

Chatham Way



3 - Chatham Way

Site Description

Ownership:

Council

Current use/role:

Parking (at grade)

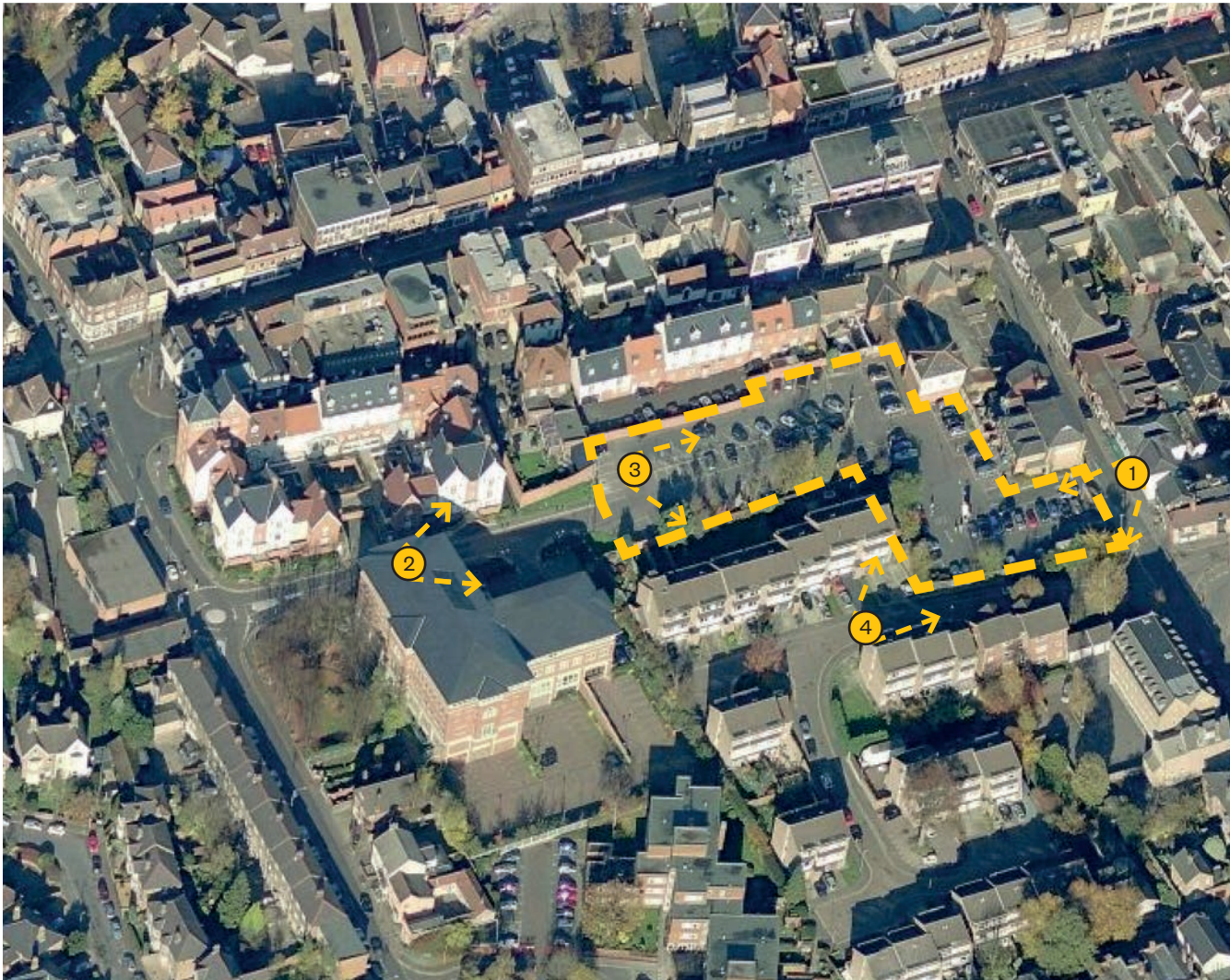
Vehicular access:

From the west via Chatham Way

Pedestrian access:

From the west via Chatham Way

From the east via Crown Street



1



2



3



4

Source:

Aerial - Bing Maps

Photo 1 - View from Crown Street

Photo 2 - Image of the main car park access in Chatham

Photo 3 - Image of the car park

Photo 4 - Surrounding image

3 - Chatham Way

Constraints

The site has a strategic location close to the western gateway of the High Street and falls within the conservation area. It is well embedded in the Town Centre, but surrounded by blank façades and rear gardens.

- Key
- Boundary of the potential area of development
-
- Blank frontages and back gardens facing the sites

W

P



3 - Chatham Way

Opportunities

The site has the potential to spatially contribute and compliment the current massing and character of the existing context.

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

A sensitive approach is needed 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 Crown street

Improve the public realm - Key Junction

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

Undercroft parking



3 - Chatham Way




Proposed Layout




The design intention of the proposed scheme is to create an pedestrian oriented development to compliment the urban fabric of this part of the Town Centre.

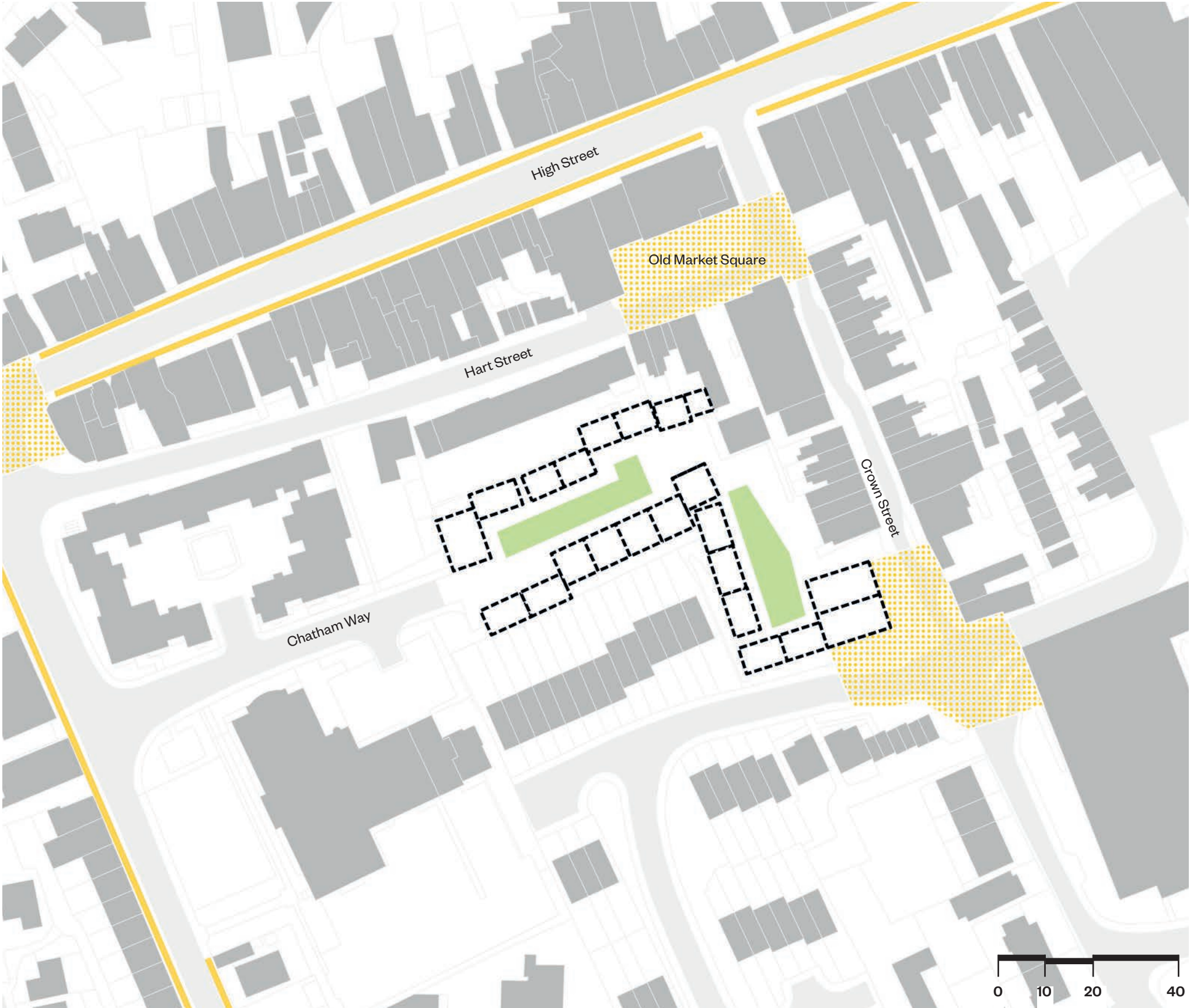
The proposed scheme includes residential backing onto the existing back gardens on the northern and southern edges of the site. On the eastern edge, a 4-storey gateway building block is strategically placed with apartments and retail on the ground floor.

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

Some public realm improvements are proposed. The option of recovering the historical Market Square needs further investigation.

Use	Existing	Proposed
	0	31 units
	0	187 sqm
	113 + 3 bays	105 bays

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












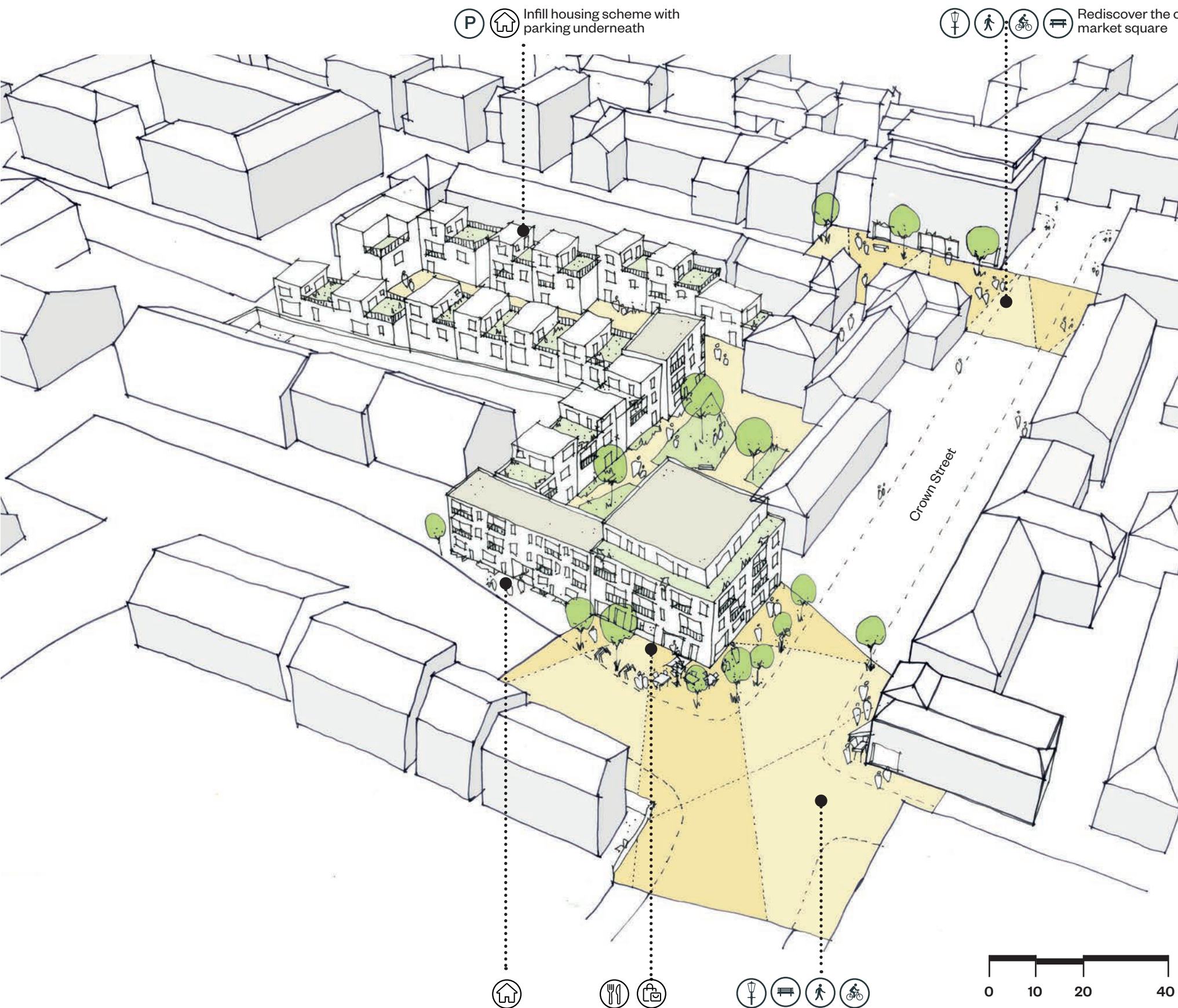
3 - Chatham Way

Massing Exploration

The proposed massing responds to the character of the surrounding context. A sensitive approach is adopted with emphasis on promoting townscape qualities, retaining, and enhancing the character of Crown Street.

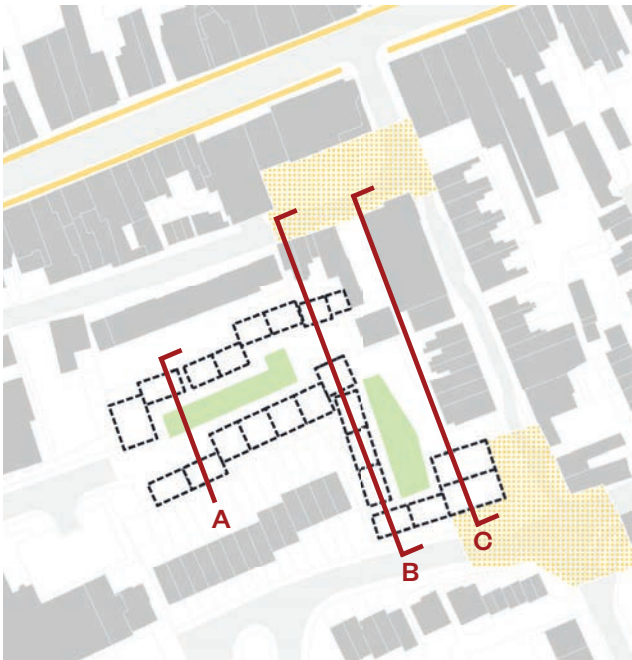
The residential development is predominantly 2-3 storey in height. The gateway block on the corner of South and Crown street is 4 storeys high with a set-back.

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



3 - Chatham Way

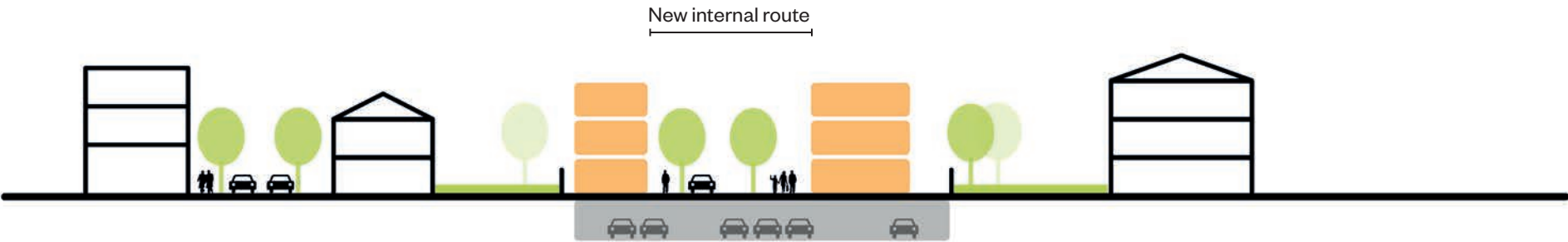
Site Sections



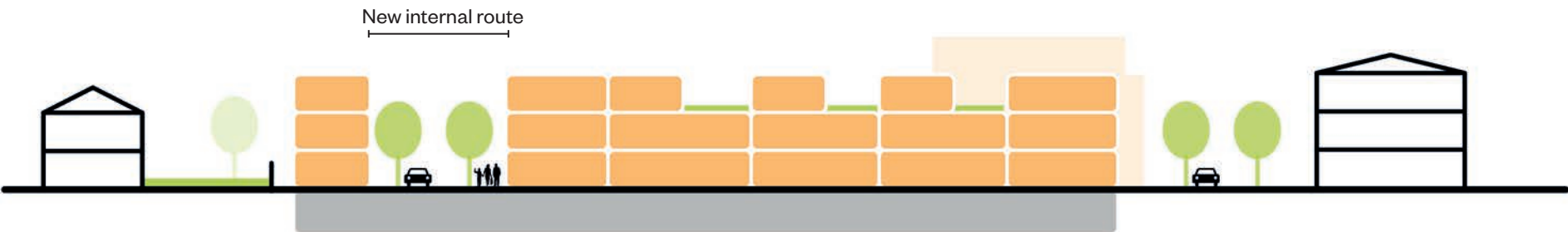
The three sections show the height of the buildings and the intimate scale of the internal street space going through the site.

- Key
- Housing
 - Parking
 - Retail

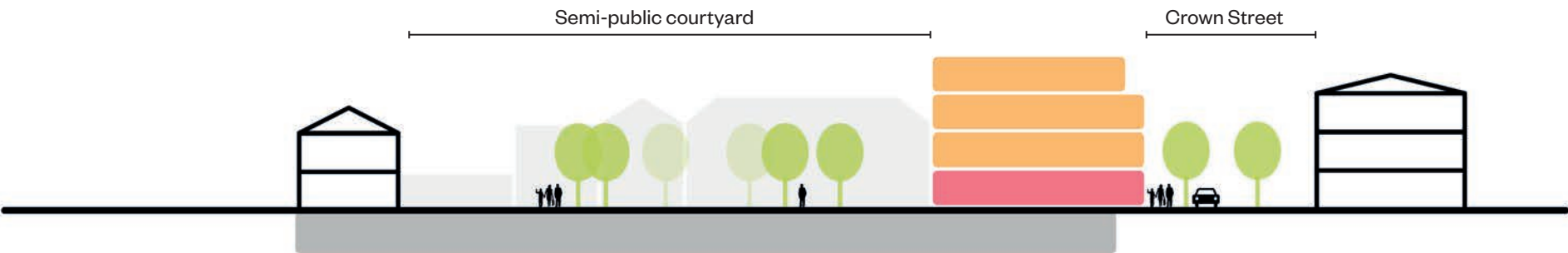
Section A - New infill development backing to the existing adjacent back gardens



Section B - The scheme's main typology are houses with a side terrace and no need of back gardens



Section C - The point block in the corner of Crown Street has to continue with the character of the street as well as provide an active frontage and respond to the scale.



3 - Chatham Way

Precedents: Urban Character



Scale and typology along the southern and northern edge of the site



Front gardens facing the semi public area



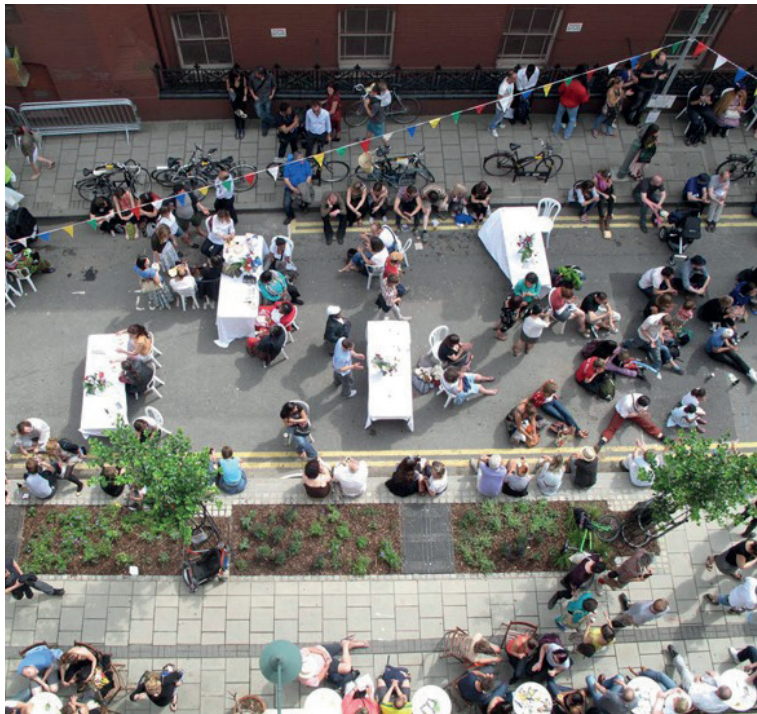
Shared surface



Respect the scale and character along Crown Street



Promote small retail units to the corner of Crown and South Street



Flexible character of Crown Street



4 - Design Plan

Returning to the Whole

4 - Design Plan - Returning to the whole

Town Scale

We have looked at the scope for development on individual sites of the Town Centre. However, for Brentwood Town Centre to be successful and thriving place, we must look at the wider context to see how each of these individual interventions would help to reinforce the centre collectively.

It is very important to have a holistic view of the Town Centre and its regeneration. Every site has to work well within the wider proposed spatial strategy.

It is clear how each of the sites spatially contribute to create a permeable and pedestrian focused environment.

Not only do the identified sites play a key role in this plan, but they help to bridge severed routes and connections, making the public realm strategy a vital element of the Design Plan.

The adjoining spatial framework shows the scope of infill on individual sites, connecting into the wider public realm armature.

Key

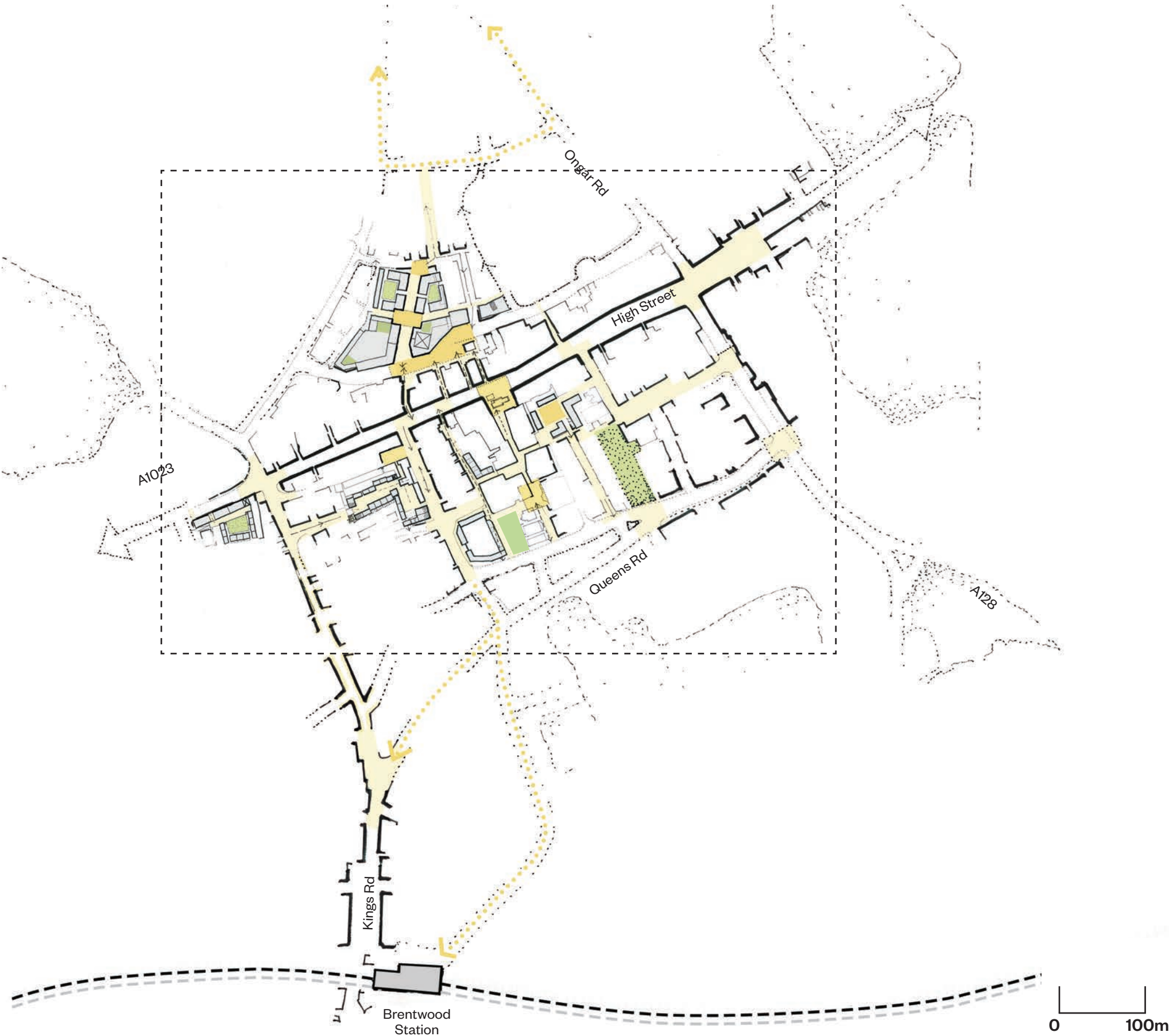
Indicative building footprints

Strategic public realm space

Proposed public realm network

Pedestrian movement

Green space



4 - Design Plan - Returning to the whole

Town Centre Scale

As part of the strategic vision, the proposed improvements and developments across the Town Centre are very important and will help to create a more coherent Town Centre through incremental change over time. The interventions must fit well into the Town Centre and enhance its unique character.

The proposals individually respond to their immediate surrounding context, but also adhere to the wider Town Centre design plan strategy.

The adjoining spatial framework shows how the proposed layouts respond to the urban grain and character of the place, helping to reinforce spaces, streets and key connections.

The proposed urban forms, typologies and quantum of uses demonstrate how each of these sites could be developed within a short to long term period, allowing a level of flexibility for sites that would come up in later stages of the plan and its development.

Key

Indicative building footprints

Strategic public realm space

Proposed public realm network

Pedestrian movement

Green space



4 - Design Plan - Returning to the whole

Design Plan - Perspective

The three-dimensional representation shows how the various interventions in the Town Centre work together and are fully integrated into the existing urban fabric.

This perspective shows how the north-south connections are reinforced and better defined by the potential proposed interventions. It helps us understand how the public realm armature and its key links and elements are critical to the structure of the place and the unique character of the High Street.



4 - Design Plan - Returning to the whole

Public Art Strategy

Public art as a public realm strategy can be a very effective form of urban acupuncture (small urban design initiatives or “pinpricks” that can make large impacts).

Public art makes people engage with the site and create a sense of belonging.

Public art can be expressed in many forms such as mural paintings, lighting, sculptures or even street furniture. It can be used as landmarks and can be a very useful wayfinding device.

Brentwood Council received a sculpture piece from a local artist. A series of potential sites have been identified in Town Centre where an art piece could be placed. For each site, a series pros and cons have been generated.



4 - Design Plan - Returning to the whole

Sculpture piece

The ‘Pilgrims Staff Sculpture’ is a stainless steel, bronze and stone piece with four inlays arrayed along the axial routes. It is a representation of the importance of Brentwood as a crossroad point for the trade and pilgrims routes North to South and East to West across Essex.

The sculpture currently has a temporary home in front of Brentwood Town Hall, but a permanent home is needed where people can better enjoy this piece of public art.



1. The Chapel Ruins



Pros

- It could be placed in a short period of time.
- The location of the square in the middle of the High Street, makes it a very strategic site.

Cons

- It could compete with the Ruins.
- The square could look overcrowded and cluttered.
- The square would lose flexibility in terms of use.

3. The Old Market Square



Pros

- It compliments the historical context to the representation of the sculpture relates to.
- It would add value and character to the square.

Cons

- It is a long term view location.

2. Kings Road Gateway



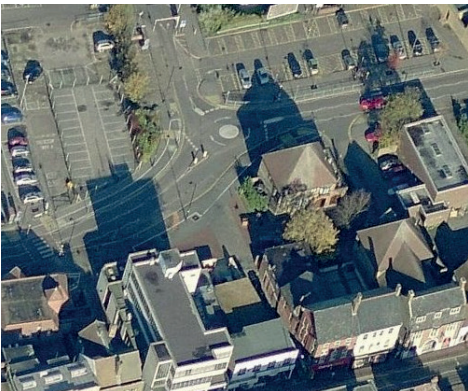
Pros

- It could become a landmark when entering the Town Centre along the Kings Road from the station area.
- It could be used as a wayfinding element to the Town Centre.

Cons

- The current junction is predominantly car-dominated.
- There is a strong need to improve the junction to accommodate vehicular flows, and sidewalk improvements for pedestrian and cycling movement
- The placement of the art piece can therefore prove to be complex.

4. William Hunter Way



Pros

- It would give character to the proposed square.
- It would mark an entrance to the High Street along this northern gateway.

Cons

- It is a long term view location.
- The scale of the art piece might not be suitable for a square of this size.