



Brentwood

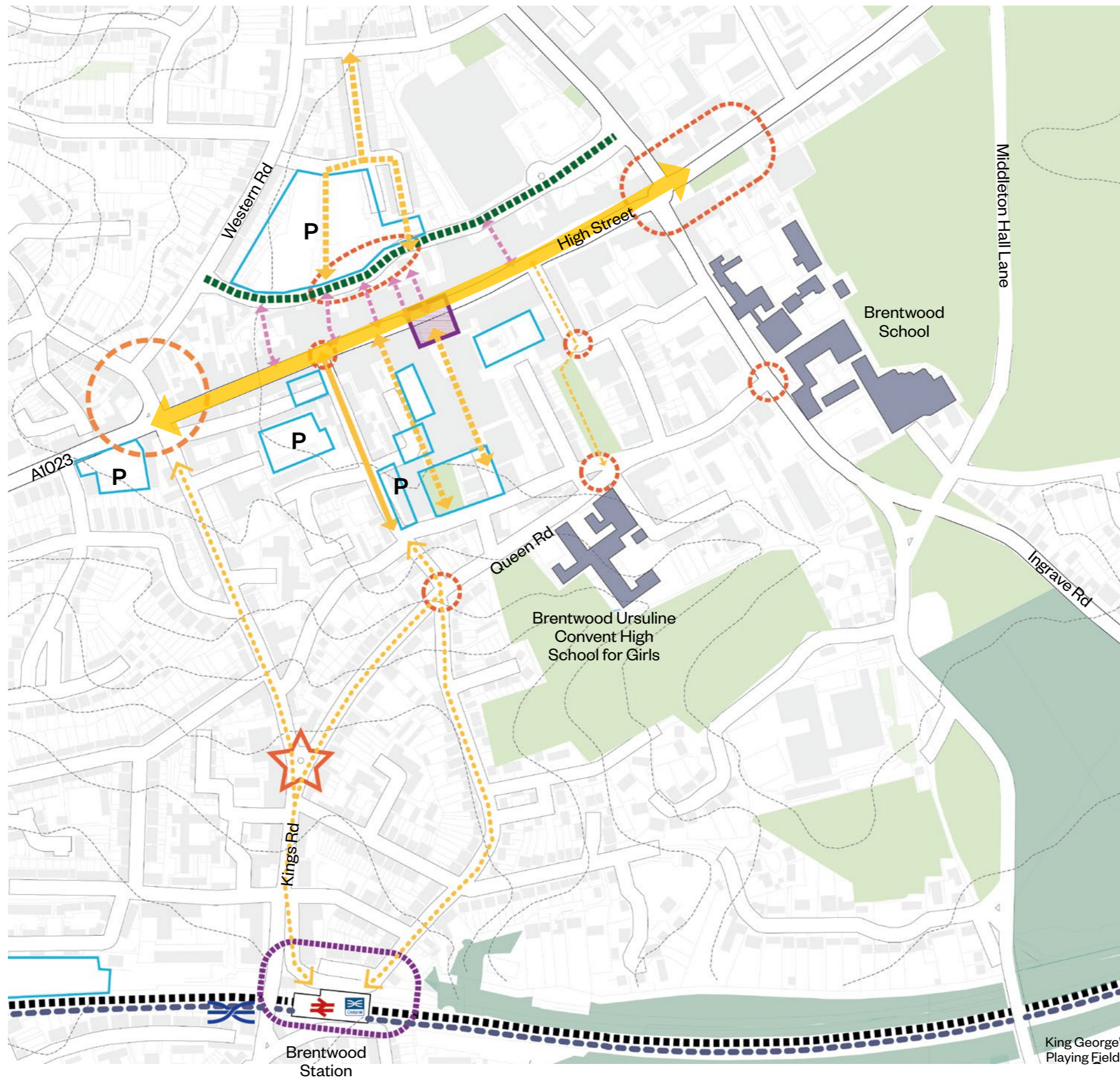
A design led vision



The design brief



The town centre



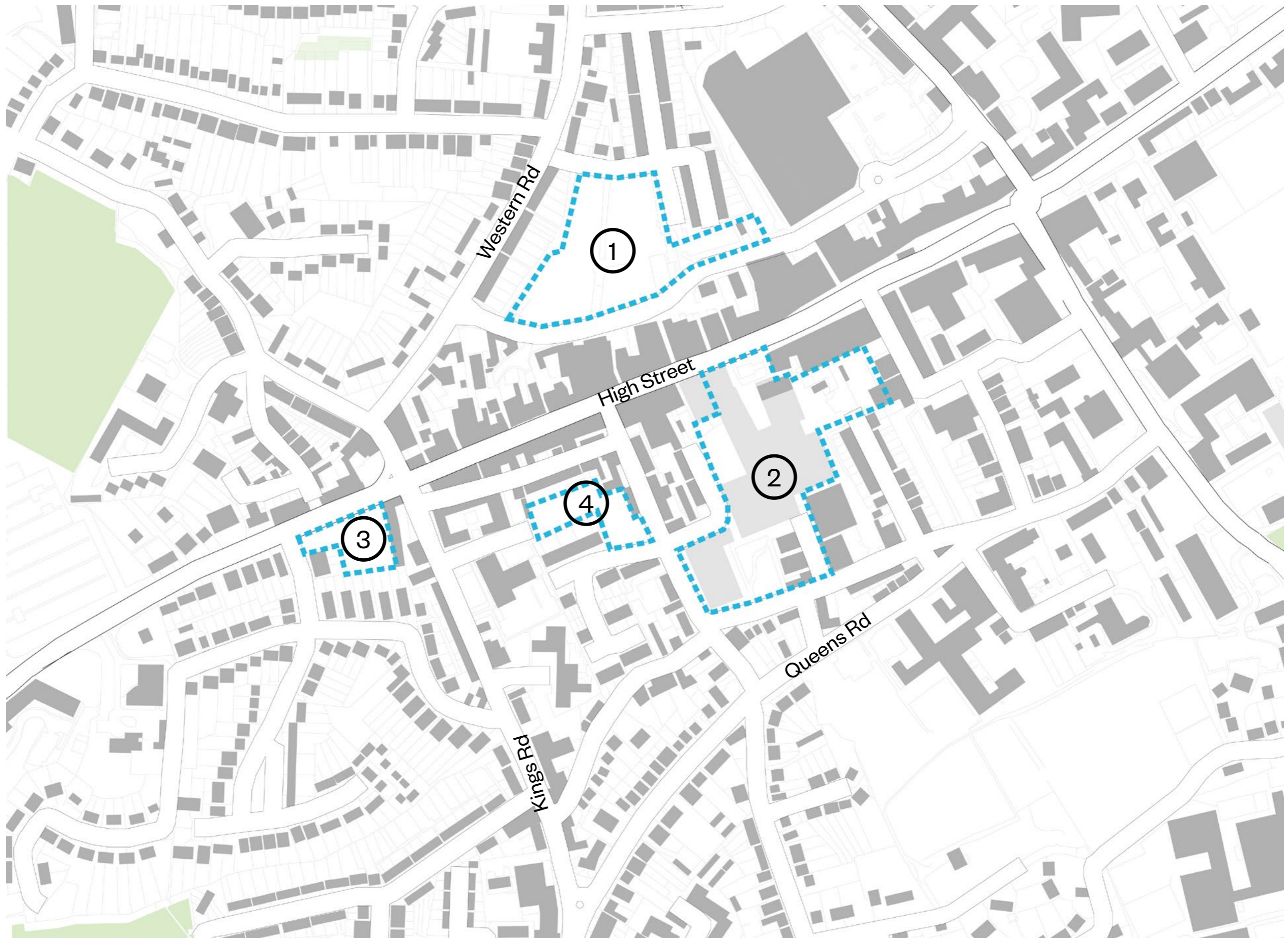
Geographic scope



Brentwood High Street



Wilson's Corner



Development opportunity sites



Baytree Centre



Westbury Road

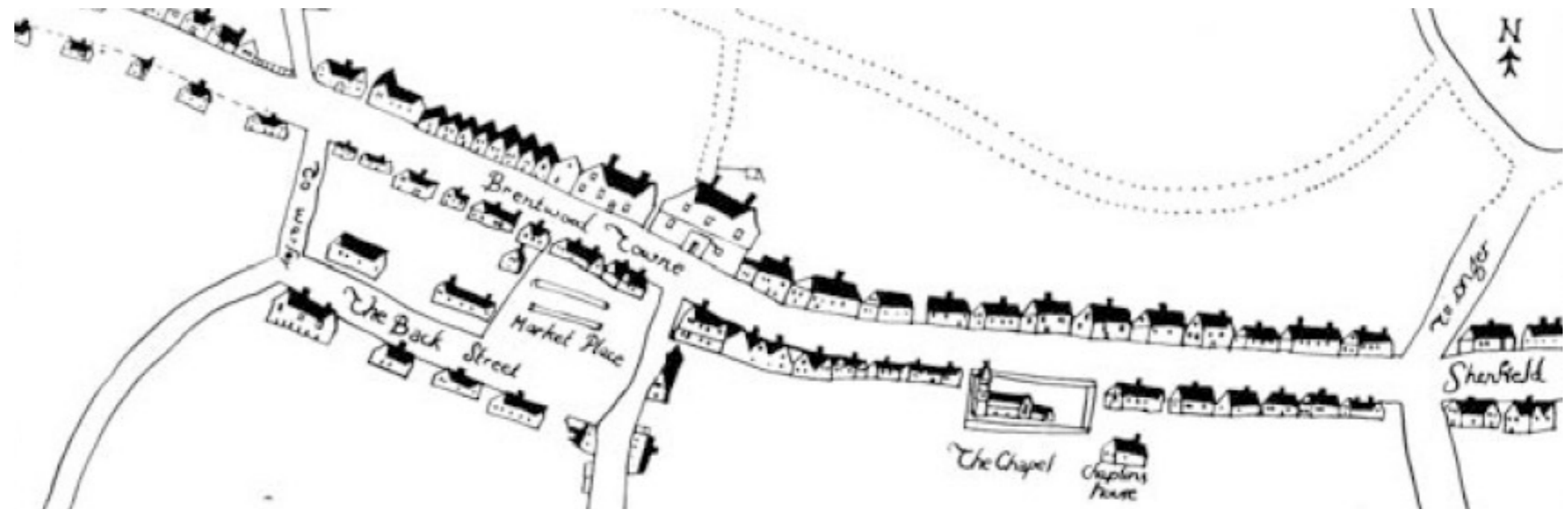


William Hunter Way



Chatham Way

Brentwood DNA



1717



1872



Brentwood High Street 1906

What are the lessons from the past?



...and the present?



The Chapel Ruins



Crown Street



King George's Playing Fields



Mixing uses and activities



strawberries
£4

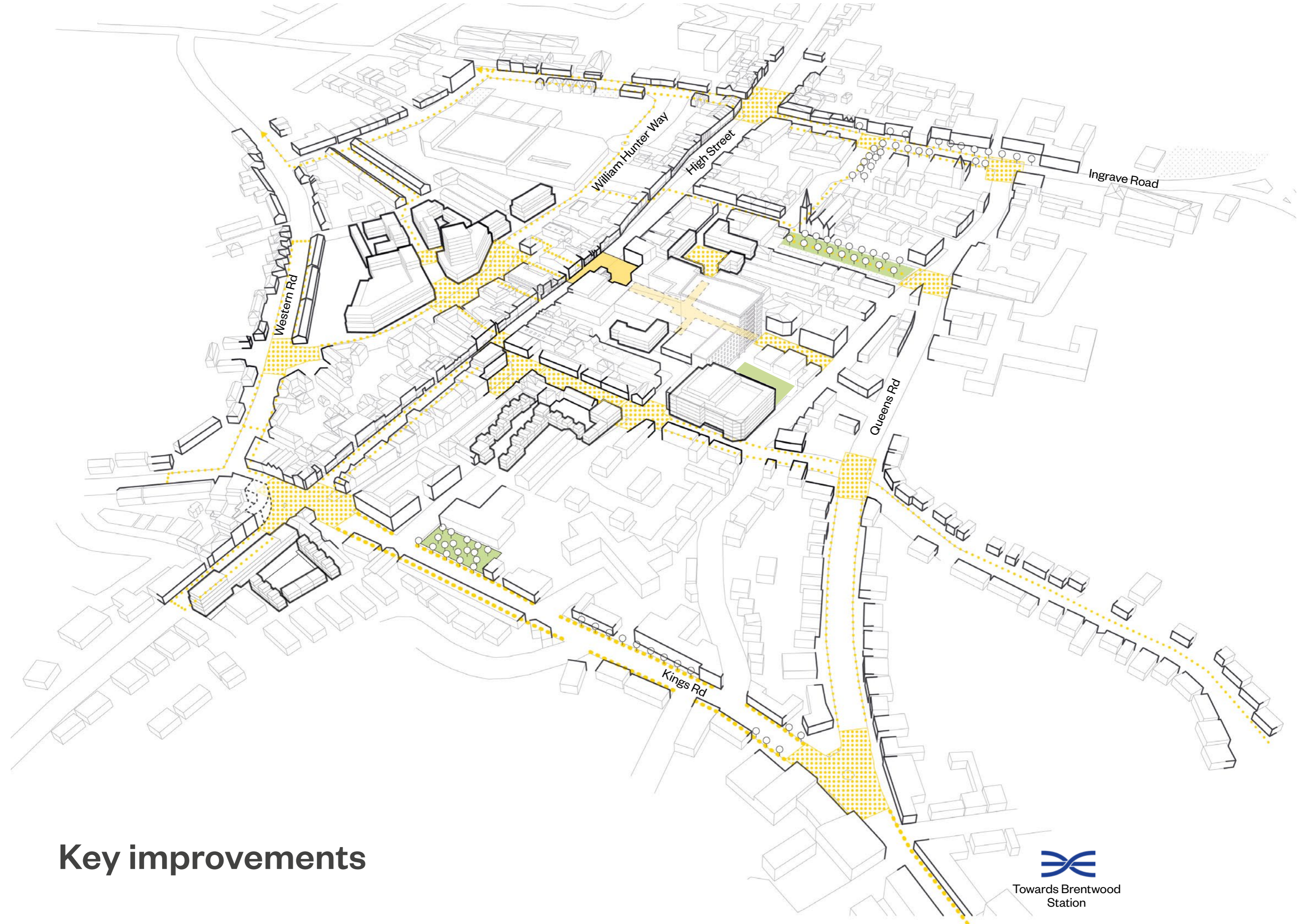
Conference Pears NEW CROP
£1.00 Per Bowl

Clementines
£1.00 Per Bowl

ROYAL GALA
£1.00

Delightful Peaches
£1.50

Brentwood local market



Key improvements



Towards Brentwood
Station



Gateways



William Hunter Way

Delivery considerations

- Maximise the role of Crossrail
- Importance of improving links, connections and opportunity sites
- Aim to attract visitors to spend time in the town and improve the public realm.
- Council owned sites offer the best immediate delivery opportunity
- PRS model could fund potential new cinema in the town on William Hunter Way site
- Promote working and start up initiatives.

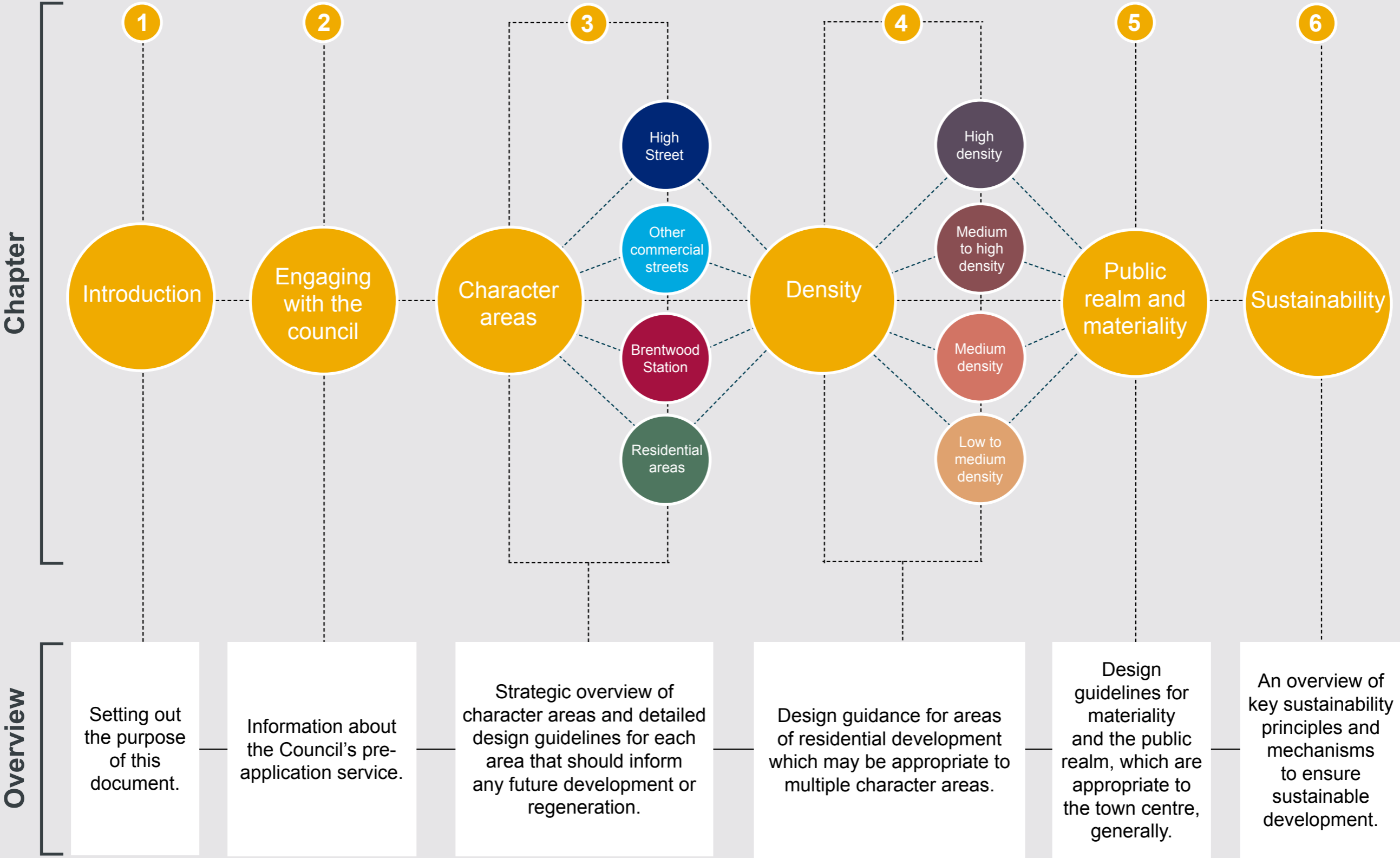


New workspaces: Westbury Gateway

Future

- Ongoing health of the town requires a holistic approach. Mobility, urban design and commercial activity need to be considered in the round.
- Getting the public realm right is critical for the development of a successful place.
- Build to rent opportunities may offer development opportunities for a wider range of commercial options.
- Success of the town will depend upon ability to park and move around a seamlessly integrated place - full of joy, surprise and delight.

Structure of the Brentwood Town Centre design guide



Design guide



Thank you

glyn.tully@levittbernstein.co.uk

