

# Creating Successful Places

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Owen Reading and  
Robert Hayward

David Lock Associates

# Review of Thurrock Design Strategy

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# What is the aim?

- High-level guide to the importance Thurrock Council place on good design in placemaking and planning
- Will replace existing Design Strategy SPD
- Aligns expectations between stakeholders
- Gives guidance on key design opportunities
- Links to the Local Plan
- Supports and streamlines well-designed development

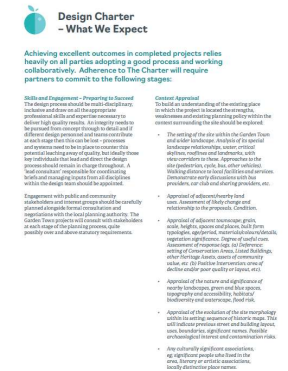
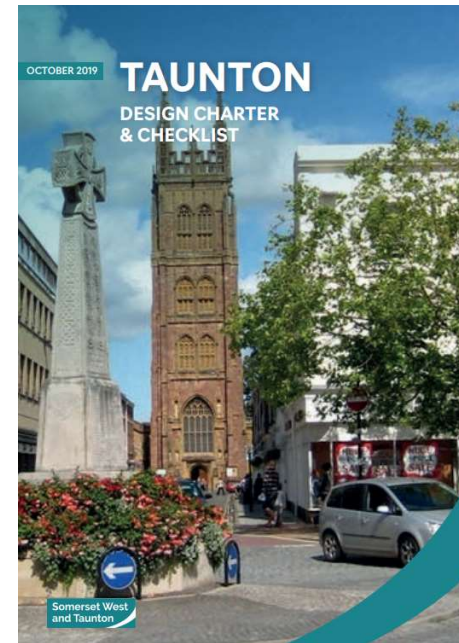
# Emerging Local Plan

- Document will sit at the top level of emerging Thurrock Design Guide
- Will be a corporate document
- Supporting planning guidance to be produced
- Signposts to other planned / emerging SPDs
- Works with and codifies PPAs

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# Examples from elsewhere



# Anticipated Content



- Why? The Importance of Good Design in Thurrock
- The Design 'Contract'
- Design Principles
- Design in the Planning Process
- Designing for Thurrock's Opportunities

# Design 'Contract'

## **Thurrock Council**

- Corporate objectives
- Early/continuous collaboration
- Embedding and clarifying design in the planning process
- Regeneration projects

## **Stakeholders/Developers**

- Quality commitment
- Early/continuous collaboration
- Demonstrating good design practice through planning process

# Design Principles

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Consider the context  
Vision of Place  
Embracing & Enhancing Local Opportunities  
For the Long Term

Pride in  
Thurrock

Healthy  
Places for  
All

Engage Widely  
Consider Everyone  
Encourage Activity & Community  
Provide Homes for All Ages  
Access to Clean Air, Water & Food

To Services and Facilities  
To Jobs, Opportunity & Community  
To Nature & Leisure  
To Technology

Connected  
to  
Opportunity

A  
Sustainable  
Future

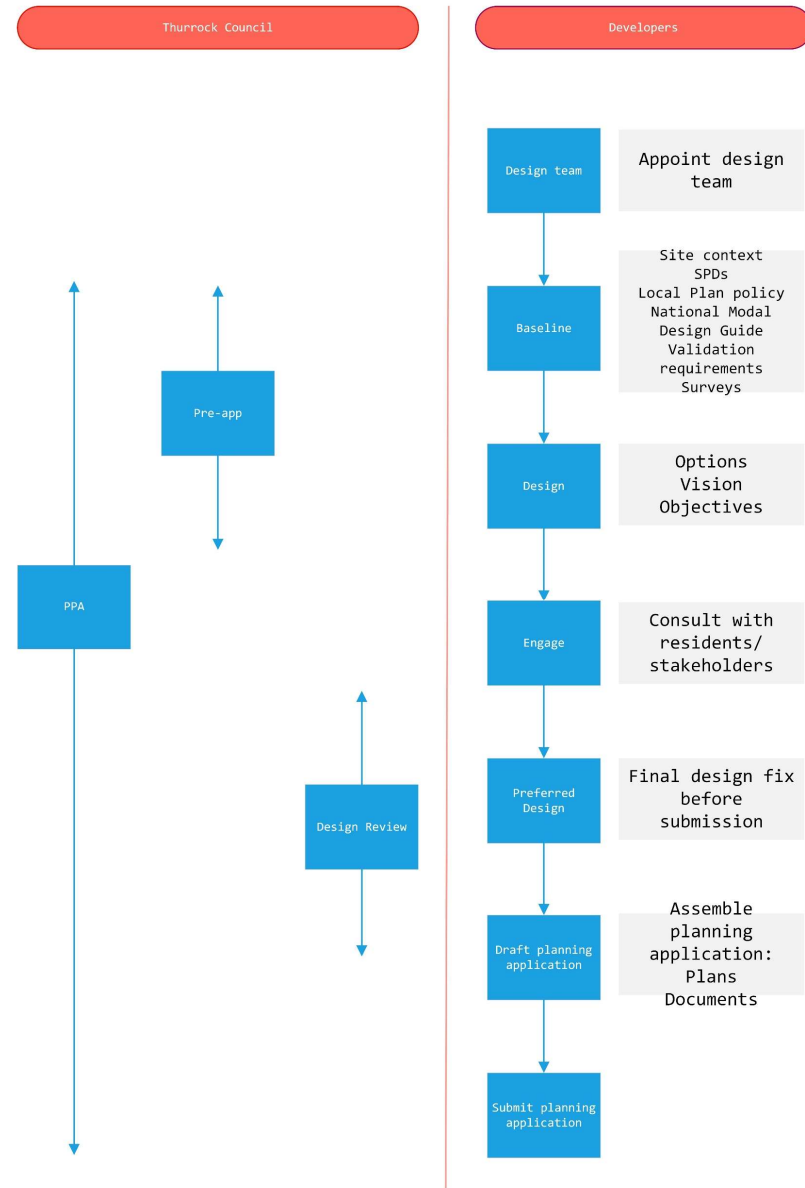
Net Zero  
Circular Economies  
Space for Nature  
Future-Proofed and Resilient



# Design in the Planning Process

- Formalising where design is considered within the planning process
- Guide for design teams and planning officers on what to review

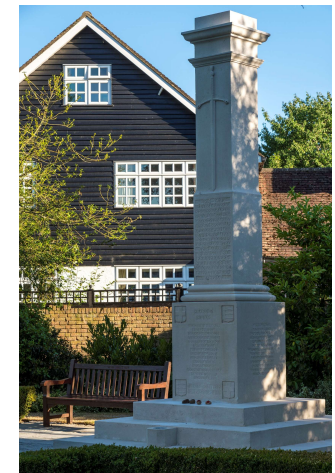
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# Designing for Thurrock's Opportunities

- Distinctive attributes
- Typologies of place
- Key design issues & opportunities
- Signposts to best practice design guidance

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# Next Steps

- Internal Stakeholder Workshop
- Member Briefing
- Drafting
- Consultation Draft
- Publication

# Thurrock Local Plan Evidence

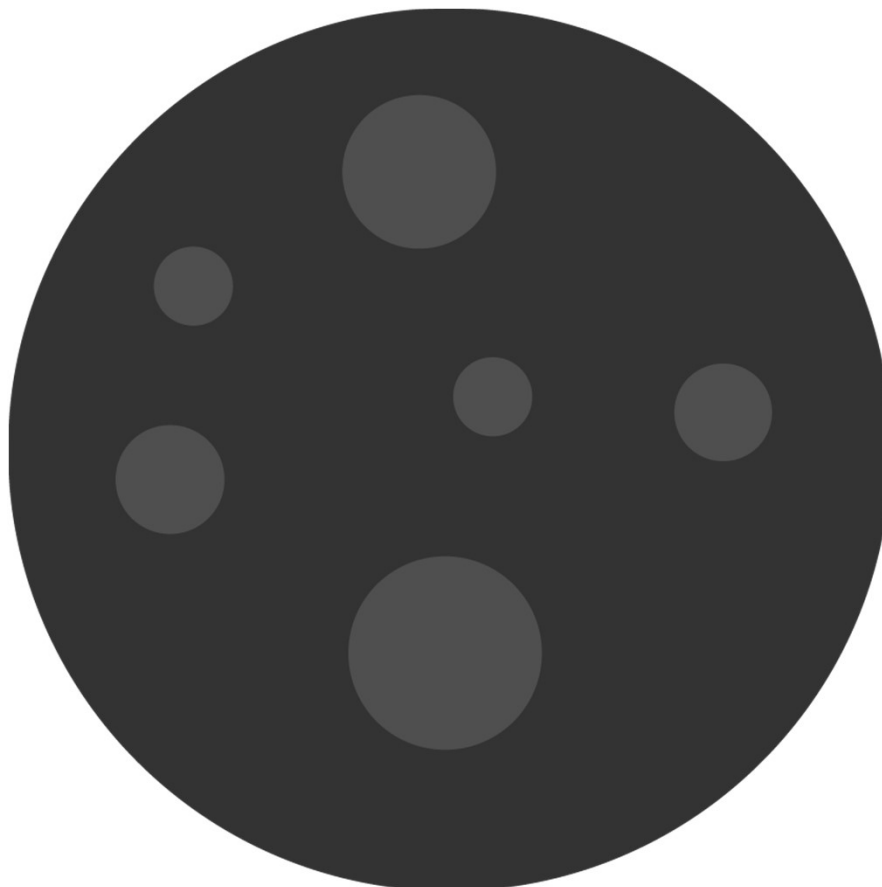
# From sites to development frameworks



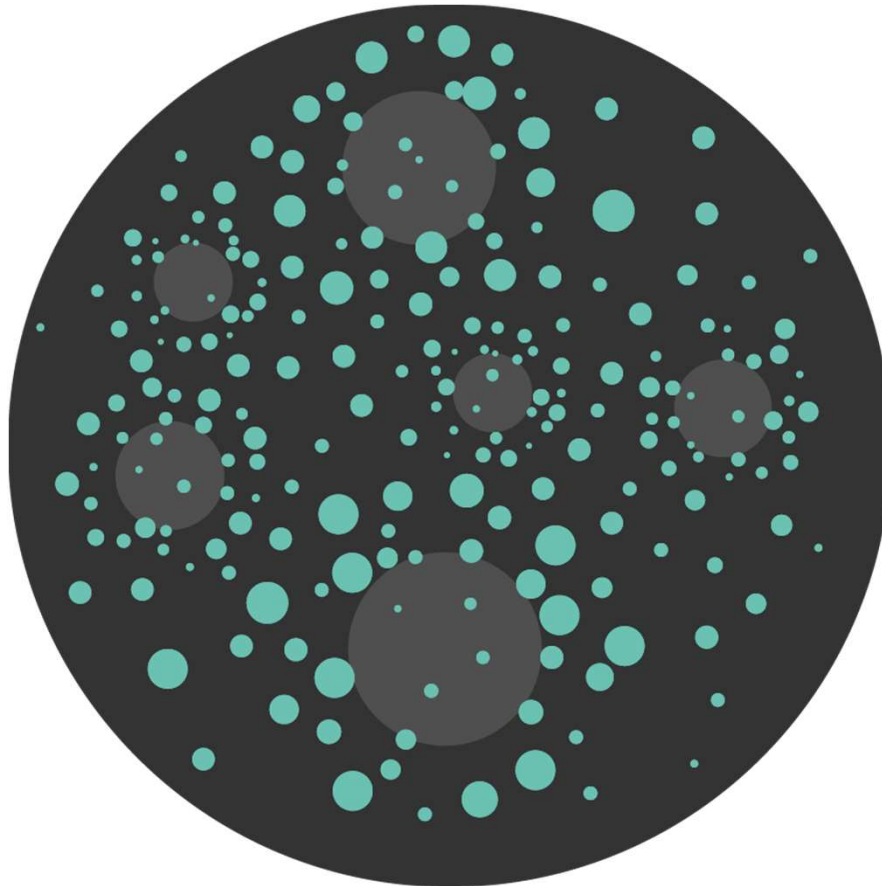
# Introduction

- National policy requirement to allocate sites to meet needs
- Sites Assessment Study (SAS) will assess sites for their allocation potential
- Different to the HLAA
- SAS will be supported by other evidence
- Leads to development frameworks and concept plans

# The beginning



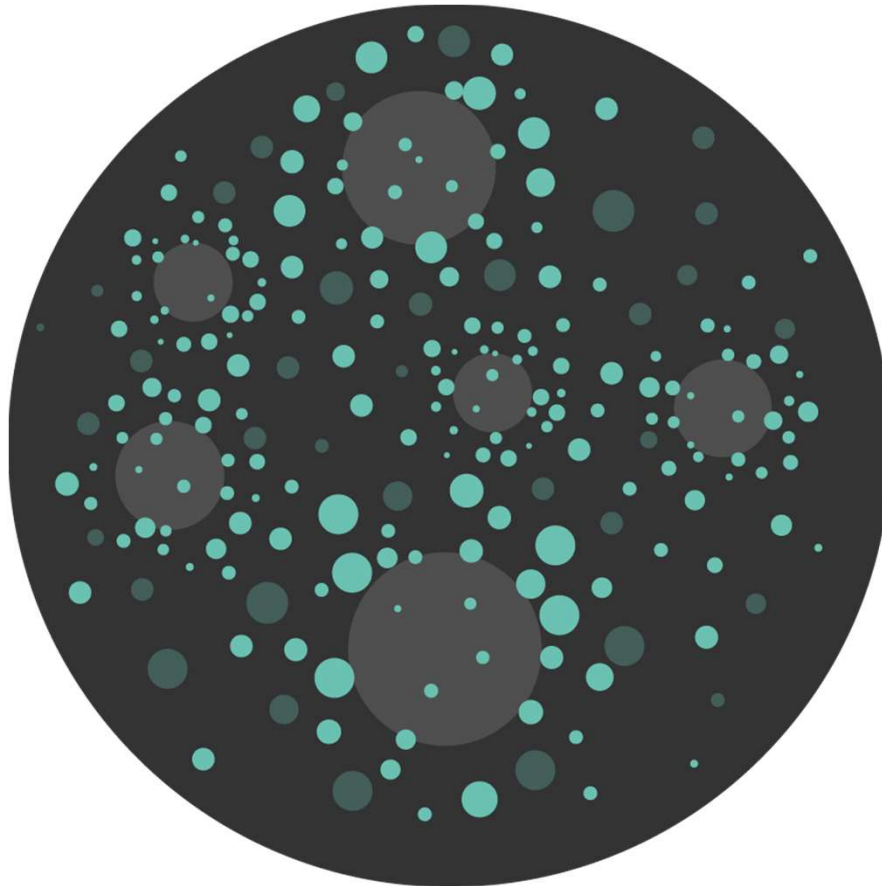
# Sites, sites, sites



- Call for sites
- Legacy sites
- Planning permissions
- Council sites

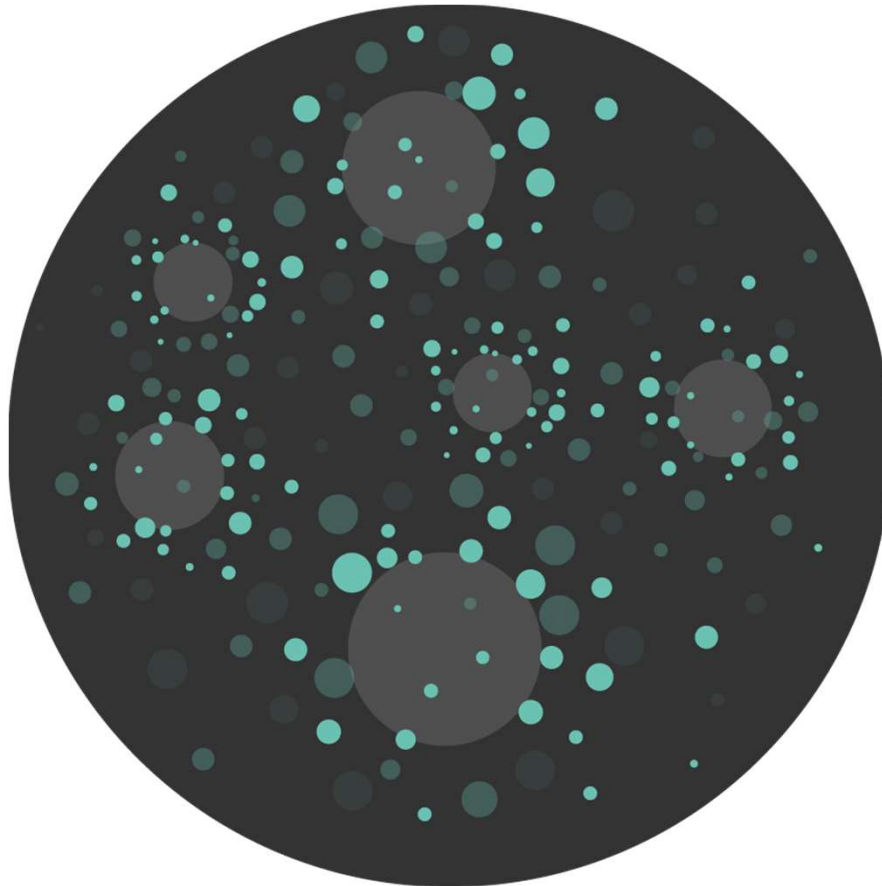


# Initial review



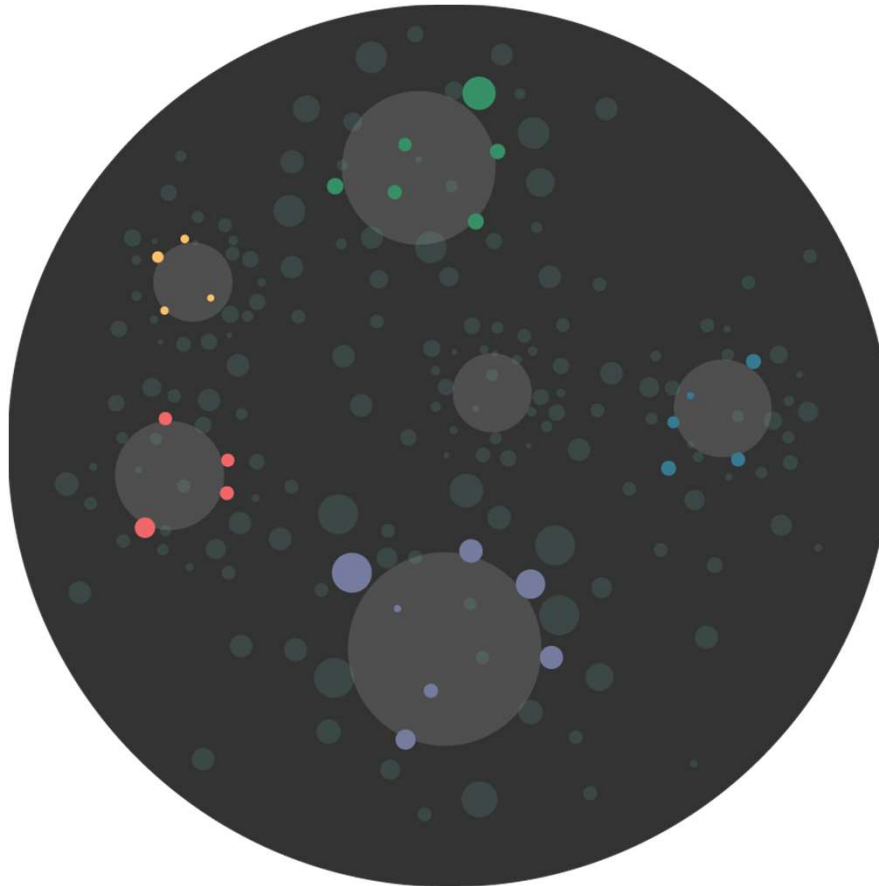
- Focus on available sites

# Sites assessment



- GIS exercise
- Several disciplines
- Competing requirements
- Sequential factors
- Locational factors
- Development factors

# Area Development Frameworks



- Five character areas
- Development Framework for each area
- Strategic view of sites and their infrastructure

# Concept plans



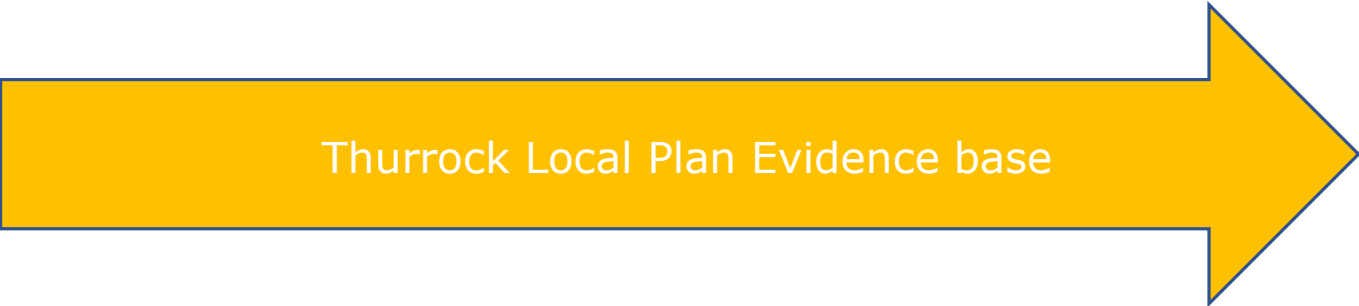
- Output of the development frameworks
- Scale, mix, distribution of development
- Informed by PPAs
- Will inform masterplans, planning applications, policy

# Summary

Sites  
assessment

Area Development  
Frameworks

Concept plans



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