

CABINET

6TH JULY 2012

UPGRADE OF THE PUBLIC REALM

Relevant Portfolio Holder	Del Booth
Portfolio Holder Consulted	Yes
Relevant Head of Service	John Staniland
Wards Affected	St Johns
Ward Councillor Consulted	Yes (via Town Centre Steering Group)
Key Decision / Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The proposals involve the upgrade of the public realm along Bromsgrove High Street, Worcester Road and other parts of the Town Centre.
- 1.2 The design has been commissioned from Leonards Design Architect and follows the Design Principles and Policies as set out in the Town Centre Area Action Plan. The design also takes into account comments from stakeholders and the public received during the consultation period carried out earlier this year.
- 1.3 The works are scheduled to be carried out by Worcestershire County Council to commence Summer/Autumn 2012 over a phased programme of discrete projects covering a period of 12 – 48 months.
- 1.4 The areas proposed to be included in the works package, subject to final costs, include (non-exhaustive):
- School Drive
 - Worcester Road
 - High Street South – Street Café Area (East Side)
 - High Street
 - Church Street
 - Mill Lane
 - Strand Pavement widening
 - Birmingham Road (East Side)
 - Lower end of Stratford Road (North Side)
 - Market Street ASDA / Bus Station Area

2. RECOMMENDATIONS

- 2.1 The design drawings in Appendix One are approved to be taken forward to construction phase.

- 2.2 Delegated authority is given to the Director of Planning & Regeneration, Regulatory and Housing Services (DPRRH) and the Town Centre Regeneration Programme Manager (TCRPM) to agree the costing of scheme elements and to agree any revisions to the design in consultation with the Portfolio Holder as long as they do not fundamentally alter the nature of the agreed scheme.

3. KEY ISSUES

Financial Implications

- 3.1 The cost of scheme elements will be agreed with Worcestershire County Council by the DPRRH and the TCRPM.
- 3.2 The DPRRH and TCRPM will be advised in respect to the costings by Leonards Design Architects.
- 3.3 Funding is currently available within the 2012/12 Capital Programme in relation to the improvements to the public realm. The total funding requirement of £2m is to be met from:
- £500k from the sale of the industrial units at Sherwood Road
 - £500k funding from Worcestershire County Council (to fund works between High Street South and the Housman Statue)
 - £500k from negotiated S106 contributions (to fund works North of the Housman Statue). It is anticipated that this funding will be realised in 2012/13 from the Sainsburys and West Mercia Police S106 payments once their individual projects construction commences.
 - £500k from further S106 contributions from future developments within the Town.

Legal Implications

- 3.8 Agreements are required with Worcestershire County Council in respect of their role as the Highways Authority for the public realm areas in question and their role in executing the works.
- 3.9 An agreement is required to pass the maintenance of replacement High Street Trees to the Tree Department of Bromsgrove and Redditch Councils from Worcestershire County Council.
- 3.10 The use of the WCC funding as match for the THI Heritage Lottery Fund application means that work on the High Street can not start prior to the decision on the THI funding for Bromsgrove being made in

September this year. Other restrictions placed by the Lottery should be reviewed.

- 3.11 Preliminary work has started to draft and introduce a new licensing policy to regulate the siting and appearance of street cafes on the High Street. This is being worked on in conjunction with County Highways, the Legal Department at Bromsgrove District Council and Worcestershire Regulatory Services, to ensure common design standards are introduced and can be enforced. A further issue under preliminary review is what steps the Council might be able to take to regularise the use of A boards on the High Street.

Service / Operational Implications

- 3.12 Heads of Service and their nominated staff members have been consulted on the design and are being involved in the choice of Street Furniture etc.
- 3.13 The Street Market will suffer some disruption as stalls are moved temporarily to facilitate the works. Regular stall holders may also be placed in new permanent locations after works are completed. The North Worcestershire EDR Markets Team is being closely involved with designing the detail of the new market layout, the selection of new stalls, the implementation of new market trading terms and conditions and liaison with Stall Holders. There will need to be an on-going dialogue with shopkeepers and other business premises so they are aware of the time-table and possible periods of disruption.
- 3.14 The trees along the High Street which were hung with Christmas Lights have been felled in readiness for the new Public Realm so new Christmas Lights displays are being designed with the Leisure Department. This includes the incorporation of interim displays in advance of the introduction of more permanent Christmas lighting infrastructure as different public realm sections are completed.
- 3.15 Replacement trees will be maintained by the Trees Department of Bromsgrove and Redditch Councils.
- 3.16 The positioning of CCTV towers is being reviewed in conjunction with the CCTV manager to improve coverage in the Town Centre and where possible remove street clutter, particularly in the case of the large CCTV tower at the Junction of Mill Lane and Housman Square.

Customer / Equalities and Diversity Implications

CABINET

6TH JULY 2012

- 3.17 The design has been the subject of extensive public consultation. This started with the Area Action Plan Issues and Options Consultation in 2008, continued with the Draft Area Action Plan in 2011, which set out Design Principles and concluded with the Public Realm Consultation in February and March 2012. A copy of the summary of the Public Realm Consultation is attached and the final design has been created in line with its outcome.
- 3.18 The final design has incorporated feedback from extensive consultation throughout the design period with the disabled access group and the equalities and diversity forum. The Design was also informed by an Accessibility Audit commissioned from the Worcestershire Association of Service Users.
- 3.19 The upgraded Public Realm utilises distinct linear zones which are different in a tactile sense and also visually to help the navigation of the High Street for those with some visual impairment. Clear lines of sight and unfettered movement along the High Street will also be possible on Market Days.

4. RISK MANAGEMENT

- 4.1 The Public Realm budget will be reviewed on an ongoing basis against the agreed costs of the schemes, completed elements, contingency elements and the availability of additional third party funding. Further reports will be brought to Cabinet accordingly.
- 4.2 The Regeneration Programme Manager will continuously monitor works planning, stakeholder consultation, construction progress and completion certification in order to constantly review and agree the ongoing programme to ensure the works programme is expedited efficiently with no un-necessary delays.

5. APPENDICES

Appendix 1 – Public Realm Drawing(s)

6. BACKGROUND PAPERS

Public Realm Consultation Report
Public Realm Brief
Town Centre Area Action Plan

7. KEY

BROMSGROVE DISTRICT COUNCIL

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6TH JULY 2012

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