

## Birmingham Road / Stourbridge Road Junction – Developer Proposal Scoring Matrix

NAME:		Score	Max Score
<b>PRICE</b>	DV baseline figure*		25
	*suggest sliding scale so that higher offers score more		
<b>DELIVERABILITY</b>	Finance		10
	Strength of tenancy agreements		10
	Timescale		5
<b>PLANNING</b>	Fit with the AAP		10
	Part of a comprehensive scheme (or could sit well with a later phase)		10
	Links with the High St.		10
<b>REGENERATION</b>	Jobs		10
	Footfall		5
	Visits to Bromsgrove		5
	Helps to make Bromsgrove T.C facilities comparable with other shopping destinations		5
	<b>Total</b>		<b>100</b>
<b>Area Action Plan</b>			
Site specific	Street Frontages		2
	Regards to Parkside / Stourbridge Road		
	Regards to Sainsbury / Birmingham Rd		
	Distinctive Architecture		
	Tree Planting		
	Office Accommodation		
Retailing and the local economy	6.18 – Retail Capacity Assessment – no need for further convenience retail floorspace		2
	Increase footfall		
	Increase amount land developed for retail		
	Increase number of restaurants, cafes and eating places		
	Increase satisfaction with the evening economy		
Living and Working	Decrease unemployment		2
	Increase number of private homes delivered		
	Increase number of affordable homes delivered		
	Increase amount of land for office space		
Environment and Open Spaces	Upgrading the public realm and primary shopping zone		2
Transport and Accessibility	Parkside Junction improved		2
	Improved pedestrian linkages		
	Decrease number of car parks		