

**BROMSGROVE DISTRICT COUNCIL**

**LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY**

**13<sup>TH</sup> DECEMBER 2007**

**LONGBRIDGE AREA ACTION PLAN - UPDATE**

Responsible Portfolio Holder	Cllr J Dyer
Responsible Head of Service	Dave Hammond

**1. SUMMARY**

- 1.1 This Report updates members on the current progress of the Longbridge Area Action Plan (AAP).

**2. RECOMMENDATION**

- 2.1 That members note the content of this report.

**3. BACKGROUND**

- 3.1 As members will be aware over the last 2 years officers from both Bromsgrove and Birmingham have been working alongside St Modwen properties PLC on an AAP to guide the regeneration of the former MG Rover works at Longbridge. It was intended at this meeting that the final version of the AAP would be available for approval for submission, although due to the scale of the site and the complexities involved with preparing a comprehensive strategy for development, the work has taken longer than originally envisaged. The intention is now that the plan will be presented to members for formal endorsement early in the New Year.

- 3.2 Whilst we are not in a position to present the final AAP an update can be provided to inform members of the likely elements of the AAP. The preferred option which was approved in March 2007 still broadly represents the main features of the plan. Below is a summary of the main parcels of land and the previous and likely new land uses.

**3.3 North Works (19.43ha) and West Works (34.35ha)**

**Previous Use**

North Works – former car park and dwellings – now includes Phase I of the new Technology Park. The Austin Sports and Social Club and its playing pitches are located in the northern section of this part of the site.

West Works – former car plant also integrating land fronting the A38 Bristol Road South. Land on Bristol Road South is currently used for temporary open storage uses and low quality commercial uses.

**Proposed Uses**

A 25 Ha Regional Investment site, and mixed use development including a new local centre and other units comprising:

- Retailing, this could be anchored by a supermarket and complemented by other services such as banks and restaurants etc.
- Offices, industrial, commercial, leisure and entertainment uses
- Community, Health, and Education
- Residential
- A new public square / public open space

### **East Works (20.86 ha)**

#### **Previous use**

Former car plant site now completely cleared. Extends along the Western side of the Birmingham railway line and forms the southern most extent of the former MG Rover site.

#### **Proposed use**

Residential (approximately 700 dwellings) a range of house types, styles, and tenures including affordable. The potential to open up the River Arrow through the site, and provide green links to the open countryside will also be explored. Public open space will also be provided on site.

Within the east works site small scale local shopping facilities will be provided either as an improvement to the current facilities on the junction of Groveley Lane and Parsonage Drive, or as a new element of the redeveloped site.

The main access to the site will be from Groveley Lane with a secondary route from the existing access point in Parsonage Drive. No access will be permitted from Cofton Church Lane.

### **Cofton Centre (17.84ha)**

#### **Previous Use**

Former warehouse and open storage area located on the Eastern side of the Birmingham railway line. Part of the site has been re-occupied by PRG Europe

#### **Proposed Use**

Employment (Use Class B1, B2 and B8 uses) suitable uses would include light industry, general industry, warehousing, and Green Technology uses.

As the Cofton Centre abuts the Green Belt, the opportunity to improve pedestrian and green links to the countryside will be investigated at the detailed design stage, the screening around the site will be protected, and enhanced where possible.

### **Nanjing Automotive Corporation (NAC) Site (43.44ha)**

Consists of active car assembly plant, offices, product development centre, visitor centre and showroom and vehicle distribution centre. Nanjing are

currently operating on this site and have intentions to intensify activities in the future.

### **Transport infrastructure**

- Park and ride with remodelled rail station and public transport interchange
- Quality bus Network to serve all areas of the site and further into South Birmingham and North Bromsgrove
- Improvements to Longbridge Lane eliminating the need for the Longbridge Link road through the green belt
- Proposed realignment of the A38

## **4. FINANCIAL IMPLICATIONS**

4.1 None

## **5. LEGAL IMPLICATIONS**

5.1 None

## **6. COUNCIL OBJECTIVES**

6.1 The ability of the council to deliver its objectives is affected by the status of the Local Development Framework (LDF).

6.2 The ability to implement the Longbridge high level action plan of the Bromsgrove Sustainable Community Strategy is also highly dependant on the formal adoption of the AAP.

<b>Council Objective (CO)</b>	Regeneration (CO1)	<b>Council Priority (CP)</b>	A thriving market town (CP1)
<b>Impacts</b>			
Whilst the regeneration at Longbridge will not have any immediate effects on creating a thriving market town, an opportunity exists for the town centre to be developed with regard to those developments at Longbridge, potentially attracting people using Longbridge to also visit Bromsgrove where we may be able to offer a different physical environment, and range of opportunities for retail and leisure.			

<b>Council Objective (CO)</b>	Improvement (CO2)	<b>Council Priority (CP)</b>	Customer service (CP2)
<b>Impacts</b>			
No impact			

<b>Council Objective (CO)</b>	Sense of Community and Well Being (CO3)	<b>Council Priority (CP)</b>	Sense of community (CP3)
<b>Impacts</b>			
The developments at Longbridge will provide new local community facilities for			

those people who currently live in close proximity to the site, as well as much needed affordable housing units.

<b>Council Objective (CO)</b>	Environment (CO4)	<b>Council Priority (CP)</b>	Housing (CP4)  Clean streets and recycling (CP5)
<b>Impacts</b>			
The environmental impacts of a residential use on this site will be considerably less than that of a fully functioning car production plant. A minimum requirement of 35% has been set across the whole site for affordable housing provision, the strategic housing and planning sections are working to ensure that nomination rights to those affordable housing units are available to Bromsgrove residents.			

## 7. **RISK MANAGEMENT**

7.1 The main risks associated with the details included in this report are:

None at the moment although there will be risks associated with the final report once completed.

7.2 The risks will be managed as follows:

Risk Register: Planning and Environment

Key Objective Ref No: 6

Key Objective: Effective, efficient, and legally compliant Strategic planning Service

## 8. **CUSTOMER IMPLICATIONS**

8.1 None

## 9. **EQUALITIES AND DIVERSITY IMPLICATIONS**

9.1 None

## 10. **OTHER IMPLICATIONS**

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	The Final version of the AAP will create the policy framework for the redevelopment of the Former MG Rover site.

Environmental	The Final AAP will have a section outlining the measures we will expect of site to mitigate for any adverse environmental impact.
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11. **OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships & Projects	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

12. **APPENDICES**

Longbridge AAP Preferred Options Proposals Map

13. **BACKGROUND PAPERS**

None

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