

Appendix 2: Summary of Draft Framework

The Framework aims to attract people to use the town centre and to increase footfall. It promotes a holistic approach and provides a strategy for:

- a) Land Uses: The need to promote a range of community, cultural and leisure uses, offices, retail and services, and housing with the town centre and rail station area providing a focus for the development of the evening economy;
- b) Movement and Parking: Providing high levels of accessibility by improving the road network and removing barriers to movement by pedestrians and cyclists, enhancing the transport interchange at the rail station and improving the links between Grays south and the town centre;
- c) Public spaces and the public realm: Providing attractive active frontages, removing clutter, enhancing the town's appearance and providing attractive active spaces that support a range of activities in the street (street cafes, events, markets); and
- d) Complementary non-spatial strategies such as the approach to Town Centre Management and maintenance, public realm and environmental improvements, festivals, events and community activities as well as branding and promotion.

The Framework provides clear context for specific elements of delivering the vision including:

- a) Reconnecting the town with the River Thames;
- b) Developing Council and privately owned sites (potentially as facilitators of other investments) to increase residential density within and around the town;
- c) Active re-use of key buildings such as the former Magistrates Court and The State Cinema;
- d) The potential for a new theatre and cultural hub to replace the Thameside Complex, providing better accommodation in Grays;
- e) Replacement of the level crossing with an underpass and associated redevelopment of adjoining land around the rail station;
- f) Possible expansion of South Essex College;
- g) Enhancement of Grays Beach; and
- h) Implementation of transport and public realm improvements.
- i) Guidance on the design approach to each part of the town centre with storey heights between 2 and 6 storey and taller buildings being located at key points adjacent to the rail station and to open spaces.

The Framework concept plan sets out an approach for five main areas within and around the town centre:

- a) Town Centre and Rail Station:
 - i. Replace level crossing with underpass
 - ii. Redevelopment of sites around the underpass with new shop/restaurant/café units.
 - iii. Rail station relocated closer to the High Street.
 - iv. Improved public realm including a series of linked open spaces from the war memorial to the riverside

- v. Enhanced transport interchange at the rail station.
- b) Grays Riverside
- i. Improve open space areas and improve the access and links to the riverfront
 - ii. Relocate the entire yacht club.
 - iii. Residential development on Council and privately owned land
 - iv. Provision of a major attractor, possibly relocating and increasing the size of theatre at the riverfront
 - v. Aspiration for a pier
- c) Orsett Road
- i. Review of Thameside Complex
 - ii. Removal of one way system
 - iii. Improved pedestrian environment with reduced street clutter and level surfaces.
- d) London Road and Hogg Lane
- i. Simplify and reduce the footprint of road junctions at London Road and Hogg Lane
 - ii. Better pedestrian and cycle access to the town centre
 - iii. Development of Hogg lane South and Hogg Lane Roundabout area
 - iv. Development of privately owned sites to facilitate a more pedestrian friendly environment.
- e) Clarence Road
- i. Better cycling and pedestrian links to town centre
 - ii. Clearer signage
 - iii. Potential to develop the Darnley Road car park