

Regeneration, Culture and Adult Education Scrutiny Committee – 10 September 2012

Report of the Director of the Urban Environment

Coseley Eco Park

Purpose of Report

1. To advise the Committee of the potential impacts of the Coseley Eco Park upon Dudley Town Centre

Background

2. The proposed Coseley Eco Park development occupies 28 hectares and includes the Newey Business Park, Bean Road Industrial Estate and Wellington Industrial Estate to the east of the Birmingham New Road in Coseley. The location of the site is shown on the plan in Appendix A to this report
3. Outline planning permission was granted (subject to a Section 106 agreement) on the 28th May 2012 for the mixed use redevelopment of the site with all matters except access reserved for later approval.
4. In summary, the proposals will provide;
 - Up to 18,611 sq.m (19 units) of new, high quality accommodation for business uses;
 - Over 200 new dwellings;
 - A foodstore of up to 3,720 sq. m gross floorspace (about the size of Morrisons at Stallings Lane or around 2.5 times the size of ASDA in Dudley town centre)
 - Two car showrooms of up to 2,347 sq m
 - A Trade Counter of up to 930 sq m.
 - A unit of up to 13,010 sq. m gross floor space (about the size of Tesco at Burnt Tree) for wholesale retail;
 - A new football pitch and community hall within 2 ha of public open space
 - The provision of a new household waste and recycling centre.
5. This is the largest single development project currently underway in the Borough. Whereas there are other potential development sites of a similar size, this site has the particular advantage of being in single ownership and as a result it has been possible for the site to be brought forward for development. Overall the development allows for the redevelopment of an under used site, with significant regeneration, employment and environmental benefits for the site and the immediate surrounding area. In addition the provision of improved highway has wider benefit.

6. No significant adverse impacts have been identified during the determination of the planning application for this development, but positive impacts would arise in terms of economic, physical regeneration and local employment. The site is at present significantly underused, providing for 157 jobs, whereas the net additional jobs created by the development are forecast to be 1043. Of these, 517 jobs are expected to be within the employment floor space; the wholesale retail and car showrooms would create around 325 posts; and the food store would create 153 full and part-time jobs. The development is also likely to generate 170 jobs in the construction phase of the development. The Coseley Eco Park would therefore generate a significant number of new jobs and economic benefits to Dudley, the Black Country and the West Midlands as a whole at a time of high unemployment.
7. Concern has been expressed in respect of the potential impact of the new foodstore. The size of the foodstore proposed (1,953 sq m net convenience floorspace) is modest when compared to the 5,000 sq m net convenience floorspace allocated to Dudley Town Centre.
8. The potential retail consequences of the application have been thoroughly assessed in the Retail Statement which accompanied the planning application. This analysis demonstrated that there are no sites with Dudley Town Centre that are immediately available (due to issues of split ownership) under the sequential test. It was demonstrated in the Impact Assessment that there is sufficient expenditure available to support the application and the town centre allocation without any need to rely on unrealistic market share increases. It is anticipated that the proposed foodstore would take the majority of its trade from the large out-of-centre stores, most of which are currently overtrading. The retail analysis was prepared by the applicant after detailed discussion and understanding of the methodology with Officers. It was subsequently scrutinised and tested robustly by the Council's inhouse retail planning experts who focus on ensuring that the development does not have a detrimental impact on centres. Similarly, the retail assessment also was scrutinised by external parties, and in particular adjoining Local Authority interests keen to ensure that the proposed development presented no detrimental impact on their own centres.
9. The Coseley Eco Park foodstore would not undermine the planned investment to deliver a foodstore in Dudley Town Centre under Black Country Core Strategy Policy CEN4 and the relevant Saved Dudley Unitary Development Plan Policies. Furthermore, during the extensive consideration of the scheme in retail planning terms, the impact of the centres including nearby Coseley (named Roseville in retail planning terms and named Roseville in the UDP and the Core Strategy) was considered. In particular the impact on this centre was deemed to be negligible partly as it is considered to perform different functions to the new store in the local shopping hierarchy.

Finance

10. Whereas there are not envisaged to be any direct costs to the Council associated with the development, it will contribute significantly to the local economy, with increased jobs, investment, and business rates to the Council.

Law

11. Pursuant to Section 1 of the Localism Act 2011, the Council has the general power of competence to do anything that individuals generally may do

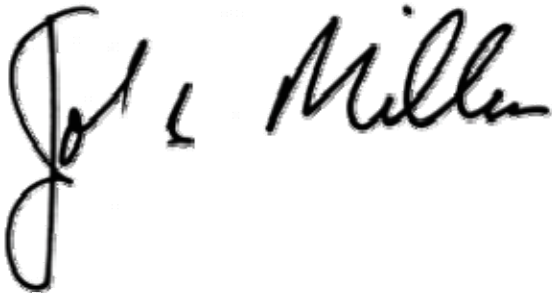
Equality Impact

12. Delivery of this development would bring significant benefits to the Borough and would have a major positive effect for residents, visitors, businesses, investors and developers. Benefits would be achieved for people of all ages, including children and young people, and groups in society.

Recommendations

It is recommended that:

- The Committee note the contents of this report



.....
John B Millar
Director of Urban Environment

Contact Officer: Rupert Dugdale
Telephone: 01384 815538
Email: Rupert.dugdale@dudley.gov.uk

List of Background Papers

Report of the Director of The Urban Environment: Land at Birmingham New Road and Sedgley Road West, Development Control Committee 28th May 2012
Proposal; Demolition of all Buildings (Excluding Building of Local Interest in Sedgley Road West). Mixed Use Redevelopment to form Coseley Eco Park Comprising Employment (B1, B2, B8), Residential (C3), Retail (A1), Community Hall (D1), Football Pitch (D2), Car Showroom, Trade Wholesale, Household Waste, Recycling Facility (Osg) with associated access, roads and car parking.