



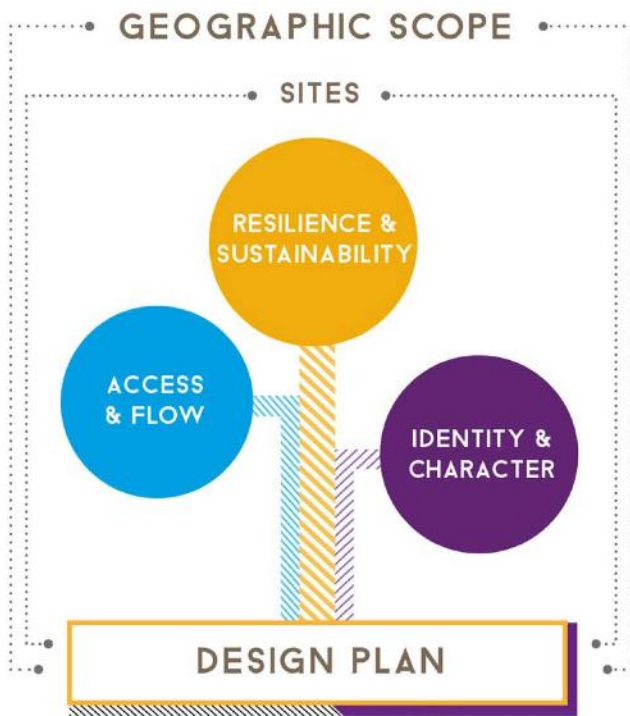
# Brentwood Town Centre Design Plan

The Council developed a brief which called for a strategic design-led plan for Brentwood Town Centre, to complement the Local Development Plan (2016) for the Borough. The Plan placed importance on the Town Centre's role as the focus for economic growth, and for the town's ambition to continue to be a great place.

Central to this vision is the role of identifying opportunity sites and how redevelopment can help meet a variety of local needs and future growth.

The brief set out the following objectives:

- To create policy and guidance to shape future development opportunities and how these best fit and improve the Town Centre.
- Explore the key sites of William Hunter Way, the Baytree Centre and the Chapel Ruins (Scheduled Ancient Monument). These strategic sites can help link and improve permeability for the overall appearance of the High Street and wider Town Centre.
- A range of issues need to be considered alongside development opportunities, which include access, economic development, heritage, retail spaces, and collaborating with stakeholders.



## Identity and Character

Explore local character, heritage and the Town Centre's various uses, such as culture and arts, attractions, retail and leisure, homes, businesses and public realm.

## Resilience & Sustainability

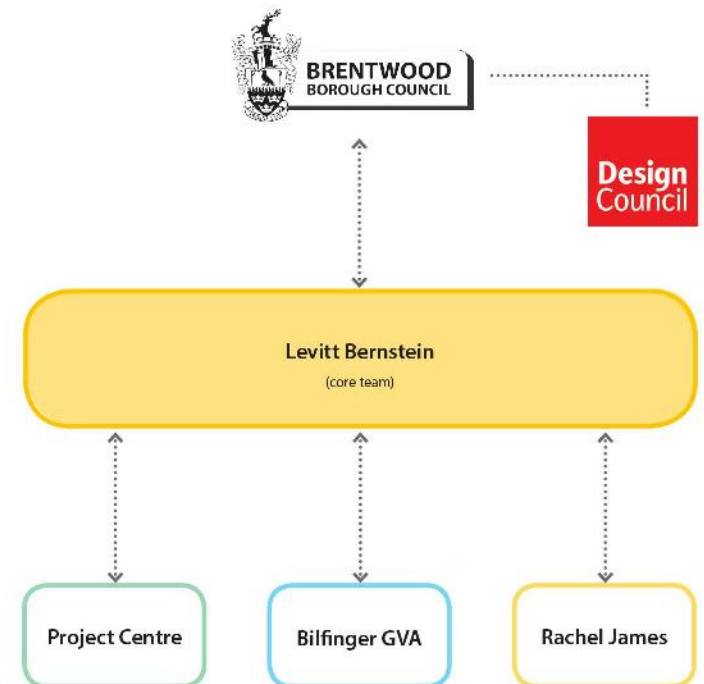
Identify how the High Street will adapt and manage change, the funding and delivery of improvements and the ability to provide an inclusive environment to a range of people and varied user groups.

## Access & Flow

Highlight the transport choices available and analyse the way people use spaces and move around the Town Centre.

The project team delivering this strategy and site proposals is led by Levitt Bernstein (vision, masterplanning, urban design and site feasibilities, landscape and sustainability) with the following specialist consultants:

- Bilfinger GVA - viability, retail and market analysis
- Project Centre - transport advice
- Rachel James - heritage consultant



**"The work will compliment the Local Development Plan for the borough, which places importance on the town centre's role as the focus for economic growth, and for the town's ambition to continue to be a great place..."**

- Brentwood Town Centre Design Plan Consultants Brief | July 2016 -