

# Town centres

Pollard  
Thomas  
Edwards



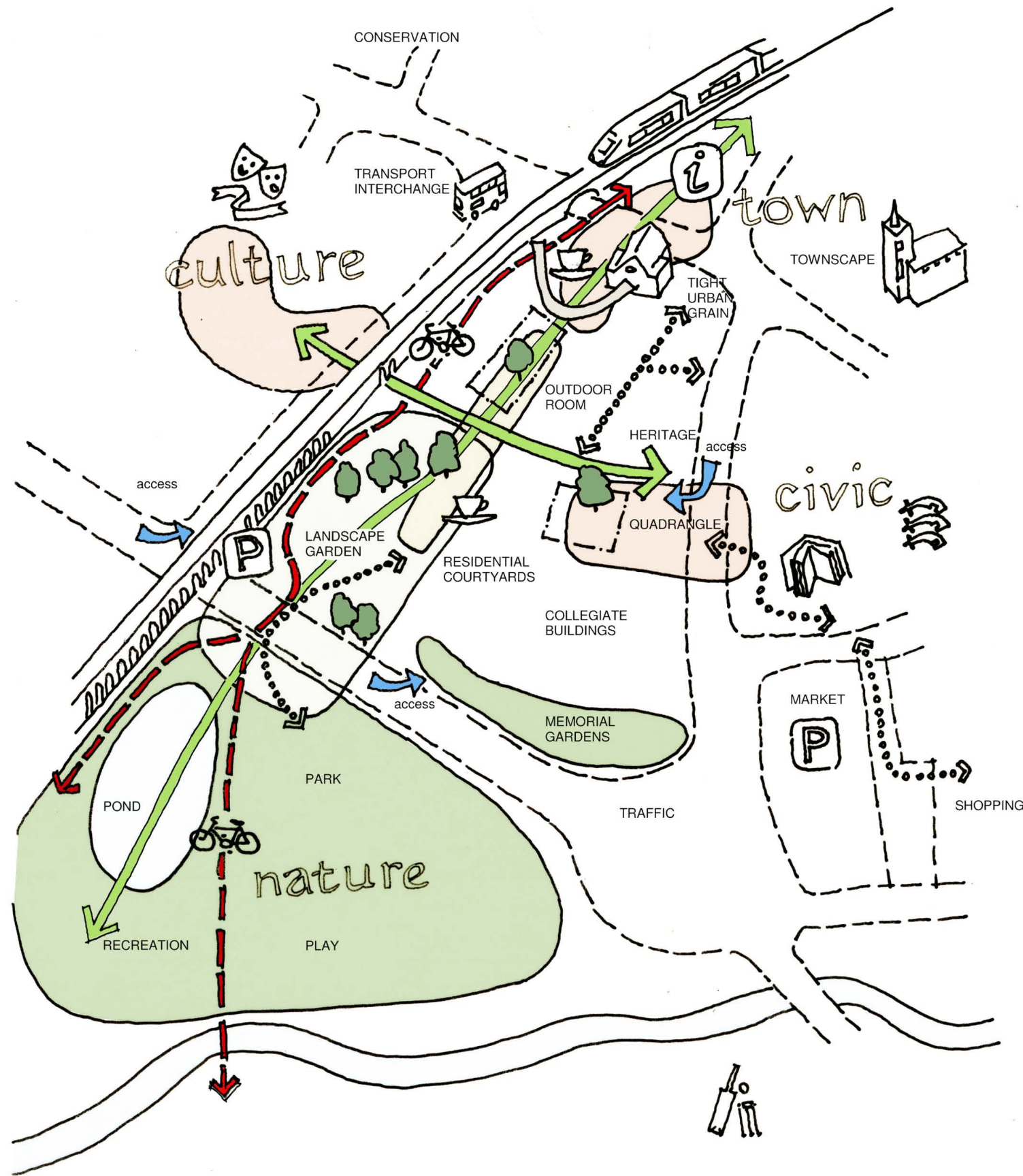


Empowering local  
communities to thrive

# Introducing town centres

Whether for urban extensions in Cambridgeshire or for large scale regen projects in Essex and London, we plan new town centres and revive underperforming high streets throughout England.

These commissions are among the most complex we take on: and they call upon the use of a wide range of skills, from masterplanning, architectural and urban design to property development, co-design and community engagement.





# Empowering local communities to thrive



Struggling town centres require a complex mix of uses to bring them back to life. We address this in our work by combining public realm improvements with a range of building types, from civic and leisure facilities and homes to retail and workspace.

Success, however, depends upon strong and lasting interpersonal relationships: we design with this in mind, creating inter-dependent mixed-use developments that empower local communities and encourage the people who use them to thrive together.



# Case studies

Our case studies range from a new settlement and town centre on the fringes of Cambridge, to another in the heart of Walthamstow and City Park West – Chelmsford’s missing ‘jigsaw piece’ encompassing new builds, retrofitted listed landmarks and art in the public realm.



website



video



publicity

**Pollard Thomas Edwards**





# ASDA Park Royal Ealing

“ The redevelopment of Park Royal will have a huge impact on the area, with the new town centre unlocking new commercial opportunities for local businesses and providing a new hub for the local community. ”

PTE has been appointed to design a new town centre in London's Park Royal for Barratt London and Asda that will provide 1,500 affordable homes in Northwest London. Anchored by an Asda superstore and with up to a third of new homes earmarked as 'affordable' the development will transform the industrial estate into a vibrant residential neighbourhood.





# The Scene

## Walthamstow

“ The Scene shows that putting the right homes in the right places can be part of something much bigger, sparking new life into communities and bringing in additional investment. ”

This sinuous development brings residents back into the town centre and creates a buzzing leisure economy around a multiplex cinema, restaurants and shops. 121 apartments surround a shared roof-garden.





# Great Oaks Quarter

## Basildon

“ The masterplan combines civic elevations with verdant residential streets to create an architecture and identity that is unique to Basildon. ”

Great Oaks Quarter is a mixed-use development of 500 new homes and a range of flexible commercial and leisure uses in Basildon town centre. The proposals redevelop car parks and the former Basildon Post Office site, consolidating parking to unlock sites for development. The project will create a dynamic urban quarter and multi-generational neighbourhood, including PTE's East Square cinema, currently under construction.





# Deptford Town Centre

## Lewisham

“ Deptford Lounge is the jewel in the crown of the regeneration of Deptford. ”

PTE prepared a masterplan for Lewisham Council and then delivered a series of public realm and building projects: Tidemill Academy and Deptford Lounge community hub; Market Square; Frankham Street parking boulevard; Deptford Market Yard and historic carriage ramp restoration. The PTE team then achieved planning permission for 329 new mixed-tenure homes on former school sites at Frankham Street and Amersham Vale.





# City Park West

## Chelmsford

“ An excellent town centre scheme with a sensitive relationship to existing urban fabric. ”

City Park West is a new residential quarter in Chelmsford comprising more than 600 homes alongside cafés, restaurants, landscaped public realm, sculpture, workplaces, and community facilities. The new townscape, built over two phases, connects parkland to the south with the civic quarter and the historic market town centre to the east. Located by the railway station on the former Anglia Ruskin University campus, it features five new brick buildings, including a 14-storey tower, four new public squares, and three refurbished buildings, one of which is listed.



Pollard Thomas Edwards





# Laindon Town Centre Basildon

“ Bold and exciting design concept. ”

A new High Street lined with shops, offices and a health centre, integrated with 224 new homes, replaces a failed 1960's shopping centre and tames a dual carriage-way. The shared vision of PTE and C.F. Møller creates a new mixed-use neighbourhood at the heart of Laindon. Detailed planning permission was achieved in February 2017 with massive local support.





# Bishop's Stortford

## Hertfordshire

“Unlocking land to deliver much needed new housing, attract new businesses and support economic growth.”

PTE's masterplan transforms a 6 hectare site, originally dominated by surface car parking and railway sidings, into a town centre neighbourhood focused on a new station square and riverside gardens. Development includes 586 apartments, an 85-bedroom hotel, a care home, offices, shops and discreet multi-level car parking.





# Case studies

**Deptford Market Yard**  
Lewisham



**East Square Cinema**  
Basildon



**Wards Corner**  
Haringey



**Hayes Town Centre**  
Hillingdon



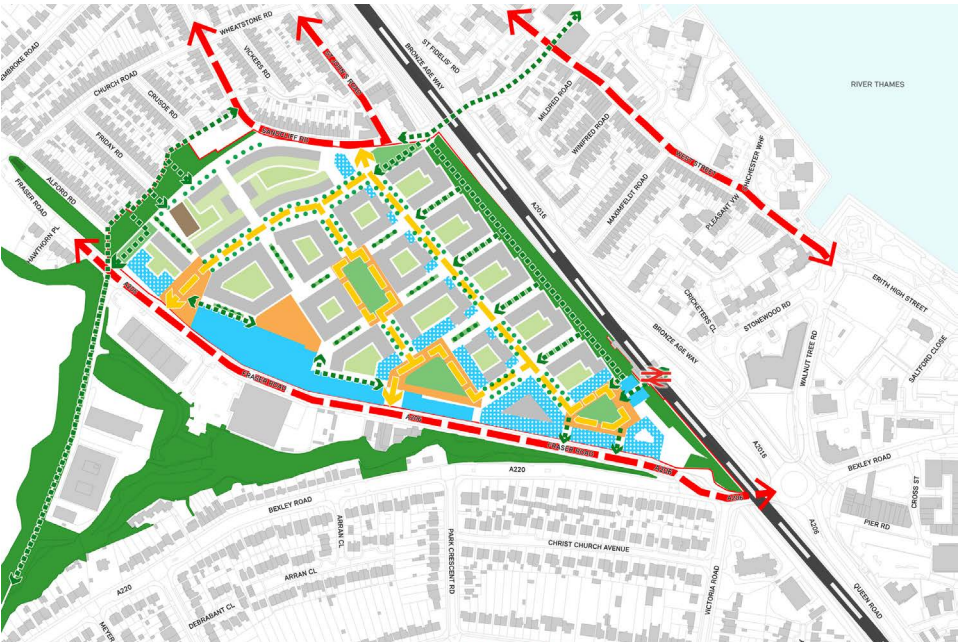
**Catford Town Centre**  
Lewisham



**Wickford Town Centre**  
Basildon



**Erith Town Centre**  
Kent



**Erith wayfinding strategy**  
Kent





# Get in touch



**Justin Laskin**  
Partner  
[justin.laskin@ptea.co.uk](mailto:justin.laskin@ptea.co.uk) ↗  
020 7336 7777



**Carl Vann**  
Partner  
[carl.vann@ptea.co.uk](mailto:carl.vann@ptea.co.uk) ↗  
020 7336 7777





Copyright in this document and all contents belongs to Pollard Thomas Edwards LLP (excluding only material reproduced from other sources where shown). The document is confidential and may not be disclosed to any third party without the permission of Pollard Thomas Edwards LLP.

**Save trees, save paper. Please consider the environment before printing.**

Diespeker Wharf  
38 Graham Street  
London NI 8JX  
020 7336 7777  
mail@ptea.co.uk  
pollardthomasedwards.co.uk

**Pollard  
Thomas  
Edwards**