



Brentwood Town Centre Design Plan

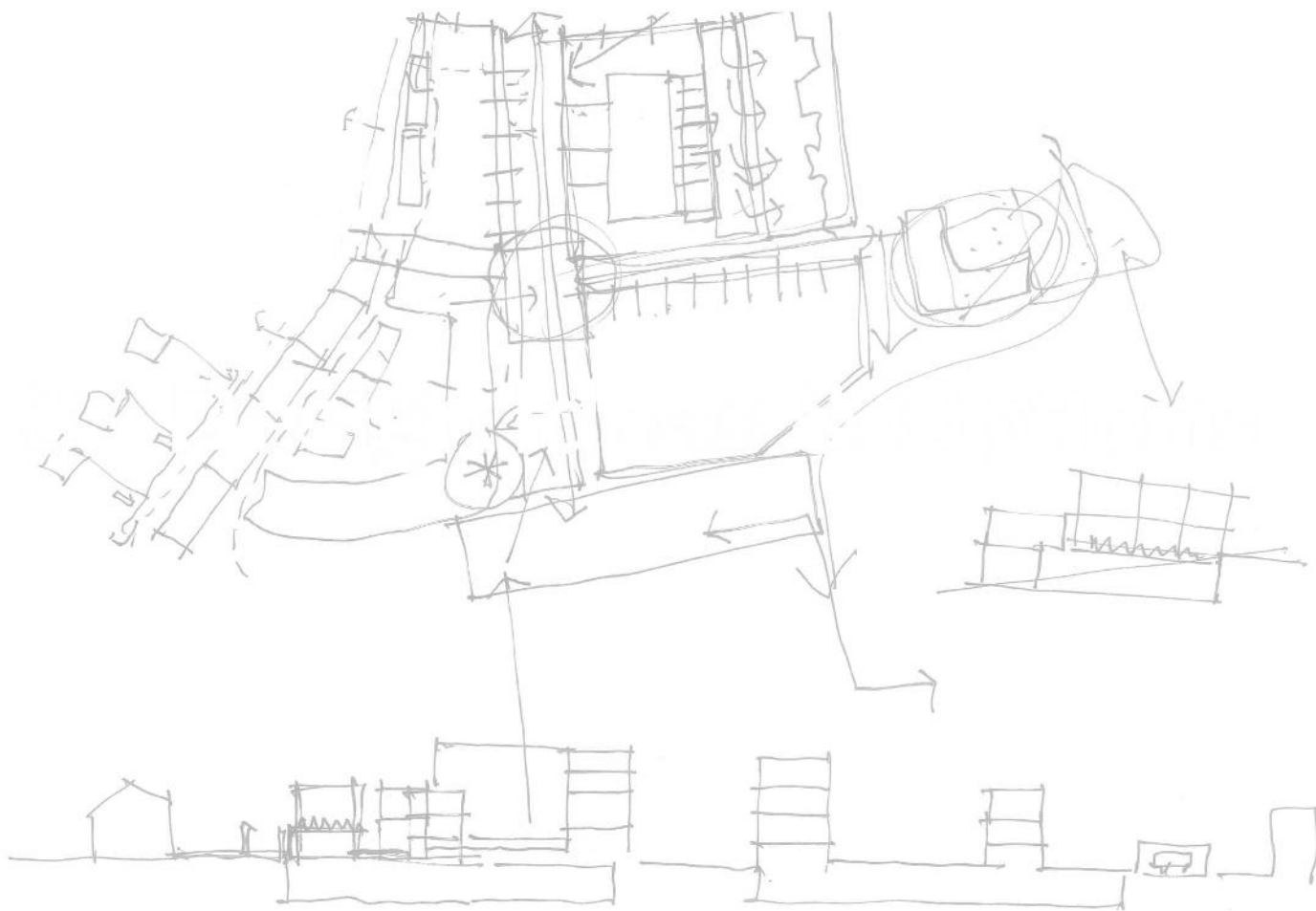
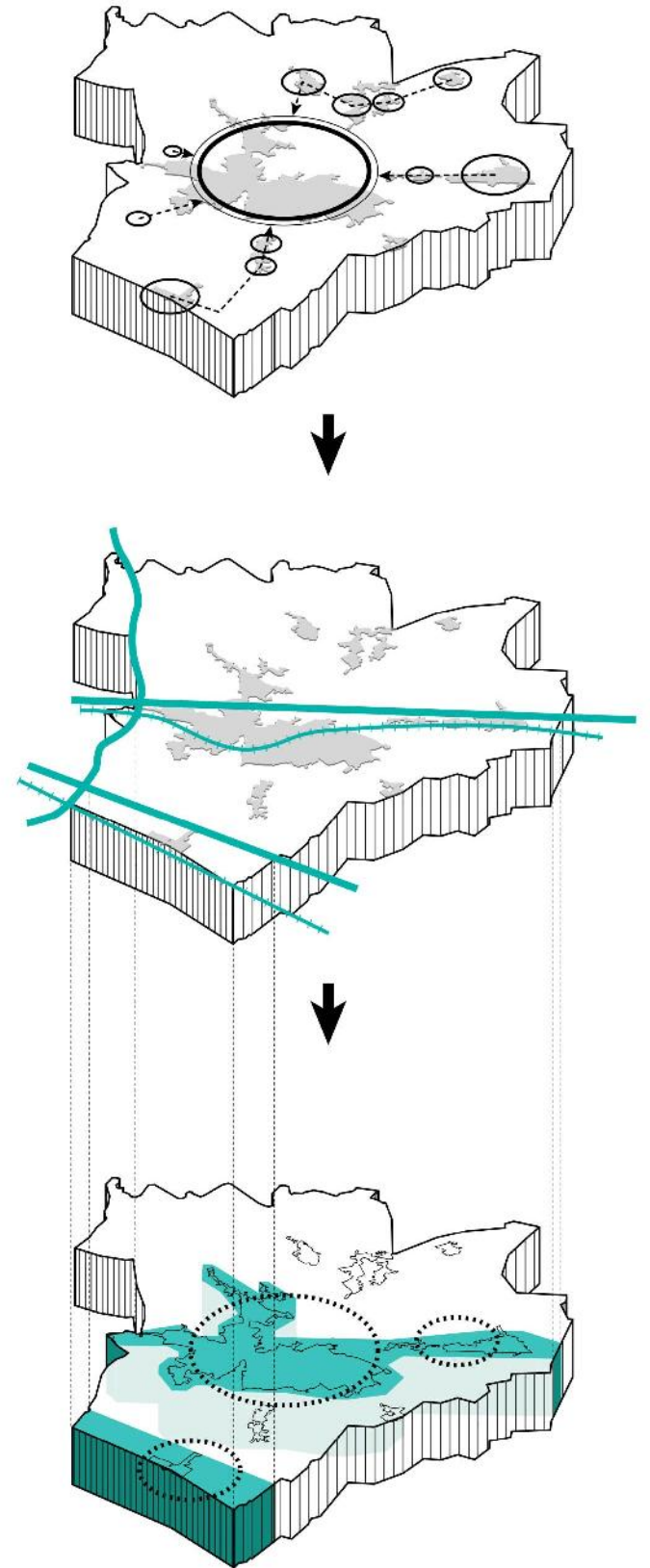
Way Forward

The Design Plan has identified a range of opportunities and interventions that can enhance the vitality and viability of Brentwood Town Centre in the future, it provides a framework to guide the actions of the Council and its partners over the short, medium and long term.

Realising the potential of the town will require a coordinated approach to intervention that builds on the Design Plan's approach to understand Brentwood as a place and how transport, urban design and commercial activity/development are inter-related in terms of maintaining the health of the town.

Next steps include:

- Town Centre vision and draft proposals will inform the Council's Local Development Plan for the Borough – setting future objectives and policies to guide development, aiming to balance the requirement to meet development needs whilst maintaining our local character.
- The Design Plan will be adopted by the Council, to be used by Planning Officers when making decisions on development proposals in the Town Centre.
- Development briefs will be developed for Council owned sites identified in the Design Plan document, starting with William Hunter Way. Development proposals will need to be consistent with the vision and aims set out in the Brentwood Town Centre Design Plan, ensuring new development contributes to the rest of Brentwood.
- The Design Plan and associated work will help the Council collaborate with partners and stakeholders on issues concerning the Town Centre, providing a framework for opportunities and expectations.
- A Design Code will be created to sit alongside the Design Plan, further informing how development should be planned in the area. This will help us make sure new buildings and spaces achieve a high quality, fitting in with existing built form and best practice.



... to be continued