



Planning Policy Team
Brentwood Borough Council
Town Hall
Ingrave Road
Brentwood
CM15 8AY

17 February 2015

By Email

Dear Sir/Madam

BRENTWOOD STRATEGIC GROWTH OPTIONS CONSULTATION

CBRE Planning acts for Westbrook, owners of the Baytree Centre in Brentwood town centre, on whose behalf we are pleased to submit representations on Brentwood Borough Council's Strategic Growth Options Consultation document.

We welcome the identification of the Baytree Centre in the Strategic Growth Options Consultation as a future development site which has the potential to accommodate a mixed use development (page 25 of the consultation document).

We also welcome the suggestion that it might include larger retail units capable of meeting the needs of modern retailers and that it might contribute towards improvements to public space and links with the High Street (page 25 of the consultation document).

Finally, we welcome the suggestion in Appendix 1 of the Strategic Growth Options Consultation that the site might accommodate new homes.

However, we must stress four points. First, any development scheme is likely to include A3 and/or A4 uses as well as A1 uses, in order to take advantage of the site's location close to a key area of public space. This should be reflected in any future allocation.

Second, the delivery of any scheme is dependent on it generating a reasonable return for Westbrook. Given the substantial costs associated with taking forward major town centre development, the level of affordable housing sought in any development must not be prohibitive. Again, this should be reflected in any future allocation and in generic policies on affordable housing.

Third, a scheme is only likely to be deliverable with little or no car parking. This will need to be reflected in any future site allocation and in development management policies.

Fourth, delivery of a scheme may depend on the acquisition of small parts of the wider site which are not in Westbrook's control. The assistance of Brentwood Borough Council in assembling the site may, therefore, be required if a scheme is to proceed.

I trust these comments are helpful. Please do not hesitate to contact me if you require further information.

Yours faithfully

