

Conservation Area



## 5.1 Purfleet Conservation Area

The Purfleet Conservation Area, detailed in Thurrock Council's Purfleet Conservation Area Appraisal (2007), was designated in 1985. It encompasses the historic core of Purfleet, including the former area of the Purfleet Garrison and the Gunpowder Magazines, as well as Tank Lane with the chalk cliff face on the south face. The Conservation Area extends to the south-east to Church Hollow and Hollow Cottages and the densely wooded area known as Hollow Woods.

The western and central parts of the Conservation Area are characterised by areas of open space, whilst further east, along London Road, the character of the area is more residential.

Adjacent to the Conservation Area to the east and south-east are areas defined by the former quarrying and industrial uses, which disconnect the historic core of Purfleet from the areas in the east.

Section 72 of the Planning (Listed Buildings and Conservation Area) Act 1990 states that *"special attention shall be paid to the desirability of preserving or enhancing the character or appearance of"* the conservation area. The following chapter sets out how this outline application seeks to both preserve and enhance the character and appearance of the Purfleet Conservation Area.

### 5.1.1 Hollow Woods Area

The north-western part of Development Zone 1 (Hollow Woods area) is located within the Purfleet Conservation Area and incorporates Hollow Woods and Harlow Cottage







There are no Listed Buildings or buildings of Local Interest within the Hollow Woods area of the Site. However, Hollow Cottages (Grade II Listed) are located on London Road immediately adjacent to the Hollow Woods area, albeit they fall outside the PCRL development site. Botany Terrace is also outside the site area (a non-designated Heritage Asset) but is surrounded on all sides by the proposed development. The masterplan should therefore have regard to the desirability of preserving the setting of these buildings.



Figure 5.1



## KEY

	Purfleet Conservation Area
	Listed Buildings
	Non designated Heritage Asset
	Tree Protection Orders areas
	Network Rail Operational Land
	Site Boundary

1. Listed Buildings - Hollow Cottages
2. Listed Buildings - Church Hollow
3. Listed Buildings - The Royal Hotel
4. Listed Buildings - Purfleet Gunpowder Magazine
5. Non-designated Heritage Asset (Botany Terrace)
6. Harlow Cottage
7. TPOs - Hollow Wood
8. TPOs - Church Hollow
9. TPOs - Tank Hill Road
10. TPOs - Botany Quarry

## 5.2 Context - Site Analysis

### 5.2.1 Built Heritage

The Hollow Woods area of the Site contains only one structure, Harlow Cottage, that is within the Conservation Area. Harlow Cottage is located at the west end of Hollow Woods and was built in the mid twentieth century. It makes no positive contribution to the Conservation Area. The curtilage of Harlow Cottage is noted within the Purfleet Conservation Area as being predominantly landscaped open space and therefore contributes to the series of open spaces that form a major part of the Conservation Area.

Botany Terrace is located on the north side of London Road at the periphery of Purfleet, but within the Conservation Area and outside the development site. The row of six 19th century houses retains much of their original appearance and is identified within the Purfleet Conservation Area Character Appraisal as being a Significant Built Form. Whilst Botany Terrace is not situated on the PCRL development site, the Site extends entirely around existing curtilages and thus regard must be had to the desirability of preserving their setting and the contribution these buildings make to the Conservation Area as a whole.

Similarly Hollow Cottages sit outside the development site but within the Conservation Area. The significance of Hollow Cottages, listed as Grade II Buildings in the Purfleet Conservation Area, is related to their architectural form as 19th century 'alms-house' style cottages. The cottages are set back from London Road between Botany Terrace to the south-east, and Harlow Cottage and Dipping Bungalows to the north-west. Fronting onto a communal green, the terraced cottages have steeply sloping tiled roofs and prominent chimneys making their scale appear more substantial than that of single storey building. Again, regard should be had to the desirability of preserving their setting and contribution to the Conservation Area

Botany Terrace



Figure 5.3



Hollow Cottages

Figure 5.4



Harlow Cottage

Figure 5.5



Harlow Cottage - View from Church Hollow

Figure 5.6

## 5.2.2 Hollow Woods

Hollow Woods is characterised as significant open space for Purfleet Conservation Area, however the contribution of this open space to the Conservation Area has been reduced by the neglected, overgrown and poor quality woodland which has established itself through natural regeneration and changed the character and appearance of this part of the Conservation Area. Over time the Hollow Woods area has changed from being the edge of a quarrying area, to becoming an open and accessible area of allotment gardens in the 18th century and then in the late 20th century abandoned as a un-managed woodland.

They are enclosed by a close-boarded fence and tree lined boundary therefore access is limited and made difficult by dense undergrowth. The Hollow Woods, in its current state, no longer positively enhances the Conservation Area and the area has lost the local level of communal value that it might have by association with the former public allotments and open space

The Hollow Woods form the edge of the Purfleet Conservation Area and are a transition, or buffer, zone between the historic centre of Purfleet and the large areas of light industrial uses that now form the majority of the PCRL development site.

Hollow Woods is the subject of a number of Tree Preservation Orders (TPO's), primarily group and area orders but also two specimen tree orders. However, much of the dense areas of vegetation and woodland is of poor quality as it was left without maintenance. The arboricultural survey has identified groups of trees and woodland areas that should be maintained, however it is recommended that a number of trees are removed as the density and relative immaturity of much of the tree stock is reducing the quality of trees recorded on Site.



Figure 5.7



Figure 5.8



Hollow Woods

Figure 5.9

## 5.3 Opportunities for enhancement

The Hollow Woods area is essentially located between Purfleet’s historic core and the new town centre with market square and train station. The development of this area, a literal and figurative transition zone between old and new, will play a key role in the dialogue between past, present and future Purfleet.

### 5.3.1 Architectural Character

The location and the connection to nature are main features of Hollow Woods that influence the architectural character of this area. The urban form is characterised by low density and height, with a fine building grain surrounded by gardens and communal parks.

A limited number of dwellings, governed by the parameter plans, is proposed within the north and eastern part of this area beyond Hollow Woods. Development is proposed at the edge of the Conservation Area in order to preserve the central core of Hollow Woods. The scale and height of the buildings will have due regard for the Conservation Area in the west. Development will increase from 2 storey, low density development in the woodland to taller, up to 5 storeys, residential blocks to the east, beyond the boundary of the Conservation Area. The evolution of the built form acts as a transition zone between the predominantly individual dwelling houses in the Conservation Area to the west and the taller buildings around the proposed Civic centre and more dense residential areas to the east. The proposed building mass also considers the increase of density and height towards the river, and forms a buffer between the development south of London road and the Caspian Way Housing Estate in the north.

Regard will be had to the historic building forms, materials and details which contribute to the interest and character of the Conservation Area. The presiding material used within the Conservation Area is brick, colours varying between buildings constructed at different times. Older buildings used locally sourced materials, and skills, uniting the character of these historic structures with their context. Later buildings used more industrially produced materials; all of which contribute to the character of Purfleet Conservation Area. Particular reference will be made to Thurrock Council’s Purfleet Conservation Area Appraisal (2007), as well as local and national planning policy and the guidance set out in The Essex Design Guide (2005).

The architecture and material palette for the proposed development in this part of the Purfleet Conservation Area will, through good design of contemporary dwellings, enable the development to respect the historic built forms within this part of the Conservation Area and provide a link to the adjacent new town centre.



Figure 5.10

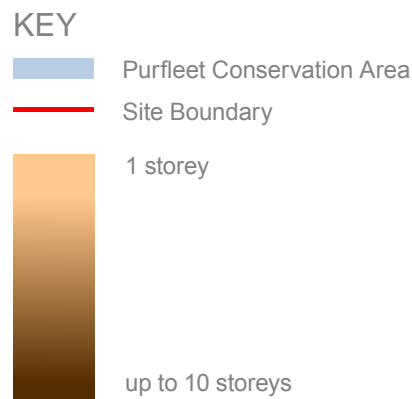


Figure 5.11

### 5.3.2 Landscape Character

Whilst parts of the existing Hollow Woods would be cleared to improve the quality of the retained woodland, additional native planting will enhance the wildlife and nature conservation value of the area. Careful management will enhance the contribution Hollow Woods makes to the Conservation Area and improve the amenity value of the woodland with the provision of public open space and secondary paths within parts of the Hollow Wood site. Where possible groups of mature trees protected with TPO's are incorporated into the proposal.

Harlow Cottage, which makes no positive contribution to the Conservation Area, will be demolished as part of the redevelopment. The Harlow Cottage site remains as a green space and is enhanced to make a positive contribution to the network of open spaces within the Conservation Area. Its demolition will provide the opportunity for provision of an enhanced open space linking the Hollow Woods Park to the substantial open space of Church Hollow to the north and strengthening the landscape strip running through the Conservation Area. Within that open space it is also proposed to locate a locally equipped area for play for both existing and new residents of the wider area providing active public access and use of the area again.

At the east end of the Hollow Woods area, the Orchard Walk celebrates its location as the termination of this landscape network within Purfleet Conservation Area. As a place for all residents to enjoy, it provides an opportunity for community engagement

within the immediate and wider vicinity, reinstating the public use historically found here with the public allotments. Located just beyond the boundary of the Conservation Area, Orchard Walk will enhance the edge of the Hollow Woods area and positively benefit the transition from the more residential character of the Conservation Area and the proposals within it to the higher density development proposed to the east, beyond the boundary of the Conservation Area.

The sequence of these communal parks forms an east-west green route through the residential area of Hollow Woods that increases the connectivity between the new town centre and the station with the existing centre of Purfleet, the western entry to Tank Lane, Tank Hill Road, The Garrison Estate and further west the RSPB nature reserve. The Conservation Area becomes an integral part of a permeable urban network that promotes walkability and modal shift.

The scheme for the Hollow Woods area responds positively to the qualities of the Conservation Area and enhances the setting of the listed buildings, whilst reinforcing the connections to other areas of Purfleet Centre Regeneration site.



Figure 5.13



Figure 5.14

# 5.4 Design Parameters

## Land Use

Residential development within Hollow Woods forms a transition zone between the proposed mixed use areas and Civic Centre, and the adjacent residential areas of Church Hollow and Caspian Way. The provision of a new amenity green space is also a key consideration for the neighbourhood, enhancing public access to Hollow Woods. Development is restricted to the edge of the Hollow Woods area, preserving the quieter character of the woodland behind the Hollow Cottages.

### KEY

- Strategic Open Space
- Strategic Landscape
- Residential Areas
- Mixed Use Areas
- Mixed Use Areas, incl. Rail Station
- Utilities

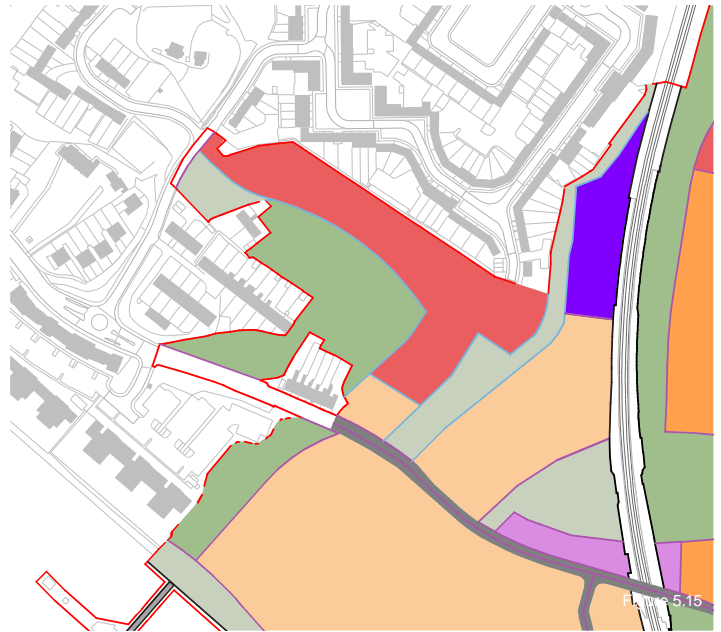


Figure 5.15

## Building Heights

The heights parameter drawing allows for buildings of up to 5 storeys which when considered with the proposed density for the area, provide the flexibility to respond to the context by relating to either the taller buildings planned east and south of the area (beyond the Conservation Area) or the lower existing buildings of the adjacent areas. Development will have regard for, and respond to, the low density and heights of the Conservation Area in the west preserving the character of the Conservation Area. The parameter plans allow for flexibility in this area to enable detail design to positively, and appropriately, manage the transition of development in this area.

### KEY

- <5m APL, Up to 1 Storey
- <8m APL Up to 2 Storeys
- <20m APL, Up to 5 Storeys
- <30m APL, Up to 8 Storeys
- <40m APL, Up to 10 Storeys



Figure 5.16

### Sectional representation of the Building Heights Parameter Plan

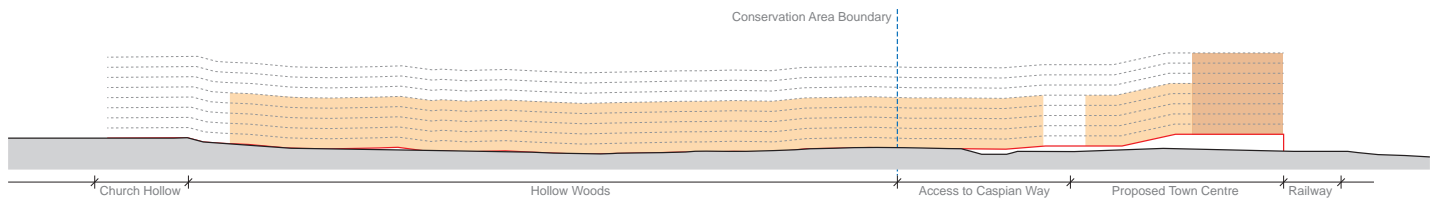


Figure 5.17

## Landscape and open space

The three key public open spaces of the area – Hollow Woods Park, Play area and Orchard Walk – complete the landscape strip, and at the same time create opportunities for organized recreation in a natural outdoor environment. This series of open spaces preserves and enhances the network of open spaces found within the Conservation Area, and becomes the key to linking the new development with the existing communities to the west of Purfleet.

### KEY

- Public Open Space
- Strategic Landscape
- Private space



Figure 5.18

## Residential Density

The gradual intensification within the Hollow Woods residential area ensures the transition from the urban network from the low scale sub-urban Conservation Area to the central high density of the core of the masterplan. Within the Conservation Area the density is low, which limits the overall number of dwellings that can be included within the woodland. These density limits, combined with the land use plan, keep development to the edge of the woods, preserving the character of the southern part of Hollow Woods and the boundary with Hollow Cottages.

### KEY

- 200 Habitable Rooms/ha
- 400 Habitable Rooms/ha
- 600 Habitable Rooms/ha

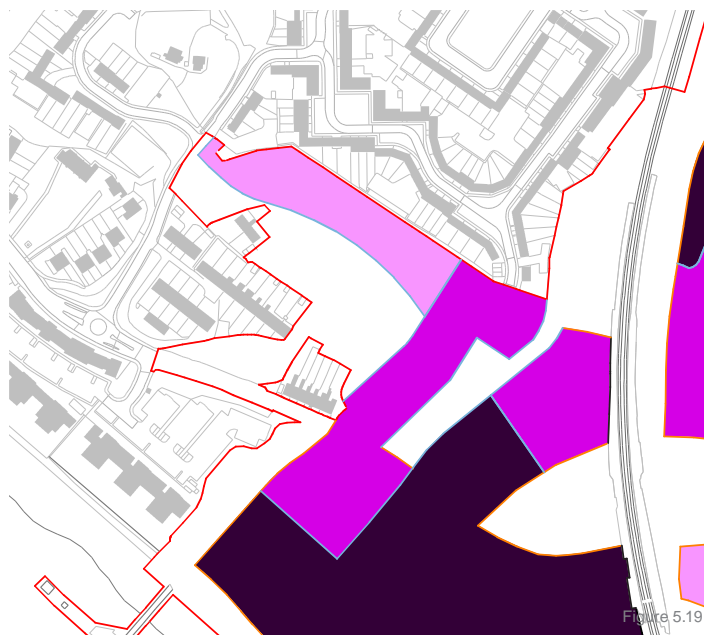


Figure 5.19

### Sectional representation of the Density Parameter Plan

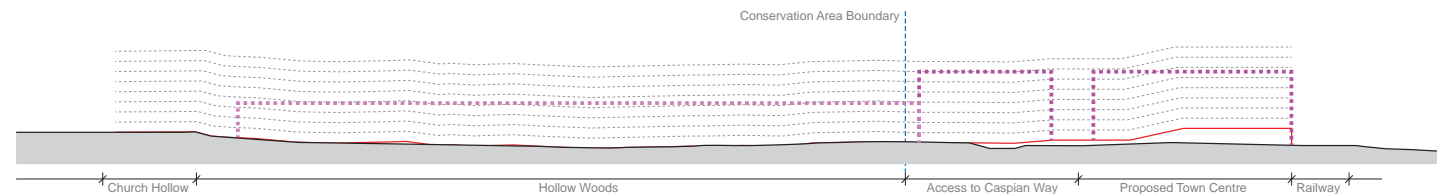


Figure 5.20

### Massing transition aspiration

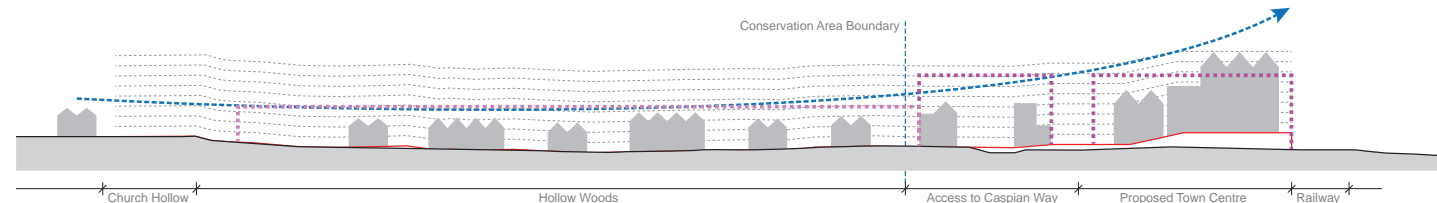


Figure 5.21

## 5.5 Illustrative Masterplan



1. Hollow Woods Residential
2. Hollow Woods Park
3. Hollow Woods Play Area
4. Orchard Walk
5. Hollow Cottages
6. Botany Terrace
7. Church Hollow
8. Caspian Way Estate
9. Civic Center West
10. Market Square
11. Rail Station

The illustrative masterplan presented in these pages describes a potential implementation of the design principles and parameters outlined with this application, in a scheme that would fulfil all the aspirations envisioned for the Hollow Woods neighbourhood.

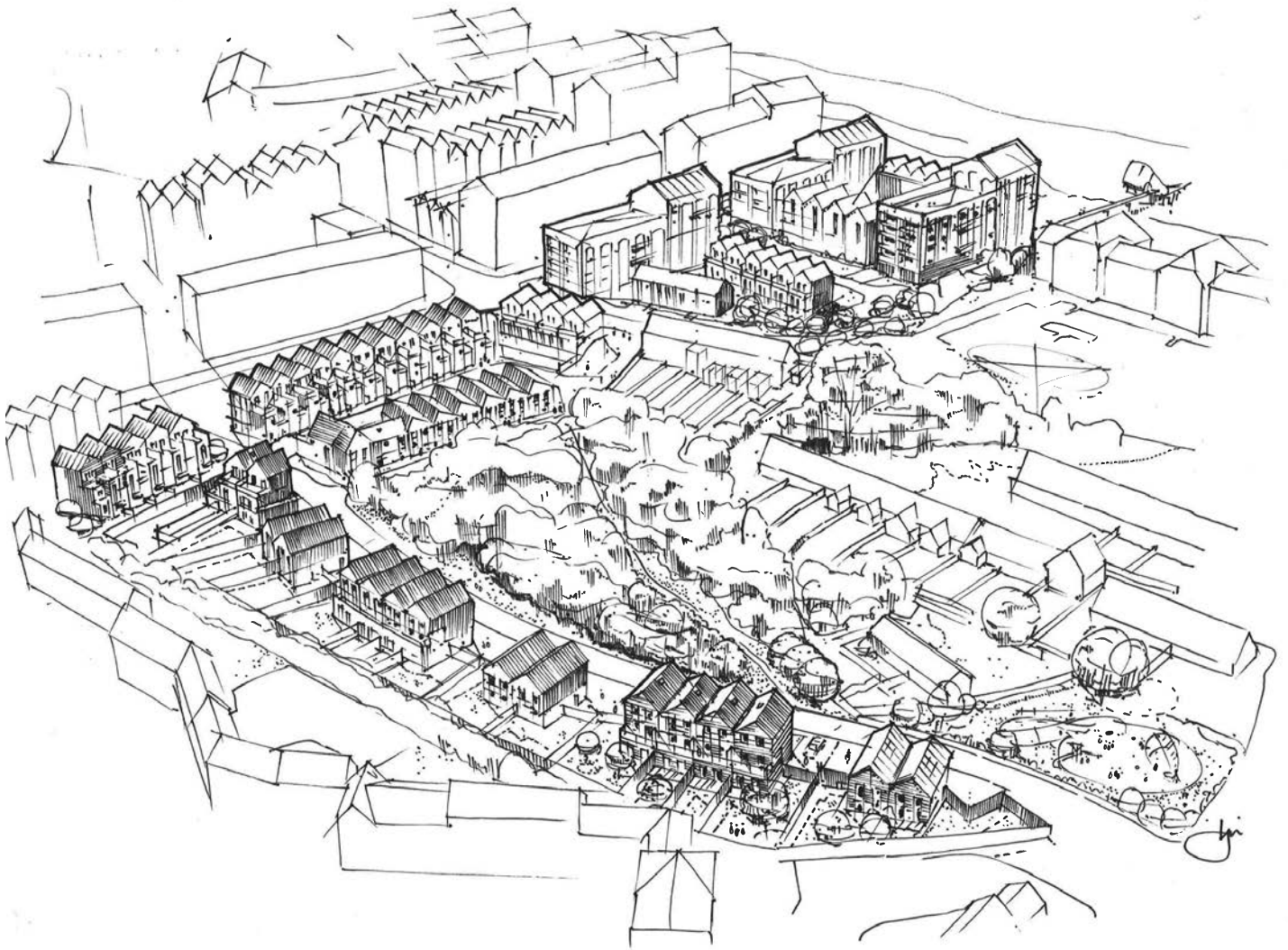


Figure 5.23



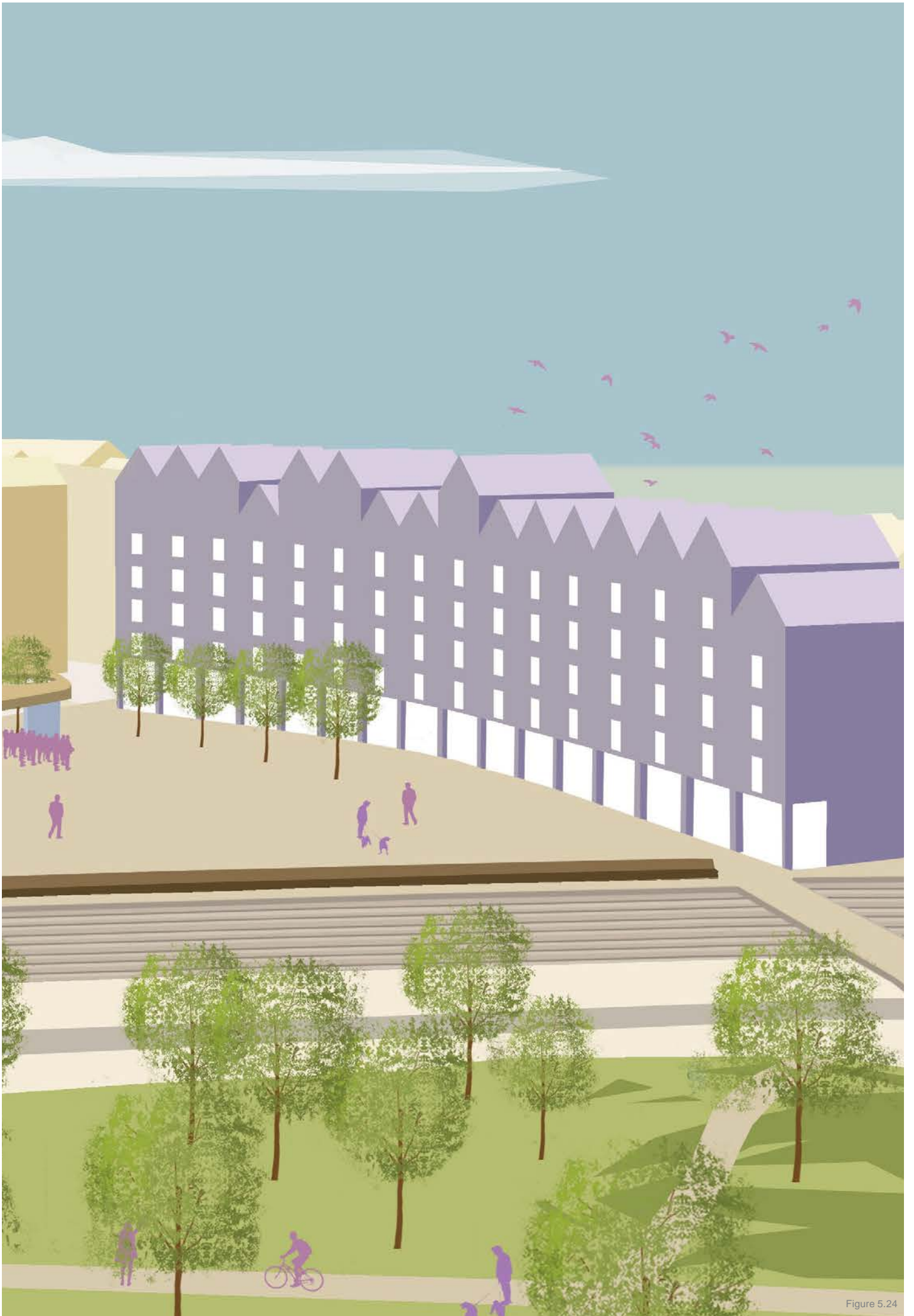


Figure 5.24

# Image credits

## Executive Summary

### 1.1 Purfleet Masterplan Proposal

Image produced by Exterior Architecture

## 1. Ambitions & Scope

### 1.2 Scheme Application Structure

Image produced by KSS Design Group, 2017

### 1.3 DAS Diagram

Image produced by KSS Design Group, 2017

### 1.4 Purfleet Riverfront Looking West

Photograph taken by KSS Design Group, 2016

### 1.5 Rivington Place

Urban Catalyst, 2017. <http://www.urbancatalyst.co.uk/rivington-place.html>

### 1.6 Barking

Urban Catalyst, 2017. <http://www.urbancatalyst.co.uk/barking.html>

### 1.7 Craylands Estate

Swan/NuLiving, 2017. <http://www.swan.org.uk/home/news/planning-permission-granted-on-swan%E2%80%99s-regeneration-of-craylands-estate-in-basildon.aspx>

### 1.8 Barking 380

Image supplied by Swan/NuLiving

### 1.9 Purfleet World Map

Image supplied by Kyanite Advisers, sourced from statement of community involvement document.

### 1.10 PCRL Public Consultation

Photograph taken by KSS Design Group, 2016

### 1.11 Community Involvement Diagram

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### 1.12 PCRL Digital Media Followers

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Image produced by KSS Design Group, 2017

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Image produced by KSS Design Group, 2017

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Image produced by KSS Design Group, 2017

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Image Produced by KSS Design Group, 2017

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Sketch by local residents of Purfleet, 2016

### 1.21 Conceptual Sketch

Sketch by local residents of Purfleet, 2016

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Photograph by KSS Design Group, 2016

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### 1.24 Conceptual Sketch

Sketch by local residents of Purfleet, 2016

### 1.25 Conceptual Sketch

Sketch by local residents of Purfleet, 2016

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Sketch by KSS Design Group, 2017

### 1.27 Riverside View of Purfleet

Sketch by KSS Design Group, 2017

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Image produced by KSS Design Group, 2017

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Photograph by KSS Design Group, 2016

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Image source available on request

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Image produced by KSS Design Group, 2017

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Image produced by KSS Design Group, 2017

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Kinetika, 2015. <http://www.kinetikaonline.co.uk/site/thurrock-100-stories-2016/>

**2.52 Dracula**

Image source available on request

**2.53 Proposed London Road**

Image produced by KSS Design Group, 2017

**3. Strategies****3.1 Rural Urban Transect**

DPZ Partners LLC, 2016. <http://www.dpz.com/Initiatives/Transect>

**3.2 Natural Zone**

Devon Contemporary Photography ( The wildlife trusts), 2017. <http://www.wildlifetrusts.org/wildpicnics>

**3.3 Rural Zone**

Bell Phillips Architects, 2014. <http://www.bellphillips.com/project/st-chads/#slider-1>

**3.4 Sub-Urban Zone**

Pollard Thomas Edwards, 2014. <http://pollardthomasedwards.co.uk/project/the-avenue/>

**3.5 General Urban Zone**

Cate St Hill, 2013. <http://www.bdonline.co.uk/maccreanor-lavington-unveils-barnet-housing-scheme/5059767.article>

**3.6 Urban Centre Zone**

Levs Architecten, 2013. <http://levs.nl/projecten/>

**3.7 Urban Core Zone**

Brett Boardman, 2013. [https://design100.com/d100/showcase\\_details.asp?ID=12071](https://design100.com/d100/showcase_details.asp?ID=12071)

**3.8 Existing Built Form Density Concept Diagram**

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Image produced by KSS Design Group

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Image produced by KSS Design Group

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Sketch by KSS Design Group, 2017

**3.94 Principles of Active Design**

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**3.95 Active Design Key Facts**

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**3.96 Purfleet Proposed Streets**

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**3.97 Green Infrastructure/ Open Space Network**

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**3.98 Background Studies – Approach 1**

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**3.99 Background Studies - Approach 2**

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**3.100 Background Studies – Approach 3**

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**3.103 Existing Habitat**

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**3.109 Purfleet High Street**

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**4.2 Purfleet 2013 Masterplan**

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**4.3 Purfleet December 2015 Masterplan**

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**4.4 Purfleet May 2016 Masterplan**

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**4.5 Radial Pattern**

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## 4.36 Building Heights

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## 4.37 Urban Fabric

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e. Urban blockland

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## 4.124 Greenway Character Plan

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- a. Illustrative perspective view: North Village Link. Exterior Architecture
- b. Linear SuDS elements. Ajoa, 2015. <http://www.landezine.com/index.php/2015/02/martin-luther-king-park-by-atelier-jacqueline-osty-associés/>
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### 4.131 Planting

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### 4.132 Planting

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### 4.133 Lighting

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## 4.134 Proposed Street

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## 4.135 Market Square

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## 5. Conservation Area

### 5.1 View of Church Hollow from Tank Lane

Photograph taken by KSS Design Group, 2016

### 5.2 Extract from Key Constraints Plan

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### 5.3 Photograph of Botany Terrace

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### 5.4 Photograph of Hollow Cottages

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### 5.5 Photograph of Harlow Cottage

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KSS Design Group, 2016

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### 5.11 Surrounding building heights

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### 5.14 Sketch of Hollow Woods Play

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### 5.17 Sectional representation of Building Heights Plan

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### 5.24 Town Square

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