

**BROMSGROVE DISTRICT COUNCIL**

**Local Development Framework Working Party**

**29<sup>th</sup> May 2008**

**Bromsgrove Town Centre Area Action Plan Issues and Options  
Consultation**

Responsible Portfolio Holder	Cllr Jill Dyer
Responsible Head of Service	Dave Hammond
Non Key Decision	

**1. SUMMARY**

- 1.1 The following report summarises the Issues and Options for the Town Centre Area Action Plan (AAP) and highlights the consultation steps to be undertaken.

**2. RECOMMENDATION**

- 2.1 That the Bromsgrove Town Centre AAP - Issues and Options is approved for public consultation between the 9<sup>th</sup> of June and the 18<sup>th</sup> July 2008.

**3. BACKGROUND**

- 3.1 Members will recall that at the meeting of the LDF Working Party on the 3<sup>rd</sup> August 2006 approval was given to instruct consultants to prepare an AAP for Bromsgrove Town Centre.
- 3.2 AAPs were introduced as part of the new planning system in September 2004 with the intention to provide the planning framework for areas where significant change or conservation is needed. A key feature of AAPs will be a greater focus on implementation. They should:
- Deliver planned growth areas;
  - Stimulate regeneration;
  - Protect areas particularly sensitive to change;
  - Resolve conflicting objectives in areas subject to development pressures; or
  - Focus the delivery of area based regeneration initiatives.
- 3.2 Urban Practitioners and CBRE have since been commissioned to advance work previously undertaken in 2003, and formalise it into the first stages of an AAP.

- 3.3 The Issues and Options AAP is attached at appendix 1, below is a summary of the main issues being consulted on, and methods being used to engage the public.
- 3.4 The AAP once adopted will outline how the council wishes to see the Town Centre develop over the next 10-15 years, this does not only include new development, but also will contain detailed policies to guide sympathetic development of existing properties and areas.
- 3.5 The issues and options stage of preparing an AAP is designed to give people the chance to tell us what they think about the Town Centre both positive and negative. In order to focus on the parts of the Town Centre the planning system can affect we have generated a number of significant issues, and then options which may help to overcome each issue. It will be the case that some of these options do not complement each other, but it is important to offer the choice to find out if the issues and options generated up to this point are shared by the rest of the community that use the Town Centre, or for those that don't use the Town Centre what are the issues which mean they go elsewhere. The plan at this stage also encourages people to suggest other options which we may or may not have included.
- 3.6 The plan has been split up into 6 specific themed sections as well as including a brief introduction, and description of the consultation undertaken in order to generate the issues and options. The rest of the plan then deals with the following issues

- Vision and Objectives
- Transport Movement and Accessibility
- Retailing
- Living and Working in Bromsgrove
- Environment and Open Spaces
- Opportunities for Change

### 3.7 Vision and Objectives

A vision for the Town Centre has been developed and is being consulted on to see if we have understood the aspirations of the people who use, live, and work in Bromsgrove Town centre, the vision is:

*“Bromsgrove will develop into a thriving, vital and viable commercial centre; A place where people choose to shop for their local needs, and spend time to eat, drink and socialise. Visitors will enjoy an excellent range of shopping and leisure facilities provided within a high quality, pedestrian orientated and safe environment, new development must respond carefully and positively to the towns historical character.”*

The four main sections of the report, Transport Movement and Accessibility, Retailing, Living and Working in Bromsgrove, and Environment and Open Spaces all stem from this one overall vision.

### **3.8 Transport Movement and Accessibility**

This section deals how people currently access the Town Centre and once there how they get around it. It has options based around 4 main topics,

- Bromsgrove Train Station
- The Road network
- Buses, pedestrian, linkages and mobility,
- Car Parking

Some of the detailed options under the issues include introducing a one way road network, relocating the bus station, reducing or increasing the level of parking in the Town Centre.

### **3.9 Retailing**

Retailing is the largest single use in the Town Centre ranging from supermarkets such as ASDA and Somerfield down to individual specialist shops and market stalls, the issues and options looks at three significant issues

- The Retail Offer
- The Market
- Evening Economy

The options which sit under these issues looks at attracting new high quality high street retailers into to the Town, or alternatively focussing on independent specialist retailers, it also considers the location and form of the Market, and the presence of evening economy operators.

### **3.10 Living and Working in Bromsgrove**

The Town Centre not only operates as a retail Centre but also offers many of the leisure and community services expected in a Town the size of Bromsgrove, three main issues have been identified as,

- Housing
- Employment
- Leisure Provision
- Public Services
- Crime and Safety

These issues have options including increasing the opportunities for living and working in the town centre as well as refurbishing or replacing/relocating the Dolphin Centre, creating a campus to provide a number of key local services on one site, and improved efforts to ensure public safety in the town centre.

### **3.11 Environment and Open Space**

Any regeneration must not only focus on new buildings but also on the spaces in between them, Bromsgrove Town Centre is rich in history, so much so that a large part of the Town Centre is a designated conservation

area, it is important that the conservation area and other key spaces within the Town Centre are included in any redevelopment schemes. The three main issues identified are.

- The Public Realm
- The Spadesbourne Brook
- The Recreation Ground

The specific options for dealing with the environment and open spaces within the Town Centre include repaving the high street, landscaping the Spadesbourne Brook and relocating the recreation ground.

### **3.12 Opportunities for Change**

The final section of the plan highlights some of the potential development sites and the possibilities for redevelopment. It does not offer any firm suggestions as to which sites should be redeveloped or in which order, or indeed if they should be redeveloped at all. It demonstrates that we are considering attracting new, or moving existing uses within the Town Centre and there are sites with different levels of availability which may or may not serve the purpose.

### **3.14 Consultation**

The Public consultation required for an AAP is one of continuous engagement until the more formal latter stages, with this in mind the consultation for the issues and options will be done in various different forms over the summer.

3.15 Section 3 of the AAP describes the consultation carried out to get to the issues and options stage, a number of different methods were used to engage with different chosen stakeholders, the next round of consultation will be much larger scale and all inclusive. The AAP and supporting documents will be hosted on the BDC website, as well as being displayed in the CSC and all the libraries around the district. Letters advertising the consultation will be sent out to a considerable number of people and organisations who are either required to see the AAP, or have expressed an interest in the AAP. It has been arranged for a stall to be used at the Farmers market on 14<sup>th</sup> June to advertise the consultation in the High Street, similarly it is also hoped to have a stall at the street theatre events later in the summer to do further consultation. Adverts will also be placed in the local press in order to reach as many people as possible. The official period for people to comment on the issues and options will run from the 9<sup>th</sup> June for 6 weeks to the 18<sup>th</sup> July, although in order to take into account the street theatre events in August we will be happy to consider representations received after the 18<sup>th</sup> July.

## **4. FINANCIAL IMPLICATIONS**

4.1 The budget in relation to the project management of the Town Centre development has been approved and has been used to fund the plan.

## 5. LEGAL IMPLICATIONS

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

## 6. COUNCIL OBJECTIVES

6.1

<b>Council Objective (CO)</b>	Regeneration (CO1)	<b>Council Priority (CP)</b>	A thriving market Town (CP1) Housing (CP2)
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### **Impacts**

The AAP is the main delivery tool for the regeneration of Bromsgrove Town Centre and the creation of a Thriving Market Town

The possibility for new housing in the Town Centre is being considered as part of a scheme of mixed use regeneration, its is essential that any new housing meets the local housing needs as much as is practical.

<b>Council Objective (CO)</b>	Improvement (CO2)	<b>Council Priority (CP)</b>	Customer service (CP3)
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### **Impacts**

No impact

<b>Council Objective (CO)</b>	Sense of Community and Well Being (CO3)	<b>Council Priority (CP)</b>	Sense of community (CP4)
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### **Impacts**

The potential exists within the Town Centre to provide new and enhanced community facilities, these options will be explored more as work progresses on drawing up firmer proposals.

<b>Council Objective (CO)</b>	Environment (CO4)	<b>Council Priority (CP)</b>	Clean streets and recycling (CP5)
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### **Impacts**

No impact

## 7. RISK MANAGEMENT

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

The final AAP is found to be unsound by the Planning Inspectorate.

7.2 The risks will be managed as follows:

Risk Register: Planning and Environment  
Key Objective Ref No: 6  
Key Objective: Effective, efficient, and legally compliant Strategic  
planning Service

## 8. **CUSTOMER IMPLICATIONS**

8.1 Public Consultation will be carried out as detailed above in section 3

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

9.1 An equalities impact assessment will be carried out on the final submission version of the report, although attempts will be made to consult with all sections of society as the plan progresses towards completion.

## 10. **VALUE FOR MONEY IMPLICATIONS**

10.1 Urban Practitioners and CBRE have been procured to carry out much of the technical work due to the lack of resources in house. Initial work commissioned in 2003 was also done by these consultants if it was felt appropriate to re-commission them as they were familiar with the Town Centre and the issues surrounding its regeneration.

## 11. **OTHER IMPLICATIONS**

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	The Final version of the AAP will create the policy framework for the regeneration of Bromsgrove Town Centre
Environmental	The Final AAP will have a section will undergo a sustainability appraisal to ensure all elements of the environment are considered.

## 12. OTHERS CONSULTED ON THE REPORT

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

## 13. WARDS AFFECTED

St Johns - although the wider effects of the regeneration should be felt across the District.

## 14. APPENDICES

Appendix 1 Bromsgrove Town Centre AAP - Issues and Options

## 15. BACKGROUND PAPERS

None

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