

Concept and Feasibility Study

For the Eastern Gateway site at Bromsgrove Street and
Worcester Street in Kidderminster town centre

Wyre Forest District Council

Prepared by Chetwoods Architects on behalf of Wyre Forest District Council, Autumn 2011

Contributors

Wyre Forest District Council
Morland Consultancy
Bruton Knowles
Chetwoods Architects
Arup
Turner and Townsend
Phil Jones Associates

Commissioning body
Management systems
Property consultancy
Lead consultant
Structures and Utilities
Costings and Estimates
Transport Planning

EXECUTIVE SUMMARY

- The emerging Kidderminster Central Area Action Plan (KCAAP) sets out Wyre Forest District Council's (The Council) aspirations for the Eastern Gateway in which it is seeking to create a significant opportunity that will help to create footfall and bring back vibrancy to Worcester Street, a traditional town centre shopping area. This study looks at the feasibility of a foodstore scheme and the opportunity for wider development proposals focussed on the area identified in policy 31 (phase 1) of the KCAAP.
- The phase 1 Eastern Gateway site as identified in the KCAAP in Kidderminster comprises the area from Lion Street to Worcester Street incorporating Bromsgrove Street, Prospect Hill.
- Major buildings on the existing site are The Glades leisure centre, Kidderminster Health Centre which are both at the end of their economically viable life and the locally listed, yet deteriorating, Former Magistrates Court. Poor quality surface car parking is a central component of the existing site.
- Key features of the site for its redevelopment are; the level changes across the site, the quantity and layout of existing services and utilities below ground, (including water, electricity, gas and sewers), and integration and connectivity to the town centre.
- The core scheme for this study, identified as parcel one, responds to the challenges of the site and presents a viable proposal for a 40,000sq. ft net CC sales store that would meet the requirements of major operators. Gross internal area is 5,996m², and gross external building is 6,883m².
- The store proposal includes lobby, sales area, cafe, customer WCs, back of house area, goods online, service yard and associated facilities.
- The store car park with a 1:60 fall provides, 332 standard spaces, 20 disabled spaces, 12 parent and toddler spaces. This gives a reasonable 1:18 parking ratio which will be acceptable to operators and comply with PPG13.
- Highways access and visibility have informed the study from the outset and the scheme delivers an attractive opportunity as it can be accessed directly from the Ringway, and by introducing a new mini roundabout at the junction of Bromsgrove Street to provide access to the foodstore customer car park.
- Re-routed buses mean that the store will be easily accessible for shoppers travelling by bus. Upgraded public routes to the town centre will improve linkages between the store and centre making it attractive for pedestrian customers and those who choose to link foodstore and town centre shopping trips.
- This study has identified the opportunity to deliver a Petrol Filling Station that could

form part of the foodstore offer. This could be located on the site of the existing Youth Centre on Bromsgrove Street and be accessed from the new link road between The Ringway, Bromsgrove Street and foodstore customer car park.

- Proposals for land parcels two and three have sought to present ideas for the redevelopment of these areas that are aligned with the Council's ambitions for the Eastern gateway. The proposals aim to integrate the foodstore into the surrounding urban fabric through making the most of the opportunity to drive further peripheral development from this 'anchor'.
- Parcel two is defined as the former Magistrates Court site and surrounding area on Worcester Road. The proposals, whilst illustrative and subject to the PCT/Doctor's practice requirements, demonstrate the opportunity to;
 - i - Relocate the PCT provision in a new purpose built facility on the site adjacent to the former Magistrates Court.
 - ii - Retain, in part, and comprehensively refurbish the listed former Magistrates Court.
 - iii - Create a vehicular link through from Worcester Street to Oxford Street.
 - iv - A 375m² development plot has been identified next to the Worcester Cross fountain and gardens between Worcester Street and Oxford Street.
- Parcel three is defined as the area between Lion Street, the southern boundary of the Youth Centre, Bromsgrove Street and The Ringway. The proposals set out are to;
 - i - Offer the potential for a new Petrol Filling Station on the site of the existing Youth Centre
 - ii - Two new development plots are identified, 597m² and 480m² and plots for 17 affordable homes (1700m²).
- For development on this site to be successful a rigorous approach to formulating high quality and consistent public realm will be required to develop strong linkages to the surrounding urban fabric. This study sets out a number of recommendations in terms of current best practice that should be adopted for the Eastern Gateway site.
- The findings reached in this study have been a collective effort on the part of all contributors. The design has been evolved, tested and developed through a collaborative process which involved a number of meetings, workshops and site visits.
- The design development process is explicit in the structure of the study document which is cumulative and iterative due to the design options and testing process. This approach has ensured that the design has been scrutinised during this exercise and that the concept and approach is robust in terms of its suitability and viability.

Introduction

Policy Context

The Kidderminster Regeneration Prospectus was launched in September 2009, on the back of key agencies coming together to make a commitment to regenerate Kidderminster. The principle aims of the Prospectus were to initially highlight the towns' challenges and opportunities in order to attract support and investment to help transform the fortunes of the town centre.

The Prospectus was developed following extensive public consultation and debate and highlighted the importance of the Town Centre as one of four key 'action areas'. The Prospectus also highlighted a number of key themes that emerged strongly in public consultation and include jobs; transportation, homes and communities; and quality environmental (design).

To drive forward the ambitions identified through the prospectus a ReWyre Board and Management Delivery Team were established to start to focus in on key projects and deliverables; the Eastern Gateway forming a key site in the Town Centre Action Area.

The Council published its Local Development Framework Core Strategy in December 2010 which identified the requirement for a Kidderminster Central Area Action Plan (KCAAP) to set out a focussed development strategy for the town centre and support regeneration. The KCAAP Preferred Options Paper was published for public consultation in summer 2011.

The Council has identified the potential of the Eastern gateway site for redevelopment through the **A Prospectus for Regenerating Kidderminster (2009)** and **KCAAP - Kidderminster Central Area Action Plan Preferred Options Paper (May 2011)**

The study area is defined in the two attached plans. The KCAAP phase 1 area (Policy 31) incorporates the core area for the study identified as Parcel One. The study has sought to present ideas and opportunities for the redevelopment of adjoining areas comprising:

Parcel Two is also included in phase 1 of the KCAAP and comprising the former Magistrates Court, Market and Frontage on to Worcester Street.

Parcel Three is defined as the area between Lion Street, the southern boundary of the Youth Centre, Bromsgrove Street and The Ringway.

Parcels Two and Three primarily look at the opportunity to relocate the PCT/ Health Centre within the near vicinity (Parcel Two) and the opportunity for complimentary uses (Parcels' Two and Three). At this stage these are initial ideas for illustrative purposes and will require further detailed work to define feasibility and viability based on the specific requirements of the end users

The area is described in the KCAAP as follows;

*"This is a large site that includes the existing public car park, medical centre, former Magistrates Court (previously known as KTC.3) and Glades leisure centre. This collection of sites provides a significant opportunity to regenerate this part of the town and provide a significant retail development to provide additional footfall to Worcester Street and improve the quality of the built environment."*11.14 KCAAP

The KCAAP policies for the Eastern Gateway also define a large area fronting on to Worcester street including the former Woolworths Store and Hootys, together with land and property to the rear up to Bromsgrove Street, edged grey on the KCAAP phasing plan. Whilst the study does not look at this area in terms of redevelopment opportunities, it has fully considered the opportunity for this to come forward at a later stage, and the requirement to ensure key connection can be retained and improved in terms of both general and pedestrian routes, linking the sites and the traditional town centre on Worcester Street.

*"The area is currently a disjointed urban environment with a mixture of surface car parking and unattractive buildings that create a confused sense of place. Development within the area will need to significantly improve the urban form and provide a sense of enclosure to streets and provide an active frontage where possible. However, the ring road adjacent to the Glades is in a cutting and therefore active frontages may not be deliverable in this particular location."*11.21 KCAAP

Background

Wyre Forest District Council (The Council) commissioned the team to undertake a concept design and feasibility study for the site to establish a detailed framework for the redevelopment of phase 1 of Kidderminster Eastern gateway site as identified in the KCAAP.

The report has focused on the feasibility of a large food store in the main study area identified in parcel 1. Kidderminster's prime modern comparison retail offer is focussed towards and on Weavers Wharf, and is unlikely to change in the foreseeable future. The Council feel the best way to redress the balance away from the traditional town centre and help provide a catalyst for future investment is for a large food store to anchor the Eastern Gateway.

This document sets out the process and findings of the concept design and feasibility study and shows how the key design principles are met as well as testing the viability of the redevelopment of the site in line with The Council's current ambitions. It demonstrates how the Eastern Gateway, as a town centre site, can be successfully re integrated in to the traditional town centre.

This document is structured in the following sections in line with the original tender for this commission:

- Section 1: Initial scheme review and development of options for appraisal
- Section 2. The development of the feasibility study
- Section 3. The Preferred Option
- Section 4. Visualisations of the preferred option

Section 1. Initial scheme review and development of options for appraisal:

Relevant objectives

- Site analysis, baseline and evaluation of key constraints. To carry out an initial appraisal of a site shown by constraints diagram.
- To carry out site visits to understand the context, visual site abnormalities and take site photos.
- To establish the basic Client Requirements (size of store, other uses, etc)
- Development of options and high level appraisal.
- Options testing - To prepare sketch studies, to determine the feasibility of the Client's Requirements (with area breakdowns)



Location plan showing the site in the wider context of the town



Entrance to the Former Magistrates Court



Prospect Hill



Prospect Hill

SITE BACKGROUND

- Site analysis, baseline and evaluation of key constraints. To carry out an initial appraisal of a site shown by constraints diagram.
- To carry out site visits to understand the context, visual site abnormalities and take site photos.

Land Ownerships

The study area primarily comprises three key land owners, namely Wyre Forest District Council, Worcestershire County Council and Worcestershire Care Trust (The PCT). Key land ownership issues will require further consideration as part of the overall viability and delivery programme for the project, particularly rights in respect of the large wall/embankment to the rear of the Magistrates Court, potential third party rights in the area to the rear of the Worcester Street properties, and third party ownership issues on areas on the periphery of the scheme.

For the purposes of this Study we have undertaken a visual inspection of the walls/embankment which has not been fully seen as access was not available. This will be considered in the financial assessment/cost plan produced, in term of determining a contingency cost at this stage of the project without any further detailed investigations.

In general the wall is not in a particularly good condition and in places there is actually no wall. A key issue is ownership. We understand the main wall behind the Magistrates Court is primarily in Council ownership, although there are issues relating to the interface/wall

with the Cue and Brew sports bar and potential rights of way issues with the interface with the rear of the Worcester Street properties. Provision will be required for expert professional and legal advice in terms of a contingency at this stage where complex negotiations may be required on ownership and maintenance.

Existing Building Stock and key buildings

The site is a mixture of 19th and predominantly 20th century building stock which is not of particular merit or quality. There is a significant amount of vacant and under utilised space within the site. Structures of particular note include;

Kidderminster Health Centre

- The Health Centre, which houses the Forest Glades Medical Centre and Kidderminster Health Centre, is a one and two storey flat roofed 1970's red brick structure. It is a very bland building and its age means that due to maintenance and other associated costs it could be viably replaced with a more modern purpose built facility that could more effectively cater to the modern requirements of the PCT in Kidderminster

The Glades Leisure Centre / Leisure Review

- The Glades Leisure Centre is a large mixed use leisure facility. The structure consists of nine round and pointed roof canopies above red brick walls that form a hexagonal design. Opened in 1986 the building has become dated and the facilities have not worn well. The pool was extensively refurbished in 2006.



Prospect Hill



Poor quality existing surface car parking



Former Magistrates Court







- The Glades Leisure Centre is part of an ongoing strategic options appraisal of the future arrangements for sports and leisure centres across the District, as the Council looks to reduce the running costs of the current leisure provision offer post 2013.
- The Glades is coming to the end of its economic life and is in need of significant investment in terms modernisation and refurbishment but this is deemed to be cost prohibitive.
- Recommendations put before the Council Cabinet meeting of 21 June 2011 stated that “Refurbishment of the Glades is not considered to be an option” and “a new build leisure facility within Kidderminster is the preferred option, but at this stage it is not possible to comment on a preferred site or the facilities to be provided within the Leisure Centre”.
- The above recommendations were accepted by Cabinet and the Council are now actively seeking to identify an alternative site for a new build leisure centre. This decision will result in the subsequent closure of the existing Glades Leisure Centre

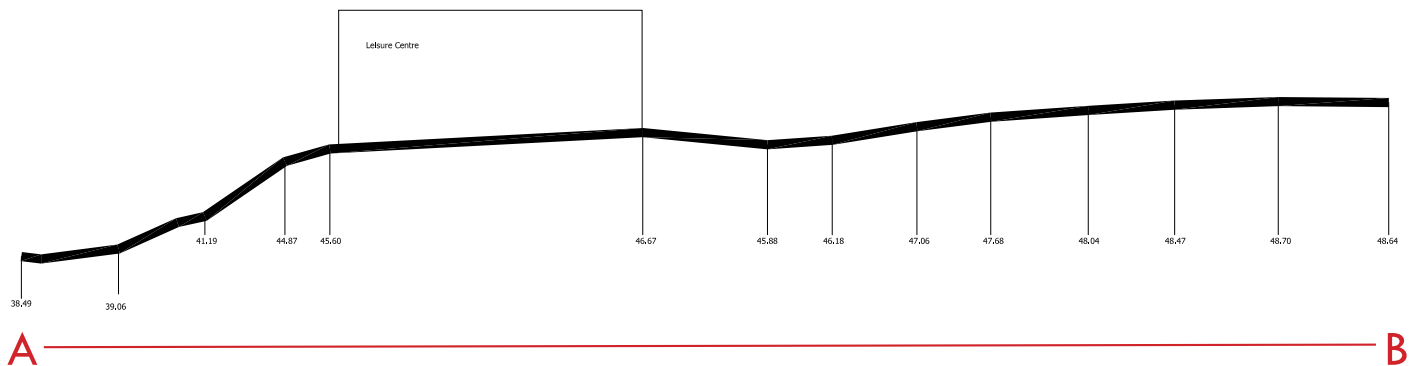
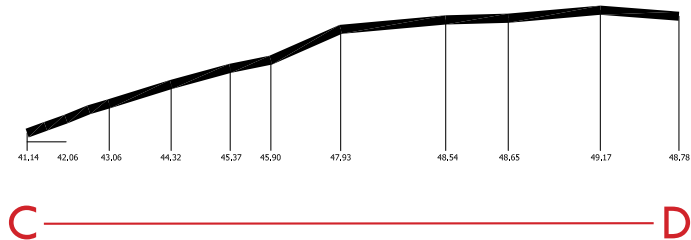
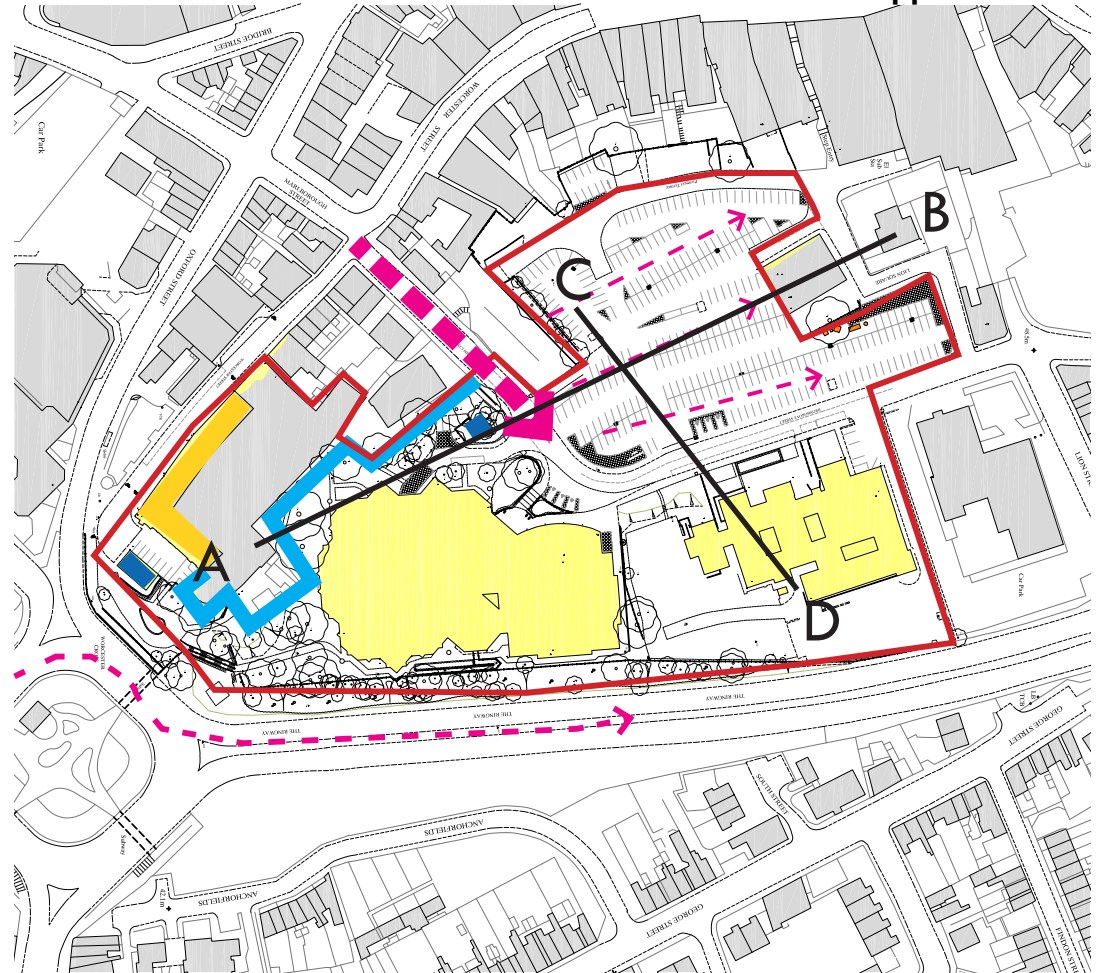
Listed Buildings

Within the boundary of the study area the former Magistrates Court on Worcester Street is the only listed building. It is locally listed and the building frontage itself is a prominent and attractive building that is quite a landmark for this entrance into the town. Being located at the perimeter of the site it is not seen as a constraint to the development of the site.

Site constraints diagram

The site constraints diagram (opposite) was produced in response to topographical information about the site and information from a detailed measured survey. It quickly and clearly highlighted key features of the site and areas of potential concern or constraints for development. Major inclines and retaining walls are key features of the site. The site sectional diagrams also illustrate the dramatic level changes across the site which will have to be taken into consideration during the design process.

- Study area boundary 
- Listed Building 
- Electricity substation 
- Retaining Wall 
- Major incline 
- Significant incline 



Arup Site Review

Arup, as part of their service, provided professional advice and their site review comments are set out below;

Zone A; Level Variation ~46 to 49m. Reasonably flat and developable once the utilities have been moved through it (applies throughout the site). There is a reasonable slope going down towards Prospect Hill in the car park to the South, this may potentially need a new retaining wall depending on proposed levels etc.

Zone B; Existing Leisure Centre. Assumption is that this is reasonably flat internally and could stay as approx this level 46.5m. The building is surrounded by banking and small retaining walls.

Zones A & B could be re-levelled (within reason) to suite the approx 3m variation across the site keeping as close to the existing levels as possible. There will be quite a bit of demolition rubble that could be used as fill so proposals should look to cut the levels as little as possible to prevent site removal of material.

Zone C; Involves a banking down from within the site to the road level. This, may be outside the boundary but there is unlikely to be any problem with this as long as the site levels inside the site adjacent to this area are not significantly raised.

Zone D; Development of this area will require a new retaining wall. This applies all around and adjacent to the retaining walls between zones D, E and F. In fact the assumption should be that this wall is at the end of its life and needs replacing.

The big localised drop adjacent to the car park (where the level reduces to ~43m) should have new retaining walls too and could be used as a main entrance into the development with stairs, ramps/lifts etc.

Zone E; There are serious site level changes. Same applies as Zone D regarding the retaining wall, in addition there is the need to ensure the levels around the subway are not amended. Other than for new landscaping which would need to follow the existing levels, the best approach is to minimise development in this area.

Zone F; Site at much lower level so would suit a separate development completely or a multi-storey building that links this plot into the higher levels. Again to make use of this plot it can be assumed that the retaining wall would need replacing. Once the retaining wall is replaced this is pretty simple. Only concern is the boundary with the adjoining properties (3rd Party walls etc).

It can be assumed that any boundary retaining walls around the site will need replacing.

The key issue with the boundary is ownerships etc as this can seriously deter developers. This would need to be clarified so legally whoever buys the site knows where they stand.

In terms of the big retaining wall, a reinforced earth retaining wall would be investigated as a preferred option as it can be assumed there will be spare material on site. This would be installed on the former Magistrates Court side of the site, for a 10m high retaining wall there will need about 10m of footprint on plan as space in from to install. This may be hard around the existing buildings (that don't belong to this site) so it may force a contiguous piled wall, which would be more expensive but not need to impinge on the low level site area.

- **Ground Conditions**

The ground conditions at the site are expected to comprise Made Ground (from previous site uses) over alluvial sand and gravel over sandstone bedrock. There is likely to be a significant variation in the nature and thickness of Made Ground across the site, and there are likely to be backfilled cellars in places. The British Geological Survey has records of a backfilled water well within the site with a diameter of around 3m extending to around 10m depth. The underlying natural sand/gravel or sandstone will provide a good bearing stratum for foundations. The main geotechnical risks are likely to relate to the variable depth to natural ground and the various level differences across the site, which are likely to require the use of retaining structures.

The site has previously been occupied by a combination of residential, commercial and industrial buildings, including a timber yard, carpet works and brass foundry. More recent uses have included a health, leisure centre, market and car parking. There is likely to be some degree of ground and groundwater contamination relating to these past uses in at least part of the site. The sandstone beneath the site is designated a principal aquifer, and therefore the potential for groundwater contamination is particularly important. However, the risk to the proposed development is not likely to be significantly higher than other sites within the area with similar industrial history.

KEY REQUIREMENTS OF THE MODEL STORE

- To establish the basic Client Requirements (size of store, other uses, etc)
- Development of options and high level appraisal.

The KCAAP policy document identifies the central ambition for this site to 'attract a major new retail store in this area that will help to drive footfall over to this side of the town. This will require major redevelopment of existing buildings within the site and links to Worcester Street will need to be improved.' 11.16 KCAAP

A large food store has been identified as the driver of the development of the core area (Parcel One) providing the catalyst for the regeneration of the wider area and centre. As such key client and foodstore operator requirements will be identified in this first section.

The following section 2 will investigate the other uses to be accommodated within the site and ensuring this can be developed in accordance with the Council's policies and aspiration for this part of the town centre.

Model Store Principles

Each major operator has their own very similar, yet slightly different set of design standards and rule sets which form the basis of the model store set up. These design principles have been developed over a number of years and are based on experience and practical application. The model store layouts are the key to designing operationally successful stores that have been proven to meet operator's and customer's expectations.

The Kidderminster Eastern gateway site is not a straight forward site and because of this the final recommended proposal in this report may deviate from the standard model. Importantly the model store delivers the most cost efficient solution for retailers, deviation from this increases cost and decreases returns so must be kept to a minimum. Proposals in this study will aim to keep nonstandard features to a minimum to ensure the scheme is attractive to operators and developers.

Car Parking Principles

A ratio identifies the number of car parking spaces that need to be provided to ensure that the store has sufficient car parking for customers and to comply with planning guidance and operator requirements. The car parking ratio must fall between 1:14, as set out in PPG13 and 1:20 which is the minimum most operators will accept. One car parking space per 14 sq. m to 20sq. m of the gross external area of the store.

Design Challenges

The site has a steep incline and this presents a number of options for its redevelopment. Either a store at grade, with car parking around it. Or a store on stilts, with the parking at grade underneath the store. This type of store, with parking separated, from the sales floor requires an atrium with travellators. This adds cost and it is usually preferred if 40K cc sales is achieved ie: 68Ksq. ft gross external area.



A model store at grade with a 30,000sq. ft. Nett sales CC area.

Key features:

- Blue - 30K CC Sales floor
- Dark Blue - Staff area
- Yellow - Entrance lobby.
- Orange - Cafe
- Green - Back of house; deliveries, goods online etc.
- Car parking
- Maximum 1:18 parking ratio
- Disabled parking 0.6%
- Parent and toddler 0.4%

A model store on stilts (1st floor) with a 40,000sq. ft. Nett CC sales area and parking below at ground level.

Key features:

Blue - 40K Sales floor

Dark Blue - Staff area

Yellow - Atrium with travellators and lifts for customer access from car park below.

Orange - Cafe

Green - Back of house; deliveries, goods online etc.

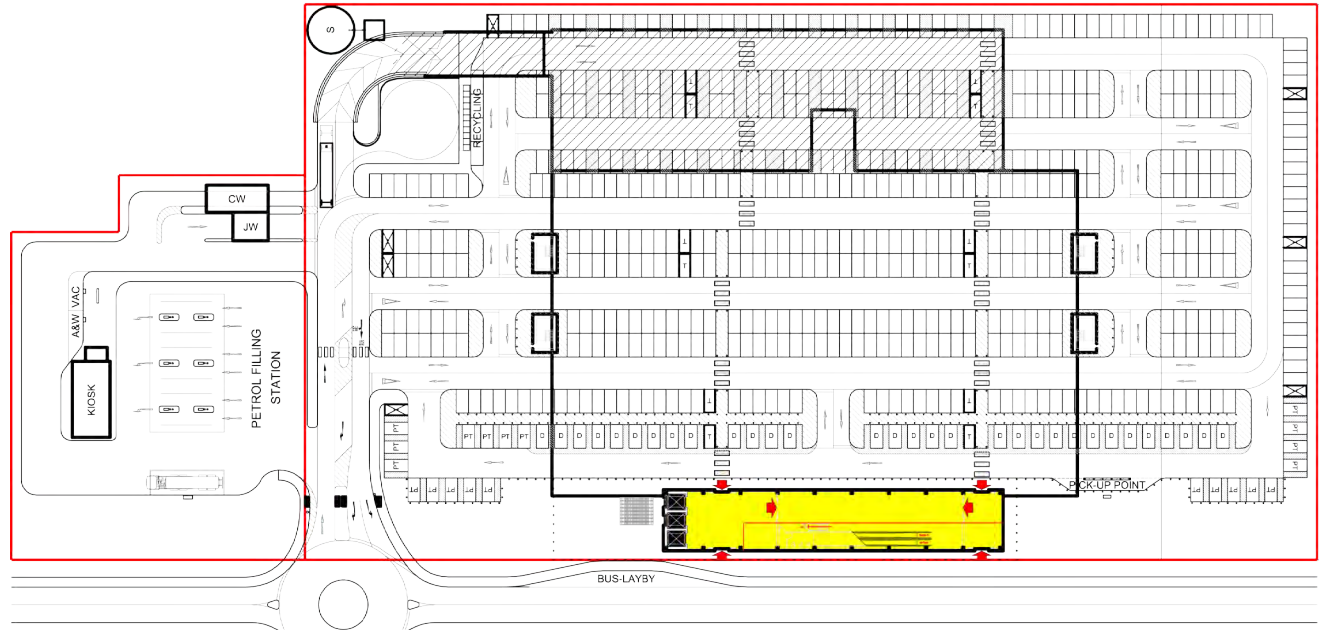
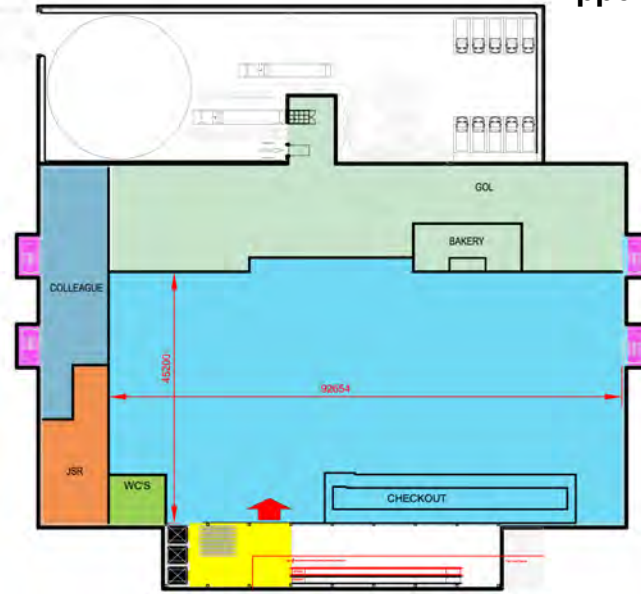
Car parking

Maximum 1:18 parking ratio

Disabled parking 0.6%

Parent and toddler 0.4%

Fall maximum 1:60 across the site.



OPTIONS TESTING

- Options testing - To prepare sketch studies, to determine the feasibility of the Client's Requirements (with area breakdowns)

Option 1 - Store on Stilts (First Floor) 40K Net sales CC



ground floor

PROPOSED AREAS

	sq.ft	sq.m.
Nett Sales CC:	40,000	3,716
Total Gross Internal Area	65,881	6,120
Total Gross External Area	68,863	6,398

Option 1 - Store on stilts 40K Net CC sales

A 40k CC net sales model store on stilts maximises car parking potential of the site and store size.

Advantages:

- Larger sales area.
- Two additional potential development plots on the site.

Disadvantages

- The profile of the building is high and may tower over the locally listed magistrates court.
- The entire site needs to be levelled to achieve 1:60 car park fall ratio.
- It does not follow existing urban grain



first floor

CAR PARKING REQUIREMENTS

Total Parking Spaces:	415
Disabled Spaces:	26
Parent & Child Spaces:	18
Parking Ratio 1:14.5	

Option 2 - Store at grade 30K Net sales CC

Option 2 - store at grade 30K Net CC sales

A 30k CC net sales near model store creates a more sensitive scheme that is more in keeping with the existing urban grain and scale. The store is aligned with Prospect Hill and follows existing road layouts. The smaller store size might make this option less attractive to operators.

Advantages:

- The building sits better on the site than option 1
- Scale of store and access.
- Recycling

Disadvantages

- Small sales area may impact the viability of this option.
- An extensive area of the site needs to be levelled to achieve 1:60 car park fall ratio.
- Only one additional plot for redevelopment.



PROPOSED AREAS

	sq.ft	sq.m.
Net Sales CC:	30,000	2,787
Total Gross Internal Area	54,725	5,084
Total Gross External Area	57,409	5,333

CAR PARKING REQUIREMENTS

Total Parking Spaces:	281
Disabled Spaces:	19
Parent & Child Spaces:	13
Parking Ratio 1:20	

SERVICES INFORMATION AND ANALYSIS

Information about the site

Arup, as part of their service, gave provided professional advice and their comments are set out below;

The existing services are potentially a big driver for the redevelopment of the site.

The water search documents reveal the existing drainage layouts. A 10m easement must be maintained to these pipes (5m clear each side) for Severn Trent.

The same type of principles apply to the primary gas and water lines that run through the site, in that an easement will be needed and they certainly should not be built over.

There will be significant costs associated if either of the two substations need to be moved.

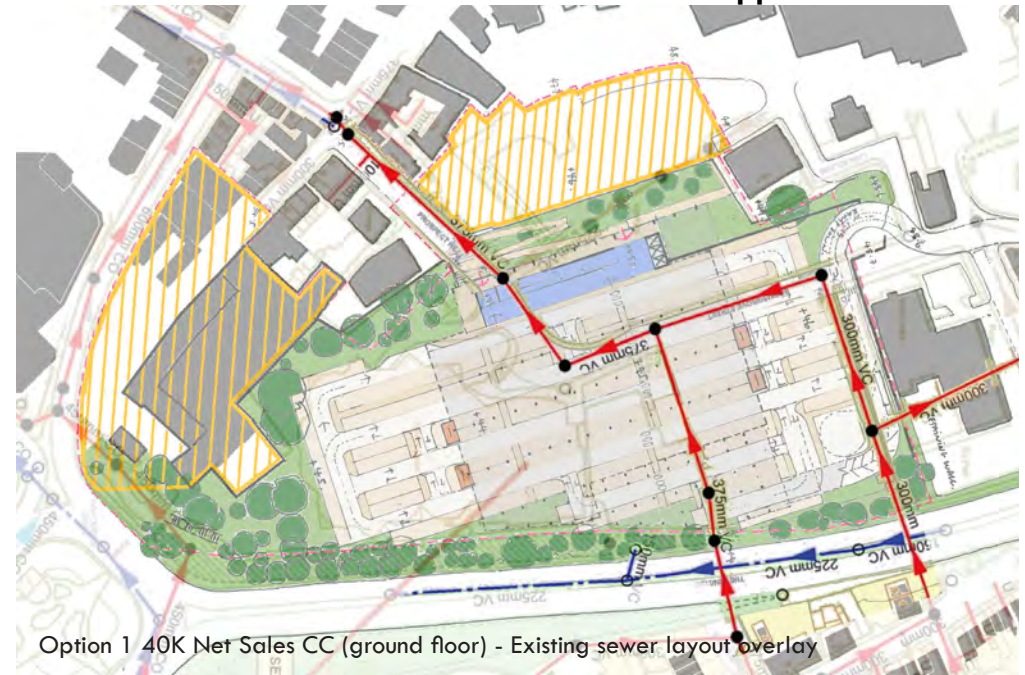
If easements cannot be maintained to these pipes and services the alternative option would be to divert services around the site. This however will incur significant cost.

The Entec Report suggests there is minimal risk in terms of ground contamination. But it must be noted that this report only covers the Law Courts and Markets part of the site (and shops on the other side of Worcester Street).

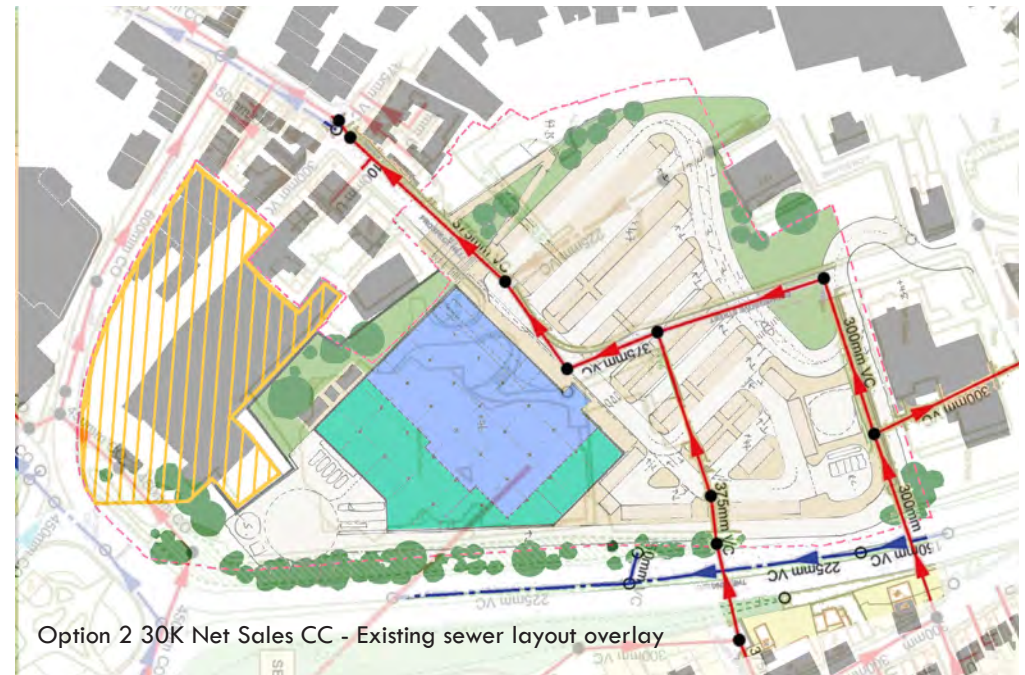
Existing drainage layouts

The diagrams opposite show the initial sketch schemes with the existing sewer layout overlaid.

- It is evident that Option 1 40K Net Sales CC would mean that the sewers would need to be diverted.
- It is possible that Option 2 30K Net Sales CC could be accommodated on the site without the need to divert the sewers.



Option 1 40K Net Sales CC (ground floor) - Existing sewer layout overlay

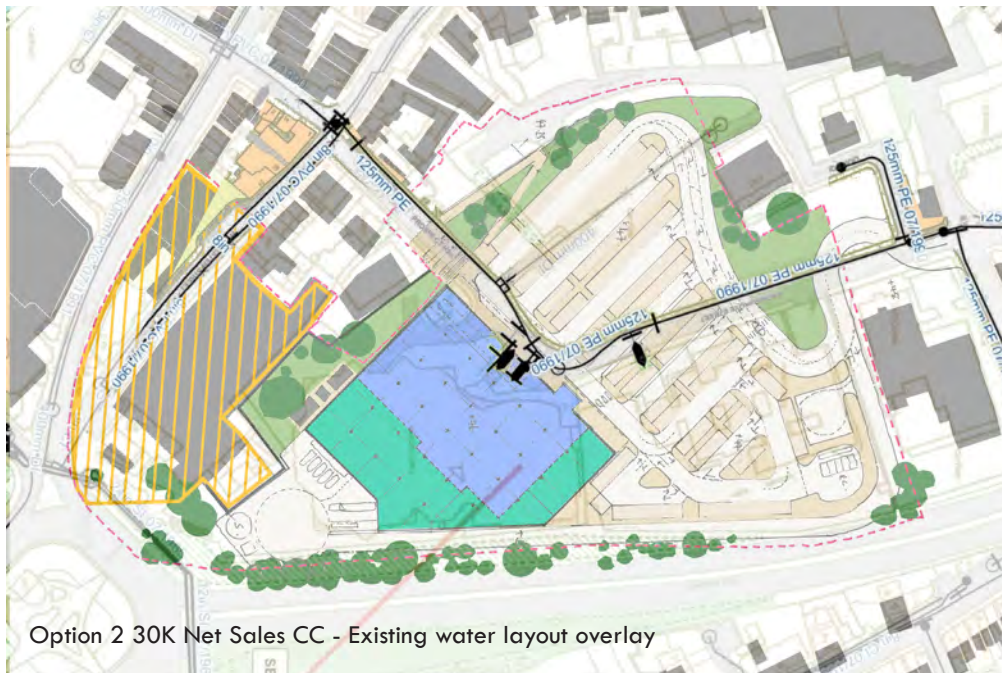
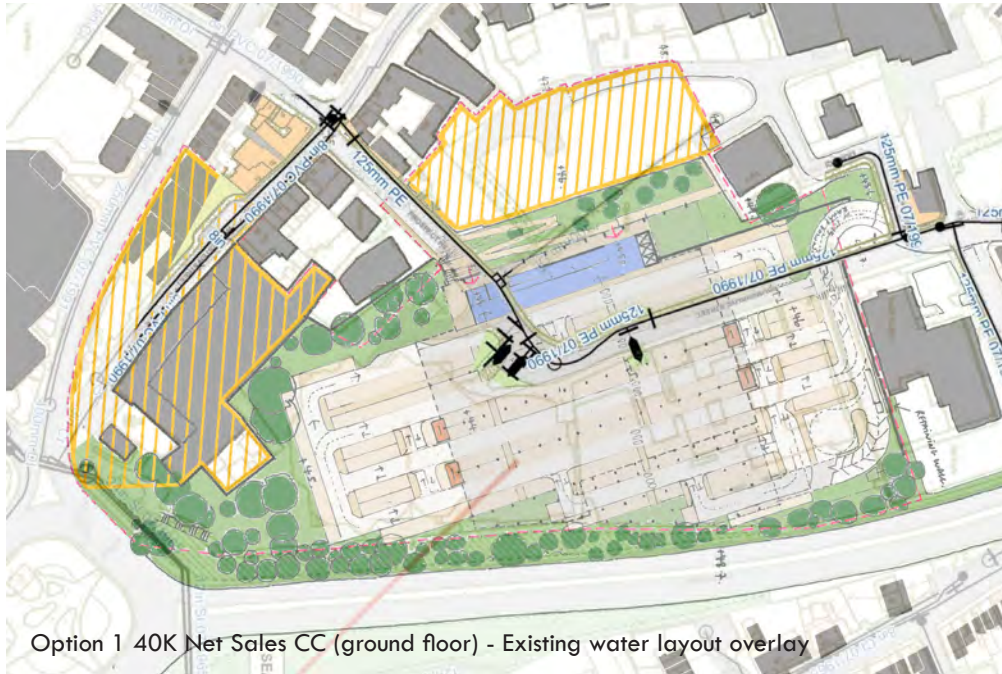


Option 2 30K Net Sales CC - Existing sewer layout overlay

Existing water layouts

The adjacent diagrams show the existing water layouts over the two initial sketch schemes.

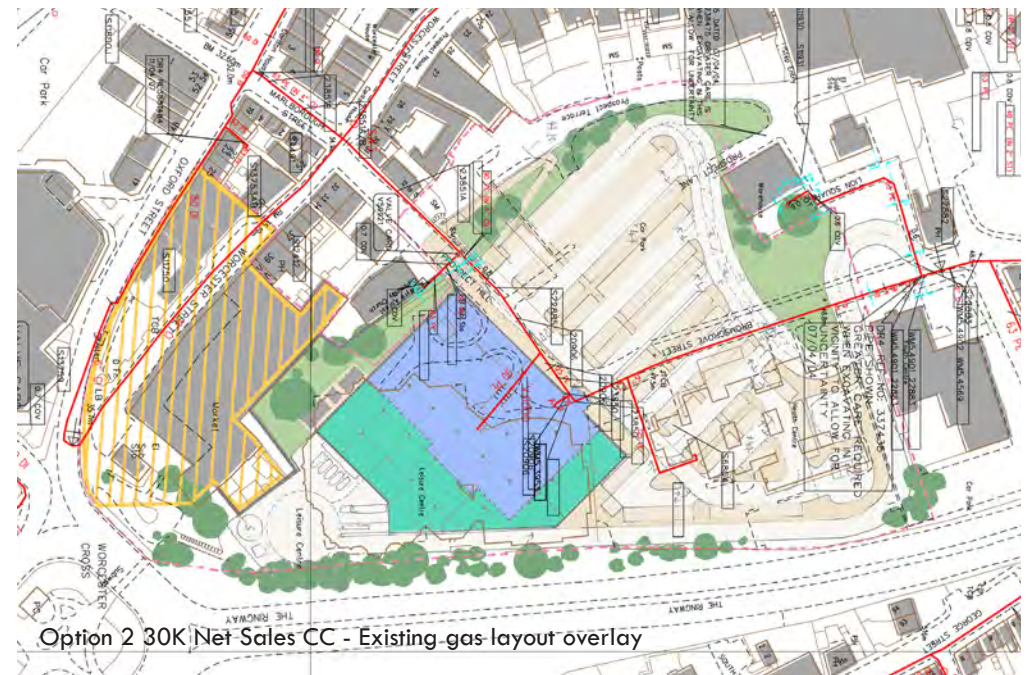
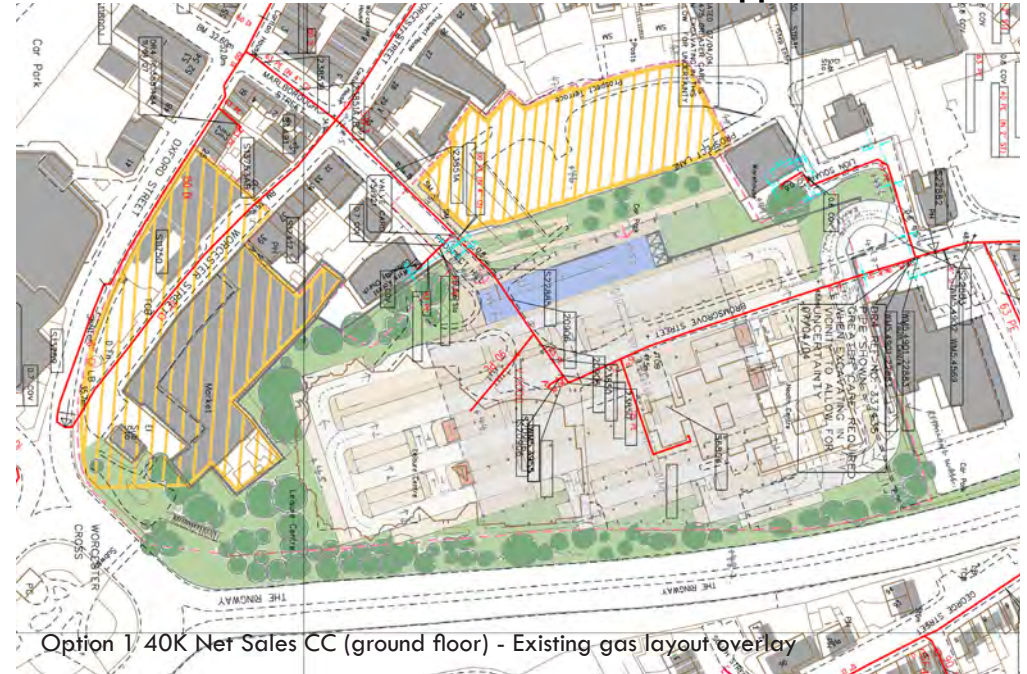
- Option 1 40K Net Sales CC overlay shows that to deliver this option existing water pipes would need to be diverted.
- Option 2 30K Net Sales CC overlay suggests that there might be a possibility of not diverting or only minor diversions.



Existing gas layouts

The diagrams opposite show the initial sketch schemes with the existing gas layout overlaid.

- Both Options 1 and 2 would require gas pipes to be diverted.



• **Highways Consultation**

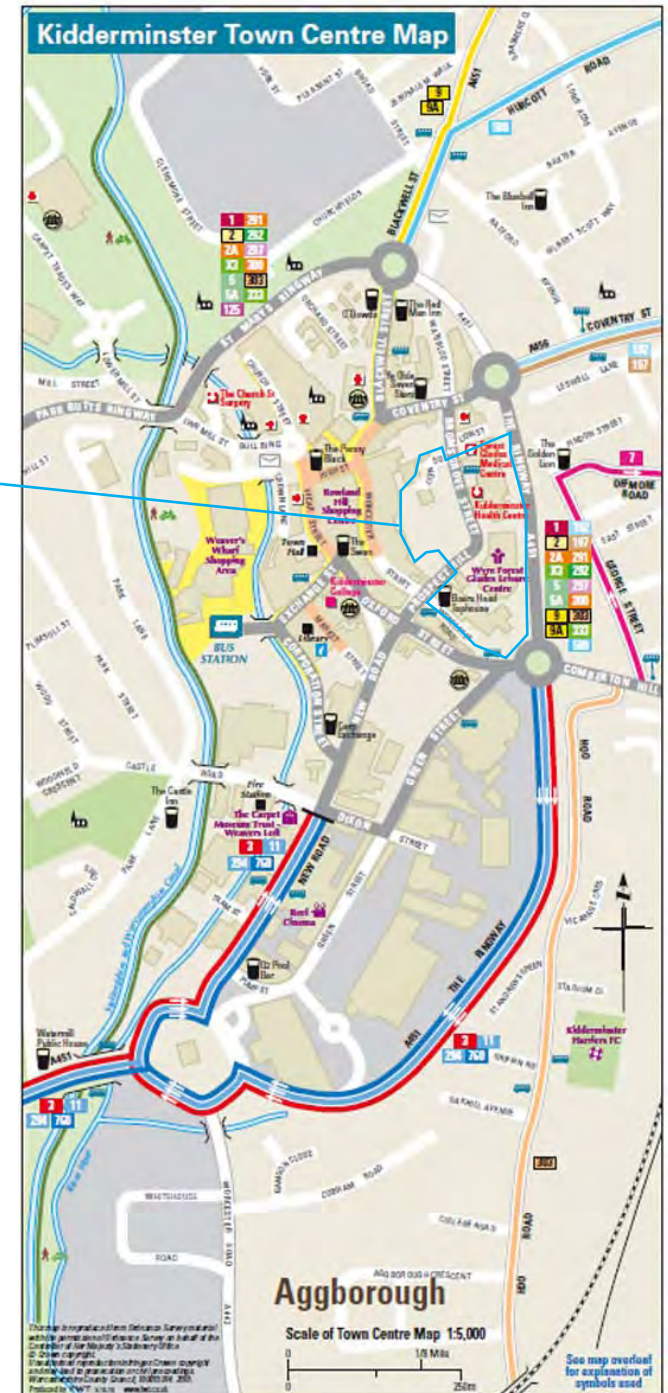
Phil Jones, highways planning consultant and the Wyre Forest District Council officer met with Worcestershire County Council (WCC) Highways team on 06.07.2011. It was a positive meeting and WCC were generally amenable to the proposals, with no fundamental objections to a food store on the site.

There are a number of points to consider that came out of the meeting;

- WCC are willing to consider a new junction off the Ringway at the north end of the site where the level difference disappears. This could be one of a number of options, left in/out, left in only, all movements etc.
- This access may require the introduction of signal control on Coventry Street Island (with some kerb realignment) or more preferably, replacing the island with a more traditional signalised cross roads. Whilst the latter would have higher cost implications it would benefit pedestrian movement across the ring road to the site.
- There are various ways of using Coventry Street in terms of access, either with or without the direct Ringway access, including a one way system, mini islands etc but WCC are keen to see some initial analysis of a Ringway junction in traffic terms. Data from the ASDA planning application could assist with this.
- The importance of retaining a north/south linkage preferably through the site was recognised, in the context of limited north/south connections that exist elsewhere in the town. However, this could be kept on a different alignment or a change to the current type/usage of the street.
- Bromsgrove Street serves a number of bus routes. If this is severed then it would mean having to consider re-routing buses on to the currently pedestrianised Worcester Street. Whilst WCC were not adverse to this idea, it was envisaged that this would be considered through a wider Kidderminster transport assessment.
- Comberton Hill/Worcester Cross Island - Works to this Island are not seen as essential to enabling the development but would be desirable in the wider accessibility/ place making context. This would include signalisation, subway infill and at-grade pedestrian crossings which would add significant costs.
- Implications of the Youth Centre - If it is intended to keep existing access arrangements from Bromsgrove Street then it does have advantages of including the Youth Centre within the development area. However, it looks unlikely we could be able to use Lion Street as the Ringway access due to the proximity of the Coventry Street Island junction and Ringway access to the south of the Youth Centre could separate this parcel from the rest of the site.

KIDDERMINSTER TOWN CENTRE BUS ROUTE MAP

Indicative study site boundary



Option 3 - Store at grade with mezz 40K Net sales CC (including 10K mezz)

Option 3 was derived by taking the strongest features of options 1 and 2 to deliver a 40K store on the site using a mezzanine to allow the store to use the same orientation as option 2 store at grade 30K cc net sales whilst accommodating 40K cc net sales area within a smaller foot print. Importantly leaving the utilities in-situ due to cost considerations was a particular strength of this option.

Advantages:

- The store is shifted to avoid the nearby substation (shown in red).
- 40K net CC sales delivered in a smaller footprint.

- Minimal disruption to utilities and therefore reduced cost implications.

Disadvantages

- An extensive area of the site needs to be levelled to achieve 1:60 car park fall ratio.
- Only one additional plot for redevelopment.



ground floor

PROPOSED AREAS

	sq.ft	sq.m.
Nett Sales CC:	40,000	3,716 (26K food 14K GM)
Total Gross Internal Area	75,474	7,011
Total Gross External Area	78,474	7,289

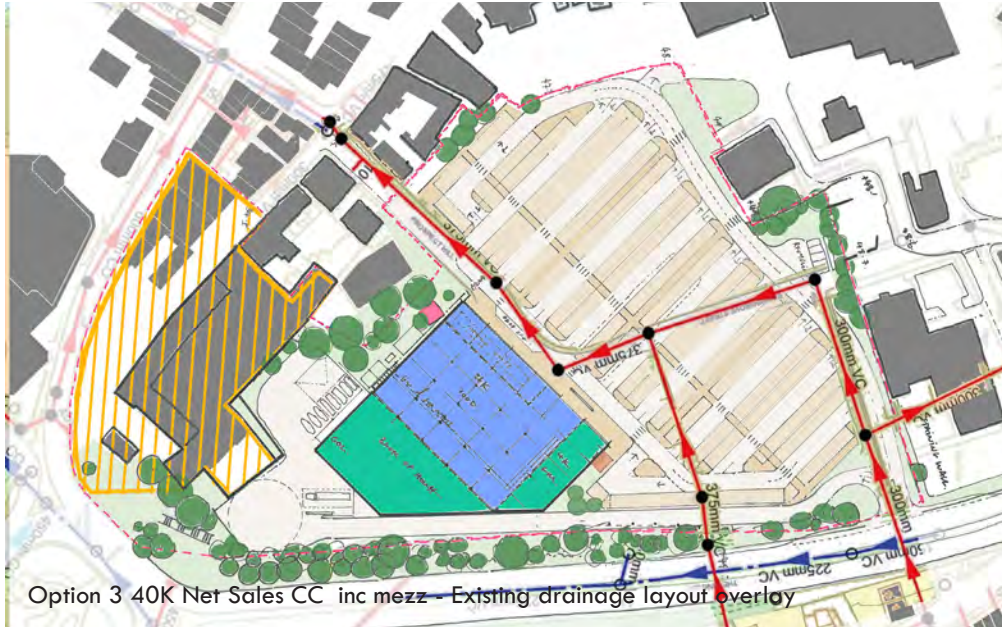


first floor

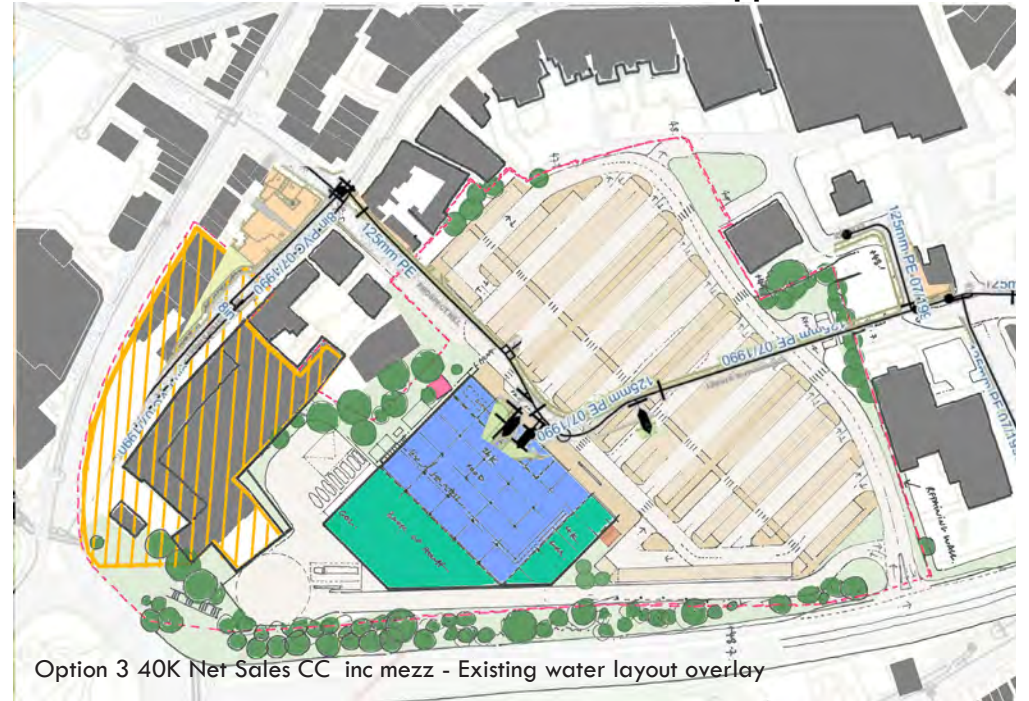
CAR PARKING REQUIREMENTS

Total Parking Spaces:	498
Disabled Spaces:	30
Parent & Child Spaces:	18
Parking Ratio 1:	15.5

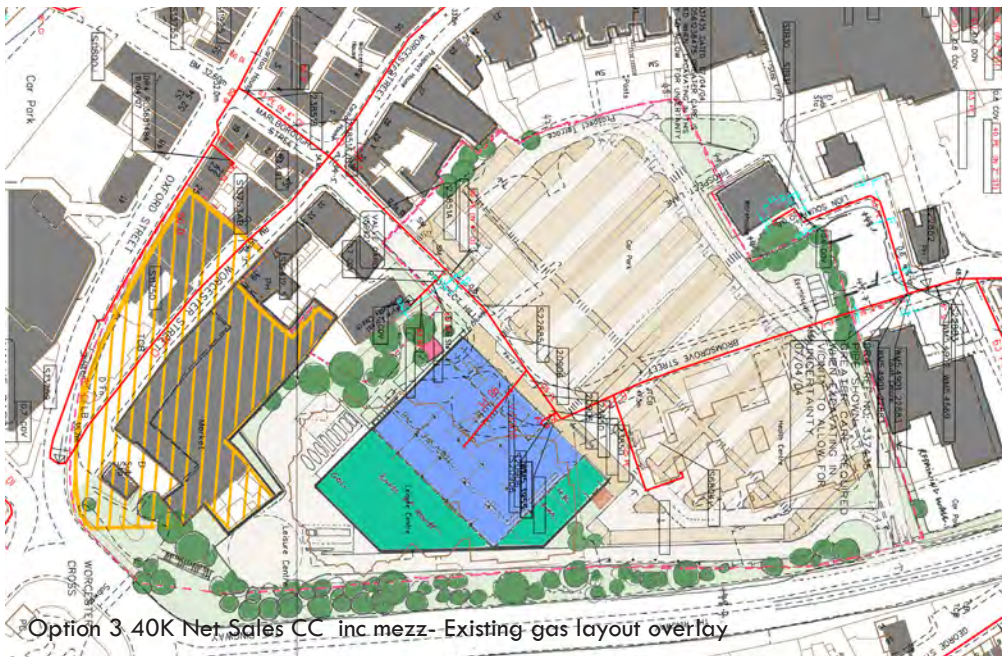
TESTING OPTION 3 AGAINST UTILITIES



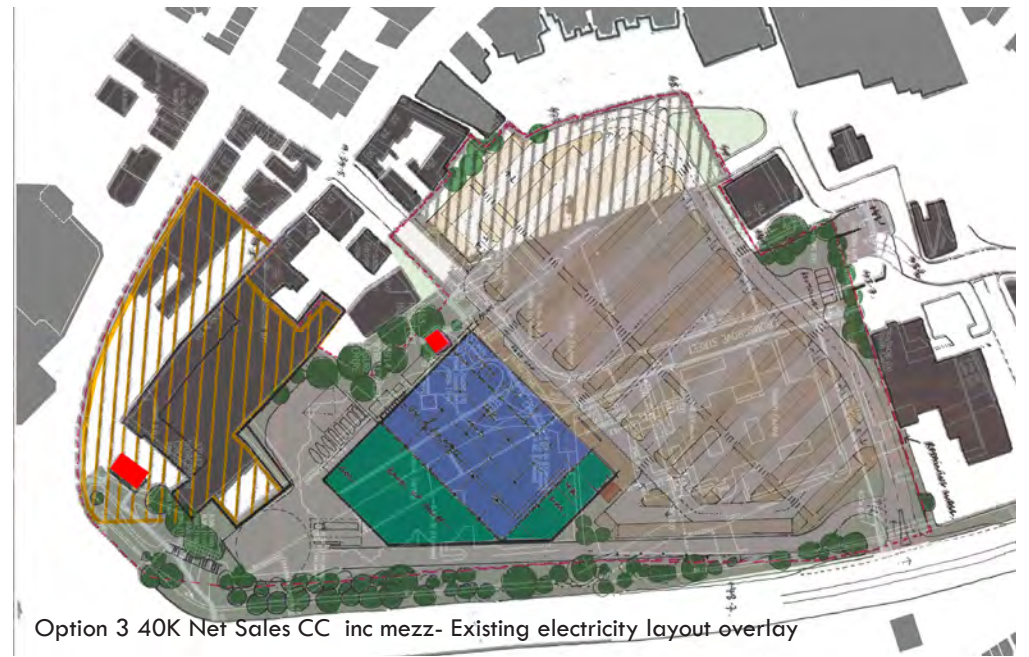
Option 3 40K Net Sales CC inc mezz - Existing drainage layout overlay



Option 3 40K Net Sales CC inc mezz - Existing water layout overlay



Option 3 40K Net Sales CC inc mezz - Existing gas layout overlay

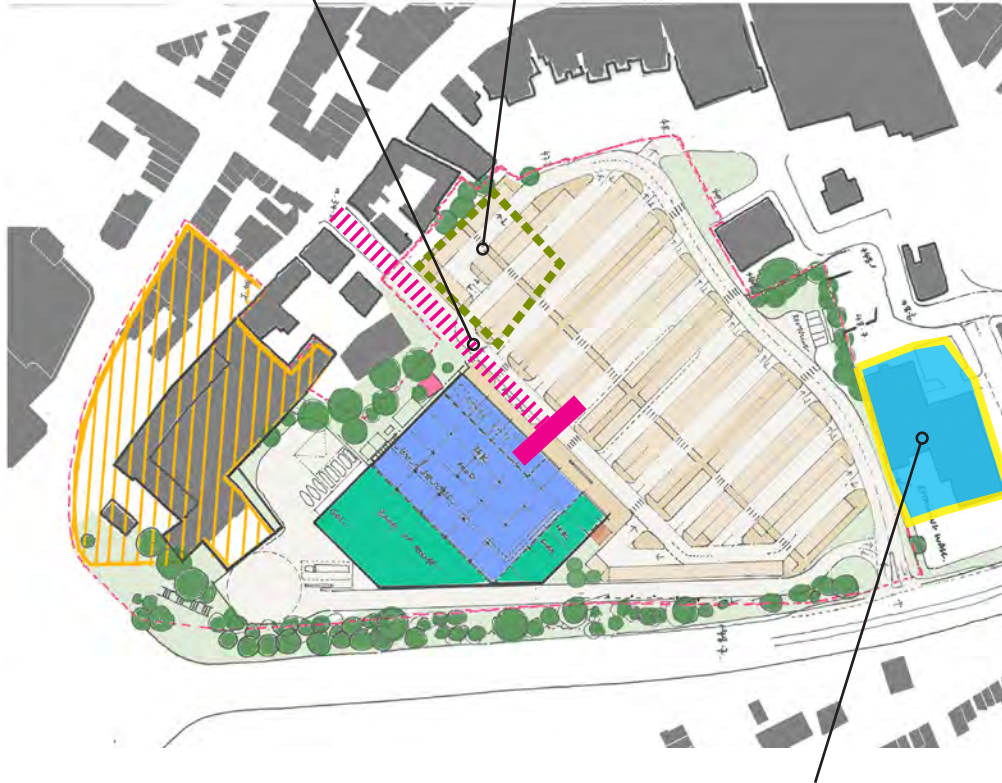


Option 3 40K Net Sales CC inc mezz - Existing electricity layout overlay

Further opportunities presented by Option 3 40K Net Sales CC inc mezz.

Road layout, similar to existing - rises to meet carpark in front of the store.

Retail unit below car-park deck over



Potential site for PFS with Youth centre relocated to the former magistrates court

These additional opportunities will be investigated and developed further in section two.

Section 1 : Key Outputs and Findings

This section began with an analysis of the opportunities and constraints presented by the existing site. The key issues are:

- Significant level changes across the site
- Existing utilities
- Highways opportunities and existing bus routes

As the key driver of the redevelopment of the project site this first section had focussed primarily on the feasibility of delivering a viable foodstore on this site.

Most operators develop on the basis of an idealised 'model' store that forms the starting point for new development projects. These were introduced and examined as a starting point for this feasibility study.

Three preliminary options generated based on the model stores have been tested against the site constraints including existing utilities, water, electricity, gas and sewers as well as in relation to the existing levels on the site and expected operator requirements.

The preferred option going forward is Option 3 - 40K sq. ft net cc sales including 10K sq. ft on a mezzanine. The constraints of the site, namely the level differentials and utilities mean that there is quite a significant deviation from the ideal model store to accommodate the requirements within the constraints of the site. This has implications in terms of the costs associated with the construction of the store.

The outcome of the meeting with Wyre Forest District Council identified a number of additional possibilities for the development identified as Option 3A in section 2 including;

- The retention of the public transport connection through Prospect Hill at the front of the store. This has been achieved by amending the level of the store and car park to allow the connection to be retained.
- The exclusion of the small car park on Prospect Hill that is in private ownership.
- The possible redevelopment of the existing youth centre as a PFS, petrol filling station.

Actions going forward to Section 2

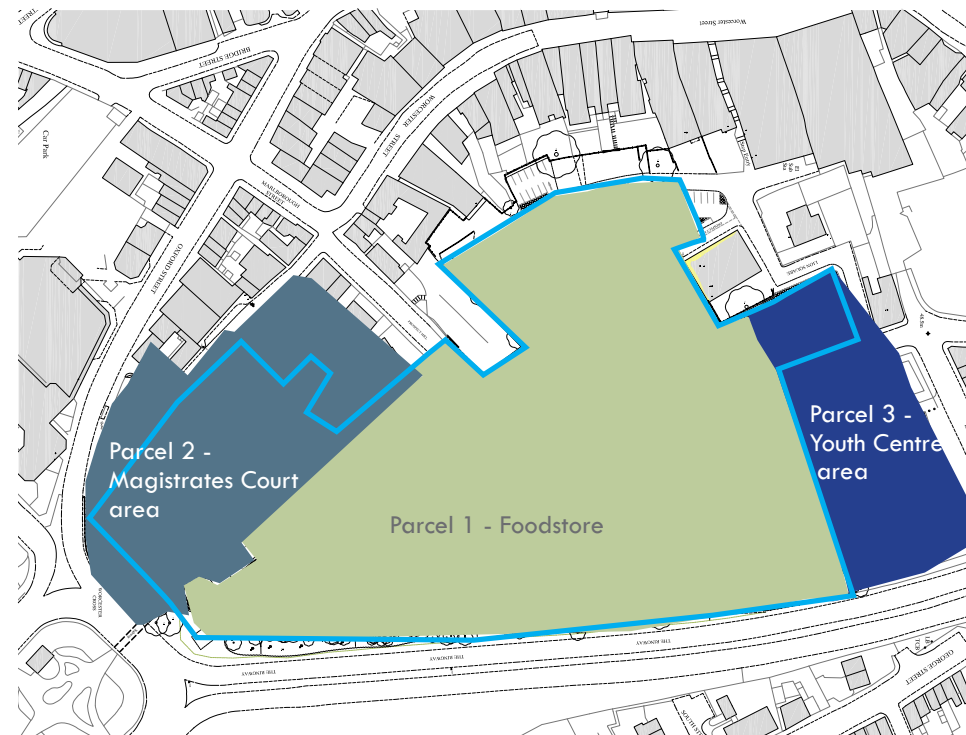
- Refine Option 3A
- Interrogate the other land parcels within the project area
- Research and present best practice for public realm improvements, connectivity and case studies.

Section 2. The development of the feasibility study:

Relevant objectives

- More detailed analysis of the clients requirements and prepare outline proposals.
- To carry out studies (as required) to determine the feasibility of the Client's requirements
- To advise on the need for specialist input to complete feasibility studies.
- To provide information to discuss proposals with and incorporate input of other consultants.
- To assist with consultations with key stakeholders, primarily the PCT and Worcester County Council.
- To coordinate the design concept feasibility report including detailed liaison with the Core Project Team.
- Identify preferred option and evaluate key opportunities for the site.
- To consider potential relocation of the PCT on site.

PARCEL KEY PLAN



FURTHER SCHEME DEVELOPMENT

- More detailed analysis of the clients requirements and prepare outline proposals.
- To carry out studies (as required) to determine the feasibility of the Client's requirements

Parcel 1 Foodstore Option 3A

Option 3 - 40K sq. ft net cc sales including 10K sq. ft on a mezzanine was identified as the preferred option, a subsequent meeting with Wyre Forest District Council identified a number of additional possibilities for the development identified as Option 3A

- The public transport connection through Prospect Hill at the front of the store is retained. This has been achieved by amending the level of the store and car park to allow the connection to be retained.
- The exclusion of the small car park on Prospect Hill that is in private ownership.
- The possible redevelopment of the existing youth centre as a PFS, petrol filling station.
- CAD plans have been drawn up

Areas
40,000ft² Nett CC sales

GIA
Ground - 4,517m²
Mezz - 1,588m²
Total - 6,105m²

GEB
Ground - 4,732m²
Mezz - 1,665m²
Total - 6,397m²

Car Parking Provision
Standard spaces - 423
Parent and Toddler spaces - 17
Disabled spaces - 26
Total - 466



ADDITIONAL POTENTIAL DEVELOPMENT OPPORTUNITIES

- To advise on the need for specialist input to complete feasibility studies.
- To provide information to discuss proposals with and incorporate input of other consultants.
- To assist with consultations with key stakeholders, primarily the PCT and Worcester County Council.

Parcel 2 - Former Magistrates Court - Sketch Option 1



Having identified the principles and approach for the delivery of a potentially viable foodstore for the main area site the other smaller peripheral parcels of land were investigated. Whilst parcel 2 lies outside the core foodstore scheme, it offers potential relocation opportunities for existing uses and is aligned with the Council's ambitions for the wider Eastern Gateway site.

After a site visit, initial suggestions and options for the former Magistrates Court and surrounding plots were set out for discussion.

Option 1 offers:

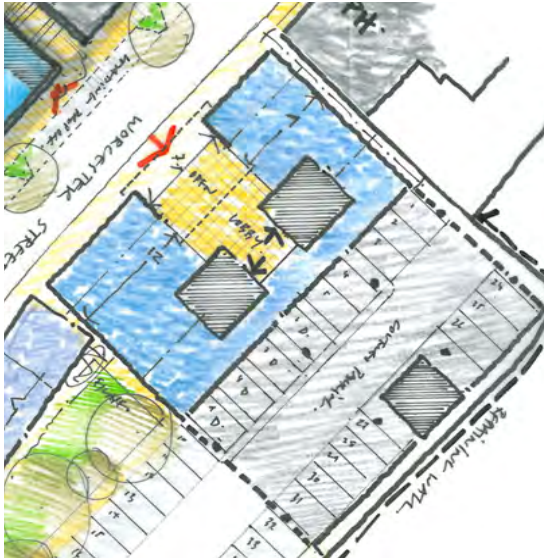
- Partial demolition of former Magistrates Court.
- Construction of circa. 30K sq. ft new PCT building
- 61 PCT car parking spaces
- Relocated Youth Centre/other use

The Former Magistrates Court

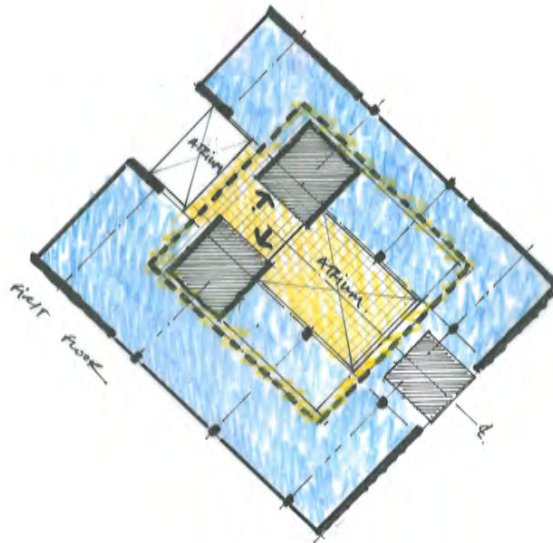
The former Magistrates Court is locally listed, the building was originally a carpet factory, but later became a magistrates court with offices. It shares the site with a single storey covered market area, which was not part of the survey brief. The building comprises three storeys and a basement, and is mainly of brick construction with metal columns and beams supporting pitched roofs. The second floor and part of the first floor have a pitched tiled roof, with part of the first floor also having a slate roof and an asbestos cement roof over part of the ground floor. We understand that this building was occupied until approximately 6 years ago. It is now empty and has been vandalised, with roofs stripped of lead and internal finishes and fittings smashed and electrical cabling stripped. There are areas where the roofs are no longer in place, exposing the interior to the elements. Without urgent attention to some parts, the building will rapidly deteriorate further to complete decline. A full property condition survey was carried out in 2010 by Wyre Forest District Council ref: *PROPERTY CONDITION SURVEY UPRN: OP22K21 Former Magistrates Court.*

There is local ambition to save this building as there are so few heritage buildings in this area of Kidderminster. This proposal sets out to retain the most architecturally interesting portion of the building, the offices section.

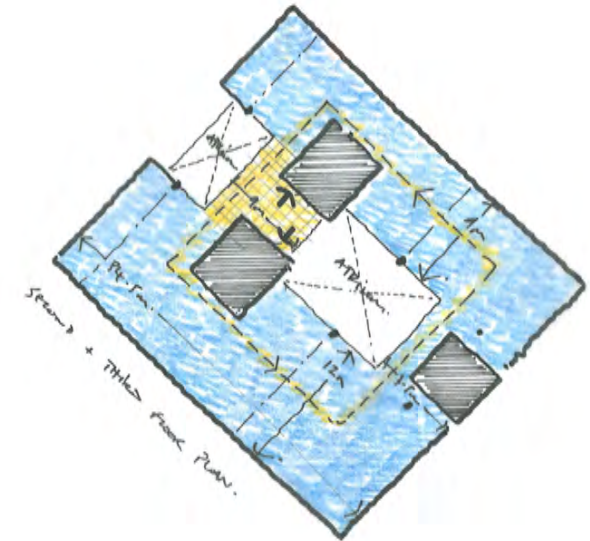
PCT SKETCH PROPOSAL



PCT Ground Floor



PCT First Floor



PCT Second Floor

Health Centre Provision

The existing Kidderminster Health Centre building located on the core study area is nearing the end of its useful economic life and Worcestershire PCT are looking to replace the existing Health Centre with a new facility which will include the relocation of the two existing Doctor's surgeries and additional health care services.

Whilst the exact requirements of this new building are currently unknown due to recent significant changes in the structure of strategic health care provision, initial plans identified a need for 3,500 m² of floorspace although is expected to be reduced.

The preference of the PCT and Doctor's surgeries would be to look to relocate to a location within the vicinity of the existing building. For the purposes of this study an initial feasibility exercise has been undertaken with the purpose of determining whether it is possible to accommodate the above requirements within the study area, however this should be treated as indicative at this stage and updated once the PCT/Health Authority have agreed the exact requirements for the new Kidderminster Health Centre, which it is understood is likely to be towards the end of the year

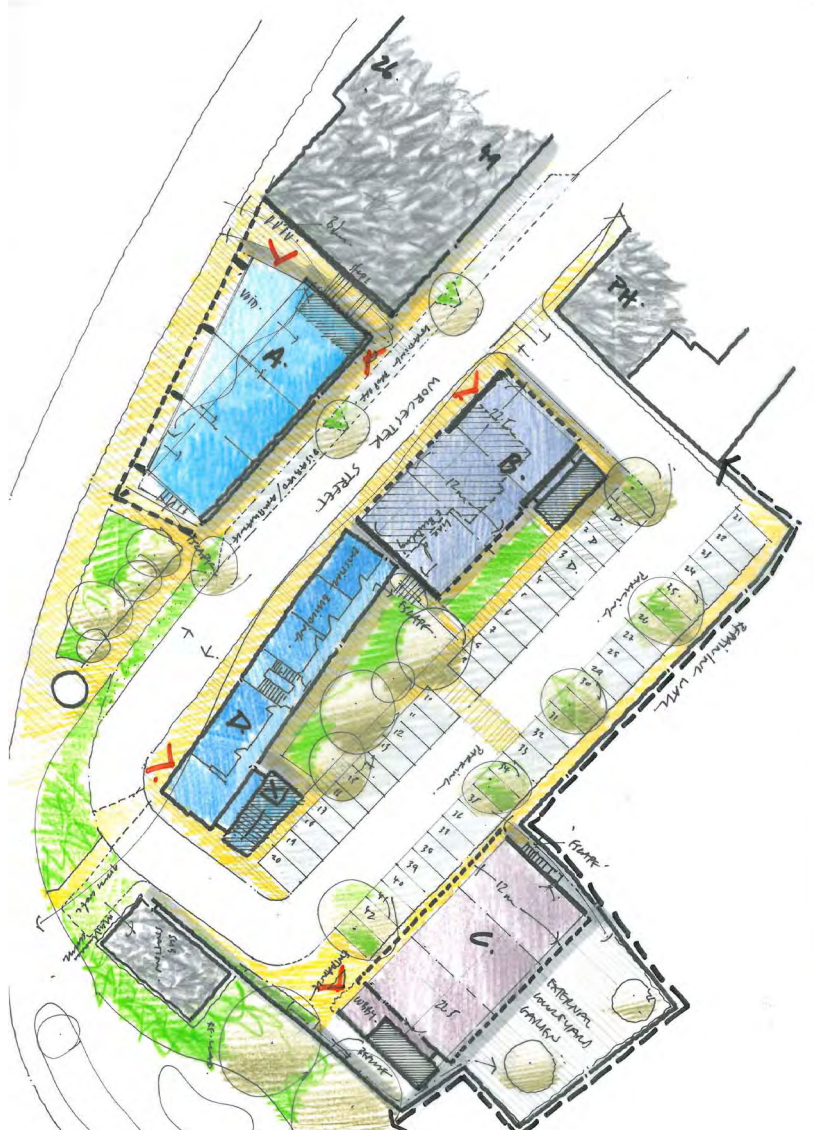
Sketch proposal

This sketch proposal, shown above, for the amalgamated PCT building is structured around a central atrium and has an efficient layout. It provides front and rear access at ground floor meaning it is easily accessible for visitors who arrive on foot or by car, it also has provision for ambulances. The building replaces part of the existing magistrates court and repairs the street scape along Worcester Street and presents opportunities for a strong street facing presence for the PCT in a new large scale flagship building.

The floor area is set out over three floors and is suitably scaled to be in keeping with the adjacent locally listed former Magistrates Court building. The construction and use of this building would reanimate Worcester street and could act as a catalyst for the redevelopment of adjacent plots including the Former Magistrates Court.

Potential new build (if existing part demolished)
 Ground floor GIA = 687m²
 First floor GIA = 1050m²
 Second floor GIA = 1050m²
 Total GIA = 2787m² / 30,000sq. ft

Parcel 2 Former Magistrates Court - Sketch Option 2



Alternative proposal for the redevelopment of the former magistrates court area

Option 2 sets out to develop a number of smaller plots which could potentially house a range of different functions and bring a diverse mix of people and significantly increase footfall to this area of the site. Possible uses include; relocated youth centre, doctors surgery, business start-up centre, pharmacy, etc.

Building A

Landmark / gateway
 Ground floor GIA = 262.5m²
 First floor GIA = 202.5m²
 Total GIA = 465m² / 5,000sq. ft
 82% Nett:Gross = 381m² / 4,101 sq. ft
 (Potential relocation for the Youth Centre)

Building B

Potential new build (if existing part demolished)
 Ground floor GIA = 300m²
 First floor GIA = 300m²
 Total GIA = 600m²
 82% Nett:Gross = 492m² / 5,296sq. ft
 (Potential relocation for PCT)

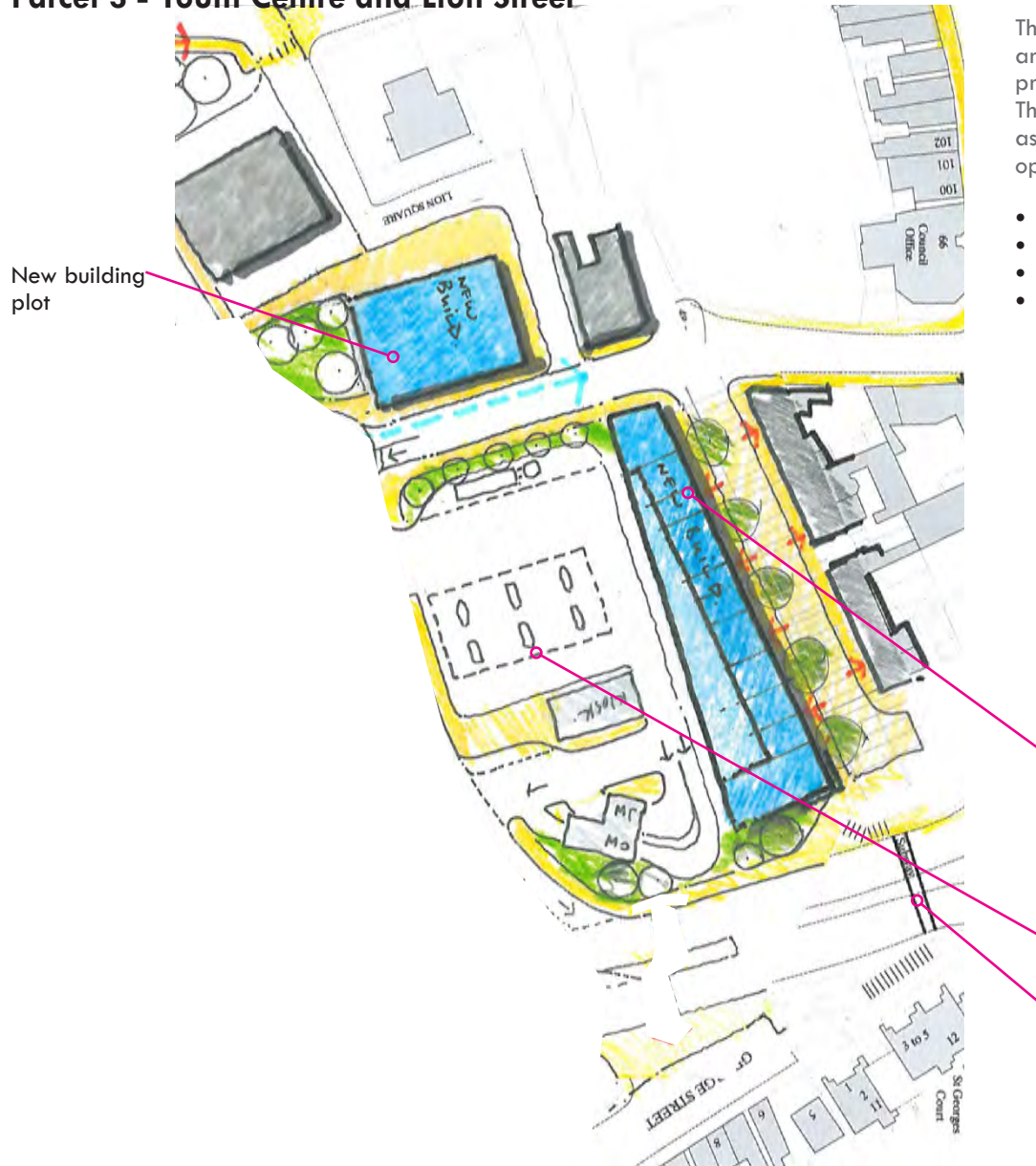
Building C

Potential new build to rear of site with private courtyard
 Ground floor GIA = 300m²
 First floor GIA = 300m²
 Total GIA = 600m²
 82% Nett:Gross = 492m² / 5,296sq. ft

Building D

Partial retention of existing Magistrates Court (office wing)
 295m² per floor.
 Ground, first, and second (basement not included)
 Total GIA = c885m²
 If assume 65% efficiency on conversion Nett = 575m² / 6,189sq. ft

Parcel 3 - Youth Centre and Lion Street



The majority of this site is outside of the KCAAP phase 1 boundary but forms part of the area in Phase 3 of the KCAAP. The Youth Centre is in a separate ownership however it presents an attractive future site opportunity. The redevelopment of the existing youth centre site as a PFS (petrol filling station) associated with the new foodstore presents a number of additional development opportunities:

- Relocation of the Youth Centre makes space for a PFS (petrol filling station).
- The PFS makes the foodstore a much more attractive offer to retailers.
- Lion street can be restored retail or residential options.
- New building plot - potential retail unit or relocated Youth Centre opposite the PFS.

CONSULTANT CONSULTATION

- To coordinate the design concept feasibility report including detailed liaison with the Core Project Team.
- Identify preferred option and evaluate key opportunities for the site.
- To consider potential relocation of the PCT on site.

Transport Planning Consultation

Key Issues

- Existing southbound town bus routes run through the site and will need to be retained if possible.
- Connectivity to the town centre for pedestrians and cyclists is important.
- Vehicular access from The Ringway is feasible in principle
- Direct access from The Ringway will improve the site’s acceptability to retailers.
- The total number of car parking spaces will need to meet retailers’ requirements

Preliminary responses

- Introduce a new signalised junction to provide access to the site from The Ringway.
- Separate access for service vehicles to the store service yard
- Mini roundabout to provide access for customers to the store car park from Bromsgrove Street
- Bus routes maintained through the site via the car park and a bus-only section of Prospect Hill.
- Careful design of the store frontage will be needed to make this acceptable to operators.
- Shared surface is proposed in front of the store to cater for buses, customer vehicles, pedestrians and cyclists.
- Prospect Hill to be one way southbound bus only, with suitable controls.
- A contra-flow cycle lane on Prospect Hill to be considered.
- Worcestershire County Council will be carrying out an overall study of the towns’ transport networks. This will consider future bus routings and facilities in the town centre, and may impact upon the preferred option for the site.

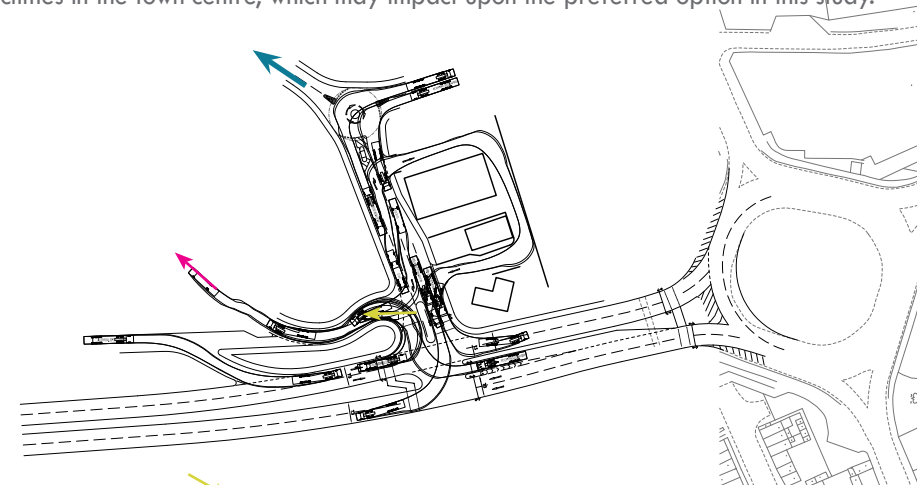
Highways and Access Proposals

A new traffic controlled junction is proposed on The Ringway, leading to a new vehicular route at the northern end of the site accessing the shoppers’ car park and linking to the remaining section of Bromsgrove Street via a mini-roundabout. This new junction will also provide direct access to the town centre across the ring road for pedestrians and cyclists. The town’s bus routes which run southbound on Bromsgrove Street will continue in front of the store through to Prospect Hill, as at present. Much of this route, including the section outside the main entrance, will also form part of the main circulation route of

the car park. It is intended that this section of Bromsgrove Street will be stopped up as public highway, but that the continued use of the route for public transport would be secured through a Section 106 Agreement with the landowner. Pedestrians and cyclists will be able to use Prospect Hill, as at present, and improved routes through to Worcester Street are also proposed. Northbound buses which currently travel past the site on The Ringway without stopping would be diverted past the site via the new link, stopping at a new northbound bus stop on the remaining section of Bromsgrove Street. This will provide shoppers with a convenient place to board buses when leaving the town centre. Servicing vehicles would also use the new access route to enter the service area, leaving via a northbound direct slip road onto The Ringway immediately south of the signal junction.

Phil Jones Associates have carried out initial capacity testing of the proposed signalised access from The Ringway, and have found that it will handle the forecast traffic without any excess queuing, as long as the right turn lane into the site from the north achieves an adequate length. In order to achieve this the scheme proposes the infilling of the subway on the southern side of the Coventry Street (northern) roundabout and its replacement with an at-grade crossing.. No signalisation of either of the roundabouts on the ring road is proposed. The overall highway and access strategy is considered to be feasible, and retains some flexibility to accommodate changes to the town centre transport networks which may emerge from the County Council’s further studies.

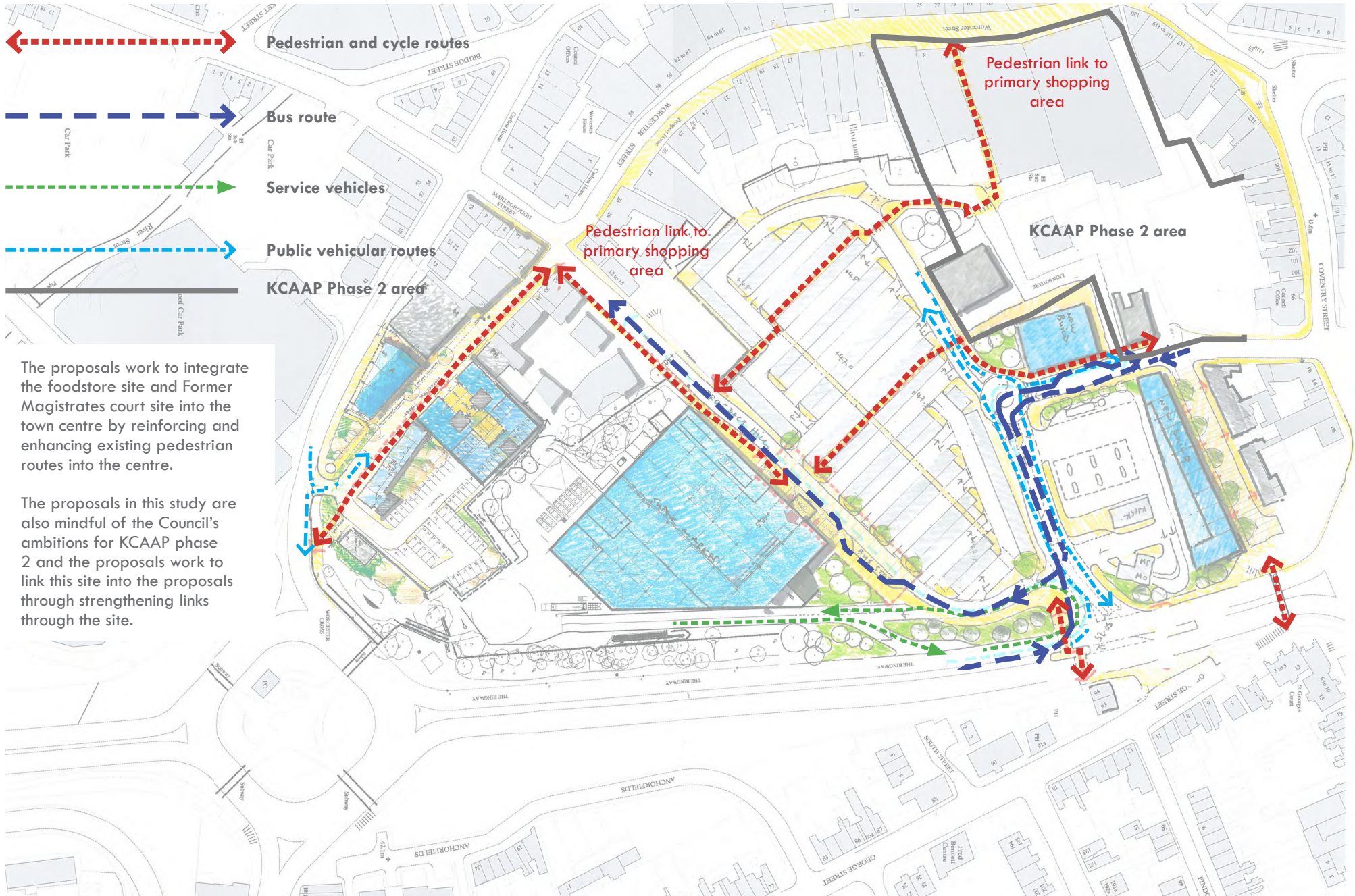
The Council are currently looking at the overall bus strategy for Kidderminster town centre as part of its overall regeneration strategy. This will consider the future bus routing and facilities in the town centre, which may impact upon the preferred option in this study.



CAD plan to show vehicular tracking to demonstrate how the new entrance to the site from the ring road operates and the works required to the existing round-about on the ring road to make the new junction workable.

(Produced by Phil Jones Associates, Transport Planning Consultants)

Integration to the town centre



The proposals work to integrate the foodstore site and Former Magistrates court site into the town centre by reinforcing and enhancing existing pedestrian routes into the centre.

The proposals in this study are also mindful of the Council's ambitions for KCAAP phase 2 and the proposals work to link this site into the proposals through strengthening links through the site.

Landscaping and Public Realm

The public realm is defined as the 'space between buildings' – the streets, spaces and movement corridors which form the framework for our use and perception of a place. A high quality public realm improves the legibility of a place, adds to its attractiveness and enhances the experience for visitors and residents. This is an important component of the proposals as it will ensure legibility and ensure that the new development ties into the town centre through enhanced connectivity and pedestrian routes.

Successful places have outdoor spaces that are attractive and comfortable. The ambition for the Eastern Gateway site should be to encourage people to spend more time in high quality public spaces and streets, stopping to linger, rather than utilising the public spaces purely as a thoroughfare to reconnect the site to the centre. In practice, a comprehensive public realm strategy needs to be developed for this site and should provide private developers and public authorities with a definitive statement of the quality of design expected and best practice examples.

Acknowledging the development of the Eastern Gateway site must forge strong linkages with and contribute to a high quality network of streets and spaces within the centre Kidderminster this section sets out examples of best current practice in landscaping and public realm improvements.

- Open Space

Public open spaces including streets, car parks, cycle stands and public squares should be well observed by surrounding uses and evenly lit at night. Boundary treatments should provide a secure edge but should not restrict views into and out of the site unless it has been agreed that a landscaped screen is required on a particular boundary, for example around the foodstore service yard. Public spaces should be designed to ensure that there are no unnecessary paths which could be used as a hiding place or an escape route for criminal activity. Bus stops should be well observed from the surrounding area on a 24 hour basis.

- Planting

Planting will be a key element of the enhanced public realm, to contribute to visual

amenity, biodiversity and to provide shade and shelter and health benefits. Low growing shrub planting should be encouraged along pedestrian routes and the perimeter of public spaces where appropriate to avoid creating hiding places. Trees along pedestrian street and spaces should be well spaced out with high canopies to the maximise visibility of both the user and those who overlook these areas. A comprehensive landscape strategy will need to be developed as proposals are taken forward.

- Surfacing, Paving and Edge Treatments

The selection of surfacing and paving influences the use of space by drivers, pedestrians and cyclists and can make a major difference to perception of the quality of place and location distinctiveness. There is the potential for a hierarchy of treatments thereby introducing cost effective solutions and sustainable approaches such as Grasscrete to minimise surface water run off. Paving may also include a simple palette of traditional materials, such as gravel, brick paving and granite sett detailing, that both reflect local / historic character and are of high quality.

- Street Furniture

The location and design of street furniture has an important influence on the quality of streetscape in managing movement and reducing the need for physical barriers and improving sense of place. Street furniture should be simple and elegant. Furniture should be kept to a minimum, and clutter removed; over use of bollards should be avoided. Style, colour and siting should be coordinated. Bus shelters should be of contemporary design and sited where surveillance of them can be maximised. Extensive pedestrian guard-railing should be avoided.

- Signage

A comprehensive signage and way-finding strategy for the area should be developed.

- Lighting

Good quality lighting will extend the use and enjoyment of the town centre, providing a more exciting and safer environment and foster the evening and night time economies. As well as functional yet aesthetically pleasing highway lighting, consideration should also be given to building lighting for key structures such as the Former Magistrates Court and the use of LED pavement up-lighters to demarcate key pedestrian routes, and to light trees and water.



CABE Case Study - Darlington Pedestrian Heart

Darlington Pedestrian Heart is an example of how appropriate public realm investment can enable a market town to transform not only its image, but also the quality of life for its people. The Darlington Pedestrian Heart project opened in summer 2007. The scheme aimed to bring people back, encourage an improved retail offer, and attract new investment and development in the town.

The scheme involved rationalising bus access and improving pedestrian provision within a large part of the town centre. It was focused around the historic market hall and market square, and included the unique three-level street at High Row/West Row. Bus routes were considerably reconfigured, with a bus-only gate maintaining excellent bus penetration into the centre. All private car parking is provided on the edge of the core.

Perhaps the most important mark of the Pedestrian Heart scheme's success is that despite the economic recession, the town centre economy is showing signs of resilience. Pedestrian footfall and parking duration of stay figures improved between 2008 and 2009, in contrast to other centres in the Tees Valley. Darlington's town centre manager reports greater investor confidence in Darlington as an investment location - though objective data to support this is not available.



Before the Pedestrian Heart improvements, traffic tended to dominate. There were access restrictions, including one-way streets and bus lanes. Photo by John Dales



Darlington Pedestrian Heart is an example of how appropriate public realm investment can enable a market town to transform its image and the quality of life of local people. Photo by James Whitaker



CABE Case Study - Blackett Street Newcastle

In Newcastle, the arrangements for Blackett Street and Side/ Sandhill fall outside conventional highway arrangements. The city uses 'pedestrian zone' status to avoid the use of yellow lines, but the streets are open to bus, bicycle and some occasional motor traffic. Both schemes have had a vital role in the transport network for the city centre, and both demonstrate innovative solutions for the relationship between traffic and the public realm.



CABE Case Study - Kensington High Street

The overall layout of the footpath and carriageway has been rationalized through the removal of pavement build-outs and the clear definition of the footpath kerb line along one continuous, smooth alignment. Re-organisation of traffic lanes has allowed footpath widths to be increased on the more heavily used south side of the street, and for the central reserve to be increased to 3m to better accommodate existing cycle parking and allow the introduction of tree planting.

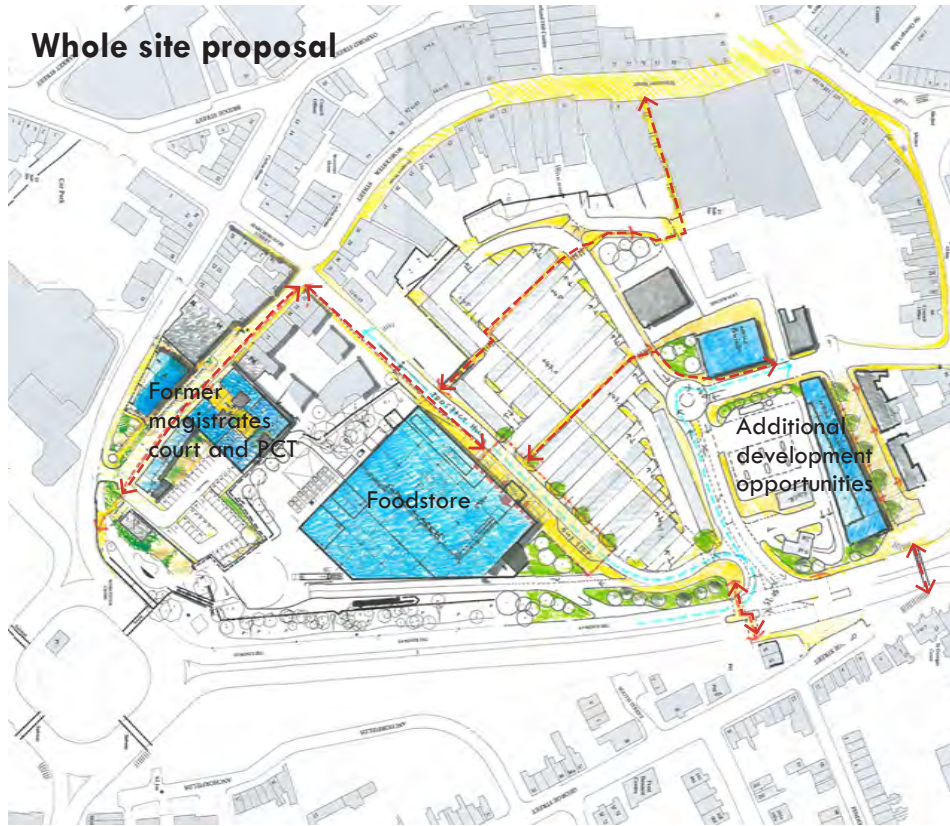
The removal of barriers to movement gives a sense of liberalisation to the pedestrian. Photo by David Cowlard

Movement across the street has been improved with new crossings provided at strategic locations and existing ones simplified, where possible, to accommodate straight across, rather than staggered crossings. Where this has not been possible the staggered crossings have been radically redesigned with the removal of guardrails and the simple but effective definition of the central island using a double, 300mm, raised granite kerb.



Seating is provided sparingly and located to avoid obstructing pedestrians. Photo by David Cowlard

Whole site proposal



The whole site proposal has resulted in further minor amendments to the foodstore proposals

40,000ft² Net CC sales Foodstore

GIA	GEB
Ground - 4,517m ²	Ground - 4,732m ²
Mezz - 1,588m ²	Mezz - 1,665m ²
Total - 6,105m ²	Total - 6,397m ²

Car Parking Provision

Standard spaces - 291
Parent and Toddler spaces - 13
Disabled spaces - 20
Total - 324

Car parking Ratio - 1:19

The design changes to allow vehicular access has reduced car parking provision because of the highways implications

Section 2 : Key Outputs and Findings

This section has developed the scheme as a whole site proposal developing proposals for the wider project area in response to the approach agreed upon in Section 1.

Parcel 1 - The 40K net CC sales food store. The introduction of a new exit from The Ringway, mini roundabout to provide access to the food store, a PFS on the old Youth Centre side, the reconstruction of Lion Street and another infill development plot to reform the urban structure.

Parcel 2 - The former magistrates court and surrounding plots had been identified as a suitable site for the relocated and amalgamated PCT providing 30,000sq. ft building and 61 dedicated car parking spaces.

Parcel 3 - The option for a PFS (petrol filling station) on the Youth Centre site and the reconstruction of Lion Street.

Developing these proposals for the wider site has in turn had an impact on the design and specification of the foodstore, in particular the car parking and vehicular access. The car parking ratio at 1:19 is quite high but the nature of the site and the requirements of the programme mean that it will be difficult to improve on this.

Examples of best practice approaches for the redevelopment of the public realm to reinforce connectivity and linkages to the wider town centre have been set out with case studies to demonstrate how these approaches have previously been implemented in other places.

Actions going forward for section 3:

- Refine proposals for parcels 2 and 3.
- Produce CAD plans
- Accommodation schedules
- Develop and test highways and access strategy
- Challenge store efficiency and size against constraints. Test the viability of a larger at grade store against to cost of moving substations.

Section 3. The Preferred Option:

Relevant objectives

- Design evolution, finalise all detail drawing information for the preferred option.
- Incorporation of information from all consultants.
- CAD block plans, integration plans, landscaping, schedule of accommodation.
- Principle design and specification.
- Outline cost plan and specification - refer to separate document

Foodstore Option 3A - Large mezzanine

- Refined car parking layout
- Improved pedestrian links
- Better defined development plots

Retained
substation

Development
plot A

Potential
PCT building

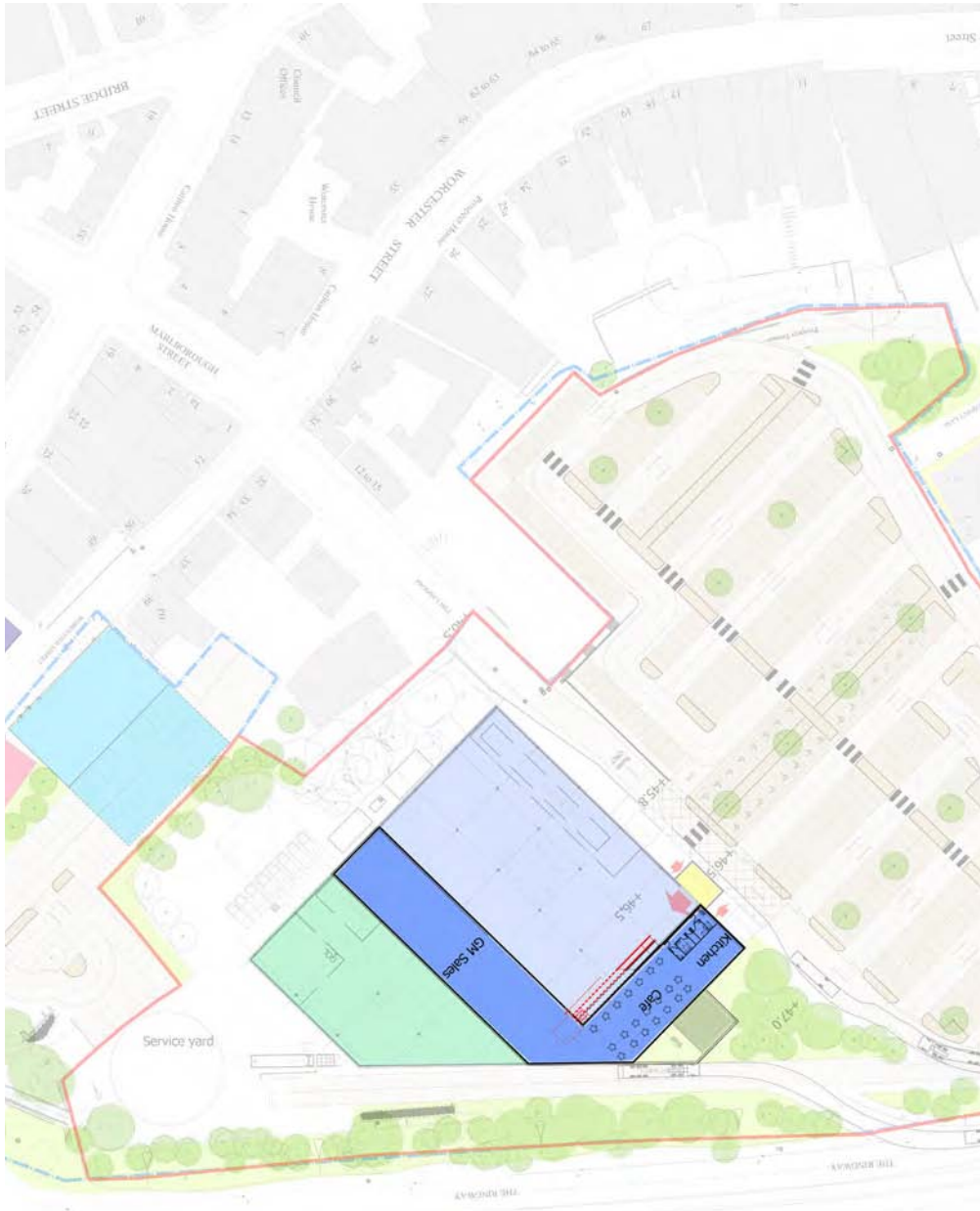
Refurbished former
Magistrates Court

Existing substation

Foodstore site
boundary shown in
red

Foodstore - substation retained





Foodstore Mezzanine
To accommodate customer cafe and WCs.
10,000 net sales GM (general merchandise)

AREA SCHEDULE Option 3A

Parcel 1 - 40,000ft² Net CC sales Foodstore with 10K sales on a large mezzanine

GIA		GEB	
Ground	- 4,517m ²	Ground	- 4,732m ²
Mezz	- 1,588m ²	Mezz	- 1,665m ²
Total	- 6,105m ²	Total	- 6,397m ²

Car Parking Provision

Standard spaces - 332
Parent and Toddler spaces - 12
Disabled spaces - 20
Total - 364

Car parking Ratio - 1:18

Signalised access from The Ringway
New mini roundabout at the junction of Lion Street and Bromsgrove Street

Parcel 2 - Former Courts Site

Development plot A	375m ²
PCT building	3000m ²
PCT Car parking spaces	61
Part retained refurbished former Magistrates Court	885m ²

Parcel 3 - Lion Street and Youth Centre

New 4 Pump PFS associated with new foodstore	
Development plot B	597m ²
17no. Affordable homes (Townhouses)	1700m ²
Development plot C	480m ²

Arup - Existing Substation Review

As part of their professional service Arup was asked to review the substation adjacent to the glades leisure centre to establish the viability of moving it. Their comments are set out below;

We have reviewed the existing utilities drawing provided by E-ON Central Networks. There are actually two substations shown in the area indicated on the plan adjacent to the existing leisure centre. It is assumed that these two are contained within one compound but serve different functions.

The first appears to only serve the leisure centre and we would suggest that this is removed as part of the demolition contract.

The second substation is part of the areas HV ring and provides the HV connection to the existing leisure centre, the substation also provides LV connections to the local buildings. Based upon our experience we would expect that this substation could be relocated as required. E-ON will require the new substation to be constructed to replicate the existing provision before the existing provision can be demolished. In addition, this new substation would provide the required new HV connection for the Superstore.

We would estimate that the cost from the utility to relocate the existing substation would be in the range of £80k-£120k, dependent upon confirmation of the available increased capacity in the local HV network. This is based upon recent project experience with the Superstore in mind. In order to progress this further, the council should liaise with E-ON and request a quotation to relocate the substation and provide a new connection for the Superstore.

Foodstore Option 4 - 40K net CC sales store at grade (Optimum solution)

As per 3A with the following amendments:

- 2 no. existing substations relocated
- Foodstore 40K net CC sales accommodated at grade.
- Customer Cafe and WCs located on mezzanine level.
- Incorporating sub station results in a marginal cost difference between 3A excluding sub station.
- Added value in terms of lettable area and optimum solution in terms of floor layout





FINAL AREA SCHEDULE Option 4

Parcel 1 - 40,000ft² Net CC sales foodstore at grade with small mezzanine - substation relocated

GIA	GEB
Ground - 5,416m ²	Ground - 5,656m ²
Mezz - 580m ²	Mezz - 1,177m ²
Total - 5996m ²	Total - 6,833m ²

Car Parking Provision

Standard spaces - 332
Parent and Toddler spaces - 12
Disabled spaces - 20
Total - 364

Car parking Ratio - 1:18

Signalised access from The Ringway
New mini roundabout at the junction of Lion Street and Bromsgrove Street

Parcel 2 - Former Courts Site

Development plot A	375m ²
PCT building	3000m ²
PCT Car parking spaces	61
Part retained refurbished former Magistrates Court	885m ²

Parcel 3 -

Development plot B	597m ²
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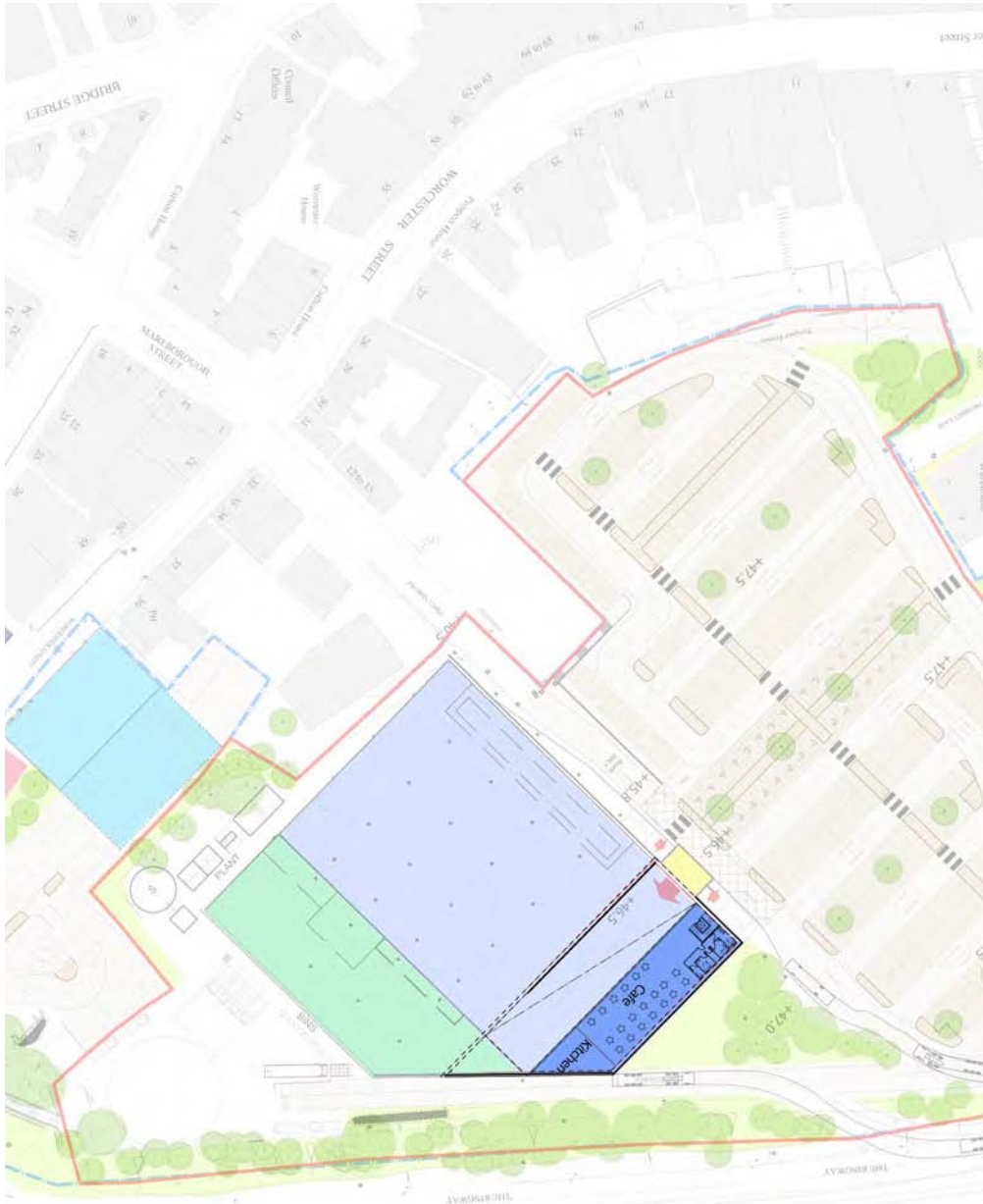
Mezzanine
To accommodate customer cafe and WCs.
Double height void over entrance.
Access via steps and lift.

Foodstore Option 4A - 40K net CC sales store at grade with additional peripheral development

As per 3B with the following amendments:

- Redevelopment of the Youth Centre as foodstore PFS
- Reconstruction of Lion street





Mezzanine
To accommodate customer cafe and WCs.
Double height void over entrance.
Access via steps and lift.

FINAL AREA SCHEDULE Option 4A

Parcel 1 - 40,000ft² Net CC sales at grade Foodstore with small mezzanine - substation relocated

GIA		GEB	
Ground	- 5,416m ²	Ground	- 5,656m ²
Mezz	- 580m ²	Mezz	- 1,177m ²
Total	- 5996m ²	Total	- 6,833m ²

Car Parking Provision

Standard spaces - 332
Parent and Toddler spaces - 12
Disabled spaces - 20
Total - 364

Car parking Ratio - 1:18

Signalised access from The Ringway
New mini roundabout at the junction of Lion Street and Bromsgrove Street

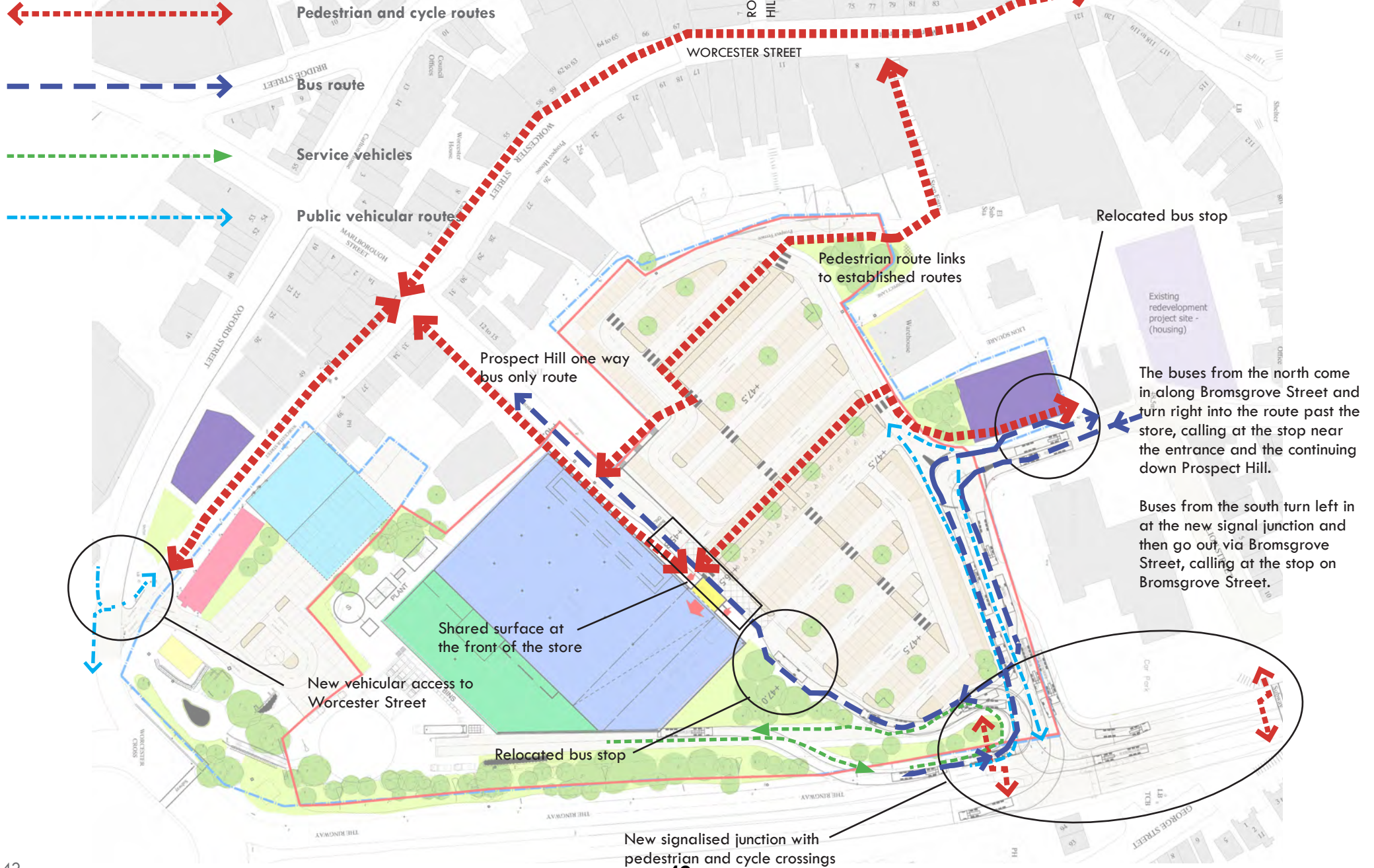
Parcel 2 - Former Courts Site

Development plot A	375m ²
PCT building	3000m ²
PCT Car parking spaces	61
Part retained refurbished former Magistrates Court	885m ²

Parcel 3 - Lion Street and Youth Centre

New 4 Pump PFS associated with new foodstore	
Development plot B	597m ²
17no. Affordable homes (Townhouses)	1700m ²
Development plot C	480m ²

Integration to the town centre



Section 3 : Key Outputs and Findings

All detail drawing information for the preferred option has been finalised. There are three similar iterations of the final option;

- Option 3A :
Parcel 1 - 40K CC net sales including 10K sales area on a large mezzanine. New exit from the Ringway and mini-roundabout at the junction with Bromsgrove Street.
Parcel 2 - Redevelopment of the former magistrates court building and relocation of PCT to Worcester street, identification of potential development plot.
- Option 4
Parcel 1 - 40K CC net sales at grade with cafe and customer WCs on small mezzanine. New exit from the Ringway and mini-roundabout at the junction with Bromsgrove Street.
Parcel 2 - Redevelopment of the former magistrates court building and relocation of PCT to Worcester Street, identification of potential development plot.
- Option 4A.
Parcel 1 - 40K CC net sales at grade with cafe and customer WCs on small mezzanine. New exit from the Ringway and mini-roundabout at the junction with Bromsgrove Street.
Parcel 2 - Redevelopment of the former magistrates court building and relocation of PCT to Worcester street, identification of potential development plot.
Parcel 3 - Redevelopment of the Youth Centre site as a PFS, reconstruction of Lion street and the identification of 2 further development plots.

Section Outputs

- Coloured CAD block plans for each option showing integration to the wider context, and landscaping
- Schedule of accommodation for each final option has been produced.
- Information from all consultants has been incorporated into the final proposals including input on highways, the relocation of the substation, comments and feedback from Wyre Forest District Council, and the PCT developers.
- Outline cost plan and specification has been produced by Turner and Townsend to support the concept and feasibility proposals in this report

Strengths of the Final Option

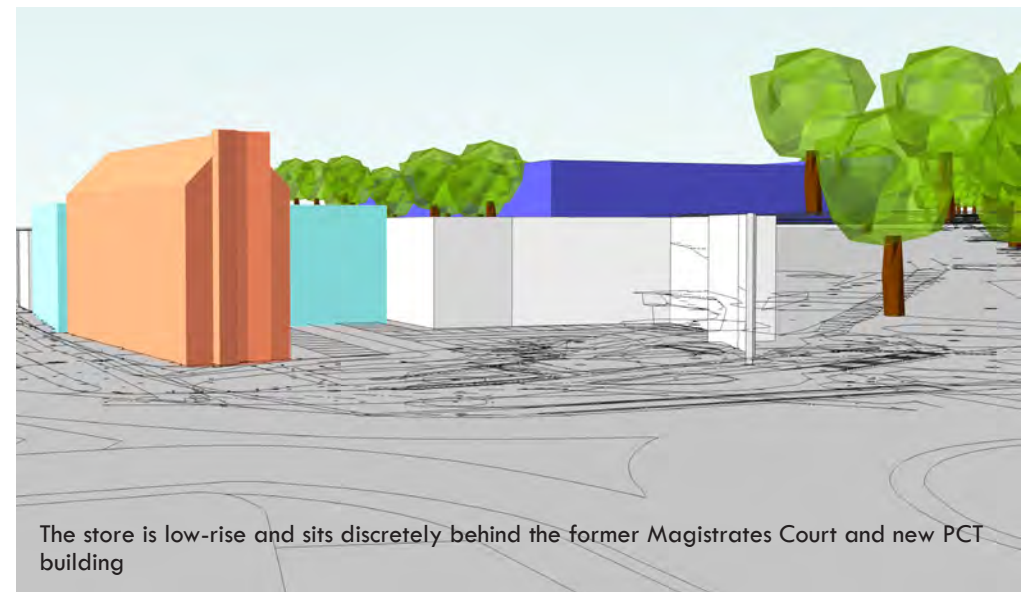
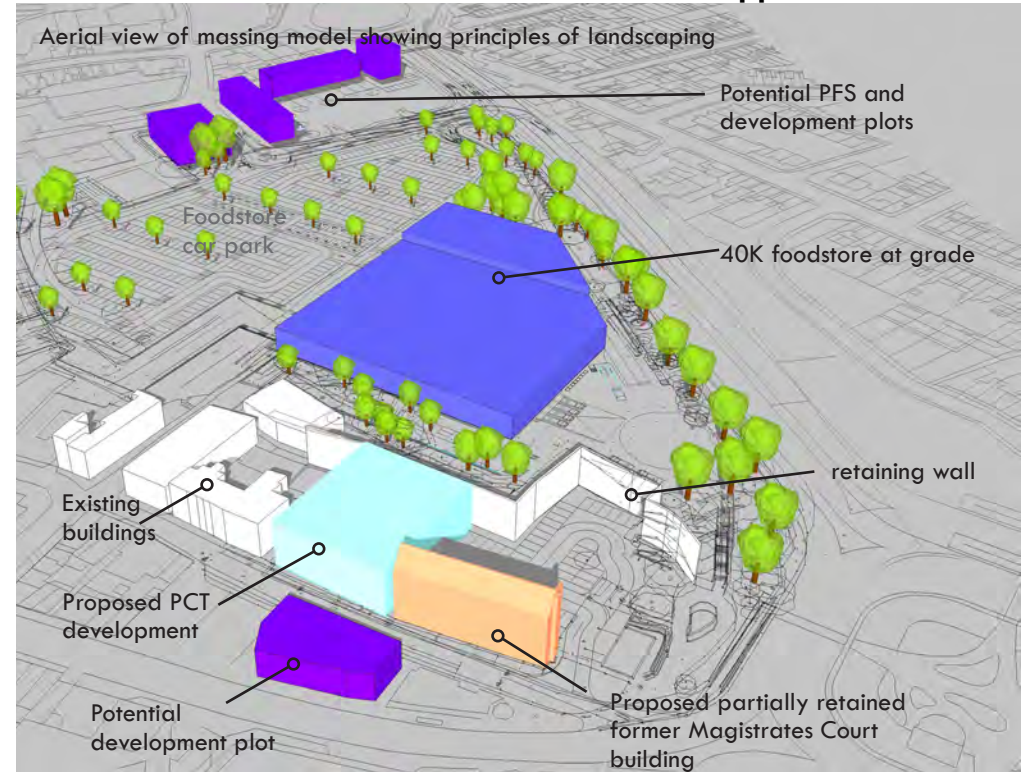
- 40K net cc sales accommodated on a sequentially preferable site.
- Abnormals have been limited through design development and therefore additional costs have been minimised.
- Proposals limit the need for cut and fill on the site.
- The need for re-routing of utilities has been minimised by the location of the store on the site. Whilst option 3A avoids the requirement of relocating the substation, options 4 and 4A do not increase overall costs through off-setting due to simpler store design.
- Option 4 is considered to be an optimum solution in terms of store layout and viability.
- The proposal is aligned with the long term aspiration to downgrade The Ringway
- Existing amended bus routes are maintained and provide good access to the proposed food store.
- The proposed new foodstore and surrounding developments and development plots follow the principles of good urban design and is fully integrated into the surrounding urban fabric.
- Includes the aspiration for the provision of affordable homes in options 3A and 4A
- Retains a local heritage building, the former magistrates court.

Section 4. Visualisations of the preferred development option:

Key outputs for this section

- 3D rendered visualisations of the preferred option.
- Digital model to demonstrate massing and relationships with site context and the significant listed buildings on the site.

View showing level change behind the former magistrates court and the store



FOODSTORE LANDSCAPING / PUBLIC REALM EXAMPLES



Sainsbury's Somerford, Christchurch, Dorset - Mature planting



Tesco Car park Leicester



ASDA Chorley proposals including landscaping



Sainsbury's Greenwich



Sainsbury's Biddulph - Clear signage from the street

Conclusions

The Council's key development principles set out in the emerging policy in the KCAAP have been addressed in this study and the final options aligned with the Council's aspiration for the core area and the redevelopment of the wider Eastern Gateway site.

Food Store

The key focus of this study has been on the feasibility of the core scheme for a foodstore on parcel 1. The outcome of this study demonstrates that a 40,000 sq. ft net CC sales foodstore is deliverable on this site. The optimum solution offers 40K store at grade with a small mezzanine housing customer cafe and WCs. Deliverable in terms of providing a viable store layout that would be acceptable to the major operators and also viable from a cost perspective.

The final preferred option works with the existing urban structure of the area and works to reinforce pedestrian and bus links to and through the site knitting the area back in to the town centre.

Development of the wider site.

In addition the importance of the overall key principles and issues for the wider Eastern Gateway have been addressed including;

- Direct and enhanced links to Worcester Street via the former Magistrates Court building, Step Entry or retail development to the North have been proposed as part of this study.
- A possible proposal has been identified in this study to retain the former Magistrates Court as set out in KCAAP Policy 31, *'The retention of the frontage of the Magistrates Court will be required on this site and should be incorporated into any new development. There is also opportunity for an important enhanced public space within the development.'* KCAAP 11.19
- The identification of an approach to retain and enhance the former Magistrates Court frontage and Worcester Cross fountain through the relocation of PCT facilities to this site. A number of different proposals have been put forward showing alternative approaches to accommodating the PCT on the site.
- Approaches to create a high quality public realm including enhanced public spaces through high quality, sustainable, and appropriate landscaping, street furniture, and surfacing.
- New and improved access to the ring road with direct new access to Bromsgrove Street from a new signalised junction is proposed.
- Where practical buildings and development plots front onto public streets and spaces and follow and enhance the existing urban grain of the area.
- Proposals in this study have been set out to enhance the extent and quality of public

car parking and public realm by presenting best practice guidance and recent case studies to demonstrate how it has been implemented elsewhere.

Cost plan

This study has informed a separate cost plan and commercial appraisal. Proposals for Parcel One - the foodstore set out in this study have been tested against the cost plan and commercial appraisal to understand viability from a financial perspective.

Indicative costings have also been prepared for the wider area (Parcels 2 & 3), but these will require further work once the detailed requirements of specific end uses/users have been determined, particularly any abnormal costs and the requirements of the PCT/Health Trust and the doctors surgeries.

