

Thurrock Council

Local Development Framework Task Force

Town Centre Studies

Stephen Haines : Partner

19th July 2021

Town Centres Study – Urban Capacity

- Aim – To identify a sound understanding of the urban residential capacity of the Borough's Town Centres
- This will form part of the housing evidence base for the Local Plan
- Currently at the baseline stage

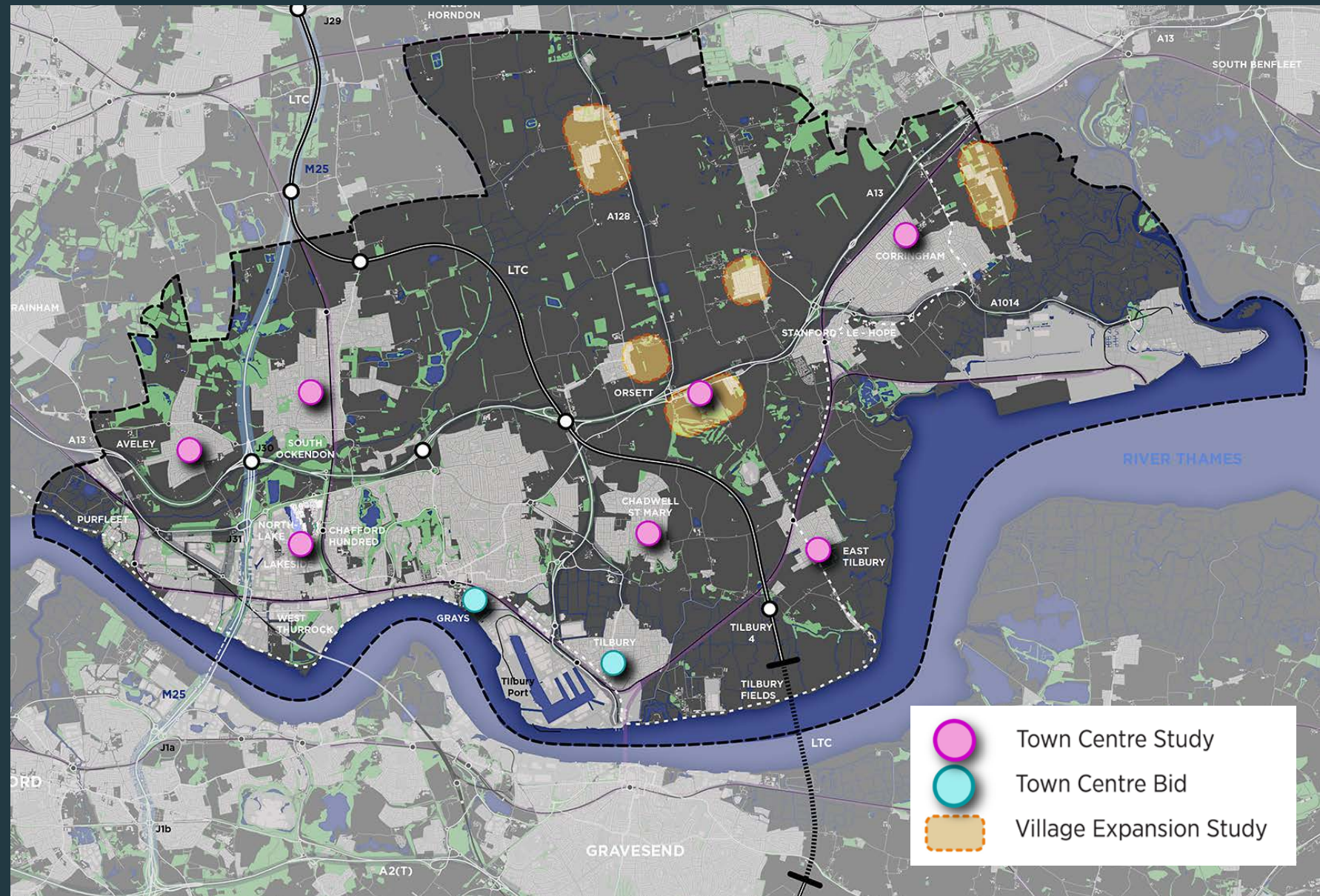
Study Locations

TOWNS

1. Aveley
2. East Tilbury
3. Chadwell St. Mary
4. Stanford-le-Hope
5. Corringham
6. Purfleet
7. South Ockendon
8. Chafford Hundred
9. West Horndon
10. Lakeside

Grays & Tilbury – [subject to Town Bids]

Also will look at Orsett, Southfields, Horndon on the Hill, Fobbing & Bulphan



Methodology – How we will undertake this work

Stage 1 : Assembling Data

- Land ownership (private and public including Thurrock Council interests)
- Planning permissions and completed schemes
- HLAA and submissions for call for sites
- Brownfield land register
- GIS constraints
- Previous masterplans
- Site visits

Methodology – How we will undertake this work

Stage 2 : Assessment of sites and opportunities

The above baseline information will allow us to map: -

- potential residential development sites (e.g. urban airspace, vacant land, redevelopment.)
- identify synergies and groupings and relationships with other strategies / initiatives

Methodology – How we will undertake this work

Related stages of work to be undertaken which will focus on retail aspects more than housing:

- Town centre health checks
- Categorisation of centres by role and function

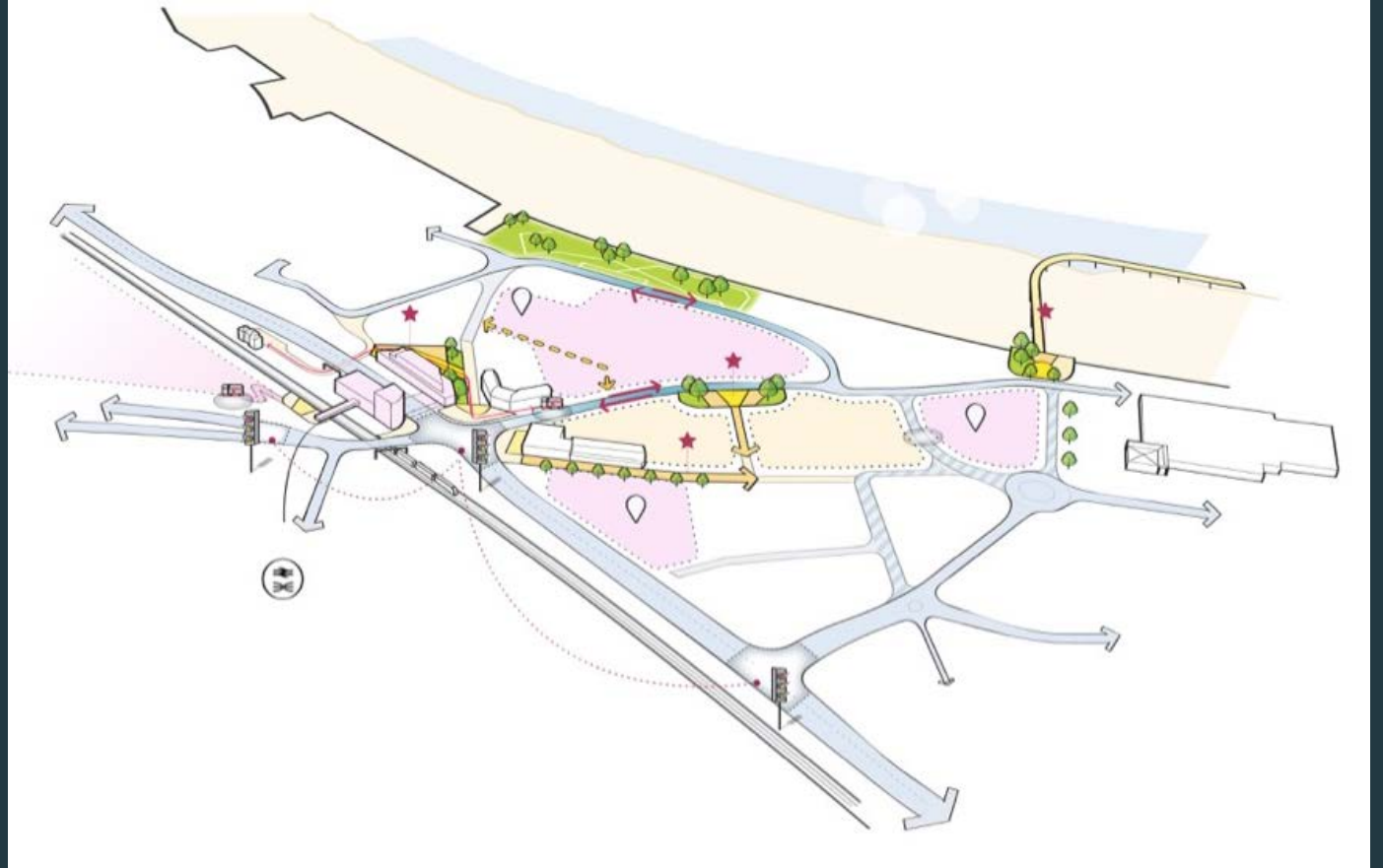
Followed by:

- Workshops with stakeholders
- 1-1 discussion with key stakeholders
- Options appraisal
- Town centre visions

Methodology – How we will undertake this work

Placemaking:

- The Town Centre Study will involve place-making elements such as
- The preparation of concept plans
- Opportunity areas and sites
- Key objectives



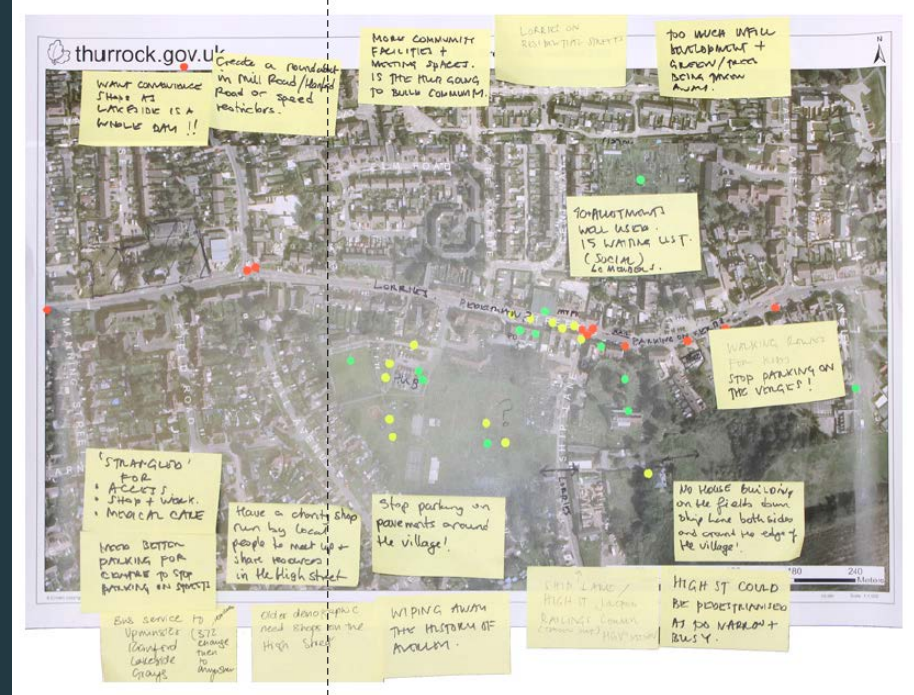
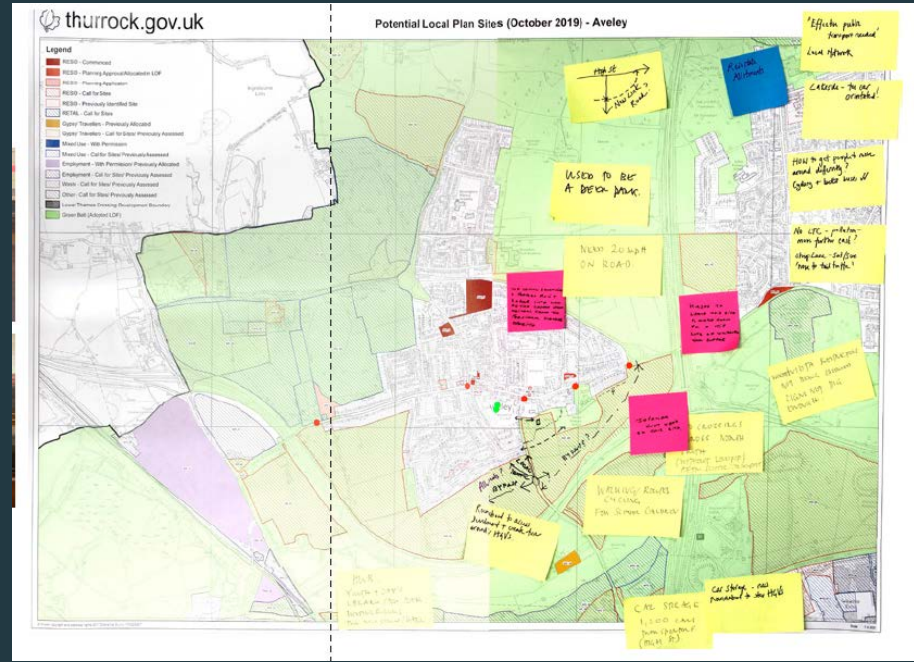
AVELEY

Building on the Design Charrettes run by The Princes Foundation



AVELEY PLACE MANUAL

Aveley, Thurrock
February, 2020



AVELEY

Aveley Initial Ideas :

Already talking with key stakeholders, landowners and other agencies as part of the PPA agreements to identify synergies between regeneration opportunities as well as development capacity.

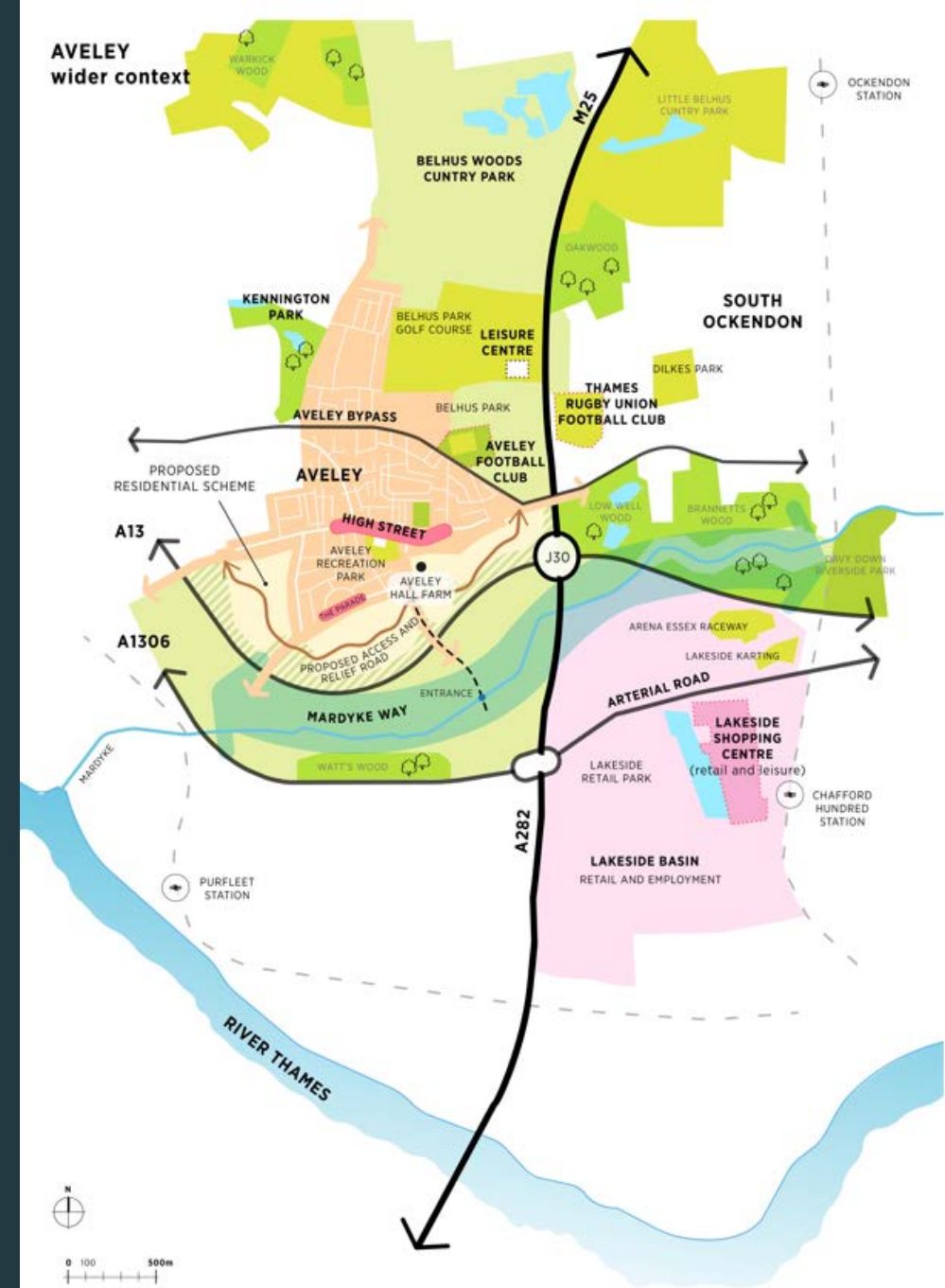
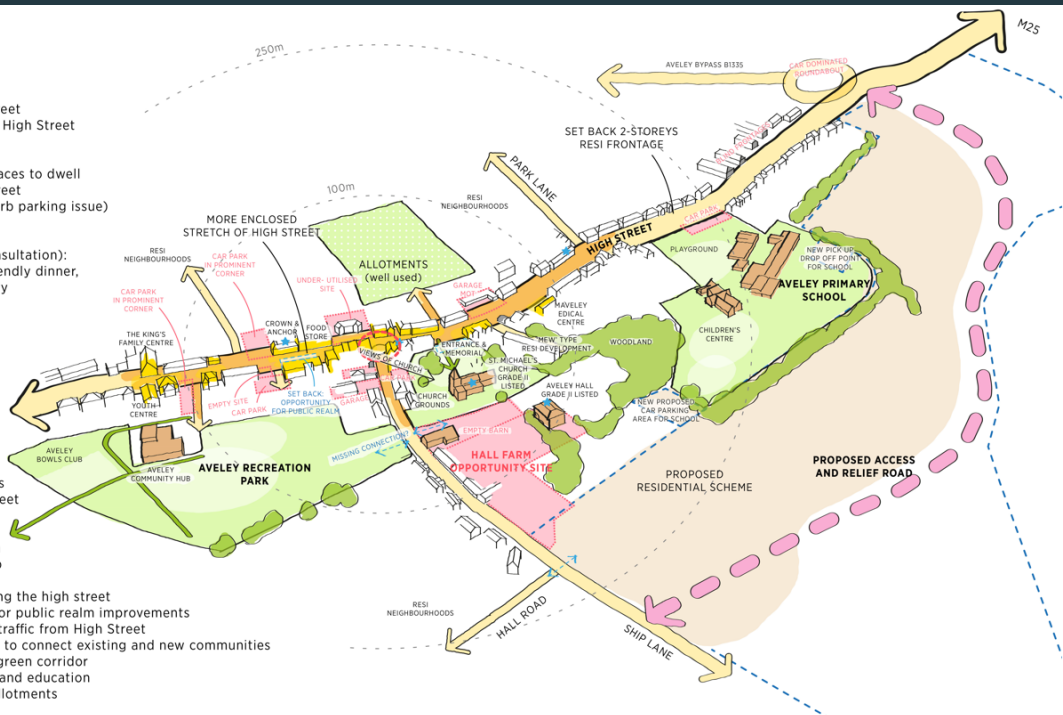
AVELEY TOWN CENTRE initial thoughts

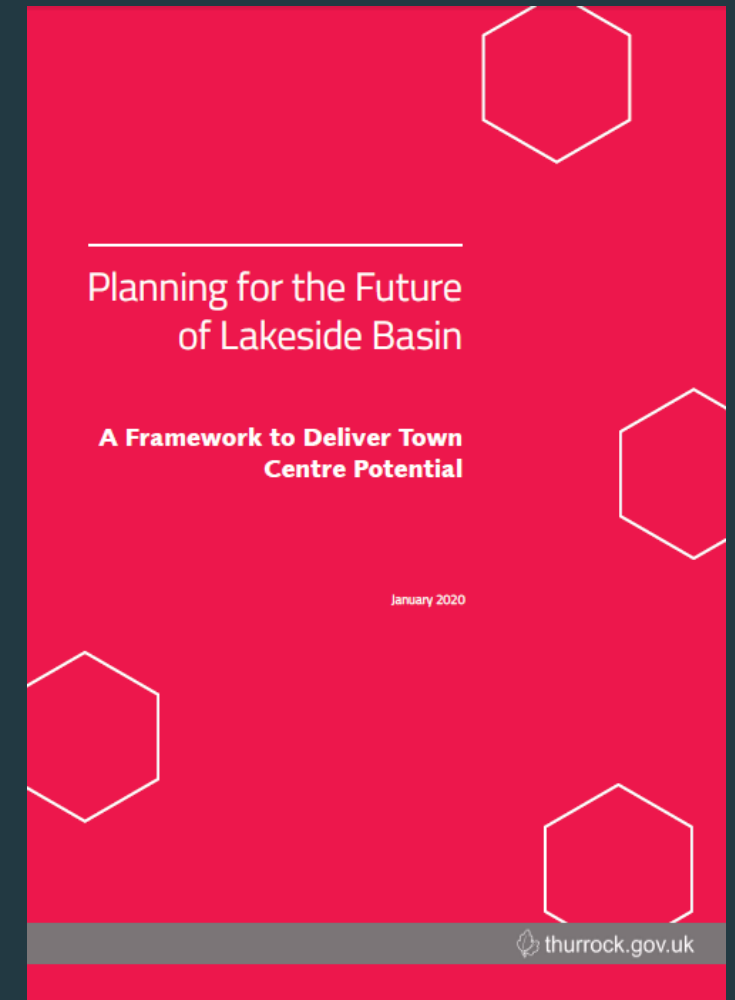
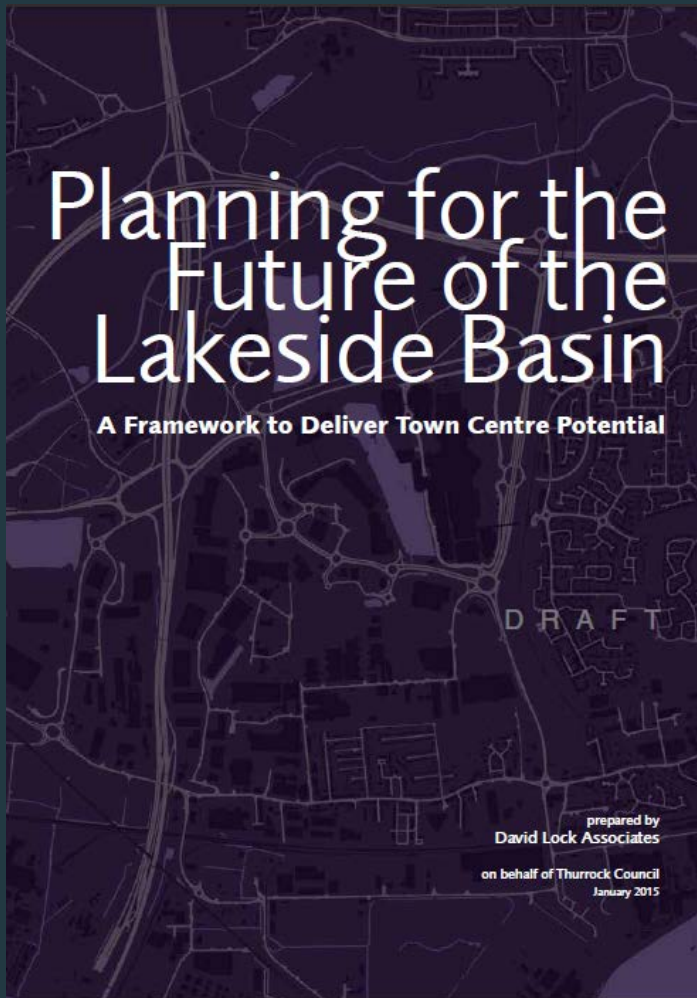
Issues:

- car dominated + HGV on High Street
- roundabout in the central part of High Street
- fragmented active frontages
- lack of greenery
- lack of "bumping spaces" and spaces to dwell
- narrow pavements along High Street
- demand for car parking areas (kerb parking issue)
- retail competition with Lakeside
- lack of cycle lane
- missing services (from public consultation): skate park, youth club, family friendly dinner, police station, new doctor surgery

opportunities:

- long-standing community
- presence of high quality buildings
- enclosed sections of the High Street
- introduce shared spaces, traffic calming measures
- transform roundabout at junction of High Street and Ship Lane into pedestrian friendly junction
- empty or under-utilised sites along the high street
- set-back buildings: opportunity for public realm improvements
- new relief road to remove heavy traffic from High Street
- Hall Farm: major opportunity site to connect existing and new communities
- access to parkland and Mardyke green corridor
- presence of community facilities and education
- opportunities to introduce new allotments





Lakeside Basin : Report prepared in 2015 looked at how the area could be transformed into a more mixed-use Town Centre (updated in 2020). Further work to be undertaken as part of Local Plan to ascertain opportunity for growth and transformation with landowners.

Thank - You

Any Questions?