

# The team behind the plans

The regeneration of Harlow has cross-party support. Harlow Council and major developer Stockland have come together to help deliver this exciting project, and the scheme is also supported by EEDA, Essex County Council, the Homes & Communities Agency and Harlow Renaissance Ltd.

Regenerating the town is a top priority for Harlow Council. As a community leader and owner of public spaces in the town centre, Harlow Council will play a key role in helping to make this transformation a reality. Although Harlow Council is a partner in the scheme, it is also the planning authority. These two roles are kept separate. The Council's planning role will only come into effect when the scheme's planning

application has been submitted. The Council's Planning Committee will determine the application separately from the Council's role as a member of the Development Team.

Stockland is a major developer and has extensive experience of mixed-use town centre regeneration. The company has an impressive track record of delivering major shopping centres.



▲ View along Crown Walk from the new market

## Contact details and how to tell us what you think

Consultation on the plans for Harlow Town Centre North will take place throughout summer 2009 and the Development Team is fully committed to providing all those with an interest in the proposals with an opportunity to

view and discuss the vision and give their views about how it could be developed further.

Questionnaires will be available at the public exhibition between

9-12 July 2009, and these can also be downloaded from the website. In addition, there are a number of other ways to help let us know your feedback. These include the following:

- Email us on: [contact@harlowtowncentrenorth.co.uk](mailto:contact@harlowtowncentrenorth.co.uk)
- Call the consultation helpline on: 020 7323 3544
- Visit the website at: [www.harlowtowncentrenorth.co.uk](http://www.harlowtowncentrenorth.co.uk) and complete the online feedback form
- Write to us at: Harlow Town Centre North, c/o Camargue, 7 Bayley Street, London WC1B 3HB



# HARLOW – A NEW EXPERIENCE



▲ Aerial view looking south from above Fifth Avenue

Welcome to the first newsletter on the evolving plans for Harlow Town Centre North, the major regeneration project for Harlow's town centre.

The planned redevelopment of the area is set to transform the town centre, helping to improve the quality and attractiveness of Harlow's shopping experience and its entertainment offer. It will also provide the change necessary to make the town a place where people choose to live, work and shop. The proposals will bring significant new retailers and other major attractions to the town centre while respecting Harlow's New Town history and its existing environment.

The regeneration plans will re-integrate Harlow Town Centre North with the rest of the town centre and include proposals for new shops, businesses and homes alongside transformed public spaces, a new bus interchange and new leisure facilities.

This newsletter provides a summary of the latest plans, the proposed timetable for possible development and how you can input into the design process.

**Your views are important and extensive consultation will be undertaken throughout summer 2009. When consultation is complete, a planning application is expected to be submitted in 2010.**

We look forward to hearing your thoughts over the coming months on these exciting plans.



# The masterplan for Harlow Town Centre North

## A new shopping experience

At the heart of the scheme will be a new shopping experience for Harlow. The development will signify a major 'step-change' in the retail offer of the town, transforming Harlow and making it a place where local residents and surrounding communities choose to shop.

Major new retailers will be attracted to the town centre through the provision of state-of-the-art shops and improved public spaces. These retailers cannot physically be accommodated in the town centre at present, and the new retail offer will include a major department store and new food store for Harlow. The plans will also include a new, attractive market for current and new traders.



VIEW 3  
▲ View east along Grand Walk towards the new department store



VIEW 4  
▲ View north to Velizy Place from Crown Walk

## A sustainable design

The Town Centre North proposals have been designed with a truly green and sustainable agenda at their centre. The scheme will feature many aspects of sustainable design. From green roofs to water recycling, from energy management to renewable energy, Town Centre North will be designed as a low carbon, sustainable urban development.

## An enjoyable place to live, work and visit

Harlow Town Centre North will provide a significant boost to the entertainment and leisure facilities available in the town centre. The scheme will include a new area for entertainment and allow Harlow's night-time economy to flourish and serve all age groups. Velizy Place will become the heart of Harlow's evening activity with its new Multiplex, Health Club, restaurants and cafés, together with the nearby established clubs, bars and bowling alley.

A new hotel will be provided in the heart of the entertainment quarter, and the town centre will also boast a new Theatre to replace the old Playhouse as part of a later development.

The regeneration of the town centre provides an opportunity to relocate the library building and provide a new eye-catching facility on one of the main routes into the town centre.

The provision of approximately 500 high-quality new homes within the town centre will also introduce the concept of town centre living to Harlow for the first time, helping to boost the vitality of this central area.

## Opening up Harlow's town centre

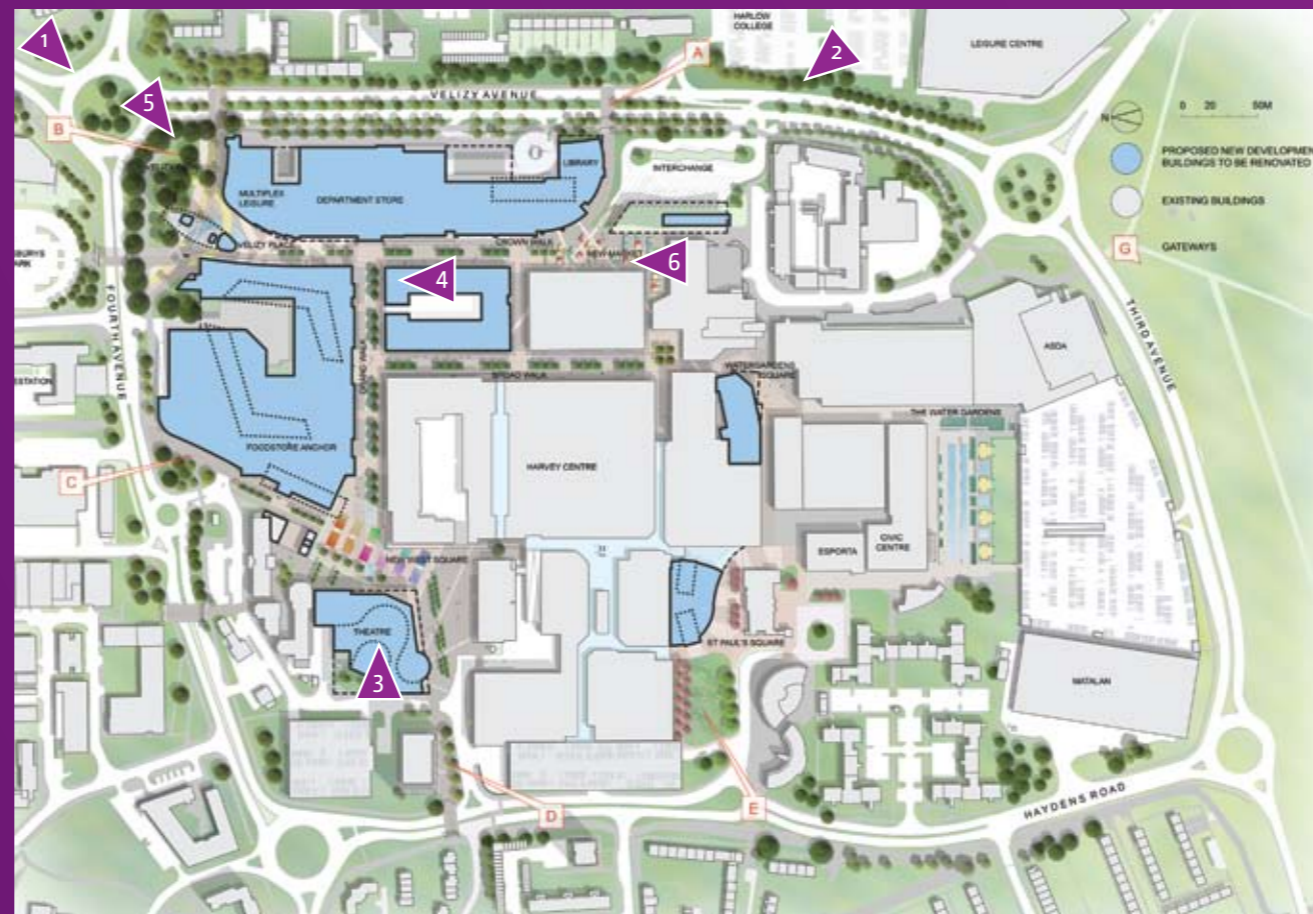


VIEW 2  
▲ View of the new interchange from above Velizy Avenue

The regeneration will improve access to Harlow's town centre. Travelling into and out of the town centre will be enhanced through better public transport provision, including a new bus interchange. The new interchange will significantly improve the operation of the bus station, and will include waiting rooms, kiosks, bus departure gates and real-time traffic information.

Pedestrian access to the town will be improved with better-located crossings allowing traffic to flow around the town centre. More and better car parking will be provided.

There will also be new cycleways to improve access to the town centre for cyclists.



VIEW 5  
▲ Velizy Place at night

