
Central Dudley Area Committee - 22 January 2008

Report of the Director of the Urban Environment

Delivering the Masterplan for Dudley Town Centre

1.0 PURPOSE

- 1.1 To update the Committee on progress in delivery of the Dudley town centre Area Development Framework.

2.0 BACKGROUND

- 2.1 The Dudley Area Development Framework (ADF) was adopted by the Council as Supplementary Planning Guidance in 2005. Its vision is to achieve comprehensive and sympathetic housing led redevelopment of opportunity areas in the town centre (see appendix A) which will act as a catalyst for regeneration of the town.
- 2.2 There is a real opportunity through housing led regeneration, which is in accord with the Government's Housing Green Paper 'Homes for the Future; more affordable, more sustainable', to rescue the town from decline and provide a catalyst for complementary development within the town centre and the surrounding area. Market forces have failed to turn the fortunes of the town centre and are unlikely to do so without public intervention.
- 2.3 Delivery of the Dudley Area Development Framework will also contribute to fulfilling the new role of Dudley town centre as set out in the Regional Spatial Strategy. This document, which provides a long term land use and transport planning framework for the region, states that the future renaissance of Dudley will be founded upon the town's unique tourism and cultural assets, major residential development and other uses appropriate to a non-strategic centre.
- 2.4 Implementation of the ADF is expected to bring significant benefits to the town centre including creation of:
- 1,500 homes;
 - an additional 2,300 residential population in the town centre;
 - 3000 jobs;
 - £10m of improvements to public and civic spaces;
 - development in the region of £300m; and
 - a catalyst for complementary development in and around the town centre.

- 2.5 The development outlined in the Dudley Area Development Framework is integral to regenerating the town centre. It will be supported by other complementary development projects, which are intrinsically linked to delivery of the Dudley Area Development Framework, and are proposed within and adjacent to the town centre. Together these projects will have a significant positive impact for local residents, businesses, investors and visitors and will raise the profile of the town in the region.
- 2.6 A summary of each complementary project, as listed below, is provided at Appendix B
- Strata
 - North Priory Estate
 - Black Country Living Museum
 - English Partnerships Ecosite
 - Priory Park
 - Castle Hill Development
 - Castle Gate Development
 - Building Schools for the Future
 - South Black Country Innovation Campus
 - Quadrant
 - Metro
 - Burnt Tree Island Improvements
 - Dudley Townscape Heritage Initiative
 - Employment Heart
 - Extra Care Housing
 - Yorks Park Development
- 2.7 Progress to date in preparatory work and development to facilitate delivery of the Dudley Area Development Framework has been considerable; it is explained at appendix C and summarised below:
- detailed review of options to deliver the Dudley Area Development Framework and agreement to proceed via a traditional joint venture approach;
 - partnership work with public sector funders Advantage West Midlands and English Partnerships;
 - securing compulsory purchase powers;
 - acquisition of land and property to facilitate development of opportunity areas;
 - production of developer briefs to guide developers in forming proposals for development;
 - preparation of the Dudley Townscape Heritage Initiative; and
 - discussion with prospective developers.

3.0 CURRENT POSITION

Cabinet, on 31 October 2007, authorised the Director of the Urban Environment to select a development partner to lead delivery of the Dudley Area Development Framework. The agreed way forward is summarised in the table below:

Action	Description	Estimated timescale
Secure funding	The Council is working with English Partnerships and Advantage West Midlands to identify funding to support costs of delivering the Dudley Area Development Framework.	Funding secure by April 2008
Establish arms length company	A company will be established to work at arms length to, but on behalf of the Council to provide specialist expertise in delivering the programme of development.	The arms length company will be established in early 2008
Set up Dudley Town Centre Partnership	The Dudley Town Centre Partnership will be established to ensure effective consultation and engagement of community groups and key stakeholders during the process of delivery of the Dudley Area Development Framework.	The Dudley Town Centre Partnership will be established in early 2008
Select a joint venture partner	A development partner will be selected to enter into a joint venture with the Council to deliver the Dudley ADF	Signing of contracts will take place in summer 2009.
Prepare development agreements and planning applications	Development agreements and planning applications setting out the detailed approach to delivery of development will be prepared by the development partner.	Preparation of documentation will commence in spring 2009.
Site assembly	The Council will commence CPO proceedings to assemble sites for development if necessary.	Preparation of CPO proceedings will start in spring 2009
Start work on site	Development work in Dudley associated with delivery of the Area Development Framework and other complementary developments as summarised at Appendix B is scheduled to start in early 2008 with implementation of the £8 million Dudley Townscape Heritage Initiative project. Commencement of complementary developments will follow. It is anticipated that development of the first opportunity area by the Joint Venture would start towards the end of 2009.	Work to commence in 2008

A multi-disciplinary officer team is working to establish the joint venture and drive forward development as set out in the Dudley Area Development Framework.

4.0 **FINANCE**

The costs involved in delivering the Dudley Area Development Framework will be met from resources provided by AWM, English Partnerships and Dudley MBC in partnership with the private sector development partner.

5.0 **LAW**

The Council may do anything which it considers is likely to achieve the promotion or improvement of the economic, social, or environmental well being of its area under S2 of the Local Government Act 2000.

6.0 EQUALITY IMPACT

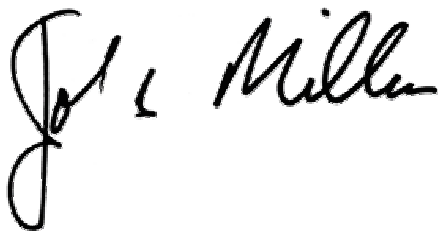
Delivery of the Dudley Area Development Framework will bring significant regeneration benefits to Dudley town centre. It will have a major positive effect on all users of the town centre including residents, visitors, businesses, investors and developers. Benefits of delivery of the Area Development Framework will be achieved for people of all ages, including children and young people, and groups in society.

All work undertaken in connection with the delivery of the Dudley Area Development Framework will be carried out in accordance with the Council's Equal Opportunities Policy.

7.0 RECOMMENDATION

It is recommended that:

The Committee note the progress made in delivery of the Dudley Area Development Framework.



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List of Background Papers

Cabinet (31 October 2007) 'Delivering the Masterplan for Dudley Town Centre', Report of the Director of the Urban Environment

Cabinet (13 June 2007) 'Delivering the Masterplan for Dudley Town Centre', Report of the Director of the Urban Environment

Central Dudley Area Committee (5 September 2006) 'Economic Regeneration Activities', Report of the Director of the Urban Environment

Cabinet (15 March 2006) 'Appointment of Consultants in Connection with Dudley Town Centre Area Development Framework', Joint Report of the Directors of the Urban Environment, Law and Property and Finance