

September 2019

Redditch Town Centre Development Sites Final Report

BDP.



Redditch town centre circa 1880

Contents

- 1 Introduction**
- 2 Station Quarter**
- 3 Church Road Sites**
- 4 Library Site**
- 5 The Outdoor Market Site**

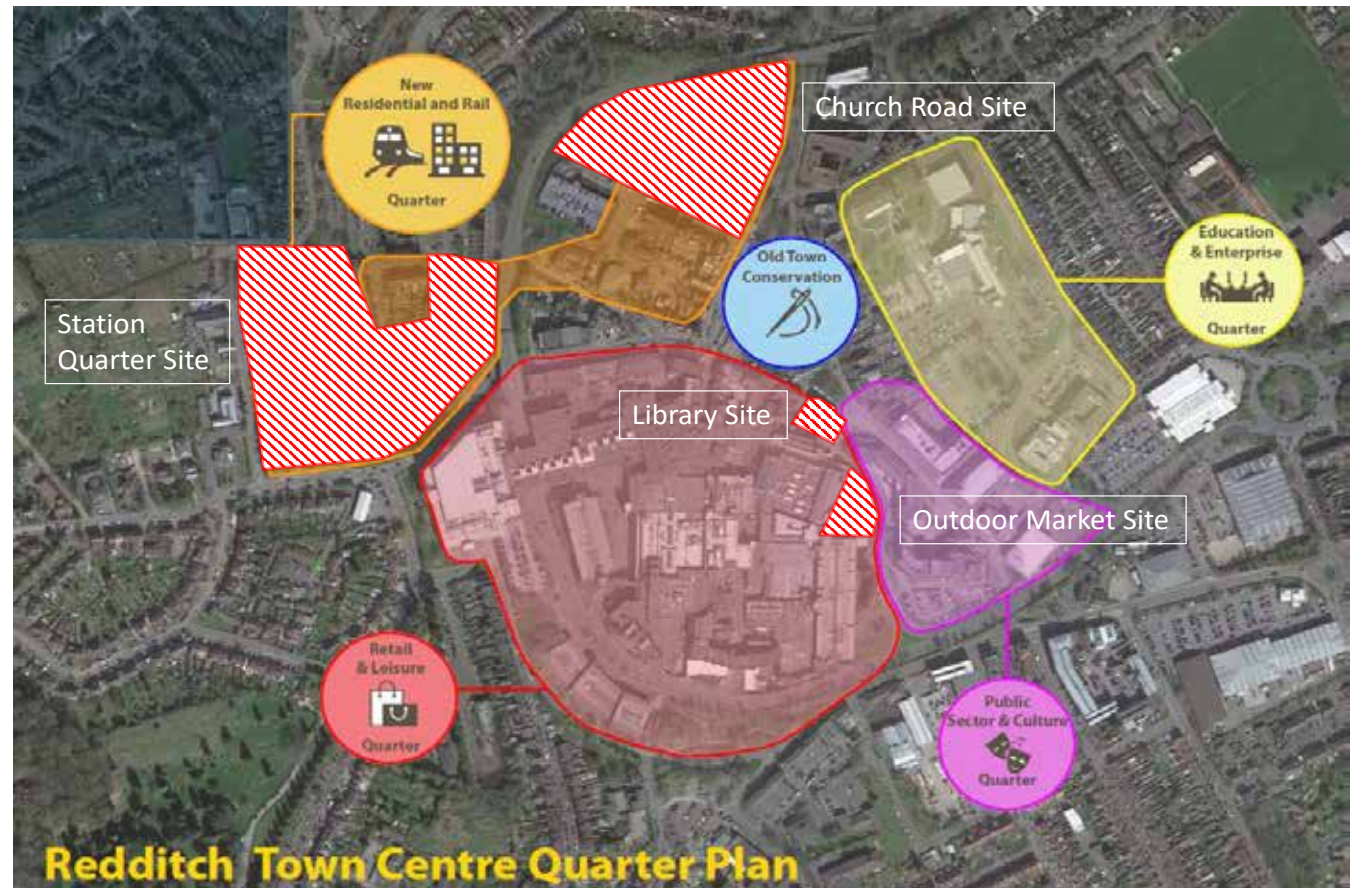
1. Introduction

1 Introduction

1.1 The Redditch Town Centre Development Sites Study

The Redditch Town Centre Development Sites Study has been prepared for Redditch Borough Council (RBC) by a team led by BDP, assisted by Highgate Land and Development and BE Group. The purpose of the study is to develop masterplan and implementation proposals for four key development sites within the town centre; the Railway Quarter, the Church Road sites, the Library site and the Outdoor Market site (see Fig. 1.1). The objective behind the development of the sites is to promote the regeneration and growth of Redditch town centre, in support of the wider economic and development strategies of RBC and the North Worcestershire and Greater Birmingham and Solihull Local Economic Partnerships (LEPs).

Figure 1.1: Town Centre Quarters plan showing the 4 strategic sites considered in this report.



1.2 The Final Report

The purpose of the Final Report is to set out the Preferred Option for each of the four development sites referred to at 1.1 above.

The masterplan options have been informed by the understanding of town centre development objectives, planning policies, the issues and opportunities presented by each site and the underlying property and market conditions, as summarised in the Stage 1 Baseline Report.

The Preferred masterplan options presented in this Final Report have evolved from a wider range of options presented and evaluated in the Stage 2 Options Report. These Options were selected to test the impact of key variables, such as the density of development, mix of uses and building typologies, and potential for phased implementation. Each option was subject to client review, viability testing and consideration of deliverability and fit with policy and wider town centre regeneration and growth objectives. As a result of this Preferred Masterplan Options were identified for each of the 4 strategic sites considered by this study.

The Preferred Masterplan Options have been refined by the study team and reviewed by the RBC Senior Management Team (7 May 2019) and the Redditch Regeneration Board (13 May 2019) and this report reflects feedback from those key stakeholder groups.

The Final Report is therefore structured as follows:

Section 2: Station Quarter

- Objectives
- Masterplan
- Economic Benefit

Section 3: Church Road Sites

- Objectives
- Masterplan
- Economic Benefit

Section 4: Library Site

- Objectives
- Masterplan
- Economic Benefit

Section 5: Outdoor Market Site

- Objectives
- Masterplan Options

Section 6: Delivery Strategy

- Land Assembly
- Station Gateway Site
- Church Road Site
- The Library Site
- Outdoor Market Site
- Delivery and Funding
- Summary and Next Steps

2. The Station Quarter

2 The Station Quarter

2.1 Introduction

The Options Report set out 3 alternative Masterplan Options (1,2,3) ranging from a base option that works largely within existing ownership boundaries and so can be implemented without the need for site assembly or coordination of infrastructure, to more comprehensive options, involving the relocation of station car parking to sites west of the platforms. These options were reviewed with the client team (12 March 2019) and in discussion with the Redditch Regeneration Board (18 March 2019). The review included an initial assessment of development viability and a discussion of deliverability including market context and procurement routes. As a result of these discussions, further masterplan testing was undertaken and a Preferred Option was developed, presented below.

2.2 Masterplan Objectives

All masterplan options for the Station Quarter, including the Preferred Masterplan, aim to meet the following objectives:

- An improved gateway to the town centre;
- Enhanced station facilities;
- Allowance for the provision of a second platform if required in the future;
- Stronger linkages to the town centre, particularly for pedestrians, via Unicorn Hill and via the Kingfisher Centre;
- Housing development to take advantage of the excellent rail connections to Birmingham city centre and to other key rail served economic and employment hubs such as the University of Birmingham and the Queen Elizabeth hospital complex;

- Provision of housing that by virtue of typology, design and tenure meets housing growth requirements and complements the existing housing stock;
- Capable of delivery, with Council assistance and through collaboration with other public sector stakeholders and third parties if necessary.



2 The Station Quarter

2.3 Preferred Masterplan: Option 3A

The Preferred Station Quarter masterplan is illustrated opposite (Figure 2.1) and on the following pages (see Figures 2.2 and supporting sketches and exemplars). The preferred masterplan is accompanied by a development schedule (Table 2.1) and a demolition plan (Figure 2.3).

An Enhanced Station Gateway

At the heart of the masterplan is a transformed station gateway, which will radically improve the experience of arriving in Redditch by train and that of residents using the train to access employment and leisure opportunities in the wider Birmingham conurbation. An enlarged station building, operating over two levels offers level access to Bromsgrove Road as well as platform level facilities. A new 70-bed hotel will occupy 4 floors above the station and the combined hotel and station building, at 6 storeys, will provide a much more visible marker for those coming to the station.

The new station building will sit within a remodelled concourse, with new convenience retail and café/bar units occupying the ground floor of mixed-use blocks (Blocks E and F) with apartments above and, to the rear of Block E, a 3 level station car park accessed from Hewell Road. The form of these blocks and the location of the main station entrance will frame a direct view up Unicorn Hill to the town centre and enhanced pedestrian crossing facilities ensure a pleasant route into town. The arrangement of the station building and mixed-use blocks will also serve to frame and enclose the public realm at this key arrival point to Redditch. This space will be further improved through the demolition of the existing low quality buildings (currently takeaway and restaurant uses) and their replacement with a contemporary café pavilion that

faces towards the station as well as Bromsgrove Road. Taxi access and 'kiss & ride' drop-off to the front of the station will be retained.

The improved station concourse with internal escalator/stair up to Bromsgrove Road level, will greatly improve the link from the station to the town centre via the Kingfisher Centre. The option of a high level bridge link across Bromsgrove Road has been dismissed as too expensive, but by bringing pedestrians up to the level of Bromsgrove Road, within the station building or via the improved public realm, and then creating a new 'super-crossing' to a refurbished bus station, the route into the town centre via the Kingfisher centre will be greatly improved. The suggested improvements to the bus station include extending the enclosed bus passenger waiting area to back of kerb, with glass doors opening to allow passengers on and off buses, and improved access to the Kingfisher Leisure Hub and shopping centre above, taking out the current steep stairs that pedestrians have to ascend before reaching escalator links up.

A New Urban Neighbourhood

To the west of the new station, and with land protected for a second platform if required in the future, the Preferred Masterplan sets out a new urban neighbourhood, comprising 379 new homes. The majority of the new homes will be new build apartments in 4-5 storey blocks with undercroft car parking, but also including 40 three-storey town houses on the site of Victoria Works and 8 apartments created through the conversion of the Ashleigh Works buildings on the corner of Bromsgrove Road and Britten Street. The masterplan also includes the option of some commercial space (local retail or employment) on the corner of Bromsgrove Road and Edward Street.

These new homes will appeal to new and existing residents looking for well-designed, contemporary living with town centre amenities on the doorstep and excellent rail connectivity into Birmingham. Such a development will fit well with the West Midlands Combined Authority (WMCA) strategy of encouraging high quality housing growth in well-connected locations with a good existing social and community infrastructure.

In summary:

- Extended station building
- Protected zone for second line / platform
- 379 residential units 40 town houses / 359 apartments
- Commercial unit onto Bromsgrove Road c. 7,000 sqft
- Commercial units in station forecourt including cafe pavillion c. 13,000 sqft
- Commercial space in station building c. 8,500 sqft
- Decked (2.5 level) station car park on existing site, providing 170 - 230 car parking spaces

Selected Option

Railway Quarter – Option 3A

Expansion of the rail station forming an elevated ‘concourse’ to provide pedestrian accessibility to Bromsgrove Road level, with hotel above.

Improved crossing point between station and bus-station on Bromsgrove Rd, enhanced public realm and pedestrian crossing to reinforce connectivity

New MSCP parking facility with increased capacity for station and access from Hewell Road.

Creation of high-quality public realm fronting the station reinforced by retail offers leading from Unicorn Hill to the station

Creation of the ‘Front Door’ gateway into the Kingfisher Centre through the introduction of an enclosed glazed entrance hall, replacing the existing stairs with escalators.



Figure 2.1 - Preferred Option Masterplan

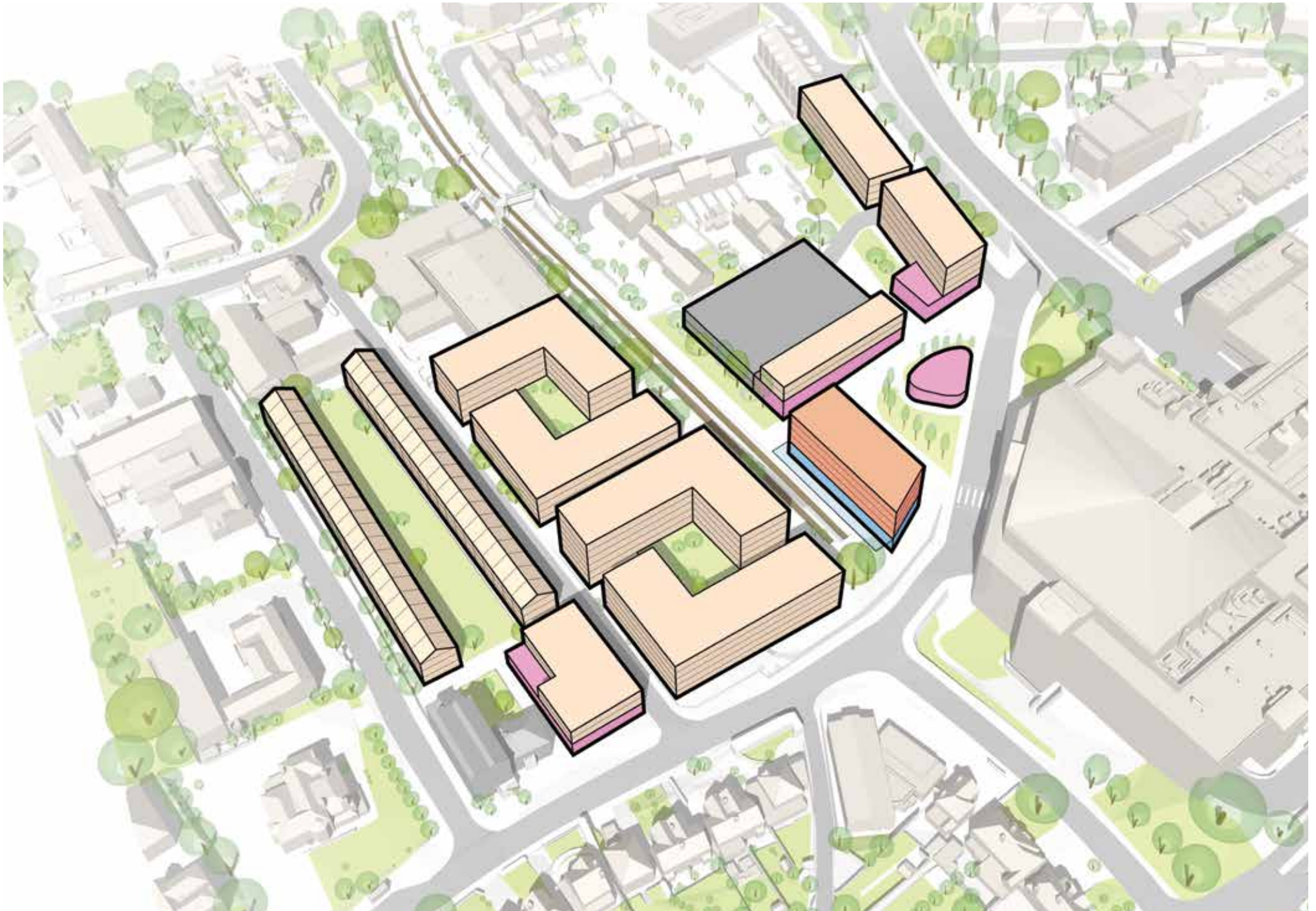


Figure 2.2 - Preferred Option Indicative Massing



View from Unicorn Hill looking towards the new station



View from Plymouth Road towards the new station

Exemplar Images



Middlesbrough - New platform & expanded amenities including retail and cafe's



Town Houses, Newbury



Northampton Station



Rock Bury - Apartments over commercial space

Redditch Masterplan - Indicative area schedule Railway Quarter Site - Option 3A					
Date	24.05.2019		Rev	B	
Block ref	Storeys	Residential Units	GEA sqm	GEA sft	
A	3	20 (Houses)	3,000	32,292	
per level			1,000		
B	3	20	3,000	32,292	
per level			1,000		
C	4.5	98	8,663	93,243	
per level			1,925		
D	5.5	130	10,973	118,108	
per level			1,995		
E	2	18	900	9,688	
per level			450		
F	5	35	2,750	29,601	
per level			550		
G	4	36	2,760	29,709	
per level			690		
H	2	14	1,074	11,561	
per level			537		
Total units		371	33,119	356,493	
Other uses		sqm	sqm	sqm	
Demolition		7,070			
Conversion	2.5		653		
		8	261		
Commercial	1		2,442	26,286	
70 bed hotel	4		2,660	28,632	
Rail Station	1		665	7,158	
Parking		170			
Total Residential		379			
Total Other			5,767	62,076	

Table 2.1 - Railway Quarter Site Development Schedule

Block C
945
980

Block D
995
1000

Parking		
MSCP	Undercroft	Surface
170*	86	40

(Railstation)
*potentially 230 over 4 floors

Conversion Total
194
67
Commercial Total
617
665
575
345
240

Estimated Demolition Railway Quarter – Option 3A

Railway Quarter - Option 3	
GEA sqm	
386	
138	
2336	
3338	
232	
310	
330	
261	
Total:	7331

Extent of demolition is estimated and subject to site survey



Figure 2.3 - Preferred Option demolition plan



2 The Station Quarter

2.4 Economic Benefit

- 371 residential units would result in an on-site residential population of about 600-650 persons.
- The commercial (office, retail, dining, hotel) uses would provide about 100-130 jobs (full-time equivalent), depending on the types of businesses occupying the units. This would include low to mid-skill jobs that would be appropriate for workers trying to enter the jobs market (i.e. school leavers).
- Construction costs for the project will be approximately £60 million, which would provide significant construction sector job opportunities during the development phase, anticipated to be over about eight years.
- At average turnover per worker levels, it is estimated that the project would provide employment equivalent to about 380-400 person years. There are likely to be peaks and troughs in this employment over the lifetime of the construction period, though if constant over an eight year period, this would be equivalent to about 50 jobs each year.
- The additional population would spend money on goods and services, including in the Redditch town centre. Based on ONS data for average per person expenditure, this could be equivalent to about £7.5-8.0 million per annum from the full resident population of the site. This includes all expenditure of households, (retail, transport, health, housing, education, etc.). Retail expenditure, of which the town centre would take a share, would be about £2.2-2.6 million per annum.

3. The Church Road Sites

3 The Church Road Sites

3.1 Introduction

The Options Report set out 4 alternative Masterplan Options (1, 2, 2b,3), testing different balances of commercial and residential accommodation, including the impact of including food retail, and also illustrating a phased approach, with some options looking at more extensive proposals including multiple land ownerships. These options were reviewed with the client team (12 March 2019) and in discussion with the Redditch Regeneration Board (18 March 2019). The review included an initial assessment of development viability and a discussion of deliverability including market context and procurement routes. As a result of these discussions Option 2B was selected as the Preferred Option and this is presented below.

3.2 Masterplan Objectives

All masterplan options for the Church Road sites, including the Preferred Masterplan, aim to meet the following objectives:

- Developing a town centre housing offer that attracts more people to live in the town and support town centre services and amenities;
- To bring vacant sites back into productive use and to eliminate the blight effect of such sites;
- To benefit from and make beneficial use of the built heritage of the area, including listed buildings and other buildings of character;
- Provision of housing that by virtue of typology, design and tenure meets housing growth requirements and complements the existing housing stock;

- Capable of delivery, with Council assistance and through collaboration with other public sector stakeholders and third parties if necessary.



3 The Church Road Sites

3.3 The Preferred Masterplan

The Church Road Preferred Masterplan is illustrated opposite and on the following pages (see Figures 3.1 to 3.6), accompanied by a development schedule (Table 3.1& 3.2) and demolition plan (Figure 3.3 & 3.6).

A new town centre neighbourhood for Redditch

The masterplan creates a new town centre neighbourhood that will have a distinct character in Redditch. The scale and massing of the blocks respects the character of the listed buildings and the conservation area to the east, and the urban design creates an intimate, fine-grained character that will help create a sense of community whilst remaining open and permeable for all town centre users. A total of 210 new homes would be created, the majority of them new build, with some highly characterful apartments created through the conversion of Smallwood Hospital, a listed building facing onto Church Green. A café pavilion at the heart of the new neighbourhood, set in a central public realm, would provide a focal point for the community.

Increasing footfall along Church Road

The masterplan includes a number of commercial development opportunities, including the reuse of the former Institute / Library, for office based uses or retail leisure uses, such as restaurant / bar. Situated at the corner of Church Road and Church Green West, the converted Institute / Library building leads the pedestrian down Church Road where a number of character buildings including the former County Court give character to the area. The new neighbourhood extends along the north side of Church Road and a new food retail store would be sited here to bring much needed food retail

floorspace to the town centre as well as servicing the local neighbourhood. Other masterplan options (see the Masterplan Options Report) illustrate alternative ways of developing this part of the site, including managed workspace proposals and a smaller foodstore incorporated into a mixed use residential block. However the preferred masterplan illustrated in this report is the most financially viable of the options.

Housing led development that can be delivered in phases

The Preferred Masterplan lends itself to a phased approach, as this report illustrates, setting out Phase 1 and Phase 2 developments. In the future the town centre road infrastructure may be reviewed and this may result in the breaking down of elements of the road collar that bounds the site to the northwest. This may create future possibilities to extend the new town centre neighbourhood westwards, to link with the existing residential areas beyond.

In summary:

- 192 new build residential units
- 18 apartments from conversion of Smallwood Hospital
- Foodstore of c. 17,500 sqft on bus garage site
- Literary Inst. / Former Library provides 2/3 floors commercial space at c. 4,000 sqft/ floor
- Café pavilion c. 1.200 sqft.

Selected Option Church Road – Phase 1

Preserve and enhance setting of listed buildings by creating high quality garden and public squares

Work with the established plateaux of the site to define development plots incorporating HE land ownership

Create new green streets and spaces as a natural extension of the neighbourhood context.

Mix of residential typologies including town houses and apartments to serve the local community and meet the wider demand.

Commercial uses proposed fronting the Church Green West and Church Road.

A large food store offer with associated parking to serve the local residents as well as a wider area.

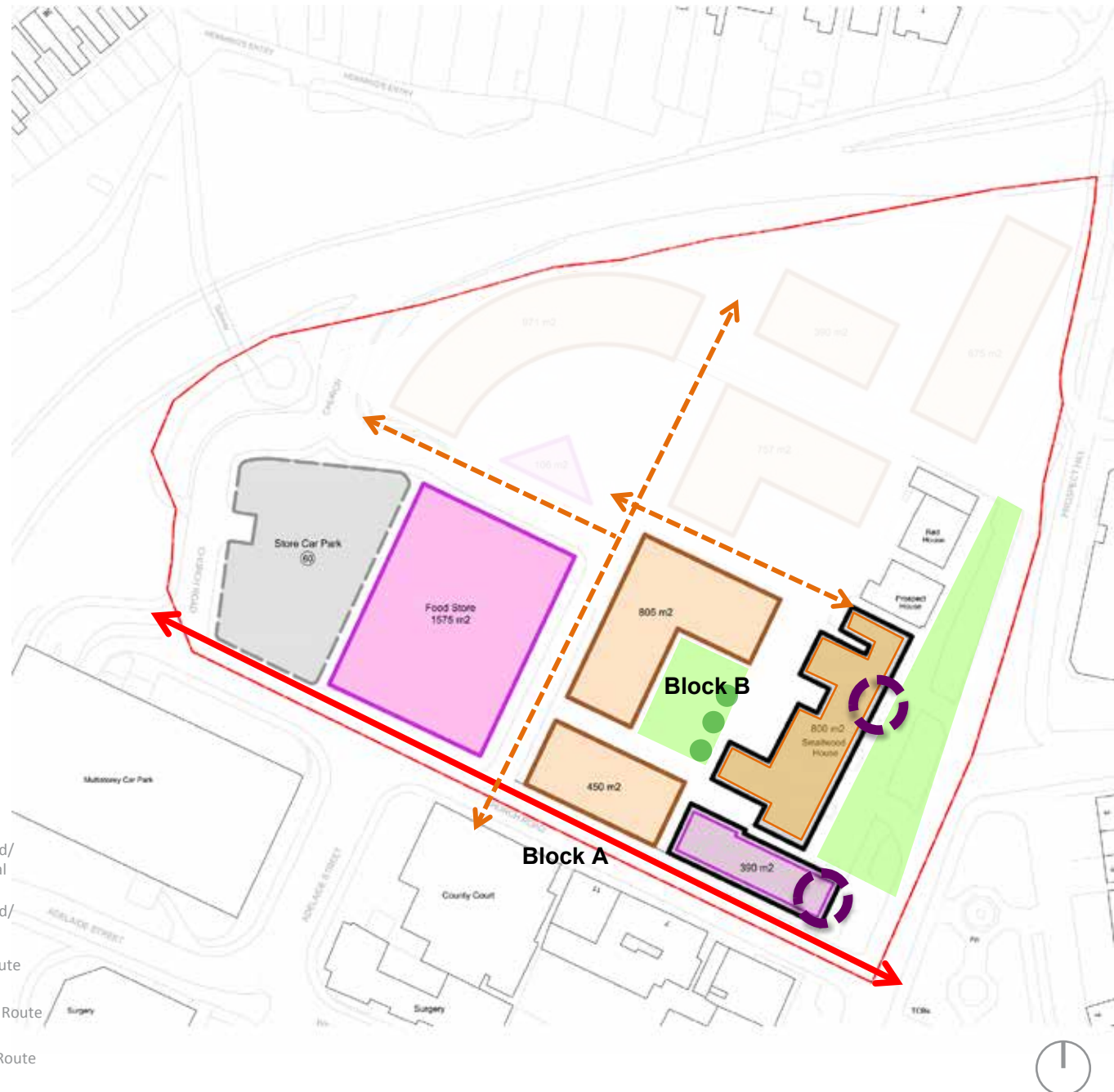
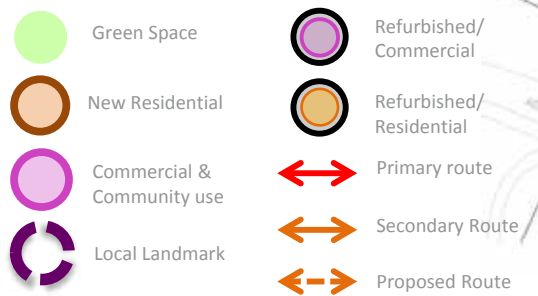


Figure 3.1 - Preferred Option Masterplan Phase 1

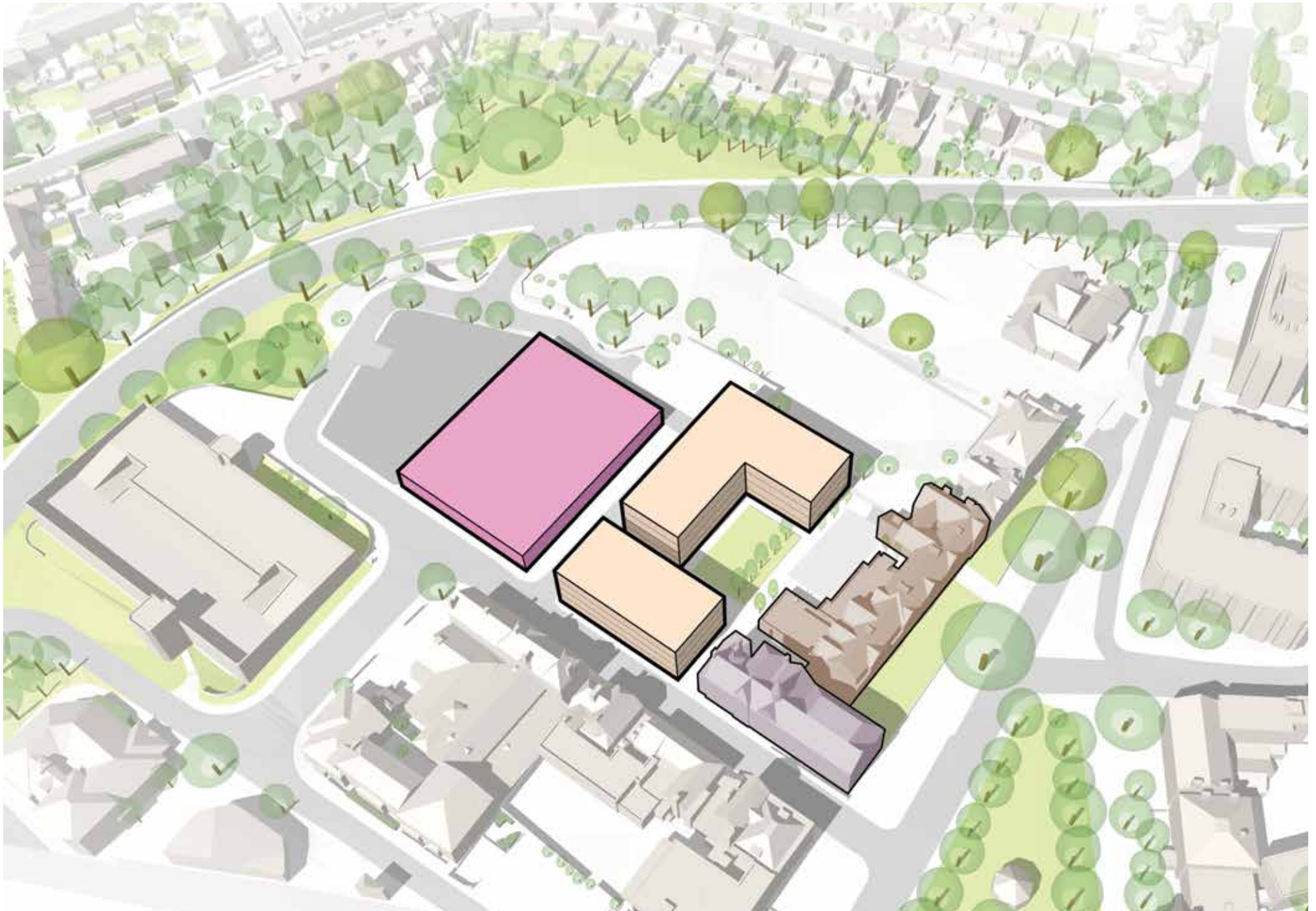


Figure 3.2 - Preferred Option Phase 1 Massing Plan



View down Church Road with Phase 1 developments on right hand side

Redditch Masterplan - Indicative area schedule				
Church Road Site - Option 2B Phase 1				
Date	24.05.2019		Rev	B
Block ref	Storeys	Residential Units	GEA sqm	GEA sft
A	4	20	1,800	19,375
per level			450	
B	4	32	3,220	34,660
per level			805	
Total units		52	5,020	54,035
Other uses		sqm	sqm	sqm
Demolition		3,396		
Conversion			4,320	46,500
Smallwood House	2	18	1,575	
The Old Library			390	
Commercial	1		1,575	16,953
Food Store			1,575	
Food Store	1		1,575	
Total Residential		70		
Total Other			5,895	63,454

Surface Parking
40 General
60 Food Store

Conversion Total
800
390

Commercial Total
390
590

Table 3.1 - Church Road Site Phase 1 Development Schedule

Estimated Demolition Church Road - Phase 1

Church Road - Phase 1	
GEA sqm	
473	
643	
430	
287	
1563	
Total:	3396

Extent of demolition is estimated and subject to site survey

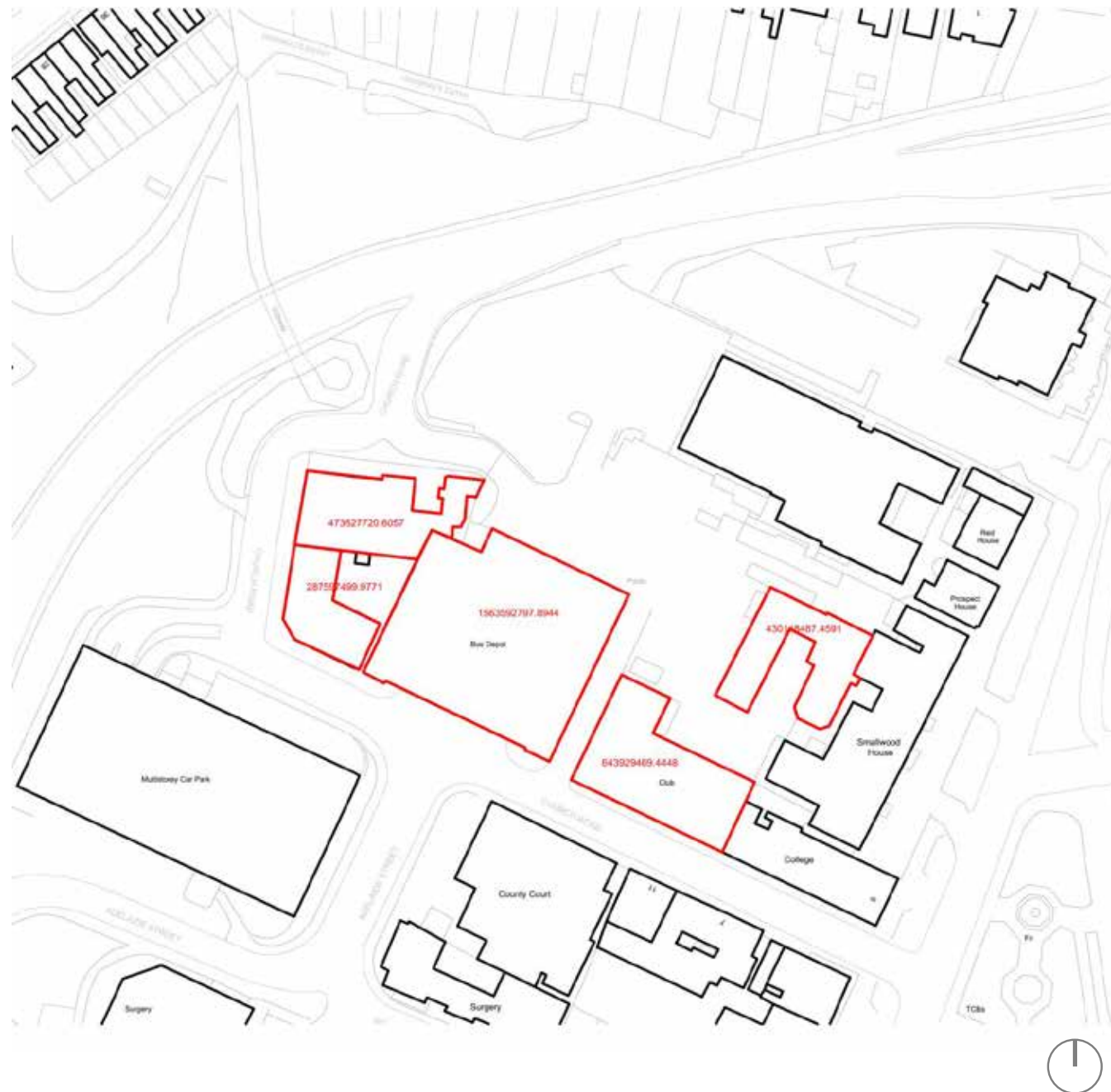


Figure 3.3 - Preferred Option Phase 1 demolition plan

Selected Option

Church Road Phases 1 & 2

Preserve and enhance setting of listed buildings by creating high quality garden and public squares

Work with the established plateaux of the site to define development plots incorporating HE land ownership

Create new green streets and spaces as a natural extension of the neighbourhood context.

Mix of residential typologies including town houses and apartments to serve the local community and meet the wider demand.

Commercial uses proposed fronting the Church Green West and Church Road.

A large food store offer with associated parking to serve the local residents as well as a wider area.

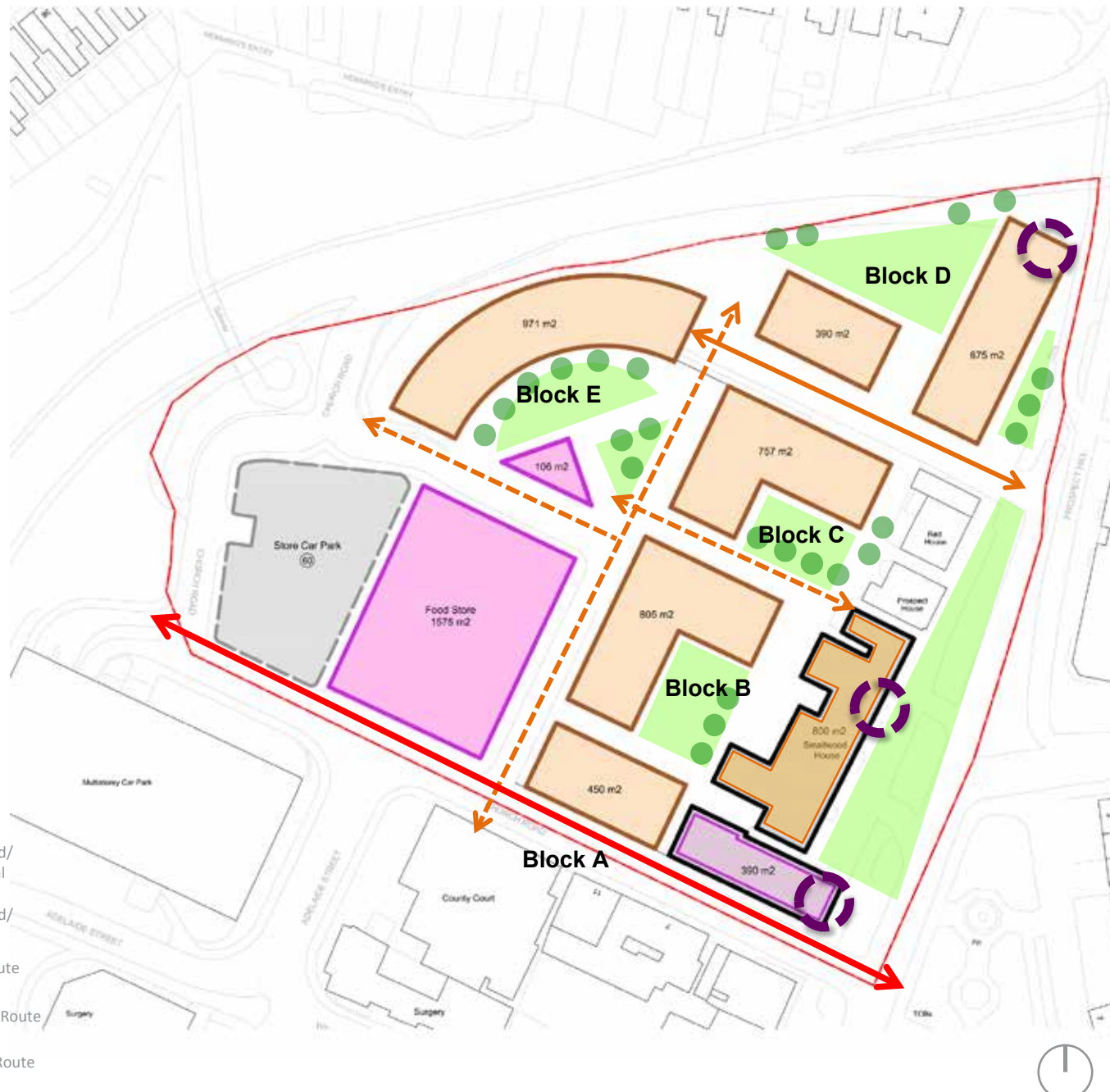


Figure 3.4 - Preferred Option Masterplan Phases 1 & 2

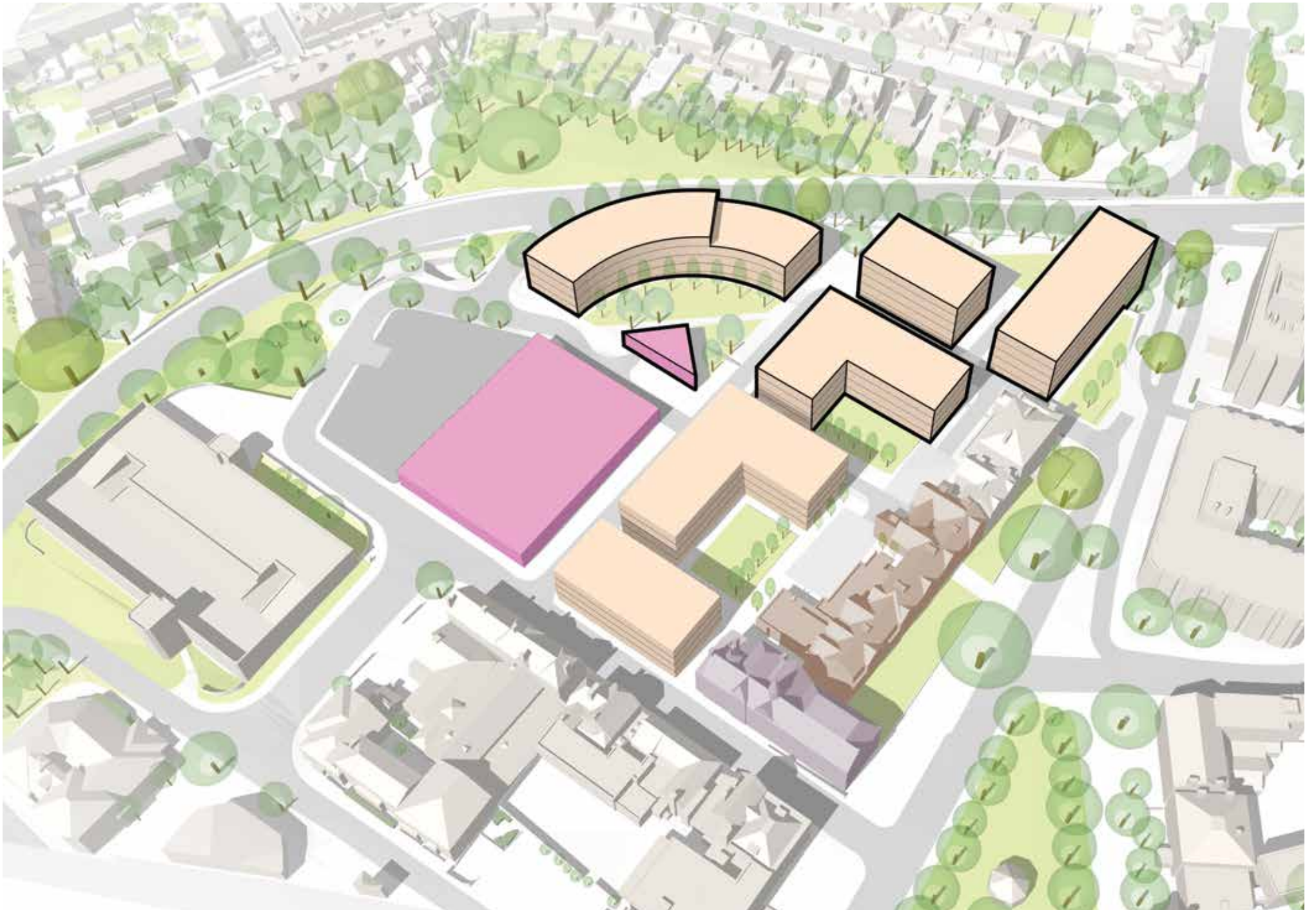


Figure 3.5 - Preferred Option Phases 1 & 2 Massing Plan



View of Cafe Pavillion at the heart of the new community

Exemplar Images



Freiburg, Germany



Hale Village, London



Cafe within pocket park, Rock, Bury

Redditch Masterplan - Indicative area schedule				
Church Road Site - Option 2B Phases 1 & 2				
Date	24.05.2019		Rev	B
Block ref	Storeys	Residential Units	GEA sqm	GEA sft
A	4	20	1,800	19,375
per level			450	
B	4	32	3,220	34,660
per level			805	
C	4	36	3,028	32,593
per level			757	
D	5	60	5,325	57,318
per level			1,065	
E	4	44	3,880	41,764
per level			970	
Total units		192	17,253	185,711
Other uses		sqm	sqm	sqm
Demolition		5,029		
Conversion			4,320	46,500
Smallwood House	2	18	1,575	
The Old Library	3		390	
Commercial	1		1,681	18,094
Pavillion + Food Store			1,681	
Food Store	1		1,575	
Total Residential		210		
Total Other			6,001	64,595

Block D
390
675

Surface Parking
106 - General
60 - Food Store

Conversion Total
390
800

Commercial Total
106
1575
390

Table 3.2 - Church Road Site Phase 1 & 2 Development Schedule

Estimated Demolition Church Road - Phases 1 & 2

Church Road - Phases 1 & 2	
GEA sqm	
473	
643	
430	
1205	
428	
287	
1563	
Total:	5029

Extent of demolition is estimated and subject to site survey



Figure 3.6 - Preferred Option phases 1 & 2 demolition plan

3 The Church Road Sites

3.4 Economic Benefit

- 192 residential units would result in an on-site residential population of about 300-320 persons.
- The commercial (office, retail) uses would provide about 100-130 jobs (full-time equivalent), depending on the types of businesses occupying the units. This would include entry level jobs in retail units as well as professional services jobs in office space.
- Construction costs for the project will be approximately £32 million, which would provide significant construction sector job opportunities during the development phase.
- At average turnover per worker levels, it is estimated that the project would provide employment equivalent to about 200-230 person years. There are likely to be peaks and troughs in this employment over the lifetime of the construction period, though if constant over an eight year period, this would be equivalent to about 25-30 jobs each year.
- The additional population would spend money on goods and services, equivalent to about £3.7-4.0 million per annum from the full resident population of the site. This includes all expenditure of households, (retail, transport, health, housing, education, etc.). Retail expenditure, of which the town centre would take a share, would be about £1.2-1.4 million per annum.

4. The Library Site

4 The Library Site

4.1 Introduction

The Options Report set out 3 alternative Masterplan Options (1, 2, 3), all of which were based on the creation of a new public square on the site of the library, but with different approaches to the scale of the space and the extent of new commercial activities around and within the space. These options were reviewed with the client team (12 March 2019) and in discussion with the Redditch Regeneration Board (18 March 2019). The review included an initial assessment of development viability and a discussion of deliverability including market context and procurement routes. As a result of these discussions Option 1 was selected as the basis of the Preferred Option and this has been refined and is presented below.

4.2 Masterplan Objectives

All masterplan options for the Library site, including the Preferred Masterplan, aim to meet the following objectives:

- Creating an improved entrance to the Kingfisher Centre, in contrast with the existing hidden entrance and uninviting approach past largely blank facades;
- Improving footfall and movement in this part of the town centre, encouraging links to the college and to the Town Hall area along Alcester Street in particular;
- Delivering high quality civic space that can accommodate outdoor dining and events;
- Encouraging the conversion of surrounding buildings to deliver active frontages that support and benefit from the activities and events attracted to the new square, including food & drink uses;
- Take account of the existing outdoor market;

- Design solutions that reflect the historic townscape and conservation area designation.

4.3 Preferred Masterplan: Option 1

The Preferred Masterplan for the Library site is illustrated overleaf and on the following pages (see Figures 4.1 to 4.3), accompanied by a development schedule (Table 4.1) and demolition plan (Figure 4.3).

A new civic square for Redditch

Church Green forms a highly characterful and attractive centrepiece to Redditch town centre and the conversion of a number of small business premises on Church Green East is signposting an increasing demand for interesting town centre leisure amenities, including independent cafes and bars. The existing Kingfisher Centre is largely inward looking and the town centre lacks a space that can be a focus for outdoor activity including food and drink. The proposed new square (approximately 30m x 25m) on the site of the library can provide this space in a location which helps to drive footfall to the Kingfisher Centre and that is linked to the existing outdoor market and Church Green beyond.

The proposed new square would stimulate the conversion of the blank surrounding facades, including part of the Kingfisher Centre and the former Royal Hotel, currently operating as a nightclub. In addition a new café pavilion is proposed to book-end the new square and helps to define the historic street frontage, which is important to preserve the character of the Church Green conservation area. This frontage can be further reinforced through a high quality public realm that includes structures on the line of the historic building frontages, which can

be used to help define the public square but also as structures to support lighting, screens for events and so on. Approximately 15,000 sq ft of refurbished and new commercial space would be created around the new square.

A stepping stone to the education, cultural and town hall quarters

Crucially, the proposed new square forms a stepping stone linking the Kingfisher Centre to the Education and Enterprise and the Town Hall and Cultural Quarters, encouraging footfall and helping to regenerate streets like Alcester Street which are currently not contributing to the town centre 'offer'.

In summary:

- New public square
- Refurbished retail space fronting new square c. 12,000 sqft
- Café/ restaurant pavilion c. 2,700 sqft.

Selected Option Library Site – Option 1A

Demolition of existing building and creation of a new public square.

New pavilion building provided to east of to create focus and activation for the square.

Permeable definition to the historic street boundary frames the square

Existing retail units within the Kingfisher Centre present an opportunity to be reconfigured to front on to the new Square.

Alcester Walk benefits from secondary frontage of pavilion.

Promote connection to and from Kingfisher Shopping Centre. Signage very poor and hard to see where routes to Town Centre exist.

Capitalise on the quality of the square and surroundings of St Stephens Church. Potential for stronger commercial and community uses.

Possible reconfiguration of no. 11 &12 fronting Church Green to promote foot fall through Market Walk

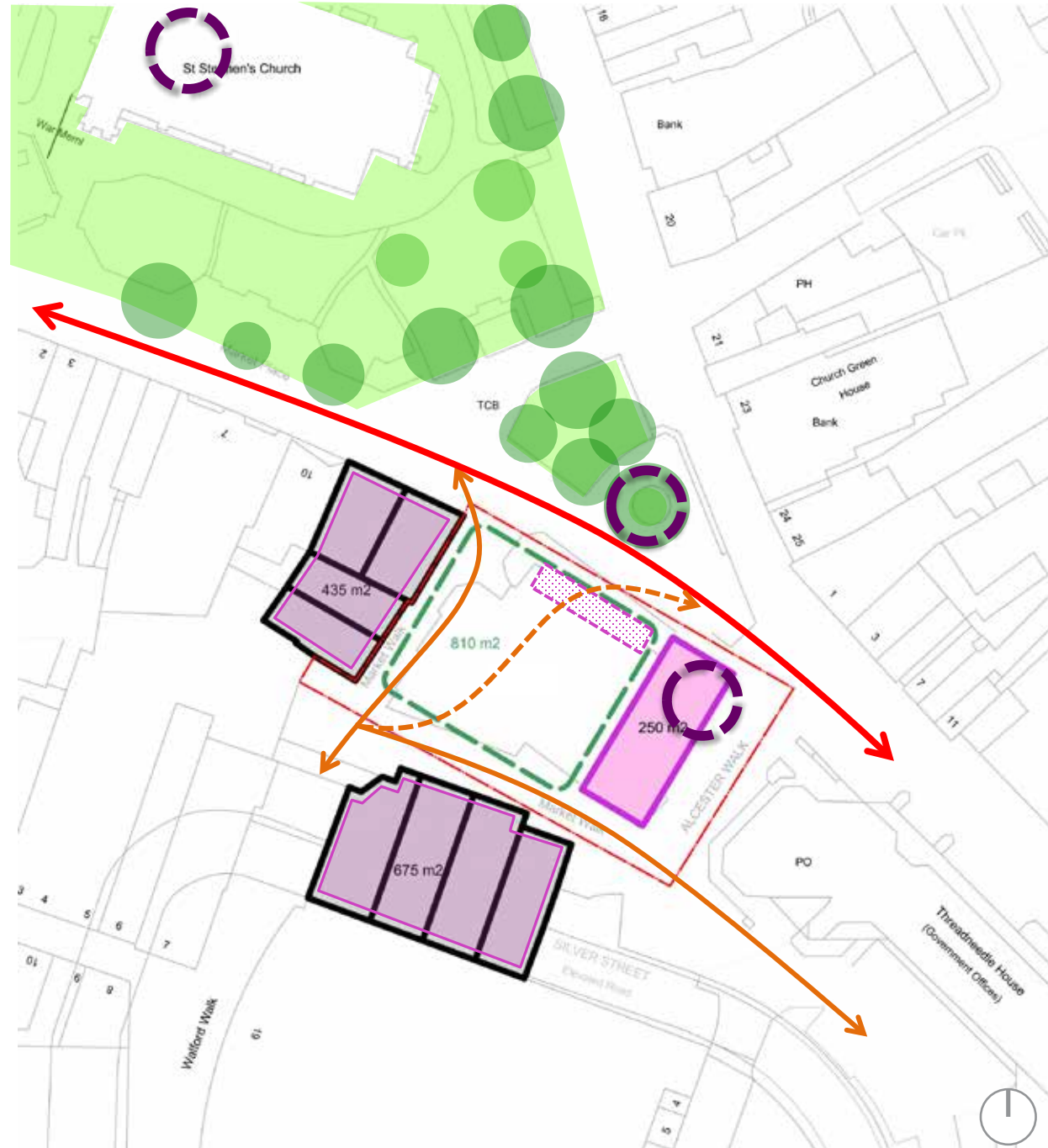
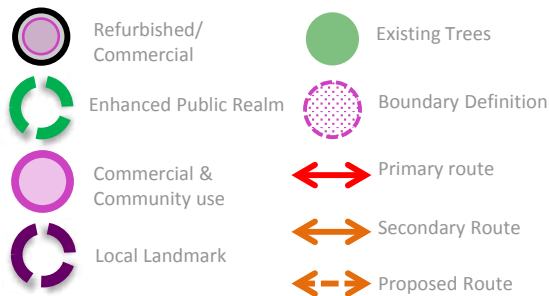


Figure 4.1 - Preferred Option Masterplan

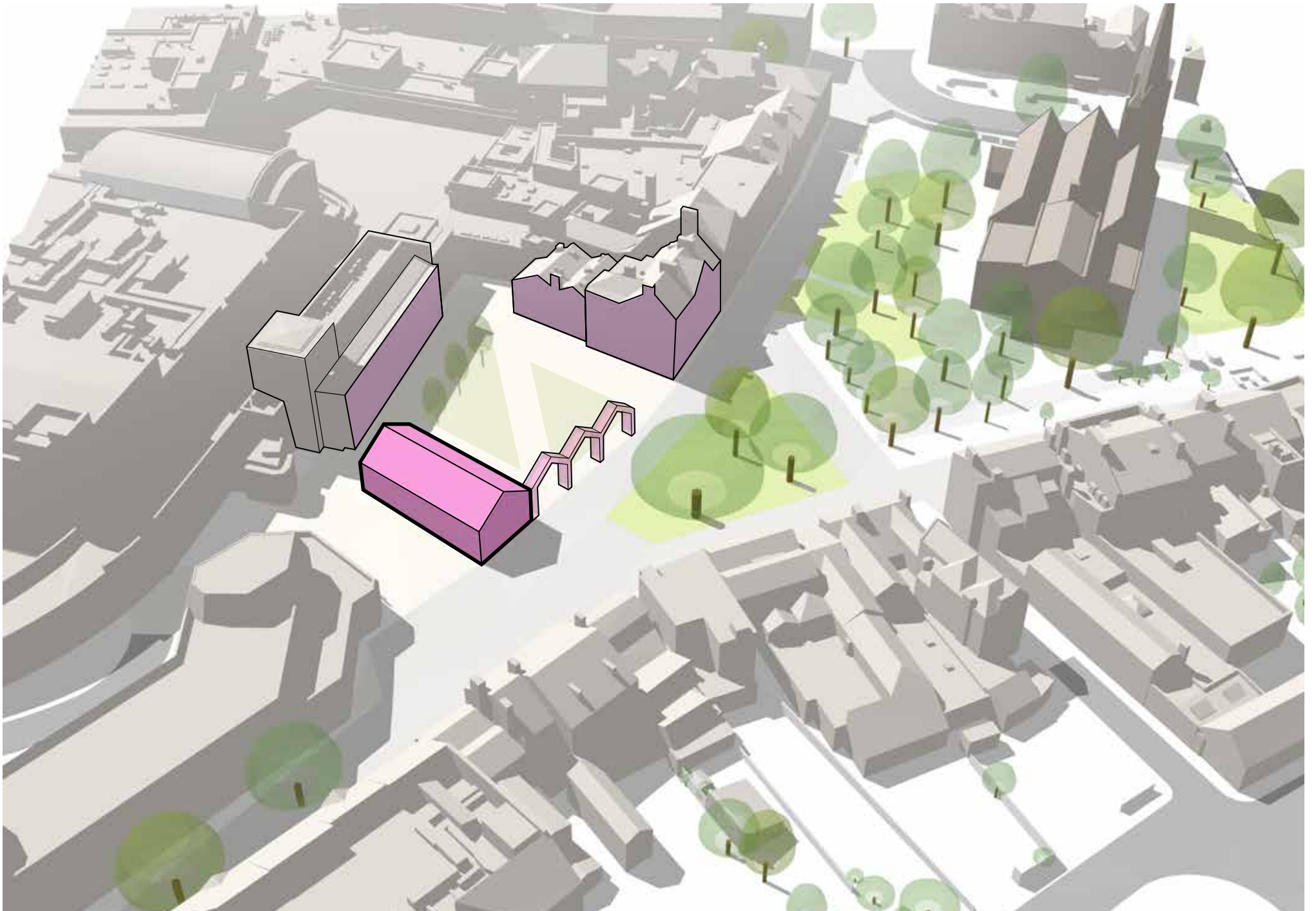


Figure 4.2 - Preferred Option Massing Plan



View of new square from Kingfisher entrance

Exemplar Images



Brown Hart Gardens, London



Town Square, Weston-super-Mare



Concert Square, Liverpool Ropewalks

Redditch Masterplan - Indicative area schedule				
Library Site - Option 1				
Date	24.05.2019	Rev	B	
Block ref	Storeys	Residential Units	GEA sqm	GEA sft
Total units	N/A			
Other uses		sqm	sqm	sqm
Demolition		914		
Conversion	1		1,110	11,948
GF only				
Commercial	1		250	2,691
Pavillion				
Public Realm		810		
Total Other			1,360	14,639

Conversion Total
435
675

Table 4.1 - Library Site Option 1 Development Schedule

Estimated Demolition Library Site– Option 1

Library Site - Option 1	
914	GEA sqm
Total:	914

Extent of demolition is estimated and subject to site survey

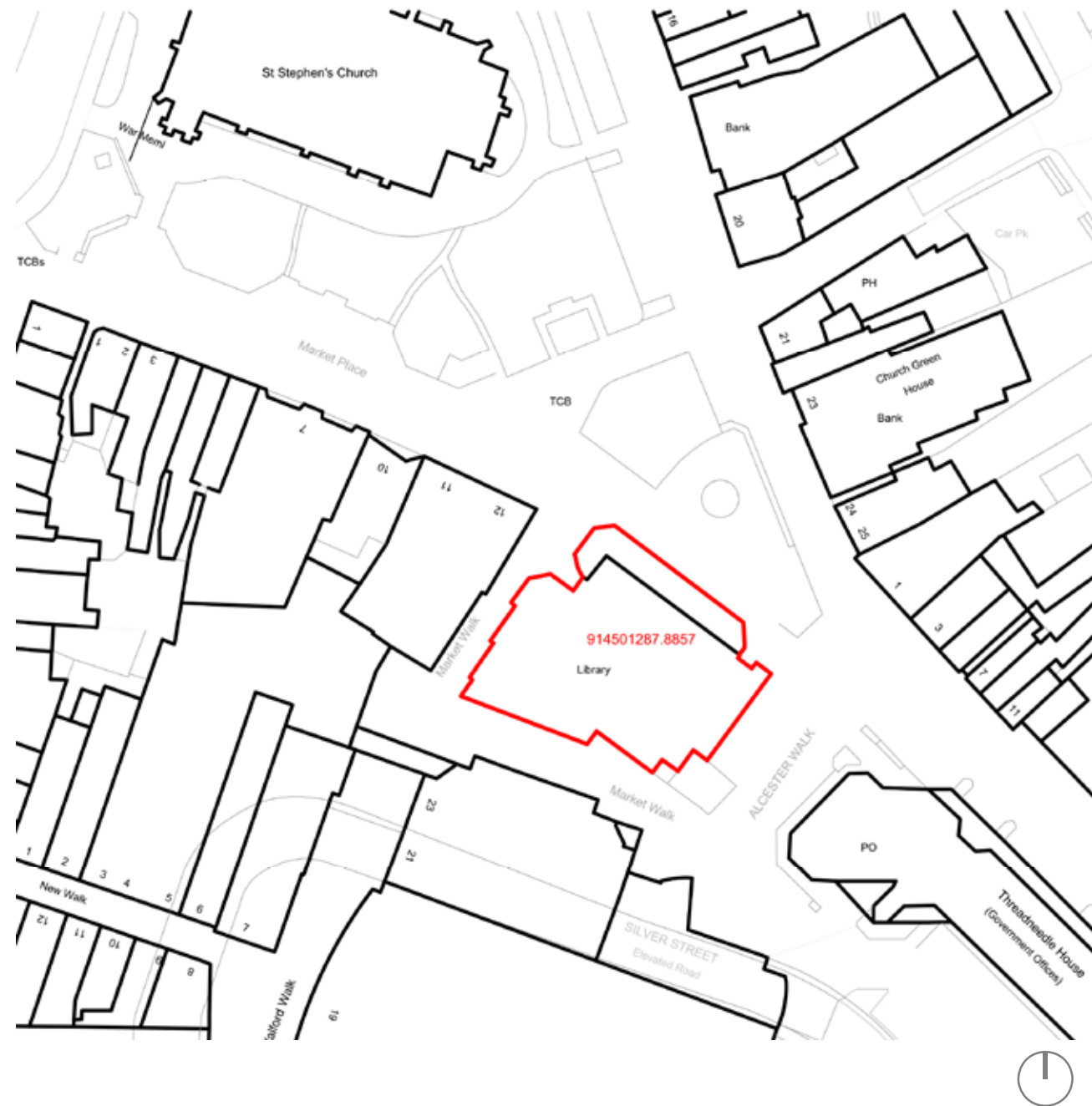


Figure 4.3 - Preferred Option demolition plan

4 The Library Site

4.4 Economic Benefit

- The commercial (office, retail) uses would provide about 70-80 jobs (full-time equivalent), depending on the types of businesses occupying the units. This would include jobs that would be appropriate for school-leavers.
- The markets would provide additional employment space, potentially 25-40 stalls, depending on final layout.
- The market provides opportunities for self-employed persons and micro-businesses to reach their customers.
- Construction costs for the project will be approximately £3 million, which would provide significant construction sector job opportunities during the development phase, anticipated to be less than two years.
- At average turnover per worker levels, it is estimated that the project would provide employment equivalent to about 18-20 person years.
- The improved links between the Kingfisher Shopping Centre and the high street would provide qualitative benefits for the functioning of the town centre.



5. The Outdoor Market Site

5 The Outdoor Market Site

5.1 Introduction

The Outdoor Market site was created at the time of the Kingfisher Centre development, and provided an outdoor but covered market area to the rear of the shopping centre. The outdoor market was not easily visible from Alcester Street, the entrance being obscured by the library and the Post Office and the Kingfisher Centre service access ramp which forms the curving boundary to the market site and also serves to conceal it from view. Despite entrances from the Town Hall complex (via a short underpass) and an entrance to the Kingfisher Centre, footfall was limited and we understand that the outdoor market did not operate in this location for very long. The remnants of the market still operate on market days from stalls at the top end of Alcester Street where it meets the Church Green.

This site was introduced to the study at a relatively late stage, after the options for the other three sites had been developed and preferred options selected (as presented in this report). As such, a slightly different approach has been taken for the Outdoor Market site, by including a number of options in the report rather than a single selected option. These options have been developed in consultation with the RBC client team but have not been presented to the Redditch Regeneration Board.

5.2 Masterplan Objectives

As noted above the site is currently vacant. The lower ground floor of the Kingfisher Centre has some small offices and retail kiosks facing the market square which are also unused and there are some stores and substations within the void underneath the service access ramp. The objectives of the masterplan options are to bring this area, which is largely owned by the

Council, back into use as part of the town centre. In doing so, consideration must be given to the uses that will contribute to the vibrancy and success of the town centre without competing with existing developments. In addition, the urban design solution should encourage footfall and activity in areas and along routes that facilitate wider connectivity and overall town centre activity and safety.

5.3 Options

Three masterplan options have been developed to test alternative approaches to the redevelopment of the site. These options are illustrated on the following pages (Figures 5.1 to 5.9 and tables 5.1 to 5.3). The key drivers for the options are as follows:

- **Option 1: Do Minimum**
The first option takes away the canopy structures to open up the space and encourage more use of the space, encouraged by remodelling of the Kingfisher Centre to present retail and food & drink uses as the market square level and the terrace level above (which is the ground floor level of the Kingfisher Centre). The use of the voids underneath the service access ramp is also proposed, to maximise the potential for active uses around the square.
- **Option 2: Market Square**
The second option proposes the removal of the service access ramp to open up the square and create the possibility of remodelling the various buildings around the new space to allow for ground floor businesses, leisure and food & drink uses to enliven the square and create a new, attractive town centre destination that is also a much improved entrance into the Kingfisher Centre.

- **Option 3: New Development**

The third option uses the removal of the service access ramp as per Option 2, as an opportunity to introduce new buildings on the former site of the outdoor market. The new building would serve to reduce the current open area to a street sized space, with a remodelled Kingfisher Centre facing the new buildings. Servicing of Threadneedle House and the new buildings would be contained between the buildings.

Conceptual Approach

Market Square – Option 1 (Min)

Convert GF level of Debenhams to Market/Garden type offer (which Ken indicated there was demand) This could contain food fronting the Alcester Walk area and outdoor Market to Market Walk.

Demolish existing canopies to open up the space for wider use including events and food market and civic purposes.

Convert the under road area below the raised Silver Street service road, and open it out to face in both directions. Ready made Market + food offers with internal face opening to Market Square capitalising on its southern aspect.

Add barrier to east side of service road to restrict access by traders and limit traffic and illegal parking. Area adjacent to MSCP could double as small service yard for use by local traders within 60m trolley distance. Others can access via Alcester St.

Reconfigure upper level of Debenhams to provide up to 3no. A3 units and consider potential with additional Leisure uses at 2nd floor.

Extend western frontage of Threadneedle House to offer commercial capacity fronting on to Silver St and create active frontages opposite market

- | | | | |
|--|-----------------------------------|---|------------------|
|  | Enhanced Public Realm |  | New Trees |
|  | Commercial & Community Conversion |  | New Public Space |
|  | Commercial & Community use |  | Proposed Barrier |
|  | Road Reconfiguration |  | Primary route |
|  | Local Landmark |  | Secondary Route |
| | |  | Tertiary Route |



Figure 5.1 - Preferred Option Masterplan Option 1

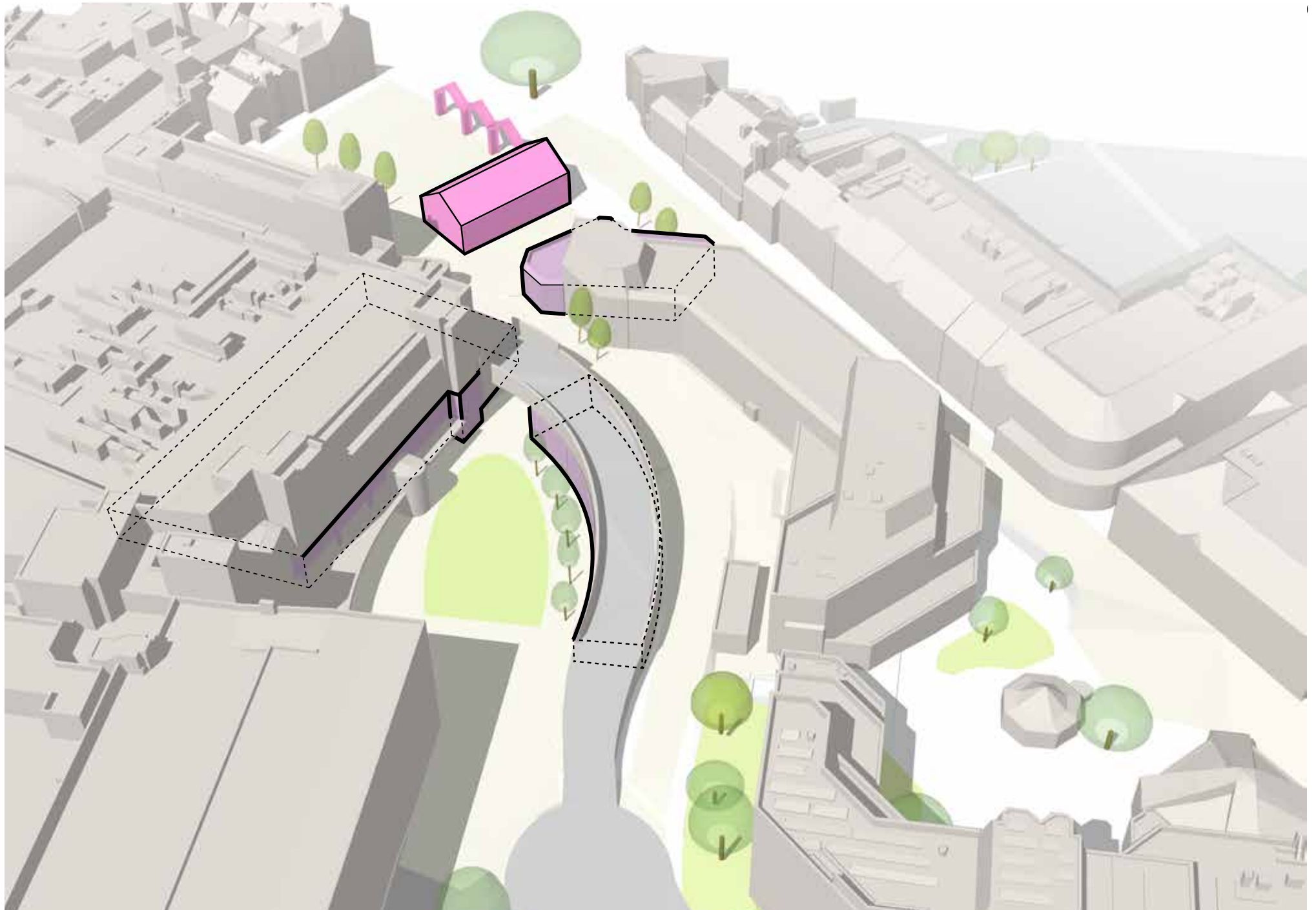


Figure 5.2 - Preferred Option Massing Plan Option 1

Redditch Masterplan - Indicative area schedule				
Market Square - Option 1 (Min)				
Date	24.07.2019		Rev	
Block ref	Notes		GEA sqm	GEA sft
A (Kingfisher)			4,160	44,778
Lower GF Level	Reconfiguration	1	1,620	17,438
Upper GF Level	Reconfiguration	1	1,270	13,670
2nd Floor (Leisure)	Reconfiguration	1	1,270	13,670
B (Service Road)			360	3,875
Market / Commercial	Convert Undercroft	1	360	2,691
C (Threadneedle)			300	3,229
Commercial	Convert Post Office	1	300	3,229
Total			4,820	51,882
Other cost	Location			
Demolition	Canopy		610	6,566
Regrading Works	Silver St		570	6,135

Table 5.1 - Market Square Option 1 Development Schedule

Estimated Demolition Market Square – Option 1

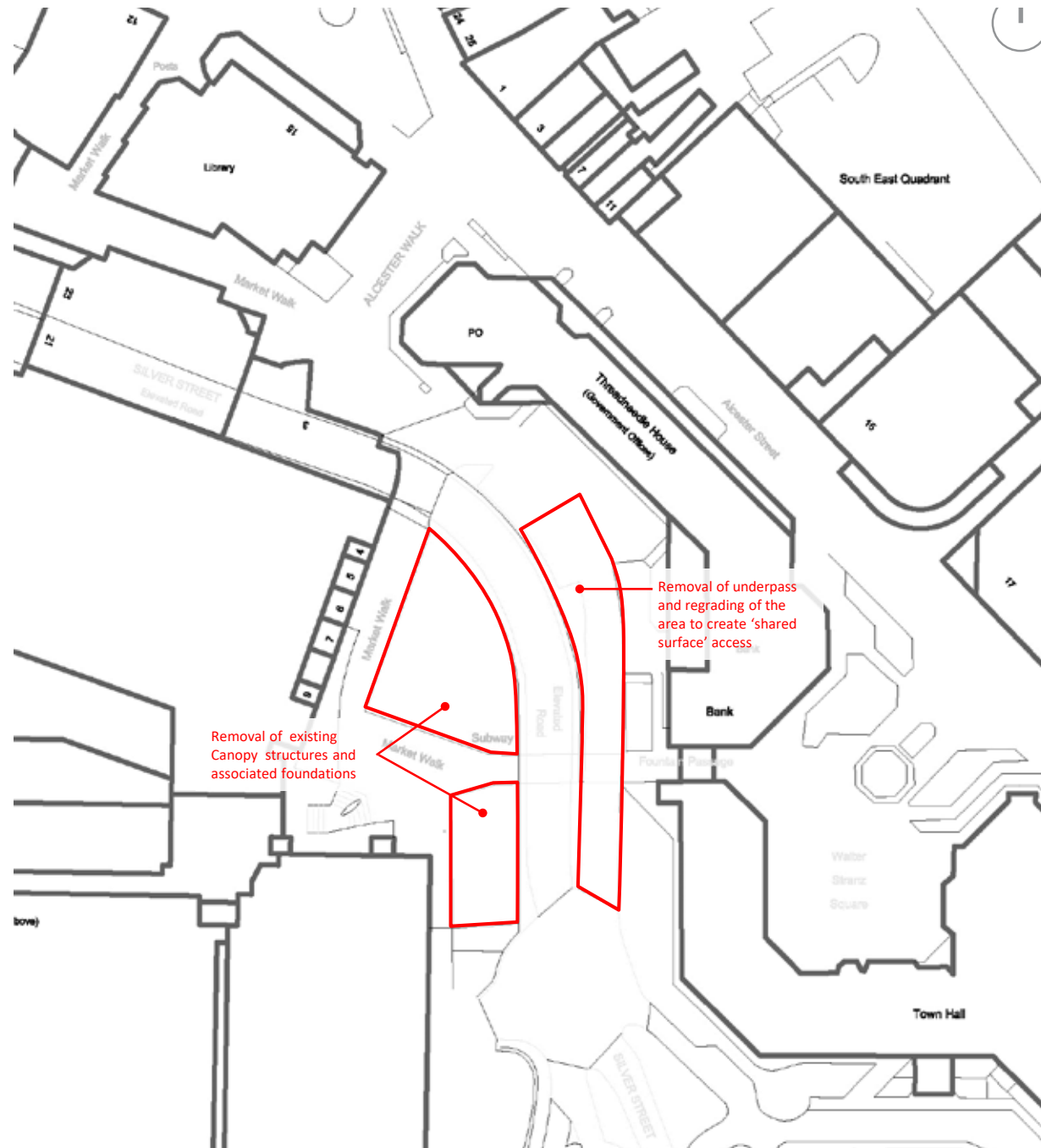


Figure 5.3 - Preferred Option demolition plan

Conceptual Approach

Market Square – Option 2 (Medium)

Remove service Ramp and level the area between Kingfisher and Threadneedle House

Convert GF level of Debenhams to Market/Garden type offer as Option 1.

Reconfigure upper level of Debenhams to provide up to 3no. A3 units with poss additional Leisure use as above

Extend southern and western frontages of Threadneedle House and enhance public realm throughout creating a useable civic and space for events and market and extending through to the old library area.

Potential to lower levels along Threadneedle House along Alcester St to increase height and convert to commercial to offer an active street frontage (currently set back, separated from the street and very 'dark/dead')

Improve connections into the Kingfisher centre. More visible/direct/accessible – Consider escalators and more generous terraces at intermediate and upper level to reduce current 'cliff face' effect.

Enhance landscape and arrival to space from the south

- | | | | |
|--|-----------------------------------|---|------------------|
|  | Enhanced Public Realm |  | New Trees |
|  | Commercial & Community Conversion |  | New Public Space |
|  | Commercial & Community use |  | Proposed Barrier |
|  | Road Reconfiguration |  | Primary route |
|  | Local Landmark |  | Secondary Route |
| | |  | Tertiary Route |



Figure 5.4 - Preferred Option Masterplan Option 2

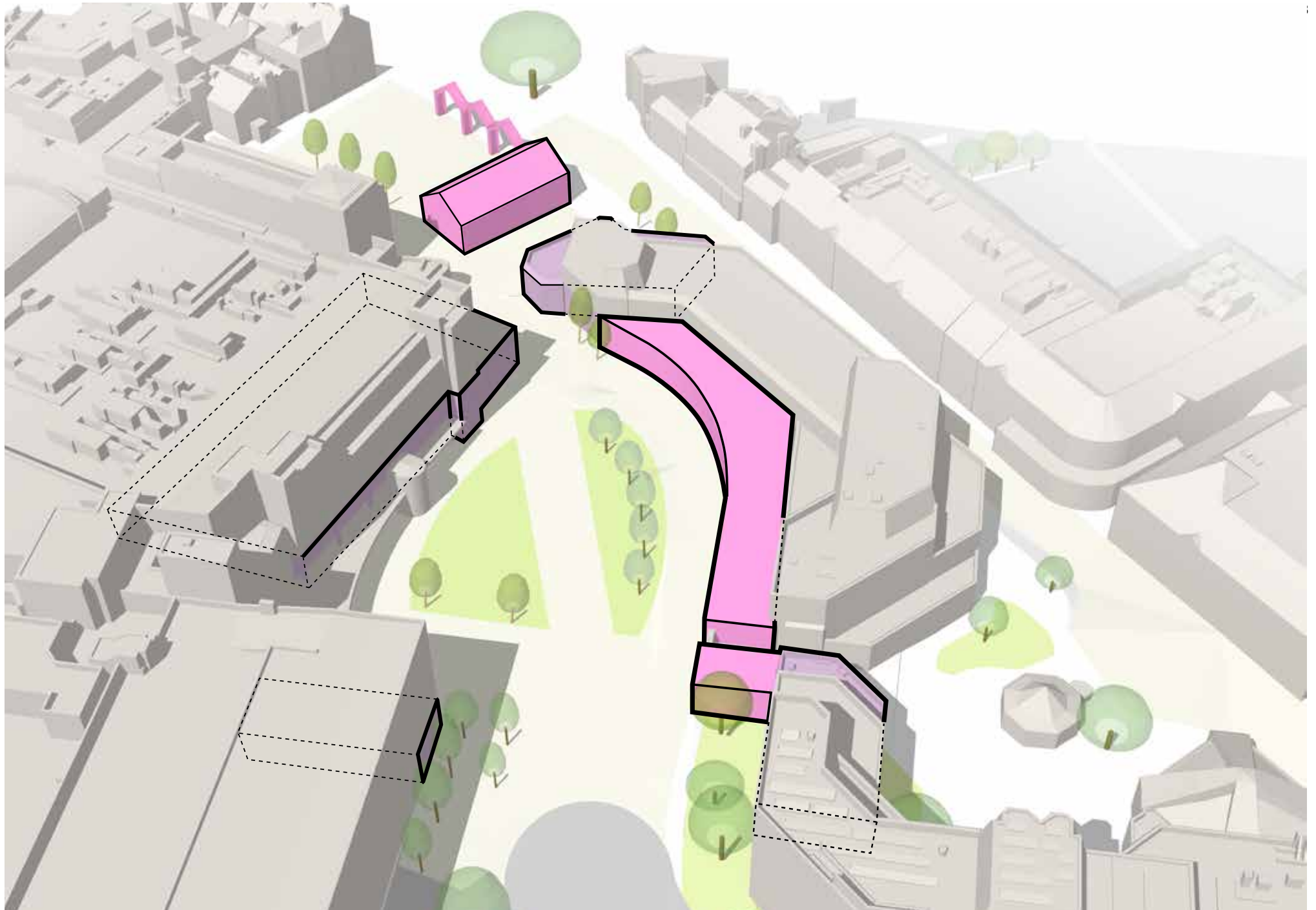


Figure 5.5 - Preferred Option Massing Plan Option 2

Redditch Masterplan - Indicative area schedule				
Market Square - Option 2 (Medium)				
Date	24.07.2019	Rev		
Block ref	Notes	Levels	GEA sqm	GEA sft
A (Kingfisher)			4,510	48,546
Lower GF Level	Reconfiguration	1	1,620	17,438
Upper GF Level	Reconfiguration	1	1,270	13,670
2nd Floor (Leisure)	Reconfiguration	1	1,270	13,670
MSCP GF	Conversion	1	350	3,767
B (Part Town Hall)			390	4,198
Commercial	Convert GF	1	390	4,198
C (Threadneedle)			1,194	12,852
Commercial	New Build	1	432	4,650
Commercial	Convert Post Office	1	300	3,229
Commercial	Convert Upper level	1	462	4,973
Total			6,094	65,596
Other cost	Location			
Demolition	Canopy		610	6,566
	Service Road		540	5,813
Regrading Works	Silver St		570	6,135

Table 5.2 - Market Square Option 2 Development Schedule

Estimated Demolition Market Square – Option 2

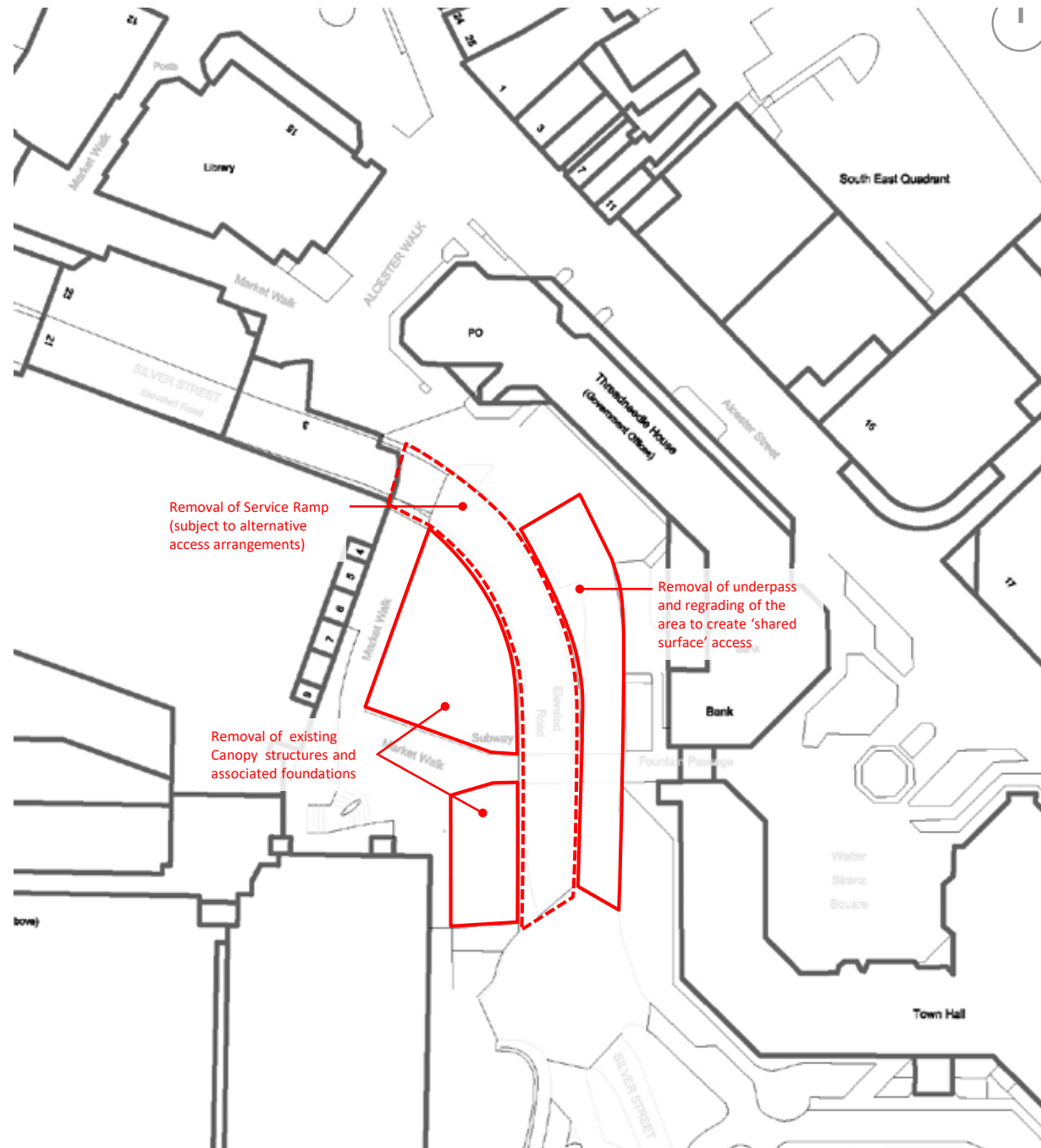


Figure 5.6 - Preferred Option demolition plan Option 2

Conceptual Approach Market Square – Option 3 (Medium+)

Remove service Ramp and level the area between Kingfisher and Threadneedle House

Convert GF level of Debenhams to Market/Garden type offer as Option 1.

Reconfigure upper level of Debenhams to provide up to 3no. A3 units with poss additional Leisure use as above

Add new 3 storey block comprising Commercial ground floor with residential above spanning over gateway statement leading to reduced size market square

Improve connections into the Kingfisher centre. More visible/direct/accessible – Consider escalators and more generous terraces at intermediate and upper level to reduce current ‘cliff face’ effect.

Enhance landscape and arrival to space from the south

-  Commercial & Community Conversion
-  Enhanced Public Realm
-  Office/Residential
-  Commercial & Community use
-  Road Reconfiguration
-  Local Landmark
-  New Trees
-  New Public Space
-  Proposed Barrier
-  Primary route
-  Secondary Route
-  Tertiary Route

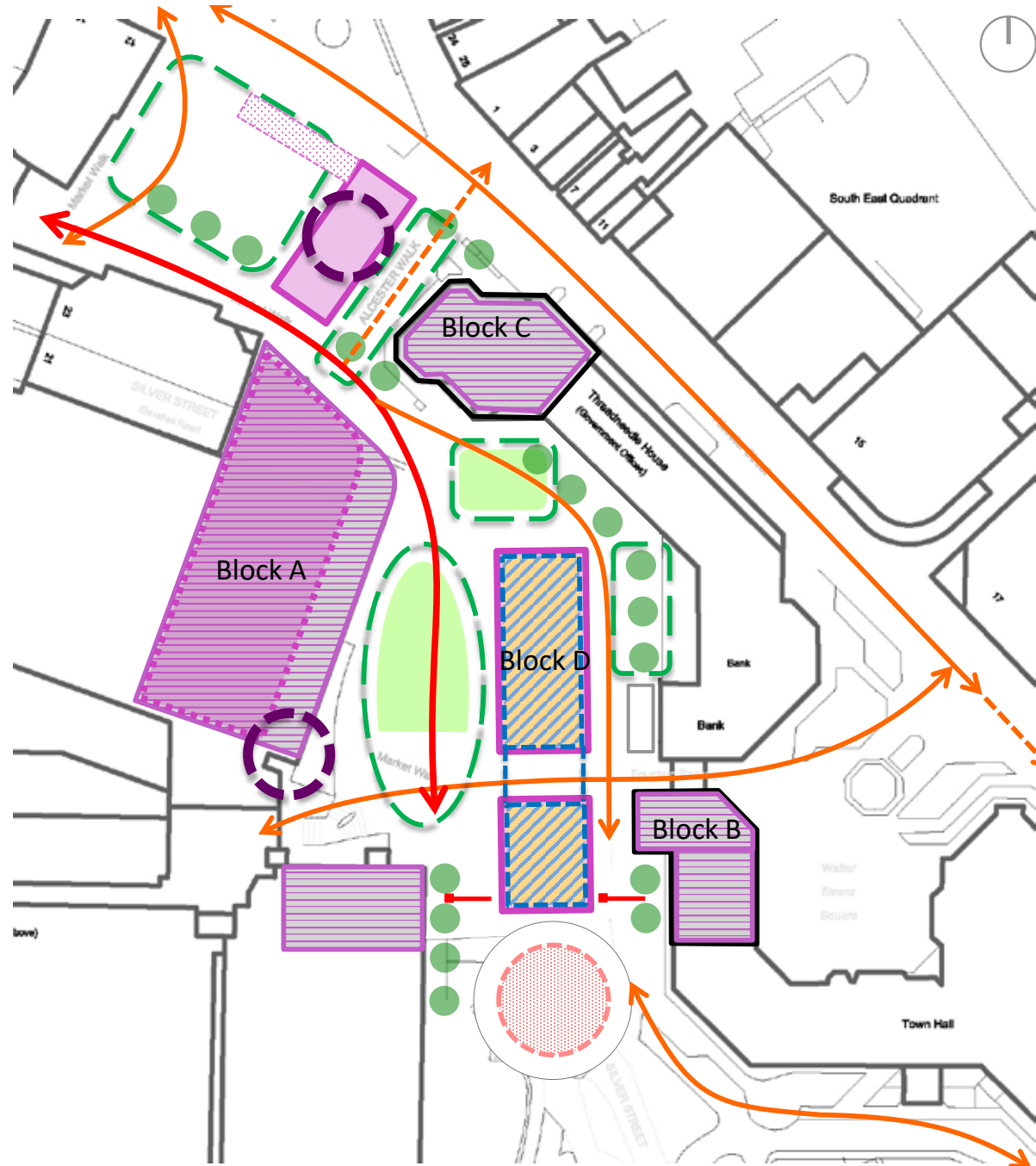


Figure 5.7 - Preferred Option Masterplan Option 3

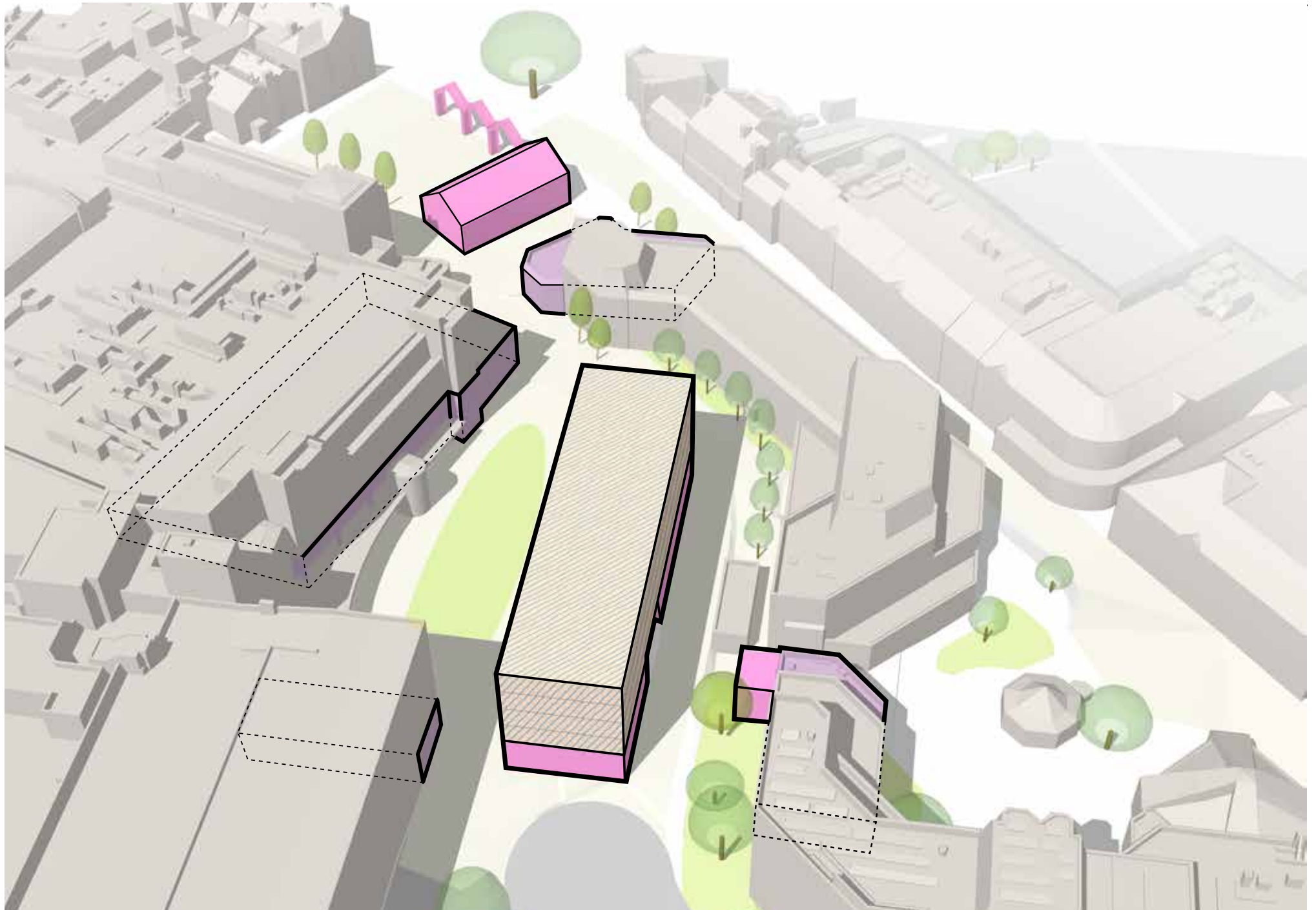


Figure 5.8 - Preferred Option Massing Plan Option 3

Redditch Masterplan - Indicative area schedule				
Market Square - Option 3 (Medium)				
Date	24.07.2019	Rev		
Block ref	Notes	Levels	GEA sqm	GEA sft
A (Kingfisher)			4,510	48,546
Lower GF Level	Reconfiguration	1	1,620	17,438
Upper GF Level	Reconfiguration	1	1,270	13,670
2nd Floor (Leisure)	Reconfiguration	1	1,270	13,670
MSCP GF	Conversion	1	350	3,767
B (Part Town Hall)			390	4,198
Commercial	Convert GF	1	390	4,198
C (Threadneedle)			300	3,229
Commercial	Convert Post Office	1	300	3,229
Block D (Mkt Sq)			3,360	39,073
Commercial	GF	1	630	6,781
Residential / Office	Upper levels	4	3000	32,292
Total			8,830	95,046
Other cost	Location			
Demolition	Canopy		610	6,566
	Service Road		540	5,813
Regrading Works	Silver St		570	6,135

Table 5.3 - Market Site Option 3 Development Schedule

Estimated Demolition Market Square – Option 3

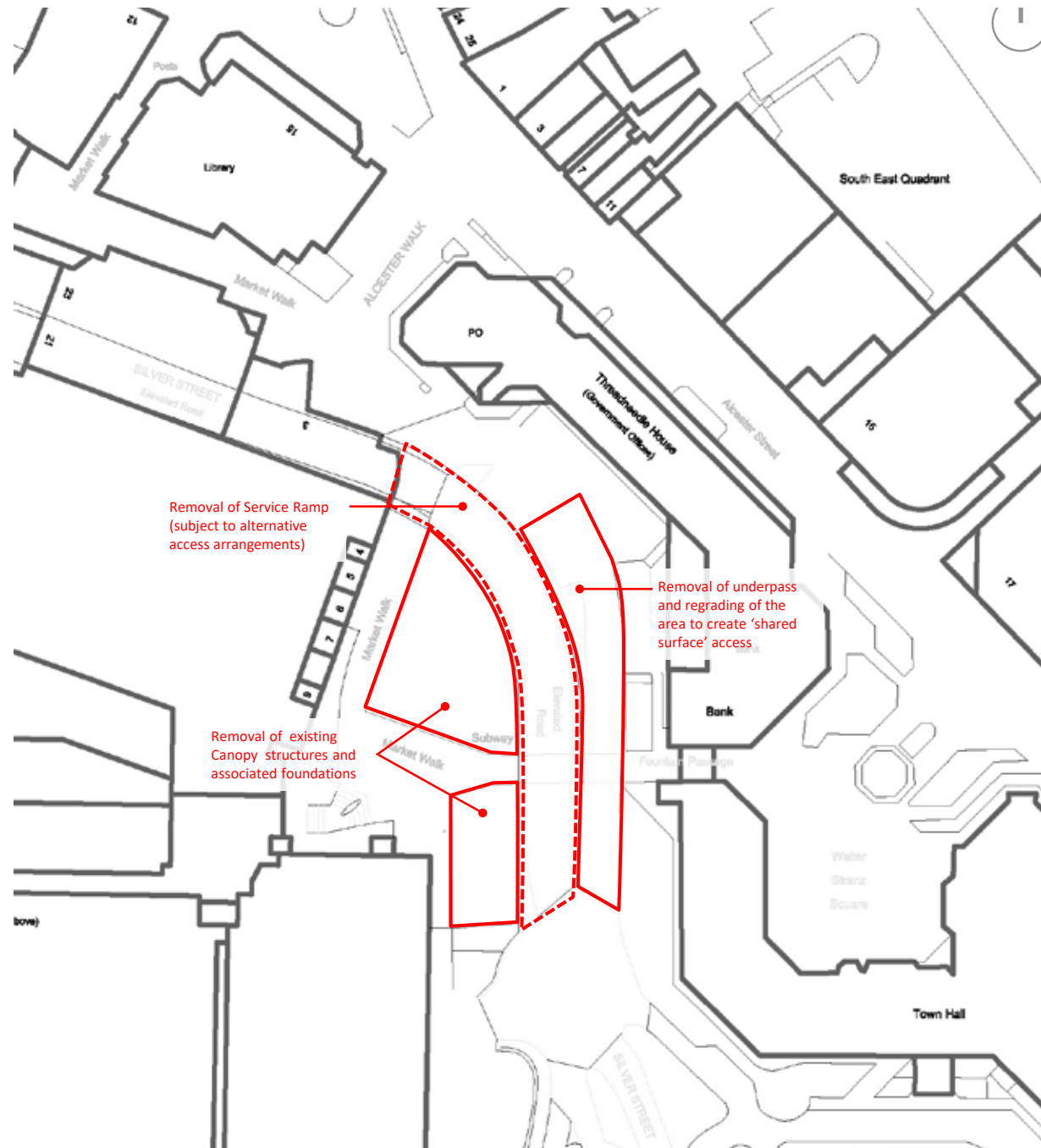


Figure 5.9 - Preferred Option demolition plan Option 3

5.4 Commentary on Options

The following commentary reflects discussions held with the client team.

- **Option 1: Do Minimum** would allow an expansion of the Kingfisher Centre retail and leisure offer, if it was felt that market demand warranted this. Whilst the development of a new outdoor space on the site of the library is an objective, then there is the risk that the development of food & drink and leisure use on the outdoor market site may compete with this. Moreover the outdoor market site, whilst the service access ramp is retained, does not offer an attractive outlook for new food & drink units facing into the former market square. Nevertheless, if there is a specialist retailer or leisure operator that requires or can benefit from outdoor space in close proximity to the existing centre, for example an urban garden centre, then the outdoor space could potentially add value to the Kingfisher Centre.
- **Option 2: Market Square** creates the greatest potential for a new square animated with business and leisure uses, through the removal of the elevated service access ramp, which it is understood would be possible by making the current service egress a dual purpose entrance and exit. Whilst the removal of the service access ramp undoubtedly opens up the square and makes it more attractive space, there is as noted above a danger of competing with the plans for the library square. In addition, whilst the remodelling of the buildings around the square is possible, the nature of the existing structures (e.g. the car park), private ownerships (e.g. Threadneedle House) and existing infrastructure (e.g. electricity substations), will complicate the realisation of the

scheme.

- **Option 3: New Development** complements the proposals for the Library Site described elsewhere in this report, by promoting new development for health, other public services or business uses, rather than competing leisure and food & drink uses. This option might be considered as part of a scheme for the wider Town Hall area.

5.5 Economic Benefits

Option 1

- The commercial (leisure, retail) uses would provide about 150-180 jobs (full-time equivalent), depending on the types of businesses occupying the units. This would include entry level jobs in retail and leisure units. However, this is a gross figure and there would be displacement of jobs from the existing uses that would be redeveloped.
- Construction costs for the project will be approximately £6.4 million, which would provide significant construction sector job opportunities during the development phase.
- At average turnover per worker levels, it is estimated that the project would provide employment equivalent to about 40-45 person years.
- The improved activity levels within this area would remove the 'dead-zone' and improve attractiveness and vitality.
- The market square would provide opportunities for community events and functions that would add to the vitality of the town centre.

Option 2

- The commercial (office, retail, leisure) uses would provide about 200-230 jobs (full-time equivalent), depending on the types of businesses occupying the units. This would include entry level jobs in retail and leisure units as well as professional services jobs in office space.
- Construction costs for the project will be approximately £8.1 million, which would provide significant construction sector job opportunities during the development phase.
- At average turnover per worker levels, it is estimated that the project would provide employment equivalent to about 50-55 person years.
- The improved activity levels within this area would remove the 'dead-zone' and improve attractiveness and vitality. The removal of the service ramp and the reorientation of the existing units towards the market square would add value to the existing units as they would be more attractive to the market than at present.
- The market square would provide opportunities for community events and functions that would add to the vitality of the town centre.

Option 3

- The residential units would result in an on-site residential population of about 25-35 persons.
- The commercial (office, retail, leisure) uses would provide about 270-300 jobs (full-time equivalent), depending on the types of businesses occupying the units. This would include entry level jobs in retail and leisure units as well as professional services jobs in office space.

- Construction costs for the project will be approximately £11.3 million, which would provide significant construction sector job opportunities during the development phase.
- At average turnover per worker levels, it is estimated that the project would provide employment equivalent to about 70-80 person years.
- The additional population would spend money on goods and services, including in the Redditch town centre. Based on ONS data for average per person expenditure, this could be equivalent to about £0.3-0.4 million per annum from the full resident population of the site. This includes all expenditure of households, (retail, transport, health, housing, education, etc.). Retail expenditure, of which the town centre would take a significant share, would be about £0.1 million per annum.
- The improved activity levels within this area would remove the 'dead-zone' and improve attractiveness and vitality. The removal of the service ramp and the reorientation of the existing units towards the market square would add value to the existing units as they would be more attractive to the market than at present.
- The market square would provide opportunities for community events and functions that would add to the vitality of the town centre.

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