

BRENTWOOD BOROUGH COUNCIL

BRENTWOOD DRAFT LOCAL PLAN PREFERRED SITE ALLOCATIONS
CONSULTATION

ON BEHALF OF THREADNEEDLE UK PROPERTY AUTHORISED
INVESTMENT FUND

MARCH 2018



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Summary and conclusions

- S1 This submission provides detailed comments on Brentwood Borough Council's Draft Local Plan Preferred Site Allocations (January 2018) consultation document, its Sustainability Appraisal and accompanying evidence base documents, including the Housing Economic Land Availability Assessment, on behalf of Threadneedle UK Property Authorised Investment Fund and their interest in the Baytree Centre.
- S2 The Baytree Centre is located in a highly sustainable location at a prominent part of Brentwood High Street in the heart of the town centre. It plays a key role in meeting Brentwood's current retail needs, providing a mix of retail, business and leisure uses with 10,089sqm of floorspace over two floors. However, the Centre currently experiences very high levels of vacancy, revealing the challenges with retaining existing tenants and attracting new tenants. It also suffers from poor connections and a limited visual relationship with the surrounding area.
- S3 The current underutilisation of this key town centre site has resulted in a pressing need for improvements. This provides an opportunity for Threadneedle to increase the vitality of the Centre by expanding the retail and leisure offer to meet a wider range of needs of local residents. There is also an opportunity to improve permeability and the overall appearance of this part of the High Street around the ruins of the Chapel of St Thomas Becket. These improvements will enable the Centre to play a key role in helping to meet the Borough's future retail needs. They will also help to support the attractiveness of the town centre as a retail and leisure destination, and its competitiveness with other centres in the wider area.
- S4 Chapter 2 sets out Threadneedle's strategy for realising this opportunity through providing short-term improvements, focusing on changes to landscaping, frontages, signage, fenestration and changes to units. Not only will this help to diversify the retail offer available and increase its attractiveness for new tenants, bringing vacant floorspace back into use, but it will also secure a number of heritage benefits, especially to the Chapel ruins. The Vision Document that accompanies this representation (Appendix D) sets out the medium to longer-term development potential through identifying the scope to provide additional floorspace. It also provides comments on the provisions for the Centre in the Brentwood Town Centre: Design Plan & Feasibility Study (2017).
- S5 Brentwood Borough Council's Draft Local Plan (2016) recognised the importance of the Centre and scope for further development through Policy 8.6 Brentwood Town Centre and the proposed Baytree Centre allocation (Site reference:100). However, these supportive policy provisions have not been carried over into the Draft Local Plan Preferred Site Allocations. There is no explanation or justification for this change in approach.
- S6 Through this representation, Threadneedle formally submits the Centre for consideration in the Housing and Economic Land Availability Assessment. Chapter 3 demonstrates that the short-term improvements and potential development of additional floorspace at the Centre is deliverable, taking account of the site's availability, achievability and suitability. Its inclusion should take into account the potential to provide employment generating uses, including bringing

vacant floorspace back into use, and potentially providing additional floorspace as identified in the Vision Document.

- S7 Chapter 4 explains that there is a need for a dedicated retail policy in the emerging Local Plan that sets out the amount of retail floorspace to be provided during the plan period and identifies where this will be located. This should reflect the Borough's retail growth needs, which will be informed by any updated retail and commercial leisure study. In line with the NPPF, additional retail floorspace should be directed to Brentwood's town centre. The development potential of existing sites should be prioritised ahead of new site allocations involving retail provision, such as the William Hunter Way car park site, given the established use.
- S8 Chapter 5 explains that the Centre needs to be considered against an updated Housing and Economic Land Availability Assessment and accounted for within the Sustainability Appraisal for the Draft Proposed Submission Plan (Regulation 19).
- S9 In conclusion, there is a compelling case for providing a dedicated allocation for the Baytree Centre that will support proposals that seek to bring vacant floorspace back into use and to establish the scope to provide additional floorspace to help Brentwood Borough Council meet its future retail needs.

1.0 Introduction

Baytree Centre and surrounding area

- 1.1 The Baytree Centre (the Centre) is a retail shopping centre located within the heart of Brentwood town centre, as shown in the Site Location Plan at Appendix A. To the north lies Pepperell House and the ruins of the Chapel of St Thomas Becket (the Chapel), which is set within an area of hard landscaping that connects the Centre to the High Street. There are residential units in an 11-storey tower block, Becket House, above the southern end with an area of green open space adjacent to Coptfold Road. The Coptfold multi-storey car park, which serves the surrounding area, is located to the south west and the Brentwood Library is to the south east. There are two services yards, to the west and east, which are accessed from South Street and the library access road respectively.
- 1.2 Pedestrian access to the Centre from the High Street is via confined routes either side of the Chapel ruins and through the open space to the south from Coptfold Road. In terms of public transport, Brentwood train station, which lies on the route of the Elizabeth line, is a 10-minute walk to the south west along Crown Street and the B186. The nearest bus stops are located at the High Street within two minutes walking distance and benefit from several services to and from Brentwood train station.
- 1.3 The Centre is located within Flood Zone 1 (very unlikely to flood) as confirmed by Environment Agency mapping. The northern part lies within the Brentwood Town Centre Conservation Area and there a number of other designated heritage assets immediately adjacent to the site as set out in the Designations Plan provided at Appendix B:
- The Chapel of St Thomas a Becket scheduled monument
 - Ruins of Old Chapel of St Thomas a Becket, grade II listed
 - Pepperell House, No 44 High Street
- 1.4 A full description of these nationally designated heritage assets is provided at Appendix C, which has been used to determine their significance and guide potential enhancement measures. There are a number of other listed buildings located immediately to the south on New Road.
- 1.5 There is 10,089sqm of floorspace over two floors, comprising 8,401sqm¹ Class A1-A3, 379sqm Class B1 and 1,309 Class D2. The Centre's current retail offer is heavily weighted towards comparison goods with key tenants including traditional high street stores such as WH Smith, Sports Direct and Claire's Accessories, as well as discount stores such as Wilko. There is also a café, the Baytree Café, and a Better Gym. There are a range of facilities, including access to 555 car parking spaces at the multi-storey car park, shop mobility facilities, bike racks and toilets.

¹ Based on the figures provided by Workman LLP: 5,181sqm A1; 62sqm A2; 91sqm A3; and their understanding that all vacant floorspace (3,066sqm) is A1-A3.

Cash points are located within WH Smith and Wilko. A management suite and security control room are at the southern end.

- 1.6 Threadneedle UK Property Authorised Investment Fund (Threadneedle) owns the Centre, including units along Chapel High (the area of open space in front of the entrance at the north of the Centre) and 38-42 High Street. National Westminster Bank PLC retains a long leasehold interest in part of the building adjacent to Chapel High.
- 1.7 The Centre is located within a prominent part of Brentwood High Street where the core retail and commercial offer of the town centre is principally concentrated. This extends eastwards along the High Street as far as the junction with Ongar Road. In contrast, the retail offer reduces along the western part of the High Street, towards the junction with King's Road, which is dominated by restaurants, pubs and takeaways.
- 1.8 The town centre provides a varied retail offer with budget and high-end retailers, including a mix of local independents and national chains. Whilst there are a large number of comparison goods retailers in the town centre, weekly food shops can be carried out at Sainsbury's, Iceland and an M&S food hall. Health and beauty activities are well represented, with a particularly large number of beauty salons as well as nail bars and hair salons. This cluster is further enhanced by the presence of a number of fashion boutiques. The food and beverage offer are more limited, focusing on generally mid-range dining, including Prezzo, Chimichanga and Nando's, and a range of bars and pubs.

Threadneedle

- 1.9 Threadneedle has been the freehold owner of the Centre since 2015 and they are committed to improving its retail offer, which will help to better cater for the day-to-day retail needs of Brentwood residents and significantly increase the vitality of this part of the town centre. They have extensive experience of funding and operating a range of commercial enterprises.

Context

- 1.10 The Centre is at the heart of the town centre and plays a key role in meeting Brentwood's current retail needs. Importantly, it provides a range of unit sizes and layouts, which are capable of subdivision or amalgamation, to ensure a range of tenants can be accommodated in response to market demands. Currently, there are few buildings in this part of Brentwood that are capable of such a flexible provision of floorspace arrangements. The Centre can provide a varied retail offer, including both comparison and convenience goods, to draw people into the town centre. The close proximity to bus stops and the train station ensure that opportunities for these trips to be made by sustainable transport modes are maximised.
- 1.11 The opportunity for the Centre to contribute towards meeting the Borough's future retail needs was highlighted in Brentwood Borough Council's Retail and Commercial Leisure Study (2014). This identifies that its redevelopment or reconfiguration could absorb 2,000sqm of the retail floorspace requirement for the town centre (5,754sqm A1 to A5 floorspace up to 2020, increasing to 14,388sqm

by 2030). The study highlighted some of the challenges that it is facing and the potential to optimise its utilisation:

“The Baytree centre is currently underutilised, with a number of vacant retail units [40%, or 1000 sq.m] despite its prime location on the High Street. In the longer term, there may be potential to redevelop this centre to create a scheme that is more attractive to retail operators and customers. However, the site is constrained due to the adjacent Chapel ruins and residential properties above part of the centre. ...if redeveloped or reconfigured to make the centre more attractive, it is reasonable to assume that the vacant floorspace would be utilised.”

- 1.12 The importance of the Centre and scope for further development was confirmed in Brentwood Borough Council’s Draft Local Plan (2016) at Policy 8.6 Brentwood Town Centre:

“Redevelopment of the Baytree Centre shopping precinct will create a mixed-use scheme to include retail, leisure and residential. This will also provide public realm improvements around the Chapel Ruins to create better links with the High Street.”

- 1.13 The Draft Local Plan considered the Centre to be ‘strategic’ (Paragraph 5.71), as it is able to provide for significant retail-led mixed-use development in a sustainable location, and is critical to delivering the plan’s key development objectives, i.e. meeting needs for new homes and new jobs. It was also included within the proposed Baytree Centre, Brentwood allocation (Site reference:100), which also incorporated surrounding land that is outside of Threadneedle’s ownership, for a retail-led mixed-use redevelopment. It was anticipated that this would include approximately 200 dwellings provided above the retail units.

- 1.14 The Brentwood Town Centre: Design Plan & Feasibility Study (2017) highlights the importance of the town centre as the focus for economic growth by identifying opportunity sites and assessing how these can contribute to improving the area. One of the sites identified for further investigation is the ‘Chapel Ruins, Baytree Area and South Street’ area. The study set out the following two options for improvement of the area:

- Option 1 – a minimum intervention scheme including minor public realm improvements, proposed 33 residential units and improving service routes
- Option 2 – based on a longer-term view including the reconfiguration of the Centre to include 4,600sqm of retail floorspace, 65 residential units, the reconfiguration of the multi-storey car park and creation of multifunctional square to facilitate servicing.

- 1.15 The study considers that the High Street and Centre should be the focus to growing the mix of independent and multiple retail occupiers at the town centre, and will require effective promotion and management to achieve this. The potential for the area around the Chapel ruins to be a focal point on the High Street was also highlighted in the Conservation Area Appraisal and Management Plan (2007):

“The opportunity should be taken of the High Street improvement scheme to look again at the spaces around the chapel ruin. This should be a focal point in the High Street, yet does not really work like that, although it is a well-used through route to the Baytree centre. It should have a piazza-like feel to it and needs a greater sense of enclosure. There could be a role for public art here”.

- 1.16 Importantly, the supportive policy provisions that recognised the important role that the Centre can play in the town centre in the future have not been taken forward in the Draft Local Plan Preferred Site Allocations (February 2018). This includes the omission of the proposed Baytree Centre allocation to provide a retail-led mixed-use redevelopment.

Planning history

- 1.17 In 2003 planning permission was secured for the redevelopment of the Centre, including alterations and enlargement of retail units; provision of additional units at first floor level; works to improve public realm, works related to enclosures, and access to service areas; and the provision of 106 residential units. The improvements were implemented in the years immediately following consent.
- 1.18 Brentwood Borough Council’s online planning history records only show applications post 2005. This reveals that there have been a variety of planning applications in relation to the Centre with permissions secured for the inclusion of and changes to signs, shopfronts, air conditioning units, a telephone kiosk and an ATM. A café and health and fitness club were also permitted. There have also been permissions for the change of use from A3 (food and drink) to A1 (retail) and D1 (medical consultancy) as well as from A1 (retail) to a B1 radio broadcasting station.

Need for improvement

- 1.19 The Centre suffers from very high levels of vacancy - 13 units are currently vacant, which is equivalent to approximately 30% (3,066sqm) of the floorspace. This includes the supermarket at the southern end, which is a key anchor unit at this location. The high levels of vacancy reveal the challenges with retaining existing tenants and attracting new tenants. The Centre does not currently cater for the full range of day-to-day retail needs and lacks other uses that would be expected of a shopping centre in this location, especially a range of restaurants and leisure facilities. This results in a lack of activity outside of normal working hours.
- 1.20 In addition to wider macro-economic challenges facing high street retailers, the competitiveness of Brentwood town centre’s retail offer is also affected by the proximity of Lakeside in Thurrock and Chelmsford city centre, both of which are a 30-minute drive away and are major shopping destinations with significant catchment areas. These attract a large number of major retailers and both locations also provide a range of dining and leisure activities. The Centre is underperforming and is not fulfilling its retail potential in this key location, which is jeopardising shops, jobs and ultimately the vitality of the town centre.
- 1.21 There is a poor visual relationship between the Centre and the High Street, with views of the entrance restricted to glimpses, which reduces its draw. Not only is the entrance set back a considerable distance from the High Street, in response

to the location of the Chapel ruins and Pepperell House, but planting in the public realm around this area has further restricted the visibility of the units around Chapel High. To the south, the planting in the open space adjacent to Coptfold Road has also resulted in restricted views.

- 1.22 The Centre's restricted draw is exacerbated by the poor pedestrian links and connections with the surrounding area. There is an obvious lack of north-south permeability, connecting the Centre with the High Street and Coptfold Road, and poor way-finding to the multi-storey car park. This poor pedestrian connectivity is in stark contrast to the dominance of car routes within the surrounding area.
- 1.23 Some of the existing buildings are in poor visual condition with a number of inactive blank walls, barred windows and 1970s concrete buildings that are unattractive and uninviting. The main building is dated but is in reasonable condition, with only limited areas of disrepair of spalling to the exposed concrete elements and corroded reinforcement bars.

Opportunity

- 1.24 The current underutilisation of this key town centre site has resulted in a pressing need for improvements to address the shortcomings identified above. Importantly, this provides an opportunity for Threadneedle to increase the vitality of the Centre by expanding the retail and leisure offer to meet a wider range of needs of local residents. There is also a need to fulfil its civic potential by improving permeability and the overall appearance of this part of the High Street.
- 1.25 Threadneedle's retail agents have identified that there is a local demand for larger units rather than smaller units in the town centre. Accordingly, the Centre can be reconfigured to respond to the market conditions to help attract new tenants. Opportunities have also been identified to improve the public realm at the site and adjoining areas to enhance the quality of the environment and shopping/leisure experience that will increase circulation and dwell time.
- 1.26 Threadneedle will realise these opportunities through pursuing a strategy that will deliver:
 - Short-term improvements incorporating changes to landscaping, frontages, signage, fenestration, and the relocation / amalgamation of, and changes to unit sizes;
 - Establishing medium longer-term development potential for additional floorspace.

2.0 Proposals

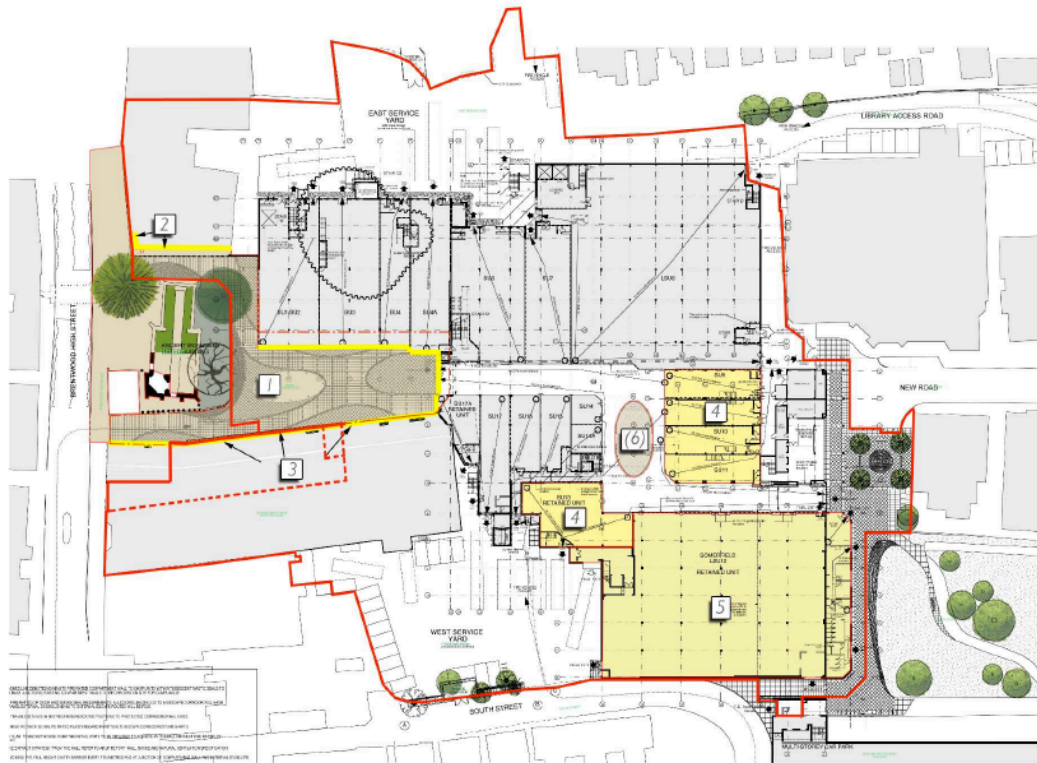
Brentwood Town Centre: Design Plan & Feasibility Study response

- 2.1 This study was prepared by Levitt Bernstein (November 2017), on behalf of Brentwood Borough Council, to inform the emerging Local Plan by creating a strategic design-led plan for the town centre that identifies opportunity sites and assesses how these best fit to deliver improvements. It also sets out how redevelopment can help meet a variety of local needs and future growth.
- 2.2 One of the aims of the study was to create policy and guidance to shape future development opportunities, improve permeability and the overall appearance of the High Street, including at the Chapel ruins, which is recognised as the most interesting asset / feature.
- 2.3 Should Brentwood Borough Council use the study to inform the preparation of the design guide for the town centre, we would respectfully request that comments made on behalf of Threadneedle, as part of this representation, are taken into consideration during its preparation.
- 2.4 Firstly, we agree with a number of observations that have been made in relation to the Chapel ruins. For example, the study states that a major constraint is, “the quality of the public realm of the historic square containing the Ruins is poor and leaves a lot to be desired” (Levitt Bernstein 2017, 60). A key opportunity was identified to improve the historic square through a public realm project, with special attention to making it more accessible and increasing flexibility to allow a range of activities. The study rightly states that the Chapel ruins are positioned at the centre of the High Street in the heart of the town centre. This area has the potential to become an exciting public space for local residents and visitors, making the ruins more accessible, appreciated, understood and attractive for both day and night-time use. The study emphasises that improvements to the public realm are a critical first step to knitting other existing assets in the area together.
- 2.5 Despite the study’s observations, we raise significant concerns with the deliverability of the proposed options contained in the study that relate to the wider opportunity site, within which the Centre lies, as it was not informed by engagement with landowners, including Threadneedle. Accordingly, there is considerable uncertainty that the proposed works identified at the options are deliverable.
- 2.6 The Vision Document provided at Appendix D provides a detailed design critique of the options for the Centre. In summary the main points are:
- agree with the improvements proposed in the area around the Chapel ruins;
 - in terms of the multi-storey car park, skinning the car park with single aspect residential units is inappropriate as this is counter to national design standards;

- propose a reconfiguration of the residential units on South Street to enhance and activate the streetscape, whilst responding to existing access arrangements;
- the provision of a multifunctional square off Alfred Road is not feasible given the activities in this area - instead we would suggest a stronger continuation of the terraced units along Alfred Road.

Short-term improvements

2.7 Threadneedle proposes short-term improvements at six priority areas (see Figure 1) across the Centre. These were identified as playing a key role in delivering an enhanced visitor experience through the journey from the High Street, through the Centre to the Coptfold multi-storey car park. These areas capture all the key stages in this journey and propose suitable design responses to address issues of visibility, accessibility and wayfinding; use and size of some of the units; enhancement of retail environment; and public realm.



- Assumed Baytree Centre ground title boundary
- - - Assumed NatWest first floor leasehold/freehold

Figure 1 – Priority area for short-term improvements

2.8 Proposals at Area 1, which is referred to as the central courtyard and incorporates the Chapel ruins, includes the removal of physical and visual barriers of the hard and soft landscaping in order to enable the natural flow of pedestrians from the High Street to the Centre. This will also secure a number of significant benefits to the heritage assets in this area.

- 2.9 Area 2 (38-42 High Street) includes proposals to activate frontages and fenestration improvements through reinstating the blocked-up windows, introduction of new feature artwork and reductions to tree canopy to improve visibility of the shop units in this location.
- 2.10 The proposals at Area 3, which includes Chapel High and the units fronting this space, focuses on improvements to the façade and elevations in this area, as well as improvements to the landscaping and public realm. There is also scope to amalgamate units 23-25 to provide a larger unit that could be used as a restaurant. This will play a key role in helping to diversify the offer of the Centre.
- 2.11 Areas 4&6 includes the area around the central mall where proposals will deliver improvements to the visual appearance and pedestrian movement that will increase circulation and dwell time. Two large retail units would also be created through the amalgamation of four smaller units SU9 and SU9A as well as units SU10 and SU11. These larger units will help attract new tenants.
- 2.12 The vacant supermarket and route from the multi-storey car park are located within Area 5 where the proposals will relocate the management facilities and toilets inside the Centre to secure more active frontages, increase footfall through the core areas and to provide security advantages. Enhancements to the route from the multi storey car park are also proposed through improved wayfinding measures.
- 2.13 It is anticipated that these improvements will increase its attractiveness for new tenants and help bring vacant floorspace back into use. This will help diversify the retail offer available, especially if the vacant supermarket is brought back into use as it will enable day to day shopping needs to be met.

Heritage benefits

- 2.14 The proposals at Areas 1-3 seek to achieve greater appreciation of the heritage resources, whilst delivering public benefits to the area and contributing to sustainable development. Threadneedle proposes to harness the heritage value of the Chapel ruins, whilst responding to the past unsuccessful interventions to this nationally designated monument.
- 2.15 The need to fully understand the asset's significance and historical evolution, including the relationship with the Centre and public realm surrounding it, was identified early on during the context analysis. This has helped to significantly reduce the risk of losing or compromising components of the area that are of value. A poorly understood heritage asset cannot be conserved, protected or managed effectively. A vibrant, valued and widely-known heritage asset can deliver long term benefits to people, local economy and the environment.
- 2.16 The proposals need to respond to the public realm surrounding the Chapel ruins that is cluttered with street furniture and services that detract from the efforts to conserve, maintain and enhance the Chapel ruins. Further, the red brick and flint stub walls outlining the extent of the former chapel structure and railings serve as a barrier to interaction. There is also a recognised need in the Conservation Area Appraisal and Management Plan (2007) and The Brentwood Town Centre: Design Plan & Feasibility Study (2017) that the Chapel ruins deserve a better treatment in order to:

- Raise their profile to ensure long term public awareness and appreciation;
 - That by doing so the unique heritage asset becomes an attractive, more characterful space on the High Street; and
 - Creates a strong sense of place that should connect with the existing communities.
- 2.17 Heritage and archaeology are both key to Threadneedle's place-making aspirations and activation of the Chapel ruins area will be a key driver encouraging people to visit and dwell in this important part of the town centre.
- 2.18 The emerging proposals seek to retain the authenticity of the Chapel ruins, notably those attributes and elements which most truthfully reflect and embody the heritage values attached to it, as this will lead to a more sympathetic, inclusive space with enhanced public realm treatment. The proposals will secure a number of enhancements and benefits:
- Removing/remodeling harmful earlier interventions;
 - Restoring lost/under appreciated features or views;
 - Improving long term public access;
 - Introducing new features that add to the public appreciation/awareness of the heritage assets.
- 2.19 The proposals have been carefully informed by engagement with both the Diocese of Chelmsford and their local representatives/churchwardens, as well as Historic England. This is the first stage of an ongoing and transparent consultation process that will continue to inform the proposals as they are progressed towards the submission of a planning application. Initial discussions have played a key role in identifying issues, ascertaining views and relevant local knowledge regarding the use of the Chapel ruins.
- 2.20 These public benefits will be long-lived and can be secured through a long-term conservation management plan entered into between Threadneedle and the key stakeholders, including Brentwood Borough Council, the Diocese of Chelmsford and Historic England. Such a plan will define the special interest of the Chapel ruins heritage asset and set out strategies for management, maintenance and adaptation. The conservation plan will be the mechanism to outline procedures and responsibilities for gaining consents and following legislative requirements in line with national and local policy safeguarding the heritage assets.
- 2.21 Future proposals will lead to groundworks within the scheduled monument area and as such a written scheme of investigation produced by a suitably qualified archaeological contractor will be required to satisfy a scheduled monument consent license application. Early drafts will be shared with Historic England to ensure transparency and acceptance of approach.

Medium-longer term development potential

- 2.22 The Vision Document at Appendix D outlines the development potential of the Centre in the medium to longer term. This identifies that residential units could be provided on South Street in order to activate and enhance the street scene here. There could also be opportunities to provide additional floorspace above the centre although the feasibility and impact of this would need to be explored further.
- 2.23 In response to the Brentwood Town Centre: Design Plan & Feasibility Study, the Vision Document also proposes a number of improvements in the area around the Centre that are considered more suitable and deliverable than those set out in the study.

3.0 Housing and Economic Land Availability Assessment response

- 3.1 The Centre plays an important role as a strategic site within Brentwood town centre, although there is evidently a pressing need for it to be improved to fulfil its potential. In order to realise this and to secure its development potential, the site should be included within the Housing and Economic Land Availability Assessment (HELAA), which is currently being prepared by Brentwood Borough Council.
- 3.2 Accordingly, this representation formally submits the Centre, as identified at Site Location Plan (Appendix A), for consideration in the HELAA.
- 3.3 Its inclusion in the HELAA should take into account the potential to provide employment generating uses, including bringing vacant floorspace back into use, and potentially providing additional floorspace as identified in the Vision Document. The following sections demonstrate that the short-term improvement and potential development of additional floorspace at the Centre is deliverable.

Availability

- 3.4 The National Planning Practice Guidance (PPG) provides the following guidance in regard to considering whether a site is available for development:

“A site is considered available for development, when, on the best information available, there is confidence that there are no legal or ownership problems, such as unresolved multiple ownerships, ransom strips tenancies or operation requirements of landowners. This will often mean that land is controlled by a developer or landowner who has expressed an intention to develop” PPG Paragraph 021 Ref. 3-020-20140306

- 3.5 The Centre is under the control of Threadneedle who is in the process of actively progressing proposals for its redevelopment in consultation with Brentwood Borough Council and key stakeholders such as Essex County Council, Historic England, the Diocese of Chelmsford and the parish of St. Thomas of Canterbury.

This clearly demonstrates the owner's intention to deliver improvements through development.

Suitability

- 3.6 The PPG provides the following guidance when considering whether a site is suitable for development:

"Sites in existing development plans or with planning permission will generally be considered suitable for development although it may be necessary to assess whether circumstances have changed which would alter their suitability" PPG Paragraph 019 Ref. 3-019-20140306

- 3.7 The Centre is situated within a highly sustainable location in the heart of Brentwood town centre in close proximity to a range of public transport services. The short-term proposals would address the high rates of vacancies within the Centre by bringing floorspace back into use. The medium to longer-term opportunities include the potential to deliver additional retail floorspace that could further boost the local economy and employment opportunities within Brentwood.
- 3.8 There are no constraints on site, however there are a number of designated heritage assets that surround the site. The proposals have been carefully designed to take account of these as set out above.

Achievability

- 3.9 In determining whether a site is achievable for development, the PPG provides the following guidance:

"A site is considered achievable for development where there is a reasonable prospect that the particular type of development will be developed on the site at a particular point in time. This is essentially a judgement about the economic viability of the site and the capacity of the developer to complete and let or sell the development over a certain period" PPG, Paragraph 021 Ref. 3-021-20140306

- 3.10 Threadneedle has the capacity and expertise to deliver the short-term improvements and any longer-term development aspirations at the Centre.

4.0 Draft Local Plan Preferred Site Allocations response

Part 1 Our Strategy for Growth

- 4.1 There is a need for a dedicated retail policy setting out the amount of retail floorspace to be provided during the plan period and identification as to where this will be located. This should reflect the Borough's retail growth needs, which will be informed by any updated retail and commercial leisure study. It is also important to recognise that new jobs can be created through providing additional retail floorspace, as well bringing vacant floorspace back into use. The redevelopment will also create associated construction jobs.

- 4.2 National Planning Policy Framework (NPPF) Paragraph 24 highlights that main town centre uses, such as retail provision, should be provided within town centre locations first. There is a need to ensure that national policy is realised within the emerging Local Plan by directing additional retail floorspace to Brentwood's town centre. Clearly, the development potential of existing sites should be prioritised ahead of new site allocations involving retail provision, such as the William Hunter Way car park site, given the established use and reduced risk to delivery involved in expansion compared to new development.
- 4.3 There is also a pressing need for the supportive policy provisions for the Centre in the 2016 version of the Draft Local Plan, including the proposed site allocation, to be included in the Proposed Submission Local Plan (Regulation 19), especially as there is no sound basis for their exclusion in the current Draft Local Plan Preferred Site Allocations (February 2018).
- 4.4 Suitable policy provisions should help realise the important role that the Centre currently plays but can be strengthened further. This should build on its existing strengths (high street tenants; good building condition; highly accessible town centre location; etc.) to ensure it remains an attractive destination that is contributing to the vitality of the town centre by providing:
- a more diversified retail and leisure offer in response to local needs;
 - an excellent public realm that improves the visitor experience;
 - improved relationship with the High Street in the area around the Chapel ruins to make this the 'heart' of the town centre;
 - improved pedestrian connections to improve accessibility to the Centre, including by public transport;
 - additional retail floorspace by firstly bringing vacant units back into use in the short term and then the provision of additional floorspace in the longer term.
- 4.5 The strategic importance of this key town centre site should be recognised in this context, especially its ability to contribute to a competitive town centre in line with NPPF Paragraph 23.

Part 2 Preferred Site Allocations

- 4.6 In order to address and support the matters discussed above, a dedicated site allocation for the Centre will be required in line with the proposed version below.

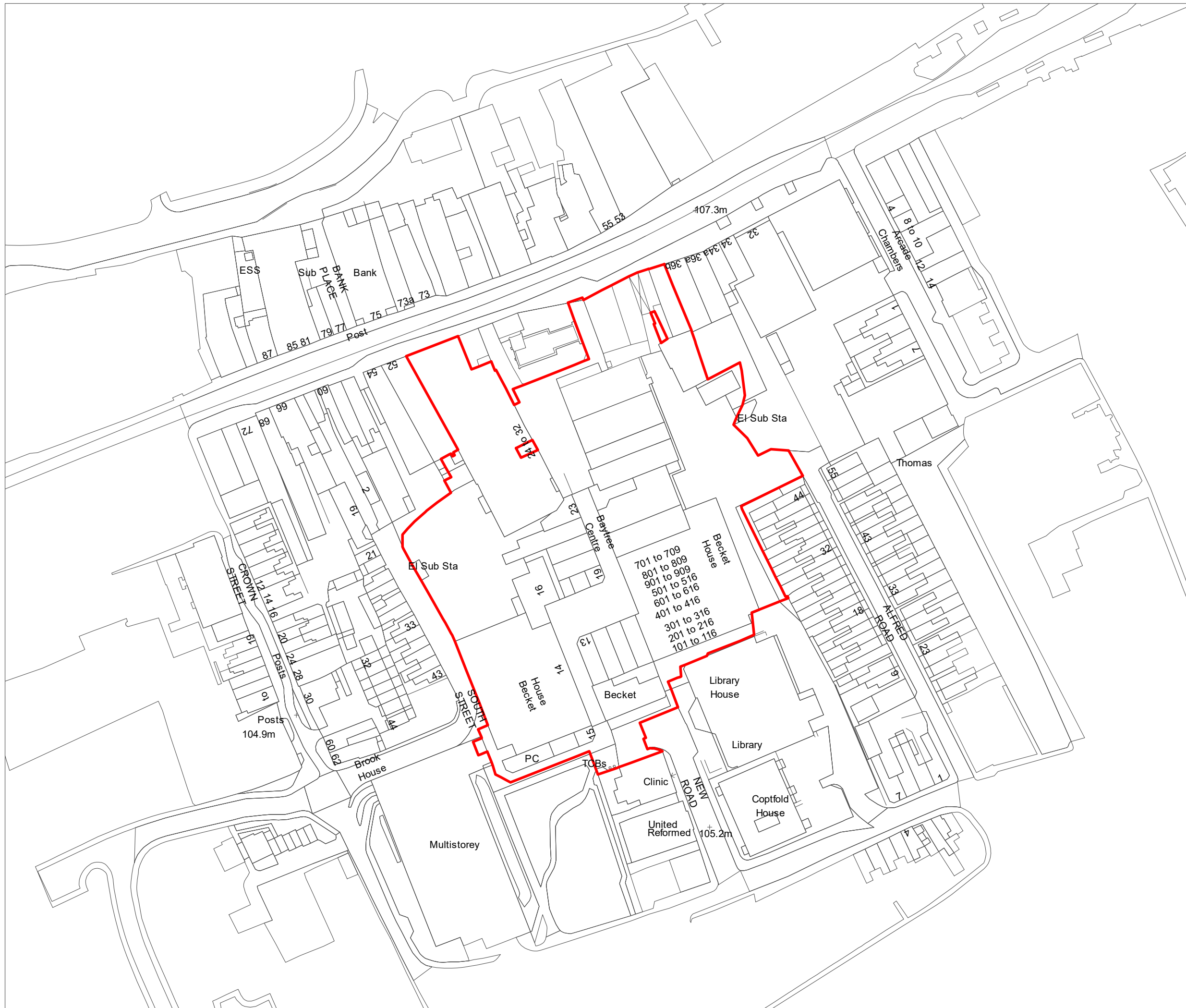



Site Name:	Baytree Shopping Centre
Site Reference:	TBC
Proposed Use(s):	Retail
Gross Area (ha):	1.37
Developable Area (ha):	Area already developed
Location and Background Information:	Located on Brentwood High Street. Currently in retail use.
Site Access:	Pedestrian access from the High Street to the north and via Coptfold Road south of the Centre.
Site Opportunities:	Opportunity to bring vacant floorspace back into use and scope to provide additional floorspace.
Site Constraints:	Scheduled monument (St Thomas' chapel) lies immediately north of the Centre. The northern part of the Centre lies within the Brentwood Town Centre Conservation Area. Surrounded by a number of listed buildings including grade II listed buildings located immediately to the south and north of the Centre.
Delivery Forecast:	Short-term: 1-5 years. Planning application pending 2018. Longer term: 5-15 years for additional floorspace.

5.0 Sustainability Appraisal response

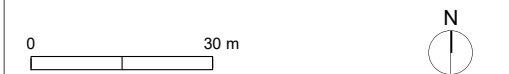
- 5.1 The Draft Local Plan Interim Sustainability Appraisal (January 2018) did not consider the Centre as available for development. In light of the provisions set out in this representation, including submission for consideration in the HELAA, the Centre needs to be considered against an updated HELAA and accounted for within the Sustainability Appraisal (SA) for the Draft Proposed Submission Plan (Regulation 19).
- 5.2 The proposed redevelopment of the Centre responds positively to a number of SA objectives including those related to the economy and employment. Due to its location, the development proposals would deliver the provision and support of a thriving town centre focused on Brentwood High Street through securing a good balance of retail (comparison and convenience), services and employment alongside existing and proposed residential development. It would also promote the objective to support the competitiveness of key employment areas, such as Brentwood town centre, through improving the retail offer.
- 5.3 The proposals for the Centre carefully respond to and enhance a number of important heritage assets, which will help achieve a number of heritage related objectives.

Appendices



 Threadneedle ownership

Baytree Shopping Centre, Brentwood




Site location plan

Dwg no/	Revision
Status	19 February 2018
Scale: 1:1,250 @A3	Drawn by: JC Checked by: SG

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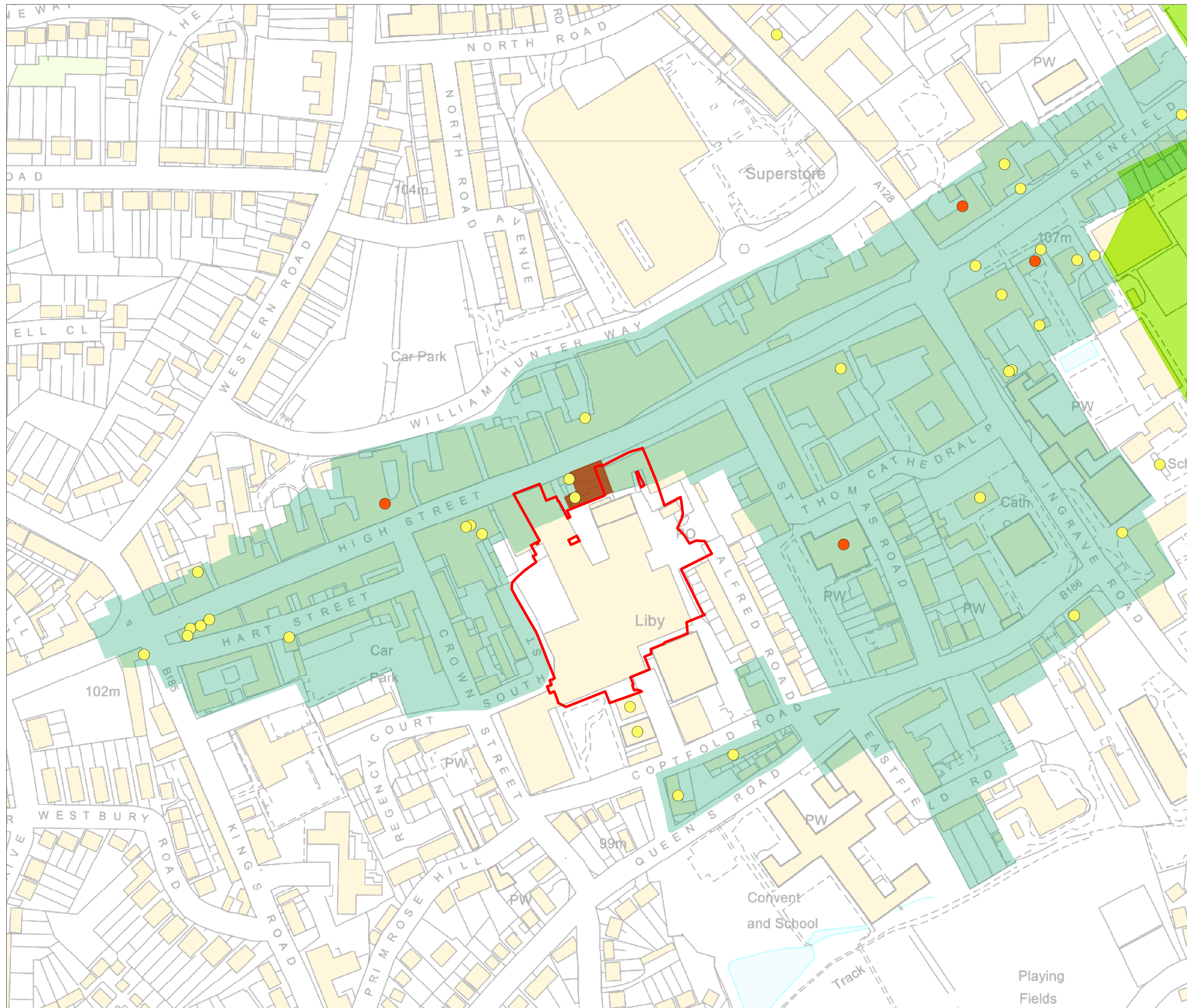
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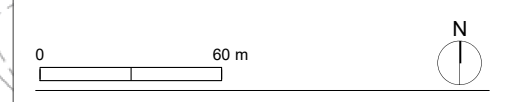
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- Site boundary
- Listed buildings**
- Grade II
- Grade II*
- Scheduled monuments
- Conservation areas
- Green belt

Baytree Shopping Centre, Brentwood



Designations

Dwg no/	Revision A
Status	19 February 2018
Scale: 1:2,500 @A3	Drawn by: JC Checked by: AC

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Appendix C National heritage designations

The Chapel of St Thomas a Becket

This monument is scheduled under the Ancient Monuments and Archaeological Areas Act 1979 as amended as it appears to the Secretary of State to be of national importance. This entry is a copy, the original is held by the Department for Culture, Media and Sport.

List entry Number: 1017452

County: Essex

District: Brentwood

District Type: District Authority

Date first scheduled: 18-Jun-1946

Date of most recent amendment: 08-Dec-1997

Summary of Monument

Reasons for Designation

Although only part of the original building survives above ground, the remains of the chapel of St Thomas a Becket form an interesting architectural feature within the modern town and provide a valuable indication of the town's medieval origins. The development of the town, which resulted from a deliberate act of colonisation in the late 12th century, is itself of particular interest, and the chapel provides one of most significant clues to the layout of the early settlement. The surviving walls reflect the character of the structure, retaining architectural details which, when compared with the illustrations of the chapel prior to its demise, provide a clear impression of the appearance of the building as a whole. Although the chapel was doubtless robbed for building stone in the late 19th century, the foundations and other buried features are thought to survive and to retain valuable details concerning the construction and evolution of the building. The surrounding enclosure is well attested to by documentary evidence and is also, to some extent, perpetuated by the modern layout of the grounds. Burials recently discovered in this area indicate that the enclosure served as a cemetery, at least from the late 17th century. The presence of burials, a parochial attribute which contradicts the chapel's subsidiary position in relation to South Weald Church, has significant implications for its changing role, perhaps resulting from the demise of monastic control following the Dissolution of the parent abbey in the early 16th century. The cemetery therefore holds the key to understanding the later evolution of the chapel's status within the town, as well as containing a sealed burial population valuable for the demographic study of the town's population during the latter stages of the chapel's use. The chapel enclosure may also retain archaeological evidence for the dramatic events which took place in 1232. The monument is accessible to the public.

History

Legacy Record - This information may be included in the List Entry Details.

Details

The monument includes the standing and buried remains of the Chapel of St Thomas a Becket, located on the south side of Brentwood High Street, some 100m to the east of Crown Street. The chapel was founded in c.1221 by the Augustinian Abbey of St Osyth, near Colchester, and stood within the small town established by the abbey alongside the Colchester to London road. It was intended as a chapel of ease, for the use of the inhabitants of the town and for travellers and pilgrims on the route to Canterbury. However, as a subsidiary chapel to South Weald Church some 2.5km to the north west, it was only permitted to hold divine offices on the dedicatory saint's day and at the time of the charter fair after 1227. The chapel was substantially rebuilt in the 14th century. In this final form, which was illustrated in 1843, the building included a rectangular nave and smaller rectangular chancel, with a tower in the north west corner and a narrow porch on the north side. The building continued in use as a chapel until 1832; thereafter it housed the Boys National School until it was largely dismantled in 1869. The lower part of the tower still stands to the level of the nave roof, retaining the two-centred archways which faced south and east into the nave, and the lower part of a newel stair built into the north west corner. Attached to the tower is the lower part of the west wall of the nave and a short section of the north wall. The low two-centred archways of the north and west doors survive and to the east of the north door is a late 13th century, or early 14th century stoup. The standing walls, which are Listed Grade II, are built of flint and Kentish ragstone with courses of freestone and tile. Limestone was used for quoins and mouldings. The further extent of the nave and chancel is marked by low brick walls built in the 1960s which indicate the positions of the original foundations. In 1232 Henry III caused Hubert de Burgh, Earl of Kent, to be starved into submission when he took sanctuary in the chapel following accusations of treason. During the siege a deep trench was reputedly dug around the chapel and a high fence erected. It is not known whether any archaeological traces of these events survive. The chapel is depicted within a small walled enclosure on a map of the town dated to c.1717, and the north wall of this curtilage is shown in an illustration of the chapel from 1843. The modern garden wall surrounding the remains of the chapel is thought to follow the outline of the enclosure to the south. A set of railings, erected along the western side in 1902, reflects its western boundary and the eastern extent is now covered by a paved walkway beyond the chancel. The northern boundary is marked by a band of dark brick in the refurbished pedestrian area alongside the High Street, during construction of which in 1997 the remains of three adult burials were uncovered. The burials, which dated from the late 17th or early 18th century, overlie earlier graves and are thought to represent the later use of a small cemetery within the enclosure. Since the chapel was originally granted only limited parochial responsibilities, the cemetery may not date back to the foundation. However, the subsequent use of the curtilage for burials provides an important indication of its evolving status. A small rectangular building situated immediately to the north of the tower is of 18th century appearance although it is thought to have originated in the 16th century. The building would have precluded the use of this area for burials and its construction would have disturbed any pre-existing features. The

building is not included in the scheduling. A number of features are excluded from the scheduling; these are all modern surfaces and walls, iron gates and railings, seats, litter bins and signposts, the socket for the town's Christmas tree and its metal lid and the modern altar situated within the former chancel, the ground beneath all these features is however included.

MAP EXTRACT The site of the monument is shown on the attached map extract.

Selected Sources

Medlycott, M, Brentwood. Historic Towns Assessment Report, (1997)

Pevsner, N, The Buildings of England: Essex, (1965), 101

Medlycott, M, 'Brentwood' in Historic Towns Assessment, (1997)

Other

723-1/12/77, DoE, List of Buildings of Special Historic and Architectural Interest, Brentwood, (1958)

Details of watching brief excavations, Butler, R. (E.C.C. Archaeology Section), Chapel of St Thomas a Becket, Brentwood, (1997)

Discussions with ECC Archaeologist, Butler, R, Chapel of St Thomas a Becket, (1997)

Text and illustrations for info panel, Butler, R. et al, Chapel of St Thomas a Becket, Brentwood, (1997)

Text and illustrations for info panel, Butler, R. et al, Chapel of St Thomas a Becket, Brentwood, (1997)

RUINS OF OLD CHAPEL OF ST THOMAS A BECKET, HIGH STREET

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

List entry Number: 1197221

Location

County: Essex

District: Brentwood

District Type: District Authority

Parish:

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 21-Oct-1958

List entry Description

Details

BRENTWOOD

TQ5993 HIGH STREET 723-1/12/77 (South side) 21/10/58 Ruins of old chapel of St Thomas a Becket

II

Chapel. Founded c1221 by the Abbot of St Osyth for the use of the abbey's tenants. Walls of irregular ragstone and flint pebbles, indurated conglomerate blocks in lower courses. Much repair with thin tile courses. Plan was rectangular nave and smaller rectangular chancel, now outlined in C20 dwarf brick walls. Only lower part of W end with tower base in NW angle and a small section of N wall remain. 2 centred arched doorways, W door and N door (adjacent to tower) had similar mouldings - wave and double ogee divided by a cavetto. 2 centred tower arches to E and S now have restored heads with residual plain chamfers, cavetto and reinstated outer wave mouldings. The W elevation has diagonal outer buttresses and 2 inner ones set equally along the face. Although degraded they have stone dressings with split flint panels. Within tower, lower part of newel staircase in NW angle with stair light through W wall, entry through door with 4 centred arched head. The creasing line of the nave roof where it abutted the tower is evident on the tower E face. The doorway mouldings show that the building was rebuilt in the mid-later C14. The tower, with related mouldings was contrived into the NW angle soon after. The presence of indurated conglomerate in the lower courses, tailing off above, suggests an origin earlier than 1221. In Essex churches it is used as a major walling material in the Norman period (cf St

Edmund and St Mary, Ingatestone (qv). The foundation of 1221 may have been a re-dedication of an earlier building which either then, or in the later C14, was rebuilt keeping the same plan for the nave but having flint and ragstone as the principal material for the upper, disturbed courses. The building served as a chapel until 1835, and later as the Boys National School, until 1869 when it was largely dismantled. In 1835 a new chapel was built on the site of the present parish church, followed by the present church in 1881. The chapel is a Scheduled Ancient Monument. (Central and SW Essex: Monument 1: 31; Guide to Parish Church of St Thomas of Canterbury: 5; The Buildings of England: Pevsner N: Essex: 1965: 101).

Listing NGR: TQ5946593754

Selected Sources

Books and journals

An Inventory of Essex Central and South West, (1921), 31

Guide to the Parish Church of St Thomas of Canterbury Brentwood

Pevsner, N, The Buildings of England: Essex, (1965), 101

National Grid Reference: TQ 59465 93754

44, HIGH STREET

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

List entry Number: 1025027

County: Essex

District: Brentwood

Grade: II

Date first listed: 21-Oct-1958

UID: 373456

Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List entry Description

Legacy Record - This information may be included in the List Entry Details.

Details

BRENTWOOD

TQ5993 HIGH STREET 723-1/12/80 (South side) 21/10/58 No.44

House, now offices. Mainly C18, possibly of medieval origin, altered in C20. Timber-framed, mainly clad with red brick in Flemish bond, partly roughcast plaster, roofed with machine-made red clay tiles. Rectangular plan facing NW; internal stack near left side, internal stack at rear right. 2 storeys splayed bay of sashes. Ground floor, one C18 sash of 6+6 lights with moulded wooden architrave and flat arch of gauged brick, and C19 shop window (altered in C20) with moulded cornice. First floor, two C18 sashes of 6+6 lights with similar architraves and arches, and 2 blank recesses with similar arches. Half-glazed door with 2 fielded panels, in wooden doorcase with fluted pilasters and dentilled pediment. Dentilled and moulded cornice, plain parapet, hipped gambrel roof with 2 casements in flat-roofed dormers. At the left side the upper storey projects about 0.30m beyond the lower storey, with a plastered coving below. The wall above and at each end of the overhang is plastered; all the remainder is clad with brick, of various periods. On the first floor are 2 sashes similar to those in the front elevation. Similar cornice and parapet, and one C20 skylight. The right elevation has on the ground floor a pair of sashes in one aperture, with a common moulded architrave and a central fluted pilaster, and one blocked aperture, both with segmental arches, and on the first floor one C18/19 casement and one blocked aperture, both with segmental arches. The rear elevation has on the ground floor one C18 sash, the lower sash altered, now of

1+4 lights. C20 panelled hardwood door in C18 fluted and pedimented wooden doorcase, opposite the front door. INTERIOR: all surfaces are concealed by modern materials; the lower part of the rear stack has been removed. The plan, with opposite front and rear doorways to right of centre, the overhang at the left end, and the position, between an ancient church and an even older road, suggest that this building has a medieval origin, much altered externally in the C18. Any further alterations to the structure should be preceded by a thorough examination of the frame.

Listing NGR: TQ5946193767

Selected Sources

Legacy Record - This information may be included in the List Entry Details

National Grid Reference: TQ 59461 93767

Brentwood Town Centre Conservation Area

Brentwood Town Centre conservation area: is one of 13 conservation areas in the Borough. The Brentwood conservation area is confined to the frontages of the High Street and the west end of Shenfield Road, with an extension southward to include Hart Street, and another to embrace the Anglican parish church and the Catholic cathedral as far as Queen's Road. Within the conservation area, there are about thirty entries on the statutory list of listed buildings. The Brentwood list was resurveyed in 1994 and is of better than average quality. There are very few pedestrian spaces in the conservation area, one exception being the area around the ruined St Thomas chapel leading to the Baytree Centre, but this is not a very successful space.

The Conservation Area Appraisal and Management Plan (BBC 2007, 40) recognises inherent problems around the chapel ruins, despite the enhancement scheme in the 1990s and development of the Baytree Centre in 2005. Both undoubtedly represent a missed opportunity and the appraisal states that: *"there can be no doubt that it is a difficult space to handle as it represents a gap in the street frontage, the chapel being set back from it and there are pedestrian thoroughfares either side of it to and from the Baytree shopping precinct. Another problem is the failure to integrate the structures and spaces around the chapel. It ought to function as a piazza-like space, as a place of public resort, but there is a poor sense of enclosure. Between the chapel and the road, there is a desolate expanse of hard surfacing. The low brick wall with a black-painted box section metal rail on top of it has a strong horizontal emphasis, reinforced by the lines of the modern building to the west of the chapel, whereas what is required is more height and verticality, which is provided only to some degree by two large bay trees. Another plane tree on the street frontage, and railings with planting behind them, might be one approach to tackling this problem. The repaving scheme is quite successful, but there is too much unrelieved hard surfacing and it would have looked better if some real stone had been used as well as concrete paving"*.

Project The Baytree Centre
Location Brentwood
Purpose The Landowner's Vision for the Baytree Centre

Purpose of this Document

This document has been prepared by TP Bennett in collaboration with the current landowner to communicate their vision for the Baytree Centre.

The aim is to provide a key focal point on the High Street where visitors can enjoy the Chapel ruins and shop in an attractive, vibrant retail environment, whilst raising the profile of Brentwood. Through sympathetic enhancements to the Chapel ruins and improvements to The Baytree Centre & Chapel High, our aim is to create a sense of place that is truly unique to Brentwood.

The landowner is committed to working with Brentwood Borough Council to realise a cohesive regeneration strategy for the Chapel Ruins & Baytree area, which in such a prominent location at the centre of the high street, will play an important role in the borough's wider aspirations.

This document supports a representation that is being made to Brentwood Borough Council's consultation on their draft Local Plan Preferred Site Allocations (January 2018). It outlines the opportunities to enrich and enliven the retail environment at the Baytree Centre, as well as establishing the development potential in the medium to longer term.

During this process, TP Bennett LLP (on behalf of the landowner) has also reviewed the provisions for the Baytree Centre that are set out in the "Chapel Ruins, Baytree Area and South Street" chapter of the Design Plan & Feasibility Study – November 2017, which was prepared by Levitt Bernstein on behalf of the Council. This document identifies where the aspirations for the Baytree Centre and surrounding area might better align with the landowner's Vision, taking into account proposals that are deemed deliverable at this stage.

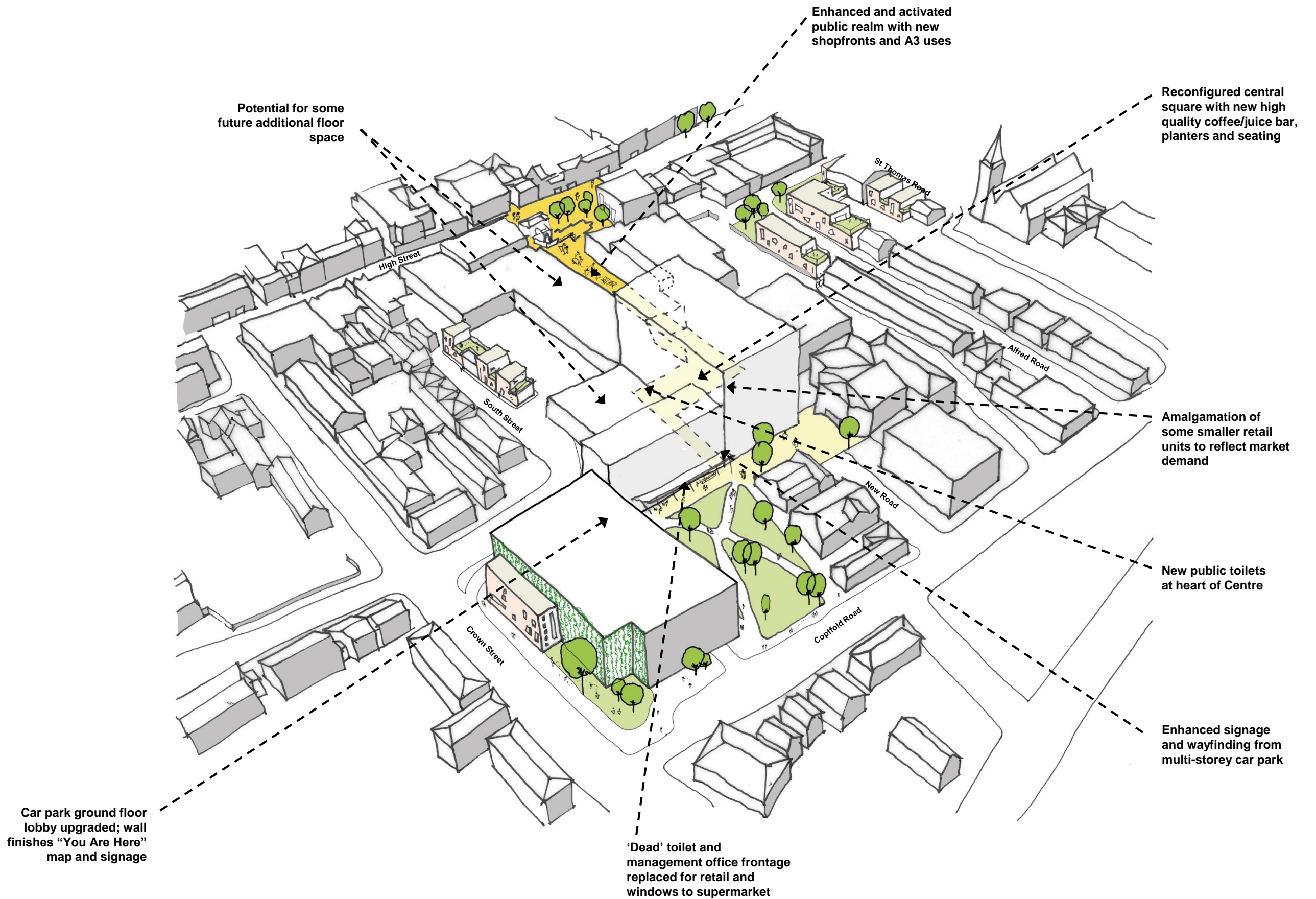


Chapter 3 of *Design Plan & Feasibility Study – November 2017*: "Chapel Ruins, Baytree Area and South Street"



The Baytree Centre, Brentwood

A Vision for The Baytree Centre

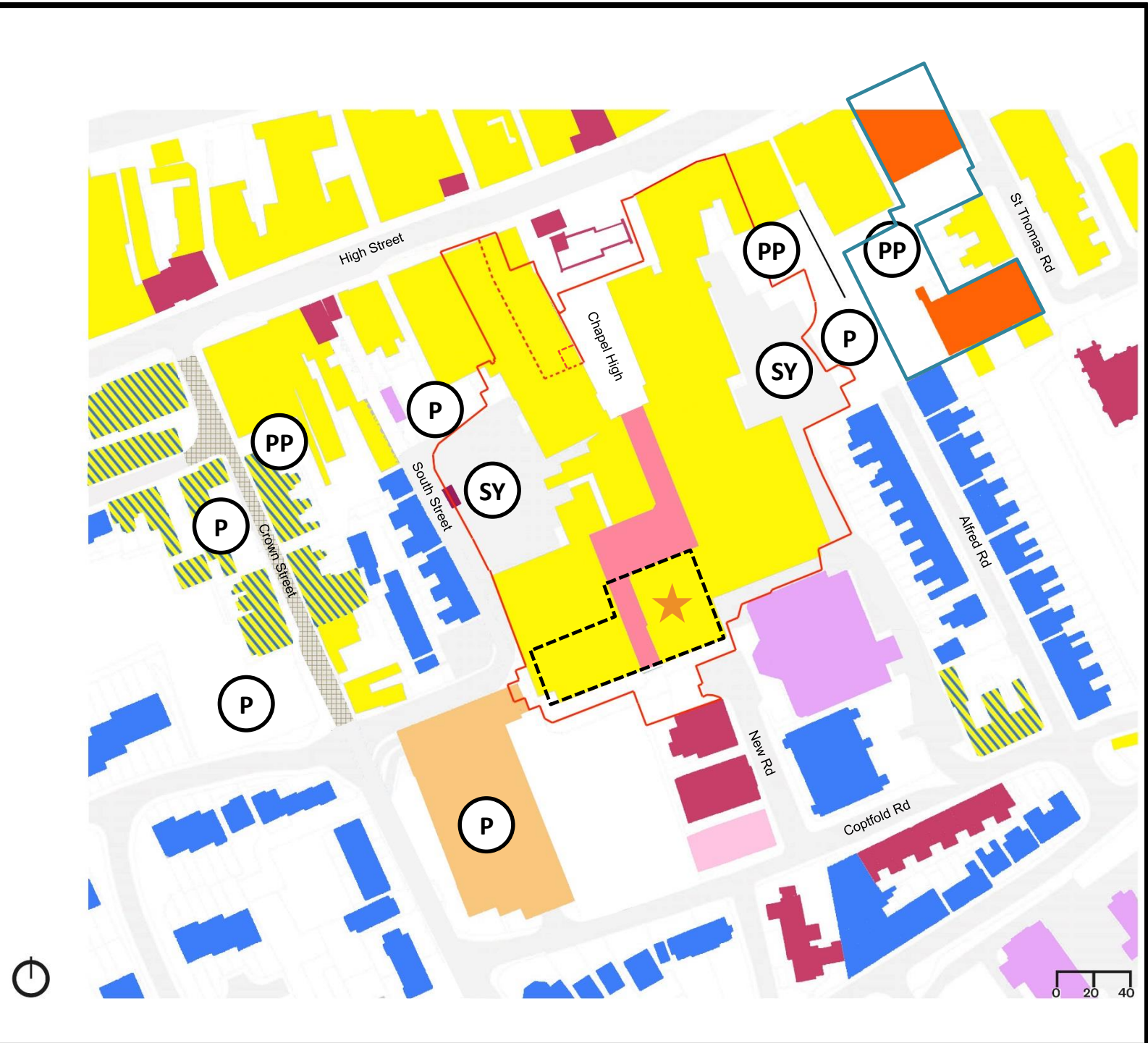


TPB Analysis of Existing Uses

Existing Uses Diagram

Key

- Listed Buildings
- Residential
- Retail
- Residential over Retail
- Multi-storey car park
- Royal Mail
- Non-residential institutions (eg Library, Schools, Clinics [Dentist])
- Substation
- Offices
- Covered Mall
- Shared surface
- ★ Existing housing tower – 11 storeys
- P Parking (public)
- PP Private Parking
- SY Service Yard
- Baytree Centre ground title boundary
- NatWest first floor leasehold/freehold
- Boundary for Royal Mail site



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

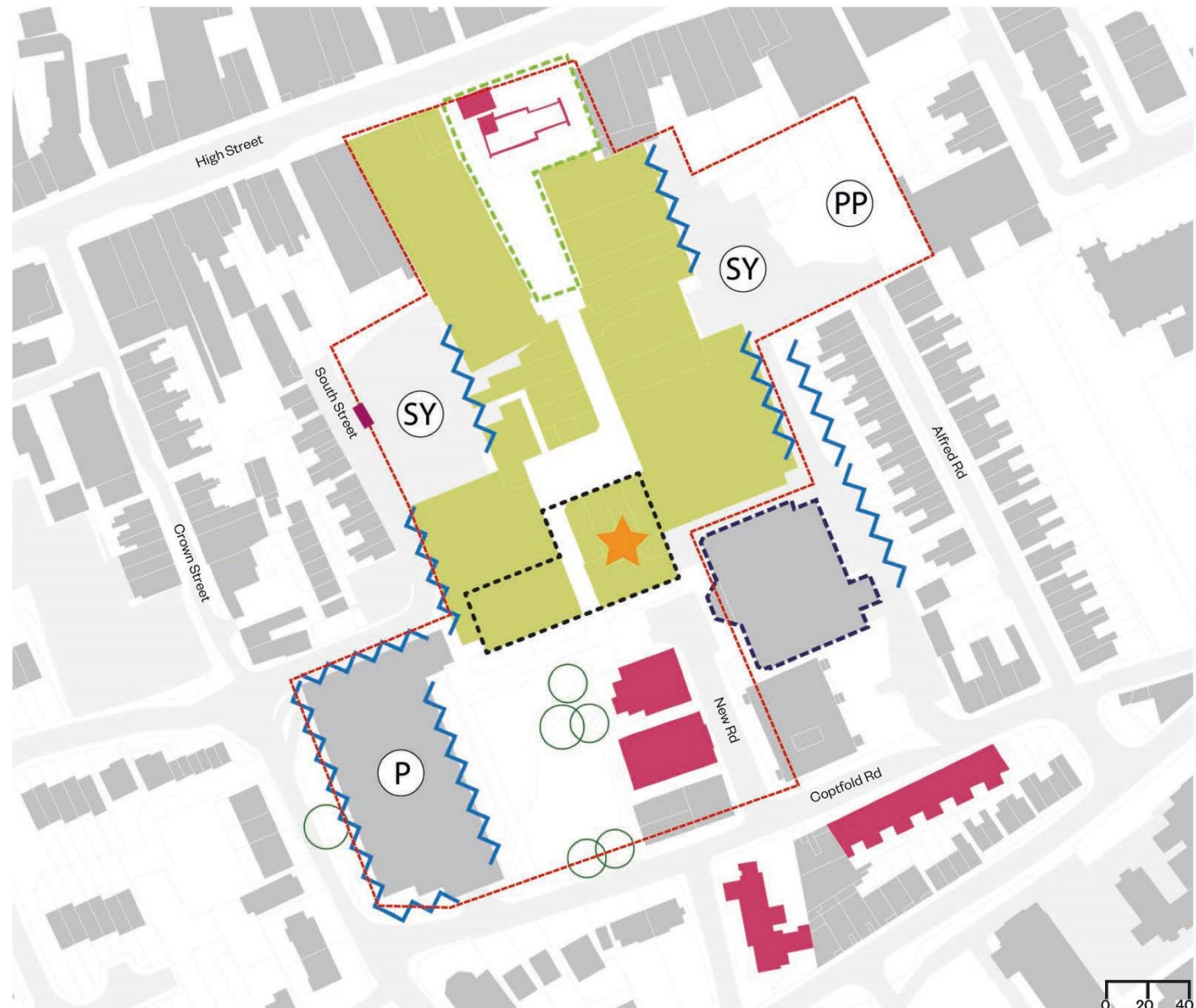
Constraints

A combination of the internal layout of the Baytree Centre, the service yards and the parking deck structure has created an area in the Town Centre with dead edges (blank façades).

Despite its strategic location, the quality public realm of the historic square containing the Ruins is poor and leaves a lot to be desired.

Key

- Boundary of the potential area of development
- ⚡ Existing blank facade
- Poor public realm
- Possibility of relocating of the library
- ★ Existing housing tower - 11 storeys
- Listed buildings
- Unit layout of Baytree Centre - rearrangement of layout to be tested
- Existing trees - Potential to retain them
- P Parking Structure
- PP Private Parking
- SY Service Yard
- Substation



TPB Analysis

Commentary

It is in the nature of retail that the rear of shop units are ideally reserved for servicing and stock rooms, while the shopfront faces the pedestrian pavement or mall.

From a Highways, operational and safety perspective, retail units are best serviced off-road from service yards, configured so that vehicles can enter and leave safely in a forward direction. This can lead to gaps in the townscape and relatively blank and inactive facades on secondary street frontages. The challenge is how to enhance without adversely affecting the operational requirements of the town centre shops.

These 'dead edges' are not unique to the Baytree Centre service yards – they exist at the rear of the high street properties too, (e.g. the Iceland store) but in many of the older properties it is often disguised behind the elevations of what were once domestic properties, although often crudely altered and extended at ground level.

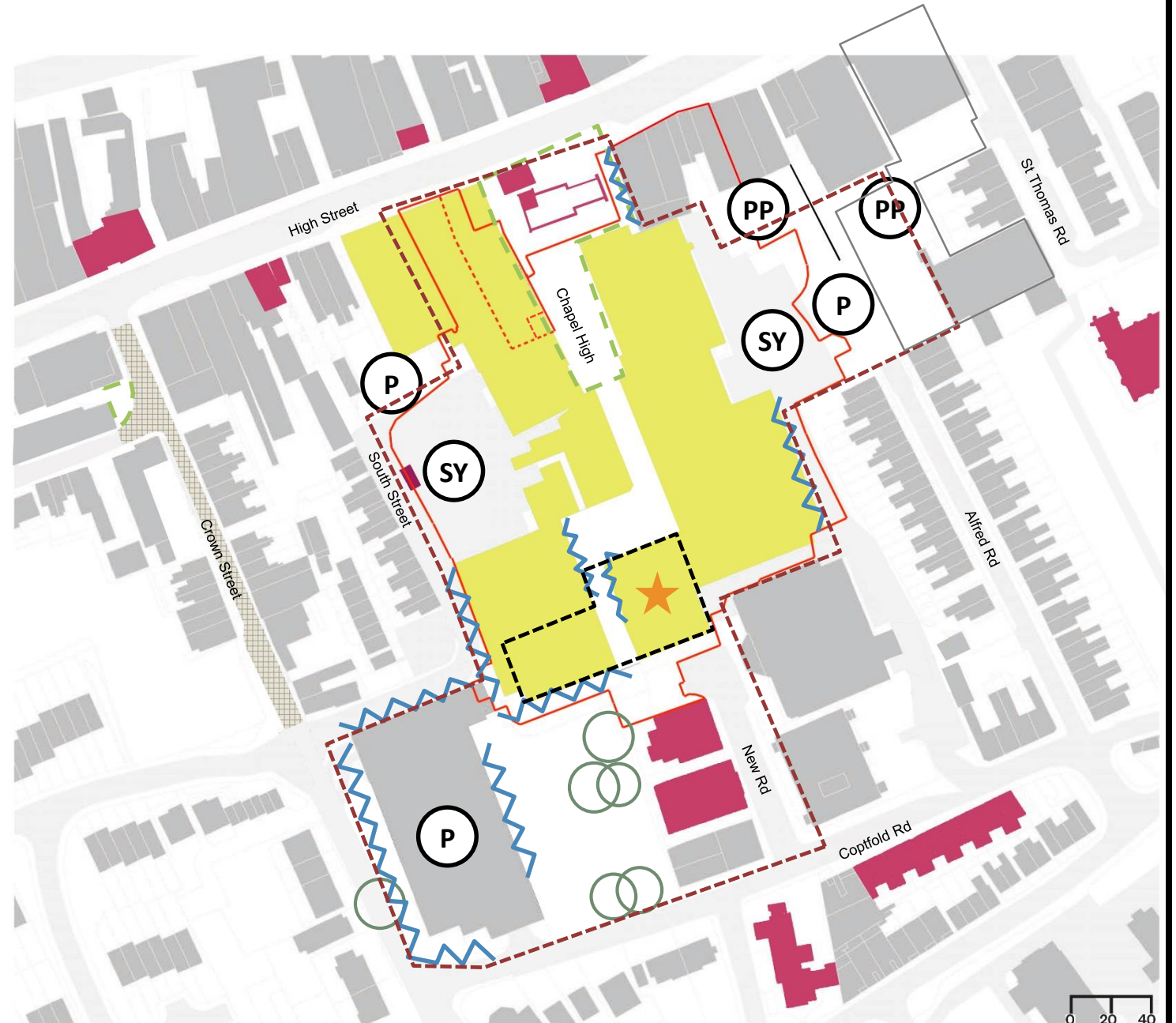
3 - Chapel Ruins, Baytree Area and South Street

Constraints

The existence of retail units facing the High Street, The Baytree Centre mall and Crown Street necessarily brings with it the need for servicing arrangements on the opposite side of these units. This can lead to gaps in the townscape, relatively blank and inactive facades on secondary street frontages.

The town centre multi-storey public car park also contributes inactive, 'dead' frontages to the townscape.

- Key**
- Listed Buildings
 - Shared surface
 - ★ Existing housing tower – 11 storeys
 - Existing Baytree Centre layout – to be validated
 - Substation
 - Existing trees – Potential to retain them
 - Inactive Frontage
 - Poor public realm
 - P Parking (public)
 - PP Private Parking
 - SY Service Yard
 - Baytree Centre ground title boundary
 - NatWest first floor leasehold/freehold
 - Boundary of potential area of development



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

Opportunities

There is potential to uplift and transform the Baytree Centre and integrate it with the other parts of the Town Centre.

This can be achieved through the following:

- strategic public realm interventions and improvements
- activate edges of existing buildings
- provide new buildings with active frontages
- rearrange the internal layout of the Baytree Centre

Two options for the Baytree Centre site are explored, based on the same design principles.

Key

- Boundary of the potential area of development
- Improve permeability towards the High Street
- Potential to locate new buildings with active frontages
- Activate existing facade with new uses
- Key junctions to be improved through public realm interventions
- Listed Buildings
- Improvements in the public realm; more accessible and flexible to have different activities
- Potential to rearrange current layout
- ↔ Potential east-west link



Design Plan & Feasibility Study | November 2017

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Page extracted from "Chapel Ruins, Baytree Area and South Street Design Plan & Feasibility Study – November 2017" document, page 61

TPB Analysis

Commentary

Crown Street and the Baytree Centre mall are the two primary shopping streets delivering pedestrians from the south (and the main multi storey car park) past continuous retail frontage to the High Street

The suggestion in the November 2017 Feasibility Study for a new east west link through the Baytree centre, crossing service yards before linking to the west with a tertiary route (South St) to the High Street and linking to the east with Alfred Road (presently a cul-de-sac) is to exhibit a fundamental misunderstanding of how a shopping centre works. A well-planned centre will draw people (ideally on a natural desire line, which is what exists already as a route from the multi-storey car park to the centre of the High Street), past anchor stores and other retail, before connecting with the High Street. A relatively small shopping mall in a town such as Brentwood needs to concentrate whatever footfall there is past existing shopfronts to reinforce the trading strength of those units rather than to leak shoppers out prematurely to residential streets.

3 - Chapel Ruins, Baytree Area and South Street

Opportunities

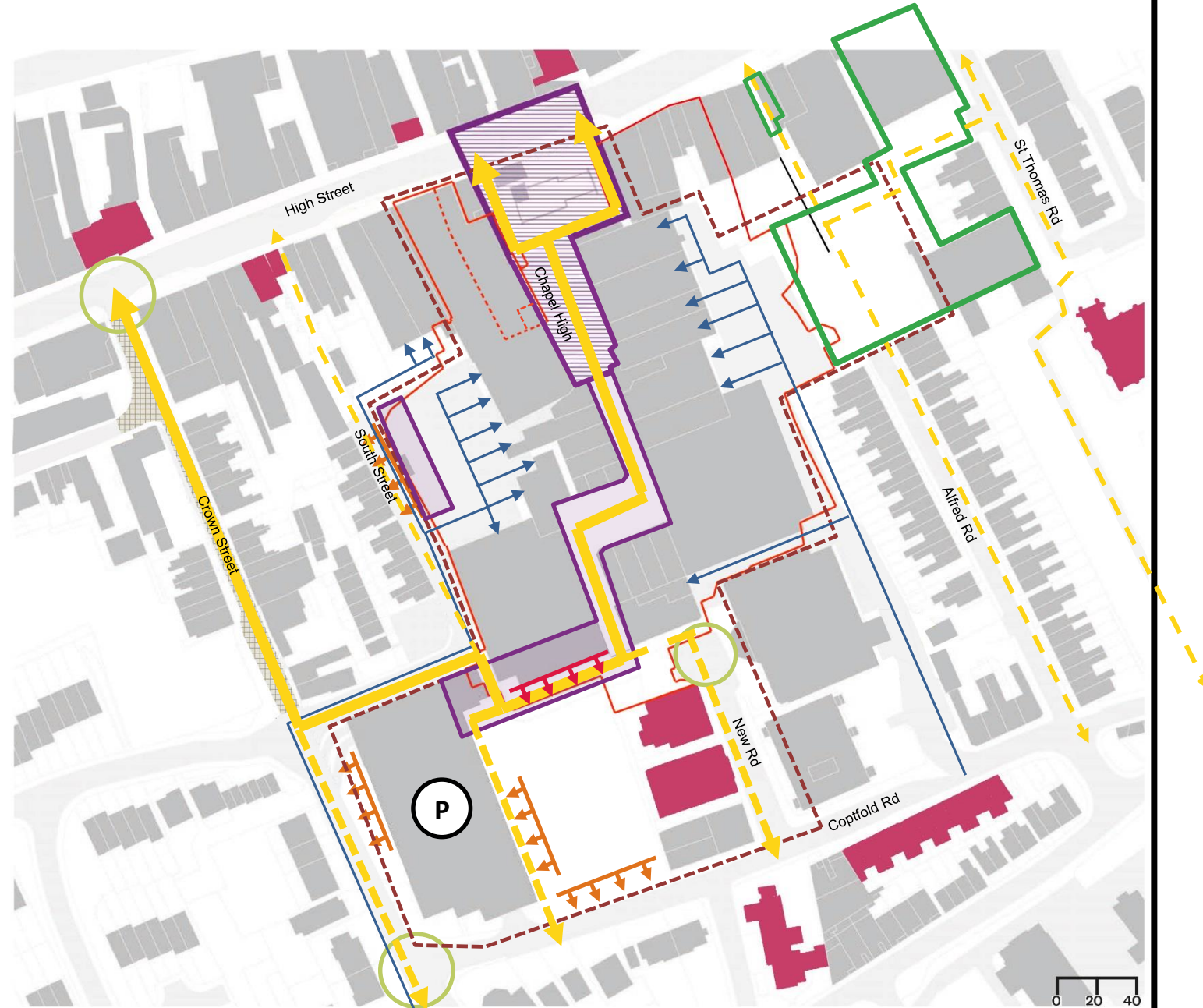
There is potential to better integrate the Baytree Centre and to transform the public realm, not only in the area already identified around the Chapel ruins, but also extending down Chapel High, through the Baytree Centre mall, to Council Green and the multi-storey car park beyond.

This will be achieved through the following:

- ✓ Strategic public realm interventions and improvements
- ✓ Activate edges of existing buildings
- ✓ Provide new buildings with active frontages
- ✗ Rearrange the internal layout of the Baytree Centre
- Enhance the public experience through the Baytree mall
- Improve the pedestrian wayfinding from the car park to the Centre and High Street beyond

Key

- Baytree Centre ground title boundary
- NatWest first floor leasehold/freehold
- Boundary of potential area of development
- Primary pedestrian route
- Secondary pedestrian route
- Tertiary pedestrian route
- Potential to locate new buildings with active frontages
- Activate existing façade with new uses
- Key junctions to be improved through public realm interventions
- Listed Buildings
- Improvements in the public realm; more accessible and flexible to have different activities
- Improvements in the public realm within and adjacent to Baytree Centre and the car park
- Potential to rearrange current layout
- Vehicular service to retail



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)




3 - Chapel Ruins, Baytree Area and South Street

Proposed Layout - Option 1

Option 1 looks at a minimum intervention scheme which will be easier to implement.

Design actions include the following:

- Improve the historic square through a public realm project - special attention towards making it more accessible and flexible to allow for various kinds of activities.
- Proposed residential buildings along South Street to activate South Street but keeping access to the service yard.
- Consolidate service route behind the library and Baytree Centre.
- Rationalisation of private parking and service yards north of Alfred Road. Proposed residential buildings to terminate the street.

Use	Existing	Proposed
 Units	0	33 units
 sqm	0	0 sqm
 bays	559 + 18 bays	559 + 18 bays

Key

-  Indicative building footprints
-  Public realm improvements
-  Historic square (including Ruins site)
-  Open green space
-  Red route
-  Service route



TPB Analysis

Commentary

Potential public realm enhancements include the Chapel ruins area, Chapel High, Baytree malls and covered square, the area east-west from the car park to top of New Road and the area from the car park linking east to Crown Street and then in Crown Street itself. In this way the public realm on all the primary public pedestrian routes between the car park and the High Street can be enhanced through the use of materials, landscaping, wayfinding and signage, activities, shopfronts.

Potential for some additional future mews type housing on the perimeter of the Baytree service yard fronting South Street, thereby enhancing and activating the streetscape; for the greening of the multi-storey car park walls; for the continuation of the terraced housing on Alfred Road. This latter potential is more complex and would involve some straightening of land boundaries on the western side and on the eastern side, the use of some of the post office delivery van parking area of the Post Office land behind the sorting office, which may render it operationally unviable.

Consolidation of service route behind the library, as suggested in the feasibility study on the opposite page, is probably impractical as it cannot access the rear of all the retail properties on the High Street that are currently serviced from the head of Arthur Road without extending the service yard itself eastwards, which would seem counter-productive.

3 - Chapel Ruins, Baytree Area and South Street

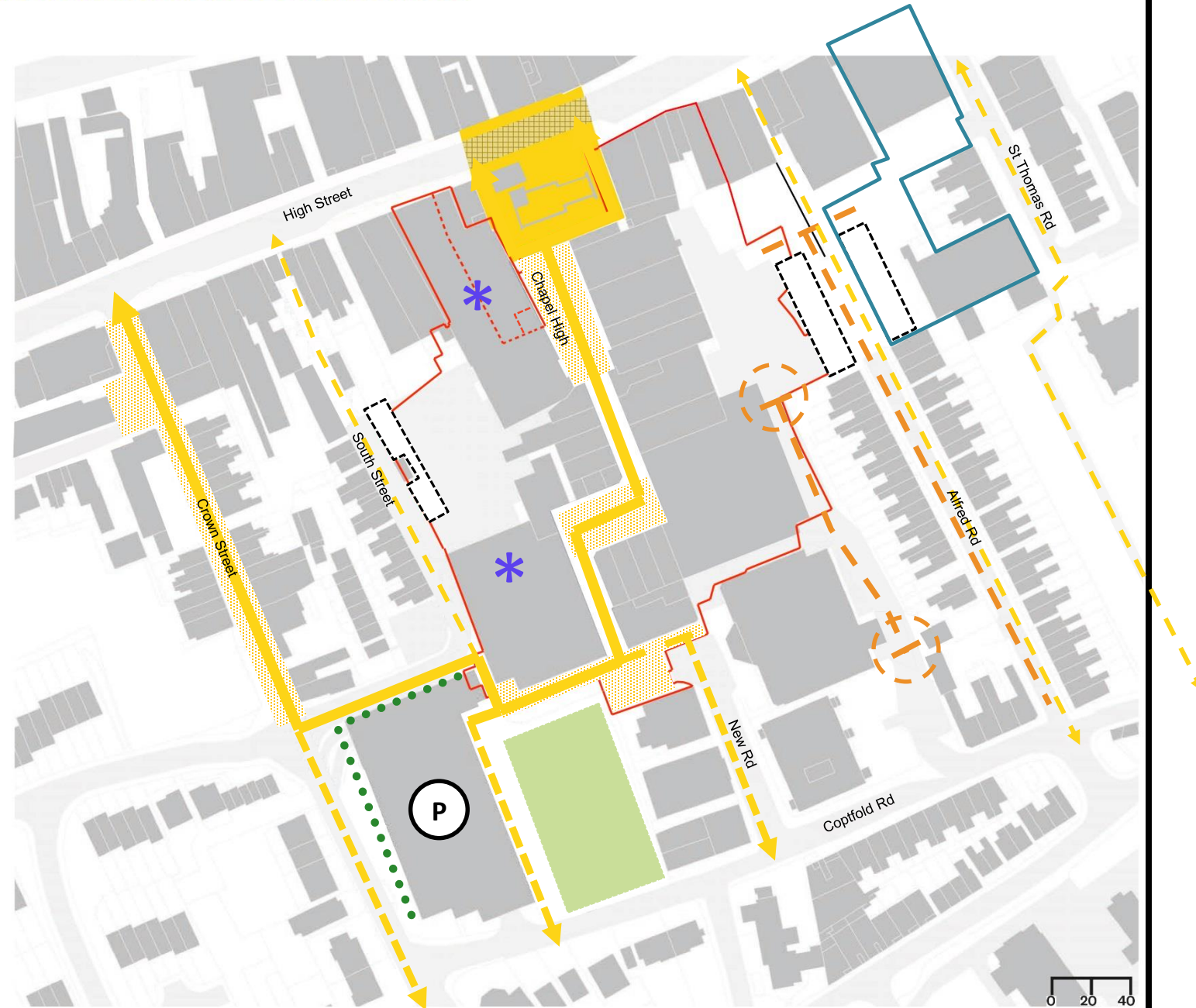
Proposed Layout - Option 1

Option 1 looks at a minimum intervention scheme which will be easier to implement.

Design actions include the following:

- ✓ Improve the historic square through a public realm project – special attention towards making it more accessible and flexible to allow for various kinds of activities
- ✓ Proposed residential buildings along South Street to activate South Street but keeping access to the service yard
- ✗ Consolidate service route behind the library and Baytree Centre
- ✓ Rationalisation of private parking and service yards north of Alfred Road. Proposed residential buildings to terminate the street
- Green the walls of the multi-storey car park using planting on wire trellis

- Key**
- Baytree Centre ground title boundary
 - - - NatWest first floor leasehold/freehold
 - ← Primary pedestrian route
 - ← Secondary pedestrian route
 - ← Tertiary pedestrian route
 - Indicative building footprints
 - Public realm improvements
 - Historic square (including Ruins site)
 - Open green space
 - Shared surface
 - - - Service route
 - Boundary for Royal Mail site
 - ✱ Potential for future additional floor space
 - Green Walls
 - P Parking (public)



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

Proposed Layout - Option 2

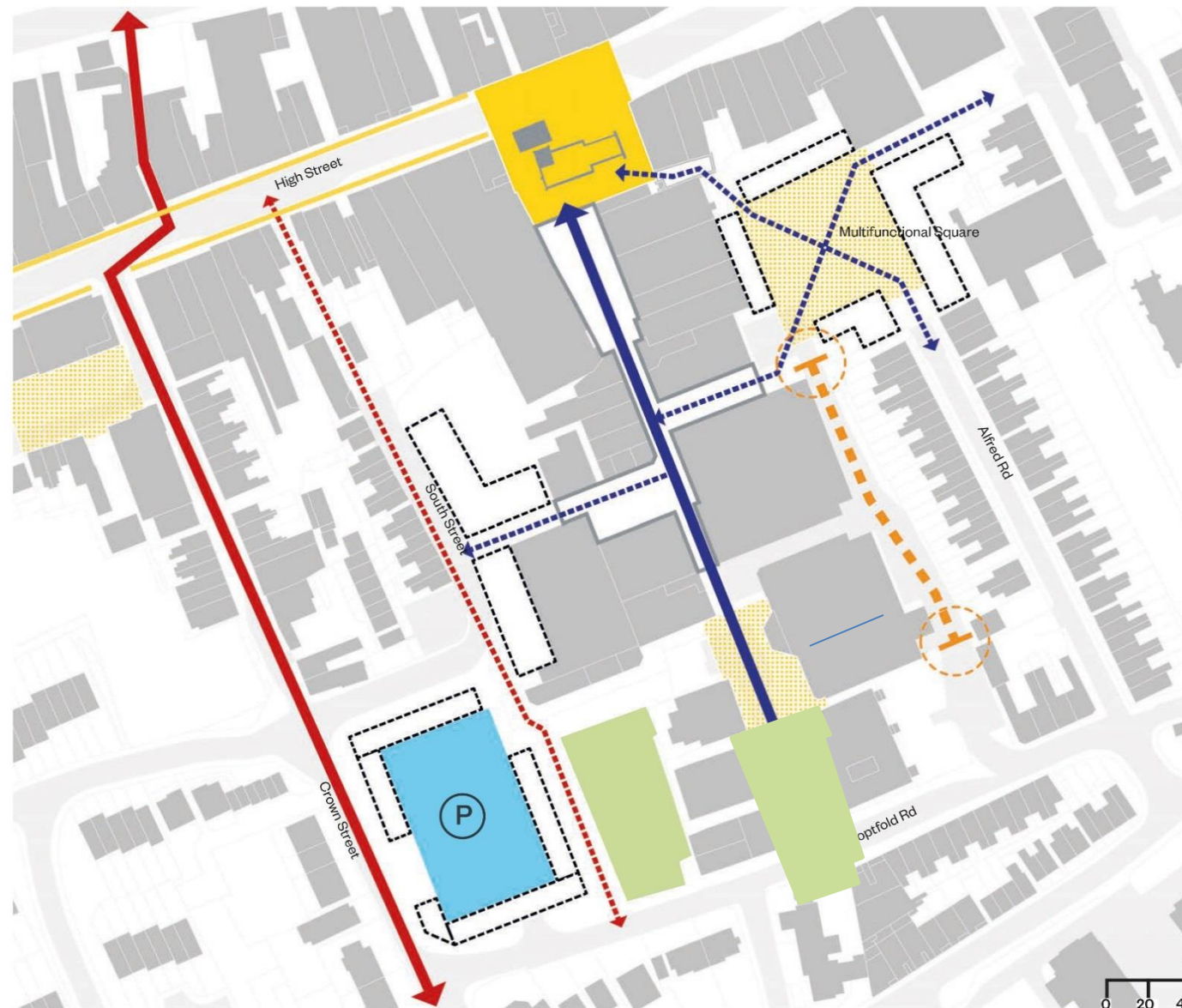
Option 2 is based on a longer term view, which will require further dialogue with the affected owners.

Design actions include the following:

- Opening the shopping centre to create a more direct north-south route between Coptfold Road and the High Street (blue route); and an east-west connection between South Street and the multifunctional square cluster.
- Re-built the multi-storey car park structure, wrapping it with mixed use activities on all four sides to activate the street and public spaces.
- Creating a multifunctional square cluster at the end of Alfred Road around a multifunctional square/space which can facilitate service vehicles and their turning circles.

Use	Existing	Proposed
	0	65 units
	0	4 600 sqm (SMEs)
	559 + 18 bays	225 bays

- Key
-  Indicative building footprints
 -  Public realm improvements
 -  Historic square (including Ruins site)
 -  Private garden space
 -  Red route
 -  Service route
 -  Blue route



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Commentary

The November 2017 Feasibility Study failed properly to understand the Baytree Centre and the way in which it functions, as discussed in the Commentary on Page 7. There is no need for a straightened route through the Baytree centre to connect the High Street with Coptfold Avenue, when local shoppers know the existing routes and options already. Visitors to the town are most likely to park within the multi-storey car park and the existing entrance to the Baytree Centre is well-positioned to provide visitors with the primary route through to the centre of the High Street. It is this route that needs to be reinforced and improved. Re-design of the interior plan of the Centre is undesirable, as the layout currently follows good design principles, drawing shoppers in on an established link to the town centre, on a mall that passes between two anchor stores marked 'A' and 'B' on the plan.

The owners of the Baytree Centre have their own vision for the enhancement of the journey from the multi-storey through to the High Street, involving wayfinding, signage, landscaping and lighting improvements to the area around the Chapel ruins and Chapel High, to enhance the appearance and utilisation of the public realm. These improvements are complemented by proposals to improve the appearance of the retail frontages on Chapel High, the quality of the covered square within the Centre, more legible retail frontage and improved public realm along the south façade.

[continues on next page]

TPB Analysis

The November 2017 feasibility study seeks to demolish and re-build the existing multi-storey car park and replace with a smaller one, wrapped on all four sides with single-aspect mixed use accommodation, including residential. Single aspect residential is counter to national housing design standards and undesirable, but a combination of business starter units and green walls (in the form of climbing plants on wire trellis) could enliven and activate the frontages of the existing naturally cross-vented car park.

The completion of the north end of Alfred Road in the 2017 feasibility study required acquisition of the Post Office sorting office site to the east - as it takes away all the delivery van parking - and removal of the service yard at the east side of the Baytree Centre, which is not feasible. The counter proposal retains the essential service yard and access to the rear of the High Street properties and completes Alfred Road as a street rather than a new square, with the potential for further residential accommodation fronting St. Thomas Road on the sorting office site.

3 - Chapel Ruins, Baytree Area and South Street



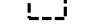
Proposed Layout - Option 2

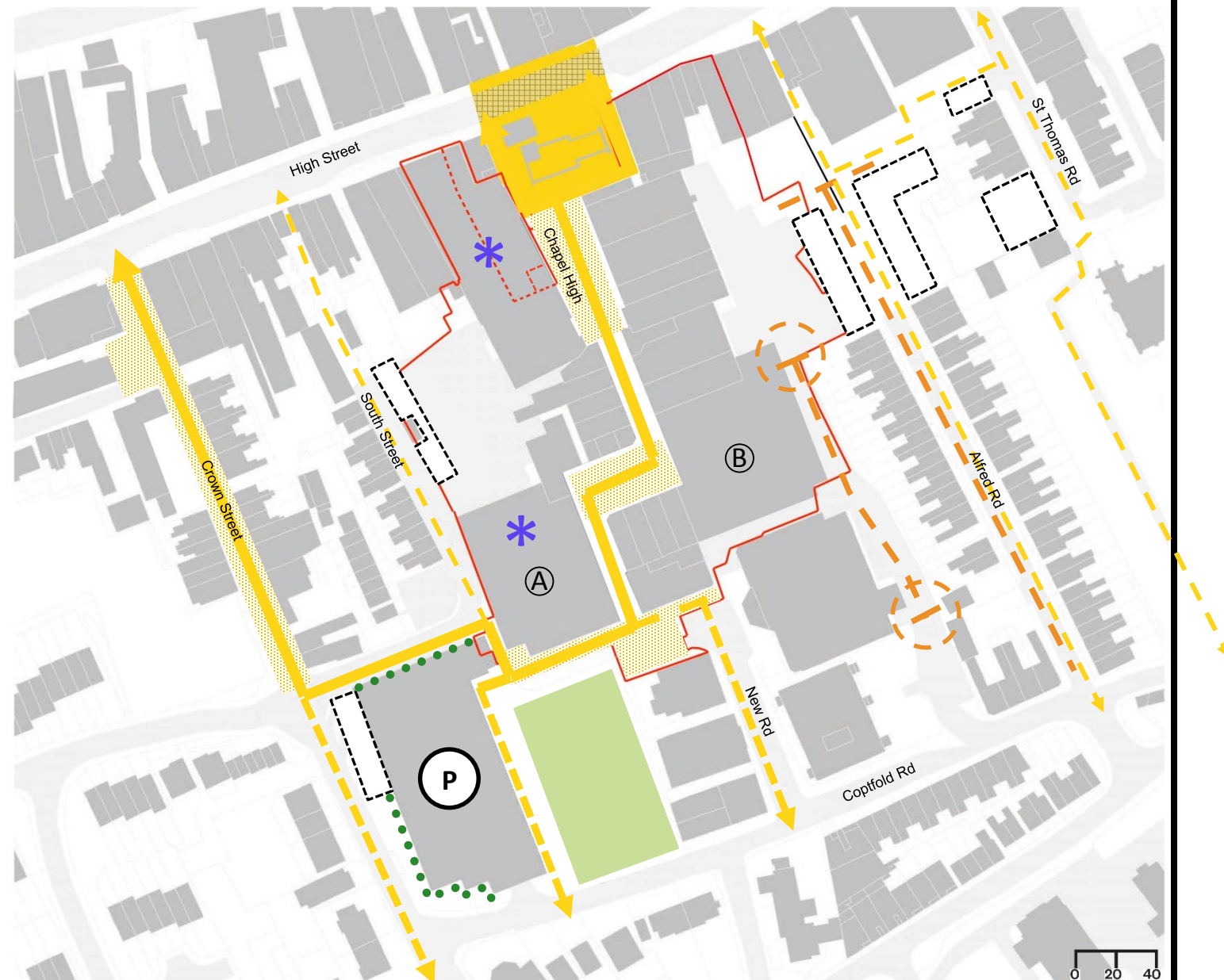
Option 2 is based on a longer term view.

Design actions include the following:

- Enhancing the public realm all the way from the High Street and Chapel ruins in the north, through the Centre to the public car park in the south.
- Retaining the existing multi-storey car park, with the prospect of adding business starter units on part of the west façade where the margin of the site is deep enough, whilst retaining the natural ventilated crossflow to the car park
- Completing the truncated Alfred Road with more residential terraces or apartments and a means of pedestrian access through to the High Street via St Thomas Road

Key

-  Baytree Centre ground title boundary
-  NatWest first floor leasehold/freehold
-  Primary pedestrian route
-  Secondary pedestrian route
-  Tertiary pedestrian route
-  Indicative building footprints
-  Public realm improvements
-  Historic square (including Ruins site)
-  Open green space
-  Shared surface
-  Service route
-  Potential for future additional floor space
-  Green Walls
-  Parking (public)














As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

Massing Study

The heights strategy for the site is a direct response to the surroundings.

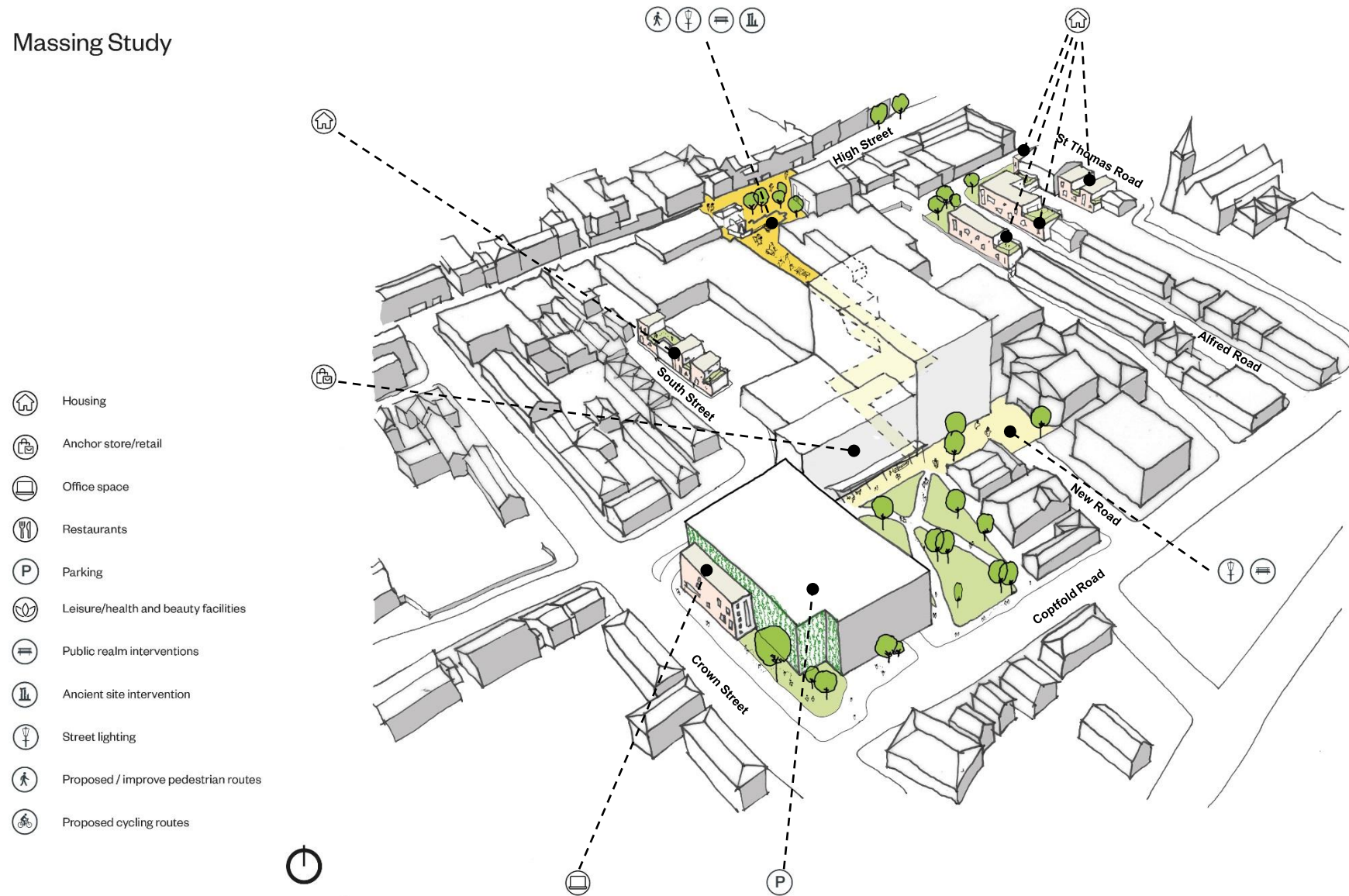
The only location where higher buildings could be more acceptable would be on the Coptfold Road car park site.

-  Housing
-  Anchor store/retail
-  Office space
-  Restaurants
-  Parking
-  Leisure/health and beauty facilities
-  Public realm interventions
-  Ancient site intervention
-  Street lighting
-  Proposed/improve pedestrian routes
-  Proposed cycling routes



3 - Chapel Ruins, Baytree Area and South Street

Massing Study



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

Sections

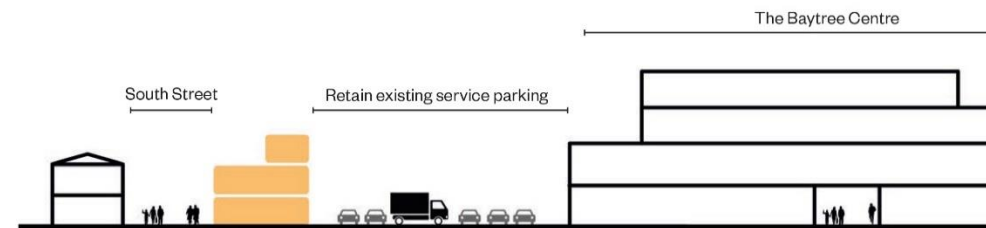


The following sections show the long term vision for the site and how the proposed development creates a more pedestrian friendly environment around the Baytree Centre.

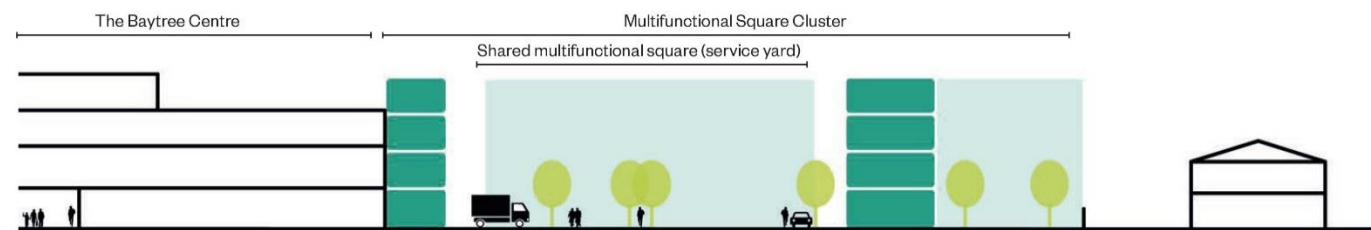
Section A - A new car park wrapped with residential and small business



Section B - Reinforce South Street character with housing development



Section C - New Multifunctional Square cluster

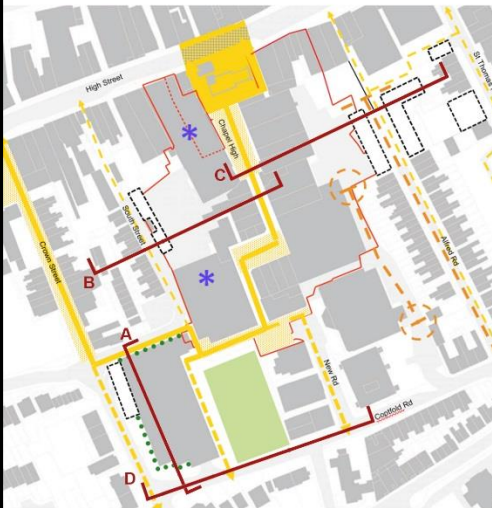


- Key**
- Housing
 - Parking
 - Retail
 - Offices/ Multifunctional square's



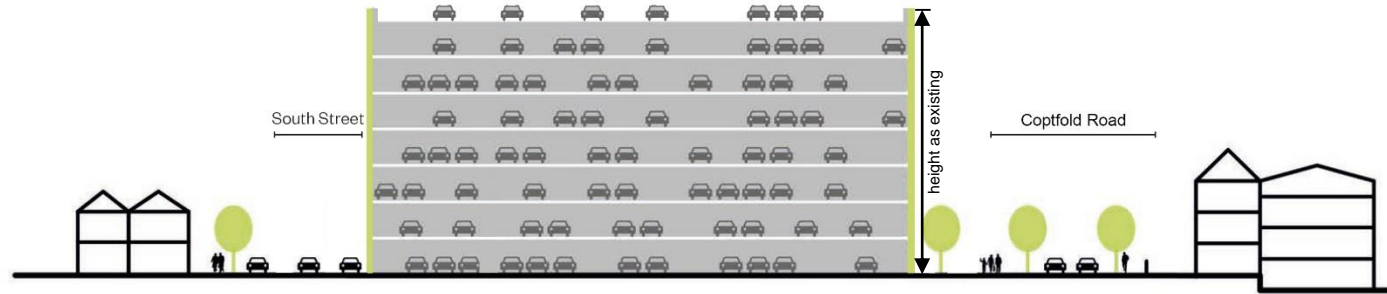
3 - Chapel Ruins, Baytree Area and South Street

Sections

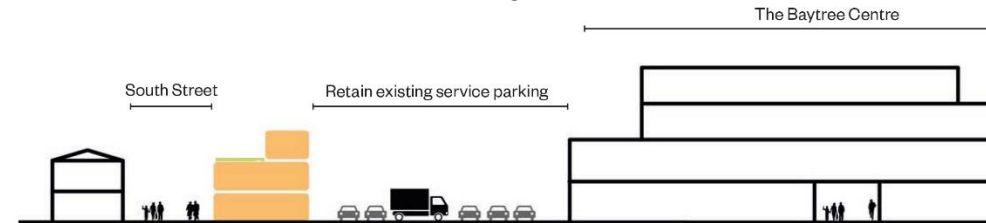


The following sections show the long term vision for the site.

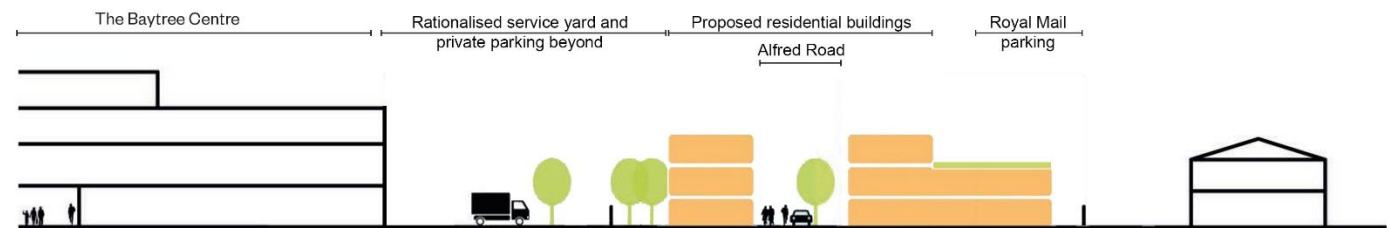
Section A - Housing over new deck built on existing car park; green wall to car park facade (facing South Street)



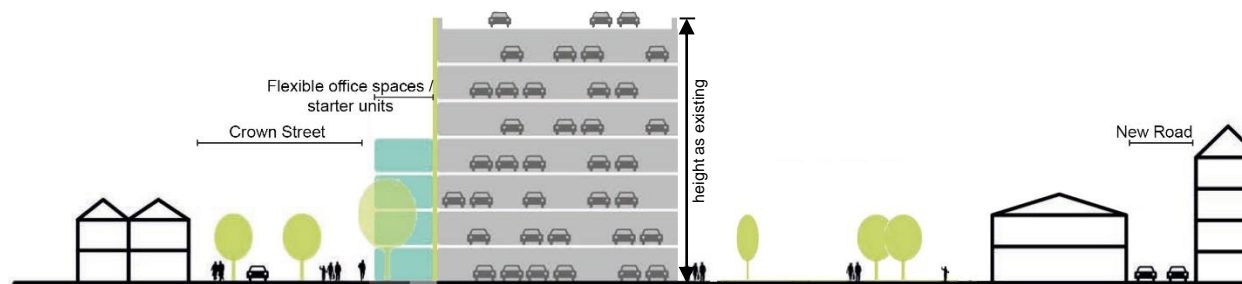
Section B - Reinforce South Street character with housing development



Section C - Rationalisation of private parking and service yard north of Alfred Road, with proposed residential buildings



Section D - Flexible office spaces (starter units) facing Crown Street



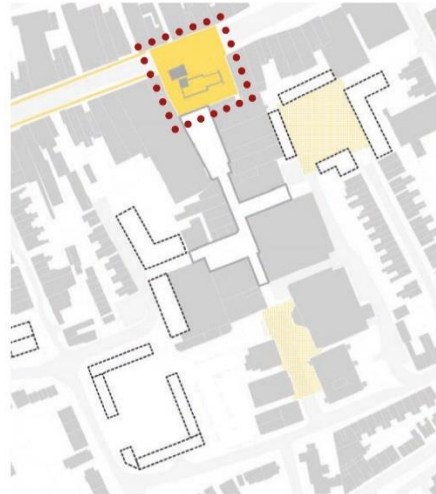
- Key**
- Housing
 - Parking
 - Retail
 - Offices



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

Precedents: The Chapel Ruins Square



Use lighting and seating elements as features



Enhancement of a conservation element through pavement treatment

The Chapel Ruins is a significant asset for the High Street. It is the heart of Brentwood Town Centre.

This site has the potential to become an exciting public space for local residents and visitors, making the ruins more accessible and attractive.

The adjoining precedent images show how the space could be designed for day-time and night-time use.



Public realm environment enhanced through subtle lighting



Shared surface encouraging traffic calming & pedestrian dominance

3 - Chapel Ruins, Baytree Area and South Street

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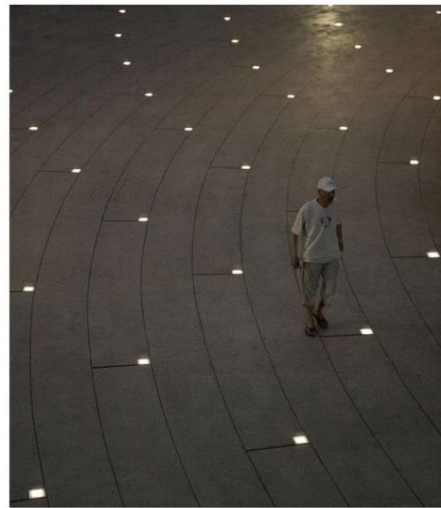
Use lighting and seating elements as features



Enhancement of a conservation element through pavement treatment



Combined landscape with pavement



Public realm environment enhanced through subtle lighting

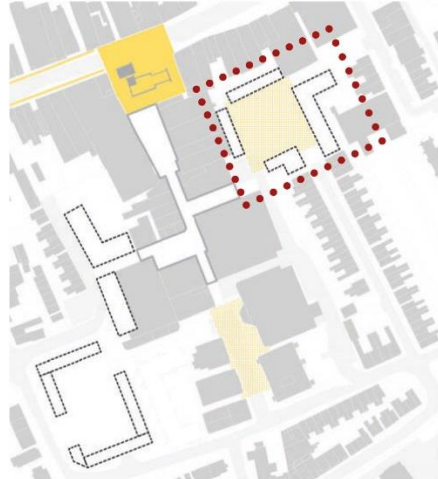


Shared surface encouraging traffic calming & pedestrian dominance

As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

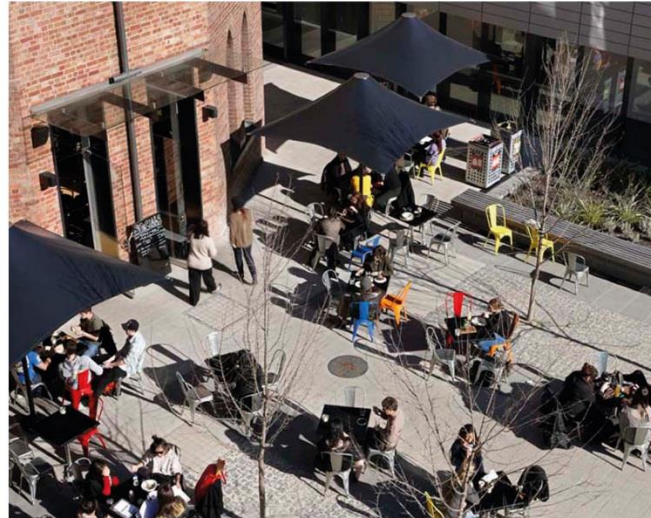
3 - Chapel Ruins, Baytree Area and South Street

Precedents: Multifunctional Square Cluster



We envisioned this area as a cluster of small businesses which would benefit from its proximity to the station and the Town Centre.

The character of this area is multifunctional open space with shared surface.



Creating a public square as a meeting point for small and local business and entrepreneurs



Pullens Yard - small business spilling out onto the shared surface street



Gillett Square - public space used as a mid-block connection



Gillett Square - flexible use of public space

3 - Chapel Ruins, Baytree Area and South Street

Precedents: Chapel High



This enhanced public space can extend along Chapel High to the entrance to the Baytree Centre and in conjunction with new restaurant units can provide seating areas and spaces for events and pop-up attractions.



Creating a public square as a meeting point for small and local business and entrepreneurs



Gillett Square - flexible use of public space



Outdoor seating



Successful public realm – outdoor seating at The Pantiles, Tunbridge Wells



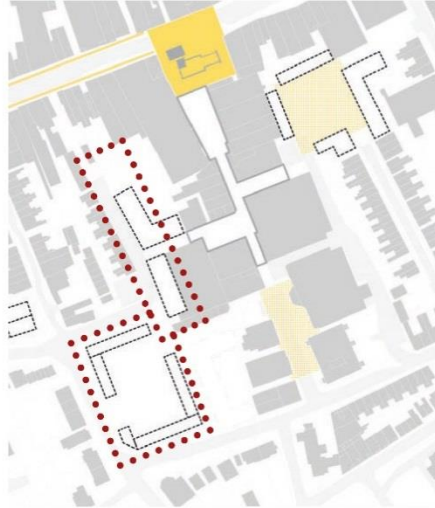
Integrated landscape



As Proposed in Brentwood Borough Council's Design Plan and Feasibility Study (November 2017)

3 - Chapel Ruins, Baytree Area and South Street

Precedents: Housing Typology



Residential typology with no back gardens

'Skinny housing' is a housing typology that can be used effectively to deal with dead or rear-end conditions on site boundaries.

In a dense urban context, it can be a single aspect unit (e.g. Baker Street) that can be built against multi-storey car parks with balconies overlooking street spaces;

In a more suburban context, instead of a traditional back garden space at the rear, an elevated side-garden space can be provided on the first or second floor level.

This typology can be effectively used in the areas as indicated on the figure ground plan.



Example of "skinny housing" wrapping parking and office building (Bakers Street, London)



Active frontages - Retain character of South Street

3 - Chapel Ruins, Baytree Area and South Street

Precedents: Housing Typology



'Skinny housing' is a typology that can be used effectively to deal with dead or rear-end conditions on site boundaries.

In a more suburban context, instead of a traditional back garden space at the rear, an elevated side-garden space can be provided on the first or second floor level.

The admission of daylight from above can be helpful where privacy is a problem and sometimes it is helpful to place living accommodation at first floor level.

This typology can be effectively used in the areas as indicated on the figure ground plan.



Peter Barber Architects, Moray Mews houses



Peter Barber Architects, Moray Mews houses



Lambert's Place



Hanson House