

# Refreshing the Thurrock Design Strategy: progress update

# This presentation...



- Overview of the current Design Strategy
- Reasons for the refresh
- Proposed revisions
- Timescales

# Current document

- Adopted in March 2017
- Supplementary Planning Document – formal status and weight
- Development Management tool
- Informs pre-application discussions and application decisions
- Important role in enhancing design quality in Thurrock

Thurrock Design Guide

Design Strategy SPD

Adopted  
March 2017

# Importance of Good Design



- Placemaking - reinforcing the character of Thurrock
- Enhancing values and contributing to economic growth
- Improving community cohesion
- Environmental protection and enhancement
- Increased accessibility – sustainable transport
- Health and wellbeing – physical and mental



# Designing in context

- Producing a robust site appraisal to inform the design process
- Understanding Place – the importance of local design influences
- Working with site features – heritage assets, topography, water features, green infrastructure, physical and hidden constraints
- Making connections – local movement network, street hierarchy, promoting sustainable transport, integrating parking
- Building in sustainability – resource minimisation, low carbon energy, surface water drainage, adaptable over time



Shared surface tertiary street that improves pedestrian and cycling connectivity in the wider area – Former Grays AFC Site, Grays

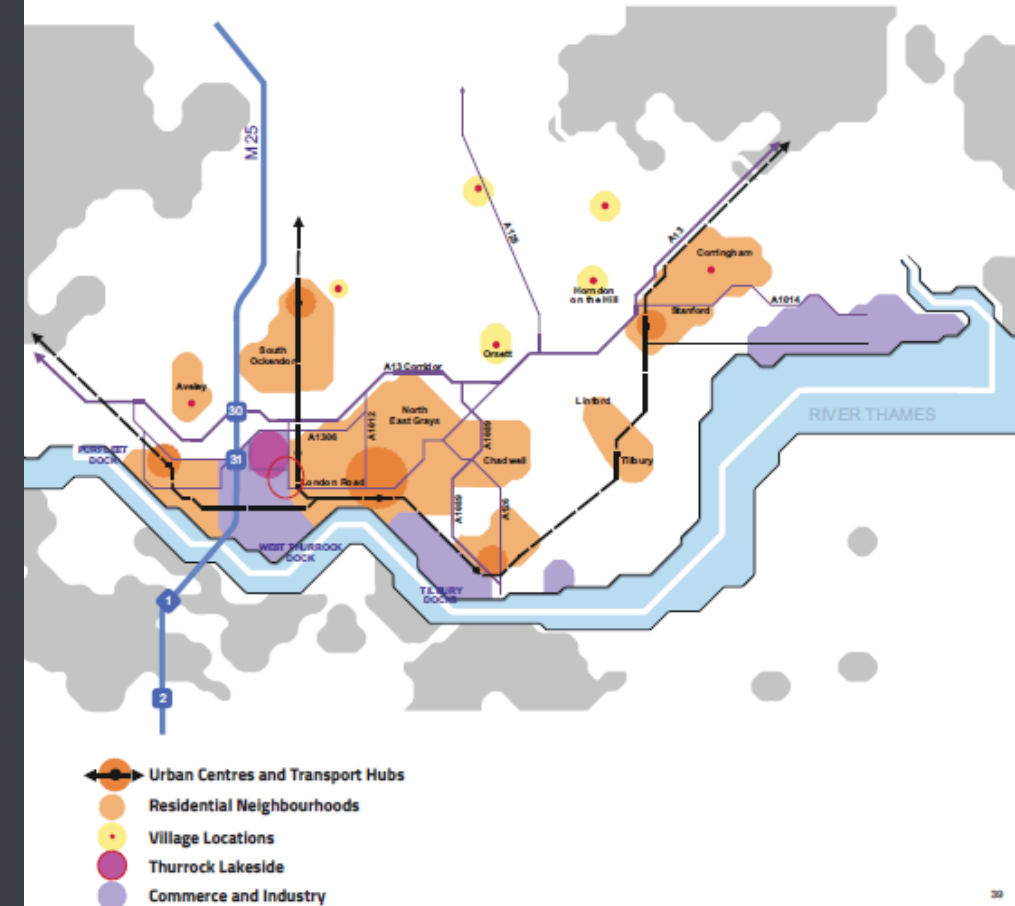
# Place typologies

- Based on existing and typical locations and place in Thurrock
  1. Urban Centres and Transport Hubs
  2. Residential Neighbourhoods
  3. Thurrock Lakeside
  4. Commerce and Industry
  5. Villages locations
- Specific guidance for each

## 4. Place Typologies in Thurrock

### Identifying Place Typologies

- 4.1 From an understanding of different locations and places in Thurrock, as well as the types of development proposal likely to come forward within the borough, five broad 'place typologies' can be identified. Each is representative of typical locations within the borough, representing a mix of different land uses at different scales and intensities. They draw on the best examples in Thurrock as well as best practice examples from elsewhere.



### One. Urban Centres and Transport Hubs

This typology encompasses town, neighbourhood and local centres and the built environment around the immediate edges of those centres. Urban centres will be characterised as mixed-use locations, the focus for retail, commercial, community and education uses, with good accessibility particularly by foot, cycle and public transport.

Locations that immediately adjoin the Urban Centres are also characterised as mixed-use locations but with secondary commercial, retail or community development together with a significant proportion of residential development, the proportion reflecting the status and size of the centre.

The typology also includes transport hubs within existing urban centres, around which more intensive forms of mixed-use development will be encouraged.

### Two. Residential Neighbourhood

This typology will form a substantial proportion of development coming forward within Thurrock. It comprises the bulk of residential-led development within which different character areas should be defined, depending on context. Residential Neighbourhoods can also include areas like mixed use neighbourhoods and local centres that would need to reflect guidance in Typology One.

Residential Neighbourhoods must provide a range of different housing reflecting local need, include a range of tenures and affordable homes, and be constructed at a range of densities depending on accessibility and location.

As a general rule, higher density development will be acceptable around locations with good public transport accessibility and a mix of commercial and community uses close by, whilst lower density development will be appropriate to provide the interface between urban and rural locations.



High density residential development at the former Pullman Tavern site in Grays



Edge of centre development, Grays



Higher density residential neighbourhood - Great Kneighton, Cambridge



Industrial facilities at Proctor and Gamble



Thurrock Lakeside



Village centre Horndon on the Hill

### Three: Commerce and Industry

This typology includes large-format retail and industrial facilities which are an important characteristic of Thurrock, particularly associated with the port activities at Tilbury, London Gateway and Purfleet. It also encompasses smaller-scale commercial and employment uses where these form part of a more comprehensive, residential-led mixed-use development.

### Four: Thurrock Lakeside

As part of the broader Commerce and Industry typology, it is important to recognise the significance of Thurrock Lakeside as an economic driver and attractor within the borough. Specific guidance is highlighted for the Lakeside area.

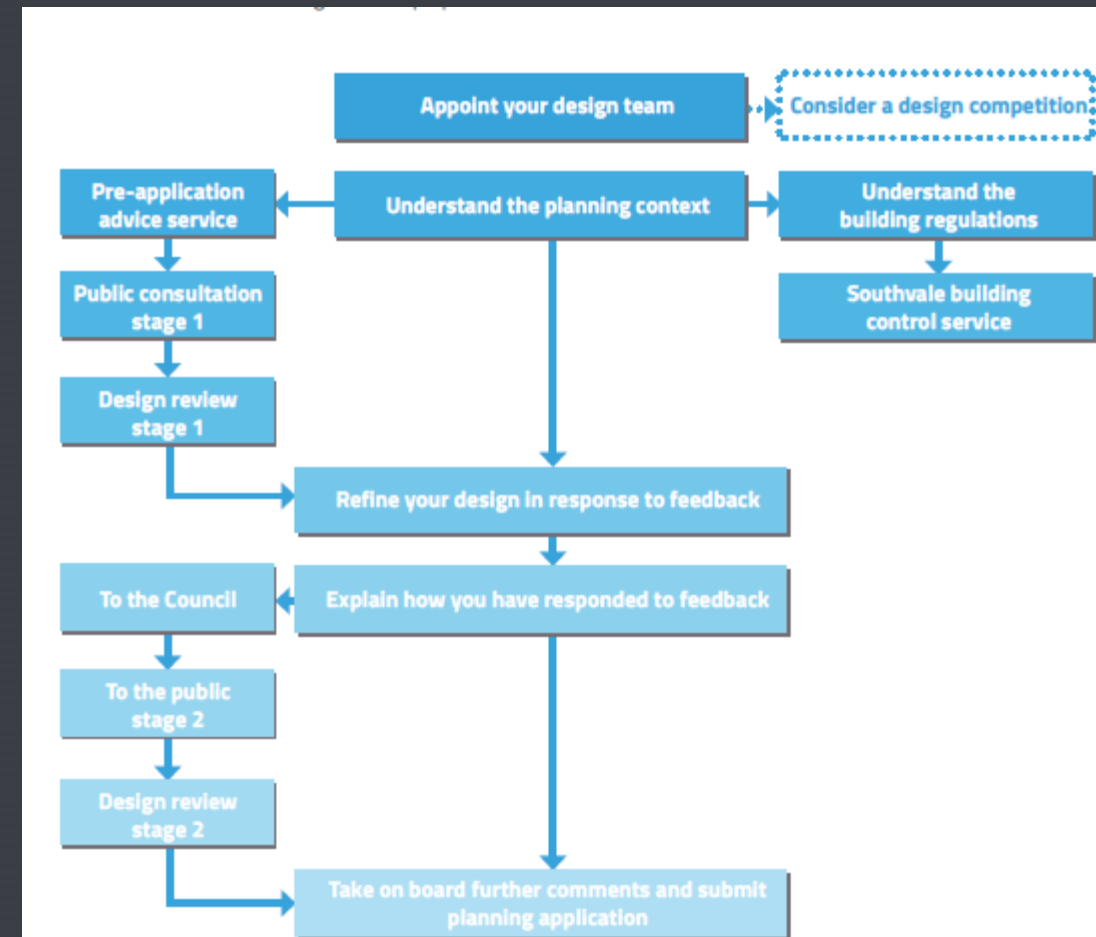
### Five: Village Locations and Rural Areas

This typology captures the variety of villages, hamlets and single dwellings that exist outside the main urban areas in Thurrock. Many of the villages have historic cores and have experienced relatively modest expansion in recent years. Although the potential for change in village and rural locations is more limited, the ability to integrate development in a way that relates well to the character of these villages and the landscapes in which they sit will be an important consideration.

# Applying the guidance



- Infill schemes - identify prevailing typology
- Large scale development or regeneration – one or more typology
- Significant development – all typologies represented
- Illustrative examples and precedents from Thurrock or elsewhere
- Development and planning process





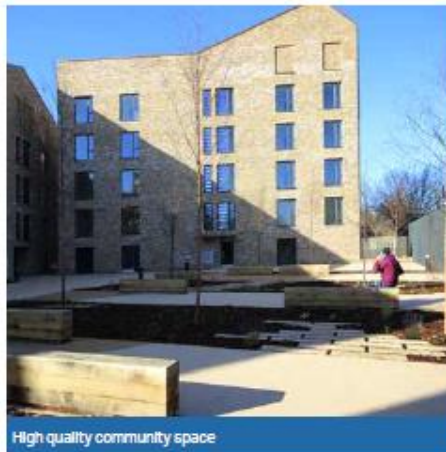


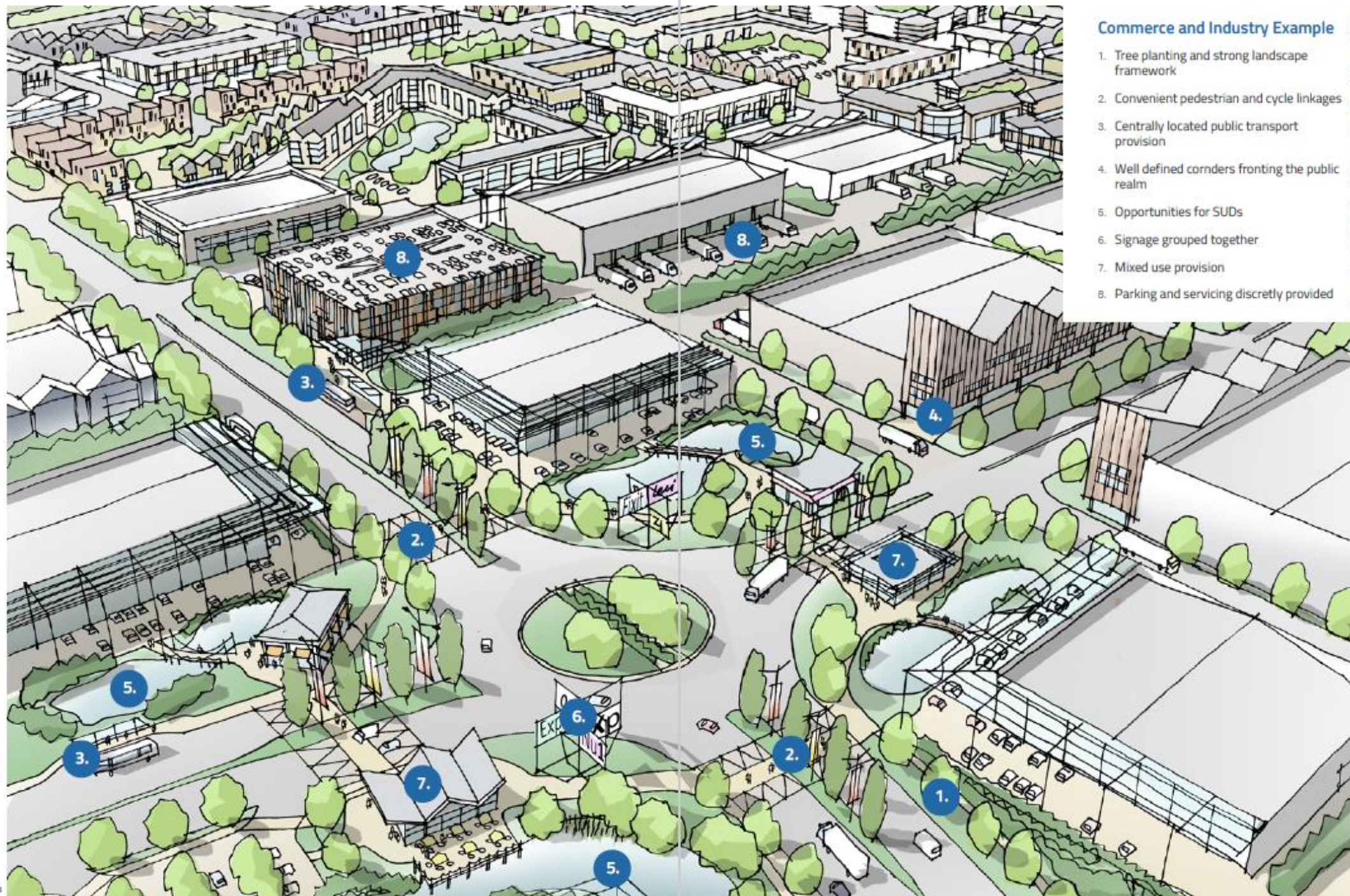
### District/Town Centre Example

1. Square provides a mix-use focal point
2. Primary street with tree planting provides access
3. Active frontages overlook public realm
4. Co-location of primary school and community facilities
5. Potential for higher density residential development

## Typology Two: Residential Neighbourhoods

- 4.11 Residential Neighbourhoods are a key typology, and will continue to represent the most substantial development opportunity within Thurrock. Creating attractive, healthy, safe and sustainable places for existing and future residents to live is a key priority for Thurrock Council.
- 4.12 Within the borough, Residential Neighbourhoods encompass a significant proportion of the existing housing stock, much of which was constructed inter-War and post-War. It provides a mix of residential development and other facilities but in places lacks a strong place identity, including the use of standard house types and cul-de-sac layouts that are not particular to Thurrock.
- 4.13 Thurrock Council wishes to raise the quality and design standards of proposed residential neighbourhoods within the borough, be that infill development or more comprehensive development proposals - a major urban extension, for example. The Design Guide will be an important part of achieving this aim.
- 4.14 In assessing proposals for new residential neighbourhoods at all scales, Thurrock Council will expect to see how the design proposals have responded to context and how the key considerations set out in Section 3 of this guide have been taken into account.





### Commerce and Industry Example

1. Tree planting and strong landscape framework
2. Convenient pedestrian and cycle linkages
3. Centrally located public transport provision
4. Well defined corridors fronting the public realm
5. Opportunities for SUDs
6. Signage grouped together
7. Mixed use provision
8. Parking and servicing discreetly provided

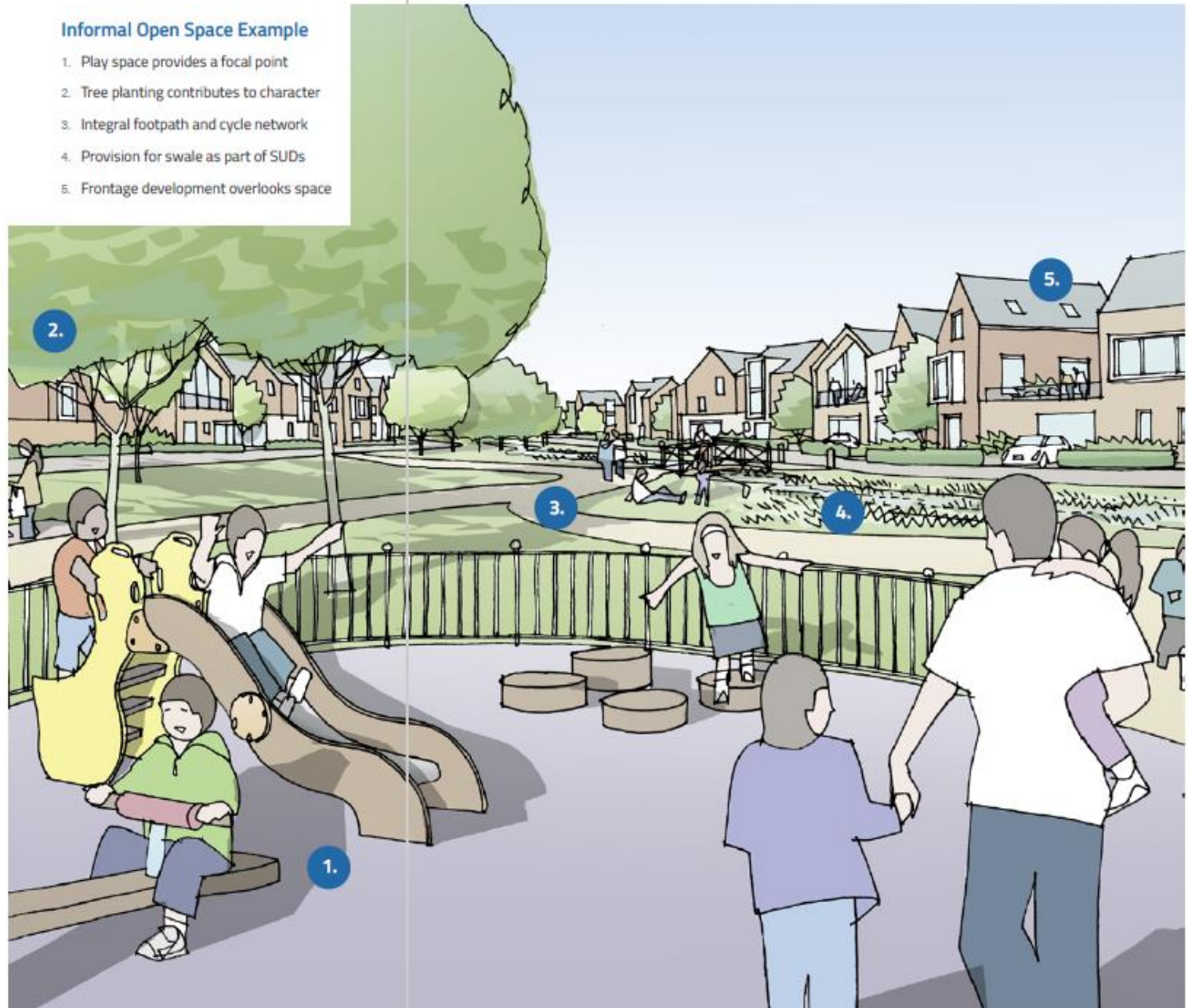
## Typology Five: Village Locations

### Key Design Requirements

1. With infill sites, new development must be able to relate successfully to the existing grain and reflect patterns and rhythms, considering, where relevant, building lines, set-backs and spacing's.
2. Development layouts will be expected to be formed to a pattern, character and appearance that is well related to the existing settlement. Design references in terms of the relationship between uses and spaces and the treatment of the public realm are key considerations.
3. A contemporary interpretation of character is encouraged to create successful designs that are locally distinctive but 'of their time'. For example, the use of mews style developments close to established village centres could be a way of increasing density without impact on the rural character of the area.
4. Self-build development plots will be governed by a robust design framework or design code establishing broad parameters within which individual design responses can be drawn up. The framework or code must be robustly informed by the design context of the wider settlement.
5. Residential streets and access to individual plots / dwellings must be sensitively designed with an emphasis on place to prevent highway design standards undermining local development character.
6. New development edges addressing the countryside must be laid out to include generous landscaping to create a development that is appropriate to the settlement and the character of the rural landscape.
7. The site boundary should be sensitive to the surrounding landscape. The boundary and edge of the development should feel a part of the rural setting. Lower density development that fronts onto the surrounding landscape and features appropriate planting will be expected. Close-boarded fences, exposed rear elevations and blank flank walls will not be acceptable design responses.

### Informal Open Space Example

1. Play space provides a focal point
2. Tree planting contributes to character
3. Integral footpath and cycle network
4. Provision for swale as part of SUDs
5. Frontage development overlooks space



# Refreshing the Strategy



- Updated policy background:
  - National Planning Policy Framework – renewed emphasis on good design
  - National Planning Policy Guidance
  - Nationally Described Space Standards
  - Local Plan update and emerging development strategy
  - Building Better Building Beautiful Review
- Additional focus on health and wellbeing:
  - Active Design (Sport England)
  - Thurrock Health and Wellbeing Strategy (2016 – 2021)
  - NHS Putting Health into Place (September 2019)

# Refreshing the Strategy

- Using more best practice examples from Thurrock
- Thurrock Regeneration Limited – leading by example
- Fully revised draft by end 2019

