Brentwood Town Centre

Design guide

BRENTWOOD
BOROUGH COUNCIL

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Contents

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Introduction

01
Introduction

Why a design guide?

Brentwood Town Centre is growing fast and will be under increasing pressure after the arrival of Crossrail to the town. In order to protect, retain and enhance the existing unique character of Brentwood Town Centre it is important to set a number of design guidelines for any new development that may come forward.

The content of this design guide provides detail of this strategy within the current and future context. The design guide aims to inform new development and support applicants in the delivery of the highest quality architecture and public realm for Brentwood Town Centre and its hinterland.

The Brentwood Town Centre design guide aims to encourage high quality, sustainable development which:

· Is appropriate to context and compatible with the urban grain and materiality of the surroundings.

· Makes positive improvements to the streetscape place in which it is located. This may be in terms of the physical built form, social well-being, biodiversity or green infrastructure.

· Creates safe environments where crime and disorder, or fear of crime, do not undermine quality of life.

· Makes a positive contribution to the local economy and the vitality of Brentwood Town Centre.

· Places the user and the user experience at the heart of design decisions.

Application of the design guide

This design guide should be used to help inform the design of any emerging planning applications for development in Brentwood Town Centre. All applications will be expected to follow this guidance.

· New development must be sympathetically designed to ensure that it builds on the distinctive character of Brentwood Town Centre, whilst protecting environmental and heritage assets.

· A significant portion of the geographic scope of the town centre is a conservation area, as such all applications for development within the conservation area will be expected to respond to the Council's adopted conservation area character appraisal and to provide a heritage assessment.

· New developments should seek to enhance a sense of place within the town centre.

· Best practice design, implementation of energy efficiency and sustainability in built development is encouraged.
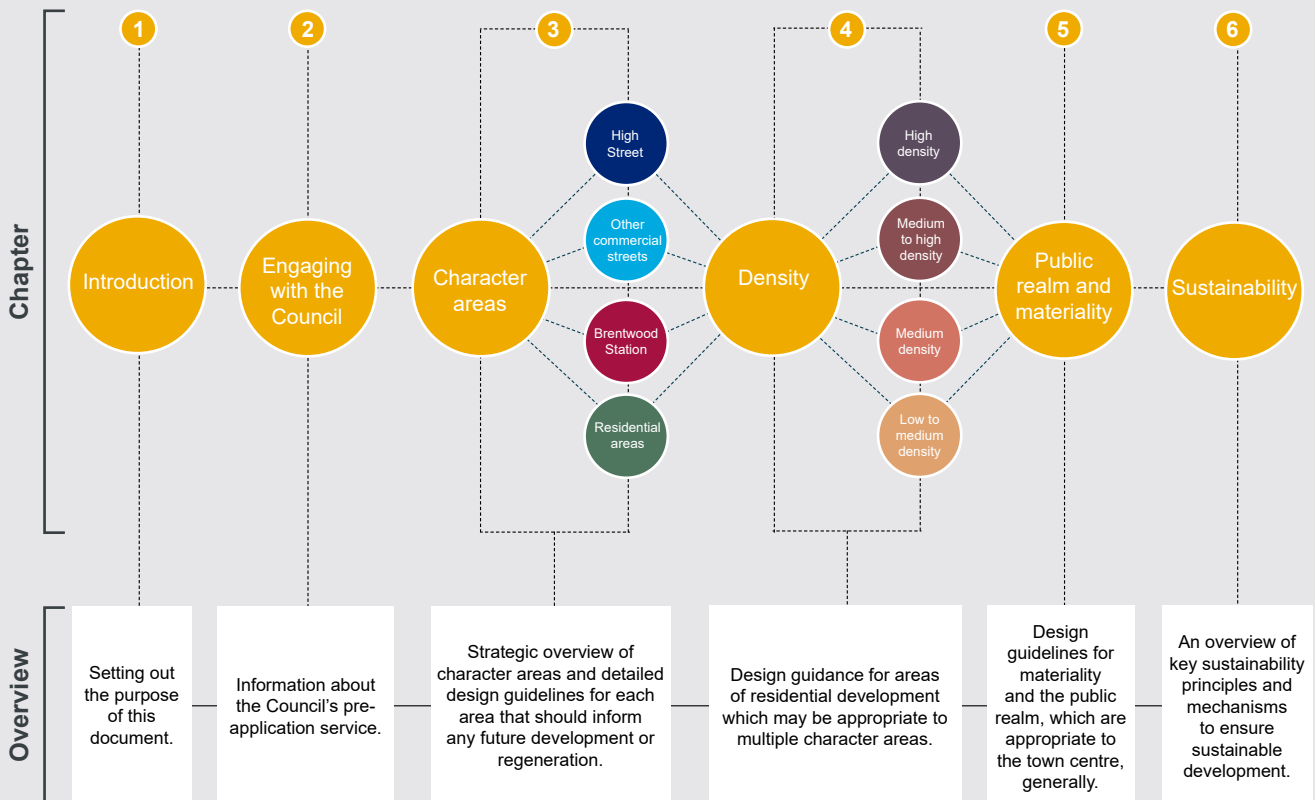
Structure of the document

This design guide gives specific detailed guidance for four main Character Areas within Brentwood Town Centre. These, as set out in chapter 03, are:
· Brentwood High Street
· Other commercial streets
· Brentwood Station
· Residential areas

Those areas of the Town Centre which do not fall within one of the identified Character Areas are not exempt from the application and use of this design guide. Chapters **02, 04, 05,** and **06** provide guidance which is applicable to the Town Centre more generally, and will help to enhance the quality of design.

The design guide is structured as followed:

Chapter

| 1 Introduction | 2 Engaging with the Council | 3 Character areas | 4 Density | 5 Public realm and materiality | 6 Sustainability |

Character areas: High Street, Other commercial streets, Brentwood Station, Residential areas

Density: High density, Medium to high density, Medium density, Low to medium density

Overview

Setting out the purpose of this document.

Information about the Council's pre-application service.

Strategic overview of character areas and detailed design guidelines for each area that should inform any future development or regeneration.

Design guidance for areas of residential development which may be appropriate to multiple character areas.

Design guidelines for materiality and the public realm, which are appropriate to the town centre, generally.

An overview of key sustainability principles and mechanisms to ensure sustainable development.

Structure of the Brentwood Town Centre design guide

01
Introduction

Instructions for use

The main body of the design guide is split into four character areas. Each character area is colour coded and contains advice for the most appropriate way to approach future development within that specific area.
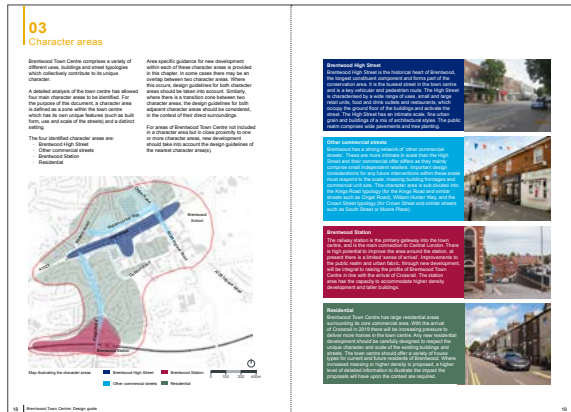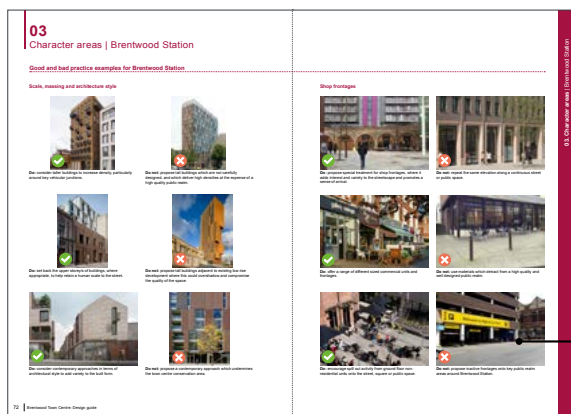

Step 1

Identify which character area(s) your development is located within or closest to. See pages 18-19 of this document.
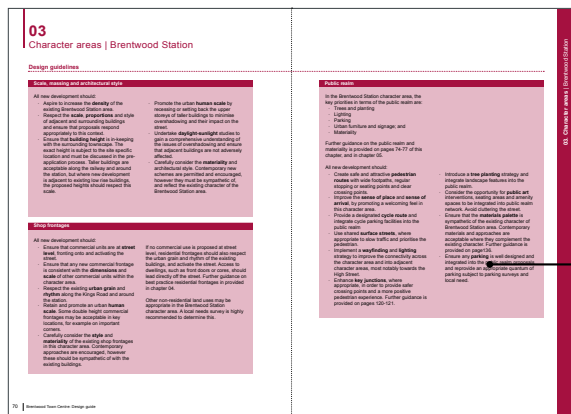
Step 2

Locate the design guidelines for the relevant character area.

— Navigation bar, coloured accordingly to character area

— Design guidelines for the character area

Step 3

Refer to the precedents of good and bad design within the context of each character area. Images shown should not be applied literally, they are an indication only.

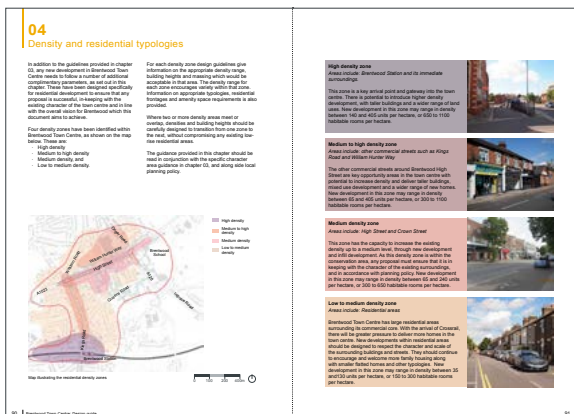Good practice examples which would be suitable within this character area

Bad practice examples which would be inappropriate within this character area

Important areas for consideration, or existing development with scope for improvement
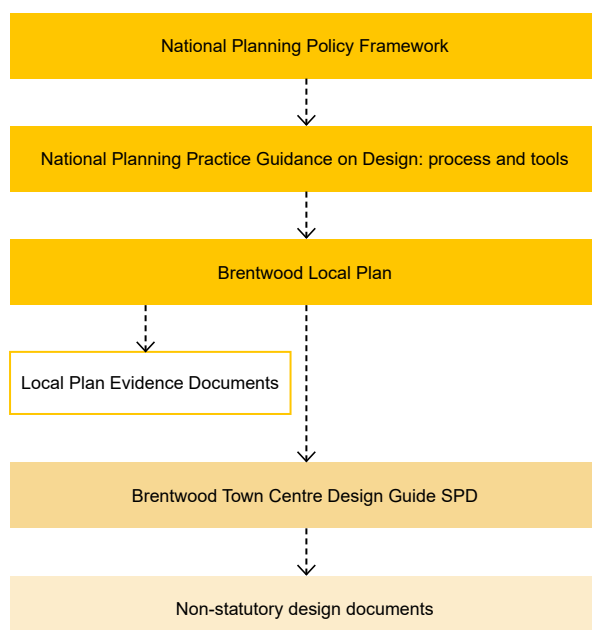
— Precedents

Step 4

Any residential development should also refer to chapter 04 which gives additional practice guidance specific to density range. This chapter is subdivided into different density zones to help target the range of schemes that may come forward in Brentwood.
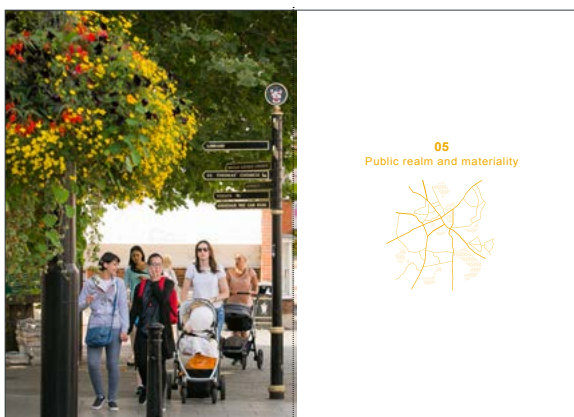
Step 5

All development proposals should refer to chapter 05: Public realm and materiality and chapter 06: Sustainability. These chapters provide additional guidance, applicable to any development within the town centre, which will help to ensure high quality design.

Other planning and design policies

National Planning Policy Framework

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National Planning Practice Guidance on Design: process and tools

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Brentwood Local Plan

↓

Local Plan Evidence Documents

↓

Brentwood Town Centre Design Guide SPD

↓

Non-statutory design documents

This design guide elaborates on the principles set out in both national and local planning policies and sets out how development proposals can achieve them. It should be read in conjunction with relevant planning policies and evidence base. Non-statutory design documents could also provide useful information and best practice guidance, these include but not limit to:

· The National Design Guide
· Active Design by Sports England
· Good Practice Advice Note: The Setting of Historic Assets by Heritage England
· Building for Life 12 by Design Council CABE Manual for Streets and Manual for Streets 2 by DCLG and DfT
· Essex Design Guide by Essex County Council

Further information on Brentwood's emerging Local Plan is available at:

www.brentwood.gov.uk/localplan

01
Introduction

Scope of Brentwood Town Centre

The extent of Brentwood Town Centre is defined by Brentwood station to the south, North Road to the north, Westbury Road and Westbury Drive to the west and Brentwood School playing fields to the east. The boundary of the town centre, shown on the map below, is indicative and flexible. For a more detailed analysis of the constraints and opportunities of Brentwood Town Centre, please refer to the Brentwood Town Centre design plan and its analytical layers. This is available at: http://www.brentwood.gov.uk/designplan
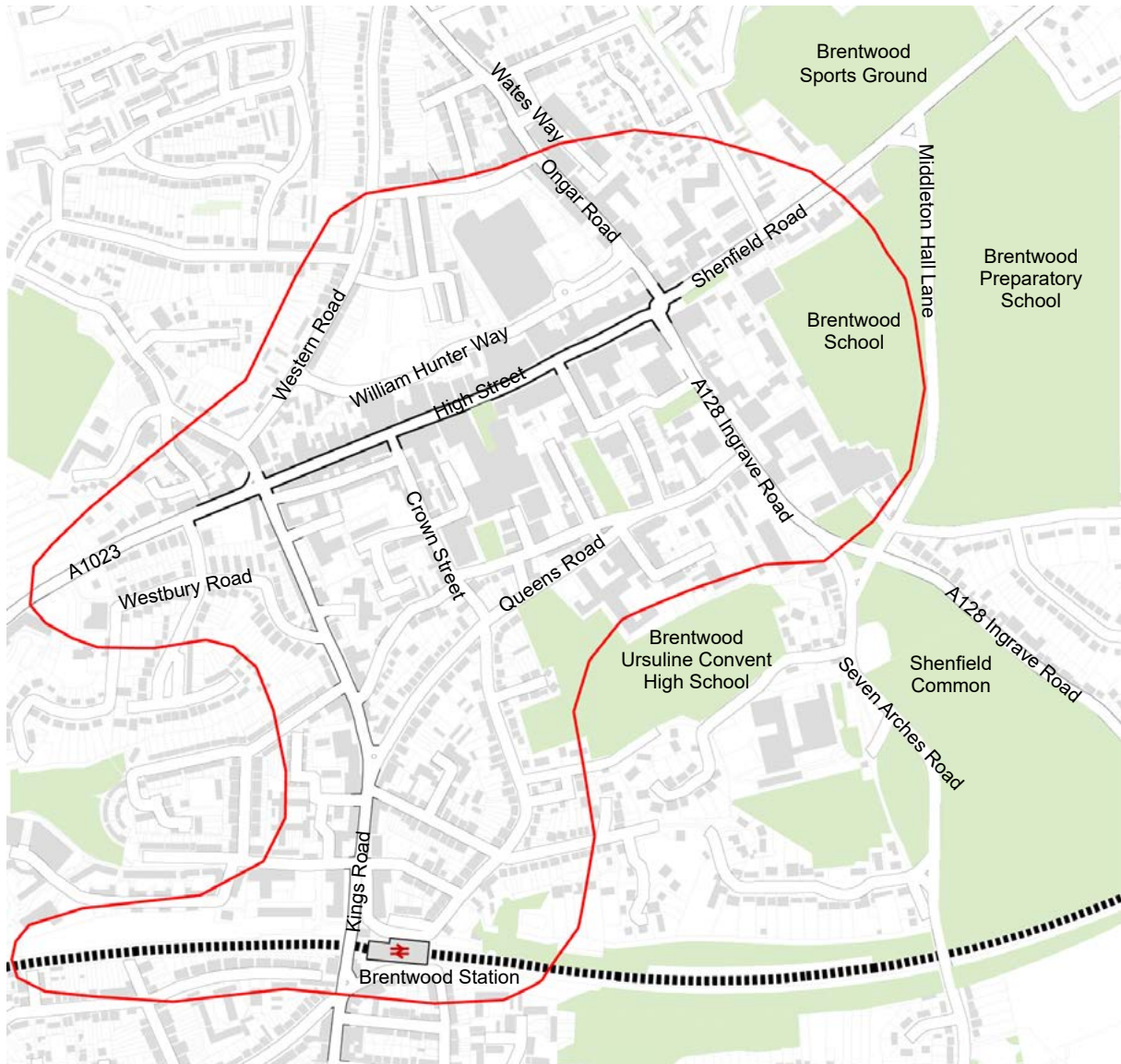
Map showing the extent of the town centre

0   100   200   400m

Vision for the town centre 2030

From May 2017 onwards, Brentwood has formed part of Crossrail phase 1. Once completed, this new line, the Elizabeth Line, will significantly improve connections between Brentwood and Central London. As a result, there will be greater pressure to provide more housing, commercial uses and other facilities within the town centre.

The town centre has the potential to intensify, accommodate new development and meet this projected demand. However, new development should contribute to creating a coherent town centre, ensuring that the unique aspects and character of Brentwood are respected and retained. Proposed new developments should adhere to the design guidelines set out in this design guide, in order to enhance and improve the setting of the town.
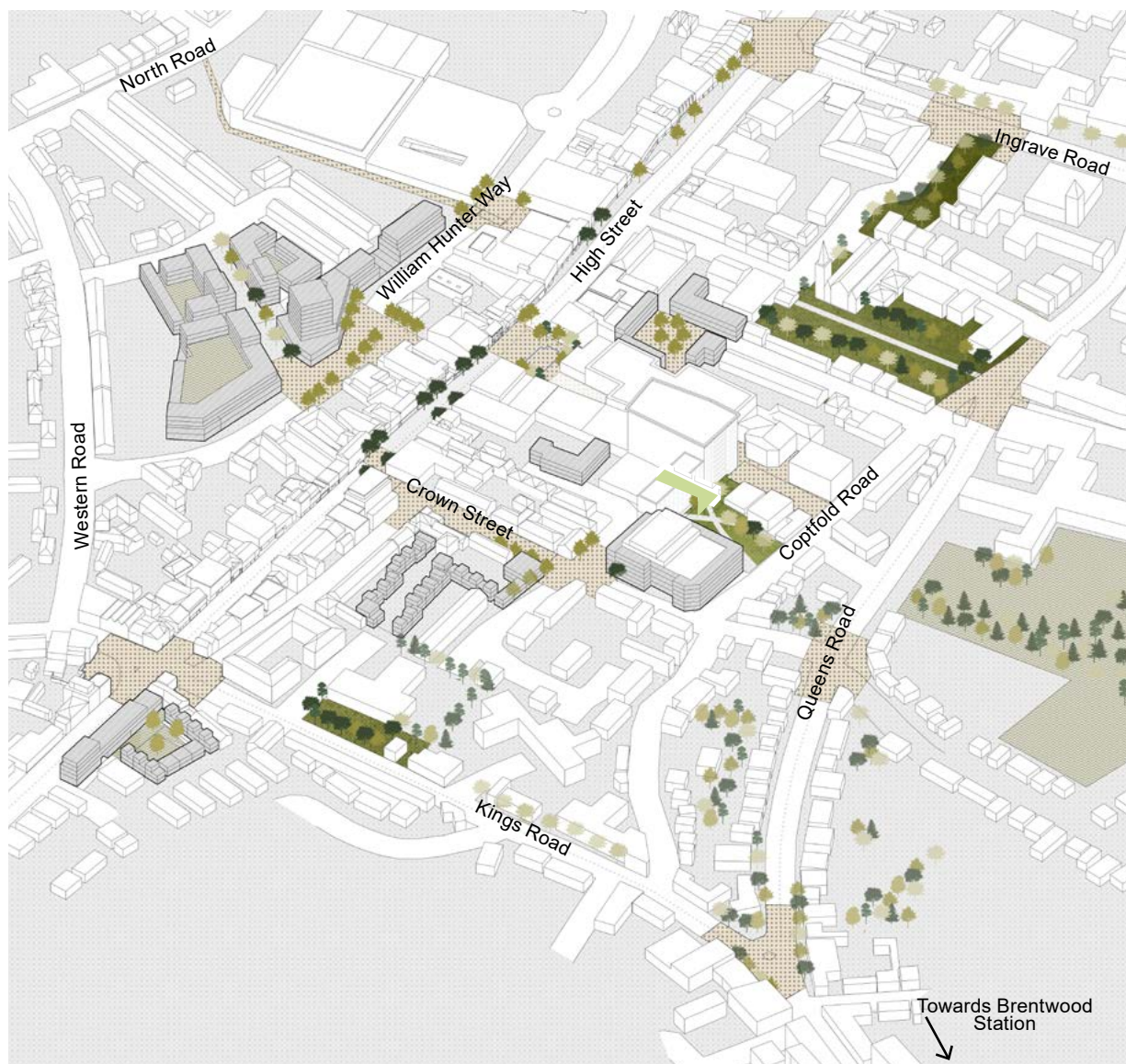

Diagram showing the vision for Brentwood Town Centre

02
Engaging with
the Council

02
Engaging with the Council

Pre-application advice service

The Council's pre-application advice service can provide you with valuable advice about your proposal and indicate whether planning permission is likely to be granted.

The pre-application advice service will help you to:
- have a clearer idea about whether your planning application is likely to be successful; and
- ensure a better quality application submission, with better outcomes and ultimately a better built development which contributes to the town centre community.

Full pre-application service is available from the Council. Further information is available at:
http://www.brentwood.gov.uk/preapplicationadvice
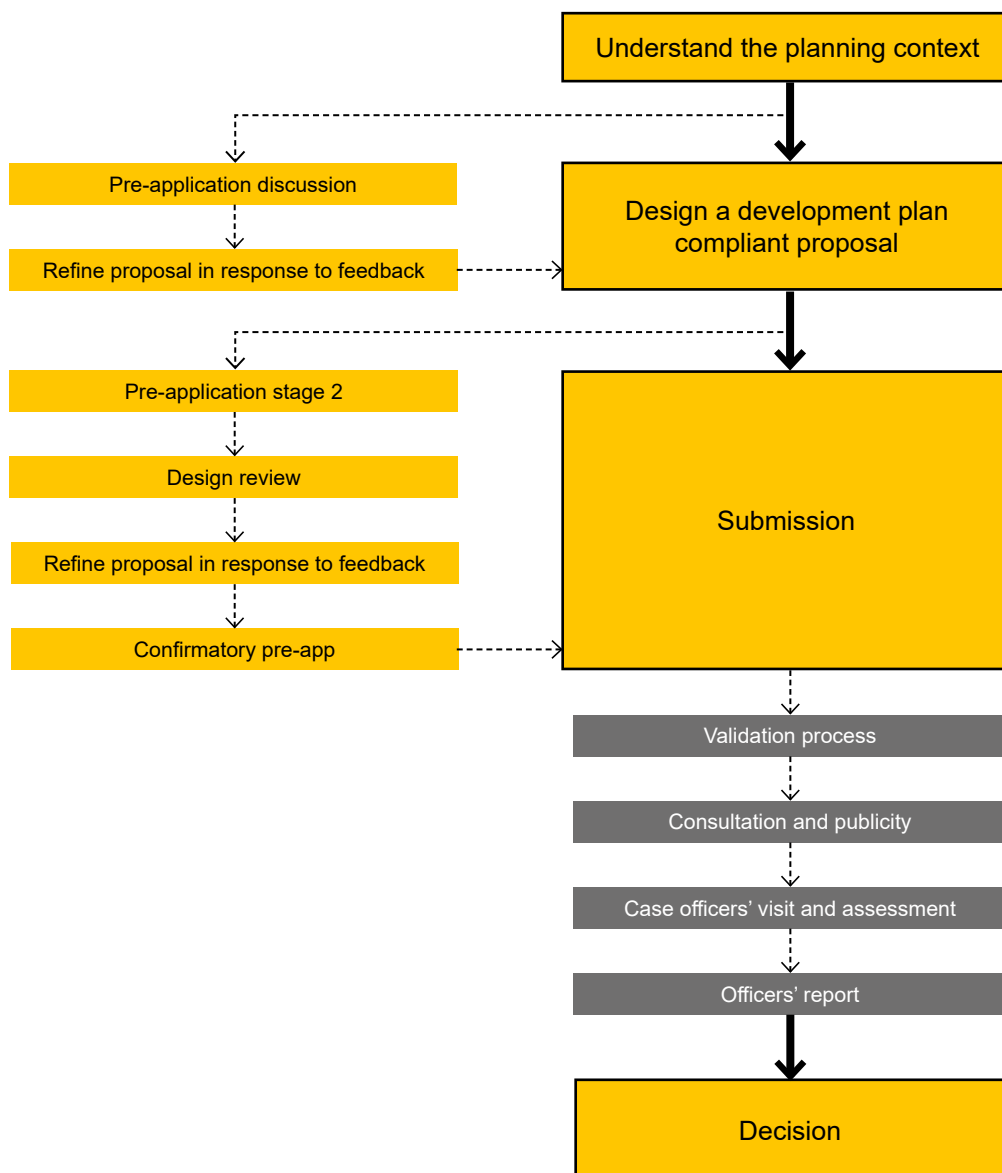
Advice given through the pre-application advice service will not bind the Council to making any particular decision. The views expressed are those of the case officer only. Other consultees, such as the Historic Buildings and Conservation Officer, Design Officer and the Planning Policy team, may also provide input where applicable – please refer to the Council's website.

Planning application design process

The following diagram illustrates stages of the planning application process where the Design Guide should be referred to. The Council would encourage applicants to follow to ensure that the final design is fit for purpose.

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                                    ┌─────────────────────────────┐
                                    │ Understand the planning     │
                                    │ context                     │
                                    └─────────────────────────────┘
                                                  │
   ┌──────────────────────────┐                   ▼
   │ Pre-application discussion│     ┌─────────────────────────────┐
   └──────────────────────────┘     │ Design a development plan   │
              │                      │ compliant proposal          │
   ┌──────────────────────────────┐ └─────────────────────────────┘
   │ Refine proposal in response  │               │
   │ to feedback                  │               ▼
   └──────────────────────────────┘ ┌─────────────────────────────┐
                                    │                             │
   ┌──────────────────────────┐     │                             │
   │ Pre-application stage 2   │     │                             │
   └──────────────────────────┘     │        Submission           │
              │                      │                             │
   ┌──────────────────────────┐     │                             │
   │ Design review            │     │                             │
   └──────────────────────────┘     │                             │
              │                      └─────────────────────────────┘
   ┌──────────────────────────────┐               │
   │ Refine proposal in response  │               ▼
   │ to feedback                  │     ┌────────────────────────┐
   └──────────────────────────────┘     │ Validation process     │
              │                          └────────────────────────┘
   ┌──────────────────────────┐                   │
   │ Confirmatory pre-app     │          ┌────────────────────────┐
   └──────────────────────────┘          │ Consultation and       │
                                         │ publicity              │
                                         └────────────────────────┘
                                                  │
                                         ┌────────────────────────┐
                                         │ Case officers' visit   │
                                         │ and assessment         │
                                         └────────────────────────┘
                                                  │
                                         ┌────────────────────────┐
                                         │ Officers' report       │
                                         └────────────────────────┘
                                                  │
                                         ┌────────────────────────┐
                                         │       Decision         │
                                         └────────────────────────┘
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■ Stages where Design Guide should be referred to

■ Other planning application stages

03
Character areas

03
Character areas

Brentwood Town Centre comprises a variety of different uses, buildings and street typologies which collectively contribute to its unique character.
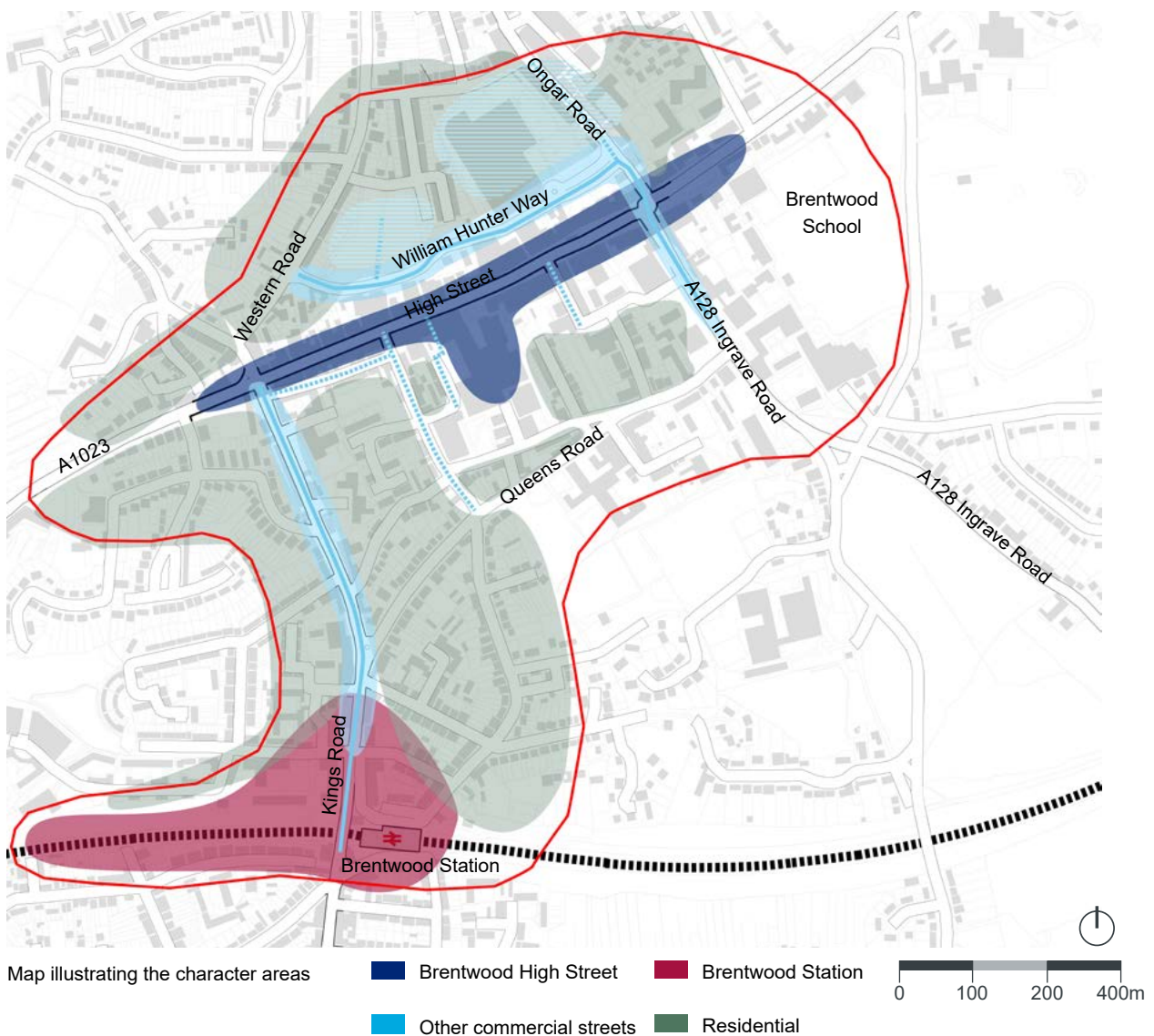
A detailed analysis of the town centre has allowed four main character areas to be identified. For the purpose of this document, a character area is defined as a zone within the town centre which has its own unique features (such as built form, use and scale of the streets) and a distinct setting.

The four identified character areas are:
· Brentwood High Street
· Other commercial streets
· Brentwood Station
· Residential

Area specific guidance for new development within each of these character areas is provided in this chapter. In some cases there may be an overlap between two character areas. Where this occurs, design guidelines for both character areas should be taken into account. Similarly, where there is a transition zone between two character areas, the design guidelines for both adjacent character areas should be considered, in the context of their direct surroundings.

For areas of Brentwood Town Centre not included in a character area but in close proximity to one or more character areas, new development should take into account the design guidelines of the nearest character area(s).

Map illustrating the character areas

Legend:
- Brentwood High Street
- Other commercial streets
- Brentwood Station
- Residential

0   100   200   400m

Brentwood High Street

Brentwood High Street is the historical heart of Brentwood, the longest constituent component and forms part of the conservation area. It is the busiest street in the town centre and is a key vehicular and pedestrian route. The High Street is characterised by a wide range of uses, small and large retail units, food and drink outlets and restaurants, which occupy the ground floor of the buildings and activate the street. The High Street has an intimate scale, fine urban grain and buildings of a mix of architectural styles. The public realm comprises wide pavements and tree planting.

Other commercial streets

Brentwood has a strong network of 'other commercial streets'. These are more intimate in scale than the High Street and their commercial offer differs as they mainly comprise small independent retailers. Important design considerations for any future interventions within these areas must respond to the scale, massing building frontages and commercial unit size. This character area is sub-divided into: the Kings Road typology (for the Kings Road and similar streets such as Ongar Road), William Hunter Way, and the Crown Street typology (for Crown Street and similar streets such as South Street or Moore Place).

Brentwood Station

The railway station is the primary gateway into the town centre, and is the main connection to Central London. There is high potential to improve the area around the station, at present there is a limited 'sense of arrival'. Improvements to the public realm and urban fabric, through new development, will be integral to raising the profile of Brentwood Town Centre in line with the arrival of Crossrail. The station area has the capacity to accommodate higher density development and taller buildings.

Residential

Brentwood Town Centre has large residential areas surrounding its core commercial area. With the arrival of Crossrail in 2019 there will be increasing pressure to deliver more homes in the town centre. Any new residential development should be carefully designed to respect the unique character and scale of the existing buildings and streets. The town centre should offer a variety of house types for current and future residents of Brentwood. Where increased massing or higher density is proposed, a higher level of detailed information to illustrate the impact the proposals will have upon the context are required.

03
Character areas | Brentwood High Street

Key facts

- Historic core of Brentwood
- Heart of the town centre
- Location of scheduled ancient monument
- Key route through the town centre
- Main commercial street in the town centre
- Wide range of activities and broad retail offer
- Non residential uses at street level
- Mainly comprised of 2-4 storey buildings
- Main pedestrian area, requiring pedestrian friendly public realm design
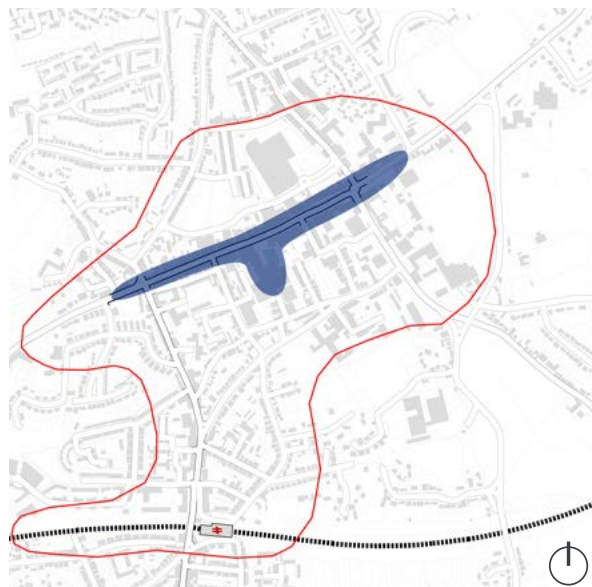
Overview

The High Street is the oldest part of the town centre. It was the main street of the medieval settlement. In 2000 the conservation area was designated around the High Street in order to preserve the unique character of Brentwood. As a result of the wide range of activities and retail offer of the High Street, it is the busiest location in the town centre. The local farmer's market and community events are held here frequently for the benefit of residents and visitors.

Key constraints

- There is a high level of traffic along the High Street and adjoining streets, particularly at peak times, which creates a car dominated environment.
- Existing parking areas and spaces along the High Street have a negative visual impact on the scene. However the need to provide adequate parking spaces for shoppers and visitors remains.
- Gateways into the High Street are poorly defined.
- There are a lack of safe crossing points for pedestrians, particularly towards the western end of the High Street.

Key opportunities

- Enhance the Chapel Ruins area
- Continue to enhance the quality of the public realm through tree planting, wider footpaths, safe crossing points and seating areas.
- Improve the quality of the alleyways, whilst retaining them as important pedestrian connections within the town centre.
- Encourage cycling and walking
- Introduce modern reinterpretations of the High Street to add variety to the streetscape, so long as they respect the conservation area in terms of scale, massing and rhythm.

The Chapel Ruins

03
Character areas | Brentwood High Street

Design guidelines

Scale, massing and architectural style

All new development in the High Street character area should:

- Respect the **conservation area** status and ensure that proposals adhere to the Policy and Legislation.
- Consider the **scale** of the surrounding context and ensure that proposals respond appropriately. Some taller buildings may be acceptable, for example at gateways and strategic locations along the High Street.
- Consider the use of upper storey **set backs**, where appropriate, to reduce the impact of new development on the surrounding existing buildings and the street.
- Undertake **daylight-sunlight** studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.

- Study the adjoining and **surrounding architectural styles.** Any new development must be respectful of its context.
- Demonstrate a good understanding of the **materiality, textures, tones** and **colours** of the existing buildings. Contemporary language can be acceptable where derived from contextual analysis, resulting in a scheme of good design.

Shop frontages

The main characteristic of the High Street is the commercial ground floor units of the buildings, which activate the street.

All new retail development should:

- Have a positive impact on the High Street.
- Preserve the **conservation area** and adhere to the conservation area character Appraisal and relevant guidance.
- Ensure that the **design style** and **dimensions** of signage and shop frontages are in-keeping with, and align to, the adjoining shop frontages and scale of the street.

- Respect the existing **unit grain** and rhythm along the High Street
- Retain and promote an **urban human scale**. Double height commercial frontages should be avoided.

Public realm

Within the High Street character area, the key priorities in terms of the public realm are:
· Trees and planting
· Urban furniture and signage
· Materiality
· Lighting, and
· Public art.

Further guidance on the public realm can be found on pages 30-33, and chapter 05 of this design guide.

All new development should:

· Fully consider the **conservation area** status and ensure that proposals adhere to legislation and policy.
· Ensure trees are retained where possible.
· Promote the **human scale** and be pedestrian and cycle friendly by creating a positive environment through high quality public realm.
· Ensure that any **public realm** improvement is accessible to all.
· Be consistent with the existing **material palette** and ensure that it is compatible with the previous completed public realm improvements along the High Street.

· Address the **needs** of the High Street, providing seating areas, cycle parking and play facilities where needed.
· Respect the **public realm hierarchy** of the town centre. For example, the Chapel Ruins should be an enhanced and remain at the heart of the town centre.
· Implement a **lighting** and **wayfinding** strategy to improve legibility throughout the character area.
· Consider **public art** interventions in key locations as part of the wayfinding strategy to reinforce Brentwood's unique character.

The Chapel Ruins

All new development should:
· Respect the **historical significance** of the Scheduled Ancient Monument of the Chapel Ruins in Brentwood Town Centre.
· Enhance and **celebrate** the Chapel Ruins, retaining its prominence at the heart of Brentwood Town Centre.
· Better **integrate** the Chapel Ruins and its square into the wider public realm network.
· Improve the **permeability** allowing increased movement and accessibility through the space.

Further guidance on the Chapel Ruins is provided in chapter 03, pages 34-35 of this design guide.

Brentwood High Street | North elevation

This page shows the north elevation of the High Street, as it stands at the time of publication of this design guide. The elevation studies presented over the next four pages have been instrumental to defining design guidance for the Brentwood High Street character area.

Alleyways around the town centre are integral to the pedestrian network and should be improved where needed.

Good shop frontage adding to the character of the High Street

Variety in building heights along the High Street adding rhythm to the streetscape.

Trees, planting, seating and wide pavements help to improve the public realm and quality of the street.

Improved, s **pedestrian** to slow down pedestrian fr

✅ **Variety in the roofscape** through a mixture of flat and articulated roofs.

✅ **Refurbishment**
This is a good example of refurbishment of an existing retail elevation.
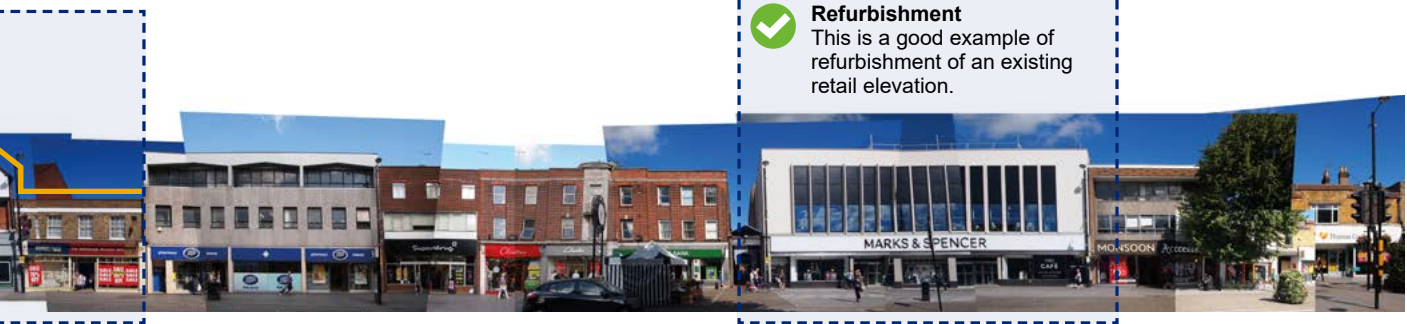
✅ **safe and clear crossing points** help traffic and promote a friendly environment.
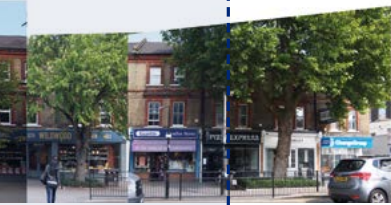
Brentwood High Street | South elevation

This page shows the south elevation of the High Street, as it stands at the time of publication of this design guide. The elevation studies presented have been instrumental to defining design guidance for the Brentwood High Street character area.

Clear crossing points improving safety and permeability for pedestrians.

Poorly designed facades with an inactive frontage that does not address the street.

Potential improvements to the Chapel Ruins to improve permeability, its integration into the wider public realm network and the opportunity to celebrate its historical significance.

Variety in building heights along the High Street adding rhythm to the streetscape.
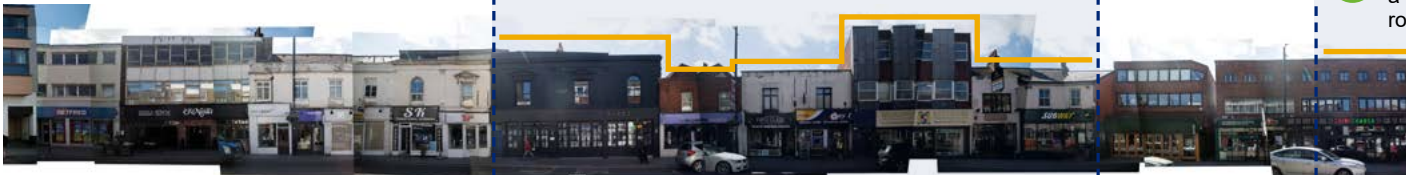
Trees, wide pavements and cycle storage help to improve the public realm and quality of the street, and promote walking and cycling.

Good shop frontage adding to the character of the High Street

...ariety in the roofscape through ...mixture of flat and articulated ...ofs.

03
Character areas | Brentwood High Street

Good and bad practice examples for Brentwood High Street

Scale, massing and architecture style
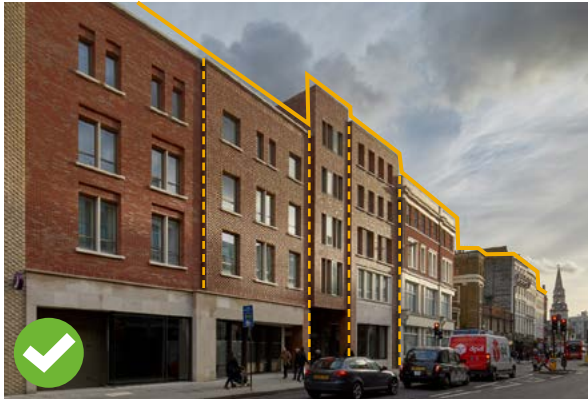
Do: ensure that new development follows the existing scale, height and rhythm of the High Street.

Do not: ignore the existing scale and massing, or detract from the surrounding architectural style and materiality
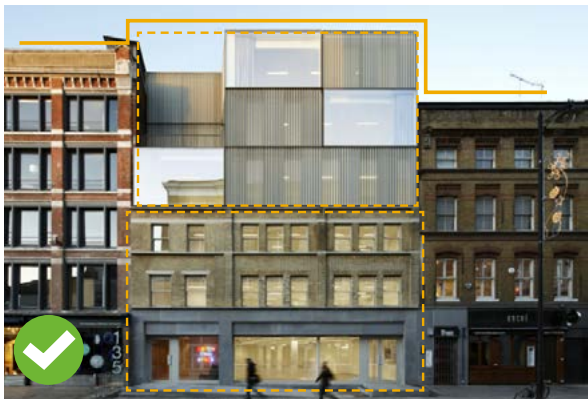
Do: ensure that modern reinterpretations of the High Street respect the conservation area in terms of scale, massing, and rhythm.
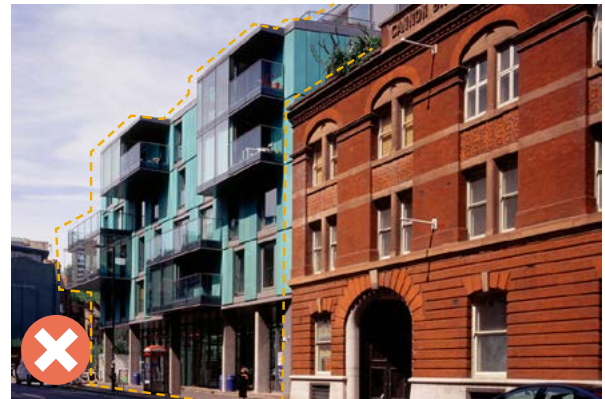
Do not: disrespect the existing architectural and historical character of Brentwood High Street. New development should be in keeping with the scale, massing and materiality.

Do: use upper storey set backs, where appropriate, to reduce the impact of new development on the surrounding existing buildings and the street.
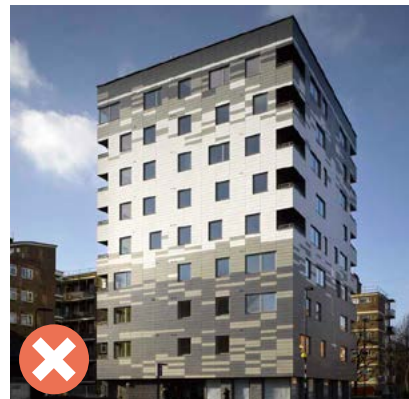
Do not: propose tall buildings which are out of character with the rest of the street.

Shop frontages

Do: introduce variations in shop frontages along the High Street to add interest to the streetscape.

Do not: repeat the same elevation along the High Street

Do: ensure that the shop frontage design of new retail units is in keeping with the existing character. Entrances and windows should align with surrounding buildings.

Do not: propose double height frontages that detract from the existing character and style of the High Street.

Do: ensure that shop frontages follow the rhythm of the existing buildings and respect the urban grain.

Do not: front inactive shop windows onto the High Street

Good and bad practice examples for Brentwood High Street

Public realm

Trees and planting

Do:
- Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
- Plant new trees in suitable locations and choose appropriate species.
- Consider tree pit details which allow trees water, air and space for growth.
- Discuss your proposals with the tree officer to understand how trees can best work for your site.
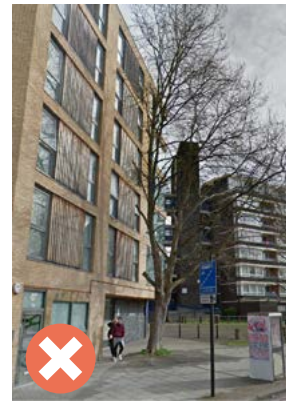
Do not:
- Leave no above ground space for canopy growth and below ground space for roots. Roots need air as well as reasonable levels of water.
- Design 'despite' trees. Always design with them, using advice from a tree officer or arboriculturalist.
- Overlook the range of benefits posed by trees in streets and public places.

Urban furniture and signage

Do:
- Consider seating and cycle stands in appropriate locations.
- Strategically align street furniture to reduce clutter and maintain clear routes.
- Use street furniture to define the edge of vehicular surfaces where appropriate.
- Use a constrained palette with elements that sit within a 'family' of products.

Do not:
- Include street play areas within this character area.
- Mix the colour or metal finishes of urban furniture.
- Over-provide street furniture, or clutter the street.
- Place furniture in vulnerable areas where vehicles may damage them.

Materiality

Do:
· Use high quality materials.
· Retain the existing character by maintaining the same, or similar material palette used in the existing development/adjacent areas.
· Consider the need for permeable surfaces around existing trees.

Do not:
· Use inconsistent public realm materials.
· Use over-complicated details that are hard to maintain or replace.
· Use materials which detract from the existing character of the High Street.

Best practice example of a well designed, thriving High Street

03
Character areas | Brentwood High Street

Good and bad practice examples for Brentwood High Street

Public realm

Lighting

Do:
· Use tall street lamps or building mounted bracketed lighting units.
· Include some special lighting at key moments along the High Street, for example at the Chapel Ruins.
· Provide a consistent approach to lighting within adjacent areas, or development sites.
· Ensure safe and appropriate levels of light.

Do not:
· Introduce complicated details within adopted areas of the public realm that may be difficult to replace or maintain.
· Introduce harsh lighting which may cause glare or visual discomfort to street users or pedestrians

Public art

Do:
· Consider appropriate locations for the inclusion of some public art. For example, at the ends of the High Street or within the Chapel Ruins.
· Integrate public art within the form and fabric of public realm spaces.
· Create a site specific response which reflects its place in Brentwood Town Centre.
· Collaborate with local artists where possible.
· Involve local resident and the community through part or all of the design and implementation process.

Do not:
· Overload the High Street with public art.
· Introduce token sculptural pieces which do not have any significance to Brentwood.
· Create structures which are unsafe or that encourage anti-social behaviour.
· Use public art as a mechanism to detract from a poor quality built form, or public space. Public art should enhance a high quality designed environment.

Further guidance on the public realm and materiality is provided in chapter 05 of this design guide.

The Chapel Ruins

Brentwood Chapel Ruins is a scheduled ancient monument, listed by Historic England as The Chapel of St Thomas A Becket. It is a grade II listed building situated at a key location on the High Street. The Old Chapel of St. Thomas A Becket, built in 1221, is a historic landmark in the town centre and a nationally designated heritage asset.

Currently the public realm surrounding the Chapel Ruins lacks permeability and requires enhancements. There is potential to better integrate the Chapel Ruins and this area into the public realm network, creating a more welcoming and flexible space at the heart of the town centre.

Potential improvements to the Chapel Ruins could include:

1. A flexible space with seating areas and trees that celebrates the historical elements and buildings.

2. Subtle changes in pavement and materials can create an interesting space, but this should only be developed by a full and sensitive approach to the setting of the heritage assets and should propose an appropriate palette.

3. Use of water and tree planting in the public realm as a subtle way to highlight or frame historic buildings.

4. The use of lighting to highlight key buildings or buildings of historical importance.

Diagram showing areas of potential improvement for the Chapel Ruins and square

Potential improvements to the Chapel Ruins and square

Enhance and celebrate the Chapel Ruins
The Chapel Ruins has historical importance in Brentwood Town Centre. Any new development within its immediate surroundings should retain and enhance its significance and enhance character. There is the potential to redesign the space and create a place which is suitable for a range of users and activities, and that will enable this historical setting to be better celebrated. Careful consideration of the relationship between the Chapel Ruins and the High Street will be required.

Improve permeability and integration into the public realm
There is a lack of permeability through the square to the Chapel Ruins, particularly from the south where access has been restricted by a low wall which encloses, or 'fences off' the Ruins. This has resulted in the Chapel Ruins being poorly integrated into the surrounding public realm. Future development in the High Street character area could address these issues and create a more accessible space, suitable for flexible use.

Good practice examples for the Chapel Ruins

A flexible space with seating and tree planting.

Subtle changes in pavement and materials add interest to the space.
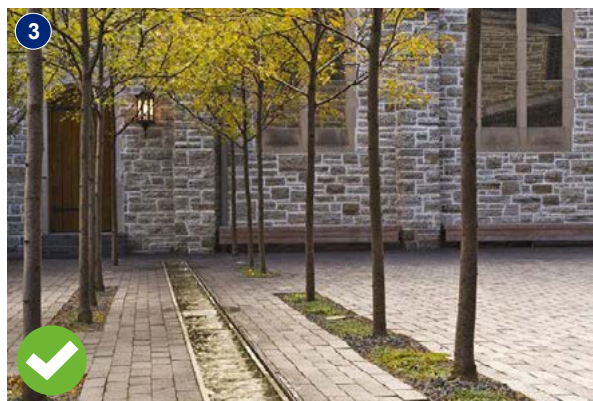
The introduction of water and tree planting helps to highlight the historic building.

A clear lighting strategy which highlights buildings of historical merit or importance.

Key facts and overview

- There is a strong network of other commercial streets in Brentwood that physically link into the High Street. They have smaller retail units, narrower frontages and smaller scale buildings.
- The retail offer of the other commercial streets does not compete with the High Street, but it complements to the High Street's offer.
- The other commercial streets are mixed use. Non-residential uses occupy the ground floor, with residential units above.

Characteristics of other commercial streets

There are several 'other commercial streets' across the town centre. They all differ with varying street widths and building heights. Some have vehicular access, whilst others are pedestrian dominant and increasingly intimate in scale.

As a result of these varying characteristics, this

character area is divided into three sub-character areas:
1. Kings Road typology
2. William Hunter Way
3. Crown Street typology

Key constraints

- Parking across the town centre is a key constraint. Poorly designed parking areas need to be addressed and any provision of parking should be integrated into the design of the public realm.

- Whilst it is important to promote the other commercial streets, this must be done without having a detrimental effect on the High Street.

Key opportunities

- Deliver a mix of new residential and non-residential units to increase the density within these areas.
- Better integrate the other commercial streets into the public realm network and improve the pedestrian experience through improved lighting, wayfinding strategies and tree planting.

- Provide cycle paths and associated facilities such as cycle parking.
- Create flexible spaces within the public realm which encourage activities to spill out onto the street.
- Encourage increased pedestrian movement by proposing generous footpaths and safe crossing points.

1. Kings Road typology

2. William Hunter Way

3. Crown Street typology

03
Character areas | Kings Road typology

Overview

- This sub-character area includes Kings Road and Ongar Road.
- Kings Road is the main pedestrian and vehicular link from Brentwood station to the High Street. It has a range of land uses, with commercial activity concentrated at its northern end where it meets the High Street and to the south nearest the station.
- Ongar Road is home to key civic buildings in the town centre, including the Town Hall, Brentwood Cathedral and Brentwood School, in addition there are a range of small businesses and residential uses.
- Both streets are wide and car dominated.
- The streets are not pedestrian or cyclist friendly, there is a lack of crossing points and no designated cycle lane.
- The junctions of Kings Road and Ongar Road with the High Street are within the town centre conservation area.

Potential improvements

- Implement a clear wayfinding strategy along Kings Road as it is the main pedestrian route from the Station to the High Street.
- Widen footpaths, improve crossing points, incorporate tree planting and add seating areas at key points along these routes to enhance the pedestrian experience and improve footfall to the existing businesses.
- Increase density through infill and new build development.
- Introduce more commercial land uses along the central area of Kings Road.

- Improve the public realm at key junctions, such as where the High Street meets Kings Road, the junction of Kings Road and Queen's Road, and the High Street and Ongar Road. This would improve the legibility within the town centre and improve the sense of arrival within Brentwood Town Centre.
- Introduce taller or iconic buildings as strategic markers at key gateways to the High Street.

Public realm improvements required at key junctions

A wayfinding strategy could be implemented along Kings Road and/or Queen's Road towards the High Street. Safer pedestrian crossing points will be required in key locations.

Diagram showing areas of potential improvement to the junction of Kings Road and Queen's Road

1 Public realm improvements at key junctions, creating safer and easier crossing points for the pedestrian and enhances the journey from the station to the High Street.

2 Wayfinding strategy to help with legibility throughout the Town Centre and improve the route from the station to the High Street.

3 Public realm improvements at key junctions to give priority to pedestrians.

4 Integrate tree planting and urban furniture into the streetscape.

Improve key junctionsand give priority to pedestrians over the car.

Integrate tree planting and urban furniture into the wider sections of Kings Road. The use of higher quality paving could also be considered.

03
Character areas | Kings Road typology

Design guidelines

Scale, massing and architectural style

All new development should:
- Respect the **scale, proportions and style** of adjacent buildings and ensure that proposals respond appropriately. Taller buildings may be acceptable at key nodal points, for example at the junctions of Kings Road and Ongar Road with the High Street, or towards the south of Kings Road close to Brentwood Station.
- Consider the use of special or iconic buildings to highlight key junctions or **gateways**. These buildings must ensure that they still respond to local architectural character.
- Ensure that building **height** is in-keeping with the surrounding townscape. The exact height is subject to the site specific location and must be discussed in the pre-application process.
- Respect the presence of **listed buildings** or buildings with historical importance.

- Respect the **conservation area** status.
- Consider the opportunity for **densification**, through infill development, new build and/or selective demolition.
- Undertake **daylight-sunlight** studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.
- Retain and promote the **urban human scale** by recessing or setting back the upper floors of taller buildings where appropriate to reduce their impact on the streetscape.
- Ensure that **materiality** is in-keeping with, or complements, that of adjacent buildings. Contemporary new schemes are permitted, however they must be sympathetic of the existing character.

Shop frontages

All new development should:
- Ensure that commercial units are at **street level** and front onto the street in order to activate it.
- Consider the frontage **dimensions** and architectural style of surrounding commercial units to ensure that proposed shop frontages are in keeping with the existing character.
- Respect the **urban grain and rhythm** of existing buildings.
- Retain and promote an urban **human scale**.
- Avoid double height commercial frontages.

If no commercial use is proposed at street level, residential frontages should also respect the urban grain and rhythm of the existing buildings, and activate the street. Access to dwellings, such as front doors or core, should lead directly off the street. Further guidance on best practice residential frontages in provided in chapter 04 of this design guide.

Public realm

Along Kings Road and Ongar Road the key priorities in terms of the public realm are:
· Trees and planting
· Urban furniture and signage
· Materiality
· Lighting; and
· Parking.

Further guidance on the public realm and materiality is provided on pages 44-47 of this chapter and in chapter 05.

All new development should:

· Create safe and attractive **pedestrian routes** with wide footpaths and clear crossing points
· Provide a designated **cycle route** and integrate cycle parking facilities into the public realm
· Implement a **wayfinding** and **lighting** strategy to improve the quality of connectivity along these routes to the High Street.
· Introduce a **tree planting** strategy and integrate landscape features into the public realm
· Consider the opportunity to enhance **key junctions**, for example Kings Road and the High Street, Chatham Way and Kings Road, Kings Road and Queen's Road, and the High Street and Ongar Road. Further guidance is provided on pages 120-121.

· Ensure the **material palette** reflects the existing character of the town centre. Further guidance is provided on page 136.
· Provide or retain on street visitor **parking**, disabled parking bays and loading bays for retail units if/where appropriate.
· Integrate **urban furniture,** such as cycle stands and seating, into the street design.
· Consider the opportunity to introduce **public art** at strategic locations, such as key junctions.

03
Character areas | Kings Road typology

Good and bad practice examples for the Kings Road typology

Scale, massing and architectural style

Do: use taller buildings in key strategic locations, to highlight key junctions or gateways.

Do not: propose long, tall or continuous buildings which do not retain the existing rhythm of the street.
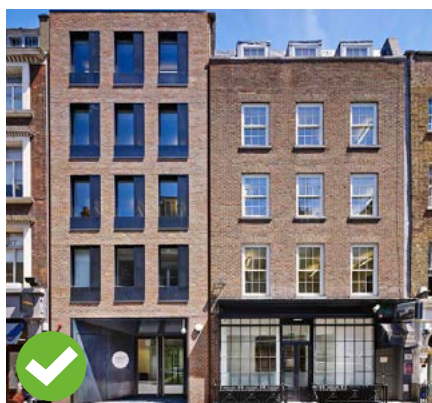
Do: propose infill development which is in keeping with the existing scale, character, rhythm and materiality of the street.

Do not: use materials which are out of character with existing development.
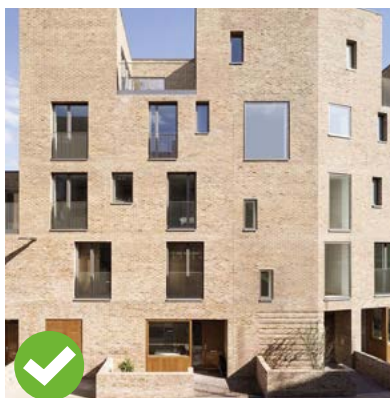
Do: use recessed upper floors or terraces, where appropriate, to create a more articulated roofscape and reduce the impact of the building on the street.

Do not: propose tall buildings adjacent to existing lower rise development where this would cause overlooking or overshadowing.

Shop frontages

Do: ensure that shop frontages retain a human scale.

Do not: propose multiple storey shop frontages.

Do: retain the rhythm and architectural style of existing shop fronts

Do not: detract from the existing rhythm of shop frontages.

Do: use an appropriate colour palette, materiality and size of signage.

Do not: propose a shop frontage design which is out of character with the rest of the street.

03
Character areas | Kings Road typology

Good and bad practice examples for the Kings Road typology

Public realm

Trees and planting

Do:
· Incorporate trees on one side of the road.
· Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
· Plant new trees in suitable locations and with appropriate species.
· Consider tree pit details which allow trees water, air and space for growth.
· Discuss your proposals with the tree officer to understand how trees can best work for your site.

Do not:
· Overload the street with trees propose large trees which are out of proportion with the scale of the street.
· Leave no above ground space for canopy growth and below ground space for roots. Roots need air as well as reasonable levels of water.
· Design 'despite' trees - design with them, using advice from a tree officer or arboriculturalist.
· Overlook the range of benefits posed by trees in streets and public places.

Urban furniture and signage

Do:
· Provide seating and cycle stands in appropriate locations, such as, where the buildings are recessed from the main street alignment.
· Strategically align street furniture to reduce clutter and maintain clear routes.
· Use street furniture to define the edge of vehicular surfaces where appropriate.
· Use a constrained palette with elements that sit within a 'family' of products.
· Provide cycle parking.

Do not:
· Mix the colour or metal finishes of urban furniture.
· Over-provide street furniture or clutter the street.
· Place furniture in vulnerable areas where vehicles may damage them.

Materiality

Do:
- Use high quality materials in this sub-character area.
- Retain the existing character by maintaining the same, or similar material palette as used in the adjacent area.
- Consider the need for permeable surfaces around existing and proposed trees.
- Use different materials to highlight crossing areas or cycle lanes.

Do not:
- Use inconsistent public realm materials.
- Use over-complicated details that are difficult to maintain or replace.

Best practice example of a vibrant commercial street

03
Character areas | Kings Road typology

Good and bad practice examples for the Kings Road typology

Public realm

Lighting

Do:
· Use tall street lamps or building mounted bracketed lighting units, as this street typology is an important vehicular route.
· Provide a consistent approach to lighting with adjacent areas.
· Ensure safe and appropriate levels of light.
· Consider special lighting elements at key junction as part of the wayfinding strategy.

Do not:
· Introduce complicated details that may be difficult to replace or maintain.
· Introduce harsh lighting which may cause glare or visual discomfort to street users or pedestrians.

Parking

Do:
· Include some on street parking, where appropriate.
· Integrate parking bays with the public realm design and materiality.
· Use other elements, such as trees or planting, to break up areas of parking and avoid a car dominated feeling.

Do not:
· Provide on street parking on both sides of the street.
· Neglect design considerations in relation to parking which could cause visual disturbance in the townscape or disrupt the flow of traffic. For example, do not provide parking that is perpendicular to the street.
· Do not overlook avoidance of anti-social ad-hoc parking.

Further guidance on the public realm and materiality is provided in chapter 05 of this design guide.

03
Character areas | William Hunter Way

Overview

- William Hunter Way runs parallel to the High Street, in the commercial area of Brentwood Town Centre.
- It is currently car dominated.
- It is a service route for the businesses within the High Street.
- Some businesses along the High Street have secondary access off William Hunter Way, which helps to activate the street.
- The Council owned car park and Sainsbury's supermarket are accessed off William Hunter Way.

Potential improvements

- Opportunity to improve the perception and function of William Hunter Way, creating a commercial street with a variety of non-residential uses at street level which have active frontages on both sides of the street.
- Activate the backs of some of the existing commercial units along the High Street, creating a secondary access to these units off William Hunter Way.
- The William Hunter Way car park site and Sainsbury's site have been identified as a key opportunity sites for mixed-use development in Brentwood Town Centre. Residential development could be provided above non-residential uses that activate the street. (Further guidance on these sites is provided in the Brentwood Town Centre design plan).
- Improve the public realm through widening footpaths, and introducing tree planting and safe crossing points in order to make this Character Area increasingly pedestrian friendly.
- Integrate designated cycle lanes and cycle parking facilities into the public realm, to make the area increasingly cycle friendly.

There is potential for improvements to the public realm which creates a pedestrian and cycle friendly environment, reducing the dominance of the car.

William Hunter Way car park is an opportunity site for mixed use development

1 Public realm improvements to existing crossings/junctions through shared surface squares which priortise the pedestrian and create new public spaces.

2 Introduce mixed use development on identified opportunity sites, with ground floor non-residential uses that activate the street.

3 Activate the backs of the existing High Street shops by creating secondary access off William Hunter Way.

4 Development of key opportunity sites to activate the street and offer new residential and non-residential uses.

Diagram showing areas of potential improvement to William Hunter Way

Avoid blank, or inactive facades fronting onto the street. Activate the back of the existing High Street shops by creating secondary access.

Develop key opportunity sites to remove the predominant presence of parking on the street and deliver mixed use development with opportunities for new residential and non-residential uses.

Design guidelines

Scale, massing and architectural style

All new development should:

- Respect the **scale**, **proportions** and **style** of adjacent buildings and ensure that proposals respond appropriately. Taller buildings may be acceptable but where new development is adjacent to existing low rise buildings, the proposed heights should respect this scale.
- Ensure that **building height** is in-keeping with the surrounding townscape. The exact height is subject to the site specific location and must be discussed in the pre-application process.
- Respect the **conservation area**, which is in close proximity to William Hunter Way and ensure that proposals adhere to the policies for the area.
- Undertake **daylight-sunlight** studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent occupiers are not adversely affected.
- Retain and promote the urban **human scale** by recessing or setting back the upper floors of taller buildings, where appropriate, to reduce their impact on the street.
- Ensure **materiality** is in keeping with, or complements that of adjacent buildings and the character and appearance of the conservation area. Contemporary schemes can be accepted but should be developed and informed by context and propose the highest quality of materials and detailing.

Shop frontages

All new development should:

- Ensure that commercial units are at **street level**, fronting onto and activating the street.
- Create a continuous **active frontage** along both sides of the street. This may require infill development and secondary access to the existing shops along the High Street, from the south side of William Hunter Way.
- Ensure that any new commercial frontage is consistent with the **dimensions** and scale of other commercial units across the town centre.
- Retain and promote an urban **human scale**.
- Carefully consider the character and **materiality** of the town centre. Contemporary architectural styles can be accepted, however, these should be sympathetic and in keeping with the existing buildings.

If no commercial use is proposed at street level, residential frontages should also respect the urban grain and rhythm of the existing buildings, and activate the street. Access to dwellings, such as front doors and cores, should lead directly off the street. Further guidance on best practice residential frontages is provided in chapter 04 of this design guide.

Public realm

In the William Hunter Way character area, the key priorities in terms of the public realm are:
- · Trees and planting
- · Lighting
- · Parking
- · Urban furniture and signage; and
- · Materiality.

Further guidance on the public realm and materiality can be found on pages 54-57 of this chapter and in chapter 05.

All new development should:
- · Define a clear **movement hierarchy** and network of streets.
- · Create safe and attractive **pedestrian routes** with wide footpaths and clear crossing points.
- · Provide a designated **cycle route** and integrate cycle parking facilities into the public realm.
- · Use **shared surface** where appropriate to prioritise pedestrians; shared surface must be fully accessible by all users, including vulnerable groups.
- · Implement a **wayfinding** and **lighting** strategy to improve the connectivity along this route, to the High Street into neighbouring character areas.
- · Promote and improve the quality of the existing **alleyways** to the High Street
- · Introduce a **tree planting** strategy and integrate landscape features into the public realm.
- · Integrate doorstep **play**, **seating areas** and **amenity spaces** into the network of public realm, where appropriate.
- · Enhance the **key junctions** of William Hunter Way with Western Road and Ongar Road. Further information is provided on pages 120-121.
- · Ensure the **materials palette** respects the existing character of the town centre. Contemporary approaches are encouraged by these must complement the materiality of the adjacent buildings. Further guidance is provided on page 136.
- · Ensure any **parking** is well designed and integrated into the public realm proposals and reprovide an appropriate quantum of parking subject to parking surveys and local need.

Good and bad practice examples for William Hunter Way

Scale, massing and architecture style

Do: provide a mix of housing typologies within any new development, that responds to the scale of existing buildings.
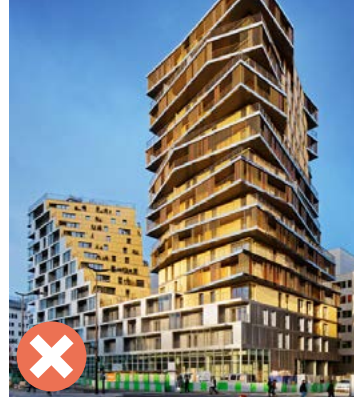
Do not: propose buildings that exceed the maximum limit of 10 storeys, or which are not sympathetic of existing architectural style.

Do: use special or iconic buildings as markers at key junctions.

Do not: use materials which are out of character with existing development or the permitted material palette.
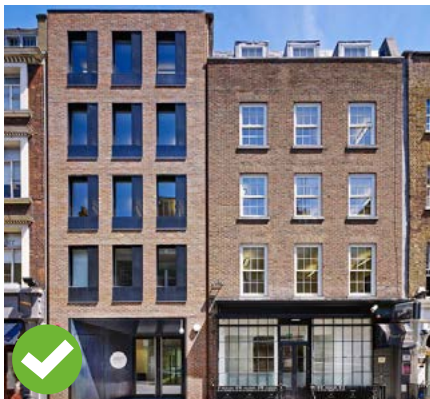
Do: propose infill development, where appropriate.
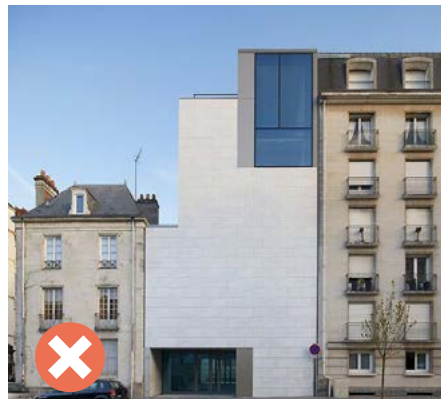
Do not: propose infill development that compromises the quality of the existing development.

Shop frontages
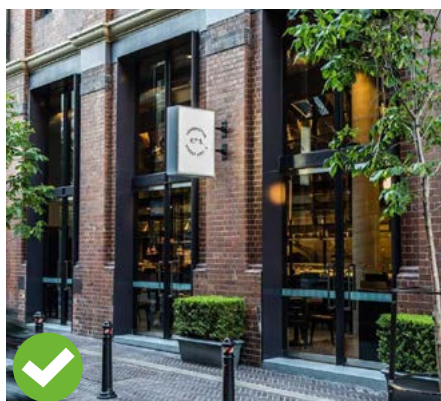
Do: integrate shops within the proposed architecture.

Do not: propose multi-storey retail buildings in this sub-character area.

Do: provide double access commercial units to activate streets where required.

Do not: propose inactive frontages along streets.

Do: use an appropriate colour palette, materiality and size of signage.

Do not: significantly set back the frontage of a retail unit from the street and have parking facing directly onto the street.

Good and bad practice examples for William Hunter Way

Public realm

Trees and planting

Do:
- Introduce trees along William Hunter Way, they should be in suitable locations and with appropriate species.
- Incorporate trees on one side of the road.
- Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
- Consider tree pit details which allow trees water, air and space for growth.
- Discuss your proposals with the tree officer to understand how trees can best work for your site.

Do not:
- Leave no above ground space for canopy growth and below ground space for roots. Roots need air as well as reasonable levels of water.
- Design 'despite' trees - design with them, using advice from a tree officer or arboriculturalist.
- Overlook the range of benefits posed by trees in streets and public places.
- Incorporate trees in raised planters which clutter spaces and prevent trees from thriving long term.

Urban furniture and signage

Do:
- Consider seating and cycle stands in appropriate locations.
- Strategically align street furniture to reduce clutter and maintain clear routes.
- Use street furniture to define the edge of vehicular surfaces where appropriate.
- Use a constrained palette with elements that sit within a 'family' of products.
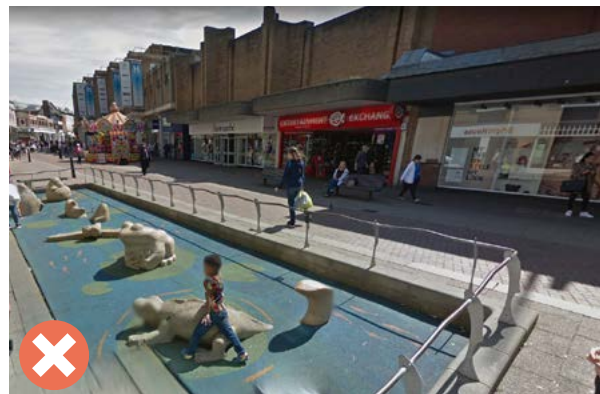
Do not:
- Include street play along William Hunter Way.
- Mix the colour or metal finishes of urban furniture.
- Over-provide street furniture or clutter the street.
- Place furniture in vulnerable areas where vehicles may damage them.

Materiality

Do:
· Use medium to high quality materials in this sub-character area.
· Retain the character and maintain the same material palette used in adjacent areas.
· Consider the need for permeable surfaces around existing trees.
· Consider the use of different materials to highlight crossing areas, shared surfaces or cycle lanes.
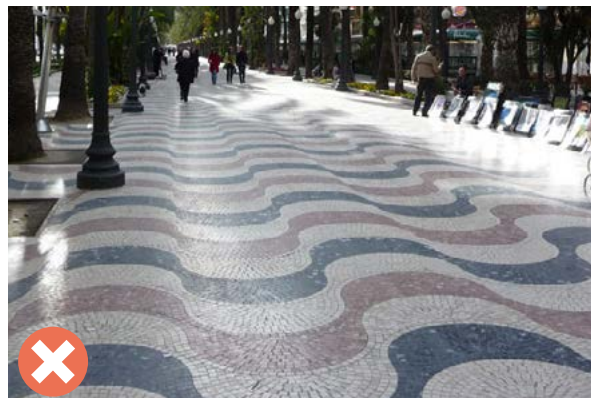
Do not:
· Use inconsistent public realm materials.
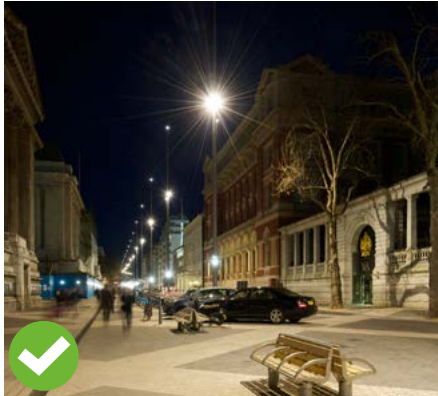· Use over-complicated details that are difficult to maintain or replace.

Best practice example of a vibrant commercial street

Good and bad practice examples for William Hunter Way

Public realm

Lighting

Do:
- Use tall street lamps or building mounted bracketed lighting units.
- Consider some special lighting in key moments along William Hunter Way.
- Provide an approach which complements or is consistent with treatments adjacent to the site.
- Ensure safe and appropriate levels of light.
- Use special lighting elements in some key areas such as along the alleyways to the High Street.

Do not:
- Introduce illuminated bollards which offer limited light quality, can be damaged and cause clutter.
- Introduce complicated details within adopted areas that may be hard to replace or maintain.
- Introduce harsh lighting which may cause glare or visual discomfort to street users or pedestrians.

Parking

Do:
- Include some parking on street, potentially along both sides.
- Retain some loading areas for shops along the High Street.
- Integrate parking bays and loading areas within the public realm design.
- Use other elements, such as trees or planting, to break up areas of parking and avoid a car dominated feeling.

Do not:
- Overload the street with parking bays.
- Neglect design considerations in relation to parking which could cause visual disturbance in the townscape or disrupt the flow of traffic. For example, do not provide parking that is facing onto or perpendicular to the street.

Further guidance on the public realm and materiality is provided in chapter 05 of this design guide.

03
Character areas | Crown Street typology

Overview

- Brentwood Town Centre's network of other commercial streets includes Crown Street, Moores Place and South Street.
- The scale of this street typology is smaller and lower rise than the other commercial streets typologies.
- These streets are pedestrian focused, narrow and intimate in scale and feel. They have a continuous shared surface, and a mix of small commercial units and housing on both sides of the street.
- This street typology encourages the businesses to spill out into the public realm bringing activity to the street and creating a welcoming environment. For example seating for cafés.
- The commercial offer on these streets differs from the High Street. Cafés, small restaurants and small one-off retail uses occupying the units.
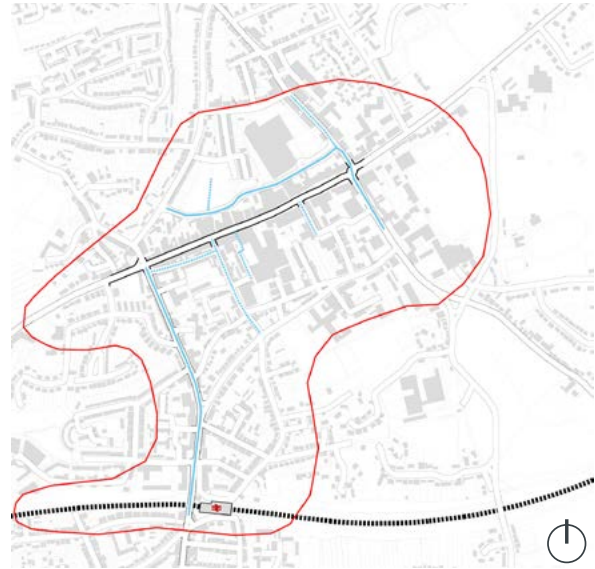
Potential improvements

- There is the potential to create new intimate commercial streets, similar to the Crown Street typology, in areas such as South Street and within the William Hunter Way car park site, should development for this come forward.
- Infill development could occur along the existing streets, in order to increase density in these areas. Any development must carefully consider the scale, massing and materiality of the adjacent buildings.

- Crown Street is identified as a potential opportunity site for development. Further information is provided in the Brentwood Town Centre design plan.

Implement a lighting and tree planting strategy to improve the quality of the public realm.

Activate areas of the street that are currently inactive, through infill development or new uses which wrap the ground floor of structures such as multi-storey car parks.
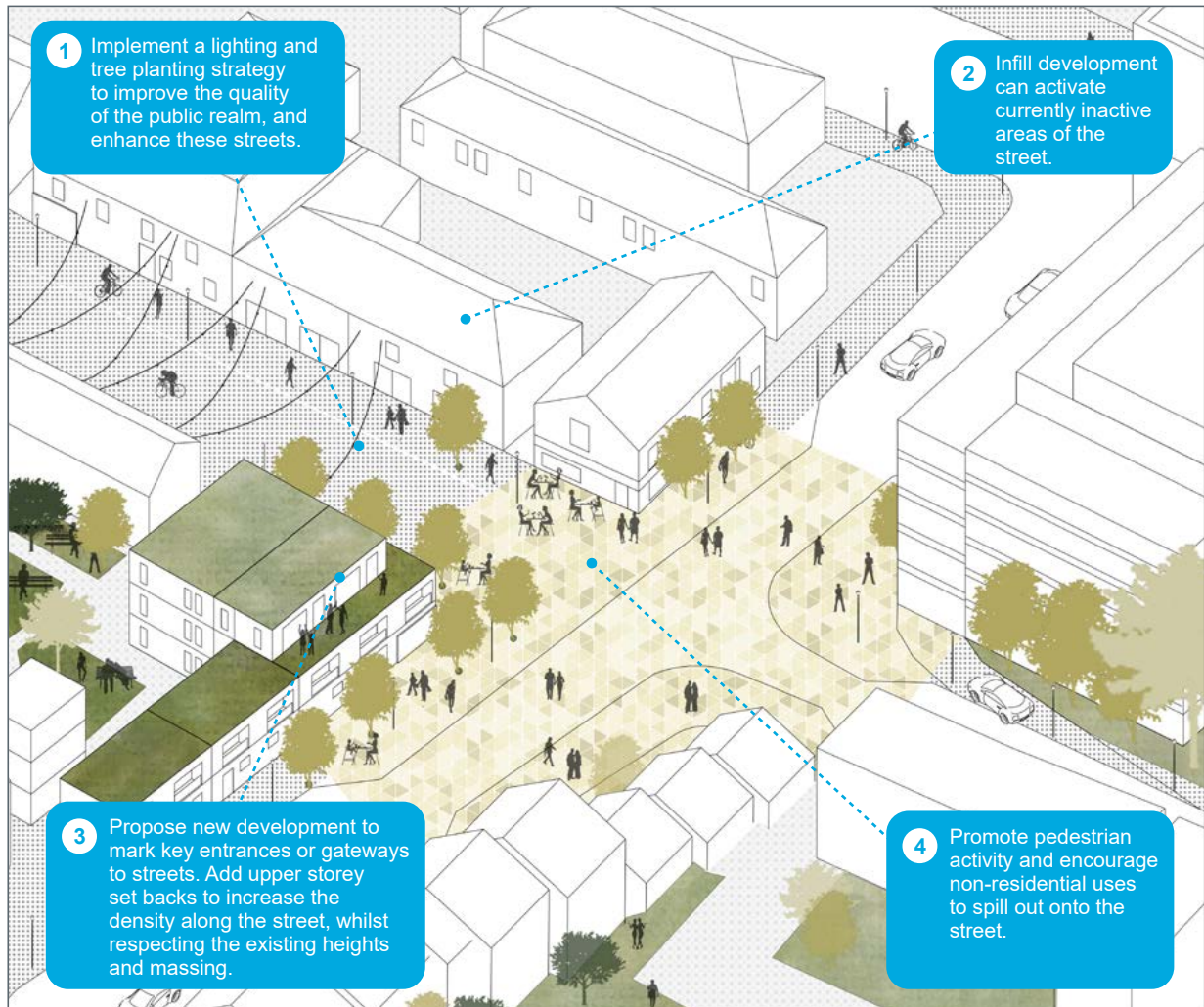
1 Implement a lighting and tree planting strategy to improve the quality of the public realm, and enhance these streets.

2 Infill development can activate currently inactive areas of the street.

3 Propose new development to mark key entrances or gateways to streets. Add upper storey set backs to increase the density along the street, whilst respecting the existing heights and massing.

4 Promote pedestrian activity and encourage non-residential uses to spill out onto the street.

Diagram showing areas of potential improvement to Crown Street

Consider the potential for new development at the entrance of Crown Street. This should retain the unique character of the street. The use of set backs to upper storeys of the building will help to retain the scale.

Promote pedestrian movement and encourage non-residential activities to spill out onto the street, along Crown Street and South Street.

03
Character areas | Crown Street typology

Design guidelines

Scale, massing and architectural style

All new development should:

- Respect the **scale**, **proportions** and **style** of adjacent buildings and ensure that proposals respond appropriately, even where new infill development seeks to densify the area. Tall buildings are not appropriate.
- Ensure that **building height** is in-keeping with the surrounding townscape. The exact height is subject to the site specific location and must be discussed in the pre-application process. Taller buildings would be located at strategic corners or junctions and the upper storey should be recessed or set back where appropriate.
- Respect the **conservation area**, which is in close proximity to these streets.

- Undertake **daylight-sunlight** studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.
- Carefully consider the **materiality** and architectural style. Contemporary new schemes can be considered, however they must be sympathetic of, and reflect, the existing character.
- Propose **contemporary interpretations** of the traditional pitched roof style which characterises the roofscape of this area.

Shop frontages

All new development should:

- Ensure that any new commercial frontage is consistent with the **dimensions** and **scale** of other commercial units across the town centre. Small sized commercial units are preferred.
- Ensure that commercial units are at **street level**, fronting onto and activating the street.
- Respect the existing **unit grain** of this sub-character area.
- Carefully consider the **character** and **materiality** of the town centre. Contemporary approaches are encouraged, however, these should be sympathetic and in keeping with the existing buildings.

If no commercial use is proposed at street level, residential frontages should also respect the urban grain and rhythm of the existing buildings, and activate the street. Access to dwellings should lead directly off the street. Further guidance on best practice residential frontages in provided in chapter 04.

Public realm

In the Crown Street typology sub-character area, the key priorities in terms of the public realm are:
· Tree planting
· Lighting
· Parking
· Urban furniture and signage; and
· Public art

Further guidance on the public realm can be found on pages 64-67 of this chapter, and in chapter 05.

All new development should:
· Create safe and attractive **pedestrian routes** with wide footpaths and clear crossing points, or a shared surface. Any shared surface scheme must ensure that it is fully accessible and safe to use by all user groups, especially children and those with visual and hearing impairments.
· Implement a **lighting** strategy to create a safe environment
· Define a landscape strategy which introduces **street furniture** and **planting** into the streets
· Ensure the **materials palette** is sympathetic of the existing character along these streets. Contemporary approaches are acceptable, so long as they complement adjacent buildings. Further guidance is provided on page 136.
· Consider the suitability of **public art** at key locations in this sub-character area. Any intervention must respect the unique character of the street. Further guidance on public art is provided on pages 130-131.

Good and bad practice examples for the Crown Street typology

Scale, massing and architecture style

Do: consider contemporary infill architecture, where it is respectful of the surrounding buildings and context.
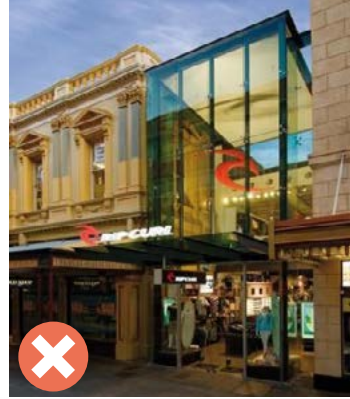
Do not: propose buildings with glass elevations in this sub-character area.

Do: recess the upper floors of buildings to reduce the impact of the height of the building on the street.

Do not: exceed the maximum building height of 4 storeys.

Do: propose contemporary reinterpretation of traditional pitched roofs are acceptable.

Do not: propose a blank elevation that fronts onto the street.

Shop frontages

Do: create continuity in the materiality and dimensions of the shop frontages.

Do not: have more than one storey of shop frontage.

Do: ensure that shop frontages, whether traditional or contemporary, are well integrated into the facade.

Do not: propose contemporary interventions which are not well integrated with the existing character and material palette of the street.

Do: promote the opportunity for non-residential uses to spill out onto the street and create activity.

Do not: propose signage which is not in line with the style of shop fronts along the rest of the street.

03
Character areas | Crown Street typology

Good and bad practice examples for the Crown Street typology

Public realm

Trees and planting

Do:
· Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
· Plant new trees in suitable locations and with appropriate species.
· Consider tree pit details which allow trees water, air and space for growth.
· Discuss your proposals with the tree officer to understand how trees can best work for your site.

Do not:
· Introduce inappropriately large species in this character area, or trees in containers/planters.
· Leave no above ground space for canopy growth and below ground space for roots. Roots need air as well as reasonable levels of water.
· Design 'despite' trees - design with them, using advice from a tree officer or arboriculturalist.
· Overlook the range of benefits posed by trees in streets and public places.

Urban furniture and signage

Do:
· Consider seating and cycle stands in appropriate locations.
· Strategically align street furniture to reduce clutter and maintain clear routes.
· Use a constrained palette with elements that sit within a 'family' of products.
· Allow space for temporary furniture, for example for cafés.

Do not:
· Mix the colour or metal finishes of urban furniture.
· Over-provide street furniture or clutter the street.
· Place furniture in vulnerable areas where vehicles may damage them.

Materiality

Do:
- Use medium to high quality materials in this sub-character area.
- Use shared surface materials, where appropriate and safe to all users, as they bring flexibility to the street.
- Retain the character and maintain the same material palette used in adjacent areas.
- Consider the need for permeable surfaces around existing trees.

Do not:
- Forget the importance of consistency in public realm materials
- Use over-complicated details that are difficult to maintain or replace.

Best practice example of a vibrant intimate commercial street

Good and bad practice examples for the Crown Street typology

Public realm

Lighting

Do:
· Use special lighting along these streets.
· Provide a consistent approach to lighting with adjacent areas.
· Ensure safe and appropriate levels of light.

Do not:
· Introduce illuminated bollards which offer limited light quality, can be damaged and cause clutter.
· Introduce complicated details within adopted areas that may be hard to replace or maintain.
· Introduce harsh lighting which may cause glare or visual discomfort to street users or pedestrians.

Public art

Do:
· Consider some public art in these areas. Both temporary and permanent interventions are encouraged.
· Integrate public art within the form and fabric of public realm spaces.
· Create a site specific response which reflects it's place in Brentwood Town Centre.
· Collaborate with local artists.

Do not:
· Overload the street with public art.
· Introduce token sculptural pieces without significance to Brentwood Town Centre.
· Create structures which are unsafe or encourage anti-social behaviour.

Further guidance on the public realm and materiality is provided in chapter 05 of this design guide.

Key facts and overview

- Brentwood Station is the main arrival point and gateway into Brentwood Town Centre.
- Crossrail will arrive in Brentwood in 2019, increasing the frequency of trains to Central London and Shenfield.
- This area surrounding Brentwood Station has the potential to accommodate higher densities of development and provide a mix of uses including residential, commercial and public amenity spaces.
- At present, the Brentwood Station character area lacks a high quality public realm. There is no clear wayfinding strategy between the station and the town centre.
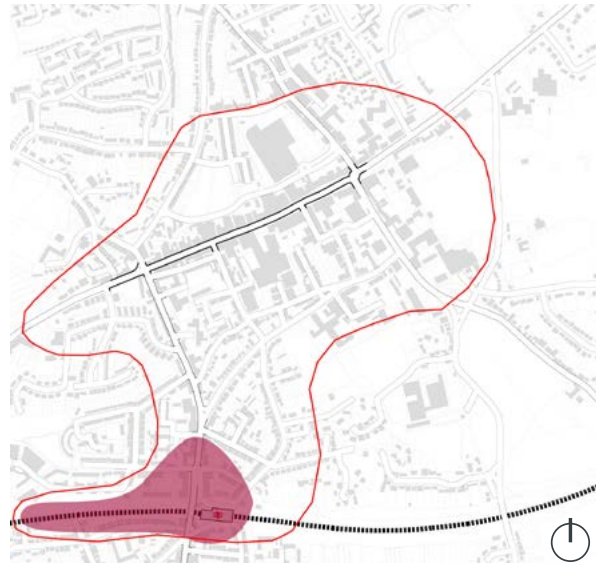
Characteristics of Brentwood Station

- The area surrounding Brentwood Station is currently characterised by a variety of residential and non-residential use. There are shops along the southern end of the Kings Road to the north of the station and a mix of commercial and residential land uses in Warley Hills to the south of the station

- There is a large private car park along the railway owned by National Rail.

Key constraints

- There is a poor sense of arrival at Brentwood Station.
- The area is not pedestrian friendly and there is a lack of safe crossing points to the Station.

- There is not a clear wayfinding strategy between the station and the town centre/High Street, hence legibility in the area is poor.

Key opportunities

- There is potential to increase the density of development in the Brentwood Station character area in order to accommodate a mix of residential and commercial land uses, amenity spaces and built typologies. This will help respond to the projected growth demand in Brentwood as a result of Crossrail.
- The arrival of Crossrail will increase the footfall and use of Brentwood Station. As a result, there is a proposal to improve the public realm around the Brentwood Station character area and enhance the quality of the space.

- Taller buildings could be located in the Brentwood Station character area because of its close proximity to the railway and its location outside of the town centre conservation area.
- Existing uses in the Brentwood Station character area should be promoted to enable them to capitalise on the increased footfall.
- Low levels of parking should be provided, however this must be well integrated into the public realm.

Design guidelines

Scale, massing and architectural style

All new development should:
- Aspire to increase the **density** of the existing Brentwood Station area.
- Respect the **scale**, **proportions** and style of adjacent and surrounding buildings and ensure that proposals respond appropriately to this context.
- Ensure that **building height** is in-keeping with the surrounding townscape. The exact height is subject to the site specific location and must be discussed in the pre-application process. Taller buildings are acceptable along the railway and around the station, but where new development is adjacent to existing low rise buildings, the proposed heights should respect this scale.

- Promote the urban **human scale** by recessing or setting back the upper storeys of taller buildings to minimise overshadowing and their impact on the street.
- Undertake **daylight-sunlight** studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.
- Carefully consider the **materiality** and architectural style. Contemporary new schemes are permitted and encouraged, however they must be sympathetic of, and reflect the existing character of the Brentwood Station area.

Shop frontages

All new development should:
- Ensure that commercial units are at **street level**, fronting onto and activating the street.
- Ensure that any new commercial frontage is consistent with the **dimensions** and **scale** of other commercial units within the character area.
- Respect the existing **urban grain** and **rhythm** along the Kings Road and around the station.
- Retain and promote an urban **human scale**. Some double height commercial frontages may be acceptable in key locations, for example on important corners.
- Carefully consider the **style** and **materiality** of the existing shop frontages in this character area. Contemporary approaches are encouraged, however these should be sympathetic of with the existing buildings.

If no commercial use is proposed at street level, residential frontages should also respect the urban grain and rhythm of the existing buildings, and activate the street. Access to dwellings, such as front doors or cores, should lead directly off the street. Further guidance on best practice residential frontages in provided in chapter 04.

Other non-residential land uses may be appropriate in the Brentwood Station character area. A local needs survey is highly recommended to determine this.

Public realm

In the Brentwood Station character area, the key priorities in terms of the public realm are:
· Trees and planting
· Lighting
· Parking
· Urban furniture and signage; and
· Materiality

Further guidance on the public realm and materiality is provided on pages 74-77 of this chapter, and in chapter 05.

All new development should:
· Create safe and attractive **pedestrian routes** with wide footpaths, regular stopping or seating points and clear crossing points.
· Improve the **sense of place** and **sense of arrival**, by promoting a welcoming feel in this character area.
· Provide a designated **cycle route** and integrate cycle parking facilities into the public realm
· Slow down traffic and prioritise pedestrians where appropriate.
· Implement a **wayfinding** and **lighting** strategy to improve the connectivity across the character area and into adjacent character areas, most notably towards the High Street.
· Enhance **key junctions**, where appropriate, in order to provide safer crossing points and a more positive pedestrian experience. Further guidance is provided on pages 120-121.
· Introduce a **tree planting** strategy and integrate landscape features into the public realm.
· Consider the opportunity for **public art** interventions, seating areas and amenity spaces to be integrated into public realm network. Avoid cluttering the street.
· Ensure that the **materials palette** is sympathetic of the existing character of Brentwood Station area. Contemporary materials and approaches are acceptable where they complement the existing character. Further guidance is provided on page136.
· Ensure any **parking** is well designed and integrated into the public realm proposals and reprovide an appropriate quantum of parking subject to parking surveys and local need.

Good and bad practice examples for Brentwood Station

Scale, massing and architecture style

Do: consider taller buildings to increase density, particularly around key vehicular junctions.

Do not: propose tall buildings which are not carefully designed, and which deliver high densities at the expense of a high quality public realm.

Do: set back the upper storey/s of buildings, where appropriate, to help retain a human scale to the street.
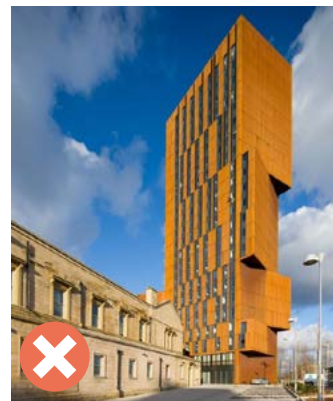
Do not: propose tall buildings adjacent to existing low rise development where this could overshadow and compromise the quality of the space.

Do: consider contemporary approaches in terms of architectural style to add variety to the built form.

Do not: propose a contemporary approach which undermines the town centre conservation area.

Shop frontages

Do: propose special treatment for shop frontages, where it adds interest and variety to the streetscape and promotes a sense of arrival.

Do not: repeat the same elevation along a continuous street or public space.

Do: offer a range of different sized commercial units and frontages.

Do not: use materials which detract from a high quality and well designed public realm.

Do: encourage spill out activity from ground floor non-residential units onto the street, square or public space.

Do not: propose inactive frontages onto key public realm areas around Brentwood Station.

Good and bad practice examples for Brentwood Station

Public realm

Trees and planting

Do:
· Use trees to create a better sense of arrival.
· Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
· Plant new trees in suitable locations and with appropriate species.
· Consider tree pit details which allow trees water, air and space for growth.
· Discuss your proposals with the tree officer to understand how trees can best work for your site.

Do not:
· Leave no above ground space for canopy growth and below ground space for roots. Roots need air as well as reasonable levels of water.
· Design 'despite' trees - design with them, using advice from a tree officer or arboriculturalist.
· Overlook the range of benefits posed by trees in streets and public places.
· Overlook co-ordination with lighting columns and underground utilities and vehicular access routes.

Urban furniture and signage

Do:
· Consider seating and cycle stands in appropriate locations, particularly in the area outside of Brentwood Station.
· Strategically align street furniture to reduce clutter and maintain clear routes.
· Use street furniture to define the edge of vehicular surfaces where appropriate.
· Use a constrained palette with elements that sit within a 'family' of products.

Do not:
· Mix the colour or metal finishes of urban furniture.
· Over-provide street furniture.
· Place furniture in vulnerable areas where vehicles may damage them.
· Overlook co-ordination with location and materials of drainage elements and manhole covers.

Materiality

Do:
- Use high quality materials to celebrate this arrival point into Brentwood.
- Consider the use of different materials to create safe environments and highlight crossing points and cycle lanes.
- Consider the need for permeable surfaces around existing trees.
- Consider the use of contemporary materials to add variety and interest in the public realm.

Do not:
- Use inconsistent public realm materials.
- Use over-complicated details that are difficult to maintain or replace.

Best practice example of a well designed station area: Sheaf Square, Sheffield

03
Character areas | Brentwood Station

Good and bad practice examples for Brentwood Station

Public realm

Lighting

Do:
· Use tall street lamps or building mounted bracketed lighting units in the area surrounding Brentwood station.
· Consider the use of other special lighting elements are encouraged to create a sense of arrival.
· Provide an approach which complements or is consistent with treatments adjacent to the site.
· Ensure safe and appropriate levels of light.

Do not:
· Introduce complicated details within adopted areas that may be difficult to replace or maintain.
· Introduce harsh lighting which may cause glare or visual discomfort to different types of users who may engage with the space.

Parking

Do:
· Ensure that the residential areas of Brentwood Station character area is parking free. Only a number of loading bays, taxi stops, disabled bays or drop off points should be provided.
· Ensure that any zones for temporary parking (e.g. taxi's or drop-off points) are well integrated into the public realm.
· Provide cycle parking.

Do not:
· Include permanent parking bays in the immediate area around Brentwood Station.
· Provide layouts which do not give adequate space for trees to soften and break-up parking.
· Overlook the need for pedestrian passing routes between parked cars.

Further guidance on the public realm and materiality is provided in chapter 05 of this design guide.

03
Character areas | Residential areas

Key facts and overview

- A large component of Brentwood Town Centre is residential in character, with the main land use being housing.
- Some areas, such as William Hunter Way, include residential alongside commercial or retail land uses.
- The most common residential typology is family housing along a terrace of 2-3 storeys in height, with private back gardens.
- There are some flatted blocks
- There is the potential to increase the density in certain areas
- There is the potential to introduce non-residential uses to the ground floor of a predominately residential block in some locations, for example along William Hunter Way.
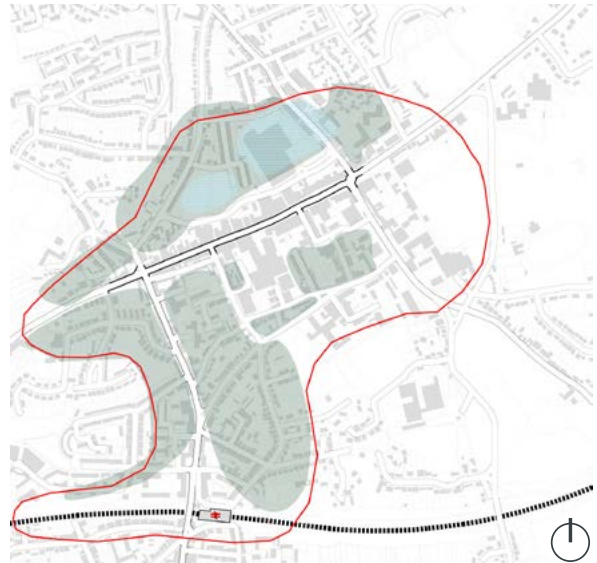
Characteristics of residential areas

- The most common residential typology is the 2 to 3 storey family house with a private back garden. Some of these have seen recent conversions to flats.
- There are some flatted blocks, for example, above the Baytree Centre, around the railway

station and along Ongar Road.
- The residential areas in Brentwood Town Centre have very little commercial activity.

Key constraints

- A key challenge for Brentwood Town Centre is to accommodate an increased residential population without loosing its unique character.
- Ensure that the quality of existing residential areas is not compromised by any new development.

- The projected growth in Brentwood will put increasing pressure on parking. Current parking policy will need to be reviewed in light of the current housing pressures within the town centre. On street parking, podium parking and car clubs should be considered for higher density housing.

Key opportunities

- Provide a mix of types of homes, including family homes, opportunities for downsizing and homes suitable for older people.
- Increase the density of residential areas in response to the projected demand for new homes in Brentwood, as a result of Crossrail.
- The William Hunter Way and Sainsbury's

sites are two areas which have been identified as opportunity areas to deliver mixed use development.

Design guidelines

Scale, massing and architectural style

All new development should:

- Respect the **scale**, **proportions** and **style** of adjacent and surrounding buildings and ensure that proposals respond appropriately.
- Taller buildings are only permitted in certain areas. See chapter 04 for further information.
- Respect the maximum **building height** of the existing buildings and ensure that new development is in keeping with this. The height of new development will depend on the residential zone that the site falls within (see chapter 04). Heights must be discussed in the pre-application process.
- Respect the **town centre conservation area**, which is in close proximity to many existing residential areas.
- Consider the opportunity for **infill** and **new build** development

- Have **pitched roofs** where possible, as this is one of the main architectural characteristics of the residential character area.
- Undertake **daylight-sunlight** studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.
- Carefully consider the **materiality** and architectural style. Contemporary new schemes can be considered, however they must be sympathetic of, and reflect the character of existing residential areas.
- Provide **amenity space**. Please refer to the most recent planning policy guidance and Local Development Plan for amenity space requirements.

Residential frontages

All new development should:

- Ensure that any new residential frontage is consistent with the **dimensions** and **scale** of other residential buildings in the specific area.
- Respect the **urban grain** and **rhythm** along the existing residential streets.
- Retain and promote an urban human scale.
- Carefully consider the **character** and **materiality** of the area of the town centre that the residential development falls within. Contemporary approaches are encouraged, however these should be sympathetic of the existing buildings

- Ensure that **access** to dwellings, such as front doors or cores, lead directly off the street. Further guidance on best practice residential frontages in provided in chapter 04.
- Provide **defensible space** or front gardens to ground floor residential units where appropriate and in accordance with the character of other residential units on the street or in the specific area.
- Consider **parking** carefully and integrate this well into the design of the residential frontage. On plot parking may be provided. Further guidance on residential parking is provided in chapter 04.

Public realm

In the residential character area, the key priorities in terms of the public realm are:
· Trees and planting
· Lighting
· Parking
· Urban furniture and signage; and
· Materiality

Further guidance on the public realm can be found on pages 84-87 of this chapter, and in chapter 05.

All new development should:

· Provide **front gardens** or defensible space where necessary. This will depend on the street typology and on the surrounding residential character.
· Create safe and attractive **pedestrian routes** with wide footpaths and clear crossing points
· Consider the use of **shared surface** streets, where appropriate. Any shared surface scheme must ensure that it is fully accessible and safe to use by all user groups, especially children and those with visual and hearing impairments.
· Provide a designated **cycle route** and integrate cycle parking facilities into the public realm, where appropriate.

· Implement a **lighting** strategy to create a safe environment, and enhance the quality of the public realm.
· Introduce a clear **landscape** strategy which integrates street furniture and planting into the street network.
· Provide areas for door step **play** and **seating**.
· Ensure the **materials palette** is sympathetic of the character of the existing Residential Area. Contemporary materials and approaches are acceptable. Further guidance is provided on page 136.
· Ensure that any **parking** is well designed and integrated in to the public realm proposals.

Good and bad practice examples for residential areas

Scale, massing and architecture style

Do: consider the contemporary interpretation of the traditional pitched roof.

Do not: propose tall buildings adjacent to existing low rise development.
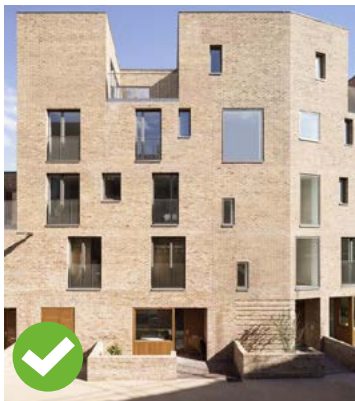
Do: strive for higher density development, with a variety of heights and housing typologies.

Do not: detract from the existing character of the Residential Area in terms of materiality, particularly when proposing infill development.

Do: ensure that building height does not compromise the quality of the street in terms of daylight, sunlight or overshadowing.

Do not: compromise the quality or importance of the conservation area by using unsympathetic materials on sites that fall within, or that are adjacent to it.

Residential frontages

Do: ensure that an active frontage, with a door and windows, is retained where parking is incorporated into the frontage of the home.

Do not: provide a continuous area of parking or garages which has a negative visual impact on the quality of the home, or the street.

Do: provide areas of defensible space or private front gardens, between the home and the street.

Do not: front blank or inactive facades onto residential streets.

Do: consider bringing the facade of the building right up to the edge of the street in mews developments. A front garden is not essential on a narrow, continuous surface street.

Do not: propose entrance cores along side roads or unlit streets.

Good and bad practice examples for residential areas

Public realm

Trees and planting

Do:
· Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
· Plant new trees in suitable locations and with appropriate species.
· Consider tree pit details which allow trees water, air and space for growth.
· Discuss your proposals with the tree officer to understand how trees can best work for your site.
· Use tree planting to break up areas of on street parking.

Do not:
· Leave no above ground space for canopy growth and below ground space for roots. Roots need air as well as reasonable levels of water.
· Design 'despite' trees - design with them, using advice from a tree officer or arboriculturalist.
· Overlook the range of benefits posed by trees in streets and public places.
· Block access to homes with tree planting.
· Overlook co-ordination with lighting columns and underground utilities and vehicular access routes.

Urban furniture and signage

Do:
· Provide doorstep play in pedestrian dominated streets
· Consider seating and cycle stands in appropriate locations.
· Strategically align street furniture to reduce clutter and maintain clear routes.
· Use street furniture to define the edge of vehicular surfaces where appropriate.
· Use a constrained palette with elements that sit within a 'family' of products.

Do not:
· Mix the colour or metal finishes of urban furniture.
· Over-provide street furniture.
· Place furniture in vulnerable areas where vehicles may damage them.
· Create structures which are unsafe or encourage anti-social behaviour.
· Overlook co-ordination with location and materials of drainage elements and manhole covers.

Materiality

Do:
· Propose shared surface streets that is safe and inclusive to all user groups, where appropriate.
· Retain the character and maintain the same material palette used in adjacent or surrounding areas.
· Consider the need for permeable surfaces around existing trees.
· Use materials to define footpaths, defensible space, public spaces or carriageways.

Do not:
· Use materials which are of an inappropriate character - ensure hierachy is maintained.
· Rely on single-surface materials which may signal a vehicular-dominated space.
· Forget the importance of consistency in public realm materials.
· Use ill-considered or over-complicated details that are difficult to maintain or replace.

Best practice example of a well designed, town centre, residential area

Good and bad practice examples for residential areas

Public realm

Lighting

Do:
· Use street lighting columns of an appropriate height for pedestrian-focused residential streets.
· Provide an approach which complements or is consistent with treatments adjacent to the site.
· Ensure safe and appropriate levels of light, particularly along streets which have access cores to residential units. Softer levels of light may be appropriate in this character area.

Do not:
· Introduce experimental lighting forms which may be too civic or may fail in the long term.
· Avoid illuminated bollards which are commonly damaged, causing clutter and inappropriate light levels.
· Introduce complicated details within adopted areas that may be hard to replace or maintain.
· Introduce harsh lighting which may cause glare or visual discomfort to different types of users who may engage with the space.

Parking

Do:
· Include some on street parking.
· Integrate parking bays in the public realm design and materiality.
· Use other elements, such as trees or planting, to break larger areas of parking and avoid a car dominated feeling.
· Provide in-curtilage parking for homes in low density residential areas. See chapter 05 for more information.

Do not:
· Overload the street with parking bays.
· Rely on perpendicular parking solely.
· Provide layouts which do not give adequate space for trees to soften and break-up parking.
· Overlook the need for pedestrian passing routes between parked cars.

Further guidance on the public realm and materiality is provided in chapter 05 of this design guide.

04

Density and residential typologies

04
Density and residential typologies

In addition to the guidelines provided in chapter 03, any new development in Brentwood Town Centre needs to follow a number of additional complimentary parameters, as set out in this chapter. These have been designed specifically for residential development to ensure that any proposal is successful, in-keeping with the existing character of the town centre and in line with the overall vision for Brentwood which this document aims to achieve.

Four density zones have been identified within Brentwood Town Centre, as shown on the map below. These are:
· High density
· Medium to high density
· Medium density, and
· Low to medium density.

For each density zone design guidelines give information on the appropriate density range, building heights and massing which would be acceptable in that area. The density range for each zone encourages variety within that zone. Information on appropriate typologies, residential frontages and amenity space requirements is also provided.

Where two or more density areas meet or overlap, densities and building heights should be carefully designed to transition from one zone to the next, without compromising any existing low-rise residential areas.

The guidance provided in this chapter should be read in conjunction with the specific character area guidance in chapter 03, and along side local planning policy.

Map illustrating the residential density zones

Legend:
- High density
- Medium to high density
- Medium density
- Low to medium density
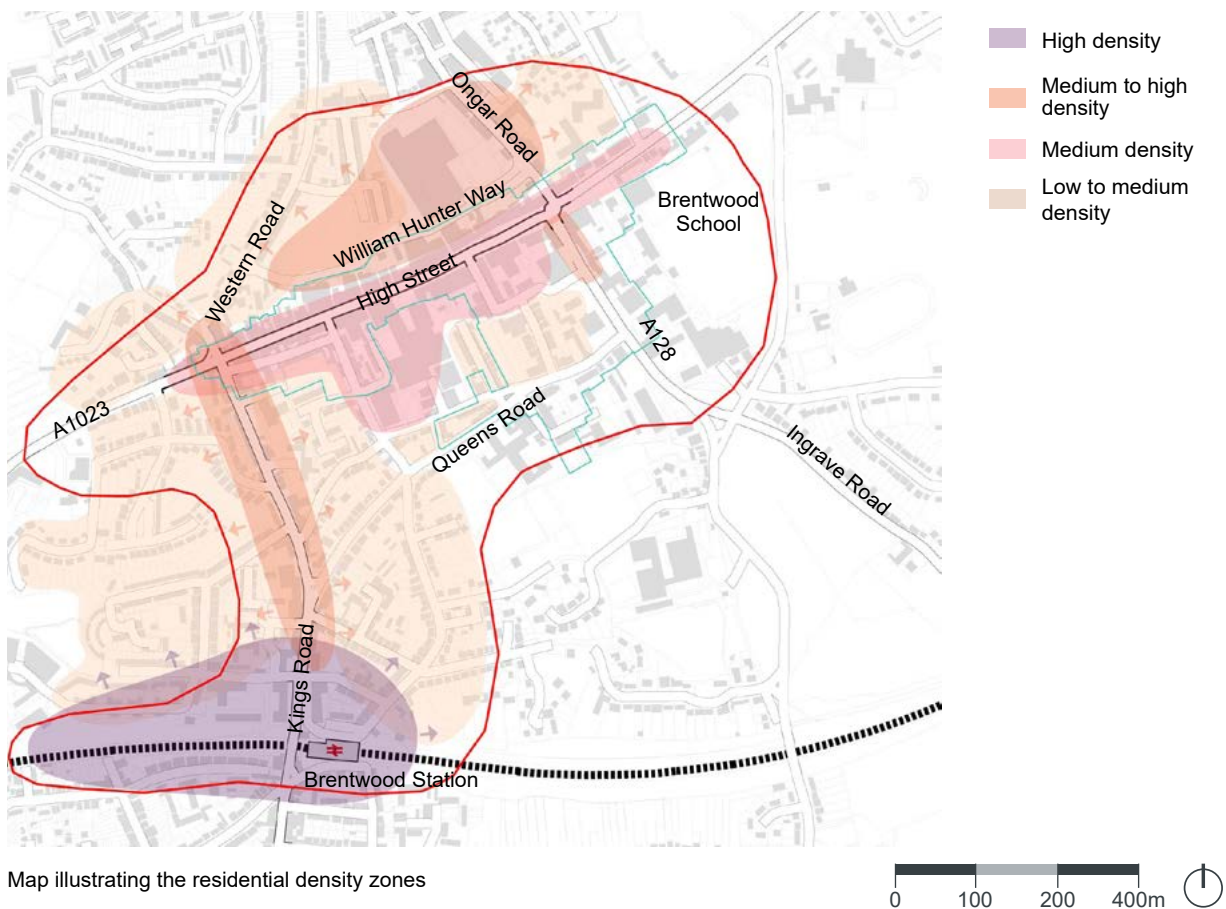
High density zone

Areas include: Brentwood Station and its immediate surroundings.

This zone is a key arrival point and gateway into the town centre. There is potential to introduce higher density development, with taller buildings and a wider range of land uses. New development in this zone may range in density between 140 and 405 units per hectare, or 650 to 1100 habitable rooms per hectare.

Medium to high density zone

Areas include: other commercial streets such as Kings Road and William Hunter Way

The other commercial streets around Brentwood High Street are key opportunity areas in the town centre with potential to increase density and deliver taller buildings, mixed use development and a wider range of new homes. New development in this zone may range in density between 65 and 405 units per hectare, or 300 to 1100 habitable rooms per hectare.

Medium density zone

Areas include: High Street and Crown Street

This zone has the capacity to increase the existing density up to a medium level, through new development and infill development. As this density zone is within the conservation area, any proposal must ensure that it is in keeping with the character of the existing surroundings, and in accordance with planning policy. New development in this zone may range in density between 65 and 240 units per hectare, or 300 to 650 habitable rooms per hectare.

Low to medium density zone

Areas include: Residential areas

Brentwood Town Centre has large residential areas surrounding its commercial core. With the arrival of Crossrail, there will be greater pressure to deliver more homes in the town centre. New developments within residential areas should be designed to respect the character and scale of the surrounding buildings and streets. They should continue to encourage and welcome more family housing along with smaller flatted homes and other typologies. New development in this zone may range in density between 35 and130 units per hectare, or 150 to 300 habitable rooms per hectare.

04
Density and residential typologies | High density

Key facts and overview

- Crossrail arrival in 2019 is expected to increase the demand for new homes in the town centre.
- High density development is recommended around Brentwood Station as this is a key arrival point and gateway into Brentwood Town Centre.
- This area has the potential to accommodate taller buildings and provide a wider mix of uses including residential, commercial and public amenity spaces.
- Any new development must follow the design guidelines on typologies, residential frontages and residential amenity space which are set out over the following three pages.

Proposed characteristics of high density residential areas

- A density range between 140 and 405 units per hectare is acceptable.
- Taller building could range from 5 to 12 storeys.

- Mixed use development, for example commercial land uses at ground floor, with residential above.

Key constraints

- Ensure new higher density development does not compromise the quality of existing low rise residential areas. The transition between areas of different density must be carefully considered.

Key opportunities

- Provide a variety of types of new homes in Brentwood Town Centre, offering choice to existing and future residents.
- Capitalise on the projected growth of the town centre as a result of Crossrail, and the associated social and economic benefits that this will bring.

-

Design guidelines: typologies

Typologies

All new development should:

- Increase the overall density of the area in a creative way, and through efficient use of the land. For example, perimeter blocks can deliver high densities without requiring tall buildings.
- Provide a range of typologies, including flats and larger family units such as houses or maisonettes.
- Ensure that the proposed mix meets the housing needs of the area. A housing needs assessment should be carried out in conjunction with the Council.
- Propose buildings of a range of heights.
- Use tall buildings only in key locations, as marker blocks or to frame gateways.
- Not exceed 12 storeys in height. The

majority of development will range from 5 to 12 storeys.
- Limit the amount of single aspect units. Double loaded blocks should only be proposed on east-west orientated plots.
- Provide amenity space for all new residential units.
- Undertake daylight-sunlight studies to ensure that adjacent buildings are not adversely affected by overshadowing.
- Carry out overheating analysis (CIBSE TM59) for a sample of typologies.
- Carry out microclimate analysis for developments over 8 storeys to ensure tall buildings do not have adverse wind effects on spaces at ground level.

Sections through residential blocks showing design principles for housing typologies
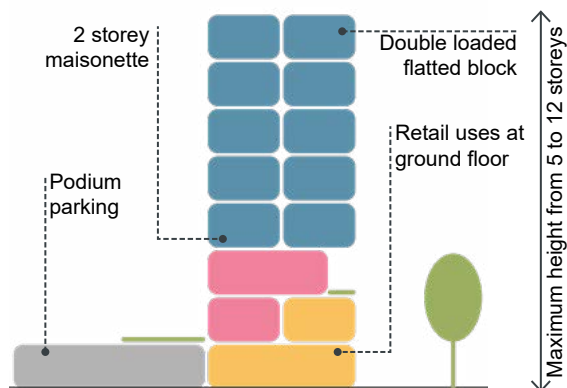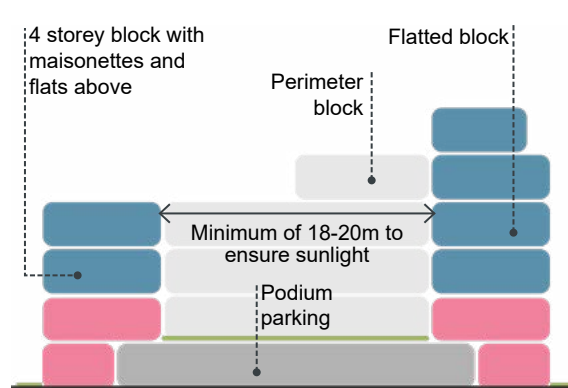
Good practice examples of residential typologies in high density zones

Do: provide flatted development in taller buildings, above non-residential uses that address the street.

Do: propose perimeter blocks which address and respond to the scale of the street. Defensible space may be provided to ground floor residential units.
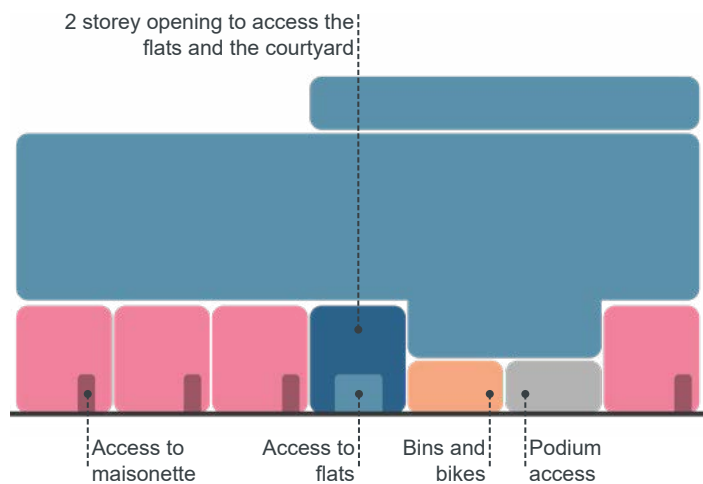
Design guidelines: residential frontages

Frontages

All new development should:

- Create active frontages along the streets by ensuring that front doors and communal entrances are accessed directly from the street.
- Ensure that communal access cores are integrated into the proposed building elevation.
- Use changes in colour or building material to highlight or emphasise communal cores.

- Integrate access to parking, bin storage and bike storage into the building elevation.
- Provide defensible space of a minimum of 0.5m to ground floor residential units.

Section through residential block showing design principles for residential frontages

2 storey opening to access the flats and the courtyard

Access to maisonette

Access to flats

Bins and bikes

Podium access

Good practice examples of residential frontages in high density zones

Do: ensure the entrance to the residential block is clear, and provide defensible

Do: provide small scale access to courtyards where it is clear and well integrated into the building.

Design guidelines: residential amenity space

Amenity space

All new development should:

- Provide private amenity space to all new residential units in the form of a balcony for flats, or a back garden for maisonettes and flats at ground floor level.
- Ensure the size of the private amenity space meets policy requirements based on the residential typology. Please refer to the most recent planning policy guidance and Local Development Plan.
- Propose a balcony strategy which carefully considers the residential typology and orientation of the buildings.

- Consider the provision of communal amenity space such as semi-private courtyards.
- Ensure semi-private communal amenity spaces are secure and well overlooked.
- Integrate door-step play into communal amenity spaces where this is required.
- Provide sufficient back to back distance between buildings, in line with the most recent planning policy guidance and Local Development Plan.
- Undertake sunlight analysis for external amenity spaces.

Section through residential block showing design principles for residential amenity space

Semi-private courtyard with amenity facilities

Projected balconies maximum 2m

Back gardens minimum 3m depth

Recessed balconies minimum 1.5m

Front garden - 0.5m minimum
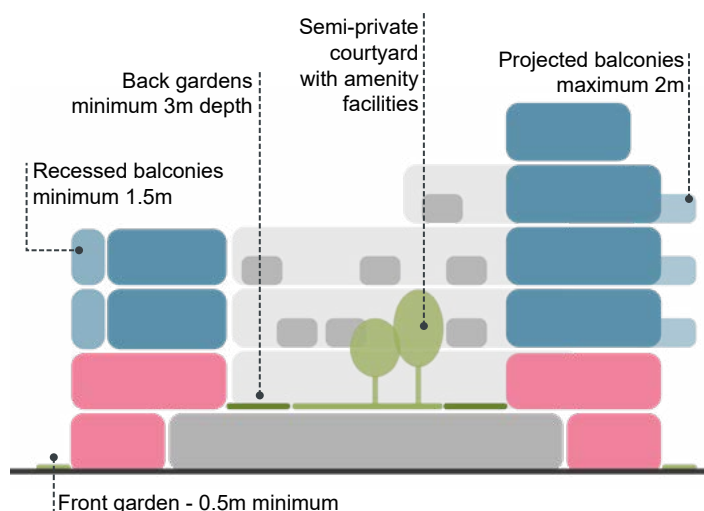
Good practice examples of residential amenity space in high density zones

Do: propose perimeter block development with semi-private courtyard spaces. Ground floor units should have private amenity space adjacent to the communal area.
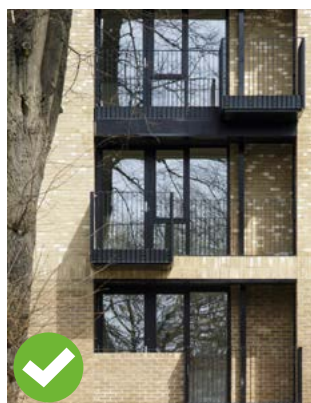
Do: propose a balcony strategy that considers building orientation, policy requirements and helps to articulate the elevation.

04
Density and residential typologies
Medium to high density

Key facts and overview

- This density zone includes commercial areas such as William Hunter Way, Ongar Road and Kings Road and their immediate surroundings, which fall within the 'Other commercial streets' character area.
- This area currently has a variety of land uses, predominantly non-residential units at ground floor with flats above.
- There is opportunity to increase density in these areas.
- Some taller buildings could be located in key locations, as marker blocks or at key gateways to the High Street.
- Any new development must follow the design guidelines on typologies, residential frontages and residential amenity space as set out over the following three pages.

Proposed characteristics of medium to high density areas

- A density range between 65 and 405 units per hectare is acceptable.
- Some taller buildings ranging from 4 to 8 storeys along Kings Road, and from 5 to 10 storeys along William Hunter Way will help to increase density.

- A mix of building typologies including buildings with non-residential uses at ground floor and residential units above, in addition to flatted residential blocks and houses.

Key constraints

- Ensure new higher density development does not compromise the quality of existing low rise residential areas. The transition between areas of differing density must be carefully considered.

Key opportunities

- Increase the density in these areas either through new build or infill development.
- Demonstrate innovative housing typologies, which provide high quality new homes in established commercial areas.
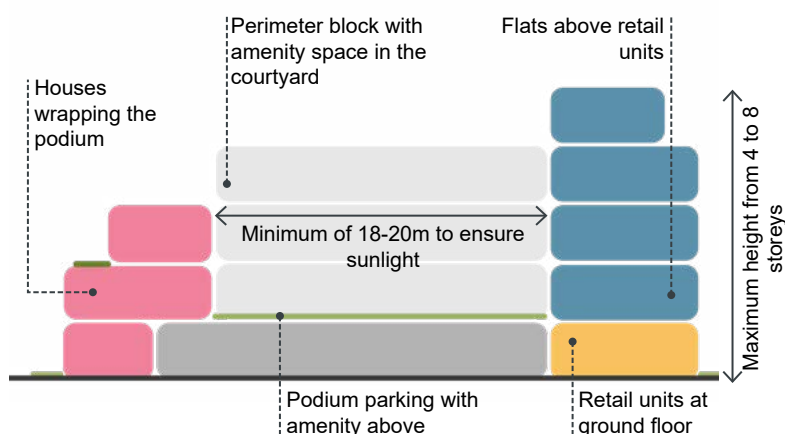
Design guidelines: typologies

Typologies

All new development should:

- Consider different ways to increase density, for example perimeter blocks can deliver high densities without requiring tall buildings.
- Consider infill development along existing streets.
- Propose non-residential uses at ground floor level, where appropriate.
- Propose a variety of different types of homes, including flatted blocks, courtyard houses and two storey maisonettes with flats above.
- Respect the heights and massing of its surroundings, particularly within the town

- centre conservation area.
- Ensure that the proposed mix meets the housing needs of the area and planning policy recommendations. A housing needs assessment should be carried out in conjunction with the Council.
- Undertake daylight-sunlight studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.
- Carry out overheating analysis (CIBSE TM59) for a sample of typologies, to design out overheating in homes.

Section through residential block showing design principles for residential typologies

Houses wrapping the podium

Perimeter block with amenity space in the courtyard

Flats above retail units

Minimum of 18-20m to ensure sunlight

Maximum height from 4 to 8 storeys

Podium parking with amenity above

Retail units at ground floor

Good practice examples of residential typologies in medium to high density zones

Do: propose infill development to increase the density of the area.

Do: propose mid-rise new development in perimeter blocks with high quality public space and private amenity space.

04
Density and residential typologies
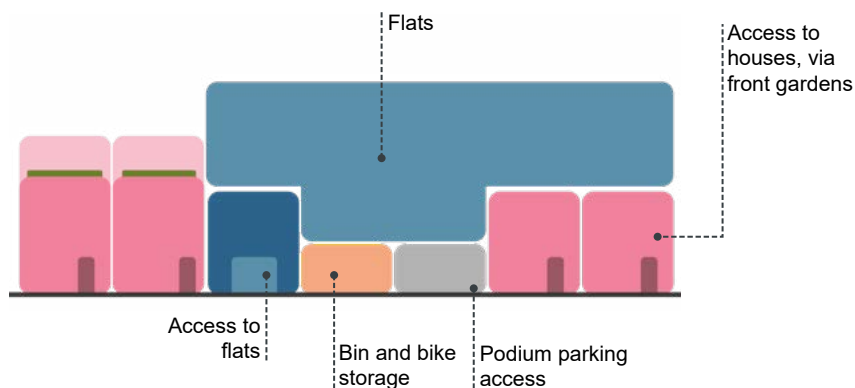## Medium to high density

Design guidelines: residential frontages

Frontages

All new development should:

- Create active frontages along the streets by ensuring front doors, communal entrances and entrances to non-residential units are accessed directly from the street.
- Ensure that communal access cores are integrated into the proposed building elevation.
- Ensure that the access for houses and flats is integrated into the character and rhythm of the street.

- Use changes in colour or building material to highlight or emphasise residential communal cores.
- Provide defensible space of a minimum of 0.5m to all residential units, particularly where these are located on strictly residential streets.

Section through residential block showing design principles for residential frontages

Flats

Access to houses, via front gardens

Access to flats

Bin and bike storage

Podium parking access

Good practice examples of residential frontages in medium to high density zones

Do: ensure new buildings have active frontages, with access to front doors directly off the street and defensible space.

Do: provide defensible space to ground floor residential units. This can be achieved through landscaping.

Design guidelines: residential amenity space

Amenity space

All new development should:

- Provide private amenity space to all new residential units in the form of a balcony for flats, or a back garden for maisonettes and flats at ground floor level.
- Ensure the size of the private amenity space meets policy requirements based on the residential typology.
- Propose a balcony strategy which carefully considers the residential typology, orientation of the buildings and character of the street.
- Propose a mix of recessed and projecting balconies.
- Undertake sunlight analysis for external amenity spaces.

- Consider the provision of communal amenity space which could be in the form of a semi-private courtyard.
- Ensure that semi-private communal amenity spaces are secure and well overlooked.
- Integrate door-step play provision into communal amenity spaces where required.
- Consider the use of rooftops as communal amenity space.
- Provide sufficient back to back distance between buildings, in line with the most recent planning policy guidance and Local Development Plan.

Section through residential block showing design principles for residential amenity space

Houses and maisonettes should have front and back gardens or terraces

Communal rooftop amenity spaces

Clear balcony strategy

Private back garden

Semi-private courtyard with amenity space

Retail units at ground floor
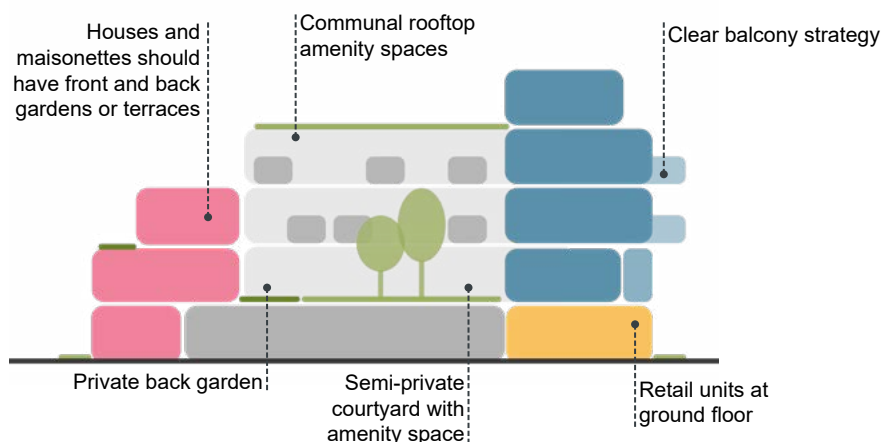
Good practice examples of residential amenity space in medium to high density zones

Do: provide semi-private communal space in addition to private balcony spaces.

Do: consider the integration of doorstep play into pedestrian streets.

04
Density and residential typologies
Medium density

Key facts and overview

- This density zone includes the High Street and its immediate surroundings, including Crown Street.
- This density zone covers both the Brentwood High Street and other commercial street character areas.
- This zone is at the heart of the town centre and within the conservation area.
- This is a pedestrian dominant area, with a wide range of activities and land uses.
- There is the opportunity to increase density, through infill and new build development.
- Any new development must follow the design guidelines on typologies, residential frontages and residential amenity space as set out over the following three pages.

Proposed characteristics of medium density residential areas

- A density range of between 65 and 240 units per hectare would be acceptable.
- Buildings should not exceed 5 storeys in height.
- Most buildings will range from 3 to 5 storeys.
- A mix of residential and non-residential buildings.

- A variety of building typologies including flatted blocks, three storey houses, and buildings with non-residential uses at ground floor and residential units above.
- Infill development.

Key constraints

- New development must protect and enhance the town centre conservation area, within which this density zone falls.
- New development must be in keeping with the scale, character and materiality of adjacent buildings and its surroundings

- Ensure new higher density development does not compromise the quality of existing buildings.

Key opportunities

- Increase the density in this zone through infill development.
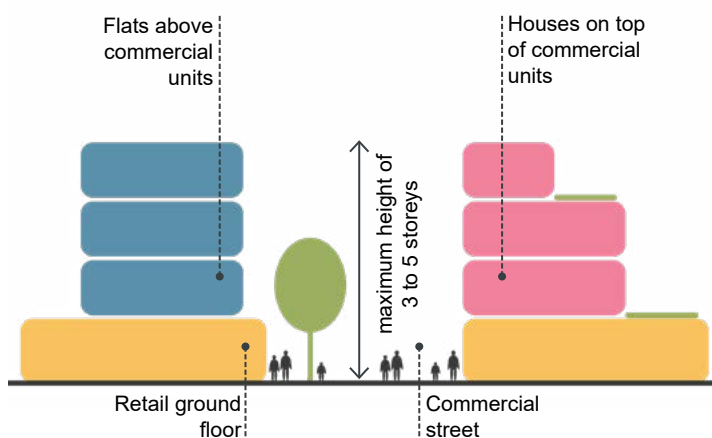- Demonstrate innovative housing typologies which provide high quality new homes in commercial areas.

Design guidelines: typologies

Typologies

All new development should:

- Consider different, innovative ways to increase density.
- Consider infill development along the existing streets.
- Propose a variety of different typologies, including houses or flats with non-residential uses at ground floor level, or narrow residential flatted blocks.
- Respect the heights and massing of its surroundings, particularly within the conservation area.

- Ensure the proposed mix meets the housing needs of the area and planning policy recommendations. A housing needs assessment should be carried out in conjunction with the Council.
- Undertake daylight-sunlight studies to gain a comprehensive understanding of the issues of overshadowing, and ensure that adjacent buildings are not adversely affected.
- Carry out overheating analysis (CIBSE TM59) for a sample of typologies, to design out overheating in homes.

Section through residential block showing design principles for residential typologies

Flats above commercial units

Houses on top of commercial units

maximum height of 3 to 5 storeys

Retail ground floor

Commercial street

Good practice examples of residential typologies in medium density zones

Do: propose new contemporary residential buildings with retail units at the ground floor, which complement the existing character and style of the street.

Do: propose contemporary infill development which is in-keeping with the character and architectural style of adjacent buildings.

04
Density and residential typologies | Medium density

Design guidelines: residential frontages

Frontages

All new development should:

- Respect the scale, architectural style, urban grain and frontage dimensions of the surrounding buildings.
- Respect the conservation area and adhere to the policies for this area.
- Ensure that the access to residential units is integrated into the character and rhythm of the street.

- Integrate residential access to upper floor homes within the frontage of ground floor commercial units.
- Ensure the access to residential units is directly off a main, well lit street. Defensible space is not essential along the High Street or other commercial streets such as Crown Street.

Section through residential block showing design principles for residential frontages

Access to houses   Access to flats   Bins and bikes   Retail units
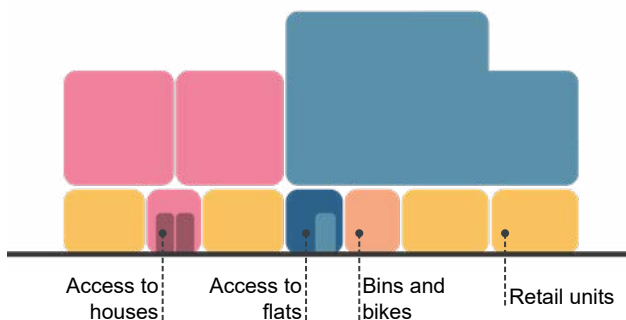
Good practice examples of residential frontages in medium density zones

Do: integrate residential entrances within the commercial frontage.

Do: integrate access to residential properties above with the commercial frontage, directly off the street.

Design guidelines: residential amenity space

Amenity space

All new development should:

- Provide private amenity space for all new residential units in the form of a balcony for flats, or a back garden for houses, maisonettes and flats at ground floor level.
- Ensure that the size of the private amenity space meets policy requirements based on residential typology.
- Propose a balcony strategy which carefully considers the residential typology, orientation of the buildings and character of the street.
- Not propose projected balconies that front onto a commercial street. If private amenity space is required to the front of a residential unit, recessed balconies must be used in order to retain the existing building alignment.
- Consider the use of rooftops as communal amenity space, or private roof terraces.
- Provide sufficient back to back distance between buildings, in line with the most recent planning policy guidance and Local Development Plan.
- Undertake sunlight analysis for external amenity spaces.

Section through residential block showing design principles for residential amenity space

Projected balconies to the backs of buildings

Recessed balconies providing amenity spaces to the front of units

Retail unit at ground floor

Commercial street
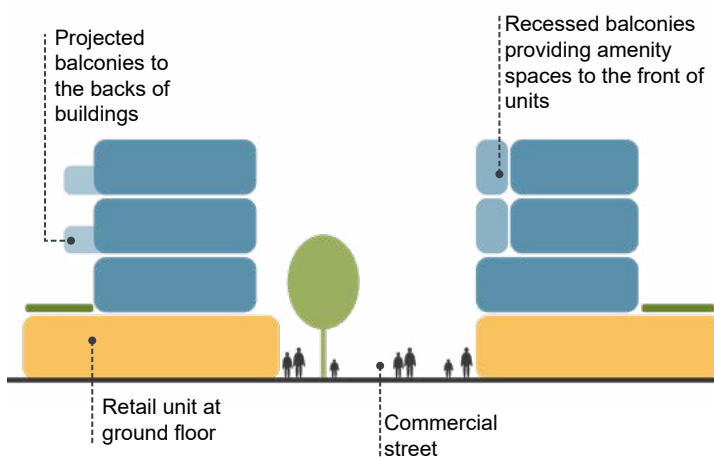
Good practice examples of residential amenity space in medium density zones

Do: propose residential amenity space in the form of a semi private courtyard or balconies
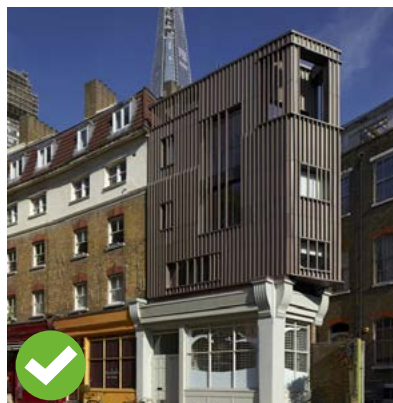
Do: propose residential units above non-residential ground floor uses, which have recessed balconies fronting onto the street to retain the existing building alignment.

04
Density and residential typologies
Low to medium density

Key facts and overview

- This density zone is the largest of the density zones, reflecting the residential nature of the wider town centre.
- It includes any development within the residential character area.
- There is very little mixed use development within this density zone. It is predominantly residential land use.
- Any new development must follow the design guidelines on typologies, residential frontages and residential amenity space as set out over the following three pages.
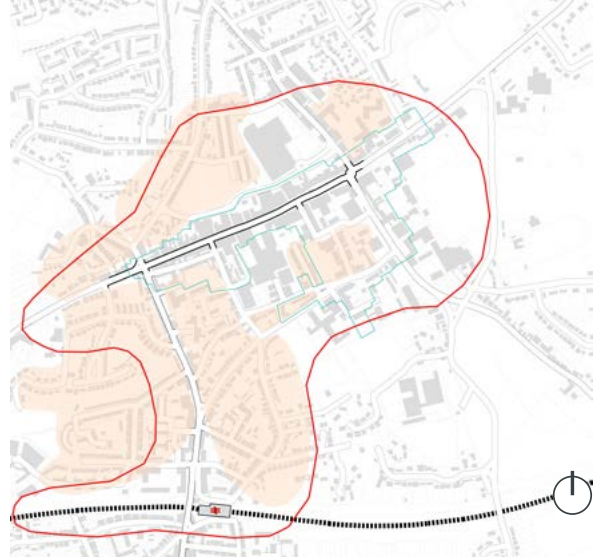
Proposed characteristics of low to medium density residential areas

- A density range between 35 and 130 units per hectare is acceptable.
- Buildings should not exceed 4 storeys in height.
- Most buildings will range from 2 to 4 storeys.
- A mix of residential typologies, including flats, maisonettes and houses.

- The majority of new development should be family homes.
- Some smaller blocks of flats in key locations, for example as marker blocks, will be acceptable.
- The architectural character of this zone must be retained, for example pitched roofs.

Key constraints

- Ensure new higher density development does not compromise the quality of existing low rise residential areas.

Key opportunities

- Provide a greater proportion of family housing in the town centre, of a variety of types, to offer current and future residents a choice.
- Demonstrate innovative housing typologies.
- Propose contemporary reinterpretations of traditional residential typologies, for example pitched roof houses.

Design guidelines: typologies

Typologies

All new development should:

· Propose a variety of different types of homes, including maisonettes with flats above up to a maximum of 4 storeys, stacked maisonettes and houses.
· Propose a variety of different house type including town houses, courtyard houses, detached houses, and semi-detached houses subject to the existing character of the immediate surroundings.
· Respect the heights, massing and architectural style of the surroundings.
· Propose modern reinterpretations of the traditional pitched roof house in order to retain the existing character of residential areas.
· Ensure that the majority of new development is family housing.
· Ensure that the proposed mix meets the housing needs of the area and planning policy recommendations. A housing needs assessment should be carried out in conjunction with the Council.
· Provide sufficient back to back distance between buildings, in line with the most recent planning policy guidance and Local Development Plan.
· Undertake daylight-sunlight studies to ensure that adjacent buildings are not adversely by overshadowing.
· Carry out overheating analysis (CIBSE TM59) for a sample of typologies, to design out overheating in homes.

Section through residential block showing design principles for residential typologies
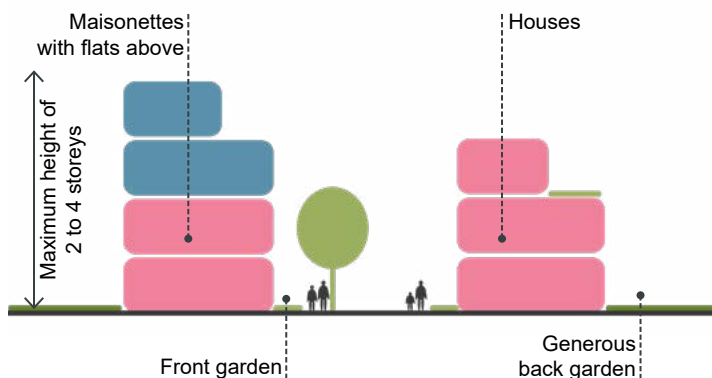
Good practice examples of residential typologies in low to medium density zones

Do: propose three storey town houses, with private front gardens and in-curtilage parking where appropriate.

Do: consider maisonettes with flats above, up to a maximum of 4 storeys.

04
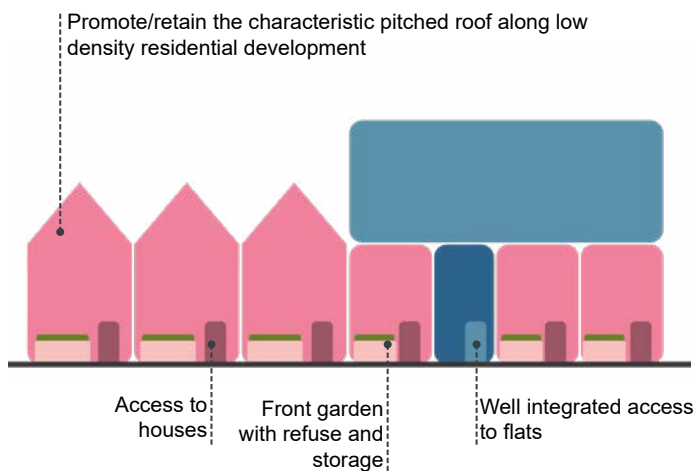## Density and residential typologies
Low to medium density

Design guidelines: residential frontages

Frontages

All new development should:
- Create active frontages along the streets by ensuring that front doors, and communal entrances are fronting onto the street.
- Provide defensible space or front gardens between 0.5-2m to all residential units.
- Integrate bin storage and bike storage into the front gardens of houses.
- Consider the provision of in-curtilage parking for houses.

- Maintain the character of street.
- Propose a coherent mass and materiality that responds to the existing surroundings.

Section through residential block showing design principles for residential frontages

Promote/retain the characteristic pitched roof along low density residential development

Access to houses

Front garden with refuse and storage

Well integrated access to flats

Good practice examples of residential frontages in low to medium density zones

Do: propose a variety of different house typologies to add variety to the street.

Do: propose semi-detached houses with private front gardens and in-curtilage parking, where appropriate.

Design guidelines: residential amenity space

Amenity space

All new development should:

- Provide private front gardens, or defensible space to all ground floor residential units.
- Provide back gardens or terraces for all houses or maisonettes.
- Provide recessed balconies or roof terraces for flats.
- Respect the back to back distances as set out in the most recent planning policy guidance and Local Development Plan.
- Consider the provision of private terraces on upper floors where a generous back garden is not possible.
- Undertake sunlight analysis for external amenity spaces.

Section through residential block showing design principles for residential amenity space

Only recessed balconies and small terraces are acceptable

Terraces to the back

Back garden

Front garden for each unit
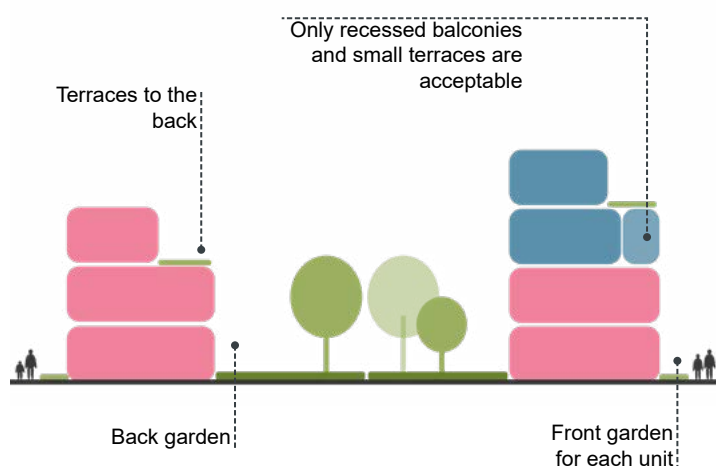
Good practice examples of residential amenity space in low to medium density zones

Do: provide front and back gardens to all family houses.

Do: consider the provision of a private roof terrace for houses where a large back garden is not possible due to constraints of the site.

04
Density and residential typologies

Density

This page illustrates examples of different residential densities which can be applied to the density zones. Generally, new development should seek to optimise housing density, taking account of the site context, connectivity and accessibility and the future level of proposed infrastructure.
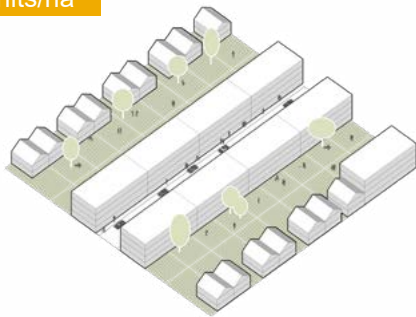
35 units/ha
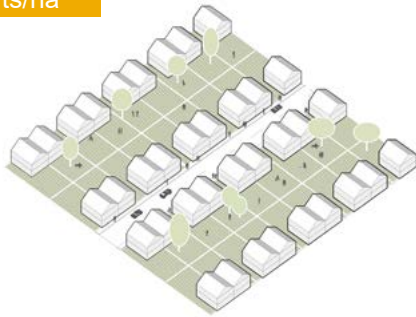
This density is suburban in character, comprising largely semi-detached and detached houses of 2-3 storeys.

This would be acceptable in the following zones:

Low to medium

130 units/ha

This density is more suburban in character, with a mix of detached, semi-detached and low rise flatted blocks of up to a maximum of 3-4 storeys.

This would be acceptable in the following zones:

Low to medium **Medium** **Medium to high**

260 units/ha
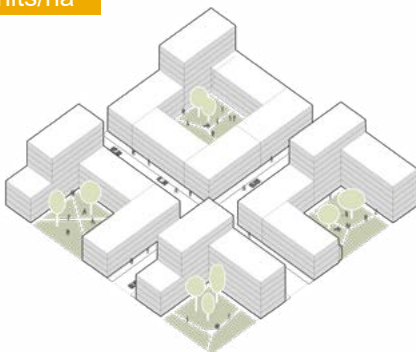
This density achieves higher densities. It includes medium rise permiter blocks with taller buildings at key corners. This would be predominantly flatted blocks but may include some town houses.

This would be acceptable in the following zones:

Medium to high **High**

405 units/ha
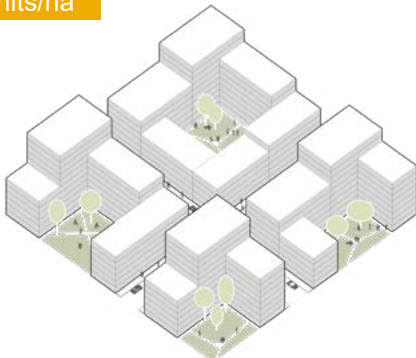
This density is suitable around key transport nodes, such as Brentwood Station. It includes a mix of different land uses, including commercial, and is characterised by large building footprints and taller buildings of up to 8 storeys arranged in perimeter blocks.

This would be acceptable in the following zones:

High

Further guidance on density is provided within Brentwood Borough Council's Local Development Plan. Density should be discussed as part of the pre-application advice service offered by the Council.

Abode at Great Kneighton
Cambridge
Proctor and Matthews
448 units
45units/ha

Pump House
Waltham Forest, London
Levitt Bernstein
21 units
93units/ha

Sutherland Road
Waltham Forest, London
Levitt Bernstein
59 units
137 units/ha

The Malings
Newcastle
Ash Sakula
76 units
138 units/ha

Colville Estate
Hackney, London
Karakusecvic Carson Architects
925 units
225 units/ha

Royal Road
Southwark, London
Panter Hudspith Architects
96 units
240 units/ha

Camden Courtyards
Camden, London
Sheppard Robson
164 units
402 units/ha

Royal Arsenal
Woolwich, London
Allies and Morrison
2,032 units
405 units/ha

05
Public realm and materiality

05
Public realm and materiality

This chapter provides design guidance to ensure that any new development in Brentwood Town Centre has a successful and functional public realm. This chapter will cover the following topics:

1. Streets
2. Parking
3. Key junctions/nodes
4. Squares and public spaces
5. Urban green infrastructure
6. Public art
7. Lighting
8. Wayfinding
9. Inclusive design; and
10. Materials.

It is important that all of these topics are considered collectively in early design stages of any new development and that the proposals seek to address these in a creative and innovative way. Proposals for the public realm should also respect and enhance the recent public realm improvements that were implemented along the High Street in 2009.

Futher information on public realm, specific to individual character areas, is provided in chapter 03. Reference should also be made to the most recent planning policy guidance and Local Development Plan, for further information on design and planning policy.

Potential public realm interventions in Brentwood may include, but are not limited to:

· Providing a clear cycle route from the railway station to the town centre
· Integrating street furniture such as seating areas and cycle storage into the public realm where appropriate
· Widening footpaths along key pedestrian routes and introducing safe crossing points
· Improving the legibility of the town centre and implementing a clear wayfinding strategy, particularly from the railway station to the High Street.
· Increase the number of trees along the main streets.
· Rationalise the parking provision, integrate parking within the public realm.

05
Public realm and materiality

5.1 Streets

Streets provide the main structure to the town centre. They are important for movement, connectivity and activity. Their design must be carefully considered in order to create safe, attractive and accessible places.

<div>

Design guidelines

All new development should:
· Ensure that streets are carefully designed to balance the needs of the pedestrian, cyclist, vehicles and the different residential and non-residential uses that occupy the buildings.
· Consider the width and scale of the street and the height of the buildings along it and ensure that these proportions are well balanced.
· Consider the footpath width and ensure that it is able to accommodate the movement flows projected along the street and allow sufficient space for passing.

· Promote street trees where possible and ensure these are well integrated into the street design.
· Provide a cycle lane and cycle parking facilities where possible/appropriate.
· Be discussed with transport consultants throughout the pre-application process.
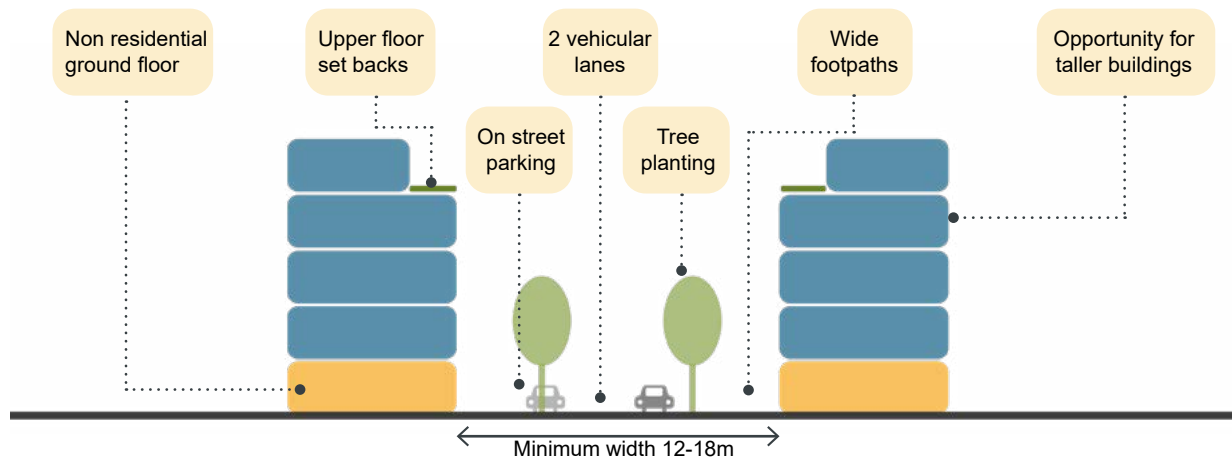
Three types of street appropriate to Brentwood Town Centre have been identified. More specific guidance on each of these typologies is given.

</div>

Crown Street, Brentwood Town Centre

A primary street is a key vehicular route. Key characteristics of a primary street include: a wide carriageway of 2 of more lanes, wide footpaths, integrated cycle lane, tree planting and/or landscape interventions and taller buildings fronting onto the street. Primary streets may range from 16-20m.

Non residential ground floor

Upper floor set backs

2 vehicular lanes

Wide footpaths

Opportunity for taller buildings

On street parking

Tree planting

Minimum width 12-18m

Do:
· Ensure that the street width can accommodate taller buildings.
· Provide wide footpaths from 2-3m.
· Design footpaths to provide accessibility ramps and continuous unobstructed clear routes.
· Provide safe pedestrian crossing points.
· Use traffic calming measures.
· Provide a designated cycle lane where possible.
· Integrate trees and landscaping into the street. Trees form a good buffer to the edge of a busy vehicle route.
· Ensure the trees are of a suitable scale in relation to building heights.
· Integrate on street parking into the public realm design.
· Break down long runs of on street parking with tree planting and/or rain gardens to increase permeability and improve rainwater management.
· Promote a mix of residential and non-residential uses along the street. Non-residential units should be located at ground floor, with residential above.
· Consider the need for drop off or loading bays.

Do not:
· Propose large areas of parking that is perpendicular to the street.
· Overshadow the street with tall buildings.
· Over use areas of shared surface.
· Introduce harsh lighting which may cause glare or visual discomfort to drivers or pedestrian.
· Propose projecting balconies at lower levels of the buildings. Some projecting balconies or wintergardens may be appropriate at higher levels.

05
Public realm and materiality

5.1 Streets

A secondary street is smaller in scale than the primary street, but is still integral to pedestrian and vehicular movement. It typically has residential uses and small shops. Key characteristics of a secondary street include: medium width street with medium rise buildings, on street parking and a clear pedestrian footpath. Secondary streets may range from 10-15m.
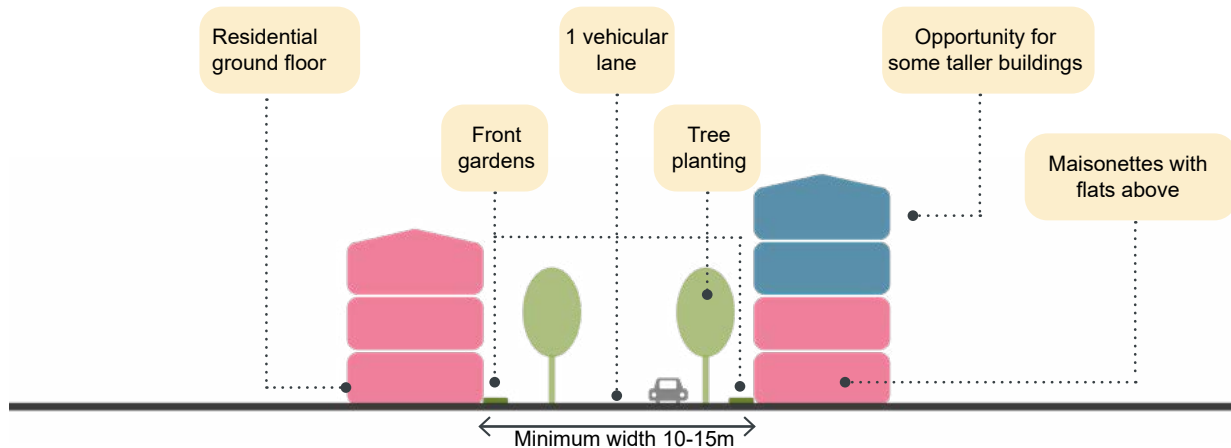
Do:
· Include some taller buildings in key locations such as at junctions.
· Ensure that the street width can accommodate the building heights.
· Provide clear footpaths of at least 1.5m.
· Provide a designated cycle lane where possible.
· Provide safe pedestrian crossing points.
· Integrate tree planting into the street design.
· Ensure that ground floor units, both residential and non-residential, front onto and activate the street.
· Provide defensible space for ground floor residential units. See chapter 04 for more detailed guidance.
· Integrate on street parking into the public realm design.
· Break down long runs of on street parking with tree planting and/or rain gardens to increase permeability and improve rainwater management.
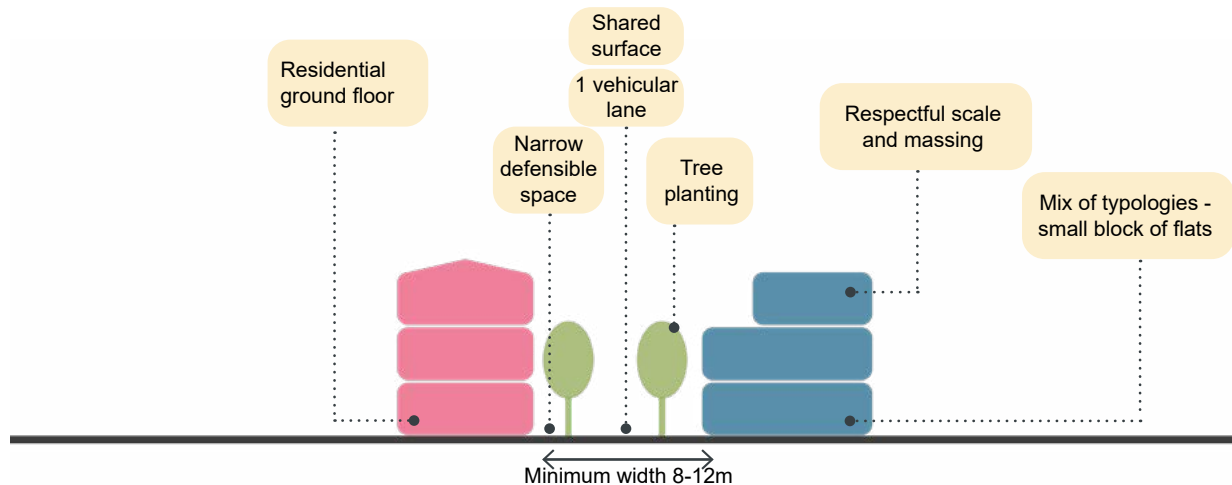
Do not:
· Propose building heights that are disproportionate to the scale of the street.
· Propose perpendicular parking.
· Overshadow the street with tall buildings.
· Over use areas of shared surface.
· Introduce harsh lighting which may cause glare or visual discomfort to drivers or pedestrian.

A tertiary street is the most intimate in scale, prioritising the pedestrian over the vehicle. Key characteristics of a tertiary street include: shared surface, low rise buildings of up to three storeys and some street trees. Tertiary streets may range from 8-10m.

Do:

- Create a narrow, intimate street.
- Ensure that building heights are carefully considered and do not detract from the intimacy of the street.
- Create a street that is suitable for pedestrians, cyclists and some vehicular access.
- Consider the use of a shared surface. Any shared surface scheme must ensure that it is fully accessible and safe to use by all user groups, especially children and those with visual and hearing impairments.
- Promote the pedestrian as the dominant user.
- Integrate trees and landscaping into the street where possible.
- Provide defensible space to ground floor units if required. It may be appropriate for front doors to open directly onto the street without the need for defensible space. Further guidance on frontages is provided in chapter 04.
- Use traffic calming measures.

Do not:

- Propose large or tall trees.
- Propose building heights that are disproportionate to the scale of the street.
- Propose perpendicular parking.
- Overshadow the street with tall buildings.
- Introduce harsh lighting which may cause glare or visual discomfort to drivers or pedestrian.
- Allow the vehicular carriageway to dominate the street.

05
Public realm and materiality

5.2 Parking

Design guidelines

All new development should:

· Promote the use of walking, cycling and public transport to reduce the reliance on the car and hence the amount of parking provision required.
· Provide either on street parking, podium parking, or parking in secure courtyards.
· Ensure that parking is well integrated into the public realm so that it is not the dominant use on the street.

· Ensure that all parking is well overlooked to avoid the creation of unsafe or hostile environments.
· Avoid the use of deck, or multi-storey car parks, unless they provide the only parking solution.
· Meet the policy requirements for parking set out in the most recent planning policy guidance and Local Development Plan.

On street parking
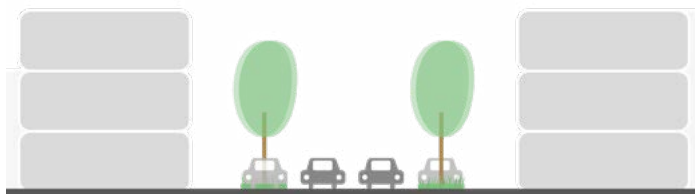
On street parking is typical along secondary streets. The use of tree planting is encouraged to break down long runs of parking bays.

Podium parking
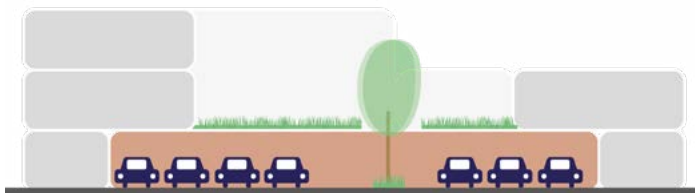
Podium parking is encouraged, particularly for residential development. It provides safe and secure parking off the street, with semi-private amenity space above.

Courtyard parking

Courtyard parking can provide safe and secure parking off the street, providing that the courtyard is surrounded and overlooked by other land uses. Blank, inactive façades or the backs of buildings along the parking courtyard must be avoided.

Good and bad practice examples for parking

Do: integrate on street parking into the design of the public realm. Trees and planting can break up long runs of bays.

Do not: encourage cars to park in inappropriate locations. Streets must clearly define parking bays.

Do: provide podium parking with integrated tree planting and amenity space at the upper level.

Do not: propose deck, or multi storey car parks which do not have ground floor non-residential uses to activate the street.

Do: offer courtyard parking which is well overlooked by surrounding uses and broken up with landscaping and tree planting.

Do not: propose parking to the front of buildings as it creates an unattractive street and forms a barrier between the street and access to the buildings.

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Public realm and materiality

5.3 Key junctions

Design guidelines

All new development should:
- Promote a pedestrian focused environment with safe crossing points.
- Positively include access for cyclists.
- Fully consider all users, particularly those with mobility or visual/hearing impairment.
- Ensure suitability for vehicular traffic.
- Promote key junctions as gateways to Brentwood Town Centre.
- Implement a wayfinding strategy to improve legibility throughout the town centre - consider junctions as important locations for signage/wayfinding.
- Introduce landmark buildings which may be of interesting design or increased height.
- Seek advice from suitably qualified professionals including transport consultants.
- Integrate good landscape design principles using planting and trees where appropriate.

Map illustrating the key junctions in Brentwood Town Centre

Primary junction with potential to become a key gateway into the town centre

Secondary junction which requires public realm improvements

0   100   200   400m

Good and bad practice examples for key junctions

Do: create a pedestrian friendly environment.

Do not: overlook holistic design - introducing planting or public art alone will not improve a poor quality junction.

Do: provide safe, clear crossing points for pedestrians.

Do not: promote ease of vehicular movement above that of pedestrian

**Do:** enhance key junctions, in order for them to become gateways into the town centre.

Do not: use incoherent designs that create confusion for pedestrians and drivers

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Public realm and materiality

## 5.4 Squares and public spaces

Design guidelines

Any proposed square should:

- Ensure that the Scheduled Ancient Monument remains the main, central market place of Brentwood Town Centre. Take into account the needs and pedestrian movement or desire lines in the area.
- Have an appropriate scale and dimensions which are proportionate to the buildings around it.
- Carefully consider the orientation of the space to allow sunlight into the square and reduce overshadowing.

- Have active frontages along all sides, to ensure safety and passive surveillance.
- Introduce public art in squares and public spaces where possible.
- Integrate landscape elements such as trees, planting and street furniture.
- Feature an appropriate lighting strategy.
- Ensure the use of high quality materials, sympathetic to the local palette.
- Allow flexibility in its design so that it is able to adapt to multiple activities, uses or events.
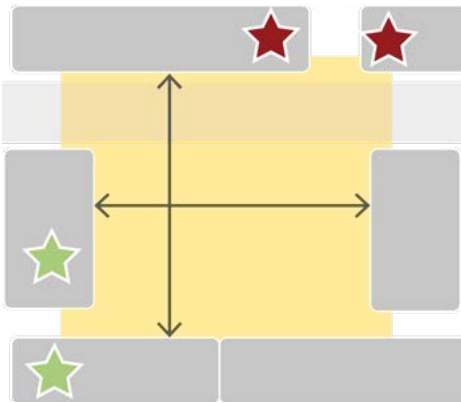

Scale and dimensions
The dimensions of a square should be proportionate to the buildings around it and consider the orientation. Lower rise buildings should be located to the south or south west.
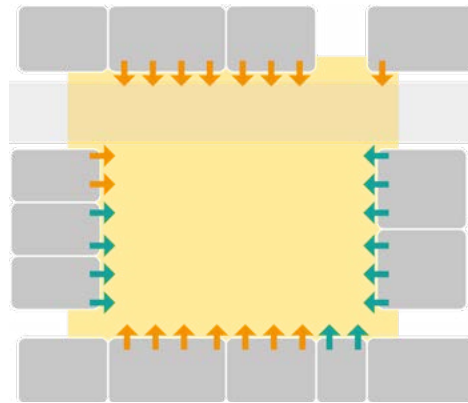
Active frontage
A square should be framed by buildings which front onto the square. Multiple uses are encouraged to activate a square and promote varying activities.
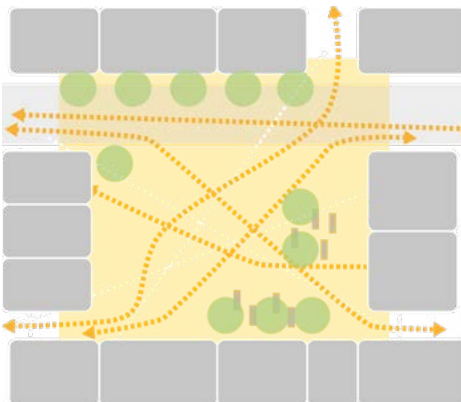
Design
A study of the needs, orientation and pedestrian movement is important to design the public realm of a square.
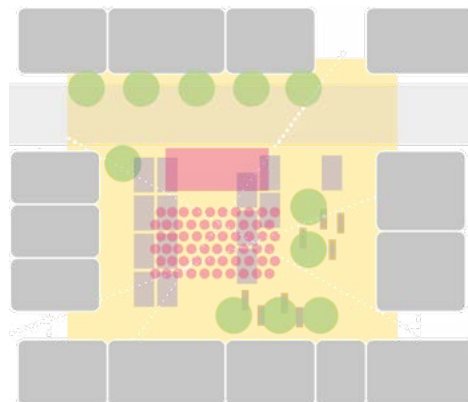
Flexibility
A successful square is one that allows for multiple activities to happen. Urban furniture and trees should be located to allow flexibility of use.

Dimensions and shape

Do:
- Ensure that public spaces are proportionate to their surroundings and location within the Town Centre.
- Carefully consider the orientation to ensure that the square gets sunlight.

Do not:
- Propose a square which is too big and that compromises the human scale and intimacy.
- Frame small squares with tall buildings.
- Frame squares with blank elevations.
- Orientate squares to the north, if possible.
- Dominate the square with vehicular movement.

Urban furniture and signage

Do:
- Propose urban furniture, such as seating areas, bins and cycle parking in appropriate locations.
- Strategically align street furniture to reduce clutter and maintain clear routes.
- Introduce signage in squares as part of the wayfinding strategy.
- Use a constrained palette with elements that sit within a 'family' of products.

Do not:
- Pioneer bespoke forms which may fail, be hard to replace or repair.
- Mix the colour or metal finishes of urban furniture.
- Over-provide street furniture.
- Place furniture so that partially sighted people may find them an obstacle, or vehicles damage them.

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Public realm and materiality

5.4 Squares and public spaces

Materiality

Do:
· Use high quality materials.
· Retain the character and maintain the same, or similar material palette used in adjacent areas.
· Consider permeable surfaces around new and existing tree planting.
· Ensure that public realm materials complement each other.

Do not:
· Use low quality materials.
· Rely on loose-surface finishes.
· Use overly bespoke paving or complicated details that are difficult to maintain or replace.

Lighting

Do:
· Propose special lighting in public squares, such as the Chapel Ruins.
· Do consider the use of floor lighting or trees as street lamps.
· Provide a consistent approach to lighting with adjacent areas.
· Ensure safe and appropriate levels of light.

Do not:
· Introduce illuminated bollards which can be damaged and cause clutter.
· Rely on overly decorative lighting in place of safe or functional illumination.
· Introduce complicated details within adopted areas that may be difficult to replace or maintain
· Introduce harsh lighting which may cause glare or visual discomfort to users or pedestrians.

Public art

Do:
- Integrate some public art into public spaces.
- Ensure that any public art is well integrated within the form and fabric of public realm spaces.
- Create a site specific response which reflects its place in Brentwood Town Centre.
- Collaborate with local artists.

Do not:
- Overload a square with public art.
- Introduce token sculptural pieces without significance to Brentwood Town Centre.
- Create structures which are unsafe or encourage anti-social behaviour.
- Propose public art which does not respect the scale of its surroundings.

Tree planting
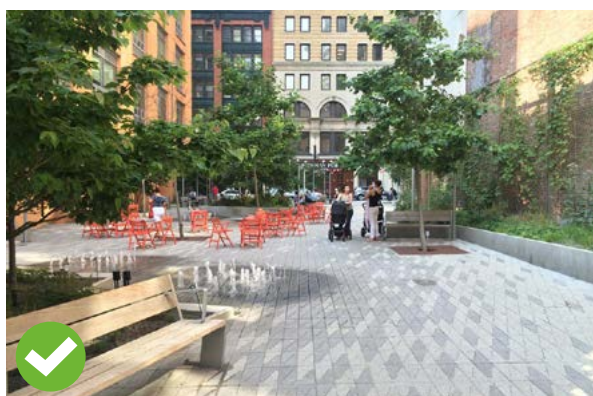
Do:
- Retain existing trees and design in line with BS5837:2012 or the most up to date British Standards for Trees in relation to design, demolition and construction.
- Plant new trees in suitable locations and with appropriate species.
- Consider tree pit details which allow trees water, air and space for growth.
- Discuss your proposals with the tree officer to understand how trees can best work for your site.
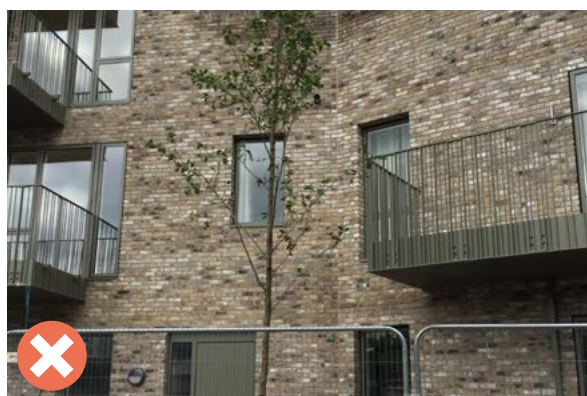
Do not:
- Accept poor quality tree specimens as they may never provide good quality canopy cover.
- Ignore that trees need above below ground space.
- Forget that trees are living elements roots need air as well as reasonable levels of water.
- Design 'despite' trees. Design with them, using advice from a tree officer or arboriculturalist.
- Overlook the range of benefits posed by trees in streets and public places.

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Public realm and materiality

5.5. Urban green infrastructure

Brentwood Town Centre is in close proximity to Shenfield Common, Bishop's Hall Park and Warley Country Park. In the town centre itself there is a lot of green open space for the schools in addition to The Chapel Ruins, Coptfold Road Green and St. Thomas' of Canterbury Cemetery public walk. Any new development should retain and enhance these spaces.

Design guidelines

All new development should:

- Retain and enhance The Chapel Ruins, Coptfold Road Green and St. Thomas' of Canterbury Cemetery public walk.
- Consider appropriate use of tree planting to offer shade, improve wayfinding and create attractive public spaces. Ensure trees are of suitable scale in relation to building heights, proximity to junctions and sight splays.
- Incorporate sustainable urban drainage features such as rain gardens in appropriate locations to reduce surface water run-off and enhance the public realm.
- Consider the promotion of urban wildlife through small or large-scale interventions, including roof level spaces.
- Integrate green infrastructure elements for the benefit of local people, residents and visitors.
- Consider ecological connections between sites of significance within the town centre.

Map illustrating the areas of open space in Brentwood Town Centre
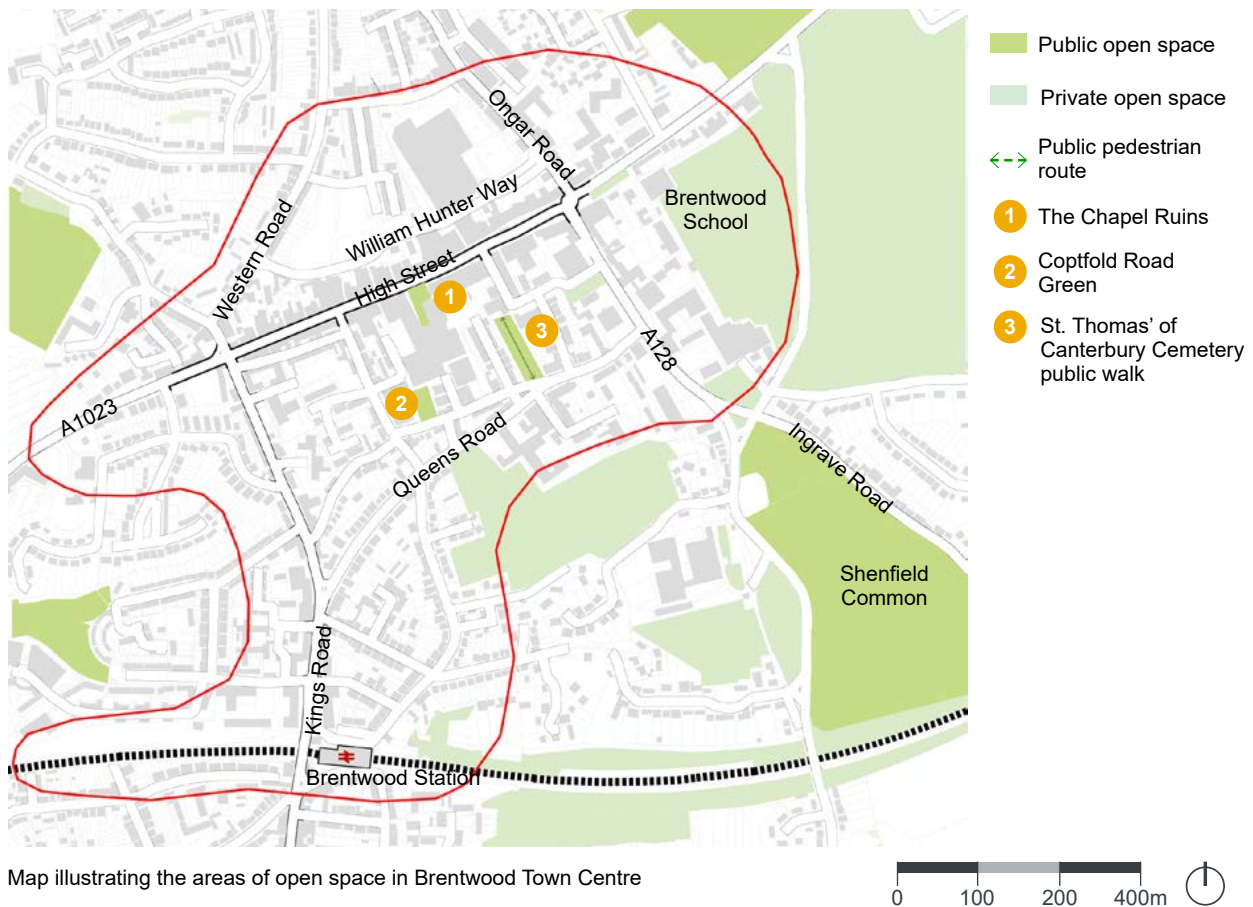
Tree planting

Do:
- Give adequate room for trees to grow both above and below ground.
- Treat trees as living elements that require access to water, air and drainage.
- Protect trees and tree pits from vehicular movements.
- Consider the benefits of planting large species trees.
- Work with suitably qualified professionals to specify trees and tree pit designs.

Do not:
- Design tree pits without adequate rooting space.
- Overlook the importance of isolating tree pits from underground utilities using root barriers.
- Plant new trees too close to buildings without consulting a structural engineer.
- Design around existing trees without first consulting BS5837:2012, or the most up to date British Standards for Trees in relation to design, demolition and construction.
- Underestimate the range of benefits provided by urban tree planting.

Green boundaries
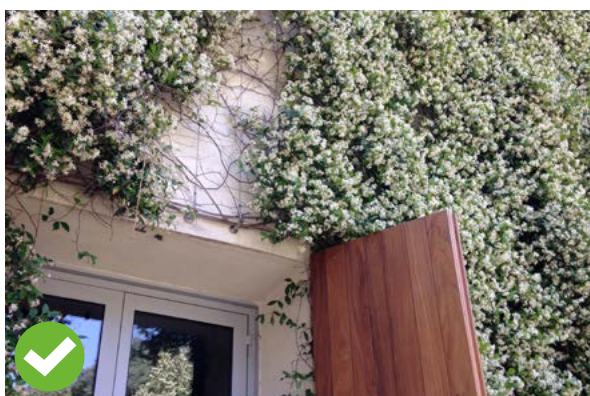
Do:
- Utilise climbing plants to create living fabric for new and existing buildings.
- Work with suitably qualified professionals to design support structures and specify plants for the right location.
- Consider greening as part of a building's heating and cooling strategy.
- Use wildlife beneficial species that offer seasonal interest to people.

Do not:
- Exceed available or appropriate maintenance levels with 'token' interventions.
- Pioneer new techniques where failure of planting could be particularly unsightly or detrimental.
- Incorporate invasive species.
- Underestimate the growing medium and volume needed for climbing plants.
- Overlook considerations such as building construction and ownership.

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Public realm and materiality

5.5. Urban green infrastructure

Do:
· Consider how the sustainable treatment of water can enhance and complement public realm design.
· Complement appropriate planting palettes with areas of water attenuation to create biodiverse, attractive displays in considered locations.
· Work with engineers to understand the best approaches to design.
· Consider opportunities for blue roofs and use of grey water from buildings.
· Co-ordinate with new and existing utilities underground.
· Work with existing pedology and geology.
· Refer to Essex County Council guidance on sustainable urban drainage and consult with them during the pre-application process.

Do not:
· Forget the appropriateness of interventions against their context.
· Features which may offer danger through unexpected deep water or trip or fall hazards should be avoided.
· Ignore existing soil characteristics.
· Consider permeable paving as the only approach to SUDs design - more distinctive enhancements to public realm could be missed.
· Forget the role trees and tree pits can play in attenuating water.

Rooftop treatments

Do:
· Consider contemporary design approaches to green and brown roofs.
· Achieve habitat complexity whilst reducing additional loading to new and existing roof structures.
· Create diversity through simple additions such as sand piles, logs and areas of plug planting or seeding.
· Maximise biodiversity in a way that does not require extensive maintenance costs.

Do not:
· Use only ballast cover to rooftops.
· Consider homogeneous sedum roofs as high quality solutions to green roof opportunities.
· Underestimate the impact of overlooking ugly ballast-cover roof spaces.

Do:

· Consider designing for wildlife within public realm, landscape and architectural proposals.
· Consult suitably qualified professionals to aid design.
· Review research of mental health benefits for people who have access to green space and natural environments.
· Consult local biodiversity action plans and target species for the area.
· Compose elements in appropriate locations and with a suitable appearance.

Do not:

· Overlook opportunities to introduce planting diversity.
· Assume that habitat interventions cannot be achieved in urban areas.
· Underestimate the benefit of small-scale interventions.
· Assume that interventions have to be high cost or require high maintenance.
· Encourage conflict between wildlife and people.

Ecological corridors

Do:

· Collaborate with suitably qualified professionals to create layouts that consider ecological connections.
· Create planting palettes that offer human and wildlife interest throughout the year.
· Incorporate diversity of tree species that will offer improved resistance to disease and climate change.
· Exploit the beauty of the natural environment for human benefit.

Do not:

· Use only single species avenues or planting belts.
· Use palettes dominated by non-native planting.
· Incorporate plants that might require maintenance above available levels/skills.
· Forget to leave room for nature.
· Assume that ecological corridors have to constraint or complicate development proposals.
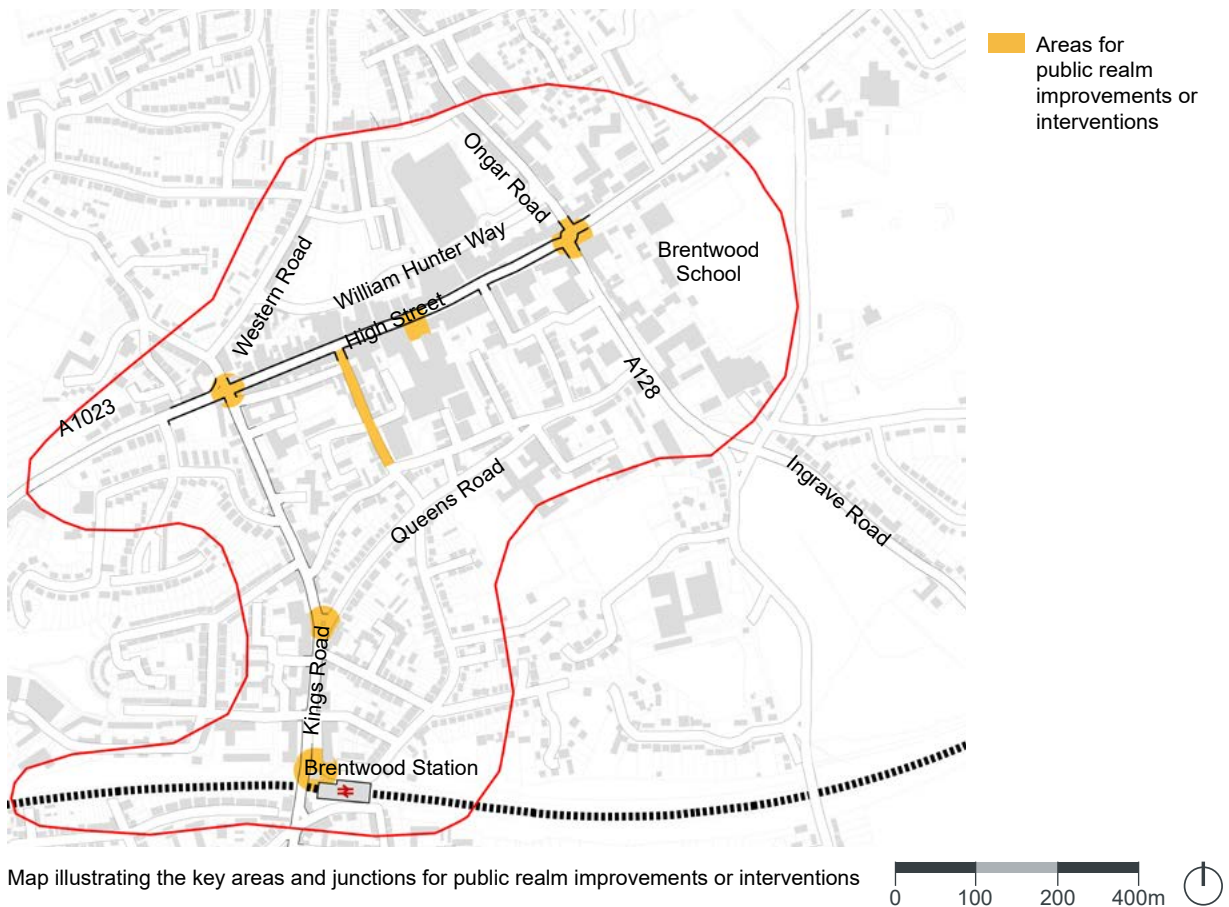
5.6 Public art

Public art, when used appropriately, can help to activate public spaces. There is potential within Brentwood Town Centre to integrate public art into the public realm network, for example in squares, along streets or at key junctions.

Design guidelines

All new public art should:

- Collaborate with local artists or design practitioners, where possible, to promote and support local talent and businesses.
- Involve local residents and the community through part or all of the design and implementation process.
- Propose a clear strategy which considers the immediate surroundings and responds to the context.
- Be integrated within the form and fabric of public realm spaces or buildings.
- Avoid token or 'parachuted-in' sculptural objects which do not reference the 'place'.
- Consider 'value' and maintenance as a key constraint to design, understanding the available skills and resources for maintenance.
- Foster and encourage interaction to improve a sense of ownership and connection with visitors and local people.
- Respect the scale of its surroundings.

Map illustrating the key areas and junctions for public realm improvements or interventions

Areas for public realm improvements or interventions

Good and bad practice examples of public art

Do: consider public art through light, as a dynamic temporary or permanent installation.

Do not: propose public art which is disrespectful of the scale and character of its surroundings.
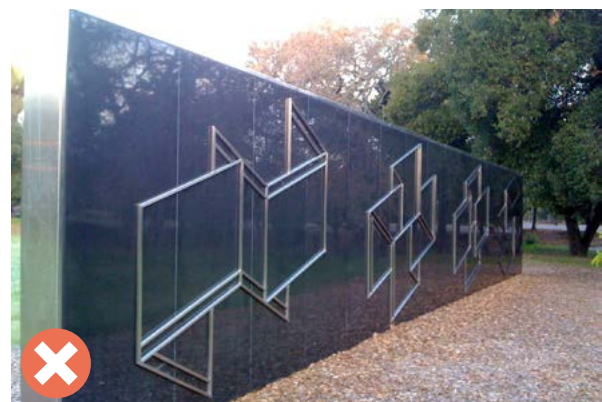

Do: use public art as part of the wayfinding strategy.

Do not: create incoherent public art that could become a maintenance burden.

Do: integrate art into the public realm.

Do not: allow art interventions to compromise the safety and security of the public.

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Public realm and materiality

5.7 Wayfinding

Wayfinding can help to improve the basic legibility of spaces across the town centre. It may include: signage, lighting, public art interventions, street furniture, landmark buildings and historical assets.

Design guidelines

All new wayfinding should:
- Establish landmarks in prominent locations across the town centre.
- Define existing places, such as parks or open space, with clear names at entrances.
- Focus on key amenities rather than destinations of all scales.
- Ensure flexibility for future amenities.
- Clearly define key routes to the town centre.

- Meet inclusive design requirements.
- Be devised across a single 'family' of elements.

Map illustrating the key areas and junctions for wayfinding interventions

● Key areas, or junctions for wayfinding interventions

--- Key routes for wayfinding interventions

0   100   200   400m

Good and bad practice examples of wayfinding

Do: consider wayfinding elements as urban furniture

Do not: over-complicate wayfinding.

Do: maintain a 'family' of consistent, flexible design elements.

Do not: propose wayfinding or signage that overwhelms, or detracts from the character of the street.

Do: use signage in key locations.

Do not: confuse wayfinding with forms of advertising.

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Public realm and materiality

5.8 Lighting

Design guidelines

All new development should:

- Use light columns of appropriate height.
- Ensure consistency of lighting approach in adjacent areas.
- Ensure safe and appropriate levels of light.
- Propose a clear lighting strategy.
- Ensure that the lighting responds to the scale of the street or space. Different types of lighting will be required dependent on the space.
- Consider the use of lighting as part of a wider wayfinding or public art strategy.
- Discuss your proposals with a lighting consultant where possible.

Types of lighting may include, but are not limited to:

- Single or multi-headed light columns
- Recessed lighting effects within surfaces
- Catenary lighting; and
- Architectural lighting to buildings.

Good and bad practice examples of lighting

Do: use catenary lighting along intimate commercial streets, such as Crown Street.

Do not: create structures for lighting that compete or over-bear other elements of the public realm

Do: consider the use of special lighting in key locations.

Do not: introduce harsh lighting which may cause glare or visual discomfort to street users or pedestrians.

5.9 Inclusive design

Design guidelines

All new development should:

- Ensure that the pedestrian environment is 'accessible to all' including appropriate use and locations for shared surface treatments. Shared surface schemes must be fully accessible and safe to use, especially for children and those with visual and hearing impairments.
- Take appropriate measures to promote inclusive design across the town centre, for example the use of blister tactile paving at crossing points, dropped curves for step free access and sufficient widths of pavements to allow space for passing.
- Ensure step-free, level access to all residential and commercial units at ground floor.
- Provide wheelchair adaptable residential units as part of the mix of new residential development.
- Provide seating areas at regular intervals within the public realm and along key pedestrian routes.
- Offer opportunities for sustainable transport in order to promote walking and cycling in Brentwood.

Additional guidance on inclusive design is available in Manual for Streets (2007 and 2010).

Good and bad practice examples of inclusive design

Do: provide seating areas at regular intervals along key routes.

Do not: forget that crossing points need to be well detailed and considered for all to use.

Do: provide generous, uncluttered footpaths where possible.

Do not: design footpaths or cycle lanes which are unsafe, too narrow or too close to each other.

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Public realm and materiality

5.10 Material palette

Materiality

All new development should:
- Carefully consider the materiality of the context of its surroundings.
- Ensure that the materials of new development are sympathetic and complementary of the existing character of the town centre. Contemporary materials and approaches are acceptable, provided that they are carefully integrated into their context.
- Ensure that the choice of materials is discussed in the pre-application process.
- Meet the requirements of the town centre conservation area character appraisal if it falls within the boundary of the conservation area.

- Not use over-complicated details, or materials which are difficult to maintain or replace.
- Follow guidance from the relevant Council department if required, for example Transport or Highways where roads are adopted.

Materials are not limited to those shown through precedent examples in this design guide. These only intend to provide a general indication of how new development may look. Material choices must be discussed in the pre-application process.

Resurfacing along Brentwood High Street

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06
Sustainability

06
Sustainability

Sustainability strategy should be woven through all development in Brentwood Town Centre to ensure a holistic approach to sustainable urban design. Application of the sustainability principles in each of the character areas will vary, but are designed to complement and be in addition to the sustainability strategies of the built forms.

Design guidelines

All sustainability interventions should:

- Be integrated and discrete. Reduce 'eco bling' in favour of a holistic approach.
- Take a fabric first approach to building design applying renewables only when energy demand has been reduced.
- Aim to improve comfort and enjoyment for users through good thermal comfort, access to daylight and sunlight and reduced overheating.
- Carry out overheating analysis (CIBSE TM59) on all dense-medium residential developments for a sample of typologies, to design out overheating in homes.
- Undertake daylight-sunlight studies to gain a comprehensive understanding of the issues of overshadowing and ensure that adjacent buildings are not adversely affected.
- Undertake sunlight analysis for external amenity spaces.

- For developments over 8 storeys carry out microclimate analysis to ensure tall buildings do not have adverse wind effects on spaces at ground level.
- Protect and enhance local biodiversity through planting and habitat creation to encourage urban ecology.
- Reduce the future impacts of climate change - flooding, heat islands, water conservation and material choice.
- Encourage walking and cycling through Active by Design principles.
- Consider and respond to air quality management to reduce local air pollution.
- Use sustainable and locally sourced materials where possible.
- Future proof the town for an uptake in electric cars, buses and cycling.

Good and bad practice examples of environmental design - homes

Do:
· Use a passive approach to building design focusing on reducing energy demand prior to the application of renewables.
· Consider orientation of developments so as to receive controlled direct sunlight to homes for part of the day.
· Promote the use of natural ventilation, in particular dual aspect homes that allow cross ventilation. This improves thermal comfort.
· Provide a variety of window opening options to allow controlled ventilation trough smaller openings and purge ventilation through larger openings (or doors).
· Increase levels of exposed thermal mass inside dwellings to regulate peak internal temperatures and combine with night-time ventilation.
· Consider the impact of external noise and pollution when deciding on the orientation of homes and external spaces.

Do not: overlook the importance of orientation, natural ventilation and appropriate window areas for solar design.

Good and bad practice examples of environmental design - non-domestic

Do:
· Use a passive approach to building design focusing on reducing energy demand - particularly mechanical cooling.
· Ensure retail spaces cater for staff and visitors by providing good levels of natural daylight and views without excess glazing.
· Consider indoor air quality as part of the ventilation strategy and provide options for natural ventilation.

Do not: overlook the importance of orientation, natural ventilation and appropriate window areas for solar design.

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Sustainability

Good and bad practice examples of sunlight and daylight in buildings

Do: permit the use of well designed external shading to south and west facing façades to reduce summer overheating. These could include movable and fixed shading devices, or deep window reveals.

Do not: permit token gesture shading in inappropriate locations used as a means to decorate building façades.

Do: allow the use of suitable awnings at street level in appropriate locations to shade building façades from summer sun and protect entrances from rain.

Do not: permit large areas of south and west facing glazing that is unprotected from summer sun.

Good and bad practice examples of including sunlight in public spaces

Do: choose sunny areas for seating and planting in public and private spaces to encourage use.

Do not: locate pocket parks, communal gardens and seating areas in full shade all year round.

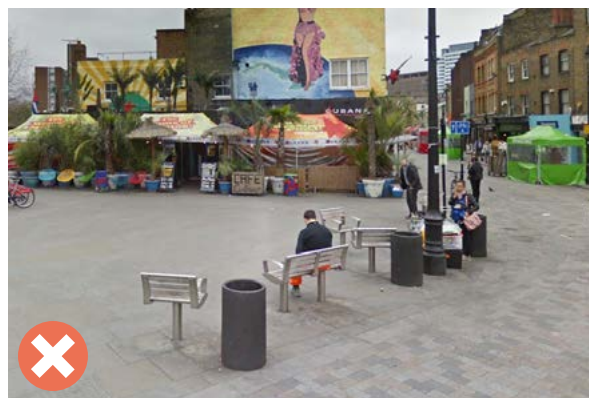## Good and bad practice examples of sustainable urban drainage

Do: introduce areas of permeable paving and sustainable drainage methods in appropriate areas with considered used of planted areas integrated with paving.

Do not: solely rely on sealed surfaces which discharge water into the main drainage system.

Do: consider the use of rain gardens to increase areas of planting and absorb excess rainwater run off.

Do not: provide large areas of hard standing with no sustainable drainage system.

Good and bad practice examples of sustainable transport

Do:
- Promote cycle paths and cycle parking, including links to the station and commuting.
- Encourage walking through landscape street design.
- Provide electric car charging points to encourage electric vehicle use.

Do not: create unfriendly pedestrian and cycle environments which deter sustainable transport measures.

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Sustainability

Good and bad practice examples of biodiversity

Do:
· Provide tree planting on streets for moderate shade, habitat provision and improved air quality.
· Protect and enhance green spaces and encourage their use.
· Reduce the impact of the urban heat island effect by specifying light coloured paving and external surfaces.

Do not: provide large areas of dark coloured hard standing which cause an increase in urban heat island and habitat loss.

Do: encourage the integration of habitat in to the built form.

Do not: allow habitat loss without allocating areas of replacement.

Do: expect areas of unused flat roof to be biodiverse or green roofs.

Do not: allow new large expanses of unused flat roof

07
Conclusion

07
Conclusion

This design guide should be used as guidance when considering development or enhancements within the Brentwood Town Centre. Brentwood Borough Council offer a range of preapplication support services with a wide team of consultees available to input and support applicants in place shaping.

For further information please contact the planning admin team on:
planning@brentwood.gov.uk.

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