



LYNG INDUSTRIAL ESTATE PHASE II WEST BROMWICH

DEVELOPMENT FRAMEWORK & VIABILITY STUDY REVIEW & UPDATE

Prepared by Thomas Lister & WYG on behalf of
Sandwell Metropolitan Borough Council

JANUARY 2021



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EXECUTIVE SUMMARY

This report relates to the Lyng Industrial Estate and a review of the Development Framework which was prepared in 2011 and which promoted the delivery of residential development. Due to underlying viability issues arising, the scheme was never progressed and the site remains in industrial use, despite its residential allocation within the Local Plan.

Significant regeneration has taken place around West Bromwich in the intervening period and it was envisaged that a residential scheme might now be able to be progressed.

Studies undertaken in relation to the site context and constraints identify that the area is well located in terms of the town centre, local facilities and transport linkages but is likely to include areas of contamination due to industrial usage, as well as mixed thickness of made ground and a risk of unexploded ordnance which requires further investigation, however no significant issues that would prevent residential development have been established. Albeit a surface water drainage easement is identified to run through the site from north to south, creating an area on which development could not be pursued, but which provides opportunity in terms of green space and linkages.

It is established that the industrial estate remains economically very active, with few void units and multiple, mixed ownership, with around 88 freehold interests identified, such that site amalgamation and preparation costs (estimated at circa £36.6m and £10.2m respectively) would have a significant impact on viability. A market assessment establishes that the likely form of redevelopment that would generate most land value would still relate to residential use but that lower density traditional housing would likely be most in demand and derive the highest development

value. The viability issues arising through site amalgamation costs give rise to a preference to suggest retention of the existing road structure, so as to reduce individual phase acquisition costs as well as those costs associated with relocation of highways infrastructure and mains services which are contained therein. This however impacts the ability to create ideal development blocks which, together with emerging planning policy, requiring a denser form of development to be pursued, provides issues in terms of housing typology and design. As a result, the viability issues cannot in present market conditions be resolved and the scale of deficit arising means that residential development is unlikely to be deliverable in the foreseeable future.

The masterplanning exercise does however provide confirmation that in design terms, the site can accommodate in the order of 723 units including around 499 apartments.

The high-level economic impact assessment undertaken confirmed that the estate is likely to generate considerable economic value in the form of employment, estimated in the order of £59m GVA per annum, within close proximity to the town centre. This further reduces the scope to prepare a full business case for residential redevelopment which demonstrates value for money, particularly where town centres and their economic revival has risen high on the agenda due to the changing shopping patterns, exasperated by the pandemic which commenced during the course of this commission.

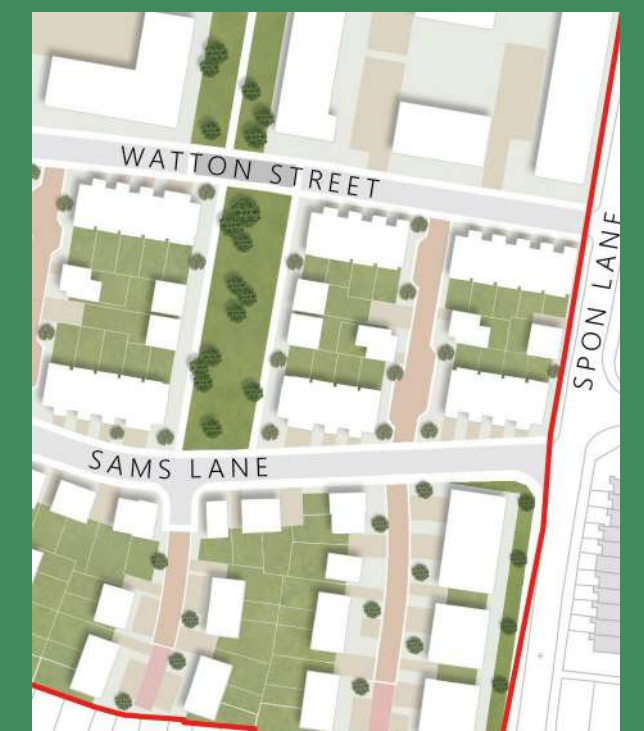
A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis undertaken provides a summary of potential alternative options and a variety of case studies have been included which confirm the success of adopted residential design solutions in other locations, the successful delivery of

benchmark residential schemes as well as a number of mechanisms that might be adopted and which might help to reinvigorate the economic activities undertaken within the estate as an alternative to redevelopment and which might create an economic powerhouse adjacent the town centre.

Recommendations and next steps identify opportunity to carry out extensive occupier consultation, potentially piggy backing on the Town Centre Masterplan consultations which will shortly be undertaken. These consultations would seek to establish the scope to retain and build upon existing activities within the estate, potentially to include known interest in creating a Talent Studio / innovation space and also for certain occupiers to extend and invest in their existing properties.

A number of options to encourage economic investment are explored including Local Development Orders, Business Improvement Districts and Enterprise Zones.

The Council might at the same time seek to gain control within the estate through opportunity purchases as they arise, which would reduce acquisition costs, provide opportunity to enhance the estate through demolition of the poorer quality stock and produce a revenue stream through the letting of better quality stock or cleared sites. This would also increase the strength of case to progress CPO in order to complete site amalgamation in order to promote development of either high quality employment, residential or mixed-use premises, dependent upon the location and extent of the opportunities as they arise.



INTRODUCTION

FOREWORD

The Lyng Industrial Estate has been identified as a potential site for major residential-led regeneration for over a decade. A Development Framework was prepared by Sandwell Metropolitan Borough Council (MBC) in 2011, with an accompanying Viability Study which was produced by Thomas Lister. The report identified those likely interventions required in order to bring forward the site for redevelopment, including a synopsis of associated costs, site assembly, site reclamation and taking into account the potential extent of planning obligations which may be payable, as well as values attainable through the scheme. The report considered likely funding sources and mechanisms to assist in the delivery of redevelopment. Due to the extent of identified viability issues, no further action was taken pending anticipated improvements in market conditions, arising through the considerable extent of identified regeneration schemes around West Bromwich, including completion of the adjacent Lyng residential estate regeneration.

The current commission, led by Thomas Lister (TL) and including WYG and AMION Consulting (AMION), is intended to provide a review and update to the original Development Framework and Viability Study, with a view to assessing the scope to now deliver the vision relating to delivery of a high quality residential scheme known as Lyng Phase II.

It should be noted that this commission commenced in December 2019, in a pre-COVID-19 pandemic world and in the light of significant regeneration around the periphery of the site. It was anticipated that it would be possible to identify an initial phase of residential development that might be able to be brought forward, albeit with some likely

requirement for grant funding assistance based on market conditions at that time.

Subsequently, market conditions have changed, particularly within the town centre with the expedited demise of the High Street and with major regeneration proposals identified as being required for West Bromwich town centre. During the commission, it also became clear that the emerging core strategy review, would require a significantly increased density of residential development, particularly towards the town centre end of the study area, hence additionally impacting viability, through the required delivery of a higher quantum of apartments for which there is presently no proven market within West Bromwich.

The Commission has therefore required to evolve as it became clear that the extent of the viability deficit in bringing forwards residential development is such, that the scheme would most likely be unfundable through a mixture of the value for money derived and through the economic impact arising through the displacement of existing businesses and as thinking around key requirements for the health of town centres has progressed.

This work commenced with a review of the latest current baseline information available, which was then used to consider how this would impact the original Development Framework and a subsequent revised Development Framework has been prepared, with a comparison then undertaken of the original and proposed new Development Frameworks to show changes arising.

At the same time, a refreshed property market assessment has been undertaken to inform current market demand, supply, values and absorption (take-up) rates for those uses considered most likely appropriate for delivery on the site. The report considers the

existing accommodation, demand and value thereof, with a referencing schedule of freehold interests prepared and consideration also given as to a relocation strategy for occupiers.

The market assessment report has then informed various iterations of the emerging Development Framework in terms of nature of accommodation for which there is likely to be demonstrable demand and development appraisals prepared based upon anticipated values and costs.

A high-level economic assessment prepared by AMION, provides analysis of the benefits of the proposals, considering current levels of economic activity.

The viability of delivering an initial phase, together with the overall scheme viability has been assessed through the development appraisals prepared and the estimated financial viability deficit subsequently calculated to inform the scale of grant funding now likely to be required to deliver development.

The options for delivery and funding are then considered, taking into account the extent of viability gap funding that would be required to facilitate a residential scheme and a SWOT analysis as to alternative options, including delivery vehicles. These are illustrated through relevant delivery Case Studies.

The Development Framework then concludes with consideration as to required project Governance with Recommendations.

STRUCTURE

The structure of this document is as follows:

- Introduction
- Understanding the Site & Context
- Site Analysis & Review
- Property Market Context
- Design Process & Masterplan Framework
- Financial Synopsis of Proposed Development
- Funding & Case for Investment Review
- Development Framework
- Case Studies
- Governance & Project Monitoring
- Recommendation & Next Steps

KEY DOCUMENTATION

- **The Lyng SPD, 2006** - A Supplementary Planning Document (SPD) for The Lyng was produced to assist potential development partners in preparing submission bids to meet the aspirations of the Council and local community.
- **Lyng Industrial Estate Black Country Development Framework, 2011** - This framework provides information and guidance for developers, and form the basis of further consultation.
- **Revised Residential Design Guide, 2014** - Sandwell MBC adopted this Design Guide in 2014, containing internal and external space standards for new residential developments, and including car parking standards.
- **Climate Change Strategy 2020-2041** - Adopted in 2020, this document outlines a high level strategy to contribute to tackling the Climate Emergency by contributing to reducing UK emissions.



UNDERSTANDING THE SITE & CONTEXT

SITE CONTEXT

The site is situated south of West Bromwich town centre, in the borough of Sandwell, West Midlands, England. West Bromwich is a market town, about 6.4 miles northwest of Birmingham and benefits from great connectivity across the Black Country and West Midlands.

As the site is located so close to the town centre, it benefits from neighbouring shops and amenities, making it easily accessible and well-connected. The metro stop along the northern boundary of the site runs from Birmingham to Wolverhampton whilst the bus interchange is 5 minutes walk away, providing travel around the town and beyond.

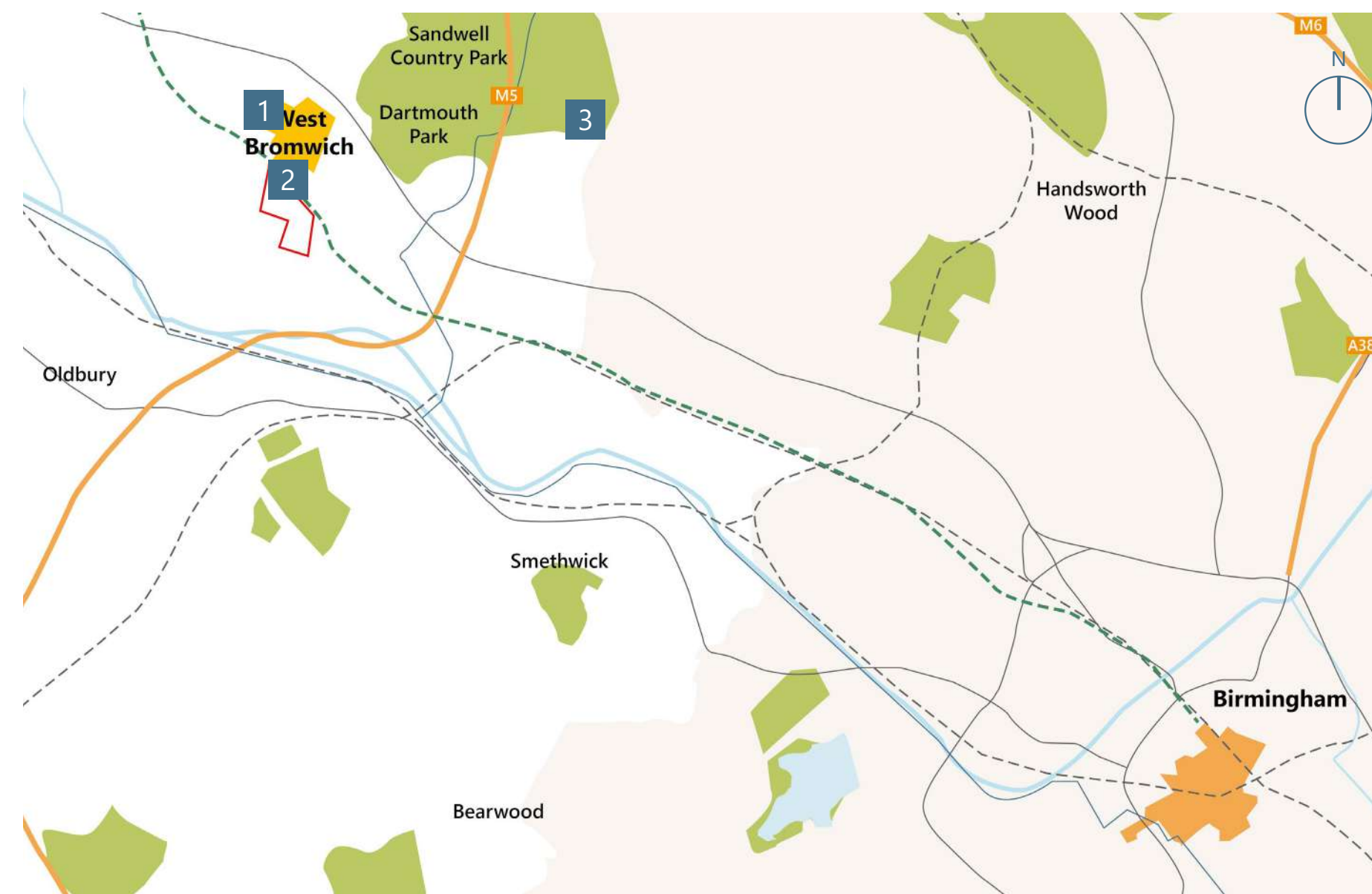
To the north east of the site, approximately 2 miles away is Dartmouth Park which provides a valuable recreational amenity forming part of Sandwell Valley Country Park and RSPB nature reserve.

Lyng Phase I is situated to the western edge of the site, this area was previously a failing municipal residential estate and has since been re-developed as a high quality residential regeneration scheme.

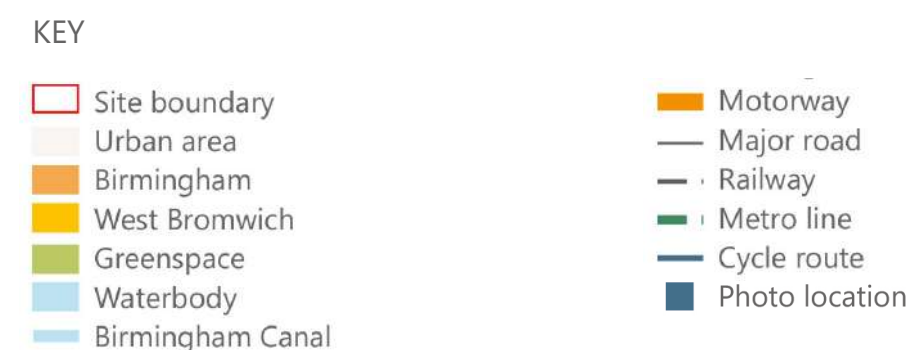
The site is evidently well located, with amenities and transport links nearby, making this a sustainable location for residential development.



Wider context plan



Local context plan



1 West Bromwich Metro along the northern boundary of the site



2 West Bromwich town centre



3 The sensory garden at Dartmouth Park, east of the site (Source: Heritage Fund)

LOCAL FACILITIES

The site is well located to the centre of West Bromwich, which is the strategic centre of a Sandwell. It is surrounded by an array of easily accessible amenities and facilities.

PRIMARY SHOPPING AREA

The West Bromwich shopping centre is one of the focal points of the town centre. It provides a variety of places to eat, clothing stores and other services for leisure.

LOCAL SHOPS / SUPERMARKETS

Aside from the primary shopping centre north of the site, there are a handful of shops and takeaways within walking distance. The nearest convenience store, is roughly less than 3 minutes walk and just a minute cycle.

HEALTH FACILITIES

Although there is a range of health facilities and pharmacies in the area, Linkway Medical Practice, is the closest health service to the site. Approximately less than a 3 minutes walk or a minute cycle.

EDUCATION

The area has an obvious mix of educational facilities such as primary schools, learning centres, and the well established Sandwell College, which is just to the north of the site across the tram line.

RECREATION & PARKS

The site is surrounded by fragmented pockets of green, which provides an opportunity to improve connections to existing green spaces around the area.

Immediately west of the site, is Lyng Phase I play space which provides a play area and open space. The site is also well connected to Dartmouth Park, which is about 2 miles away.

PUBLIC TRANSPORT

As the site is situated in the town centre,

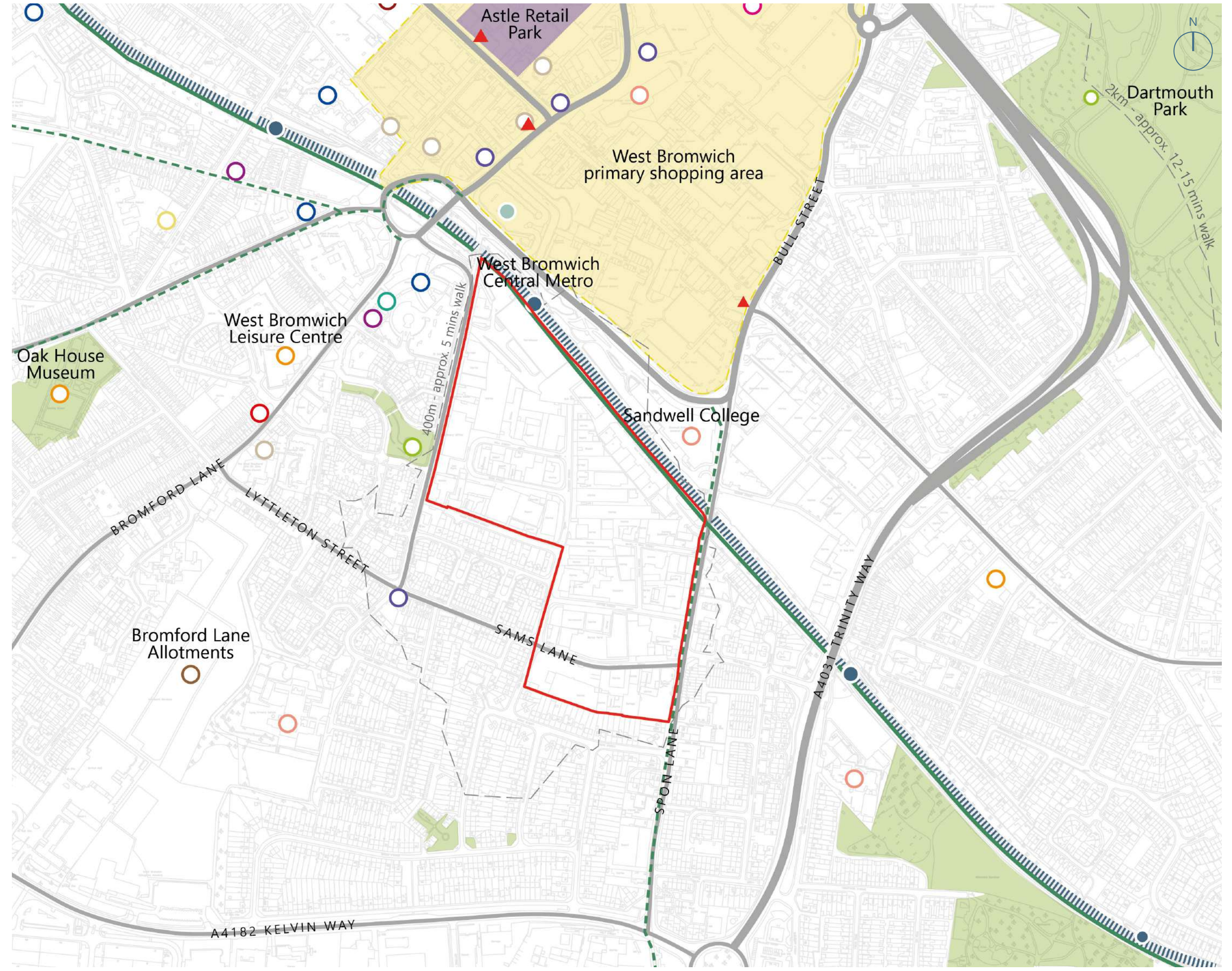
this makes it easily accessible and well connected. The West Bromwich bus station is 5 minutes across the bridge from the site which provides numerous bus services to travel around the Black Country. There are two tram stops within proximity that connects to Birmingham and Wolverhampton.

The nearest railway station is the Sandwell and Dudley Station which is 1 mile away and easily accessible via bus with a regular 10 minutes bus service from the interchange, about 5 minutes walk away.

CYCLE ROUTE

There are two planned cycle routes that run into the town centre, on the western and eastern edges of the site. There is also an off road cycle path which runs along the Metro, providing green direct connections to the wider area.

- KEY**
- Site boundary
 - - - Walking distance from centre of site
 - Primary shopping area
 - Greenspace
 - ▨ West Midlands Metro
 - ▬ Off road cycle route
 - - - Planned cycle route
 - ▲ Listed building
 - Supermarket
 - Corner shop
 - Pub / place to eat
 - Library
 - Post office
 - Leisure / recreation
 - Community centre
 - Place of worship
 - Pharmacy
 - Medical centre / hospital
 - Education facility
 - Allotment
 - Play space
 - Tram stop
 - Bus interchange



Local facilities

THE SITE

Considerable regeneration has already taken place in the immediate surrounding areas over the course of the past few years, since the delivery of the Midland Metro Tram Station (opened 1999) (image 4) and Bus Station (redeveloped 2002). These include Lyng Phase 1 – (2005 onwards), new Police Station (2008), The Public (opened 2008 and subsequently occupied by Sandwell College from 2013), Sandwell College Campus (opened 2012) (image 2), New Square shopping and leisure destination (opened 2013), Providence Place – various office and hotel developments (2011 to 2017), Leisure Centre (opened 2014), Eastern Gateway high quality residential scheme (completed 2016).

CURRENT USE

The site itself has little changed over the past decade, comprising an economically active industrial location with an allocation for residential redevelopment.

LEVELS

The majority of the site is relatively level although it significantly drops down towards the north western corner (image 7), where the levels gradually rise towards the town centre.

ACCESS / EXISTING HIGHWAYS

The site is served by a number of vehicular access points along Lyng Lane, Pleasant Street and Spon Lane. Sams Lane and Watton Street, the most southern roads within the site connect Spon Lane with Pleasant Street.

GREEN INFRASTRUCTURE

There are a limited amount of existing landscape features present on the site, which comprises of a few mature trees dotted around. Although the site is surrounded by a generous amount of green infrastructure with Dartmouth Park to the north east and play space to the west. There are opportunities to create green links and connections to amenities and greenspaces around the area.

SURROUNDING BUILT FORM

The majority of the site is surrounded by residential development. To the south there are a mix of semi detached and terraced dwellings, whilst the Lyng Phase I development to the west introduces higher density terraced homes and apartments (images 1 & 3). Development to the east ranges from tower blocks to bungalows dispersed between blocks of greenspace (image 8).

To the north west of the site are Westgate Plaza and Lyng Centre which were part of the Lyng Regeneration Project and provide local facilities. These buildings are located at a key gateway and are of large scale.

Towards the north of the site, beyond the Metro (image 4) that runs along the northern boundary is the town centre that has a distinctive scale. In particular, Sandwell College which is of significant height and massing (image 2).

KEY

- Site boundary
- Photo location

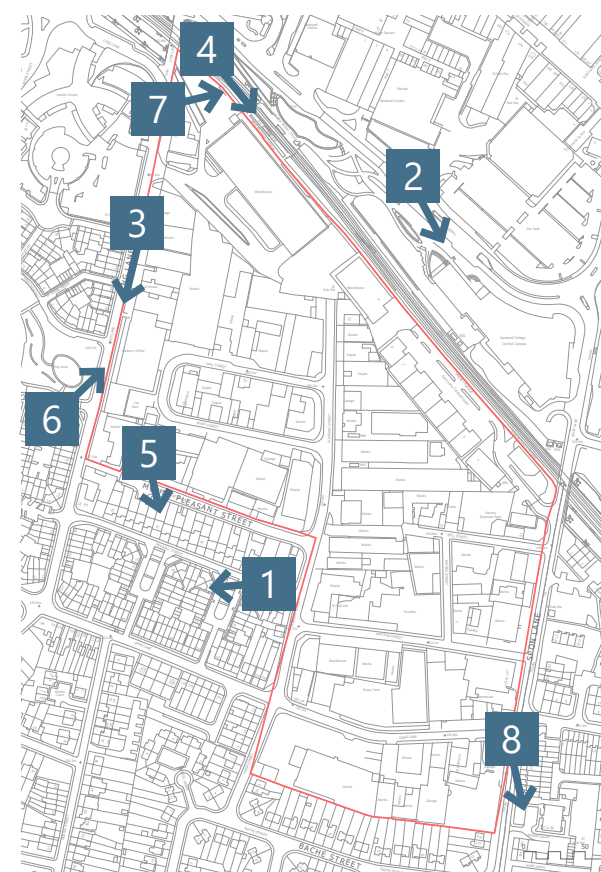


Image locations



Homes on Newhall Street, part of Lyng Phase I development to the west



View of Sandwell College



View of industrial units within our site to the left with residential development to the right



West Bromwich Metro to the north of the site, showing the edge of the site to the right



Rear boundaries of homes along Mount Pleasant Street



Play space to the west of the site



View of level change at the north western part of the site, showing Sandwell College and other buildings of scale within the town centre



View of tower block along Spon Lane with surrounding two storey homes nearby

SITE ANALYSIS & REVIEW

SITE ASSESSMENT

EXISTING USES

The site is currently actively used by multiple occupiers, for a significant range of uses, which are predominantly industrial in nature, often vehicle related and generally within buildings which are approaching the end of their economic life. Identified non-industrial uses include a post office sorting depot, gyms, vehicle sales, offices, religious and community and storage.

OWNERSHIPS

The site is in multiple freehold ownerships, with likely multiple leases and tenures in place. This will render site amalgamation both complex and relatively expensive, most likely requiring the benefit of Compulsory Purchase powers.

PLANNING CONTEXT OVERVIEW

The planning considerations for the site are as follows:

RELEVANT SITE ALLOCATIONS

The site is currently allocated for residential uses within the West Bromwich Area Action Plan (Adopted 2012). An extract from Figure 15 within this document is included below and shows the extent of residential allocation:

The site is divided into three separate allocations. The allocation reference 'WBPr22' identified in the plan to the right covers the majority of the Lyng Industrial Estate.

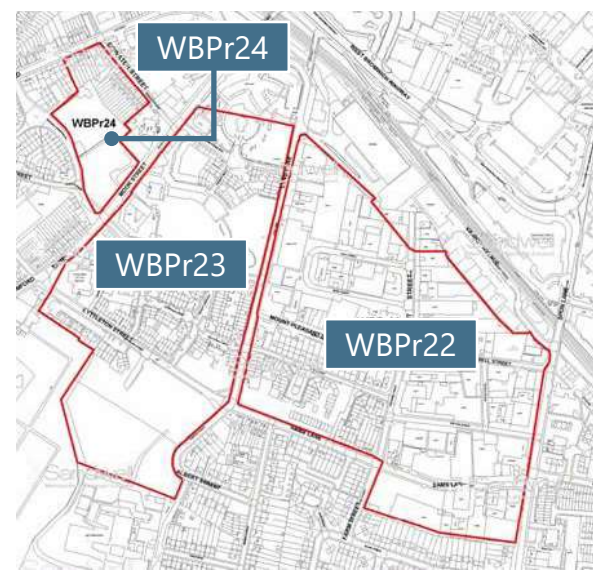
Paragraph 4.6.10 of the West Bromwich Area Action Plan, states that, "Taking into account the context of the wider area, there should be a broad mix of new housing types provided, ranging

from very high density blocks at 3-4 storeys (60+ dwellings per hectare) built in close proximity to the town centre and public transport nodes, to more family orientated buildings at moderate densities situated closer to established residential areas on Kenrick Park which is 35-45dph (dwellings per hectare). This transition from very high to moderate density development reflects the approach that would be taken for residential development on the Lyng regeneration site, allowing full integration of both redevelopment areas into the urban fabric. As a general guide, densities across the site should be secured at a minimum of 50 dwellings per hectare, in line with the Residential Design SPG 2004.

Paragraph 4.6.12 goes on to state that, "Phasing may help to bring forward development at a faster rate, but if this is to be the case, development of earlier elements must be undertaken with a view to not obstruct later phases."

It should be noted that the subject site area excludes the existing housing to the south of Mount Pleasant Street and east of Pleasant Street within allocation WBPr22.

The area to the north of the site (also included within the subject site area) is



West Bromwich Area Action Plan

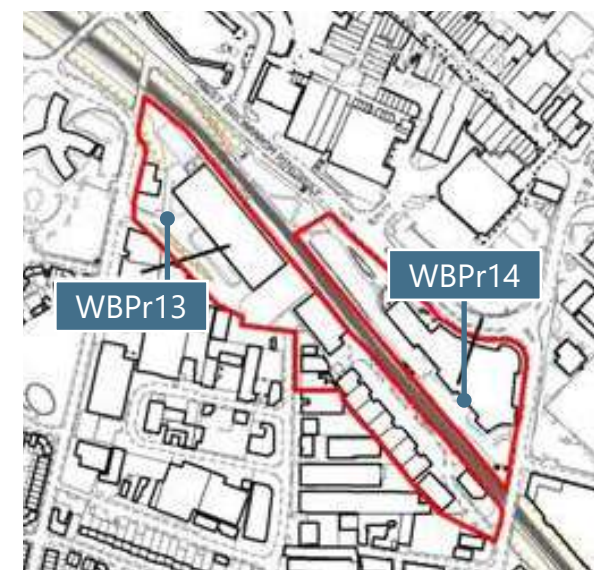
subject to separate allocations as part of the West Bromwich Area Action Plan, referenced as 'WBPr13 – North Lyng' and 'WBPr14 – New College'.

WBPr13 is allocated specifically for B1 Office use and incubation units, with an aspiration to extend the town centre south and redefine an important gateway. The strategy for this area is to continue to seek to integrate it into the town centre, by promoting a range of uses that continue to support and compliment the retail and commercial activity of the town, whilst also maximising the use of public transport.

Paragraph 4.3.31 of the West Bromwich Area Action Plan states that, "This will create a strong frontage overlooking the Metro...therefore, the new development will need to be of a scale and nature that is compatible with this emerging residential location".

CLIMATE CHANGE STRATEGY (2020-2041)

Sandwell MBC originally adopted a Climate Change Action Plan in 2006 however this has since been updated with a new Climate Change Strategy (2020-2041) which will mitigate against climate change by meeting science-based targets that will enable Sandwell



West Bromwich Area Action Plan

to make a fair contribution to reducing UK emissions and adapt to the potential impacts of climate change as an integrated response. The action plan does not represent all actions that will need to be taken but is instead the next step in building on previous carbon savings.

In 2020, Sandwell MBC, among others declared a Climate Emergency, and have adopted a goal to become carbon neutral as an organisation by 2030, and as a borough by 2041. Sandwell MBC will seek to align its work with approaches taken in the wider Black Country and West Midlands regions, and to influence upwards to call for national policy that supports progress towards targets.

The Action Plan covers six key themes which will develop as policy changes and opportunities for action emerge, and as technological developments influence the range of available interventions. The themes include:

- Council estate and operations
- The built environment
- Transport
- Waste
- Adaption
- Natural capital

OTHER RELEVANT POLICIES

No further site allocations, designations or constraints to development have been identified for the site, having reviewed the Government's 'Flood Maps for Planning' and Historic England's mapping.

Having reviewed the Development Plan for Sandwell MBC, there are no other relevant policies relating to the development of this site.

The Site allocation reference 'WBPr23' adjoins the site to the west and is known as 'The Lyng'. There is a Supplementary Planning Document which covers the re-development of The Lyng and may be a useful reference for the development of the masterplan on this site.

Sandwell MBC also have an adopted 'Revised Residential Design Guide' (2014), which contains internal and external space standards for new residential developments, and also includes car

parking standards.

Sandwell Open Space Standards (2009) requires 4.42 ha per 1000 population, but this is split into the typologies. Not all typologies would need to be included on site, some of these would form financial contributions to existing off-site facilities such as cemeteries, churchyards and outdoor sports facilities.

TRANSPORT & HIGHWAYS

Following a discussion with Sandwell MBC highways team in January 2020, the key points raised were:

EXISTING INFRASTRUCTURE

Due to the likely phased approach to development and costs of remediation / relocation of significant utilities, it was suggested that the proposals use the existing road network within the site as far as possible.



Extract of 'Cycle Route 1' from Sandwell Cycling and Walking Investment Plan, January 2020 showing site boundary for reference

PARKING

Non-standard parking provision will be considered, subject to robust justification, due to the sites' proximity to the town centre and Metro. However, there are evident parking issues with Lyng Phase I such as parking on footways, rarely used parking courts and non-standard narrow / short driveways, discouraging their use. Therefore it is imperative that there is a

balance of suitable parking and active travel provision.

The Residential Design Guide (2014) provides further information on parking standards.

PEDESTRIAN & CYCLE ROUTES

The Sandwell Cycling and Walking Infrastructure Plan 2020 identifies high-level corridors that are the focus for improvements. In relation to the site, Cycle Route 1 (image below) provides a direct link from Birmingham Canal to West Bromwich via Spon Lane. Generally, high quality segregated provision is envisaged along this route, but along Spon Lane, 'well-used commuter link', on-carriageway provision is expected.

Given future plans for town centre redevelopment north of Sandwell College, there is an aspiration for a new crossing across the Metro line. Following consultation from Transport for the West Midlands (TfWM) the crossing would be located relatively centrally on the northern boundary of the site. There would likely be a number of technical / engineering challenges, such as site levels and the associated 'landing' point on the northern side of the Metro line.

GEO-ENVIRONMENT

The Geo-Environmental Desk Study (A115906-R01 Lyng DTS) produced in February 2020 concluded the following:

GROUND CONTAMINATION

The site has a long industrial and commercial past, with multiple land uses that could have resulted in contamination of shallow soils and groundwater. Many of the current site uses could also have and/or be resulting in contaminant releases. It is therefore considered that ground contamination could be present associated with the site's current and former use. Contaminants of concern are likely to include heavy metals, PAHs, petroleum hydrocarbons, phenols, volatile organic compounds, acids and alkalis, and asbestos.

There is a limited risk of ground gas generation from deeper Made Ground, although this is likely to be localised.

GEO-TECHNICAL

Anticipated ground conditions include Made Ground over granular superficial deposits across the north of the site, with cohesive Till mapped in the south. However, ground conditions recorded during previous ground investigation at the site has recorded highly variable deposits and sand and gravel, with a variable cohesive element. More typical Glacial Till was not recorded and the extent of Glaciofluvial Deposits may be greater than shown on published mapping. The depth of Made Ground may be 2.5m deep or more. Bedrock geology of the Alveley Member is expected beneath the superficial deposits, and has been recorded locally at circa 10m below ground level.

Provided the depth of Made Ground is not excessive, the site may be suitable for the use of traditional strip/spread foundations, deepened through the Made Ground. However, this is subject to confirmation via ground investigation, as previous ground investigations have recorded soft or loose deposits directly beneath likely founding depths. Should excessive depths of Made Ground or weaker soils be encountered, consideration could be given to a raft or piled foundations. Due to the anticipated widespread Made Ground, fully suspended floor slabs may be required.

OTHER

Before any intrusive ground investigation or construction works are undertaken at the site, a detailed unexploded ordnance (UXO) threat assessment will need to be undertaken following the preliminary assessment which rated the site as high risk.

An ecological survey will be required to assess the risk of invasive weeds being present on the site.

AIR QUALITY

An assessment in January 2020 reviewed the existing air quality climate and concluded that it is not anticipated to be an exceedance of the air quality objective (AQO) at the proposed development site and therefore, no additional mitigation in the form of mechanical ventilation would likely be required.

However, based upon the location of the proposed development site, within the air quality management areas (AQMA), an Air Quality Assessment should be undertaken to determine the effects at the surrounding sensitive receptors and AQMA.

Additionally, the development trips, associated with the proposed scheme, will have the potential to increase traffic within the sensitive AQMA and detailed dispersion modelling will be undertaken to identify whether the effect of additional traffic is significant with regards to air quality based on the IAQM (Institute of Air Quality Management) guidance issued in 2017.

UTILITIES & ENERGY

UTILITIES

The findings of the Utilities Briefing Paper undertaken in March 2020 are that there are no network investment issues required to supply the full development site with water, electricity and gas connections. South Staffs Water, Severn Trent Water (STW), Cadent Gas and Western Power Distribution have confirmed that connections can be taken off local networks in or around the site and that capacity is available without major off-site works.

It is assumed that existing utilities within the site boundary will largely be made redundant as the existing buildings are to be demolished. Where existing utilities fall within roads which are to be realigned or where new access junctions are to be formed, local diversions may be required to all services. This will depend on the depth and line of the existing services and the junction proposals. Where utilities can be left in-situ, this would always be the best option.

The above conclusions are based on preliminary enquiries made to utility providers.

The technical constraints plan on the following page shows the existing utilities including the STW public surface water main with an easement of 5m either side that runs south to the north and north east of the site.



Climate Change Strategy (2020-2041) Document

HEAT NETWORKS

The Climate Change Strategy (referred to on page 14) identifies aims and objectives to achieve climate change mitigation, including the use of heat networks. They are a cost-effective way of reducing carbon emissions from heating, and their efficiency, and monetary and carbon-saving potential increases as they grow and connect to each other. They provide an opportunity to exploit larger scale, and often lower cost, renewable and recovered heat sources that otherwise cannot be used (gov.uk, 2020).

Sandwell MBC recognises the inevitable downfall of natural gas as an energy source and are looking to include more renewable energy technologies into the design of new-build council homes. This includes exploring the potential for heat networks utilising, where possible, heat recovery from renewable sources, such as energy from waste facilities, canals, and redundant coal mines.

Sandwell MBC intends to introduce the concept of heat networks and other local-based energy generation to residents and businesses and transition to more eco-friendly homes.

It is important that these considerations are taken into account in the detailed proposals for the site to help Sandwell contribute to their climate agenda.

NOISE

The noise assessment produced in January 2020 found that the existing ambient noise levels around the site are likely to be dominated by road traffic noise from the A41, A4031, Spon Lane, West Bromwich Bus Station, and

the railway line along the northern site boundary.

A 3D noise model (extracts seen below) has identified areas of high risk with respect to noise and where residential development would be likely to require additional mitigation measures; some of these can be seen adjacent.

The site layout should consider maximising the screening effect of proposed buildings along the northern and eastern boundaries of the site. Gardens should be placed on the shielded side of proposed dwellings away from the surrounding road and rail network.

The assessment highlighted the main areas of concern are the northern and eastern site boundary. This constraint can be mitigated by development fronting onto Spon Lane and the Metro.

DRAINAGE

Following an overview of site levels and existing run off, there have been areas identified where SUDS ponds could be located. However, due to the sites urban location, it will be more appropriate to incorporate underground storage tanks, which could be located within open space (subject to further assessment).

KEY

■ Negligible	■ Low - medium
■ Negligible - low	■ Medium
■ Low	■ High



Extracts from noise assessment, showing noise pollution during the day (left) and night (right)











TECHNICAL CONSTRAINTS PLAN

The plan adjacent identifies the impact of the technical assessments and physical known constraints. The key issues from the assessments are:

- Public surface water main with easement of 5m either side.
- Other utilities that are within the existing road infrastructure will need to be considered in the design proposals.
- The noise constraints along the northern and eastern site boundaries can be mitigated with frontages of dwellings, placing the amenity space to the rear where possible. Higher scale development to the northern boundary will also help screen the rest of the site from noise issues.

For further information on geo-environment, utilities, air quality and noise, please refer to the Appendices.

KEY

- | | |
|--|--|
|  Site boundary |  GTC |
|  STW private sewer |  Noise constraint |
|  STW public foul gravity |  Potential location of SUDS (based on high level assessment) if underground storage is unachievable |
|  STW public surface water with easement | |
|  South Staffordshire Water | |
|  Virgin Media | |
|  Cadent Gas national grid | |



Technical constraints

URBAN DESIGN ANALYSIS

The plan adjacent identifies key considerations and opportunities that will gear the proposals towards a successful design that will not only respond to the technical constraints but also the character of the site's surroundings.

SITE LOCATION

The site is well located to the south of the town centre and Metro, creating opportunities for innovative development that reflects the scale and massing of those seen in the town centre.

LAND OWNERSHIP

The north western corner of the site is a particularly large area of single land ownership and also changes in level, stepping down towards the Metro. This area offers an opportunity for a significant gateway into The Lyng whilst also directly next to the Metro.

SURROUNDING LAND USES

Sandwell College to the north, Linkway Medical Practice to the west and flats along Spon Lane are of particular large scale and therefore development near these areas can reflect this. This would also form a natural rise in density leading towards the town centre.

Along the westerly southern boundary, dwellings back on to Mount Pleasant Street and also require rear access to garages and gardens. This boundary will need careful consideration to ensure Mount Pleasant Street is well overlooked as a pedestrian link to Lyng Lane. This could be mitigated by proposed homes siding onto the existing street to provide natural surveillance and an enhanced streetscene.

HERITAGE

There are a number of industrial buildings of particular significance along Bell Street (see example, right). These buildings have been identified as offering a strong level of architectural quality and detail. There is an opportunity to envelope these buildings within the design proposals.

RETAINED STREETS

The existing access points along the site boundary should be retained and used within the proposal. The majority of roads can also be retained and used as primary vehicular routes. There is potential for pedestrian / cycle connections to the Metro and town centre along the northern boundary.

CONNECTIVITY

There are numerous vehicular access points along the site boundary and these should be retained where possible.

The pedestrian route along Mount Pleasant Street provides a connection to Lyng Lane but currently homes and industrial units back or side on to this route with no natural surveillance (as seen in the image opposite).

Whilst there are routes to the north from the site, there are aspirations to provide a crossing across the Metro Line. This connection would create a stronger relationship between the site, Sandwell College and town centre. *This ambition is subject to technical assessment and future discussion with Transport for the West Midlands (TfWM).*

The STW easement that runs through the site from north to south creates an opportunity to support pedestrian and cycle routes towards the town centre.

There is an existing cycle route along the northern boundary of the site that runs along the Metro line. This provides a great opportunity to promote active travel and a connected neighbourhood.

GATEWAYS

There are key opportunities to enhance the gateways into The Lyng from the town centre in particular. This could be improved through the focal buildings and buildings of scale, where appropriate, that provide a distinctive interface with the street and its surroundings.

GREEN INFRASTRUCTURE

Although the STW easement runs through the centre of the site, forming irregular development blocks, it creates an opportunity for a linear open space.

Within the site aspirations, high density development is expected, which usually results in less amenity space provision. This open space will create a significant asset for both new residents and the community.

The open space immediately to the west of the site offers an opportunity for the design proposals to reflect a similar streetscape with homes fronting onto an area of open space. This would also help integrate the character of Phase I into the site.

There are plenty of opportunities to provide new leisure routes for walking, cycling and dog walking to create a connected community.



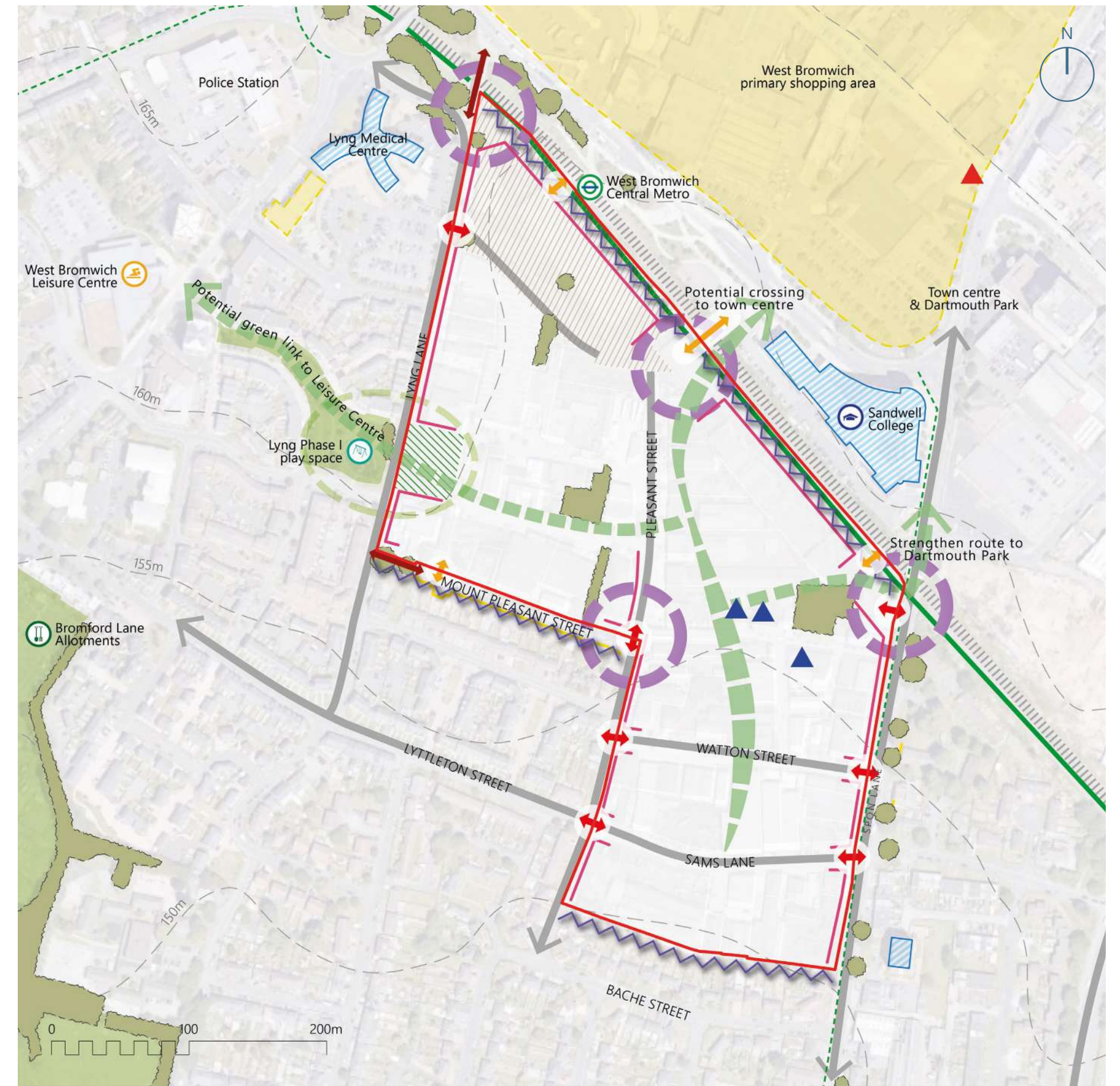
The pedestrian / cycle route on Mount Pleasant Street has limited overlooking



Buildings identified as architecturally significant along Bell Street.

KEY

- Site boundary
- 5m contours
- Building of architectural significance
- Primary shopping area / local shops
- Retail Park
- Single landowner / significant level drop towards town centre
- Large single ownership area
- Existing main roads
- Metro line
- Off road cycle route
- Planned cycle route
- Existing vehicular access
- Existing pedestrian route
- Potential pedestrian / cycle access
- Existing vegetation / trees
- Sensitive edge / adjacent built form
- Negative frontage
- Negative frontage
- Potential frontage
- Opportunity for strong gateway into site / town centre
- Building of scale
- Potential green link
- Opportunity to extend open space into site



Urban design analysis

DEVELOPMENT FRAMEWORK REVIEW

A Development Framework for Lyng Phase II was produced by Sandwell Council. Since this document was produced in February 2011, there have been some changes to the site

constraints that need to be addressed. The table below highlights the original strategy for the site and what changes have occurred since, that will alter how the framework proposals are progressed:

SECTION	HIGHLIGHTS	COMMENTS / UPDATES
INTRODUCTION		
Study area	<ul style="list-style-type: none"> The gross site area was previously noted as 10.8ha. This area included homes along Bache Street, Pleasant Street and Mount Pleasant Street and excluded the area immediately south of the Metro line. 	<ul style="list-style-type: none"> Site area has been extended northwards to the Metro line and now excludes those homes which back onto Mount Pleasant Street and Pleasant Street and front onto Bache Street. The updated site area is 12.34ha.
THE SITE		
Constraints & opportunities	<ul style="list-style-type: none"> Plan identifies foul and surface storm sewers but does not show the stand-off / easement. 	<ul style="list-style-type: none"> A public surface water main runs north to south and north east through the site. This constraint requires an easement where development cannot be proposed; Updated assessments and reports have since been produced, as referred to on pages 14-17. See appendices for full reports.
DEVELOPMENT FRAMEWORK		
Rationale	<ul style="list-style-type: none"> Text states that the development will be expected to achieve a 'gold' level under the Building for Life criteria; This section identifies 7 CABE key principles / characteristics that create successful places. 	<ul style="list-style-type: none"> Building for Life has now been updated to 'Building for a Healthy Life', however local authorities can choose which they prefer developers to refer to; CABE, now known as The Design Council has not updated this document. The principles include legibility, adaptability and quality of public realm.
Design principles	<ul style="list-style-type: none"> Minimum density of 50dph in line with the Councils Residential Design Guide 2004, with some lower densities (35-50dph) to accommodate families; The plan suggests higher density to the east of the site, along Spon Lane; Denser accommodation to provide live, work, play - a balanced mix of housing and public / private open space. 	<ul style="list-style-type: none"> Higher density development will be promoted, with densities up to 100dph along the south of the Metro line in particular; The proposals will accommodate a higher density along Spon Lane to reflect the flats on the opposite side and Sandwell College; Following the viability assessment, the site if redeveloped would most likely be entirely residential.
Development option / framework	<ul style="list-style-type: none"> Indicative capacity provides circa 450 units of mixed housing with a density of 57 dwellings per hectare (dph). 	<ul style="list-style-type: none"> The site area has increased to the south of the Metro and with an aspiration for higher density, the assumed capacity will increase; This stage of work has highlighted the need to aim for 70-100dph in higher density areas; The indicative plan does not consider the stand-off from the sewer that runs through the site; Development option assumes the existing road network within the site will be retained; Development blocks are not typical parameter block depths.

Table 1

Following the comments adjacent, the plans in the document have also been reviewed in further detail below:

CHANGES TO THE MASTERPLAN FRAMEWORK

- 1 The site boundary has been extended to the south of the Metro line, enabling strong frontage along this edge and create a high density character towards the town centre.
- 2 An opportunity to connect to the north should be maintained within the design proposals but this should be aimed to connect to the Metro and cycle route along the northern edge of the site.
- 3 The easement has not been considered in the proposals. The framework will need to take on a new approach as development cannot be proposed within the easement.
- 4 The site boundary now runs along the east of Pleasant Street where the proposals will need to consider the existing residential development backing onto the south of Mount Pleasant Street.



Constraints and opportunities plan, extracted from Lyng Industrial Estate, Black Country Growth Point Development Framework, February 2011,

DEFINING DESIGN PRINCIPLES

- 5 Linking The Lyng to the town centre and beyond should remain an important principle, providing the right infrastructure and conditions for active travel to take advantage of the site's location next to the town centre and transport links.
 - 6 Integrating the open space to the west of Lyng Lane should continue to be a key design principle. The creation of private drives with frontages overlooking the public open space is an appropriate way to promote natural surveillance, active façades and high value development.
 - 7 The key roads that intersect the site are important routes that should be retained where possible. These routes provide direct connections to the surrounding area and town centre. New pedestrian and cycle routes should also be provided throughout the site to promote a permeable, walkable and integrated network of streets and spaces.
- The noise issues along Spon Lane have been highlighted and remain a design consideration. The noise issue to the north is now along the Metro line. Built form should front onto the noise issue where possible to mitigate this constraint.

For further information, refer to the 'Lyng Industrial Estate, Black Country Growth Point Development Framework', dated February 2011.



Previous masterplan framework, extracted from Lyng Industrial Estate, Black Country Growth Point Development Framework, February 2011,

OVERVIEW OF EXISTING PREMISES WITHIN THE LYNG INDUSTRIAL ESTATE

The Lyng industrial estate comprises an active and varied industrial estate, with a wide range of occupiers and buildings, both in regard to the quality of operation, building stock and the scale of such.

The majority of the site comprises traditional industrial and warehouse premises of varying specifications, with occupiers including MOT garages, commercial vehicle repairs, car repair shops, manufacturing facilities and scrap metal merchants. In addition, the eastern boundary of the site abutting Spon Lane consists of a wider variety of uses, including retail units, office accommodation and day nurseries, whilst the north western area of the site, comprises of a retail unit and a large quasi warehouse / office building occupied by a religious organisation.

A summary of the extent and nature of different uses is found within the subject site is included within Table 2. The quantum extent of each use is based on site area.

EXISTING USE	SITE AREA (AC)	PERCENTAGE
Warehouse & premises	7.525	28.12%
Factory & premises	4.225	15.79%
Vehicle repair	4.128	15.43%
Community centre & car park	3.315	12.39%
Scrap yard / metal processing	1.338	5.00%
Trade counter	0.763	2.85%
Storage depot / office / workshop	0.743	2.78%
Workshop / office / storage	0.691	2.58%
Tyre sales	0.599	2.24%
Offices & yard	0.571	2.13%
Snooker hall	0.425	1.59%
Car wash	0.4	1.49%
Shop	0.396	1.48%
Offices	0.362	1.35%
Open storage	0.271	1.01%
Religious	0.207	0.77%
Vacant site	0.205	0.77%
Engineering design	0.176	0.66%
Nursery school	0.15	0.56%
Public house	0.103	0.38%
Vacant industrial	0.088	0.33%
Car park	0.078	0.29%
TOTAL	26.759	100%

Table 2

It will be noted that the main identified use relates to warehouse and storage uses – over 28%, with manufacturing around 16%. Premises in use for vehicular repair is significant at around 15%. Around 13% is currently used for community and religious purposes.

The central area of the estate is predominantly regarded as the lower quality area, with many buildings requiring investment and nearing the end of their economic life, showing a clear lack of recent occupier investment. This is the area primarily occupied by smaller, local occupiers, whilst the properties towards the boundaries of the site have a number of larger scale operators including Royal Mail, Fred Smith and Science of the Souls.

In total across the whole of the identified Lyng Phase II site, there are approximately 81 interests, a number with multiple properties within each interest. The ownerships are varied from owner occupiers, local investors and property investment companies, though it is noted that a very small proportion of the site is presently in council ownership – excluded from the schedule but relating to a small public car park which is unregistered.

Table 3 provides a summary of current ownerships by site area.

LAND REGISTRY RECORDED OWNER	SITE AREA (AC)	PERCENTAGE
Private owner	8.737	32.65%
The Trustees of Radha Soami Satsang Beas British Isles	3.577	13.37%
Portrust Holdings Limited	3.019	11.28%
A W Stokes (Holdings) Limited	2.700	10.09%
TellIdeal Limited	1.568	5.86%
Radha Soami Satsang Beas British Isles	1.095	4.09%
Barnett Waddington Trustees Limited	0.918	3.43%
Royal Mail	0.892	3.33%
Aluminium Products Limited	0.795	3.33%
Brandonway Limited	0.775	2.90%
Saxon Lettings Limited	0.637	2.38%
Danwell Trading Limited	0.403	1.51%
Fast Track Food Ltd	0.324	1.21%
Ferdotti Ventures Limited	0.323	1.21%
T Hackett (Holdings) Limited	0.293	1.09%
Atlas Forklift Holdings Limited	0.281	1.05%
The Fiduciary Corporation (Properties) Limited	0.176	0.66%
Rowanmoor Trustees Limited	0.15	0.56%
Ferdotti Motor Services Limited	0.096	0.36%
TOTAL	26.759	100%

Table 3



Images of existing uses on site

Around one third of the estate is within multiple private (unknown) ownership, the Radha Soami Satsang Beas British Isles having ownership of the single largest proportion of the estate (around 17%).

Given the differing ages, uses and specification of the properties across the estate, values therefore also vary considerably, and whilst no detailed valuation advice as to the current market value of the existing properties on the estate has been undertaken, an indication of high-level values is provided. The plan adjacent with the table on the following page provides an estimate of the market value of the freehold interest for each identified parcel. Based upon the size, age, use and specification of the buildings capital values have been arrived at using the basis of a value rate per sq. ft/sq. m. Three separate levels of values have been applied to the differing nature of buildings. A capital value of £60.00 per sq. ft (£645 per sq. m) has been applied to the better buildings on the estate, a capital value of £40.00 per sq. ft (£431 per sq. m) to the reasonable quality buildings on the estate and a figure of £25.00 per sq. ft (£270 per sq. m) for the poorest quality units.

The indicative values are reported within the table (Table 4) on the following page that can be cross referenced with the plan adjacent.

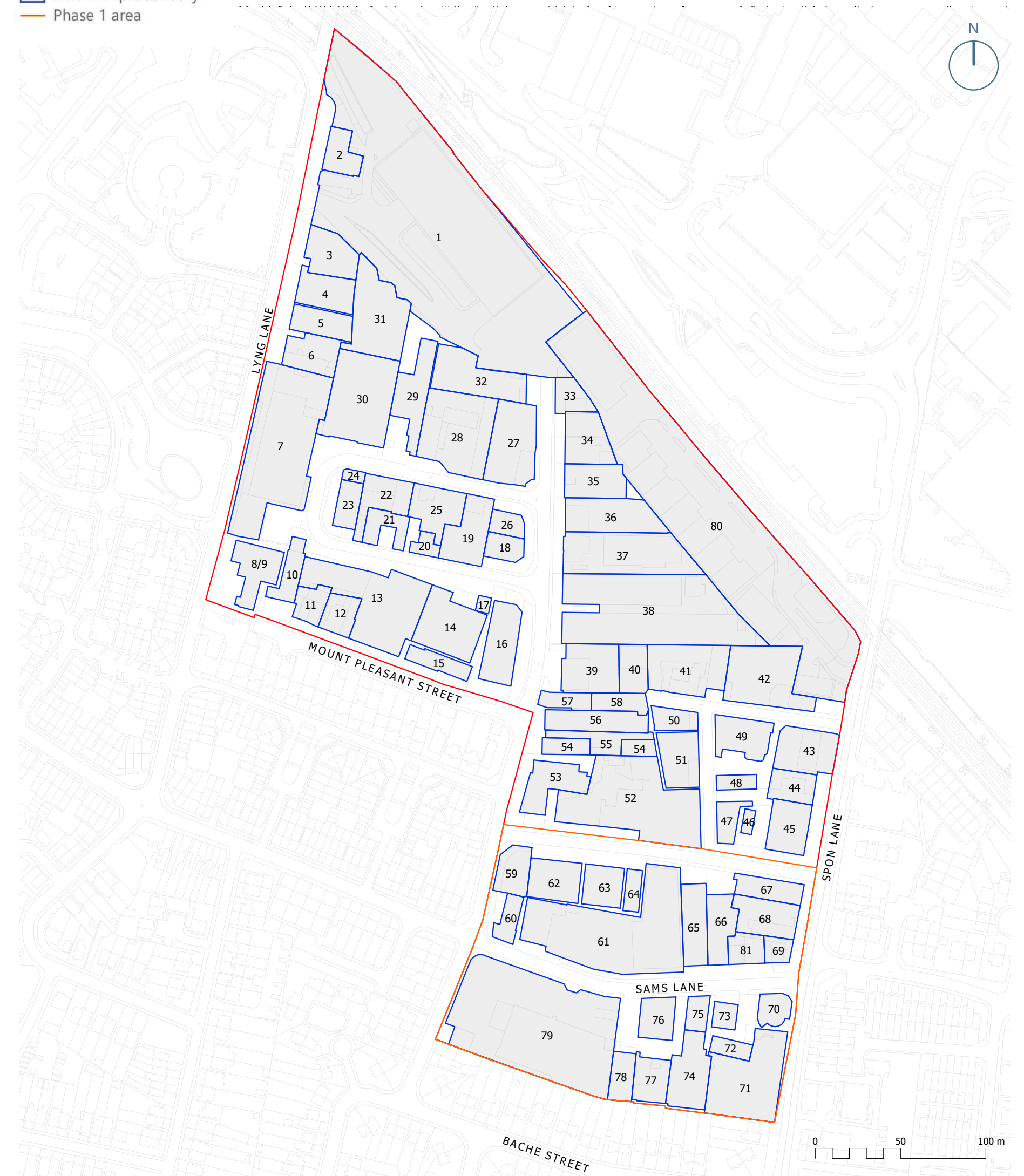
A more detailed analysis of the various parcels of land and their respective estimates of value has been prepared and is included within the accompanying market assessment report.



Images of existing uses on site

KEY

- Site boundary
- Ownership boundary
- Phase 1 area



Ownership plan

SITE REF	OCCUPIER	USE	OWNER	SITE AREA (AC)	BUILDING FLOOR AREA (SQ. M)	ESTIMATE OF VALUE
1	Science of The Soul	Community centre & car park	The Trustees of Radha Soami Satsang Beas British Isles	3.315	4101	£2,648,565
2	Lyng Pharmacy	Shop and premises	The Trustees of Radha Soami Satsang Beas British Isles	0.262	353	£151,986
3	Fred Smith Motor Bodies	Workshop / office / storage	Telideal Ltd	0.213	712	£306,556
4	RCCG His Fullness (Religious Organisation)	Religious organisation	N/A	0.207	660	£284,167
5	Express Windows	Warehouses and premises	Radha Soami Satsang Beas British Isles	0.187	129	£55,542
6	Hankinson Painting Group	Warehouse	Tainbrook Ltd	N/A	186	£80,083
7	Royal Mail	Warehouse & distribution centre	Royal Mail	0.892	2,029	£873,598
8 & 9	Fast Track Food Ltd	Warehouse	Fast Track Food Ltd	0.324	960	£413,334
10	Pha R&D Centre Europe Ltd	Engineering design activities for industrial process and production	The Fiduciary Corporation (Properties) Ltd	0.176	432	£186,000
11	Topsy Ltd	Workshop & premises	Private owner	0.1	89	£38,319
12	Trc (Midlands) Ltd	Workshop & premises	Private owner	0.124	351	£94,453
13	Jbi Technology Ltd	Storage depot / office / workshop	A.W. Stokes (Holdings) Ltd	0.743	376 272	£278,960
14	Paraid Powder Coatings Auto Restore Centre	Vehicle repair shop	Danwell Trading Ltd	0.403	245	£105,486
15	Unknown	Storage (outdoor)	Private owner	0.152	115	£49,514
16	Heaton	Snooker hall	N/A	0.425	816	£351,334
17	Unknown	Workshop & premises	Private owner	0.033	55	£23,762
18	Unknown	Warehouse	Barnett Waddington Trustees Ltd	0.142	307	£132,181
19	Not occupied	Vacant site - overgrown with vegetation	A W Stokes Holdings) Ltd	0.205	116	£31,215
20	Not occupied	Warehouse / office	A W Stokes Holdings) Ltd	0.101	289	£77,769
21	Not occupied	Warehouse	A W Stokes Holdings) Ltd	0.121	374	£100,642
22	Marr Fish Merchants	Warehouse	A W Stokes Holdings) Ltd	0.168	436	£281,584
23	Turners of Bond Street	Warehouse	Ferdotti Ventures Ltd	0.179	316	£136,013
24	Hall Street Café	Cafe	Hall Street Café	N/A	20	£5,382
25	A.W. Stokes & Sons	Offices and yard	A W Stokes (Holdings) Ltd	0.155	146	£62,861
26	Under construction	Warehouse	Private owner	0.121	120	£77,500
27	Vacant Transport Depot	Warehouse and storage (outside)	A W Stokes (Holdings) Ltd	0.41	884	£237,890
28	Vacant Transport Depot	Warehouse and storage (outside)	A W Stokes (Holdings) Ltd	0.39	3,334	£1,435,474
29	Unknown	Warehouse and storage (outside)	A W Stokes (Holdings) Ltd	0.407	880	£378,889
30 & 31	Section & Tubes Ltd	Factory & premises	Radha Soami Satsang Beas British Isle	0.908	3,392	£1,460,446
32	G & S Recycling	Factory & premises	Private owner	0.317	332	£143,018
33	Ak Technik	Office	Private owner	0.098	127	£54,681
34	Dandy Fans	Warehouse (manufacturer)	Private owner	0.227	235	£101,181
35	Longwear Alloys Ltd	Warehouse (manufacturer)	Private owner	0.2	675	£290,711
36	Longwear Ltd	Warehouse (manufacturer)	Barnett Waddington Trustees Ltd	0.297	2,028	£873,168
37	Longwear Surface Treatments	Factory & premises	Barnett Waddington Trustees Ltd	0.479	1,077	£463,709
38	Berck Precision Components	Factory & premises	Private owner	1.097	4,027	£1,733,862
39	Ferdotti Motor Services Ltd	Vehicle repair shop	Private owner	0.3	406	£174,728
40	Berck Precision Components	Warehouse	Private owner	0.169	404	£108,715
41	Atlas Forklift	Tyre shop	Atlas Forklift Holdings Ltd	0.281	1,043	£449,104
42	Not occupied	Open land & office building	Portrust Holdings Ltd	0.416	188	£226,260

Table 4

SITE REF	OCCUPIER	USE	OWNER	SITE AREA (AC)	BUILDING FLOOR AREA (SQ. M)	ESTIMATE OF VALUE
43	Espirit Up (Interior Specialists)	Workshop & premises	Private owner	0.217	231	£148,994
44	Spoon Lane Day Nursery	Workshop & premises	Private owner	0.217	231	£148,994
45	Spoon Lane Day Nursery	Nursery school	Rowanmoor Trustees Ltd	0.15	149	£96,229
46	Radcliffe Motor Services	Workshop & premises	Private owner	0.138	123	£53,001
47	Abr Specialist Welding Ltd	Factory & premises	Private owner	0.15	299	£128,831
48	Unknown	Workshop & premises	Ferdotti Ventures Ltd	0.09	201	£54,089
49	Auto Body Technik	Car body shop	Private owner	0.263	561	£241,542
50	Unknown	Car park	T Hackett (Holdings) Ltd	0.078	N/A	£23,400
51	Hackett's Pipeline	Wholesaler	T Hackett (Holdings) Ltd	0.215	919	£395,513
52	Aluminium Products Ltd	Warehouse (aluminium supplier)	Aluminium Products Ltd	0.795	2,103	£565,912
53	BM Auto Parts AG Auto Parts	Auto part store	Private owner	0.298	731	£314,736
54	A.D. Accident Repairs	Factory & premises	Private owner	0.177	597	£257,042
55	A.D. Accident Repairs	Factory & premises	Private owner	0.078	N/A	£23,400
56	West Bromwich Pressing Ltd	Factory & premises (presswork engineering)	Private owner	0.198	949	£408,598
57	Ferdotti Ventures Ltd	Workshop (vehicle repair shop)	Ferdotti Ventures Ltd	0.054	169	£109,146
58	Ferdotti Ventures Ltd	Workshop (vehicle repair shop)	Ferdotti Motor Services Ltd	0.096	406	£262,209
59	Saxon Lettings Ltd	Outdoor storage	Saxon Lettings Ltd	0.119	N/A	£35,700
60	Windsor Castle	Bar & grill	Private owner	0.103	464	£124,727
61	Midland Industrial Metals Ltd	Metal processing company	Private owner	1.021	1,980	£1,278,751
62	Fred Smith & Sons	Truck repair shop	Saxon Lettings Ltd	0.236	1,278	£550,251
63	Unknown	Factory & premises	Saxon Lettings Ltd	0.194	432	£186,000
64	Vacant	Vacant	Saxon Lettings Ltd	0.088	186	£50,052
65	Dx Scaffolding	Warehouse	Brandonway Ltd	0.292	491	£211,403
66	Big Johns Auto Repair	Workshop (vehicle repair shop)	Brandonway Ltd	0.283	678	£291,917
67 & 68	Euro Glazing (UK) Ltd West Bromwich Tyres	Double glazing	Private owner	0.318	1,230	£529,584
69	Khurram & Co Solicitors	Lawyer's office	Private owner	0.064	251	£108,194
70	Flair	Beauty salon	Beauty Salon	0.134	328	£141,222
71	Supreme Auto Clean	Car washing	Private owner	0.4	N/A	£160,000
72	Lodge Cars	Metal coil slitters	Private owner	0.153	260	£112,074
73	J. & J. Slitting Services Ltd	Metal coil slitters	Private owner	0.067	193	£83,097
74	Spon Autos	Vehicle repair shop	Private owner	N/A	703	£302,681
75	Beemabuild	Vehicle repair shop	Private owner	1.138	235	£63,238
76	Jlb International Ltd	Shipping logistics	Telideal Ltd	N/A	448	£120,556
77	Plastic Fan Co (now vacant)	Workshop & premises	Telideal Ltd	N/A	505	£154,570
78	Alpine Gymnasium	Gym	Telideal Ltd	N/A	359	£1,116,862
79	Fred Smith & Sons Motor Bodies Ltd	Truck repair warehouse & premises	Telideal Ltd	1.355	2,594	£1,116,862
80 A		Warehouse & premises	Portrust Holdings Ltd	2.603	292	£125,920
80 B		Warehouse & premises	Portrust Holdings Ltd	Incl In Above	178	£76,640
80 C		Factory & premises	Portrust Holdings Ltd	Incl in above	501	£215,760
80 D		Warehouse & premises	Portrust Holdings Ltd	Incl in above	312	£134,400
80 E		Factory & premises	Portrust Holdings Ltd	Incl in above	311	£133,960
80 F		Workshop & premises	Portrust Holdings Ltd	Incl in above	309	£133,440
80 G		Workshop & premises	Portrust Holdings Ltd	Incl in above	311	£133,960
80 I		Warehouse & premises	Portrust Holdings Ltd	Incl in above	356	£153,480
80 J		Warehouse & premises	Portrust Holdings Ltd	Incl in above	276	£118,960
80 K		Warehouse & premises	Portrust Holdings Ltd	Incl in above	1232	£530,600
80 H		Factory & premises	Portrust Holdings Ltd	Incl in above	298	£128,320
81	Vacant	Office	Brandonway Ltd	0.2	143	£92,640
TOTAL				26.759	53492	£23,500,963

PROPERTY MARKET CONTEXT

THE LYNQ INDUSTRIAL ESTATE

It is considered that the Lyng Phase II area, has the potential for a wide variety of future redevelopment, given its prime location within such proximity of West Bromwich town centre. It is however noted that its present planning allocation is for residential, with some office use and incubation units to the north western boundary.

The existing industrial estate that occupies the Lyng Phase I site is highly active, with only a small number of vacant units, though the specification and condition of the units varies considerably across the estate, as does the nature of occupier. Whilst it is considered that the location offers redevelopment potential, the values achieved for units on the estate demonstrate that the estate remaining popular for industrial users.

Whilst it is considered that residential redevelopment might offer the perhaps most suitable nature of redevelopment of the site, given the location – being adjacent to the Lyng Phase I, the proximity of the town centre, and the amenities on offer all of which making the site a sustainable residential location. However the site has few void units and is well occupied such that the estate can demonstrate that it works at some level for commercial / economic use.

Residential values within the wider West Bromwich area appear to be rising, with some second-hand stock on the Lyng Phase I achieving considerably higher values than that of the same units when sold 'as new', and other new build properties within the West Bromwich area achieving values in the region of £230 - £240 per sq. ft.

The most popular dwellings within new residential developments around

West Bromwich appear to be 2, 3 and 4-bedroom homes, with a mixture of property types to include, terraced and semi-detached (in the majority) as well as detached.

The apartment market within the town is limited and largely unproven, with limited evidence available and where available, low values tend to be achieved leading to viability issues. At present, the only new build apartments in West Bromwich, are Goldcrest Suites in the town centre, which although newly constructed appear to provide basic accommodation aimed at the investor market rather than young professionals and first-time buyers. Where existing traditional housing stock provides gardens at relatively low values, it becomes difficult to justify paying required prices to render new build apartments viable. The current COVID-19 climate also appears to be driving preferences towards homes with gardens, albeit high quality open space might mitigate this to some extent.

Given the location of the site, and transport connectivity, office development might have been considered possible, however, given the close proximity of the competing, and superior Birmingham city centre, it is unlikely that without considerable public sector support, any office development would be viable, given the rental values that are considered to be achievable in West Bromwich, and the likely occupiers that could be secured, against the costs associated with delivery of high specification office accommodation. Any prospect of office development will now most likely be in further jeopardy given the Covid-19 pandemic, with many firms encouraging home working and the office market sector experiencing issues as a direct result.

It is possible that the location would appeal to retail occupiers 'big box' type retailers or discount supermarket

retailers. The site area is considered to be large enough to support such developments, however given the close proximity of the other local 'out-of-town' retail provision, including Aldi and Lidl stores, it is not considered that there would be demand to make a development of this nature viable.

The considerable proposals for mixed use regeneration of the retail core area of West Bromwich are noted and it is considered that these are areas most suited to highest density residential development and other retail / leisure and office schemes rather than the majority of the Lyng Industrial Estate, albeit the area immediately south of the Metro line might be considered an exception.

It is also noted to be the case that the current industrial estate remains popular, albeit suffering from a lack of recent investment, most likely exasperated through the current allocation for alternative uses.

Whilst no consultation has been undertaken with current businesses on the Lyng, it is understood that recent approaches have been made to the Council by a major Lyng occupier to establish proposals for the Lyng Estate. This is required to inform their business planning process and assist in an immediate decision requirement around remaining on site, repairing and improving existing accommodation, or whether it more appropriate to consider relocation options.

It is also understood that there is existing interest from Sandwell College for the delivery of educational facilities which includes business accommodation for small and emerging enterprises. It is understood likely that the preferred position for delivery of this project, would be in the immediate vicinity of the Metro Tram station, on the area

of the estate currently owned and occupied by Science of the Souls. In order to establish the ability to deliver the project in the preferred location, then it will be necessary to engage with the owner / occupier of the subject site, which it is understood may be underway between the college and the occupier direct. It is considered most likely that any acquisition would be resisted and would potentially be costly to pursue, hence some alternative location might be sought within the Lyng and would potentially be tied in with the aspired new metro line crossing which would cross from the existing Sandwell College campus to the north of the tram line, to some of the poor quality stock within the Lyng Industrial Estate.

RELOCATION OPPORTUNITIES / STRATEGY

A detailed review of possible relocation sites for the occupiers of units has been undertaken, to assess properties currently on the market both 'for sale' and 'to let', given that the units are occupied by way of different tenures.

Within the anticipated initial Phase 1 area, (see adjacent plan) there are a total of 22 differing properties / interests, with a total area in the region of 2.63 hectares (6.5 acres). See section 5 for a description of phase 1 proposals and justifications for selection of this area to complete the initial phase of residential redevelopment if this were to be pursued.

The units contained within the identified 'Phase 1' range in size from 143.44 sq. m (1,544 sq. ft) to 1,980 sq. m (21,313 sq. ft), comprising a mixture of industrial, light industrial and quasi trade / retail units along the Spon Lane frontage. Research has therefore been undertaken of available units within a 2 mile radius

of the Lyng for units of varying uses and tenures. There are currently 18 identified properties available, but it is unlikely that all of the occupiers within the Lyng Phase 1 would be able to be relocated into these units due to a number of factors, including suitability, size and cost. It is possible that some occupiers may be willing to relocate further afield and others would not wish to relocate the business at all, due to retirement or a downturn in trade level, and this could be exacerbated further by the current Covid-19 pandemic. It is also envisaged that business owners will be reluctant to relocate companies to identified properties, as they will not be as central to West Bromwich town centre as the Lyng, and the business population on the Lyng is predominantly indigenous to the area.

Another consideration is the cost of those units identified as being currently available 'to let' or 'for sale', although comparison suggests that the average rents are broadly in line with rents likely to be payable at the Lyng.

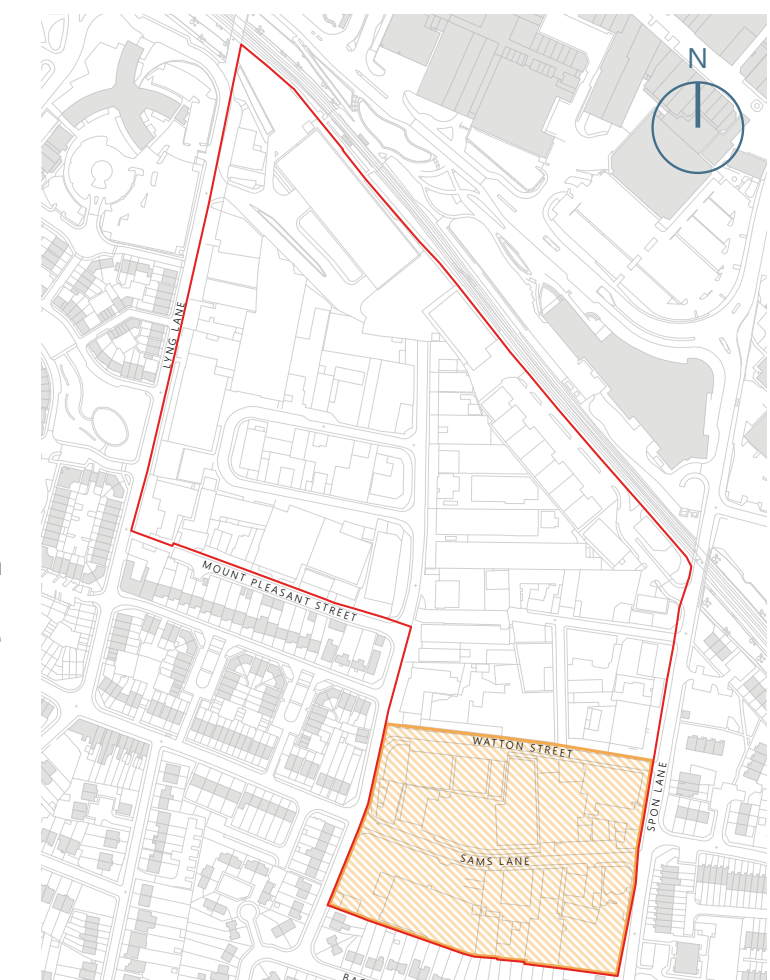
It is concluded, that whilst there are units available within a short distance of the Lyng which could assist in the relocation of some of the occupiers currently within the identified phase 1 of the Lyng regeneration, it is highly unlikely that all of the occupiers would be found suitable alternative accommodation.

Relocation of the occupiers across the wider Lyng industrial estate has also been considered, and in this regard, a Co-Star sub-market report, reveals that within the next 2 years there is in excess of 505,000 sq. ft of industrial stock proposed, with more than 125,000 sq. ft under construction at present.

KEY
 Site boundary
 Phase 1 area

As has been the case across the Sandwell market over the last 5 years, much of the new stock is purpose built rather than speculative development, therefore at the time the council is proposing to move the future phases forward it may be beneficial to discuss the requirements with developers whom have land holdings within the area to secure an agreement to deliver units for the relocated occupiers. For example, units at Brandon Way have been marketed for over 3 years with little pre-letting interest and no desire by the developer to construct speculative units.

It is considered that the biggest issue to overcome will be the reluctance of the occupiers to relocate, given that in many respects, the current location of the Lyng industrial estate is ideal for most business occupiers, given the periphery of the town centre and the ideal transport links surrounding.



Phase 1 area

ACQUISITION STRATEGY

Across the whole of the identified Lyng Phase II site, there are approximately 81 interests identified, a number with multiple properties within each interest. At present, the council do not own any significant interest within the site. Throughout the research undertaken thus far, it has been established that several units are currently on the market 'for sale' and that several units have recently transacted in recent years.

It is considered that there are two main options available to the council in order to acquire properties across the Lyng site – one is to purchase units by way of negotiation, the other is to acquire by way of a Compulsory Purchase Order. These two options are explored further below.

Given the number of units and interests across the site, it is considered unlikely that all of the properties and interests could be purchased by way of negotiation, though it may be possible to acquire a number of units in this way. Whilst some occupiers would undoubtedly be willing to discuss the potential of disposing of their interest to the council, it is likely that others would be unwilling to discuss the disposal. It is also possible, that once occupiers become aware that the council is considering a purchase, for regeneration purposes that value/price expectations will rise, with owners expecting to obtain a figure which exceeds market value. It is possible that post Covid-19, units across the estate may come to the market or be vacated, with owners looking to dispose of their interests, particularly if the economic recession that is forecast occurs.

It is further considered, having reviewed the nature of owners / occupiers of premises across the estate, that a number of interests would most likely be both challenging and costly to acquire. Examples of such interests includes those held by Science of the Souls (pictured right) who have acquired several units across the estate within recent years, predominantly within the vicinity of the Midland Metro Tram Station. The Science of the Souls is a form of religious organisation and likely to prove difficult to correspond with directly and to

negotiate with – it is possible that under CPO, Rule 5 (equivalent reinstatement) might be considered to apply. A further example is the Royal Mail distribution depot office, located to the edge of the estate off Lyng Lane. Acquisition of the Royal Mail premises is likely to be both difficult and costly by way of negotiation given the occupiers standing and essential role they hold, in addition to a lack of reward / benefit in moving the operation to an alternative location and the associated disturbance costs arising.

To acquire all the units and to ensure that clean title is obtained across the estate, it would likely be preferable to amalgamate the site through the use of a Compulsory Purchase Order (CPO). Whilst progressing a CPO across the site is likely to be a more expensive option, when statutory compensation and relocation costs are considered, it is unlikely given the scale of the potential acquisition and the number of units and interests that are included that any other options would be successful. A CPO could be progressed on a phase by phase basis, to ensure that the council could complete the acquisition within any given three-year period when a CPO might be granted, negating the need to acquire all the interests in a single tranche.

Given that the proposed redevelopment and any CPO would be undertaken over

a considerable number of years, the Council could, in the meantime look to speculatively purchase any units that become available in advance of CPO, which would result in acquisition based on market value, with no statutory compensation required to be paid. If this approach were to be taken, then the council would, over time build up a property holding across the estate, which would place them in a stronger position when looking towards delivery of any particular phase and ultimately if a CPO were sought to be progressed. An advance proactive acquisition strategy would also result in the council acquiring potential income producing properties in the short-medium term, with any income received used to offset future acquisition costs. Hence, this approach would reduce the overall cost of acquisition, as statutory compensation would be required on fewer interests, provide a great level of control over the site and potentially provide an interim rental income.

If opportunity acquisitions were to be pursued, then it would be recommended that each potential acquisition be considered on its merits, and the 'strategic fit' of the acquisition which might be assessed based on a number of key criteria:

- i) Scale of opportunity (size of site)

- ii) Location within the estate
- iii) Potential to eradicate an undesirable use
- iv) Potential to re-let the premises pending redevelopment
- v) Potential to demolish a poor-quality unit, hence enhancing the environment
- vi) Potential to redevelop in isolation

It should be noted that due to the extent of viability issues identified within this report, it is highly unlikely that a funding partner for a residential scheme would be able to be secured, hence casting doubt as the deliverability of a residential scheme and subsequently, that a case for CPO would be significantly impacted. The economic review of the estate, provides potential further issues in obtaining a CPO in the near future given the levels of economic activity currently on site and the loss that would be experienced should the site be bought forward for residential redevelopment. That is not to say that strategic acquisitions ought not to be pursued for potential employment redevelopment purposes, which might provide opportunity to enhance the overall nature and quality of employment space in this high profile and easily accessible location adjacent West Bromwich town centre.



Science of the Souls located in the north west of the site



DESIGN PROCESS & MASTERPLAN FRAMEWORK

The viability process has highlighted some fundamental difficulties in the ability to deliver any residential scheme within present market conditions. However, in the event that a residential scheme were to be pursued within the foreseeable future, then the following design process and proposals which align with current site allocation would apply.

EXISTING SITE PARAMETERS

In order to aid viability, the majority of existing roads in the site should be retained. The following analysis was undertaken to review the existing streets ahead of the design proposals:

CONNECTIVITY

The existing highway network provides good access for pedestrians, cyclists and vehicles to local destinations and those further afield.

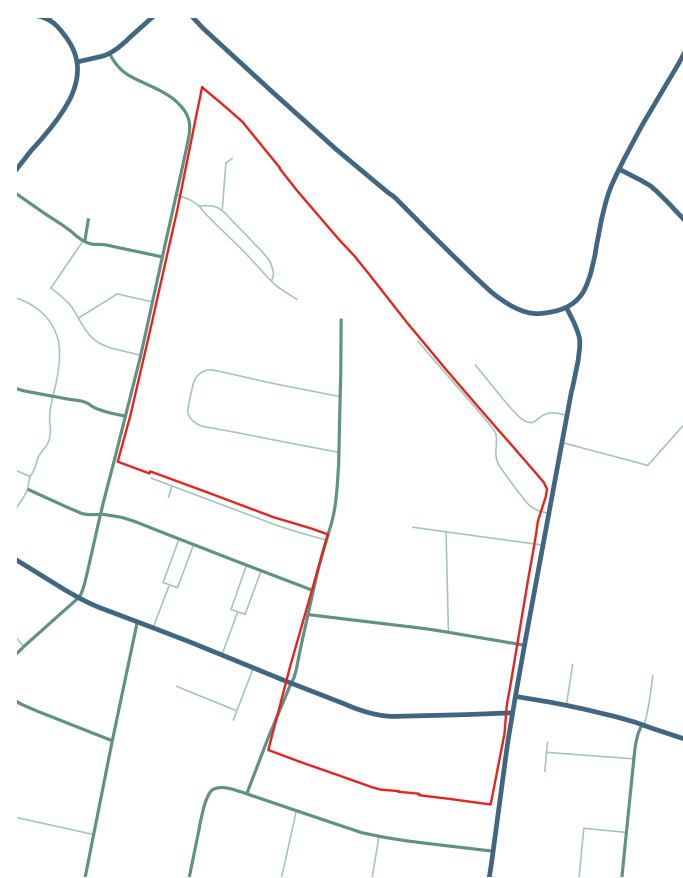
The site lies close to the A4031 / High Street crossroads junction, providing access to the A41 northbound and the M5 / Birmingham City Centre eastbound.

The majority of residential roads to the west of the site are in good condition with high quality 2m wide footways and 5.5m wide carriageways. The site levels are generally flat, providing conditions which are conducive to encouraging trips on foot and by cycle, particularly given the nearby amenities and facilities.

The minor roads within the site are classified as medium to poor and there is scope to improve the internal layout to increase site permeability. The site would benefit from better north to south connections for pedestrians and cyclists.

STREET QUALITY

To understand how the existing roads



Connectivity

KEY

- Site boundary
- Motorway (M5)
- Primary route
- Secondary route
- Tertiary route



Street quality

KEY

- Site boundary
- Good
- Medium
- Poor

could be integrated into the site, it is necessary to analyse their condition, scale and aesthetic at present. The key findings were:

- Pleasant Street forms the central vehicular route through the site and connects to the wider area;
- Sams Lane is a good quality, well used route providing good east to west vehicular access;
- Bond Street is disjointed and lacks purpose, being a loop road with very little overlooking and no pedestrian / cycle links to Lyng Lane to the west;
- Watton Street is of poor quality due to its current outlook and lack of curbs.

Through design proposals, the quality of these streets can improve through the addition of overlooking homes, active frontages, pedestrian / cycle links, street trees and general enhancements to the materials. These enhancements could be in the form of road surface treatments, traffic calming features, lighting and wayfinding aids such as signage.

BLOCK ASSESSMENT

The existing road layout presents a challenge for proposed development. Whilst a majority of the existing blocks are appropriate sizes for typical residential blocks, some of the internal road network hinders some potential



Block assessment

KEY

- Site boundary
- Regular conventional block
- Irregular block

parcels within the site. The plan adjacent highlights areas where there are poor block standards, these areas will need innovative ideas to overcome this.

It will benefit the site viability to retain a majority of the existing roads. Through the design process, it will be important to consider how the residential blocks will function whilst accommodating the site constraints.

EXISTING URBAN GRAIN

It is evident that the urban fabric of the area becomes denser towards the town centre, which is a natural occurrence in most areas.



Urban grain

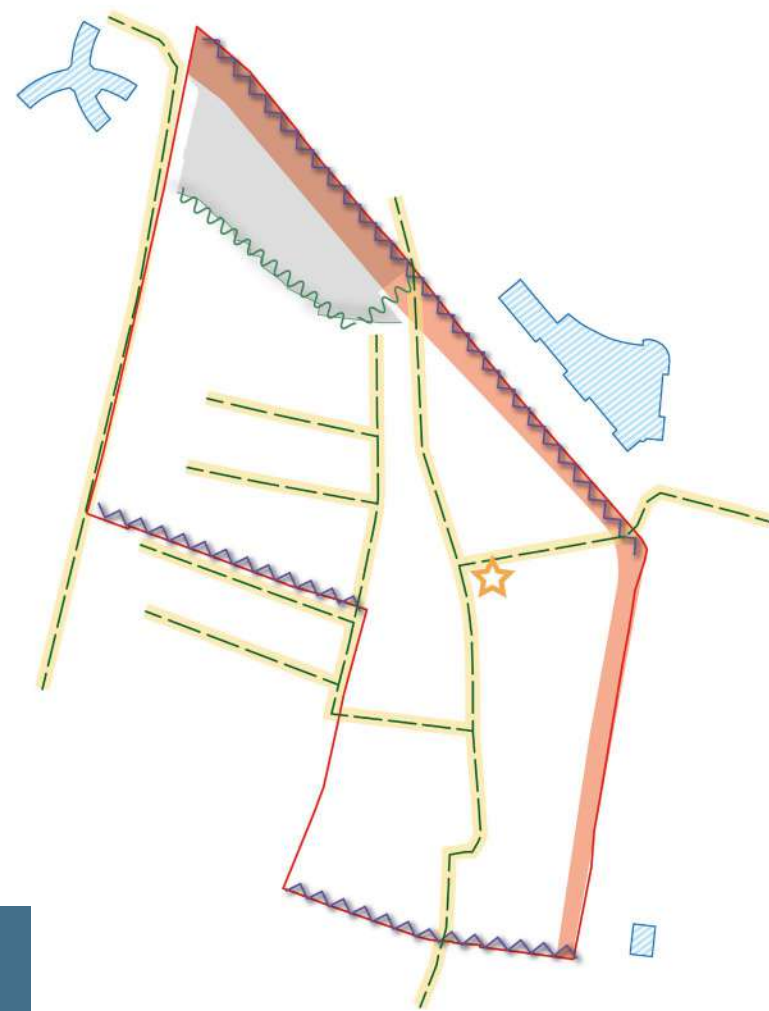
KEY

- Site boundary
- Urban grain

The proposed development should integrate into the surrounding urban fabric and be appropriate to its context.

DESIGN PRINCIPLES

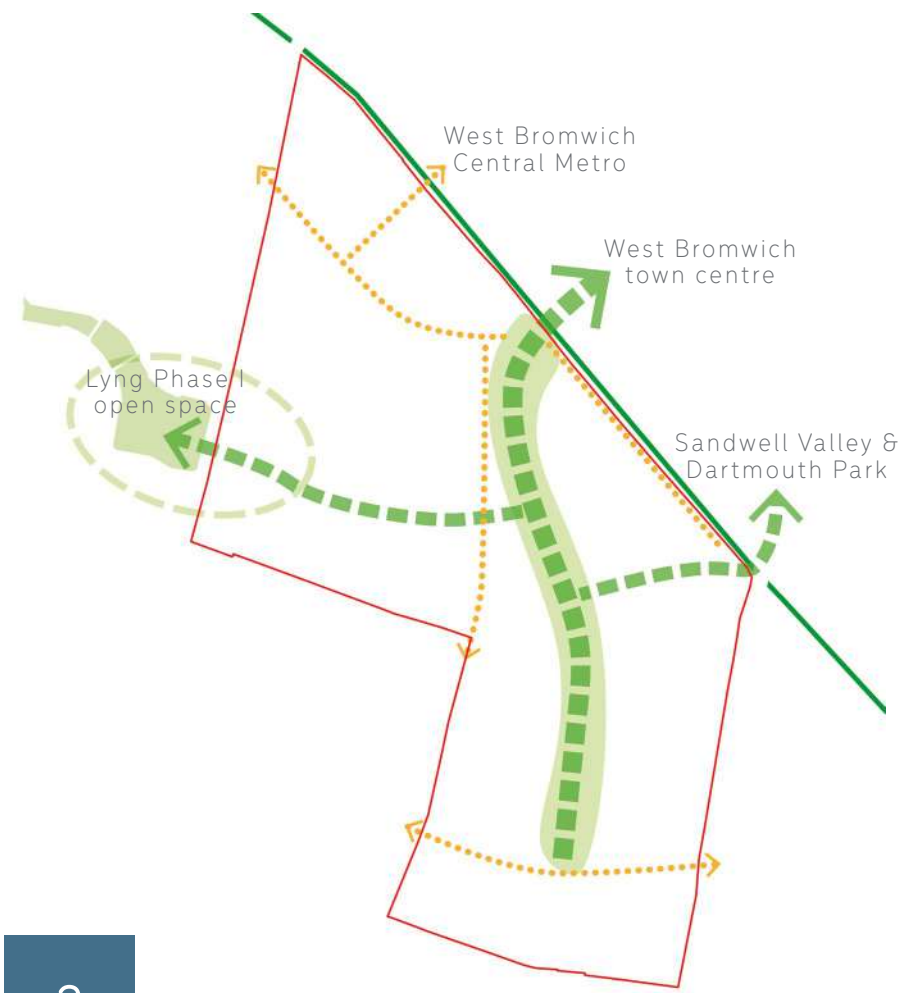
This section describes how the principles and parameters set the framework for placemaking. Four defining principles set the basis for our approach and these are shown below. These design principles should be used as guidance to create an attractive, vibrant and cohesive asset for the area.



1

OPPORTUNITIES FROM CONSTRAINTS

The central easement running through the site creates an opportunity to establish a unique development. The level change at the north west corner of the site is also predominantly within single land ownership, which creates an exciting opportunity for a higher quality area of development that is lower lying and beside the Metro. Proposed frontage along the Metro and Spon Lane will mitigate the noise constraint, with high density development towards the town centre, appropriate to the surroundings.



2

CONTINUOUS GREEN CONNECTIONS

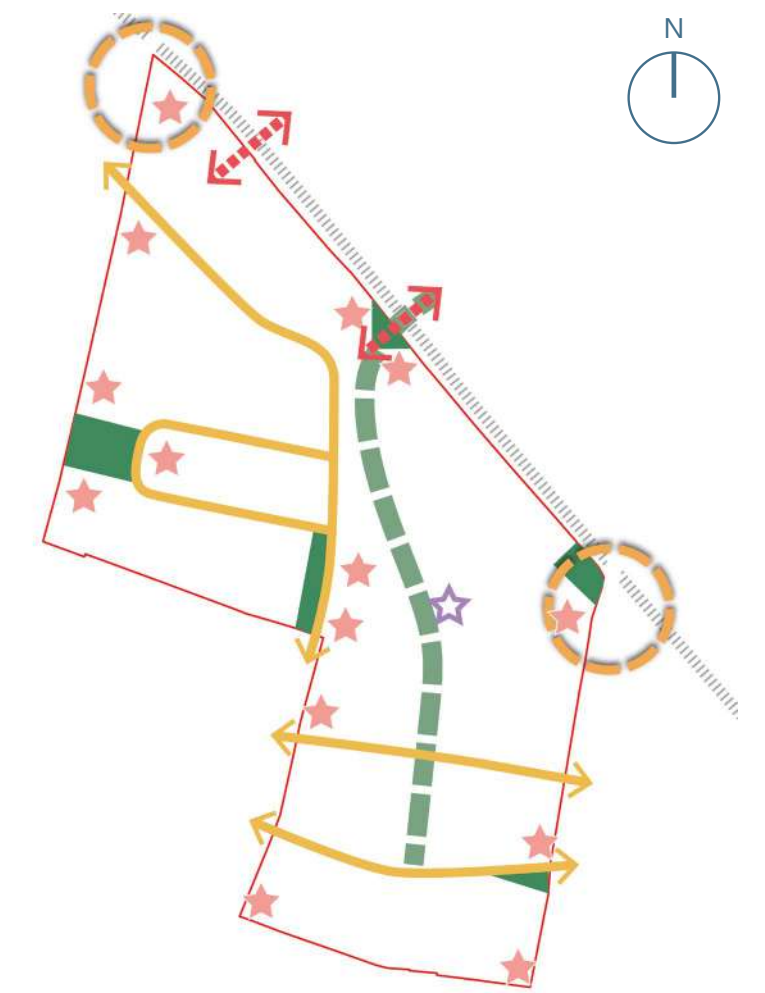
The central linear open space creates a park that runs north to south through the site, connecting the development to an impressive amenity space. This linear space will also connect the western and eastern residential parcels green infrastructure within and surrounding the site, including the Lyng Phase I open space / play space and Dartmouth Park to the north. Proposed infrastructure should also take advantage of the cycle route along the Metro and proposed route along Spon Lane.



3

DUAL FRONTAGES & INNOVATIVE DESIGN

As mentioned previously, the block depths are not all of typical dimensions. Therefore, innovative high density housetypes will be appropriate for these areas. In particular, the central area between Pleasant Street and the central easement is most challenging due to dual frontage requirements. This creates an exciting opportunity for bespoke design that takes advantage of the sites close proximity to the open space and town centre.



4

RETAINING HERITAGE & PLACE MAKING

The majority of roads within the site should be retained to support viability and maintain the existing access points. There is an opportunity to retain some of the more historic and architecturally interesting buildings in the centre of the site, which could be integrated into the residential development. The northern gateways into the area will require to be reinforced with a strong and innovative proposal. There are also areas where focal buildings would strengthen the sites edges and vista points. The pedestrian / cycle crossings along the northern boundary towards the Metro and town centre should be considered throughout the proposals.

The approach adopted in the design proposals includes frontage onto streets, creation of open space with pedestrian connectivity throughout the site, to the Metro and West Bromwich town centre.

The following plans are indicative and set out one permeation of how residential development on the site could come forward within the design parameters and site constraints.

ILLUSTRATIVE MASTERPLAN

The Illustrative Masterplan adjacent contains a number of discrete blocks, that might form individual phases and which might be delivered in a number of alternative sequences, dependent upon market conditions, potential linkage with provision within town centre residential proposals (for example, private rental sector), or site availability through advance acquisitions as opportunities arise.

The masterplan accommodates a total of 723 units, varying from 35-100dph. The mix assumes a range of 1 bed apartments to 4 bed homes. The plan provides a summary of anticipated individual block phases, each of around 50+ dwellings. Further information on the site capacity can be found in section 6.

The masterplan draws together key elements including retained streets, strengthening gateways into the site area, creation of a linear greenspace and pedestrian / cycle links to the town centre and Metro line.

The area to the south of Watton Street is within Phase 1 and therefore an additional layer of detail identifies individual parking areas, rear gardens and boundaries, also explored in this section.

The following pages illustrate the masterplan framework.

KEY

-  Site boundary
-  Proposed dwelling / apartment
-  Primary street
-  Secondary street
-  Tertiary street
-  Drive / parking area
-  Rear garden
-  Public open space
-  Proposed tree



Illustrative masterplan

MASTERPLAN FRAMEWORK

The Lyng Phase II Illustrative Masterplan creates an overarching plan to guide the transformation of the site into a new residential area that neighbours West Bromwich town centre and in alignment with existing planning policy allocation, noting that considerable viability issues arise within current market conditions and that other delivery options might be considered advantageous based around existing ownerships and uses.

PROPOSED URBAN GRAIN

The future proposals will form a pattern of blocks that will need to take into account the existing urban grain.

The plan adjacent highlight how the proposed development blocks will fit in with the existing area of West Bromwich. It is evident that the proposed urban grain integrates well with the existing urban fabric, street formation and continued building lines from existing dwellings. Naturally, the built form becomes denser towards the town centre to the north, similar to the existing context.

PROPOSED DENSITY

The proposals provide a varied street hierarchy and have been designed to promote a pedestrian friendly environment.

The plan adjacent identifies zones of densities that will comprise a mix of scale, storey heights and massing. In the northern area of the site are densities of 80-100dph (dwellings per hectare) which encompass an apartment typology that will front onto the Metro and naturally step up the storey heights towards the town centre.

The lowest density of 35-40dph is the southern area of the site, which is appropriate to the surrounding urban fabric.

These proposals build upon the aspirations stated in the Lyng Industrial Estate, Black Country Growth Point Development Framework in February 2011:

“This progressive development aims to bring about a new quality urban environment which in tandem with the new approved phase will introduce new character areas born out of the design, typically introducing higher density forms of housing provision towards the north of the site which is naturally closer to the town centre and less dense pattern of development moving south”.

PROPOSED SCALE & MASSING

The plan adjacent shows an indicative scale and massing of development. In line with the proposed densities, the built form will graduate from 2-3 storeys in the southern parcels up to 5 storeys and above in the most northern parcels for 100dph to be achieved.

Due to the existing built form around the north of the site, development of a higher scale in the northern parcels and along Spon Lane will be appropriate to the character of the area.

2-3 STOREYS

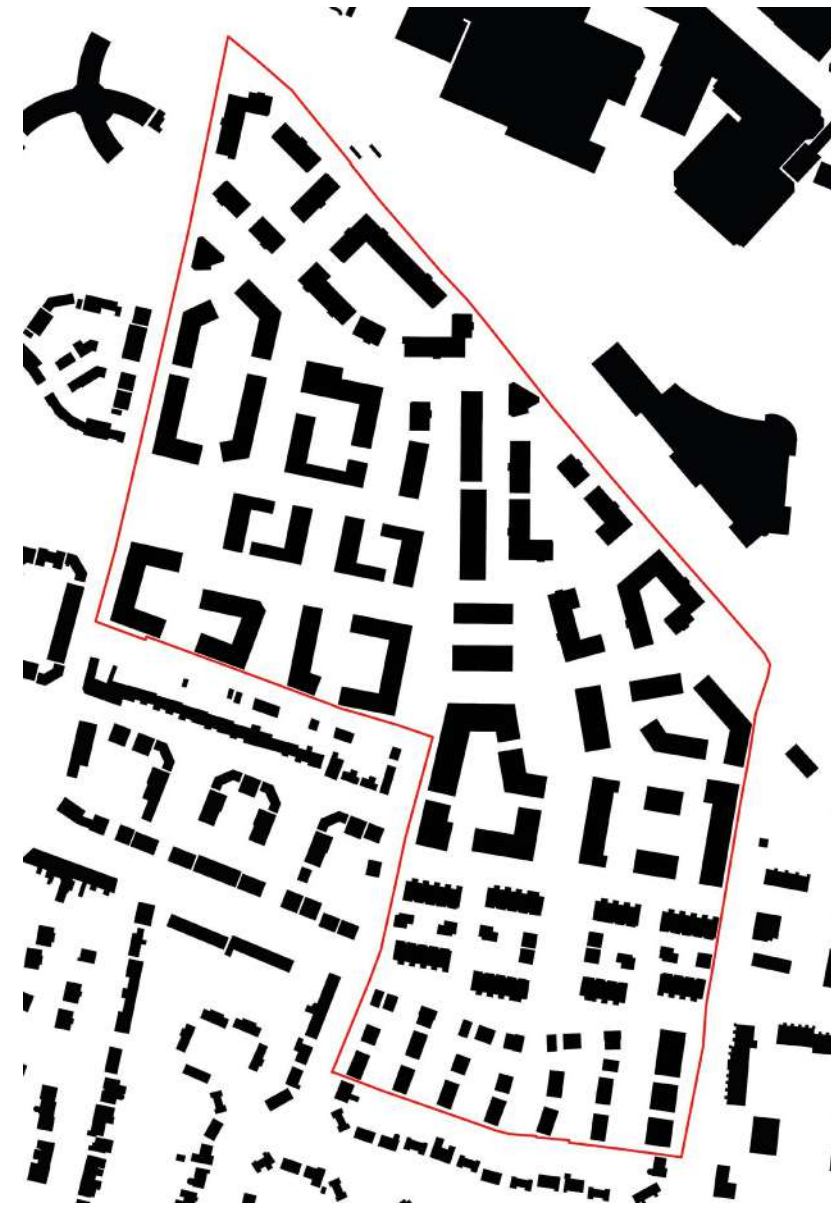
This scale responds to the existing residential built form, including Lyng Phase I where storey heights are between 2-3 storeys and bungalows to the east of Spon Lane. It is expected that built form at this scale would be terraces and town houses where possible.

3-5 STOREYS

Built form of this height offers an organic graduation of storey heights, as the development rises towards the town centre. Apartments of 3-5 storeys would reflect an appropriate intermediate scale for built form.

5+ STOREYS

By providing built form of 5 storeys and above it will reflect the taller buildings in the area such as Sandwell College, Linkway Medical Practice and the tower blocks



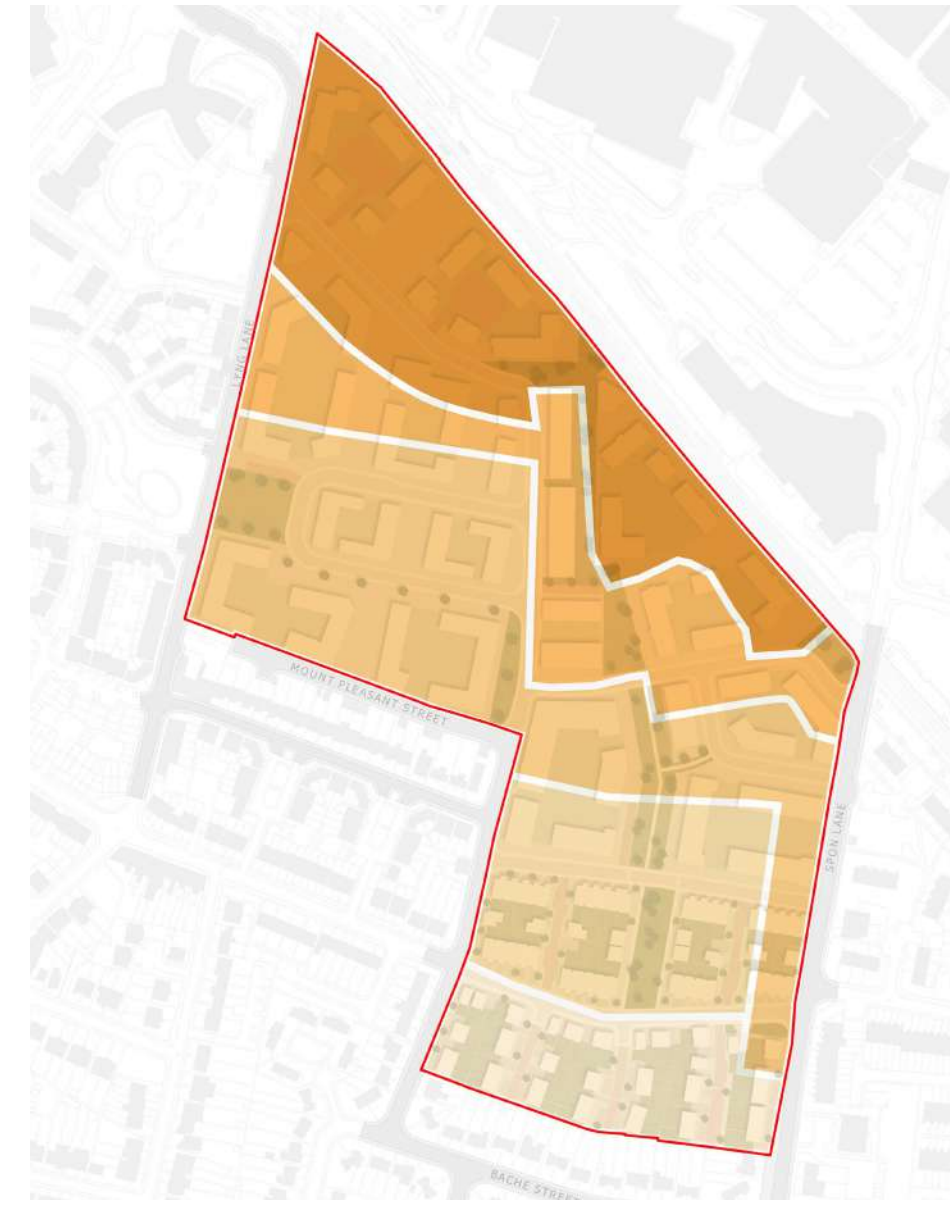
Proposed urban grain

KEY

- Site boundary
- Urban grain

along Spon Lane. Taller apartments will not only offer higher densities of up to 100dph, but also create a strong gateway into the site, seen from the Metro line and town centre.

Built form of this scale will also mitigate the noise impacts along the Metro line and Spon Lane. Frontages along these edges will also provide overlooked streets and routes.



Proposed density

KEY

- Site boundary
- Low density (35-40dph)
- Low - medium density (40-50dph)
- Medium density (50-60dph)
- Medium - high density (60-80dph)
- High density (80-100dph)



Proposed scale and massing

KEY

- Site boundary
- 2-3 storeys
- 3-5 storeys
- 5+ storeys

CONNECTIVITY

The proposals provide a varied street hierarchy and have been designed to promote a pedestrian friendly environment.

The general principles of the highway layout have been informed by the content of the Sandwell Council 'Residential Design Guide SPD', with a series of primary, secondary and tertiary street typologies, providing a legible movement framework.

Vehicular access to the site will be maintained using the existing junctions of Sams Lane and Watton Street onto Spon Lane, with the existing private access to the Science of the Soul Centre upgraded to provide an adoptable highway junction onto Lyng Lane.

Within the Lyng Phase II site it is expected that the traffic speeds and flows will be sufficiently low for on-carriageway cycling to be suitable, based upon an expected design speed of 20mph for internal roads. This will provide consistency with the surrounding road network and the wider town centre 20mph limit. By providing a new connection between Pleasant Street and Lyng Lane, the layout will enable east-west movements across the site, and onwards to the existing pedestrian / cycle link across the Metro Line located to the north-west corner of the site.

A linear greenspace, running north-south, between Sams Lane and the northern boundary of the site allows for improved pedestrian connectivity and future proofs the potential for a new pedestrian / cycle crossing of the Metro line, located close to the centre of the site. This 'green spine' also provides east-west sustainable connections, adding to the overall permeability of the development area, whilst limiting the potential for vehicles rat-running through the site, with no full east-west vehicle links north of Watton Street. Towards the western end of the development areas northern boundary, a further pedestrian link will allow for a potential at-grade crossing of the Metro, providing an additional sustainable link and onward connectivity to the town centre.

ACCESS

Vehicular access points utilise retained roads within the site. therefore, no new access points are necessary. Pedestrian and cycle points create improved connections to the Metro and town centre to the north of the site.

PRIMARY ROADS

The majority of primary roads will use the retained roads in the site, whilst the additional proposed primary roads will strengthen west to east vehicular movement.

SECONDARY ROADS

The secondary roads provide connections to the primary road and private drives within the site. They will be lightly trafficked residential streets that will allow for traffic calming measures and some on street parking for visitors.

TERTIARY ROADS

Private drives predominately allow buildings to front onto the public open space. These will serve up to 5 dwellings (as per the Residential Design Guide (2014)).

PARKING

The proposals have considered the issues identified within Lyng Phase I (highlighted in section 3) and have therefore looked at parking per dwelling / apartment.

It is important that parking is well-designed to ensure the success of the new development. The proposals include a mix of frontage and in-curtilage parking to dwellings, whilst following the Residential Design Guide (2014). The parking for the apartments is broadly illustrated in the masterplan, shown within the apartment parameter blocks at ground level.

Given the site's proximity to the town centre and public transport links, there is an opportunity for more innovative and sustainable parking solutions in the future. An example of this would be a car club scheme. The Residential Design Guide supports alternative parking approaches and states: 'particular

attention to the convenience of public transport links needs to be given where higher density design solutions are being considered and the amount of car parking provided is reduced.' This would need to be robust design with detailed assessments but it would be a sustainable alternative and create a community with a strong identity and follow best practice.

PEDESTRIAN & CYCLE ROUTES

There are a range of routes within and around the site for pedestrians and cyclists.

Pedestrian and cycle routes are proposed throughout the site, both as an integral part of the road hierarchy and also as separated linkages through open space.

There is an opportunity to integrate into the existing cycle route running north of the site, beside the Metro.

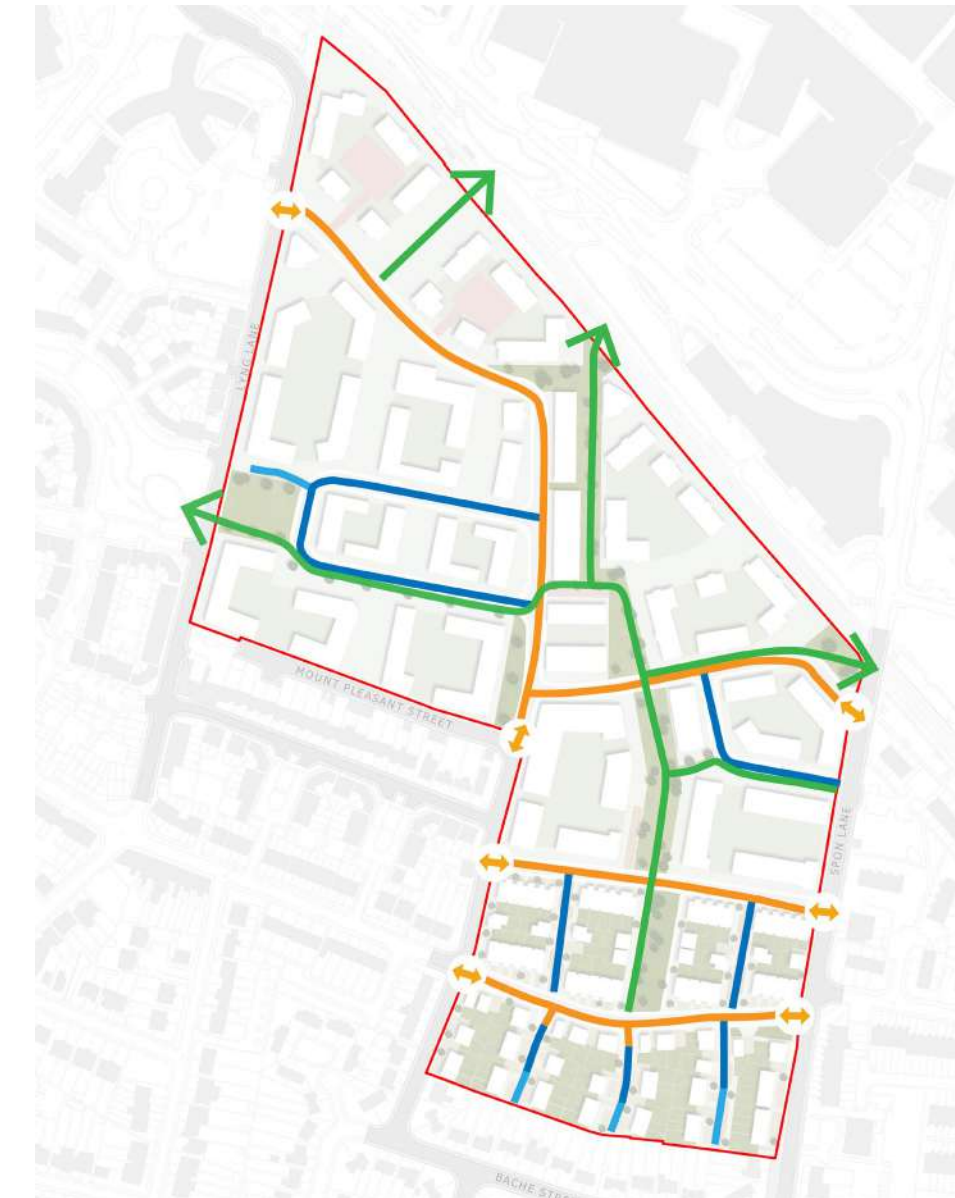
SUSTAINABLE TRANSPORT

The development area is ideally located in terms of access to sustainable transport, with its northern boundary immediately adjacent to the Metro Line and within 100m of West Bromwich Bus Station. In addition, Spon Lane (on the eastern boundary of the site) operates as an arterial bus route, providing direct access to several high frequency services. Whilst further bus routes can be accessed via a short walking distance to the west of the site on Moor Street.

Spon Lane has also been identified by the Council as part of 'Cycle Route 1', running north – south to the eastern boundary of the Lyng Phase II redevelopment area. The masterplan proposals seek to maximise the natural strengths of the site by providing connections to these existing and planned sustainable transport networks, whilst also providing an internal development movement framework that will improve pedestrian and cycle permeability through the development, benefiting both residents of the site and those of the surrounding areas.

GREEN INFRASTRUCTURE

The plan adjacent identifies the indicative landscape proposals for the site, the key



Proposed connectivity

KEY

- Site boundary
- Vehicular access
- Primary road
- Secondary road
- Tertiary road
- Pedestrian route
- Cycle route

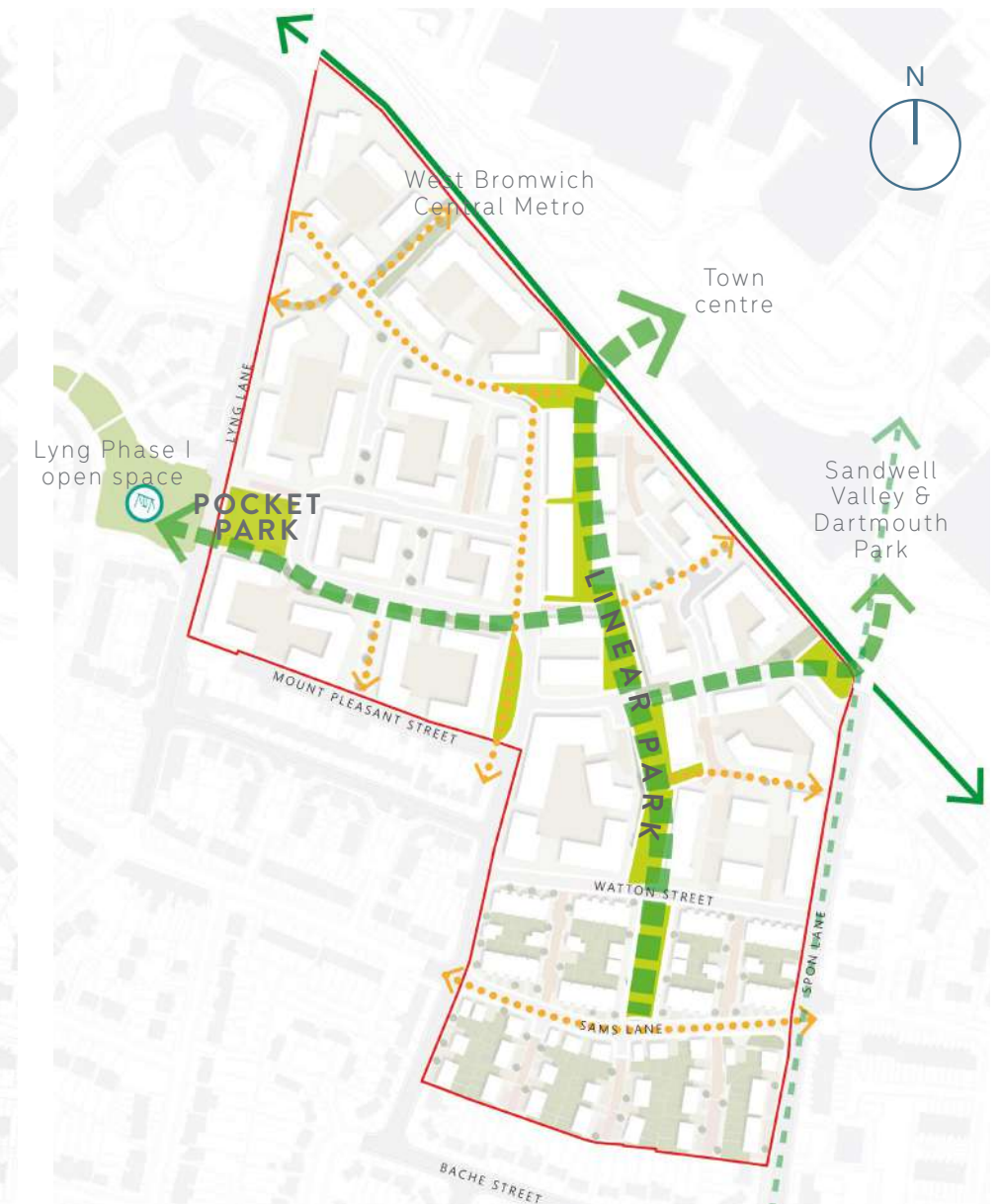
features are as follows:

POCKET PARK

The existing open space to the west of the site creates an opportunity to integrate a pocket park within the site. This increases the amenity space in the area and allows a similar design to Lyng Phase I, where homes can front on to the open space with private drives running along either side. The pocket park also creates a green link towards the linear park running through the centre of the site.

LINEAR PARK

The utility constraint has created an opportunity for a linear park that interlocks with the development. The park runs from Sams Lane to the north of the site towards the Metro and town centre. Homes will front on to the space to create natural surveillance and high value plots, overlooking the attractive open space whilst being located so close to the town centre and links to Birmingham. There are few roads running across the park which benefits the amenity space.



Proposed green infrastructure

KEY

- Site boundary
- Existing greenspaces
- Proposed public open space (POS)
- Existing cycle routes
- Proposed pedestrian / cycle routes
- Proposed green link

PEDESTRIAN & CYCLE ROUTES

The pedestrian and cycle connections encourage links to be created to the Metro and town centre. The proposal also provides opportunities to link the south of the town with Dartmouth Park and Sandwell Valley.

PHASING CONSIDERATIONS

The sequencing of prospective phases could be brought forwards based on a number of alternative options.

It would appear logical to progress delivery of new housing which links directly to and therefore continues the Phase 1 Lyng regeneration. There are two further identified additional advantages to this approach, one being that the lower density elements which relate to family housing and which therefore have better viability than the higher density elements are located in this area. It is also the case that current availability of properties is greatest in this area, facilitating potential site acquisition.

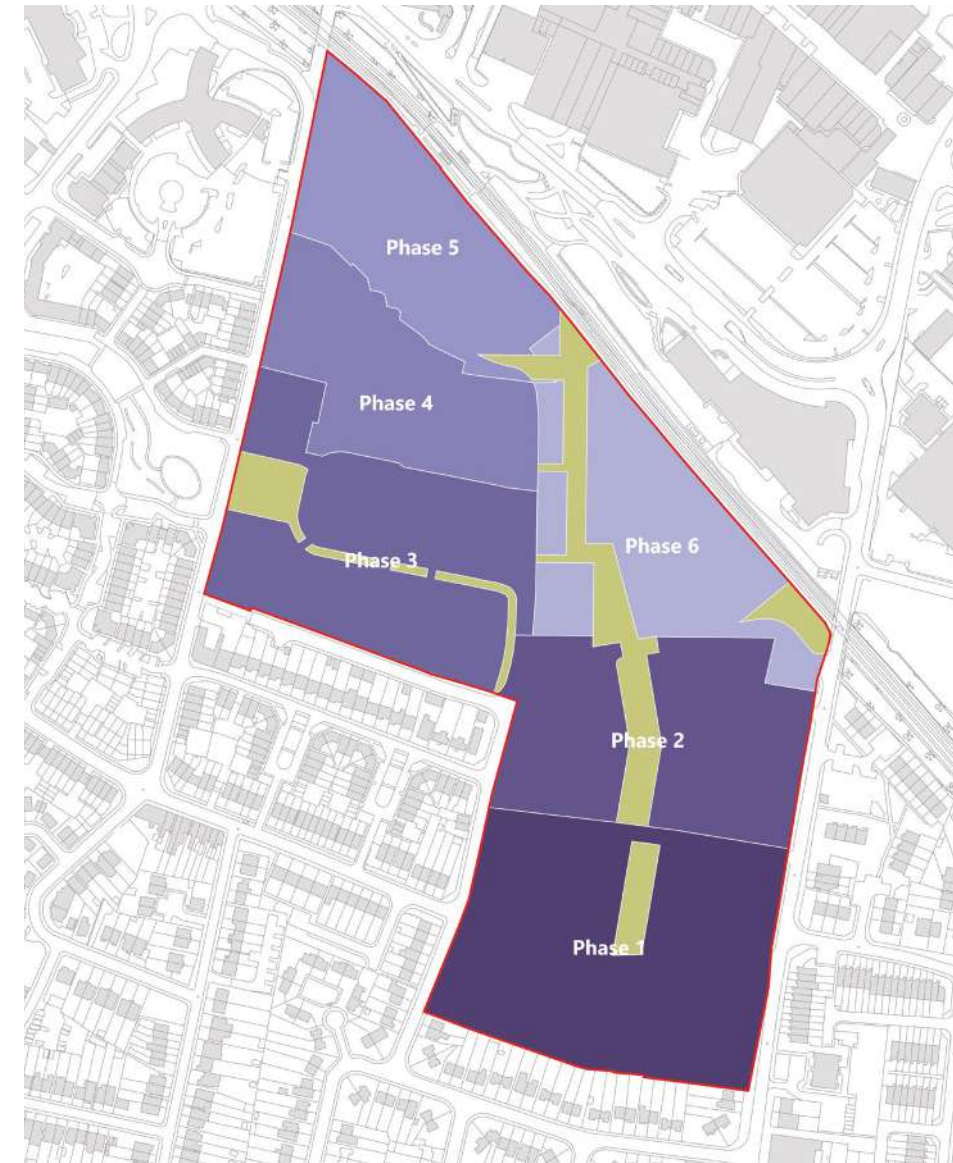
An alternative option towards phasing approach, might have included commencing from the town centre, around the metro station, however it is anticipated that this might not relate either the easiest or cheapest acquisitions. Also, the required high density levels in this area will further impact viability. A further option from the perspective of regeneration alone, would be to work from the central northern part of the estate, where the quality of existing properties tends to be at the poorer end of the spectrum. This however would create an oasis of new residential development within an industrial estate, hence values arising could be expected to be negatively impacted.

In the circumstances, the approach of progressing phases from the south, both follows a logical route, providing continuation of the Lyng regeneration but additionally brings forward some of the more viable and deliverable elements.

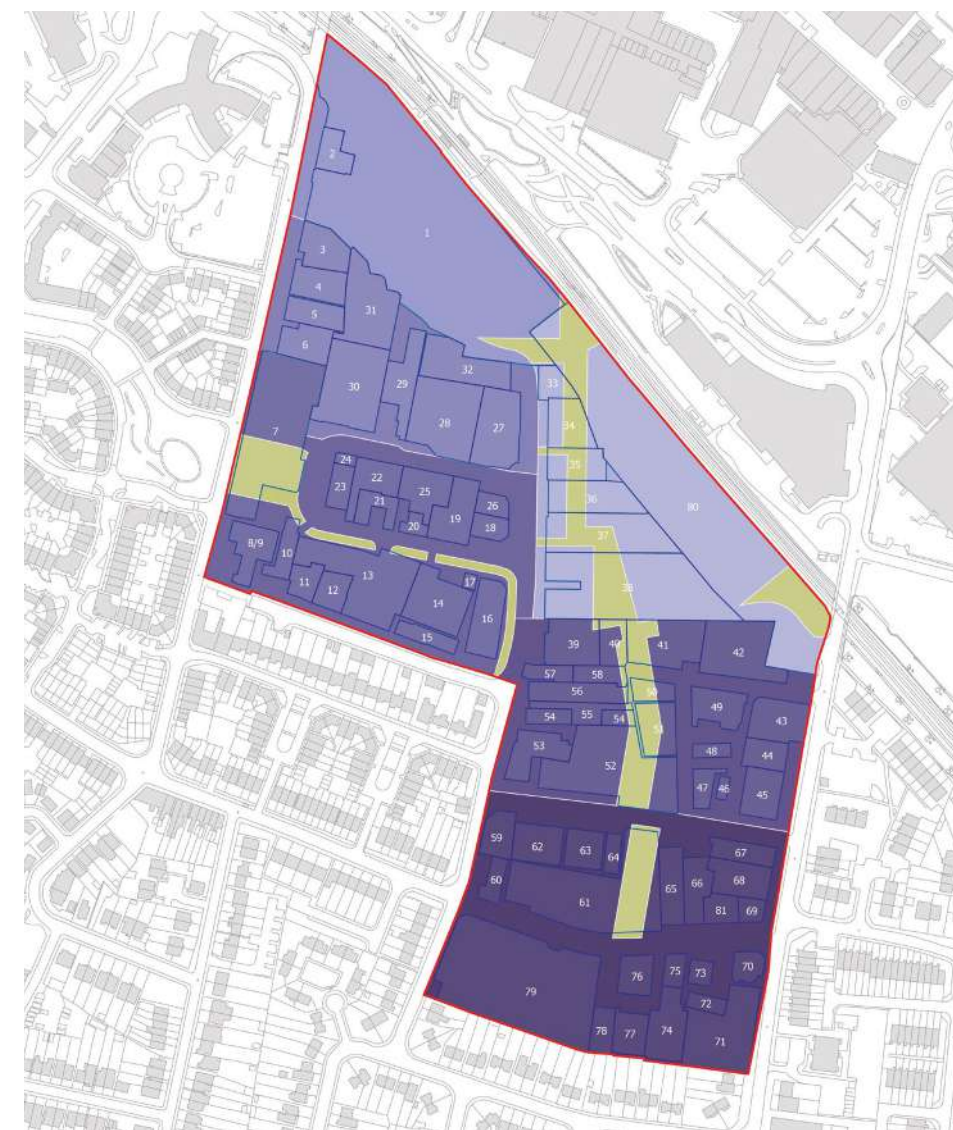
Phasing on the basis of sites which include around 100 units would tend to represent the ideal from a developer's perspective, with perhaps greater unit numbers when increased numbers of apartments are included.

Taking into account the above, then the following plans provide an indication as to how phasing of a residential led scheme might most appropriately be progressed:

- KEY**
- Site boundary
 - Ownership boundaries
 - Proposed greenspace
 - Phase 1 (107 units)
 - Phase 2 (153 units)
 - Phase 3 (116 units)
 - Phase 4 (83 units)
 - Phase 5 (133 units)
 - Phase 6 (131 units)



Indicative phasing plan



Indicative phasing plan with ownership plan overlaid

PHASE 1

The southern area of the site, south of Watton Street is identified as the preferred area to promote as phase 1. This is due to the lower density, more traditional low rise form of development which generates the higher values and likely to be in greatest demand accord with the market assessment report provided as a supplementary document. This area also forms a natural extension to the Lyng Phase I regeneration scheme and is high profile in nature with frontage towards the town centre.

The plan below illustrates how phase 1, which is the lower density zone of the site, ranging from 35-60dph could be designed, creating an attractive frontage on to the street and open space.

As identified previously, the development blocks in this area are challenging and require consideration of non-standard housetypes. The requirement for higher density, amenity space and parking is another consideration and at the same

time, working with the constraint of the STW easement.

The proposals build upon the character of the surrounding residential built form, in particular, the style of Lyng Phase I with its high density terraces.

The plan illustrates an example of how parking can be designed to create clear frontage areas, with distinct areas for cars. Due to the proximity of the site and the parking issues identified in the Lyng Phase I development, the approach to parking is an important consideration, in terms of the longevity of the scheme and the approach to sustainability.

The next section provides a detailed illustrative example of how the proposal can achieve higher density built form, whilst dealing with the site constraints, parking arrangements and surrounding character.

- KEY**
- Site boundary
 - Proposed dwelling / apartment
 - Primary street
 - Secondary street
 - Tertiary street
 - Drive / parking area
 - Rear garden
 - Public open space
 - Proposed tree



Location of phase 1 layout



Phase 1, south of Watton Street

ILLUSTRATIVE LAYOUT EXAMPLE

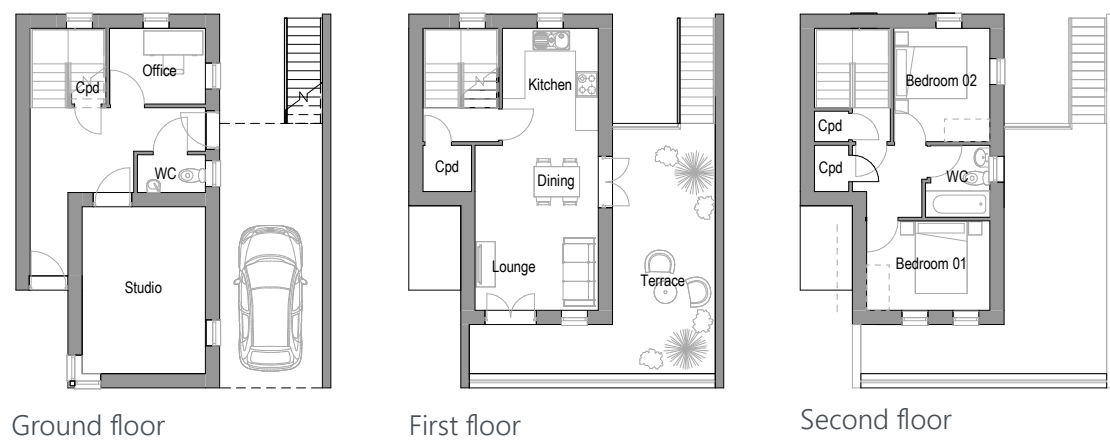
The plan opposite illustrates how homes could front on to the street and central open space, whilst maintaining a high density. This particular block has been chosen because of the challenging block depth and the need for high density development.

During the design process it became apparent that some parameter blocks were of irregular and unusable depths to accommodate generic housetypes whilst also addressing the site constraints. WYG worked towards creating bespoke housetypes that would achieve higher densities, provide parking, include amenity spaces and work with the existing road infrastructure.

HOUSETYPES

Bespoke housetypes have been used to produce high density terraces whilst enabling frontage parking for the majority of dwellings. Whilst the rear gardens are shallower than a typical housetype, other amenity spaces have been offered within the design with terraces, courtyards and balconies. It was important to provide an active frontage at street level to enable natural surveillance and a good relationship with the street. To achieve this, a study

Housetype A

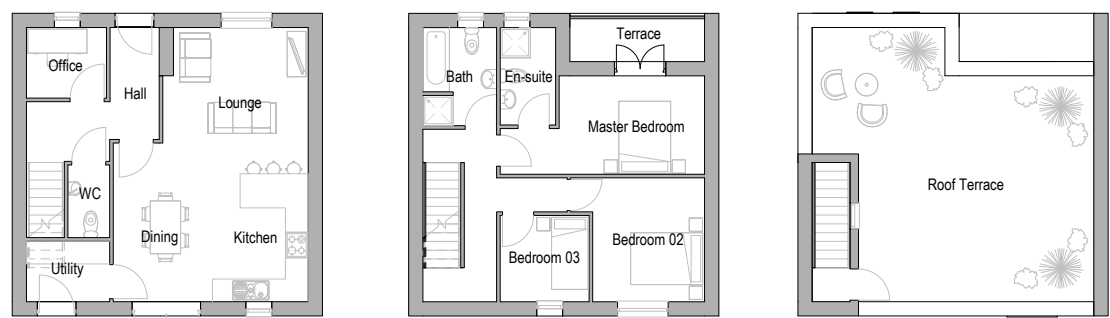


Ground floor

First floor

Second floor

Housetype B



Ground floor

First floor

Second floor

has been provided on the majority of housetypes on the ground floor; accompanied by a corner window overlooking the street and porch area (housetype A) or large windows across the facade. An additional housetype (housetype C) was also created to ensure that corner plots overlooked the central greenspace. These illustrative housetypes can be seen below and adjacent.

ROADS & PARKING

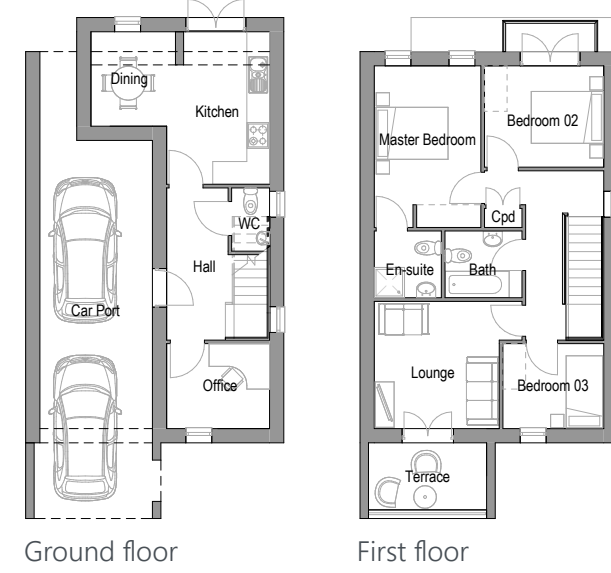
The shared surface routes break up the development blocks, allowing north to south movement and assisting with the irregular block depth. The shared surface roads offer opportunities for visitor parking and tree planting to break up the street.

Minimal drives and parking along Pleasant Street and Spon Lane create a clearer streetscene and allow more room for street tree planting.

OPEN SPACE

The sewer easement has created an opportunity for a linear open space that is wide enough to become a usable amenity. Homes overlook this space to ensure there is plenty of natural surveillance.

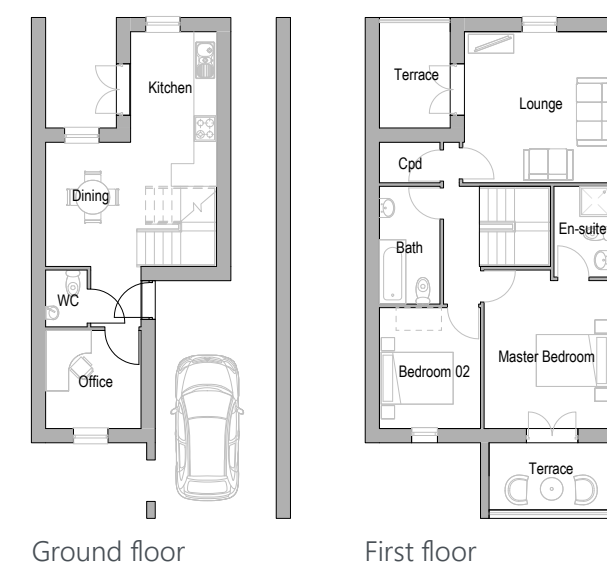
Housetype C



Ground floor

First floor

Housetype D



Ground floor

First floor

Housetype E



Ground floor

First floor

Second floor



Illustrative layout

KEY

- Site boundary
- Dwelling
- Retained road network
- Shared street
- Drive / parking area
- Rear garden
- Public open space
- Proposed tree

FINANCIAL SYNOPSIS OF RESIDENTIAL DEVELOPMENT

Development appraisals have been prepared based upon the masterplan (initial phase and remainder) assuming the delivery of development as included within the revised masterplan. The overall capacity as identified within the refreshed Masterplan provides for a total of 723 units over the entire 11.1 hectares (27.4 acres). This is apportioned between the nature of units as shown in the following table:

OVERALL SCHEME	MARKET	AFFORDABLE
1 bed apartment	125 units	41 units
2 bed apartment	250 units	83 units
2 bed house	61 units	34 units
3 bed house	56 units	14 units
3 bed house	28 units	0 units
4 bed house	23 units	8 units
SUB TOTAL	543 units	180 units
TOTAL	723 units	
TOTAL AREA	11.08 ha	27.38 ac
AVERAGE DENSITY	65.3 / ha	26.4 / ac

Table 5

The identified initial phase, which has been established as being the most market facing element in current market conditions and the most logical in relation to the existing Lyng residential scheme, is summarised below:

PHASE I DELIVERY	MARKET	AFFORDABLE
2 bed house	24 units	22 units
3 bed house	28 units	5 units
3 bed house	28 units	0 units
SUB TOTAL	80 units	27 units
TOTAL	107 units	
TOTAL AREA	2.39 ha	5.91 ac
AVERAGE DENSITY	44.8 / ha	18.1 / ac

Table 6

The initial Phase 1 is anticipated to deliver around 107 units comprising 80 market houses of 2 and 3 bedroom designs, as well as 27 affordable units. Over the site area of circa 2.39 hectares (5.91 acres), this then equates a density of 45 units per hectare or 19 per acre.

The following table provides a summary of the development appraisal prepared:

PHASE 1 SUMMARY APPRAISAL	
ITEM	VALUE
Site Amalgamation	£8,303,330
Pre-Development Costs	£1,981,180
Construction Costs	£13,296,087
Fees & Addl Costs	£2,460,575
Sale Fees	£463,558
Interest	£3,996,643
Profit	£3,630,077
TOTAL COSTS	£34,131,449
TOTAL VALUE	£23,065,164
RESIDUAL POSITION	-£11,066,286
GRANT REQUIRED / PLOT	£103,423

Table 7

The above summary demonstrates that with anticipated development costs in the order of £34.1 million and anticipated gross development value arising of circa £23.1 million, then a viability gap of circa £11 million is derived, equating £103k per residential unit.

The remainder of the overall site (identified as phase 2 but most likely forming several separate phases), comprises the higher density proposals and the following table summarises the anticipated units that might be delivered:

PHASE 2 DELIVERY	MARKET	AFFORDABLE
1 bed apartment	125 units	41 units
2 bed apartment	250 units	83 units
2 bed house	37 units	12 units
3 bed house	28 units	9 units
4 bed house	23 units	8 units
SUB TOTAL	463 units	153 units
TOTAL	616 units	
TOTAL AREA	8.69 ha	21.47 ac
AVERAGE DENSITY	70.9 / ha	28.7 / ac

Table 8

The latter phases (Phase 2) are anticipated to deliver around 616 units comprising 463 market units (375 apartments and 88 houses), as well as 153 affordable units (124 apartments and 29 houses). Over the site area of circa 8.69 hectares (21.47 acres), this then equates an average density of 71 units per hectare or 29 per acre.

The following table provides a summary of the development appraisal prepared:

PHASE 2 SUMMARY APPRAISAL	
ITEM	VALUE
Site Amalgamation	£28,306,009
Pre-Development Costs	£8,258,140
Construction Costs	£64,597,374
Fees & Addl Costs	£10,906,371
Sale Fees	£1,821,432
Interest	£14,113,441
Profit	£14,262,754
TOTAL COSTS	£142,265,521
TOTAL VALUE	£90,558,806
RESIDUAL POSITION	-£51,706,715
GRANT REQUIRED / PLOT	£83,939

Table 9

The above summary demonstrates that with

anticipated development costs in the order of £142.3 million and anticipated gross development value arising of circa £90.5 million, then a viability gap of circa £51.7 million is derived, equating £84k per residential unit.

It will be noted that neither the initial, nor later phases are considered viable.

There are considerable abnormal costs arising in relation to the schemes as set out below:

- Site acquisition (includes purchase of actively used industrial properties and Statutory Compensation arising through anticipated requirement to use CPO powers;
- Demolition costs;
- Abnormal plot costs estimated in the order of £5,400 per plot.

The greatest challenge identified within the development appraisals relates to the costs associated with site amalgamation. Without the costs of site acquisition at £8.3m which figure includes those costs associated with statutory compensation, then the viability of Phase 1 would be considerably enhanced. As a check exercise, the same phase 1 appraisal has been prepared on the adjusted basis of no site amalgamation and abnormal pre-development costs and this produces a residual land value in the order of £3.08 million which equates circa £521,428 per acre, a rate which is aligned with expectations for residential sites in West Bromwich.

In the event that site amalgamation can be progressed in advance of CPO, then without Statutory Compensation, the position would improve to a viability gap in the order of £7.6 million, then with a further assumption in terms of reduced affordable housing provision, to a rate of say 10%, then phase 1 becomes unviable to the reduced extent of £6.8 million, which equates circa £64,000 per unit which starts to improve viability somewhat but still remains at a position which provides poor value for money.

The lack of viability of latter phases is less a result of Site Amalgamation, although at £28.3m this is considerably above market value for a cleared site – equating £1.32 million (excluding statutory compensation) and more a result of the proportion of apartments included as a requirement of meeting emerging planning policy density requirements.

A reduction in the number of affordable homes would have a significant impact on viability. Based upon a re-run of the appraisals with a reduced affordable provision to 10% market housing, a viability gap in the order of £48.2 million is produced for latter phases.

The following table provides an illustration of viability sensitivity based on adjustment of affordable housing and market value enhancements in respect of Phase 1:

VIABILITY SENSITIVITY (PHASE 1)				
AFFORDABLE HOUSING	RESIDENTIAL VALUES			
	Avg £235	5%	10%	15%
0%	-£9,717,678	-£8,633,519	-£7,549,092	-£6,465,200
5%	-£9,967,741	-£8,897,235	-£7,826,730	-£6,756,224
10%	-£10,217,741	-£9,160,952	-£8,104,101	-£7,047,249
15%	-£10,517,013	-£9,476,503	-£8,435,994	-£7,395,484
20%	-£10,816,223	-£9,792,055	-£8,767,887	-£7,743,719
25%	-£11,066,286	-£10,055,772	-£9,045,258	-£8,034,744

Table 10

From the table above, it is evident that running sensitivity on assumed values at a 10% uplift, and assuming 10% affordable housing would provide a viability gap in the order of £8.1 million, equating around £75,000 per unit.

As referred above, the viability of delivering new residential development on the site is significantly impacted by the cost of acquiring and subsequently clearing and preparing the acquired site for new homes. Removing these 'abnormal' costs, i.e. assuming a cleared and remediated site provides a residual value in the order of £520,000 per acre. This is akin to the maximum land value that might be anticipated for commercial uses within West Bromwich (other than supermarket), with industrial land values anticipated to be up to around £400,000 per acre and land for offices less on the basis that the delivery of offices would

at best be marginally viable in present market conditions.

Hence in theory residential development might be considered to be the most viable option, as it would generate the highest land value, but at a considerable economic cost, which would reduce the 'value for money' arising and which would be highly relevant for seeking grant funding assistance as explored in subsequent sections.

FUNDING & CASE FOR INVESTMENT REVIEW

In order to succeed in the delivery of a high-quality residential development, then it is clear that public sector investment is going to be required, most likely in order to fund site amalgamation, demolition, remediation and infrastructure works, so as to be in a position to achieve cleared remediated sites which could be released in phases.

Increasing housing supply is currently extremely high on the political agenda and it is recognised that funding towards the provision of key infrastructure as well as availability of viable development sites is a key facilitator, reducing development risks and upfront costs for private sector delivery whilst at the same time providing capacity for growth.

The 2020 budget set out proposals for a £10.9 billion increase in housing investment to support the commitment to build at least 1 million new homes by the end of the Parliament, and an average of 300,000 homes a year by the mid-2020s. In addition, the government is investing a further £9.5 billion in the Affordable Homes Programme which in total will allocate £12.2 billion of grant funding from 2021-22 to support the creation of affordable homes across England. Further announcements have been made with a view to Getting Britain Building again post COVID-19.

There is also a recognition of a need to promote the economic welfare of town centres, with one of the available tools relating to densification, bringing more homes and businesses into town centres, resulting in increased physical and economic activity through local spend of new residents and employees. West Bromwich has been fortunate in being selected as a potential Towns Fund beneficiary and further announcements and programmes are being regularly announced.

The study area is well positioned to attract funding assistance due to its

strategic location immediately adjoining the prime retail area and transport hubs.

Several initiatives and funding programmes are seen as being potentially available, to support delivery of the Development Delivery Framework, including:

WMCA – The combined authority has access to devolved housing and land funds including a Housing Deal and part of the 350m Housing Deal relates to a Land Fund of £100m to purchase and remediate land around priority sites. There is flexibility in how funds are allocated, however the process is extremely competitive and with required value for money benchmarks being exceeded to progress.

Black Country LEP – the LEP has several funding programmes available to support the delivery of housing:

- Local Growth Deal (LGF) – aimed at the delivery of housing and employment growth;
- Land and Property Investment Fund – aimed at the delivery of housing and employment floorspace as well as site remediation;
- Growing Places Fund (loan-based fund but with the ability to provide grant) with the aim of providing housing, employment space and jobs.

Homes England is the government agency focussed on the delivery of housing and has a few roles including funding programmes:

- Home Building Fund;
- Shared Ownership and Affordable Homes Programme.

The Council also has means to support the regeneration of sites within the Borough, through:

- Recycling of Capital Receipts;
- Use of Receipts from New Homes

- Bonus (NHB);
- Planning / Developer Contributions;
- Community Infrastructure Levy (CIL);
- Council Prudential Borrowing (PWLB).

THE ECONOMIC CASE / INVESTMENT STRATEGY

The development appraisals undertaken and referred to in section 6 provide an assessment of viability and the extent to which grant funding might be required to facilitate the delivery of housing on the site. Economic modelling provides analysis of the economic benefits of progressing with the proposed residential led regeneration of the industrial estate (see next page). Together, these provide an ability to assess the Value for Money arising from the required public sector investment to facilitate the proposals.

The following provides a summary high level Economic Impact Assessment for the Lyng Industrial Estate:

EXISTING POSITION

The Lyng Industrial Estate remains an active zone of employment on the edge of West Bromwich town centre. Based on the latest data, the area accommodates some 81 businesses. Based on benchmark employment densities, the number of on-site jobs within the Phase 1 sites and across the wider area has been estimated. This estimate is based on business data which preceded the COVID-19 pandemic. Current levels of Gross Value Added (GVA) have been estimated based on sector data for Sandwell, while an estimate of business rates is based on rateable value data for existing premises, derived from the VOA.

The existing position is shown in Table ES1 adjacent.

Based on 57,737 sqm of employment floorspace it is estimated that in the order of 1,171 FTE jobs could be based within the area. This estimate is broadly consistent with employment data derived from the 2018 Business Register and Employment Survey. This activity could generate in the order £59m GVA per annum, alongside up to £490,100 of Business Rates income.

The identified phase 1 area currently accommodates in the region of 260 FTE jobs across a range of uses, totalling close to 12,750 sq. m of employment floorspace. The range of uses and employment currently in situ provides over £13.3m in gross GVA and business rates receipts of circa £134,000 to Sandwell MBC.

Proposals for regeneration of the estate should consider the availability of alternative premises to ensure that viable businesses are relocated within the local area wherever possible, ensuring that employment and key services are retained for the benefit of local residents.

REGENERATION PROPOSALS

Current proposals for The Lyng based upon planning policy allocation are for the regeneration of the estate on a phased approach, delivering a range of new homes on the edge of the town centre.

Table ES2 demonstrates the outputs / outcomes of the proposals for the site.

Phase 1 of the proposals is to deliver 107 dwellings; this level of development would support 239 gross person years of employment (24 FTE's) and provide approximately £5m in GVA during the construction phase. Once completed, phase one of scheme could potentially support an additional 233 residents, leading to an uplift in local spending totalling some £1.25m per annum – further, this will support a further 16 FTE jobs locally. Due to the mix and nature of the proposals, the delivery of 107 dwellings could lead to an uplift in council tax payments of almost £144,000 per annum.

OUTPUT / OUTCOME	PHASE 1	PHASE 2	TOTAL
Employment floorspace outputs			
Existing employment floorspace (GIA, sq.m)	12,759	44,978	57,737
Gross employment (FTE)	261	910	1,171
Gross direct GVA (£m p.a.)	£13,361,498	£45,709,909	£59,071,407
Fiscal impacts			
Gross business rates (£'000 p.a.)	£133,938	£357,038	£490,975

Table ES1: Current employment

OUTPUT / OUTCOME	PHASE 1	PHASE 2	TOTAL
Construction phase			
Temporary employment supported (person years)	239	1,312	1,551
Gross GVA (construction jobs) (£ million)	£5,040,708	£27,685,096	£32,725,804
Residential outputs			
New housing units	107	616	723
Residents accommodated	233	1,346	1,579
Total local household expenditure (£m p.a.)	£1,261,720	£7,263,736	£8,525,457
Local employment supported by expenditure (FTE jobs)	16	91	107
Fiscal impacts			
Council tax income (p.a.)	£143,821	£829,695	£73,516

Table ES2: Proposed outputs / outcomes: The Lyng

In total, it is anticipated that the delivery of in excess of 700 new dwellings will support 1,579 person years of employment, or 158 FTE's, using the convention that 1 FTE is equivalent to 10 person years of employment. In addition, this would provide an additional £32.7m of gross GVA in the economy, during the construction phase.

As a result of the new housing, the forecast resident per dwelling numbers, demonstrate that close to 1,600 residents could be accommodated across the proposals, this would lead to circa £8.5m per annum in local household expenditure, supporting 107 FTE jobs. Finally, Sandwell council would be the beneficiary of over £950k a year in council tax receipts.

In addition to the quantified outcomes outlined above, it is envisaged that the

residential led regeneration of the Lyng could support a range of wider benefits including:

- Catalysing regeneration – alignment with wider proposals for town centre;
- Image – improve appearance of site close to town centre;
- Community – Meeting housing need.

Of particular note in the above analysis, is the economic impact of progressing residential redevelopment, relating to an estimated drop in economic value, from circa £59.1 million GVA per annum, derived from the existing industrial estate, to a total of circa £32.7 million (construction) and £8.5 million per annum (household expenditure).

OPTION ANALYSIS

Based upon the findings of both the extent of viability issues and difficulty in demonstrating value for money, a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis has been undertaken to assist consideration of the available options and means of progressing. A summary table follows:

1 OPTION 1 - DO NOTHING

INDUSTRIAL ESTATE REMAINS WITH RETAINED RESIDENTIAL ALLOCATION

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Current economic trading position remains strong (short term) • Economic spin off activity for Town Centre remains (short to medium term) • Minimal vacancies across estate with several high-quality occupiers 	<ul style="list-style-type: none"> • Worsening economic trading position over time • Estate in decline - physical and economic with lack of investment by owners / occupiers • Owner / occupier uncertainty due to residential site allocation may prevent and deter investment • Does not address the Council's aspirations to improve gateway into the town centre • Does not address parking and noise issues being incurred across the Lyng Phase I development
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Viability of redevelopment may improve over time, with rising house prices • Developer interest might rise accordingly • Likelihood of companies seeking to expand, relocating - opportunity to acquire existing stock 	<ul style="list-style-type: none"> • Higher vacancies attract anti-social behaviour • Acquisition of interests by opportunists, making future public sector intervention more difficult • Impact of Covid-19 could create vacant units and a downturn in economic activity across the estate

Table 11

2 OPTION 2 - PLANNING RE-ALLOCATION

INDUSTRIAL ESTATE REMAINS BUT WITH EMPLOYMENT / MIXED USE ALLOCATION

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Current economic trading position remains strong (short - medium term) • Economic spin off activity for Town Centre remains (medium term) • Retains economic activity within the town which may otherwise be lost to alternative locations 	<ul style="list-style-type: none"> • Existing stock is aging and requires active investment • Estate in slow decline - without economic stimulus likely minimal investment by owners / occupiers • May create uncertainty over occupier investment / relocation to the site
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Allocation could be flexible to facilitate residential where appropriate • Owners / occupiers might consider investment rather than relocation, given greater levels of certainty over the future of the estate • Economic output from the estate may improve 	<ul style="list-style-type: none"> • Neighbouring residential properties might suffer additional / ongoing issues - parking, noise, fumes • Covid-19 may create further vacancies in the short to medium term • No development of note occurs and the estate remains as is in the medium term

Table 12

3 OPTION 3 - PLANNING RE-ALLOCATION & ECONOMIC STIMULUS

INDUSTRIAL ESTATE REMAINS ALLOCATED FOR EMPLOYMENT AND INVESTMENT ENCOURAGED

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Current economic trading position remains strong (medium - long term) Economic spin off activity for Town Centre enhanced (higher numbers / better quality employment) Unlikely to require significant public sector funding 	<ul style="list-style-type: none"> Existing stock is aging and requires active investment Estate enhanced - without economic stimulus likely slow investment by owners / occupiers Lower quality uses (e.g. vehicular repairs) might proliferate
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Allocation could be flexible to facilitate residential towards existing residential stock Owners / occupiers might consider investment rather than relocation Investment could be directed towards certain sectors or standards Higher quality occupiers may be attracted to the estate Council would be able to speculatively acquire units and generate an income in the short-term 	<ul style="list-style-type: none"> Neighbouring residential properties might suffer additional / ongoing issues - parking, noise, fumes Detracts from regeneration of the town centre and reduces potential of securing further town centre living

Table 13

4 OPTION 4 - INTERVENTION TO ACQUIRE THROUGH AD HOC OPPORTUNITY PURCHASES

IN CONJUNCTION WITH OPTIONS 1, 2 OR 3

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Can be used to progress regeneration for either residential / employment or mixed use Provides control over acquisition process, programme and price Potential to provide short term investment income Likely to be more cost effective than acquisition through CPO with all of the associated costs and risks 	<ul style="list-style-type: none"> Involves active buy-in to the Lyng and existing issues without ability to fully control Requires capital budget to be identified Impact on estate management resources Might not be able to ever acquire critical plots
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> To prioritise areas of intervention based on state of repair / nature of activity / site location Potential to provide investment income Opportunity to clear poorer vacant / eyesore sites To take flexible approach to acquisitions 	<ul style="list-style-type: none"> Potential for creating competition for acquisitions - value / cost increases Inability to react quickly to opportunities as they arise Any offer made limited by s123 Local Government Act (Market / Best Value) Owners may look to achieve a higher price once they know the interest is from the Council

Table 14

5 OPTION 5 - INTERVENTION TO ACQUIRE THROUGH COMPULSORY PURCHASE

IN CONJUNCTION WITH OPTIONS 1, 2 OR 3

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Provides a greater degree of certainty over ability to comprehensively acquire phases Maximum flexibility as to future actions Potential to provide investment income Provides and ensures clean title Removes acquisition competition 	<ul style="list-style-type: none"> Needs a strong justification to use statutory powers Requirement to demonstrate a viable, deliverable scheme Cost of promotion of CPO associated with Statutory Compensation Less flexibility in timing and choice of acquisitions
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> To prioritise areas of intervention based on clear phasing strategy To assist companies in relocation / reprovision To actively promote a scheme, potentially with a developer partner To take pro-active approach to acquisitions To gain full control over an identified area To deliver wide-scale regeneration and build upon success of Lyng Phase I and the town centre regeneration 	<ul style="list-style-type: none"> Potential opposition to CPO Planning policy alignment to viable / deliverable solutions Loss of existing businesses / jobs if companies unable to relocate locally At present the case for a CPO is relatively weak and may not be successful

Table 15

SUMMARY

The SWOT analysis assists in selection of preferred course of action.

Do nothing, whilst an option that has reflected the position over the course of recent years, if continued, provides the worst of all scenarios.

There is currently a real opportunity to reassess the Lyng Industrial Estate and its future role, through the imminent Town Masterplan process.

The Towns Deal and Future High Street processes recently undertaken in respect of a number of town centres, including West Bromwich, identify that the challenges for town centres require a number of interventions including diversification and densification, both aiming to bring economic activity back into the towns during both the day and evening. Options 2 & 3 present this as an opportunity for reconsideration of the Lyng as a potential ongoing hub of economic activity immediately adjacent the town, potentially including residential uses but most likely through the encouragement of private sector investment in existing premises.

At the same time as progressing options 2 or 3, then the Council might actively seek to acquire properties within the estate as they become available (Option 4), as a means of gradually gaining control, enabling the demolition of poorest stock and holding better stock for investment purposes pending sufficient landholding to be able to progress redevelopment of parcels, potentially without, but most likely with a need for CPO in order to gain clean title.

Option 5 – proposed CPO, would in current market conditions present a difficult route to pursue, as it would be exceedingly difficult to clearly demonstrate a viable option which presents value for money. This situation would potentially change as the Council's control of the site through following Option 4 grew and with the Masterplan process having been completed and providing clear direction as to a vision for the Lyng.

DEVELOPMENT FRAMEWORK

The proposals set out within the Masterplan show that whilst a residential led redevelopment of the Lyng would be feasible in design terms (albeit potentially requiring some bespoke dual frontage designs) this would not be commercially viable in present market conditions and would not be easily capable of attracting external funding support through the poor value for money arising.

The estate presently accommodates an estimated 1,171 FTE jobs and creates a gross GVA of around £59 million a year. Whilst this might not be entirely lost in the event of relocation of industry, the extent that this might potentially directly assist the town centre is not clear. Whilst the development of around 723 new homes would represent a significant step change within the West Bromwich town centre housing market and continue the Lyng regeneration, the economic benefit derived post the construction phase is more limited at around £8.5 million a year within the local economy which would support around 107 FTE jobs.

It is clear that the major obstruction to redeveloping the Lyng relates to the current apparent popularity of the estate for employment, with low levels of voids, despite some of the structures getting towards the expiration of their economic life. This significantly high occupancy rate increases the cost of acquisition and negatively impacts the viability of delivering wholesale redevelopment.

It is considered most appropriate that the Town Centre Masterplan be used as a mechanism to reassess the future of the Lyng as a potential economic powerhouse located immediately adjacent the town centre. This would take into consideration the significant scope to deliver high density new housing within the current town centre boundary to the north of the West Bromich Ringway. The disincentive for investment by current businesses in

the Lyng would be removed through planning redesignation and the ability to encourage investment within a particular direction and that might best compliment the Town Masterplan pursued. Potential actions for consideration might include for example exploring the setting up of a local Enterprise Zone – most likely through working with the LEP to consider an extension to the current Black Country EZ's, but also perhaps considering the benefit of a Local Development Order and ascertaining local business interest in either forming part of the town centre BID or the setting up a separate Business Improvement District. A wider description of these potential identified options follows and a case study is included relating to how these mechanisms have been successfully adopted in other areas:

LOCAL DEVELOPMENT ORDERS

Local Development Orders (LDO's) are promoted by national planning guidance as a flexible tool to simplify and streamline the planning process, creating certainty for new development and saving time and money for those involved. LDO's can help enable growth by positively and proactively shaping sustainable development within an area and can play an important role in incentivising development by simplifying the planning process and making investment more attractive.

The process for adoption of an LDO requires the preparation of a draft LDO, together with a statement of reasons, formal consultation and subsequent consideration of representations and drafting of any modifications, the decision to adopt and notification to the Secretary of State.

A relatively new and nearby example is the Blackbrook Enterprise Zone LDO, which forms part of the DY5

Enterprise Zone. The LDO aims to deliver area-based economic growth and regeneration with a focus on enabling industrial and employment-related development, through a simplified planning regime, without the need for a formal planning application. This relates to both vacant sites and improvements / expansion of existing properties. Often LDO's will be used to steer and encourage growth towards particular sectors.

The adoption of an LDO provides a positive message to the market in terms of encouraging business growth and investment in an area, which in the case of the Lyng would reverse the current negative message presented by residential allocation which will discourage businesses from investing in their premises.

BUSINESS IMPROVEMENT DISTRICTS

A Business Improvement District (BID) is a shared public and private partnership whereby businesses in a designated area take the collective decision, through a ballot, to pay an additional charge separate to their Business Rates. This charge provides additional funding for specific development and improvement initiatives. BID's are not restricted in the services they provide if these are agreed by the businesses.

There is already in existence a successful West Bromwich BID which has made a significant contribution to the improvement of the Town Centre over the last five years and includes over 500 businesses. In that time it has created a robust and effective platform for the business community that has worked in partnership with the Council to provide core services in the BID area, these

include public realm works alongside a range of practical benefits to the Town Centre businesses including additional cleaning of the town, improved public realm and shop front improvements which have assisted in improving the appearance and safety of the town. Whilst most frequently BID's have been created in town centres, there are examples of BID's which relate to specific Industrial Estates, an example would be Haunault Business Park.

It is therefore considered that if the Lyng Industrial Estate were either to be included within the existing West Bromwich BID, or a new BID created for the estate, then it could benefit from various improvements and enhancements, with the potential to enhance the environment, tackle issues such as crime and parking, promote the estate and reduce levels of voids.

DISCRETIONARY RATES RELIEF & SMALL GRANTS FUNDING

Councils have the ability to apply discretionary business rates relief within an area in order not to discourage investment in companies seeking to expand or improve their premises. They also have the ability to provide small capital grants to promote expansion and improvements. This would often work in a similar way to Townscape Heritage grants. However, whilst such measures can be taken, there is a view that this might be unfairly benefitting certain businesses, whereby there are many properties within the Borough that would benefit from improvement. Hence as well as the risk of precedent setting, there is a need to ensure State Aid guidance were followed.

ENTERPRISE ZONES

Enterprise Zones (EZ's) are designated areas across England that provide tax breaks and Government support. EZ's form part of the Government's wider Industrial Strategy to support businesses and enable local economic growth.

Businesses that locate on an Enterprise Zone can access several benefits including business rate discount and enhanced capital allowances. All business rates growth generated by the Enterprise Zone is kept by the relevant local enterprise partnership and local authorities in the areas for 25 years to reinvest in local economic growth.

There is an existing Black Country Enterprise Zone, which includes Wolverhampton North EZ in Wolverhampton, a cluster of sites around the M6 corridor between Darlaston and Walsall (Darlaston EZ), and DY5 in Brierley Hill, Dudley. There are currently no EZ sites within Sandwell.

The Black Country EZ, led by the Black Country Local Enterprise Partnership, has to date created 4,000 new jobs in advanced manufacturing including aerospace, automotive and engineering.

The allocation of sites within an EZ has to be carefully considered, as the provision of investment within an EZ, relates to the ability to increase business rates income, hence the baseline relates to the existing business rates income which is most usefully a vacant site with no rateable value, such that development provides an entirely new hereditament. There would therefore be an identified risk if the Lyng were to become part of an EZ, in the event that businesses were to continue to move away and premises demolished or converted to uses with reduced rates liability. It is considered most likely that if an EZ option were to be further explored, that this might relate to a

larger geographical area and form part of a cluster of areas within for example the Smethwick to West Bromwich corridor.

If the Lyng Industrial Estate or parts of it, were to become part of an EZ, then this would demonstrate a clear intention of maximising the economic benefits of the estate, most likely with a clear focus on clean or green technology, processes and uses, which sit comfortably adjacent a town centre and residential estate. It could provide the potential to generate several different types of skilled and semi-skilled jobs in West Bromwich whilst improving the existing industrial estate through new employment development and investment in existing premises. Businesses would also benefit from associated tax benefits.

It would often be the case that at commencement of an Enterprise Zone, that delivery of an Enterprise Centre would form an initial stage of delivery, setting a benchmark in development and creating a flow of emerging and new enterprises which can be encouraged to flourish and then progress into other local accommodation, creating a churn of enterprise. It is understood that Sandwell College has ambitions for delivery of a Talent Studio focusing on digital, engineering, cultural and arts as well as providing accommodation for enterprise and business development. It is considered that this might provide opportunity as a catalyst to be further explored and to potentially define a direction of specialism for the estate in it's ongoing role as a town centre economic hub.

It is noted that there is a significant element of manufacture and also vehicular related uses within the estate and with the proposed acceleration of the move towards clean energy and particularly electric cars, perhaps this might also pose an opportunity. Only through detailed consultation

with existing occupiers however, will it be possible to determine the current business plans of existing businesses and whether these might provide a starting block for determining any future specialism, upon which the Lyng might flourish.

In the meantime, opportunity might be taken by the Council to actively seek to acquire properties as they come to the market and potentially through consultation. It is likely that the current pandemic and anticipated economic downturn will bring an acceleration of the number of properties to the market over the forthcoming few months and years. This will enable the most economical means of site amalgamation and provide a more secure base from which to promote redevelopment of parcels / phases, with scope to demonstrate better value for money and attract external funding assistance. This process might facilitate future residential, employment or mixed-use regeneration.

Whilst the market assessment casts considerable doubt as to the ability to deliver very high-density residential development at present, the opportunity might arise in the future, assuming the success of anticipated schemes within the town centre boundaries.

In terms of acquisitions, it is recommended that priority ought to be placed upon the acquisition of parcels that immediately adjoin residential areas of Lyng Phase 1, which front onto main roads or which relate to poorer quality stock within the area. This will provide opportunity to maximise impact on the local environment and reduce / remove issues that are currently highlighted around car parking, unsightly activity and promote a positive impression.

Through the redevelopment of vacant and unkempt sites and development acceleration and reduction in vacancy rates as derelict properties are refurbished or redeveloped, this ought to enable a degree of pride to be reintroduced into the local communities and potentially encourage additional property improvements to be undertaken in surrounding properties.

There is also potential to build upon recent enhancements within the wider

town centre area, through the creation and enhancement of linkages into the town centre.

To pursue regeneration therefore, then the Council ought to consider the following:

- 1 Ensure that the town centre masterplan takes account of the economic impact of the Lyng Estate.
- 2 Consultation to be pursued to understand the views and aspirations of the local businesses (this was not pursued under the framework process due to concerns as to the raising of expectations).
- 3 Seek to acquire opportunity sites as they arise.
- 4 Explore with the LEP, means to encourage local employment investment – this might include local enterprise zone or specific funding packages.
- 5 Seek to actively engage with current occupiers and help to direct investment or to relocate as appropriate.
- 6 Identify with potential funders (e.g. Homes England, Black Country LEP and WMCA the project (based on outcome of Town Centre Masterplan).

ALTERNATIVE IDENTIFIED DELIVERY ROUTES

As previously referred, there are several alternative approaches to delivery of development within the Lyng, regardless of whether a residential or employment-based approach is ultimately to be taken. Assuming that acquisition is progressed in an opportunistic fashion, then it is likely that opportunities for redevelopment will arise throughout the estate. Dependent upon the location and scale of acquisitions, then this will inform the required approach:

VACANT / DERELICT SITES

There are a few of these identified and will require demolition / site clearance.

It is possible that these might then either be grassed over to provide an extension to existing open space, turned into temporary car parks (to alleviate on street parking issues) or fenced to provide temporary open storage providing some temporary source of rental income. Boarding / security fencing might be discouraged from a visual impact unless required for security to adjoining properties. The former actions all pending inclusion within a site which is developable or forming part of a wider redevelopment site.

PROPERTIES IN POOR REPAIR

Premises which are acquired and which are in a good lettable state might be possible to re-let to provide a potential rental income, it is more likely that site clearance will be a preferred option in accord with 1 above.

PROPERTIES IN GOOD / LETTABLE REPAIR

It might be used to provide a temporary investment income pending inclusion within a wider redevelopment site.

Once a site of sufficient scale to promote redevelopment has been amalgamated, then delivery options might include the following:

DEVELOPMENT DELIVERY PARTNER

Through an OJEU compliant process, a development delivery partner might be selected to progress delivery of development throughout the estate. It is considered that this would likely assist in the demonstration of deliverability of sites for funding purposes and provide continuity of design and process, however the nature of sites and opportunities that arise might be diverse, dependent upon the outcome of the Town Centre Masterplan process.

The developer partner would be responsible for delivering development on a comprehensive basis, working in partnership with the Council and other potential funding partners including the WMCA, Homes England and Black Country LEP. The proposal would provide a holistic approach, optimising the likelihood of delivery across all sites through the potential for cross

subsidy between sites, the generation of economies of scale and the potential to benefit from any uplift in values arising through investment.

DIRECT DELIVERY

The Council is seeking to create its own delivery vehicle for housing and this might be a useful vehicle for delivering some of the opportunities.

MARKETING OF INDIVIDUAL SITES

The traditional methodology for Council delivery, however with viability issues arising, such that initial de-risking, planning gain concessions and potential for deferred capital receipts will all require consideration. Sites would require to be of sufficient scale to provide an effective regeneration solution.

CASE STUDIES

EXAMPLES OF DESIGN

The following case studies demonstrate residential developments that have been noted for their innovative and high density design. These precedents were also chosen to provide examples of how non-standard parameter block depths can be overcome to create distinctive patterns of development whilst responding to the local area. The examples chosen are as follows:

- **NEWHALL BE, HARLOW** – This scheme successfully provides densities of 52dph whilst creating a sense of place and legible street pattern.
- **PHASE I NEW ISLINGTON, MANCHESTER** – Following the redevelopment of this area, New Islington's identity has changed significantly. This phase demonstrates a scheme of up to 60dph and provides an area of open space whilst integrating with the canal.
- **ALLERTON BYWATER, LEEDS** – A former declining mining community transformed into a popular residential area close to Leeds.

NEWHALL BE, HARLOW

This unique award-winning development called 'Newhall Be' was designed by Alison Brooks Architects, to provide a mix of housing for families and young people. It forms part of the Newhall's Masterplan, which is being referred to as the '21st-century architectural zoo'. The development is located in Harlow New Town, West of Essex.

MATERIALS

Newhall Be has its own dedicated design code, and this development agrees to maintain similar quality and consistency. The terraces and villas are dressed in

black cladding and slate roof tiles, with buff stock brickwork, also used for the flats. The finishing materials make reference to its heritage and is in-keeping with the character of the area. The materials are locally sourced and the overall look is contemporary.

DENSITY

The development consists of 84 units across four building types; 5 apartments, 14 villas, 29 courtyard houses and 7 terraced homes. These housetypes solve the problem of accommodating single people or large families outside major cities. By halving the size of the gardens and creating narrower urban blocks with roof terraces helps achieve a denser masterplan. The resulting density is 52 dwellings per hectare, in which 26% are affordable housing.

'Newhall Be' is unique for its distinct typology of 'the terraced courtyard house' having the same area as a conventional narrow, deep terrace unit but much more width. It creates opportunities for interesting views and network of spaces. The strategy was to retain the existing landscape by building on constrained footprints at higher densities. Hence, the broad, shallow back to back 'T' shaped houses with courtyards notched into the sides that helped to achieve a density of 52dph.

Other plots on the site include similar densities, with an aim of providing adaptable and flexible spaces. For example, the detached 3 bed homes can be easily converted to a 4 bed, to cope with expansion and growth of its residents.

PARKING

Parking provisions have been neatly provided to the side / front of the homes. There are dedicated parking courts for the apartments and potential visitors.

The design of the units were to take into account the necessity for parking for each dwelling whilst providing tidy parking solutions.

AMENITY SPACE / GREEN INFRASTRUCTURE

There is no dedicated open space provided on site, however next to the site is a playing field. The site layout was thoughtfully designed to incorporate the natural assets of the area and prioritise connecting to pedestrian / cycle routes.

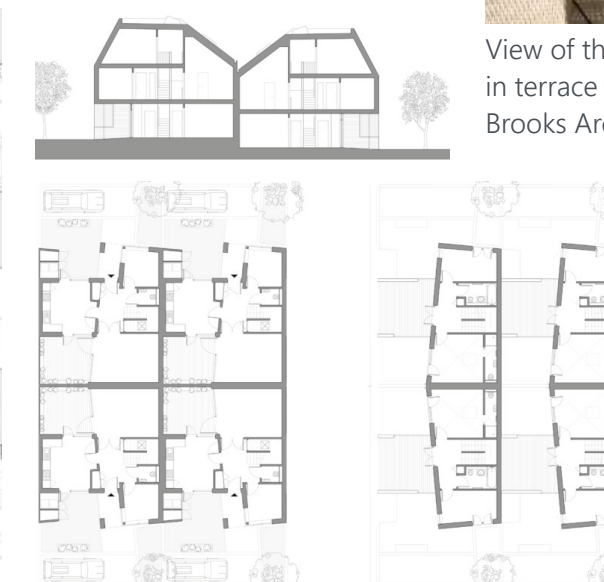
The narrow dwellings create intimate streets with street trees and shared



Site layout showing back to back terraces, detached homes and apartments (Source: Alison Brooks Architects)



The arrangement of active frontages with frontage parking (Source: Alison Brooks Architects)

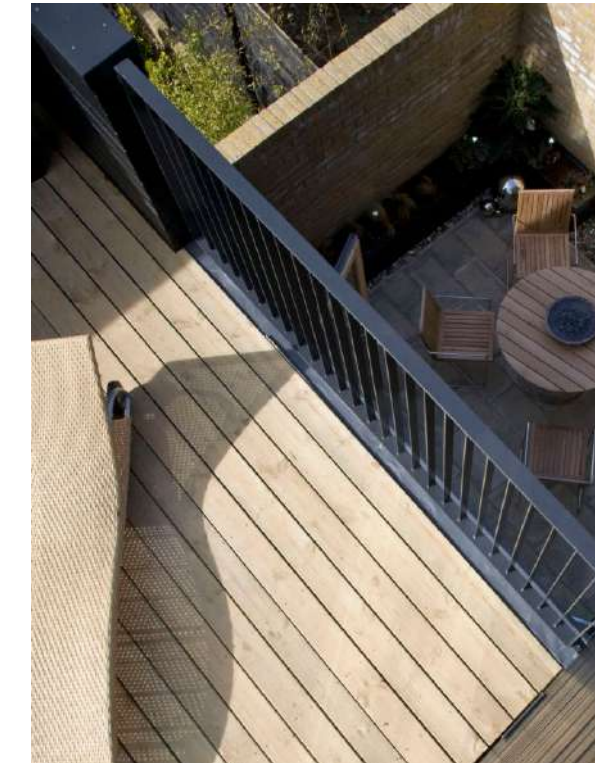


Examples of back to back terraced blocks (Source: Alison Brooks Architects)

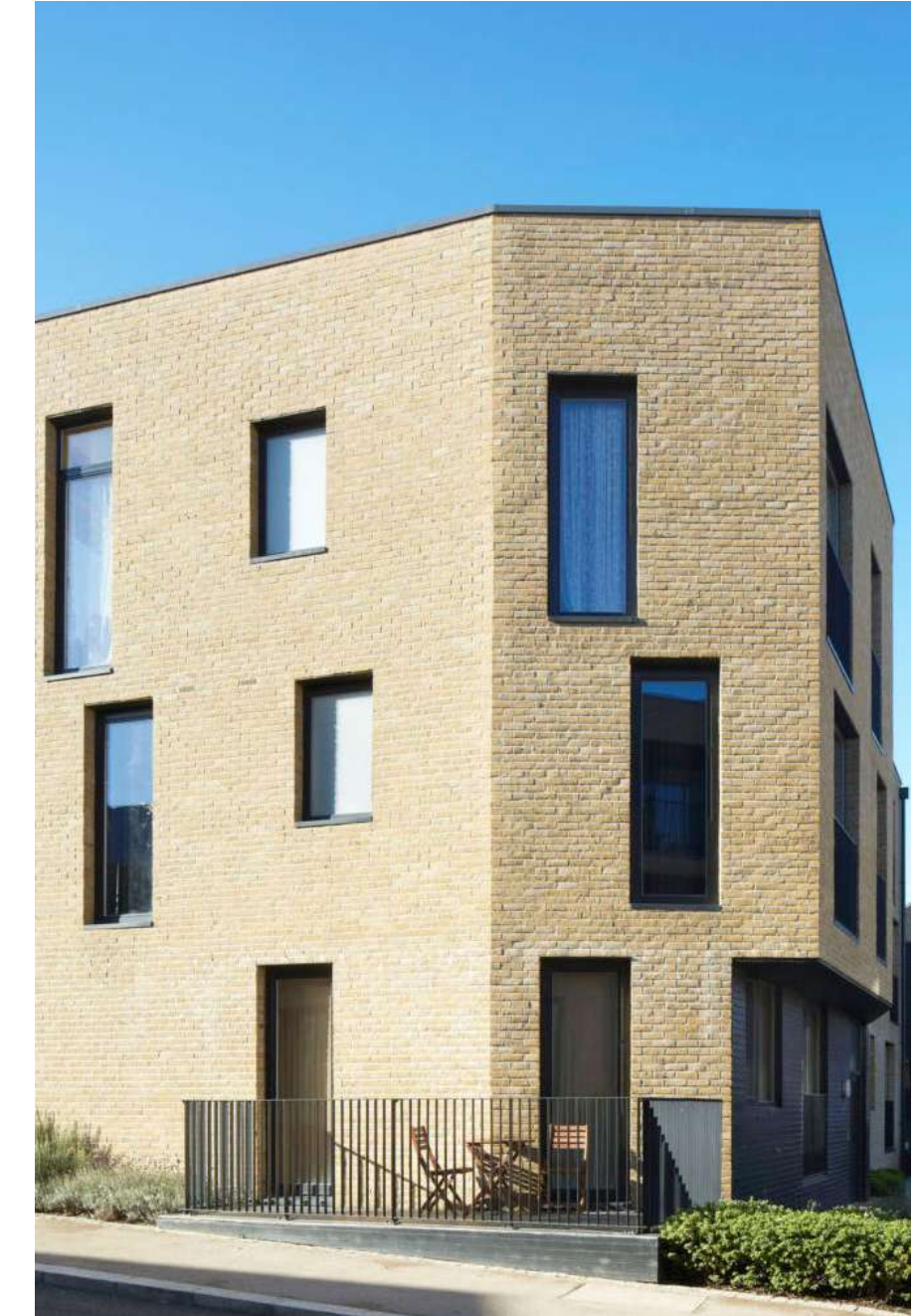


View from Church Langley playing field showing the relationship between the terraced homes, apartments and greenspace (Source: Paul Riddle Photography)

surfaces. Providing large balconies and naturally lit courtyards within the terraces, gives the residents a private garden-like space. The large windows and split-level planning ensures an influx of light into the building, making narrow rooms seem bigger and brighter.



View of the external amenity spaces in terrace typology (Source: Alison Brooks Architects)



Three storey apartment block overlooking the street (Source: Alison Brooks Architects)

PHASE I, NEW ISLINGTON, MANCHESTER

New Islington is an inner-city area of Manchester, known for its transformational regeneration. The overall masterplan for New Islington was to create a vibrant, successful and diverse place people want to live, work and play. More than a decade of ongoing work into transforming New Islington, to provide a variety of homes, new jobs, a park, high quality public realm, medical centre and primary school.

Phase 1 is the proposal for new town houses, to sit alongside the new canal, which connects the two existing Victorian canals, creating a focal point for the New Islington area and Manchester city centre. This phase was completed in 2017, as part of regeneration project for New Islington which began since 2002.

DENSITY

The development comprises of 43 town houses, arranged in short terraces, varying between two and three storeys, resulting in a density of circa 60dph. Each floor has a footprint of 500 sq. ft (46.5 sqm) which is 1,000 sq. ft (93 sqm) for a two bedroom home, or a three or four bedroom 1,500 sq. ft (139.4 sqm) property.

Externally, the houses adopt the traditional terraced approach with private front entrances and back gardens, however internally the layouts were designed to accommodate three, four or even five bedrooms, still retaining that 'traditional' feel. This encourages growth and expansion, taking into account the varied needs of residents.

PARKING

Parking is designed to tie into the schemes vision for engaging communities and social cohesion. This includes ensuring security for residents and natural surveillance. The parking ratio is 2:1 with visitor parking. Parking provisions are available at the rear of the houses, in an enclosed secured shared parking court.

AMENITY SPACE / GREEN INFRASTRUCTURE

As part of the vision to provide new sustainable modular homes, the scheme also delivers high quality streets and great landscape. The row of terraces face onto the canal and existing streets. Cotton Field Park and the New Island Marina are located beside the development, for small waterfront hangouts and birdwatching.

Each house is provided with its own private garden and balconies for views towards the areas assets. Balconies at the north and southern part of the site benefit from overlooking the New Islington Marina.



View of two-storeys houses facing Lockyard Lane (Source: UrbanSplash)



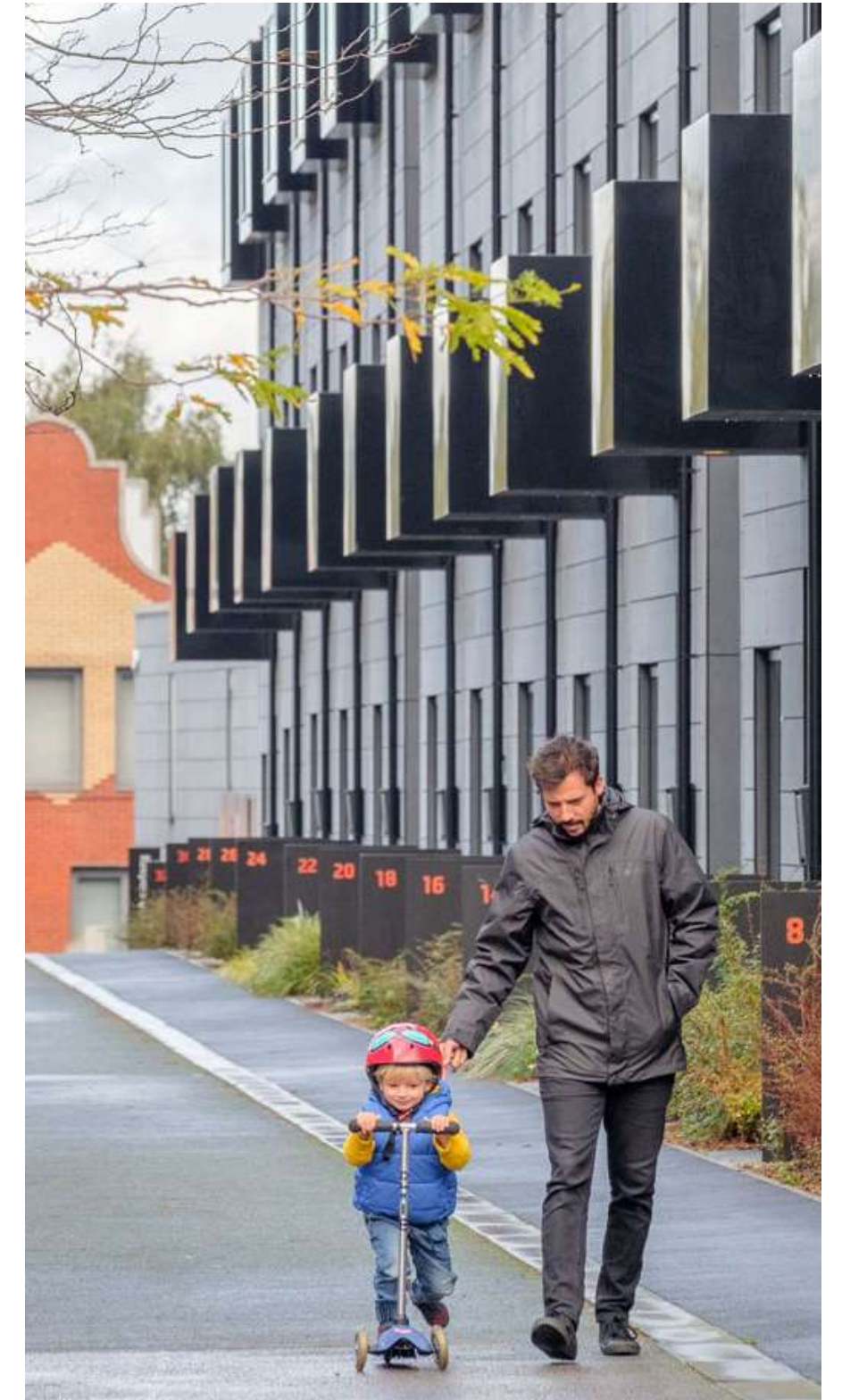
Rear view of two-storeys houses (Source: UrbanSplash)



Facade of three-storeys houses facing the canal (Source: ShedKM)



Cotton Field Park is located within close proximity to the development. (Source: UrbanSplash)



Houses facing Lockyard Lane (Source: ShedKM)

ALLERTON BYWATER, LEEDS

Allerton Bywater is a former mining community, located six miles south east of Leeds, near Castleford, West Yorkshire. It sits on a redeveloped brownfield site that was involved in a developer-designer masterplan competition in 1998, resulting in an exclusive development agreement with two housebuilders. In 2002-3, English Partnerships developed a detailed Design Code for the development.

The project is still ongoing to deliver approximately 520 homes and improved facilities. This was sectioned into phases and is about 45% complete.

DENSITY

The masterplan highlights a 23-hectare site with approximately 520 residential units of varied housetypes between two and three storeys. Also, it includes 25,000sq.m of commercial space and associated greenspace.

The final phases of the 23ha Allerton Bywater Millennium Village, was to design 189 new homes on 5.72ha. This project comprises of a mix of two and three storey houses with two to four bedrooms. The proposal will also include 20 apartments in a single four / five storey block for the elderly. The density for phases 3 and 4 is 40-50 dph, including a gross 24.4dph of green areas.

PARKING

Parking is provided for houses at the front or rear within street blocks comprising shared spaces. For the apartments there are designated shared parking courts at individual plots. Street arrangement is designed to create home-zones for family houses to establish people-friendly spaces for pedestrians.

AMENITY SPACE / GREEN INFRASTRUCTURE

Each house is provided with its own private garden. The development also has three main open spaces: two green areas adjacent to Station Road and Silkstone Square, which contains a playground. Beeston Way works as a green link, connecting the areas on Station Road to the square. Shared surface streets are arborised, while main circulation spaces – such as Beeston Way, Flockton Road and Haigh Moor Way – also work as green corridor, with trees and grassed areas.



On-street parking on shared surface streets (Source: Steve Tiesdell Legacy Collection)



Houses facing Goldcrest Road (Source: Steve Tiesdell Legacy Collection)



Masterplan by English Partnership (Source: English Partnership)



Two-storey houses facing public open space with car access and parking provisions at the rear, on Goldcrest Road (Source: Steve Tiesdell Legacy Collection)



Facade of three-storeys houses in Beeston Way (Source: Steve Tiesdell Legacy Collection)

EXAMPLES OF DELIVERY

The following case studies relating to comparator sites and scenarios have been provided in order to demonstrate ongoing and successful delivery as well as informing methodology, timelines and associated costs:

- **CASTLEWARD PHASES 1 & 2** – The process of delivering a 2nd phase of residential redevelopment in a town centre scenario, on an existing industrial estate which adjoins an earlier residential regeneration phase.
- **BRINDLEY VILLAGE II** – The acquisition of an industrial estate in Sandwell, within 3 miles of the subject site to pursue residential development, including analysis of costs and programme.
- **ENCOURAGING INVESTMENT IN BUSINESS PREMISES** – Examples of the successful adoption of Local Development Orders, BIDs and Enterprise Zones in relation to existing Industrial Estates.

CASTLEWARD PHASES 1 & 2, DERBY

Castleward is a 12.14 hectare (30 acre) brownfield regeneration site to the edge of Derby City Centre forming part of the Derby City Centre Housing Zone, representing one of three major brownfield sites targeted around the city centre. Castleward is the first of these three sites to come forward for development and its ability to successfully deliver a new sustainable neighbourhood has had a direct bearing on generating market confidence to support the delivery of the other sites.

The scheme comprises a £100 million project, located between Derby Midland Station and the city centre and will create around 800 new homes and 3,205 sq.m (34,500 sq.ft.) of commercial space.

The overall development is governed by a tripartite development agreement between Compendium Regeneration Ltd (trading as Compendium Living), Derby City Council and Homes England. The agreement was put in place given ownership of land within the scheme by all three parties, to define obligations of



Masterplan image (Source: hta.co.uk)

respective parties, establish development proposals and means for delivery.

Compendium Living is a development company jointly owned by a housing developer - Lovell Partnerships and a social housing provider - The Riverside Group. Compendium Living was selected by Derby City Council as its preferred partner to engage in the long-term regeneration of the Castleward area following an OJEU procurement exercise which concluded in 2011.

The regeneration vision is captured by the Castleward Urban Village which provides the strategic framework that establishes the principles of development throughout all phases of the development. The proposed masterplan for Castleward is shown opposite.

The masterplan has been used to obtain outline planning for the overall scheme and to demonstrate what could be achieved on the site, though with each phase being altered as part of the detailed and reserved matters planning process, this approach has allowed flexibility and allowed the development to maintain momentum as and when parcels are available for development.

Phase 1 of the scheme secured detailed planning approval and commenced on site in March 2013 and completed 2016. This phase comprised 164 residential

units (open market sale, low cost ownership and affordable rent), 540 sq.m of ground floor retail/ commercial (12 units) and a new boulevard connecting the city centre with the rail station, and public square. This was very much a market forming development establishing itself as a new city centre housing area. Phase 1 has proved successful with evidenced price increases since its launch with sale value increases typically being within the range of £180 per sq.ft. to £250 per sq.ft. The scheme has identified pent up demand for flats and two storey homes and achieved prices pushing sales values upwards within the wider city centre.

As per the Lyng, Phase 1 was developed on land owned by the Council and transferred to the developer; subsequent phases delivered will be on land that has to be assembled, though differing from the Lyng in this respect, as not all of the land is to be acquired from private owners given that Homes England, Derby City Council and Derbyshire County Council already have significant land holding on the site. Delivery of the next phases is less viable and terms for the Compendium development agreement relating to site drawdown and clawback provisions have been required to be renegotiated.

The City Council is presently progressing the acquisition of the Phase 2 land, which

is predominantly in industrial use. This process has included the completion of a land referencing exercise, preparation of a relocation strategy, actively supporting the occupiers to relocate and subsequently working through the CPO process. This has included assessment of estimates of value and acquisition costs (assuming CPO), the preparation of the case for CPO working including the Statement of Reasons, working through the Council's approval process and the Council is presently attempting to progress the acquisition of around 48 interests in advance of CPO.

The financial appraisal for Phase 1 generated a nominal transfer value after S.106 and affordable housing requirements were taken into account. The next phases of development require grant funding assistance to ensure delivery can be accelerated, to provide both the volume of new homes to meet market demand and the supporting infrastructure (school, community facilities, leisure and public realm etc) that will be required. It is considered likely that the Lyng will also require significant public sector assistance, given the extent of land assembly required. The City Council has successfully secured grant funding for HIF infrastructure works through Homes England.

CONCLUSION

Derby Castleward is similar to the Lyng but is further advanced. The scheme adjoins the City Centre and major transport infrastructure. An initial phase has been delivered on land previously owned by the Council, the latter phases



Typical housing units (Source: hta.co.uk)

relate to an industrial estate in multiple ownership with the relocation of businesses required.

Phase 1 was completed in 2016, with a further 8 phases identified. Acquisition of the ownerships within the next phase (3A) is underway, though a number of the interests are already owned by the partners and therefore, there are less units to acquire than is the case at the Lyng. The next phase is set to comprise 82 apartment units, with further apartments proposed on the adjacent site, however this is to be delivered independently to that of the rest of the scheme by Elevate Property Group.

In respect of the next phases of the scheme, the development partners already hold almost 50% of required freehold interests, and this represents a major difference to the land ownership position at the Lyng, whereby the council at present do not have any significant land holdings. This position has enabled the scheme to demonstrate reasonable value for money and to successfully attract grant funding accordingly.

Whilst some opportunity acquisitions are identified, a CPO is required to complete the exercise. The areas of the scheme closest to the city centre are to be the highest density, similar to the requirements at the Lyng, with reduced densities across the site away from the city centre.

Residential values in the area did not initially support a viable scheme, however the delivery of the initial phase helped to provide confidence to the market,

evidence increasing values through placemaking and evidence a market for apartments that did not previously exist. Grant funding has been successfully secured for the delivery of social infrastructure and site acquisitions.

A flexible approach to the phases has been adopted to ensure momentum is maintained with the development, resulting in smaller parcels being delivered at each point that the land assembly is complete, though this does impact upon the layout plans that can be achieved on each individual phase.



Masterplan (Source: castleward.co.uk)

BRINDLEY VILLAGE II

Brindley Village sits within the North Smethwick Canalside Area, located approximately 2 miles south west of West Bromwich Town Centre. The area pre-regeneration largely comprised poor quality, low value, high density industrial/commercial premises used by small businesses with high levels of voids and suffering from a lack of investment. To the north of the area sits a significant level of poor quality pre 1919 housing, mainly in private ownership and a number of 1950's council estates.

The Brindley Village II site formed a 2nd phase of the successfully implemented Brindley Village I project which was completed in 2002. The site comprised around 11 acres immediately to the north of the Birmingham – Wolverhampton Canal.

The scheme was promoted by key partners comprising of Regenco (an Urban Regeneration Company), AWM (Regional Development Agency, subsequently absorbed into the Homes and Communities Agency, now known as Homes England), English Partnerships (a predecessor body to Homes England), Sandwell MBC and British Waterways, the aim being "to undertake residential led, re-development to assist in the creation

of a mixed use urban village which will act as a catalyst for the sustainable regeneration of the North Smethwick area".

The Brindley Village II site was predominantly in the ownership of Advantage West Midlands and was to be

brought forward for development by PXP (an AWM Joint Partnership arrangement with Langtree Developments). The remainder of the site was within a number of different ownerships, mainly in the A1 and Lewisham Road Trading Estates, as well as Sandwell MBC.



The site prior to construction (Source: Thomas Lister)



Site under construction (Source: Google)

The publicly owned land was predominantly cleared and vacant. The Trading Estates were however fully operational and in multiple ownership and tenures.

Whilst some of the private ownerships were successfully acquired through negotiation, it became evident that CPO would be required to conclude site amalgamation.

A Planning Application for residential development was obtained in order to support the development of the site and submission for Compulsory Purchase.

Planning was subsequently gained for the delivery of up to 300 new homes set within a high quality environment.

Whilst the CPO process was underway, the site was actually fully acquired in advance of CPO, although the acquisition costs included those statutory costs associated with CPO, such as Loss Payments, Disturbance, Professional and Legal Fees. Analysis of the associated statutory costs suggests, that in overall terms these equated approximately 50% of property value, which was required to be paid to support acquisition of the respective property interests.

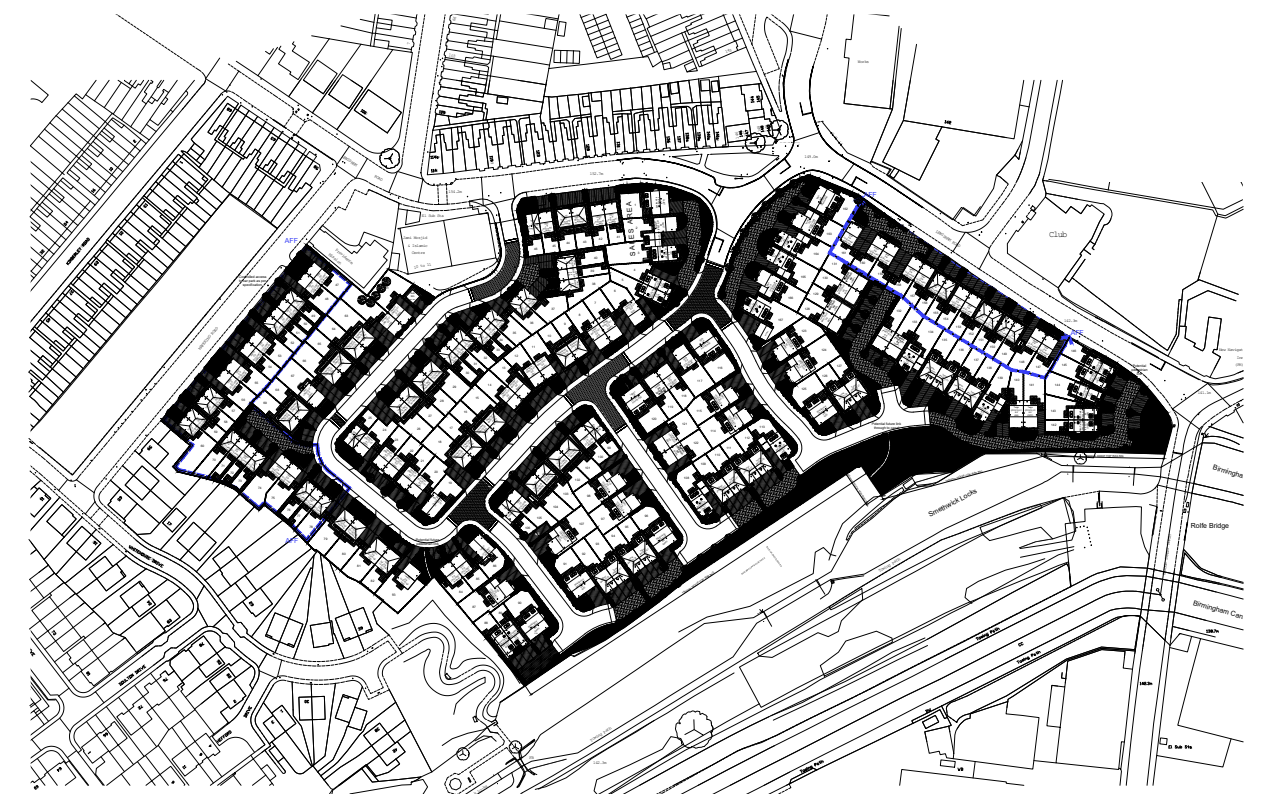
The site was subsequently cleared and remediated by Pxp, the majority of associated costs being grant funded and totalling around £6.6 million – i.e. £1.5 million per hectare (£600,000 per acre)

The site was then marketed for residential development. However, despite being remediated, viability issues remained, such that the site remained unsold for a number of years.

The site was ultimately acquired by Countryside Properties (UK) Limited who delivered a total of around 155 dwellings on the subject site, 167 in total including an adjoining site, of which 79 units related to market units, 63 units were delivered on behalf of Sigma PRS Developments Limited (a private rental sector scheme) and 38 units were delivered on behalf of Sandwell MBC as affordable housing. The overall scheme costs relating to the 167 units, excluding remediation and land value, equated in the order of £27 million, i.e. around £162,000 per home.



Site under construction (Source: Google)



Proposed planning layout (Source: Countryside Properties UK)

The following key milestone dates achieved in respect of the delivery of Brindley Village II demonstrate the anticipated order of programme that might be anticipated in the event that residential redevelopment is progressed:

Site acquisition in advanced CPO	2006-2009
Outline planning application	2009
Demolition / site clearance	2009
Site remediation	2010-2011
Site marketing	2011-2015
Detailed planning	2016
Development period	2018-2019

ENCOURAGING BUSINESS PREMISES ENHANCEMENT

BUSINESS IMPROVEMENT DISTRICT - HAUNALT BUSINESS PARK BID

Haunault Business Park is an estate of around 219 business premises which has expanded since the 1950's. It is located to the edge of Ilford, Essex.

The BID was set up as a result of businesses being exasperated by regular illegal tipping and dumping of burnt out vehicles, vandalism was rife, there were a lot of void properties and the estate appeared in terminal decline.

Since the formation of the BID in 2006, improvements to the area include a significant reduction in tipping, CCTV is in all areas enhancing security, ANPR Cameras log vehicle activity and more recently the introduction of SmartWater technology to help reduce and deter criminal activity in the area. Improvements also include the provision of training places for First Aid, Fire Wardens, Manual Handling CPC Training for drivers and a variety of other training free to members. In addition, a part time Business Park Manager is employed to provide a single point of contact to resolve issues and promote the estate.

The overall impact of the BID has been a reduction in void levels, fewer instances of crime, defibrillator provision, better and enhanced signage, parking management success, recycling facilities provided, plus free network and training events.

LOCAL DEVELOPMENT ORDER - SOUTH KIDDERMINSTER ENTERPRISE PARK LOCAL DEVELOPMENT ORDER

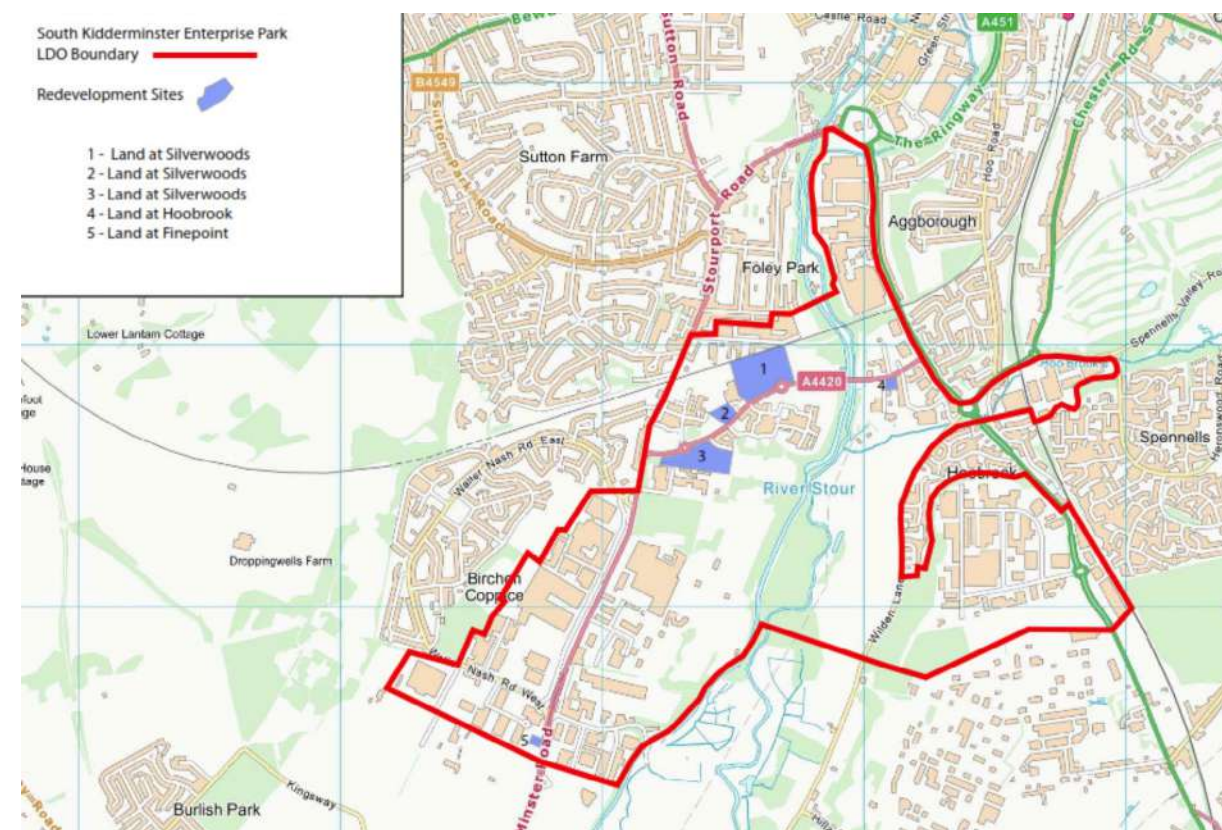
The South Kidderminster Enterprise Park area is a key employment and regeneration focus for the Wyre Forest District. The Local Development Order (LDO) was adopted in August 2012, to encourage business growth. The order was revised and adopted for a further 3 years in 2015 and due to its success was further renewed the to August 2021.

The document is designed to simplify the planning process and aims to help encourage new businesses



Haunault Buisness Park (Source: Hainault Business Park Ltd)

to locate in the area and existing businesses to expand their operations. It allows development falling into specific employment use classes to be undertaken without the need for planning permission. The success of the LDO is difficult to monitor as such, however redevelopment of the identified sites has / is occurring and a significant number of the properties within the identified LDO area have been enhanced.



South Kidderminster LDO area (Source: Wyre Forest District Council)

ENTERPRISE ZONE - TEMPLEFIELDS, HARLOW NEW TOWN

Templefields is an existing industrial estate of around 80,000 sq. m, located close to Junction 7 of the M11 and was part of the earliest employment development of Harlow New Town. The estate includes multiple ownerships and uses, within a declining state. However, the estate is popular and has strong occupancy rates. Harlow Council decided, that whilst at some levels the estate was functioning well, in the event of lack of intervention, the estate would continue to slowly decline with ever reducing grade of uses and a gradually deteriorating environment.

The Vision was for Templefields to form part of the growth of the town creating a thriving, prosperous economy within the London Stansted Cambridge corridor. The intention was to build on existing businesses to create a more dynamic business environment. The project is seen as being long term in nature, based on planning for the future economic health of the town, with a phased re-development such that it will become the home of growing SMEs housed in high quality small business workspace developments. The focus of Templefields is on manufacturing and associated design occupations, potentially providing opportunities for businesses in the ICT sector moving on from the Tech City cluster in east London and / or seeking

cheaper locations to London and Cambridge.

Initial actions undertaken included the undertaking of a comprehensive analysis of the current business community to identify ownerships, leasehold interests, occupancy, employment levels, future plans and development opportunities and the exploration of the viability of delivering a new build small business workspace scheme on a former Civic Amenity Site.

Superfast broadband being facilitated within the site in 2015 was seen as a strong initial stage, as well as the undertaking of a programme of environmental improvements to improve the appearance of the estate and the adoption of an LDO in 2014 for a 10 year period. The LDO was not relevant to certain businesses, industrial and waste recycling activities located in Templefields which fall outside of the sector focus of the enterprise zone, but was intended to incentivise specific sectors of the economy. Economic activities which fall outside the scope of the LDO need to follow normal planning regulations and planning policies.

The proposal now is to work with existing land owners on re-development options and to produce a potential phasing plan for regeneration over the next 25 years.



Templefields EZ boundary (Source: Harlow Council)

GOVERNANCE & PROJECT MONITORING

The Council will have several key roles in the promotion of regeneration of the Lyng Industrial Estate and delivery of the redevelopment of acquired identified sites. It would be recommended that this would warrant a structure for the governance of the project which will incorporate the following.

Identify key officers and their roles and responsibilities – to include:

- Acquisitions, Estate Management, Business Liaison, Planning, Development
- Identify reporting procedures to a project manager / delivery board
- Identify a programme with a series of milestones
- Establish a process for the monitoring of milestones
- Establish a protocol and procedure for the monitoring, accounting & outputs reporting.
- It is possible that the present Towns Deal team would provide a suitable structure that provides a basis for the above.

RECOMMENDATIONS & NEXT STEPS

It is clear that the short term delivery of redevelopment on the Lyng, either in the form of residential or employment space is unviable, hence the delivery of regeneration within the Lyng Industrial Estate has to be considered a medium to long term proposition. Whilst it is possible that the Residential Masterplan prepared and potentially delivering in the order of 700 new homes might come forwards, it is more likely that an alternative employment led, mixed use opportunity will be capable of being progressed. This might be anticipated to require less public sector intervention and result in an enhanced employment offer within the town centre. The process would be led by the council but working closely with existing businesses within the estate who might be encouraged (or at least not discouraged) from investment in their facilities on the Lyng as well as potentially other partners such as Sandwell College who have ambitions to deliver a Talent Studio within the immediate vicinity.

The intention ultimately will be to bolster the local economy, which might be brought about through both the retention of existing employment which relates to around 1,170 jobs and producing an annual GVA in the order of £59 million as well as the construction phase of any property investment by the creation of temporary construction jobs and apprenticeship training.

It is considered possible that a partial residential approach might be pursued, which would be informed through the Framework. For residential elements, the local economy would be enhanced through occupation of the new homes delivered both through the construction phase and through subsequent resident expenditure. A residential element might (dependent upon the proposed nature of accommodation), help to enhance viability of development and also assist in integrating any proposed new scheme

into / around the completed Lyng Phase I, a process that will be assisted through the delivery of identified enhanced pedestrian routes, cycle ways and linear open space, which will complement and complete the regeneration of this key asset adjacent the town centre.

Comprehensive redevelopment which requires wide scale site acquisition, is not a realistic proposition within current market conditions. This is predominantly due to the extensive active economic use of the Lyng Estate, resulting in anticipated acquisition costs which far exceed those that can be supported through any redevelopment scheme (either residential or employment). Those areas of greatest dereliction tend to be located within the central areas of the estate and hence are without profile and least deliverable, but do provide areas upon which to concentrate acquisition activity, hence gaining control at the most affordable price.

It is noted that a Town Centre Masterplan is shortly to be commissioned and that this will include the Lyng Industrial Estate within its red line boundary. This is considered to provide the perfect opportunity to reconsider the role that the Lyng Industrial Estate plays within the very local economy, potentially providing more abundant and secure employment than the adjacent retail offer. The more diverse a town centre economy, the more likely it will be to survive / thrive.

It is recommended that a governance process that can manage the regeneration process be created and it is anticipated that this might be formed from the Towns Deal team and identified Council Officers.

It is also anticipated that the Town Masterplan process, will include a consultation exercise and it is recommended that the businesses on the Lyng be provided opportunity, to

participate fully in this exercise, indeed to potentially extend the consultation to include a detailed Lyng Industrial Estate section. The lack of opportunity to consult with businesses as part of the current exercise has resulted in difficulty in providing even a proposed use zoning plan.

Once the consultation and Masterplan process is complete, then this ought to provide a much clearer direction for the regeneration of the estate and the aspirations of existing businesses, informing a relocation plan and zoning options for the estate.

In the meantime, the acquisition of opportunity purchases as they arise would provide a greater degree of control over the estate and hence greater influence as to future development with the ability to alleviate current issues and facilitate improvement. Such acquisitions might therefore be particularly focussed on those areas of the Lyng adjacent to adjoining residential properties, areas of highest visibility and areas in poorest condition.



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