

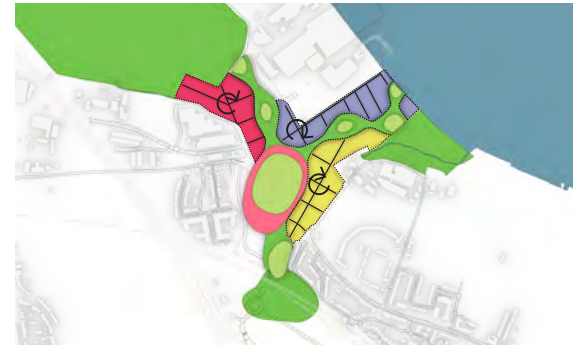
4.2.1 Workshops

Full Team Activation - Workshop #3

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 03

1. Identified attractors around the site perimeter created a central heart of the development, comprised of the stadium and retail village created green connections from the site perimeter into the 'heart'
2. Identified secondary attractors within the green connections
3. Defined three different residential neighbourhoods, each with its own distinct character
4. Maximized park and public area facing frontages due to the green spines introduction lifted the retail village above the ground via a podium structure, enabling all heavy traffic and servicing to occur under the podium, leaving sight-lines and people flows unobstructed
5. Discussion on the development's phasing



Defining neighbourhoods



Defining programme



Structuring routes and streets



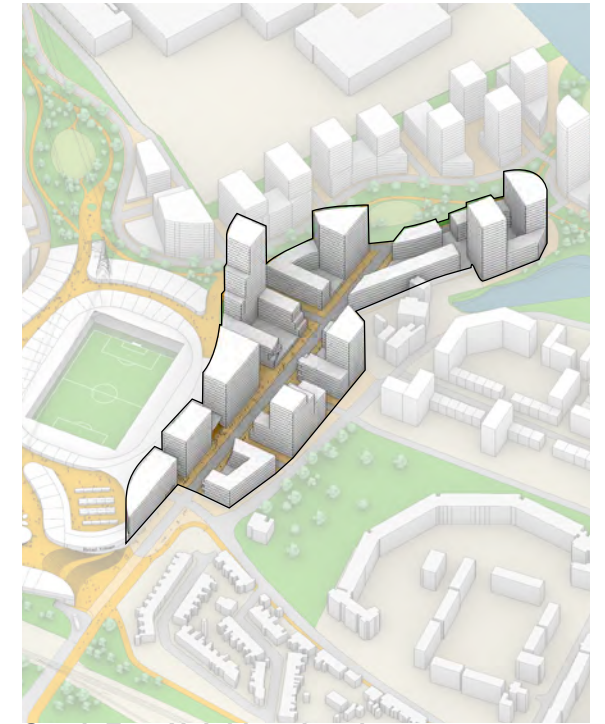
Maximising green and public space



Maximising park frontages



Understanding the relation to power lines



South East Neighbourhood.
This mixed-use neighbourhood provides key uses along the Boulevard including commercial, hotel, retail and residential.



North West Neighbourhood.
This residential neighbourhood was discussed to have a strong connection its landscape providing high quality housing in a natural setting.



North East Neighbourhood.
This mixed use neighbourhood was considered the link between the masterplan and the harbour.



Phasing.
The workshop explored the phasing of the project. The stadium and its surrounding programme were discussed as phase 1 of the project.

4.2.1 Workshops

Full Team Activation - Workshop #4

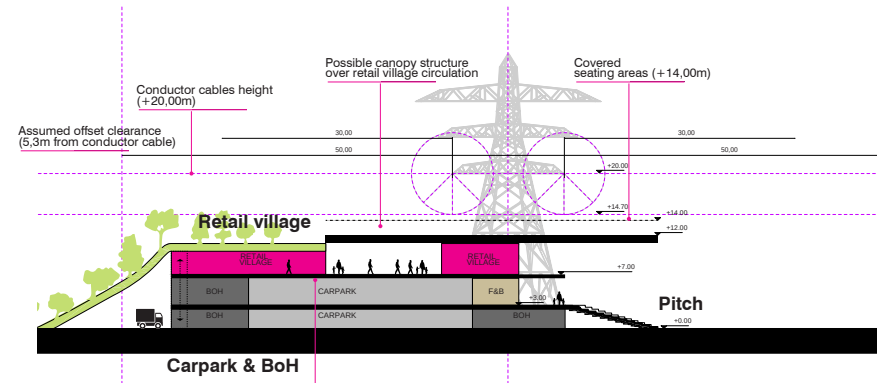
Present at the workshop;
UNS ,Landmarque Group
,HLM Architects, Cascade
Communication, Trium
Environmental, Montagu Evans
& C+W O' Brien

Main considerations of the
scheme at workshop 04

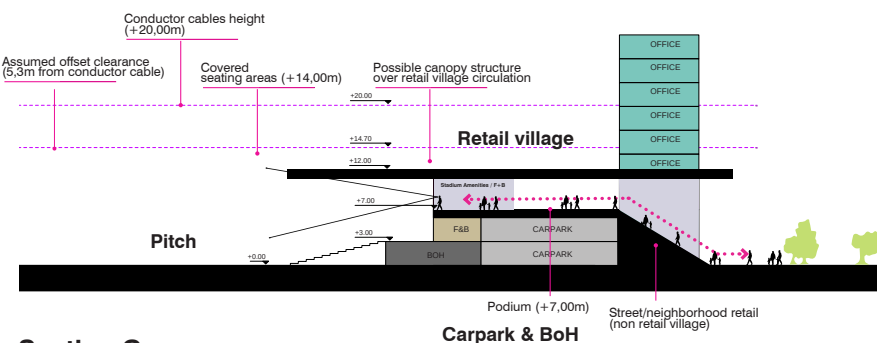
1. Overall closer look at the relationships between stadium and retail village
2. Sectional and programmatic sketches of the stadium, podium and retail components
3. Sectional sketches on the connection and visibility to the stadium from the main boulevard
4. More elaborate sketches on the creation of a gateway to Northfleet Harbourside and the main address of the development at the south end of the plot
5. Further defining of the character of the three distinct residential neighbourhood

Key Feedback from those present:

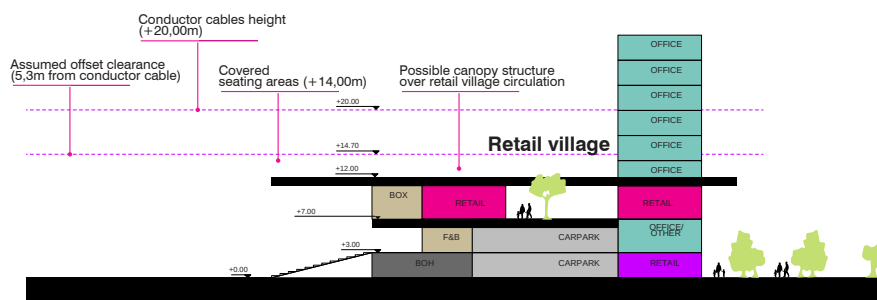
- Discussions on the overall height of the podium/stadium/retail village; the development under the pylons comes with a restriction in terms of heights, which should be further investigated/checked with the National grid and seek out any unknown factors which may put the placement of the stadium/retail village at risk.
- Discussion on the naming of the neighbourhoods - should be revisited but is going in a good direction



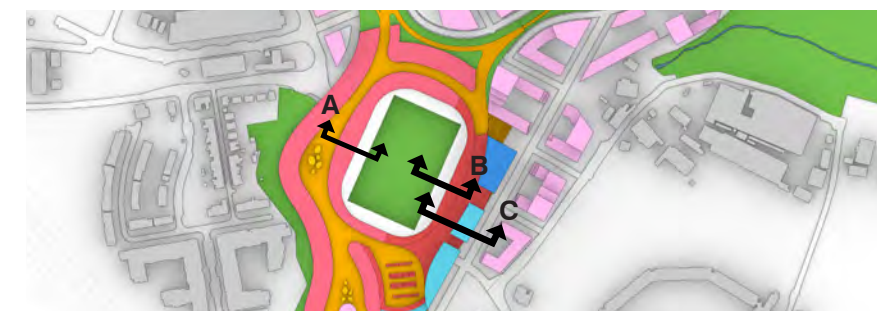
Section A



Section C



Section B



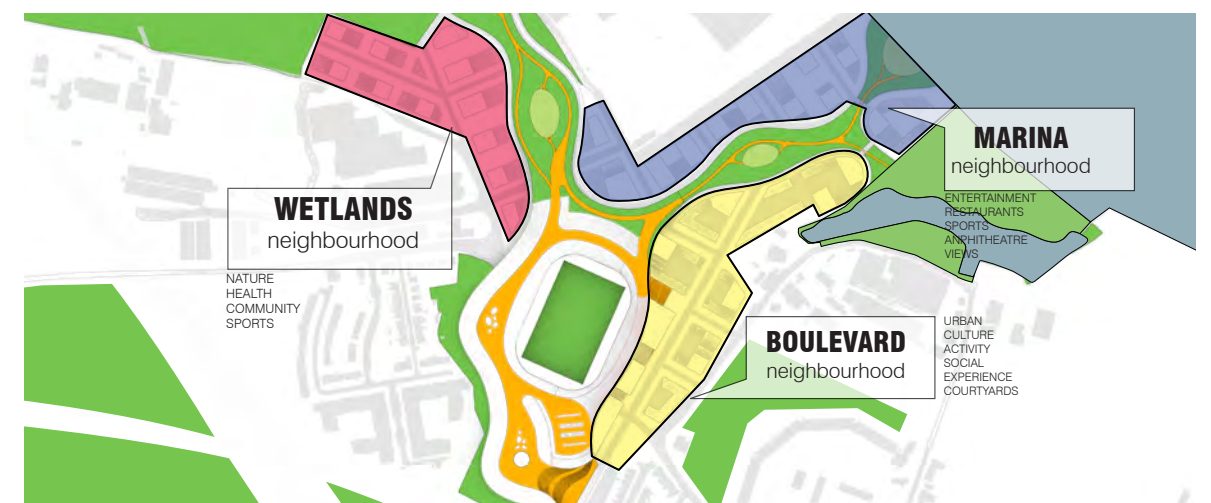
Stadium Sections.
Sections were taken to gain an understanding of the podium level and the relationship between the stadium and its surrounding context.



Retail Village
The retail village arrival point from the south, positioned at the point of arrival from public transport and the central arrival point for the local context.



Initial Massing Views
Views of the masterplan presented at workshop 4. The views presented represent the maximum parameter envelope of the development. The southern entrance to the development was focused on as a key discussion point.



Masterplan Zoning.
Precedents were presented to begin to understand the opportunities that the neighbourhoods presented and how they might be materialised.

4.2.2 Pre-application Meeting

15th June 2022

Present from the team design team: UNStudio, HLM Architects, Montagu Evans, C+W O'Brien, Landmarque Group, Ebbsfleet FC & Northfleet Central 1 Ltd.

The pre-application meeting took place on June 15th, the following summary notes were made by Montagu Evans through the pre-application meeting in relation to the Masterplan proposal;

Technical

What activities can be placed along the wharf?
Ensure there is a strategy in place to overcome the perception of the podium being a wall to the development

Community Spaces and Facilities

Maintaining local community is key to the development and the provision of a arts or cultural space should be considered in the scheme
Public routes could be used to benefit the existing community

Design

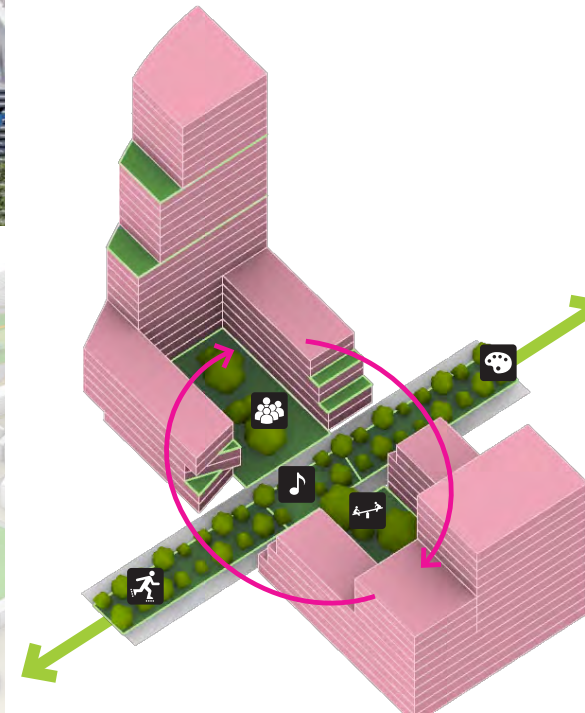
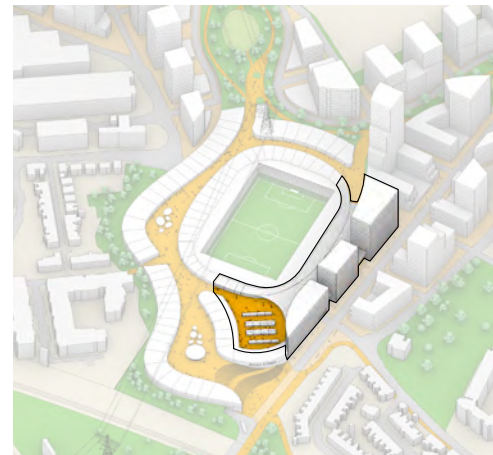
The relationship between the industrial zones and residential zones should be a key element of design
The development should be sensitive to any local views
The density of the development should be compared to other schemes

The proposed development took on board the comments made at the pre-application meeting and reacted with a series of design decisions;

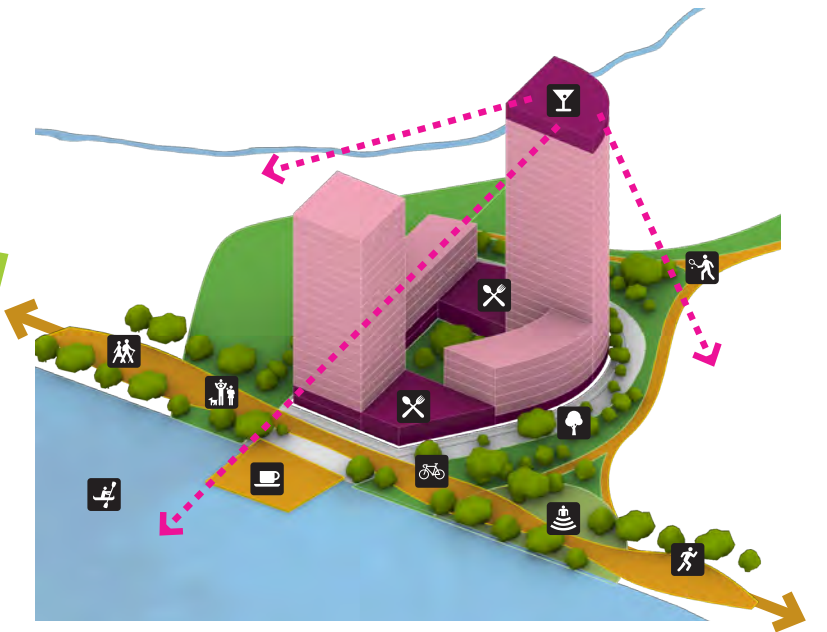
- The landscape masterplan places a series of activity spaces for activation of the Thames river edge
- The podium is designed with a gentle connection to the ground plane at the arrival point of the proposed masterplan
- A focus on the public ground floor uses was explored to ensure the local community benefit from access to community, health, local services, creche/nursery, fitness and public realm activity spaces
- The ground floor of the neighbourhoods are design to allow for direct access to public services from the public realm.
- Neighbourhoods are designed to maximise connectivity with the local green spaces, harbour views and do not interfere or obstruct the local industrial neighbourhoods.
- A generous 22m spacing has been implemented create a sense of spaciousness, giving a broad public realm spacing between the neighbourhood blocks where possible.



Connection between ground and podium



Facing courtyards across the boulevard



Water front restaurant F&B experience "al fresco"



Masterplan Overview

4.2.3 Public Consultation Events

Public consultation Events

The proposed development was designed in consultation with local residents and stakeholder.

The public consultations took place across several days from 18th to the 21st of July 2022 and from 5th to the 8th of September 2022. This included an in-person exhibition where local residents and interested parties were given the opportunity to come to the site and view the proposed development while speaking directly with the client team, design team and football club.

How the scheme reacted to public concerns

- 1. Ground floor amenities were aligned to the public feedback, particularly the implementation of medical services on ground floor.
- 2. Modelling to ensure that the proposed infrastructure for roads and parking will be able to cope with the increase in traffic.
- 3. The placement of the stadium at the centre of the scheme was a reaction to the feedback that the football club should be celebrated in the proposal.

- 4. Public realm spaces were designed to ensure public concerns about security were addressed in the scheme.
- 5. The scheme will aim to be a carbon neutral community by 2050 in response to public concerns about sustainability
- 6. Materials were suggested within the Design Code to ensure the public concern over respecting the heritage of the site was respected and incorporated.



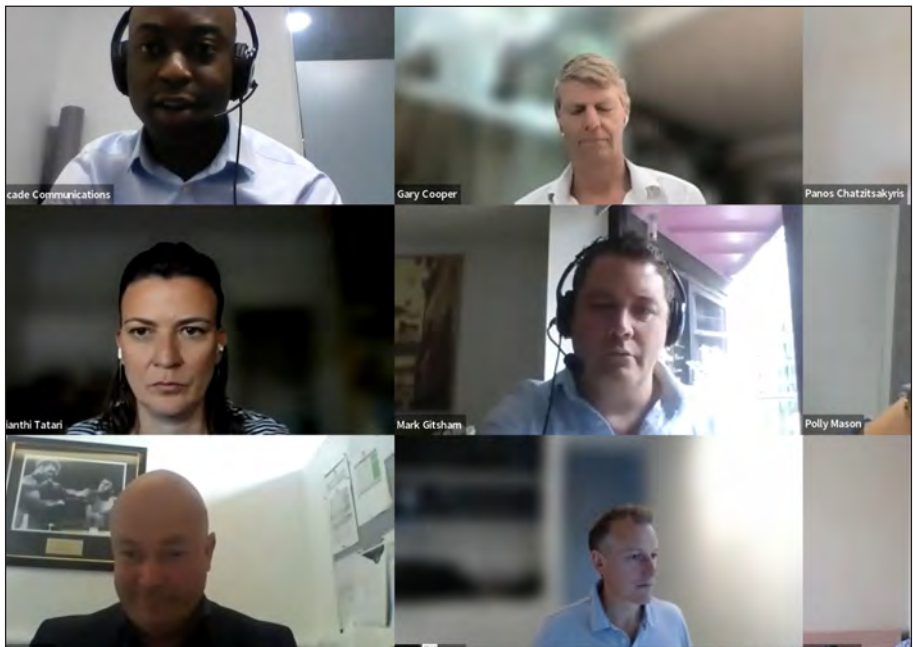
Local residents engaging with the proposed masterplan development (20.07.2022).



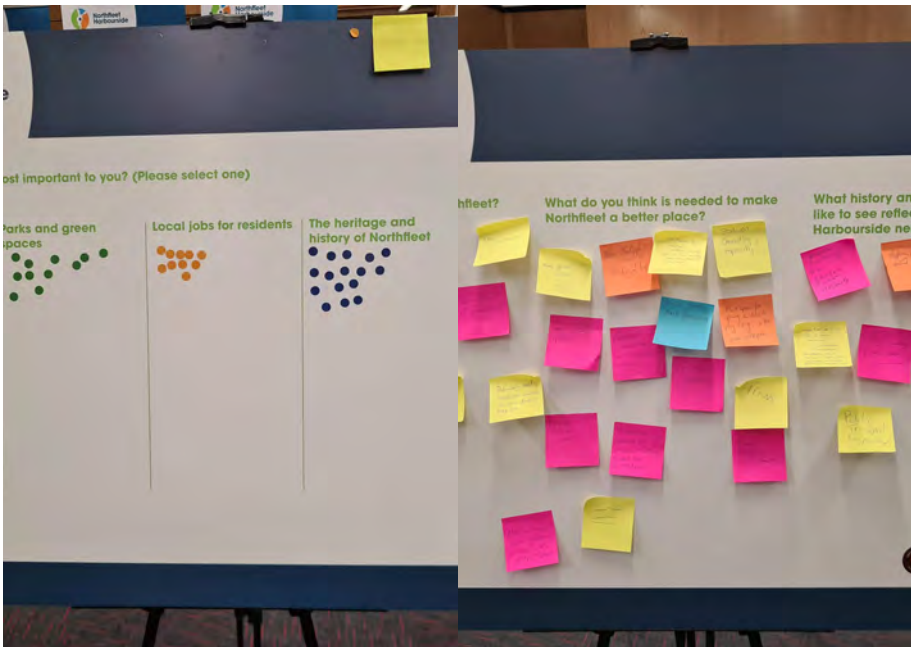
Public consultations took place from 07.09.22 - 08.09.22



Local supporters engaging with the design team (21.07.22).



Screen-shot from the webinar which took place on 22.07.22.



The residents were able to indicate what aspects of the proposal were more important to them and to make their suggestions and express their ideas through post-it notes.



**Northfleet
Harbourside**

5. Illustrative Masterplan

Northfleet Harbourside

5.1.1 The Illustrative Masterplan Proposal

Introduction

The Masterplan proposal for Northfleet will be transformative. The development brings together a diverse mix of uses, spaces and buildings all the while retaining a strong link to the sites existing local context.

The development will focus on sustainable place making with increased green connectivity to the existing context and emphasis on the creation of new green public realm.

From an urban scale the masterplan is conceived as a series of three connected 'Neighbourhoods' around the central Stadium and Market place, while each space will work harmoniously, they will also retain their own identifiable characteristics.

The masterplan is conceived with the community at the heart of the development; The Ebbsfleet FC stadium. This space provides the key link to the existing community and an anchor point from which the masterplan and its functions create the urban connection between the public transport links to the south (Northfleet and Ebbsfleet International train stations) and the Northfleet Harbour on the Thames.

This chapter will take an in-depth look at the Masterplan as a whole and then introduce each neighbourhood zone individually.



5.1.2 Illustrative Masterplan

Illustrative Masterplan Principles



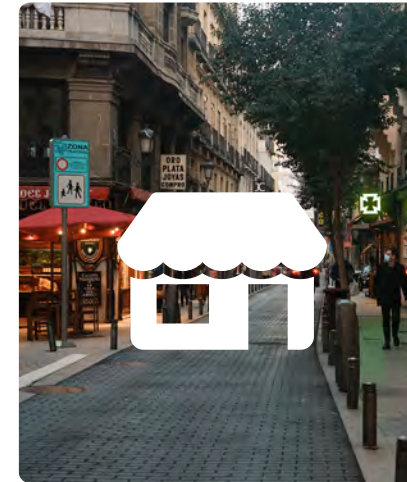
Inclusive Neighbourhood



Land use optimisation



Multi-functional Spaces



Active Street Fronts



Health and Nature



Community Building



Varied Housing Supply



Engaging Public Realm



Sustainable Aspirations



Maximise Ideal Views



Productive Landscape



Harbourside Experience

5.1.3 Illustrative Masterplan

Illustrative Masterplan Layout

The Northfleet Illustrative Masterplan has been designed as a series of interconnected neighbourhoods, with a major stadium and retail podium forming the central heart of the masterplan strategy, tying together the neighbourhood elements of the development.

The development will be delivered in phases and thus the masterplan retains a strong sense of flexibility in its layout while ensuring the key elements of the masterplan are delivered early in the programme.

The Northfleet Illustrative Masterplan will strengthen the existing links to the nearby railway network while creating a destination for locals, national and international visitors.

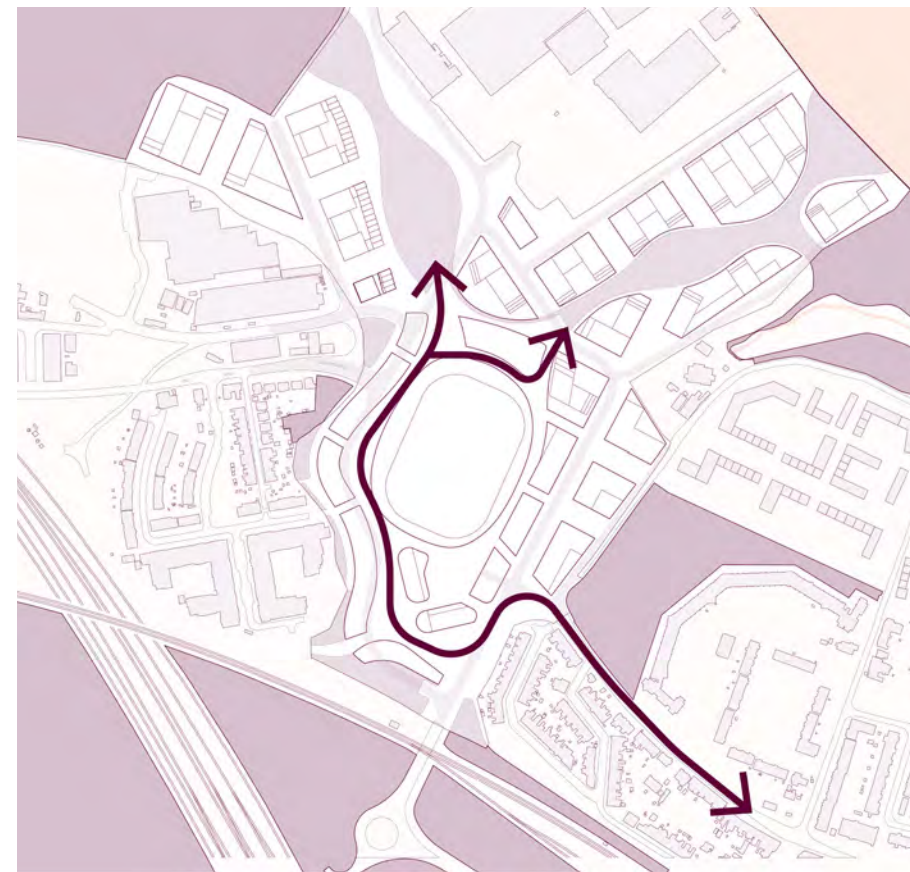
Integration of the proposed masterplan and the existing context is addressed through a series of well considered new routes and public realm elements.

- Arrival at Northfleet Masterplan
- integration of the new Ebbsfleet Stadium within the centre of the masterplan
- A new public realm/ Marketplace podium
- The new Boulevard connecting the existing A226 road with the proposed masterplan
- Connection of the existing B2175 road with the proposed masterplan
- Alignment of the masterplan with the existing adjacent industrial zone.
- A series of service and emergency routes
- A new tunnel connecting the A226 through the masterplan under the Marketplace podium.

Public Realm Spine

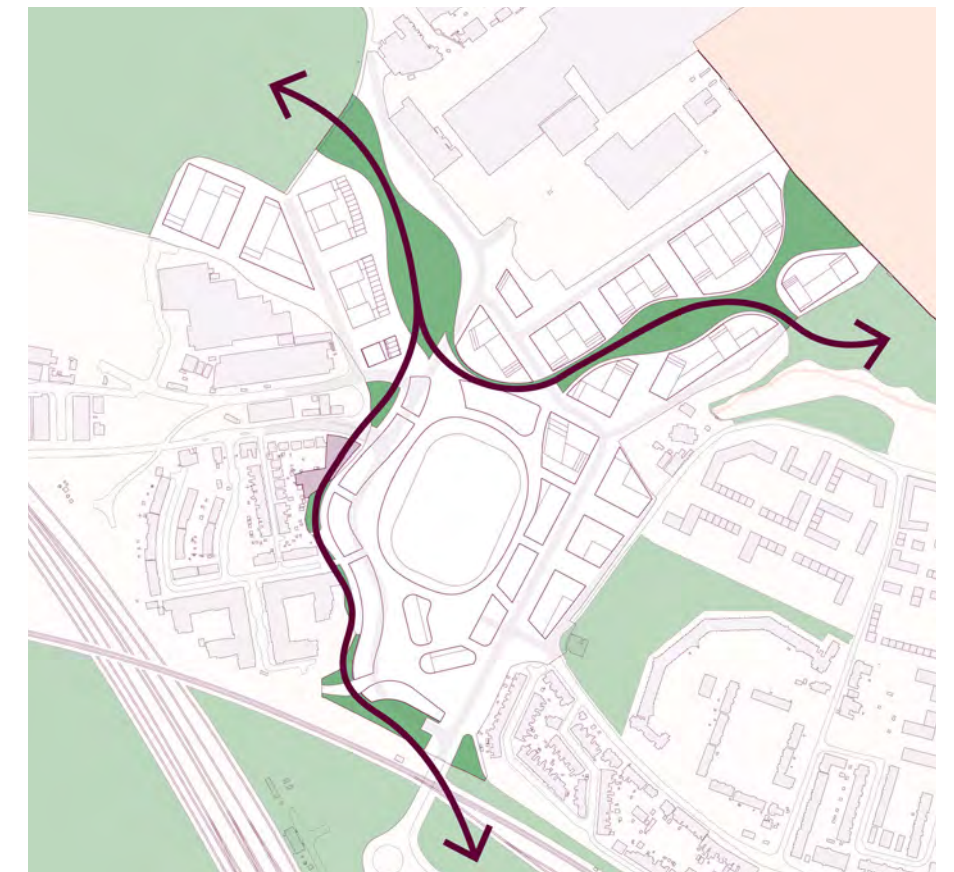
The central spine of the masterplan acts to connect the existing High Street and the proposed Northfleet Harbourside Development along the primary pedestrian retail and stadium public realm route.

This ensures the stadium and marketplace neighbourhoods and their peripheral activities remain routed in the existing context; physically and visually connected to the local community and existing transport routes.



Connected Green Network

The location of the proposed masterplan places it at the centre point of two large green spaces to the south and to the east of the site. The proposal places large areas of green public realm within the site, further strengthening its usability through the placement of local functions along these green networks.



5.1.3 Illustrative Masterplan

Illustrative Masterplan Layout

Routes Through

Routes through the masterplan have been strategically located to ensure local industrial truck routes, existing bus routes and the proposed development work together harmoniously.

Through the use of a podium structure to create a tunnel, the realigned A226 will continue to be connected to the Northfleet Industrial Estate and the wider context of the north. A network of green podia are proposed above the routes to ensure a hierarchical approach is established for pedestrians within the proposed development.

Ref: Parameter Plan: NFH-UNS-MAST-DR-1014 Highway Access

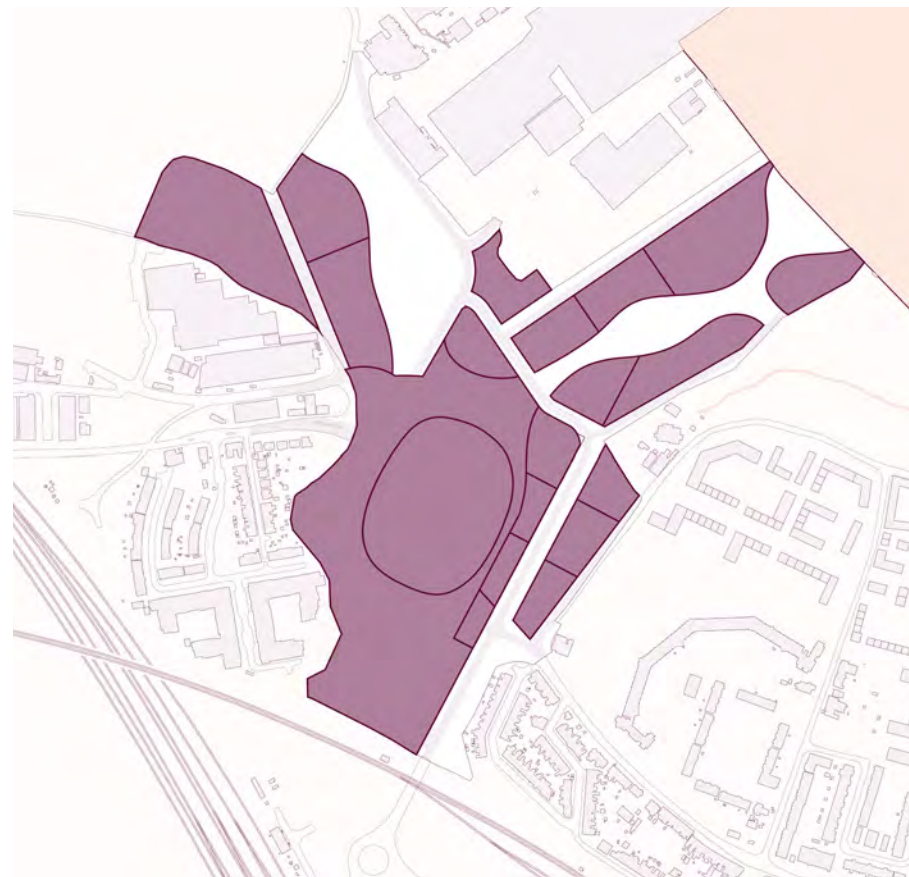


Plots

Layout and maximised public realm connectivity form the key concepts of the plot arrangement within the Northfleet Masterplan. The stadium and retail marketplace form the centre plot of the proposed masterplan with the three major residential/ commercial neighbourhoods

The overall masterplan is arranged to strategically maximise the connection between the built architecture and public realm routes. This is established by maximising the public realm facing plots and creating significant plot to plot distances (22m). This is established by maximising the public realm facing plots and plot to plot distances.

Ref: Parameter Plan: NFH-UNS-MAST-DR-1004 Plots Plan



Public Realm

Delivering a generous (c.9.5ha of the 19ha site) & high quality public realm space for play, social interaction, creativity, economic activities and entertainment is one of the principle drivers of the Northfleet masterplan.

An investment in green spaces and sustainability are the pillars for creating liveable and attractive spaces.

Ref: Parameter Plan: NFH-UNS-MAST-DR-1012 Public Realm



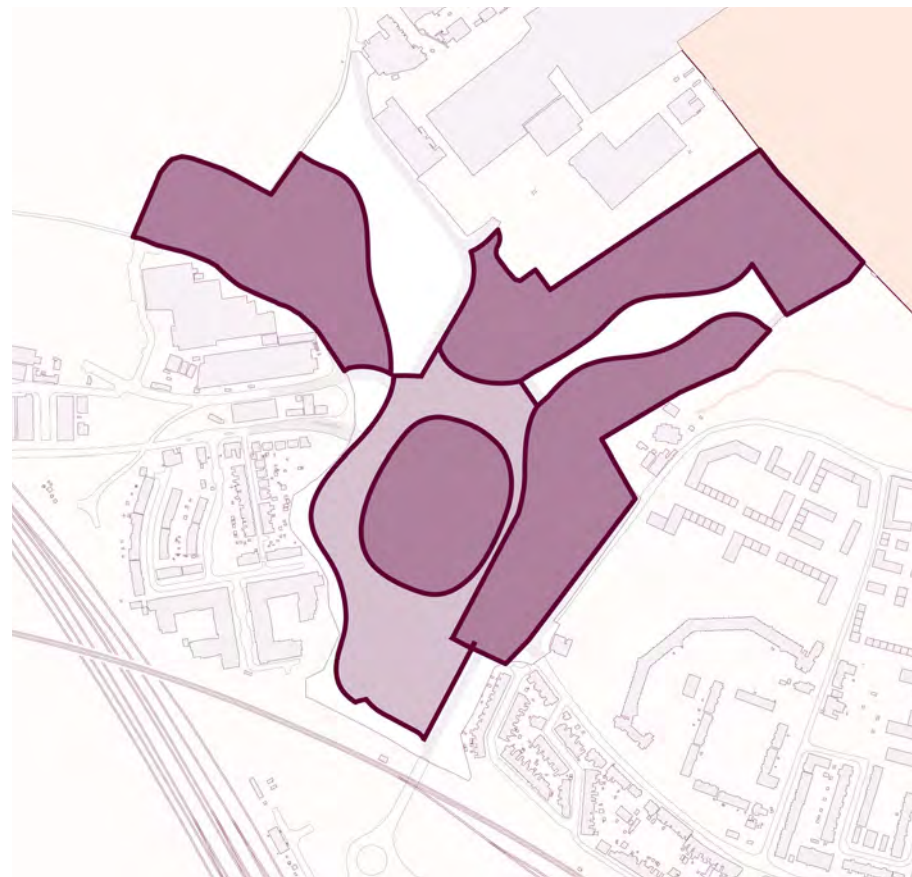
5.1.3 Illustrative Masterplan

Illustrative Masterplan Layout

Neighbourhoods

The Masterplan is arranged into a series of neighbourhoods; Stadium, Marketplace and the three residential neighbourhoods of The Parkland, Boulevard and Riverside neighbourhoods. This strategically allows for each neighbourhood to establish its own identity while retaining its over-all connection to the Northfleet Masterplan identity. The green public realm acts to tie together these neighbouring parts into one cohesive development.

Ref: Parameter Plan:NFH-UNS-MAST-DR-1018 Neighbourhoods Plan



Maximising Active Frontages

A key strategy of the masterplan is to maximise the public realm and park frontages of the blocks. This allowed for the blocks to best take advantage of both their direct connection to green public realm space, increased walk-ability of the scheme and passive security. Visual connectivity into, within and out of the masterplan is also maximised through this strategy of maximising park frontages.

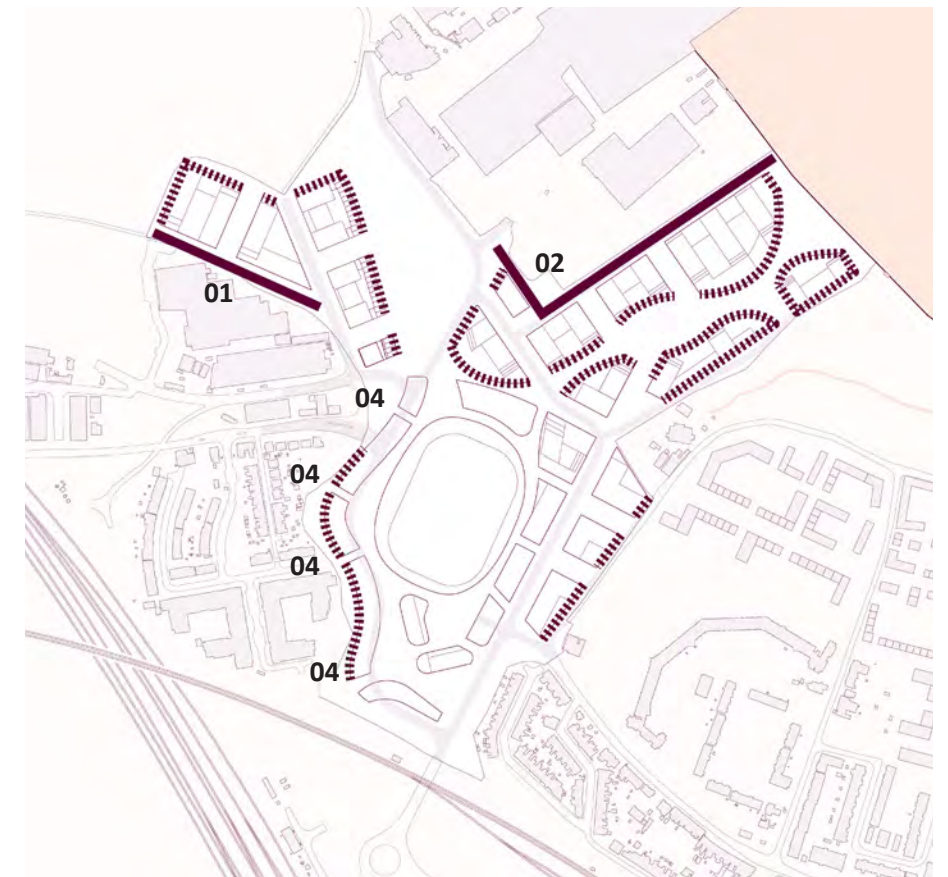


Boundary Treatments

The development edges clearly define the boundary condition, react to the existing form of the boundary line and the immediate context. A strategy of creating a buffer zone between the more established industrial zoning and the proposed neighbourhood zones can be seen across the site. (1)(2)(3)

While alternatively a strategy to encourage connection between established residential context and the proposed retail frontage can be seen around the market place neighbourhood. (4)

Ref: Parameter Plan: NFH-UNS-MAST-DR-1010 Built edge deviation plan



5.1.3 Illustrative Masterplan

Illustrative Masterplan Layout

Waterfront Connection

The Thames river has always created a strong industrial link to the site. Many industries were situated along the Thames while others were situated along the Robins Creek. The proposed masterplan re-establishes the a link between the wider context of Northfleet and the more immediate context of the site back to the Thames. Visual connectivity between the residential neighbourhoods and the harbour form a strong connection between residents and the harbour context.

Public Parks and Spaces

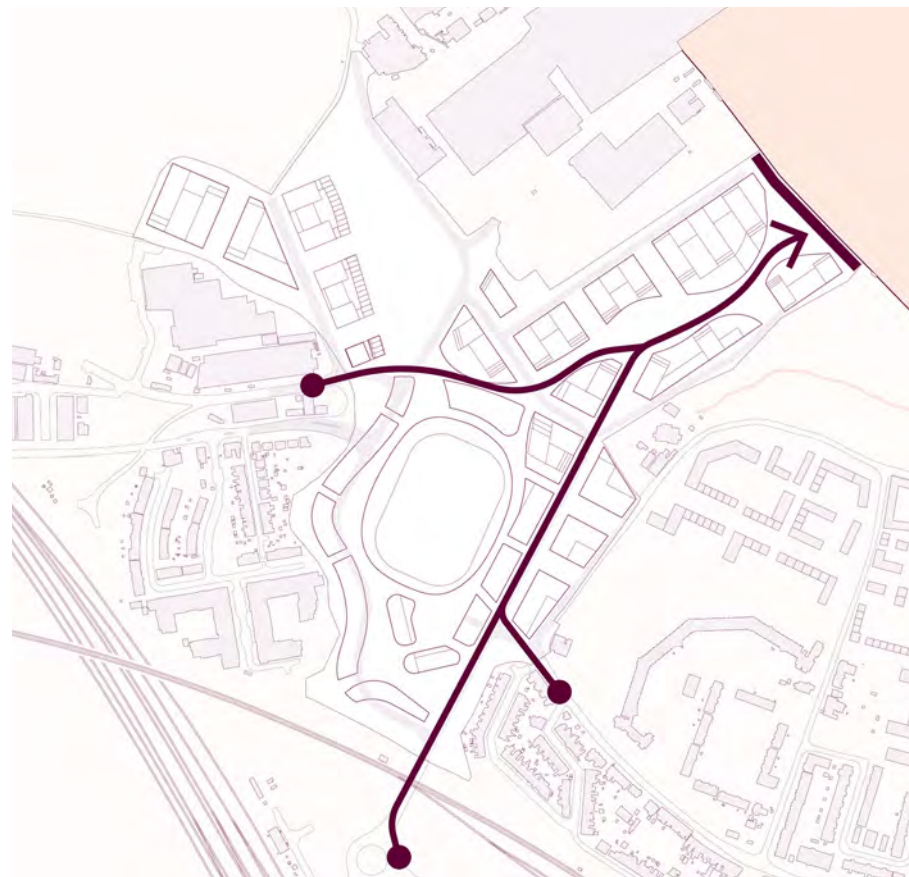
A series of smaller scale square and pocket parks that work along side the and compliment the larger public realm spaces. These spaces act to resolve edge conditions between established residential conditions. Other spaces lie within the larger scheme of public realm space to create moments for play, social interaction and entertainment.

- (01). Parks
- (02). Public realm
- (03). Pocket parks

Streetscape (Minor and Major streets)

A varied level of streets are proposed within the masterplan, there is a differentiation made between primary and secondary streets. These streets not only bring together the buildings and public spaces but also create their own set of high quality public spaces.

Ref: Parameter Plan: NFH-UNS-MAST-DR-1014 Highway access



5.1.4 Illustrative Masterplan

Illustrative Masterplan Access

The Northfleet masterplan focuses on bringing together a continuous and varied network of pedestrian, cycling and vehicular routes in a safe, sustainable and organised way. The main focus lies in the activation of the masterplan neighbourhoods with safe access for all modes of transport and occupants.

Logistically the proposed new routes will complement and enhance the existing vehicular network ensuring that the proposed Northfleet Masterplan serves to advance the existing mobility of the wider context.

Public realm space is prioritised hierarchically with vehicular and cycling modes strategically places to compliment this public realm arrangement.

Street Hierarchy

The network of streets established within the Masterplan is composed of primary, secondary and tertiary routes. The proposed primary route (01) will help to transport, industrial trucks around the development. A secondary level of streets (02) is established create routes for buses through and around the development and establish major branches on the masterplan. A third level of (03) local access routes are then introduced to allow for residential and service access.

Pedestrian and Cyclist focus

The illustrative masterplan proposes to connect into the existing bicycle paths of the local context allowing for the masterplan to become the connection point from which you can travel between the Stanhope road and the local context. Similarly the masterplan focuses on the prevision of safe pedestrian access through the introduction of vast connective public realm space, connecting major green spaces adjacent to the site (1) with that of the harbour edge.(2). To allow for this the Northfleet Harbourside Masterplan deliberately removes the conflict between motor vehicles and pedestrian.



5.1.4 Illustrative Masterplan

Illustrative Masterplan Access

Connection to Existing Road Network

Connection between the existing network of roads and the proposed masterplan are very important in establishing the developments place within the local and wider context.

- (01) Establishing a tunnel route connecting the Galley Hill Road to the A226 logistically allows for local industry to function as normal
- (02) The B2175 connects into the Boulevard allowing for connection to the Manor way to the North and A226 to the South-West
- (03) Establishing a route from Galley Hill under the Marketplace podium, through the Parkland, Riverside and Boulevard neighbourhoods and connecting back to the B2175 allows the existing bus route to service the proposed development while retaining its local connection.

Car Parking Strategy

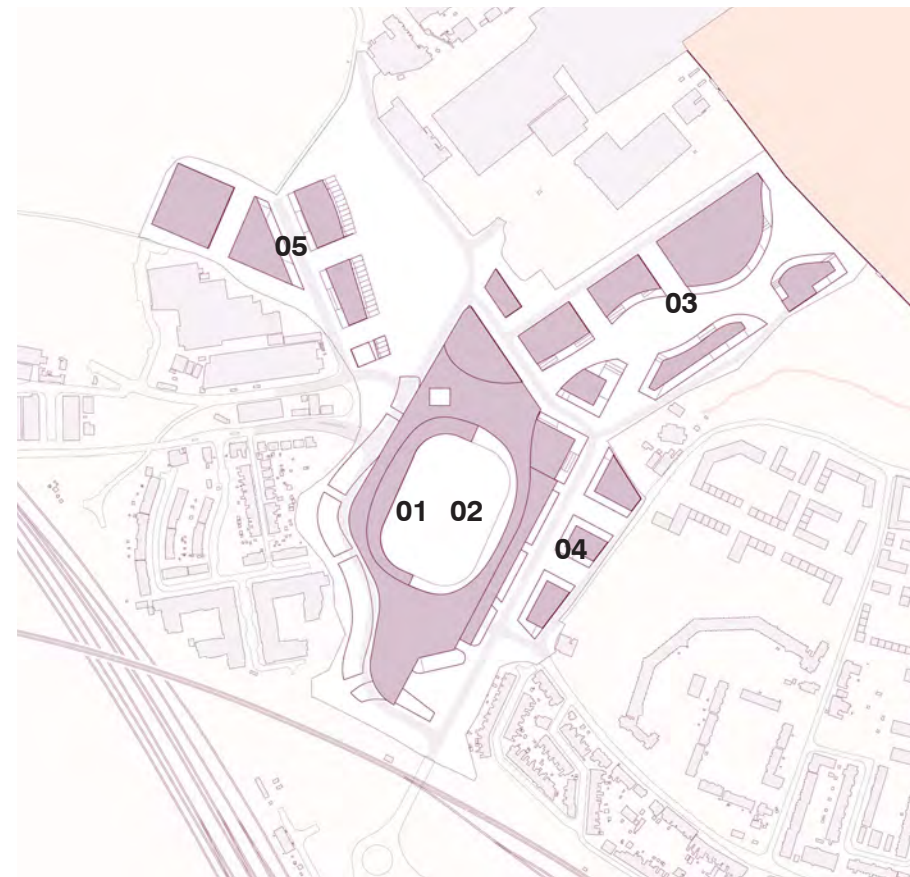
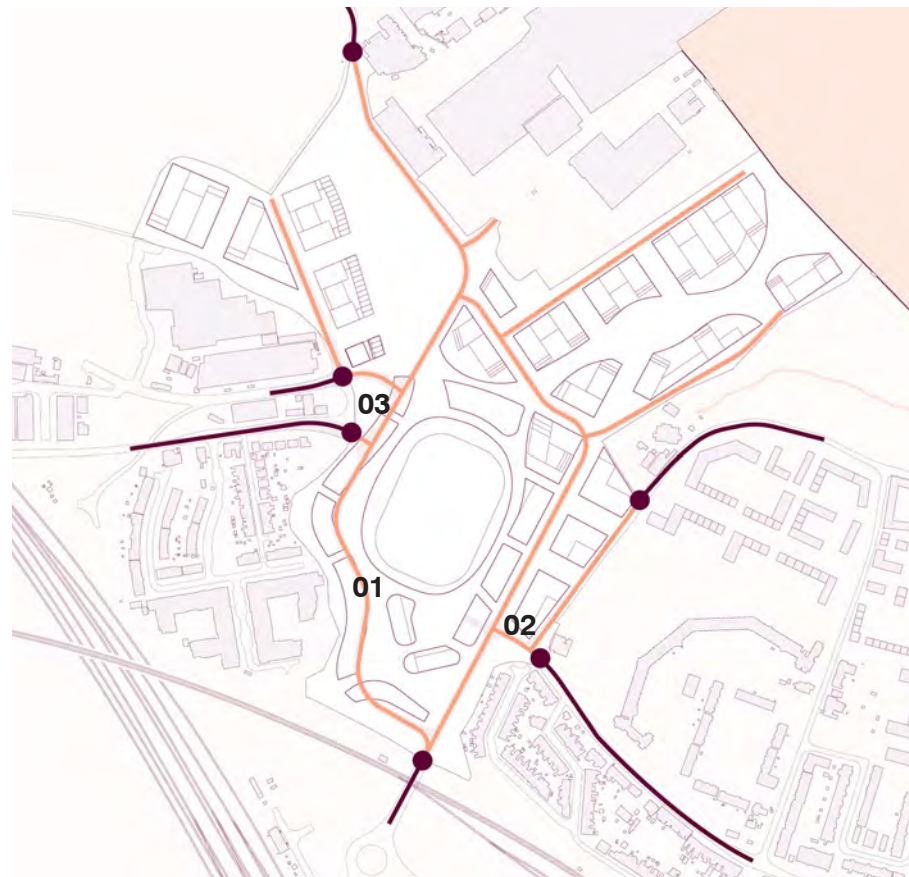
The provision of car parking forms an important part of the proposed masterplan, around 2600 parking spaces will be provided within the plinths of buildings across the masterplan

- (01) Marketplace Parking
- (02) Stadium Parking
- (03) Riverside Parking
- (04) Boulevard Parking
- (05) Parkland Parking

Management Strategy

The plan of the proposed development has been designed to allow for access between the building blocks in order to ensure the buildings of the scheme and the public realm are able to be managed externally and internally.

For further information on management of the proposed development please refer to *Framework Delivery and Servicing Management Plan*



5.1.5 Illustrative Masterplan

Illustrative Masterplan Uses and Areas

The Northfleet Masterplan will provide a series of vibrant, dynamic and sustainable neighbourhoods providing a mix of residential and retail/commercial functions surrounding a central stadium function.

The principles that underpin the uses of the site are:

1. To create a link between the existing football club and the future uses of the site.
2. The creation of neighbourhoods with the distribution of multiple uses in order to encourage sustainable long term success
3. The creation of a vibrant centre with public functions at the heart of these spaces
4. Fulfil the potential of the development as a sustainably located masterplan with excellent local, national and international connectivity
5. Uses on the site should reinforce and strengthen the generous public realm provision.

The Masterplan comprises of five neighbourhoods working together to ensure the success of the development. While some of the neighbourhoods have more specific functions such as the marketplace, others such as the Boulevard mix functions to ensure an active masterplan layout.

Stadium Neighbourhood

The stadium lies at the heart of the masterplan, bringing the past and future of the site together in one space. This stadium contains the functions of car parking, retail, conference, fitness and football pitch.

Marketplace neighbourhood

This space marks the arrival point of the masterplan and contains a meandering podium route along which two levels of retail are placed, food and beverage spaces, office space and local community uses.

Boulevard neighbourhood

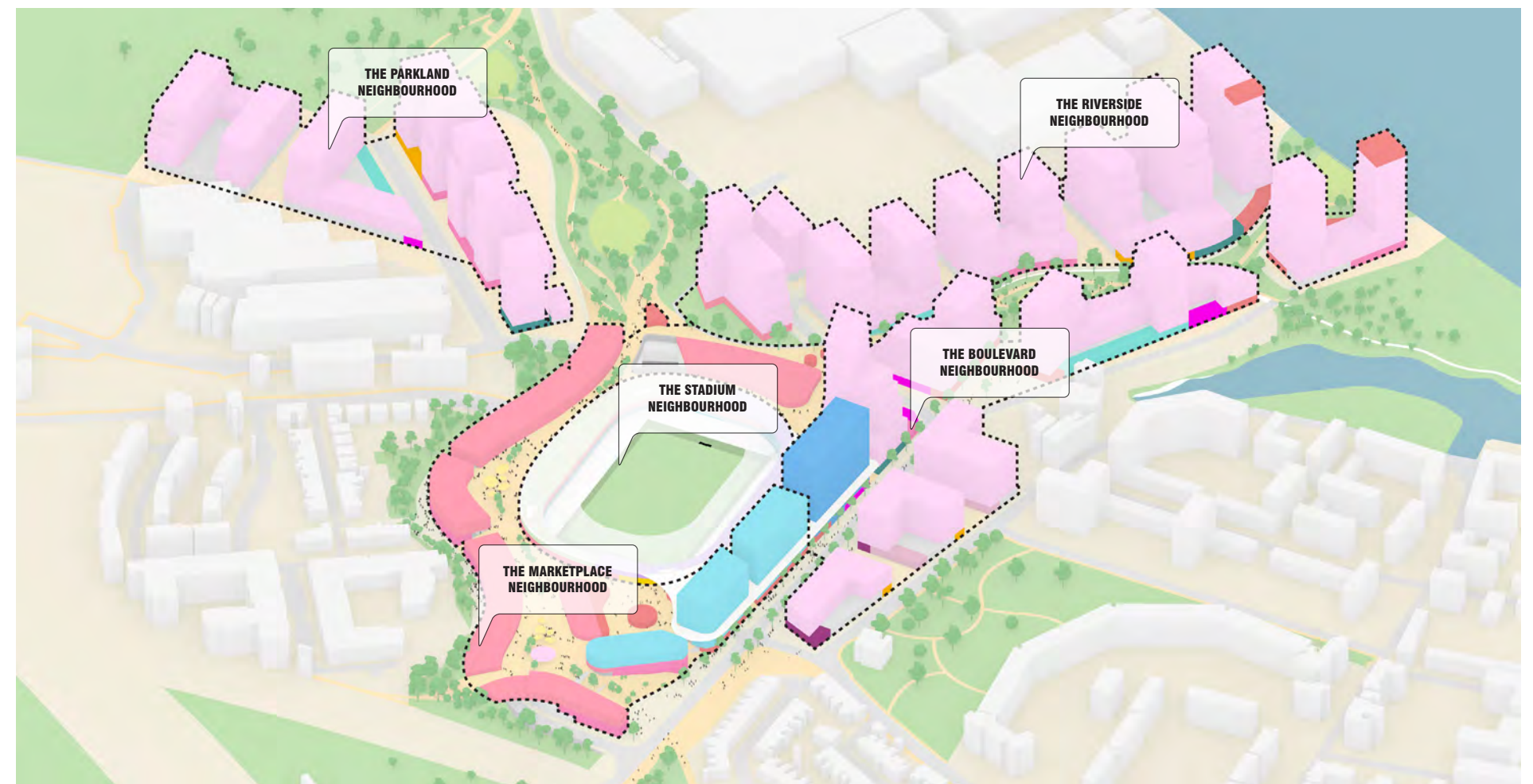
This neighbourhood includes the most mixed functions while creating a strong organisational boundary condition; Food and beverage, Local services, recreation and fitness, medical and health, creche and nursery, offices, community spaces, a ca. 300 bed hotel & approx 950 residential units.

Riverside neighbourhood

This neighbourhood creates the connection between the masterplan and the Thames harbour, it comprises of Food and beverage spaces, fitness, medical, crèche and nursery, local community uses and approx.1600 residential units.

Parkland neighbourhood

Lastly the parkland neighbourhood has several ground floor uses such as local services, recreation and fitness, medical services, crèche and nursery, local community uses and approx. 950 residential units.



5.1.5 Illustrative Masterplan

Illustrative Masterplan Uses and Areas

A mix of Uses

In order to ensure the long term sustainability of the masterplan, multiple uses are distributed across the site ensuring such as spaces to live, work, shop, play and learn. The proposed masterplan presents a wide and varied approach to land uses including:

- Stadium (with fitness and conference facilities)
- Retail
- Residential
- Offices
- Food and beverage
- Local services
- Medical and health
- Creche and nursery
- Local community
- Hotel
- Car parking



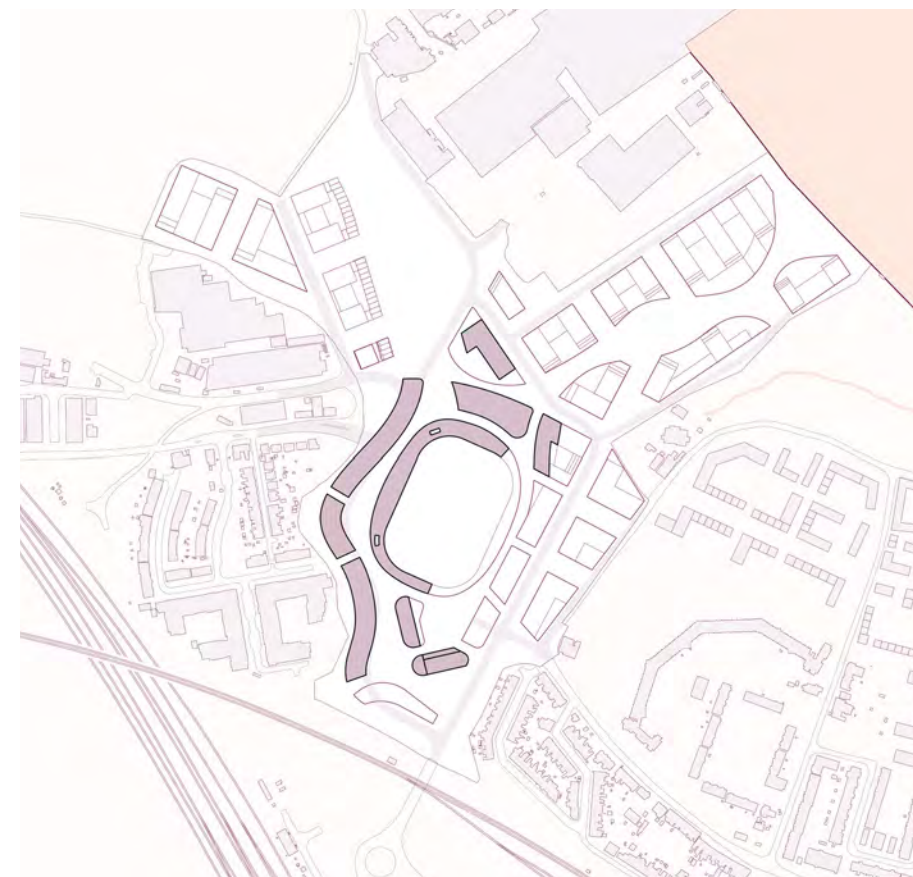
RETAIL: 20,000 sqm	OFFICES: 18,000 sqm
F & B: 8,950 sqm	COMMUNITY: 3,920
LOCAL SERVICES: 1,110	STADIUM & FACILITIES:
SPORTS/ FITNESS: 1,200 sqm	HOTEL: 19,800 sqm
MEDICAL: 1,500 sqm	RESIDENTIAL: 315,000
CRECHE & NURSERY: 1,200	TOTAL: 404,120 sqm

The Retail/ Food and Beverage Experience

A key element of the masterplan is the provision of a diverse and wide ranging programme of retail accommodation. The Marketplace in particular focuses on a 'village like' retail experience where locals and visitors can benefit from the masterplan as a retail destination. In particular the masterplan envisages:

- Food and beverage units centred around the entrance to the masterplan and stadium/ along the ground floor of the boulevard neighbourhood.
- Food and beverage units stretching along the ground floor of the Boulevard and Riverside neighbourhoods.
- A mix of single and two story retail units around the boundary of the marketplace neighbourhood and western stadium area forming a retail street around the central stadium.

- Retail units wrapping the western podium level of the stadium neighbourhood, forming part of the Marketplace experience.
- Unique waterfront food and beverage experience at the top floor of the buildings directly adjacent to the Thames River within the Riverside neighbourhood.
- Smaller food and beverage units distributed within the public realm spaces.



Retail Positions within the Proposed Masterplan



Food and Beverage Positions within the Proposed Masterplan

5.1.5 Illustrative Masterplan

Illustrative Masterplan Uses and Areas

Programme has been carefully distributed amongst each neighbourhood to ensure there are no ‘single use’ neighbourhoods; this ensures the maximum use potential of the neighbourhood and also introduces a layer of passive surveillance, increasing the feeling of safety for residents within the proposed development.

Residential Schedule of Accomodation

The Northfleet Harbourside development will be delivered in two phases as set out in chapter 7.0 Implementation. The residential schedule looks to provide up to 3500 new homes for the area across these two phases.

Please refer to the Parameter Plan; Indicative phasing plan: NFH-UNS-MAST-DR-1016

- Phase 1**
The first phase will deliver up to 2354 new homes for the Northfleet Harbourside Development.
- Phase 2**
The second phase of construction will deliver up to 1147 new residential units.
- Totals**
Fully delivered the scheme will provide up to 3500 new homes.

Use	Use Class	Maximum Quantum of Floorspace (GEA)					Total	
		Riverside	Parkland	Marketplace	Boulevard	Stadium		
Retail	E(a)			15900		4100	20000	m2
Food and Beverage	E(b)	1910		1100	4840	1100	8950	m2
Local Services, e.g. hairdressers, bank	E(c)		200		900		1100	m2
Indoor sport, recreation and fitness	E(d)	300	300		600		1200	m2
Medical or health services	E(e)	480	520		500		1500	m2
Creche or nursery	E(f)	280	320		600		1200	m2
Offices Total				1000	17000		18000	m2
Local Community Use	F2	700	650	1800	770		3920	m2
Stadium and associated facilities (e.g. gym, conference facilities)	Sui Generis					13450	13450	m2
Hotel	C1				19800		19800	m2
Residential (units)	C3	1600	950		950		3500	Units
GFA per Neighbourhood (excl. Residential)		3670	1990	19800	45010	18650	89120	m2
GFA per Neighbourhood (incl. Residential)		146670	89990	19800	129010	18650	404120	m2

5.1.6 Illustrative Masterplan

Illustrative Scale of the Masterplan

The indicative scale of the development as shown on the parameter plans has been carefully considered to both ensure the potential of the masterplan is maximised but not to the disadvantage of the immediate context.

Each neighbourhood contains a diverse mix of different scales from 2 floors (up to 9m above Ground level) up to the tallest blocks of the development at 20 floors (68m above Ground level).

The entrance to the proposed development retains a lower scale in order to give an appropriate height for the 'village' and appropriately respond to the residential neighbourhood directly adjacent.

In order to appropriately relate the development to the direct context (in particular the existing residential neighbourhoods) the massing is generally lower towards the edges of the site. This is particularly evident in the Marketplace, The Boulevard and Parkland Neighbourhoods.

The residential scale is varied in order to create a flexible base condition for differing residential arrangements. From the scale of the town house (13m above Ground Level) to the scale of the residential tower (68m above Ground

Contextual Response

The edges of the development are generally lower towards the existing context, this is both in an act of trying to be a considerate neighbour but also in an effort to create a relationship between the proposed development and the immediate context.

Only as the site moves away from the existing residential context and towards the industrial, harbour and parkland context do the blocks of the proposed development rise up to 20 floors (68m above Ground Level) optimising the potential of the blocks and also the views and visual connectivity towards the natural context of the site.

Relationship to the Public Realm

The relationship between the public realm and the proposed blocks is very important, this decision to allow for a significant and appropriate 22m distance between blocks at ground floor was implemented across much of the masterplan.

This allows for appropriate access and ingress to the site while allowing for light to penetrate through the blocks and provide an attractive well-lit space for dwelling.

The height of the Stadium and Marketplace at 5 floors (19m above Ground Level) is carried through the site creating a plinth through the Riverside Neighbourhood both allowing for a stronger connection to the public realm green space and providing a visual shoulder height across much of the residential proposal.



5.1.6 Illustrative Masterplan

Illustrative Scale of the Masterplan

Key buildings and scale

The development identifies some key blocks and applies an appropriate scale and height to these buildings as 'key' elements of the development;

01. The Stadium is identified as the key building at the heart of the masterplan, lower in scale and embedded into the programme of the marketplace neighbourhood

02. The Riverside Neighbourhood towers with food and beverage offering at the highest floor.

03. The residential tower of the Boulevard neighbourhood forming a corner block between the Boulevard, Stadium and Riverside Neighbourhoods

04. The central residential blocks of the Parkland neighbourhood with maximised views towards the public realm and Botany Marshes.

The Town houses

In order to help with the transition of scale between the public realm and the taller residential scale of the Parkland Neighbourhood a series of lower scale town houses are designed into the masterplan directly adjacent to green public realm route.

The aim of this positioning is to ensure an appropriate and identifiable scale for the occupants within the public realm.

The National Grid

In order to comply with the National Grid restrictions the masterplan remains below 20m height everywhere within a 25m offset of the National Grid lines.



5.1.7. Masterplan Neighbourhood Strategy

Neighbourhoods Strategy

The Northfleet Harbourside Masterplan envisages an urban strategy of creating mixed use neighbourhoods and neighbourhoods with primary uses and varied public uses accessible at ground floor.

This vision for a neighbourhood strategy was arrived at from a series of workshops, stakeholder meetings and site analysis. The vision for the Northfleet Harbourside development is to link a series of neighbourhoods intertwined with landscaped public realm to one another but also in a broader connective link to the wider context.

The strategy envisages neighbourhoods with a diverse range of uses and forms, individual in character but clearly part of an ensemble of neighbouring elements.

Heart

The Marketplace and Stadium are foreseen as the central neighbourhoods of the proposed masterplan, this tie to the history and present use of site takes a key position at the centre of the cluster of neighbourhoods.



Public Uses

The strategy envisages some neighbourhoods with almost entirely public functions (in this case Retail/ Food and Beverage) These spaces should compliment and support their neighbouring functions.



Connection

The Northfleet Harbourside development envisages a truly green/ active public realm, a neighbourhood in its own right, connecting and supporting the more clearly defined masterplan architectural programme with that of the wider context.



Neighbourhoods

The remaining space defines the primarily residential neighbourhoods, supported and linked with a strong public realm presence. A mix of ground floor uses are envisaged to support an active ground plane and encourage the feeling of security within each neighbourhood.



5.1.8 Inclusive Environment

The delivery of an inclusive Northfleet Harbourside Development is a key principle from which the entire masterplan and public realm has derived. The proposed masterplan development chooses to focus on the connectivity between the past, present and future occupant of the masterplan site and local context.

In order to ensure the proposed masterplan development embraces both the local and future occupant of the site, the masterplan illustrates the potential for a highly inclusive arrangement of the programmatic layout and public realm. From initiatives of including affordable housing, the connection of ground floor local amenity program, a focus on cultural offering and an accessible public realm tying these elements together.

Inclusive Public Realm

The illustrative landscape masterplan is designed in a way to be as inclusive of existing local, new and visiting occupants of the site.

A multi-functional amphitheatre space located in the Riverside character area, providing opportunity for events, gigs, inclusive community interactions

Priority is given to the pedestrian in the public realm through the introduction of shared surface materials ensuring an inclusive public realm experience.

A platform of connecting leisure and work destinations along a network of safe and clearly defined routes will inform an inclusive public realm environment.

Affordable Housing

The provision of affordable housing is a key element of the Government's plan to end the housing crisis, tackle homelessness and provide aspiring homeowners with a step onto the housing ladder. Northfleet Harbourside Development will dedicate a significant portion of the proposed residential provision to affordable housing.

Inclusive Ground Floor

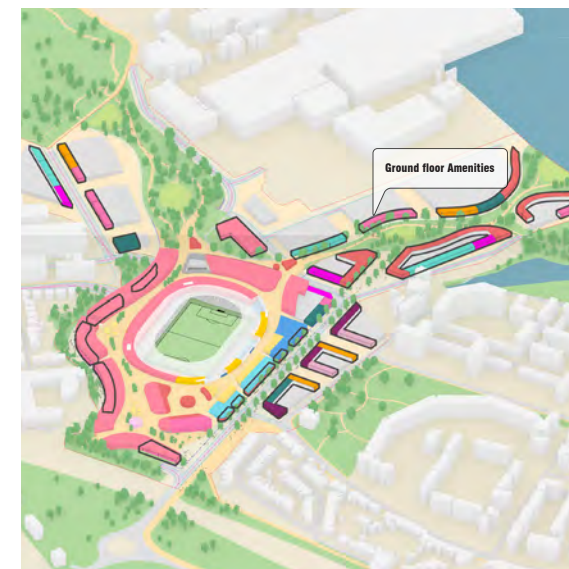
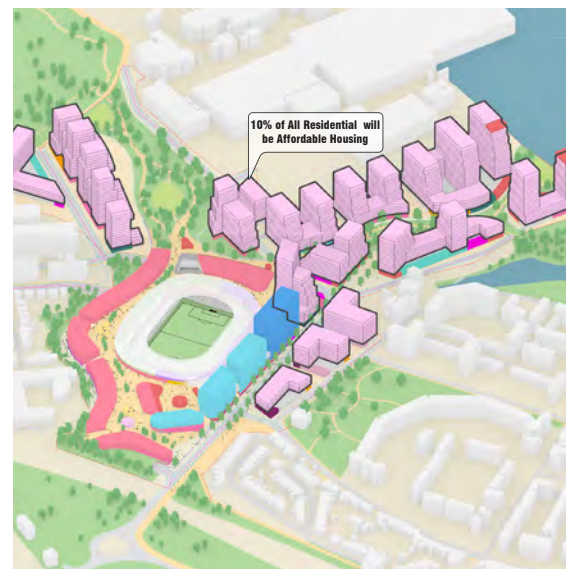
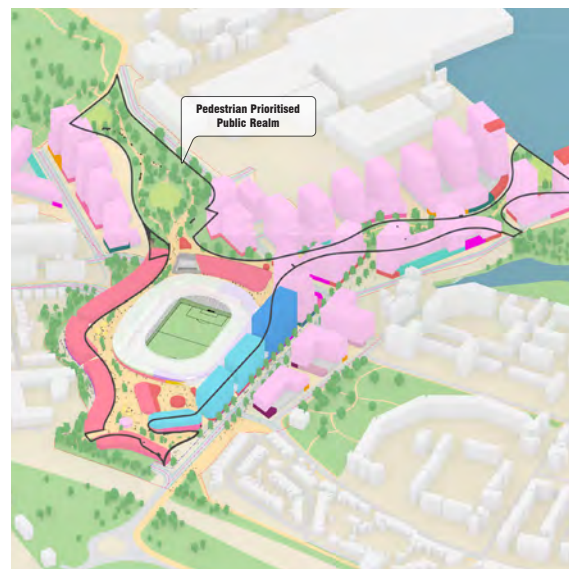
The distribution of ground floor amenities was a key driver of the proposed masterplan development. The provision of inclusive spaces, cultural, social and local services are key to defining the relationship between occupants, neighbours and their sense of community.

The programmatic layout ensures single-use neighbourhoods are avoided; accommodating more established commercial offices while allowing for Small and medium local enterprises to become established within the SME Hub.

Cultural Inclusivity

The Stadium and football club at the centre of the masterplan is designed to establish a strong link to the existing cultural ties of the local community while informing a new node from which to connect to the future user of the site. This stadium will be capable of hosting a range of uses to ensure the maximum potential of the space is exploited.

The public realm design supports this cultural offering, creating inclusive spaces for everyone from the resident to the visitor. Recreation, play areas, spaces for events and space for the display of public art are all included within the illustrative public realm design of the proposed Northfleet Harbourside Development.



5.1.9. Access Points & Movement

Access within the Illustrative Masterplan

Vehicular Routes

The first step in creating a safe and logical layout for the roads network across the proposed development was to connect the existing industrial sites primarily used by trucks back to the A226 and adjacent roads network.

Then a re-routing of the bus network around the site to connect the existing route to each neighbourhood and creating connecting roads for cars to each neighbourhood and parking spaces was designed.

Together the truck, bus and car routes work together to ensure both safe and efficient access across the site while ensuring the pedestrian and cyclist user can get across the site unaffected by vehicular traffic.

Car parking is accessed through the vehicular roads network to each neighbourhood.

Pedestrian Routes

The routes devoted to the pedestrian on and around the site ensure a strong connection from the central neighbourhoods of the stadium and Marketplace towards the harbour and the marches to the north and west.

The podium Level 02 and neighbourhood parks ensure the pedestrian network and roads network remain separated ensuring the safety of the pedestrian across the proposed development.

Cycle Routes

Cycle routes are designed to ensure there is accessibility throughout the entire site to all parts of the proposed development/ each of the neighbourhoods. The proposed development also connects into the existing cycle routes in the adjacent context, interaction between the cyclist and motor vehicle is minimised within the proposed scheme promoting the safety of the cyclist.



5.2.1 The Stadium

Introduction

The Stadium will give the Ebbsfleet United Football Club an identity and a focal point for community engagement. It is designed as the new home for Ebbsfleet United FC and forms the community heart of Northfleet Harbourside.

As well as hosting football fixtures, the stadium will hold other events such as concerts and performances, with this the stadium will bring high levels of activity and vitality to this Northfleet Riverside development and has been centrally located in the masterplan to fully harness this vibrancy.

Easily accessible for fans and visitors the Stadium Neighbourhood will respond effectively to the surrounding uses such as the Boulevard Neighbourhoods commercial and Hotel offering and to the Marketplace Neighbourhoods distinct retail experience.



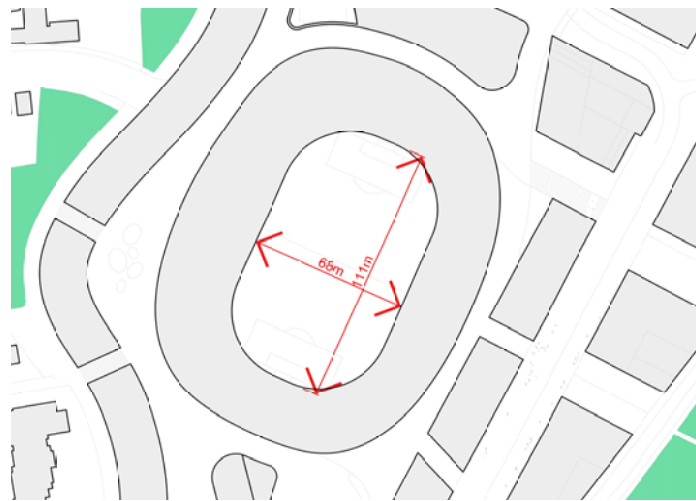
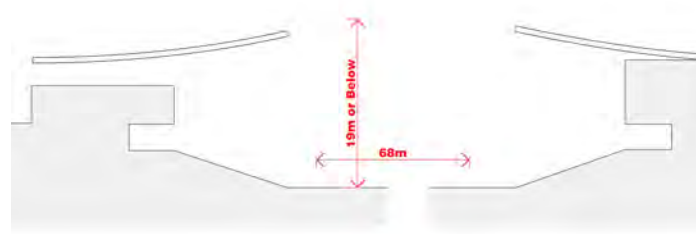
5.2.2 Stadium Use and Areas

Stadium Scale Comparison

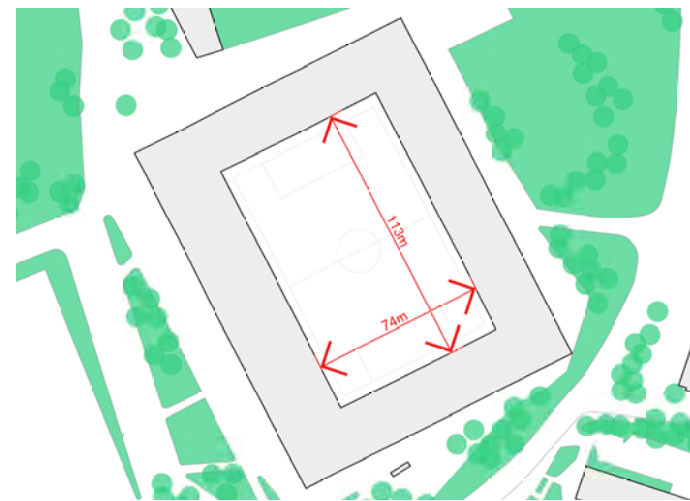
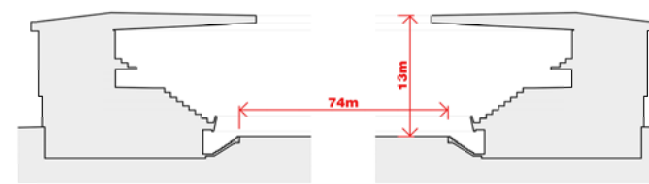
In order to understand the scale of the proposed Stadium neighbourhood, a series of studies was undertaken to compare and benchmark the proposed Northfleet Harbourside Stadium to that of the best in class examples. The examples shown are built on constrained plots with very similar capacity and scale requirements.

This understanding was then used to incorporate the best possible proportions in the design of the Stadium Neighbourhood.

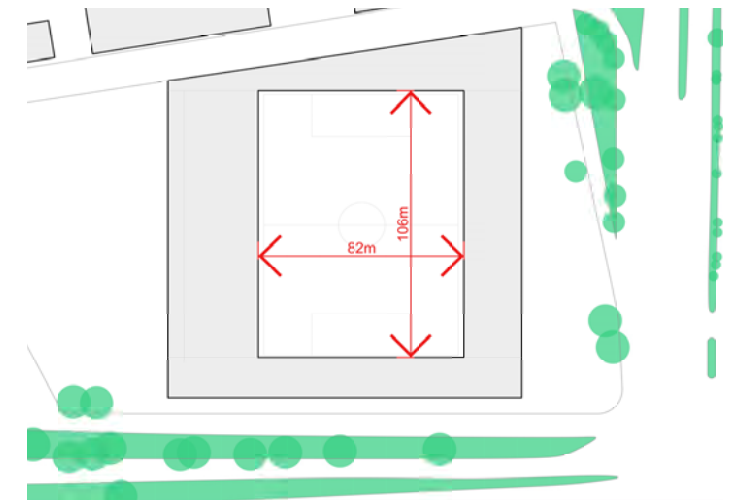
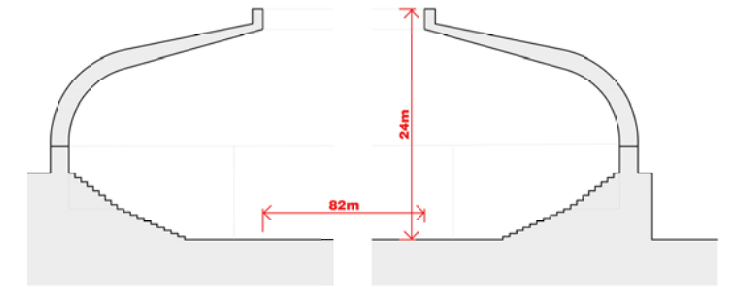
Ebbfleet United Proposed Stadium



Lausanne Football Stadium, CH



Hidegkuti Nandor Stadium, Budapest, HU



5.2.3 Stadium Layout

Illustrative Stadium Layout

Within the Illustrative Masterplan The Stadium lies at the centre of the proposed development, located at the existing position of the Ebsfleet football club. The illustrative layout of this neighbourhood connects with the local context, residents and heritage of the site both in a physical and metaphorical way.

Understanding that single-use development doesn't provide a sustainable solution for twenty-first century masterplanning; The Stadium Neighbourhood brings together multiple uses under the umbrella heading of a 'Stadium'; being capable of hosting a range of events.

This approach not only optimise the use potential of the neighbourhood but also ensures a multiplicity of use times, ensuring its active use outside of match dates.

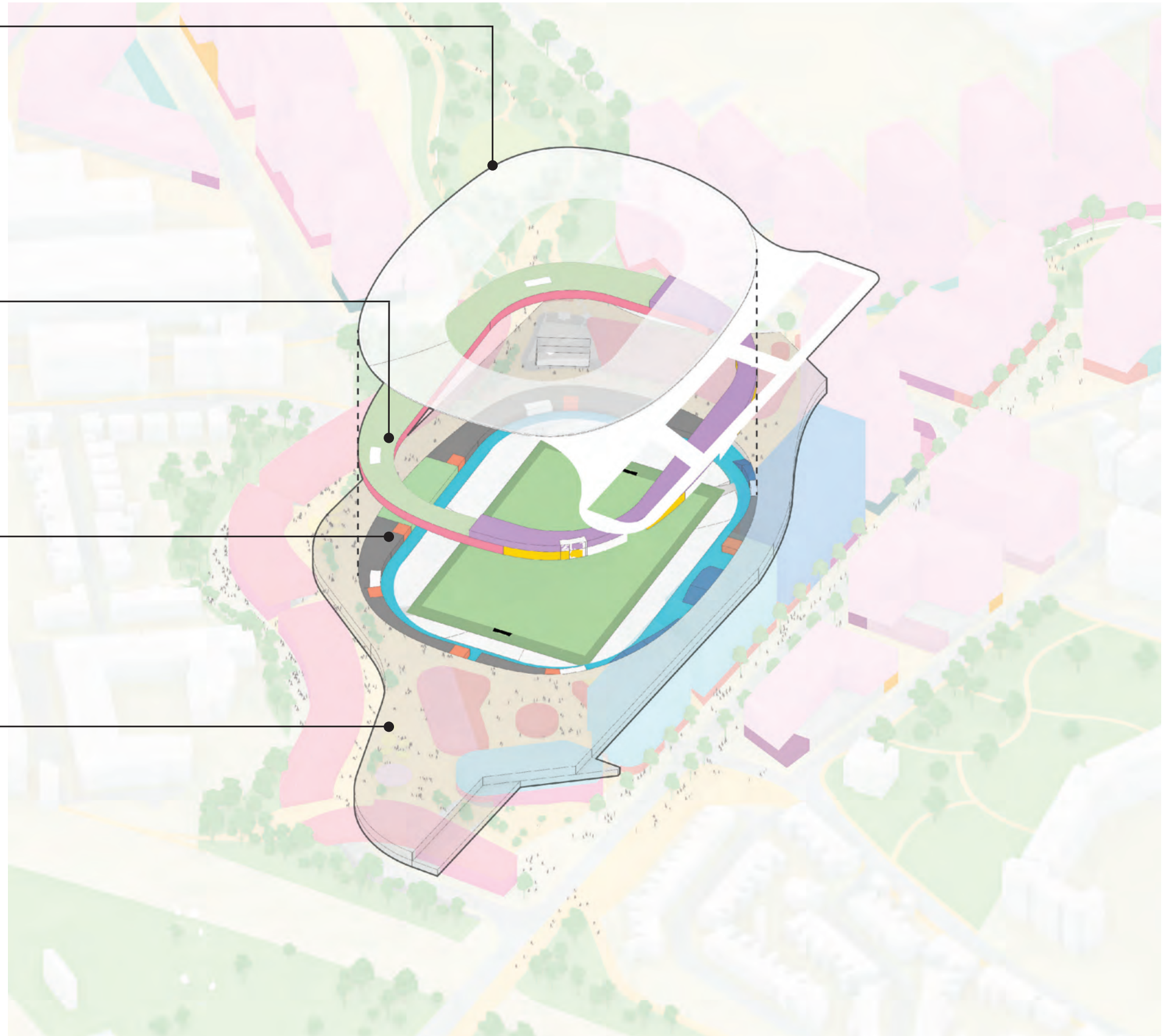
Please refer to *Design Code Chapter D Detailing the building - 9.2 Stadium Layout & Access*

The **roof** of the stadium reaches out to create a canopy over the entrance to the stadium neighbourhood to the east along the boulevard. The roof creates a feature that can be seen from a distance while hidden within the marketplace neighbourhood.

The **L02 (Podium Level)** is predominantly made up of retail functions to the west, food and beverage and circulation to enter the stadium from the L00 to the east of the stadium neighbourhood.

The **L01** floor is majority car parking with the stadium itself wrapped in conference, media, F&B and circulation.

The **ground floor** of the Stadium Neighbourhood is primarily given over to the football pitch, stadium seating and Parking, below the sprawling public realm podium. Peripheral functions on the ground floor are included to serve the immediate context and ensure the street adjacent functions appropriately reflect that of a public-facing street front.



5.2.4 Stadium Access

Illustrative Stadium Access

The stadium, placed at the centre of the development acts as one of the key buildings from which routes across the entire masterplan are derived.

Primarily vehicular and pedestrian access routes within The Stadium Neighbourhood are prioritised.

The introduction of the podium at Level 02 creates a new public realm level on which only pedestrian accessibility is permitted, layering the ground floor/ first floor vehicular arrival with that of the pedestrian podium arrival ensures both modes can occur without interference.

Please refer to *Design Code Chapter D Detailing the building - 9.2 Stadium Layout & Access*

Internal Access

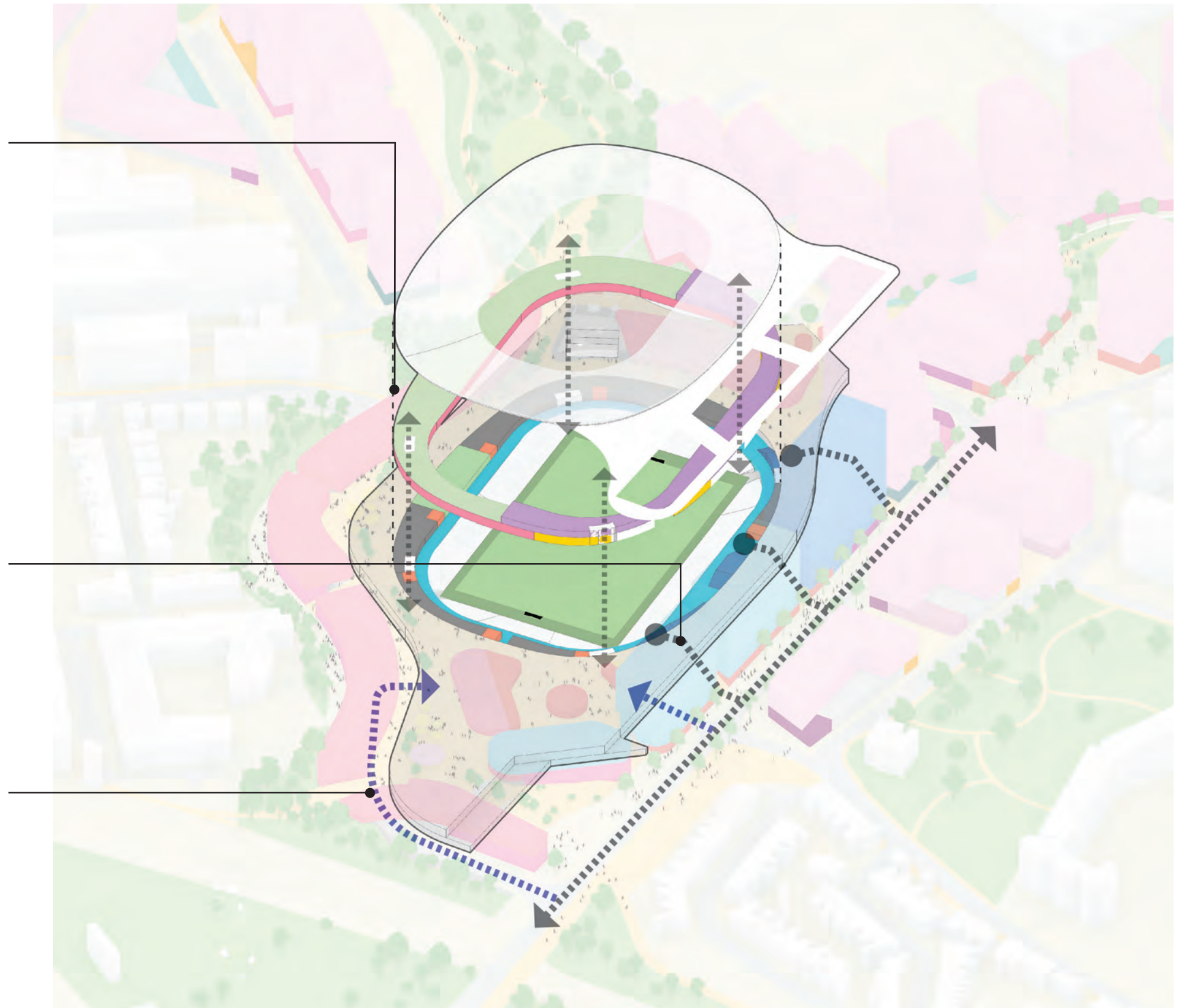
Internally, four cores at each corner and the internal circulation spaces allow for vertical movement within the building, across the internal functions and between the car parking spaces and the stadium spaces.

Public Access

Public access (on foot, by bicycle and bus transport) is situated along the boulevard street. From here the public move up onto the podium via access stairs located between the buildings of the boulevard and then have access immediately into the stadium from the podium level.

Car/ Bicycle/ Team Access

Access for cars, bicycles and team transport happens within the car parking levels of L00 and L01 underneath the podium level on L02. Disabled access will be placed on L01 to ensure safe and efficient access from car parking to the stadium.



5.2.5 Stadium Use and Areas

Illustrative Stadium Use and Areas

The Stadium is designed to be the central public and pedestrian link between all parts of the proposed masterplan sitting at the arrival point on the site and also forming the new home for the existing Ebbsfleet Football Club and its supporters.

The Stadium Neighbourhood contains multiple uses across four levels. The floors below the podium at L02 are designed to contain car parking and more 'inward' looking programme. While the uses within L02 and L03 focus on the public and more 'outward' facing programme of the building such as retail, food and beverage offerings and stadium related functions.

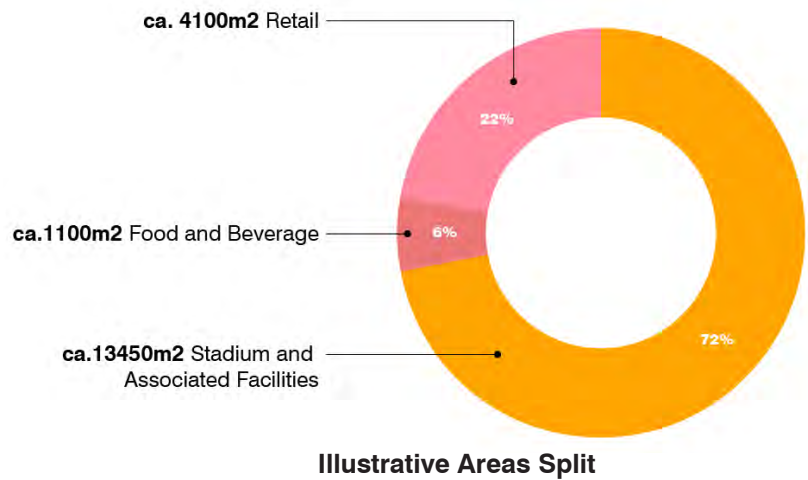
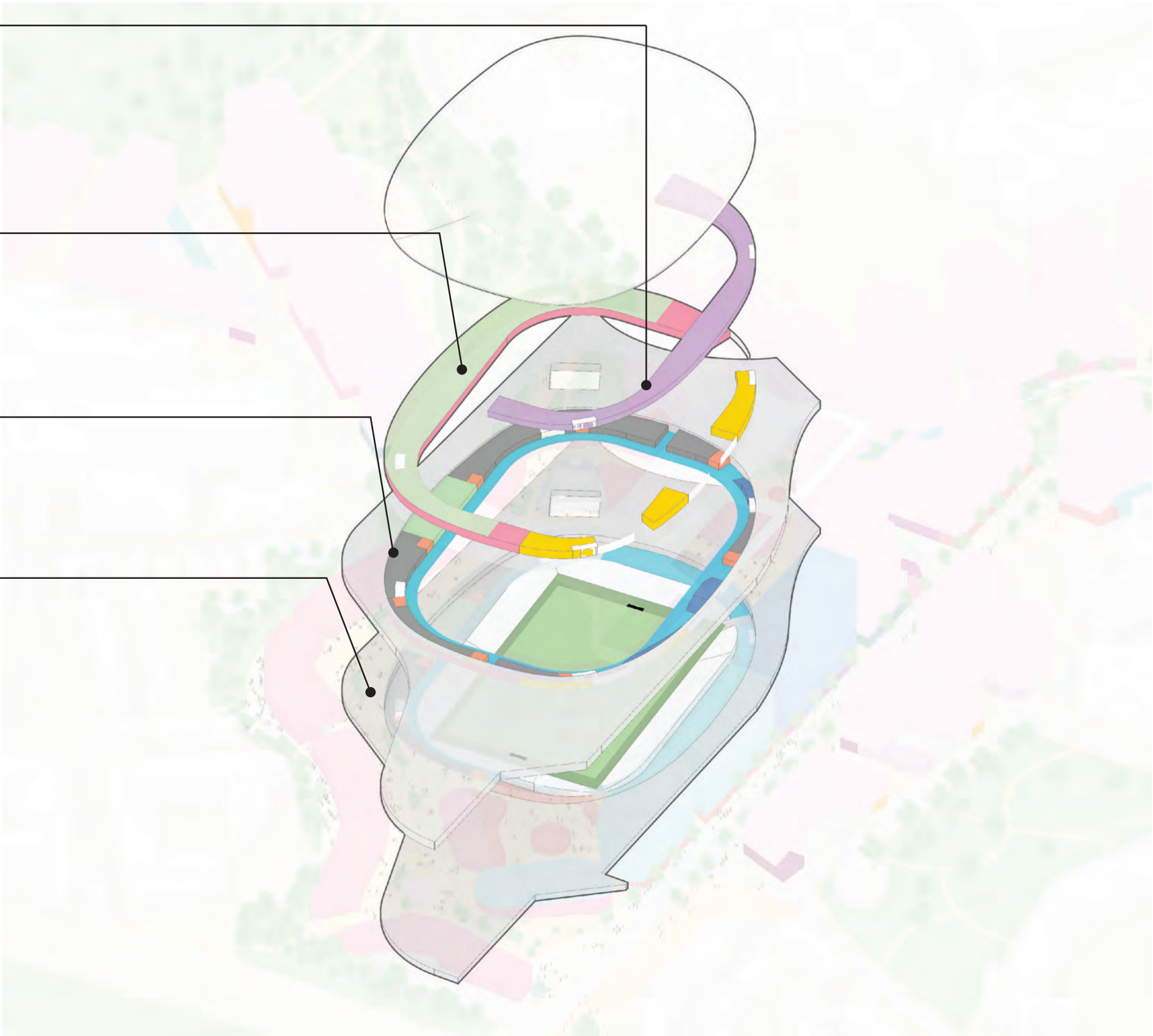
Please refer to *Design Code Chapter D Detailing the building - 9.2 Stadium Layout & Access*

Floor 03;
Stadium Boxes
Working Suites
Covered Terraces
Viewing Platform

Floor 02(Podium Level);
Retail space
External and Internal Food and Beverage
Circulation

Floor 01;
Conference/ Media
Food and Beverage
Function rooms
Circulation

Ground floor;
Stadium Seating
Changing rooms,
Medical functions
Gym and fitness
Back of House
Parking + Cores



5.2.6 Stadium Design Intent

Stadium Design Intent and Materiality

Design Intent

The stadium, placed at the centre of the development acts as one of the key buildings from which routes across the entire master-plan are derived.

1. Roof; The stadium roof should be visible to a user and iconic in such a way which gives focus and identity to the stadium.
2. The primary Structure and Facade of the stadium will be functional, tactile and human in its design.
3. Clear moments of 'difference' such as public realm, way finding or programme will be intentionally contrasting in its material expression compared to that of the relative uniformity of the rest of the stadium design.

4. Facade, where the façades of the stadium neighbourhood and marketplace neighbourhood come to meet one another there will be a clear distinction in the facade expression to ensure the marketplace experience retains its own individual customer experience journey.

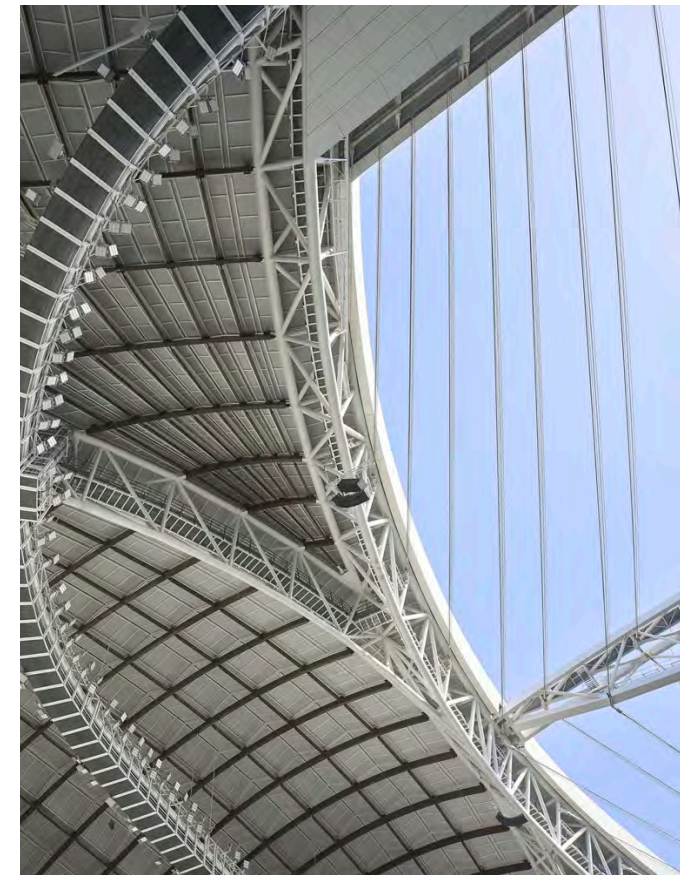
Please Refer to Design Code *Chapter D - Detailing the building; 9.3 Stadium Elements*

Materiality

The material ambitions for the stadium focus on three major topics.

1. The roof in its form, material and detail will be iconic, expressive and contribute wholly to the cohesive design language for the entire stadium.
2. The primary structure and facade of the stadium will be functional, tactile and human. The specification of materials should contribute to the overall design language of the stadium, be humanistic and inspire inclusiveness.
3. The accent palate is used in very specific places in order to draw attention to certain programmatic, public realm or wayfinding interventions within the Stadium.

Structure and facade Please Refer to Design Code *Chapter D - Detailing the building; 9.4 Stadium Design Palate*



5.3.1 The Marketplace

Introduction

The Marketplace is located at the south of the site and extends around the perimeter of Ebbsfleet Stadium creating a mixed-use retail-led experience within. This area creates a key arrival gateway for different users and experiences as well as forming the main community edge addressing both new and existing Northfleet residents.

The Marketplace design provides a series of different spatial and built form characters that relate to the retail and community-led activities. Architectural design should take inspiration primarily from the industrial heritage and character of this area. The built form retail-edge provides for a contemporary designed frontage that interfaces with the public realm. The design code provides guidance on scale and massing, materials and spatial arrangement for the Marketplace. The community edge -western frontage- of this area implements a design which responds to residential edges but addresses the level changes from ground to podium. It should also provide a similar character of this historical inspiration.

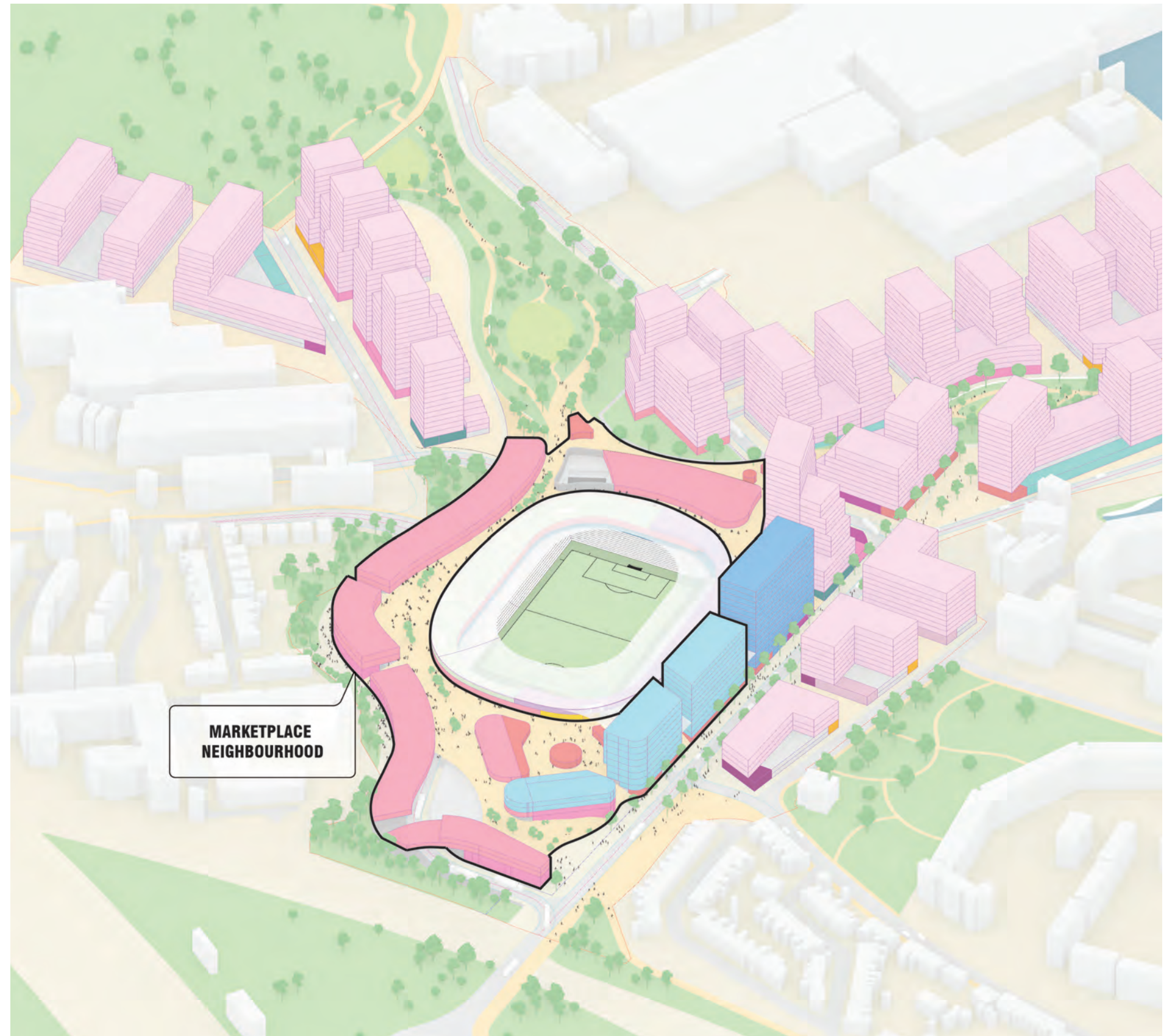
The architectural response considered across multiple levels ensuring that the design is responsive to both the inward and outward-facing

environments and that the integration of the podium is seamless and inclusive. Active travel is carefully integrated ensuring that pedestrian, cycle and mobility movements are easily accommodated across the podium and the community edge.

Visible vehicular movements are minimised through the integration of the road beneath the podium. Servicing routes are concentrated along this road and within the podium where possible.

The main entrance feature building height and massing gradually increases east along the Boulevard ensuring that the initial street character is relatable and in keeping with the existing buildings around Galley Hill and Railway Street.

The Marketplace should be an inspiring and exciting area giving residents of Northfleet and visitors a new destination in the heart of their town. References in the form of material choices, landscape heritage and industrial activities should be captured in the language of architecture and public realm design which helps to create a sense of place for the community already forged within the area.



5.3.2 The Marketplace

Scale Comparison

In order to understand the scale of the proposed marketplace a series of studies was undertaken to compare and benchmark the proposed Northfleet Harbourside marketplace to that of the best in class examples from the UK.

Ashford Designer Outlet shows an example of a curved outlet centre with a very similarly varied public realm spacing.

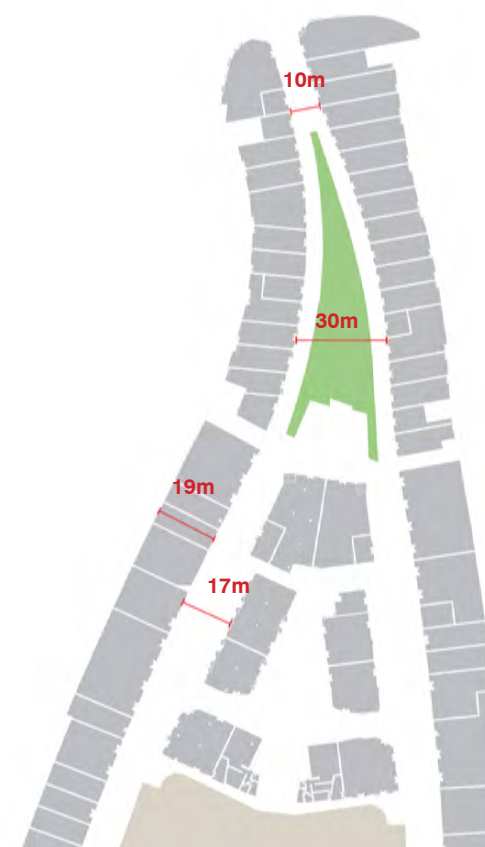
Biscester Village provided an excellent example of a retail outlet which successfully achieves a village-like proportion in its architectural layout.

An understanding of these benchmark examples was then used to incorporate the best possible proportions in the design of the marketplace.

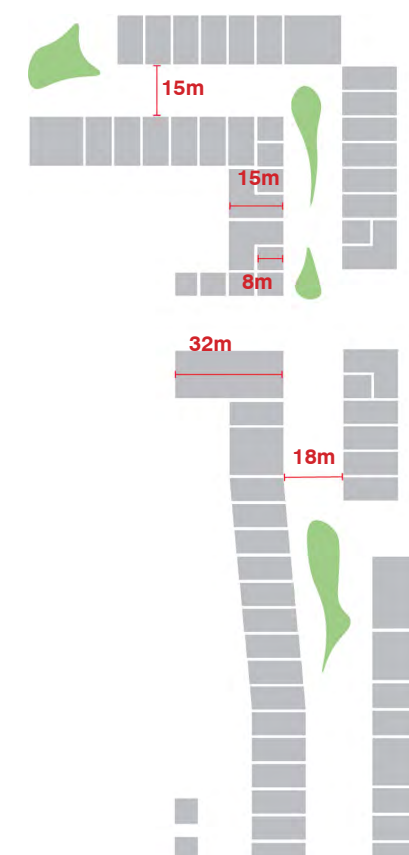
Northfleet Harbourside proposed marketplace



Ashford designer outlet - Ashford UK



Biscester Village - Oxfordshire UK



5.3.3 The Marketplace

Illustrative Layout

The marketplace is a vibrant, mixed use zone surrounding the central stadium and responding to different edge contexts.

On every level active frontages are prioritised ensuring that the development is outward facing, inspiring and welcoming at all times of day.

As shown adjacent there are three main levels to the marketplace; Ground and first floor, podium level and above podium. Each of these levels is designed to seamlessly interact whilst responding to the different communities and user groups within and surrounding the site.

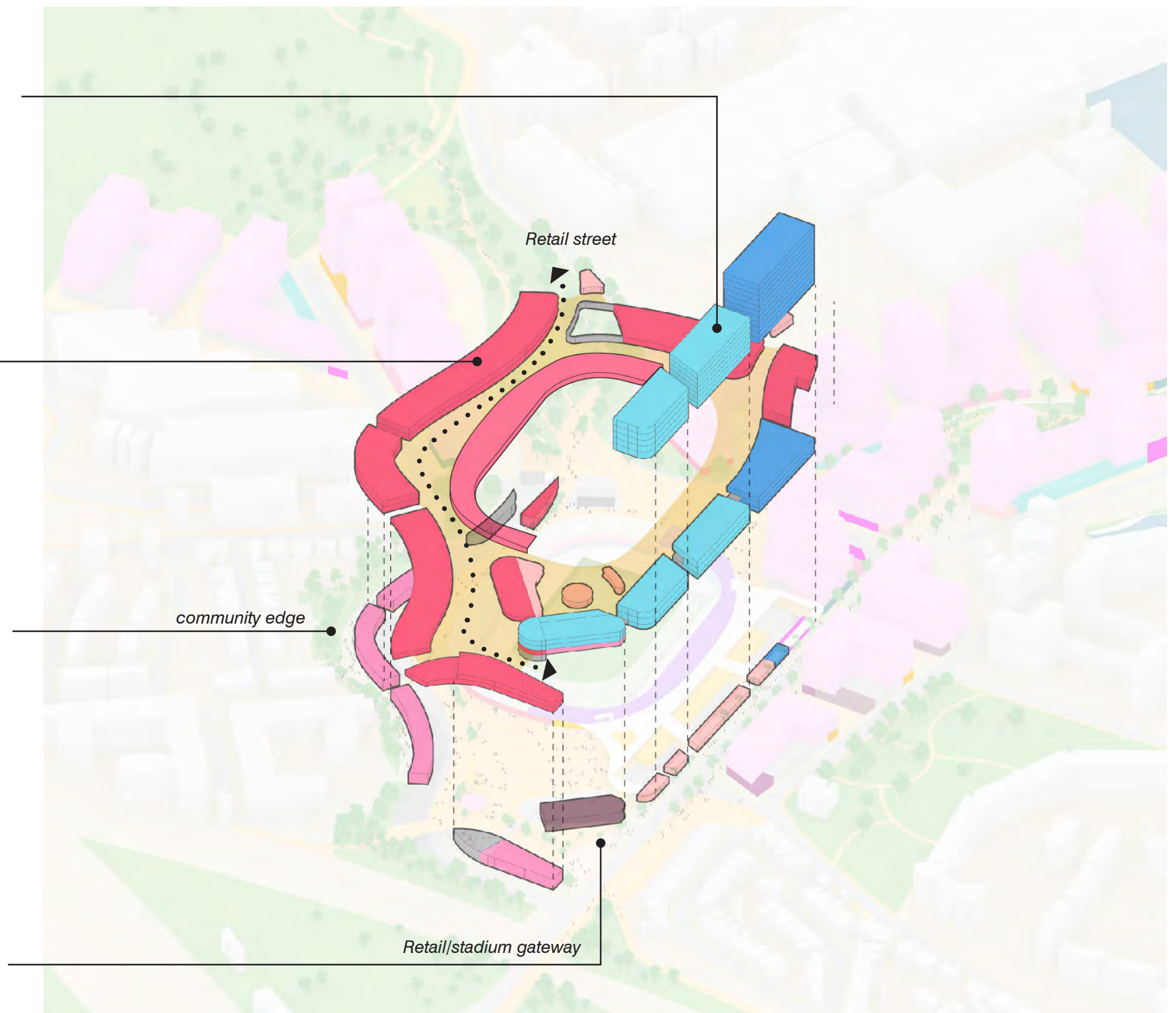
Please refer to *Design Code Chapter D Detailing the building - 9.3 Marketplace*

Above podium - The commercial & hospitality buildings rise above the to accommodate office workers and tourists who will visit the marketplace alongside Northfleet residents.

The **L02 (Podium Level)** provides the main retail experience for the visitor. Centred around a single 'street' the retail use creates an immersive environment structured around expanding and contracting public realm zones. A small number of double storey retail structures are included to provide variety and interest within the massing as well as providing additional space for retail units

The **ground and first floor** of the marketplace creates an active, outward facing edge to Northfleet itself relating to two different edge conditions; the community edge to the west and the retail/stadium gateway to the south. Uses vary between these areas with the community edge housing community infrastructure with interspersed retail units and the retail/stadium gateway providing mixed use SME/retail hub.

The remaining space underneath the podium houses the covered roadway, parking provision and ground level of the stadium.



5.3.4 The Marketplace

Illustrative Access

The marketplace is a largely pedestrian zone with cars facilitated only along the covered roadway or across the harbourside plaza shared surface. The community and commercial edges prioritise cycle ways whilst podium level is an entirely pedestrian zone.

This separation creates a clear focus on active, sustainable travel methods and ensures that more onerous traffic such as Heavy Goods Vehicles are removed from the daily experience insofar as possible.

Please refer to *Design Code Chapter D Detailing the building - 9.3 Marketplace*

Pedestrian access

Pedestrian access is facilitated along the community edge as well as on top of the podium with a variety of steps, ramps and lifts providing vertical circulation to the upper levels. All access points will be Part M compliant as set out within the design code.

Cycle ways

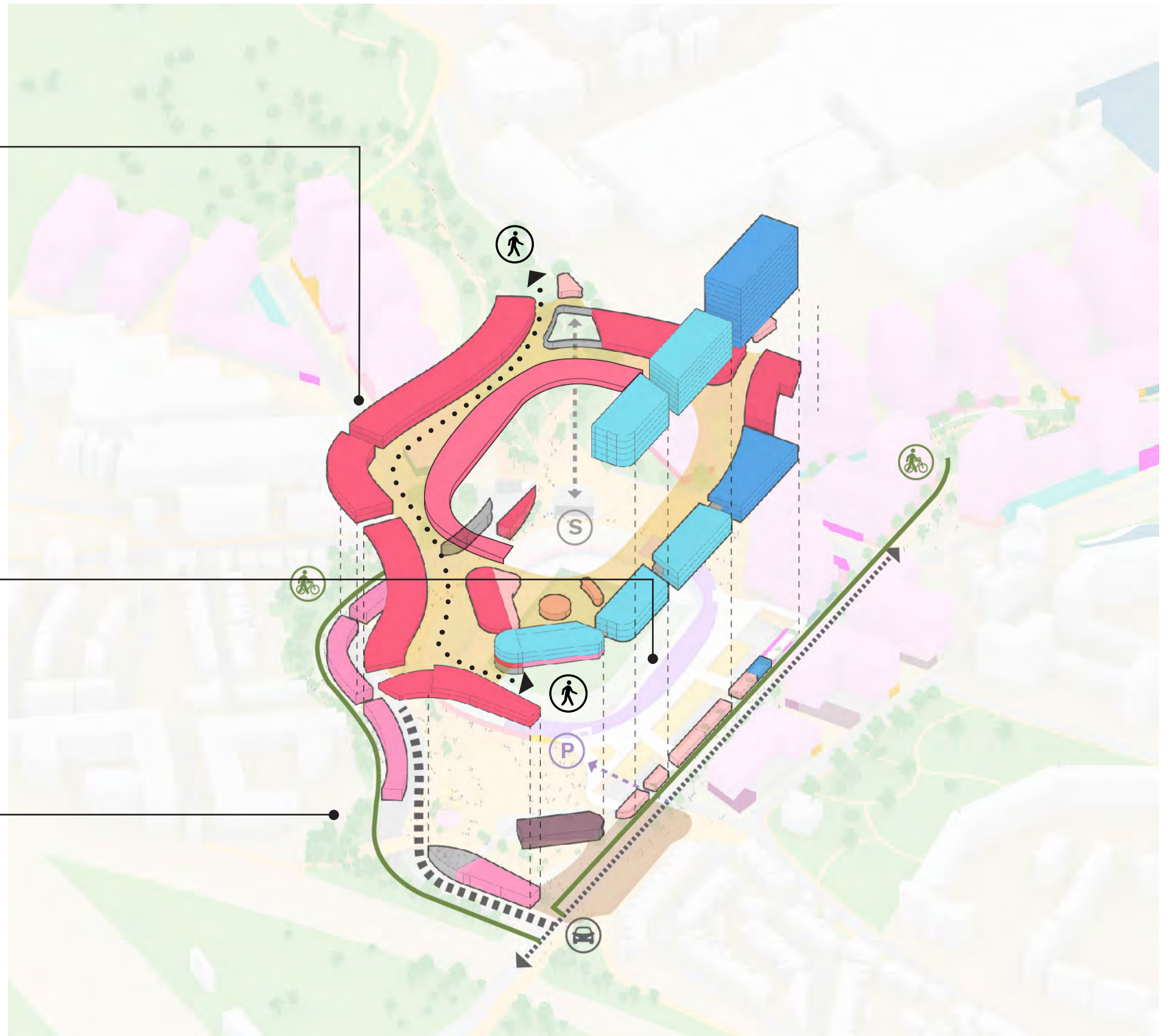
A generous cycleway is provided along the community edge and along the boulevard leading from the main gateway to the power park and river walk. Mounted cyclists are not permitted atop the podium in order to preserve the safety of pedestrians and shoppers within the area.

Vehicular Access

The main tunnel is designed to accommodate all heavy goods vehicles aiming to contain and eliminate the majority of pollutants and debris. The shared surface access will require cars to slow significantly in order to enter the Boulevard area, the podium car park and/or Northfleet town itself.

Parking & Servicing

Parking for the marketplace will be accommodated around the stadium on the first and second levels and servicing will also be facilitated in this zone. Vertical cores will convey people and goods to podium level.



5.3.5 The Marketplace

Illustrative Use and Areas

The Marketplace is designed to be a multi-functional, flexible zone capable of adapting to different situations and user groups.

The Marketplace Neighbourhood contains multiple uses across four levels with the commercial and hospitality uses rising higher to provide the required spatial quantum.

The proposal is designed to look outward and become an integral part of Northfleet itself providing everything from community facilities to local workspace retail space on its edge.

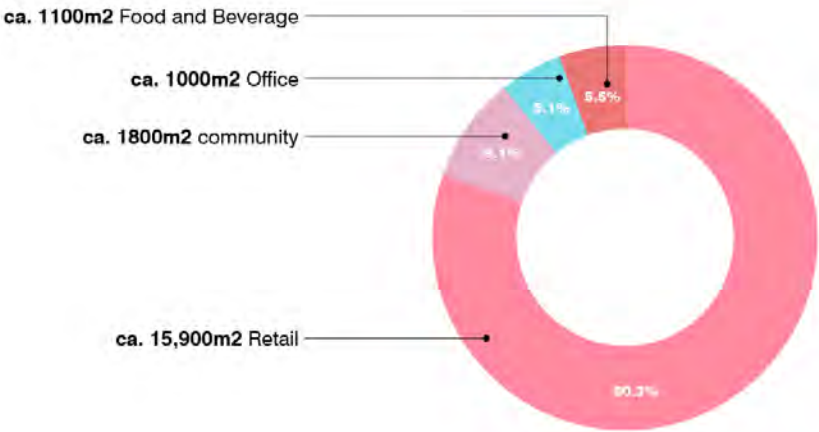
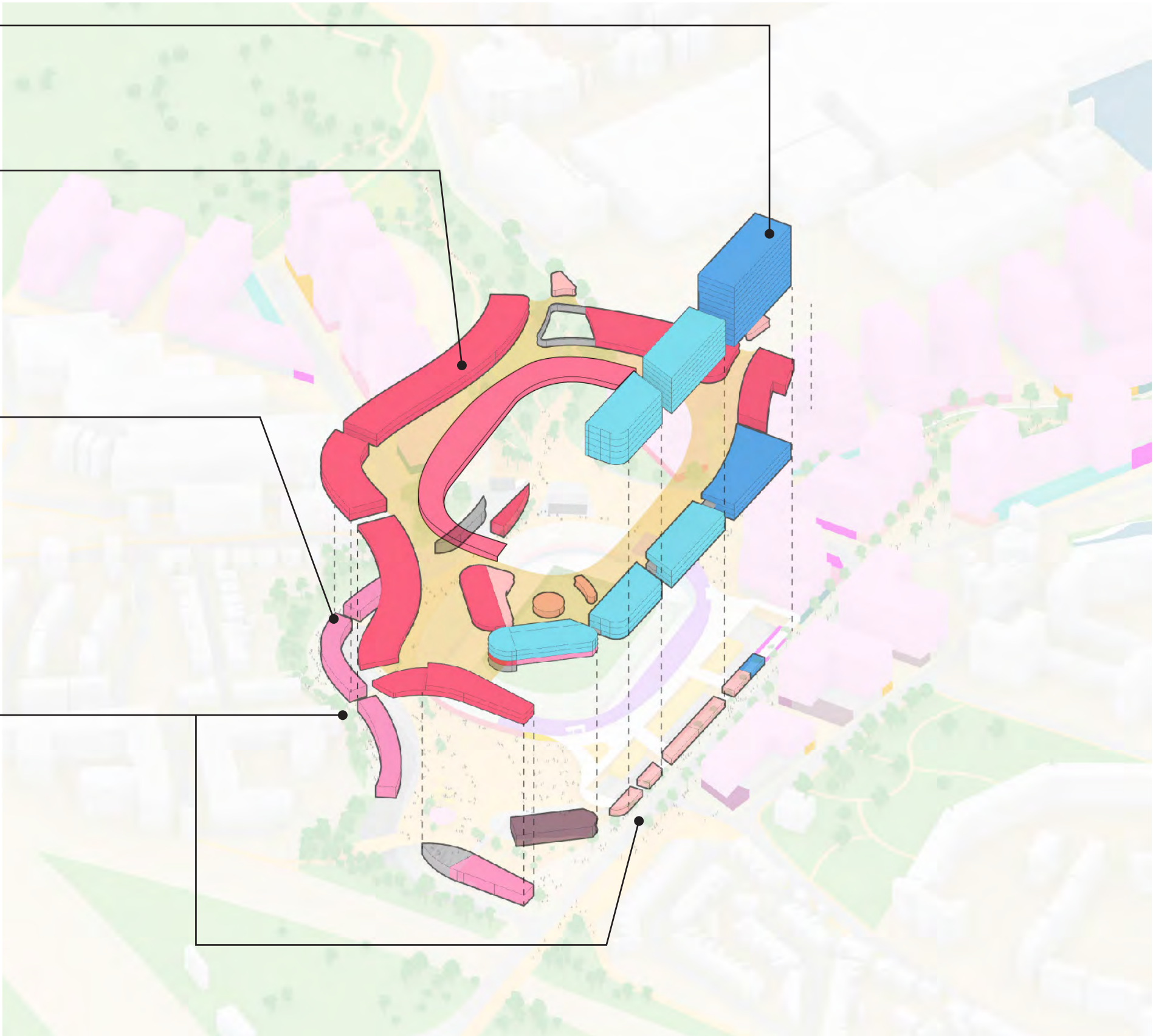
The main retail street is the only inward facing element creating a singular experience which will draw people to the area and the facilities beyond.

Floor 03 & above;
Retail mezzanine
Commercial
Hospitality

Floor 02(Podium Level);
Retail space
Food & Beverage
Commercial entrances
Hospitality entrance

Floor 01;
Community facilities
Commercial
Hospitality
Parking & Cores

Ground floor;
Community facilities
Cafe/ F&B
Commercial entrances
Hospitality entrance
Community retail
Back of House
Parking + Cores



Illustrative Areas Split

5.3.5 The Marketplace

Design Intent and Materiality

Design Intent

The marketplace exhibits three different elevation character areas each reflecting their individual settings; the retail edge, the harbourside gateway and the community edge.

The **retail edge** is a low scale, contemporary interpretation of industrial design which exhibits a constantly repeating form to reflect individual units.

Harbourside gateway exhibits its own individual character designed to link the design of the retail edge with that of the commercial buildings along the boulevard. It's design is industrial but on a larger scale.

Lastly the **community edge** combines industrial principles with a more natural aesthetic integrating inspiration from both the landscape and built form

of Northfleet.

With the exception of the commercial and hospitality buildings the parameters for the Marketplace are largely low scale rising from 3 to 5 storeys high. Its intention is to provide a lower scale buffer between the existing residential buildings surrounding the site and the higher massing which rises along the Boulevard.

The community edge varies between up to 3 or 4 storeys to reflect the existing buildings around Galley Hill whilst the Harbourside Gateway rises up to 5 storeys to provide a recognisable marker to the main entrance and exit. Heights within the marketplace are generally limited in deference to the presence of the overhead power lines.

Materiality

The material ambitions of the marketplace varies in accordance to each character area

The **retail edge** utilises a modern interpretation of industrial materials combined with a consistent base palate, repetitive fenestration and coherent signage to form one aesthetic which relates to the industrial heritage of the site.

The Harbourside Gateway exhibits a material gradient which mediates between the industrial character of the retail edge and the residential character of the Boulevard.

The community edge utilises a more natural palate, drawing inspiration from the existing context of Northfleet, its buildings and its natural environment.

Structure and facade Please Refer to Design Code Chapter D - Detailing the building; 9.4 Stadium Design Palate



5.4.1 The Boulevard

Introduction

Located along the east boundary of the site, Boulevard Neighbourhood will provide a dynamic & multi-functional neighbourhood for the local community inside and outside the Northfleet development.

With proximity to Robins Creek and Grove Road Woodland; the public realm is the key element of this area.

Connecting the Market Place with the Riverside, this neighbourhood creates a unique sense of place for residents and visitor.



5.4.2 The Boulevard

Scale Comparison

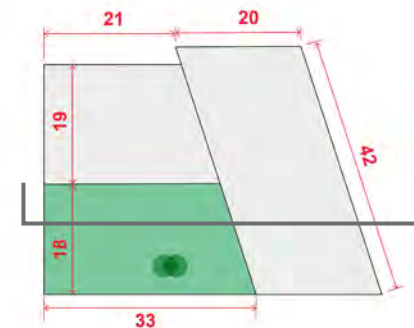
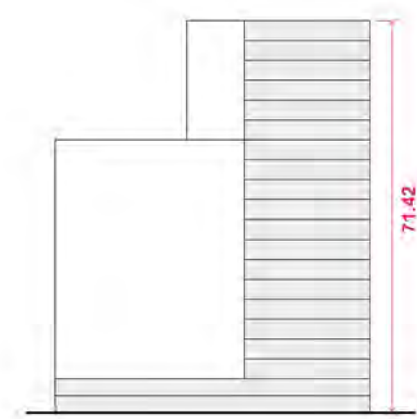
To understand the scale of the proposed residential block within the Boulevard Neighbourhood, a comparison analysis of constructed schemes from the UK was undertaken.

Embassy Garden development has similar building heights to the proposed scheme which complement the overall urban set.

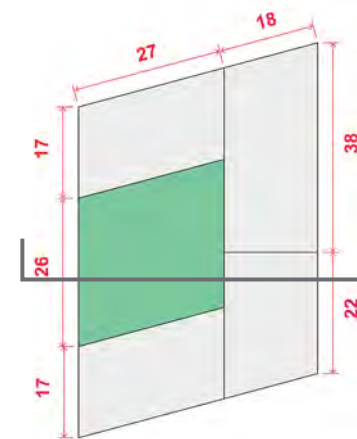
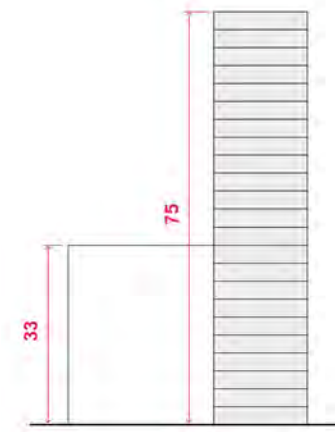
The Bentham House also shows similar example of building heights as well as the podium configuration as a base element for the urban block.

The presented schemes were considered as successful benchmark examples to be incorporated in the proposed development.

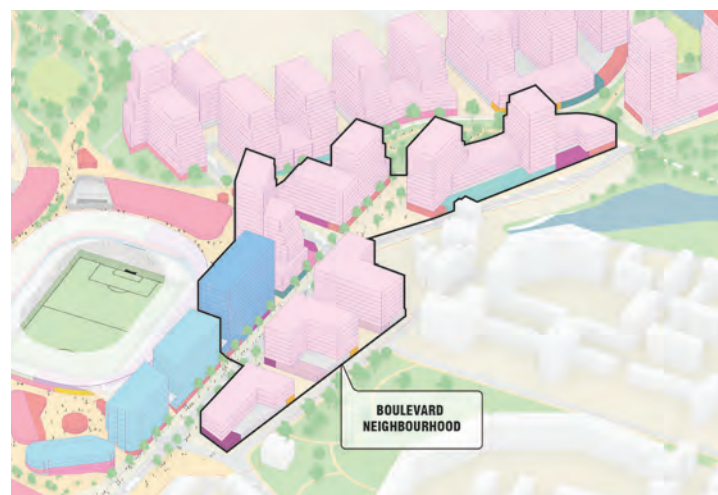
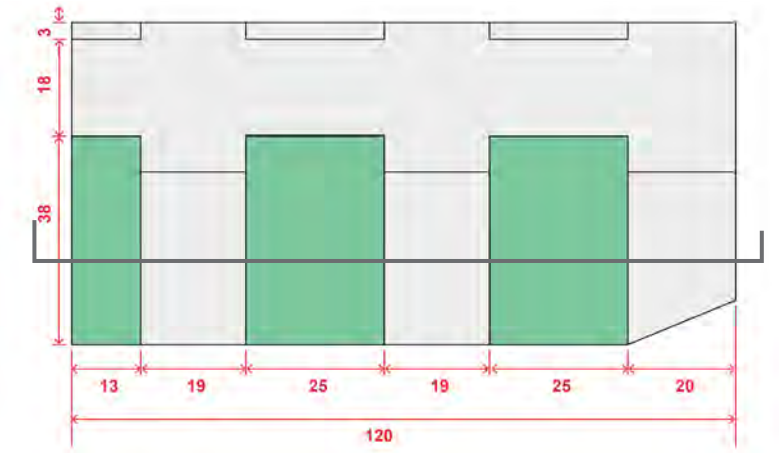
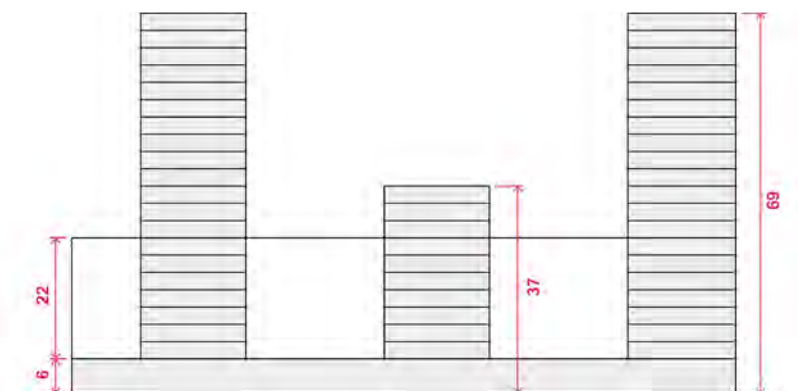
Proposed Urban Block



Embassy Gardens, UK



Bentham House, Woolwich, UK



5.4.3 The Boulevard Neighbourhood

Illustrative Layout

The illustrative layout of this neighbourhood consist of six mixed-used urban blocks and one hotel building.

The hotel and one of the urban block are part of the transition section between the elevated podium and boulevard street.

Boulevard Street provides an important pedestrian link which contributes immensely with the visual engagement between ground floor and public realm.

Typical Levels

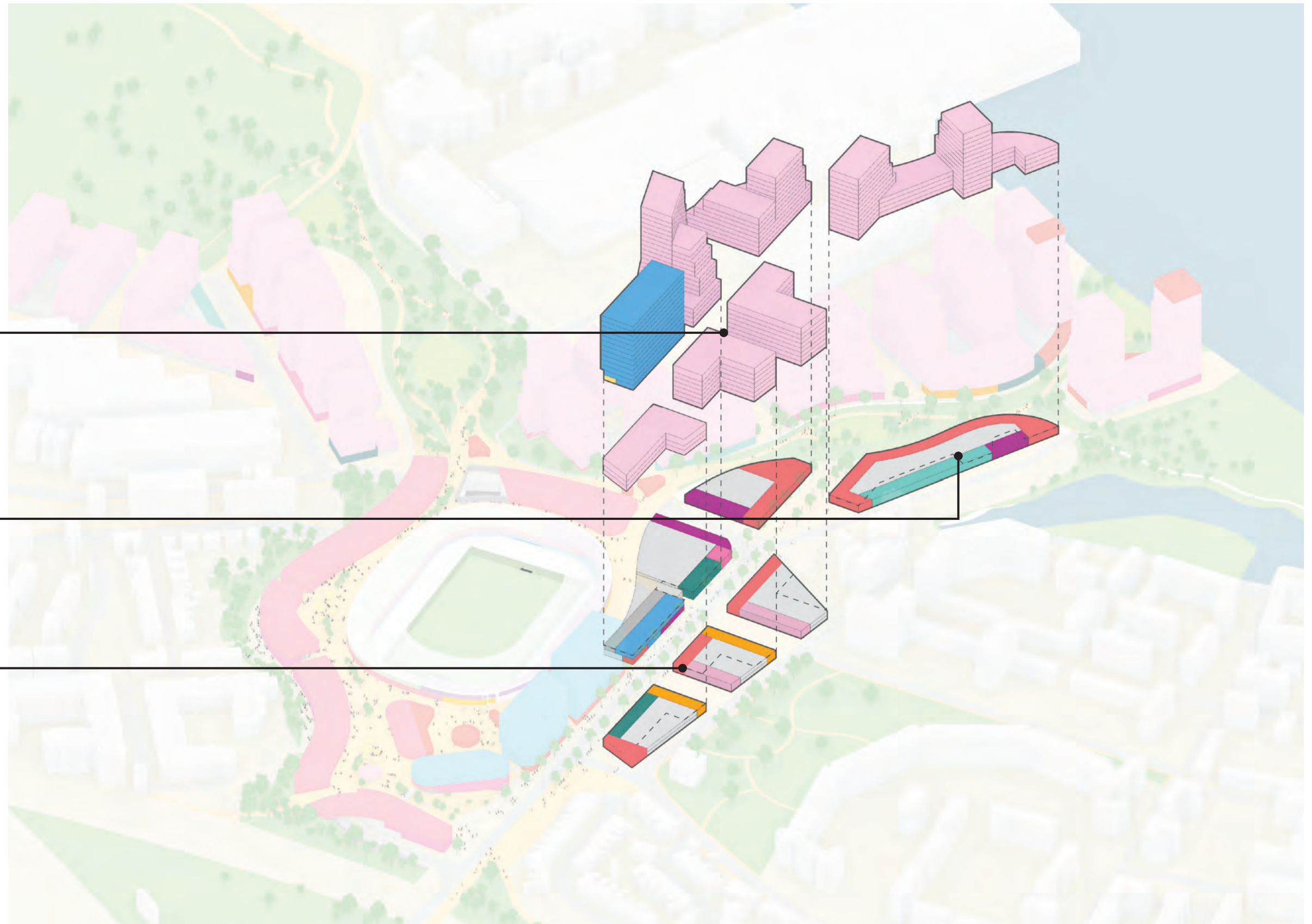
- Key relationships between blocks and critical dimensions are set in Design Code document

Courtyard/ Podium Level

- Sunlight/ Daylight were taken into account regarding location and orientation for courtyards and podium

Ground Floor

- The ground floor of this neighbourhood is outlined by the existing site line as well as the boulevard street
- Majority of the ground floor facade have active frontage.



5.4.4 The Boulevard Neighbourhood

Illustrative Access

Boulevard Neighbourhood has all the urban blocks located along the Boulevard Street which is the primary access to this character area.

- Pedestrian Access
- ➡ Vehicular Access
- Parking Area
- Residential
- Medical / Health
- Community
- Sports / Fitness
- Local Services
- Crèche / Nursery
- Food / Beverage
- Hotel

Residents Pedestrian Access

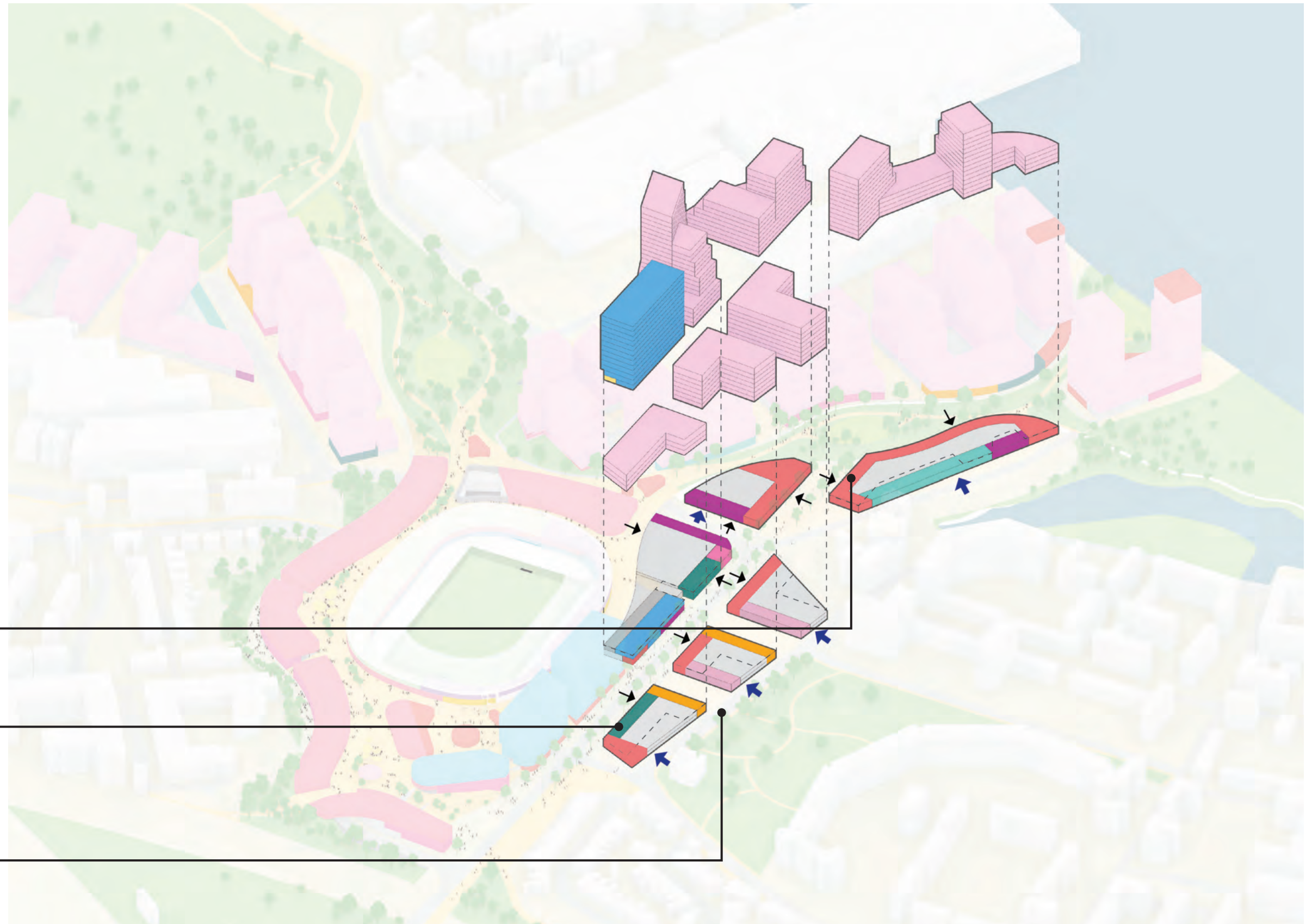
Access to the residential
Lobbies are from ground floor
level

Commercial Units

All commercial units within this
neighbourhood are accessible
from the street only

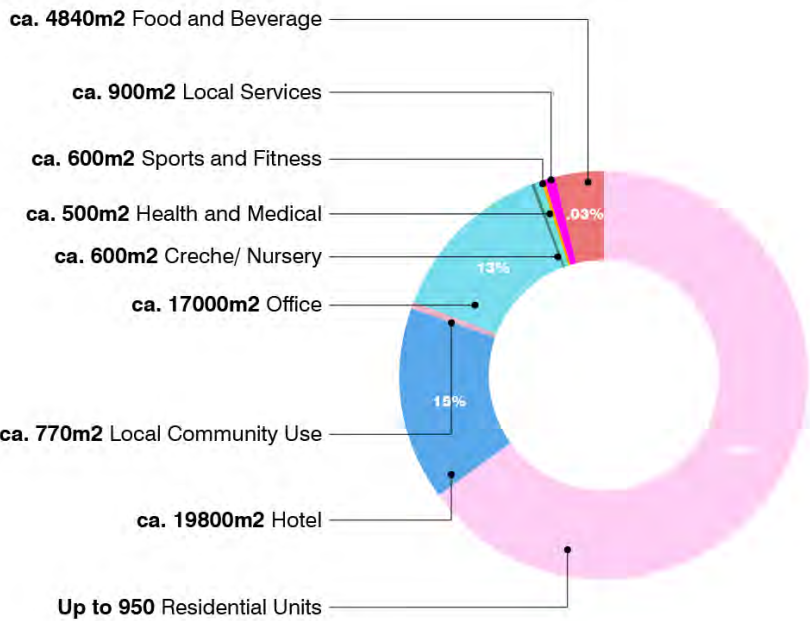
Vehicular route to Car Park

Access to the podium parking
are from Boulevard Street and
Grove Road

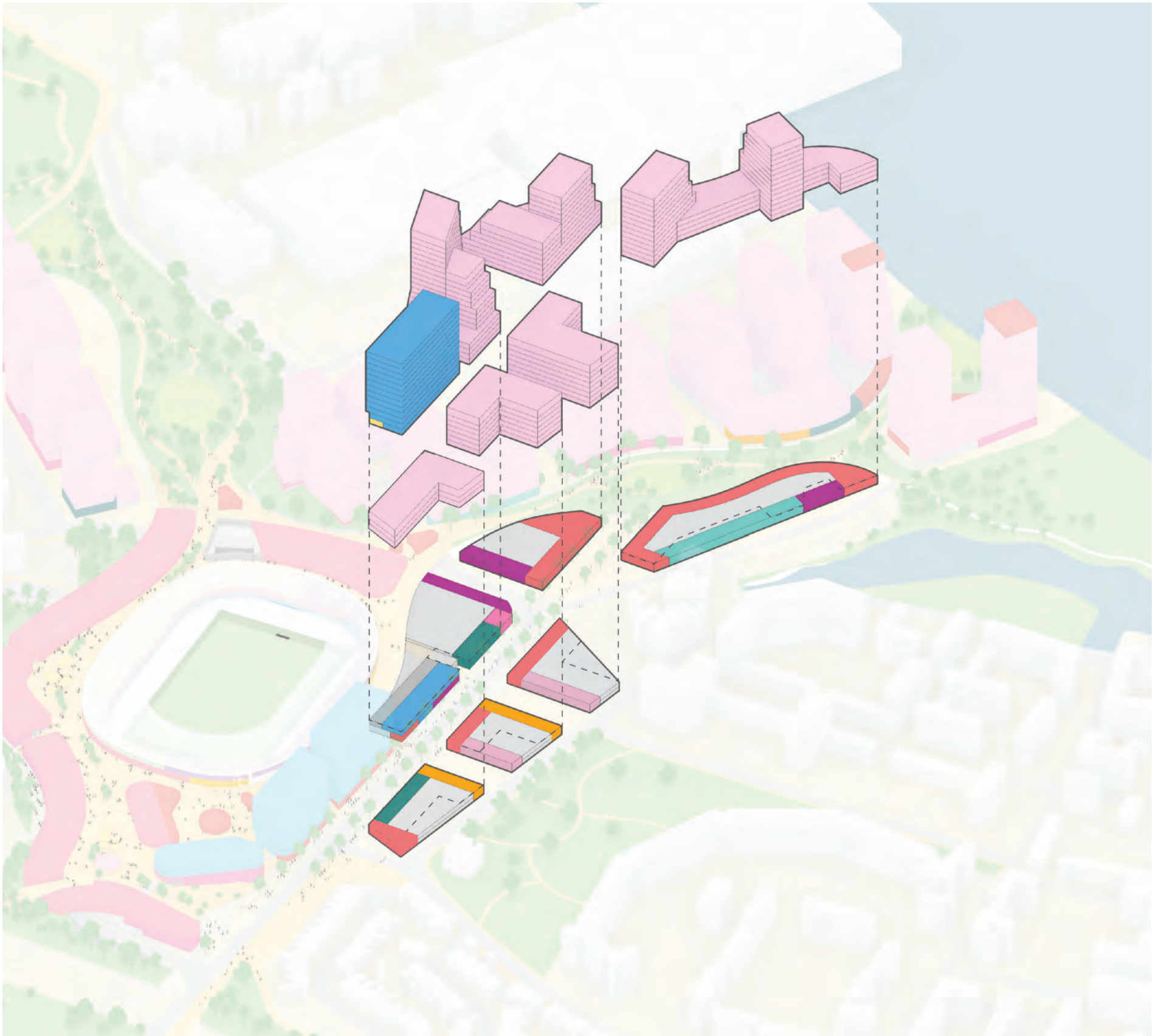


5.4.5 The Boulevard Neighbourhood

Illustrative Use and Areas



Illustrative Areas Split



5.4.6 The Boulevard Neighbourhood

Design Intent and Materiality

Appearance

The neighbourhood characterisation was inspired by the painting *The Fighting Temeraire* by Joseph Mallord William Turner. The theme colours have been extracted also from the art expression which exhibit a dominant colour with variations.



Materiality

A residential neighbourhood characterised by crafted brick work elements and detailed with rich architectural features forming a cohesive vernacular that is more unique and intimate in scale.

For detail information, refer to Design Code *Chapter D - Detailing the building*

