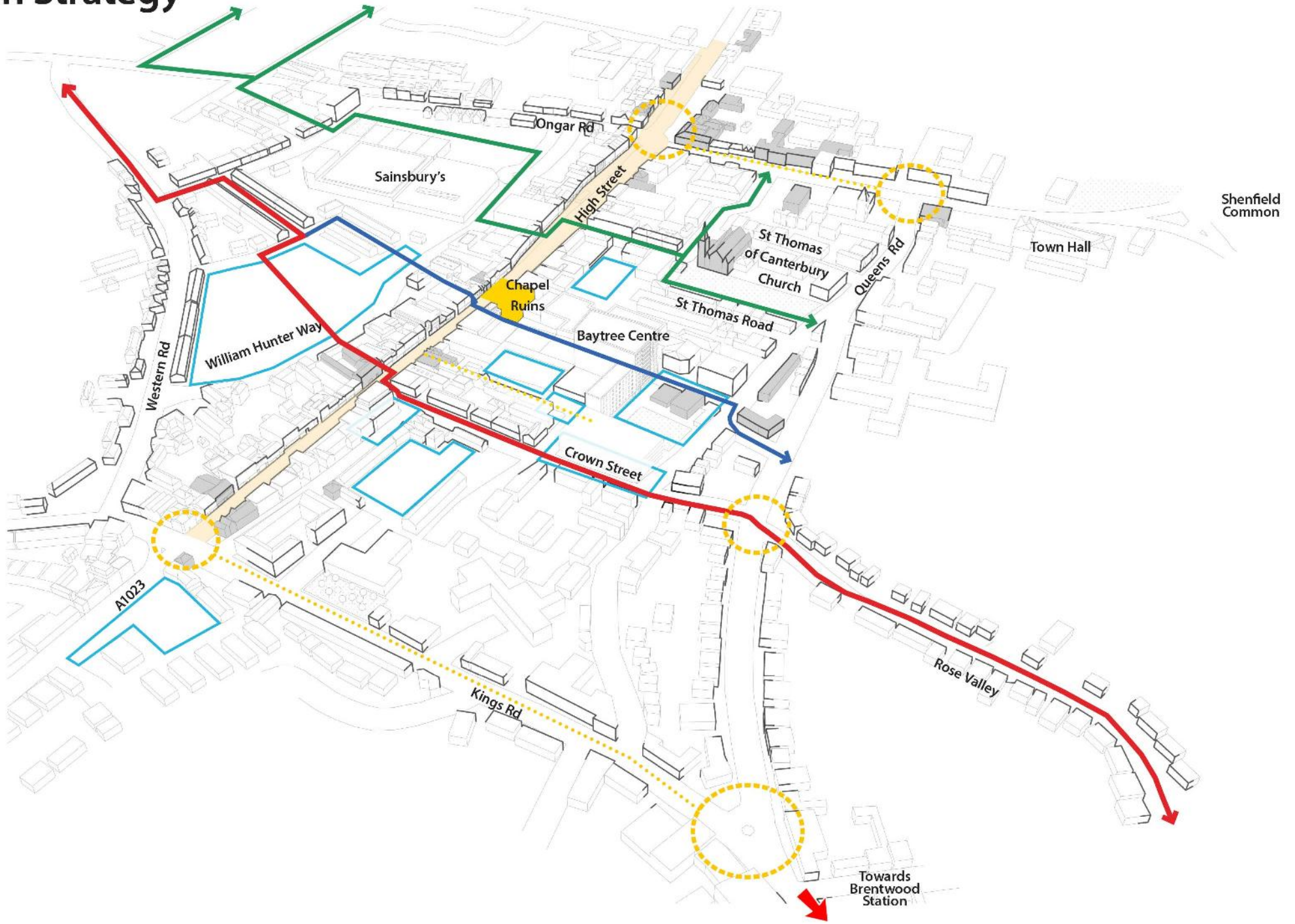




Brentwood Town Centre Design Plan

Main Strategy



When looking at the Town Centre as a whole, a lack of north south permeability was identified. We believe that all proposals in the Town Centre should encourage this north-south movement.

We identified four key routes for potential 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 of key gateways.
- **Red:** The Red route is seen as a potential first phase of development. Along this key north-south link there are Council owned sites with the potential to be developed in early phases. The interventions on this route could set a precedent for future development and change.
- **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 Coptfold 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 school facilities in Brentwood.

The Design Plan looks at potential development opportunities on strategic sites, which will help to improve connections and linkages between the many up and coming destinations within the heart of Brentwood.

The highlighted routes in red, blue and green provide a sequence for how the Town Centre could grow and improve over the long term.

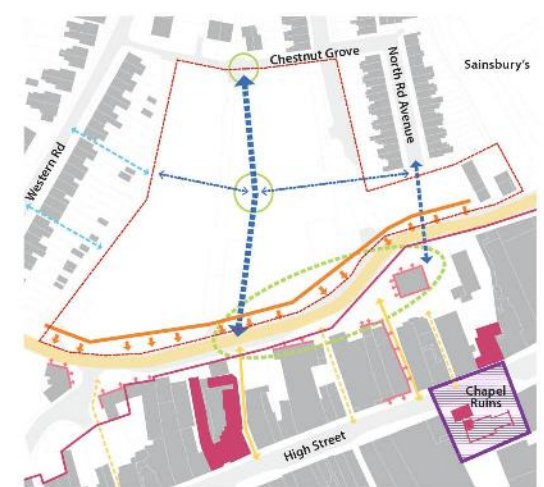
Sites like William Hunter Way, Chapel Ruins and South Street could be developed in early stages and could form extensions to activities along the High Street.

The Baytree Centre forms a critical part of the Town Centre and could be part of the second phase of development, helping to improve connections to Coptfold Road in the south and South Street further. It also provides an opportunity to improve the setting of the Chapel Ruins within a new public square on the High Street.

Extract of potential opportunities for identified sites



Chapel Ruins Area



William Hunter Way