MANOR STREET INFORMATION

THE STORY SO FAR...

In 2012, following a competitive process, developer Henry Boot was selected to deliver the regeneration of the Council's land to the rear of the Town Hall. Unfortunately, the developer was unable to produce a scheme that was acceptable to the Council. In September 2016, the Council took the decision to terminate the developer's contract and to deliver the regeneration directly.

Since this decision was taken, the Council has put in place an experienced and knowledgeable professional team to deliver the project. The team has a strong track record of designing and delivering town centre projects which combine a number of uses, including transport, health, retail, leisure, open space and new homes.

The detailed designs we are presenting today represent the culmination of the team's work over the last six months.

WHY THIS SITE?

The site is situated within the Braintree Town Centre boundary for the provision of retail, restaurants and other town centre uses. This is one of two sites designated for regeneration in the Development Plan (Core Strategy 2011) with the aim of growing and improving the town centre offer, thereby improving vitality and viability.

Although a regeneration site, it is also part of the Braintree Town Centre and Bradford Street Conservation Area meaning that the redevelopment must respond to local heritage assets.

All the land needed for the proposed redevelopment is in the sole ownership of the Council and because of this, the site provides a great opportunity to deliver a development which will create much needed new facilities, benefitting the whole town.

WHY REDEVELOP?

The land to the rear of the Town Hall provides an opportunity to regenerate this area of Braintree Town Centre and make a much wider impact by:

- Building a new healthcare facility. Provide capacity to meet the future needs of Braintree's growing population
- Providing a new, high-quality bus interchange
- Delivering improvements to the public realm to create a pleasant environment for town centre users
- Enhancing the connection between the site and the wider town centre
- Creating a new, modern car park
- Designing high-quality new buildings which complement the existing surroundings
- Delivering new homes

WHY ARE NEW HOMES AND A HOTEL BEING CONSIDERED?

In addition to the new healthcare facility, pharmacy, bus interchange and car park, the Council has looked at other uses that the scheme could deliver. Working with independent experts, we have undertaken thorough market research. It is important that any possible uses are appropriate to the site, are financially viable and add value to the wider town centre.

There is strong demand for new homes in the town centre. By building new homes, we will be contributing to the supply of homes locally and, we believe, adding to the vibrancy of the town centre by increasing the number of residents making their homes here.

We believe that the delivery of a hotel would help to meet the Council's objectives. Additional quality hotel rooms are needed in the town centre to support economic development by catering for business users and tourists.

OUR VISION

Braintree District Council has been working in partnership with Essex Country Council and businesses from across the town centre as part of a vision partnership to see how we can all better work together to make the town centre a destination fit for the 21st century. The group is keen to enrich the mix of cultural, leisure, heritage, retail and services in the town and the development at Manor Street is a significant step towards this goal.

Robert Ely, owner of the Chophouse in New Street, said: “I believe if everyone plays their part and a few entrepreneurs take a punt, this town can become something quite special”

Marion Horsley from Shake Express on the High Street said: “It’s good to discuss the changing needs of the town and its services but also acknowledging our heritage as a market town.”

Cllr Tom Cunningham, Cabinet Member for Economic Development at Braintree District Council, said: “Our local businesses share our aims – to make Braintree a better place to visit.”

PLEASE TAKE TIME TO VIEW THE DISPLAY BOARDS

If you have any questions or wish to discuss the proposals, please speak to a member of our team. We would love to hear what you think of our proposals - please complete one of our feedback forms before you leave.
1. Homes
2. Health Provision
3. Hotel
4. Bus Interchange
5. Public Realm
We want to ensure that the new development responds to the unique context of Braintree Town Centre. In order to achieve this it is important to understand the history of the site and its surroundings, as well as what is there today.

Originally the Manor Street car park site was the Fair Field which brought green space into the town centre. After 1900 it was progressively built over although the school had playing fields here before it became a car park and bus station.

Today the view from Market Square is dominated by the Town Hall. However, the area behind is unattractive. This makes the Town Hall feel isolated and on the edge of the town centre. The bus station area is surrounded by car parking and existing facilities are poor. The bus station requires modernisation to cope with the future growth of services and to become a welcoming entry point to the town centre.
CAR PARK & BUS INTERCHANGE

Lower Ground Floor car park - accessed from Victoria Street

- Total of 111 parking spaces over 2 floors

Upper Ground Floor car park - accessed from Manor Street

- The new bus interchange will have capacity to serve the district’s growing population
A pharmacy will complement the health provision.

Braintree District Council is committed to delivering health provision as part of the Manor Street scheme subject to agreement with Mid-Essex Clinical Commissioning Group (CCG) and NHS England.
A hotel chain has seen the potential in having a town centre location and expressed an interest in being part of the scheme. This will feed into our wider tourism strategy for the whole district.

Visitors will be able to come into the town to visit friends, family and nearby attractions such as the Braintree District Museum, the Warner Archive, our town centre, Freeport and the Chelmsford City Racecourse. It will also prove useful for all those getting married at the Town Hall.

Bringing people into the town via a hotel feeds into our future aspirations for Braintree. We are also in talks with a café/restaurant operator that wants to be part of the development too. This will give residents and visitors more reasons to visit the town centre during the day and into the evening.
PUBLIC REALM & WIDER TOWN CENTRE

There are plans for public realm to the back of the Town Hall which will be perfect for photos of happy couples marrying in the historic building.

A restaurant/café will overlook the beautiful garden so visitors will also be able to sit back, relax and watch the world go by with a coffee in hand.
AHR has a long-standing reputation for award-winning design and the creation of innovative places and environments where we live, work, learn and enjoy life. We are one of Europe’s longest standing architecture and building consultancy practices, with experience dating back to 1835. AHR today is one of Europe’s largest practices and has evolved into an international business encompassing 450 staff in 13 offices.

As architects we are passionate about design and the positive effects good design can have on our environment and as building consultants we are passionate about how we care for buildings and how their creative re-use can enhance the fabric of our communities. In particular AHR is highly experienced in designing and building high quality town centre projects where we successfully combine different uses and solve complicated problems.

Our experience spans health and medical facilities, public transport infrastructure, retail design, residential design and civic buildings all of which is relevant to delivering a high quality scheme for Braintree Town Centre.

Potter Raper Partnership provides Quantity Surveying, Building Surveying, Project Management, Employer’s Agent, Joint Venture Management, Health, Safety and Environmental Services (including Principal Designer role), Site Inspectors, Clerk of Works, Bank Monitoring and 3D CAD and BIM Services across a wide range of sectors. Our business, which operates out of four offices in Beckenham, London, Colchester and Brighton, is continuously growing, with new expertise joining the Practice every month.

We’ve been around since 1970 and over the years we have built a reputation of integrity, reliability and excellence for all of our services. The people who work for us are people you can trust to do the job properly, with confidence, authority, experience and added value. When we talk about added value, this is not a throw-away management-speak term. Our role as construction consultants, in whatever discipline, is not limited by a schedule of services. Our Clients are always given that extra time and effort that sets us apart from our competitors. We will get the job done and then some.

We have a simple goal: to provide construction consultancy services of the highest quality in the industry.

CgMs, founded in 1997 and now forming part of the RPS Group, has a long history of providing high quality planning advice. Made up of some 60 professionals, CgMs’s planning, heritage and EIA team offers a comprehensive planning service to a wide range of clients across the country, working with a number of high profile clients and architects.

The team that we have put together for this project has specific experience in dealing with complex mixed use proposals, developments across London and the south east acting for both private and public sector clients.

We have worked in partnership with Hammerson and Leicester City Council, including Leicester’s Regeneration Company, for the last 10 years to promote the Highcross shopping centre and wider town centre regeneration within Leicester. Highcross covers 10.2ha and is a 100,000sqm scheme in the City Centre developed by Hammerson and Hermes Real Estate Asset Management.

We were instructed by Barratt Eastern Counties to provide heritage advice on the regeneration of Basildon Town Centre, which includes the construction of 3,650 homes, 49,000 square feet of retail/leisure and 53,000 sq metres of commercial floorspace. We were appointed to advise on the development opportunities in respect of heritage assets to inform the development of the town centre Masterplan and pre-application discussions with the Local Planning Authority.