

BROMSGROVE DISTRICT COUNCIL

Cabinet

Date 19th January 2011

Draft Town Centre Area Action Plan

Relevant Portfolio Holder	Councillor Mrs Dyer
Relevant Manager - Strategic Planning Manager	Mike Dunphy
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The purpose of this report is to seek endorsement of the Draft Town Centre Area Action Plan (AAP) for the purposes of public consultation. The consultation period would run from 21st January 2011 to 4th March 2011.

2. RECOMMENDATIONS

- 2.1 That the Bromsgrove Town Centre AAP as set out in Appendix A to this report is endorsed and approved for the purposes of public consultation.
- 2.2 That Cabinet recommend that the consultation period run from 21st January 2011 to 4th March 2011.
- 2.3 That Delegated Authority is granted to the Strategic Planning Manager in consultation with the Portfolio Holder to make further essential revisions to the draft prior to its publication.

3. BACKGROUND

- 3.1 The purpose of the Town Centre AAP is to introduce a set of planning policies to guide regeneration activities in the Town Centre.
- 3.2 Providing guidance for regeneration in the Town Centre has been a longstanding aim of the Council, with initial work undertaken in 2003 in the form of a Town Centre Study. This Study identified a number of issues within the Town Centre which needed to be addressed in order for it to maintain and improve its position within the hierarchy of centres across the West Midlands.
- 3.3 In 2008 the aim to provide specific guidance for the Town Centre was formalised with the publication of the Town Centre AAP issues and options document. The draft Town Centre AAP attached to this report uses both the initial work from 2003, and the more recent results of the issues and options consultation from 2008 to provide the first set of detailed policies designed to guide the regeneration of Bromsgrove Town Centre.

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4. KEY ISSUES

- 4.1 The AAP contains eight sections although those of most importance are sections 6 and 7 which contain the specific policy guidance.
- 4.2 Section 6 contains the strategies which apply to the whole or considerable parts of the Town Centre and are summarised below,

TC 1 Town Centre Regeneration Strategy

Overarching policy which identifies the extent of the Town Centre, and the key aims of the regeneration.

TC 2 Town Centre Land Use Strategy

Identifies the types of development the Council wishes to see in the Town Centre, and determines the extent of the Primary and Secondary Shopping Zones, also contains a specific policy on Hot Food Takeaways.

TC 3 Town Centre Movement Strategy

Contains policies to maximise accessibility and movement around the Town Centre, through enhancing existing public and private transport options, and better integration within other key areas of the town, including the Railway Station.

TC 4 Public Realm

Provides guidance on the design and accessibility standards required for upgrade of the High Street and all other existing or new public areas.

TC 5 Urban Design and Conservation

A set of principles to maintain and enhance the historic environment of the Town Centre, and ensure a high quality, safe and distinctive design throughout.

TC 6 Natural Environment and Sustainability Strategy

Policy to maintain existing natural environment within the Town Centre and also includes proposals to naturalise the Spadesbourne Brook.

TC 7 Planning Obligations

Policy seeks to secure developer contributions towards different types of physical and community infrastructure required as a result of new development.

- 4.3 Section 7 contains policy guidance for 10 development opportunity sites identified for the Town Centre; the proposed use for each site has been identified below

TC 8 Historic Market Site

Retail led mixed use scheme, which apart from shops could include, café's/restaurants, other leisure uses such as a cinemas, offices and residential.

TC 9 Recreation Road

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Retirement living residential opportunity, 'extra care' village or similar type of provision.

TC 10 The Recreation Ground

Maintained as open space although revitalised to provide a more attractive and usable asset for the community.

TC 11 Parkside School

Retains existing former school building, with office and residential accommodation judged to be most suitable conversion options.

TC 12 School Drive

Site for new reconfigured leisure centre on the car park of existing Dolphin Centre, other uses also acceptable are ancillary retail, residential and new public sector offices.

TC 13 Windsor Street

New retail opportunity on site of the current fire station and public sector offices. Apart from much needed larger retail premises new public sector accommodation could form part of redeveloped site.

TC 14 Birmingham Road Retail Park

Policy which mirrors current Sainsbury's proposals.

TC 15 Birmingham Road /Stourbridge Road Junction

Identifies area around Parkside crossroads as a potential longer term development option, with high quality office accommodation being the most suitable use.

TC 16 Mill Lane

Maintains existing retail requirement although with other uses acceptable above ground floor, site would be expected to help frame a new town square in this location.

TC 17 Worcester Road Employment Area

Supports current employment allocation, but allows for other non traditional employment uses which could support wider regeneration aims of the Town Centre.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no direct financial implications of receiving this report. The documents will be developed in house. Printing and any subsequent costs for publicity and exhibition material will be met from the existing budget which exists for the Core Strategy.
- 5.2 Alongside policies in the Draft Core Strategy the introduction of new mechanisms for collecting and distributing developer contributions, and new national schemes such as the '*new homes bonus*' could have longer term impacts on Council budgets although at this stage these are difficult to predict.

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6. LEGAL IMPLICATIONS

- 6.1 The AAP once adopted will become part of the Statutory Development Plan for the District required by the Planning and Compulsory Purchase Act 2004 and prepared in accordance with the Town and Country Planning (Local Development) (England) Amendment Regulations 2008.

7. POLICY IMPLICATIONS

- 7.1 The Bromsgrove District Council LDF forms the Development Plan for the District. The AAP alongside the Core Strategy are significant documents within in the LDF.

8. COUNCIL OBJECTIVES

- 8.1 The policies in the AAP Directly contribute towards achieving the following Council Objectives:
CO1 Regeneration- priorities Town Centre, Economic Development
CO3 One Community- priorities One Community, Housing
CO4 Environment- priority Climate Change

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 The main risk associated with the details of this report is the inability to produce a Development Plan Document which is judged to be justified and effective by the Planning Inspectorate and therefore resulting in a non legally compliant Strategic planning service

- 9.2 These risks are being managed as follows:

- Non legally compliant Strategic Planning service
Risk Register: *Planning and Regeneration*
Key Objective Ref No: 4
Key Objective: Effective, efficient and legally compliant Strategic Planning Service

10. CUSTOMER IMPLICATIONS

- 10.1 The AAP is likely to have an impact on many different aspects of peoples lives including living, working, shopping, leisure and educational choices together with the ability to make a direct contribution in the decision making

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process. Public consultation has been and will be extensively undertaken throughout the process and this is likely to take on even more significance as the new planning system and opportunities for collaborative democracy unfold.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 An Equalities Impact assessment will be undertaken on the final submission version of the AAP. Attempts will be made to ensure all sections of society are consulted and are involved in the process as the plan progresses towards completion, this will be monitored on consultation feedback forms.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 Whilst there are no direct value for money implications connected with this report methods to ensure value for money are continuously being explored, for instance via joint procurement for external consultancy work and joint consultation exercises.

12.2 As consultation on AAP coincides with consultation on the Draft Core Strategy 2, there will be opportunities to publicise and consult on each plan simultaneously with resultant efficiencies and savings.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 National Planning Policy carries a requirement to address adaptation and mitigation of the effects of climate change. National Planning policy also has a requirement to ensure that implications from development on biodiversity are minimised and mitigated against. The AAP contains policies which seek to achieve this within the Town Centre and refers to wider policies within the Draft Core Strategy 2 for further guidance.

14. HUMAN RESOURCES IMPLICATIONS

14.1 None identified

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None identified

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

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16.1 Reduction of crime, the fear of crime and anti-social behaviour have been identified as important issues in consultation exercises on the AAP, Core Strategy and the Sustainable Community Strategy. The AAP has specific policies which aim ensure that community safety is maximised, including an Urban Design and Conservation policy which seeks to ensure that all development contributes to achieving a safer more inclusive Town Centre.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 A Health Impact Assessment will be completed for the final AAP which will ensure that wherever possible the policies in the AAP will actively promote health gain for the local population, reduce health inequalities and not actively damage health. A specific policy is included in the AAP to control the number of Hot Food Takeaways in the Town Centre.

18. LESSONS LEARNT

18.1 Monitoring of previous consultations has identified a limited response from certain demographic groups. Consultation will therefore aim to target groups that have previously had limited involvement with the AAP process in order to maximise and achieve a more balanced response.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Consultation on the AAP will be carried out in accordance with the adopted Statement of Community Involvement. There have been ongoing discussions with relevant stakeholders as part of the continuing consultation process to identify showstoppers and other issues relevant to the delivery of the Plan.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes-LDFWG
Chief Executive	Yes- CMT
Executive Director (S151 Officer)	Yes- CMT
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes-CMT
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes-CMT
Director of Policy, Performance and Partnerships	Yes-CMT
Head of Service	Yes
Head of Resources	Yes-CMT
Head of Legal, Equalities & Democratic	Yes-CMT

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Services	
Corporate Procurement Team	No

21. WARDS AFFECTED

Primarily St Johns, although the wider effects of the regeneration should impact across the district.

22. APPENDICES

Appendix A- Draft Bromsgrove AAP

23. BACKGROUND PAPERS

The AAP is underpinned with an extensive evidence base which can be viewed on the council's website www.bromsgrove.gov.uk/towncentre

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