TC

Bromsgrove Town Centre
Draft Area Action Plan

January 2011

Bromsgrove District Council
www.bromsgrove.gov.uk

LDF Local Development Framework

Building a better Bromsgrove

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1 Introduction and Context

1.1 Background

1.2 This document has been produced by the District Council as a basis for consultation on the next stage of preparing the Bromsgrove Town Centre Area Action Plan as part of the Bromsgrove District Local Development Framework. It builds on the earlier Issues and Options consultation stage that took place in July 2008.

1.3 What is a Local Development Framework (LDF) and an Area Action Plan (AAP)

1.4 The Bromsgrove LDF will replace the existing Bromsgrove District Local Plan (BDLP) which was adopted in 2004. It will provide a strategic planning framework for the District, guiding future development. Once adopted, Bromsgrove's LDF will form the statutory Development Plan for the District.

1.5 The LDF is made up of a number of documents. This includes a Core Strategy and other important documents of which the Draft Town Centre AAP is one. The Draft Core Strategy is also out for consultation please see **www.bromsgrove.gov.uk/corestrategy** for more details.

1.6 The Area Action Plan (AAP) when formally adopted will be a significant addition to the planning policy within Bromsgrove, it will be the spatial plan for the Town Centre identifying not only the long term vision for future regeneration but also provide detailed policies to guide smaller scale development in the Town Centre.

1.7 AAPs should be used to provide the planning framework for areas where significant change or conservation is needed. AAPs can:

- Deliver planned growth areas;
- Stimulate regeneration;
- Protect areas particularly sensitive to change;
- Resolve conflicting objectives in areas subject to development pressures; or
- Focus the delivery of area-based regeneration initiatives.

1.8 Clear aims and objectives need to be set within an AAP, including the type and scope of developments/ enhancements to the public realm, the economy, public services and transport initiatives these can be seen below.

1.9 An AAP can assist in highlighting potential land for redevelopment; improve infrastructure; protect important areas and features; enhance / upgrade existing spaces, and help with land assembly where required. The AAP also allows Town Centre developments to be coordinated and consistent ensuring a balance of uses through the Town; it can also attract investment / jobs and set realistic timescales. Importantly, it ensures that the community is involved throughout the development of strategies and policies and will benefit fully from the regeneration.

1.10 The implementation of an AAP in Bromsgrove Town Centre will ensure that future development, whether it be funded/ implemented by the Council, another public body, or a private investor (e.g. a major retailer) will be guided by the direction agreed by the District Council, townspeople, and other relevant businesses and organisations.

1.11 What is the Purpose of this Consultation?

1.12 This is the second draft of the AAP. In July 2008 the Council published an Issues and Options version of the AAP which presented a number of issues which the Council felt it would need to address to ensure the long term success and regeneration of the Town Centre. Alongside these issues a number of options were also presented as possible solutions to issues in the Town Centre. Many representations were received which have been used in preparing this Draft AAP. Summaries of the representations and the Council's responses can been seen in the accompanying evidence base available to view on **www.bromsgrove.gov.uk/towncentre**

1.13 The Draft AAP has developed significantly since the Issues and Options version and now provides detailed policy wording specifically designed to deliver the vision the Council has for the Town Centre. This does not mean that the policies and proposals in this AAP are fixed, we are still welcoming views on every element of this document.

1.14 What has influenced this AAP

1.15 The most important influence on the AAP is what local communities, stakeholders and developers have to say on what the strategy is aiming to achieve.

1.16 There have been several different forms of engagement used to date including:

- Wide scale Public Consultations
- Stakeholder Forums
- Public speaking events e.g. opening the upgraded Bus Station and public convenience
- Economic Theme group meetings
- Evening Economy group meetings
- Town Centre Steering Group meetings (attended by District and County Councillors)
- Newsletters and press releases

1.17 Engagement activities have been promoted/publicised using channels such as:

- Community newsletters
- Displays in Town Centre and other shop windows, including hoardings
- Leaflet distribution
- Local press
- Local and national radio and television
- Local Neighbourhood Partnerships
- New media techniques e.g. facebook
- Targeted approach to local schools
- Travelling displays/Road-shows/exhibitions/ presentations at community events

1.18 The success of the strategy will depend on the following key factors:

- An open and honest approach of what Community Engagement will consist of, between the Regeneration Programme and its stakeholders
- Building the skills and capacity of staff to effectively engage with communities
- Clear and timely communication
- Effective working between the Regeneration Programme and its partners
- Sufficient resources being used to deliver the aims and objectives of the strategy.
- Establish clear communication links to increase public feedback
- Establish a consistent approach to Community Engagement throughout the programme
- Ensure feedback results are shared

1.19 The draft AAP has therefore been influenced by the townspeople and businesses of Bromsgrove via these methods, and we will continue to do this throughout the process.

1.20 Issues and Options consultation

1.21 The Issues and Options relating to Bromsgrove Town Centre were formulated following discussions with local residents, businesses, and other stakeholders including Council members and officers. A consultation conducted prior to the commencement of the AAP process was carried out. In 2003, an event consisting of approximately 80 individuals from the community, local businesses, and other interested parties took part in a walking audit of the Town Centre. Following identification of issues, working groups considered seven themes and the results were recorded.

1.22 Further work was commissioned especially for the AAP process in 2007 and 2008. Many meetings were held with key stakeholders, including County and District Councillors, Chief Officers, and representatives from other public services organisations and private businesses.

A workshop occurred which included officers from the District Council, the County Councils, and other organisations. These were followed by different focus groups including; Town Centre traders, council officers and representatives of disability groups, and the Disability Users Group.

1.23 The findings from these various means of consultation culminated in the (previously published) report entitled 'Bromsgrove Town Centre Area Action Plan Issues and Options' in July 2008.

1.24 The role of the July 2008 Issues and Options report was to summarise the key issues for Bromsgrove Town Centre, as identified through baseline evidence gathering, and to provide a series of options for how policy might respond to each of these issues. The issues and options were grouped within four categories as shown in the following tables 1, 2, 3 and 4;

Table 1. Transport, movement and accessibility

Issue	Option (potential action)
Issue BR1 Bromsgrove Station	A - Introduce a new regular shuttle bus link between the Town Centre and the Station B - Improve signage between the Town Centre and the Station C - Improve cycle and pedestrian routes between the Station and the Town Centre
Issue BR2 Road Network	A - Alter the road network to introduce a one-way system which includes the widening of Windsor Street B - Introduce improvements to the junction of Stourbridge Road and Birmingham Road C - Close Market Street to through traffic D - Reinstate traffic to the High Street E - Introduce a new link road to connect Bromsgrove Town Centre and the A38
Issue BR3 Buses, pedestrian linkages and mobility	A - Bus stops should be retained in their current location B - Bus stops should be relocated to the site of Windsor Street car park C - Reduce barriers to mobility
Issue BR4 Car Parking	A - Increase the provision of short stay car parking spaces in the Town Centre B - Car parking charges should be reviewed C - Reduce the overall number of car parking spaces in the Town Centre D - Create a network of new multi-storey car parks serving the town's principal approaches

Table 2. Retailing Issue	Option (potential action)
Issue BR6 Retail Offer	A - Attempt to attract a high quality anchor store for the Market Hall site B - Seek to encourage more independent and niche retailers to the Town Centre C - Seek to more tightly control the mix and range of retail units in the Town Centre
Issue BR7 Market	A - Provide an outdoor street market in the Town Centre B - Do not provide a street market in the Town Centre
Issue BR8 Evening Economy	A - Promote the provision of cafes and restaurants in the Town Centre, in association with an increased residential population, in order to stimulate the evening economy B - Maintain evening economy uses at their present level at the western end of the High Street

Table 3. Living and Working in Bromsgrove Issue	Option (potential action)
Issue BR9 Town Centre Housing Provision	A - Seek to increase the Town Centre population through the provision of mixed use developments on previously used brownfield land and housing above shops and businesses B - Retain the current Town Centre housing stock, and do not plan for any increase in the size of the Town Centre population
Issue BR10 Future Employment Strategy for Bromsgrove Town Centre	A - Encourage small scale employment uses in Town Centre as part of new mixed use developments B - Designate larger sites for employment uses within the Town Centre C - Retain the existing balance of employment uses within the Town Centre, or consolidate employment provision to enable the creation of further retail and housing development opportunities
Issue BR11 Leisure Provision	A - Replace Dolphin Centre with new leisure facility on the existing site B - Retain and refurbish the Dolphin Centre C - Provide a public leisure facility on an alternative site in the Town Centre D - Provide a public leisure facility on an alternative site outside the Town Centre
Issue BR12 Public Services	A - Relocate a number of public services, including the police service and library to co-locate services and improve efficiency B - Relocate District Council offices to a Town Centre location
Issue BR13 Crime & Safety	A - Ensure that CCTV coverage is comprehensive in the High Street B - Design out crime on new developments, and improve the safety of existing areas which are poorly lit and have limited overlooking

Table 4. Environment and Open Space Issue	Option (potential action)
Issue BR14 Public Realm	A - Make improvements to the public realm in the High Street, including improving the quality of the paving in the pedestrianised area, improving the quality of shop fronts and reducing street clutter B - Involve the local community in the Town Centre public realm improvements C - Implement a regular maintenance programme for the High Street
Issue BR15 Spadesbourne Brook	A - Re-landscape the Brook and improve the environmental quality of the surrounding area B - Culvert the brook C - Restore the natural habitat of the Brook as much as possible in order to enhance biodiversity
Issue BR16 Recreation Ground	A - Improve the Recreation Ground facilities and linkages to the Town Centre B - Make the Recreation Ground more accessible to the Town Centre by 'swapping' the space with the adjacent car park C - Extend the Recreation Ground to cover the Recreation Road South Car Park

1.25 It was important that consultation sought to recognise a better understanding of these issues to test the desirability/ support for the various options that were outlined; this would assist in better policy and decision-making i.e. promoting any work/upgrades that were required. Identifying opinions, views and attitudes would gauge reaction to certain ideas, set priorities for action, direct/ justify spending, and assist with future policy.

1.26 There was also the opportunity for previously unidentified issues and options to be identified for consideration, and the views of specific community groups would be sought to ensure where possible all community needs will be met in the future.

1.27 The findings have assisted in the production of the draft AAP, shaping the way the Town Centre is regenerated and driving the future direction and identity of the town. Examples of this amongst others included whether Bromsgrove is enhanced as a traditional market town or whether it is modernised to compete with surrounding shopping centres; whether there should be a focus on larger retail outlets or smaller niche retailers; the extent of any public realm, public service, and/or transport upgrades, and the scope of the evening economy.

1.28 The consultation sought to give as many people as possible the opportunity to influence the development of the AAP, particularly any parties with an interest in, or affected by, the execution and outcome of the regeneration of the Town Centre of Bromsgrove. This was achieved by approaching the partners and stakeholders of the regeneration programme, and by approaching the contact of all existing representative groups. Where possible, presentations were made to these groups with information regarding how they could complete the questionnaire. Those encouraged to take part in the consultation included:

- The Community
- Service Users
- Partners within the Bromsgrove Town Centre Steering Group
- Statutory Bodies
- Town Centre Traders
- Elected Members
- LSP Theme Groups
  - Safe & Feel Safe
  - Environment
  - Economic Success
  - Health & Well Being
  - Children & Young People
  - Older People
  - Housing
  - Transport & Community Transport

1.29 The AAP will aim to meet the needs identified by all of those who use or would like to use the Town Centre. A questionnaire was devised in order to gain a detailed insight into the views and expectations of the population of Bromsgrove. The questions reflected the aims and objectives identified in the Bromsgrove Town Centre Area Action Plan Issues and Options' report in July 2008.

1.30 The questionnaire was completed by the public in the Town Centre during face to face interviews at events such as the Farmer's Market. It was also circulated at events, exhibitions and presentations, or could be accessed via the internet. The local media was utilised to promote the consultation. A total of 1,198 responses were received by post and online but not all respondents answered every question. Results are weighted by age and gender to better represent the resident population of Bromsgrove. 465 of these questionnaires contained soft feedback from the open 'additional comments' question, while 42 separate letters or e-mails were received. This culminated in 1,707 individual comments, plus responses from statutory consultees which were all mapped against each specific option as necessary, the findings can be viewed within the Bromsgrove Town Centre Area Action Plan Issues and Options consultation report.

1.31 Ongoing Consultation Groups

1.32 Town Centre Regeneration Programme Stakeholder's Forum

1.33 The Stakeholder Forum exists to represent the wide community that is affected by the Regeneration of Bromsgrove Town Centre and to ensure that as far as possible their needs are recognised, addressed, and, where necessary, incorporated within the Area Action Plan. Stakeholders include, but are not limited to, residents, visitors, traders and landowners.

1.34 The Forum also acts as the Town Centre Theme Group within the Local Strategic Partnership (LSP). This means that it has adopted a partnership approach and aims to work with other organisations within and beyond Bromsgrove to meet the needs and aspirations of the Town Centre and its Regeneration Programme. The Theme Group reports on performance and progress to the Bromsgrove Partnership Board, by this route, the group also links to the Worcestershire Partnership.

1.35 The Specific Responsibilities of Members of the Stakeholder Forum are:

- Communication between the group represented and the Joint Project Team
- The further development of the programme in support of the groups they represent including advice and recommend actions that may improve or expedite the programme outcomes
- To contribute to particular work-streams as required in line with their representative function or other specialism
- To maintain confidentiality of all sensitive/commercial information
- Performance management through helping to establish and monitor against measures and targets in respect of outcomes of regeneration activities with and for particular stakeholder groups and LSP Themes
- A route for consultation with the community, businesses, policy makers, partner organisations and other stakeholder groups

1.36 Evening Economy Group

1.37 An Evening Economy Group was established so that local businesses and interested parties could directly influence the economic potential of Bromsgrove Town Centre in the evening and, therefore, the Area Action Plan. The purpose was to specifically examine shopping, eating, drinking and entertainment, including safety, lighting, cleanliness, transport, events and car parking.

1.38 Members were encouraged to consider factors of the Town Centre that they thought were good and bad; what they would like to see in their ideal Town Centre; how more people could be encouraged into the Town Centre in the evenings, and funding opportunities. Another consideration was the Common Events Programme, which is vital to ensure that the public know what events are happening in Bromsgrove Town Centre and when. The Evening Economy Group was linked into the Stakeholder's Forum. Potential events and facilities were discussed at these meetings, with the findings fed into Area Action Plan work.

1.39 Bromsgrove Leisure consultation

1.40 In the summer of 2010 a targeted consultation took place on the future leisure provision in the town, the results of which have been analysed and reflected in policy TC12, which identifies the site and criteria for a new leisure centre in the Town Centre.

1.41 Bromsgrove District Core Strategy

1.42 This version of the Bromsgrove AAP is intended to be read alongside the Bromsgrove Draft Core Strategy which together demonstrates a clear vision for the future of both the town and the wider District. Contained within the Core strategy is a Town Centre regeneration policy which ensures that the AAP is clearly linked to other planning strategies also being prepared for the District, because of the detail required to deliver an enhanced Town Centre an AAP has been chosen to deliver a comprehensive regeneration programme.

1.43 The complementary policy in the Core Strategy is as follows:

1.44 CP15 Town Centre Regeneration

The Town Centre represents an area where significant change and conservation is needed, and therefore an Area Action Plan is proposed which will provide a planning framework to guide and promote future development.

Sustainable travel will be promoted by improving pedestrian priority, linkages and mobility within and across the Town Centre; improving pedestrian and cycle linkages between Bromsgrove railway Station and the Town Centre, and improving to key junctions including Birmingham Road/Stourbridge Road. Significant improvements in public transport, will be encouraged, particularly to bus services in order to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre acting as the focal transport hub.

The Council will support proposals to improve the range and quality of the retail offer including;

- Encouraging redevelopment of key sites including the Market Hall site
- Continuing to support small specialist shops, whilst creating opportunities for new retailers to enter the town
- Improving the range of the evening economy uses within the Town Centre including a mix of entertainment uses for all groups, including leisure and culture, a choice of bars, cafes and restaurants
- Providing a regular outdoor market in the High Street.

The Council will support proposals to deliver high quality housing which provides a mix of unit sizes and tenure including provision for the elderly. Measures to ensure an attractive and safe Town Centre is created will be encouraged by implementing a new public realm scheme and complimentary design and conservation policies.

New proposals must contribute towards an accessible and attractive environment by:

- ensuring accessibility for all
- encouraging more sympathetic and high quality infilling schemes
- improving the quality and value of open spaces in the Town Centre

Opportunities will also be encouraged in new schemes to mitigate and adapt to the effects of climate change for example renewable energy and recycling.

1.45 Sustainability Appraisal

1.46 The Town Centre AAP must contribute towards achieving sustainable development and the Sustainability Appraisal (SA) process has been used as an integral part of the preparation of this AAP. The SA is a tool which evaluates the environmental, economic and social effects of a plan to ensure it is tailored towards achieving a better quality life both now and for future generations. It incorporates the requirements of the European Union directive relating to Strategic Environmental Assessment. The policies set out in the AAP have been subject to Sustainability Appraisal at every stage of their production and each consultation informs and improves this process. An SA report is therefore also available for consultation alongside this Draft AAP. It sets out the implications of the policies and the mitigation measures required to reduce any identified negative impacts.

1.47 Evidence Base

1.48 The AAP has been developed from the basis of a strong evidence base to ensure that it addresses local issues and responds to the needs of local communities. A number of studies have been prepared which underpin the policies contained within the AAP and these are available to view on the council's website

1.49 Local Strategic Partnership and Community Strategy

1.50 The regeneration of the Town Centre is a key priority of the LSP. The Town Centre Stakeholder Forum has acted as the LSP theme group throughout most of the process in creating the AAP. A newly constituted Economic Development Theme Group also actively considers issues relating to Town Centre Regeneration ensuring that the aims and objectives of the LSP are reflected in the work of the regeneration team and the AAP and also that the aims of the Regeneration team/AAP are also being regularly presented to the LSP.

1.51 Local Enterprise Partnership

1.52 Local Enterprise Partnerships (LEP) are currently being set up to deliver, amongst many things, coordinated economic stability and growth across areas which are typically bigger than one District Council. Bromsgrove District Council is currently a member of 2 LEP's, one which focuses on the Birmingham area and some of its surrounding Districts, and also the LEP which deals with issues within Worcestershire. The nature of where Bromsgrove District is within the region means it is important to look in all directions for new partnerships which can help the Town Centre to flourish. As the details of these LEPs become clearer it will be easier to establish what, if any, changes need to be made to the AAP to align with wider economic strategies across the West Midlands region and beyond.
Bromsgrove District Council Plan

1.53 Bromsgrove District Council publishes a Council Plan which states the aims and objectives of the Council and identifies the specific areas and themes across the community that the council wishes to address. Under the overall objective of regeneration, the Town Centre and Economic Development have been identified as specific priorities, under other objectives priorities also include, One Community, Housing and Tackling Climate Change.
The policies and proposals in the AAP will all contribute to the successful achievement of these objectives and priorities.

1.54 What happens next?

1.55 This version of the Town Centre AAP is out to consultation for 12 weeks, during which time representations from all interested parties will be welcomed. All those representations received will then be carefully reviewed and, where appropriate, the plan will be amended into the submission version.

1.56 In due course the final version of the plan will be submitted to the Secretary of State and the submitted document will be made available for another consultation period, during which time formal representations can be made and final changes made to the document.

1.57 The submitted document will then be considered at an Examination in Public to be conducted by an independent Inspector who will determine whether the plan is sound and consistent with national policy. Currently changes are being considered for the structure of the planning system and with the introduction of the Localism bill, the implications of which and any significant changes will be explained in subsequent editions of the AAP.

1.58 It is envisaged that a phased development and construction programme will be included in the submission version of the AAP, with major physical works likely to commence in 2012, although other schemes may well be able to be implemented prior to that.

1.59 How can I get involved?

1.60 The preparation of the Town Centre AAP has been progressing for some time and you may already have been involved in earlier consultation periods. Whether or not you have been involved in any of these earlier stages however, there are still opportunities for you to be involved.

1.61 This is not the final version of the AAP there is still the flexibility to put forward alternative options for any part of the document. Indeed, as the process of plan preparation is an evolving process you may make alternative suggestions to the plan but this should be based on a fully reasoned justification for doing so.

1.62 Publication of the Town Centre AAP is timetabled for Friday 21st January 2011 and the consultation period will run for 12 weeks. We will need to consider all of your comments before a final published AAP can be issued and therefore if you have any comments they must be received by the District Council by 5pm on Friday 15th April 2011.

1.63 You can send us your comments on what you think about the contents of this document and the proposed policies using the attached response form, as this will enable us to process your comments in the most effective way.

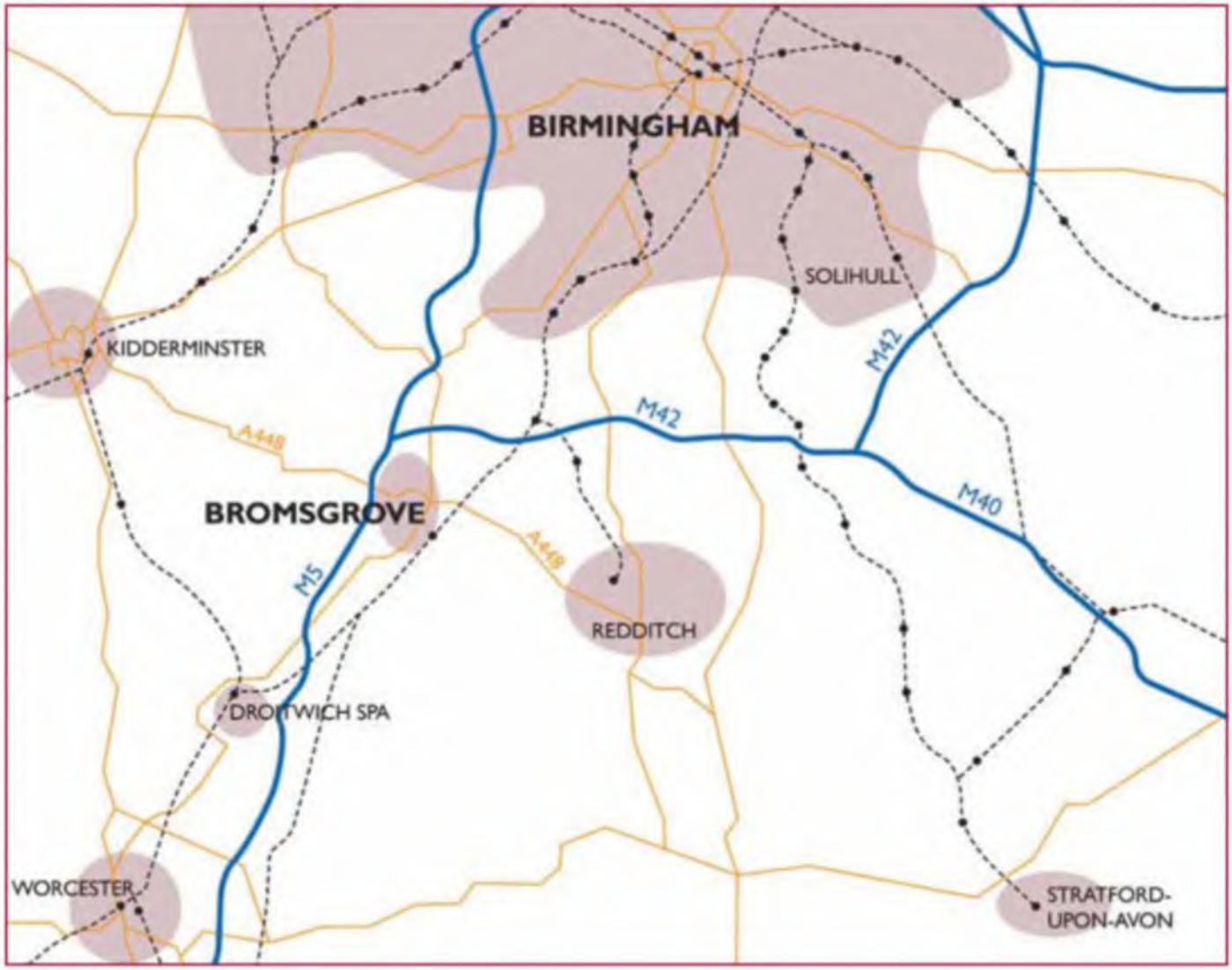
Please send the completed form to:

The Strategic Planning Team,
Planning and Regeneration,
The Council House,
Burcot Lane,
Bromsgrove,
Worcestershire,
B60 1AA

Email **ldf@bromsgrove.gov.uk**
Tel. **01527 881328.**
Fax. **01527 881313**

Further information may be obtained by contacting the team using the above contact details or by visiting our website:

www.bromsgrove.gov.uk/towncentre



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2 Bromsgrove Town Centre

2.1 Bromsgrove Town Centre is an historic market town which was mentioned in the Domesday Book and was the centre for the medieval wool trade. The High Street follows the route of a Roman Road and still contains a number of historic buildings of which some are listed and/or protected by Conservation Areas Status. There is however some evidence of unsympathetic infilling, inappropriate replacement shopfronts and signage within the Town Centre. Furthermore whilst partial pedestrianisation of the High Street occurred over twenty years ago, the pedestrianised area is now considered to be unattractive, with cluttered street furniture and a poorly maintained paved surface.

2.2 The M5 and M42 meet to the north of the Town, offering good road links to the rest of the country, and the A38 and A448 offer good local access to the neighbouring towns. Bromsgrove train station is located approximately one mile outside the Town Centre, and provides services to a variety of destinations on the London Midland network, including Birmingham, Hereford and Worcester.

2.3 The Town Centre lies at the heart of the District and although it remains the main retail destination within the District, not all local residents use Bromsgrove Town Centre as their primary shopping destination. This is partly due to the role and function of the Town Centre and partly due to geography. Bromsgrove District is over 20,000 hectares in size and some of its settlements are comparatively remote to the Town Centre, with other centres outside of the District, such as Stourbridge and Birmingham, lying closer to these outlying settlements, therefore they are often the preferred choice for shopping rather the Bromsgrove Town Centre.

2.4 Bromsgrove is not considered to be a strategic centre and its function is seen to cater for the local needs of its residents. This is reflected in the mixture and proportion of uses present such as limited comparison floorspace, convenience shopping, local services, housing, employment, (predominantly retail and service sector but with some light industry), health care facilities, sports centres/leisure facilities and restaurants. The retail accommodation in the Town Centre is mixed, and many small and independent businesses occupy small premises that do not lend themselves to redevelopment. As a result, there is a shortage of suitable larger retail accommodation that suits modern retailing needs. There is also the perception that there is a preponderance of vacant units, lower end retail uses and hot food takeaways and that generally the Town Centre is "rundown". Bromsgrove Town Centre has relatively few evening economy uses, with those that do exist being generally clustered at the western end of the High Street and on Worcester Road. This area of the Town Centre, being the liveliest at night time, inevitably suffers some disturbance and has the potential to give rise to fear of crime by some resident groups

2.5 Whilst strategically placed with good accessibility to the UK motorway network road congestion is an increasing problem for the Town, particularly during peak hours and when traffic attempting to avoid motorway congestion diverts to the local road network. Bromsgrove's railway station is located approximately one mile from the Town Centre, with poor pedestrian, cycle and bus linkages between the Town Centre and the station. Whilst bus services are able to penetrate the Town Centre, problems with disabled access and general pedestrian accessibility remain. At present the overall quantity of car parking is considered adequate for the Town Centre. Significant improvements are however required in public transport, in particular to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre acting as the focal hub.

2.6 The Town Centre contains few open spaces. Existing spaces include the Recreation Ground, and land surrounding Spadesbourne Brook and St John's Church. At present the Recreation Ground provides only limited value to the local population, and has few amenity functions.

3 Bromsgrove Town Centre - The Vision

"Bromsgrove will be a thriving market town which attracts residents and visitors into the Town Centre, both for the shopping experience and its programme of events, activities and markets. The Town Centre will be significantly enhanced with an attractive and safe environment which will provide a focal point for the community."

The vision above has been prepared by the Council but has been created by you. The Council has been asking the people of Bromsgrove and many other key stakeholders what they want for the Town Centre over the last few years the results of which has generated the vision above.

4 Bromsgrove Town Centre - The Objectives

4.1 Retailing and the local economy

- Improved retail offer through the development of new sites and an extended Primary Shopping Zone
- Improved range and quality of evening economy uses within the Town Centre, including a choice of bars, cafes and restaurants
- Number of employment sites for light industrial usage maintained
- Promoted local and niche shops in traditional High Street premises
- A regular high quality outdoor market in the High Street
- Instigation of an extended events programme

4.2 Living and Working in Bromsgrove

- To deliver new high quality housing which provides a mix of unit sizes and tenure
- To ensure that residential unit numbers, densities and affordable housing provision is sufficient and appropriate for the local area
- Modern commercial office accommodation will be made available
- New technology businesses attracted as part of improved links with the technology park and A38 technology corridor
- The conversion of empty space above shops converted into flats
- A Care Village in the Town Centre to meet the needs of Bromsgrove

4.3 Public Realm and Open Spaces

- Upgrading the public realm and Primary Shopping Zone to a high quality including resurfacing and refurbishing the High Street
- Preserving and enhancing the Conservation Area's character and appearance
- Wherever viable renovating, refurbishing, rejuvenating or redecorating the Town Centre's historic buildings
- Utilising the natural assets in the Town Centre to provide enhanced green and open spaces including the Spadesbourne Brook and Recreation Ground
- Ensure a safe environment for all and a Town Centre enjoyable for everyone

4.4 Accessible and efficient public services in Bromsgrove Town Centre

- New Customer Service Centre and Civic Suite incorporating a review of public administration and library services
- New Leisure Centre
- New Health Centre
- New / Refurbished Public Toilets

4.5 Transport, movement and accessibility

- To reduce reliance on car use and reduce transport related carbon emissions
- An improved road network including the re-engineering of junctions and traffic flows
- Improved pedestrian priority, accessibility, permeability, linkages and mobility within and across the Town Centre for pedestrians and cyclists
- Improved public transport infrastructure including the new or upgraded Bus Station, and new Town Centre bus routes
- Improved pedestrian and cycle linkages between Bromsgrove Station and the Town Centre, and the promotion of shuttle bus services between the two destinations
- A rationalisation of car parking provision in the Town Centre

5 Structure of the Policies

5.1 Whilst the whole of this document forms the AAP the next two sections contain the specific policies which will shape the regeneration of the Town Centre. They have been split into two sections, the Strategies, which deal with strategic issues which affect the whole of the Town Centre and the Site Specific development opportunities, which deal with individual development sites.

5.2 A number of inter-related themes have emerged from the aims and objectives and these have been used as a basis to structure the individual strategies. Due to their spatial nature there will inevitably be some overlap between the policy areas. Where this explicitly occurs, cross references have been included for the sake of clarity, however it is likely that subtle overlaps will also occur and the plan should therefore be considered in its entirety.

5.3 The context for each policy is first provided and then the actual policy highlighted in larger bold text. The 'At a Glance' box provides a quick reference to the key issues which have influenced the policy such as National policy guidance, consultation responses and the Sustainability Appraisal.

6 Bromsgrove Area Action Plan - The Strategies

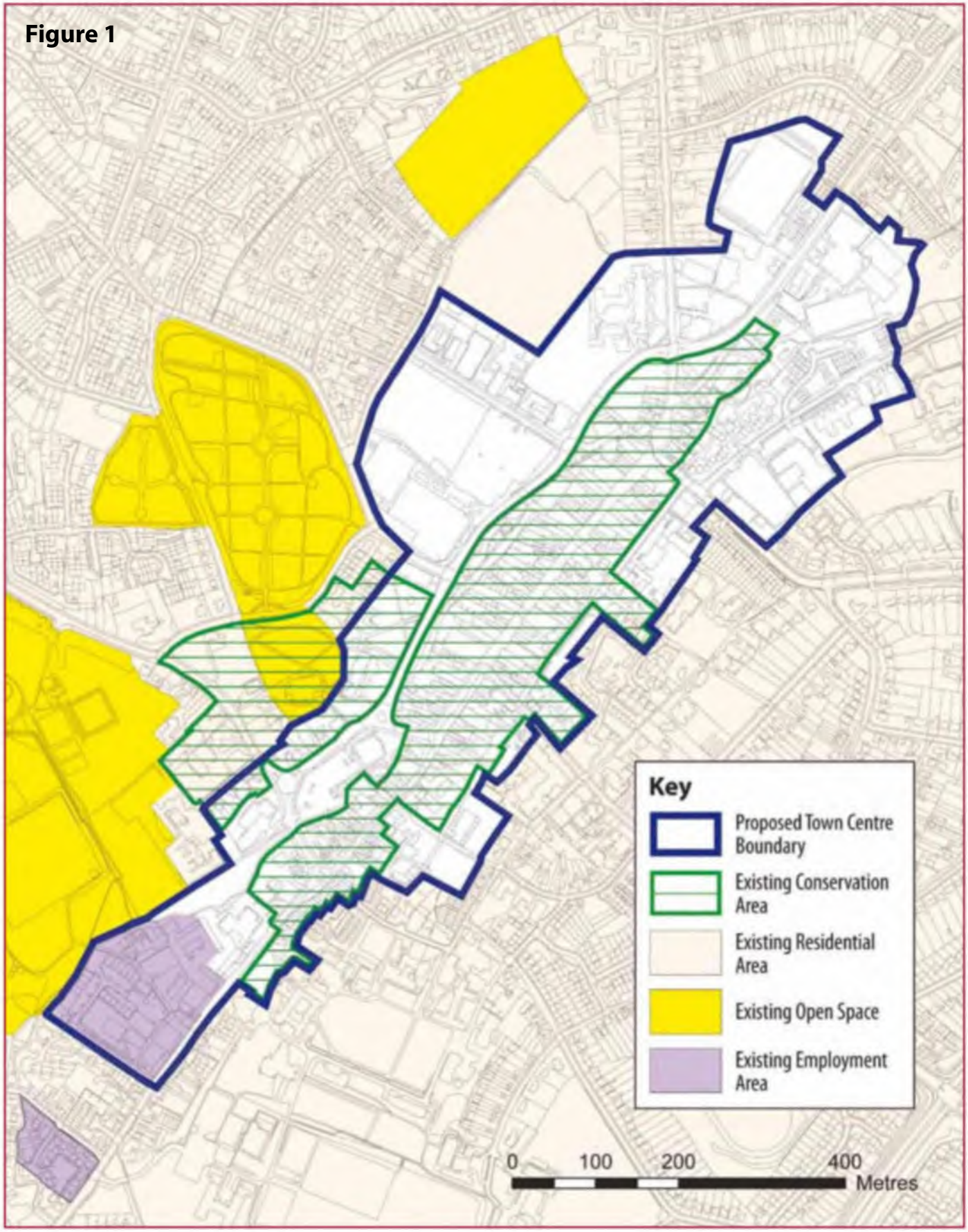
6.1 TC 1 Town Centre Regeneration Strategy

6.2 TC1.1
Bromsgrove Town Centre as identified on figure 1 will be the focus of a number of complementary strategies and policies which will secure its long term future enhancing its vitality and vibrancy, fixing its place within the West Midlands and beyond as a desirable place to live, work, shop and invest.

6.3 TC1.2
The strategy focuses on the historic core of the High Street and Conservation Area and its surrounding street and lanes, opportunities for physical public realm improvement and new development which complement this core area are detailed in subsequent policies. All development in the Town Centre or that will impact on the Town Centre must have regard to the policies of this AAP and the Bromsgrove Core Strategy.

6.4 TC1.3
The regeneration will be phased over 15 years in conjunction with the development identified in the Bromsgrove Core Strategy.

Figure 1



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TC1 at a glance

Summary:
Overarching policy which identifies the extent of the Town Centre, and the key aims of the regeneration.

Public Consultation response:
1198 responses were received for the Bromsgrove Town Centre Regeneration Area Action Plan Survey, showing why the respondents visited the centre, what they would like to improve the centre. New paving, improved appearance of historic buildings and making the look of shop fronts and signs in keeping with historic architecture are the top three responses on making the town centre an improved environment.

Town Centre Objectives:
- *Retailing and the local economy.*
- *Living and working in Bromsgrove.*
- *Public realm and open spaces.*

Sustainability Appraisal:
This policy performs well overall as the regeneration of the town centre is likely to have far reaching social, economic and environmental benefits for the District.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *A better environment for today and tomorrow.*
- *Stronger communities.*
- *Economic success that is shared by all.*

Town Centre Health Check 2010:
Limited retail and food offer, littering, limited natural surveillance at night time, busy and poor crossings to the main shopping areas, poor image of town centre to pass-by traffic are identified as weaknesses of the town centre.

Policy Context:
PPS4 Planning for Sustainable Economic Growth.
PPS5 Planning for Historic Environment.

6.5 TC 2 Town Centre Land Use Strategy

6.6 Retail

6.7 Bromsgrove Town is the dominant retail centre in the District but one which faces considerable competition from a wide variety of other centres across the region. The Council is committed to enhancing the retail offer in the District by creating a Town Centre where retailers want to locate, and where people from both within the District and beyond will choose to shop because of the high quality environment, and the wide range of shopping opportunities.

6.8 The current retail offer in the Town Centre is mixed, with many small and independent businesses occupying relatively small premises. These types of business are very important to Bromsgrove and it is essential that they continue to offer shopping choices which many of the larger retailers do not. To complement these smaller independent businesses it is important to be able to offer a wide range of other opportunities for retailers and shoppers. It has been identified that the lack of suitable larger premises is currently restricting the retail offer in the Town Centre, many of the nationally established high street retailers would like to locate to Bromsgrove but are unable to find accommodation of the appropriate scale to meet their needs.

6.9 New retail accommodation will therefore be provided to expand the retail offer of the Town Centre. The strategy involves concentrating commercial and retail development around the High Street and the other areas of the Primary Shopping Zone. Due to the physical space constraints of this area new additional retail accommodation will be provided as part of potential mixed use schemes in key locations.

6.10 This approach will improve the quality and range of Town Centre shopping and help to define and distinguish Bromsgrove as a centre which contains the high street retailers many people expect, but will also ensure that smaller boutique style independent retailers are safeguarded along with the historic shop premises which many of them occupy.

6.11 It is hoped existing retail sites such as the Sainsbury's scheme on Birmingham Road Retail Park will offer improved shopping opportunities, to supplement this the Council has identified two sites that are suitable for major new retail development in the early years of the plan which are facilitated by the redevelopment of publicly owned assets:

- **Historic Market Site:** Suitable for a high profile retailer and complementary uses such as a cinema, and/or cafes and restaurants. A strong visual connection to the High Street will have to be achieved. This will create a new destination at the southern end of the High Street. Further details can be seen in policy TC8.
- **Windsor Street:** A suitable site for larger retail and leisure units that cannot be accommodated in the High Street, preferably as part of a mixed use development. This will create a focal point and will encourage west/east pedestrian movements from Market Street across and along the High Street to Windsor Street. Further details can be seen in policy TC13.

6.12 The Council also believes that a further site has potential to improve both the retail offer and the built environment within the Town Centre although this may be a longer term aspirational opportunity.

- **Mill Lane 'Iceland' Site:** Potential for re-development to create a large, modern, high quality High Street retail space. This will improve the retail offer in the Primary Shopping Zone and allow for improved public realm, creating a more attractive route through to ASDA and the Recreation Ground.

6.13 The draft policies in TC2 are not designed to be overly restrictive, it is understood that retailing can be done in premises of all shapes and sizes and it is important to create an environment where innovation in all sectors including retail is allowed to flourish. Over time there may be other opportunities in the Town Centre that could provide much needed further retail space such as the sites to the rear of the High Street properties.

6.14 The ability of street markets to play a positive role in the Town Centre should not be overlooked; the current markets that take place will be continued with other opportunities explored for specialist markets and market traders to operate in the Town Centre. The successful functioning of street markets will be considered as part of the public realm enhancement and the proposals will include, where possible, features which will help the markets to operate in an efficient and flexible manner. Simple ideas such as the positioning of services, street furniture and street trees can all help in ensuring markets continue to play an important role in the function of the Town Centre.

6.15 Retail Capacity Assessment

6.16 PPS4 is clear on the requirement for Local Authorities to plan positively, to maintain an evidence base and to accommodate growth.

6.17 A Retail Capacity Assessment was completed in 2004 which was updated in 2007, and again in 2010. The most recent assessment took into consideration new retail stores that had received Planning Consent, including Sainsbury's and Aldi. Key assumptions/data sources underpinning the 2007 update have been revisited in light of the current economic climate.

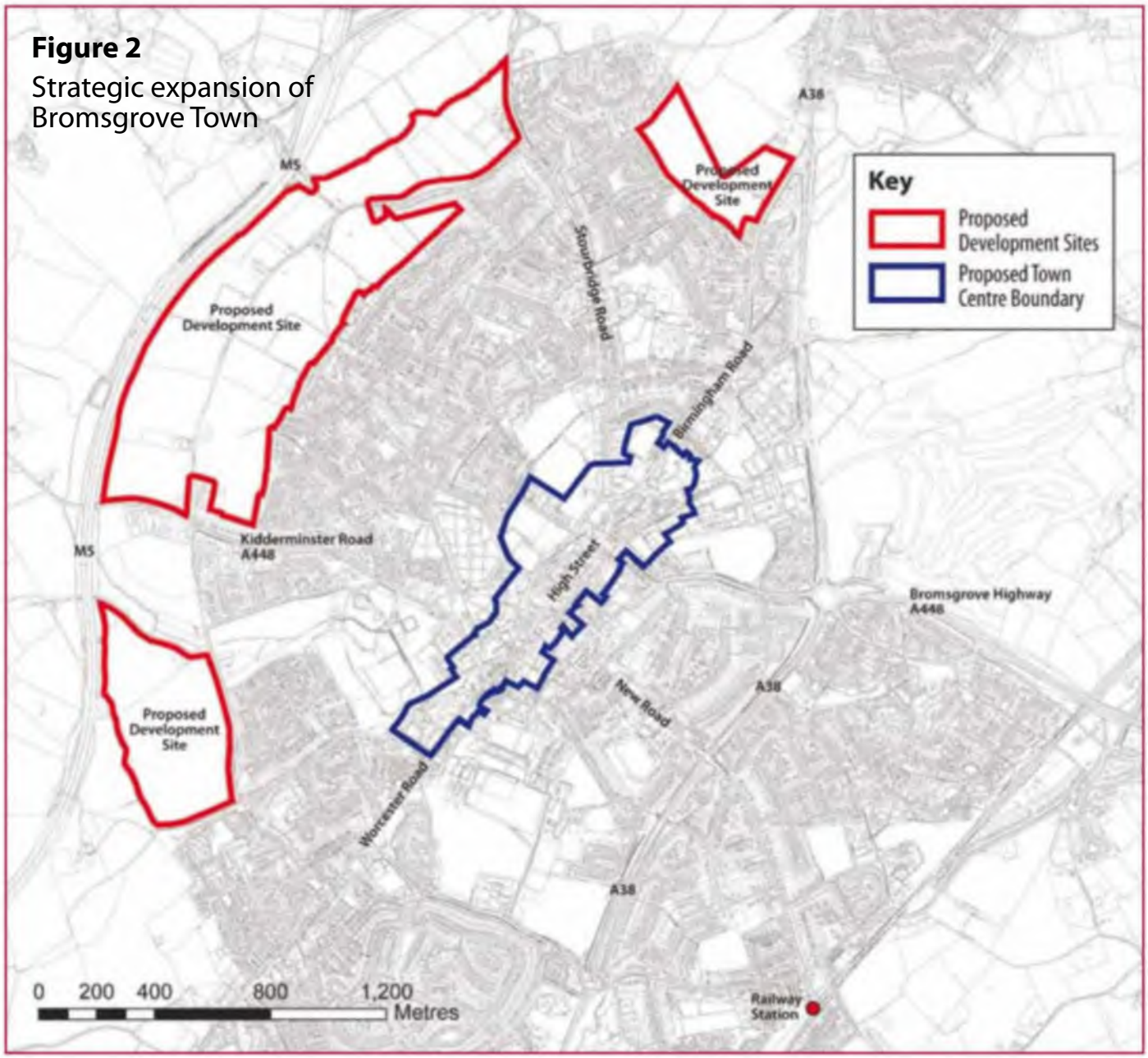
6.18 The Retail Capacity Assessment report reviewed the tested assumptions from 2007, and then provided a forecast of comparison and convenience floor-space capacity in Bromsgrove over 5 year periods (2010, 2015, 2020 and 2025). Recommendations on the level of retail expansion that could be supported and the type/format of floor-space that can be accommodated have been provided. The Report concluded that over the period there is likely to be no further need for convenience retailing floorspace, and a likely need for up to 16,560sqm of comparison retail floor space up to 2026.

6.19 Housing

6.20 The Core Strategy has identified the overall housing target for the District as being 4000 new properties in the years up to 2021, with the possibility of providing an additional 3000 in the later years of the Core Strategy period. The focus for the majority of this new residential development is currently envisaged to be the town of Bromsgrove with other larger settlements in the District also contributing to balanced sustainable growth, as identified in Core Strategy Policies CS2 and CS4 and shown in Figure 2 below.

6.21 This level of residential growth at Bromsgrove places further emphasis on the need for new expansion and improvement in the Town Centre. A key part of ensuring the Town Centre is a vibrant centre of the community is to provide more residential accommodation in and around the Town Centre, ensuring more people are using the Town Centre at all times of the day and night.

Figure 2
Strategic expansion of Bromsgrove Town



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6.22 Town Centre residential development can be accommodated in a number of different ways although it is envisaged that capacity can be provided;

- In the conversion of vacant spaces above shops on the High Street and surrounding areas,
- Within mixed use development schemes identified in section 7 of the AAP
- And on Recreation Road in a dedicated retirement living complex, see policy TC9 for further details

6.23 Any new residential development in the town will provide a welcome addition to the overall housing offer and as such should reflect the needs of the District. New housing should focus on the provision of smaller affordable units, and housing suitable for the elderly, although more aspirational housing will also be welcomed in appropriate schemes and locations.

6.24 Employment/Commercial

6.25 The Town Centre is currently home to a variety of employers. In addition to those employed in the retail sector, significant numbers of people work in office based jobs as well as some light industrial businesses. It is important that this wide mix of employment opportunities is maintained and expanded to allow for a Town Centre that can be successful in all market conditions.

6.26 An important part of this will be the significant improvement in the provision of office accommodation within the Town Centre. The expected expansion and increase in the population of the District as identified in the Core Strategy will bring with it a requirement for new employment opportunities. Whilst some of this will be provided for on existing employment sites and new development on the expansion sites, it is important that the Town Centre also offers new opportunities. Office based development within the Town is seen as important, particularly with the increased catchment area for business and employees offered by the planned electrification of the cross city railway line and in the longer term the provision of a new train station. These improvements will make Bromsgrove even more readily accessible from Birmingham. In order to capitalise on this it is important to offer a pleasant and affordable choice for businesses and commuters choosing to relocate out of very costly city centre accommodation.

6.27 A significant number of people in and around the Town Centre are employed by the public sector but unfortunately the accommodation tends to be in outdated and inefficient properties. It has been recognised that a rationalisation of all the public property assets could release further regeneration opportunities. As part of this rationalisation, public sector buildings such as a new Council House could be provided and this will allow the public easier access to the Council and other services in a modern and accessible environmentally friendly building. Providing new public sector facilities in the Town Centre will not only ensure the Council's ability to provide accessible services is maintained but it will also keep a significant number of employees in the Town Centre which adds to the overall vibrancy and vitality.

6.28 Open Space

6.29 The open space strategy is to improve the quality of natural and historical assets that already exist, and to maximise the potential that new development opportunities provide in the provision and enhancement of open space in the Town Centre.

6.30 Public safety in areas of open spaces is very important if their contribution to the Town Centre environment is to be maximised, particular design and management measures will include:

- Zero tolerance regarding graffiti, vandalism, Anti-Social Behaviour and litter/fly tipping;
- Providing natural surveillance of areas, particularly in new developments;
- Good lines of sight across open spaces.

6.31 Bromsgrove's existing and natural assets will be linked wherever possible to provide for increased open and green space and naturalised movement corridors for both people and wildlife. The aims of these corridors will be to:

- Increase the amount of open and green space in the Town Centre
- Increase the accessibility and immediacy of open and green space
- Improve air quality
- Improve flood risk management
- Encourage biodiversity
- Encourage healthy living
- Promote Town Centre living
- Increase the number of visitors and lengthen their stay

6.32 Detailed proposals are outlined in Section 7. They include:

- Naturalising Spadesbourne Brook along Crown Close and across the site of the old Market Hall,
- Improving linkages and access to Sanders Park,
- Upgrading the Recreation Ground as an attractive public amenity with high quality landscaping,
- Establishing a waterside pathway through the Town Centre from Burcot Lane to St John's Middle School,
- Re-introduce and improve the traditional avenue of lime trees that stretched down Birmingham Road and continue down Market Street to St Johns,
- Ensure high quality highway landscaping schemes.

6.33 Community, Leisure and Cultural uses

6.34 Town Centres are generally considered as the principal locations for entertainment and cultural activity. In Bromsgrove, evening activity is largely limited to public houses and some restaurants. Improving the opportunities to eat and drink is important to residents and visitors to the Town Centre, although a balance is required between traditional pub and restaurant culture and other social activities. In order to accommodate other much needed social facilities, the provision of meeting places for members of the community such as the young or old, who can't or don't want to use more traditional meeting places like pubs and restaurants will be supported by the Council as potential uses on key development sites. Opportunities to encourage more active uses of public areas for street cafes will be supported as it is important that a public realm is developed which supports the creation of safe and desirable outdoor areas to enjoy throughout the year but particularly in the summer months.

6.35 Other evening activities will be developed such as twilight shopping or similar events and activities. A cinema is a potential use which could form part of development on the historic market site. Improvements to pavements and lighting along School Drive, as well as improved signage and lighting of the Artrix itself, will help connect it more successfully with the centre of Town. Evening parking charges will be reviewed and additional taxi and bus services instigated to improve the accessibility of the Town Centre in the evening.

6.36 All community groups need their Town Centre to be one that they can use and enjoy. The design of the public realm and open spaces will incorporate room for evening and day time events. These include Farmers Markets, Speciality Markets, Christmas Events, Street Theatres, Park Programmes etc, which bring many visitors into the vicinity of the Town Centre at certain times.

6.37 TC 2 Town Centre Land Use Strategy

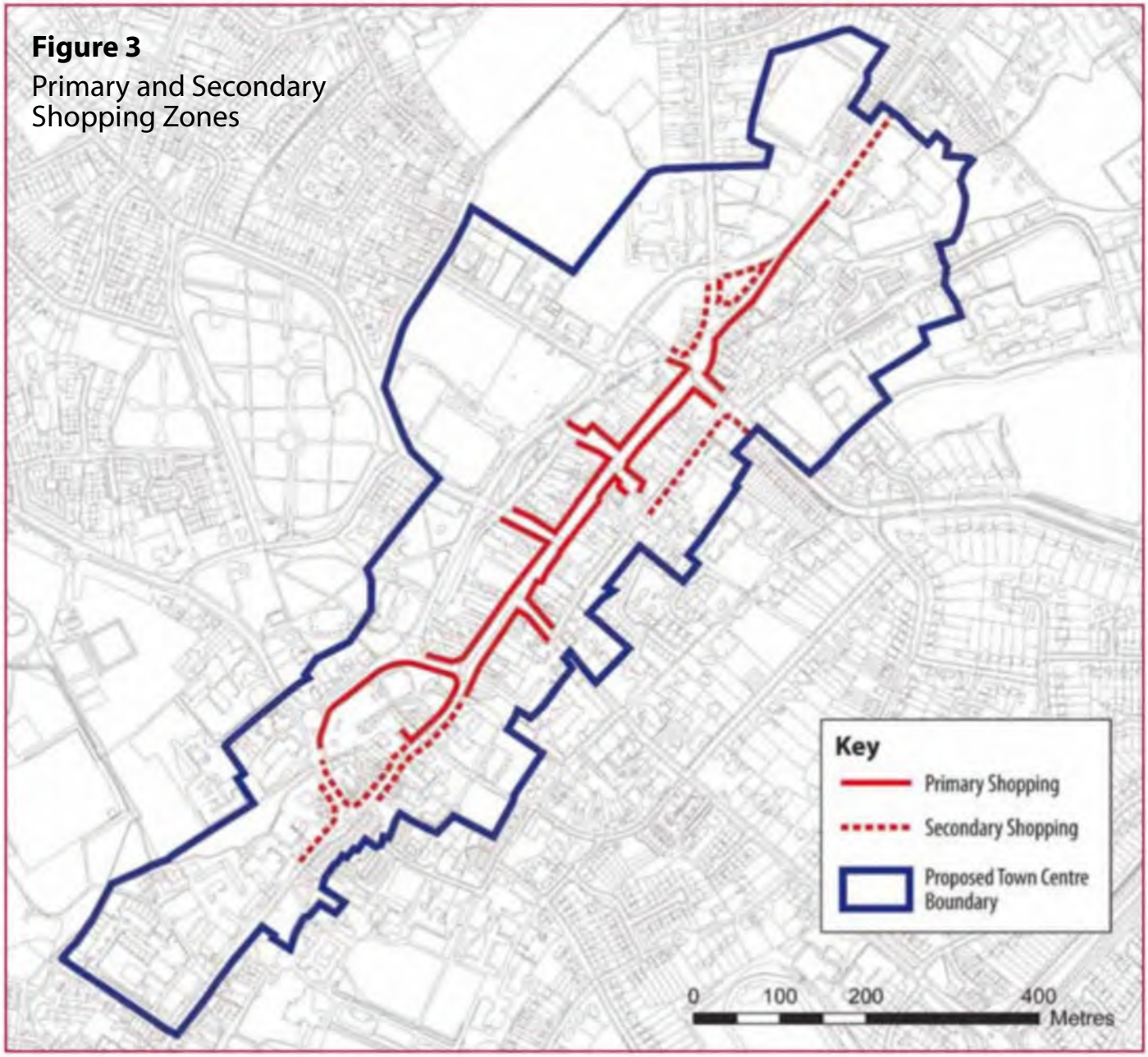
6.38 TC2.1
All new development is required to be appropriate, in terms of scale, quantity and use, to the character and function of the Town Centre.

6.39 TC2.2 Retail
Bromsgrove Town Centre will continue to be the main retail centre of the District with extended Primary and Secondary Shopping Zones being the focus (see figure 3). New opportunities for expanding the retail offer will be welcomed on sites identified where they clearly meet with the other polices of the AAP.

6.40 TC2.3 Primary Shopping Zone
A1 uses will remain the predominant use for ground floor premises in the primary shopping zone. Where development proposes uses other than A1 in this zone, full justification will need to be provided to demonstrate that they do not adversely impact on the retail vitality and viability of the Primary Shopping Zone and the wider Town Centre.

6.41 TC2.4 Secondary Shopping Zone
Other A class uses will be supported throughout the secondary shopping zone Proposals for development outside of the A use class will be considered where it is demonstrated that they do not adversely impact on the retail vitality of the Town Centre.

Figure 3
Primary and Secondary Shopping Zones



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6.42 TC2.5 Other Town Centre Areas
Retail development will generally be resisted in other areas of the designated Town Centre unless it can be demonstrated that proposals will not have an adverse impact of the viability and vitality of the primary or secondary shopping zones.

6.43 TC2.6 A5 uses
Concentrations of A5 hot food takeaway uses in particular can be detrimental to the vitality of the Town Centre. Proposals for hot food takeaways (Class A5) will only be permitted where:

- The proposed use will not result in the proportion of units within the centre or frontage being hot food takeaways exceeding 5%;
- The proposed use will not result in more than two A5 units located adjacent to each other;
- The proposed use will maintain at least two non A5 units between individual and/or groups of hot food takeaways.

6.44 TC2.7 Markets
The Council will continue to support markets in the Town Centre and provide for specific facilities within the public realm to ensure a range of different markets can contribute to the overall vitality of the Town Centre.

6.45 TC2.8 Housing
Housing proposals will be supported in the Town Centre and opportunities for new residential schemes will be explored, particularly in vacant premises above shops on and surrounding the High Street. Policy TC9 will support the development of a retirement living accommodation on Recreation Road, and policies TC8, TC12 and TC13 will support new residential development within mixed use schemes. All new residential proposals will have to contribute to the District's overall affordable housing provision, the Council will work closely with affordable housing providers to ensure the Town Centre has adequate provision.

6.46 TC2.9 Employment/Commercial
The Council will seek to offer new opportunities for people to work in the Town by providing an enhanced Town Centre which provides flexible business spaces available to accommodate a wide range of employment uses, as well as dedicated B1 office developments. Existing employment sites and new mixed use developments will be the focus of new employment opportunities.

6.47 TC2.10 Open space Public squares
The Council will protect and enhance all existing public open spaces within the Town Centre with specific proposals for enhancements at the following locations:

- The High Street
- The Spadesbourne Brook
- The Recreation Ground

6.48 TC2.11 Community, Leisure and Cultural uses
The Council proposes to enhance the role the Town Centre plays as the focus for the whole of the community of Bromsgrove. New opportunities for community events will be explored and the specific proposals for new community focused leisure and cultural development, which will directly benefit all sections of the community can be seen at policies TC4, TC6, TC10 and TC12

6.49 TC2.12
As part of the community focused development in the Town Centre the options for a new Civic Centre will be explored either as a stand alone development or as part of a larger comprehensive mixed use scheme.

TC 2 at a glance

Summary:
Identifies the types of development the Council wishes to see in the Town Centre, and determines the extent of the Primary and Secondary Shopping Zones.

Public Consultation response:
- *The High Street was considered most in need of improvement to make the Town Centre a nicer environment.*
- *80% -90% of respondents would like to see more people living and working in town.*
- *27% of respondents would like regular events, festivals and street entertainment in town.*

Town Centre Objectives:
- *Retailing and the local economy.*
- *Living and working in Bromsgrove.*
- *Public Realm and Open Spaces.*

Sustainability Appraisal:
The policy performs strongly against the social objectives by providing affordable housing, improving the health and well-being of the population and providing public areas for people to meet and socialize.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *Stronger communities.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
Limited retail and food offer, littering, increasing number of criminal damage, drug offences, fraud & forgery, anti-social behaviour, limited natural surveillance at night time are identified as weaknesses of the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*
- *PPS4 Planning for Sustainable Economic Growth.*

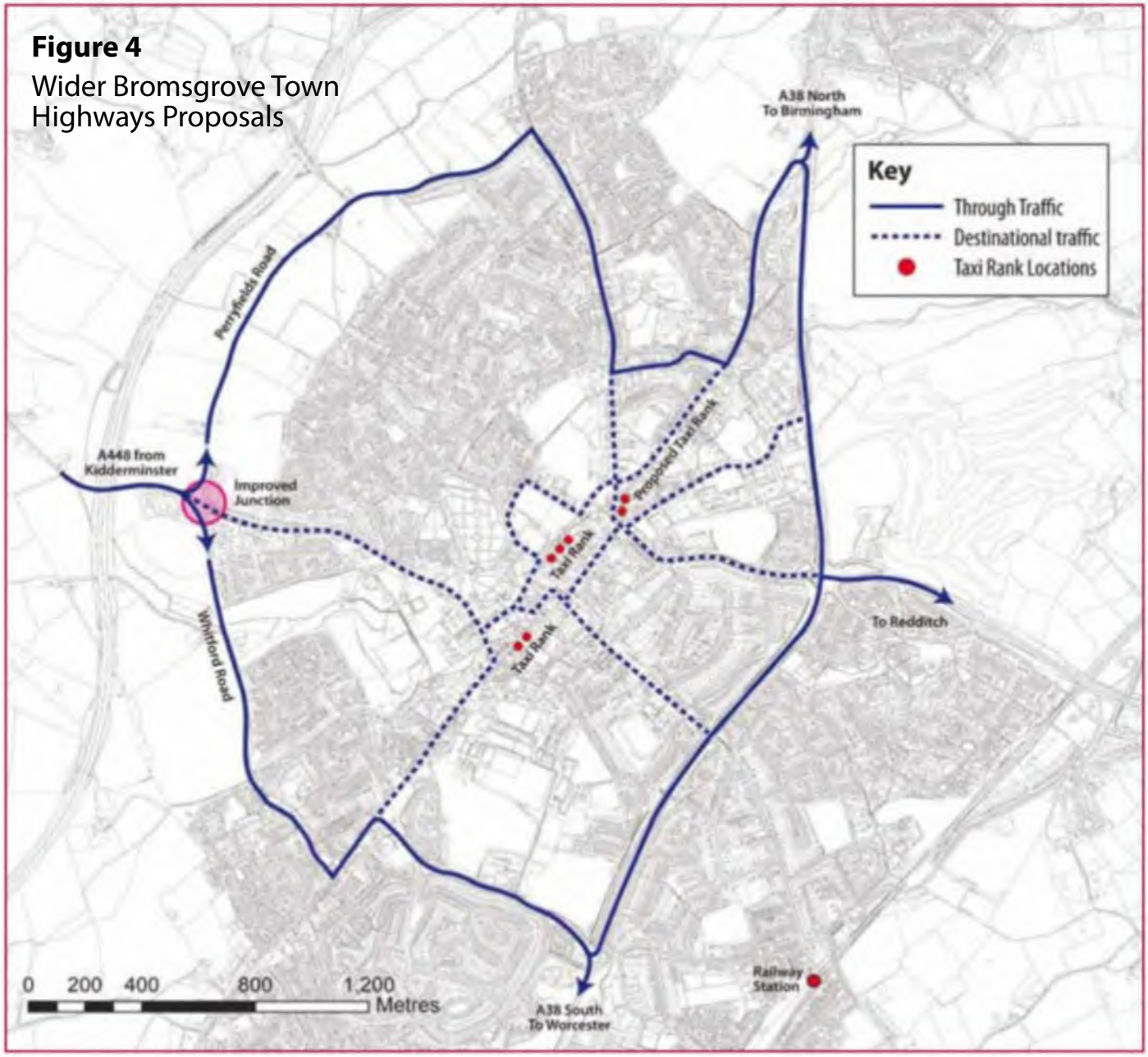
6.50 TC 3 Town Centre Movement Strategy

6.51 The movement strategy for Bromsgrove will make the Town Centre more accessible for all modes of travel. It attempts to change the emphasis of the road network away from being a through route to other locations across north Worcestershire. A detailed Town Centre traffic management study in spring 2011, will add to various studies already carried out and will complete a detailed analysis of delivery options for the proposals outlined in Section 7.

6.52 Bromsgrove currently suffers due to a large proportion of through-traffic on its roads, causing heavy congestion particularly at commuting times. The morning and evening peak traffic flow times have merged meaning that during daylight hours, car journey times in Bromsgrove operate at only 50% of those achieved at mandatory speed limits. This can make accessing the Town Centre by car time consuming and difficult. For many visitors from across the rural district the car is currently the only real transport option and as a result they may choose to visit a centre that offers the easiest motoring experience. The impact of the traffic also creates a hostile environment for pedestrians and cyclists and impacts upon the overall character of the Town Centre and Conservation Area.

6.53 Though traffic will be discouraged, and the notion of Bromsgrove as a destination, rather than a cut-through will be promoted by a variety of actions and policy measures. Many of these actions and measures will take place much further a-field from the Town Centre and so fall outside the remit of the AAP. They include alterations to signage and road junctions around the Town Centre, and on main routes into Bromsgrove. The Council will work with the Worcestershire County Council to ensure these proposals briefly shown in Figure 4 below are developed within the Local Transport Plan.

Figure 4
Wider Bromsgrove Town Highways Proposals



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6.54 The success of this will depend on the provision of viable alternative routes for the through traffic that is currently using Bromsgrove, combined with the implementation of measures to make routes through the Town Centre less desirable to through traffic. These measures will include signposting, change of priorities in favour of public transport and pedestrians, weight limits etc. Possible alterations to roads in the Town Centre and its immediate vicinity are shown on plan Figures 5 and 6.

It must be stressed that these are only possibilities at this stage and it is recognised that the rerouting of traffic to other areas of town could have an impact on the success of other policies of this plan particularly TC10 the proposals to enhance the recreation ground into a more successful open space.

Figure 5
Possible Town Centre Traffic Rerouting

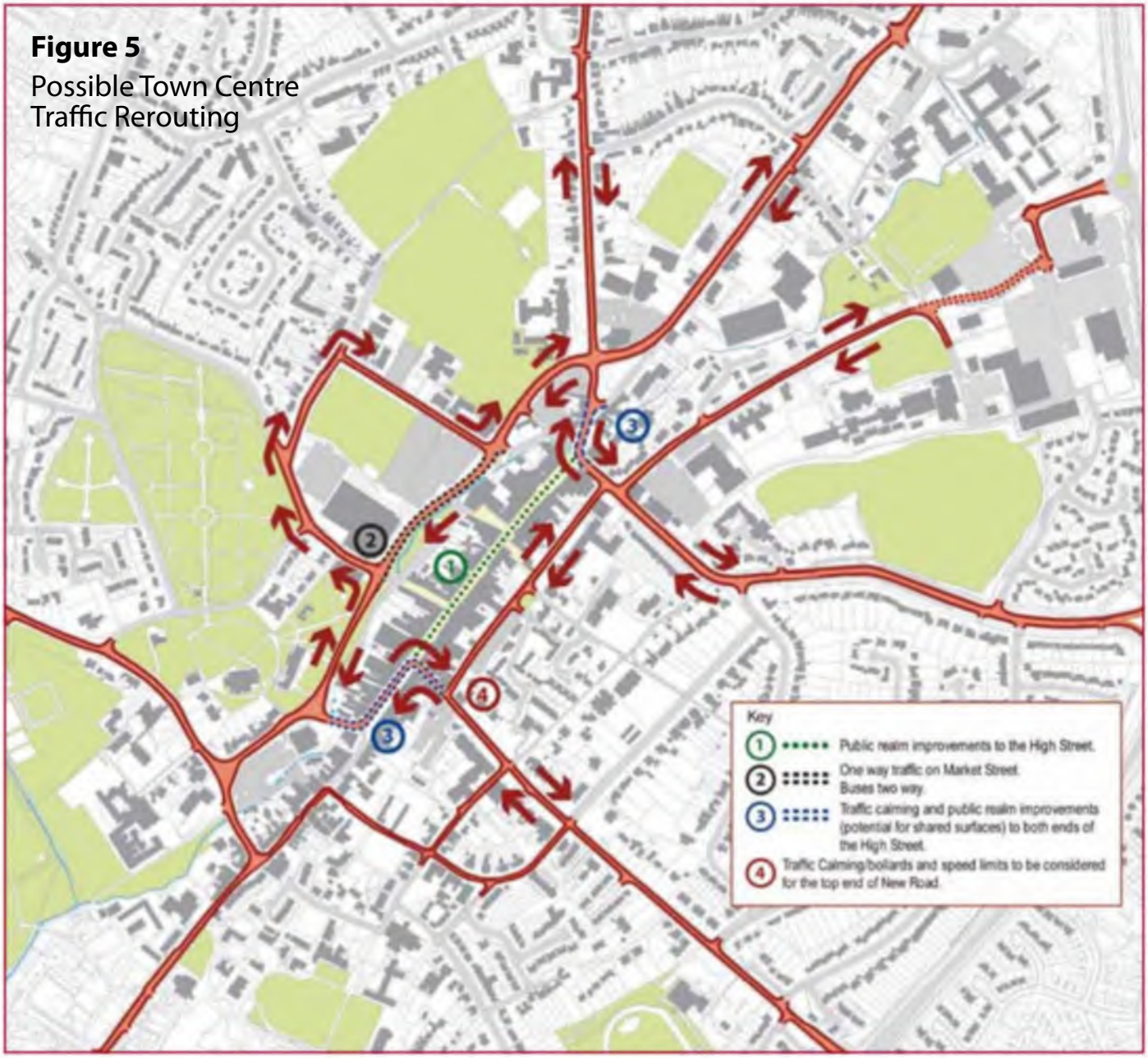

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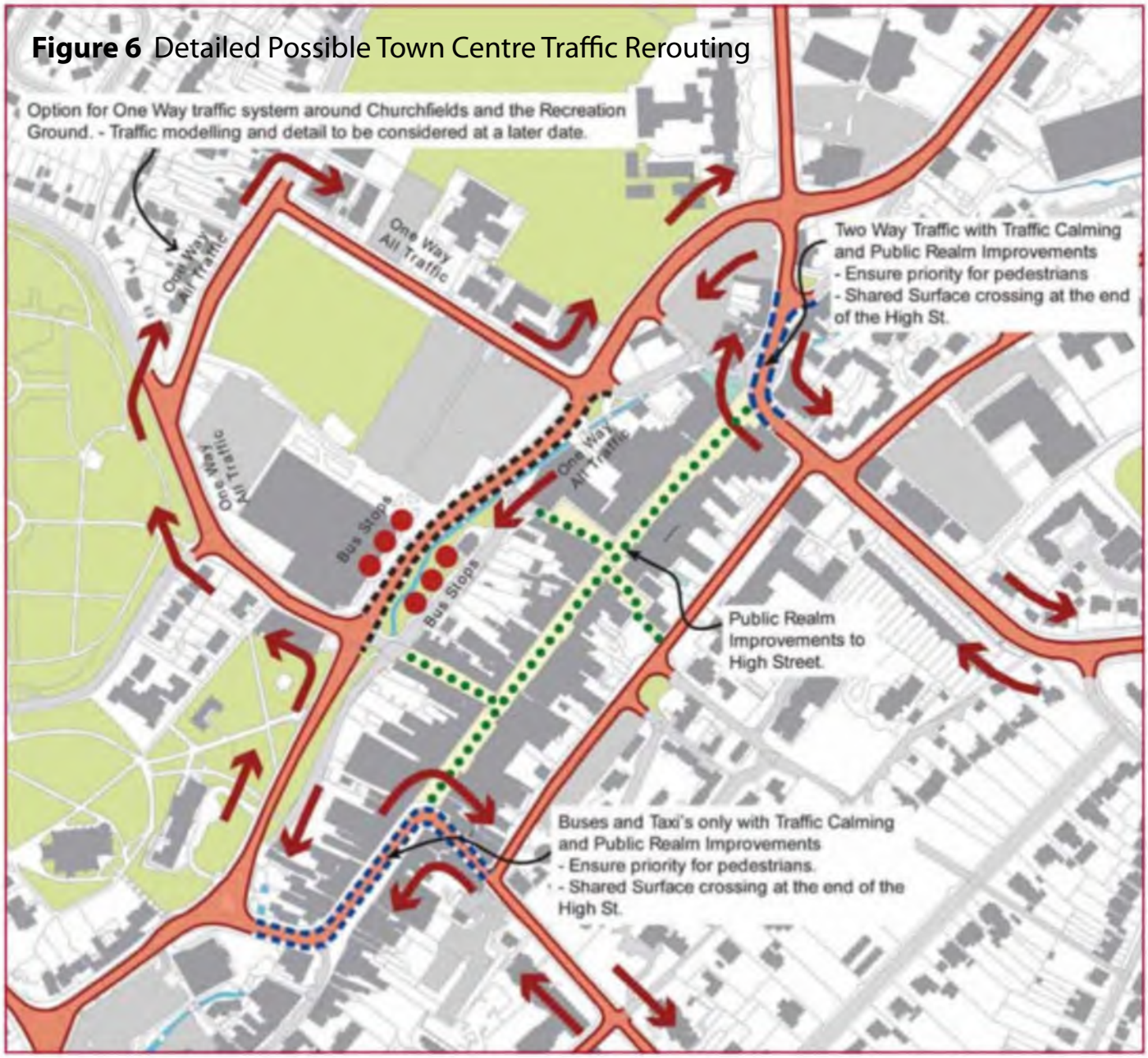
Figure 6 Detailed Possible Town Centre Traffic Rerouting



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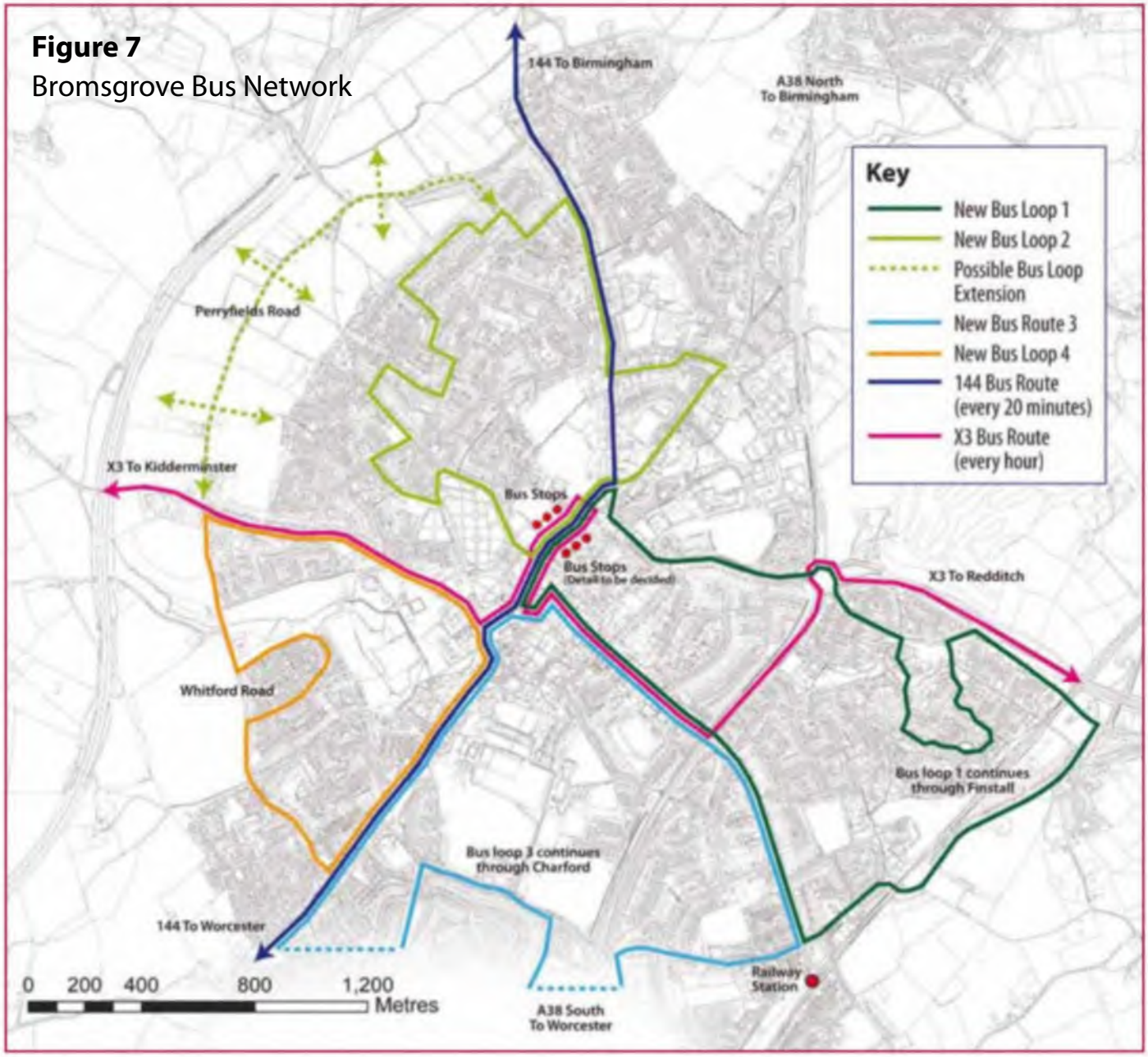
6.55 Public Transport

6.56 The current public transport system is insufficient in coping with predicted demands in the future. The recent upgrade of the Bus Station has already seen a significant increase in passenger numbers, departures from the Bus Station currently standing at approximately 30 per hour, could rise to 40 per hour over the coming years. It is intended to introduce new bus services which connect the residential areas surrounding the Town with other key locations such as the Train Station with the Town Centre being the focal point of the network. No resident should be more than 450m away from a bus stop with buses running on these routes every 10 minutes, providing a frequent connection to the Town Centre and the Train Station from all areas of Town.

6.57 Traffic congestion needs to be eased for new bus services to be able to operate effectively, as identified above the rerouting of through traffic should help to do this, although re-engineering parts of the road network to give greater priority to public transport will also be considered to aide the efficient bus services across the Town.

Figure 7
Bromsgrove Bus Network



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6.58 The current location of the Bus Station provides good access to the High Street and the wider Town Centre. The Bus Station will be extended to allow for the introduction of new bus services and to facilitate a public transport interchange which serves the town's residents and businesses. An expansion and improvement is also required to build on Bromsgrove's prominence as a destination on the A38 technology corridor. Further aesthetic improvements in line with policies TC4 and TC5 will also be explored for the Bus Station to ensure it serves as an attractive gateway into the Town. One particular aspect of the Bus Station which deserves further development is the rear courtyards of the High Street properties which open out onto this area. These courtyards are currently of differing quality and uses. Bringing these areas into active uses will be explored, although in cases where this is not possible, sensitive screening of these areas may be able to be used. This will maintain their current function and provide a more attractive environment, not only for those that use the Bus Station but also those that view it as they move along Market Street.

6.59 Planning obligations/Community Infrastructure Levy (CIL) from developments which will impact on the Town Centre movement network will be required to ensure the Town Centre becomes accessible for all residents from locations across the town, and not just those who own their own vehicles.

6.60 The Bus Station will bring additional employment and visitors into Bromsgrove Town Centre. It will also assist with the promotion of Bromsgrove as a base for office accommodation, especially if plans for a new four platform railway station and the introduction of more regular services from Birmingham proceeds. It would also begin to reduce the Town Centre's reliability on the private car which is important as the cost and availability of fuel begins to force people to look at other transport options.

6.61 Plans exist to extend the Cross City Line from its current termination point at University down to Bromsgrove. This would result in trains in and out of Birmingham every 20 minutes; a new Railway station for the Town is required because the existing station is

- not of a sufficient standard to support economic growth in Bromsgrove.
- is not Disability Discrimination Act (DDA) compliant as the only way to/from Platform 2 is over a footbridge.
- has seen a 400% increase in footfall over recent years, but no improvements have occurred.

6.62 The current position of the economy has cast doubt on the availability of funding in the short term for the new station and the electrification. The Council working alongside other partners such as Worcestershire County Council will continue to promote these schemes in Bromsgrove. It is seen as an essential element of this AAP and the Core Strategy that the train station is comprehensively linked to the Town Centre and as a result the wider midlands rail network.

6.63 Walking and cycling

6.64 The public consultation questionnaire that accompanied the issues and options report in the summer of 2008 identified that a high proportion of shoppers walk into Town from the residential areas surrounding it. This is a very positive feature which shows the Town Centre really does serve those who live in Bromsgrove. The Town Centre will be made more accessible to those who live a little further away, by providing them with improved walking, cycling and bus routes into their Town Centre.

6.65 The large numbers of people who walk into the Town Centre will continue to be encouraged and will be complemented by a similar approach to cycling. Bromsgrove sits on the national cycle route network, with route 5 passing through the Town Centre. The County wide transport policies contain a strong aspiration to extend national route 46 from Droitwich to Bromsgrove. These national routes are currently supplemented by local cycle routes 1 and 2, providing a strong basis for a wider network of cycle routes accessing the Town Centre.

6.66 The cycle path network will be designed to make all cycle trips for local residents as convenient as possible and routes will therefore be designed to be direct; continuous; of a high quality; safe for both pedestrians and cyclists and improved signage will give distance and time to the Town Centre and other key locations. On arrival anywhere in the Bromsgrove Town Centre a cyclist must be able to travel without unnecessary risk, secure their cycle and leave it without concern of theft or interference. New, safe, secure, lockable cycle storage will be provided and will be located at car parks, the Bus Station and/or other key gateways and ocations within the Town Centre.

6.67 Existing businesses and businesses within new developments will be encouraged to support the cycle to work scheme, allowing employers to reap the benefits of a healthier work force. The new public realm proposals will look into the possibility of creating an environment where both cyclist and pedestrians can use the High Street with minimal disruption to each other. The Traffic Regulation Order forbidding cycling in the High Street could therefore be reviewed under public consultation.

6.68 Taxis

6.69 Currently taxis are highly concentrated around the Bus Station area, causing congestion. It has been highlighted by police in Bromsgrove District that there is currently a shortage of taxis operating in the Town Centre in the evening. New ranks will be introduced in suitable locations throughout the Town Centre to enable customers to arrive closer to their chosen destination and reduce waiting times. Access to taxi services at other locations such the Railway Station and business parks will also be improved to help support the movement strategy in this AAP.

6.70 Shop Mobility

6.71 Those with mobility issues will be further assisted with the new public realm designed with appropriate footway surfaces that can be easily used by motorised vehicles. The scheme will also ensure adequate provision of dropped kerbs and other requisite access measures and the design will include necessary provision for those with visual impairment. Physical access to the shop mobility service will also be made easier.

6.72 Car Parking

6.73 In keeping with the strategy to promote destination traffic into Bromsgrove the car parking strategy aims to provide or maintain a car park at main access routes where possible. This will allow visitors to park immediately upon reaching the Town Centre and not need to add to traffic and drive around Town to find a car parking space and it will also permit easier and faster exit from Town at the end of the visit. Therefore a network of fewer more efficient, car parks positioned at key points on the edge of the Town Centre is envisaged.

6.74 There are approximately 1300 car parking spaces in Bromsgrove, spread unequally across 10 car parks. A car parking review in June 2010 showed that average occupancy levels are generally less that 50%. These levels would increase during the peak winter season. However it is forecast that the current total number of spaces would be sufficient to accommodate this and any expected increase in demand as a result of the regeneration activities. Therefore there shall be no increase or reduction in the number of publically available car parking spaces currently in Bromsgrove Town Centre. Some of the smaller sites could provide redevelopment opportunities. If these areas are redeveloped for uses other than car parking, to compensate for the loss of spaces, the remaining car park sites may be adjusted to accommodate additional spaces.

6.75 The number of vehicles parking in public car parks has been increasing over the last two years. In order to manage the risk of unexpected demand exceeding supply as a result of the regeneration activity, constant monitoring will take place. Monitoring of demand levels over several years would permit an emergent car parking strategy to be pursued across the Town, with smaller car parks kept if demand requires it. Models predicting demand will also form part of the traffic management study due to be conducted early in 2011.

6.76 A consistent approach to car parking management and charging will be introduced, new developments with public car parks will also be required to adopt the same management and charging policies. A common 'Bromsgrove swipe card' giving access to all car parks is something which will be investigated to allow for easier access.

6.77 Other car parking initiatives could include; the de-criminalisation of street parking to allow for metered street parking; the use of residents parking zones; stricter enforcement of illegal parking on highways land adjacent to the carriageway; the use of park and ride schemes for times of peak demand; Town Centre residents' season tickets; the licensed use of Town Centre car parks to provide parking provision for Town Centre residential developments. These proposals will all be reviewed as part of the forthcoming traffic management study.

6.78 TC 3 Town Centre Movement Strategy

6.79 TC3.1
The ability to gain access and move around the Town Centre is critical to its ongoing success. The Council will continue to work with Worcestershire County Council and the private sector to provide an integrated movement network for the Town Centre which links with a wider ranging transport options. The Town Centre will continue to provide the focus for specific destination traffic in the District with existing levels of through traffic encouraged to use alternative routes. As shown on figure 5 and 6 opportunities exist for alternative traffic priorities in the Town Centre, these will be explored further through the development of the Core Strategy and Local Transport Plan 3.

6.80 Public Transport

6.81 TC3.2
In conjunction with Core Strategy Policies CP14 and CP15 new bus routes will be introduced to serve the Town Centre, see figure 7. These new routes will link both existing and new residential areas to key facilities such as the railway station, using the Town Centre as the focal point of the network. It is envisaged that the buses will operate at 10 minute intervals during peak times with longer intervals outside of peak hours.

6.82 TC3.3
The existing Bus Station will be enhanced and reconfigured to allow for easier access to existing services, and to allow for the introduction of more bus services.

6.83 Walking and Cycling

6.84 TC3.4
Opportunities exist for improved walking and cycling accessibility to the Town Centre. The Council will work with all stakeholders to ensure that the Town Centre becomes a safe and attractive environment for both pedestrians and cyclists.

6.85 TC3.5
Cycling opportunities will be enhanced ensuring that new and existing cycle routes are high quality, clearly visible and safe for both cyclists and pedestrians. To encourage users, simple measures such as improved signage will be installed across the Town showing both distance and approximate travel times into the Town Centre.

6.86 TC3.6
New high quality secure cycle stores will be installed at key locations such as public car parks, adjacent to the High Street and at the bus station. Developers will be required to provide secure cycle storage within any major development schemes for all users of the development.

6.87 Car Parking

6.88 TC3.7
The Town Centre's public car parking offer will be restructured to offer a network of fewer, more efficient car parks at key locations within the Town Centre. Opportunities for new areas of street parking will also be considered to encourage more active use of spaces.

6.89 TC3.8
Opportunities to redevelop smaller more isolated car parks for different uses will be considered against the other objectives and policies of this plan.

TC 3 at a glance

Summary:
Policies to maximise accessibility and movement around the Town Centre, through enhancing existing public and private transport options, and better integration within other key areas of the town, including the Railway Station.

Public Consultation response:
Improvements to the Stourbridge Road and Birmingham Road junction, a new regular bus links between town centre & station, de-clutter pedestrian routes into the High Street and retain the bus stops in current location are considered as actions most useful to help respondents getting around Town.

Town Centre Objectives:
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The policy performs strongly against the social and environmental objectives as encouraging a modal shift to sustainable travel methods will not only reduce carbon emissions but also bring health benefits to people.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
Poor and irregular connections to the train station, busy and poor crossings to the main shopping areas, poor facilities for cyclists and busy traffic at the Stourbridge Road and Birmingham Road junction are identified as weaknesses of the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPG13 Transport.*

6.90 TC 4 Public Realm

6.91 The early upgrade of the public realm is vital to enhance the heritage of the area and recreate an attractive Town Centre with a more positive sense of place. These are key factors in reinstating Bromsgrove as a unique and striking destination of character. It will signal that change in Bromsgrove is permanent, with a statement of intent that sets a benchmark for the standard expected of further regeneration and development initiatives that follow across the Town.

6.92 A safe and attractive public realm will attract visitors and shoppers and lengthen their stay, increase the number of people living in Town, and help attract businesses from all sectors by tangibly demonstrating public investment in the Town. The dated streetscape has suffered from ad hoc repair and is cluttered by excessive street furniture, which currently detracts from the heritage and character of the Bromsgrove Town Conservation Area and makes many spaces unusable for markets and other activities which the Council would like to see take place in the Town.

6.93 It is envisaged that the revitalised public realm will form part of a Town Centre that is an accessible asset for the whole community. The focus of the public realm strategy is the creation of a safer environment, using design techniques such as the creation of active spaces; appropriate landscaping; lighting; signage; alongside other measures such as improved CCTV; and community patrols. A new management strategy for the Town Centre will ensure an ongoing commitment to suitable maintenance and repair regimes for the new infrastructure. The detailed design for the public realm has yet to be decided upon but the Council will seek to incorporate the following concepts in the final scheme.

6.94 Bromsgrove Town Centre has a traditional and long High Street, which contains most of the Primary Shopping Zone. Currently the High Street is characterised by significant amounts of poorly positioned and maintained street furniture, together with oversized trees which make the High Street hard to navigate along, especially during busy periods. This undesirable environment also does not attract people to other sections of the Town Centre as it is difficult to see what else the Town has to offer. The new public realm will therefore be as open as possible with new street furniture that is integral to and fully integrated into the design.

6.95 The principle of linear zones has been developed successfully in many towns and cities. Each zone is visually recognisable as a distinct area within an overall coherent design. The distinct zones and areas which could be included in the Town Centre public realm scheme are:

- The Carriageway
- Footways and Cycle-paths
- Key Gateways
- The Street Market
- The Primary Shopping Zone
- Street Café Areas
- A Town Square

6.96 The use of paving materials to create visually different zones, that contrast and have clearly marked boundaries, may help with the navigation and accessibility of the area, for example by clearly defining pedestrian and street cafe areas. This is particularly important for the visually impaired and further work will be undertaken to establish how this could be successfully employed in the Town Centre.

6.97 The lighting scheme used in the Town Centre is very important to the overall character and essential if the Town Centre's operating hours are to be extended into the evening. The lighting strategy should be developed to accentuate the impact of positive buildings, spaces, and planting. The lighting should be located in positions which do not add to clutter on the High Street potentially in some cases on existing buildings. As well as being useful in accentuating positive aspects of the Town Centre ground level up-lighters and lights laid in the pavement may also be used to demarcate areas, and add to a feeling of security in the evening.

6.98 For daylight hours (or where lighting solutions are limited) planting, screening and public art can be used to add visual interest where comprehensive redevelopment is not possible. For example, in the short term, the installation of decorative screening to the rear of the High Street adjacent to the Bus Station and Spadesbourne Brook. Such screens can be developed as public art projects, which reflect the culture and heritage of Bromsgrove and involve the local community.

6.99 Trees will be planted in clusters to create an avenue affect when looking down the High Street. They will be smaller specimens with raised canopies in comparison with the current trees and of a scale more in keeping with the surrounding buildings and dimensions of the street. This will increase visibility, bring in more light and prevent trees obstructing movement and views of key historic buildings.

6.100 It is not intended to convert the High Street back to a traditional vehicular route. However as access for service and emergency vehicles is required, some parts of the Town Centre could take advantage of this and potentially be designed to encourage an evening economy by allowing some vehicular traffic, such as taxis to pass through and park in the evening. The issue of shared surfaces is one which the Council is fully aware of particularly in terms of accessibility, safety and legibility for those with impaired sight and movement. It is our intention to address these issues through subtle level changes and the use of contrasting colours and textures. In this way they are shared surfaces only in as much as they can be used by vehicles and pedestrian and are part of a common materials palette.

6.101 Gateways

6.102 Gateways are defined as the points at which key routes or a high number of people enter the Town Centre or Primary Shopping Zone. The approach to these points and the ambience of the Gateways themselves are fundamental in setting the tone of the destination and the extent to which the visitor feels welcomed and positive in their arrival. Entry should be straightforward, give a sense of arrival and enable visitors to flow easily into key spaces.

6.103 The public realm design will embrace these concepts through the use of paving, public art, signs and lighting. For Bromsgrove, pedestrian access points from surrounding areas or car parks will determine the main gateways. A 'shared surface' crossing ensuring priority for pedestrians will be investigated at these points to create attractive and easily walkable routes into the centre of Town.
The Key Gateway locations have been identified as:

- The Stratford Road/Strand/Northern end of the High Street area
- The New Road/Worcester Road/Southern end of the High Street area
- The Market Street/Bus Station/Mill Lane Area
- The Windsor Street/Chapel Lane Area

6.104 Street Café Area

6.105 The enhancement of the public realm could help facilitate a new café quarter at the southern end of the High Street near the junction with Worcester Road. Such an improvement can support and extend the concentration of bars and restaurants in that area. Similar but smaller zones could then be created in other suitable areas of the Town. Strict licensing agreements will be used and a common design of seating, tables and canopies etc will be imposed to ensure consistency and uniformity.

6.106 Town Square

6.107 The centre of Town is defined as the crossing point of the High Street with Mill Lane and Chapel Lane and is the site of the Housman Statue. This area will be redefined as a distinct 'Town Square' which acts as a gathering point and a key reference point for visitors. The new public realm scheme will reflect the prominence and importance of this central open space and build upon existing links to Windsor Street and Market Street.

6.108 Market

6.109 Moving the market onto the High Street has been a success in terms of increased activity in the Town Centre. However at the moment the public realm is not designed or adequately constructed for it. Stalls have to be laid out around trees, bollards and bins. The uneven surface compounds these problems. The result is that the market appears somewhat ramshackle and accessibility on market days is extremely difficult for all users of the High Street.

6.110 The new public realm design will ensure that the principles of ease of movement down the High Street will be maintained on market days. To accommodate this, a revised layout will be devised to optimise use of the space and to improve upon the appearance and scale of the market. Permanent fixing points and services will be installed to ensure safe operation of markets and creating opportunities for staging other events in the future.

6.111 Public health and safety is essential for the Town Centre to function and a vital component of attracting new people into Town. Many principles of safe and well designed public spaces appear in individual site policies, although for clarity the main principles and features we wish to see in the Town Centre are below.

- Making sure that, wherever possible, all routes taken by residents, visitors and workers are safe both during the day light hours and hours of darkness
- Implementing measures to protect against criminal activity, including vandalism,
- Making better utilisation of landscaping for safety and security purposes,
- The installation of "Help-Points"
- The provision of a easily accessible, high quality public toilets with family facilities in partnership with private premises and in line with the Bromsgrove 'Partnership Toilet Scheme'
- Providing as much natural surveillance of all areas as possible to deter crime
- Encouraging the formation of Neighbourhood Watch schemes and co-ordination with Safer Neighbourhood Teams
- Ensuring lighting levels provide sufficient confidence for residents and visitors to spend time in the public realm during hours of darkness.

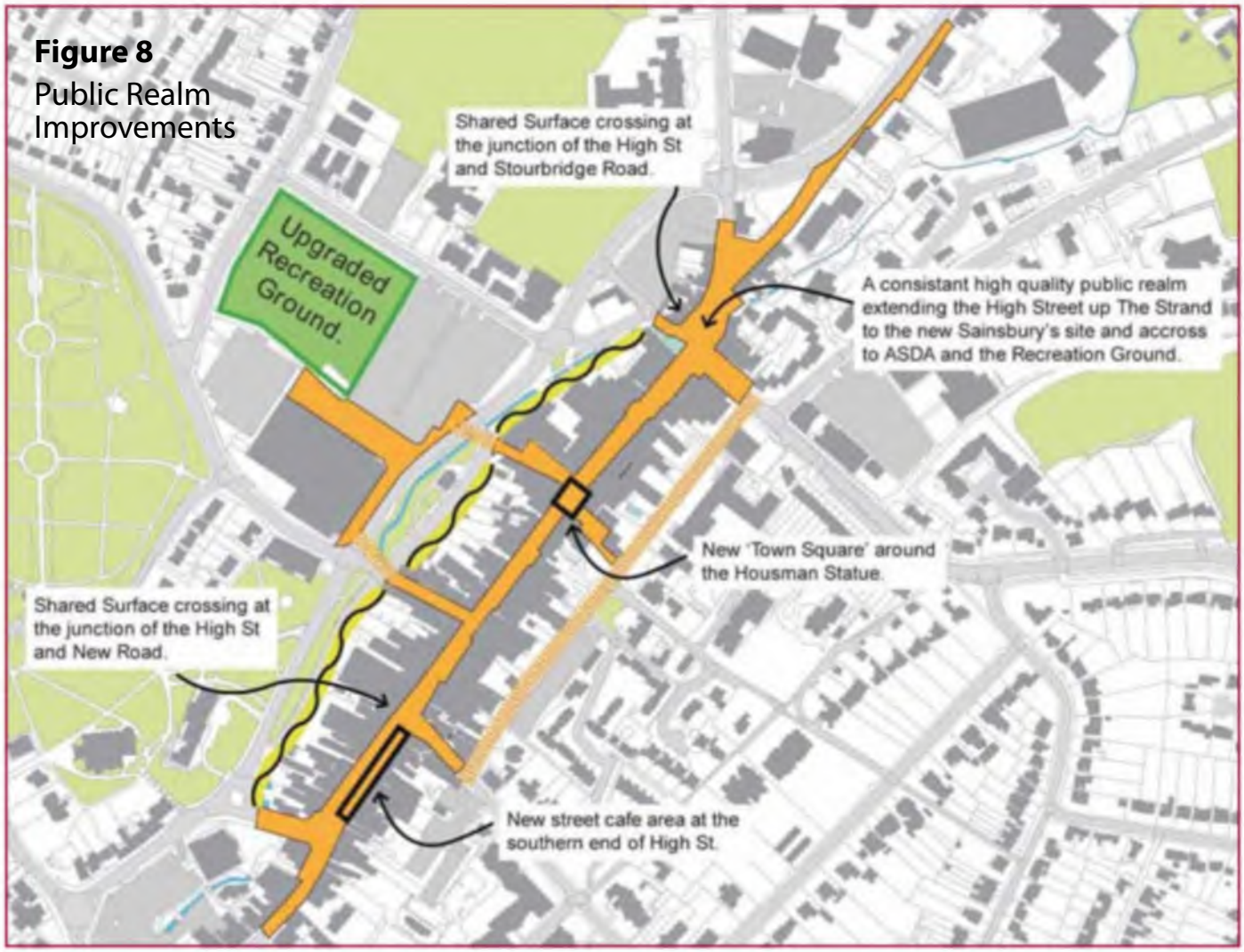

Figure 8
Public Realm Improvements

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6.112 TC 4 Public Realm

6.113 TC4.1

As the main route in the Town Centre the High Street will be the focus of the public realm improvements. All other areas within the Town Centre will also be required to have regard to the following principles when developing areas of public realm;

A. The linear nature of the High Street and its side streets is to be embraced by key development opportunities at the proposed Sainsbury's site and the Market Hall which will be linked with a consistently high quality public realm.

B. All materials used in public realm schemes to be in keeping with or contrast positively with the character and appearance of the conservation area, and shall be durable and sustainable.

C. Street furniture, street trees, and soft landscaping are to be integral to the design and located to ensure that the linear open nature of the High Street is not diminished.

D. All proposals must include a lighting scheme which ensures public safety but also highlights the high quality historic and modern architecture on the High Street.

E. **Opportunities to maximise the safety of the Town Centre by encouraging active uses, natural surveillance, and the creation of an effective CCTV network will all be included in public realm proposals.**

F. **Create a legible, permeable network of streets and spaces within the Town Centre that is accessible for all and encourages visitors and residents to remain in Town for longer periods.**

G. **All proposals must include a management plan to ensure that a high standard of public realm is maintained after implementation.**

TC 4 at a glance

Summary:
Guidance on the design and accessibility standards required for upgrade of the High Street and other existing, or new public areas in the Town Centre.

Public Consultation response:
New paving, improved appearance of historic buildings, making the look of shop fronts and signs in keeping with historic architecture in the High Street, bus station and rear of High Street properties (facing the Market Street) are considered as the most needed actions in making the town centre a nice environment.

Town Centre Objectives:
- *Retailing and the local economy.*
- *Public Realm and Open Space.*

Sustainability Appraisal:
This policy will create a number of positive effects on the public realm of the town centre, especially the High Street. The main advantages of this policy are in regards to reducing crime, and conserving and enhancing the historic built environment. There are also environment advantages to this policy. It advocates that public realm improvements require durable and sustainable materials, which in turn promotes energy efficiency.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Stronger communities.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
Town centre conservation areas, regular street markets, pedestrianisation of the main shopping areas are identified as advantages of the town centre whereas poor quality façades, limited natural surveillance at night time are identified as weaknesses of the centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPS5 Planning for Historic Environment.*

6.114 TC 5 Urban Design and Conservation

6.115 The successful regeneration of Bromsgrove Town Centre will require the design of new development to be of the highest quality whilst respecting the historic environment within which it sits. Individual design requirements for development sites can be found in section 7 of this AAP.

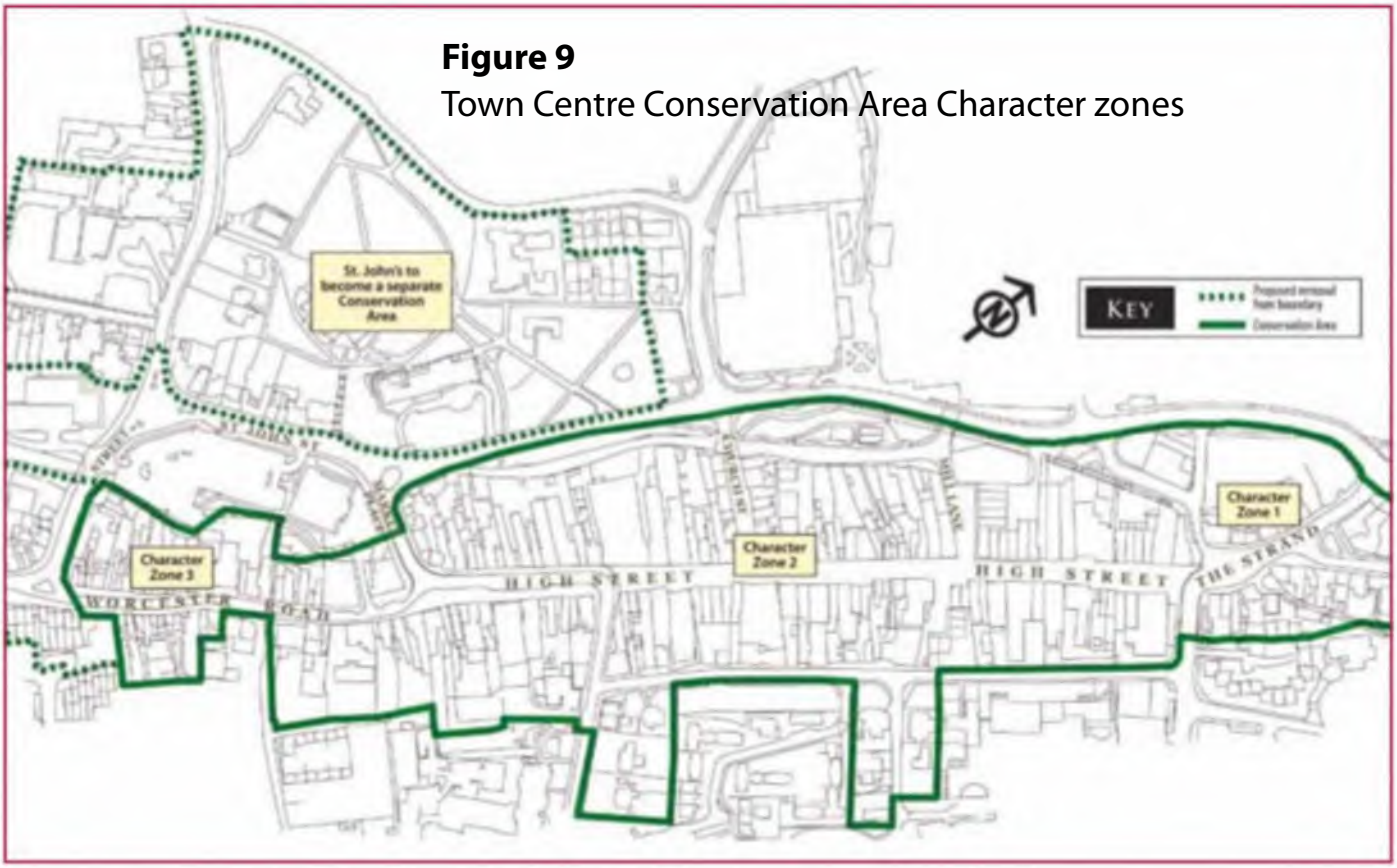
6.116 The Bromsgrove Town Centre Conservation Area contains an assortment of notable historic buildings dating from predominately the 18th and 19th centuries but with some earlier surviving timber framed buildings. A range of architectural styles is represented from English vernacular, to restrained Georgian and more elaborate Victorian Gothic buildings. This variety of elevational treatments and styles demonstrate high quality construction and craftsmanship, giving a rich texture to the Town Centre, and are tangible reminders of the Town's past prosperity. Our Conservation Area strategy recognises that the special interest of a Conservation Area is defined by more than its appearance and includes the atmosphere, texture, sense of place and setting, as well as more obvious qualities such as groups of historic buildings

6.117 The main management issues which we will address as part of our Conservation Area Strategy are:

- Quality of public realm
- Quality of shopfronts and signage/advertising
- Effective maintenance of historic buildings
- Vacant upper floors of historic buildings
- Environmental improvements to Spadesbourne Brook

6.118 To ensure that the character of the Conservation Area is captured and enhanced as identified in TC4 the public realm will be refurbished using materials that are natural, durable and of high quality.

Figure 9
Town Centre Conservation Area Character zones



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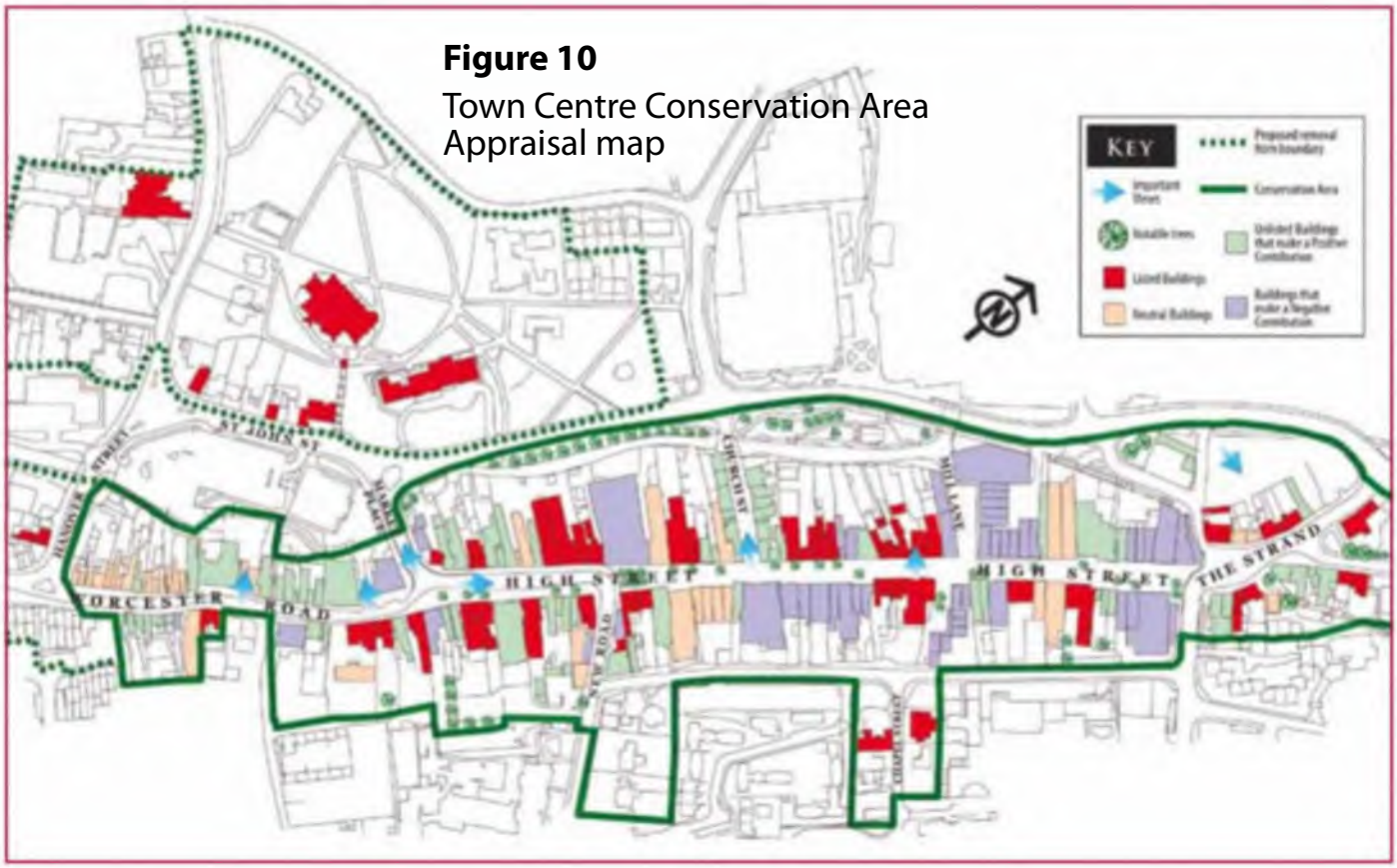

Figure 10
Town Centre Conservation Area Appraisal map

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6.119 Most of the modern shopfronts bear little relationship to the historic buildings above and a lack of consistency in style, proportions of signage, materials and colour schemes is evident. Repairs and improvements to shop fronts within the High Street will be encouraged, as will the installation of historically sensitive shop fronts within buildings deemed to have heritage value to Bromsgrove. The Frontage Improvements Grant Scheme has begun this process. The introduction of an area of special control if required will ensure a greater control of signage and greater powers to enforce the removal of undesirable and unnecessary signage and shop-fronts that are not in keeping with the character of the Town. Such incentives for building improvements will work in tandem with improved enforcement of the Council's adopted guidance's on the shopfronts and maintenance of historic buildings; raising the bar on the quality of works expected.

6.120 Although the area has an overall character as a complete Conservation Area, five main character zones can be identified and are shown in figure 9. Zone 1 is centred on The Strand, which is physically separated from the rest of the Conservation Area by the busy junction at Stratford Road. Zone 2 contains the Primary Shopping Zone along the High Street. (Zones 2 and 3 blur together on the eastern side of the High Street). Zone 4 is centred in and around St John's Church and it is suggested that this should be re-designated as a separate Conservation Area. Finally Zone 5 comprises two small areas to the East of Windsor Street on Chapel Street and New Road.

6.121 The narrowness of the historic building plots, varied rooflines and the overall height of the buildings give an overall impression of vertical emphasis, and a strong sense of enclosure. The more modern developments unfortunately detract from this, being generally set back from the established building line, sometimes a storey lower and include detailing which gives a horizontal rather than vertical emphasis.

6.122 These infill sites do at least give opportunities for redevelopment in the future without sacrificing any surviving important historic buildings, for example, the 1970s retail development around Mill Lane, the block on the East side of the High Street at the junction with Stratford Road, and 80-102 High Street which are all of limited architectural quality. The redevelopment of the Market Hall site, although outside the Conservation Area, will set the tone for high quality contemporary design which complements the wider historic context of Bromsgrove. Full details about the Town Centre Conservation Area including details of possible boundary changes can be found in the Conservation Area Appraisal which is part of the evidence base to support this plan. Figures 9 and 10 from the Appraisal have been reproduced on pages 39 and 40 to add clarity to this document.

6.123 TC 5 Urban Design and Conservation

6.124 TC5.1
All development within the Town Centre is required to meet the following principles:

6.125 TC5.2
To include high standards of architecture and design, using high quality sustainable materials and building methods.

6.126 Where appropriate the preservation and enhancement of heritage assets which have archaeological, architectural, artistic or historic interest including:

- **A. Statutorily listed buildings, and their settings;**
- **B. Buildings which although not nationally listed, make a positive contribution to the Town Centre Conservation Area and its setting;**
- **C. Sites of known and potential archaeological interest.**

6.127 TC5.3
The sensitive redevelopment of sites which currently detract from the character and appearance of the Town Centre, with new buildings that add to the evolution of the area whilst respecting the scale, height, massing, alignment and materials of adjacent historic buildings

6.128 TC5.4
New developments should respect the historic Town Centre street pattern, the established building line, historic spaces between buildings and the overall sense of place.

6.129 TC5.5
New buildings are to frame streets and public spaces providing natural surveillance, and preserving and exploiting important views into, within and out of the Town Centre

6.130 TC5.5
Design proposals at gateway locations such as the Historic Market Site, Parkside Cross roads and the Stratford Road/ Windsor Street/Strand area to reflect their prominence and importance to the character of the Town Centre.

6.131 TC5.6
All major development sites should consider a mix of uses and adaptable internal layouts that allow flexibility for buildings to be used in alternative ways in the future.

6.132 TC5.7
On specified opportunity sites perimeter blocks are to be used that positively address roads, walkways and public spaces and all ground floors should contain active frontages.

6.133 TC5.8
All new and redeveloped shopfronts to be fully compliant with the Council's Shopfronts and Advertisements Design Guide, or its successor document. Particular regard should be had to retaining surviving historic details, respecting established fascia lines, reducing illumination levels wherever possible, avoiding the use of external security measures.

TC 5 at a glance

Summary:
A set of principles to enhance the historic environment of the Town Centre and ensure a high quality, safe and distinctive design throughout.

Public Consultation response:
Overwhelming support to improve the High Street and improved appearance of historic buildings and making the look of shop fronts and signs in keeping with historic architecture are identified as two of the top five actions that would make the town centre a nicer environment to visit.

Town Centre Objectives:
- *Public Realm and Open Space.*

Sustainability Appraisal:
This policy has many social benefits in terms of creating vibrant and locally distinctive communities and improving resident's sense of good health and well-being. These built environment benefits can also have positive effects on the economy as they assist the marketing of the District as a good place to work and do-business.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
The town centre conservation areas are identified as strengths whereas the poor quality façades, are identified as weaknesses of the Town Centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPS5 Planning for Historic Environment.*

6.134 TC 6 Natural Environment and Sustainability Strategy

6.135 The policy below is specific to the Spadesbourne Brook and other open spaces within the Town Centre. The polices contained in the Core Strategy offer full guidance on the how the natural environment and sustainable development will be considered in the Town Centre.

6.136 Naturalisation of the Spadesbourne Brook

6.137 The Site

6.138 The Spadesbourne Brook rises in the Lickey Hills to the north and flows south through the Town. The length of the Brook envisaged for enhancements runs from All Saints Church in Burcot Lane to Brook Lane in Sander's Park is 2.15 kilometres. It runs past the existing Council House, through NEW College land behind Birmingham Road, past the Strand, along Market Street through the Bus Station, and across the historic market site into Sander's Park.

6.139 Parts of the Brook are naturalised, including areas between Birmingham Road and School Drive, and at the bus station. However, the majority of the Brook has been re-routed, culverted and effectively relegated to function as a storm drain through the Town Centre, hidden from view, and sometimes covered entirely by access roads to properties. Even in its urban context the brook contains some plant and animal life, and the water quality is good and clear. However it fails to provide any real amenity value for users of the Town Centre and its ability to support a wider variety of plants and animals is reduced by the its unnatural form.

6.140 The Environment Agency has confirmed that Spadesbourne Brook currently supports dispersed colonies of water voles (a protected species) to the north and south of the Town Centre. However, the water voles and other wildlife find traversing the culverted sections of the brook difficult and cannot create habitats at certain sections due to the concrete sides.

6.141 The Opportunity

6.142 The naturalisation of Spadesbourne Brook is a key component of the Land use (TC2) Movement (TC3) Public Realm (TC4) and Urban Design (TC5) and Historic Market Site (TC8) strategies of the AAP. The relocation and naturalisation of specific parts of the brook will allow for greater use by the community. It will ensure that shoppers in the High Street are never more than a few minutes away from an attractive area of green and open space and it will improve permeability and legibility within the Town Centre. It will include relocation and naturalisation of the watercourse where possible, a raised water level, improved flood capacity, a habitat appropriate for many plants and animals including water voles, high quality paving, seating areas, new trees and planting.

6.143 Design

6.144 The naturalised watercourse will be designed with full consideration of highways and public safety requirements and developed in line with other key public realm areas to provide a holistic approach to design and access throughout the Town Centre. The Brook will form part of a green corridor running along Market Street providing links to other areas of the Town. Access requirements will be maintained and utilities and other services will be moved where necessary. Where the watercourse is relocated, existing culverts may be utilised to improve flood capacity. Existing trees and planting will be retained where possible or replaced with like-for-like specimens where removal is necessary. The watercourse will be engineered to allow wildlife including water voles, to traverse its length and to allow for the creation of new habitats to assist with the ongoing protection of biodiversity assets.

6.145 The Spadesbourne Brook can be opened up through the Historic Market site as shown on page 44 in figures 11 and 12, as such will be a key part of the development opportunity identified policy TC8.

6.146 Deliverability

6.147 A feasibility study looking into the options for the Spadesbourne Brook has been undertaken to support the AAP and can be viewed as part of the evidence base, this research and early consultation feedback regarding naturalisation has been very positive. The Environment Agency also supports naturalisation and discourages the use of culverts.

6.148 The Brook is in both public and private ownership, naturalising and in some cases relocating the Spadesbourne Brook will be achieved via different approaches dependent on whether the section is part of a development site or not. Other sections at locations that are not development sites such as the section running parallel to Crown Close will be funded from sources including (but not limited to):

- European Commission: Environment funding
- Natural England Biodiversity Fund
- Biffaward grants
- SITA trust: Enriching Nature Programme
- Big Lottery Fund: Community Wildlife
- Heritage Lottery Fund
- WREN: Biodiversity Action Fund
- Veolia Environmental Trust
- Big Lottery Fund: Changing Spaces / Community Spaces
- Esmee Fairbairn Foundation: Biodiversity Strand

Figures 11 and 12
Indicative market hall plans showing realigned brook

Figure 11

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Figure 12

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6.149 TC 6 Natural Environment and Sustainability Strategy

6.150 TC6.1
The Council will look to positively address the natural environment and tackle the causes of climate change in the Town Centre by applying the following principles

A. **The naturalisation of water courses primarily the Spadesbourne Brook to create an attractive and effective green corridor throughout the Town Centre.**

B. **Maintaining and enhancing the network of green spaces including the Spadesbourne brook, the Recreation Ground, Crown Close, and the links into other significant green assets such as the Cemetery and Sanders Park.**

C. **Requiring all new development and conversions where possible to meet the highest standards of design and sustainability as detailed in the Bromsgrove District Core Strategy.**

TC 6 at a glance

Summary:
A set of requirements to ensure that Town Centre developments contribute to the natural environment, and meet modern sustainability standards. Includes proposals for naturalisation of the Spadesbourne Brook.

Public Consultation response:
Re-landscaping the Spadesbourne Brook and restore the natural habitat of the brook as much as possible was supported by respondents.

Town Centre Objectives:
- *Living and working in Bromsgrove.*
- *Public Realm and Open Spaces.*

Sustainability Appraisal:
The policy has largely positive environmental impacts but some positive social impacts could also be realised, as enjoyment of the natural environment has recognised health and well being benefits.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
Environmental improvement at the Spadesbourne Brook and High Street is identified as an opportunity for the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS9 Planning for Biodiversity and Geodiversity Conservation.*
- *PPS25 Development and Flood Risk.*

6.151 TC 7 Planning Obligations

6.152 Both the public and private sector have key roles to play in the coordinated and successful regeneration of Bromsgrove Town Centre. The principle of securing developer contributions for many other uses, to address the impact of development is a well established process.
The conventional approach towards securing such contributions in the past has been based on negotiations formalized through S106 agreements. It is however envisaged that for proposals included in both the Town Centre AAP and the Core Strategy a standard charge will be levied on all new development. This not only ensures that development impacts are taken into account, but also provides certainty for both developers and infrastructure/ service providers on the level of contribution required.
The Council will investigate the introduction of these standard charges and if required will include them in further versions of this AAP.

6.153 TC 7 Planning Obligations

6.154 TC7.1

The scale of change envisaged by developments in the Town Centre will require the improvement and enhancement of facilities, infrastructure and services, to ensure the physical and social environment is maintained. Where relevant the Council will ensure that development proposals within the Town Centre benefit the wider community by the use of planning obligations which seek to support the regeneration aims, objectives, and proposals of this Area Action Plan.

TC 7 at a glance

Summary:
Policy seeks to secure developer contributions towards different types of physical and community infrastructure required as a result of new development.

Public Consultation response:
Not included in Issues and Options report.

Town Centre Objectives:
- *Living and working in Bromsgrove.*
- *Public Realm and Open Spaces.*
- *Accessible and efficient public services in Bromsgrove Town Centre.*
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The policy focuses on ensuring that new development in the town centre is adequately served by infrastructure required as part of a new sustainable development and ensures that new development does not impact adversely on the existing community by putting added strain on existing services.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

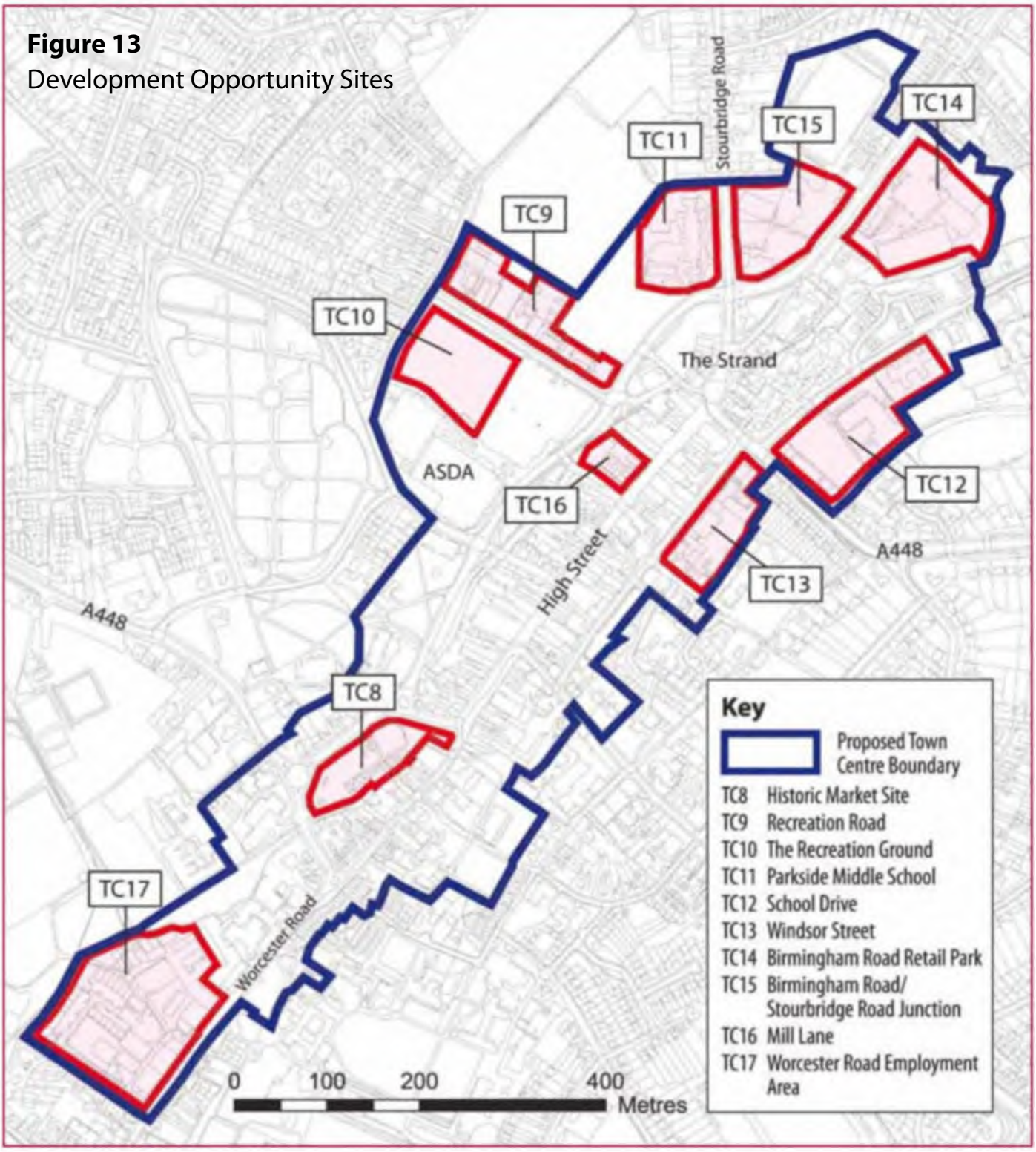
Town Centre Health Check 2010:
Closure of the Tourist Information Centre, poor and irregular connections to the train station, poor facilities for cyclists, poor quality façades are identified as weaknesses of the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*

7 Bromsgrove Area Action Plan- Development Opportunities

7.1 The following pages contain detailed policies for the delivery of the key opportunity sites shown on the plan below.

Figure 13
Development Opportunity Sites



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7.2 TC 8 Historic Market Site

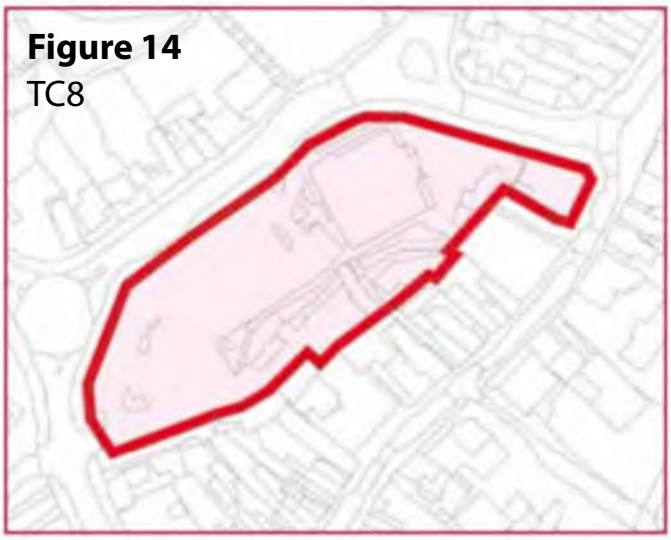
7.3 The Site

7.4 The site occupies an area of 0.7 hectares and sits at a key southern gateway into the Town Centre where routes from Worcester and Kidderminster meet. The site is bordered by Worcester Road, Market Place, Hanover Street and St Johns; it also sits between two sections of the Bromsgrove Town Conservation Area. The culverted Spadesbourne Brook marks the site's current south eastern boundary then flows under Hanover Street past St Johns Middle School and along the footpath into Sanders Park. An electricity sub-station sits on the site and it is subject to rights of way and easements to allow access to the rear of properties along Worcester Road, the majority of the site is currently car parking. George House stands on the North corner of the site, which is the historic location of the Market in Bromsgrove. This is a key strategic location as it marks the end of the linear High Street and one of the major pedestrian gateways into the Town Centre.

7.5 The Opportunity

7.6 This site at the southern end of the High Street is important as a potential new retail led mixed use location, adding to the overall retail offer and creating an anchor at the southern end of the Town, thus ensuring active retail uses along the entire length of the Primary Shopping Zone. The proximity to a proposed street café area and concentration of pubs and restaurants in the High Street South/Worcester Road make this site suitable for other supporting uses which could contain a small cinema and/or other leisure uses such as cafes and restaurants, residential or offices are also other acceptable supporting uses on this site.

Figure 14
TC8



7.7 Design

7.8 The George House section of the site requires a development of notable architectural merit and impact. It is important for the building to fulfil its role in the context of the High Street and function as an attraction at the southern end making a statement to new visitors entering the Town Centre at this key gateway. The scale of the development must have regard to the surrounding Conservation Area and must maintain important lines of site up to St Johns Church that stands on the high ground to the north west of the site. The rear of the properties on Worcester Road with their historic roof line is also an important aspect and should be positively addressed in any design proposals and wherever possible views from outside the site should take advantage of this feature. Any new development should also contribute positively to views from the adjacent group of historic buildings on Worcester Road towards the High Street, and respect the setting of nearby listed buildings.

7.9 The existing car parking on site plays an important role in the current Town Centre car parking facilities, although a street level car park at this key location does not provide a particularly attractive entrance to the Town. Development proposals will need to ensure that both the movement/ car-parking strategies in TC3 are considered alongside the desire to create attractive well designed environments as proposed in TC4 and TC5. Alternative and innovative car-parking solutions for this site will be considered where they are consistent with the TC3, TC4, and TC5.

7.10 The site is at one of the key pedestrian gateways into the Town Centre and is similarly important for an arrival point for cyclists, with the existing route in from Sanders Park and the potential link to the Droitwich cycle way along Worcester Road. Facilities for pedestrians and cyclists will be a key feature of any redevelopment proposals.

7.11 The Spadesbourne Brook is a key natural asset for the site, as identified in policy TC6 it is possible to realign and naturalise it through this site offering an important natural feature in an urban setting and forming one of the key features of an enhanced public realm. The re-routing of the Brook to extend the green corridor through the site, will also improve pedestrian access into Sanders Park creating an improved pedestrian link with the rest of the Town Centre. Landscaping will be required to provide hard and soft landscaping in line with the wider public realm strategy. Tree planting may be required maintain the reinstatement of the historic lime avenue that stretches along Market Street.

7.12 Deliverability

7.13 The site is in public ownership. Extensive analysis of urban design and brook naturalisation options has already taken place. This site is highly visible and the establishment of a new anchor store at the Southern end of the High Street is seen as a key element of the land use strategy in TC2. The Historic Market Site will therefore be a priority for early development.

7.14 TC 8 Historic Market Site

7.15 TC8.1
The Historic Market site is a major mixed use development opportunity which the Council will promote for comprehensive redevelopment.

7.16 The following principles for development will apply:

A. Retail led mixed use development scheme will be the primary land use.

B. Leisure uses such as cafés, restaurants, and a cinema may also be acceptable on the ground floor. Residential and office uses may be acceptable on upper floors.

C. Scale of development to preserve or enhance the surrounding Conservation Area with protection of notable views including the view to St Johns Church.

D. Where possible perimeter blocks should be used in line with policy TC5.

E. Design proposals for the north eastern portion of the site (George House/ Blockbuster) must reflect both its prominence as the termination of the High Street and also as the gateway into the historic market site.

F. The re-routed Spadesbourne Brook must be integral to the public realm element of any proposals, including provision for enhanced walking and cycling opportunities.

G. All proposals will be required to contribute to public realm improvement to ensure this site is linked into the wider Town Centre.

H. All revised car parking proposals must be consistent with the wider car parking strategy for the Town Centre.

TC 8 at a glance

Summary:
Identifies Historic Market Site as a major retail led mixed use opportunity.

Public Consultation response:
To have a national food store on the Market Hall site was selected by respondents as one of the choices to make the town centre a better place to shop.

Town Centre Objectives:
- *Retailing and the local economy.*
- *Living and working in Bromsgrove.*

Sustainability Appraisal:
The redevelopment of the market hall site will deliver a range of social, economic and environmental benefits such as offering local people a wider range of services, potential to include some housing which could help meet local needs, increasing activity in the area which would provide natural surveillance, retaining the character of the adjacent conservation and improving the environments to walking and cycling.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
Busy and poor crossings to the main shopping areas and poor image of town centre to pass-by traffic are identified as weaknesses of the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPS5 Planning for Historic Environment.*

7.17 TC 9 Recreation Road

7.18 The Site

7.19 The site occupies an area of 1.2 hectares. It runs along the length of Recreation Road, which is orientated on an East/West axis and is currently open to two-way traffic.
The site currently consists of a number of separately owned plots with a variety of both public and private sector businesses occupying them.

7.20 The East or 'bottom' end of the site contains the Drill Hall at the corner of recreation road and Market Street, which was built in 1914. The Drill Hall was considered and rejected for statutory listing in 2009 and is outside the Bromsgrove Town Conservation Area, but was included on the Council's draft list of Buildings of Local Interest produced in 2007.
The West or 'top' end of the site is the current DWP/jobcentre plus site at the junction of Recreation Road and Churchfields and this area has a much more residential feel than the bottom of the site closer to the Town Centre.
The rear of the site shares a boundary with a school playing field and the new Health Centre. Opposite the Recreation Road site is the Recreation Ground and one of the main Town Centre car parks, which also functions as a car park for the ASDA store.

7.21 The Opportunity

7.22 The site will be developed as a high density residential scheme suitable as retirement living. This is intended to be independent 'Extra-Care' style units (C3) to provide a retirement living complex which could share a number of onsite facilities, such as a shops, hairdressers and communal facilities such as a restaurant and lounges and a garden. More specific nursing care (C2) could be included within the scheme as well as a small amount of general needs housing.

7.23 As identified in the Core Strategy, Bromsgrove has an identified need for significant amounts of new housing particularly affordable housing suitable for newly forming households and the elderly. Bromsgrove Town Centre is seen as a key location where some of this requirement can be met, and in particular the Recreation Road site, due to the ease of access to the Town Centre and all the facilities it has to offer including the new health centre.

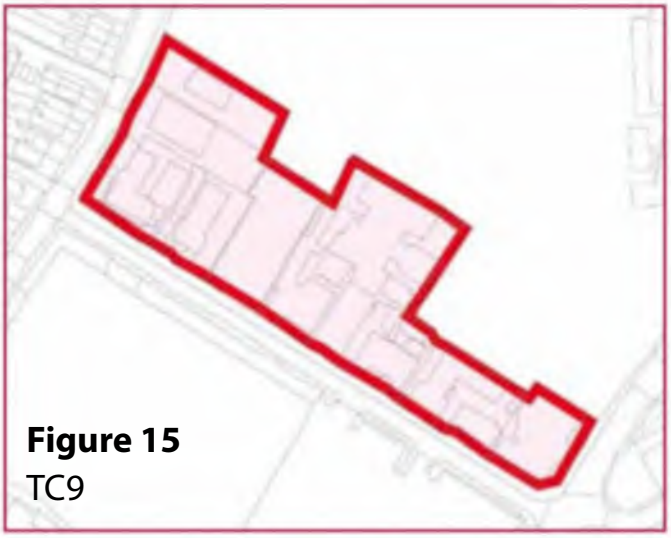


Figure 15
TC9

7.24 A target of 40% of the development will be affordable housing. The format of the affordable element is critical and it is important that it truly is affordable housing suitable for residents who cannot afford to live in open market retirement living accommodation which is provided in other areas of the District. Further information on the types of affordable housing that will be acceptable will be provided when the impacts of the current reforms to affordable housing provision are known. Other ancillary residential units may be considered as an enabling tool for the retirement living element which must remain as the predominant use on site.

7.25 The adjacent Recreation Ground could also benefit the success of this scheme with the opportunity to provide essential accessible outdoor facilities for residents which are difficult to provide onsite due to its linear nature. Proposals for new communal seating areas and a sensory garden at the Recreation Ground combined with improvements to the access across Recreation Road could mitigate against a lack of open space provision on site.

7.26 Design

7.27 The development will be of a scale in keeping with surrounding developments. The new Health Centre at the Market Street end is a large structure which changes the scale of the built environment in this part of the Town; development on the Recreation Road site could take advantage of this change in scale and provide a significant residential scheme adjacent to the Town Centre core. It is envisaged all parking and garden facilities will be provided at the rear of the scheme with an active frontage onto Recreation Road in keeping with the overall strategy for the Town Centre of creating development that positively addresses the spaces they create.

7.28 In line with the type of residential development proposed lower levels of parking provision than would normally be required for general needs housing, will be considered on this site. Other options for accommodating parking provision within the overall Town Centre parking strategy could also be acceptable.

7.29 Deliverability

7.30 The site is currently in mixed ownership, with approximately half of the land area owned by the Public Sector.
A Recreation Road Consortium has been created to represent the different ownerships. The marketing of the site as one development opportunity makes the site more deliverable than a row of smaller fragmented sites in mixed ownerships. Due to the relative independence from other Town Centre schemes and the urgent need to address the shortage of retirement living in Bromsgrove, it is envisaged that this scheme will be prioritised for the early phases of the plan.

7.31 TC 9 Recreation Road

7.32 TC9.1
The Recreation Road site is a major residential development opportunity

7.33 The following development principles will apply

A. The predominant land use will be independent retirement led residential units (C3) with inclusive optional care and support services, other acceptable uses are ancillary nursing care (C2) and limited general needs housing.

B. Development must have an active frontage onto Recreation Road, and respect the scale of the surrounding buildings and the setting of the adjacent Conservation Area

C. Clear, safe pedestrian access must be provided to the recreation ground opposite.

D. 40% of all units will be required to be affordable housing.

TC 9 at a glance

Summary:
Identifies Recreation Road site as suitable for retirement living residential development.

Public Consultation response:
No firm responses on this site.

Town Centre Objectives:
- *Living and working in Bromsgrove.*
- *Accessible and efficient public services in Bromsgrove town centre.*

Sustainability Appraisal:
The policy focuses primarily on the provision of retirement led residential development and affordable housing, hence performs strongly against the social objectives.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

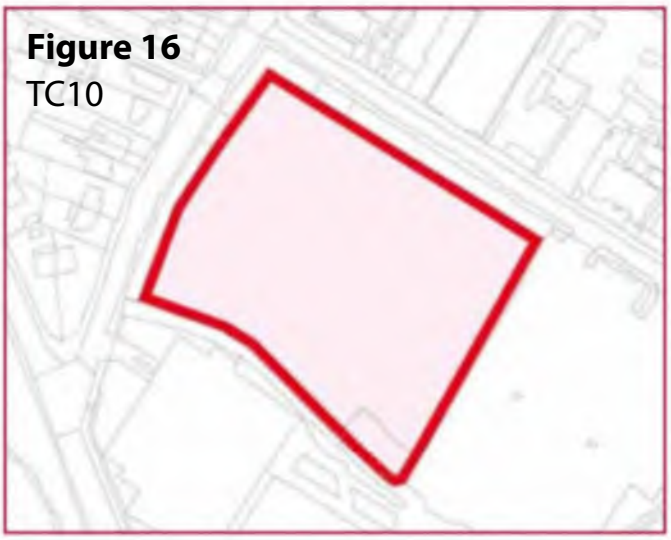
Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*

7.34 TC 10 The Recreation Ground

7.35 The Site

7.36 The Recreation Ground provides 1.1 hectares of open space within the Town Centre. It is a short distance away from the High Street and Conservation Area. It is bordered by Churchfields to its west; Asda and the multi-storey car park stand on its south side; with Recreation Road and the development site identified in policy TC9 to its north. To the east lies the Recreation Road south car park separated only by some limited tree planting. A footpath runs along the southern edge with a children's play area located in the south east corner. Pedestrians have created an informal footpath which runs approximately north south.
The Recreation Ground serves as a place for 'Street Theatre,' three days worth of events organised by the Council during the summer holidays, and the occasional fun fair, but is largely unused for formal activities for the rest of the year.



7.37 The Opportunity

7.38 The Council wishes to revitalise the Recreation Ground to provide a space which is a real asset to the communities who live and work in the Town Centre, and to also offer an additional attraction to visitors.

7.39 Design

7.40 As an entirely public space it is important that proposals for the recreation ground are safe and accessible to all members of the community, policy TC4 sets the principles by which public areas are to be treated. The need for the design of the recreation ground improvements to be in line with these principles is essential as one for the few formal open green spaces within the Town Centre.

7.41 Possible features to be included in an enhanced area could be, a performance area providing a versatile outdoor open space; water features; new hard landscaping including new paving, seating, bins, lights and railings; a replacement play area constructed from natural materials; soft landscaping including new coordinated planting and a sensory garden. It is envisaged that this improvement will allow the recreation ground to function more successfully as public meeting space with regular events taking place as part of a series of public events in the Town Centre.

7.42 Delivery

7.43 The Recreation Ground is owned by the Council although it is envisaged that the funding for an upgrade may need to be found from sources other than the Council's own budgets and the Council will look to a range of funding sources to enable these developments.

7.44 TC 10 The Recreation Ground

7.45 TC10.1
The Recreation Ground will remain as open space, although enhanced to provide a more attractive and safe community resource.

7.46 The following enhancements are proposed:

- **A. New hard and soft landscaping which are consistent with public realm proposals for the High Street and the Spadesbourne Brook and which provide clear pedestrian linkages to other areas of the Town Centre.**
- **B. The creation of a new distinctive multi functional public event/performance space.**
- **C. New children play facilities constructed with natural materials.**
- **D. A fully accessible community garden which incorporates many high sensory elements.**

TC 10 at a glance

Summary:
Maintains Recreation ground as public open space although revitalised to provide a more attractive and usable asset for the community.

Public Consultation response:
Re-landscaping the Recreation Ground was the most popular option whereas swapping the Recreation Ground with the adjacent car park or extending it over the car park were very unpopular.

Town Centre Objectives:
- *Public Realm and Open Spaces.*

Sustainability Appraisal:
The policy protects and enhances the existing open space and recreational facilities which clearly has many social and environmental benefits. Whilst the existing ground has little biodiversity value, an enhanced community garden and new soft landscaping can contribute greatly to conserving and enhancing ecological diversity through habitat provision and maintenance or creation of wildlife corridors.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that area safe and feel safe.*
- *Meeting the needs of children and young people.*
- *Strong communities.*
- *A better environment for today and tomorrow.*
- *Improving health and well being.*

Town Centre Health Check 2010:
Poor image of town centre to pass-by traffic and limited natural surveillance at night time are identified as weaknesses of the town centre whereas improved signage and walking/ cycling network to encourage sustainable travel is considered an opportunity for the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS9 Planning for Biodiversity and Geodiversity Conservation.*
- *PPG17 Planning for Open Space, Sport and Recreation.*
- *PPS25 Development and Flood Risk.*

7.47 TC 11 Parkside Middle School

7.48 The Site

7.49 The site occupies an area of 0.7 hectares, and contains the Grade II listed former school building as well as several mature trees. The main frontage of the site is onto Stourbridge Road with the southern part of the site fronting Market Street. The rear of the site overlooks school playing fields and is adjacent to the new Health Centre.

7.50 The site houses the former Parkside Middle School, which was built in 1909 and was made redundant as a school building in 2008 upon the opening of a new school further along Stourbridge Road. The building is Grade II listed which also gives protection to any ancillary structures constructed before 1948 such as the notable red brick boundary walls. There is limited space between either side of this building and the boundary of the site or the Health Centre access drive. Some more modern classrooms and a gymnasium have been demolished to allow for the development of a new Health Centre on part of the old school's playing field. The two sites share an entrance from Stourbridge Road, with a drive then passing around the back of the old school building to the Health Centre.

7.51 The Opportunity

7.52 The options for use of this site are affected by the requirement to preserve the existing buildings including many of the internal features. Unless an educational use for the buildings can be reinstated it is thought that the building is suitable for a sympathetic conversion to either residential or office use, with limited potential for new additions to the rear. The District Council will work closely with Worcestershire County Council to find a use for the building which ensures its long term future and maintains it as a heritage asset for the Town Centre. Any development will be required to provide landscaping in line with the public realm strategy identified in TC4. Tree planting may be required along Market Street to continue the reinstatement of the historic lime avenue.

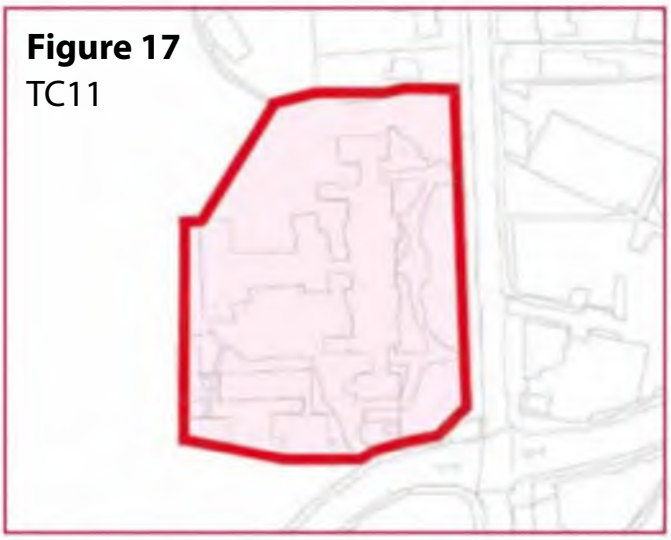


Figure 17
TC11

7.53 Delivery

7.54 The site is in public ownership and available for redevelopment. Although it is seen as a considerable challenge, due to the requirement for any proposals to preserve the heritage value of the building, it is envisaged that this site will be brought forward in the medium term of the plan (5-10 years).

7.55 TC 11 Parkside Middle School

7.56 TC11.1
The former Parkside Middle School is a Grade II Listed Building and therefore would have to undergo sympathetic conversion for development potential to be realised.

7.57 The following development principles will apply:

A. Residential or office conversion is considered to be the most suitable use, although other uses may be acceptable.

B. Full regard to the buildings listed status will be essential for all proposals.

C. Development will be required to contribute to the reinstatement of the avenue of lime trees on Market Street.

TC 11 at a glance

Summary:
Retains existing former school building, with office and residential accommodation judged to be most suitable conversion options.

Public Consultation response:
Some respondents requested that the school not to be demolished.

Town Centre Objectives:
- *Retailing and the local economy.*
- *Living and working in Bromsgrove.*
- *Public Realm and Open Spaces.*

Sustainability Appraisal:
The policy performs strongly against the social and environmental objectives as it adds to the local distinctiveness and enhances the historic heritage of the District. Converting the building into offices/ housing can create employment for or meet the housing needs of local people.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well being.*

Town Centre Health Check 2010:
Poor image of town centre to pass-by traffic is identified as a weakness of the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPS5 Planning for Historic Environment.*

7.58 TC 12 School Drive

7.59 The Site

7.60 The site occupies an area of 1.6 Hectares. It is located on the east side of School Drive and runs from the junction with Stratford Road up to North Bromsgrove High School. The area opposite the site is predominantly residential. School Drive continues north towards the Artrix and NEW College and the proposed site for a new Fire and Police station.

7.61 The Opportunity

7.62 The Dolphin Centre is approaching the end of its useful life and with this comes an opportunity to replace it with a modern facility that more successfully meets the needs of the residents on a reconfigured site. The possible relocation of public sector facilities could also form part of a dual use building.

7.63 The proposed development of a new Leisure Centre supports the Council's objectives for its sports and leisure facilities, particularly:

- Health improvement through sport and other forms of active recreation.
- Reduced crime and anti social behaviour using sport as an effective diversion.
- Higher educational achievement by virtue of regular exercise.
- Cleaner and greener environment by modern, well maintained and energy efficient sports facilities.

7.64 The Council's objectives in reviewing proposals for a new Leisure Centre are to:

- Increase participation in sports and active recreation.
- Improve the range and quality of facilities.
- Improve the quality of teaching and coaching available.
- Increase the number and capacity of voluntary sector clubs.

7.65 The scoping of a new multisport and fitness complex for the residents of Bromsgrove District required a consultation exercise to establish the leisure habits and needs of the

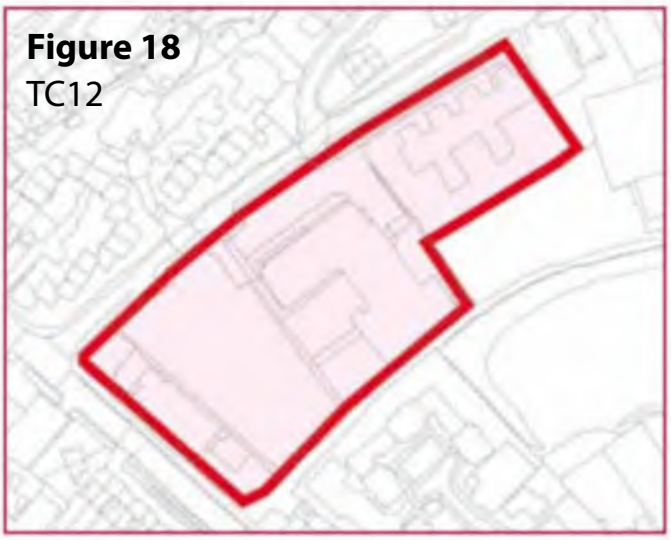


Figure 18
TC12

community. This process has assisted in establishing the size of the site, to be incorporated within the AAP.
The Bromsgrove Leisure consultation occurred during the summer of 2010 received 866 completed questionnaires and determined current and future customer demand, travel habits, linked trips, and preferred location for a new leisure centre. The results were cross-examined with Dolphin Centre usage statistics and findings of other surveys.

7.66 The public's responses suggest there is demand for a small-medium sized Leisure Centre located in the Town Centre and consisting of:

- Main Swimming Pool
- Teaching Pool
- Gymnasium
- Sports Hall
- Dance Studio
- Cycle (Spinning) room
- Café

7.67 The Council believes the current Dolphin Centre site offers the most scope for a new leisure centre although with a reconfigured layout including revised car parking arrangements. Other uses such as residential or ancillary retail units may also be acceptable.

7.68 The consolidation of the public assets in and around the Town Centre could mean the relocation of a number of public sector offices including those provided/required by the District Council on to the School Drive site. The Windsor Street site could also provide new public sector facilities in tandem with the new leisure centre which would ensure that public services in Bromsgrove are accommodated in a modern sustainable building in an accessible location, ensuring the public sector buildings minimise their impact on the environment.

7.69 Design Requirements

7.70 The scale of the new Leisure Centre must also be in keeping with its surroundings including any new development proposed on the Windsor Road site as outlined in policy TC13. The level changes across the site must be fully considered in the proposals with developments sensitively addressing the distant views of this site from other areas of the Town.

7.71 The current layout of the site with the street level car park at the front of the site and the Dolphin Centre to the rear fails to address its prominent location as a key gateway into the Town Centre. Design proposals must address this feature with development fronting onto the pavements, and where possible should also look to enhance both the visual and the physical connectivity of the Artrix and the rest of School Drive with the Town Centre.

7.72 The site is located on the main route into Bromsgrove from Redditch and so the location of a car park here is consistent with the TC3 Town Centre Movement Strategy, which aims to provide parking for traffic as it enters the Town. Innovative parking solutions will be considered to maximise the development potential of the site. School Drive is on National Cycle Route 45 and the protection and enhancement of this route will be required as part of development proposals.

7.73 Delivery

7.74 The site is predominantly in public ownership and the location of the Methodist Church along Stratford Road may constrain the development of this site. If this is the case the Council will explore possible Town Centre relocation opportunities with the Methodist Church. The limited life of the Dolphin Centre makes this development an early priority for the AAP.

7.75 TC 12 School Drive

7.76 TC12.1
The School Drive site is a major leisure development opportunity site within the Town Centre, which has an important role to play in integrating the Artrix, Bromsgrove North High School, NEW College and the proposed replacement Fire and Police station into the Town Centre community.

7.77 The following development principles will apply:

A. A leisure centre with associated parking and complementary uses including possible new public sector facilities will be the predominant use on site.

B. Residential development is considered acceptable at the northern edge of the site.

C. The new leisure centre should contain, a swimming pool, fitness suite, multifunctional studios, sports hall facilities and ancillary uses such as café/ restaurant will also be acceptable.

D. Other small scale retail and commercial development could also be acceptable as part of a comprehensive scheme.

E. All buildings must have a frontage onto School Drive and where possible Stratford Road.

F. Proposals must be considered in tandem with other major development proposals on Windsor Street, and contribute positively to creating clear functional links between the Town Centre and uses further along School Drive.

TC 12 at a glance

Summary:
Site for new reconfigured leisure centre on the car park of existing Dolphin Centre, other uses also acceptable are ancillary retail, residential and new public sector offices.

Public Consultation response:
42% of the respondents supported that the Leisure Centre must be in Bromsgrove town centre. Almost a third of people currently visit Bromsgrove to use the Dolphin Centre.

Town Centre Objectives:
- *Retailing and the local economy.*
- *Living and working in Bromsgrove.*
- *Accessible and efficient public services in Bromsgrove town centre.*
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The policy has particular advantages to the health and well-being of population as its main emphasis is on leisure development. By combining the leisure centre development with small scale retail, commercial and residential development, the quality of and equitable access to local services and facilities will be improved.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *Meeting the needs of children and young people.*
- *Stronger communities.*
- *A better environment for today and tomorrow.*
- *Improving health and well being.*

Town Centre Health Check 2010:
Limited retail and food offer, insufficient short stay car parking, poor facilities for cyclists, limited natural surveillance at night time are identified as weaknesses of the town centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPG17 Planning for Open Space, Sport and Recreation.*

7.78 TC 13 Windsor Street

7.79 The Site

7.80 Windsor Street runs parallel to the High Street and is open to 2-way traffic. The site occupies an area of 0.8 hectares. It runs along the East side of Windsor Street to the North of its junction with Chapel Lane. The site currently houses public sector offices, the Fire Station and the Library. Under private ownership is the Tyre Depot which is located on the corner of Windsor Street and Stratford Road.

7.81 The Opportunity

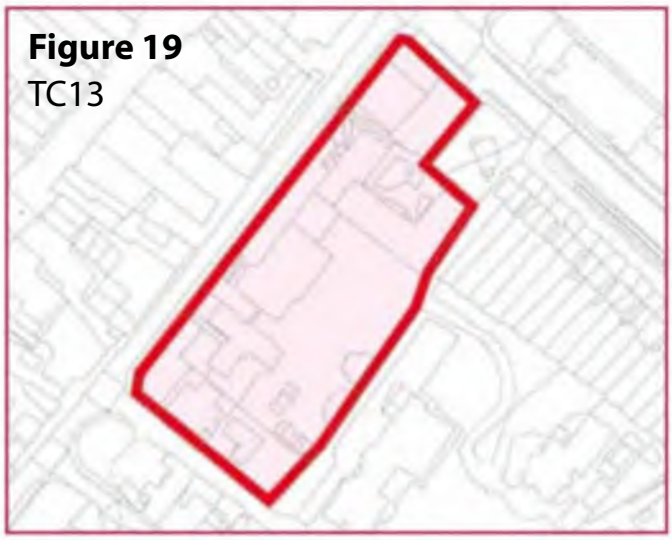
7.82 Windsor Street has been identified primarily as a retail led mixed-use opportunity. The site can be developed to provide 3 or 4 larger retail units of around 1000 square meters, although office development may be considered, including public sector offices particularly on upper floors. The current site contains the public library which, if redeveloped, could be relocated to another area on Windsor Street or may form part of a public sector development on the School Drive site or other suitable site within the Town Cente.

7.83 As identified in policy TC2 the Town Centre currently suffers from a lack of larger retail units which some high street retailers' desire. It is felt that the site on Windsor Street can offer these types of units, complementing the offer from retailers on the High Street rather than competing with them.

7.84 Design

7.85 The scale of development on Windsor Street must reflect its prominence as a potential gateway into the Town, whilst also respecting its proximity to the High Street and the role the High Street has within the Town Centre. Any new development must not dominate either the built form or the functionality of the High Street which must remain as the retail focus in the Town Centre. Development must also have regard to any emerging leisure centre proposals on the School Drive site as outlined in policy TC12.

Figure 19
TC13



7.86 Developments will be required to provide a street frontage to Windsor Street and Stratford Road, although a courtyard development may be considered to allow for efficient use of the land behind the current Fire Station, and to provide for pedestrian access to the day centre at the rear of the site.

7.87 Windsor Street is easily accessible by car, with a junction on a key route into the Town Centre at each end: Stratford Road, which carries Redditch traffic at the north, and with New Road, which carries the Railway Station traffic and some Kidderminster traffic at the south. Windsor Street is popular as a method of moving between these important routes and also for avoiding the congested Market Street. Traffic calming on Windsor Street is likely to be required as retail development at this location would increase the number of pedestrians accessing this area.

7.88 Pedestrian movements onto Windsor Street are currently limited to those at each end or via its link into the High Street along Chapel Lane. This link is important as it leads through to Housman Square at the centre of the shopping area. Any proposals for development on Windsor Street must enhance this route into the High Street and be consistent with the public realm as proposed in policy TC4. Chapel Lane is on one of the main cycle routes in Bromsgrove and as such the junction with Windsor Street has been identified as a location for enhanced secure cycle parking.

7.89 Delivery

7.90 The majority of the site is in public ownership and its availability will be largely enabled by the planned relocation of the Fire Station. The actual size of the redevelopment site will be determined by the prospects for relocating the Library. The necessity for other occupiers to be relocated before this site is available for development means that it is envisaged that this site offers a medium term development opportunity.

7.91 TC 13 Windsor Street

7.92 TC13.1

The Windsor Street site is a major mixed use development opportunity which has the ability to enhance and expand the Towns retail offer.

- **A. The northern end of the Windsor Street will be developed as a retail led mixed use scheme.**
- **B. All development must respect the function, scale and massing of buildings on the High Street in order to complement rather than dominate the Town Centre's retail focus.**
- **C. All development at ground level will contain active retail frontages onto Windsor Street and Stratford Road**
- **D. Individual Retail floorspace footprints will need to be a minimum of 1000 m^2 to compensate for the lack of larger foot print buildings on the High Street**
- **E. Other uses such as office and residential will be encouraged on upper floors.**
- **F. Proposals must be considered in tandem with other major development proposals on School Drive.**

TC 13 at a glance

Summary:
New retail opportunity on site of the current fire station and public sector offices. Larger retail premises new public sector accommodation could form part of redeveloped site.

Public Consultation response:
Respondents suggested Windsor Street for small scale employment uses as part of new mixed use development, several supported to introduce a one-way system there and the suggestion of moving the bus stop to Windsor was not popular.

Town Centre Objectives:
- *Retailing and the local economy.*
- *Accessible and efficient public services in Bromsgrove town centre.*
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The policy can meet a number of social, environmental and economic objectives. The mixed use development will enhance and expand the retail on offer, contribute to meet both local employment needs, reduce the need to travel to more distant service centres and active frontages will provide natural surveillance.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*

Town Centre Health Check 2010:
Limited retail and food offer, poor rear view and function of High Street, increasing number of criminal damage, drug offences, fraud & forgery, anti-social behaviour and limited natural surveillance at night time are identified as weaknesses of the town centre. Efficient use of rear areas of main shopping areas and more attraction of more high quality shops to meet the potential demand of the relatively high income residents and to build on the strong services growth in the region are identified as opportunities for the Town Centre.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*
- *PPS4 Planning for Sustainable Economic Growth.*

7.93 TC 14 Birmingham Road Retail Park

7.94 The Site

7.95 The site occupies an area of approximately 1.7 hectares with its frontage along Birmingham Road near to its junction with The Strand and the rear of the site bordering the Spadesbourne Brook. The site is currently home to 3 warehouse style retail premises consisting of a furniture showroom, a supermarket and a DIY store all situated towards the rear of the site. There is a considerable street level car park in front and a petrol filling station which occupies a more prominent location at the southern end of the site. There are 2 listed buildings, which provide a limited street frontage along Birmingham Road.

7.96 The Opportunity

7.97 The site currently has planning permission for a single Sainsbury's supermarket, which could become part of an extended Primary Shopping Zone. The Council fully supports the decision of Sainsbury's to locate in Bromsgrove Town Centre and will continue to work with them to bring forward the development of their store.

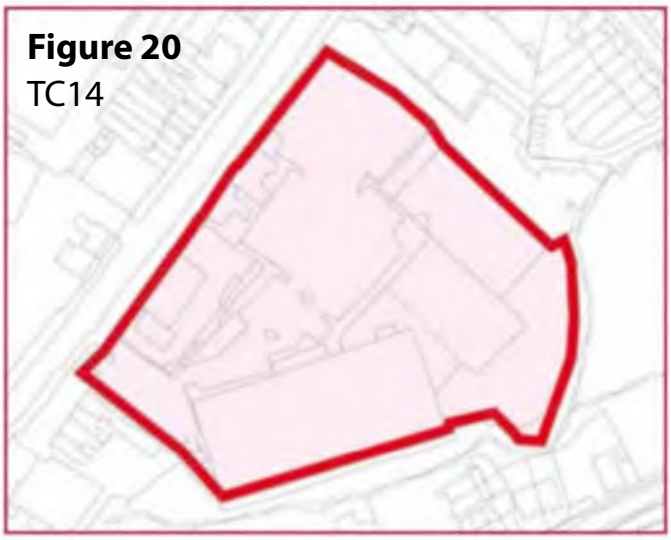
7.98 Design

7.99 The development will be required to reinstate the street frontage along Birmingham Road, and include the existing listed buildings. The frontage should contain active uses and which play a functional part of the Primary Shopping Zone.

7.100 Birmingham Road is a busy road, providing a linkage from the Town Centre onto the A38 and which leads to M42 and M5 junctions with Bromsgrove. Vehicular access to the site from the Town Centre requires passage across the congested Parkside Crossroads, a re-engineering of the crossroads to increase its efficiency and capacity will be required. It is expected that the improvements to provide for additional capacity will be implemented via a Section 278 legal agreement.

7.101 Pedestrian linkage with the Town Centre is essential and as such the development will be expected to contribute to public realm improvements in Birmingham Road, the Strand and High Street North. This will facilitate the extension of the Primary Shopping Zone to the new supermarket by ensuring a common public realm from the centre of Town to the store. Walking and cycling measures linking the store, the centre of Town and the National Cycle Route on School Drive are to be included. Contributions to the introduction of improved public transport will be required.

Figure 20
TC14



7.102 Development landscaping will be required to provide hard and soft landscaping in line with the wider public realm strategy. Tree planting will be required along Birmingham Road and Market Street to continue the reinstatement of the historic lime avenue. The naturalisation of the Spadesbourne Brook at the rear of the site will contribute to the network of green infrastructure within the Town Centre.

7.103 Delivery

7.104 The site currently has planning permission and the Council will continue to work with Sainsbury's to ensure that this permission is implemented.

7.105 TC 14 Birmingham Road Retail Park

7.106 TC14.1

The site which is already subject of a development proposal has significant potential for substantial supermarket style retail development.

7.107 The following principles will apply

A. The site will be reconfirmed as a retail site within the Town Centre, which will become part of an extended Primary Shopping Zone.

B. Development must be brought forward onto Birmingham Road to reinstate the active street frontage to this important gateway into the Town Centre.

C. The listed buildings on Birmingham Road must be retained in their current form and any development proposals must respect the scale of these buildings

D. Improved pedestrian and landscaping links with the core of the Town Centre must form part of any comprehensive development proposals.

E. Open space to the rear of the existing store will be retained and form part of the enhanced Spadesbourne Brook.

F. Improvements will also be required to the road infrastructure at the junction of Stourbridge Road, Birmingham Road, Market Street and the Strand.

TC 14 at a glance

Summary:
Sets out the detailed framework for the redevelopment of the site at Birmingham Road Retail Park for use by major food retail operator.

Public Consultation response:
- *51% of respondents felt there was a very poor and 32% a poor range of retail outlets on offer in the Town Centre.*
- *26% of respondents wanted the designation of larger sites for employment with the Birmingham Road Retail Park mentioned on numerous occasions.*

Town Centre Objectives:
- *Retailing and the local economy.*
- *Public Realm and Open Spaces.*
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The redevelopment of the retail park will deliver a number of social benefits. The introduction of a large retail store would increase the range of retail facilities on offer in the Town providing choice for residents. The development will reinstate a street frontage which would increase activity in the area which would provide natural surveillance that could potentially reduce the possibility of crime. The policy ensures that the development of the site will retain the character and setting of the listed buildings within the site therefore there should be a positive impact on the Towns historic heritage. Environmental improvements will occur due to enhancement of the Spadesbourne Brook.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
The busy junction at Birmingham Road and Stourbridge Road is highlighted as a particular weakness of the Town Centre. The policy offers the opportunity to improve the retail offer as well as provide a new national supermarket which is viewed as a positive aspect of the Town Centre. The TCHC notes the opportunity to improve the Spadesbourne Brook and effectively use the rear of development areas.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPS9 Biodiversity and Geological Conservation.*
- *PPG13 Transport.*
- *PPS25 Development and Flood Risk.*

7.108 TC 15 Birmingham Road/ Stourbridge Road Junction

7.109 Description of Site

7.110 This site occupies an area of 1.1 hectares. It is triangular in shape and located between the Birmingham Road and Stourbridge Road with a frontage onto each which join at the Parkside Crossroads. Some parts of the site are only accessed from Birmingham Road, with some having a sole entrance from Stourbridge Road. Part of the boundary of the site not bordered by a road is with Bromsgrove Rovers Football Club and private residential units.

7.111 The Stourbridge Road frontage is opposite the former Parkside Middle School. The Birmingham Road frontage is opposite Bromsgrove Retail Park. The site has multiple owners and currently consists of a converted former major car dealership, a former social club, a public car park and a second hand car dealer.

7.112 The Opportunity

7.113 This site will be considered for a variety of different uses, however the favoured approach would be a development which incorporates new office accommodation.

7.114 The Design

7.115 The site would be required to reinstate street frontages along Birmingham Road with high quality distinctive architecture at the strategically important Parkside Crossroads.

7.116 The scale of the large supermarket opposite the site will influence the scale of the development along Birmingham Road. The Stourbridge Road frontage would need to have regard to the listed Parkside School building opposite and tree planting will be required along Stourbridge Road and specifically on Birmingham Road to continue the reinstatement of the historic lime avenue.

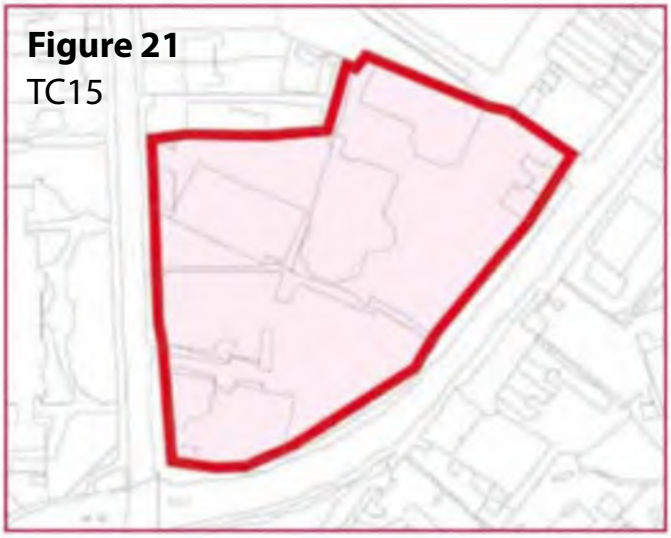


Figure 21
TC15

7.117 The development will be expected to contribute to improved accessibility measures to link the site more effectively with other areas of the Town Centre. This may take the form of improved pedestrian crossing facilities and resurfacing of pavements in the vicinity. Measures to improve public transport, servicing of the site and the movement of traffic, generated by the development through the congested crossroads will also be required.

7.118 Delivery

7.119 The site has several different owners, which will require either the creation of a development consortium or comprehensive land assembly to enable a scheme for the whole site to be established. This site has therefore been designated as a long-term development opportunity site.

7.120 TC 15 Birmingham Road/ Stourbridge Road Junction

7.121 TC15.1
This site offers an opportunity for office-led mixed use development

7.122 The following development principles will apply

A. A perimeter block arrangement will be encouraged to reinstate street frontages.

B. High quality distinctive architecture will be required to establish the Parkside Crossroads as a key gateway into the town.

C. The scale of the development on Birmingham Road would need to respect likely development taking place on the Birmingham Road Retail Park.

D. The Stourbridge Road frontage would need to have regard to the former Parkside School opposite.

TC 15 at a glance

Summary:
Identifies area around Parkside crossroads as a potential longer term development option, with high quality office accommodation being the most suitable use.

Public Consultation response:
- *This junction was the second most highly rated option for improvement during the consultation with two thirds (61%) of respondents wanting improvements.*
- *The main priority as far as amending road network is concerned.*
- *Only one comment about possible redevelopment at the site.*

Town Centre Objectives:
- *Living and Working in Bromsgrove.*
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The policy can meet a number of social, environmental and economic objectives. The mixed use development will enhance and expand the retail on offer, contribute to meet both local employment and housing needs, reduce the need to travel to more distant service centres and active frontages will provide natural surveillance. The policy ensures that the development of the site will retain the character and setting of the adjacent listed building therefore there should be a positive impact on the town's historic heritage.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO3 One Community - Housing.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Town Centre Health Check 2010:
The busy junction at Birmingham Road and Stourbridge Road is highlighted as a particular weakness of the town centre. Another weakness is the busy and poor crossings to the main shopping area, which is particularly evident in this area.

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS3 Housing.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPG5 Planning for the Historic Environment.*

7.123 TC 16 Mill Lane

7.124 The Site

7.125 The site occupies an area of 0.2 hectares and consists of several small shops which have a frontage on the High Street and along Mill Lane. The building line is set back from Mill lane with a wide privately owned pedestrian area between the Highway and shop fronts. The rear of the site borders the Spadesbourne Brook which is culverted in this section between the site and Market Street.

7.126 The Opportunity

7.127 This site functions as part of the Primary Shopping Zone and as such any redevelopment will be required to maintain retail uses on the ground floor, upper floors could be used for both residential and or office accommodation.

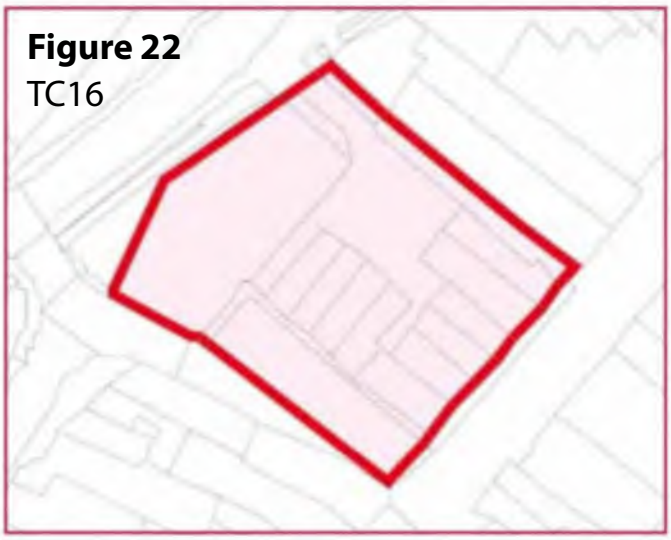
7.128 Design

7.129 This site currently contains one of the busiest pedestrian routes into the High Street. The route between Market Street and Bus Station into the High Street along Mill Lane is considered one of the key Town Centre gateway areas and as such development in this area should reflect this in the design of the public realm and the buildings that surround it. Proposals which include the junction of Mill Lane and High Street would require a development which reflects the role of this space as a 'town square'. The building line at the 'rear' of the site will need to be altered to allow for the naturalisation of the Spadesbourne Brook.

7.130 Deliverability

7.131 This site is in private ownership and the viability of the development will depend on retail performance and prevailing property values. Therefore this has been identified as likely to be a longer term development opportunity.

Figure 22
TC16



7.132 TC 16 Mill Lane

7.133 TC16.1
This site offers a longer term opportunity for retail led mixed use development.

7.134 The following development principles will apply:

A. At ground floor level A1 retail uses are to be the predominant use with upper floors suitable for office and residential development.

B. The scale of retail development is to be determined although the scope to include larger retail spaces must be considered.

C. Proposals must include details of public realm improvement on Mill Lane and the creation of an enhanced public space.

D. Spaces to the rear of the current buildings which are adjacent to the Brook must have full regard to the enhanced environment created by the naturalised Spadesbourne Brook.

E. The current pedestrian thoroughfare along Mill Lane will be protected in any development proposals.

TC 16 at a glance

Summary:
Maintains existing retail requirement although with other uses acceptable above ground floor, site would be expected to help frame a new town square in this location.

Public Consultation response:
- *26% of respondents feel Mill Lane is in need of improvements.*
- *Uneven paving and the general appearance of the area are particularly unappealing.*
- *Better links through to the bus station and Asda.*
- *Information boards along Mill Lane.*

Town Centre Objectives:
- *Retailing and the local economy*
- *Public Realm and Open Spaces*
- *Transport, movement and accessibility*

Sustainability Appraisal:
The policy can meet a number of social, environmental and economic objectives. The mixed use development will enhance and expand the retail on offer, contribute to meet both local employment and housing needs, reduce the need to travel to more distant service centres and active frontages will provide natural surveillance. Improvements to the Spadesbourne Brook will enhance the environment around the area.

Bromsgrove Council Priorities:
- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:
Weaknesses of the town centre include busy and poor crossings, which is apparent with Mill Lane and the bus station/Asda. There is also a limited retail and food offer in the town centre. The TCHC notes the opportunity to improve the Spadesbourne Brook and effectively use the rear of development areas.

Policy Context:
- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS9 Biodiversity and Geological Conservation*
- *PPS25 Development and Flood Risk*

7.135 TC 17 Worcester Road Employment Area

7.136 The Site

7.137 The site is 2.3 hectares and situated at the southern extent of the Town Centre, with Worcester Road forming its main frontage with Sanders Road and defining its southern boundary. The site is currently zoned for employment uses which comprises a wide variety of different businesses and a small number of residential properties also make up part of the site. Part of the site bounded by the Spadesbourne Brook and may be at risk of flooding.

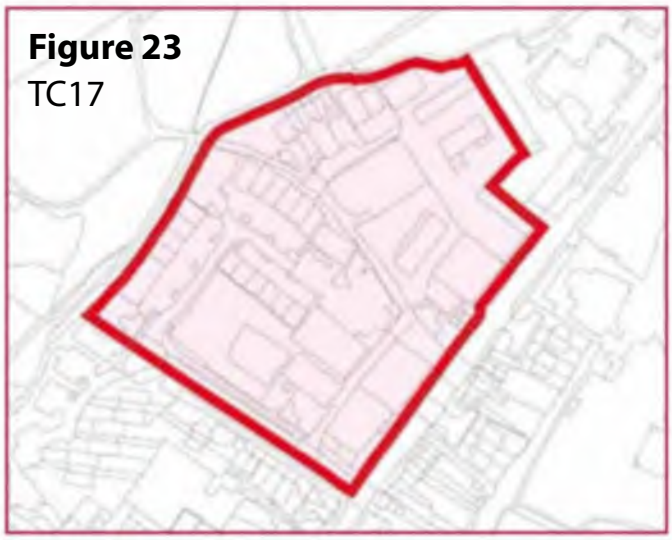
7.138 The Opportunity

7.139 The Council wishes to maintain a substantial element of employment opportunities in and around the Town Centre and as such the focus for any redevelopment of this site should be employment led. It is also acknowledged that flexibility needs to be introduced to enable businesses to operate in challenging economic circumstances such as those we currently face. Subject to the requirements of policy CP12 Existing Employment contained in the Bromsgrove Draft Core Strategy 2, other uses which support the Town Centre regeneration such as leisure, commercial or limited retail may be acceptable on this site. Adjacent properties to the north, which are currently part of the existing Town Centre zone, may also offer wider opportunities for redevelopment, along with any proposals for the site identified above.

7.140 Design

7.141 Any major redevelopment proposals should reflect the linear nature of the Town with active frontages along Worcester Road, although opportunities exist for a wide range and scale of design approaches on other areas of the site. The eastern edge bounded by the Spadesbourne Brook and Sanders Park must address these features and where possible look to use these features as a positive design element.

Figure 23
TC17



7.142 Delivery

7.143 It is understood that a number of private ownerships exists across the site. The Council will look to engage with owners of the site identified above and those adjacent to determine the development potential and impact this site can have on the wider regeneration. This opportunity is seen as a longer term development possibility.

7.144 TC 17 Worcester Road Employment Area

7.145 TC17.1

Proposals for new employment uses will be supported within the existing employment allocation. Subject to policy CP12 of the Bromsgrove Core Strategy 2, other uses may be acceptable where it can be demonstrated that they support the wider enhancement of the Town Centre and do not compromise the existing retail core of the Town Centre.

TC 17 at a glance

Summary:
Supports current employment allocation, but allows for other non traditional employment uses which could support wider regeneration aims of the Town Centre.

Public Consultation response:
- *¾ of respondents support small scale employment uses in town centre to increase the number of people working in Bromsgrove.*

Town Centre Objectives:
- *Retailing and the local economy.*
- *Living and working in Bromsgrove.*
- *Public Realm and Open Spaces.*
- *Transport, movement and accessibility.*

Sustainability Appraisal:
The policy focuses on re-developing the existing employment area in the town centre and ensures that new developments are economically, socially and environmentally sustainable, such as requiring new developments to take into account of the economic challenges of businesses, flooding issues will need to be considered fully.

Bromsgrove Council Priorities:
- *CO1 Regeneration - Economic Development, Town Centre.*
- *CO4 Environment - Climate Change.*

Bromsgrove Sustainable Community Strategy 2010-2013:
- *Communities that are safe and feel safe.*
- *Economic success that is shared by all.*
- *A better environment for today and tomorrow.*
- *Improving health and well-being.*

Policy Context:
- *PPS1 Delivering Sustainable Development.*
- *PPS4 Planning for Sustainable Economic Growth.*
- *PPS9 Biodiversity and Geological Conservation.*
- *PPS25 Development and Flood Risk.*

8 Delivering the AAP

8.1 The Area Action Plan outlines a long and extensive programme of redevelopment for Bromsgrove, which will take many years to implement.

8.2 The exact timing and ordering of individual developments will depend on many different factors; legal; financial; the planning and regulatory processes; consultation etc. However, some proposals fall readily into short, medium and long-term categories:

- The delivery strategy does require an early upgrade of the public realm and the provision of new retail premises as a catalyst for attracting further investment into the Town, so these elements of the overall programme would be phased as early as possible.
- Some of the Infrastructure Improvements such as Highway works may need to be delivered upfront to facilitate developments.
- Some developments, such as Windsor Street, rely on a replacement facilities being constructed before redevelopment can begin. The progress of other projects will therefore determine the delivery timescales and push subsequent dependant redevelopments back to the medium term.
- The implementation of proposals in this AAP will create a climate to stimulate development, although without direct Council control over all development sites, those in private ownership have been classified as long term development opportunities and so phased towards the end of the programme.
- In some cases optimum land usage or development potential is not yet clear, and so these sites, by necessity, will also be long term opportunities and so have initially been phased towards the end of the programme.
- The timing of projects such as the Townscape Heritage Initiative and the Spadesbourne Brook Crown Close naturalisation project; may depend on successfully bidding for incredibly competitive National Lottery or other National Schemes.

8.3 Monitoring Framework

8.4 The measures given in this section will gauge whether the objectives of the AAP are being achieved, policies are effective, and positive changes are occurring in the Town Centre. They will be determined on a rolling basis to enable the success, quality and completion of the various proposals in the AAP.

8.5 Town Centre Health Check

8.6 Bromsgrove District Council undertakes an annual 'Town Centre Health Check' which is informed by PPS4 measures and this monitors the vitality and viability of Bromsgrove Town Centre. The findings will inform Town Centre policies, highlight change in the Town Centre and any necessary action. Information will be collated from various sources, including the Office of National Statistics, West Midlands Regional Economic Assessment (Worcestershire), Place survey (conducted every two years), street surveys, pedestrian flow surveys, Goad plans, and local estate agents.

8.7 Examples of the data collected include economic activity and performance, population and workforce, the labour and property market, floorspace use, the number of empty shops, rents, footfall, accessibility and transport uses, crime and safety, and environmental factors e.g. pollution. This piece of work will provide many of the measures required to check progress of the AAP deliverables.

8.8 High Level Action Plan

8.9 As part of an established process across all theme groups, the bi-monthly Board Meetings of the Bromsgrove (Local Strategic) Partnership Board will review progress and exceptions against a High Level Action Plan for the Town Centre AAP. This will ensure that the plan is on schedule and that performance/activity and the potential for improvement and risk are being effectively managed.

8.10 Improvement Plan

8.11 Four priorities of the monthly Improvement Plan will review progress of the AAP; namely Economic Development, the Town Centre, One Community, and Housing. An Exception Report will show any actions that are red or amber to ensure that the Bromsgrove District Council Corporate Management Team is aware of any issues and / or slippage and authorise the necessary mitigations.

8.12 Other Sources

8.13 Other data will be collected from various business areas of Bromsgrove District Council to also assess the progress of the AAP. These include transport information such as bus and rail passenger numbers, car parking statistics, facility usage (Dolphin Centre), number of licensed taxis etc.

8.14 The Bromsgrove Town Centre Regeneration Programme Steering Group will have an ongoing role in ensuring the delivery of the AAP as the strategic framework for the Regeneration Programme. Progress and exceptions will be reported at the bi-monthly meetings and advice sought when mitigation is required.

8.15 A list of the measures has been compiled below and will be reviewed following the draft AAP Option consultation; these will be incorporated within the final adopted plan. The measures will also be refined during the lifetime of the AAP delivery as, for example, certain developments commence and programmes become available.

8.16 Performance will be disseminated to the public. This will ensure full transparency, enabling senior officers, politicians, the business community and the public to check progress and challenge slippage where necessary. Information will be communicated by the following methods; press releases and other public documents such as 'Together Bromsgrove'; presentations at the Stakeholders Forum; publication on to the Bromsgrove District Council and Town Centre websites.

8.17 Furthermore, the progress of the Bromsgrove Town Centre AAP will be strategically reviewed following five years of implementation to ensure that the expected benefits are occurring within the Town Centre. This review will be reported to the Bromsgrove Town Centre Regeneration Programme Steering Group and will ensure that all strategies, policies and development briefs are still relevant. A list of 'lessons learnt' will also be agreed for best practice purposes.

8.18 The measures of each objective, the source and individual targets will now be given.

8.19 Key:

TCHC - Town Centre Health Check
HLAP - High Level Action Plan
IP - Improvement Plan
BDC - Bromsgrove District Council
WCC - Worcestershire County Council

8.20 Retailing and the local economy

Objective	Measure(s)	Source	Target
General	Footfall during the day	TCHC	Increase
	Footfall during the evening	TCHC	Increase
	Opening of Sainsbury's store	IP	When completed
	Number of Business Start Up grants offered	IP	Increase
	Number of chain stores	TCHC	Increase
Improved retail offer through the development of new sites and an extended Primary Shopping Zone	VAT registrations	TCHC	Increase
	VAT de-registrations	TCHC	Decrease
	Stock (at end of year)	TCHC	Increase
	Index of multiple deprivation (Ward rankings)	TCHC	Decrease
	Number of units in Town Centre	TCHC	Increase
	Number of vacant shops in Town Centre	TCHC	Decrease
	Number of vacant shops in PSZ	TCHC	Decrease
	Number of vacant shops in SSZ	TCHC	Decrease
	Number of vacant shops (elsewhere)	TCHC	Decrease
	Number of multiple retailers	TCHC	Increase
	Average retail rent	TCHC	Decrease
	Commercial yields	TCHC	Decrease
	Increased satisfaction within the High Street (Place Survey)	HLAP	Increase
	Amount of land developed for retail	TCHC	Increase
	Satisfaction to be gauged (via economic development survey and Place survey)	TCHC	Increase
Improved range and quality of evening economy uses within the Town Centre, including a choice of bars, cafes and restaurants	Number of restaurants and cafes (A3) and drinking establishment (A4) in Town Centre	TCHC	Increase
	Increased satisfaction within the Evening Economy (Place Survey)	HLAP	Increase
Number of employment sites for light industrial usage maintained	Number of employment sites for light industrial usage maintained	TCHC	Increase
Promoted local and niche shops in traditional High Street premises	Independent businesses in PSA	TCHC	Increase
	Independent businesses in SSA	TCHC	Increase
	Independent businesses (elsewhere)	TCHC	Increase
A regular high quality outdoor market in the High Street	Number of markets per week	BDC	No change
	Number of stalls	BDC	Increase
	Satisfaction with Street Market (economic development survey)	BDC	Increase
Instigation of an extended events programme	Number of events per year	BDC	Increase
	Launch of common events programme	BDC	When launched

PSZ - Primary Shopping Zone
SSZ - Secondary Shopping Zone

8.21 Living and Working in Bromsgrove

Objective	Measure(s)	Source	Target
General	Unemployment in Bromsgrove	TCHC	Decrease
	Percentage of people economically active	TCHC	Increase
	Percentage of people in employment	TCHC	Increase
	Qualifications (at least level 2)	TCHC	Increase
	Population	TCHC	Increase
	Average earnings	TCHC	Increase
	Overall/general satisfaction with local area	HLAP	Increase
To deliver new high quality housing which provides a mix of unit sizes and tenure	Identify public and privately owned sites suitable for affordable housing	IP	When completed
	Construction commenced	IP	When commenced
	Construction completed	IP	When completed
To ensure that residential unit numbers, densities and affordable housing provision is sufficient and appropriate for the local area	Number of private homes delivered (gross)	BDC	Increase
	Number of affordable homes delivered (gross)	HLAP	Increase
	Net additional homes provided	HLAP	Increase
Modern commercial office accommodation will be made available	Amount of land developed for office space	TCHC	Increase
	Office accommodation in PSZ	TCHC	Increase
	Office accommodation in SSZ	TCHC	Increase
	Office accommodation (elsewhere)	TCHC	Increase
Nascent technology businesses attracted as part of improved links with the technology park and A38 technology corridor	Number of nascent technology businesses	TCHC	Increase
	Growth rate of new nascent technology businesses after 12 months	BDC	Increase
The conversion of empty space above shops converted into flats	Number of residential dwellings above shops	TCHC	Increase
	Number of building conversions undertaken	IP	Increase
A Care Village in the Town Centre to meet the needs of Bromsgrove	Design approved	BDC	When approved
	Construction firm procured	BDC	When complete
	Commencement of Care Village construction	BDC	When commenced
	Completion of Care Village construction	BDC	When completed

PSZ - Primary Shopping Zone
SSZ - Secondary Shopping Zone

8.22 Environment and Open Spaces

Objective	Measure(s)	Source	Target
General	CO2 reduction from local authority operations	HLAP	Decrease
Upgrading the public realm and Primary Shopping Zone to a high quality including resurfacing and refurbishing the High Street	Architect's Brief devised	IP	When complete
	Architect procured	IP	When complete
	Consultation	IP	When complete
	Construction firm procured	IP	When complete
	Commencement of High Street / PSA renovation	IP	When complete
	Completion of the High Street / PSZ renovation	IP	When complete
	Square metres of open public space	BDC	Increase
Preserving and enhancing the Conservation Area's character and appearance	Increased satisfaction within the Conservation Area (Place Survey)	BDC	Increase
Wherever viable renovating, refurbishing, rejuvenating or r edecorating the Town Centre's historic buildings	Number of frontages improved	IP	Increase
	Number of Frontage Improvement grants given	BDC	Increase
Utilising the natural assets in the Town Centre to provide enhanced green and open spaces including the Spadesbourne Brook and Recreation Ground	Spadesbourne Brook naturalisation agreed	BDC	When agreed
	Spadesbourne Brook naturalisation commenced	BDC	When commenced
	Spadesbourne Brook naturalisation completed	BDC	When completed
	Water Vole activity / colonisation recorded in Town Centre	BDC	When recorded
	Recreation Ground upgrade design agreed	BDC	When agreed
	Recreation Ground upgrade commenced	BDC	When commenced
	Recreation Ground upgrade completed	BDC	When completed
	Green Flag status awarded to the upgraded Recreation Ground	BDC	When awarded
	Designated Air Quality Management Areas in the Town Centre	TCHC	No change
Ensure a safe environment for all and a Town Centre enjoyable for everyone	Instances of crime	TCHC	Decrease
	Number of CCTV cameras	TCHC	No change
	Develop Anti Social Behaviour Strategy for Bromsgrove & Redditch	IP	When launched
	Dealing with local concerns about anti-social behaviour and crime by the local Council and the police	HLAP	Increase
	Number of people accessing shop mobility scheme	HLAP	Increase

8.23 Accessible and efficient public services in Bromsgrove Town Centre

Objective	Measure(s)	Source	Target
General	Satisfaction in refurbished or new public service facilities (from Place survey)	BDC	Increase
New Customer Service Centre and Civic Suite incorporating a review of public administration and library services	Replacement facility agreed Design approved Construction firm procured Commencement of refurbishment / build Completion of refurbishment / build Design approved	BDC BDC BDC BDC BDC	When approved When complete When complete When complete When complete
New Leisure Centre	Usage Design approved Construction firm procured Commencement of Leisure Centre construction Completion of Leisure Centre construction	BDC BDC BDC BDC BDC	Increase When approved When complete When commenced When completed
New Joint Police and Fire Station	Planning Application received Disposal of Fire Station agreed Planning Consent granted Construction commenced Construction completed	IP IP IP IP IP	When submitted When agreed When granted When commenced When completed
New Health Centre	Opening of Health Centre	IP	When complete
New/Refurbished Public Toilets	Refurbishment of public toilets	IP	Completed

8.24 Transport, movement and accessibility

Objective	Measure(s)	Source	Target
An improved road network including the re-engineering of junctions and traffic flows	Parkside Junction improved	BDC	When completed
	Average journey time through Town Centre at peak time	WCC	Reduced
	Satisfaction to be gauged (via Place survey)	TCHC	Increase
	New vehicular signage	IP	When complete
Improved pedestrian priority, accessibility, permeability, linkages and mobility within and across the Town Centre for pedestrians and cyclists	Method of travel to work (Bicycle and on foot)	TCHC	Increase
	Resurfacing works (metres)	IP	Increase
	New cycle paths (metres)	IP	Increase
	New pedestrian signage	IP	When complete
	New cycle signage	IP	When complete
	New cycle stands / shelters	IP	Increase
	Access to services and facilities by public transport, walking and cycling	HLAP	Increase
Improved public transport infrastructure including the new or upgraded Bus Station, and new Town Centre bus routes	Method of travel to work (Bus, minibus or coach)	TCHC	Increase
	Expansion of the bus station	IP	When completed
	Access to services and facilities by public transport, walking and cycling	HLAP	Increase
	Positive feedback from Community Transport (BURT) users	HLAP	Increase
	Average bus departures per hour	WCC	Increase
	Bus passenger numbers	WCC	Increase
Improved pedestrian and cycle linkages between Bromsgrove Station and the Town Centre, and the promotion of shuttle bus services between the two destinations	Method of travel to work (Train)	TCHC	Increase
	New pedestrian signage	IP	When complete
	Access to services and facilities by public transport, walking and cycling	HLAP	Increase
	Rail passenger numbers	WCC	Increase
A restructuring of car parking provision in the Town Centre	Number of car parks	TCHC	Decrease
	Number of spaces	TCHC	No change
	Usage during the day	TCHC	Increase
	Usage during the evening	TCHC	Increase
	Number of short stay spaces	TCHC	No change
	Number of short long spaces	TCHC	No change
	Number of short disabled spaces	TCHC	No change
	Car Park tickets sold	HLAP	Increase
	Length of stay		

Bromsgrove Town Centre
Draft Area Action Plan

This document can be provided in
large print, braille, CD, audio tape and computer disc

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Building a better Bromsgrove