

Bromsgrove
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BROMSGROVE TOWN CENTRE 2040 VISION

Prepared by
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I.0 INTRODUCTION

Following competitive tender, Burrell Foley Fischer LLP were awarded the contract for Bromsgrove Town Centre - 2040 Vision.

The town is the largest centre within the Bromsgrove District and offers opportunities for redevelopment and regeneration, providing the ability to consider new and alternative options not based on the traditional 'retail' and shopping experiences, but rather offer potential solutions to diversify the offer for those living and visiting the town.

This report looks at building on the current vision for the town which has;

- A focus on residential uses, with an emphasis on high quality housing.
- A provision of high quality flexible workspaces, including co-working and co-location, building on Bromsgrove's attractiveness for start-ups and micro-enterprises
- A provision of multi-functional workspaces with a specific focus on the emerging creative industries sector; bringing arts, culture and tech together
- Amenities that introduce and expand the range of uses that encourage and increase 'dwell' time, such as food & beverage and leisure
- A pathway to deliver public realm & green infrastructure with multi-purpose use to enable 'meanwhile' /'pop-up' activities in key town centre locations

The report also aims to inform the production of the Bromsgrove Local Plan, which is under review, although it is not a Supplementary Planning Document (SPD).

The new vision will be important to provide the context for the statutory plan making process. In relation to this, the work undertaken in this report has taken into consideration other evidence based studies being brought forward to support the Plan Review process such as highway, active travel and passenger transport alongside the High Streets Task Force reviews.

Whilst each study will have a different remit, it is important a consistency of approach is adopted for considering the future development of Bromsgrove is applied.

This report considers **Strategic Context and Ideas** to culminate in a vision that will help to deliver major social, economic and environmental benefits and strengthen significantly Bromsgrove Town Centre's viability, vibrancy and attractiveness.

The report also aims to inform Local Transport Plan 5 (LTP5) and supports the five motives for change including; Sustaining Economic Success; Creating a fairer society; supporting local communities and places; becoming more active; tackling the climate emergency.



Current aerial view of Bromsgrove - High Street is highlighted in blue



Current drone view of Bromsgrove High Street with Market Street and Windsor Street adjacent

1.1 STRATEGIC CONTEXT & IDEAS

Strategic Context

Through the undertaking of this report, BFF have recognised that Bromsgrove is an established and successful Town Centre. We've looked to;

- Analyse Key Challenges and Opportunities
- Explore Future Potential
- Identify and support Key Aspirations that include a town centre that is adaptable and resilient to change which will support the future development of the area
- provide the right level of services to meet the needs of the residents and businesses
- Reference previous (excellent) studies, updated to a Post-COVID climate.

Our approach has included;

- Analysis of context and history
- Establishment of key opportunities for regeneration and redevelopment

We've also looked to highlight specific needs to be addressed such as;

- Provision of Services (Breadth and Blend)
- Drivers for users visiting the Town Centre
- Transportation issues (high level)
- Market opportunities and their Commercial viability

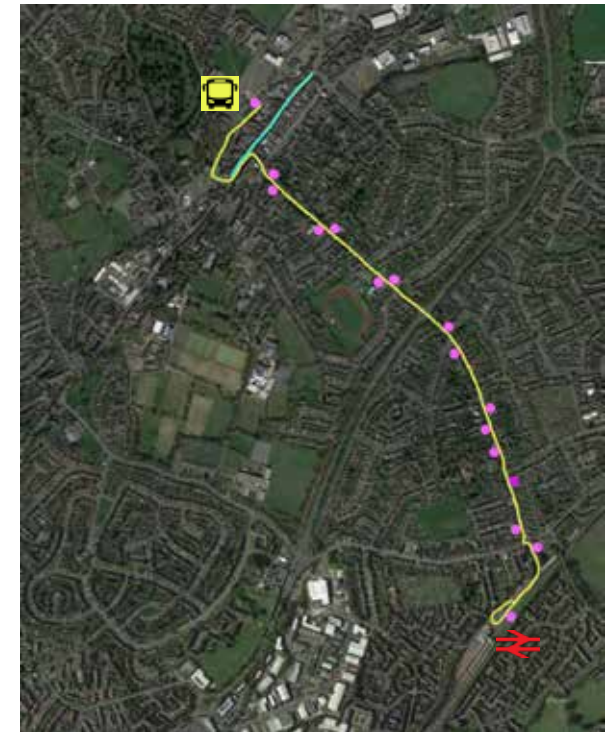
To achieve this we've;

- Consulted with the community and stakeholders to inform the scope of works
- Identified issues with movement and connectivity through and across the town centre with consideration given to accessibility
- Developed a Masterplan including Primary and Secondary Development Opportunities
- Produced option appraisals for key sites to determine Preferred Options
- Consulted with community on conclusions to inform this report

Ideas

The report considers strategic approaches to re-vision and re-position the town centre by;

- Developing a vision that helps to create an inclusive, vibrant and resilient town centre
- Identifying key Primary Development sites and providing ideas on how these could be used
- Providing commentary on public realm intervention sites and providing ideas on how these could be improved
- Identifying Secondary Development sites to reinforce the town centre boundaries and further increase residential accommodation within the town centre to extend its use beyond traditional 'working' hours and requirements and potential options for land assembly by looking at a number of infill sites that could be united to provide a single site for potentially more comprehensive redevelopment.
- Acknowledging the impact of Covid-19 and the market trend towards flexible and co-working uses by embracing existing transport links.
- Supporting the five motives for change to help frame the outcomes required for the new Local Transport Plan 5 (LTP5) and the need for behavioural change to progress described by the 'avoid, shift, improve' framework.



Bromsgrove High Street shown in Blue. Most Direct bus route between town centre and Bromsgrove Train Station shown in yellow (Bus stops in purple).

2.0 EXECUTIVE SUMMARY

The key principles of the report looked to;

1. Develop key sites
2. Review the Public realm interventions
3. Investigate how to reinforce the Market Street and Windsor Street urban “edge” by establishing principles for small scale infill sites development.
4. Investigate a New town square,
5. Review existing Public Transport and Active Travel Links and Public Transport with station and large scale residential developments which have secured Planning Approval

The core focus of this report has been the study of the 4(+1) Key Sites. These predominately residential sites are seen as drivers for growth in Bromsgrove Town Centre. A larger Town Centre population means increased opportunity for town centre usage throughout the day and into the evening, including the night-time economy and its benefits. Providing opportunities to: preserve and strengthen the town’s vibrancy and historic significance, facilitate enduring future development, and augment existing transport and access connections all need to be considered going forwards.

Attracting local users back into their own town centre alongside those from further afield by offering activities that may not be available elsewhere is unquestionably a key driver – the Birdbox delivers such an activity. What is on offer in the town centre understandably informs the interest levels of potential users. A diverse offer across the town centre including additional housing can only increase this. Already, independent feasibility studies have been carried out by One Creative and AR Urbanism with the latter awarded LUF funding to develop the scheme on the Old Market Hall site (Key Site 4) – an indicator of progress during the span of this report.

If you can find it in Bromsgrove, why go elsewhere? Personal modes of transport excluding Active Travel methods should be discouraged to decrease conventional car usage in the drive to a more sustainable environment thus supporting the principles of LTP5.

The Public Realm Intervention sites will improve connections across the town centre and provide repairs to existing fabric. They will benefit the whole community and create safe and vibrant areas for both daytime and evening use.

A small study on the potential of infill sites on streets flanking the High Street has been undertaken and is included in the report. Both Market Street and Windsor Street currently suffer from being the rear elevations of the buildings that form the majority of the High Street. By infilling these sites, there is the opportunity to significantly improve the street-scape thus encouraging further residential/commercial activity such as live/work units which would further diversify the town centre offer.

A new town square was one of the development cornerstones for Key Site 4. This has been taken by AR Urbanism to include an area that can perform as a town square and offer the flexibility of other uses on the Old Market Hall site.

Another aspect to the report is the inclusion of transport and access to the town centre and improvements to walking and cycling routes. Bromsgrove town centre sits between the M5 and the A38, with the A38 creating an ‘eastern’ Bromsgrove area and proving something of a barrier in improving links back to the town centre and links between the town centre and Bromsgrove Train Station. A38 improvement works are included in the Transport section of the report which include Active Travel routes.

Key recommendations and next steps;

- a. Investigate in further detail the Key sites with a view to developing them all including the car park sites
- b. Carry out the public realm improvements
- c. Invest in a new town square, noting AR Urbanism’s scheme was awarded LUF funding and is closer to becoming a reality in harmony with the Birdbox offer.
- d. Investigate in further detail improvements to public transport links including those between the town centre and train station and to the large scale residential developments that have achieved planning approval by commissioning a separate study to be undertaken by Transport Consultants. Such a study should include sustainable travel and town centre car parking requirements at present and in the future should the residential developments be constructed. A detailed brief should be developed in advance.
- e. Continue to improve active travel links by utilising S106 Agreements and Planning Conditions as necessary
- f. Consider establishing a Mobility Hub on Crown Close to increase the types of travel available and improve the public realm
- g. Investigate the feasibility of Co-Working Hubs in vacant properties
- h. Establish a strategy for letting the vacant properties by investigating ownership/leaseholds.
- i. Establish a strategy for implementing the infill/pocket sites including live work units
- j. Deliver additional leisure and community facilities to increase the diversification of the town centre offer to cater for the existing local population and the occupants of almost 2,000 new dwellings if the large and small scale residential developments that have achieved Planning approval are constructed over the course of the next few years.

3.0 PROJECT BRIEF + TEAM

The project revolves around the development of major unused and under used sites to attract people into the town centre to take advantage of what it currently offers and what it will offer in the future. There are also insights into planned Public Realm Intervention sites to improve connections across the town centre and provide repairs to existing fabric. Furthermore, a sub-study on the potential of infill sites on streets flanking the High Street has been undertaken with a view not only to increasing the residential population, but also reinforcing the town centre boundaries.

There are two 2 major sites that currently provide car parking facilities and a third major site that has a redundant building complex. The fourth site at the southern end of the High Street was vacant following the demolition of the Bromsgrove Market Hall in 2010 and the remaining retail/commercial building circa 2016 until being made into a car park circa 2018 and adjacent public realm space in 2020. A fifth site off Stourbridge Road also contains car parking, but is subject to a separate development agreement.

The location of three of the four sites lend themselves to residential use as they are on the fringes of the established town centre and all very much in walking distance of the High Street. The Old Market Hall site due to its siting at the southern end of the High Street provides an opportunity for commercial offerings not found in the town centre.

Project Team

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4.0 CONTEXT: HISTORIC ANALYSIS



4.1 HISTORIC TOWN



Bromsgrove 1781

Bromsgrove is a medieval town in Worcestershire, England. The town is situated between Worcester, Kidderminster and Redditch, and is approximately 17 miles (27km) south-west of Birmingham.

The town has existed as a small urban settlement since the late 1200's. Specialising in trade and craftsmanship, Bromsgrove's early development and expansion was primarily driven by its concentration around the Roman Road: a major connective road linking Worcester and Birmingham.

Throughout the middle ages and early modern period, Bromsgrove's economy centred around both craftsmanship, and the preparation and sale of food and drink, and provision of overnight accommodation for visitors en route to larger medieval towns. By the eighteenth century, significant new development saw the reconstruction and notable alteration of much of the town's medieval core.

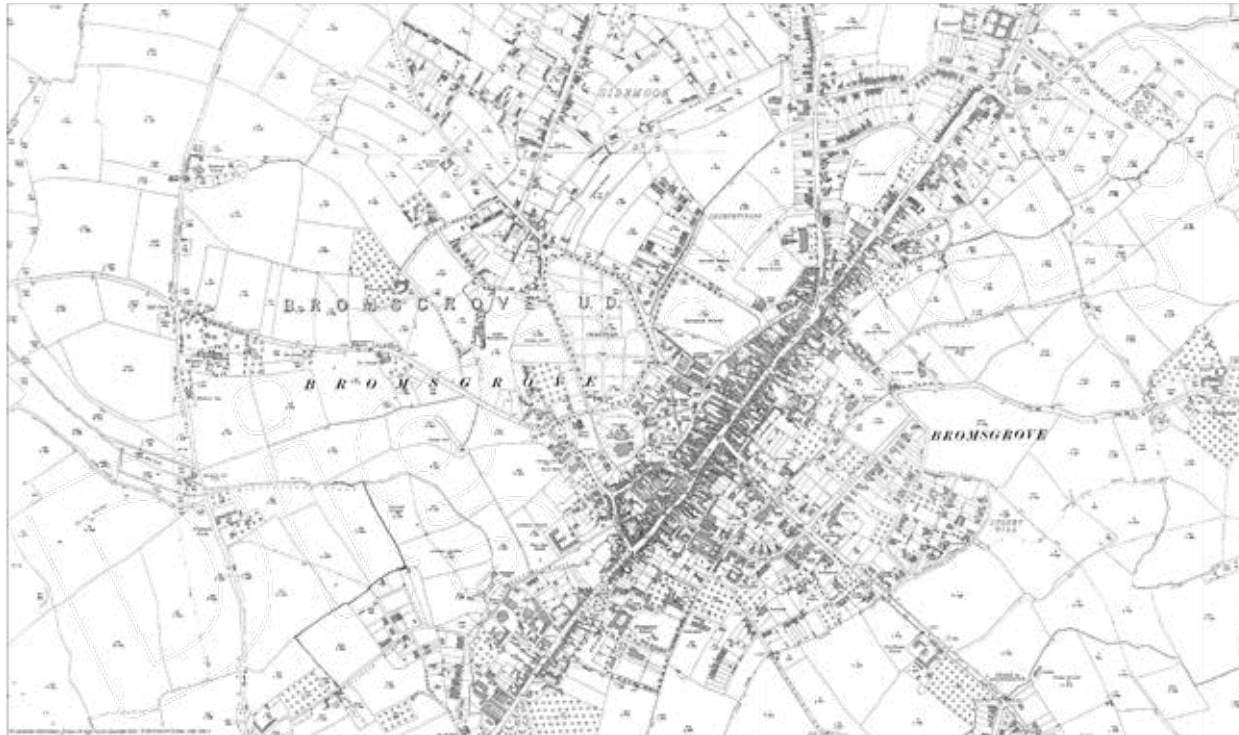


Bromsgrove 1850



Bromsgrove 1855

4.2 HISTORIC TOWN DEVELOPMENT 1920-1949



OS MAP 1920

Bromsgrove's splendid Church, on its ancient hilltop site, gives and indication of its importance as the medieval market town; its size may also reflect the extent of its parish, which stretched as far NE as Kings Norton (now within Birmingham). The town, granted a market charter in 1199 and a borough by 1295, lay to the E, developing in decidedly linear fashion along the former Roman Road (or Saltway) leading N from Droitwich. 'The towne of Bremisgreve is all of a manner in one very longe strete, stondynge on a playne grownde,' wrote Lelande in the 1530s, adding that it 'stanyth somewhat by clothinge'. By the C17-C18 its prosperity depended rather on the home production of wrought-iron nails, and industry mostly carried out in alley and courtyards opening off the High Street; the outlines of a few can still be traced.

In 1778, nearly a thousand were employed in this trade. James Dugdale, in 1819, called Bromsgrove 'a large and dirty place, full of shops and manufacturers of needles, nails, sheeting and other coarse linen'. The hand-made nail industry declined later in C19, in the face of industrialized manufacture elsewhere in the West Midlands. In 1898 the town's economy received a huge boost from the founding, by Walter Gilbert, of the Bromsgrove Guild of Applied Arts, which developed into a thriving enterprise, attracting craftsmen from across Europe; it closed in 1966. Of local architects, the most notable was John Cotton (1844-1934), a native of the town who also opened a Birmingham office, retiring early, in the 1890s.

Pevsner Architectural Guides: Buildings of England, Worcestershire

Steep decline of craft industries in the twentieth century, due to increasing competition from mechanised manufacture, occurred in conjunction with slum clearance efforts in the centre of the town.

As a result, significant development of the high street became paramount. Although much of the street pattern established within Bromsgrove's medieval core remained, vacant sites were in filled with 'lower grade', larger scale commercial buildings, housing chain stores.

Drastic changes to retail habits have continued into the twenty-first century with the advent of online shopping and restrictions imposed by Covid-19.



The demise of local craftsmen and takeover and subsequent redevelopment of the High Street (1943).

4.3 HISTORIC TOWN DEVELOPMENT 1950-1970



OS MAP 1970



St John's Street : street widening to accommodate vehicular traffic (1970).

4.4 HISTORIC TOWN DEVELOPMENT - THE MARKET HALL



Bromsgrove Market Hall, the Market Place. Demolished 2010.



Demolition of Bromsgrove Market Hall (2010).

Birdbox, the current offering on the Old Market Hall Site

The former Market Hall building was demolished in 2010. Birdbox which opened in 2020, has breathed new life into the site offering pop-up cuisine, open air dining and places to sit and enjoy public events.

The Birdbox is a welcome addition to the town centre and echoes the heritage of the site being a former trading area.



Illustration of Bromsgrove (1850s).



Bromsgrove Market Hall, the Market Place c2000.

5.0 CONTEXT: URBAN ANALYSIS



5.1 KEY PRINCIPLES



Key Sites

- | | |
|--------------------------|---|
| 1. Windsor Street Site | 4. Old Market Hall |
| 2. Churchfields Car Park | 5. Stourbridge Road (Subject to separate agreement) |
| 3. Dolphin Centre | |

Site plan

At present, Bromsgrove continues to attract visitors to its high street from neighbouring Kidderminster, Worcester and Redditch. However, the attraction of its retail opportunities, varied food and drink outlets, and the centrality of Bromsgrove school, has instigated significant vehicular congestion issues. Numerous car park sites dotted around the high street are perceived as both a draw and a detractor.

The four sites within the town centre, highlighted for regeneration, (of which two are presently car parking sites) provide opportunities to: preserve and strengthen the town's vibrancy and historic significance, facilitate enduring future development, and augment existing transport and access connections.

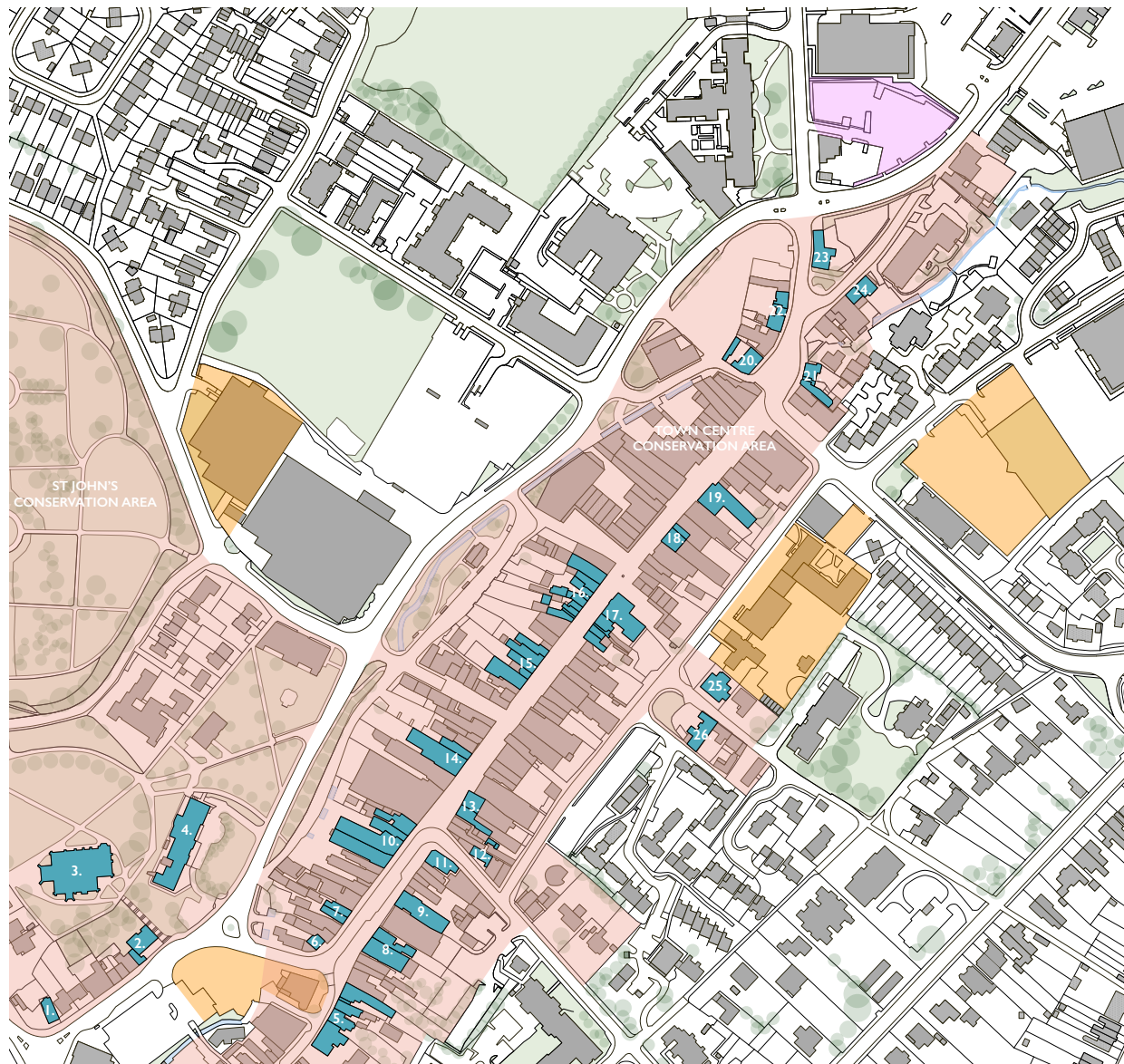
A fifth site, north of the Strand is subject to an additional development agreement.

This section of the report also reviews the public realm improvements with Section 6 of the report looking at wider public transport and active travel links to the town centre.

2040 Vision

- Develop key sites
- Reinforce Market Street and Windsor Street urban "edge"
- Public realm interventions
- New town square,
- Active Travel Links and Public Transport with station and large scale residential developments which have secured Planning Approval
- Adopt principles for small scale infill sites development

5.2 BUILDING STOCK



Significant buildings and historic fabric

Bromsgrove town centre has an impressive building stock. The listed buildings predominantly date from the eighteenth and nineteenth centuries. These are complimented by a few earlier surviving timber-framed buildings dating from the medieval period. Architecturally, the building stock exemplifies a variety of architectural styles, ranging from English Vernacular to Georgian and more elaborate Victorian Gothic.

- Listed Buildings
- Town Centre Conservation Area
- Development Sites

5.2.1 LISTED BUILDINGS AND SIGNIFICANT BUILDING STOCK



Listed buildings and significant historic fabric

5.3 TYPOLOGY AND MATERIALS



Typical Materials include;

- Midlands Red Brick
- Plain Render (secondary)
- Local Red Sandstone
- Pitched Clay Tiled Roofs
- Timber Framing (Expressed)



Typical Building materials

5.3.1 TYPOLOGY AND MATERIALS

There are 60 listed buildings in Bromsgrove town centre. These range from the 12th century St John's Church to the Bromsgrove School Memorial Chapel built in 1931. The majority of the listed buildings are on the High Street with 33 out of the 60 fronting onto the street itself.

The buildings of Bromsgrove are typical of the types and style of buildings to be found across the whole of north Worcestershire and the use of the building materials is also typical of Worcestershire. The natural building materials around Bromsgrove were timber; oak and elm were common in the area; sandstone, from the Bromsgrove Sandstone Formation; and brick, formed from the local clays. Timber was the most common building material in the medieval period and was used for the construction of most buildings, from the smallest, rudest, structures of a single room to more costly, high-status buildings. The use of timber continued into the post-medieval period with large and small timber-framed buildings being constructed throughout the later 16th century and 17th century.

The local sandstone, from the Bromsgrove Sandstone Formation, was used in the medieval and post-medieval periods for the very large structures of high status. An obvious example of this is St John's Church. Local Sandstone was also used for smaller buildings and boundary walls throughout the post-medieval period and into the 18th and 19th centuries. Whilst brick was being used for buildings in the medieval period, it is very rare to find in Worcestershire because of more easily accessible building materials, such as timber. It was only until the 17th century when brick began to be used in the County. Timber-frame buildings would be replaced with brick or they would be merely re-fronted as it was cheaper. This is visible on the High Street of Bromsgrove where a number of structures have evidence of timber-frame behind their brick frontage.

Reference: Rogers, T., Robson-Glyde, S. and Dalwood, H. (2013). *The Historic Environment of Bromsgrove Town Centre, Worcestershire: A Baseline Survey*. Worcestershire County Council.



Relocation of Hop Pole Inn to New Road (c.1864). A timber framed building

5.4 USE PROFILES



Building Stock : Use Profiles

Bromsgrove's Building Stock : Use Profiles

Today, much of Bromsgrove town centre's economy revolves around retail and the sale of food and drink. The High Street predominantly houses retail outlets. These, in line with historic and more recent developments to the town, have expanded to the north and south of the High Street. Residential areas are located to the north west and south east of the medieval core. Currently, there is little in the way of leisure and community provisions within close proximity to the centre of Bromsgrove.

Key:

- Workplace
- Retail
- Residential
- Sites

5.4.1 EXAMPLES OF EXISTING USES OF BUILDINGS



RETAIL



RESIDENTIAL



FOOD & DRINK



HOTEL



LEISURE / LOCAL COMMUNITY



BUSINESS & OFFICE



PROFESSIONAL SERVICES



FOOD & DRINK



NON-RESIDENTIAL INSTITUTIONS



SUI GENERIS

5.5 VACANT PROPERTIES - 2019

Bromsgrove's Building Stock : Vacant Properties Pre-Covid-19

Pre-Covid-19 there were a small number of sites in the Town Centre that were vacant - representative of a strong and healthy commercial district.

As illustrated, there are 10 properties vacant including the Leisure Centre. These were established during a tour of Bromsgrove conducted by BFF.



- Vacant Property
- Development Sites

Vacant property (2019 - Pre Covid)

5.5.1 VACANT PROPERTIES - 2020

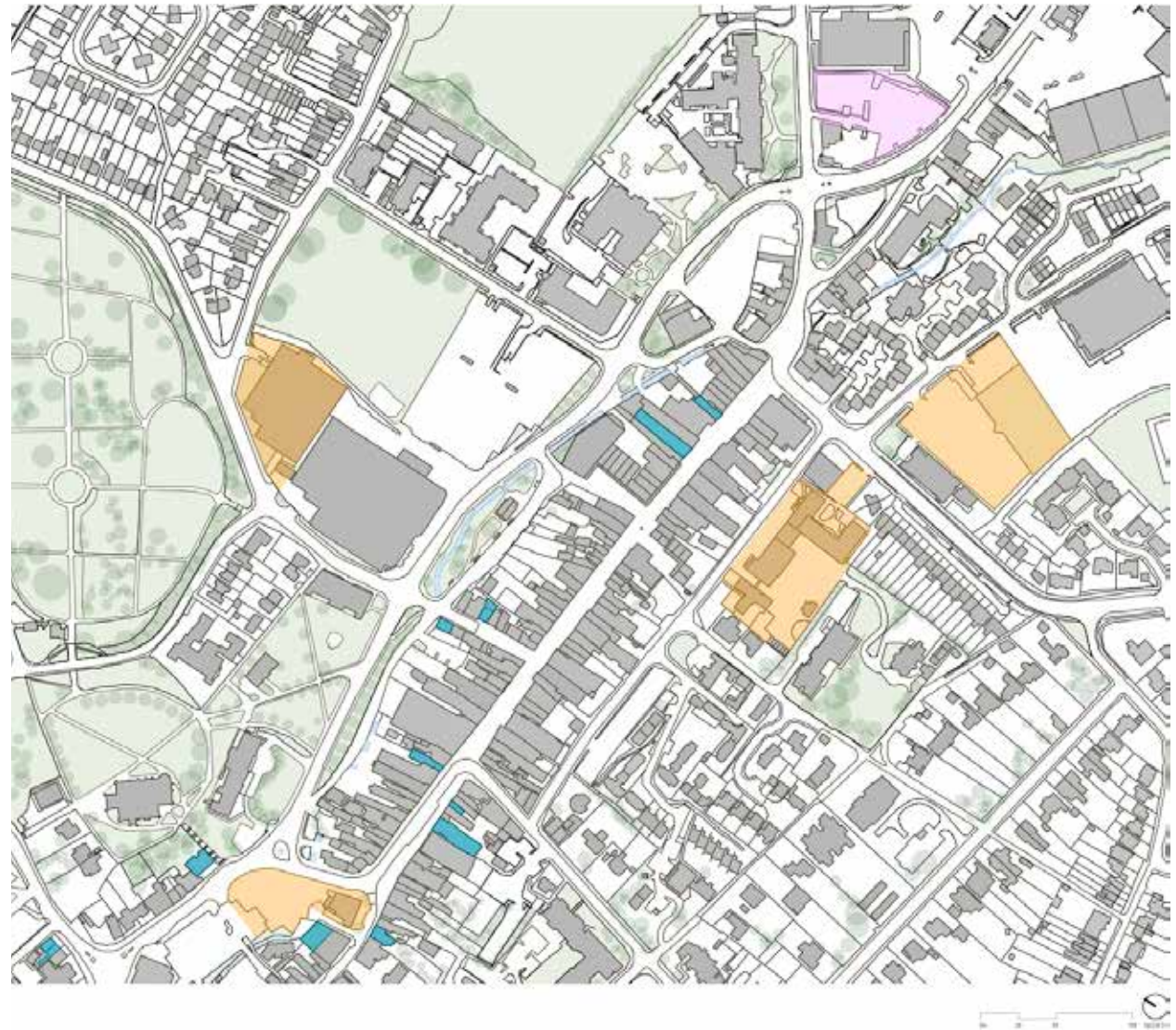
Bromsgrove's Building Stock: Vacant Properties During Covid-19

Covid-19 exacerbated already prevalent high street decline across the UK. Footfall was crippled by government restrictions and the closure of non-essential retail stores. This had an obvious effect on occupancy, leading to unprecedented high street vacancy.

Unfortunately Bromsgrove did not escape this national and international trend resulting in a small increase in vacant sites (the Leisure Centre was now in use).

Reflecting this nationwide issue, Bromsgrove town centre should look to regeneration to ensure future development is sustainable, commercially viable, community focused and ensure the revival of Bromsgrove's former vibrancy.

As illustrated there are 11 vacant properties. These were established by AR Urbanism's Report 'Bromsgrove Town Centre Regeneration, Market Hall and Dolphin Centre Sites PART A - Analysis Report'.



- Vacant Property
- Development Sites

Vacant property (2020 - Covid)

5.5.2 VACANT PROPERTIES - 2023

Bromsgrove's Building Stock: Vacant Properties Post-Covid-19

Since 2020 and the impact of covid, the number of vacant sites has more than doubled

As illustrated there are 24 vacant properties. These were established during a tour of Bromsgrove conducted by BFF in January 2023.

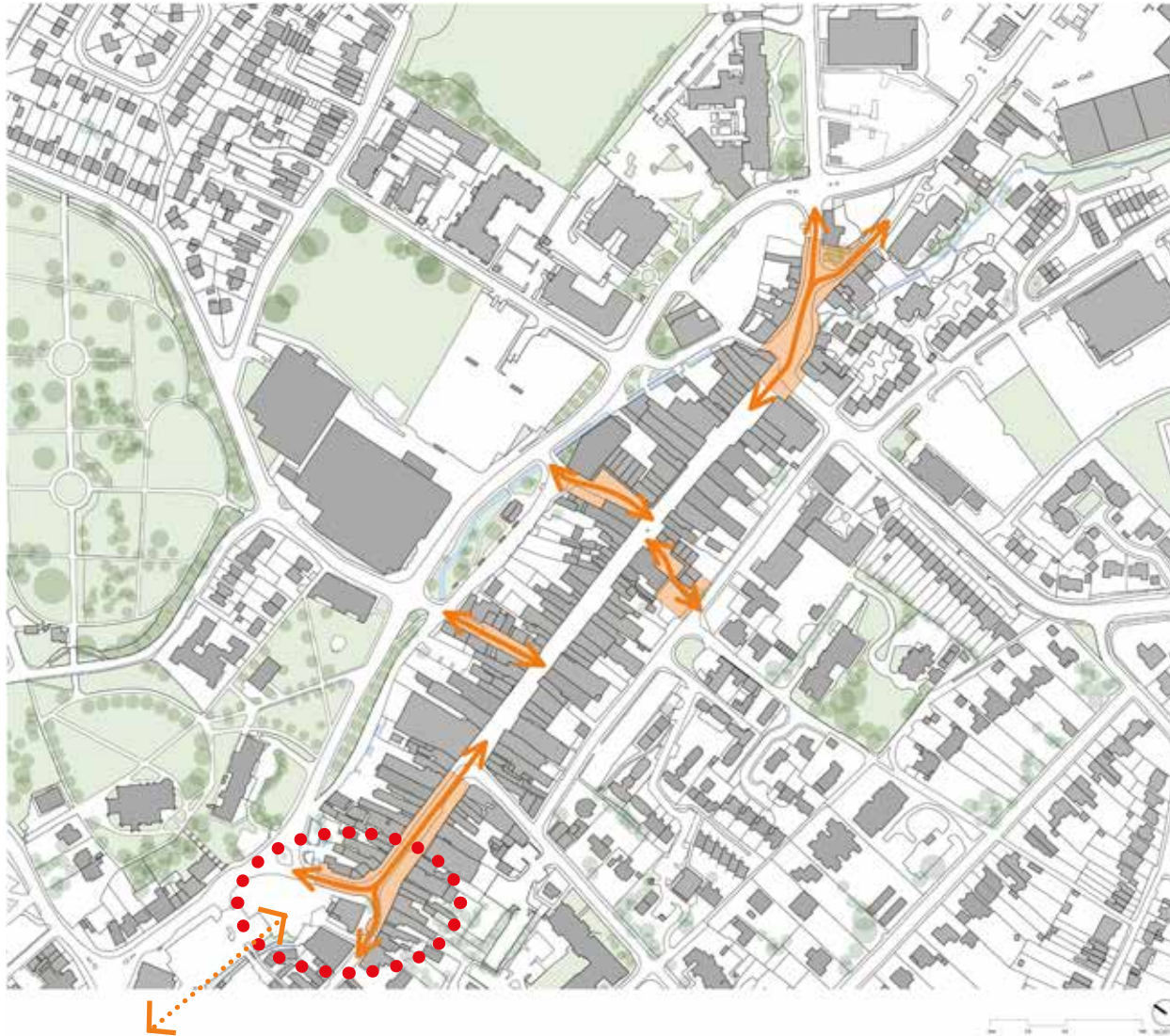
We note the Iceland Supermarket site is included as a vacant site as it is closing permanently in February 2023.



- Vacant Property
- Development Sites

Vacant property (2022 - Post Covid)

5.6 PUBLIC REALM INTERVENTIONS



Intervention sites

Public Realm Intervention Sites

Five sites for possible intervention have been appointed. These sites, all lying within the Town Centre Conservation Area, are considered key entrances to the town: sites which could drive a new phase of town centre improvements.

As noted in the *Bromsgrove Town Conservation Area Appraisal*, 'The existing poor quality public realm affects both the character and appearance of the Conservation Area... In general the public spaces within the Conservation Area have that tired feel that detracts from the appearance of the historic buildings.' The appraisal recommends improvements to the Conservation Area could be made through 'changes to the basic surface material, the legibility and hierarchy of spaces, working with pedestrian desire lines rather than thwarting them as part of a wider wayfinding strategy'.

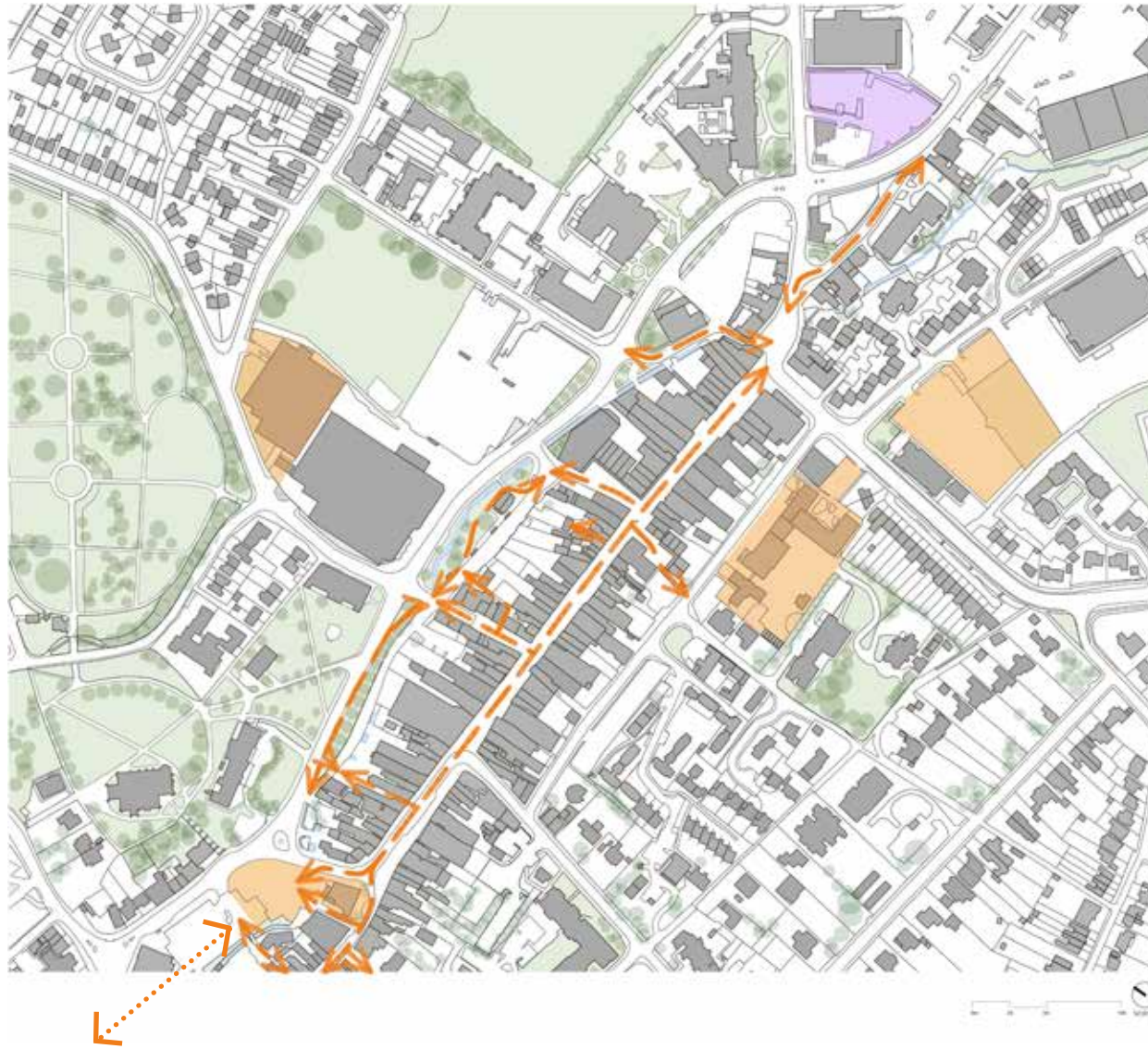
Incorporating the recommendations made within the appraisal, appropriate public realm interventions across the five sites were examined within the 2017 *ch2m A Vision for Bromsgrove (Phase 2) Report*. Works including: the replacement of pedestrian paving, resurfacing and realignment of highways, decluttering and rationalisation of street furniture, parking reconfiguration, augmentation of access routes and the selective planting of trees, shrubs and perennial plants, were all investigated as feasible works to enhance the Conservation Area. The report determined a homogeneous scheme enabling a sense of cohesion across the sites, initiated through a strong, consistent design language would positively counteract the present decline of the public realm, and associated impact to the town's retail offer.

The *Bromsgrove Town Conservation Area Appraisal* was followed by the *Townscape Heritage Initiative (2012-2019)* which included upgrades to the High Street and New Road.

6.0 TRANSPORT AND ACCESS



6.1 PEDESTRIAN ACCESS AND CONNECTIONS



Access and Connections : Pedestrian

Much of the town centre's medieval core is pedestrianised, creating a High Street with a sense of intimacy. A number of passageway routes connect the medieval burgage back plots to the High Street, reinforcing the three pedestrianised routes which connect the High Street to Crown Close and Windsor Street. At present these perpendicular connections are cluttered, limiting their accessibility and legibility. To the north of the High Street, the Strand is less pedestrian friendly, with vehicular traffic and car parking realm prioritised.

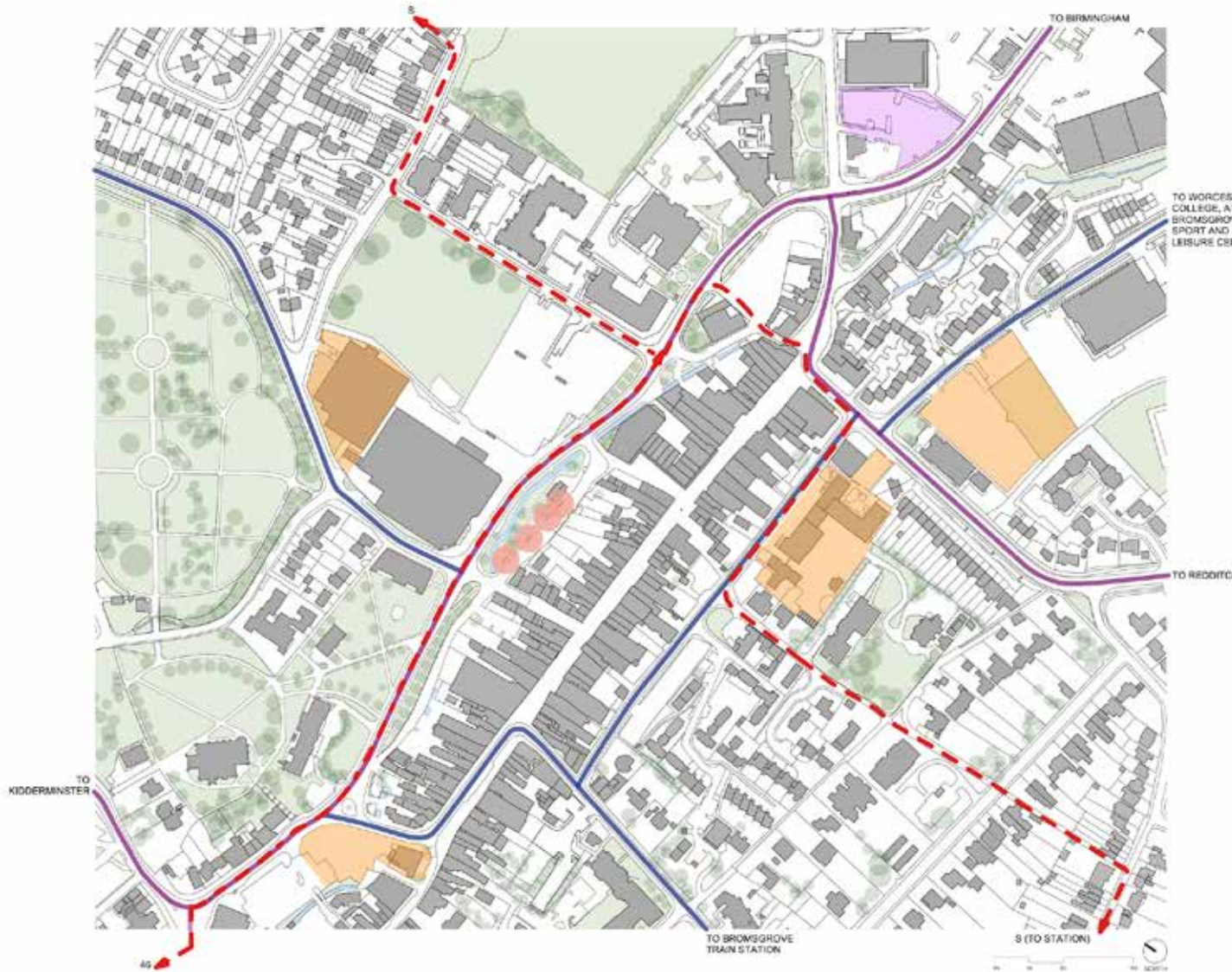
Key:
Pedestrian traffic

6.1.1 EXISTING PEDESTRIAN ACCESS AND CONNECTIONS



Pedestrian traffic routes

6.2 CYCLE ROUTES







Access and Connections : Cycling

The town hosts two cycling routes; National Route 46 connecting Bromsgrove to Neath Route 5 connects to the local station.

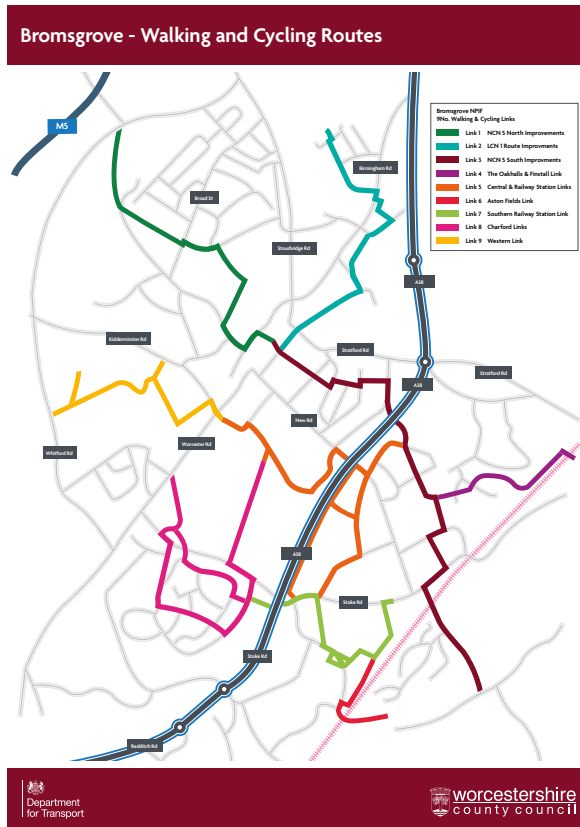
As Part of the A38 BREP, there are now plans to enhance active travel provision along A448 Stratford Road. This may impact on Site I Windsor Street. It is expected any such residential development will need to be designed in parallel with junction improvements to enhance active travel routes.

As noted in section 7.2.1, upon review of the One Creative Feasibility Study, for Windsor Street there is no further detail given on how the scheme addresses Policy Context or if any Public Realm or Public Highways or Road/Junction improvements including Active Travel provision on A448 Stratford Road will be considered as part of the scheme. The Local Planning Authority could look to impose conditions on any Planning Application to address these matters if required. As of February 2020 no formal Planning Application has been made.

There are no specific improvements relating to Active Travel provision noted in the AR Urbanism Report 'Bromsgrove Town Centre Regeneration: Market Hall and Dolphin Centre Sites Part B - Options Report' dated November 2020.

-  PRIMARY ROAD CONNECTIONS
-  SECONDARY ROAD CONNECTIONS
-  BUS INTERCHANGE
-  NATIONAL CYCLE ROUTES (46+5)

6.2.1 IMPROVING WALKING AND CYCLING ROUTES



Access and Connections :Walking and Cycling

Prior to the works undertaken 2019-22 as part of the NPIF and the A38 BREP scheme, Bromsgrove had limited infrastructure to support walking and cycling journeys. This forced some local people to drive short distances, adding to congested routes.

£3.4m of improvements for walking and cycling routes formed part of the wider transport and highways plan for the area and have seen an additional six recognised walking and cycling pathways introduced over the last two years. The work also included improving other recognised cycle ways across Bromsgrove..

The routes have provided new and improved links between the railway station, town centre, schools, as well as employment and residential areas.

The image shown on this page is a plan showing the location of the active travel links in Bromsgrove which have seen improvements as part of the NPIF project. Between them they spread out across Bromsgrove, with the aim of improving cycling and walking routes in and around the town and helping people to cross the busy A38.

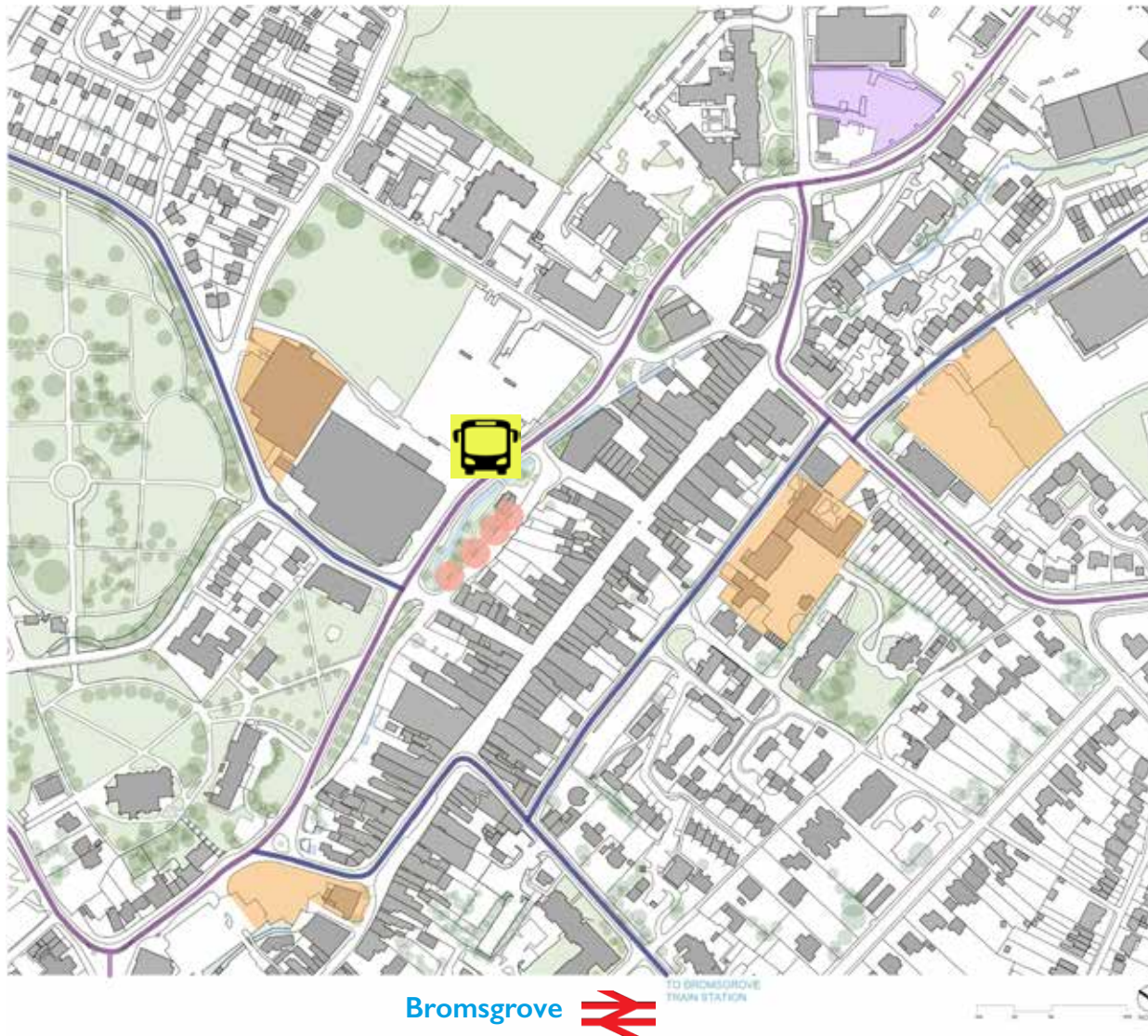
As at Oct 2022 some minor works are on-going on the NPIF routes and as part of the A38 BREP scheme there are plans to provide new active travel measures between the Town centre and the A38 along the A448 Stratford Road'. These should help promote active travel, particularly for local trips

These improvements have included:

- An additional six walking and cycling routes creating a more robust network throughout Bromsgrove
- Upgrading of existing controlled crossings on Kidderminster Road and Market Street being made into toucan crossings and improving the toucan crossing on Birmingham Road by making the path wider.
- Widening of paths in some areas to accommodate use by pedestrians and cyclists. However, the majority of the cycle routes will remain on quieter, low traffic roads, with only a small number of shared use paths being introduced.
- Path and road resurfaced to improve journey comfort
- New LED lighting on pathways
- Clear signage indicating the length of time to walk and cycle to areas of the town centre to promote walking and cycling
- Dropping of kerbs and the
- Introduction of tactile paving at crossing points to improve accessibility

6.3 VEHICLE ROUTES

Birmingham



Access and Connections :Vehicular





Bromsgrove town centre is connected to Worcestershire and the Midlands by a number of key vehicular routes. Connections to Kidderminster; to the north-west, and Birmingham, to the north-east, are facilitated by Market Street, which runs parallel to the High Street. However, in serving a various nearby towns and cities, as well as Bromsgrove town centre, the Market Street vehicular link is often highly congested, particularly at School drop off and pick up times.

New Road, which branches from the south of the High Street, directs vehicles to Bromsgrove train station. The station is 5 minutes drive from the Town Centre, placing it slightly beyond easy, accessible walking distance (25 minutes).

The primary bus interchange is located on Crown Close. Buses are the only form of public transport to which the town centre can be directly accessed from. Limitations to public transport opportunities has led to the car being the preferential mode of transport with which to access Bromsgrove. This is reinforced by the plentiful car parking opportunities scattered around the town centre.

A new 'on demand' pilot bus service (Diamond Buses) was introduced in July 2022 to increase public transport options.

Key:

-  Primary Road Connections
-  Secondary Road Connections
-  Bus Interchange
-  Sites

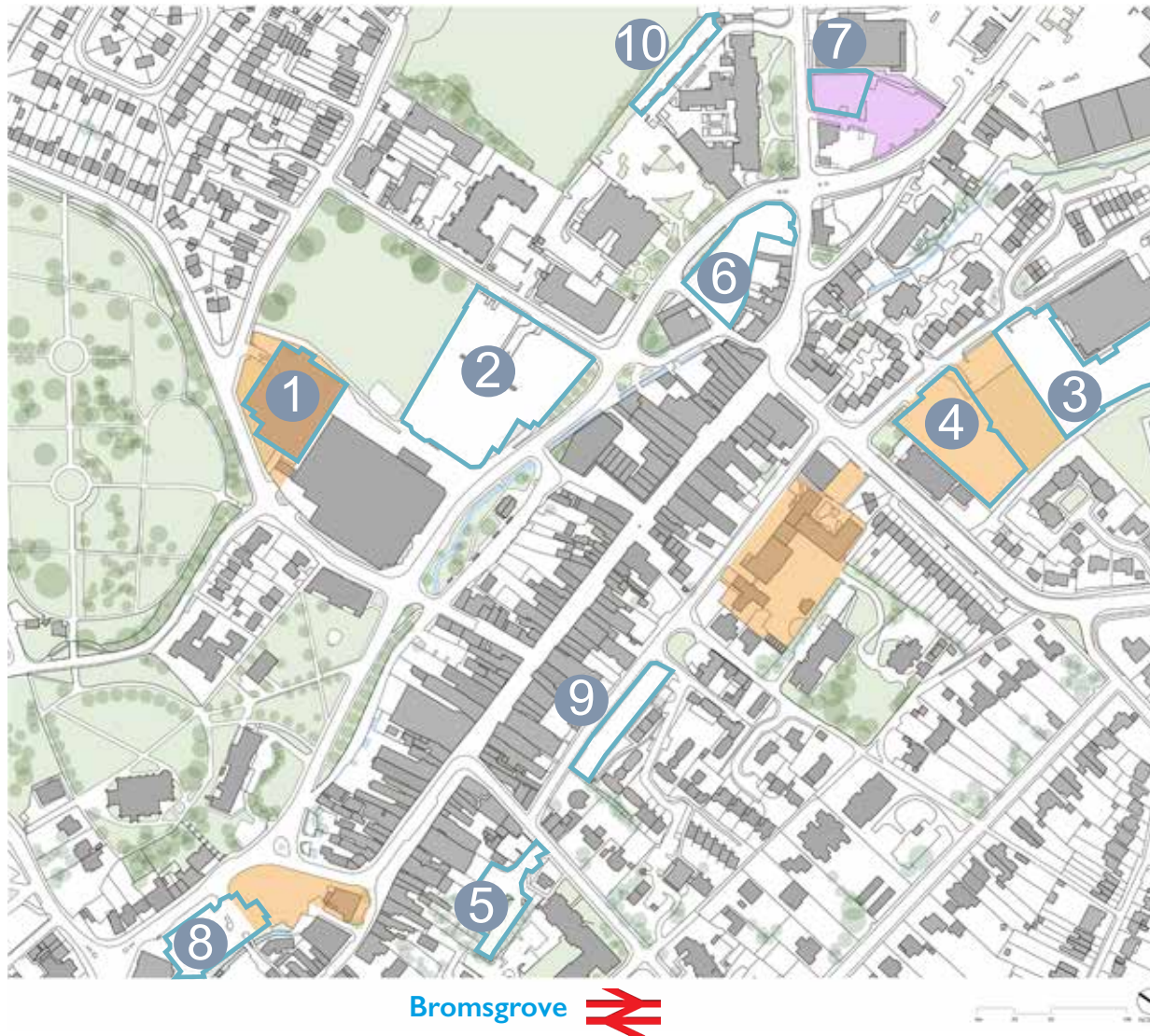
6.3.1 EXISTING VEHICLE ROUTES



Primary transport connections

6.4 TRANSPORTATION AND PARKING

Birmingham



Bromsgrove 

Worcester

Design Considerations

- Review of Existing Infrastructure future initiatives
- Implications of new residential areas
- Current challenges to the existing system
- Future challenges of green travel strategies for 2040
- Reduction in overall parking quantum allowing development
- Improved Public Transport infrastructure
- Charging Point network expansion
- Enhanced Connection with Station and large scale developments that have gained Planning Permission - refer to sections 6.4.3 and 6.4.3.1

Current Capacity

1.	Chruchfields Multi Storey	318
2.	Recreation Road South	312 (ASDA)
3.	North Bromsgrove	195
4.	School Drive	138
5.	New Road	62
6.	Parkside	100
7.	Stourbridge Road	87 (tbc)
8.	St John Street	86
9.	Windsor Street	69
10.	Parkside Offices	Permits
	Golden Cross Lane	15 (tbc)
	Aston Fields	44 (tbc)
	Total	1426

Source; <https://www.bromsgrove.gov.uk/my-place/parking/our-car-parks.aspx> (noting Stourbridge Road and Golden Cross Lane not listed on website)

Car Park sites in Town Centre - Note site 10 Parkside Offices is not listed on following data page as permit only

6.4.1 PARKING DATA

105 week days & Saturdays
18 Sundays

Start Date: 01/May/2022 00:00
End Date: 31/Aug/2022 23:00

Including season ticket allocation
at at 18,480 space hrs per car park

Carpark	Spaces	£/hr	available hours	available space hours
1.Churchfields MS	318	£0.80	1281	407,358
2.Recreation Rd South	312	£0.80	1605	500,760
3.North Bromsgrove	195	£0.80	1353	263,835
4.School Drive	138	£0.80	1353	186,714
5.New Road	62	£0.80	1353	83,886
6.Parkside	100	£0.80	1353	135,300
7.Stourbridge Rd	87	£0.80	1353	117,711
8.St John St SS	86	£1.00	1353	116,358
9.Windsor St SS	69	£1.00	1353	93,357
TOTALS	1367		12357	16,892,019

Machine Name	Description	Cash Count	Cash Value	Card Count	Card Value	Mi-Permit Ct	Mi-Permit Val	Total Count	Total Value	Ave Spend	actual hours used	actual frequency of use	actual hours used	actual frequency of use
Churchfields MiPermit				2818	£4,634.20			2818	£4,634.20					
				2818	£4,634.20			2818	£4,634.20	£1.64	5,792.75	1.42%	24,272.75	5.96%
RECRD1	Recreation Road South	6	£4.40	32689	£32,498.80			32695	£32,503.20					
RECRD2	Recreation Road South	0	£0.00	5027	£5,555.60			5027	£5,555.60					
RECRD4	Recreation Road South	15877	£15,042.20	4490	£3,739.20			20367	£18,781.40					
RECRD3	Recreation Road South	22696	£23,496.45	9045	£8,134.00			31741	£31,630.45					
				5195	£5,005.90			5195	£5,005.90					
				95025	£93,476.55			95025	£93,476.55	£0.98	116,845.69	23.33%	135,325.69	27.02%
NBROM2	North Bromsgrove B60 1BA	607	£670.70	4770	£5,385.60			5377	£6,056.30					
NBROM1	North Bromsgrove B60 1BA	8056	£8,679.75	4357	£5,152.20			12413	£13,831.95					
NBROM3	North Bromsgrove B60 1BA	84	£90.70	491	£514.80			575	£605.50					
				5850	£6,446.00			5850	£6,446.00					
				24215	£26,939.75			24215	£26,939.75	£1.11	33,674.69	12.76%	52,154.69	19.77%
SCHOO1	School Drive B60 1AZ	7971	£10,570.65	2029	£3,347.00			10000	£13,917.65					
SCHOO2	School Drive B60 1AZ	283	£366.45	422	£525.80			705	£892.25					
				794	£1,366.80			794	£1,366.80					
				11499	£16,176.70			11499	£16,176.70	£1.41	20,220.88	10.83%	38,700.88	20.73%
NEWRD2	New Road B60 2JF	7249	£9,221.65	2426	£3,753.00			9675	£12,974.65					
NEWRD1	New Road B60 2JF	1115	£1,254.25	2051	£2,792.20			3166	£4,046.45					
				2845	£5,209.90			2845	£5,209.90					
				15686	£22,231.00			15686	£22,231.00	£1.42	27,788.75	33.13%	46,268.75	55.16%
PARKS1	Parkside B61 8DA	4943	£5,999.60	6471	£8,956.80			11414	£14,956.40					
PARKS2	Parkside B61 8DA	13638	£15,038.10	3545	£5,502.60			17183	£20,540.70					
				3901	£7,162.90			3901	£7,162.90					
				32498	£42,660.00			32498	£42,660.00	£1.31	53,325.00	39.41%	71,805.00	53.07%
STOUR1	Stourbridge Road	0	£0.00	87	£140.40			87	£140.40					
STOUR2	Stourbridge Road	99	£148.10	82	£181.60			181	£329.70					
				134	£259.60			134	£259.60					
				402	£729.70			402	£729.70	£1.82	912.13	0.77%		0.77%
SJOHN2	St John Street B61 8QT	19078	£22,803.35	6533	£9,575.00			25611	£32,378.35					
SJOHN1	St John Street B61 8QT	8363	£7,586.20	8569	£8,430.50			16932	£16,016.70					
				7272	£9,745.20			7272	£9,745.20					
				49815	£58,140.25			49815	£58,140.25	£1.17	58,140.25	49.97%		49.97%
WINDS1	Windsor Street B61 8EY	5832	£6,530.15	5659	£6,860.50			11491	£13,390.65					
WINDS2	Windsor Street B61 8EY	24585	£26,941.50	5041	£6,401.50			29626	£33,343.00					
				5157	£6,519.20			5157	£6,519.20					
				46274	£53,252.85			46274	£53,252.85	£1.15	53,252.85	57.04%		57.04%
TOTALS				27044	£31,661.70	14662	£21,326.60	96636	£130,252.10	£1.35	369,952.98	2.19%	368,527.75	1362.70%

Season Ticket Holders - Assuming Weekdays only (84 days @ 11hrs)			
	120	924	110,880

18,480

Table above derived from Parking Data received from Bromsgrove DC and Redditch BC Leisure, Environment and Community Services Directorate

6.4.1.1 PARKING ANALYSIS AND SUMMARY

The data on the previous page suggests the car park usage is very low for a number of the sites.

The frequency of use is calculated by using parking data to establish how many cars use the site and for how long against the number of spaces available and the actual hours of use. Season ticket holders have also been factored in.

Parking Site 1 Churchfields Multi-Storey

The data for Churchfields Multi-Storey has an Actual Frequency of use of only 5.96%. This is a very low percentage for what is the largest parking site available in Bromsgrove. This data suggests the site is incredibly under used at present. This is likely due to its location in relation to the High Street, its proximity to the Asda car park (Recreation Road South) but may also be influenced by early closing times and the locking of the facility overnight.

Parking Site 2 Recreation Road South (Asda)

The data for Recreation Road South suggests an Actual Frequency of use of 27.02%. This relatively low percentage is likely linked to it being the car park associated with the Asda Superstore and its opening hours. The data suggests this car park is seen as a destination for the supermarket rather than the Town Centre. Although close to, Market Street and Mill Lane need to be walked through to reach the High Street.

Parking Site 3 North Bromsgrove

The data for North Bromsgrove suggests an Actual Frequency of use of 19.77%. This relatively low percentage is likely linked to it being the car park associated with the town's Leisure Centre and its hours of use. The data suggests this car park is seen as a destination for the Leisure Centre rather than the Town Centre. School Drive, although it may be used as a 'drop-off' for

North Bromsgrove High School.

Parking Site 4 School Drive

The data for North Bromsgrove suggests an Actual Frequency of use of 20.73%. This relatively low percentage is likely linked to it being on the periphery of the Town Centre and its links to the neighbouring Methodist Church. Again, it may be used for drop off for North Bromsgrove High School.

Parking Site 5 New Road

The data for New Road suggests an Actual Frequency of use of 55.16%. This relatively High percentage is likely linked to it being close to the Town Centre.

Parking Site 6 Parkside

The data for Parkside suggests an Actual Frequency of use of 53.07%. This relatively High percentage is likely linked to it being close to the Town Centre. The site is also somewhat bordered by retail premises so it may be considered a destination car park.

Parking Site 7 Stourbridge Road

The data for Stourbridge Road suggests an Actual Frequency of use of 0.77%. This incredibly low percentage is likely linked to it being on the periphery of the Town Centre or drivers option to park for 1.5hrs free in the neighbouring Aldi car park off Birmingham Road. There is also 2hrs free parking offered across the Birmingham Road at Bromsgrove Retail Park (Home Bargains, Iceland, Lidl, Pure Gym).

Parking Site 8 St. John Street

The data for St John Street suggests an Actual Frequency of use of 49.97%. This relatively High percentage is likely linked to it being close to the Town Centre. and to the Waitrose Supermarket so it may be considered a destination car park.

Parking Site 9 Windsor Street

The data for Windsor Street suggests an Actual Frequency of use of 57.04%. This relatively High percentage is likely linked to it being so close to the Town Centre - effectively centralised with the High Street with easy links through Chapel street.

Site 10 Parkside Offices

Although no data is available as the site is permitted, its location away from the Town Centre and its primary role as the car park for the destinations of Bromsgrove District Council, Bromsgrove Library and the Registry Office.

In Summary, there are two Key Sites identified in this report as having development potential in the Town Centre which are currently car parks - Churchfields and the Dolphin Centre (Churchfields MS and School Drive respectively). Actual Frequency of use of only 5.96% for Churchfields and 20.73% School Drive indicates these sites are not performing well as car park's. This is most likely a result of their distance to the High Street coupled with better/more convenient places available to park. As it stands, we believe if these two sites were not car parks, there would still be more than the required capacity for the current car user population of Bromsgrove in the remaining car parks. As these are Town centre sites, we would not expect the occupiers of the residential dwellings to use the Town centre car parks - even if a small percentage were still to use the car parks, the data suggests there would still be capacity to accommodate them. This extends to the other Key Sites in this Report.

We note there is reference to potential large scale residential developments and their potential impact on car parking in section 6.4.3 and 6.4.3.1.

6.4.2 TRANSPORTATION IMPROVEMENTS

A38 Bromsgrove Route Enhancement Programme (BREP)

The A38 is one of Worcestershire's most important strategic transport routes and has been undergoing a 3 phase improvement scheme;

- phase 1 schemes are now fully open (schemes i,ii and iii)
- phase 2 schemes are now fully open (schemes 2a, 2b and 4)
- phase 3 is currently in development and will be brought forward for delivery once funding has been secured (schemes A, B, C, D E, F, I,3,5 and 6)

The aim of the A38 improvements is to ensure the Bromsgrove area can be 'open for business' by supporting economic growth. The improvement schemes include a series of junction enhancements where delay and congestion are currently experienced or where conditions are predicted to deteriorate further without intervention. They also include a range of improvements to cycling and walking routes alongside and over the A38.

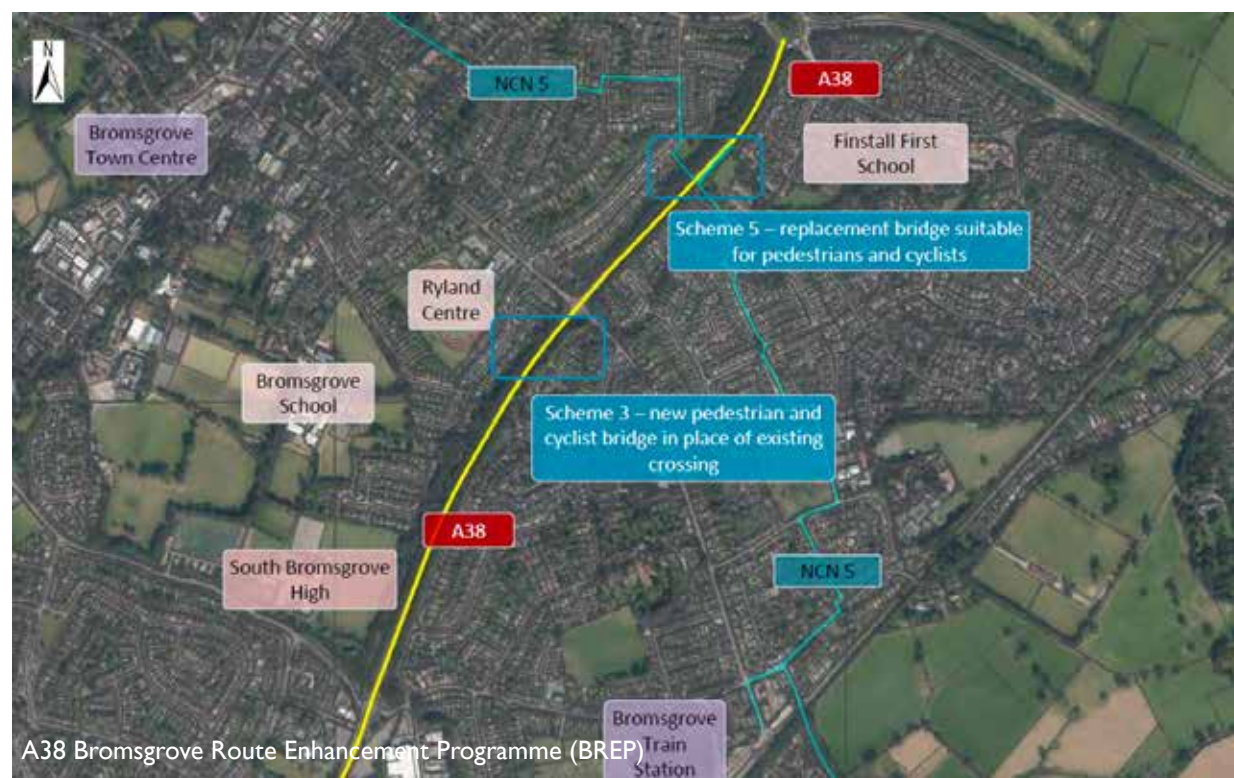
The need to improve the A38 corridor from Lydiate Ash (M5, Junction 4) to Hanbury Turn (junction with B4091 Hanbury Road) was identified in Worcestershire's Fourth Local Transport Plan.

Bromsgrove Strategic Transport Assessment (STA)

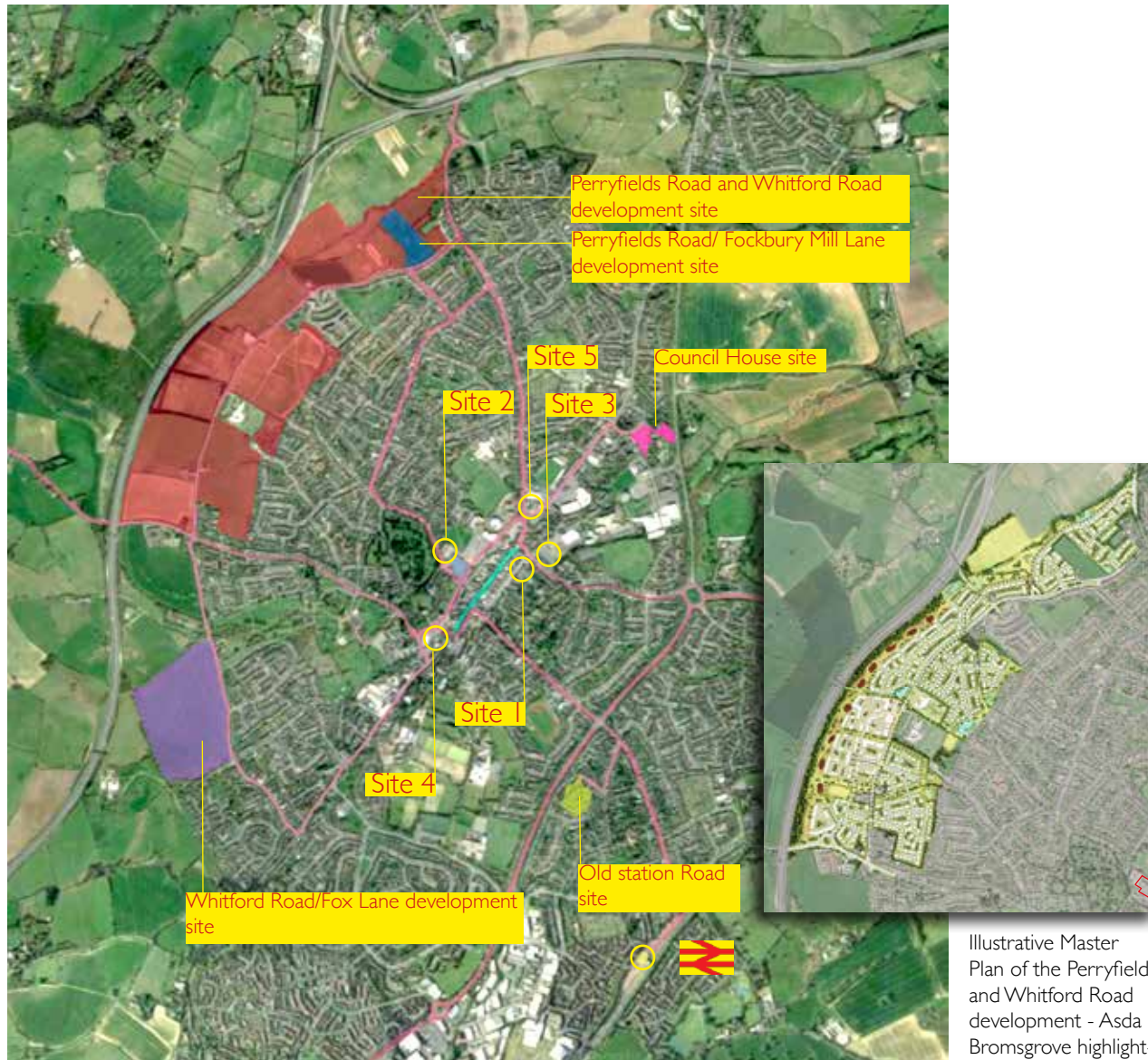
This Transport related study commissioned by Bromsgrove District Council and Worcestershire County Council will form part of the local plan review evidence base and will help identify future transport infrastructure needed to support development for Bromsgrove District

Transport Funding

Transport funding – the planned delivery of new homes to the west of Bromsgrove Town centre (Perryfields Road and Whitford Road) has provided s106 funding to alter some highway junctions in the Town centre and also to enhance active travel and passenger transport provision.



6.4.3 TRANSPORTATION IMPACTS FROM POTENTIAL RESIDENTIAL DEVELOPMENTS



Large Scale developments that have achieved Planning Permission around Bromsgrove highlighted - main routes into the town centre and beyond to the train station indicated (High street in blue)

Illustrative Master Plan of the Perryfield and Whitford Road development - Asda Bromsgrove highlighted in red to bottom right corner

As noted under section 6.4.2, the planned delivery of up to 1300 new dwellings (and up to 200 unit extra care facility) to the west of Bromsgrove Town centre (Perryfields Road and Whitford Road) has provided S106 funding to alter some highway junctions in the Town centre and also to enhance active travel and passenger transport provision. The scheme was submitted for outline planning (16/0335/OUT), progressed to a Reserved Matters Application (21/01626/REM) and is pending consideration.

If such a scale of development is delivered there will be an undoubted impact on traffic to the town centre, bringing any investments in improvements into focus. If such a development encourages new residents to Bromsgrove, car use may increase. This would require management now and in the future potentially need to take into consideration road/transport improvements and additional town centre car parking. There is the potential that the new residential developments could be filled with Bromsgrove residents – in which case the amount of cars would remain at current levels – however there would likely be increased pressure on concentrated areas at peak times which may require management. Active travel links and sustainable modes of transport should continue to be encouraged and integrated into schemes to offset. Indeed, sustainable transport measures could continue to be secured using S106 Agreements between the Local Authority and developers linked to Planning permissions.

“Sustainable transport measures include a Transport Mobility hub, providing public transport advice, cycle hire, cycle repairs, E-bikes, car hire, car sharing, mini bus hire, secure drop-offs and deliveries. New occupiers will receive welcome packs in advance, detailing sustainable transport and mobility options to minimise the need for car ownership and car use”.

It is noted one of the routes from the Perryfields Road and Whitford Road development to the town centre runs directly past the Churchfields site (Site 2).

6.4.3.1 TRANSPORTATION IMPACTS FROM POTENTIAL RESIDENTIAL DEVELOPMENTS



Proposed development of the former Bromsgrove District Council House, BBC Hereford & Worcester Building and Hostel

A separate smaller scale residential development with 60 dwellings on Perryfields road close to Fockbury Mill Lane was granted full Planning Approval in February 2022 (21/01046/FUL).

A third residential site on Whitford Road/Fox Lane immediately south of Timberhonger Lane looks to provide a further 505 dwellings. An outline planning scheme progressed to Reserved Matters Application following appeal (22/00090/REM) and has been granted.

The fourth residential site is the conversion of a former nursing home into 15 dwellings off Old Station Road. This scheme has been granted subject to a S106 Agreement (20/01392/FUL). One of the conditions of this scheme relating to occupation is the installation of electric charging points (1 per dwelling) and another relates to the provision of sheltered, safe, secure and accessible cycle parking. These are to encourage sustainable travel and healthy communities and compliance with the council's parking standards.

The fifth residential site is again subject to a S106 Agreement. Under 19/01610/FUL, the former Bromsgrove District Council House, BBC Hereford & Worcester Building and Hostel are demolished to make way for 61 dwellings consisting of houses, maisonettes and apartments.

There are a number of smaller scale developments (maximum nine dwellings on a site) totalling in excess of 150 dwellings that have achieved Planning Permission in the last 12 months. The extent of the sites and dwellings that have been constructed or started construction is to be confirmed by Bromsgrove District Council Planning Department.

The large scale residential developments will continue to influence the districts' approach to sustainable transportation as a way to minimise conventional car usage into the Town Centre. The smaller sites may prove easier to integrate as the smaller volumes of dwellings and their impact will be absorbed at a slower rate.

As noted on the previous page, one of the routes from the Perryfields Road and Whitford Road development to the town centre runs directly past the Churchfields site (Key Site 2). When this residential development is constructed, in conjunction with the other four large scale sites as outlined, there will be 1,941 new dwellings in the Bromsgrove area. Even if a percentage of existing Bromsgrove inhabitants move into these new developments, we would still expect the majority of occupancy to be 'newcomers'. This is likely to result in an increased number of car users needing somewhere to park in the town centre.

If Key Sites 2 and 3 are indeed developed at the loss of Churchfields MS and School Drive car parks, there would be 456 less car parking spaces in Bromsgrove Town Centre. The replacement of these car parks with dwellings would need to be assessed in relation to the construction programme and phasing of the new large scale developments. For example, could Key Site 2 be developed first allowing Key Site 3 to remain a car park for a period of time to provide parking for an increased population?

Establishing the potential impacts of such an increase in local population with intrinsic car use (conventional and sustainable) on town centre car parking should be explored in a separate study to be undertaken by a Transport Consultant. A long term strategy should be developed outside the parameters of this report. Such a study would need to review the impact of both the large scale and small scale developments that have gained Planning Permission to establish what this would mean for the town centre car parking provision in tandem with recommendations for sustainable public transport and active travel.

Without completing an in-depth study, there will in all likelihood be a requirement for additional car parking spaces in the Town centre to serve the increased population. However, as per section 6.4.1, there are better/more convenient places to park than Churchfields and School Drive (Key Site 3, Dolphin Centre), and there is no guarantee this mind-set would change.

One possibility would be to increase the car parking provision at Recreation Road South (Asda). Adding an additional level of parking could be explored - the extent of this additional parking would need to be established, but the proximity of this car park to the town centre and High Street alongside additional road crossings to Market Street would work well.

There is also the existing Bus Interchange on Crown Close that would benefit from improved linkages between Market Street/Mill Lane and Asda (noting the Iceland off Mill Lane is Closing in February 2023).

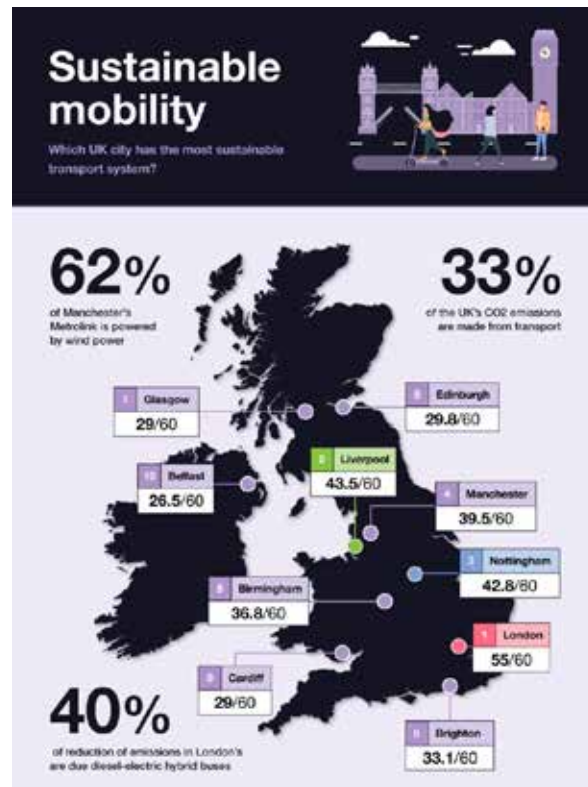
A further possibility for investigation would be to develop the Crown Close Bus Interchange into a Mobility Hub where shared transport, public transport and active travel can be consolidated and look to improve the public realm.

6.4.4 SUSTAINABLE TRANSPORTATION & INCREASING ACTIVE TRAVEL - PREPARED FOR CHANGE ?

What are Sustainable Transport Modes?

The National Planning Policy Framework (NPPF) defines sustainable transport modes as:

'Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.'



Taking 15 UK cities and scoring them based on 6 sustainable transport markers: Bicycle Rental Scheme, Sustainable Urban Rail, Participation in European Mobility Week 2019, Sustainable Transport Plans and E-scooter Rental Scheme.

Source: U switch

This report looks to provide a vision for the next 20 years of Bromsgrove's growth and development with emphasis on the pragmatic and achievable.

Anecdotal information suggests that the provision of public transport in the Bromsgrove area is a decreasing trend set to continue for the foreseeable future. If this is the case, it could therefore be suggested the public will remain dependent on the car - especially those who live in rural areas currently not accessible by public transport. It is of course hoped the 'on demand' bus service as noted under Section 6.3 is a success and expanded.

Other personal modes of transport are of course available with some 'greener' than others. Electric car technology is ever-improving and the next 5-10 years will be crucial in their mass production and the inherent cost savings this will bring to make them more affordable and increase uptake. The U.K. government supports of the COP26 Declaration on accelerating the transition to 100% zero emission cars and vans by 2040.

Although improvements have been made to larger infrastructure to link Bromsgrove to other towns and cities and are scheduled to continue, there is the potential for such improvements and investment to not filter down to smaller local roads that Bromsgrove would benefit from. to improve access and connection to the Town Centre.

There is therefore potential for the number of cars in the Bromsgrove area to remain at their current levels instead of decreasing. If all of the residential sites highlighted in Section 7 are constructed, an outcome could be that car numbers in the town centre could increase. Of course, it would be hoped that by living in the Town Centre car owners would not need to use their cars to visit the High Street and surrounding areas.

However, if the major residential development highlighted in 6.4.2 is constructed this will in all likelihood increase road users further. Sustainable Transport measures will be adopted (noting the measures noted in section 6.4.2) to offset the potential increase

in car numbers to reduce pressure on existing local infrastructure. If cars, albeit more environmentally and humanly friendly, are to remain a major feature of access and connection to Bromsgrove Town Centre, they will still require roads, parking spaces and traffic & congestion management. The Local Authority Highways Department must be acutely aware of this and plan accordingly.

Decarbonising transport will require a shift to cleaner and active modes of transport. Further improvements to existing and provision of additional active travel links should continue to be integrated into District and County future policies and align with National Policies and initiatives.

In Local Transport Plan 5 (**LTP5**) the five motives for change are achieved by Reducing Traffic, Electrifying transport and Improving accessibility.

Local Transport Note 1/20 Cycle Infrastructure Design looks to promote significant increases in cycling in our towns and cities. The note looks to set out new standards and principles which will need to be met to achieve any future Government funding

Active Travel England has been established as an executive agency of the **Department for Transport (DfT)**. As noted in **Gear Change: A bold vision for cycling and walking** "The recent COVID-19 restrictions have profoundly impacted the way people live, work and travel as evidenced by the public's desire to be more active, and the rise in popularity of cycling and walking (Sport England, 2020). Now, we can embed those changes in people's travel behaviour, increase active travel, and transform permanently how many people move around, particularly in towns and cities". One of the themes of Gear Change is to put active travel and heart of transport, place-making and health policy.

The UK government has set a target of 50% of all journeys in towns and cities to be made by active travel modes by 2030 in **The second cycling and walking investment strategy (CWIS2)**. Sustainable Transport and Active Travel need to play a major role in Bromsgrove's vision for the next 20 years.

7.0 MAJOR SITES



7.1 MAJOR SITES



Intervention sites

7.2 SITE | WINDSOR STREET



Windsor Street runs parallel to the High Street and the site is located next to the Grade II listed United Reformed Church, the second oldest church in Bromsgrove.

The site is approximately 0.7 hectares (1.73 acres) and is bound to the west by Windsor Street, to the south by a the church noted above and dental surgery off Chapel Street, to the east by a day centre and to the north by residential and commercial development



off Stratford Road, as well as Stratford Road itself.

The site currently contains several unoccupied buildings which include the former Bromsgrove Fire Station, County Council Offices and the Library. 56% of the site is currently owned by Herefordshire and Worcestershire Fire and Rescue Service, and 44% by Worcestershire County Council (WCC).



7.2.1 SITE | WINDSOR STREET - ONE CREATIVE ENVIRONMENTS FEASIBILITY

One Creative Environments produced a feasibility study for the Windsor Street Site in March 2022.

The preferred option (Option 3) looks at 2 and 3 bedroom Town Houses allowing connection to the neighbouring site and providing a shared garden space in front of the existing Church to the South of the site.

Part of the feasibility study acknowledges Policy Context and the Streetscape Design Guide, Worcestershire County Council (spring 2020) and references the following:

2.29. This documents sets out highways design for adopted highways in Worcestershire.

2.30. It also sets out parking requirements for new residential and commercial properties. Parking



One Creative Masterplan - Option 3

numbers will need to be followed closely although there may be scope to slightly reduced numbers in some circumstances due to the Sites location within the town centre and public transport networks.

2.31. Minimum parking requirements for Houses and apartments

There is no further detail given on how the scheme addresses this Policy Context or if any Public Realm or

Public Highways or Road/Junction improvements including Active Travel provision on A448 Stratford Road will be considered as part of the scheme. The Local Planning Authority could look to impose conditions on any Planning Application to address these matters if required. As of February 2020 no formal Planning Application has been made.



7.2.2 SITE | WINDSOR STREET PRECEDENT IMAGES



Add description...materials, massing etc



7.2.3 SITE 1 WINDSOR STREET OPTIONS

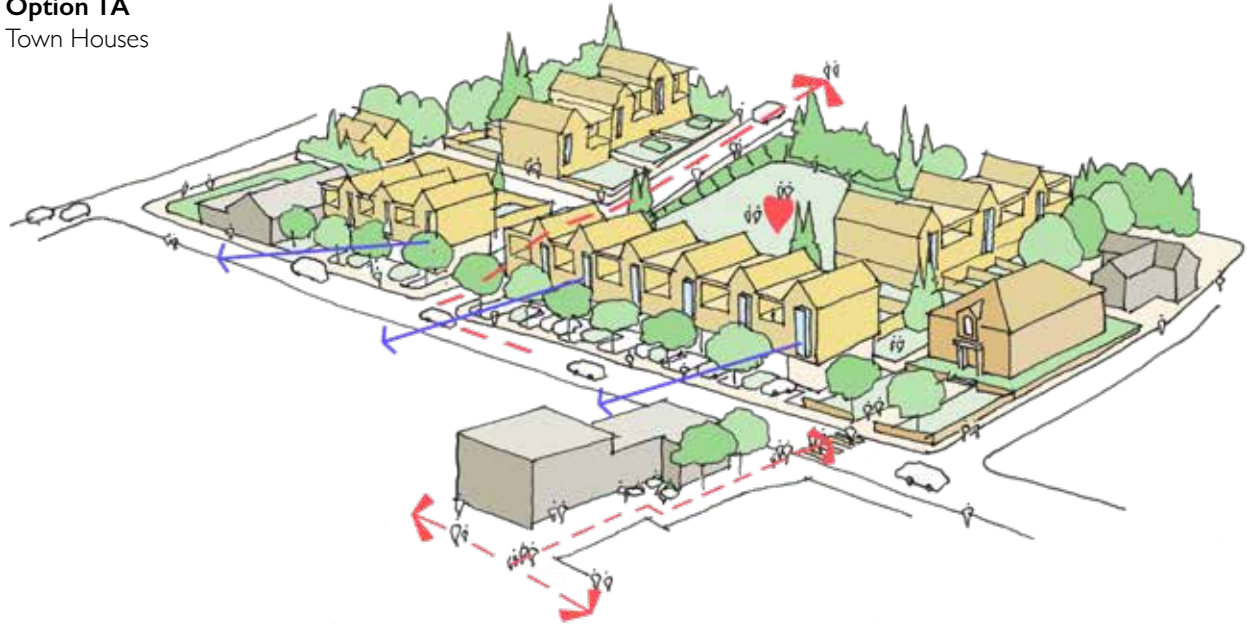
The proposal options aim to provide residential accommodation with shared amenity space within the community. It also creates a positive connection reinforcing the west to east pedestrian route across Chapel Street and Windsor Street allowing easy access to Bromsgrove High Street.

Option 1 looks to create a majority of Town Houses with a few semi-detached dwellings across the site.

Option 2 has a mix of Town Houses and apartments arranged over the site with the apartment blocks facing directly onto Windsor Street.

Option 3 also has a mix of Town Houses and apartments arranged over the site, but with the majority of the apartments created by refurbishing existing buildings..

Option 1A
Town Houses



Option 1A
Town Houses



Option 2A
Town Houses + Apartments



Option 3A
Town Houses + Apartments inc. Refurbishment

7.2.4 SITE | WINDSOR STREET - OPTION 1A

Existing OS Map



Option 1A Town Houses Layout



Option 1A - Accommodation Table

Site 1_ Windsor Street	
Option 1	
3 Bed Town House	27
3 Bed Semi Detached	2
2 Bed Apartment (New)	
2 Bed Apartment (Refurb)	
3 Bed Apartment (New)	
2 Bed Live Work Units	
Public Amenity Space	600 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	
Site area	6475 sq.m

Existing Buildings:
approx. 49,500 sqft on 1-5 storeys

Site 1 - Windsor Street
OPTION 1A

7.2.5 SITE 1 WINDSOR STREET - OPTION 2A

Existing OS Map



Option 2A Town Houses + Apartments Layout



OPTION 2A - Accommodation Table

Site 1_ Windsor Street	
	Option 2
3 Bed Town House	12
3 Bed Semi Detached	2
2 Bed Apartment (New)	16
2 Bed Apartment (Refurb)	
3 Bed Apartment (New)	
2 Bed Live Work Units	
Public Amenity Space	540 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	
Site area	6475 sq.m

Existing Buildings:
approx. 49,500 sqft on 1-5 storeys

7.2.6 SITE | WINDSOR STREET - OPTION 3A

Existing OS Map



Option 3A Town Houses + Apartments inc. Refurbishment Layout



OPTION 3A - Accommodation Table

Site 1_ Windsor Street	
	Option 3
3 Bed Town House	14
3 Bed Semi Detached	2
2 Bed Apartment (New)	6
2 Bed Apartment (Refurb)	21
3 Bed Apartment (New)	
2 Bed Live Work Units	
Public Amenity Space	700 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	

Site area **6475 sq.m**

Existing Buildings:
approx. 49,500 sqft on 1-5 storeys

Site 1 - Windsor Street
OPTION 3A

7.3 SITE 2 CHURCHFIELDS



Churchfields

Located next to the Asda Store, the Churchfields carpark site is bounded by Bromsgrove Old Cemetery to the south and a recreation ground to the north.

The site is approximately 0.45 hectares (1.13 acres) and is bound to the north by Bromsgrove Recreational Ground and residential housing off Churchfields and Crabtree Lane, to the east by an Asda supermarket and to the west by Bromsgrove Old Cemetery

Anecdotal information suggested the maximum usage of the carpark is 40 spaces out of 318 (13% usage). This is before any impact from the proposed large scale development beyond Perryfield Road and Whitford road. Analysis of parking data can be found in section 6.4.1.1.



7.3.1 SITE 2 CHURCHFIELDS PRECEDENT IMAGES



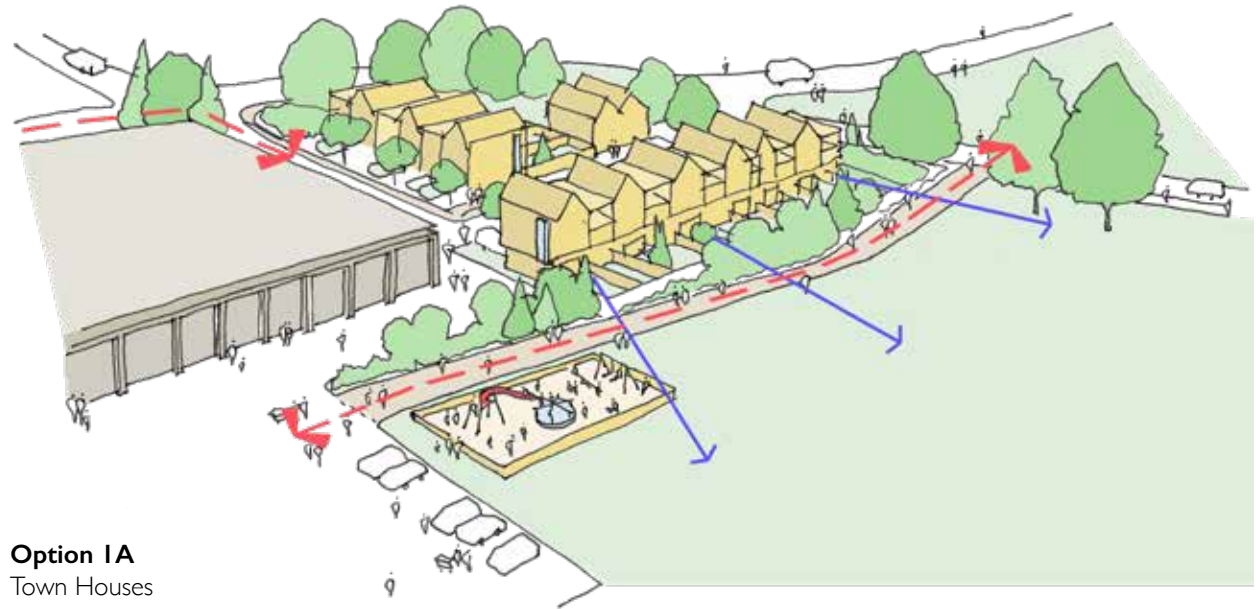
7.3.2 SITE 2 CHURCHFIELDS OPTIONS

Setting most of the houses and flats on the northeastern edge of the site creates maximum visibility for the residential development looking north up to the park.

Option 1 looks to create a majority of Town Houses with a few semi-detached dwellings across the site.

Option 2 has a mix of Town Houses and apartments arranged over the site with the apartment blocks facing directly onto Windsor Street.

Option 3 also has a mix of Town Houses and apartments arranged over the site, but with the majority of the apartments created by refurbishing existing buildings.



Option 1A
Town Houses



Option 1A
Town Houses



Option 2A
Town Houses + Apartments



Option 3A
Apartments inc. Refurbishment

7.3.3 SITE 2 CHURCHFIELDS - OPTION 1A

Existing OS Map



Option 1A Town Houses Layout



Option 1A - Accommodation Table

Site 2 Churchfields	
Option 1	
3 Bed Town House	18
3 Bed Semi Detached	2
2 Bed Apartment (New)	
2 Bed Apartment (Refurb)	
3 Bed Apartment (New)	
2 Bed Live Work Units	
Public Amenity Space	330 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	

Site area **4220 sq.m**

Existing Carpark:
approx. 92,000 sqft on 3 storeys

Site 2 - Church Street, Multi-Storey
OPTION 1A

7.3.4 SITE 2 CHURCHFIELDS - OPTION 2A

Existing OS Map



Option 2A Town Houses + Apartments Layout



Option 1A - Accommodation Table

Site 2_Churchfields	
	Option 2
3 Bed Town House	9
3 Bed Semi Detached	
2 Bed Apartment (New)	28
2 Bed Apartment (Refurb)	
3 Bed Apartment (New)	
2 Bed Live Work Units	
Public Amenity Space	330 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	

Site area **4220 sq.m**

Existing Carpark:
approx. 92,000 sqft on 3 storeys

7.3.5 SITE 2 CHURCHFIELDS - OPTION 3A

Existing OS Map



Option 3A Apartments inc. Refurbishment Layout



Option 3A - Accommodation Table

Site 2_Churchfields	
	Option 2
3 Bed Town House	9
3 Bed Semi Detached	
2 Bed Apartment (New)	28
2 Bed Apartment (Refurb)	
3 Bed Apartment (New)	
2 Bed Live Work Units	
Public Amenity Space	330 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	

Site area **4220 sq.m**

Existing Carpark:
approx. 92,000 sqft on 3 storeys

Site 2 - Church Street Multi-Storey
OPTION 3A

7.4 SITE 3 DOLPHIN CENTRE



The site is approximately 0.71 hectares (1.76 acres) and is bound to the west by Bromsgrove Methodist Centre, to the north by care trust properties, to the east by Bromsgrove Sport and Leisure Centre and to the south by offices and residential properties off Stratford Gardens. The site fronts onto School Drive to the north.

The site is currently unfriendly to pedestrians because of predominance of vehicles and several conflicting pedestrian and car parking desires. The proposed development has the potential to become a strong pedestrian link between the High Street and Windsor Street.



7.4.1 SITE 3 DOLPHIN CENTRE ARUrbanism FEASIBILITY



Option 1 'Live-work Community'

- GEA of the ground floor: A- 820 sqm, + approx 685 sqm car park, B-555 sqm & C-540 sqm
- No of buildings: 3
- No of storeys: 3 to 4
- Total GIA: 7795 sqm
- No of residential units: 45 flats, 13 flexible layout houses and 12 townhouses
- No of car parking spaces: 72
- Estimated Total Cost: 21.3M

Key Benefits and Issues

- phased development possible,
- a high-quality residential development maximising residential provision and creating a sustainable and attractive neighbourhood,
- provides a mix of flats and houses to help viability,
- provides flexible units for work or live



Option 2 'Residential - Office Balance'

- GEA of the ground floor: A-1250 sqm, B-1380 sqm
- No of buildings: 2
- No of storeys: 3 to 4
- Total GIA: 8500 sqm (A-4250 sqm & B-4010 sqm)
- No of residential units: 64
- No of car parking spaces: 60 + on street parking
- Estimated Total Cost: 16.3M

Key Benefits and Issues

- phased development possible,
- mixed-use development,
- maximising development potential of the site,
- demand for workspace / office provision on the site is not tested,
- a large footprint of the development doesn't relate to the residential context along the northern edge of School Drive,
- less flexibility for the Council to allocate some of the proposed units for private sell,



Option 3 'Residential Neighbourhood'

- Building Footprint: A-1300 sqm, B-565 sqm & C-540 sqm
- No of buildings: 3
- No of storeys: 3 & 4
- Total GIA: 7535 sqm
- No of residential units: 45 flats, and 25 townhouses
- No of car parking spaces: 75
- Estimated Total Cost: 20.11M

Key Benefits and Issues

- phased development possible,
- a high-quality residential development maximising residential provision and creating a sustainable and attractive neighbourhood,
- provides a mix of flats and townhouses to help viability,
- provides social and economic benefits for Bromsgrove,



Option 4 'Townhouses'

- Building Footprint: A-600 sqm, B-270 sqm & C-315 sqm D-540 sqm,
- No of buildings: 4
- No of storeys: 3
- Total GIA: 4735 sqm
- No of units: 39 townhouses
- No of car parking spaces: 44
- Estimated Total Cost: 13.4M

Key Benefits and Issues

- phased development possible,
- a high-quality residential development and an attractive neighbourhood in town centre
- provides only one type of accommodation - townhouses approx. GIA of 120sqm

ARUrbanism looked at 2 key sites for NWedr developing regeneration proposals to secure social and economic resilience in the context of the covid-19 pandemic. One of these sites was the Dolphin Centre

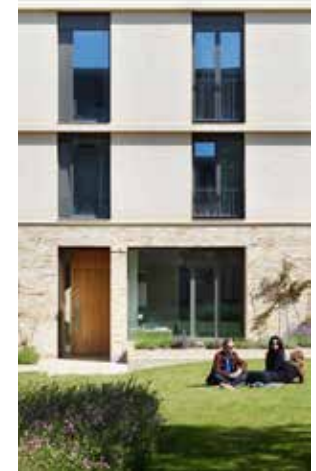
A wide range of uses were proposed to encourage new businesses and increase dwell time, through public realm enhancements and meanwhile uses.

The proposals combined commercially viable options while fulfilling a place-making ambition for a sustainable, vibrant and viable town centre. Their report was completed in 2020.

7.4.2 SITE 3 DOLPHIN CENTRE PRECEDENT IMAGES



Add description...materials, massing etc



7.4.3 SITE 3 DOLPHIN CENTRE OPTIONS

Situated between the New Leisure Centre and Methodist Church, the residential development (with an mix-used option) on the Dolphin Centre site with houses, flats and public realm will provide flexible units for work or live.

Option 1 looks to create a mix of of Town Houses and live work units facing directly onto School Drive.

Option 2 has an equal split mix of Town Houses and apartments arranged over the site with the apartment blocks facing directly onto School Drive.

Option 3 has a majority of Town Houses but also apartments blocks centrally arranged providing a public realm space.



Option 1
Town Houses + Live-Work Units



Option 1
Town Houses + Live-Work Units



Option 2
Town Houses + Apartments



Option 3
Town Houses + Apartments + Public Realm

7.4.4 SITE 3 DOLPHIN CENTRE - OPTION 1

Existing OS Map



Option 1 Town Houses + Live-Work Units



Site 3 -Dolphin Centre
OPTION 1

Option 1 - Accommodation Table

Site 3_Dolphin Centre	
Option 1	
3 Bed Town House	24
3 Bed Semi Detached	
2 Bed Apartment (New)	
2 Bed Apartment (Refurb)	
3 Bed Apartment (New)	
2 Bed Live Work Units	8
Public Amenity Space	480 sq.m
Cinema	
Restaurant	
Commercial Units	
Community Rooms	
Town Square	
Site area	7150 sq.m

7.4.5 SITE 3 DOLPHIN CENTRE - OPTION 2

Existing OS Map



Option 2 Town Houses + Apartments



Site 3 -Dolphin Centre
OPTION 2

Option 2 - Accommodation Table

Site 3_Dolphin Centre			
	Option 1	Option 2	Option 3
3 Bed Town House		24	
3 Bed Semi Detached			
2 Bed Apartment (New)		24	
2 Bed Apartment (Refurb)			
3 Bed Apartment (New)			
2 Bed Live Work Units			
Public Amenity Space			
Cinema			
Restaurant			
Commercial Units			
Community Rooms			
Town Square			
Site area	7150 sq.m		

7.4.6 SITE 3 DOLPHIN CENTRE - OPTION 3

Existing OS Map



Option 3 Town Houses + Apartments + Public Realm



Site 3 -Dolphin Centre
OPTION 3

Option 3 - Accommodation Table

Site 3_Dolphin Centre			
	Option 1	Option 2	Option 3
3 Bed Town House			24
3 Bed Semi Detached			
2 Bed Apartment (New)			14
2 Bed Apartment (Refurb)			
3 Bed Apartment (New)			
2 Bed Live Work Units			
Public Amenity Space			820 sq.m
Cinema			
Restaurant			
Commercial Units			
Community Rooms			
Town Square			
Site area	7150 sq.m		

7.5 OLD MARKET HALL



The site is approximately 0.24 hectares (0.61 acres) and is located to the southern extent of the High Street and Market Street, fronting onto St John Street to the north and west, bound to the west by the Waitrose store and car park, to the south by existing retail units. The site formerly housed the Bromsgrove Market Hall and a Blockbuster video store..

The site currently comprises award winning public realm branded BirdBox which provides space for live events, pop-up dining, arts and crafts demonstrations and other well-being activities.

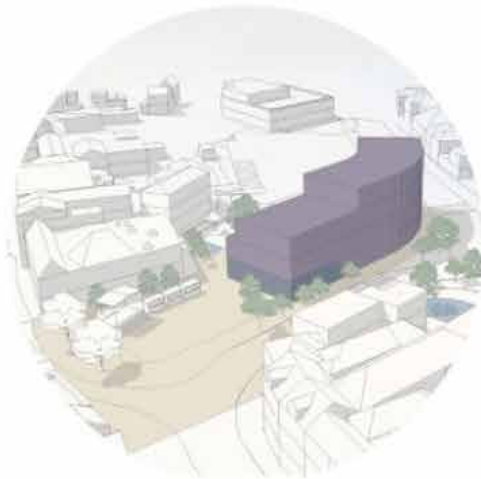


Sitting on part of the Old Market Hall site in the 1850s, a new public square with leisure, commercial and community buildings was looked at by BFF Architects across a range of Options.

The BFF options looked to promote the use of the public realm as both a link space and a place to gather (at cinema and mall). A new cluster of buildings at the southern tip of High Street looked to create a possible pedestrian link to Sanders Park and a strong presence to the town centre.



7.5.1 OLD MARKET HALL ARUrbanism FEASIBILITY OPTIONS



Option 1 'Co-working and Community'

- GEA of the ground floor 900 sqm
- No of buildings: 1
- No of storeys: 3 to 4
- Total GIA: 2655 sqm
- potential for approx. 17 no of residential units
- Estimated Total Cost: 9.4M

Key Benefits and Risks

- most risky - doesn't allow phased development,
- large portion of the site used as public square - development potential compromised
- large public square at the culmination of the High Street,
- protected view from Gorge Street of the church lost
- located outside of the Flood Risk Zone 3 and the Conservation Area boundary

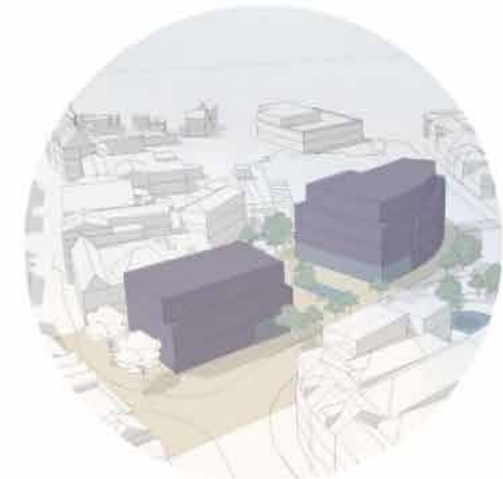


Option 2 'Pavilion and Central Square'

- GEA of the ground floor 600 sqm and 420 sqm
- No of buildings: 2
- No of storeys: 2 to 4
- Total GIA: 2210 sqm
- potential for approx. 13 no of residential units
- Estimated Total Cost: 8.2M

Key Benefits and Risks

- less risky - possible phased development,
- development potential compromised,
- attractive public square and naturalised brook,
- protected view from Gorge Street of the church lost,
- pavilion in Flood Risk Zone 3 and within the boundary of the Town Centre Conservation Area.



Option 3 'Two Volumes and Central Square'

- GEA of the ground floor: 680 sqm and 370 sqm
- No of buildings: 2
- No of storeys: 3 to 4
- Total GIA: 3177 sqm
- potential for approx. 16 no of residential units
- Estimated Total Cost: 10.9M

Key Benefits and Risks

- less risky - possibility of phased development,
- maximises development potential of the site and the returns,
- attractive public square and naturalised brook,
- protected view from Gorge Street of the church lost,
- Building B in Flood Risk Zone 3 and within the boundary of the Town Centre Conservation Area.

ARUrbanism looked at 2 key sites for NWedr developing regeneration proposals to secure social and economic resilience in the context of the Covid-19 pandemic. One of these sites was the Old Market Hall. A wide range of uses were proposed to encourage new businesses and increase dwell time, through public realm enhancements and meanwhile uses.

The proposals combined commercially viable options while fulfilling a place-making ambition for a sustainable, vibrant and viable town centre. Their report was completed in 2020.

Levelling Up Funding (LUF) was applied for and successfully gained. Option 2 will now be developed further. Further details on Option 2 can be found on the following pages.

7.5.2 OLD MARKET HALL ARUrbanism FEASIBILITY OPTION 2

2.3 OPTION 2 'Pavilion and Central Square'

Form and Massing

2.3.1 Option 2 proposes a 3 and 4 storeys development and a 2 storey 'pavilion-like' building, with a 'Market Hall Square' and the naturalised Spadesbourne Brook between the two proposed buildings.

2.3.2 The main building provides spaces for offices and flexible working with F&B uses on the ground floor, while the pavilion accommodates spaces for start-ups, smaller businesses, a cafe and rooms for community initiatives e.g. a local gallery.

2.3.3 This option provides approximately GIA of 540 sqm area on the ground floor for workspace/office and F&B uses in the main building, and additional GIA of 190 sqm in the pavilion. The approximate total GIA in the main building is 1832 sqm and 378 sqm in the pavilion.

2.3.4 The pavilion building terminates the High Street and it's visible from various points along its length. It's located in the heart of the historic Market Place.

2.3.5 The form of the main building follows the curve of St John Street. A set back on the second and third floor reduces the overall massing of the development and lessens the visual impact when viewed from the south and south-east, hence reduces the impact on the conservation area and views towards the church. Building creates a strong edge fronting St John Street; it completes the street and frames the views of the church, however, the protected view from George Street is lost. This option gives the potential to create a usable terrace amenity on the third floor overlooking the new public space.

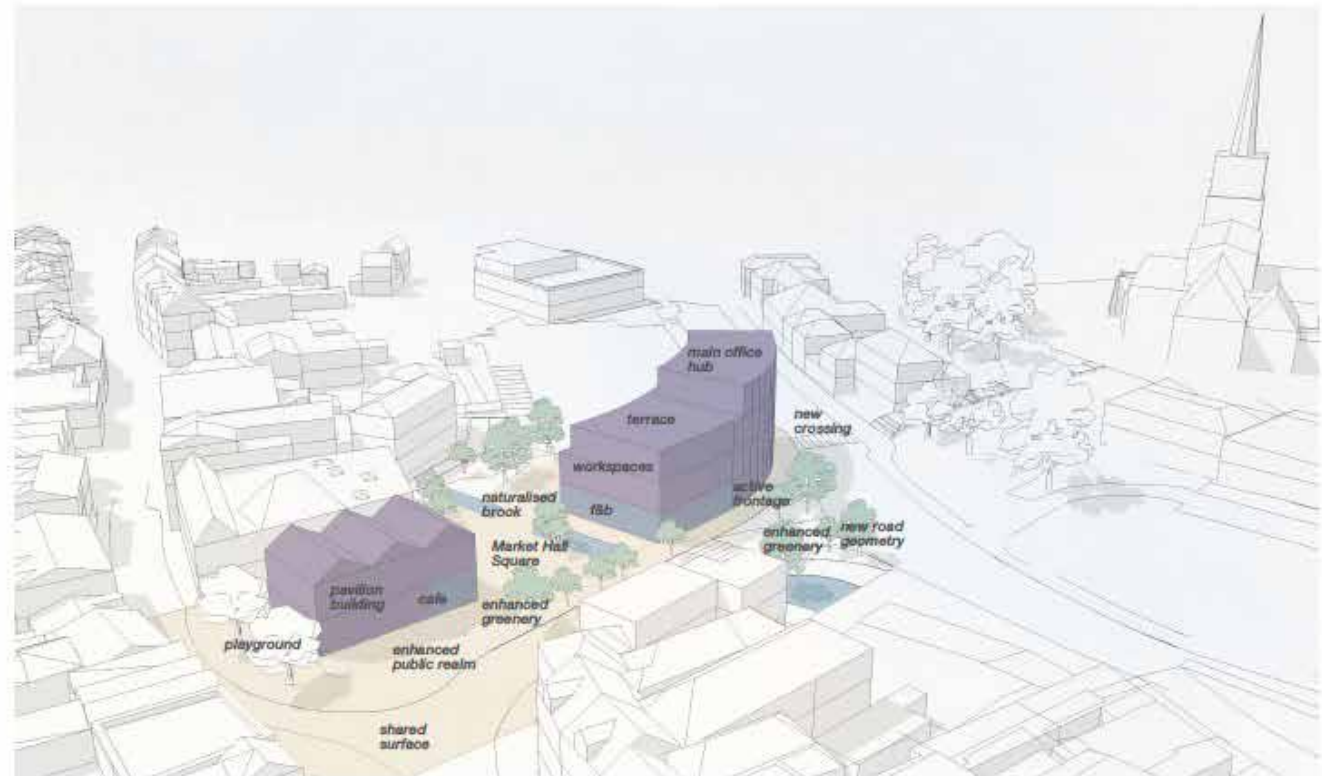
2.3.6 It is proposed that F&B tenures face the 'Market Hall Square' - a high-quality public space in the middle of the site. A café, bar or a restaurant in this location would support the new tenants and the local economy, activating the square throughout the day and in the evenings.

2.3.7 The new square creates an opportunity for an attractive entrance into the new developments off the street, as well as continuous active frontage along St John Street.

2.3.8 This option stipulates a provision of blue badge car parking spaces at the Waitrose Car Park.

Public Realm

2.3.9 The 'Market Hall Square' between the buildings gives an opportunity to create a high-quality public realm for community use and support of local businesses - a continuation of the 'Bird Box' project.



OPTION 2 'Pavilion and Central Square' - aerial view



OPTION 2 - view from the junction of St John Street and High Street

7.5.3 OLD MARKET HALL ARUrbanism FEASIBILITY OPTION 2



2.3.10 Opening up of Spadesbourne Brook from its enclosed culvert creates an attractive and sustainable public realm on the historic site.

2.3.11 The naturalisation of the brook, introduction of new trees and greenery would increase the attractiveness of Bromsgrove Town Centre.

2.3.12 The opening between the two buildings, create pedestrian links between the Town Centre and Waitrose and High Street and food and beverage use buildings on St John Street.

2.3.13 There is an opportunity to celebrate the history of the site and its meaning for the people of Bromsgrove by a public realm sculpture or an attractive landscaping outside of the pavilion building that tells the story of the site.

2.3.14 A shared space at the junction of St John Street, High Street and Worcester Road would slow down the traffic giving priority to pedestrians. This would benefit F&B businesses in this part of the High-Street and further enhance attractiveness of the Town Centre.

2.3.15 Rationalisation and realignment of the junction of St John Street and Market Road reclaims parts of the highway for pedestrian traffic and creates an opportunity for further public realm improvements.

BENEFITS

- development of the historic Market Hall site and provision of two high quality 2 and 3 & 4 storeys buildings - beacons of local regeneration and an attractive public space in the centre,
- provision of approximately 1832 sqm of total GIA in the main building and additional total GIA of 378 sqm in the pavilion building,
- potential to provide approx. 13 residential units in town centre location,
- development respecting the visual impact on the church, surrounding heritage assets and the conservation area,
- realisation of the opportunity of the prominent location to propose a development of a larger footprint, higher than the surrounding buildings - a local marker,
- potential for an amenity terrace overlooking the new public space on the top floor of the main building,
- blue badge car-parking spaces on the Waitrose Car Park,
- a lower risk associated with the scheme as this option gives an opportunity for phased delivery and testing of the market, i.e pavilion could provide 'a testing ground' for market demand,
- the pavilion building - a focal point and a hub of local activity with the ground floor uses potentially controlled by the Council,
- pavilion building and a high-quality public space at the culmination of the High-Street, celebrating the prominence of the historic location,

Market Hall Site - Concept Design OPTION 2

1:500@A3

7.5.4 OLD MARKET HALL ARUrbanism FEASIBILITY OPTION 2

- potential for **continuous active frontage** facing the new 'Market Hall Square' and along the street edges,
- a **strong building line** along St John Street framing the views of the church,
- a generous public space - 'Market Hall Square' with the naturalised brook, for pop-up events, enhancement of business opportunities, community use and **continuation the Bird Box project**,
- creation of an attractive pedestrian link between Waitrose, the parade of shops and businesses on St John Street and the High Street and **unification of currently disjointed pedestrian environment** at the southern end of the High Street,
- **provision of an attractive public realm unifying commercial environment of the High Street, Worcester Road, and the new square**, slowing down the traffic giving pedestrians priority,
- a flexible public realm would give an opportunity for larger district-wide events, strengthening the position of the town as the hub of Bromsgrove District,
- **rationalisation and realignment** of the junction of St John Street and Market Road and improvements to the public realm,
- located a short walking distance from the bus stops.

ISSUES

- **protected view of the church across the site from George Street and the junction of Worcester Road and George Street is lost**,
- the naturalisation of the brook and extended public realm improvements incline **additional cost**,
- potential negative impact on the conservation area if the **quality of the development is poor**,
- large footprint buildings are not common to the urban pattern of the Town Centre,
- **additional cost associated with the realignment and rationalisation of the junction of St John Street and Market St**,
- a relatively small scale pavilion building can be seen as a missed opportunity - **unrealised development potential on the site**,
- pavilion located in **Flood Risk Zone 3 and within the boundary of the Town Centre Conservation Area**
- **poor connectivity** with Bromsgrove train station,
- **blue badge car parking provision only**.



OPTION 2 'Pavilion and Central Square'

Key:

- office / workspace
- cafe / F&B
- residential

7.6 SITE 5 STOURBRIDGE ROAD



Stourbridge Road

Located next to the Aldi store, the Stourfields Road site is bounded by Stourfields Road, Birmingham Road, Market Street and The Strand.

The site is approximately 0.34 hectares (0.845 acres)

It is noted that this site is subject to an additional development agreement.



7.6.1 SITE 5 STOURBRIDGE ROAD PRECEDENT IMAGES



Marks & Spencers, Northallerton
Commercial



Waitrose, Chester
Commercial



Radlett Mews, London
Townhouses



Amery Place, Alton
Townhouses



Kingsley Walk, Cambridge
Townhouses

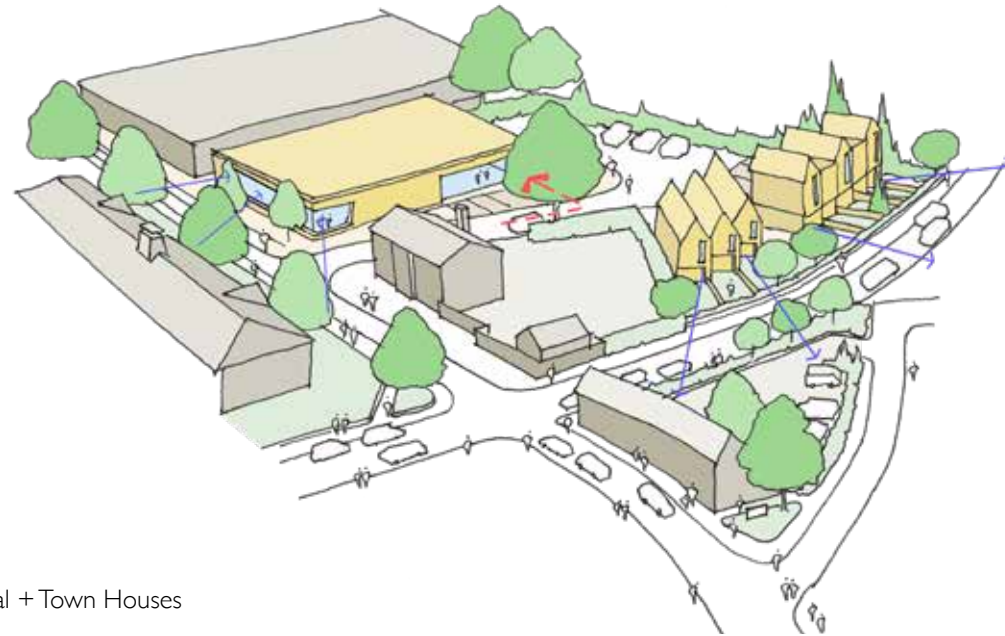
7.6.2 SITE 5 STOURBRIDGE ROAD OPTIONS

The options are a response to what confines the site - Stourbridge Road to the west and Birmingham Road to the east with Market Street and The Strand to the South. The north of the site is constrained by the Aldi Supermarket and the south by a few existing commercial buildings and a drive-in car wash.

Option 1 looks to increase the commercial offer on the site by constructing single storey buildings with small retail park aspirations for two units.

Option 2 has smaller commercial offer and eight Townhouses which are arranged around the east/south east boundary of the site and look onto existing residential dwellings on the strand.

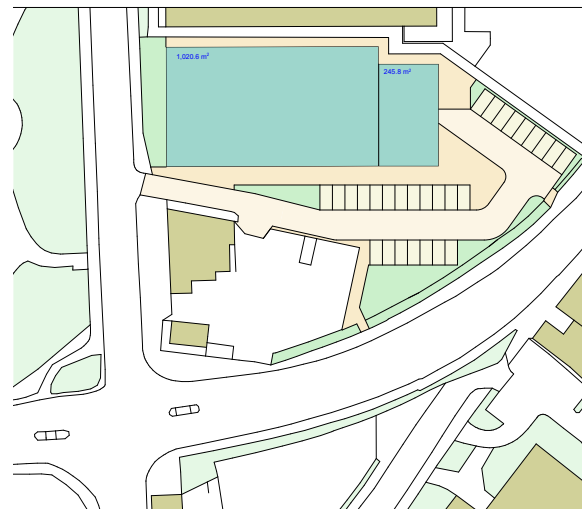
It is noted that this site is subject to an additional development agreement.



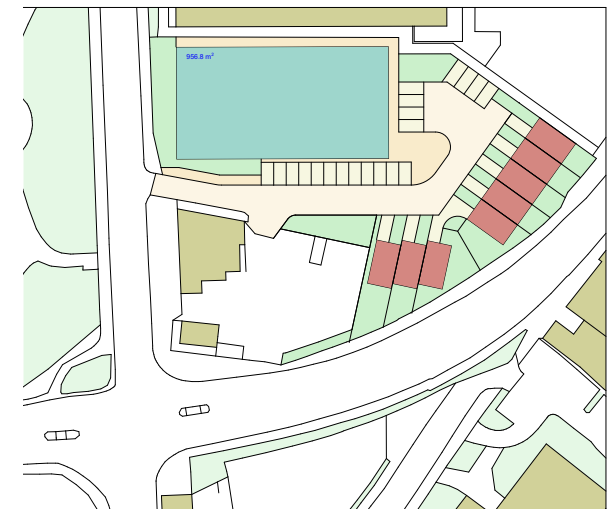
Option 2
Commercial + Town Houses

Site 5 - Accommodation Table

Site 5 Stourbridge Road			
	Option 1	Option 2	
3 Bed Town House		8	
3 Bed Semi Detached			
2 Bed Apartment (New)			
2 Bed Apartment (Refurb)			
3 Bed Apartment (New)			
2 Bed Live Work Units			
Public Amenity Space			
Cinema			
Restaurant			
Commercial Units	1265 sq.m	956 sq.m	
Community Rooms			
Town Square			
Site area	3421 sq.m		



Option 1
Commercial

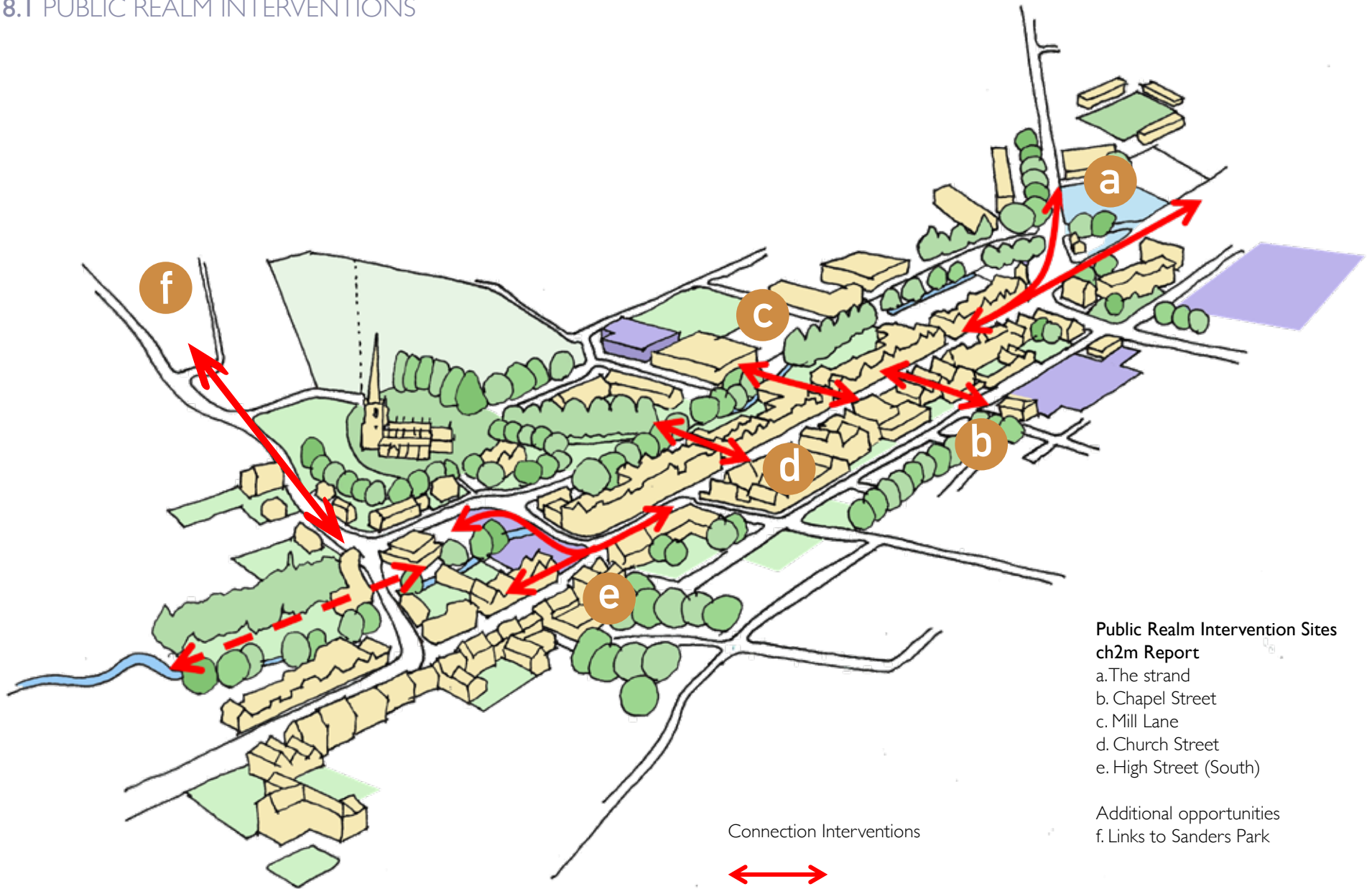


Option 2
Commercial and Townhouses

8.0 PUBLIC REALM INTERVENTIONS



8.1 PUBLIC REALM INTERVENTIONS



Public Realm Intervention Sites
 ch2m Report
 a. The strand
 b. Chapel Street
 c. Mill Lane
 d. Church Street
 e. High Street (South)
 Additional opportunities
 f. Links to Sanders Park

Intervention sites

8.1.1 PUBLIC REALM INTERVENTION SITE PHOTOGRAPHS



1 - THE STRAND



1 - THE STRAND



1 - THE STRAND



1 - THE STRAND



1 - THE STRAND

The Strand



2 - MILL LANE



3 - CHAPEL STREET



3 - CHAPEL STREET



4 - CHURCH STREET

Mill Lane, Chapel Street & Church Street



5 - HIGH STREET



5 - HIGH STREET



5 - HIGH STREET



5 - WORCESTER ROAD



5 - ST JOHN STREET

High Street, (South)



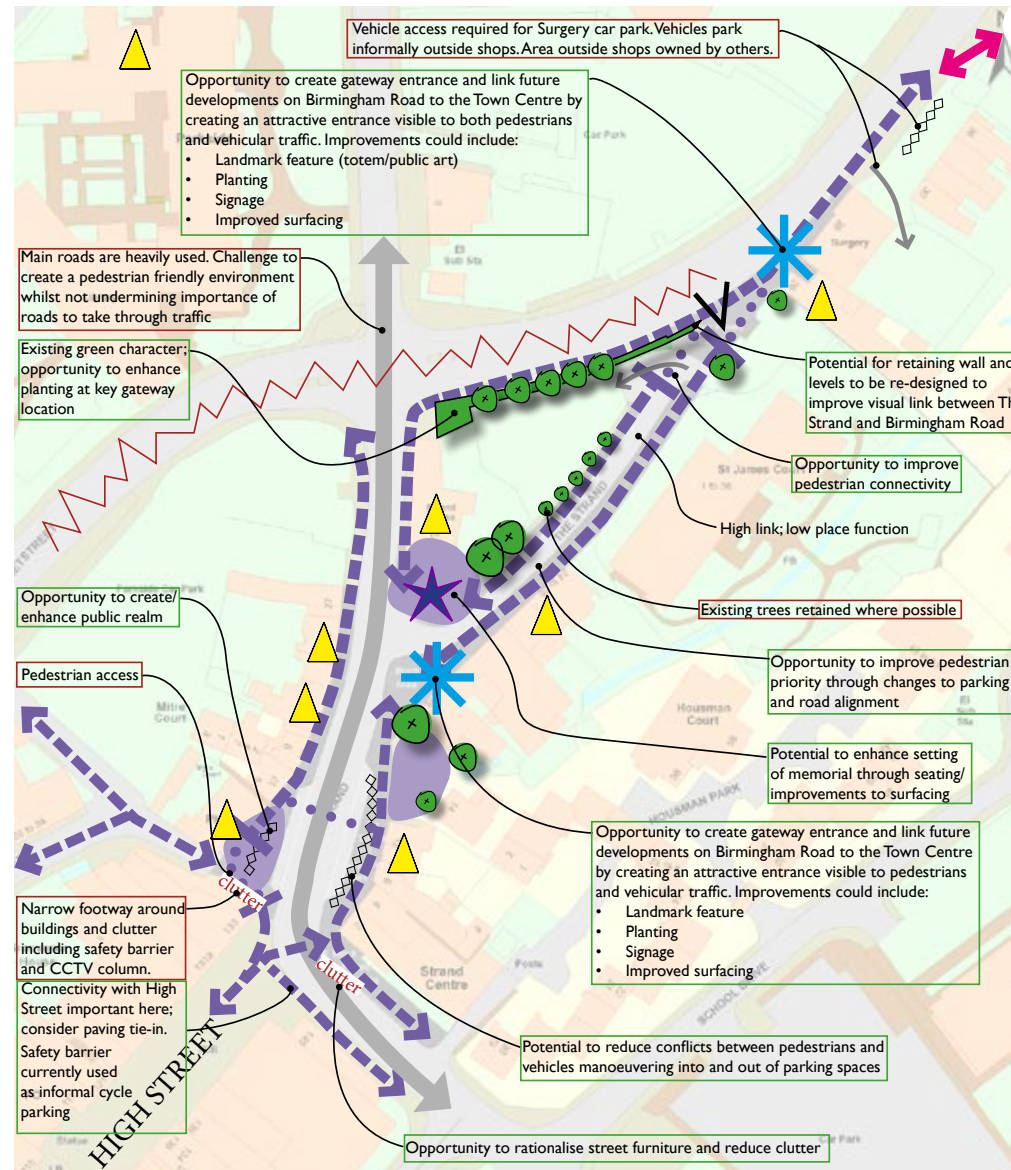
5 - ST JOHN STREET

8.2 THE STRAND



The Strand intervention site

Described in the *Bromsgrove Town Conservation Area Appraisal*, as 'unfriendly to pedestrians' the Strand, situated to the north of the High Street has the potential to become a strong pedestrian link between the High Street and future retail development. Analysis of the site has highlighted the frictions arising as a result of the predominance of vehicles and several conflicting pedestrian and car parking desires. Augmentation of pedestrian experience would be attainable through widening of pavements in conjunction with highway narrowing, distillation of car parking and road markings, and reconsideration of surface materials. The *A Vision for Bromsgrove (Phase 2) Report* proposes two options which take these considerations into account, whilst simultaneously enhancing the environs of the proximate historic buildings.



A Vision for Bromsgrove site analysis plan (ARUrbanism analysis)

8.2.1 THE STRAND PHOTOGRAPHS



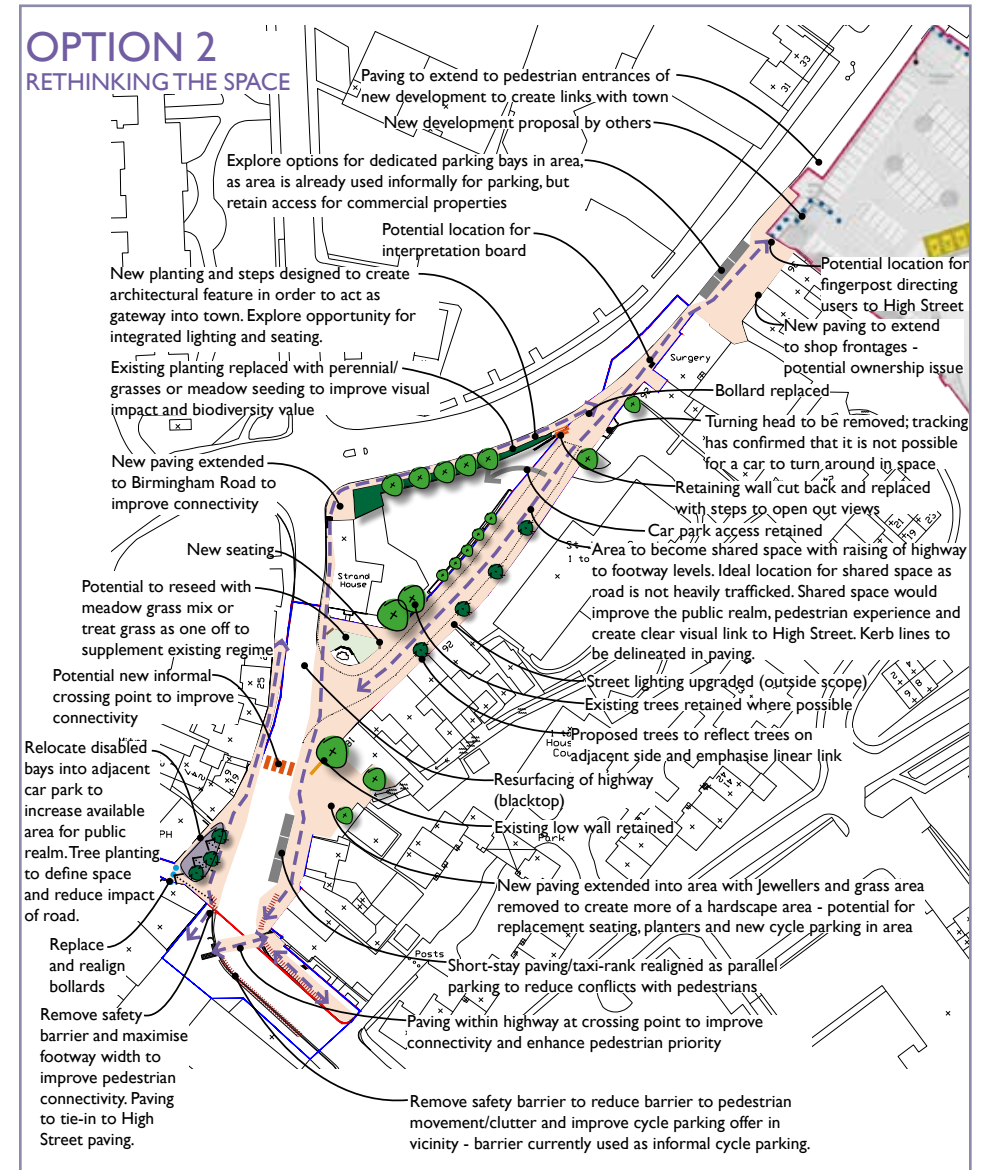
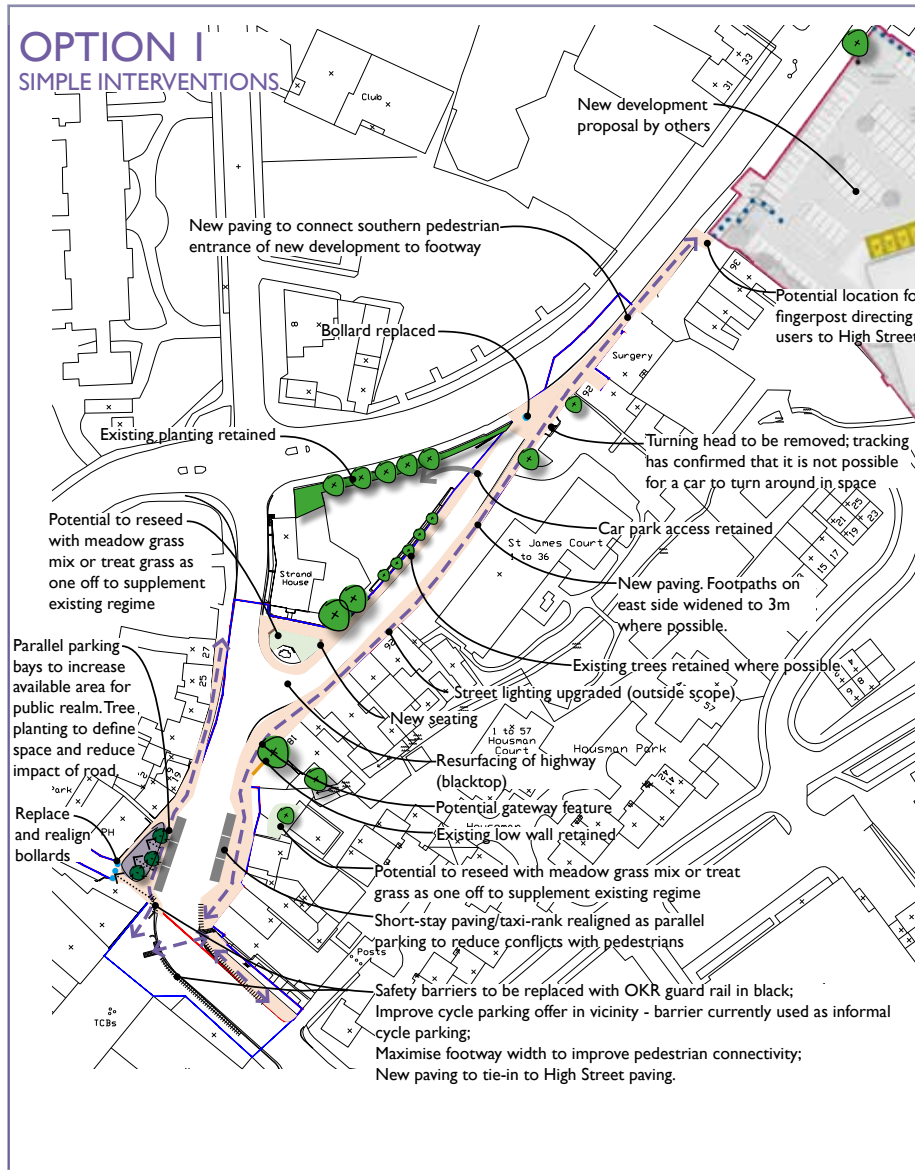
The Strand

8.2.2 THE STRAND AERIAL PHOTOGRAPH



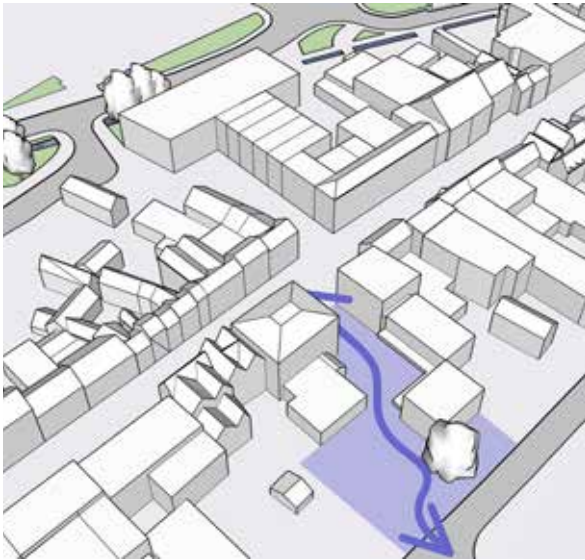
The Strand aerial photograph

8.2.3 THE STRAND - OPTIONS



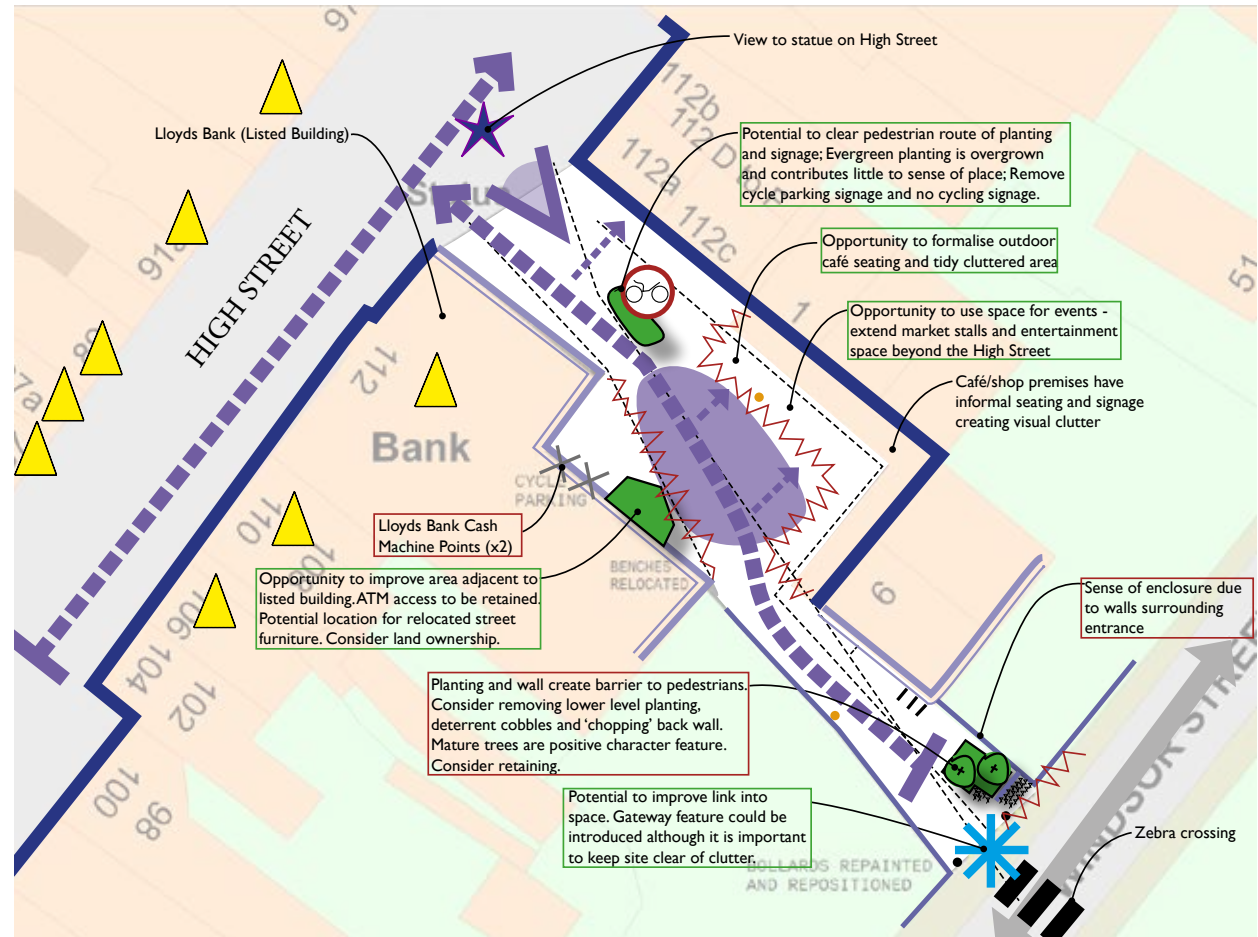
A Vision for Bromsgrove intervention concept design options (ARUrbanism analysis)

8.3 CHAPEL STREET



Chapel Street intervention site

Chapel Street: a connective link between Windsor Street and the High Street, is a pedestrian route bounded by food and drink and retail outlets. The intervention options proposed within the *A Vision for Bromsgrove Report* aim to forge a public space at a more intimate scale than it presently. They promote the use of the public realm as both a link space and a stopping place (at cafés), whilst taking advantage of opportunities to minimise clutter.



A Vision for Bromsgrove site analysis plan ((AR)Urbanism analysis)

8.3.1 CHAPEL STREET - PHOTOGRAPHS



Chapel Street

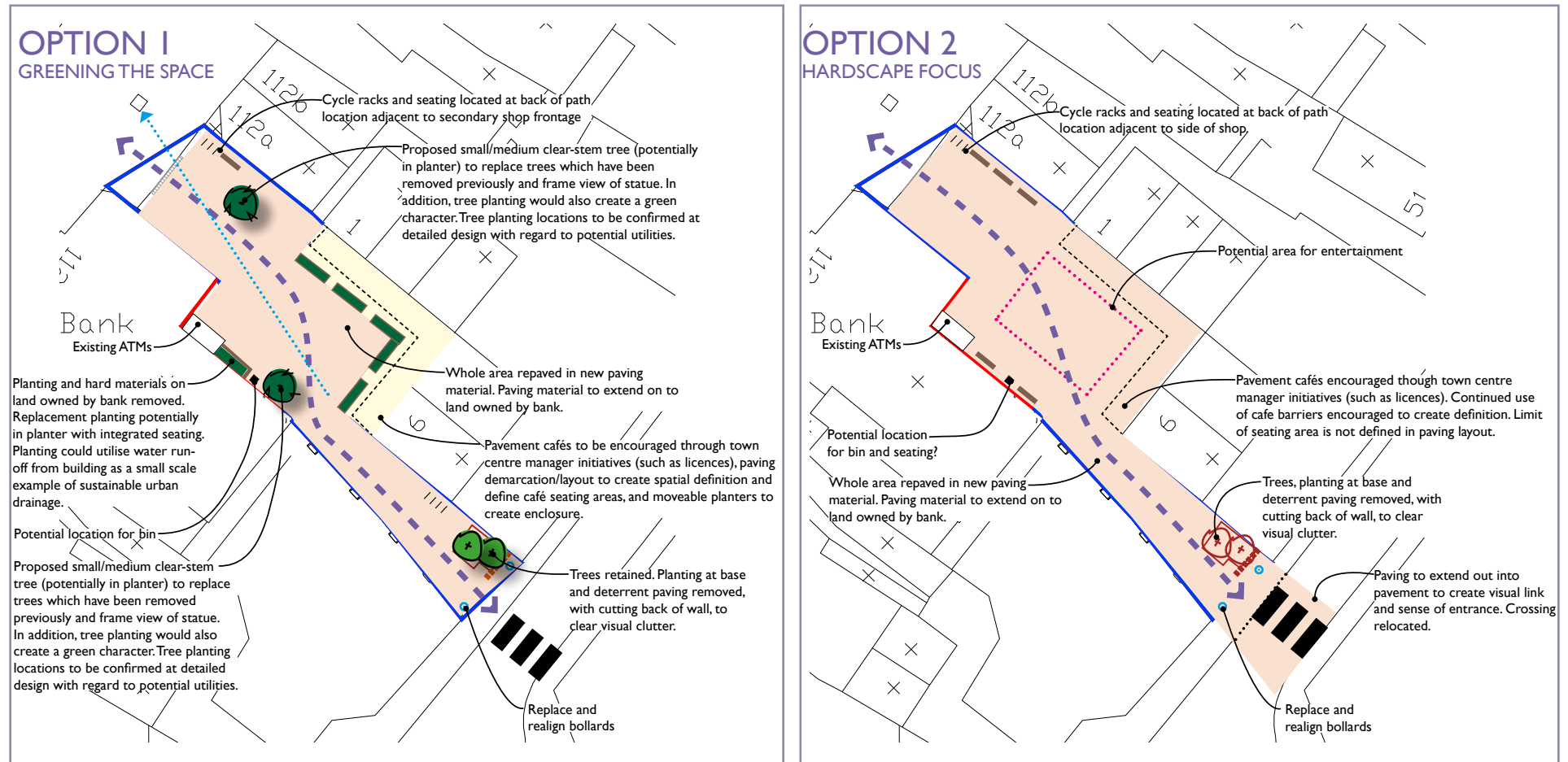


8.3.2 CHAPEL STREET - AERIAL PHOTOGRAPH



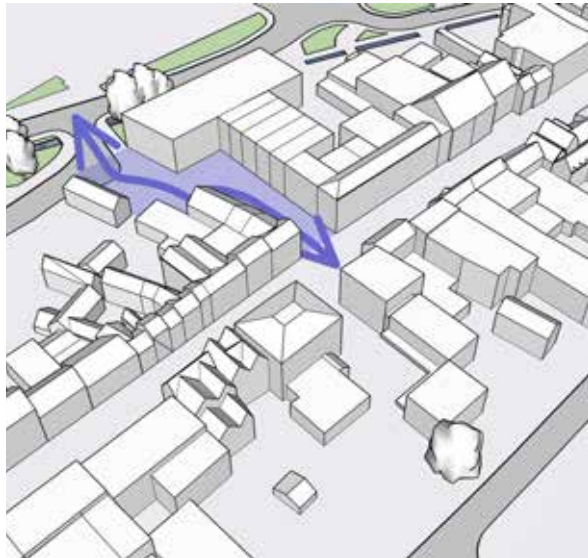
Chapel Street aerial photograph

8.3.3 CHAPEL STREET - OPTIONS



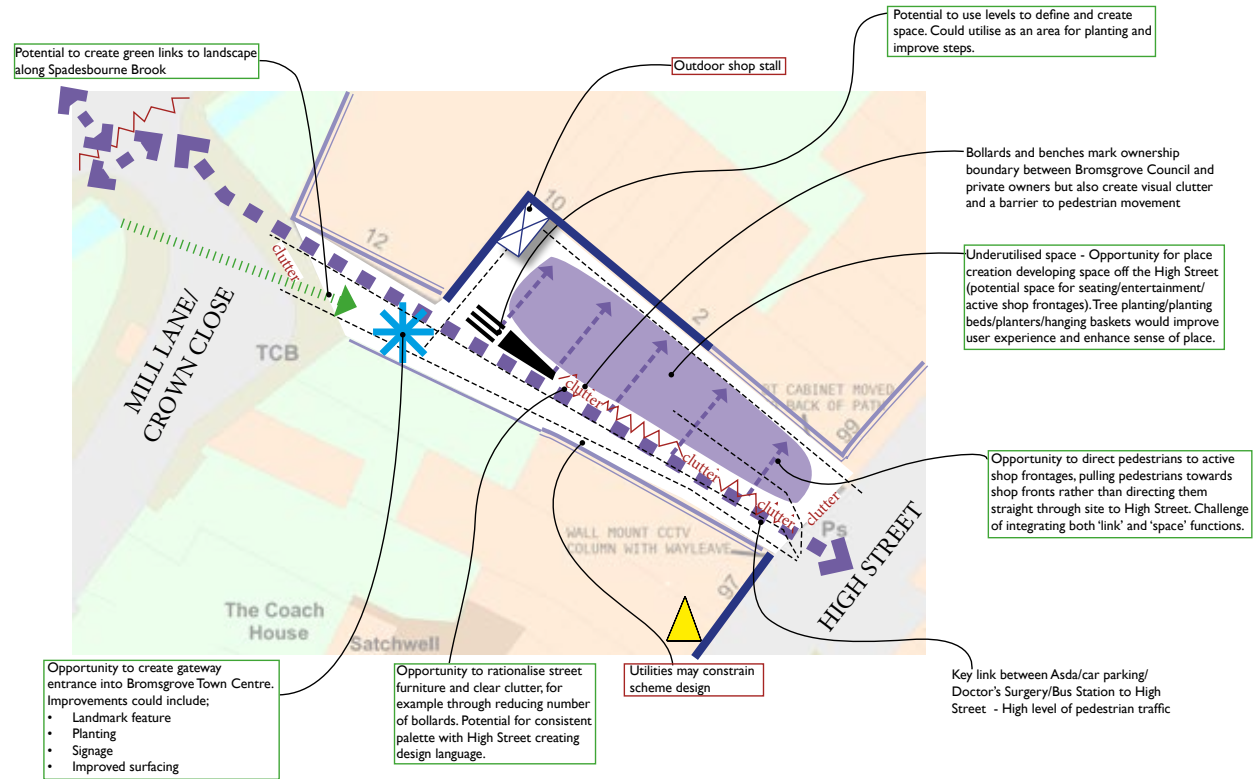
A Vision for Bromsgrove intervention concept design options (ARUrbanism analysis)

8.4 MILL LANE



Mill Lane intervention site

Opportunities for Mill Lane to become a key link space, through greater connectivity between public space and retail outlets have been considered in the two intervention concept designs. The proposals devised as part of the *A Vision for Bromsgrove Report* also consider the greening of Mill Lane to enhance its attractiveness, forging a piece of public realm which sits in dialogue with the green space to the west, bounding Spadesbourne Brook.



A Vision for Bromsgrove site analysis plan (ARUrbanism analysis)

8.4.1 MILL LANE - PHOTOGRAPH



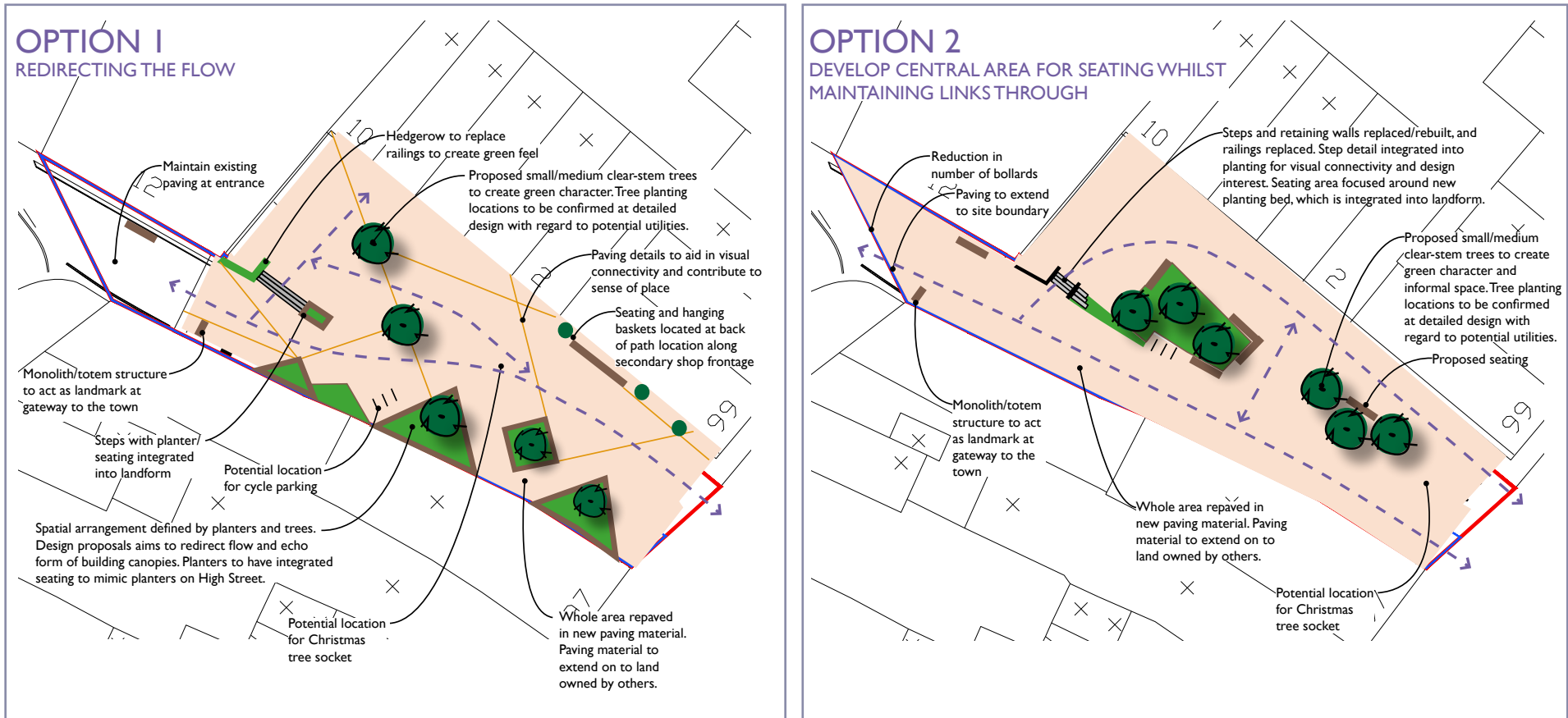
Mill Lane

8.4.2 MILL LANE - AERIAL PHOTOGRAPH



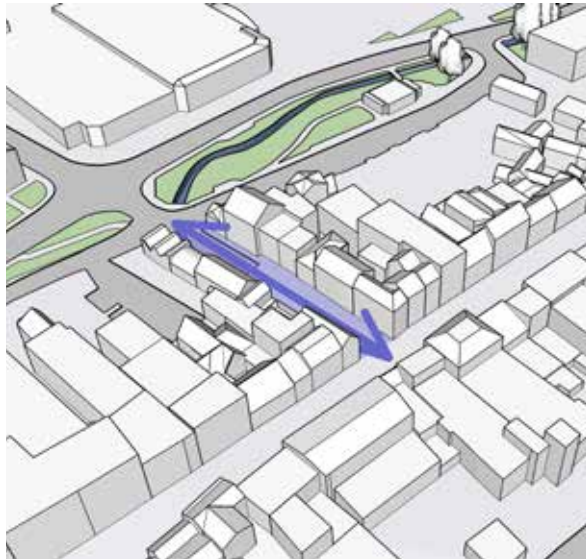
Mill Lane aerial photograph

8.4.3 MILL LANE - OPTIONS



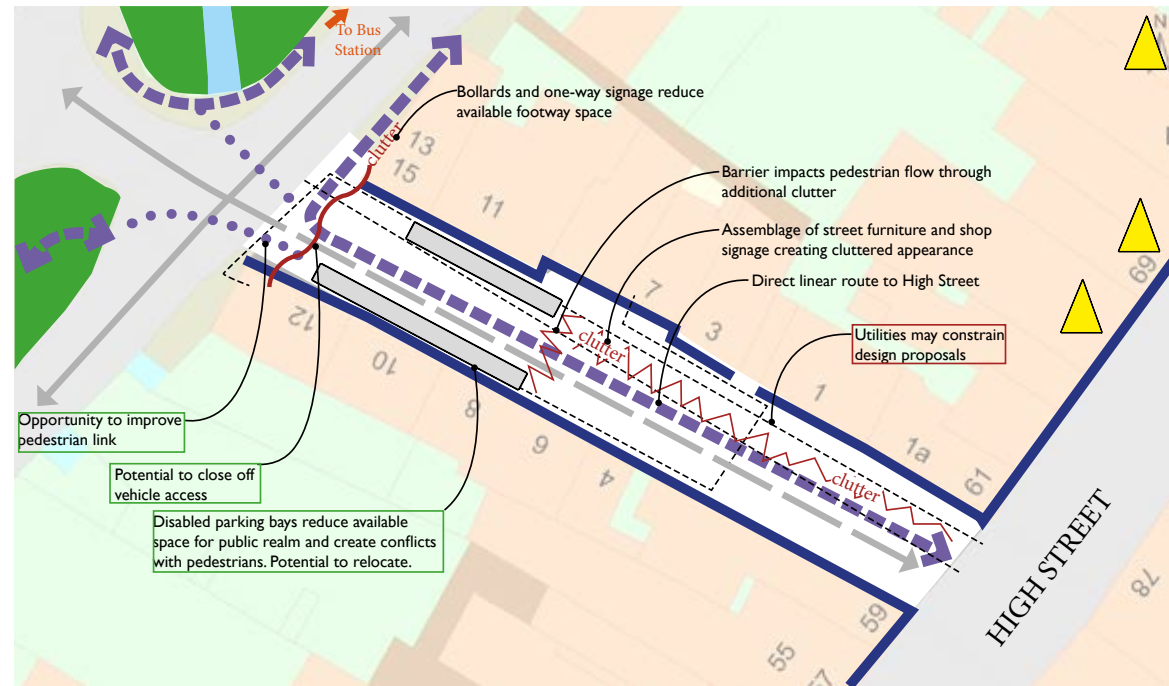
A Vision for Bromsgrove intervention concept design options (ARUrbanism analysis)

8.5 CHURCH STREET



Church Street intervention site

The intentions of the *A Vision for Bromsgrove Report* for the intervention at Church Street involve the creation of an intimate streetscape, one which is not heavily congested by either vehicles or pedestrians. At present, Church Street is somewhat cluttered. The report design concepts recommend the removal, replacement and reorganisation of the street furniture which currently lines the public space. This will assist the enhancement of the street as a pedestrian link between the High Street streetscape and that of the eastern suburbs.



A Vision for Bromsgrove site analysis plan (ARUrbanism analysis)

8.5.1 CHURCH STREET - PHOTOGRAPHS



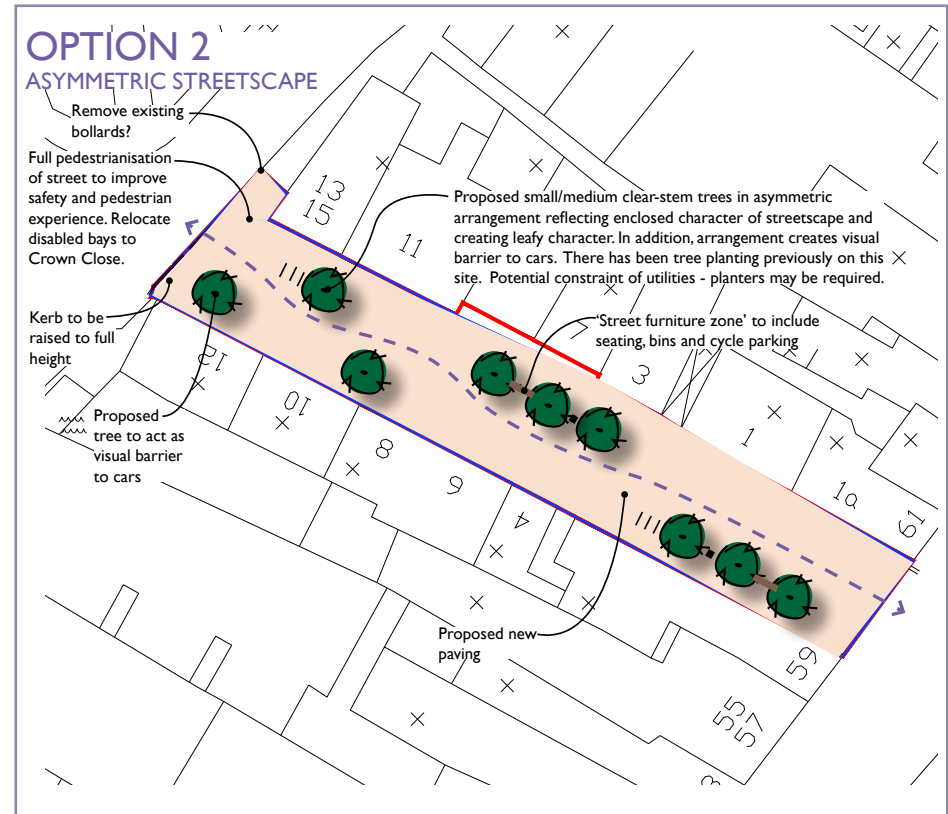
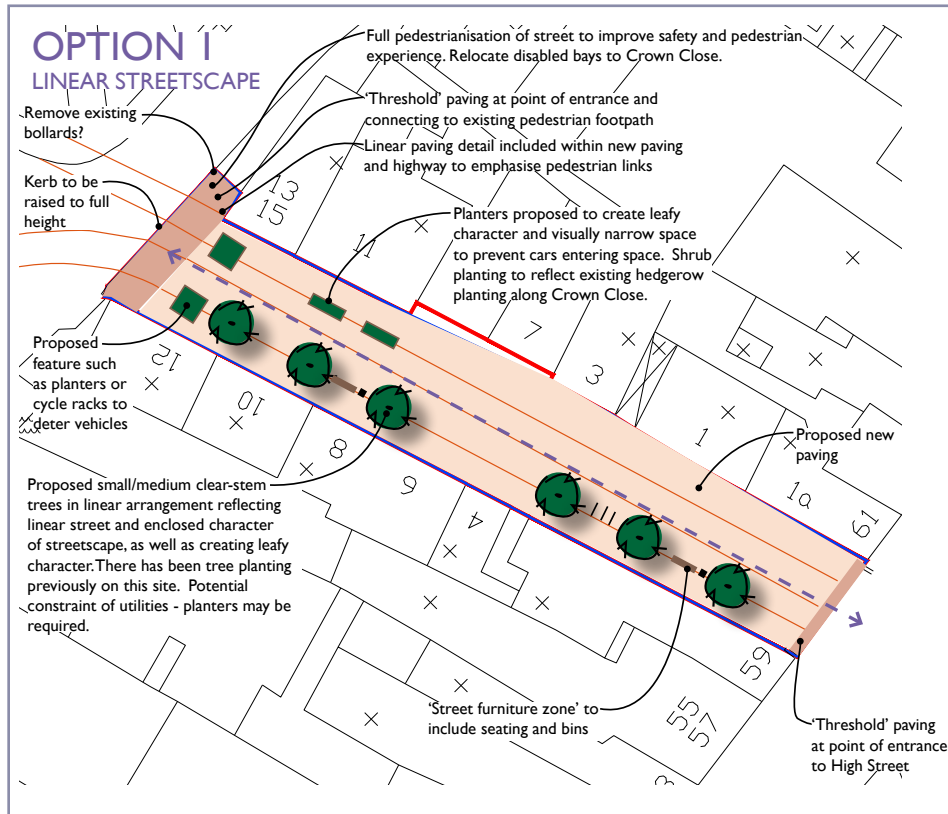
Church Street

8.5.2 CHURCH STREET - AERIAL PHOTOGRAPH



Church Street aerial photograph

8.5.3 CHURCH STREET - OPTIONS



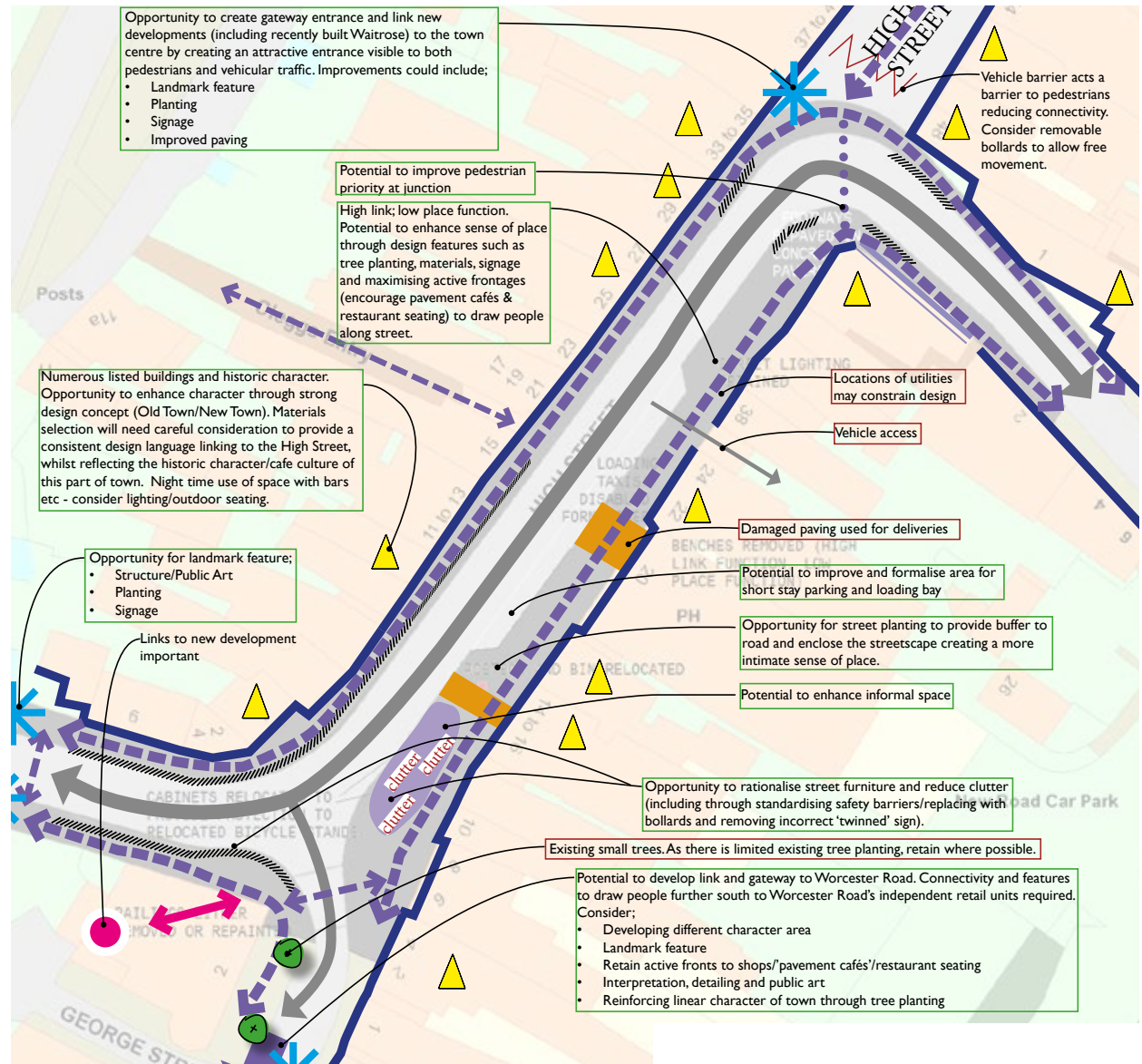
A Vision for Bromsgrove intervention concept design options (ARUrbanism analysis)

8.6 HIGH STREET (SOUTH)



High Street (South) intervention site

The High Street (South) design concepts propose this section of the High Street becomes a gateway entrance: linking the town's medieval core to Worcester Road and new developments; including Waitrose, to the south-west. This public realm would have the potential to act as a landmark gateway, realised through considered planting, signage and enhancement to current paving strategies, for both pedestrian and vehicular arrivals to the town centre. It is anticipated through the design intervention, the character of numerous listed, and historically significant buildings in this area of Bromsgrove, will be significantly augmented. Public art and planting could reinforce the perception of the High Street as a vibrant, active and characterful public space.



A Vision for Bromsgrove site analysis plan (ARUrbanism analysis)

8.6.1 HIGH STREET (SOUTH) - PHOTOGRAPHS



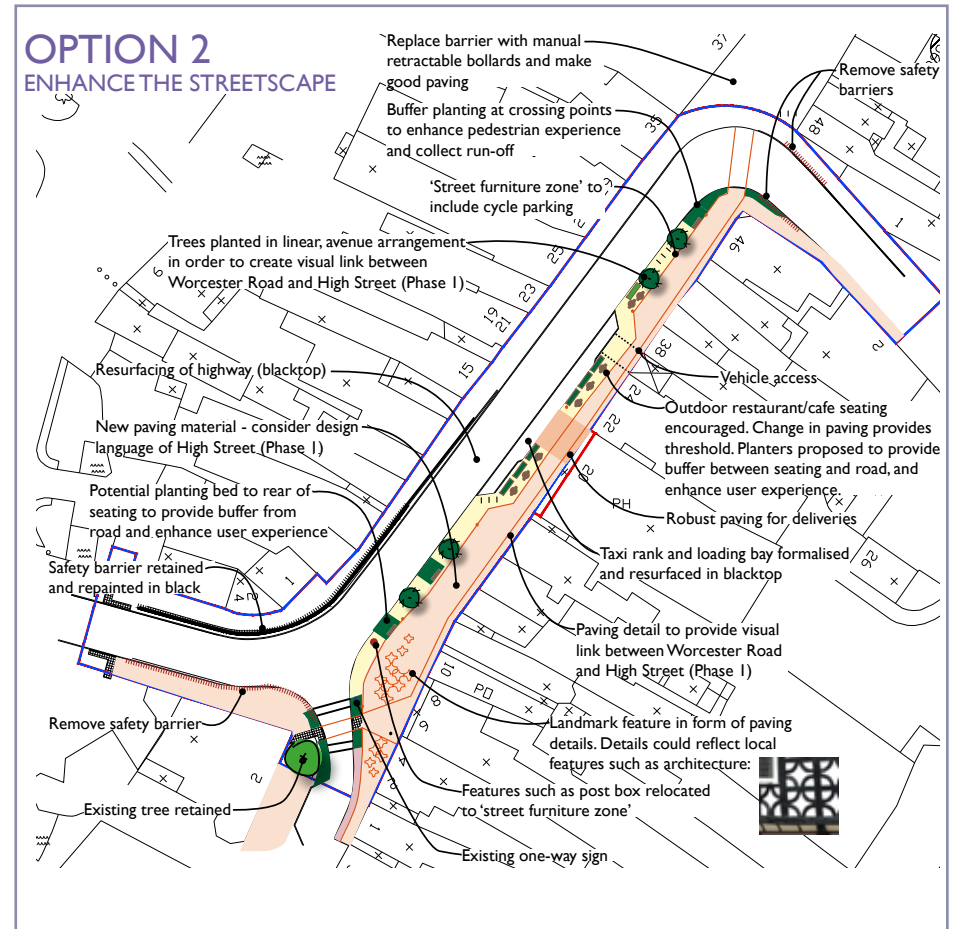
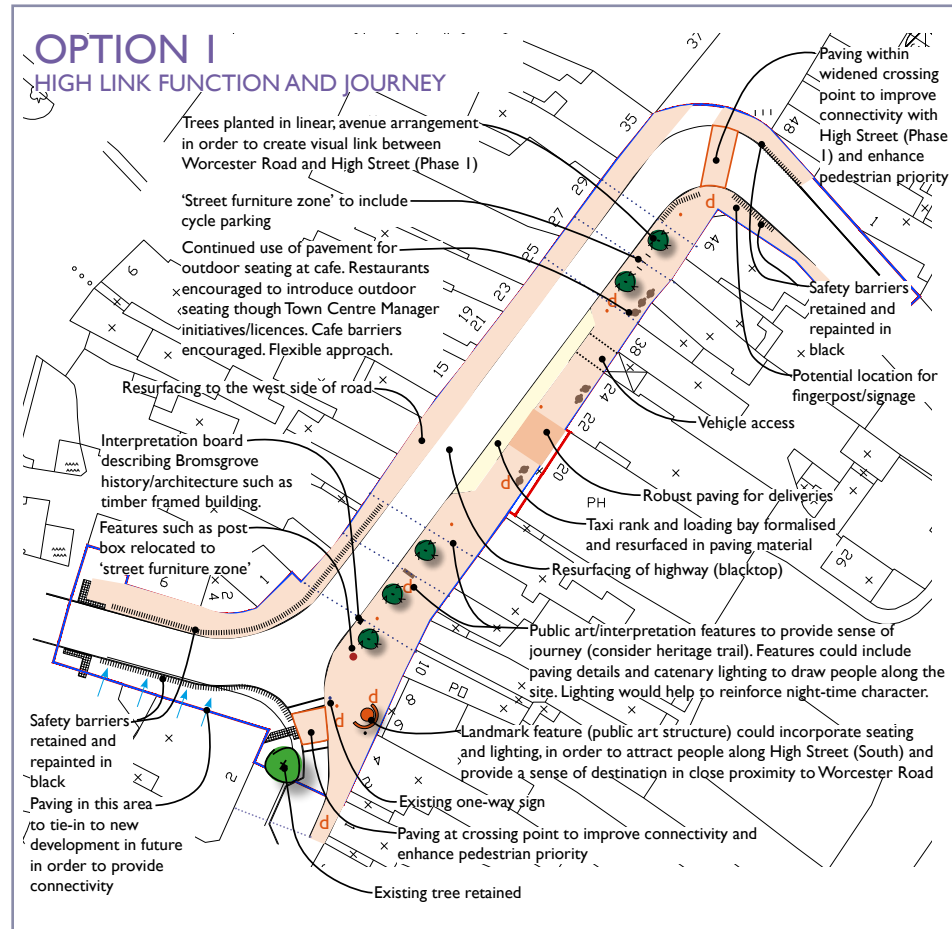
High Street (South)

8.6.2 HIGH STREET (SOUTH) - AERIAL PHOTOGRAPH



High Street (South) aerial photograph

8.6.3 HIGH STREET (SOUTH) - OPTIONS



A Vision for Bromsgrove intervention concept design options (ARUrbanism analysis)

9.0 INFILL SITES



9.1 INFILL SITES - POTENTIAL LOCATIONS



The potential for using 'infill sites' to rededicate land to residential and commercial development in Bromsgrove Town Centre is high.

There are a large number of sites along Market Street/ Crown Close and Windsor Street that could be transformed to offer additional Town Centre living or commercial or community uses. The sites themselves are generally left-over plots belonging to the rear of buildings that line the High Street.

The 'recycling' of these sites can knit the urban edge of the Town Centre together, providing more attractive street scapes and an enhanced, safer and more prosperous community. They would also reinforce the connections created across the Town Centre by the interventions outlined in section 8 and be marketed towards first time buyers to encourage a younger generation of Town Centre dweller.

Key:

- Primary Sites
- Secondary Sites
- Greenery
- Loop Route

9.1.1 INFILL SITES - LOCAL PRECEDENT



Infill site 2021



Regenerated infill site 2022

The transformative nature of infill sites can already be seen in this building sited on Market Street/Spadesbourne Brook.

Sitting empty as lately as 2021, it has been renovated to provide updated accommodation and offers a short walk to the High Street.



Drone image of Market Place with regenerated infill site highlighted in yellow

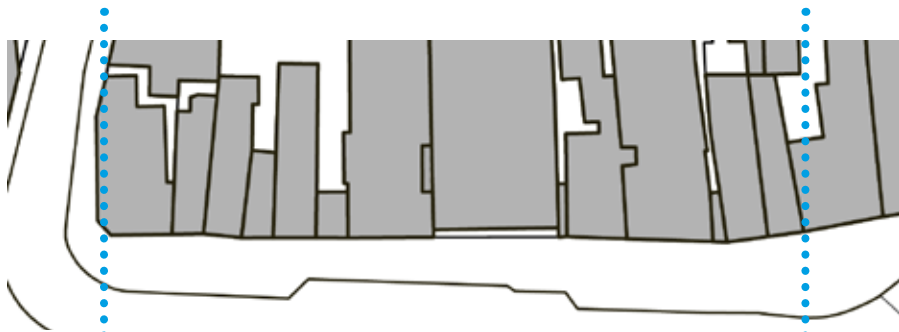
9.2 HIGH STREET (SOUTH)



Partial OS Map

A simple yet transformative proposal which looks to add trees to the existing generous pavement to provide a natural barrier to the road.

The 'greening' of the High Street would also provide an opportunity for outdoor dining and encourage passers by to take advantage of the existing eateries.



Existing High Street (South) Elevation



Proposed High Street (South) Elevation

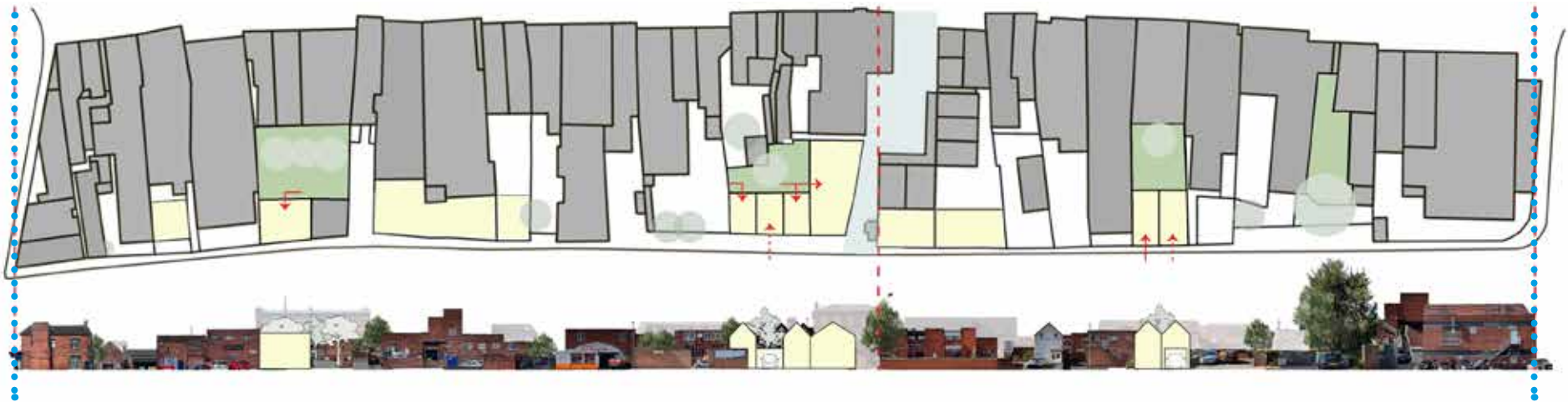
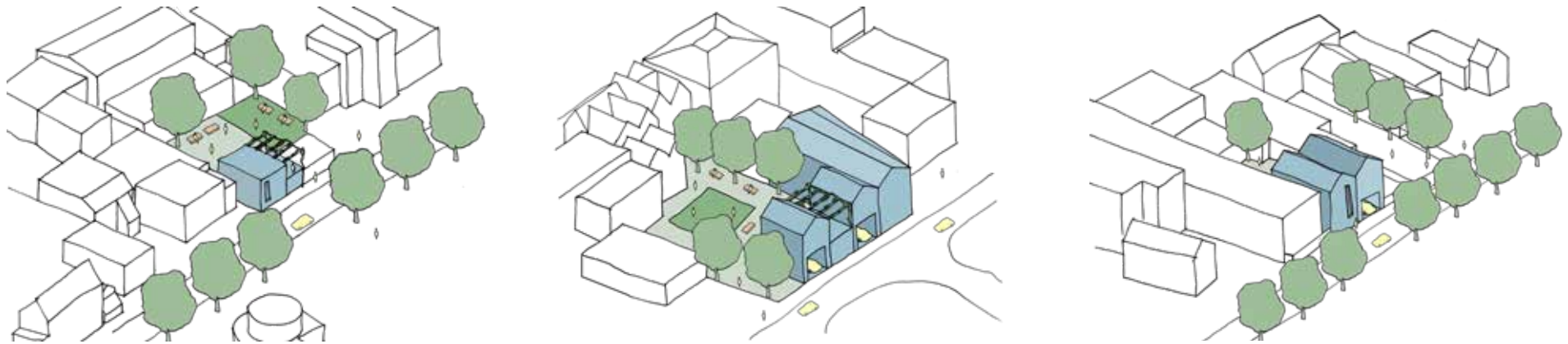
9.3 WINDSOR STREET (WEST) EXISTING SITES



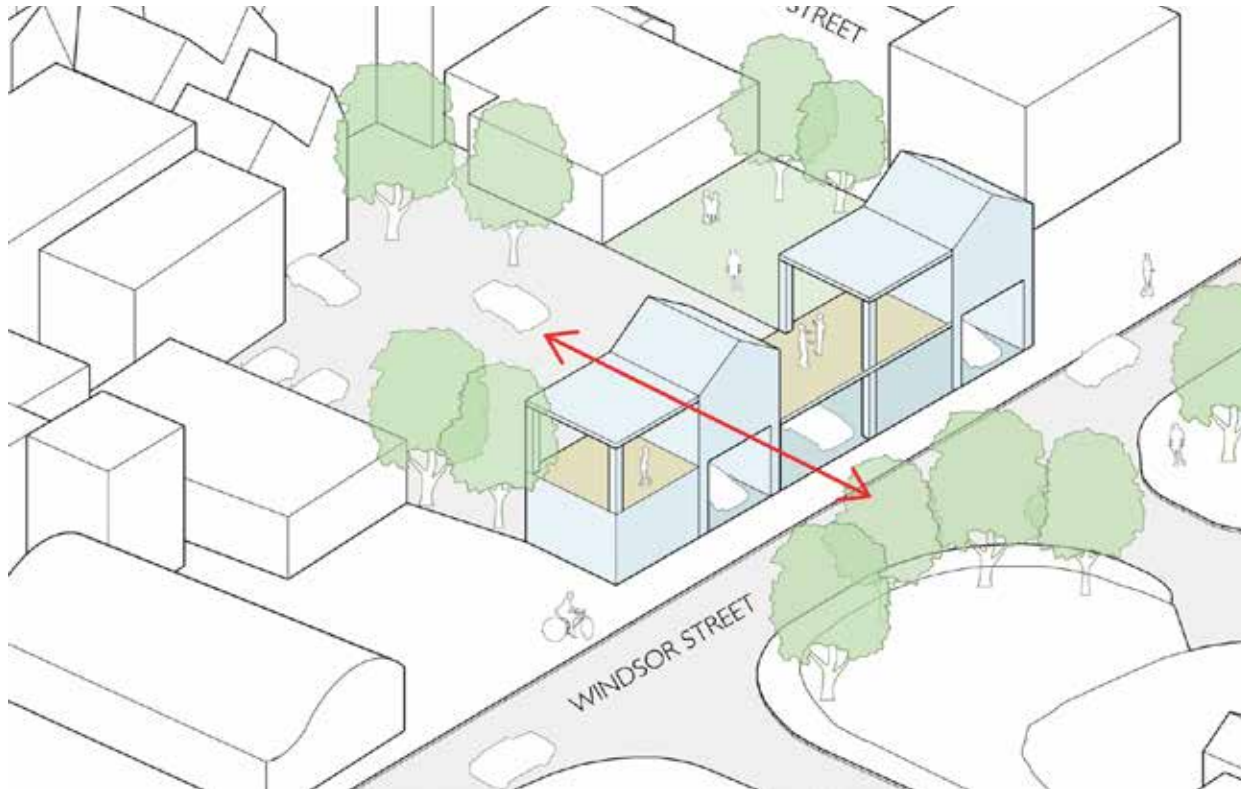
Existing sites - potential for Infill



9.3.1 WINDSOR STREET (WEST) INFILL DEFINITION



9.3.2 WINDSOR STREET (WEST) PRECEDENTS



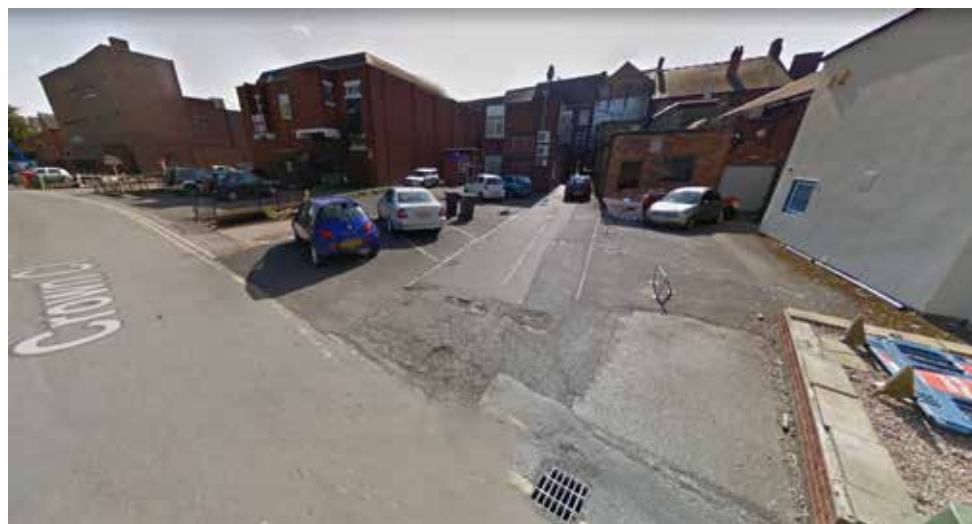
9.4 MARKET STREET - EXISTING SITES



Partial OS Map with Infill sites



Drone image of infill sites at south end of Market Street



Existing sites - potential for Infill north of Kip McGrath



Existing sites - potential for Infill north of Poundland

9.4.1 MARKET STREET - INFILL DEFINITION



9.4.2 MARKET STREET - PRECEDENTS



10.0 NEW OPPORTUNITIES



10.1 CO-WORKING HUBS

A key opportunity for Bromsgrove - well suited to re-purposing existing buildings.

Existing vacant buildings could be re-imagined with the help of the growing market. Users could work closer to home to achieve a better life/work balance.



Above: Examples of existing unused buildings in Bromsgrove Town Centre

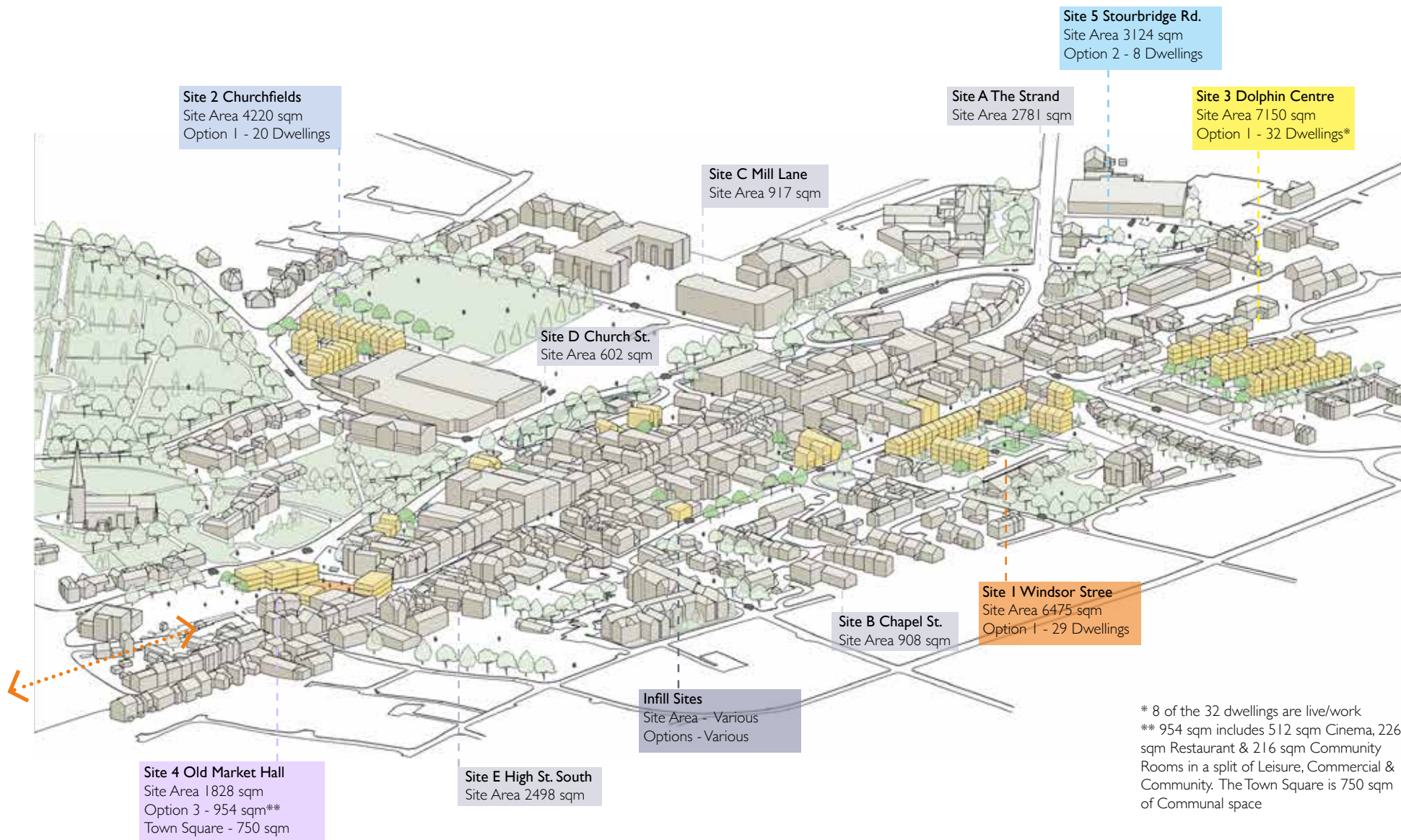
Above: Examples of Co-Working Hubs

11.0 CONSOLIDATED MASTERPLAN



11.1 CONSOLIDATED MASTERPLAN

Coherent Strategy: Practical Vision to Deliver Complementary Uses



* 8 of the 32 dwellings are live/work
** 954 sqm includes 512 sqm Cinema, 226 sqm Restaurant & 216 sqm Community Rooms in a split of Leisure, Commercial & Community. The Town Square is 750 sqm of Communal space

The Loft at Beaufort Lodge
Portway Court, Portway
Worcestershire B48 7HY
Tel: 07860 611519

Studio 09
14 Southgate Road
London N1 2LY
Tel: 02076206114

email: mail@bff-architects.co.uk

BURRELL | FOLEY | FISCHER
ARCHITECTS AND URBAN DESIGNERS