



Chapel Ruins, Baytree Area and South Street

3 - Chapel Ruins, Baytree Area and South Street

Site Description

Ownership:

SAM and CoE
Baytree Centre - private
Coptfold multi-storey parking structure - Council
Green open space - Council

Current use/role:

Retail shopping centre with residential units in tower block. Service yards are located on the western and eastern side of the centre.

Multi-storey parking structure located on the corner of Coptfold and Crown Street, serves as parking for the shopping and Town Centre.

To the north, a public open space (containing Ruins site) fronts the High Street; to the south, there is a green open space next to Coptfold Rd.

Vehicular access:

From the west into the Coptfold multi-storey parking structure.

Service access via South street in the west; from the south via New and Alfred Rd.

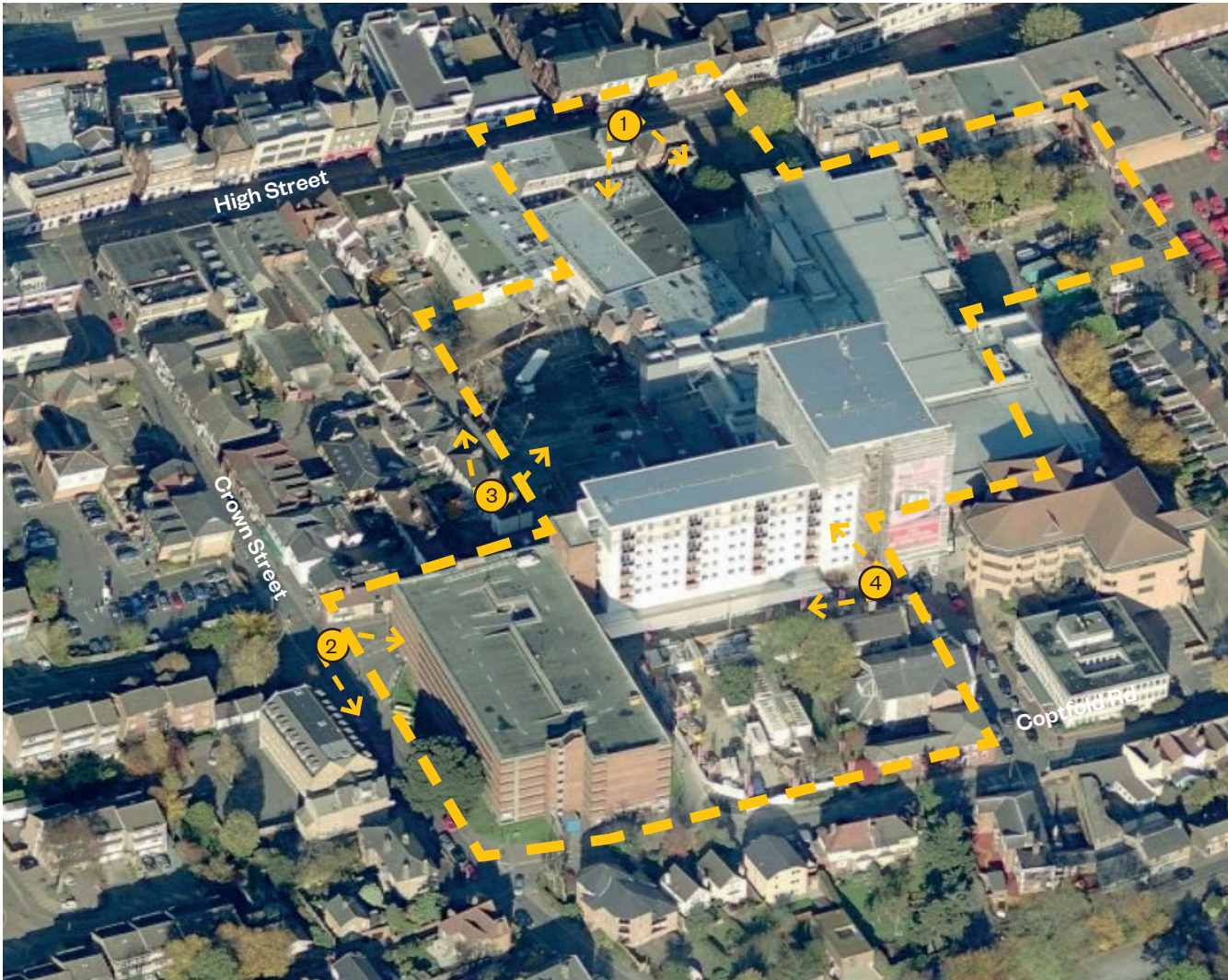
Pedestrian access:

From the north via the High Street.

From the south via Coptfold Rd.

Source:

Aerial - Bing Maps
Photos 1 - 4 taken by Levitt Bernstein on site visit to Brentwood (16 October 2016)



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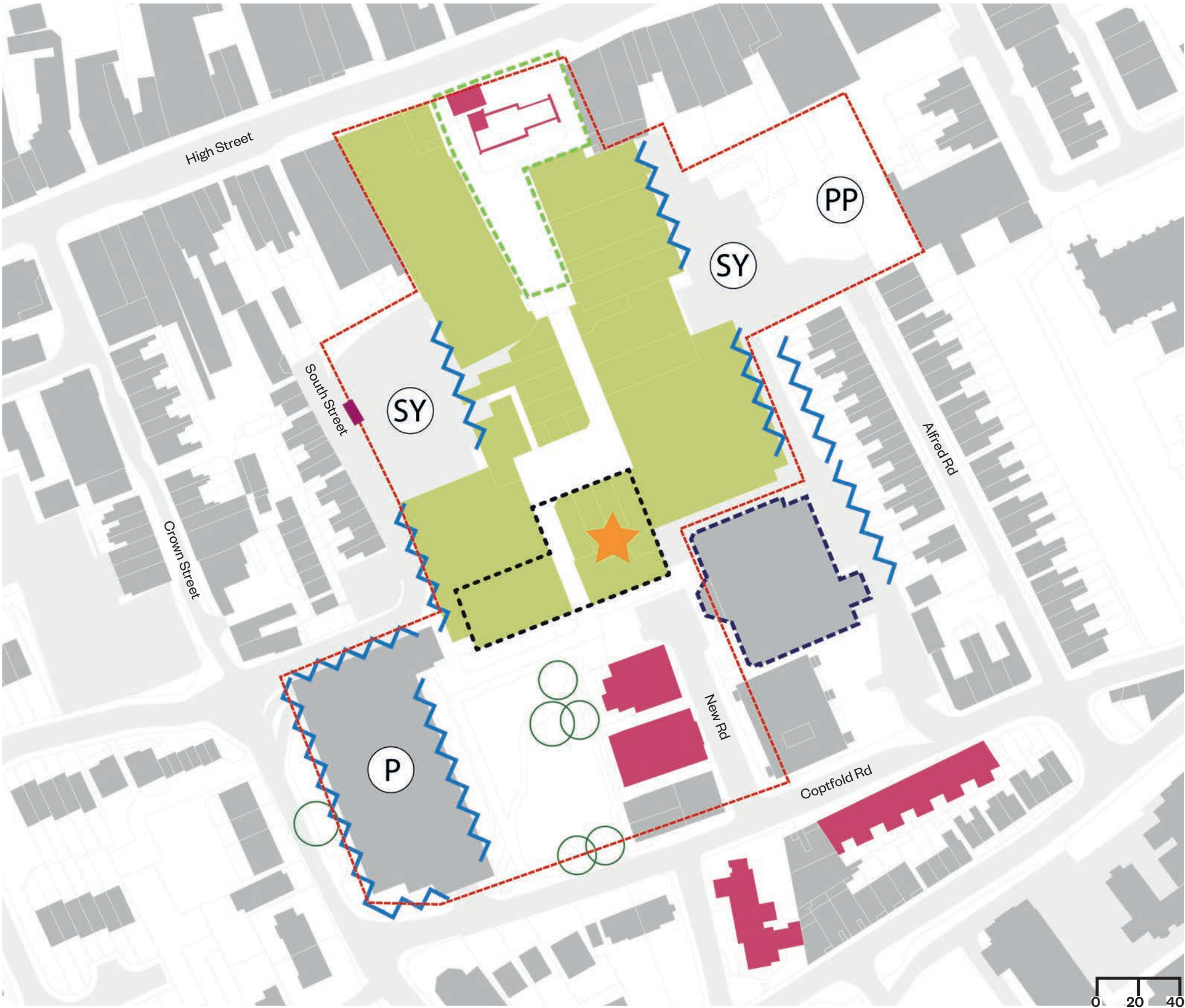
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Constraints

A combination of the internal layout of the Baytree Centre, the service yards and the parking deck structure has created an area in the Town Centre with dead edges (blank façades).

Despite it's strategic location, the quality public realm of the historic square containing the Ruins is poor and leaves a lot to be desired.

- Key
- Boundary of the potential area of development
 - Existing blank facade
 - Poor public realm
 - Possibility of relocating of the library
 - Existing housing tower - 11 storeys
 - Listed buildings
 - Unit layout of Baytree Centre - rearrangement of layout to be tested
 - Existing trees - Potential to retain them
 - Parking Structure
 - Private Parking
 - Service Yard
 - Substation



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Opportunities

There is potential to uplift and transform the Baytree Centre and integrate it with the other parts of the Town Centre.

This can be achieved through the following:

- strategic public realm interventions and improvements
- activate edges of existing buildings
- provide new buildings with active frontages
- rearrange the internal layout of the Baytree Centre

Two options for the Baytree Centre site are explored, based on the same design principles.

Key

Boundary of the potential area of development

Improve permeability towards the High Street

Potential to locate new buildings with active frontages

Activate existing facade with new uses

Key junctions to be improved through public realm interventions

Listed Buildings

Improvements in the public realm; more accessible and flexible to have different activities

Potential to rearrange current layout

Potential east-west link






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Proposed Layout - Option 1

Option 1 looks at a minimum intervention scheme which will be easier to implement.

Design actions include the following:

- Improve the historic square through a public realm project - special attention towards making it more accessible and flexible to allow for various kinds of activities.
- Proposed residential buildings along South Street to activate South Street but keeping access to the service yard.
- Consolidate service route behind the library and Baytree Centre.
- Rationalisation of private parking and service yards north of Alfred Road. Proposed residential buildings to terminate the street.

Use	Existing	Proposed
	0	33 units
	0	0 sqm
	559 + 18 bays	559 + 18 bays

Key



Indicative building footprints



Public realm improvements



Historic square (including Ruins site)



Open green space



Red route



Service route






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Proposed Layout - Option 2

Option 2 is based on a longer term view, which will require further dialogue with the affected owners.

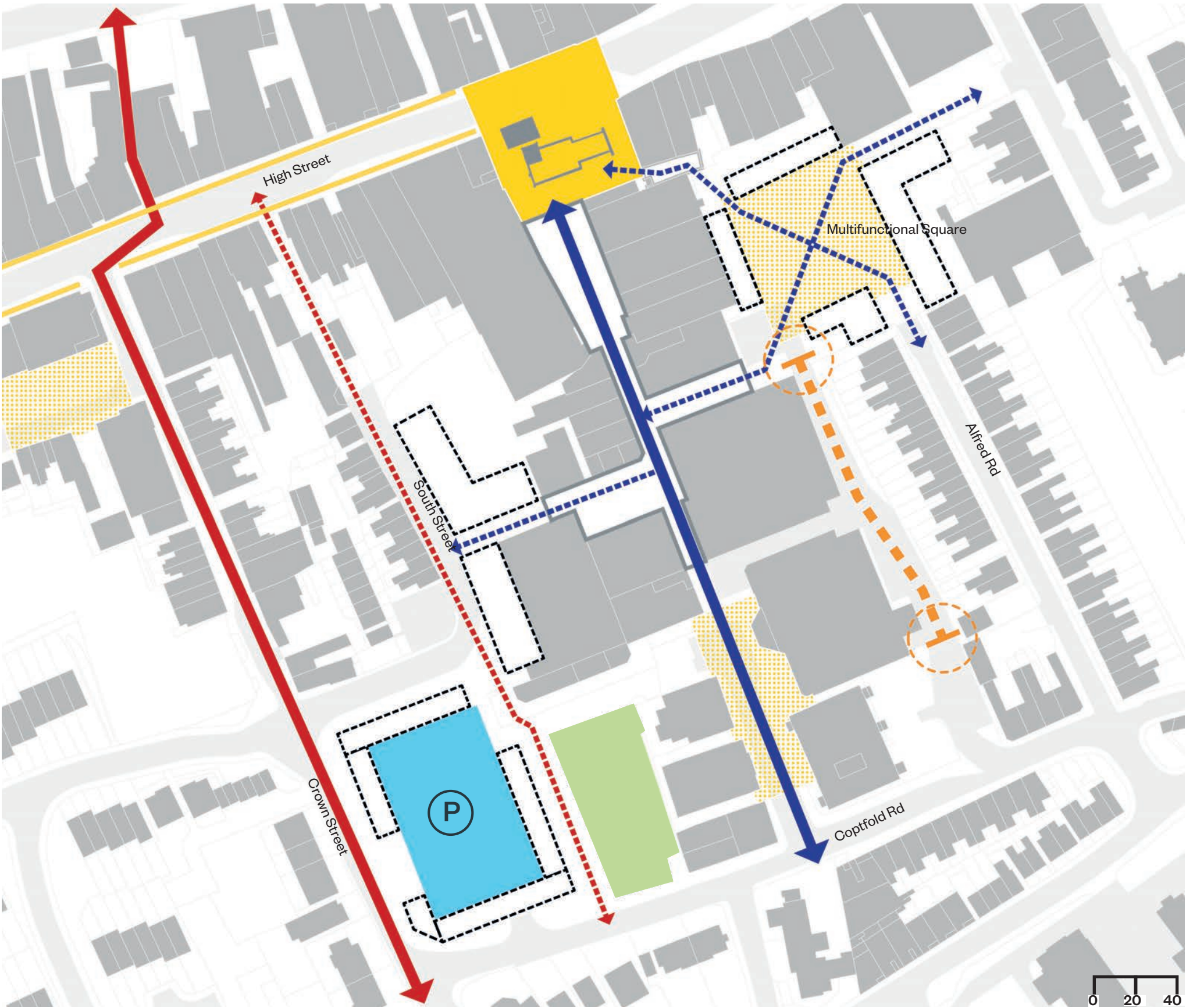
Design actions include the following:

- Opening the shopping centre to create a more direct north-south route between Coptfold Road and the High Street (blue route); and an east-west connection between South Street and the multifunctional square cluster.
- Re-build the multi-storey car park structure, wrapping it with mixed use activities on all four sides to activate the street and public spaces.
- Creating a multifunctional square cluster at the end of Alfred Road around a multifunctional square/space which can facilitate service vehicles and their turning circles.

Use	Existing	Proposed
	0	65 units
	0	4 600 sqm (SMEs)
	559 + 18 bays	225 bays

Key

-  Indicative building footprints
-  Public realm improvements
-  Historic square (including Ruins site)
-  Private garden space
-  Red route
-  Service route
-  Blue route



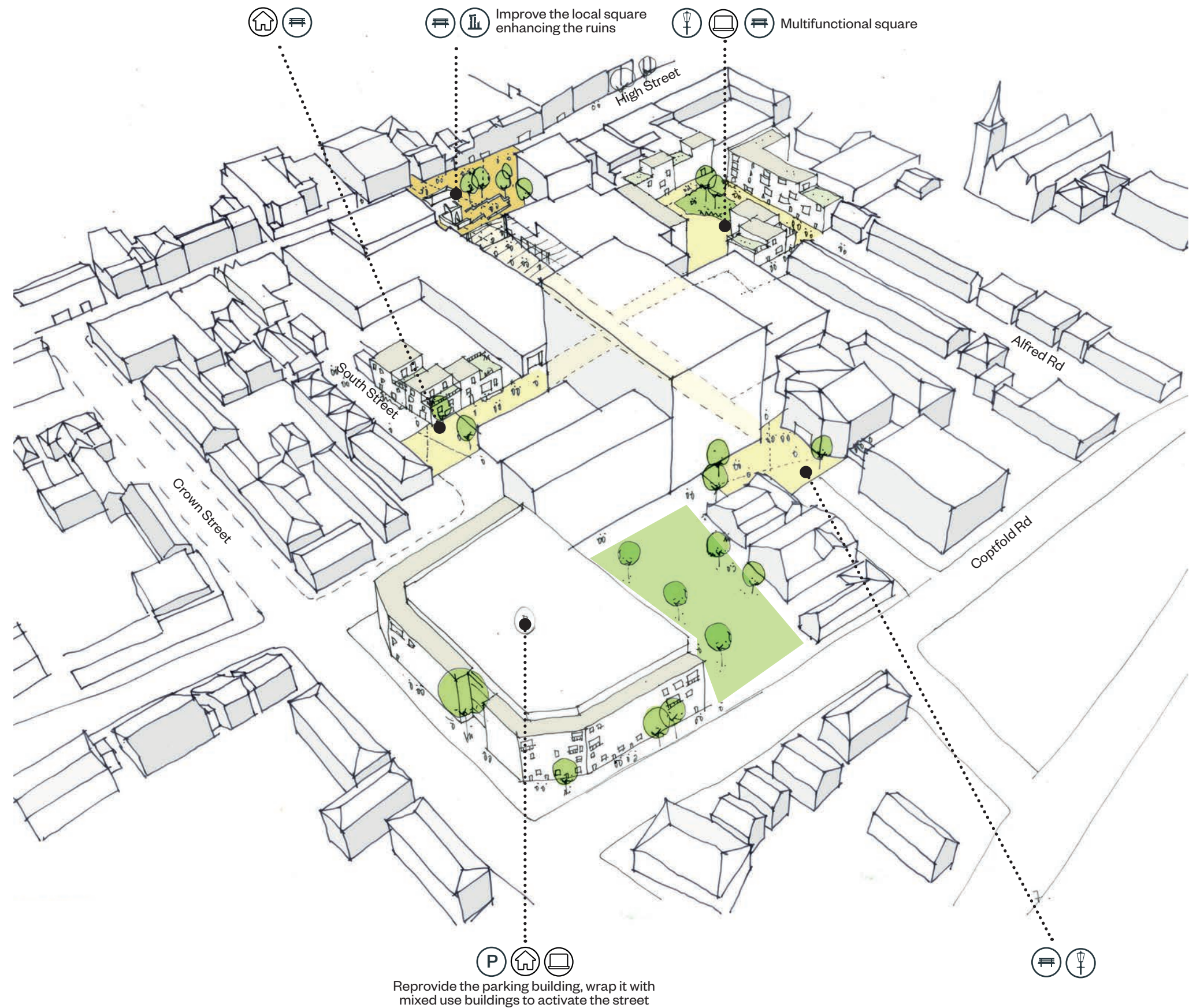
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Massing Study

The heights strategy for the site is a direct response to the surroundings.

The only location where higher buildings could be more acceptable would be on the Coptfold Road car park site.

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



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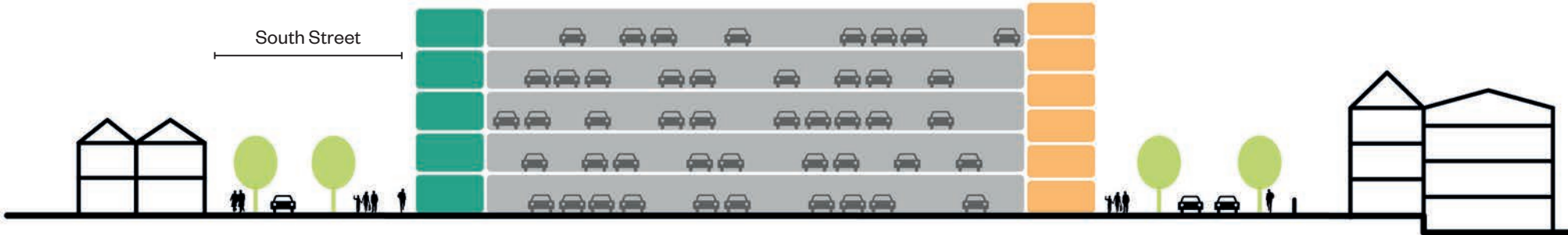
Sections



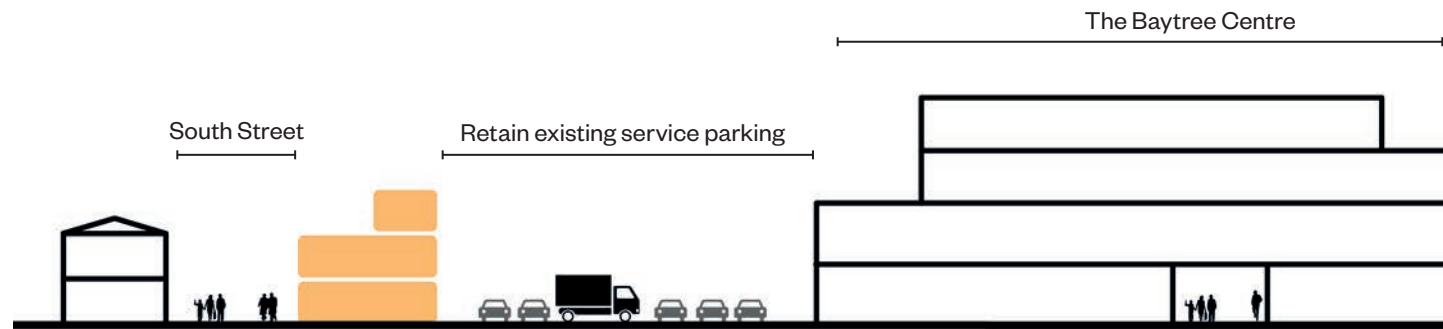
The following sections show the long term vision for the site and how the proposed development creates a more pedestrian friendly environment around the Baytree Centre.

- Key**
- Housing
 - Parking
 - Retail
 - Offices/ Multifunctional square's

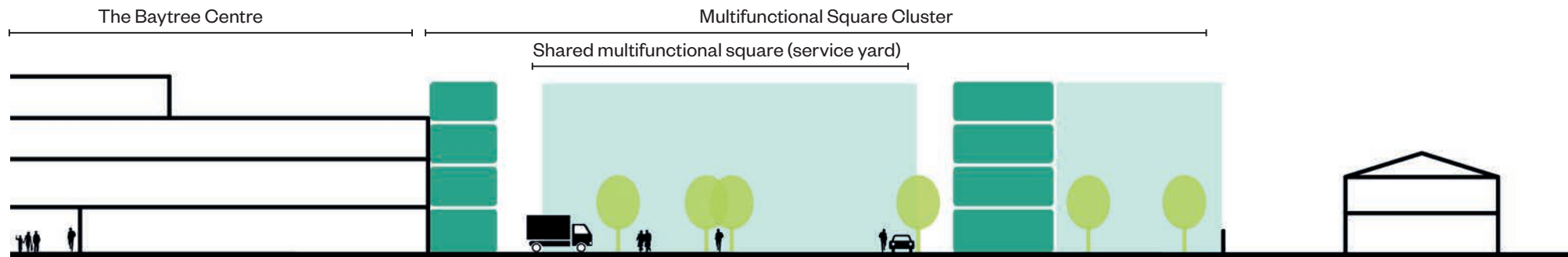
Section A - A new car park wrapped with residential and small business



Section B - Reinforce South Street character with housing development

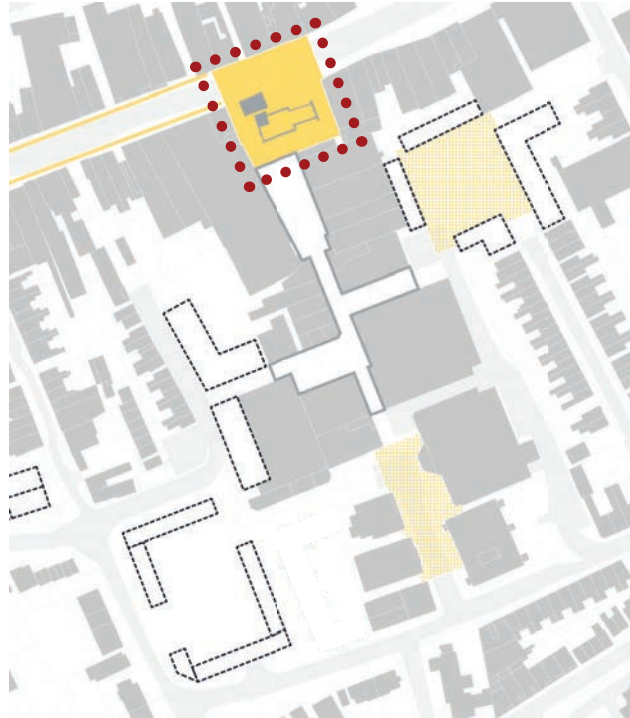


Section C - New Multifunctional Square cluster



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Precedents: The Chapel Ruins Square



Use lighting and seating elements as features

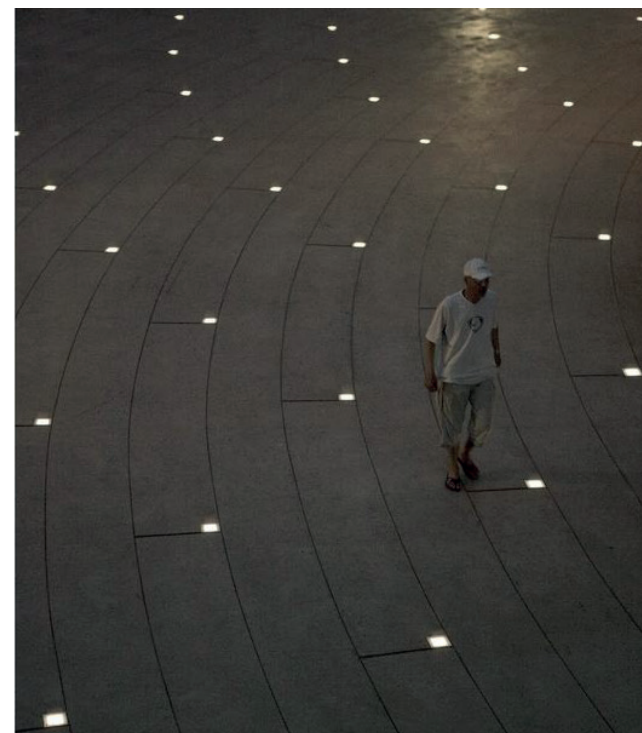


Enhancement of a conservation element through pavement treatment

The Chapel Ruins is a significant asset for the High Street. It is the heart of Brentwood Town Centre.

This site has the potential to become an exciting public space for local residents and visitors, making the ruins more accessible and attractive.

The adjoining precedent images show how the space could be designed for day-time and night-time use.



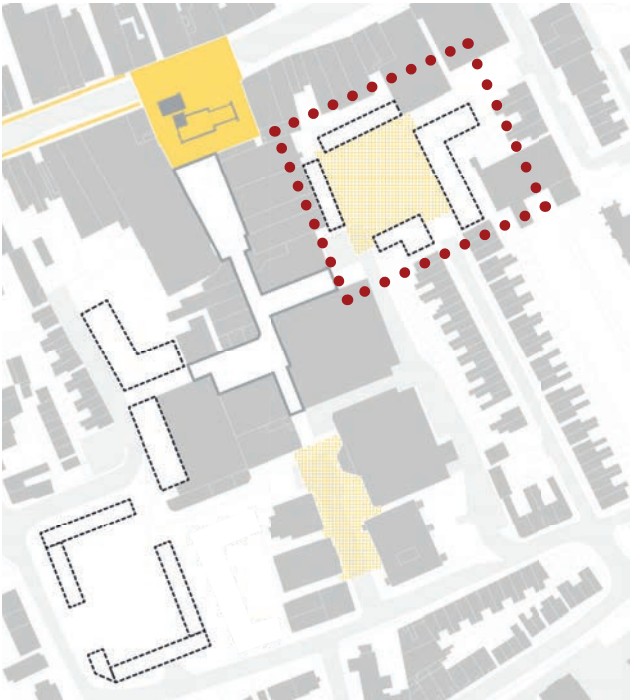
Public realm environment enhanced through subtle lighting



Shared surface encouraging traffic calming & pedestrian dominance

3 - Chapel Ruins, Baytree Area and South Street

Precedents: Multifunctional Square Cluster



We envisioned this area as a cluster of small businesses which would benefit from its proximity to the station and the Town Centre.

The character of this area is multifunctional open space with shared surface.



Creating a public square as a meeting point for small and local business and entrepreneurs



Pullens Yard - small business spilling out onto the shared surface street



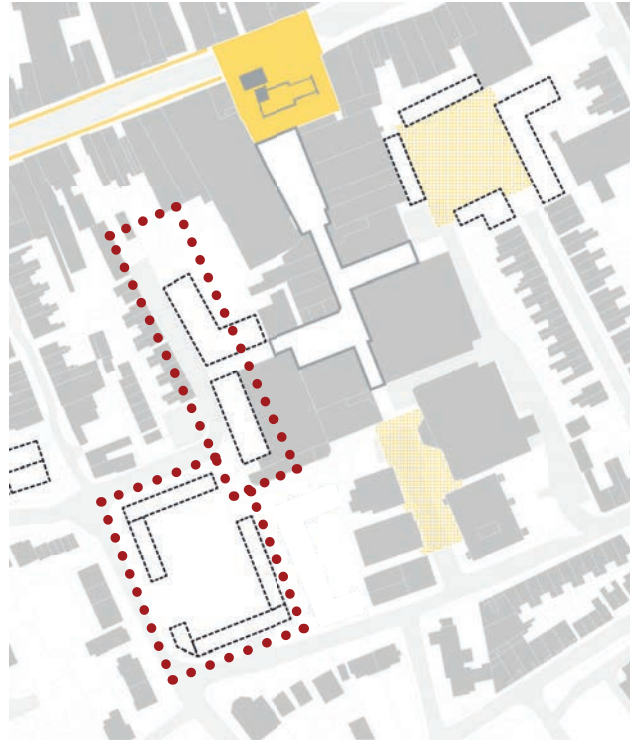
Gillett Square - public space used as a mid-block connection



Gillett Square - flexible use of public space

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Precedents: Housing Typology



Residential typology with no back gardens

'Skinny housing' is a housing typology that can be used effectively to deal with dead or rear-end conditions on site boundaries.

In a dense urban context, it can be a single aspect unit (e.g. Baker Street) that can be built against multi-storey car parks with balconies overlooking street spaces;

In a more suburban context, instead of a traditional back garden space at the rear, an elevated side-garden space can be provided on the first or second floor level.

This typology can be effectively used in the areas as indicated on the figure ground plan.



Example of "skinny housing" wrapping parking and office building (Bakers Street, London)



Active frontages - Retain character of South Street

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Future Commercial Activities

- The Baytree Centre is a key part of the Town Centre offer and a driver of footfall in the town and meets a number of key retail needs for Brentwood residents.
- It is also the main location where retailers can occupy large retail units and therefore this characteristic needs to be retained.
- Early opportunities may exist for the reconfiguration of units fronting the square on the High Street to create larger units and provide an enhanced entrance to the Centre (and setting for the ruins). Smaller retailers can be located elsewhere on the High Street.
- The areas around the Centre (such as Alfred Road and South Street) can be enhanced by reorganising servicing arrangements and creating new development opportunities.
- With access to the Town Centre and the station from these sites there is the potential to deliver new workspace into the Town Centre, catering for local multifunctional squares.
- Longer term more comprehensive redevelopment may be possible. Retention of car parking capacity will be critical to the long term health of the Baytree Centre and the Town Centre more widely as a key location for parking for those accessing the town from the south.
- Given the opportunity for greater height to be achieved in this location (given existing building precedents), a high quality residential development could complement the commercial and retail focus at ground floor level.

Westbury Road



3 - Westbury Road

Site Description & context

Ownership:

Council

Current use/role:

Parking (at grade)

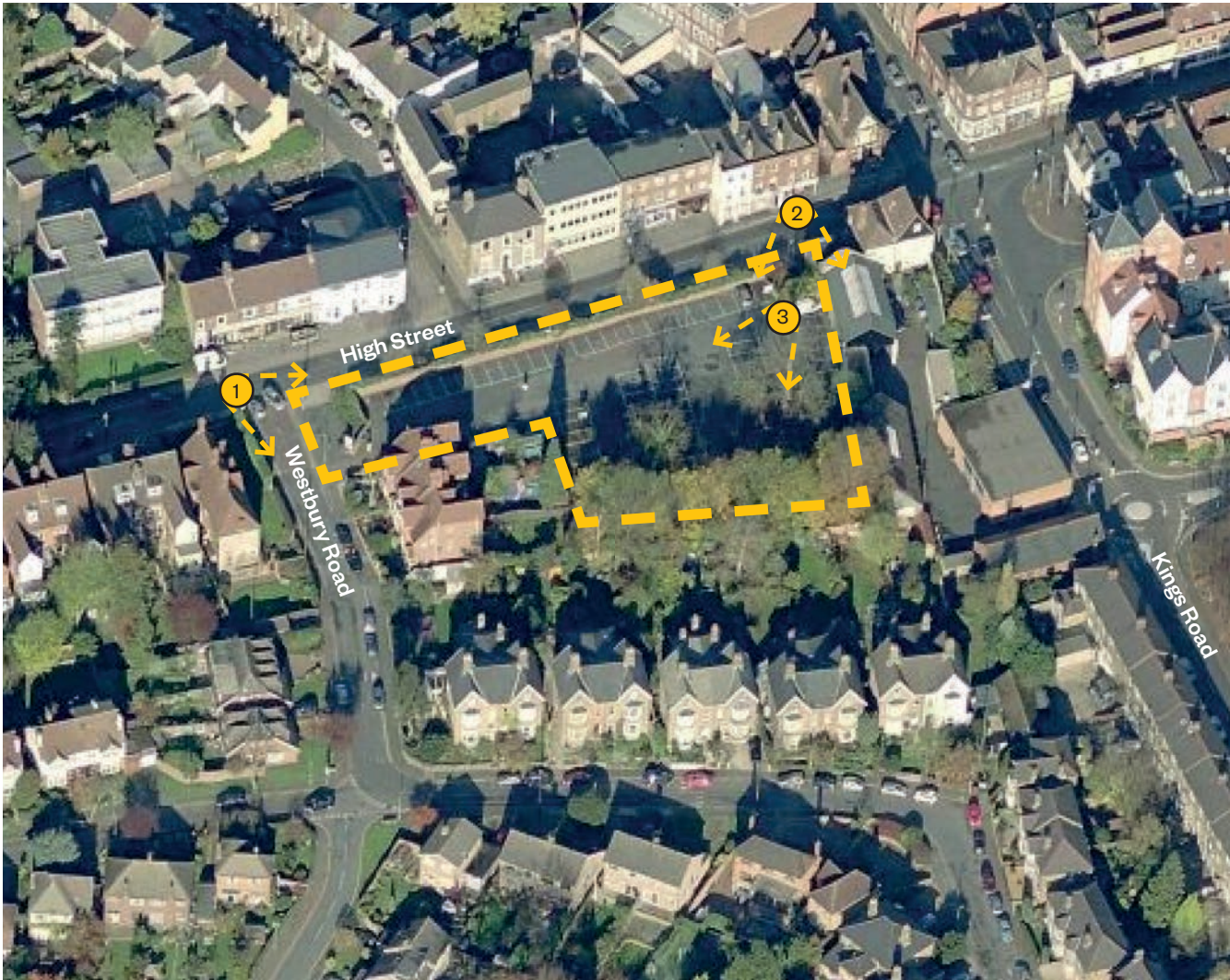
Vehicular access:

From the west via Westbury Road

Pedestrian access:

From the west via Westbury Road

From the north-east via High Street



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2



3

Source:

Aerial - Bing Maps

Photos 1 + 2 - Google Street view

Photo 3 taken by Levitt Bernstein on site visit to Brentwood (16 October 2016)

3 - Westbury Road

Constraints

The site has a strategic location close to the western gateway of the High Street. It has a poor interface onto the High Street, while the rest of the site is surrounded by blank façades and back gardens. To the south, there are large clusters of trees off-site, which cast large shadows across the site in the winter.

- Key
- Boundary of the potential area of development
 - Blank frontages and back gardens facing onto the site
 - W Poor relationship with the street
 - (P) Existing parking - need to reprovide parking bays
 - Listed buildings
 - Existing access to the parking area
 - - - Steep fall across the site



3 - Westbury Road

Opportunities

The site has the potential to spatially contribute and compliment the current massing and character of the existing context creating a better western gateway into the High Street.

There is a fall across the site to the west and south. The site contours present the possibility to provide a basement car park with a built over podium.

A sensitive approach to development is required with emphasis on promoting townscape qualities.

Key

Boundary of the potential area of development.

Vehicular access to the site

Existing links that would improve because of the development.

Active frontage along High Street.

Improve the public realm - Key Junction

+104.5

Existing change of level - Potential to use the difference to include under croft parking

P

Undercroft Parking



3 - Westbury Road




Proposed Layout






The design intention of the proposed scheme is seen as an infill development that improves the western gateway to the High Street.

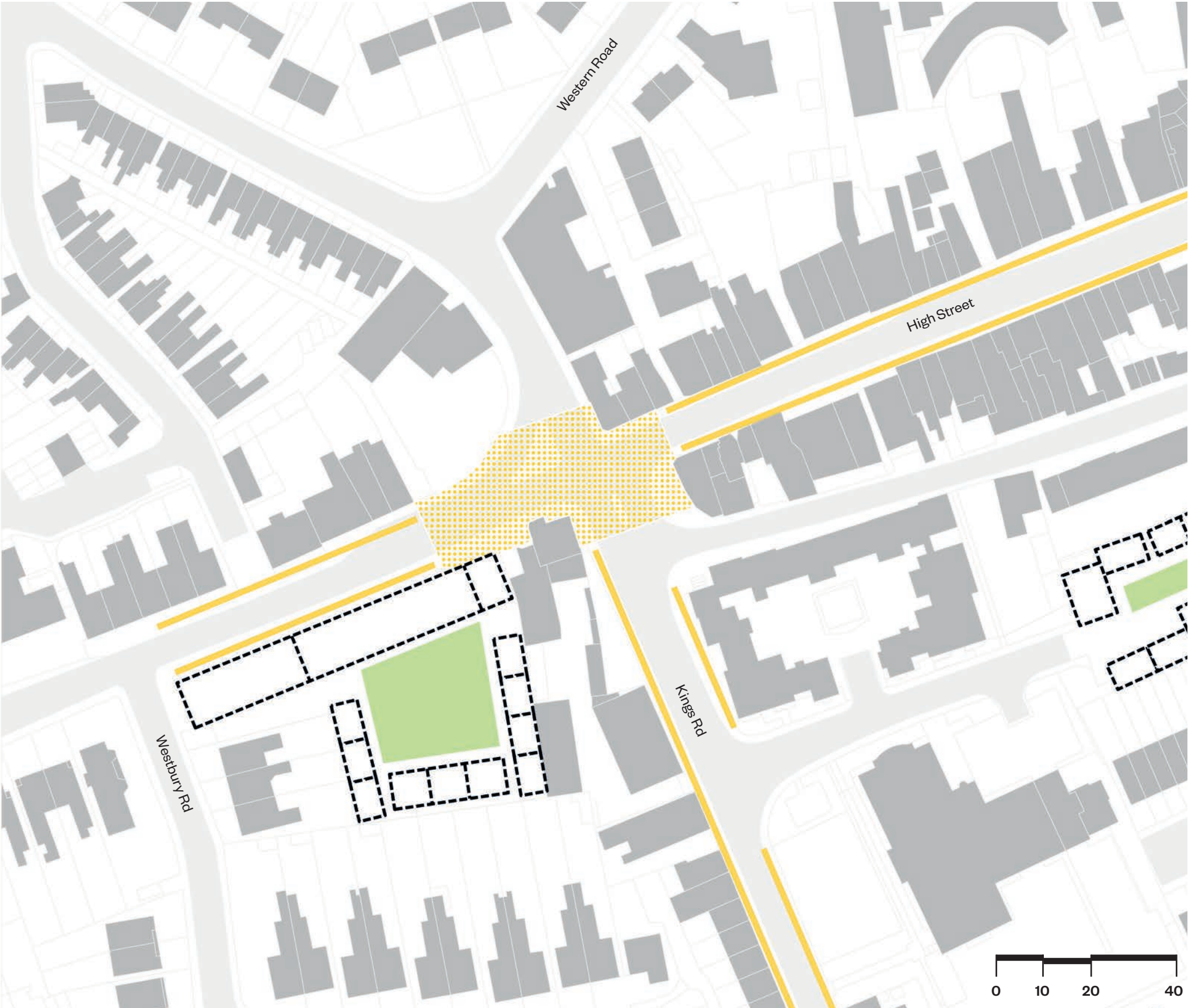
The new development includes various housing typologies, these include an apartment block and a cluster of houses around a semi-private courtyard.

The linear block along the High Street has flexible units on the ground floor that can accommodate retail or residential uses, depending on the demand and need.

All parking will be re-provided in the basement level by using the existing slope of the site.

Use	Existing	Proposed
	0	36 units
	0	200 sqm
	95 bays	95 bays

- Key
-  Indicative building footprints
 -  Public realm improvements
 -  Historic square (including Ruins site)
 -  Private courtyard spaces
 -  Sidewalk enhancement



3 - Westbury Road

Massing Study

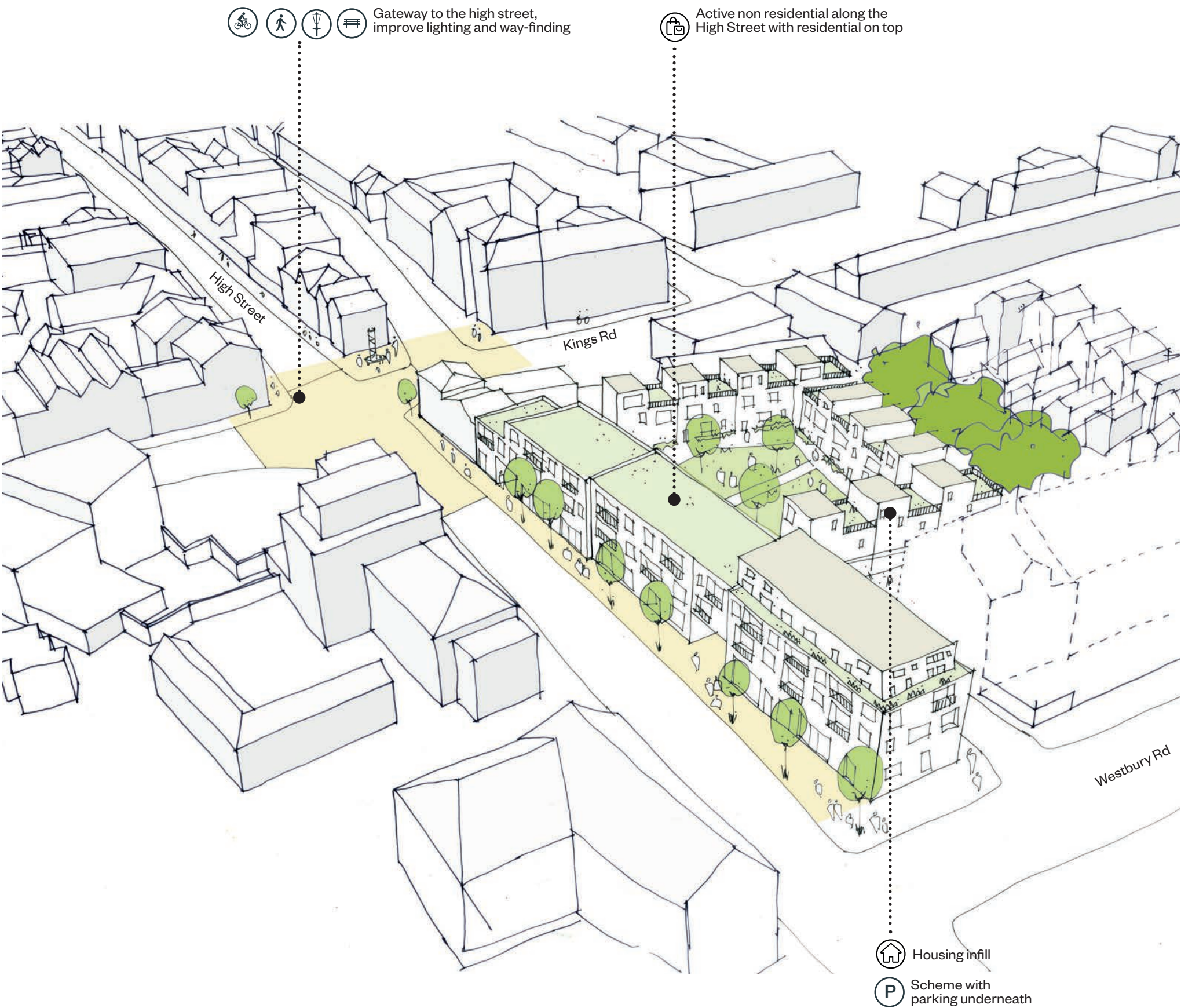
The massing of the proposed scheme is a response to its surrounding context.

The height of the linear block facing the High Street reduces towards the gateway, as a response to the listed building on the eastern edge of the site.

The taller marker element is proposed at the western end of the block, contributing to the feeling of gateway as approaching the High Street towards the west.

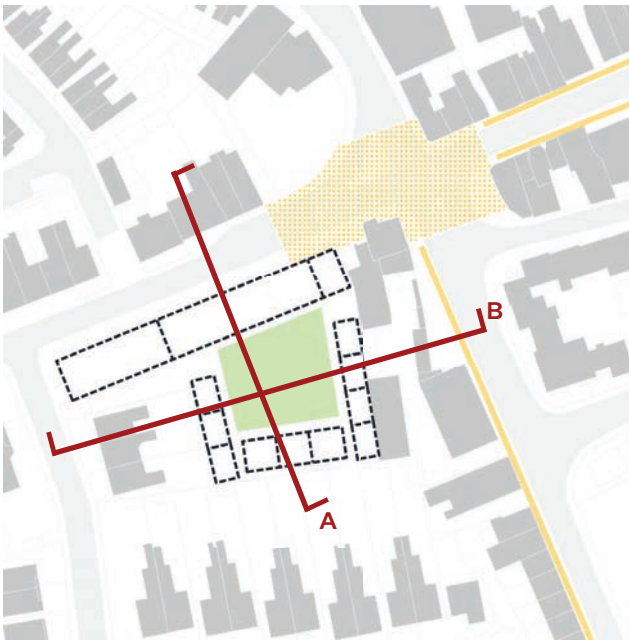
Key

- Housing
- Anchor store/retail
- Restaurants
- Parking
- Public realm interventions
- Street lighting
- Proposed / improve pedestrian routes
- Proposed cycling routes

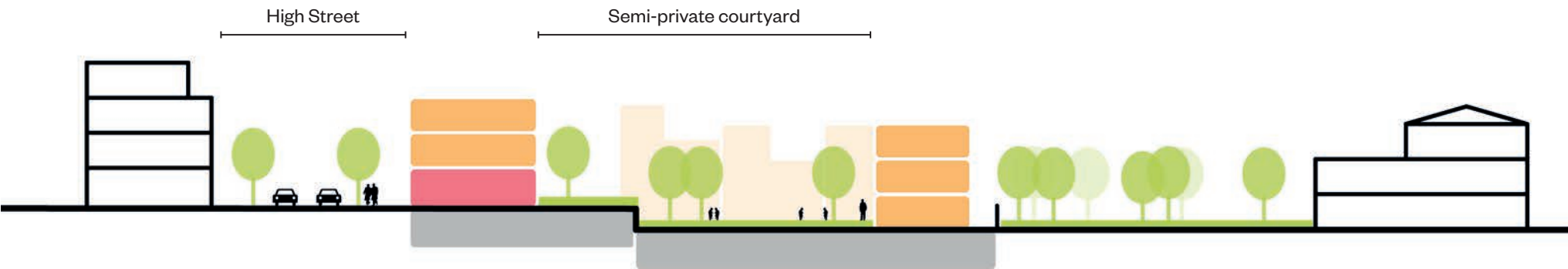


3 - Westbury Road

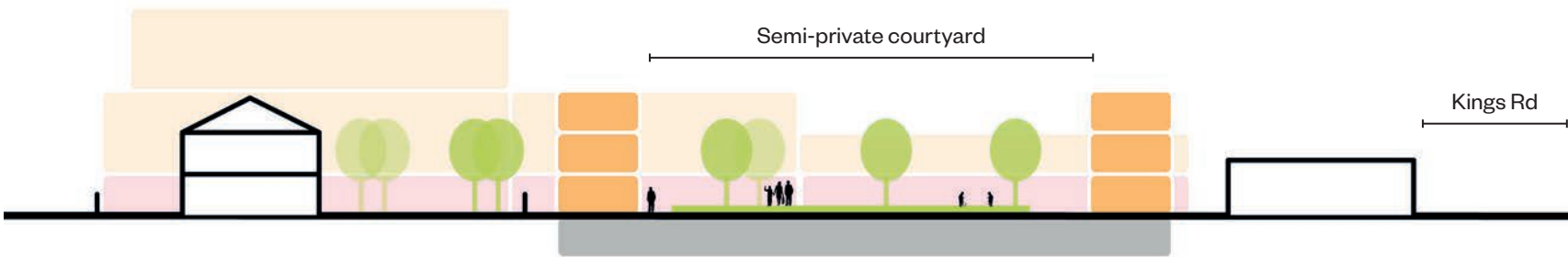
Site sections



Section A - The new development creates an active frontage along the High Street and a semi private courtyard enclosed by houses to the rear.



Section B - The scale and height of the proposed scheme responds to the surrounding buildings. There is potential to push the heights towards the west to create a gateway building to the High Street.



- Key**
- Housing
 - Parking
 - Retail

3 - Westbury Road

Precedents: Urban Character & Courtyard Typology



Active frontages facing the semi-public courtyard



Scale of the houses and the blocks



Soft landscaping to soften semi-private courtyard



Balconies overlooking semi-private courtyard space