

Open

## **Overview & Scrutiny Committee**

### **Agenda Item No. 7**

Lion Fields Parcel 4: Bromsgrove Street  
Car Park

### **Appendix 1**

Parcel Four, Lion Fields, Kidderminster:  
Feasibility and Masterplanning Study

6pm  
Thursday, 7th February 2019  
Council Chamber  
Wyre Forest House  
Finepoint Way  
Kidderminster



**Wyre Forest** District Council







# Parcel 4 LION FIELDS, KIDDERMINSTER

Eastern Gateway Regeneration

Feasibility + Masterplanning Study

LMF-ONE-ZZ-XX-RP-L-0001 (S2)

December 2018



December 2018

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# Executive Summary

**Wyre Forest District Council's vision for the entire area of Lion Fields is, "to bring forward an exciting new destination for Kidderminster Town Centre".**

**Masterplanning and Viability proposals for Parcel 4, Lion Fields were required to inform the proposed development and regeneration of the site. Full consideration has been given to co-ordination with the leisure-led development on Parcel 1 and good connectivity from Lion Fields into Kidderminster Town Centre.**

Two main design options have been developed supported by a viability appraisal. Based on our knowledge of tackling and solving urban design challenges we have developed a well-tested design process. This is underpinned by rigorous site analysis to ensure a good understanding of both the site and the wider town setting - influences that we believe are essential in informing the design proposals. This has ensured a site and place specific design response that meets the needs of the users and provides real value to the client and the design development process.

## Site analysis

The Site Analysis has been informed by a desk-top exercise followed by on-site surveys of the site and town by an experienced team of Chartered Architects and Landscape Architects.

Early involvement with stakeholders and the developer of Parcel 1 provided further understanding of the issues, constraints and opportunities of the site and wider environs. The regeneration needs identified are:

- To be a destination and a place to congregate and bring life, play, living and activity back into the Town Centre
- To provide excellent wayfinding and good connections from the new leisure-led development through the Site and into Kidderminster Town Centre
- To provide new, high density housing provision
- To provide high quality public realm and 'greening' of the site
- To open up views of key Town Centre buildings and heritage landmarks of Kidderminster

- To create a high quality gateway along Bromsgrove Street underpinned by placemaking principles to prioritise pedestrians
- To provide more efficient car parking provision for 170 spaces
- To act as a catalyst for further regeneration in Kidderminster

## Market assessment

Thomas Lister Ltd have prepared a market assessment to inform potential development options for the Site. This incorporated a review of demand and supply across a broad range of sectors, including commercial, retail, leisure and residential. It took account of development proposals for other parcels of land within the Lion Fields framework and gathered evidence in relation to capital, rental values and take-up rates of respective properties.

## Design proposals

With an understanding of what the site needed, a set of key Design Principles were established to enable two main design options to be developed. A series of 3D computer generated visualisations for each helped to clearly convey the ideas and aspirations and convey 'the art of the possible'. The designs included transformational and visionary proposals for new public realm connections from Lion Fields into Kidderminster Town Centre and Weavers Wharf.

## Viability appraisals

A development appraisal has been prepared by Thomas Lister Ltd that assessed the viability of the two main design options. A summary of these are included in the report.

## Next steps

A preferred option will be selected and developed with detailed design proposals and costs for delivery. Significant funding will be required and options will be explored with potential delivery partners. Further consultation will take place with stakeholders and landowners.

Co-ordination with Parcel One and Two will continue to ensure the overarching vision for Lion Fields is achieved to unlock the potential of Kidderminster Town Centre and support its economic growth and regeneration.







# Introduction

One Creative Environments Ltd (One) were appointed by Wyre Forest District Council (WFDC) in September 2018 as Lead Consultant to carry out masterplanning and feasibility work to inform the redevelopment of Parcel 4, Lion Fields, Kidderminster. Parcel 4 is one of six parcels that makes up the whole of Lion Fields.

As part of the team, Thomas Lister (TL) were appointed to prepare a market assessment on current market conditions and the financial viability of delivering two identified redevelopment options. These will be supported by viability appraisals and options for development delivery, together with a recommended preferred approach.

A Development Framework for Lion Fields, previously referred to as the Kidderminster Eastern Gateway (KEG), was approved by WFDC in July 2016. The Development Framework is intended to guide and inform the comprehensive regeneration of the Lion Fields site.

The principal objective of the Framework is the creation of a new identity for Kidderminster Eastern Gateway to bring about:

- Comprehensive regeneration of this key site
- A new destination which is complementary to and integrated with the wider Town Centre function
- A high quality development, with a mix of uses which encourage activity and footfall
- Improved connectivity of the site with the town centre
- Is a robust solution that is viable, deliverable, appropriately phased to deliver early wins, whilst ensuring a sustainable long-term solution, and has the support of the wider community.



# Lion Fields Vision

The Council's vision for the entire area of Lion Fields is:

*“ To bring forward an exciting new destination for Kidderminster Town Centre”.*

# Lion Fields Background

The Development Framework has split the site up into six development parcels that could come forward to the market in phases and independently - whilst complementing each other to achieve the comprehensive redevelopment of the Lion Fields area as a whole.

## Progress on Lion Fields Parcel 1: Mixed-use cinema-led leisure scheme

This area was formerly the Glades Leisure Centre, now demolished. Cordwell Property Group Ltd and Peveril Securities were appointed by WFDC in December 2017 as its preferred developer with a likely planning application in Spring 2019.

## Progress on Lion Fields Parcel 2:

This area comprises the former Magistrates Court and covered market, both now derelict, and the open space around Worcester Fountain. The Magistrates Court has recently been listed Grade II. The Council is currently considering the redevelopment of this Parcel, aiming to commence developer procurement at the end of 2018.

## Parcel 3: No Re-Development

This area comprises the existing NHS facility and Youth House between Bromsgrove Street and the Ringway. Following Council discussions with the landowners it is now not proposed to redevelop this part of the site. The NHS facility is currently planning improvements to the building.

## Progress on Lion Fields Parcel 5:

Worcester Street marks the western boundary of Lion Fields and the proposal is to open up this pedestrianised street to traffic to help increase activity, footfall and on street parking and act as a catalyst to redevelop the empty shops that have come to define this part of the town in recent years. Led by Worcestershire County Council and funded in partnership between the County and District Councils, a public engagement exercise is being carried out in autumn 2018 with anticipated work to begin by the end of 2018.

## Lion Fields Aims

To provide an **exciting new destination** at the heart of Kidderminster

To encourage greater dwell times through **improved public spaces**

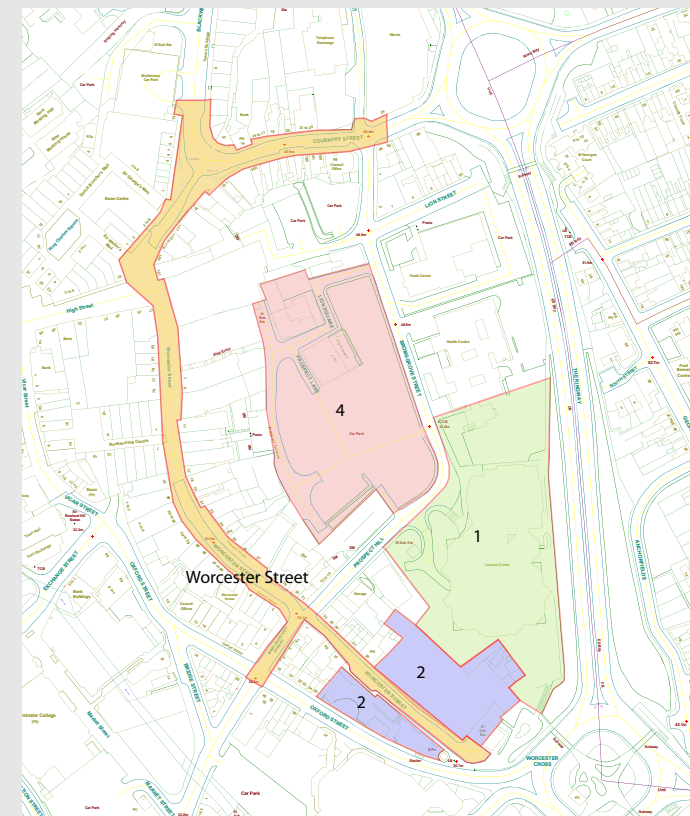
To support local **business + enterprise**

To **improve the vitality** of the town centre

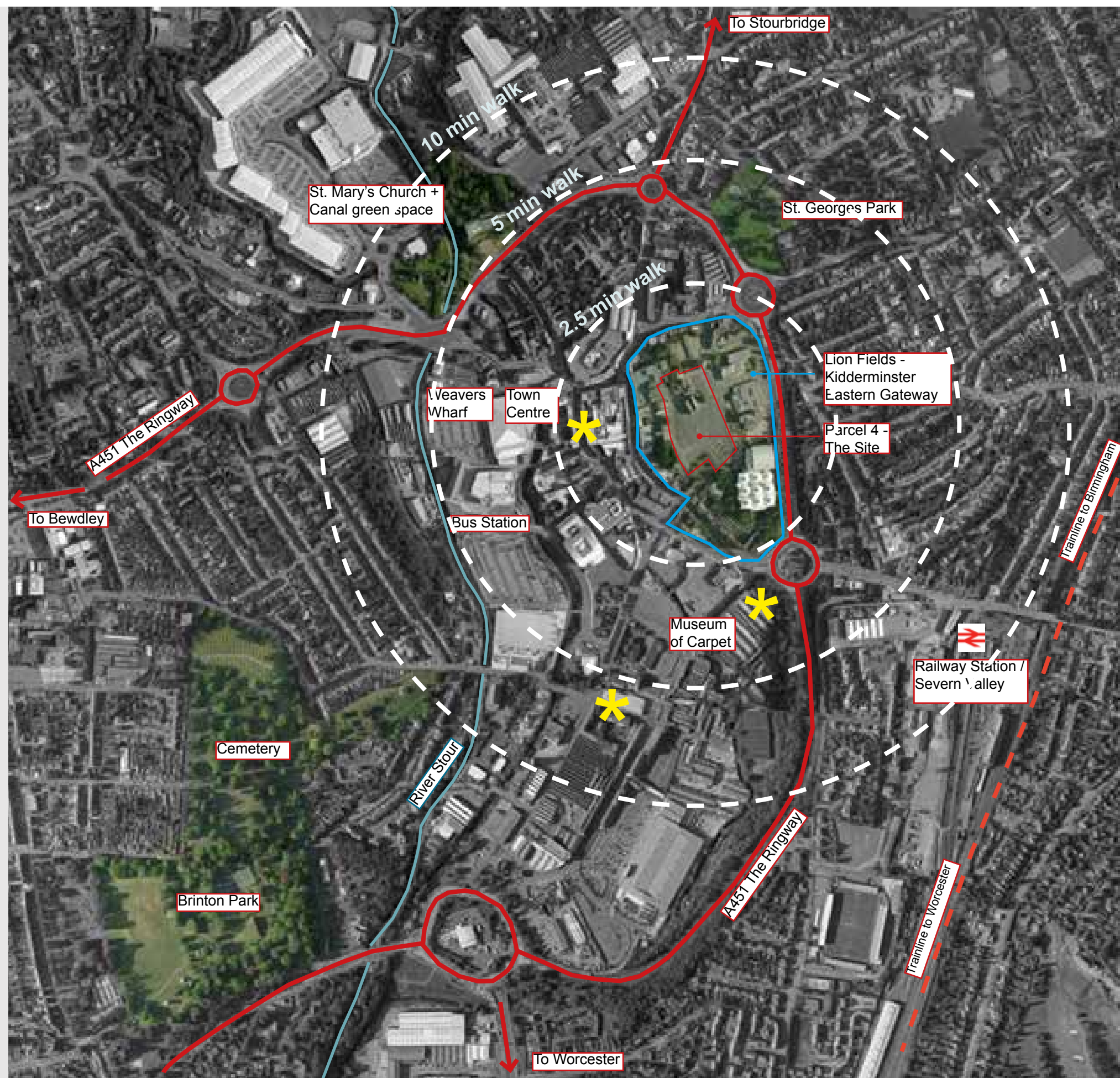
To diversify the town centre offer with uses that generate an **improved day + night time economy and footfall**

To **improve connections** to Worcester Street and the High Street into the Town Centre core

## Lion Fields Parcels



- Parcel 1 - (2.8 acres)
- Parcel 2 - (2.73 acres)
- Parcel 4 - (3.63 acres)
- Parcel 5



## Lion Fields Parcel 4

# The Wider Context

The Site, Parcel 4, forms part of the wider regeneration site known as Lion Fields which is situated on the eastern side of Kidderminster Town Centre. It is within a 2.5 minute (200m) walking distance to the High Street and 5 minute walk (400m) to Weavers Wharf.

Kidderminster railway station is within a 5 minute walking distance on Comberton Road and provides regular commuter services to Birmingham and Worcester with several direct daily service to London. Connection to the motorway network is via the A456 to Junction 6 of the M5.

The Ringway bounds Lion Fields to the east with two key gateway roundabouts north (Coventry Road) and south (Oxford Street/Comberton Road).

The distance of a Walkable Neighbourhood is widely regarded as being a 10 minute walk or 800m radius. The walking isochrones shown are for:

2.5 minute walk = 200m

5 minute walk = 400m

10 minute walk = 800m



# Parcel 4 - 'The Site' Background

Following progress on other parcels of land at Lion Fields, the focus is now on Parcel 4. The Site is 3.63 acres (1.47ha) and with its elevated position benefits from excellent vistas of the town centre. It is currently dominated by a surface level car park, owned by WFDC, providing **306 public car parking spaces** and a number of access points to the rear of properties on Worcester Street.

The Site has some private interests in the form of a retail shop (Fabric Direct) with residential flats above; the Co-Op Funeral premises and the Lifestyle Deli and Thai Restaurant with residential above.

## Car Parking

A proportion will need to be retained. A Car Parking Study carried out by White Young Green in April 2018 reviewed all the car parks in Kidderminster. The conclusions for the Site and parking at Bromsgrove Street were:

- By 2026 it is forecast that the Bromsgrove Street car park would be a maximum of 48% full on a weekday (47% on Saturday). If assumed that 85% occupancy should be the maximum (to provide capacity to cope with short term peaks) = **130 parking spaces will be surplus to requirement** for public parking, releasing approximately 40% of the existing car park for the proposed land use developments.

### Other factors could have an impact on this calculation:

- If **parking can be relocated to other car parks in the town centre** e.g. permit holders or Pay and Display users, **the amount of land to be released could be higher**. Alternative sites are available within a short distance at the Swan Centre and potentially at Crown House (if that redevelopment were to proceed). If a smaller car park were retained, it would become full and more people would transfer to alternative car parks where capacity exists;
- If the released car park land were redeveloped **the new development would generate its own parking demand - the type and scale of development determining how much**.

## Links to Worcester Street

One of the key challenges relating to the Site is accessibility and permeability between Lion Fields and the Town Centre. Current access via 'Step Entry' is a poor, narrow gateway and not inviting. It also prohibits access by wheelchair or pushchair users. The Framework suggests that improved links between Lion Fields and the Town Centre should enhance the marketability of the Site and increase land values.

## Affordable Housing

The Development Framework identified the potential for Parcel 4 to accommodate an element of residential development. The Council has a very clear affordable housing policy and requires developments in Kidderminster with ten or more dwellings to provide 30% affordable housing.

The Council will need to balance the requirement for affordable housing against the wider aspirations to achieve best value for the Site and take a commercial approach to delivering the site and delivering an improved link between Bromsgrove Street and Worcester Street.

# Project Brief

Whilst the Development Framework provided some high level concept proposals for Parcel 4, further design, technical and investigative work is now required to maintain momentum of the delivery of Lion Fields.

The deliverables agreed with WFDC:

- **Site Survey and Analysis** - desk top of all background information and on site survey underpinned by CPTED principles (Crime Prevention Through Environmental Design). To also include engagement with the developers of Phase 1 to ensure a co-ordinated approach;
- **An Options Appraisal** - prepared by Thomas Lister Ltd. that includes a market assessment for town centre uses of supply and demand conditions within Kidderminster and an evidence base in relation to capital and rental values and take-up rates of respective properties to identify likely end uses for the site
- **Concept Design Development for 2no. Scheme Options** - based upon a selection of the preferred development uses for the site provide architectural drawings and illustrations to understand likely quantum of development. To also consider how best to retain a quantum of car parking, whilst releasing the remainder of the site for development. To include a 3D CGI white card model to understand the scale and massing of the proposals in relation to the wider context;
- **Viability Appraisals** - for the two design options, prepared on a residual basis, where the gross development value of each option will be estimated utilising evidence from the market assessment in relation to values achievable. From this value will be deducted all estimated development costs, including abnormals, constructions, professional fees, marketing fees, finance and developers profit. The residual sum remaining, whether negative or positive, will indicate whether or not a scheme option is viable. Some sensitivity testing will be carried out and risk mitigation.
- **Potential Solutions to Improve Linkages Between Bromsgrove Street + Worcester Street** - This is a key strand to the work involving the exploration of improving access between Bromsgrove Street and the rest of Kidderminster town centre, including the viability (design and financial) of the former Woolworths building and any other potential alternative solutions. 3 options to be considered outlining their benefits, technical issues and cost **implications based on a low/medium/high cost scenario**.





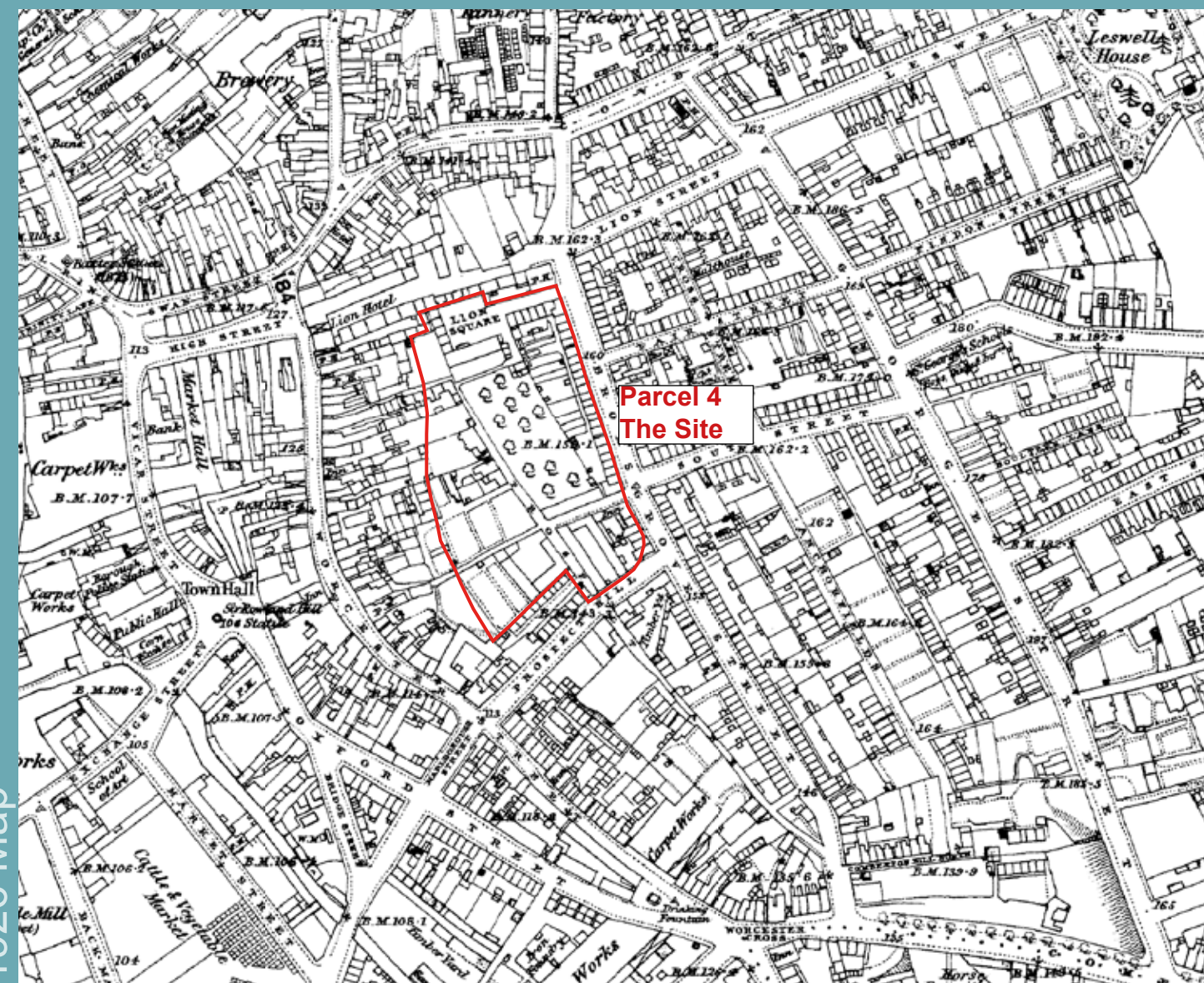
Red Line Boundary of the Site: Parcel 4



# Lion Fields Site History

From 1884 until 1926 the Lion Fields site was occupied by a number of residential and commercial buildings following the urban grain of the surrounding streets and a large formal park lies on much of Parcel 4, the Site. The commercial buildings include tannery works, timber yard, carpet works, malthouse, brass foundry, sand pit and various excavation works. From 1965 until the 1970's/80's, a number of industrial units including warehouses, an abattoir, engineering works, electric substations, carpet works and iron foundry were developed on the site.

From the 1970's to the present day the site has been occupied by retail and commercial units, warehouses, leisure centre (recently demolished), health centre, youth centre and car parking.



# Lion Fields Land Ownership

**WFDC are the majority landowner of Parcel 4. They are also the majority landowner of the wider Lion Fields site. WFDC are currently undertaking a process of engagement with private landowners and stakeholders who have existing ownerships and uses at the site.**

Current land ownership is shown on the plan adjacent.





### Ownership Key

- 1 - No. 1 Worcester Street - Private Interest
- 2 - No. 2-6 Worcester Street - Private Interest
- 3 - No. 8 Worcester Street - Private Interest
- 4 - No. 9-10 - Worcester Street - Private Interest
- 5 - No. 11-17 - Worcester Street - Private Interest
- 6 - No. 18-19 Worcester Street - Private Interest
- 7 - No. 20 Worcester Street - Private Owner
- 8 - Unregistered
- 9 - No. 23 Worcester Street - Private Interest
- 10 - No. 24 Worcester Street - Private Interest
- 11 - Prospects House No. 25-27 Worcester Street - Private Interest
- 12 - Land to the rear of 18-22 Worcester Street - Private Interest
- 13 - The Barch Bromsgrove Street - Private Interest
- 14 - Co-Op Funeral Services, Lion Square - Private Interest
- 15 - land at Lion Square - Private Interest
- 16 - Kidderminster Youth Center car park - WCC
- 17 - Worcestershire PCT

### Parcel 4 Site Boundary



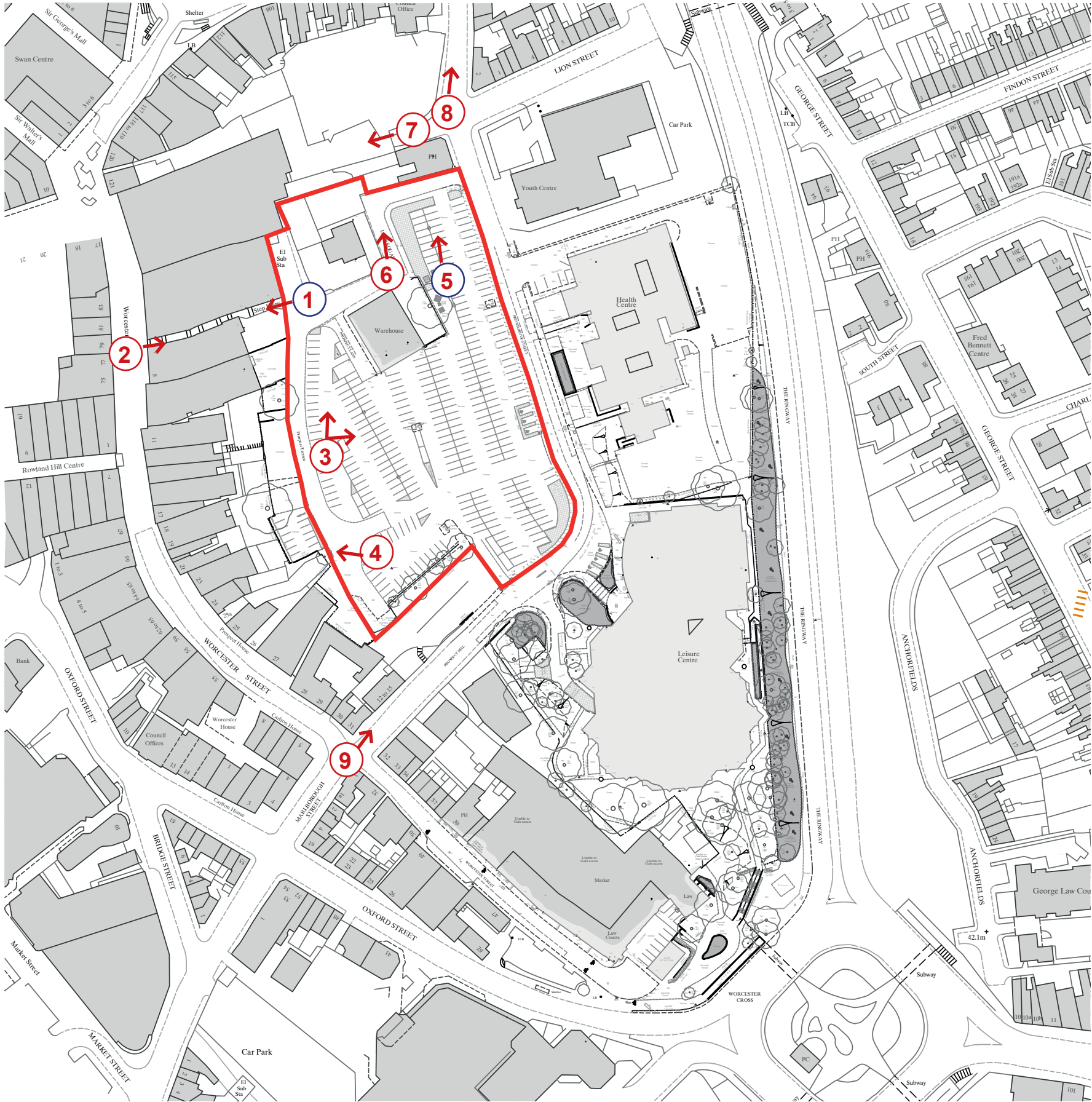
Crown Copyright 100018317 09 October 2018














Plan of land ownership of the District centre (the site)



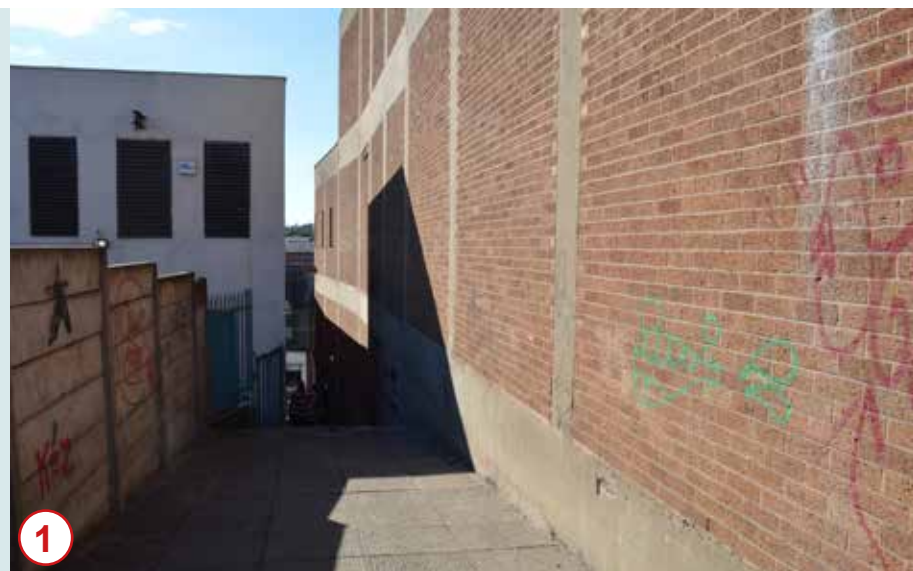


# Parcel 4 Lion Fields Site Photos



-  Photo locations
-   Step Entry
  -  Bromsgrove Street car park
  -  Western boundary
  -   Northern boundary
  -  Rear of Northern boundary and Woolworths
  -  Bromsgrove Street
  -  Prospect Hill
  -  Interface with Parcel 1: Leisure/multiplex
  -  Parcel 2: Magistrates Court
  -  Parcel 5: Worcester Street





1 - Step Entry from the Site



2 - Step Entry from Worcester Street



3 - View looking north-east across the Site dominated by Bromsgrove car park with Fabric Direct building isolated within it. The Co-op Funeral service sits behind it on the north western boundary. The tree close to Step Entry is protected by TPO. St Georges and St Ambrose Church spires (Birmingham Road) are skyline features. The Youth Centre and Health Centre buildings lie beyond the eastern Site boundary.



4 - Western boundary of the site - security fencing, atop retaining walls with service road and car parking for Worcester Street properties.



5 - Northern boundary of the site - Thai restaurant and Lifestyle Deli with residential above.





6 - Northern boundary of the site.



7 - Rear of Northern boundary - Thai Restaurant/Lifestyle Deli and former Woolworths building



8 - Bromsgrove Street - Main access road into the site off Coventry Street



9 - Prospect Hill - Main access into the site from Worcester St.



10 - Interface with Parcel 1: Leisure-led development- defined by the security fencing. The single storey building adjacent is also included where a Costa Coffee Drive through is proposed.



# Wider Lion Fields Site Photos



11 - Parcel 2: View of The Magistrates Court - from the listed Worcester Cross Fountain. Key view down Worcester Street to Baxter Church spire. Oblique view of Slingfield Mill.



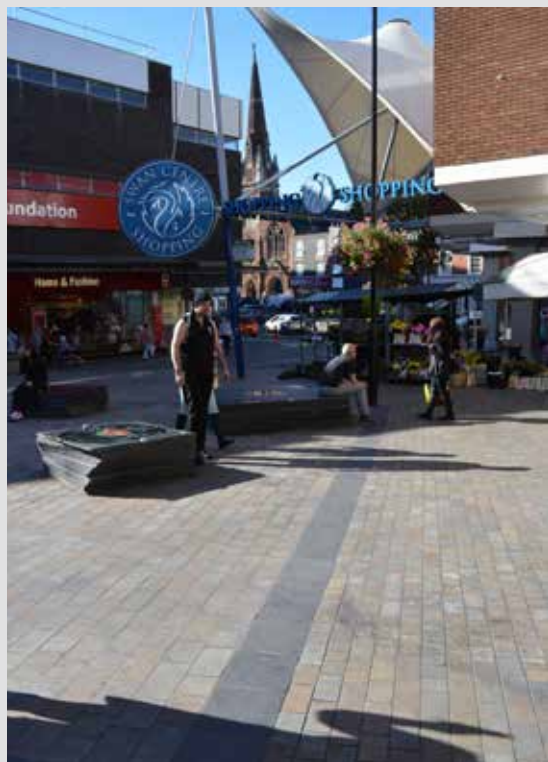
12 - Parcel 5: Worcester Street - currently part pedestrianised. To be opened up to traffic. High vacancy of units and poor retail offer.



# Kidderminster Town Centre Site Photos



**High Street** - recent public realm works



**High Street** - looking back up the High Street towards Lion Fields and former Woolworths building



**Vicar Street** - recent public realm works and many high quality listed buildings



**Riverside** - recent regeneration and new cafe culture

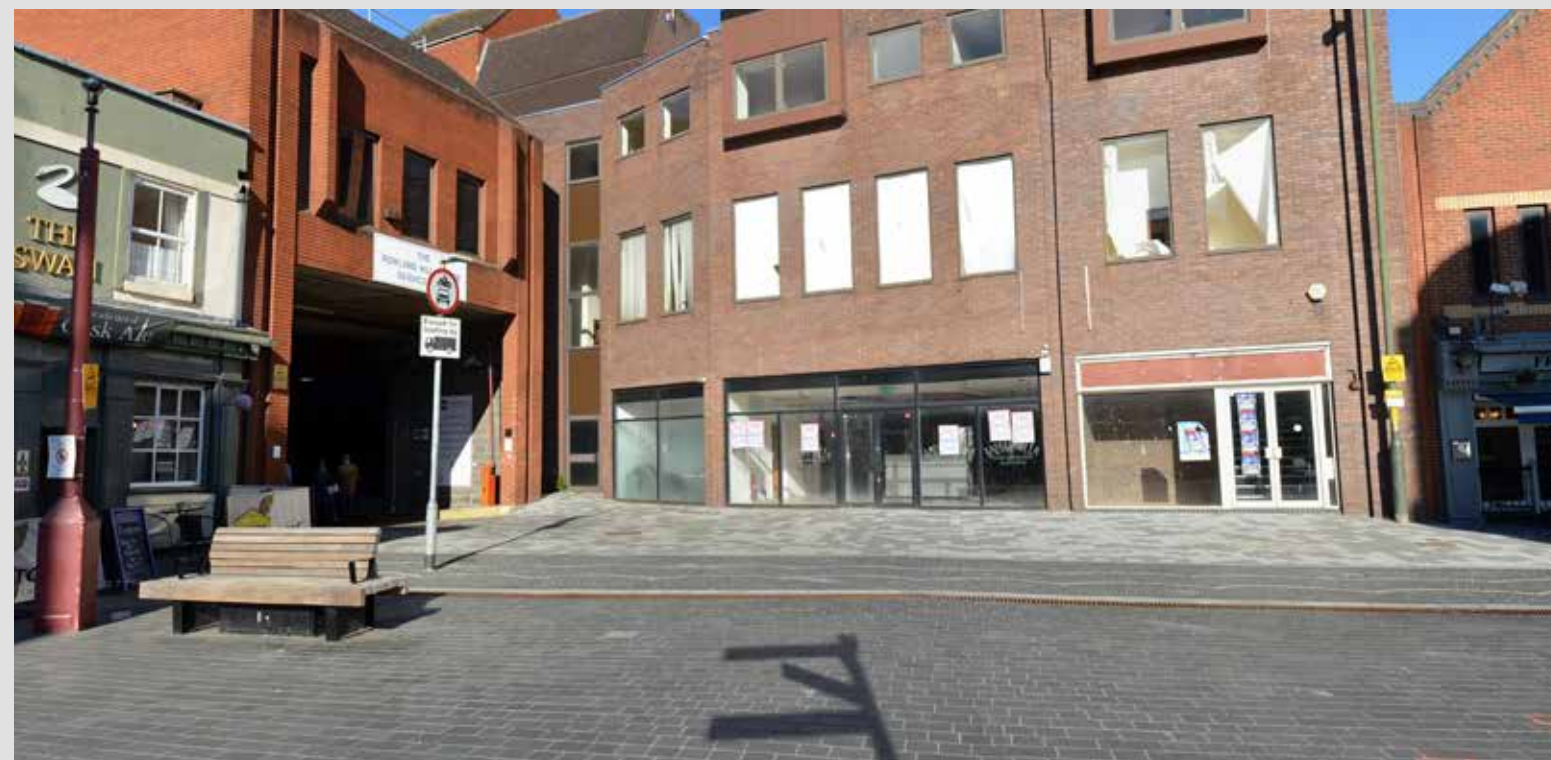


**Riverside junction with Exchange Street**





**Exchange Square / Town Hall** - The heart of Kidderminster Town Centre - an area of high quality public realm with the very successful 'Penny Black' shared surface square



**Exchange Square**- vacant premises opposite the Town Hall



**Gateway to Weavers Wharf** - adjacent to Exchange Square / Town Hall off Vicar Street



**Weavers Wharf** - High quality new retail destination in the Town Centre





# Site Analysis

**A well-informed, site appropriate design response needs to be supported by good site analysis.**

**Taking a site and neighbourhood first approach aids an understanding of the site and its wider key constraints, neighbourhood influences, challenges and opportunities, which are essential in informing the development proposals. This informs the broad framework within which the evolving masterplan can develop.**

**Our emphasis is on intelligent planning, based upon best design practice and place making with local character and ‘a real sense of place’ at its heart.**

The Site Analysis was informed by an initial desk top exercise where we reviewed all relevant background survey information including the Development Framework; Kidderminster Parking Study (WYG 2018); Ground Investigation; Topographical survey; Land Registry; Draft masterplan for the Phase 1 Parcel, and; the Worcester Street Proposed Road Improvements (WCC and WFDC).

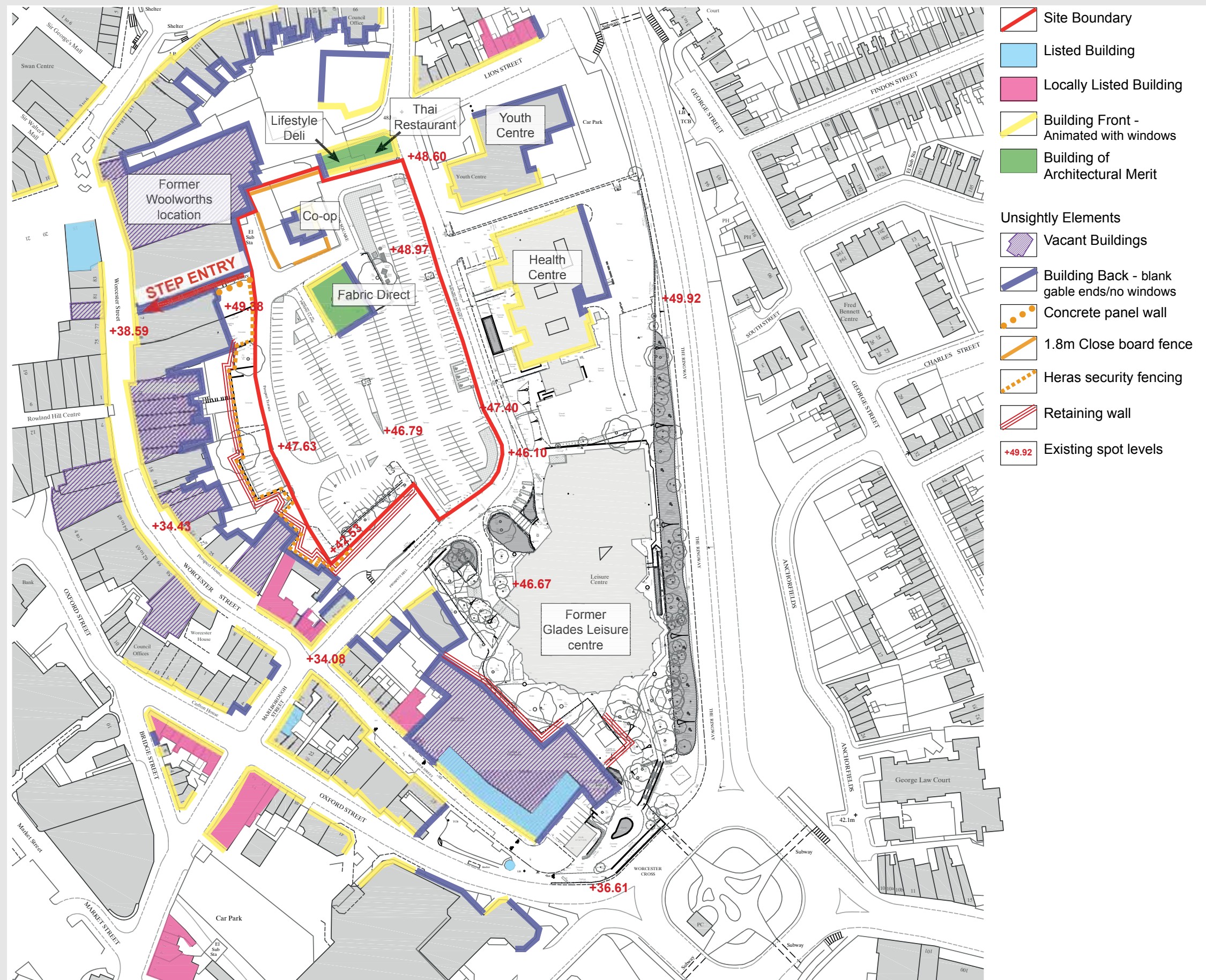
This was followed by a number of on-site surveys of the site and Town Centre environs. These were carried out on the 17th and 26th November and 1st December 2018. These were carried out by the experienced team of Chartered Architects, Landscape Architects, Masterplanners, Civil Engineers and Surveyors. The surveys considered the following:

- **Movement, Accessibility, Connections:** Roads, cycle routes, public footpaths; service vehicles; car parking; through routes; how well-connected and accessible is it; easy to navigate; is it vehicle dominated or pedestrian friendly; speeding issues;
- **Wayfinding:** How easy is it to find your way around; ease of access to public realm/open spaces for social gathering + congregation, play and leisure;
- **Natural Surveillance:** Building fronts + backs; public+private space; views + sight lines; concealed or isolated routes; security of buildings and spaces; privacy thresholds + defensible space;

- **Townscape:** Appearance of the place/streetscape; street layout; tenures; heritage features; key views; character and quality of built fabric, roads, car parking, public realm; access to nature and green spaces; retail, leisure and community facilities;
- **Management and Maintenance:** Does it feel well-cared for; vandalism and neglect; aging infrastructure; green space maintenance issues;
- **Landmarks, meeting places and other important features:** Local parks, churches, heritage features - to help orientate; provide a sense of place;
- **Neighbourhood Setting and wider influences:** Road network; connectivity to the town/residential areas and current barriers; landscape setting, public open spaces/public realm and accessibility; community facilities in the neighbourhood; welcome and accessibility.

This was further informed by a walkover with the client to further understand the issues, constraints and opportunities of the site, wider Town Centre environs and recent regeneration works that have been carried out in the Town Centre.





## Key Issues

- Sea of surface level car parking
- Significant level changes from the Site down to Worcester street of between 11-13m.
- All buildings on Worcester Street back onto the Site with unsightly mix of security fencing/concrete walls defining the western boundary
- Poor quality built form of the Youth Centre and Health Centre immediately adjacent - however they do face positively onto the main access road
- Lack of site presence from the Ringway - its interface is very poor - screened by dense tree cover to the southern section and rear of Youth Centre and Health Centre buildings, secure fencing and associated car parking to the northern section
- There are number of buildings of architectural merit within the Site notably Fabric Direct and Thai restaurant/Lifestyle Deli
- There are a number of locally listed and listed buildings within the immediate vicinity of the Site and the Magistrates Court (Parcel 2) has been recently listed Grade II.



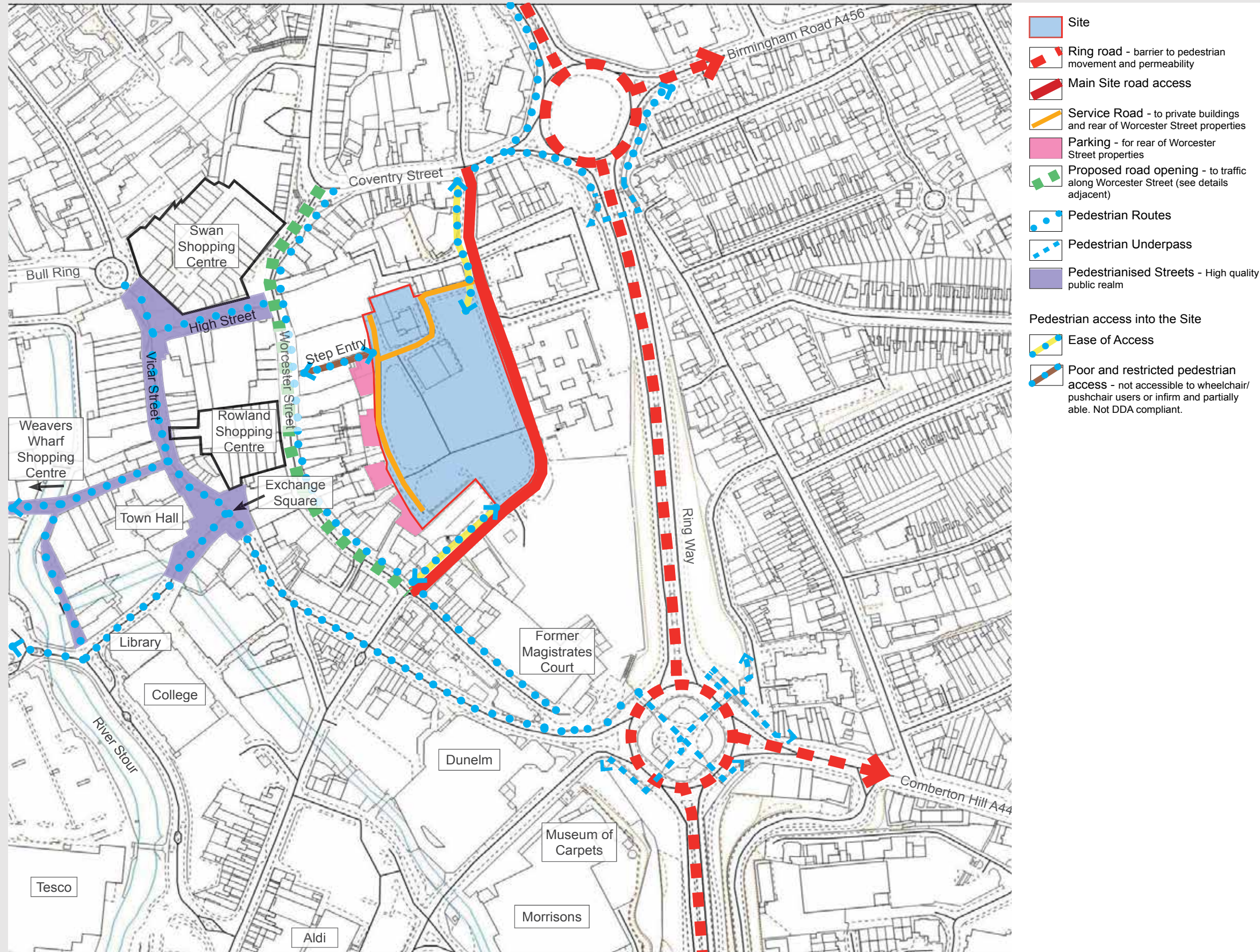


## Key Issues

- Lack of structured tree cover
- Vast expanse of surface level car parking dominates the Site
- Tree cover is predominantly focused around the southern area of Lion Fields
- No public green space
- Lack of high quality public realm connecting through from the Site to the Town Centre

## Public Realm + Green Infrastructure





## Key Issues

- Poor and very limited pedestrian links from the Site to the Town Centre
- Step Entry is narrow, hidden, has no natural surveillance, precludes access by wheelchair/ pushchair infirm and is an unsuitable gateway to the Town Centre
- Fast traffic on Bromsgrove Street - the main access road into and through the Site - this needs slowing down to make pedestrian friendly at the entrance (off Coventry Street) to change drivers perception as soon as they enter the Lion Fields site

## Movement, Accessibility, Connections



Introduction

Improvements to Worcester Street will deliver against the aims of both Worcestershire County Council (WCC) and Wyre Forest District Council (WFDC). This proposed public realm scheme has significant potential to support regeneration and economic activity by delivering better access into and through Kidderminster Town Centre for pedestrians and vehicles. This can be achieved by providing new facilities and cosmetic upgrades to improve the overall appearance of the street.

Enhancing Worcester Street will make access easier for all, increase pedestrian footfall and make the area more attractive to businesses and investment. There is also an aspiration for increased residential land use in the eastern town centre, so improvements to the public realm and accessibility will be of benefit to this in the future.

Worcestershire County Council's corporate goals of remaining Open for Business and Promoting Health and Well-being are clearly met by this scheme, as it supports regeneration of the Worcester Street area which will make it more attractive for investment and new and existing businesses. The improvements to walking and cycling facilities will make the area easier to use for people in a way that promotes fitness, and could also reduce the overall need for vehicular transport, which could improve air quality across the urban area.

The Worcester Street area currently has low pedestrian footfall, mostly used to pass through to the western part of the town centre, and features a mix of retail premises and vacant properties. The pedestrian walkways require updating to standards appropriate for a principal town centre, while the far southern end of the road is little used, except for illegal street parking.

Scheme Description

This scheme will include the length of Worcester Street from the Worcester Cross junction at the southern end (with pedestrian/cycle access to Kidderminster Railway Station via the Comberton Hill roundabout) through to the Coventry Street/ Blackwell Street junction at the northern end. Coventry Street will then be altered to one way travel eastbound.



Key Issues

The Proposed new scheme will comprise of:

- 1 way only north bound up Worcester Street via a new roundabout and road enhancements on Oxford Street/ Marlborough Street
- Provision of a number of parking and loading bays
- Contraflow cycle lane
- Coventry Street will be altered to 1 way eastbound only

This will have a significant effect upon the Lion Fields development as all west bound traffic off The Ringway will go into Bromsgrove Street and through the Site.

Bromsgrove Street is already prone to fast moving traffic so these highway changes are likely to exacerbate the problem with increased traffic movements.

**Traffic on Bromsgrove Street needs to be slowed down at the gateway as soon as it enters the Lion Fields site off Coventry Street, to make it a pedestrian friendly, safe and civil environment.**

**Such interventions should be achieved through the principles of ‘placemaking’ such as establishing a marked change in the character of the highway from ‘road’ to ‘street’; ‘narrowing’ by change in surface and introducing elements of intrigue and uncertainty such as trees and seating, a sequence of spaces and lack of road markings that all alert drivers to the specific context, caution and pedestrian priority.**









## Town Landmarks + Heritage Features - contributing to wayfinding, orientation and a sense of place





1. View looking due south from the Site

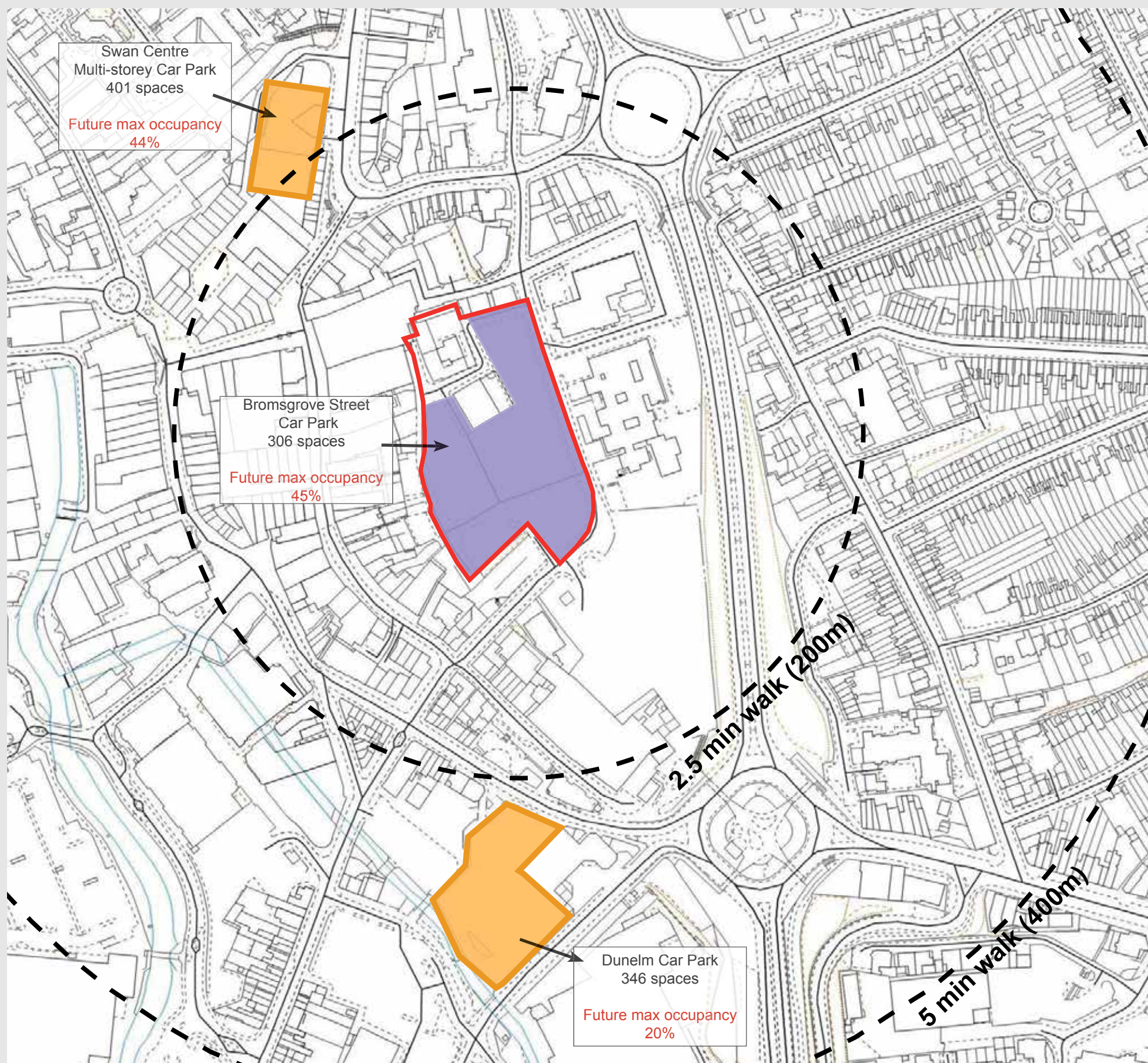


2. View looking south west from the Site



3. View looking due west from the Site





## Car Parking

## Key Issues

**WYG Kidderminster Town Centre Car Parking Study identified the following:**

- **4,581 public parking spaces** - 847 operated by WFDC; 3,734 privately operated
- Busiest time is midday across all car parks - private car parks much more heavily used than WFDC car parks (4 times as many)
- **Bromsgrove Street car park = 306 spaces**
- Current medium/low occupancy rate - Saturday 14% (9-10am), 42% (12-1pm) and 23% (3-4pm)
- Forecast of Future Demand identifies Bromsgrove Street maximum occupancy of 48% weekday (lowest is 26% (9-10am) and Sat max occupancy of 47%.

130 parking spaces are surplus at Bromsgrove Street (based on 85% max occupancy rate) = **178 parking spaces in total. This would release 40% of the car park equating to 1.45 acres /0.58 ha.** The Site will however generate its own car parking demand.

**The WYG report also considers that if users of Bromsgrove St car park can be relocated to other car parks the amount of land to be released could be higher.**

**It identified that within less than a 5 minute walk (400m) of the Site there are 2 other car parks that have significant current and future under occupancy rates:**

- **Swan Centre** - 401 spaces and maximum occupancy rate of 44% (Sat 12-1pm)
- **Dunelm** - 346 spaces and maximum occupancy rate of 20% (Sat 11-12pm)

These two car parks have sufficient capacity to provide alternative public parking for Bromsgrove Street which would release additional land for redevelopment.

Kidderminster does not currently have a Smart Parking System to direct users to the nearest car park with vacant spaces. This would significantly improve parking distribution and reduce traffic congestion. It should also be noted that there is an excess of parking at the Youth Centre. This was not included in the WYG Parking Study.



# Analysis summary

The public face and first impression of Kidderminster is poor. The road system dominates and the effect of 'the Ringway' around the Town Centre is that of a concrete ring acting as a physical barrier to movement that prevents visual and physical permeability.

There is a prevalence of large warehouses with few/no views of the Town Centre from the key gateway nodes (roundabouts) - and little to entice the visitor/driver to stop and visit.

This road domination has a two-fold effect: it is often used as means of going past Kidderminster and onto another destination; and the consequent high car speeds and lack of provision or awareness of pedestrians/people results in the car totally dominating the town experience.

There is a marked lack of parks/ green space within the 'town centre' - all green spaces/parks sit outside the concrete ring - Brinton Park and Cemetery (lies to the west of town); St Mary's Church and canal (lies north of the Ringway), and; St George's Park (lies to the north east of the Ringway). Interestingly, the Site was historically a formal park.

Kidderminster has a number of fine architectural buildings, many of which are allied to its former carpet heritage, and there has been some very successful urban regeneration carried out to the town centre in the last 10 years, with high quality public realm areas to the main pedestrianised

retail streets and Weavers Wharf immediately west of the canalised River Stour.

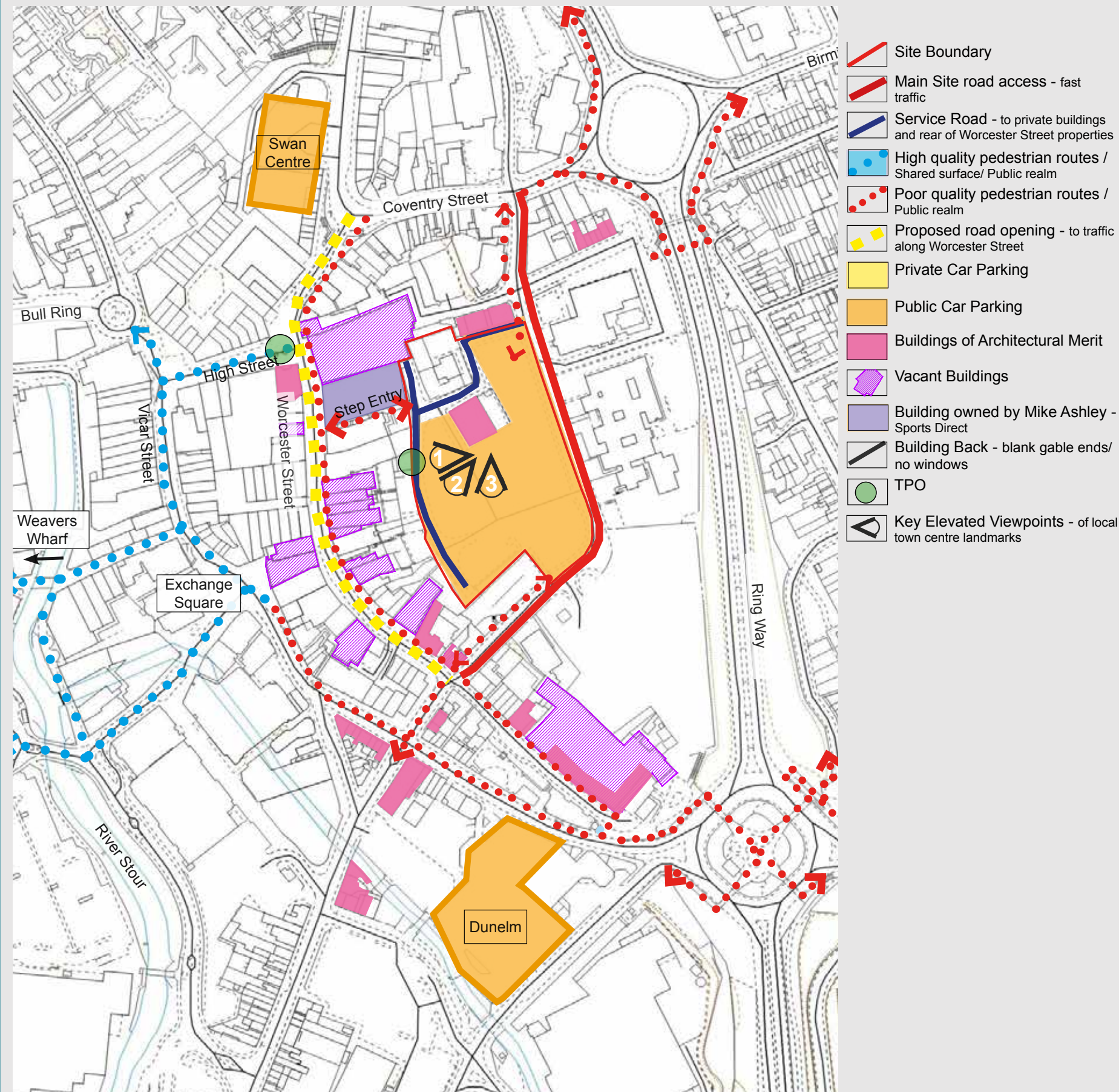
Importantly, Lion Fields acts as a book end to the eastern side of the Town Centre with Weavers Wharf acting as a book end to the western side.

Whilst the Town Centre is within a 5 minute walk from the Site, pedestrian access is very poor with a real lack of permeability and connectivity to Worcester Street, the Town Hall environs and Weavers Wharf.

Current movement routes from the site are very restricted. Step Entry is a very narrow flight of steps from the Site leading between two buildings on Worcester Street (one which is vacant) with no natural surveillance and is non DDA compliant. As such accessibility to wheelchair/pushchair users or the less mobile is restricted to footpaths on the main access road through the Site via Coventry Street or Prospect Hill. Neither are intuitive or direct routes.

There is a prevalence of vacant premises on Worcester Street which all contribute to the poor quality environment surrounding the site.

A sea of surface car parking dominate the Site which is significantly under used. There are two car parks within less than a 3 minutes walk, notably Swan Centre and Dunelm, which are hugely under capacity and could take all the public parking from the Site thus releasing all the land for development and enhancing its viability.





# Site Constraints

The site analysis work concludes with the following constraints and opportunities.

## Parcel 4 The Site

- **Lack of site presence from the Ringway** - its interface is very poor - screened by dense tree cover to the southern section and backed onto by car parking the Youth Centre and Health Centre to the northern section
- **A sea of surface car parking dominate the Site** - based upon the WYG car parking study there is a surplus of 130 spaces
- **Poor quality townscape fabric** - the Site's western boundary is backed onto by poor quality retail units on Worcester Street, many of which are vacant, with unsightly security fencing screening views across the town
- **Retention of service access and parking** - to rear of retails units on Worcester St
- **Significant level changes** - from the Site down to Worcester St of between 11 - 13m
- **No coherence or structure to the Site**
- **No public green space**
- **Fast traffic speeds on Bromsgrove St** - the Worcester St road improvements will reinforce these problems as they will direct all traffic from Coventry St through the site
- **The interface between Parcel 1 and Parcel 4 is critical** - to ensure visitors do not treat the multiplex as a single destination - but are actively encouraged through the Site and into the Town Centre
- **Number of buildings of architectural merit** - Fabric Direct and the Thai Restaurant/The Deli to be retained
- **Poor connectivity** - WFDC have identified the opportunity of providing a pedestrian route through to Worcester Street. However, this would involve the purchase and demolition of buildings on Worcester Street.

## Connections to Town Centre

- **The severance effect of the Ringway** - is a real barrier to movement from the residential areas of Kidderminster into the Town Centre
- **Poor connectivity and accessibility** from the Site through to the Town Centre - Step Entry is narrow, hidden, inaccessible to wheelchair/pushchair uses and has poor natural surveillance

## Wider Environs

- **High number of vacant premises** on Worcester St
- **No public green spaces within the Town Centre** - all lie outside the Ringway
- **Significant under-occupancy of two car large parks adjacent to the site**
- **Kidderminster is suffering from the nationwide effect of internet shopping and changes in consumer behaviour**

# Site Opportunities

- **A place to congregate** - Kidderminster is suffering, like most towns and cities, from the effect of internet shopping on the high street. To change this requires proactive reinvention for the internet age - for Kidderminster to turn itself into a place to live and play - not just a shopping centre. Critically, town centres have always provided an important social space – it's the one thing the internet can't provide. A place to congregate is the future for towns - a place to be convivial, to live and play – bringing permanent homes back into the centre and providing them with parks, gardens, fun and entertainment.
- **Very close proximity to the Town Centre** - within a 2.5 - 5 minute walk (200 - 400m distance).
- **Reduce Bromsgrove St public car park** - to enable viable development and better use of this town centre space. Two car parks within less than 3 minutes walk, notably Swan Centre and Dunelm, are hugely under capacity and could take all the public parking from the Site.
- **Create a dedicated area of high quality green space** - the Site offers a great opportunity to establish a new park/place as a destination in its own right, from which elevated views of Kidderminster and her heritage buildings can be viewed and appreciated. This would also reflect part of the Site's former historical use as a park - 'Lion Park'.
- **High quality public realm** - to actively invite visitors from the new multiplex cinema through the Site and into the Town Centre. The new park/public realm will be pivotal to the success of the Lion Fields development and regeneration proposals for Kidderminster.
- **Direct pedestrian routes / public realm to the Town Hall/ Exchange Square and Weavers Wharf** - a number of vacant premises on Worcester Street and Oxford Street offer the opportunity, through CPO, to create alternative direct principal pedestrian routes.
- **Open up views of key Town Centre buildings and landmarks from the Site** - notably the Town Hall, Weavers Wharf and 17-20 Vicar Street, to encourage movement from the Site into the Town Centre.
- **Consider a tall building element** - visible from the surroundings and acting as a landmark.
- **Pedestrian priority** - A new defined gateway into the Site off Coventry Street to slow down fast moving traffic on Bromsgrove St and

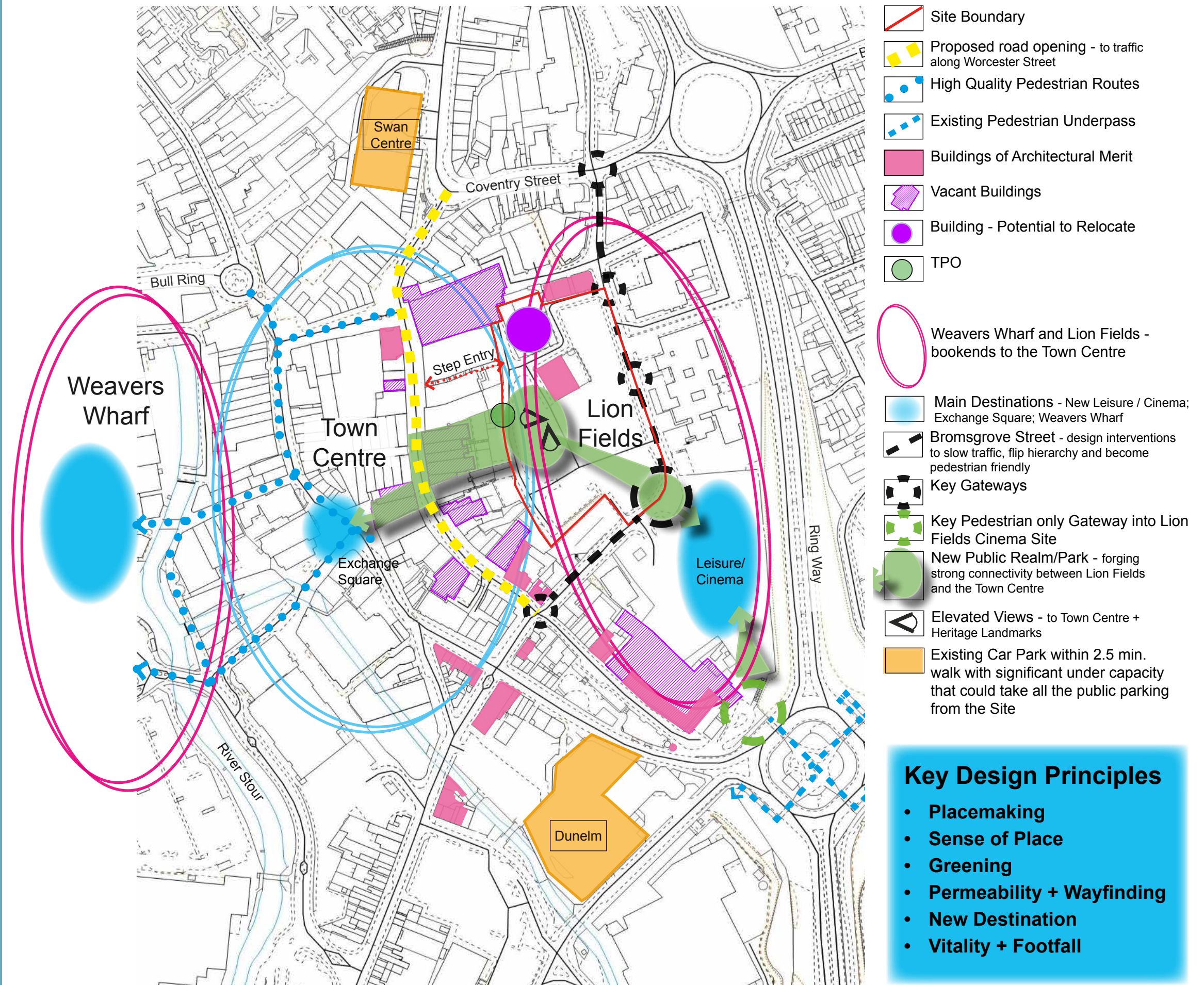


make it a pedestrian friendly, safe and civil environment. This is important as high traffic speeds will be exacerbated by the highway changes to Worcester St and resultant increased traffic movements through the Site.

- **Interventions on Bromsgrove Street based around the principles of 'placemaking'**

- to include a marked change in the character of the highway from 'road' to 'street'; 'narrowing' by change in surface and introduction of elements of intrigue and uncertainty such as trees and seating, a sequence of spaces and lack of road markings that all alert drivers to the specific context, caution and pedestrian priority.

- **Installation of a 'Smart car parking system' in Kidderminster** - to direct users to the nearest car park with vacant spaces - significantly improving parking distribution and reduce traffic congestion.





# Market Assessment

Thomas Lister Ltd, as part of the study, prepared a market assessment to inform potential development options for the Site.

The market assessment incorporated a review and gathering of evidence in relation to demand and supply conditions across a broad range of sectors, including commercial, retail, leisure and residential.

It also took into account development proposals for other parcels of land within the Lion Fields framework along with other projects within the relevant market area and gathered an evidence base in relation to capital and rental values and take-up rates of respective properties.

All of the above provided key input into the Options Viability Appraisal.

Key findings of the Market Assessment are set out below:

## Residential Market

Kidderminster is an area which has seen relatively low levels of new residential development in recent years, with the most recent delivery largely limited to the Silverwoods scheme and a number of smaller infill sites. Wyre Forest as a district has an assessed demand for 300 units per annum to 2026 (Five Year Housing Land Supply report Sept 2017). Average net deliveries achieved over the period 2006 – 2017 were 255 units per annum.

As of October 2018, availability of existing housing stock is significantly centred around 3 bedroomed houses (47%) and with few apartments available at any one time (currently 8 in total). There are currently no new build properties being marketed within the town, with the nearest significant availability being at Hartlebury (Bowbrook) and Hagley (Wychbury Gardens). There are however significant proposals being promoted within the Local Plan, relating to delivery of housing to the eastern side of the town within the existing Green Belt.

In relation to recent transactional evidence, there are noted to have been a total of 596 housing transactions during the initial 6 months of 2018 recorded at the Land Registry, relating to Kidderminster. The majority of transactions relate to detached properties and only 54 relate to flats. Only 14 of these transactions relate to new build properties and none of these new build transactions relate to flats. This suggests either a lack of development opportunities within Kidderminster or market failure to the extent that achievable values provide insufficient return to be considered profitable/viable. It is considered that both are likely to apply in relation to existing town centre opportunity sites, which are invariably brownfield in nature with associated abnormal costs arising and within areas of relatively low historic value.

In terms of values, the average price paid for existing stock relates to £101,651 (£185 per sq.ft.) for flats (average of 1.7 bedrooms) up to £360,500 (£252 per sq.ft.) for detached houses. Average achieved new build prices at Silverwoods equates £213 per sq.ft., Bowbrook (Hartlebury) equates £249 per sq.ft. and Wychbury Gardens (Hagley) £291 per sq.ft.

New town houses delivered at The Waterfront scheme (adjacent to the canal facing the Tesco superstore), achieved prices of between £160,000 and £172,000 between Jan 2018 and Feb 2018.

New Build Apartments sold at the Castle Locks scheme (Castle Road close to the Tesco superstore) during 2017 achieved sale prices in the order of £95,000 to £107,500.

The subject site ought to provide opportunity to deliver a different high quality offer to the Kidderminster Town Centre market, however achievable sales values are likely to be impacted by public perception and the sites proximity to lower value parts of the town. In the circumstances, values in the order of £210 - £230 per sq.ft. for houses and £190 - £200 per sq.ft. for apartments are considered a realistic assumption which would provide unit values as set out below:

RESIDENTIAL UNIT VALUES		NIA (sq.m)	NIA (sq.ft.)	VALUE (per sq.ft.)	VALUE (per unit)
Town Houses	2b4p (2s)	80	861	£220	£189,446
	3b4p (2s)	84	904	£230	£207,960
	4b7p (3s)	120	1292	£210	£271,253
Apartments	1b2p	50	538	£215	£115,713
	1b2p	60	646	£215	£138,856
	2b3p	63	678	£215	£145,798
	2b4p	67	721	£215	£155,055
	2b4p	69	743	£215	£159,684
	2b4p	80	861	£215	£185,141
	3b5p	87	936	£205	£191,976



## Residential Care

The site would be considered ideal for Care Home residential use, being in close proximity to the town centre, health centre and other facilities, however the feedback received from the larger national providers is that achievable values would unlikely facilitate delivery. In the event that the site were to be formally marketed, then it is anticipated that interest would arise from smaller and perhaps specialist Care Home operators, with expected land values arising being potentially slightly higher than for a standard housing scheme.

## Private Rented Sector

There is currently a lack of quality Private Rented Sector (PRS) representation within the town with most of the market offer relating to older stock held by individual investors. There is considered likely to be potential demand for high quality smaller housing units or apartments within close proximity to the new leisure facilities (Parcel 1) and with good commuter linkage to the railway station. The site is however of insufficient scale to attract a large PRS operator who would ordinarily seek a minimum quantum of 100 units. As achievable PRS values tend to relate to discounted market values then it is considered unlikely that the private sector would be in a progress a scheme without some form of public sector intervention.

There are however example schemes in similar areas where PRS provision has been promoted by the public sector in order to meet a housing need, provide a revenue stream and to bolster confidence in the sector. Such intervention is considered to provide an opportunity to deliver a PRS scheme on the subject site.

## Retail & Leisure

The prime town centre retail area has, with the delivery of the Weavers Wharf scheme in around 2004, shifted northwards, away from the subject site. Kidderminster currently has a retail void rate in the order of 5.1% and available stock representing around 9.3% of existing stock. A considerable proportion of the current vacant and available units are situated immediately adjacent to the Lionfields site.

The level of demand for retail space within Kidderminster is limited, with an average marketing period for vacant units currently of around 23 months and a current 50% expectation of achieving a letting within around 2 years. It is however noted that the recent delivery of 4 new retail units at Riverside Walk has already achieved full occupancy for restaurant type uses and it is considered likely that a leisure led scheme on Parcel 1 would provide similar opportunity for delivery of a limited number of restaurant/food chain operators.

The proposed delivery of the Cinema/Leisure scheme on Parcel 1 provides opportunity to redress the balance of town centre activity and provide a wider evening economy. However the proposed scheme is considered likely to take up identified leisure and retail demand with little opportunity to extend the retail offer into the subject site. If retail units were able to be delivered, then an average rental rate of up to £12 per sq.ft. would likely be achievable, which with an initial yield of 8% applied would provide an indicative capital value of say £150 per sq.ft. Similar values are considered likely to apply to leisure uses. This suggests that a speculative scheme would be marginal, however with pre-lets would be deliverable particularly if companies of a reasonable covenant strength might be attracted to the site.

It is understood that Lidl have previously expressed interest in the Lionfields location and that the company retains an active interest in procuring a site in Kidderminster. Assuming that this interest might be progressed, then this would most likely be achieved through a direct land sale, potentially deriving a capital receipt in excess of £1 million per acre. This would most likely be the most valuable use for inclusion within the wider site. In addition, it is understood that Lidl will consider slightly more flexible designs, potentially including mixed use development, albeit they would likely prefer to use a standard stand-alone floor plate.

There is no identified hotel requirement for Kidderminster, with Premier Inn and Travelodge both established in the town and no other interest has been established.

## Commercial / Offices

Kidderminster currently has a lack of Grade A office stock and a vacancy rate in respect of existing stock in the order of at least 4.4%, increasing to in excess of 10% when redevelopment / proposed clearance sites are included.

Average achieved rental levels in relation to existing stock are in the order of £10.00 per sq.ft. In the event that new stock were to be delivered, then it is considered that a rental rate in the order of £16.00 per sq.ft. might be achievable, however this would be insufficient to render a new build scheme viable.

It is considered that there would most likely be some level of pent-up demand for new office space, including for small suites within a serviced/managed workspace environment. It is understood that the WFDC has proposals to incorporate such a use within the nearby Magistrates Court and former indoor market regeneration proposals.

## Car Parking

The site currently comprises a surface car park with a capacity for around 306 short / long stay public car parking spaces. A recent study undertaken by WYG suggests that the car park is currently significantly under-utilised. There is an identified need for car parking to support the adjoining proposed leisure scheme and a retained usage for general town centre parking. In terms of values, then there is an expectation that a net rental in the order of £150 per space might be achieved and with an anticipated net initial yield of 5%, then a capital value in the order of £3,000 per space is derived. The actual value derived will be dependent upon the structure of agreement/use and extent of any element to be included to support adjacent uses (and values).

## Development Options

In order to inform the evolving development options, an assessment of the viability of delivering each of the illustrative layouts has been proposed, based upon the findings of the Market Assessment and through the application of standard assumed costs and values. The viability assessments have concentrated upon the delivery of the identified developable parcels, disregarding public realm and car parking elements. The purpose of this being to identify the extent of any capital receipt that might be generated and which might assist delivery of the other elements of the scheme. Detailed analysis is provided under each Option considered overleaf.



# Co-ordination with Parcel 1: Leisure Development

**Cordwell Property Group were selected by WFDC in December 2017 as the preferred developer to deliver a mixed-use leisure scheme.**

**The proposals include:**

- **Multiplex Cinema - 8 screen/700 seats**
- **Gym - 12,000 sq ft**
- **Bowling - 16 lane ten pin bowling**
- **4 Restaurants, Cafe and Bars**
- **Costa Coffee Drive-through**

We held a couple of meetings with Cordwell Director, Tom Wilcox, early on in the process to ensure both schemes support each other and are well co-ordinated. Cordwell confirmed that the ancillary offerings are in place and they are still in negotiation with cinema operators. They recently explored a supermarket (LIDL) on the site but the parking constraints did not meet the supermarkets requirements.

**Cordwell confirm that there are three critical requirements to the success of their development - Connectivity, high quality public realm and car parking.**

## **Connectivity**

Cinema operators confirm that good connections to Weavers Wharf and the Town Centre are critical to the success of the Leisure development with connectivity via preferred connection Option 3 (see overleaf). This offers the most direct link to the Town Centre (Exchange Square) and Weavers Wharf.

## **Public Realm**

The public realm in Parcel 4 will be critical in directing movement to ensure maximum footfall to and from the Leisure Development to Weavers Wharf and the Town Centre. This will need to be well-designed, of high quality and intuitive. It will also require interventions on Bromsgrove Street to slow traffic down and ensure a pedestrian friendly environment.

A fully co-ordinated public realm between Parcel 1 and Parcel 4 has been developed in our proposals.

## **Car parking**

The Parcel 1 scheme currently provides 110 spaces. The cinema operators identify a requirement for 275-300 spaces in total = a shortfall of 165-190 spaces.

Parking is therefore a critical issue for Parcel 1 and Parcel 4. There is a direct impact of a high parking provision on Parcel 4 and consequent viability of development on the remaining space.

With the huge under occupancy of Dunelm car park within a very close proximity (less than 2.5 min / 200m walk) this could potentially unlock the issue and meet the requirements for both Parcels 1 and 4. Whilst the WYG Kidderminster Car Park Report identified 170 available parking spaces at Bromsgrove Street (Parcel 4, the Site) which Cordwell understood could be available for their use, the report also identified that these parking spaces could be relocated to alternative car parks within a short distance.

With only a 20% future maximum occupancy rate Dunelm could accommodate all the additional parking requirements for the cinema site with direct foot access across Oxford Street to the southern existing stepped access. If this access point was redesigned to maximise visibility of the Cinema and create a high presence pedestrian gateway this would act as a real marker to visitors approaching Lion Fields from the Ringway.

However Cordwell confirmed, following discussions with the cinema operators, that the close proximity of surface car parking on Parcel 4 would be required.

## **Impact of Parcel 1 requirements on Parcel 4**

The three options explored for Parcel 4 all provide 170 car parking spaces in the south eastern section of the Site, closest to Parcel 1, with well-designed public realm and strong connectivity into the Town Centre. The car parking, public realm and connectivity elements required to facilitate and ensure the viability of Parcel 1 have been costed separately in our Viability Appraisal.







# Placemaking - What makes a great place?

## Urban Design Principles

### 1. Commitment to the Importance of Good Design

Approached from the outset as design-led with active and meaningful participation and stakeholder engagement. Following best practice – BfL 12: CPTED; Secure by Design; Creating safe places to live through design CABE etc.

### 2. Legibility

A clear and simple development pattern enables residents and visitors to understand how an area is organised and to make their way around. A place that is easy to understand and navigate with good wayfinding – for vehicles, public transport, pedestrians, cyclists. A place with a clear definition of public and private space, retaining a clear distinction between the public front and private rear of dwellings/buildings.

### 3. Character + Identity

A place that has a distinct locally inspired character and sense of place – that can identify a town or neighbourhood to its residents or visitors to engender a real sense of community, ownership and pride. This involves working with the site and its context and can include; fine views, historic buildings, buildings with a distinct architecture, public art and public spaces.

### 4. Diversity

Successful neighbourhoods within a city provide for diversity and choice through a mix of compatible housing and building types and land uses. Through these measures residents of a neighbourhood can age in place; going through all of their various life cycles without having to leave their original neighbourhood and breaking the social networks they have formed.

### 5. Ease of Movement

Successful neighbourhoods within cities are configured for maximum convenience with high connectivity and as a human place for pedestrians. A compact urban form with a legible urban structure and a built form that is pedestrian oriented, walkable, safe, attractive and convenient.

### 6. Animated streets

The built form and streetscape should provide an attractive, vibrant, safe and comfortable pedestrian environment with positive street frontages whilst maintaining a visual cohesiveness to the area.

### 7. Adaptability

Cities and neighbourhoods are constantly changing. The success of these places is directly related to the ability of the form and pattern of development to adapt over time to changing social, technological and economic conditions.

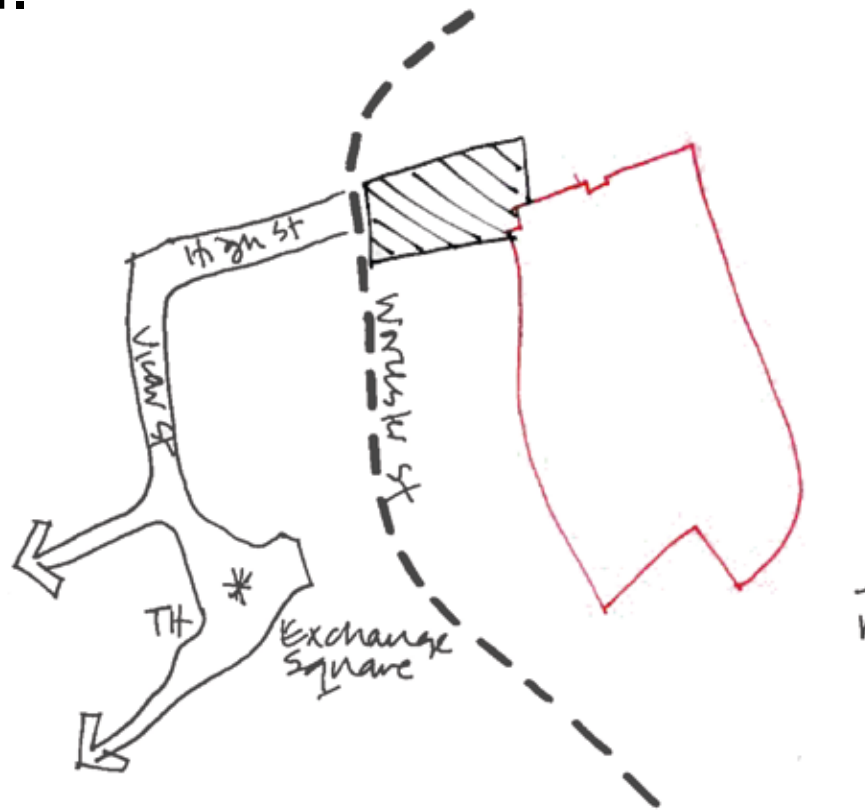
### 8. Quality Public Realm

The public realm is one of the most important components of any city and performs many functions. It helps to foster a distinct identity, provide a sense of place, provide a unified neighbourhood, provide areas of green escape and relaxation for health and wellbeing and spaces for convivial gathering that encourages exercise, socialising and play. This can be achieved through a variety of design responses such as high-quality materials, tree planting to provide a rhythm to the street or frame a view or dappled shade; ornamental shrub planting to articulate spatial definition and provide a connection to nature; water features as focal points for cooling, play or tranquillity; paving patterns, seating, public art.



# 3 Options for Improved Connectivity: Lion Fields to Town Centre

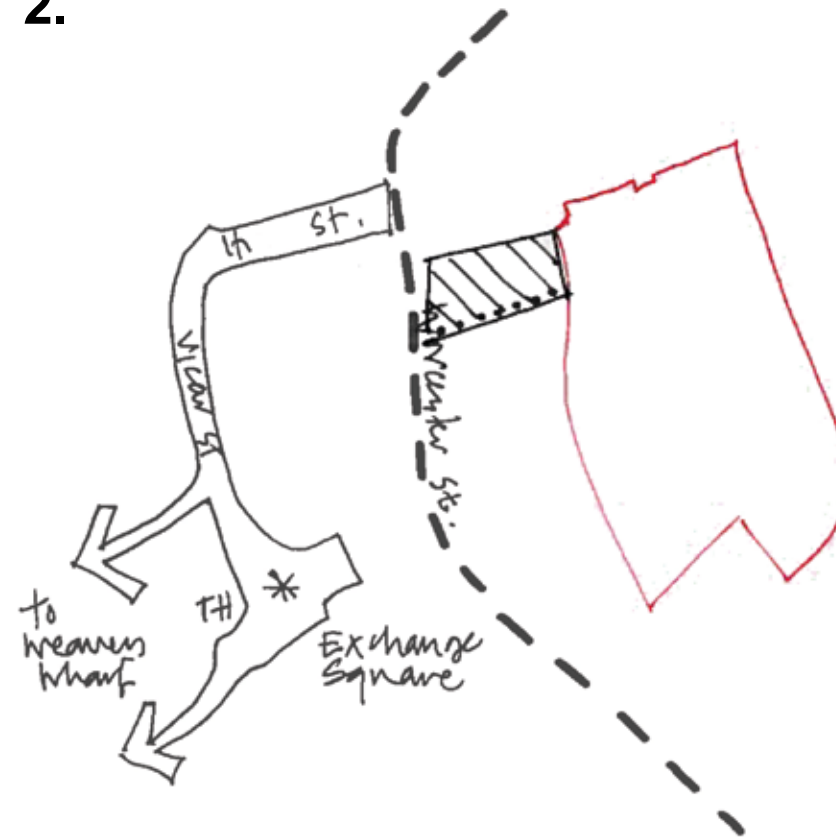
1.



## Former Woolworths

- + Vacant
- + Connects directly onto the High Street
- + Strong vista from the High St looking up to the Site
- Enters into the rear of Lion Fields and backs of buildings
- Poor connectivity into the Site
- No direct access to Exchange Square and Weavers Wharf

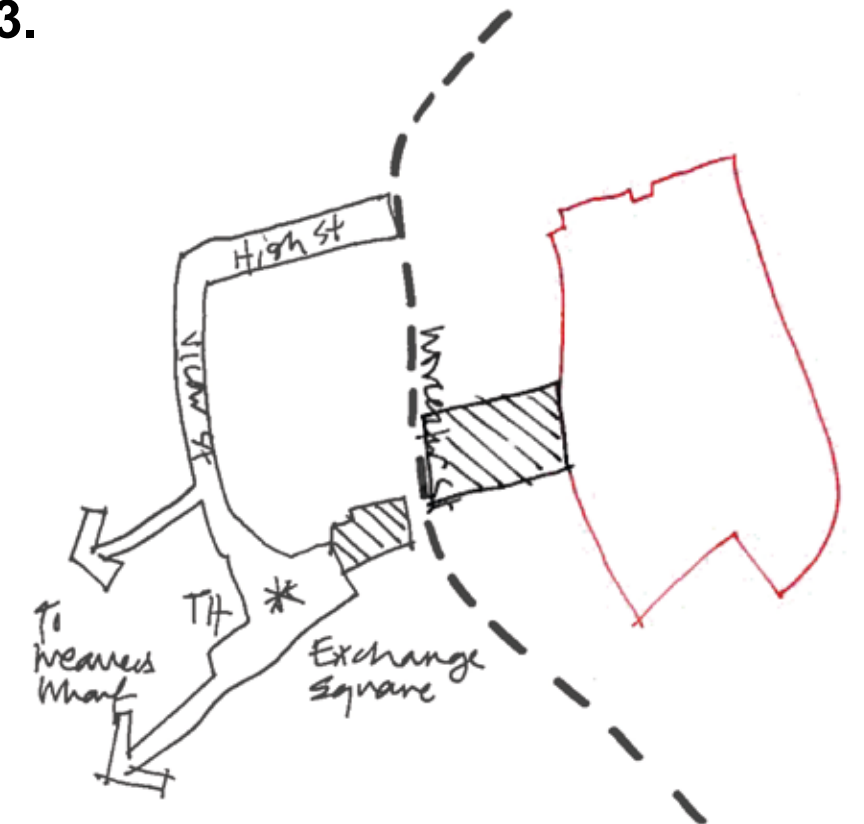
2.



## Building owned by Mike Ashley

- + Mega Value operate from here. There is the opportunity to offer the Woolworths site as a swap which has better High Street presence
- + Adjacent to Step Entry
- + Enters into northern corner of the Site so better connectivity than option 1.
- Oblique connectivity into the High Street

3.



## 11-17 Worcester St + 1-3 Exchange Sq.

- + All Vacant - the building on Exchange Square has been vacant for over 5 years
- + Prime connectivity into Exchange Sq and Weavers Wharf
- + Intuitive and direct accessibility into the centre of the Site and connectivity to Parcel 1 Cinema multiplex
- + Opens up elevated views of key Town Centre landmarks (Town Hall, 17-20 Vicar Street and Slingfield Mill, Weavers Wharf)
- + Opportunity for high quality public realm from Exchange Square into the Site



# Residential Development



Town Houses + Apartments



Coordinated materials  
palette



Positive Street Frontage





Victorian Warehouse  
vernacular





# Public Realm



Pedestrian priority



A new public realm destination



Urban tree planting has multiple benefits



Green space to relax





# Public Realm



Shared surfaces for pedestrian priority



Lighting for wayfinding and night time use



Integrated public realm + outdoor play



# Connectivity to Town Centre: a thoroughfare + destination



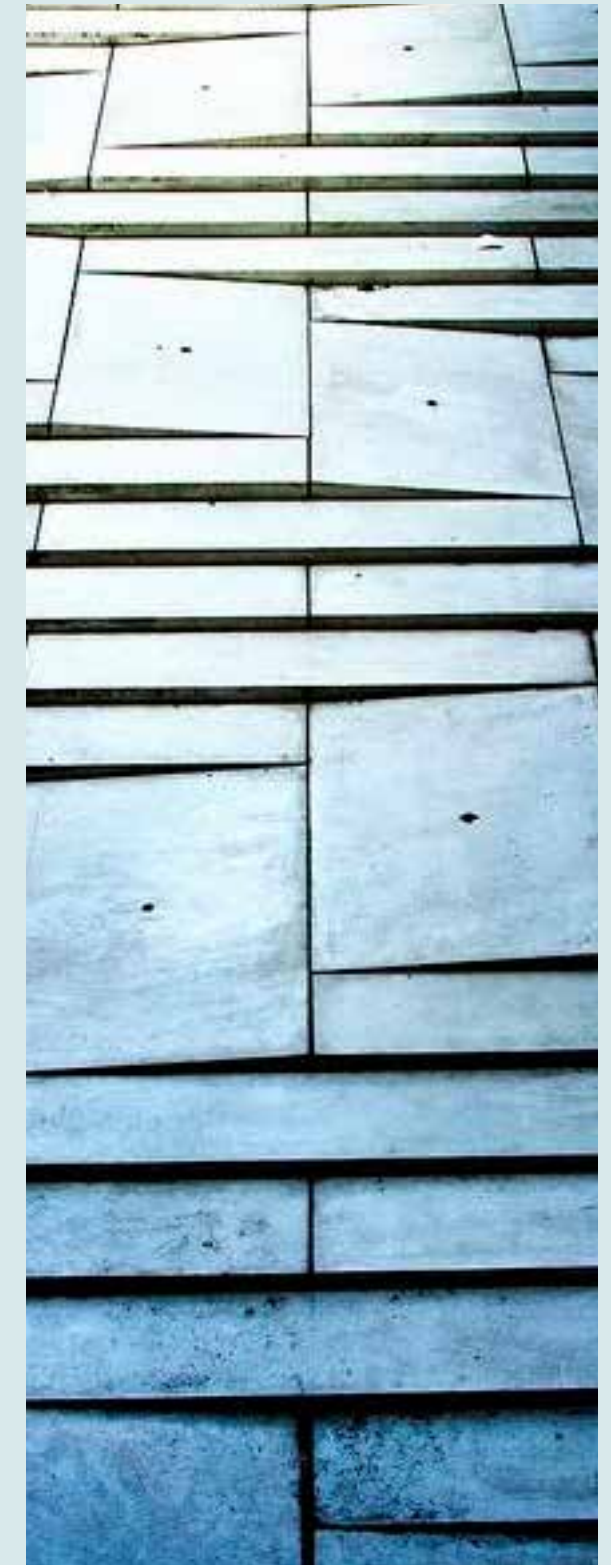
Stepped ramps for full accessibility







Sculptural





# Connectivity to Town Centre: a thoroughfare + destination



Market stalls + Pop ups







Play + relaxation



# Design Options

2 main design options have been developed in discussion with WFDC and Cordwell: Options A + B. The preferred is Option B.

A third Option - C is also included. This is a variant of Option B which retains the Co-op Funeral building.

Design Option A - Residential development to the eastern section of the site; 170 public parking spaces to the western section of the site; public realm connecting the Leisure site through Parcel 4 to a new area of public realm and stepped/ramp access at the northern end of the site to provide new connectivity onto Worcester Street.

## Design Option A

Residential development to the eastern section of the site; 170 public parking spaces to the western section of the site; public realm connecting the Leisure site through Parcel 4 to a new area of public realm and stepped/ramp access at the northern end of the site to provide new connectivity onto Worcester Street:

### Benefits

- **Moderate connections from the new Leisure/Cinema site into Kidderminster Town Centre via Option 2 connectivity route** - access down to Worcester Street only and oblique connections then onto High Street. This stepped and ramped access offers an alternative design for an ‘accessible to all’ movement thoroughfare which provides a strong ‘green route’ with formal tree planting and terraced gardens providing much needed greening and beauty;
- **A smaller high quality public realm space** - provides a distinct identity and sense of place with some elevated views to the Town Centre and Kidderminster’s heritage landmarks and space for convivial, social gathering. This will only be achieved by ensuring a high quality of design and high quality paving materials that are interwoven with tree planting to provide rhythm and structure, together with areas of ornamental shrub planting, seating and public art;
- **Direct Wayfinding** - with well-defined public realm routes and gateways to provide moderate connectivity between Parcel 1 and Parcel 4 into the Town Centre
- **New housing provision - 3 and 4 storey apartments to maximise density in this town centre location providing (55no. 1b/2p and 27no. 2b/4p) with associated car parking** - bringing life and activity into the town centre day and night
- **Sense of place with character and identity** - the apartment blocks respond to the Kidderminster Victorian Warehouse vernacular reflecting the geometry, scale, detail and massing in a contemporary manner and integrate the existing Fabric Warehouse to create defined areas of public realm and courtyards gardens;
- **Community gardens to the apartment courtyards** - provide an attractive setting with green and floral spaces to sit, relax and enjoy the outdoors and opportunities for pocket play;

- **High quality gateway to Lion Fields along Bromsgrove Street** - with new high quality housing and a tree lined avenue fronting it and shared surface design interventions to ensure low vehicle speeds and priority to pedestrians;
- **Efficient car parking layout provides the required 170 spaces** - tree planting and ornamental shrub planting provide a green frame to the edges only of the car park;
- **Shared space on Worcester Street** - with a change in surface materiality and tree planting to extend the high quality public realm and ensure pedestrian priority and connect directly into Exchange Square;
- **Maintains service access to the rear of Worcester Street properties** - substantially screened by new tree and shrub planting and high quality fencing to provide an improved western boundary to the site;
- **Opportunity for phased delivery**

### Limitations

- **Connectivity option to the north-western corner of the site does not provide good connections between Weavers Wharf and Lion Fields** - the route is convoluted and goes via High Street and Vicar Street which is neither intuitive nor direct;
- **The large area of surface level car parking required to support the viability of Parcel 1 impacts upon the placemaking qualities and viability of Parcel 1**
- **No space for trees to break up the sea of car parking** - resulting in a large expanse of tarmac;



# Design Option A



## KEY

- Site Boundary
- Existing Buildings
- Proposed Buildings
- Proposed roads/ car park
- Proposed public realm
- Main link route to development Parcel 1
- Step and ramp route to town centre
- Private Gardens
- Proposed traffic calming/ pedestrian crossings
- Proposed shared surface
- Existing trees retained
- Proposed trees
- Proposed soft landscape
- Proposed/ existing levels

## ZONE A

**Apartments Block (3 storey)**  
 6 x 1b2p(1s) 50 sqm  
 3 x 2b4p(1s) 69 sqm  
 12 parking spaces

## ZONE B

**Apartments Block (3 storey)**  
 21 x 1b2p(1s) 50 sqm  
 9 x 2b4p(1s) 69 sqm  
 30 zone B parking spaces (6 allocated from car p

## ZONE C

**Apartments Block (4 storey)**  
 24 x 1b2p(1s) 50 sqm  
 8 x 2b4p(1s) 69 sqm  
 32 zone C parking spaces (20 allocated from car

## PUBLIC CAR PARK

Car Park 1 - 146 spaces (26 allocated for apartm  
 Car Park 2 - 50 spaces  
**Total parking spaces for public use - 170**



# Design Option A - Computer Generated Images



View from north-west





View from south-east





View from north-east





View from south-west



# Viaibility Appraisal of Design Option A

A development appraisal has been prepared to assess the viability of site layout design Option A. This follows a standard appraisal format which considers the value of the completed scheme from which is deducted all those associated costs in delivering the scheme.

The appraisal is based upon the scheme being delivered through a sale of the developable portion of the site on the open market to a developer who would then develop it out.

Option A Development Proposals:	
Apartments:	1b2p 55 units
	2b4p 24 units
Car Park (Public)	170 spaces
Public Realm	0.47 acres

It will be noted that the proposed development scheme is currently showing a negative residual land value, demonstrating that the scheme would be undeliverable based upon the standard assumptions made and delivery on a planning policy compliant basis. An alternative appraisal has been prepared assuming all the same costs and values but which demonstrates that with a nil affordable housing content, then the scheme provides a marginally viable residual land value of circa £34,000.

It will be noted that Option A relates to a scheme entirely comprising of apartments. This is considered preferable in Planning / Design terms as it delivers the scale/quantum of development that is necessary to provide a complementary mass and design to neighbouring uses as well as maximising economic impact on the town centre.

The viability of delivering apartment schemes in Kidderminster will however tend to be more constrained than for delivery of houses, due to slightly higher build costs and the necessity to construct common areas which are outside of the net internal saleable apartments. These cost constraints are not demonstrated to be recoverable through enhanced unit values within the Kidderminster market.

Costs included within the appraisal include acquisition of the Co-Operative Funeral Services premises which again relates to an additional cost but which maximises the placemaking opportunity which the scheme provides.

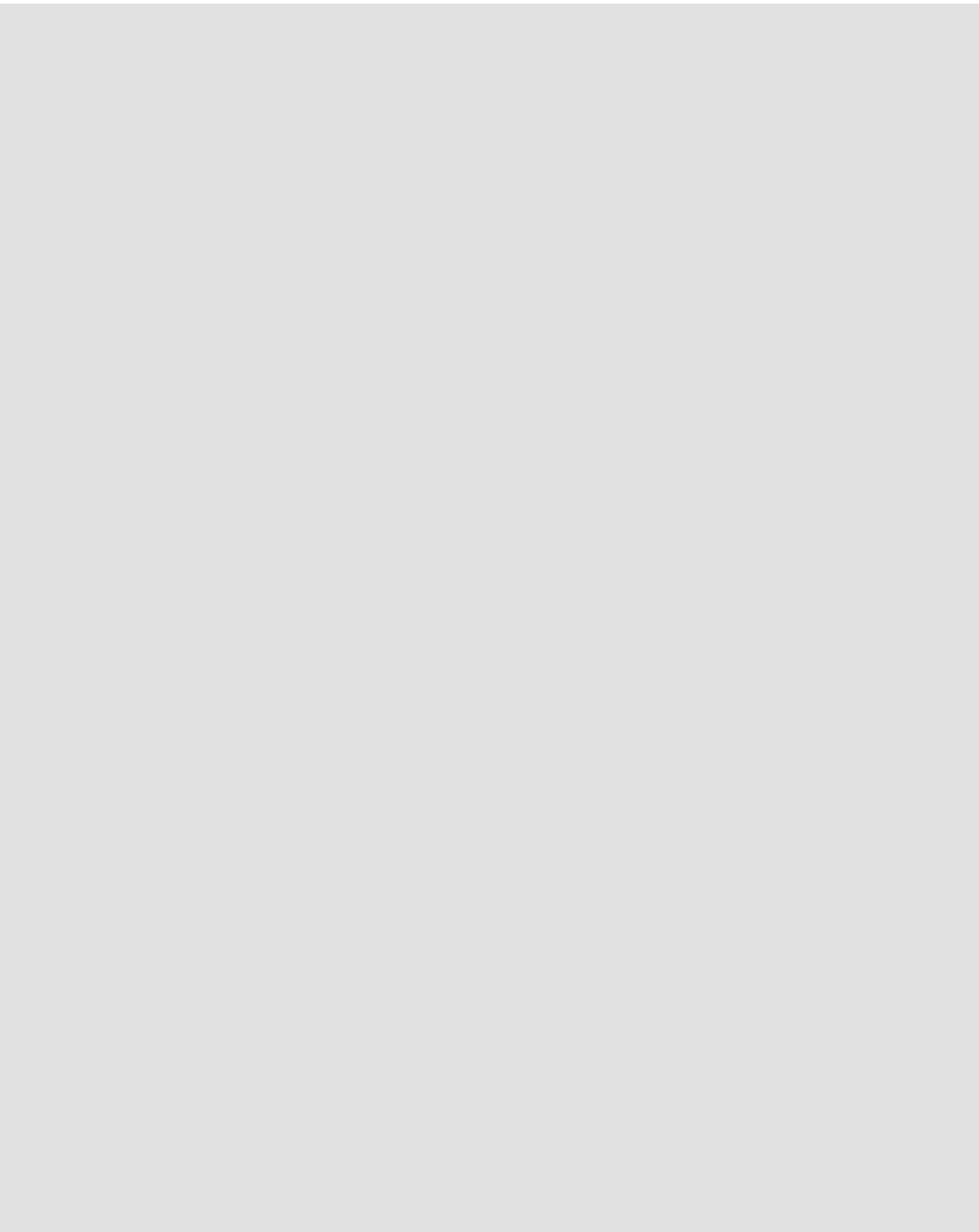
The appraisal also allows for all normal development costs, including finance and profit and as previously referred the policy compliant option includes for 25% affordable housing as well as assumed s.106 costs.

Note that a greater extent of public realm enhancements are also proposed for Option A outside of the site red-line boundary and which is excluded from the reported appraisals.

As referred within the delivery section of this document, it will be noted that alternative delivery options might be considered more appropriate than simply seeking a disposal of the freehold in the site on the open market.

In addition to the above referred project costs, it is noted that there is approximately 0.47 acres of public realm and 170 car parking spaces included within the broader parcel with an additional minimum anticipated expenditure requirement in the order of circa £410,000 which further stresses the viability of the scheme.







# Design Option B

Residential development to the entire northern section; 170 public parking spaces to the south; public realm connecting the Leisure site through Parcel 4 to a new area of public realm and stepped/ramp access at a mid-point on the western boundary providing direct connectivity with Worcester Street and Exchange Square:

## Benefits

- **Excellent and direct connections from the new Leisure/Cinema site into Kidderminster Town Centre via Option 3 connectivity route** - this provides the optimum opportunity for footfall and movement between Weavers Wharf and Lion Fields - the two bookends to Kidderminster Town Centre. This stepped and ramped access offers an 'accessible for all' movement thoroughfare with the terraces providing spaces for the bi-weekly market stalls. The level changes also offers the opportunity for small pocket play areas as fun and playful interventions together with terraced gardens that provide much needed greening and beauty;
- **A central high quality public realm space** - provides a distinct identity and sense of place with elevated views to the Town Centre and Kidderminster's heritage landmarks and a space for convivial, social gathering. This will only be achieved by ensuring a high quality of design and high quality paving materials that are interwoven with tree planting to provide rhythm and structure, together with areas of ornamental shrub and herbaceous planting, seating and public art;
- **Excellent Wayfinding** - with well-defined public realm routes and gateways to maximise the connectivity between Parcel 1 and Parcel 4 into the Town Centre
- **New housing provision - 3 storey apartments to maximise density in this town centre location providing (42no. 1b/2p and 27no. 2b/4p) with associated car parking** - bringing life and activity into the town centre day and night
- **Sense of place with character and identity** - the apartment blocks respond to the Kidderminster Victorian Warehouse vernacular reflecting the geometry, scale, detail and massing in a contemporary manner and integrate the existing Fabric Warehouse to create defined areas of public realm and courtyards gardens;
- **Positive street frontage, good natural surveillance and clear definition of public and private space**
- **Community gardens to the apartment courtyards** - green and floral spaces to sit, relax and enjoy the outdoors;
- **High quality gateway to Lion Fields along Bromsgrove Street** - with new high quality housing and a tree lined avenue fronting it and shared surface design interventions to ensure low vehicle speeds and priority to pedestrians;
- **Shared space on Worcester Street** - with a change in surface materiality and tree planting to extend the high quality public realm and ensure pedestrian priority and connect directly into Exchange Square;
- **Efficient car parking layout provides the required 170 spaces in close proximity to Parcel 1** - with tree planting and ornamental shrub planting to provide much needed 'greening' of the site and greatly improve the sense of health and well-being to the area;
- **Maintains service access to the rear of Worcester Street commercial properties** - substantially screened by new tree and shrub planting and high quality fencing to provide an improved western boundary to the site;
- **Opportunity for phased delivery**

## Limitations

- **The large area of surface level car parking required to support the viability of Parcel 1 does impact upon the placemaking qualities and viability of Parcel 4**



# Design Option B



## KEY

- Site Boundary
- Existing Buildings
- Proposed Buildings
- Proposed roads/ car park
- Proposed public realm
- Main link route to development Parcel 1
- Steps and ramps on level change route to town centre
- Market stalls and terraces on level change route to town centre
- Private Courtyard Garden
- Proposed traffic calming/ pedestrian crossings
- Proposed shared surface
- Raised planters and benches to public square
- Existing trees retained
- Proposed trees
- Proposed soft landscape
- Proposed grass

**ZONE A**  
**Apartments (3 storey)**  
 21 x 1b2p(1s) 50 sqm  
 18 x 2b4p(1s) 67 sqm  
 39 parking spaces

**ZONE B**  
**Apartments (3 storey)**  
 21 x 1b2p(1s) 50 sqm  
 9 x 2b4p(1s) 67 sqm  
 30 parking spaces

**Public Parking**  
 Car Park 1 - 137 spaces  
 Car Park 2 - 36 spaces  
 Car Park 3 - 13 spaces  
**Total 161 spaces**

Parcel 1 - Leisure /  
 Cinema / Supermarket Site



# Design Option B - Computer Generated Images



View from north-west





View from south-east





View from north-east





View from south-west



# Preferred Option - Option B

- Commitment to the importance of best practice design
- Placemaking - sense of place with character and identity
- Secure by Design and good natural surveillance
- Legible with excellent way finding
- Built form reflecting the Kidderminster Victorian Warehouse heritage in a contemporary manner
- Animated + active
- 'Greening' of the site
- Positive street frontage of all apartments and buildings
- Efficient Parking
- Connectivity into the Town Centre and Weavers Wharf
- Walkable, direct, safe, attractive and convenient
- Pedestrian priority
- Central high quality public realm - active and sociable
- Clear definition of public and private space
- Framed, elevated views of the town centre and Kidderminster's heritage features









# Viaibility Appraisal of Design Option B

A development appraisal has been prepared to assess the viability of site layout design Option B. This follows a standard appraisal format which considers the value of the completed scheme from which is deducted all those associated costs in delivering the scheme. This consistency allows for direct comparison with other Options.

The appraisal relates to assumed delivery of the scheme through a sale of the developable portion of the site on the open market to a developer who would then develop it out.

As per Option A, it will be noted that the proposed development is currently showing a negative residual land value, demonstrating that the scheme would be undeliverable based upon the standard assumptions made and delivery on a planning policy compliant basis. An alternative appraisal has been prepared which adopts the same costs and values but with nil affordable housing content.

The scheme appraisal then provides a marginally negative residual land value of circa minus £37,000.

Option B Development Proposals:	
Apartments:	1b2p 42 units
	2b4p 27 units
Car Park (Public)	170 spaces
Public Realm	0.5 acres

As per Option A, Option B relates to a scheme entirely comprising of apartments. And whilst this is considered advantageous from a design and placemaking perspective, as previously referred, the viability of delivering apartment schemes in Kidderminster tends to be more constrained than for delivery of houses.

The overall site includes the Co-Operative Funeral Services premises which again relates to an additional acquisition cost but which maximises the placemaking opportunity which the scheme provides.

The reduced viability of this option as opposed to Option A is considered to relate to the slightly reduced quantum of built space (69 as opposed to 79 apartments).

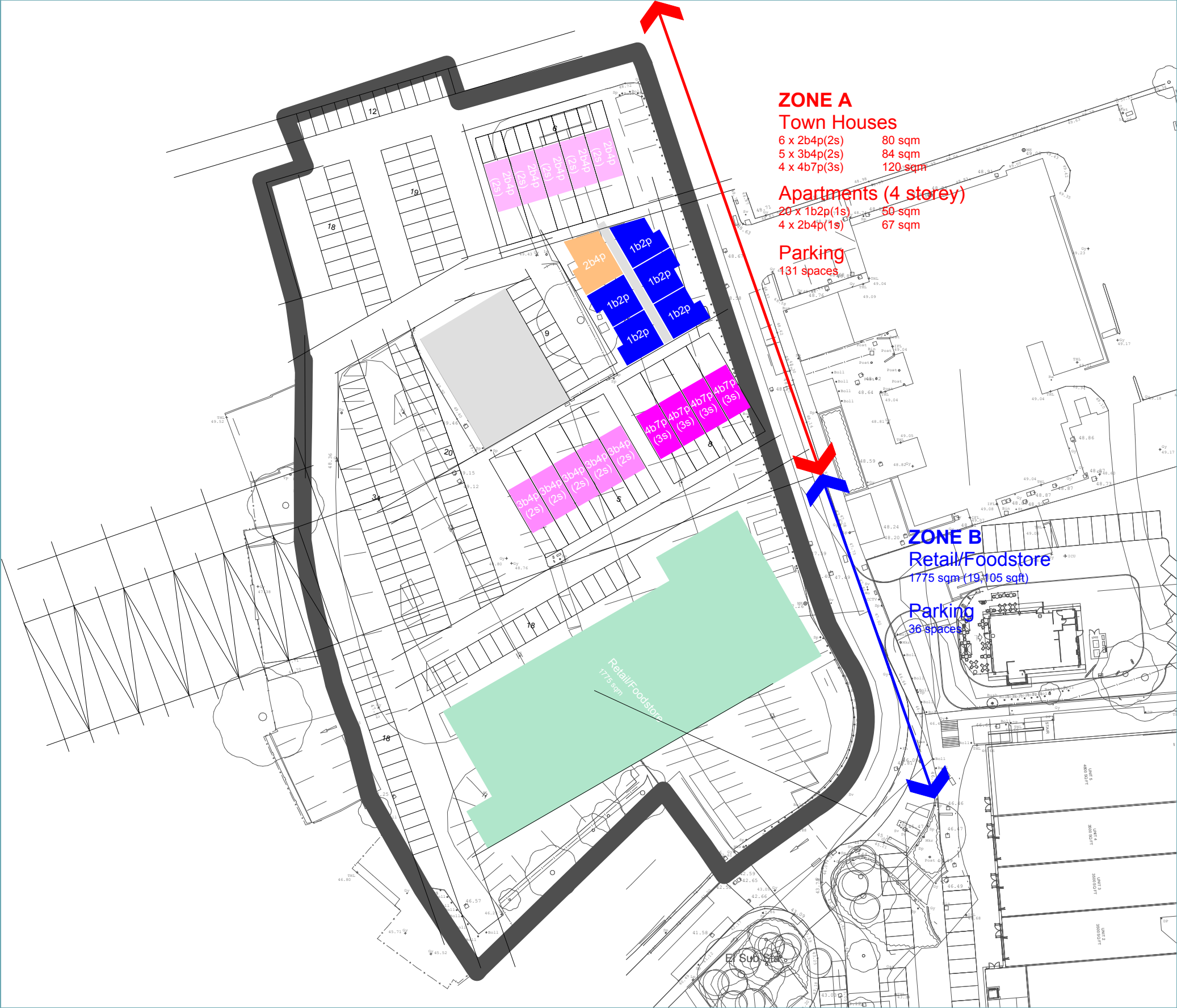
In addition to the above referred project costs, it is noted that there is approximately 0.5 acres of public realm and 170 car parking spaces included within the broader parcel with an additional minimum anticipated expenditure requirement in the order of circa £420,000 which further impacts the viability of the scheme.

Note that a greater extent of public realm enhancements are also proposed for Option B outside of the site red-line boundary and which is excluded from the reported appraisals.

Delivery options relating to the public realm and car parking areas are considered elsewhere within this report.

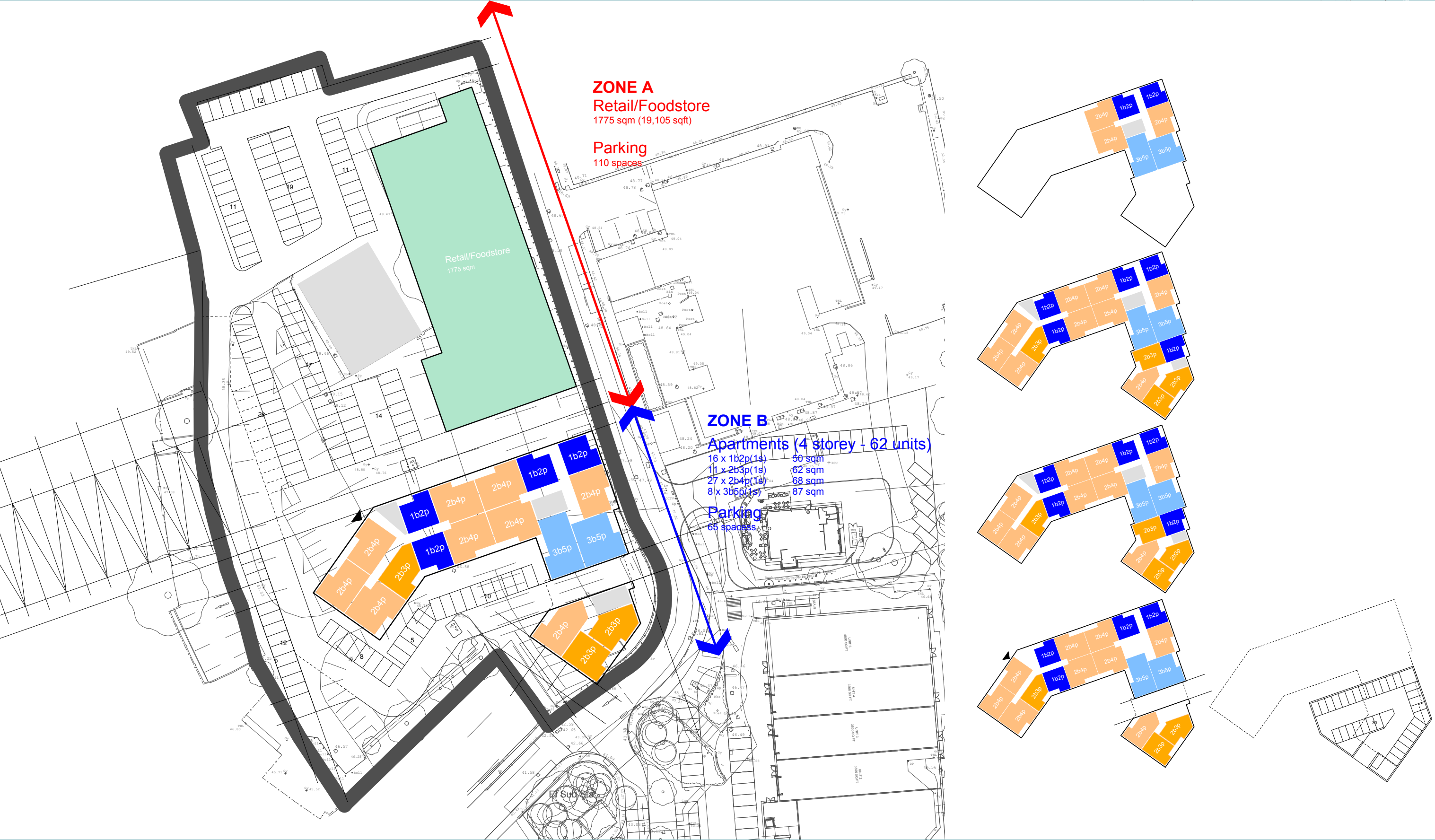


# 2 Design Options with a Supermarket





# 2 Design Options with a Supermarket





# Next Steps

Following on from these proposals the next steps should include:

- Selection of a preferred option including the most appropriate route connecting through to Worcester Street and the wider Town Centre
- Detailed design proposals for the site
- Detailed costs for delivery
- The current proposals will require significant financial contributions to bring forward delivery - funding options will need to be explored with potential delivery partners
- Further consultation will take place with stakeholders and landowners.

In addition to the above, consideration should also be given to developments on Parcels 1 and 2, ensuring co-ordination and mutual support to unlock the potential of Kidderminster Town Centre, support its economic growth, provide better public spaces and support its continued regeneration.



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