

1 Introduction



WHAT IS THIS CONSULTATION ABOUT?

We are consulting on the draft of the **Grays Town Centre Framework**. This is a plan for the enhancement and improvement of Grays town centre over the next 15 - 20 years.

After discussions with residents and businesses, the Council adopted a regeneration vision for Grays. The Grays Town Centre Framework sets out how this vision can be realised.

WHAT HAPPENS NEXT

The feedback that we receive will inform the revision of the Grays Town Centre Framework. When complete, the Framework will be recommended for adoption by the elected members of Thurrock Council. This is scheduled for Spring 2016.

The document will then be used to guide the Council's work to implement the vision. It will also be used as a material consideration when determining planning applications.

CONSULTATION PROGRAMME

The consultation takes place from 21 January until 9 February. In this period, an exhibition will be displayed at the following locations around Grays town centre during public opening hours:

- **Grays Library**, 21 January to 26 January
- **Civic Offices**, 27 January to 4 February
- **Grays Shopping Centre**, 5 February to 6 February
- **South Essex College**, 8 February to 9 February

Come and talk to us about the proposals at:

- **Grays Library**, 21 January, 10am to 2pm
- **Civic Offices**, 28 January, 2pm to 5pm
- **Grays Shopping Centre**, 5 February, midday to 4pm
- **Grays Shopping Centre**, 6 February, midday to 4pm
- **South Essex College**, 8 February, midday to 4pm

During the consultation we will also be speaking with landowners, businesses and community representatives.

WE WANT TO HEAR YOUR VIEWS!

We want to hear your views on our proposals for the Town Centre and Grays Riverside and obtain feedback from you on our draft Grays Town Centre Framework.

Please let us have your feedback today.

PLEASE LEAVE YOUR COMMENTS

Please fill in the comment form, which is available at today's exhibition. You can post it in the feedback box or send it to the address on the questionnaire.

You can also submit your comments online.

The boards together with the questions are available online on the website:

<https://thurrock.gov.uk/graysfuture>



1. Grays Shopping Centre
2. Morrisons Supermarket
3. State Cinema
4. Railway Station
5. Bus Station
6. Orsett Road
7. Thameside Centre
8. Grays Town Park
9. Titan Works
10. Hogg Lane
11. London Road
12. Former gasworks
13. Crown Road
14. Grays Parish Church
15. South Essex College
16. Civic Centre
17. Grays Town Wharf
18. Seabrook Rise Estate
19. Kilverts Field
20. Thurrock Yacht Club
21. Nursery
22. Grays Beach Riverside Park
23. Argent Street
24. Curzon Drive Industrial Estate
25. Tilbury Docks
26. River Thames

LOCATION PLAN & FRAMEWORK AREA

IMAGERY©2015 GOOGLE

2 Opportunities



An under exploited waterfront



A thriving market town



An expanding South Essex College



Heritage assets

Constraints



Traffic dominated walking environment



Flood risk



Orsett Road one way system



The level crossing



Poor arrival experience



Over-engineered infrastructure

The Vision

The Council worked with residents and businesses to develop a vision for Grays:

“Building on its strengths as a Chartered Market Town, Grays will be an exciting, high quality destination for people to live, work, learn, shop and socialise. Reconnected to the River Thames, Grays will support growing resident, student and business communities throughout the day

and entertain a diverse and vibrant population through the evening.

Cafés, bars, restaurants, shops and markets will combine with culture, entertainment and events in unique venues to provide a safe and attractive place for communities to meet and businesses to thrive.”

1. BUILDING A LOCAL ECONOMY

2. MAKE IT EASIER TO TRAVEL INTO AND MOVE AROUND THE TOWN CENTRE

3. ENHANCING THE QUALITY OF THE PUBLIC REALM

4. SUPPORTING THURROCK'S COMMUNITIES



3 Overall Framework

FRAMEWORK

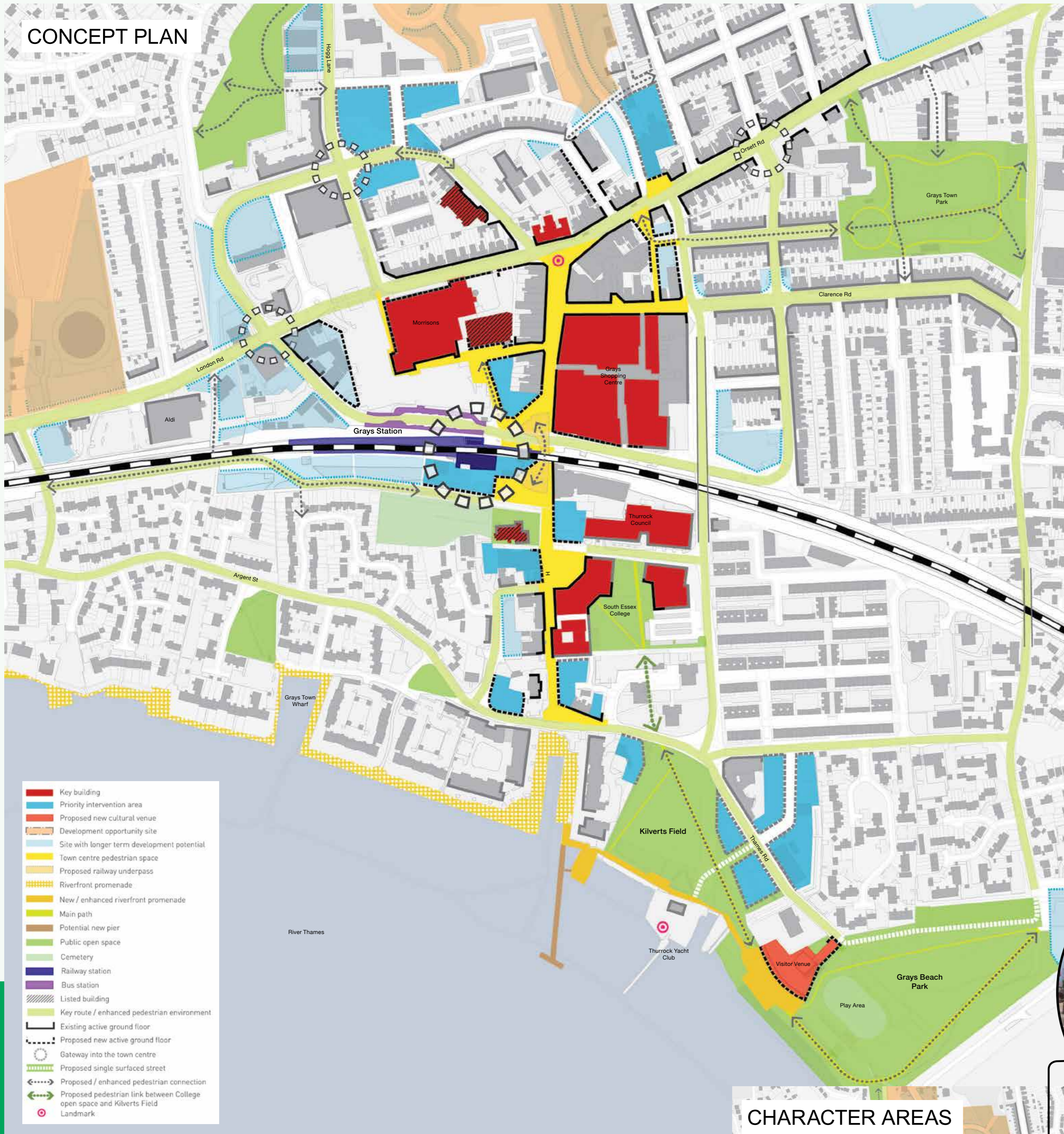
The Framework is based on a thorough understanding of the town centre, its issues and opportunities and the vision established with residents and businesses in 2013.

The Framework sets out how Grays town centre can be enhanced and improved. It identifies opportunities for new development, the improvement of the public realm, and the establishment of new connections, public spaces and gateways.

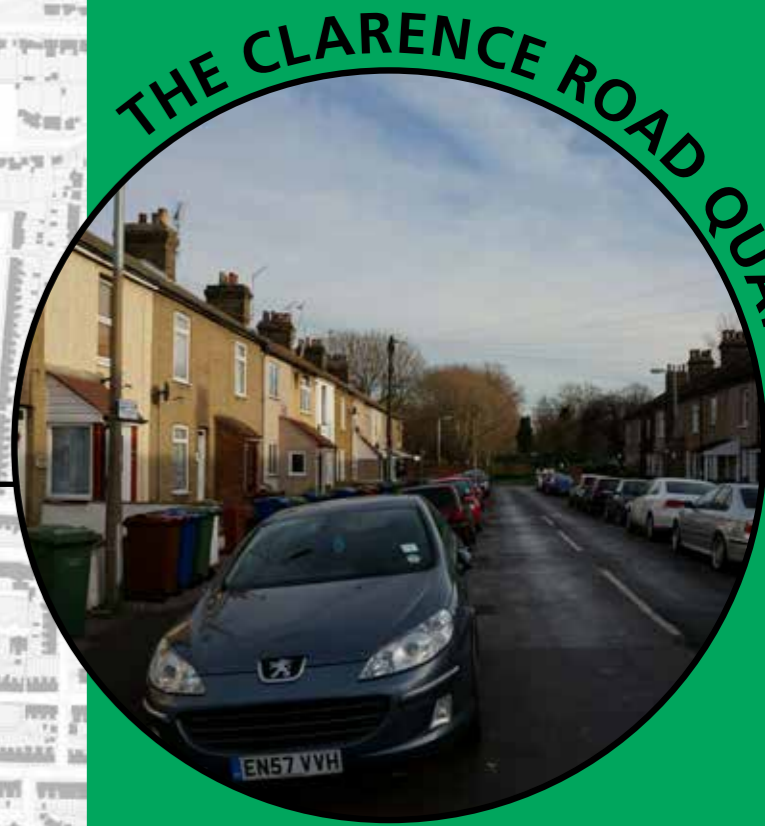
The Framework will provide guidance for private developers. It will further set the context for the use of Council assets (such as development sites) to support more expensive projects such as the underpass and a new theatre.

Development in Grays town centre has the potential to deliver the following:

- New homes;
- New shops and restaurants;
- Employment opportunities;
- Evening economy;
- Enhanced railway station;
- Re-establishing the connection between the town and the riverfront;
- A new visitor destination at the riverfront;
- Extension of South East College;
- Potential for student accommodation; and
- An attractive new riverside for Grays.



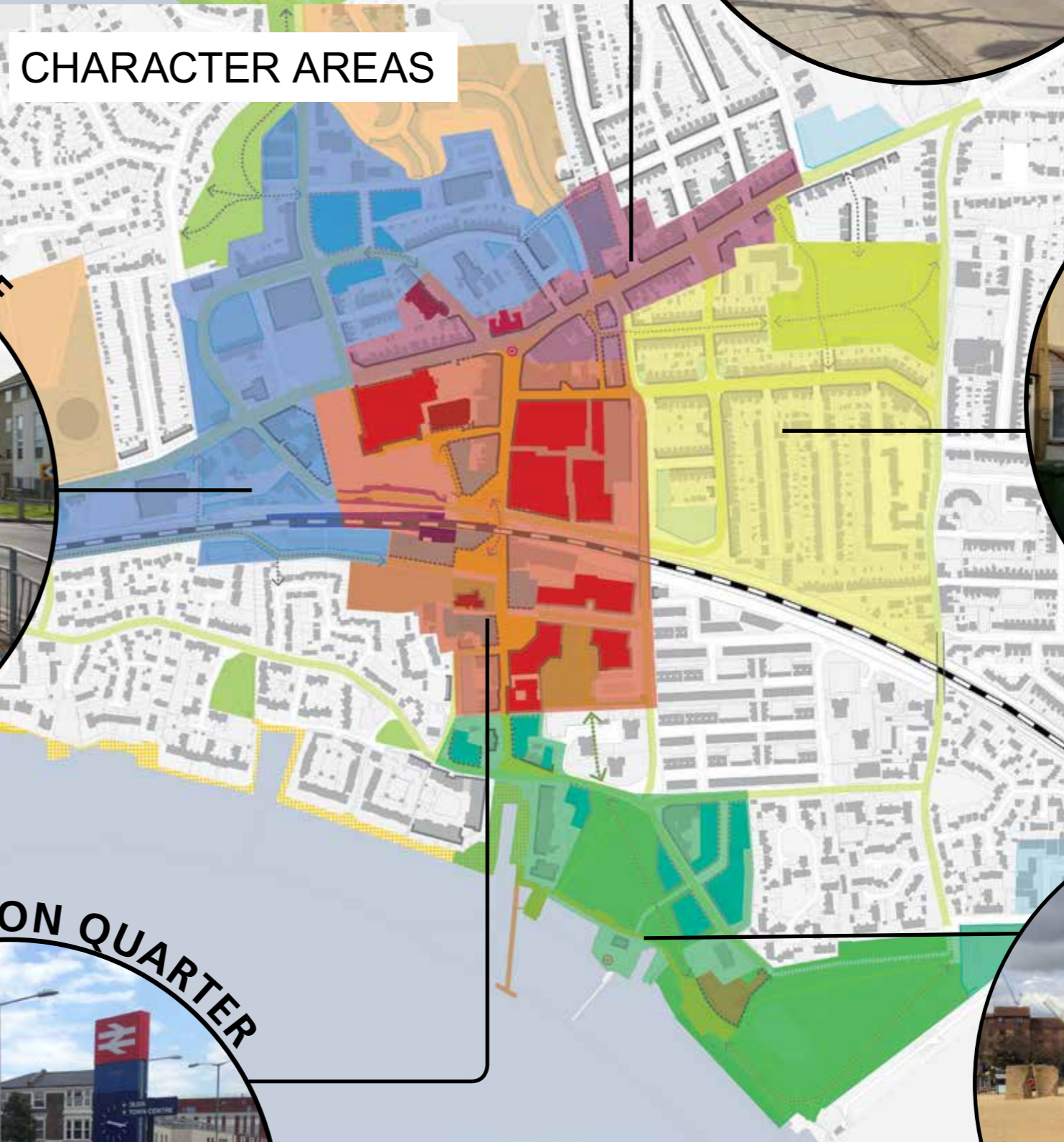
ORSETT ROAD



THE CLARENCE ROAD QUARTER



GRAYS RIVERSIDE



LONDON ROAD & HOGG LANE



TOWN CENTRE & STATION QUARTER

FIVE CHARACTER AREAS

The Framework identifies five distinct areas:

TOWN CENTRE & STATION QUARTER

The urban heart of Grays Town Centre, which will provide its main leisure and retail focus.

GRAYS RIVERSIDE

A major opportunity to establish an attractive and lively riverfront for Grays.

ORSETT ROAD

An enhanced location for smaller, independent and specialist retailers, local convenience shops, cafes and restaurants.

LONDON ROAD & HOGG LANE

A lively residential hinterland to the town centre, that reconnects the centre with existing neighbourhoods to the west.

THE CLARENCE ROAD QUARTER

Repairing and enhancing the historic fabric to create an attractive inner residential neighbourhood.

4 Town Centre & Station Quarter



NEW RESTAURANTS AND CAFES



UNDERPASS TO REPLACE LEVEL CROSSING

“The urban heart of Grays town centre, which will provide its main leisure and retail focus”



QUALITY PUBLIC REALM



ENHANCED MARKET



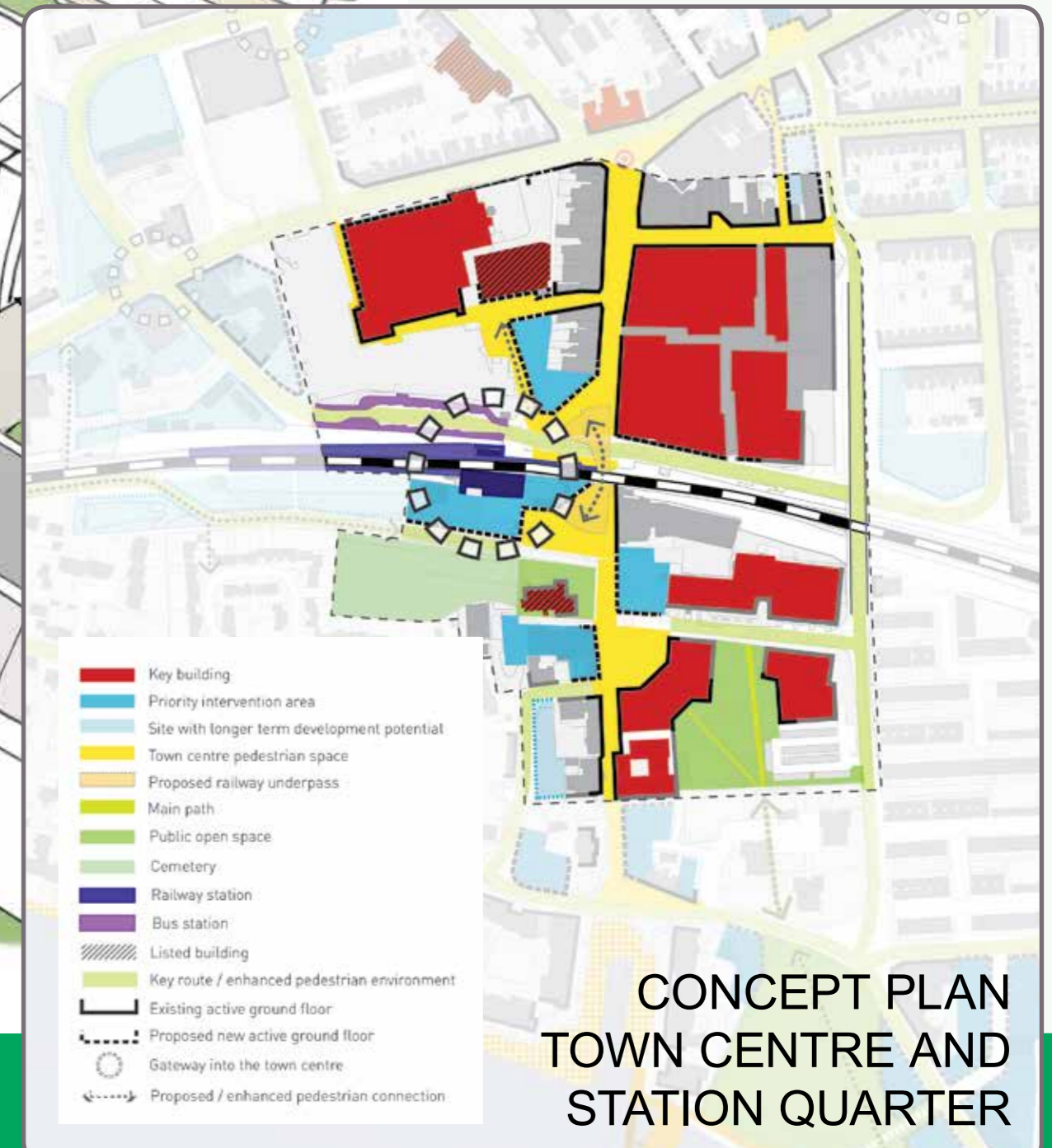
NEW PUBLIC SPACES



NEW TOWN CENTRE RESIDENTIAL



ARTIST ILLUSTRATION OF THE NEW STATION QUARTER



CONCEPT PLAN TOWN CENTRE AND STATION QUARTER

SUMMARY

The opening of the South Essex College and the proposed development around the station and underpass will shift the centre of gravity in Grays town centre to the south.

The town centre core contains the Grays Shopping Centre, the Morrisons Supermarket, a planned new Wetherspoons Pub in the State Cinema, the railway and bus stations, the South Essex College and the Civic Offices.

The proposed underpass at the station and associated mixed use developments offer a major opportunity for Grays. Two new gateway spaces at the station will establish a welcoming arrival experience and help enhance the image of Grays.

The underpass creates a seamless connection and overcomes the severance of the railway line. New shops, cafes and restaurants will create an attractive focus around the station for residents, commuters, visitors and students.

KEY PRINCIPLES

Uses

- Core shopping area;
- Convenience shops and services around the station;
- Higher quality food store;
- Restaurants overlooking Grays Parish Church;
- Revival of the State Cinema as a Wetherspoon Pub;
- Encourage longer opening times; and
- Enhanced street market with an expanded offer.

Heights, layout and built form

- Heights of 4-5 storeys overlooking the public spaces;
- Development should respond sensitively to listed buildings and their setting, most notably to the Grade II listed Grays Parish Church and the State Cinema.

Transport and Movement

- Creation of new underpass to conveniently link both parts of the High Street;
- Better bus rail interchange;

- Better cycling facilities; and
- Improved access to town centre car parks.

Public realm and open spaces

- A series of linked public spaces from the War Memorial, two squares with the underpass, the square at the College, and the space at Grays Wharf;
- Enhancement to the public realm throughout the town centre.

Development Opportunities

- Mixed use developments on either side of the station to facilitate the development of the underpass and associated public spaces;
- Potential to redevelop the former Post Office building on George Street;
- Mixed use development at the corner of the High Street and New Road; and
- Mixed use development on the site to the south of Grays Parish Church.

Other Town 5 Centre Areas

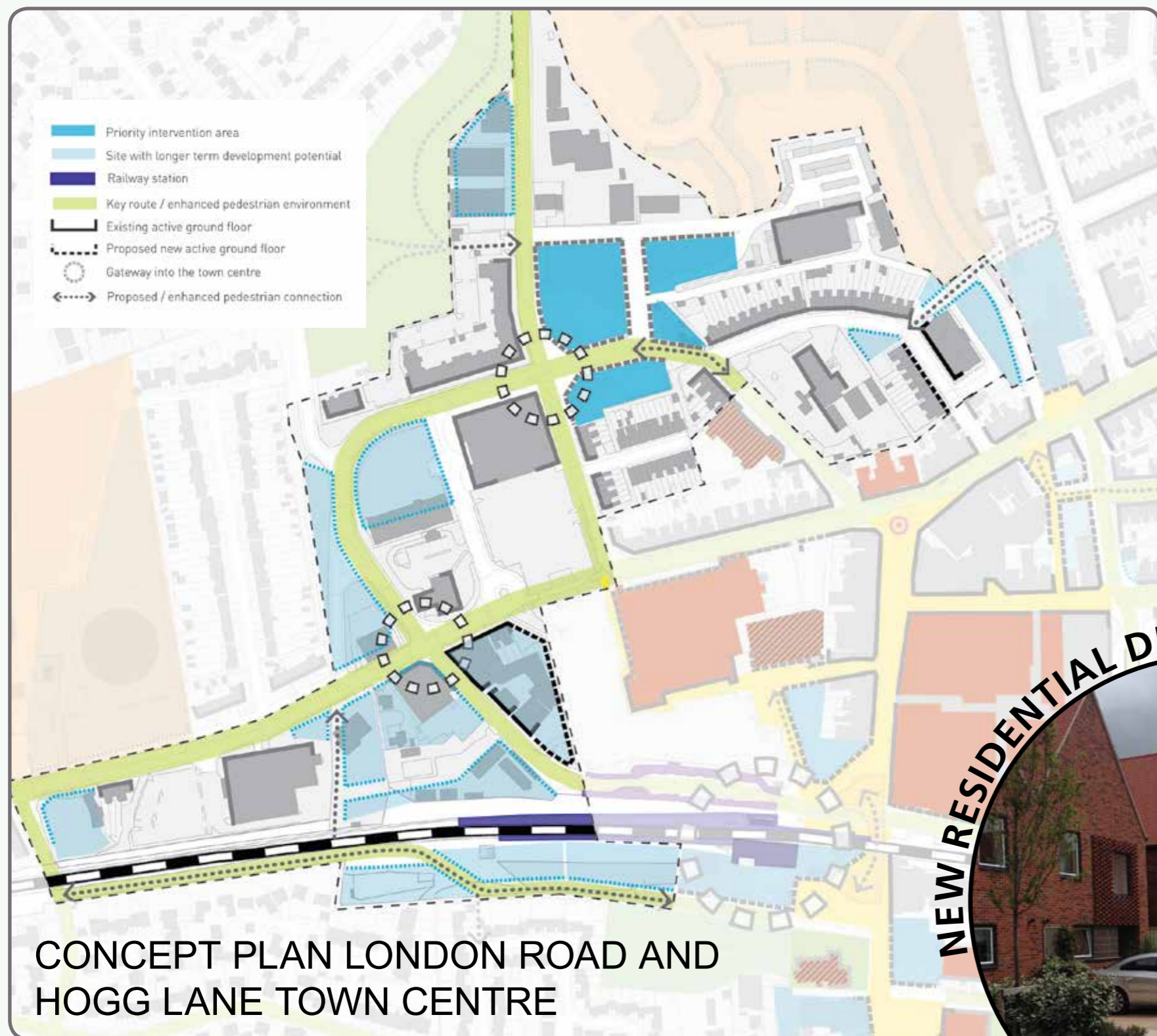
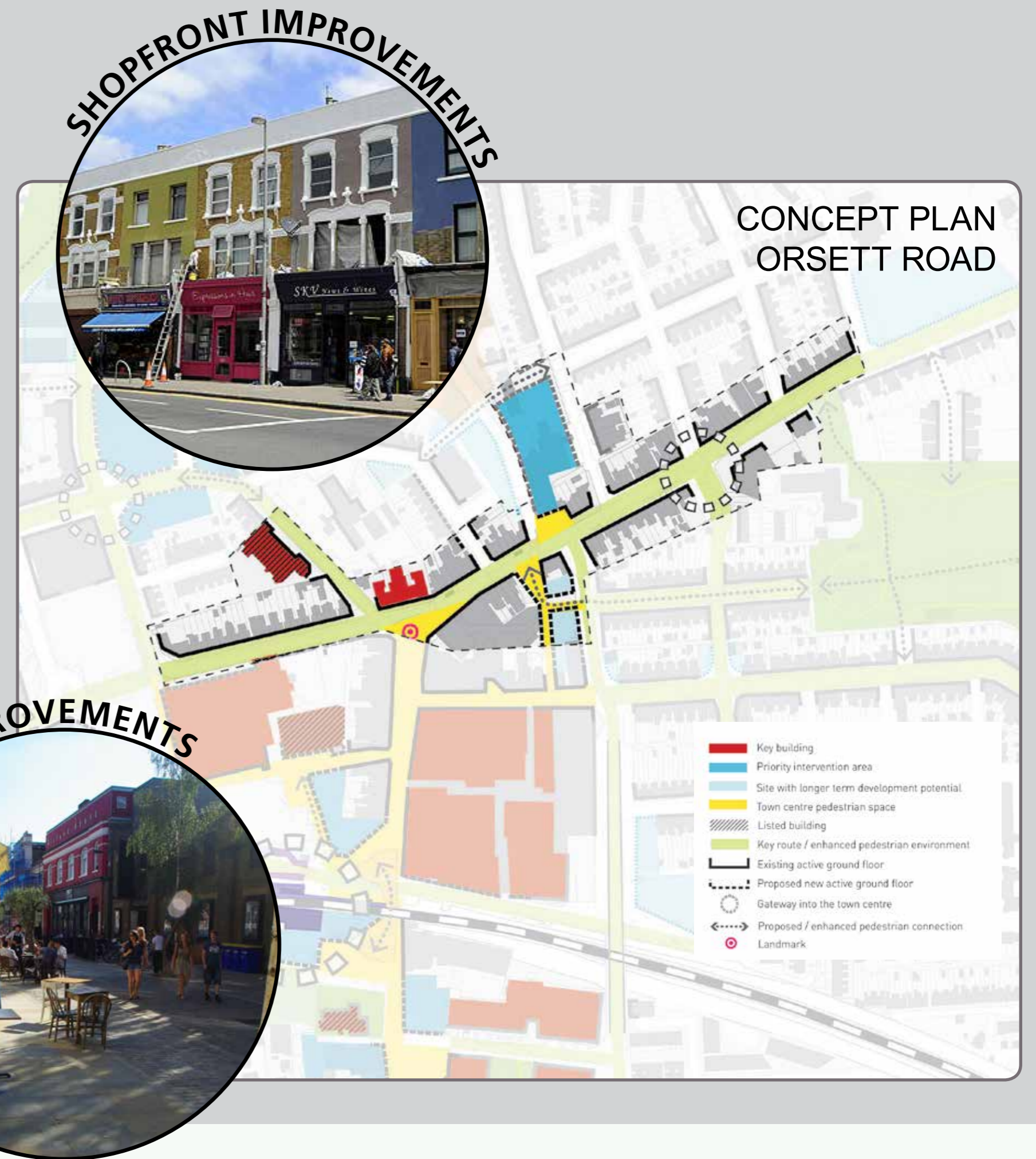
ORSETT ROAD

Orsett Road is an important affordable location for smaller and independent businesses in the town centre. It provides convenience stores, specialist shops and services, but also cafes, restaurants and takeaways. A combination of traffic changes, public realm and shopfront improvements should transform Orsett Road into a pleasant street that is attractive and safe for pedestrian and cyclists, yet also provides short term parking to support passing trade.

In December 2015 the Council's Cabinet Meeting approved a long term aspiration to develop a new theatre in Grays with flexible space suited to a range of uses. It was agreed that the existing facilitates in the Thameside would be retained until an alternative was available, if a new theatre is built on an alternative site

KEY PRINCIPLES

- Shopfront improvements are proposed to uncover the charm of the historic parade of shops and deliver a coherent design approach to the street scene;
- Reintroducing two way working, the provision of short term parking and an improved pedestrian environment should enhance visibility and passing trade and support the continuing vitality of this street.



LONDON ROAD AND HOGG LANE

The area to the west of Grays town centre is very fragmented and dominated by road infrastructure. It includes a number of sites that could be developed with housing. New development should help to reconnect the town centre with residential areas along London Road and in Badgers Dene and establish a street based environment that feels friendly and safe. Two welcoming gateways should be established at the London Road and Hogg Lane entrances into the town centre.

KEY PRINCIPLES

- Resist the loss of employment unless reprovided as part of development;
- Simplify and reduce footprint of junctions at London Road and Hogg Lane to release land for development and establish attractive gateways into the town centre;
- Enhancement of the pedestrian and cycling routes on London Road, Maidstone Road and Hogg Lane; and
- Establishment of a better pedestrian connection between Quarry Hill and Hogg Lane.



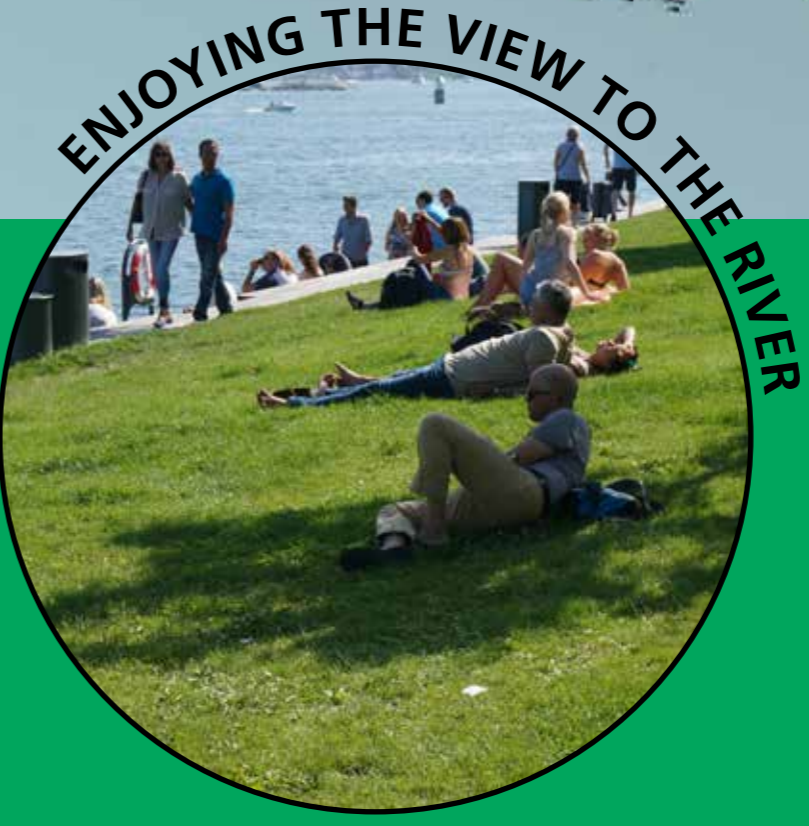
THE CLARENCE ROAD QUARTER

The traditional housing area to the east of the town centre has suffered from the impact of road infrastructure and the one-way system. The opening of Orsett Road for two-way traffic and other public realm interventions will provide major improvements to the environment within this area and strengthen its character. Grays Town Park will be better connected in the town centre.

KEY PRINCIPLES

- Better pedestrian and cycling facilities on Derby Road, Clarence Road and Stanley Road and other junctions;
- Better signage and easier access into Grays Town Park;
- Re-development of vacant corner plots on Clarence Road, as well as on Stanley Road and Derby Road, these plots could potentially be attractive for self-build housing; and
- Potential to develop the Crown Road car park for housing if it becomes surplus to requirement.

6 Grays Riverside



ARTIST ILLUSTRATION OF GRAYS RIVERSIDE

SUMMARY

Grays Riverside offers a major opportunity to establish an attractive and lively riverfront for Grays.

Kilverts Field and Grays Beach Park should be joined together to form a new riverside park. An attractive riverfront promenade should be established that offers fantastic views and provides access to the water where possible and safe.

A new visitor destination should be established that attracts people to the riverside and brings life and animation to Grays riverfront. This could be the reprovided Thameside theatre, together with a restaurant, cafe and community facilities. The building should be truly special and become a new landmark for Grays.

New housing developments around the park should overlook and animate the open space and help create an attractive waterfront for Grays.

The proposed new pier supports the establishment of river bus services with the Paramount Entertainment Park on the Swanscombe Peninsula and could become a significant new waterfront attraction.

KEY PRINCIPLES

Uses

- Thameside theatre with a restaurant and cafe;
- Apartments overlooking the Riverside Park and Grays Town Wharf;
- Extension to the South Essex College; and
- Retention and enhancement of the Yacht Club.

Heights, layout and built form

- 4-6 storeys;
- Development at the bottom end of the High Street should be a maximum of 4 storeys.

“A major opportunity to establish an attractive and lively riverfront for Grays.”

Transport and Movement

- New lane to link Thames Road with Manor Way;
- Shorter and more discreet access lane to the Yacht Club;
- Potential new pier on the riverfront to enable waterside access to Grays by ferries, river taxis and pleasure boats.

Public Realm and Open Spaces

- Creation of a riverside promenade and waterfront space;
- Establishment of a connected Riverside Park; and
- Enhancement to the Town Wharf Square at the bottom of the High Street.