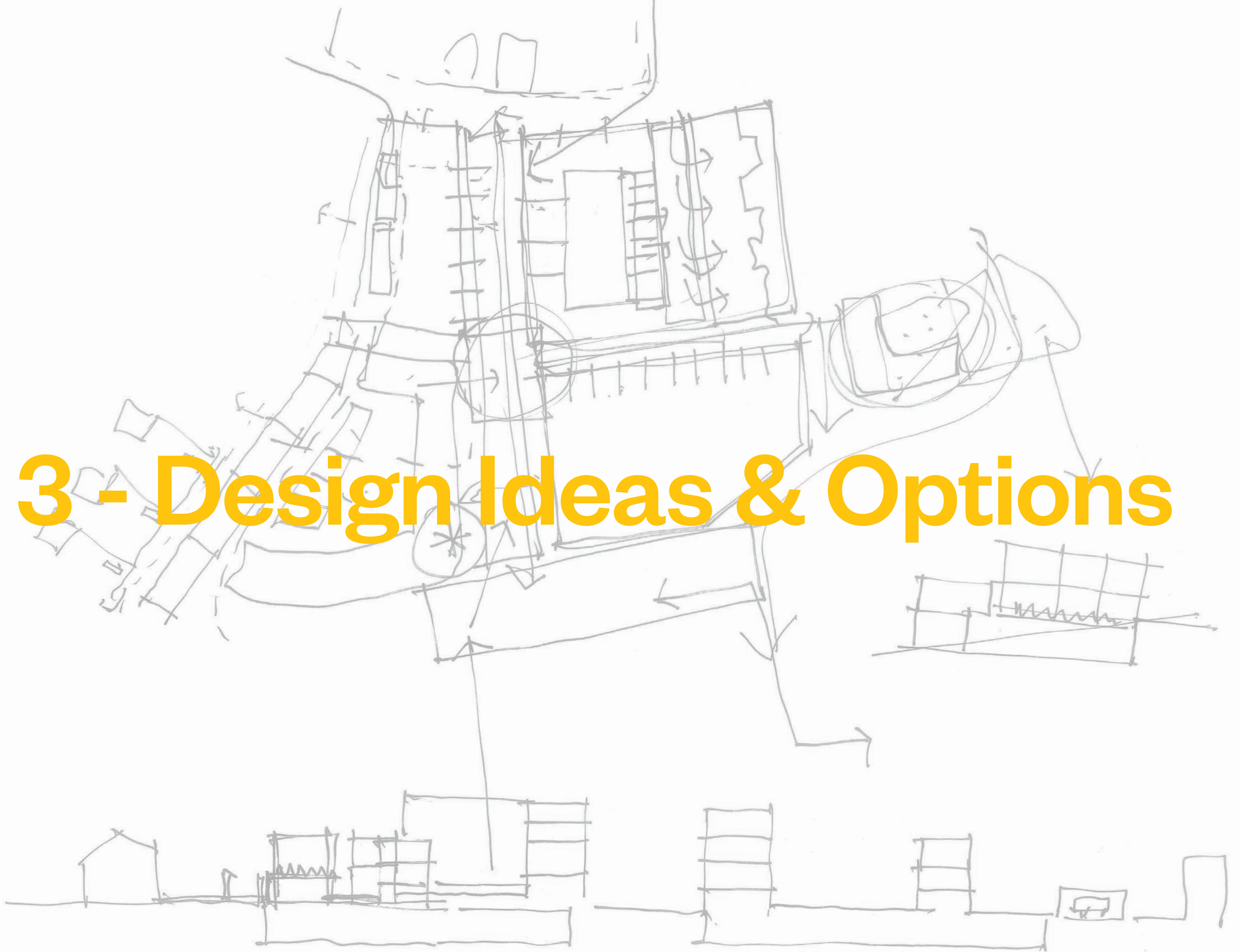


3 - Design Ideas & Options



3 - Design Ideas & Options

Methodology

This section focuses on the design and massing options for the individual sites, as identified in the previous section.

There are several scales of interventions that have been considered.

- Town scale
- Local scale
- Site scale

The wider vision and design strategy for the Town Centre as a whole is critical. We have therefore looked at scope of development on individual sites, ensuring that the design and massing arrangements sit well within their context to help create a permeable and connected Town Centre.

Design Principles & Approach

- There is a strong commitment to produce design schemes focusing on design quality, innovation, flexibility and sustainability.
- Public realm gets first priority - the spaces between the buildings are just as important, if not more so.
- There is a strong commitment to create schemes with a sense of place, that generate value and create a sense of pride.
- Respect for history, character and place.
- New development need to complement and not compete with the existing.
- To achieve long term sustainable regeneration, a holistic process involving the

local community and key stakeholders is required.

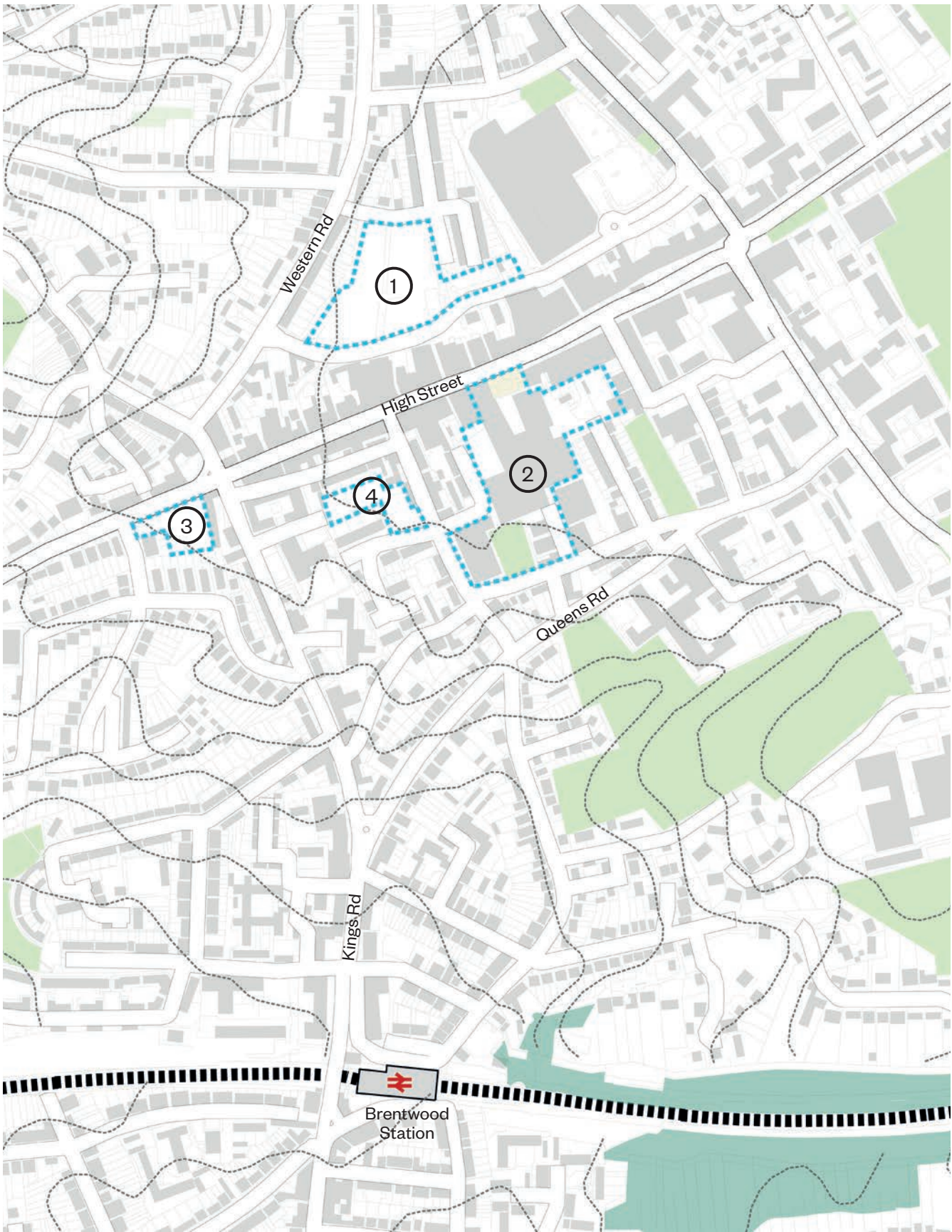
Identified Sites

The sites that have been identified for further investigation are the following:

1. William Hunter Way
2. Chapel Ruins, Baytree Area and South Street
3. Westbury Road
4. Chatham Way

The various options/scenarios for each site will be tested. The design options will cover the following:

- Site layouts for each site, indicating various land uses and how they can integrate and link in the wider extended context of the town.
- Three-dimensional massing to explore indicative heights, urban form and scale showing sense of enclosure to public spaces, key routes and connections.
- Proposed public realm strategies where applicable.
- Parking strategy and access to and from the site.
- Viability analysis and delivery strategy.
- Quantum of development, specifying areas for non-residential uses and residential uses.
- Precedents to illustrate the qualities of the urban environment and public realm design.









3 - Design Ideas & Options

Setting the scene

- Consolidation of the town edges will help to reduce sprawl; increase the density of the town and add to the viability of the Town Centre (as endorsed by the Local Development Plan)
- Crossrail
- The town is in close proximity to a system of natural parks of regional status
- Many schools are in close proximity to the Town Centre (south-east and north-east of the Town Centre)
- A permeable system of well connected movement routes will provide better access to the town and the local region

Key

-  Green wedges
-  Identified Conservation Area
-  School sites
-  Existing vehicular movement
-  Railway line
-  Crossrail



3 - Design Ideas & Options

Town Scale: Opportunities

- Promoting the idea of the ‘Superblock’ (a type of city block that is much larger than a traditional city block, broken up into a series of smaller blocks).
- Promoting a more pedestrian oriented Town Centre with an emphasis on walking, cycling and creating public realm interventions at critical points and junctions.
- Schools get spatially integrated into the Town Centre.
- The current vehicular network allows for sufficient movement around the Town Centre with limited reliance on the High Street from a mobility point of view.
- Possible downgrade of High Street should be explored; on special occasions, the High Street can be closed down completely for vehicular use to accommodate markets and festivals.

Key

Superblock identification

School sites

Proposed dominant vehicular movement

Railway line

Integrate schools into the Town Centre



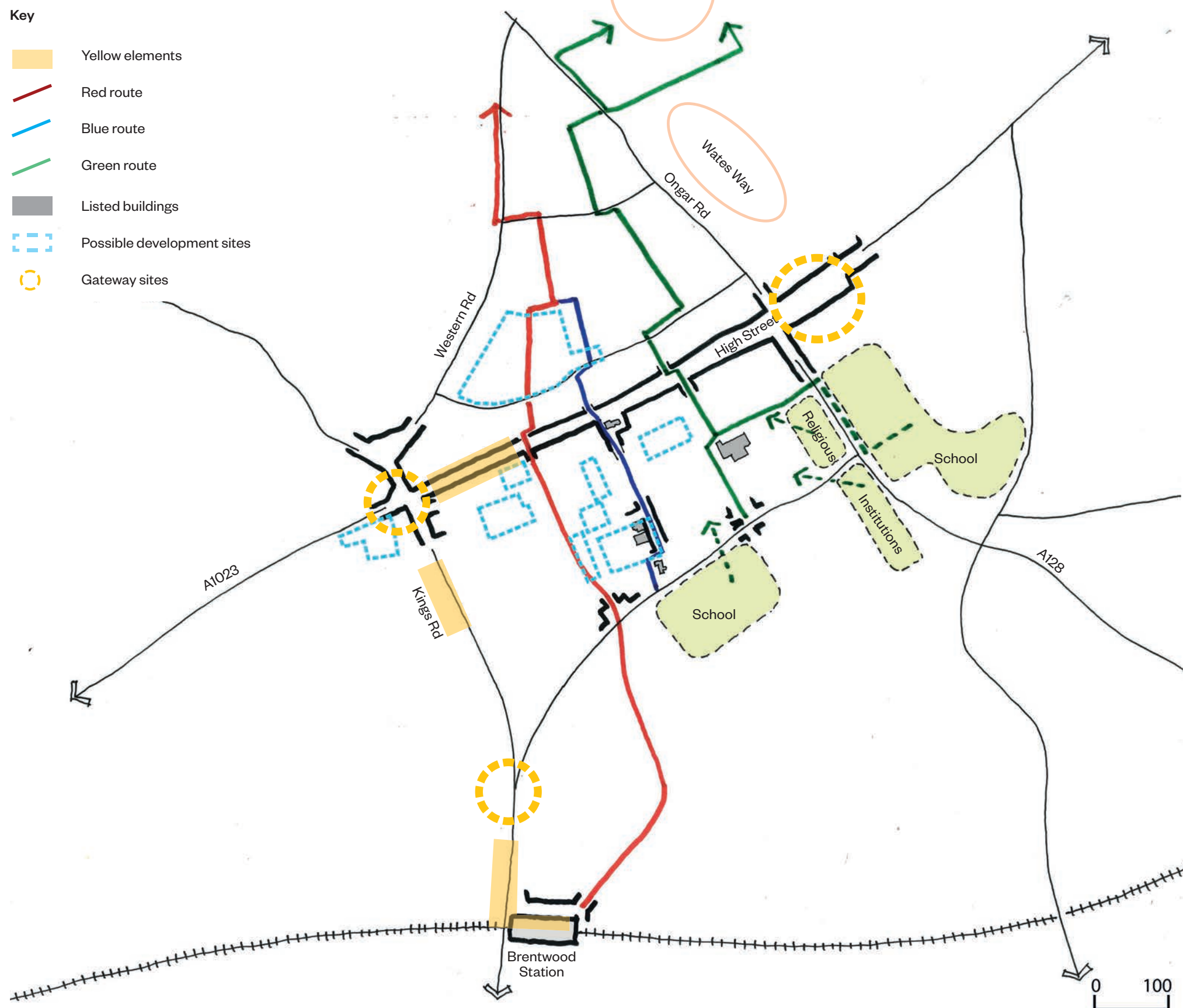
3 - Design Ideas & Options

Local Scale: The concept

When looking at the Town Centre as a whole, a lack of north south permeability is identified, especially as one approaches the High Street from Queen's Road in the south and North Road in the north. We believe that all the proposals in the Town Centre should encourage this north-south movement.

We have identified four key ladders (routes) for development, to help achieve the long term vision for the Design Plan. These are:

- **Yellow:** The areas highlighted in yellow are the proposed early interventions. These are to help start the regeneration process. These include public realm improvements on the route from the station to the High Street and improvement of key gateways.
- **Red:** The Red route is seen as the first phase of development. Along this key north-south link there are significant Council owned sites which have the potential to be developed in early phases. The development on this route could set a precedent for future interventions.
- **Blue:** The Blue route forms the medium term vision, it encourages the opening of a link through the Baytree Centre, connecting it directly to the High Street in the north and Copfold Road in the south.
- **Green:** This route forms the long term view for the Town Centre where the Sainsbury's site could become part of the regeneration process. This is seen as a key link connecting the school facilities in Brentwood.



3 - Design Ideas & Options

Local Scale: Spatial translation of the concept

The adjacent diagram shows a spatial approach, translating the concept into a plan.

It shows the importance of improving Kings Road as a key route from the station.

It explains how the north-south routes could be formalised in order to create a network of links that will reinforce the High Street.

The diagram looks at these links as spatial connections creating a strong movement network within the Town Centre.

This framework will further connect to a wide range of institutions, listed buildings and key open spaces across the Town Centre.

Key

Development pockets and infill sites

Listed buildings

Schools /Institutions

Possible public realm space interventions

Green open space

Possible development sites including Wates Way



An aerial photograph of a residential neighborhood. The image shows a dense arrangement of houses with dark roofs, interspersed with green trees. A large, rectangular parking lot with many marked spaces is visible in the center-right. The text "William Hunter Way" is overlaid in a bold, orange font across the middle of the image.

William Hunter Way

3 - William Hunter Way

Site Description

Ownership

Brentwood Borough Council

Current use/role:

Parking (at grade)

Vehicular access:

From the south via William Hunter Way
From the north via North Rd Avenue

Pedestrian access:

From the south, north and east.
Dedicated pedestrian crossing over William Hunter Way at strategic locations.



2



3



1



4

Source:
Aerial - Bing Maps
Photos 1 - Google Street View
Photos 2 - 4 taken by Levitt Bernstein on site visit to Brentwood (16 October 2016)

3 - William Hunter Way

Constraints

The site itself features very few constraints. It is relatively flat with a subtle fall across the site from east to west.

The edges of the surrounding buildings are mostly back gardens with private access routes, and blank façades.

The character of William Hunter Way needs to be more pedestrian friendly, whilst still enabling the servicing function for the existing shops/premises on High Street.

Key

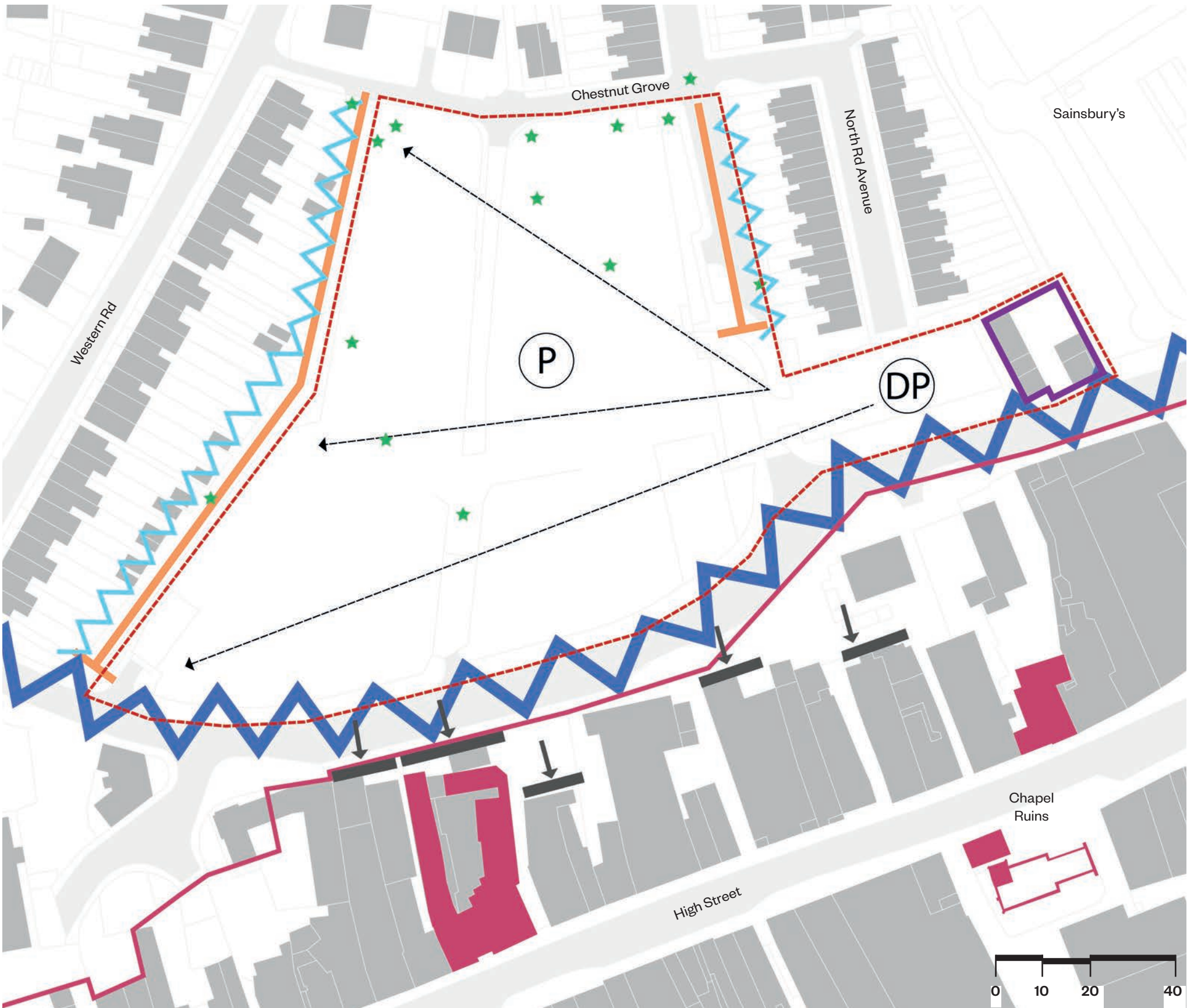
Boundary of the potential area of development.

Service character of William Hunter Way, creates a boundary that needs to be broken down to improve permeability.

P

DP

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3 - William Hunter Way

Opportunities

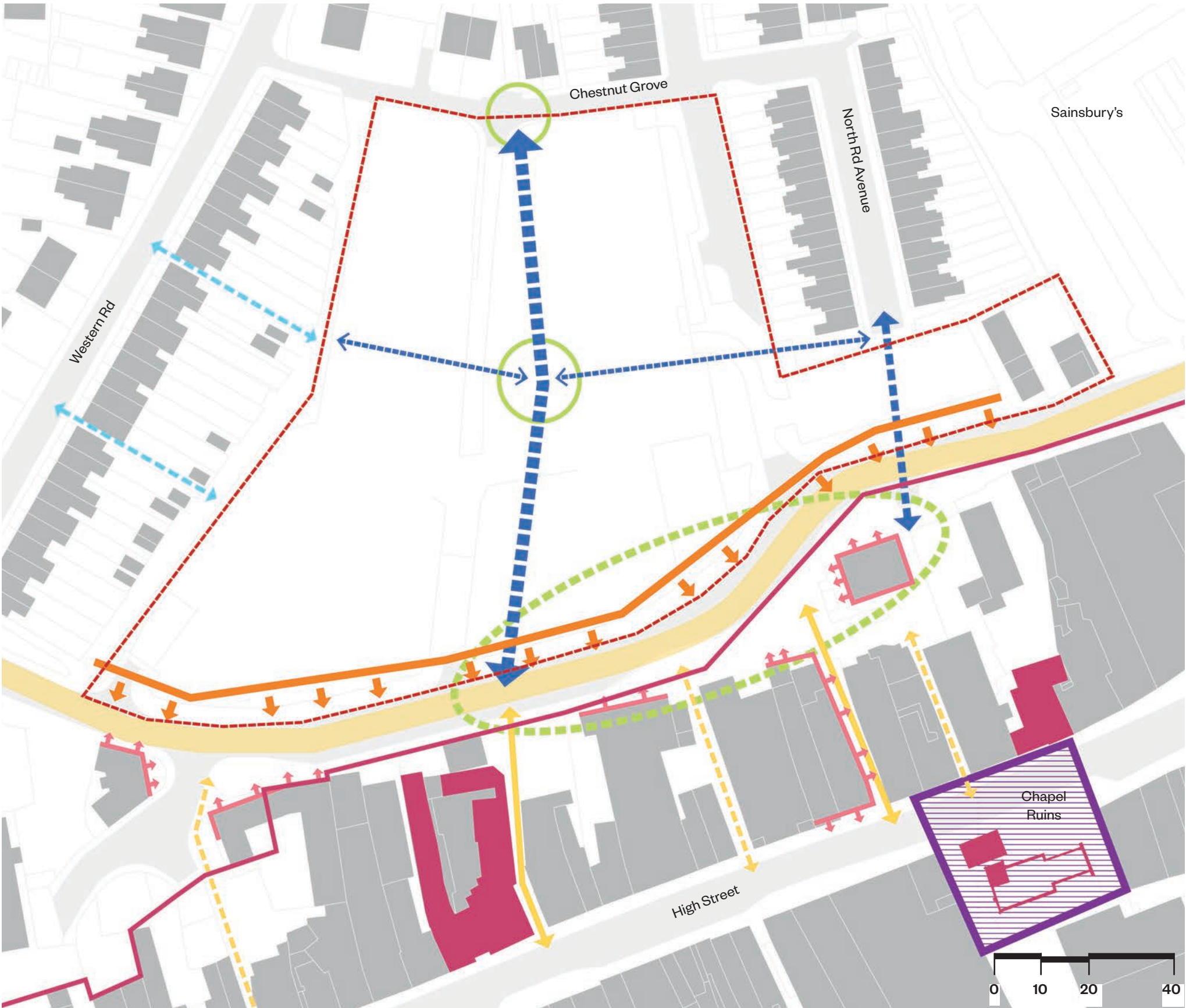
There is opportunity to improve permeability through the site by creating a north-south route along the existing desire line.

There is potential to create an active frontage and an improved public realm along William Hunter Way.

The network of alleyways to the south of the site should be improved to encourage greater pedestrian movement to the High Street and beyond.

Key

- Boundary of the potential area of development
- Conservation area
- Promote active frontages along William Hunter Way
- Listed buildings
- Improve permeability across William Hunter Way Car Park site
- Change the character of William Hunter Way. Slow cars and improve junctions and crossings to be more pedestrian friendly
- Activate frontage along William Hunter Way
- Possible public realm improvements
- Improve the alleyway experience and create safe routes between the High Street and William Hunter Way
- Improve the public realm of the historic main square






3 - William Hunter Way Car Park








Design Intentions

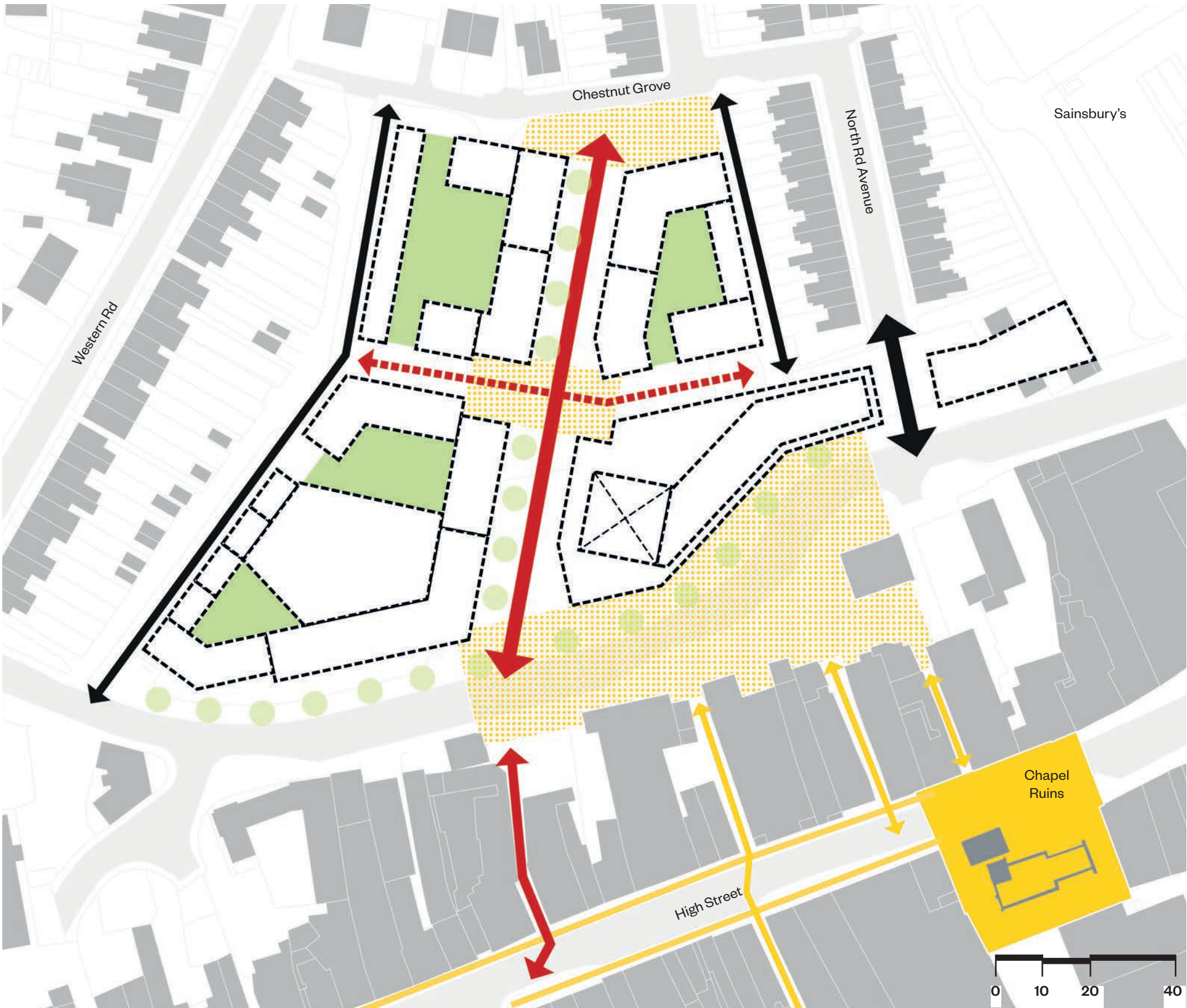
The design intention is to create activity along William Hunter Way and improve permeability across the site for pedestrians, cyclists and vehicles, especially in a north-south orientation.

The southern portion of the development is proposed as mix-use development including residential, retail, commercial leisure. Some of the uses that can be incorporated are health & beauty and leisure related activity with a possible boutique hotel.

The northern portion has a more residential feel and scale to it. The proposed uses shouldn't detract from the existing retail in the Town Centre.

Use	Existing	Proposed
	0	179 units
	0	12 206 (GEA) sqm 9 764 (NIA) sqm
	372 + 29 bays	282 bays

- Key
-  Indicative building footprints
 -  Public realm improvements
 -  Historic square (including Ruins site)
 -  Private courtyard spaces / roof gardens
 -  Red route
 -  Local vehicular access
 -  Alleyway routes to be improved














3 - William Hunter Way Car Park

Massing Study

The proposed massing is a response to the existing surrounding context. The height strategy proposes to increase the height towards the centre of the site, and reduces towards the periphery of the site, responding to the existing built-up areas.

The frontage and scale of proposed buildings along William Hunter Way is a response to the Conservation area south of the site (including High Street) and the heights along the east, west and north edges respond to the low-rise surrounding development that consists mainly of 2-3 storey housing.

-  Housing
-  Anchor store/retail
-  Office space
-  Boutique cinema
-  Restaurants
-  Leisure/health and beauty facilities
-  Public realm interventions
-  Ancient site intervention
-  Street lighting
-  Proposed / improve pedestrian routes
-  Proposed cycling routes



3 - William Hunter Way

Indicative Sections



The proposed scheme is flexible in terms of retail and leisure area and parking provision.

The following sections indicate three different scenarios, illustrating how parking, retail, residential and leisure uses can be configured on the southern portion of the site.

Key

- Housing
- Parking
- Retail
- Leisure/ Boutique Cinema



3 - William Hunter Way

Precedents:

Future Commercial Opportunities

- This site is the key location to introduce new residential and commercial development into the Town Centre and broaden its offer.
- Development should be high quality and establish a new benchmark for the town, building on the aspirational character of the town and its residents.
- Commercial uses should form part of a coordinated Town Centre offer, broadening the leisure activity in particular including the potential for:
 - o Food and beverage
 - o Gym
 - o Boutique cinema
- There may be potential to introduce a good quality, boutique hotel into the development, however at present demand only appears to exist for a more budget offer. As the town broadens its appeal and travel to London destinations is improved this may evolve.
- The site can provide larger floor plate retail units, which can accommodate a new food store. This should be of an 'urban' form, allowing residential development above.
- Whilst working with the key drivers for the town, delivering the aspirational mix is likely to require further testing and concept development and may require innovative alternate approaches to delivery in order to secure the appropriate mix of uses.



Mix-use typology -retail activities on ground level with office and residential above



Activate William Hunter Way with commercial activity on street level



Beauty and leisure offer



Intimate cinema combined with other facilities



Increase the restaurant offer

3 - William Hunter Way

Indicative Sections



The residential component of the scheme is also flexible in terms of parking and heights.

Although more restricted by its surroundings, the sections show three different scenarios.

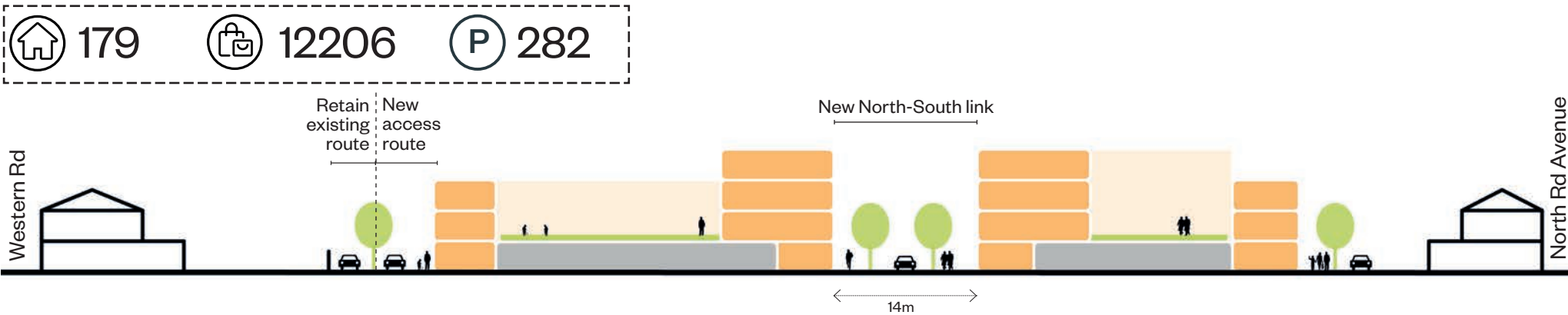
Options show varying quantum of parking that could be configured within the perimeter blocks, dressed with residential development.

Key

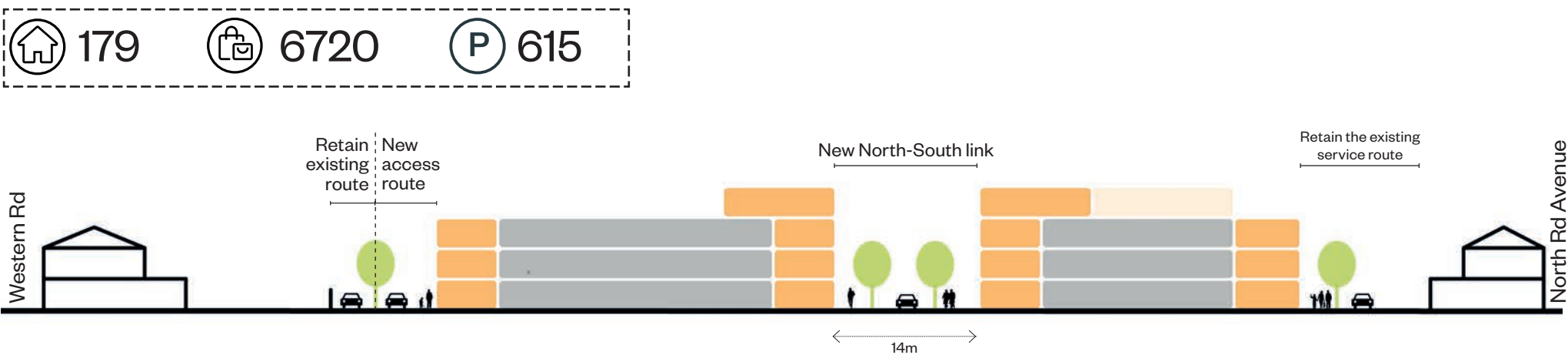
Housing

Parking

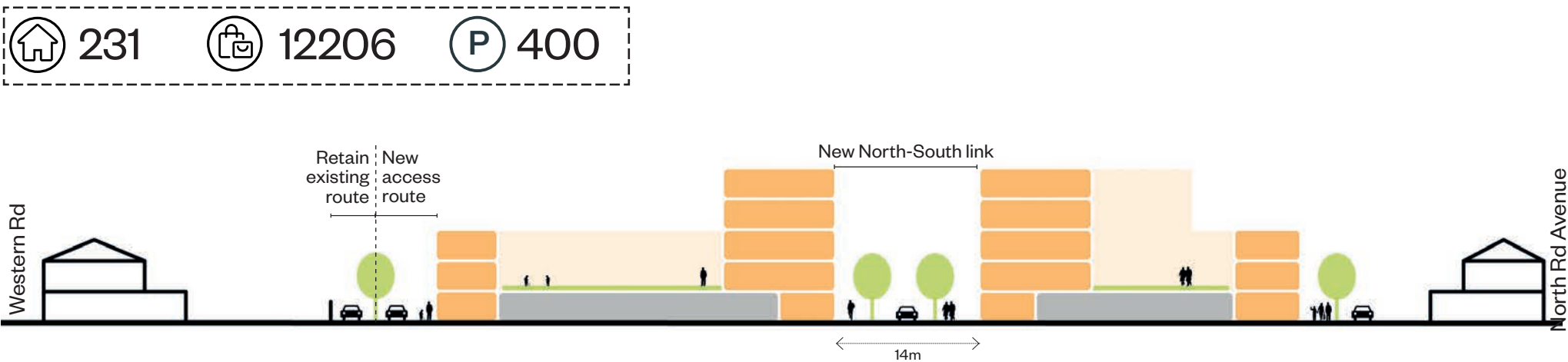
1. Residential courtyard blocks with parking podium



2. Three storey car park building wrapped with housing



3. Push the heights to increase the number of housing units



3 - William Hunter Way

Precedents: Urban and public realm character



Residential typology - facing public square



Public square - place-making and landscape elements



Residential typology - create positive street interface with the emphasis on place-making



Residential typology - located along periphery of the site



Residential typology - located along periphery of the site