

BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING GROUP

6TH FEBRUARY 2007

LONGBRIDGE AREA ACTION PLAN PREFERRED OPTIONS

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	David Hammond - Head of Planning and Environment Services

1. Summary

- 1.1 The following outlines the preferred option for the redevelopment of the former MG Rover works at Longbridge.

2. Recommendation

- 2.1 That Members approve the Preferred Options Longbridge Area Action Plan, and that a statutory public consultation is undertaken.

3. Background

- 3.1 In August 2005 a statement of intent was agreed by Bromsgrove District Council, Birmingham City Council, Worcestershire County Council, St Modwen Properties and Advantage West Midlands to work together to produce a development plan for the regeneration of the former MG Rover works at Longbridge. The statement of intent set out the key principles to guide the regeneration of the site. The overarching aim was that,

The site is redeveloped to provide new, quality, sustainable developments which provide 10,000 jobs and delivers a complementary range of social, economic and environmental benefits.

- 3.2 Members will recall that at the meeting of the Local Development Framework Working Group on the 25th September 2006 a report was presented outlining the progress made on the preparation of an Area Action Plan (AAP) for the former MG Rover Works at Longbridge, and specifically the issues and options which were subsequently published for public consultation.
- 3.3 The public consultation period ran from the 16th October to the 17th of November 2006, during this period over 23,000 leaflets were distributed, all key stakeholder were written to, exhibitions were held in a number of locations over the course of 3 days, and all relevant information was made available to the public. Over 1000 responses were received expressing a wide range of views on the issues and options being explored. The consultation identified the most support for a mixed use development which creates not only a substantial number of new jobs but also provides housing, retail, and leisure facilities. A detailed report indicating the responses has been produced, and a copy has been placed in the Members room.

4. The Longbridge AAP Preferred Option

- 4.1 The next stage in the production of the AAP is the preparation and publication of the preferred option. The preferred option has been prepared in response to a wide range of information,

primarily national, regional, and local planning policies, the substantial amount of baseline studies centred on the Longbridge area, and the responses received from the various forms of consultation:

4.2 The final preferred option will be circulated to members in advance of the meeting, in summary the proposals consist of

4.3 **West Works, North Works Car Park and Bristol Road South**

A 25 Ha Regional Investment site, and a mix of residential and commercial uses on main road frontages and other suitable areas of the site.

4.4 **North Works**

Mixed use including a new local centre and other development comprising:

- Retailing, this could be anchored by a supermarket of up to 7,500 sq m gross (5,000 sq m convenience, 2,500 sq m comparison) with a further 5 - 6000 sq m gross comparison provision available through other units, and complemented by other services such as banks and restaurants etc.
- Offices, industrial, commercial, leisure and entertainment uses
- Community, Health, and Education
- Residential
- A new public square / public open space

4.5 **River Rea**

Enhanced open section across West works, with new artificial water course across North Works, this green corridor to be used for cycling and walking routes.

4.6 **Nanjing Automotive**

To be retained on site for car manufacturing, but with the ability to release elements of current land should it become surplus to requirements.

4.7 **East Works**

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

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

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

4.8 **Cofton Centre**

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

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

4.9 **Transport infrastructure**

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

4.10 All proposals contained in the preferred options are underpinned by policies that will require development to be of high quality design, and adhere to the principles of sustainable development.

5. Next Steps

5.1 The statutory consultation period will last for six weeks and is currently timetabled to begin on the 19th of February. Upon completion of the public consultation comments will be considered and a revised plan produced. This plan will be the submission version of the Longbridge AAP and will be formally submitted to the Secretary of State, a further statutory 6 week public consultation period will follow submission. The plan will then undergo an examination in public after which a binding report will be received allowing the Councils to make alterations as requested by the inspector before, finally adopting the plan.

6. Financial Implications

6.1 Initial funding for this project has been secured through the ERDF and the Rover Task force. In order to access the full funding Bromsgrove District Council agreed to contribute £50,000 this is in an approved budget. A further £80,000 has been requested for potential examination costs, this funding is currently in the budget setting process for 2007-08.

7. Legal Implications

7.1 None

8. Background Papers

8.1 Longbridge Area Action Plan - Preferred Options Report (to be circulated upon completion)

8.2 Indicative site plans and visualisations of redeveloped site (to be circulated upon completion)

Contact officer

Name: Mike Dunphy
Strategic and Local Plans Officer
E Mail: m.dunphy@bromsgrove.gov.uk
Tel: 01527 88 1325

Name: Jayne Pickering
Head of Financial Services
E Mail: j.pickering@bromsgrove.gov.uk
Tel: 01527 88 1207