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AR Urbanism are a specialist masterplanning and urban design consultancy specialising in high quality place-making. ARU work with both public and private sector clients in the development, property and environment industries, enabling the planning process through sound urban design expertise. ARU undertook a baseline analysis of the town centre and masterplan area and incorporated the expertise of other consultants to create development options for the Redditch masterplan. ARU are responsible for project management and coordinating the production of this report.



Steer are a leading technical and transport consultancy with particular specialism around movement, way-finding and public realm, including issues around highways and parking. Steer advised on the highway rationalisation and potential relocation of public parking in Redditch town centre.



Waterman Group is a multidisciplinary engineering consultancy. The firm has extensive experience, with award winning teams providing professional engineering services for a range of complex projects in sensitive settings. Waterman provided feasibility and constraint analysis of ground conditions, archaeology, arboriculture, ecology and flood risk for each of the development sites.



PRD provides specialist expertise on delivery, market analysis and viability. PRD established an in-depth contextual local market baseline and socioeconomic profile of Redditch through the review of existing regional and local strategic plans and documents, ONS datasets and high-level reviews of market conditions.

Version Control Sheet

Title	Redditch Town Centre Regeneration Masterplan Report
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Revision History

Version	1
Date	01/04/2021
Author	IG
Reviewed	AS
Approved	RB

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1 Introduction

1.1 Project Background

1.1.1 Redditch Borough Council is looking to deliver the most **ambitious town centre regeneration scheme** since its formation as a New Town in 1964.

1.1.2 Redditch town centre is an area with tremendous regeneration potential. Its location close to Birmingham with excellent rail and bus links to the second largest city in the UK makes it an ideal location for employment growth. Although the town centre is largely reliant on its retail economy, which has fared relatively well during the COVID-19 pandemic compared to other retail driven town centres, Redditch has the potential to diversify its town centre offer and build a secure and sustainable future for the town.

1.1.3 A development framework to create a new vision for the **Public Sector & Cultural Quarter and Education & Enterprise Quarter in Redditch** is to be created in order to inform the **Borough Councils Towns Fund Investment Plan** as the basis for bringing forward town centre development proposals.

1.1.4 The aim is to deliver new and improved development that will **enhance the town centre as well as provide opportunities for closer partnership working and public sector transformation.**

1.1.5 Since the development of ‘Redditch New Town’ in the 1960s, the role and function of Town Centres in the UK have changed significantly due to **social, economic and lifestyle changes**. There is a need now to revitalise Redditch Town Centre to fit 21st Century demands and better prepare it for the future challenges.

1.1.6 One of the themes within the Council’s adopted **Economic Priorities** is creating a ‘Vibrant Redditch’ with a specific focus on ‘enhancing the retail, leisure and residential offer’ of Redditch Town Centre’ and ‘improving the environment and urban fabric’ of the area. The accompanying **Action Plan** envisages development of a high level vision for the Town Centre.

1.1.7 There are opportunities for change and sustainable regeneration in the town centre that could be driven by the several major development sites. Included within the original masterplan boundary are the following key strategic sites:

- Library Site
- Outdoor Market Site
- Police Station Site
- Magistrates Court Site
- Town Hall Site.

1.1.8 The masterplan vision explores development options for each of the strategic sites in order to identify not only the potential of the proposed uses to derive benefits from their location, but also for the proposed trajectory of regeneration to achieve successful placemaking in the Redditch Town Centre.

1.1.9 All trajectories considered take into account the short-term aspirations of the Redditch Town Board and the development sites prioritized by the Town Investment Plan (TIP). The terms agreed within TIP outline the initial development phase of each trajectory, while subsequent phases are informed by the degree of control by the Redditch Council of the various strategic sites, funding potential and complementarity of uses

1.1.10 All options aim to maximise the potential of the strategic sites, in the context of the identified opportunities, whilst complying with the constraints set out by planning guidance and relationship to the local context, as highlighted in Part I of this report.

1.1.11 Other sites considered within the longer term strategy of the masterplan include the Heart of Worcester College Carparks and the privately owned carpark behind the Queen Head pub, here referred to as the Quadrant Car Park.

1.1.12 Although the existing Lidl/Dunelm retail store site is within the red line masterplan boundary, it is unlikely that this site will be under control by the council within the delivery time-line of the Redditch town centre masterplan.

1.1.13 There is also a major opportunity to deliver several key public realm projects within the masterplan that could significantly improve pedestrian and cyclist connectivity from the south to the town centre as well as strengthen existing pedestrian routes to the shopping centre and to the east of the town centre.

1.2 Report Structure

1.1.14 A design team led by AR Urbanism and including Steer, PRD, and Waterman has been appointed by North Worcestershire Economic Development & Regeneration (NWEDR) to prepare a comprehensive re-development plan of the south of Redditch Town Centre.

1.1.15 This document comprises a wide-ranging baseline analysis covering policy, heritage, townscape, transport, ecology, flooding risk, market studies and other contextual studies of Redditch Town Centre area, and the opportunity areas within the Town Centre.

1.2.16 It sets out the design team’s understanding of the town as a place and its socio-economic context. It assesses development potential, and analysis opportunities, constraints and significance of the study Sites for the town centre and the broader context.

1.1.17 In exploring the design phases we took into consideration several key aspects:

- height of development
- overall massing
- accessibility & permeability
- land use and cost
- building area
- public realm
- potential community benefits

2 Planning & Development Context

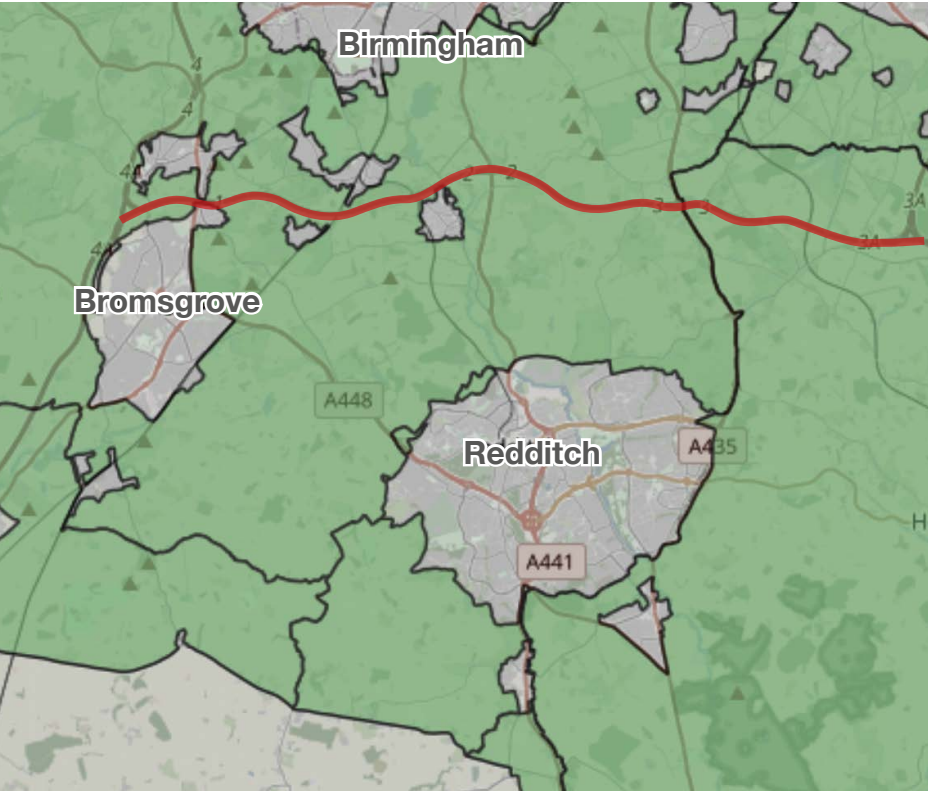


Fig.1 West Midlands Green Belt

- Green Belt
- M42 motorway

2.1 Overview

2.1.1 Redditch is a town, and local government district in north-east Worcestershire, approximately 15 miles south of Birmingham.

2.1.2 It borders Warwickshire County to the east and southeast and it is surrounded by Bromsgrove District to the west and north, Stratford-on-Avon District to the east and southeast and Wychavon District to the southwest.

2.1.3 At the regional level Redditch is part of the Greater Birmingham and Solihull Local Enterprise Partnership. GBSLEP is one of 39 Local Enterprise Partnerships set up by Government to drive economic development in England, creating jobs and increasing the quality of life for all residents, improve transport links, create houses and upskill people.

2.1.4 Redditch Borough covers the area of 5,435 hectares. The district has a population of approximately 85,000 as of 2019 and it is split into the urban area of Redditch in the north, accounting for 50% of the area and 93% of the population, and the rural area to the south with 7% of the population.

2.1.5 The rural area consists predominantly of Green Belt land, but also open countryside, as well as the villages of Astwood Bank and Feckenham and several other hamlets.

2.1.6 Redditch is within West Midlands Green Belt region that extends into the wider surrounding counties. The green belt is reducing urban sprawl, of the towns in the nearby West Midlands conurbations centred around Birmingham and Coventry, encouraging brownfield reuse, and preserving nearby countryside.

2.1.7 Redditch has 900 acres of public open space in Arrow Valley Country Park. The park incorporates a Local Nature Reserve, Proctor's Barn Meadow. There are six Sites of Special Scientific Interest, amounting to 54.7 hectares in the Borough. There are 24 Local Wildlife Sites and there is also more than 87 hectares of land designated as Local Nature Reserves, comprising five separate sites of semi-natural ancient woodland.

2.1.8 Redditch developed as a market centre with urban characteristics in the 13th century, located on the cross-roads of an east-west road between Warwick and Kidderminster and a north-south road from Staffordshire to Evesham.

2.1.9 The Roman Road known as Icknield Street is running north to south through the eastern side of the town. Redditch is home to several

historical sites. The National Needle Museum and the ruins of Bordesley Abbey are located in the Abbey Ward district.

2.1.10 During the 18th Century needle industry and the related light metal manufacturing industry developed in Redditch. Redditch was formerly one of the primary locations in Worcestershire for retail and business.

2.2.11 Currently the town has been functioning as a commuter town serving the larger nearby employment centre of Birmingham. The automotive retailer Halfords and engineering giant GKN both have their headquarters in Redditch.

2.1.12 The M42 motorway is a short drive away and the town it is linked by dual carriageways and A-class roads to surrounding towns such as Bromsgrove and Evesham.

2.1.13 There are regular bus services to Studley, Bromsgrove, Catshill and Birmingham.

2.1.14 The Railway Station is the southern terminus of the Cross-City Line 14.5 miles south of Birmingham New Street. The station, and all trains serving it, are operated by West Midlands Trains. During daytimes, trains run every 20 minutes from Redditch with one service an hour to Four Oaks, one continuing to Lichfield City and one to Lichfield Trent Valley, all running via Birmingham New Street. On Sundays a half hourly service runs through to Lichfield Trent Valley.







2.1.15 There is an extensive network of local bus services run by Diamond West Midlands and other operators. Birmingham airport is approximately 25 mins drive away.

2.1.16 Redditch Borough has a significant black and ethnic minority population (5.2% of the overall population) compared to Worcestershire, as well as considerable Eastern European community at present. These groups contribute to the diversity and culture of Redditch.

Redditch Borough Map

(Scale: 1:500,000)

Key:

-  Borough District Boundary
-  Redditch Town Centre
-  Major Roads
-  Railway line
-  Icknield Street (Roman Rd)
-  Railway Station

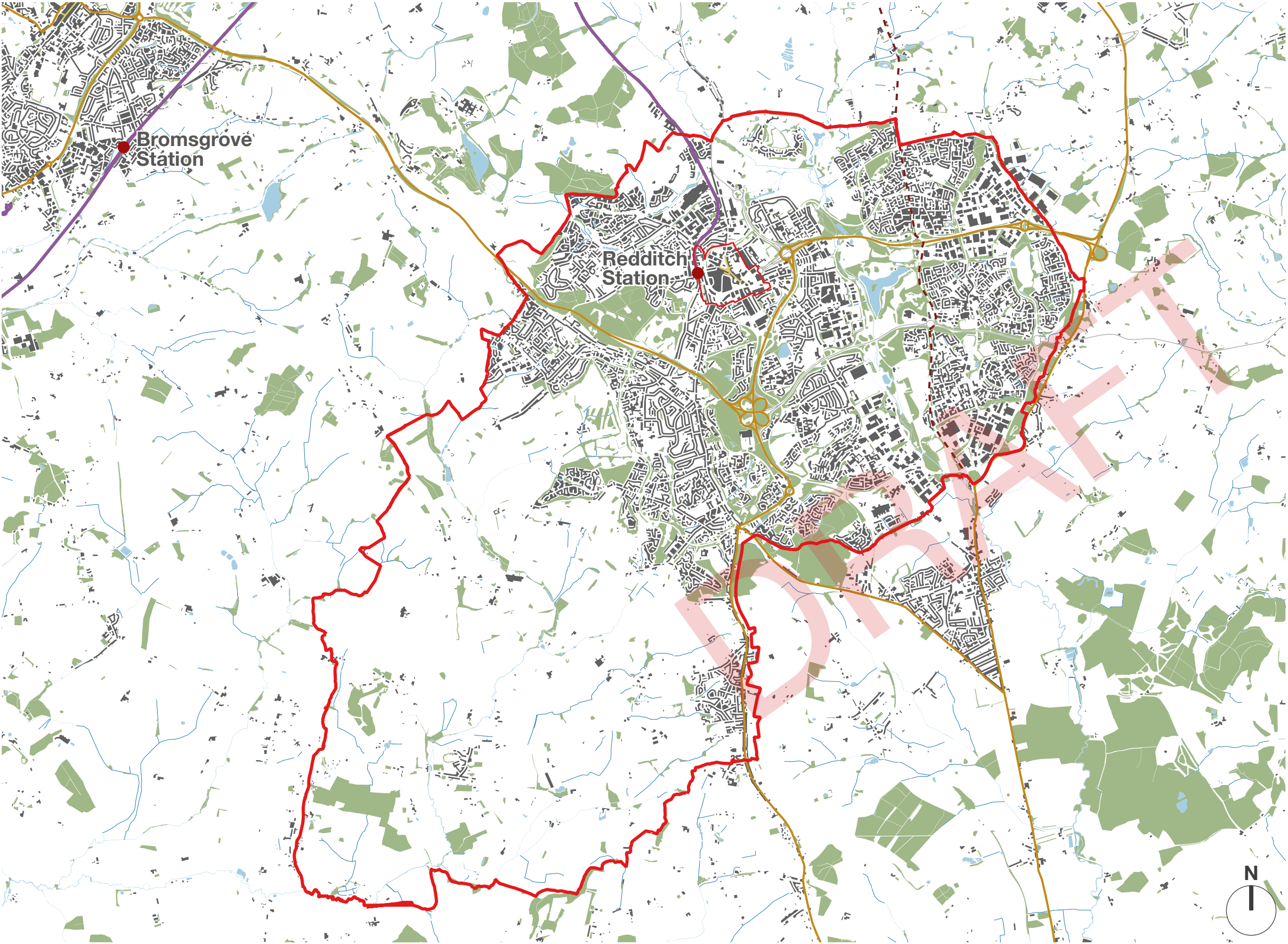


Fig.2 Redditch Borough Map

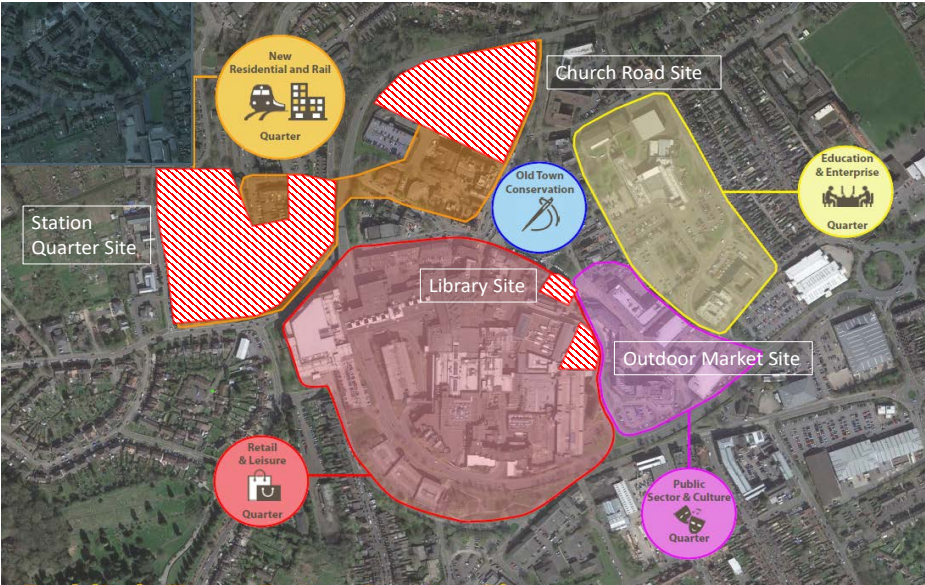


Fig.3 Redditch Town Centre Aerial View

2.2 Planning Context

National Planning Policy

2.2.1 The National Planning Policy Framework (NPPF) (2019) sets out the Government's planning policies for England and how they are expected to be applied. **It champions sustainable development** through detailed guidelines under thirteen subheadings including:

- Building a strong, competitive economy.
- Ensuring the vitality of town centres.
- Supporting a prosperous rural economy.
- Promoting sustainable transport.
- Supporting high quality communications infrastructure.
- Delivering a wide choice of high quality homes.
- Requiring good design.
- Promoting healthy communities.
- Protecting Green Belt land.
- Meeting the challenge of climate change, flooding and coastal change.
- Conserving and enhancing the natural environment.
- Conserving and enhancing the historic environment.
- Facilitating the sustainable use of minerals.

2.2.2 The NPPF encourages effective land use and promotion of mixed use developments to encourage multiple benefits from the use of land in urban areas.

Local Planning Policy

2.2.3 The Borough of Redditch Local Plan No.4 (BORLP4) is the most important planning document at the local level. It provides a planning policy framework for sustainable economic growth and expansion of the town up to 2030.

2.2.4 'The Plan identifies capacity for new housing with the allocation of land for an additional 3,000 houses within the Borough. The proposed Eastern Gateway site offers potential for up to 100,000m² of new employment development which brings the prospect of creating in excess of 2,000 new jobs.'

2.2.5 The Local Plan follows **seven key themes** which run throughout derived from the identified challenges in Redditch's including:

- Sustainable places to live which meet local needs,
- Creating and sustaining a green environment,
- Creating a Borough where businesses can thrive,
- Improving the vitality and viability of Redditch Town Centre and District Centres,
- Protecting and enhancing Redditch's historic environment,
- Creating safe and attractive places to live and work,
- Promoting Redditch's community well-being,

2.2.6 There is one conservation area in Redditch Town Centre. **Church Green Conservation Area**, was originally designated by Worcestershire County Council on 6 August 1971 and extended by what was then Redditch District Council on 15 November 1978, and is 2.77 hectares in extent.

Redditch Town Centre

Aerial View



Key:

Development Areas in the eastern section of the Town Centre

Fig.4 Opportunity Areas in Redditch, Local Plan



Early Priority development sites:

1. Redditch Library - 915sqm
2. Outdoor Market - 684sqm
3. Police Station - 1,115sqm

Fig.5 Priority development sites as part of the first phase of the Town Centre Interventions (2022-2026) Townscape Analysis - Existing Conditions (Wider Context) Redditch

2.3 Redditch Spatial Strategy and Town Deal

2.3.1 The spatial strategy detailed in the Local Plan (adopted January 2017) sets out the intentions for the Redditch Borough and the aspirations of the Redditch community to be achieved by 2030. The spatial strategy envisages a tiered approach/development hierarchy that recognises the economic significance of the Town Centre and the District Centres.

2.3.2 The Spatial Strategy sets out the long term vision for the borough while the Town Deal plays a pivotal role in kick-starting the delivery of the strategy by enabling the implementation of a first phase of key interventions. These interventions are focused on the Town Centre regeneration and aligned with the tiered approach set out in the spatial strategy.

2.3.3 The town centre is the beating heart of the community and the economic engine of the borough. Its vitality and viability have direct implications not only for the economic prosperity and well-being of the rest of the borough, but also for the borough's ability to attract investment.

2.3.4 This first phase of Town Centre interventions (2022-2026) will deliver a combination of new employment floorspace, state-of-the-art business innovation facilities; leisure and food & beverage uses; a new gateway to the town at the train station and lay down the first phase of electric charging infrastructure. They will mark the start of a long-term comprehensive programme of change that begins with the re-purposing of the town centre, responding to the significant structural challenges facing the high street that have been exacerbated by the Covid-19 pandemic, and will act as a catalyst for future private and public investment.

2.3.5 The second phase of interventions (2026-2030) will continue the town centre re-purposing by bringing the key public agencies in a single building / location (Community Hub project) and providing a significant residential element (Church Road development); it will deliver the second stage of the transport interchange project and the regeneration of the three District Centres identified in the Spatial Strategy as most in need of intervention and improvement. Again, this approach is aligned with the strategy's tiered logic and builds on the phase one interventions.



Fig.6 Strategic Sites located within the town centre that are prioritised as part of the Town's fund

3 Town Centre Analysis

3.1 The Study Area

3.1.1 The area of this study comprises of Redditch Town Centre, and the masterplan site (the Site) as described by Redditch Borough Council and outlined on the map on the right (fig. 7)

Town Centre

3.1.2 Redditch Town Centre fulfils a number of roles and functions. There is no a typical ‘High Street’ in the town centre and the **traditional urban heart is based around Church Green and St. Stephens Church**, with an outdoor market located at Church Green.

3.1.3 **The Church Green Conservation Area** concentrates around the Church of St Stephen, and is surrounded by two pedestrianised streets; Church Green East and Market Place and it is located at the termination of the pedestrianised Alcester Street.

3.1.4 This area together with the green provides a space for local market, community events and festivals. Historically the area was seen as the centre of Redditch and today it provides focus for life of the community.

3.1.5 The main shopping focus of the town is the Kingfisher Shopping Centre. The pedestrianised Alcester Street leads up to St. Stephens Church and together with Church Green East can be seen as the town centre core gathering a range of uses including;

- Services; in the Town Hall, library building, post office, banks,
- Culture; Palace Theatre,
- F&B; pubs and restaurants,
- Leisure; the fit club Redditch, etc.

The Masterplan Site

3.1.6 The masterplan site can be divided into two portions: northeast and southeast.

3.1.7 In the northeast and east the masterplan site is bound by Heart of Worcestershire College, residential properties, Victoria Street and Archer Road and it includes the Magistrate’s Court building and the Police Station.

3.1.8 To the southeast and the south the masterplan site is bound by Redditch Ringway and Silverstreet, and Kingfisher Shopping Centre, Market Place road, Church Green E road to the west. This portion of the site includes the Town Hall, the library and redundant market area which are immediately adjacent to the Conservation Area and directly adjacent to Threadneedle House.

3.1.9 **The Redditch Town Hall**, located at the southern end of Alcester Street has been identified as a key public sector asset with significant potential for co-location, refurbishment and redevelopment. This is a 6 storey, concrete framed building with brick elevations, built in the 1970s and comprising approximately 7,236m2 of net internal area and located within 0.86 hectares. There is an external 56 space car park.

3.1.10 **Threadneedle House**, a neighbouring property on Alcester Street was originally linked to the main buildings. It was sold in 2015 and separated from the main structure and converted into 48 apartments, extending residential provision in the Town Centre.

3.1.11 **Redditch Library** is owned by Worcestershire County Council and it occupies a prominent High Street position fronting one of the entrances to the Kingfisher Shopping Centre. It has been proposed for the library to be relocated and form a library services in the new ‘Hub’ building. Taking the prominent position of the library building there is an opportunity to demolish the existing building and provide a new anchor building on the site, or utilise the site for a high-quality centrally located public space for Redditch, strengthening pedestrian links between the key Town Centre destinations.

3.1.12 Development opportunity includes an underutilised, open but roofed area comprising of 505m2 of ground floor space on Silver Street refereed to as **‘Covered Market’ area**.

3.1.13 In the northern part of the Site the existing **Local Area Policing Base located on Grove Street** has been included within the estate rationalisation programme. The building was constructed in the late 1970s and comprises approximately 3,384 m2 (GIA) of useable space over 4 floors.

3.1.14 **Redditch Magistrates’ Court** neighbouring the Police Station on Grove Street has been also included within the Site boundary as well as the retail compound amongst others **including Lidl and Dunelm on Grove Street**.

**Townscape Analysis -
Existing Conditions (Wider Context)**
(Scale: 1:2500)

- Key:**
- Redditch Town Centre Boundary
 - Masterplan Site Boundary
 - Retail Core/Kingfisher Shopping Centre
 - Church Green Conservation Area
 - Pedestrianised Zone
 - St Stephen's Church
 - Main Vehicle Routes
 - Main Bus Route
 - Key Pedestrian Links
 - Pedestrian Subway Crossing
 - Shopping Centre Entrances

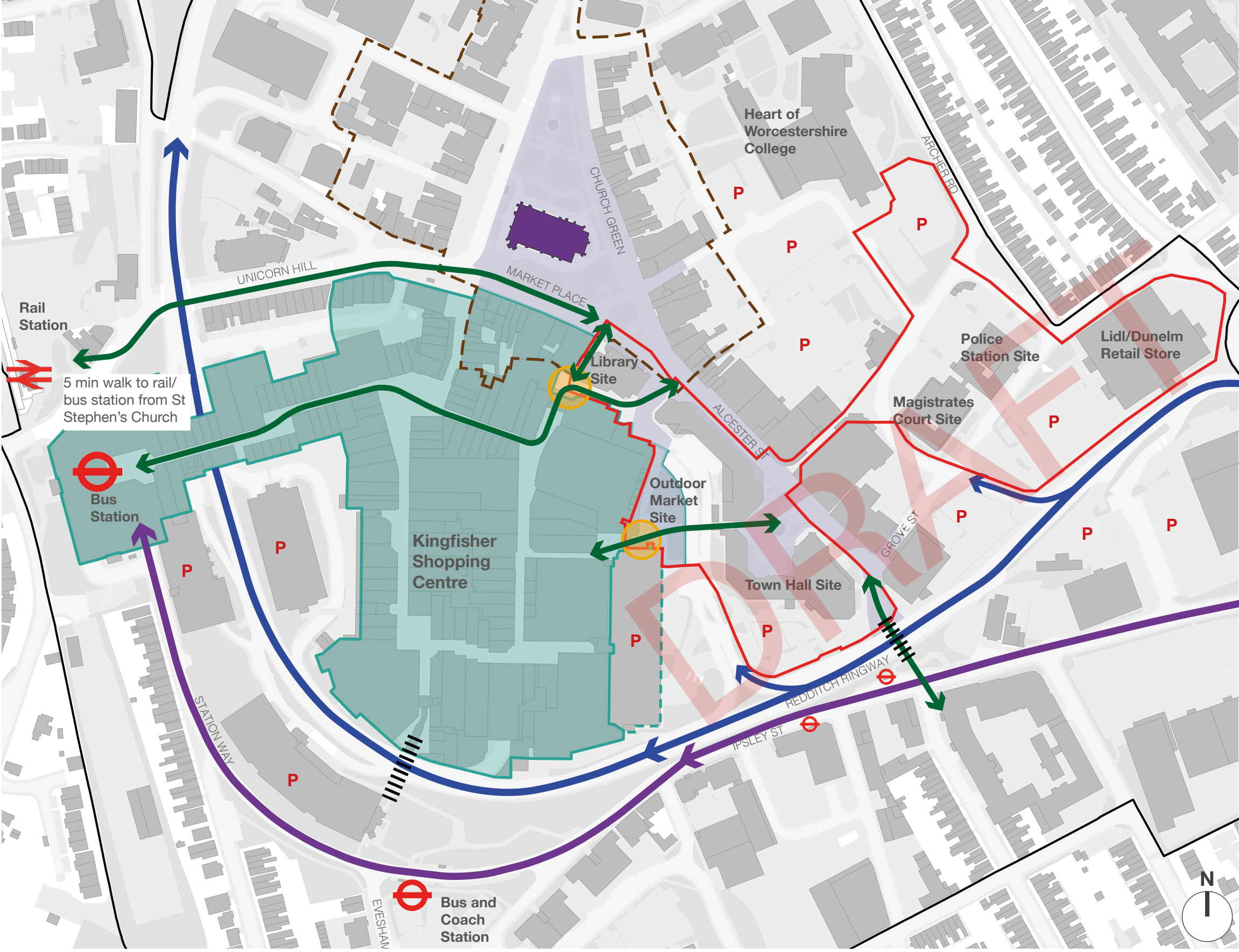


Fig.7 Townscape Analysis - Existing Conditions (Wider Context)

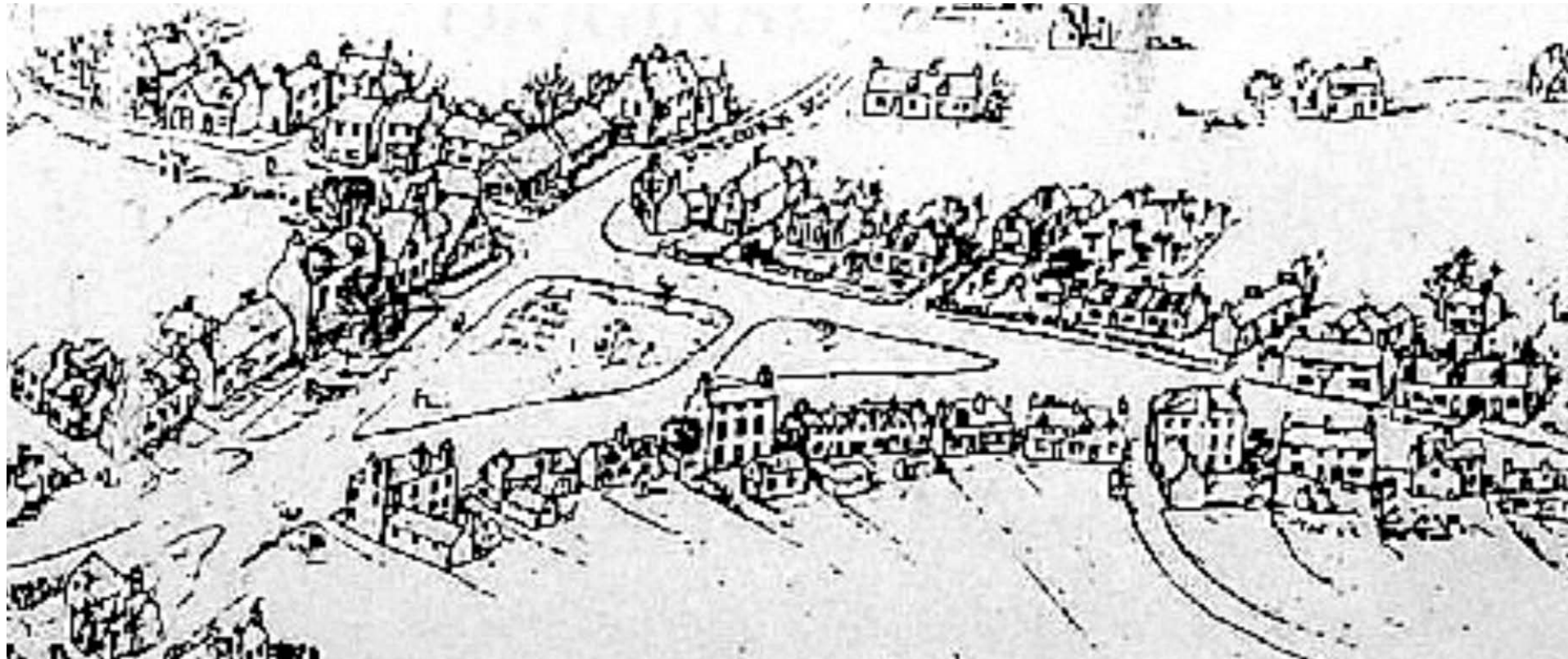


Fig.9 Historic England , St Stephen's church - aerial view 1925.



Fig.10 St Stephen's Church today as seen from Unicorn Hill.



Fig.11 Town Centre - Historic Map c. 1939

3.2 Historic Development

3.2.1 Redditch developed as a market centre with urban characteristics in the 13th century, however it owes its origin to the Cistercian monks, who founded Bordesley Abbey in the 12th century.

3.2.2 Bordesley Abbey located about a mile north of the Town Centre had a big impact on the small community of medieval Redditch. It provided work in farming and construction. The local community was centred around the Abbey's gateway chapel that was used as a place of gatherings and worship.

3.2.3 The town was located on the cross-roads of an east-west road between Warwick and Kidderminster and a north-south road from Staffordshire to Evesham and developed around a large triangular green (the Town's Green) at the road junction – today the Church Green Conservation Area and the location of St Stephen's Church.

3.2.4 In 1805 the Abbey's gateway chapel was moved to the Town's Green, where it became the chapel on the Green, and subsequently it was demolished to be replaced by a new larger church answering the needs of the growing population – the current St Stephen's Church.

3.2.5 The Green served as a market and meeting place since the medieval period.

3.2.6 The Borough has a rich local history evident in the 161 Statutory Listed Buildings, and 8 Scheduled Monuments. There are also more than 500 other heritage assets currently recorded, including locally listed heritage assets which have features of archaeological, architectural, historical or townscape significance to the Borough.

3.2.7 During the Middle Ages Redditch became a centre of needle-making. Other prominent industries connected with Redditch were fish-hooks, fishing tackle, and more recently motorcycles (Enfield motorcycle company) and springs, the last of which was notably undertaken by Herbert Terry and Sons.

3.2.8 Redditch was also made a parish in its own right, that grew further thanks to amongst other the railway that had arrived in 1859. By the turn of the century the population had risen to almost 12,000 and three years later Redditch became an urban district.

3.2.9 Redditch was formerly a market town until 1964 when it was designated as a New Town; a status it maintained up until 1985. During this period the Redditch Development Corporation was responsible for the growth of Redditch, predominantly to the east of the town.

3.2.10 During this time the population increased dramatically from **32,000 to around 77,000** and new Housing developments were created to accommodate a large overspill from the industrially expanding Birmingham.

3.2.11 Redditch was built using 'new' town planning: all the main roads (a ring road for the town centre and dual carriageways) were banked to reduce noise to the new housing estates, and the whole of Redditch was landscaped.

3.2.12 By the 21st century needle-making and other traditional industries had been replaced by modern light industry and services, with Redditch also functioning as a dormitory town for Birmingham. The automotive retailer Halfords and engineering giant GKN both have their headquarters in Redditch. Manufacturer of precious metal contacts Samuel Taylor Ltd has manufacturing plants within the town



Fig.12 Grade II Listed Palace Theatre



Fig.14 Grade II Listed St Stephen's Church



Fig.13 No 20 & 23 Church Green



Fig.15 Nos 13-15 Church Road



Fig.17 Nos 8-12 Church Green



Fig.16 Grade II listed St Stephen War Memorial

Town Centre - Historic Map
c.1888-1913

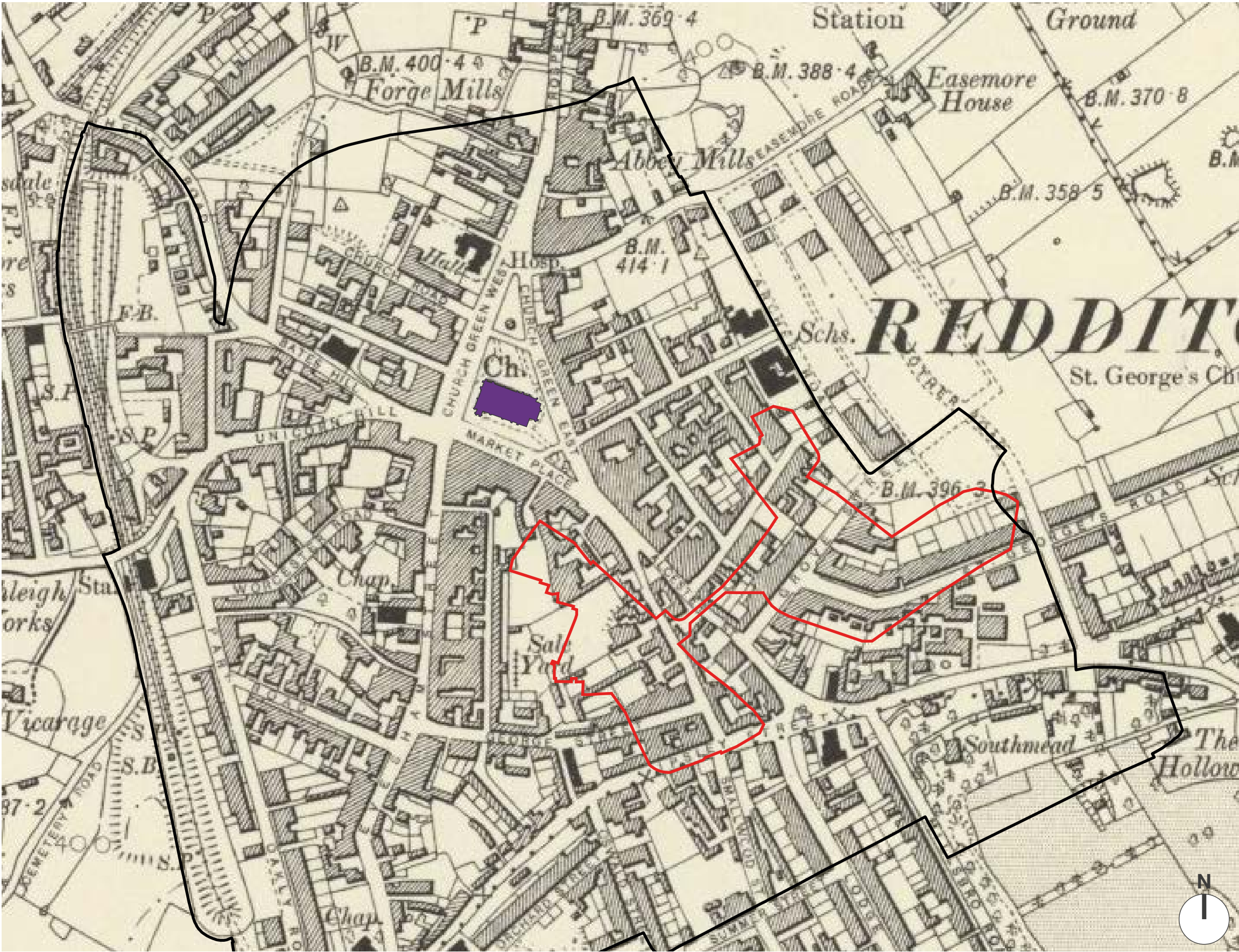
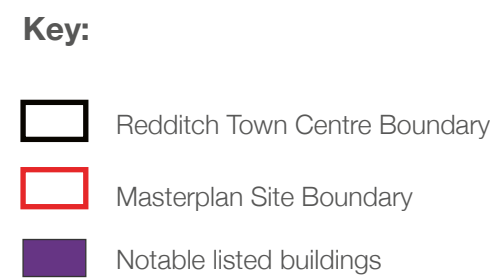


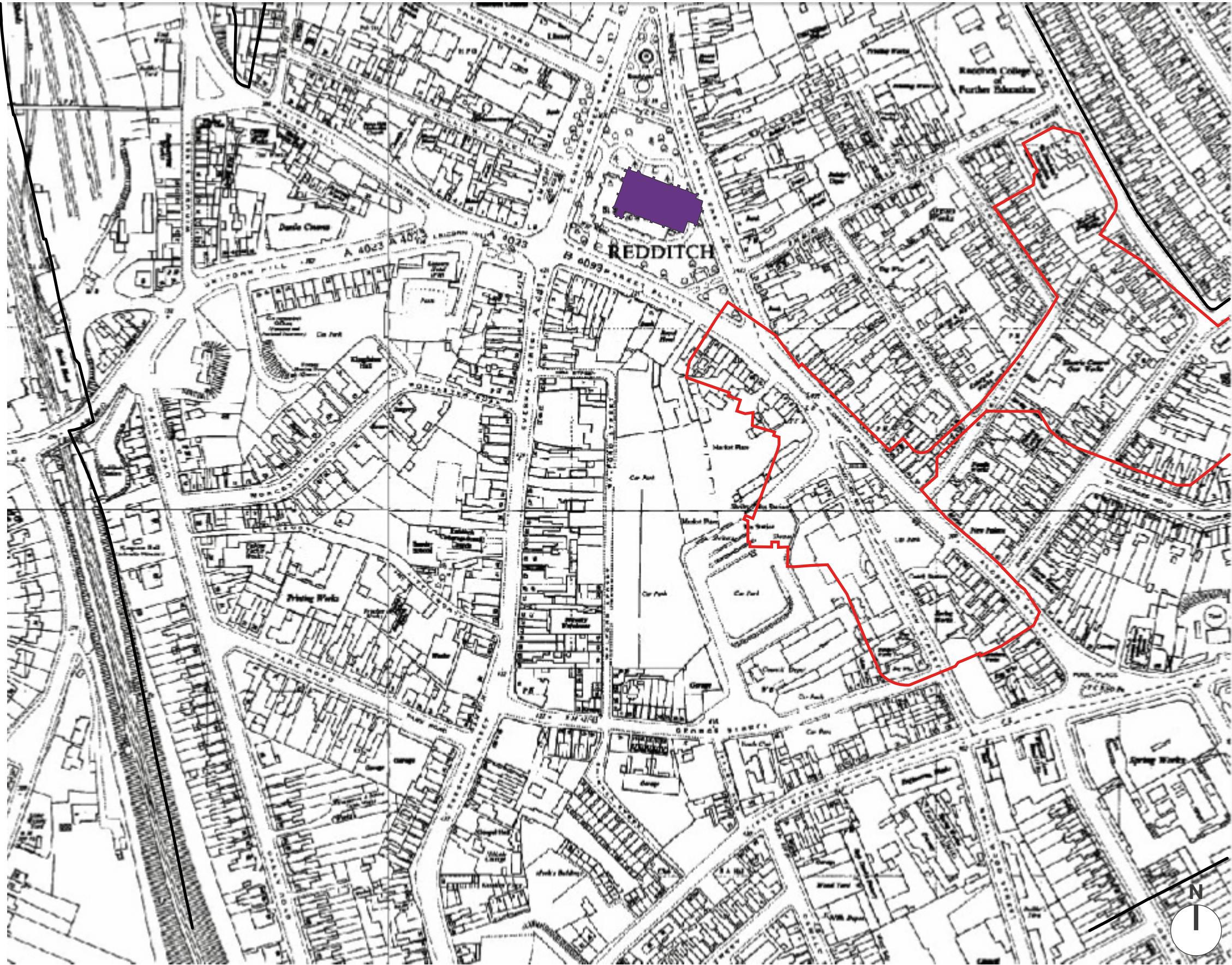
Fig.8 Town Centre - Historic Map c.1888-1913

- Key:
- Redditch Town Centre Boundary
 - Masterplan Site Boundary
 - Notable listed buildings




c.1939



Town Centre - Historic Map
c.1966



Key:

-  Redditch Town Centre Boundary
-  Masterplan Site Boundary
-  Notable listed buildings

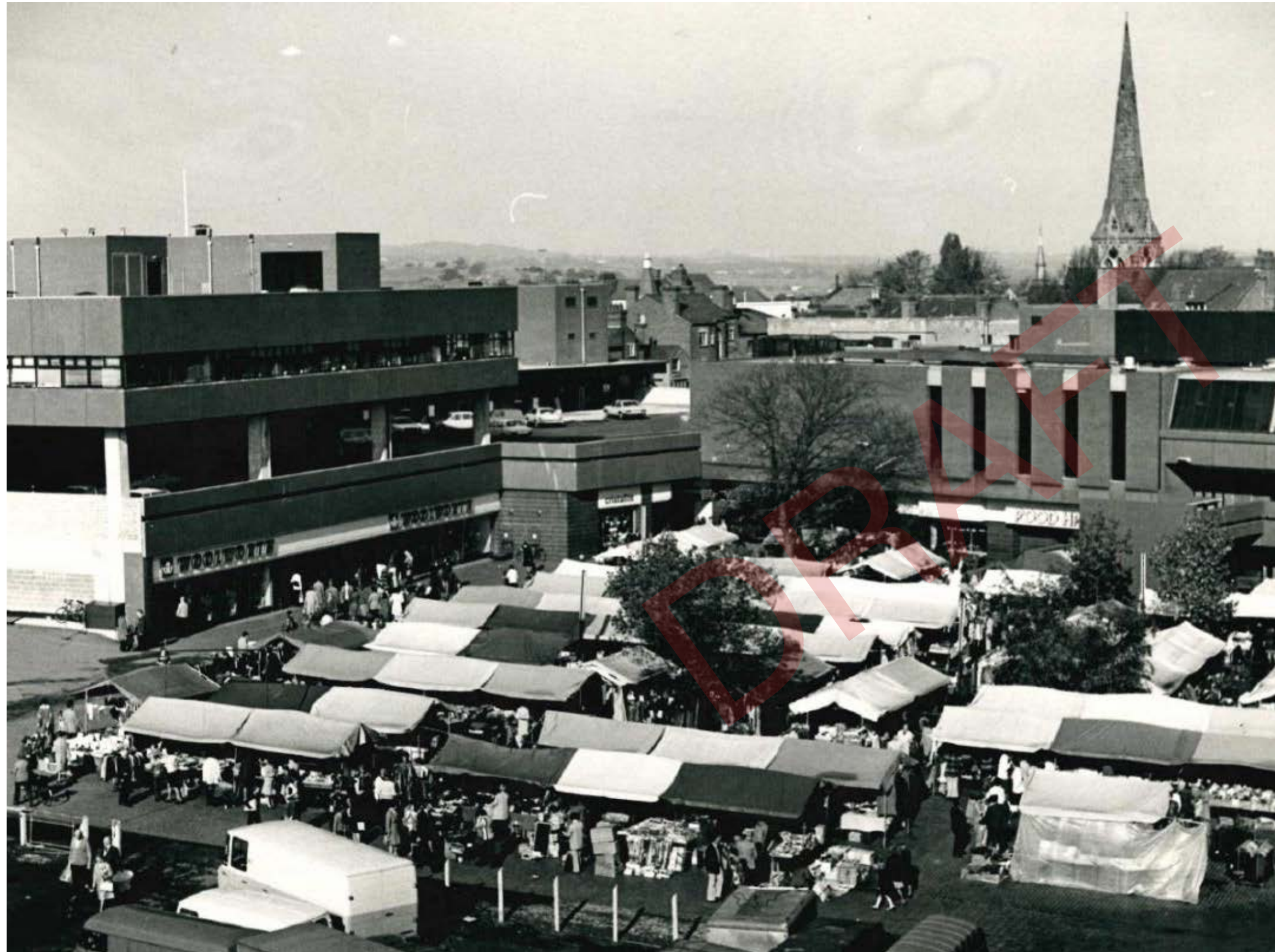


Fig.18 Markets at Royal Square prior to the development of the Kingfisher shopping centre (c. 1974)



Important view: Alcester Street in the 60's looking north east towards Church Green.



Palace Theatre

3.3 Heritage & Conservation Areas

3.3.1 There is one conservation area within the Town Centre - the Church Green Conservation Area designated in 1971 and extended in 1978. The conservation area is centred around the Church of St Stephen and the church green, in a triangular shape bounded by three pedestrianised streets, Church Green West, Church Green East and Market Place.

3.3.2 The Church Green Conservation Area contains an assortment of notable historic buildings, with a total of nine listed buildings and structures, all of which are of Grade II status, most of which front onto Church Green. Many of the listed buildings are from the 18th and 19th century and most likely originally constructed as dwellings but are now primarily office or commercial use.

Some of the notable listed buildings are:

- The **Grade II listed Church of St Stephen's** at the heart of the conservation area. Built in the 19th century is an example of a Victorian Gothic church. Built between 1854-5 in the decorated style by Henry Woodyer, it has alterations by Temple Moore.
- A group of buildings including **No's 7-13 Church Green East**. Most likely constructed as dwellings, however are now mostly in office or commercial use.
- **The Williams memorial** about 35 yards north-west of the church. Mid 19th century chest tomb.
- **The Bartleet fountain** on Church Green. 1883.
- Recently-refurbished **Palace Theatre** in Alcester Street.

Church Green and its function

3.3.3 **Church Green** is the most important open, green space within Redditch town centre. It forms the focal point within the civic and commercial heart of the borough.

3.3.4 The streets that surround **Church Green form the active centre**, with a steady flow of pedestrians using the pedestrianised Market Place and Church Green East that connect with Alcester Street linking Church Green with the southeast of the town.

3.3.5 St Stephen's church surrounded by mature trees and shrubs together with the **various local landmarks** create distinctive sense of place in the heart of Redditch. It provides an attractive amenity area offers some seclusion and escape from the traffic. **The total exclusion of vehicles from Church Green East and Market Place** has increased the value of the entire area as a public space and a small civic square, especially during the summer months, when the area is **particularly busy with outdoor markets, festivals and community activities**.

Relevance to the Study:

- **Church Green provides an important focus** and its assets are particularly vulnerable to constant pressure from development. Any new development in the Town Centre therefore has the potential to have **an adverse impact on the conservation area**.
- The library site lies adjacent to the conservation area - any development on the site if not sited and designed appropriately, could have an adverse impact on the setting of the listed buildings and the conservation area itself.
- There are number of important views into, out of, and within the Area. Any town Centre proposals will have to be carefully considered in terms of the **overall massing and** height in order to preserve the views of the Green, St Stephen's church and the listed buildings.
- The most important views that can be impacted by development of the town centre sites are as follows:
 - view up Alcester Street,
 - view from the junction of Alcester Street and Church Green East,
- Treatment of **site boundaries and public realm** within the conservation area should be carefully considered.

Town Centre - Heritage & Conservation
(Scale: 1:2500)

Key:






-  Redditch Town Centre Boundary
-  Masterplan Site Boundary
-  Listed buildings
-  Conservation Area
-  Important Views





Fig.19 Existing Buildings: Town Hall building and Kingfisher Shopping Centre beyond.



Fig.20 Existing Buildings: Library building



Fig.22 Church Green, view looking towards St Stephen's Church



Fig.21 Existing Buildings: Magistrates Court & Police Station

3.4 Building Heights and Built Form

3.4.1 As described in the previous chapter Redditch centre **focuses on the triangular historic Church Green** with St Stephen's church in its core. The pattern of building surrounding the green is clearly defined; rows of mostly 3 and 3.5 storey, 18th and 19th century, **closely knitted buildings** front onto Church Green East, Church Green West and the Market Place. The morphology of these buildings reflects the Georgian and Victorian phases of development in Redditch.

3.4.2 A dense pattern of building plots continues **along the northern edge of Alcester Street** while its southern side is characterised by three large scale buildings; the Town Hall, Thread-needle House and the library.

3.4.3 Northeast part of the development Site is enclosed by a row of 2 and 2.5 storey terraces along Archer Road, Heart of Worcestershire College and the 2 and 3 storey buildings fronting Alcester Street. There are three large scale buildings there; **Magistrate's Court, police station, and a large retail building** surrounded by poor quality public space and car parks.

3.4.4 The Church of St.Stephen **is the tallest building in the Town Centre** and the majority of historic buildings surrounding the Church Green are 3 and 3.5 storey high. The majority of buildings along the northern edge of Alcester Street are 2 and 3 storey high however they vary in scale and massing.













3.4.5 The Town Hall and Thread-needle House dominating the southern edge of Alcester Street vary from 3 to 5 storey. **A bulky Kingfisher Shopping Centre** provides a backdrop for the Town Hall and the Library and is clearly visible from the junction of Alcester Street and Church Green East as well as Evesham Walk.

Relevance to the Study:

- Redevelopment of **the Library Site** should consider the historic urban grain of the conservation area and take advantage of its significant setting to deliver a development, which exhibits good quality townscape, and public realm integration and creates an attractive termination of Alcester Street and a corner building addressing a busy entrance to Kingfisher Shopping Centre.
- Any development on the northeast portion of the Site should consider **2 and 2.5 storey residential context on Archer Road**. Low density and proximity of larger scale buildings give an opportunity to deliver a scheme that's higher than then surrounding buildings.
- Any new development of the Town Hall Site should consider the scale and massing of the existing building.

Town Centre - Building Heights
(Scale: 1:2500)

Key:

-  Redditch Town Centre Boundary
-  Masterplan Site Boundary
-  1 Storey
-  1.5 Storey
-  2 Storey
-  2.5 Storey
-  3 Storey
-  3.5 Storey
-  4 Storey
-  4.5 Storey
-  5 Storey
-  6+ Storeys

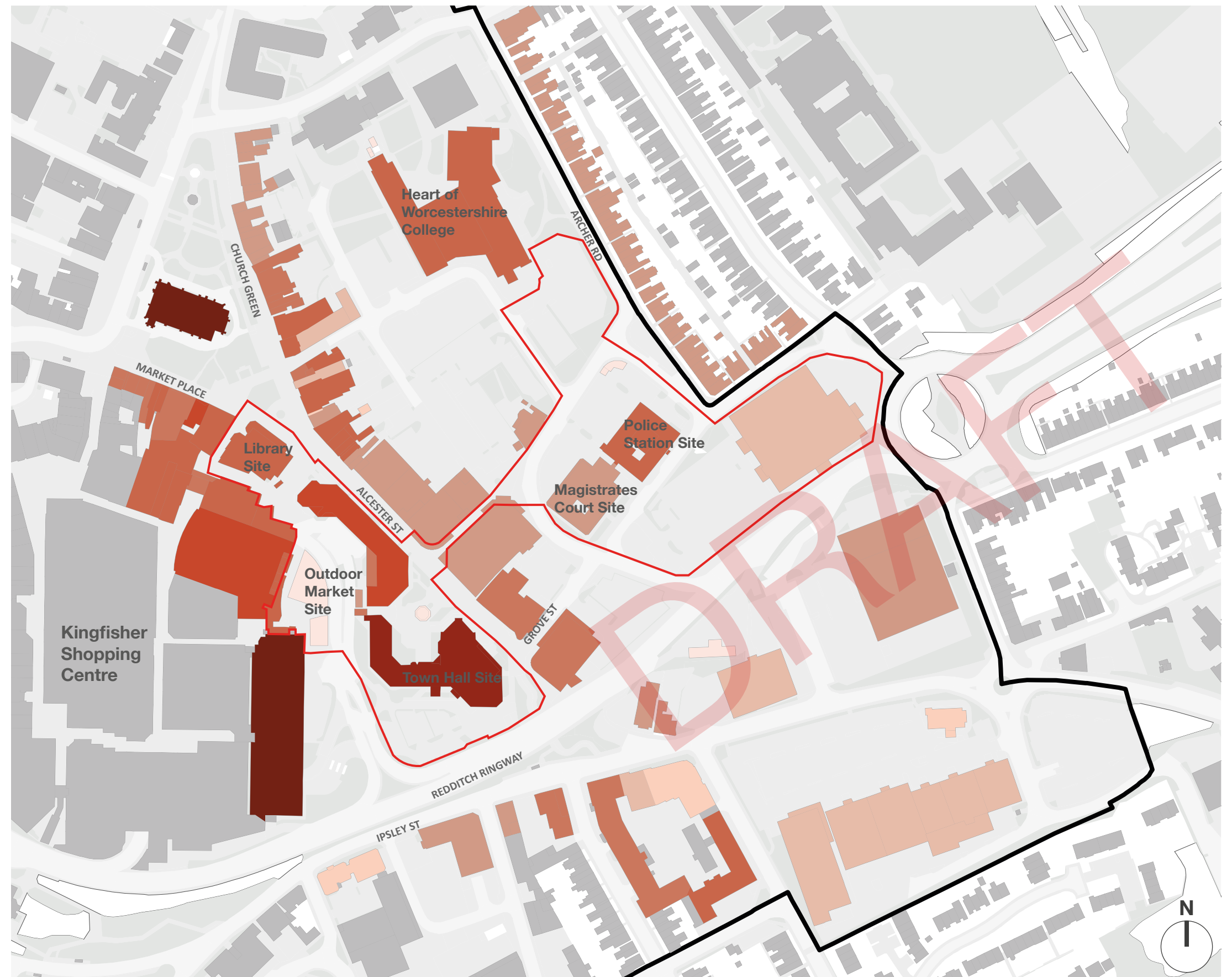




Fig.23 Alcester Street, entrance to Kingfisher Shopping Centre on the right.



Fig.24 Ground Floor uses on Alcester Street: Threadneedle House and retail units



Fig.25 Ground Floor uses on Alcester Street: Palace Theatre and Town Hall

3.5 Ground Floor Uses

3.5.1 Redditch features an extensive and well-mixed assortment of uses with a mixture of A1, A2, A3, A4 and A5 uses - traditional retail, financial institutions and some pubs, restaurants and cafés .

3.5.2 **Redditch Town Centre is the focus for shopping in the Borough. Retail uses are mainly concentrated within Kingfisher Shopping Centre.** Other retail and f&b uses can be also found along Alcester Street , Church Green East, Church Green West and the Market Place.

3.5.3 There is a popular **covered market adjacent to the shopping centre** on Sliver Street. Another outdoor market is located along the Church Green on Church Green East and the Market Place.

3.5.4 There are **several larger retailers** in the area outside of the shopping centre, primarily on Redditch Ringway and Other Road, behind the police station.

3.5.5 **Business /office premises** are mainly located outside of the study area, however there are some smaller scale, first- floor office spaces available on Alcester Street, Market Place and Church Green.

3.5.6 **Residential units** in the town centre are mainly provided in the Threadneedle House on Alcester Rd.

3.5.7 Institutional buildings including NHS clinic and surgeries are mainly located north of Church Green. The library, Council offices as well as the cultural offer - the theatre are located along Alcester Road.

3.5.8 **Retail uses are increasingly vulnerable, with current shifts within the retail market towards internet shopping,** national chain stores and consolidation of shopping activity into larger centres. There are currently a number of vacant units in the centre offering predominantly small commercial rental space that can accommodate new tenures and help revitalise the Town Centre offer.

Relevance to the Study:

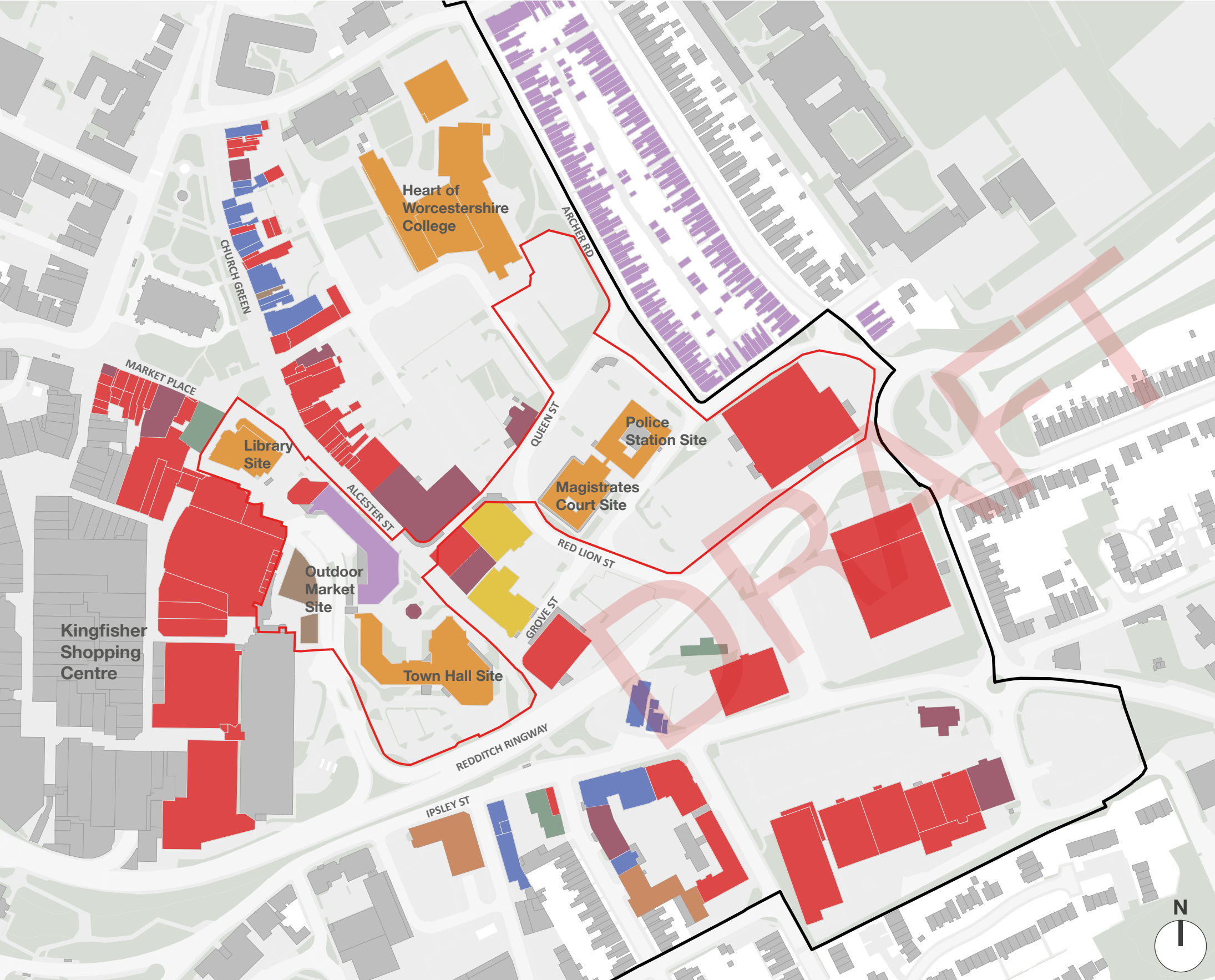
- Consolidation of town centre services and better utilisation of often hard to adapt buildings can have a big impact on the Town.
- Consolidation of various public services, such as NHS, DWP, Fire and Rescue, Council Services, College within **a new community services 'hub'** forms a part of the project brief. Integration of the services will result in vacant town centre units that should be well utilised.

Detail analysis of the market, current uses and availabilities and socio-economic profile are included in Appendix B: Market Analysis.

Town Centre - Uses
(Scale: 1:2500)

Key:

- Redditch Town Centre Boundary
- Masterplan Site Boundary
- A1 - Retail
- A2 - Professional Services
- A3/A4/A5 - Food & Drink
- C2/C3/C4 - Residential
- B2 - Business/Light Industrial
- D1 - Non Residential
- D2 - Leisure
- Sui Generis
- Vacant (March 2020)



Note: The distinguished uses refer to pre Sept 2020 TCPR amendment use classes)



Fig.26 View from Church Green East



Fig.29 The water feature



Fig.27 Church Green and St Stephen's Church



Fig.28 Church Green in the past.

3.6 Green and Open Space

3.6.1 Church Green is the most important and the only open, green space within the study area of Redditch Town Centre.

3.6.2 The abundance of vegetation, pedestrianised public realm and **restricted traffic creates a sympathetic and attractive setting and a space of respite for the residents**, especially during the summer months.

3.6.3 The area incorporates a variety of uses and functions as a churchyard, a small public park and, in Unicorn Place around the war memorial, a low-walled enclosure serves as a small civic square. It provides a convenient seating area and a meeting place.

3.6.4 The numerous mature trees, and those planted recently, create a very important characteristic and together **with the St Stephen Church a focal point for the town centre**. A number of flower beds on Church Green East and those surrounding the fountain on the Green provide an important source of colour during spring and summer.






3.6.5 It fulfilled a function of a focal point and a meeting place for the community throughout the years.

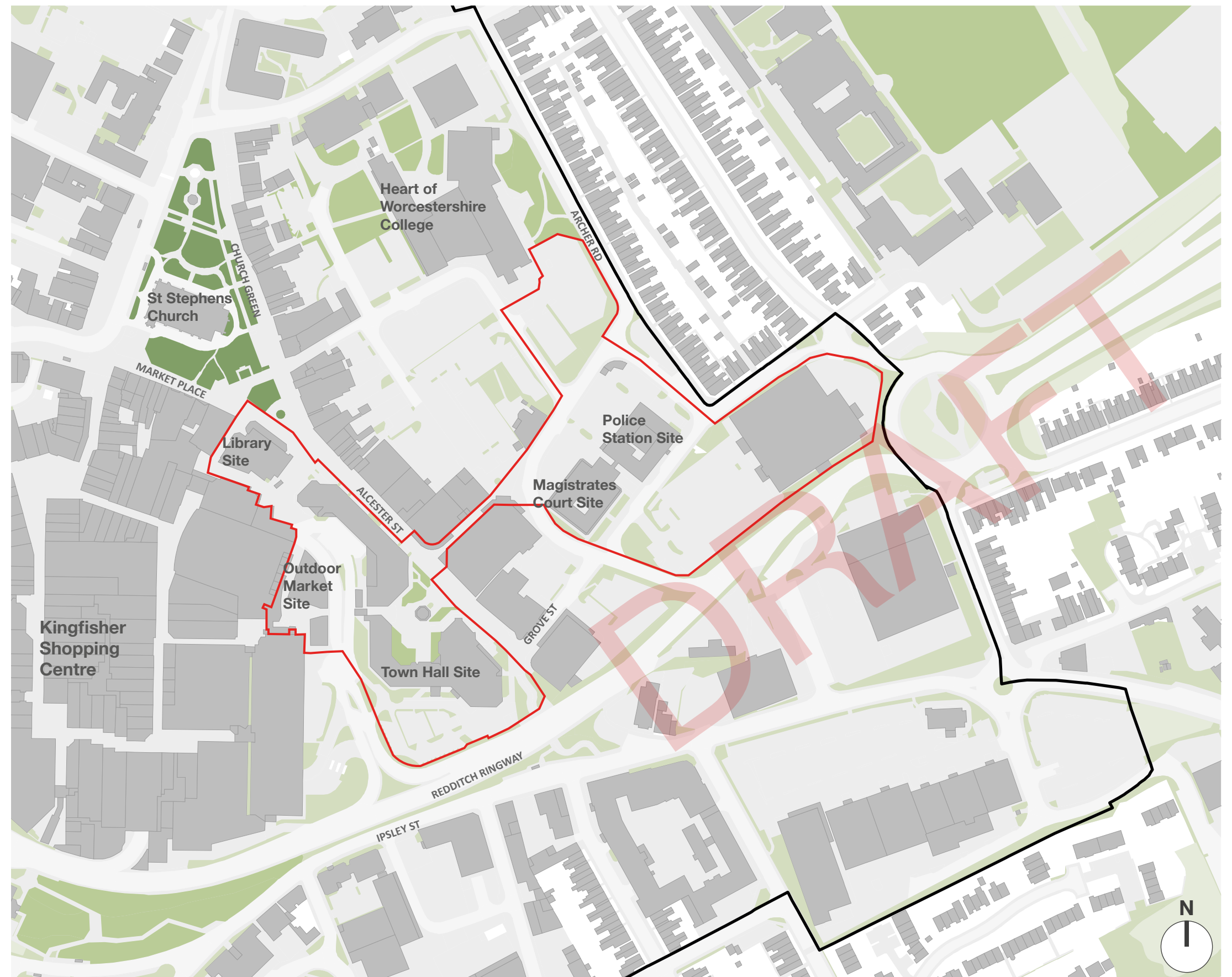
Relevance to the Study:

- Any new development in the Town Centre should provide greenery in order to enhance green infrastructure in Redditch in line with the **Creating and Sustaining a Green Environment** chapter of Borough of Redditch Local Plan 4 and the policies:
 - Policy 11 Green Infrastructure
 - Policy 12 Open Space Provision
 - Policy 13 Primarily Open Space
 - Policy 15 Climate Change
 - Policy 16 Natural Environment

Townscape Analysis - Public Realm
(Scale: 1:2500)

Key:

-  Redditch Town Centre Boundary
-  Masterplan Site Boundary
-  Major Parks/Green Space
-  Open Green Space
-  Open Green Space in Town Centre



4 Transport and Movement

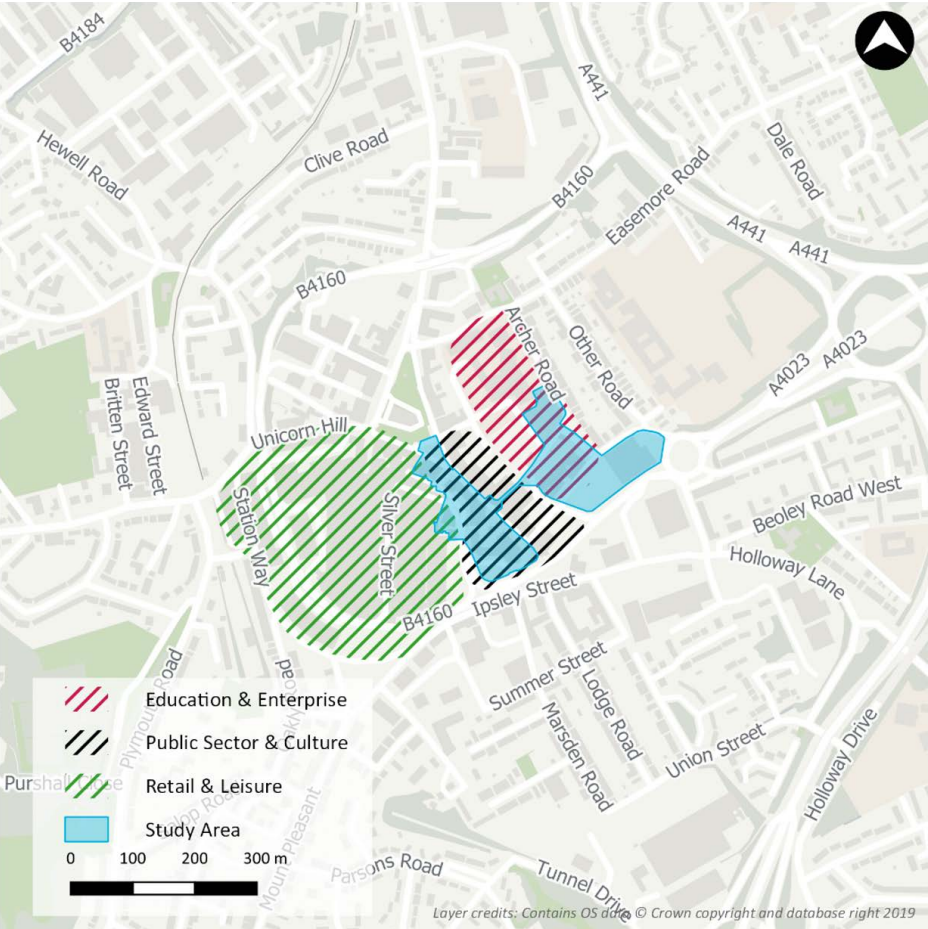


Fig.32 Study Area and Town Centre Quarters



Fig.33 Pedestrian crossing the Ringway (google maps)

4.1 Pedestrian Environment

4.1.1 Steer are part of the team retained by Redditch Borough Council advising on the redevelopment potential of sites in the south eastern quadrant of Redditch Town Centre. This note summarises the background transport conditions – **the existing and future local pedestrian, cycle, public transport and parking in and in the vicinity of the area.**

4.1.2 The study area, which sits at the convergence of the Education & Enterprise, Public Sector & Culture and Retail & Leisure Quarters as defined in the Redditch Community Hub: Business Case is outlined on the map on the left.

4.1.3 Redditch Town Centre, and in particular the study area **is defined by its relation to the Ringway and extensive use of parking.**

4.1.4 Internally, the eastern part of the of the study area is difficult to penetrate on foot, as it is predominantly occupied by retail car parks, deprived of formal paths following key desire lines. The western part, however, benefits from Church Green East and Market Place – pedestrianised high streets running connecting the area to the **Kingfisher Shopping Centre.**

4.1.5 Externally, as identified in the 2009 Town Centre Strategy, a major obstacle to achieving a quality pedestrian network is the Ringway, which currently circles around the Town Centre, acting as a physical barrier to pedestrian movements to and from the study area. **The Ringway, which acts as a key highway route, prioritises motorised traffic and lacks footways.**

4.1.6 The existing street design and widths also make it difficult for pedestrians to cross at grade. Pedestrians wishing to travel southbound from the study area, for example to reach bus stops on Ipsley Street or shops on the southern side of the road, are currently required to cross via either of two underpasses. **The underpasses can seem intimidating to pedestrians, potentially discouraging them from walking.** Moreover, travelling via the underpasses, not only significantly elongates the travel distances – e.g. a person wishing to walk from Dunelm to Wickes separated by 100m, needs to walk for 400m. **As a result, people can be observed walking across the Ringway, despite there being no safe crossings no pavement provided on either side of the road.**

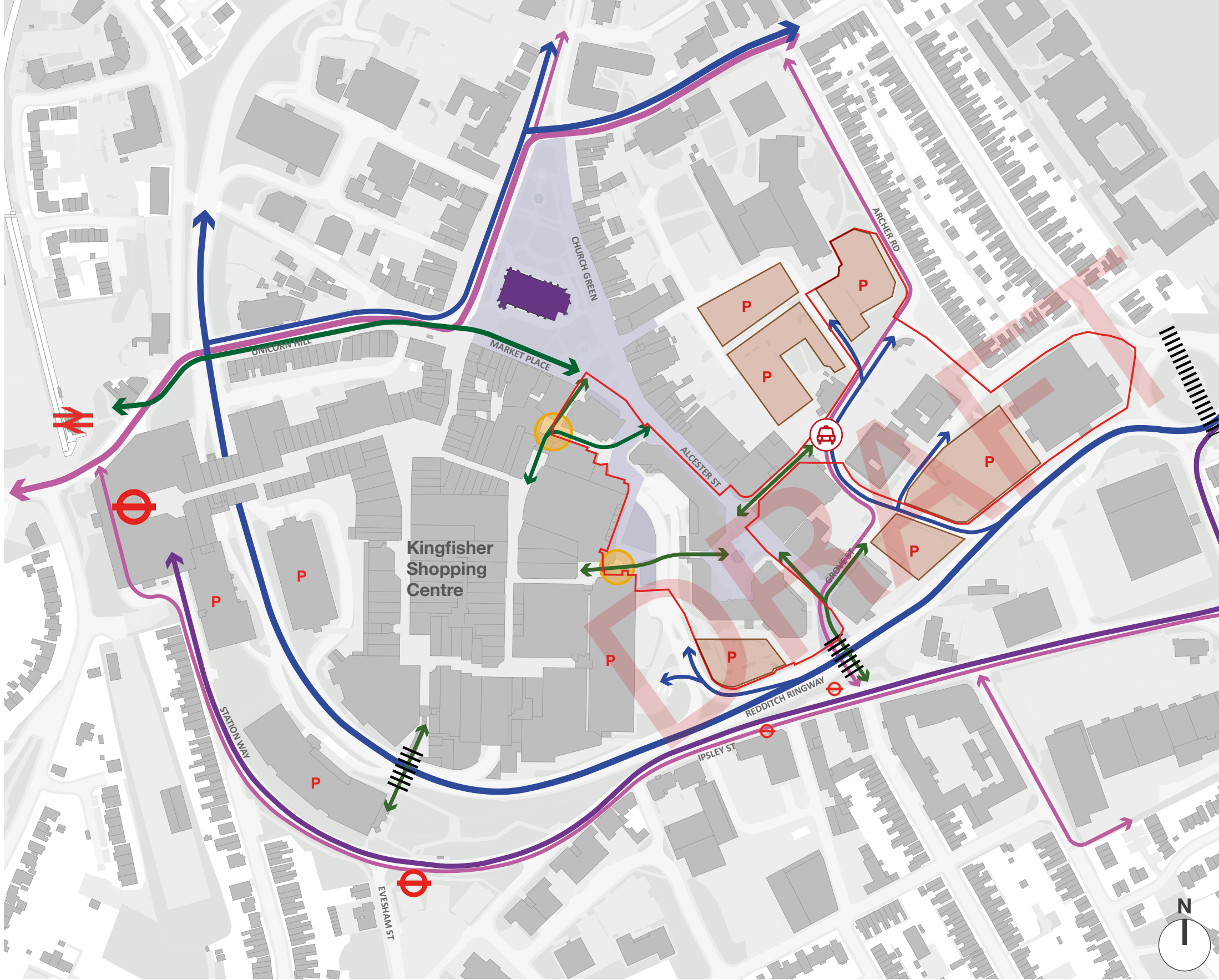
Relevance to the Study:

- Policy 19 of the Borough of Redditch Local Plan (2017) states that the Borough should **strive to “deliver a comprehensive network of routes for pedestrians and cyclists that is coherent, direct, safe, accessible and comfortable to use.** Building on, adapting and extending the pedestrian and cycle network that exists, in particular following ‘desire lines’ of the pedestrian”. In relation to the Town Centre, the Local Plan further stresses that it is essential to “ensure that infrastructure for pedestrians and cyclists that is well designed and safe is prioritised”.
- Policy 31 of the Local Plan intends to **“tackle” the Ringway**, with the document specifying that the route could be downgraded.
- From initial observations we consider it would be possible to replace both subways without detracting from developable area:
 - An at-grade crossing (shared with cyclists) of the Ringway opposite Lodge Road
 - At-grade crossings (shared with cyclists) on the western and southern arms of the Coventry Highway roundabout
- With associated redevelopment of the Lidl/Dunelm site it would also be possible to introduce/safeguard the introduction of the following highways improvements:
 - **Converting Ringway to a two-way boulevard fronted by generous footways/cycleways.** This would assist with wider aspirations to downgrade/remove other parts of the Ringway, as set out in the 2009 Arup Town Centre Strategy
 - **Converting the eastern end of Grove Street to two-way traffic working**, which would also improve bus access to the eastern part of the town centre.
- We also support the recommendation of the 2009 Town Centre Strategy to **reduce the speed limit on the Ringway to 30 mph.**

Townscape Analysis - Transport & Movement
(Scale: 1:2500)

Key:

- Masterplan Site Boundary
- Pedestrianised Zone
- St Stephen's Church
- Rail Station
- Bus Stops
- Taxi Rank
- Car Parks
- Main Vehicle Routes
- Main Bus Route
- Main Cycling Routes
- Key Pedestrian Links
- Pedestrian Subway Crossing
- Shopping Centre Entrances



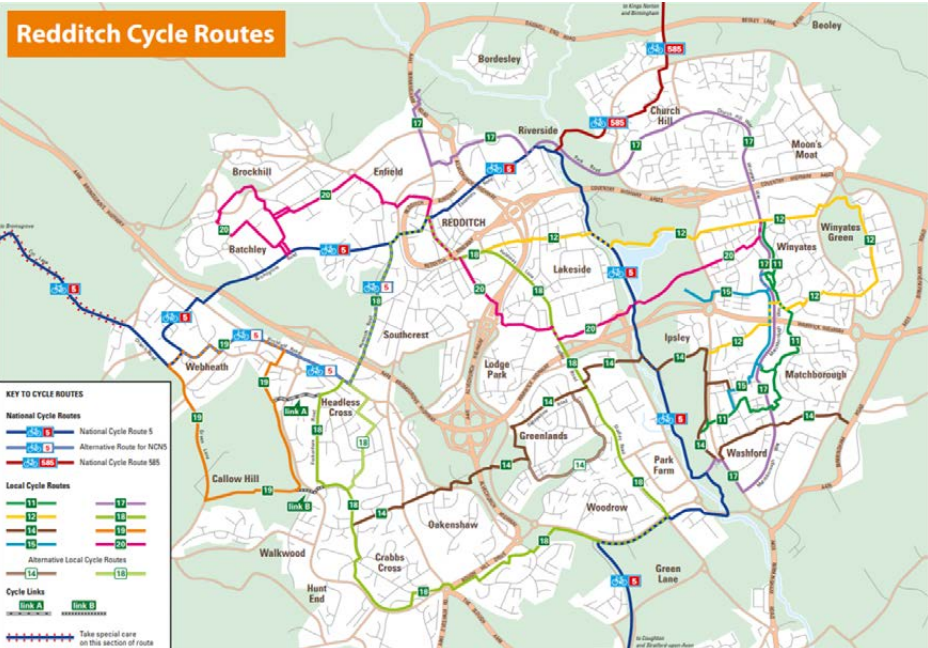


Fig.34 Redditch Local Cycle Routes

4.2 Provision for Cyclists

4.2.1 Redditch Borough Council has recently started a trial scheme in the town for the hire of e-scooters. These are intended to reduce the need for car use on shorter trips and their use should assist with improving upon existing low cycle mode shares. **According to the 2011 Census, only 0.4% travel to work** journeys were made by bike in the study area.

4.2.2 Redditch Town Centre benefits from being located on the **National Cycle Route 5**, which runs along Unicorn Hill, Church Green West and Easemore Road. At the closest point, the route passes within less than 100m of the northern edge of the study area. A full map of cycle routes in Redditch is shown below.

4.2.3 Sections of the route, e.g. **Church Green West pictured below, have provisions for cyclists.** Nevertheless, as can be seen, the cycle routes are not separated from the motorised traffic, with the lane often coming to an abrupt stop to accommodate bus bays or on-street parking. Further, the lanes can often be seen occupied by parked cars.

4.2.4 Although as identified in the preceding section, the Borough intends to create an environment conducive to cycling and walking, there is limited information on proposed improvements to cycle routes.

4.3 Public Transport Network

Rail

4.3.1 West Midlands Railway provides a service to Four Oaks, via Kings Norton, Birmingham New Street and Sutton Coldfield. At the time of writing, the service operates every 30 minutes in both morning and evening peaks, although the service ran thrice per hour prior to the Covid-19 pandemic.

4.3.2 The Worcestershire Rail Investment Strategy (2017) published by Worcestershire County Council notes that the Redditch line experiences overcrowding in the peak hours, and limited access to areas south of Redditch, as Redditch remains an end-of-the-line station. To relieve congestion and better integrate the, the Strategy recommended:

- Rolling stock capacity upgrade
- Provision of interchanges to other destinations
- Good quality road access to Bromsgrove or Worcestershire Parkway.

4.3.3 The 2009 Town Centre Strategy also recommended the provision of a second platform at Redditch station, as this would permit service frequencies to/from Birmingham to be increased above 3 per hour in response to growing demand.

Bus

4.3.4 There are 7 bus routes passing through or in the immediate vicinity of the study area, run by three different operators. Most bus routes offer infrequent services, limited to a service every hour, with the exception of route 57/58. Which runs every 10 minutes in the peak hours.

4.3.5 All bus routes converge at Redditch Bus Station, located 400m away from the edge of the study area, with the stations offering access to additional bus routes.

4.3.6 The location of bus stops and bus routes are shown below and the services are summarised in Table 1. Bus routes with limited timetable are indicated.

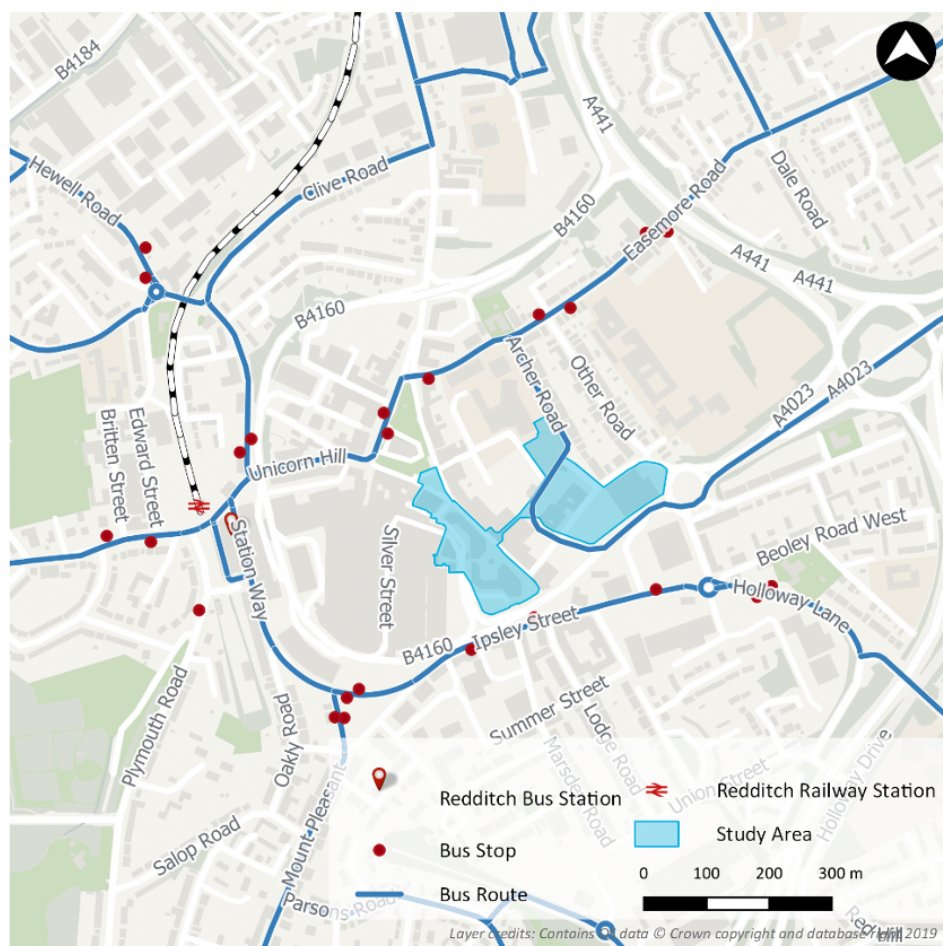


Table 1: Redditch Town Centre Bus Routes - Study Area

Bus Route	Operator	Destination	Frequency
47/48	Red Diamond	Redditch Bus Station Loop (via Alexandra Hospital)	Once every hour in each direction
57/58	Red Diamond, First	Redditch Bus Station Loop (via Woodrow, Matchborough and Church Hill)	Once every 10 minutes in each direction
62	Red Diamond	Redditch Bus Station Loop (via Mappleborough Green)	Once every two hours
65	Red Diamond	Redditch Bus Station Loop (via Gibbs Road)	Once every hour
67	Red Diamond	Redditch Bus Station – Studley	Once every two hours
150	Johnsons of Henley	Birmingham - Worcester	Once every hour
519	Flexibus	Redditch - Solihull	Once per day

4.4 Public Parking Provision

4.4.1 According to Parkopedia, **Redditch currently has around 3,000 daytime off-street parking spaces** within a short walk of the study area, as detailed in Table 2.

4.4.2 The Kingfisher Shopping Centre alone is attributed circa 2,500 car parking spaces, although the exact number available varies between sources. Two of the shopping centre's car parks are currently closed.

4.4.3 Additionally, there are over **700 spaces belonging to businesses** in the area. Although these are mostly for customers and/or employees only, online sources point to those car parks being used by the general public, especially in the evening hours. A number of smaller off-street car parks belonging to commercial and residential uses are dotted around the Town Centre. **Further, there is a number of on-street parking bays.**

4.4.4 Although a fundamental review of public parking provision in the town centre is outside the scope of the current study, we would reiterate the comments made in the 2009 Arup study. In particular:

- Every effort should be made to reduce the environmental impact of public car parking by reducing the overall quantum and reducing the amount of single-level surface car parking.
- The gantry parking signs should be replaced with variable message signs – in addition to improving the local environment, this would allow for more efficient use of car parks.
- The car parks could be renamed so that they relate to the primary destinations they are intended to serve.

Controlled Parking Zones

4.4.5 A number of car parking schemes are in place to improve parking for residents and visitors. On those streets parking is only allowed for the limited periods that is indicated on road signs, unless if the user holds a permit.

4.4.6 Of streets in immediate vicinity of the study area, Archer Road and sections of Other Road, both to the east of the site, are designated as resident parking areas.

4.5 Development Parking Standards

4.5.1 Car parking and cycle parking standards are set out in the Worcestershire County Council's Streetscape Design Guide (2020).

Residential Parking

4.5.2 The Design Guide states that “there is no direct relationship between car parking provision and choice of transport mode, so a minimum provision for residential needs should be made”. A summary of residential car and cycle parking requirements is provided in Table 3.

4.5.3 Cycle parking requirements are not provided separately for short- and long-stay parking. **Similarly, there are no explicit standards related to the provision of accessible car or cycle parking spaces.**

4.5.4 There are additional considerations on residential parking, an abridged list of those deemed the most relevant to the study area is presented below. Additional considerations applicable both to residential and non-residential car parking outlined at the end of this section, while a full list is **available on pages 33-35 of the Design Guide.**

4.5.5 Residential parking standards listed above do not apply to class C4 Homes of Multiple Occupancy (HMOs). Parking standards for new and conversion HMOs are set out separately on page 33.

4.5.6 Garages are excluded from the car parking calculations, as they can be converted to habitable accommodation without a permission. Nevertheless, garages can be included in the cycle parking provision as long as the internal dimensions are at least 6m x 3m. Residential car parking must not be less than 6m x 3.2m.

4.5.7 33. Visitor parking is permitted to take place on street, dependent on local restrictions and on street demand. If not feasible, an off-road provision should be made at a ratio of 1 space per 5 bedrooms.

4.5.8 34. Although there are no set standards for accessible cycle parking, it is stated that these should be allocated at the end of a standard provision with a minimum width of 1.5m clearance to allow for dismounting. Standard cycle parking spaces require a minimum clearance of 1m.

Figure 5: Car Parking Locations in Redditch Town Centre

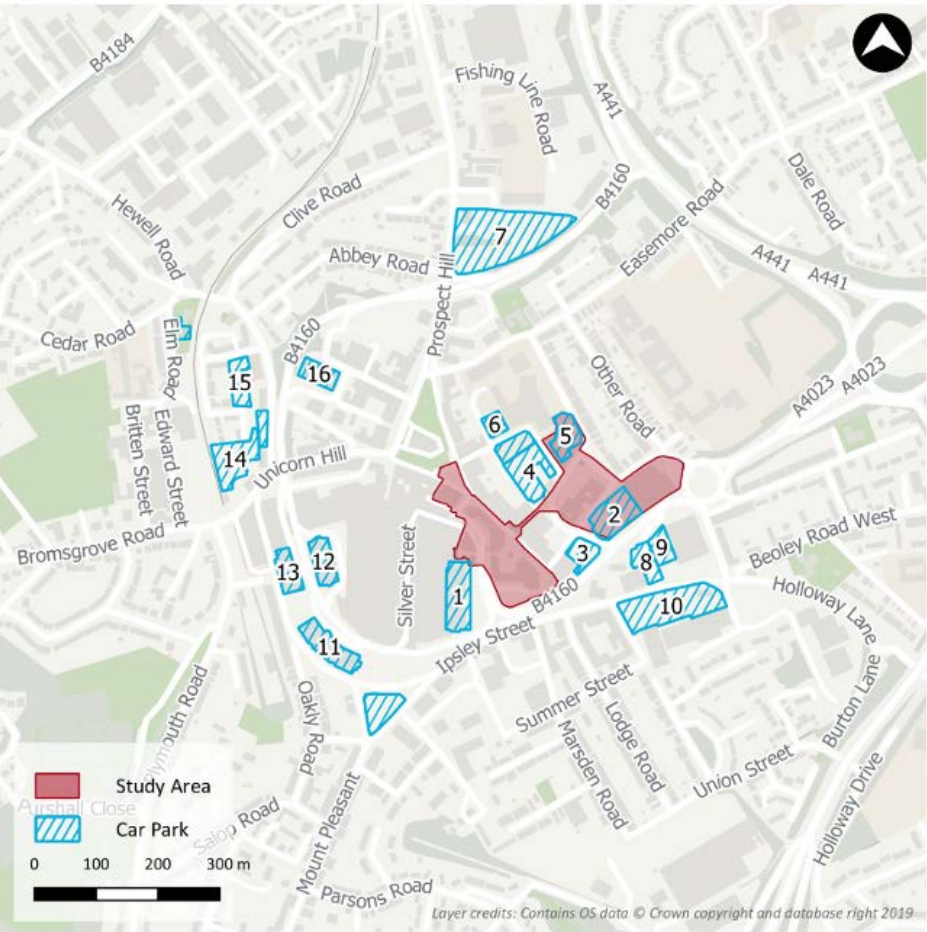


Table 2: Redditch Town Centre Car Parking Provision

ID	Location	Number of Spaces
13	Kingfisher Centre – Car Park 1	250
1	Kingfisher Centre - Car Park 2	1,450
11	Kingfisher Centre – Car Park 3	700
12	Kingfisher Centre – Car Park 4	Currently Closed (650)
16	Kingfisher Centre – Car Park 7	Currently Closed (Not reported)
14	Redditch Station	157
7	Prospect Hill Car Park	~150
4	The Quadrant	~130
Subtotal		~2,837 (3,487)
Major Customers/Employees Only Car Parks		
2	Dunelm/Lidl	~170
3	Hughes	~50
5	Heart of Worcestershire College	~80
6		~40
8	Halfords	~30
9	Wickes / Bensons Beds	~50
10	Trafford Retail Park	250
15	Holiday Inn	~30
Subtotal		~700
Total		~3,537 (4,187)

Table 3: Residential Parking Standards

C3 Residential	Minimum permitted parking provision	
	Car Parking	Cycle Parking
1 bed	1 space	1 space
2-3 beds	2 spaces	2 spaces
4-5 beds	3 spaces*	2 spaces

* Increased to 4 in rural parishes of Redditch

Non-residential Parking

Car Parking

4.5.9 No detailed information by land use class is provided within the Streetscape Design Guide, rather, the Design Guidance states that “the operators of [Commercial/Industrial (Non-Residential)] uses should have a good understanding of the needs of their business and [they] will determine how land under their control could be managed”. The guidelines further read “the applicant should provide a minimum parking provision, (...) along with an evidence base to demonstrate the appropriateness of the provision”. This can be derived from first principles of from existing data, such as TRICS. The applicant further needs to provide adequate space for deliveries and servicing, which should not conflict with the proposed parking arrangement.

4.5.10 Exception to the above are educational facilities, which should provide a maximum of 1 space per member of staff, bar in urban areas, provided suitable availability of alternative options.

4.5.11 Further, accessible car parking standards are based on the total number of spaces being provided, as shown in Table 4.

4.5.12 Moreover, 1 motorcycle parking space is required per 10 car parking spaces, with a **minimum provision of 1 motorcycle space**.

4.5.13 Independent of the car parking size, commercial developments must be supported by a travel plan to promote sustainable travel choices. If a Transport Assessment is provided, these should be a key factor in managing traffic generation and car parking supply.

Cycle Parking

4.5.14 The Design Guide specifies cycle parking requirements for only for the B land use category, with all other land use standards as provided in an external source, available on the CamCycle website . An abridged list of cycle parking requirements is provided in Table 5 below.

4.5.15 Similar to residential cycle parking requirements, the standards do not distinguish between short- and long-stay cycle parking.

4.5.16 Non-residential car parking spaces must be at least 4.8m x 2.4m.

Additional Car and Cycle Parking Considerations

4.5.17 There are additional considerations related to car and cycle parking pertinent to both residential and non-residential uses. An abridged list of those deemed the most relevant to the **study area is presented below, while a full list is available on pages 33-35 of the Design Guide**.

4.5.18 Provision of **less than the maximum parking standard is permissible. Developers must demonstrate that the amount of parking provided will be sufficient**, whether they provide the maximum permissible amount, or a lower quantity.

4.5.19 In areas of higher housing density and where a wider range of transport **choices is available car free developments will be encouraged**. Nevertheless, residents should still be given the ability to travel by car. Car clubs can provide a valuable service, where there is sufficient critical mass

4.5.20 Where **car-free developments are proposed**, the applicant needs to submit:

- Existing and alternative travel modes to and from the development, including active routes, destinations and journey times.
- Existing and proposed public transport routes and their frequencies.
- Assessment of car parking opportunities within 300m of the development.
- Travel Plan and information on the provision of servicing and deliveries.

4.5.21 All properties are encouraged to provide Ultra Low Electric Vehicle (ULEV) charging facilities where communal parking is provided.

4.5.22 Whilst noting the Council's standards, we consider that car parking provision within new residential developments could be much lower in view of the relatively **good access by sustainable modes and the availability of nearby public parking for visitors**. On this basis, we would recommend car parking provision of no more than (and ideally much less than) 1 space per residential unit.

4.5.23 Extension of the existing Redditch town centre car club would also help reduce the requirements for residential car parking.

4.5.24 In view of the large quantum of publicly available parking, we would recommend that **car parking provision within new non-residential developments** is largely restricted to accessible car parking spaces only.

4.5.25 Cycle parking must be sheltered, secure and easily accessible. Although there are no set standards for accessible (non-standard) cycle parking, it is stated that these **should be allocated at the end of a standard provision with a minimum width of 1.5m clearance** to allow for dismounting. Standard cycle parking spaces require a minimum clearance of 1m.

4.5.26 We would also recommend **enhancing public cycle parking provision** at key nodes within the study area and the wider town centre.

4.6 Initial Transport Priorities

4.6.1 From our initial work, the key transport priorities for the study area are as follows:

4.6.2 Reduce the severing impacts of the Ringway for pedestrians and cyclists:

- Short-term measures could include reducing the speed limit to 30 mph and providing at-grade crossings to replace the current subways opposite Lodge Street and at the Coventry Highway roundabout.
- Longer-term measures associated with redevelopment of the Lidl/ Dunelm street would build upon the short-term measures and would provide land to enable Ringway and the eastern end of Grove Street to be converted to two-way streets with flanking footways and active frontages.

4.6.3 Adopt a restraint-based approach to the provision of car parking:

- Review the need for public parking in study area other than for accessible parking spaces.
- Provide new parking for residential uses at a maximum of 1 space per unit (and ideally less).
- Extend the existing car club.

4.6.4 Enhance cycle parking provision:

- In new developments by providing cycle parking to at least the requirements set out by WCC.
- Providing more public cycle parking at key nodes.

Table 4: Non-residential Accessible Car Parking Requirements

Number of Spaces	Accessible Car Parking Requirements
Under 51	2 + 3% of total car parking spaces
51-200	3 + 3% of total car parking spaces
201-500	4 + 3% of total car parking spaces
501-1,000	5 + 3% of total car parking spaces
Over 1,000	6 + 3% of total car parking spaces

Table 5: Non-Residential Cycle Parking Requirements

Land Use	Cycle Parking Requirements
A1 Retail	1 space per 25 m2 GFA up to 1,500m2, thereafter 1 space per 75m2 GFA
A2 Financial and professional services	1 space per 30m2 GFA
A3-A5 Food & Drink	1 space per 10m2 of dining area
B1 Business	1 space per 30m2 GFA
B1c, B2, B8 General Industry, Storage and Distribution	1 space per 40m2 GFA
Museums, Exhibition venues	1 space for every 2 members of staff, visitors cycle parking on merit
Sports and recreational facilities and swimming baths	1 space per 25 m2 net floor area <i>or</i> 1 space per 10 m2 of pool area and 1 per 15 seats provided for spectators
Places of assembly including cinema, theatre, stadia, auditoria and concert halls	1 space for every 3 seats
Place of worship, public halls and community centres	1 space per 15 m2 of public floor area

* Please note that there is no direct reference to the amended Use Classes taking effect from 1 September 2020.

5 Market & Property Summary

5.1 Economic Messages

5.1.1 Redditch is a town with strong potential: both in terms of its strategic location and connections, and in terms of its existing economic critical mass. But it is a town which is currently punching below its weight on a number of levels: the diversity of the economy (and in particular the vitality of the office market), the diversity and prosperity of the population, and the attractiveness of the town centre environment. Together, these factors are impacting on the identity and attractiveness of Redditch.

5.1.2 These challenges mean that there is significant headroom for growth, with potential to secure growth / generate demand in hitherto underdeveloped markets – particularly in terms of the enterprise and office economy, and the diversity and vitality of the town centre consumption offer. Supporting the evolution of a more diverse and prosperous population has a key role to play in supporting future economic resilience

5.1.3 The socio-economic fallout of Covid-19 (alongside wider retail restructuring) makes the need for intervention more pressing; it also presents an opportunity to test new approaches. Via their ownerships and influence, Redditch BC and Worcestershire CC are uniquely positioned to act to stimulate change and to support the testing of new approaches.

5.1.4 Reflecting the scale of the challenges, a long term approach and commitment will be required from all partners.

5.2 Residential Messages

5.2.1 The Local Plan seeks to deliver 6,400 homes across all tenures by 2030.

5.2.2 Average house prices in Redditch are in line with West Midlands, but lower than County and National averages. Prices have increased at a faster rate than comparators since 2015.

5.2.3 Redditch has a higher percentage of affordable housing as a proportion of its housing stock (22%) compared to Worcestershire – however this still does not meet demand (Redditch Local Plan No. 4)

5.2.4 The area is characterised by comparatively high proportion of social rented accommodation (21%), of which a notable proportion provided by the Council.

5.2.5 Housing occupancy / density is generally below average, particularly in relation to Worcestershire.

5.3 Office Market Messages

5.3.1 Demand from existing market, Birmingham and M42 corridor has driven down vacancy rates in Redditch below County average. At the same time, availability has fallen by 25% as amount of stock available to occupiers has decreased.

5.3.2 This shortage of supply of modern office accommodation has led to a decrease of the disparity between headline and average rents to almost nothing. However, average rents remain strong with increased competition for good quality space.

5.3.3 Redditch is the County's 'hotspot' for investment – with average sales rates amongst the highest in the county.

5.3.4 There is a need to address availability of good quality space to match demand from owner occupier and investment markets.

5.4 Retail Market Messages

5.4.1 Local presence of retail in Redditch remains relatively lower than local, regional and national comparators, but contributes £76.7m in Gross Value Added, making it the second highest contributor to Redditch's economy.

5.4.2 At the same time, night-time economy contributes only 3% of jobs, suggesting that there is an opportunity to increase this.

5.4.3 There are key challenges in the town centre around internal connectivity, relatively high vacancy rates and lack of opportunities for people to spend time in. Empty shops, parking costs and homelessness viewed as key issues by retailers.

5.5 Priority Areas For Focus

- Prioritising the delivery of **strategic sites** in the town centre which are best placed to support transformation
- Cultivate a **stronger mix of uses** in the town centre that can create a symbiotic relationship with Kingfisher Shopping Centre (particularly leisure and night time uses)
- Prioritising refurbishment and repurposing of vacant commercial stock as a short term and cost effective means of **encouraging enterprise, innovation and ideas**
- Investment in **public realm and internal connectivity** to create an enhanced sense of place and tackle crime and ASB
- Evolving a more diverse and resilient economy: ensuring Redditch has the spaces and support available to capitalise on structural changes in demand and ways of working post pandemic
- Recognising role new and **diverse housing typologies** can play in supporting the evolution of a more diverse population and labour market
- Capitalise on significant Borough and County Council ownership of public sector assets, exploring how these can be used to test new uses or spark innovation / change
- Embedding a deeply inclusive approach to growth: building prosperity from the bottom up to respond to deprivation challenges and Covid-19 fallout – all spatial and infrastructure solutions as an opportunity to engage and support local people.

Office Market Snapshot						
	Office Stock (psf)	Take-up (psf)	Vacancy Rate	Months of supply	Headline Rent (psf)	Avg. Sales rate (psf)
Redditch	1,353,000	23,000	2.3%	20	£11.14	£148
Bromsgrove	1,042,000	37,000	2.5%	12	£19.15	£139
Worcester	2,041,000	45,000	3.0%	30	£15.76	£145
Malvern Hills	892,000	11,000	5.6%	60	£14.46	£132
Wyche	915,000	32,000	2.1%	67	£15.61	£150
Wyre Forest	737,000	8,700	3.3%	18	£11.38	£115

	Retail Sector			Night-time Economy		
	Jobs	%	LQ	Jobs	%	LQ
Redditch Town	5,000	13%	0.86	1,000	3%	0.42
	% Jobs			% Jobs		
Bromsgrove	15%			5%		
Kidderminster	20%			5%		
Redditch Borough	13%			3%		
Worcester	15%			6%		
Worcestershire	15%			5%		
West Midlands	14%			5%		
England	15%			6%		

Residential Values		
	Avg. Residential Property Value	Property Value % Change (2015-2020)
Redditch Borough	£225,000	+19%
Worcestershire	£266,000	+14%
West Midlands	£225,000	+14%
England	£301,000	+11%

No.	Building Sites	Use	Site Area/ m2	Building Footprint /m2	No. of Storeys	Total. GIA/ m2	Council Ownership
1	Redditch Library	Library/Job Centre Plus	933	914	3	2553	No (but under Worcestershire County ownership)
2	Outdoor Market Site	Vacant	1411	684	1	684	Yes
3	Town Hall	Council offices	8145	2270	6	7236	Yes
4	Magistrates Court	Civic	2362	1215	2	2430	No
5	Police Station	Civic	3141	1115	4	3347	No (looking to be acquired)
6	Quadrant Carpark	Carpark	3837	-	-	-	No (private ownership)
7	Carpark 1	Carpark	1790	-	-	-	No (college ownership)
8	Carpark 2	Carpark	2255	-	-	-	No (private ownership)
9	Carpark 3	Carpark	2250	-	-	-	No (college ownership)

Fig.35 Individual Development Sites Summary

5.6 Site Ownership

5.6.1 There are a number of development opportunities within the Town Centre that have been identified by Redditch Borough Council and included within the boundary of the masterplan area.

The Strategic Sites that this study concentrates on include:

1. Redditch Library	15 Market Pl, Redditch B98 8AR
2. Outdoor Market Site	Silver Street, adjacent to Kingfisher Shopping Centre
3. Redditch Town Hall	Walter Stranz Square, Redditch B98 8AH
4. Redditch Magistrates Court	Grove St, Redditch B98 8DB
5. Redditch Police Station	105 Archer Rd, Redditch B98 8DJ
6. The Quadrant Car Park	Land on the west side of Victoria Street, Redditch B98 8AY
7. Carpark A	Land on the east side of Victoria Street, Redditch B98 8AY
8. Carpark B	Land on the south side of Peakman Street, Redditch B98 8DW
9. Carpark C	Land on the north side of Peakman Street, Redditch B98 8DW

The table on the left summarises the key information about the individual plots and the ownership status.

Title deeds and other ownership documents can be found in Appendix D.

Townscape Analysis - Land Ownership

(Scale: 1:2500)

Key:

- ①

Library Site
- ②

Outdoor Market Site
- ③

Town Hall Site
- ④

Magistrates Court Site
- ⑤

Police Station Site
- ⑥

Private Carpark
- ⑦⑧⑨

College owned Carpark
- Masterplan Site Boundary
- RBC Assets
- RBC Land Ownership
- RBC Land Disposals
- North East Worcestershire College
- Real Estate Investors Plc
- West Midlands Leasing Limited
- West Mercia Police Authority
- The Secretary of State for Communities and Local Government
- Portsmouth City Council
- Western Power Distribution (West Midlands) Plc

	Leased to	Until
<div>⑦</div> North East Worcestershire College	n/a	n/a
<div>⑤</div> West Mercia Police Authority	n/a	n/a
<div>④</div> The Secretary of State for Communities and Local Government	H&W COURTS LIMITED BABCOCK AND BROWN (UK) HOLDINGS LIMITED	2038
<div></div> Portsmouth City Council	DUNELM (SOFT FURNISHINGS) LIMITED	2026
<div></div> Western Power Distribution (West Midlands) Plc	n/a	n/a



6 Opportunities & Constraints Summary

6.1 Key Opportunities












- A council-owned, major opportunity site in key Town Centre location, gives potential to create an exemplary development, on the prominent historic market site – a beacon of local regeneration, and the new focal point of commercial and social activity for Redditch.
- Partial or full redevelopment of existing buildings within the site area, including the magistrates court, police station, Library and town hall buildings;
- Provide continuous active frontage along Alcester St, Queen St and along the Redditch Ringway;
- There is opportunity to develop on the free space, mainly existing carparking within and adjacent to the site area and the former outdoor market site behind Threadneedle House;
- Improve pedestrian connections across the ringway, to better connect the town centre to the south and its retail and commercial businesses;
- create new pedestrian desire lines and improve the public realm, particularly the east to west connection from Kingfisher Centre to the East of the Town Centre;
- Improve pedestrian movement and visibility of entrances to the kingfisher shopping centre from Alcester St;
- Better connect the retail core to new activity zone related to the public sector & cultural quarter as well as the education and enterprise quarter;
- Create a new mixed use community hub on the town hall site with interlinked activities/uses on the Outdoor Market Place;
- Town Hall building is located on a prominent site and is visible from the Redditch ringway and from the south.

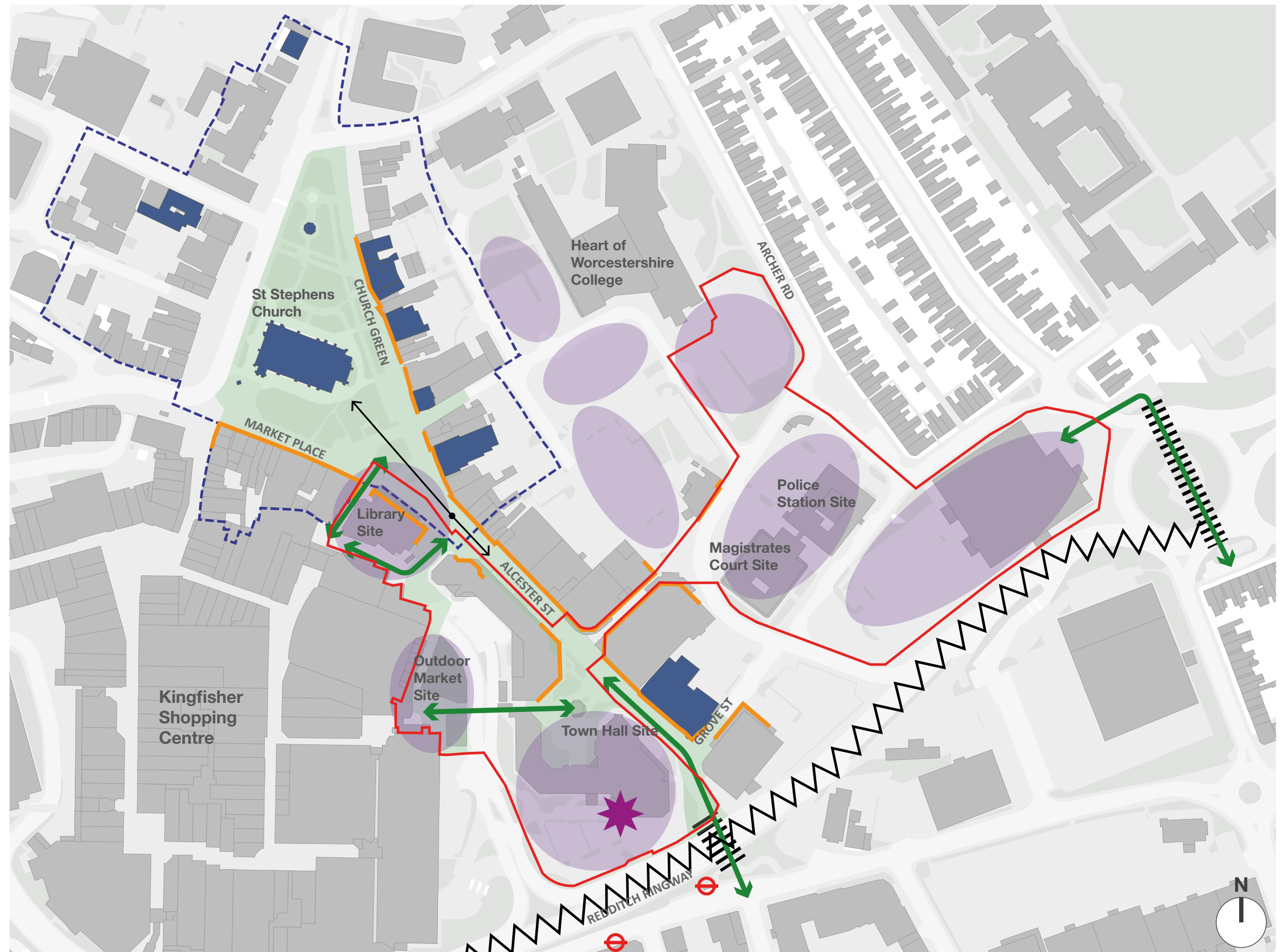
6.2 Key Constraints

- Redditch Ringway forms a major barrier for pedestrian and cyclist movement from the south to the town centre;
- Threadneedle house and the service access ramp to the kingfisher shopping centre forms a major barrier to the development of the outdoor market site;
- Proposals for the library site will have to consider the adjacent church green conservation area. The masterplan will also have to consider important views in and out of the conservation area, particularly views to and from Alcester St towards St Stephens Church;
- The Palace theatre is a grade II listed building. Proposals for the town hall site would have to take this into consideration and consider its position as the termination of the 'high street';

Town Hall Site
 Opportunity Sites in Context
 (Scale: 1:2500)

Key:

-  Masterplan Site Boundary
-  Pedestrian Zone
-  Existing Active Frontage
-  Church Green Conservation Area
-  Listed Buildings
-  Important Views
-  Major Pedestrian Barrier
-  Opportunity Areas for Redevelopment
-  Existing Desire Lines
-  Prominent Corner or Site
-  Existing Pedestrian Subway



7 Strategic Sites



This section offers a short review of the development potential of each site within the study area. This analysis is based on the individual potential in relation to the sites' immediate context, conditions and ownership and contributes to an overall 'bigger picture' understanding of the study area. This provides a key element in defining the Masterplan Vision&Design.

7.1 The Redditch Library

USE: Redditch Library & Job Centre Plus
SITE AREA: 933 sqm
BUILDING FOOTPRINT: 914 sqm
NO. OF STOREYS: 3
TOTAL GIA: 2553 sqm
OWNERSHIP: Worcestershire County

The Library building sits in a prominent location, at the northern end of Alcester Street. The three-storey, late 20th-century brick building is adjacent to the conservation area boundary and it sits outside its remit. It faces the outdoor market and John Bohman Statue, and its blank rear facade fronts the Kingfisher Shopping Centre.

Opportunities:

- Improve entrance to the Kingfisher Shopping Centre;
- Reinforce pedestrian network by encouraging links to the college and to the Town Hall area along Alcester Street;
- Create a high quality public space that complements the green and the market stalls in front of the library building;
- Positively contribute to reinforce the historic townscape and conservation area designation;
- Prominent location within Town Centre;
- Provide a new building on the site with ground floor activity and additional F&B uses to the town centre;
- Active frontage at the front and rear of new development.

Constraints:

- Demolition costs impacting viability
- Integration with the street market would have to be resolved;
- Conflict with service vehicles to be managed;
- Conservation area and settings of the church to be taken into account for appearance and massing.

Conclusions:

The library site provides an opportunity to accommodate a high-quality development in the prominent Town Centre location, that could have a significant positive impact on the attractiveness of the Town Centre.

Any new development on the site has the potential to work together with the Covered Market area and enable new pedestrian connections, public realm improvements and improved access to both the covered market site and the shopping centre.

There are no significant development constraints concerning site ownership or access.

Development Potential : HIGH

The Library

Site Analysis Diagram: The Library
Site Ownership: Worcestershire
Development Potential: High

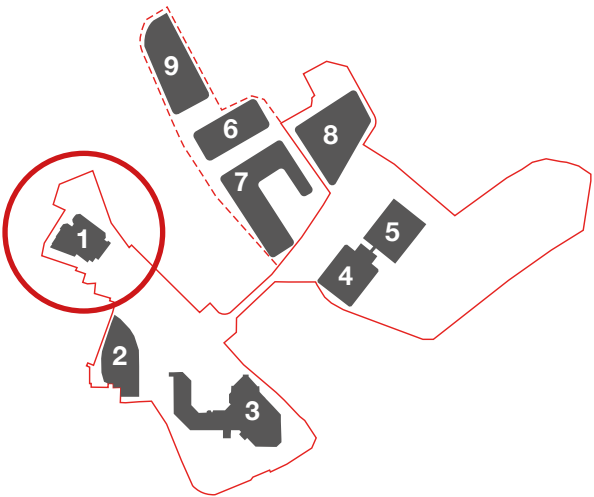


Key;

--- site boundary

Development Potential

- High - good development opportunity
- Moderate - constraints to be addressed
- Low - considerable number of constraints and restrictions





a



b



c

7.2 The Outdoor Market Site

USE: Vacant

SITE AREA: 1411sqm

BUILDING FOOTPRINT: 684 sqm

NO. OF STOREYS: 1

TOTAL GIA: 684 sqm

OWNERSHIP: Redditch Borough Council

The Outdoor Market 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 and accessible from Alcester Street, the entrance being obscured by the library, the Town Hall buildings and the Kingfisher Centre service access ramp which forms the curving boundary to the market site.

Opportunities:

- Provide uses that complement the retail activity of the shopping centre and new development on the library site;
- Activate eastern entrance of the Shopping centre;
- Demolish canopy and provide a new structure (building or temporary) hosting meanwhile or permanent uses.

Constraints:

- Area in use for servicing/BOH activity;
- Threadneedle House and service access ramp form a major barrier to access of the site,
- Poor visibility and poor footfall;
- Lack of active frontage around shopping centre entrance,
- Small and irregular footprint for a possible building due to the curve of the service ramp. This would result in inefficient floor plates.
- Service vehicle access is required to the shopping centre and to the residential development using the access ramp;
- Likely expensive/ disruptive construction process given site constraints (size and access).

Conclusion:

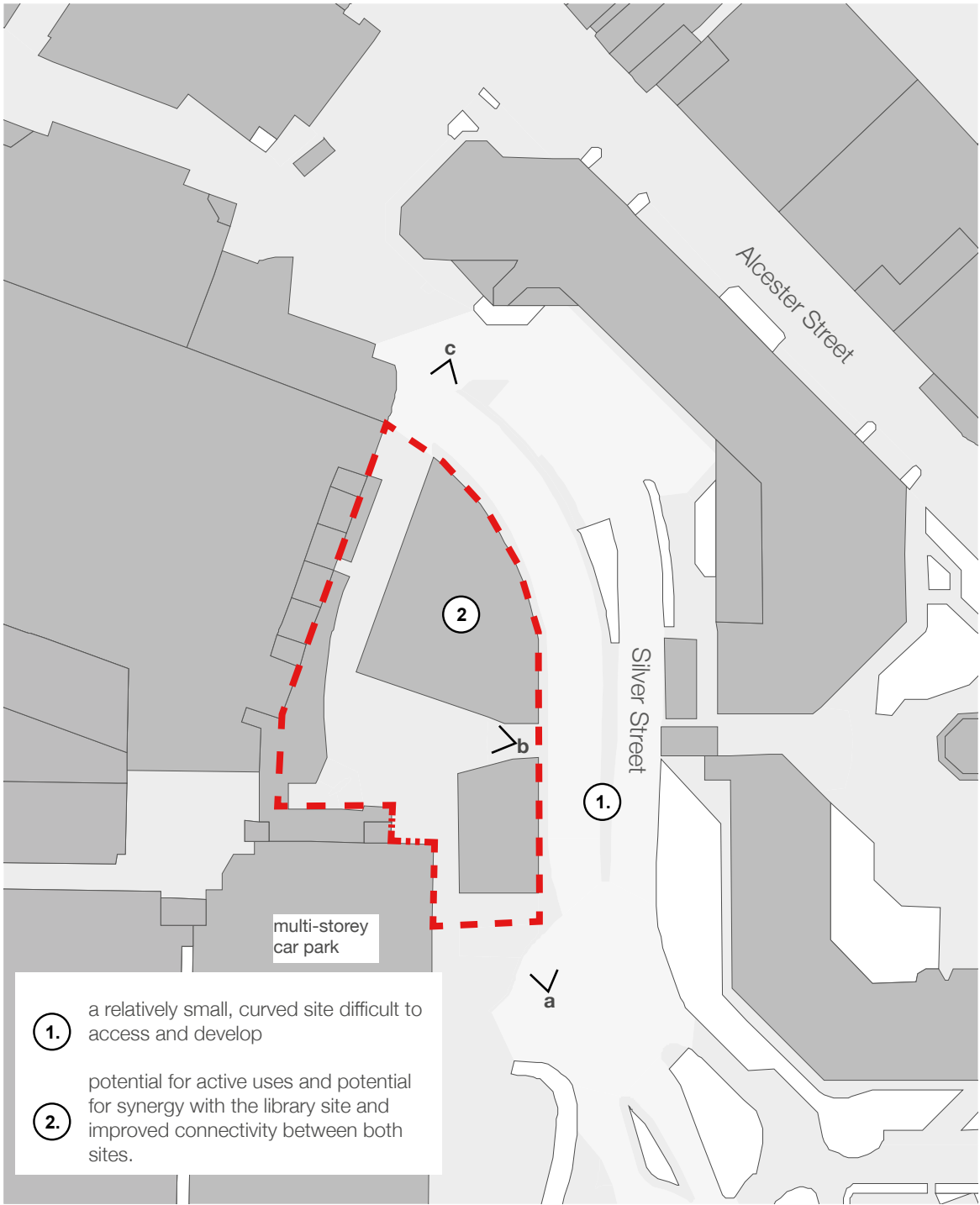
A considerably difficult site to develop due to significant restrictions and limitations including; site access, proximity of neighbouring buildings, curved site area, visibility and footfall.

There is a limited potential to deliver a high quality building in this location. Any new development is to face blank façades of the shopping centre and the rear facade of Threadneedle House, the Town Hall and the multi-storey car park.

Development Potential : LOW

The Outdoor Market

Site Analysis Diagram: The Outdoor Market
Site Ownership: Redditch Borough Council
Development Potential: Low



Key;

--- site boundary

Development Potential

- High - good development opportunity
- Moderate - constraints to be addressed
- Low - considerable number of constraints and restrictions





7.3 Town Hall

USE: Council Offices
SITE AREA: 8145 sqm
BUILDING FOOTPRINT: 2270 sqm
NO. OF STOREYS: 5
TOTAL GIA: 7236 sqm
OWNERSHIP: Redditch Borough Council

Redditch Town Hall comprising of the current town hall building and Threadneedle House was built in 1981. Threadneedle House was sold and converted to provide residential accommodation. The 5 storeys brick town hall building on the corner of Alcester Rd and Ringway isn't used efficiently and has potential to accommodate new uses.

Opportunities:

- Prominent location and large plot with access to car parking both on site and in proximity
- Create a more active frontage especially along Alcester St but also toward the Shopping centre entrance
- Town Hall building continues providing an anchor to the south of the town centre;
- Improve E-W connection from retail core of town centre to new education/cultural quarter;
- Increase the number of services provided in the town hall building;
- Opportunity to partially or completely redevelop the site;
- Opportunity to provide a new major piece public space, also for events.

Constraints:

- Costs of demolition affecting viability considerations
- A redevelopment would require the identification of a new public sector hub ready to host the displaced services (temporarily or permanently).

Conclusion:

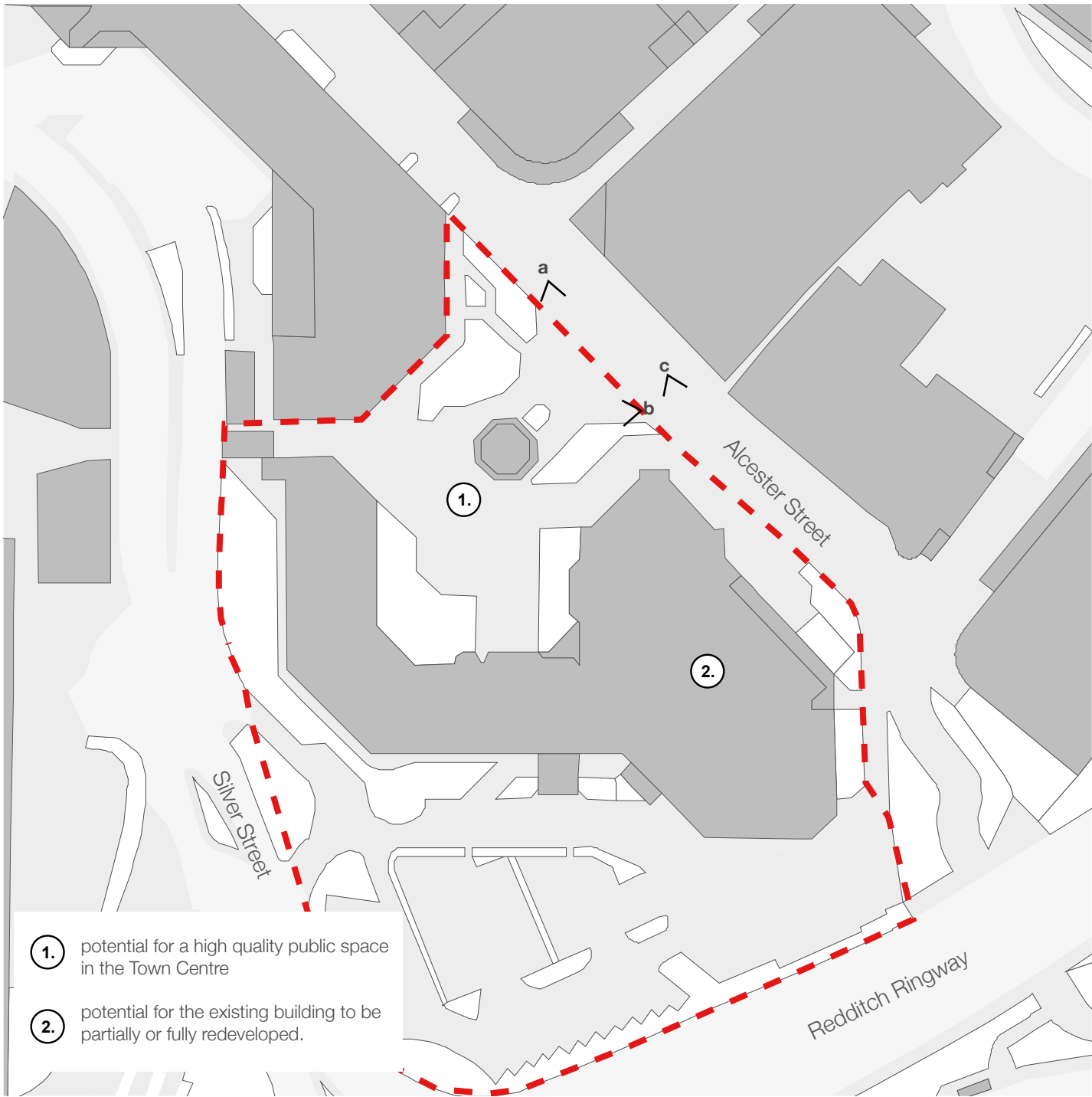
There is a potential to redevelop and remodel the existing Town Hall to provide new uses and activities and improve public realm.

Relocation of council services for the period of potential works is to be considered. Complete demolition of the existing building and re-development of the site isn't currently viable.

Development Potential : MODERATE

The Town Hall

Site Analysis Diagram: The Town Hall
Site Ownership: Redditch Borough Council
Development Potential: Moderate



Key;

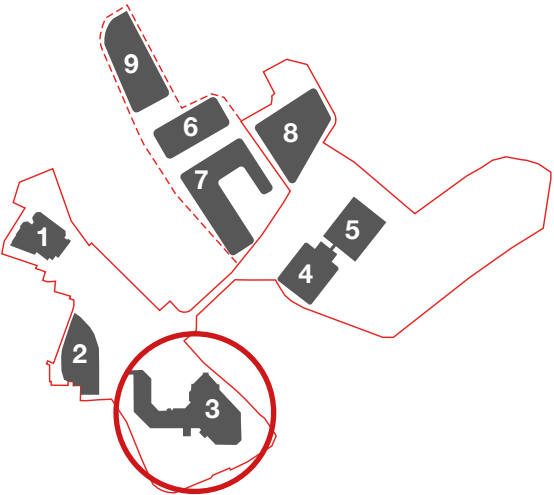
--- site boundary

Development Potential

High - good development opportunity

Moderate - constraints to be addressed

Low - considerable number of constraints and restrictions





7.4 Magistrates Court

USE: Civic
SITE AREA: 2362 sqm
BUILDING FOOTPRINT: 1215 qm
NO. OF STOREYS: 2
TOTAL GIA: 2430 sqm
OWNERSHIP: HMCTS

Magistrate Court building is a two storey building located East of Alcester Street. The site is enclosed by Red Lion Street from the South and Queen Street from the West. HMCTS occupy this property under a PFI contract through into 2025.

Opportunities:

-
- Prominent location, in close proximity to Alcester St
- Good size and regular plot shape ideal for a number of different redevelopment options
- Improving key north-south cycle link
- Introducing further element of greening in the town centre.

Constraints:

- The site is in use with a lease until 2025 (TBC);
- The site would require purchasing impacting on viability;
- Magistrates Court activities would be difficult/ expensive to relocate into a consolidate public sector hub as they have specific security requirement, so sharing of facilities would be limited;
- No information on the conditions of the building is available at the moment (to fully understand demolition or retrofitting implications).

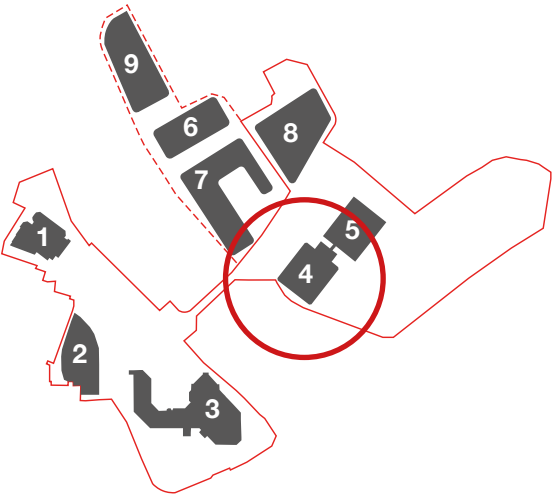
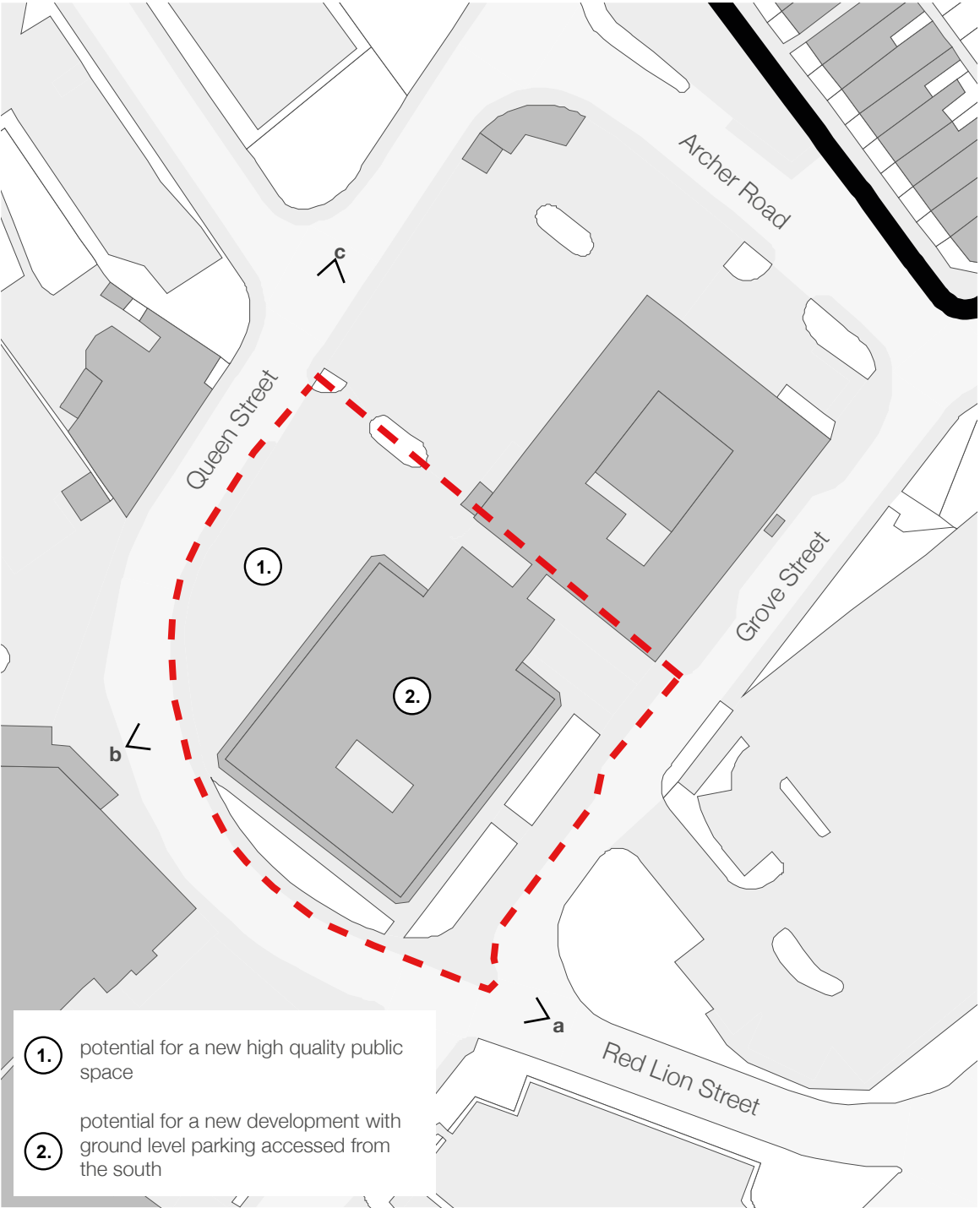
Conclusion:

The main constraint is the site ownership. HMCTS occupy this property under a PFI contract through into 2025, that contract including other properties. They have not formulated plans for any of them at this stage, and will not be making any change to the PFI estate until after 2025

Development Potential : MODERATE

Magistrates Court

Site Analysis Diagram: Police Station
Site Ownership: Private
Development Potential: Moderate





a



b



c

7.5 Police Station

USE: Civic
SITE AREA: 3141 sqm
BUILDING FOOTPRINT: 1115 qm
NO. OF STOREYS: 4
TOTAL GIA: 3347 sqm
OWNERSHIP: Public, not Local Authority

The Police Station site is adjacent to Magistrate Court and enclosed by Archer Road, Queen Street and Grove Street. The existing police station building is a three storeys late 20th century development.

Opportunities:

- Good accessible location and a good size plot with a regular shape;
- Introducing further element of greening in the town centre.
- Creation of a transition with the residential neighbourhood to the north-east

Constraints:

- The building is still in use and the police would need to identify another location and move operations. This presents some risk of delays;
- The site would have to be purchased;
- The building has to be demolished and the site would require remediation;
- Interface with residential area to the north-east (mainly in relation to access, parking and massing)

Conclusion:

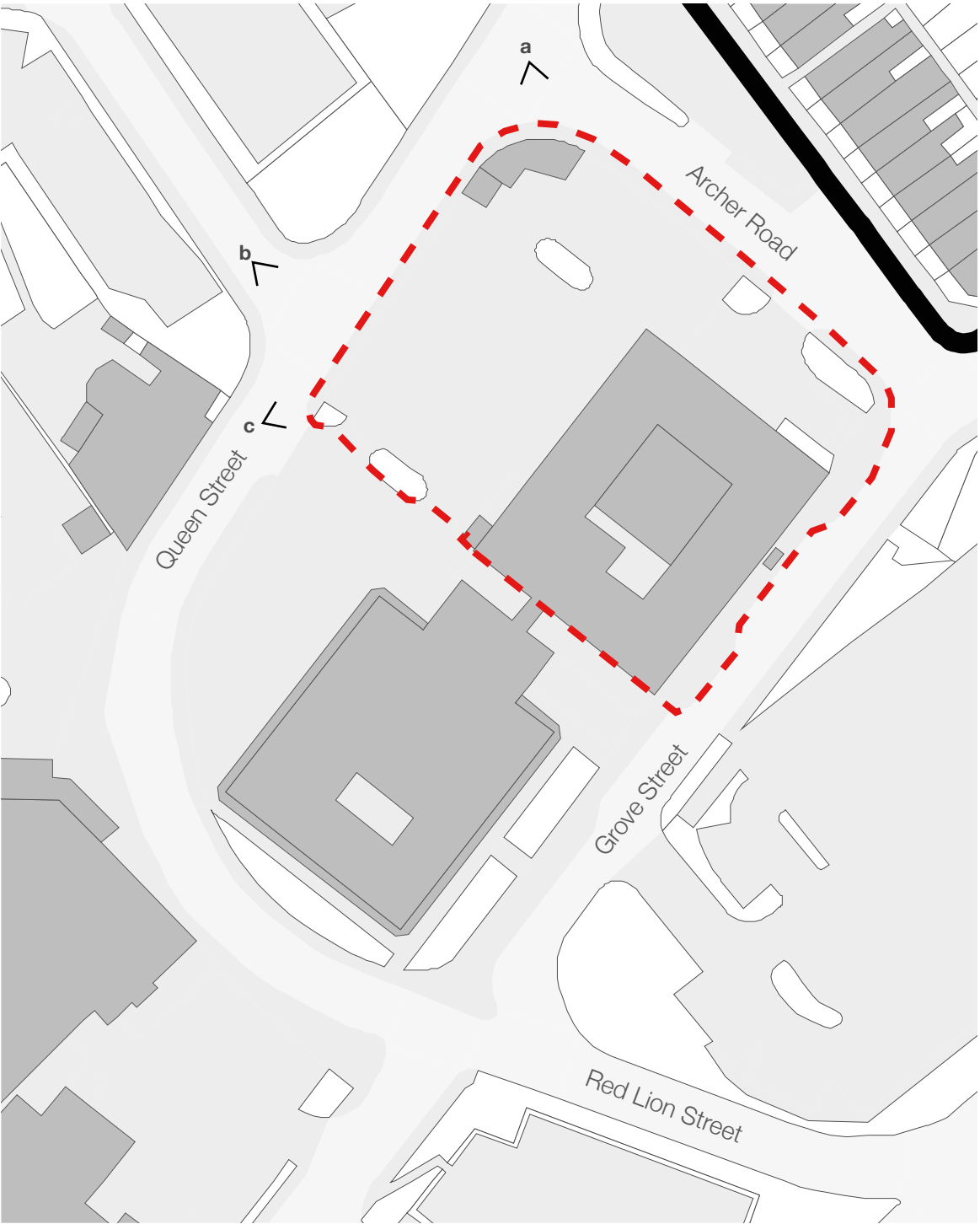
The police station building isn't owned by the council thus presenting the main development constraint.

Development Potential : MODERATE

Police Station



Site Analysis Diagram: Police Station
Site Ownership: Public, not Local Authority
Development Potential: Moderate

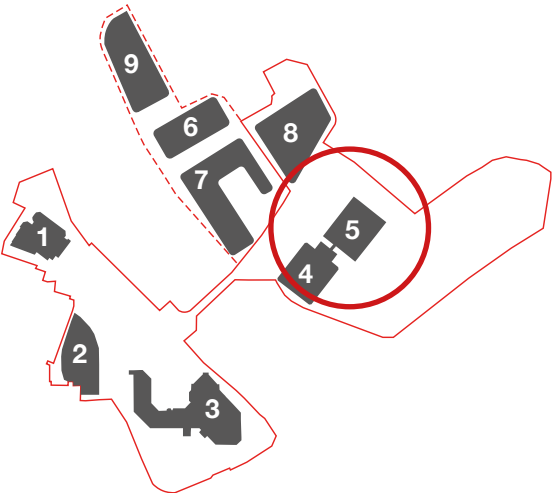


Key;

--- site boundary

Development Potential

- High - good development opportunity
- Moderate - constraints to be addressed
- Low - considerable number of constraints and restrictions





7.6 The Quadrant Car Park

USE: Car park
SITE AREA: 2255 sqm
OWNERSHIP: Private

The Quadrant Car Park is an irregular C-shaped plot created around the existing Queen's Head Pub. The site features street frontage along Victoria Street to the east and Queen Street to the south.

Opportunities:

- Densification of the town centre and provision of additional services in close proximity to retail core
- Walkable distance from the train station
- Low development costs (little demolition required)

Constraints:


- Integration with pub building
- Private ownership
- Loss of revenue from car parking
- If all sites are delivered a degree of car parking provision may be needed in the short/medium term.

Conclusion:

The current site represents a clear development opportunity in close proximity to the town centre. However, it is privately owned and currently well-used as a car park. Development on site would also have to consider how best to address the existing use of the Pub which may create issues in terms of over-looking and privacy, hence creating several (not insurmountable) obstacles to development.

Development Potential : HIGH

The Quadrant Car Park

 **Site Analysis Diagram: The Quadrant Car Park**
Site Ownership: Private
Development Potential: High

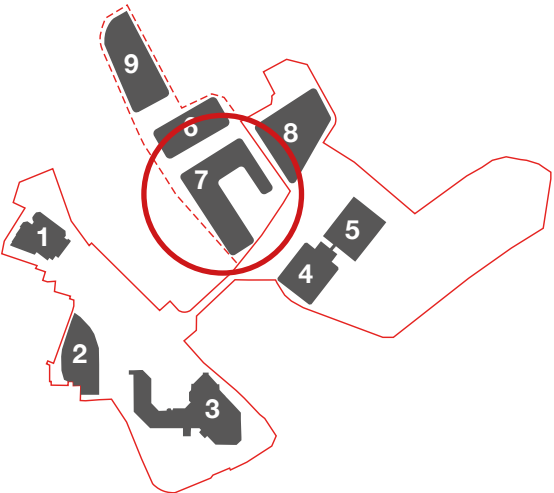


Key;

 site boundary

Development Potential

-  High - good development opportunity
-  Moderate - constraints to be addressed
-  Low - considerable number of constraints and restrictions





a



b



c

7.7 Car Parks A, B and C

USE: Car parks

SITE AREA:

- Carpark A sqm 1790
- Carpark B sqm 2,250
- Carpark C sqm 1,100

OWNERSHIP: Heart of Worcestershire College

These large car parks surround the Heart of Worcestershire College and directly serve this important town centre educational institution. The car parks themselves offer easy access to the wider town centre, and have significant street frontage on multiple sides

Opportunities:

- Densification of the town centre and provision of additional services in
- Close proximity to retail core
- Walkable distance from the train station
- Low development costs (little demolition required)
- Significant size of land-holdings allow for strategic, phased development

Constraints:

- Private ownership
- Loss of revenue from car parking
- If all sites are delivered a degree of car parking provision may be needed in the short/medium term.

Conclusion:

These car parks remain within the ownership of the Heart of Worcestershire College, and are therefore an obstacle to development. This is a particular issue given the significant number of commuting students to the college, however, future improvements to public transport within and around Redditch may help reduce parking requirements around the college.

Development Potential : HIGH

Car Parks A, B and C

Site Analysis Diagram: Car Parks
Site Ownership: Heart of Worcestershire College
Development Potential: High

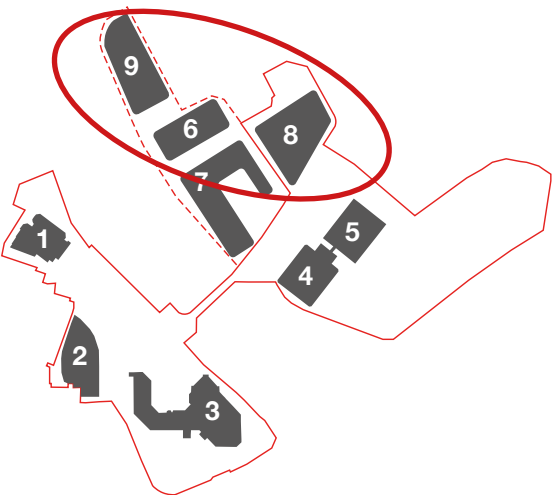


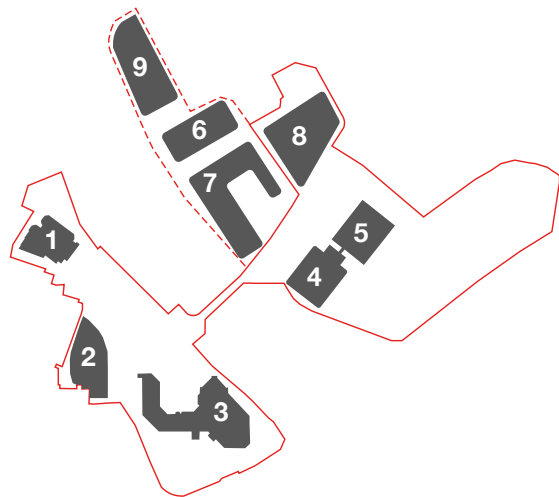
Key;

--- site boundary

Development Potential

- High - good development opportunity
- Moderate - constraints to be addressed
- Low - considerable number of constraints and restrictions





7.8 Strategic Sites Summary

7.8.1 The client brief identified that the masterplan should centre around the development of key strategic sites and the construction of a Digital Manufacturing and Innovation Centre in the town centre. Built in the short term, this building could act as a catalyst for economic growth and future urban regeneration of the town centre.

7.8.2 **The Redditch Library Site** provides an opportunity to accommodate a high-quality development in the prominent Town Centre location, that could have a significant positive impact on the attractiveness of the Town Centre. Any new development on the site has the potential to work together with the Covered Market area and enable new pedestrian connections, public realm improvements and improved access to both the covered market site and the Shopping Centre. There are no significant development constraints concerning site ownership or access, however the adjacency of the Church Green Conservation Area creates a sensitive setting. Any new development on this site should reinforce the character of the Conservation Area. Given these factors, the site is appropriate for commercial use, such as for Innovation Hub or Office use; in case of emphasis on public realm it could be redeveloped with small, temporary retail units.

7.8.3 **The Outdoor Market Site** provides an opportunity to strengthen existing uses in the town centre such as the Shopping Centre and the Library site. Analysis shows that this site is heavily constrained by its location off the main pedestrian desire line and the inefficient site footprint that is determined by a curved service access ramp wrapping around the site. The preferred use for this site would be as a public space that could have meanwhile use or be used as a technology hub incubator and does not require permanent development that could affect future redevelopment of the Shopping Centre.

7.8.4 **The Town Hall** is currently in use as council offices, however the building is under-occupied and has the potential to absorb more public services. The six storey building has the potential to become a community hub and could be refurbished or partially redeveloped to accommodate this use and improve the building relationship to the public realm.

7.8.5 **The Magistrates Court Site** has the potential to be redeveloped and provide a new building with flexible uses depending on the development of the police station site and the delivery of the medical centre, community hub and other commercial uses. The current lease information suggests the site will only become available in the long-term, making it suitable for potential Move On space, in response to growing demand induced by the regeneration of the town centre. All site development options could provide ground floor activity on a new public square.

7.8.6 **The Police Station Site** provides a major opportunity to transition between the commercial and retail development of the town centre and the residential development on Archer Road. The site has been identified by the town board as a key location to be acquired as part of the Town Investment Fund, making it an important development opportunity, to provide amenity depending on the development of the Library Site. The good size and shape plot makes it appropriate for commercial use such as Innovation Hub or Office use, while its adjacency to Archer Road also suggests the potential for residential uses. Any development should consider a reduction in massing or a public space on the interface with the existing residential neighbourhood.

7.8.7 **The Quadrant Carpark** has a good location with a significant size plot; depending on the uses developed on the other sites it is suitable for the provision of community services and/or medical centre, the large plot allowing for on site carparking provision necessary for medical services. Additionally there are opportunities to complement the Red Lion Pub uses with more established F&B development.

7.8.8 **The College Carparks** provide an opportunity to densify the town centre provision with both residential and commercial uses. Any development in these locations has the potential to provide ground floor activity and encourage footfall into the Education and Enterprise Quarter of the town centre. Carpark A is visible from the main town centre route and Carpark B has the additional aspect of interfacing with Archer Rd, making it suitable for residential uses. The lack of prominence of Carpark C makes it a suitable location for a multi-storey car park to reinstate some of the car parking amenity lost through development.

No.	Name	Existing Use	Site Area/ m2	Ownership	Opportunities	Constraints	Development Potential
1	Redditch Library	Redditch Library & Job Centre Plus	933	Worcestershire County	<ul style="list-style-type: none"> - improve entrance to Shopping Centre - reinforce pedestrian links - create high quality public space - contribute to historic townscape - prominent Town Centre location - provide new building with ground floor activity - active frontages 	<ul style="list-style-type: none"> - demolition costs impact viability - integration with street market to be resolved - conflict with service vehicles - conservation area to be considered for appearance and massing 	High
2	Outdoor Market Site	Vacant	1411	Redditch Borough Council	<ul style="list-style-type: none"> - provide uses to complement retail activity of Shopping Centre - activate eastern entrance of Shopping Centre - provide new structure for meanwhile or permanent uses 	<ul style="list-style-type: none"> - area in use for servicing/BOH activity - service access ramp form a major barrier to site - poor visibility and poor footfall - lack of active frontage around Shopping Centre entrance - irregular footprint results in inefficient floorplates - service vehicle access required to Shopping Centre through ramp - likely expensive/disruptive construction process 	Low
3	Town Hall	Council Offices	8145	Redditch Borough Council	<ul style="list-style-type: none"> - prominent location - create more active frontages along Alcester St and toward Shopping Centre entrance - Town Hall provides anchor to the south of town centre - improved east-west connections between retail core and education/cultural quarter - increase number of services provided in Town Hall - opportunity to partially or completely redevelop the site - opportunity for a new major public space 	<ul style="list-style-type: none"> - costs of demolition impact viability - redevelopment requires new public hub ready to host the displaced services temporarily or permanently 	Moderate
4	Magistrates Court	Civic	2362	HMCTS	<ul style="list-style-type: none"> - prominent location - good size and regular plot shape - improve key north-south cycle link - introduce further element of greening in town centre 	<ul style="list-style-type: none"> - site is in use with a lease until 2038 - site requires purchasing, which impacts viability - Magistrates Court activities difficult to relocate - no information known on conditions of building 	Moderate
5	Police Station	Civic	3141	Public, not Local Authority	<ul style="list-style-type: none"> - good accessible location - good size plot with regular shape - introduce further element of greening in town centre - creation of transition with residential neighbourhood to the north-east 	<ul style="list-style-type: none"> - building still in use by police, relocation presents potential delays - site requires purchasing, which impacts viability - demolition and site remediation costs impact viability - interface with residential area to the north-east 	Moderate
6	Quadrant Carpark	Carpark	3837	Private	<ul style="list-style-type: none"> - densification of town centre provision and services - walkable distance from train station - low development costs (no demolition required) 	<ul style="list-style-type: none"> - integration with pub building - loss of revenue from car parking - development requires provision of carparking elsewhere in short/medium term - private ownership 	High
7	Carpark A	Carpark	1790	College	<ul style="list-style-type: none"> - densification of town centre provision and services - walkable distance from train station - low development costs (no demolition required) - significant size of land-holding allows for strategic, phased development 	<ul style="list-style-type: none"> - loss of revenue from car parking - development requires provision of carparking elsewhere in short/medium term - private ownership 	High
8	Carpark B	Carpark	2255	College			
9	Carpark C	Carpark	2250	College			

8 Vision & Design Concept

8.1 A Vision for the Future

8.1.1 The suggested uses provided in the masterplan have been determined by the Council's need to deliver specific projects and the aspirations for certain uses in the town centre. The masterplan considers the following uses:

- **Digital Manufacturing and Innovation Centre** that could provide a dedicated office space of around 3000m² GEA with flexible layouts that could meet the needs of small businesses and potential 'makers space'. This could attract entrepreneurship and start-ups to Redditch and potentially provide flexible spaces for young businesses and start-ups that could support the local community.
- **F&B** There is limited demand to provide additional retail or food & beverage use within the town centre, however there is an opportunity to provide these uses as part of the other building proposals especially along key pedestrian routes. This could include cafés and restaurants at ground floor, to support a new work space and provide ground floor activity to the retail high street and public squares.
- **Residential** Medium density, low-rise, for example 3 storey townhouses and/or PRS flats with typically 1 and 2 bedroom flats.
- **Office** traditional office floor plates for commercial use or potentially more space for start ups and entrepreneurial businesses.
- **Education/Move On Space** that could be delivered with a potential education partner and strengthen the location of the Digital Manufacturing and Innovation Centre.
- **Other identified uses include:** 'technology incubator space' encouraging entrepreneurship and start-ups, flexible spaces for artists young businesses and start-ups mixed with food and beverage that could provide casual meeting and networking opportunities whilst supporting the local community. This could take the form of adapted shipping containers similar to Box Park or Pop Brixton in London;
- **Medical Centre** requires approximately 5000m² GEA with easy access to car parking.

8.1.2 The Town Centre masterplan also provides a major opportunity to address several challenges facing Redditch and contribute to the Council's vision to modernise the town and find new attractive ways for people to work and live in the town centre. Opportunities to capitalise on its strategic location and connections to Birmingham and become a major economic hub for the district, whilst also becoming a community-oriented place that better connects the wider town to the heart of Redditch.

8.1.3 According to Steer analysis, the Redditch New Town road network still accommodates current traffic levels successfully; however, the Redditch Ringway is a weakness in the development of the town centre due to the hard boundary it creates on the south of the town centre. The heavy traffic and multiple lanes of the Ringway discourage pedestrian and cycle permeability and disconnect the town centre and the neighbourhoods to the south; although an underpass attempts to bridge this boundary, it is an unsafe and unpleasant alternative to at-grade crossing. As it stands, this current flaw in the movement infrastructure of the Town Center deters active travel behaviours.

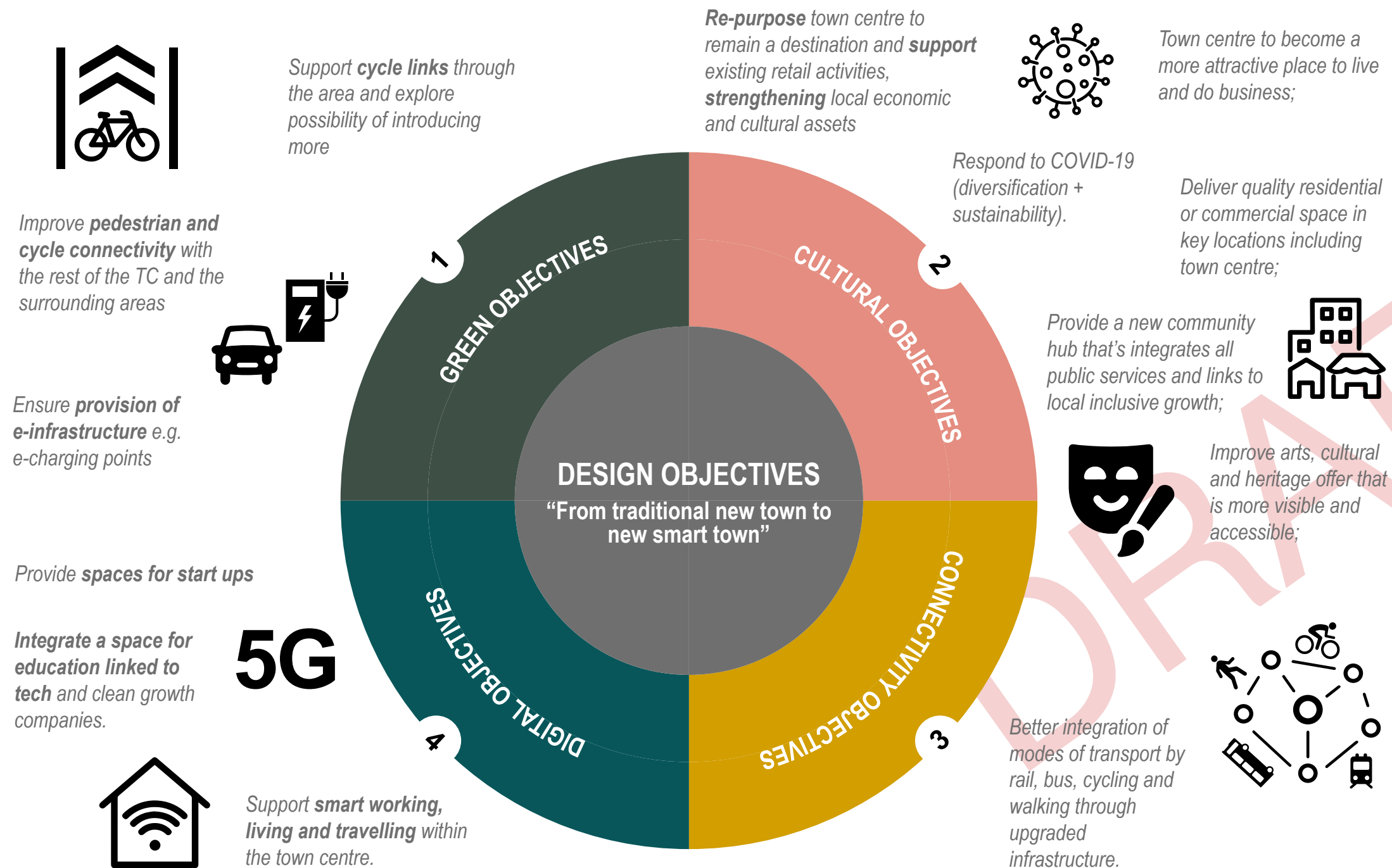


Fig.43 Redditch Town Centre Masterplan - Design Principles



Fig.45 St. Stephen's Church, at the heart of Redditch town centre



Fig.44 Kingfisher Shopping Centre entrance off the Library Site

8.2 Design Objectives

8.2.1 The vision and priority of the Redditch Town Deal Board is to transform Redditch from a “traditional new town into a new smart town”. It seeks to become a more digital, green, connected and cultural place to live and do business. The masterplan embraces this ambition and translates the vision into a series of broad design objectives to guide its development.

8.2.2 The green objectives aim to target future sustainability and climate action by promoting cycling and walking, improving links to the town centre and providing better e-infrastructure to assist the transition towards electric vehicles. Cultural/Leisure objectives look to improve and diversify the town centre offer from retail based to more community focused. These new interventions would also look to strengthen existing local economic and cultural assets in the town centre. Finally, the board looks to support the transition to a new digital age, with smart working, living and travelling, and provide space for growth of tech industry in Redditch.

8.3 Design Principles

8.3.1 The masterplan is subsequently defined by a series of spatial principles that respond to the future vision and aspirations of the town board earlier set out in the previous chapter. Fig X.X illustrates the current strengths of the town centre and the design principles that have informed the strategic framework of the masterplan.

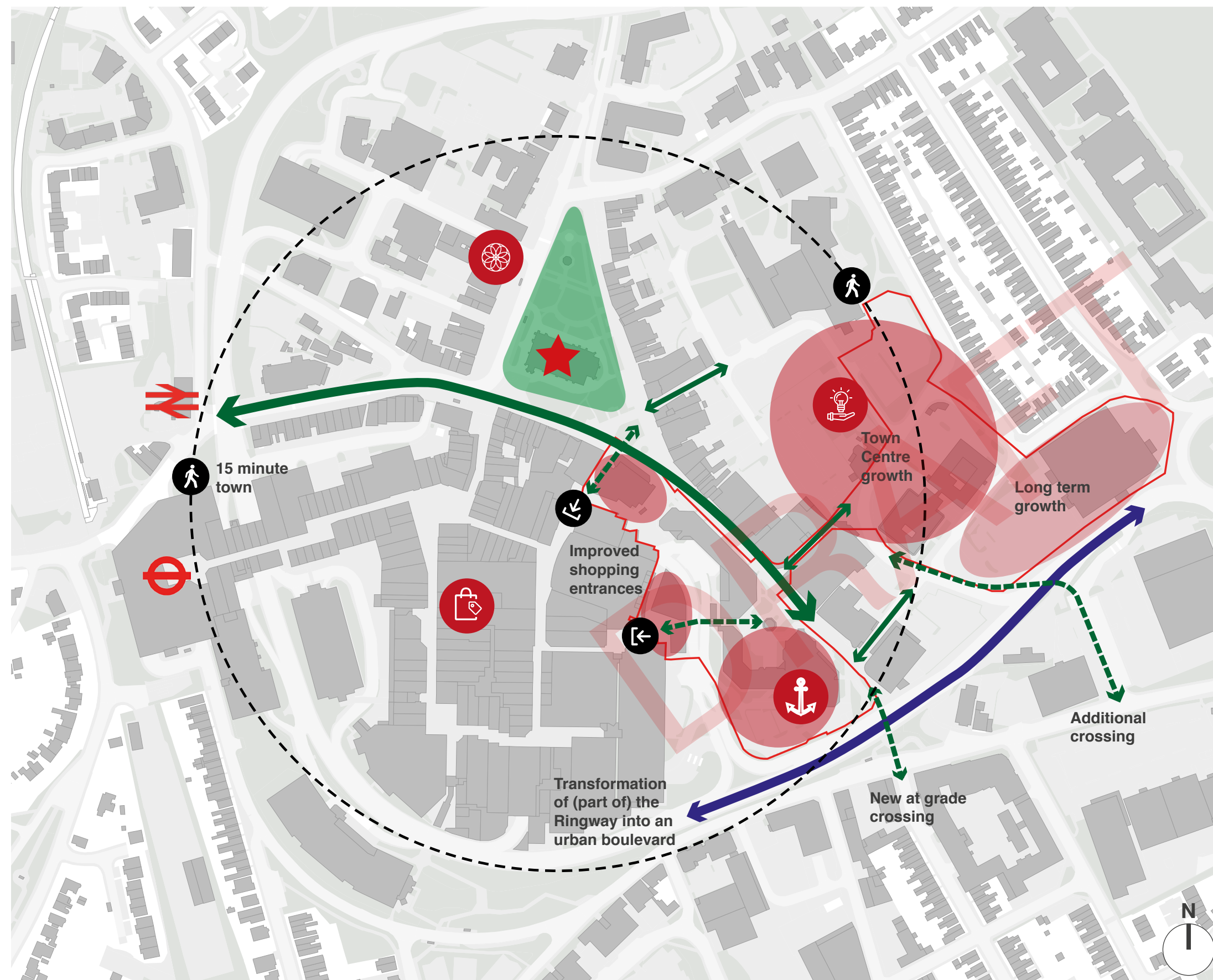
8.3.2 Redditch has a compact town centre with a good concentration of services that caters to all the needs of its users. The masterplan looks to build on this opportunity, by densifying its centre and increasing its offer. As a result every destination in the town centre should be accessible within **15 minutes** from transport hubs such as the train station and main bus station located in the Kingfisher Shopping Centre. The masterplan looks at making the most of the town centre attractors: the retail offer, Redditch heritage, civic and cultural uses and the education facilities and nurture a reinforcement loop between these assets.

8.3.3 **Improve connections** with surrounding residential areas (walking and cycling). The health of the town centre and that of its residents also depends on the improvement of the pedestrian and cycle connections with the surrounding neighbourhoods and the promotion of active lifestyles. The masterplan gives a central role to the existing corridor connecting the train station to the green and the existing town hall. The improvement of the public realm along this key pedestrian route is important to give coherence to the new interventions and their integration with the town centre.

8.3.4 Better **integrate the shopping centre** – this is the strongest anchor in the town centre, however because its inward looking nature fails to activate the rest of the centre. People drive in, use the mall and drive back without exiting the premises. The masterplan focuses on opening and strengthening pedestrian access points to the north and the east.

8.3.5 Maximise opportunities for **greening**. The masterplan seeks to maximise the resilience of Redditch’s centre by providing spill out space for local businesses, create spaces for events, incorporating sustainable urban drainage systems and generous greening.

8.3.6 Embed **quick wins**. The masterplan lays out the foundations for long term change but it takes into account the need to identify quick wins acting as a regeneration catalyst.



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Fig.47 Town Centre Bad Salzungen Germany, 2016 (photo by Nikolai Benner)

Massing	<ul style="list-style-type: none">- consideration around Conservation Area- reduced massing towards Archer Rd residential area
Circulation	<ul style="list-style-type: none">- downgrade Ringway to connect town centre to south- creation of pedestrian loop along Peakman Street- phased car parking reduction
Townscape	<ul style="list-style-type: none">- building lines are either kept or reinstated- facades prominent from Alcester St and south of town centre to be carefully considered
Uses & Active Frontages	<ul style="list-style-type: none">- synergy of uses to support town centre regeneration- meanwhile uses for short-term regeneration- active frontages along main pedestrian routes Alcester St, Peakman St
Public Realm & Green Spaces	<ul style="list-style-type: none">- new public square Red Lion Square- activation of the Town Hall Square- introduction of Redditch Ringway green buffer- improved access to Shopping Centre by Library site and covered market site

8.4 Development Framework

8.4.1 The Proposed Development Framework aims to strengthen the perception of the town centre as a vibrant and attractive place through the proposal of a high-quality and considered design which successfully accommodates employment uses with retail, leisure and residential and integrates them in a comprehensive place-making strategy. The framework incorporates the following design priorities:

Massing

- 8.4.2 New proposals would enhance the current townscape of Redditch Town Centre, respecting the predominant 3-4 storey building heights.
- 8.4.3 The framework proposes a transition of density and massing away from Alcester St towards the Archer Rd residential area.
- 8.4.4 The massing and design of the Redditch Library Site (plot 1) would require greater sensitivity due to its adjacency to the Church Green Conservation Area.
- 8.4.5 Massing of new development around the Red Lion Pub would seek to provide new uses that supports the activity of the area while preserving the future use of the pub, and sunlight penetration to the pub’s amenity spaces.

Circulation

- 8.4.6 Downgrading of the Redditch Ringway through the creation of high-quality level crossings at Alcester Street and Red Lion Streets to improve connectivity between the town centre and surrounding areas.
- 8.4.7 The creation of an additional high-quality pedestrian loop supported by new uses along Peakman Street passing by Heart of Worcestershire College activates the town centre and connects to new development.
- 8.4.8 The ambition of a phased reduction of car parking provision in the town centre aims to reduce carbon emissions and help tackle the climate emergency. This reduction will be compensated through the provision of attractive alternatives such as walking, cycling, micromobility and public transport.

Townscape

- 8.4.9 Building lines of new development follow existing street lines (or re-establish them in the case of car park development) to generate street enclosure and promote overlooking of streets.
- 8.4.10 Active frontages are prioritised along streets and new public spaces, promoting their vibrancy and activity.

- 8.4.11 Built form promotes the enclosure of public spaces, and generates new townscape views from and around the town centre
- 8.4.12 All proposed buildings are considered in terms of their impact on the setting of the conservation area and St Stephen’s Church, to ensure proposals respect the character of the area and enhance the appearance and quality of Redditch town centre.

Uses & Active Frontages

- 8.4.13 Active frontages are supported and extended along Alcester Street, supporting its role as the core of Redditch. New active frontages support the new pedestrian loop along Peakman Street, as well as the two entrances to the Shopping Centre by the Library and the covered market sites.
- 8.4.14 A mix of uses to be promoted across the development sites, considering synergies with surrounding uses to support and enhance the function of Redditch’s town centre.
- 8.4.15 Opportunities for ‘meanwhile uses’ within the covered market site help regenerate the town centre in the short-term, particularly considering the need to ‘bounce back’ from the effects of COVID-19.

Public Realm & Green Open Spaces

- 8.4.16 New development on the Redditch Library Site, together with new pedestrian loop around Peakman Street supports the connectivity and vibrancy of the Church Green.
- 8.4.17 Development within the covered market and town hall sites promote the activation and quality of Town Hall Square and the covered market as attractive public spaces.
- 8.4.18 The town hall square becomes the focus for a greener setting, supporting the attractiveness of Alcester Street.
- 8.4.19 A new public space of Red Lion Square supports the setting and character of the Red Lion Pub and new active uses adjacent.
- 8.4.20 Introducing a green buffer to Redditch Ringway to help improve the attractiveness of the road and limit the impact of noise and pollution on surrounding new uses.

- 8.4.21 This development framework outlines the vision of public realm placemaking that the town centre masterplan aims to achieve and forms the basis for the following chapter, which assesses the different development options for each strategic site.

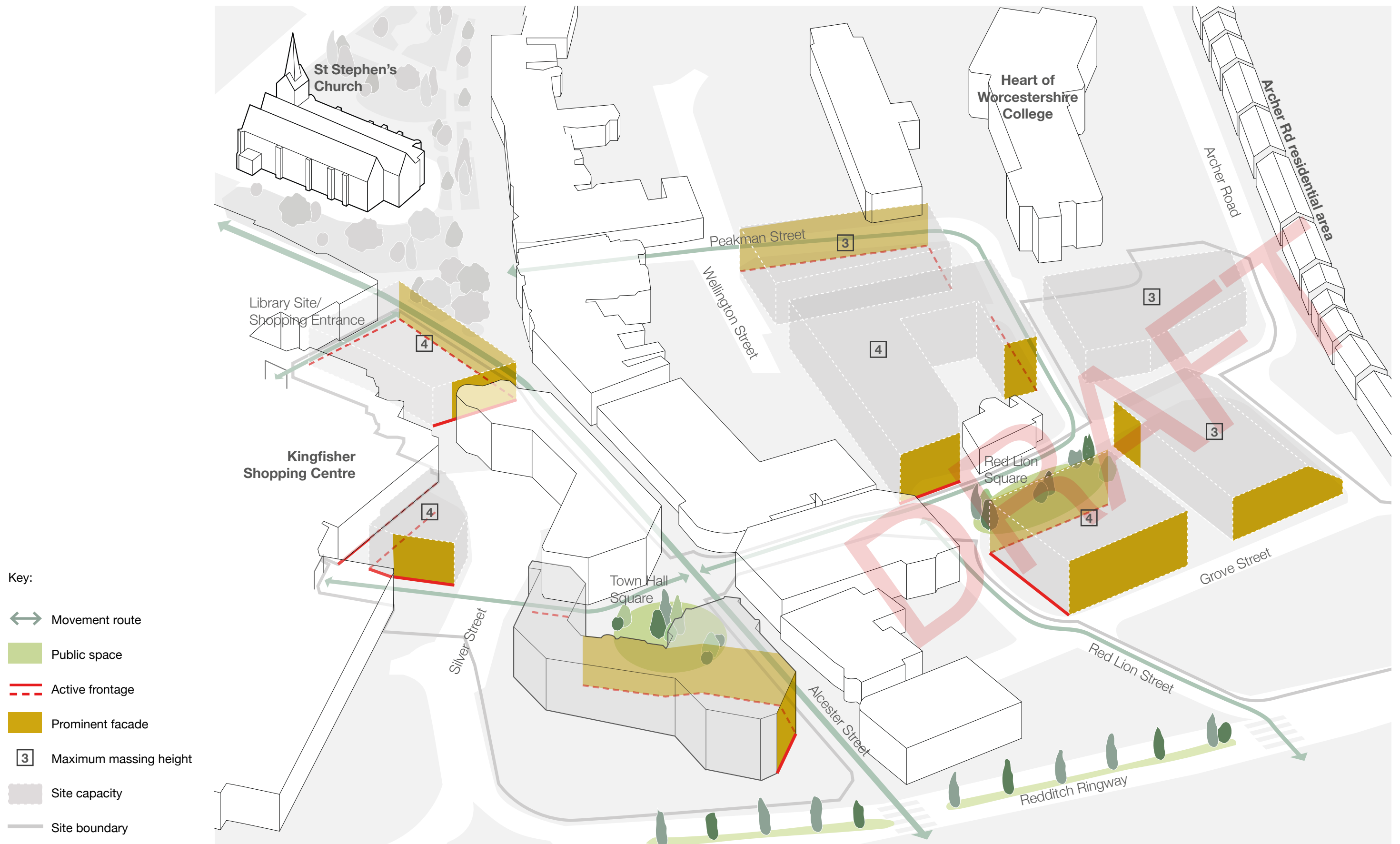
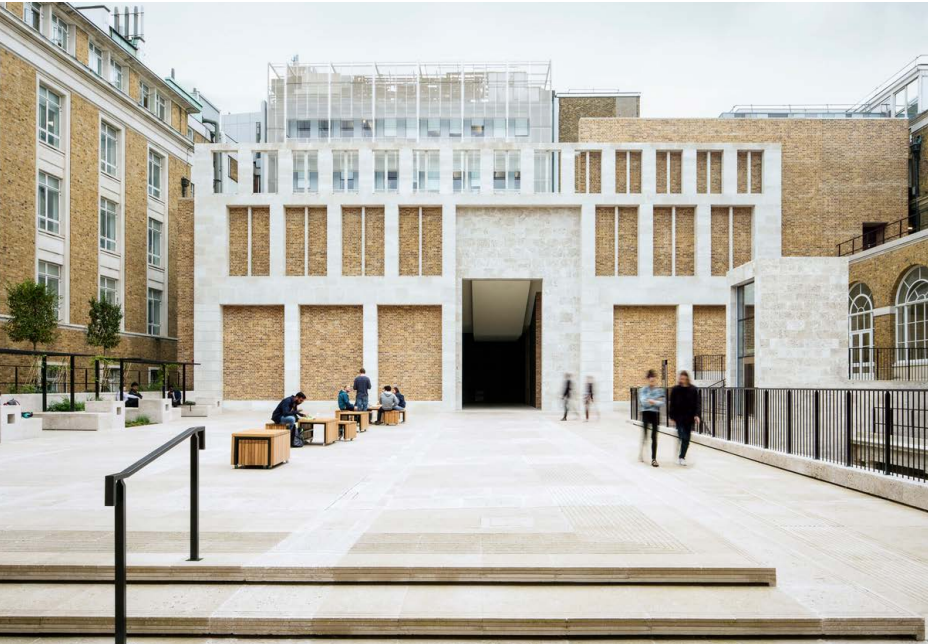


Fig.48 Redditch Towncentre Development Framework

9 Individual Plots Options Analysis



9.1 Plot Analysis

9.1.1 The following analysis chapter looks at the key strategic sites to assess potential and identify the best development option for each. This analysis also provides a better understanding of the best regeneration trajectory to enable the realisation of the Council's vision.

9.1.2 Based on the Strategic Sites assessment (Chapter 7) an initial sift of appropriate uses for each site provides a shortlist of options. The criteria set out by the Development Framework and a qualitative assessment of benefits and disadvantages provides a further sift and helps identify the best regeneration option for each plot.

9.1.3 This assessment is summarised through a scoring system that follows five key criteria: Connectivity, Townscape, Activation, Greening, Integration. These criteria help clarify the best development option.

9.1.4 **Connectivity** criteria assesses the ability of each option to support circulation along the main spine of the town centre and along the new pedestrian loop; it also determines whether options encourage active travel behaviours through improvements to the pedestrian and cycle network.

9.1.5 **Townscape** criteria assess the appropriateness of massing of each option and the sensitivity to heritage and Conservation Area; it also determines the potential of each option to provide high-quality prominent façades, to enhance desirable views and to enclose public spaces.

9.1.6 **Activation** criteria determines the potential of each option to provide active frontages that promote vibrancy and activity, focusing on Alcester Street as the core of the town centre and new frontages along the Peakman Street pedestrian loop.

9.1.7 **Greening** assesses the amount and quality of new public and green space each option allows for, with a focus on the new public square on Red Lion Street, the revitalisation of the Town Hall Square and the provision of a green buffer on Redditch Ringway.

9.1.8 **Integration** criteria looks at the mix and synergy between the uses proposed and their potential to support and enhance the function of Redditch town centre; it also considers meanwhile uses to help regenerate the town centre in the short-term, and the need for the town centre to 'bounce back' from the effects of COVID-19.

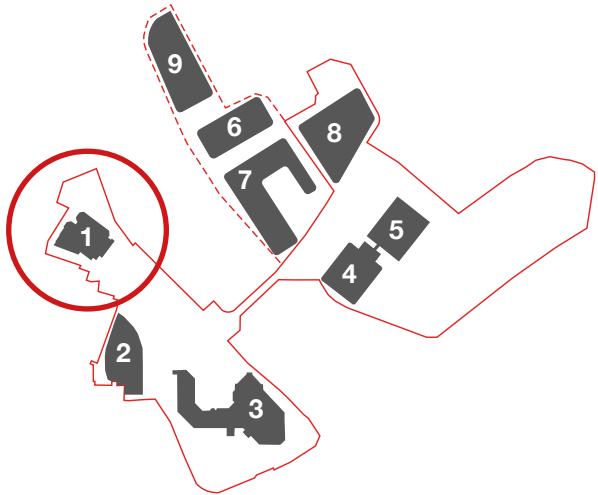
9.2 Plot 1 Redditch Library

9.2.1 Plot 1 is a priority site for short-term development under TIP, which identifies the need for the Library to be refurbished or demolished and redeveloped to provide commercial space and/or learning space.

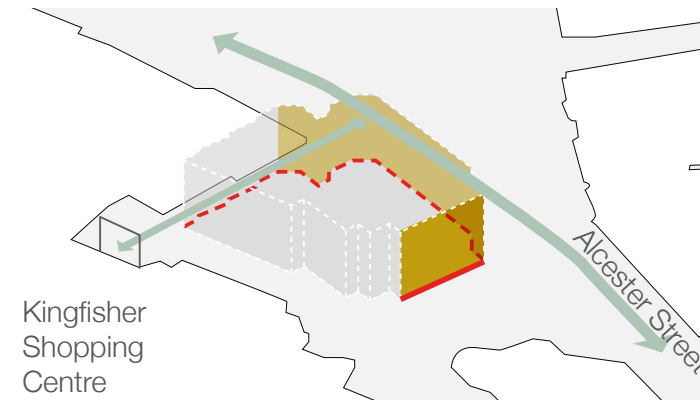
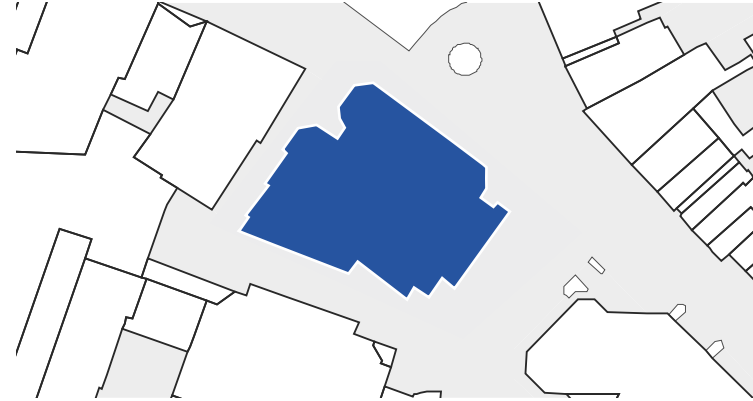
9.2.2 The adjacency of Plot 1 to the Church Green Conservation Area requires a particularly sensitive approach to the prominent facade on Alcester Street. This consideration suggests the option of demolishing the existing Library building and provide an extension to the Church Green public realm, amplified by small scale retail provision and small, temporary interventions.

9.2.3 Besides the prominent facade and the important opportunity for active frontages next to St Stephen's Church and the Church Green public realm, the potential of Plot 1 to enhance connectivity between Kingfisher Shopping Centre and the town centre is an important consideration.

9.2.4 The demolition and redevelopment of the site with office provision is the best option for this site (option 3). It provides the opportunity to improve access to the Shopping Centre, design a sensitive facade with active frontages that enhance the Church Green public realm and addresses the market need for modern workspaces in good locations.

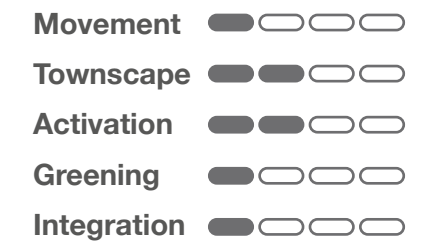


1. Library refurbishment

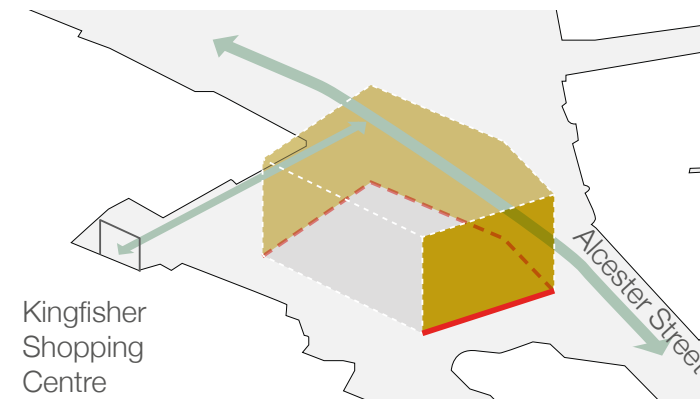
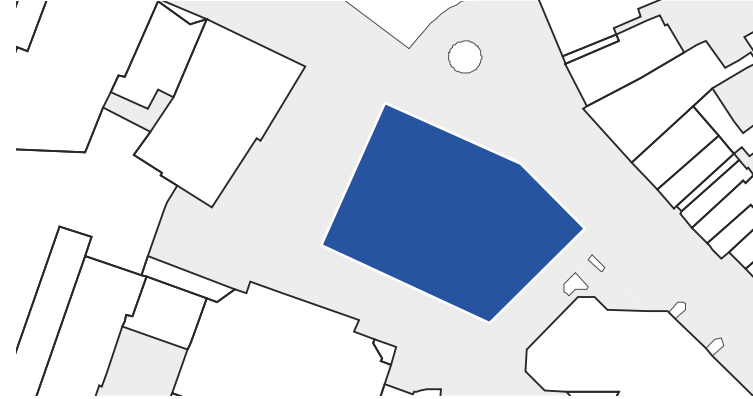


- access to Kingfisher Shopping Centre still constrained, hidden
- new active frontages can help stimulate pedestrian movement towards Kingfisher Shopping Centre
- prominent location for Innovation Hub
- refurbishment offers less flexibility for design suited to new use

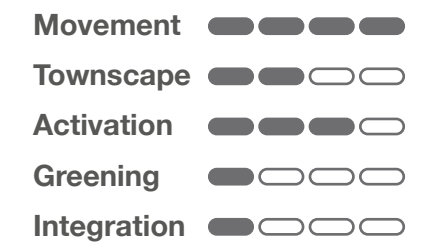
Placemaking score



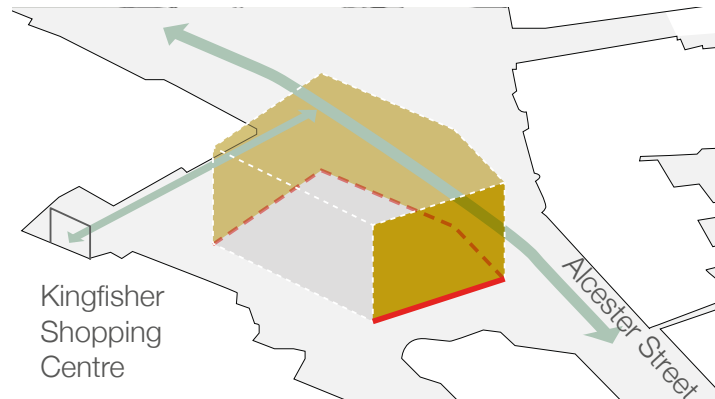
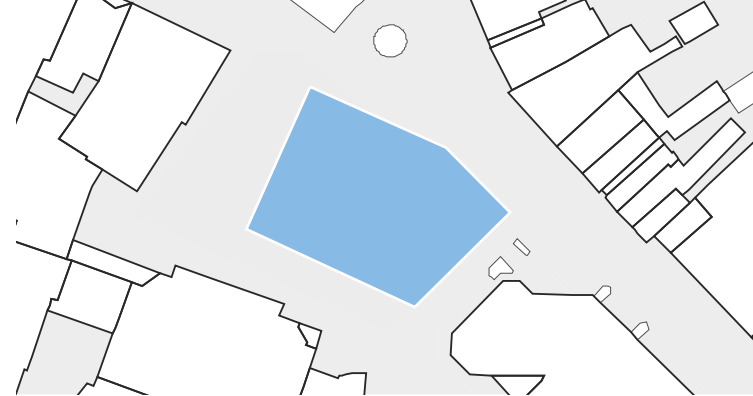
2. New build



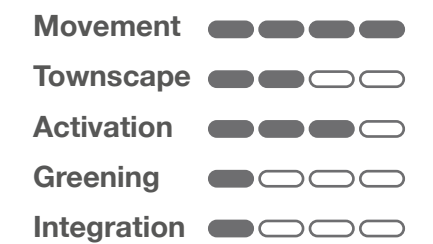
- access to Kingfisher Shopping Centre improved
- new active frontages help stimulate pedestrian movement towards / outwards from Kingfisher Shopping Centre
- prominent location for Innovation Hub
- new build offers flexibility for design suited to new use
- potential for high-quality new build to treat adjacency to heritage sensitively



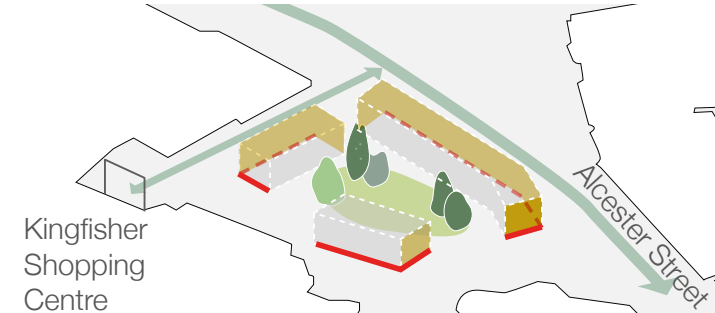
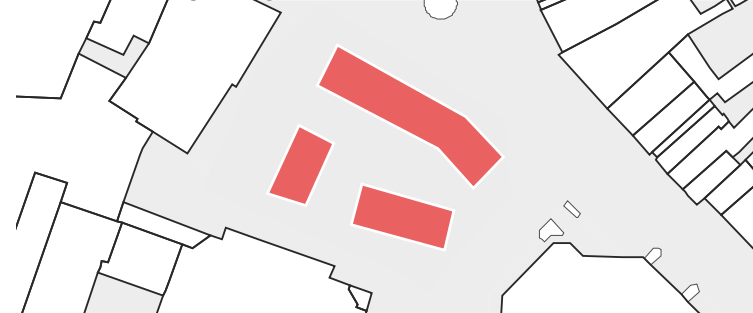
3. New build



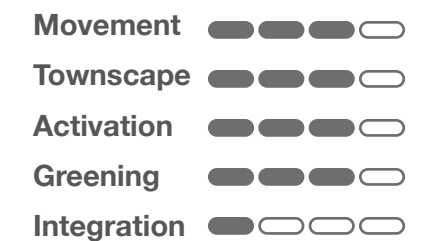
- access to Kingfisher Shopping Centre improved
- new active frontages help stimulate pedestrian movement towards / outwards from Kingfisher Shopping Centre
- prominent location for office provision
- new build offers flexibility for design suited to new use
- no space for nearby carparking



4. Small, temporary intervention



- sensitive response to heritage around the Library Site through small, temporary interventions
- new green and public space to enhance and complement Church Green
- improved access to Kingfisher Shopping Centre



■ Digital Manufacturing & Innovation Centre
■ Office ■ Food & Beverage

★ **Recommended: Option 3**



9.3 Plot 2 Outdoor Market Site

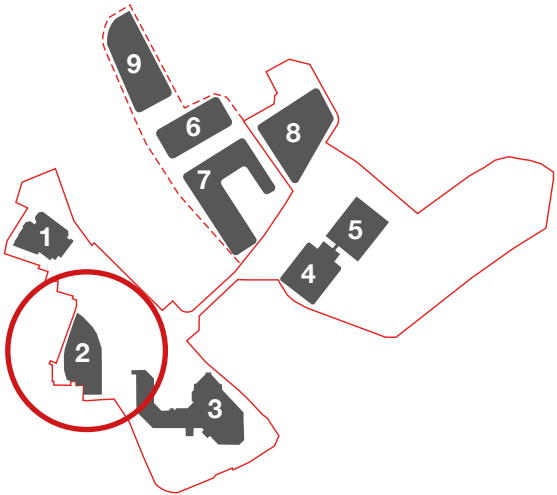
9.3.1 Plot 2 Outdoor Market is a priority site for short-term development. It is the Council's ambition to deliver it concurrently with the other Town Investment Plan developments.

9.3.1 This small site has the potential to encourage a synergy of uses with the nearby Library and Town Hall plots. This consideration highlights office, innovation and community uses as appropriate. However, the inefficiency of the site makes it unsuitable for office provision.

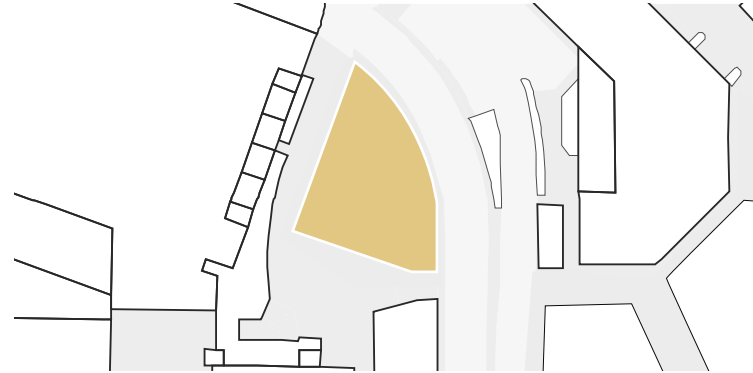
9.3.2 The adjacency of the site to Kingfisher Shopping Centre presents an opportunity to support pedestrian circulation between the Shopping Centre and the Town Hall Square through active frontages and provision of desirable services. An activation of the frontages on this plot could encourage the frontages of the shopping centre to become more permeable as well.

9.3.3 The site has low development potential for new builds due to the constrained nature of its location, but it presents an opportunity for meanwhile uses and developments of a smaller, more temporary nature. The flexibility provided by the modular construction of box parks makes it an option for the maximisation of the site's potential. The narrow strip of visibility of the site from Alcester Street and the Town Hall Square creates the possibility of a vibrant, attractive location beyond the town centre's main spine.

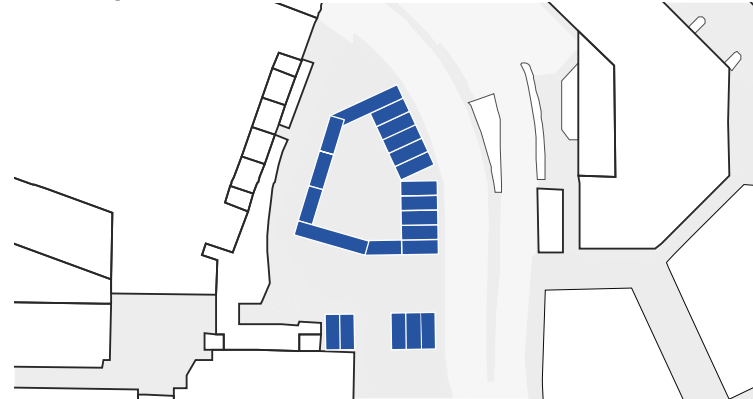
9.3.4 The flexibility and vibrancy provided by option 2 makes it the best regeneration option for this site.



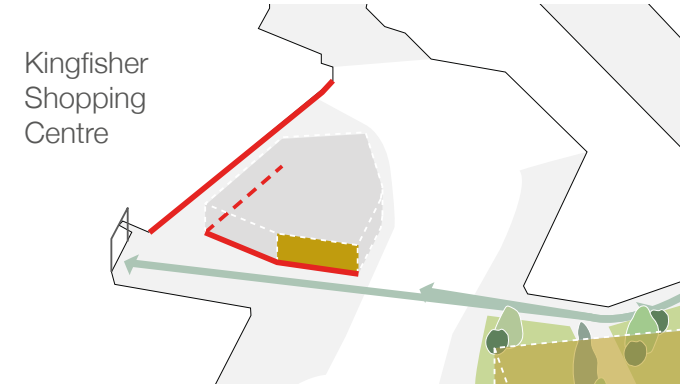
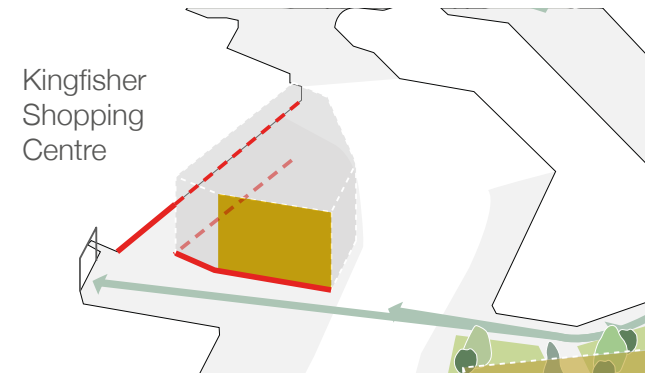
1. New build



2. Box park



- Council Offices/Public Services/Community Hub
- Digital Manufacturing & Innovation Centre



- new active frontages can help stimulate pedestrian movement towards Kingfisher Shopping Centre
- opportunity to emphasise Kingfisher Shopping Centre entrance
- poor, non-prominent location for community services
- constrained, inefficient site for a new building
- unlikely to offer well suited premises for this community use

- improved access to Kingfisher Shopping Centre
- new active frontages stimulate pedestrian movement towards / outwards from kingfisher, but also to library site
- poor location in terms of prominence
- constrained, inefficient site
- unlikely to offer well suited premises for this use

Placemaking score

Movement

Townscape

Activation

Greening

Integration

Movement

Townscape

Activation

Greening

Integration

★ Recommended: Option 2

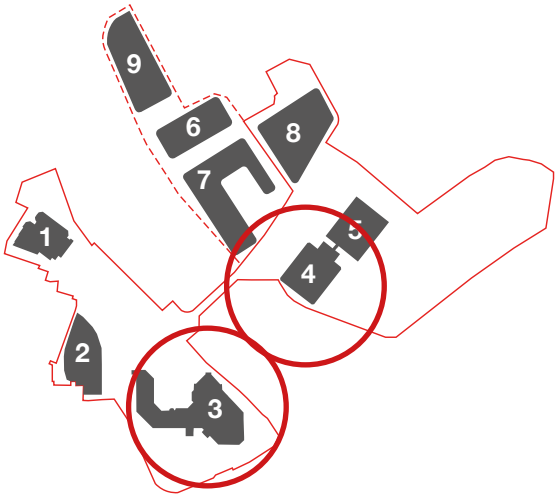


9.4 Plot 3 Town Hall

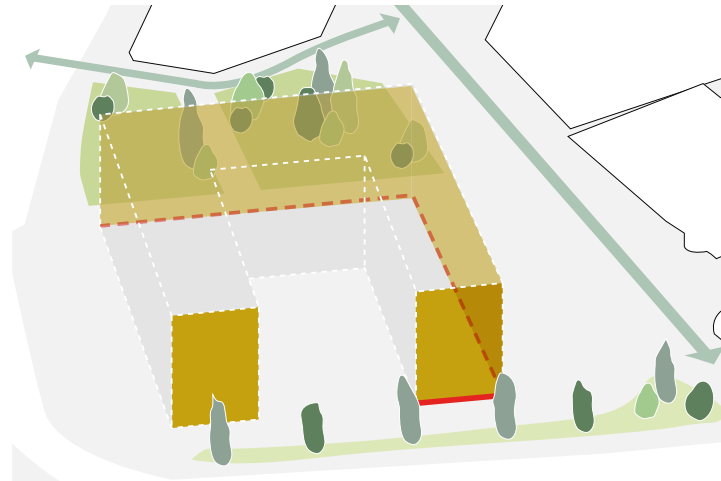
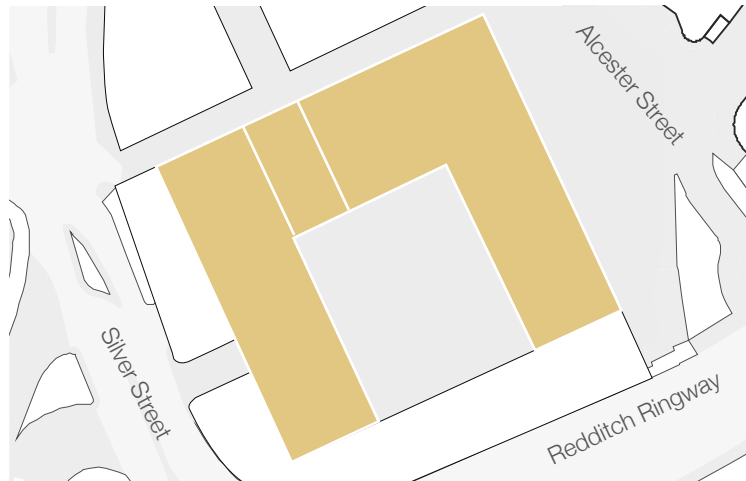
- 9.4.1 The current Town Hall is a substantial, landmark building that can benefit from refurbishment to improve spatial efficiency of its use. The redevelopment of this plot is therefore only feasible if focused on providing Community Hub spaces. This plot is seen as a quick-win strategic site for redevelopment in the short to medium term.
- 9.4.2 Improved efficiency of the building's floorspace would then allow for its northern wing to be demolished without loss of services. This demolition would benefit the Town Hall Square by creating a larger, more significant public space to act as a more powerful anchor to the southern end of the town centre's main spine.
- 9.4.3 A larger, redesigned Town Hall Square can provide additional space for community events, but also would benefit the town centre townscape by opening up views from the south towards this significant public space while preserving its defined edges and sense of enclosure.
- 9.4.4 The redevelopment of the Town Hall Square presents an opportunity for activating a pedestrian circulation route towards the Shopping Centre by the adjacent Outdoor Market Site to the west, as a means to better integrate the Shopping Centre into the main spine of the town centre.
- 9.4.5 Partial demolition and redesign of the northern facade of the Town Hall has the potential to create a high-quality permeable edge with active frontages that run along the entire length of the Town Hall Square and towards the Outdoor Market Site.

9.5 Plot 4 Magistrates Court

- 9.5.1 The Magistrates Court building lease expiration date in 2038 makes this site a strategic site with potential for development in the long-term.
- 9.5.2 The large, regular plot presents an opportunity for efficient, viable redevelopment for commercial uses.
- 9.5.3 The current car parking area towards Queen Street provides the space for the proposed Red Lion Square, opposite to the historic Red Lion pub. This new public space will support the proposed pedestrian loop by providing a public realm sub-anchor not only located directly on the loop, but also visible from the main Alcester St main town centre spine.
- 9.5.4 The presence of the significant Heart of Worcestershire College in the town centre suggests educational requirements will be fulfilled for the short and medium term. However the proposed regeneration of the town centre will likely create demand for more workspaces and Move-On uses, to which Magistrates Court site redevelopment can respond and attempt to fulfill.
- 9.5.5 The Magistrates Court site is highly visible from the Redditch Ringway and overall from the neighbourhoods south of the town centre; provides an opportunity for connecting the Ringway and the proposed reinforcement loop and thus supporting the pedestrian and cycle movement in the town centre and beyond.



1. Town Hall redevelopment on plot 3

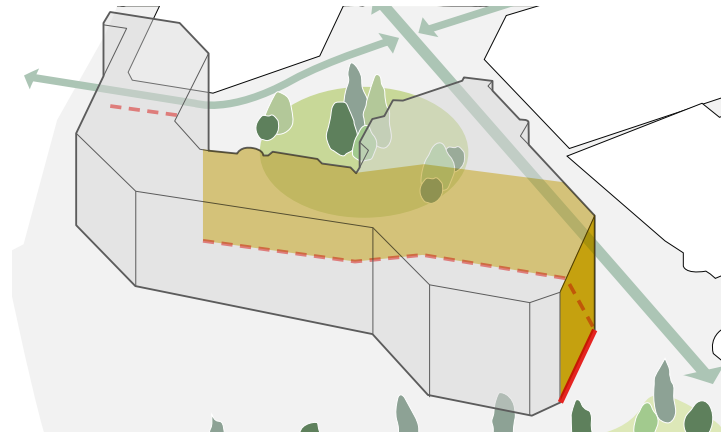


- prominent location in the town centre
- new public space stimulates pedestrian movement towards Kingfisher Shopping Centre
- new public space creates new route towards Kingfisher Shopping Centre
- complete redevelopment opportunity for new, modern, attractive premises
- reorientation of new building edge opens up entrance towards Kingfisher Shopping Centre

Placemaking score

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Town Hall refurbishment on plot 3

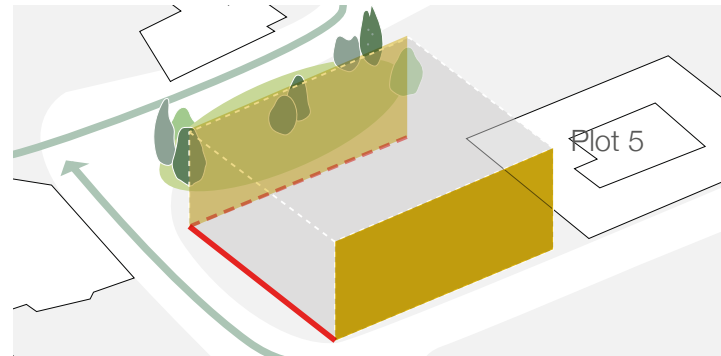
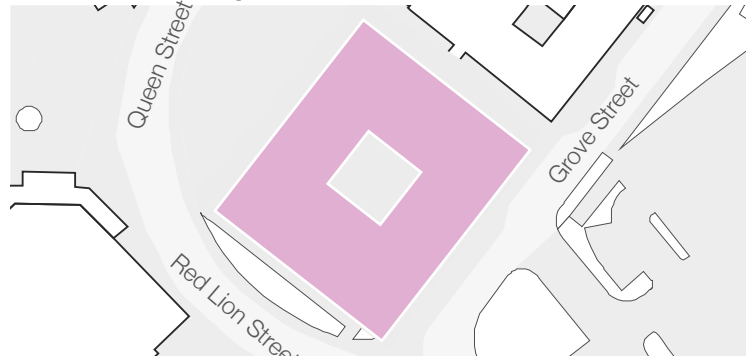


- prominent location in the town centre
- partial demolition allows for new public space
- new public space stimulates pedestrian movement towards Kingfisher Shopping Centre
- new public space creates new route towards Kingfisher Shopping Centre

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

★ Recommended: Option 2

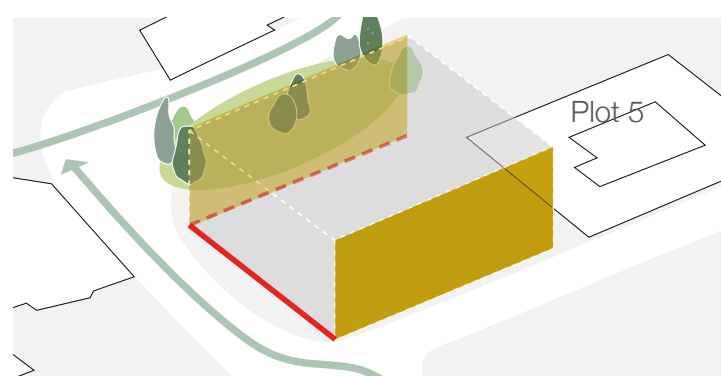
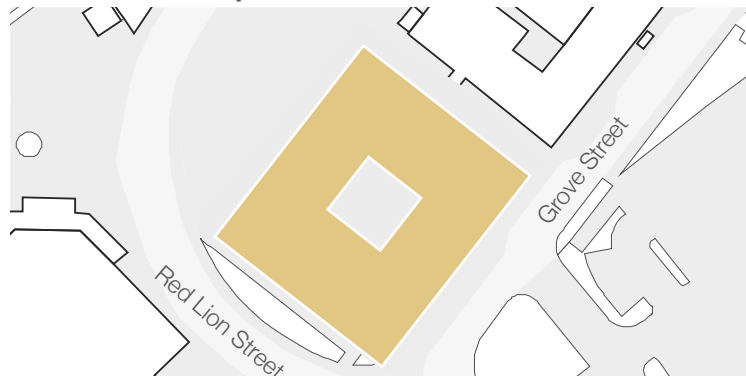
1. New build on plot 4



- plot with prominence from the south side / visible from Redditch Ringway
- educational use reinforces new movement networks upwards, also the secondary reinforcement loop
- new Red Lion Square public realm to northern side
- new green space

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. New build on plot 4



- plot with prominence from the south side / visible from Redditch Ringway
- educational use reinforces new movement networks upwards, also the secondary reinforcement loop
- new Red Lion Square public realm to northern side
- new green space

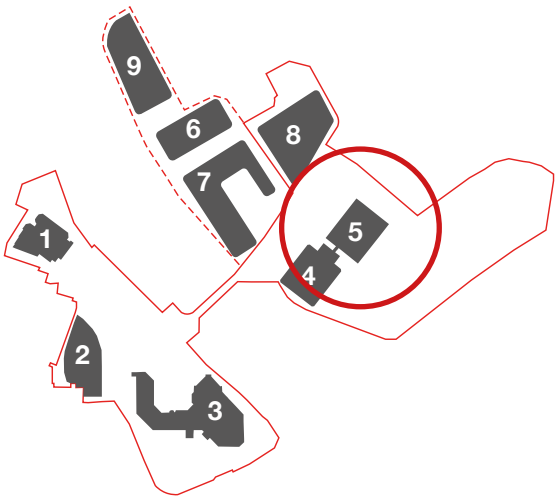
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Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

★ Recommended: Option 1

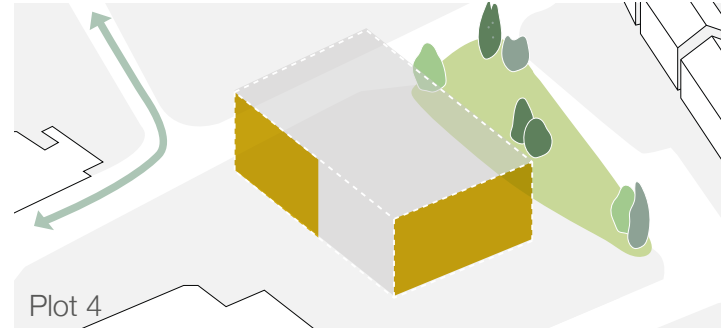
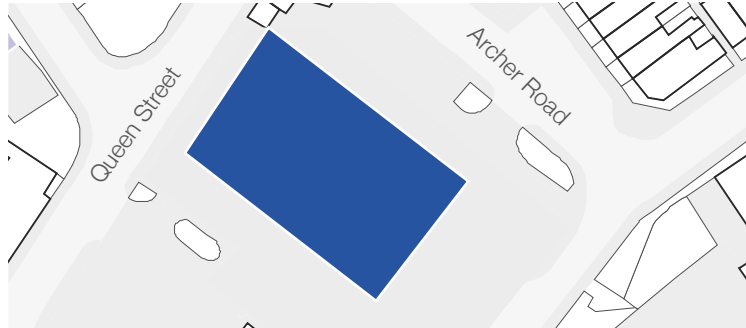


9.6 Plot 5 Police Station

- 9.6.1 Plot 5 is a key strategic site for the short-term regeneration of the Town Centre as Redditch Council pledged to acquire it using TIP funding.
- 9.6.2 Besides Plot 1 Redditch Library, Plot 5 Police Station is seen as one of the main opportunity sites for meeting the market demand for office space and the council goal to provide a Digital Manufacturing & Innovation Centre in the town centre. Consequently these are the main uses tested for this plot (options 1 and 2 overleaf).
- 9.6.3 Additionally, the location of Plot 5 in the Education & Enterprise sector of the town centre regeneration indicates office and innovation use as appropriate to meet the needs of the market and support technological development.
- 9.6.4 The need for a variety of housing provision identified by market analysis underpins the consideration for developing a substantial residential building in the town centre. This development would also support the growing offer of services in the town centre.
- 9.6.5 The plot's location adjacent to Archer Rd residential neighbourhood provides the opportunity to transition towards it through reduced massing and sensitive intervention.
- 9.6.6 The generous plot can also comfortably accommodate additional greening and provide open space either as buffer towards Archer Rd, as amenity on the pedestrian loop or as courtyard amenity space in the case of residential redevelopment of the plot.
- 9.6.7 Establishing the Digital Manufacturing & Innovation Centre on this plot (option 1) is preferable considering any potential future growth and needs for new space can be met by the development of the adjacent plot 4. Additionally, establishing attractive uses at this location away from the main spine but on the pedestrian loop and visible from Alcester St and from the south, supports the loop's footfall and expands the town centre vibrancy into the north-east plots.



1. New build

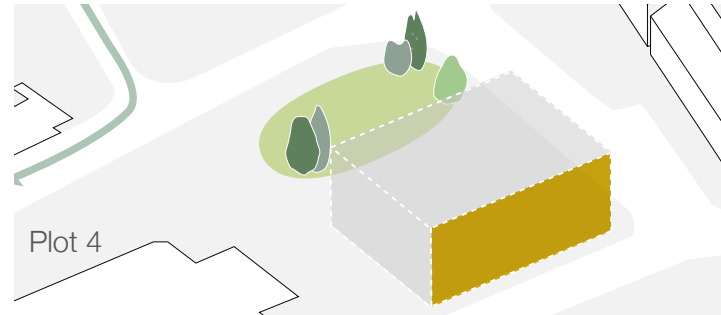
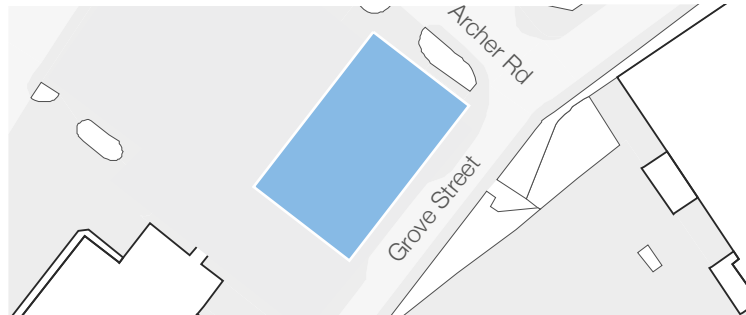


- larger plot offers possibility for new green open space
- new green open space acts as buffer towards residential area
- although not in a very prominent location, frontage visibility from street can stimulate reinforcement loop
- improved pedestrian network through the creation of a new path/route
- adjacent plot 4 potential for connected use

Placemaking score

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

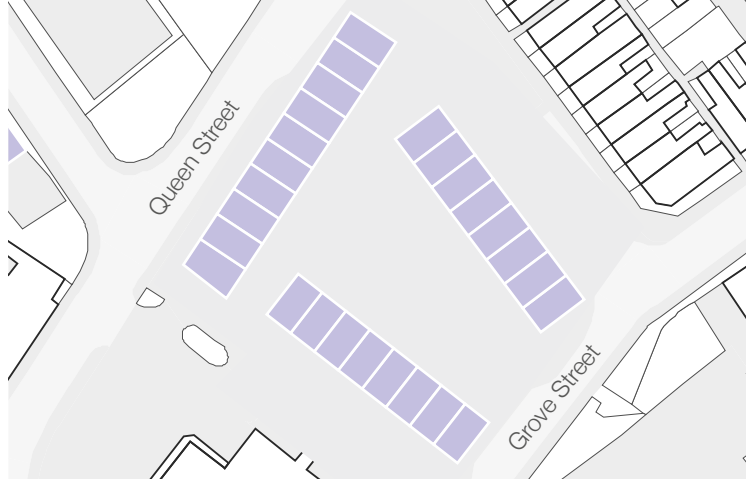
2. New build



- not prominent from main town centre spine, but visible from the south side
- its presence and visibility to encourage upward movement from the south
- proximity to residential area requires not develop whole plot
- provision of public space aids reinforcement loop

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

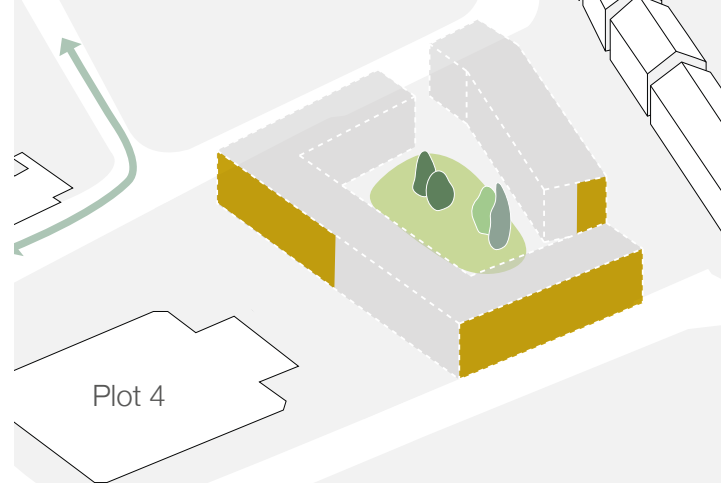
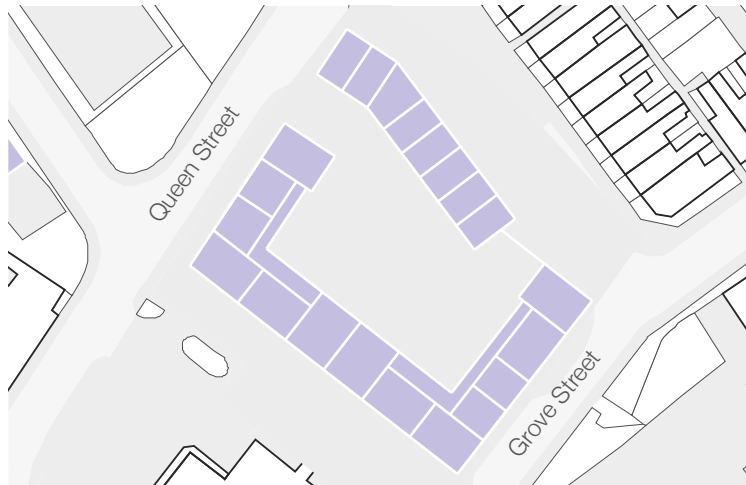
3. New build



- ground floor units provide active frontages
- good transition to adjacent existing residential area
- prominent location from the south
- potential traffic noise pollution from Ringway
- provision of greening likely private
- prominent facade broken up for view through and variety

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

4. New build



- ground floor units provide active frontages
- good transition to adjacent existing residential area
- prominent location from the south
- potential traffic noise pollution from Ringway
- provision of greening likely private

Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Townscape	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

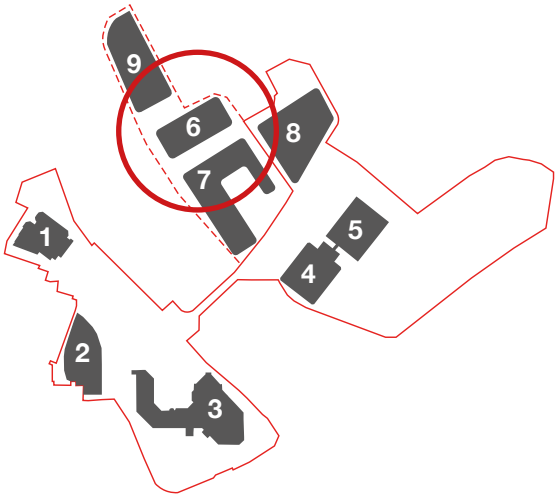
Digital Manufacturing & Innovation Centre
 Office
 Residential

★ Recommended: Option 1

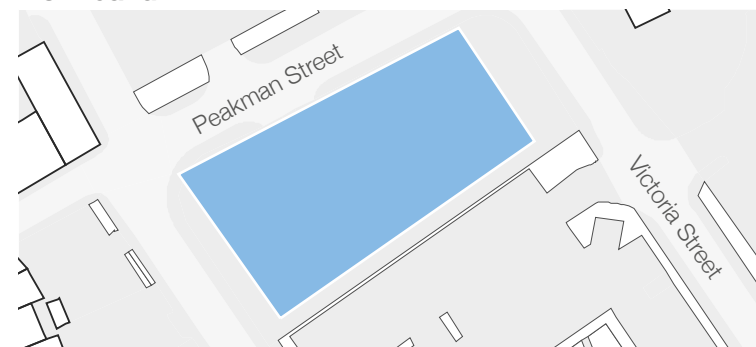


9.7 Plot 6 College Car Park B

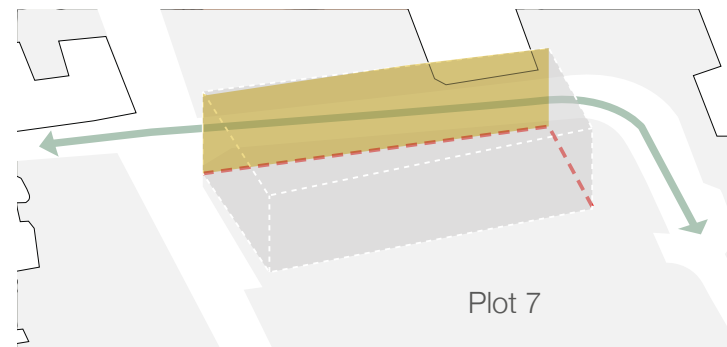
- 9.7.1 This plot is currently a car park located just outside the original study area of this report and that has significant potential for redevelopment in the medium to long term.
- 9.7.2 The length of the site fronts Peakman Street and has the potential to activate its frontages and significantly contribute to the new pedestrian loop. The visibility of this length from the main town centre spine can create a sense of activity in the town centre beyond Alcester St.
- 9.7.3 The plot's adjacency to the large college building makes the development of significant massing suitable in terms of townscape; this increased capacity and the regularity and size of the plot makes office development viable and desirable on this site. Additionally, its proximity to amenities and its prominent location provide the services necessary to support workspace use.
- 9.7.4 Any development on this site displaces car parking, which should be provided nearby, particularly in the case of redevelopment with office use; plot 9 has potential to meet this need either through retaining its use as a car park or by developing it as a multi storey car park at the time of development of plot 6.



New build



Office



- not in prominent location but visible from the main towncentre pedestrian route
- significant office amenity provision increase requires additional car parking
- location stimulates reinforcement loop
- generous capacity plot and height acceptable

Placemaking score

Movement	● ● ● ●
Townscape	● ● ● ●
Activation	● ● ● ●
Greening	● ○ ○ ○
Integration	● ● ○ ○



9.8 Plot 7 The Quadrant Car Park

9.8.1 Plot 7 is currently a car park located just outside the study area of this report and that has significant potential for redevelopment in the medium to long term. The size of this plot makes it a key strategic site with potential for substantial development with a mix of uses.

9.8.2 Any new development on this site needs to accommodate and be sensitive to the heritage of the existing Red Lion Pub, which is surrounded on three sides by plot 7.

9.8.3 Although it is not visible from the main town centre spine, this site has a lot of visibility from Redditch Ringway and the neighbourhoods to the south, making it a potential attractive feature of the town centre

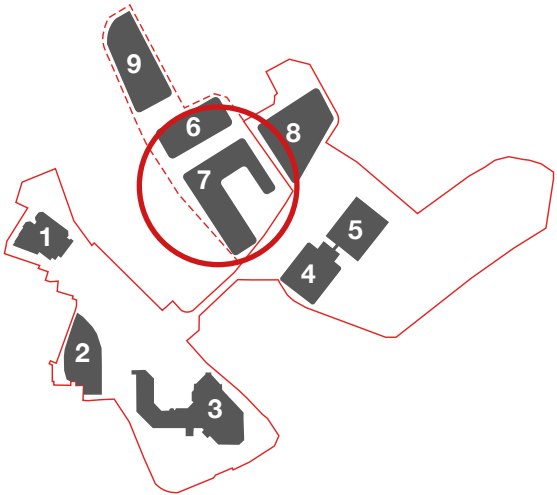
9.8.4 Located on the pedestrian loop, an appropriate development option recreates the building line on Victoria Street and through active frontages supports the activity of the loop.

9.8.5 The large capacity of the site offers the possibility of developing the site with a medical centre use, however this use requires on site car parking.

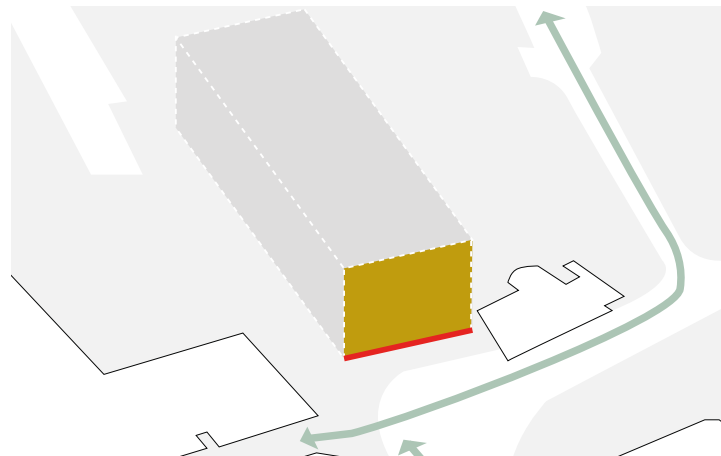
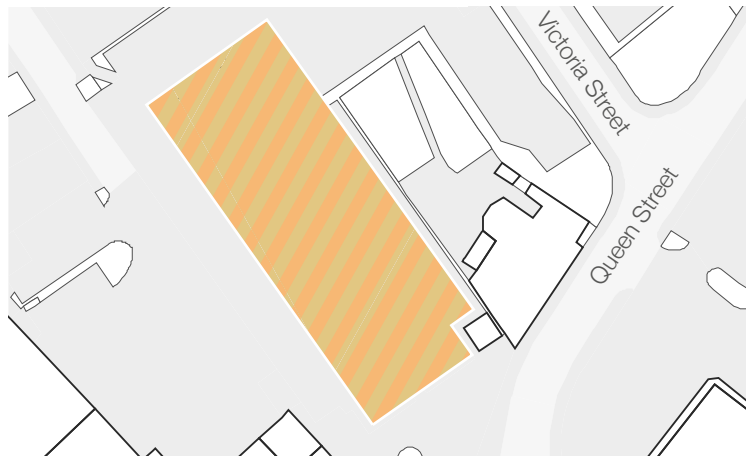
9.8.6 The relative compatibility of medical and community uses makes this development option worth considering in order to provide not only state of the art medical services but also modern and flexible community use spaces.

9.8.7 Retail and residential uses are also possible on this site due to its ideal location. The edge fronting Victoria Street offers the possibility to transition towards the residential areas. The edge shared with the pub can in turn be enhanced with retail uses. The other two edges have less potential due to being back-of-house, less frequented routes.

9.8.8 The site can support a mix of options and in this case combining options 2 and 4 allows for provision of much needed medical services in the town centre while also ensuring the pedestrian loop and vibrancy of the town centre beyond its main spine is supported through a retail, F&B intervention.



1. New build

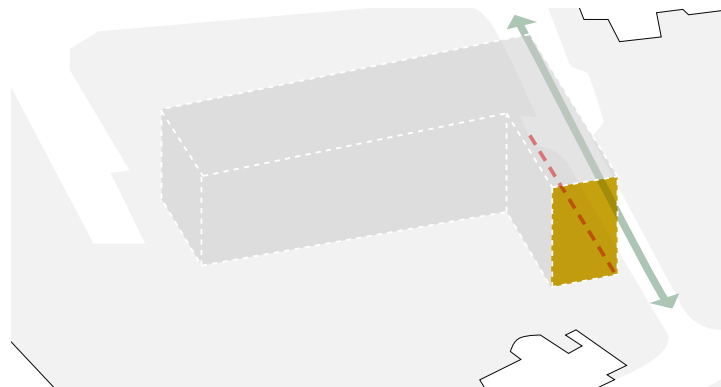
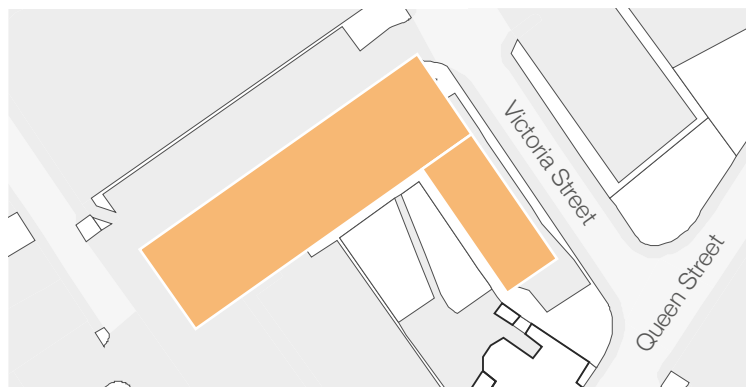


- generous site capacity
- although not in a very prominent location, its visibility encourages movement from the south
- bolsters reinforcement loop
- potential for active frontages along reinforcement loop
- significant amenity provision increase requires additional car parking

Placemaking score

Movement	●●●○
Townscape	●●●○
Activation	●●●○
Greening	●○○○
Integration	●●○○

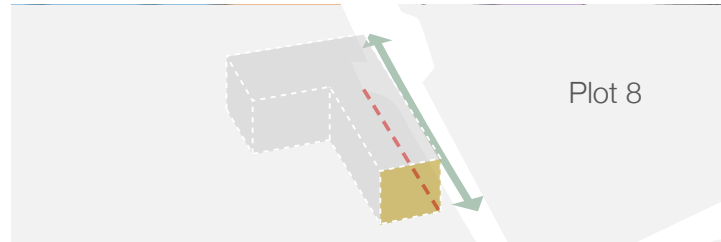
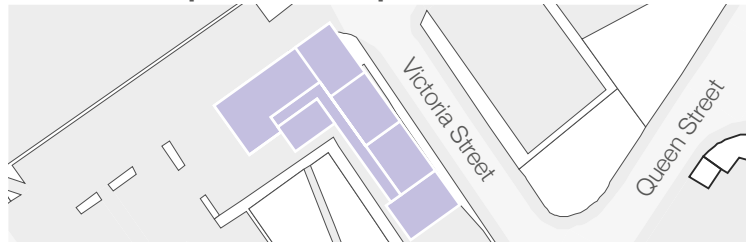
2. New build



- generous site capacity
- although not in a very prominent location from the main town centre route, it is very prominent from the south & encourages movement up
- bolsters reinforcement loop
- significant amenity provision increase requires additional car parking

Movement	●●●○
Townscape	●●●○
Activation	●●●○
Greening	●○○○
Integration	●●○○

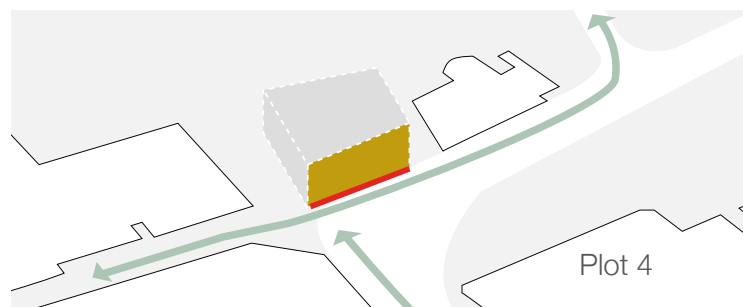
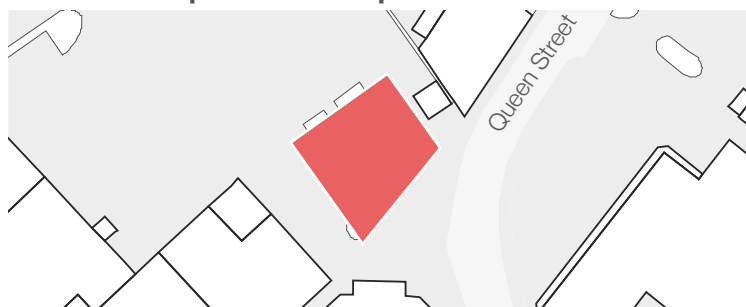
3. New build partial development



- ground floor units provide active frontages

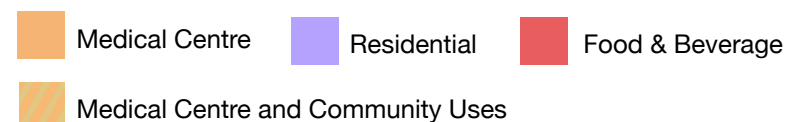
Movement	●●●○
Townscape	●●○○
Activation	●●○○
Greening	●○○○
Integration	●●○○

4. New build partial development



- plot prominent from Red Lion Street, also located at an important junction between the town centre reinforcement loop and approach from the south
- active frontage encourages activity along the reinforcement loop

Movement	●●●○
Townscape	●●●○
Activation	●●●○
Greening	●●○○
Integration	●●○○



★ Recommended: Options 2 & 4



9.9 Plot 8 College Car Park A

9.9.1 Plot 8 is currently a college car park that has potential for medium to long term redevelopment. Its location transition site towards the Archer Rd residential development

9.9.2 Residential uses are appropriate due to the more remote location of the site, as well as its adjacency to the existing Archer Rd residential development to which it can transition from the town centre developments.

9.9.3 Its location on the pedestrian loop ensures that the place would be vibrant without the town centre activity becoming a nuisance. It also has the potential to activate some of its frontages through ground floor residential units and front gardens.

9.9.4 A courtyard typology is appropriate to provide residents with open space amenity away from the activity of the pedestrian loop and in addition to the new, public Red Lion Square on Queen Street.

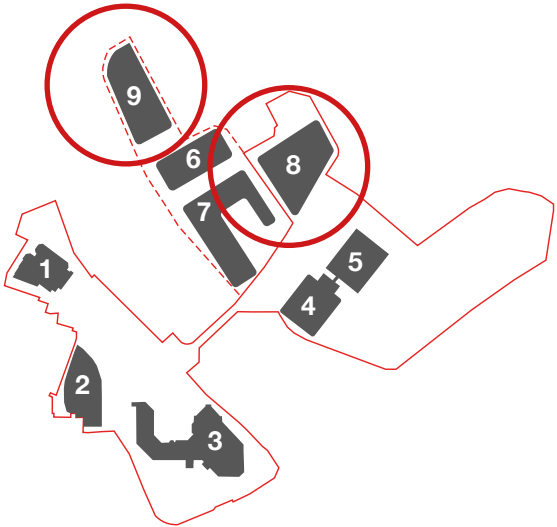
9.10 Plot 9 College Car Park C

9.10.1 Plot 9 is currently a car park located just outside the study area of this report and that has significant potential for redevelopment in the medium to long term.

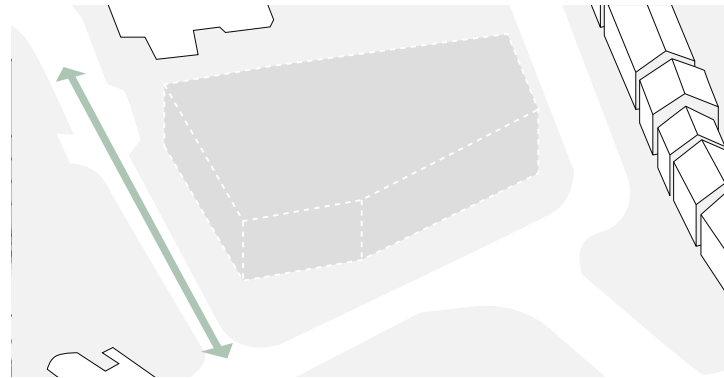
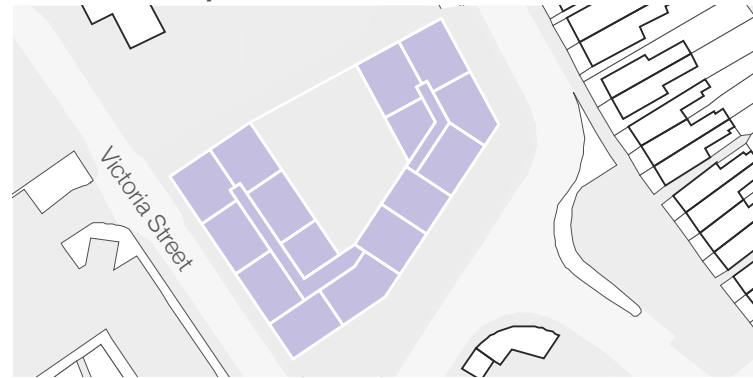
9.10.2 The displacement of car parks in the town centre through development of the existing plots creates the need for additional car parking spaces.

9.10.3 The location next to college enables it to achieve significant massing and increase in capacity through height without negative impact on the townscape; this increase would be more land efficient as opposed to surface car parking.

9.10.4 The lack of prominence of the plot from the south or from the main spine allows for a sensitive multi-storey structure development, while remaining highly accessible and on the vehicle route that conveniently leads from Peakman Street to Redditch Ringway.

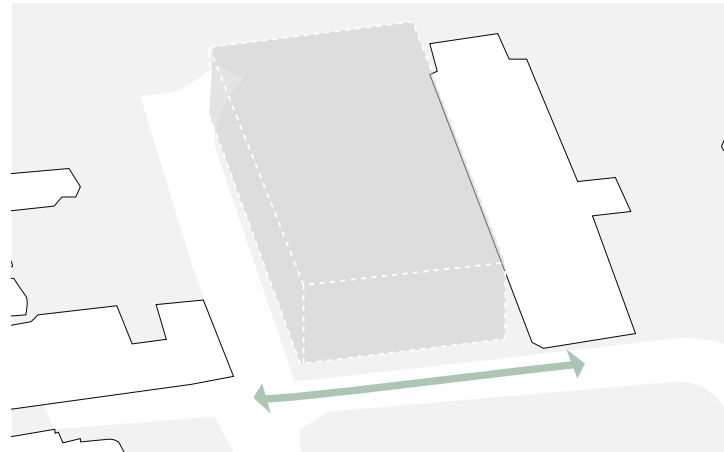
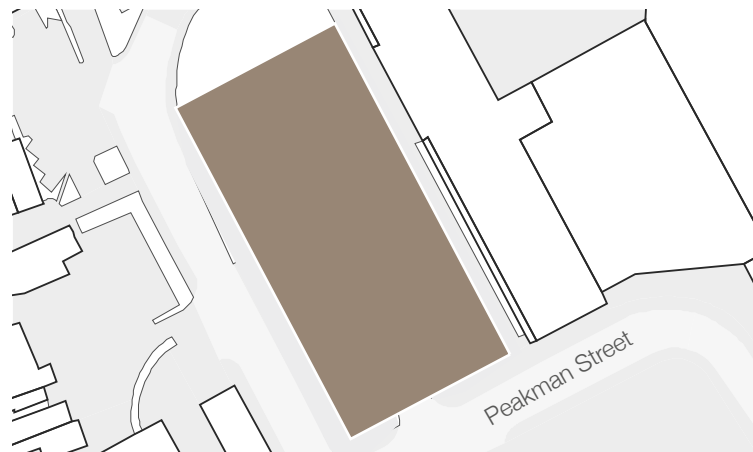


New build on plot 8



- ground floor units provide active frontages
- good transition to adjacent existing residential area
- aids secondary reinforcement loop
- provision of greenery likely private

New build on plot 9



- located on vehicle route accessible from Ringway
- good location to provide parking to new and existing services in town centre
- not in a prominent location
- site has significant capacity and potential to provide appropriate amounts of car parking spaces

Residential

Car Parking

Placemaking score

Movement

Townscape

Activation

Greening

Integration

Movement

Townscape

Activation

Greening

Integration

9.11 Phasing & Use Mix

1.11.1 The assessment of the local socio-economic context was undertaken by PRD and provides evidence of the baseline economic strategy for the long term development of Redditch Town Centre. Their conclusions are summarised here with the intention to examine to what extent public realm and physical regeneration can address these findings.

1.11.2 **Office.** There is strong demand in the market for second hand stock of office space. Vacancy rates are below County average, due to availability having fallen by 25% as amount of stock available to occupiers has decreased. There is a shortage of supply of modern office accommodation that has led to disparity between headline and average rents to decrease to almost nothing. The market is being driven by owner occupiers, hence there is a need to be cautious about building new office space due to concerns about demand and viability. On the other hand there is opportunity for repurposing vacant, unviable floorspace (town centre assets) suitable for start-ups – flexible, short term uses.

1.11.3 **Retail and Leisure.** Local presence of retail is relatively lower than local, regional and national comparators, nevertheless it is a big economic contributor. Retailers see empty shops, parking costs and homelessness as key issues. The Town Centre’s key challenges are around internal connectivity, relatively high vacancy rates and lack of opportunities for people to spend time.

1.11.4 **Residential.** According to the Local Plan by 2030 6,400 dwellings across all types and tenures are to be provided. Residential accommodation is needed to support the retail-led regeneration strategy and envisioned enterprise economy for the Town Centre.

1.11.5 The emerging phasing diagram overleaf summarises the strategic factors considered for the long-term regeneration of Redditch Town Centre. The yet undefined trajectory of this regeneration is split into 4 phases: in phase 1 TIP dictates the initial development sites until 2026; phase 2 is loosely defined in TIP to stretch until 2030 but with few established parameters on what the development should be; phase 3 is the least defined and ends with the expiration of the current lease on Plot 4 in 2038, which also marks the beginning of phase 4, the longest-term stage of this masterplan vision.

1.11.6 Each of the four phases present different challenges in terms of understanding the best regeneration trajectory. The phasing diagram accommodates uses vertically and plots horizontally, which also doubles as a timeline to determine sequencing, as indicated by the dates on the bottom of the diagram. At this stage the sequencing for Phases 2 and 3 is unresolved and only indicatively marked in this diagram.

1.11.7 While Phase 1 is outlined by TIP in terms of uses to be developed, initial development plots and potential sequencing options (as mapped in the phasing diagram), the subsequent phases are only so far determined in terms of aspirations of future provision of services, workspaces and amenities to achieve the Council’s vision.

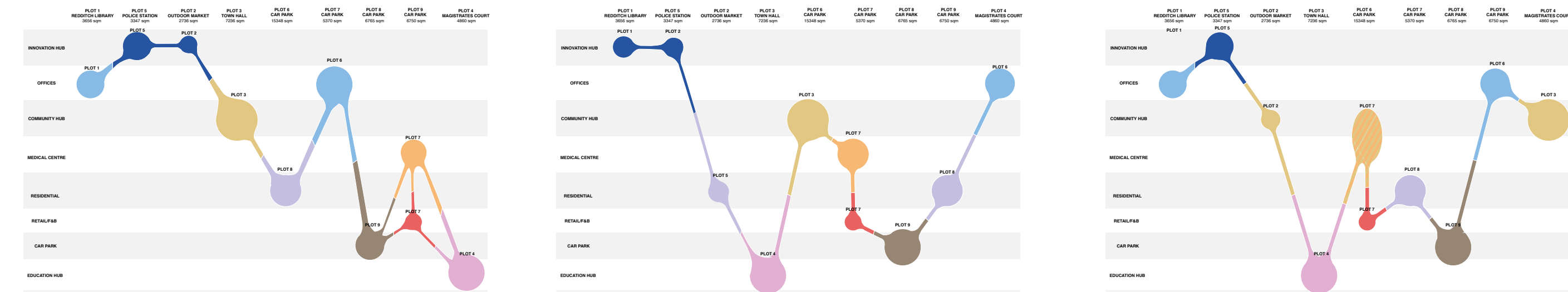


Fig.49 Fig X.X Alternative masterplan trajectories

- I Library Site redevoped into Office
- II Police Station Site redeveloped into Innovation Hub
- III Outdoor Market Site redeveloped into Innovation Box Park
- IV Town Hall refurbished into Community Hub
- V Plot 8 Car Park developed into Residential
- VI Plot 6 Car Park developed into Office
- VII Plot 9 Car Park developed into multistorey Car Park
- VIII Plot 7 Car Park developed into Medical Centre and F&B
- IX Magistrates Court redeveloped into Education Hub/Move On Space.

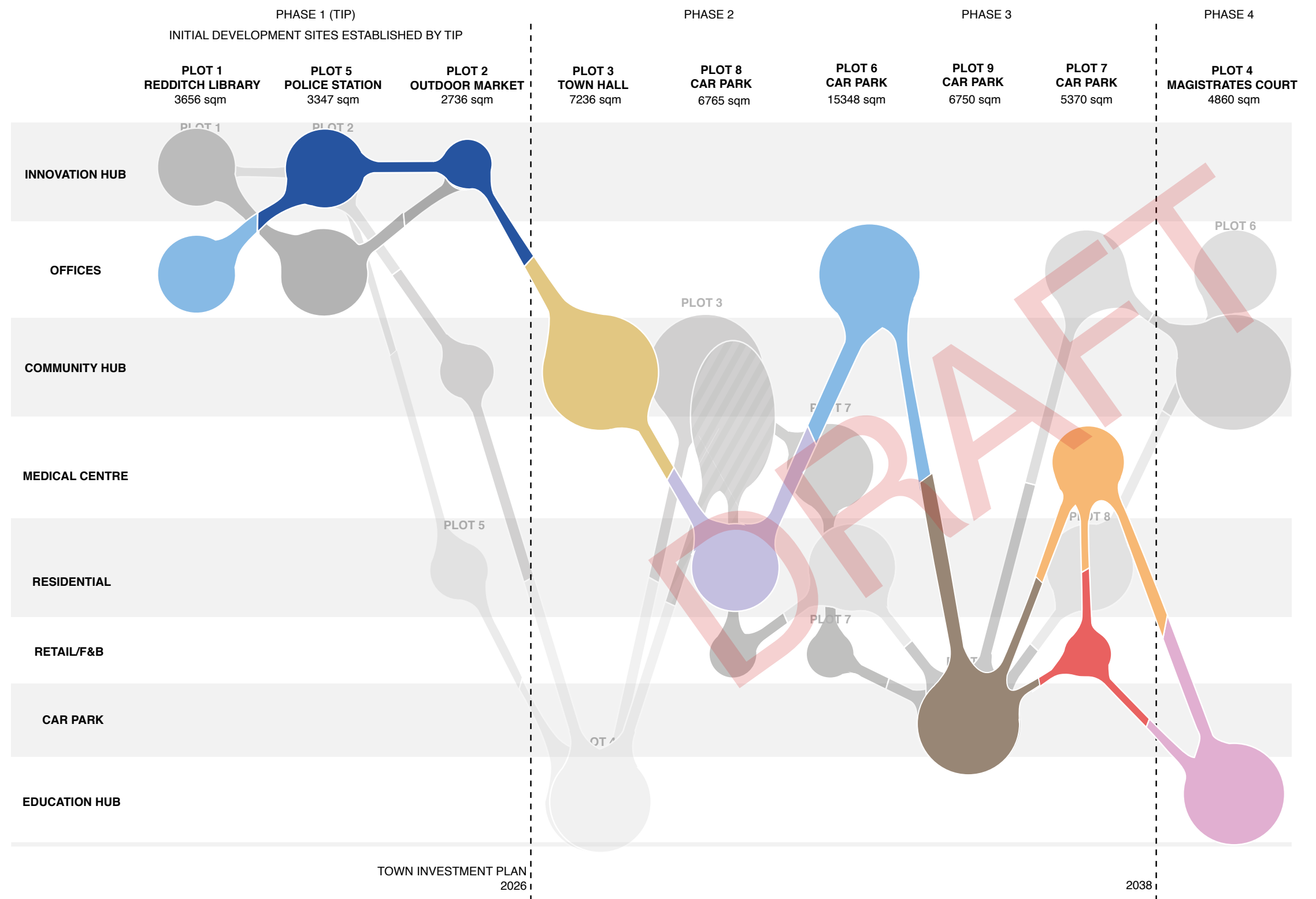
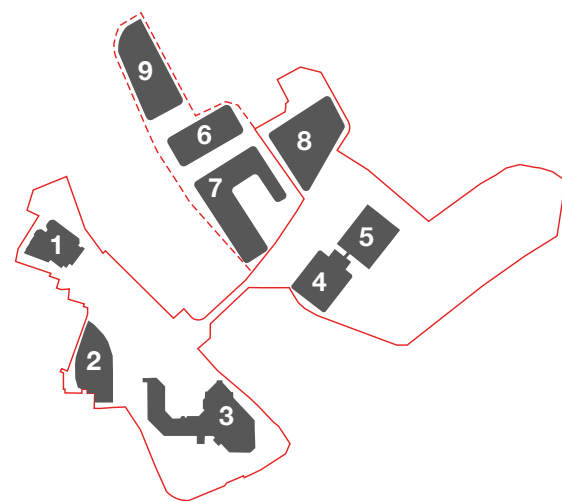


Fig.50 Preferred phasing diagram. Illustrative scenario based on the above development framework and plot analysis to determine a best case scenario for the long-term regeneration of Redditch Town Centre.

10 Illustrative Masterplan



Fig.51 Illustrative masterplan

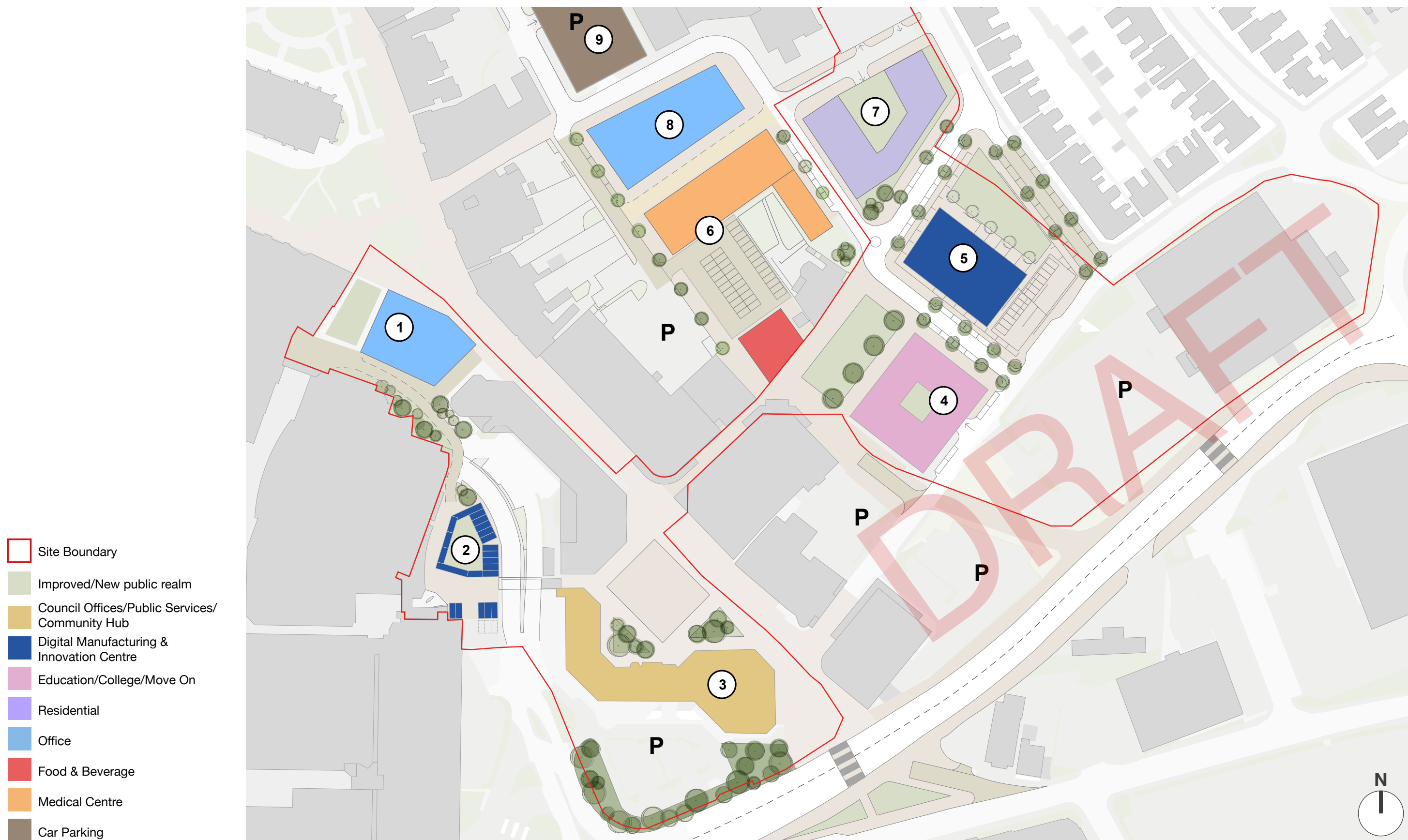


Fig.52 Masterplan proposed redevelopment

10.1 Land Use & Development Potential

10.1.1 Option 2 recognises the potential outcome of the Town Investment funding and the development of priority sites in the town centre. As the police station site is not currently under control by the council, the concentration of new development in phase 1 for Option

10.1.2 2 focuses around the development of the library site and the outdoor market site.

10.1.3 2.1.2 The library site is the preferred use for the new digital manufacturing and innovation centre, as its prominent and central location provides a major opportunity to attract new start ups and small business to the heart of the town centre, with less than a 5 minute walk to the main transport hubs. There is potential to deliver a new high quality land mark building that is a beacon for the town and could symbolise the 'engine' that could kick-start economic growth and diversification of the town centre.

10.1.4 2.1.3 The library site also has potential to significantly improve the public realm around the church green and provide a new public open space with access to the shopping centre entrance from Alcester Street. As part of the public realm improvements to the library site, a better pedestrian connection to the outdoor market site could be provided.

10.1.5 2.1.4 The outdoor market site has the potential to compliment the functions of the shopping centre and the library sites. It could potentially be used as a public space and provide food and beverage uses and/ or be used as a technology hub incubator for small start ups that could strengthen the location of the digital manufacturing and innovation centre.

10.1.6 2.1.5 Both sites should look to be developed by 2026

10.1.7 The character of the east of the town centre provides an opportunity to transition between the commercial and retail developments along Alcester Street and the existing residential housing along Archer Road. A new residential development on the police station site and on the college carpark to the east (No 7. in Flg X.X) could provide this transition, either providing modern town houses such as the Accordia residential development in Cambridge (Fig X.X) or low-rise high density PRS flats.

10.1.8 2.1.7 Fig X.X illustrates the development in Phase 1. It shows the potential demolition and site clearance of the police station and magistrates court site. It could be possible for these sites to be redeveloped together if police and magistrate court services relocate by 2023 and the sites are acquired in the short term. It does not depend on the town investment priority funding to spent and therefore could be done at a later stage in the masterplan.

10.1.9 2.1.8 Due to the 5000m2 of GEA potentially required by the Medical centre building, the preferred site for this use would be the privately owned carpark (No. 6 on Fig X.X). This could allow for the medical centre to be built independently of the councils plans for the rest of the town centre. However, the uses on the magistrates court, carpark 1 and carpark 3 sites are flexible and potentially interchangeable and all have the potential to be used for office, education or as the medical centre depending on the timeline for development and the demand in the long term for those uses.

10.1.10 2.1.9 This option is low-risk as all of the development sites proposed in Phase 1 are under the control by the council and it significantly increases the possibility of a new digital manufacturing and innovation centre being built early on and would be a quick win for the town centre.

TEXT TO BE UPDATED



Fig.53 Illustrative Masterplan Visualisation



Fig.54 Phase 1 Library Site - New workspaces and improved entrance to Shopping Centre

UPDATE GRAPH

Site Name	Proposed Use	Building Footprint/m2	No. of Storeys	Total GEA	Residenital Units/Houses	Podium Carparking Area/m2	Carparking Spaces	Phase
Redditch Library	Digital Innovation & Manufacturing Centre with F&B at ground floor	885	3	2655	-	-	-	1
		885	1	885				
Police Station	Residential	1156	3	3468	26	-	-	2
Outdoor Market Site	Tech Incubator or Meanwhile Uses	345	2	690	-	-	-	1
Magistrates Court	Tech college or education	1280	3	3840	-	645	22	2
Town Hall	Community Hub/Council Offices	1840	6	6375	-	-	-	3
Carpark 1	Medical Centre	1255	4	5020	-	-	36	3
	F&B/Retail	300	2	600				3
Carpark 2	Residential	1145	3	3435	33	430	14	3
Carpark 3	Office with F&B ground floor	1334	3	4002	-	-	-	4
Carpark 4	Multistorey Carpark	1850	3	5550	-	-	185	3

	PHASE				
Building Use		1	2	3	4
		Total GEA/m2			
	Office				4002
	Community/Council Services				
	Tech College/Education		3840		
	Digital Innovation & Manufacturing Centre	2655			
	Tech Incubator/Meanwhile Use	690			
	Food & Beverage/Retail	885		600	
	Medical Centre			5020	
	Multistorey Carpark			5550	
	Residential		3468	3435	
	TOTAL	4230	7308	14605	4002
Public Realm	Town Hall Square			2300	
	Redditch Ringway (2 way)		5750		
	Removal of Underpass		2675		
	Green Buffer			1170	
	Red Lion Square		2630		
	Police Station St		1050		
	Peakman Street				1660
	Library Site/Shopping Entrance	410			
	TOTAL	410	12105	3470	1660

Benefits

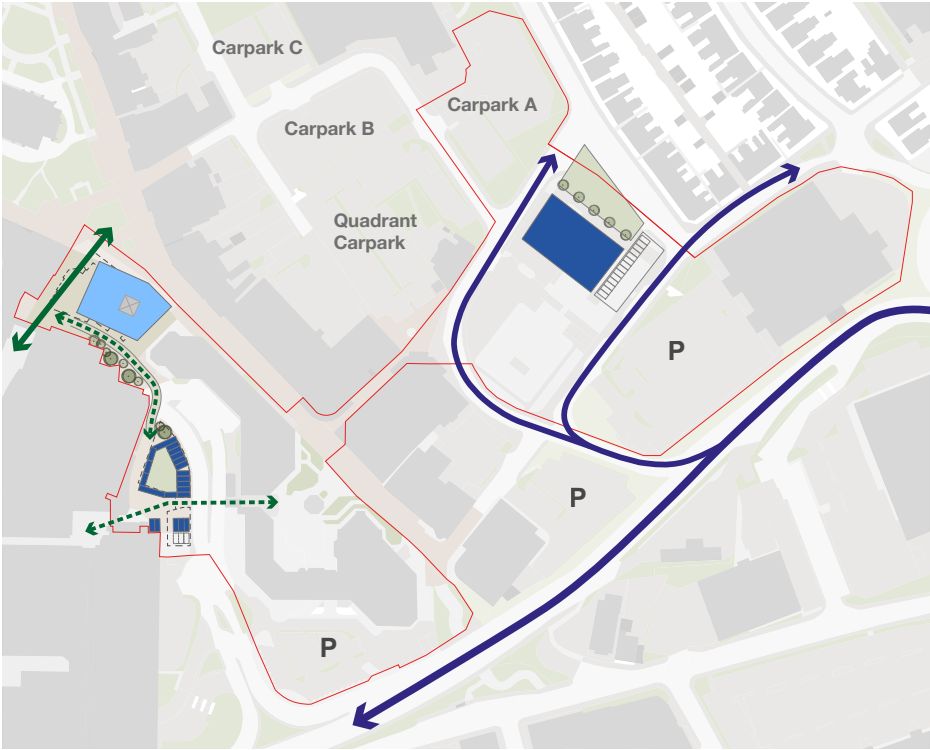
- There is potential on the library site to create an exemplary development in a prominent location that could be a beacon of local regeneration, and the new focal point of commercial and social activity for Redditch. Food and beverage uses at ground floor could provide continuous active frontage along retail high street.
- This option is Low-Risk in the short term as the library site is under council ownership and could be redeveloped in the early stages. The digital manufacturing and innovation centre becomes a quick win;
- Provision of start up spaces on the outdoor market site could activate the space and strengthen the location and use of the digital manufacturing and innovation centre on the library site;
- Developing residential along the edge of Archer road provides an opportunity to transition the surrounding residential area to the east with the town centre developments.
- Demolition of town hall building’s council chambers could allow for improved active frontage to Alcester Street and to provide a new town hall square that could become a major public space and new heart for the town centre;
- Improved pedestrian and cyclist connections from the south of the town centre through new at-grade crossings along the Redditch Ringway and removal of the underpass.
- Improved connections between Alcester Street and the east of the town centre. Continued activation and definition of retail ‘high street’/ centre along Alcester St if Threadneedle house and the town hall building have active ground floor uses.
- There is an opportunity for the existing town hall to consolidate the potential community hub uses and the building could be retrofitted and partially redeveloped to create a modern workspace for council offices and public services.

Issues

- The library building would need to be demolished before the construction of the new digital manufacturing and innovation centre;
- Development and regeneration of the east of the town centre may only happen in the later stages of the masterplan;

* Excludes partial demolition of Town Hall building

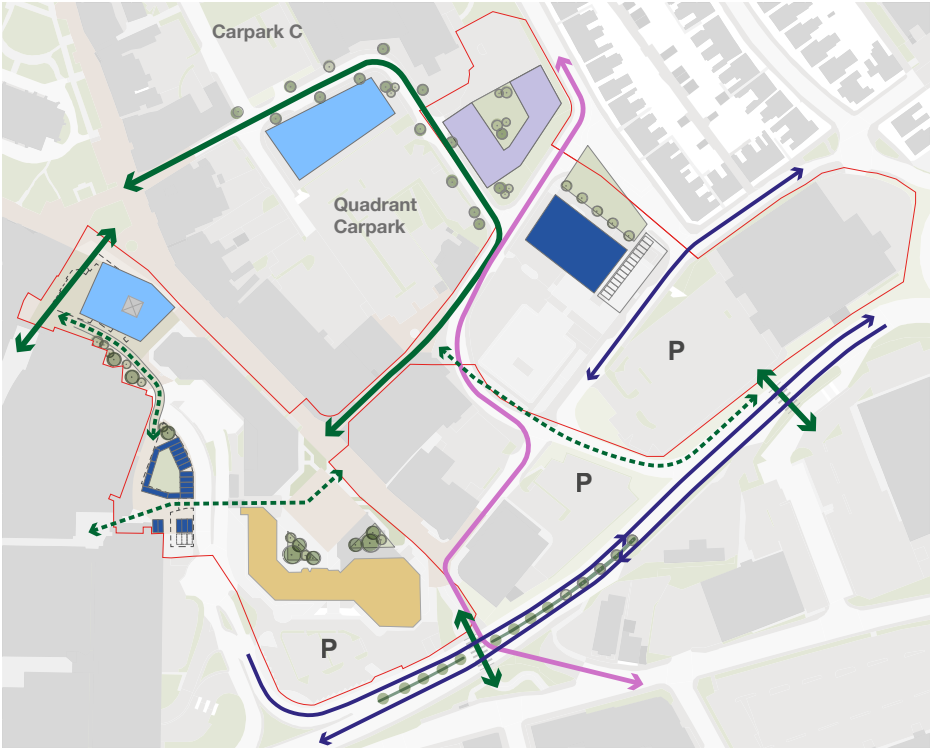
- Site Boundary
- Improved/New public realm
- Council Offices/Public Services/
Community Hub
- Digital Manufacturing &
innovation Centre
- Medical Centre
- Education/College
- Residential
- Office
- Food & Beverage
- Potential pedestrian route
- Potential vehicle route
- Potential cycle route
- Improved pedestrian access



Phase 1 Plan (2022 - 2026)

Phase 1

- Phase 1 of the masterplan sees the priority development of the Library site, Outdoor Market site and the Police station site.
- The library building is demolished and redeveloped into a new office building with food and beverage uses at ground floor.
- This allows time for the Police services to relocate outside study area and for the acquisition of the site by the council. The existing buildings are demolished and the sites cleared for the development of the Digital Manufacturing and Innovation Centre.
- The Outdoor Market site sheds are removed and the site is used as a technology hub incubator with food and beverage uses that support the function of the Digital Manufacturing and Innovation Centre.
- The public realm between the Library site and the Outdoor Market site is improved, as well as the connection between the entrance to Kingfisher Shopping Centre and the existing Town Hall square.
- Council services remain in the Town Hall building.



Phase 2 Plan (2026 - 2030)

Phase 2

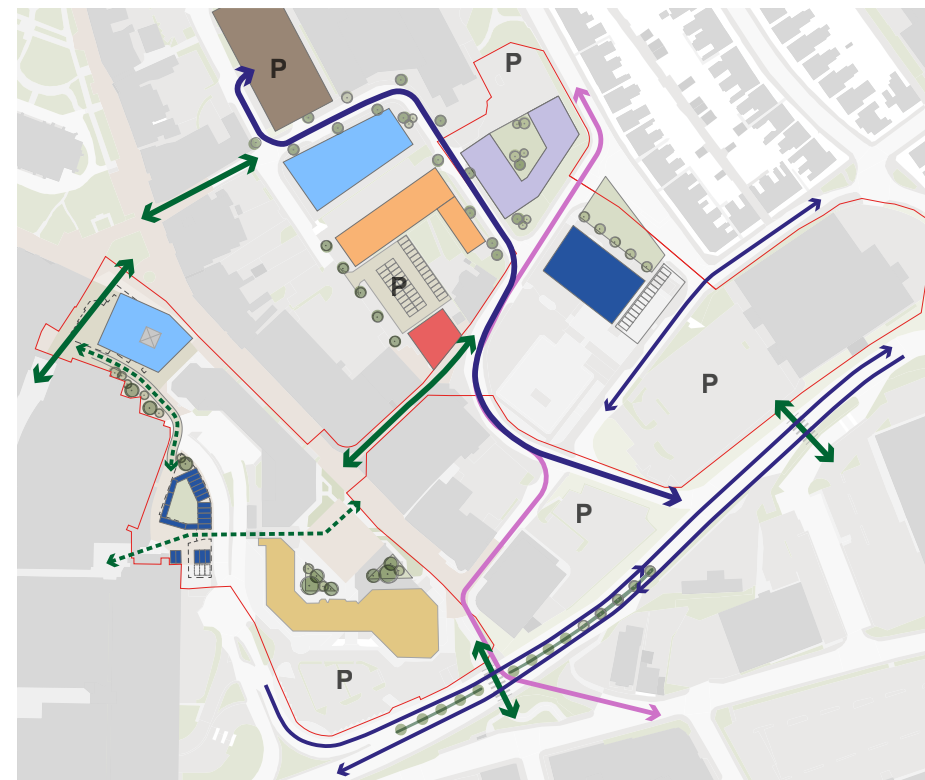
- Phase 2 of the masterplan sees the development of the Town Hall site and of Carparks A and B.
- The town hall building is partially demolished to improve ground floor activity to Alcester Street. The building is retrofitted to accommodate more public services and council offices;
- The existing landscaping and kiosk on Walter Stranz Square is removed and a new town square is created to improve access to the shopping centre, with the potential to be the main public square of the town centre;
- Carpark A is redeveloped to provide residential PRS flats with podium carparking below.
- Carpark B is redeveloped to provide additional office space to complete the Library site provision.
- A new pedestrian loop is created along Peakman Street, Victoria Street and Queen Street is created to support town centre services beyond the main Alcester Street main spine.
- The Redditch Ringway is improved to become a two way boulevard between the roundabout and the service entrance to the shopping centre with two new at-grade crossing along the ringway at Alcester Street and further east towards the roundabout. This would allow for the removal of the underpasses;

Phase 3

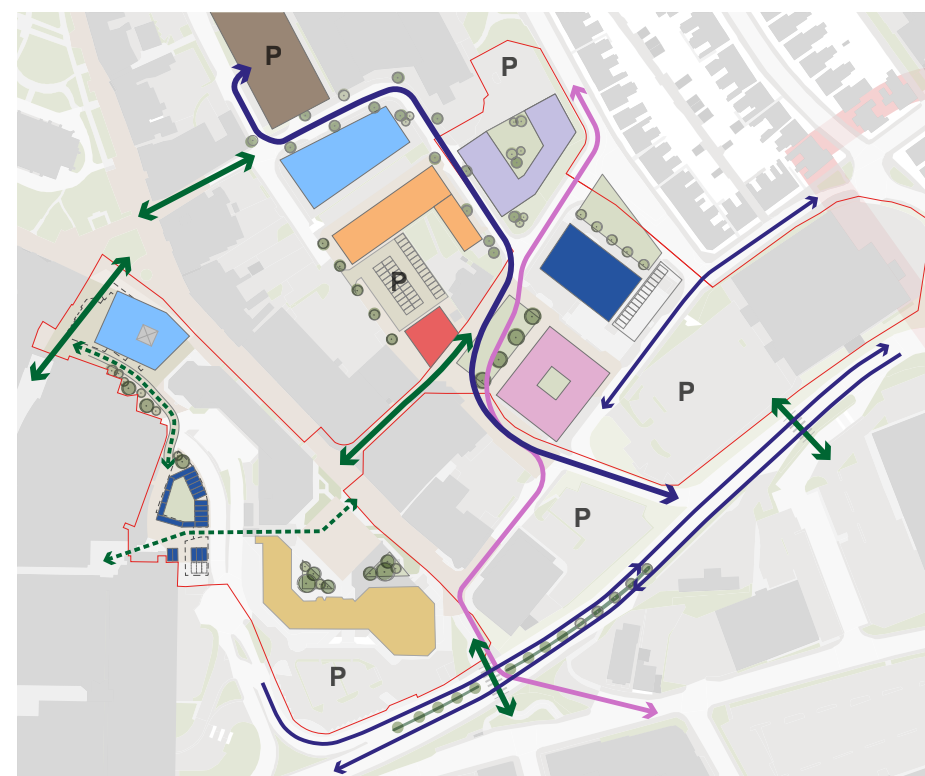
- Phase 3 of the masterplan sees the development of the Quadrant Carpark and Carpark C.
- A 4 storey medical centre is built on the northern side of the Quadrant Carpark, with on site surface carparking provision located towards the back of Red Lion Pub the a new food and beverage building to the southern side, towards Queen Street.
- A new multistorey carpark is built on Carpark C to consolidate parking around the town centre and in response to the reduction in carparking provision caused by the sequenced redevelopment of the town centre carparking sites.
- The pedestrian loop become a shared surface route used by pedestrians, vehicles and cyclists, but with pedestrian priority.
- The Quadrant Carpark is redeveloped to provide new food and beverage uses in anticipation of the new Red Lion Square public realm.

Phase 4

- The Magistrates Court services relocate outside the study area before the council buys the site. Then the site is redeveloped into a new technology college/education building or Move On space that can complement the Digital Manufacturing and Innovation Centre adjacent to it.
- A new public space Red Lion Square is created on Queen Street between the Magistrates Court site and the Red Lion Pub building.
- Public realm improvements on Peakman Street better connect the Church Green to the town centre Education Quarter.



Phase 3 Plan (20XX - 20XX)



Phase 4 Plan (20XX - 20XX)



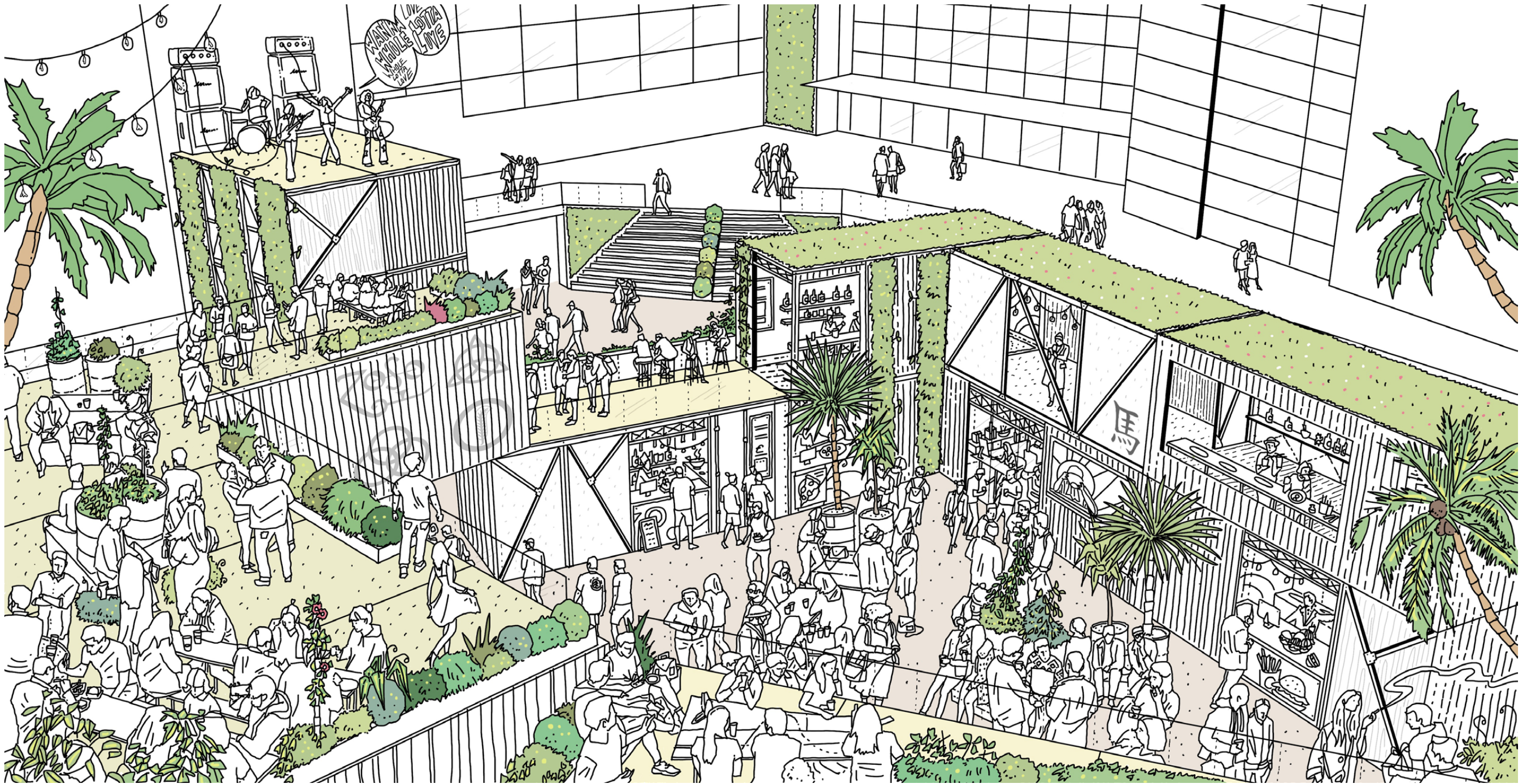


Fig.55 Outdoor Market Site - New Tech Incubator Containers with F&B uses

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