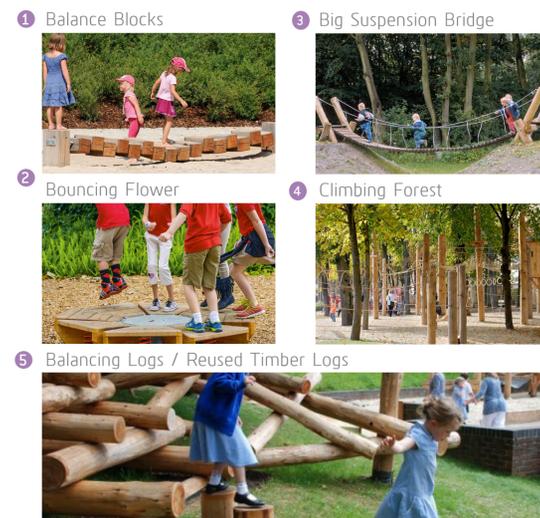
Existing habitat areas within Zone 1A are to be improved and managed, while a new orchard habitat is proposed, drawing on the botanic history of Purfleet.

Hollow Woods is to be thinned out of its understory, revealing the woodland floor. Large and/or significant native species to be retained and protected. Supplementary woodland planting fills out the extent of the woodland, extending it to the site boundary.

In support of managed habitat areas, the ecology strategy includes a suite of specific ecological features further strengthening the habitat matrix, including bird and bat boxes, refugia, hibernaculum and community engagement areas.



## PLAY GATEWAY



The inclusion of a play area to the west of Hollow Woods will create a 'link' between the new and existing communities and provide a natural themed play area using prescriptive play elements for recreation.

## WOODLAND PLAY

Benefits of Natural Play:

- . Strengthening connections with children and nature
- . Encourages social interaction
- . Supporting creativity and problem solving skills
- . Promotes physical activity.
- . Better health and wellbeing
- . Increases biodiversity
- . Aesthetically pleasing

