

## Foreword

### Longbridge – A New Chapter

It has been claimed that the 'Longbridge Works' was both physically and emotionally the true heart of Britain's motor industry. From its inception as a car factory in 1905, the site dominated the working and social life of the area for t 100 years.

The plant and its workers helped pioneer mass car manufacturing in the UK producing one of the first cars during the 1920's (Austin Seven) to make motoring truly affordable for the middle classes and, of course, several classic icons of British design, including the Mini of which over 3 million rolled off the production line at Longbridge. At the height of its operation the plant employed around xx people.

On the closure of MG Rover on 8 April 2005, the works was employing 6500 highly skilled men and women, resourcing a supply chain employing 27,000 people, sourcing from over 500 suppliers worldwide and spending an annual material budget of £1.2 billion. The loss almost overnight of the Longbridge Works was a devastating blow for the West Midland's economy and local people.

The economy of the West Midlands has always been a product of innovation, enterprise, hard work and intuition. For some it's a place for 'acting upon imagination, realising possibilities and bringing into being expectations...a place of hoppers and doers' (1). For others it's now a growing dynamic and diverse place, positioned at the centre of the global economic stage securing investment and international trade.

This plan is the start of a new chapter in the history of Longbridge. It aims not only to deliver tomorrow's jobs today, through a major new high technology focused Regional Investment Site, but also to break new ground to help Birmingham prepare for climate change and embed sustainability, with high quality built environments, an integrated waste management and recycling strategic approach, well designed open spaces and corridors and a leading edge approach to creating mixed-use places, diverse communities and carbon neutral developments.

It is fair to say that this plan would not have been possible without the active involvement, interest and passion of a wide range of local people and organisations in making a real difference to the future of Longbridge. We hope it fully delivers their aspirations for the development of a ???fantastic place, in which to live, work and invest.

(Leaders Signatories – BCC / BDC)

(1) quote source

## **Next Steps**

This submission document has been formally endorsed by Birmingham City Council and Bromsgrove District Council and will act as a material consideration in determining planning applications for the Longbridge Area Action Plan area (AAP).

The involvement of the general public and stakeholders has been a central feature in the development of the AAP, to ensure that the plan created is sound. You may give your views on the content of the Plan with reference to nine prescribed tests of soundness, which are detailed in Appendix xx of this publication. Your comments will be considered by an independent Planning Inspector who will examine the document and make any changes necessary so it can be formally adopted.

The period for making comments is from Monday 28 January 2008 – 10 March 2008. A copy of the form available to make comments is available on the web sites and locations detailed in Appendix XX.

Once the AAP is adopted, it will be a formal Development Plan Document (DPD) and form the basis for all planning decisions for the AAP area. It will naturally be used to stimulate and guide the overall regeneration of the area.

## **Contents Page**

Foreword

### Section A Introduction

- The Area Action Plan
- The challenge and opportunity
- Location
- How the area action plan has been prepared

### Section B Vision, themes and Objectives- Delivering the Transformation of Longbridge

- Vision
- Transformational themes
- Objectives

### Section C Longbridge site plans and proposals

- Introduction
- Sustainability Strategy
- Design strategy
- Land use strategy
- Movement framework
- Open space/environment and landscape framework

### Section D Delivery and Implementation

- Understanding Viability
- Ensuring a Sustainable development
- Development phasing
- Planning applications
- Physical and community infrastructure requirements
- Partnerships and co-ordination
- Implementation programme
- Monitoring

### Maps and Plans

- Context plan (s)
- Proposals Map
- Movement framework
- Open space/environment framework

Appendices- to follow

1. Policy context
2. Car parking standards
3. Monitoring Framework
4. Glossary of terms

## Part A – Longbridge: An Introduction

(Community Quote to insert)

The sudden closure of the MG Rover plant at Longbridge in April 2005 had a major impact on the local and regional economy and on the community in south Birmingham. This Area Action Plan has been prepared to secure the comprehensive regeneration of the area. It sets out a series of proposals through which it is intended to create a highly sustainable and accessible new community offering jobs, homes and a new local centre and opportunities for recreation and leisure.

Our shared aim has been to develop an imaginative and deliverable AAP with strong support and involvement from key stakeholders and the local community. Birmingham City Council and Bromsgrove District Council have jointly prepared the Submission AAP with input from other partners including Worcestershire County Council, Advantage West Midlands and St. Modwen Properties PLC (the major landowners). The approach to developing the AAP has been very much in the spirit of partnership, which will be carried forward through to the implementation and delivery of the plan.

The AAP is a Development Plan Document (DPD) that forms part of both Birmingham and Bromsgrove's Local Development Frameworks. The relationship of the AAP to other plans and strategies including Regional Spatial Strategy, the Birmingham Unitary Development Plan and Bromsgrove District Local Plan is explained in Appendix x. .

The AAP has been developed with a strong focus upon spatial planning. This has meant going beyond the traditional boundaries of land use planning to pull together proposals, which draw from a number of policy areas to establish effective and sustainable development opportunities. It also means that plan and its proposals are rooted within a wider geographical context than its immediate area. The AAP in its entirety consists of text, plans, appendices and referenced baseline / technical material. It is both a policy and implementation tool, which includes information on development phasing, delivery organisations and funding. Once adopted the plan will cover the period 2006-2026 (check).

### The Challenge and Opportunity

The regeneration challenge and opportunity is simply immense:

- The biggest regeneration scheme in the West Midlands and one of the largest in the country
- Over 140 hectares/350 acres of development land
- A major role in supporting and restructuring the West Midlands economy through securing technology based businesses linked to the Central Technology Belt (CTB) and traditional employment
- A desire to create 10,000 jobs in a variety of sectors
- Contributing to Birmingham's growth agenda by providing quality new housing

- The desire for the very best in sustainable development with communities, buildings, green spaces and transport systems that have a strong focus upon minimising carbon footprints and addressing the challenges of climate change.
- Assisting the delivery of both Birmingham and Bromsgrove's Community Strategies including priorities focusing upon quality place-making, economic competitiveness, sustainable communities and developing the knowledge economy
- Meeting local needs and aspirations for facilities and services for local people as well as local training opportunities, and jobs
- Creating a distinctive interesting and well designed place with an improved environment and attractive open spaces
- Addressing the specific challenges of this site including the reopening of two major river corridors through the site, meeting strategic transport infrastructure needs for park and ride and improved access to Frankley.

## **Location**

The Longbridge AAP area straddles the boundary between Birmingham and Bromsgrove. It includes the former MG Rover plant, which extends to almost 140ha of land, xx ha Cofton Park, the Austin Sports and Social Club and its playing pitches and several other smaller sites. Plan xx. Although the majority of the former MG Rover site is now vacant Nanjing Automotive Corporation occupy part of the site and in May/June 2007 the first phase of the Technology Park opened.

The River Rea traverses the AAP area, parts of which are designated as a Site of Local Importance for Nature Conservation and part of the Millennium Cycle Route. The River is also a key wildlife corridor and forms part of Birmingham's strategic open space network. The River Arrow also crosses part of the southern section of the AAP area.

The A38 Bristol Road South runs through the AAP area and is one of Birmingham's principal arterial and key strategic highway routes, linking the city centre (7 miles to the north) to Junction 4 of the M5 (4 miles to the south west). Several main bus routes and Longbridge rail station also serve the area. The rail line forms part of the main Midlands-South West line, and is an important cross-city commuter route.

The Longbridge AAP area is also situated within the A38 Central Technology Belt (CTB), which stretches from Malvern in the South to the City Centre in the North. The overall aim of the CTB is to foster the development of high technology and high growth businesses. Within the wider South Birmingham area, Longbridge forms part of a portfolio of high profile major regeneration sites, including, the re-development of Frankley and Northfield centres and major new mixed-use development around Selly Oak Centre, including Europe's largest new Hospital by the University Hospital Trust.

The AAP area is located within a highly attractive edge of city location bordered with attractive countryside towards the South including the nearby Lickey Hills. The area immediately to the north and west of the site is predominately residential, but also includes significant areas of open space.

Analysis of population statistics and issues raised during consultation shows the area around the AAP site faces a number of significant issues need to be addressed or considered in drawing up the AAP:

- The area has a higher proportion of people in semi-skilled, unskilled and unemployed / on state benefit categories than national averages. The claimant count rate for the Longbridge area as well as the wider area has historically been greater than the national average. Some of the most employment-deprived communities in England are located within Longbridge and its wider area.
- Nearly one third of the economically active population in the immediate catchment of Longbridge and the wider area has no formal qualification. This is almost three times higher than the national average.
- The economic base of the area has changed in particular the manufacturing sector has been declining faster than the national average
- Crime and disorder statistics are relatively higher in most parts of the Longbridge area than national statistics.
- There are also particular health issues in the area associated with low life expectancy as well as higher than average rates of teenage conception, overall mortality, and death through circulatory disease.
- Issues raised in the consultation about quality of local services including retailing and some other community services in the area

### **Spatial Strategy**

The size of the development opportunity at Longbridge and the role it has to play in helping address strategic and regional needs are significant. The proposals, therefore, have been drawn up and considered within a wider spatial context than the immediate area. The Regional Spatial Strategy (RSS) and Regional Economic Strategy (RES) have provided solid foundations, as has the Local Transport Plan.

In seeking the comprehensive redevelopment and regeneration of Longbridge our driving aim has been to address the Government's overriding planning goal (set out in Planning Policy Statement 1 – PPS1) of delivering sustainable development. The overall strategy is to deliver a mixed use employment led self sufficient community in which the need to travel has been minimised. Although not on the scale of the Government's recently announced Eco towns, the AAP does attend the opportunity to share the same higher sustainability standards and values to create an urban eco-centre delivering 10,000 jobs, 1400 new houses, new education facilities, retailing, leisure, community and recreation uses underpinned by quality public transport facilities.

Other key spatial drivers include the need to create new job opportunities, attract new investment and help diversify the local and regional economy. Two particular requirements have been the need to support the A38 Central Technology Corridor – a regional designation that seeks to capture inward investment in the higher technology business and innovation sector, and to identify a Regional Investment Site (RIS) of 25 ha to support this. Attracting high value jobs and offering the opportunity to retain more graduate jobs within the region, improving the quality of and access to training and educational opportunities are other aims of the RES that Longbridge can help address.

With regard to housing demand, the AAP can make a significant contribution to helping meet RSS housing targets, particularly on Brownfield land; as well as addressing the emerging City Regions aim of delivering real population and housing growth. The AAP aims to deliver a minimum of 1400 new dwellings, 35% of which will meet the Government's Affordability criteria.

With regard to transportation, lowering congestion, improving access to and improving the quality and frequency of public transport facilities – both bus and rail, delivering a Strategic Park and Ride facility and improving the links between Frankley and the City Centre all help to meet regional transportation needs whilst linking Longbridge to a wider geographical catchments area.

Another aspect of the Spatial Strategy is to ensure the proposed development sits within and has good connectivity to the neighbouring areas. Opening up the Rivers Rea and Arrow and using them as 'green corridors' providing walkways, cycle ways and new parks and open spaces will allow easy movement in and out and through the area. Both river corridors will be designed to minimise and manage flood risk allowing for sustainable drainage and maximise the opportunity for ecological gain and habitat creation.

A final key component of the Spatial Strategy is to give a heart and focus for the new development – are of overriding wishes of the local community. This will be done through the creation of a local centre which will provide a major new educational facility, significant new retail outlets, a mix of commercial, leisure, cultural and community uses and a new public transport interchange. Not only will this help the overall development to provide for its own needs and help become self sufficient, it will provide for the needs of a wider catchment thereby offering choice.

The above Spatial Strategy should enable Longbridge to become a prime location for investment attractive to international, national and regional investors as well as a place that provides for the needs of local people, businesses and visitors. It will require a 15-year regeneration programme at an estimated cost of £500 million and the joint working of landowners, the local councils, Regional Development Agency, CTB, the local community and other key stakeholders to achieve this regeneration.

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### **How the AAP has been prepared**

The AAP is also the result of wide-ranging public participation with local residents, community organisations and other stakeholders. This has helped create a high degree of consensus on the final strategy adopted.

Preparation this AAP commenced in April 2006 with wide consultation to find out what issues people would like to see addressed and what options for development they would like to be considered. Following this, in October consultation took place on a draft vision and objectives for the AAP and 4 alternative land use options for development. This led to the selection of a Preferred Option, which was published for consultation in February 2007. The Preferred option has now been worked up into a detailed set of proposals and these are set out in this Submission Document.



Throughout this process the aim has been to reach as many as people as possible and ensure that they have a real opportunity to comment and influence the proposals in the emerging AAP. Over 25,000 residents, businesses and other stakeholders have been informed of the plan and a wide variety of techniques used to ensure that as many people and organisations as possible can make their views known. These have also helped to gain views from those who might normally feel excluded or not normally get involved in this type of consultation exercise.. The methods used have included a telephone survey, newsletters, telephone help line, website, exhibitions and a Future Forum ( a dedicated Focus Group of representative local people set up to explore options and issues in some detail) and an Equalities Needs Impact Group. Details of these are set out in the consultation statement which can be viewed at [www.birmingham.gov.uk/longbridgeaap](http://www.birmingham.gov.uk/longbridgeaap) and xxxxxx.

In order to provide a robust evidence base for the AAP a suite of baseline and technical studies has been prepared. These are listed in Appendix B and can be viewed at [www.birmingham.gov.uk/longbridgeaap](http://www.birmingham.gov.uk/longbridgeaap) and xxxxxx.

A Sustainability Appraisal has also been prepared in order to assess the extent to which the AAP contributes to sustainable development. This appraisal also meets the requirements of the SEA Directive. A Scoping Report was issued for consultation in xxxx and a draft SA was issued for consultation in February 2007 at the same time as the Preferred Options report. The final SA accompanies this Submission Document and can be viewed at [www.birmingham.gov.uk/longbridgeaap](http://www.birmingham.gov.uk/longbridgeaap) and xxxxxx.

**?????Key Opportunity Sites- Plan or Aerial photo needed**

## **Part B: Vision, Themes and Objectives - Delivering the Transformation of Longbridge**

1 vision, 5 themes, 15 objectives – delivering the transformation of Longbridge

Flow chart

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‘Make local people proud to say, “I live in Longbridge.”’ (Local resident)

very keen to get a human, cultural identity to Longbridge

‘The area feels depressed (since) losing the Rover plant. With generations of my family working there we were proud of it. We need to build an area to be proud of.’ (Former car worker)

‘We need jobs to offer a future for the area ... prospects and training for the younger generation are desperately needed.’ (Local resident)

Ensure there are high quality facilities to give the local population something to do as well as attracting outside business and thus raising the economy of the area, whilst preserving the historic beauty of the environment”

### **Vision**

The Longbridge car plant was once the heart of a vibrant community employing up to xxxx skilled men and women in its peak. It is clear from the range of comments and depth of feeling expressed by local people that many would like Longbridge to once again form the heart of the local community.

This community aspiration is captured in the shared vision for Longbridge.:

**Longbridge will undergo major transformational change redeveloping the former car plant and surrounding area into an exemplar sustainable, employment led mixed use development for the benefit of the local community, Birmingham, Bromsgrove, the region and beyond. It will deliver new jobs, houses, community, leisure and educational facilities as well as providing an identifiable and accessible new heart for the area.**

**All development will embody the principles of sustainability, sustainable communities and inclusiveness. At the heart of the vision is a commitment to high quality design that can create a real sense of place with a strong identity and distinctive character. All of this will make it a place where people will want to live work, visit and invest and which provides a secure and positive future for local people’.**

Following extensive consultation on this vision and how best to achieve it five broad themes and 14 detailed objectives have emerged.

### **Transformational Themes**

The transformational vision for Longbridge is underpinned by five clear themes:

**1. Sustainable Development** – the creation of an ecocentre with buildings built to excellent sustainability standards, accessible good quality public transport, green spaces and corridors and strong inclusive communities.

**2. High Quality Places for All** – the development of interesting, exciting and stimulating buildings and public spaces, which make the most of natural features and are well connected to surrounding areas

**3. Economic transformation** – the development of a range of employment opportunities across the site including protecting existing employment and establishing a Regional Investment Site (RIS), which is attractive to high profile regional, national and international investors, and has a major role to play in attracting high technology businesses.

**4. A New Heart for Longbridge** – the development of a new mixed use local centre in which people want to live, work and invest.

**5. Homes for the Future** – the creation well designed sustainable homes and residential areas, which cater for a wide range of households

### **Theme 1: Sustainable Development**

**Objective 1: To establish sustainable communities, which embody the principles of sustainable development and meet social, economic and environmental needs in a balanced and integrated way and meet the needs of existing and future generations.**

The creation of sustainable communities is at the heart of government (Planning Policy Statement 1-Delivering Sustainable Development) and regional (Regional Planning Guidance for the West Midlands RPG11) and local policy including Birmingham and Bromsgrove’s Community Strategies. Sustainable development is about ensuring that communities possess certain features, which people value and perpetuate for the benefit of future generations. It is about creating a place where

people want to live with the right balance and mix of uses, an attractive package of amenities and services, networks of attractive green spaces and good quality transport. It is also about ensuring places are well designed, safe and secure, with tolerance, respect and a sense of community identity and belonging, helping to deliver Birmingham's commitment to a low carbon economy. This objective is at the heart of all the AAP proposals.

**Objective 2: To be at the forefront of sustainable development with commercial buildings, community facilities and housing which showcase excellence in all aspects of environmental sustainability. A key aim is to achieve carbon neutral standards within the lifespan of the scheme.**

This objective addresses key requirements of the Regional Spatial Strategy, Birmingham's Climate Change Strategy, and Community Strategies UDP etc. It seeks to ensure that development meets the highest possible sustainability standards and in particular that :

- Development reduces the impact of climate change by ensuring buildings use less energy and release less carbon,
- Buildings and their surrounds are adaptable to changing environmental conditions,
- Buildings are flexibly designed and adaptable to a variety of uses. Waste is minimised, with provision of integrated waste management and recycling facilities. and
- Sustainable materials and construction techniques are used.

**Objective 3: To establish a rich tapestry of quality connected open spaces, and river corridors across the Longbridge development, which provide for visual amenity, recreational use, nature conservation and address flood risk requirements across the plan area, and to protect and enhance the historic environment.**

Quality open spaces can significantly enhance the natural and built environment and attractiveness of the area and help areas adapt to climate change. This objective recognises the opportunity to open up the Rivers Rea and Arrow through the AAP area and address flooding issues. It also recognises the need to enhance existing open spaces and provide new spaces which make the most of natural features, have nature conservation value and are well connected to surrounding areas. This objective also seeks to increase, protect and enhance the existing ecological and landscape assets within and around the AAP area and to recognise the historic and archaeological value of features in the area.

This objective stems from the requirements of the B'ham Unitary Development Plan, Bromsgrove District Local Plan, the Sustainable Management of Urban Rivers and Floodplains SPD and the requirements of PPS25 (Development and Flood Risk). An improved environment and the opening up of the Rivers Rea and Arrow also emerged as priorities in public consultation on the draft AAP.

**Objective 4: To implement an integrated and sustainable transport infrastructure strategy for Longbridge, which secures appropriate investment in key public transport improvements and road infrastructure and supports the effective management of sustainable travel patterns across the site**

This objective recognises the need for the AAP to address the key strategic proposals for improved public transport infrastructure set out in the UDP, and LTP including a Strategic Park and Ride facility and improved connectivity of the site with Birmingham City Centre and Frankley. Longbridge is also an exciting opportunity to create a community, which champions healthy living by avoiding un-necessary car use. The AAP sets ambitious targets to achieve a significantly higher proportion of journeys on foot, by cycle and by public transport and to support this it proposes excellent infrastructure to encourage walking and cycling as well as ease of access to public transport throughout the site and improved public transport to the site. .

**Objective 5- To implement a comprehensive programme of management for the development including a local centre management programme., management of open spaces, and the public realm.**

This objective recognises the role of effective town or local centre management in supporting the development and ensuring economic sustainability of Longbridge Centre as a destination for shopping and leisure.

It also recognises the need for the management of the development as a whole including public open spaces, the public realm and other facilities open to the public within the development to ensure that they remain attractive and safe, secure and well maintained.

**Theme 2. High Quality Places for All**

**Objective 6- to achieve excellence in design through the creation of high quality developments and design that helps create a real sense of place with buildings, streets, spaces, features and facilities of which people are justifiably proud**

This objective stems from the requirements in Birmingham UDP, and ?? Community Strategy. It was also a key finding of the consultation- local people wanted to see new development and investment in which they could be justifiably proud.

Good design with an emphasis on place-making has measurable values and benefits. Places that are safe, comfortable, distinctive, stimulating, varied and attractive attract people and investment into the area. Mixed-use developments reduce opportunities for crime and vandalism and meet a variety of demands from the widest possible range of users, amenities and social groups. Attractive and safe open spaces encourage leisure activities and contribute to healthy lifestyles. Developments that have networks of streets and that have good physical connections with surrounding areas encourage walking, cycling and access to public transport. Place-making is therefore central to the vision for Longbridge. The AAP proposes the application of fresh design and creative approaches to the built form, public open spaces, landscaping, natural features and movement options

**Theme 3. Economic transformation**

**Objective 7: To support the continued development of Longbridge as a regional investment location for industry and employment, securing economic diversification and business growth, providing 10,000 jobs, protecting existing employment and providing a long-term sustainable job environment.**

This objective supports the policy in the RSS, UDP and Regional Economic Strategy of securing diversification of the region's economy, maintaining employment land and supporting the A38 Central Technology Corridor. The creation of jobs and the target of 10,000 jobs was also strongly supported during the public consultation on the plan.

The Longbridge site is critical to the success of the city's and region's economic growth and investment agenda. There is a need for a variety of employment opportunities ranging from technology and business uses to diversify the economy, through to the protection and promotion of existing industrial operations (e.g. Nanjing and Cofton Centre) and the development of a vibrant new mixed-use local centre with a wide range of employment opportunities in retail, leisure, and education uses. The potential of micro and home-based businesses to the economy of the West Midlands should also be recognised.

**Objective 8: to support the protection of land for general industrial uses including the Nanjing Automotive Corporation site and Cofton Centre.**

Nanjing Automotive Corporation (NAC) has a long lease on a 44 hectare site and has resumed production of the MG TF sports car.

During consultation on the emerging AAP the Corporation said it is keen to make full use of the prominent research and development and specialised automotive skills to be found in the West Midlands Region, as well as being part of the wider revitalised Longbridge community. It also wanted to ensure that the continued use of the site for car assembly and manufacturing is supported and that uses adjoining their boundary are compatible with their operations. NAC did however recognise that some land may become surplus to their requirements in the short to medium term.

**Objective 9: The development of a 25ha Regional Investment Site (RIS) which is attractive to high profile regional, national and international investors as well as a major location for high technology businesses**

This objective is in line with policy in the Regional Spatial Strategy to provide a RIS in the A38 High Technology corridor. The RIS has a major medium and long-term role to play in the restructuring of the West Midlands economy, helping create a more flexible and competitive economy, employing higher skilled and paid people.

Longbridge presents a unique opportunity in the West Midlands for a quality RIS development in a sustainable location within the urban area close to public transport (rail and bus) and with access to a wide range of shops and services in the new local centre and proximity to a large workforce.

**Objective 10: To ensure that employment opportunities are accessible to all and assist in securing the provision of employment and training opportunities for local residents, with no investment being lost for the lack of suitably qualified and skilled people**

In parts of Birmingham and Bromsgrove, people face barriers to employment, such as limited childcare, low skills or lack of work experience. Local employers have reported various skills gaps (particularly in certain sectors) and the effects on business can include higher costs or more limited output and growth.

It was also clear from consultation with the local community that re-skilling, training and linking suitable skilled local people to jobs opportunities were important priorities.

It is therefore important that a range of measures are put in place to enable local people to successfully compete for the new employment opportunities.

**Objective 11: To support a local culture of enterprise, entrepreneurial activity, innovation and sustainable business growth and development**

Small business and enterprise activity are often viable and sustainable routes out of unemployment and underemployment. Local small businesses and self-employed people support wealth creation and help retain wealth within an area. An accessible business advice service, premises for start-ups and small businesses and a viable trading environment are important factors in helping small businesses.

The Longbridge development has already made a positive step in supporting young and new technology based businesses through the development of an Innovation Centre but there is a need for further measures to develop and support local enterprise.

**Theme 4: A New Heart for Longbridge**

**Objective 12: To create a sustainable mixed-use centre for Longbridge, which meets local needs by providing a range of quality retail, commercial, leisure, education and residential uses and establishes a distinctive sense of place and heart for the community.**

The consultation with the local community showed that establishment of a new local centre at Longbridge is a critical step in breathing new life into the area. This centre is also a rare opportunity to build in the best of the past in terms of community, culture, heritage and enterprise.

Developing flourishing neighbourhoods where local people have easy access to shops and services is a key strand of the B'ham Community Strategy. There is a need to meet a gap in retail provision in this part of the city and serve new employment sites including the RIS.

A new local centre could provide a wide range of uses and a real focal point for living, shopping and access to local services and facilities in a sustainable way. Of particular importance are:

- A new educational facility that can act as an accessible place of learning.
- High quality retail facilities, with a rich diversity of shopping opportunities for local people, and
- A balanced mix of other uses and a quality environment for living, working and visiting. Considerable community interest has been expressed in marking the history and heritage of the area through a new multi-purpose civic building which celebrates the enterprise, people and history of the Longbridge plant, but also makes the most of creating new contemporary spaces for community use, health outreach services, and local events.

**Theme 5: Homes for the Future**

**Objective 13: To deliver a minimum of 1,400 new dwellings to help meet existing and future housing needs and to create a sustainable mixed-use community**

Although a significant proportion of the Longbridge site falls within Bromsgrove District, however in terms of housing, the whole site is viewed as functionally part of the Regional Spatial Strategy's major urban area and Birmingham City. One of the key visions for Birmingham is the continued development of a Growing Global City. Regional Spatial Strategy also sets out targets for population growth. This population increase will also be matched with increased investment and new economic opportunities. The Longbridge site presents a significant opportunity to contribute towards this economic and population vision.

The AAP area has the potential to provide a minimum of 1400 units on a variety of sites each with significant potential to develop real communities and places of distinction. This means paying particular attention to high quality sustainable building design, open space, pedestrian and cycle and public transport and integrated community facilities and infrastructure (including health, educational and leisure facilities).

**Objective 14: New homes will provide a mix of type, size and tenure including affordable housing, high density layout appropriate to the location of the site and be designed to highest standards. The aim is to achieve carbon neutral standards within the lifespan of the scheme, and where appropriate, to achieve lifetime homes standards.**

This objective is in line with policies government policies and community strategies.

The provision of new homes at Longbridge will aim for diversity rather than uniformity, with proposals for an inclusive mix and range of housing types (including family and young persons accommodation, and provision for senior housing, incorporating where possible extra care facilities) and tenures (including open market, social rented and shared equity properties). The provision of affordable housing has a key role to play at Longbridge through:

- Retaining local people and attracting new people to the area
- Enabling a wide range of people to break into the housing market who are unable to afford market priced housing
- Improving the overall affordable housing stock, and
- Providing a mix of housing tenure that will assist in creating more balanced communities.

The AAP area is suitable for high-density development in line with its location close to public transport and the objectives of securing a quality mixed use development. It also provides the potential for improved design of homes with high sustainability standards (including efficient use of resources such as building materials energy and water) and Lifetime Homes Standard, (allowing homes to be accessible for all including young, old, single or in families, non-disabled or disabled).



# Part C: Longbridge Site Plans Policies and Proposals

## 1. INTRODUCTION

Part C of the AAP translates and applies the vision, themes and objectives of the previous section into distinct **land use proposals and policies**. These have emerged following appraisal of the issues and opportunities within the area, widespread consultation on options and through the Sustainability Appraisal.

To assist in the interpretation, application and implementation of the proposals they are supported by:

- **An area wide sustainability ~~strategy that sets out the standards and principles to be achieved.~~**
- **An area wide design strategy that sets out design principles for the area.**
- **A Movement Strategy which sets out the key transport infrastructure routes, proposals and network improvements (both onsite and offsite)**
- **An Environment, Open Space and Landscape Strategy comprising a network of open and green space improvements and new provision**

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The key land use and movement proposals are illustrated on the following plans:

- Land Use Proposals Map
- Movement Strategy Plan
- Environment/ Open Space and Landscape Strategy Plan

The AAP should also be read in conjunction with the relevant national, regional and local planning documents.

## 2. SUSTAINABILITY STRATEGY

Longbridge will become an “eco-centre” – an exemplar quality sustainable development in an urban setting. It will embrace economic, and social needs, have a real sense of place or local identity and provide a high quality of life for residents with minimal environmental impact.

As sustainable development is at the heart of the Area Action Plan, each proposal will be required to adhere to a set of sustainability requirements These are as follows:

- Building standards
- Site wide strategies to address Energy, Water, Biodiversity, Waste etc.
- Other requirements will be dealt with through proposals elsewhere in this Area Action Plan and section 106/planning tariff.

### **Building standards**

**Proposal S1 -All developments are to be accompanied by a sustainability statement demonstrating how the building standards set out below will be achieved.**

|                 |  |
|-----------------|--|
| <b>Building</b> | <b>All residential development will meet the following</b> |
|-----------------|--|

|                  |  |
|------------------|--|
| <b>Standards</b> | <p>standards as set out in the Code for Sustainable Homes:</p> <ul style="list-style-type: none"> <li>- Level 4 on adoption of the Area Action Plan</li> <li>- A target of Level 5 by 2012</li> <li>- A target of Level 6 by 2016- i.e. zero carbon</li> </ul> <p>Non- residential development will meet a target of BREEAM Excellent standards.</p> <p>Any proposals for developments that do not meet these standards and targets will need to be accompanied by a robust justification.</p> |
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**Supporting Strategies**

**Proposal S2- Site wide strategies will be submitted with the first outline application for development on the site to address the requirements below.**

|   |   |
|---|---|
| <p><b>Energy and Climate change</b></p> <p><b>AWAITNG REVISED WORDS FROM DAVE WARD TO CLARIFY</b></p> | <p><b>A site wide Climate Change and Energy strategy to address energy and climate change issues including</b></p> <ul style="list-style-type: none"> <li>- <b>Minimisation of energy consumption,</b></li> <li>- <b>Efficient Supply of energy and the use of energy from renewable sources. This should ensure that development proposals promote energy efficient measures in buildings and employ renewable and micro energy generation projects, including where feasible decentralised energy systems based on renewable low carbon energy e.g. combined heat and power / district heating and the use of locally sourced bio-fuels including biomass as well as solar and other techniques.</b></li> <li>- <b>The strategy should also address how to minimise carbon emissions to achieve an integrated site wide low carbon development.</b></li> <li>- <b>In addition to proposals to minimise the use of energy this Strategy will include for example proposals to maximise the proportion of energy used from renewable sources, an energy statement and data on expected CO2 emissions generated by new and existing developments and ongoing management and monitoring arrangements. Renewable energy should meet a target of 15% of energy demand from the AAP area.</b></li> <li>- <b>Proposals to adapt to changing climate including buildings designed to withstand storms of greater intensity.</b></li> <li>- <b>Monitoring- the monitoring framework needs to establish a framework or identifying and managing the carbon footprint of the whole development</b></li> </ul> |
| <b>Water</b>  | <p><b>A site wide strategy to address water and flooding issues including:</b></p> <ul style="list-style-type: none"> <li>- <b>measures to ensure new buildings incorporate water efficiency measures, e.g. grey water systems</b></li> </ul>   |

|                                      |  |
|--------------------------------------|--|
|                                      | <ul style="list-style-type: none"> <li>- Provision of Sustainable Urban Drainage Systems (SUDS).</li> <li>- Measures to prevent flooding and a comprehensive strategy for flood compensation.</li> <li>- Measures to ensure that development complies with the Supplementary Planning Document- Sustainable Management of Urban Rivers and Floodplains</li> </ul>  |
| <b>Biodiversity, Flora and Fauna</b> | <p>A site wide strategy to address Biodiversity, Flora and Fauna issues including the protection, management and enhancement of the quality, coverage and biodiversity value of wildlife habitats and protection of important species within and adjoining the plan area and provision of opportunities where appropriate to create and enhance corridors and improve accessibility. It should be related to the site wide landscape strategy.</p>   |
| <b>Waste</b>                         | <p>A site wide strategy for waste management to address storage, collection, and recycling of waste from homes and businesses. This will also deal with proposals to reduce the wastage of materials during construction. It will include targets and measures to ensure that development can exceed the City's recycling and composting performance targets and reduce the growth rate of household waste, promote re use schemes and establish a commercial recycling scheme for businesses. It will include commercial recycling facilities in the local centre</p> |
| <b>Materials</b>                     | <p>A site wide strategy to promote the use of secondary aggregates, local and sustainable sources of materials and the use of sustainable construction techniques</p>  |

This AAP addresses a wide range of other social, economic and environmental sustainability requirements through its the land use allocations, movement proposals, environment and open space proposals and section 106 requirements. These include the following:

- Provision of a broad range of employment and business and retail opportunities including measures to support local enterprise- (see Local centre proposals and tariff requirements etc)
- Provision of a network of green spaces, buildings and spaces around buildings that are of landscape, amenity and biodiversity value, and are linked to river corridors and the wider countryside,- (see Environment Strategy )
- Provision of a range of facilities and services to support both the existing and proposed new communities including education, community cultural and other facilities.
- Help foster healthy communities and cultivate community involvement and strong citizenship.
- Measures to ensure that opportunities are available for local people to access training, skills development and employment

- Improvements to transport particularly cycling, walking and the public transport network and reduce dependence on private car use, including a requirement for a site wide Travel co-ordinator

### **AT A GLANCE**

Summary- a set of requirements to ensure that all development meets high sustainability standards.

**AAP Objectives-** Supports all AAP Objectives but particularly objectives 1,2,3,4,

### **Policy context and Justification**

- **Regional Spatial Strategy-** policies EN1 - Energy Generation, Policy EN2 - Energy Conservation
- **Bromsgrove Community Strategy-** supports priorities of a) reducing greenhouse gas emissions and adapting to impacts of climate change and b) to reduce waste, increase recycling and ensure green cleaner and safe public spaces
- **Birmingham Community strategy** – supports strategic theme- a Green City
- **Worcestershire Community Strategy**
- **Sustainability Appraisal for AAP-** notes that this strategy will have a positive impact on sustainability.
- Other relevant strategies include- Birmingham Climate change strategy,

## **3. DESIGN STRATEGY**

A set of design principles will apply across the AAP area. The purpose of these principles is to achieve high quality in the layout, scale and massing of buildings, architecture, mix and disposition of land uses and the relationship between built and open spaces. The quality of the design will be a common theme running through the whole development, this will be coupled with the creation of distinctive places to add character and interest.

Different parts of Longbridge will be distinct from one another by virtue of their design requirements, land uses and the level of activity experienced. The local centre will be different from the Regional Investment Site, which in turn will be different to the residential areas.

Design quality and distinctiveness will enhance the legibility of Longbridge as a place, allow it to make a statement and be recognisable as a significant neighbourhood and community in the wider City context.

**Policy S3 Design Principles for all development – Development will be required to comply with the following design principles:**

**Overall principles**

- Sites to be laid out with a network of integrated, connected, walkable and cycleable streets and public spaces. This should create a hierarchy of principal and secondary streets to make up a linked network of routes to create high levels of permeability
- All development to be laid out around high-density perimeter blocks that positively address all road and other public spaces and frontages including the River Rea and public parks and spaces. Buildings should normally be located at the back of the footway.
- A high degree of legibility-to enable easy recognition of and access to key places and buildings within the local centre, such as the public transport interchange, Austin Heritage Centre and public parks
- The vertical and horizontal integration of uses to provide a mix of uses within buildings as well as within streets

**Access hierarchy, parking and servicing**

- The layout of internal streets will be designed to minimise the impact of vehicular traffic, give priority to pedestrians and cyclists and prevent inappropriate traffic through the site.
- The majority of car and motorcycle parking in the local centre and Regional Investment site will be in multi storey and decked car parks with other parking contained within internal landscaped courtyards.
- Servicing will normally be to the rear of buildings, contained within internal courtyards, and screened from residential uses.

**Building design and massing**

- Development will recognise gateway locations and create-corner features in key locations
- In the local centre and Regional Investment site development will be a minimum of three storeys in height with elements of 4 to 5 storeys on Bristol Road South frontages. At gateway locations additional storey heights of up to 7 storeys will be appropriate.
- In the housing sites on east works and west works development should be 2-3 storeys with elements of 4 storeys where appropriate.
- Building frontages will normally be located at the back of the footway and include active uses on the ground floor. Ground floor residential uses may be set back up to 2 metres to afford privacy to residents. Buildings will frame the streets and public spaces and be designed to overlook them and provide natural surveillance.
- Large floorplate buildings where inactive frontages are likely (eg supermarkets, car parks, leisure uses etc) will be 'wrapped' with smaller scale active frontage uses, particularly on the ground floor to provide activity and surveillance of the public realm.
- Development to recognise key views of site and the need to mitigate impacts on views and integrate development into the landscape character of the wider area.
- Development to address the effective consideration of micro-climate issues and maximise natural light within new buildings

and public areas.

#### **Public realm and landscape**

- **Public art** – proposals OS xx requires a public art strategy to ensure that art will be part of the design of detailed elements of the public realm and some buildings.
- **Hard and soft landscaping and open spaces** throughout the development and on adjacent roads (including street trees) should create landscape structure/setting. Proposal Osxx requires a landscape strategy
- **Existing open spaces** should be retained and existing areas of wildlife habitat enhanced wherever possible. New open spaces should be created and designed for biodiversity, with appropriate maintenance and access. This is addressed in Proposals xxx
- **Measures to maximise safety and perception of safety** including good natural surveillance on all public routes, CCTV,
- **The management of the public realm and landscape and open spaces** should be considered in all developments- see Proposal OSxx

**Any proposals for developments that do not meet these principles will need to be accompanied with robust justification.**

#### **At a glance**

**Summary-** a set of design principles to ensure a high quality distinctive design throughout the development

**AAP objectives-** Objectives 5 and 6

#### **Justification**

- **Regional Spatial Strategy-** policies QE1 Conserving and Enhancing the environment, QE2 Restoring degraded areas and managing and creating new high quality environments, and QE3 Creating a high quality built environment for all.
- **Birmingham Community strategy-** supports strategic themes – Safe City and A Green City
- **Birmingham UDP-**
- **Sustainability Appraisal for AAP-** notes that these design principles will have a positive impact on sustainability.
- Other relevant strategies include Places for Living, Places for All,

## **4. A LAND USE PROPOSALS AND POLICIES**

### **PROPOSALS LC1 to LC4- A NEW MIXED USE LOCAL CENTRE**

#### **Overview**

A new local centre is proposed on the former North Works site. This presents a major opportunity to develop a real focus and heart for Longbridge and

create a new place in which people will want to live, work and invest. Place making is central to the vision for the centre. The aim is to create a high quality award winning development that will demonstrate the very best in design and sustainable development of a new suburban centre. It is a significant opportunity to:

- **Create** a sustainable mixed-use centre, which meets local needs by providing a range of retail, commercial, service, leisure, education and residential uses and a distinctive place, with buildings, spaces, features and facilities of which residents, workers and visitors are justifiably proud
- **Innovate** through the application of fresh design and creative approaches to built form, public open spaces, landscaping, natural features and movement.
- **Integrate** land uses, natural assets, transportation and provide facilities that will also benefit surrounding communities.
- **Stimulate** the development of a diverse economy, which supports the Regional Investment Site and new business areas by providing a range of services and facilities.

The centre will contain a wide range of uses. These will be structured into distinct but connected quarters, that weave together different building forms, and uses in a way that contributes to the distinctiveness and vibrancy of the whole area. The local centre quarters are:

- A **learning quarter** – focused around the development of a new college development
- A **retail quarter** – focussed on a range of shop and service units including a new supermarket
- A **mixed-use quarter** – establishing a broad range of uses appropriate to a suburban centre

Each of these distinct quarters within the local centre should be stimulating, enjoyable and convenient places, which meet the demands of the wide range of users. Although each quarter will have a dominant use, each of the quarters will allow for a variety of uses to create a degree of synergy and critical massing within the local centre and thus add to the vitality of the area.

### Community and Stakeholder Priorities

|  |
|--|
| <b>What people said about the local centre</b> |
|--|

To be completed

A key feature of the centre will be a local heritage and mixed-use community building – ‘The Austin’ – celebrating the history of manufacturing in Longbridge and providing a significant visitor attraction.

A high quality environment is essential and the centre will have a new urban park providing space for informal recreation and the opening up of the River Rea across much of the local centre.

The centre will also be a focus for high quality public transport including a new public transport interchange, bus priority measures, as well as attractive pedestrian and cycle routes. This will allow people the opportunity to transfer between different modes of transport and contribute towards more sustainable patterns of movement. The high quality design of the transport infrastructure and integration of transport uses into the layout of the centre is crucial to the success of the transport strategy for the AAP area.

## **Site Proposals**

Proposal LC1 sets out proposals for the whole centre provides details of land uses and floorspace limits (where appropriate), overall transport and environmental requirements for the whole centre. This policy will apply to all proposals within the centre. More detailed proposals for each quarter are set out in Proposals LC2-4.

**Proposal LC1- A new local centre will be developed on north works site. The existing neighbourhood facilities at Sunbury Road/Longbridge Lane will be protected and enhanced.**

### **Land uses**

**The new local centre will comprise the following uses –**

- **Retail (Class A1) of up to 13,500 sq.m. gross comprising:**
  - **A superstore of up to 7,500 sq.m. gross (comprising up to 5,000 sq.m. convenience and up to 2,500 sq.m. comparison).**
  - **Additional comparison retailing of up to 6,000 sq.m. gross****Non superstore units shall be of a mix of sizes including a minimum of 1500 sq.m. of smaller retail units (up to 200 sq.m.) of which up to 250 sq.m. should be convenience.**
- **Services comprising:**
  - **Financial and professional services including banks, building societies, estate agencies and other services (Class A2)**
  - **Restaurants and cafes, drinking establishments, hot food-take aways (Class A3, A4, A5**
  - **Other services such as dentists and betting offices for visiting members of the public**
- **Leisure uses of up to 5000 sq.m. (Class D2 )**
- **A college/education facility of up to 24,000 sq.m.**
- **'The Austin' – a heritage and mixed use community building (including space for heritage, healthcare and community uses and local social enterprises)**
- **A range of residential units (approximately 400 dwellings) to include 35% affordable housing. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single or in families, non-disabled or disabled.**
- **Live/work units based on a 50/50 floorspace split in addition to the 400 residential dwellings to host start up and micro businesses**
- **Office uses (Class B1a) of up to 10,000 sq.m.**
- **Other appropriate uses are small-scale commercial (e.g. hotel), health centre/care, crèche, religious and cultural uses and residential institutions.**

**Measures to support local enterprises should also be included. These**



could be:

- The provision of flexible lease or rent small office units and incubator and/or and grow-on business premises.
- Space within the Austin building for local social enterprises

The distribution of all of these uses across the site in various local centre quarters will be in accordance with proposals LC2, LC3, and LC4.

The enhancement and redevelopment of the existing neighbourhood facilities at Sunbury Road/Longbridge Lane for small scale retail and service uses with residential will be permitted

#### Movement

The development will provide a bus priority route through the centre (Proposal T ), public transport interchange (Proposal T ), pedestrian and cycle routes (Proposal T ) a network of internal streets (Proposal T ) improvements to the A38 Bristol Road South and Longbridge Lane(Proposal T ) site access (Proposal T ) and a multi storey car park (Proposal T ). Other relevant proposals and policies in the Movement Strategy will also apply.

#### Environment open space and landscape

The development will provide the re-opening of the River Rea across the majority of the site (Proposal OS ), a new urban park (Proposal OS ), other open space and recreational facilities to serve the development on or off site (Proposal OS ), Environmental enhancements within existing centre at Sunbury Road/Longbridge Lane (Proposal OS ), Other relevant proposals and policies in the Environment open space and landscape Strategy will also apply.

#### Design

All development to comply with the principles in policy S3

#### Sustainability

All development to comply with the sustainability requirements in policy S1 and S2.

#### Planning process, scheme implementation and management

Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D. To support the development the planning tariff includes funding for a number of social economic and other measures such as town centre management, and support for skills, training and business development programmes.

### **Learning Quarter – Additional Proposals**

The new local centre presents an opportunity to develop a new college or other educational facility, which will act as a seat of learning and hub for the local community. Current proposals are for a new facility for Bournville College. This will be developed on a collaborative basis between Bournville

College and North East Worcestershire College, and serve a wide catchment of students across South Birmingham and North Worcestershire.

The college development will deliver:

- Education and learning for 16-18 year olds
- Facilities for adult vocational skills and local workforce development
- An integrated business school
- Specialist facilities for automotive and construction skills
- Library and open learning facilities
- Sports hall and recreational facilities

The building will be a high quality sustainable contemporary college to form a key entrance building to the local centre, developed to a high building standard, but allowing internal building flexibility to deliver different types of learning. It will front onto Longbridge Lane and the new urban park.

The local skills profile suggests that nearly one third of the economically active population has no formal qualifications, which is approximately three times higher than the national average. The college will have a major role to play in attempting to address this challenge

The development of a new high quality college facility which acts as a hub for students, employers and local people is a major step towards fostering an inclusive culture of learning and skills development. An important feature of the college will be its 'open doors' approach to learning where opportunities and facilities (including library and recreational facilities) are accessible to the general public. The college presents a major opportunity to make a lasting and significant contribution to local communities and businesses. This includes:

- Building relationships with local schools and other learning facilities and organisations
- Establishing a range of business responsive programmes for local companies and enterprises
- Maximising the engagement of local young people and adult learners
- Targeting harder to reach groups and excluded groups

#### **What people said about skills and learning**

Local people valued and supported the inclusion of a new learning facility within the local centre. It was generally perceived that this facility would bring a wide range of people (particularly younger people) into the local centre to use its facilities and services.

The need to improve the skills of local people to enable individuals to take-up a wider range of employment opportunities across the site and elsewhere was seen as a priority. The college development is perceived to have a major role in delivering this aspiration.

Local people felt that the college should be part of the wider community and provide an accessible range of facilities for local people, including library and recreational resources.

The detailed site proposals for the learning quarter are detailed in below in Proposal LC2.

### **Proposal LC2: Learning Quarter**

**A landmark college facility is proposed within the floorspace limits of 24,000sq.m.**

**The building will be of the highest quality design and materials to mark the entrance to the local centre. It will have active frontages on all sides and allow for activities within to be viewed from the surrounding routes. It will include facilities accessible to the general public including a library and recreational resources. Parking in accordance with policy Tx**

### **Retail Quarter – Additional Proposals**

A new shopping area will help form a new heart and focal point for the community and meet local needs by providing, improved retail and associated services. The centre will provide a range of shopping facilities in an attractive environment. This will include retail space suitable for independents as well as major high street names. There are also opportunities to provide services such as dentists, pharmacies, building societies, and banks that are currently limited in the Longbridge area.

The retail quarter will be structured around a high street in an attractive environment. This is not about the development of bland shopping precincts or standardised shop formats, but the establishment of high quality retailing environment with the right mixed retail offer, social integration, walkability and accessibility. The AAP sets out requirements for a creative approach to establishing the right shopping ambience for the local centre.

The AAP recognises the need to ensure that the scale and nature of uses must complement and not threaten the viability of other local centres (e.g. Northfield, Rubery an Frankley) and neighbourhood parades.

The AAP also recognises the role of an effective local centre management scheme in increasing the vitality and viability of the centre and maintaining its key role as the heart of its community. This will be a locally developed initiative working with a variety of partners and retailers on such activities as crime prevention, the management of the public realm and events / activity programmes. –see implementation chapter

### **What people said about shopping facilities**

Local people commented on the quality and quantity of shopping facilities need improving. They indicated a need to provide a range of shops, which cater for day-to-day needs as well as clothes shopping and luxury items. There was also interest in creating a more distinctive and interesting shopping environment compared to the standard high street.

Comments were also made about the need to make sure the local centre and key shopping areas were effectively managed and that sufficient attention is paid to cleanliness, public safety and minimising the threat of crime.

Although members of the local community were supportive of a new supermarket development, it was stressed that there is also a need to protect and preserve existing local centres and neighbourhood parades

### **Proposal LC3: Retail Quarter**

**A mixed retail quarter to comprise the following uses within the floorspace limits set in Proposal LC1:**

- **Retail uses including a well-designed supermarket or superstore integrated with smaller units at the ground floor suitable for retail uses**
- **Services including cafes / restaurants (Class A 2,3, 4 and 5)**
- **Residential units and office / leisure uses on the upper floors**
- **An integrated multi-story car park to the rear of the scheme- Proposal Txx.**

### **Mixed Use Quarter – Additional Proposals**

The Longbridge development presents a real opportunity to create a diverse, walkable, compact, vibrant, mixed use quarter with housing, work places, entertainment, civic facilities, public spaces and shops – all of which are essential to the daily lives of local residents

The mixed-use quarter will contain a number of distinct features, including a wide range of residential units, premium office space, leisure uses, restaurants, cafes, which will also support the daytime and evening economy of the local centre, other local facilities and a unique multi-purpose heritage / community building – ‘The Austin’.

The mixed-use area will be focussed on the new urban park and the re-opened River Rea.

### **What people said about the range of uses**

Considerable community interest has been expressed in marking the history and heritage of the area. There was strong support for an Austin heritage facility that celebrates the enterprise, people and history of the Longbridge plant, but also makes the most of creating new contemporary spaces for community hire, health outreach services, events / exhibitions or simply a place to drop-in and meet friends over a coffee.

Local people also supported the need for an urban park within the local centre, which aims to create an oasis of relaxation, recreation and refreshment for residents and visitors alike. Strong interest was also expressed in opening up the River Rea through the local centre, as a corridor for wildlife, walking and cycling.

### **Proposal LC3: Mixed Use Quarter**

**A mixed-use quarter to comprise the following uses within the floorspace limits set in Proposal LC1:**

- **Office uses (Class B1a).**
- **Financial and professional service uses (Class A2).**
- **Dwelling units including a mix of apartments, and town houses, with mews developments where appropriate.**
- **A limited number of restaurants, cafes, bars and public houses, (Class A3,4, and 5) which will support the daytime and evening economy**
- **The Austin- a high quality mixed-use building to accommodate cultural, community, health and public services. This will provide the Austin Heritage Centre as a visitor attraction and associated visitor facilities**
- **Other appropriate uses are hotels, health centre/care, crèche, religious and cultural uses and residential institutions.**

**This area will form a vibrant quarter with a wide mix of uses providing quality environment for living and working and amenities for visitors. Located at the centre of the development area this quarter needs to establish a good relationship with the park including active frontages onto the park and primary and secondary access roads.**

## Local Centre – At a Glance

### Summary

Vibrant mixed-use local centre distinguished by distinct quarters, providing for a range of retail, employment, education, community and residential uses focused around a new urban park and opened up river course and accessible public transport infrastructure.

### AAP Objectives

- Supports Objectives 1-7, 10-14

### Policy Context and Justification

- **Regional Spatial Strategy**-Policies CF1 Housing within the major urban areas, CF3 levels and distribution of housing development, CF4 the reuse of land and buildings for housing, CF 5 Delivering affordable housing and mixed communities and CF6 Managing Housing land provision, PA4 Development related to Higher/Further Education, PA11 Network of Town and City Centres, PA 13 Out of centre retail development, UR3 Enhancing the role of city, district and local centres. **Regional Spatial Strategy Phase 2 Revision** PA11 Network of Town and City Centres, 12B Non-strategic centres, 13A Office Development requirements, PA13B Large scale office development outside strategic centres
- -Birmingham Unitary Development Plan-
- **Birmingham Community Strategy** supports strategic themes – Flourishing neighbourhoods, Prosperous City, Learning City, A well housed City, and City for Sport and Leisure.
- **Sustainability appraisal** notes significant benefits particularly from economic growth and employment, provision of social and cultural facilities, sustainable design measures. AAP includes recommended mitigation measures.
- -Local centre will serve area with a shortage of quality retail facilities. Supported by Retail Baseline study
- Public consultation support for new centre,
- Baseline study on employment –addresses level of offices and mix of employment uses

### Future Options and Contingency

Potential for alternative layout of uses within centre, e.g. college facility could go into mixed-use quarter.

## PROPOSAL EZ1 AN EMPLOYMENT ZONE ADJACENT TO THE CENTRE

Between the local centre and Nanjing is an opportunity to develop a range of property for the small and medium enterprise sector, which has an important role in maintaining business competitiveness and driving forward change in the sectoral composition of the economy.

The physical scale and built form of these more traditional employment spaces will need to be carefully graded to balance with other uses within the local centre and with the Nanjing factory. As part of this 'grading' in height and

massing towards the northern boundary of the quarter live / work units may be included and support business hubs for micro and home based businesses.

#### **What people said about employment uses**

There was a strong feeling within the local community that Longbridge needs to provide space for a range of employment opportunities, including more 'traditional' employment space. It is also apparent that there is a latent demand for general employment space for small businesses and micro-businesses, which are not necessarily high technology sector related.

#### **Proposal EZ1: Employment Zone**

**The development of an employment quarter between the local centre and Nanjing**

##### **Land uses**

The employment quarter will comprise the following uses:

- **General and light industrial and warehousing uses (Use Class B1b and c, B2 and B8)- including space for small businesses**
- **Live/work units based on a 50/50 floorspace split to host start up and micro businesses on the northern boundary of the quarter.**
- **Biomass plant or other sustainable energy facility.**
- **Recycling facility.**

##### **Design**

All development on frontage to Lickey Road and main internal access road to comply with design principles in policy S3. However, there is greater flexibility of design adjacent to Nanjing boundary and adjacent to railway to allow for a range of industrial units. The layout of the development should allow for future vehicular and pedestrian access into the Nanjing site.

##### **Sustainability**

All development to comply with the sustainability requirements detailed in policy S1 and S2.

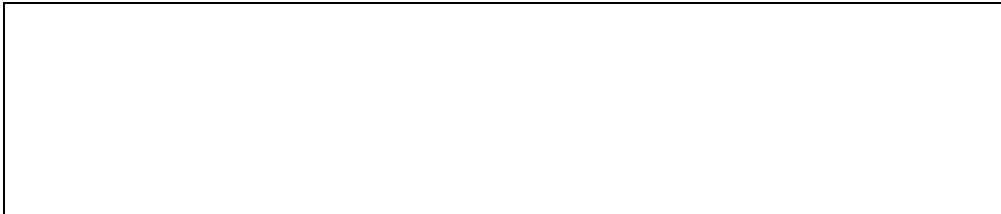
**Movement-** the development will include a network of internal streets, pedestrian and cycle routes. Other relevant proposals in the Movement Strategy will also apply.

##### **Environment open space and landscape**

Relevant proposals and policies in the Environment open space and landscape Strategy will also apply.

##### **Planning process, Scheme implementation and management**

Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D. To support the development the planning tariff includes funding for a number of social economic and other measures such as support for skills, training and business development programmes. This also includes requirements for educational facilities, to serve the development.



## **At a glance**

### **Summary**

Employment area adjacent to Nanjing to provide buffer between local centre and general industrial uses and a mix of employment opportunities in small and medium sized enterprises.

### **AAP Objectives**

Supports objectives 1-6, 7,8,10, and 11

### **Policy Context and Justification**

- **Regional Spatial Strategy-** Policy PA1 Prosperity for All and PA5 Portfolio of Employment Land
- **Birmingham Unitary Development Plan-**
- **Birmingham Community Strategy-** supports strategic theme of Prosperous City
- Public consultation support for a range of employment uses to contribute to jobs target.
- **Sustainability Appraisal** shows significant benefits for local economy and employment and environmental benefits of sustainable energy site. AAP includes appropriate mitigation measures
- AAP employment land study sets out justification employment land

### **Other options/contingency**

Early release of land within the Nanjing site (EZ 2) for redevelopment for employment uses would allow for a greater mix of uses within site EZ1- in particular increased residential use.

## **PROPOSAL RIS 1-LONGBRIDGE REGIONAL INVESTMENT SITE**

### **Overview**

A 25ha Regional Investment Site (RIS) is proposed on part of the former West Works, Bristol Road South and North Works car park. This site includes the existing Technology Park.

The RIS will contribute to the portfolio of employment opportunities in the West Midlands and support diversification of the regional economy. This development is an essential part of the long-term strategic vision for the economy. It has an important role to play in the restructuring of the West



Midlands economy, helping create a more flexible and competitive economy, employing higher skilled people who contribute more to the local economy and meeting the goals of economic, social and environmental sustainability.

The aim is to provide a development, which is attractive to high profile regional, national and international investors. Longbridge will become a prime location for technology led businesses and related investment.

Longbridge represents a unique opportunity to develop and explore the RIS concept in an urban setting. Unlike most RIS, which are located in the greenbelt, this one affords the opportunity for appropriate development to be embedded in an established urban community. Longbridge therefore offers an unparalleled set of opportunities to maximise brownfield development, construct to higher densities and link to the surrounding urban infrastructure and workforce. To help ensure the right balance of development and to make certain that regeneration is of the scale and nature required to deliver a thriving economy, a range of uses and appropriate levels of floorspace has been identified. This mix is both deliverable and viable and with appropriate monitoring should ensure a highly attractive comprehensive redevelopment of the site.

The design, layout and building density will surpass contemporary, technology, science and business, parks and provide a model for other urban RIS's in the region and possibly across the UK. It will build on the success of the existing technology park and will create a distinct flagship development. A high quality environment with high-density layout and an attractive public realm will be required to reflect the overall Longbridge design principles. .

The site will provide a variety of employment opportunities in support of the High Technology Corridor, including manufacturing activities, studios and laboratories. Flagship technology and science research facilities and headquarter offices will be particularly welcomed. The policy also allows for some other offices and supporting services and ancillary uses including training, conference and meeting facilities and a small hotel.

The RIS will also promote and facilitate links with the college in the local centre and provide its own training and learning opportunities to benefit the local workforce to benefit

Based upon the experience of other technology sites in the UK, a key factor in attracting occupiers is the establishment of clear delivery strategy and mechanism (involving a range of key partners) to stimulate technological innovation and attract new businesses.

**What people said about the RIS**

Feedback from the Central Technology Belt Board suggests that there is considerable latent demand for technology space within the West Midlands with market take-up driven by:

- The quality of transport infrastructure (road and rail)
- The provision of shared services (e.g. from secretarial support in business incubators through to shared intranets between companies)
- The proximity to local services and shops
- Quality landscaping and treatment of open space
- The development of 'whole day' on site services – allowing employees to access childcare, convenience shopping and leisure / recreational opportunities in one place
- A comprehensive approach to site marketing, promotion and business support providing investor confidence.

Consultation with various stakeholders has reinforced the importance of the RIS over the medium and long term in assisting in the restructuring of the local and regional economy - providing jobs for now and for the future. However, consultation feedback has also indicated the need to be pragmatic about the types of uses, which can be developed on the RIS in the short- term and exact mix of business and industrial uses.

**Proposal RIS1: Regional Investment Site (RIS) - on north works car park and majority of west works.**

### Land uses

The RIS will comprise the following:

- A minimum area of 25 ha gross, (The existing technology park is included in this site).
- A floorspace and use class breakdown for new development of:
  - A technology park of at least 15ha to provide minimum of 100,000 sq m of B1b (research and development) / B1c (light industry) and B2 (general industrial), high quality high technology uses which support the objectives of the RIS. Also subject to:
    - B1b (research and development) and B1c (light industrial uses) should be at a minimum build density of 7,500 sq.m. per hectare.
    - B2 uses should be located towards the rear of the site adjacent to Great Park and where a satisfactory relationship to nearby residential can be achieved.
  - A maximum of 25,000 sq m of B1a (office) for firms that support the high technology sector and the objectives of the RIS. Subject to:
    - B1a uses should mainly occupy sites located on the Bristol Road South frontage, south of the internal spine road for the RIS.
    - B1a uses should be at a minimum build density of 7,500 sq.m. per hectare.
  - A maximum total of 10,000 sq m of floorspace for a limited number of small-scale services and amenities primarily for use of staff and businesses and integrated into the development i.e. meeting and conference facilities, cafes, sandwich shops and newsagents, crèche, small gym and small hotel.

### Movement

The development will provide a bus priority route through the site linking the to the new centre and Rubery Lane (Proposal T ), pedestrian and cycle routes (Proposal T ) a network of internal streets (Proposal T ) improvements to the A38 Bristol Road South (Proposal T ) site access (Proposal T ), the majority of parking in multi-storey, decked and undercroft car parks (Proposal T). Other relevant proposals and policies in the Movement Strategy will also apply.

### Environment open space and landscape

The development will provide enhancement of the River Rea (Proposal OS ), flood storage measures (Proposal OS ),loner open space walkway along the river(Proposal OS) other open space to serve the development (Proposal OS ), Other relevant proposals and policies in the Environment open space and landscape Strategy will also apply.

### Design requirements

This will be a high quality with buildings in a landscaped environment to create distinctive and unique identity and environment. Development to

comply with the other design principles in policy S3.

#### **Sustainability requirements**

All development to comply with the sustainability requirements detailed in policy S1 and S2.

#### **Planning Process, Site Implementation and Delivery**

Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D. The planning tariff includes funding for a number of social economic and other measures such as support for skills, training and business development programmes.

In order to ensure the effective delivery of the RIS a scheme of delivery and management shall be prepared by the site owner in consultation with, Advantage West Midlands, CTB Birmingham City Council and other relevant stakeholders e.g. the University. The scheme of delivery and management shall be submitted for approval of the Local Planning Authority on or before submission of the first application for building on the RIS. The scheme will cover the following;

- Planning and phasing
- Development of a business plan for the site including a scheme of management
- Monitoring of take-up rates and sector compositions
- Site identity and marketing to provide a unique and positive image for the site that will attract high quality investment
- Occupier and business support services (including measures to ensure good access to supporting facilities for the workforce such as shops and leisure uses),
- Support for business innovation and technology development
- Measures to ensure that work opportunities are available to all sectors of the community including links with training providers and provision of training programmes for those living in areas of need.
- Asset management including ongoing waste, energy, water and pollution audits
- Public realm and landscape management
- Site security and staff training

The scheme shall ensure that the site is used for purposes that meet the RIS objectives of attracting high quality technology related investment to diversify the economy. It will set out the measures to be established to provide effective control of uses.

The monitoring information collected on floorspace and site take-up will form part of the annual monitoring framework for the AAP.

## Regional Investment Site – At a Glance

### Summary

Establishment of a high quality 25ha employment site, which is attractive to inward investors and provides a range of space for technology sector firms assisting in the long term restructuring of the local and regional economy.

### AAP Objectives

Supports objectives 1-7, 9-11

### Policy Context and Justification

- **Regional Spatial Strategy**- Policies PA1 Prosperity for all, PA3- High Technology Corridors, PA6 Portfolio of employment land, PA7 Regional Investment sites also RSS Review Preferred Option PA7- Regional Investment sites, and Policy PA13B and para 7.34 and 7.35
- Birmingham Unitary Development Plan- para 4.31 and 4.32A to 4.32C
- **Birmingham City Community Strategy**- supports strategic themes of Prosperous City and National and International City
- Birmingham City Economic Strategy,
- **West Midlands Regional Economic Strategy** supports business objectives
- **Sustainability appraisal** notes significant economic regeneration benefits. AAP includes recommended mitigation measures.
- Public consultation support for employment led approach with 25ha RIS
- Existing planning consent for a 15ha technology park and B2 uses establishes principle of this use
- AAP background study on employment land sets out justification for floorspace limits and mix of uses in the RIS.

### Future Options and Contingency

The scheme of management will be used to monitor land use and floorspace make-up. This information will also form part of the annual AAP monitoring framework / review and will be utilised to inform future decisions about the composition of land uses and floorspace take-up within the RIS and the degree of flexibility required to attract new occupiers.

## **PROPOSAL H1- HOUSING DEVELOPMENT ADJACENT TO THE RIS**

### **Overview**

The land to the rear of the RIS at West Works and partly fronting Bristol Road South is proposed for housing.

The West Works site presents an opportunity to contribute towards the growth of the city's population and provide a range of housing, which reflects projected demand including a minimum of 35% affordable housing.

This site will provide a high-density residential scheme in an attractive environment with a new neighbourhood on the River Rea corridor providing a focal point for the development. The site will benefit from its highly desirable location with easy access to services in the new local centre and to adjoining employment opportunities and to high quality public local transport. The development will adopt the highest sustainability standards, demonstrating best practice in sustainable housing design and quality open space.

### **What people said about housing**

Local people were supportive of the need to provide a mix of housing types including affordable and market level housing. Comments were also made about the need to build flexible housing, which adapts to changes in user requirements.

There was also an interest expressed in providing a suitable level of open space and social services / facilities including school places to support new housing schemes.

### **Proposal**

Specific details on the housing proposal are detailed below.

## **Proposal H1: Residential and associated uses adjacent to the RIS**

### **Land Uses**

The site xx ha will be developed for approximately 350 dwelling houses (Class C3) comprising a mix of sizes, types and tenures. It will include 35% affordable housing and a mix of types and sizes across the site. Density to be in the region of 50-60 dwellings per hectare. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single or in families, non-disabled or disabled.

Other appropriate uses will be:

- Residential institutions e.g. nursing home, residential care home (Class C3)
- Live work units based on a floorspace split of 50% residential and 50% workspace

### **Movement**

The development will provide a dedicated bus route through the site linking to the new centre and Rubery Lane (Proposal T), pedestrian and cycle routes (Proposal T) a network of internal streets (Proposal T). Other relevant proposals and policies in the Movement Framework will also apply.

### **Environment open space and landscape**

The development will provide enhancement of the River Rea (Proposal OS), flood storage measures (Proposal OS), a new neighbourhood park (Proposal OS) linear open space walkway along the river (Proposal OS) other open space to serve the development (Proposal OS). Other relevant proposals and policies in the Environment open space and landscape Framework will also apply.

### **Design requirements**

All development to comply with the design principles set out in policy S3

### **Sustainability requirements**

All development to comply with the sustainability requirements detailed in policy S1 and s2.

### **Planning Process**

Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D. This also includes requirements for educational facilities, to serve the development.

## **West Works Housing - At a Glance**

### **Summary**

Mixed housing area which maximises opportunities for sustainable development and quality building design and layout

### **AAP objectives-**

Supports objectives: 1-6,13 and 14

### **Policy context and Justification**

- **Regional Spatial Strategy** Policy CF1 Housing within the Major Urban Area, CF3 Levels and distribution of housing development,- CF 4 the re-use of land and buildings for housing- CF 5 Delivering affordable housing and mixed communities and CF6 Managing Housing land provision
- Birmingham Unitary Development Plan
- **Birmingham Community Strategy**-Supports strategic theme of securing a well housed city.
- **Sustainability appraisal** support for new housing as it delivers benefits in terms of helping to renew the local housing market, providing additional affordable homes in a sustainable location. Mitigation measures include in AAP.
- **Public consultation** support for mixed use employment led option including housing on this part of west works site
- **AAP Housing report** and Employment Report set out justification for housing use and loss of industrial/employment land

### **Other options / contingency**

- The use of part or the entire site as an employment site could help provide an increased number of jobs .

## **PROPOSAL H2- RESIDENTIAL AND ASSOCIATED DEVELOPMENT ON THE FORMER EAST WORKS SITE**

### **Overview**

4.31 The land formerly known as East Works to the south of Groveley lane is allocated for new residential development. This 19ha site will provide a mixed density residential scheme in a highly attractive rural environment adjacent to the green belt and with new local facilities, public open space and enhanced River Arrow.

4.32 The site presents an opportunity to provide a range of housing, which reflects projected demand including a minimum of 35% affordable housing.

4.33 The existing neighbourhood centre and public transport facilities will be improved and enhanced to serve the development and new shops, services and community facilities provided.



4.34 The development will also adopt high sustainability standards, demonstrating the best practice in sustainable housing design and quality open space.

**Proposal H2 Residential and associated community and local retail uses on east works, and the adjoining neighbourhood centre at Groveley Lane. .**

#### **Land Uses**

The site will be developed for the following uses:

- Dwelling houses (Class C3) a minimum of 700 dwellings with a mix of sizes types and tenures across the site. 35% dwellings to be affordable. Density to be a minimum of 40 dwellings per hectare across whole site. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single or in families, non-disabled or disabled.
- Expanded neighbourhood centre to provide essential local services, including small scale shopping facilities. Land on Groveley Lane reserved for, new library, community centre and public meeting rooms.

Other appropriate uses will be:

- Residential institutions e.g. Nursing Homes, Extra Care Village/Extra Care Housing (Class C3)
- Health centre, day nursery, place of worship (Class D2) to be located at northern end of site

#### **Movement**

The development will provide, pedestrian and cycle routes (Proposal T ) a network of internal streets with provision for local buses (Proposal T ). Other relevant proposals and policies in the Movement Strategy will also apply.

#### **Environment open space and landscape**

The development will provide for opening up the River Arrow through the site (Proposal OS) a new neighbourhood park adjacent to the River Arrow with any necessary flood storage measures (Proposal OS ), other open space to serve the development (Proposal OS ), protection of the green belt and landscape buffer (Proposals OS xx and xx). Other relevant proposals and policies in the Environment open space and landscape Strategy will also apply.

#### **Design requirements**

All development to comply with the design principles set out in policy S3. Additional design Principles for the east works housing site:

- The northern section of the site to be developed to higher densities
- Southern section of the site to be developed at lower densities in order to protect the visual amenity of the surrounding Green Belt and Landscape Protection Areas. Visibility of site from

surrounding areas to be addressed.

- **Development to be two and three storeys in the northern section with two storey developments to the south.**

**Sustainability requirements-**

**All development to comply with the sustainability requirements detailed in policy S1 and s2.**

**Planning Process**

**Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D. This includes requirements for educational facilities, community facility with community room/library and health facilities.**

**At a glance**

**Summary-** a well designed quality mix of housing in a highly attractive setting supported by local services and facilities.

**AAP objectives-**

Supports objectives 1-6, 13 and 14

**Policy context and Justification**

- **Regional Spatial Strategy** Policies CF1 Housing within the major urban areas, CF3 levels and distribution of housing development, CF4 the reuse of land and buildings for housing, CF 5 Delivering affordable housing and mixed communities and CF6 Managing Housing land provision. In line with RSS policies of focussing new housing within Major Urban Areas and will contribute to meeting Birmingham's population growth needs. Site is being treated as functionally part of the MUA. RSS Review Preferred Option Para 6.13
- **Bromsgrove District Local Plan (BDLP)- S7 New Dwellings Outside the Green Belt**
- **SPG1 Bromsgrove Residential Design Guide SPG11 Outdoor Play Space in the District of Bromsgrove.**
- **Bromsgrove Draft Sustainable Community Strategy-** The regeneration of the former MG rover Sites is one of the key aims of the Strategy.
  - **Worcestershire community strategy**
  - **Sustainability appraisal** - support for new housing as it delivers benefits in terms of helping to renew the local housing market, providing additional affordable homes in a sustainable location. Mitigation measures include in AAP.
  -
- **Public consultation** support for residential scheme on former east works site
- **AAP Housing report** and Employment Report set out justification for housing use and loss of industrial/employment land
  - **AAP Community needs study** identifies requirements for community, education and other facilities to serve the development

**PROPOSAL EZ 2 NANJING**

Nanjing Automotive Company has potential to make a significant contribution to the city and region's economy. NAC has indicated that they wish to continue car manufacturing and to ensure that the land uses adjacent to their boundary do not restrict their core manufacturing business. The continued occupation of the site by NAC is therefore supported. Proposals for further car production and other related manufacturing activities will be encouraged, including activities that intensify production and increase jobs to make more efficient use of the landholding.

NAC's current lease allows land to be handed back to St Modwen where surplus to operational requirements. At the current time this could include land located at the northern end of the site adjacent to the local centre and on the Lickey road frontage. The Area Action Plan supports the continued allocation of employment uses on potential surplus sites subject to compatibility with NAC's operations and other nearby land uses.

### **Proposal EZ2 Nanjiing**

#### **Land uses**

**The site is allocated for employment uses within Class B1b) and c), Class B2 and Class B8.**

**Should surplus land within the site become available, future uses will be considered within the context of the overall aims of the AAP and the adjoining land uses**

#### **Design and environmental requirements**

- **Due to site topography existing and new buildings will be visible over long distances. Unless otherwise agreed for arboricultural reasons existing trees should be retained and new development should include proposals for tree planting to screen development. The choice and quality of materials and elevational treatment must minimise visual impact of the development.**
- **New development on the Lickey Road and Groveley Lane frontages must provide a strong frontage and must be of an appropriate scale - around 4 storeys.**
- **New development should integrate with the development on site EZ1.**

#### **Movement**

**Access to be from Lickey Road and car parking to be provided within the site. Relevant proposals and policies in the Movement Strategy will also apply. Linkages through the site will also be considered as opportunities arise including a pedestrian route adjacent to the railway to link site H2 to the local centre, station and transport interchange**

#### **Sustainability requirements-**

**All development to comply with the sustainability requirements detailed in policy S1 and S2.**

#### **Planning process**

**Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D.**

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| <b>At a glance</b>   |
| <b>AAP objectives</b> , -supports objectives 7,8 and 10  |
| Policy context and Justification <ul style="list-style-type: none"> <li>• <b>Regional Spatial Strategy</b>- policy PA1 Prosperity for all, PA5 Employment areas in need of regeneration</li> <li>• <b>Sustainability Appraisal</b> –notes benefits for local employment.</li> <li>• <b>Birmingham Community Strategy</b>- supports strategic theme Prosperous City</li> <li>• <b>Birmingham UDP</b> – industrial land- protection of industrial land in line with policies.</li> </ul> |

**PROPOSAL EZ3 EMPLOYMENT USES ON THE COFTON CENTRE SITE**

The Cofton centre site has potential for early development to provide a range of new employment opportunities for general and light industry and warehousing through re-use of the existing Cofton Centre building and new development on the areas formerly used for open storage.

|  |
|--|
| <b>Proposal EZ3: Cofton Centre</b>   |
| <u><b>Land Uses</b></u><br>The site will be developed for uses within Class B1(b) and (c) B2 and B8.   |
| <u><b>Movement</b></u><br>The development will provide for the retention of the road improvement line (proposal T). Other relevant proposals and policies in the Movement Framework will also apply  |
| <u><b>Environment open space and landscape</b></u><br>The development will provide for protection of the green belt and landscape buffer (Proposals OS xx and xx). Other relevant proposals and policies in the Environment open space and landscape Strategy will also apply. |
| <u><b>Sustainability requirements-</b></u><br>All development to comply with the sustainability requirements detailed in policy S1 and s2.   |
| <u><b>Planning process</b></u><br>Requirements for planning applications and planning obligations including a tariff that will apply to the development are set out in the implementation section D.   |

|                        |
|------------------------|
| <b>At a glance</b>     |
| <b>AAP objectives-</b> |

Meets objectives 7,9, and 10

#### **Policy context and Justification**

- **Regional Spatial Strategy- policy PA1 Prosperity for all and PA6 Portfolio of Employment land**
  - **Bromsgrove District Local Plan (BDLP)** retention of industrial land in accordance with policies in BDLP.
- S7 New Dwellings Outside the Green Belt**
- **Bromsgrove Draft Sustainable Community Strategy.**-The regeneration of the former MG Rover Sites is one of the key aims of the Strategy.
  - Worcestershire community strategy
  - **Public consultation** support for employment used on cofton centre site
  - **Sustainability appraisal** support for new employment. Mitigation measures incorporated in AAP.
  - **AAP employment land** study sets out justification employment land
  - Planning permission granted for industrial and warehousing uses

## **5 MOVEMENT STRATEGY**

### **Overview**

As part of delivering a sustainable eco-centre the Longbridge AAP sets ambitious targets to achieve a significantly higher proportion of all journeys on foot, by cycle and via public transport than comparable developments. In order to achieve this objective, the scheme will need to be supported by excellent sustainable transport / movement infrastructure.

A detailed travel demand model and a highway model underpins the movement analysis. This has helped to establish key road and junction improvements and public transport improvements required to support the development and cater for additional trips and vehicle movement

The AAP also recognises the importance of various strategic transport proposals and drivers, including:

- The opportunity to develop a Strategic Park and Ride site serving commuters and visitors in the Longbridge and North Worcestershire areas
- The relationship of the AAP site to surrounding villages and neighbourhoods (including Frankley, Cofton Hackett and beyond)
- The location of the site within the A38 High Technology Corridor.

The approach to developing a movement framework has been to consider best practice in delivering sustainable communities and applying this to the methodology for addressing transport requirements for the AAP and the surrounding area.

A comparison has been made of current modal share of journeys against potential approaches in similar edge of city developments where a sustainable approach has been achieved. Targets for achieving much higher levels of access by sustainable modes including internal and external trips have been set at challenging levels - this requires a step change in the practices of residents and businesses.

To assist in achieving modal shift and improved access requires improvements to public transport services, infrastructure provision, restrictions on levels of parking and travel promotion. The following background reports have been prepared to help achieve these changes - Bus Strategy, Rail Strategy, Travel Management Strategy, and a Highways Infrastructure and Planning Strategy. These strategies identify measures that will help address the 10-12,000 trips in the peak hours that the developments will generate. They have been prepared with the involvement of highway authorities, transport operators and planning bodies.

## **Community and Stakeholders Priorities**

### **What people said about transportation**

Community feedback on transportation matters was varied and often divided. However, it is possible to identify several key headlines:

- Ensuring that Longbridge is well connected with public transport allowing people the opportunity to access facilities / service with ease within the scheme and also providing a high degree of accessibility to / from other locations.
- Providing a higher priority to pedestrian and cyclist routes within new developments.
- Ensuring that the development does not cause unreasonable levels of congestion on surrounding roads and avoids high levels of 'overflow' car parking, particularly within residential areas
- Need to be progressive in transportation proposals – identifying opportunities for the better integration of transport modes

## **Site Proposals**

The background reports referred to above have resulted in the following key movement proposals. these are illustrated in the Movement Strategy Plan.

## **Proposals- Movement Strategy**

**T1 – A network of accessible pedestrian and cycle routes - through the whole development including routes shown on the Movement Framework plan (routes along and across the River Rea (as part of National Cycle Network Route 5), and River Arrow, a north south route through east works linking to Cofton Church Lane). These include routes along the primary, secondary and tertiary movement routes. Higher levels of pedestrian and cycle segregation will be needed on primary routes with more shared arrangements on tertiary. Pedestrian and cycle routes are also to be well linked into the wider area including Frankley, Egghill, and Cofton Hackett and public rights of way. The Strategic cycle route along A38 and Lickey Road will be retained improved.**

**Cycle and pedestrian facilities including cycle parking, storage and associated facilities, seating within public places and other appropriate locations.**

**T2- Bristol Road South (A38) and Longbridge Lane retained as part of strategic highway network. The primary and secondary movement routes on the Movement Framework Plan will be recognised.**

**T3 -Network of streets within the site organised into an access hierarchy comprising primary and secondary streets broadly illustrated on the Movement Framework and Land Use Proposals Map. All routes to provide for pedestrians and cyclists. This network will also include:**

- A dedicated bus route or bus priority street route through site linking Frankley with the public transport interchange. To incorporate a bus priority across the A38.**
- A shopping street in the retail quarter linking the urban park with the public transport interchange and Longbridge station which is designed to meet the following principles:**

- Priority given to pedestrians, cyclists and (where appropriate) buses on the main shopping street and in and restricting and reducing the dominance of road traffic throughout the local centre
- Shared surfaces and investing in the public realm and spaces
- Coordinated public transport and well designed pedestrian routes
- Enabling street spaces to be used for different functions at different times of the day
- A De-cluttered simple street layout

**T4- Improved network of bus routes, connections and services including**

- Extensive quality local rapid services within site,
- Improved radial service to city centre
- Re-routed city / Bromsgrove services, access to long distance
- Improved access to services through new transport interchange
- High quality local network including improvements to serve Frankley.

**T5- Public transport interchange - this will comprise a high public transport interchange facility on Longbridge Lane and in the new centre. It should provide easy, safe and convenient transfer between bus and rail and the proposed park and ride facility and a safe, and pleasant waiting environment. This will be designed in accordance with the following principles/ to incorporate the following:**

- Bus stopping facilities with quality shelters, bus turning facilities, real time/electronic passenger information
- Attractive, direct and safe pedestrian routes from the interchange into the new centre, into the station, along Longbridge Lane and into existing residential areas.

**T6- Improvements to Longbridge Station – including improved pedestrian access to and within station and upgraded passenger facilities and facilities to accommodate additional services. Feasibility work will continue to consider whether in the longer term there will be a case for moving the station south of Longbridge Lane and providing park and ride facilities south of Longbridge Lane. (This could involve reconfiguration of the proposed multi storey car park south of Longbridge Lane)**

**T7 Strategic Park and Ride north of Longbridge Lane - this will be designed in accordance with the following principles:**

- A minimum of 850 spaces for park and ride users only
- An attractive direct, safe pedestrian link into the station and access to the public transport interchange
- An attractive well designed building with high quality elevational treatment and an active ground floor frontage e.g. small retail units
- Arrangements for parking to serve the Sports and Social Club and Nursery



**T8- Highway improvements and site access – Highway and/or junction improvements on the A38 Bristol Road South and at Tessall Lane, Lickey Road, Lowhill Lane, Longbridge Lane and Groveley Lane. These measures include widening, signal controlled junctions, bus priority measures, access points, bridge work, (including an improved bridge on Groveley Lane) and access into the local centre from Longbridge Lane and an improved Lickey Road junction at the points shown on the Movement Framework. The A38 to be designed to create a tree-lined boulevard with attractive pedestrian and cycle facilities.**

**T9– Car parking – A multi storey car park is proposed to serve the local centre. The majority of parking spaces for RIS to be located in multi storey or decked car parks. There will be no site extensive surface car parking and parking should not be visible from the public realm. Car parking standards are set out in Appendix xx. BCC’s Car Park Design Guide will apply. Car park management plans to be prepared to promote shared use of car parking.**

**T10 – Access points – the main road access points into the new development are shown on the Movement Strategy Plan and will be constructed to an appropriate standard. An adoption regime will be agreed.**

**T11- A package of measures to encourage sustainable travel including a Travel coordinator to achieve targeted modal share by public transport, walking and cycling.**

**T12– Offsite Improvements to the local rail network - comprising improvements to services, Bromsgrove Station and Redditch Station in accordance with the Rail strategy.**

**T13- Off site improvements to Longbridge Lane comprising improved junctions with distributor roads, the A441 and minor improvements to alignment. These improvements to be the subject of further public consultation.**

**T14 – Offsite improvements to Strategic Road Network – including turning and junction improvements to Junction 4 M5 and where necessary M42 junctions.**

**T15 Off site traffic management measures and residents parking zones needed as a result of the development including traffic management in Hopwood, on residential roads around the Plan area and roads off Longbridge Lane.**

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|--|
| <b>At a glance</b>   |
| Policy Context   |
| Justification  |
| <ul style="list-style-type: none"><li>• AAP background studies on Bus Strategy, Rail Strategy, etc</li><li>• UDP policies</li><li>• RSS policies –Policies T1 to T8 but particularly T2 - Reducing the need to</li></ul> |

travel, T3 - Walking and Cycling, T6 Strategic Park and ride, T7 - Car Parking Standards and Management

- Worcestershire Community Strategy
- Birmingham Community Strategy- supports strategic themes – Prosperous City, Connected City

## **ENVIRONMENT, OPEN SPACE AND LANDSCAPE STRATEGY**

### **Overview**

Open spaces are one of the fundamental building blocks of new developments. They sit alongside building form and movement frameworks as a key component in place-making.

The environment, open space and landscape strategy seeks to enhance the network of open spaces, and open up the River Rea and River Arrow across the site.

It also recognises the importance of Cofton Park as a valued, versatile and well-used amenity area, which continues to play an important role in the local community. This xx ha site is one of the largest parks in Birmingham and was first opened to the public in 1936. The park is primarily grassland, but includes the following important physical features and facilities:

- A Site of Local Importance for Nature Conservation (SLINC)
- A range of football and cricket pitches
- The former Lowhill Farm dwelling and outbuildings
- A green waste recycling centre
- A horticultural centre with associated greenhouses.

The Park is a unique local amenity and has played and continues to play an important role in the economic and social history of the Longbridge area. The park is also been the focal point for a range of events, rallies and gatherings.

### **Community and Stakeholders Priorities**

#### **What people said about open space**

Members of the community felt very strongly about the need to open-up the River Rea across North Works. They were also keen for the development to establish / re-establish good connections through the development to areas of countryside and green belt.

Particularly strong views were also expressed about the need to preserve existing ecology, wildlife and green features. And

where possible, improve opportunities for bio-diversity and nature conservation.

Members of the local community were also particularly keen to ensure that developments provided good levels of public open space. As noted earlier there was particular support for the urban park in the local centre and the West Works facility.

#### **What people said about Cofton Park**

The park received a high level of feedback during the consultation exercises. The majority of people did not want to see additional development on the park or to lose the open space character of the landscape. However, there was a wide range of interest in improving facilities in the park including better play pitches, new toilets and improved changing rooms.

There was also an interest expressed in recognising the wider history and community role of the park, but a general feeling that the Austin Heritage Centre would be better located within the new local centre than the park itself.

#### **Site Proposals**

The key proposals are detailed below and illustrated in the Environment open space and Landscape Strategy.

## **Proposals**

### **OS1 Cofton Park and the adjacent privately owned land at the corner of Lowhill Lane and Lickey Road**

A comprehensive masterplan, implementation strategy and management plan will be developed for the overall park, which will assist in fine-tuning the priorities identified below. A separate feasibility study will be undertaken looking at the potential use and re-use of existing farm buildings with the park.

- The protection and enhancement of the Site of Local Importance for Nature Conservation and open spaces, including the effective management of existing vegetation and trees
- Improvements to sports and recreational facilities including:
  - Upgrading and installing drainage across all sports pitches
  - Enhancing and providing protective fencing to all cricket wickets
  - The provision of improved changing rooms and accessible toilets
  - Improvements to footpaths, seating, planting facilities for informal recreation and the need for additional play and sports facilities to serve the new development.
- Improvements to Cofton Nursery, to include the possible refurbishment or rebuild to the middle section of the nursery to include an educational area with small shop function for visitors and a space to house and display national plant collections
- Enhancements to the Green Waste Facility to include the possible provision of additional space and services as well as an improved one-way traffic management system
- The incorporation of privately owned land at the corner of Lowhill Lane and Lickey Road into the park facility.

**OS2 – Development of two major linear open spaces/greenways through the site –opening up the River Rea and River Arrow, with associated improvements to wildlife habitats, landscaping and the provision of cycle and pedestrian routes along the walkways and good quality links to the wider area. Proposals should create a recreational resource; contribute positively to bio-diversity and recognise the historic and archaeological value. In detail this includes:**

- **West works-** enhancement of the open channel including, improvements to the profile and beds. The Rea through west works will also continue to be protected and enhanced as a Site of Local Importance for Nature Conservation. A floodwater storage area within the new park to address flood risk associated with the River Rea.. Good quality attractive and safe landscaped/open space walkways and cycle routes to be provided alongside the whole length of the river including the link across the A38 to the local centre. **North works –** Opening up the majority of the River Rea through the site and provision of Walkway and Cycleway alongside river. This route to continue through the retail quarter to

**Daffodil Park via Tessell Lane.**

- **This together with improvements in West Works will provide a continuous route from Rubery Lane to Daffodil Park, completing a key missing link in the city's Linear Open space walkway network. This will also allow for the extension of the River Rea Heritage Trail.**
- **Removal of the culverted section of the River Arrow through East Works site, allowing the creation of a natural and continuous river corridor with ecological and landscape features and open space. Laying out of Arrow Valley Walkway comprising an east west route along the River Arrow through the East Works site linking to the public footpath network in the wider area – including re-opening the footpath link under the railway**

**OS3 – The development of a new urban park acting as the focal point for the new local centre. In detail this will include:**

- **A naturalised river course running through the centre of the park, providing space for wildlife**
- **A mix of hard and soft landscaping that is durable and meets the needs for a variety of uses.**
- **Formal waterside landscaped areas**
- **Walkways and cycleways through the park with good links along the River Rea walkway to West Works park and Daffodil Park**
- **Informal recreational areas with seating and art features**
- **Wildlife areas and tree planting**
- **Formal boundary treatment defining the park and urban landscape**

**OS4 – Establishment of two major neighbourhood parks, namely**

- **West Works Neighbourhood Park - A public neighbourhood park either side of River Rea that meets national Green Flag standards of quality. It will include landscaped areas and usable open space that is large enough and suitable for a number of functions:**
  - open space of recreational value incorporating planting, grassed areas, seating, pathways, signage, and play facilities appropriate for young children and teenage age ranges.
  - An improved River Rea –see below- and associated measures to enhance nature conservation value and address flood risk
  - A walkway with walking and cycling routes along the River Rea
  - Archaeological interpretation incorporating information boards
  
- **East Works local park - A public open space that meets national Green Flag standards of quality that has recreational value incorporating landscaped areas incorporating flowers, shrubs and trees, seating areas, appropriate numbers waste and dog bins, good quality signage, pathways for walkers/dog walkers and cyclists, and if appropriate playing pitches and adventure play facilities appropriate for young children and teenage age ranges appropriate for the following functions:**
  - Formal and informal recreational use
  - Floodwater storage areas.
  - Contribute to the biodiversity of the site by providing green corridors linking the MUA and the River Arrow to the rural land beyond.

**OS5 – Austin Sports and Social Club and its playing field will be protected. Appropriate car parking facilities retained or re-provided.**

**OS6 – A network of small recreational neighbourhood parks and informal recreational areas to serve the development, including where appropriate open space within employment areas to meet the needs of employers and workers.**

**OS 7 -Environmental improvements (tree planting, paving) and traffic management along Grovelley Lane, Lowhill Lane and other areas within vicinity of site e.g. Parsonage Drive. Environmental enhancements within existing centres at Longbridge Lane/Sunbury Road and Grovelley Lane/Parsonage Drive.**

**OS8 –The above open spaces will meet the majority of needs of the development for open space and local play facilities.. However needs for sports facilities/playing fields, multi games and other recreational facilities and open space to meet the standards set out in the B’ham UDP and Bromsgrove District Local Plan will need to be met off site through improvements to existing open space in the vicinity- particularly Cofton Park and Cofton Community Park/Recreation Ground .**

**OS 9 – The following site wide landscape and biodiversity strategies and plans will be prepared:**

- A comprehensive and integrated site wide landscape strategy to

include the network of green spaces, buildings and spaces around buildings that are of landscape, amenity and biodiversity value, and are linked to river corridors and the wider countryside. This will include principles relating to detailed planting schemes, surfaces, lighting and street furniture as well as identifying locations for boulevard planting particularly along roads and the character and landscaping treatment of the River Rea and River Arrow.

- A linked biodiversity strategy to address enhancements of existing habitats, new habitats related to the open spaces and buildings etc.
- A landscape and biodiversity management plan

**OS10 – A management plan will be required for all the parks, open space and public areas within the AAP area.**

**OS11- The local culture and history (including archaeology) will be considered in drawing up proposals for the environment and open space. In addition archaeological investigations and recording will be required prior to and during development to enable the study of significant archaeological remains within the site – particularly along River Rea Corridor where there are significant paleoenvironmental remains. Historic interpretation of the site in publicly accessible areas (e.g interpretation boards) will also be required.**

**OS12 A public art strategy will be prepared for approval. This will address the provision of public art to add variety and interest to the visual environment and help to create sense of place. Public art should be an integral part of the public realm and buildings in key locations particularly in the new local centre, in the new parks and at the transport interchange (including street furniture, bridges, art on buildings, lighting, sculpture, surface treatments etc.**

**OS 13- Contamination and site remediation -Initial assessments of land contamination have been carried out for the Area Action Plan. Further full assessments will be required with any development proposal together with appropriate treatment/remediation of the site/sites. Assessment and risk based remediation strategy to return the site to the required quality for new uses.**

**OS 14 Flooding- no development will be permitted on sites LC1-4, RIS1, H1 and EZ1 until measures are in place to prevent flooding associated with the River Rea. No development will be permitted in site H2 until appropriate measures have been put in place for the River Arrow.**

**OS15- Mitigation measures- measures to mitigate the impact of the development on the landscape, open space, recreation and nature conservation value of the area will be required. This will include off site enhancements to River Rea Corridor, enhancement to the Reservoir adjoining the western boundary of site H2, measures to manage increased pressure on the countryside e.g. improvements to paths and pedestrian access, ecological mitigation and enhancements e.g. at Balaams wood, Rubery Hill.**

**OS 16-Impact on green belt- The existing Landscape buffer around the site EZ3 and H2 will be protected. It will be managed and enhanced with native planting to maintain and enhance screening of the site. to ensure that developments protect and enhance the adjoining green belt and adjacent areas of landscape value.**

**OS 17 Green Belt- Existing green belt area at the southern end of site H2 will be maintained as a landscape buffer. No land other than that identified on the proposals map shall be used for new development, encroachment into the green belt will not be permitted, other than for uses identified in PPG2 green belts.**

#### **At a glance**

##### **Justification**

- Regional Spatial strategy policies- QE1 Conserving and enhancing the environment QE2, Restoring Degraded areas and managing and creating high quality new environments, QE3 Creating a high quality environment for all, QE4, Greenery, Urban space and public spaces. QE9 the Water , 2,3,4,9.
- Bromsgrove Draft Sustainable Community Strategy
- Worcestershire Community Strategy
- Birmingham Community Strategy- supports strategic themes –City for culture sport leisure, A green city.
- Birmingham UDP sets out overall policies for protection and enhancement of open space, and identifies network of linear open space walkways including River Rea.
- Baseline study on River Rea examines options and concludes that option in AAP is most appropriate and feasible for this site.
- AAP Background studies – ecology, open space,
- Sustainable Management of Rivers and Floodplains SPD



## **Part D Delivery and Implementation**

It is clear from Government guidance that a key feature of Area Action Plans should be their focus upon implementation. As well as clearly identifying the distribution of land uses and site-specific development proposals, associated infrastructure and other improvements as set out in Part C of this plan the AAP should set a broad timetable for their delivery and implementation.

Accordingly it is important that the proposals within the Longbridge AAP are both deliverable and viable within the timeframe of the AAP. In addition, Area Action Plans should also act as wider 'catalysts for change' and have a strong role to play in stimulating regeneration in its widest sense including focusing the delivery of area based regeneration initiatives and socio-economic programmes.

### **Understanding Viability**

The implementation of the Longbridge AAP will be very dependent upon:

- Commercial interest in the types and mix of land uses proposed
- The levels of onsite constraints and development costs
- Financial returns on re-mediated land and packaged sites

A detailed viability model has been established for the Longbridge AAP, which underpins and supports the proposals established in this document. An 'open book' approach has been taken with the main developer to broadly agree the variables within the model. The model has enabled the local authorities to:

- Establish the principal costs associated with the development and better understand end scheme values and site phasing.
- Take into consideration the development costs of the sustainability standards detailed in Sustainability Strategy
- Build in major infrastructure requirements and mitigation measures
- Balance overall costs against return and identify break even

A summary of the model is provided in Appendix xx and forms part of a technical baseline report on viability and deliverability.

### **Ensuring a Sustainable Development**

The redevelopment of Longbridge will result in 10,000 jobs, over 1400 new dwellings and approximately 3,500 new residents. This creates a need for a range of essential physical and community infrastructure and other measures, without which:

- There will be a detrimental effect on local amenity and the quality of the environment.
- New developments will not be able to operate efficiently
- Opportunities to make a positive contribution towards meeting the day-to-day needs of the population may be lost

In terms of planning obligations, these may require the developer to carry out certain prescribed works to provide the appropriate infrastructure and measures. (e.g. requiring that a certain proportion of housing is affordable); compensate for loss or damage created by the development (e.g. loss of open space) and / or mitigate the negative impacts of a development and to ensure that it makes a positive contribution to the communities within which it is situated (e.g. through increased public transport provision). Many of these types of obligations are identified in the site-specific proposals in Section C of the Plan. This is in line with Planning Obligations Circular 05/05.

The local authorities have agreed a planning contributions model, which consists of both traditionally negotiated s.106 elements, such as affordable housing, and a simple Community

Infrastructure Levy (CIL) in line with the Planning Bill (2007), to support the development of the area.

. This approach has several advantages including:

- Providing clarity and certainty for developers over the scale of planning contribution requirements
- Providing certainty for existing local residents and businesses that new development will make a fair contribution towards minimising the detrimental impact of schemes on local amenity and the quality of the environment
- Providing the opportunity for strategic and joined-up thinking that connects spatial planning with site phasing, delivery plans and business planning
- Providing a range of essential infrastructure at the right time in the implementation of the development.

The planning contributions model also sits alongside a package of s.278 and S38 agreements for the private sector funding of works on local and strategic roads as required by proposals in the Movement Strategy. The s.278 agreements will provide a well-tested financial mechanism for ensuring delivery of mitigation works identified and determined as necessary for planning permission to be granted. Table xx provides information on key s.278 requirements as part of the AAP.

In addition, agreements will be required under Section 38 of the Highways Act 1980 for roads to be adopted within the development sites. There will be further standard agreements for sewers, footways, structures etc.

Table xx: s.278 scheme requirements

| Item  | Rationale   | Phasing   |
|---|---|---|
| A38 Road Improvements (between Colmers Farm and The Roundabout) | Requirement has emerged from traffic modelling work. Includes A38 improvement, junction works and street trees.   | Links with River Rea Re-profiling: 2009-2011                        |
| Longbridge Lane   | Requirement has emerged from traffic modelling work. Includes on and off site improvements to Longbridge Lane (including junction improvements, modest widening and improvements to A441 roundabout) and any appropriate traffic management measures on adjacent roads. Also includes environmental enhancements at Sunbury Road centre and street trees. | 2010 – 2012.  |
| Groveley Lane   | Requirement has emerged from transportation work and includes bridge works, junction improvements, street trees, crossings and lighting. Also includes environmental enhancements in centre at Groveley Lane / Parsonage Drive  | 2009 – 2010 links to early phase of East Works redevelopment        |
| Tessell Lane  | Requirement has emerged from traffic modelling work and includes junction improvements at A38.  | 2009 – 2011 to tie in with A38                                      |
| Lickey Road and Lowhill Lane                                    | Requirement has emerged from traffic modelling work. Includes realignment of Lickey Road at A38 junction, junction improvements at Lickey Road/Lowhill Lane, environmental works on Lowhill Lane including street trees   | 2010 – 2012 links to completion of East Works 1 <sup>st</sup> phase |
| Parsonage Drive Area  | Improvements identified by local residents. Traffic calming and access improvements   | 2011 – 2012 links to completion of East Works 1 <sup>st</sup> phase |
| M5 Junction 4 and M42 Jn 1 & 2                                  | Requirements have emerged from traffic modelling work to include junction work and approach roads.  | 2013 – 2014 links to completion of local centre                     |
| A441 Hopwood  | Improvements identified by traffic modelling to include traffic management measures, crossings and other works between the M42 and Longbridge Lane.   | 2010 – 2012 links to completion of East Works 1 <sup>st</sup> phase |
| Bus station/interchange – Longbridge Lane                       | Supported in bus strategy, to include quality facilities with new passenger waiting facilities, real time information points, taxi waiting areas, bus turning facilities and strong physical connections to Longbridge Railway Station  | 2010 – 2012 to tie-in with other Longbridge Lane improvements       |

## Longbridge Planning Contributions: In Detail

The planning contributions associated with the AAP are split into traditionally negotiated agreements and a supporting CIL, which covers both residential and non-residential elements of the development.

Negotiated elements

The key negotiated elements of the scheme include:

- Establishing 35% affordable housing across the site
- Securing space for community, library, health, recreational and cultural facilities within the overall development, including the provision of The Austin Centre and space within it and provision of a site for Cofton Hackett Library/ Community Centre
- Securing an appropriate level of affordable business space
- Establishing requirements for site specification and phasing of river infrastructure (River Rea and River Arrow)
- Establishing requirements and specification for the urban park and local neighbourhood parks, walkways and cycleways
- Agreements covering design and construction standards for residential and non-residential buildings
- Ensuring that carbon emissions from development are minimised in line with the area wide sustainability strategy
- Agreements on overall site phasing, upfront infrastructure and timing of reserved planning application matters
- Securing 15 year open space and local centre / town centre management agreements
- Triggers for payment of CIL contributions, longstop dates when outstanding payments are due, as well as indexation of levy contributions.

### Community Infrastructure Levy

With regard to the CIL, community infrastructure has been defined by the joint charging authorities (Bromsgrove District Council and Birmingham City Council) as 'infrastructure of local and strategic importance to the delivery of sustainable developments'. Table xx below summarises an indicative schedule of community infrastructure requirements, required to support the Longbridge AAP. Further information on the Community Infrastructure requirements including outline costs, information sources and methods of calculation is detailed in Appendix xx.

Table xx: Community Infrastructure Requirements

| <b>Themes and Components</b>   | <b>Rationale</b>  | <b>Phasing</b>   |
|--|---|--|
| <b>Public Transport</b>  |   |  |
| Longbridge Railway Station   | Supported in Rail Strategy to include re-fit and upgrading of existing station and to accommodate additional services   | 2010 to 2012 to link to Longbridge Lane improvements                                       |
| Rail service and infrastructure improvements – Longbridge/ Bromsgrove and Redditch | Identified in Rail Strategy. Key focus upon enhanced track capability to allow more stopping services at Longbridge Station and beyond. Also includes enhanced stations and services. | Spring 2013 – Spring 2015 to tie in with completion of local centre and first phase of RIS |
| Bus Service Improvements   | Supported in Bus Strategy to include network of extensive quality local   | Introduced for Summer 2011 Timetable to include  |

|   |   |   |
|---|---|---|
|   | services within the site, the redirection of existing services and improved longer distance services. Bus service improvements also include dedicated infrastructure within the development to serve Frankley.  | early trial of Buzz Bus network   |
| <b>Physical Social, Recreational and Ecological Infrastructure</b>  |   |   |
| Education and childcare – Nursery, Creche, Primary and Secondary Schools  | Priorities identified in Community Infrastructure Baseline to meet demand / needs of proposed new dwellings to include investment in existing school facilities and new pre-school services.  | New Facilities from Spring 2010.  |
| Public Art  | Identified in cultural baseline - site wide public art infrastructure with maintenance support.   | From Spring 2009 to coincide with highways works  |
| Cofton Park- open space, recreational, community and visitor facilities   | Community and various baseline support improvements including enhanced play pitches, multi-use games area, landscape improvements, site drainage, and ecological measures. Other priorities include the re-use of Lowhill Farm for community use with changing facilities and toilets; enhancement of Cofton Green Waste Recycling Centre and Cofton Horticultural Centre with improved customer facilities and greenhouses.  | Spring 2009 – 2011 to partly coincide with opening of first release of East Works housing |
| Other off site open space enhancements, recreational improvements, walking / cycling routes and ecological mitigation | <p>Various baseline identified priorities including:</p> <ul style="list-style-type: none"> <li>- Improvements to Lickey Hills footpaths, pools, gardens, site interpretation, car parking and visitor centre</li> <li>- Compensatory ecological mitigation and enhancement measures required to include improved access through Balaam's Wood and woodland management, enhancement to reservoir adjacent to east works site</li> <li>- Improved access to and through Rubery Hill together with heathland restoration</li> <li>- Woodland management along River Rea and Callow Brook</li> <li>- Multi-use games area in Allan's Cross</li> <li>- Multi-use games area and children's play area at Barcheston Recreation Ground</li> <li>- Development of a sustainable fishing venue at Rubery Balancing Lake</li> <li>- Development of new enhanced Cofton Community Park</li> <li>- Surface, lighting and access</li> </ul> | Spring 2009 – 2012 to partly coincide with opening of fist release of East Works housing. |

|   |  |  |
|---|--|--|
|   | <p>improvements to River Rea Walkway and Cycle Route and other strategic cycling / walking routes associated with the Longbridge site.</p> <p>- Measures to mitigate increased pressure on surrounding green belt / countryside including footpaths in the vicinity of Cofton Hackett and Bittell Reservoir</p>  |  |
| <b>Social, community, economic and transport measures</b> |  |  |
| Local Employment and Training Agreements                  | <p>Strong community priority. Support for the development of Work Based Co-ordinators to assist in securing employment and skills development for local people as part of the construction phases of the development and with end site occupiers. This may also include working with firms on other skills / workforce development initiatives including environmental management systems.</p> | <p>Autumn 2008 linked to approval of first planning applications for construction works.</p>           |
| Enterprise and Business Support                           | <p>Community and Socio-economic baseline priorities. Support for local business surgeries and coaching as well as social enterprise development. Links to affordable business space, local centre small retail units and RIS.</p>  | <p>Spring 2010 linked to start of works on mixed use and employment quarters.</p>                      |
| Safer Communities   | <p>Community priorities and baseline report priorities. Contribution towards roll out of local crime and disorder projects, fire prevention programmes, community warden network and neighbourhood policing.</p>   | <p>To start with Spring 2010 Programme Timetable linked to early residential developments.</p>         |
| Healthy living and sports development                     | <p>Identified through various baselines and consultation – contribution towards innovative and partnership-led health outreach services and facilities to support healthy living initiatives with local residents and employers. Support for active living and commuting projects as well as sports development programmes connected with Cofton Park.</p>                                     | <p>To start with Spring 2010 Programme Timetable linked outreach work ahead of new centre opening.</p> |
| Lifelong Learning   | <p>Socio-economic Baseline identified issues – support for local learning initiatives focused upon basic skills, family learning, young people, older learners and links to further and higher education and new library services.</p>   | <p>To start with Spring 2010 Programme Timetable. Linked to opening of new Cofton Library.</p>         |
| Community Cohesion and Inclusion                          | <p>Socio-economic and EINA priorities – support for local citizenship programmes and further role out of District Community Plan projects.</p>   | <p>To start with Spring 2009 Programme.</p>  |
| Heritage and Culture                                      | <p>Cultural baseline identified issues – support for project officers and programme of directed and informal</p>   | <p>To start with Spring 2009 Programme – strong links with development of new</p>                      |

|  |  |   |
|--|--|---|
|  | cultural activities including poetry and live literature events, tours, music programmes, storytelling, exhibitions, arts development, sports clubs, carnivals, festivals and holiday programmes. Strong links to The Austin Centre and Cofton Hackett Library / Community Centre. | library and The Austin building.  |
| Sustainable transport and off-site mitigation          | Funding for travel plan co-ordinator. Required to achieve the target modal share. Also green travel plans, car clubs, car-share and individualised travel plan initiatives. Residents' parking schemes also required to minimise street parking in adjoining residential areas.    | Co-ordinator to be introduced by 2010. Other improvements as scheme progresses. |
| S.106 and Community Infrastructure Levy Administration | Administrative costs associated with managing and monitoring s.106 agreement and CIL. Standardised % formula adopted.  | Autumn 2008 linked to first approved planning permissions for construction.     |

A significant number of the Community Infrastructure requirements will need to be delivered upfront and at certain phased intervals in the overall development schedule. This means that the planning contributions model will require a degree of forward funding to support regeneration and development. The role of a 'banker' is essential to fund infrastructure and bridge the cash flow gap between scheme expenditure and income. The income will be obtained through the application of a levy on residential and non-residential development.

The rate established for the CIL is detailed below in Table xx, which covers both residential and non-residential elements of the scheme. A *de minimus* level of 5 dwellings has been set for the residential component of the levy and a minimum of 0.1ha gross for non-residential sites.

Table xx: Community Infrastructure Levy

| Residential                   | £ per dwelling |
|-------------------------------|----------------|
| 1 bedroom                     |                |
| 2 bedroom                     |                |
| 3 bedroom                     |                |
| 4 bedroom                     |                |
| 5 bedroom plus                |                |
| Non Residential               | £ sqm          |
| A1 Supermarket                |                |
| A1 Shops (other) – A5         |                |
| B1 a Office                   |                |
| B1 b / c R&D / Light Industry |                |
| B2 Industrial                 |                |
| B8 Storage & Distribution     |                |
| C1 Hotels                     |                |
| C2 Residential Institutions   |                |
| D1 College                    |                |
| D2 Leisure                    |                |
| Sui Generis                   |                |

All financial contributions will be 'indexed linked' from April 2008, in accordance with the methodology set out in the AAP Glossary. The timing and phasing of levy payments is established below:

#### Residential

- 10% upon implementable planning consent
- 15% on commencement on site
- 75% on a quarterly basis after the first completion is sold

#### Non-Residential

- 25% upon commencement on site
- 25% before the completion of each unit
- 50% prior to the occupation of each unit

### **Development Phasing**

The planning and phasing of the Longbridge development needs to be carefully managed and structured to minimise disruption to local businesses and residents. It also needs to follow the guiding principle that services, facilities and infrastructure will be provided at stages in the development process when the need for them is programmed to arise and not towards the middle or end of a scheme.

#### **Needs to be structured into a clear chart**

The key estimated development phases are detailed below:

##### Site Remediation

- North and West Works Site Remediation: Spring 2008 – Summer 2009
- East Works: Spring 2008 – Summer 2009

##### Highways Works, Transport Infrastructure and River Networks

- A38 Road Improvements and River Rea Profiling: 2009 – 2011
- River Arrow Profiling: Spring 2009 – Spring 2010
- other improvements see above tables

##### Development Construction and Key Physical Community Infrastructure

- North Works Learning Quarter: Spring 2009 – Summer 2011
- North Works Retail Quarter: Spring 2009 – Autumn 2011
- North Works The Austin Building: Summer 2010 – Summer 2011
- North Works Mixed Use Quarter: Summer 2010 – Summer 2014
- North Works Longbridge Health Centre: Summer 2010 – Summer 2011
- North Works Employment Quarter: Spring 2010- Summer 2014
  
- East Works Phase 1 (Residential): Spring 2009 – Spring 2012
- East Works Library / Community Building: Spring 2009 – Spring 2010
- East Works Phase 2: Spring 2012 – Spring 2015
  
- West Works Housing: Spring 2010 – Spring 2014
- West Works RIS Phase 1: Spring 2010 – Spring 2012
- West Works RIS Phase 2: Spring 2012 – Spring 2017



- West Works RIS Phase 3: Spring 2018+
- Cofton Park Improvement: Spring 2009 – 2011
- Other Open Space and Recreational: Spring 2009 – Spring 2012

An outline housing trajectory for the overall development is detailed below in Table xx.

Table xx: Longbridge Housing Trajectory

|                             | 2009/<br>2010 | 2010/<br>2011 | 2011/<br>2012 | 2012/<br>2013 | 2013 /<br>2014 | 2014 /<br>2015 |
|-----------------------------|---------------|---------------|---------------|---------------|----------------|----------------|
| Projected Completions Total | 150           | 400           | 400           | 450           | 400            | 200            |
| Market Housing              | 97            | 260           | 260           | 293           | 260            | 130            |
| Affordable Housing          | 53            | 140           | 140           | 157           | 140            | 70             |

## Planning Applications

### Application history – context to input

The Longbridge development is a fairly complex scheme with a number of phased planning application requirements. Broadly the forward process includes:

- Detailed planning applications for site remediation, earth works, servicing, infrastructure River Rea re-profiling, A38 Highways works and site access covering both North and West Works
- Detailed planning application for site remediation, earth works, servicing and infrastructure covering East Works.
- Detailed planning applications for Units 3 and 5 of the existing technology park
- Outline application for North and West Works, supported with detailed masterplan for both areas, with supporting design codes, transport assessment, environmental statement, retail assessment, construction management plan and any other supporting information as required by the planning authority. Reserved matters to be signed-off as the plan progresses..
- Outline application with supporting masterplan for East Works. Six phased detailed applications with supported design codes, transport assessments, construction management plans, sustainability assessment and supporting documentation to follow.

The transport and environmental assessments will need to cover the cumulative impact of all development in the AAP area, including North Works, West Works, East Works, Cofton Centre and the existing technology park.

## Partnerships and Co-ordination

The plan has been developed in partnership with a wide range of local people, organisations and stakeholders over the last 2-3 years.

It is now apparent that as the plan moves forward from production to implementation there is a need to clearly set out the key delivery partnerships. These are briefly outlined below with principal responsibilities:

- Longbridge Implementation Group – day-to-day responsibility for the plan development, delivery plans, implementation and monitoring. Programmed to meet on a monthly basis with membership to include BCC, BDC, WCC, St. Modwen and AWM as well as a range of other stakeholders.

- Longbridge Consultative Group – local stakeholder and resident partnership. Important supporting role in plan implementation and development. Key future role in conjunction with the Future Forum in project implementation. Meets on a bi-monthly basis and ensures links to District LSP and political committees.
- Longbridge Future Forum – local resident group with key role in plan development and project implementation.
- Longbridge Skills and Employment Partnership (LSEP) – cross partnership organisation with no formal legal structure responsible for ensuring the delivery of local employment, training and skills targets, includes representatives from Job Centre +, Learning and Skills Council, BCC, Further and Higher Education and specialised skills training and development organisations.

There are three main Local Strategic Partnerships which cover the AAP area. In addition to topic reporting to various meetings and existing relationships through the various groups detailed above it is intended that the Longbridge Strategy group will to provide an annual update to each partnership linked in with the annual monitoring requirements of the plan.

Additionally although not a formal partnership, St. Modwen is also preparing a scheme of delivery and management for the RIS in consultation with AWM, CTB, BCC and other relevant stakeholders including local Universities.

### Implementation, delivery mechanisms and Programme

A summary implementation plan linking proposals to delivery is outlined below. The table also makes reference to I risk assessment and scheme phasing as detailed above..

| AAP Proposals and Policy   | Responsible bodies            | Delivery mechanisms  | Delivery Funding                                 | Land use and planning issues   | Phasing and Timetable   | Risk Assessment  |
|--|-------------------------------|--|--|--|---|--|
| Proposal LC1- and LC2 Learning Quarter                           | Landowner/Bournville College, | Planning applications  | -LSC, - Bournville College, AWM, -S106 agreement | Requires integrated approach with other developments in local centre, River Rea enhancements, urban park and provision of access | Start on site 2008 following completion of remediation works. Completion 2010         | Lack of co-ordination and focus. Insufficient resources                            |
| Proposal LC1- and LC3 Retail, Quarter                            | Landowner/Private Sector      | -Planning applications<br>- Private organisations programmes<br><br>- S.106 agreements | -Private sector                                  | Requires integrated approach with other developments in local centre, River Rea enhancements, urban park and provision of access | Start on site 2008 following completion of remediation works. Completion 2011 onwards | Downturn in the economy combined with continued competition from on-line retailers |
| Proposal LC1 and 4-Mixed use quarter including housing, heritage | Landowner/Private sector      | -Planning applications<br>- Private organisations programmes<br>- S.106 agreements     | -Private sector<br>- RSL                         | Requires integrated approach with other developments in local centre, River Rea  | Start on site 2008 following completion of remediation works.                         | Development risk spread across range of land uses.                                 |

|                                     |  |   |                                   |   |   |   |
|-------------------------------------|--|---|-----------------------------------|---|---|---|
| building, offices                   |  |   |                                   | enhancements, urban park and provision of access  |   |   |
| Proposal EZ1                        | Landowner/Private sector                                       | -Planning applications<br>- S.106 agreements<br>- Business support programmes | - Private sector                  | Requires integrated approach with developments in local centre, and provision of access   | Start on site 2008 following completion of remediation works. | - Downturn in economy<br>- Low take-up of space   |
| Proposal RIS 1                      | Landowner/Private sector with RIS management and delivery body | -Planning applications<br>- S.106 agreements<br>- Business support programmes | -Private sector<br>- AWM<br>- CTB | Requires integrated approach with River Rea enhancements, flood compensation measures, and provision of access                                  | First phase start on site 2010                                | - Downturn in economy<br>- RIS competition from other locations<br>- Low take-up of technology space<br>- Ineffective marketing |
| Proposal H1 – Housing on West works | Private sector/RSL   | -Planning applications<br>- S.106 agreements                                  | -Private sector<br>- RSL          | Requires integrated approach with, River Rea enhancements, flood compensation measures, provision of neighbourhood park and provision of access | Start on site 2010  | Stagnation in market for private sector housing or too much housing coming onto market in area at same time                     |
| Proposal EZ2 Nanjing                | NAC / Landowner  | Planning applications   | Private sector                    | Need to balance employment uses with compatible land uses across the site   | Handback of surplus land agreed in 2007                       | Large proportion of the site dominated by single employer. Stiff competition and potential downturns in automotive industry.    |
| Proposal EZ 3- Cofton Centre        | Private sector / landowner                                     | Planning applications   | Private sector                    | Need to provide quality well connected built environments associated more traditional employment uses.  | Planning applications approved in 2007. Work ongoing.         | Economic downturn.  |
| Proposal                            | Private  | Planning  | Private sector                    | Requires  | Start on site   | Stagnation  |

|  |   |   |   |  |  |  |
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| H2- East works housing                         | sector / RSL                                | applications including site masterplan s.106 agreements | / RSL   | coordinated integrated approach and attention to River Arrow corridor and community facilities.                        | 2009.  | in market for private sector housing or too much housing coming onto market in area at same time |
| Movement framework                             | Public / Private Sectors                    | Planning applications s.106 and s.278 agreements        | Private Sector / Local Authorities / Highways Agency / Centro / Network Rail / Funding Programmes | Needs highly co-ordinated approach with appropriate infrastructure provided at the right time to serve the development | Start on site 2008                                   | Poor patronage of public transport. Lack of resources.   |
| Environment Open Space and Landscape Framework | Landowners / Public Sector / Private Sector | Planning applications / s.106 agreements                | Private Sector / Local Authorities / Funding Programmes   | Needs comprehensive masterplan for Cofton Park and appropriate implementation and management plans                     | Start 2008 following completion of remediation works | Lack of sufficient resources and maintenance.  |

## Monitoring

The implementation of the Area Action Plan will be monitored on an annual basis against the plan's objectives detailed in Part B. Table xx sets out a series of indicators against which progress will be monitored.

Also needs to cross reference RSS / SA Outputs

| AAP Themes and Objectives       | AAP Proposals and Policy | Core outputs   | Indicator Cross References   | Information Collection Requirements  | Lead Responsibility                                |
|---------------------------------|--------------------------|--|--|--|--|
| <b>Sustainable Development</b>  |                          |  |  |  |  |
| Obj. 1- Sustainable communities |                          | <p>Percentage of people surveyed who feel that their local area is a place where people from different backgrounds get on well together</p> <p>The extent of individuals' a) participation and b) active involvement in voluntary and community activities</p> | <p>Home Office Quality of Life Indicator</p> <p>Home Office Citizenship Survey</p>           | <p>Requires Community Survey</p> <p>Requires Community Survey</p>  | <p>BCC / BDC</p> <p>BCC / BDC</p>                  |
| Obj. 2 – Sustainable buildings  |                          | <p>Renewable energy capacity installed by type.</p> <p>Number of residential units compliant with CSH 4 (2008)</p> <p>Number of commercial developments compliant with BREEAM</p>  | <p>BCC LDF Core Output Indicator 9</p> <p>AAP Local Indicator</p> <p>AAP Local Indicator</p> | <p>Needs to be compliant with LDF reporting requirements (BCC / BDC)</p> <p>Planning applications and building regulation information</p> <p>Planning applications and building regulation information</p> | <p>BCC / BDC</p> <p>BCC / BDC</p> <p>BCC / BDC</p> |

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|  |  | Excellent Standard  |  |   |           |
| Obj. 3 – Quality connected open spaces |  | Number of eligible open spaces managed to “green flag award” standard   | Links to BCC LDF Core Output Indicator 4c. | Needs to be compliant with LDF reporting requirements (BCC / BDC) | BCC / BDC |
|  |  | Provision of open space:<br>(i) Net loss/gain in amount of public open space and public and private playing fields;<br>(ii) Percentage of new dwelling completions within reasonable walking distance of public open space. | BCC LDF Local Indicator 4d.                | Needs to be compliant with LDF reporting requirements (BCC / BDC) | BCC / BDC |
|  |  | Change in areas and populations of biodiversity importance, including: change in priority habitats and species (by type)  | BCC LDF Core Output Indicator 8(i)         | Needs to be compliant with LDF reporting requirements (BCC / BDC) | BCC / BDC |
|  |  | Change in areas and   | BCC LDF Core Output Indicator 8(ii)        | Needs to be compliant with LDF reporting requirements (BCC / BDC) | BCC / BDC |

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|                               |    | populations of biodiversity importance, including: change in areas designated for their intrinsic environmental value including sites of international, national, regional or sub-regional significance  |  |  |   |
| Obj. 4 – Sustainable Movement | MF | <p>Percentage of completed non-residential development complying with car-parking standards set out in the local development framework.</p> <p>Percentage of trips by public transport into Birmingham City Centre</p> <p>% of trips across all transport modes to / from AAP area: a) walking, b) cycling, c) bus; d) train; e) car</p> | <p>BCC LDF Core Output Indicator 3a.</p> <p>BCC LDF Local Indicator 3c.<br/>AAP Local Indicators</p> | <p>Needs to be compliant with LDF reporting requirements (BCC / BDC)</p> <p>Needs to be compliant with LDF reporting requirements (BCC / BDC)<br/>Annual travel survey by travel plan co-ordinator</p> | <p>BCC / BDC</p> <p>BCC / BDC</p> <p>Travel Plan Co-ordinator</p> |
| Obj. 5 – Place management     |    | % of users satisfied / very satisfied with local   | <p>AAP Local Indicator</p> <p>AAP Local</p>  | Visitor Satisfaction Survey  | Local Centre Manager  |

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|  |  | centre facilities<br><br>% of users satisfied / very satisfied with public spaces  | Indicator   | Visitor Satisfaction Survey   | Local Centre Manager                               |
| <b>High Quality Places</b>             |  |  |   |   |  |
| Obj. 6 – Excellence in Design          |  | % of users satisfied / very satisfied with build form  | AAP Local Indicator   | Visitor Satisfaction Survey supported by CABE review  | St. Modwen / BCC / BDC                             |
| <b>Economic Transformation</b>         |  |  |   |   |  |
| Obj. 7 – Regional Investment           |  | - Numbers of jobs created or safeguarded   | RDA Core Output   | Planning application information submission<br>Annual occupier telephone survey   | BCC / BDC  |
| Obj. 8 – Protection of employment land |  | Losses of employment land in development/regeneration areas  | BCC LDFCore Output Indicator 1e.  | Needs to be compliant with LDF reporting requirements (BCC / BDC)   |  |
| Obj. 9 - RIS                           |  | Amount of land developed for employment by use type.<br><br>RIS a)<br>Number of businesses attracted to RIS and b)<br>Quantity of Floorspace Let<br><br>- Number of businesses within region assisted to engage in new collaboration | BCC LDFCore Output Indicator 1b<br><br>AAP Local Indicator<br><br>RDA Core Output | Needs to be compliant with LDF reporting requirements (BCC / BDC)<br><br>RIS partnership group<br><br>RIS partnership group | RIS Partnership Group<br><br>RIS Partnership Group |



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|  |  | s with the UK knowledge base   |   |  |           |
| Obj. 10 – Accessible employment and training |  | - Number of people assisted to get a job   | RDA Core Output   | Longbridge Skills and Employment Group   | LESG      |
| Obj. 11 – Supporting local enterprise        |  | - Number of new businesses created and demonstrating growth after 12 months<br>- Number of businesses attracted to the region  | RDA Core Outputs  | Annual Business Survey   | BCC / BDC |
| <b>A New Heart for Longbridge</b>            |  |  |   |  |           |
| Obj. 12 – Mixed Use Local Centre             |  | Amount of completed retail, office and leisure development.  | BCC LDF Core Output Indicator 4a  | Needs to be compliant with LDF reporting requirements (BCC / BDC)  |           |
| <b>Homes for the Future</b>                  |  |  |   |  |           |
| Obj. 13 – Delivering new homes               |  | Longbridge housing trajectory i ) net additional dwellings since the start of the AAP<br>(ii) net additional dwellings for the current year;<br>(iii) projected net additional dwellings up to the end of the AAP<br>(iv) the annual net additional dwelling and<br>(v) annual average number of net additional dwellings needed to meet overall | BCC LDF Core Output Indicator 2a<br><br>BCC LDF Core Output Indicator 2c. | Needs to be compliant with LDF reporting requirements (BCC / BDC)<br><br>Needs to be compliant with LDF reporting requirements (BCC / BDC) | BCC / BDC |

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|  |  | <p>housing requirements, having regard to previous years' performances</p> <p>Percentage of new dwellings completed at:<br/> (i) less than 30 dwellings per hectare;<br/> (ii) between 30 and 50 dwellings per hectare;<br/> (iii) above 50 dwellings per hectare.</p> |                                  |   |           |
| Obj. 14 – Mixed and affordable housing |  | Affordable housing completions   | BCC LDFCore Output Indicator 2d. | Needs to be compliant with LDF reporting requirements (BCC / BDC) | BCC / BDC |

## APPENDIX 1

**Regional Spatial Strategy-** the AAP is being prepared in the context of Regional Spatial Strategy xxxx. It also takes account of the RSS Phase 2 Revision Preferred Option. It is in general conformity with these.

**Core Strategies-** Both Birmingham and Bromsgrove are still preparing their Core Strategies. However in view of the urgent need to secure the regeneration of Longbridge following the collapse of MG Rover, both local authorities agreed to prepare this AAP in advance of their core strategies.

### **Birmingham Unitary Development Plan 2005**

This is the statutory development plan for the whole of Birmingham, including the northern part of the AAP area. This plan has been “saved” xxxxxx plan The Longbridge AAP is in conformity with the policies in the Part 1 of the UDP (with the exception of part of para 6.30). It will however replace the policies and proposals that relate to the MG Rover Plant at Longbridge in part 2 of the UDP.

### **Bromsgrove District Local Plan 2004 and Worcestershire Structure Plan 1996-2011.**

These documents from the statutory development plan for the southern part of the AAP area that lies within Bromsgrove. xxxxxxxx

### **List of UDP policies to be superseded by the Longbridge AAP**

- Para 19.8- second bullet point. Delete “to continued investment in the MG Rover Longbridge Para 19.19B- delete
- Plant, and to the”
- Para 19.9- delete “including the reopening of the line of the old Longbridge to Halesowen railway to serve Rubery and Frankley”
- Para 19.9A- delete “as identified in the Longbridge Framework”
- Para 19.19 – delete
- Para 19.19A- delete
- Para 19.19B- delete
- Para 19.19C- delete
- Para 19.19D- delete
- Para 19.35- delete first sentence
- Chapter 19- List of proposals. Delete “passenger rail services are proposed to be re-introduced to serve Rubery and Frankley, and
- Para 6.30-delete “Rubery and Frankley including park and ride facilities, and”
- Figure 6.1- delete reference to Possible introduction of passenger services between Longbridge and Frankley/Rubery.

### **Other policies/proposals superseded**

### **LTP policies**

- **Longbridge Link Road-**
- **Rail link to Frankley**