

3.5 Photographic Context Survey



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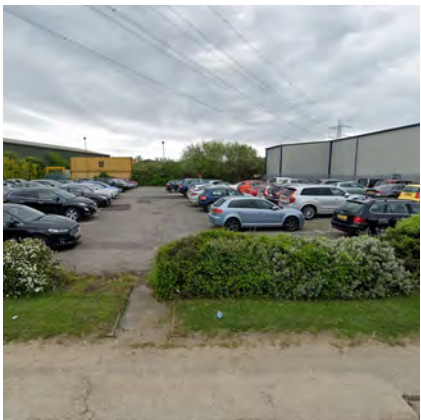
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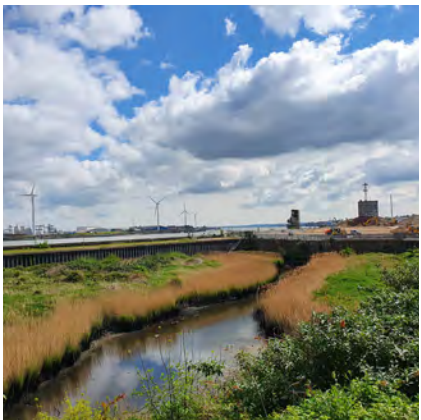
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3.5 Photographic Context Survey



Red line boundary location is approximate in this aerial photograph.

3.6 Historical Context

Overview

Northfleet has a rich history which has influenced the development of the proposal and will be commemorated in the new development through landscape interventions, architectural expression and public art.

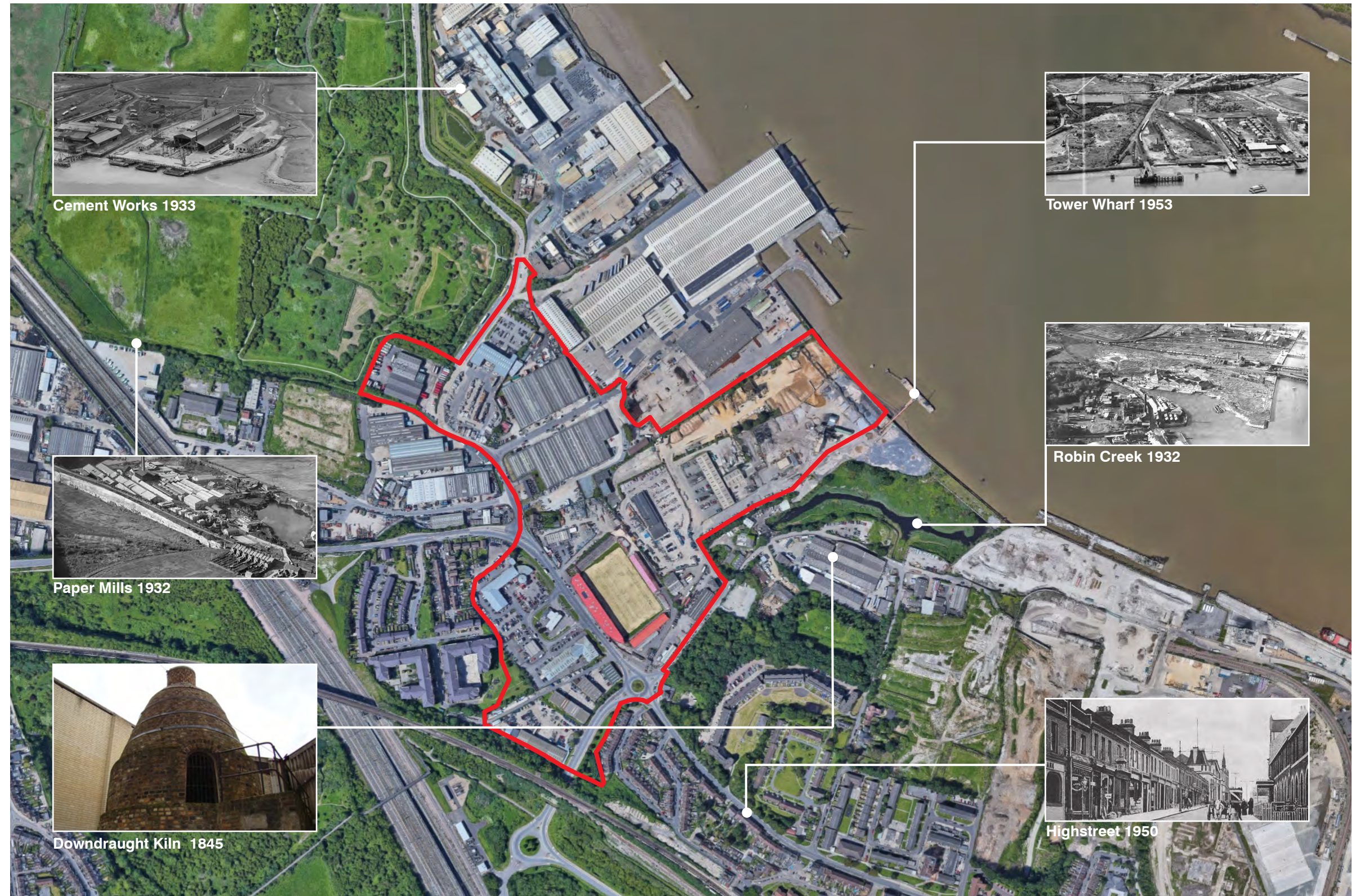
There are no statutory listed heritage assets within the site boundary but adjacent to the site there is a primary historical feature of the Downdraught Kiln on Grove Road.

Northfleet Harbour was one of the earliest usable marine facilities due to its bed of impervious solid chalk.

Historical evidence of temples, a villa and burial grounds demonstrate that the harbour was in use during Roman times whilst the discovery of a rare water wheel points towards continued use during Saxon times.

During the 16th Century, British monarch's visited the harbour to stay at Orme House located on its banks and by the 18th century the Ebbsfleet River and harbour were being used for industrial processes.

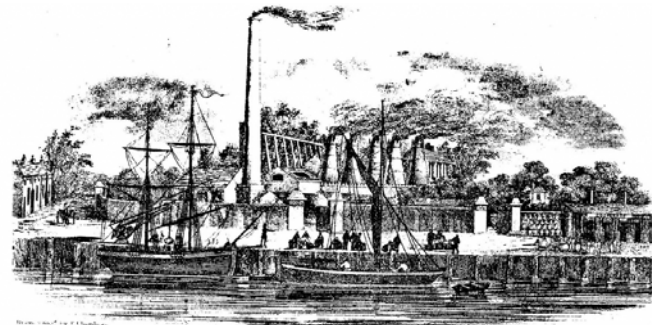
Initially, a flour mill was constructed that was later converted to cement production.



3.6 Historical Context

Northfleet Through the Ages

The site and surroundings have been documented several times since the 1600's beginning with a painting believed to depict Orme House formerly used by the Royal visitors and evolving into documentation of the different industrial endeavours and breakthroughs. The stonebridge road stadium was constructed in 1946 marking the formation of Ebbsfleet Football club which remains a core element of the site today.



Robins and Cox Cement Mill

The illustration of Robins and Cox Cement Mill where its history dated back to the 1790s when James Parker set up kilns on Northfleet creek to make roman cement. The site is now world-renowned as the birthplace of Portland Cement.

Terraced houses on factory road

The emergence of the cement industry led to masses of workers' terraced housing (which can still be seen in Factory Road) and the necessary retail shops that totally changed this rural scene in the latter three decades of the 19th century

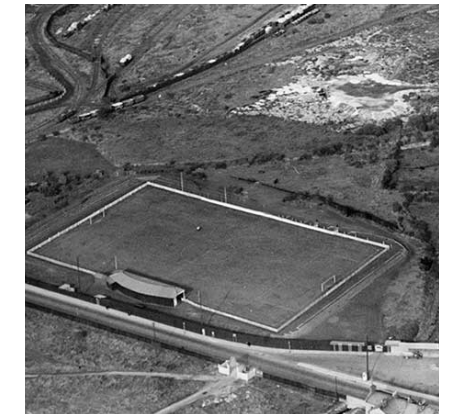
Demolition of Orme House

In 1872 Orme House, Northfleet, was demolished to make way for the expansion of Knight, Sturge & Bevan's cement works.



Bowaters paper mill

Bowaters paper mill was built and was incorporated as a subsidiary to erect the mill and supply newsprint paper.



Stonebridge Road Stadium

The Stonebridge Road ground was formed in 1946, following the merger of Northfleet United and Gravesend United. It was renamed Ebbsfleet United in 2007.



Harbour Painting - Orme House

Painting from Elizabethan and Georgian eras show us the use of the Harbour in times gone by. The building in the background is believed to be Orme House where is known to have been visited by reigning British monarchs.



Shipyards of Northfleet

Northfleet was by 1800 the home of numerous shipyards which had produced many fine vessels. The first ship launched from here on 2nd November 1789 and the site grew to incorporate seven shipbuilding slips and a dry dock. The dockyard constructed numerous ships for the British Government during the Crimean War, in addition to sailing and steam vessels for overseas administrations and merchant navy shipping lines



Northfleet Railway Station

Northfleet railway station opened in 1849 as part of the extension of the North Kent Line from Gravesend to London



The Factory Club

The Factory club was built in 1878 by Parr and Strong for the workers at Bevans Cement Works as a recreational room for workers



Old tunnels act as bomb shelter during WW2

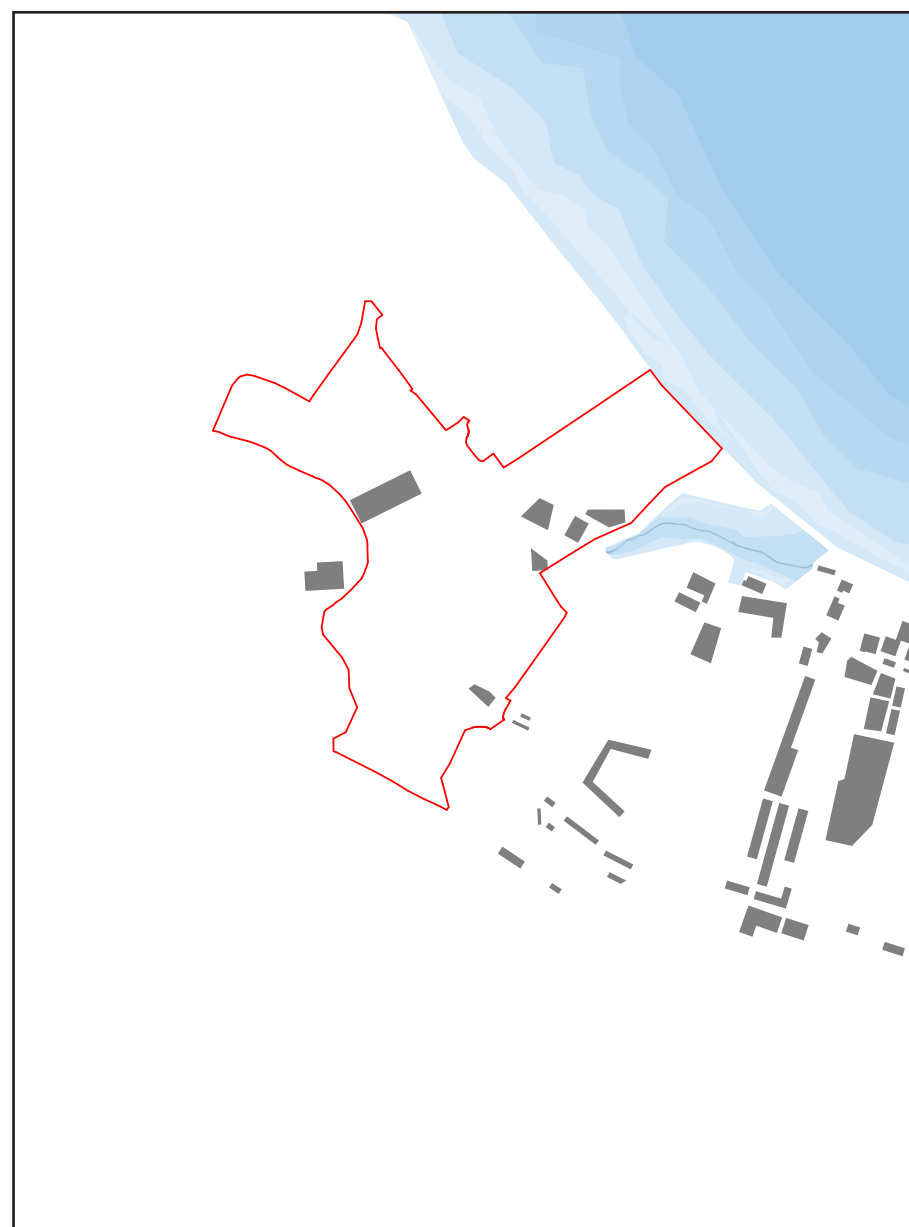
Each night, a mouth organist would perform as a prelude for the scores of Northfleet families who went to bed wondering whether the chalk seams would collapse above their heads.

3.6 Historical Context

Built form progression

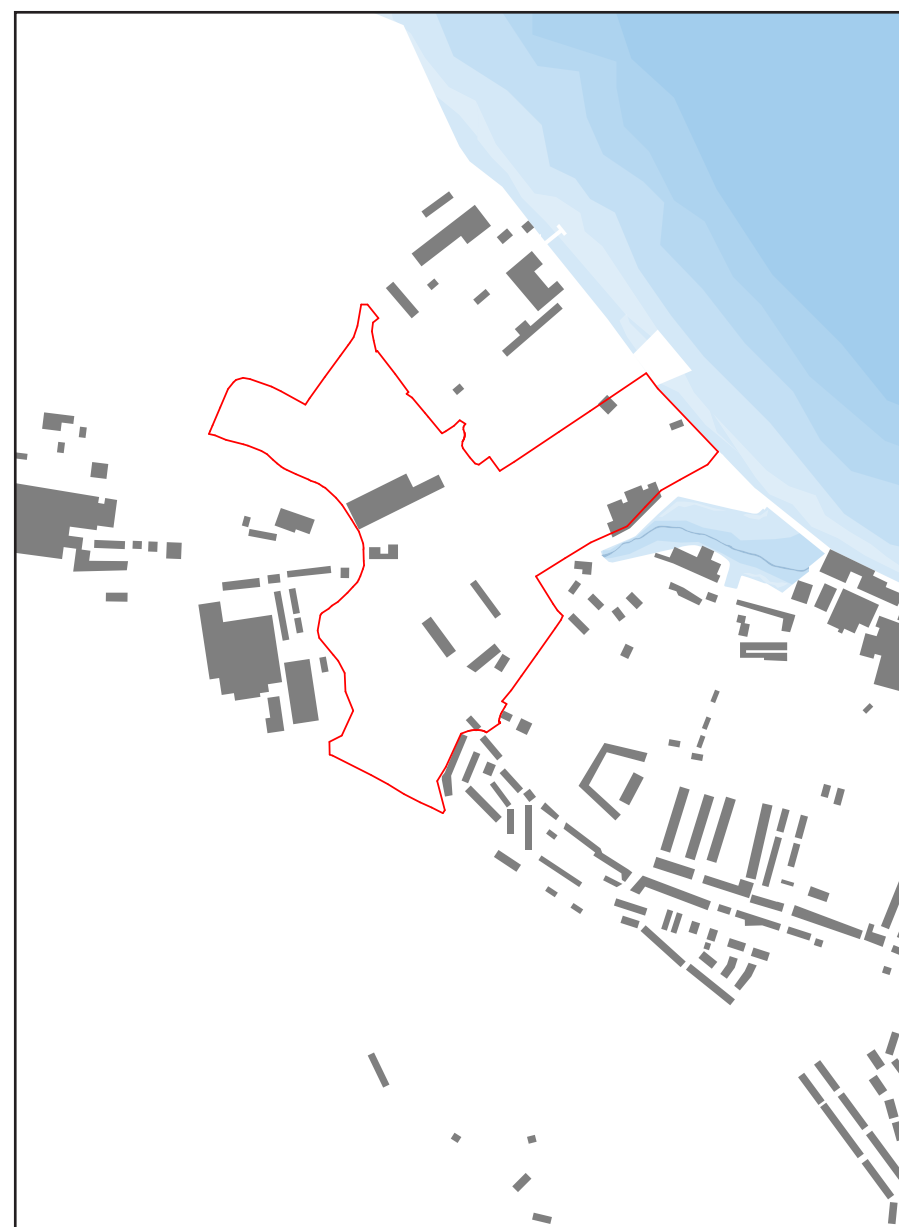
1860s

By the 1860's Northfleet harbour and town were relatively undeveloped with only the Robins and Cox cement mills, Orme house and short stretches of townhouses which heralded the creation of the High Street. The site was largely focussed around Robins Creek with Northfleet and Botany Marshes forming the remainder of the site.



1960s

By 1960 development around the site had begun in earnest with the introduction of the Bowaters paper mills, the Revan Cement works and the Ebbsfleet United football club grounds. The High Street had been fully united with The Factory Club for local workers at its head.



Contemporary

Today the site is comprised mainly of large-scale industrial buildings which continue to the north with the integration of Seacon and Britannia smelting works. Cement and aggregate businesses have remained in the area flanked by several other light industrial uses. The Ebbsfleet stadium has been developed and additional residential developments have expanded Northfleet to the east.



3.6 Historical Context

Architectural heritage

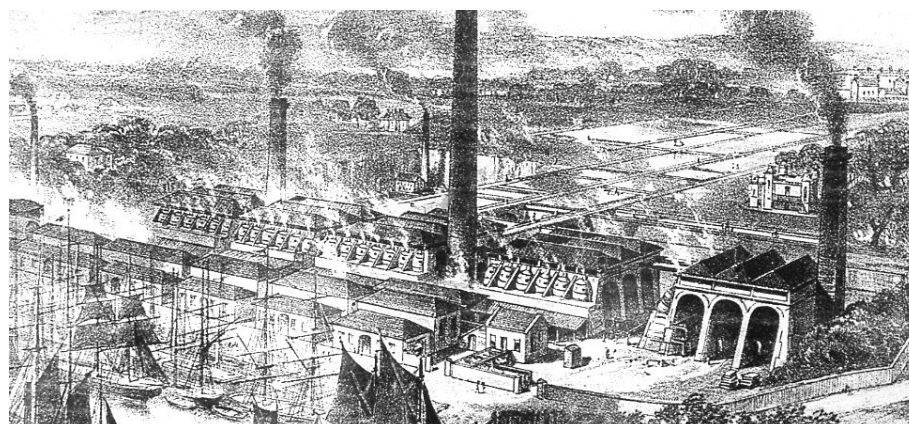
The architectural heritage on and around the site is distinct and highly varied - characterised largely by the industrial nature of the area. Owing to the variety of industries typical architectural forms have varied from traditional kilns used in the paper mills to the chimneys and continuous roof lines found in traditional cement factories.



In addition to the industrial buildings are the social and residential buildings associated with the historical factories such as The Factory Club building and worker housing from cement factories. These distinct buildings provide inspiration for the details and materials utilised within the evolving masterplan as demonstrated overleaf.



Existing buildings on site integrate alternative materials which are hard wearing and more contemporary in style. Inspiration can be taken from the variety of forms, colours and textures employed and sustainable reuse of the materials on site should be carefully considered where appropriate.



3.7 Emerging Context

The site has been identified within the Gravesham Local Plan Core Strategy 2014 as an opportunity area (*Northfleet Embankment and Swanscombe Peninsula East Opportunity Area*)

Within the emerging context other developments have been proposed such as Ebbsfleet Garden City which aims to provide;

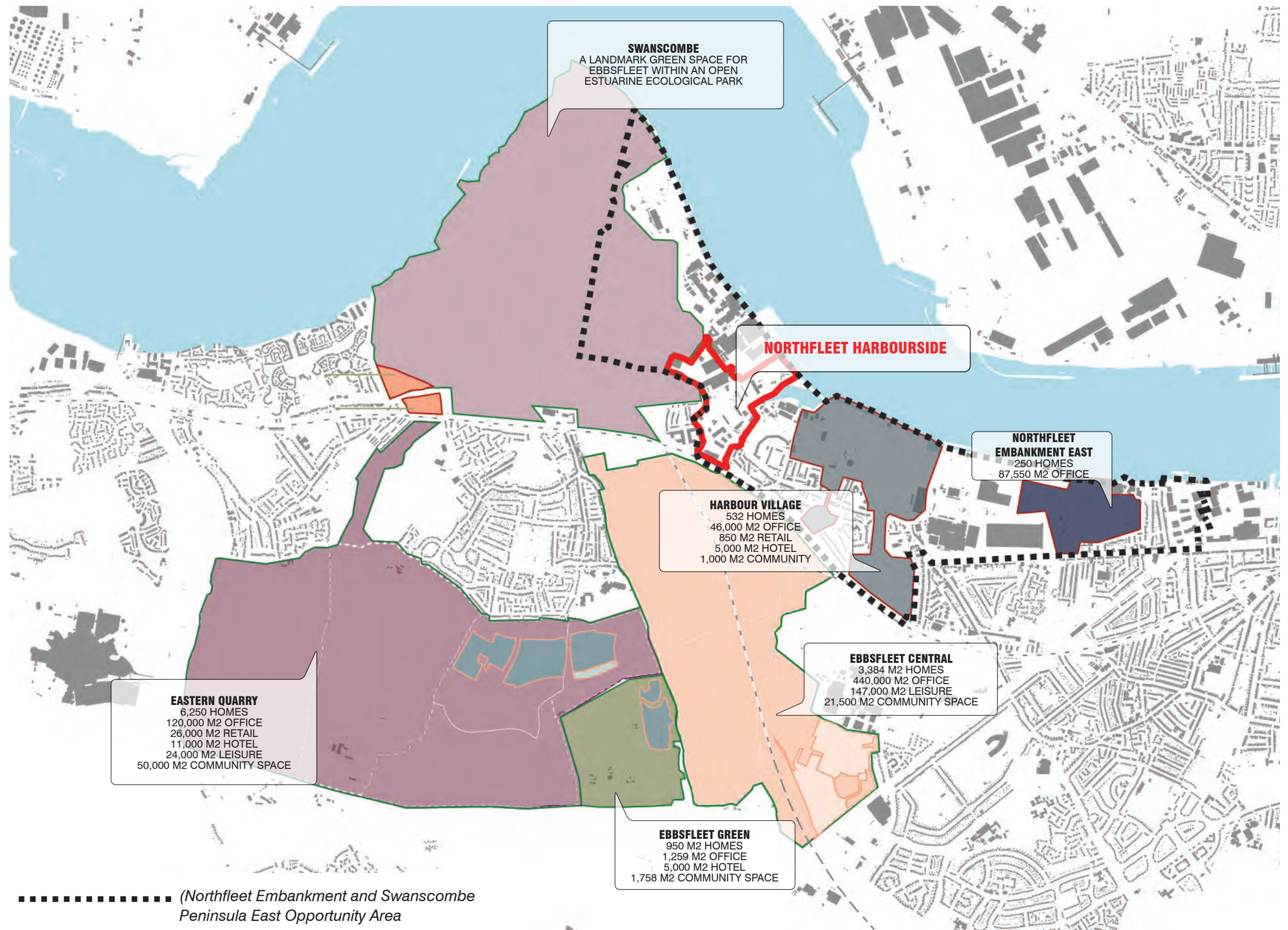
- Quality homes and neighbourhoods
- Enterprising Economy
- Connecting people and places
- Creating healthy environments
- Optimizing the civic community
- Implementing resilient & sustainable systems

It is clear this part of Gravesham has the potential to deliver a steep change in the opportunities available to the local population, delivering and extension of the local community and delivering new homes and jobs.

Northfleet Harbourside proposes to optimise the potential of its location within the opportunity area of Northfleet Embankment and Swanscombe Peninsula East.

Ref. Ebbsfleet Garden City Implementation Framework Summary 2017

Ref. Gravesham Local Plan Core Strategy December 2012



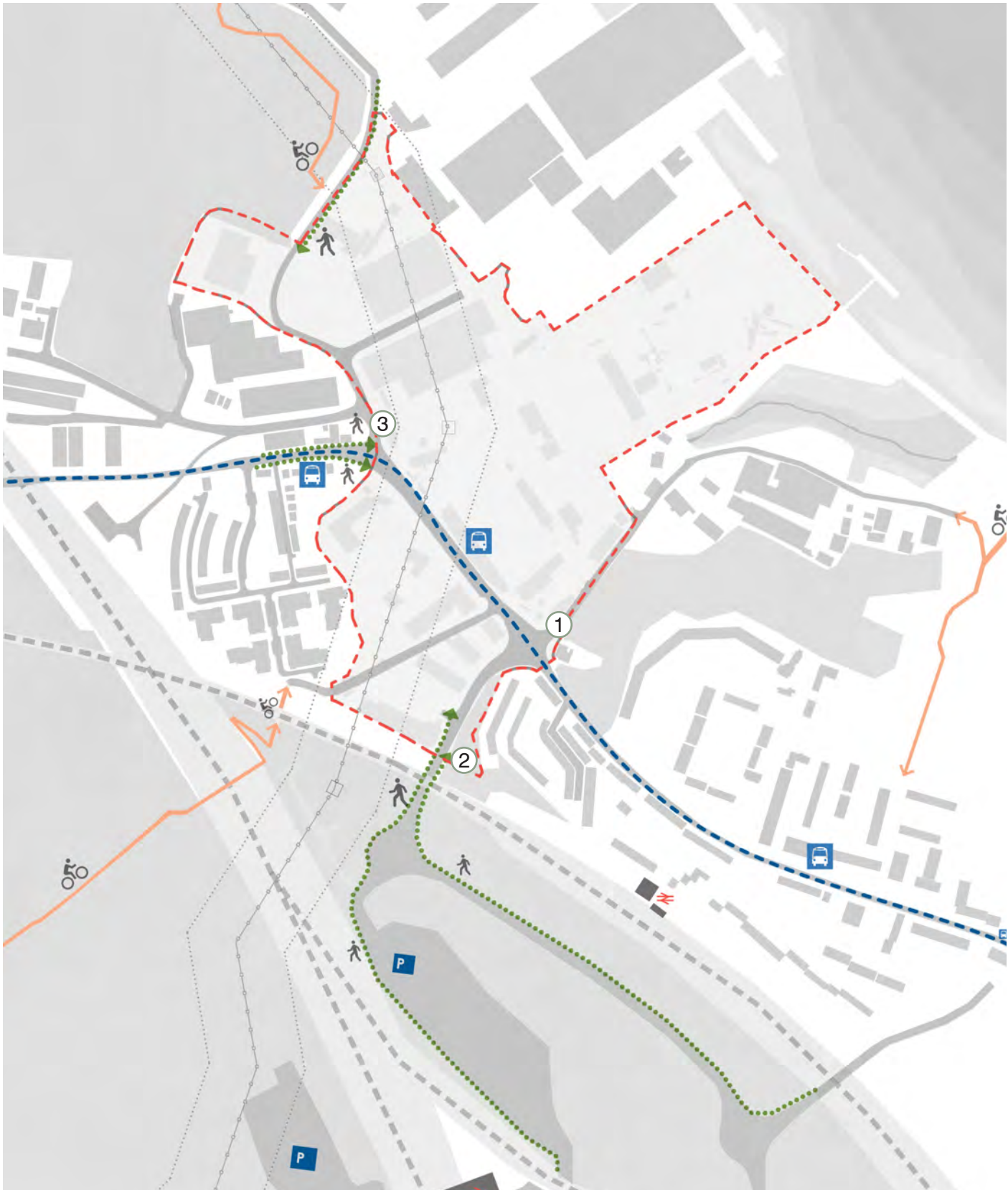
3.8 Site Analysis

Access

The site is located on the edge of the Thames and is accessible via rail, bus, bike, car and foot. There are existing internal routes which run through and stop within the site leading to both Galley Hill and Northfleet High Street and several cycle and pedestrian routes which lead into the site. The industrial nature of the site means that existing routes cater predominantly to heavy goods vehicles and are often navigated at high speeds. Access by rail is facilitated by both Northfleet station (c. 7 minute walk from existing stadium) and Ebbsfleet International (c.10 minute walk from the existing stadium) providing access to Gravesend & Dartford and London & Sandwich respectively. Overall the site is highly accessible but suffers from the high frequency of heavy goods vehicles entering and leaving the area.

- ① Site access from Northfleet
- ② Site Access from Ebbsfleet international train station
- ③ Site Access from Galley Hill

- ● ● ● ● ● ● Pedestrian walkway
- ← - - - - - → Public bus route
- — — — — Train routes
- Cycle path



01. Local map showing access modes across the site and broader context

3.8 Site Analysis

Landscape

The site is surrounded by various landscape features, most notably the Swanscombe marshes and Robin’s creek and the Thames River, which forms an important part of the site’s heritage and Grove Road woodland.

The site itself comprises brownfield land with incidental landscaping. It is industrial in nature with the only exception provided by the grounds at Ebbsfleet football club stadium. Surrounding residential properties provide small pockets of associated landscaping whilst the land to the South currently provides a green buffer between Northfleet and the international railway line.

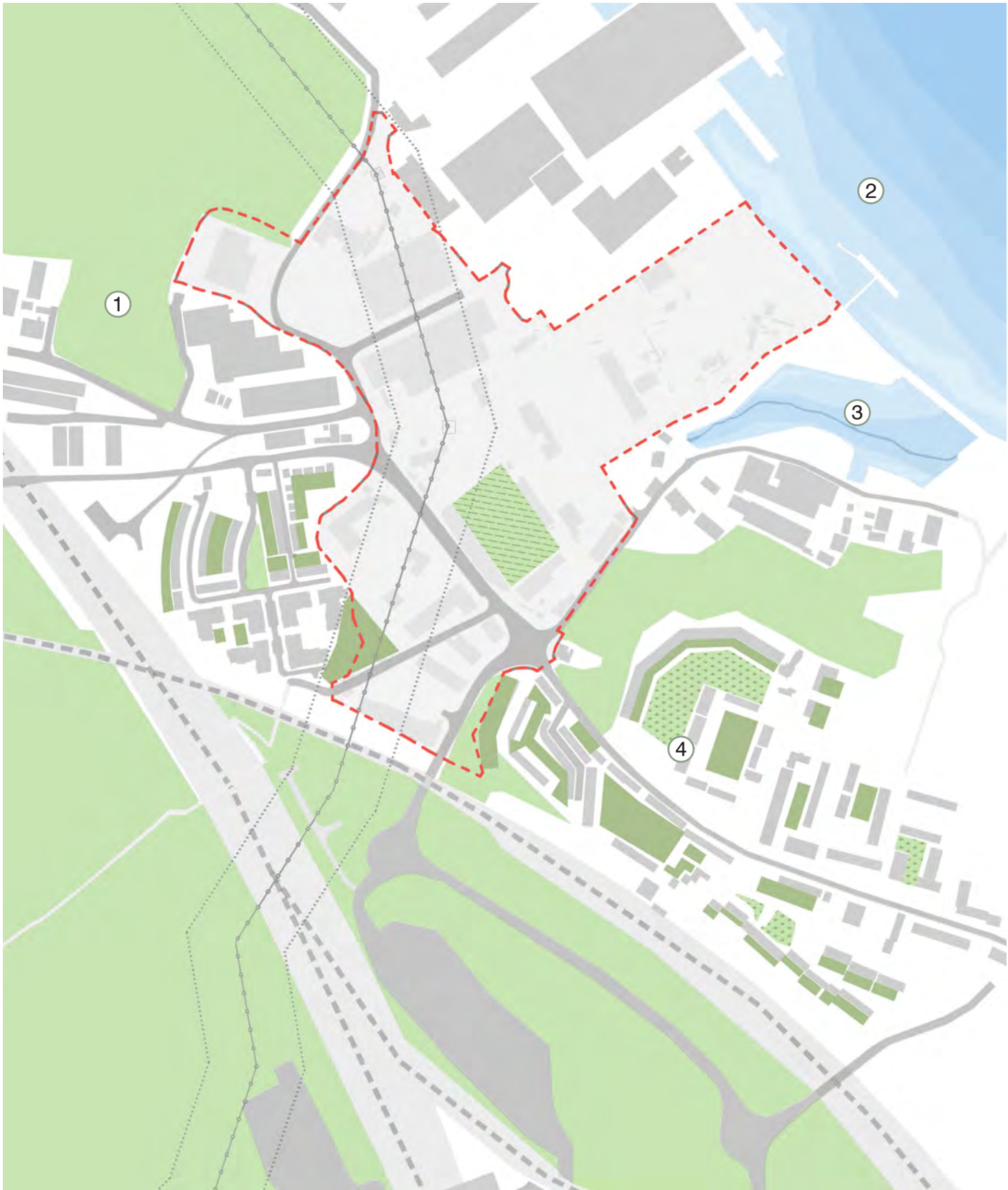
- ①

Swanscombe Marshes
- ②

Thames river
- ③

Robins Creek
- ④

Grove Road woodland
- Woodland and undeveloped green infrastructure
- Residential front and back yard
- Sports field
- Accessible public landscapes



01. Analysis of the immediate context landscape conditions

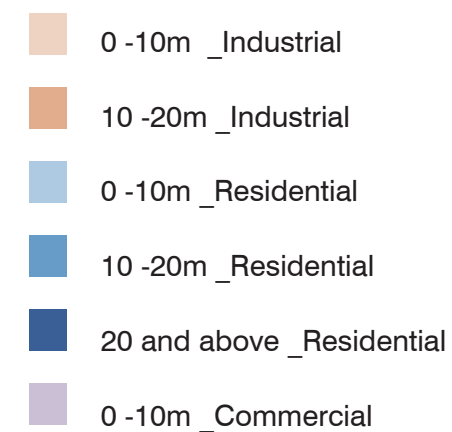
3.8 Site Analysis

The Built Form

The built form surrounding the site is largely industrial in nature with residential development to the South around Northfleet High Street

The largest industrial buildings lie to the north along the River Thames where the Seacon and smelting works preside. Smaller scale industrial buildings are concentrated in the east and west with residential to the South.

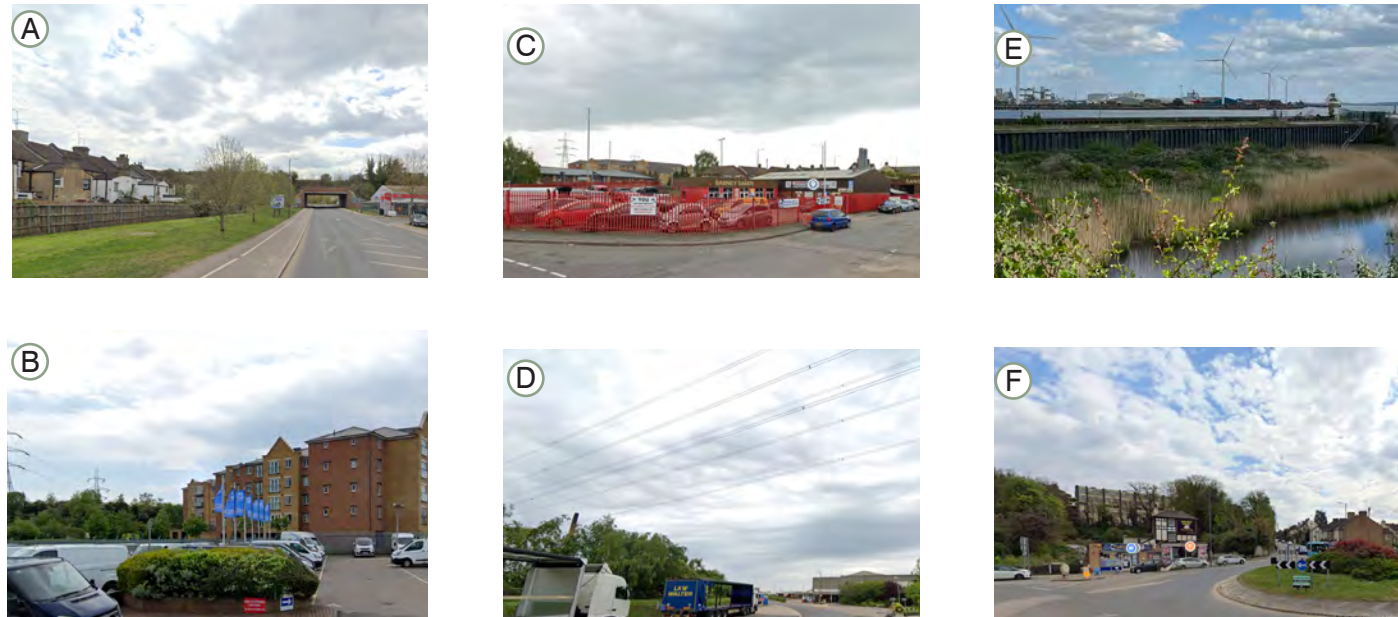
Residential dwellings are largely low scale with some instances of taller apartment blocks along the site's South western edge. The emerging context will see significant expansion in the quantum of residential developments in the area creating a change in character within the area which this site can respond to and enhance.



01. Contextual typologies and heights diagram.

3.8 Site Analysis

Boundaries and Frontage



The site boundaries are varied in character ranging from the highly industrial edge of the Seacon and smelting works to the residential southern edge and natural character of Robin's creek. These conditions will require a varied and sensitive responses; creating buffers where necessary and ensuring connectivity and inclusivity where possible. Existing frontage conditions are largely closed and insular creating an unwelcoming environment which the new development should seek to address.

- Industrial
- Industrial _ Active front
- Industrial _ Passive/Rear front
- Residential
- Residential _ Active front
- Residential _ Passive/Rear front
- Commercial
- Commercial _ Active front



01. Boundary conditions of the site diagram.

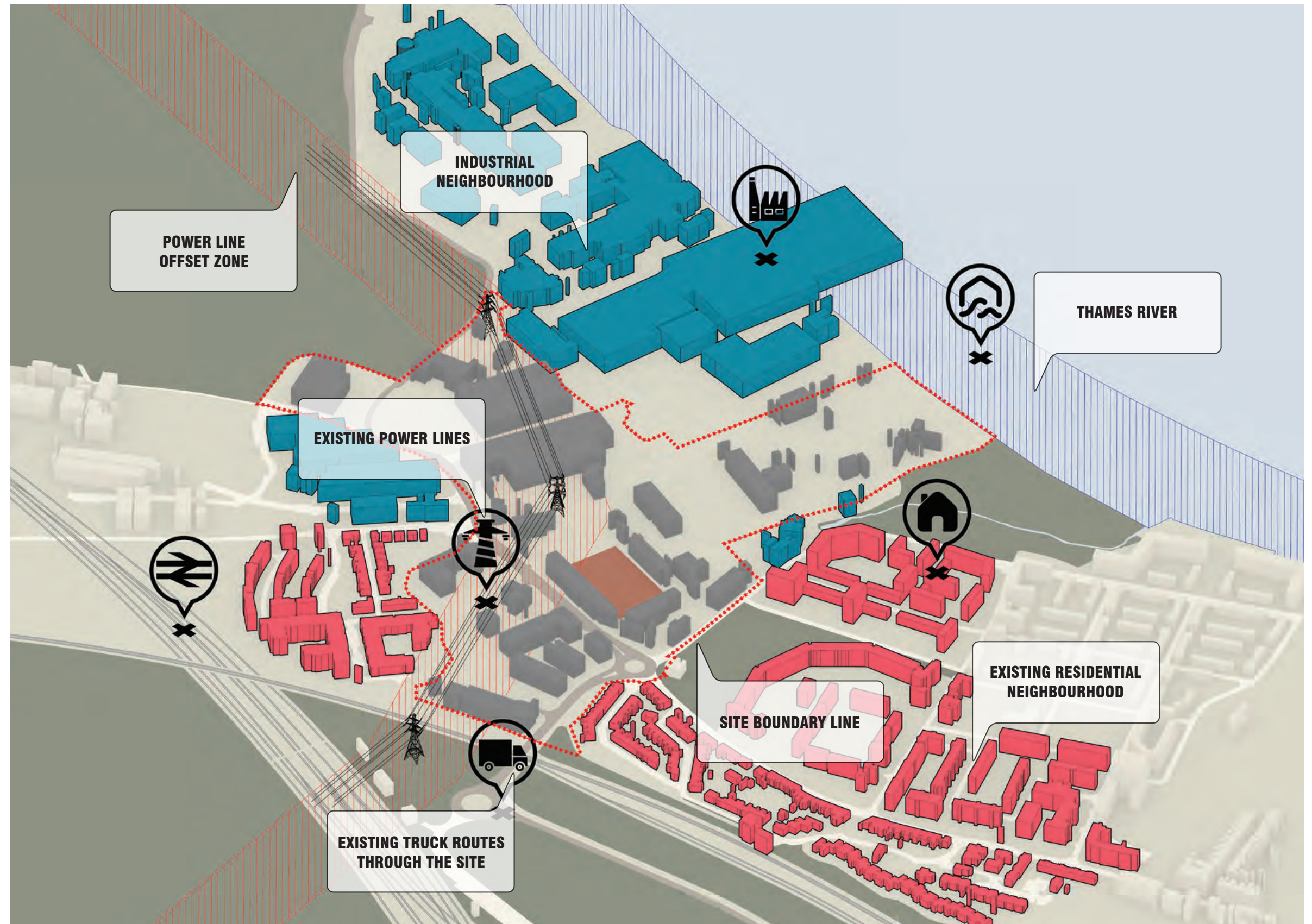
3.8 Site Analysis

Constraints & Opportunities

Constraints

The site presents many constraints to the proposed development, mostly these contextual constraints impact the routing and form of the proposed development.

- Industrial buildings that are situated to the North-West of the site.
- The development should not adversely effect the local residential amenity
- The existing power lines across the site present a constraint that housing cannot be placed within the 25m offset from the power lines.
- The existing industrial zone requires access for large trucks to bring and take materials
- The rail line to the south of the site presents a public realm boundary



3.8 Site Analysis

Constraints & Opportunities

Opportunities

The site presents a lot of opportunities for the development to link into and to connect with. Within the context of the project we find a series of elements that can be enhanced and built upon; particularly the existing use of the football club at the heart of the site. Other opportunities can be found:

- The connection to the harbour and river Thames to the North of the site
- The Existing green links connecting into the development.
- The existing strong public transport links such as the Ebbsfleet international station adjacent to the site, the existing local and regional bus links and the cycle links which transverse the proposed development
- The existing football club plays a key element in the connection to both the existing local community and also poses a potential link to the future users of the site.
- The relatively flat topography of the site is also an opportunity





**Northfleet
Harbourside**

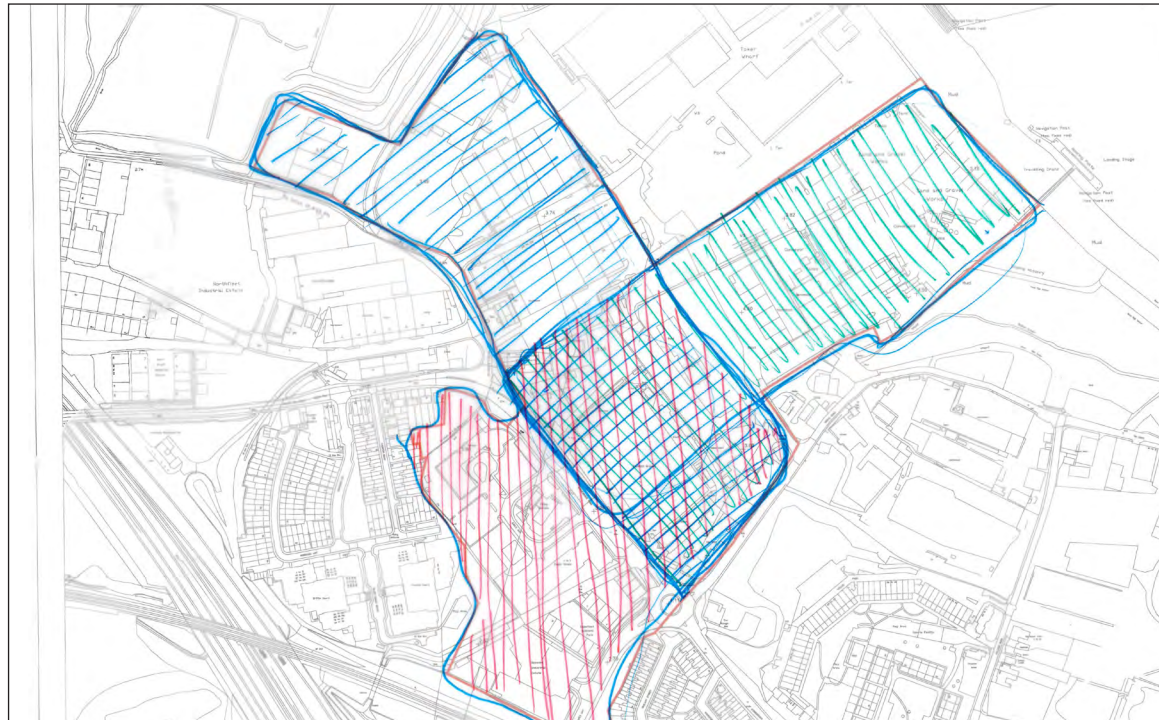
4. Design Process

Northfleet Harbourside

4.1 Design Process - Initial Design Ideas

Design Process Evolution

1. Subdivision of the site into smaller neighbourhoods; each **fostering hybrid functions as a starting concept**.
2. Aligning the proposed urban fabric to the grain of the existing urban context. Engaging with the local context and local heritage in a direct manner. **The dashed lines represent the first attempts at resolving the flow of heavy traffic by raising the urban realm above this with a podium.**
3. **Stadium as central feature of the elevated podium which covers heavy trucks crossing the site Park under power lines.** This sketch is the first attempt to understand the relationship between the layers of constraints from traffic to power lines. Introducing a **green spine as an attempt to connect the three neighbourhoods and physically link them to the cultural heart of the development.**
4. Shifting the stadium northbound under the power lines allows to concentrate the residential component next to the creek and Thames River. **Retail Village is also located underneath the power line, closer to Ebbsfleet International train station on the south, creating a welcoming gateway to the development.**



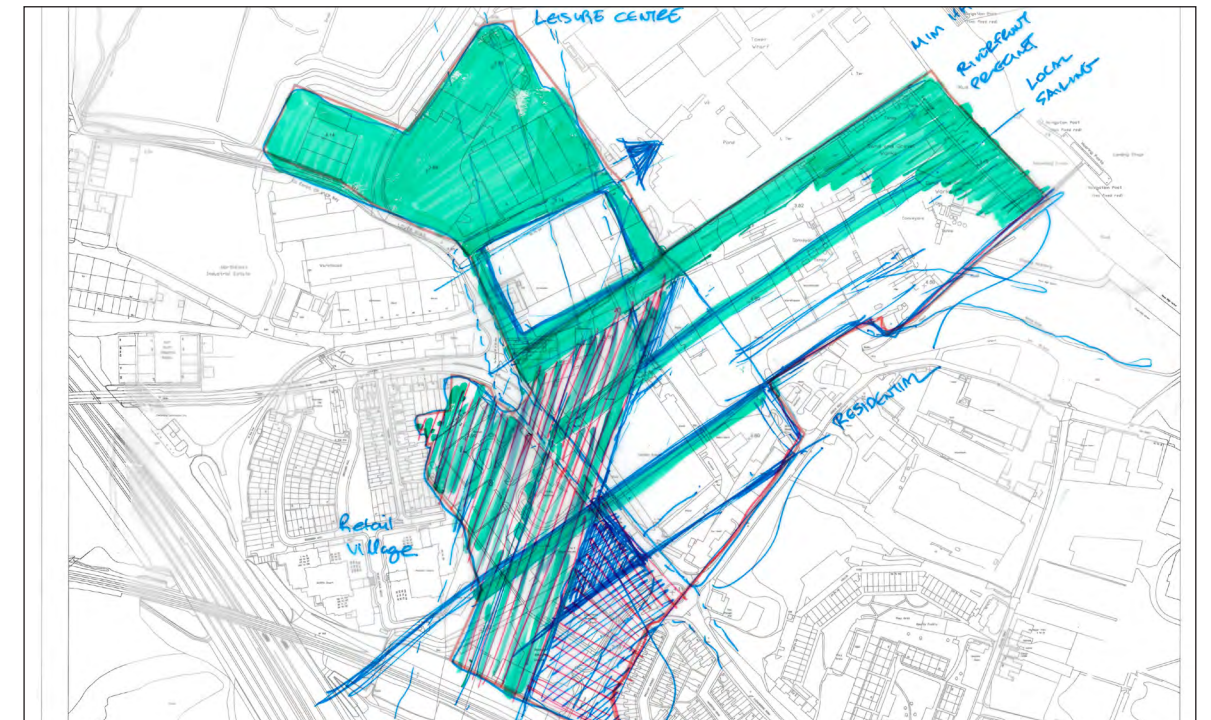
Sketch 01



Sketch 02



Sketch 03

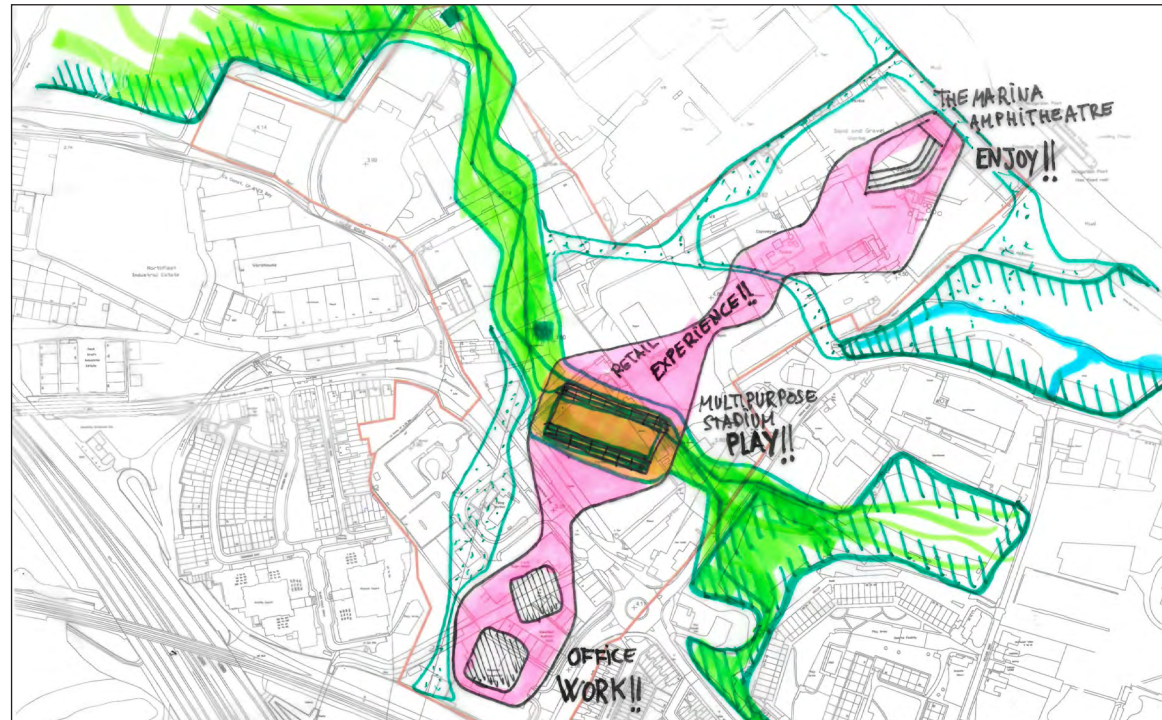


Sketch 04

4.1 Design Process - Initial Design Ideas

Design Process Evolution

5. A soft and permeable green carpet crosses the site and the stadium enhances this connection liberating the short sides and having the fans only on the long sides. A second programmatic carpet creates a user journey, **guiding visitors from the mobility hub at the southern end of the plot through the retail village, stadium plazas, ending their journey to the playful waterfront along Thames River** from the site access in the south to the Thames with the amphitheatre/Marina.
6. From the south entrance to the site, with the retail village and office component, a boulevard drives you directly to the Thames. This boulevard has a higher urban density area around it freeing the rest of the site for green spaces. **Heavy truck routes are brought underneath the elevated plinth.**
7. The sequence of varied functions activates the site from south to north, **all green spaces are connected to the central spine. Residential components develops around the green spaces.** The central green spines articulate the public spaces and enrich the quality.
8. A green public park is carved out from the residential urban fabric. It connects with the marshes on the north west and the creek and Thames on the north east. **The green feature also splits the site into three defined neighbourhoods.**



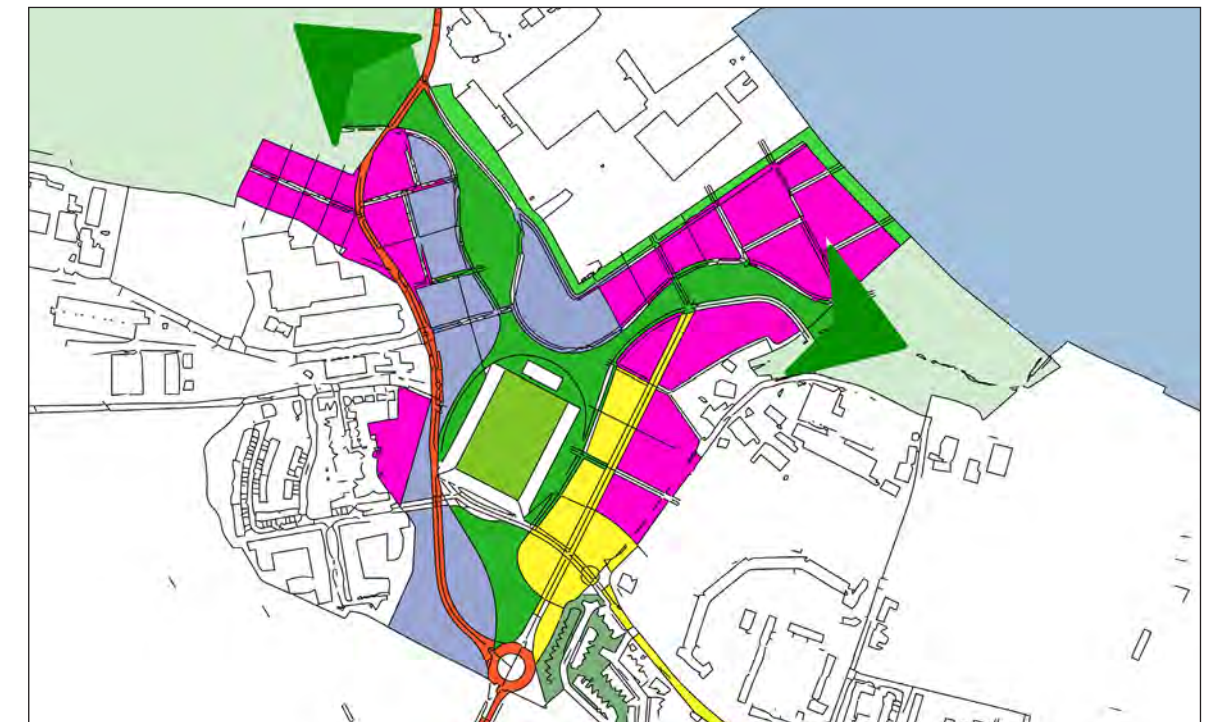
Sketch 05



Sketch 06



Sketch 07



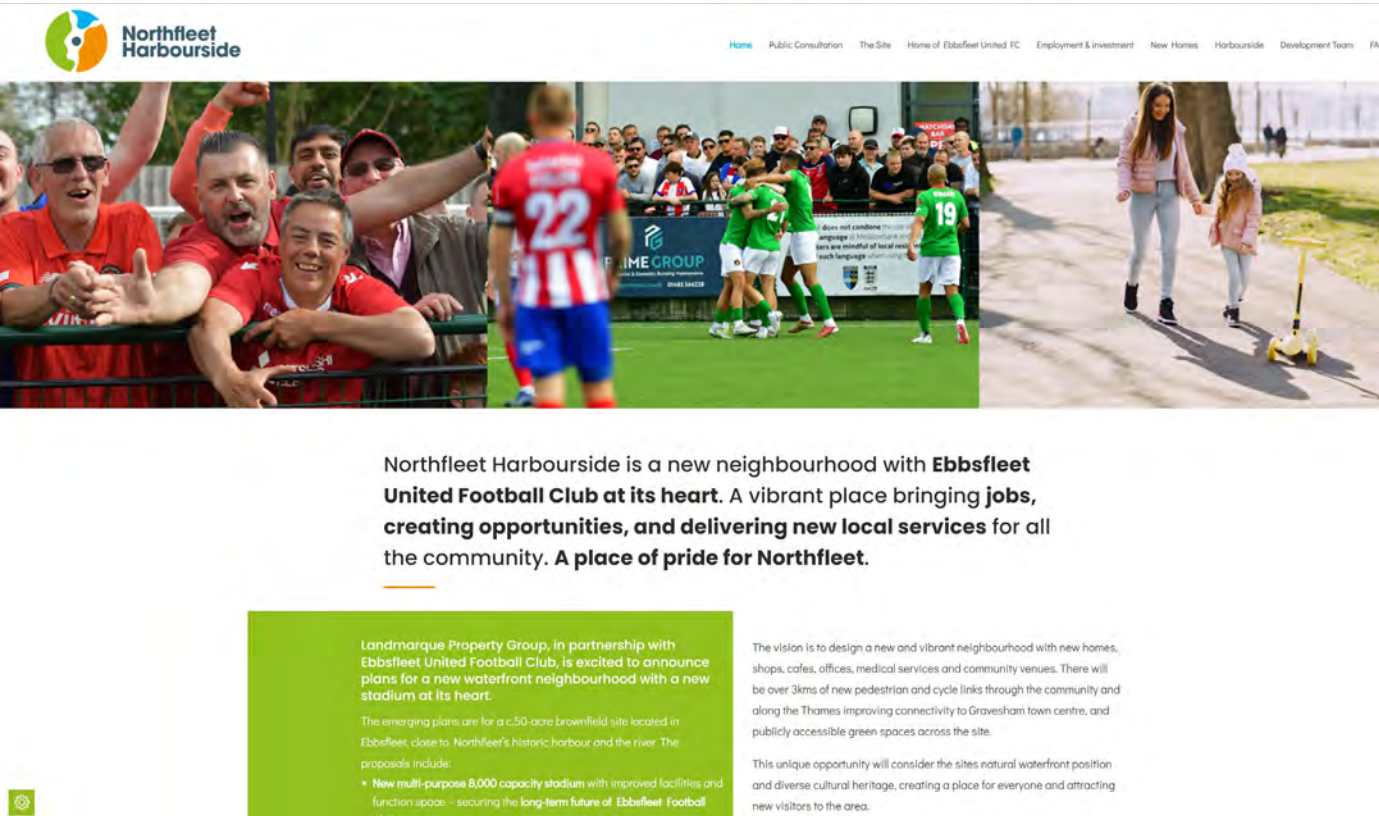
Sketch 08

4.2 Consultation & Engagement

The Public Consultation Dates and Numbers

The public consultation process began in June 2022 and involved numerous activities including;

- Five days of public exhibition
- 40,000 postal news letters issued (20,000 for each round of public exhibition).
- Public webinar sessions (made available online)
- Dedicated website for the development
- Tours of the site with leaders of the council and councillors
- Numerous stakeholder meeting with Councillors, EUFC supporters, GBC Executives, local MP and Gravesham Access group
- Social media presence with a reach of 10,158 and 427 clicks
- 69 email subscribers to the website
- 50 forms with questions/ suggestions received
- A series of 4 workshops held to gain feedback on the design process (see 4.4.2 Consultation & Engagement)



	Public Consultation Dates				
	MAY 2022	JUN 2022	JUL 22	AUG 22	SEPT 22
Public Exhibition			18th, 20th & 21st July		7th & 8th September
News Letters			Issues W/C 11th July		20,000 Issued
Social Media					
Webinar			22nd July at 11am - 12pm		Postponed to October 5th
On the Ground Activity		Site visits & Tours with Council and Councillors			
Stakeholders Meetings			5th & 6th July : Councillors, Supporters and Local Council	Meeting with Councillors	Gravesham Access Group Councillors Briefing 5th Press/ Supporters Briefing 6th

	Public Consultation Numbers				
	MAY 2022	JUN 2022	JUL 22	AUG 22	SEPT 22
Website Activity				2,540 Views to Date	
Forms Submitted				50 Forms to Date	
Postal News Letters			20,000 postal newsletters		20,000 postal newsletters
Email Subscribers			69 Subscribers		
Social Media Ads			7,445 Reach 427 Clicks		2712 Reach
Drop in Event			143 people		31 people

4.2.1 Workshops

Full Team Activation - Workshop #1

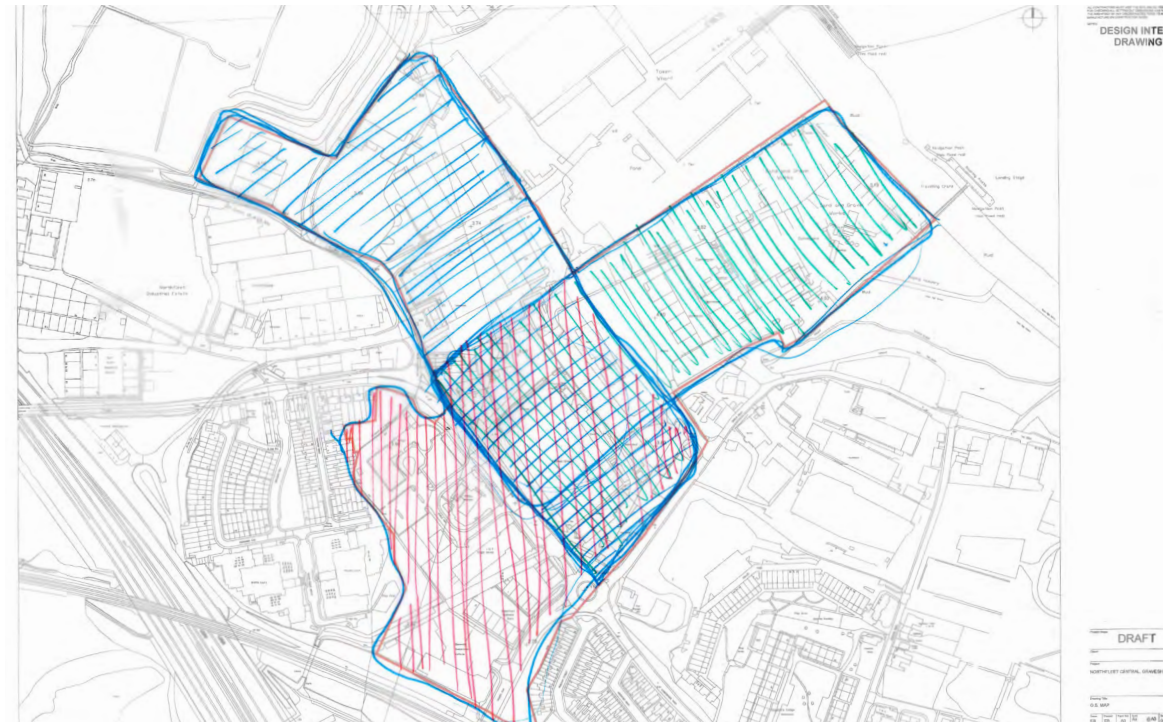
Present at the workshop;
UNS ,Landmarque Group
,HLM Architects, Cascade
Communication, Trium
Environmental, Montagu Evans &
C+W O' Brien

Main considerations of the
scheme at workshop 01:

1. Divide the plot in smaller
neighbourhoods to diversify
character
2. Find the optimal position
for the stadium understand
people movement and desired
connections through site
3. Evaluate the impact amount of
the plot development and its
relation to the surroundings
4. Establish green connections
to major green neighbouring
attractors

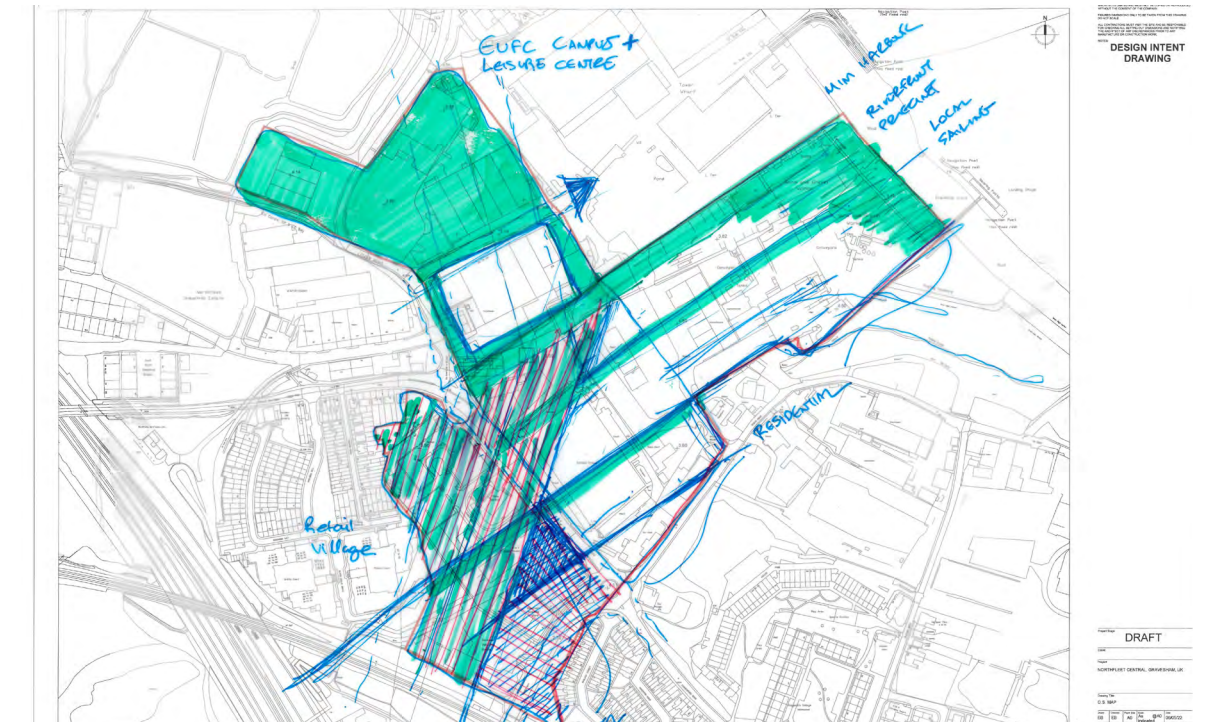
Key feedback throughout this workshop:

- Stadium to be located under
the pylon restricted area
- develop-able residential area
should be optimised
- green connections and public
areas are of paramount
importance
- retail village to be located in
close proximity to the train
station at the southern end
of the development, as a
gateway
- playful and ample riverside
area, considering future
connections to with a Thames-
adjacent walking belt
- no development past the plot
red line, no development
within water



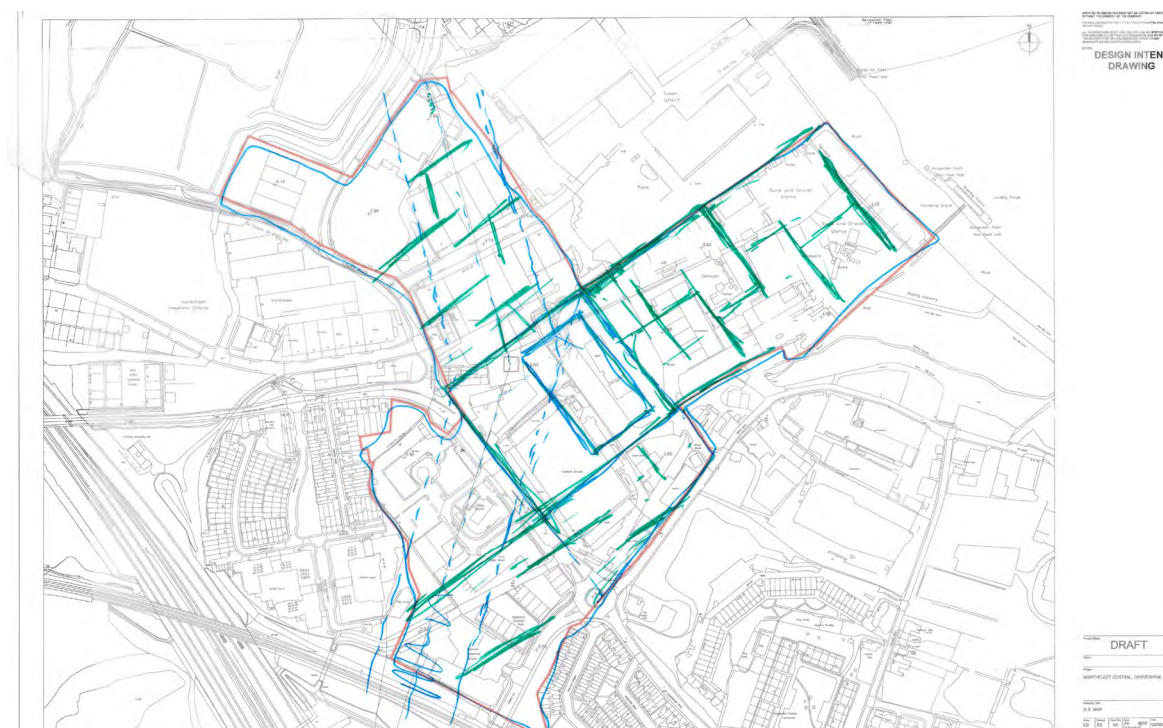
Neighbourhoods

Initial sketch of an urban strategy to divide the masterplan into a series of distinct neighbourhoods.



Neighbourhood programme sketch

Initial sketches on the placement of key programmatic elements of the design.



Neighbourhoods

Initial sketch of a strategy to place the stadium at the heart of the masterplan.



Crossing Trajectories

Initial sketch of an urban strategy to allow neighbourhoods to cross over and flow into one another defining spaces in a less strict definition.

4.2.1 Workshops

Full Team Activation - Workshop #2

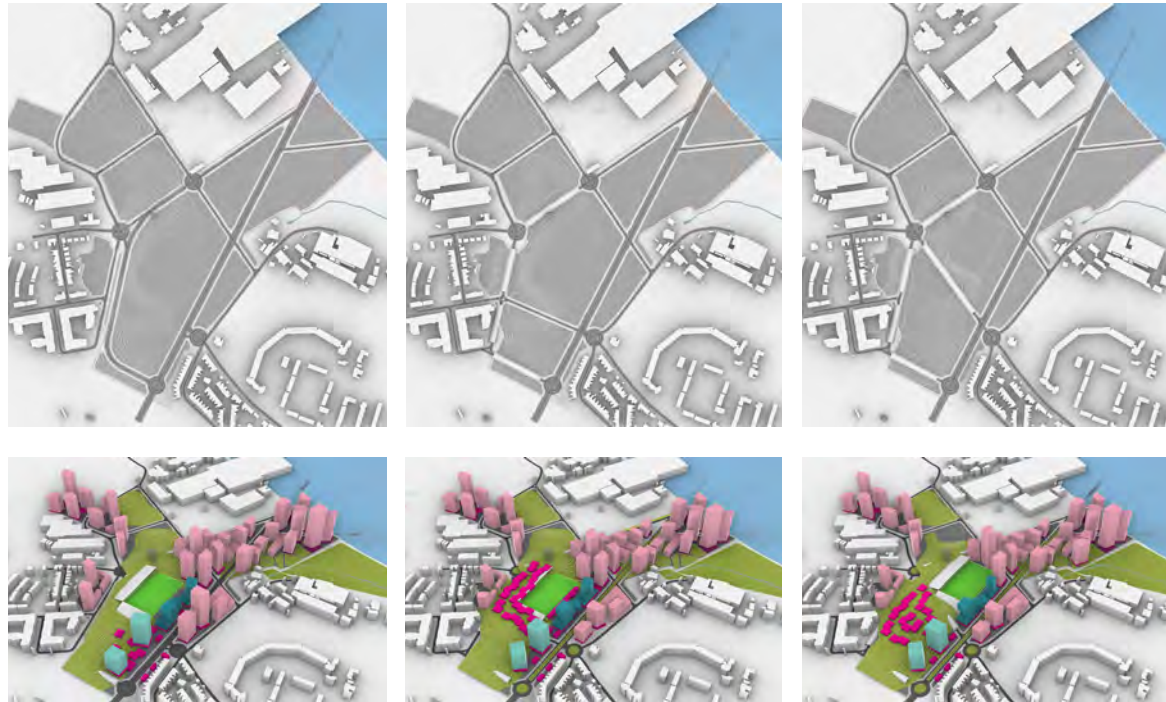
Present at the workshop;
UNS ,Landmarque Group
,HLM Architects, Cascade
Communication, Trium
Environmental, Montagu Evans &
C+W O' Brien

Main considerations of the
scheme at workshop 02

1. Diverting heavy traffic
away from the heart of the
masterplan
2. Creating strong green/public
realm connections from
adjacent green areas and
linking them through the site
3. Placing the stadium at the
heart of the development,
creating a pivot point
4. Designed as a series of
intersecting/ overlapping

Key feedback from those present:

- An overall optimised density is
desired.
- The retail village and stadium
should act as one entity, and
placed in direct proximity to
the station
- The retail village to be placed
between the stadium and
station, to form a gateway from
the station for all visitors
- All commercial buildings
(offices and hotel) to be placed
in proximity to the stadium/
retail village, promoting the
creation of a hub
- heavy traffic should be
avoided through the site.
- (Green) Connection to
robin's creek should be taken
into consideration, as per
previous workshop suggestive
sketches.



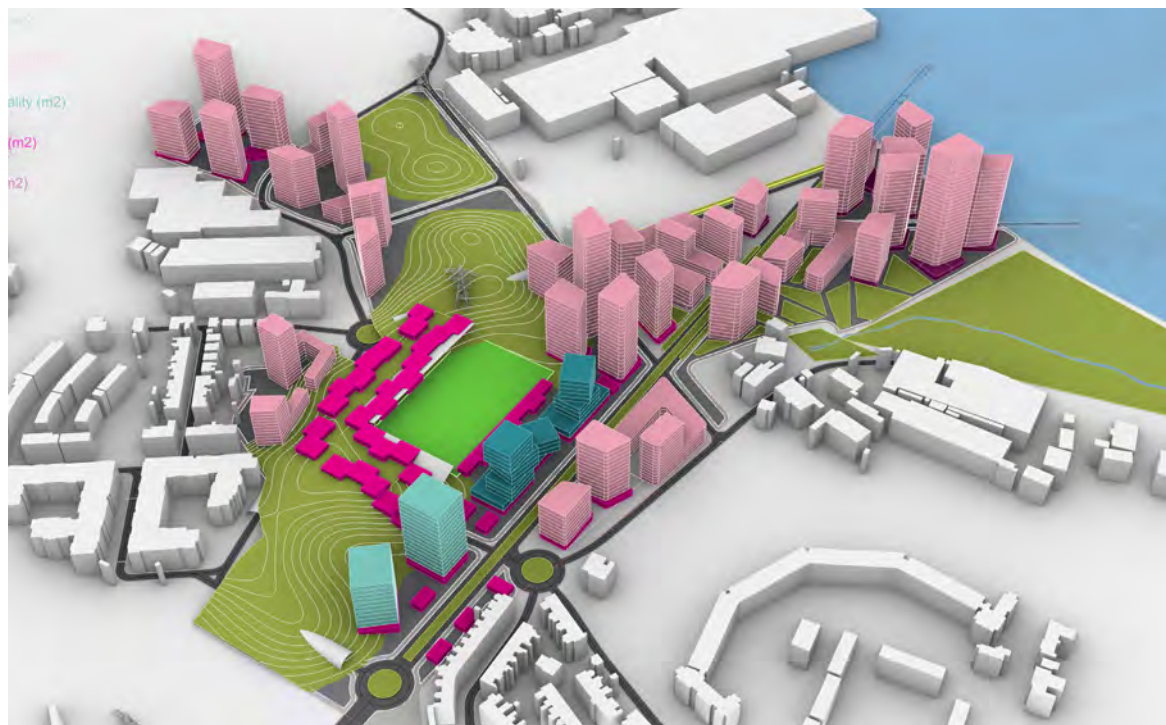
Potential road network presented at Workshop 2.0.

The workshop explored the potential location for the re-routing of traffic through the site, a key driver of the urban arrangement for the masterplan.



Option 2A

This option explores the placement of the South-East/ South-West connecting route along the furthest southern position in the masterplan.



Option 2B.

This option explores the placement of the South-East/ South-West connecting route centrally underneath the retail village adjacent to the stadium.



Option 2C.

This option explores the placement of the South-East/ South-West connecting route as a dividing element between the retail village and stadium massing whilst still remaining under the terrain.