



# PITSEA TOWN CENTRE

## Introduction

Work is progressing on the preparation of the Masterplan for Pitsea Town Centre that will transform the town. As the next part of the process the consultant team have prepared a **PREFERRED OPTION** that shows how Pitsea could change over the next 15 – 20 years time to provide the modern and new town centre that you want.

The Preferred Option builds upon the comments and ideas received at the consultation events held in October of last year. The consultation events were well attended and a wide range of ideas and suggestions were put forward to help guide the consultant team. Three scenarios for the future of the town centre were presented to generate debate and some key messages put forward are summarised below:

- The leisure centre, swimming pool, library and market are the main positives in the town centre and should provide a focus for the future
- The unattractive buildings, streets and open spaces are a priority for change
- Support for a better quality and range of retail, with a modernised market at its centre
- Support for the retention of the Tudor buildings
- Requirement for improved linkages to the railway station and Tesco

- Support for new town centre style housing accessible to local residents
- Increased evening uses such as cafes and restaurants

The Preferred Option seeks to take on board these messages and proposes a framework for the future development of the centre. This is not the final solution for Pitsea, and we would like to know what you like and dislike about the option and let us know if there is anything missing.

### Now we need to know what you think of the Preferred Option.

Your views and ideas will be used to inform the preparation of the Final Draft Masterplan in Spring 2007. Tell us what you think of the proposals either by adding your comments to the comments board or by talking to a member of staff.

Thank you for your comments and for taking the time to participate in this consultation event.



# Preferred Option

Town Centre Living – new housing opportunities for 25 – 35 townhouses, and 25 – 35 apartments within a high quality residential environment of streets and spaces to link with the wider centre

Swimming Pool – new modern designed swimming pool building with an opportunity to incorporate a new multi-purpose health facility within an expanded building.

Leisure and Learning Focus – enhancement of existing facilities to provide a wide range of leisure and sport activities, with an upgraded library facility to ensure the centre offers the latest in library and learning services.

Northlands Square – new retail, café and restaurant units fronting onto an enhanced public square.

Northlands Pavement – redevelopment to create new modern units for retail and business uses on the groundfloor with 30 – 40 upper floor residential apartments.

Central Retail Focus – new large scale retail development on existing car park and market area. Development to include around 450 car parking spaces. Opportunity to introduce up to 80 apartments.

Mixed Use Scheme - conversion of existing mock Tudor building to provide for a mix of retail, café and restaurant uses. To the east and south will be an enhanced public realm that can accommodate a modernised Pitsea Market.

South of High Road - In the longer term there is the opportunity to introduce residential development on the existing surface car park and yard, providing 30 – 40 units within a high quality environment.

Station Lane Gateway Development –strategic site to be developed as a mixed-use scheme with active groundfloor uses including retail and cafe uses and upper floor residential units, providing around 100 units.

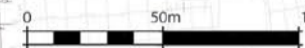
Station Lane – through remodelling the highway, land can be reclaimed to provide a formal public space on which an expanded Pitsea Market can operate. On non-market days, there is the potential to use the space for additional car parking. The area will provide enhanced links to Tesco, which will be overlooked by new residential units.

Links to Wat Tyler – once the country park proposals are implemented, links between the Park and the town centre will be enhanced, with the potential for the environmental enhancements to be themed upon activities and characteristics of the Park.



PITSEA

TOWN CENTRE



ILLUSTRATIVE SITE LAYOUT  
Preferred Option

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-  Mixed Use Development
-  Retail Development
-  Residential Development
-  Public realm / Street Improvements
-  Highway Improvements
-  Private Space
-  Public Open Space

The Broadway – Longer term opportunity to develop modern new retailing units that front on to the High Road with upperfloor business space.

Eastern Gateway Living – at the eastern end of the retail park site, new residential development will front onto High Road, with mixed use employment opportunities to the west.

High Road Retail – in the medium to long term, opportunity to develop new large footprint retail units that front onto the street with rear car parking of around 250 spaces.

Links to the Station – an enhanced pedestrian link with high quality and carefully designed streetscape improvements, including new paving materials, planting, public art and enhanced street lighting. There is the opportunity to include a significant piece of public art within the gyratory to act as a new landmark.

# What do you think?

ATTACH YOUR  
COMMENTS BELOW



THIS IS YOUR OPPORTUNITY TO LET US KNOW WHAT YOU THINK OF THE PREFERRED OPTION

- What do you like?
- What do you dislike?
- Are there any other things you would like to see included?
- Any other comments?



# PITSEA TOWN CENTRE MASTERPLAN

Come and see the vision for Pitsea Town Centre at a special exhibition at

## Pitsea Leisure Centre

### 16-30 January

There is also the chance to discuss the plans at special sessions where staff from Basildon Council and Basildon Renaissance will be on hand to answer your questions and talk about the options in detail on the following dates and times:

|            |                  |            |                  |
|------------|------------------|------------|------------------|
| 16 January | 5.30pm - 8.00pm  | 23 January | 5.30pm - 8.00pm  |
| 17 January | 10.30am - 3.30pm | 24 January | 10.30am - 3.30pm |
| 18 January | 5.30pm - 8.00pm  | 25 January | 5.30pm - 8.00pm  |
| 20 January | 11.00am - 3.30pm | 27 January | 11.00am - 3.30pm |

You can also see the plans at Planning reception, 1st Floor, Basildon Centre or view them on-line at [www.basildondistrict.com](http://www.basildondistrict.com)

**Make a difference. Have your say.**

Basildon  
**Renaissance**  
Partnership

**Basildon Council**  
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