

BASILDON BOROUGH LOCAL PLAN

# BASILDON TOWN CENTRE MASTERPLAN

INTERIM SUPPLEMENTARY PLANNING DOCUMENT

DECEMBER 2012





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## Supporting Appendices (Separate)

Sustainability Appraisal/ Statement of Community  
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# 1.0 The Vision...to 2030 & Beyond

In twenty years time, the centre of Basildon will be a truly successful place – a town centre to be proud of. Businesses will want to locate here and people will want to live, work and spend their leisure time here.

**1.1.1** The town centre will have a higher quality range of shops than today as well as a new street market, but it will be much more than a shopping location. There will be a wider range of leisure activities with a cinema and restaurants complementing the offer in a revitalised Towngate theatre. For the first time, local people will have a real choice of things to do in the evening in the town centre. The town centre will also be a more important centre for education with a new College. More families will live in houses close to the heart of the town, helping to make it a safer place.

**“A town centre to be proud of...”**

**1.1.2** The success of these changes will be sustained by improvements to the infrastructure of the town, with a better rail station and bus interchange being complemented by improvements to Gloucester Park, squares and streets to encourage people to make Basildon their town centre of choice.

**“A destination of choice.”**

**1.1.3** This masterplan will guide and encourage these improvements. The objectives of the masterplan are to create:

- A town centre to be proud of that meets modern needs and expectations.
- A high quality environment with emphasis on quality rather than quantity.
- An environment that is diverse, engaging, safe and environmentally conscious.

**“...emphasis on quality rather than quantity.”**

- A strong sense of unique local identity and civic pride that builds upon and complements Basildon’s ‘New Town’ heritage.

**“...lives up to its economic potential...”**

- A town centre that lives up to its economic potential where people are attracted to live, work, relax, visit and invest: now and in the future.
- A destination of choice.
- A vibrant evening economy.

**1.1.4** The Masterplan is the vehicle that through commitment will enable the realisation of the vision and the ambitions for the individual regeneration areas. It builds upon the 2006 Development Framework and has been distilled from subsequent exploration and stakeholder consultation and engagement.

**1.1.5** The establishment of a sense of place is a key overarching aim of the Masterplan vision and is central to achieving a place of enduring quality that has its own identity. The vision has evolved within the context of analysis and consultation, with consideration of opportunities and constraints, and of the financial reality required to deliver the vision throughout the anticipated life of the Masterplan.

**“...builds upon and complements the town’s ‘New Town’ heritage.”**

## A Partnership Approach

**1.1.6** A Partnership approach will be at the forefront of delivering the vision for Basildon Town Centre through the Masterplan. Basildon Borough Council working with Barratt Wilson Bowden (BWB) and other key partners will ensure that the vision becomes a reality.

## Role of Document

**1.1.7** This document sets out the overall plan and guidance for how development in Basildon Town Centre should occur and will help to inform any future planning applications that are submitted within the Masterplan area. By looking at all the issues and opportunities together we can make sure that development happens in the right way

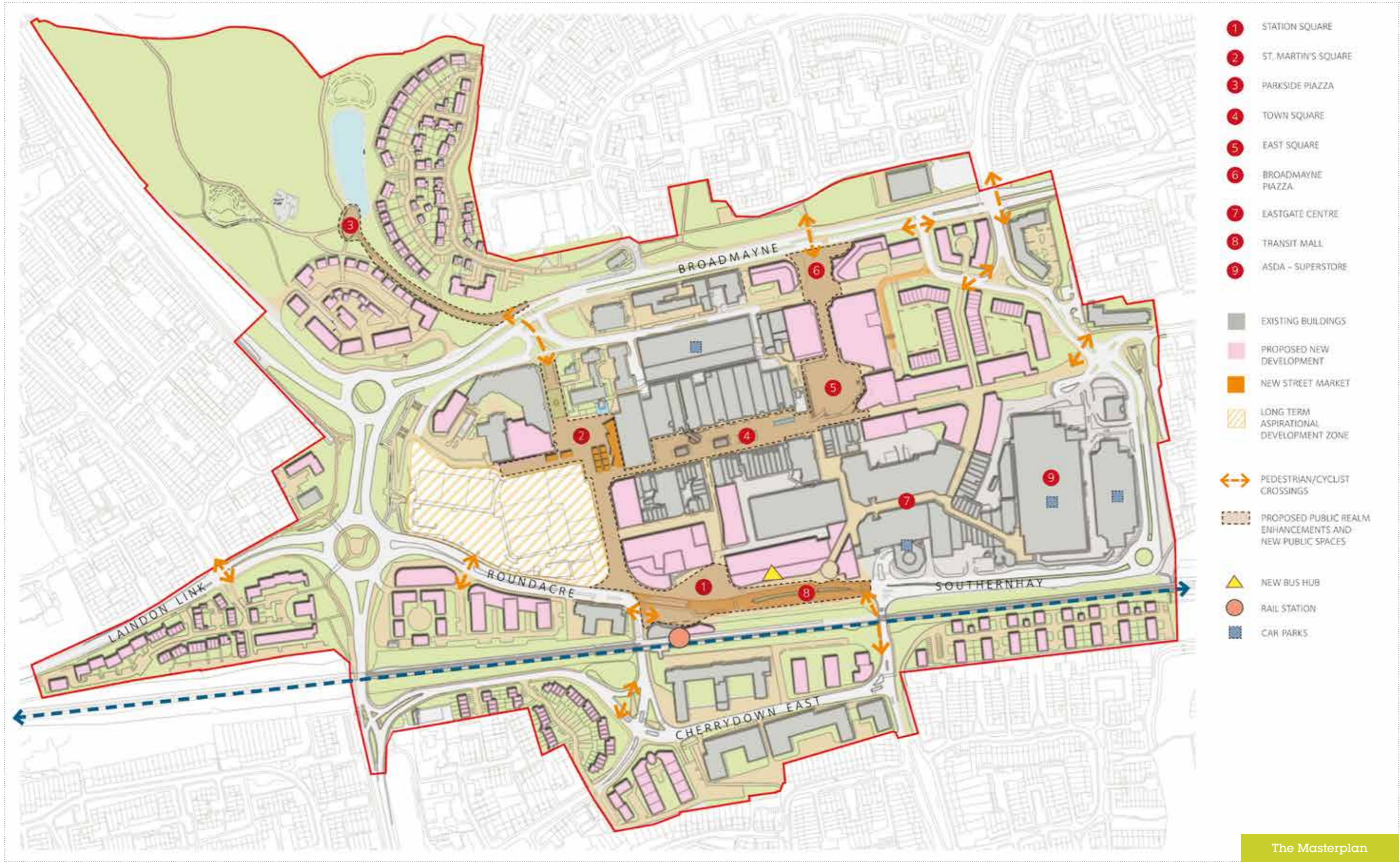
**“A vibrant evening economy.”**

that is sensitive to the unique qualities of places and enhance Basildon’s success. Specifically, this document addresses the following topic areas:

1. Drivers for change
2. Overall concept and preferred approach;
3. Land uses and quantum of development;
4. Key development sites and spaces;
5. Design;
6. A high quality public realm
7. Access, movement and connectivity;
8. Infrastructure and utilities;
9. Phasing;
10. Delivery management and risk; and
11. Monitoring and review







The Masterplan



## 2.0 The Story So Far

### The New Town Model

**2.1.1** Following the “New Towns Act” of 1946, new settlements were built to disperse and re-house London’s population following the Second World War. Basildon was one of 10 designated New Towns, which incorporated the Essex villages of; Laindon, Basildon, Pitsea and Vange, all of which had poor housing provision, and lack basic amenities such as mains water, gas, electricity and surfaced roads.

**2.1.2** The New Town Movement sought to create new buildings and places that were visionary and would overcome issues including social inequalities and overcrowding, which had arisen in the historic city.

**2.1.3** Basildon was designated a New Town in 1949 and the Basildon Development Corporation (BBC) started work in 1951, creating the largest of the “New Towns” within south east England. The Basildon New Town brought a total transformation to the area and change to the landscape, reconfiguring existing settlement patterns including road infrastructure.

### Basildon in the Making

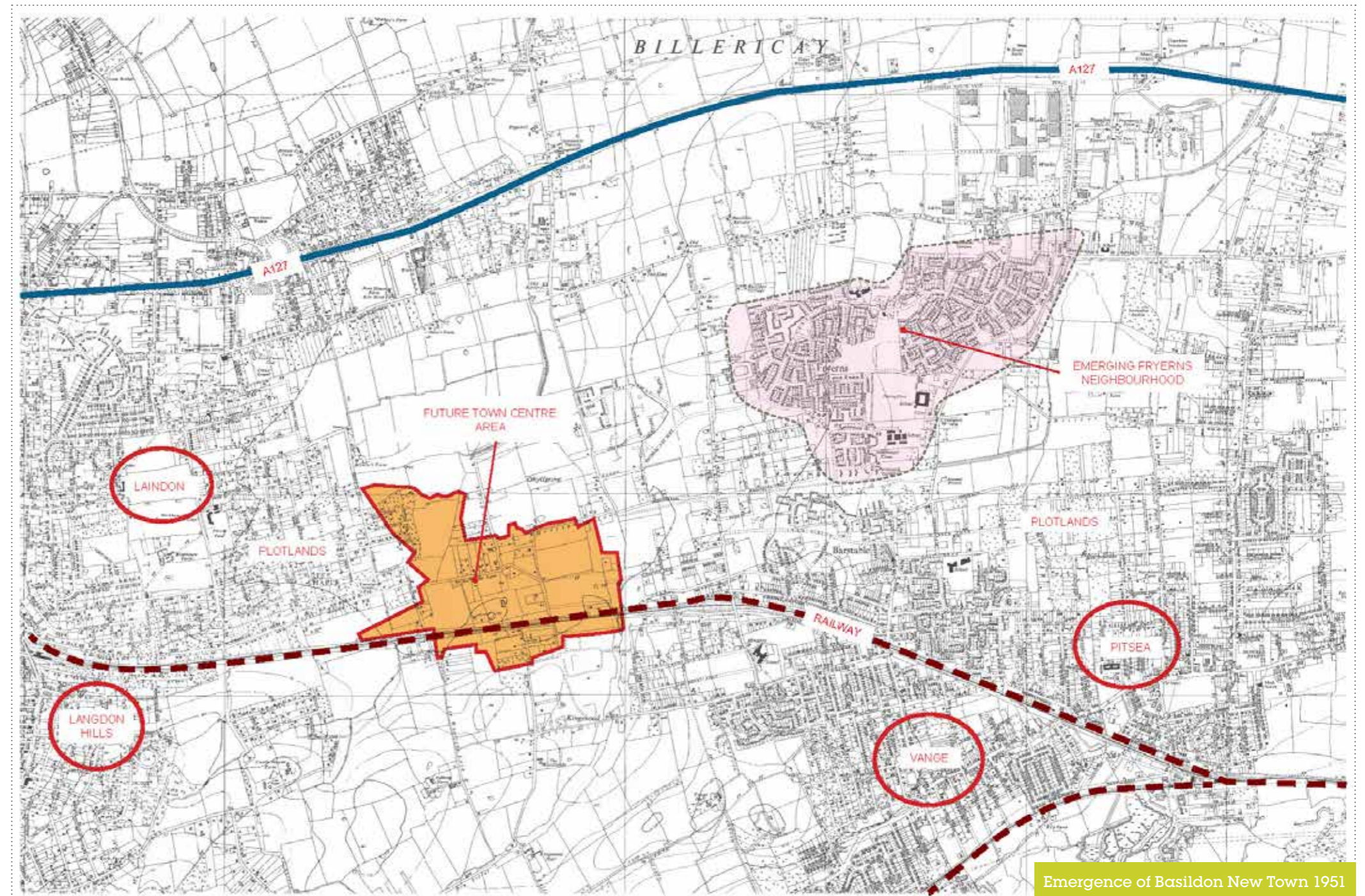
#### Basildon Town Centre in Context

**2.1.4** Basildon is the main town in Basildon Borough, with a population of 101,090 (Source ONS: Released 2011; Edited by BBC).

**2.1.5** Basildon Town Centre sits within the Thames Gateway South Essex sub-region, which is part of the wider designated Thames Gateway regeneration zone.

**2.1.6** Basildon Town Centre is located within Basildon Borough, 30 miles east of Central London, 13 miles west of Southend and 15 miles south of Chelmsford.

**2.1.7** Basildon Town Centre enjoys excellent access, with strong road and rail connections. The regional road network comprises the A127 and A1321 to the north and east, and the A13 and A176 to the south and east. The A1321 Broadmayne, A176 Roundacre



and Southernhay are key distributors and county roads. Basildon Railway Station is located on the London to Shoeburyness railway line, and provides a direct service into London in 30 minutes.

**2.1.8** Within Basildon, employment is concentrated within wholesale / financial services / retail, manufacturing and distribution, and hotel / restaurant sectors. More recently, substantial numbers of new jobs have been created within the health and retail sectors.

**2.1.9** Several residential areas are situated around the periphery of the town centre core, including Lee Chapel North, Langdon Hills, Kingswood, Barstable, Fryerns and Ghyllgrove neighbourhood.



### 1950s & 1960s

**2.1.10** The construction of Basildon Town Centre started in the 1950s, with the formation of a retail core encircled by a transition zone comprising a ring road circuit, core services including a bus station and surrounded by residential suburbs.

**2.1.11** At this time, strong east to west routes were established. The town centre comprised a pedestrianised precinct design, bisected by Town Square and East Walk. Within the core, development comprised predominantly small scale retail units, a bus station, and an element of office space. A small amount of residential development came forward in the form of Brooke House at East Square, a distinctive high rise apartment building that at the time was built to provide accommodation for executives. Within St Martin's Square, St Martin's Church came forward; however, this area of Basildon remained isolated from the

town centre to the east. In the north, a ribbon of public service buildings was developed running east to west. A traditional street market opened at Market Square in 1958, which became Basildon Town Centre's first public space.

**2.1.12** True to the original design principles for the New Town, which focused on simplicity, the original concept for the public realm focused on clean lines, using coloured concrete paving slabs, with a few trees incorporated into the streetscape.

**2.1.13** Gloucester Park, situated immediately north west of the town centre, opened in 1957, providing recreational space for local residents. In 1968, a new swimming pool was opened in the southern section of the site park.

### 1970s & 1980s

**2.1.14** During the 1970s and 1980s, Town Square was finalised and the cinema north of East Square and the Great Oaks multi storey car park were brought forward. Additionally, the Towngate Theatre and Basildon Civic Centre were delivered.

**2.1.15** Retail provision was significantly enhanced with the development of Eastgate Centre, developed in 1985, and Northgate House. To accommodate the Eastgate Centre, significant changes to the ring road were necessary. Southernhay was upgraded to a major distributor road and diverted east to increase the developable area within the town centre. This resulted in the town centre core becoming encircled by a four lane road system.

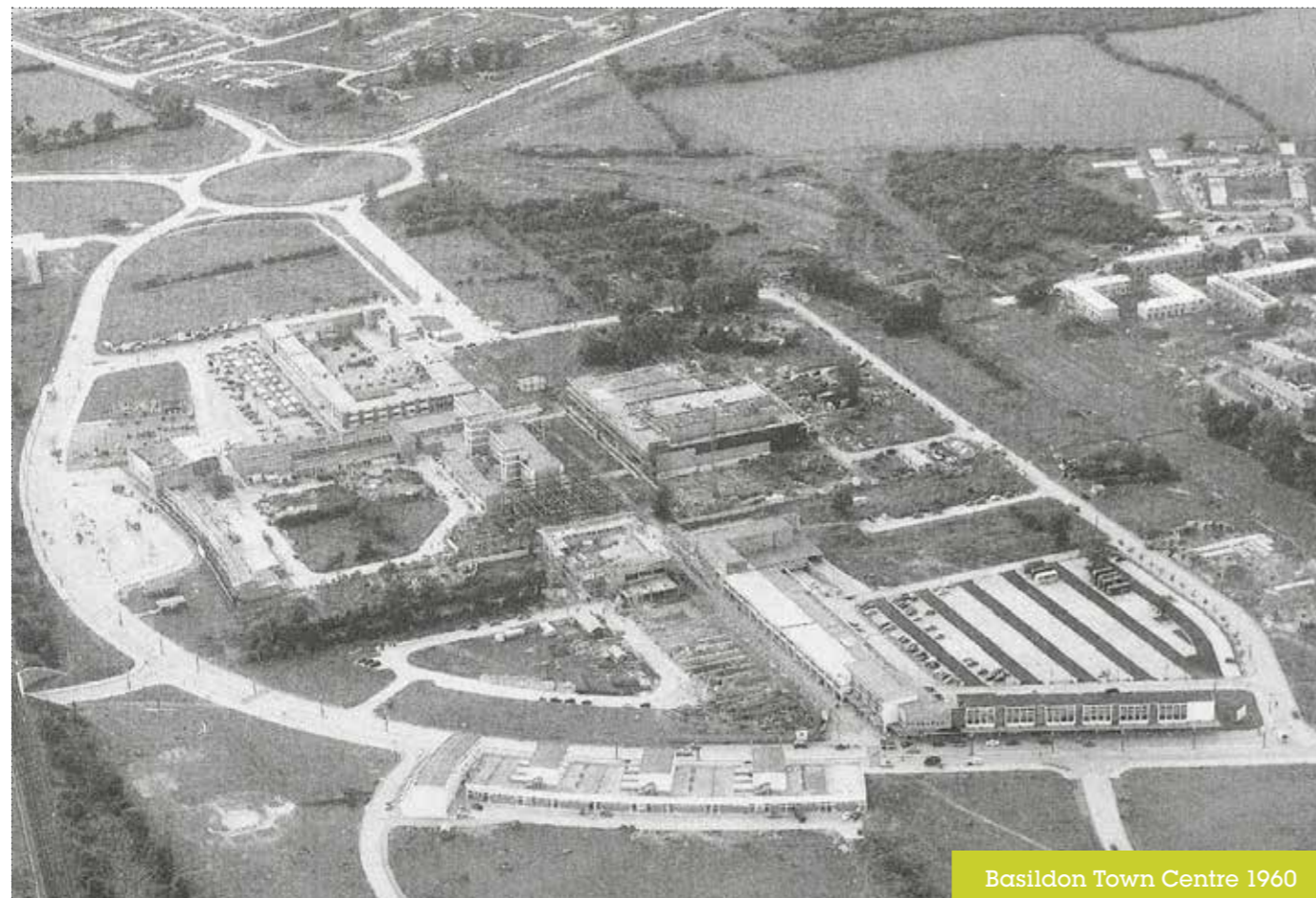
**2.1.16** Basildon Railway Station opened in 1974, and the bus station and associated canopy was rebuilt in 1985 and 1986 creating a well sheltered

environment along South Walk for shoppers and users of the bus station.

**2.1.17** Gloucester Park underwent further development during this period. Notably, in 1973 a new six acre fishing lake was created in the middle of the park and a formal boating lake was completed adjacent to the swimming pool. Additionally, new tennis courts, netball courts, a bowling green, crazy golf course and a bandstand were also constructed.

### 1990s to Present

**2.1.18** Within the core the last major development constructed in the early 1990s comprised Westgate Shopping Centre, a 14,000 sq.m retail complex comprising 12 retail units and 400 car parking spaces. Furthermore, improvements were made to St Martin's Square, including provision of the bell tower on the north side of St Martin's Square



Basildon Town Centre 1960



Town Square 1980s



adjacent to the church. A refurbishment project for Town Square commenced in 1996, involving the inclusion of two free standing glazed pavilions and an entrance arch at the western entrance to the Square.

**2.1.19** During this time, the western edge of the ring road was further consolidated, creating a double roundabout system. The concept of pedestrian and traffic separation was strengthened, with the provision of a landscaped underpass system which opened in 1990.

**2.1.20** Recently, Basildon Town Centre has experienced significant retail and leisure decline, changing retail priorities, a direct consequence of competing with large scale out of town developments such as Lakeside Centre and Festival Leisure Park, resulting in vacant units, and a decline in the overall town centre environment.

**2.1.21** The 'New Town' movement's alternative approach to settlement design is now considered to lack balance in its understanding of the roles and the relationships between people and places. The model is criticised for placing too much emphasis on traffic movement, poor building design and mono functional land use zoning, creating the perception of a lack of unity.

#### **The Next Chapter**

**2.1.22** A Partnership, comprising Barratt Wilson Bowden (BWB) and Basildon Borough Council (BBC) was formed in late 2010. The Partnership has worked together to prepare the Masterplan to ensure that its vision for the future of the town centre up to 2030 and beyond can be delivered based upon support from an extensive and robust evidence base.



1990s to Present



# 3.0 Masterplan Policy Status

The Masterplan will be an Interim Supplementary Planning Document (SPD), which will form part of Basildon Borough Council's new Local Plan.

## National

**3.1.1** The Masterplan has been prepared in the context of the National Planning Policy Framework (NPPF), published March 2012. The NPPF promotes the management and growth of town centres using a mix of uses, and sustainable patterns of development. Specifically, it sets out the following principles, which have informed the Masterplan:

- Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- Promote competitive town centres that provide customers choice and a diverse retail offer which reflects the individuality of the town centres;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
- Recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites;
- Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

## Local

### Basildon District Local Plan (1998)

**3.1.2** The Saved Policies of the Basildon District Council Local Plan (1998) provides general guidance on town centre development within Basildon. The Local Plan Saved Policies are supportive of retail, office, recreational, community facilities and residential development, as part of mixed use schemes within town centres.



### The Basildon Town Centre Development Framework 2006

**3.1.3** Further guidance on the regeneration of Basildon Town Centre was adopted through the Basildon Town Centre Development Framework (2006). Four core objectives underpin the Development Framework, namely:

1. Definition of the future deliverable objectives and vision for the town centre;
2. Identification of the types and ranges of business, cultural facilities, social and residential development that would be appropriate for the town centre;
3. Identification of the locations and sites that need to be targeted to develop these facilities and the changes that need to be made to the centre's infrastructure and design to facilitate them; and
4. Effective consultation with key landowners, businesses and community leaders to generate the support required to make the strategy a success.



**3.1.4** The Basildon Town Centre Development Framework sets out a vision for high quality buildings and spaces, an enhanced environment, a mix of uses and improved accessibility. Specifically, it sets out the following design principles for the town centre, which has informed the drafting of the Town Centre Masterplan:

- A modern and welcoming gateway;
- A greater mix of uses within the town centre, including housing;
- Re-characterisation of the Ring Road;
- A network of high quality routes and public spaces;
- Integration of Gloucester Park into the heart of the town centre; and
- Improving the quality and variety of Basildon's shopping provision.

**Emerging Planning Policy Context**

**3.1.5** Local planning policy is currently being reviewed and will in due course be replaced by a Local Plan, setting out the future strategic planning policy for the Borough up to 2031.

**Masterplan Status**

**3.1.6** The Masterplan informs the strategic planning and regeneration of the Basildon Masterplan Area, which includes Basildon Town Centre, land on its edge in the Lee Chapel North and Ghyllgrove neighbourhoods and part of Gloucester Park. In addition it is a material consideration in the determination of planning applications within the Masterplan Area. The suggested uses for land, public realm enhancements, transport infrastructure and other interventions will be given appropriate weight in pre-application advice and in determining planning applications.

**3.1.7** As the Masterplan will be published prior to the adoption of the Core Strategy Local Plan document, it has initially been approved as an Interim Supplementary Planning Document (SPD), forming part of the emerging Local Plan for the Borough.

**3.1.8** Following the adoption of the Core Strategy, and subject to there being no substantial differences between the adopted Core Strategy policies and the Interim SPD, the Masterplan will be adopted by the Council as a full SPD.

**3.1.9** Any minor changes resulting from the adoption of the Core Strategy would be addressed in the first revision of the Masterplan.

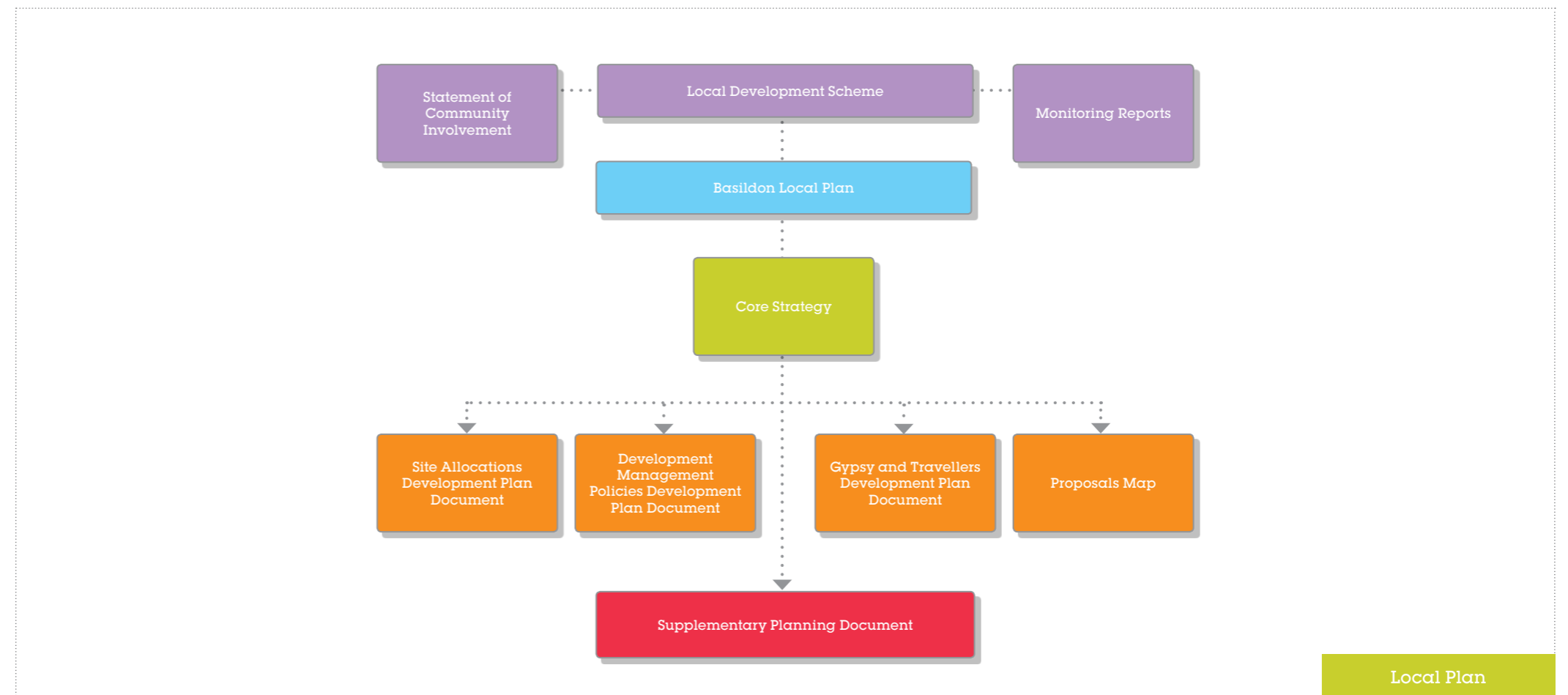
**3.1.10** Should any major changes be required due to differences between the adopted Core Strategy and the Masterplan SPD, an early review of the Masterplan could be triggered.

**Sustainability Appraisal and Strategic Environmental Assessment**

**3.1.11** Sustainability Appraisal and Strategic Environmental Assessment (SA/SEA) are technical assessments which form part of the statutory plan-making process to comply with European Directive 2001/42/EC and the Planning and Compulsory Purchase Act 2004.

**3.1.12** Whilst the objectives of SA and SEA are different, their methodologies are similar and can be co-beneficial. SA is a methodical evaluation that considers the social, economic and environmental effects of certain plans and programmes; whilst SEA is a process that integrates further environmental consideration into the preparation of plans and programmes.

**3.1.13** SPDs are not usually subject to SA or SEA as they do not introduce new policies or proposals, or modify planning documents which have already been subject to SA/SEA. However, in the absence of the finalised Core Strategy, the Masterplan Interim SPD has been subject to SA/SEA.





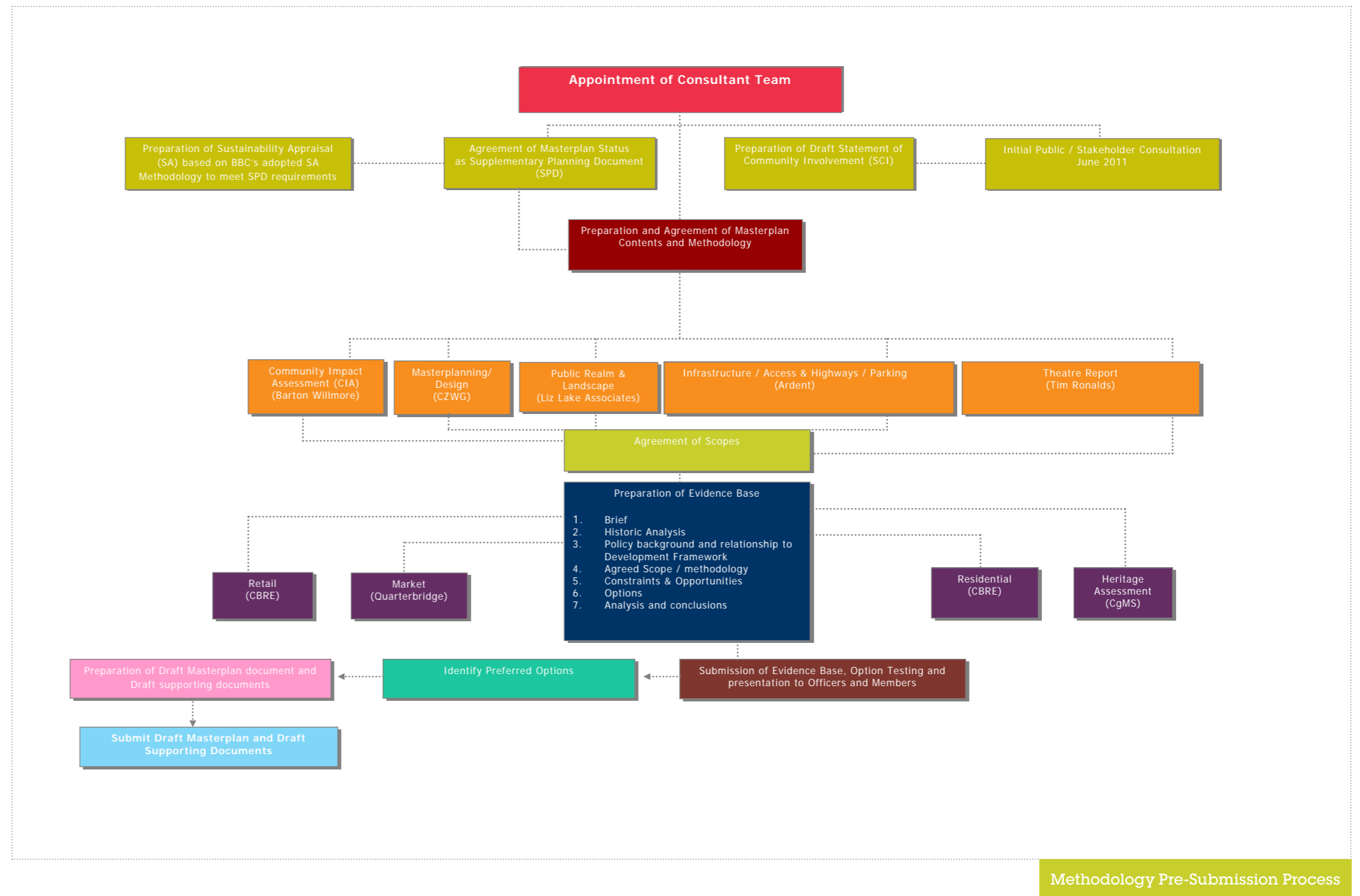
# 4.0 Methodology

The Masterplan has been compiled with careful thought given to its preparation to ensure that it assesses in full all relevant aspects involved in establishing the guiding Masterplan principles to 2030.

**4.1.1** Following formation of the Partnership (BWB), a specialist consultant team was appointed to assist in production of the Masterplan. The status and content of the Masterplan was then agreed. Each consultant prepared a scope of work which was agreed by the Partnership followed by collation and reporting of a detailed evidence base which considered options to inform the final Masterplan vision. This evidence and options were presented to Members and Officers whose feedback assisted in confirming a preferred approach Masterplan.

**4.1.2** Continuous dialogue and meetings between BWB and BBC has been key in preparing the Masterplan. The Masterplan has also been informed by a number of stakeholder meetings with landowners; transport operators; retailers; public services, Council departments and special interest groups.

**4.1.3** Extensive public consultation has been carried out to inform the Masterplan. Details of the consultation process are set out in the supporting Statement of Community Involvement. In summary, initial public consultation was carried out in November 2010. A further targeted landowners and retailers drop-in exhibition was held in June 2011. A formal six-week public consultation period was carried out between February – March 2012 following publication of the Draft Masterplan Document. The results of the formal consultation process have helped to inform and shape the final Masterplan Document.





# 5.0 Drivers for Change...

**5.1.1** To inform the Masterplan and ensure its proposals are built around a robust and well researched approach, extensive evidence base collation has been carried out. Full detail of all this evidence is included in the supporting Appendices to this document.

**5.1.2** The evidence gathered has been assessed and highlights a number of key issues that will shape the future success of the town centre. These are considered as the 'drivers for change' as follows:

- Accessibility;
- Retail & Leisure;
- Residential;
- Offices;
- Education; and
- Physical Development Opportunities.

## Accessibility

**5.1.3** Research has been carried out to assess the highways and infrastructure requirements for the town centre. From this, it is evident that the accessibility of the town centre is key to its future success.

**5.1.4** The Connectivity Plan below shows existing connections into the town centre.

**5.1.5** The town centre benefits from good access by car and has a significant level of parking. In common with most urban areas the road network suffers from some traffic congestion during the morning and evening peaks. Congestion can also occur at weekends and during peak shopping periods.

**5.1.6** There are opportunities to improve accessibility by car by simplifying the road network and access to car parking and providing for more efficient traffic movement around and through the town centre.

**5.1.7** The highway network is dominated by high speed dual carriageway roads that form a ring around the town centre core. As a result, these

routes are perceived to create a high degree of severance between the town centre core and surrounding residential areas affecting accessibility for pedestrians and cyclists.

**5.1.8** There are opportunities to create more modern urban street environments around the town centre core and provide safe and welcoming pedestrian/cycle neighbourhood links, including integrating Gloucester Park with the town centre.

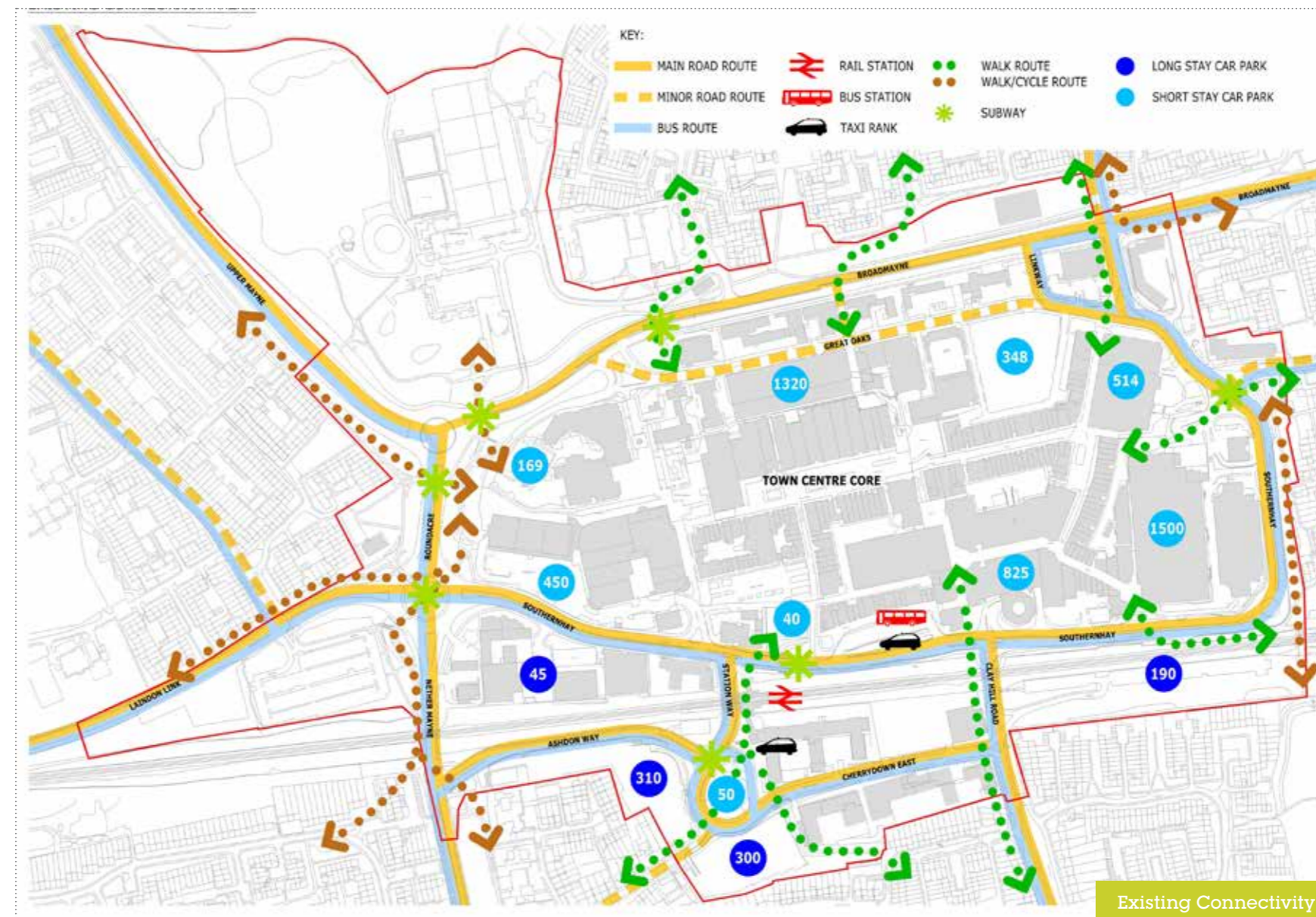
**5.1.9** The town centre is very well served by public transport, with the rail station providing frequent

direct services into the City of London, taking around 30 minutes, and numerous frequent bus services routing via the bus station on Southernhay.

**5.1.10** The rail station is well located to the town centre core, however, access by foot is visually uninviting, and involves crossing a traffic dominated area. The station layout itself has issues with peak period congestion, as a result of its inappropriate layout, and expected increase in rail travel.

**5.1.11** The bus station is well located to the town centre core and the railway station, although its condition and immediate environment present a poor image, and does not integrate well with the rest of the town centre. Its current 'saw tooth' arrangement is land intensive and causes highway safety issues.

**5.1.12** There are opportunities to build on the fast, efficient rail links to London, and frequent bus services by improving the rail station and creating a high quality interchange with improved public transport facilities.



Existing Connectivity



**Retail**

**5.1.13** Research has been commissioned to assess the current level of retail and leisure provision within Basildon and to ascertain the ideal amount of retail and leisure provision that Basildon should look to contain in the future. The research (see Evidence Base supporting Appendices (CBRE Retail Report October 2011) compared the current retail provision in Basildon against towns with a similar level of floorspace in order to assess the level of provision within the town against the amount of demand generated from the catchment areas.

**5.1.14** The results of the study showed that Basildon town centre contains an overprovision of A1 retail, but is hugely under provided for in terms of catering and leisure uses (A3). There are very few bars and restaurants within the town centre, which is largely attributed to these facilities being located in an out of town facility, Festival Leisure Park. The current town centre offer largely consists of cafés and fast food operators that do not trade in the evening which severely restricts the evening economy. The research shows that there is sufficient catchment to support both the leisure offer at Festival Leisure Park and within the town centre.

**5.1.15** Providing a quality retail environment and significantly improving the casual dining, formal restaurant and leisure offer is a key 'driver for change' to the ongoing vitality and viability of the town centre. The research also shows that growth in retail spending and population change will lead to a moderate increase in demand from Basildon's



Eastgate Shopping Centre



Existing Retail Offer



Existing Retail Offer



Vacant Retail Units

retail catchment area, and is a way of encouraging investment by maximising demand against supply. Future online expenditure will also have an impact on future needs.

**5.1.16** In assessing future retail need, it is important to also understand Basildon's catchment area population profile. Basildon's catchment area is made up of approximately 500,000 people. The

chart opposite breaks down this catchment between social groups and highlights that 'Suburban Homeowners' are one of the key cameo groups within Basildon.

**5.1.17** "Suburban Homeowners" are defined as residents who live in smaller less expensive semi and detached properties in small towns and pleasant suburbs, and are a mix of couples, singles and

families. The majority are occupied in professional, white and blue collar employment. Car ownership is high. It is important that future retail and leisure provision caters for this cameo group. Typically, this group would shop in Next, Debenhams and Marks & Spencer, Gap and Zara, some of which already exist in the town centre. It is important to complement the retail offer with a leisure offer, and Suburban Homeowners would typically visit places like multiplex cinemas and mid market restaurants.

**5.1.18** The conclusion of the research is that serious consideration should be given to reducing the overall level of retail floorspace in Basildon, since the current amount of floorspace may well be unsustainable in the face of changing retail trends and taking into account the fact that much retail floorspace in the non-core areas of the town centre is unsuited to modern retailer requirements. The replacement of obsolete and inappropriate forms of retail would also further this process. Significant development of the town's casual dining, restaurant and leisure offer to attract a more upmarket consumer profile and ensure more extensive use of the town at evenings and weekends is a key focus. The development of desirable town centre residential units would also further demand for these sectors.

**5.1.19** The current retail provision in the town centre comprises a core of prime shopping centre and high street space. The Eastgate Centre, owned by British Land is the prime retail pitch within the Town Centre and this should remain to be the case in the future.

Retail Centre Name	A1: Shops (sq ft)	A2: Financial & Professional Services (sq ft)	A3: Restaurants & Cafes (sq ft)	A4: Drinking Establishments (sq ft)	A5: Hot Food Takeaways (sq ft)	Total (sq ft)
Maidstone	1,121,600	119,000	88,500	75,500	25,900	1,430,500
Northampton	1,102,500	108,400	98,300	151,900	33,300	1,494,400
Bromley	1,101,200	126,700	81,600	68,500	24,300	1,402,300
Basildon	1,059,500	55,300	29,400	14,400	24,700	1,183,300
Swindon	980,200	130,100	57,500	90,000	17,600	1,275,400
Chelmsford	962,600	124,300	89,300	101,800	31,900	1,309,900
Benchmark Centre Average	1,053,620	121,700	83,040	97,540	26,600	1,382,500
Basildon Index	101	45	35	15	93	86

Basildon's Floorspace Provision





## “Suburban Homeowners in Smaller Private Family Homes”

The Centre is home to retailers such as Debenhams, Asda, H&M, Superdry, Topshop and River Island. The Centre equally suffers from a challenging retailing environment, and has more recently struggled to retain high occupancy levels. Like the rest of the town centre, it includes units which do not meet modern retailer requirements. Despite its recent refurbishment, the Centre needs to continue to evolve to ensure the town centre can compete effectively within the region. Town Square also forms part of the prime pitch, containing a number of anchor store units. Retailers in this area include Marks & Spencer, BHS, Boots and Primark.

**5.1.20** There is a significant amount of obsolete retail and office space within the town centre, reflected by a high level of vacancy in the non-core, peripheral retail areas. Taking this into account, the strategy for retail space in Basildon in the future should be to improve the quality of the town centre’s retail offer rather than necessarily increasing the quantum of retail floorspace. This is particularly evident in the Eastside area where there has been little meaningful retail development for some years; the units are very dated and realistically cannot be economically adapted or retrofitted. As a result, there is limited demand for these units, which are too small and in the wrong configuration for most expanding national multiple retailers. Vacancy rates amongst these units are also significantly higher than other areas of the town centre. Relocation of occupiers affected by development will be addressed as part of any detailed plan for the development of any phase of the Masterplan. For Eastside, this is not likely to be before 2018. The Council will seek to retain retail operators within the town centre where possible.

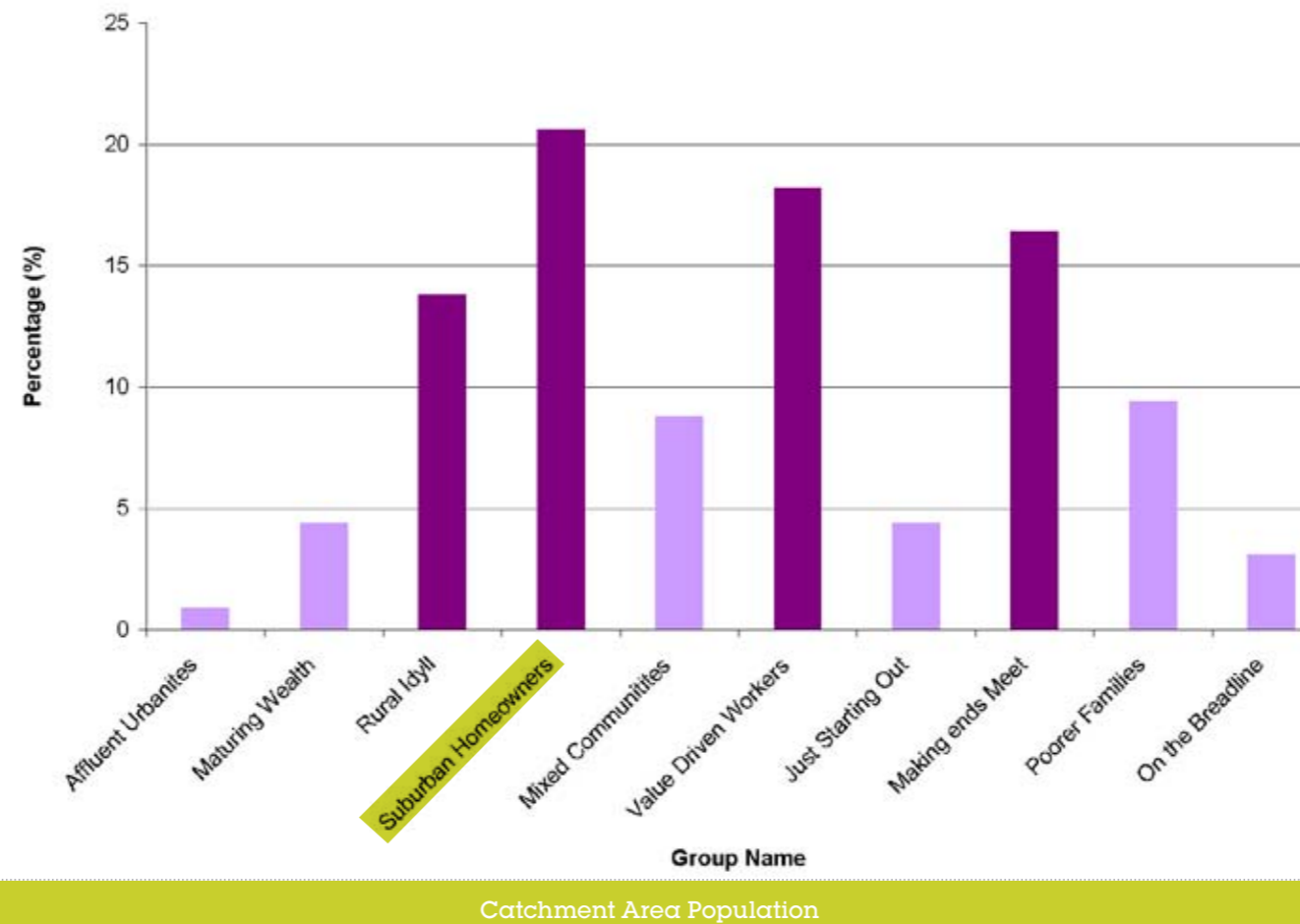
**5.1.21** In working to promote development that improves the quality of retail and leisure provision in the town centre in the future, the Masterplan also seeks to generate more custom for the businesses in the town centre as a whole. If successful, this will encourage landlords and occupiers to invest and renovate existing viable premises.



Good Example: Harlow (Wilson Bowden)



Good Example: Nottingham Corner House (Wilson Bowden)



### Leisure

**5.1.22** Cinemas in town centres can act as a strong initial catalyst to assist in building a strong evening economy. The existence of a cinema would help to attract restaurants and bars to locate in the town centre. In turn, the town centre would become a more attractive place to live and work and more town centre residential and office development would follow.

**5.1.23** Wilson Bowden’s experience from other town centre leisure schemes they have developed in Nottingham (Cornerhouse), Wrexham (Eagles Meadow) and Milton Keynes (Theatre District) suggests that the successful integration of leisure uses into the grain of the town centre is integral to meeting the expectations of discerning shoppers. Leisure and especially its catalyst, a multiplex cinema, is therefore an important component in creating a ‘shopping experience’ within the town centre, in the face of increasing competition from nearby centres and other multi-channel retail techniques.



**5.1.24** Indeed, this is a key message within the recent 'High Street & Town Centre Review' (Dec 2011) undertaken by Mary Portas – she commented 'I want to put the heart back into the centre of our high streets, re-imagined as destinations for socialising, culture, health, wellbeing, creativity and learning'.

**5.1.25** The aspiration to provide a high quality retail offer and vibrant evening economy for Basildon has already been realised in town centres elsewhere in the country. Wilson Bowden's scheme at Eagles Meadow, Wrexham was a joint venture with Wrexham County Borough Council and includes new retail and leisure linking with the town centre. The scheme has secured key anchor retail and leisure tenants including a cinema. The Cornerhouse

at Nottingham includes 200,000 sq ft leisure led mixed use development including a cinema and casino. Milton Keynes has successfully achieved a vibrant outward-facing theatre and leisure district.

**5.1.26** The research undertaken identifies a strong need for family orientated leisure facilities in the town centre, in order to extend the trading hours of the town beyond 5.30pm which will create an improved environment in which to shop, live, work and play. The focus of the proposed leisure offer will be a state of the art 8 -12 screen multiplex cinema fronting a redesigned East Square complemented by a range of family restaurants and coffee shops. Analysis of the catchment carried out in preparing the Masterplan, together with operator interest, indicates that the Basildon catchment can support



Existing Basildon Market

improved by leisure uses creating activity in this part of the town centre. This location for the leisure 'hub' also allows the commercial core of the town centre to break through to Broadmayne and provide greater visibility by achieving a more outward-looking town centre rather than one which largely turns its back on its catchment. In short, delivering a leisure hub on East Square will deliver significant benefits to the rest of the town centre in the above ways.

**The Market**

**5.1.28** It is important to consider the future role of Basildon Market in providing a better town centre. A specialised Market study has been carried out to assess the ability of Basildon Market to enhance the interest and vitality of Basildon town centre. This forms part of the supporting Masterplan Evidence Base. This sets out findings concerning relocation issues; considers options for relocation sites and makes recommendations for consideration.

**5.1.29** The study concludes that the Market should be more centrally located to create greater footfall and an overall better town centre retail circuit. The research considers a number of alternative sites for relocation and concludes that St. Martin's Square and vicinity would be the most appropriate relocation site for the Market. St. Martin's Square provides a good working solution for the market and will provide a more central focus for the market.

**5.1.30** The Basildon Town Centre Development Framework first proposed moving the market towards St. Martin's Square in 2006, before the South Essex College proposals had been made. Other options for the market within the town centre were tested but were not considered as suitable as St. Martin's Square. The market move to St. Martin's Square will also deliver added value with the opportunity to enliven St. Martin's Square with activity, link to the cultural offer at the Towngate Theatre and act as a Western "anchor" to the core retail circuit in the town centre, something that the market is currently isolated from.

a town centre multiplex cinema in addition to the existing facilities at Festival Leisure Park. The proposed cinema and its direct relationship with the restaurants around it will be aimed at a different, more family-focused part of the market than Festival Leisure. In addition, there are other opportunities in the town centre to promote other types of leisure opportunities and events. For example, space at St Martin's Square linking to the Towngate Theatre and a new market is earmarked as a flexible space for outdoor events.

**5.1.27** In addition, BWB believe that by creating a leisure hub comprising a cinema and 'signature' mid-market family restaurants and coffee shops, dwell times within the town centre will be increased and pedestrian footfall will be strengthened in the new heart of the town. The Council considers that East Square provides the best location for this 'hub' which is central to the town centre and would strengthen a more focused, better quality town centre retail circuit. This focus will also enhance and concentrate the footfall within the core, prime areas of the town centre, linking to the nearby entrance to the Eastgate Centre off East Walk and reinforcing the eastern end of Town Square. The vibrancy and safety of the town centre environment will also be



Good Example: Milton Keynes (Wilson Bowden)



Good Example: Wrexham (Wilson Bowden)





Basildon Towngate Theatre

**Towngate Theatre**

**5.1.31** Evidence gathering has also been carried out to assess the future of the Towngate Theatre, which today is the prime leisure asset within the town centre. It is important that this asset is retained and enhanced where possible. Research carried out reviewed the facilities and operation of the Towngate Theatre within the cultural and leisure context of the area; considered options and made recommendations for the future successful operation of the Theatre.

**5.1.32** The Study concluded that in the past and looking forward, financial stability for the theatre has been and will continue to be challenging. Compared with other theatres of its size it has a lower number of visitors and it faces stiff competition from London and Southend. There is significant demand for theatre and other leisure uses in Basildon but more needs to be done to attract expenditure to Towngate. Research recommends that an extension to the theatre in the short term is not the solution to attracting further business, but that the aspiration should be to complement the theatre offer with other uses that would assist in financially supporting the theatre.

**Residential**

**5.1.33** Specialised research has been carried out to inform preparation of the Masterplan. This was prepared by CBRE (October 2011) and is attached in the supporting Evidence Base Appendices. The evidence assesses and identifies current and emerging trends in the housing market affecting Basildon. Research considered:

- Current housing market activity
- Current developments and anticipated future supply pipeline; and
- Future demand and supply trends

**5.1.34** The research considers the current housing character and market in Basildon. The findings highlight a higher level of social rented accommodation compared with regional and national trends, at nearly a quarter of all housing. There is subsequently a smaller private rented sector. The housing offer in Basildon is fairly narrow compared with elsewhere with higher proportions of compact terraced housing than the national average and an under-developed flatted and urban living market.

**“Demand for Intermediate Housing”**

**5.1.35** The research recognises a lack of affordability in the housing market which means that an increasing number of first-time buyers are unable to participate in the

market, reinforcing the demand for privately rented or affordable housing. An increase in demand for intermediate housing is likely. Affordability is clearly the main constraint on demand, and will play a prominent role in the type of housing that would best be delivered in the area.

**5.1.36** While affordability constraints nationally continue to influence housing need, Basildon remains more affordable than some of its competing neighbouring towns. Research also

**“Demand for smaller and family homes”**

shows that the last few years have seen big rises in net annual housing need both for private and affordable housing. Aside from a shortage of housing, the quality and range of current housing stock continues to be mismatched to existing and forecasted sectors of employment. The demographic patterns indicate the biggest need is for smaller units; particularly sheltered housing for older people, but there is also a marked need for family housing.

**5.1.37** In respect of future housing demand, the research finds at a very fundamental level, that there is perennial underlying demand for housing in Basildon, which is not being met by supply. In line with national trends, house-building rates have not matched the expansion in population and the even more pronounced growth in the volume of households. This has, over the course of the last twenty years, manifested itself in house price growth well ahead of average wage increases, and increasingly burdened housing waiting lists.

**5.1.38** The research finds that the underlying level of un-met demand in Basildon will intensify as the local population increases over the next twenty years and there will be pressure on housing supply across all types and tenures.

**5.1.39** The conclusion of the residential research carried out indicates that the Masterplan should seek to maximise the potential to provide new homes to meet high demand and reduce

**“Demand outweighing supply”**

undersupply. The need should be focussed on provision of smaller homes and family homes, with affordable intermediate provision. The provision of aspirational homes within the town centre will also assist in enhancing sustainability of the town centre, and attract new spending and investment in parallel.

**5.1.40** Provision for new homes within the Masterplan area will also assist in meeting local housing targets. It will also make a key contribution to other aspects of the regeneration. More people living in the town centre means more support for retail, service and leisure uses in the town centre. Affordable housing delivery in the Masterplan Area will need to take into account the Council’s adopted planning policies on affordable housing.

**“Aspirational Homes to attract new households”**

**5.1.41** The aspiration for new homes in the Town Centre draws upon examples of successful town centre living elsewhere. Barratts has experience of successful town centre apartment living within the locality. This experience to

date coupled with the vision and aspirations set out in the Masterplan reinforces commitment and confidence that town centre living in Basildon is a key component to the success of the regeneration of the town centre as a whole.



Good Example: Westside North, Basildon



Barrat Homes have vast experience in delivering good quality homes in Essex including:

**Capital Square.** Chelmsford former Town Centre bus depot. 108 Apartments with approximately 10,000 sqft of retail space. Town Centre location.

**Aurora Chelmsford.** factory site, mixed use development of 39 apartments plus commercial.

**Colne View Colchester.** Riverside development comprises 1 and 2 bedroom apartments and town houses formed part of the Hythe regeneration project. Barratt were the first developer to start construction within the Hythe regeneration area and this development will provided in excess of 300 dwellings with a range of commercial uses.

**“Significant new house building required to meet future growth”**



Good Example: Colne View, Colchester



Good Example: Albany Gardens, Colchester

**Offices**

**5.1.42** Research shows that the office market in Basildon has been very limited for many years and there has been no new town centre development of any note for the last twenty years. A cycle of falling demand and lack of investment has been established. It will take a significant change and carefully targeted aggressive marketing to create a new viable office market. However, provisions of the earlier phases of the town centre regeneration including the residential, retail and leisure developments and improvements to public transport and station upgrades, over a reasonable period of time it should be possible to create a viable market. Basildon’s excellent communication links set a strong baseline for location of office space in the town centre. However, regeneration is a precondition for attractiveness to develop the office space within the town centre. Based on these findings, increasing office provision in the town centre is an aspiration for later phases of the Masterplan period.



**Education**

**5.1.43** South Essex College is looking to move to a town centre location. The current college site at Nethermayne is expected to be sold for re-development to assist in providing the necessary funding for the College’s relocation to the town centre. The College’s preferred location for the new College is at Market Square area and plans for this option are progressing. The Masterplan actively encourages the provision of the College in the town centre which would draw up to 2,000 students and assist in creating a more vibrant and sustainable town centre.

to inform the Masterplan approach, focusing on existing density and land use; public realm and space; and connections and movement.

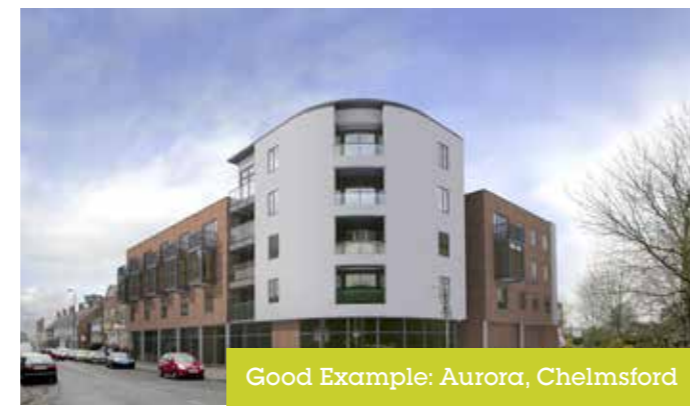
**5.1.45** A zone by zone analysis of the town centre has been carried out which identifies character areas within the town centre and their associated attributes and functions. The analysis focuses on density and land use; public realm and space, connections and movement illustrates overall key issues:

**Density and Land Use: Key Issues**

- A greater mix of land uses in the town centre including residential is necessary to create a vibrant centre and essential for regeneration.
- The town centre would benefit from an overall higher density of sustainable mixed use development.
- The town centre suffers from a lack of leisure offer and the quality and range of retail space on offer.



Good Example: Capital Square, Chelmsford



Good Example: Aurora, Chelmsford

**Physical Development Opportunities**

**5.1.44** The delivery of physical development opportunities within the town centre is key to shaping its future success. Ownerships and the configuration of the town centre offers significant opportunities for development and regeneration whereas other towns that have developed more organically are more challenged in this respect. Extensive evidence gathering has been carried out



- At present the town centre lacks any significant evening economy, including cultural attractions, quality restaurants and leisure uses to encourage a thriving evening economy to develop.
- A new street market in a contemporary form and new location could make a significant urban, cultural and economic contribution to regeneration.
- The range and quality of the housing stock and tenures should better align with existing, aspirational and forecast employment sectors and needs.
- The perception of the town centre needs to change and the quality of the town centre environment improve if the centre is to be perceived as an office location once more.

**Public Realm and Space: Key Issues**

- The town centre is inward looking; creating a successful pedestrian centre but a neglected and exposed outer ring of service zones and negative urban space.
- Original visual connections between the centre and surroundings (old Southernhay route/Towngate route) have become obscured by large format developments isolating town centre activity and attractiveness from passing trade and traffic.
- The network of public spaces lacks a fluid retail circuit; a strong east-west bias of routes is not balanced by significant north-south routes (the exception; Eastgate mall but hours of use restricted).
- The brownfield areas of Gloucester Park (south) lacks the amenities and quality expected for an urban park space, connection to the core area is poor.

- Within the overall public space network East Walk has become a marginalized back water; East Square and St Martin's Squares lack the activity and excitement that they have the capacity to sustain.
- The gateway from the railway station should aim to create a significant town centre portal of activity flanked by landmark buildings which provide a positive first impression of Basildon.

**Connections and Movement: key issues**

- Regionally Basildon is well connected by road and rail, however approach and arrival lack urban significance, first impressions are negative, gateway experiences poor.
- An objective of the Masterplan is to make pedestrian and cycle movement easy, attractive, direct and safe. Subways where possible should be replaced by at grade road crossing and desire line routes to neighbourhoods improved.
- The surrounding town centre ring road system requires transformation to become pedestrian friendly, greened town centre urban avenues.
- A key priority should be to create within the town centre a coherent retail circuit environment for shoppers and to better integrate the Eastgate Centre

**SWOT Analysis**

5.1.46 This section has outlined the existing characteristics of Basildon and opportunities for improvement. A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis has been undertaken to clearly identify these issues:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Good accessibility</li> <li>Strong catchment area demand for additional and improved catering and leisure activities</li> <li>Public open spaces close to the town centre at Gloucester Park</li> <li>Commitment of Basildon Borough Council and Barratt Wilson Bowden to deliver the Masterplan.</li> </ul>	<ul style="list-style-type: none"> <li>Inward facing town centre</li> <li>Poor pedestrian connections to the town centre from surrounding neighbourhoods</li> <li>Town centre isolated by high speed dual carriageway</li> <li>Lack of town centre housing/ communities</li> <li>High retail vacancy rates, particularly in the Eastside area.</li> <li>Undersupply of catering and leisure activities – limiting the town centre's appeal and preventing growth in the evening and night time economy</li> <li>Physical fabric of the town is fading</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>College relocation to Basildon town centre will create a more vibrant and sustainable town centre</li> <li>Development of new homes to create town centre sustainable communities</li> <li>Creation of gateways to the town centre at the main entrances such as the creation of a new public square in Station Quarter will enhance the town centre's appeal</li> <li>Market relocation in an area of greater footfall will increase its vitality</li> <li>Development of leisure uses will diversify the town centre's offer and attract residents and visitors</li> <li>Improve the quality of the retail offer</li> <li>Improve linkages/ connections into the town centre on foot and public transport</li> </ul>	<ul style="list-style-type: none"> <li>Competition of large scale out of town developments and changing shopping habits caused by the internet. Further decline (if not addressed) could lead to a tipping point whereby out of town retail developments and online shopping are preferred.</li> <li>Financial viability of the Theatre is challenging due to low visitor numbers and stiff competition.</li> <li>Development viability and the ability to gain finance to deliver the Masterplan within the constraints of the existing economic climate.</li> <li>Difficulties in acquiring land due to multiple land ownerships.</li> </ul>



# 6.0 The Masterplan

## 6.1 Overall Concept & Preferred Approach

**6.1.1** The evidence gathering exercise and key drivers for change outlined in the preceding chapter have informed the preferred Masterplan approach for the town centre. This preferred approach has been tested through public consultation.

**6.1.2** The Masterplan indicates the potential for development from now until 2030 and beyond. It draws upon the findings of the evidence base (see supporting Appendices) which generates a number of overarching and informing principals that make up the Masterplan including:

- An increase in the town centre residential communities; both in the surrounding transition zones and the core.
- An increase in the community that is well connected to the centre and therefore not car dependant when using town centre services.
- A greater diversity and range of uses and offers available within the town centre; that encourage an alternative central use activity profile, such as leisure, education, and town centre living.
- Contraction of the retail circuit and emphasis on a greater balance of uses and better quality of retail within the town centre.
- Improve the variety and quality of Basildon's shopping, leisure provision and cultural opportunities enhancing the evening economy.
- Build a new multi-activity centre around St Martin's Square; incorporating a modern, mixed use street market to enhance activity and use of St Martin's Square as a community hub.
- Create new modern vibrant and welcoming gateways to the town centre; in the south at rail and bus stations, in the north at central Broadmayne.
- Creation of a more outward facing town centre.
- Create a network of high quality public spaces and routes that create a coherent easily navigated retail circuit that is well connected to surrounding neighbourhoods, new communities and Gloucester Park.
- Create the opportunities for the development of a new business community within the town centre.
- Transform the ring roads from high speed movement corridors to green urban avenues; with surface level crossings and safe and convenient arrangements for pedestrians and cyclists improving movement quality and connections to new and existing surrounding communities.
- Creation of a better public transport arrival point at Station Square with safer and better integrated transit mall.
- Maintain the Eastgate Centre as the town centre's prime retail pitch alongside Town Square, and promote its evolution to ensure the Town Centre can compete effectively within the region.





- 1 STATION SQUARE
- 2 ST. MARTIN'S SQUARE
- 3 PARKSIDE PIAZZA
- 4 TOWN SQUARE
- 5 EAST SQUARE
- 6 BROADMAYNE PIAZZA
- 7 EASTGATE CENTRE
- 8 TRANSIT MALL
- 9 ASDA - SUPERSTORE
  
- EXISTING BUILDINGS
- PROPOSED NEW DEVELOPMENT
- NEW STREET MARKET
- LONG TERM ASPIRATIONAL DEVELOPMENT ZONE
  
- PEDESTRIAN/CYCLIST CROSSINGS
- PROPOSED PUBLIC REALM ENHANCEMENTS AND NEW PUBLIC SPACES
  
- NEW BUS HUB
- RAIL STATION
- CAR PARKS

The Masterplan



## 6.2 Land Uses & Quantum of Development

### Land Use

**6.2.1** The existing town centre has an overprovision of retail development complemented by a substantial amount of car parking and a lack of leisure uses and housing. This is illustrated on the existing land use plan.

**6.2.2** The preferred approach divides the town centre into eight character areas for analysis. The proposed land use plan overleaf identifies aspirational land uses for the town centre which are summarized below by priority area:

**Eastside.** A mixed use area with emphasis on retail and leisure with office and urban residential over retail. A new substantial residential community comprising of predominantly town houses and apartments would be formed which would incorporate urban pocket park areas.

**Broadmayne.** A new mixed use area comprising urban residential areas, retail, leisure and a hotel.

**Town Square .** A refurbished Great Oaks car park, refurbished retail units in Town Square and substantial public realm improvements to create better linkage between St. Martin's Square and East Square.

**Eastgate Centre.** Continued retail and leisure provision as part of the town's primary shopping location. Evolution of centre encouraged to provide an increase in the quality and diversity of retail and leisure occupiers.

**Westside.** New residential communities comprising houses and apartments will form at Westside North between Gloucester Park and the town centre. Improvements are to be made to Gloucester Park and linkages between the Park and the town centre. The new Gloucester Park links would enter at St. Martin's Square, which would be transformed to a vibrant new central square forming a cultural, leisure and arts centre. There is opportunity for improved theatre and civic offices, and an

aspiration to create a focus on a new relocated street market within the Square.

**Southern Gateway.** This character area will comprise predominantly new residential communities with opportunities for mixed use to include retail and office uses facing Roundacre to the east.

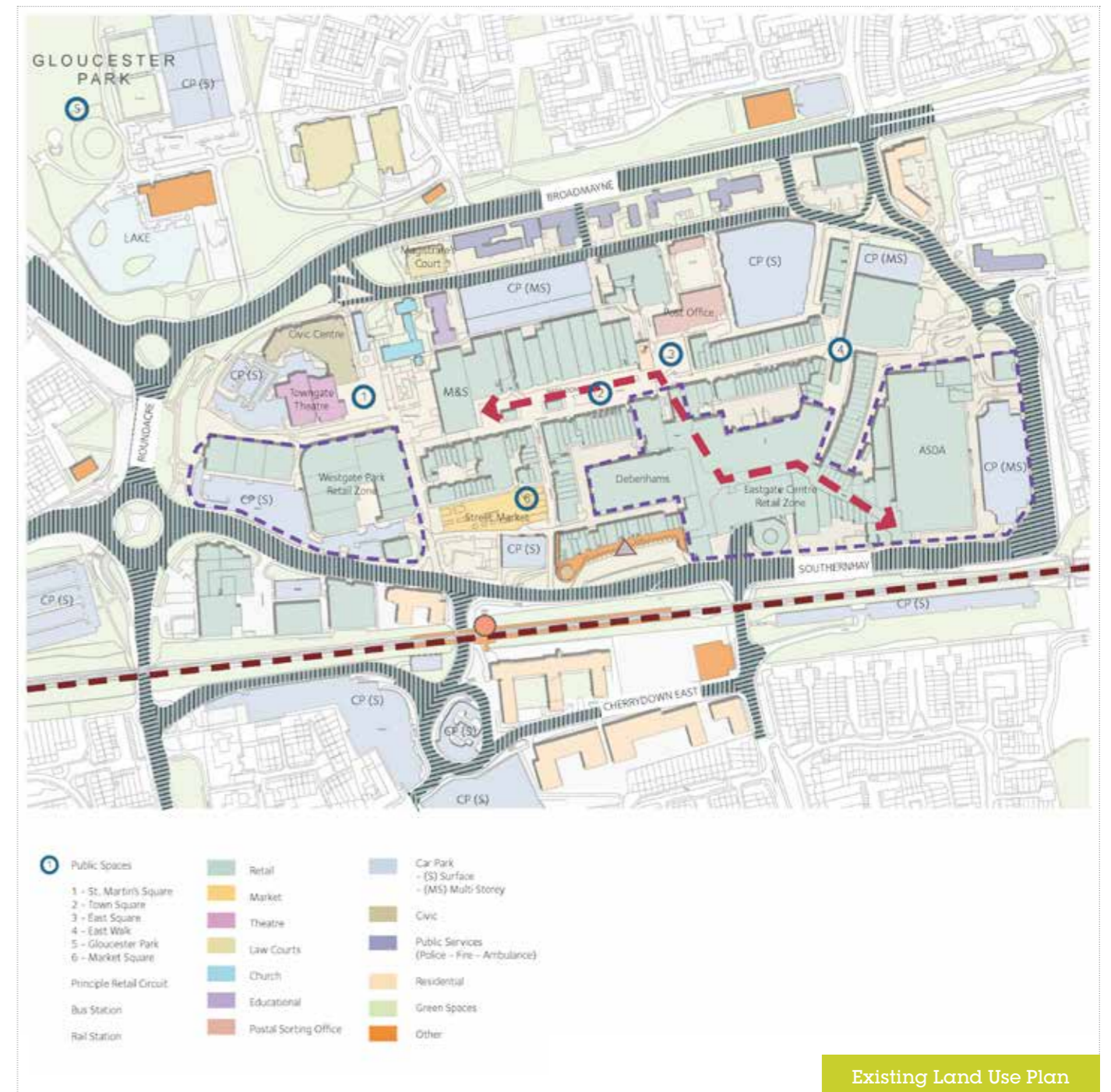
**Station Quarter.** The vision sees new mixed use development at Station Quarter surrounding a new town centre transport hub and new college. The transport hub will comprise improvements to the railway station, a new bus station and taxi rank. A section of Southernhay would be re-routed to Cherrydown East, to create a more pedestrian friendly arrival point into the town centre from the train station. The market would be relocated and new mixed use development surrounding the hub, which would include education, office, retail, community and leisure uses.

**Southside.** Southside comprises of land south of the railway line, and the proposals here are to regenerate to form new town centre residential communities, comprising both town houses and apartments.

### Quantum of Development

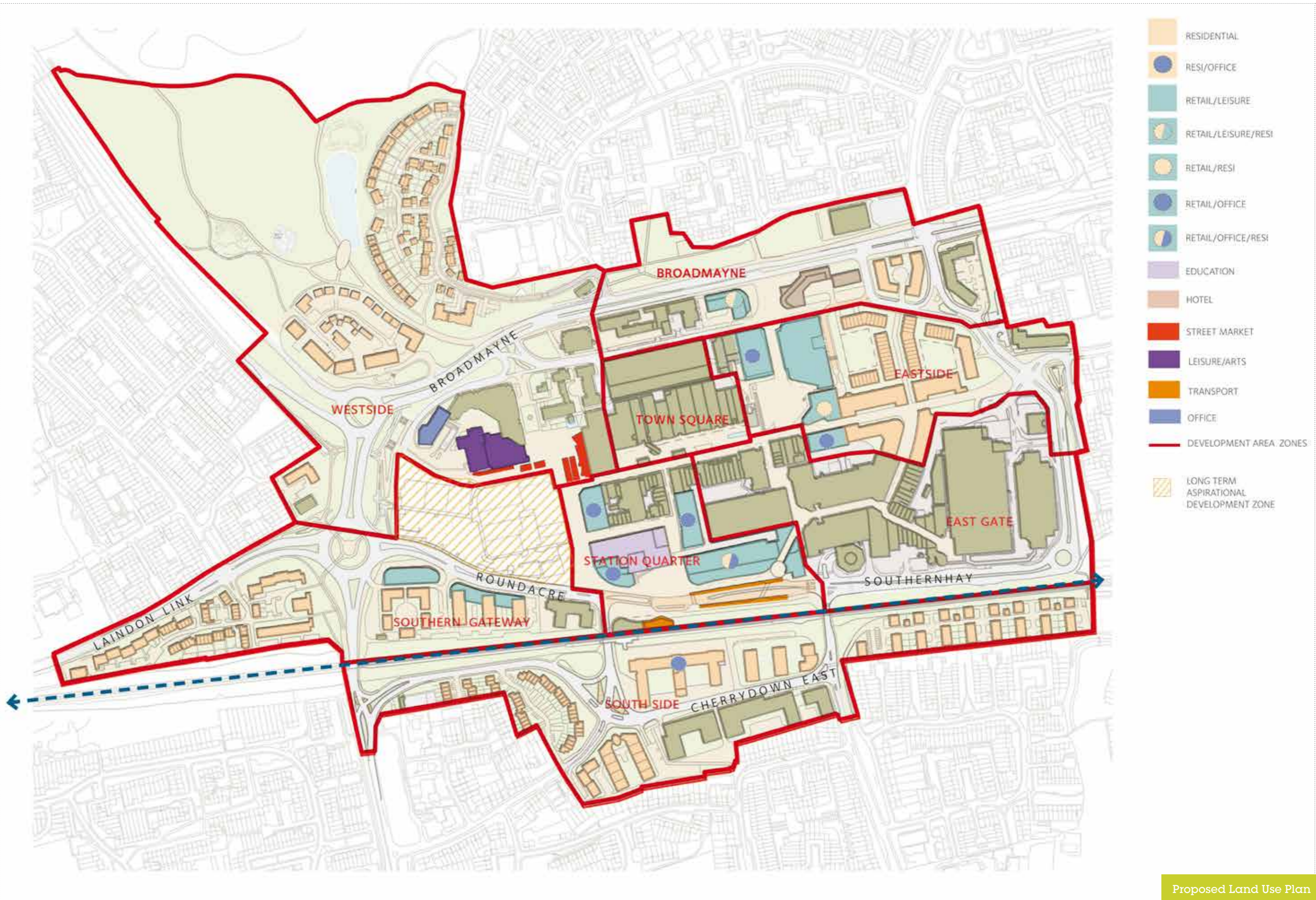
**6.2.3** The Masterplan aspires to provide the approximate following quantities of new or improved key uses within the town centre.

Use	Use Class	Overall Amount
Residential Units	C3	Between 1500-2000 units
Retail & Leisure	A1-A4, D1, D2	Up to 40,000m2
Office	B1	Up to 25,000m2
Hotel	C1	Approx. 150 Rooms
Education	D1	Up to 10,000m2



Existing Land Use Plan







## 6.3 Key Development Sites & Spaces

**6.3.1** The Masterplan promotes the re-development of a number of key high quality public urban spaces which will bring about substantial positive changes to the town centre and help to create a coherent overall public space network.

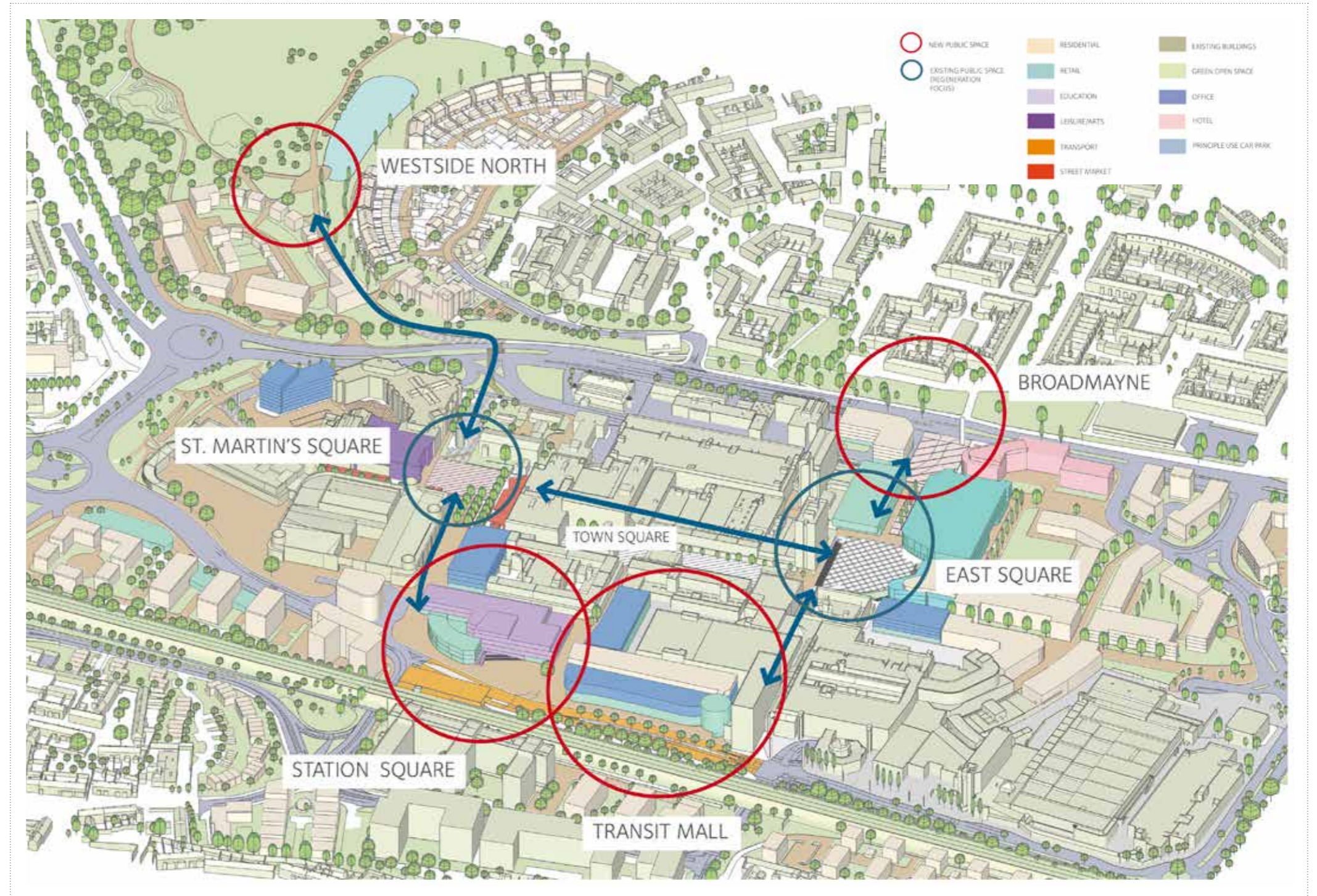
**6.3.2** The town centre is characterised by formal spaces that, subject to regeneration, will make a positive contribution to Basildon's future success. The present town centre network follows a dominant west to east axis from St. Martin's Square to Town Square and East Square. South-east of this axis is the covered Eastgate Centre. As a whole the network does not, at present, provide a coherent retail circuit and the town centre core lacks basic positive gateway spaces and connectivity to the wider community. These elements further reinforce the inward looking character of the town centre.

**6.3.3** The Masterplan proposes a number of new or regenerated town centre public spaces located within or at the perimeter of the town centre core which will help to generate a more balanced public space network. Each of these spaces is integral to the overall town centre regeneration strategy that together creates a strong structure for the Masterplan.

**6.3.4** There is a primary focus on these spaces as priority areas for change. They are the sites that present the greatest opportunities for transformative change across the town centre as a whole. However they are not the only areas identified for improvement, since change is also anticipated in other parts of the town centre.

**6.3.5** The key development sites and spaces are:

- St. Martin's Square
- Station Square and the Transit Mall
- Westside North
- East Square
- Broadmayne



Key Development Sites & Spaces

**6.3.6** In addition, the Southside area to the south of Station Square will be regenerated to create new town centre residential communities. The Southside area is framed by Trafford House, which has planning consent for residential use and

therefore plays an important part in the creation of a new town centre community. There is also some potential to provide a gateway and active frontages to the southern approach to the railway station.

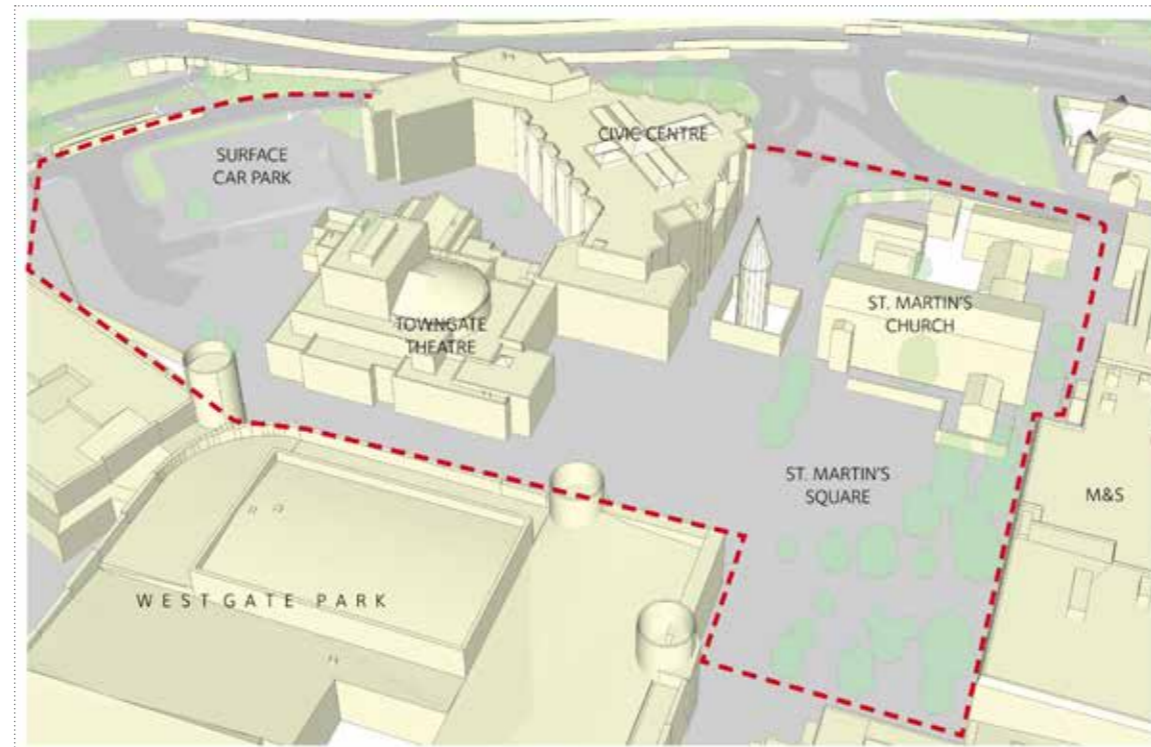


## St. Martin's Square

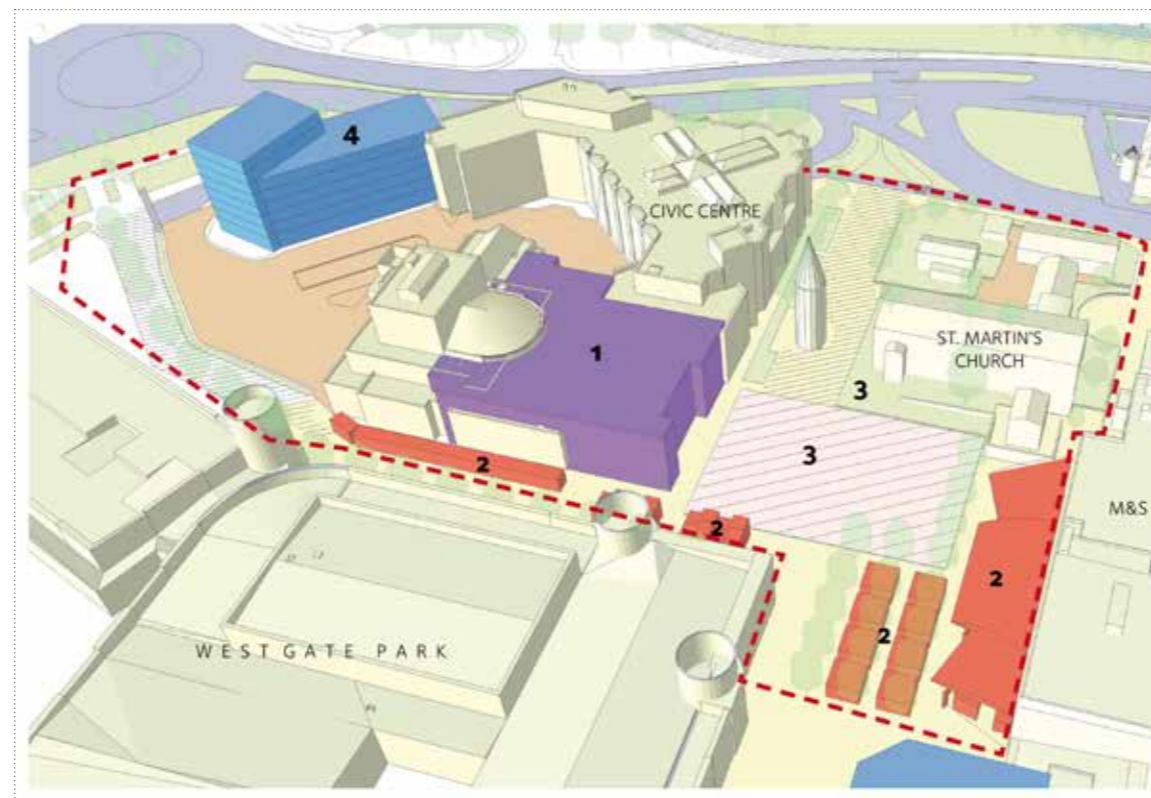
6.3.7 The vision for St. Martin's Square is to create a lively, mixed use area which retains an emphasis on civic, church, theatre and arts uses. It should be a lively place to visit, participate and socialise. The size and activity of the square will also make the square a good place for a new contemporary street market. The square will also enhance the role of the arts, and be the focus for a remodeled Towngate Theatre. This will take the form of active frontages, visible public events spaces, café, and related retail lining the square. A clearly defined central civic space will also act as a focus for community events and activities at special times of the year.

### Development Opportunities

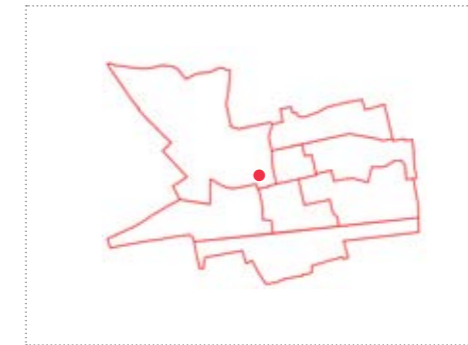
- **Theatre.** Remodelling of the Towngate Theatre as a new centre for theatre, arts/culture and leisure.
- **Street Market.** Opportunity to site contemporary street market stalls.
- **Public Realm.** Opportunity for a clearly defined central civic space and improved public realm setting for the Church and Bell Tower.
- **Civic Space.** Opportunity for new office and business centre development.
- **Connectivity.** Opportunity to improve pedestrian and cycle access and permeability into the town centre and to better integrate with Gloucester Park.



St. Martin's Square Key Development Area: Existing



St. Martin's Square Key Development Area: Proposed



- 1 Remodelled Towngate Theatre as new centre for Theatre/Arts/Culture and Leisure
- 2 New contemporary street market - designer - pop-ups and marquee
- 3 Central civic square and improved St. Martin's Church landscape
- 4 Office and business centre

- ZONE
- STREET MARKET
- LEISURE/ARTS
- OFFICE
- EXISTING BUILDINGS



### Station Square & Transit Mall

**6.3.8** Station Square including the existing bus station site is a key priority area for action and regeneration. A new Station Square and adjoining transit mall will become a high quality town centre gateway and transport hub.

**6.3.9** To enable this, traffic will be rerouted via Cherrydown East to create a pedestrian priority area limiting traffic to buses and taxis outside the station. The space made available from rerouting of vehicular traffic will be used to create level access from the station to a choice of town centre routes and a major new public space with strong spatial identity. This will be key to giving a positive first impression when arriving to Basildon.

**6.3.10** The Station Square and transit mall are linear in form and therefore will feed people into the town centre public space network without directional confusion. The public realm environment will be framed by active building uses or in the case of the rail embankment, managed soft landscape edge. The Masterplan framework proposes a new town centre college to the north side of the Station Square which would make this area a focus of student event and activity. The public realm design will be of the highest quality and selected from a comprehensive town centre palette of materials.

**6.3.11** It is proposed to relocate the street market more centrally within the town centre core. The space made available from its relocation will allow for new gateway buildings which will create purpose and legibility and improve linkages to St. Martin's Square and Westside to the north. Retail uses will face out towards a new central space with new central buildings forming a college of further education. The College will form the first phase of development at Station Square, with later phases taking advantage of the corner location opposite the station for commercial development. Development in Station Square may also incorporate leisure and community uses incidental to the South Essex College's new campus to help its integration into the community.

**6.3.12** The modern high quality bus shelters of the transit mall will be overlooked by retail and office frontage, within a streetscape of tree planting, lighting and quality hard and soft landscape treatments.

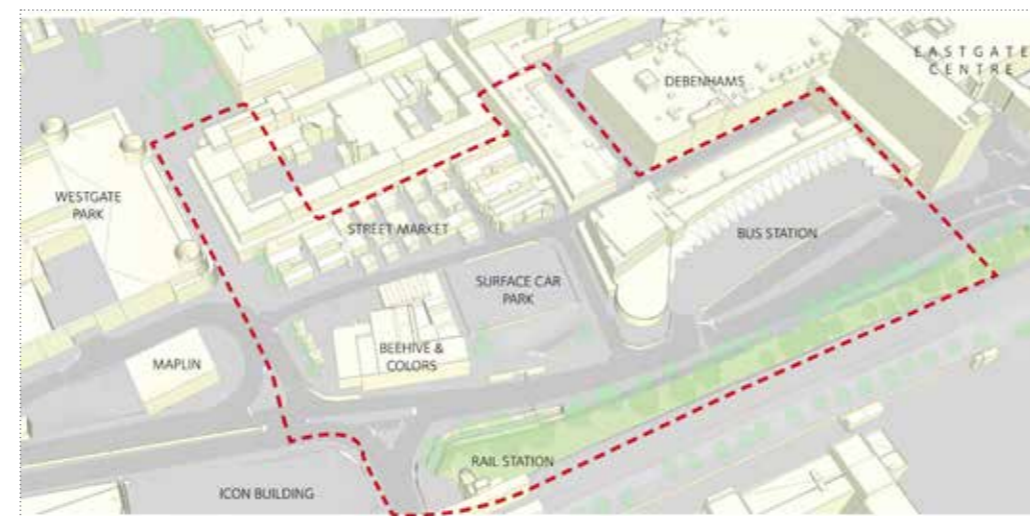
#### Development Opportunities

- **Station.** Opportunity to provide improvements to the railway station and facilities.
- **College.** Opportunity to provide new gateway college site with incidental leisure and community uses.

- **Transit Mall.** Opportunity to provide new safe and modern bus station combined with new gateway entrance to Eastgate Centre, with new retail, office and residential offer.
- **Access and Movement.** Opportunities to reroute the vehicular route to create a pedestrian priority zone and improved access to the town centre core to include replacement of the station subway system with crossing at ground level. This will create direct and safe

pedestrian routes into the town centre and to wider residential communities. Education and retail premises in Station Square will require vehicular servicing access.

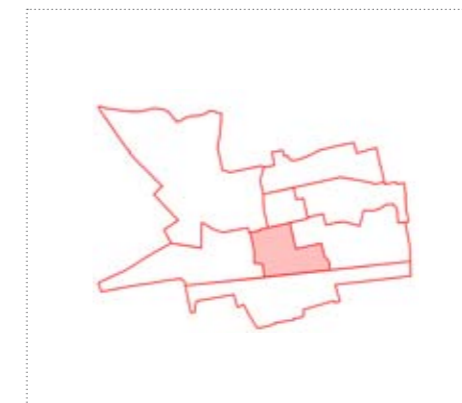
- **Cycling.** To encourage safer cycling routes and provide cycle storage at Station Square.
- **Public Realm.** Opportunity to create a high quality landscape of significance at first points of arrival to the town centre.



Station Square & Transit Mall Key Development Area: Existing



Station Square & Transit Mall Key Development Area: Proposed



<b>1A</b>	COLLEGE OF FURTHER EDUCATION AND RETAIL/ LEISURE SPACE	---	ZONE
<b>1B</b>	HIGH QUALITY STATION SQUARE	Orange	RESIDENTIAL
<b>2A</b>	MODERN LINEAR BUS AND TAXI HUB AND LANDSCAPE	Teal	RETAIL
<b>2B</b>	MIXED USE ACTIVE GROUND FLOOR USES	Blue	OFFICE
<b>2C</b>	RETAIL/OFFICE	Purple	EDUCATION
<b>3</b>	NEW STATION	Yellow	TRANSPORT
<b>4</b>	RETAIL/OFFICE	Dark Blue	EXISTING BUILDINGS



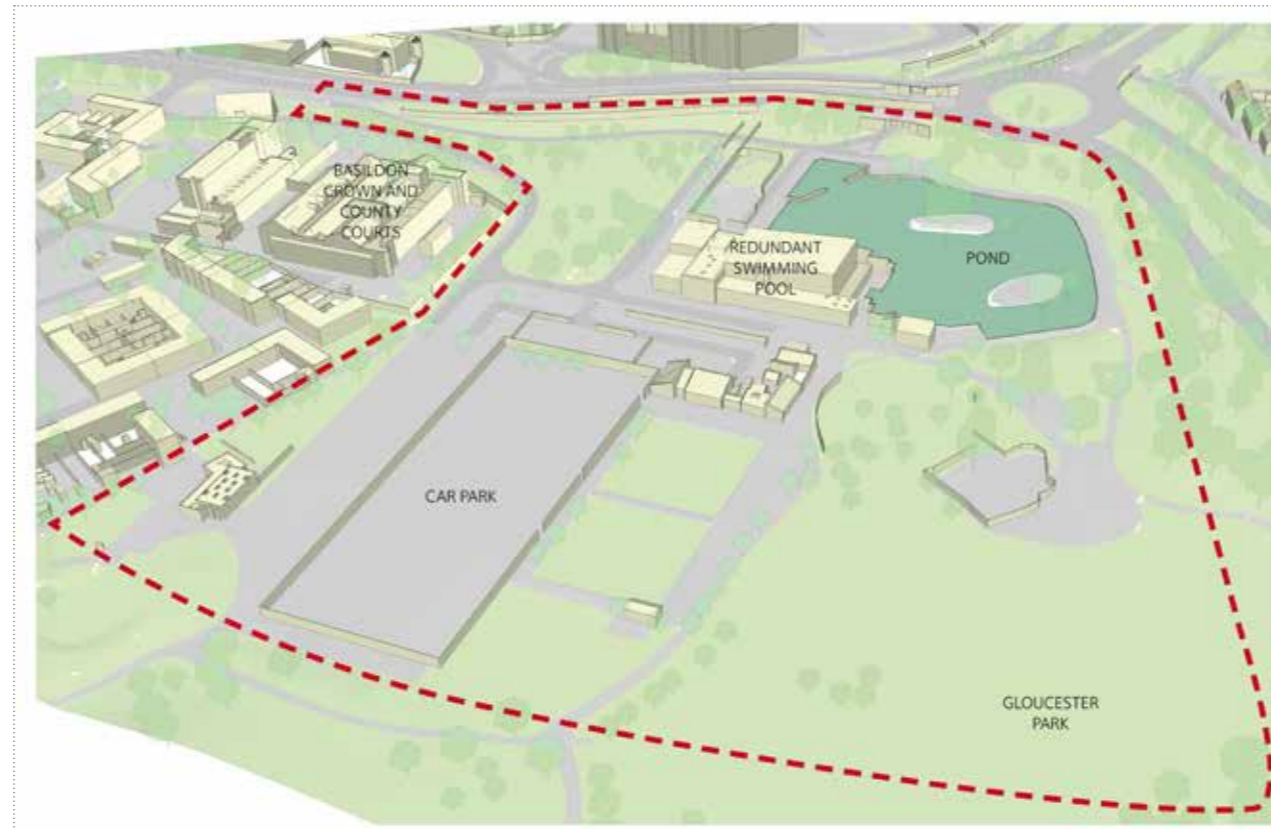
## Westside North

**6.3.13** Westside North is a key re-development area within the Masterplan. The vision for Westside North promotes the redundant brownfield area to the south of Gloucester Park as a new and accessible town centre community. An opportunity exists to better integrate Gloucester Park with the town centre as a formalised urban park space with boulevard and recreation space en route to the new Sporting Village.

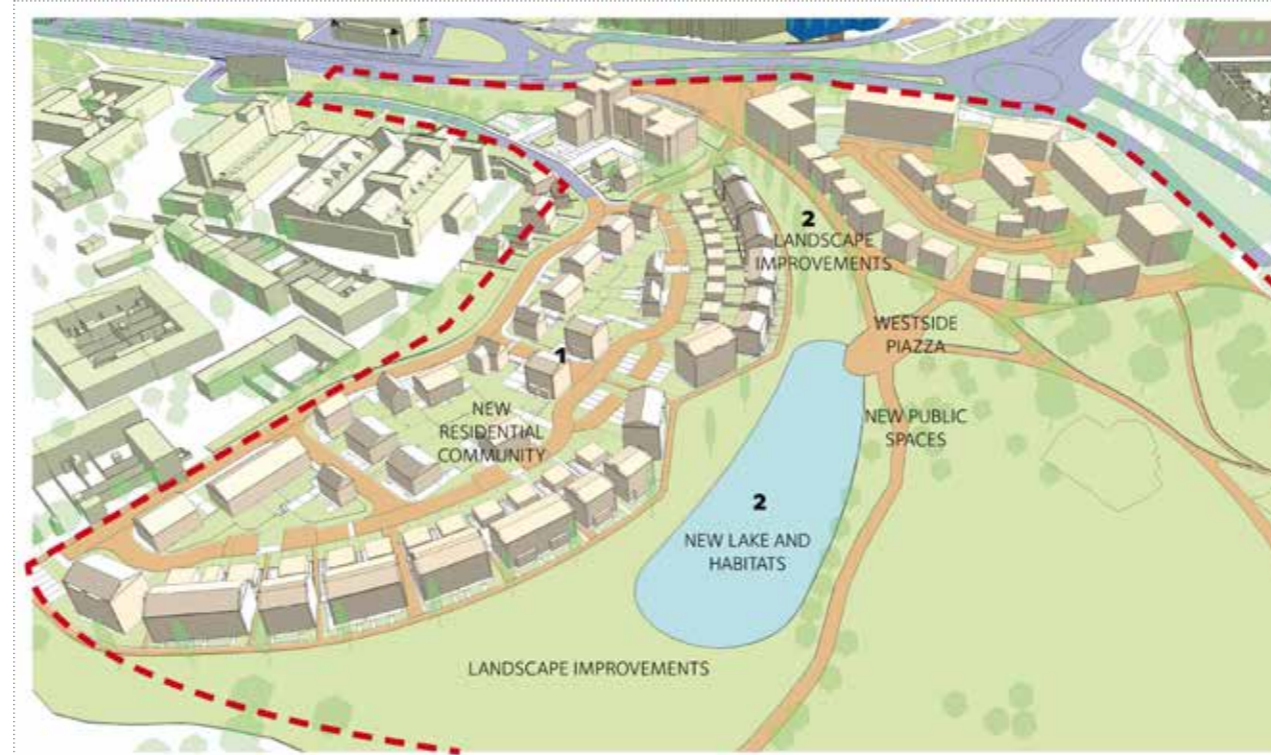
**6.3.14** Development is underway to realise this vision, which will create new residential communities, a new lake, a boulevard into the park leading to a central piazza, and improved play areas and park improvements. Development would provide more pedestrian friendly links across Broadmayne to the town centre. Development would improve the permeability and legibility of Westside, better integrate the Park and the town centre and create a new active community of town centre residents.

### Development Opportunities

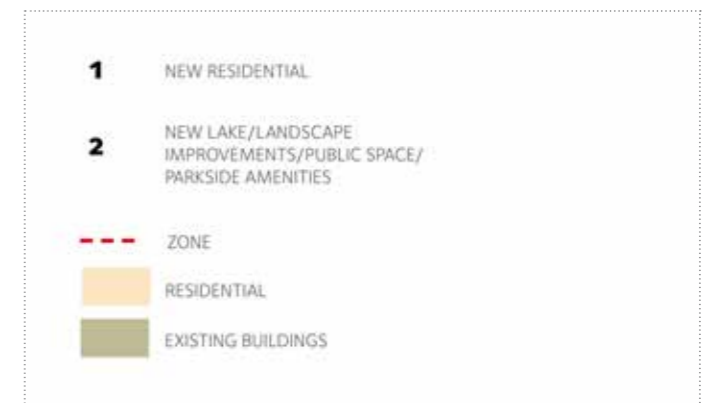
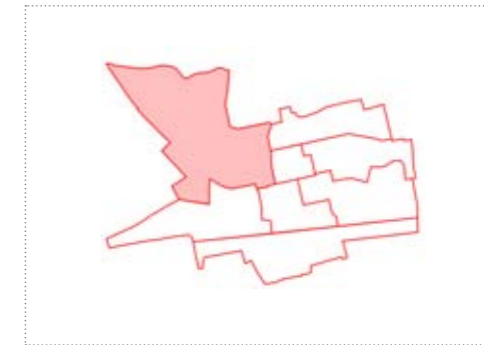
- **Residential Use.** Opportunity to redevelop redundant brownfield areas to form new housing led residential communities.
- **New Lake.** Opportunity to remove the existing poor lake and replace with new sustainable centrally located lake.
- **Gateway Entrance.** Opportunity to provide a new boulevard gateway into the park leading to piazza.
- **Park Improvements.** Opportunity to provide new and improved play areas, landscape and park improvements to improve the quality and linkage within the park.
- **Connectivity.** Opportunity to improve pedestrian and cycle access and permeability into the town centre.
- **Public Realm.** Opportunities to widen the parkland views and to create new community and play spaces.



Westside North Key Development Area: Existing



Westside North Key Development Area: Proposed



Westside North, Basildon



## East Square and Eastside

**6.3.15** The Eastside Character Area would be transformed by regeneration into a new town centre residential community, centered on a series of landscaped squares.

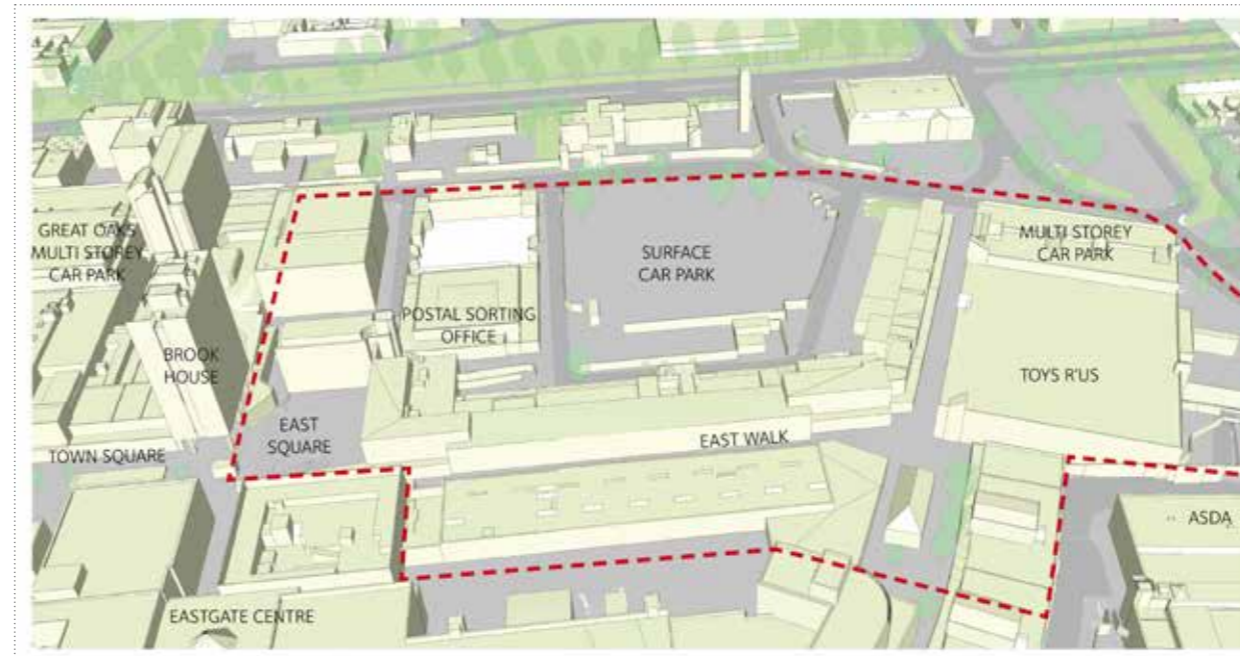
**6.3.16** East Square is a pivotal public space in the town centre public open space network and the retail circuit. It is at the confluence of East Walk, Town Square and the Eastgate Centre. The framework approach promotes repositioning the retail circuit to run north from East Square; linking the square to a new leisure hub between Great Oaks and Broadmayne which would be clearly visible to passing traffic. The focus for leisure at East Square would therefore bring significant benefits to the town centre as a whole, as well as reinforcing the retail circuit which would benefit from an improved north-south axial link from the leisure hub through the Eastgate Centre to Station Square.

**6.3.17** The area is influenced by the form and nature of occupancy of the Eastgate Shopping Centre. Any proposals would need to relate well to the Shopping Centre as the primary retail pitch. The Eastgate Centre also has the potential to contribute towards meeting the identified cinema and restaurant needs of the town centre. Any enhanced leisure offer should relate well to the proposed new East Square.

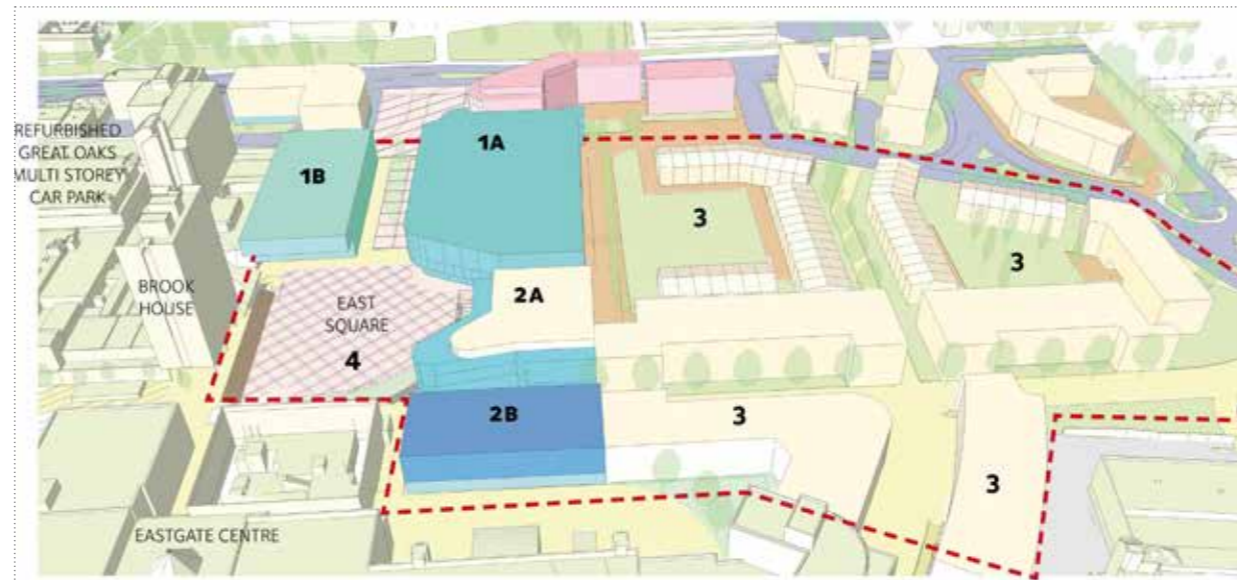
**6.3.18** Within a framework of public realm restoration the concept for East Square promotes a new cinema, leisure, retail and restaurant activity in two new buildings on the east side of East Square, with a wide retail promenade connection north to the new leisure hub.

### Development Opportunities

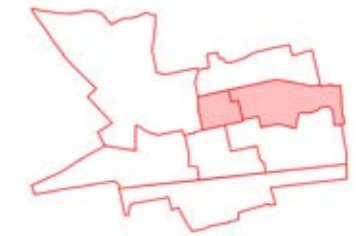
- **Retail.** New retail opportunities in contemporary new buildings.
- **Leisure & Restaurants Hub.** Opportunity to create a vibrant evening economy centered on a new cinema.
- **Residential.** Opportunity for new Town Centre residential communities in high quality homes at Eastside.
- **Public Realm.** Opportunities to draw upon existing heritage assets and create a vibrant central public space both day and evening.
- **Connectivity.** Opportunity to transform East Square from a through route to a destination of choice which will become part of a seamless series of improved public space connections.
- **Parking.** Opportunities to refurbish Great Oaks Car Park to meet the needs of the new leisure offer at East Square.







East Square and Eastside Key Development Area: Existing



East Square and Eastside Key Development Area: Proposed



- |   |  |
|---|--|
| <b>1A</b>   | CINEMA/RETAIL/RESTAURANT AND LEISURE   |
| <b>1B</b>   | RETAIL/MIXED USE                       |
| <b>2A</b>   | RETAIL/RESTAURANT/CAFE AND RESIDENTIAL |
| <b>2B</b>   | RETAIL/OFFICE                          |
| <b>3</b>  | RESIDENTIAL                            |
| <b>4</b>  | RESTORED AND ENHANCED PUBLIC REALM     |
|  | ZONE                                   |
|  | RESIDENTIAL                            |
|  | RETAIL/LEISURE                         |
|  | OFFICE                                 |
|  | EXISTING BUILDINGS                     |



## Broadmayne

**6.3.19** Redevelopment of Broadmayne is key to realising the overall town centre vision and seeks to achieve a town centre that flows out rather than turns its back on the rest of the town. The Masterplan aims for visibility of activity from outside the town centre looking in to promote vibrancy.

**6.3.20** The vision for Broadmayne seeks to transform Broadmayne from an anonymous highways corridor to a strong landscaped town centre urban avenue that provides a safe and attractive environment for pedestrians and cyclists. Better and safe links for pedestrians crossing Broadmayne into the town centre are promoted.

**6.3.21** The vision for Broadmayne provides opportunities to create a significant new town centre gateway in the north similarly to Station Square in the south. Between these two gateways a strong north-south connection would be formed to balance the existing dominant east-west connections. The Masterplan promotes this objective through the creation of a new lively leisure hub located north of East Square. This new public space would be arranged as a public piazza with visible leisure / retail activities and attractions and a view corridor from Broadmayne into East Square. To encourage a day and evening economy the piazza would be supported by cinema, café, hotel, and restaurants.

**6.3.22** There would be an opportunity for some new residential development in the south east of Broadmayne Character Area.

**6.3.23** Emergency services currently located on Great Oaks will be relocated where this suits the operational requirements of each service as well as realising the Masterplan vision.

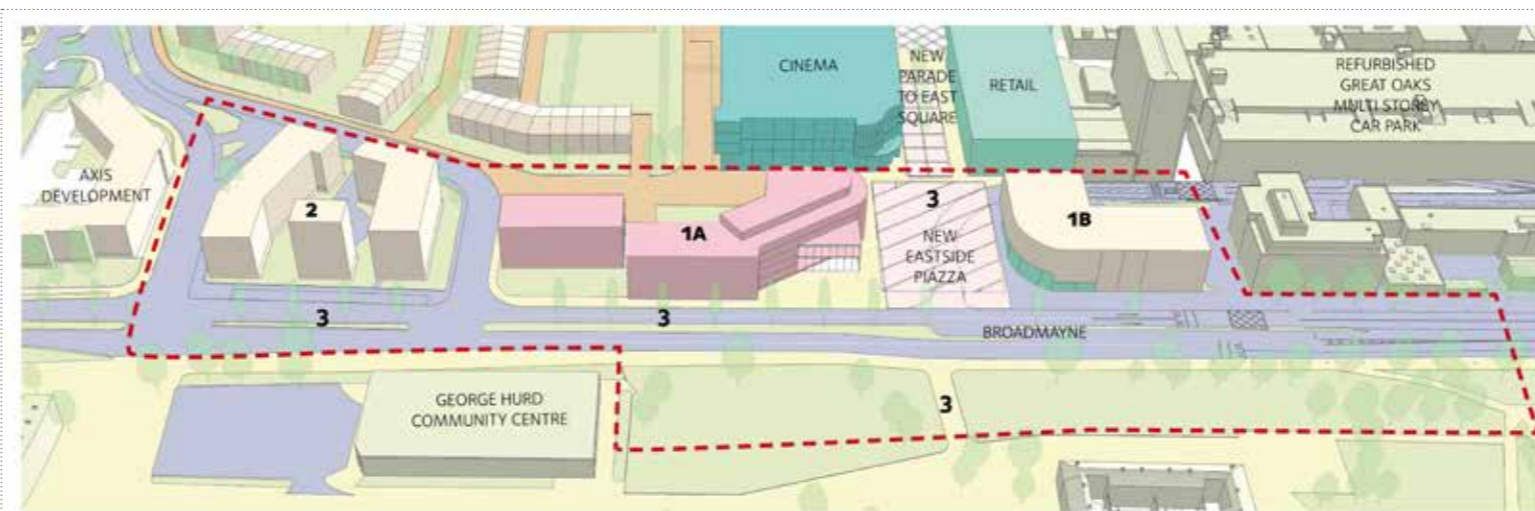
### Development Opportunities

- **Leisure & Restaurants Hub.** Opportunity to create a vibrant evening economy centered on a new cinema.
- **Residential.** Opportunity for new town centre residential communities and high quality homes.

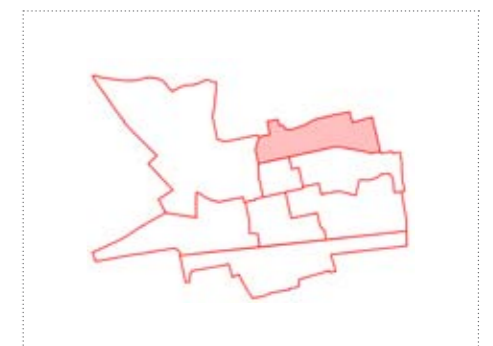
- **Public Realm.** Opportunities to provide high quality streetscape improvements and landscaping along Broadmayne.
- **Connectivity.** Major opportunity to create a new northern gateway and north-south links.
- **Access.** A character change for Broadmayne to create a landscaped urban avenue with slower traffic speeds and a more human feel.
- **Public Transport.** An opportunity to improve public transport routes and bus stops to the north of the town to serve northern communities and provide direct links to leisure facilities.



Broadmayne Key Development Area: Existing



Broadmayne Key Development Area: Proposed



<b>1A</b>	HOTEL, LEISURE AND RESIDENTIAL
<b>1B</b>	RETAIL, LEISURE AND RESIDENTIAL
<b>2</b>	RESIDENTIAL
<b>3</b>	HIGH QUALITY STREETScape AND LANDSCAPE IMPROVEMENTS
---	ZONE
■	RESIDENTIAL
■	RETAIL
■	HOTEL
■	EXISTING BUILDINGS



## 6.4 Design

### Layout & Appearance

**6.4.1** The preferred Masterplan approach has evolved through analysis, consultation, testing and refinement. The Masterplan proposals build upon the strong character of the 'New Town' spatial structure as the baseline for realising the opportunity, vision and ambition for the individual key development areas.

**6.4.2** The Masterplan area comprises the central core area and surrounding periphery; between core and the surrounding neighbourhoods. The periphery is characterized by unsightly surface car parks, service areas and the exposed rears of the central buildings.

**6.4.3** A key ambition of the Masterplan is to increase the density of the residential communities within the town centre with easy access to the central area to create demand for a retail and leisure range that is accessible and vibrant. The Masterplan therefore promotes new non-car dependant residential communities within the periphery and core of the town centre with easy access to the services of the town centre. The new communities will also provide an opportunity to create visual diversity through the provision of a greater mix and style of housing than currently exists within the town centre.

**6.4.4** The development of new residential communities should take the opportunity to provide landscape prominent development with public and private amenity provision used to enhance appearance and setting. The focus for the residential communities is central landscape squares and courts that seek a balance between residential amenity and town centre living.

**6.4.5** In the town centre core, the Masterplan seeks to enhance the established pedestrian priority network of squares and streets through regeneration and the addition of new place making, creating an enhanced network of town centre core public spaces of individual character. Each space is described in detail earlier in the 'Key Development Sites' section.

**6.4.6** Development that will support new retail, leisure and cultural uses is key to the regeneration of the town centre. The Masterplan promotes a retail and leisure environment of active outdoor streets and places to meet these requirements; a model that acknowledges the character of the original 'New Town' movement whilst also meeting contemporary retail and leisure demand.

**6.4.7** The town centre today neglects the appearance of much of the rear of the centre when viewed from the ring road or beyond and upon

arrival. The Masterplan promotes a clear distinction between public and private space. Blank ground floor facades should be avoided, and exposed parking and delivery areas kept to a minimum. New development should seek, as far as possible, active frontage in all directions and a more outward facing town centre. The individual shop front design should balance the unit and building block as a whole as the design interface between street and building. New build development should be encouraged to reduce any perceived 'wind tunnel' effect within the town centre.

**6.4.8** The 'New Towns Movement' developed a new style of town centre retail and buildings design of which Basildon has many examples. The design traditionally is based on the use of concrete construction, often with access at ground and raised upper level, and projecting upper floors. As an established style in the town centre, new development should respect and draw upon this legacy to ensure a consistent future style of architecture. New developments should not however seek to emulate the past but to promote a contemporary architecture responsive to the opportunities of the past. A number of sketch studies on the following pages show how development in the town centre could appear.

### Heritage

**6.4.9** As one of the first of the New Towns the design concept of the town contributes to its character and many of the buildings have become iconic to Basildon and recognised for their architectural and historic interest. The Masterplan proposals should respond to Basildon's New Town heritage, buildings and features which contribute to its character and sense of place. The heritage assets within the town centre have been identified and assessed through a detailed Heritage Assessment, which forms part of the Masterplan's supporting Evidence Base. This assessment has helped to inform the Masterplan by advising of significant opportunities for enhancing existing heritage features within the town centre.

**6.4.10** The New Town heritage assets within Basildon have the potential to complement the regeneration proposals for Basildon town centre. Brooke House, a 1960s residential tower block together with features within its immediate setting, are Grade II Listed. As well as Brooke House, Town Square and East Square are principal elements of the New Town and should inform and contribute to the new era of the town. Significant development opportunities within the setting of these assets have been identified as well as the opportunities to introduce high quality contemporary architecture act as a catalyst to deliver high quality public realm and vitality.





## Public Art

**6.4.11** The town centre benefits from a number of existing pieces of public art within the town centre which range from the bus station mural to sculptures including the mother & baby statue. Existing public art should be retained within the town centre as it is part of Basildon's heritage, with new public art encouraged as part of the improvements to the public realm, public squares and built development.

## Community Safety

**6.4.12** The design of new public spaces, squares and buildings should address a need to improve the overall feeling of safety within the Town Centre. The Masterplan seeks to remove existing subways, and discourage secluded and enclosed spaces including large rear car parking and delivery areas. Furthermore, new residential development within the town centre will assist in providing natural surveillance within the town centre. Funding will be sought through new development for increased town centre security measures including CCTV and improved town centre management arrangements.

## Scale & Massing

**6.4.13** The existing building heights within the Masterplan area are modest. The established heights presently range from an average 3 to 4 storey with limited exceptions such as at Brook House. New development is raising the average height, for example, The Icon at 10 storeys adjacent to the railway station.

**6.4.14** Within the town centre core, footprint sizes vary considerably and the larger footprints impact considerably on the overall permeability of the town centre. This generally creates a lack of clear distinction between public fronts and private backs. Future development in the town centre core should raise the overall height and density and respond to market demand for retail and leisure unit sizes.

**6.4.15** However, a balance must be struck between the human scale of a successful public realm and the wider scale of development necessary to support a wide range of mixed uses. Buildings heights will

be subject to market viability and taller buildings may not be possible in the early phases of the Masterplan. Where tall buildings do come forward a need to respond sensitively to existing context, townscape and public realm impact and future townscape aspirations needs to be considered

## The Town Centre - Urban Blocks

**6.4.16** The Masterplan proposals avoid very large block format arrangements or fully internalized environments in favour of an open street layout and permeable medium size blocks, which respect the building lines and the New Town character of the original environment. The Masterplan promotes building to the edge of a curtilage wherever possible and maximises the amount of active frontage onto a street with a clear distinction between backs/fronts, public and private.

**6.4.17** It is anticipated that the new retail and leisure developments and public spaces that they frame will mediate between the existing large format retail environments and exposed back land spaces. Block size and permeability will be important factors in establishing a coherent and navigable retail circuit.

## The Town Centre - Building Heights

**6.4.18** The average building height in the town centre core ranges from 3 to 4 storeys; where tall buildings do exist they are generally blocks developed in the 1960s & 1970s. The contrast within the town centre height profile reflects a tradition established early on in the development of Basildon where tall buildings are set adjacent to low to medium rise buildings.

**6.4.19** Future town centre development should seek to achieve a consistent higher density character, although scale and massing should vary to compliment context and setting. New development should also raise the overall townscape height average to a proposed recommended new average of 4-7 storeys; new buildings of increased height will need to respond sensitively to existing context and future townscape aspirations.



Public Art - Bus Station Mural



Sketch Study St. Martin's Square (Street Market)



Sketch Study Westside North Boulevard



Sketch Study Transit Mall



**6.4.20** Extending the massing profile and height in key locations will also assist the legibility of the townscape core. Key locations could include; along principal town centre routes, to terminate view corridor vistas and at strategic town centre gateway locations.

**6.4.21** As the town centre develops a higher density character careful consideration should be given to design, height orientation and uses of the new individual developments. There may be some exceptions to the illustrative storey heights to allow for single storey commercial units or ancillary residential buildings where appropriate.

#### **The Town Centre – Taller Buildings**

**6.4.22** It is anticipated that in the early stages of the Masterplan new development at the Station Quarter will take the form of medium to higher rise buildings. The recently completed tall Icon Building adjacent to the railway station is 10 storeys and the opportunity to incorporate further similar tall buildings in this area could be considered.

**6.4.23** Taller buildings north of Station Square/ Transit Mall and along Fodderwick would benefit the legibility of the town centre if placed strategically at key arrival points and on route to the town centre.

#### **The Transition Zone**

**6.4.24** The town centre core is surrounded by a transition zone which is characterised by under-development and surface car parking. The development of new residential communities in this area would overcome the existing spatial segregation and the interruption in the urban fabric between town centre and the outer neighbourhoods.

**6.4.25** New development in this zone could in selected areas promote a transition in scale, height and massing between the town centre and the surrounding outer suburban neighbourhoods.

**6.4.26** At Southern Gateway the railway embankment constrains development opportunities and would benefit from a gradual west to east increase in building height from 2-3 storeys in the west at Laindon Link culminating at 5 - 7 storeys adjacent to the central 10 storey Icon building next to the railway station.

**6.4.27** Southside is a regeneration opportunity entirely south of the railway embankment, an area adjacent to the railway station. There is an opportunity to extend the immediate town centre residential community here increasing support for town centre services. The scale and height of this central area is presently characterised by Trafford House (8 storeys) which has planning permission for residential use, and three recently completed apartment buildings along Cherrydown East [south side] at 6 storeys.

**6.4.28** A similar height profile should be encouraged along the north side of Cherrydown East adjacent to the railway station to form a southern sector of the town centre with a medium to high massing profile centered on the station. Taller buildings could be considered at two key locations here: 1. A strategic gateway location at the corner of Clay Hill Road and Southernhay .2. At the Station Way, Cherrydown East junction to terminate a view axis from the town centre. The latter particularly will need to respond sensitively to the low rise housing to the south, possibly through a stepped building section.

**6.4.29** Lower massing profiles would be appropriate on the western (Ashdon Way) and eastern (Clay Hill Car Park) outer sites of the Southside area. Storey heights from 2 to 4 storeys here would assist integration with adjoining suburban neighbourhoods and prevent overlooking in these areas.

**6.4.30** The vision for Westside North is the regeneration and creation of a lively urban park area and residential development incorporating apartments and town and family houses. The scale of development here as approved provides a transition from the existing scale of the Ghyllgrove neighbourhood in the east, which is principally low rise residential at two and three storeys to higher gateway height and massing towards Uppermayne.

**6.4.31** The illustrative heights plan which follows anticipates heights for new town centre development.



Sketch Study East Square



Sketch Study Broadmayne



Proposed College Station Square







## 6.5 A High Quality Public Realm...

### The Importance of the Public Realm

**6.5.1** The 'public realm' – the spaces around and between buildings including streets, squares and parks – has a major part to play in the character, attractiveness and success of any town. The creation and maintenance of a healthy public realm for Basildon is essential to the achievement of a thriving, vibrant, sustainable and attractive town centre that everyone can enjoy and take pride in. As well as being able to move around easily, it is important that people feel the town centre is a safe and welcoming place. The Town's key public spaces need to be versatile and provide for people from the different cultural or age groups who use spaces in different ways. In addition to everyday use, the public spaces must be able to accommodate other activities, including community events, cultural activities and festivals. They need to be designed and laid out with flexibility and robustness in mind, in order to accommodate this broad range of activities and to encourage everyone to use the town centre at any hour – young and old, families and children.

### Basildon's Public Spaces

**6.5.2** The character of towns is determined as much by their spaces as by the facades of the buildings that front those spaces. Despite areas in need of regeneration, Basildon has a sense of place established by the legacy of the New Town Movement. This gives individual character and there is an opportunity to draw upon this to maintain an interesting and distinctive town due in no small part to its public realm in the future.

**6.5.3** The town is fortunate to have a number of important public spaces, which will be improved and complemented in the future by new spaces created through redevelopment of certain areas. These areas include Gloucester Park; Broadmayne; St. Martin's Square; Town Square; East Square; East Walk; Market Square; and Station Quarter. Each of these areas has been assessed in full in the Public Realm Appraisal and Strategy appended to the Masterplan. A summary of the opportunities public realm will contribute towards delivering a new vision for a regenerated Basildon Town Centre are discussed below.



Public Realm Good Example: Wrexham (Wilson Bowden)



## Gloucester Park

**6.5.4** Gloucester Park lies to the north of the town centre and is a large valuable area of green space within close proximity of the town centre. The new sporting village and artificial hills in the northern part of the park and the central lake in the middle of the park represent an urban parkland landscape of high quality. The redundant leisure facilities in the southern part of the park are soon to be redeveloped to form new residential communities.

**6.5.5** The objectives for the Masterplan are to bring Gloucester Park into the heart of the town centre by providing more direct, safer links to the town centre and improved Park facilities:

- **A New Boulevard Green Link.** To provide a new controlled pedestrian surface crossing over Broadmayne to join a new boulevard direct link for pedestrians and cyclists between St. Martin's Square and Gloucester Park. The link would be complemented by new tree and wildflower grassland. New townhouses fronting the boulevard would ensure there is adequate surveillance.
- **A new Piazza** providing a gateway to the park. At the northern end of the boulevard, a new Looking North from Town Field formal

hard surfaced piazza and a new lake are to be created. The piazza will project into the southern end of the Lake providing a viewing platform and seating with views up the length of the Lake. The piazza will provide a key focal point and meeting place within the park and a node where key pedestrian links meet. The piazza will truly provide a clear 'gateway to the park' where previously there have been so many different competing uses that there has been no defined sense of an arrival within the park.

- **A new Lake.** The proposed new Lake will provide an important component of the ecologically diverse new wildlife corridor linking the heart of Gloucester Park with the edge of Basildon Town Centre.
- **New play area.** The existing Local Equipped Play Area is now rather dated and is to be replaced with a new Play area further into the park.



Proposed New Play Area



Proposed New Piazza & Lake



Proposed Boulevard Green Link Looking North Towards New Piazza and Lake



Looking North from Town Field



## St. Martin's Square

6.5.6 St Martin's Square was largely created between 1996 and 1999. The square is owned by a number of stakeholders and this is clearly reflected in a somewhat fragmented design which lacks a cohesive civic vision. St Martin's Square is the principal civic space within Basildon and boasts a number of features of exceptional quality.

6.5.7 Features of note include:

- St Martins Bell Tower
- Sundial
- Stainless Steel Clock
- War memorial
- Light Array
- Steel Cross
- Works of Art
- Trees



St. Martin's Church



Sundial



St. Martin's Bell Tower



Stainless Steel Clock



St. Martin's Walk Sensory Garden



6.5.8 The key objectives for St. Martin's Square are:

- **A new design for St Martin's Gardens.** St Martin's Gardens, whilst providing a welcome place to sit also contains hidden spaces and generally surveillance of the gardens is poor with no overlooking from the church or from the imposing windowless wall of Marks & Spencer's to the east. The re-envisioning of St Martin's Square provides an opportunity to create a new layout for St Martin's Garden within the curtilage of the consecrated ground. New raised planters and scented planting will provide a peaceful space for rest and reflection. Design to be agreed with the Church. A calm, open, simple setting for this important building is proposed where it fronts onto the square; one that reflects the original 1960's design intent, links the church to the bell tower and allows sufficient surveillance from the wider square to allow the railings around the south and west of the church to be removed and replaced. Improved external lighting of the Church could help to bring it visually into the Square.
- It is also recommended that new paving is taken up to the eastern edge of the fountain pool to better integrate this feature into the square. Separate fencing around this feature with new access to the side door of the church could be implemented at this time.
- There is the opportunity to provide a new more open use for this part of St Martin's Square; one that still provides a quiet calm place to sit in close proximity to the church and which reads as part of the church precinct, but one which will better reinforce the wider civic functions of the square. The new gardens design would also restore views of the church from the Fodderwick approach to St Martin's Square.
- **Environmental improvements to the existing Church car park.** St Martin's Bell Tower was the first all glass and steel bell tower in the world and is a world class landmark for the town. However, this impressive landmark is let down

by its poor setting. The Bell Tower is surrounded by railings which include a gate for access which are architecturally unsympathetic and impede movement past the Bell Tower. Softer landscaping and additional planting in this area, and potentially removal of the railings, would reinforce the integrity of the proposed green link to Gloucester Park and create a visually pleasing space to walk through to provide a prelude to Gloucester Park whilst providing a more fitting setting for this world class landmark. Existing entrance gates; parking provision and access to the rear of the Church to be retained. Car park design to be agreed with St. Martin's Church. There is the potential for additional parking spaces to be incorporated.

- **Introduce a Street Market at the Westgate approach to the Square.** There is a lack of active frontage and activity at the eastern, western and northern sides of St Martin's Square. The link between the Westgate Centre and the Towngate Theatre in particular lacks surveillance. The landscape design is poorly integrated here and provides an uninspiring pedestrian gateway to the town centre from the east. The introduction of part of the new street market would greatly enliven this important western approach into St Martin's Square.
- **Relocate the sundial.** It may be possible to relocate the sundial into the proposed new surfacing, but this would need to be subject to further study to see if it would receive sufficient sunlight to function as intended, given the reduced space between the extended Arts Centre and the existing line of Plane trees.
- **Relocate the stone sculpture of King Edgar.** The popular King Edgar sculpture should remain in St Martin's Square. However he could be better located to provide a new focus and sense of identity at the entrance to the proposed new street market.
- **A new location for the Stainless Steel Clock.** Designed with four faces it is now located

rather incongruously within a raised planting bed adjacent to the Westgate Centre. There is now the option to relocate the clock into a location that allows all four faces to be read from a distance in accordance with the original design intent. There is an opportunity to relocate the clock back into Town Square.

- **An integrated approach to surfacing and street furniture.** Whilst St Martin's Square has a positive landscape resource of existing mature trees and public art, the wide variety of hard landscape surfacing materials and an obvious lack of integration with the surface materials of the adjacent squares and linking spaces combined with a lack of integration of street furniture (three different types of benches) undermines the overall civic character of the square.
- A much simpler, more understated and integrated approach to surface materials and street furniture for the square and linking spaces could provide a smarter and more unified civic character for this important civic space. For example, there is the potential to improve Church Walk by implementing common paving and street furniture matching St Martin's Square. This same simplicity should extend to the linking spaces and through Fodderwick and into the proposed new Station Square. It is important that new paving achieves aesthetic simplicity whilst being sufficiently robust to withstand the inevitable trafficking that will result from service vehicles in relation to the proposed new market.
- **A new civic character that is firmly rooted in culture and the arts.** The new Boulevard Green Link and surface crossing to the park as well as the new street market will increase footfall through St Martin's Square. The existing Towngate Theatre; the spectacle of bell ringing in St Martin's glass Bell Tower and the civic community focus provided by the Basildon Centre and the St Martin's Church, combined with the existing legacy of public art suggest a civic character for St Martin's Square that is firmly rooted in culture and the arts. The

possible evolution of the Towngate Theatre into an Arts Centre and the opportunity to work with the Church to re-envision St Martin's Gardens to more fully integrate into the wider square would reinforce this character.







Public Realm Proposals St. Martin's Square

1. Exact location of northern edge of new market to be determined in consultation with the Church.
2. New layout for St. Martin's Gardens within the curtilage of the consecrated ground. New raised planters and scented planting. Design to be worked up in consultation with Church.
3. Environmental improvements to existing church car park to provide a more appropriate setting

for St Martin's Bell Tower and to reinforce the green link to Gloucester Park. Existing entrance gates; parking provision and access to rear of the Church to be retained. Car park design to be worked up in consultation with the Church.

4. New private green to provide an appropriate setting for the south elevation of the Church.
5. Paving to be brought up to the east side of the water feature. New barrier around water feature

to improve visibility but still prevent access. Detailed design to be agreed with the Church.

6. New gates and railings around south porch. Design to be worked up in consultation with the Church.
7. Relocate King Edgar on a new seating plinth to form a new gateway feature at the western approach to St. Martin's Square.

8. Civic celebration space outside the town hall.
9. War Memorial to remain in existing location.

**Note:** Detailed design issues for St Martin's Square will be taken forward in collaboration with all landowners and occupiers including the church and Marks & Spencer.



## Town Square

**6.5.9** Whilst it has been altered over the years, Town Square retains most of its original form and concept of an east west aligned shopping precinct with relatively low buildings to the north and south with offices and mixed use above shops which are accessed from behind.

**6.5.10** Features of note include:

- Mid toned grey green natural stone paving
- Raised Fountain Pool and Sculpture of Mother and Child
- Mosaic tiling and murals
- Sculpture

**6.5.11** Major refurbishment of Town Square in the late 1990's almost completely reworked the ground plane of the square. Whilst the refurbished design has moved away from the design ideals of the New Town Movement it has been thoughtfully conceived and well implemented using good quality and appropriate materials. Whilst there are currently some issues that need to be resolved there is an overall integrity to the design and Town Square generally reads as one integrated space. The colours of the natural stone slabs match the cladding of the Fountain Pool surround and respond positively to the cladding colours of the surrounding buildings.

**6.5.12** The re-envisioning of Town Square has largely been successful. The paving design is of a good standard with a mix of high quality natural paving materials and practical concrete paving slabs. The line of trees and seating along the northern edge of the square and the glass pavilions in the centre provide some shelter and have broken down the original expanse of paving to a more human scale.

**6.5.13** The key objectives for Town Square are therefore:

- **Replace broken slabs and recess covers.** There are clearly maintenance issues with the

existing paving. Where paving has failed, slabs have been replaced with cement rather than replacement slabs and this trend should be reversed. The introduction of a town centre Wide Maintenance Strategy that schedules all of the supply details for existing paving materials could resolve these issues, led by BBC / BWB.

- **Pave over the Macadam Area.** It is proposed to follow the existing paving pattern through the existing macadam area where the raised lawn used to be.
- **Replace dead and missing trees.** Some of the lime trees at the eastern end of the square look to be in poor health and will need to be replaced. A review is needed to determine what planting stations need to be replaced, removed or reinstated.
- **Relocate the Gateway Arch.** The design of the gateway feature at the western end of Town Square obscures half of a mosaic on an adjacent building and darkens and appears to narrow the western approach to the square. It is recommended that relocating this gateway feature is considered to make the connection between Town Square and St Martin's Square appear more open.
- **A new location for the Town Clock.** It is proposed that the Town Clock is reinstated to a new location in Town Square at the very centre of the town. This proposed new location is at the interface of Town Square, East Walk, East Square and South Gunnels would once again allow all four faces of the clock to be read when approaching it from different directions. It is also proposed that a circular seat is introduced at the base of the clock so that once again it can serve as an informal meeting point for the town where views of the Mother and Child Fountain and elevated views down across the proposed new urban garden in East Square can be enjoyed. In such a location it would be able to fully resume its role as the Town Clock.

## East Square



Town Square

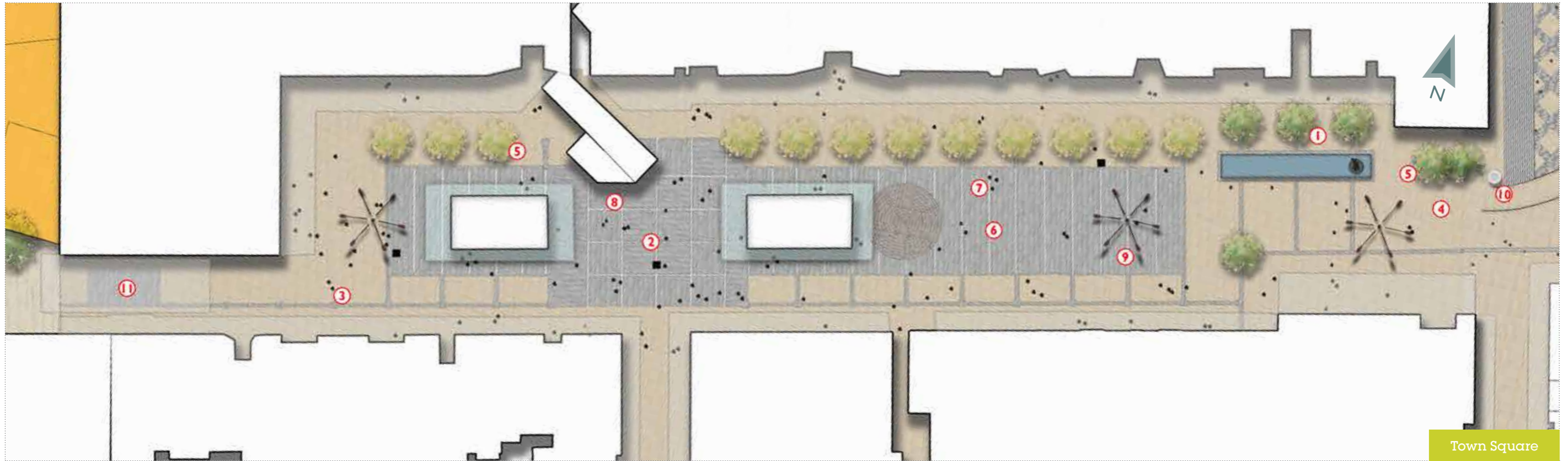


Mother & Child Fountain



Circular Performance Area





Town Square



1. Remove resin bound gravel and replace with self binding gravel



2. Pave through former base of Town Clock



3. Replace grey pavers and continue natural flag paving



4. Replace old paving slabs and continue paving through



5. Replace dying and dead trees



6. Pave through tarmac area



7. Repair and replace broken and missing paving slabs



8. Replace new paving to match 1990s design



9. Recess service covers



10. Town Clock relocated from St Martins Square

11. Consider removing entrance archway



**6.5.14** East Square is a sunken plaza located in the very heart of Basildon Town Centre; slightly offset and to the north of the main east west shopping concourse where the eastern end of Town Square meets the western end of East Walk. East Square is a largely intact set piece design from the late 1950's and early 1960's but it lacks a central focus in the public realm and the existing pedestrian links to the north are poorly defined.

**6.5.15** East Square lacks sufficient activity to be really animated. The paved surface is sparse and uninteresting and there is no focus to the centre of the square. The existing paving and street furniture is generally of poor quality.

**6.5.16** The original paving beneath Brook House has been removed and replaced in a piecemeal fashion. There are a great many different paving surfaces associated with the various ramps and steps around the perimeter of the square which need to be replaced in a coordinated way.

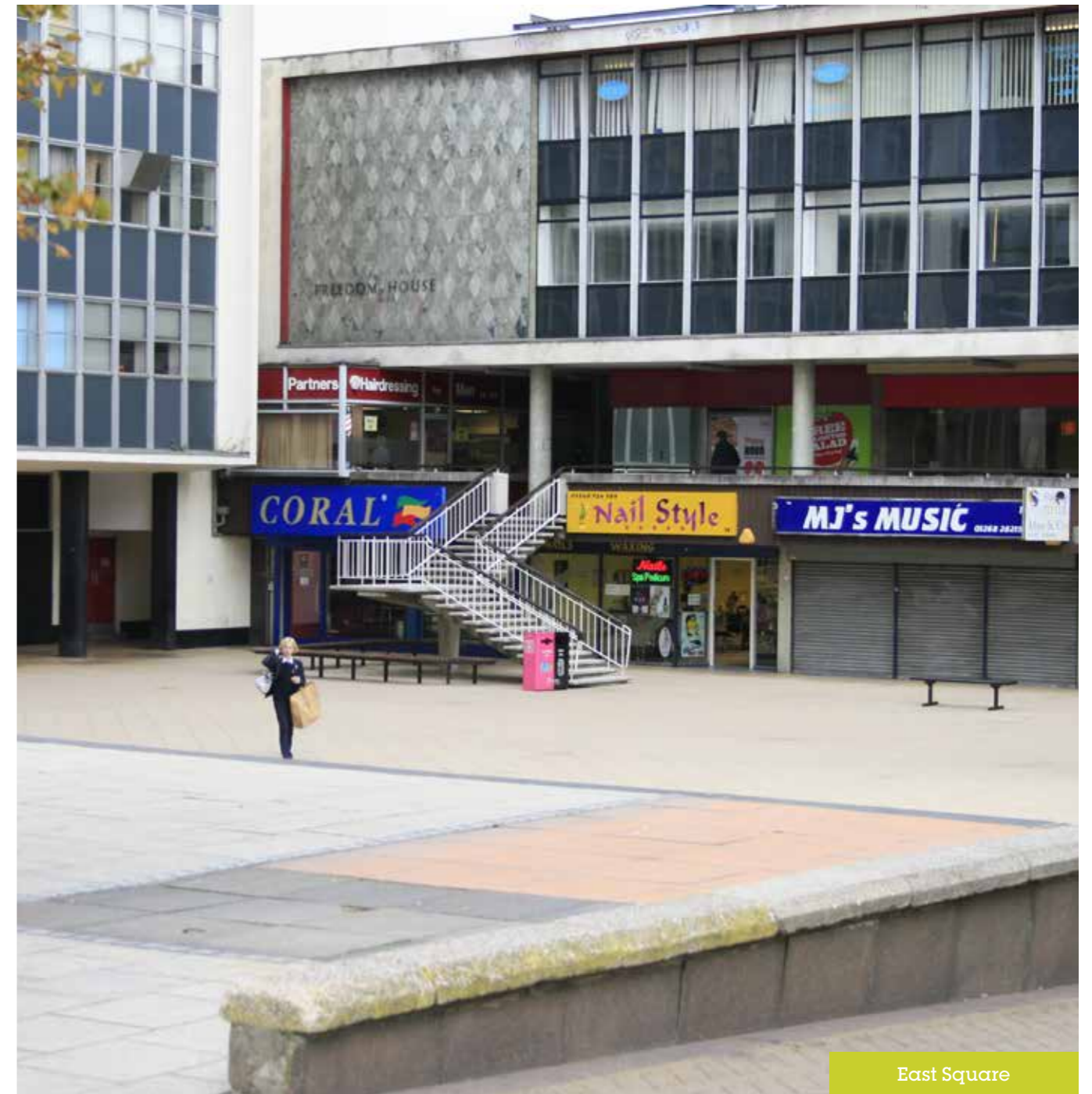
**6.5.17** Links to the north and to the surface car park to the north east have been poorly designed and present a poor gateway environment for people entering the square from the north and north east.

**6.5.18** The key objectives for East Square are therefore:

- **A New Urban Garden for East Square.** The Masterplan proposes that Freedom House and the Post Office are to be replaced with a new cinema, restaurants and new shops. This will increase the size of East Square such that it will present an opportunity to create a new urban garden in the centre of the square. This will benefit from surveillance from Brook

House and from the new uses proposed for the north and east sides to the square which collectively will also encourage the evening economy. The new garden will also benefit from surveillance provided by the stream of pedestrians walking at the higher level between Town Square and East Walk who will be able to enjoy an elevated view over the new garden.

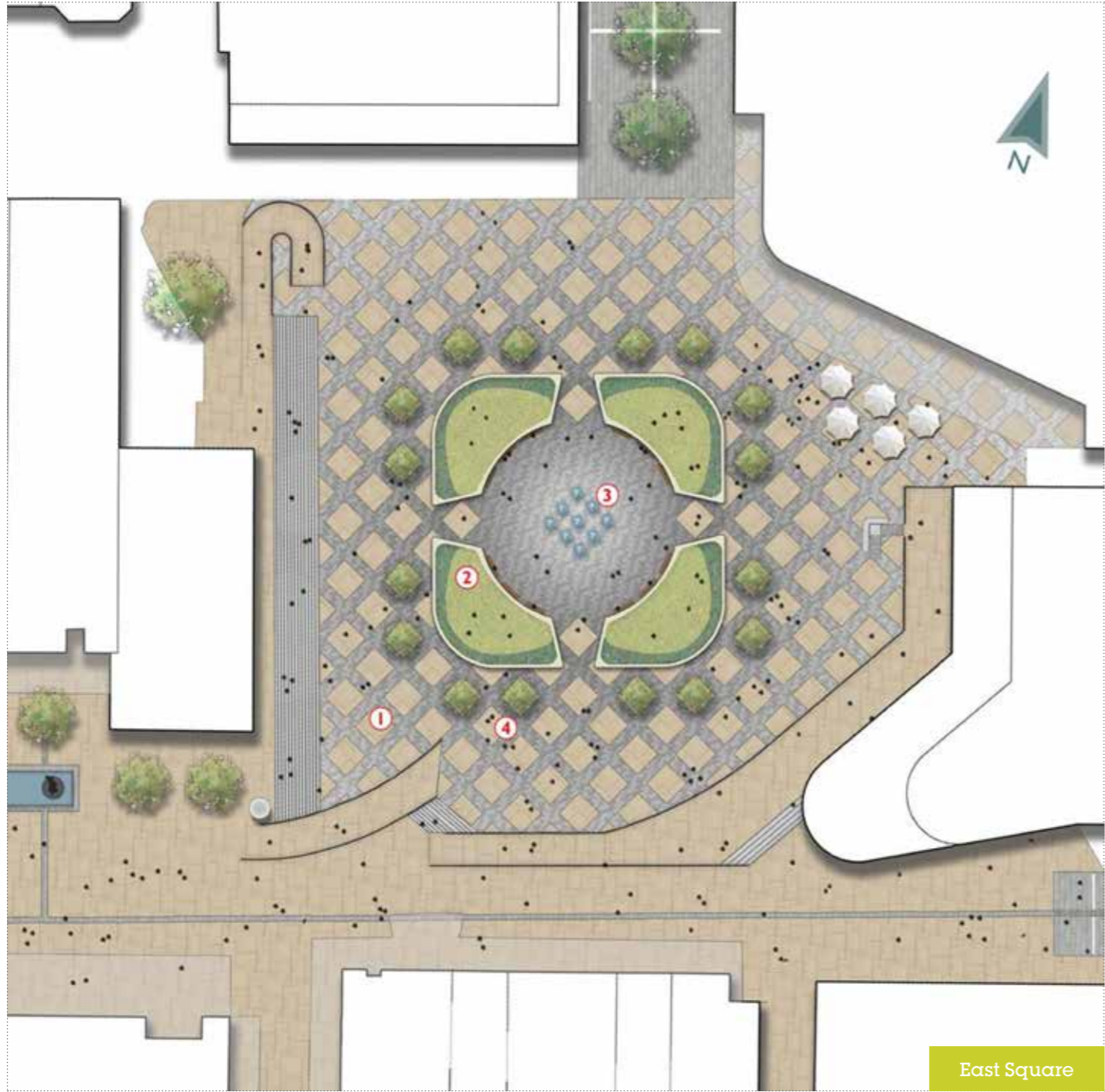
- **A response to the existing heritage asset.** The public realm strategy for East Square proposes to enhance the setting of Grade II Listed Brook House and other heritage features of the square.
- **Restore the original paving pattern.** It is proposed to realise the original diagonal paving design concept, utilizing quality modern paving materials.
- **New Lighting for East Square.** New lighting has been installed in St Martin's Square and Town Square but not in East Square. East Square would benefit from an exciting new lighting scheme as could the proposed new urban garden and its pavement fountains which could further animate the square to excellent effect during summer evenings.
- **Replace the Brook House Flight of Steps.** The existing Brook House Flight of Steps comprises of precast exposed aggregate concrete. The new larger square will necessitate the extension of the existing flight to the north and therefore the entirety of the flight will need to be replaced.



East Square



Public Realm Proposals East Square



East Square

- 1. Original 1960's paving pattern reinstated
- 2. Urban Garden with tilted raised lawns and scented planting
- 3. Central piazza with seating and a central feature
- 4. Mop headed trees to be uplit at night
- Exciting new lighting scheme to promote the evening economy



Indicative sketch of proposed East Square urban garden



Detail area



Precedent image of proposed pixelated paving sets to form the darker bands through the square



Precedent image of mop headed trees



Precedent image of Pavement Fountains



Precedent image of proposed curved concrete edge to raised lawns



Proposed bench to match original 60's design



### East Walk

**6.5.19** East Walk is a set piece example of shopping parade architecture from the New Towns Movement. It is a linear, pedestrianised shopping concourse to the east of Town Square with covered walkways to the fronts of shops to the north and south.

**6.5.20** The central panel of the concourse is surfaced in red macadam with a wide border of buff coloured paving slabs on either side forming the threshold to the shops beneath the covered canopies. On the ground, this space reads as a continuation of Town Square, but there is no continuity with regards to the surfacing of the public realm, which looks tired and dated.

**6.5.21** High up on the wall of Freedom House facing onto the western end of East walk is a wire and aluminium sculpture (1958) by A.J.Poole which is unnamed but unofficially known as The Treble Clef.

**6.5.22** The strategy for change is to continue the existing quality paving and lighting design for Town Square into East Walk . This will form part of new residential communities at this part of the town centre. The Treble Clef Sculpture will need to be relocated when Freedom House is demolished and a new location (subject to further consultation), perhaps on the building opposite.



East Walk

### Broadmayne

**6.5.23** Broadmayne Green Space is a linear green public open space that extends from the eastern extent of Gloucester Park in an easterly direction along the northern edge of Broadmayne and to the south of Audley Way. It provides a green buffer between Broadmayne and the Ghyllgrove neighbourhood.

**6.5.24** Masterplan objectives include:

- The existing character of Broadmayne is of an urban motorway. The Masterplan proposals are to front Broadmayne with high quality residential dwellings interspersed with Pocket Parks with generous pavements and lines of trees on Broadmayne to create a natural extension of Ghyllgrove.
- It is recognised that the green space to the north of Broadmayne already makes a positive contribution to the street scene. New development to the north of Broadmayne will focus on the open areas at the western end of Broadmayne Green Space to ensure that the majority of the existing trees can be retained. A new urban square is to be created to the south of Broadmayne as part of a new direct north / south aligned

pedestrian link between Neville Shaw and East Square. This approach will radically improve the quality of the pedestrian linkages between Ghyllgrove and the town centre.

- A new pedestrian crossing over Broadmayne is to be implemented to replace the existing crossing at the northern end of Great Oaks. The broad strategy here is to bridge the existing poor quality 'Transition Zone' to link and unify the Ghyllgrove residential area and the town centre and to improve pedestrian and cycle links.



Broadmayne Green Space



## Market Square

**6.5.25** Market Square was first devised as a traditional street market with two rows of shops and offices to the north and the east. To the south east of Market Square there is a surface car park and beyond, to the south east, is an underpass leading to the Railway Station. The south west of Market Square is defined by the backs and service areas of Colors Night Club, public toilets and The Beehive Public House. Market Square lacks enclosure and presents a poor first impression of Basildon for visitors arriving at the Railway Station or Bus Station. The recent introduction of black and red macadam surfacing, the removal some years back of most of the trees from within the market (only four of these original trees now remain; two at the eastern end of the market and two at the western end at the southern end of Market Pavement) and the introduction of extensive yellow lining has considerably weakened the original design concept.

**6.5.26** The Masterplan proposals are to move the market and re-develop the market place.

## Station Quarter & Transit Mall

**6.5.27** Basildon Railway Station opened in 1974. The original Masterplan for Basildon New Town did not factor in a railway station in this location and as a result the entrance to the station is unwelcoming and conflicts with the alignment of the adjacent busy road junction. A new network of narrow pedestrian underpasses making connections to the north and south were constructed at the same time but these contribute to the sense of a poor quality road dominated environment with poor visual connection to the town centre, giving a poor first impression of the town.

**6.5.28** The station approach and adjacent paths are surfaced with grey standard paving slabs. Pedestrian barriers are a prominent component of the street scene. The railway embankment is well wooded but it is not managed. However it provides a valuable green backdrop to this area. There are some good mature existing trees in the public realm.

**6.5.29** The Bus Station and associated canopy was rebuilt in 1985-6. South Walk therefore is well sheltered from the elements for both shoppers and users of the Bus Station. The multitude of canopy supports creates a cluttered pedestrian concourse which is paved with small ceramic paving slabs. At either end of the concourse the adjacent paving is varied with illogical interfaces. The bus stands which are laid out in a saw tooth arrangement are surfaced in block paving and the bus pull in from Southernhay is surfaced in exposed aggregate concrete. Pedestrian railings and signage are prominent within the public realm.

**6.5.30** The key objectives for Station Quarter are therefore:

- **Create a high quality new public square.** This approach offers perhaps the most significant opportunity to improve perceptions of Basildon. The subway system is to be removed and pedestrian and cycle links on Southernhay and Fodderwick will be facilitated. New cycle parking will be provided close to the Railway Station.

- **Pedestrian priority.** Southernhay will cross through the Square but the paving design will clearly indicate pedestrian priority. A high quality public realm will be central for this new vision for the station approach. Surface materials will match those proposed for St Martin's Square so that there is continuity to the public realm on this important new north south link between the Railway Station and the approach to the Boulevard Green Link into Gloucester Park. Streetscape enhancements will include new street furniture, lighting; tree planting and possibly the introduction of public art.
- **Legibility.** A new landmark sculpture within the square to create a sense of arrival and to better facilitate legibility between the Station and the town centre should be considered.
- **Better Bus Station.** A new more efficient drop off and pick up bus interchange will free up space for a re-envisioning of the Bus Station which will include new high quality bus shelters and consistent paving, street furniture and lighting. There will also be an opportunity to introduce a line of trees to break up the current expanse of hard surfacing.



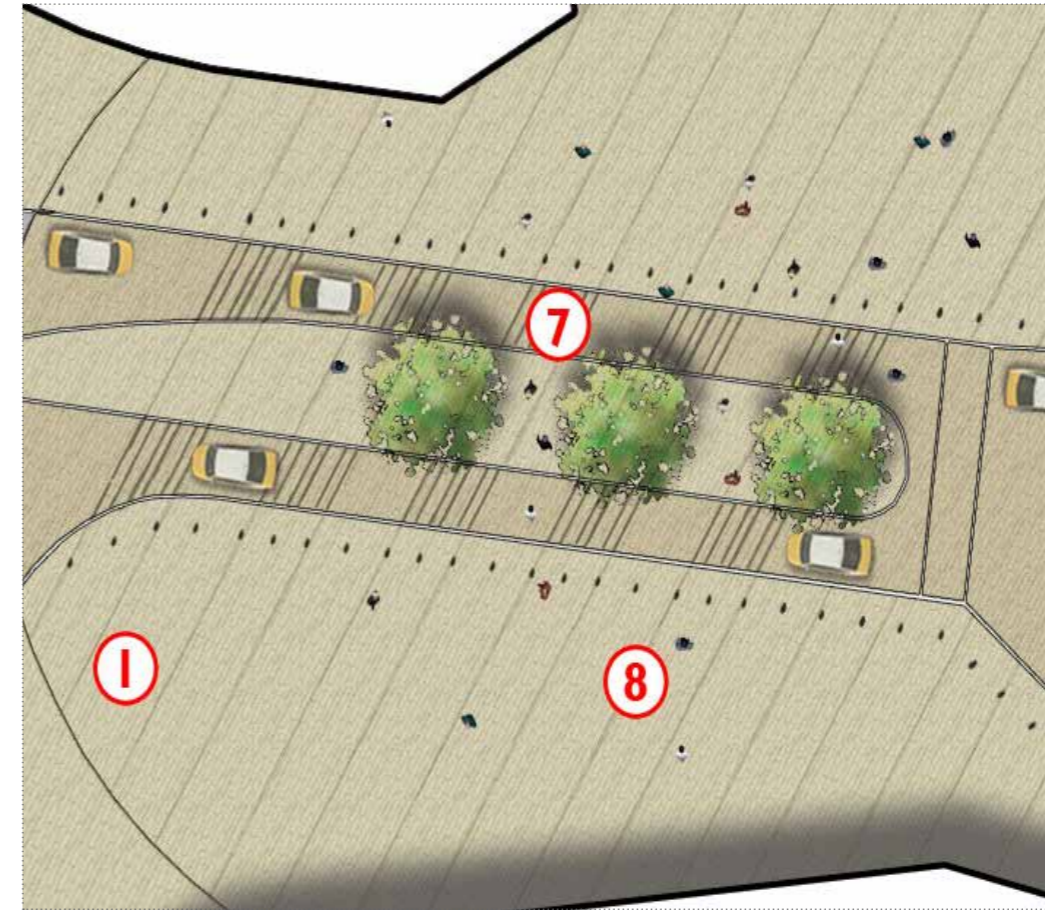
Basildon Bus Station



Public Realm Proposals Station Approach



Station Square



Detail plan

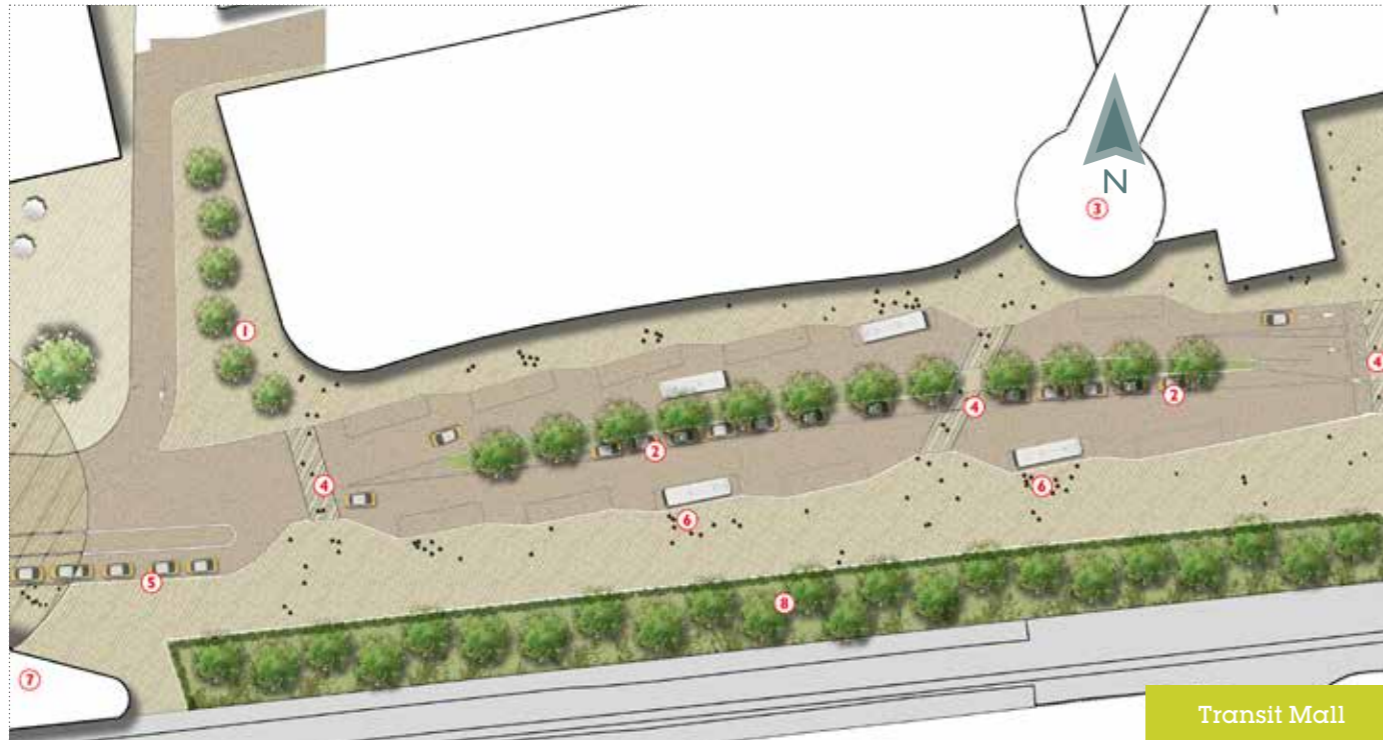


Proposed College at Station Square

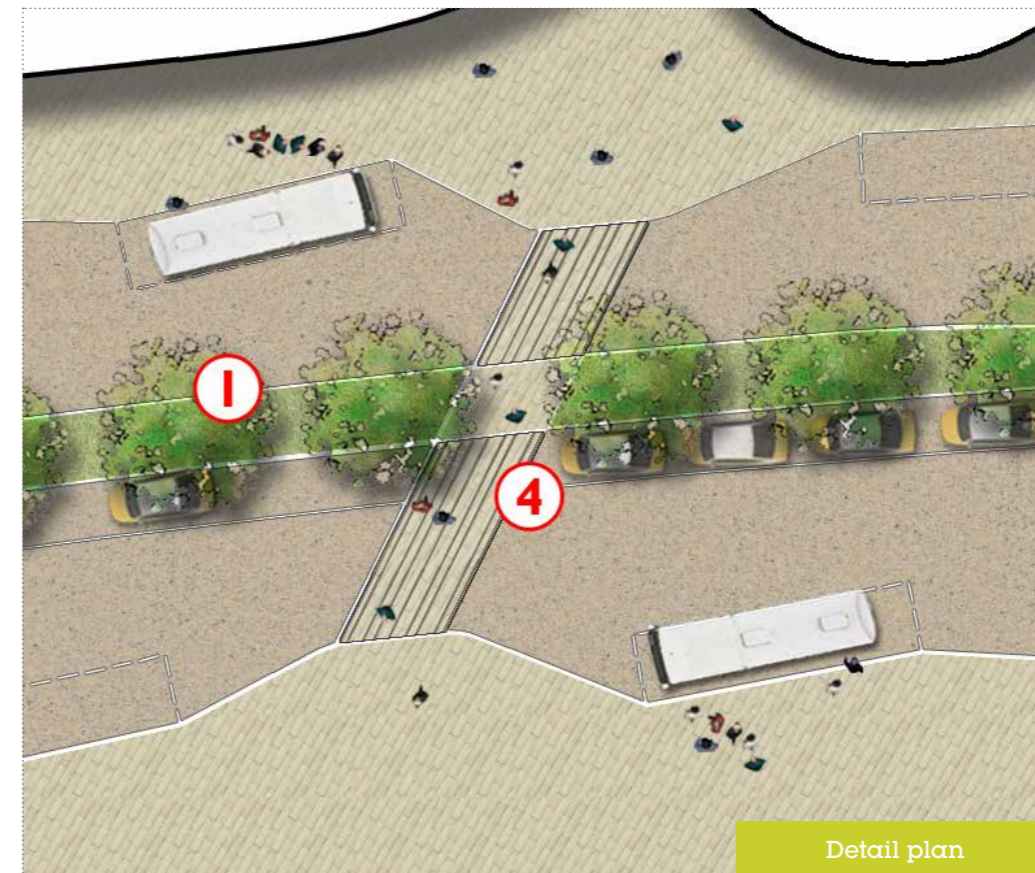
1. Possible location for new arrival sculpture
2. Short stay coach pick up point
3. Line of trees to lead the eye towards St Martin's Bell Tower
4. Possible sculptural line in paving to define route of green link
5. Directional stripes in paving
6. Possible cafe/ restaurant terrace
7. Increased intensity of stripes, signifying pedestrian priority within shared surface
8. Station Piazza
9. Taxi rank
10. Possible new Railway Station



Public Realm Proposals Transit Mall



1. Tree planting
2. Taxi feeder rank
3. New gateway entrance to Eastgate Centre
4. Possible pedestrian crossing
5. Taxi rank
6. Bus shelters (not shown)
7. Basildon Railway Station
8. Managed landscape embankment





### New Residential Communities

6.5.31 The new residential communities within the Masterplan area, including at Eastside, will incorporate opportunities for new amenity and open spaces. The aspiration is that a number of 'Pocket Park's are developed which will create much needed welcoming and useable green amenity areas within the town centre.





## 6.6 Access, Movement & Connectivity

**6.6.1** Developing an effective transport strategy is an integral part of the town centre Masterplan. All travel modes have been considered in formulating a cohesive strategy and this section of the document sets out key elements to support the Masterplan proposals.

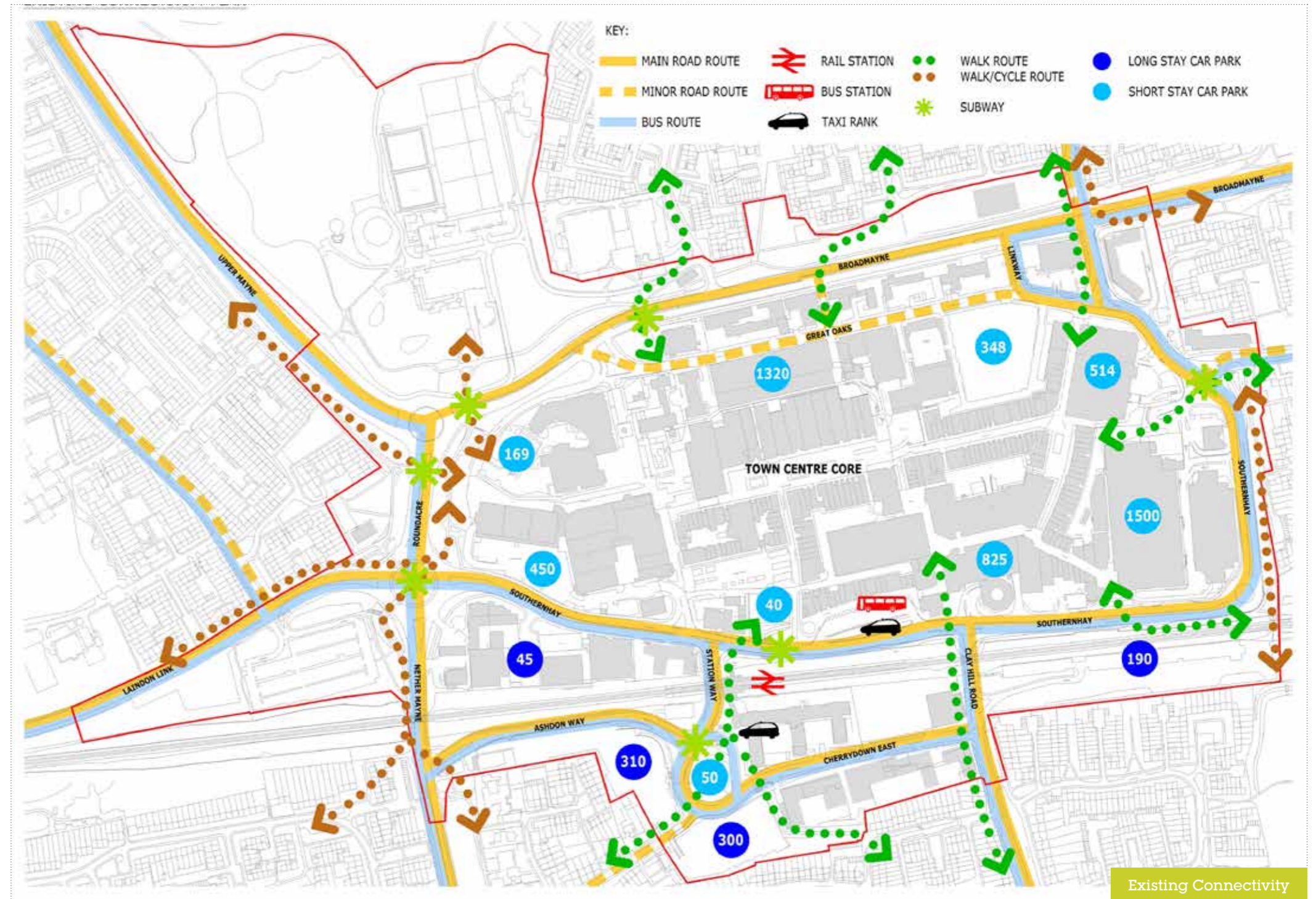
**6.6.2** Access to the town centre is currently dominated by provision for the car. A significant proportion of the town centre is given over to parking spaces, as shown on the Connectivity Plan. In a town like Basildon good access for the private car and adequate and well located parking provision are essential components in the health and vitality of the town centre and its attractiveness compared to competing centres.

**6.6.3** Less than half of current journeys to the town centre are made by public transport. Therefore, access to jobs, shopping, and leisure facilities by public transport, cycling and walking needs to be improved to help reduce congestion and provide better travel choices for all – especially those without regular use of a car, and to promote social inclusion.

**6.6.4** The Connectivity Plan shows existing primary routes to the town centre by each mode of travel, with key features being: severance caused by the ring road; dependence on pedestrian subways; lack of bus routes on the north side of the town centre; and lack of cycle links from the north, east and south.

**6.6.5** The Masterplan will improve accessibility to and within the town centre, with a greater choice of modes of travel afforded to local residents and visitors alike. The focus has been on improving connectivity and facilities for sustainable modes of travel, such as walking, cycling and public transport, and this will help to achieve a modal shift away from the car.

**6.6.6** The new residential uses within the town centre will bring about a more sustainable pattern of travel, with more people living within the town centre and using the range of facilities on offer, thereby reducing the need to travel long distances.



Existing Connectivity



## Walking and Cycling

6.6.7 The Masterplan seeks to remove the severance caused by the ring road that encircles the town centre by transforming the high speed traffic dominated routes into modern urban environments, with uninviting subways replaced with high quality controlled at-grade crossings.

6.6.8 To achieve this, measures to be adopted on routes such as Broadmayne, Great Oaks and Southernhay include the reconfiguration of junctions, narrowing of lanes, removal of guard railing and tree planting. It is not intended to reduce highway capacity or create unacceptable levels of congestion on these routes but rather accommodate traffic flows within a safer and more welcoming environment for pedestrians and cyclists.

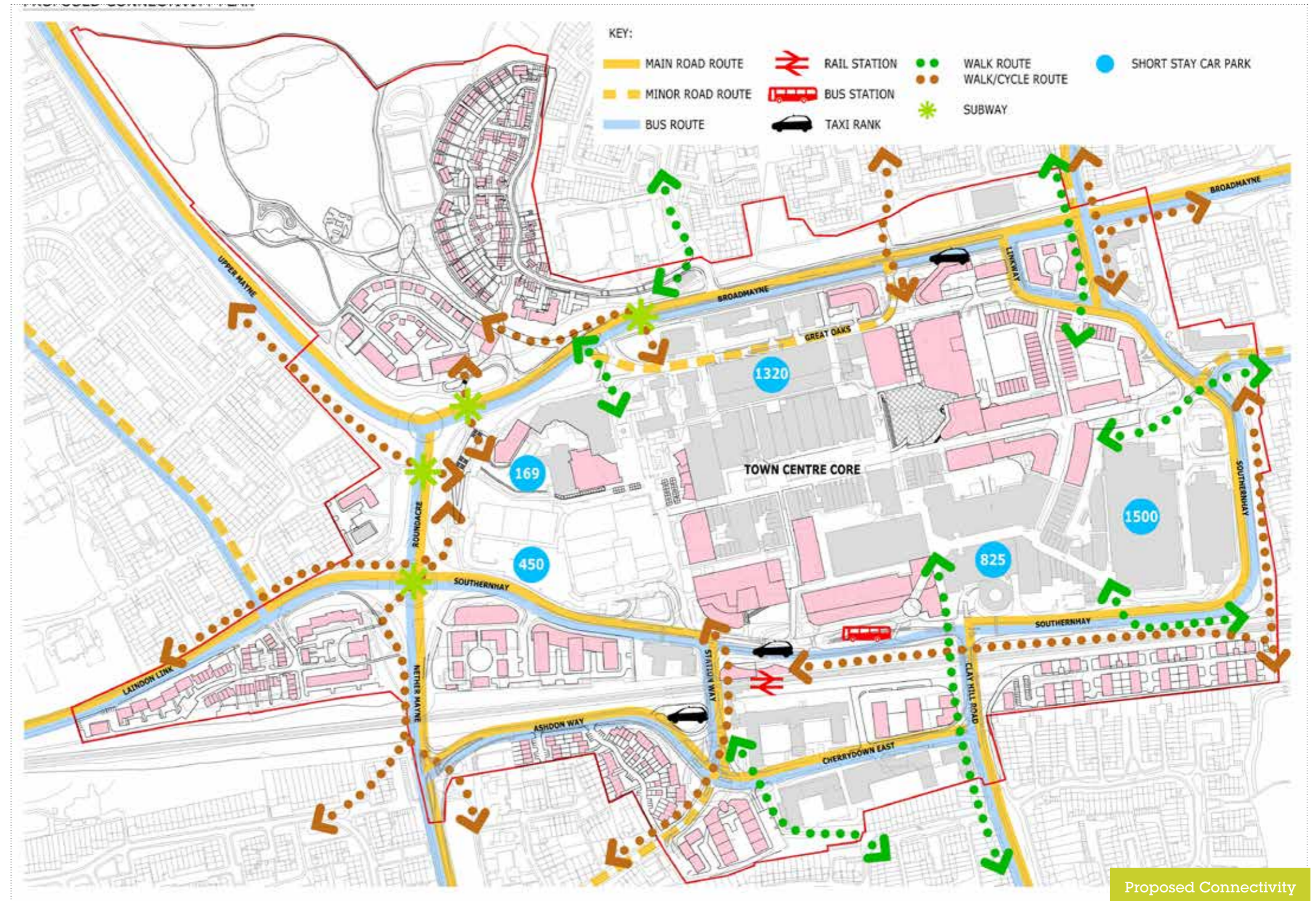
6.6.9 As shown on the Connectivity Plan, direct new and improved routes into the town centre have been established in accordance with desire lines from local residential areas, and these would be wide, attractive and clearly signed.



Example: Birmingham Moor Street Queenway



Broadmayne







Example: Sheaf Street, Sheffield



Example: Sheaf Street, Sheffield



Example: Birmingham Bull Street



Existing Bus Station

**6.6.10** The proposed routes include two new wide north-south links: a 'Green Link' corridor, which connects Gloucester Park with the new Station Square through the town centre; and a gateway to the town centre from the Ghyllgrove neighbourhood, connecting to East Square. The existing east-west route through the town centre, along Towngate and East Walk, will also be improved with more convenient access to East Walk from Southernhay and Long Riding.

**6.6.11** The rail and bus stations are the gateways to the town centre for many visitors, and cohesive interchange between these modes of travel is established via the new pedestrianised Station Square, replacing the existing subway on Southernhay. The 'Green Link' corridor connects to Station Square and provides direct connectivity to the town centre retail circuit.

**6.6.12** New high quality controlled crossing facilities are proposed on Broadmayne, Southernhay and Cherrydown West, to strengthen the key routes into the town centre. All crossing points will be provided with tactile paving and audible signals at controlled crossings to assist all users.

**6.6.13** Ease of movement for people with mobility difficulties will be improved, with gradients of new routes designed within acceptable limits. Where necessary, the surfacing of existing key routes is to be improved.

**6.6.14** Secure cycle parking facilities will be provided at convenient locations including the rail station and Station Square, focus areas within the town centre and employment and residential sites.

### Bus, Rail and Taxi

**6.6.15** Improvements to bus and rail services and facilities are central to the transport strategy; with these modes offering sustainable travel choices for those outside a reasonable walk or cycle distance of the town centre.

**6.6.16** The Masterplan will provide a new high quality transport interchange with better integration of the bus and rail station, thereby encouraging visitors to the town centre to use these sustainable travel modes rather than the car.

**6.6.17** The existing inefficient and unsafe 'saw-tooth' bus station is to be replaced by a more efficient high quality bus station, which is to be located along the existing Southernhay corridor. Buses will stop within bays provided along both sides of a bus/taxi/servicing only route, allowing for a more efficient use of bays than at present. Pedestrian links are to be provided to allow for convenient and

safe movement between bus waiting areas and the town centre, supplemented by signage and real time bus information so that passengers can view details of bus arrival times and stop locations.

**6.6.18** The bus station will be supplemented by additional bus stops in and around the town centre to give passengers greater access choice. Bus stops will be provided along Broadmayne and/or Great Oaks to provide greater accessibility to the restaurant and leisure activity at Eastside, and also for residents at Ghyllgrove. The precise routes and frequency of services are subject to agreement with bus operators.

**6.6.19** Improvements to the rail station are subject to further consultation with Network Rail and current and future rail operators, and may comprise additional ticket office windows and more passenger circulatory space to accommodate peak



period passenger footfall. Station Square would extend from the rail station's ground floor, with the station entrance aligned to direct visitors into the town centre.

**6.6.20** Demand for cycle parking at the rail station will increase as a result of the improved connectivity, and additional secure facilities will be provided close to the station entrance.

**6.6.21** The existing taxi rank at the bus station is to be replaced and re-integrated into the new transport interchange, with a more visible rank located closer to the rail station entrance, offering greater accessibility to rail passengers and town centre visitors. There is also the potential for a taxi rank and station pick-up/drop-off area to the south-west of the rail station, replacing the existing facility at Station Way. Additional taxi ranks are to

be conveniently located close to hotels and in the vicinity of the restaurants and leisure activity on Broadmayne and/or Great Oaks.

**6.6.22** As part of the improvements to bus, rail and taxi facilities, designs will take full account of the needs of those with mobility difficulties and provide a convenient and comfortable environment for those waiting to use these modes of transport.

**6.6.23** A mechanism will be put in place requiring future town centre employers to provide workplace travel plans to encourage staff to travel to work using sustainable forms of transport. Existing town centre employers will also be encouraged to adopt this approach. A typical travel plan may include the provision of showers for staff and information on cycle routes, bus and rail services, for example.



Example: Westfield Bus Station, Shepherd's Bush



Example: Hammersmith Bus Station



Rail Station Entrance



Taxi Rank at Bus Station



Good Example: Chelmsford



## Vehicle Access and Parking

**6.6.24** The Masterplan is designed to improve ease of vehicular access to town centre car parks and service areas, whilst discouraging traffic movements through inappropriate areas.

### Access and Highway Infrastructure

**6.6.25** Some refinement of the town centre highway network is necessary to create a more pedestrian and cycle friendly environment and to provide a safer, more efficient transport interchange. However, it is not intended to reduce highway capacity or create unacceptable levels of congestion but rather accommodate traffic flows within a modern urban environment.

**6.6.26** The Proposed Highways Improvements plan shows (highlighted) parts of the highway network to be improved as part of the Masterplan.

**6.6.27** It is envisaged that Broadmayne and Great Oaks will become more modern urban environments, with reduced lane widths for vehicles, measures introduced to attenuate traffic speed, and controlled high quality crossings provided. The section of Great Oaks that fronts the Eastside restaurant and leisure uses will become pedestrianised, with access to the multi-storey car park simplified.

**6.6.28** Southernhay could also be modified to become a more modern environment, with its roundabout junction with Long Riding upgraded to a signal controlled junction with high quality crossings.

**6.6.29** Proposed modifications along the southern edge of the town centre allow for easier access to car parks from the Nethermayne approach, with Eastgate and ASDA accessible via a new two-way route that runs along the Ashdon Way/Cherrydown East corridor.

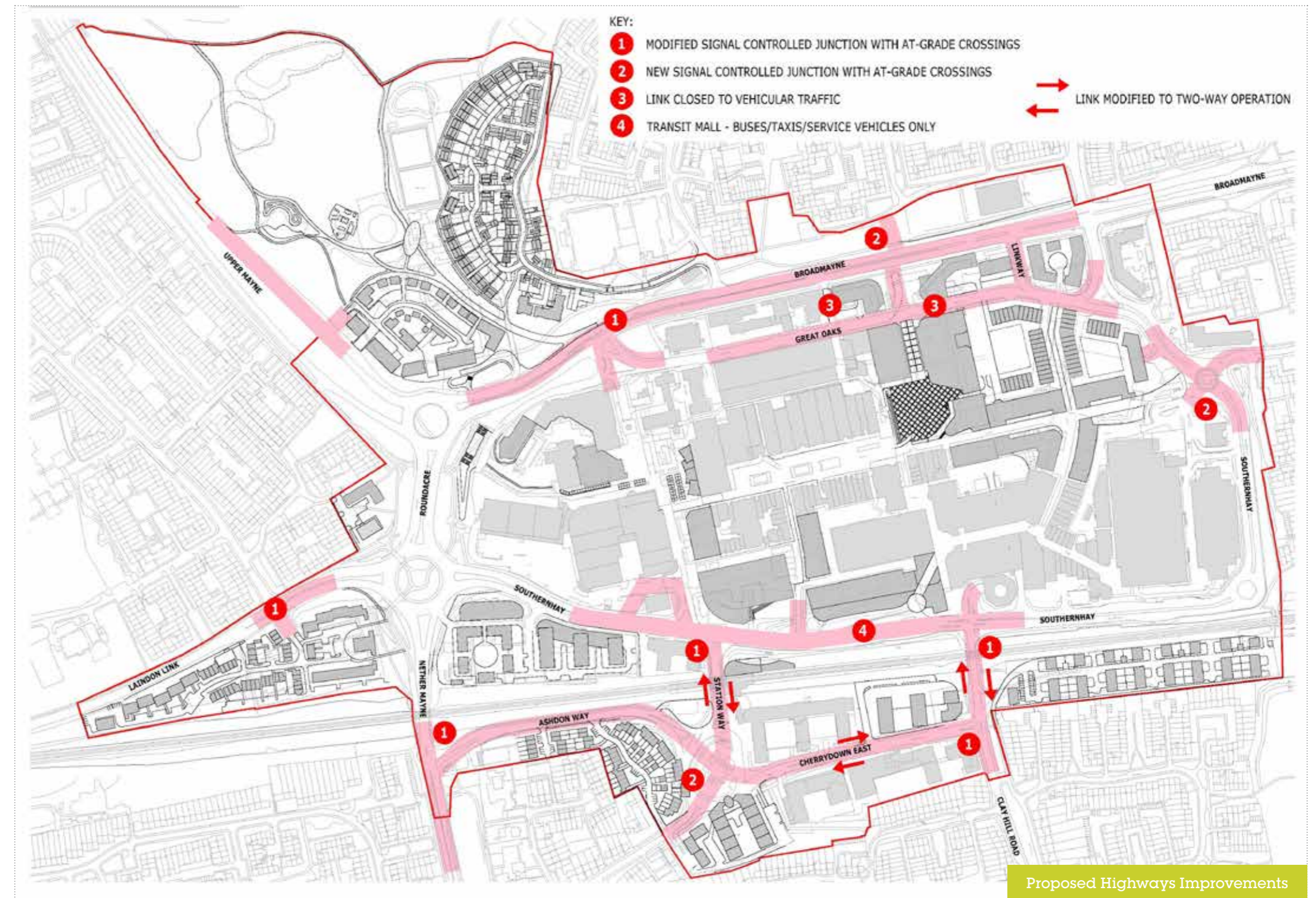


Subway beneath Southernhay

**6.6.30** The new two-way route replaces the existing one way gyratory on Southernhay, Clay Hill Road, Cherrydown West and Station Way. The junction at Station Way will be refined and modified with signal control and high quality crossings.

**6.6.31** The simplified road network along with additional message signs, supplementary to those recently installed, will help ensure that drivers find the nearest car park with available spaces without unnecessary circulation around the town centre.

**6.6.32** It is anticipated that the efficiency of traffic movement around and through the town centre will be improved by the introduction of signal controls, the timings of which would be linked to maximise highway capacity.



Proposed Highways Improvements



## Parking

**6.6.33** The majority of existing car parking is located to the north and east of the town centre retail core. Current provision is some 6,000 spaces of which around 5,000 are short-stay, intended for shoppers, and 1,000 long-stay, intended for town centre employees and commuters.

**6.6.34** Existing tariffs at short-stay car parks make it affordable for town centre employees/commuters to park and occupy spaces for the whole of the working day, thereby removing valuable short-stay parking for shoppers – it is this short-stay rather than long-stay parking that is needed to underpin the economic success of the town centre.

**6.6.35** There is an existing surplus of parking spaces within the town centre, observed as being typically around 1,200 - 1,400 spaces, as indicated by snapshot surveys at peak shopping times in 2011 and utilisation data supplied by the Council. Around 650 – 700 short-stay spaces are currently being occupied for the whole of the working day, as estimated from entry/exit counts undertaken in 2011.

**6.6.36** The town centre redevelopment will bring about a net reduction in A1/A2 retail floorspace of around 16,000sqm and a net increase in A3/A4/A5 (restaurants) and D2 (leisure) of around 12,500sqm. As a result, demand on town centre parking throughout the day will change. The new restaurant and leisure facilities being developed will attract some ancillary use during the daytime, however many people will visit these facilities in the evening after shoppers have left the town centre. The demand on parking will therefore extend into the evening, generating a different parking pattern to that which currently exists.

**6.6.37** The shared use of parking increases efficiency of use of this valuable town centre space and is encouraged by planning policy. The adopted Essex parking standards identify shared use provision as being highly desirable between retail and leisure uses. Examples of where this works effectively can be found in Chelmsford City Centre and Southend-on-Sea Town Centre, where there is

no dedicated parking for cinemas, with demand being met by adjacent shopping centre car parks which remain open into the evening.

**6.6.38** The approach taken for future parking provision in the Masterplan is that of 'demand management'. The Masterplan proposes more efficient use of town centre short-stay parking by setting charges that allow several shopping trips to be accommodated throughout the day in the same space previously occupied by a single employee/commuter. This approach is supported by advice given by the Association of Town Centre Managers, which identifies that town centre car parks should offer tariffs which favour visits of up to 3 hours. In Chelmsford City Centre, for example, the tariff structure for 'Zone A' short-stay shopper parking is set so costs increase significantly for a duration of stay of 3 hours or more, to deter longer stays.

**6.6.39** Current short-stay parking tariffs in Basildon Town Centre do not restrict long-stay parking, with a typical charge of £5 or less to park all day. Charges for short-stay parking are modest, these being typically 80p for up to 2 hours, £1.50 for up to 3 hours, and £2.20 for up to 4 hours. Affordable short-stay parking will be retained and ideally reduced in price, as this is essential to the economic success of the town centre, however long-stay tariffs will be raised to deter such use, with more spaces then available to shoppers throughout the day.

**6.6.40** For town centres with good access to alternative forms of transport, the adopted Essex Parking Standards advocate parking provision lower than the maximum permissible, which varies by use class. Notwithstanding the existing surplus identified, a reduction in parking provision is supported by the reduction in A1/A2 retail floorspace and ancillary daytime use of new restaurants, shared use of parking for evening restaurant and leisure use, changes in parking tariff structure, and improvements to further encourage non-car travel.



Post Office surface car park



Great Oaks multi-story car park



Clay Hill Road surface car park



**6.6.41** Under the first phase of development, it is proposed that town centre parking would reduce by around 340 spaces by 2017, well within the existing surplus (typically 1,200 – 1,400 spaces). The second phase would reduce provision by around a further 790 spaces by 2022, an overall reduction of 1,130 and still within existing surplus. There would be a total further reduction of 610 long-stay spaces and 45 short-stay spaces from 2023 and beyond, and an overall reduction of around 1,800 spaces. This is beyond the existing peak surplus, however, the demand management measures will result in more efficient use of parking, with less spaces needed to accommodate shopper demand.

**6.6.42** The level and type of car parking in the town centre and the sequence of change will be monitored and reviewed throughout the lifetime of the Masterplan to ensure sufficiency of good quality parking to support the vitality and viability of the town centre. Opportunities will therefore be taken to review the parking strategy as the development phasing progresses in order to ensure that the town centre is not short of spaces. Opportunities to increase levels of parking in the town centre in the future will be taken

**6.6.43** Requirements for long-stay parking will be managed through future town centre employers being required to provide workplace travel plans to encourage staff to travel using sustainable forms of transport. Existing employers will also be encouraged to adopt this approach. The considerable improvements to bus and rail facilities identified in the Masterplan support this approach.

**6.6.44** Retained car parks will be upgraded as necessary to increase the attractiveness of the town centre and pedestrian access will be improved. Great Oaks will be the principal point of arrival for visitors by car to the proposed restaurant and leisure uses and requires refurbishment.

**6.6.45** Better management of the car parking stock together with variable message signs (VMS), supplementary to those recently installed, would contribute to reducing unnecessary vehicle trips

on the road network within the town centre. The number of disabled bays in the town centre will accord with the current local and national guidance (Essex parking standards and DfT's Traffic Advisory Leaflet 5/95: 'Parking for Disabled People') and such spaces will be located to provide convenient access for people with mobility difficulties.

**6.6.46** The proposed new areas of private residential car parking will be arranged to enhance accessibility and follow best design practice in terms of quality and type, with provisions in-line with Essex parking standards, which currently accept lower provision in town centre locations. Parking controls are to be employed in residential areas of the town centre which might otherwise suffer as visitors seek free car parking.

#### **Assessing the impact of the masterplan on the transport network**

**6.6.47** The Masterplan's proposals for the regeneration of the town centre have been discussed with Essex County Council as Highways Authority. Transport modelling work has been carried out for the Local Plan Core Strategy to evaluate the current usage and functioning of the Borough's road network. Focussed assessments in Basildon town centre have enabled the evaluation of the impact of the Masterplan's proposed scale and mix of future development and highway reorganisation. This has informed the consideration of area specific mitigation measures (such as revised junction designs) which have been included in the Masterplan to address adverse impacts. To ensure that this assessment is fully robust, it is recommended that the transport model is re-run to include these mitigation measures, alongside the impact evaluation of development locations and quanta in the Borough as a whole as part of the Local Plan Core Strategy process, which may lead to changes in future iterations of the Masterplan or during the decision-making process.



## 6.7 Infrastructure Impact

**6.7.1** The development of an effective supporting public infrastructure is key to the success of the town centre Masterplan. Consideration has been given to technical infrastructure requirements of the Masterplan proposals such as flood risk, drainage and utility capacity. In addition, a sustainability appraisal of the Masterplan proposals has been prepared and forms a separate appendix to the Masterplan. Consideration has also been given to social infrastructure requirements and community implications in drawing up the Masterplan proposals.

### Flood Risk, Drainage & Utilities

**6.7.2** The utility and drainage proposals to serve and accommodate the Masterplan are considered

in detail within the Transport and Infrastructure Report forming part of the Evidence Base

- A review of the existing flood risk to the town centre has been undertaken in consideration of the proposals for the Masterplan.
- In order to inform the works required for the existing public infrastructure to support the Masterplan, the capacity of the existing utilities and requirements for diversionary works has been considered in preparing the Masterplan.
- As the Masterplan seeks to increase the number of retail and commercial premises and residential dwellings within the town centre a review has been undertaken which concludes that the

development can cope with any increased demands on the existing infrastructure.

- The relevant utility companies have been consulted in order to determine general capacity requirements as well as the need for any major off-site reinforcement works.
- A review of the likely points for future service connections, diversionary and off-site reinforcement works has been carried out on both the overall Masterplan development, as well as at an intrinsic level on each character area.
- A strategic drainage strategy has been developed to consider the requirements for the overall Masterplan as well as the individual developments within the character areas.

Consultation has been carried out with Anglian Water and it has been determined that the existing capacity of both the foul and surface water drainage systems are sufficient to meet the needs of the Masterplan.

- The Masterplan development falls within Flood Zone 1 and therefore the development area is not at risk from flooding from fluvial or tidal sources for events with return periods of less than 1 in 1000 years.
- The strategy proposed for the Masterplan promotes the use of Sustainable Urban Drainage Systems (SuDs) to mitigate the impact of flood risk both on and off-site as well as to providing stages of treatment to the surface water prior to entering the receiving waters.



Good Example: Drainage Solution



Good Example: Drainage Solution



## Sustainability

**6.7.3** Sustainability Appraisal is used to promote sustainable development through the integration of social, economic and environmental considerations in the preparation of the Basildon Town Centre Masterplan. The Sustainability Appraisal appended separately concludes that the Masterplan represents a “positive” influence on the sustainable development within the Masterplan area.

## Community Impact

**6.7.4** A study to assess the community impacts of the Masterplan proposals has been prepared and forms part of the supporting Evidence Base. The table below summarises the community priorities and how the Masterplan addresses these.

Community Priority	Impact of the Regeneration
(i) To improve the employment prospects, education and skills of local people;	A new college will deliver modern purpose built facilities to enhance teaching opportunities. The current college has a strong emphasis on delivering BTEC qualifications and apprenticeships to strengthen connections with local job opportunities for local people.
(ii) To promote sustainable regeneration and deliver housing growth through high quality, locally distinctive, sustainable developments and supporting infrastructure;	The regeneration proposals seek to deliver between 1,500 to 2,000 new homes in and around the town centre across a range of tenures and housing types. This will seek to address the needs of the local community. The proposals also seek to provide for enhancements to the public realm to increase civic pride, new community facilities to benefit everyone and enhancements to the road network (improved access to parking areas and removal of the one way gyratory) as well as improvements for pedestrians and cyclists.
(iii) To support and promote the growth in local economies and businesses to benefit local people;	The proposals seek to deliver new retail and office accommodation to meet current and future demands in both sectors. The reduction in A1 floorspace would be offset through the increase on A3/A4/A5 uses to broaden the economic sector and provide a stronger evening economy. The Masterplan proposals provide a strategic view for business growth over the long term.
(iv) To support local people to improve their health and well-being; and	There will be no direct impact on health and well-being as a result of the proposals. New leisure pursuits in the form of a cinema and theatre are included as part of the scheme to broaden the range of activities provided for within the town centre. Planning contributions towards new health facilities would be sought from new development where required.
(v) To treat the cause of crime, anti-social behaviour and disorder and improve community safety.	Enhancements to the public realm will seek to create a sense of civic pride, and a reduction in anti-social behaviour. Principles of Secured by Design will be adopted as part of the design of housing and wider areas to further improve community safety. Alongside delivering a stronger evening economy, the inclusion of appropriate lighting and additional security measures will tackle the associated anti-social issues that typically arise.



# 7.0 Phasing

The Masterplan covers the period from 2012 to 2030 and beyond.

**7.0.1** Some of the Masterplan proposals are complex and long term, whilst others could be delivered more quickly. Some, such as improvements to Gloucester Park and improved linkage from the park to the town centre, are already being realised following grant of permissions at Westside North. Proposals for others, such as the College, are currently at the planning application stage. Other proposals, such as improvements to the theatre are longer term.

**7.0.2** Most of the proposals will rely on individual investment decisions by private developers, landowners, investors, retailers and other businesses. In this context the role of the Masterplan is to create the conditions and the policy framework to encourage these private interests to develop and invest in the town centre. The Council and its partners will actively engage with these private interests in order to promote the implementation of the Masterplan.

**7.0.3** The Masterplan programme has been divided into phases. Phase 1 sets out proposals for the next five years (2012-2017). Phase 2 covers the subsequent five years (2018-2022) and Phase 3 ten years and above. The Phasing Plan which follows identifies each of the Masterplan proposals by phase.

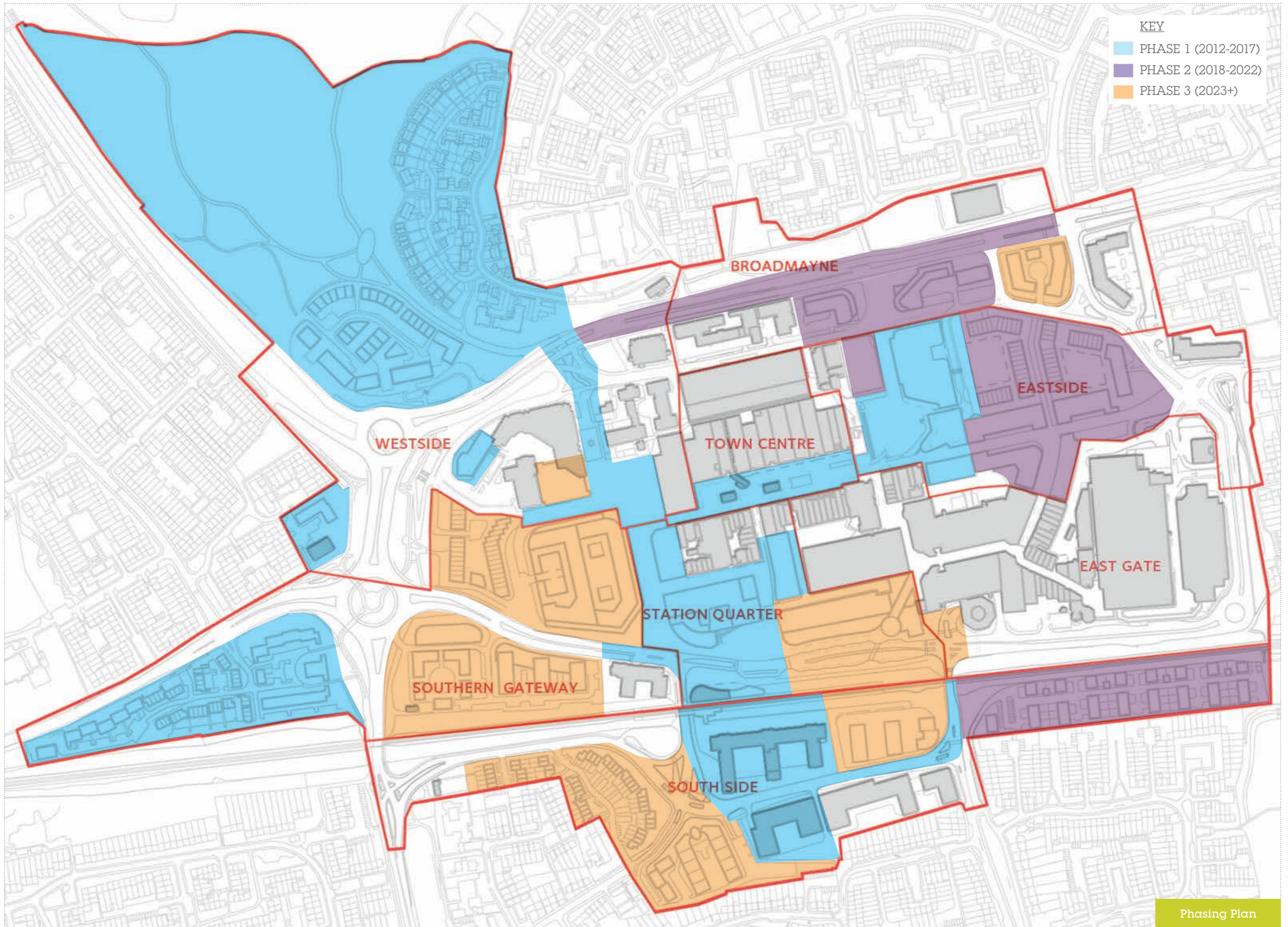
**7.0.4** The Delivery Mechanisms Table below sets out each of the key Masterplan proposals and indicates the likely timescales by phase. It also identifies the lead body for implementing the proposal and the likely sources of finance.

Key Proposal	2012-2017	2018-2022	2023+	Funding	Lead Body
Cinema & Restaurants	*			Public / Private	BWB / British Land / BBC
Westside North Residential & Park Improvements	*			Private	BWB
Market	*			Public / Private / CIL / S106	BBC / BTCM
College	*			HCA / Private	HCA / South Essex College / BBC
Station Improvements	*			Network Rail / Franchisee	Network Rail / Franchisee
Residential Southern Gateway (Car Park 14)	*			Private	BWB / Developer
Public Realm Improvements	*			Public / CIL / S106	BBC
Eastside Hotel & Retail		*		Private	BWB
Eastside Residential		*		Private	BWB / Developer
Transit Mall		*		Private / Public / CIL / S106	Bus & Taxi Operators / BBC / BWB
Broadmayne Highways Improvements		*		Public / CIL / S106	ECC / BBC
Westgate Mixed Use Zone			*	Private	BWB / Land Owner
Theatre			*	Public / CIL / S106	BBC
Offices / Civic Offices			*	Public / Private	BWB / BBC
Residential Zones			*	Private	BWB / Developer

**Key:**

- BWB Barratt Wilson Bowden
- BBC Basildon Borough Council
- ECC Essex County Council
- CIL Community Infrastructure Levy / S106
- HCA Homes & Communities Agency
- BTCM Basildon Town Centre Management
  
- PHASE 1 (2012-2017)
- PHASE 2 (2018-2022)
- PHASE 3 (2023+)







# 8.0 Delivery, Management & Risk

Whilst the Masterplan sets a clear vision for the regeneration of the town centre, it should be recognised that its delivery over a 20 year timescale will need to be sensitive to socio-economic changes, property market trends and changes in the level of funding available.

**8.0.1** With this in mind the Masterplan must be understood and used as a flexible working document that is reviewed in accordance with the monitoring and review process to take account of changing circumstances and progress. Throughout the lifetime of the Masterplan delivery it is highly likely that the financial viability of different elements of the scheme will change and that several sources of funding that can support delivery will become available. The delivery partners will ensure that all funding opportunities are explored to enhance, and where appropriate, accelerate the delivery of the Masterplan to create a better Basildon.

**8.0.2** The Masterplan sets out a comprehensive programme of proposals and improvements that will transform the prospects for the town centre to 2030 and beyond. Through the Council's partnership with BWB, it is evident that there is strong private sector interest in the town. Further interest from occupiers and investors has to be nurtured and encouraged but it is essential that all parties with a stake in the regeneration of the town centre play their part by:

- Bringing forward development proposals that match the aspirations of this Masterplan
- Contribute to securing on and off-site infrastructure which will help to regenerate the town centre as a whole – this will be through either Section 106 contributions or a future Community Infrastructure Levy
- Supporting bids for public sector funding that can assist in delivering the regeneration of the town centre

## Partnership Roles

**8.0.3 Basildon Borough Council** Basildon Borough Council is a key agency in the Partnership and is responsible for assisting preparation and delivery of the Masterplan. It is also the Local Planning

Authority that will adopt the Masterplan as SPD which will be a material consideration in the determination of planning applications in the Masterplan area, along with other Local Plan policies. The Council also owns key pieces of land within the town centre which it will make available to help to deliver the Masterplan. The Council also has powers to acquire land compulsorily. Subject to cabinet approval it will be minded to make use of these compulsory powers where necessary in order to ensure the delivery of key proposals of the Masterplan. The Council is also a major provider of town centre services (ranging from, for example, environmental health to the management of the Towngate Theatre).

**8.0.4 Wilson Bowden Developments Ltd**, Wilson Bowden Developments Ltd, a wholly owned subsidiary of Barratt Developments PLC are a shareholder of the Special Purpose Vehicle set up to bring forward and deliver the Masterplan – Basildon Regeneration (Barratt Wilson Bowden) Ltd.

**8.0.5** Their key input will be for all commercial property aspects of the regeneration proposals including retail, leisure, office and civic space development. They have undertaken similar public/private sector partnership development roles elsewhere in the country including Wrexham, Harlow and Bishops Stortford. Currently they are working on town centre regeneration schemes in Leamington Spa, Hinckley, Wokingham, Barnsley and Macclesfield.

**8.0.6** Wilson Bowden will oversee all roles of the commercial development process including land assembly, planning, occupational transactions, design and construction procurement through to the necessary funding agreements.

**8.0.7 Barratt Eastern Counties** has grown to be one of the leading developers in East Anglia following the amalgamation of the Essex divisions of Barratt Homes and David Wilson Homes in 2007. The

experience and skills from both businesses has equipped Eastern Counties with a proven track record of complex regeneration schemes, high rise developments, refurbishment mixed use schemes in joint ventures with public and private sectors as well as traditional family homes.

**8.0.8** Basildon Town Centre regeneration requires a cohesive and comprehensive approach to managing the planning process and subsequently maximizing sales revenues at the end of the project. Barratt's would look to work closely with all stakeholders to deliver a scheme which the whole community is proud of.

**8.0.9** Phasing and timing of the sub development parcels is critical of their success and regular and careful analysis of the sensitivities of the residential market through research and evidence gathering throughout the regeneration period will be key.

**8.0.10** Barratt's commitment to continuous product development coupled with the highest standards of design, construction, finish and customer service, has earned Barratt every major house building award in recent years. Barratts are building for everyone. With more than 400 developments from North East Scotland to the Isle of Wight, Barratts offer the widest choice of locations and prices in Britain today. Homes for all kinds of buyers, from studio apartments to family homes.

**8.0.11** Wherever Barratts build they aim to make a positive contribution. Barratts developments are in desirable locations where people want to live and are carefully planned to provide stylish and safe living environments.

## Key Third Party Stakeholders

**8.0.12** Following third party stakeholders will be key to delivering the Masterplan vision:

- Essex County Council

- BTCM Limited
- Network Rail / C2C
- Bus & taxi
- Private Developers
- Landowners (key ones eg British Land and the Parochial Church Council) and companies
- Retailers

## Funding Sources

**8.0.13 Private Investment.** Delivery of the Masterplan is dependent on private investment from a range of investors. The Masterplan provides a clear and concise vision for the regeneration of the town centre. The Masterplan partners will work alongside private investors to maximise investment potential in the town centre whenever investment proposals are in accordance with the Masterplan.

**8.0.14 Public Sector Funding.** Public sector funding will be sought where possible to assist in delivering the Masterplan vision.

**8.0.15 New Homes Bonus.** The New Homes Bonus will match fund the additional council tax raised for new homes and empty properties brought back into use, with an additional amount for affordable homes, for six years following completion of each home. The New Homes Bonus generated as a consequence of housing development within the town centre could be used to fund other parts of the Masterplan delivery.

**8.0.16 Community Infrastructure Levy.** The Community Infrastructure Levy (CiL) is a new levy that Local Planning Authorities can choose to charge on new developments. The money generated from the charging schedule could be used to support development in the town centre



by funding infrastructure that the council, local community and local businesses want. These improvements could include improved public realm, pedestrian crossings, safer road schemes, etc. The system is simple, applies to most new buildings and charges are based on the size and type of the new development.

**8.0.17 S106 agreements.** Section 106 (S106) of the Town and Country Planning Act 1990 allows a local planning authority to enter into a legally-binding agreement or planning obligation with a landowner in association with the granting of planning permission. The obligation is termed a Section 106 Agreement.

**8.0.18** These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. In the Masterplan area S106 agreements could be used alongside the CiL to mitigate the impact of development on its immediate vicinity and to provide affordable housing.

**8.0.19 Homes and Communities Agency (HCA).** The college relocation will release the existing college site for development, creating an opportunity for housing and regeneration on the existing college site. The Masterplan delivery will seek to work in partnership with the HCA to maximise the opportunity for both development of the new college in the town centre and also wider housing and regeneration initiatives within Basildon. Any funding opportunities and land transfers/disposals with the HCA will be considered to enable delivery of the Masterplan.

**8.0.20 Network Rail & Franchisee.** The Masterplan partners will work with Network Rail to ensure that potential funding for station improvements generated from the rail line franchisee is maximised in accordance with the aims of the Masterplan for Station Quarter. The franchisee contributions could assist in the improvements of the public

realm around the station, platform and concourse improvements, and linkages to the town centre.

**8.0.21 Local Transport Plan.** The current Local Transport Plan (LTP) strategy was published in June 2011. As the largest of the Thames Gateway centres within Essex, and a major growth location, LTP priorities for Basildon include improving local bus services, improving the town's cycle networks and promoting sustainable travel. The implementation plan is not yet published and will give more detail on how strategy outcomes will be achieved.

#### Integrated County Strategy

**8.0.22** The ICS provides a shared vision for Essex, Southend and Thurrock to identify priorities needed to achieve increased economic growth.

**8.0.23** The ICS prioritises aspirations for growth and guides the use of funding towards priorities that can achieve the greatest possible benefit for the area.

**8.0.24** The ICS identifies Basildon Town Centre as one of the focuses in Essex for town centre regeneration and intends to lever in funding and prioritise key projects through the Local Transport Plan and Thames Gateway South Essex Planning and Transport Strategy.

#### Town Centre Management

**8.0.25** As well as the need for physical regeneration of the built environment, Basildon Town Centre's performance is hampered by a lack of softer initiatives to care for its upkeep. These include:

- Concerns over safety and security, particularly in the evenings
- A poor quality of environment
- The absence of a comprehensive marketing and promotion programme

- Different arrangements for managing different parts of the town, preventing a consistent feel and quality of experience
- Relatively low levels of engagement of retailers and other occupiers in setting the direction for the town centre

**8.0.26** Current arrangements for managing the town centre are disparate and as such prevent the town centre being managed, improved and promoted as a coherent whole. Current responsibilities include:

- The Council having responsibility for a wide range of issues including town planning, licensing, recycling, rubbish and waste, street cleaning; management and maintenance of Town Square and St Martin's Square; economic development; on-street car parking; aspects of town centre promotion and marketing. The Council is also an important landowner within the town centre
- Basildon Town Centre Management (BTCM) - a not for profit company, limited by guarantee. Freeholders and leaseholders of property within a designated part of the town centre are eligible for membership of the Company. BTCM's potential roles are wide ranging but in practice have focused on maintaining parts of the town centre, maintaining the properties in which it has an interest, providing and operating the Basildon Market and providing car parking facilities
- Essex Police – who have a dedicated team for Basildon Town Centre

**8.0.27** At present there is no overarching forum or partnership that joins together the activities of the above organisations or provides an opportunity for town centre businesses and landowners and other bodies such as public transport bodies to become involved in town centre management issues. This

differs from the practice in many other town centre's where town centre management partnerships are well-established.

**8.0.28** Experience elsewhere shows that there are several areas where an effective town centre management partnership in Basildon could help to grasp opportunities that are fundamental to the success of the physical regeneration proposed in the Masterplan.

**8.0.29** These could include:

- Securing the engagement of all stakeholders within the town centre behind a common strategy
- Promotion and marketing of the town centre as a whole
- Organisation and management of town centre "events"
- Funding and management of cleaning services and maintenance of the town centre public realm as a whole
- Developing initiatives such as "town centre loyalty cards"
- Provision of additional security services
- Management of services such as car parking and street market

**8.0.30** Town centre management structures that could be considered include:

- A town centre management partnership – these are typically voluntary, not-for profit structures that bring together public and private sector partners to co-ordinate and focus resources on strengthening the town centre. They generally involve a wide range of partners from the public and private sectors including the council, chamber of commerce,



police and retailers. Often, they are Council-led although they may include financial contributions from a range of sources.

- An evolution of the role of BTCM – BTCM already manage common areas within Basildon Town Centre such as the car parks and the markets. One potential option to move towards a more sustainable town centre management initiative might be to adapt their constitution and broaden their membership and role to cover a wider range of activities across the town centre as a whole.
- A Business Improvement District (BID) - this approach is one where a majority of property owners and/or traders agree (through a vote) to provide an extra level of public service in a specified area by imposing an added tax on all of the properties and/or businesses in the area. The supplementary tax levy is usually administered by a BID partnership body led by the private sector. This body is a not-for-profit organisation governed by a voluntary Board. Extra funding can be obtained from public sector contributions and private sponsorships. In their simplest form, BIDs assume service delivery and janitorial roles (such as cleaning streets, improving parks and providing safer environments). As BIDs mature, however, they may go on to broaden their focus to cover area marketing, business development programmes, developing strategies for their areas, implementing infrastructure and capital project improvements and so on.

### Risk Analysis

**8.0.31** A risk analysis has been carried out (see table overleaf) which identifies the potential risks that require close monitoring. The table illustrates how the potential risks have been identified, understood and categorised in relation to their likelihood and

impact. Following this process a method of mitigation for each potential risk has been identified to guide the management of the Masterplan delivery. This approach will allow partners and stakeholders to anticipate and implement solutions to any issues that arise throughout the delivery process.

**8.0.32** For example, although the local authority is a substantial landowner in Basildon, in certain circumstances it may be appropriate to use compulsory purchase powers to enable land acquisition. This process is complex and time consuming and requires close monitoring. The table which follows illustrates how such risks will be addressed.

**8.0.33** For the purpose of this analysis, timescales are in line with the phasing of the Masterplan as follows: short term (first 5 years); medium term (5-10 years); and long term (10+ years).

**8.0.34** The Masterplan assesses the potential risks to delivering the strategic objectives detailed in the Masterplan. These risks have been analysed with due consideration given to both the impact of the risk on delivering the Masterplan and also the likelihood of the risk occurring.

**8.0.35** The Key below details the scoring mechanism attributed to each variable. The severity of each risk has been assessed by using the following formula:

**8.0.36** Impact X Likelihood = Severity

**8.0.37** Following identification of the severity of each risk a mitigation strategy has been identified which includes a list of actions and a method of review to enable active management of each risk throughout the delivery of the Masterplan.

**8.0.38** Monitoring and active management will ensure that the impact and likelihood of each risk is minimised, and consequently reduces the risk severity. The Risk Analysis & Mitigation Strategy details this process and identifies the Managed Risk Assessment which re-categorises the risks following identification of the mitigation strategy, actions and method of review for each risk.

Impact:	Likelihood:
5 - Very High	5 - Very High
4 - High	4 - High
3 - Medium	3 - Medium
2 - Low	2 - Low
1 - Very Low	1 - Very Low
Risk Severity:	
High	12 - 25
Medium	5 - 10
Low	1 - 4



Risk No.	Risk	Consequence	Category	Timescale	Risk Assessment			Risk Management			Managed Risk Assessment			Risk Owner
					Impact	Likelihood	Severity	Mitigation Strategy	Further Action	Review	Impact	Likelihood	Severity	
1	Land Acquisition	Acquisition of land delayed or not achieved preventing delivery of the Masterplan	Legal and Commercial	Short term	4	3	12 - High	Early engagement with land owners to secure and acquire land by negotiation ahead of planned timeframe for implementation – CPO to be used if necessary	Preparation of land acquisition schedule and implementation	Monthly	4	1	4 - Low	BBC & BWB
2	Planning and Design risks caused by changes to planning policy	Time delay to delivery of the Masterplan	Government Policy	Medium term	3	2	6 - Medium	Regular review of Masterplan and delivery strategy in the context of changing planning policy	Review of Masterplan against all planning policy changes nationally and locally	Quarterly	3	1	3 - Low	BBC & BWB
3	Failure to secure planning approvals for town centre schemes	Time and costs delays	Organisational regulation	Long term	5	2	10 - Medium	Continual early engagement with the LPA and all stakeholders on each proposed phase of the development	Agree approach to planning and consultation for the Masterplan for each phase	In line with phasing strategy	3	1	3 - Low	BBC & BWB
4	Infrastructure costs and constraints	<ul style="list-style-type: none"> <li>Time delay to delivery of the Masterplan caused by lack of funding.</li> <li>Increased Cost</li> <li>Requirement to re-plan due to abnormal unforeseen infrastructure constraints</li> </ul>	Environmental	Long term	4	3	12 - High	<ul style="list-style-type: none"> <li>Early site investigations to identify any abnormal constraints.</li> <li>Early acquisition of funding to deliver each phase of the Masterplan</li> </ul>	Undertake site investigations and identify funders	Ongoing review	3	2	6 - Medium	BBC & BWB
5	Site Clearance and Remediation	Time delays and cost increases	Environmental	Long term	3	2	6 - Medium	<ul style="list-style-type: none"> <li>Comprehensive site investigations to inform remediation strategy.</li> <li>Allowance of adequate contingency in financial planning to address any unforeseen abnormal site clearance and remediation costs</li> </ul>	Undertake site investigations and financial appraisals with adequate contingency	Ongoing review	2	2	4 - Low	BWB
6	Construction	Time delays and cost increases	Environmental	Long term	3	2	6 - Medium	<ul style="list-style-type: none"> <li>Comprehensive site investigations to allow construction design to mitigate any ground constraints.</li> <li>Allowance of adequate contingency in financial planning to address any inflated construction costs due to construction methods or increase in materials costs</li> </ul>	Undertake site investigations and undertake financial appraisals with adequate contingency to allow for abnormal methods of construction and fluctuations in material costs over the development of each phase.	Ongoing review	2	2	4 - Low	BWB
7	Funding	Time delay to delivery of the Masterplan	Commercial	Long term	5	3	15 - High	Monitor economic climate and manage phasing of delivery to decrease the impact of market fluctuations on the cash flow	Continue to monitor economic fluctuations and seek financial advice throughout delivery period	Ongoing review	3	2	6 - Medium	BWB
8	Demand	Delivery not in line with market conditions causing possibility of unoccupied completed units and associated cash flow risk and management liability	Commercial	Long term	4	3	12 - High	Ensure thorough market testing & viability assessment is undertaken prior to planning the detail of each phase of the development. This will allow the Masterplan to be successfully delivered in line with demand.	Ongoing market testing and Masterplan review and evolution in line with demand changes over the lifetime of the Masterplan	Ongoing review	2	2	4 - Low	BWB



## 9.0 Monitoring & Review

A clear approach to monitoring and review will enable all stakeholders to quantify the progress of the Masterplan delivery. Throughout the lifecycle of the Masterplan it is important to ensure that the proposals are being achieved, and that the rationale driving the delivery of the proposals are still relevant and valid.

**9.0.1** The monitoring and review process will be undertaken as follows:

- The Masterplan will be reviewed 5-7 years following adoption, with subsequent reviews every 5 years thereafter. Reviews will be linked to the results of continual monitoring. These timescales will enable reviews to assess the progress towards implementation of the Masterplan as well as any changes to planning policy and any other changes.
- Reviews will be undertaken by the Council in partnership with BWB, local community and other stakeholders to ensure that the Masterplan both evolves as necessary to meet the objectives of Basildon whilst maintaining deliverability in line with future changes in the market;
- Minor changes to the Masterplan may also be made to ensure that the Masterplan utilises any opportunities that are presented by market conditions or funding opportunities. These changes will be continually discussed and agreed between all parties.

**9.0.2** This process will ensure the Masterplan remains up to date and continually evolves as necessary to ensure the most successful delivery outcomes.



