

BROMSGROVE DISTRICT OR REDDITCH BOROUGH COUNCIL

**EXECUTIVE
COMMITTEE**

12th January 2016

**PROPOSED FEASIBILITY STUDY INTO THE POSSIBLE REDEVELOPMENT OF
THE MATCHBOROUGH DISTRICT CENTRE**

Relevant Portfolio Holder	Councillor G Chance Portfolio Holder for Planning, Regeneration, Economic Development & Transport
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford
Ward(s) Affected	Matchborough
Ward Councillor(s) Consulted	Yes
Key Decision / Non-Key Decision	Non-key

1. SUMMARY OF PROPOSALS

- 1.1 This report seeks the approval from Members to undertake a feasibility study into the redevelopment of the Matchborough District Centre.
- 1.2 The site is identified as a district centre in the adopted Borough of Redditch Local Plan No.3 and as a strategic site in the emerging Local Plan No.4. The surrounding land around the centre is designated as Primarily Open Space.
- 1.3 The former New Town district centres of Church Hill, Matchborough, Winyates and Woodrow were all previously identified as areas for redevelopment. Following on from the success of the redevelopment at Church Hill, the Matchborough District Centre is the next preferable centre to be redeveloped. This is because there are fewer people living at the Matchborough Centre so this makes the management of the redevelopment easier than Winyates and Woodrow at this stage.
- 1.4 The site and its surroundings represent an excellent opportunity to improve the quality of the District Centre facilities by encouraging a mixed-use proposal encompassing retail, residential, community and leisure and open space. There is also an opportunity to improve the parking facilities and accessibility to the site. This meets the requirements of the National Planning Policy Framework by improving the vitality, viability and sustainability of the District Centre whilst acknowledging its primary retailing role.

2. RECOMMENDATIONS

The Executive Committee is asked to RESOLVE

- 2.1 **That a feasibility study be undertaken as to the merits of the redevelopment of the Matchborough District Centre.**

3. KEY ISSUES

Financial Implications

- 3.1 As part of the feasibility study a public consultation will take place to obtain the views of local residents, businesses and other stakeholders about the redevelopment. This consultation would be conducted using questionnaires, letters, notices on lampposts, an open door event held within the District Centre and social media. The cost of consultation materials will be met by existing budgets.
- 3.2 Officer time to support the consultation process will be covered by existing salary budgets.
- 3.3 Possible input on different designs from an external Urban Designer which can be funded using existing budgets.
- 3.4 There are no further costs identified in order to undertake the feasibility study.
- 3.5 Through close working with Place Partnership, there will be a greater understanding of the internal and external funding available and the financial implications for the actual redevelopment.

Legal Implications

- 3.6 It will be necessary to obtain information relating to various ownerships on the site, particularly in respect of leases, right to buy, and clawback land.

Service / Operational Implications

- 3.7 This creates the opportunity to carry out a feasibility study that could lead to the redevelopment of the centre in accordance with the aspirations in the existing and emerging Local Plans. This can be achieved using existing staff resources.
- 3.8 The outcome of the feasibility study will be reported back to Members in due course together with suggestions from Officers about the next stages of the process of possible redevelopment.

Customer / Equalities and Diversity Implications

- 3.9 Officers have informally visited tenants and owners (where possible) who would be directly affected by the proposal to advise of the possibility of redevelopment and to ensure that they are kept informed in a sensitive manner and to provide some reassurance.
- 3.10 Should Members authorise the undertaking of a feasibility study then the proposed formal consultation channels listed in paragraph 3.1 would ensure

inclusion of all interested stakeholders, providing the opportunity for their views to be made and taken into consideration.

4. RISK MANAGEMENT

4.1 There are no known risks associated with undertaking a feasibility study.

5. APPENDICES

Appendix 1 - Site Location Plan

6. BACKGROUND PAPERS

Policy E(TCR).10 District Centre Redevelopment of the Borough of Redditch
Local Plan No.3 (2006)

Policy 30 of the Borough of Redditch Local Plan No.4
Policy 34 of the Borough of Redditch Local Plan No.4

SPD Church Hill District Centre
National Planning Policy Framework 2012
National Planning Policy Guidance

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