



Walsall Town Centre

Demand Study & Development Sites Assessment

PREPARED ON BEHALF OF

WALSALL METROPOLITAN BOROUGH COUNCIL

SEPTEMBER 2015

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Executive Summary

Walsall Metropolitan Borough Council (WMBC) has appointed DTZ to undertake the Walsall Town Centre Demand Study and Development Sites Assessment ('the Study') – a fundamental piece of evidence informing the Walsall Town Centre Area Action Plan (AAP). The Study is structured into two parts: namely Part 1 (Walsall Town Centre Demand Study) and Part 2 (Walsall Town Centre Development Sites Assessment).

• Part 1 - Walsall Town Centre Demand Study

- To undertake an objective assessment of the office and retail targets set out in the Black Country Core Strategy (BCCS), focusing on market demand and refreshing the existing evidence base (accompanied by an assessment of the scale and nature of likely leisure/ cultural/ public service development that might be deliverable in Walsall Town Centre up to 2026).
- Our approach has been to undertake sector-specific (retail and leisure, offices, residential and industrial)
 property market reviews, setting out national trends, the local context, and assessing future need in
 Walsall Town Centre over the plan period in both quantitative and qualitative terms. Our sector-specific
 findings (in Sections 2-5 and summarised below), including new office and retail targets, form the basis
 of Part 2 of this Study.

• Retail & Leisure

Walsall Town Centre is identified by the Black Country Core Strategy as one of the Black Country's Strategic Centres providing the main focus for new strategic retail development and other Town Centre uses. Walsall Town Centre's vitality and viability is in decline, however – underlined by a unit vacancy rate (27%) more than double the West Midlands centre average (12.3%). Key to ensuring the future vitality and viability of the Town Centre, and securing its 'Strategic Centre' status, is the need for the Council to plan positively and identify priority sites for new strategic retail development within the Primary Shopping Area, including the Old Square regeneration area, additional existing commitments. Focusing investment in the Town Centre will be essential in order to reverse the current decline and ensure its overall health and regeneration.

Retail:

- Comparison retail provision is increasingly focused in a smaller number of larger, prime locations across
 the UK, which has led to a reduction in multiple retailer representation in smaller Town Centres such as
 Walsall. This together with other structural changes in the retail sector (see Section 2), competition
 from edge/out-of-centre shopping destinations and the Town Centre's lack of recent investment has
 had adverse implications for vacancy rates and for the quality and diversity of Walsall Town Centre's
 retail offer, resulting in the continued decline in the health of the Town Centre.
- Walsall Town Centre's comparison goods offer is characterised by mid-range and value retailers, while our Retail Sector Analysis in Section 2 has shown that considering the extent of its catchment area and the degree of competition the Town Centre secures relatively high market shares of expenditure on clothing and footwear (i.e. fashion) and personal and luxury goods. This in part underlines the importance and effectiveness of restrictions (i.e. conditions of planning permission) on edge/out-of-centre retail development in Walsall, and the need for WMBC to continue to enforce such restrictions so as to sustain retailer representation in the Town Centre's Primary Shopping Area and protect its vitality and viability.

- There is modest expenditure-based capacity for additional comparison goods floorspace in Walsall Town Centre over the plan period (we forecast about 6,000 sq m gross between 2021 and 2026 additional to existing commitments1), with the existing commitments absorbing much of the forecast growth in comparison goods expenditure in the earlier part of the plan period. Whilst lower than previous BCCS estimates, our new retail capacity forecasts for the AAP maintain and support the regeneration strategy advocated for Walsall 'Strategic Centre' in the BCCS and, importantly (so as to provide certainty and confidence to the market), are realistic and deliverable.
- Key to ensuring the future health and 'Strategic Centre' status of Walsall Town Centre is securing a new strategic retail development within the PSA additional to existing commitments; this will be essential to help increase the Town Centre's market share of retail expenditure and therefore its ability to compete with other shopping destinations, including those in edge/out-of-centre locations. Any future provision should comprise larger, flexible units (typically measuring a minimum of 500 square metres) within the PSA.
- There is little retailer demand evidence to suggest that, aside from the existing commitments at Digbeth and St Matthew's Quarter, major new ('non-bulky' comparison goods) retail development in Walsall Town Centre will be achievable in the short to medium term. This is consistent with our retail capacity forecasting exercise, which identifies no comparison goods expenditure-based capacity until later in the plan period. However, the importance of the retail content of the Town Centre should not be understated and will be essential for ensuring its future health. The retail content is the key driver of activity in the Town Centre and vital in creating the environment for other Town Centre uses to be successful; in particular, leisure, residential and office provision.
- Focusing long term investment within the Town Centre's PSA is essential to delivering the BCCS strategy for regeneration and growth. The above trends and forecasts indicate a need to consolidate the current PSA and provide a clear focus for new retail development and improvements in Walsall Town Centre. Accommodating forecast retail capacity on priority site(s) within the PSA (as considered in Section 9), in accordance with the sequential approach, would serve to improve the health and performance of Walsall Town Centre and protect its Strategic Centre status in the sub-regional retail hierarchy.
- The short term focus for retailing in Walsall Town Centre additional to the delivery of existing commitments, in the absence of forecast expenditure-based capacity for major new retail development until later in the plan period (between 2021 and 2026), should be about the reconfiguration (i.e. larger, flexible units typically measuring a minimum of 500 square metres) and/or reoccupation of existing retail space within the PSA. To this end, WMBC should support proposals to amalgamate retail units throughout the PSA where possible, including the Old Square regeneration area.
- Whilst there is understood to be interest from a 'bulky goods' retailer for a DIY warehouse with outdoor storage in Walsall Town Centre, potentially at an out-of-centre site, we do not consider it appropriate or necessary for the AAP to positively plan for such provision. More generally, we would support the approach of promoting development proposals on suitable sites which would contribute towards and not undermine the Town Centre strategy, and which would help to deliver other priority benefits (e.g.

¹ Assuming forecast growth in comparison goods floorspace at out-of-centre locations including Gallagher Retail Park is directed to and accommodated in Walsall Town Centre in accordance with the sequential approach and the BCCS strategy for Strategic Centre regeneration and growth.

community facilities) over the plan period. These might potentially include the Cordwell site, Jerome Retail Park and Challenge Block,

- In terms of convenience retail provision, the UK growth sectors are C-store formats and hard discounters. Such provision is driving consumer choice and competition in the grocery sector.
- There is limited expenditure-based capacity for additional convenience goods floorspace in Walsall Town
 Centre over the plan period (we forecast about 250 sq m gross between 2016 and 2021 rising to about
 1,500 sq m gross between 2021 and 2026 additional to the new Co-Op under construction at Digbeth²).
 Any additional convenience goods provision is likely to comprise small scale C-store formats and/or hard
 discounters, reflecting current identified demand (sites for which are considered in Section 9).
- To help ensure the future health and regeneration of Walsall Town Centre and to maximise the prospects for new retail development and investment coming forward in the Town Centre over the plan period (in accordance with the strategy for Walsall 'Strategic Centre' set out in the BCCS), WMBC should positively plan for Town Centre development opportunities in the AAP and seek to control new retail development³ in edge/out-of-centre locations, where such proposals would have an adverse impact on the vitality and viability of the Town Centre and planned investment therein. The need for strong development management also applies to applications for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations. Even relatively small adverse impacts on Walsall Town Centre arising from competing retail development, individually or cumulatively, may have significant effects on the decisions of retailers, developers and investors and further reduce the town's health and attractiveness.
- WMBC should look to improve the quality of the Town Centre environment especially in and around the Digbeth area including High Street to help create the environmental conditions to attract new retailers and investment, and introduce non-retail uses (including residential, office and community) to help increase the town's population and therefore its vibrancy.

Leisure:

- Leisure uses are performing an increasingly important role in successful Town Centres (as considered in Section 2), largely driven by restructuring in the retail sector and changing consumer habits with people increasingly seeking an enjoyable 'experience' from their trips to Town Centres, seeking opportunities to spend their leisure time alongside shopping.
- Walsall Town Centre's leisure offer is characterised by public sector community/ cultural facilities and
 predominantly lower end A3/A4 uses; while there are currently no large scale family-orientated
 commercial leisure facilities (i.e. cinemas, bowling centres, ice skating venues). A gap to be addressed
 to achieve a more successful and vibrant Walsall Town Centre, including its evening economy, is the
 delivery of a cinema-anchored leisure hub with family-orientated A3 provision. This gap will be addressed
 by the Waterfront North (The Light Cinema) scheme which, we understand, is due to open in early 2016.
- There is currently no identified demand for other large scale family-orientated commercial leisure facilities (i.e. bowling centres, ice skating venues), casinos or private sector sports/ health clubs in Walsall Town Centre. These are not uses that DTZ consider to require specific land allocations within the AAP, although if secured they can add to and complement the mix of uses within the Town Centre.

² Assuming the transfer of forecast growth in convenience goods floorspace from out-of-centre locations to Walsall Town Centre in accordance with the sequential approach and the BCCS hierarchical network of centres.

³ Including extensions and changes of use.

In terms of banqueting facilities, WMBC will be aware of any demand and the AAP will need to plan positively and flexibly for such facilities; wider town centre improvements will also help delivery.

- Given that we understand that the cinema-led scheme at the Cordwell site will not be delivered, WMBC should work with Kier Property to develop an alternative scheme at this site (as considered in Section 9).
- Further high quality A3 uses, which would be compatible with existing A1 uses, should be encouraged throughout the Town Centre as a key way to improve the range of uses on offer in the town and the retail experience for shoppers. These uses the growth of which (outside the cinema-anchored leisure hub) is likely to be gradual and subject to unit availability and leasing terms have benefits in their own right but also in terms of increasing dwell times and improving Town Centre ambience, which benefit the wider retail offer.
- While flexibility should be afforded for changes of use within Use Classes A1 to A5 and to other, non-retail uses throughout Walsall Town Centre insofar as they (inter alia) positively contribute to Town Centre vitality and viability, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the PSA where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity.
- Walsall Town Centre, in our view, lacks hotel provision and we are not aware of any hotel demand at
 this time. A new cinema-anchored leisure hub in the Town Centre has the potential to trigger 3*
 independent and/or budget hotel demand in Walsall (most likely close to the leisure hub). There may
 be further opportunities for a budget hotel close to the ring road, for example, as considered at section
 9 of this Study.
- A consolidated Heritage Centre (combining Walsall Museum, the Leather Museum and the Local History Centre) at the existing Leather Museum site is being pursued by WMBC and local stakeholders. The delivery of this facility is, we understand, partly dependent on WMBC securing Heritage Lottery funding later this year. We consider the consolidation of such assets to be an appropriate way forward if financially viable and a means of securing their future. Within our site assessments at section 9 of this Study, we have identified a potential alternative site in Walsall Town Centre capable of accommodating the new Heritage Centre.
- Whilst there is 'aspirational' demand from stakeholders for new and/or enhanced performance facilities and a more centrally-located Central Library in Walsall Town Centre, which could contribute to diversifying the mix of Town Centre uses, the delivery of such community/ cultural facilities is unlikely to be met from cross-subsidisation from purely commercial development receipts and will require public sector funding to facilitate it. We understand that there is currently no identified budget to deliver such facilities in Walsall Town Centre. WMBC have, however, committed £1m towards the refurbishment of the Gala Baths and the refurbishment works have commenced, thereby securing the medium term future of this facility (which we support). In regards to the library comment from stakeholders, we would note that Central Library has recently been listed (Grade II) so, if the library was to relocate and close, this would potentially leave a listed building vacant and under-utilised.

As well as controlling new retail development in edge/out-of-centre locations, WMBC will need to
control proposals for leisure and other Town Centre uses⁴ (including new development, extensions and
changes of use) in such locations to help ensure the future health of and long term investment in
Walsall Town Centre.

Offices:

- The BCCS earmarks the delivery of 219,981 sq m of additional office space in Walsall between 2006 and 2026 which equates to circa 11,148 sq of additional office space per annum. This is an enormous amount of office space, particularly considering that the existing office stock in Walsall totals circa 130,064 sq m and we estimate take-up of circa 500-2,000 sq m per annum.
- In 2007, LSH reported that there was a requirement for circa 603,870 sq m of office space in the West Midlands by 2020 this equates to 46,452 sq m per annum and would suggest that (albeit that the time periods are not parallel) Walsall accommodates circa 25% of all office demand in the West Midlands. Given the wider trends in the office market (increasing dominance of the major office centres rather than Town Centres such as Walsall); it is difficult to envisage Walsall capturing this proportion of demand into the future.
- However, within the same LSH report, forecasts from Cambridge Economics predicted a faster rate of office based service sector employment in Walsall compared to the wider West Midlands region between 2007 and 2020. In particular, back office activities were predicted to drive additional space requirements which would total circa 65,032 sq m by 2020 (equating to circa 4,645 sq m per annum). This forecast was inflated by above average assumptions on space per worker by reducing this allowance by circa 20% and bearing in mind that there is some potential for the Gigaport area to attract major new occupiers by proactive WMBC actions, we consider that 3,700 sq m per annum is an aspirational office take-up target for Walsall Town Centre, based in part on a step change in demand from occupiers in this location driven by wider town centre improvements. It must be emphasised that there is currently limited evidence to support such a level of office demand so achieving this target would require significant public sector intervention and favourable market conditions.
- An office development provision of 3,700 per annum equates to approximately one-third of the BCCS Local Plan figure on an annual basis (i.e. 73,000 sq m between 2006 and 2026 or 3,650 sq me per annum). Even this would be very ambitious and will be undeliverable without significant and sustained public sector support (particularly in the earlier years of the plan period). Public sector support would help secure the Town Centre improvements that will assist in encouraging office development to the scale envisaged by both enabling development and making the Town Centre a more attractive location for office occupiers and employees. This includes:
 - Creating the right environment through public realm and road improvements; linkages need to be identified by the Council to maximise the attractiveness of the Town Centre for occupiers and to improve viability. <u>This should involve seeking contributions from developments to enhance</u> accessibility and linkages to / within the centre where developments themselves are viable).
 - A wider economic strategy, addressing issues such as promoting the Town Centre for inward investment and lobbying for public sector office relocations to the Town Centre

⁴ We would note that the definition of in, edge and out of centre locations applying to retail uses is different to that for other Town Centre uses.

- Delivering the other improvements to the Town Centre proposed in this Study, including increased leisure provision and an improved retail offer
- Using WMBC's covenant in order to improve scheme viability (i.e. acting as the rental guarantor to encourage development where there is a gap between WMBC's perception of tenant demand and developer's perceptions)
- WMBC using secured funding (under the SEP for the Black Country) to intervene proactively to de-risk sites to support delivery. This may involve site clearance and will be as and when an office site is being delivered to progress and make available further sites.
- Given the significant number of variables involved, the proposed office floorspace target is considered as an aspirational/stretch figure based on the potential take-up rates if there was public sector support to attract office occupiers and wider improvements in the Town Centre which made it a more attractive place to locate. Achieving the target is predicated on Walsall Town Centre being able to attract a significantly higher proportion of the projected office development in the West Midlands in the future than it has achieved historically. We do not consider that this level of office supply can be achieved without public sector intervention and 'pump priming' development (involving the undertaking of early stage work and helping to create the impetus to make sites more attractive to occupiers and to improve viability); this may well involve upfront financial assistance from the Council.
- Any such strategy will carry risk and will be capital intensive and is likely to rely on financial returns being
 generated in the medium to long term as opposed to a more traditional trader development approach
 with a 2-5 year business model to recoup upfront investment in the short term (from a developer
 perspective). Given the relatively unestablished location for offices development is likely to require
 partnership(s) with developers who are focused on the creation of 'longer term' value.

• Residential:

- Residential provision plays an increasingly important role in the functioning of Town Centres and enabling the creation of a 'sense of place' and general vitality are crucial to achieving long term success and value growth.
- Residential values are relatively low in central Walsall and repositioning areas to increase values will be challenging.
- Delivering residential alongside commercial uses as part of mixed use developments is very challenging due to factors such as:
- The attractiveness of the retail space to operators is often limited unless it has significant critical mass to create its own demand or is in prime locations.
- Developers and funders struggle to mix uses due to their business models and specialisms this is a UK wide issue and makes delivery difficult outside high value areas of the south east.
- Mixing tenures vertically reduces operator flexibility (within the commercial parts) and can lead to issues in terms of shared services and noise.
- New residential development in the Town Centre should be considered as an acceptable use in a variety of locations but respecting the areas being promoted/protected for office, retail and industrial use. Where residential development proposals will conflict with the Town Centre strategy and specific allocations (such as the PSA, Gigaport, or the leisure hub at Waterfront North), the onus should be on the applicant to justify such a policy departure (for example; a viability case, wider community benefits which offset any harm, complementary part of mixed use scheme). Generally, as implied throughout this Study, DTZ consider that new residential development in the Town Centre will have a positive effect on the delivery of 'other' uses and on the vitality of the Town Centre as a whole. The location

- of particular concentrations of residential use close to the Waterfront area would help build on the developments already undertaken and create a critical mass. We also consider there to be a number of infill opportunities to the north east of the core Town Centre area.
- There are significant economic advantages of residential development for other Town Centre uses.
 This relates in particular to increasing catchment area spend, a general improvement to the amenity and streetscape by having a greater residential population and through cross subsidising less viable uses.

• Industrial:

- The majority of the industrial space within the Town Centre (certainly outside of the Albert Jaggar and Frederick Street/Bridgman Street areas) is poorly located/ specified for modern industrial needs.
- Of the current circa 9 ha of identified industrial land within Walsall Town Centre; about 4 ha of this is situated in the Frederick Street/Bridgman Street area which is part of a larger, established industrial area stretching from the Town Centre to the south west whilst Albert Jaggar is circa 0.7 ha. This leaves circa 4.3 hectares of industrial space which (within the Employment Land Review) has the potential to be "considered for release".
- In the main, there is little evidence to suggest anything more than minor demand from new occupiers
 of industrial space to locate in the Town Centre. However, there is evidence of existing demand
 (reflected by the occupation of industrial units within the Town Centre) for occupiers to stay in their
 premises within the Town Centre.
- Walsall Town Centre has a base of mainly small to medium size industrial occupiers. Most of these are
 either 'legacy' occupiers who located in the Town Centre for historic reasons or owner occupiers who
 do not have the funds to move or are without a compelling business case to do so (in terms of both
 financial and operational moving costs). A number may also be relatively new/easy entry/informal
 businesses (mechanics etc.) taking up vacant sub divided space.
- Any future requirements for industrial uses in the Town Centre are likely to be from smaller scale
 occupiers, for example where their activity is used to service Town Centre operations. Major industrial
 developments are likely to continue to focus on out of town sites on major arterial roads where
 accessibility to suppliers and customers is higher and there is less conflict with neighbouring uses.
- The likely continued demand from existing 'legacy' occupiers in the Town Centre and small, owner
 occupiers means that whilst there is likely to continue to be a reduction in industrial space within Walsall
 Town Centre, a significant quantum of space will be required to stay in this use.
- The main variable in determining the future required supply of industrial space within the Town Centre is the 'outflow' of existing businesses seeking to relocate from the Town Centre.
- We do not consider that we have a sufficiently robust basis to estimate this outflow rate and therefore the amount of industrial space required to be retained within the Town Centre.

- The financial viability of new industrial development in the Town Centre is likely to be poor given the typically small size of units sought by operators and the market rents being achieved.
- Town Centre industrial occupiers are likely to be typically driven by access to employees, cheap space and flexible lease terms – these do not correspond with the requirements of institutional investors and developers.

• Part 2 - Walsall Town Centre Development Sites Assessment

- To undertake an objective assessment of the scope of Walsall Town Centre to accommodate new development over the plan period to 2026 for Town Centre uses, in particular retail, office, leisure and residential. These studies will refresh and build on earlier work undertaken for the Black Country Core Strategy (BCCS) and as part of the 'Issues and Options' report for Walsall Town Centre Area Action Plan (AAP).
- Drawing on the Part 1 findings, and having regard for the Transport Strategy for the Town Centre considered in Section 7, we have assessed the development potential of 24 sites (identified by WMBC) across Walsall Town Centre and considered their viability and deliverability based on an appropriate range of potential uses and quantum of development. Based on our analysis in Section 9 we have classified the development opportunities as Strategic Priority Sites, Major Development Sites, Secondary Development Sites, or Development Management Sites; and allocated each site as a short, medium or long term development opportunity (over the plan period and beyond)⁵. A schedule of the sites categorised by type, likely phasing and appropriate land use(s) is set out below. Excluded from this schedule are 4 sites which are shorter term delivery priorities where WMBC has intervened or is intervening, and/or where their delivery strategy is already underway. These sites are:
 - Challenge Block WMBC have an ownership interest and have committed resources to undertake a Site Investigation (SI) and clear their part of the site in order to facilitate its delivery.
 We consider this site to be appropriate primarily for the following uses: Super Car Park, Offices (including civic office and 3rd sector uses); alternatively, Residential.
 - Norton & Proffitt This site benefits from planning permission for 11 new retail units comprising 5,890 sq m gross of A1 floorspace and 2,366 sq m gross of mixed A floorspace; the development is expected to commence on site later in 2015.
 - Waterfront Lex WMBC have an ownership interest and will remediate the site using grant funding. We consider this site to be appropriate primarily for the following uses: Residential, Offices (small scale), Ancillary A3 Leisure or Convenience Retail (small scale).
 - Cordwell Site WMBC expect a (revised) planning application to be submitted later in 2015.
 We consider this site to be appropriate primarily for the following uses: Residential, Offices; alternatively, Convenience Retail.

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⁵ See Section 10 (Paragraph 10.15) for definition of short, medium, long term.

Site	Phasing	Appropriate Land Use(s)
Strategic Priority Sites		
Waterfront North	Short term	 Cinema A3 Leisure Alternatively: Residential; Community/ public sector uses i.e. consolidated Heritage Centre (if not delivered at Leather Museum)
Green Lane Police Station	Medium term	Offices Residential
Old Square Phases 2 and 3	Short term (Phase 2) Medium term (Phase 3)	Retail (principally Comparison Retail) A3 Leisure (small scale) Residential (upper floors)
Major Development Sites		
Day Street Parking Site	Medium term	 Residential (potentially in the form of Live/Work accommodation) Offices including civic office and related community uses Alternatively: Super Car Park (if not delivered at Challenge Block)
Intown	Long term	 Super Car Park Alternatively: Residential; Hotel; Light Industrial (if Super Car Park not delivered)
Park Street including Park Place and Saddlers Centre	Long term	Principally A1 Retail Non-A1 Retail
William House/Stafford Works/Station Street	Medium term	 Residential Banqueting Facility Hotel Potentially alongside existing Light Industrial
Former Shannon's Mill	Short term	 Residential Roadside Services Potential alternative use: Convenience Retail (if not delivered at Jerome Retail Park and/or potentially Cordwell Site)
Jabez Cliff	Short term	Residential Ancillary A3 Leisure
Secondary Development Sites		
Holiday Hypermarket	Long term	Potential alternative to existing use: Residential

Jerome Retail Park	Medium term	 Convenience Retail Transport Interchange Alternatively or complementary to mixed use scheme: Residential
Bridge Street/Ablewell Street	Long term	ResidentialPotentially alongside existing Light Industrial
Dudley Street Area	Medium term	 Residential Potentially alongside existing Light Industrial; Roadside Services; Offices; Tertiary Retail
Midland Road	Medium term	 Residential Potentially alongside existing Light Industrial; Roadside Services; Offices
Bradford Street Area	Long term	 Residential Potentially alongside existing Light Industrial; Roadside Services; Offices; Tertiary Retail
Ward Street	Long term	ResidentialHotelSurface Car Parking
North Street/Portland Street		
Development Management Sites		
Crown Wharf	Long term	No Additional Retail including variation of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace
Gala Baths	Long term	Public Sector Leisure i.e. refurbished Gala Baths

- Focusing specifically on the 3 Strategic Priority Sites (Waterfront North, Green Lane Police Station, and Old Square Phases 1 & 2), we consider that these sites are fundamental to the delivery of the broader Town Centre strategy, both in themselves and in relation to the catalytic effect that delivery of these sites will have on encouraging development elsewhere in the Town Centre. These sites are identified as priorities for WMBC allocation of funding and resourcing and are capable of being delivered in the short/medium term (i.e. over the next 5 years).
- On this basis we have identified a positive and achievable strategy for the regeneration of Walsall Town Centre over the plan period. The overall strategy focuses on the following sectors and spatial principles:

- Retail should be focused within the Primary Shopping Area (PSA) including key priority sites and existing commitments.
- Offices should be focused within the Gigaport area.
- **Leisure** should be centred on a cinema-anchored leisure 'hub' with complementary A3 uses (such as at Waterfront North) plus high quality A3 uses throughout the Town Centre.
- **Community/ Cultural** uses should include a consolidated Heritage Centre and a refurbished Gala Baths.
- **Residential** should be promoted throughout the Town Centre including complementary mixed use schemes insofar as not to the detriment of strategy for retail (PSA) and offices (Gigaport).
- We have identified and described in Section 11 potential delivery mechanisms available to WMBC (including land ownership, public sector funding, other funding streams, Town Centre management and planning policy) to help prioritise and deliver the regeneration strategy for Walsall Town Centre.
- Section 11 contains a series of policy and strategy recommendations for the AAP covering each of the sectors (summarised below), and includes our recommendations for the Town Centre Boundary and Primary Shopping Area.
- It should be noted that these sites assessments are subject to a review of WMBC's car parking strategy which is currently under review. It is envisaged that the Car Parking Strategy will be used by the Council policy to help inform decisions about the provision and management of car parking.

Retail & Leisure:

- 1. To reflect the ongoing restructuring in the retail sector, limited retailer demand and the modest forecast expenditure-based capacity to support new retail floorspace in Walsall over the plan period, there is a need to contract and consolidate the Town Centre's Primary Shopping Area as considered below; necessarily providing a clear focus for new, and improvements to existing, retail provision (and thereby restricting such provision in edge/out-of-centre locations) in order to ensure Town Centre vitality and viability. This is considered further below.
- 2. Based on our capacity forecasts for new comparison goods floorspace in Walsall Town Centre over the plan period, and to support the regeneration strategy advocated for Walsall 'Strategic Centre' in the BCCS, the AAP should:
 - Identify the Old Square (Phases 2 and 3) site as the top priority for new strategic retail development within the PSA. This site is suitable for and capable of accommodating the potential order of magnitude of new comparison goods floorspace forecast for the later part of the plan period; around 6,000 sq m gross (5,250 sq m net sales) between 2021 and 2026⁶.
 - This quantum of floospace is additional to existing commitments; and is based on the assumption that forecast growth at nearby out-of-centre locations including but not limited to Gallagher Retail Park, which is located in Sandwell Borough and has significant implications for shopping patterns in Walsall, is directed to Walsall Town Centre in

⁶ Due to existing commitments, there is no forecast capacity up to 2021.

accordance with the sequential approach and the BCCS strategy for Strategic Centre regeneration and growth. To that end and recognising the Black Country Authorities wider, joined up approach to strategic plan-making, we consider the transfer of forecast growth from Gallagher Retail Park to Walsall 'Strategic Centre' to be entirely appropriate and supportable. This, we consider, is necessary in order to reverse the decline of the Town Centre's health and retail offer; and increase the Town Centre's market share of retail expenditure and therefore its ability to compete with other shopping destinations, including those in edge/out-of-centre locations.

- 3. In the shorter term, the AAP should support the delivery of existing commitments including the comparison goods floorspace expected to come forward at the Norton & Proffitt scheme (our retail capacity forecasts are additional to this and other existing commitments).
- 4. Based on our capacity forecasts for new convenience goods floorspace in Walsall Town Centre over the plan period, the AAP should provide for:
 - Around 1,500 sq m gross (1,200 sq m net sales) of new convenience goods floorspace between 2021 and 2026. This quantum of floospace is additional to existing commitments; and is based on the assumption that forecast growth at nearby out-of-centre locations is directed to Walsall Town Centre – in accordance with the sequential approach and the BCCS hierarchical network of centres.
 - Forecast capacity for new convenience goods floorspace is sufficient to support new convenience retail provision (i.e. discount foodstore) at Jerome Retail Park, which is identified in Section 9 as the most suitable edge-of-centre site to accommodate such provision. The next most suitable edge-of-centre sites for new convenience retail provision, assuming Jerome Retail Park does not come forward for such, is the Cordwell site and/or Shannon's Mill depending on scheme design and relative integration with the town centre (as considered in Section 9).
 - While we forecast capacity for around 250 sq m gross (200 sq m net sales) of new convenience goods floorspace between 2016 and 2021⁷, we do not consider it necessary for the AAP to identify a site (or sites) to accommodate such a limited quantum of floorspace which, in reality, is likely to be 'soaked up' by existing provision and/or met through change of use for small scale C-store formats, for example.
- 5. In response to changing store formats and modern retailer requirements (i.e. large, flexible units typically measuring a minimum of 500 square metres), the AAP should support, in principle, proposals for the reconfiguration and/or amalgamation of existing retail space throughout the Primary Shopping Area, including the Old Square regeneration area. AAP policy should express that, the PSA will be the the priority focus for new retail development and improvement, and the Council will support the provision of larger (new or amalgamated) units in principle.
- 6. As well as positively planning for new, and improvements to existing, retail provision within Walsall Town Centre, WMBC should seek to control new retail development (including extensions and changes of use) in edge/out-of-centre locations in accordance with the sequential approach and

⁷ Again, additional to existing commitments and assuming the transfer of forecast growth from nearby out-of-centre locations to Walsall Town Centre.

where such proposals would have an adverse impact on the vitality and viability of the Town Centre and planned investment therein. To that end, the AAP should include a policy reinforcing these sequential and impact tests; and set a local threshold for impact assessments. The need for strong development management also applies to proposals for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations. As discussed in Section 2, key to securing long term investment and protecting the health and attractiveness of the Town Centre's PSA is controlling the decentralisation of retailers to edge/out-of-centre locations, including Crown Wharf Shopping Park.

- 7. There is a need to deliver complementary non-retail uses and attractions in Walsall Town Centre
 in accordance with the sequential approach as appropriate to help generate activity and
 investment and support the retail offer, including:
 - a. a cinema-anchored leisure hub with family-orientated A3 provision. Whilst a cinema-led scheme on any Town Centre site should be supported, such a scheme (to be anchored by The Light Cinema) is currently under construction at Waterfront North site. AAP policy should express that, A3 uses will be supported as part of the cinema-led scheme at Waterfront North to help create a leisure hub in this part of the Town Centre.
 - b. high quality A3 uses; particularly in and around the new leisure hub but also 'organically' throughout the Town Centre where possible;
 - c. office uses (primarily focused in the Gigaport area);
 - d. residential uses (potential sites for which are considered in Section 9 of this Study);
 - e. community/cultural facilities, such as a consolidated Heritage Centre, subject to public sector funding availability.
- 8. Whilst this Study does not propose specific sites for drive thru restaurants, proposals for drive thru restaurants in Walsall Town Centre should be supported where these are considered acceptable as part of comprehensive development where such a facility would function as part of and not undermine the town centre, and are considered acceptable in highways, design and amenity terms, and providing these do not conflict with the appropriate land use(s) identified for each of the 24 development opportunity sites in this Study. Further, edge/out-of-centre proposals for drive thru restaurants should be subject to the sequential approach. This should include the requirement for proposals to demonstrate flexibility on issues such as format and scale in accordance with the NPPF.
- 9. A programme of public realm improvements should be implemented, with a priority focus on the High Street and Digbeth⁸ and then Park Street; so as to provide the environmental conditions necessary to encourage private sector investment in new Town Centre uses (including office, residential, retail and leisure). To help deliver such improvements, WMBC should consider the use of a BID, in particular, to create stronger links to the waterfront area.
- 10. In terms of change of use policies in order to sustain occupied mixed use frontages and create opportunities for independent businesses there is a need to afford flexibility within the AAP for changes of use within Use Classes A1 to A5 and to other, non-retail uses (such as performance)

Further to the works proposed as part of the planning application for the relocation of Walsall Market.

space and artists' studios, for example) throughout Walsall Town Centre in order to improve the mix and increase the number of occupied units, thereby helping to address the issue of vacancy rates. However, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the Primary Shopping Area where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity. AAP policy should express that, applicants will be required to demonstrate, based on quantitative and qualitative evidence, that change of use proposals of this nature would not detract from the PSA's shopping function to an unacceptable extent by creating 'dead' frontage and/or deterring shoppers (i.e. similar to the wording of UDP Policy S4(d)ii).

- 11. Continue to promote (through WMBC land ownerships and potential public sector funding) retail development at the southern end of the Town Centre's PSA. This relates particularly to Old Square and also to the Norton & Proffitt scheme which is an existing commitment.
- 12. The market forms a key part of the retail offer in Walsall Town Centre and WMBC should use their wider role to help promote the market's future and ensure that it is complementary and supportive to the surrounding (existing and proposed) retail provision.

Offices:

- The delivery of the quantum of office space envisaged in the BCCS is overly ambitious in today's
 market as well as taking into account historic performance of the Walsall office market and likely
 future trends. WMBC should therefore not seek to promote this quantum of office space through
 the AAP.
- 2. WMBC should retain an aspirational target for future office supply of circa 3,700 sq m per annum, equating to 45,000 from the beginning of 2015 until the end of 2026.
- 3. The AAP should refer to and support the public sector-led initiatives that will be required to create the conditions for this aspirational target to be delivered.
- 4. The priority location for office development in Walsall Town Centre should be Gigaport. Outside of this area, proposals for new office development should be treated on their merits. Where the proposed scheme is above a 500 sq m size threshold, the onus should be on the applicant to demonstrate a case for why the scheme cannot locate in Gigaport. Proposals for office development outside of Gigaport should only be supported where it can be demonstrated that they will not prejudice/undermine the delivery and regeneration of Gigaport (in terms of delivering a similar specification of office provision aimed at the same type of tenants) and will not adversely impact on the Town Centre strategy/ highways/ amenity.
- 5. WMBC should utilise its land ownerships within Gigaport (including at Green Lane and the Challenge Block) to promote office development within the Gigaport area. DTZ consider that the purchase of the Green Lane site by WMBC could have benefits in allowing a joined up approach with the development of Day Street car park and a new super car park on the Challenge Block.
- WMBC should consider various public sector funding support mechanisms to help deliver environmental improvements to help make the Town Centre a more attractive location for office occupiers.
- 7. There may be a potential opportunity to more efficiently utilise the civic core of the Town Centre (subject to WMBC's space requirements) in relation to the upcoming proposed relocation of the police away from Green Lane and even co-location with other public sector entities on this site. As

- noted earlier, the Neighbourhood Policy Team will be moving the Civic Centre in due course. Full relocation could have the dual benefit of making operational savings and also freeing up the Green Lane site for re-development for offices.
- 8. WMBC should pursue a wider economic strategy, addressing issues such as promoting the Town Centre for inward investment and lobbying for public sector office relocations to the Town Centre
- 9. Depending on the level of risk which WMBC are willing to take on, it could seek to help enable the delivery of major office developments through the use of its covenant (subject to a clear view of demand). This could involve WMBC in guaranteeing (to developers) that it will purchase offices at a pre agreed price in the event that developers bring forward office schemes and they are unable to secure occupiers to make the project viable. This would need careful thought and analysis given the risk it would open WMBC up to; however, if WMBC are convinced on the level of demand, solutions of this ilk could allow WMBC to address perceived 'market failure' from developers not being able to meet occupational demands.

Residential:

- The AAP should encourage new residential development on suitable sites throughout Walsall Town Centre in recognition of the positive role of increasing the catchment area population on sustaining main Town Centre uses including retail and leisure.
- 2. Public sector funding mechanisms may (in part) determine where new residential development comes forward.
- 3. Residential development should not be permitted if it impacts on the delivery of office and retail uses in the locations defined for their growth.
- 4. Residential uses should be encouraged as part of mixed use developments where suitable, including within the locations defined for the growth of retail and office provision as long as it does not jeopardise commercial development or conflict with existing commercial town centre uses. This may assist in cross subsidising other uses where appropriate.
- 5. WMBC should seek to assist developers who are looking to bring significant residential sites forward in securing public sector funding through the HCA in relation to LIF funding, Growing Places monies and assistance in delivering institutional private rental sector units.

Industrial:

- 1. The AAP should seek to protect existing industrial uses (i.e. industrial sites in active use) within Walsall Town Centre.
- 2. The Town Wharf Business Park (Bridgeman Street) should be removed from within the Town Centre Boundary.
- 3. The release of industrial sites for residential development should be supported where it can be demonstrated that:
 - a. the site is no longer suitable and/or viable for employment uses (evidenced by site marketing);

- b. the site could be brought forward for comprehensive residential development (not piecemeal);
- c. residential development would have no adverse impact on highways and/or the operation of nearby employment uses.
- 4. Where proposals for residential development would require an existing occupier(s) to vacate the site, a relocation strategy should be agreed including an alternative site, preferably within Walsall Town Centre or its immediate environs. This reflects Policy DEL2 of the Black Country Core Strategy which manages the release of the surplus and poorest quality employment land which is not protected by other policies. The Plan proposes that 1,003 ha of our poorest quality employment land will be redeveloped to meet a significant proportion of our housing requirement, while still providing a sufficient stock of retained land to accommodate forecast levels of jobs. The phased release of employment land for housing must be managed carefully to avoid both unnecessary blight of employment land and harm to the amenity of new residents.

1 Introduction & Study Scope

Introduction

- 1.1 Walsall Metropolitan Borough Council (WMBC) has appointed DTZ to undertake the Walsall Town Centre Demand Study and Development Sites Assessment ('the Study') for two key purposes:
 - To undertake an objective assessment of the office and retail targets set out in the Black Country Core Strategy (BCCS), focusing on market demand and refreshing the existing evidence base (accompanied by an assessment of the scale and nature of likely leisure/

- cultural/ public service development that might be deliverable in Walsall Town Centre up to 2026).
- To undertake an objective assessment of the scope of Walsall Town Centre to accommodate new development over the plan period to 2026 for Town Centre uses, in particular retail, office, leisure and residential. These studies will refresh and build on earlier work undertaken for the Black Country Core Strategy (BCCS) and as part of the 'Issues and Options' report for Walsall Town Centre Area Action Plan (AAP).
- 1.2 Accordingly, this Study is structured into two parts:
 - Part 1 Walsall Town Centre Demand Study; and
 - Part 2 Walsall Town Centre Development Sites Assessment.
- 1.3 The Study forms a fundamental piece of evidence informing the Walsall Town Centre Area Action Plan (AAP), and follows the AAP 'Issues and Options' consultation carried out by WMBC in 2013.
- 1.4 The Study refreshes and builds on earlier work undertaken for the Black Country Core Strategy (BCCS), which was adopted in 2011 and identifies Walsall as one of four Strategic Centres. It is robust enough to withstand examination by developers and other interested parties.

Use of this Study

- 1.5 This Study provides an evidence base for Walsall Town Centre AAP and therefore, the analysis and commentary should be read within this context. The methodology for DTZ's assessment should be reviewed in conjunction with the results of our analysis. Our analysis is based on reviewing the medium to long term potential for development within Walsall as well as looking at the property market as it sits today. To this end, the Study implicitly makes assumptions about future economic and property performance which are based on forecasting information and a view as to how Walsall Town Centre could develop subject to a number of pre-conditions, including the role of the public sector.
- The site assessments provide a comprehensive analysis of the individual sites within the context of wider property market factors, planning constraints and the medium to long term development of Walsall Town Centre. Necessarily for this purpose, the site assessments utilise high level assumptions in relation to the proposed form of development on individual sites. We have sought to follow a consistent approach to ensure we are comparing sites on a like for like basis as there are a variety of sites at various stages. The 24 sites which we have reviewed include a number of large strategic sites which are likely to be subject to development over an elongated time period and would not realistically be brought forward as one scheme. For the purposes of our analysis we have assumed one scheme entity in order to benchmark potential viability.
- 1.7 For the avoidance of doubt, no advice within this Study is to be taken as a DTZ formal opinion of value. The commentary relates to scenarios and analysis which is based on information provided by

third parties and high level, hypothetical schemes (although, they are schemes that we consider to be broadly deliverable in planning terms). No values referred to in this Study are covered by the RICS Red Book (8th edition).

1.8 Similarly, for the avoidance of doubt, the analyses, land values, build costs and valuations continued within this Study have not been reviewed by WMBC's Section 123 officer (responsible for procurement and best value issues) and the high level appraisals have not been signed off as best consideration.

Study References

1.9 A list of documents and databases (etc) referred to in preparing this Study is provided at Appendix 1.

Part 1: Walsall Town Centre Demand Study

2. Property Market Review – Retail & Leisure

A. National Trends

- 2.1 According to the British Consortium of Shopping Centres (BCSC), for every 100 jobs created in the retail sector nationally, it is estimated an additional 50 indirect jobs will be created in other sectors relating to supply chains, services, logistics, etc. The retail sector is therefore an essential contributor to the UK economy with £321 billion of retail sales in 2013; and a significant contributor to local economies such as Walsall.
- 2.2 While the number of UK 'wholesale and retail trade' jobs has remained relatively constant since 2009 (at about 4.9m jobs¹⁰), Walsall has seen a 4.7% increase in such jobs (from about 19,100 in 2009 to about 20,000 in 2013¹¹). Table 2.0 below shows a detailed breakdown of 'wholesale and retail trade' jobs in Walsall over this period.

Table 2.0 – Wholesale & Retail (Source: Business Register & Employment Survey 2013)

	2009	2013	Movement
Wholesale & Retail	19,100	20,000	+4.7%
Manufacturing	16,200	14,600	-9.9%
Human health & social care	11,700	14,100	+20.5%
SIC 47: Retail trade (except of motor vehicles)	11,000	11,800	+7.3%
SIC 55: Accommodation	400	400	0%
SIC 56: Food & beverage service activities	3,700	3,600	-2.7%

2.3 According to Oxford Economics, the 'wholesale and retail trade' sector is currently the largest employment sector in Walsall, outstripping the 'manufacturing' and 'health and social work'

⁹ Autumn Statement Submission (BCSC, 2014).

¹⁰ Oxford Economics (December 2014).

¹¹ Business Register & Employment Survey (2013).

employment sectors. Promis¹² also report that "an above average proportion of Walsall's workforce is employed in some form of retail." This underlines the importance of the retail sector, which is the key driver of activity in Walsall Town Centre and thus essential for its health and prosperity.

- 2.4 It is also important to note that, as well as employment opportunities, the retail sector provides the physical stores in which people shop for retail goods (and services) and therefore visit and spend in the town. On a related point, local people's retail spending capability is directly material to consumer demand, the growth of the retail sector, and the nature and extent of retailer demand; and our retail capacity forecasts set out and described in sub-section 2C below account for forecast growth in per capita expenditure on convenience and comparison goods specific to the Walsall catchment area. We further note the following observations relating to Walsall's demographics:
 - Many Walsall residents (in common with many in other parts of the Black Country) are relatively deprived. The English Indices of Deprivation 201013 rank Walsall as the 35th most-deprived local authority area in the country. The most deprived areas tend to be within the urban area where residents are most likely to use Walsall as their main town centre.
 - The 2011 Census and ONS mid-year population estimates14 show that Walsall Borough has higher proportions of children and of older people than England as a whole, and that the proportion of older people in particular is set to increase. In addition, the proportion of borough residents who are from ethnic minority backgrounds (23.1% in 2011) is above that for England as a whole. Residents from ethnic minorities are most concentrated in inner urban areas around Walsall Town Centre.
- 2.5 WMBC should therefore positively plan to meet the retail needs of Walsall residents, providing consumer choice and accessibility to the Town Centre by a choice of means of transport and, linked to this, (highlighting the importance of the retail sector) opportunities for community cohesive and social inclusion.
- 2.6 The retail sector and Town Centres across the UK is in a period of rapid change. In this section, we comment in broad terms on the national trends in retailing and commercial leisure; and the implications for town planning and development in Walsall. To that end, we consider the following factors:
 - The growth of internet shopping;
 - Retailer polarisation and downsizing;
 - Changing store formats;
 - Mix of uses including non-retail uses;
 - The balance between multiple and independent retailers;
 - Increasing importance of leisure uses;

¹² PROMIS Retail Report – Walsall (October 2014).

¹³ Source: https://www.gov.uk/government/statistics/english-indices-of-deprivation-2010

¹⁴ Source: http://cms.walsall.gov.uk/de/mprint/observatoryindex/equalityprofile.htm

• Providing a high quality experience.

The growth of internet shopping

- 2.7 Internet shopping has experienced rapid and significant growth since the late 1990s. DTZ Research estimate that 15.7% of total UK retail sales will be conducted through online channels by 2019.
- Information for the UK provided to us by Verdict Research Limited includes estimates, and trend-based forecasts to 2015, of e-retail sales for both comparison (i.e. non-food) and convenience (i.e. food) retail goods. Verdict predicts that total online sales of all comparison goods will increase by 6.5% between 2010 and 2015 to 18%. For some categories of comparison goods (i.e. music & video) the proportion of total UK retail sales accounted for by internet shopping was already substantial in 2010 (55.2%), and is expected to become much more so by 2015 (93.4%). Other categories of comparison goods, Verdict predicts, are likely to experience limited growth over the same period (0.9% in the case of DIY & gardening goods). In terms of convenience goods, Verdict predicts that total online sales of such goods (i.e. food & grocery) will increase by 2% between 2010 and 2015 to 5.8%. We have made an allowance for Special Forms of Trading (including internet shopping) in our retail capacity forecasts set out and described at sub-section 2C below.
- 2.9 It is widely expected that the growth of internet shopping will impact on retailer portfolios. BCSC estimate that almost 20% of current UK retail space could be surplus to modern retailer requirements in its current form.
- 2.10 While it is difficult to accurately predict how these factors may impact on retailer portfolios in terms of the quantum of retail space, we summarise below the possible implications for town planning and development:
 - Some of the larger retailers are increasingly likely to focus on a smaller number of core locations for their store portfolios, where they can have flagship-type stores and attract the most affluent and extensive catchments (as discussed below in further detail).
 - Some retailers, such as foodstore operators, operate online sales from their traditional stores and thus the growth of internet shopping does not necessarily mean a reduction in the need for retail space.
 - Retailers will not only have to continue to adapt their online retail channels, but adapt their
 distribution and logistics infrastructure to meet the demands of increased home delivery
 and collection methods (a likely consequence of which is a reduction in retail space
 requirements).
 - Greater collaboration between retailers in terms of sharing retail space (such as the Sainsbury's and Argos case example discussed below), and between shopping centre landlords and their retailer tenants in the provision of collection points and/or lockers¹⁵.

¹⁵ 'Alive and Clicking', Modus, RICS (December 2014/January 2015 edition).

Innovative collection arrangements are also being introduced at railway stations and other public places (i.e. not on the traditional high street).

2.11 The Town Centres that can offer a wider, all-round experience to shoppers and other users are likely to be better positioned than others in terms of countering the challenges of internet shopping and its associated implications for Town Centres. Attractions such as a good quality leisure offer may help, since one cannot visit a leisure attraction over the internet. This is discussed in further detail below. Other attractions may include a good quality independent retail offer, and/or a public realm with good quality seating and other street furniture. Essentially, however, it is shops that attract shoppers and therefore the priority for Walsall Town Centre should be retaining (and attracting) as many shops, and thus shoppers, as possible in this changing retail landscape.

Retailer polarisation and downsizing

- 2.12 Retailing is ever-evolving, with retailers entering and exiting the market on a regular basis. Some of this change is due to the spate of retailer administrations since the economic downturn (with Clinton Cards, Comet, Game, Habitat, JJB Sports and Woolworths to name a few), leaving major voids within Town Centres and retail parks. Lease expiries are another contributor, with the BCSC¹⁶ commenting that the period between 2012 and 2015 will see "a significant number of retail leases expire as 25 year leases agreed in the late 1980s and early 1990s and more recently agreed sub-10 year leases all reach maturity." This trend is likely to drive store rationalisation as retailers seek to adjust their requirements for the multi-channel environment.
- 2.13 A further significant, recent change has been the strategy of new retailers entering the UK market and their approach to store expansion and coverage. This change is driving demand in a smaller number of larger, prime locations and has led to a reduction in multiple retailer representation across the UK.
- 2.14 New international retailers are still entering the UK market; however they are increasingly selective about their store coverage. Major retailers to enter the UK in the last 3-4 years include Hollister, Forever 21, Victoria's Secret, J.Crew and Aeropostale. Such retailers have, or are seeking, stores in London (often a flagship store with multiple satellite stores) and the next 10-15 major cities including the likes of Glasgow, Liverpool and Manchester. At this point, they have looked to increase their geographical spread across Europe (to similarly major cities) as opposed to achieving more concentrated coverage in the UK. This contrasts with the typical strategy of international retailers 15-20 years ago, when they would seek greater coverage across the UK before moving to the next market.

¹⁶ Beyond Retail (BCSC, 2013).

- 2.15 These strategies can be witnessed in the example of the upmarket fashion retailer Banana Republic and its parent company, Gap (more of a mid-market retailer). Banana Republic opened its first UK and European store in 2008 with a flagship offering on Regent Street, in the heart of the West End of London. Since then, only an additional seven stores have been opened; five of which are in prime retail areas of London. The other two stores are in prime regional shopping locations, namely Bath and Manchester's Trafford Centre. By comparison, Gap opened its first UK store in London in 1987. Since then, it has opened around 140 additional stores in the UK; this equates to around five stores per year.
- 2.16 This example illustrates the wider trend of polarisation between prime retail locations and the more secondary locations. Most existing, major retailers in the UK are either in the process of exiting large numbers of non-prime stores or forming business plans for this strategy; so as to concentrate on stores with larger, more affluent catchments and better opportunities for e-commerce. This structural change has been driven considerably by the impact of the recession and the growth of internet shopping. There is a significant quantum of secondary/tertiary retail space on the UK's high streets that is no longer fit for purpose for modern multiple retailers.
- 2.17 Furthermore, service-based retail uses (i.e. financial services, travel agents) have seen a gradual contraction in store numbers since the onset of the recession and the continued growth of internet shopping, which provides convenient access to online banking and holiday price-comparison websites (etc). To that end, Thomas Cook closed 149 stores in the 12 months from September 2011 to 2012. This form of structural change has consequences for footfall and consumer spending, most notably in the secondary locations which are more dependent on service-based retail uses.
- 2.18 The trend towards 'right-sizing' has led retailers and investors to target the most defensible locations, where footfall and consumer spending is most resilient to economic changes. As a result, there is increasing uncertainty as to the sustainability of over-supplied secondary locations. Walsall Town Centre currently falls within the bracket and increasing number of commercially secondary locations; and is experiencing and increasingly at risk from such rationalisation trends which are now affecting larger centres as retailers become increasingly selective and polarise towards fewer, prime retail locations. This situation is worsened by recent and upcoming lease expiries; as considered later in this Study in the context of Walsall Town Centre.

Changing store formats

2.19 Retailing is changing, with new formats emerging in recent years as an alternative to traditional retail space; much of which is now surplus to requirements. Modern multiple retailers demand flexible, more efficient retail space of a sufficient size to showcase their brand(s) in prime retail locations. This is largely in response to the growth of internet shopping and the increased use of smart phone technology (i.e. Apps) and social media (i.e. Facebook, Twitter). Much of the redundant retail space is in commercially secondary or tertiary shopping areas in large centres, or in smaller town and district centres.

- 2.20 Retailers are increasingly refurbishing their existing stores to accommodate click-and-collect services, whereby customers can collect and return their goods ordered online. Major retailers such as Argos, John Lewis, Marks & Spencer and Next as well as specialist retailers like Hobbycraft and Specsavers are incorporating click-and-collect services into their stores, thus cutting out the expensive 'final mile' of delivery. Mintel Retail Rankings 2014 reports that one in eight online purchasers now use some form of collection service; while the RICS 'Modus' journal¹⁷ indicates that 2015 will see, for the first time, sales of goods brought online but collected in store outstrip home deliveries.
- 2.21 In a further development, designed to reflect changing shopping habits and the increasing focus on e-commerce, Argos is introducing new digital-concept stores¹⁸; where tablets replace the traditional catalogues and paper forms. The same high street retailer has also recently announced plans to open 10 new digital-concept stores within existing Sainsbury's superstores¹⁹.
- 2.22 Major traditional Town Centre retailers such as John Lewis with their 'At Home' stores, Next and Primark are also pursuing new all-product store formats in edge/out-of-centre locations accessible by car and with dedicated (and in most cases, free) surface level car parking. Such stores, which require extensive showroom floorspace, enable the retailer to showcase a substantially expanded range of comparison goods (often including but not limited to clothing and footwear, furniture and soft furnishings, domestic appliances and DIY goods). These can be purchased online and collected via click-and-collect services.
- A key trend in the grocery sector in recent years is the strong performance and growth of the hard discounters²⁰ such as Aldi and Lidl, which have fuelled the 'price war' with mainstream operators. Combined, Aldi and Lidl currently command a market share of around 9%; and this is set to increase with Aldi, for instance, targeting 80 new stores in the UK per annum over the next 10 years.
- 2.24 The growth of convenience store, or C-store, formats (namely Tesco Express, Sainsbury's Local, Morrisons M-Local and Little Waitrose) is another key trend, driven by the customer's demand for convenience and, in turn, operators seeking to enhance their market shares of 'top up' food shopping in a highly competitive environment. According to Mintel Retail Rankings 2014, the number of such UK stores²¹ has increased as follows:
 - Tesco Express 1,130 in 2010 to 1,547 in 2013 (37% increase)

¹⁷ 'Alive and Clicking', Modus, RICS (December 2014/January 2015 edition).

¹⁸ Such as the recently opened store at Crown Wharf Shopping Park.

¹⁹ EGi (30 January 2015).

²⁰ Broadly defined as discount foodstores selling products at lower prices than the typical market value.

²¹ Figures for Morrisons M-Local not available.

- Sainsbury's Local 335 in 2010 to 523 in 2013 (56% increase)
- Little Waitrose 4 in 2010 to 36 in 2013 (800% increase)
- 2.25 The grocery sector is also reacting to changing shopping habits, in particular the decline of 'bulk' food shopping as customer's shop around for best value and/or undertake more frequent, 'smaller basket' top-up food shopping trips. This has prompted the main operators to reconsider their growth strategies; focusing on C-store format representation and improvements to existing superstores (as opposed to opening new superstores²²) as the hard discounters continue to threaten and impact on their market shares.
- 2.26 The UK's high streets have seen an increase in the number of pop-up shops since the economic downturn. This concept enables retailers, usually independents, to lease retail space on a short-term basis. Whilst temporary, such shops can generate interest and activity in an area and are particularly popular for seasonal items (i.e. Christmas gifts, Halloween costumes, or fireworks).

Mix of uses including non-retail uses

- 2.27 With many multiple retailers seeking to right-size and reduce their physical store footprint, this presents opportunities for alternative land uses. As mentioned, leisure uses are playing an increasingly important role in successful Town Centres in the wake of ongoing structural changes in the retail sector and changing consumer habits and needs. Other non-retail uses such as residential, office and community uses also have an important role to play in sustaining Town Centre vitality and viability. To that end, increasing a Town Centre's resident and worker population can help to create vibrancy and support the overall viability other main Town Centre uses including retail and leisure.
- 2.28 The permitted development and prior notification²³ regimes introduced (and proposed) by the Government are likely to have implications for Town Centres and their mix of uses. Additional to the provisions of the Use Class Order 1987 (as amended), which permits certain changes of use without requiring planning permission, the Government has announced a series of amendments to permitted development rights. The latest amendments, in response to the 2014 Technical Consultation on Planning, are set out in Statutory Instruments (SI 2015/596²⁴ and 597²⁵).

²² Tesco, for example, recently confirmed that it was abandoning 49 superstore developments across the UK.

²³ Under the Prior Approval regime; when a change of use is proposed and prior to the new use commencing, the applicant is required to notify the local planning authority of the date the building/land will begin to be used, and provide details of the proposed use. The local planning authority will then have 8 weeks, from the date of validation, to determine the Prior Approval application.

²⁴ http://www.legislation.gov.uk/uksi/2015/596/contents/made

²⁵ http://www.legislation.gov.uk/uksi/2015/597/made

- 2.29 The intended aim of such amendments is to support mixed and more varied high streets, including retail and non-retail uses. They also seek to increase housing supply (by allowing some retail and business uses to change to residential) and facilitate growth (by making is easier for adapt and extend existing premises).
- 2.30 Relating specifically to high street retailing, the changes to permitted development rights allow shops, restaurants and banks to change use between one another; allow shops, banks and estate agents to change use to cinemas and gymnasiums; and enable new click-and-collect facilities to be installed without planning permission. In addition, betting shops and payday loan shops are now classified as sui generis. This particular change, we consider, will help local planning authorities to better control the proliferation of betting shops and payday loan shops on the UK's high streets. This is considered further below in the context of Walsall Town Centre.
- 2.31 We do not consider that the Government's regimes will necessarily weaken or detract from the importance of the retail sector the key driver of activity and vital in creating the environment for other main Town Centre uses (and residential uses) to be successful. Further, we recognise that action needs to be taken to address the issue of (shop) vacancy rates in Town Centres such as Walsall, and we consider the changes to permitted development rights will be helpful in this respect. That said, centralising decision-taking will make it difficult for local planning authorities to fully control the mix of uses and/or mitigate against any adverse impacts potentially arising from some of the changes to permitted development rights.
- 2.32 Another use often associated with Town Centres is 'roadside services' and, in our development site assessments at section 9 of this Study, we refer to (and in some cases model the re-provision of) such uses comprising garages, car showrooms, petrol stations, etc. These are sui generis uses, and (although some may have drive thru facilities) do not include A1/A3-type uses. They are typically situated along reasonably major vehicular routes - as opposed to the pedestrian routes sought by conventional retailers. Roadside services have the potential to add value on peripheral Town Centre sites which are situated along, or close to, arterial roads. The demand for space from these occupiers will not be specific to Walsall Town Centre but is based on the demographics and demand over the wider sub-region. Therefore, we consider that roadside uses can aide viability on some peripheral sites and without necessarily impacting on the delivery of uses in the town centre. DTZ have not quantified specific demand for this sector and consider that it does not have an intrinsic space requirement in Walsall Town Centre that needs to be allowed for in our overall assessments in Part 2 of this Study. However, we recommend that the policy commentary should be able to restrict development which impacts the town centres sites or does not demonstrate flexibility in format and scale.

The balance between multiple and independent retailers

2.33 Aside from achieving a mix of uses, it is important to ensure that any Town Centre has an appropriate balance of multiple 'chain' retailers (those trading from multiple stores with either a

strong local or national presence) and independent retailers (those who tend to trade from a single store).

- 2.34 Multiple retailers offer substantial benefits to Town Centres, including:
 - The ability to offer to shoppers the products and goods that they require at the most competitive prices;
 - The ability to drive substantial levels of footfall, especially with department store operators (e.g. Debenhams)and popular fashion/technology operators (e.g. Apple) which can help to support independent retailers and other Town Centre uses;
 - They help to increase investment levels by providing landlords with greater security in terms of income relative to that offered by independent retailers.
- The main issue with having too many multiple retailers is that of identity. Today, many of the UK's Town Centres look the same, with the same rows of shops (e.g. Boots, WH Smith, The Body Shop, Next) and no discernible difference and no character. It is important for Town Centres to differentiate themselves and provide a unique experience for shoppers, in order to increase its vitality and prosperity. A balanced mix of multiple and independent retailers should help to assist with this.

Increasing importance of leisure uses

- 2.36 The increased importance of leisure uses in terms of anchoring Town Centres and major new shopping centres has become apparent in recent years. This is due in part to reduced retail expenditure, the growth of internet shopping and the polarisation of retailers to fewer, prime locations. There are also fewer retailers to fill the voids left by others, following the spate of retailer administrations since the economic downturn. The growing importance of leisure uses further reflects changing consumer habits and needs as they seek experiences as much as retail goods.
- 2.37 This structural change in the retail landscape has highlighted the need to provide shoppers and other users with alternative, non-retail attractions and, ultimately, a high quality experience. As mentioned above, one cannot visit a leisure attraction (such as a bar, cafe or restaurant) over the internet. In light of their ability to increase footfall and dwell time and thus consumer spending, such attractions are forming an increased proportion of floorspace in the most successful and prosperous centres.
- 2.38 To illustrate this point, over 20% of total floorspace at the new Trinity Leeds shopping centre, which opened in Spring 2013, is dedicated to leisure uses²⁶; including a cinema and a range of food and drink uses. Originally, only 12% of total floorspace was due to be occupied by leisure uses;

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²⁶ DTZ Research (August 2013).

however this increased due to soaring demand from operators. This marks a recent but considerable shift from retail to leisure uses within major new shopping centres. Whilst rents for leisure uses are typically lower than those achievable for retail uses, the owners of shopping centres (such as Land Securities in the case of Trinity Leeds) are recognising the value of providing leisure uses in order to create an all-round experience for shoppers.

- 2.39 Furthermore, according to Goad Centre Reports, the average proportion of floorspace dedicated to A3-A5 leisure uses (so excluding D2 leisure uses) within centres across the UK has increased from 9.52% in 2008 to 11.63% in 2013; whilst the average proportion of such units has increased from 14.82% to 16.34% over the same period.
- 2.40 Despite the economic downturn and the effects on consumer spending, there is evidence that consumers have largely maintained the level of discretionary expenditure on eating out. Compared to say the early to mid-1990s, eating out is no longer seen as such a luxury item. The options in the marketplace for mid-market and higher-quality 'chain' dining have soared in recent years, particularly with the advent of television chefs and their branded restaurant chains. Some of the major chains that have emerged in recent years, as the branded element of the market has grown substantially, include:
 - Fast Casual Dining PieMinster; Pret-A-Manger; Yo! Sushi; and Chop'd.
 - Casual Dining Prezzo; GBK; Leon; and Giraffe.
 - Premium/Fine Dining Jamie's Italian; Gaucho; Chaophraya; and Bumpkin.
- In terms of non-A3 uses, the cinema sector performed relatively well throughout the economic downturn. The advent of digital and 3D movies has increased cinema attendances; whilst enabling operators to charge premium prices for the product. By way of example, cinema attendances in April 2012 were 35% higher year-on-year, and Cineworld (one of the UK's leading cinema operators) reported a 5% increase in revenue over the same period. There are, however, signs that such growth is slowing in some locations due to market saturation.
- The health and fitness market is also an increasingly important Town Centre use, helping to generate footfall for other uses. The no-contract, budget operators such as The Gym Group, easyGym and Pure Gym (which is represented in Walsall Town Centre above Poundland at the northern end of Park Street) are performing particularly well. However, the economic downturn and the squeeze on disposable incomes has affected the established multiple operators; most notably Fitness First, which has been forced to close a number of health and fitness clubs as a result of falling revenues.
- 2.43 As well as the main leisure uses such as bars/ cafes/ restaurants and cinemas, major leisure space users in Town Centres include bowling alleys, casinos, ice skating venues and the like. These uses tend to 'create their own demand' as opposed to being developed to meet an identifiable demand. The operators of these facilities will review the demographics and available spend in an area in

order to decide where to locate²⁷. Casinos and bowling alleys, for instance, are both space hungry operations and hence they are not typically provided in the core of Town Centres but on the periphery or in out of town locations, close to major roads (e.g. Grosvenor Casino in Bently Mill Way).

Providing a high quality experience

- An important consumer behavioural change to have had implications for retailers and Town Centres includes the desire for 'experience retail' defined by the Department of Business Innovation and Skills as 'shopping experiences which are enjoyable in their own right, rather than just being about successfully purchasing a desired good'. This recent change has been accelerated with the rapid emergence of and developments in e-commerce, which has meant that consumers are less likely to visit physical stores unless they provide an enjoyable experience²⁸.
- 2.45 Town Centres that can offer an excellent all-round experience to shoppers and other Town Centre users are likely to be better positioned than others in terms of countering the challenges of the changing retail landscape. The quality of the leisure offer can be as important as the retail offer in this respect. As per the case example of Trinity Leeds considered above, the owners of shopping centres are recognising the value of providing high quality leisure uses in order to attract and create an all-round experience for shoppers.
- 2.46 The quality of the physical environment is another important factor to consider. Good urbanism, design and definitions of place are an essential pre-requisite in order to attract inward investment; create opportunities for interaction and exchange; and generate growth in commercial, community and/or aesthetic value over time.
- 2.47 We are aware of (and have advised on) a number of recent developments which have involved the provision of infrastructure elements and, in turn, improved property values.
- 2.48 Whilst it is very difficult to isolate the impact of improving the local environment on property values, there are some examples. *The Cut* in Southwark, London, benefitted from a £3m public realm renovation in 2007/2008 which included:
 - Widening and resurfacing of footways;
 - Improved lighting;
 - Planting trees;
 - New pedestrian signage.

²⁷ When operators consider that sufficient demand can be generated, these uses typically produce relatively high capital values and are viable for development.

²⁸ Hart and Laing, 2014.

- 2.49 Research on these improvements concluded that, as a result of the four infrastructure elements above, around £9.5m had been added to the value of private property in the area. Simplistically, this is a circa 200% return on investment thereby demonstrating the potential impact.
- A larger scale example is *The Arc* in Bury St Edmunds. This circa £100m retail-led mixed use scheme included the regeneration of the town's civic core. As well as public realm improvements the scheme comprised a public arts venue, which has been important in improving the Town Centre experience. The result was an increase in Town Centre footfall, dwell time and income, with a significant uplift in revenues though car parking.
- 2.51 Funding for these initiatives is challenging in the current economic climate. Within a closed environment of single ownership such as a shopping centre, public realm improvements can be funded through service charges. However in Town Centres, where ownerships can extend to hundreds of parties, the solution is far more problematic.

Implications for Walsall

- 2.52 The trends identified have a number of implications for town planning and development in Walsall. These are summarised below:
 - The retail sector, in spite of ongoing structural changes and the challenges for Town Centre, is and will continue to be the key driver of activity in Walsall Town Centre and thus essential for its health and prosperity.
 - The continued growth of internet shopping is likely to impact on Town Centre footfall and vibrancy, and squeeze retailers' profitability; not only national multiple retailers but also smaller, independent retailers. As discussed above, this is a nationwide issue and not Walsall-specific but very relevant to the future vitality and viability of the Town Centre.
 - Walsall Town Centre will be constrained by the downsizing and polarisation of national multiple retailers, especially in terms of its ability to attract new such retailers. The major retailers will continue to focus representation in the West Midlands' more prime locations such as Birmingham City Centre and Merry Hill. While WMBC should seek to retain (and attract) as many shops as possible, retailer 'right-sizing' is likely to present opportunities for alternative, non-retail land uses in the Town Centre including leisure, office, residential and community uses which can help to increase the Town Centre's resident and worker population.
 - Key to attracting new modern retailers to Walsall Town Centre will be the provision of large, flexible units (typically measuring a minimum of 500 square metres) in prominent and well connected Town Centre locations of the type which have attracted Primark and Co-Op to Digbeth. Accordingly, WMBC should consider favourably applications to amalgamate retail units²⁹ throughout the Primary Shopping Area; and should work with its partners to positively plan for Town Centre development opportunities. Later in this Study we assess the

²⁹ Subject to the provisions of the development plan and other material considerations.

- quantitative (sub-section 2C) and qualitative (sub-section 2D) need for new retail development in Walsall Town Centre to help ensure its future health; and at section 9 we consider suitable sites for accommodating such new development.
- To help prevent the loss of existing retailers, attract new retailers and sustain as many shops as possible, action should be taken to ensure that Walsall Town Centre becomes a more attractive place to shop. This will also benefit non-retail uses including but not limited to the office and residential sectors. WMBC should therefore take action to improve the environmental quality of Walsall Town Centre. We highlight a series of possible improvement measures at sub-section 2D below.
- Walsall Town Centre needs to become more than simply a place to shop; underlined by the
 increasing importance of leisure uses and the need for a high quality experience. Key to
 ensuring the future prosperity of Walsall Town Centre will be securing the provision of leisure
 uses, including a new cinema and complementary, high quality food and drink uses. This is
 particularly pertinent in the context of retailer trends and structural changes in the retail
 landscape (as highlighted above).
- It will be increasingly important for the Town Centre's existing mix of independent retailers to provide a high quality, distinguished offer. In the context of the shift towards internet shopping, such retailers should also be encouraged to establish their own transactional websites and/or marketing campaign so as to expand their potential market and thus profitability.
- The emergence of new store formats in edge/out-of-centre locations, especially those being pursued by major retailers selling all-product ranges including 'non-bulky' comparison goods which, traditionally, have been sold from Town Centres represent a threat to the future vitality and viability of Walsall Town Centre. This underlines the need for WMBC to positively plan for Town Centre development opportunities and control edge/out-of-centre retail development including extensions and changes of use; in addition to applications for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace. Failure to do so will threaten the future health and regeneration of Walsall Town Centre and put at risk long term investment therein.
- 2.53 At Appendix 2 we provide details of comparator towns that are similar to Walsall in terms of status and performance. All of these towns are facing the same retail sector challenges (and opportunities) as Walsall Town Centre.

B. Local Context

- 2.54 Having set out the national trends in retailing and commercial leisure, and considered the key implications for Walsall, in this section we provide an overview of the retail and leisure market at the local level including:
 - Town Centre Retail Offer;
 - Prime Retail;
 - Town Centre Shopping Centres;
 - Retail Parks;

- Foodstores;
- Retail Development Pipeline;
- Town Centre Leisure Offer;
- Leisure Development Pipeline.
- As commented above, the retail sector is Walsall's largest employment sector and a key driver of activity in Walsall Town Centre; and is thus essential for ensuring its future health. Walsall's Promis³⁰ catchment area³¹ comprises an above average estimated shopping population of circa 183,000 and is one of the least affluent of the Promis catchment areas in the UK, with significantly below average levels of per capita retail expenditure. Details of Walsall's catchment population and per capita retail expenditure, and what this means in terms of available expenditure to support new retail floorspace, are set out and described in sub-section 2C below.
- 2.56 In terms of competition for Walsall and its catchment area, dominant centres include Birmingham City Centre and, to a lesser extent, Merry Hill; while Promis reports that Walsall Town Centre faces above average competition from competing centres and retail parks (ranked 177 out of 200 centres³²).

Town Centre Retail Offer

- 2.57 A key indicator of the retail offer of any Town Centre is its Venuescore³³ ranking in the national retail hierarchy. Walsall Town Centre is currently ranked 126th down from 114th in 2010. This decline in the national retail hierarchy may be attributable to the relative improvement of similarly-ranked town and other retail centres across the UK, as opposed to the lack of investment in Walsall Town Centre over this period; or (more likely) a combination of both factors.
- 2.58 Walsall Town Centre's retail offer principally extends in linear form between Crown Wharf Shopping Park (edge-of-centre in retail terms) to the northwest and Asda to the southeast. The key shopping areas include Park Street, The Saddlers shopping centre, The Bridge, Bradford Street, Digbeth and High Street.
- 2.59 Walsall is categorised by Promis Retail Report (October 2014) as an 'Average Town' on the basis of the volume and quality of its retail offer. In terms of volume, our update of Experian Goad survey data (October 2014) as detailed at sub-section 2D below indicates that the Town Centre has

³⁰ Promis Retail Report – Walsall (October 2014).

³¹ Not to be confused with the catchment area adopted for the purpose of our retail capacity forecasting (as outlined in subsection 2C below).

³² With rank 1 reflecting the lowest level of competition (and rank 200 reflecting the highest).

³³ Javelin Group Venuescore – UK Shopping Venue Rankings (2014).

66,088 sq m (gross) of comparison retail floorspace, 33,688 sq m (gross) of convenience retail floorspace and 6,070 sq m (gross) of service retail floorspace. The edge-of-centre Crown Wharf Shopping Park, which opened in 2000 and currently comprises some 16,278 sq m (gross) of comparison retail floorspace, has contributed considerably to the Town Centre's total retail floorspace.

- 2.60 Walsall's fashion retail offer is limited compared to Average Towns as a whole, with the offer characterised by retailers in the middle, lower and discount (value) band. The main concentration of mid-range fashion retailers is located at Crown Wharf Shopping Park and includes H&M, Next, River Island and Outfit. A small number of mid-range fashion retailers such as Burton, Dorothy Perkins and New Look can be found at the northern end of Park Street, together with other multiple retailers such as Boots, WH Smith and Waterstones. This part of the Town Centre also includes the value retailers of Poundland, Poundworld and Wilkinson close to the Tesco Extra superstore on Littleton Street West.
- 2.61 Debenhams in Old Square shopping centre is the sole department store in Walsall Town Centre. The key variety stores include M&S and BHS, both of which are situated at the northern end of Park Street. There are no upmarket retail brands in the Town Centre. Speciality retailing is also limited; however, there are a few independent speciality retailers located in the Victorian Arcade, for example.
- At sub-section 2D below, we discuss the importance of sustaining a concentration of key retailers in more central locations of Walsall Town Centre (i.e. the UDP Primary Shopping Area³⁴); in the light of the shift of the Town Centre retail offer towards Crown Wharf Shopping Park and the implications for Town Centre vitality and viability.
- Walsall Market trades five days a week from the heart of the Town Centre's shopping core around The Bridge. It comprises 100 stalls selling a range of goods and local produce. In our view, the general appearance and quality of the market is poor and serves to weaken (rather than complement) the retail offer. Whilst we doubt the market is a significant attractor for Walsall Town Centre, the shopper surveys undertaken in March 2014³⁵ indicate that it is relatively well used; with the main reasons cited by shoppers for using Walsall Market including 'close to shops', 'sells specific goods' and 'near to arrival point'. Walsall Market is currently the subject of a planning application³⁶ for its relocation within the Town Centre. The first phase would involve some public realm works and stall relocations on The Bridge. The second phase would establish up to 70 stalls at The Bridge and the southern end of Park Street with further public realm works in this area (including Digbeth). It is intended that the proposals would consolidate and enhance the quality and offer of the newly located, reconfigured outdoor market. This would be welcomed; however, in

³⁴ Walsall Town Centre's UDP Primary Shopping Area (PSA) is shown at Appendix 8.

³⁵ Walsall Town Centre Pedestrian Surveys – Survey Summary (Arup, August 2014).

³⁶ Ref. 14/1871/FUL.

our view, the main opportunity lies in the proposed much-needed environmental improvements in this part of Walsall Town Centre.

Walsall Town Centre is well served by main foodstores, namely Asda (in-centre in retail terms), 2.64 Tesco Extra and Morrisons (both edge-of-centre in retail terms); in addition to smaller provision such as M&S, Lidl and Iceland. A new Co-Op is also under construction at Digbeth. Foodstore provision is discussed below in further detail

Prime Retail

- The commercially prime pitch³⁷ of Walsall's retail offer extends north from The Saddlers shopping 2.65 centre along Park Street, and includes Crown Wharf Shopping Park (edge-of-centre in retail terms). Provision in this part of the Town Centre has been augmented since the opening of Tesco Extra in 2010.
- 2.66 Key occupiers in this prime pitch include:

Next

BHS

River Island

Boots

Outfit

Superdrug

Peacocks

WH Smiths

Asda Living

Wilkinson

TK Maxx

Burton

H&M

Dorothy Perkins

Marks and Spencer

New Look

- 2.67 The southern end of Park Street, to the south of The Saddlers shopping centre, is predominantly secondary although it does contain some multiple retailers such as Sports Direct, Thorntons and Clintons (also represented at the edge-of-centre Crown Wharf Shopping Park). Together with The Bridge, this shopping area comprises the Town Centre's highest concentration of banks including Santander, HSBC and Halifax.
- 2.68 The southern end of Park Street and the shopping areas in and around The Bridge, Bradford Street, Digbeth and High Street have deteriorated somewhat in the recent past. This is principally due to the opening of Crown Wharf Shopping Park and the consequential shift in the focus of the prime retail offer; together with the shortfall in the provision of modern retail floorspace at the opposite end of the Town Centre. There are, however, existing opportunities to rebalance the prime pitch;

³⁷ Locations with an existing 'critical mass' of retail attractions and thus, typically, the highest levels of pedestrian footfall (not to be confused with the Primary Shopping Area).

with the new retail provision under construction at Digbeth (i.e. Primark and Co-Op forming the Old Square Phase 1 scheme); the planned/permitted retail development at St Matthew's Quarter³⁸ (prelets understood to include B&M and Poundland); and the proposed Old Square Phase 2 scheme which is the subject of a planning application³⁹. A strong southern and northern end of the Town Centre should serve to improve footfall and retail provision along the main thoroughfares.

Beyond the prime pitch, Walsall Town Centre's shopping core is characterised by charity shops and retail services such as estate agents, travel agents, betting shops, payday loan shops, and employment and careers agencies, as well as bars and pubs (A4) and hot food takeaways (A5). Whilst we would advocate a diverse but balanced mix of uses in Walsall Town Centre, we consider that too many and/or the wrong mix of A4 and A5 uses is detrimental to the Town Centre's image and perceived safety (and therefore its ability to attract investment). The same applies to betting shops and payday loan shops, in our view, and to that end the Government has recently announced changes to permitted development rights to help control the proliferation of such shops in the UK's high streets⁴⁰. Later in this Study, we set out our recommendations for change of use policies in Walsall Town Centre, which can be applied and enforced by WMBC (insofar as possible beyond the limitations of the Government's permitted development and prior notification regimes) to help ensure the Town Centre's future health.

Town Centre Shopping Centres

- 2.70 Walsall has four shopping centres, namely The Saddlers, Old Square, Park Place and the Victorian Arcade.
- 2.71 The Saddlers is the largest and most prime shopping centre in Walsall Town Centre, with frontages to both Park Street and Bradford Street. The centre was refurbished in 1990 and like all of Walsall's shopping centres lacks the larger, more modern units required to attract a critical mass of multiple retailers. It is anchored by M&S over two floors and other key occupiers include Boots, Poundland and Clarks; while Argos recently relocated to the edge-of-centre Crown Wharf Shopping Park. The adjacent multi-storey car park comprises about 500 spaces and serves the wider Town Centre.
- Old Square shopping centre is found to east of The Bridge, with entrances off Bridge Street and Digbeth. Traditionally a very successful shopping centre, most of the units are relatively small and currently vacant. While the centre is anchored by Debenhams over two floors, the occupier profile is weak and limited to local independents and value retailers. A partial redevelopment of the centre is planned/ permitted which should improve its attractiveness to multiples and, in turn,

³⁸ Ref. 13/1421/FUL.

³⁹ Ref. 14/1886/FUL.

⁴⁰ In response to the Government's 2014 Technical Consultation on Planning, betting shops and payday loan shops are now classified as sui generis.

its retail offer. The new Primark/Co-Op scheme under construction at Digbeth does not link into Old Square shopping centre, whereas the Tesco Metro (which closed in early 2011) did link through to the centre's core.

- 2.73 Park Place (formerly known as The Quasar) shopping centre is located off the northern end of Park Street, between The Saddlers and Tesco Extra. The ground floor accommodates Boots, Poundworld and Wilkinson.
- 2.74 In 2002, the centre's first floor was reconfigured to extend the Wilkinson unit. The other first floor units are smaller and either vacant or occupied by local independents.
- 2.75 The Victorian Arcade is situated to the immediate south of The Bridge and has three entrances. This indoor shopping centre has a number of independent speciality retailers close to the Town Centre's shopping core.

Retail Parks

- 2.76 On the north-western edge of Walsall Town Centre's shopping core is Crown Wharf Shopping Park, which is classified as edge-of-centre in retail (sequential) terms. It is predominantly occupied by high street fashion retailers such as H&M, Next, TK Maxx and River Island; the latter having recently relocated from the Town Centre. It also includes Asda Living (Asda's first such format in the UK), a new Argos store following its relocation from The Saddlers, and some food and drink operators including Nando's, Frankie & Benny's and Starbucks. The 'pay and display' car park has about 450 spaces.
- 2.77 Jerome Retail Park is also located in Walsall Town Centre, to the south of The Saddlers shopping centre. This retail park comprises a value-end retail offer with occupiers including Iceland, Home Bargains and Poundstretcher. It also includes Gala Bingo and Vogue Nightclub. The car park has about 400 spaces.
- 2.78 Outside the Town Centre, about 2 miles to the northwest beyond Crown Wharf Shopping Park, is Reedswood Retail Park (formerly known as Walsall Retail Park) with occupiers including B&M Bargains⁴¹, Dunelm Mill and Lidl while Sainsbury's trade from an adjacent site. Other out-of-centre provision within Walsall Borough includes Boardwalk Retail Park and Junction 10 Leisure Park (both less than 2 miles from the Town Centre); the latter comprises Showcase Cinema, Grosvenor Casino and some food and drink operators.

⁴¹ This store does not have planning permission in WMBC's view.

- 2.79 IKEA (within Walsall Borough) trades from a freestanding store adjacent to Gallagher Retail Park (outside Walsall Borough), less than 2 miles to the south of Walsall Town Centre close to Junction 9 of the M6.
- 2.80 Gallagher Retail Park, which is anchored by Currys Megastore, is the largest retail park in this location and is adjoined by a freestanding B&Q store (also outside Walsall Borough). About 3 miles to the west of Walsall Town Centre, in Willenhall, is Keyway Retail Park; beyond which is Bentley Bridge Retail Park in Wednesfield (about 5 miles to the west of Walsall Town Centre).
- These retail parks, which are significant in number and in terms of their retail offer, compete with Walsall Town Centre and influences shopping patterns in the catchment area. This underlines the need for WMBC to control proposals for edge/ out-of-centre retail development⁴² in Walsall, and applications for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations. Such (retailing) conditions of planning permission for retail development form an effective basis for protecting Walsall Town Centre and mitigating adverse impacts upon it, and should therefore continue to be enforced, and defended, by WMBC. This is discussed further at sub-section 2D below.

Foodstores

- 2.82 Walsall Town Centre is well served by main foodstores, with three of the 'Big Four' represented; namely Asda (George Street) and the edge-of-centre Tesco Extra (Littleton Street West) and Morrisons (Lower Rushall Street) stores.
- 2.83 In terms of these food/non-food superstores, Tesco Extra is the largest and the most recent addition (resulting in the closure of Tesco Metro in Old Square shopping centre). It includes a bakery, delicatessen, pharmacy, optician and cafe, and has a considerable clothing range as well as other comparison goods. At the opposite end of the Town Centre's shopping core is Asda, which includes the George clothing range and a number of concessions such as a bakery, pharmacy and optician. Morrisons is located to the northeast of the shopping core, off Lower Rushall Street, and includes a bakery, butcher and fishmonger.
- 2.84 Walsall's main foodstore offer is complimented by M&S (Park Street) and the edge-of-centre Lidl (Ablewell Street) and Iceland (Jerome Retail Park) stores. A new Co-Op is also under construction at Digbeth.

⁴² Including extensions and changes of use.

Retail Development Pipeline

Waterfront:

- Waterfront North The extant planning permission for the cinema-anchored scheme (discussed below) includes up to 500 sq m of retail space. This scheme is under construction.
- Waterfront South Extant planning permission for residential development plus up to 330 sq m of retail space.

Old Square:

- Phase 1 Under construction including Co-Op (about 800 sq m gross) and Primark (about 4,000 sq m gross).
- Phase 2 Planning application submitted for the (phased) reconfiguration/refurbishment of existing retail units at Old Square shopping centre, fronting Digbeth, and the creation of about 1,000 sq m gross of additional retail floorspace.

St Matthew's Quarter (Norton and Proffitt Scheme):

Extant planning permission for 11 new retail units comprising 5,890 sq m gross of A1 floorspace and 2,366 sq m gross of mixed A floorspace.⁴³

Littleton Centre (Cordwell Property Group Scheme):

- The extant planning permission for the cinema-anchored scheme (discussed below) includes up to 1,000 sq m gross of A1 retail space.

Town Centre Leisure Offer

2.85 Walsall Town Centre's leisure offer is principally driven by community and cultural uses and evening economy food and drink uses. Key civic/heritage facilities include the New Art Gallery (at Walsall Waterfront); the Gala Baths swimming pool and the library (off Lichfield Street); the Leather Museum (situated on the northern edge of the Town Centre); while the Town Hall also hosts a limited number of occasional events. Walsall Museum closed in April 2015. Current WMBC proposals for a consolidated Heritage Centre within the Town Centre – combining Walsall Museum, the Leather Museum and the Local History Centre (currently located outside of the Town Centre) – will be dependent upon public sector funding; and £3m has been set aside in WMBC's Revenue Budget and Capital Programme proposals while WMBC plan to submit a Stage 1 bid for Heritage Lottery funding this year. It is understood that the existing site of the Leather Museum is being

⁴³ Figures include proposed mezzanine floorspace.

pursued by WMBC for this consolidated Heritage Centre within the Town Centre. This is explored further below at sub-section 2E.

- A number of food and drink (A3/A4) uses serve the Town Centre, which account for 11,930 sq m (7.4%) of Town Centre floorspace based on our update of Experian Goad survey data (October 2014). This is broadly comparable with the West Midlands centre average (7.9%). The A3/A4 sector is predominantly lower end and dominated by independent provision, principally concentrated to the north of the shopping core along Bridge Street, Lichfield Street, Ablewell Street and Darwall Street. Bridge Street and Lichfield Street also contain a small number of clubs, and there is a club (Vogue) at Jerome Retail Park.
- 2.87 Some 'chain' food and drink operators are located at Crown Wharf Shopping Park including Nando's and Frankie & Benny's, while further A3 provision including Brewer's Fayre (restaurant) and a 100-bed Premier Inn hotel⁴⁴ is situated at the Waterfront. A new cinema-led scheme to be anchored by The Light Cinema with A3 tenants understood to include Chiquitos, Bella Italia, Pizza Express and Hungary Horse is currently under construction at Waterfront North and is scheduled to open in early 2016. This will help to create a critical mass of leisure uses and anchor the northern end of the Town Centre. There is an extant planning permission for another cinema-led (Vue Cinema) scheme at the Cordwell site; however, whilst construction has started on site, it is understood that this scheme will not be delivered.
- 2.88 Birmingham and, to a much lesser extent, Wolverhampton offer important leisure attractions, including concert venues and theatres, which serve to compete with and possibly limit Walsall's leisure offer. Walsall also currently faces competition from nearby out-of-centre leisure provision; such as Junction 10 Leisure Park (which comprises Showcase Cinema and Grosvenor Casino), the Cineworld Cinema at Bentley Bridge Retail Park in Wednesfield, and the Gala Bingo at Park Lane in Darlaston (about 2 miles to the southwest of Walsall Town Centre). One would expect the new cinema at Waterfront North in Walsall Town Centre to compete with existing out-of-centre cinema provision.

Leisure Development Pipeline

Waterfront North (Kier Property Scheme):

- Extant planning permission for a cinema-anchored (The Light Cinema) scheme including restaurants and up to 500 sq m of retail space. Construction has started on site and the scheme is due to open in early 2016.

Littleton Centre (Cordwell Property Group Scheme):

⁴⁴ Completed in December 2012.

- Extant planning permission for a cinema-anchored (Vue Cinema) scheme including restaurants and up to 1,000 sq m gross of A1 retail space. While construction has started on site, it is understood that this scheme will not be delivered.

St Matthew's Quarter (Norton and Proffitt Scheme):

- The extant planning permission for retail development includes 2,366 sq m gross of Mixed A floorspace, some of which may come forward for leisure uses (e.g. A3).
- 2.89 Section 8 of this Study details rental levels, yields and recent transactions in relation to retail and leisure property.

C. Quantitative Retail Capacity Assessment

Black Country Core Strategy

- 2.90 BCCS Policy CEN1 sets out a strategic vision for the Black Country's network of centres as set out under Policy CEN2 with Strategic Centres (including Walsall Town Centre) providing the main focus for new strategic retail development and other Town Centre uses; balanced by a network of Town, District and Local Centres to meet day-to-day shopping needs and convenience shopping needs in particular.
- 2.91 BCCS Policy CEN3 states that Strategic Centres (including Walsall Town Centre) "will seek to secure an appropriate share of comparison and convenience retail and office development in order to ensure that investment to regenerate the Black Country will not be lost." Accordingly, Policy CEN3 provides for 60,000 sq m gross of additional comparison goods floorspace in Walsall between 2006 and 2021, and an additional 25,000 sq m gross between 2021 and 2026; prior to commitments. In terms of convenience goods floorspace in Walsall, Policy CEN3 states that the local planning authority (i.e. WMBC) will plan for convenience retail up to 2026 and that the quantum of such will be examined in the AAP.
- 2.92 In this section, we set out and describe new retail capacity forecasts for Walsall (both comparison and convenience goods). In the first instance, however, we outline our approach to retail capacity forecasting, and the principal data inputs and assumptions, etc.

Basis of our Retail Capacity Forecasts for Walsall

- 2.93 For the retail capacity forecasting in this Study, we have used our RECAP retail capacity forecasting Model. The RECAP Model is an empirical step-by-step model, based on the results of the 2009 Black Country household interview survey of shopping patterns as its method of allocating retail expenditure from catchment zones to shopping destinations. It is therefore not a theoretical gravity model, but is based on consumer responses about actual shopping patterns. It is also a growth allocation model; which allocates growth in expenditure to shopping destinations based on shopping patterns indicated by the household interview survey.
- 2.94 We set out retail capacity forecasts for both comparison and convenience goods, which are defined as follows:
 - Comparison goods⁴⁵ Clothing, footwear and other fashion goods; Furniture, floor coverings and household textiles; DIY and decorating products; Domestic appliances e.g. washing machines, fridges, cookers, kettles; Audio-visual goods e.g. TV, Hi-Fi, radio, photographic and computer equipment; Personal and luxury goods e.g. books, jewellery, china, glass, cosmetics.

⁴⁵ Consistent with the questions asked in the 2009 household interview survey relating to the sub-categories of comparison goods shopping.

- Convenience goods includes food and beverages, tobacco, newspapers and magazines, and non-durable household goods.
- 2.95 We have modelled the following shopping destinations:
 - Walsall Town Centre (including the edge-of-centre Crown Wharf Shopping Park);
 - Out-of-centre stores in Walsall (including Broadwalk Retail Park, Junction 10 Retail Park, Reedswood Retail Park and other out-of-centre retail warehouses including IKEA); and
 - Gallagher Retail Park (within Sandwell Borough).
- 2.96 The RECAP Model forecasts the expenditure-based capacity for additional retail floorspace in the following way:
 - Calculate the total amount of comparison and convenience goods expenditure which is available within the catchment zones comprising the Study catchment area;
 - Allocate the available expenditure to Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park (based on the results of the 2009 Black Country household interview survey of shopping patterns as updated); so as to obtain estimates of current sales and forecast future sales in each shopping destination;
 - Compare the estimated sales in Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park with existing retail floorspace; so as to assess the current trading performance of each shopping destination, and the capacity to support further growth in retail floorspace.
- 2.97 Separate capacity forecasts have been prepared for both Walsall Town Centre and Out-of-centre stores in Walsall in order to assist WMBC with identification and testing of alternative options for the Town Centre, developing a preferred strategy and formulating planning policies for new retail development.
- Separate (comparison goods only) capacity forecasts have also been prepared for Gallagher Retail Park. This out-of-centre retail park lies within Sandwell Borough and is thus outside the control of WMBC. It does, however, straddle the Sandwell-Walsall boundary and have significant implications for shopping patterns in Walsall. Accordingly, we have modelled retail capacity forecasts for Gallagher Retail Park as a shopping destination on its own (separate from Out-of-centre stores in Walsall); providing both WMBC and Sandwell Council with an indication of how much retail expenditure it attracts and the potential retail capacity arising from its market share. In accordance with the sequential approach of the NPPF and the BCCS strategy for Strategic Centre regeneration and growth, any forecast growth should be located in Walsall 'Strategic Centre' in preference to edge/out-of-centre locations, including Gallagher Retail Park, if at all possible.

The RECAP Model (like any other forecasting model of this type) is an exploratory tool, rather than a prescriptive mechanism. Thus the resulting forecasts serve as a realistic guide to planning policies and decisions on planning applications. When using the retail capacity forecasts as a guide to future planning policies, it is also important to remember that the further ahead the forecasting date, the less certain the forecast. Thus the forecasts for 2021 are more robust than those for 2026. In particular for 2026, we suggest that forecasts such as these should be treated with some caution, since they only indicate the broad order of magnitude of retail capacity at this date, if all of the forecast trends occur. There are also particular uncertainties at the present time as a result of the recent economic recession, the financial and economic difficulties in the Eurozone, and the continuing need for government austerity; for which there is very little precedent. It is therefore a matter of some conjecture as to the long term rate of economic recovery. Furthermore, long term growth in the use of internet shopping is unknown (although an assessment has been made in this study), and reinforces the need to revise the forecasts of retail capacity before 2021.

Walsall's District Centres

- 2.100 For the purpose of this Study, which is principally focused on Walsall Town Centre, we have not quantified the performance and expenditure-based retail capacity of Walsall's district centres.
- 2.101 In qualitative terms, however, the results of the 2009 Black Country household interview survey confirm that convenience goods (i.e. main food, top-up food) shopping is the primary role and function of Walsall's district centres. This is to be expected, given that such shopping trips are typically more localised in nature.
- 2.102 This is not particularly the case for comparison goods shopping trips, however. Walsall's district centres comprise important but relatively limited comparison goods provision, with very few national multiple retailers. This is supported by the 2009 survey-indicated market shares of comparison goods expenditure. The district centres do not therefore compete on a like-for-like basis with Walsall Town Centre (and other shopping destinations with a critical mass of comparison goods provision and other, non-retail attractions) for comparison goods expenditure.
- 2.103 Walsall Town Centre should therefore continue to be the focus for additional comparison goods floorspace, as forecast below, in accordance with the sub-regional retail hierarchy. The development of such floorspace would not threaten the future health of Walsall's district centres and undermine their primary role and function as convenience-based shopping destinations.
- 2.104 In practice, (with the exception of possible new foodstores⁴⁶) there is likely to be little retailer demand for new convenience and/or comparison goods shops in Walsall's district centres; thus any strategic retail development proposals are very unlikely to be viable and deliverable. Should

⁴⁶ For example, the new Morrisons at Willenhall District Centre.

proposals come forward for an appropriate scale and nature of retail development, which reflects the role and function of the district centres, they should be supported by WMBC. Any new retail development within such centres is likely to arise from population and expenditure growth, as opposed to the transfer of expenditure growth from other shopping destinations including Walsall Town Centre.

Principal Data Inputs and Assumptions

2.105 Our approach to retail capacity forecasting is NPPF-compliant and consistent with national Planning Practice Guidance (March 2014). We describe below the principal data inputs and assumptions, the development scenarios assessed, and the format of the RECAP Model tables.

Catchment Area

- 2.106 The catchment area for this Study is based on the 2009 Black Country household interview survey-indicated market shares of comparison and convenience goods shopping in Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park.
- 2.107 The catchment area adopted for the 2009 Black Country Centres Study comprises 54 catchment zones, covering the conurbations of (inter alia) Walsall, Wolverhampton, West Bromwich and Dudley. For this Study, a revised and necessarily smaller catchment area is adopted; informed by the results of the 2009 Black Country household interview survey of shopping patterns. These results indicate how Walsall Town Centre's market shares of available expenditure decline with distance from the Town Centre, and under the influence of competition from surrounding shopping destinations; thereby assisting our judgement of the extent of the revised catchment area.
- 2.108 The catchment area for this Study is therefore broad enough to cover the whole of the area from which shopping destinations in Walsall (including the Town Centre) capture significant market shares of available expenditure. Accordingly, the catchment area for this Study comprises 21 of the 54 catchment zones used for the 2009 Black Country Centres Study (as shown in Table 2.1 below). A map of the catchment area showing these 21 catchment zones is included at Appendix 3.

Table 2.1 - Catchment Zones

2009 Catchment Zone Number	Post Code Districts
2	B20 / B21 / B42 / B44
7	B43
16	B70
17	B71
18	B73 / B74
23	DY4
30	WS1
31	WS2
32	WS10
33	WS11 / WS12
35	WS3
36	WS4
37	WS5
38	WS6
39	WS7
40	WS8
41	WS9
44	WV11
45	WV12
46	WV13
47	WV14

Base and Forecasting Years

2.109 We have used 2014 as our base year for the retail capacity forecasts. The RECAP Model therefore provides estimates of the current comparison and convenience goods retail sales in each shopping destination (i.e. Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park) in 2014. As instructed by the WMBC, we have prepared retail capacity forecasts at 2016, 2021 and 2026 so as to cover the forthcoming AAP period.

Catchment Population

- 2.110 The starting point for the population forecasts is a report, dated November 2014, commissioned from Pitney Bowes on the current and projected future population of each catchment zone. These population forecasts cover the period up to 2023; and we have therefore extrapolated them to 2026 by trend projection. The result is that for the catchment area as a whole the population is expected to increase from 827,560 in 2014 to 880,365 by 2026, which is an increase of around 6.4%.
- 2.111 The catchment zones are based on postcode geography (namely postcode districts) and do not match local authority boundaries. However, the 21 catchment zones adopted for this Study cover and extend beyond Walsall's local authority boundary to reflect shopping patterns in the catchment

area (i.e. the area from which shopping destinations in Walsall capture significant market shares of available expenditure).

Per Capita Expenditure

- 2.112 For this Study, we obtained from Pitney Bowes a report setting out estimated average per capita expenditure on convenience and comparison goods in each catchment zone for the years 2012 and 2013, together with forecasts for 2018 and 2023. These estimates and forecasts take account of differences in average per capita expenditure on convenience and comparison goods from zone to zone. We have used these figures as the basis for our base year (2014) estimates and new forecasts. For the base year and forecasting years of 2016 and 2021 we interpolated between the Pitney Bowes figures; and for our forecasting year of 2026 we applied trend extrapolation to the Pitney Bowes figures. The resulting estimates and forecasts of per capita expenditure on both convenience and comparison goods, including expenditure on Special Forms of Trading, are set out in the top half of RECAP Model Table 2 in Appendix 4.
- 2.113 The forecast growth in per capita expenditure in RECAP Model Table 2 is specific to the catchment area, and does not apply national average growth forecasts to the local catchment area base figures. Use of local growth forecasts is expected to be more reliable, as stated by Oxford Economics in the Pitney Bowes report for the catchment area:

Forecast expenditure (2018 and 2023) interpolated to 2014, 2016 and 2021 and extrapolated to 2026 by DTZ are based on Oxford Economics' published UK Macroeconomic forecasts with local level projections incorporating additional data from Oxford Economics' published regional and local authority level forecasts. The results are much more targeted to the prospects for a particular locality than simply taking the latest expenditure estimates for the area and increasing them in line with national trend-based projections for the appropriate category of goods. This is partly because our consumer spending forecasts enable us to take account of changes in the underlying forces driving different elements of consumer spending in a much more sophisticated way than simply extrapolating trends. But, equally importantly, our local and regional forecasts allow us to take account of how underlying differences in economic performance in different parts of the country are likely to affect relative spending power in different locations.'

Market Share Data

2.114 For the purpose of this Study, we have been instructed by the WMBC to utilise the results of the 2009 Black Country household interview survey of shopping patterns. Appendix 5 of this Study sets out and describes how we have utilised (and updated as necessary) the results of this survey; and should be read in conjunction with our quantitative retail capacity forecasts for Walsall.

Special Forms of Trading including Internet Shopping

- We have made deductions from the per capita expenditure figures supplied by Pitney Bowes to allow for expenditure via special forms of trading (SFT). This includes mail order, vending machines, party plan retailing, on-line shopping via the internet or interactive TV, and expenditure at temporary market stalls; and is therefore expenditure not made in retail shops. RECAP Model Table 2 shows the growing deductions which we have made, based on information for the UK published by Verdict Research Limited on growth in 'e-retail' (i.e. internet shopping and shopping via interactive TV) and forecast trends; and forecasts by Oxford Economics published in Pitney Bowes 'Retail Expenditure Guide' 2012/13. Table 2.2 below shows Verdict's estimates for the proportion of all retail sales (both comparison and convenience goods) in the UK⁴⁷ in 2010 accounted for by electronic shopping, and its trend-based forecasts for 2015. This shows the proportion of such sales growing substantially over this period. For some categories of comparison goods, the proportion is already substantial and is expected to become much more so. Based on these, we have judged the deductions for SFT shown in RECAP Model Table 2. Our deductions:
 - Assume a flattening of the growth trend throughout the plan period to 2026 as internet shopping matures;
 - Allow for the fact that internet shopping sales are included in the retail sales densities of some retailers which operate multi-channel retailing; and
 - Include other SFT apart from the internet, in particular sales from temporary markets such as Farmers' Markets and other periodic street markets.

Table 2.2 – UK 'e-retail' Shopping Estimates and Forecasts (Source: Verdict Research Limited)

Goods Type	Online sales as proportion of all UK retail sales (%)		
	2010	2015	
Comparison Goods:			
Music & video	55.2	93.4	
Electrical goods	28.0	37.2	
Books	35.1	58.6	
Homewares	9.0	12.8	
DIY & gardening goods	5.5	6.4	

⁴⁷ Local (i.e. Walsall-specific) evidence of SFT is not available.

Clothing & footwear	7.7	13.2
Furniture & floor coverings	4.2	6.6
Health & beauty	3.6	5.6
Other comparison goods	9.8	20.5
All Comparison Goods	11.5	18.0
Convenience Goods:		
Food & grocery	3.8	5.8

- 2.116 For comparison goods, Oxford Economics estimate that non-store retail sales (i.e. SFT) accounted for 11.5% of all comparison goods expenditure in the UK in 2010; and forecast that this will rise to 14.3% by 2015 and 14.7% by 202148. Their estimate for 2010 is consistent with Verdict's estimate for e-retail shopping alone in that year. However Oxford Economics' forecasts are well below those of Verdict. For 2016 therefore, we have applied a SFT deduction which is between these two forecasts (15%), as indicated in RECAP Model Table 2 in Appendix 4. For subsequent years we have assumed further growth in SFT at a higher rate than forecast by Oxford Economics in their 'central case', but lower than if Verdict's trend was to be extrapolated. The bottom half of RECAP Model Table 2 shows forecast growth in per capita expenditure on comparison goods in each catchment zone, after deducting expenditure on SFT at the rates indicated in the table.
- 2.117 The combined effect of the forecast growth in population and in per capita expenditure is that (after deducting expenditure on SFT) we expect total catchment area expenditure on comparison goods (set out in RECAP Model Table 3 in Appendix 4) to increase by about 48% over the period 2014 to 2026. This compares with growth in total catchment area population of around 6.4% over the plan period. Thus only a small proportion of the growth in catchment area expenditure on comparison goods is accounted for by forecast growth in population. This means that the comparison goods floorspace capacity forecasts are very insensitive to population growth and much more sensitive to the assumptions about growth in per capita expenditure, particularly in the later part of the forecasting period.
- 2.118 For convenience goods, Oxford Economics estimate that SFT accounted for 5.1% of all convenience goods expenditure in 2010; and forecast that this will rise to 6.5% by 2015 and 6.7% by 2021⁴⁹. This is slightly higher than Verdict's estimates and forecasts for food & grocery sales alone, but includes other forms of SFT apart from internet shopping. After allowing for some internet sales from superstores and other retail stores, and for other forms of SFT, we have adopted the SFT deductions for convenience goods expenditure set out RECAP Model Table 2.

⁴⁸ Broad Definition and Central Case 'Retail Expenditure Guide 2012/13' (Table 3.1).

⁴⁹ Broad Definition and Central Case 'Retail Expenditure Guide 2012/13' (Table 3.1).

Visitor Expenditure

- 2.119 We have adopted the assumption that expenditure on comparison goods in Walsall Town Centre by visitors who live outside the catchment area amounts to 2% of expenditure by catchment area residents. This allowance for visitor expenditure would therefore account for spending arising from tourism, business trips, etc. We consider that this is realistic for the Town Centre.
- 2.120 For out-of-centre stores in Walsall, we have assumed that visitor expenditure on comparison goods accounts for 10% of expenditure by the catchment area residents. This reflects accessibility from the M6 motorway and, importantly, the IKEA 'pull factor' which attracts visitors from a very wide catchment area (and inevitably from beyond the Walsall catchment area). For Gallagher Retail Park, we have assumed 5% visitor expenditure given its accessibility from the M6 motorway.
- 2.121 In terms of convenience goods, such shopping trips are usually more localised in nature and therefore we have assumed that visitor expenditure in Walsall Town Centre amounts to 1% of expenditure by catchment area residents. We have not allowed for visitor expenditure on convenience goods when modelling Out-of-centre stores in Walsall and Gallagher Retail Park.

Existing Shop Floorspace

2.122 We have used up-to-date details of existing occupied shop floorspace for Walsall Town Centre based on our survey update (October 2014) of Experian Goad data. We have also accounted for existing occupied shop floorspace located outside of Experian Goad's survey area but within the Town Centre boundary. For Out-of-centre stores in Walsall and Gallagher Retail Park, floorspace data has been sourced from Experian Goad and IGD as appropriate. We have used these figures in our RECAP Model. For each shopping destination, lower and upper (including mezzanine) floors have been included.

Committed Developments

- 2.123 In Walsall Town Centre we have included the new retail floorspace expected to result from committed developments, namely:
 - Primark/Co-Op (application ref. 11/0560/FUL); and
 - St Matthew's Quarter (application ref. 13/1421/FUL).
- 2.124 For the Primark/Co-Op committed development, which is under construction, we have applied gross floorspace figures derived from the applicant's Planning Statement and assumed net to gross ratios as appropriate.

- 2.125 For the St Matthew's Quarter committed development, we have applied gross floorspace figures derived from the applicant's Planning Statement and assumed the following:
 - Of the total proposed A1 floorspace, 70% will come forward as A1 comparison goods floorspace (equating to 4,123 sq m gross);
 - Of the total proposed Mixed A floorspace, 20% will come forward as A1 comparison goods floorspace (equating to 473 sq m gross);
 - On this basis, we assume that this committed development will comprise 4,596 sq m gross of A1 comparison goods floorspace.
- 2.126 Also in the Town Centre, there is currently a substantial amount of vacant shop floorspace. We have included a proportion of such floorspace in RECAP Model Table 12 as committed development for convenience and comparison goods floorspace; because it is likely that some of it will be reoccupied as the overall vitality and viability of Walsall Town Centre improves over the course of the plan period, due to the implementation of existing committed developments and the delivery of the Town Centre strategy set out in this Study.
- 2.127 We have made assumptions relating to the actual proportion of vacant shop floorspace included in the Model as committed convenience and comparison goods floorspace. These assumptions are informed by the location and quality of such floorspace in Walsall Town Centre (as follows).
 - We have identified all vacant A1 shops within the existing UDP Primary Shopping Area (totalling 11,730 sq m gross);
 - We have assumed that two-thirds of all vacant shops comprise A1 comparison goods floorspace, and that 20% of these will become occupied over the plan period;
 - We have assumed that one-third of all vacant shops comprise A1 convenience goods floorspace, and that 20% of these will become occupied over the plan period.
- 2.128 Separately, we have included in RECAP Model Table 12 the two currently vacant units at Crown Wharf Shopping Park as committed development for comparison goods floorspace.
- 2.129 We have excluded all vacant A1 shops outside the existing UDP Primary Shopping Area, as we would not expect much of that floorspace to be reoccupied for convenience and comparison goods shopping even when the vitality and viability of Walsall Town Centre improves. From past experience, we would expect much of it to be occupied by other uses, such as service business, in due course.
- 2.130 For the Out-of-centre stores in Walsall, we have included in RECAP Model Table 21 the three currently vacant units at Broadwalk Retail Park as committed development for comparison goods floorspace.

Development Scenario Assessed

- 2.131 For the purpose of this Study, we have assessed the 'baseline' scenario for new strategic retail development in Walsall, in which we assume that the 2009 pattern of market shares in Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park indicated by the 2009 Black Country household interview survey (updated by DTZ as described at Appendix 5) remains unchanged throughout the forecasting period to 2026. The implicit assumption in such a scenario is that any new retail development in these shopping destinations (or in Walsall's district centres and/or elsewhere) does not change the market shares of expenditure attracted from the catchment area.
- 2.132 In reality, new strategic retail development in Walsall Town Centre (in accordance with the sequential approach and the BCCS strategy for 'Strategic Centre' growth) would increase its market share; it would rely on and result in the redistribution of market shares of expenditure attracted to the Town Centre from out-of-centre locations and, potentially, other centres in Walsall and the Black Country. This assumption underpins our retail capacity forecasts and those set out in the BCCS.

Format of the RECAP Model Tables

- The RECAP Model tables are set out in Appendix 4. Tables 1 to 5 set out the population and 2.133 expenditure forecasts for the catchment area. Tables 6 to 13 are the Scenario 1 tables for Walsall Town Centre. Tables 6 and 7 show the pattern of market shares of expenditure on each category of convenience and comparison goods respectively attracted from the catchment area, as indicated by the updated results of the 2009 household interview surveys (and before correction). Table 8 shows the corrected market share patterns for convenience and comparison goods expenditure in the Town Centre. Table 9 shows the amounts of expenditure on each comparison goods subcategory attracted, and the amounts of all comparison goods. Table 9 is the product of Table 5 and Table 7. Table 10 sets out forecast retail sales for both convenience and comparison goods, on a zone-by-zone basis and overall. Table 11 accounts for the sales capacity of existing main food and convenience goods shops in Walsall Town Centre, and Table 12 sets out the committed Town Centre developments and their expected sales levels (for both convenience and comparison goods). Table 13 brings together the expenditure attracted, visitor expenditure, existing floorspace and committed developments, to arrive at the retail capacity forecasts for Walsall Town Centre. It also shows the overall market shares of total catchment area expenditure on convenience and comparison goods which are shown as attracted by the Town Centre.
- 2.134 Tables 14 to 22 are the Scenario 1 tables for Out-of-centre stores in Walsall. These tables follow the same arrangement as the tables for Walsall Town Centre; however an additional table is included (Table 20) indicating 'benchmark' comparison goods sales in the existing out-of-centre stores including main foodstores. Tables 23 to 31 are the Scenario 1 tables for Gallagher Retail Park. These tables follow the same arrangement as the tables for Out-of-centre stores in Walsall

with the difference that convenience goods are not modelled (as Gallagher Retail Park does not include any main foodstores).

2.135 The RECAP Model is completed by summary Tables 32 and 33. Table 32 shows the (updated) market shares attracted in 2014 by Walsall Town Centre and the Out-of-centre stores in Walsall, and by Gallagher Retail Park, for each of the comparison goods categories. This provides the basis for the Retail Sector Analysis described below. Table 33 shows the patterns of combined 2009 adjusted market shares for each of the comparison goods categories (as corrected) in Walsall⁵⁰ under Scenario 1.

Quantitative Capacity for New Retail Development in Walsall

- 2.136 In this section, we set out and describe the retail capacity forecasts for Walsall as at the 2014 'baseline' year and throughout the forecasting period (i.e. 2016, 2021 and 2026); based on constant 2009 patterns of market shares of convenience and comparison goods shopping (adjusted by DTZ as set out and described at Appendix 5). For the avoidance of doubt, our retail capacity forecasts are principally expressed in terms of net sales area; although in Tables 2.3-2.5 below our forecasts are also expressed as gross floorspace. Moreover, in the event that the retail capacity forecasts for Walsall are not met in the Town Centre by a given forecasting year, this does not mean that edge/out-of-centre retail development should necessarily be allowed.
- 2.137 We indicate the overall (i.e. all shopping destinations modelled combined) forecast capacity for new comparison and convenience goods floorspace in the first instance. Table 2.3 below presents combined forecast capacity in Walsall *excluding* Gallagher Retail Park, which lies within Sandwell Borough. Table 2.4 below presents combined forecast capacity (comparison goods only) in Walsall *including* Gallagher Retail Park.
- 2.138 We then set out in Table 2.5 and describe our retail capacity forecasts for both convenience and comparison goods within each of the shopping destinations modelled as at 2014, 2016, 2021 and 2026. Accordingly, we indicate forecast capacity in Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park (comparison goods only).

Overall Capacity in Walsall

2.139 In Table 2.3 below, we indicate the overall (i.e. combined) forecast capacity in Walsall for new comparison and convenience goods floorspace, excluding forecast capacity at Gallagher Retail Park. This is on the assumption that all such floorspace is provided in Walsall Town Centre in accordance with the highest priority of the sequential approach and the BCCS strategy for

⁵⁰ Includes Walsall Town Centre and Out-of-centre stores in Walsall.

'Strategic Centre' growth; and that it trades at the sales densities assumed for new floorspace in the Town Centre. Comparison with Table 2.5 below shows that combined capacity for comparison goods floorspace in the longer term (i.e. 2021 to 2026) is less than the sum of the individual forecast capacities for each shopping destination modelled. This is because none of the new floorspace would be provided at the relatively low sales densities assumed for out-of-centre retail warehouses in Table 2.5. If some of the new comparison goods floorspace was to be provided in food/non-food superstores, the combined comparison goods capacity would be lower than in Table 2.3, because such superstore floorspace trades at substantially higher sales densities than have been assumed for new Town Centre development in Table 2.3.

Table 2.3 - Combined Capacity in Walsall (excl. Gallagher RP) (Source: Walsall RECAP Model 2015)

	2016	2021	2026
Comparison Goods			
sq m net sales	-9,800	-2,900	2,500
(sq m gross)	(-11,250)	(-3,350)	(2,900)
Convenience Goods			
sq m net sales	-1,000	200	1,200
(sq m gross)	(-1,250)	(250)	(1,500)

Notes:

- (a) The forecasts in Table 2.3 are cumulative, i.e. the forecasts for each date include the forecasts for the previous dates and are not additional to those earlier forecasts.
- (b) Floorspace figures from RECAP Model rounded to the nearest 50 sq m net and converted to gross to the nearest 50 sq m, applying a comparison goods net-gross ratio of 85% and a convenience goods net-gross ratio of 75%⁵¹.
- (c) Combined forecast capacity for comparison goods floorspace includes Walsall Town Centre and Out-of-centre stores in Walsall.
- (d) Combined forecast capacity for convenience goods floorspace includes Walsall Town Centre and Out-of-centre stores in Walsall.
- Table 2.4 below indicates the combined forecast capacity in Walsall for new comparison goods floorspace, including forecast capacity at Gallagher Retail Park (within Sandwell Borough). Applying the same assumptions as those for Table 2.3, comparison with Table 2.5 below shows that combined capacity for comparison goods floorspace is again less than the sum of the individual forecast capacities for each shopping destination modelled, at 2016, 2021 and 2026. As described above, this is because none of the new floorspace would be provided at the relatively low sales densities assumed for out-of-centre stores in Table 2.5.

⁵¹ The gross floorspace figures presented in Table 2.3 are hypothetical and should be treated with caution, as different retailers have different store formats and use different net-gross ratios.

Table 2.4 – Combined Capacity in Walsall (incl. Gallagher RP) (Source: Walsall RECAP Model 2015)

	2016	2021	2026
Comparison Goods			
sq m net sales	-9,800	-1,400	5,250
(sq m gross)	(-11,250)	(-1,600)	(6,000)

Notes:

- (a) The forecasts in Table 2.4 are cumulative, i.e. the forecasts for each date include the forecasts for the previous dates and are not additional to those earlier forecasts.
- (b) Floorspace figures from RECAP Model rounded to the nearest 50 sq m net and converted to gross to the nearest 50 sq m, applying a comparison goods net-gross ratio of 85%⁵².
- (c) Combined forecast capacity for comparison goods floorspace includes Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park.
- 2.141 The overall forecast capacity by 2026 outlined above (which are based on Town Centre sales densities) is subject to identifying sufficient, potential development sites in Walsall Town Centre.
- Table 2.5 indicates the separate retail capacity forecasts for Walsall Town Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park (comparison goods only). These retail capacity forecasts are based on appropriate sales densities; and assume constant 2009 patterns of market shares of convenience and comparison goods shopping (as adjusted by DTZ as set out and described at Appendix 5).

⁵² The gross floorspace figures presented in Table 2.4 are hypothetical and should be treated with caution, as different retailers have different store formats and use different net-gross ratios.

Table 2.5 – Summary of Retail Capacity Forecasts (Source: Walsall RECAP Model 2015)

Walsall Town Centre

	2016	2021	2026	RECAP Model Table
Comparison Goods				
sq m net sales	-5,900	-1,350	2,250	13
(sq m gross)	(-6,800)	(-1,550)	(2,600)	
Convenience Goods				
sq m net sales	-700	50	650	13
(sq m gross)	(-900)	(50)	(800)	

Out-of-centre stores in Walsall

	2016	2021	2026	RECAP Model Table
Comparison Goods				
sq m net sales	-6,650	-2,700	450	22
(sq m gross)	(-7,650)	(-3,100)	(500)	
Convenience Goods				
sq m net sales	-300	150	550	22
(sq m gross)	(-400)	(200)	(700)	

Gallagher Retail Park

	2016	2021	2026	RECAP Model Table
Comparison Goods				
sq m net sales	-50	2,600	4,700	31
(sq m gross)	(-50)	(3,000)	(5,400)	

Notes:

- (a) The forecasts in Table 2.5 are cumulative, i.e. the forecasts for each date include the forecasts for the previous dates and are not additional to those earlier forecasts.
- (b) Floorspace figures from RECAP Model rounded to the nearest 50 sq m net and converted to gross to the nearest 50 sq m, applying a comparison goods net-gross ratio of 85% and a convenience goods net-gross ratio of 75%⁵³.
- (c) The forecasts for Walsall Town Centre are for new floorspace additional to existing commitments, the 'prime' vacant Town Centre floorspace and the existing vacant units at Crown Wharf Shopping Park included in RECAP

⁵³ The gross floorspace figures presented in Table 2.5 are hypothetical and should be treated with caution, as different retailers have different store formats and use different net-gross ratios.

Model Table 12. For the Out-of-centre stores in Walsall, the forecasts are for new floorspace additional to the existing vacant units at Broadwalk Retail Park included in RECAP Model Table 21.

2.143 The longer term retail capacity forecasts in Table 2.5 (and those presented in Table 2.3 and Table 2.4 above) should not be treated as prescriptive, but a guide to the potential order of magnitude of future retail capacity, if the stated assumptions are achieved in practice.

The RECAP Model Forecasts

- Before describing our retail capacity forecasts, we must stress that although we have prepared separate forecasts for both Out-of-centre stores in Walsall and Gallagher Retail Park (within Sandwell Borough), the sole purpose of forecasting for these out-of-centre locations separately is to explore their influence on catchment area shopping patterns and the potential to transfer expenditure growth to Walsall Town Centre. It does not mean that any such capacity forecast for the out-of-centre locations should necessarily be accommodated in the form of additional out-of-centre retail development there. Rather, the sequential approach and the BCCS hierarchical network of centres should be applied to identifying sites to accommodate the forecast retail capacity; while any proposals for new retail development in out-of-centre locations will be subject to the impact and sequential tests set out in the NPPF.
- In addition, although we have necessarily included Crown Wharf Shopping Park when modelling Walsall Town Centre (because it forms part of the defined Town Centre), it does not mean that any retail capacity forecast should be accommodated there. Crown Wharf Shopping Park occupies an edge-of-centre location and therefore, any proposals for new retail development in this location will be subject to the impact and sequential tests.

Walsall Town Centre

Comparison Goods

2.146 In RECAP Model Table 13, we estimate that the existing comparison goods floorspace in Walsall Town Centre as a whole (including the edge-of-centre Crown Wharf Shopping Park) is achieving in 2014 an average sales density of £5,412 per sq m net. This, we consider, is a realistic sales density for a Town Centre of this size and type and the catchment area it serves⁵⁴.

⁵⁴ Typically, the larger the centre the higher the average sales density.

- In order to allow a substantial proportion of the growth in expenditure to support the existing shops, we have assumed that the sales density of the existing Town Centre floorspace will grow at 2% per annum from 2014 onwards. This allocates almost 45% of the growth in expenditure to existing shops and just over 55% to new floorspace. The estimated growth in sales is based on our professional judgement, and assumes that the existing Town Centre floorspace will become more efficient (by 2% per annum) from 2014 onwards. Such efficiencies are more likely to be achieved within the Town Centre's larger and more modern shops (i.e. The Saddlers, Crown Wharf Shopping Park) as opposed to the smaller, less flexible formats in the more secondary locations.
- On this basis, Table 2.5 shows that under Scenario 1, in which the Town Centre's 2009 adjusted market shares remain unchanged throughout the forecasting period, there will be a substantial over-supply of comparison goods floorspace in Walsall Town Centre until the later part of the forecasting period (i.e. 2026); by which point we forecast capacity for about 2,250 sq m net of additional comparison goods floorspace, if forecast trends occur. This theoretical over-supply earlier in the forecasting period is partly as a result of committed developments (and 'prime' vacant shop floorspace) absorbing growth in comparison goods expenditure. However, the committed developments including Primark at Digbeth and the new St Matthew's Quarter retail development may be able to 'claw back' and increase market shares attracted to the Town Centre and therefore generate retail expenditure support, or even become self-supporting on their own (most likely at the expense of nearby out-of-centre locations or, potentially, other centres in Walsall and the Black Country).
- 2.149 Below, we consider the implications (for forecast capacity in Walsall Town Centre) of the theoretical transfer of any forecast growth in comparison goods floorspace from out-of-centre locations to Walsall Town Centre, in accordance with the sequential approach and the BCCS strategy for 'Strategic Centre' growth.

Convenience Goods

- 2.150 Table 13 of the RECAP Model shows that, we estimate, the existing convenience goods floorspace in Walsall Town Centre is achieving an average sales density of £10,138 per sq m net in 2014. This figure is very slightly below the combined 'benchmark' sales density of existing main food and convenience stores in the Town Centre (£10,502 per sq m net) shown in RECAP Model Table 11. Our capacity forecasts for convenience goods floorspace therefore allow for sales to rise to that 'benchmark' level by 2016, before new floorspace becomes supportable by growth in expenditure. Thereafter, the forecasts assume that the average sales density of the existing floorspace remains constant from 2016 onwards.
- 2.151 On this basis, Table 2.5 shows that under Scenario 1, in which the Town Centre's 2009 adjusted market shares remain unchanged throughout the forecasting period and allowing for the Co-Op commitment there will be a nominal theoretical over-supply of convenience goods floorspace in the Town Centre in 2016 of about 700 sq m net, if forecast trends occur. In the later part of the forecasting period, by 2026, there will be limited capacity for additional convenience goods floorspace (about 650 sq m net), if forecast trends occur. These capacity forecasts indicate

that Walsall Town Centre, which includes three of the 'Big Four' and a number of smaller foodstores and convenience stores, is currently sufficiently represented by convenience goods floorspace; with limited growth potential over the forecasting period.

- Assuming the theoretical transfer of forecast 'baseline' growth in convenience goods floorspace from out-of-centre locations to Walsall Town Centre in accordance with the BCCS strategy for 'Strategic Centre' growth, and subject to identifying a suitable site or sites in accordance with the sequential approach, the Town Centre should have the capacity to support about 1,200 sq m net of additional convenience goods floorspace by 2026 (which, in reality, would result in some redistribution of market shares). Broadly speaking, this would be the equivalent in net floorspace terms of two new Co-Op convenience stores (as committed and under construction at Digbeth), or a new discount foodstore (i.e. Aldi, Lidl). At sub-section 2D below, we consider the demand from foodstore operators for new stores in Walsall Town Centre; while in section 9 of this Study we explore potential development sites for convenience retail.
- 2.153 It is important to note that smaller scale convenience stores including Co-Op and Marks & Spencer, and some discount foodstores⁵⁵, typically trade below the 'generic' £12,000 per sq m net average sales density assumed in the RECAP Model for the purpose of forecasting capacity for convenience goods floorspace (i.e. the Model assumes that potential new convenience goods floorspace will be provided in the form of new superstores). Thus the format in which new convenience goods floorspace is provided will affect the amount of such floorspace which can be supported in terms of retail capacity. If it is provided only in the form of smaller scale convenience stores and/or discount foodstores, for instance, the forecast growth in expenditure may be sufficient to support more floorspace than indicated above. At this time, it is of course not possible to predict over the forecasting period the format in which potential foodstore developments might come forward; while there are a number of other (some related) 'unknowns' including sales density, implications for market shares, convenience/comparison floorspace allocation (i.e. split), delivery timescales and thus expenditure-based capacity, etc. It will therefore be necessary to review the implications for retail capacity in Walsall when specific proposals for new stores come forward, taking account of the format of the proposed stores and their likely occupiers.

Out-of-centre stores in Walsall

Comparison Goods

2.154 We estimate that Out-of-centre stores in Walsall are currently achieving a lower sales density than Walsall Town Centre, of £3,897 per sq m net (RECAP Model Table 22). This is because the Out-of-centre stores modelled comprise a number of retail warehouses including Carpetright, Matalan,

⁵⁵ Retail Week (9 April 2015) reports that Aldi's sales density has doubled since 2010 and is currently estimated to be broadly comparable with the 'Big Four' foodstores.

JFT, Dunelm Mill and Pets at Home, which typically achieve a lower sales density than Town Centre shops and stores. Our capacity forecasts allow for 2% per annum growth in the sales density of the existing comparison goods floorspace at Out-of-centre stores in Walsall from 2014 onwards (consistent with that for Walsall Town Centre).

2.155 Table 2.5 shows that under Scenario 1 with no changes in the 2009 adjusted market shares, there will be a substantial theoretical over-supply of comparison goods floorspace at Out-of-centre stores in Walsall throughout much of the forecasting period, if forecast trends occur. This over-supply will amount to about 6,650 sq m net by 2016, decreasing to about 2,700 sq m net by 2021, and will have been eliminated by 2026 (when we forecast limited capacity amounting to about 450 sq m net).

Convenience Goods

- 2.156 Table 22 of the RECAP Model shows that the existing convenience goods floorspace in Out-of-centre stores in Walsall is estimated to be achieving an average sales density of £11,212 per sq m net in 2014. This figure is slightly lower than the combined 'benchmark' sales density of existing main food and convenience stores in these out-of-centre locations (£11,871 per sq m net) shown in RECAP Model Table 19.
- 2.157 The average sales density of convenience goods floorspace in out-of-centre locations is, as expected, higher than that achieved in Walsall Town Centre. This is because the Town Centre's average sales density is reduced by smaller, often independent convenience goods shops. Conversely, the existing convenience goods floorspace at the Out-of-centre stores in Walsall modelled exclusively comprises large, mainstream foodstores (namely Sainsbury's, Morrisons and Tesco).
- 2.158 Our capacity forecasts for convenience goods floorspace allow for sales to rise to the combined 'benchmark' level by 2016, before new floorspace becomes supportable by growth in expenditure. Thereafter, the forecasts assume that the average sales density of the existing floorspace remains constant from 2016 onwards.
- 2.159 On this basis, Table 2.5 shows that under Scenario 1 for Out-of-centre stores in Walsall, in which the 2009 adjusted market shares remain unchanged throughout the forecasting period, there will be a nominal theoretical over-supply of convenience goods floorspace in 2016 of about 300 sq m net, if forecast trends occur. By 2021, we forecast capacity for limited additional convenience goods floorspace (about 150 sq m net), increasing to about 550 sq m net by 2026, if forecast trends occur.
- 2.160 As described above, these capacity figures should be accommodated in Walsall Town Centre if at all possible, in accordance with the sequential approach and the BCCS strategy for 'Strategic Centre' growth. Alternatively, it may be appropriate for Walsall's district centres to support some

of this forecast growth in convenience goods floorspace, in a retail format appropriate to the role and function of such locations.

Gallagher Retail Park

Comparison Goods

- We estimate that existing stores at Gallagher Retail Park are currently achieving a sales density of £4,168 per sq m net (RECAP Model Table 31). This sales density is broadly comparable with Out-of-centre stores in Walsall (£3,897 per sq m net), and lower than that achieved in Walsall Town Centre (£5,412 per sq m net). This is because, like Out-of-centre stores in Walsall, Gallagher Retail Park predominantly comprises retail warehouses such as B&Q, ScS, Harveys and Furniture Village, which typically achieve a lower sales density than Town Centre shops and stores. Our capacity forecasts allow for 2% per annum growth in the sales density of the existing comparison goods floorspace at Gallagher Retail Park from 2014 onwards (consistent with that for Walsall Town Centre and Out-of-centre stores in Walsall).
- 2.162 Table 2.5 shows that in Scenario 1 with no changes in the 2009 adjusted market shares, there will be no capacity for additional comparison goods floorspace at Gallagher Retail Park until 2021 (about 2,600 sq m net), rising to about 4,700 sq m net by 2026, if forecasts trend occur. As mentioned above, such forecast growth should be located in accordance with the 'Town Centres first' policy of the NPPF and the BCCS strategy for securing 'Strategic Centre' growth. Given that Gallagher Retail Park lies within Sandwell Borough, it may be appropriate for some or all of the forecast growth to be accommodated in town/district centres therein. However, in view of the retail park's proximity to and influence on shopping patterns in Walsall, it may also be appropriate for some of the forecast capacity to be accommodated in Walsall Town Centre. This, as we discuss below, would be appropriate and supportable in the context of the Black Country Authorities (including WMBC and Sandwell Borough Council) joined up approach to strategic plan-making and their shared vision for 'Strategic Centre' growth across a balanced network of centres.

Conclusions on RECAP Model Forecasts

Our new and up-to-date retail capacity forecasts for Walsall, as set out and described above, translate to relatively modest expenditure-based capacity for additional comparison and convenience goods floorspace in Walsall over the plan period; and are lower than previous BCCS estimates. There are a number of reasons for this; principally, the new retail capacity forecasts are:

- additional to existing commitments in Walsall (the BCCS forecasts are prior to commitments);
- based on adjusted market shares (derived from the 2009 Black Country household interview survey of shopping patterns) as set out and described at Appendix 5;
- based on up-to-date population estimates and forecasts;
- based on up-to-date per capita expenditure; and
- based on more recent estimates in respect of deductions for SFT including internet shopping.
- 2.164 Our new retail capacity forecasts, whilst lower than previous BCCS estimates, maintain and support the regeneration strategy advocated for Walsall 'Strategic Centre' in the BCCS and importantly, we consider, are realistic and deliverable. Planning for Town Centre growth in line with the new forecasts will provide developers and investors with certainty and confidence, and help to counter the threat of proposals for edge/out-of-centre retail development (and therefore protect and enhance Walsall's status as a Black Country Strategic Centre). Failure to control new retail provision at edge/out-of-centre locations will put at risk the regeneration strategy for and investment opportunities in Walsall Town Centre.
- 2.165 As highlighted above, the existing commitments at Digbeth and St Matthew's Quarter (plus the 'prime' vacant shop floorspace) in Walsall Town Centre will serve to absorb much of the forecast growth in expenditure over the plan period and the new retail capacity forecasts account for this.
- 2.166 In reality, these existing commitments may be able to 'claw back' and increase market shares attracted to Walsall Town Centre (and thus expenditure to support additional retail floorspace) at the expense of other shopping destinations, including nearby out-of-centre locations in accordance with the sequential approach and the BCCS strategy for 'Strategic Centre' growth.
- 2.167 We set out below an overview of the forecast capacity for comparison and convenience goods floorspace in Walsall Town Centre over the plan period to 2026:

Comparison Goods

Our individual 'baseline' retail capacity forecasts for Walsall Town Centre show that, after allowing for existing commitments, there is unlikely to be sufficient population and expenditure growth to support additional comparison goods floorspace until the later part of the plan period; about 2,250 sq m net (or about 2,600 sq m gross) by 2026⁵⁶. The quantum of additional floorspace could be greater – as likely to be required to support new

⁵⁶ As shown in Table 2.5 above.

strategic retail development in the Town Centre and therefore ensure its vitality and viability and, indeed, its status as a Strategic Centre – assuming the theoretical transfer of forecast growth in comparison goods floorspace from nearby out-of-centre locations to Walsall Town Centre, in accordance with the sequential approach and the BCCS strategy for 'Strategic Centre' growth. To that end:

- Assuming the forecast growth in comparison goods floorspace at Out-of-centre stores in Walsall is directed to Walsall Town Centre, there will be capacity for about 2,500 sq m net (or about 2,900 sq m gross) of additional comparison goods floorspace in Walsall Town Centre by 2026⁵⁷.
- Gallagher Retail Park has been modelled because of its significant implications for shopping patterns in Walsall. We have identified substantial forecast capacity - more than Walsall Town Centre and Out-of-centre stores in Walsall combined - to support new comparison goods floorspace (as shown in Table 2.5 above). WMBC will need to cooperate with Sandwell Borough Council in order to plan for this growth which, if at all possible (in accordance with the sequential approach), should be located in town/district centres potentially including Walsall Town Centre given its proximity to Gallagher Retail Park. Assuming that all of such forecast growth at Gallagher Retail Park (together with identified forecast growth at Out-of-centre stores in Walsall) is directed to Walsall Town Centre, there will be capacity for about 5,250 sq m net (or about 6,000 sq m gross) of additional comparison goods floorspace by 2026⁵⁸ – providing WMBC with comfort that, on this basis, there is sufficient expenditure-based capacity to support this potential order of magnitude of retail development in Walsall Town Centre by 2026. We consider transferring some or all of forecast growth in comparison goods floorspace from Gallagher Retail Park to Walsall Town Centre to be entirely appropriate and supportable in the context of the Black Country Authorities joined up approach to strategic plan-making. The BCCS identifies and supports a hierarchical network of centres, with Strategic Centres (including Walsall Town Centre) providing the main focus for new strategic retail development. To that end, BCCS Policy CEN3 states that the Strategic Centres (including Walsall Town Centre) should "secure an appropriate share of [retail development] in order to ensure that investment to regenerate the Black Country will not be lost." Without securing new strategic retail development and investment, Walsall Town Centre's relative health, status and retail offer will continue to decline in the face of increasing competition from other shopping destinations; thereby undermining the strategy for growth and the focus on Strategic Centres set out in the BCCS. The case for transferring forecast growth from Gallagher Retail Park to Walsall Town Centre is further supported by the 'Town Centres first' policy set out in the NPPF (which affords no protection for out-of-centre shopping destinations), as well as the retail park's proximity to Walsall Town Centre and its influence on catchment area shopping patterns.

⁵⁷ As shown in Table 2.3 above.

⁵⁸ As shown in Table 2.4 above.

Convenience Goods

- Our individual 'baseline' retail capacity forecasts for Walsall Town Centre show that, after allowing for existing commitments, there is limited capacity for additional convenience goods floorspace over the plan period; about 650 sq m net (or about 800 sq m gross) by 2026⁵⁹. However the forecast growth at Out-of-centre stores in Walsall should, if at all possible, (in accordance with the sequential approach and the BCCS hierarchical network of centres) be transferred to and located in Walsall Town Centre and/or Walsall's district centres. On the basis that combined forecast capacity in Walsall for new convenience goods floorspace is directed to the Town Centre, there will be capacity for about 200 sq m net (or about 250 sq m gross) of additional convenience goods floorspace in Walsall Town Centre by 2021, rising to about 1,200 sq m net (or about 1,500 sq m gross) by 2026⁶⁰.
- If proposals were to come forward in the short term over and above forecast capacity for convenience goods floorspace by 2021 (or by 2026), and if edge/out-of-centre, such proposals would need to satisfy the impact and sequential tests. Given that we have forecast very little expenditure-based capacity for additional convenience goods floorspace up to 2021, new edge/out-of-centre foodstore development would potentially adversely impact on Town Centre (and other sequentially-preferable) foodstores.
- 2.168 Therefore, in terms of planning for (and the phasing of) new retail development in Walsall Town Centre, our new and up-to-date retail capacity forecasts indicate that the AAP should:
 - Identify site(s) suitable for and capable of accommodating about 6,000 sq m gross of comparison goods floorspace between 2021 and 2026 as forecast, additional to existing commitments. This quantum of floorspace is based on the assumption that forecast growth at nearby out-of-centre locations (including Out-of-centre stores in Walsall and Gallagher Retail Park) is directed to Walsall Town Centre in accordance with the sequential approach and the BCCS strategy for Strategic Centres as the main focus for regeneration and new strategic retail development and is therefore reliant on the redistribution of market shares. Due to existing commitments, there is no forecast capacity up to 2021.
 - Identify site(s) suitable for and capable of accommodating about 1,500 sq m gross of convenience goods floorspace between 2021 and 2026 as forecast, additional to existing commitments. This quantum of floorspace is based on the assumption that forecast growth at Out-of-centre stores in Walsall is directed to Walsall Town Centre in accordance with the sequential approach and the BCCS hierarchical network of centres and is therefore reliant on the redistribution of market shares. Due to existing commitments, there is little or no forecast capacity up to 2021 (we forecast combined capacity for only about 250 sq m gross of additional convenience goods floorspace between 2016 and 2021⁶¹).

⁵⁹ As shown in Table 2.5 above.

⁶⁰ As shown in Table 2.3 above.

⁶¹ We do not consider it necessary for the AAP to identify site(s) to accommodate such a limited quantum of floorspace which, in reality, is likely to be 'soaked up' by existing provision and/or met through change of use for small scale C-store

2.169 Section 9 of this Study explores potential development sites in Walsall Town Centre suitable for and capable of accommodating the potential order of magnitude of development indicated by these retail capacity forecasts; and section 11 considers the recommended spatial strategy and planning policies for new retail development.

Retail (Comparison Goods) Sector Analysis

- 2.170 RECAP Model Table 32 shows the 2009 adjusted market shares of expenditure on each category of comparison goods, which we estimate are secured by Walsall Town Centre and Out-of-centre stores in Walsall from the whole catchment area; and by Gallagher Retail Park. It also shows the combined market shares attracted by Walsall's main shopping destinations (i.e. Walsall Town Centre and Out-of-centre stores in Walsall).
- 2.171 Table 32 shows that, compared with the out-of-centre locations modelled, Walsall Town Centre secures substantially higher market shares of expenditure on clothing and footwear and 'all other comparison goods' including personal and luxury goods. This is unsurprising, given the size and type of the Town Centre and the relatively limited fashion-orientated offer at Out-of-centre stores in Walsall and, to a lesser extent, Gallagher Retail Park. We would expect Walsall Town Centre's performance in this sector to be further strengthened by the planned/permitted new retail developments and improvements in the Town Centre over the plan period, and providing the growth of out-of-centre provision is restricted.
- 2.172 Walsall Town Centre is out-performed by Out-of-centre stores in Walsall in respect of all other sub-categories of comparison goods. The out-of-centre stores (including IKEA) notably attract higher market shares for furniture, floor coverings and household textiles and DIY and decorating products, which is to be expected given that such comparison goods are typically sold from out-of-centre locations accessible by car. In addition, Gallagher Retail Park (including B&Q) attracts considerably higher market shares for DIY and decorating products.
- 2.173 In the face of strong competition from out-of-centre locations, Walsall Town Centre also attracts relatively lower market shares relating to domestic appliances and audio-visual goods albeit the Town Centre is more competitive in these sectors with Out-of-centre stores in Walsall (compared with Gallagher Retail Park including Currys and PC World).

formats, for example. If edge/out-of-centre foodstore development proposals were to come forward in the short term, the impact and sequential tests would need to be satisfied.

Use and Review of RECAP Model Forecasts

2.174 Finally, we must emphasise that all expenditure based forecasts of future shop floorspace capacity are based on imperfect data and contain a number of assumptions. Our forecasts set out in this Study are based on the most up-to-date and reliable information currently available to us. However, they are intended as an indication of the likely order of magnitude of future shop floorspace capacity (if forecast trends are realised) rather than as growth targets or rigid limits to future growth. The forecasts should be periodically revised as necessary, as advised above, in the light of actual population and expenditure growth, and as development proceeds and its effects become measurable.

D. Qualitative Retail Needs Assessment

- 2.175 Having assessed the quantitative capacity for new retail development in Walsall Town Centre over the plan period, we consider below Walsall Town Centre's qualitative retail needs and opportunities. Qualitative improvements can help to improve Town Centre vitality and viability and enhance market shares when, for example, there is limited forecast expenditure-based capacity and/or development opportunities for new retail provision.
- 2.176 First, however, it is helpful to consider the current composition and qualitative performance of the Town Centre's retail offer. This section looks at the retail composition and retailer representation including the role and quality of such provision. It also includes our assessment of current retailer demand.

Retail Composition

- 2.177 Table 2.6 below sets out the current⁶² retail composition of Walsall Town Centre, compared with West Midlands centre averages (derived from Experian Goad Centre Category Report). This analysis focuses on a number of Experian Goad categories⁶³, namely:
 - Comparison Retail (e.g. clothing and footwear, furniture, jewellery, toys);
 - Convenience Retail (e.g. foodstores, butchers, bakers);
 - Retail Services (e.g. dry cleaners, hairdressers and beauticians, travel agents);
 - Leisure Services (e.g. cafes, bars, restaurants);
 - Financial & Business Services (e.g. banks, estate agents); and
 - Vacant.

⁶² Based on DTZ update of Experian Goad survey data (October 2014).

⁶³ Accounts for all trading floors (i.e. lower floor, ground floor and/or upper floor).

Table 2.6 – Walsall Town Centre Retail Composition (Source: Experian Goad, DTZ Update)

Category	Units (No.)	Units (%)	Units – West Midlands Av. (%)*	Floorspace (sq m)	Floorspace (%)	Floorspace - West Midlands Av. (%)*
Comparison Retail	166	29.9%	30%	66,088	41%	30.6%
Convenience Retail	37	6.7%	7.3%	33,688	20.9%	12.1%
Retail Services	54	9.7%	11.6%	6,070	3.8%	5.4%
Leisure Services	92	16.6%	16.5%	23,240	14.4%	16.2%
Financial & Business Services	56	10.1%	10.6%	10,190	6.3%	7.5%
Vacant	150	27%	12.3%	21,890	13.6%	9.5%
TOTAL	555			161,166		

^{*}West Midlands centre averages do not total 100% because Experian Goad Centre Category Report's include (inter alia) transport, religious, office and industrial uses.

2.178 The main findings from our analysis are:

- i. The highest proportion of floorspace in Walsall Town Centre is occupied by Comparison Retail (41%). This is to be expected given the role and function of the Town Centre in the sub-regional retail hierarchy, and higher than the West Midlands centre average (30.6%) which accounts for smaller town and district centres where the overall proportion of such uses would be less. Almost a third (29.9%) of the total number of units in Walsall Town Centre are occupied by Comparison Retail, which is consistent with the West Midlands centre average (30%).
- ii. Some 20.9% of floorspace in Walsall Town Centre is occupied by Convenience Retail, which is substantially higher than the West Midlands centre average (12.1%). This reflects that the Town Centre is represented by three of the 'Big Four' foodstores. In terms of the number of Convenience Retail units, however, proportionally Walsall Town Centre has fewer than the West Midlands centre average (6.7% compared to 7.3%).
- iii. The smallest proportion of floorspace in Walsall Town Centre is dedicated to Retail Services. These types of uses typically occupy smaller units (relative to other, more dominant use categories in floorspace terms), and therefore this finding is not unsurprising. That said, such uses serve the day-to-day needs of Town Centre users, and perform an important role in providing for a balance of uses. Relative to West Midlands centre

- averages, the Town Centre has fewer Retail Services in terms of both units (9.7% compared to 11.6%) and floorspace (3.8% compared to 5.4%).
- iv. The provision of Leisure Services including A3/A4/A5 uses in Walsall Town Centre in terms of both units (16.6%) and floorspace (14.4%) is broadly comparable with West Midlands centre averages (16.5% and 16.2% respectively). As discussed elsewhere in this Study, too many and/or the wrong mix of A4 and A5 uses in particular is considered detrimental to Walsall Town Centre; while the Town Centre would benefit from more, high quality leisure uses (especially A3).
- v. Walsall Town Centre's composition of Financial & Business Services is also broadly comparable with West Midlands centre averages, in terms of both units (10.1% compared to 10.6%) and floorspace (6.3% compared to 7.5%).
- vi. Notably, vacancy rates in Walsall Town Centre are higher than the West Midlands centre average. The overall quantum of vacant floorspace in the Town Centre is 21,890 sq m (13.6% of total floorspace), compared with the West Midlands centre average of 9.5%. The issue of vacancy rates in Walsall Town Centre is even more acute when comparing the number of vacant units (27% i.e. 150 units) with the West Midlands centre average (12.3%).
- Vacancy rates are a key indicator of Town Centre vitality and viability, and it is evident that action is required to address this issue in Walsall Town Centre. Over half of current shop vacancies in Walsall Town Centre (58.7%, or 88 out of a total of 150) are concentrated within the existing PSA which, to an extent, is surprising given that this designation comprises the majority of Town Centre retail attractions, including major and multiple retailers.

Retailer Representation

2.180 Walsall Town Centre includes 25 of the 30 'major retailers' defined by Experian Goad, as shown in Table 2.7 below:

Table 2.7 – Walsall Town Centre Retailer Representation (Source: Experian Goad, DTZ Update)

Department Stores	Mixed Goods Retailers	Supermarkets	Clothing	Other Retailers
BHS	Argos	Tesco	Burton (2*)	Carphone Warehouse
Debenhams	Boots (2)		Dorothy Perkins (2*)	Clarks (2**)
Marks & Spencer	TK Maxx		H&M	Clintons (2)
	WH Smith		New Look	O2
	Wilkinson		Next	Superdrug
			Primark ⁶⁴	Vodafone
			River Island	Waterstones
			Topshop Outfit	
			Topman Outfit	
				ſ

^{*}Includes concession in Outfit, Crown Wharf Shopping Park.

2.181 Of the 30 major retailers, those not represented in Walsall Town Centre are Sainsbury's, Waitrose and HMV. Also not represented are the major department stores of John Lewis and House of Fraser, which typically only locate in the top 40-50 ranked towns and other retail centres in the UK. Regarding the absence of Sainsbury's and Waitrose, Walsall Town Centre is currently well represented by foodstores (while Sainsbury's is present at nearby Reedswood Retail Park) and it is uncommon for a town the size of Walsall to be represented by all of the major foodstores.

The role and nature of retailer representation in Walsall Town Centre

- 2.182 The major retailers identified in Table 2.7 above play a key anchor role in Walsall Town Centre, serving to enhance attractions and pedestrian flows and, in turn, helping to sustain smaller retail and service businesses in the Town Centre. The majority of the major retailers are situated along Park Street, in The Saddlers and Park Place shopping centres, and at the edge-of-centre Crown Wharf Shopping Park. These areas further comprise a range of other mainstream, multiple retailers (i.e. national 'chains' trading from multiple units but not defined as 'major' by Experian Goad) including the likes of Poundland, Wallis, Sports Direct, Foot Locker and H Samuel.
- 2.183 Some of these retailers have double representation in the Town Centre. For example; Clintons, Clarks, Burtons and Dorothy Perkins operate from both Crown Wharf Shopping Park and more central Town Centre locations (while 99p Stores are due to operate from Crown Wharf Shopping Park following a recent Appeal decision ref. APP/V4630/A/14/2213650). This reflects the submarket created by Crown Wharf Shopping Park and the reality that it is an alternative, competing

^{**}Includes concession in Mothercare, Crown Wharf Shopping Park.

⁶⁴ Under development.

destination in its own right. Maintaining a base level of major (and multiple) retailers in more central locations (i.e. the PSA) is important for Walsall Town Centre, however, in terms of supporting its future health. This is considered further below.

- Boots is another example of an existing major retailer operating from more than one unit. This is common for a town the size of Walsall. Going forward, we consider that the commercial requirement for double/multiple unit representation will vary from retailer to retailer. A major retailer of fashion goods, for example, is likely to seek to consolidate their activities into one larger, modern unit as the trend for consolidation continues emphasising the threat of Crown Wharf Shopping Park to the Town Centre's PSA as the preferred location for retailers. Conversely, retail and business services (i.e. banks, travel agents) and retailers of medical and beauty products, for example, benefit from a more 'localised' distribution of their activities and thus are likely to maintain representation at more than one unit within the Town Centre.
- 2.185 Independent retailers play an important role in diversifying the Town Centre's retail offer and supporting its general vitality and viability. Walsall Town Centre has a strong independent retail offer, including clothing and footwear, jewellers and second hand goods including music and books. These types of retailers typically occupy smaller units in more secondary locations, such as the Victorian Arcade, The Crossing at St Paul's off Darwall Street and Stafford Street.
- 2.186 Walsall's independent retail offer also includes an outdoor market around The Bridge. The market currently sells items such as clothing and footwear, homeware and mobile phone accessories.

The importance of sustaining retailer representation in Walsall Town Centre's PSA

- 2.187 Towns the size of Walsall are very susceptible to the polarisation and downsizing of retailers (as detailed at sub-section 2A above); a trend worsened in Walsall to an extent by competition from competing centres and retail parks and the town's relatively deprived catchment. With retailers increasingly selective about their store footprint, it is important that Walsall Town Centre's PSA sustains and provides opportunities to enhance its representation by major (and multiple) retailers. Key in this respect is controlling the relocation of existing retailers from the PSA to the edge-of-centre Crown Wharf Shopping Park⁶⁵, and to Walsall's other edge/out-of-centre locations. The decentralisation of retailer representation is counter to the long-standing policy of ensuring the vitality and viability of Town Centres set out in the NPPF.
- 2.188 The impact, both quantitatively and psychologically, of a key retailer relocating to Crown Wharf Shopping Park, for example, may have significant effects on the decisions of other retailers who are considering the store footprint in Walsall (a situation potentially worsened by any upcoming

⁶⁵ For example, Argos have recently relocated from The Saddlers to Crown Wharf Shopping Park.

lease expiries as referenced in sub-section 2A). Further, the closure of key retailers is very likely to further reduce the health and attractiveness of the PSA and, in turn, result in lower levels of footfall and consumer expenditure to support the smaller Town Centre retailers (and service businesses). Even relatively small impacts can make the difference between financial viability and closure for some retailers – emphasised by the currently acute issue of vacancy rates in Walsall Town Centre, including the PSA as highlighted above.

- In reference to the recent Appeal decision (ref. APP/V4630/A/14/2213650) allowing 99p Stores to operate from Unit 10A at Crown Wharf Shopping Park whereby the Inspector determined that 99p Stores' business model requirement for 100 sq m of food retailing was, in this particular case, an acceptable variation of a (retailing) condition of planning permission for the edge-of-centre Shopping Park WMBC should continue to seek to control future proposals for the variation (i.e. relaxation) of conditions at Crown Wharf Shopping Park and, indeed, other edge/out-of-centre shopping destinations in Walsall. Any future proposals to vary conditions, such as those controlling the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations, should be treated on their merits; applying the impact and sequential tests set out in the NPPF.
- 2.190 The long term investment in the PSA (and the Town Centre regeneration strategy) is at risk from new retail provision at edge/out-of-centre locations. As well as WMBC controlling such proposals, the AAP should positively plan for new retail development and investment within the PSA so as to enhance its vitality and viability and therefore its attractiveness to modern retailers and investors.

Retailer Demand

- 2.191 The future of retail development in Walsall Town Centre in terms of type, scale and location will be substantially determined by the interest and aspirations of retailers moving into, re-locating or expanding within the Town Centre. Retailer demand is very susceptible to national economic conditions, and to conditions in local areas. It is therefore only possible to assess current demand, as a guide to the practicality of achieving new retail development in the early part of the period covered by the Town Centre AAP (to 2026).
- 2.192 This section provides an outline assessment of the general requirements for Walsall Town Centre and its constraints in terms of securing retailers.

Foodstores

- 2.193 Walsall Town Centre is already represented by three large food/non-food superstores operated by Asda, Tesco Extra and Morrisons. It is also represented by M&S, Lidl⁶⁶, Iceland and a number of smaller convenience stores; while a new Co-Op is under construction at Digbeth. Together, these provide a broad range of food shopping opportunities in the Town Centre.
- 2.194 Sainsbury's, Waitrose and Aldi are the notable foodstore operators absent from Walsall Town Centre. EGi Walsall Town Report (October 2014) reports one requirement from an unnamed foodstore operator, while Promis Retail Report (October 2014) indicates interest from Aldi⁶⁷ and Little Waitrose⁶⁸. To that end and as highlighted by our property market review at sub-section 2A above, the strong growth of C-store formats and discount foodstores could present opportunities for Walsall Town Centre subject to identifying suitable Town Centre sites.

Other A1-A5 Town Centre Uses

2.195 Current A1-A5 retailer requirements for Walsall Town Centre have been assessed using the EGi database. Table 2.8 below sets out such requirements within a 10-mile radius of Walsall Town Centre.

Table 2.8 – Retailer Requirements (Source: Eggy Walsall Town Report, October 2014)

Retailer Type	Number of Requirements
Accessories & Jewellery	6
Antiques & Art	1
Books Video & Music	2
Cards & Stationery	5
Cash & Carry	1
Clothing	28
Coffee Shops	5
Craft Hobbies & Toys	3

⁶⁶ It is understood, based on intelligence from WMBC, that Lidl have an outstanding requirement in Walsall Town Centre (for either a relocation or a new store in addition to their existing Ablewell Street store).

⁶⁷ Also confirmed by WMBC.

⁶⁸ We would caution that the identified Little Waitrose requirement is potentially a 'blanket' requirement (i.e. not Walsall-specific).

Department Store and Variety Store	0
Drink & CTN	0
Electrical & Computer Goods	6
Estate Agents	0
Fast Food Take Away	22
Furniture	0
Hardware & DIY	3
Mobile Phones / Telecommunications	0
Pharmacy Health & Beauty	15
Restaurants / Bars / Cafes	35
Services – Financial	2
Services – Motor	3
Sports	13
Supermarket	0
Travel agent	1

- Table 2.8 indicates that retailer demand is currently reasonably healthy in Walsall, particularly from restaurant/bar/cafe operators, fast food takeaway operators and clothing retailers; a high proportion of which will be attributed to independent retailers. Value retailers are also known to be seeking representation in the Town Centre, evidenced by the existing pre-let agreements (i.e. B&M and Poundland⁶⁹) at the St Matthew's Quarter scheme. It is further understood, based on intelligence from WMBC, that there is existing interest from a 'bulky goods' retailer for a DIY warehouse with outdoor storage.
- 2.197 However we would caution that the requirements identified by the EGi database are potentially 'blanket' requirements covering a large area (i.e. the Black Country or West Midlands as a whole). To illustrate this point, the EGi database states that national retailers seeking representation in Walsall include Carphone Warehouse, Clarks, Costa Coffee, Sainsbury's, Starbucks, Subway and Superdrug; while the Promis database reports interest from Ann Summers and Bodycare. Many of these retailers (excluding Sainsbury's and Ann Summers) are already present in Walsall Town Centre and are unlikely to seek multiple representation. On the other hand, many retailers will not register an interest on databases such as EGi, especially where they perceive there to be little or no substantial opportunities for new stores coming forward.

⁶⁹ Poundland recently announced their intention to acquire and merge with 99p Stores; this is currently the subject of investigation by the Competition and Markets Authority.

- 2.198 According to local stakeholders, including landowners and development managers, retailer demand in Walsall Town Centre is being outstripped by A3 leisure requirements. Many retailers in recent years have perceived the Town Centre as stagnated and an unattractive investment opportunity, with one stakeholder citing 'Crown Wharf or nowhere' as a recent view of one major retailer.
- 2.199 According to local agents, a key problem inhibiting retailer demand in Walsall is the high business rates set by Government. Although it is primarily local independent retailers that are being deterred by business rates, national retailers are also wary of high occupancy costs (business rates being one of a number of occupancy costs together with rent, service charge, etc). Local agents report that take-up by national multiple retailers is being delayed by negotiations of lease terms, with retailers requesting reduced rent to reflect high business rates. Retail investors are also reported to be deterred by high business rates, which mean there is limited residual income from rents; while void business rates remain a problem for many landlords.
- 2.200 Local agents acting on Old Square report a picture of negative demand and indicate that they have suspended all marketing of vacant units until the completion of Co-Op/Primark. Potential occupiers are apparently deterred by the small units and the lack of footfall in this part of the Town Centre; whilst the key occupier, Debenhams, apparently consider Walsall to be their worst performing UK store. The picture is slightly better for Victoria Arcade with local agents reporting relatively average interest from local independent retailers and lower vacancy rates. However, occupiers are demanding better deals and standard leases are 5 years with a break at the third year. This arcade, which is dominated by local independent retailers, has only one recognised national retailer following a recent deal with BonMarché. Meanwhile, according to local agents acting on The Saddlers shopping centre, there is relatively average demand from temporary retailers typically taking short 3 month leases; however they have difficulty in securing interest from national retail (and A3) operators and for longer term leases.

Qualitative Retail Needs and Opportunities

- 2.201 This section outlines the qualitative retail needs and opportunities in Walsall Town Centre; informed by our Town Centre inspections and consultation with key stakeholders including landowners and development managers. This approach has enabled us to identify the Town Centre's principal needs and weaknesses, which detract from its health and attractiveness, and suggest ways in which these could be addressed.
- 2.202 As mentioned at sub-section 2B above, Walsall Town Centre has declined from 114th to 126th in the Venuescore national retail hierarchy since 2010. In this period, Tesco Extra opened⁷⁰ but

⁷⁰ Following the closure of Tesco Metro in Old Square shopping centre.

there has been no substantial comparison goods retail development in Walsall. Neither has there been any step-change improvement to the environmental quality of the Town Centre.

- 2.203 More recently, however, the initial Old Square/ St Matthew's Quarter redevelopment phase has commenced, with Primark and Co-Op (Old Square Phase 1) at Digbeth scheduled to open in summer 2015. This development and the subsequent planned/permitted phases (if implemented) will serve to anchor this part of the Town Centre and rebalance the retail pitch, and improve the surrounding environment. Such new provision may also be able to increase market shares attracted to the Town Centre by 'clawing back' expenditure from nearby out-of-centre locations and/or other centres in Walsall and the Black Country.
- 2.204 Our retail capacity forecasts set out and described in sub-section 2C above, which are based on constant 2009 patterns of market shares (adjusted by DTZ), show that there will be modest capacity for new comparison and convenience goods floorspace in Walsall Town Centre until later in the plan period, after allowing for existing commitments. In order to improve the prospects for delivery of existing committed and other planned new retail developments in the face of limited current retailer demand, and to achieve a more vital and viable Walsall Town Centre, it will be important for WMBC to progress a positive strategy for addressing the Town Centre's needs and weaknesses.
- 2.205 We set out and describe below some headline initiatives to address Walsall Town Centre's principal needs and weaknesses, and to improve its future health and attractiveness.
 - 1. Key to ensuring the future health and 'Strategic Centre' status of Walsall Town Centre is securing new strategic retail development within PSA. This, we consider, is essential in order to reverse the current decline of the Town Centre's health, status and retail offer; and would help to increase the Town Centre's market share of retail expenditure and thereby its ability to compete with nearby shopping destinations, including those in edge/out-of-centre locations. As covered at sub-section 2C above, we forecast sufficient expenditure-based capacity to support new strategic retail development (in the order of about 6,000 sq m gross of additional comparison goods floorspace) in the later part of the plan period between 2021 and 2026.
 - 2. The provision of larger, more flexible units and/or the amalgamation of smaller units throughout the PSA to attract modern retailers. Whilst there is currently limited retailer demand, new and/or reconfigured such units (typically measuring a minimum of 500 square metres) together with Town Centre environmental improvements as discussed below would help to attract new retailers and provide opportunities for existing retailers to expand and/or relocate within the Town Centre. We would advise that policy intervention is required to promote the provision of larger units within the PSA; and section 11 of this Study sets out some proposed policy wording.
 - 3. A main weakness of Walsall Town Centre is its limited higher quality, family-orientated A3 offer. A3 food and drink uses perform an increasingly important role in successful centres, helping to enhance dwell time and improve the overall Town Centre experience. The new cinema-led scheme currently under construction at Waterfront North will, once operational in early 2016, introduce more A3 uses and create a new leisure hub at the northern end of the Town Centre. Whilst we consider there to be

- scope for only one family-friendly leisure hub in Walsall Town Centre (i.e. as part of the cinema-led scheme at Waterfront North) WMBC should encourage, through flexible change of use policies, the incremental growth of A3 uses throughout the Town Centre including the UDP Primary Shopping Area so as to support its vitality and viability.
- 4. The quality of the environment in some areas of Walsall Town Centre serves to inhibit its attractiveness as a destination. Priority areas in need of environmental improvements include the Digbeth area, which should be enhanced with the delivery of permitted/planned developments there. Improvement measures to make the wider Town Centre as attractive as possible to shoppers and other Town Centre users could include:
 - a. Extending the high quality public realm at Gallery Square. This would help to regenerate other parts of Walsall Town Centre and create the environmental conditions necessary to attract investment.
 - b. For similar reasons, providing additional seating and planters throughout the Town Centre.
 - c. Focusing on shop frontage improvements throughout the more secondary locations of the Town Centre, perhaps in the form of a campaign to achieve the co-ordinated maintenance of as many privately-owned shop units as possible. This could be a springboard for a promotional campaign for Walsall Town Centre.
- 5. Linked to the above, Walsall Town Centre would benefit from a new market (as planned for The Bridge) which complements rather than detracts from the retail offer.
- 6. Better signage throughout Walsall Town Centre and particularly within the town's main shopping centre The Saddlers to other key shopping and civic/heritage attractions, Town Centre car parks, transport interchanges and WCs. Good signage helps to make centres more usable and convenient for shoppers and other Town Centre users in the face of competition from the internet and out-of-centre locations.
- 7. Afford flexibility within the AAP consistent with 'saved' Policy S4 (d) of the Unitary Development Plan 2005 for changes of use within Use Classes A1 to A5 and to other, non-retail uses (such as performance space and artists' studios, for example) throughout Walsall Town Centre in order to improve the mix and increase the number of occupied units, thereby helping to address issue of vacancy rates. That said, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the Primary Shopping Area where possible where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity.
- 8. Linked to the above, support opportunities for temporary pop-up shops in Walsall Town Centre in appropriate locations (i.e. areas with long term vacancy rates).
- 9. Increase the Town Centre's resident and worker population through new residential-led developments so as to sustain business, retail and leisure uses. As retailers continue to seek to right-size and reduce their store footprint, this presents opportunities for alternative land uses including residential creating vibrancy and supporting much-needed improvements to the evening economy. We discuss the residential sector at section 4 of this Study.
- 10. Support proposals for small scale convenience stores (i.e. C-store formats) and discount foodstores in suitable Town Centre locations in accordance with the BCCS and the sequential approach. Whilst opportunities may be limited in the light of current provision and the modest forecast expenditure-based capacity to support additional convenience goods floorspace in Walsall Town Centre until later in the plan period,

such formats are driving growth in the grocery sector and improving consumer choice and competition.

2.206 These initiatives are considered and translated into Town Centre strategy and planning policy recommendations at section 11 of this Study.

E. Leisure Assessment

- 2.207 This section considers the needs and opportunities for new leisure development in Walsall Town Centre. In the first instance, we assess the current provision of key leisure facilities in the Town Centre by type and location. We then outline the findings of our commercial leisure demand assessment, and our stakeholder engagement with public sector leisure operators and managers to identify their interest in occupying and/or developing new facilities.
- 2.208 This section is therefore structured as follows:
 - (a) Current Leisure Provision
 - (b) Current Leisure Demand

Current Leisure Provision

- 2.209 Our assessment of current provision accounts for A3 (i.e. restaurants and cafes) and A4 (i.e. drinking establishments), in addition to a number of public sector and commercial leisure facilities.
- 2.210 Walsall Town Centre includes 4,680 sq m (22 units) of A3 uses and 7,250 sq m (20 units) of A4 uses, based on our October 2014 update of Experian Goad survey data. These leisure uses are predominately operated by independents and, combined, account for approximately 7.4% of total floorspace in the Town Centre. There is currently no particular concentration of A3/A4 uses, with the limited provision relatively dispersed. The only 'chain' A3 restaurants in Walsall Town Centre (namely Nando's and Frankie & Benny's) are situated at Crown Wharf Shopping Park.
- 2.211 We set out in Table 2.9 below the current provision of key leisure facilities in Walsall Town Centre.

 These include:
 - Community/Cultural Facilities;
 - Bingo Halls;
 - Hotels;
 - Sports/Health Clubs
- 2.212 There are currently no large scale family-orientated commercial leisure facilities (i.e. cinemas, bowling centres, ice skating venues) or casinos in Walsall Town Centre. As mentioned above, however, a new cinema-led scheme is currently under construction at Waterfront North and is scheduled to open in early 2016. This scheme is to be anchored by The Light Cinema with A3

tenants understood to include Chiquitos, Bella Italia, Pizza Express and Hungary Horse; thereby helping to create a critical mass of family-friendly leisure uses at the northern end of the Town Centre.

Table 2.9 - Walsall Town Centre Current Leisure Provision

Туре	Location
Community/ Cultural Facilities	
New Art Gallery*	Gallery Square
Walsall Leather Museum*	Littleton Street West
Central Library*	Litchfield Street
Walsall Town Hall*	Litchfield Street
Goldmine Centre	Lower Hall Lane
Bingo Halls	
Gala Bingo	Jerome Retail Park
Hotels	
Premier Inn Hotel	Wolverhampton Street
Lyndon House Hotel	Upper Rushall Street
The Royal Hotel	Ablewell Street
Sports/ Heath Clubs	
Gala Baths*	Tower Street
Walsall College Business and Sports Hub ⁷¹	Littleton Street West
LuvGym	Digbeth
PureGym	Park Street
Sweats Gym	St Pauls Street

^{*}WMBC-owned leisure facilities

2.213 Walsall Town Centre's main driver in terms of leisure provision is presently the limited number of predominantly public sector community/ cultural facilities and organisations. Whilst some of these existing facilities are successful in attracting visitors from within and outside the Borough, especially the New Art Gallery based on the findings of our stakeholder engagement, additional high quality community/ cultural facilities and a greater mix of complementary leisure provision

⁷¹ Currently under construction (scheduled to open in September 2015).

(including a new cinema and family-orientated A3 uses) would help to strengthen the leisure offer and make the Town Centre more attractive for visitors. A new cinema, in particular, would also be likely to make the Town Centre more attractive to other potential leisure operators, as many such operators seek representation near such facilities.

- As mentioned in sub-section 2B above, we understand that WMBC are looking to provide a new Heritage Centre within the Town Centre, which would combine Walsall Museum (which closed in April 2015), the Leather Museum and the Local History Centre (currently located outside of the Town Centre). It is understood that the existing site of the Leather Museum is being pursued by WMBC for this consolidated Heritage Centre within the Town centre; principally because to relocate the Leather Museum itself would be detrimental to its purpose. However the Leather Museum is too small to accommodate the storage requirements of the combined Heritage Centre's services; a new storage facility would therefore be required elsewhere (and not necessarily within the Town Centre). The deliverability of a new Heritage Centre will likely be dependent upon public sector funding⁷². In case the new Heritage Centre cannot be delivered at the site of the existing Leather Museum (likely to be primarily due to space constraints), we have within our site assessments at Section 9 identified a potential opportunity to relocate it elsewhere.
- 2.215 New hotel provision would assist in improving the attractiveness of Walsall Town Centre for both visitors and leisure operators; with current provision inadequate and limited to one budget hotel (Premier Inn at the Waterfront) and two privately-run hotels. Similar to the effect of diversifying the current commercial leisure (including A3) offer, new hotel provision would serve to increase both visitor spend and dwell time.
- 2.216 Walsall College Business and Sports Hub (including a gymnasium), once opened in September 2015, will provide an important facility at the northern end of Walsall Town Centre for students as well as the wider community. There are also three privately-operated gymnasiums within the Town Centre. Gala Baths is currently the subject of refurbishment works following £1m funding from WMBC, thereby securing its medium term future. This WMBC-owned facility provides an important community function and complements the wider mix of Town Centre uses.

Current Leisure Demand

2.217 Having established the type and location of existing leisure uses in Walsall Town Centre, we outline below our assessment of current leisure demand.

⁷² We understand that £3m has been set aside in WMBC's Revenue Budget and Capital Programme proposals while WMBC plan to submit a Stage 1 bid for Heritage Lottery funding this year.

Commercial Leisure

- 2.218 The main deficiency in Walsall Town Centre's commercial leisure offer is a cinema. However, as mentioned above, a new cinema-led (The Light Cinema) scheme is currently under construction at Waterfront North and is scheduled to open in early 2016, supported by complementary A3 uses understood to include Chiquitos, Bella Italia, Pizza Express and Hungary Horse.
- 2.219 To this end, current A3 leisure requirements in Walsall Town Centre are outstripping retailer demand. We believe there is considerable scope for the A3 offer to be increased throughout the Town Centre, and diversified into the family-orientated food and drink sector in particular. Promis Retail Report (October 2014) identifies a number of 'live' A3 requirements including Pizza Express, Zizzi, Gourmet Burger Kitchen and Caffe Zero; while we are also aware of interest from Chiquitos, Bella Italia and Hungry Horse. None of these A3 occupiers are currently represented in Walsall Town Centre; however, as mentioned above, we understand that Chiquitos, Bella Italia, Pizza Express and Hungary Horse have committed to The Light Cinema scheme at Waterfront North.
- This raises the question about whether A3 demand would be absorbed by the new cinema-led leisure development at Waterfront North, or whether there would remain demand in other parts of the Town Centre. Whilst we believe there is scope for only one leisure 'hub' (i.e. a new cinema with associated A3 uses), we consider there to be opportunities and sufficient demand from independent restaurant/bar/cafe operators in particular for 'organic' A3 growth throughout the Town Centre.
- We have assessed hotel demand in Walsall Town Centre as a whole (not at site-specific or development proposal level) and are not aware of any demand at this time. Hotel demand is usually triggered by a national, or regional, need for accommodation within a specific area. This may arise from an increase in business, retail and/or leisure uses. As such, a new cinema-anchored leisure hub in the Town Centre has the potential to trigger 3* independent and/or budget hotel demand in Walsall (most likely close to the leisure hub); while our analysis of development opportunities at section 9 of this Study considers potential alternative sites for such uses. To this end, at section 9 we have reviewed sites where we would anticipate a hotel is most likely to come forward, however hotels are very specific to the occupier and future demand is difficult to predict. The prospects for securing a 4* hotel operator are limited according to our in-house Hotel Agents.
- We would note that hotel operators usually operate a hotel premises under a management agreement with the freeholder rather than through a traditional leasehold or licence agreement, which is more common with retail, office and other commercial property uses. Management agreements are often complex and vary considerably but in essence an operator would typically manage a built hotel rather than take on the development of a hotel themselves. Therefore a hotel investor/ developer would typically only develop a new hotel in response to an identified demand in the market for one or more operators wishing to manage a hotel in a selected location. Hotel operators are exposed to risks associated with the hotel market, which are different to other commercial property uses. These risks relate to the costs associated with running the hotel as well as the revenues generated through the room rates and other revenues (such as restaurants and/or car parking) forming part of the hotel. The business model would need to generate sufficient revenue to cover costs and retain a margin to make profit. This can be defined as the

net operating income which primarily depends on revenues and the fixed cost structure of operation, meaning that market dynamics and business characteristics impact on operating risk. Developing a hotel is highly capital intensive; and investors/ developers typically seek a return on each room and the ability to guarantee and sustain an income creates an economic risk for developers' development costs or future investment returns. This underlines the difficulty of securing new hotel provision.

- 2.223 WMBC will be aware of any demand for banqueting facilities⁷³ and the AAP will need to plan positively and flexibly for such facilities; wider town centre improvements will also help delivery.
- 2.224 Further we are not aware of any requirements for bowling centres, casinos, ice skating venues and private sector sports/ health clubs in Walsall Town Centre at this time. These types of uses tend to 'create their own demand' as opposed to being developed to meet an identified demand. While such uses can add to and complement the mix of uses within Town Centres, DTZ consider that these do not require specific land allocations within the AAP.

Public Sector Leisure

- In consultation with a range of public sector leisure operators and managers, it has been stated 2.225 that there is a distinct lack of performance facilities in Walsall Town Centre, with the main focus for such activities (i.e. theatre, concert, film, exhibitions, conferences, etc.) being Forest Arts Centre about 2 miles to the north of the Town Centre in Leamore. It was commented that the Town Hall is the only facility of this type in the Town Centre, however it is a very 'civic' venue and would need adaptations to make it suitable. It was also mentioned that the Central Library has staged some music concerts in previous years, with one stakeholder querying whether it could be utilised for similar purposes once again. One stakeholder stated that the Town Centre would benefit from a live theatre but, given the current existence of such facilities (including Forest Arts, the Hub, the Grange, and Aldridge Youth Theatre), it may be difficult to justify. We would add that a live theatre/ performance venue is unlikely to be delivered by the private sector and would therefore require public sector involvement and support to enable it to be viable and deliverable. Given the size of Walsall, we would envisage that a key requirement of any facility would be a need for it to be flexible to allow for a wide range of events and configurations. Performance venues are not typically a standard investor property asset class as they are so intrinsically tied up with the operating business; for a performance venue to be brought forward, an operator/ organisation with a clear business plan is required in the first instance.
- 2.226 The view from stakeholders is that while the Town Centre is relatively well served by local community/ cultural facilities and organisations, as identified in Table 2.9 (it is unclear whether this is compared to the rest of the Borough or to other major centres), Walsall would benefit from the development of a consolidated Heritage Centre of a type which WMBC are currently looking

⁷³ A marketing board for a banqueting suite is currently present at the Walsall College Business and Sports Hub development (under construction) off Littleton Street West.

to deliver. Existing community/ cultural facilities contribute to the local economy. Stakeholders noted that such a combined facility is advocated in the Heritage Strategy for Walsall (August 2014), which cites the limitations of the current, individual sites; and acknowledged that the Leather Museum is currently appropriately situated in a former leather factory, and therefore if this facility is to be relocated, it would need to occupy a similar location (i.e. another such factory).

- 2.227 The stakeholder consultation also raised some concerns that the Central Library, which has been listed (Grade II) as of April 2015, is now in the wrong place and has lost much of its passing trade. While the Central Library is understood to attract around half a million visitors annually, a new library closer to the heart of the Town Centre would not only attract new visitors (presumably arising from increased passing trade), but also contribute to the vibrancy of the area. We would agree in principle that a new, more centrally-located library would potentially benefit and complement the range of uses on offer in the town. However, (like all public sector facilities) the relocation costs would be high and require public sector funding. We understand that WMBC are considering options for the Central Library, potentially looking to combine it with other community/ cultural uses or extend it into the adjoining Walsall Museum (which closed in April 2015 and is potentially relocating to a combined Heritage Centre). We would also note that, in the light of the recent listing of the Central Library building, if the library was to relocate and close, this would potentially leave a listed building vacant and under-utilised.
- 2.228 In summary, therefore, stakeholders have stated there is an aspiration for the following public sector leisure facilities in Walsall Town Centre:
 - A consolidated community/ cultural facility (i.e. Heritage Centre) bringing together Walsall Museum, Leather Museum, and Local History Centre and Archives;
 - New and/or enhanced performance facilities; and
 - A more centrally-located Central Library (relocation of the library may not be feasible and desirable however, given the recent listing of this building).
- 2.229 Whilst few examples of organisations seeking new premises in Walsall Town Centre were cited by stakeholders, we acknowledge that such demand does not necessarily become manifest in the same way as for commercial leisure facilities. WMBC will be aware of issues and opportunities whereby premises currently in use by community organisations may be sought for alternative uses (i.e. Challenge Block) and the AAP should adopt a positive approach to planning for and accommodating proposals which may arise over the plan period. In this context, we would support the provision of new and/or improved community facilities in Walsall Town Centre, where it would be most accessible (i.e. close to car parks and public transport hubs) and help to strengthen the overall vibrancy of the Town Centre.
- 2.230 In Section 9 of this Study we identify appropriate sites in Walsall Town Centre for public sector community facilities (namely Challenge Block, Day Street, Waterfront North, North Street / Portland Street). The selection of these sites for public assets is based on neighbouring land uses, publicly available information and consideration of WMBC's broader strategy for different use types in the Town Centre. We would note, however, that the provision of such uses is controlled by WMBC and/or public sector partners and not by the dynamics of the local property market. For the majority of these uses to be brought forward, they will require public sector funding commitments and/or S106 contributions from wider development

F. Sector Summary – Retail & Leisure

- Retail:
- Comparison retail provision is increasingly focused in a smaller number of larger, prime locations across the UK, which has led to a reduction in multiple retailer representation in smaller Town Centres such as Walsall. This together with other structural changes in the retail sector (see sub-section 2A), competition from edge/out-of-centre shopping destinations and the Town Centre's lack of recent investment has had adverse implications for vacancy rates and for the quality and diversity of Walsall Town Centre's retail offer, resulting in the continued decline in the health of the Town Centre.
- Walsall Town Centre's comparison goods offer is characterised by mid-range and value retailers, while our Retail Sector Analysis in sub-section 2C has shown that considering the extent of its catchment area and the degree of competition the Town Centre secures relatively high market shares of expenditure on clothing and footwear (i.e. fashion) and personal and luxury goods. This in part underlines the importance and effectiveness of restrictions (i.e. conditions of planning permission) on edge/out-of-centre retail development in Walsall, and the need for WMBC to continue to enforce such restrictions so as to sustain retailer representation in the Town Centre's Primary Shopping Area and protect its vitality and viability.
- There is modest expenditure-based capacity for additional comparison goods floorspace in Walsall Town Centre over the plan period (we forecast about 6,000 sq m gross between 2021 and 2026 additional to existing commitments⁷⁴), with the existing commitments absorbing much of the forecast growth in comparison goods expenditure in the earlier part of the plan period. Whilst lower than previous BCCS estimates, our new retail capacity forecasts for the AAP maintain and support the regeneration strategy advocated for Walsall 'Strategic Centre' in the BCCS and, importantly (so as to provide certainty and confidence to the market), are realistic and deliverable.
- Key to ensuring the future health and 'Strategic Centre' status of Walsall Town Centre is securing a new strategic retail development within the PSA additional to existing commitments; this will be essential to help increase the Town Centre's market share of retail expenditure and therefore its ability to compete with other shopping destinations, including those in edge/out-of-centre locations. Any future provision should comprise larger, flexible units (typically measuring a minimum of 500 square metres) throughout the PSA, including the Old Square regeneration area.
- There is little retailer demand evidence to suggest that, aside from the existing commitments at Digbeth and St Matthew's Quarter, major new ('non-bulky' comparison goods) retail development in Walsall Town Centre will be achievable in the short to

⁷⁴ Assuming forecast growth in comparison goods floorspace at out-of-centre locations including Gallagher Retail Park is directed to and accommodated in Walsall Town Centre in accordance with the sequential approach and the BCCS strategy for Strategic Centre regeneration and growth.

medium term. This is consistent with our retail capacity forecasting exercise, which identifies no comparison goods expenditure-based capacity until later in the plan period. However, the importance of the retail content of the Town Centre should not be understated and will be essential for ensuring its future health. The retail content is the key driver of activity in the Town Centre and vital in creating the environment for other Town Centre uses to be successful; in particular, leisure, residential and office provision.

- Focusing long term investment within the Town Centre's PSA is essential to delivering the BCCS strategy for regeneration and growth. The above trends and forecasts indicate a need to consolidate the current PSA and provide a clear focus for new retail development and improvements in Walsall Town Centre. Accommodating forecast retail capacity on priority site(s) within the PSA, in accordance with the sequential approach, would serve to improve the health and performance of Walsall Town Centre and protect its Strategic Centre status in the sub-regional retail hierarchy. We consider suitable sites for accommodating new retail development at section 9 below.
- The short term focus for retailing in Walsall Town Centre additional to the delivery of existing commitments, in the absence of forecast expenditure-based capacity for major new retail development until later in the plan period (between 2021 and 2026), should be about the reconfiguration (i.e. larger, flexible units typically measuring a minimum of 500 square metres) and/or reoccupation of existing retail space within the PSA. To this end, WMBC should support proposals to amalgamate retail units throughout the PSA where possible, including the Old Square regeneration area.
- Whilst there is understood to be interest from a 'bulky goods' retailer for a DIY warehouse
 with outdoor storage in Walsall Town Centre, potentially at an out-of-centre site, we do
 not consider it appropriate or necessary for the AAP to positively plan for such provision.
 More generally, we would support the approach of promoting development proposals on
 suitable sites which would contribute towards and not undermine the Town Centre
 strategy, and which would help to deliver other priority benefits (e.g. community facilities)
 over the plan period. These might potentially include the Cordwell site, Jerome Retail
 Park and Challenge Block,
- In terms of convenience retail provision, the UK growth sectors are C-store formats and hard discounters. Such provision is driving consumer choice and competition in the grocery sector.
- There is limited expenditure-based capacity for additional convenience goods floorspace in Walsall Town Centre over the plan period (we forecast about 250 sq m gross between 2016 and 2021 rising to about 1,500 sq m gross between 2021 and 2026 additional to the new Co-Op under construction at Digbeth⁷⁵). Any additional convenience goods provision is likely to comprise small scale C-store formats and/or hard discounters, reflecting current identified demand. We consider suitable sites for accommodating new such provision at section 9 below.
- To help ensure the future health and regeneration of Walsall Town Centre and to maximise the prospects for new retail development and investment coming forward in

⁷⁵ Assuming the transfer of forecast growth in convenience goods floorspace from out-of-centre locations to Walsall Town Centre in accordance with the sequential approach and the BCCS hierarchical network of centres.

the Town Centre over the plan period (in accordance with the strategy for Walsall 'Strategic Centre' set out in the BCCS), WMBC should positively plan for Town Centre development opportunities in the AAP and seek to control new retail development⁷⁶ in edge/out-of-centre locations, where such proposals would have an adverse impact on the vitality and viability of the Town Centre and planned investment therein. The need for strong development management also applies to applications for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations. Even relatively small adverse impacts on Walsall Town Centre arising from competing retail development, individually or cumulatively, may have significant effects on the decisions of retailers, developers and investors and further reduce the town's health and attractiveness.

- WMBC should look to improve the quality of the Town Centre environment especially
 in and around the Digbeth area including High Street to help create the environmental
 conditions to attract new retailers and investment, and introduce non-retail uses
 (including residential, office and community) to help increase the town's population and
 therefore its vibrancy.
- Leisure:
- Leisure uses are performing an increasingly important role in successful Town Centres (see sub-section 2A), largely driven by restructuring in the retail sector and changing consumer habits with people increasingly seeking an enjoyable 'experience' from their trips to Town Centres, seeking opportunities to spend their leisure time alongside shopping.
- Walsall Town Centre's leisure offer is characterised by public sector community/ cultural facilities and predominantly lower end A3/A4 uses; while there are currently no large scale family-orientated commercial leisure facilities (i.e. cinemas, bowling centres, ice skating venues). A gap to be addressed to achieve a more successful and vibrant Walsall Town Centre, including its evening economy, is the delivery of a cinema-anchored leisure hub with family-orientated A3 provision. This gap will be addressed by the Waterfront North (The Light Cinema) scheme which, we understand, is due to open in early 2016.
- There is currently no identified demand for other large scale family-orientated commercial leisure facilities (i.e. bowling centres, ice skating venues), casinos or private sector sports/ health clubs in Walsall Town Centre. These are not uses that DTZ consider to require specific land allocations within the AAP, although if secured they can add to and complement the mix of uses within the Town Centre. In terms of banqueting facilities, WMBC will be aware of any demand and the AAP will need to plan positively and flexibly for such facilities; wider town centre improvements will also help delivery.
- Given that we understand that the cinema-led scheme at the Cordwell site will not be delivered, WMBC should work with Kier Property to develop an alternative scheme at this site. At section 9 of this Study we explore potential development opportunities for the Cordwell site.

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⁷⁶ Including extensions and changes of use.

- Further high quality A3 uses, which would be compatible with existing A1 uses, should be encouraged throughout the Town Centre as a key way to improve the range of uses on offer in the town and the retail experience for shoppers. These uses the growth of which (outside the cinema-anchored leisure hub) is likely to be gradual and subject to unit availability and leasing terms have benefits in their own right but also in terms of increasing dwell times and improving Town Centre ambience, which benefit the wider retail offer.
- While flexibility should be afforded for changes of use within Use Classes A1 to A5 and to other, non-retail uses throughout Walsall Town Centre insofar as they (inter alia) positively contribute to Town Centre vitality and viability, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the PSA where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity.
- Walsall Town Centre, in our view, lacks hotel provision and we are not aware of any hotel demand at this time. A new cinema-anchored leisure hub in the Town Centre has the potential to trigger 3* independent and/or budget hotel demand in Walsall (most likely close to the leisure hub). There may be further opportunities for a budget hotel close to the ring road, for example, and potential development sites suitable for and capable of accommodating such uses are explored at section 9 of this Study.
- A consolidated Heritage Centre (combining Walsall Museum, the Leather Museum and the Local History Centre) at the existing Leather Museum site is being pursued by WMBC and local stakeholders. The delivery of this facility is, we understand, partly dependent on WMBC securing Heritage Lottery funding later this year. We consider the consolidation of such assets to be an appropriate way forward if financially viable and a means of securing their future. Within our site assessments at section 9 of this Study, we have identified a potential alternative site in Walsall Town Centre capable of accommodating the new Heritage Centre.
- Whilst there is 'aspirational' demand from stakeholders for new and/or enhanced performance facilities and a more centrally-located Central Library in Walsall Town Centre, which could contribute to diversifying the mix of Town Centre uses, the delivery of such community/ cultural facilities is unlikely to be met from cross-subsidisation from purely commercial development receipts and will require public sector funding to facilitate it. We understand that there is currently no identified budget to deliver such facilities in Walsall Town Centre. WMBC have, however, committed £1m towards the refurbishment of the Gala Baths and the refurbishment works have commenced, thereby securing the medium term future of this facility (which we support). In regards to the library comment from stakeholders, we would note that Central Library has recently been listed (Grade II) so, if the library was to relocate and close, this would potentially leave a listed building vacant and under-utilised.
- As well as controlling new retail development in edge/out-of-centre locations, WMBC will
 need to control proposals for leisure and other Town Centre uses (including new
 development, extensions and changes of use) in such locations to help ensure the future
 health of and long term investment in Walsall Town Centre.

3. Property Market Review – Offices

A. National Trends

- 3.1 UK office-based employment is forecast to experience significant growth over the next few decades, driven primarily by macroeconomic factors with subsequent improvement in the service sector and demand for office space. Regional indicators also point to an improving office market.
- 3.2 However, the office market is yet to see rapid growth across much of the UK and real rents are at a historical low in many centres. Whilst demand is improving, many regional authorities lack the funds to bring forward new development or support the growth of office markets, while developers/investors do not consider development to be viable in its own right (based on a traditional institutional investment model). Combined with a lack of confidence in the office market suppressing the appetites of developers and funders for speculative developments outside of the major centres, there is an intensification of the problem of a continuous constriction in good quality regional office supply. The regions need real growth in occupier markets in order to drive real price increases in the sector.
- 3.3 Where there have been improvements in office markets, this has not been reflected in all markets. There is often a mismatch between where offices are needed and where they are being built; thereby contributing to the problem of uneven growth in the sector across the UK. A recent 'Centre for Cities' report⁷⁷ concluded that some of the most buoyant small to medium sized towns/ economies in the UK (e.g. Reading and Aldershot) have seen the lowest net floorspace growth over the last decade. Conversely, it found that some of the most vulnerable towns/ economies (e.g. Bolton and Blackburn) have seen the most growth in floorspace despite having much weaker property markets. Anecdotally, based on DTZ's experience, much of the supply in more vulnerable locations has been driven by public sector support.
- As already highlighted, there has been a dearth of new regional development projects, resulting in historically low levels of committed development completions in recent years. Whilst developers typically are remaining cautious, there is increasing confidence and additional considerations such as the increasing proportion of office stock which will become obsolete in respect of environmental regulation and institutional best practice over the next decade. Committed and probable regional development in the UK (excluding London) for 2014-2017 totals 42,754 sq m. Savills research⁷⁸

⁷⁷ CentreForCities (2014)

⁷⁸ Speculative Office Opportunities Set to Rise, Savills (2014)

in Q2 2014 found that the speculative development pipeline was 42% up on six months prior to this report; however the majority of this pipeline is in key regional cities. Additionally, financing of new regional developments is likely to remain challenging and pre-lets will be a prerequisite in many cases.

- 3.5 The dominance of large deals in key regional cities, which are being promoted as well placed to support businesses expansion, ⁷⁹ influences investor/ developer perceptions of risk in comparison to smaller locations. This trend is set to continue as office buildings are expected to be built in the communities surrounding the nine HS2 stations dotted across the Midlands and the North; JLL (2014) reported that the decision to base the HS2 headquarters in Birmingham will have a huge strategic impact on the Birmingham's core office market. The decision will mean the removal of 9,290 sq m of available space which is expected to kick-start the development of 600,000 sq m of new office floorspace earmarked under the Birmingham Curzon HS2 Masterplan. 'Centre for Cities' suggests that smaller cities need to make stronger attempts to lobby and attract the property industry to consider development opportunities in their cities; this should mean working closely with their neighbouring authorities and existing businesses to pre-empt and promote growth⁸⁰.
- 3.6 It is also imperative to understand that the office market is changing; many small towns' office markets fail to meet modern requirements for suitable, well-designed space, which is also flexible and open plan, and let on flexible terms. The introduction of smartphones and tablets, and the arrival of 4G and 'cloud' computing have meant that traditional offices are increasingly unfitting. 'Swarming' has been earmarked as the way forward for office-based work, whereby diverse groups of specialist professionals quickly converse, for a short period of activity around a specific objective, and then disperse. Physical proximity and location will be crucial and occupiers will prefer to cluster in certain quarters. This is particularly true of high-tech companies, but is also true of financial and professional firms. Office spaces will most likely have fewer fixed workstations, more 'hot-desking', breakout areas and a variety of room types and sizes⁸¹. Office occupiers are increasingly looking to reduce their cost base through a more efficient use of space with reduced floor area allocations per employee. Occupiers are also likely to continue to prioritise and demand provisions such as break options, which allow them to extend or end a contract where the property is no longer needed82. This requirement for flexibility further means that the majority of occupiers will continue to increasingly demand shorter contracts with no leases over 10 years, particularly on smaller lettings.
- 3.7 Local skill levels, the quality of housing stock, workplace surroundings and environment, access to amenities, infrastructure and well-entrenched investment patterns have favoured investment into London and key regional office markets. DTZ consider that these factors will increasingly determine the attractiveness of office locations in the future.

⁷⁹ Office Demand Study, LSH (2007).

⁸⁰ CentreForCities (2014).

⁸¹ YourBetterBusiness.

⁸² Evaluating Office Space Needs & Choices, University of Reading.

3.8 A further key development in the office sector is the Government's changes to permitted development rights, which allow for office to residential conversion without the need for planning permission (only prior approval). Across the UK this has had implications for the office market in terms of supply, although we would note that the office to residential permitted development right currently applies only until May 2016; so if the conversion is not completed and ready for occupation by this point, the right will not apply⁸³. This is considered further below.

B. Local Context

- 3.9 The West Midlands is anticipating a lack of suitable grade A space in the short term meaning grade B take-up will continue to dominate and rapidly compress secondary asset yields. This could lead to secondary outperformance of prime offices over the next five years. The supply squeeze is expected to coincide with an increase in pre-letting activity driven by lease expiries for many key occupiers over 2014-2017. This supply problem is expected to push prime headline rents up 11% from end-2013 to 2018, and landlords are expected to take a harder stance with incentives given the improved strength of their negotiating position⁸⁴. Despite a supply squeeze, above-average take-up is forecast over the next few years including a greater number of mid-sized transactions. Consequently and combined with ongoing strong investor sentiment and volumes every quarter since Q4 2012 in the West Midlands, the development pipeline is forecast to see high activity with more speculative schemes than in recent times (although the annual average to be delivered over the next 5 years is still less than half the 2005-09 period).
- 3.10 It is forecast that a further 600,000 sq m of office space will be required throughout the West Midlands by 2020 to accommodate growth in the office market⁸⁵. Service sector employment and particularly professional services, the financial sector and more recently recruitment services, account for a significant proportion of office deals in the West Midlands. The office market has also largely been driven by automotive and transport sectors, with much of this activity focused within business parks situated close to the railway and motorway network.
- 3.11 Despite expectations for an improving office market across the region, Birmingham remains the main draw for many occupiers looking for office space in the West Midlands. Take-up in Birmingham indicates the direction of future lettings with significantly more deals as well as larger transactions such as the recent 2,554 sq m letting at the NTI Building to Birmingham City University. The lack of office to residential conversions despite changes to permitted development rights demonstrates the renewed strength of the office sector. The supply problem is imperative with secondary stock dominating Birmingham's market and scarce Grade A buildings accounting

⁸³ As it stands, the Government has not committed to an extension of this permitted development right beyond May 2016.

⁸⁴ Office Market Pulse, Birmingham Q2 2014 Update, LSH (2014).

⁸⁵ Office Demand Study, LSH (2007).

for just 26% of deals in Q2 2014. However, there remain a number of obsolete buildings that are likely to be refurbished to satisfy medium-term occupier demand. Grade A completions and preletting activity is forecast to make a comeback in 2016 and beyond and are set to push headline prime central core rents towards the £30 psf mark over the medium term⁸⁶. In contrast to Birmingham, small regional office markets typically do not even register with occupiers looking for office space. Markets including the likes of Walsall, Wolverhampton and Nuneaton are small, localised and lack a central office core; this typically means that such markets do not even to come into the picture in property market reports for the West Midlands. Furthermore, local agents reported that most of the office stock in the Black Country is over 25 years old, often making them too old for refurbishment.

- Nonetheless, Estates Gazette recently reported that Walsall and Wolverhampton's office markets are perhaps better than they have been portrayed for many years. Rents in these towns were reported to have pulled away from their parity with industrial, to which they sank during recession. DTZ Birmingham have reported a growing trend of manufacturing firms seeking to expand into more industrial space at their existing plants and moving their administrative functions to Town Centre locations. Although this demand is recognised to be modest (generally for sites around 465 sq m) this is likely to bring new life to office space that has been empty for some time.
- WMBC are working to develop its planning policies with the intention of improving the prospects 3.13 of creating a strong office market. DTZ identify two options for office development proposed in the 'Issues and Options' report (2013) including the dispersion of offices around the Town Centre and, alternatively, Gigaport. Gigaport was the WMBC's response to working with the Walsall Regeneration Company (WRC), which previously existed to help revitalise Walsall Town Centre. Although the WRC no longer exists, it played a key role in recommending an office corridor and earmarking a considerable proportion of land for office development (meeting two-thirds of the BCCS target as considered at sub-section 3C). WRC submitted the planning application for the 'Gigaport Masterplan' area, which was subsequently granted planning permission. The area was envisioned as a new, commercially anchored, central business development and mega highspeed broadband area including data centres providing a total of 127,000 sq m of office accommodation, a data centre, and a hotel with conference facilities, a health and sports facility, retail floorspace, as well as 23,000 sq m of Live/Work space. Live/Work is an innovative concept of providing combined and affordable living and working spaces for new and starter creative industry businesses. On the back of WMBC's previous efforts, the Walsall Town Centre AAP will determine suitable and priority sites for new offices and strategies for improving Walsall's office market. The development of a strong office market is positioned by the WMBC as crucial for diversifying Walsall's economy as well as attracting investment into Walsall Borough, creating employment and increasing expenditure in the Town Centre. DTZ consider that creating a hub for office space at Gigaport is the best option for WMBC to meet the requirements of occupiers and the overarching quantitative office space allowances in the Town Centre.

⁸⁶ Office Demand Study, LSH (2007).

⁸⁷ Bright Prospects, Mark Simmonds, Estates Gazette (November 2014).

C. Quantitative Assessment

Black Country Core Strategy

- 3.14 The BCCS targets the delivery of 220,000 sq m of additional office space in Walsall between 2006 and 2026. It advocates that this additional floorspace will be planned for within, or on the edge of the Town Centre, and predominantly through mixed-use allocations, the Walsall Strategic Centre Action Plan, and communities at the Gigaport and Waterfront North developments.
- 3.15 To put this 220,000 sq m office space figure into context, this would represent over 35% of the projected 604,000 sq m required across the entirety of the West Midlands region by 2020 (highlighted earlier); even taking into account the potential for development in the 2020-26 period, this is a very high percentage given the overall trend of office accommodation being located in large regional centres.

Take-Up and Demand

- 3.16 Office take-up in Walsall has been low in the last few decades, partly due to supply problems but also the challenges in proving demand reflecting the lack of an office market in Walsall.
- 3.17 Based on conversations with local agents, occupiers typically demand 3 year leases with 3 months rent free for fit out. However, longer periods of up to 10 months rent free are not unusual, and landlords tend to be very flexible with leases if it means securing a tenant. At present, the vast majority of demand emanates from Walsall specific local occupiers seeking alternative space, including the likes of Walsall College and other quasi-public sector groups such as Walsall Housing Group (Whg), rather than from regional/national occupiers from the greater West Midlands and beyond.
- 3.18 Traditionally, Walsall has been well placed on a location basis, and in terms of its catchment, to attract small professional independent businesses. The town should be able to attract footloose occupiers seeking modern space at a relatively low cost. Today however, local agents report that potential occupiers are deterred by the poor supply of suitable office space and the lack of a dynamic office market. This weakness in the office market is also compounded by the problem of out-commuting for better paid office-based jobs. Local agents recognise that the trend in recent decades has consequently been one of existing occupiers leaving Walsall (resulting in high vacancies across the town) and multiple businesses looking to relocate out of Walsall.
- 3.19 The failure of various proposals for office schemes in Walsall illustrates the weakness of its office market. An example is the Grade A / shell-fit-out 1,724 sq m office unit developed at St Paul's

Street⁸⁸ as part of a local swap and regeneration deal between WMBC, Walsall College and Tesco. Although Savills, the agents, reported lots of interest, they suggested that potential occupiers were put off by the difficulty in negotiating lease terms and poor visibility. Ultimately, the unit has recently exchanged for use as a gym reflecting the failure to attract office occupiers. Office schemes considered for Waterfront North and Waterfront South have also failed to gain traction and have since been abandoned for residential and/or retail/ leisure uses. Similarly, the Phase II plans for the Shannon's Mill which included 4,025 sq m of office space have been abandoned (following a fire at the site in 2007) and more recent applications for the site include no proposals for office use. This trend has also been seen for an office scheme previously proposed out of Walsall Town Centre. Onyx at Tempus 10 (situated immediately off Junction 10 of the M6, to the west of Walsall) had permission to provide three self-contained Grade A office buildings totalling 7,990 sq m, however the planning permission has now lapsed.

- 3.20 Major office projects are also in the pipeline in a number of other Black Country centres, which would provide an alternative to any occupiers considering Walsall as an office location. Developments include plans for the Wolverhampton Business Park providing 15,649 sq m of office space, and the Providence Place development in West Bromwich comprising a 6,968 sq m building let to BT, and a 15,794 sq m building for West Bromwich Building Society.
- Walsall is not yet fully capitalising on the expansion of the service sector which is fuelling the 3.21 office market nationally89. Cambridge Economics forecasted that office-based service sector employment will grow at a faster rate in Walsall than will be seen in the West Midlands region as a whole between 2007 and 2020.90 Whilst this report was pre the recession, we consider that the drivers of the respective locational decisions of service sector/ other employment occupiers are unlikely to have fundamentally changed. The town's office market will struggle to compete with surrounding towns until it can recognise and capitalise on such opportunities, as well as create a dynamic office market to broaden its range of businesses and occupiers. The main source of demand for office space is forecast to be back office activities. The sector is expected to see an increase in employment in Walsall of around 5.82% over the period 2014-2020, resulting in an additional space requirement of approximately 65,063 sq m by 2020 (based on LSH's estimation of 18 sq m floorspace per employee)91. Given that the key criteria for these occupiers is minimising their property costs, Walsall could be well positioned to capitalise on this opportunity. Business and Professional Services is forecast to be another key source of demand as is Walsall's higher education establishments, whilst the Fibre Optic/Gigaport Project could help attract high technology companies to the town (albeit that technological requirements/ standards are constantly changing).

⁸⁸ Joint Monitoring in the West Midlands, Office Developments (2013).

⁸⁹ Office Demand Study, LSH (2007).

⁹⁰ Office Demand Study, LSH (2007).

⁹¹ Office Demand Study, LSH (2007).

3.22 WMBC are aware of a number of existing office occupational interests (as of February 2015) for space in Walsall Town Centre, including a 4,650 sq m headquarters for a local company and expansion space for another local company for around 1,000 sq m.

Supply (Town Centre)

- 3.23 According to the Valuation Office, Walsall had a total office stock of 130,000 sq m in 2007 (townwide as opposed to Town Centre specific). Office supply is limited given the size of the town and its strategic location; the town has seen little in the way of new office developments in the last 20-30 years. Despite some local agents reporting a pickup in activity in the last 12 months, agents reported little in the way of leasehold or freehold transactions, with activity in recent years being dominated by very few deals on small units of below 465 sq m. The majority of office units are owner-occupied given limited institutional appetite and the reality is that the majority of office occupiers in Walsall are not footloose but are located in Walsall due to the local nature of their activities.
- There are no recent out of town office development schemes although there is some historic supply. Out of town schemes can be attractive to occupiers if they provide good access and an attractive set of amenities although Town Centres typically have better amenities in a concentraed location due to their scale. Planning policy encourages office development within the Town Centre and not out of town.
- Walsall lacks suitable supply, with very little space available to satisfy the needs of the modern occupier; the property stock is largely aged, badly configured and with inadequate parking provision. The perception for some time has been that occupiers are put off by the lack of Grade A space; although there is now some Grade A space around the Town Centre, the office dynamics are still not there to create significant demand. According to local agents, occupiers are also put off by the lack of space above 465 sq m and in terms of the new Tesco office accommodation, occupiers were reported to have been put off by the location and lack of parking. These problems mean that the town largely does not figure as a location option for the majority of occupiers. This is obviously a circular argument in that developers need to be certain that there is a market prior to providing supply and the scale of pre-let required to make this happen is broadly not achievable.
- 3.26 The existing supply of office accommodation is outlined below.
 - Tameway Tower and Townend: The town's main and largest office developments are Tameway Tower offering 7,873 sq m of air conditioned space on 13 floors, and Townend which offers a lower quality alternative. Both these developments are aged and have limited car parking provision. Tameway Tower was in the 1970's tenanted by a computing firm and then Whg (before moving to the Gigaport premises). Tameway Tower has had a high vacancy rate for many years and has recently been subject to a Prior Notification application to convert to residential use which WMBC have not been able to object to.

- Lichfield Street: The street accommodates the majority of local professional occupiers
 (although Walsall's market is really too small for the significant clustering of particular
 businesses). Many occupiers have been in occupation for some time and are freeholders.
 Lots of these offices are previously converted residential spaces which were converted
 many years ago.
- **100 Hatherton Street, Gigaport:** The building is a recent development of circa 4,000 sq m of office space for Walsall Housing Group (Whg) headquarters as part of Gigaport. It provides sustainable, Grade A office space at the gateway to Walsall's office corridor.
- **Bradford Place:** Globe House has been reopened and converted into a facility here for around 24 start-up and emerging businesses.
- Aside from the space outlined above, essentially the majority of other office premises in Walsall are found above retail premises in the Town Centre. Primarily, this is low-grade, badly configured space with little or no parking.
- Various small scale conversions to office use in 2013/2014 include the completion of 146 sq m at 10 The Bridge and 42 sq m at Fordbrook Court, Hatherton Street in 2013; 190 sq m completed in 2014 at 35-37 Bridge Street; 150 sq m completed in 2014 at 67 Bridge Street; 440 sq m completed in 2014 at The Old Forge Tantarra Street; and 78 sq m which is under construction at 109 Lichfield Street⁹². There is also planning permission for 185 sq m of offices at 67 Ablewell Street.

D. Qualitative Assessment

3.27 Theoretically, from a pure economic viewpoint, office space with consent should be brought forward in order to raise the profile of Walsall as an office location and stimulate interest from occupiers and developers. However, it is important to note the national trends referred to in subsection 3A above and the vital importance of overall improvements in Walsall Town Centre's environment and amenities. It is important that office developments put forward are phased to ensure that the market is not over-supplied and that 'white elephants' are not created.

⁹² Joint Monitoring in the West Midlands, Office Developments (2014).

3.28 In terms of the future pipeline of office schemes in Walsall Town Centre, we have reviewed the following.

Pipeline Supply (Town Centre Unless Otherwise Stated)

- Waterfront Lex: Office accommodation is now being considered as an option for the site.
- **Gigaport:** Located to the north of the Town Centre centred on Littleton Street East along part of Walsall ring road (see sub-section 3C above).
 - The former Noirit Site has been demolished and construction began on April 2014 on Block A of a 4,664 sq m office scheme. The site is located on the northwest corner of the junction of Hatheron Street and Littleton Street East. The scheme is to be provided in three office blocks served by 87 parking spaces. Currently there is only an end user confirmed for the 1,858 sq m Block A (Jhoots Pharmacy) and a hybrid planning application has been submitted; detailed for Block A and outline for the other 2 blocks. The scheme will be phased and the construction of Blocks B and C will be dependent on the identification of end users for the office accommodation.
 - Walsall College's 1,858 sq m Business and Sports Hub is under construction and is due for completion later in 2015. The development is located on a larger site adjacent to the former Noirit Site, and is expected to increase demand for office space in this area of town. It will include a business innovation space which is largely lacking in the Walsall Town Centre, and should provide start-up business space for entrepreneurs graduating from Walsall College. This facility will provide another 'anchor' in this part of the Town Centre and assist in wider place making to increase the attractiveness of the area to occupiers and associated services.

E. Sector Summary – Offices

- The BCCS earmarks the delivery of 220,000 sq m of additional office space in Walsall between 2006 and 2026 which equates to circa 11,148 sq of additional office space per annum. This is an enormous amount of office space, particularly considering that the existing office stock in Walsall totals circa 130,064 sq m and we estimate take-up of circa 500-2,000 sq m per annum.
- In 2007, LSH reported that there was a requirement for circa 603,870 sq m of office space in the West Midlands by 2020; this equates to 46,452 sq m per annum and would suggest that (albeit that the time periods are not parallel) Walsall accommodates circa 25% of all office demand in the West Midlands. Given the wider trends in the office market (increasing dominance of the major office centres rather than Town Centres such as Walsall), it is difficult to envisage Walsall capturing this proportion of demand.

- However, within the same LSH report, forecasts from Cambridge Economics predicted a faster rate of office-based service sector employment in Walsall compared to the wider West Midlands region between 2007 and 2020. In particular, back office activities were predicted to drive additional space requirements which would total circa 65,000 sq m by 2020 (equating to circa 4,645 sq m per annum). This requirement was inflated by above average assumptions on space per worker. By reducing this allowance by circa 20% and bearing in mind that there is some potential for the Gigaport area to attract major new occupiers by proactive WMBC actions, we consider that 3,700 sq m per annum is an aspirational office take-up target for Walsall Town Centre, based in part on a step change in demand from occupiers in this location driven by wider Town Centre improvements. It must be emphasised that there is currently limited evidence to support such a level of office demand, so achieving this target would require significant public sector intervention and favourable market conditions.
- An office development provision of 3,700 per annum equates to approximately one-third of the BCCS Local Plan figure on an annual basis (i.e. 73,000 sq m between 2006 and 2026 or 3,650 sq m per annum). Even this would be very ambitious and will require significant and sustained public sector support (particularly in the earlier years of the plan period) in order to secure the Town Centre improvements that will assist in encouraging office development of the scale envisaged by both enabling development and making the Town Centre a more attractive location for office occupiers and employees. This includes:
 - Creating the right environment through public realm and road improvements; linkages need to be identified by the Council to maximise the attractiveness of the Town Centre for occupiers and to improve viability. <u>This should involve</u> seeking contributions from developments to enhance accessibility and linkages to / within the centre where developments themselves are viable);
 - A wider economic strategy, addressing issues such as promoting the Town Centre for inward investment and lobbying for public sector office relocations to the Town Centre:
 - Delivering the other improvements to the Town Centre proposed in this Study, including increased leisure provision and an improved retail offer;
 - Using the WMBC's covenant in order to improve scheme viability (i.e. acting as the rental guarantor to encourage development where there is a gap between WMBC's perception of tenant demand and developer's perceptions);
 - WMBC using secured funding (under the SEP for the Black Country) to intervene
 proactively to de-risk sites to support delivery. This may involve site clearance
 and will be as and when an office site is being delivered to progress and make
 available further sites.
 - Developing strategies to ensure that occupiers and developers have the right infrastructure, whilst being aware of the evolving technological (including broadband and IT infrastructure) requirements of occupiers;
 - Allowance for the provision of car parking either within the site of the office development or with public car park provision close by.

- Given the significant number of variables involved, the proposed office floorspace target is considered as an aspirational/ stretch target based on potential take-up rates assuming public sector support to attract office occupiers, and wider improvements in the Town Centre which made it a more attractive place to locate. Achieving the target is predicated on Walsall Town Centre being able to attract a significantly higher proportion of the projected office development in the West Midlands in the future than it has achieved so far. We do not consider that this level of office supply can be achieved without public sector intervention and 'pump priming'.
- Any such strategy will carry risk and will be capital intensive and is likely to rely on value being generated in the medium to long term as opposed to more traditional development with a 2-5 year business model (from a developer perspective). The successful development of this scale of office development in the suggested time period (in a relatively unestablished location for offices) is likely to require partnership with developers who are focused on the creation of 'long term' value as opposed to a trader developer model where full returns need to be achieved in the short term.

4. Property Market Review – Residential

A. National Trends

- A combination of Government policy initiatives including Funding for Lending (FLS) and Help to Buy (HTB), together with historically low interest rates and the economic recovery, are stimulating the housing market on a UK wide level (see Figure 4.1 below). The average value of a UK residential property in Q3 2014 stood at £189,000. This reflected a 25% rise in prices since Q1 2009. The Bank of England (BoE) has opined that the housing market poses the biggest risk to the economy with prices rising faster than income, particularly in London, therefore increasing the amount of debt in the economy. Despite the recovery in house prices, the value of UK housing has been severely dented during the recent recession with UK house prices remaining about 10% below their long term trend and transactions are 30% lower⁹³.
- Lending conditions have markedly improved with the Council of Mortgage Lending (CML) reporting that total gross mortgage lending experienced its strongest outturn since August 2008. Fixed mortgage rates have declined steadily since 2009 and their market share has steadily climbed to over 80% in Q1 2014; this clear preference may reflect not only the diminishing margin between fixed and variable rates, but also awareness by mortgagees that interest rates may rise in the foreseeable future. The CML have reported that lending in August 2014 declined slightly compared to July, the first month-on-month drop in house purchase lending volume since February 2014. Despite the overall recent increase lending activity remains 40% below the last peak.
- The recovery in UK house prices, however, hides the two tier market which has evolved over the last few years; London versus the rest. The rise in house prices has been almost exclusively driven by London and more recently the South. Conversely, house prices in UK regions remain below 2008 levels. Nonetheless, the Royal Institute of Chartered Surveyors (RICS) report that prices have risen across most regions in recent months, driven by a combination of growing demand and a lack of new (sales) instructions.
- However, the outlook remains highly uncertain and buyer demand is starting to moderate, albeit still robust price momentum at the headline level. Housing demand has been affected by the recent rapid rise in house prices in some parts of the UK, earnings growth that remains below consumer price inflation, and the possibility of an interest rate rise over the coming months (although we do not expect the BoE to raise the base rate until later in 2015). This weakening in demand has led to a modest easing in both house price growth and sales relative to the levels prevailing in late 2013 and early 2014. The Nationwide House Price Index reported in March 2015

⁹³ General Market Considerations for Residential Property, National UK Housing Market, (2014).

that, following a 0.2% fall in September 2014, UK house price growth has moderated, with price growth strongest in London and the South East (albeit softening) in Q1 2015.

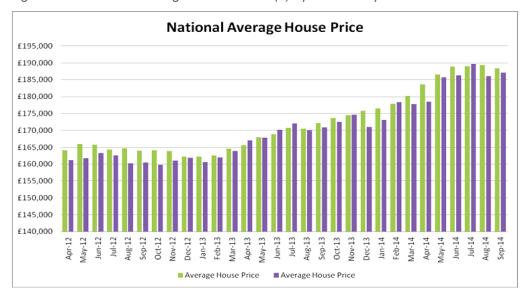


Figure 4.1 – National Average House Prices (£) April 2012-September 2014

Source: Nationwide House Price Index and Halifax House Price Index

A major problem over the medium to longer term is the supply of housing. The continued lack of new house building, which consistently undershoots target, will inevitably underpin further rises in house prices (see Figure 4.2 below). Housing policies announced in the March 2014 Budget are expected to support 200,000 new homes each year across the UK. Demand has been boosted by the 4-year extension of the Help to Buy equity loan scheme to 2020 and various residential initiatives outside of London; while the Government has introduced the office to residential permitted development right⁹⁴. However, the supply response is unlikely to be strong enough, especially where it is needed most in London and the South East. Outside London, the Government still owns a considerable amount of land, which could be provided for house building. A key problem in the UK regions is that residential development is still unlikely to provide sufficient land receipts to attract private developers without the support of Local Public Bodies (particular on brownfield land)⁹⁵.

⁹⁴ As it stands, the Government has not committed to an extension of this permitted development right beyond May 2016.

⁹⁵ A Decade On, Research Report, DTZ (September 2014).

UK new housing starts and house price forecasts
450,000
400,000
350,000
250,000
200,000

Figure 4.2: UK New Housing Starts and House Price Forecasts 2000-2024

2008 2010 2012 2014 2016 2020 2020 2022

Source: DTZ Research, Oxford Economics

Local Context

150,000

В.

House prices
Housing starts

- The slowdown in the residential property market in 2008 and 2009 impacted significantly on the development market with the majority of house builders placing existing schemes on hold. The combined effect of a decrease in the value of existing land holdings and the cash flow issues presented by lower than expected unit sales meant that many house builders found themselves in an extremely perilous position.
- 4.7 However, since the beginning of 2011 there has been a marked improvement in conditions and sentiment in the market, which is evidenced by plc house builders who have restructured their bank debt, recapitalised through rights issues and recruited new land managers. House builders are now tasked to actively acquire residential development opportunities, subject to securing planning permission on appropriately designed housing schemes.
- 4.8 The outlook for the next 6 to 12 months is positive with house builders interested in acquiring land in established residential locations to build low-density family housing.
- 4.9 Over the last 12 to 18 months land values in strong residential locations have significantly outperformed secondary locations within the greater West Midlands area. It is evident there is a two tier land market and the gap is widening between the prime residential locations and secondary/ tertiary residential locations in terms of land values.
- 4.10 Household projections indicate that 60% of new households which the Black Country will need to accommodate by 2026 will be 1 or 2 person households, and many of these will include older

people. To a certain degree, the Black Country suffers from a limited choice in terms of types/sizes of houses/ flats to meet these projections.

- 4.11 To an extent the borough of Walsall serves as a microcosm of this regional pattern. Walsall Town Centre falls in the lowest value area of the West Midlands, which is not surprising given the overall blend of stock. Figure 4.3 illustrates DTZ's research in terms of residential value areas within Walsall.
- Development sites in high socially economic dependent areas (which is most of Walsall Town Centre with the exception of around the south east of the town i.e. Highgate / Birmingham Road) with limited house price growth will continue to underperform due to the slow pace of house sales and the restricted ability of potential owner occupiers to obtain mortgages. It is expected that this current trend will continue for the foreseeable future until lending restrictions have been lifted.
- 4.13 The pace of sales have been supported by the Government's Help to Buy initiative (especially at the new Waterside apartments at Charles Street in DTZ's opinion) which allows purchasers to acquire new build properties with a 5% deposit with 20% being obtained on an interest free loan for a period of 5 years. The Help to Buy initiative is having a strong influence on the pace of house sales and consequently delivering a greater volume of houses and higher land values. Other programmes such as the Government's Starter Home initiative are also likely to impact on the market.
- 4.14 In poorer residential locations (which is most of Walsall Town Centre as per the comments above), our projections suggest that there will be a continued underperformance over the next 5 years until there is better mortgage availability in the sub-prime market which will fuel the sales demand and values in these areas.
- 4.15 The future performance of land value growth over the next 3 to 5 years will be affected by build cost inflation and the changing regulations with regard to the sustainable homes agenda, which will continue to have an impact upon land value growth. Value growth in the West Midlands is forecast to be below the UK average and sit around 17.5% between 2014 and 2018 (see Figure 4.4).

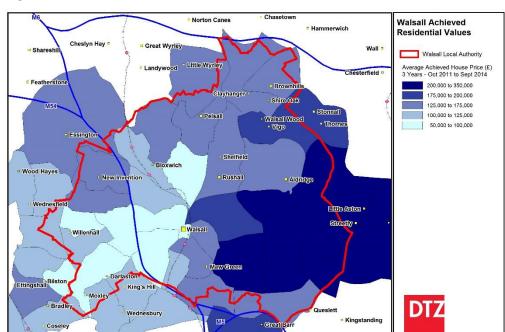


Figure 4.3: Walsall Value Areas

Source: Collins 2009 - DTZ

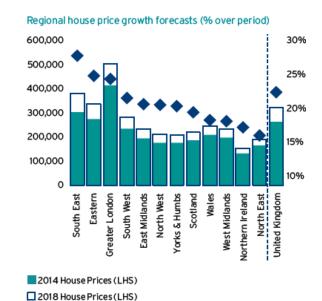


Figure 4.4: Regional House Price Growth Forecasts (% Over Period)

Source: DTZ Research, Oxford Economics

House Price Growth (RHS)

- 4.16 The BCCS residential target for Walsall Town Centre up to 2026 has already been met (see subsection 4C below) and therefore, whilst residential use is a valuable addition to the Town Centre mix, there is little planning policy pressure to identify sites for residential use. Given this, DTZ recognise that WMBC are of the opinion that predominately residential uses should only be proposed where sites would not be viable for offices, leisure, retail and other uses, or where residential can be accommodated on upper floors without adversely impacting ground floor uses. WMBC have also highlighted their emphasis on accounting for physical constraints which might make sites unsuitable for residential, including noise, air quality, and flood risk; DTZ consider that the majority of these issues can be addressed in detailed design work on sites to minimise the impact of these constraints.
- 4.17 DTZ identify four options for residential development proposed in WMBC's 'Issues and Options' report (2013). Options include the allocation of further sites for housing within the AAP; allocating no further land for housing but considering it for mixed use developments where suitable; using the AAP to encourage the use of flats over shops or other vacant floorspace for housing; and finally, no further land allocation for housing developments.
- 4.18 Given the importance of residential development in generating footfall and demand within the Town Centre, we consider that its delivery should be encouraged throughout the Town Centre, excluding the Primary Shopping Area, Gigaport and existing industrial sites in active and viable use. It should also be encouraged as part of mixed use developments where suitable, including within the excluded areas noted above.

C. Quantitative Assessment

Black Country Core Strategy

- The BCCS requires that Walsall promotes a good mix of new residential communities. Developments are expected to be built at moderate densities and should aim to achieve a range of house types and a minimum net density of 35 dwellings per hectare. The highest densities should be located within Town Centres (where 60 or more dwellings per hectare is required), whilst lower densities accommodating more families should have best access to schools. The local authorities are expected to aim to provide a minimum of 11,000 new affordable housing dwellings between 2006 and 2026, looking to secure 25% affordable housing on all sites of 15 dwellings or more where this is financially viable.
- 4.20 Walsall's specific estimated capacity within the BCCS and based on existing commitments, is for the provision of 450 total new residential dwellings from 2006-2026. The town has already met this estimate and much of this provision has been delivered alongside the canal.

Take-Up and Demand

- 4.21 Despite difficulties in Walsall's office market, people are increasingly looking to live in Walsall even if this means regularly commuting to Birmingham and other nearby office markets. Local agents suggested that residents are attracted by Walsall's relatively low residential rents and sales prices.
- Conversations with local agents indicate that the residential rental market was relatively busy and active throughout 2014. Demand was reported to be highest for 2-3 bedroom properties (for both apartments and houses but particularly for houses). This demand is attributable to people on housing benefits right through to business professionals, and for apartments this is particularly from occupiers that come from abroad and are employed by local companies. The recent improvement in the market is illustrated by the standard 2 to 3 day period required to let a residential apartment or house in Walsall (as reported by local agents). Typical leases on apartments are a year compared to 3 years for houses. Demand for modern apartments in an attractive environment has been proved with the recent Waterfront South development, which currently has a 95% occupancy and rents are stronger than other residential developments across the Town Centre.
- The buyer market for residential property is also steady and positive according to local agents. In Walsall, people are continuing to buy property despite the national trend which has seen an increase in renting accompanied by a fall in house/ apartment owners). However local agents note that buyers are increasingly demanding a cheap price and that there tends to be a range of offers for properties from people looking for a deal. On the other hand, buyers tend to want parking, a garden and a property on separate residential estates, and will pay a premium for such properties. Bungalows are also reported to be very popular whilst three storey houses are not as easy to sell.
- As with retail (see section 2) and office (see section 3) demand, DTZ believe that residential demand within Walsall's Town Centre could be significantly enhanced through environmental improvements and the creation of a better 'sense of place' and amenities. Encouraging a mix of uses in the Town Centre and creating greater vitality and vibrancy is imperative to making Walsall Town Centre a more attractive as a place to live (and shop and work).

Supply (Town Centre Schemes)

4.25 The high building costs of residential and particularly apartments, and low capital values in Walsall, means that there is a viability issue with not enough land receipt to encourage private residential development. Discussions with local agents therefore indicate that new residential development is

unlikely without the financial support of WMBC. We have highlighted a selection of schemes within the existing Town Centre area (below) but this is not comprehensive.

- Shannon's View: Located on George Street, Shannon's View is an affordable housing development comprising 41 apartments built in 2008 as a requirement of the Asda scheme.
- Gallery Square: This scheme formed part of Gallery Square development adjacent to Marsh Street canal basin. It comprises 60 apartments arranged over four floors, and suffers from a lack of parking.

Waterfront Development:

Waterfront South: The completed scheme provides a total of 322 new dwellings (292 apartments of which are apartments). Phase I comprises 'Art One' which includes apartments which have been leased to Walsall Hospital Trust and further apartments which have been retained for affordable rent by the developer, Jessup. The 'Accord Building' comprises purpose built apartments for Accord Housing Association to provide affordable accommodation. Art Square provides houses and the 'Homes Building' consists of new build apartments. Phase II includes the 'Waves Apartments' providing further new apartments.

Canalside Development:

- Smith's Flour Mill/ Albion Mill: This 5 storey Victorian building on Wolverhampton Street is adjacent to the canal and forms part of the canalside residential schemes. GR8 Space obtained planning permission and built out 132 apartments which were completed in 2009 (this included 45 apartments in the converted former Old Mill Building and 87 in new buildings).
- **Station View:** This scheme comprises 22 luxury 2 bedroom apartments on Little Station Street, close to Walsall railway station.
- Terret Close: This 4 storey development provides 1-2 bedroom apartments off Littleton Street West.

Supply (Out of Town Centre Schemes)

• Canalside Development:

- Saddlers Brook: Completed in April 2012, this Taylor Wimpey development to the northeast of Walsall Town Centre includes 2, 3 and 4-bed new homes with a waterfront aspect.
- Bentley Residential Development: The sites comprise a number of phased development projects and land disposal projects for residential redevelopment. It is a 7 minute drive from Walsall's Town Centre. The residential development projects are as follows:
 - Parsons House: This residential development scheme at the Old Hall Pub site, Churchill Road, was completed in 2010. It provides 65 residential units (including apartments with minimum occupancy age of over 55 years).
 - Churchill Road: The residential development scheme at a former clinic site was completed in 2010 and provides 18 residential units.
 - Appleyard Close: This residential scheme at the former garage site, at Cunningham Road, was completed in 2010 and comprises 12 residential units.
 - Lock Keepers Court: This residential scheme at Western Avenue site was completed in 2010 and comprises 35 residential units.

D. Qualitative Assessment

Supply Pipeline (Town Centre Schemes)

4.26 In general, there is little currently under construction in terms of residential schemes in the Town Centre; the majority of Walsall's pipeline major residential schemes are located out of town. We are aware of the proposed residential development (with planning permission) for a 4,452 sq m scheme including high density housing at New Street.

Supply Pipeline (Out of Town Centre Schemes)

 Canalside Developments/ Mar City Homes: Located at Regents Wharf, Northumberland Way, off Bloxwich Road, the scheme is a five minute drive north of Walsall Town Centre. Mar City Homes' residential development will offer 2-3 bedroom properties with views over the canal. Speaking to local agents, it seems likely that all units will be for sale. Phase I construction began in 2011. Phase II focuses on a 74,057 sq m site named 'Norfolk Place / Jubilee Gardens' (Leamore) and construction began in 2012. Both phases are still under construction. The total capacity of the scheme is 249 dwellings, of which 158 remain to be completed, 18 of which will be affordable.

- Goscote: WMBC and Whg have plans for 700 new homes on vacant and cleared sites, on 20 ha of land around Shakespeare Crescent, the former Goscote Estate, Barracks Lane and sites off Goscote Lane. Vacant sites at Well Place and Barracks Lane, which already have full planning permission for 105 new homes, will also form part of the overall development package. The development proposals also include improvements to Swannies Field⁹⁶. Funding has been secured from the Homes & Communities Agency's Affordable Homes Programme 2015-18 as well as additional funding from the Black Country Growth Deal⁹⁷. The development consists of several phases, some of which are completed and others are under construction.
- Walton Homes' Heathside Walk: This residential development at Goscote Lane is now complete and comprises 14 residential units (some of which are still for sale).—It is a 10 minute drive from Walsall's Town Centre.
- Old Pleck Road / Bescot Road: Bovis Homes and Whg are promoting a scheme which comprises the demolition of 6 tower blocks, replaced by a 2-bed apartment scheme. The total scheme should provide 183 new homes in total (circa 120 are already complete).
- **Brownhills Development:** Development including new housing which has been proposed at the site located 6 miles from Walsall Town Centre.
- **Bentley Residential Development:** Residential developments in the pipeline including the creation of 250 new homes over several land parcels, sold by WMBC and to be brought forward by the new owners.
- The following sites have outline planning permission for residential schemes: land at Berkley Close; land at Kent Road; land at Wilkes Avenue; former Bentley Resource Centre, Wilkes Avenue; and land at King Charles Avenue.

E. Sector Summary – Residential

- Residential provision plays an increasingly important role in the functioning of Town Centres, while enabling the creation of a 'sense of place' and general vitality are crucial to achieving long term success and value growth.
 - Residential values are relatively low in central Walsall and repositioning areas to increase values will be challenging.
 - Delivering residential alongside commercial uses as part of mixed use developments is very challenging due to factors such as:

⁹⁶ WMBC (January 2012)

⁹⁷ Walsall Advertiser (August 2014)

- The attractiveness of the retail space to operators is often limited unless it has significant critical mass to create its own demand or is in prime locations.
- Developers and funders struggle to mix uses due to their business models and specialisms. This is a UK-wide issue and makes delivery difficult outside high value areas of the South East.
- Mixing tenures vertically reduces operator flexibility (within the commercial parts) and can lead to issues in terms of shared services and noise.
- New residential development in the Town Centre should be encouraged in a variety of locations but respecting the areas being promoted/ protected for office, retail and industrial use. The location of particular concentrations close to the Waterfront area would help build on the developments already undertaken and create a critical mass. We also consider there to be a number of infill opportunities to the northeast of the core Town Centre area.
- There are significant economic advantages of residential development for other Town Centre uses. This relates in particular to increasing catchment area spend, a general improvement to Town Centre vibrancy and amenity (by having a greater residential population), through to cross subsidising less viable uses. At Section 9 of this Study, we consider potential development sites in Walsall Town Centre where residential uses could be appropriate (often to help improve the viability and deliverability of mixed use developments).

5. Property Market Review – Industrial

A. National Trends

- 5.1 DTZ consider that the national picture is a useful context to understand what is driving wider changes in the industrial occupation market and that ultimately influences how existing industrial occupiers are managed/ relocated at the local level.
- With market fundamentals improving in 2014 and current market sentiment strong, we expect occupier demand to remain stable or grow (demand grew from 2012-2013 prior to 2014). Improving economic conditions are expected to translate into continuing industrial property demand. Supply is expected to continue on a downward trend, although some speculative development commenced in 2014, with a number of 'big box' units and smaller multi-let schemes. JLL forecasts a relatively modest increase in rents over the next four years (2014-2017) although growth is expected to be stronger in and around London. The shortage of prime investment stock means that secondary stock is forecast to become favourable to investors, and as a result, the arbitrage between prime and secondary yields to narrow⁹⁸. There is limited stock generally across the UK however, with signs of a seasonal increase towards the end of 2014.
- Demand for multi-let stock from institutional interest has spread across the UK with the greatest demand being for prime logistics space, but occupiers have been increasingly focused on shorter lease terms. UK institutions are attracted by improving occupational market characteristics across the UK. There was an improvement in pricing throughout 2014, as well as a diminishing prime/secondary yield gap for regional multi-let and short term logistics compared to prime/long dated income. Demand forecasts in late 2014 for industrial stock was driven by portfolios and the expectation of further yield improvement for good quality regional stock. The strongest demand is forecast for strong logistics locations and South East or core multi-let locations. Most occupiers, particularly of modern manufacturing and distribution businesses, have exacting requirements when looking for new sites or relocating their businesses and these would include:
 - 24/7 operation without restriction;
 - Good accessibility to the primary road networks, including motorways;
 - Limited congestion to allow for risk limiting in just-in-time delivery;
 - Absence of residential neighbours who may complain about working practices;
 - An established business network of customers and suppliers;
 - A good local environment;
 - Accessibility to labour;

⁹⁸ JLL.

- No historic issues with the site such as ground stability or flooding;
- Clean site with no ongoing contamination issues; and
- Competitive pricing.
- Occupiers' choice of location will be assessed against these criteria, and those that fail to meet most, if not all of them, will fail to attract occupiers. The first criterion is particularly important and 24/7 operation means that companies will tend to avoid locations which are close to residential areas for fear of causing complaints which could seriously jeopardise the performance of the business.
- There has also been a trend in recent years, for occupiers to take advantage of the pressure on landlords to secure occupiers on discounted rental terms to avoid ongoing holding costs, notably empty business rates. This change in market dynamics has seen occupiers able to upscale the quality of accommodation they may previously have occupied, and as a result occupiers who may have typically located in poorer locations and in lower quality accommodation have moved to better located sites and newer property with limited impact on their financial performance.
- The impact has been that occupiers that have historically been located in poorer areas are now seeking to locate in areas which are able to offer more amenable working environments for staff, which not only includes the actual working hours, but also consideration for access such as female staff walking to work and site security. Those sites which offer better quality accommodation as well as well-maintained working environment are able to attract occupiers over and above those poorer quality sites even if rental levels are at a higher level than competing sites.
- 5.7 Recent changes in legislation relating to environmental and contamination liability has also given rise to a greater level of due diligence required by occupiers, in particular in locations with historic contamination and mining issues. Although there are ways to indemnify against ongoing environmental issues and also insurance policies available, those sites where no historic ground issues or environmental problems remain will inevitably be classed as more competitive; as occupiers have limited exposure to potential liability and future cost of occupation. These considerations will be required in terms of those sites brought forward, especially through the Enterprise Zone.
- Despite the recent market activity and deals agreed, the issue of rent as a cost is not that high for many occupiers. When considering relocation it will form part of the main discussion from a property specific angle; however there are greater costs for main occupiers including plant and machinery, wages and products (which have more impact on the day to day business). Therefore, although it is important to be competitive on rent, the other issues considered by an occupier will need to be addressed to ensure any site or building is considered a realistic proposition.

B. Local Context

- Many of the industrial properties which have recently transacted throughout the Midlands area have, in the main, been able to overcome the above considerations; and properties not meeting all of the above criteria will represent one of the factors resulting in their continued availability.
- Further evidence of better quality locations being taken up (indeed at the expense of less favourable locations) include the consolidation of Middleton's West Midlands operation at Rose Hill Way, Willenhall, near the M5, and subsequent and significant further investment at the site by the company. This is in line with the regional trend towards good quality modern buildings/sites being let or sold, which are in the best, most accessible locations where the criteria set out above are met.
- Another notable trend is that the most significant investments in industrial property in recent years in the Borough have been by incumbent firms, such as Electrolytic Plating at Wednesbury Road, Aspray at Noose Lane / Wednesfield Road, Walsall Electro (Willenhall), and Promat (Walsall Enterprise Park); and notably these are in locations that we would not necessarily regard as high quality. This reflects trends in the wider market, which has seen a reduction in businesses seeking to relocate due to high relocation costs and potential business risk. As with other towns in the West Midlands, it is also evident that the dominant market sector in terms of singular major investment remains warehousing and distribution.
- In the period up to 2008, many developers carried out employment-based developments but since 5.12 that time, virtually none have come forward. Market uncertainty has meant that few schemes are coming forward. In addition to a supply problem and despite the existing demand there is a lack of significant demand of the types that attract and sustain institutional investors and major developers. Additionally, institutions will still only lend against pre-let schemes and inevitably these are the schemes which meet the abovementioned criteria and are therefore of the best quality. It is very rare for occupiers of smaller buildings to pre-lease them and they will seek to acquire existing building stock. The market in the West Midlands is similar to that across the rest of the UK, with a limited supply of good quality existing buildings in prime locations across all size parameters. As a consequence, occupiers are increasingly pressured towards build-to-suit solutions, with the resultant time delays. At present, occupiers are often unaware of the lack of good quality existing stock and ill-prepared to go down the new build route. Therefore, the sites which can offer the most rapid new build solutions are in demand. In addition, where speculative development has started there is evidence that some of these buildings are being let quickly⁹⁹. The largest increase in 2013 involved units from 1,858 to 4,552 sq m. As at February 2014 there was around 38,555 sq m of industrial floorspace in the West Midlands under construction across three major schemes. Prime rents started to edge up in the Black Country across 2013 following the recession.
- Overall, the best quality/ potentially best quality stock in Walsall Borough is to be found alongside the key road arteries, reflecting the importance of this attribute to the distribution sector in particular,

⁹⁹ UK Industrial Property Trends, JLL (2014).

but also the emerging need for manufacturing firms to be able to serve the just-in-time requirements of their clients.

- 5.14 As such, the key concentrations of high quality/ potential high quality employment land are to be found in the following locations:
 - In and around the M6 corridor, including James Bridge and Reedswood Way (Junction 10), South Walsall / Bescot (Junction 9);
 - In and around the Keyway (A454);
 - In and around the Black Country Route (A463 / A454), and the Black Country New Road (A41).
- Isolated, and ostensibly high quality premises, are to be found at various locations across the Borough including Aldridge, Brownhills, the A34 corridor in North Walsall, Walsall Enterprise Park, and North Willenhall. This is primarily likely to reflect the operational circumstances specific occupiers.
- In relation to Walsall Town Centre specifically, our assessment concentrates on the fundamentals of the sources of demand for industrial space in the Town Centre and the reasons why occupiers locate here. It is self-evident (given prevailing rents, values and occupier demand) that the majority of the industrial space within the Town Centre (certainly outside of the Albert Jaggar and Frederick Street/ Bridgman Street areas) is poorly located/ specified for modern industrial needs. The current trend is for industrial users to gradually leave the Town Centre (the most recent example is the Bonser works, now in administration). Whilst an 'optimal' Town Centre in spatial terms may include significantly less industrial space than currently, the existing and projected demand (and corresponding employment base) needs to be considered in order to determine a strategy that does not unnecessarily hinder businesses' operations over the plan period.
- Town Centre units are typically much smaller than the prime industrial areas of Walsall that have been identified. For occupiers of Town Centre industrial units, the key driver for them is likely to be accessibility to staff, the clustering effect of being near other occupiers and cheap space. Walsall Town Centre is always going to struggle to match the logistics facilities provided by units on the major arterial roads and is much more likely to be attractive to smaller, local occupiers with a relatively high ratio of staff to space (thus making the convenience of a Town Centre location more attractive). These sorts of occupiers are typically not that attractive to major investors and developers due to the perceived risk of their covenant, the low rents and the limited lots sizes available. Due to this, the potential for owner occupation on small units is significant and future developments in Walsall Town Centre may be occupier as opposed to developer led.
- Our conversations with local agents reveal that demand for industrial space within Walsall's ring road is currently relatively high, both for units of 500 sq m and in the 2,000-8,000 sq m range. Specifically within the Town Centre, local agents consider that there are few wholly industrial areas and, where industrial units do exist, these are typically small/ light industrial buildings between 50-100 sq m and surrounded by residential areas. However, agents report a noticeable pick-up in demand over the last 12 months compared to previous years although this is not typically within the Town Centre.

- 5.19 Demand for Town Centre industrial space mainly comes from small local occupiers who do not require motorway-side locations, with decisions to locate in the Town Centre primarily driven by price. We consider that the majority of macro demand for Town Centre industrial space will come from existing occupiers remaining as opposed to new occupiers; the overall net balance of demand for industrial units in the Town Centre is likely to continue to be on a downward trajectory.
- Ultimately, national industrial occupiers seek larger units near major motorway networks and outside of Walsall Town Centre. On the other hand, demand for trade counter type units within the Town Centre also attracts occupiers from beyond the local area. Industrial supply in Walsall is low with very little on the market and low vacancy rates. According to local agents, occupiers are typically demanding 3- 5 year leases and new build space is usually offered on terms of up to 10/15 years; however, within the Town Centre, leases can be as short as 12 months.
- In terms of industrial land supply, there is about 9 hectares¹⁰⁰ of industrial land identified within the (current) boundaries of Walsall Town Centre. There are few new build schemes other than the St Modwen's scheme just outside Walsall Town Centre. The current circa 9 hectares does not correspond to an exact quantum of floorspace but from an overall assessment of typical site densities, we consider a site coverage ratio (i.e. Net Internal Area to Site Area) of circa 1/2 2/3. Given that some of identified industrial land is not developed (and on new, standard industrial developments, we would anticipate a ratio of 2/5) we consider it broadly appropriate to apply a site density assumption of 1/2 ratio in order to estimate an industrial Net Internal Area total potential supply figure; this would be 45,000 sq m of existing industrial space and capacity.
- About 4 hectares of the identified industrial land is situated in the Frederick Street/ Bridgman Street area, which is part of a larger, established industrial area stretching from the Town Centre towards Pleck (the majority of which sits outside the Town Centre boundary).
- To the north there are some uses in the Garden Street/ Portland Street area. This is part of a larger, very constrained and irregularly shaped industrial area with poor access, cramped local streets hindering local services, and lack of parking facilities. Non-industrial uses have become more prominent in this area due to its poor location.
- 5.24 The majority of the rest of Walsall Town Centre's industrial space (with some notable exceptions including the Albert Jagger Works) is small scale, fragmented, and located alongside other commercial and in some cases residential uses, which constrains their operation.

¹⁰⁰ Employment Land Review (Annex C).

C. Sector Summary – Industrial

- The majority of the industrial space within the Town Centre (certainly outside of the Albert Jaggar and Frederick Street/ Bridgman Street areas) is poorly located/ specified for modern industrial needs.
- Of the current circa 9 hectares of identified industrial land within Walsall Town Centre, about 4 hectares of this is situated in the Frederick Street/ Bridgman Street area which is part of a larger, established industrial area stretching from the Town Centre to the south west; whilst Albert Jaggar is circa 0.7 hectares. This leaves circa 4.3 hectares of industrial space which has the potential to be 'considered for release (as per the the Employment Land Review).
- In the main, there is little evidence to suggest anything more than minor demand from new occupiers of industrial space to locate in the Town Centre. However, there is evidence of existing demand (reflected by the occupation of industrial units within the Town Centre) for occupiers to remain in their premises within the Town Centre. Policy should safeguard existing industry as long as it stays in situ, partly for wider reasons related to the retention of the employment base but also because workers can contribute to Town Centre vitality and viability.
- Walsall Town Centre has a base of mainly small to medium size industrial occupiers. Most of these are either 'legacy' occupiers who located in the Town Centre for historic reasons¹⁰¹, or owner occupiers who do not have the funds to move or are without a compelling business case to do so (in terms of both financial and operational moving costs). A number may also be relatively new/ easy entry/ informal businesses (mechanics etc.) taking up vacant subdivided space.
- Any future requirements for industrial uses in the Town Centre are likely to be from smaller scale occupiers, for example where their activity is used to service Town Centre operations. Major industrial developments are likely to continue to focus on out of town sites on major arterial roads where accessibility to suppliers and customers is higher and there is less conflict with neighbouring uses.
- The likely continued demand from existing 'legacy' occupiers in the Town Centre and small, owner occupiers means that, whilst there is likely to continue to be a reduction in industrial space within Walsall Town Centre, a significant quantum of space will be required to remain in this use.
- The main variable in determining the future required supply of industrial space within the Town Centre is the 'outflow' of existing businesses seeking to relocate from the Town Centre.
- We do not consider that, for the purpose of this Study, we have a sufficiently robust basis to
 estimate this outflow rate and therefore the amount of industrial space required to be
 retained within the Town Centre.
- The financial viability of new industrial development in the Town Centre is likely to be poor given the typically small size of units sought by operators and the market rents being achieved.

¹⁰¹ See the Black Country Core Strategy

- Town Centre industrial occupiers are likely to be typically driven by access to employees, cheap space and flexible lease terms – these do not correspond with the requirements of institutional investors and developers.
- Industrial uses are not defined as a main Town Centre use (NPPF, Annex 2); therefore, where sustainable industrial stock does exist on the periphery of the Town Centre, we consider that it should be excluded from the Town Centre boundary (as considered further in Section 11 of this Study). A specific example is the Town Wharf Business Park (Bridgeman Street) and the area towards Pleck, which trades well and is on the south western edge of the Town Centre.

Part 2: Walsall Town Centre Development Sites Assessment

6. Assessment of Town Centre Areas & Mixed Use Developments

Town Centre Character Areas

- In order to inform the spatial strategy for Walsall Town Centre, we have separated the Town Centre into 8 Character Areas (refer to Figure 6.1 below) and set out below our analysis and the potential development opportunities/improvements for each Character Area. Our analysis (refer to Figure 6.2 below) considers a number of environmental and commercial indicators, namely:
 - Public Realm/Environment;
 - Economic Vitality;
 - Type of Buildings/Land;
 - Compatibility with Occupier Requirements; and
 - Development and Improvement Opportunities.

Figure 6.1: Walsall Town Centre Character Areas Plan

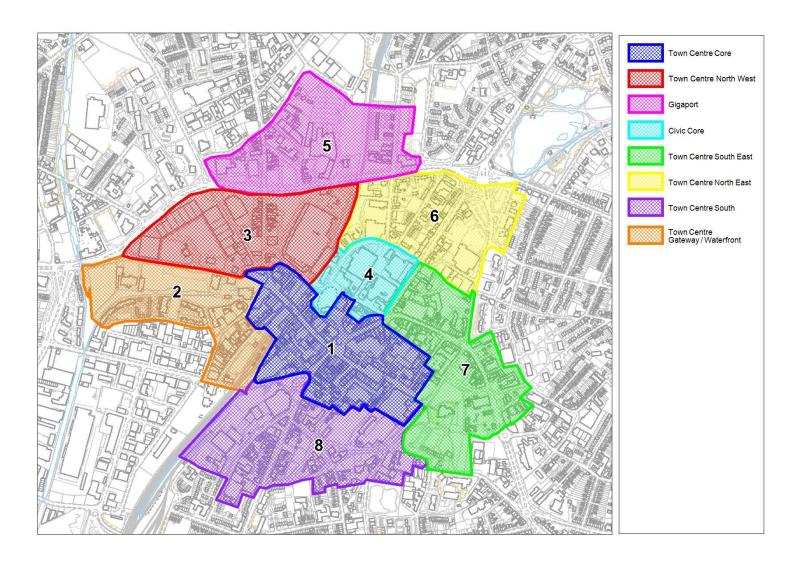


Figure 6.2: Walsall Town Centre Character Areas Analysis

	Public Realm/Environment	Economic Vitality	Type of Buildings/ Land	Compatibility with Occupier Requirements	Development and Improvement Opportunities
1) Town Centre Core	 Predominantly pedestrianised area with hard landscaping of mixed quality. Park Street has a strong linear views extending between Gallery Square and St Matthew's Quarter. The substantial number of vacant shop units, particularly those concentrated at the southern end of the Town Centre – e.g. Old Square shopping centre (25), Digbeth and the Victorian Arcade (17) – have an adverse impact on the town's environmental quality. The new retail developments at Digbeth (i.e. Primark, Co-Op) and the St Matthew's Quarter will help to address the issue of vacancy rates therein and in surrounding areas. Further, there are 11 vacant shop units at The Saddlers, 10 at Park Place, and 4 along Park Street (based on our October 2014 survey update of Experian Goad data). 	 Mix of major and multiple retailers (food and nonfood) Key service businesses Independents retailers and businesses Some office stock (limited in quantity and quality) Future uses: Retail (larger units) A3 leisure Residential 	 Area dominated by main Town Centre uses, namely retail, typically occupying small (and dated) units. Four indoor shopping centres including The Saddlers, Old Square, Park Place and the Victorian Arcade. Walsall outdoor market focused around The Bridge. Asda foodstore off George Street. 	 Around half of the vacant shop units identified at The Saddlers and along Park Street measure less than 100 square metres and are typically long and narrow in configuration. The majority of vacant shop units in Old Square shopping centre also measure less than 100 square metres. Small, poorly configured units not compatible with modern retailer requirements (adverse implications for vacancy rates). 	 This area should be the focus for larger, more flexible units capable of satisfying modern retailer requirements. Need for public realm improvements throughout the area, particularly along Park Street and in and around the St Matthew's Quarter, to help create the conditions necessary to attract occupiers and investment. Provision of a new Walsall Market (currently the subject of a planning application). Introduction of more family-friendly A3 leisure and complementary residential and community uses to improve the vitality and viability of the area.

	 A number of buildings of historic/heritage interest, including the Victorian Arcade and The Crossing at St Paul's. The Saddlers shopping centre, located off Park Street, provides a modern, clean indoor shopping environment and well-kept shop frontages. Old Square shopping centre, fronting Digbeth, is blighted by vacant units (25) and has an unappealing and restrictive layout. 			Current environmental quality serves to put off potential occupiers and investors.	
2) Town Centre Gateway/ Waterfront	 Canal-side environment. Prominent vacant plots of land (i.e. development opportunities) in the Waterfront area. Surface level car parking along Wolverhampton Street. Gallery Square, in particular, benefits from high quality public realm relative to the wider Town Centre. Relatively pedestrian-friendly routes from Walsall railway station, leading into Park Street and The Saddlers shopping centre. 	 New Art Gallery Hotel (Premier Inn) Residential Walsall railway station Future uses: Cinema A3 leisure Residential 	 Modern buildings including the New Art Gallery and Premier Inn. Some modern (flatted) residential developments. Prominent vacant plots of land (i.e. development opportunities) in the Waterfront area. Surface level car parking along Wolverhampton Street. Walsall railway station and 	 Residential developments typically 1-bed and 2-bed apartments; lack of 3-bed apartments, Suitable location for a cinema-anchored leisure (including A3) scheme – as implemented at Waterfront. 	 Potential new cinema-led leisure scheme. Residential-led mixed use development to increase the town's resident and worker population.

3) Town	 Area dominated by modern, large scale retail sheds (i.e. Crown Wharf Shopping Park, 	Existing major and multiple retailers (food and non- associated infrastructure. Modern, large retail units.	large scale retail leisure scheme.
Centre North West	 Crown Wharf Shopping Park, Tesco). Crown Wharf Shopping Park set in a self-contained, well-landscaped environment with dedicated surface level car parking. Modern, well-kept units at Crown Wharf Shopping Park. There are currently two vacant units at the Shopping Park (units 10A and 14A); one of which (unit 10A) is to be occupied by 99p Stores. Prominent vacant site (i.e. the Cordwell site). Some small (and dated) retail units along Stafford Street. 	food) • Tesco foodstol Littleton Street \	Wharf Shopping Park suitable for modern retailers. Wharf Shopping From Crown Wharf Shopping Park to the Town Centre. WMBC should seek to control retail development (including)

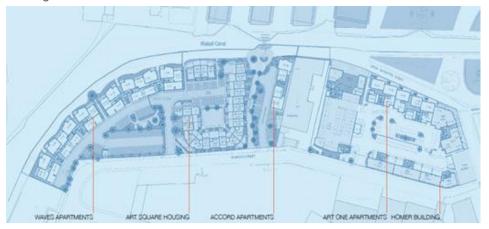
4) Civic Core	 Area includes civic facilities and a range of community/cultural uses, creating a vibrant environment. The quality of public realm is generally good with wide and open pedestrianised routes. The busy/noisy bus interchange serves to detract from the quality of the local environmental. 	 Walsall Civic Centre (including public sector offices) Walsall Town Hall Walsall Museum Gala Baths Limited A3/A4/A5 uses Future uses: - Potential new community sports facility - A3/A4 leisure Predominantly older civic buildings in active use. Bus interchange. 	 Older civic buildings unlikely to meet modern occupier requirements. Gala Baths in need of investment if to remain in active, viable use. Royal Mail site occupies a constrained, relatively inaccessible Town Centre location. 	 A new community sports facility following the current refurbishment works to Gala Baths. We consider this area to have potential to form a public sector hub (i.e. sharing with other occupiers). WMBC's wider community sports and leisure strategy will determine the appropriateness of this location for a re-provided sports facility.
5) Gigaport	 Area includes good quality hard/soft public realm as part of new developments. Prominent vacant/cleared sites. Busy ring road to the south. 	 New office developments Walsall College Walsall Leather Museum Future uses: Offices Some residential uses (principally) to the east. A number of large buildings in active use. Vacant/cleared sites (some of which have extant planning permission and/or are under construction). 	 Opportunities to provide a 'critical mass' of new office stock to attract occupiers. Further opportunities to enhance/consoli date existing education provision (i.e. Walsall College). 	 This area has the potential to bring forward further office space that meets market and occupier needs. The Gigaport area currently has large offices, and has the potential to deliver more given the extent of available vacant land (including predominantly surface level car parking). Need for improved site accessibility and linkages with the wider Town Centre; this is part of creating the right environmental conditions for offices at Gigaport.

6) Town Centre North East	 Generally pleasant 'inner town' environment. Little new public realm. 	 Some small scale Town Centre/ commercial uses along Lichfield Street Morrisons (off Lower Rushall Street) Future uses: Offices 	Mixture of buildings/land in terms of size and use.	Opportunities to provide new office stock to attract occupiers are predominately focused on the western side of this area.	 The area has the potential for infill residential uses to be developed; mixed with further office uses on the western side of this area to complement Gigaport. Potential for a new hotel to be brought forward at the gateway in the north east of this area (i.e. Ward Street area).
7) Town Centre South East	 A range of uses make this area diverse in nature and in terms of the local environment. Parts of this area are characterised by existing industrial sites. The concentration of vacant shop units along Bridge Street (25 based on our October 2014 survey update of Experian Goad data) detract from the quality of the local environment. 	 Industrial Residential Some small scale Town Centre/ commercial uses Lidl (off Ablewell Street) Future uses: Residential 	 Building sizes/uses range within the area, from larger scale industrial units and smaller scale retail units. Some residential uses. 	 Existing industrial premises principally serve local occupiers. Smaller retail units serve local independent retailer needs. The high number of vacant shop units along Bridge Street would indicate that these are unattractive to occupiers. Reasons for this are likely to include 	 Residential development opportunities, including infill and comprehensive schemes, to increase the town's resident and worker population. Preference for existing industrial sites to be retained where viable. Opportunities for temporary pop-up shops to help address the high number of vacant shop units.

8) Town Centre South	 Jerome Retail Park set in a self-contained, environment with dedicated surface level car parking. Some small (and dated) retail units along Bradford Street. Parts of this area are characterised by existing industrial sites. Areas of green space serve to improve the local environment. 	 Industrial Residential Some secondary retail and leisure uses Future uses: Residential Convenience Retail 	 Building sizes/uses range within the area, from larger scale industrial units and smaller scale retail units. Some larger, secondary retail units at Jerome Retail Park. Some residential uses. 	occupancy costs and terms, unit sizes (average 150 square metres), location/ distance from the PSA, low footfall and/or quality of the local environment. Existing industrial premises principally serve local occupiers. Jerome Retail Park attractive to lower end, value retailers only. Smaller retail units serve local	 Residential development opportunities, including infill and comprehensive schemes, to increase the town's resident and worker population. Preference for existing industrial sites to be retained where viable. Potential/preferred location for an expanded public transport interchange. Potential/preferred location for
				0111011101110111	 Potential/preferred location for convenience retail (i.e. discount foodstore) at Jerome Retail Park as part of comprehensive redevelopment, providing prominent frontage and surface level car parking.

Mixed Use Developments

- We outline below details of some (not exhaustive) major mixed use developments in Walsall which have recently been completed or are currently in the pipeline.
 - Waterfront Development¹⁰²: A phased mixed use scheme is planned for Walsall Waterfront. Developers envision a new Waterfront and Canalside Quarter.
 - Waterfront South: This Jessup mixed-use development (primarily residential and commercial) has been developed on the south side of the Town Arm of the Walsall Canal adjacent to the New Art Gallery. Jessup achieved Preferred Partner status with the HCA, to enable funding through this public body, and to make development financially viable. Development was phased providing residential space. The scheme includes a midwifery-led birthing unit in the former Homer Building.



- Waterfront North: This site comprises a 100-bed Premier Inn hotel and benefits from extant planning permission for a cinema-anchored leisure scheme with A3 provision. This scheme is under construction.
- Waterfront Lex: The site has been acquired by WMBC from HCA. WMBC's intention is to remediate the site and then put it to the market for leisure or commercial uses subject to demonstrating viability. In our view, a residential-led scheme is the most deliverable on this site. Although, WMBC has had some interest from officer occupiers in the site.
- St Matthew's Quarter including Old Square¹⁰³: As summarised at Section 2B of this Study,
 Norton and Proffitt have extant planning permission for new retail development at St

¹⁰² Part of Character Area 2 (Town Centre Gateway/Waterfront).

¹⁰³ Part of Character Area 1 (Town Centre Core).

Matthew's Quarter. The scheme includes 11 retail units fronting Digbeth and Lower Hall Lane, comprising 5,890 sq m gross of A1 floorspace and 2,366 sq m gross of Mixed A floorspace (figures include proposed mezzanine floorspace). To date, pre-lets have been agreed with B&M and Poundland. Regarding the Old Square (also within St Matthew's Quarter), Phase 1 is under construction comprising a new Primark/Co-Op scheme. A planning application has been submitted to WMBC for Old Square Phase 2, which proposes the refurbishment of 7 existing retail units at Old Square shopping centre, fronting Digbeth, and the development of circa 1,000 sq m gross of additional retail floorspace.

• **Bradford Place**¹⁰⁴: This scheme, which is subject to securing a new site for the Bradford Place bus interchange, is envisioned as a major new public space linking The Saddlers shopping centre with the Victorian Arcade, Jerome Retail Park and the St Matthew's Quarter.

¹⁰⁴ Part of Character Areas 1 (Town Centre Core) and 8 (Town Centre South).

7. Transport Strategy

7.1 This section considers the strategies for car parking and public transport over the plan period. It endorses and builds on work undertaken for the draft Walsall Town Centre Car Parking Strategy (Area Action Plan Preferred Options Stage), and work that considered future public transport interchange improvements carried out in 2007 and 2013 variously by Centro, WMBC and Network West Midlands. This section is a summary of the more detailed commentary and analysis provided at Appendix 6.

Draft Car Parking Strategy

- 7.2 The Draft Car Parking Strategy identified that there are currently 1,346 parking spaces across the town operated by WMBC and 4,225 operated by private bodies. Over the six months to April 2014, the busiest day saw 3,796 of the spaces occupied, or around 70% of the total. This was taken as the baseline for the calculation of future need.
- 7.3 Added to this, the Draft Strategy notes that there is expected to be a need for an additional 320 spaces to accommodate WMBC staff relocated from the Civic Centre, but that development opportunities within the next 18 months (from April 2014) would provide a further 108 publicly available spaces. This would add demand for a further 212 spaces in total to the baseline.
- 7.4 Finally, WMBC expressed a wish to ensure that there was sufficient 'slack' in the system to cater for times of peak demand. To this end, an assumed 15% was added to any demand calculations for future provision, and this seems reasonable.

The Draft Car Parking Strategy has been reviewed in the light of this report, and the revised Car Parking Strategy will be used by the Council to help inform decisions about the provision and management of car parking.

- 7.5 To calculate future car parking demand, the Draft Strategy made two main assumptions:
 - That increased demand would be generated by eight major development opportunities and, save for Old Square Phase 2, each of these was assumed to be B1 office development for the calculation of parking demand;
 - That although much of this parking would be provided within development sites, there
 would also be a need for residual Town Centre parking, and this was calculated as 25%
 of the overall total demand from the new developments.

- 7.6 This equated to an estimate of total demand from the delivery of development opportunities (3,529 parking spaces), which translated into a Town Centre parking demand of 882 spaces. Again, this seems a reasonable approach.
- 7.7 Balanced against that, the Draft Strategy also assumes that WMBC embarks on a policy of disposal of its smaller car parks, where site conditions will allow, such that WMBC would be left with only four car parks across the town (with a total of 214 spaces).
- 7.8 Adding this to the baseline gave a forecast shortfall of 1,201 spaces across the town over the next 5-10 years, with the recommendation to pursue a new multi-storey car park of 400-500 spaces within the initial period of the AAP. Following this, a further one or two multi-storey car parks would be required to meet demand generated by additional development.
- 7.9 The Draft Strategy considered the locational requirements for new car parks and took into account a number of factors; including ownership, accessibility to other modes of transport, traffic management, and opportunities to encourage regeneration and enhance footfall to certain parts of Walsall. There was an acknowledgement that there is a lack of parking provision in the north and east of the Town Centre, and that new multi-storey car parks in these areas would be desirable. This Study endorses the Draft Car Parking Strategy and uses its methodology as a basis for further assessment.
- 7.10 However, in revising the Car Parking Strategy, there needs to be a recognition of how it can be used alongside the future growth of the Town, with development proposals complementing it, rather than conflicting with it. There will be a greater emphasis on the need for short stay car parking to serve the whole of the Town Centre, including individual developments of all types, in order to encourage increased lengths of stay at various locations across the town.
- 7.11 It is also important to recognise that, whilst the assumption of providing public parking for 25% of the overall demand for development-related car parking across the Town Centre is sound at present, as this is related to the more certain developments coming forward, this will need to be reviewed and amended as necessary over time as there is more confidence over the full scale of development through the AAP.

Assessment of the 24 Development Opportunities

- 7.12 Based on the 24 Town Centre sites assessed in terms of their development potential (as considered in Section 9 below), we have reviewed the Draft Strategy and updated the car parking requirements, albeit retaining the same basic calculation method used as this was felt to be sound.
- 7.13 For each site in Section 9 of this Study, WMBC's parking standards set out in UDP Policy T13 have been applied to the land use type and area proposals to give a more up-to-date assessment of future parking need. For the purpose of residential parking requirements, it has been assumed these

are all to be provided on site and therefore are excluded from the calculations. Site-by-site parking demands and subsequent calculations are shown in more detail in Appendix 6.

- 7.14 Based on the development site assessments, the total requirement for development parking spaces is forecast to be 3,670 over the 20 year time horizon. However, simply concentrating up to 2026 to broadly match the Draft Strategy, the overall demand is forecast to be 2,904 spaces (compared to 3,529). Applying the same 25% factor, this gives a public car parking requirement of 726 (compared to 882), with an overall forecast shortfall of 1,021 spaces. This is not too dissimilar to the Draft Strategy, accepting that parking demand will vary as development takes place.
- 7.15 In the short term (to 2021), the additional demand from development is forecast to be only 855; of which 25%, or 214 spaces, would need to be provided in public car parks. This would nominally give a shortfall of 432 spaces using the same calculation as above, but the likelihood of WMBC disposing of all of the 1,132 spaces currently provided in the smaller car parks in the next five years is quite slim. Therefore, it would appear as though there is no immediate need for a new car park within the initial AAP period. However, to provide sufficient 'slack' to dispose of the smaller car park sites without causing disruption to parking and/or disincentives to development and investment, it would be prudent to begin the design and possibly even the construction of a new car park in the period up to 2021.
- 7.16 Since the Draft Strategy was prepared, more information has come to light on the medium to long term costs of maintaining the Hatherton Street multi-storey car park, in particular the high costs of simply slowing the rate of deterioration of the existing concrete structure. Ideally, the complete structure should be removed, but issues with slope stability for the railway below are likely to mean that this is impractical. Therefore, the best option is likely to be demolition to base level, and use for a limited amount of car parking at that level. This would leave a further shortfall of around 300 spaces. Although the loss of these spaces is not immediate, it re-inforces the recommendation that WMBC start the process of bringing forward a new car park at the earliest opportunity.
- 7.17 The recommendations of the Draft Car Parking Strategy remain valid following this Study, namely that two new multi-storey car parks of around 500 spaces each are required by 2026, and that the development of at least one of these new facilities should be pursued within the next five years in order to facilitate the disposal of other sites.

Location of New Car Parks

7.18 The Draft Strategy also identified that, if the Town Centre is split into four quarters, then the lack in current provision was for people arriving along the A461/A34 corridors and from the east. Day Street/Challenge Block and Intown Row were identified as suitable locations for new multi-storey car parks. These locations would also match the need to improve accessibility for the Town Centre whilst minimising the impact on the strategic highway network and on noise/ air quality within the Town Centre.

7.19 The development site assessments (see Section 9) for each of the Day Street and Challenge Block sites set out what is considered to be the most viable use of each site in development terms. In transport and accessibility terms, each site has its own advantages and disadvantages when considering a suitable location for a new car park. These are summarised in the table below.

Site	Advantages	Disadvantages		
Challenge Block	 Accessible from the A461 and The Broadway Located south of the Ring 	Access issues with the right turn to/from Littleton Street		
	Road, so better linkages to the town centre	 Part of site may be needed for junction improvements to cater for turning traffic 		
	Council ownershipCould be integrated with other potential site uses	In terms of ownership there is also other private		
	,	owners for large parts of the site		
Day Street	 Accessible from the A34 and the west Some scope for junction capacity improvements within existing footprints 	Located north of the Ring Road, so pedestrians would need to cross the road to access the town centre		
	Mostly in Council ownership	 In terms of site ownership the premises on the Stratfprd Street frontage are in private sector ownership 		
		Possible conflicts with other potential site uses		

- 7.20 Although both sites have potentially significant disadvantages to overcome, the ability of WMBC to deliver a super car park seems better at this stage at the Challenge Block site, given the site ownership and the way that a car park could be integrated with other potential uses to aid delivery. Siting the car park south of Littleton Street would also provide better linkages to the town centre, and hence fit with the strategy of encouraging short stay parking within the town as part of the AAP. However, should it not be possible to bring forward the Challenge Block site, then Day Street is the next best alternative. Again, the fact that there are still a number of obstacles to delivering a new car park in this area is another reason why work needs to start as soon as possible to bring forward the first super car park.
- 7.21 In the medium/long term, particularly with some uncertainty over the future availability of spaces at Hatherton Street, a second super car park will be needed. Intown Row is also considered to be suitable for redevelopment as a multi-storey car park, as narrow access may restrict other uses and

a multi-storey car park could take advantage of the level differences across the site. The development site assessment for Intown Row (see Section 9) reflects this. Providing a new car park at Intown Row would require access improvements on Lower Rushall Street and Lichfield Street, and it will be important that this site is brought forward in a pro-active manner rather than one led by the type of informal car parking arrangements that have been seen in the past. This suggests again that, although the need for such a car park is not immediate, more detailed work on the improved accesses and possible layouts should be undertaken soon.

- 7.22 Having regard for the likely timing of the developments, the site assessments indicate that a new car park to the north of the Town Centre would be closer to increased demand in the short/medium term, with a new car park to the east following in the medium/long term as development takes place in the adjacent Council car park sites.
- 7.23 However, when keeping the Car Parking Strategy under review, WMBC may wish to consider whether a more interventionist policy may be more applicable; that is, providing spaces to the east of the Town Centre first, in order to try and increase footfall in that part of the Town Centre and thereby act as a catalyst to maybe bring forward sites in that area, such as Paddock Lane, Ablewell Street and Upper Rushall Street.
- 7.24 Although the strategy is based on the encouragement of short stay parking within the Town Centre, any reduction in spaces at Hatherton Street is likely to increase pressure on long stay spaces, and so WMBC may consider allocating some of the upper floors in the new car parks for long stay parking (with differential charging rates) to make best use of the new asset and complement the office-related elements of the AAP. An initial suggestion would be to allocate around 30% of the spaces for long stay, based on relative demand, although this figure should be reviewed and finalised as more detail emerges around the future office developments in the Town Centre.

Delivering New Car Parks

- 7.25 The Draft Strategy notes that WMBC have considered a number of delivery mechanisms for providing new car parks. These include "options to provide additional spaces directly, or by setting up a new public-private sector partnership/joint venture company with the Council." Looking more specifically at the sites recommended for multi-storey car parks in this Study, different delivery mechanisms are likely to be appropriate for each site.
- 7.26 A new multi-storey car park at Challenge Block, with publically available spaces, could be delivered either as a joint venture or as part of the development masterplan for this site subject to viability testing and potential cross subsidy from other uses. Here, parking demand would be comparatively high and could generate sufficient revenue to be attractive to a private sector developer partner from the outset; albeit, the initial viability assessment (Section 10) suggests that the site has significant viability challenges to overcome at the outset, so detailed studies would be required to advance this

development. WMBC's input in this location is likely to be best focused on providing the land for a new car park, as well as ensuring that the principles of the Car Parking Strategy are upheld through any development masterplan for the site.

- At Intown Row there is less likelihood of private sector involvement. In the short and medium terms, parking demand is likely to be lower in this area due to the existing and proposed mix of uses and the anticipated timeframe for redevelopment. Construction and operation of a new car park would therefore be less attractive to the private sector in the short to medium terms given a lack of an immediate revenue stream. Hence, WMBC's intervention at Intown Row is likely to be more substantial, and include funding of the construction of any new car park, which may make early delivery more problematic. Given the traffic constraints of the site and need for upgraded access and infrastructure, we consider that a car park can only come forward on the site as part of a permanent and comprehensive solution.
- Timing the involvement of the private sector in any discussions regarding the delivery of new car parks is difficult. At present, there may not be much interest, particularly when recent multi-storey car parks of a similar size in town centres have required a daily charge of around £6 to break even, which is double the current long stay charge in a Council car park. There is more opportunity at Challenge Block than at Intown Row to address at least part of the current gap in viability by bringing forward the car park alongside other uses. On the other hand, there might be advantages to WMBC in bringing forward a new car park at Intown Row earlier in the AAP plan period by rationalising Council car parking to a single site and using the capital receipts to part-fund the new facility. Provision of a new car park in this part of the Town Centre is also likely to increase footfall; thereby increasing the attractiveness of the area to new businesses and encouraging further private sector investment.

Impact of Car Parking on Town Centre Viability

- 7.29 Maintaining both short stay and long stay parking capacity close to the Town Centre is important to retain the attractiveness and viability of Walsall as a place to work, shop and invest. However, an oversupply of parking can discourage people from using more sustainable transport modes. To maintain a balance, additional parking should generally come forward only if the timing of developments results in a reduced number of parking spaces. Similarly, parking charges should be monitored to ensure parking revenue is maintained.
- 7.30 As part of the ongoing monitoring of the Car Parking Strategy, there may be other opportunities for temporary car parking as sites are cleared, and WMBC may look to use some cleared sites to help implement the Strategy as the issues relating to the new super car parks are worked through. Indeed, it may be possible to seek contributions from the Local Growth Fund for such activity, showing how the clearance of a site brings forward private sector investment whilst providing some financial return in the interim period.

- 7.31 Looking at the Town Centre as a whole, rationalising parking and providing well-signed, easily accessible car parks close to each of the approach routes would benefit both car drivers (through clearer way-finding and identification of available parking) and pedestrians and cyclists (through a reduction in circulating traffic and resultant noise/ air pollution). The effect of this would therefore be to make the Town Centre cleaner, more accessible, and therefore ultimately more viable
- 7.32 In particular, a dynamic parking system, providing live information on space availability, would support the Car Parking Strategy, and help address any issues with the changes to car parking as the AAP is implemented. The purpose of such a system would be to make the Town a more attractive place to visit, to make parking more convenient for people and to avoid rat-running through and around the Town Centre, supporting the accessibility and public transport improvements proposed. Funding for the base system is likely to be required from WMBC's capital programme, but incremental additions could be required as part of individual planning permissions

Sustainable Transport as an Alternative to Parking

- 7.33 Alongside the overall car parking strategy, the following initiatives to promote sustainable travel would help reduce demand for parking and/or approach the use of vehicles in a more environmentally friendly way:
 - Travel Plans for new and existing development;
 - Recharging points for low emission electric vehicles in new car parks; and
 - Car clubs, particularly for town-centre residential sites.

Potential Future Use of Car Park Disposal Sites

- 7.34 The Draft Strategy suggests that WMBC embark on a policy of disposing of 15 of its existing 19 car parks within the Town Centre. Of these 15 car parks, only Stafford Street/Green Lane is not attached to one of the sites that is either recommended for new car park provision, or a potential development site. As this site is adjacent to an existing private car park, combining the two could be a disposal option.
- 7.35 The Intown Row area was identified in the Draft Strategy as one of the two recommended locations for new multi-storey car parks, and so the disposal of these sites should be viewed as part of the delivery mechanisms described above. The remainder of the car parks identified for disposal are considered as part of the development sites assessment (see Section 9 below) in terms of their future use and any potential capital receipts.

Summary of Car Parking Strategy

- 7.36 Car parking within the Town Centre is an integral part of the AAP, and the Car Parking Strategy that will be part of the AAP needs to complement development proposals, rather than conflict with them, as this is likely to provide the best chance of future situation that is both deliverable and viable. Key to this is concentrating on the provision of short stay spaces in the Town Centre that can be used by multiple developments, but not losing sight of the need to replace long stay spaces that may be lost, as well as providing for the office-related developments within the AAP.
- 7.37 Having reviewed the Draft Car Parking Strategy in the light of this Study, many of the fundamental elements are still sound as a basis for inclusion within the AAP, and there is likely to be no shortfall in the number of parking spaces required in the short term, assuming that WMBC are unlikely to dispose of all the smaller car parks under their control. However, work needs to start as soon as possible on firming up the medium and long term elements of the Car Parking Strategy.
- 7.38 In particular, the following recommendations are made:
 - WMBC commences work on the location and design of a new 500 space multi-storey car
 park that would help facilitate disposal of its smaller car parks and offset the impact of an
 early reduction in spaces at the Hatherton Street multi-storey;
 - The preferred site for the new car park is at Challenge Block to complement the development most likely to come forward on this site;
 - Should the more detailed work on Challenge Block show that this site is not deliverable, then the site at Day Street should be considered as an alternative;
 - Construction of another 500 space multi-storey car park would help meet the medium/long term needs of the Town Centre, and the Intown Row site is considered most suitable for the second car park:
 - More detailed work should also be undertaken for Intown Row, should there be a significant delay in the Challenge Block or Day Street sites, or if WMBC wishes to bring forward Intown Row to encourage development of the sites in this area.
- 7.39 WMBC should look to develop a dynamic car park signing system to support the new Strategy, allied to wider enhancements of signing and wayfinding across the Town Centre.

Public Transport Interchange

- 7.40 Walsall Town Centre currently has three public transport hubs: St. Paul's bus station, Bradford Place interchange, and Walsall railway station. St. Paul's and Bradford Place are both congested locations and impact upon the surrounding highway network. These locations also have space constraints and do not currently meet capacity demand.
- 7.41 Much of the centre of Walsall is pedestrianised, and therefore is not directly accessible by bus. The AAP 'Issues and Options' report states that it is desirable to maintain the existing pedestrian areas, to retain trade in the Town Centre, and to allow those without a car access to required

services. This approach will place constraints on future interchange options and any suggested alterations to bus routes.

Options for Improvement

- 7.42 Since 2007, work has been undertaken by Centro, in association with WMBC, to examine options for improving public transport interchange across the Town Centre. The AAP 'Issues and Options' report summarised the three options that had been taken forward through that process:
 - Redevelop St Paul's bus station with larger capacity;
 - Develop a new multi-modal facility at Station Street;
 - Redevelop Bradford Place Interchange to create larger capacity by expanding into Jerome Retail Park.
- 7.43 Following a detailed option appraisal, which included a view on how and where future development across the Town Centre was likely to come forward, Centro recommended that the latter option be the one taken forward as part of the implementation of the AAP.
- 7.44 We have reviewed the option appraisal process already undertaken by Centro in the light of the development site assessments (see Section 9 below) and would conclude that there is no reason that the work done to date should materially change.
- 7.45 From a pure movement/ access/ integration point of view, and based on where the majority of the development sites are likely to be in the medium term, the Station Street site probably offers the best location of the three options albeit there are significant issues with reduced height railway bridges in this area that limits the number and type of vehicles that could be used.
- 7.46 Longer term, with development of Council car park sites to the east of the Town Centre, the St Paul's option probably offers better accessibility, but the critical mass to support this will not be there immediately. Unlike car parking, there is little scope for a more interventionist approach to public transport as commercial operators would need to see where demand was likely to come from before altering bus routes and serving new/ expanded interchanges.
- 7.47 Thus the expanded Bradford Place option recommended by Centro seems sound in the short to medium terms, and any loss of parking spaces that would result at Jerome Retail Park is unlikely to change the preceding conclusions relating to the Car Parking Strategy.

Bus Routeing

7.48 As mentioned, without subsidy or a strong business case, commercial operators are unlikely to alter routes to serve new developments; however, the existing Town Centre bus routes would seem to serve the development sites in the short and medium term fairly well.

7.49 There may be more of an issue for serving the Council car park sites to the east and north of the Town Centre in the longer term. How these sites are best served by public transport will be a matter for WMBC to take forward with individual site developers and bus operators at the appropriate time.

Railway Station

- As noted, from a pure movement/ access/ integration point of view, the Station Street site probably offers the best location for a combined Town Centre interchange, but constraints elsewhere on the highway network count against this site. It will remain, however, the location for the town's railway station, and planned electrification of the line as well as future service improvements mean that the role of the railway station in the Town Centre 'offer' will become increasingly important
- 7.51 There are also proposals for a new rapid transit link between Walsall and Wolverhampton that will require a new platform and new parking facilities as the former is likely to be constructed using part of the existing car park on Station Street. The potential loss of spaces needs to be accounted for within the Car Parking Strategy, and it is also important that the design of these improvements complements the AAP and ensures that any new scheme is integrated with the surroundings.
- 7.52 In particular, WMBC should ensure that opportunities to realise the commercial potential of railway land adjacent to the existing railway stations and platforms are examined through the further development of the electrification and rapid transit projects, complementing the development proposals for the area and possibly providing a new entrance to the station from Station Street, with a much more open frontage than at present.

Highways Improvements

- 7.53 The review of the Draft Car Parking Strategy identified the need to consider access and junction improvements in line with any new car park at Challenge Block, Day Street and Intown Row. Not only will these improvements have to accommodate the adjacent car parks and other site uses, they should account for wider AAP aspirations. Indeed, there is a need for WMBC to look holistically at the traffic and highway implications of the AAP development proposals across the Town Centre.
- 7.54 There is likely to be other parts of the network that require improvement over the lifetime of the AAP, such as Bradford Street/Wednesbury Road and Dudley Street within the Town Centre, and radial routes such as the A461. Again, WMBC needs to model the traffic impacts of the AAP as a whole and determine what improvements are needed and when.

8. Overview of the Local Property Market

8.1 In depth commentary has been provided in Sections 2-5 of this Study on the dynamics of the various sectors of the Walsall Town Centre property market. The primary purpose of the commentary within this section is to provide information on the value assumptions to be utilised in the assessment of the 24 selected sites (see Section 9 below). As an overarching point, the sector specific commentary in this section does not fully reflect the wider delivery record of property schemes in Walsall in recent years. We understand that as well as the retail planning consents for Old Square phase 2 and Norton & Proffitt sites, WMBC is in discussions with retailers concerning sites in and on the edge of the Town Centre. Discussions are also advancing concerning a mixed use development on the edge of the Town Centre (a planning application is expected in 2015), whilst WMBC is in ongoing negotiations with an office end user to promote a headquarter building in the Town Centre. We also understand that there are other enquiries for office use and a hotel operator within the Town Centre. As shown over recent years, a challenging market context can be overcome by public sector intervention to achieve delivery.

Retail & Leisure

National Investment Trends

A significant increase in UK retail warehouse investments took place in Q3 2014, the turnover of £1.2bn being the highest on record (Figure 8.1). Five major properties sold in the quarter, including one of the UK's leading retail parks, Fosse Park in Leicester, acquired by the Crown Estate for £345m; and Blackwater Shopping Park, bought by TIAA-Henderson for a benchmark 4.25% yield. It seemed that current supply would not allow this volume of activity to continue into Q4, though demand is very strong. In relation to Walsall and its environs, sub-section 2B of this Study identifies the existing supply of retail parks and there is likely to continue to be retail warehouse investment outside of the Town Centre. This is likely despite the existing vacancies amongst Walsall's retail warehouse stock as it reflects the changing attractiveness of different locations and the changing specification of occupiers. This investment will serve to absorb some of the expected retail demand in Walsall overall but the types of goods sold in these locations are not always compatible to Town Centre formats.

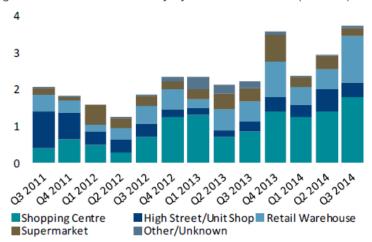


Figure 8.1: Investment Activity by Retail Sub-sector (£ billion)

Source: Property Data, DTZ Research.

8.3 Shopping centre investment activity was on an upward trend in 2013-2014. Shopping centre investment transactions totalled £4.4bn from 63 transactions by the end of Q3 2014, substantially in excess of the £3.1bn transacted in the same period in 2013. The increase in demand has resulted in yield compression and brought forward more supply, encouraging further investment activity. There were 11 shopping centres under offer at the end of Q3 with a further 48 centres being marketed, together totalling £2.6bn.

Walsall's Investment Market

In relation to the market in Walsall, Table 8.1 shows recent retail investment deals in Walsall Town Centre. The investment deals for Park Street show that yields on retail property stood at around 7.0-10.0% in 2011 (this is the most recent available data). These select investment deals were based on properties let to retailers with (in the main) strong covenants. However, independent retailers characterise much of the retail units across Walsall Town Centre especially beyond Park Street; the yields achievable on these assets will be significantly softer (however the lack of transactions in the market means that there is no information available on such deals).

Table 8.1: Recent Retail Investment Deals in Walsall Town Centre

Property Address	Size sq ft	Size sq m	Sales Price £	Date	Value £ psf	Value £ psm	Rental Income £ pa	Yield %	Notes
59-75 Park Street	-	-	£7,700,000	2014	-	-	£813,312	-	Purchased by REI, WAULT of 5.1 years. Retailers include Wallis, Burton, Superdrug Stores, BHS and Waterstones.
16-18 Park Street	8,977	834	£1,565,000	Q1 2014	£174	£1,876	-	-	-
The Saddlers centre	195,886	18,198	c.£12,300,000	Q1 2013	c.£63	c.£676	-	-	Purchased by Topland from SWIP (Scottish Widows Investment Partnership). The scheme is anchored by M&S, Argos and Costa. Among the 48 other tenants include Boots, Subway, and Vision Express.
67 Bridge Street	3,251	302	£105,000	Q1 2011	£32	£348	-	-	-
56-58 Park Street	33,477	3,110	£3,300,000	2011	£99	£1,061	£345,000	9.3%	Let to New Look for a further 10.5 years. Long leasehold for a term of 126 years from 25 December 1982.
59/75 Park Street	5,290	491	£8,600,000	2011	£1,626	£17,515	£910,008	10.0%	Multi-let to Arcadia, Superdrug, BHS, Waterstones
16-22 Park Street	22,421	2,083	£3,175,000	2011	£142	£1,524	£235,000	7.0%	Let to Barclays Bank PLC, 14 years unexpired, and Republic Retail Ltd; 4 storey building providing two large retail units on G

	floor with ancillary
	accommodation on floor 1-
	3.

8.5 In terms of A3/ restaurant deals, there is no comparable evidence available on investment deals due to a lack of market activity. However, DTZ consider that a deal on the Vue Cinema scheme would achieve around a 6.0% yield and a deal at The Light would achieve yields of around 8.0%. DTZ consider that A3/ restaurants units at either proposed leisure scheme would achieve yields of around 6.5%.

Occupiers - Walsall's Rental Market

Prime rents in Walsall have fallen drastically from around £1,345 psm Zone A equating to £538 - 645.00 psm, in the mid-2000s and currently stand at around £753.00 - 969.00 psm Zone A (as illustrated in Figure 8.2 below).

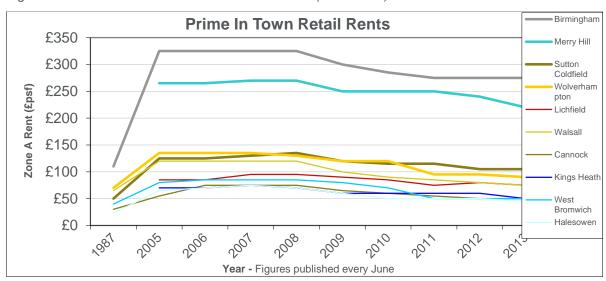


Figure 8.2: Prime Walsall Town Centre Retail Rents (1987-2013)

Source: EGi Town Reports, Walsall (10 mile radius, rental).

- We understand that prime retail rents at Crown Wharf Shopping Park stand at around £215.00 psm. Prime rents at Park Street have fallen considerably over the past five years, with the most recent evidence suggesting that they now range between £753.00 861.00 psm Zone A. Available market data shows that the Zone A rents for Bradford Street stand at around £538.00 603.00 psm.
- The restricted level of recent market activity and the lack of publicly available data on deals in The Saddlers shopping centre means there is little evidence to base/ assume ERVs. This is heightened by the fact that most of the in-movers in the Town Centre, the majority of which have been independent retailers, have mostly taken temporary leases. Nonetheless, local agents report that

the tone of headline rents is around £538.00 psm Zone A; and recent available evidence shows a unit achieving around £54.00 psm. Likewise, the planned redevelopment of Old Square shopping centre and the absence of recent deals in this part of Walsall Town Centre, make it difficult to interpret Zone A rents. Our best understanding comes from conversations with local agents who estimate rents in the region to be around £54.00 psm. That said, agents report that the majority of deals have been at a nil rent with occupiers simply paying service charge. Likewise, at Park Place shopping centre, the upper level is almost entirely empty and agents advise that the only recent inmover (an independent barbers) took a unit on a 'rates only' basis. Rents at Digbeth House stand at around £431.00 psm Zone A according to the PROMIS Retail Market report for Walsall. Rents at Victorian Arcade are, according to local agents, drastically reduced compared to a few years ago and recent evidence suggests deals achieving around £108.00-323.00 psm. Table 8.2 below highlights some of the recent leasing deals in Walsall Town Centre.

Table 8.2: Recent Retail Leasing Deals in Walsall Town Centre

Retailer	Shopping Park / Area	Size sq ft	Size sq m	Rent £ pa	Rent £ psf	Rent £ psf ZA	Rent £ psm	Notes
River Island	Crown Wharf	5,167	480	£141,731	£27	£295	£295	10 year lease taken from 01/09/2012
Outfit	Crown Wharf	13,450	1250	£336,250	£25	£269	£269	15 year lease taken from 05/10/2007
Next	Crown Wharf	9,993	928	£144,799	£14	£156	£156	Lease taken from 18/05/2001
Smyth's Toys	Crown Wharf	15,004	1394	£339,750	£23	£244	£244	15 year lease taken from 01/05/2008
TKMaxx	Crown Wharf	20,138	1871	£250,000	£12	£134	£134	15 year lease taken from 18/05/2000, break at 11th year
Brantano	Crown Wharf	5,006	465	£125,000	£25	£269	£269	15 year lease taken from 12/05/2005
BHS	Town Wharf	35,004	3252	£340,000	£10	£105	£105	
Superdrug	Town Wharf	12,895	1198	£240,000	£19	£200	£200	
Wallis	Town Wharf	5,350	497	£90,000	£17	£181	£181	
Iceland	Jerome Retail Park	6,065	563	£51,553	£8.50	-	£270	15 year lease taken from 06/01/1998, breaks at 5th and 10th year
Prima Tessuti	St Matthew's Quarter	3,014	280	£75,591	£25	-	£270	10 year lease from 01/08/2004

Mexx	St Matthew's Quarter	2,800	260	£70,224	£25	-	£295	10 year lease taken from 01/08/2004
Available	Victorian Arcade	1,453	135	£20,000	£14	-	£148	Available on a 10 year lease, with a rent review at 5 th year.
Available	Victorian Arcade	919	85	£9,500	£10	-	£112	Available on a 10 year lease, with a rent review at 5 th year.
Available	Victorian Arcade	232	22	£6,950	£30	-	£316	Available on flexible lease terms.
Available	Victorian Arcade	355	33	£6,500	£18	-	£197	Available on flexible lease terms.
Available	Old Square Shopping Centre	604	56	-	-	-	-	Available on a 10 year lease, with a rent review at 5 th year.
Available- Previously occupied by Ethel Austin Ladies Wear.	St Matthew's Quarter	3,471	322	£35,000	£10	-	£109	Available on a 10 year lease, with a rent review at 5 th year.
Card Factory	Park Street	3,003	279	£75,000	£25	£75	£269	Lease taken from 01/09/2011
Deichman n	Park Street	3,699	344	£125,000	£34	£75	£363	Lease taken from 01/02/2012
Poundland	Park Street	30,000	2787	£250,000	£8	-	£90	Lease taken from 01/09/2011
Barclays	Park Street	-	-	£120,000		£90		Lease taken 01/10/2010
Speedy Cash	The Bridge	6,602	613	£58,000	£9	-	£95	Lease taken from 01/04/2012, with 6 months rent free. Asking price: £110,000 pa
Local Charity	Bridge Street	2,050	190	£135,000	£66	£44	£711	Lease taken from 01/06/2011

Independe nt	Bradford Street	-	-	-	-	£56	-	Lease renewal 01/02/2013
Independe nt Optician	Bradford Street	-	-	-	-	£57.50	-	Lease renewal 01/02/2013
Stirlings Jewellers	Victorian Arcade	-	-	-	-	£40	-	Lease taken 01/03/2013, with 6 months rent free
Independe nt Retailer	Bradford Mall	-	-	-	-	£90	-	Rent renewal 01/12/2009

- Based on our knowledge of the cinema-anchored leisure schemes previously being promoted (i.e. the Cordwell site) and currently under construction (i.e. the Waterfront North site) in Walsall Town Centre, A3/ restaurant operators have generally been offered 280-465 sq m units at rents of around £75.00-248.00 psm; while we are aware that the cinema operators have been pre-let for rents of around £188.00 psm. Available data shows that A3/ restaurant rents at Crown Wharf Shopping Park are currently at around £301.00-409.00 psm. There is no available data for leasing deals at other A3/ leisure units across the Town Centre, primarily because there has been very little activity. However, rents at A3/ leisure units beyond the northern end of the Town Centre are likely to be significantly lower due to their location; ultimately the northern end of the Town Centre appears to have developed as the only viable leisure location. Table 8.3 below illustrates recent A3/ leisure leasing deals in Walsall Town Centre.
- 8.10 WMBC has provided DTZ with information in relation to leases in Walsall Town Centre. WMBC has gathered and collated this information from the Land Registry. The data relates to 210 units in the Town Centre, predominately made up of retail units but covering some other sectors as well. This database includes a number of 'virtual freeholds' (i.e. leases with more than 80 years remaining on them, a number of which are likely to be subject to peppercorn rents). Figure 8.2 illustrates this profile of lease expires; with 13% already expired (a number of these units are likely to be 'holding over' their leases) and 50% with more than 10 years to expiry (this includes a number of 'virtual freeholds'). This indicates a relatively even split of expiries, but with a reasonably large number in 2019 underlining the reality that Walsall Town Centre is experiencing the effects of retailer rationalisation and the expiry of leases.



Figure 8.2: Lease Expiry by Year in Walsall Town Centre

There are a significant number of units which are expired/ holding over or due to expire in 2015-2016.

10 of these units are within Townend Square on Park Street which is a significant proportion; this is an area which could be subject to some reconfiguration if the landlord considers that this will be viable. Other significant clusters include 6 units at the Sadler's Centre and 6 units at Old Square; given the

long term plans for Old Square this is not surprising and the number of expires in the Sadler's Centre is unlikely to be a major concern given its wider strength. In April 2015, The Body Shop in the heart of the Town Centre (at the corner of Bradford Street and Digbeth) closed and this unit remains vacant.

Table 8.3: Recent A3 / Leisure Leasing Deals in Walsall Town Centre

Retailer	Shopping Park / Area	Size sq ft	Size sq m	Rent £ pa	Rent £ psf	Rent £ psm	Notes
Frankie & Bennys	Crown Wharf	4,000	372	£115,000	£29	£312	25 year lease taken from 17/05/2010
Starbucks	Crown Wharf	1,791	166	£67,500	£37	£398	10 year lease taken from 31/03/2008
Confirmed occupiers include Chiquitos, Bella Italia, Pizza Express and The Hungry Horse.	Waterfront North / The Light Scheme	c. 3,000 - 5,000	c.279- 465	-	c. £17- £23	c.£183- 248	15-20 year leases, 5 year break options
Mimosa has been announced as an occupier for the Cordwell scheme. Other potential occupiers including the likes of Greene King and Pizza Express.	Cordwell Site / The Vue Scheme	c. 3,000 - 4,000	c.279- 372	-	c. £17- £23	c.£183- 248	15-20 year leases, 5 year break options
U/O	Wharfinger Cottage, Waterfront	-	-	-	-	-	15 year lease, non standard shell unit with no services
Potential occupier: The Vue	Cordwell Site	c.28,000	C.2,601	-	c.£17.50	c.£188	9 screen cinema, 15-25
Potential occupier: The Light	Waterfront North	3.23,000	3.2,001		0.2.7.00	5.2100	year lease

Offices

Sales / Investment Market

- There is no available evidence for office investment deals; however, we consider that achievable yields would be around 8.00% on offices in the Town Centre.
- 8.13 The Whg deal at 100 Hatherton Street was highly leveraged and we understand that WMBC used less than Best Consideration powers to facilitate development.

Rental Market

- 8.14 Rental levels are low and do not reflect the level required to make the delivery of high quality modern space achievable. The low rental levels have, in recent years, made office development unviable.
- The rental high in Walsall currently stand at around £108.00 psm for 45-95 sq m units. However rents typically fall as low as £54.00 psm and offices without parking can struggle to even achieve £32.00 psm. Although local agents consider that office space around the Gigaport area could command rents of £108.00 and perhaps up to £161.00 psm in the future, this is yet to be seen. Air conditioned space in Tameway Tower with 280-370 sq m floorplates commands just £91.00 psm largely due to the high service change levels associated with this building. However, conversations with local agents reveal that this development is currently struggling to even achieve these levels, with landlords desperate to let vacant floors. Lower quality space, such as that found at Townend House, is currently achieving rents in the range of £54.00 psm to £59.00 psm. Table 8.4 below shows recent office leasing deals in the Town Centre.

Table 8.4: Recent Office Leasing Deals in Walsall Town Centre

Address	Date	Size sq ft	Size sq m	Rent £ pa	Rent £ psf	Rent £ psm	Notes
39-40 Digbeth, 2nd floor offices	Available	1,797	167	£7,500	£4	£45	5 year tenants break at end of 3rd year, the marketing agents (AP Retail) are looking to move the staircases at the front of the unit which they consider would put off occupiers
Victorian Arcade, 1st floor units 3-7	Available	838	78	£4,500	£5	£58	5 year tenants break at end of 3rd year
Victorian Arcade, 2nd floor unit 7A	Available	2,315	215	£7,250	£3	£34	5 year tenants break at end of 3rd year
Lichfield Street	-	c.500-1,000	c.46 - 93	-	c.£3 - 10	c.£32 - 108	-
Hatherton Street (Gigaport)	-	-	-	-	£1*	£11	Occupier: Whg, highly leveraged deal, WMBC squeezed to offer deal
Hatherton Street (Gigaport)	-	-	-	-	c. £10- 15	c.£108 - 161	Rent psf based on estimates from local agents
Tameway Tower	-	c. 3,000- 4,000	279 - 372	-	c.£8.50	c.£91	-
Townend House	-	-	-	-	c.£4.50 - 6.50	c.48 - 70	-

^{*}WMBC used less than Best Consideration powers to facilitate development

Residential

Investment / Sales Market

8.16 Tables 8.5 and 8.6 show recent residential sales deals in Walsall Town Centre. Recent residential values in Walsall averaged £1,798 psm and ranged from £969 psm to £2,411 psm for 2-bed apartments. Values for 1-bed apartments are averaging £1,270 psm for 1-bed apartments, ranging from £915 psm to £2,153 psm. However, the best comparables are new build apartments which average £2,034 psm at Charles Street, Waterfront South. It is hard to envisage houses built in the Town Centre due to the inherent per acre land prices; therefore, our development site assessments (see Section 9 below) assume residential use in the Town Centre will comprise apartments. Nonetheless, we have analysed recent house values in the Town Centre (and properties just outside the Town Centre) to find average values of £1,798 psm for 4-beds, £1,765 psm for 3-beds and £1,367 psm for 2-beds. As with apartments, there is a lack of new build comparables for houses and the best comparables are new build properties in the Town Centre, including Tasker Street.

Table 8.5: Summary of Recent Residential Sales Deals in Walsall Town Centre*

			Sales Price £ psm		
Property Type	Beds	Average	Average	Min	Max
Apartments	2	1,733	1,905	1,399	2,411
, iparimente	1	1,7.00	1,593	915	2,260
	4		2,045	1,389	2,691
Houses	3	1,927	1,830	1,023	2,390
	2		1,905	1,033	2,314

^{*}We have used Town Centre comparables where possible, however some comparable are from deals outside the Town Centre given the lack of Town Centre comparables.

Table 8.6: Recent Residential Sales Deals in Walsall Town Centre*

Address	TC / OOT**	NB ***	Bed	Size sq ft	Size sq m	Sales Price £	Value £ psf	Value £ psm	Average Value £ psf	Average Value £ psm	
	Apartments										
Jesson Court	ООТ	-	2	625	58	£99,500	£159	£1,712			
Station View	TC	-	2	625	58	£89,995	£144	£1,550			
Station View	TC	-	2	625	58	£81,500	£130	£1,399			
Northumberland Way	ООТ	-	2	625	58	£99,950	£160	£1,722	£171	£1,841	
Charles Street	TC	NB	2	625	58	£120,000	£192	£2,067			
Charles Street	TC	NB	2	625	58	£116,000	£186	£2,002			
Loriners Grove	ООТ	-	2	625	58	£139,950	£224	£2,411			
Station View, Little Station Street	TC	-	1	500	46	£64,191	£128	£1,378			
Gallery Square, Marsh Street	TC	-	1	500	46	£67,000	£134	£1,442			
Gallery Square, Marsh Street	TC	-	1	500	46	£105,000	£210	£2,260			
Bridge Lofts	TC	-	1	500	46	£42,500	£85	£915			
Waterfront Way	TC	-	1	500	46	£60,000	£120	£1,292	£148	£1,593	
Navigation Point	ООТ	NB	1	500	46	£84,950	£170	£1,830			
Navigation Point	OOT	NB	1	625	58	£99,500	£159	£1,712			
Terret Close	TC	-	1	500	46	£79,950	£160	£1,722			
Bridge Street	TC	-	1	500	46	£70,000	£140	£1,507			
St George's Court	TC	-	1	500	46	£59,995	£120	£1,292			

Crown Lofts, Marsh Street	TC	-	1	500	46	£84,995	£170	£1,830		
Bridge Street	TC	-	1	500	46	£70,000	£140	£1,507		
Bridge Street	TC	-	1	500	46	£64,950	£130	£1,399		
Crown Lofts, Marsh Street	TC	-	1	500	46	£100,000	£200	£2,153		
					Hou	ses		l	I	
Tasker Street	TC	NB	4	1,200	111	£229,995	£192	£2,067		
Tasker Street	TC	NB	4	1,200	111	£234,995	£196	£2,110		
Gosgote Road	OOT	NB	4	1,200	111	£285,000	£238	£2,562		
Jubilee Gardens, Norfolk Place	ООТ	NB	4	1,252	116	£169,995	£136	£1,464	£190	£2,045
Teddesley Street, Birchills	OOT	-	4	1,200	111	£154,950	£129	£1,389		
Leigh Road, Birchills	ООТ	-	4	1,200	111	£299,950	£250	£2,691		
Goscote Lane	OOT	NB	3	950	88	£182,950	£193	£2,078		
Goscote Lane	OOT	NB	3	950	88	£179,950	£189	£2,034		
Heathside Walk	OOT	NB	3	950	88	£147,500	£155	£1,668		
Heathside Walk	OOT	NB	3	950	88	£137,950	£145	£1,563		
Heathside Walk	OOT	NB	3	950	88	£179,950	£189	£2,034		
Jubilee Gardens, Norfolk Place	ООТ	NB	3	1,149	107	£163,995	£143	£1,539	£170	£1,830
Jubilee Gardens, Norfolk Place	ООТ	NB	3	900	84	£154,995	£172	£1,851		
Jubilee Gardens, Norfolk Place	ООТ	NB	3	900	84	£167,995	£187	£2,013		
Biddlestone Grove	ООТ		3	950	88	£119,950	£126	£1,356		
Old Birchills	ООТ	NB	3	950	88	£130,000	£137	£1,475		
Ladbury Grove	ООТ	-	3	950	88	£90,000	£95	£1,023		

St Austell Rd, Daisy Bank	OOT	-	3	950	88	£232,500	£222	£2,390		
Wyevale, Norfolk Place	ООТ	NB	3	950	88	£167,995	£177	£1,905		
Jubilee Gardens, Norfolk Place	ООТ	NB	3	689	64	£126,995	£184	£1,981		
Belvidere Road, Highgate	ООТ	-	3	950	88	£187,500	£197	£2,121		
Walhouse Road, The Chuckery	TC	-	3	950	88	£174,950	£184	£1,981		
Borneo Street, Birchills	ООТ	-	2	700	111	£127,500	£182	£1,959		
Sandwell Street, Highgate	ООТ	-	2	700	111	£99,950	£143	£1,539		
Tannery Court	TC	NB	2	700	111	£132,500	£189	£2,034		
Tasker Street	TC	NB	2	650	116	£134,995	£208	£2,239	£177	£1,905
Tasker Street	TC	NB	2	650	111	£139,995	£215	£2,314		
Tasker Street	TC	NB	2	650	111	£132,500	£204	£2,196		
Pool Street, The Chuckery	TC	-	2	700	88	£85,000	£96	£1,981		

^{*} We have used Town Centre comparables where possible, however some comparable are from deals outside the Town Centre given the lack of Town Centre comparables.

^{**} OOT (Out of Town Centre); TC (Town Centre).

^{***} NB (New Build).

Rental Market

8.17 Recent apartment and house rental values in Walsall averaged £5,602 pa (equating to £467 per calendar month / £108 pw) as illustrated by Table 8.7 below.

Table 8.7: Recent Residential Rental Deals in Walsall Town Centre*

			Rental Values £ pa					
Property Type	Beds	Average	Average	Min	Max			
Apartment	2	£5,602	£6,517	£5,064	£8,372			
Apartment	1	20,002	£4,687	£3,540	£6,240			

^{*}We have used Town Centre comparables where possible, however some comparable are from deals outside the Town Centre given the lack of Town Centre comparables.

9. Pro-forma Analysis of the 24 Development Opportunities

- 9.1 This section contains an assessment of the development potential of 24 sites across Walsall Town Centre which have been identified by WMBC as having development potential. We have undertaken a qualitative assessment of the 24 sites in this section, supplemented by a high level, quantitative assessment which considers the viability and deliverability of each site (see Appendix 7) based on an appropriate range of potential uses and quantum of development. Our analysis reflects on property market factors (as set out and described in Part 1 of this Study), planning constraints, site-specific constraints, and the identified medium to long term development and floorspace needs of Walsall Town Centre, in order to identify appropriate potential land use(s) for each of the 24 sites. The Proposed AAP Designations Plan at Appendix 8 identifies the 24 sites and appropriate potential land use(s) for each.
- 9.2 The starting point for our site assessments is the findings from Part 1 of this Study in relation to the national and local trends in the key markets identified (retail and leisure, offices, residential and industrial) and the subsequent implications for Walsall. This determines a broad approach to the quantum of floorspace for the specific uses which we consider to be reasonable to anticipate during the plan period (for retail and leisure, offices and industrial) and a consideration of the most appropriate, viable, deliverable and sustainable locations for such uses in the Town Centre. In terms of residential development, we have not identified a quantum of space (or unit numbers) which should be provided for due to its flexibility to work with other uses and to improve scheme viability.
- 9.3 The quantum of floorspace identified for the respective specific land uses within the plan period in Walsall Town Centre is broadly consistent with these site assessments. The figures do not match fully however, as we consider that there is the potential for development within Walsall Town Centre outside of the specific 24 sites (which will therefore 'use up' some of this floorspace allowance). We have summarised the quantum of floorspace envisaged for each use from the 24 sites within Section 10 below, benchmarked this against the future demand figures arising from the Part 1 analysis.
- 9.4 The process for the selection of the schemes to be modelled can be outlined as follows:
 - 1. Market analysis (i.e. Part 1 of this Study);
 - 2. Assessment of each site's characteristics, opportunities and constraints (this section of the Study);
 - 3. Matching our overarching market analysis to the characteristics of each site to determine the most appropriate potential uses;

- 4. A hypothetical scheme modelled (Appendix 7) based on matching the mix of uses to the assumed density for that location (based on the use type but also the precedent set by adjoining buildings/ developments);
- 9.5 The schemes modelled by DTZ only represent one approach to taking the site forward and other perspectives could be valid if they sit within the wider approach of our strategic view of the priorities for Walsall Town Centre.
- 9.6 WMBC have provided DTZ with some information and assumptions in relation to specific occupier requirements from both the private and public sectors. We have sought to ensure that the site appraisals allow sufficient space (in the correct configuration) to accommodate these uses and in some cases, we have identified specific sites for public sector uses. As a rule, we do not consider it appropriate to specify individual sites for the specific private sector tenant requirements given the need to provide flexibility to accommodate the dynamic nature of most private sector occupational requirements but they are a useful proxy for likely demand so we have taken these into account.
- 9.7 In relation to the private sector interests reported by WMBC, this includes specific office demand, bulky goods retail and discount food retailers. Whilst not allocating specific sites in relation to users, we have sought to reflect this interest from occupiers in our site appraisals (in terms of the area allowed for them) and if such interests do come to fruition, this is an area where the deliverability of individual sites has the capacity to improve.
- 9.8 In terms of public sector uses, we have selected some specific uses for sites given that the characteristics of these uses (e.g. Museum, Library, Leisure Centre) is such that their provision and development is controlled by WMBC and/or public sector partners and not by the dynamics of the local property market. For the majority of these uses to be brought forward, they will require public sector funding commitments and/or Section 106 contributions from wider redevelopment. DTZ's selection of the locations for public assets is based on neighbouring land uses, publicly available information and consideration of WMBC's broader strategy for different use types in the Town Centre.
- 9.9 There are obviously other, quasi-public sector bodes in the education sphere whom may seek space within the plan period. For instance, Walsall College is understood to be looking to expand. Modelling such uses from a viability/ deliverability perspective is not possible without a knowledge of their business plan and how they would look to fund such developments. The important point is that sufficient flexibility and space exists within Walsall Town Centre to accommodate such uses (which we consider the 24 sites does provide for) as opposed to DTZ selecting specific sites for such uses.
- 9.10 WMBC have provided mapping in relation to flood zones and ground conditions within Walsall Town Centre. These site assessments take into account specific site constraints highlighted by WMBC and a greater contingency allowance has been inserted into appraisals, for example where there is understood to be a relatively high risk of contamination. DTZ have not made specific allowances in relation to flood risk, as we consider that the development form assumed on the

specific sites reviewed in this Study is at such a high level that there is the scope and ability to design around most risks, for example through elements such as no residential on ground floors.

- 9.11 There are two forms of car parking considered within the assessments. One is described as 'ancillary' car parking in that it serves the building(s) and use(s) within that specific site assessment and therefore has a relatively low value. The other form of car parking considered is public parking through 'super car parks' which is higher value car parking to support the various economic activities in the Town Centre. Further details are provided within the Transport Strategy at Section 7 of this Study.
- 9.12 Both the NPPF and NPPG emphasise the importance of demonstrating the viability and deliverability of the Local Plans. The site assessments seek to take a robust approach to viability whilst recognising that the long term deliverability of certain sites requires a non-traditional, private sector only delivery approach. Within the site assessments we have sought to include on site car parking where we consider the investment and occupier markets would require it and this does not contradict the analysis undertaken by Fore Consulting in Section 7.
- 9.13 Each of the 24 site development opportunities is assessed below, using a proforma that uses the following structure

Name of site and AAP site reference(s)

SITE DESCRIPTION – brief assessment of the site's characteristics

LAND OWNERSHIP

SITE AREA

BUILDING FOOTPRINT AREA – approximate footprint of existing buildings

POTENTIAL FLOORSPACE – WMBC assumptions on development density together with a DTZ commercial/market view

PLANNING CONSTRAINTS AND PLANNING POLICY – key town planning issues that will influence development

CONSTRAINTS – characteristics of the site that will influence the future scale and mix of development

DEVELOPMENT POTENTIAL – analysis of pros and cons of each of the potential range of uses that could be considered for the site

COMMERCIAL VIABILITY VALUE AND ASSUMPTIONS – assumptions that have been made relating to the site to inform the financial appraisals that have been carried out

RECOMMENDATIONS – conclusions on the favoured mix of uses for the site, reflecting the above analysis, and how the development of the site will contribute to the regeneration objectives for the Town Centre

9.10 For ease of reference, the proformas below are ordered as follows:

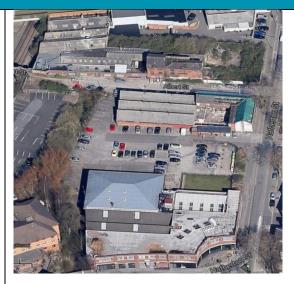
Challenge Block	.p.164
Day Street Parking Site	.p.170
Former Jabez Cliff Site Plus Car Park Opposite (Lower Forster Street)	.p.175
Ward Street Area	.p.179
Cordwell Site (site adjacent to Tesco)	.p.183
Intown (Intown off Lichfield Street)	.p.187
Holiday Hypermarket (Wolverhampton Street)	.p.191
Waterfront Lex	p.194
Waterfront North Site	.p.199
North Street / Portland Street.	.p.203
Jerome Retail Park	.p.207
Old Square Phase 2	.p.211
Remainder of Old Square (Phase 3)	.p.214
Norton & Proffitt Site.	.p.217
Former Shannon's Mill Site (George Street)	.p.221
Bridge Street / Ablewell Street Area	.p.226
Bradford Street Area.	.p.231
Dudley Street Area.	.p.234
Green Lane Police Station Site.	.p.237
Midland Road Area	.p.241
Park Street including Park Place and The Saddlers shopping centre	.p.244
Crown Wharf (Wolverhampton Street)	.p.249
William House /Stafford Works / Station Street	.p.253
Gala Baths (Tower Street off Lichfield Street	n 250

Challenge Block

AAP25, AAP26

SITE DESCRIPTION:

- Current site uses include office, public and ancillary parking, industrial, cleared and vacant plots.
- In terms of existing building height, the site includes a 2 storey office, as well as 1 and 2 storey industrial buildings, and surface level car parks.
- The overall site is made up of two site areas, a northern (primarily industrial, parking and cleared plots) and a southern area (primarily office, parking and cleared sites). These site areas are separated by Albert Street right of way.
- Office uses include the Challenge Building at Hatherton Street. The building is occupied by Starting Point Recruitment. The Challenge Building has a landscaped area behind it. It has previously been proposed as the site for a new Police Station (relocating from Green Lane) however these plans have since been abandoned.
- Industrial uses include: Speedy's Wheels & Tyres fronting onto Littleton Street West (the unit
 includes a service yard and parking area accessible via the back of Brewers); Brewers Paint and
 Wallcoverings with backyard parking fronts onto Littleton Street West and at the corner of
 Hatherton Street; RB Services PAT Testing Electrical Testing and the Bonser Factory, located
 at the furthest end of Albert Street.
- The WMBC owned public car park sits behind the Challenge Building (approximately 75 spaces).
- There is a vacant unit on the northern site fronting onto Albert Street which forms part of the mostly demolished Doran's Property.
- Demolition has been completed on 7 Hatherton Street leaving a clear site.
- The northern site fronts onto Littleton Street West (A4148).
- The site fronts onto Hatherton Street to the east and to the south.
- The rail line passes the site to the west.
- The site is opposite to a construction site where the development of a new office scheme is underway at the north-west corner of the junction of Hatherton Street and Littleton Street East, the former Noirit site. Construction began in April 2014. 4,664 sq m of office space is planned to be provided in three office blocks served by 87 parking spaces. Currently there is only an end user confirmed for Block A (Jhoots Pharmacy) and a hybrid planning application is submitted –



The image above shows the site prior to the demolition of 7 Hatherton Street and part of Doran's Property.

Northern site (including building 1 in the NE corner and building 2 to the south and fronting onto Albert Street) site plan: 1. 232 sq m 2. 1,692 sq m 3. 2,495 sq m	detailed for Block A and outline for the other 2 blocks. The scheme will be phased and construction of Blocks B and C will be dependent on the identification of end users.	the
SITE AREA: 11,750 sq m See Site Area commentary for building number reference site plan: 1. 232 sq m 2. 1,692 sq m 3. 2,495 sq m Total: Approximately 5,298 sq m or 23% site cover (excluding WMBC car park). Southern site (including building 3)	LANDOWNER:	
See Site Area commentary for building number reference site plan: 1. 232 sq m 2. 1,692 sq m 3. 2,495 sq m Total: Approximately 5,298 sq m or 23% site cover (excluding WMBC car park).	2 private owners (Jim Doran and family and Robert Parkes) plus WMBC	
Northern site (including building 1 in the NE corner and building 2 to the south and fronting onto Albert Street) Northern site (including building 1 in the NE corner and building 2 to the south and fronting onto Albert Street) Total: Approximately 5,298 sq m or 23% site cover (excluding WMBC car park).	SITE AREA:	BUILDING FOOTPRINT AREA:
Northern site (including building 1 in the NE corner and building 2 to the south and fronting onto Albert Street) 2. 1,692 sq m 3. 2,495 sq m Total: Approximately 5,298 sq m or 23% site cover (excluding WMBC car park).	11,750 sq m	See Site Area commentary for building number references on site plan:
	and building 2 to the south and fronting onto Albert Street) Promate Southern site (including building 3)	2. 1,692 sq m 3. 2,495 sq m Total: Approximately 5,298 sq m or 23% site coverage

POTENTIAL FLOORSPACE:

WMBC proposed 17,600 sq m floorspace could be developed over 3 storeys; DTZ consider that this is a reasonable and appropriate development density.

PLANNING CONSENTS / PLANNING POLICY:

• The site lies within the Gigaport Masterplan area (08/0951/OL) – this area is covered by planning consent for a new, commercially anchored, central business development, with consent for 127,000 sq m of office space, a data centre, and a hotel with conference facilities, as well as 23,000 sq m of live/work space, a health and sports facility, and retail/non-retail floorspace. All developments must follow the conditions detailed in the 'Notification of Decision on an Application

for Planning Permission' i.e. no development can commence before samples of the facing materials to be used have been approved by the Local Planning Authority. A time extension to this planning consent was achieved in 2011 (11/1541/TE).

- Demolition was consented and has been completed for 7 Hatherton Street and part of Doran's property.
- The Challenge Block site is classified as a UDP Development Opportunity WA8; this policy requires a development at the site to show a high quality design and built presence along Littleton Street and Hatherton Street.

CONSTRAINTS:

- The strategy of the Gigaport Masterplan strongly promotes office development driven by BCCS targets. WMBC would consider other uses, in particular leisure, convenience retailing and/or 3rd sector/ community uses.
- There is likely to be some contamination at the site due to the former uses at the Albion Tannery and ongoing use at the Bonser factory.
- Albert Street right of way divides the site into a northern and southern area of land and is in a very poor state of repair; therefore, additional costs will be required for repair.
- Ford Brook runs through the site which means the site sits within Flood Zone 2. Flood prevention measures may be required depending on the end use which could increase development costs.
- Noise pollution is likely due to the site's proximity to the railway line and Littleton Street West; this could be problematic if the northern area of the site is developed for residential use.
- Part of the site is within the Lichfield Street Conservation Area. This area includes various landmark and historic buildings, areas of public and open space, and reminders of Walsall's industrial past; new developments must recognise this and enhance these characteristics with the potential for increased development costs.
- The site of the Bonser JW Manufacturing Factory, owned by WMBC, it is not visible from Littleton Street West, it site behind a brick wall which fronts onto Littleton Street West.
- The site has had vacancies for many years, therefore, developers and occupiers would need to be persuaded of the longer term vision for the area given the lack of historic or current strong market demand for various uses.
- The site is physically separated from Walsall Town Centre and in many respects the site does not 'feel' a part of the Town Centre.
- Additional demolition requirements for the remainder of Doran's property.
- Possible disruption to local residents during demolition/ construction.
- The level change could make development challenging and reduce the flexibility to develop different uses at the site.
- Potential Tree Preservation Order on the periphery of the site.
- There is no public or open space in the vicinity; public or open space would be preferable for a residential or office scheme from a commercial perspective.

DEVELOPMENT POTENTIAL:

- DTZ consider that development of the Challenge Block is a medium term development opportunity.
- Potential uses identified by WMBC include office, super car park, leisure and/or 3rd sector/ community uses.
- DTZ consider that this is an opportunity for the following uses and have therefore modelled a redevelopment of the site for a super car park (multi-storey) alongside re-provided office use (with ancillary parking). We recognise that other uses may be appropriate such as an office and residential scheme in the case of a super car park not being brought forward at this site.

- 7 Hatherton Street and the 3 storey former Tannery Building (which formed part of Doran's property) were demolished in July/ August 2014 which reduces barriers to development. Part of the site is cleared or vacant generating no existing income which helps reduce development costs and other barriers to development.
- Accessibility to the site is good reducing barriers to development.
- DTZ consider that phasing will be essential for the comprehensive redevelopment of the site given the size of the site and if existing uses are to be re-provided for on-site or elsewhere.

Super Car Park:

- Walsall's Car Park Strategy Plan (2.2) proposes the entire site as a potential new car park, however, the site could be suitable for more than one use if required.
- The Challenge Block is considered to be the most suitable site for a northern car park other sites considered for this facility but less favoured include Green Lane Police Station and Day Street car park (see relevant site assessments). The Transport Strategy (see Section 7) recognises a need for a 400-500 space multi-storey car park (circa 15,000 sq m) and we consider that the Challenge Block is an appropriate site on the basis of its position on the southern side of the A4148, accessibility and in terms of potential alternative allocations for other uses. We recognise that market reviews (Part 1) highlight that the market may prefer a site at a major junction or gateway to the Town Centre therefore other sites may be preferable from an occupiers' perspective, nonetheless in terms of opportunity cost comparative to other possible car park sites, Challenge Block seems the most appropriate site for this facility.
- A super car park at Challenge Block would be one of two super car parks envisioned for development over the timeframe considered within this Study (see Section 7) the other site being Intown site we consider that the Challenge Block super car park would be more likely to come forward before that at Intown given the less disjoined nature of the site and the advice from Fore Consulting that the site would be more likely to come forward with a development partner compared to Intown which we expect is more likely to require interjection from WMBC.
- In the case of a super car park coming forward at another site such as Day Street Car Park, other uses might be appropriate (such as a mixed use office and residential scheme).
- A planning application has been submitted to transform the 7 Hatherton Street site into a temporary car park for 5 years. Whilst this should not delay investment (since the car park is under WMBC ownership), we consider WMBC's approach to 5-year temporary planning permissions within Gigaport to be sensible in order to secure interim viable uses whilst not over-constraining site assembly and phasing for, for example, future office provision.

Office:

- The redevelopment of the site as a multi-storey car park leaves capacity for some office provision at the Challenge Block site and in the case of a super car park not coming forward at the site appropriate uses may include a mixed use scheme including the re-provision of existing uses alongside residential uses.
- Whilst viability is likely to be challenged for all uses, the office developments already completed or are under construction adjacent to the site (Jhoots / WHG developments) and existing office use at Challenge Block are most likely to support office use at the site if these were to be brought forward.
- The inclusion of existing occupied office property which is income generating in a redevelopment of the site could challenge viability however it shows that there is occupational demand for proposed uses and phasing would help to improve viability. Additionally, the benefit of developing the whole site and including occupied industrial and office units rather than developing just vacant or cleared areas of the site would be to gain the benefits of good visibility from Littleton Street East and Hatherton Street (of which is stated as important in Policy WA8) and to allow for a comprehensive redevelopment of the site.

- WMBC's Gigaport Masterplan Strategy for office development supported by BCCS targets, could delay or make it difficult to bring forward other development options (although WMBC are willing to consider other uses).
- Obviously, an inclusion of office uses in a redevelopment scheme has the benefit of meaning that office development on the site is supported by the Gigaport Masterplan Strategy (see Section 3).
- Taking the above into account, DTZ consider that Challenge Block is a good opportunity for office development given that findings of market reviews which showed that office use is likely to be most viable where an office hub can be created the site is located within the Gigaport Masterplan area which is envisioned as an office hub (see Section 3).

Community / 3rd Sector / Civic Office:

- WMBC have proposed the Challenge Block as the preferred location to combine existing community and 3rd sector uses into one building. Considerations are at a high level and there is as yet no full development proposal setting out floorspace requirements.
- DTZ consider that whilst 3rd sector/civic offices could be provided for at the Challenge Block, other community and public sector facilities are better focused around the Waterfront area rather than in the Gigaport area which is WMBC's focus for offices. In sequential terms, the Challenge Block may better accommodate such uses compared to Day Street however because of its proximity to the town centre.
- Depending on the floorspace requirements, the office provision alongside a super car park or in the case of a mixed use scheme could be in the form of a 3rd sector/ civic office facility at the Challenge Block. If civic office facilities were to be considered for the site this would be on the basis that there is some funding available to provide this asset but that it does not totally match development costs.

Residential:

- Whilst viability is likely to be challenged for all uses, the adjacent residential scheme (at Terret Close) and market reviews (see Section 4) support residential use at Challenge Block.
- DTZ consider that a scheme would benefit from an element of residential as complementary to other uses and also to achieve viability.
- New office developments in the Gigaport could also increase demand for residential use, and we believe the plans for Gigaport will be hard to deliver until there is a greater mass of residential occupation (ultimately an increase in Town Centre residential uses will likely support office uses across the Gigaport Masterplan area and at the Challenge Block itself if office use is brought forward at the site).
- If residential uses were to be brought forward at the Challenge Block this would need to be at the rear of the site and designed away from the road to maximise the quality of the residential environment achievable and negate the constraints of noise pollution/ poor air quality as well as in separate blocks to any industrial use.

Convenience Retail:

- We understand that a convenience retailer has secured options on the private sector land at the Challenge Block site to develop a budget foodstore. DTZ acknowledge this but, given the site's out-of-centre location in retail terms (as more than 300 metres from the nearest part of the PSA based on the probable assumption that any proposed foodstore would be situated in the northern part of the site so as to benefit from prominent frontage to the ring road), any such development proposals at the Challenge Block would be subject to and need to satisfy the impact and sequential tests.
- Although the sequential approach would mean that if no suitable sites for convenience retail are available within or on the edge of the PSA, accessible out-of-centre sites such as Challenge Block would be considered on its merits, DTZ consider that there are better suited edge-of-centre sites in Walsall Town Centre capable of accommodating a budget foodstore (the preference being Jerome Retail Park; followed by the Cordwell site, although we acknowledge Tesco's interest in this site which may prevent such provision coming forward, and/or the Shannon's Mill site).
- For these reasons, we do not consider it appropriate for the AAP to specifically promote convenience retail at the Challenge Block site. We would however support the approach of promoting the site for suitable development proposals which would not undermine the Town Centre strategy, and which would help to deliver a 'super car park' and/or community facilities either or both of which are WMBC's priorities for this site over the plan period.

Leisure:

• DTZ do not consider that leisure uses would be appropriate at this site given our recommendation for a concentration of leisure uses at one location in Walsall Town Centre as well as some small level of dispersed leisure. We have advised that the Waterfront North site, at which a cinema-led leisure scheme is currently under construction, is the most appropriate location for such uses (see Section 2).

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and its inclusion within the Gigaport Masterplan area, to comprehend the most viable mix of uses and development density, we have modelled a redevelopment of the site for a super car park (multi-storey) alongside re-provided office use (with ancillary parking). To take account of the site's characteristics we have allowed for:
- 20% increase in landscaping costs to reflect the site's inclusion within the Lichfield Street Conservation Area (and the risk of increased development costs) and the lack of public / open space in the vicinity.
- Increase professional fees to reflect level change.
- Additional cost to account for the potential risk that developers may need to include flood prevention measures in a development of the site (however the need for such measures is dependent on the end use).
- £750,000 additional costs for works to Albert Street.
- £50,000 additional costs for infrastructural works to Wisemore / Nr Littleton Street and Littleton Street /Tesco.
- Whilst we have not modelled it, we consider that a discount foodstore on the site could provide some cross funding to assist in the delivery of a super car park given the potential land values generated.

RECOMMENDATIONS:

Challenge Block will be appropriate for a super car park and offices including 3rd sector/ civic office uses. Alternative uses that would be considered appropriate include complementary residential. The use(s) identified for this site will help to deliver Walsall's Transport Strategy (see Section 7) and the Gigaport Masterplan Strategy (see Section 3), whilst potentially also increasing the town's resident population.

Day Street Parking Site

AAP12

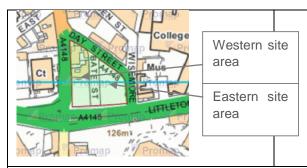
SITE DESCRIPTION:

- Current uses include Council parking, retail (with vacancies), and office/warehouse property (with vacancies).
- Parking is the primary use and comprises surface level parking provided at Day Street Car Park (2,315 sq m) providing approx 70 spaces and Bate Street Car Park (1,191 sq m) providing approximately 60 spaces.
- Difficult access off the main road via Day Street, located round the back of the car parks (reached via Stafford Street or Wisemore).
- The car parks are separated by Bate Street.
- A block of 1 storey units in the north west corner of the site includes buildings in retail and office use (1,125 sq m), including back yard parking across the majority of units
- Retail accommodation is occupied by E.C.Pitchers (engineers supply) and Osteopathy and Acupuncture.
- Office users previously included Walker & Co Solicitors; the office/warehouse unit is currently available to let.





 To the south of the site is the Cordwell site, which has been proposed as the new leisure scheme for the Walsall. To the north of the site is primarily industrial use. To the west of the site is the Walsall Magistrates' Court and to the east of the site are the Walsall Leather Museum and the new Walsall College development. It is a clearly defined site in single ownership. 	
WMBC	
SITE AREA:	BUILDING FOOTPRINT AREA:
4,860 sq m	842 sq m alongside 3,615 sq m of parking space (1,297 sq m Bate Street car park and 2,315 sq m Day Street car park). Total: Approximately 842 sq m or 17% site coverage (excluding car parking uses).



POTENTIAL FLOORSPACE:

WMBC proposed approximately 12,150 sq m over 5 storeys; DTZ consider this to be an appropriate development density.

PLANNING CONSENTS / PLANNING POLICY:

• Included within Gigaport Masterplan area (08/0951/OL) – this area is covered by planning consent for a new, commercially anchored, central business development, with consent for 127,000 sq m of office space, a data centre, and a hotel with conference facilities, as well as 23,000 sq m of live/work space, a health and sports facility, and retail/non-retail floorspace. All developments must follow the conditions detailed in the 'Notification of Decision on an Application for Planning Permission' i.e. no development can commence before samples of the facing materials to be used have been approved by the Local Planning Authority. A time extension to this planning consent was achieved in 2011 (11/1541/TE).

CONSTRAINTS:

- Would need to replace car parking in a redevelopment of the site if spaces are lost this is accounted for in the Transport Strategy section of this Study (Section 7).
- Potential air quality and noise issues if the site is developed as residential.
- Difficult access off the main road via Day Street, with the entrance to the site located round the back of the car parks.
- Vacant units on the NW of the site create barriers to development.
- Existing businesses would need to be relocated if they are not retained.
- The site is physically separated from Walsall Town Centre and in many respects the site does not 'feel' a part of the Town Centre.
- Bate Street right of way divides the site into a western and eastern area of land.
- Potential Tree Preservation Order on periphery of the site.

DEVELOPMENT POTENTIAL:

- DTZ consider Day Street Car Park to be a medium term development opportunity.
- Potential uses identified by WMBC include super car park, office, budget supermarket, and/or residential at upper floors, and WMBC have suggested that all of these proposed uses could be mixed with different uses at upper floor levels.
- DTZ consider that of this range of uses the most achievable are office uses alongside some residential, with ancillary parking. However DTZ consider that if a super car park does not come forward at the Challenge Block, Day Street Car Park is seen as the next most suitable location.

- To be viable the market demand has to be proven for all recommended uses and the overall scheme.
- DTZ do not believe that Stafford Street / the buildings to the NW of the site should be retained. Although the existing car parks could potentially provide significant enough scale to create a meaningful step change in isolation, the NW buildings are in a poor state of repair and have high vacancy.
- Decisions regarding the timings of the delivery of the scheme would need to be considered in line with the delivery of the office development schemes already under construction along Littleton Street West to ensure the market is not over supplied.

Office:

- We consider this would be one of the best locations for office use within the Gigaport Masterplan area given its position in the centre of the designated Gigaport / office area, and given the potential market opportunity to attract occupiers with associated public use from nearby public facilities together with policy support in the Gigaport Masterplan.
- DTZ consider this a good opportunity for office use given that our market reviews show that office use is likely to be most viable where an office hub can be created the site is located within the Gigaport Masterplan area which is envisioned as an office hub.
- Office use as proposed by DTZ are supported by good visibility from Court Way and Littleton Street West (A4148).

Community / 3rd Sector / Civic Office:

- WMBC have previously considered that the heritage centre would most likely be delivered at the Day Street site alongside the Leather Museum; however it is now envisioned that this facility will be provided within the Leather Museum.
- DTZ consider that a civic office or other related community /public or office uses (such of the relocation of civic offices / buildings from the Ward Street site) could work well alongside recommended office uses at the Day Street site (albeit we have considered that Waterfront North site as the most likely long term location for consolidated public sector uses, particularly those of a significant scale). If such facilities potentially combined with other existing third sector office uses this would be on the basis that there is some funding available to provide this asset but that it does not totally match development costs. Overall, the Challenge Block is deemed to be marginally more suited to community uses than this site but it should not be ruled out.

Residential:

- We would not support aspirations for residential on upper floors given that this is likely to decrease the viability of a development scheme as mixed use buildings are significantly less flexible and therefore restrain future development potential. Therefore if residential is included within a redevelopment of the site it should be provided within a separate block to other uses. Additionally residential would need to be provided at the back of a redeveloped scheme and designed to maximise the quality of the residential environment and negate concerns of noise /poor air quality.
- DTZ consider that some residential would work well alongside the office provision at this scheme to improve viability and complement office uses (see Section 4).
- There may be potential for residential to be provided as Live/Work space as discussed in Section 3 however viability is not immediately apparent and would require further research into the demand for Live/Work space in Walsall Town Centre (as supported by the Gigaport Masterplan Strategy).

Super Car Park:

- Walsall's Car Park Strategy Plan (2.2) proposed the site as a potential location for a new car park and includes the current offices on the north west of the site within this development proposal.
- Challenge Block by a process of elimination of potential sites has been allocated in the site assessments within this Study as the most suitable for a northern super car park; other sites considered for this facility include Green Lane Police Station and Day Street Car Park. The Challenge Block site assessment includes further detail on this point Day Street Car Park is considered a secondary option for the development of a super car park because an opportunity cost review shows that office and other uses have greater benefits of being located at Day Street compared to Challenge Block, and because this site sits opposite the Tesco multi-storey car park.

• Existing parking spaces would however need to be re-provided if they are lost which acts as a constraint to development unless parking can be re-provided elsewhere. This is accounted for in the Transport Strategy section of this Study (see Section 7).

Convenience Retail:

• The site is not suitable for convenience retail as it is out-of-centre in retail terms and is separated from the PSA by the A4148. DTZ consider that there are more appropriate, edge-of-centre sites that could accommodate convenience retail.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and its inclusion in the Gigaport Masterplan area, to comprehend the most viable mix of uses, we have modelled the likely maximum of office use with some residential (and ancillary parking) across 5 storeys and likely maximum of floorspace given surrounding buildings and prevailing uses.
- Taking into account the site's characteristics we have allowed for £20,000 additional costs for infrastructure works to Stafford Street/ Littleton Street.

RECOMMENDATIONS:

Day Street Car Park will be appropriate for office uses including civic office use and related community office uses together with complementary residential use. Other uses that could be considered should include a Super Car Park. The use(s) identified for this site will help to deliver Walsall's Gigaport Masterplan Strategy (see Section 3) and increase the town's resident and worker populations.

Former Jabez Cliff Site Plus Car Park Opposite (Lower Forster Street)

AAP27

SITE DESCRIPTION:

- Current uses at the site include cleared site/land, occupied pub/leisure and ground level car parking.
- The site is located on the edge of the designated Gigaport Masterplan area.
- The site includes a larger cleared area plus a pub of 2 storeys. The site fronts onto Littleton Street East to the north, the back of residential / retail / office property and Lichfield House located on Lichfield Street and Lower Forster Street to the west.
- To the south of the site, as well as residential use, there are various public uses and facilities including Gala Baths, Walsall Museum and Library, The Civic Centre, St Paul's Bus Station and the Town Hall.
- The smaller site area adjacent to the site comprises an ancillary surface car park of approximately 57 spaces (spaces are let to local residents). The site has recently been sold for redevelopment. It fronts onto Lower Forster Street and sits within a large residential development.
- Access to the Town Centre via Lichfield Street and Lower Forster Street.
- Very prominent location on a large junction between Littleton Street East, Lichfield Street, Broadway North, and Lower Rushall Street.
- Near large residential development and 100 Hatherton Street.
- The site is surrounded by residential uses.
- The site is accessed via Lichfield Street.
- It is a clearly defined site in single ownership.











LANDOWNER:

Drol Investments Ltd

SITE AREA:

3,450 sq m

BUILDING FOOTPRINT AREA:

Approximately 220 sq m or approximately 5% site coverage (excluding car park uses).



Note that some building shown on this ProMap are now demolished.

POTENTIAL FLOORSPACE:

WMBC proposed 6,900 sq m of development over 4 storeys or 1,550 sq m over 3 storeys on parking site; DTZ consider that the higher development density proposed the site would be acceptable considering surrounding uses and development densities.

PLANNING CONSENTS / PLANNING POLICY:

There are no current planning consents/ applications.

CONSTRAINTS:

- The site falls within the Lichfield Street Conservation Area which includes various landmark and historic buildings, areas of public and open space, reminders of Walsall's industrial past; new developments must recognise this and enhance these characteristics creating the potential for increased development costs. However WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Design and massing due to prominent location creating the potential for increased development costs; however WMBC's efforts to achieve good design standards without placing additional costs on developers will assist in addressing this issue.
- Potential negative impacts on nearby residential uses.
- Potential air quality and noise issues if residential redevelopment due to frontage to major road.
- Car access is convoluted due to the existing highway configuration. It is difficult to access the site if travelling from Littleton Street East; you must go beyond the site and turn back around.
- Need to re-provide parking if lost this is accounted for in the Transport Strategy section of this Study (see Section 7).
- Existing businesses would need to be relocated if they are not retained.
- The site is physically separated from Walsall Town Centre and in many respects the site does not 'feel' a part of the Town Centre.
- Cleared site generating no existing income which reduces barriers to development.
- Potential Tree Preservation Order on periphery of the site.

DEVELOPMENT POTENTIAL:

- DTZ consider Jabez Cliff to be a short term development opportunity.
- Potential uses proposed by WMBC include office, residential, hotel, and/or health.
- DTZ consider this an opportunity for residential and an A3 unit, with ancillary parking.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme.

Residential:

- DTZ consider the most viable use to be residential accommodation with high level landscaping and ancillary parking.
- A scheme would need to be designed based on a low density scheme to allow for landscaping to address frontage to major road and subsequent risk of noise pollution/ poor environmental quality.
- Residential use is supported by adjacent uses and there is good access to the Town Centre via Lower Forster Street and Lichfield Street.

Student Accommodation:

- Here this assessment focuses specifically on student accommodation uses as a form of residential use.
- WMBC's recent discussions with the agent have revealed two potential buyers for the site, one of whom is considering the site as a location for student accommodation.
- DTZ do not consider that there is sufficient evidence currently to model student accommodation at the site however there could be potential for this use in the future and it would typically be more viable than standard residential uses.

Care Home:

- Here this assessment focuses specifically on care home uses as a form of residential use.
- WMBC's recent discussions with the agent have revealed two potential buyers for the site, one of whom is considering the site as a location for a care home.
- DTZ do not have sufficient evidence to support modelling such a scheme, however we would not consider it unlikely that there would be demand for such a facility and would typically expect care home use to be more viable than standard residential uses.

A3:

- DTZ consider that an A3 unit of some form would work well alongside residential uses proposed by DTZ for the site; the area would benefit from such a facility to help create activity. It would be important to ensure that any A3 proposals are able to co-exist and address the relationships with existing residential uses, including in terms of amenity and highways issues. As recommended in Section 2, some dispersed A3 uses can help create activity.
- WMBC have received possible interest from a brewery on part of the site.

Super Car Park:

• Good visibility from Littleton Street East, Lichfield Street, Broadway North, and Lower Rushall Street; good visibility would be of benefit to a car park use, given findings in market reviews that Town Centre parking is typically difficult to find; the gateway location gives prominence to the location. However a multi-storey car park is also not an appropriate uses given that the site is within a conservation area. Additionally, DTZ consider that such uses have been adequately provided for elsewhere within the Transport Strategy (Section 7) and the site assessments (Section 9) and do not consider that an additional facility of this type should be provided here. Therefore, although ancillary parking is recommended to support residential uses, a multi storey car park use should not be supported at this site.

Hotel / Health:

- There is a potential opportunity for a short-stay hotel or health facility location at Jabez Cliff site given proposal for office development at the nearby Gigaport area; however market reviews (see Section 2) suggest hotel demand is unlikely to be strong across the plan period. Additionally, a hotel has been modelled at the Ward Street area, visible from the same junction, which DTZ consider would be a more appropriate site given its better access and surrounding uses.

 Roadside Services:
- Good visibility from Littleton Street East, Lichfield Street, Broadway North, and Lower Rushall Street. However DTZ consider that any potential opportunity for
 roadside services on site is removed by the difficult access to the site. Additionally, there is already roadside services provision at the Ward Street area, visible
 from the same junction which DTZ consider would mean that demand is already catered for in this location.
 Office:
- We advise that the site is not redeveloped for office uses given that it is on the edge of the Gigaport Masterplan area. We consider that office uses should be concentrated in the heart of the Gigaport area to form as strong a cluster of offices as possible.

 Banqueting / Conference Suite:
- As stated above, WMBC's recent discussions with the agent have revealed two potential buyers for the site, one of whom is considering a banqueting facility.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site to comprehend the most viable mix of uses, we have modelled the likely maximum of floorspace over 3.5 storeys (to reflect a mix of 3 and 4 storey buildings), given surrounding buildings and prevailing uses.
- We have modelled a low density residential-led scheme with an A3 unit of some kind (with ancillary parking).
- To address the characteristics of the site we have allowed for:
- Additional landscaping costs as a residential development is likely to require landscaping of a large area alongside the main road and because of the site's inclusion within the Lichfield Street Conservation Area (creating a risk of increased development costs).
- £110,000 additional costs for infrastructural works to Littleton Street / Hatherton Street and Queens Marys Crossing.

RECOMMENDATIONS:

Jabez Cliff will be appropriate for residential and some A3 uses. The use(s) identified for this site will complement the Gigaport Masterplan Strategy by increasing the town's resident population.

Ward Street Area

AAP28, AAP29, AAP30, AAP31

SITE DESCRIPTION:

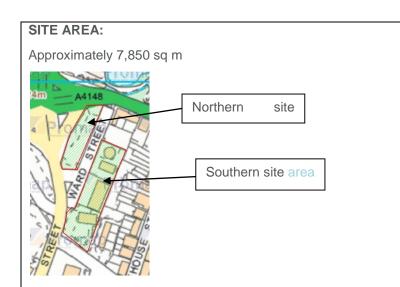
- Current uses include office, surface car parking, and roadside services.
- Existing buildings are 3 storeys average height.
- The site is accessed from a number of entrance points in front of or behind individual buildings.
- Office uses include The Black Country Chamber of Commerce, which fronts onto Ward Street, and Sure Productions and Bakers Chartered Accountants, which both front onto Broadway North.
- Roadside servies including Kwik-fit and Diamond Hand Car Wash; these units front onto Ward Street.
- There is a large Morrisons store to the south west of the site with access from Lower Rushall Street.
- Hatherton Lake and surrounding green areas are located to the north of the site.
- To the east of the site are office uses and primarily residential uses (family homes with gardens).
- To the south of the site is Wallaston Court, Jervis Court
- Very prominent location on a large junction between Littleton Street East, Lichfield Street, Broadway North, and Lower Rushall Street.
- Located on the edge of the Town Centre.
- A significant proportion of the site is covered by green areas and trees.
- Lichfield Street adjacent to the site has buses every few minutes and the site is next to the closest car park to the Town Centre.





LANDOWNER:

Various private owners, plus WMBC owned car park.



BUILDING FOOTPRINT AREA:

339 sq m, 646 sq m, 245 sq m, 204 sq m, and 412 sq m

Total: Approximately 1,846 sq m or 24% site coverage (excluding car parking).

POTENTIAL FLOORSPACE:

WMBC proposed approximately 11,775 sq m over 3 storeys if the site is cleared; DTZ consider that this is an appropriate development density.

PLANNING CONSENTS / PLANNING POLICY:

- The site is included within Gigaport Masterplan area (07/2659/OL); this area is covered by planning consent for a new, commercially anchored, central business development, with consent for 127,000 sq m of office space, a data centre, and a hotel with conference facilities, as well as 23,000 sq m of live/work space, a health and sports facility, and retail/non-retail floorspace. The site is centrally located along the envisaged Gigaport corridor. All developments must follow the conditions detailed in the 'Notification of Decision on an Application for Planning Permission' i.e. no development can commence before samples of the facing materials to be used have been approved by the Local Planning Authority.
- An application to make a temporary planning permission for a car wash facility permanent was refused by WMBC, but subsequently granted at appeal on 04/12/2014.

CONSTRAINTS:

- May need to replace lost parking however parking is not lost in the development proposal modelled by DTZ.
- Office including civic office and roadside services uses would also need to be re-provided for elsewhere if lost in a redevelopment of the site.
- Potential Tree Preservation Order on the site.
- Diverse ownership makes a comprehensive development more difficult.
- Existing businesses would need to be relocated if they are not retained.
- The Arboretum Lake overflow / Ford Brook culvert forms part of the site and therefore the site falls within Flood Zone 2 this means that the development potential of the northern site is limited and may be costly.

• The site is a peripheral location and major landowners in Walsall have strongly advised that development needs to be focused on the core.

DEVELOPMENT POTENTIAL:

- DTZ consider the Ward Street area to be a long term development opportunity.
- Potential uses proposed by WMBC include office, industrial, and/or employment.
- DTZ consider that the southern site area is a potential location for a budget hotel and residential alongside existing roadside service units. We envision the northern site being redeveloped as surface level parking but with a more efficient use of space to increase the number of parking spaces at the site.
- Obviously including the southern site into a redevelopment of the site, with its existing occupied property, would challenge viability since these are already generating income, demand for these uses is already proven and their inclusion would challenge viability; however the development potential of the northern site is restrained (due to the Food Brook culvert) and the benefit of redeveloping the southern site would be that it provides a large development site with good visibility from a major road junction. Ultimately, the scale of the southern site in isolation is still significant and of a scale which allows for comprehensive development. Additionally, a development of the northern site for any use other than parking, may impact visibility to the southern site.
- To be viable market demand has to be proven for all recommended uses and the overall scheme.
- The recommended redevelopment of the southern site would only be viable where a scheme is phased given the advice to re-provide existing roadside service uses and relocate existing office and civic office uses (potentially to Day Street Car Park, see Day Street Car Park proforma analysis above).

 Car Park:
- Surface level parking at the site is supported by existing uses and we consider than the modelled development would increase demand for parking and support a reconfiguration of the car park on the northern site (to increase the number of spaces provided).

 Hotel:
- DTZ consider this could be a good location for a 3*/budget hotel, a use which we recognise could improve the attractiveness of Walsall Town Centre (see Section 2.201). Although Section 2.206 states that we are not aware of any current demand for a hotel in Walsall we envision that this demand could be triggered by a cinema development at a leisure hub and we consider that this may also be triggered by a new office hub. We understand that WMBC has been in discussions with a hotel operator in terms of their potential interest in this area.
- Although Section 2.206 recognises that if demand were to emerge towards the end or beyond the plan period it would most likely be near leisure facilities / uses, we envision that despite the Ward Street area's limited benefit of nearby leisure facilities, location factors alone could create to market demand for a hotel at this site locational benefits include a major junction and gateway into the Town Centre with the ease of access to the Town Centre (nearby bus station), the position beside the closest car park to the Town Centre, an attractive green environment and landscaped Arboretum Lake adjacent to the site and in the longer term an adjacent position to the envisaged Gigaport office hub.
- We have modelled a redevelopment including a budget hotel, although we recognise that the market may prefer a location within the leisure hub (such as a hotel development at the William House / Stafford Works / Station Street block site).

Roadside Services:

- DTZ considers that there may be potential for the re-provision of existing roadside service uses at the Ward Street area given the frontage onto a major junction, good accessibility and that these uses are supported by existing uses at the site.
- These uses would need to be re-provided for in separate blocks to residential units and a hotel development and designed so as not to reduce the attractiveness of the environment that supports these uses.

Residential:

• Residential use is well supported by surrounding uses. Although noise pollution may be a problem for residential use, the public space / open areas to the north of the site (Hatherton Lake and surrounding green areas) would be attractive to residents and the site benefits from a setback position from the main junction to reduce concerns over road noise. Any residential development would need to be designed to the back to avoid frontage onto the junction to reduce any

concerns of noise pollution and to enable a more attractive development. The benefit of developing the southern site rather than the northern site is that this site is set-back from the road and so noise constraints will already be less of an issue.

Office:

• Although the site is within the designated Gigaport Masterplan area, DTZ do not consider that office use should be promoted at this site given that it does not 'feel' part of the Gigaport area and 'feels' like an edge / out of Town Centre location. We consider that office uses should be provided in the Gigaport area as the focus of office development given the lack of demand for office uses shown in market reviews (Section 3) even within this designated office / Gigaport Masterplan area.

Employment:

- DTZ consider that employment uses would be better located within the Gigaport Masterplan area and nearer Walsall College therefore more appropriate sites have been modelled within the site assessments in this Study.
 - Industrial:
- DTZ considers that there may be potential for industrial use given the out-of Town Centre 'feel' to the site however we believe that this use may be less well supported by surrounding residential uses compared to other sites such as North Street / Portland where the dominant surrounding use is industrial.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and its inclusion within the Gigaport Masterplan area to comprehend the most viable mix of uses, we have modelled a budget hotel, residential, and pre-provided roadside service provision, over 3 storeys, given surrounding buildings and prevailing uses and with associated and ancillary parking.
- We have modelled a development of 90% of the site including the re-provision of parking of the northern site.
- To take account of the site's characteristics we have assumed £2000 additional costs for infrastructural works to Aboretum Junction and Melish Island / Lichfield Road.

RECOMMENDATIONS:

The Ward Street area will be appropriate for residential, hotel and surface car parking uses. The use(s) identified for this site will increase the town's resident population and help to support the overall viability of other Town Centre uses.

Cordwell Site (site adjacent to Tesco)

AAP21

SITE DESCRIPTION:

- Currently there are no existing uses at the site, it is a cleared site.
- The site is adjacent to the recent Tesco development (including 700 space car park and petrol filling station) and fronts onto Littleton Street West directly opposite the new Walsall College development and the Leather Museum.
- The site is accessed from the south.
- Wisemore (the main thoroughfare for students accessing College facilities and others
 accessing the Tesco site) currently provides access to Tesco car park but there are
 plans for a tram network which would pass down Wisemore.
- To the west of the site are the rear garden walls of residential and commercial properties located on Stafford Street.
- To the north of the site is Littleton Street West, the main dual carriageway ring road in and out of Walsall.
- The site is covered by patchy grass other than a hard landscaped area to the north east of the site.
- It is a clearly defined site with extant planning consent for a cinema/leisure scheme; however, it is understood that this scheme will not be delivered.



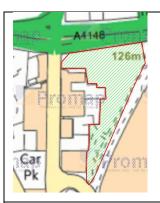




LANDOWNER:

Tesco owns approximately 70% of the site, with the remaining 30% in WMBC ownership. Cordwell Property is preferred developer for the site if it were to come forward as a cinema/leisure scheme; however, it is understood that this scheme will not be delivered.

SITE AREA:	BUILDING FOOTPRINT AREA:
6,600 sq m	n/a

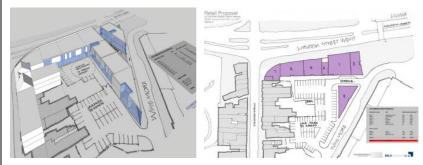


POTENTIAL FLOORSPACE:

WMBC proposed 5,819 sq m (from planning consent). We advise that a development be over 2 storeys based on existing planning consent and the existing shopfronts on Wisemore.

PLANNING CONSENTS / PLANNING POLICY:

- Planning consent (13/0206/FL) granted in June 2013 for multi-screen cinema and associated leisure uses.
- Proposed multi-screen cinema (use class D2) with additional commercial units for retail, cafe and restaurants, drinking establishments and hot food takeaways (use classes A1, A3, A4 and A5) with associated car parking, access arrangements, landscaping and public realm.
- We understand that this scheme will not be delivered.



Source: The Littleton Centre Walsall, Design and Access Statement

- Outline permission has previously been granted for this site (06/0367/OL/W7) for similar and additional alternative uses.
- Material amendments granted July 2014 (14/0762/FL) variation of Condition 21 of Planning Consent 13/0206/FL to allow substitution of plans.
- Included within Gigaport Masterplan area (07/2659/OL) this area is covered by planning consent for a new, commercially anchored, central business development, with consent for 127,000 sq m of office space, a data centre, and a hotel with conference facilities, as well as 23,000 sq m of live/work space, a health and sports facility, and retail/non-retail floorspace. The site is centrally located along the envisaged Gigaport corridor. All developments must follow the

conditions detailed in the 'Notification of Decision on an Application for Planning Permission' i.e. no development can commence before samples of the facing materials to be used have been approved by the Local Planning Authority.

• UDP WA8 – high quality design given prominence off ring road.

CONSTRAINTS:

- Slight fall in levels across the site of 1.6m from Wisemore to Stafford Street.
- Competition from the proposed cinema-led leisure scheme under construction at the Waterfront North site, which has been more successful in securing restaurant operators.
- WMBC understand that Tesco would prevent foodstore development on the majority of the Cordwell site (i.e. the land in their ownership).
- Littleton Street is largely vehicular with little footfall and therefore a large visual prominence will be required.
- All units should be designed so that they are accessible from the Wisemore frontage to match existing pedestrian routes.
- A suitable corridor width must be maintained as part of the potential tram network development.
- Any scheme must ensure it fits with the development context of a large ring road to one side and a major pedestrian route on the other.

DEVELOPMENT POTENTIAL:

- DTZ considers this to be a medium term development opportunity for an office and residential scheme. Although the site benefits from an implemented planning permission for a cinema-anchored leisure scheme, it is understood that this scheme will not be delivered.
- Potential uses proposed by WMBC include office and/or leisure uses.
- We do not believe Stafford Street should be included within the development. Although it is potentially under-utilised prominent area of land which has been considered for redevelopment of a landmark building to complement development at the Waterfront, we consider that the site appears separate from the Cordwell site and will do little to encourage a comprehensive redevelopment of the Cordwell Site. Additionally, the viability of development is likely to be challenged more if the Stafford Street units were included in a redevelopment, rather than if the Cordwell site was considered in isolation.
- It is a cleared site generating no existing income which reduces barriers to development.

Leisure / cinema (and restaurant / A3):

- As stated above, we do not expect the cinema-led leisure scheme at this site to be delivered.
- Without the cinema, we do not consider that A3 uses would be appropriate; nor would demand be sufficient in this location in the light of the cinema-anchored leisure scheme (incorporating A3 uses) coming forward at the Waterfront North site.

Office:

- Given that a similar scheme has been proposed at the Waterfront North Site and that the Waterfront scheme has had more success in securing restaurant operators, other potential uses for the site should be considered; DTZ consider this would be an office and residential scheme, however the viability of any use other than leisure would most likely be subject to public sector funding.
- The location would be suited to offices given its position in the centre of the designated office area, Gigaport Masterplan area.
- Office use is supported by good visibility from the A4148.
- An office scheme would need to include a significant proportion of residential development to be viable.

Residential:

- As stated above, other potential uses for the site should be considered; DTZ consider this would be a residential and office scheme, however the viability of any use other than leisure would most likely be subject to public sector funding.
- Residential apartments would work well at this site in DTZ's opinion to improve viability and complement office use and given the site's location near the core of the Town Centre and the short walk from Walsall railway station.
- Convenience Retail:
- The site is outside of the PSA and is considered edge-of-centre in retail terms. DTZ consider that the Cordwell site is the second most preferable site in locational and planning terms for new convenience retail provision (i.e. budget foodstore); Jerome Retail Park being the preferred edge-of-centre site for such provision as part of a comprehensive redevelopment with prominent frontage and surface level car parking.
- However, we note WMBC understand that Tesco would prevent foodstore development on the majority of the Cordwell site (i.e. the land in their ownership).
- DTZ consider that the Cordwell site is not suitable for non-convenience (i.e. comparison) retail, as this form of retail development and investment should be focused within the PSA so as to improve its health, (Strategic Centre) status and retail offer.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and surrounding uses, its inclusion within the Gigaport Masterplan area, Policy WA8 and existing planning consent to comprehend the most viable mix of uses, we have modelled a residential and office scheme.
- We have not modelled the site on the basis of a leisure scheme. In DTZs view there is only potential for one cinema-led leisure scheme and therefore neither of the proposed leisure schemes (Cordwell site and Waterfront North site) would be viable if both were developed; we understand that the Waterfront North leisure scheme is now significantly more advanced than the Cordwell site.
- Additional costs for the requirement of high quality design.
- Increase professional fees to reflect level change.

RECOMMENDATIONS:

The Cordwell site will be appropriate for residential and office uses. Other appropriate uses in locational and planning terms include convenience retail (although we acknowledge the Tesco interest in this site which may prevent convenience retail coming forward). The use(s) identified for this site will complement the Gigaport Masterplan Strategy and bring a prominent, under-used site back into active use.

Intown (Intown off Lichfield Street)

AAP33, AAP34, AAP34a

SITE DESCRIPTION:

- Current uses include commercial (industrial), WMBC parking, cleared site areas and vacant buildings.
- 2 storey buildings on average.
- Morrisons is located to the north of the site and includes a large ancillary car park.
- The eastern site comprises approximately 30 car park spaces.
- The southern site includes a parking area providing approximately 50 spaces accessed via Intown Row. The majority of this area is a cleared site.
- The larger, northern site comprises a parking area with approximately 25 parking spaces, vacant buildings and cleared areas, as well as industrial (occupiers include PW Sealtec and MW). The area is bounded by Whittimere Street, Intown Row and Lower Rushall Street, and the site benefits from good visibility from the main road, Lower Rushall Street.
- To the east of the site and fronting onto Lower Rushall Street is a large residential development.
- The surrounding area uses includes office, supermarket, residential, industrial and public buildings.







LANDOWNER:

Various private owners, plus WMBC interests in car parks.

SITE AREA:

12,070 sq m. This total is comprised of:

Northern area: 3,387 sq m Eastern area: 1,268 sq m

Southern area: 5139 sq m

BUILDING FOOTPRINT AREA:

Approximately 2,436 q m plus 375 sq m car park (on northern area), 252 sq m (on eastern area), 197 sq m plus 708 sq m car park (on southern area) or 24% site coverage (excluding car parks).



POTENTIAL FLOORSPACE:

WMBC proposed 18,100 sq m over 3 storeys if the site is the site is cleared.

PLANNING CONSENTS / PLANNING POLICY:

- There are no major current applications.
- This site is within the UDP Development Opportunity WA9. This area should be developed for leisure, offices, hotel or residential and possible potential to provide parking. Links to Lichfield Street might be converted to pedestrian only and the possibility of a direct link to Bridge Street should be considered.

CONSTRAINTS:

- Possible need to replace lost parking spaces this is accounted for in the Transport Strategy section of this Study (see Section 7).
- Diverse ownership and potential unwilling sellers.
- Viability of development given location and lack of active frontage.
- Political proposal for leisure centre / parking.
- Potential Tree Preservation Order on periphery of the site.
- The site physically 'feels' outside of the Town Centre.

DEVELOPMENT POTENTIAL:

- DTZ consider Intown to be a long term development opportunity reflecting the existing uses which would need to be re-located or re-provided for, the likely need for public sector support to bring forward development and the disjointed nature of the site area.
- Potential uses proposed by WMBC include a residential-led scheme. Other uses proposed include office, leisure, multi-storey car park and/or hotel.
- DTZ consider that a comprehensive development is very unlikely. However, DTZ believe that the most appropriate use would be a multi storey car park.
- The site includes areas of cleared site and vacant buildings generating no existing income which reduces barriers to development. Current uses would need to be relocated which would be costly and creates a barrier to development.
- In the case of a super car park not coming forward at the site, DTZ propose that a mixed use development could come forward including a mix of residential and re-provided light industrial uses delivered in separate blocks (since they are already income generating and including these sites in a proposal for development will most likely improve viability). We do not consider it worth redeveloping existing occupied large industrial uses since these will not work well

alongside residential development and do not seem an appropriate Town Centre use. A residential and industrial-led development would need to be phased and is unlikely to be brought forward in the short term.

- The diverse ownership and potential that owners will be unwilling to sell is a significant barrier to development particularly if the landlords are not progressive towards development.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme; market reviews show that it would be difficult to prove viability for uses other than industrial, residential or car park.

Super Car Park:

- Walsall's Car Park Strategy Plan (2.2) proposes the entire site as a potential car park site and there is recognised local demand for parking by users of the nearby Walsall Gala Baths and museum/ library facilities.
- The Transport Strategy in Section 7 of this Study identifies Intown as a location for a new super car park to improve accessibility for the Town Centre whilst minimising the impact on the strategic highway network and on noise/air quality within the Town Centre.
- A super car park at Intown would be one of two super car parks envisioned for development over the timeframe considered within this Study (see Section 7)

 the other site being the Challenge Block site we consider that Intown super car park would be more likely to require interjection from WMBC or some form of public sector support to deliver such a facilities however in terms of location and proximity to the Town Centre there is a greater benefit of a super car park at Intown compared to Challenge Block.

Industrial:

- In the case of a super car park not coming forward a mixed use scheme DTZ consider that industrial use could be supported.
- We do not consider it is worth including existing large industrial units within a redevelopment of the site and including these within a development of the site may challenge viability. However, low density industrial units could be reprovided in an industrial and residential scheme given that these would could be designed so as to reduce the negative impact associated with residential alongside industrial uses.

Residential:

- In the case of a super car park not coming forward a residential scheme (potentially with some light industrial uses provided in separate blocks) would be supported by residential uses given nearby uses and a residential element to a redevelopment scheme would improve the viability of a development.
- The right type of environment would need to be created through landscaping and careful design with residential provided in separate blocks to industrial uses if the scheme is developed for residential and industrial use so as to reduce any negative implications.

Hotel:

- In the case of a super car park not coming forward at this site, DTZ consider that there could be potential for a budget hotel at this site due to its proximity to the main Town Centre high street and based on the potential for such a facility in the longer term in Walsall Town Centre (see Section 2.201 and 2.206).
- However we consider that a hotel demand study would be required to prove demand and other sites may be more appropriate in the Town Centre which are better located at major junctions or within the envisioned leisure area near the Waterfront area.

Leisure Centre:

• DTZ do not believe that there are any significant benefits to be gained from relocating leisure facilities to Intown given our recommendation that leisure facilities should remain at existing locations where appropriate (i.e. Gala Baths in the light of its refurbishment) or be developed around the waterfront area.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and Policy WA9 to comprehend the most viable reconfiguration or addition of floors, we have modelled the likely maximum development density given surrounding buildings and prevailing uses.
- We have modelled a super car park at the site.

RECOMMENDATIONS:

The Intown site will be appropriate for super car park, which will help to deliver Walsall's Transport Strategy (see Section 7). Other appropriate uses may include residential, hotel and/or light industrial.

Holiday Hypermarket (Wolverhampton Street)

AAP40

SITE DESCRIPTION:

- Current uses include office and retail.
- The site is adjacent to the Canal Locks.
- Thompson occupies the site which includes car park providing approximately 70 spaces.
- The site is visible from Blue Lane West /Wolverhampton Road (A4148).
- The Holiday Hypermarket is accessed via Wolverhampton Street.
- To the north of the site is the edge-of-centre Crown Wharf Shopping Park.
- To the east of the site is the cleared Waterfront North site which has consent for a leisure scheme.
- To the south and behind the site the Walsall Canal and other Waterfront development sites.
- Access along canal towpath on the south of the Canal Locks and along Wolverhampton Street to the new Art Gallery, the Wharf Bar, and a canal side Costa Coffee outlet.
- Forms part of waterfront development area of Walsall as defined by WMBC (Waterfront South, Waterfront North) the area is dominated by new residential developments.
- It is a clearly defined site in single ownership.



LANDOWNER:

Owned by the Co-Op (who lease to Thompson).

SITE AREA:

5,600 sq m



BUILDING FOOTPRINT AREA:

1,213 sq m and 787 sq m

POTENTIAL FLOORSPACE:

WMBC proposed 8,400 over 3 storeys if the site is cleared.

PLANNING CONSENTS / PLANNING POLICY:

- There are no current applications/consents at the site.
- The site is part of the UDP Development Opportunity WA12. The land in this area represents the second phase of the Town Wharf development, and exists to maximise the opportunity offered by this canalside location. There is a requirement of particularly high standards of design required in this area as well as public space/landscape works and it is a gateway site. Leisure development and other uses which serve the community are encouraged. Residential may be acceptable where it complements and does not constrain leisure development. Emphasis is on redevelopment not refurbishment. Additionally, public access should be provided along both sides of the canal arms with at least one bridge across the canal arm.
- The site is within the Waterfront SPD and identified as a gateway site.

CONSTRAINTS:

- There are approximately 10 years left on the lease to Thompson, which means that acquisition costs are likely to be high.
- Part of the site falls within the Walsall Locks Conservation Area; WMBC can control new developments to ensure their fit with the area's character.
- Limited landscaping at the back of the site which forms part of the Waterfront development area, and there is currently no path behind the building and along the northern edge of the canal.
- There are access issues from Wolverhampton Street (need to go beyond the site to access Stafford Street and when accessing the site from east, need turn back at roundabout).
- The site physically 'feels' quite separate from the Town Centre/Park Street area.

DEVELOPMENT POTENTIAL:

- DTZ consider this a long term development opportunity, most likely toward the very end of the plan period.
- WMBC considers the starting point for this site is that the existing use would remain; however, if an alternative land use is proposed, potential uses include leisure, banqueting, office and/or residential.
- As stated above, we do not consider it worth redeveloping the recently built Holiday Hypermarket in itself or including it within a wider development scheme. The site is already occupied and generating income and it would be difficult to make redevelopment viable.
- Refurbishment in the shorter term would provide the benefit of creating/allowing better linkages through the eastern / northern waterfront; however, a pedestrian bridge over the canal should counter this and allow access to other paths along the northern edge of the Canals.

Residential:

- In the longer term DTZ consider that the most viable development would be a residential scheme at this site given surrounding uses.
- A residential redevelopment would require the creation of a footpath along the canal.

Banqueting Facility:

• DTZ market reviews suggest that a banqueting facility would be better located close to the hotel (Premier Inn) already developed at the opposite end of the waterfront scheme.

Office:

• The site falls outside of the Gigaport area and DTZ do not believe that there is a strong enough office market to support an office scheme outside of this proposed office focus for the town at Gigaport.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- DTZ do not consider that a development scheme should be brought forward at this site in the short term. However, towards the end of the plan period, the site might become a (long term) development opportunity.
- Having reviewed the context of the site and Policy WA12 to comprehend the most viable reconfiguration or addition of floors, we have modelled the likely maximum of residential with internal/private parking over 3 storeys given surrounding buildings and prevailing uses.
- Additional costs for the creation of a footpath and landscaping behind the building and along the northern side of the Canal Locks.

RECOMMENDATIONS:

DTZ recommend that this site will be appropriate for residential uses in the long term, which would help to increase the Town Centre's resident population and in turn support the viability of other Town centre uses.

Waterfront Lex

AAP39

SITE DESCRIPTION:

- This is a cleared site.
- Access along canal towpath to the south of the Canal Locks to the new Art Gallery, the Wharf Bar, and a canal side Costa Coffee outlet.
- The site marks the gateway to both Walsall and the waterfront development area when approaching Walsall from the M6 motorway and is very visible.
- Forms part of waterfront development area of Walsall as defined by WMBC (Waterfront South, Waterfront North) the area is dominated by new residential developments.
- It is a clearly defined site in single ownership.
- Prominent canal side frontage to two sides.
- To the east of the site is the Holiday Hypermarket site/building.



LANDOWNER:

Homes & Communities Agency

SITE AREA:

8,950 sq m



BUILDING FOOTPRINT AREA:

n/a

POTENTIAL FLOORSPACE:

WMBC proposed 4,475 sq m over 1 storey or 22,375 sq m over 5 stories.

PLANNING CONSENTS / PLANNING POLICY:

- There are currently no relevant consents.
- The site is within the UDP Development Opportunity WA12. The land in the WA12 area represents the second phase of the Town Wharf development, and exists to maximise the opportunity offered by this canal side location. There is a requirement for particularly high standards of design required in this area as well as public space/landscape works and a gateway site. The area is encouraged for leisure development and other uses which serve the community. It

considers that residential may be acceptable where it does not constrain leisure development. Emphasis is on redevelopment not refurbishment. Additionally, public access should be provided along both sides of the canal arms with at least one bridge across the canal arm.

• Also the site is part of the Waterfront SPD and is identified as a gateway site.

CONSTRAINTS:

- Contamination & remediation issues in common with many of the waterfront sites.
- The southern part of site falls within Walsall Locks Conservation Area; WMBC can control new developments to ensure their fit with the area's character with the potential for increased development costs. However WMBC is promoting good design standards for development in the Town Centre is are keen to achieve these ambitions without the requirement for unduly high design costs.
- The site is at the gateway of the Waterfront, whilst this is a draw of the site, it also means that aspirations (in a planning sense) are high which is could challenge viability, however, as stated above, WMBC's aspirations are to achieve good design without increased development costs.
- Partly within Limestone mine consideration zone.
- Significant air quality and noise issues from Wolverhampton Road which are likely to restrict the appeal of the site (at the northern side) for residential development.
- Historical uses at this location include a gas works, depot and vehicle maintenance garage which has resulted in impacts to the shallow ground conditions. Despite extensive investigation, assessment and remediation, some additional works will be required during planning.
- Position of the site at the western extremity of the SPD area (and its significant scale) means that it is unlikely to match the values achievable on sites closer to the centre of town (in the scenario of a fully redeveloped Waterfront).
- No visible public transport facilities directly serving the site.
- Access issues may need to create better turn off Wolverhampton Road to access the site. Currently difficult access via Pleck Road and western approach
 from Wolverhampton Road (need to go beyond the site and turn back at roundabout near Crown Wharf Shopping Park). However this concern may be less
 of an issue and costs reduced for a residential development.
- Separated from Waterfront North by Holiday Hypermarket which weakens pedestrian linkages and compromises site lines especially in the case of reduced expenditure on access from Wolverhampton Road a walkway extension alongside the canal and behind the Holiday Hypermarket may be required.
- The site is not currently accessible from the southern side of the Canal (current access to the northern site requires you to exit the Waterfront area and walk along main roads including Pleck Road and Wolverhampton Street); the SPD seeks to address this with a new pedestrian bridge. A residential development may require a pedestrian bridge over to the opposite side of the river to improve connectivity at the waterfront area and for access to additional parking behind the Waterfront South developments an in depth study would be needed to determine the demand and cost for such a facility and impact on the area as well as the best location for this bridge.

DEVELOPMENT POTENTIAL:

- DTZ consider this a medium term development opportunity.
- Potential uses identified by WMBC include office, leisure conference/ banqueting and residential.
- DTZ consider that this is a residential opportunity with some ancillary A3 / pub and office space (given the live requirement for office space). We consider that other uses could come forward as part of a residential led scheme where these will not prejudice/undermine the Town Centre strategy.
- The site was previously planned for a car dealership.
- Cleared site generating no existing income which reduces barriers to development.
- Phased scheme will be required given the size of the site and the number of residential units (as per commentary in Waterfront SPD).

- We do not consider it worth including the recently built Holiday Hypermarket, located beside the site to the east, within the development. The site is already generating income and its inclusion would challenge viability more than if the Lex site is viewed in isolation; the benefit of including this site would be to allow better linkages through the eastern waterfront but the proposed pedestrian bridge over the canal should counter this.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme; this is very challenging given prevailing values in Walsall and we consider that public sector support is likely to be required to bring forward development in the short term. This is particularly the case given the gateway nature of the site and requirement for a 'landmark' building (however WMBC's efforts to promote good design standards without placing additional costs on developers could significantly negate this potential constraint); this site could act as a catalyst for wider regeneration scheme but other sites are likely to generate much of the benefit of this.
- Entrance to site may require large infrastructure interventions given the access issues and current lack of site entrance point however these interventions are likely to be reduced in the case of a residential development compared to other uses where access may be more important or necessary.
- WMBC have recently concluded a site investigation/remediation study, which concluded that the remediation costs would be £325-365,000, depending on end use.

Residential:

- We consider this to be a primarily residential opportunity given the surrounding residential cluster; whilst viability is likely to be challenged for all uses considering the potential ground condition risks, the opportunity to create an appealing residential environment by the water is most likely to benefit residential values.
- Residential would need to be provided away from the road and with frontage onto the canal so as to avoid concerns of noise pollution.

 A3 / Pub:
- Combined high residential supply across the waterfront developments could provide demand for leisure. We believe a pub / A3 unit could work well here given the canal frontage although in planning terms, it is likely to be difficult to deliver until there is a greater critical mass of residential. We envision that the A3 / Pub or retail (see below) would service the wider housing led development as ancillary provision as opposed to being a destination in itself. The planning policy suggests that the area is encouraged for leisure development and other uses which serve the community and we consider that the uses proposed are consistent with this as long as they are ancillary; it would not be an appropriate dominant use and could potentially conflict with other uses.
- For a town the size of Walsall, we are wary of splitting leisure provision up too much and consider that a strong cluster is most likely to be viable as opposed to spreading uses throughout the SPD area. Therefore, we do not consider this site to provide the opportunity for significant leisure provision as there is the beginning of a cluster towards the eastern end of the waterfront.
- DTZ consider than a leisure unit at this site would be marketed separately from the marketing at the Waterfront North site since it is unlikely to be a pre-let.
- Good visibility from Wolverhampton Road and the Canal network.
- Open aspect to the canal network supports the potential for A3 use; DTZ consider that an A3 use would need to be complementary to residential uses at the site.
- WMBC remain open to the option of leisure uses at the Waterfront Lex site.

Convenience Retail:

- The provision of ancillary, small scale convenience retail at this site would need to be supported by a sustainability case and evidence of no adverse impact on Town Centre vitality and viability (as outside of the Primary Shopping Area). However, it will be difficult to generate operator interest until there is significant critical mass and scale in terms of residential occupiers.
- DTZ consider than a retail unit at this site would be marketed separately from the marketing at the Waterfront North site since it is unlikely to be a pre-let.
- WMBC do not feel that a retail aspect would work here but remain open to this option DTZ agree that this option should remain open but that an A3 unit may be more suitable alongside the residential developments in the surrounding area.

 Office:

- The site falls outside of the Gigaport Masterplan area and DTZ do not believe that there is a strong enough office market to support an office scheme outside of this proposed office hub. Therefore DTZ do not recommend that the site is promoted for office use.
- However the exceptional live requirement for a 5,000 sq m unit on this site shows potential office interest in the site. As a result, DTZ have modelled a small element of office provision and consider that other uses could come forward at the site as part of a residential scheme where the applicant can demonstrate that there will be no prejudice/undermining of the delivery and regeneration of Gigaport and the wider Town Centre strategy.
 Hotel / Conference Centre:
- HCA and WMBC are keen for the delivery of a new hotel and conference facility at the site but are willing to consider alternative uses. DTZ's market reviews state that we are not aware of any current requirements for a hotel or conference facility in Walsall (see Section 2.206) and that if there were demand for a conference facility this would be better located very near to the hotel scheme already developed at the opposite end of the waterfront scheme or near any major office development at the Gigaport Masterplan area. Although we consider that a major roadside position may potentially be attractive to occupiers we consider that there are more appropriate sites which could provide this facility as reflected in the site assessments.

Roadside Services:

• We do not consider that this is an appropriate site for roadside services given the access issues to the site; therefore, good visibility from Wolverhampton Road and the Canal network is of limited benefit to this site.

Car Park:

• The lack of residential parking on the northern side of the canal means that additional parking would likely be required given the importance of parking provision for residential in Walsall. We have not modelled any ancillary parking and have assumed that parking will be available behind the Waterfront South development and would be accessible by a bridge across the canal however the car parking provision would require further investigation.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the Waterfront SPD and the context of the site to comprehend the most viable mix of uses, we have modelled the likely maximum of a 5 storey building(s) including residential uses, ancillary parking, and some ancillary retail use.
- Although we consider that there would be a long term benefit and planning support (planning support mixed-use at the site) for some ancillary A3 space as well as residential use, in line with WMBC, DTZ understand that this would be difficult to bring forward. Consequently, we have modelled a small level of A3 floorspace at the scheme at half the rent of a typical retail unit to reflect the location.
- At this stage we have not put an additional allowance on the build costs to reflect the requirement for landmark buildings (at the corner of the side facing Wolverhampton Road and at the corner of the site with its double frontage onto the canal) as stated in the Waterfront SPD; this may need to be considered given the potential for increased development costs. However WMBC, as stated above, are promoting good design standards for development in its Town Centre and are keen to achieve these ambitions without the requirement for high design costs.
- Remediation costs of £365,000 have been modelled reflecting surveys already undertaken at the site.
- Additional build costs of £1.5 million have been built into the viability model for a pedestrian bridge link across the Canal as well as £0.5 million for a walkway linking the Waterfront Lex site to the Waterfront North site (along the canal as on the southern side). No costs have been included for improvements to access at Wolverhampton road on the basis that the modelled development will improve access through a bridge and extended walkway.
- Affordable housing reflects the requirement of 25% affordable housing in the Waterfront SPD.
- We have used a 20% contingency for the viability model due to the risks particularly in terms of contamination.
- The Waterfront Lex site will be appropriate for residential, a small level of office and A3 or convenience retail. The proposed uses will support the overall viability of other Town Centre uses.

RECOMMENDATIONS:

The Waterfront Lex site will be appropriate for residential, small scale office uses and ancillary A3 or convenience retail. DTZ consider that other complementary uses could come forward within the site as part of a residential-led scheme. The proposed uses will bring this key gateway site back into active use and support the overall viability of other Town Centre uses.

Waterfront North Site

AAP41

SITE DESCRIPTION:

- Currently this is a cleared site.
- The site is adjacent to and has frontage onto the Canal Locks.
- The site forms part of waterfront development area of Walsall as defined by WMBC (Waterfront South, Waterfront North) – the area is dominated by new residential developments.
- It is a clearly defined site in single ownership.
- Existing consent for a leisure scheme including cinema and restaurants.
- The site fronts onto Wolverhampton Street to the north.
- Access via Wolverhampton Street to the new Art Gallery, the Wharf Bar, and a canal side Costa Coffee outlet.
- To the north of the site is the edge-of-centre Crown Wharf Shopping Park.
- To the west of the site is the Holiday Hypermarket.
- Currently includes a car park area fronting onto Wolverhampton Street of approximately 80 spaces.









LANDOWNER:

Homes & Communities Agency. In process of being sold to Walsall. Kier Property is preferred developer for the site.

SITE AREA:

20,400 sq m



BUILDING FOOTPRINT AREA:

n/a

POTENTIAL FLOORSPACE:

WMBC proposed 7,000 sq m (from planning consent).

PLANNING CONSENTS / PLANNING POLICY:

- Planning consent (13/0440/FL) granted June 2013 for multi-screen cinema and associated leisure uses. Material amendments granted July 2014 (14/0779/FL).
- The planning consent includes a full planning application for multi-screen cinema (use class D2) at first and second floor with retail, restaurants and cafes, drinking establishments (use classes A1/A3/A4) at ground floor level and two separate units for restaurants and cafes and drinking establishments (use class A3/A4), car parking, external seating area, landscape works, additional temporary surface car parking, canal footbridge, associated works and access arrangements. An outline application (all matters reserved) exists for leisure, retail, restaurants and cafes and drinking establishments (use classes A1, A3, A4 and D2).
- The site is part of the UDP Development Opportunity WA12. The land in this area represents the second phase of the Town Wharf development, and exists to maximise the opportunity offered by this canal side location. Particularly high standards of design required in this area as well as public space/landscape works and there is a requirement for a gateway site. Leisure development will be encouraged at the site as well as other uses which serve the community. Residential may be acceptable where doesn't constrain leisure development. Emphasis will be on redevelopment not refurbishment. Additionally, public access should be provided along both sides of the canal arms with at least one bridge across the canal arm.
- This site is part of the Waterfront SPD and therefore there is a requirement for this to be a gateway site.

CONSTRAINTS:

- Inclusion within a conservation area means that WMBC can control new developments to ensure their fit with the area's character creating potential for increased development costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Waterfront SPD with requirements for gateway site brings a similar requirement for additional development costs as that created by the inclusion within a conservation area.
- Parking would need to be re-provided if lost in a redevelopment of the site Section 7, the Transport Strategy, accounts for this.
- The site physically 'feels' quite separate from the Town Centre / Park Street area.
- Visibility from Townend Street/ New Art Gallery area restricted by Premier Inn development.
- A similar cinema / leisure scheme has been proposed at the Cordwell Site however WMBC do not consider that the Cordwell scheme will be delivered.

DEVELOPMENT POTENTIAL:

- DTZ consider this a short term development opportunity for a cinema-anchored leisure scheme (including A3) with ancillary parking. This scheme is currently under construction. The Light Cinema will anchor the scheme. DTZ have also modelled a combined community and public sector facility at the Waterfront North alongside the leisure development, which is likely to have a longer development timeframe (depending on public sector funding, decisions and strategy).
- Potential uses recommended by WMBC include leisure only.
- Cleared site generating no existing income reducing barriers to development.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme; it may be difficult to prove demand for uses other than leisure which market reviews have shown to have potential at this end of town.

• Contribution towards improvements to Wolverhampton Street highway and public realm are a requirement of WA12 which adds to development costs as does the requirement for high standard design.

Leisure / Cinema (including A3):

- A cinema-anchored leisure scheme (including A3) is currently under construction and has the potential to create a leisure hub in Walsall Town Centre.
- Kier has completed the acquisition of the land from the HCA and has announced the commitment of Pizza Express, Chiquito, Hungry Horse and Bella Italia to the scheme alongside The Light Cinema.

Community / Public Sector:

- DTZ consider that community and public sector uses (including a relocation of the Local History Centre and Walsall Museum to form the Heritage Centre highlighted in Section 2 of this Study), and potentially a new Library, Leisure Centre, and a Performance Venue (as identified in Section 2) could be delivered on the site as an extension to the existing leisure offer in the area. DTZ's commentary in Section 2 states that new community facilities would be best provided for, close to a new leisure hub and hence such uses here would be consistent with the findings of the market reviews.
- DTZ recognise that WMBC are looking to provide a new Heritage Centre within the Town Centre which will ideally combine the Walsall Museum (which closed in April 2015), the Local History Centre (currently outside of the Town Centre), and the Leather Museum into a single heritage venue.
- It is understood that the existing site of the Leather Museum is being pursued by WMBC for this consolidated Heritage Centre within the Town Centre but it is too small to accommodate the storage requirements of the combined services. If a workable solution cannot be found at the current site of the Leather Museum DTZ consider that the Heritage Centre would be best located nearby a new leisure hub and consider it reasonable to consider that it may need to be relocated to the Waterfront North site if a solution cannot be found in its current location.
- A new community and public sector facility would need to be proven viable if development were to be progressed at this site.
- It should be noted that a relocation of community and public sector facilities to this end of town would most likely contribute to the problem of drawing people away from the southern end of Town Centre and any development of these uses will need to be balanced with this being the best site for such uses (given wider constraints/ service requirements); the site is likely to be particularly suitable for larger scale community uses with synergies with the leisure scheme (e.g. if a performance venue was ever deemed deliverable).
- Reflecting the commentary in Section 2E, we recommend that new or enhanced performance facilities could be required by stakeholders and that these could be provided for through an extension of existing facilities at the Forest Arts Centre, however these would ideally be provided at Waterfront North to complement the existing and planned mix of uses there.
- There is the potential to extend the community element of the waterfront area through a reconsideration of uses at the William House/ Station Street/ Stafford Works Site or the Holiday Hypermarket Site. This option has not been modelled at other sites at this stage given the likely lack of viability for such uses.

 Leisure Centre / Library:
- Here this assessment focuses specifically on Leisure Centre / Library as a form of community /public sector uses.
- If the floorspace available permits or the cinema-anchored leisure scheme stalls at the site, the site could also host a new leisure facility and a new library as an extension to the existing leisure offer in the area.
- However, DTZ consider that these recommendations are likely to have to be delivered beyond the period considered within this Study and if the Walsall
 Museum is relocated there may be the potential to create an extended Library if required alongside a new Gala Baths at its existing location. This would
 provide for differing community focused areas with a new Heritage Centre located nearby a new Leisure hub and a new Gala Baths facility and Library at
 the location of the existing facilities (and benefiting from a new super car park at the Intown site).

Residential:

• If a leisure use is not progressed at the site the nearby residential developments show that there is demand for residential uses in this area. Additionally residential uses may improve viability if provided alongside a leisure and community led development.

Office:

• The site falls outside of the Gigaport Masterplan area and DTZ do not believe that there is a strong enough office market to support an office scheme outside of this proposed office hub.

Car Park:

• Walsall's Car Park Strategy Plan (2.2) proposes an extension of the existing car park to the east, west, and south (this would mean that parking covers around 50% of the site). Section 7, the Transport Strategy, does not allocate this site for a super car park therefore this use has not been modelled by DTZ.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site, existing consent for a leisure scheme, and Policy WA12 to comprehend the most viable reconfiguration or addition
 of floors, we have modelled the likely maximum of floorspace over 1.2 storeys (mix of 2 and 1 storey, mainly 1 storey) given surrounding buildings and
 prevailing uses.
- Additional costs for requirement for high design and works to Wolverhampton Street highway and public realm (reflecting the risk of increased development costs).
- Additional landscaping costs due to the sites location within a conservation area (creating the risk of increased development costs) and additional costs for a path along the canal.
- If a library was to come forward at Waterfront North, WMBC would need to consider how this could be funded from their own resources or cross subsidy from commercial leisure uses. There are likely to be other funding routes depending on the exact specification of the facility and its working practices. If such subsidy be required and a discount supermarket not be supported or a comprehensive redevelopment of the site be secured, WMBC would bear in mind the potential availability of sequentially preferable sites elsewhere.

RECOMMENDATIONS:

The Waterfront North site will be appropriate for leisure uses (including cinema and A3) and community / public sector uses. Other appropriate uses include residential. The proposed uses will help create the recommended leisure hub in Walsall Town Centre.

North Street / Portland Street

AAP01, AAP03, AAP04, AAP11

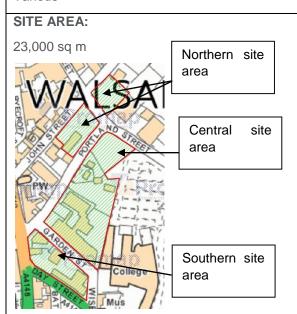
SITE DESCRIPTION:

- Current uses include industrial, private parking, retail and A3.
- The average existing building height is 2 storeys.
- Garden Street separates the site into a southern and northern area.
- Occupiers in the southern area of the site: Enterprise Rent-A-Car, The Tannery Fish Bar (Fish & Chips), Select Beds, Carpet Stockroom, Firmcare Mobility, Subway, Walsall Blackbelt Academy, and Capital Hair and Beauty Supplies.
- Occupiers in the northern area of the site: Bathroom and Tile Centre, Decorating Centre, Anvanoc, Crosby House, Walsall Riding Saddle Co, Service Kitchen and Bedroom Furniture, Noirit, Solo Freight, Hayward, and Heart Care.
- Further educational demand is expected to be accommodated adjacent to the site.
- The site occupies a peripheral location, the majority of which falls within the AAP boundary.
- The northern site fronts onto Garden Street to the south and Portland Street to the north and west but has no road visibility to the east; it backs onto the recent development, Walsall College, to the east.
- To the south of the site is Day Street car park.
- The south of the site has frontage onto Day Street, Wisemore, Garden Street, Portland Street and Stafford Street.
- To the north and west of the site are similar industrial uses.
- The site is accessed by various access points by different occupiers.
- The area to the east of the site (and behind Walsall College) is a private College car park; construction has begun on a new Sports Hub and Business facility for Walsall College and completion is due for later in 2015.





Various



BUILDING FOOTPRINT AREA:

- Northern site area: 2,950 sq m, 2,135 sq m
- Central site area: 3,595 sq m, 173 sq m, 131 sq m, 136 sq m and 114 sq m
- Southern site area: 1,075 sq m, 337 sq m, 337 sq m, and 367 sq m

Total: Approximately 11,350 sq m or 50% site coverage.

POTENTIAL FLOORSPACE:

- WMBC proposed approximately 34,500 sq m over 3 storeys if the site is cleared.
- DTZ consider a low density scheme to be most appropriate at this site so as not to challenge viability, and so propose a mix of 1 and 2 storey buildings, and approximately 14,000 sq m floorspace. Although we acknowledge that a higher density scheme would by definition provide more floorspace and so increase the yield, we do not believe that Walsall Town Centre's market is strong enough to support such an increase in floorspace.

PLANNING CONSENTS / PLANNING POLICY:

- The site is included within Gigaport Masterplan area (07/2657/OL). This area is covered by planning consent for a new, commercially anchored, central business development, with consent for 127,000 sq m of office space, a data centre, and a hotel with conference facilities, as well as 23,000 sq m of live/work space, a health and sports facility, and retail/non-retail floorspace. All developments must follow the conditions detailed in the 'Notification of Decision on an Application for Planning Permission' i.e. no development can commence before samples of the facing materials to be used have been approved by the Local Planning Authority.
- North Street/Portland Street is classified as a UDP Development Opportunity WA13. This area is designated as an edge of town-centre site and leisure uses
 cannot conflict uses at the Waterfront. The policy means that redevelopment of the site would require a new vehicular access to have been created into
 Littleton Street West, and the developer must contribute financially to pedestrian routes in the Town Centre and must provide a Greenway between Littleton
 Street West and Portland Street. Trees should be incorporated in the development, and landscaping is required since appearance from the ring road is very

important. Any development must relate positively to the Leather Museum. WMBC also require the retention of the listed Wisemore House and will encourage the retention of the former Slipper Baths (however, the latter was demolished during the construction of the new Walsall College).

•

CONSTRAINTS:

- Wisemore House is listed.
- Limestone mine consideration zone and consequent risk of surface collapse/subsidence and potential planning implications.
- The site is physically separated from the Town Centre and in many respects the site does not 'feel' a part of the Town Centre.
- Potential Tree Preservation Order at the site.
- There are no visible public transport facilities directly serving the site.
- Part of the site area currently sits outside the AAP boundary.

DEVELOPMENT POTENTIAL:

- DTZ consider North Street / Portland Street to be a long term development opportunity.
- Potential uses proposed by WMBC include office, industrial, educational/community, and employment.
- DTZ propose a redevelopment of the site for some office use, residential, education and existing roadside services and A3 use.
- The two Haywards sites outside the Town Centre should be continue to be protected under DEL2; if Haywards move their sites could be used as expansion land for adjacent industrial uses pending a comprehensive housing scheme.
- The site is situated on the edge of the Town Centre but the majority of the site area currently sits within the AAP boundary.
- We do not believe the current configuration of existing highways will impact on demand and uses given DTZ's proposals for the relatively low density development.

Education:

- The College has acquired two sites on the southern side of Portland Street for ongoing training requirements. We recognise that there may be potential for SME link up with Walsall College in relation to apprenticeships etc. in line with the requirement of the WA13 Policy for development to positively relate to nearby cultural/educational facilities.
- DTZ are aware of further educational demand at the site and have modelled this in a redevelopment of the site.

Industrial and Related Office:

- To be viable demand must be proved for all recommended uses; given the context of the site and the focus of demand for most office/A3/retail uses is in the Town Centre it would be very difficult to prove demand for any use other than industrial and related roadside service uses.
- Industrial uses are supported by existing uses at the site as well as surrounding uses the problem is the extremely poor access, cramped streets, lack of manoeuvring space, so the cost of redevelopment would in any case be prohibitive. In our view the Garden Street/Portland Street area should be used for educational with some office development.

• Use of the site for office or live/work space may compromise the operation of existing companies given the dominance of industrial and related uses at the site and in the surrounding area – however office use is supported by the Gigaport Masterplan and DTZ consider that related office uses would work well alongside industrial.

Roadside Services / Retail & A3 / Leisure:

- DTZ also see the redevelopment of the site (as a scheme comprising a mix of industrial and related office uses) including the re-provision of existing trade counter A3/roadside services uses along Garden Street.
- We do not consider it worth relocating the occupied roadside services in a redevelopment of the site. Given that these are already generating income, their relocation would challenge viability more and these uses would work well with the proposed development. Relocation costs and difficulty in finding a better location for existing occupiers if the site is redeveloped would challenge viability. DTZ therefore envision these service units / A3 units fronting into Garden Street, being re-provided in a phased development (so as not to challenge viability and to minimise the impact on EUV).
- Wisemore House will need to be preserved as a listed building which would also decrease demolition costs and may require some level of refurbishment. The building has previously been considered as a potential location for a cafe to support surrounding businesses, DTZ consider a retailer like Greggs may be well suited to this location, given their current interest in increasing their presence at industrial parks. This type of occupier could be well located in a newly refurbished Wisemore House.
- In the view of the strategy of focusing the main leisure /A3 uses at Waterfront North, we do not consider that it is suitable to provide additional leisure or A3 uses at the site (other than the re-provision of existing A3/roadside service units).

 Retail:
- The site is not appropriate for retail as it is out-of-centre and too far off pitch.

Community / 3rd Sector:

• DTZ consider that the demand for community / 3rd sector uses is adequately provided for elsewhere however we consider that the Challenge Block may be preferable to Day Street for the provision of community uses (beyond those facilities already provided within the Town Centre and additional facilities recommended at other sites in this Study). See commentary p.269, Day Street Proforma.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site, its inclusion within the Gigaport Masterplan area and Policy WA13, to comprehend the most viable mix of uses, we have modelled 14,000 sq m over 1.5 storeys across the whole site (to reflect a mix of 1 and 2 storey buildings) of industrial, related office use, and roadside services & A3 uses.
- To reflect the characteristics of the site we have allowed for:
- Additional landscaping costs to reflect Policy WA13.
- £50,000 additional financial contribution to pedestrian routes in Town Centre and provision of a Greenway between Littleton Street West and Portland Street.
- We have decreased demolition costs because of the proposed retention of Wisemore House.

RECOMMENDATIONS:

DTZ consider that acceptable uses at the site should include offices, residential, education and the re-provision of existing roadside services (some of which would classify as A3 use in planning terms). These recommended uses will help to support the strategy for office provision within Gigaport and will extend the existing concentration of educational uses in this location.

Jerome Retail Park

AAP82, AAP 83

SITE DESCRIPTION:

- Current uses include retail, leisure, and ancillary parking.
- Single storey large warehouse units including dedicated service yard areas.
- High existing use value.
- Occupiers include budget retailers including PoundStretcher, Iceland, and Home/Clearance Bargains.
- Most of the site is outside the current PSA.
- Large 90 min free parking car park (very busy and popular car park on our visit).
- Adjacent to The Saddlers shopping centre.
- Leisure units are occupied by Gala Bingo and Vogue nightclub.
- Access to the Town Centre from the site is via Bradford Street.
- The site is not easily visible from roundabout at Bradford Street until you have turned off the roundabout (directions to the park are shown via a small sign).
- The site is accessed from Bridgeman Street.
- The majority of users seem to access the centre from the Town Centre.
- Site adjacent to but not included within Bradford Street Conservation Area.
- Located near large bus station (not main TC bus park station).
- It is a clearly defined site.
- The site is bounded by Midland Road to the south and the railway line to the north.
- Pattison House is located behind the retail park (vacant office building).







LANDOWNER:

Various

SITE AREA:

26,550 sq m

BUILDING FOOTPRINT AREA:

3,769 sq m, 1,596 sq m, 1,258 sq m, 2,480 sq m

Total: Approximately 9,103 sq m or 34% site coverage.



POTENTIAL FLOORSPACE:

WMBC propose 39,825 sq m over 3 storeys if cleared site.

PLANNING CONSENTS / PLANNING POLICY:

- There are no current applications at the site.
- Some of the site (namely the northern parcel) is within the current PSA.

CONSTRAINTS:

- Jerome Retail Park should not be allowed to expand or diversify in retail terms unless the necessary planning policy (impact and sequential) tests are satisfied.
- Retailers would need to be relocated if the scheme was developed for uses other than retail.
- The front of site is well used but could become disjointed as it appears separate due to its frontage.
- The park does not physically 'feel' part of Walsall Town Centre.
- Potential Tree Preservation Order on the Periphery of the site.
- Poor linkages to Walsall Town Centre.

DEVELOPMENT POTENTIAL:

- DTZ consider this a medium-long term development opportunity and any development scheme would most likely be towards the end of the plan period; this is because costs to relocate existing occupiers would otherwise be expected to be high.
- Potential uses identified by WMBC include a new transport interchange, retail, leisure, office, and / or residential.
- DTZ consider that the most viable and deliverable uses alongside a new transport interchange is a convenience retail. Section 7 of this Study details the options for a new transport interchange and why this one is seen as preferable.
- The site generates existing income which reduces barriers to development with the costs of relocating existing operators.
- Town Centre management to promote works and manage timings and phasing of different developments is often out of the control of WMBC, although they work closely with developers and other stakeholders to manage impacts of the Town Centre where possible, the difficulties in doing so can prolong the inconvenience or flood the market where demand is not proven for uses being promoted or planned for Town Centre locations.

Transport Interchange:

- The front (northern parcel) of site is included within Centro's proposals for a new Town Centre interchange. This is based on the principal that bus services would be retained at the Bradford Street area but that existing facilities are no longer adequate to cater for the volume of services that currently operate from this location, and additional provision could be achieved by expansion into Jerome Retail Park (this would most likely require Clearance/Home Bargains and Vogue nightclub to be relocated 105). However, there are funding and delivery issues related with this proposal.
- On the assumption that this site becomes the site for the new interchange, there is potential for transport related infrastructure/facilities and given that the interchange will include around 25% of the site, this leaves the remainder of the site for potential development for other uses.

Convenience Retail:

- The front (northern parcel) of site is within the current PSA and, we understand, AEW UK would like the remainder of the Jerome Retail Park site to be included within the PSA.
- As part of the recommended strategy to consolidate the PSA and focus new retail (namely comparison retail) provision therein, we consider that Jerome Retail Park should be excluded from the proposed PSA. This is considered further in Section 11 below.
- Jerome Retail Park is the preferred, most suitable location for convenience retail (i.e. budget foodstore) in the later part of the plan period when as set out and described in Section 2 we forecast sufficient expenditure-based capacity to support additional convenience goods floorspace. This, however, does not justify the inclusion of the site within the PSA (as considered in Section 11 below).
- Whilst we acknowledge that Aldi occupied space at Jerome Retail Park for around 10 years from the mid-1990s (before vacating due to poor trading performance), we would note that discount retailers now have a vastly improved status and market penetration; while we would envisage new convenience retail provision coming forward as part of a comprehensive redevelopment of the site with prominent frontage and surface level car parking.
- DTZ consider that the Jerome Retail Park site is not suitable for the intensification of non-convenience (i.e. comparison) retail, as this form of retail development and investment should be focused within the PSA so as to improve its health, (Strategic Centre) status and retail offer.

Other Retail:

• If WMBC receive an enquiry regarding the future use of Jerome Retail Park for other forms of retail development, such as 'bulky goods' retailing, this should be considered on its merits having regard for the planning policy (impact and sequential) tests and its impact on the Town Centre strategy. We maintain that such retail development at the site would not justify its inclusion within the PSA (as considered in Section 11 below).

Residential:

- Residential use would improve the viability of the overall scheme and therefore DTZ have included a small level of residential in a modelled redevelopment
 of the scheme, however it is essential that this is physically separate from other uses that may not be compatible with this and if this was not achieved, the
 viability of residential use would be further compromised.
- Residential may be an appropriate use if a convenience retail use is not brought forward at the site.

Office:

¹⁰⁵ Bradford Place Bus Interchange – Draft for Comment (2.21)

• The site falls outside of the Gigaport Masterplan area and DTZ do not believe that there is a strong enough office market to support an office scheme outside of this proposed office hub.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Considering the local context of the site, we have modelled a redevelopment of 2/3 of the site for residential use. The modelled scheme includes residential buildings over 2 storeys.
- We have excluded 1/3 of the site on the assumption that the transport interchange is located at this site, although this is not yet confirmed.

RECOMMENDATIONS:

The Jerome Retail Park site will be appropriate for a transport interchange, convenience retail (i.e. discount foodstore) and, alternatively or complementary to mixed use scheme, residential use. The expansion or diversification of non-convenience (i.e. comparison) retail should be restricted. The proposed uses will help achieve the Transport Strategy for Walsall and provide a budget foodstore to improve consumer choice in the grocery sector.

Old Square Phase 2

AAP61

SITE DESCRIPTION:

- Current uses include retail and upper floor residential.
- 3 storey terraced buildings.
- Retail uses include Playland Gaming/Amusement Centre, Gymphobics, WeBuy (Games, Phones, DVDs), NHS Walk-in Centre, Pet Shop Pussy's, 99p store
- Plans for better integration with Debenhams.
- Extensive nearby parking at Asda and St Mathews Quarter Super Car Park with access to the square via George Street.
- Old Square Phase 2 subsequent to delivery of adjacent Phase 1 comprising c. 4,000 sq m gross Primark and c. 800 sq m gross Co-Op (due for completion in summer 2015). The redevelopment is expected to drive footfall. Two retailers have been secured for a scheme opposite the site at the Norton & Proffitt site (B&M and Poundland).
- Frontage onto Digbeth which is dominated by vacant retail units.
- Frontage onto the open air market (although plans to move the market).
- Located on a busy thoroughfare between the church, Park Street and the rest of the Town Centre.
- Surrounding 19th century architecture.
- A pedestrian bridge link has recently (2012 / 2013) been demolished, opening up a vista to St Matthew's Church that predates the existing built environment. This link joined the retail terrace to Old Square Shopping Centre.





LANDOWNER:

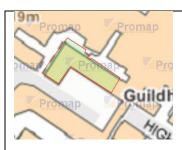
Zurich Assurance / Threadneedle

SITE AREA:

1,900 sq m

BUILDING FLOORPRINT AREA:

c.1,900 sq m



POTENTIAL FLOORSPACE:

- WMBC proposed 1,900 sq m based on the planning application submitted in December 2014.
- DTZ advise this be developed over 2 or 3 storeys (based on the planning application).

PLANNING CONSENTS / PLANNING POLICY:

• A planning application for Phase 2 was submitted in December 2014 (14/1886/FUL) comprising the refurbishment of 4 existing retail units, the reconfiguration of 3 existing retail units into one larger unit, and additional retail floorspace (almost 1,000 sq m) extended into land acquired by Zurich Assurance Ltd on Digbeth. The plans envision than residential units will be retained with no demolition for minimal disruption to the site and maximum speed of construction. Located within Primary Shopping Area (PSA) WA1 and UDP Development Opportunity WA10. Consequently, the site is seen as within the preferred area for retail development, and Policy WA1 specifically encourages redevelopment schemes within the Digbeth area. The UDP allocates the site where major comparison good retail investment will be concentrated.

CONSTRAINTS:

- Stopping up order to close road for development purposes so that it ceases to be public highway and may be built on.
- The planning application stipulates that upper floor residential is retained on the Digbeth frontage.
- Major landlords in Walsall say that people rarely come into the Town Centre after parking at the Asda car park rather they visit Asda and then leave Walsall Town Centre.
- High vacancy levels at the southern end of the Town Centre.

DEVELOPMENT POTENTIAL:

- DTZ consider this a short term development opportunity for retail with retained residential on upper floors based on existing planning.
- Potential uses suggested by WMBC include retail with upper floor residential.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme; this may be difficult given the high vacancy level in the area and the emphasis of demand at the northern end of the town.
- A redevelopment of the site should avoid extending construction works for too long by carefully phasing all developments in Old Square, and existing occupiers should be re-provided space in new units.

Retail:

- UDP Policy WA10 supports retail use at this site.
- There is potential to create a strong southern end of the PSA and an opportunity for integration of a new scheme with the Primark/Co-Op development adjacent.
- A planning application for Old Square Phase 2 was submitted in December 2014 (14/1886/FUL) comprising the refurbishment of 4 existing retail units, the reconfiguration of 3 existing retail units into one larger unit, and additional retail floorspace (almost 1,000 sq m); including refurbished shopping centre entrance.
- Section 2 of this Study identifies the need to focus investment and accommodate forecast retail capacity within a consolidated PSA (including Old Square), in
 accordance with the sequential approach and so as to improve the health and performance of Walsall Town Centre and protect its Strategic Centre status in
 the sub-regional retail hierarchy. In this context and the site-specific analysis above, Old Square Phase 2 (and Phase 3 considered below) should be the top
 priority for major comparison goods retail development in Walsall Town Centre; with an emphasis on providing much-needed larger, more flexible units. Focusing
 long term investment in this part of the PSA is considered essential to delivering the Town Centre regeneration strategy and countering the threat of edge/outof-centre retail provision.

Leisure / A3:

• There is further potential for some dispersed A3 uses such as cafes given the lack of A3 at this end of the PSA (although DTZ recommend one concentrated leisure location, we recognise that there would likely be demand for some dispersed leisure / A3 uses) (see Section 2).

Residential:

• Although DTZ consider residential on upper floors reduces flexibility, we recognise that retaining residential on upper floors decreases demolition costs and conduction time and therefore have assumed that this will be retain in our model for Old Square Phase 2.

Community / Public Sector:

- Section 2 recognises that there may be demand for community uses in Walsall Town Centre; the NHS Walk-in-Centre, which fronts onto Digbeth, is still in operation on the square. However it is not included within the planning permission for Old Square and a change of use application (ref. 15/0591/FL) has recently been permitted by WMBC for a new NHS Walk-in-Centre on Bridgeman Street, potentially reducing barriers to the redevelopment of the site.
- DTZ have not modelled community or public sector uses at the site on the assumption that this facility would be provided for elsewhere through the site assessments within this Study.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Considering the local context of the site, the existing planning application and Policies WA1 and WA10, we have modelled a redevelopment of the site with 1,900 sq m of retail and residential over 2 storeys.
- Reduced demolition costs to reflect that residential is retained on upper floors and some retail would be an extension / reconfiguration of existing units.

RECOMMENDATIONS:

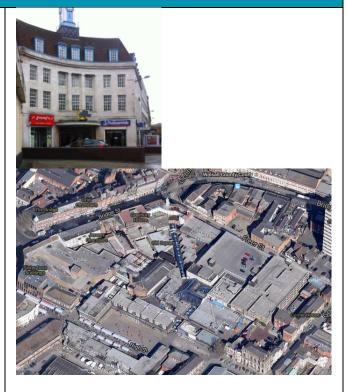
The Old Square Phase 2 site will be appropriate for retail uses and some small level of A3 uses and residential on upper floors. The proposed uses, including the identification of the Old Square area within the AAP as the top priority for for major comparison goods retail development, will help to achieve the retail strategy for Walsall Town Centre and ensure its future health and status as a Black Country Strategic Centre.

Remainder of Old Square (Phase 3)

AAP61a

SITE DESCRIPTION:

- Current uses at the site include retail only (high vacancies).
- Existing use value likely to be high.
- 1 storey with mezzanine level in part of the centre.
- Debenhams relocated into Old Square Shopping Centre from Digbeth.
- Delivery of Primark adjacent will drive footfall in the Digbeth area and the bring people to the southern end of the Town Centre.
- Unclear site boundary and includes the remainder of the existing Old Square shopping centre.
- The landlord is holding off on letting any further units within the Old Square shopping centre.
- Low footfall through the shopping centre.
- The centre is accessed from Digbeth and at the junction of Bridge Street, Freer Street and Lichfield Street.
- The centre includes numerous vacant units and occupiers include Debenhams, Spud U Like, Greeting Cards, BHF Charity Shop, Jenny's cafe, Golden Stitch Menswear, Virgin Media Tel, Savers health & beauty, and Brighthouse Home Entertainment.



LANDOWNER:

Zurich Assurance / Threadneedle

SITE AREA:

BUILDING FLOORPRINT AREA:

10,430 sq m

10,430 sq m

POTENTIAL FLOORSPACE:

• WMBC proposed a reconfiguration of existing retail units.

PLANNING CONSENTS / PLANNING POLICY:

- Phase 1 of the Old Square scheme is under construction (i.e. Co-Op, Primark) and due to open in summer 2015; while Phase 2 is currently the subject of a planning application for refurbished/ reconfigured/ additional retail floorspace as described above. Old Square Phase 3 is not yet the subject of a planning application.
- The site is within the PSA and UDP Development Opportunity WA10. This means the site falls within the preferred area for retail development, and Policy WA1 specifically encourages redevelopment schemes within the Digbeth area. The UDP allocates the site where major comparison good retail investment will be concentrated. The use of CCTV to improve areas security should be encouraged as well as improvements to the townscape.

CONSTRAINTS:

- Change in levels in the shopping centre.
- High vacancy for recent years will make it difficult to persuade retailers to move into the centre.
- The site is located at the southern end of the Town Centre which has recently experience strong competition from schemes and in particular Crown Wharf at the opposite end of the Town Centre.
- Need to retain Debenhams as key anchor in southern end of Town Centre, especially given that this is Debenhams' worst trading store.
- Major landlords in Walsall say that people rarely come into the Town Centre after parking at the Asda car park rather they visit Asda and then leave.

DEVELOPMENT POTENTIAL:

- DTZ consider this a medium term development opportunity.
- Potential uses suggested by WMBC include retail only.
- DTZ consider this an opportunity for A3 and retail uses.
- Delivery of a scheme must be phased to ensure the market is not flooded and to ensure there is sufficient demand to support a redevelopment of the site.

 Retail:
- Landlords have suggested something slightly different in terms of retail offer to draw shoppers to the southern end of the high street and the landlords are looking to redevelop the site which reduces barriers to redevelopment of the site.
- We believe that the unit sizes on a new scheme would need to be large and flexible (see Section 2).
- Based on our understanding of shopping patterns, we also recommend that the through flow is shut off so that the only access point to the centre is from Digbeth. DTZs experience of shopping centre developments shows that this will act to create one route through the shopping centre to increase retail spend.
- DTZ consider that this would include a more prominent street-facing store for Debenhams as an anchor store as well as Co-Op and Primark for this end of the Town Centre.
- Section 2 of this Study identifies the need to focus investment and accommodate forecast retail capacity within a consolidated PSA (including Old Square), in accordance with the sequential approach and so as to improve the health and performance of Walsall Town Centre and protect its Strategic Centre status in the sub-regional retail hierarchy. In this context and the site-specific analysis above, Old Square Phase 3 (and Phase 2 considered below) should be the top priority for major comparison goods retail development in Walsall Town Centre; with an emphasis on providing much-needed larger, more flexible units. Focusing long term investment in this part of the PSA is considered essential to delivering the Town Centre regeneration strategy and countering the threat of edge/out-of-centre retail provision.

A3 / Leisure:

• There is further potential for some dispersed leisure uses such as cafes given the lack of A3 / leisure units present at this end of the PSA (although DTZ recommend one concentrated leisure location, we recognise that there would likely be demand for some dispersed leisure / A3 uses) (see Section 2).

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Considering the local context of the site and Policy W10, we have modelled a retail and A3 scheme over 1 storey.
- Public realm works require additional landscaping costs.
- Increase professional fees to reflect level change.

RECOMMENDATIONS

The Old Square Phase 3 site will be appropriate for retail uses and some small level of A3 uses and residential on upper floors. The proposed uses, including the identification of the Old Square area within the AAP as the top priority for for major comparison goods retail development, will help to achieve the retail strategy for Walsall Town Centre and ensure its future health and status as a Black Country Strategic Centre

Norton & Proffitt Site

AAP62

SITE DESCRIPTION:

- Current uses include retail (with vacancies) and upper floor office (with vacancies), and multi-storey car park.
- The site is within the PSA.
- Located on a busy thoroughfare between the church, Park Street and the rest of the Town Centre.
- Located between 2 of the towns anchor stores, Asda and Debenhams.
- Frontage onto the open air market (although plans to move the market).
- Surrounding 19th century architecture.
- Pedestrianised are of Digbeth and parts of George Street and Lower Hall Lane.
- Delivery of Primark and Co-Op adjacent will drive footfall.
- Opposite Old Square Shopping Centre (a development of a similar age and architectural character).
- Terrace of 2 storeys along the Lower Hall Lane frontage and 3 storeys to the Digbeth frontage (retail
 and office above, with high vacancies)- occupiers include Ex Catalogue Furniture, Vintage Charity
 Shop, Caribbean Take-away, Vito's Hairdresser, Royal Sweets, Chipmasters Fish & Chips, Greggs,
 YMCA Guesthouse, Fushion Fashion, Shop St Giles, Cool Trader, and Lego Ladieswear.
- Opposite the site across Lower Hall Lane is a row of 2 and 3 storey terraced housing which is now occupied by retail and restaurants
- Behind the existing retail terrace there is a 3 storey car park and an outbuilding associated with the previous use of the vacant plot to the south.
- The north eastern corner of the site is occupied by a 2 storey terrace. This abuts The Market Tavern public house which is outside of the site ownership boundary.
- To the south of the market Tavern along George Street is a terraced row of houses, some of which are Grade II listed.
- A new Asda supermarket and car park has been constructed by Norton & Proffitt adjacent to the site
 across George Street (2 floors of the car park were sold off to Asda and 2 were retained). This is
 abutted by a terrace containing retail at ground level and residential use above.
- A pedestrian bridge link has recently (2012/13) been demolished, opening up a vista to St Matthew's church that predates the existing built environment. This link joined the retail terrace to Old Square Shopping Centre.
- A new building for the Vine Trust known as The Goldmine (facility for 'hard to reach' young children) has recently been completed to the south of the site.











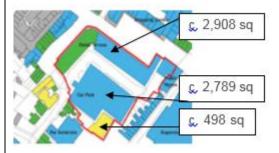


LANDOWNER:

Norton & Proffitt (St Modwen and Goold Estates JV, 75% and 25% respectively).

SITE AREA:

10,350 sq m



BUILDING FLOORPRINT AREA:

Approximately 6,195 sq m OR 60% site coverage.

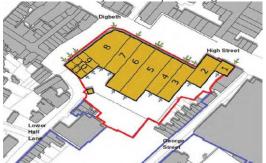
POTENTIAL FLOORSPACE:

• WMBC proposed 8,700 sq m based on existing planning consent; DTZ suggest that this is an appropriate development density and that this should be over a single storey based on the existing planning consent.

PLANNING CONSENTS / PLANNING POLICY:

- WMBC determined in September 2013 that an Environmental Assessment would not be necessary for the development of the site.
- Planning consent (13/1421/FL) granted January 2014:
 - o Proposed 11 unit retail parade (primarily A1) fronting Digbeth and Lower Hall Lane with provision for upper floorspace together with associated secure rear servicing, access and relocated substation. Pre lets have been agreed with B&M and Poundland, with 9 units still to let.
 - A1 retail including mezzanines = 5,890 sq m gross
 - Mixed 'A Class' retail including mezzanines = 2,366 sq m gross

Enabling works including the demolition of the existing retail parade along Digbeth and Lower Hall Lane, the decked car park accessed from Lower Hall Lane and ancillary workshop building from the former Shannon's Mill site (resubmission of 12/1553/fl and 12/1554/cc).





Source: St Matthew's Quarter Design and Access Statement

• In PSA WA1 and UDP Development Opportunity WA10 – locates the site as within the preferred area for retail development, and Policy WA1 specifically encourages redevelopment schemes within the Digbeth area. The UDP allocates the site where major comparison good retail investment will be concentrated. The use of CCTV to improve areas security should be encouraged as well as improvements to the townscape.

CONSTRAINTS:

- Proximity to listed buildings on George Street and Lower Hall Lane.
- Part of site in Church Hill Conservation Area creating potential for increased development costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Level difference of between 6m and 9m from north to south of the site, rising from the market area along Digbeth and High Street to the east, creating a local Vista to St Matthew's Church.
- Persuading the landowner's Board to commit to build before pre-lets are secured is critical given the June 2015 deadline for conditional agreement with B&M, and the landlord's discussions with retailers suggesting that retailers want to see construction commencing if they are to commit to the scheme.
- Vehicular access and servicing will be required and this should ensure it does not interfere with pedestrian access and routes.
- The Market blocks visibility to retail units on the site fronting onto the square.
- High vacancy for recent years will make it difficult to persuade retailers to move into this end of the Town Centre.
- Need to provide large and flexible retail units fronting Digbeth/ High Street if the scheme is to compete with Crown Wharf, but also small units along Lower Hall Lane given the current character of retail units.

DEVELOPMENT POTENTIAL:

- DTZ consider the Norton & Proffitt Site to be a medium term development opportunity.
- Potential uses identified by WMBC include retail only.

- DTZ consider this to be a retail opportunity with some A3 / leisure use of which is likely to be supported due to existing planning consent and the sites inclusion within the PSA.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme; most uses may be difficult to prove viable given that the area has been dominated by vacant buildings for some time.
- There is a potential to create a new pedestrian link between the new Asda supermarket entrance on George Street and the Victorian Arcade entrance on Lower Hall Lane.

Retail / A3 / Leisure:

- There is potential to create a strong southern end of the PSA and a retail-led scheme will likely benefit from other retail developments proposed for the Old Square Shopping Centre as well as the adjacent Primark and Co-Op scheme (see Section 2).
- Our retail capacity assessment (see Section 2) forecasts capacity for about 6,000 sq m gross of additional comparison goods floorspace between 2021 and 2026 after allowing for existing commitments including the Norton & Proffitt site.
- Development appraisals undertaken by the landlord on the consented retail scheme did not use the zoning technique and assumed a yield of 6.75% (which the landlord admits is too high and stated that they feel a 7% yield would be more appropriate).
- Poundland and B&M are referenced on the latest marketing material (so must have some certainty), but Norton & Proffitt is advising that it must sell Shannon's Mill or secure more pre-lets before proceeding.
- WMBC were invited to buy Shannon's Mill but declined this offer.

Car Parking:

• The landowner has a preference for parking in front of the site and the removal of pedestrianised areas, however we do not believe this concept would promote the Town Centre Retail Strategy successfully and the Town Centre Car Park Strategy Plan (2.2) talks about the promotion of walking and cycling as well as car travel and therefore DTZ consider that WMBC are very likely to oppose this proposal.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Considering the local context of the site, alongside existing planning consent and Policy WA10, we have modelled a single storey building (retail and A3 uses) which reflects existing planning consent.
- Increase professional fees to reflect level change.
- Additional landscaping costs to reflect requirements of Policy WA10.

RECOMMENDATIONS

The Norton & Proffitt site will be appropriate for retail uses and a small amount of A3 uses. The proposed uses will help to achieve the retail strategy for Walsall Town Centre by focusing investment within the PSA so as to ensure its future vitality and viability (see Section 2).

Former Shannon's Mill Site (George Street)

AAP63

SITE DESCRIPTION:

- Shannon's Mill is a cleared and clearly defined site with road frontage on two sides.
- George Street borders the site to the east.
- Local occupiers include Highgate Brewery Store/ Market Tavern, Engage Networks, DWD letting vacant unit x2, Asda.
- Millennium House is located on Lower Hall Lane which borders the site to the west.
- Access to Asda and Old Square Shopping Centre / St Matthew's Quarter Development is possible via George Street.
- It is a very prominent site from Upper Hall Lane.
- Surrounding uses include industrial, two restaurant units, independent retail units, residential, car parking, a nursery, and a car showroom.
- Adjacent super car park providing 1,000 spaces (St Matthew's Quarter Car Park).
- Affordable housing development adjacent to the Asda car park
- The site is separated from and 'turns its back' on the Town Centre's shopping core.
- This site is situated within the current PSA.
- Ready for development subject to planning permission.
- The site was previously a mill named Goules Estate and later was occupied by a leather company







LANDOWNER:

Norton & Proffitt (St Modwen and Goold Estates JV, 75% and 25% respectively). The site was purchased in 2005/2006.

SITE AREA:	BUILDING FLOORPRINT AREA:
8,700 sq m	n/a
c. 407 sq m (Millennium House)	

POTENTIAL FLOORSPACE:

• WMBC proposed 17,400 sq m over 4 storeys; DTZ consider that this is an appropriate development density.

PLANNING CONSENTS / PLANNING POLICY:

- Previous planning consent for retail, residential and office (06/1448/FL, granted 2006) lapsed when building was destroyed by fire alteration of existing buildings to create 45 new dwellings and office accommodation plus associated parking and community support building fronting Lower hall Lane.
- In PSA and UDP Development Opportunity WA10 locates the site as within the preferred area for retail development, and Policy WA1 specifically encourages redevelopment schemes within the Digbeth area. The UDP allocates the site where major comparison good retail investment will be concentrated. The use of CCTV to improve areas security should be encouraged as well as improvements to the townscape.

CONSTRAINTS:

- Change of levels mean building costs may be higher than standard (9m rise across the site); this also makes it difficult to be flexible on unit sizes for developments and has put retail occupiers off the site.
- Church Hill Conservation Area requires that new developments respect the townscape and that this could add some pressure on the development in terms of build costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Listed terrace buildings on George Street and Lower Hall Lane; the development of this site will have to take into account these adjoining buildings. However, since October 2013, unlisted buildings in conservation areas only require consent and not additional conservation area consent.
- The landowner reported that access into the site is not that easy and development may require the reconfiguration of access points.
- Any development on this site will have direct access on to a relatively major road (which is a positive in some ways) and the traffic impact of any scheme may have to be mitigated and incur additional cost.

- The fragmented ownership on the south side of the site including various tertiary uses (e.g. tattoo parlour) on Lower Hall Lane reduces the linkages and visibility of the site to the west.
- Fragmented ownership at the southern end of town makes it difficult to create a comprehensive and wider scheme.

DEVELOPMENT POTENTIAL:

- DTZ consider Shannon's Mill to be a short term development opportunity.
- Potential uses identified by WMBC include retail, office, residential, leisure, a factory outlet, and/or a banqueting venue.
- DTZ recommend the site for and have therefore modelled residential use with a small element of roadside services uses.
- The landowner is very keen to consider various development options. This is because they have been holding the site vacant for approximately 7 years and are therefore willing to take some risks to develop the site.
- This is a cleared site generating no existing income which reduces barriers to development (although St Modwen is likely to have a 'book value' that would need to be met).
- Although it may seem that Millennium House should be included to achieve a more comprehensive scheme, it appears to have multiple tenants and host numerous local businesses (including People Serve a recruitment agency, Heritage Foods Ltd, Biscom Resource Management Ltd, Christian Business Pages, The Independent Learning Centre, and Damiro Ltd). We do not consider that the cost of incorporating this asset is likely to be covered by the marriage value of developing a comprehensive scheme.
- We do not consider that 56/65 George Street should be brought into the development. The freehold of the retail plot is currently for sale and contains nine separate leases due for expiry 11/2014- 10/2023. A potential inclusion of the land would create an elongated development site and the marriage value potential with the Shannon's Mill site is likely to be low.

Residential:

- DTZ consider that residential use is the most viable use which fits in with the wider strategy identified in Part 1 and have modelled a residential-led scheme.
- An affordable residential-led scheme was considered in around 2012 but was abandoned.
- The landowner tells us they have not fully considered a private residential-led scheme (or roadside services uses).
- We consider this to be a primarily residential opportunity given the limited viability of other uses and the existing affordable residential provision adjacent to Asda.
- The challenge of residential development is the relatively standalone nature of this site; the site is separated from other residential provision apart from the existing affordable provision by Asda. It will be challenging to create the right residential environment given the surrounding dominance of car parking uses and light industrial/ former industrial buildings as well as roadside services such as car show rooms; residential units would need to be designed with frontage away from the major road to reduce concerns of noise pollution and provided in separate blocks to any other uses provided at the site that are considered to be incompatible with residential use.
- Given the size of the site, any residential development will need to be delivered in phases.
- WMBC have had ongoing discussions with a local housing association also supporting the case that demand could exist for residential at this side; the outcome of these discussions is not yet confirmed.
- WMBC have previously advised Norton & Proffitt that a 25% residential 75% commercial split may be acceptable.

Retail (including Factory Outlet):

• As mentioned, the site is situated within the current PSA. As part of the recommended strategy to consolidate the PSA and focus new retail (namely comparison retail) provision therein – in the light of modest forecast capacity over the plan period and limited current retailer demand – we consider that the Shannon's Mill site should be excluded from the proposed PSA. This is considered further in Section 11 below. On this basis, the Shannon's Mill site is not a sequentially-

preferable location for new retail provision; while there are better, more central alternative sites within the PSA capable of accommodating forecast growth and enhancing Walsall Town Centre's health, status and retail offer.

- The site burnt down in 2007, and was preceded by a competition for architects to identify a retail-led scheme for the site including an anchor department store. However, potential occupiers, Aldi / Lidl lost interest in the site, and other retailers approached had no interest in the site including Primark, Debenhams and leisure operators (The Vue and The Light). This retail-scheme proposal had WMBC's support but failed to secure an anchor and little progress was made.
- Looking specifically at the potential for a factory outlet as a form of retail at the site (in the light of a currently pending planning application for such as an outlet in Cannock), we would note that early aspirations for the site included the delivery of a factory outlet within the mill building at Shannon's Mill. Pre-lettings were initially quite promising according to the landlord; however, they commented that this was not a sufficient critical mass to justify or persuade the board on investment.
- Further, DTZ do not consider that the Shannon's Mill site is of significant scale to support a factory outlet or attract an operator.

Convenience Retail:

- This part of the assessment looks specifically at the potential for convenience retail as a form of retail.
- Lidl is understood to have been interested previously in the site before ruling it out.
- A convenience store could be attracted by the roadside location and potential residential population.
- DTZ acknowledge such potential interest in the site for convenience retail; however, we consider that there are better suited edge-of-centre sites in Walsall Town Centre capable of accommodating new convenience retail provision (the preference being Jerome Retail Park; followed by the Cordwell site, although we acknowledge Tesco's interest in this site which may prevent such provision coming forward, and/or the Shannon's Mill site).
- Therefore and due to there being more appropriate and viable alternative, non-retail uses for this site convenience retail provision has not been modelled. That said, in locational and planning terms, the Shannon's Mill site could be appropriate for convenience retail provision if not delivered at Jerome Retail Park and/or potentially the Cordwell site (depending on scheme design and relative integration with the town centre).
- We consider that the Shannon's Mill site should be excluded from the proposed PSA (as considered in Section 11 below).

Roadside Services:

- The landowner advised DTZ that they have not fully considered roadside services/ garage uses; DTZ consider that this may be an appropriate use for a small element of the scheme if the units were provided in separate blocks to residential uses recommended by DTZ.
- The site has good visibility and adjacent to a relatively busy road so there should be some potential for roadside services provision; particularly elements which may be attractive to roadside users.
- Alongside a residential scheme, we consider that there would be some scope for ancillary roadside services provision however since there is limited evidence
 of existing demand we think that demand would need to be reviewed in greater depth for such uses if a scheme of this form were to be brought forward at the
 Shannon's Mill site.

Office / Employment / Live/Work Space:

• WMBC have had discussions about live/work space however DTZ have discounted office/ employment and live/work space uses as we consider that promoting these uses outside of the Gigaport Masterplan area would risk reducing the focus on Gigaport for offices and we do not think that a commercially viable office rent could realistically be achieved at Shannon's Mill (See Section 3).

Car Park:

• We have also discounted car park uses at the Shannon's Mill site, which were proposed for the entire site within the Car Park Strategy Plan (2.20) – Fore's Transport Strategy, Section 7, and DTZ do not consider that this area to has a strong enough market to support two large car parks (given that the site sits beside the St Matthew's Quarter super car park).

Community:

• WMBC have had discussions about a new Walsall Adult & Community College at the Shannon's Mill site. DTZ consider that a community facility would be better provided for near the proposed leisure hub at the Waterfront North site (or potentially at the Cordwell site) or alongside the existing community uses at the location of the existing civic offices.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site to comprehend the most viable mix of uses, we have modelled the likely maximum of four floors and an appropriate level of floorspace given surrounding buildings and prevailing uses. We have modelled a residential scheme with a small element of roadside services.
- Additional landscaping costs on top of standard assumptions have been assumed to reflect the potential of increased development costs to meet the requirements
 of the Church Hill Conservation Area, to account for the presence of adjoining listed buildings and to address the need to create a more attractive residential
 environment.
- A reduction has been applied from our standard capital values psm for residential to reflect the sub-optimal position of the site for residential uses currently.
- Increase professional fees to reflect level change.
- An additional cost has been included for the reconfiguration and improvement of access points to the site.

RECOMMENDATIONS

The Shannon's Mill site will be appropriate for residential uses and a small element of roadside service uses. Alternatively, convenience retail could be an acceptable use if not delivered at Jerome Retail Park and/or the Cordwell site. The proposed uses will help to increase the Town Centre's resident population and support the overall viability of other Town Centre uses and strategies.

Bridge Street / Ablewell Street Area

AAP65, AAP66, AAP67, AAP68, AAP68a, AAP69, AAP 70

SITE DESCRIPTION:

- Current uses include leisure, industrial, offices, tertiary retail, multi-storey car park and various surface level car parks.
- Bus/ public transport links.
- Large super car park accessible from Paddock Lane and bounded by adjacent to Chuckery residential development.
- Occupiers at the site include Acorn Small Firms centre, Golden Moments Indian Centre, Central hall Methodist Church, Sale4u Ltd, and Enterprise rent-a-car.
- Ablewell Street retailers include Harvest petrol station, Golden Moments (Indian takeaway), Corporate Claims, Ablewell taxis, Saigon nails, Service Appliance
- Warewell Street occupiers include Corporate Claims, vacant units, and Warewell Street car park (approximately 25 spaces).
- Further occupiers include: Ball Street car park, and now vacant previously Rana & Co Accountants.
- The area of land bounded by Tantarra Street, Ablewell Street, Bott Lane and Union Street includes surface car parks, and occupiers Kall Kwik Walsall and Samaritans Walsall and District, as well as vacant cleared plots.
- The area of land bounded by The Ditch, Bellock's Row and Hill Street includes the Courtyard, surface car parks, Church Court, Lidl with ancillary parking, residential on Bullock's Row with landscapes areas opposite.
- The area bounded by Bank Street, Pool Street, and Ablewell Street includes the Foundry Gym located on Pool Street roundabout, Loud Noises Recording Studios, cleared site area, the Royal Hotel (a budget hotel) and Hotel Oak Bar with associated parking, Zara Wedding services and associated parking, The Astor Room, Concept Signs, The Walsall Box Company with service yard, JMM Studios, Pool Street Chippy, residential property on Pool Street.
- The site 'feels' out of Town Centre.



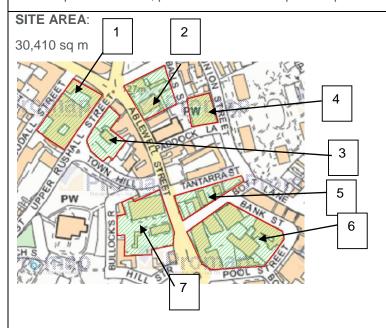






LANDOWNER:

Various private owners, plus WMBC ownership of car parks and Acorn Centre.



BUILDING FOOTPRINT AREA:

Approximately 50% site coverage.

- 1. 4,344 sq m
- 2. 3,291 sq m
- 3. 2,337 sq m
- 4. 1,463 sq m
- 5. 2,299 sq m6. 8,668 sq m
- 7. 5,357 sq m

POTENTIAL FLOORSPACE:

WMBC proposed approximately 45,615 sq m over 3 storeys if the site is cleared; DTZ consider that this is a reasonable development density if the site is cleared however we have not modelled a scheme on the basis of a cleared site as it is very unlikely that a comprehensive development of the entire site would come forward (due to the scale of the site and the location within a conservation area).

PLANNING CONSENTS / PLANNING POLICY:

- There are no current major applications at the site.
- 89 Ablewell Street lapsed consent for 3 dwellings (08/1303/FL) change of use from 2 flats to 3 flats
- 3A Ablewell Street lapsed consent for 2 dwellings (08/1813/FL) change of use of upper floors to 2 no. flats
- 1 Ablewell Street lapsed consent for 4 dwellings (10/1052/FL) alterations and first floor extension to form retail units on the ground floor and 4 self-contained flats including change of use of first floor offices.
- The site is covered by the UDP Development Opportunity WA11. The policy requires that emphasis should be on the retention and refurbishment of properties fronting Ablewell Street and on enhancing the environment and the Church Hill Conservation area. Some development within curtilage of the Ablewell Street properties may be appropriate.

CONSTRAINTS:

- The site is covered by Bridge Conservation Area; WMBC can control new developments to ensure their fit with the area's character which could add some pressure on the development in terms of build and design costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Some locally listed buildings; however, since October 2013, unlisted buildings in conservation areas only require consent and not additional conservation area consent.
- Diverse ownership makes comprehensive development challenging.
- The site is currently an area rather than specific sites.
- Political interest at the site may have implication for what is considered acceptable development.
- Level rise across Warewell Street which could create the risk of increased development costs.
- Potential Tree Preservation Order on the site.
- Some of the site area currently falls outside the current AAP boundary although under plans to amend the AAP boundary it would sit on the edge of the AAP boundary and the total site area would sit within the AAP boundary.

DEVELOPMENT POTENTIAL:

- DTZ consider Bridge Street / Ablewell Street area to be a long term development opportunity.
- Potential uses identified by WMBC include residential, offices, leisure, and/or a hotel.
- DTZ recommend that most existing income generating retail should be retained alongside a low density residential with some re-provided light industrial, tertiary retail, and ancillary parking; a residential-led development with re-provision of income generating uses would help to improve viability and would also be needed given the sites location within a conservation area.
- DTZ consider that the redevelopment of this site would most likely be on an incremental basis rather than through a comprehensive development of the whole site.

- Demand must be proven for all uses to be viable and development would need to be phased given that existing uses may need to be relocated and given the scale of the site.
- Development creates a challenge of bringing together different owners if a development proposal was to be brought forward for the whole site.
- DTZ considers that the identification of specific buildings for development within the site should be market led in terms of where developers/ investors see the potential to bring forward viable and deliverable development; however, it is recognised that this approach should be tempered by the need to consider the strategic redevelopment of the overarching site and not prejudice other parts of the site, this may include a case for the retention of specific buildings.

Residential:

- DTZ consider that residential use is the most viable use which fits in with the wider strategy identified in Part 1 and have modelled a residential-led scheme (see Section 4). We consider that residential uses at sites which are not designated for other uses as part of a wider strategy are most viable for residential uses which will support the overall viability of other Town Centre uses.
- Tameway Tower has a prior notification change of use in place to convert offices to residential (there are concerns about the type of tenants) residential is likely to be the most viable use and is therefore more likely to come forward that any other use at the location.
- Various existing planning applications for residential support demand for residential at the site.
 WMBC colleagues in asset management are proposing the disposal of its land / car park in Upper Rushall Street for residential use. DTZ consider than this is a good opportunity for a residential scheme and believe that the site does not seem appropriate for a large multi-storey car park in the long term.
 Retail:
- DTZ consider that existing income generating property should be retained, particularly tertiary retail with a low yield and where it is demonstrates good business activity.
- Lidl is not thought to be trading well at the site and are known to be looking at alternative sites.
- Bridge Street / Ablewell Street area is not sequentially-preferable for retail; while DTZ have recommended in these development site assessments that the preferred
 location for new convenience retail provision should be Jerome Retail Park as part of a comprehensive redevelopment scheme, followed by the Cordwell site
 (although we note WMBC understand that Tesco would prevent foodstore development on the majority of the Cordwell site under their ownership) and/or the
 Shannon's Mill site.

Industrial:

• DTZ recognise a longer term development opportunity including a limited amount of low density industrial as part of a residential-led scheme (see Section 5). We do not consider that redevelopment should be industrial-led but given the overall quantum of existing industrial occupiers in Walsall Town Centre we consider that an element of industrial space should be retained on the site (which we have modelled as redeveloped space whilst in reality, this is more likely to be a case of these assets staying as is).

Leisure:

• DTZ recommend that there be a concentration of leisure uses at one site within the Town Centre other than some small and dispersed leisure uses, therefore DTZ would not recommend that the Bridge Street / Ablewell Street area is developed for leisure use, although we accept that a small element of A3 uses may increase activity in the area.

Hotel:

• DTZ do not consider a hotel to be appropriate to this site in the long term given the location of the site and DTZ's recommendation that a hotel is most likely to come forward near a new leisure hub in the Town Centre or at a major road junction with some other form of use that would attract a hotel operator (see Section 2).

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site, recent planning consent and Policy WA11 to comprehend the most viable mix of uses, we have modelled the likely maximum of floorspace including some existing residential/ roadside services alongside a residential and low density industrial-led scheme. We have modelled the likely maximum of floorspace over 2 storeys.
- We have modelled a redevelopment of 40% of the site and decreased demolition costs to reflect our advice that some buildings be retained and the fact that some buildings are listed in the area.
- Additional landscaping costs to reflect inclusion within conservation area (and subsequent risk of increased development costs).
- Increase professional fees to reflect level change.

RECOMMENDATIONS:

The Bridge Street / Ablewell Street area will be appropriate for residential and some light industrial uses where they are already existing (i.e. these should be retained). The residential uses will help support the overall vitality of Walsall Town Centre by increasing the residential population.

Bradford Street Area

AAP76, AAP86

SITE DESCRIPTION:

- Current uses include retail, office, leisure, some residential at upper floors, and car parking.
- Occupiers include Just Renault, Bradford Street Bar NV, Bradford Street Centre, RR, Quality Legal Clinics, Midland Motor Bodies, Bradford Street Centre, Rockbottom car discount warehouse, Owen Nash & Co, Lahore Karahi Original, Charvinz Walsall, Touch of Elegance Boutique, Eclipse UK, Relate, Campbell Insurance, Wadsworth Co, Mirza & Co, Bellsize House
- The site is bounded by Mountrath Street, Caldmore Road, Bradford Road, Midland Road and Vicarage Place.
- Bradford Lane and Bradford Street run through the site.
- The area 'feels' out of Town Centre.











LANDOWNER:			
Various, including WMBC owned car park			
SITE AREA:	BUILDING FOOTPRINT AREA:		
21,150 sq m	Approximately 40% site coverage.		



POTENTIAL FLOORSPACE:

WMBC proposed approximately 31,725 sq m over 3 storeys if the site is cleared.

PLANNING CONSENTS / PLANNING POLICY:

- 37-38 Bradford Street consent for 4 storey development to provide 22 flats with associated undercroft parking (07/1795/FL).
- Various other smaller residential conversions e.g. 31 Bradford Street lapsed consent dwellings for 3 dwellings on upper floors (09/0721/FL).
- 65 Bradford Street consent for 5 dwellings.

CONSTRAINTS:

- The site is within Bradford Conservation Area; WMBC can control new developments to ensure their fit with the area's character which creates pressure on the development in terms of build and design costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Diverse ownership with little or no market interest for comprehensive approach.
- The proposed amended AAP boundaries mean that the site will be on the edge of but still within the AAP area.

DEVELOPMENT POTENTIAL:

- DTZ consider Bradford Street area to be a long term development opportunity.
- Potential uses identified by WMBC include office, residential, and/or leisure.
- DTZ propose that this site be redeveloped as a low density residential with ancillary parking over time, alongside some retained existing uses.
 - DTZ considers that the identification of specific buildings for development within the site should be market led in terms of where developers/ investors see the potential to bring forward viable and deliverable development; however, it is recognised that this approach should be tempered by the need to consider the strategic redevelopment of the overarching site and not prejudice other parts of the site, this may include a case for the retention of specific buildings.

Residential:

• Residential uses are considered by DTZ to be the most appropriate long term use; residential use will support the overall viability of other Town Centre uses.

Existing uses (Industrial, Roadside Services, Tertiary Retail and Offices):

- We do not consider the site to be suitable for industrial uses in the long term but given the overall quantum of existing industrial occupiers in Walsall Town Centre we consider that an element of industrial space should be retained on the site (whilst we have modelled this as redeveloped, in reality it is more likely to be a case of these assets staying as is).
- Demand must be proven for all uses to be viable.
- DTZ consider that most existing income generating property should be retained so as to improve the viability of a redevelopment but also because of the site's location within a Conservation Area. In particular tertiary retail along Bradford Street/ roadside services with a low yield should be retained.
- Industrial uses would be kept to low levels and are seen to be appropriate in reflection of the overall industrial quantum in the Town Centre and the specifics of it in this area.
- A development would need to be phased and residential uses would need to be provided in separate blocks to other uses in order ensure compatibility with B2/B8 uses.
- Comprehensive development creates a challenge of bringing together different landowners.
- There is likely to be a high cost of relocating existing occupiers however we consider that existing occupiers on long term leases should be re-provided for in a development of the site where we have not advised that the building be retained.

Leisure:

• DTZ do not consider that this area is appropriate for leisure uses; Section 2 recommends a concentration of leisure uses in one location and the waterfront area is identified as the most appropriate site for leisure uses.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and existing planning consent to comprehend the most viable mix of uses, we have modelled the likely maximum of residential and low density industrial over 2 floors.
- We have modelled a development of 80% of the site with residential and some light industrial uses and roadside service uses.
- Development will likely be phased over a long period with individual schemes on key parts of the site acting as a catalyst for development.
- We have included additional landscaping costs in our appraisals to reflect the site's location within a Conservation Area (and the potential for increased development costs).

RECOMMENDATIONS:

The Bradford Street area will be appropriate for residential uses and some light industrial uses and roadside services where they are already located here. Other acceptable uses include tertiary retail or office uses where they are already located here. The residential uses will help support the overall vitality of Walsall Town Centre by increasing the residential population and catchment area spend.

Dudley Street Area

AAP76a, AAP75, AAP 74

SITE DESCRIPTION:

- Current uses include commercial (including roadside services including car sales, A3, small offices), surface car parking as well as ancillary parking to various uses.
- Very good visibility from road.
- Occupiers include Bethnal Lighthouse centre, The Business Centre, Five Rivers Catering Division, Mercedes Benz among others.
- The area 'feels' out of Town Centre.









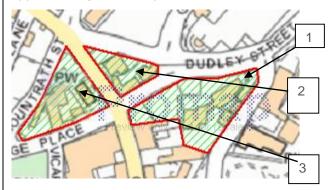


LANDOWNER:

Various, WMBC owned car park

SITE AREA:

Approximately 10,450 sq m



BUILDING FOOTPRINT AREA:

Approximately 30% site coverage

- 1. 5,754 sq m
- 2.1,850 sq m
- 3. 3,859 sq m

POTENTIAL FLOORSPACE:

WMBC proposed approximately 15,675 sq m over 3 storeys if the site is cleared.

PLANNING CONSENTS / PLANNING POLICY:

- There are no current planning applications.
- Planning consent was granted in December 2014 by Drayton Group for change of use of Council Car Park.

CONSTRAINTS:

- Part of site within Church Hill Conservation Area; WMBC can control new developments to ensure their fit with the area's character which could add some pressure on the development in terms of build and design costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Diverse ownership with little or no market interest for comprehensive approach
- The proposed amended AAP boundaries mean that the site will be right on the edge but still within the AAP boundary.

DEVELOPMENT POTENTIAL:

- DTZ consider the Dudley Street areas to be a medium term development opportunity.
- Potential uses identified by WMBC include residential, banqueting, and/or other commercial e.g. car sales, and/or garage.
- DTZ propose that this site be redeveloped as residential with ancillary parking and some roadside service uses over time, and some retained industrial uses.
- Demand must be proven for all uses to be viable; DTZ consider that it would be difficult to demonstrate viability of any uses other than residential and existing successful uses.
- A full scale comprehensive development is considered unlikely particularly given that multiple owners would need to be brought together to bring forward a development proposal which would be challenging.

Residential:

• DTZ consider that residential uses in the long term will support the overall viability of other Town Centre uses. Residential uses at the side must reflect the issues in terms of landscaping to reduce pollution and ensure the conclusions open up the site for potential other uses if they can be delivered.

Industrial / Roadside Services:

- We do not consider the site to be suitable for wholly industrial uses in the long term but given the overall quantum of existing industrial occupiers in Walsall Town Centre we consider that an element of industrial space should be retained on the site (whilst we have modelled this as redeveloped space, it is more likely to be a case of these assets staying as is).
- DTZ consider that existing income generating property should be retained, particularly tertiary retail /roadside services/offices and where it is successful and that a longer term development opportunity exists to create a residential development. There is likely to be a high cost of relocating existing occupiers however in retaining existing occupiers on long term leases should reduce development costs.
- A development would need to be phased and residential uses would need to be provided in separate blocks to other uses in order ensure compatibility with B2/B8 uses.
- Ultimately, industrial uses would be kept to low levels.

Multi-storey Car Park:

• WMBC's car park in Dudley Street has been sold to the neighbouring Drayton Group garage and planning consent was granted in December 2014 by Drayton Group for change of use of this car park; DTZ do not consider than a multi-storey car park is an appropriate use at the site given the out of Town Centre 'feel' to the area and relatively poor access to the Town Centre compared to other locations allocated as appropriate for super car parks in the Transport Strategy (see Section 7 of this Study).

Banqueting:

• WMBC will be aware of any demand and the AAP will need to plan positively and flexibly for such facilities. However DTZ do not consider that Dudley Street area is appropriate for a banqueting facility given that more suitable potential locations have been identified throughout Section 9.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site to comprehend the most viable mix of uses, we have modelled the likely maximum of floorspace over 2 floors. Taking into account the site's characteristics we have reflected the following in our appraisals:
- We have modelled a redevelopment of 50% of the site with residential, some light industrial uses and some roadside services uses.
- We have decreased demolition costs in the model for the Dudley Street area to reflect the retention of some existing buildings.
- We have allowed for additional landscaping costs to reflect inclusion within conservation area (and the risk of increased development costs).

RECOMMENDATIONS:

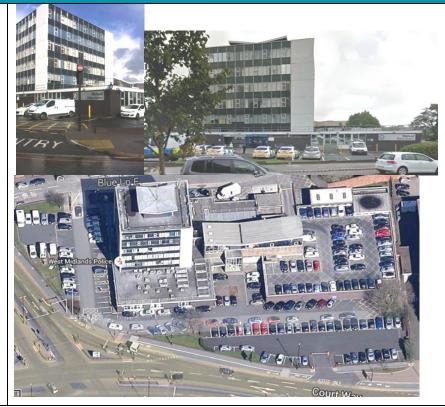
The Dudley Street area will be appropriate for residential, with some light industrial uses/ tertiary retail/ roadside services/ offices (as existing) providing alternative uses. The proposed uses will help support the overall viability of other uses in Walsall Town Centre.

Green Lane Police Station Site

AAP14

SITE DESCRIPTION:

- Current use of the site is as Police Authority offices.
- The building is made up of a 6 storey tower and a single storey block.
- There is 24/7 public access facility.
- The site included extensive parking provision for the police station including staff
 parking in front of the station's entrance (fronting onto Green Lane East) and to
 the right of the entrance (fronting onto Court Way) (approximately 80-90 spaces);
 there is also access to an additional parking area (approximately 25 spaces) as
 well as roof level parking (approximately 50 spaces) at the back of the station.
- The site can be accessed via two points off Blue Lane East (one entrance provides access to the roof parking level only). There is an exit only point onto Green Lane East.
- Peripheral location but on a very prominent ring road.
- The site is adjacent to back of Crown Wharf shopping Park.
- The Magistrate's Court is located to the east of the site, on Stafford Street.
- Prime land on Gateway to Walsall Town Centre, and designated 'office corridor'.
- Walsall Fire Station is located very nearby, on Blue Lane West adjacent to the back of Crown Wharf Shopping Park.
- It is a clearly defined site in single ownership.



LANDOWNER:

Police Authority

SITE AREA:

7,600 sq m

BUILDING FOOTPRINT AREA:

Approximately 3799 sq m or 60% site coverage (excluding car parks).



POTENTIAL FLOORSPACE:

WMBC proposed 19,000 sq m over 5 storeys; DTZ consider that this is an appropriate development density.

PLANNING CONSENTS / PLANNING POLICY:

- There are no current relevant planning consents.
- Included within Gigaport Masterplan area (08/0951/OL) this area is covered by planning consent for a new, commercially anchored, central business development, with consent for 127,000 sq m of office space, a data centre, and a hotel with conference facilities, as well as 23,000 sq m of live/work space, a health and sports facility, and retail/non-retail floorspace. All developments must follow the conditions detailed in the 'Notification of Decision on an Application for Planning Permission' i.e. no development can commence before samples of the facing materials to be used have been approved by the Local Planning Authority. A time extension to this planning consent was achieved in 2011 (11/1541/TE).

CONSTRAINTS:

- The costs of acquisition, demolition, and remediation (Western Power Switch gear) are likely to be high.
- There is likely to be significant air quality and noise issues from Court Way and ring road which are likely to restrict the appeal of the site (at the southern and western side) for residential development.
- Impacts of redevelopment for nearby St Patrick's Primary School, St Patrick's Church, residential buildings including Borrowes House/Regent House, must be considered.
- There are no visible public transport facilities directly to the site.
- Access issues from Green Lane; may need to create better turn off Green Lane and Court Way to access the site. Currently odd/difficult access via Stafford Street to Blue Lane East (need to go beyond the site to access Stafford Street and when accessing the site from east, need turn back at roundabout).
- The site is prime land on the gateway to the Gigaport designated office corridor and whilst this is a draw of the site, it also means that aspirations (in a planning sense) are high which could challenge viability. However WMBC is promoting good design standards for development in Walsall Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Green lane Police Station is set back from Walsall's Town Centre footfall and in many respects the site does not 'feel' a part of the Town Centre and is physically separated from Walsall Town Centre by Court Way.

DEVELOPMENT POTENTIAL:

- DTZ consider the Green Lane Police Station Site to be a medium term development opportunity.
- Potential uses considered and identified by WMBC include office, super (multi-storey) car park, hotel, and/or residential.
- DTZ propose a redevelopment of the site as a mixed use scheme including roadside services, a multi-storey car park, office and residential use.
- To be viable the market demand has to be proven for all recommended uses and the overall scheme; the site is in a commercial location and given a realistic approach, has the potential to deliver mixed use development.
- The entrance to the site may require significant infrastructural interventions given the current access issues and this may challenge viability.
- We do not consider it worth including the Magistrates Court (of whom WMBC believe have no intension of relocating) and other property on Stafford Street, located beside the site to the east, within the development. These properties are already generating income and their inclusion would challenge viability more than if the Green Lane site is viewed in isolation; the benefit of including these properties would be to allow for greater prominence from Court Way/ Stafford Street and a larger development site. However, the scale of the Green Lane site in isolation is still significant and of a scale which allows for comprehensive development.
- The building is considered no longer fit for purpose by the Police Authority therefore supporting the option of a relocation of the Police Station / dispersion of Police Authority resources and a site redevelopment.
- The station is seen as unwelcoming, in the wrong location, and maintenance fees are considered too high for the Police Authority (£500,000 pa).
- The current proposed model envisions a joint up Police and WMBC services, co-located at new accessible site(s) and have considered the benefits of a 'one-stop shop' in the heart of the community.
- It was recently announced that plans for a new Police Station at the Challenge Building, have been abandoned and replaced with a strategy to disperse the Police Authority's presence which will be provided from other public sector and police locations. As such there is no need to find a location for a new Walsall Police Station. The building is expected to be available in the next 12 months (although other recent estimates are that it would take 18 months to move out of Green Lane). Vacant possession would reduce barriers to development however this is clearly dependent on finding new site(s) for the Police resources / services.
- WMBC are considering purchasing the site when it becomes available in mid-2015. Officers currently have a mandate to undertake some survey work to understand the liability and demolition methodology, and what the future strategy may be. The steps required for a development of the site are therefore already underway which is likely to speed up the development process.

Office:

• We consider this would be a strong location for office use within the Gigaport Masterplan area given its position on a major junction, its visibility, the scale and size of the site, and the potential market opportunity to attract public sector occupiers.

Residential:

- DTZ consider this to be a good opportunity for residential to help achieve viability and complement office use.
- Residential uses would need to be design at the back of the scheme so as to reduce concerns of noise pollution and create a more attractive environment for
 residential uses.
- New office developments in the Gigaport could increase demand for residential use, and we believe the plans for Gigaport will be hard to deliver until there is a greater mass of residential occupation.

Hotel:

• DTZ do not consider that hotel use would be suited to the site given that market reviews show that if there is to be any demand for hotel use, which in itself is not envisaged to be strong over the plan period, then this would most likely be better accommodated for at alternative sites considered within this section.

Roadside Services:

Good visibility from Court Way and Blue Lane West (A4148) provides a potential opportunity for roadside services provision as long as this complements the offer
in the core of Walsall Town Centre. A petrol station as a form of roadside service is unlikely to be a viable option given that there is one near the Tesco scheme

which is located very near this site. DTZ consider that demand would need to be proven, and are likely to be more viable at other sites modelled across the 24 site assessments and so have not modelled this use at the Green Lane Police Station Site.

Multi-storey Car Park:

- Good visibility from Court Way and Blue Lane West (A4148) would be of benefit to multi-storey car park use, given findings in market reviews that Town Centre parking is typically difficult to find; the gateway location gives prominence to the location. This is also the favoured site (set out in Section 7) for delivery of a private sector led car park on the northern side of the town.
- Fore Consulting considered this site for a super car park however it was considered that other sides would be more appropriate based on WMBC's preference for a super car park on the southern side of the A4148.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and its inclusion within the Gigaport Masterplan area, to comprehend the most viable mix of uses, we have modelled the likely maximum of a mixed-use development over 5 storeys including offices and some residential use.
- To reflect the site's characteristics, our appraisals have accounted for:
- A reduction has from our standard capital values psm for residential to reflect the sub-optimal position of the site for residential uses currently.
- Increased professional fees to reflect level change.
- Additional costs to address the risk of increased expenses for design requirements from the landmark site status.
- Additional costs of £50,000 to account for infrastructure works to Green Lane/Blue Lane.

RECOMMENDATIONS:

The Green Lane Police Station will be appropriate for office and some residential uses. The proposed uses at this gateway site will be key to supporting the Gigaport Masterplan Strategy.

Midland Road Area

AAP85, AAP79, AAP78

SITE DESCRIPTION:

- Current uses include residential, commercial (roadside services/office), and industrial (some vacancies).
- The tax office is located at this site.
- The site is bounded by Midland Road, Bradford Street, and Tasker Street, as well as the Bradford Street area.
- Jerome Retail Park is located to the north east of the site.
- The Bradford Street area is located to the north and east of the Midland Road area.
- Surrounding uses primarily include residential, industrial and roadside services.
- Access to the Town Centre via Bradford Street.
- Much of the area does not 'feel' like a Town centre location.



LANDOWNER:

Various

SITE AREA:

10,250 sq m



BUILDING FOOTPRINT AREA:

Approximately 80% site coverage.

POTENTIAL FLOORSPACE:

WMBC proposed approximately 15,375 sq m over 3 storeys if the site is cleared.

PLANNING CONSENTS / PLANNING POLICY:

- Consent granted in May 2014 (14/0533/FL) part demolition of industrial building and construction of new service yard with new gates and boundary fencing to serve works.
- There are currently no other current major consents.

CONSTRAINTS:

- Most sites within Bradford Conservation Area; WMBC can control new developments to ensure their fit with the area's character which could add some pressure on the development in terms of build and design costs. However, WMBC is promoting good design standards for development in the Town Centre and is keen to achieve these ambitions without the requirement for unduly high design costs.
- Diverse ownership with little or no market interest for comprehensive approach.
- The proposed amended AAP boundaries mean that the site will be right on the edge but still within the AAP boundary.

DEVELOPMENT POTENTIAL:

- DTZ consider the Midland Road area to be a medium term development opportunity.
- Potential uses identified by WMBC include residential, banqueting, ground floor retail with office and/or residential above.
- DTZ propose that this site be redeveloped as a low density residential with ancillary parking over time and with some industrial and roadside services (and other successful existing uses).
- There are press reports that the tax office in Midland Road may close, but no certainty.
- Demand must be proven for all uses to be viable.
- A development would need to be phased given the existing uses and recommendation that a number of uses are re-provided for in a redevelopment of the site; DTZ do not consider that a comprehensive development of the site will come forward rather that in reality the area will be redeveloped incrementally through a number of redevelopment proposals at the area.
- Development creates a challenge of bringing together different owners if a development proposal was to be brought forward.

Residential:

• DTZ consider that residential uses in the long term will support the overall viability of other Town Centre uses.

Existing Uses (Office, Industrial and Roadside Services):

- DTZ consider that existing income generating property including the tax office which is located in a fairly modern building, should be retained, and that a longer term development opportunity exists to create a low density industrial and residential development.
- DTZ propose that this site be redeveloped as a low density residential with ancillary parking over time. We do not consider the site to be suitable for industrial uses in the long term but given the overall quantum of existing industrial occupiers in Walsall Town Centre we consider that an element of industrial space should be retained on the site (whilst we have modelled this as redeveloped space it is more likely to be a case of these assets staying as is).
- There is likely to be a high cost of relocating existing occupiers however we consider that existing occupiers on long term leases should be re-provided for in a development of the site which will reduce development costs.

Banqueting:

• WMBC will be aware of any demand and the AAP will need to plan positively and flexibly for such facilities. However DTZ do not consider that the area is appropriate for a banqueting facility given that more suitable locations have been identified throughout Section 9 of this Study.

Retail with Office and/or Residential Above:

The area falls outside of the PSA and therefore is not considered appropriate or suitable for retail uses.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and recent planning consent to comprehend the most viable mix of uses, we have modelled the likely maximum of residential floorspace with ancillary parking, with retained industrial and roadside services, over 2 storeys.
- We have modelled a redevelopment of 50% of the site and decreased demolition costs to reflect our advice that some buildings be retained and the fact that some buildings are listed in the area.
- Additional landscaping costs to reflect inclusion within conservation area (to reflect the risk of increased development costs).

RECOMMENDATIONS:

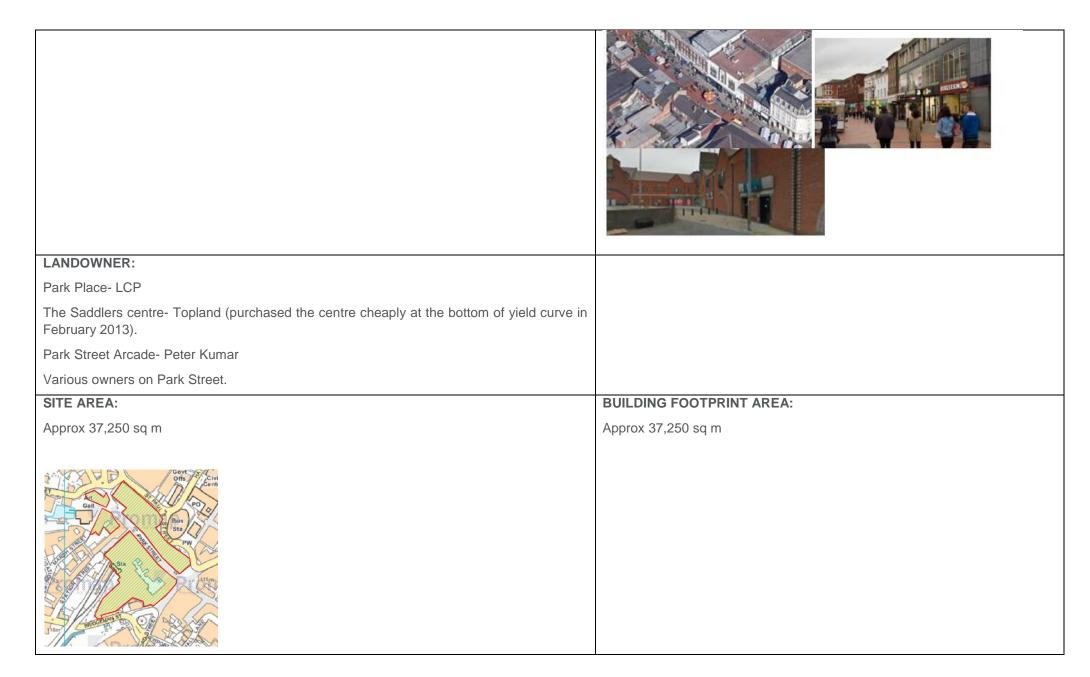
The Midland Road Area will be appropriate for residential; and some offices/ light industrial/ roadside services where they are already there. The residential uses will increase the Town Centre's residential population and support the overall viability of other uses in Walsall Town Centre.

Park Street including Park Place and The Saddlers shopping centre AAP51, AAP52, AAP53, AAP54, AAP56, AAP58

SITE DESCRIPTION:

- Current uses include retail, leisure, office and A3.
- 3 storey buildings on average
- Situated within the PSA.
- Existing use value high.
- Park Street is one of the busiest locations in Walsall Town Centre in terms of pedestrian footfall.
- Park Street forms the main Town Centre high street and includes an entrance to The Saddlers centre.
- The Saddlers centre has a link to the main railway station.
- Potential for residential of office use on upper floors, numerous upper floors look vacant.
- Retail / A3 at The Saddlers centre include M&S, Clarks, Boots, Clinton Cards, Coast Coffee, Blue Inc, Ryman (relocation), Virgin Media (new to town), Street UK, British Heart Foundation, Oliver Adams bakers (relocation); the centre also includes a multi-story car park. A notable vacancy is the former Argos unit (Argos have recently relocated to Crown Wharf and we understand that Topland is in discussions with a major variety store operator to occupy this unit).
- Retailers / A3 operators on Park Street includes Pure Gym, Burger King, BHS, Superdrug, Dorothy Perkins, Sangers, Halifax, Thompson Group Travel, Wilkinson, Freedom Sportsline, Poundworld, Sports Direct Retail, The Carphone Warehouse, McDonalds, Sportswift, T-Mobile, European Vision Ltd, Boots, Birmingham Middshires Financial Services Ltd, New Look, Holland & Barrett and ATH fashion.
- The market extends from Digbeth into part of Park Street.
- Fair rides and A3 pods are located along the centre of Park Street.
- The new Primark and Co-Op scheme under construction to the immediate south of Park Street – together with wider proposals for Old Square/ St Matthew's Quarter – should strengthen this end of the Town Centre and increase footfall.





POTENTIAL FLOORSPACE:

WMBC proposed approximately 28,600 sq m additional through 1 extra storey.

PLANNING CONSENTS / PLANNING POLICY:

- There are currently no major current applications pending at the site.
- Situated within the PSA which places the site within the preferred and highest priority area for retail development.

CONSTRAINTS:

- Diverse ownership reduces the opportunity for comprehensive redevelopment of the site.
- Small units / floorplates compared to the large flexible units at Crown Wharf.
- Part of Park Street falls within the Bridge Street Conservation Area; WMBC can control new developments to ensure their fit with the area's character which could add
 some pressure on the development in terms of build and design costs. However, WMBC are promoting good design standards for development in its Town Centre and
 are keen to achieve these ambitions without the requirement for high design costs.
- Walsall outdoor market extends into Park Street and blocks the vision to some retail units.
- Part of the site is within Flood Zone 2.

DEVELOPMENT POTENTIAL:

- DTZ consider this to be a long term development opportunity. In the shorter term, there is scope for asset management and smaller scale schemes (such as the reconfiguration of the vacated Argos unit within The Saddlers shopping centre as considered below). There are a number of lease expires in the 2015-2016 with Townend Square which may allow for reconfiguration of units subject to demand and viability.
- Potential uses identified by WMBC include retail, while WMBC consider that existing units may be able to be redeveloped or reconfigured to maximise retail floorspace i.e. at first floor level, office and/or residential above.
- The delivery of existing commitments and priority sites for new retail development identified within this Study, together with the recommendations for a consolidated and more focused PSA (including Park Street) and a programme of Town Centre environmental improvements, will help to improve the vitality and viability of this area and make it more attractive to long term investment.
- In advance of and to optimise the prospects for realising a long term development opportunity in this area, it will be important to reverse the decline of the Town Centre's relative health, status and retail offer. This, we consider, can be achieved through the delivery of existing commitments and priority sites for new retail development; a strategy for a consolidated and more focused PSA (including Park Street); a strategy for a programme of Town Centre environmental improvements; and other 'ingredients' considered within this Study including but not limited to increasing the Town Centre's resident and worker populations and delivering a cinema-led leisure hub at Waterfront North. In parallel, it will be important for WMBC to control the decentralisation of retail provision to edge/out-of-centre locations; in recognition that the PSA should be the focus for long term investment and that such investment (and therefore the Town Centre regeneration strategy and Strategic Centre status) is at risk from further edge/out-of-centre retail provision.
- The concentration of retail uses within the PSA (including Park Street) area will help to support the regeneration **Retail:**
- Retail is the highest use value for the site.

- Retail (A1 to A5) is supported within the PSA (including Park Street) by planning policy and should continue to be the primary use. However, as discussed at Section 2, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the PSA where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity.
- The retail offer at The Saddlers centre is reported by Topland to be surprisingly strong in terms of general performance and level of transactional activity (with over 50 deals in the past 18 months including deals with Costa Coffee, Ryman, Virgin Media, Blue Inc, among others). The vacancy rate within the centre is 5% (compared with circa 27% for the Town Centre as a whole) reflecting strong performance and high footfall.
- Key opportunities in and around the Park Street area to deliver the larger scale retail units required by modern retailers include The Saddlers centre (e.g. former Argos unit), Park Place, Norton & Proffit (planned) and Old Square (planned).
- Landlords have said that Park Street has suffered since the opening of Crown Wharf, although there have been some recent letting.
- Further to the recent relocation of Argos to Crown Wharf from The Saddlers shopping centre, it has been reported in the press that Burger King is to take space in The Saddlers and KFC in Park Street (close to McDonalds).
- DTZ recommend that WMBC works collaboratively with the key landowners on Park Street in order to bring forward incremental improvements to the street.

 Office:
- The site should not be considered for office uses. The site falls outside of the Gigaport area, and DTZ do not believe that there is a strong enough office market to support an office scheme outside of this proposed office hub.

Residential:

• The site should not be considered for residential uses. This is because residential on upper floors would decrease the viability of a development scheme by reducing flexibility on units; funds would be less willing fund a mixed use (including residential) scheme compared with a purely retail scheme; and due to the scale and extent of individual site ownerships.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed Park Street and the potential for large scale development, we consider that the proposed developments at Old Square/ St Matthew's Quarter (including the Norton & Proffitt scheme and Old Square Phases 1 and 2 and Phase 3 in due course) are the major opportunities within this and the wider PSA. The main opportunity within the Park Street area is for continued asset management and smaller scale schemes, which improve the size/ configuration of units to match market demand, utilise upper floors and create a better environment. The increased use of upper floors for non-retail storage use is constrained by the relatively low values achievable on these upper floors when balanced against the operational restrictions that uses such as residential create for retail occupiers.
- For the purposes of illustrating a potential asset management scheme, we have reviewed the potential use of the recently vacated Argos unit within The Saddlers. As well as providing reconfigured retail units, we have assumed that the new NHS Walk-in Centre takes space within this development (although we note that planning permission has recently been granted for a new such facility on Bridgeman Street so it may be unlikely that another facility comes forward).
 - Scheme concept: reconfigure the 3,510 sq m former Argos unit to create 4 new units of circa 600 sq m each and a new 300 sq m NHS Walk-in Centre of a similar size to the existing walk-in centre at Old Square (floorspace based on Experian Goad data). Our assumption of average new unit sizes are based on the average of unit sizes within The Saddlers (360 sq m based on Experian Goad data) and adjusted to reflect our recommendations for larger, modern units. A redevelopment of 80% of the former Argos unit has been modelled to allow for the possible requirement to reconfigure passages through the centre (i.e. to access the new units).

- o Potential Net Development Value of £520,000, based on:
 - Retail units at £15.00 psm rent, capitalised at 6.5% (based on the assumptions for retail set out in Section 10 of this Study)
 - NHS Walk-in Centre at £10.00 psm rent, capitalised at 5.0% (based on the assumptions for retail set out in Section 10 of this Study and adjusted for the covenant strength of the NHS).
- Scheme development cost of £2m based on:
 - Refurbishment/ reconfiguration cost at circa 50% of new build rates for retail (£400.00 psm)
 - Standard other costs as per the assumptions set out in Section 10 of this Study.
 - No Existing Use Value cost included in the assessment as we are assuming a pure asset management approach for the owners of the asset
 - Profit requirement increased from the assumptions set out in Section 10 of this Study to include an allowance for finance costs which have not been
 explicitly calculated
- Overall 'net viability' of negative £1.5 m which indicates that this is not currently a viable proposition although this is subject to change based on the exact scheme considered and occupier interest.

RECOMMENDATIONS:

Park Street forms part of the PSA which is the most appropriate location for retail uses (including A1 to A5 albeit, in our view, the proliferation of A4/A5, betting shops and payday loan shops should be controlled within this area). For the PSA to be the focus for long term investment and regeneration, its retail function should be protected and enhanced where possible. This will require (inter alia) WMBC to positively plan for new retail developments and improvements within the PSA, control proposals for edge/out-of-centre retail provision, advocate a programme of environmental improvements, and support proposals for the refurbishment/ reconfiguration of existing retail units within the PSA (such as The Saddlers' former Argos unit modelled for illustrative purposes) to meet modern occupier requirements.

Crown Wharf (Wolverhampton Street)

AAP 15

SITE DESCRIPTION:

- Current uses include retail, restaurants / A3 / A4, and private/internal parking.¹⁰⁶
- 1 storey average existing building height.
- The site has a high existing use value.
- Strong institutional investor who will protect their interest.
- Restaurant/A3 occupiers include Nandos, Frankie & Bennies and Starbucks.
- The site is dominated by national multiple retailers including Outfit, Peacocks, Mothercare, River Island, JD, Co-Op Travel Agent, Asda Living, Smyths Toys, Brantano, Maplin, H&M, Next, TK Maxx, Clintons and Argos.
- The site has a 'retail park like feel' to it.
- Vehicular access to the site is not easy to locate off the main road, given the relatively small access not visible from Wolverhampton Road.
- Vehicular access is via Wolverhampton Street, itself off Wolverhampton Road (A454).
- The site is very prominent from Blue Lane West (A148) Littleton Street West and a large ring road.
- The site has its own private/internal parking at front of the park.
- Crown Wharf occupies an edge-of-centre location, to the northwest of Walsall Town Centre's defined PSA.
- Physically, Crown Wharf seems very separate from the current PSA and is not clearly visible from Park Street.
- Likely to benefit from new waterfront developments opposite, particularly the new cinema-led leisure scheme at Waterfront North and associated footfall.







LANDOWNER:

Hercules Unit Trust / British Land

SITE AREA:

45,270 sq m

BUILDING FOOTPRINT AREA:

17,519 sq m, 4,482 sq m, 70 sq m, 435 sq m



Total: Approximately 22,506 sq m or 50% site coverage (excluding car parks).

POTENTIAL FLOORSPACE:

We do not consider the site to be suitable for additional retail development given the site's edge-of-centre location and the preference for focusing new retail development in the PSA.

PLANNING CONSENTS / PLANNING POLICY:

- There are currently no major applications pending for the site.
- A recent application (13/0678/FL) to enable 99p Stores' relocation was initially refused by WMBC. British Land appealed against this decision and were successful (January 2015); whereby the Inspector determined that 99p Stores' business model requirement for 100 sq m of food retailing was, in this particular case, an acceptable variation of a (retailing) condition of planning permission.
- Prior to this, planning permission was granted in 1998 for the sale of A1, car sales, D2, A3, B1 at the site. These use classes are subject to conditions including (inter alia) the restriction of food sales to confectionary and refreshments at point of sale or in cafes, and that at no time shall there be more than 30% of the gross retail floorspace of the site selling fashion.
- Crown Wharf occupies an edge-of-centre location and thus, any proposals for new retail development (including extensions and changes of use) and/or diversification (including variation of conditions) in retail terms would be required to demonstrate compliance with the impact and sequential tests which seek to ensure Town Centre vitality and viability.
- We acknowledge that short stay parking at Crown Wharf is controlled through a planning condition to ensure it is maintained as short stay parking and serves the Town Centre as a whole. We consider such controls to be important and necessary in order to help protect the vitality and viability of the Primary Shopping Area.

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- In retail terms, the site is constrained by its edge-of-centre location and the fact that any proposals for its expansion and/or diversification (including variation of conditions) would be required to satisfy the impact and sequential tests.
- There is only modest forecast capacity for additional (comparison goods) retail floorspace in Walsall Town Centre over the plan period, and limited current retailer demand (see Section 2). Additional retail at Crown Wharf would 'soak up' forecast expenditure-based capacity and retailer demand, which should otherwise be directed to the PSA to ensure its vitality and viability and, importantly, Walsall's status as a Black Country Strategic Centre.
- Additional retail at Crown Wharf, including the relocation of retailers from the PSA to Crown Wharf, is likely to result in the continued and incremental decline of Walsall Town Centre's PSA – and should therefore be contested by WMBC.
- Physically, Crown Wharf seems very separate from the PSA; separated by a busy road (Wolverhampton Street/Townend Street) which serves to act as a physical barrier to pedestrian movements.
- Any intensification of retail uses (including additional mezzanine floors) is likely to require additional parking and/or additional access point(s) to reduce traffic congestion close to the site, particularly if the Waterfront North cinema-anchored leisure scheme is delivered as expected.
- The existing configuration of existing buildings does not fully maximise the site area.
- Littleton Street and Blue Lane West is largely vehicular with little footfall.

DEVELOPMENT POTENTIAL:

- DTZ consider that the Crown Wharf site is not a development opportunity within the plan period up to 2026. The current development is clearly viable and retail use (with ancillary restaurant/A3 use) is the highest use value for the site.
- WMBC are not aware of the landowner exploring any development opportunities for the site.
- WMBC would strongly object to the intensification of retail provision at Crown Wharf on the grounds of its edge-of-centre (sequential) location and the potential significant adverse impact on Walsall Town Centre's PSA.
- As discussed at Section 2, key to ensuring the health, status and retail offer of the Town Centre's PSA is controlling the relocation of existing retailers from the PSA to Crown Wharf (and indeed other edge/out-of-centre locations). The impact, both quantitatively and psychologically, of a key retailer relocating to Crown Wharf may have significant effects on the decisions of other retailers who are considering the store footprint in Walsall. This would result in lower levels of footfall and consumer expenditure to support the smaller Town Centre retailers (and service businesses) and, in turn, make it even more difficult to address the issue of vacancy rates.
- For the reasons above (and others considered in Section 11 below), DTZ consider that Crown Wharf should remain excluded from the PSA.
- Retail and Restaurant/A3:
- DTZ consider that existing retail provision appears to be broadly successful with units satisfying occupier requirements, while Crown Wharf is attracting the strongest demand from multiple retailers compared to other Town Centre retail locations.
- A development to expand retail provision / reconfiguration is likely to negatively impact on retailer demand elsewhere in the Town Centre; as has been the recent trend with retailers relocating from the PSA to Crown Wharf (e.g. Argos, potentially 99p Stores).
- Argos has recently (February 2015) moved from The Saddlers centre scheme and opened its first digital store in the Midlands at Crown Wharf. We understand that
 discussions are commencing with Planning team at WMBC to confirm the range of goods sold, following concerns that it does not comply with the planning consent at
 Crown Wharf and particularly the limits on the sale of jewellery. Although Topland, the owners of The Saddlers centre, remain positive that this will have little impact on
 the success of the shopping centre, there are concerns that this move would have implications for Topland as well as landowners of a nearby scheme, Norton & Proffitt.
- A development to expand retail provision is likely to have implications for parking and/or traffic congestion, which would need to be satisfactorily addressed.
 Public Realm / Linkages:

• We consider that, in the short term, there is an opportunity to better connect Crown Wharf to the heart of the Town Centre (i.e. the PSA) which will most likely be achieved through landscaping and improvements to the Wolverhampton Street crossing and links to Park Street, as well as the development of surrounding sites such as the Waterfront North site. In the longer term the landowner may wish to CPO the Multiprint unit, which is off site and currently blocks the eye line from Park Street to Crown Wharf.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

• Having reviewed the context of the site, we have not modelled a redevelopment scheme and have instead highlighted the development potential (including risks to the PSA) at Crown Wharf based on our market reviews and experience in retail planning for Town Centres.

RECOMMENDATIONS:

On the basis of the above, the Crown Wharf site is not suitable for additional retail development given the site's edge-of-centre location and the preference for focusing new retail development and long term investment in the PSA (from which Crown Wharf should continue to be excluded from). Additional retail at Crown Wharf would 'soak up' forecast expenditure-based capacity and retailer demand, which should otherwise be directed to the PSA to ensure its vitality and viability and, importantly, Walsall's status as a Black Country Strategic Centre. Failure to control new retail provision at edge/out-of-centre locations will put at risk the regeneration strategy for and investment opportunities in Walsall Town Centre.

William House /Stafford Works / Station Street

AAP49, AAP48, AAP46

SITE DESCRIPTION:

- Current uses include a mix of industrial uses, commercial uses (retail/A3/ office),
 vacant buildings (former industry) and cleared plots, as well as residential use.
- The current buildings are 3 6 storeys on average.
- The site is located within the Waterfront development area which includes a Premier Inn Hotel, Wharfingers Cottage (vacant unit), Brewers Fayre, Costa Coffee outlet, Wharf 10 bar, new residential apartments, as well as an emerging leisure/cinema scheme.
- The site is beside Walsall railway station.
- Dominated by short term tenancies and vacant units.
- A significant number of areas within the site have been considered for or have recently been redeveloped as residential led mixed-use developments.
- It is a clearly defined site split into 2 areas, a northern and southern area.
- The southern area has frontages onto Marsh Street, Navigation Street, Bridgeman Street, Little Station Street and Station Street.
- The northern area has frontages onto Marsh Street Navigation Street, and Marsh Lane/Waterfront Canal Locks.
- Current occupiers include: Industrial user LBP Parkes & Avon Works, Smokey's American Smokehouse (A3), Midland Hotel, Thimble & Threads (retail), and Connexions (office).
- The site includes recent residential developments; these are Crown Lofts and Station View, as well as residential units on upper floors on Station Street.
- Easy access to Park Street via Marsh Street and Station Street, and to The Waterfront
 Development area (located to the east and north east of the site) via Navigation Street
 and off Park Street.



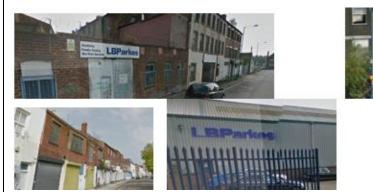








- Very central location in Town Centre, located just off the northern end of Park Street (located to the north east of the site) albeit outside of the PSA.
- The site is adjacent to Walsall railway station and there is easy access to St Paul's Bus Station.
- William House- adjacent to Gallery Square, views over Wharfinger Cottage, Gallery Square and the canal basin, currently occupied by vacant warehouse, the site itself includes no external spaces.
- Station Street/larger southern site area- The southern boundary of the site is identified by the 5/6 storey industrial use building, The Boak Building (now demolished).





LANDOWNER:

William House- Harry Dabbs. Stafford Works- Paul Stafford.

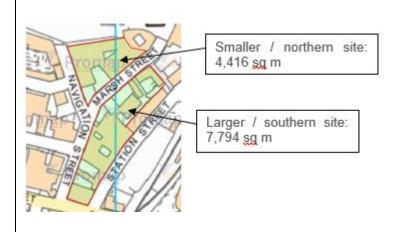
1-13 Station Street- Pal Singh.

14-15 Station Street- Graham Tomkins.

16-18- Station Street & buildings fronting Marsh Street- Steven Parkes.

SITE AREA:

12,200 sq m



BUILDING FOOTPRINT AREA:

Approximately 4,026 sq m (larger / southern site area) and 3,189 sq m (smaller site / northern area).

Total: Approximately 7,215 sq m or 60% site coverage.

Note that the ProMap shows building which have recently been demolished.	

POTENTIAL FLOORSPACE:

WMBC proposed approximately 18,300 sq m over 3 storeys if the site is cleared; DTZ consider that this is an appropriate development density.

PLANNING CONSENTS / PLANNING POLICY:

- William House had residential consent (07/2730/FL, 60 apartments granted 2007) but this has lapsed demolition of existing warehouse and erection of residential block of 60 flats and 2 A3/A4 units on ground with a mezzanine floor, storage for residents in the basement. A vertical split would have provided active frontage on the ground floor onto the Waterfront public square. The scheme was proposed following amendments to a previous application for a residential scheme that was rejected in 2006.
- Station Street had consent for residential (241 schemes) & commercial (08/0523/FL, granted 2008) but this is now void following fire and demolition of listed Boak building detailed conversion of the Boak Building to 31 apartments within a ¾ storey building, outline planning permission for a mixed use development comprising a maximum of 210 residential apartments and a minimum of 1,115 sq m of commercial space (A2, A3, D1, D2), following the demolition of existing buildings. The scheme included high level landscaping.

CONSTRAINTS:

- Impact of Town Centre transport- tram-train proposal this will only use the rail line.
- Landowners will need to dispose of sites to WMBC for what is considered market value to help achieve viability.
- Neglected buildings detract from investment at the Waterfront Area.
- Some listed and locally listed buildings on Station Street The Boak Building was formerly listed (now demolished following a fire) 21-25 Station Street is listed Grade II, and 12-13 and 18 Station Street is locally listed.
- William House site is located on 2 levels, one at street level and the second at the rear of the site area approximately 1.5m below street level which is a barrier to potential development.
- Existing occupiers would need to be relocated if the entire site was to be redeveloped.

DEVELOPMENT POTENTIAL:

- DTZ consider the William House /Stafford Works / Station Street Site to be a medium term development opportunity.
- Potential uses identified by WMBC include office, hotel, banqueting facility, residential, parking, transport interchange, industrial, and/or convenience retail. We consider this to be a primarily residential opportunity with a conference / event facility.
- DTZ recommend and have modelled a residential scheme with a banqueting facility and ancillary parking.
- Demand for all uses must be proved for the scheme to be viable.
- The land owned by Pal Singh at 1-13 Station Street now has consent for demolition which is still to be implemented.
- William House will require an iconic approach holistically as part of Waterfront Masterplan Area.
- The redevelopment of William House has been encouraged by planning opinion as well as Policy WA12 which promoted redevelopment.

- The cost of relocating existing roadside services and industrial occupiers could create a barrier to development; we do not consider it worth including existing recent residential developments and roadside service units in a development given that they are already income generating and including these units within a development would challenge viability more than if they were included.
- Some areas of the site are cleared reducing barriers to development however there is a significant level of vacant buildings which would need to be demolished in the case of development, and much of the site is occupied generating existing income which reduces barriers to development.
- The landowners will need to be progressive in terms of encouraging development otherwise this could act to limit any potential development opportunities.
- Above market value may need to be paid to purchase the site from the various landowners given the strength of the location within the Town Centre comparative to various other sites.

Residential:

- Residential use is supported by recent residential development schemes at the site and the location of the William House /Stafford Works / Station Street Site is slightly set back from the main Town Centre high street and adjacent to the waterfront residential-led scheme providing an attractive environment for residential use as well as good access to the station.
- Existing, modern residential schemes, Station View and Crown Lofts, are achieving residential sales values of around £81 psm and £128 psm and have mostly achieved above £92 psm.
- WMBC are aware of interest in the William House /Stafford Works / Station Street Site from two parties, for student accommodation and town houses / apartments; this interest alongside previous lapsed planning consents will act in the favour of a residential led development scheme. If there is demand for student accommodation this is typically seen as more viable compared to standard residential uses. However, we have modelled residential use as a general use class at this stage given the lack of research into more specific residential markets for Walsall.
- WMBC know of interest in the William House/ Stafford Works block for a residential development, with possible ground floor commercial DTZ consider that a fully residential scheme would significantly more viable that a scheme including further commercial elements.
- DTZ have modelled a redevelopment of 50% of the site since we consider that some modern residential developments industrial uses will remain as will some industrial uses (even if this is not a preference but a necessity given the disjoining nature of ownership of the site).

Banqueting Facility:

- DTZ consider this to be the most appropriate site for a banqueting facility given the proximity to the station, the Premier Inn Hotel and the relatively high quality public realm which has been created at the waterfront area. There is potential to link into this wider leisure provision at the waterfront, while surrounding uses are compatible with those identified in the market reviews to be beneficial to creating demand for a banqueting facility. Such a facility would be best provided for on the part of the site closer to the waterfront.
- WMBC will be aware of any demand for banqueting facilities and the AAP will need to plan positively and flexibly for such facilities.
- If a banqueting facility were to come forward it should only do so where it can be pre-let; however, there is a question over who would deliver this use without it being part of a hotel development (which typically hosts such uses).
- DTZ have modelled a banqueting facility at this site; however, we recommend that there is further specialist research into the potential demand for such a facility.
- Hotel:
- DTZ consider that the site may be appropriate for a budget hotel location; based on market reviews, DTZ consider that a budget/ 3* hotel facility may help improve the attractiveness of the Town Centre, although we are not aware of any requirements at the moment (see Sections 2.201 and 2.206). We consider that if a hotel were to

come forward in the future, this would most likely be at a site near a new community and leisure hub which is being promoted near the waterfront or at a major junction with some other use which attracts a hotel operator. Therefore we consider that the William House /Stafford Works / Station Street Site may be an appropriate site for a budget hotel due to the benefit of a location within a landscaped area at the waterfront and adjacent to the leisure and community hub recommended by DTZ and due to the proximity to the station and the Town Centre high street. However, we do not consider that more than one hotel will come forward even in the long term and therefore have not modelled a hotel at this site (given that a hotel has been modelled at the Ward Street area).

Industrial:

- Occupier, Parkes, is involved in the JLR supply chain and does not want to relocate.
- DTZ have modelled a redevelopment of 50% of the site since we consider that some industrial uses will remain, even if this is not a preference but a necessity given the disjointed nature of ownership of the site.

Car Park:

• There is an obvious lack of parking in the immediate area and on visiting the site we noticed a number of cars parked in non-designated parking bays and blocking roads in some instances; therefore ancillary parking would need to be provided especially in the case of residential development.

Retail / Convenience Retail:

- DTZ consider that the site, which is situated outside of the PSA, should not be promoted for retail as this will act to further the recent trend of retailers moving towards this end of the Town Centre, while our recommended retail strategy seeks to focus investment at the opposite end of the PSA at Old Square/ St Matthew's Quarter.
- Further, DTZ do not consider that the William House /Stafford Works / Station Street Site is of a sufficient scale for convenience retail (i.e. budget foodstore).

 Office:
- The site falls outside of the Gigaport Masterplan area and DTZ do not believe that there is a strong enough office market to support an office scheme outside of this proposed office hub.

Transport Interchange:

- Section 7 of this Study details the Transport Strategy for Walsall Town Centre and allocates more appropriate sites for this facility.
- The Station Street area has been proposed as one of two potential sites for a new major public interchange, this would allow buses currently using the Bradford Place Interchange to be re-routed to Station Street. It would bring the facility closer to the centre of the town, especially as much of the regeneration activity has taken place to the north of the centre in recent years. The presence of the low bridge at Bridgeman Street would be an issue and would require major support from bus operators and Network Rail.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site and recent planning consents to comprehend the most viable mix of uses, we have modelled a development of 50% of the site and the likely maximum of floorspace for residential use and a conference/event facility, over 3 storeys given surrounding buildings and prevailing uses.
- We have decreased demolition costs to reflect that we recommend that successful roadside service uses, recent residential schemes are not included within the development.
- We have applied the same build costs as for a hotel for the banqueting facility however we have reduced capital values slightly as we consider that capital values would be lower for a conference facility compared to a hotel.

• Additional costs for iconic building requirement (to reflect the risk of increased development costs).

RECOMMENDATIONS:

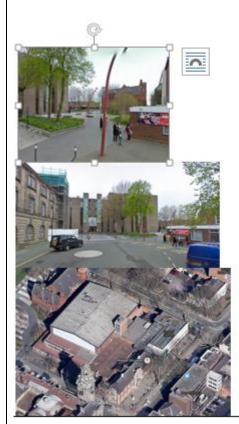
The William House /Stafford Works / Station Street Site will be appropriate for residential/ banqueting facility/ hotel. The proposed uses will help support the overall viability of other Town Centre uses and strategies.

Gala Baths (Tower Street off Lichfield Street)

AAP35

SITE DESCRIPTION:

- Current use is as a public leisure facility.
- Currently a 2 storey building.
- The site sits outside of the current PSA.
- Landscaped / public realm area in the pedestrianised area immediately to the west of the building and in front of the Church on Hatherton Street.
- The site is accessed via Lichfield Street and Tower Street.
- The site sits behind and appears adjoined to Walsall Library developed in 2003 and Walsall Museum.
- The site is adjacent to WMBC Building, the Walsall Town Hall and The Civic Centre.
- There is a lack of parking close to the site.
- There is a car drop off bay located outside the Gala Baths.
- · Easy access via foot to Park Street.
- Public transport links include bus stops opposite the site on Lichfield Street, and the main town bus station is a short walk from the building (accessed via Darwall Street).
- Likely to physically 'feel' part of the Town Centre following the redevelopment of Old Square and the completion of the Co-Op (and Primark) development.
- It is a clearly defined site in single ownership.

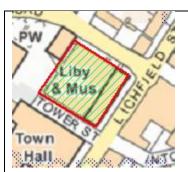






LANDOWNER:

WMBC



BUILDING FOOTPRINT AREA:

Approximately 3,000 sq m (Note that this area reflects the Gala Bath site excluding the library and museum site shown in the adjacent plan).

POTENTIAL FLOORSPACE:

- WMBC proposed 4,500 sq m over 3 storeys on the basis that the site is cleared.
- DTZ propose 4,500 sq m over 2 storeys.

PLANNING CONSENTS / PLANNING POLICY:

There is currently no current planning consents/policy for the site.

CONSTRAINTS:

- Continued use as a leisure centre constrained by budgetary considerations; however WMBC have committed £1m towards the refurbishment of Gala Baths to secure its medium term future.
- Concerns regarding financial viability of running the site.
- Central Library, which sits beside the Gala Baths, has recently been listed (Grade II). The adjacent Walsall Museum closed in April 2015 due to budgetary constraints.
- The site sits within the Lichfield Conservation Area. This area includes various landmark and historic buildings, areas of public and open space, and reminders of Walsall's industrial past; new developments must recognise this and enhance these characteristics with the potential for increased development costs. However WMBC are promoting good design standards for development in its Town Centre and are keen to achieve these ambitions without the requirement for high design costs.
- Lack of parking provision at or near the site.
- Edge of Town Centre location which is not very accessible.
- Limited signposting to the site from Walsall Town Centre.
- Poor visibility the site is hidden and a greater worker and resident population level in the immediate area (through promoting office and residential development) would assist future viability as a leisure facility/public swimming pool.
- The nearby Walsall Museum closed in April 2015 due to budget contraints.

DEVELOPMENT POTENTIAL:

- DTZ consider the Gala Baths Site to be a long term development opportunity if a totally new swimming pool/ leisure complex is developed which supersedes it.
- Potential uses recommended by WMBC include a refurbishment or reconfiguration as leisure centre (we note that refurbishment works are currently underway to secure its medium term future), expansion of library / museum, or a new development of office, leisure, and/or civic uses.
- DTZ support the refurbishment of the site as a leisure centre (gym and pool).

• WMBC have full control to support and enable redevelopment to be brought forward.

Leisure Centre:

- There is poor visibility to the site, parking is very limited, the site is hidden from the office user and a greater worker and resident population level in the immediate area (through promoting office and residential development) would assist future viability as a leisure facility/public swimming pool.
- Additionally, ISG recently won a contract to rebuild Bloxwich Leisure Centre and the Oak Park Leisure Centre. These developments are due for completion December 2015 and may act as a barrier to redevelopment of this facility as a leisure centre due to potential impacts on demand as a result of these new leisure facilities.
- However, should some of the site's constraints such as accessibility be overcome, DTZ consider that this is the most suitable location for a leisure centre despite the above constraints and recommend that the site is refurbished (as currently underway) or redeveloped as a leisure centre (with a design that is preferably better configured with Walsall Library).
- Previous plans from May 2014 were to demolish and rebuild the Gala Baths with a new pool, a super (multi-storey) car park and potentially a new waterflume and expanded fitness suite; these plans have now been abandoned due to funding cuts in favour of a refurbishment scheme (currently underway).
- DTZ are aware that there has been strong support from the public, and petitions launched, to save the Gala Baths at this site.
- Should an alternative site for a leisure centre be considered in the longer term, DTZ see the Waterfront as an opportunity site for such relocation.
- The waterfront location would provide the benefit of integrating a leisure centre into an existing leisure offer where demand may be improved and the surrounding environment made more attractive.
- Additionally, there is potential for a redevelopment of the Gala Baths at the existing Gala Baths site in the future that could include the library with a possible extension
 to the library (on the site of the Walsall museum), resulting in one reception area and a more prominent location for the library than it currently has. However, DTZ have
 not modelled this option as we consider that it would be challenging to be viable as it would require a very high level of public sector funding.
- This site (if redeveloped for non-leisure uses) may be suitable for smaller scale public/ community facilities if this was ever deemed viable.

Expanded Library / Museum:

• As stated in the commentary above DTZ do not believe that the expansion of existing library facilities would be viable here, although feasible it would be challenging to prove viability. The adjacent Walsall Museum closed in April 2015, providing an opportunity for the expansion of existing library facilities.

Residential:

• Residential uses may be appropriate in the case of a leisure scheme not being brought forward at the site; if a leisure facility is not brought forward at the site residential is likely to be the most viable use.

Civic Offices:

- DTZ are not aware of any demand for an increase or enhanced provision of civic facilities in Walsall Town Centre and we have allocated what we consider to be more
 appropriate sites for the possible relocation of existing civic office facilities. DTZ have recommended that community facilities and civic offices are provided for within the
 Gigaport Masterplan area or as part of an extension to a new leisure hub at the waterfront, and /or at the Challenge Block near the existing civic centre.
 Office:
- The site is not located within Gigaport Masterplan area which is being promoted as an office hub and DTZ do not consider that office use will be supported outside of this hub. The exception to this may be the potential to consolidate public sector occupations in this location; presuming that the police do leave their Green Lane building, there may be an opportunity for them to co-locate with WMBC (see Section 3). DTZ have recommended that community facilities and civic offices are provided for within the Gigaport Masterplan area or as part of an extension to a new leisure hub at the waterfront, and as a last resort, near the site of the existing Walsall Civic Offices.

COMMERCIAL VIABILITY VALUE & ASSUMPTIONS:

- Having reviewed the context of the site to comprehend the most viable redevelopment, reconfiguration or addition of floors, we have modelled the likely maximum of floorspace over 2 storeys given surrounding buildings and prevailing uses.
- DTZ's modelling focuses on the built form of a new leisure /gala bath facility in terms of what is created not on the financials.
- Additional costs for landscaping as the site since it is within the Lichfield Conservation Area (to reflect the risk of increased development costs).

RECOMMENDATIONS:

The Gala Baths site will be appropriate for a leisure centre facility (the refurbishment scheme currently underway will secure its medium term future) and potential redevelopment with the adjacent Library/Walsall Museum Site. Other appropriate uses include residential. The proposed uses will help support the public sector and community uses within Walsall Town Centre.

Assessment of the Viability & Deliverability of the Development Opportunities

- This section provides an overview of the viability and deliverability of the 24 development opportunities, based on proposed scheme content and phasing. The full results of the analysis for the individual sites are contained within Appendix 7. Additionally, this section identifies what proportion of the overall forecast demand for retail and offices in Walsall Town Centre up to 2026 is met by the 24 sites.
- We have noted at the start of Section 8, that the analysis and commentary on the market does not necessarily fully reflect what has been delivered within Walsall Town Centre in recent years and that WMBC is privy to a number of enquiries/ direct interest from potential occupiers in the Town Centre.
- Therefore, whilst the site appraisals in Section 9 are largely negative in their initial viability conclusions, it should be noted that there are currently (June 2015) five schemes on site in the Town Centre with a number of other pipeline projects indicating market interest in the Town Centre. It is important that the difference between viability (as a 'snap shot' test of a projects inputs and outputs on a market basis) and deliverability (factoring in potential public sector support, repositioning of areas and other interventions) is recognised. WMBC has been proactive in recent years and at the current point in promoting developments which it deems have a wider benefit to the Town Centre. It is worth noting a recent example of WMBC intervention in the Town Centre.
- At the former Noirit site, WMBC has intervened in a variety of ways to ensure deliverability. This has included the acquisition of 3 privately owned sites at market value (the first in 2007-8), including a land swap for the Noirit foundry with another Council owned site in Portland Street to enable the company to continue its operation. Once vacant possession of the entire site had been secured in late 2012, WMBC agreed to put the site to the market with the benefit of £650,000 of WMBC investment to remediate the site and provide site infrastructure, and as such over the last two years has demolished the previous derelict buildings, undertaken a site investigation and remediated the site, and is about to embark on a second stage of infrastructure/access works (currently out to tender). Furthermore, in order to make the Jhoots headquarters building deliverable, WMBC has supported the developer and end user in securing in excess of £1m of grant funding.
- 10.5 Whilst the assessments are not a 'worst case' scenario, they are on the basis of no public sector intervention and allowing reasonable quantum's for elements such as contingency. There are likely to be local factors/ occupiers/ non-institutional investors whose requirements and demands are hard to evidence in a report of this nature and could impact significantly on the viability and deliverability of individual schemes.
- Walsall is a local market with a number of owner occupiers and non-institutional investors. Perceived and potential development interest can change due to local factors to make schemes more viable than is portrayed in standard property market assessments of viability. Schemes will be sensitive to individual requirements which may come forward and make a scheme deliverable. It is possible that investments such as another 'Primark' or further offices (including perhaps

headquarters for one or more local companies) could come forward or be brought forward in future. Such developments would improve the prospects for more investment in Walsall Town Centre.

- 10.7 Within Section 11, we have commented on where we think there is an opportunity for major strategic schemes to act as a catalyst for wider development and regeneration. Momentum and sentiment are important in property development and through taking a proactive approach and working constructively with development partners, WMBC can help to create the conditions for schemes to become deliverable.
- 10.8 DTZ considers that the 24 sites assessed provide sufficient capacity for Walsall Town Centre to meet the requirements in the market and an ambitious development programme up until 2026.

Base Cost Assumptions

- Table 10.1 below shows the base cost assumptions used for the sites. These costs have been altered for the individual sites as appropriate. It should be noted that:
 - The CIL rate used in this report is based on a separate DTZ report on CIL.
 - Site servicing cost per acre includes an 'Abnormals' allowance.
 - No specific allowance for external works (assumed as part of core build costs).
 - The profit allowance is based on 18% profit on cost for all schemes. We have not split out commercial and residential led opportunities but used this blended rate; we consider this to be an appropriate benchmark given the typical risk/ return profile of the sites (although it can vary both up and down as scheme content becomes clearer and potential pre-lets are secured).

Table 10.1: Base Cost Assumptions

COSTS			
BUILD COSTS	£ psm	£ psm	
Residential	Base	Sensitivity	
Apartments 6+ storey	£1,023	£1,023	
Apartments 1-5 storey	£969	£969	
Non Residential	£ psm	£ psm	
Retail	£864	£864	
Restaurant, Cafe and Takeaway (A3, A4, A5)	£900	£900	
Industrial (Warehouses / Stores)	£578		
Offices (B1)	£1,100	£1,100	
Assembly & Leisure (D2)	£1,517	£1,517	
Non Residential Institutions	£1,100	£1,100	
OTHER COSTS		6	
		£ psm	
Demolition		£50	
Landscaping		£100	
Car Park (ancillary)		£40	
Car Park (multi-storey)		£300	
OTHER COSTS			
Finance Rate		6.5%	
Profit on Cost		18.0%	
Professional Fees		10.00%	
Site Servicing Cost	per acre	£100,000	
<u> </u>	i		
Contingency		7.5%	
Marketing		2.0%	
Residential Sales Agency fee		1.0%	
Residential Sales Agency lee Residential Sales Legal fee		0.5%	
Commercial Sales Agents & Legal Fee		1.5%	
Agency letting fee		10.0%	
Agency legal fee		5.0%	
Purchasers Costs		5.80%	
ruiciiaseis Costs		5.80%	
Determinal \$4.00 conte	- ·-		
Potential S106 costs	Per unit	£ psm	
Residential	£ 500	£7	

Base Value Assumptions

Table 10.2 below sets out base value assumptions; however, it should be noted that the specific rates have been varied in relation to a number of potential development sites. We have assumed that schemes provide 25% affordable housing. Values have been stated on a per square foot (psf) basis, as per standard market practice.

Table 10.2: Base Value Assumptions

Residential			Capital Value (CV) per square feet (psf)		
Private Housing - Flats - Maximum Value			£ 185		
Affordable Housing - Flats			£ 111	average un	it size in sq m
Average Unit Size (sq ft)		900		84	
Non Residential	Capital Value psf		Rent	Yield	Rent Free
Retail (A1)	£	231	£ 15.00	6.5%	12
Offices (B1)	£	169	€ 13.50	8.0%	12
Restaurant, Cafe and Takeaway (A3, A4,					
A5)	£	385	€ 25.00	6.5%	12
Industrial (B2/B8)	£	63	€ 5.00	8.0%	12
Non-residential Institutions (D1)	£	150			
Assembly & Leisure (D2)	£	250	£ 17.50	7.0%	
Car Parking (ancillary)	£	8			
Non Residential (Non Specific)	£	100			
Super car parks (multi-storey)	£	48			

Scheme Content

10.11 Table 10.3 below sets out the aggregate floorspace figures (net internal area) for all 24 site assessments. These figures relate to the development of the sites regardless of the timings assumed within the site assessments; the delivery of the floorspace highlighted below is assumed to be over a longer period than the plan period (i.e. post 2026). Table 10.4 illustrates when this projected quantum of floorspace is assumed to be delivered. It should also be noted that the figures quoted relate to the gross NIA to be developed, which is not net of any existing buildings on the subject sites.

Table 10.3: Mix of uses (regardless of the timing of delivery)

	Totals		
	Sq m	Sq ft	Residential Units
Private Residential	76,313	821,421	913
Affordable Residential	25,247	271,760	302
Retail (A1)	16,836	181,217	
Offices (B1)	36,415	391,967	
Restaurant, Cafe and			
Takeaway (A3, A4, A5)	9,535	102,637	
Industrial (B2/B8)	5,931	63,842	
Non-residential Institutions (D1)	10,660	114,739	
Assembly & Leisure (D2)	5,828	62,728	
Car Parking (Multi-Storey)	25,767	277,358	
Non Residential (Non Specific)	10,145	109,205	
Other Uses (Roadside services,			
Education, Ancillary Parking)	29,525	317,809	
Total sq m	222,677	2,714,683	1,215

Scheme Phasing

- 10.12 We have suggested each site as a short, medium or long term development opportunity based on our overall consideration of potential demand within Walsall for the various uses, the interaction of uses and the interdependency of the development of various sites. As stated above Table 10.4 shows how this assumed phasing plan translates on a land use basis over the plan period (to 2026) and beyond to 2040. Table 10.5 shows how these land uses translates across the 24 Development Sites over the plan period (to 2026) and beyond to 2040.
- The 24 sites considered include a number of large strategic sites, which are likely to be subject to development in phases over an elongated time period and would not realistically be brought forward as one scheme. However, for the purposes of our analysis we have assumed a single scheme entity in order to benchmark potential viability.
- 10.14 The reason for this approach is that we do not consider that all these sites can come forward within the plan period. We have therefore phased some development beyond 2026 until we consider it may be fully deliverable (i.e. by 2040). We have also considered how long we think each development will take to complete based on take-up rates in the local market and our experience of a range of schemes.

- 10.15 Both the short and medium term opportunities are assumed to begin the delivery of floorspace/ residential units within the plan period; while the long term opportunities are assumed to begin predominantly post the plan period. Our definition for the respective allocations is:
 - Short term project commencement 2015-2019
 - Medium term project commencement 2020-2024
 - Long term project commencement from 2025
- 10.16 The assessments consider sites individually but within the context of the key outcomes of Part 1 of this Study (in terms of the overall quantum of specific land use categories) and importantly, based on the strategy for 3 significant strategic sites (Waterfront North, Green Lane and Old Square set out in Section 11) which have the potential to act as catalysts for wider development. As already noted at the start of this section, we consider that momentum and sentiment are important in property development and also in terms of occupier demand; through individual significant developments coming forward, other incremental developments can be triggered.
- 10.17 We have sought to model a realistic take-up plan at an aggregate, macro level across the 24 sites but consider that the detail of the inter-relationship of phasing between the sites is most appropriately determined by the market. With regard to the phasing/ prioritisation of sites, we consider that this should be predominately market led subject to WMBC taking a lead in the bringing forward of the priority sites in the short to medium term in order to trigger redevelopment.
- The occupier market will predominantly determine which sites come forward and when and the specific infrastructure implications of each of these will be subject to Section 106 negotiations and (in some cases) CIL. The phasing of individual sites is determined by our consideration as to its attractiveness to the developer and investor markets which is driven by elements such as the constraints on development and perceived occupier demand.
- 10.19 The suggested scheme phasing aims to be broadly steady in terms of the delivery of sites over the plan period whilst taking into account that we have modelled the sites with individual timescales so there is a degree of 'lumpiness'. We consider that there is capacity in Walsall Town Centre to accommodate development on a quicker timescale if required/ possible.
- In terms of specific infrastructure issues/ requirements for particular sites, where we are aware of constraints from our own assessment (or where WMBC have provided information in relation to these) we have allowed for this within the site assessments. We are not aware of (nor have we allowed for, apart for the specific area noted below) any constraints from the potential cumulative impact of development (in addition to the already specified issues on the individual sites).
- The exception to this is the likely cumulative impact of current and proposed developments along the ring road (i.e. Walsall College, Tesco, Walsall Housing Group, the Business and Sports Hub, Jhoots Pharmacy headquarters). This Study clearly identifies Gigaport as the focus for future office

development and the provision of car parking facilities and the delivery of significant floorspace which is additional to existing provision; this will impact on nearby infrastructure. WMBC's Road Traffic Network team has recently devised a plan which sets out improvements to each junction along this section of the ring road, which would help to alleviate traffic (along with the associated, estimated cost). This is clearly early stage analysis but gives some indication of costs. We have included these costs within the relevant site assessment for the development site which sits closest to the proposed works. WMBC has stated the possible need for improvements where practicable on other roads and especially at junctions around the Town centre (for example between Bradford St / Wednesbury Rd and Dudley St) and on routes to it (such as the A461) and we would note that before improvements have been finalised it will be important to ensure that the definition of development opportunities is done in such a way as not to preclude the capacity for the necessary works (as an example, the Challenge Block might provide the only space for improvements to the Littleton Street / Hatherton Street junction).

This suggested scheme phasing broadly fits with our analysis in Sections 2-5 in terms of the space to be allocated to various uses; for some land uses, we are forecasting a much lower quantum of space than the BCCS and this is reflected in this analysis. The comparisons between BCCS targets and the figures in the site appraisals is outlined in Section 11.

Table 10.4: Suggested Scheme Phasing across various Use Classes until 2040 including the Plan Period (all figures are NIA sq m)

						Restaurant, Cafe			Assembly	Car Park		Residential	Other Uses (Roadside
Year	Total Per	Private	Affordable		Offices	'	Industrial	Non-residential	,	(multi-	Non Residential	Unit	Services, Education,
	Annum	Residential	Residential	Retail (A1)		, , ,	(B2/B8)	Institutions (D1)		storey)		Numbers	Ancillary Parking)
2015		-	-	0		-	-	-	-	-	-	-	-
2016	6,383	2,104	701	-	470	710	-	1,322	661	_	-	34	414
2017	6,857	2,175	701	403	470	710	-	1,322	661	_	-	34	414
2018	6,857	2,175	701	403	470	710	-	1,322	661	-		34	414
2019	6,857	2,175	701	403	470	710	-	1,322	661	-	-	34	414
2020	6,857	2,175	701	403	470	710	-	1,322	661	-	-	34	414
2021	21,082	6,840	2,256	2,431	5,439	1,056	171		124	1,355	44	109	2,722
2022	21,082	6,840	2,256	2,431	5,439	1,056	171	-	124	1,355	44	109	2,722
2023	21,082	6,840	2,256	2,431	5,439	1,056	171	-	124	1,355	44	109	2,722
2024	19,447	5,731	1,887	2,431	5,439	1,056	171	•	124	1,355	44	91	2,565
2025	18,972	5,660	1,887	2,027	5,439	1,056	171	-	124	1,355	44	90	2,565
2026	13,128	3,845	1,281	982	1,043	235	395	506	209	2,169	676	61	3,954
2027	13,128	3,845	1,281	982	1,043	235	395	506	209	2,169	676	61	3,954
2028	13,128	3,845	1,281	982	1,043	235	395	506	209	2,169	676	61	3,954
2029	11,954	3,845	1,281	44	1,043	-	395	506	209	2,169	676	61	3,954
2030	11,954	3,845	1,281	44	1,043	-	395	506	209	2,169	676	61	3,954
2031	6,024	1,547	516	44	166	-	395	506	86	815	676	25	2,088
2032	6,024	1,547	516	44	166	-	395	506	86	815	676	25	2,088
2033	6,024	1,547	516	44	166	-	395	506	86	815	676	25	2,088
2034	5,518	1,547	516	44	166	-	395	•	86	815	676	25	2,088
2035	5,518	1,547	516	44	166	-	395	•	86	815	676	25	2,088
2036	4,864	1,327	442	44	166	-	225	•	86	815	632	21	1,943
2037	4,864	1,327	442	44	166	-	225	•	86	815	632	21	1,943
2038	4,864	1,327	442	44	166	-	225	•	86	815	632	21	1,943
2039	4,864	1,327	442	44	166	-	225	•	86	815	632	21	1,943
2040	4,864	1,327	442	44	166	-	225		86	815	632	21	1,943
Total	252,202	76,312	25,247	16,836	36,415	9,535	5,931	10,660	5,828	25,767	10,145	1,215	55,293
Plan Per	iod Total	46,562	15,331	14,345	30,588	9,066	1,249	7,116	4,132	8,943	898	740	19,319
Post Plan	Period Total	29,750	9,916	2,490	5,827	469	4,682	3,544	1,696	16,825	9,247	474	35,973
Overall T	otal	76,312	, ,	16,836	36,415	9,535	5,931	10,660	5,828	25,767	10,145	1,215	55,293
		10,012	20,271	10,000	00,110	3,000	0,001	10,000	0,020	23,707	10,170	1,210	30,230

Table 10.5: Suggested Scheme Phasing across the 24 Development Sites until 2040 including the Plan Period (all figures are NIA sq m)

Year	Soliare	Old Square PH3	Shannons Mill	Norton & Proffitt	Challenge Block	Day Street	Green Lane	Jabez Cliff	North Portland	Cordwell	Ward Street	Waterfront Nth	Waterfront Lex	Holiday Hypermarket	WH, SW, SS	Park Street	Crown Wharf	Gala Baths	Intown	Bridge, Ablewell Street	Jerome Retail		Bradford Street	Dudley Street	Total Per Annum
2015	-	-						-	-							-	-	-						-	•
2016	-	-	1,636	-		-		1,048		1,056	-	2,644			-	-	-	-	-		-			-	6,383
2017	474		1,636					1,048		1,056	-	2,644					-		-		-			-	6,857
2018	474		1,636					1,048		1,056	-	2,644					-		-		-			-	6,857
2019	474		1,636					1,048		1,056	-	2,644					-		-		-			-	6,857
2020	474		1,636					1,048		1,056	-	2,644					-		-		-			-	6,857
2021	474	1,173	1,636	1,490			4,081	-			-		3,004		1,194		-	-	-		2,326	302		352	21,082
2022	474	1,173	1,636	1,490			4,081				-		3,004		1,194		-		-		2,326	302		352	21,082
2023	474	1,173	1,636	1,490				-			-		3,004		1,194		-	-	-		2,326	302		352	
2024	474	1,173	-	1,490				-			-		3,004		1,194		-	-	-		2,326	302		352	
2025		1,173	-	1,490		2,818	4,081	-	-		-		3,004		1,194		-	-	-		2,326	302	-	352	
2026	-	1,173	-	-	2,232			-	1,580		713			2,504	1,194		0	506	815			302	1,045	352	
2027		1,173	-		2,232				1,580		713		-	2,504	1,194		0	506	815			302	1,045	352	
2028	-	1,173	-	-	2,232	-		-	1,580		713			2,504	1,194		0	506	815			302	1,045	352	
2029			-		2,232				1,580		713		-	2,504	1,194		0	506	815			302	1,045	352	
2030			-		2,232				1,580		713		-	2,504	1,194		0	506	815			302	1,045	352	
2031			-						1,580		713		-		-	-	-	506	815			302	1,045	352	
2032			-						1,580		713		-		-	-	-	506	815			302	1,045	352	
2033									1,580		713						-	506	815		-	302	1,045	352	
2034			-						1,580		713		-		-	-	-	-	815		-	302	1,045	352	
2035	-	-	-					-	1,580		713					-	-		815		-	302	1,045	352	.,
2036			-						1,580		713		-		-	-	-	-	815		-	-	1,045	-	4,864
2037	-	-	-					-	1,580		713					-	-		815		-		1,045	-	4,864
2038				-					1,580	-	713						-		815				1,045	-	4,864
2039					•				1,580		713					-	-		815				1,045	-	4,864
2040						-		-	1,580	-	713					-	-		815	711		-	1,045	-	4,864
															-	-									
Total	3,795	9,387	13,085	7,452	22,319	14,089	20,406	5,241	23,702	5,278	10,701	13,219	15,019	12,521	####	- #	1	4,050	12,221	10,668	11,632	4,523	15,676	5,277	252,202

10.23 For the modelling of sites, we have used NIA to reflect the useable/ rentable area being created. In Sections 2 and 3 of this Study, we forecast future needs in Walsall Town Centre for retail and offices respectively. Based on the 24 development site assessments considered in Section 9, As noted previously, Table 10.5 above indicates the total development quantum (including retail and offices) at the 24 sites during the plan period (i.e. until the end of 2026) and beyond. Below we establish what proportion of the overall forecast demand for retail and offices in Walsall Town Centre up to 2026 is met by the 24 sites.

Table 10.6: NIA Assed or Benchmark Demand / Capacity Against NIA Proposed in the 24 Sites Modelling

Use Class	NIA Assessed or Benchmark Demand / Capacity Sq m	-	in the 24 Sites ng (sq m)	Justification of Difference
	Plan Period (2015 to 2026)	Plan Period (2015 to 2026)	Post Plan Period (2027 to 2040)	
		Residential		
Private Residential		46,562	29,750	See Para
Affordable Residential	Not assessed	15,331	9,916	10.26
Residential Unit Numbers		740	474	
		Commercial	•	

Retail (A1)	c.11,800 (gross)	14,345	2,490	See Para.10.25		
Offices (B1)	c.41,000 (net)	30,588	5,827	See Para.10.24		
Restaurant, Café & Takeaway (A3, A4, A5)	Not assessed	9,066	469	See Para 10.26		
Industrial (B2/B8)	45,000 (gross)	1,249	4,682	See Para.10.26		
Non-residential Institutions (D1)		898	9,247			
Assembly & leisure (D2)	Not assessed	4,132	1,696	See Para 10.26		
Car Park (multi- storey)		8,943	9,247			
Non Residential (Non Specific)		898	474			

- 10.24 In terms of offices, we estimate that approximately 75% of forecast demand over the plan period (45,000 sq m GEA being 100%, which equates to circa 41,000 NIA) could be accommodated by provision at the 24 sites (around 30,588 sq m). We consider that there may be some provision on other sites based on the strong dependence of office demand on significant public sector in the market, therefore we consider that there needs to be flexibility and office uses may not necessarily be allocated to specific elements of the 24 sites.
- 10.25 In terms of retail, it is necessary to exclude identified provision at the Norton & Proffitt site from the forecast demand figure (because this is an existing commitment and our retail capacity forecasts are additional to such existing commitments). On this basis, within the development site assessments, the only 'A1 retail' sites modelled and anticipated to come forward during the plan period are Old Square Phases 2 and 3, and Jerome Retail Park. Our retail capacity forecasts are expressed in terms of net additional comparison and convenience goods floorspace; therefore, comparing forecast capacity with A1 retail provision identified for these 3 sites indicates the following:
 - Old Square Phase 2 is identified for around 3,227 sq m gross of A1 retail during plan period, equating to around 1,000 sq m net additional; and Old Square Phase 3 is identified for around 7,038 sq m gross of A1 retail during plan period (or around 9,387 sq m gross by 2030), equating to around 5,000 sq m net additional. Subject to detailed development feasibility studies, and assuming that these sites comprise predominantly comparison goods floorspace, we consider that forecast capacity for such floorspace (around 6,000 sq m gross) could be accommodated by provision at Old Square Phases 2 and 3. Any remaining identified forecast capacity should be 'soaked up' by other sites within the PSA such as, for example, the reoccupation of refurbished/ reconfigured retail space in The Saddlers shopping centre in preference to edge/out-of-centre sites.
 - Jerome Retail Park is identified for around 1,344 sq m gross of A1 retail (i.e. discount foodstore) as part of a comprehensive redevelopment scheme during plan period, which is broadly consistent with forecast capacity for convenience goods floorspace (around 1,500 sq m gross). Any remaining identified forecast capacity is likely to be 'soaked up' by existing

provision and/or met through change of use for small scale C-store formats within the PSA, for example.

This Study does seek to quantify a specific demand figure for other uses within the Town Centre in this period. However, it should be noted that the industrial total in Table 10.4 above has been benchmarked against the industrial land supply analysis in Section 5 of this Study, which identifies a potential existing capacity for industrial floorspace in Walsall Town Centre of 45,000 sq m; the potential floorspace within the site assessments for industrial is 1,249 sq m which equates to 3% of this total. This reflects that we are only anticipating industrial development to meet the needs of some existing occupiers – we are not showing significant new industrial development. There are unidentified sites outside of the 24 identified which should be able to meet any gap between what is available on these sites and demand for industrial and other uses. There needs to be some flexibility to allow for other sites beyond the 24 identified to be considered for development to accommodate identified demand.

Methodology of Appraisal Outputs

- This section of the Study sets out the results of our financial appraisals of the proposed scale and mix of development for each of the 24 sites. Our appraisals are not valuation exercises in terms of the market value of the various sites reviewed but are instead intended to give a broad indication of scheme viability in order to inform future planning policy and potential public sector intervention. We have sought to follow a consistent approach to assessing the sites and finding an appropriate balance between the level of detail/evidence, versus the medium-long term potential of the sites and the Town Centre. Our analysis is based on a scheme being developed today of a significant scale, without public sector funding, fully meeting planning and meeting private sector profit margin expectations; whilst we have not included explicit value growth, we have sought to take a view on the potential for certain sites to see a 'step change' in value (but within the range of achievable values in Walsall today) based on regeneration and a change in the perception of occupiers/ investors/ residents.
- We have calculated the potential Gross Development Value (GDV) of each site based on the land uses which we have allocated and the assumed scale and mix of development. We have then calculated the potential development costs for the scheme including finance costs (dependent on the timing and phasing assumptions) and a developer profit allowance. Taking the costs off from the potential GDV generates a Residual Land Value (RLV).
- The land will clearly have a value in its current use (even if vacant) which the RLV needs to exceed in order for it to be a potentially viable proposition. We have calculated by use of standard per acre land values for sites in Walsall to get to the Benchmark Land Value (BLV); the BLV does not fully take into account the individual circumstances of sites, particularly those with a current economic use which pay a market rate. Therefore, the BLV acts as a useful guide for assessing viability but the potential value of the existing use needs to be borne in mind before reaching fully definitive conclusions. Table 10.6 below sets out the net viability of the sites under consideration following the above approach.

Table 10.6: Scheme Viability

Site Name	Size (hectares)	Size (acres)	Total Internal Area (sq m)	To	Total Revenue		Total Development Costs (including interest & profit but no Land Value)		Residual Land Value		Benchmark Land Value		Net Viability
Norton & Proffitt	1.04	2.6	7,452	£	18,458,109	£	14,099,643	£	4,358,465	£	639,113	£	3,719,353
Old Square PH3	1.04	2.6	9,387	£	22,038,839	£	19,327,430	£	2,711,409	£	644,053	£	2,067,356
Old Square PH2	0.19	0.5	3,795	£	9,730,598	£	7,735,632	£	2,093,462	£	117,325	£	1,976,137
Waterfront Nth	2.04	5.0	13,219	£	31,424,045	£	29,741,765	£	1,682,281	£	1,259,700	£	422,581
Park Street	3.73	9.2	-	£	-	£	-	£	-	£	-	£	-
Crown Wharf	1.63	4.0	-	£	-	£	-	£	-	£	-	£	-
North Portland	2.30	5.7	23,702	£	33,832,322	£	32,550,583	£	1,281,738	£	1,420,250	-£	138,512
Jabez Cliff	0.35	0.9	5,241	£	8,433,549	£	8,633,703	-£	200,154	£	213,038	-£	413,192
Ward Street	0.79	1.9	10,701	£	17,097,307	£	17,546,078	-£	448,771	£	484,738	-£	933,508
Bradford Street	2.12	5.2	15,676	£	22,693,989	£	22,877,661	-£	183,673	£	1,306,013	-£	1,489,685
Intown	1.21	3.0	12,221	£	6,314,125	£	7,278,164	-£	964,039	£	745,323	-£	1,709,361
Cordwell	0.66	1.6	5,278	£	8,161,809	£	10,201,763	-£	2,039,954	£	407,550	-£	2,447,504
Midland Road	1.03	2.5	4,523	£	4,982,287	£	6,883,091	£-	1,900,804	£	632,938	-£	2,533,742
Day Street	0.49	1.2	14,089	£	21,598,308	£	23,994,598	-£	2,396,290	£	300,105	-£	2,696,395
Dudley Street	1.05	2.6	5,277	£	5,757,269	£	7,894,426	-£	2,137,157	£	645,288	-£	2,782,445
WH, SW, SS	1.22	3.0	11,941	£	19,348,050	£	21,713,549	-£	2,365,499	£	753,350	-£	3,118,849
Shannons Mill	0.87	2.1	13,085	£	21,161,358	£	24,215,976	-£	3,054,618	£	537,225	-£	3,591,843
Holiday Hypermarket	1.20	3.0	12,521	£	19,232,114	£	22,372,810	-£	3,140,696	£	741,000	-£	3,881,696
Bridge, Ablewell Street	3.04	7.5	10,668	£	18,387,292	£	20,569,122	-£	2,181,829	£	1,877,818	-£	4,059,647
Jerome Retail	1.99	4.9	11,632	£	14,674,662	£	17,580,181	-£	2,905,519	£	1,229,597	-£	4,135,116
Green Lane	0.76	1.9	20,406	£	31,295,210	£	35,972,527	-£	4,677,317	£	469,300	-£	5,146,617
Gala Baths	0.30	0.7	4,050	£	6,180,595	£	19,639,730	-£	13,459,135	£	185,250	-£	13,644,385
Waterfront Lex	0.90	2.2	15,019	£	27,041,367	£	41,544,474	-£	14,503,107	£	552,663	-£	15,055,770
Challenge Block	1.18	2.9	22,319	£	22,059,056	£	36,886,841	-£	14,827,785	£	725,563	-£	15,553,348
	31	77	252,201	£	390,000,000	£	449,000,000	£	59,000,000	£	16,000,000	-£	75,000,000

- The financial viability of the majority of the sites assessed (as of today) is negative or marginal at best. This is not surprising given the current market position and the challenges that developers have had in bringing the sites forward to date.
- Whilst the analysis does illustrate sites with a negative land 'value', this does not mean that the sites have a negative value; any purchaser/ owner of the sites is not committing to building a scheme at this point (it will only build when it considers it to be viable to do so). A purchaser would be taking a view that some scheme will be deliverable in the future and be able to release land value. Whilst phasing has been considered on individual sites in terms of their delivery period and potential timings to come forward, we consider that if further flexibility would be needed then this would be likely to require the application of more of the interventions referred to below, to help development opportunities be realised to their fullest extent. On the majority of schemes assessed, their deliverability is compromised but not unachievable and is likely to require improvements in market conditions such as:
 - An overall more 'buoyant' set of key variables;
 - Reviewing the phasing of the scheme and delivering it in a more piecemeal fashion;
 - Value growth over time;
 - Changes to scheme content (though there is a risk that this may not fully meet planning policy aspirations); and
 - Public sector intervention we set out in Section 11 of this Study the opportunities that we consider priorities for intervention in order to deliver the regeneration objectives for the Town Centre.

11. Policy Advice & Recommendations

- 11.1 We have provided an Executive Summary at the front of this Study in order to give an overview of the content and analysis held within it. This section seeks to draw out the key elements of the analysis and the policy advice and recommendations that should flow from this to inform the AAP. This section is split into the following component parts:
 - Sector Specific Analysis
 - Site Analysis
 - Potential Delivery Mechanisms
 - Delivery Strategy for the 24 Development Opportunities
 - Policy & Strategy Recommendations
 - Town Centre Boundary
 - Primary Shopping Area

Sector Specific Analysis

11.2 For ease of reference, we have duplicated below the summaries of our sector-specific analysis (as set out at the end of Section 2-5 in Part 1 of this Study).

Retail & Leisure

- Walsall Town Centre is identified by the Black Country Core Strategy as one of the Black Country's Strategic Centres providing the main focus for new strategic retail development and other Town Centre uses. Walsall Town Centre's vitality and viability is in decline, however underlined by a unit vacancy rate (27%) more than double the West Midlands centre average (12.3%). Key to ensuring the future vitality and viability of the Town Centre, and securing its 'Strategic Centre' status, is the need for the Council to plan positively and identify priority sites for new strategic retail development within the Primary Shopping Area, including the Old Square regeneration area, additional existing commitments. Focusing investment in the Town Centre will be essential in order to reverse the current decline and ensure its overall health and regeneration.
- Retail:
- Comparison retail provision is increasingly focused in a smaller number of larger, prime locations across
 the UK, which has led to a reduction in multiple retailer representation in smaller Town Centres such as
 Walsall. This together with other structural changes in the retail sector (see Section 2), competition from
 edge/out-of-centre shopping destinations and the Town Centre's lack of recent investment has had
 adverse implications for vacancy rates and for the quality and diversity of Walsall Town Centre's retail
 offer, resulting in the continued decline in the health of the Town Centre.
- Walsall Town Centre's comparison goods offer is characterised by mid-range and value retailers, while
 our Retail Sector Analysis in Section 2 has shown that considering the extent of its catchment area and
 the degree of competition the Town Centre secures relatively high market shares of expenditure on
 clothing and footwear (i.e. fashion) and personal and luxury goods. This in part underlines the importance
 and effectiveness of restrictions (i.e. conditions of planning permission) on edge/out-of-centre retail
 development in Walsall, and the need for WMBC to continue to enforce such restrictions so as to sustain
 retailer representation in the Town Centre's Primary Shopping Area and protect its vitality and viability.

- There is modest expenditure-based capacity for additional comparison goods floorspace in Walsall Town Centre over the plan period (we forecast about 6,000 sq m gross between 2021 and 2026 additional to existing commitments 107), with the existing commitments absorbing much of the forecast growth in comparison goods expenditure in the earlier part of the plan period. Whilst lower than previous BCCS estimates, our new retail capacity forecasts for the AAP maintain and support the regeneration strategy advocated for Walsall 'Strategic Centre' in the BCCS and, importantly (so as to provide certainty and confidence to the market), are realistic and deliverable.
- Key to ensuring the future health and 'Strategic Centre' status of Walsall Town Centre is securing a new strategic retail development within the PSA additional to existing commitments; this will be essential to help increase the Town Centre's market share of retail expenditure and therefore its ability to compete with other shopping destinations, including those in edge/out-of-centre locations. Any future provision should comprise larger, flexible units (typically measuring a minimum of 500 square metres) throughout the PSA, including the Old Square regeneration area.
- There is little retailer demand evidence to suggest that, aside from the existing commitments at Digbeth and St Matthew's Quarter, major new ('non-bulky' comparison goods) retail development in Walsall Town Centre will be achievable in the short to medium term. This is consistent with our retail capacity forecasting exercise, which identifies no comparison goods expenditure-based capacity until later in the plan period. However, the importance of the retail content of the Town Centre should not be understated and will be essential for ensuring its future health. The retail content is the key driver of activity in the Town Centre and vital in creating the environment for other Town Centre uses to be successful; in particular, leisure, residential and office provision.
- Focusing long term investment within the Town Centre's PSA is essential to delivering the BCCS strategy for regeneration and growth. The above trends and forecasts indicate a need to consolidate the current PSA and provide a clear focus for new retail development and improvements in Walsall Town Centre. Accommodating forecast retail capacity on priority site(s) within the PSA (as considered in Section 9), in accordance with the sequential approach, would serve to improve the health and performance of Walsall Town Centre and protect its Strategic Centre status in the sub-regional retail hierarchy.
- The short term focus for retailing in Walsall Town Centre additional to the delivery of existing commitments, in the absence of forecast expenditure-based capacity for major new retail development until later in the plan period (between 2021 and 2026), should be about the reconfiguration (i.e. larger, flexible units typically measuring a minimum of 500 square metres) and/or reoccupation of existing retail space within the PSA. To this end, WMBC should support proposals to amalgamate retail units within the PSA where possible.
- Whilst there is understood to be interest from a 'bulky goods' retailer for a DIY warehouse with outdoor storage in Walsall Town Centre, potentially at an out-of-centre site, we do not consider it appropriate or necessary for the AAP to positively plan for such provision. More generally, we would support the approach of promoting development proposals on suitable sites which would contribute towards and not undermine the Town Centre strategy, and which would help to deliver other priority benefits (e.g. community facilities) over the plan period. These might potentially include the Cordwell site, Jerome Retail Park and Challenge Block.
- In terms of convenience retail provision, the UK growth sectors are C-store formats and hard discounters. Such provision is driving consumer choice and competition in the grocery sector.

¹⁰⁷ Assuming forecast growth in comparison goods floorspace at out-of-centre locations including Gallagher Retail Park is directed to and accommodated in Walsall Town Centre in accordance with the sequential approach and the BCCS strategy for Strategic Centre regeneration and growth.

- There is limited expenditure-based capacity for additional convenience goods floorspace in Walsall Town Centre over the plan period (we forecast about 250 sq m gross between 2016 and 2021 rising to about 1,500 sq m gross between 2021 and 2026 additional to the new Co-Op under construction at Digbeth¹⁰⁸). Any additional convenience goods provision is likely to comprise small scale C-store formats and/or hard discounters, reflecting current identified demand (sites for which are considered in Section 9).
- To help ensure the future health and regeneration of Walsall Town Centre and to maximise the prospects for new retail development and investment coming forward in the Town Centre over the plan period (in accordance with the strategy for Walsall 'Strategic Centre' set out in the BCCS), WMBC should positively plan for Town Centre development opportunities in the AAP and seek to control new retail development in edge/out-of-centre locations, where such proposals would have an adverse impact on the vitality and viability of the Town Centre and planned investment therein. The need for strong development management also applies to applications for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations. Even relatively small adverse impacts on Walsall Town Centre arising from competing retail development, individually or cumulatively, may have significant effects on the decisions of retailers, developers and investors and further reduce the town's health and attractiveness.
- WMBC should look to improve the quality of the Town Centre environment especially in and around the Digbeth area including High Street to help create the environmental conditions to attract new retailers and investment, and introduce non-retail uses (including residential, office and community) to help increase the town's population and therefore its vibrancy.

Leisure:

- Leisure uses are performing an increasingly important role in successful Town Centres (as considered in Section 2), largely driven by restructuring in the retail sector and changing consumer habits with people increasingly seeking an enjoyable 'experience' from their trips to Town Centres, seeking opportunities to spend their leisure time alongside shopping.
- Walsall Town Centre's leisure offer is characterised by public sector community/ cultural facilities and
 predominantly lower end A3/A4 uses; while there are currently no large scale family-orientated commercial
 leisure facilities (i.e. cinemas, bowling centres, ice skating venues). A gap to be addressed to achieve a
 more successful and vibrant Walsall Town Centre, including its evening economy, is the delivery of a
 cinema-anchored leisure hub with family-orientated A3 provision. This gap will be addressed by the
 Waterfront North (The Light Cinema) scheme which, we understand, is due to open in early 2016.
- There is currently no identified demand for other large scale family-orientated commercial leisure facilities (i.e. bowling centres, ice skating venues), casinos or private sector sports/ health clubs in Walsall Town Centre. These are not uses that DTZ consider to require specific land allocations within the AAP, although if secured they can add to and complement the mix of uses within the Town Centre. In terms of banqueting facilities, WMBC will be aware of any demand and the AAP will need to plan positively and flexibly for such facilities; wider town centre improvements will also help delivery.
- Given that we understand that the cinema-led scheme at the Cordwell site will not be delivered, WMBC should work with Kier Property to develop an alternative scheme at this site (as considered in Section 9).
- Further high quality A3 uses, which would be compatible with existing A1 uses, should be encouraged throughout the Town Centre as a key way to improve the range of uses on offer in the town and the retail experience for shoppers. These uses the growth of which (outside the cinema-anchored leisure hub) is likely to be gradual and subject to unit availability and leasing terms have benefits in their own right but

¹⁰⁸ Assuming the transfer of forecast growth in convenience goods floorspace from out-of-centre locations to Walsall Town Centre in accordance with the sequential approach and the BCCS hierarchical network of centres.

¹⁰⁹ Including extensions and changes of use.

also in terms of increasing dwell times and improving Town Centre ambience, which benefit the wider retail offer.

- While flexibility should be afforded for changes of use within Use Classes A1 to A5 and to other, non-retail uses throughout Walsall Town Centre insofar as they (inter alia) positively contribute to Town Centre vitality and viability, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the PSA where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity.
- Walsall Town Centre, in our view, lacks hotel provision and we are not aware of any hotel demand at this
 time. A new cinema-anchored leisure hub in the Town Centre has the potential to trigger 3* independent
 and/or budget hotel demand in Walsall (most likely close to the leisure hub). There may be further
 opportunities for a budget hotel close to the ring road, for example, as considered at section 9 of this
 Study.
- A consolidated Heritage Centre (combining Walsall Museum, the Leather Museum and the Local History Centre) at the existing Leather Museum site is being pursued by WMBC and local stakeholders. The delivery of this facility is, we understand, partly dependent on WMBC securing Heritage Lottery funding later this year. We consider the consolidation of such assets to be an appropriate way forward if financially viable and a means of securing their future. Within our site assessments at section 9 of this Study, we have identified a potential alternative site in Walsall Town Centre capable of accommodating the new Heritage Centre.
- Whilst there is 'aspirational' demand from stakeholders for new and/or enhanced performance facilities and a more centrally-located Central Library in Walsall Town Centre, which could contribute to diversifying the mix of Town Centre uses, the delivery of such community/ cultural facilities is unlikely to be met from cross-subsidisation from purely commercial development receipts and will require public sector funding to facilitate it. We understand that there is currently no identified budget to deliver such facilities in Walsall Town Centre. WMBC have, however, committed £1m towards the refurbishment of the Gala Baths and the refurbishment works have commenced, thereby securing the medium term future of this facility (which we support). In regards to the library comment from stakeholders, we would note that Central Library has recently been listed (Grade II) so, if the library was to relocate and close, this would potentially leave a listed building vacant and under-utilised.
- As well as controlling new retail development in edge/out-of-centre locations, WMBC will need to control
 proposals for leisure and other Town Centre uses¹¹⁰ (including new development, extensions and
 changes of use) in such locations to help ensure the future health of and long term investment in Walsall
 Town Centre.

Offices

• The BCCS earmarks the delivery of 219,981 sq m of additional office space in Walsall between 2006 and 2026 which equates to circa 11,148 sq of additional office space per annum. This is an enormous amount of office space, particularly considering that the existing office stock in Walsall totals circa 130,064 sq m and we estimate take-up of circa 500-2,000 sq m per annum.

¹¹⁰ We would note that the definition of in, edge and out of centre locations applying to retail uses is different to that for other Town Centre uses.

- In 2007, LSH reported that there was a requirement for circa 603,870 sq m of office space in the West Midlands by 2020 this equates to 46,452 sq m per annum and would suggest that (albeit that the time periods are not parallel) Walsall accommodates circa 25% of all office demand in the West Midlands. Given the wider trends in the office market (increasing dominance of the major office centres rather than Town Centres such as Walsall); it is difficult to envisage Walsall capturing this proportion of demand.
- However, within the same LSH report, forecasts from Cambridge Economics predicted a faster rate of office based service sector employment in Walsall compared to the wider West Midlands region between 2007 and 2020. In particular, back office activities were predicted to drive additional space requirements which would total circa 65,032 sq m by 2020 (equating to circa 4,645 sq m per annum). This requirement was inflated by above average assumptions on space per worker by reducing this allowance by circa 20% and bearing in mind that there is some potential for the Gigaport area to attract major new occupiers by proactive WMBC actions, we consider that 3,700 sq m per annum is an aspirational office take-up target for Walsall Town Centre, based in part on a step change in demand from occupiers in this location driven by wider town centre improvements. It must be emphasised that there is currently limited evidence to support such a level of office demand so achieving this target would require significant public sector intervention and favourable market conditions.
- An office development provision of 3,700 per annum equates to approximately one-third of the BCCS Local Plan figure on an annual basis (i.e. 73,000 sq m between 2006 and 2026 or 3,650 sq me per annum). Even this would be very ambitious and will be undeliverable without significant and sustained public sector support (particularly in the earlier years of the plan period) in order to secure the Town Centre improvements that will assist in encouraging office development to the scale envisaged by both enabling development and making the Town Centre a more attractive location for office occupiers and employees. This includes:
 - Creating the right environment through public realm and road improvements; linkages need to be identified by the Council to maximise the attractiveness of the Town Centre for occupiers and to improve viability. <u>This should involve seeking contributions from</u> <u>developments to enhance accessibility and linkages to / within the centre where</u> <u>developments themselves are viable);</u>
 - A wider economic strategy, addressing issues such as promoting the Town Centre for inward investment and lobbying for public sector office relocations to the Town Centre
 - Delivering the other improvements to the Town Centre proposed in this Study, including increased leisure provision and an improved retail offer
 - Using WMBC's covenant in order to improve scheme viability (i.e. acting as the rental guarantor to encourage development where there is a gap between WMBC's perception of tenant demand and developer's perceptions)
 - WMBC using secured funding (under the SEP for the Black Country) to intervene proactively to de-risk sites to support delivery. This may involve site clearance and will be as and when an office site is being delivered to progress and make available further sites.
- Given the significant number of variables involved, the proposed office floorspace target is considered as an aspirational/stretch target based on the potential take-up rates if there was public sector support to attract office occupiers and wider improvements in the Town Centre which made it a more attractive place to locate. Achieving the target is predicated on Walsall Town Centre being able to attract a significantly higher proportion of the projected office development in the West Midlands in the future than it has achieved so far. We do not consider that this level of office supply can be achieved without public sector intervention and 'pump priming'.
- Any such strategy will carry risk and will be capital intensive and is likely to rely on value being
 generated in the medium to long term as opposed to more traditional development with a 2-5 year
 business model (from a developer perspective). The successful development of this scale of office
 development in the suggested time period (in a relatively unestablished location for offices) is likely

to require partnership with developers who are focused on the creation of 'long term' value as opposed to a trader developer model where full returns need to be achieved in the short term.

Residential

- Residential provision plays an increasingly important role in the functioning of Town Centres and enabling the creation of a 'sense of place' and general vitality are crucial to achieving long term success and value growth.
- Residential values are relatively low in central Walsall and repositioning areas to increase values will be challenging.
- Delivering residential alongside commercial uses as part of mixed use developments is very challenging due to factors such as:
 - The attractiveness of the retail space to operators is often limited unless it has significant critical mass to create its own demand or is in prime locations.
 - Developers and funders struggle to mix uses due to their business models and specialisms this is a UK wide issue and makes delivery difficult outside high value areas of the south east.
 - Mixing tenures vertically reduces operator flexibility (within the commercial parts) and can lead to issues in terms of shared services and noise.
- New residential development in the Town Centre should be considered as an acceptable use in a variety of locations but respecting the areas being promoted/protected for office, retail and industrial use. Where residential development proposals conflict with the Town Centre strategy and specific allocations (such as the PSA, Gigaport,or the leisure hub at Waterfront North), the onus should be on the applicant to justify such a policy departure (for example; a viability case, wider community benefits which offset any harm, complementary part of mixed use scheme). Generally, as implied throughout this Study, DTZ consider that new residential development in the Town Centre will have a positive effect on the delivery of 'other' uses and on the vitality of the Town Centre as a whole. The location of particular concentrations of residential use close to the Waterfront area would help build on the developments already undertaken and create a critical mass. We also consider there to be a number of infill opportunities to the north east of the core Town Centre area.
- There are significant economic advantages of residential development for other Town Centre uses.
 This relates in particular to increasing catchment area spend, a general improvement to the amenity and streetscape by having a greater residential population and through cross subsidising less viable uses.

Industrial

- The majority of the industrial space within the Town Centre (certainly outside of the Albert Jaggar and Frederick Street/Bridgman Street areas) is poorly located/ specified for modern industrial needs.
- Of the current circa 9 ha of identified industrial land within Walsall Town Centre; about 4 ha of this is situated in the Frederick Street/Bridgman Street area which is part of a larger, established industrial area stretching from the Town Centre to the south west whilst Albert Jaggar is circa 0.7 ha. This leaves circa 4.3 hectares of industrial space which (within the Employment Land Review) has the potential to be "considered for release".
- In the main, there is little evidence to suggest anything more than minor demand from new occupiers of industrial space to locate in the Town Centre. However, there is evidence of existing demand (reflected by the occupation of industrial units within the Town Centre) for occupiers to stay in their premises within the Town Centre.

- Walsall Town Centre has a base of mainly small to medium size industrial occupiers. Most of these
 are either 'legacy' occupiers who located in the Town Centre for historic reasons or owner occupiers
 who do not have the funds to move or are without a compelling business case to do so (in terms of
 both financial and operational moving costs). A number may also be relatively new/easy
 entry/informal businesses (mechanics etc.) taking up vacant sub divided space.
- Any future requirements for industrial uses in the Town Centre are likely to be from smaller scale
 occupiers, for example where their activity is used to service Town Centre operations. Major
 industrial developments are likely to continue to focus on out of town sites on major arterial roads
 where accessibility to suppliers and customers is higher and there is less conflict with neighbouring
 uses.
- The likely continued demand from existing 'legacy' occupiers in the Town Centre and small, owner
 occupiers means that whilst there is likely to continue to be a reduction in industrial space within
 Walsall Town Centre, a significant quantum of space will be required to stay in this use.
- The main variable in determining the future required supply of industrial space within the Town Centre is the 'outflow' of existing businesses seeking to relocate from the Town Centre.
- We do not consider that we have a sufficiently robust basis to estimate this outflow rate and therefore the amount of industrial space required to be retained within the Town Centre.
- The financial viability of new industrial development in the Town Centre is likely to be poor given the typically small size of units sought by operators and the market rents being achieved.
- Town Centre industrial occupiers are likely to be typically driven by access to employees, cheap space and flexible lease terms – these do not correspond with the requirements of institutional investors and developers.
- 11.3 Industrial uses are not defined as a main Town Centre use (NPPF, Annex 2); therefore, where sustainable industrial stock does exist on the periphery of the Town Centre, we consider that it would generally be advantageous to move the boundary to exclude these areas as consider later in this section. A specific example is the Town Wharf Business Park (Bridgeman Street) and the area towards Pluck, which trades well and is on the south western edge of the Town Centre.

Site Analysis

- The financial viability of the majority of the sites assessed (as of today) is negative or marginal at best. This is not surprising given the current market position and the demonstrable difficulty that developer have had in bringing the sites forward.
- 11.5 For clarity, it must be stressed that DTZ's analysis in this Study is not a valuation exercise in terms of establishing the market value of the site.
- The premise of our work is that we are seeking to analyse the development potential of 24 major sites across the Town Centre for the purposes of guiding future planning policy and advising WMBC on policy levers and wider actions which it can promote in order to encourage longer term regeneration rather than advising on current values. A key tenet of this analysis is a consistent approach to the sites and finding an appropriate balance between the level of detail/evidence, versus the medium-long term potential of the sites and the Town Centre. Our analysis is based on a scheme being developed today of a significant scale, without public sector funding, fully meeting planning and meeting private sector profit margin expectations; whilst we have not included explicit value growth, we have sought to take a view on the

potential for certain sites to see a 'step change' in value (but within the range of achievable values in Walsall today) based on regeneration and a change in the perception of occupiers/investors/residents.

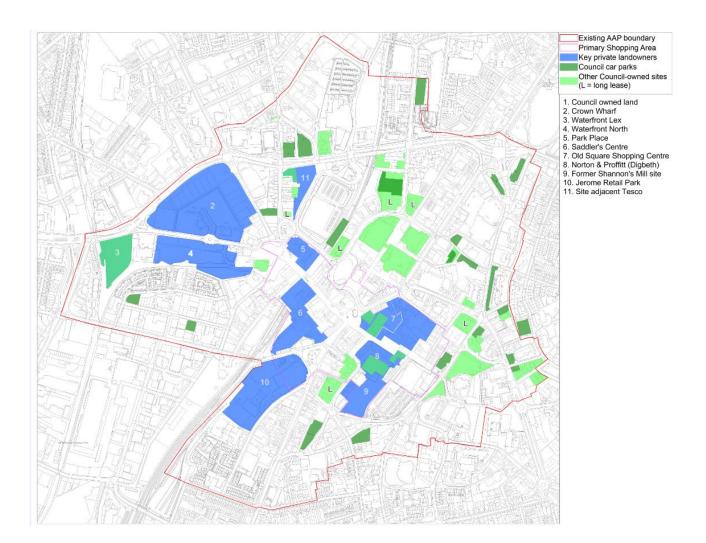
- 11.7 Whilst the analysis does produce a number of sites with a negative residual land 'value', this does not mean that the sites have a negative value any purchaser/owner of the sites is not committing to building a scheme at this point (it will only build when it considers it to be viable to do so). The purchaser is taking a view that some scheme will be deliverable in the future and be able to release land value. On the majority of schemes, their deliverability is compromised but not unachievable and is likely to require:
 - An overall more 'buoyant' set of key variables;
 - Value growth over time;
 - A reduction in the significant contingency assumptions we have made for factors such as addressing site contamination issues, which will benefit from more detailed site investigations;
 - Reviewing the phasing of the scheme and delivering it in a more piece meal fashion;
 - A clear understanding of how car parking will be provided;
 - Public sector funding, particularly in relation to housing grant;
 - A potentially flexible approach from WMBC in terms of the application of planning policies in order to achieve viability; this could mean more flexibility on S106 issues and enabling development on strategic sites, not wholesale divergence over the type of land use.

Potential Delivery Mechanisms

11.8 Where possible, the objective is obviously for development to be led and delivered by the private sector. However, this Study has outlined the many instances and issues in relation to bringing forward development in Walsall Town Centre. Below we consider the main ways in which WMBC could encourage development and help meet its wider objectives. As noted in Section 10, a recent example of WMBC intervention is at the former Noirit site which illustrates the proactive role that WMBC can take to assist schemes.

Utilising WMBC's Land Ownership Effectively and Position as Occupier

Figure 11.1 – Town Centre Sites and Ownerships



11.9 WMBC have limited land ownership within the Primary Shopping Area but has control of a number of significant sites around the civic core of the Town Centre, Gigaport and to the east. We also note that WMBC are shortly to take control of major sites within the waterfront area of Walsall which may allow it to promote development in this area.

11.10 In terms of the key occupations sectors which we consider to require site specific WMBC interventions, we consider that WMBC can use its land assets most productively in the following manner:

Retail:

- Use the ownership at Old Square to continue to work with developer(s) to promote retail development at this end of the Town Centre to help anchor the east end of Park Street and create a strong retail circuit.
- The success of the purchase of part of Old Square from the developer has helped trigger private sector interest and given confidence to occupiers it is hoped that the remainder of the site can be brought forward by the private sector but WMBC should monitor this and consider utilising their stake within the centre to assist development if required.
- Ensure that the movement of the market minimises the obstruction of main retail frontages.

Offices:

 Utilise and expand (through site purchases) WMBC's existing ownerships at Green Lane and the Challenge Block to promote office development within the Gigaport area.

Leisure;

- We understand that WMBC will shortly control the Waterfront Lex site. This sits adjacent to the Waterfront North site which is being brought forward for leisure use. As we have stated in Section 2 of this Study, we consider that it is likely that only one of the two cinema-led schemes with planning permission in Walsall Town Centre will be delivered and the occupier and funding markets will determine which it is. If both schemes stall then WMBC could use its position as strategic landowner in the waterfront area to help promote and encourage development; the successful development of the Waterfront North site has the potential to have significant spill over effects for other sites.
- 11.11 Whilst we have not specifically highlighted sites where WMBC can use it's wider land assembly and CPO powers to enable delivery, we consider this to be a valid and potentially sensible approach if sites/ areas can be demonstrated to deliver economic, property, environmental and social returns through comprehensive development. WMBC has undertaken such actions previously at the Noirit site and the Business & Sports Hub.

Whilst we have highlighted the importance of a growing residential provision in the Town Centre, we consider that this is less site specific in its need compared to retail, leisure and office development. Given the importance of residential development in generating footfall and demand within the Town Centre, we consider that its delivery should be encouraged throughout the Town Centre, excluding the Primary Shopping Area, Gigaport, and existing industrial sites in active and viable use. It should also be encouraged as part of mixed use developments where suitable, including within the excluded areas noted above.

11.12 In terms of areas which WMBC occupy, we consider that there is a potential opportunity to more efficiently utilise the civic core of the Town Centre (subject to WMBC's space requirements) in relation to the upcoming proposed relocation of the police away from Green Lane. This could have the dual benefit of making operational savings and also freeing up the Green Lane site for re-development. From an occupier perspective, WMBC are the key office occupier in Walsall Town Centre in terms of providing an anchor for other office occupiers and creating demand for local service providers. It is not the purpose of this Study to analyse WMBC's occupational requirements but anecdotally, it has a significant amount of space on Darwall Street. With the proposed closure of the Green Lane Police Station there could be some potential

for public sector co-location to both save on operational costs and to promote development (and/ or better use of existing facilities).

11.13 A part of using WMBC's land assets effectively is through accepting 'less than best consideration' for land assets if by doing so, this is providing significant wider benefits and promoting regeneration. This may allow for difficult sites to come forward. A key example of recent WMBC use of land assets (through the purchase of a site) is the Primark/Co-op scheme. Through taking an innovative approach to de-risk the development of the site at a time of limited private sector funding availability, we understand that WMBC has not only promoted regeneration in this part of the Town Centre but also achieved a satisfactory financial outcome. We have identified (in relation to the three Strategic Priority Sites) the potential for WMBC intervention, direct development and site purchase and, depending on the specific supply and demand dynamics for these sites, consider that WMBC could utilise these to make sites more deliverable and achieve its' wider strategic vision for the Town Centre.

Public Sector Funding

- The current financial position of the public sector needs to be recognised. It will be difficult to source public sector funding for schemes unless significant economic and/or community benefits (i.e. new jobs, community facilities, a financial return for the public sector's investment etc) can be demonstrated. Primarily, developments will need to be delivered by the private sector, supplemented with partnerships with the public sector on the provision of public sector facilities which are not commercially viable and/or where the relevant public sector body cannot pay the market price for the facility.
- However, there are a number of funding mechanisms which are available to the public sector in order to aid development and make it more attractive if key goals of the public sector can be demonstrated to be achieved. The potential funding mechanisms outlined in Table 11.1 should be considered for their potential to assist in delivering an improved quality of environment in Walsall Town Centre.

Table 11.1 – Public Sector Funding Sources

Type of Funding	Sources
Capital reserves	WMBC
Grant	Central Government/HCA/LEP/DfT
	Lottery pots
Business rates	Business Improvement District (BID)
	Local Authority Business Growth Incentive
	Business Rate Supplement
Borrowing	Prudential Borrowing
	Public Works Loan Board
	Bonds
	• TIF
Planning gain	• S106

	• CIL
Asset Values	Land in public sector ownership

11.16 There are a number of funding streams to assist delivery and viability specifically on residential development sites, as these are considered below. Often, these funding streams require a reasonably significant minimum number of units which might not make them applicable to a number of sites in Walsall. However, some of the more significant major sites may be able to benefit from this financial assistance to help provide cheaper finance than would otherwise be achievable (the funding streams below are not grants).

As well as external public sector funding, there is obviously the opportunity for WMBC to utilise its own funding streams to intervene to help enable sites and promote deliverability. This would work in much the same way as other public sector funding streams and help to reduce risk by undertaking site investigations, remediation, demolition/clearance, etc.,

Private Rental Sector

- 11.17 This is a sector which the government has been seeking to promote for a number of years and there are various funding streams available to assist in achieving viability. In February 2012 Communities and Local Government (CLG) published a review of the barriers to institutional investment in private rented homes. The findings of the Montague report were published in August 2012 and have, in part led to:
 - The Build to Rent Fund provides equity or loan finance to support the development finance stage
 of building new homes for private rent (including land, construction and management costs).
 - The Private Rented Sector Guarantees Scheme provides housing guarantees to support the building of new homes for the PRS. They will give housing providers a government guarantee on debt they raise to invest in new privately rented homes whether via purchasing additional new homes for private rent or building. This will help to reduce their borrowing costs and therefore increase the number of new homes they can afford to provide.

The Growing Places Fund

11.18 This is funding to support infrastructure that unblocks housing and economic growth. The Growing Places Fund can be used to establish revolving funds to take forward a range of projects that can help facilitate economic growth, jobs and house building in the local area, providing returns which can be re-invested locally. Examples include infrastructure delivery (such as utilities, new roads, and broadband); site acquisition and preparation; residential and commercial building construction and; public realm. Through this, Local Enterprise Partnerships will be able to offer secure funding to developers in their area, making it quicker for projects to get off the ground but also securing a return on that investment for the local area. The government has set aside £1 billion over the next 5 years for further rounds of the programme. So far 56 bids have been received which demonstrate the strong interest from developers.

Local Infrastructure Fund (LIF)

- 11.19 Recoverable funding of £474m to pay for the major upfront costs of infrastructure and other site preparation works needed to unlock housing schemes (250-1,499 homes), that will support economic growth, jobs and homes. Funding is available for 2015/16 only so it may be a little early for many of the sites reviewed in Walsall however, future funding options along these lines are relatively likely to continue in some form in the future given wider issues in terms of UK housing delivery. Bids typically require:
 - Appropriate security for the investment should be in place.
 - All investments will have to be state aid compliant.
 - Repayment profiles will be agreed on a case by case basis.
 - Projects must involve capital expenditure in infrastructure and/or other site preparation works that will support economic growth.
 - Minimum investment is £500,000. There is no upper limit subject to fulfilling the bid criteria and value for money.
 - Bidders must confirm that the project is fundamentally viable they can support the repayment of the Fund and have the consent of any existing lenders to access additional finance from this Fund.
 - Total public funding (including funding from other public sources) for the wider project that the infrastructure is serving must be below 50% of total project costs across the life of the wider project.
 - Bidding parties must be of robust financial standing.
- 11.20 Funding can take the form of loans on commercial terms or equity investment from the HCA of up to 50% of a bidder's equity investment.

Town Centre Management

- 11.21 Responsibility for Town Centres has traditionally been divided between the public and private sectors the private sector concentrating on individual properties and business interests, while local authorities look after the public realm. This relationship is now changing and planning policy guidance recommends that local authorities, in partnership with the private sector and the local community, should develop Town Centre management strategies to co-ordinate improvements. The guidance recognises that the effective management and promotion of individual Town Centres can help to enhance their vitality and viability, with both sectors and the local community working together and pooling resources to achieve sustainable development and tackle the physical, economic and social exclusion problems.
- Effective Town Centre Management can be a key tool in helping to secure the future economic success of a Town Centre. WMBC is working with the Town Centre Management partnership and Town Centre businesses to integrate physical development objectives into this agenda and to manage the impact of the numerous physical regeneration projects that are on site, whilst maintaining the day to day operation of the Town Centre. Whilst WMBC cannot control the speed at which private sector investment comes forward, such actions will assist in securing partner buy-in and support for physical regeneration projects as well as demonstrating the proactive role that WMBC can take as planning authority, funder and with landowners to promote development for the benefit of the Town Centre as a whole. Town Centre management mechanisms can, for example, be effective mechanisms for encouraging pooled

contributions from the public sector and a wider group of businesses and landlords to fund initiatives such as environmental improvements in the Town Centre.

- Establishing a Business Improvement District (BID) mechanism to lead Town Centre management is one potential option. Town Centre management mechanisms do not typically have a lead involvement in development projects but in certain circumstances, Councils can work directly with its BID in order to ensure that the development strategy for specific key sites is taken forward in coordination with BID initiatives and that the two are mutually reinforcing. The spatial extent, remit and role of any BID in the town centre cannot be prescribed at this stage as it needs to be set and agreed by the private sector if a "yes" vote for a BID is to stand any chance of success. However, we consider that an area covering the Primary Shopping Area and the Waterfront would have merit to enable consistent maintenance and promotion across the core of the Town Centre.
- 11.24 Whilst we are aware the WMBC takes this matter seriously and manages the impact of numerous physical regeneration projects which are on site, there is a limit to how much can incentivise private sector investment to come forward.

Use of Planning Policy

- 11.25 WMBC can use planning policy to guide, ease and quicken new Town Centre development. Currently, WMBC's development plan together with the National Planning Policy Framework (NPPF) which is underpinned by the presumption in favour of sustainable development is the basis for decision making on development proposals.
- 11.26 The AAP planning policy recommendations put forward at the end of this section can be used to positively plan for new Town Centre development and improvements, thereby improving the health and performance of Walsall Town Centre.

Temporary Planning Permissions

- 11.27 WMBC should continue to utilise temporary (i.e. 5-year) planning permissions as a mechanism to manage areas and secure interim viable uses whilst more strategic development is to be promoted and delivered over the longer term. Such permissions are already being used in the Gigaport area and this approach has recently been upheld at Appeal (decision ref. APP/V4630/W/15/3009493).
- However, the use of temporary planning permissions should not delay or inhibit longer term investment decisions

Delivery Strategy for the 24 Development Opportunities

In this Study we have identified a positive and achievable strategy for the regeneration of Walsall Town Centre over the plan period. The overall strategy focuses on the following sectors and spatial principles:

- **Retail** should be focused within the Primary Shopping Area (PSA) including key priority sites and existing commitments.
- Offices should be focused within the Gigaport area.
- **Leisure** should be centred on a cinema-anchored leisure 'hub' with complementary A3 uses (such as at Waterfront North) plus high quality A3 uses throughout the Town Centre.
- **Community/ Cultural** uses should include a consolidated Heritage Centre and a refurbished Gala Baths.
- **Residential** should be promoted throughout the Town Centre including complementary to mixed use schemes insofar as not to the detriment of strategy for retail (PSA) and offices (Gigaport).
- Building on the analysis of the 24 development opportunities earlier in this Study and relating this to the implementation of WMBC's broader strategy for the Town Centre and potential interventions, we have classified the development opportunities (as identified on the Proposed AAP Designations Plan at Appendix 8) as follows:
 - Strategic Priority Sites these are sites of strategic significance due to a combination of size, location and/or proposed use (leisure, office, retail) which makes them fundamental to the delivery of the broader Town Centre strategy both in themselves and in relation to the catalytic effect that delivery of these sites will have on encouraging development elsewhere in the Town Centre. These sites should be the priorities for WMBC allocation of funding and resourcing and are capable of being delivered in the short/medium term (i.e. over the next 5 years).
 - Major Development Sites these are important opportunity sites that will play a key role in the delivery of the Town Centre strategy but are less axiomatic than the Strategic Priority Sites and should therefore be lower priorities for short term WMBC resourcing and funding. They are typically medium-long term opportunities where delivery will benefit from progress being made on the implementation of schemes for the Strategic Priority Sites.
 - Secondary Development Sites these are sites where development will support the delivery of the Town Centre strategy but are mainly residential-led and/or medium-long term opportunities. WMBC should support the development of these sites and set the appropriate planning framework to enable appropriate development but in terms of resourcing and funding these sites are lower priorities for public sector assistance than the Strategic Priority Sites and the Major Development Sites.
 - Development Management Sites these are sites which are not identified as development opportunities but will require effective management in the form of planning policy.
- A schedule of the development opportunities categorised by type, likely phasing and appropriate land use(s) is set out in Table 11.2 below. Excluded from this schedule are 4 sites which are shorter term delivery priorities, where WMBC has intervened or is intervening, and/or where their delivery strategy is already underway. These sites are:
 - Challenge Block WMBC have an ownership interest and have committed resources to undertake a Site Investigation (SI) and clear their part of the site in order to facilitate its

- delivery. We consider this site to be appropriate primarily for the following uses: Super Car Park, Offices (including civic office and 3rd sector uses); alternatively, Residential.
- Norton & Proffitt This site benefits from planning permission for 11 new retail units comprising 5,890 sq m gross of A1 floorspace and 2,366 sq m gross of mixed A floorspace; the development is expected to commence on site later in 2015.
- Waterfront Lex WMBC have an ownership interest and will remediate the site using grant funding. We consider this site to be appropriate primarily for the following uses: Residential, Offices (small scale), Ancillary A3 Leisure or Convenience Retail (small scale).
- Cordwell Site WMBC expect a (revised) planning application to be submitted later in 2015. We consider this site to be appropriate primarily for the following uses: Residential, Offices; alternatively, Convenience Retail.

Table 11.2 – Walsall Town Centre Priority Site Classification, Phasing and Land Use(s)

Site	Phasing	Appropriate Land Use(s)
Strategic Priority Sites		
Waterfront North	Short term	 Cinema A3 Leisure Alternatively: Residential; Community/ public sector uses i.e. consolidated Heritage Centre (if not delivered at Leather Museum)
Green Lane Police Station	Medium term	OfficesResidential
Old Square Phases 2 and 3	Short term (Phase 2) Medium term (Phase 3)	 Retail (principally Comparison Retail) A3 Leisure (small scale) Residential (upper floors)
Major Development Sites		
Day Street Parking Site	Medium term	 Residential (potentially in the form of Live/Work accommodation) Offices including civic office and related community uses Alternatively: Super Car Park (if not delivered at Challenge Block)
Intown	Long term	 Super Car Park Alternatively: Residential; Hotel; Light Industrial (if Super Car Park not delivered)
Park Street including Park Place and Saddlers Centre	Long term	Principally A1 Retail Non-A1 Retail
William House/Stafford Works/Station Street	Medium term	 Residential Banqueting Facility Hotel Potentially alongside existing Light Industrial
Former Shannon's Mill	Short term	ResidentialRoadside Services

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		 Potential alternative use: Convenience Retail (if not delivered at Jerome Retail Park and/or potentially Cordwell Site)
Jabez Cliff	Short term	Residential Ancillary A3 Leisure
Secondary Development Sites		
Holiday Hypermarket	Long term	Potential alternative to existing use: Residential
Jerome Retail Park	Medium term	 Convenience Retail Transport Interchange Alternatively or complementary to mixed use scheme: Residential
Bridge Street/Ablewell Street	Long term	ResidentialPotentially alongside existing Light Industrial
Dudley Street Area	Medium term	 Residential Potentially alongside existing Light Industrial; Roadside Services; Offices; Tertiary Retail
Midland Road	Medium term	 Residential Potentially alongside existing Light Industrial; Roadside Services; Offices
Bradford Street Area	Long term	 Residential Potentially alongside existing Light Industrial; Roadside Services; Offices; Tertiary Retail
Ward Street	Long term	ResidentialHotelSurface Car Parking
North Street/Portland Street	Long term	 Offices Education Residential Potentially alongside existing A3 Leisure/ Roadside Services
Davidanment		
Development Management Sites		
Crown Wharf	Long term	 No Additional Retail including variation of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace
Gala Baths	Long term	Public Sector Leisure i.e. refurbished Gala Baths

- In terms of acquisitions, we consider that WMBC should give consideration to this where, through its wider powers (infrastructure provision and funding, strategic planning, etc.) WMBC can help unlock the development of sites and add value which private sector owners will not be able to realise. WMBC should also consider acquisitions on sites where development can be considered to have a catalyst effect on wider development in the Town Centre and WMBC are willing and able to take a long term view on achieving best consideration (when developing the sites and partnering with investors/ developers). This primarily relates to 'pump-priming' development by undertaking early stage work and impetus. We have highlighted opportunities for acquisition to facilitate development in the site analysis below.
- 11.33 Having identified three Strategic Priority Sites for WMBC intervention, we set out below our recommendations for action on these sites in order to implement delivery.

Old Square Phases 2 and 3

- Phase 1 of the wider Old Square scheme was approved in 2011 and is currently being implemented, with the Co-Op and Primark units being built out. Old Square Phase 2 (as defined in the relevant site assessment at section 9) is currently the subject of a planning application for the refurbishment and reconfiguration of several units fronting Digbeth and the High Street, including almost 1,000 sq m of additional retail floorspace. Old Square Phase 3 is not yet the subject of a planning application.
- Our report highlights the relatively limited scope for major new retail provision within Walsall Town Centre in terms of both expenditure-based forecast capacity and current retailer demand. In order to ensure the vitality and viability of the Town Centre and improve its retail offer, we have identified the need to secure and focus major new retail provision in the Old Square area of the Town Centre; and Old Square Phases 2 and 3, together with the Phase 1 and Norton & Proffitt developments, are considered the key to delivering this vision at the southern end of the Primary Shopping Area. WMBC have actively enabled the development of Phase 1 and has an established relationship with the owner of the wider site (Threadneedle). The aspirations of WMBC and the developer for the site are broadly aligned in terms of improving the retail offer and creating the type of units sought by occupiers.
- 11.36 Key areas where WMBC should consider assisting and supporting the delivery of Old Square Phases 2 and 3 include:

Short term actions (1-2 years)

- Adopt and implement a planning strategy for the Town Centre in line with the recommendations in this Study, specifically concentrating retail within the Primary Shopping Area and opposing inappropriate retail expansion outside it; and
- Ongoing promotion of Walsall to key occupiers, both existing and sought after. In particular, this
 relates to Debenhams who (alongside the new Primark) provide a strong anchor for this side of
 the Town Centre.

Medium term actions (2-5 years)

 Building on the public realm improvements proposed as part of the Walsall Market planning application, support the delivery of public realm improvements in and around the High Street and Digbeth areas – and indeed the wider Town Centre.

- Ensuring that the Market is complementary and to the scheme; this is in terms of:
 - The visibility of shop fronts at Old Square;
 - An environment and quality of materials/structures that works with the offer at Old Square; and
 - Clear market business plan which identifies the type of occupiers and how they will relate to Old Square.

Long term actions (5 years +)

• Work with the developer and occupiers to establish an appropriate management regime for the public realm to ensure quality is maintained.

Waterfront North

- 11.37 Kier's new cinema-led scheme to be anchored by The Light Cinema with A3 tenants understood to include Chiquitos, Bella Italia, Pizza Express and Hungry Horse is currently under construction at Waterfront North and is scheduled to open in early 2016. It is understood that the occupiers listed above are signed up and contracted to the scheme, with one restaurant unit remaining to be let. There is an extant planning permission for another cinema-led (Vue Cinema) scheme at the Cordwell site; however, it is understood that this scheme will not be delivered while we also consider there to be scope for only one major cinema-led leisure scheme in the Town Centre.
- To achieve the broader regeneration of Waterfront North in a way that will complement the commercial leisure scheme, we consider that the support of the public sector is likely to be required to ensure significant delivery of alternative uses (most likely residential) in the short/medium term. This support should be in the following forms:

Short term actions (1-2 years)

- Adopt and implement a planning strategy for the town centre in line with the recommendations in this Study;
- Assess the potential for community uses to be located on the site, produce business cases and secure funding; and
- Identify and secure funding to support affordable housing delivery, which could include funding for infrastructure support tied up with the provision of institutional private rental tenures and spending used in order to 'de-risk' the site prior to agreeing terms with a development partner.

Medium term actions (3-5 years)

- Implement delivery of community uses for which funding has been successfully secured;
- Implementation of residential schemes by development partner; and
- Ensuring connectivity and strong public realm links to the wider waterfront area in order to encourage further residential development.

Green Lane Police Station

- 11.39 We understand that the Police Authority is likely to be exiting the building and relocating elsewhere. Indeed, the Walsall Neighbourhood Policing team will be relocating to the Civic Centre, ultimately freeing the Green Lane site for disposal in early 2016. The site sits at the Gateway to the Gigaport area and has good visibility from major arterial roads. Gigaport is the focus for new office space provision within Walsall and as such, this site provides the opportunity to deliver a reasonably sized office headquarters building alongside a wider mix of uses to enable the site and achieve a viable scheme.
- In order to achieve viability on the site to deliver the offices (which are loss making in isolation) residential units are required to be incorporated although these will need to be carefully designed and configured in order that they minimise the impact of the road noise. The delivery strategy will therefore need to carefully test the market for the uses which are aimed at cross subsidising the office element (which may include uses in addition to residential).;

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- There may be benefits from a joined up public sector approach to the site, including continued public sector ownership. WMBC has significant ownerships of major sites nearby (Day Street Car Park) which could allow the public sector to follow a coherent overarching strategy for this part of the Town Centre. The wider strategy for this area of the Town Centre (as set out in this Study) involves provision of a new car park on the Challenge Block which would likely assist in servicing Day Street and Green Lane (not withstanding that we would expect them to have car parking integral to the office scheme).
- 11.42 The site's location and frontage mean that access to it from the main road network may be complicated and require significant works which delay/restrict development. WMBC could examine the potential site access options in order to determine if any external funding is required to make this deliverable and to address the potential impacts of a development on the wider road network.
- 11.43 The ability to succeed in delivering new office space at Gigaport (on wider sites than just this one) will also require wider facility improvements including:
 - Good quality parking;
 - A high quality environment/ public realm;
 - A strong retail/leisure/amenity offer in the Town Centre to create a sense of place and attract inward investment; and
 - Good linkages to public transport hubs and the emerging 'super car parks'.
- 11.44 To deliver an appropriate scheme in line with aspirations for Gigaport, WMBC should consider the following interventions:

Short term actions (1-2 years)

- Develop a design for a potential development scheme alongside detailed financial modelling and testing of access issues, covering the Green lane site and other WMBC-owned sites in the area;
- Explore opportunities for public sector to acquire the Police Station site through negotiations with the Police Authority; and

• Identify public sector financial support for bringing forward residential development. This could include affordable housing funding, infrastructure support tied up with the provision of institutional private rental tenures and spending used in order to 'de-risk' the site prior to agreeing terms with a development partner (in partnership with the landowner if that is not WMBC).

Medium term actions (3-5 years)

- Procurement of development partner to deliver scheme;
- Achieve planning consent; and Scheme implementation.
- 11.45 It should also be noted that WMBC and other authorities within the West Midlands have shown how local partnerships can work to deliver regeneration, including office development (http://localpartnerships.org.uk/our-work/growth/using-your-assets). Pro-active steps by WMBC will be required to deliver offices on a major scale within the Town Centre.

Policy & Strategy Recommendations

- 11.46 We set out below our Town Centre strategy and policy recommendations on a sector-by-sector basis.

 These recommendations take into account our findings and conclusions from Parts 1 and 2 of this Study.
- 11.47 We also outline below our advice in terms of the proposed Town Centre and Primary Shopping Area boundaries.

Retail & Leisure

- 1. To reflect the ongoing restructuring in the retail sector, limited retailer demand and the modest forecast expenditure-based capacity to support new retail floorspace in Walsall over the plan period, there is a need to contract and consolidate the Town Centre's Primary Shopping Area as considered below; necessarily providing a clear focus for new, and improvements to existing, retail provision (and thereby restricting such provision in edge/out-of-centre locations) in order to ensure Town Centre vitality and viability. This is considered further below.
- 2. Based on our capacity forecasts for new comparison goods floorspace in Walsall Town Centre over the plan period, and to support the regeneration strategy advocated for Walsall 'Strategic Centre' in the BCCS, the AAP should:
 - Identify the Old Square (Phases 2 and 3) site as the top priority for new strategic retail development within the PSA. This site is suitable for and capable of accommodating the potential order of magnitude of new comparison goods floorspace forecast for the later part of the plan period; around 6,000 sq m gross (5,250 sq m net sales) between 2021 and 2026¹¹¹.

¹¹¹ Due to existing commitments, there is no forecast capacity up to 2021.

- This quantum of floospace is additional to existing commitments; and is based on the assumption that forecast growth at nearby out-of-centre locations including but not limited to Gallagher Retail Park, which is located in Sandwell Borough and has significant implications for shopping patterns in Walsall, is directed to Walsall Town Centre in accordance with the sequential approach and the BCCS strategy for Strategic Centre regeneration and growth. To that end and recognising the Black Country Authorities wider, joined up approach to strategic plan-making, we consider the transfer of forecast growth from Gallagher Retail Park to Walsall 'Strategic Centre' to be entirely appropriate and supportable. This, we consider, is necessary in order to reverse the decline of the Town Centre's health and retail offer; and increase the Town Centre's market share of retail expenditure and therefore its ability to compete with other shopping destinations, including those in edge/out-of-centre locations.
- 3. In the shorter term, the AAP should support the delivery of existing commitments including the comparison goods floorspace expected to come forward at the Norton & Proffitt scheme (our retail capacity forecasts are additional to this and other existing commitments).
- 4. Based on our capacity forecasts for new convenience goods floorspace in Walsall Town Centre over the plan period, the AAP should provide for:
 - Around 1,500 sq m gross (1,200 sq m net sales) of new convenience goods floorspace between 2021 and 2026. This quantum of floospace is additional to existing commitments; and is based on the assumption that forecast growth at nearby out-ofcentre locations is directed to Walsall Town Centre – in accordance with the sequential approach and the BCCS hierarchical network of centres.
 - Forecast capacity for new convenience goods floorspace is sufficient to support new convenience retail provision (i.e. discount foodstore) at Jerome Retail Park, which is identified in Section 9 as the most suitable edge-of-centre site to accommodate such provision as part of a comprehensive redevelopment scheme, providing prominent frontage and surface level car parking. The next most suitable edge-of-centre sites for new convenience retail provision, assuming Jerome Retail Park does not come forward for such, is the Cordwell site and/or Shannon's Mill depending on scheme design and relative integration with the town centre(as considered in Section 9).
 - While we forecast capacity for around 250 sq m gross (200 sq m net sales) of new convenience goods floorspace between 2016 and 2021¹¹², we do not consider it necessary for the AAP to identify a site (or sites) to accommodate such a limited quantum of floorspace which, in reality, is likely to be 'soaked up' by existing provision and/or met through change of use for small scale C-store formats, for example.
- 5. In response to changing store formats and modern retailer requirements (i.e. large, flexible units typically measuring a minimum of 500 square metres), the AAP should support, in principle, proposals for the reconfiguration and/or amalgamation of existing retail space throughout the Primary Shopping Area, including the Old Square regeneration area. AAP policy should express that, the PSA will be the the priority focus for new retail development and improvement, and the Council will support the provision of larger (new or amalgamated) units in principle.
- 6. As well as positively planning for new, and improvements to existing, retail provision within Walsall Town Centre, WMBC should seek to control new retail development (including extensions

¹¹² Again, additional to existing commitments and assuming the transfer of forecast growth from nearby out-of-centre locations to Walsall Town Centre.

and changes of use) in edge/out-of-centre locations – in accordance with the sequential approach and where such proposals would have an adverse impact on the vitality and viability of the Town Centre and planned investment therein. To that end, the AAP should include a policy reinforcing these sequential and impact tests; and set a local threshold for impact assessments. The need for strong development management also applies to proposals for the variation (i.e. relaxation) of conditions controlling, for example, the sale of particular retail goods or the amount of permitted retail floorspace at edge/out-of-centre locations. As discussed in Section 2, key to securing long term investment and protecting the health and attractiveness of the Town Centre's PSA is controlling the decentralisation of retailers to edge/out-of-centre locations, including Crown Wharf Shopping Park.

- 7. There is a need to deliver complementary non-retail uses and attractions in Walsall Town Centre
 in accordance with the sequential approach as appropriate to help generate activity and
 investment and support the retail offer, including:
 - a. a cinema-anchored leisure hub with family-orientated A3 provision. Whilst a cinema-led scheme on any Town Centre site should be supported, such a scheme (to be anchored by The Light Cinema) is currently under construction at Waterfront North site. AAP policy should express that, A3 uses will be supported as part of the cinema-led scheme at Waterfront North to help create a leisure hub in this part of the Town Centre.
 - b. high quality A3 uses; particularly in and around the new leisure hub but also 'organically' throughout the Town Centre where possible;
 - c. office uses (primarily focused in the Gigaport area);
 - d. residential uses (potential sites for which are considered in Section 9 of this Study);
 - e. community/ cultural facilities, such as a consolidated Heritage Centre, subject to public sector funding availability.
- 8. Whilst this Study does not propose specific sites for drive thru restaurants, proposals for drive thru restaurants in Walsall Town Centre should be supported where these are considered acceptable as part of comprehensive development where such a facility would function as part of and not undermine the town centre, and are considered acceptable in highways, design and amenity terms, and providing these do not conflict with the appropriate land use(s) identified for each of the 24 development opportunity sites in this Study. Further, edge/out-of-centre proposals for drive thru restaurants should be subject to the sequential approach. This should include the requirement for proposals to demonstrate flexibility on issues such as format and scale in accordance with the NPPF.
- 9. A programme of public realm improvements should be implemented, with a priority focus on the High Street and Digbeth¹¹³ and then Park Street; so as to provide the environmental conditions necessary to encourage private sector investment in new Town Centre uses (including office, residential, retail and leisure). To help deliver such improvements, WMBC should consider the use of a BID, in particular, to create stronger links to the waterfront area.
- 10. In terms of change of use policies in order to sustain occupied mixed use frontages and create opportunities for independent businesses there is a need to afford flexibility within the AAP for changes of use within Use Classes A1 to A5 and to other, non-retail uses (such as performance space and artists' studios, for example) throughout Walsall Town Centre in order to improve the mix and increase the number of occupied units, thereby helping to address the issue of vacancy

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¹¹³ Further to the works proposed as part of the planning application for the relocation of Walsall Market.

rates. However, we consider that changes of use to A4/A5, betting shops and payday loan shops requiring planning permission should only be supported within the Primary Shopping Area where they would not lead to an unacceptable concentration of such uses and not have an adverse impact on the area's retail function and amenity. AAP policy should express that, applicants will be required to demonstrate, based on quantitative and qualitative evidence, that change of use proposals of this nature would not detract from the PSA's shopping function to an unacceptable extent by creating 'dead' frontage and/or deterring shoppers (i.e. similar to the wording of UDP Policy S4(d)ii).

- 11. Continue to promote (through WMBC land ownerships and potential public sector funding) retail development at the southern end of the Town Centre's PSA. This relates particularly to Old Square and also to the Norton & Proffitt scheme which is an existing commitment.
- 12. The market forms a key part of the retail offer in Walsall Town Centre and WMBC should use their wider role to help promote the market's future and ensure that it is complementary and supportive to the surrounding (existing and proposed) retail provision.

Offices

- The delivery of the quantum of office space envisaged in the BCCS is overly ambitious in today's
 market as well as taking into account historic performance of the Walsall office market and likely
 future trends. WMBC should therefore not seek to promote this quantum of office space through
 the AAP.
- 2. WMBC should retain an aspirational target for future office supply of circa 3,700 sq m per annum, equating to 45,000 from the beginning of 2015 until the end of 2026.
- 3. The AAP should refer to and support the public sector-led initiatives that will be required to create the conditions for this aspirational target to be delivered.
- 4. The priority location for office development in Walsall Town Centre should be Gigaport. Outside of this area, proposals for new office development should be treated on their merits. Where the proposed scheme is above a 500 sq m threshold, the onus should be on the applicant to demonstrate a case for why the scheme cannot locate in Gigaport. Proposals for office development outside of Gigaport should only be supported where it can be demonstrated that they will not prejudice/undermine the delivery and regeneration of Gigaport (in terms of delivering a similar specification of office provision aimed at the same type of tenants) and will not adversely impact on the Town Centre strategy/ highways/ amenity. WMBC should utilise its land ownerships within Gigaport (including at Green Lane and the Challenge Block) to promote office development within the Gigaport area. DTZ consider that the purchase of the Green Lane site by WMBC could have benefits in allowing a joined up approach with the development of Day Street car park and a new super car park on the Challenge Block.
- WMBC should consider various public sector funding support mechanisms to help deliver environmental improvements to help make the Town Centre a more attractive location for office occupiers.
- 6. There may be a potential opportunity to more efficiently utilise the civic core of the Town Centre (subject to WMBC's space requirements) in relation to the upcoming proposed relocation of the police away from Green Lane and even co-location with other public sector entities on this site. As noted earlier, the Neighbourhood Policy Team will be moving the Civic Centre in due course.

- Full relocation could have the dual benefit of making operational savings and also freeing up the Green Lane site for re-development for offices.
- 7. WMBC should pursue a wider economic strategy, addressing issues such as promoting the Town Centre for inward investment and lobbying for public sector office relocations to the Town Centre
- 8. Depending on the level of risk which WMBC are willing to take on, it could seek to help enable the delivery of major office developments through the use of its covenant (subject to a clear view of demand). This could involve WMBC in guaranteeing (to developers) that it will purchase offices at a pre agreed price in the event that developers bring forward office schemes and they are unable to secure occupiers to make the project viable. This would need careful thought and analysis given the risk it would open WMBC up to; however, if WMBC are convinced on the level of demand, solutions of this ilk could allow WMBC to address perceived 'market failure' from developers not being able to meet occupational demands.

Residential

- 1. The AAP should consider new residential development an acceptable use on suitable sites throughout Walsall Town Centre in recognition of the positive role of increasing the catchment area population on sustaining main Town Centre uses including retail and leisure.
- 2. Public sector funding mechanisms may (in part) determine where new residential development comes forward.
- 3. Residential development should not be permitted if it impacts on the delivery of office and retail uses in the locations defined for their growth. Where residential development proposals conflict with the Town Centre strategy and specific allocations (such as the PSA, Gigaport,or the leisure hub at Waterfront North), the onus should be on the applicant to justify such a policy departure (for example; a viability case, wider community benefits which offset any harm, complementary part of mixed use scheme). Generally, as implied throughout this Study, DTZ consider that new residential development in the Town Centre will have a positive effect on the delivery of 'other' uses and on the vitality of the Town Centre as a whole. The location of particular concentrations of residential use close to the Waterfront area would help build on the developments already undertaken and create a critical mass. We also consider there to be a number of infill opportunities to the north east of the core Town Centre area.
- 4. Residential uses should be encouraged as part of mixed use developments where suitable, including within the locations defined for the growth of retail and office provision as long as it does not jeopardise commercial development or conflict with existing commercial town centre uses. This may assist in cross subsidising other uses where appropriate.
- 5. WMBC should seek to assist developers who are looking to bring significant residential sites forward in securing public sector funding through the HCA in relation to LIF funding, Growing Places monies and assistance in delivering institutional private rental sector units.

Industrial

- 1. The AAP should seek to protect existing industrial uses (i.e. industrial sites in active use) within Walsall Town Centre.
- 2. The Town Wharf Business Park (Bridgeman Street) should be removed from within the Town Centre Boundary.
- 3. The release of industrial sites for residential development should be supported where it can be demonstrated that:
 - a. the site is no longer suitable and/or viable for employment uses (evidenced by site marketing);
 - b. the site could be brought forward for comprehensive residential development (not piecemeal);
 - c. residential development would have no adverse impact on highways and/or the operation of nearby employment uses.
- 4. Where proposals for residential development would require an existing occupier(s) to vacate the site, a relocation strategy should be agreed including an alternative site, preferably within Walsall Town Centre or its immediate environs. This reflects Policy DEL2 of the Black Country Core Strategy which manages the release of the surplus and poorest quality employment land which is not protected by other policies. The Plan proposes that 1,003 ha of our poorest quality employment land will be redeveloped to meet a significant proportion of our housing requirement, while still providing a sufficient stock of retained land to accommodate forecast levels of jobs. The phased release of employment land for housing must be managed carefully to avoid both unnecessary blight of employment land and harm to the amenity of new residents.

Town Centre Boundary

11.48 Our starting point in respect of reviewing and advising on the extent of the Walsall Town Centre boundary is the existing boundary defined within the adopted UDP. We also have regard for the definition of a 'Town Centre' as set out in Annex 2 of the NPPF, as follows:

'Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main Town Centre uses within or adjacent to the primary shopping area. References to Town Centres or centres apply to city centres, Town Centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main Town Centre uses, do not constitute Town Centres.'

11.49 Annex 2 of the NPPF defines 'main Town Centre uses' as follows:

'Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).'

- There are three options in terms of defining the extent of the Walsall Town Centre boundary: (i) contract it; (ii) maintain the status quo (i.e. the existing boundary defined within the adopted UDP); or (iii) extend it.
- Taking into account our findings within this Study, including the view that the BCCS office targets are over-ambitious and very unlikely to be achieved over the plan period, we consider that the existing Town Centre boundary should not be extended beyond the Gigaport (masterplan) area to accommodate new office development. We consider that our new, revised office targets for the purpose of the AAP are ambitious but potentially achievable; and largely capable of being accommodated within the Gigaport area (which, in our view, should be the priority and principal location for new office development in Walsall Town Centre). Similarly, we consider that the existing Town Centre boundary should not be extended to accommodate new retail and leisure uses.
- 11.52 We further consider that the existing Town Centre boundary should be contracted in certain areas to reflect the location and nature of existing main Town Centre uses. Certain more peripheral areas of the currently defined Town Centre comprise non-core 'main Town Centre uses' such as industrial and residential. Town Wharf Business Park, for instance, is predominately an industrial site in active use; and the area to the west of this (beyond Walsall Canal) is characterised by residential uses. In our view, it is not necessary to include such areas within a revised boundary. Our proposed alterations to the Town Centre boundary are shown on the Proposed AAP Designations Plan at Appendix 8.

Primary Shopping Area

- 11.53 As indicated in our recommendations above, there is a need to contract and consolidate the Town Centre's Primary Shopping Area (as defined in the UDP) which, in our view, would help to improve and diversify the shopping core by focusing new development and long term investment therein.
- The NPPF requires local planning authorities to define the extent of Primary Shopping Areas, based on primary and secondary frontages in designated centres. Given the issue of high vacancy rates throughout the Town Centre including the PSA (over half of current shop vacancies in Walsall Town Centre are concentrated in the existing PSA) and the other challenges faced by the Town Centre in the light of the changing retail landscape, including the enhanced role and status of complementary leisure uses, we consider that defining primary and secondary frontages could be ineffective and unnecessarily restrict change of use; and that a defined PSA for Walsall Town Centre should be the principal policy tool to direct new development and long term investment.
- 11.55 In defining a PSA, it is prudent to take into account the following principles:
 - Composition of uses;
 - Key anchors/ attractors;
 - Vacancies;

- Pedestrian footfall; and
- Pedestrian accessibility/ connectivity.
- 11.56 We consider these principles below, before recommending the extent of the PSA for Walsall Town Centre.

 Our starting point in this respect is the adopted UDP Primary Shopping Area. We have also undertaken our own Town Centre inspections and analysis.

Composition of uses

- 11.57 The main concentration of prime A1 retail uses in Walsall Town Centre's shopping core are currently focused in The Saddlers and Park Place shopping centres and along Park Street between Gallery Square (to the north) and The Bridge (to the south). Areas beyond these locations with the exception of the edge-of-centre Crown Wharf Shopping Park comprise less prime and/or independent A1 retail uses and, predominantly, a diversity of non-A1 retail uses such as hot food takeaways, estate agents and some important civic functions.
- 11.58 Regard should also be had for planned/permitted new retail developments in Walsall Town Centre and their likely role and mix of uses once implemented. To that end, the new retail provision under construction at Digbeth (i.e. Primark, Co-Op) will serve to anchor this part of Walsall Town Centre and extend the prime pitch. The planned/permitted retail provision at St Matthew's Quarter provides an opportunity to further consolidate the southern end of the Town Centre, which already includes the key retailers of Debenhams (Old Square shopping centre) and Adsa (George Street). A planning application has recently been submitted for the proposed Old Square Phase 2 scheme in this part of the Town Centre; while our recommended retail strategy for the Town Centre AAP prioritises new strategic retail development at Old Square (Phases 2 and 3).

Key anchors/ attractors

- 11.59 As discussed at Section 2 of this Study, the majority of the major (and multiple) retailers represented in Walsall Town Centre are situated along Park Street, in The Saddlers and Park Place shopping centres, and at the edge-of-centre Crown Wharf Shopping Park. These retailers play an important anchor/attractor role and help to sustain smaller retailers and service businesses, including independents. As expected, the distribution of key anchors/attractors reflects the main concentration of prime A1 retail uses in Walsall Town Centre's shopping core.
- 11.60 In addition, Tesco Extra and Asda serve to book-end the Town Centre; while Debenhams is another key anchor/ attractor situated in Old Square shopping centre.

Vacancies

11.61 As commented above, over half of current shop vacancies in Walsall Town Centre (58.7%, or 88 out of a total of 150) are concentrated in the existing PSA. Some 25 shop vacancies are focused in Old Square shopping centre, followed by Digbeth and the Victorian Arcade (17), Lower Hall Lane (10), George Street and Goodhall Street (both 5 shop vacancies). As such, a total of 62 shop vacancies (or 68 including

Bridge Street) are concentrated at the southern end of the Town Centre and these serve to detract from Town Centre vitality and viability.

- 11.62 That said, the new retail developments under construction at Digbeth (i.e. Primark, Co-Op) and planned/permitted at St Matthew's Quarter including Old Square will help to address the issue of vacancy rates in this part of Walsall Town Centre.
- 11.63 There are currently also a number of shop vacancies (10) in Park Place shopping centre at the northern end of the Town Centre, plus two prominent vacancies at the edge-of-centre Crown Wharf Shopping Park.

Pedestrian footfall

- 11.64 Based on the pedestrian footfall surveys¹¹⁴ undertaken in March 2014, the busiest areas of Walsall Town Centre (with over 70,000 daily two-way flows) include Park Street and The Bridge. These findings principally reflect the fact that such areas comprise a number of retail attractions, key service businesses, Walsall Market, and access and proximity to public transport interchanges including the bus and railway stations. The next busiest areas include Bradford Street, Digbeth and The Saddlers shopping centre.
- Beyond these areas of Walsall Town Centre, sub 20,000 daily two-way flows are recorded; with the lowest pedestrian footfall to/from Jerome Retail Park and to/from Crown Wharf Shopping Park. The former has a secondary, predominantly value retail offer and a dedicated surface level car park, and lacks connectivity with the main shopping core. The latter also benefits from a dedicated surface level car park and, as mentioned previously, functions as a destination in its own right (separate from the PSA). To that end, in Section 2 of this Study (and repeated within this section) we underline the need for WMBC to control new retail provision¹¹⁵ at and the decentralisation of retailers to Crown Wharf Shopping Park so as to ensure the vitality and viability of the Town Centre and its PSA.

Pedestrian accessibility/ connectivity

11.66 Walsall Town Centre includes a pedestrianised area which broadly extends southwards (in linear form but not exclusively) from Gallery Square along Park Street, The Bridge, Digbeth and High Street. For pedestrians, these shopping areas, together with Walsall's main indoor shopping centres, are the most accessible parts of the Town Centre. Such locations are well served by Town Centre car parks and public transport interchanges, which help to generate pedestrian footfall and activity.

¹¹⁴ Walsall Town Centre Pedestrian Surveys – Survey Summary (Arup, August 2014).

¹¹⁵ Including extensions and changes of use and proposals to 'relax' (retailing) conditions of planning permission.

- In terms of physical barriers to pedestrian movements within Walsall Town Centre's shopping core, the most notable include the Bridgeman Street between The Saddlers and Jerome Retail Park; and Wolverhampton Street/Townend Street dissecting the northern end of Park Street and Crown Wharf Shopping Park. The former is an existing, busy bus route restricting the connectivity of Jerome Retail Park with the more centrally located shopping areas. The latter is also a busy vehicular route, which acts as a deterrent to pedestrian movement in this part of Walsall Town Centre (as evidenced by the March 2014 pedestrian footfall surveys).
- 11.68 Based on the above analysis, we recommend that WMBC should maintain the existing PSA excluding the Shannon's Mill site and the units currently included at Jerome Retail Park. These changes reflect our view that the existing PSA is too big and could potentially undermine investment opportunities and the future vitality and viability of the Town Centre. The proposed consolidated PSA would help to create a more focused shopping core with greater critical mass and connectivity. In particular, the changes are supported by:
 - The results of our retail capacity forecasting, which indicate that there is modest expenditure-based comparison goods retail capacity in Walsall Town Centre (additional to existing commitments) until later in the plan period. The underlying point is that any new comparison goods retail provision in Walsall Town Centre should be directed towards and come forward at Old Square in the heart of the shopping core where together with the retail provision under construction and planned/permitted at Digbeth and St Matthew's Quarter respectively it can help to achieve a greater critical mass of retail attractions and improve Town Centre vitality and viability, thereby ensuring Walsall's Black County Strategic Centre status. We do not consider it appropriate for the Shannon's Mill site or Jerome Retail Park, or any other edge or out-of-centre location, to accommodate the identified forecast comparison goods retail capacity over the plan period.
 - Site-specific considerations further support the exclusion of the Shannon's Mill site and Jerome Retail Park from the PSA. The Shannon's Mill site 'turns its back' on the shopping core and is constrained by site levels (from a commercial retailing perspective) and, in our view, is more suitable for residential-led development as considered in Section 9. In terms of Jerome Retail Park, which in Section 9 we identify as the most suitable edge-of-centre site to accommodate convenience retail (i.e. discount foodstore), the front (northern and closest to the core Town Centre area) part of this site is earmarked for an expanded public transport interchange. We do not consider opportunities for convenience retail at the site to justify its inclusion within the PSA, particularly given that any such provision is likely to be situated to the south of the expanded public transport interchange and thus clearly separate from the main shopping core.
 - Any proposals for new retail development outside the PSA should be subject to the impact and sequential tests in accordance with the NPPF and the BCCS, and would be required to satisfy these tests and demonstrate no adverse harm to the vitality and viability of the Town Centre and future investment opportunities therein.

11.69	Our proposed alterations to the PSA boundary are shown on the Proposed AAP Designations Plan at Appendix 8.

Appendix 1 – References

WMBC have supplied us with an extensive number of documents and databases (etc) and, in the process of preparing this Study, we have focused on those that we consider most relevant and appropriate. We have had regard for (inter alia) the following information in preparing this Study:

- AAP Boundaries (2.26)
- AAP brief appendix plan (2.4)
- AAP development sites table (2.4)
- 07-2659 Decision Notice Gigaport All 'Notification of Decision on an Application for Planning Permission' (2.12)
- 07-2730 Application, DA Statement William House 'Notification of decision on an Application for Planning Permission' and 'Design and Access Statement' (2.12)
- Flood Zones Nov 2014 A2 (2.5)
- Landowner Contact Details (2.28)
- List of Evidence and Information for Consultants
- Planning Application List And Links (2.12)
- TC Sites and Ownerships(2.28)
- Town Centre Car Parking Strategy AAP Preferred Options Stage Draft 3- 29 -9-14 (2.20)
- Tram Train Study (2.22)
- Updated Bradford Place Proposed Interchange Option 2 (2.21)
- Cordwell Site (Wisemore) Planning Documents 13/0206/FL (Planning Application List and Links- 2.12)
- Cordwell Site (Wisemore) Planning Documents 14/0762/FL (Planning Application List and Links- 2.12)
- Walsall College Business and Sports Hub Planning Documents
 - o Application Covering Letter- 13.12.2014
 - o Design and Access Statement-
- Former Noirit Site/Jhoots Office- Planning Documents 14/0119/FL (Planning Application List and Links-2.12)
 - o Cover Letter- 28.03.2014
 - Design and Access Statement- 28.01.2014
- WHG Office Planning Documents 09/0756/FL (Planning Application List and Links- 2.12)
 - o 09-0756 Application, DA Statement WHG Office (2.12)
 - o 09-0756 Decision Notice WHG office (2.12)
- Heritage Strategy for Walsall draft 29 August 14 (2.23)
- Leisure and Hotels (2.29)
 - Leisure and Hotels Manual 14
- Retail (2.29)
 - o Retail Manual 2014
- Housing (2.29)
 - o 2014_SS_Hosuing_Data
 - 2013_SS_Hosuing_Data
- Walsall Centres Monitoring Zipped (2.29)
 - o Hotel and Leisure 2013 -2014 Walsall
 - Retail 2013 2014 Walsall Final

- Walsall Leisure + hotel monitoring
- Walsall Office Form 2010 (FINAL)
- o OfficesWalsallJM2014
- http://www.expressandstar.com/news/2014/08/31/plans-for-new-walsall-swimming-pool-scrapped/
- http://cms.walsall.gov.uk/town_centre_area_action_plan_chapter_8.pdf
- Fulham Pools. Hammersmith &Fulham. Available at: http://www.lbhf.gov.uk/Directory/Leisure_and_Culture/Sports_and_leisure/Leisure_centres/37520_Fulham_Pools.asp.
- A Decade On, Research Report, DTZ (September 2014)
- Bradford Place Bus Interchange Draft for Comment (2.21)
- Walsall Town Centre Area Action Plan, 'A Place for Everyone', Issues and Options, Consultation Summary Document, Planning 2026: Have Your Say, Consultation Period: April 22nd-June 3rd 2013. WMBC.
- LSH Office Demand Study 2007
- Waterfront SPD (2006)
- Black Country Core Strategy (2011)
- Joint Monitoring in the West Midlands, Office Developments (2014)
- General Market Considerations for Residential Property, National UK Housing Market (2014)
- Nationwide House Price Index and Halifax House Price Index
- UK Industrial Property Trends, JLL (2014)
- St Matthew's Quarter Design and Access Statement, Stephen George & Partners LLP
- All Hail the New King's Cross But Can Other Developments Repeat the Trick?, The Observer (October 2014).
- Speculative Office Opportunities Set to Rise, Amber Rolt, Estates Gazette (October 2014).
- Conservation Area Character Appraisal. In respect of Lichfield Street, Walsall. February 2008.
- £3 Million Jhoots Pharmacy HQ Given the Green Light by Walsall Partners. Available at: http://www.walsalladvertiser.co.uk/3-million-Jhoots-Pharmacy-HQ-given-green-light/story-20955187-detail/story.html
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- Project Delivery Team. New HQ for Jhoots Pharmacy Group. February 2014. Available at: http://www.projectdeliveryteam.co.uk/new-hq-jhoots-pharmacy-group
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 Available at: http://www.walsalladvertiser.co.uk/Millions-poured-housing-estates-rotting/story-22127802-detail/story.html
- Old Square Shopping Centre, Walsall. Design and Access Statement. November 2014. Available at: http://www2.walsall.gov.uk/dcaccess/applications/14-1886-FL/Design%20and%20Access%20Statement.pdf

Appendix 2 - Comparator Towns

In purely quantitative terms, Walsall has a very large primary catchment area of 440,000 and a relatively large shopping population of 183,000. The Town Centre occupies a lower middle market position in terms of the retail offer (with lower positions representing a discount rather than high-end retailer focus).

We have reviewed the 2013 Venuescore rankings (this is a national ranking index based on the presence and nature of multiple retailers, characteristics of market positioning, age focus, attractiveness of retail offer and other factors) to help determine the relevance of Town Centres for information purposes. The Venuescore 'ranking' over time indicates the vitality and viability of a centre. Within the 2013 Venuescore Walsall Town Centre is ranked 126th (down from 114th in 2010) in the United Kingdom. We have sought to not just choose centres either side of Walsall in these rankings but to select three West Midland towns (some of which 'compete' on a like-for-like basis in terms of attracting retail expenditure, principally on comparison goods) (Table A) and three National towns with certain similarities (Table B)

The broad lessons to learn from these comparator towns are:

- Delivering sustainable schemes which match market demand can significantly improve retail ranking and performance (e.g. Bury).
- The overall amount of traditional retail space in towns of this scale is reducing.
- Multiple retailer demand is reducing in these towns.
- Medium/ low income towns are disproportionately being hit by reduced retail expenditure and demand from national multiple retailers.

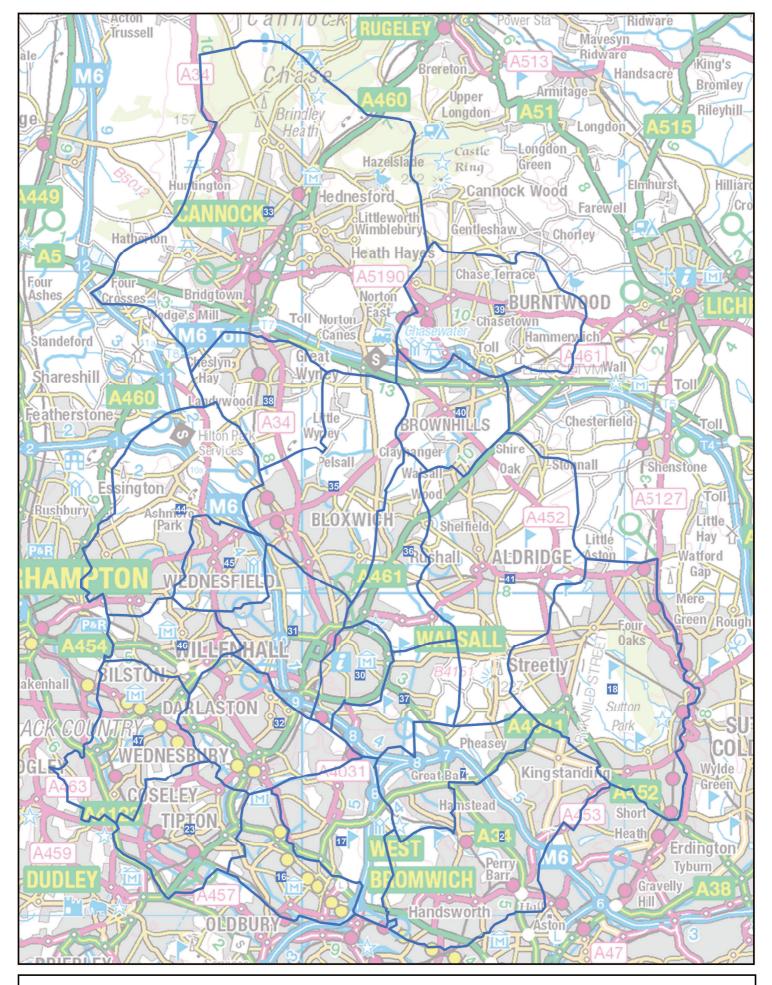
Table A - Comparative West Midland Towns

Town	Region	Relevance for Assessment
		The primary catchment area is 168,000.
Nuneaton	West Midlands	 Like Walsall it occupies a lower middle market position in terms of retail offer.
		 2013 Venuescore ranking 125th (down from 97th in 2010).
		The primary catchment area is 432,000 which is close to that of Walsall.
Wolverhampton	West Midlands	 It occupies a slightly better but similar market position in terms of retail offer.
		 2013 Venuescore ranking 75th (down from 72nd in 2010)
Telford	West Midlands	 The primary catchment area is 281,000 and a high shopping population of 188,000 which is very similar to that of Walsall.
		 It occupies a slightly better but similar market position in terms of retail offer.
		2013 Venuescore ranking 131st (down from 126th in 2010).

Table B – Comparative National Towns

Town	Region	Relevance for Assessment
		Slough offers a good comparison given the strength of the competition from other centres in the South East.
Slough	South West	 It has a catchment area of 257,000 and a shopping population of 128,000 which is similar to that of Walsall.
		 Like Walsall it occupies a lower middle market position in terms of retail offer.
		2013 Venuescore ranking 128 th (down from 126 th in 2010)
		Barnsley is close to the strong retail offer of Sheffield and Meadowhall (regional out of town shopping centre)
Barnsley	Yorkshire	 Barnsley has a catchment area of 266,000 and a shopping population of 119,000 which is similar to that of Walsall.
		 It occupies a slightly lower but similar position in terms of retail offer compared to Walsall.
		 2013 Venuescore ranking 154th (down from 152nd in 2010)
Bury	North West	 Bury has a successful Town Centre and has seen a significant improvement in the last decade from development, including a strongly performing public market despite being within Greater Manchester and being subject to considerable competition.
		It occupies a slightly better but similar position in terms of retail offer compared to Walsall.
		• 2013 Venuescore 97 th (up from 174 th in 2010)

Appendix 3 – Catchment Area for Retail Capacity Forecasting



Walsall Zone Selection





Appendix 4 – RECAP Model Tables

DTZ **RECAP** The Retail Capacity forecasting Model Walsall Town Centre AAP Study Number: 1505M700 Project: Walsall Council FINAL Client: Status: 30-Mar-15 File: Walsall RECAP Model 2015 Date of Latest Revision: Walsall Town Centre Out-of-centre stores in Walsall Gallagher Retail Park (outside Walsall Borough) Retail Locations Modelled: Baseline - Market shares indicated by the Household Interview Survey 2009 (adjusted by DTZ as set out in the report) remain Scenarios Modelled: unchanged throughout the forecasting period. Notes: Price basis is 2011 prices. Rounded figures are displayed in all tables. Copyright:

Catchment Area Population and Expenditure

CATCHMENT AREA POPULATION FORECASTS

		Base Year		Forecasti	ng Years	
Zone	Postcode Sectors	2014	2016	2021	2026	
2	Details of the postcode sectors comprising each catchment	128,735	130,099	133,186	136,343	
7	zone are set out in the report.	29,035	29,446	30,516	31,553	
16		28,534	29,442	31,358	33,411	
17		31,965	32,508	33,770	35,037	
18		56,795	57,422	58,772	60,191	
23		43,660	44,291	45,911	47,479	
30		27,328	27,470	27,792	28,125	
31		39,380	40,044	41,640	43,260	
32		47,894	48,558	50,284	51,953	
33		78,020	78,348	78,862	79,474	
35		50,866	51,122	51,690	52,283	
36		17,512	17,807	18,557	19,302	
37		22,245	22,398	22,769	23,136	
38		18,732	18,793	18,911	19,058	
39		30,333	30,672	31,481	32,281	
40		15,811	15,903	16,224	16,524	
41		26,958	27,131	27,532	27,942	
44		36,385	36,708	37,498	38,279	
45		25,461	25,539	25,695	25,862	
46		22,465	22,645	23,043	23,456	
47		49,446	50,525	52,920	55,415	
TOTAL		827,560	836,871	858,411	880,365	_
		,	-,-	-,	-,	

Sources: Pitney Bowes AnySite Report for Walsall (November 2014)

Notes:
Pitney Bowes population forecasts are only up to 2023. Forecasts for 2026 extrapolated by trend projection.

Table:

CATCHMENT AREA PER CAPITA EXPENDITURE

Price Basis:									2011 Pric	es
		CONVE	NIENCE GOO	DDS		COMPARISON GOODS				
	Per Capita Expenditure Including Special Form of Trading					Per Capita Expenditure Including Special Form of Trading				
Catchment Zone	Base Year Forecasting Years			_	Base Year Forecasting Years					
	2014	2016	2021	2026		2014	2016	2021	2026	
2	1,783	1,807	1,887	1,957		2,700	2,891	3,443	3,974	
7	1,826	1,844	1,903	1,955		2,966	3,162	3,721	4,260	
16	1,689	1,680	1,681	1,670		2,486	2,611	2,981	3,332	
17	1,776	1,790	1,841	1,884		2,719	2,894	3,396	3,879	
18	1,869	1,895	1,979	2,052		3,203	3,428	4,080	4,705	
23	1,766	1,783	1,841	1,890		2,688	2,866	3,373	3,862	
30	1,781	1,816	1,917	2,010		2,674	2,880	3,469	4,036	
31	1,687	1,700	1,746	1,785		2,502	2,663	3,119	3,560	
32	1,741	1,759	1,817	1,868		2,627	2,802	3,301	3,783	
33	1,909	1,949	2,067	2,176		3,046	3,285	3,972	4,633	
35	1,769	1,804	1,905	1,998		2,703	2,911	3,507	4,081	
36	1,836	1,849	1,897	1,937		2,931	3,118	3,645	4,155	
37	1,812	1,844	1,939	2,025		2,932	3,151	3,778	4,381	
38	1,961	2,005	2,124	2,236		3,162	3,413	4,123	4,809	
39	1,928	1,955	2,035	2,108		3,132	3,353	3,980	4,585	
40	1,847	1,880	1,972	2,056		2,893	3,109	3,718	4,304	
41	1,851	1,885	1,985	2,076		3,045	3,274	3,929	4,560	
44	1,834	1,864	1,950	2,028		2,865	3,074	3,666	4,238	
45	1,903	1,945	2,065	2,176		3,003	3,240	3,923	4,579	
46	1,838	1,869	1,962	2,046		2,818	3,026	3,623	4,197	
47	1,748	1,754	1,787	1,812		2,663	2,823	3,281	3,722	
Catchment Area Average	1,810	1,834	1,910	1,978		2,824	2,824	2,975	4,138	
Expenditure on Special Forms										
of Trading (%)	4.8	5.5	6.0	7.0		13.5	15.0	17.0	18.0	
	Per Capita Ex	(nenditure F)	CLUDING Sr	necial Form o	of Trading	Per Canita F	(nenditure F)	CLUDING Sn	ecial Form of Tra	dina
Catchment Zone	Base Year		Forecastin		,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Base Year		Forecasting		g
Catomicit 2010	2014	2016	2021	2026		2014	2016	2021	2026	
2	1,697	1,708	1,774	1,820		2,336	2,457	2,858	3,258	
7	1,738	1,743	1,789	1,818		2,565	2,688	3,089	3,494	
16	1,608	1,588	1,581	1,553		2,150	2,219	2,475	2,732	
17	1,690	1,691	1,731	1,752		2,352	2,460	2,819	3,181	
18	1,780	1,791	1,860	1,908		2,771	2,914	3,386	3.858	
23	1,681	1,685	1,730	1,757		2,325	2,436	2,800	3,167	
30	1,696	1,716	1,802	1,869		2,313	2,448	2,879	3,309	
31	1,606	1,607	1,641	1,660		2,164	2,263	2,589	2,919	
32	1,658	1,663	1,708	1,737		2,272	2,382	2,740	3,102	
33	1.817	1.842	1,943	2.024		2,635	2.792	3,297	3.799	
35	1,684	1,704	1,791	1,859		2,338	2,474	2,911	3,346	
	7,001	.,,,,,,	.,	.,000		_,000	=,	_,0	2,3.0	

36	1,748	1,748	1,783	1,801	2,536	2,650	3,025	3,407	
37	1,725	1,743	1,822	1,883	2,536	2,678	3,136	3,593	
38	1,867	1,894	1,997	2,080	2,735	2,901	3,422	3,943	
39	1,836	1,847	1,913	1,960	2,709	2,850	3,303	3,760	
40	1,758	1,777	1,854	1,912	2,502	2,643	3,086	3,530	
41	1,762	1,782	1,866	1,931	2,634	2,782	3,261	3,739	
44	1,746	1,761	1,833	1,886	2,478	2,612	3,043	3,475	
45	1,812	1,838	1,941	2,024	2,598	2,754	3,256	3,755	
46	1,750	1,766	1,844	1,903	2,438	2,572	3,007	3,442	
47	1,664	1,658	1,680	1,685	2,304	2,400	2,723	3,052	
Catchment Area Average	1,723	1,733	1,796	1,839	2,443	2,401	2,469	3,393	

Source:

Pitney Bowes AnySite Report for the Catchment Area, November 2014; with interpolation for 2016 and 2021, and trend-based extrapolation to 2026, by DTZ. SFT deductions by DTZ, based on forecasts by Oxford Economics & Verdict Research Limited.

Table: 3

CATCHMENT AREA EXPENDITURE FORECASTS

Catchment	TOTAL RETAIL EXPENDITURE									
Zone		CONV	ENIENCE GO	ODS			COM	PARISON GO	ODS	
	2014	2016	2021	2026		2014	2016	2021	2026	
	(000£)	(£000)	(£000)	(000£)		(£000)	(000£)	(£000)	(£000)	
2	218,467	222,164	236,237	248,169		300,670	319,651	380,628	444,261	
7	50,468	51,314	54,597	57,355		74,482	79,141	94,249	110,232	
16	45,883	46,752	49,564	51,879		61,349	65,333	77,596	91,295	
17	54,030	54,975	58,444	61,390		75,193	79,974	95,197	111,457	
18	101,080	102,844	109,321	114,866		157,359	167,308	199,008	232,215	
23	73,405	74,643	79,431	83,437		101,508	107,894	128,538	150,363	
30	46,342	47,142	50,086	52,576		63,220	67,252	80,026	93,079	
31	63,244	64,331	68,341	71,800		85,213	90,631	107,807	126,292	
32	79,399	80,738	85,905	90,257		108,830	115,669	137,773	161,154	
33	141,757	144,336	153,243	160,831		205,548	218,774	259,985	301,916	
35	85,668	87,136	92,574	97,172		118,923	126,492	150,463	174,943	
36	30,603	31,122	33,087	34,762		44,404	47,191	56,139	65,764	
37	38,378	39,030	41,495	43,572		56,423	59,986	71,393	83,118	
38	34,968	35,599	37,764	39,637		51,232	54,523	64,723	75,149	
39	55,684	56,666	60,233	63,287		82,185	87,415	103,983	121,372	
40	27,804	28,257	30,078	31,587		39,563	42,026	50,067	58,322	
41	47,511	48,334	51,372	53,944		70,995	75,492	89,781	104,476	
44	63,535	64,649	68,725	72,201		90,163	95,899	114,099	133,024	
45	46,134	46,939	49,879	52,340		66,141	70,341	83,667	97,118	
46	39,304	39,992	42,491	44,628		54,760	58,247	69,288	80,725	
47	82,272	83,770	88,904	93,362		113,920	121,247	144,107	169,116	
TOTALS	1,425,935	1,450,733	1,541,769	1,619,051		2,022,079	2,150,489	2,558,518	2,985,391	

2014

Sources: RECAP Tables 1 and 2

Table: 4

COMPARISON GOODS PER CAPITA EXPENDITURE BY GOODS TYPE

Per Capita Comparison Goods Ex	2014	for the catchm	2011 Prices				
	Clothing &			Domestic	Audio-visual & computer	comparison	Total Comparison
Including SFT (£)	779	household textiles 315	supplies 121	appliances 81	equipment 222	goods 1,306	Goods 2,824
Deduction for SFT (%)	10.0	7.5	10.0	15.5	35.0	13.5	13.5
Excluding SFT (£)	701	291	109	68	145	1,130	2,443

Source: Pitney Bowes AnySite Report for the Catchment Area, November 2014.

SFT deductions estimated by DTZ based on forecasts by Oxford Economics & Verdict Research Limited.

Table: 5

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN

Catchment Furniture DIY goods etc Clothing & Domestic Audio-visua All othe Zone (£000) (£000) (£000) (£000) (£000) (£000) 86,297 35,805 13,400 8,408 17,798 139,076 21,378 3,319 2,734 2,083 1,715 8,870 4,409 34,452 17,608 3,631 7,306 28,377 8,954 18,739 3,351 7,013 4,524 2,103 4,400 34,781 72,787 4,451 45,164 9,315 46,953 29,134 12,088 7,529 2,838 6,009 3,742 2,817 3,798 18,145 1,768 29,243 24,457 10,148 2,383 5,044 39,416 3,043 5,748 6,442 12,167 50,340 95,077 31,236 12,960 4,850 58,995 24,478 9,160 34,133 14,162 5,300 3,325 7,040 55,008 36 12.745 5,288 1,979 1,242 2.628 20.539 16,194 6,719 6,101 2,515 2,283 1,578 3,340 3,033 26,099 23,697 14,704 1,433 23,588 9,787 3,663 2,298 38,015 4,865 11.355 4.711 1.763 1.106 2.342 18.300 20.377 8,454 3,164 1.985 4,202 5,337 32,839 10,737 4,018 41,705 25,878 2,521 18,984 7,876 2,948 1,849 3,915 30,594 6,521 13,566 2,440 5,077 3,241 6,743 25.329 52,694 32.697 3.185 TOTALS 580,367 240,800 90,116 56,543 119,695 935,323

Sources: RECAP Tables 1 and 4

Scenario

1

Walsall Town Centre

Table:

6

CONVENIENCE GOODS MARKET SHARES IN

2014

2014	Allocations to	Allocations to								
Walsall Town Centre										
Indicated by household interview survey with DTZ adjustments										
Zones	Main Foo	d Top-up	WEIGHTED							
		convenience	AVERAGE							
	C									
		ure weighting								
		0 30								
	(%	(%)	(%)							
2 7	0.0		0.0							
	4.0		4.3							
16	1.3		0.8							
17	1.3	2 0.0	8.0							
18	0.0		0.0							
23	0.0		0.5							
30	61.8		59.8							
31	29.		30.3							
32	6. ⁻		8.2							
33	0.0		0.0							
35	8.8		9.6							
36	34.2	_	34.7							
37	35.7		33.0							
38	1.3	2 2.8	1.7							
39	0.0		0.0							
40	6. ⁻		4.7							
41	4.7		4.6							
44	1.1		0.8							
45	8.1		8.9							
46	2.4		2.2							
47	0.0		0.0							

Sources:

Household Interview Survey 2009 with DTZ adjustments. Expenditure weighting by DTZ.

Table:

7

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

	2014	Allocations to									
	Walsall Town C	Walsall Town Centre									
	Indicated by Hou	Indicated by Household Interview Survey									
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other	WEIGHTED				
	footwear	florcvrgs etc	-	appliances	equipment	comparison gds	AVERAGE				
	Q5	Q12	Q13	Q14	Q15	Q16					
Zones			Expenditure	e weighting							
	701	291	109	68	145	1,130	2,444				
	(%)	(%)	(%)	(%)	(%)	(%)	(%)				
2	3.4	1.2	0.0	1.3	1.3	2.7	2.5				
7	16.7	4.5	1.4	3.0	7.1	9.5	10.3				
16	9.6	1.7	1.6	0.0	0.0	6.8	6.2				
17	11.9	12.9	1.4	1.4	4.5	14.0	11.8				
18	3.7	3.0	0.0	0.0	1.5	7.5	5.0				
23	0.0	0.0	0.0	0.0	1.5	3.6	1.8				
30	47.5	32.8	30.6	19.7	22.2	61.7	49.3				
31	72.3	35.3	25.3	23.2	19.7	63.5	57.2				
32	49.5	9.4	5.5	2.7	5.3	40.4	34.6				
33	8.9	1.4	0.0	1.6	1.7	5.4	5.4				
35	64.2	26.0	12.7	17.6	18.6	49.2	46.4				
36	65.5	24.6	8.2	14.5	23.9	61.9	52.5				
37	44.0	19.7	8.7	11.4	9.2	51.8	40.2				
38	39.5	9.0	3.8	0.0	3.0	26.4	25.0				
39	13.0	4.3	1.4	0.0	1.6	12.9	10.4				
40	44.2	11.0	2.5	10.3	9.2	41.9	34.3				
41	34.6	10.1	2.5	10.1	18.5	34.8	28.7				
44	6.3	3.2	0.0	0.0	0.0	1.7	3.0				
45	36.0	12.5	8.1	11.8	12.2	42.2	32.7				
46	16.7	5.2	2.9	7.4	8.8	23.1	16.9				
47	2.4	0.0	0.0	0.0	1.3	0.0	0.8				

Sources:

Household Interview Survey 2009 with DTZ adjustments. RECAP Table 4 for expenditure weights.

8

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1	Loc	ation: Wals	all Town Centre							
Baseline - Market shares indicated b	y the Household I	nterview Survey	2009 (adjusted by	DTZ as set out in the	e report) remain uncha	anged throughout th	e forecasting peri	od.		
Market shares correction factors: Convenience Goods: 145 % of survey indicated figur										
		Com	parison Goods:			95 %	of survey indicate	ed figures		
Catchment		PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED								
Zone		CONVEN	NIENCE GOODS			COMP	ARISON GOODS	3		
	2014	2016	2021	2026	2014		2021	2026		
	(%)	(%)	(%)	(%)	(%) (%)	(%)	(%)		
2	0	0	0	0	2		2	2		
7	6	6	6	6	10		10	10		
16	1	1	1	1	6		6	6		
17	1	1	1	1	11		11	11		
18	0	0	0	0	5		5	5		
23	1	1	1	1	2		2	2		
30	75	75	75	75	47		47	47		
31	44	44	44	44	54		54	54		
32	12	12	12	12	33		33	33		
33	0	0	0	0	5		5	5		
35	14	14	14	14	44		44	44		
36	50	50	50	50	50		50	50		
37	48	48	48	48	38		38	38		
38	2	2	2	2	24		24	24		
39	0	0	0	0	10		10	10		
40	7	7	7	7	33		33	33		
41	7	7	7	7	27		27	27		
44	1	1	1 12	1	3		3	3		
45	13	13	13	13	31		31	31		
46	3	3	3	3	16	16	16	16		
47	0	0	0	0	II 1	1	1	1		

Sources:

Notes:

RECAP Model.
DTZ for market share corrections.
* Except for Zone 30, where a correction factor of 125% has been applied.

COMPARISON GOODS SALES BY GOODS TYPE IN

2014

Catchment	2014	2014 Sales in Walsall Town Centre						
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other		
	footwear	florcvrgs etc		appliances	equipment	comparison gds		
	(£000)	(0003)	(£000£)	(000£)	(£000)	(000£)		
2	2,787	408	0	104	220	3,567		
7	3,392	379	44	59	297	3,109		
16	1,606	118	42	0	0	1,833		
17	2,440	1,097	45	28	190	4,626		
18	1,588	534	0	0	133	5,186		
23	0	0	0	0	86	1,606		
30	8,188	2,346	819	331	789	17,141		
31	16,799	3,403	913	525	944	23,777		
32	14,689	1,157	253	78	324	19,320		
33	4,988	326	0	87	197	4,877		
35	20,817	3,498	639	556	1,244	25,711		
36	7,930	1,236	154	171	597	12,078		
37	6,769	1,257	208	171	292	12,843		
38	5,518	522	82	0	86	5,943		
39	2,913	400	49	0	74	4,659		
40	4,768	492	42	108	205	7,284		
41	6,698	811	75	190	739	10,857		
44	1,549	326	0	0	0	674		
45	6,492	935	227	207	454	12,265		
46	2,493	322	67	108	271	5,559		
47	745	0	0	0	83	0		
TOTALS	123,169	19,569	3,659	2,724	7,224	182,916		
MARKET								
SHARES	21.2%	8.1%	4.1%	4.8%	6.0%	19.6%		
Sources:	RECAP Model.							

138,710

147,417

Table: **FORECAST RETAIL SALES**

Location: **Walsall Town Centre** Baseline - Market shares indicated by the Household Interview Survey 2009 (adjusted by DTZ as set out in the report) remain unchanged throughout the forecasting period.

Catchment RETAIL SALES BY CATCHMENT ZONE zone CONVENIENCE GOODS COMPARISON GOODS 2014 2016 2021 2026 2014 2016 2021 2026 (£000) (£000) (£000) (£000)(£000)(£000)(£000)(£000)6,013 7,448 6,393 7,914 7,613 8,885 11,023 3,079 3,276 3,441 3,028 9,425 468 550 3,681 8,271 459 540 5,478 12,260 496 519 3,920 4,656 584 614 8,797 10.472 11,611 7.868 8,365 9,950 734 746 794 834 2,030 29,713 2,158 2,571 37,612 3,007 34,756 39,432 31,609 27.828 28,306 30,070 31 592 46.015 48.941 58,216 68,198 32 9,528 9,689 10,309 10,831 35,914 38,171 45,465 53,181 15,096 10,939 12,999 33 0 10,277 11,994 12,199 12,960 13,604 52,326 55,657 66,204 76,975 36 15,302 15.561 16.543 17.381 22,202 23,596 28,069 32,882 18,421 18,735 19,918 20,915 21,441 22.795 27,129 31.585 15,533 13,086 18,036 699 12,296 38 755 793 8,219 8,741 10,398 0 12,137 1.978 2.105 2.211 40 1.946 13.056 13.869 16.522 19,246 3,326 3,383 3.596 3,776 19,169 20,383 24,241 3,423 28,208 635 646 2,877 3,991 687 722 2,705 5,997 6,102 6,804 20,504 21,806 25,937 30,106 1.339 8,762 1,139 9,320 1,212 11.086 1,441 1,691

154,808

339,048

360,547

428,963

500,260

TOTALS Sources:

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2014

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN	2014						
Store	Net	Convenience	Net convnce	Convenience	Convenience		
	Floorspace	Goods	Goods	Goods sales	Goods sales		
		Allocation	Floorspace	Density			
	(sq m)	(%)	(sq m)	(£ per sq m)	(£000)		
Asda (George Street)	5,872	60	3,523	14,006	49,346		
Morrisons (Lichfield Street / Lower Rushall Street)	2,787	85	2,369	12,420	29,422		
Tesco Extra (Littleton Street West)	6,629	56	3,686	11,379	41,940		
Lidl (Ablewell Street)	929	80	743	3,008	2,236		
Iceland (Jerome Retail Park)	451	95	428	7,341	3,145		
M&S (Park Street)	631	95	599	10,900	6,529		
Local Convenience Goods Shops and Stores	2,633	85	2,238	4,500	10,069		
ALL STORES	19,931		13,586	10,502	142,687		

Sources:

For Net Floorspace: IGD (Asda, Morrisons, Lidl, Iceland); Experian Goad and DTZ (M&S and Local Convenience Goods Shops and Stores); Planning Application Ref. 10/0467/MA (Tesco Extra). For Convenience Goods Sales Density: Verdict Research and DTZ.

Table:

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2014

CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(0002)
Co-Op (Digbeth) - Application Ref. 11/0560/FUL (Under Construction)	573	85	487	7,389	3,599
Vacant ('Prime') Town Centre Convenience Goods Floorspace	586	85	498	4,500	2,241
ALL STORES	1,159		985	5,928	5,840
COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross		Sales	Sales
	Floorspace	Ratio		Density	
	(sq m)	(%)		(£ p sq m net)	(£000)
Primark (Digbeth) - Application Ref. 11/0560/FUL (Under Construction)	4,058	75	3,044	5,627	17,126
St Matthew's Quarter (Digbeth) - App. Ref. 13/1421/FUL (Planning Permission)	4,596	75	3,447	5,000	17,235
Vacant ('Prime') Town Centre Comparison Goods Floorspace	1,562	75	1,172	5,000	5,858
Vacant Unit (#14A) Crown Wharf Shopping Park (1)	320	80	256	5,000	1,280
Vacant Unit (#10A) Crown Wharf Shopping Park (2)	640	80	512	3,132	1,604
ALL STORES AND SCHEMES	11,176		8,430	5,113	43,102

Sources

DTZ. Verdict Research. UK Retail Rankings, Mintel, with VAT added for compatibility with comparison goods expenditure.

Notes:

Details of DTZ's assumptions regarding gross and net floorspace of committed retail developments are set out in the report.

(1) Formerly occupied by Bank. (2) To be occupied by 99p Stores. Sales Density: UK Retail Rankings, Mintel, with VAT added.

spending for new

shops (£000)

Capacity for

Sales per sq m net in new shops (£)

FORECAST RETAIL CAPACITY

13

Walsall Town Centre Scenario: Location: Baseline - Market shares indicated by the Household Interview Survey 2009 (adjusted by DTZ as set out in the report) remain unchanged throughout the forecasting period. Comparison Goods: Growth in sales per sq m from shop floorspace existing in 2014 2.00 % pa 2014 to 2026 CONVENIENCE GOODS COMPARISON GOODS 2014 2016 2026 2014 2016 2021 2026 Residents' Spending £000 136,373 138,710 147,417 154,808 339,048 360,547 428,963 500,260 Plus visitors spending (%) 1.0 1.0 1.0 1.0 2.0 2.0 2.0 2.0 137,736 140,097 148,891 156,356 345,829 367,758 437,542 510,265 spending (£000) Existing shop floorspace 13,586 13,586 13,586 63,902 13,586 63,902 63,902 63,902 (sq m net) Sales 10,502 per sq m net (£) 10,138 10,502 10,502 5,412 5,631 6,217 6,864 Sales from extg flrspce (£000) 137,736 142,687 142,687 142,687 345,829 359,800 397,249 438,595 Available spending to support new shops (£000) 0 (2,590)6,204 13,669 0 7,957 40,293 71,670 Less sales capacity of committed new floorspace (£000) Net available 5.840 5.840 49,510 0 5,840 0 44,843 54,664

new shop firspc (sq m net)	0	(703)	30	652	0	(5,909)	(1,337)	2,235	
Market Share of Catchment Area	9.6%	9.6%	9.6%	9.6%	16.8%	16.8%	16.8%	16.8%	
Expenditure									

7,828

12,000

(36,886)

6,242

0

6,000

(9,217)

6,892

17,006

7,609

RECAP Model. Experian Goad and DTZ for Comparison Goods Floorspace Sources

(8,431)

12,000

364

12,000

n

12,000

Notes: Capacity for new shop floorspace in addition to Committed Retail Developments in RECAP Table 12.

Scenario

1

Out-of-centre stores in Walsall

CONVENIENCE GOODS MARKET SHARES IN

2014

2014	Allocations to									
Out-of-centre stores in Walsall	Out-of-centre stores in Walsall									
Indicated by household interview survey										
Zones	Main Food	Top-up	WEIGHTED							
		convenience	AVERAGE							
	Q1	Q4								
	Expenditure	e weighting								
	70	30	100							
	(%)	(%)	(%)							
2 7	1.1	0.0	0.8							
	1.3	0.0	0.9							
16	1.2	0.0	0.8							
17	7.3	0.0	5.1							
18	1.3	0.0	0.9							
23	0.0	0.0	0.0							
30 31	26.1	5.0	19.8							
	40.9	22.1	35.3							
32	6.1	4.3	5.6							
33	0.0	0.0	0.0							
33 35 36 37	12.9	2.8	9.9							
36	10.9	0.0	7.6							
	33.3	10.9	26.6							
38	0.0	1.4	0.4							
39 40	0.0	0.0	0.0							
40	0.0	0.0	0.0							
41	3.5	4.5	3.8							
44	1.2	0.0	0.8							
45	27.2	7.7	21.4							
46 47	19.5	20.9	19.9							
4/	0.0	1.5	0.5							

Sources:

Household Interview Survey 2009 with DTZ adjustments. Expenditure weighting by DTZ.

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

	2014	Allocations to					
	Out-of-centre s	tores in Walsa	II				
	Indicated by Hor	usehold Intervie	w Survev				
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other	WEIGHTED
	footwear	florcvrgs etc	-	appliances	equipment	comparison gds	AVERAGE
	Q5	Q12	Q13	Q14	Q15	Q16	
Zones			E	xpenditure weigh	ting		
	701	291	109	68	145	1,130	2,444
	(%)	(%)	(%)	(%)	(%)	(%)	(%
2	0.0	5.6	0.0	0.0	0.0	0.0	0.7
7	1.3	17.9	4.2	1.5	3.6	0.0	2.9
16	0.0	12.2	0.0	0.0	0.0	0.0	1.5
17	4.1	13.5	1.4	2.8	0.0	0.0	2.9
18	0.0	9.8	1.3	0.0	0.0	0.0	1.2
23	0.0	12.6	2.0	3.4	3.5	0.0	1.9
30	6.9	22.2	9.8	26.7	19.5	0.0	7.0
31	3.8	17.2	13.3	7.2	6.6	5.1	6.7
32	1.4	22.9	1.4	5.3	6.5	1.7	4.5
33	0.0	0.0	0.0	0.0	0.0	0.0	0.0
35	1.2	8.5	14.5	1.4	4.3	3.2	3.8
36	1.3	9.1	6.2	11.5	6.0	0.0	2.4
37	2.7	15.5	2.8	20.0	18.5	0.0	4.4
38	2.5	4.4	0.0	1.4	0.0	1.6	2.0
39	0.0	2.7	5.1	1.4	1.6	0.0	0.7
40	0.0	10.7	6.6	3.0	6.1	0.0	2.0
41	5.2	10.5	6.4	5.8	1.5	1.5	4.0
44	2.5	6.1	0.0	0.0	0.0	1.7	2.2
45	4.9	10.3	9.5	1.5	0.0	0.0	3.1
46	4.0	11.3	2.9	0.0	0.0	1.7	3.4
47	1.2	8.9	3.0	2.0	2.0	0.0	1.3

Sources:

Household Interview Survey 2009 with DTZ adjustments. RECAP Table 4 for expenditure weights. Does not include Gallagher Retail Park, which is outside Walsall Borough.

Table: 16 TRACTED FROM THE CATCHMENT AREA

MARKET SHARES A Scenario:	1	Locati		Out-of-centre store							
Baseline - Market shares indic	ated by the Ho	usehold Inte	erview Surv	vey 2009 (adjusted	by DTZ as set out in	the report) re	main unchanged	throughout the fo	recasting period		
Market shares correction factor	ors:		(Convenience Goods	3:			100 % of	survey indicated	figures	
			(Comparison Goods:				350 % of	survey indicated	l figures	
Catchment				PROI	PORTION OF CATO	HMENT AREA	A EXPENDITURE	ATTRACTED			
Zone			CON	VENIENCE GOOD	S			COMPAR	RISON GOODS		
	2	2014	2016	2021	2026		2014	2016	2021	2026	
		(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)	
2		1	1	1	1		2	2	2	2	
7		1	1	1	1		10	10	10	10	
16		1	1	1	1		5	5	5	5	
17		5	5	5	5		10	10	10	10	
18		1	1	1	1		4	4	4	4	
23		0	0	0	0		7	7	7	7	
30		20	20	20	20		24	24	24	24	
31		35	35	35	35		10	10	10	10	
32		6	6	6	6		16	16	16	16	
33		0	0	0	0		0	0	0	0	
35		10	10	10	10		13	13	13	13	
36		8	8	8	8		8	8	8	8	
37		27	27	27	27		15	15	15	15	
38		0	0	0	0		23	23	23	23	
39		0	0	0	0		2	2	2	2	
40		0	0	0	0		7	7	7	7	
41		4	4	4	4		14	14	14	14	
44		1	1	1	1		8	8	8	8	
45		21	21	21	21		11	11	11	11	

r	1								
46	20	20	20	20	12	12	12	12	
47	0	0	0	0	6	6	6	6	

Sources: RECAP

RECAP Model.
DTZ for market share corrections.

Table: 17

COMPARISON GOODS SALES BY GOODS TYPE IN	2014

Catchment	2014	Sales in	Out-of-centre s	stores in Walsall		
Zones	By Comparison	Goods Type.				
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other
	footwear	florcvrgs etc		appliances	equipment	comparison gds
	(£000)	(£000)	(£000)	(£000)	(000£)	(£000)
2	0	7,018	0	0	0	0
7	973	5,557	488	109	556	0
16	0	3,120	0	0	0	0
17	3,097	4,231	164	206	0	0
18	0	6,428	319	0	0	0
23	0	5,331	317	338	736	0
30	4,382	5,850	966	1,652	2,554	0
31	3,253	6,109	1,768	600	1,165	7,036
32	1,531	10,387	238	565	1,466	2,995
33	0	0	0	0	0	0
35	1,434	4,213	2,690	163	1,059	6,161
36	580	1,684	429	500	552	0
37	1,530	3,645	246	1,104	2,163	0
38	1,287	940	0	70	0	1,327
39	0	925	654	113	272	0
40	0	1,764	407	116	500	0
41	3,709	3,107	709	403	221	1,724
44	2,264	2,292	0	0	0	2,481
45	3,256	2,839	980	97	0	0
46	2,200	2,579	248	0	0	1,507
47	1,373	4,226	533	223	472	0
TOTALS	30,868	82,245	11,156	6,259	11,716	23,232
MARKET	5.00/	04.00/	40.40/	44.40/	0.00/	0.50/
SHARES	5.3%	34.2%	12.4%	11.1%	9.8%	2.5%

Sources: RECAP Model.

Table: 18

FORECAST RETAIL SALES

Scenario:	1 Lo	cation: Ou	it-of-centre stor	es in Walsall						
Baseline - Market shares	indicated by the Household	Interview Surve	y 2009 (adjusted	by DTZ as set out in	n the report) remain unchanged throughout the forecasting period.					
Catchment		RETAIL SALES BY CATCHMENT ZONE								
zone		CONVE	ENIENCE GOOD	DS	COMPARISON GOODS					
1	2014	2016	2021	2026	2014 2016 2021 2026					
	(£000)	(£000)	(000£)	(0003)	(£000) (£000) (£000)					
2	2,185	2,222	2,362	2,482	6,013 6,393 7,613 8,885					
7	505	513	546	574	7,448 7,914 9,425 11,023					
16	459	468	496	519	3,067 3,267 3,880 4,565					
17	2,702	2,749	2,922	3,069	7,519 7,997 9,520 11,146					
18	1,011	1,028	1,093	1,149	6,294 6,692 7,960 9,289					
23	0	0	0	0	7,106 7,553 8,998 10,525					
30	9,268	9,428	10,017	10,515	15,173 16,141 19,206 22,339					
31	22,136	22,516	23,919	25,130	8,521 9,063 10,781 12,629					
32	4,764	4,844	5,154	5,415	17,413 18,507 22,044 25,785					
33	0	0	0	0	0 0 0 0					
35	8,567	8,714	9,257	9,717	15,460 16,444 19,560 22,743					
36	2,448	2,490	2,647	2,781	3,552 3,775 4,491 5,261					
37	10,362	10,538	11,204	11,765	8,463 8,998 10,709 12,468					
38	0	0	0	0	11,783 12,540 14,886 17,284					
39	0	0	0	0	1,644 1,748 2,080 2,427					
40	0	0	0	0	2,769 2,942 3,505 4,083					
41	1,900	1,933	2,055	2,158	9,939 10,569 12,569 14,627					
44	635	646	687	722	7,213 7,672 9,128 10,642					
45	9,688	9,857	10,475	10,991	7,276 7,738 9,203 10,683					
46	7,861	7,998	8,498	8,926	6,571 6,990 8,315 9,687					
47	0	0	0	0	6,835 7,275 8,646 10,147					
TOTALS	84,490	85,945	91,333	95,912	160,061 170,217 202,518 236,237					
Caurage	04,490	00,340	31,000	33,312	II 100,001 170,217 202,310 230,237					

Sources: RECAP Model.

Table:

19

SALES CAPACITY OF EXISTING

2014

MAIN 1 OOD & CONVENIENCE GOODS SHOPS AND STONES IN			2017		
Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(0003)
Sainsburys (Reedswood Retail Park, WS2 8XA)	3,350	85	2,848	12,695	36,149
Morrisons (Wallows Lane, WS2 9BZ)	3,415	85	2,903	12,420	36,052
Tesco (Neptune Industrial Estate, WV13 2PZ)	1,457	85	1,238	11,379	14,092
Farmfoods (Broadwalk Retail Park, WS1 4SB)	576	95	547	5,787	3,167
ALL STORES	8,798		7,536	11,871	89,460
Sources: For Net Floorenace: IGD (Sainsburys, Morrisons, Tasco): Exper	ian Goad and DT	7 (Farmfoods)			

Sources:

For Net Floorspace: IGD (Sainsburys, Morrisons, Tesco); Experian Goad and DTZ (Farmfoods). For Convenience Goods Sales Density: Verdict Research and DTZ.

Table:

20

SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			sales densities:	2012
Store		Gross Firspce	Net Firspce		Sales
				2012	2012
		(sq m)	(sq m)	(£per sqm net)	(£000)
Broadwalk Retail Park:					
Carpetright		930	837	1,170	979
JFT		2,970	2,673	1,800	4,811
Halfords		546	491	2,951	1,450
Pets at Home		1,060	954	2,587	2,468
Matalan		3,650	3,285	2,324	7,634
Junction 10 Retail Park:					
Boundary Mill Stores / M&S Outle	et	n/a	6,094	4,500	27,423
Reedswood Retail Park:					
B&M Home Store		2,990	2,691	4,553	12,252
Matalan		2,200	1,980	2,324	4,602
Bargain Buys		960	864	4,200	3,629
Pets at Home		1,520	1,368	2,587	3,539
Dunelm Mill		1,440	1,296	2,420	3,136
Intersport Sporting Pro		1,760	1,584	4,500	7,128
The Carphone Warehouse		210	189	25,014	4,728
Other non-central retail wareho	ouses in Walsall:				
IKEA (Park Lane, Wednesbury)		n/a	13,749	n/a	81,954
B&M Home Store (Ferrie Grove,	Brownhills) - formerly Focus	n/a	1,933	4,553	8,801
Leekes (Great Bridge Road, Bilst	ton) - formerly Coles	4,400	3,960	1,105	4,376
Comparison Goods Floorspace	e in Main Foodstores:				
Sainsburys (Reedswood Retail P		n/a	503	7,190	3,613
Morrisons (Wallows Lane, WS2 9	9BZ)	n/a	512	7,363	3,772
Tesco (Neptune Industrial Estate	, WV13 2PZ)	n/a	219	8,854	1,935
, ,					
TOTALS Trading at the date of th	ne Household				
Interview Survey of Shopping Pat			45,182	4,166	188,230

Sources:

UK Retail Rankings, Mintel, with VAT added for compatibility with comparison goods expenditure.

DTZ. Verdict Research. Floorspace for retail warehouses derived from Experian Goad and Black Country Centres Study 2009.

Notes:

Where no sales density is indicated, sales are based on average sales per outlet. In the case of Halfords, 40% of the net sales area has been excluded as non-retail (i.e. motor parts and accessories) sales.

Table:

21

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2014

CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(0002)
None			-		
ALL STORES	-		-		-

COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross	Net	Sales	Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(000 2)
Vacant Unit 5 (formerly Comet), Broadwalk Retail Park	890	90	801	2,500	2,003
Vacant Unit 1, Broadwalk Retail Park	810	90	729	2,500	1,823
Vacant Unit 2A, Broadwalk Retail Park	1,620	90	1,458	2,500	3,645

ALL STORES AND SCHEMES	3,320	2,988	2,500	7,470

Sources: Experian Goad and DTZ.

Table: 22
FORECAST RETAIL CAPACITY

Scenario: Baseline - Market shares ind				stores in Walsall		rt) remain unchan	aed throughout t	he forecasting pe	eriod	
Dascinie - Market Shares IIIa	iodica by the Houselle	na milai viaw oui	voy 2000 (aujus		Comparison	Tty Tomain unchan	god till odgillodt t	ine iorecasting pr		
Growth in sales per sq m fror	m shop floorspace exis	sting in			Goods:	2.00	% pa	2014	to	2026
are war in eares per eq in her	полор поогоразо оже		VENIENCE GO		accus.	COMPARISON GOODS				
	2014	2016	2021	2026		2014	2016	2021	2026	
Residents'										
Spending £000	84,490	85,945	91,333	95,912		160,061	170,217	202,518	236,237	
Plus visitors'										
spending (%)	=	-	-	-		10.0	10.0	10.0	10.0	
Total										
spending (£000)	84,490	85,945	91,333	95,912		176,068	187,239	222,770	259,860	
Existing shop										
floorspace										
(sq m net)	7,536	7,536	7,536	7,536		45,182	45,182	45,182	45,182	
Sales										
per sq m net (£)	11,212	11,871	11,871	11,871		3,897	4,509	4,979	5,497	
Sales from extg										
flrspce (£000)	84,490	89,460	89,460	89,460		176,068	203,746	224,952	248,366	
Available										
spending to										
support new										
shops (£000)	0	(3,515)	1,873	6,452		0	(16,507)	(2,182)	11,495	
Less sales										
capacity of										
committed new										
floorspace (£000)	0	0	0	0		0	7,772	8,581	9,474	
Net available			_	_						
spending for new										
shops (£000)	0	(3,515)	1,873	6,452		0	(24,279)	(10,763)	2,021	
Sales per sq m		, , ,								
net in new										
shops (£)	12,000	12,000	12,000	12,000		3,500	3,641	4,020	4,439	
Capacity for										
new shop										
flrspc (sq m net)	0	(293)	156	538		0	(6,667)	(2,677)	455	<u> </u>
Market Share of				•						
Catchment Area	5.9%	5.9%	5.9%	5.9%		7.9%	7.9%	7.9%	7.9%	
Expenditure										l

Sources: RECAP Model. Experian Goad and Black Country Centres Study 2009 for Comparison Goods Floorspace.

Notes:

Scenario

1

Gallagher Retail Park (outside Walsall Borough)

Table:

23

CONVENIENCE GOODS MARKET SHARES IN

2014

2014		Allocations to						
Gallagher Retail Park (outside Walsall Borough)								
Indicated by household interview survey								
Zones		Main Food	Top-up					
			convenience	AVERAGE				
		Q1	Q4					
		Expenditure						
		70	30	100				
		(%)	(%)	(%)				
2 7				0.0				
				0.0				
16				0.0				
17				0.0				
18				0.0				
23				0.0				
30 31				0.0				
32								
33				0.0				
35				0.0				
36				0.0				
37				0.0				
38				0.0				
39				0.0				
40				0.0				
41				0.0				
44				0.0				
45				0.0				
46				0.0				
47				0.0				
Couroos								

Sources:

Table:

24

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

	2014	Allocations to					
	Gallagher Reta	il Park (outside	Walsall Borou	gh)			
	Indicated by Ho	usehold Intervie	w Survey				
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other	WEIGHTE
	footwear	florcvrgs etc		appliances	equipment	comparison gds	AVERAGE
	Q5	Q12	Q13			Q16	
Zones				xpenditure weigh			
	709	297	109	68	151	1,228	2,563
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
2	0.0	0.6	6.9	2.5	1.3	0.0	0.5
7	6.0	1.5	38.0	20.9	21.4	1.0	5.7
16	0.0	1.4	25.0	16.9	24.2	0.0	3.1
17	4.0	1.0	56.9	36.2	41.8	1.0	7.6
18	0.0	0.8	6.7	2.9	5.9	0.0	3.0
23	0.0	1.2	27.0	19.7	21.2	0.0	3.1
30	9.4	7.5	38.9	33.8	31.9	5.0	10.3
31	9.0	7.4	33.3	23.2	24.6	2.0	7.8
32	11.4	17.8	69.9	62.7	63.2	3.7	15.4
33	0.0	0.0	0.0	1.6	3.4	0.0	0.2
35	0.0	2.5	19.0	18.9	15.7	0.0	2.5
36	4.6	5.2	32.9	27.5	35.8	2.0	7.1
37	6.0	2.7	44.9	35.7	35.4	2.0	7.9
38	3.0	0.2	0.0	0.0	0.0	1.0	1.3
39	0.0	0.1	0.0	0.0	0.0	0.0	0.0
40	0.0	0.2	0.0	4.4	7.7	0.0	0.6
41	0.0	2.6	11.4	14.5	20.0	0.0	2.4
44	0.0	0.3	13.0	10.5	12.9	0.0	1.6
45	6.0	8.5	33.8	25.0	31.1	2.0	7.5
46	2.0	9.3	30.0	23.5	23.5	1.0	5.4
47	0.0	0.7	1.2	7.5	8.0	0.0	0.8

Sources:

Household Interview Survey 2009 with DTZ adjustments. RECAP Table 4 for expenditure weights.

Table:

25

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1	l L	ocation:	Gallagher Retail Pa	rk (outside Walsall B	orough)				
Baseline - Market shares indicated	by the Househol	d Interview Sur	vey 2009 remain und	changed throughout th	e forecasting period.				
Market shares correction factors:			Convenience Goods Comparison Goods:	:			of survey indicate of survey indicate		
Catchment			PROF	ORTION OF CATCH	MENT AREA EXPENDI	TURE ATTRACTED			
Zone		CON	VENIENCE GOOD	S		COMP	ARISON GOODS		
	2014 (%)	2016 (%)	2021 (%)	2026 (%)	2014 (%)	2016 (%)	2021 (%)	2026 (%)	
2	• • • • • • • • • • • • • • • • • • • •		. ,	• • • • • • • • • • • • • • • • • • • •	1	1	1	1	
7					9	9	9	9	
16					5	5	5	5	
17					11	11	11	11	
18					1	1	1	1	
23					5	5	5	5	
30					15	15	15	15	
31					9	9	9	9	
32					23	23	23	23	
33					0	0	0	0	
35					4	4	4	4	
36					11	11	11	11	
37	•		•	•	12	12	12	12	
38		-			12	12	12	12	
39	•				0	0	0	0	
40		-			1	1	1	1	
41	•				4	4	4	4	
44		-			2	2	2	2	
45	-			•	11	11	11	11	

					_
46	8	8	8	8	
47	1	1	1	1	

Sources:

RECAP Model.
DTZ for market share corrections.

26 Table:

COMPARISON GOODS SALES BY GOODS TYPE IN

COMPARISON (GOODS SALES BY	GOODS TY	PE IN		2014	
Catchment	2014			l Park (outside \	Nalsall Borougi	n)
Zones	By Comparison	Goods Type.				
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other
	footwear	florcyrgs etc	-	appliances	equipment	comparison gds
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
2	0	329	1,387	315	363	0
7	1,945	204	1,892	653	1,481	562
16	0	157	1,025	435	1,379	0
17	1,309	137	2,860	1,142	2,920	567
18	0	230	705	191	862	0
23	0	222	1,832	839	1,999	0
30	2,587	865	1,644	896	1,873	2,383
31	3,338	1,151	1,897	829	1,947	1,285
32	5,401	3,535	5,085	2,862	6,389	3,036
33	0	0	0	138	649	0
35	0	543	1,510	943	1,734	0
36	889	421	977	512	1,477	670
37	1,474	278	1,694	845	1,855	851
38	669	19	0	0	0	386
39	0	15	0	0	0	0
40	0	14	0	73	283	0
41	0	337	541	432	1,319	0
44	0	49	784	397	1,080	0
45	1,728	1,026	1,494	694	1,911	997
46	477	929	1,098	540	1,195	413
47	0	146	91	358	847	0
TOTALS	19,817	10,607	26,517	13,094	31,564	11,150
MARKET						
SHARES	3.4%	4.3%	29.4%	23.2%	25.2%	1.1%
Sources:	RECAP Model					

Sources: RECAP Model.

Table: 27

FORECAST RETAIL SALES

Scenario:				ark (outside Walsall Bo					
Baseline - Market shares in	idicated by the Household	Interview Survey	2009 remain un						
Catchment					S BY CATCHMENT ZONE				
zone		CONVE	NIENCE GOOD	S		COMPA	ARISON GOODS		
	2014	2016	2021	2026	2014	2016	2021	2026	
	(0003)	(000£)	(000£)	(000 2)	(£000)	(£000)	(£000)	(000£)	
2					3,007	3,197	3,806	4,443	
7					6,703	7,123	8,482	9,921	
16					3,067	3,267	3,880	4,565	
17					8,271	8,797	10,472	12,260	
18					1,574	1,673	1,990	2,322	
23					5,075	5,395	6,427	7,518	
30					9,483	10,088	12,004	13,962	
31					7,669	8,157	9,703	11,366	
32					25,031	26,604	31,688	37,065	
33					0	0	0	0	
35					4,757	5,060	6,019	6,998	
36					4.884	5,191	6,175	7.234	
37					6,771	7,198	8,567	9,974	
38					6,148	6,543	7,767	9,018	
39					0	0	0	0	
40					396	420	501	583	
41					2,840	3,020	3,591	4,179	
44					1,803	1,918	2,282	2,660	
45					7,276	7.738	9,203	10.683	
46					4,381	4,660	5,543	6,458	
47					1,139	1,212	1,441	1,691	
TOTALS	0	0	0	0	110,275	117,259	139,541	162,901	

Sources: RECAP Model.

Table:

28

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN	
MAIN I GOD & CONVENIENCE GOODS SHOLS AND STOLES IN	

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN			2014		
Store	Net Floorspace	Convenience Goods	Net convnce Goods	Convenience Goods sales	Convenience Goods sales
	(sq m)	Allocation (%)	Floorspace (sq m)	Density (£ per sq m)	(0003)
None					
ALL STORES	-		-		-

Sources:

Table:

29

SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	85 % (unless otherwise indicated)			sales densities:	2012
Store		Gross Firspce	Net Firspce		Sales
				2012	2012
		(sq m)	(sq m)	(£per sqm net)	(£000£)
Gallagher Retail Park:					
Next		1,938	1,647	6,732	11,090
Outfit		1,580	1,343	2,982	4,005
TK Maxx		1,768	1,503	3,738	5,617
Mamas & Papas		1,240	1,054	n/a	1,948
Boots		1,190	1,012	10,733	10,856
Harveys		250	213	2,880	612
Furniture Village		1,010	859	n/a	5,593
ScS		960	816	2,310	1,885
Currys		5,730	4,871	6,697	32,618
PC World		3,140	2,669	6,697	17,874
Decathlon (opened in 2010)		4,860	4,131	n/a	7,824
Bensons for Beds		760	646	2,880	1,860
B&Q		8,254	7,016	1,720	12,067
TOTALS Trading at the date of the					
Interview Survey of Shopping Patte	erns		27,778	4,099	113,850

UK Retail Rankings, Mintel, with VAT added for compatibility with comparison goods expenditure.

DTZ. Verdict Research. Floorspace for retail warehouses derived from Experian Goad. Sources:

Where no sales density is indicated, sales are based on average sales per outlet.

In the case of B&Q, 19% of the net sales area has been excluded as accounting for trade (i.e. non-retail) sales.

A lower average net to gross ratio has been adopted than for the retail parks in Walsall Borough, owing to the identify of the retailers at Gallagher Retail Park.

Table:

Notes:

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

30

2014

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS					2014
CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
None			·		÷
ALL STORES	-		-		-

COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross	Net	Sales	Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
None			-		-
		,		,	

ALL STORES AND SCHEMES	-	-	-

Sources:

Table: 31
FORECAST RETAIL CAPACITY

Scenario: Baseline - Market shares indicate					Walsall Boroug					
	-				Comparison		0/	0014		2000
Growth in sales per sq m from sho	op floorspace exist			2014	Goods:	2.00		2014		2026
			ENIENCE GO		1			MPARISON GOO		
	2014	2016	2021	2026		2014	2016	2021	2026	
Residents'										
Spending £000						110,275	117,259	139,541	162,901	
Plus visitors'										
spending (%)						5.0	5.0	5.0	5.0	
Total										
spending (£000)						115,789	123,122	146,518	171,046	
Existing shop										
floorspace										
(sq m net)						27,778	27,778	27,778	27,778	
Sales										
per sq m net (£)						4,168	4,436	4,898	5,408	
Sales from extg										
flrspce (£000)						115,789	123,235	136,061	150,223	
Available										
spending to										
support new										
shops (£000)						0	(113)	10,456	20,823	
Less sales							` '	,	,	
capacity of										
committed new										
floorspace (£000)						0	0	0	0	
Net available										
spending for new										
shops (£000)						0	(113)	10,456	20,823	
Sales per sq m						1	, 10/	-,,	-,,	
net in new										
shops (£)						3,500	3,641	4,020	4,439	
Capacity for	 				1		-,	,,	,	
new shop										
firspc (sq m net)						0	(31)	2,601	4,691	
-1-1-4	<u>,</u>	<u> </u>			1	<u>,, </u>	(0.)	_,,,,,	.,501	
Market Share of		1			1	1				
Catchment Area						5.5%	5.5%	5.5%	5.5%	
Expenditure						5.5%	5.5%	5.5%	5.5%	

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes:

Combined Market Shares for Walsall

32

Table:

TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN

2014

	•					
SHOPPING LOCATION			COMPARISON	GOODS TYPE		
	Clothing &	Furniture/	DIY goods etc	Domestic	Audio-visual	All other
	footwear	florcvrgs etc		appliances	equipment	comparison
						goods
Walsall Town Centre	21.2%	8.1%	4.1%	4.8%	6.0%	19.6%
Out-of-centre stores in Walsall	5.3%	34.2%	12.4%	11.1%	9.8%	2.5%
TOTALS WALSALL	26.5%	42.3%	16.4%	15.9%	15.8%	22.0%
Gallagher Retail Park (outside Walsall Borough)	3.4%	4.3%	29.4%	23.2%	25.2%	1.1%

Sources: RECAP Model

The totals are not always equal to the sum of the individual figures, owing to rounding.

Table: 33 Scenario:

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR:

Walsall*

Catchment		CC	NVENIENCE (GOODS		COM	IPARISON GOO	DDS	
Zones	2014	2016	2021	2026	2014	2016	2021	2026	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
2	1	1	1	1	4	4	4	4	
7	7	7	7	7	20	20	20	20	
16	2	2	2	2	11	11	11	11	
17	6	6	6	6	21	21	21	21	
18	1	1	1	1	9	9	9	9	
23	1	1	1	1	9	9	9	9	
30	95	95	95	95	71	71	71	71	
31	79	79	79	79	64	64	64	64	
32	18	18	18	18	49	49	49	49	
33	0	0	0	0	5	5	5	5	
35	24	24	24	24	57	57	57	57	
36	58	58	58	58	58	58	58	58	
37	75	75	75	75	53	53	53	53	
38	2	2	2	2	47	47	47	47	
39	0	0	0	0	12	12	12	12	
40	7	7	7	7	40	40	40	40	
41	11	11	11	11	41	41	41	41	
44	2	2	2	2	11	11	11	11	
45	34	34	34		42	42	42	42	
46	23	23	23	23	28	28	28	28	
47	0	0	0	0	7	7	7	7	
OVERALL	15.5%	15.5%	15.5%	15.5%	24.7%	24.7%	24.7%	24.7%	

Notes:

RECAP Model

* Walsall Town Centre and Out-of-centre stores in Walsall.

Appendix 5 – Market Share Analysis

Shopping Patterns in the Catchment Area

The 2009 Black Country household interview survey covered a wide area including the conurbations of (inter alia) Walsall, Wolverhampton, West Bromwich and Dudley. Questions were asked about households' shopping habits for main food and top-up food (i.e. Convenience goods) shopping, and the following sub-categories of comparison goods shopping:

- Clothing, footwear and other fashion goods (Q5);
- Furniture, floor coverings and household textiles (Q12);
- DIY and decorating products (Q13);
- Domestic appliances e.g. washing machines, fridges, cookers, kettles (Q14);
- Audio-visual goods e.g. TV, Hi-Fi, radio, photographic and computer equipment (Q15);
- Personal and luxury goods e.g. books, jewellery, china, glass, cosmetics (Q16).

Based on our very extensive experience of designing household interview surveys and analysing expenditure flows for the various sub-categories of comparison goods shopping, we note that:

- In terms of Q12, shopping patterns tend to differ between the 'furniture and floor coverings' and 'household textiles' sub-categories. The latter sub-category of comparison goods shopping only accounts for a relatively small proportion of total expenditure. However, partly to account for the different shopping patterns between these two sub-categories of expenditure, we have made some market share corrections (as described below) to calibrate our RECAP retail capacity forecasting Model and make it represent reality more accurately.
- Q16 combines all other types of comparison goods (i.e. those not defined by Q5, Q12, Q13, Q14 and Q15) with the 'personal and luxury goods' sub-category. As well as cosmetics, it is assumed to include *chemist and medical products*. Our many surveys elsewhere have shown that these products are the most locally purchased of all comparison goods and account for a substantial proportion of total expenditure. As a result of combining these products with other personal and luxury goods, the Black Country survey is very likely to have overstated the use of large centres and understated the use of small ones. We have therefore made some market share corrections (as described below).

Survey Assumptions on Shopping Destinations

The 2009 black country household interview survey asked questions about where households do most of their shopping for comparison and convenience goods; and the questionnaire included pre-coded answers such as 'Walsall' or 'Asda, George street, Walsall'. For the avoidance of doubt, where the results of the 2009 survey indicate that households do most of their shopping for (goods category) in 'Walsall', we assume that this answer relates to shops and stores in *Walsall Town Centre*.

In addition, the 2009 survey questionnaire – and therefore the results – combined IKEA (within Walsall Borough) with Gallagher Retail Park (outside Walsall Borough). For the purpose of modelling Out-of-centre stores in Walsall, it has been necessary to assume what proportion (i.e. market share) of 'Gallagher Retail Park' survey responses for each

sub-category of comparison goods shopping relate to shopping trips to IKEA. The balance of such survey responses is therefore assumed to relate to shopping trips to Gallagher Retail Park, which has been modelled separately.

Accordingly, we have assumed that households would be very unlikely to do 'most of' their comparison goods shopping at IKEA; other than for the sub-category of furniture, floor coverings and household textiles (Q12). On this basis, we assume that:

- IKEA secures no market share relating to the sub-categories of clothing, footwear and other fashion goods (Q5); DIY and decorating products (Q13); domestic appliances e.g. washing machines, fridges, cookers, kettles (Q14); audio-visual goods e.g. TV, Hi-Fi, radio, photographic and computer equipment (Q15); personal and luxury goods e.g. books, jewellery, china, glass, cosmetics (Q16).
- Thus, IKEA only secures from the Walsall catchment area a market share relating to the sub-category of furniture, floor coverings and household textiles.
- In terms of what proportion of 'Gallagher Retail Park' survey responses for furniture, floor coverings and household textiles relate to IKEA, we have applied the following weightings:
 - 90% weighting in catchment zones 2, 7, 16, 17, 18, 23, 33, 38, 39, 40, 44 and 47. These peripheral zones in the Walsall catchment area have nearby 'bulky goods' retail parks with established furniture store (etc) provision¹¹⁶ and thus one would not expect Gallagher Retail Park to compete with these retail parks. IKEA, however, is a sub-regional attractor and we therefore assume a 90% market share weighting for IKEA in the peripheral zones (with the remaining 10% assumed to shop at Gallagher Retail Park).
 - 40% weighting in catchment zones 30, 31, 32, 35, 36, 37, 41, 45 and 46. These zones are relatively close and accessible to Gallagher Retail Park, which comprises at the time of the 2009 household interview survey furniture store (etc) provision¹¹⁷ to compete with IKEA and thus one would expect a lower market share weighting for IKEA in such zones.
- On this basis, we have applied the following weightings to Gallagher Retail Park in regard to furniture, floor coverings and household textiles:
 - 10% weighting in catchment zones 2, 7, 16, 17, 18, 23, 33, 38, 39, 40, 44 and 47.
 - 60% weighting in catchment zones 30, 31, 32, 35, 36, 37, 41, 45 and 46.

Market Share Updates

Our starting point for information on market shares (i.e. shopping patterns) in the catchment area is the results of the 2009 Black Country household interview survey. However, since this survey, some new retail developments have opened; while there have been some notable retail occupier changes.

We have updated the market shares indicated by the 2009 survey to take into account those new (post-2009) retail developments and key occupier changes that, based on our professional judgements, are likely to have had significant implications for the current trading performance of each shopping destination modelled (i.e. Walsall Town

¹¹⁶ For example; Orbit Retail Park in Cannock, Lichfield Retail Park in Lichfield, Princess Park in Sutton Coldfield, Ravenside Retail Park in Birmingham, and Bilston Road Retail Park and St John's Retail Park in Wolverhampton.

¹¹⁷ Including; SCS, B&Q, Furniture Village, and Land of Leather.

Centre, Out-of-centre stores in Walsall, and Gallagher Retail Park); thereby making the market shares represent reality more accurately.

The adjusted survey-indicated market shares, as indicated in Table 1 below, have regard for:

Table 1 - Adjusted Survey indicated market shares

Comparison goods shopping

New provision (including Decathlon, Outfit, TK Maxx and Mamas & Papas) at Gallagher Retail Park – We have assumed increased market shares for Gallagher Retail Park relating to clothing, footwear and other fashion goods and personal and luxury goods. Consequently, we have assumed reduced market shares for such categories of comparison goods for Walsall Town Centre.

The opening of New Square (West Bromwich Town Centre)¹¹⁸ – We have assumed reduced market shares for Walsall Town Centre relating to clothing, footwear and other fashion goods.

The closure of Focus DIY store (Coppice Lane, Aldridge)¹¹⁹ – We have discounted all survey responses relating to this store (i.e. DIY and decorating products and furniture, floor coverings and household textiles), and have assumed that its closure has not significantly affected the market shares of shopping destinations modelled.

The closure/demolition of Comet store (Walsall Lane, Willenhall) – We have discounted all survey responses relating to this store (i.e. domestic appliances and audiovisual goods), and have assumed that its closure has not significantly affected the market shares of shopping destinations modelled.

Focus DIY store (Ferrie Grove, Brownhills) has been replaced by B&M mixed goods store – We have assumed reduced market shares

Convenience goods shopping

The opening of Tesco Extra (Littleton Street West, Walsall Town Centre) and the closure of Tesco Metro (Old Square, Walsall Town Centre) – We have assumed increased market shares for Walsall Town Centre from catchment area zones 30 and 31 in terms of main food shopping. Consequently, we have assumed reduced main food market shares for Out-of-centre stores in Walsall. We have assumed that this change in provision has not significantly affected top-up food market shares, however. Due to the localised nature of food shopping trips, we have assumed that this change in provision has not affected shopping patterns beyond zones 30 and 31.

The opening of Morrisons (Middle Piece Way, Willenhall District Centre) – We have assumed that this new provision has resulted in reduced market shares for Out-of-centre stores in Walsall from catchment area zones 30 and 31 in terms of main food shopping. We have assumed that this new provision has not significantly affected top-up food market shares, however. Due to the localised nature of food shopping trips, we have assumed that this new provision has not affected shopping patterns beyond zones 30 and 31.

¹¹⁸ Key comparison goods retailers include Primark, Next, Outfit and JD Sports (also Tesco Extra).

¹¹⁹ This store is the subject of a planning application (pending) for B&M Bargains.

for Out-of-centre stores in Walsall relating to DIY and decorating products. We have assumed no change in market shares relating to furniture, floor coverings and household textiles.

Coles furniture store (Great Bridge Road, Bilston) has been replaced by Leekes DIY/homeware store – We have assumed increased market shares for Out-of-centre stores in Walsall relating to DIY and decorating products, domestic appliances and audio-visual goods. We have assumed no change in market shares relating to furniture, floor coverings and household textiles.

Tables 2 to 7 below show the 2009 survey-indicated market shares for each shopping destination on a zone-by-zone basis ¹²⁰ and our adjustments to these market shares having regard for new (post-2009) retail developments and key occupier changes in the catchment area. The adjusted market shares have been used in the RECAP Model.

Walsall Town Centre Market Share Updates

Table 2 - 2009 survey-indicated market shares:

Zones	Main Food	Top-up	Clothing &	Furniture/	DIY goods etc	Domestic	Audio- visual	All other
		convenience	footwear	flooring etc		appliances	equipment	comparison gds
	Q1	Q4	Q5	Q12	Q13	Q14	Q15	Q16
2	0.0	0.0	3.4	1.2	0.0	1.3	1.3	2.7
7	4.0	5.0	23.7	4.5	1.4	3.0	7.1	10.5
16	1.2	0.0	9.6	1.7	1.6	0.0	0.0	6.8
17	1.2	0.0	18.9	12.9	1.4	1.4	4.5	15.0
18	0.0	0.0	3.7	3.0	0.0	0.0	1.5	7.5
23	0.0	1.5	0.0	0.0	0.0	0.0	1.5	3.6
30	57.8	55.0	55.5	32.8	30.6	19.7	22.2	64.7
31	27.5	32.3	81.3	35.3	25.3	23.2	19.7	65.5
32	6.1	13.0	59.5	9.4	5.5	2.7	5.3	42.4
33	0.0	0.0	8.9	1.4	0.0	1.6	1.7	5.4
35	8.3	12.5	64.2	26.0	12.7	17.6	18.6	49.2
36	34.2	35.8	67.5	24.6	8.2	14.5	23.9	63.9
37	35.7	26.6	50.0	19.7	8.7	11.4	9.2	53.8

¹²⁰ After assumed weightings for Gallagher Retail Park and IKEA.

38	1.2	2.8	42.5	9.0	3.8	0.0	3.0	27.4
39	0.0	0.0	13.0	4.3	1.4	0.0	1.6	12.9
40	6.1	1.5	44.2	11.0	2.5	10.3	9.2	41.9
41	4.7	4.5	34.6	10.1	2.5	10.1	18.5	34.8
44	1.2	0.0	6.3	3.2	0.0	0.0	0.0	1.7
45	8.7	9.3	42.0	12.5	8.1	11.8	12.2	44.2
46	2.4	1.6	18.7	5.2	2.9	7.4	8.8	24.1
47	0.0	0.0	2.4	0.0	0.0	0.0	1.3	0.0

Table 3 - 2009 survey-indicated market shares with DTZ adjustments (shown in red):

Zones	Main Food	Top-up	Clothing &	Furniture/	DIY goods etc	Domestic	Audio- visual	All other
		convenience	footwear	flooring etc		appliances	equipment	comparison gds
	Q1	Q4	Q5	Q12	Q13	Q14	Q15	Q16
2	0.0	0.0	3.4	1.2	0.0	1.3	1.3	2.7
7	4.0	5.0	16.7	4.5	1.4	3.0	7.1	9.5
16	1.2	0.0	9.6	1.7	1.6	0.0	0.0	6.8
17	1.2	0.0	11.9	12.9	1.4	1.4	4.5	14.0
18	0.0	0.0	3.7	3.0	0.0	0.0	1.5	7.5
23	0.0	1.5	0.0	0.0	0.0	0.0	1.5	3.6
30	61.8	55.0	47.5	32.8	30.6	19.7	22.2	61.7
31	29.5	32.3	72.3	35.3	25.3	23.2	19.7	63.5
32	6.1	13.0	49.5	9.4	5.5	2.7	5.3	40.4
33	0.0	0.0	8.9	1.4	0.0	1.6	1.7	5.4
35	8.3	12.5	64.2	26.0	12.7	17.6	18.6	49.2
36	34.2	35.8	65.5	24.6	8.2	14.5	23.9	61.9
37	35.7	26.6	44.0	19.7	8.7	11.4	9.2	51.8
38	1.2	2.8	39.5	9.0	3.8	0.0	3.0	26.4
39	0.0	0.0	13.0	4.3	1.4	0.0	1.6	12.9
40	6.1	1.5	44.2	11.0	2.5	10.3	9.2	41.9
41	4.7	4.5	34.6	10.1	2.5	10.1	18.5	34.8
44	1.2	0.0	6.3	3.2	0.0	0.0	0.0	1.7
45	8.7	9.3	36.0	12.5	8.1	11.8	12.2	42.2
46	2.4	1.6	16.7	5.2	2.9	7.4	8.8	23.1
47	0.0	0.0	2.4	0.0	0.0	0.0	1.3	0.0

Out-of-centre stores in Walsall Market Share Updates

Table 4 - 2009 survey-indicated market shares:

Zones	Main Food	Top-up	Clothing &	Furniture/	DIY goods etc	Domestic	Audio- visual	All other
		convenience	footwear	flooring etc*		appliances	equipment	comparison gds
	Q1	Q4	Q5	Q12	Q13	Q14	Q15	Q16
2	1.1	0.0	0.0	5.6	0.0	0.0	0.0	0.0
7	1.3	0.0	1.3	17.9	4.2	1.5	3.6	0.0
16	1.2	0.0	0.0	12.2	0.0	0.0	0.0	0.0
17	7.3	0.0	4.1	13.5	1.4	2.8	0.0	0.0
18	1.3	0.0	0.0	9.8	1.3	0.0	0.0	0.0
23	0.0	0.0	0.0	12.6	2.0	1.4	1.5	0.0
30	30.1	5.0	6.9	22.2	9.8	26.7	19.5	0.0
31	42.9	22.1	3.8	17.2	13.3	7.2	6.6	5.1
32	6.1	4.3	1.4	22.9	1.4	5.3	6.5	1.7
33	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
35	12.9	2.8	1.2	8.5	16.5	1.4	4.3	3.2
36	10.9	0.0	1.3	9.1	8.2	11.5	6.0	0.0
37	33.3	10.9	2.7	15.5	2.8	20.0	18.5	0.0
38	0.0	1.4	2.5	4.4	0.0	1.4	0.0	1.6
39	0.0	0.0	0.0	2.7	15.1	1.4	1.6	0.0
40	0.0	0.0	0.0	10.7	21.6	3.0	6.1	0.0
41	3.5	4.5	5.2	10.5	6.4	5.8	1.5	1.5
44	1.2	0.0	2.5	6.1	0.0	0.0	0.0	1.7
45	27.2	7.7	4.9	10.3	9.5	1.5	0.0	0.0
46	19.5	20.9	4.0	11.3	2.9	0.0	0.0	1.7
47	0.0	1.5	1.2	8.9	3.0	0.0	0.0	0.0

^{*}market shares reflect the weightings applied to survey responses for IKEA

Table 5 - 2009 survey-indicated market shares with DTZ adjustments (shown in red):

Zones	Main Food	Top-up	Clothing &	Furniture/	DIY goods etc	Domestic	Audio- visual	All other
		convenience	footwear	flooring etc*		appliances	equipment	comparison gds
	Q1	Q4	Q5	Q12	Q13	Q14	Q15	Q16
2	1.1	0.0	0.0	5.6	0.0	0.0	0.0	0.0
7	1.3	0.0	1.3	17.9	4.2	1.5	3.6	0.0
16	1.2	0.0	0.0	12.2	0.0	0.0	0.0	0.0
17	7.3	0.0	4.1	13.5	1.4	2.8	0.0	0.0
18	1.3	0.0	0.0	9.8	1.3	0.0	0.0	0.0
23	0.0	0.0	0.0	12.6	2.0	3.4	3.5	0.0
30	26.1	5.0	6.9	22.2	9.8	26.7	19.5	0.0
31	40.9	22.1	3.8	17.2	13.3	7.2	6.6	5.1
32	6.1	4.3	1.4	22.9	1.4	5.3	6.5	1.7
33	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
35	12.9	2.8	1.2	8.5	14.5	1.4	4.3	3.2

36	10.9	0.0	1.3	9.1	6.2	11.5	6.0	0.0
37	33.3	10.9	2.7	15.5	2.8	20.0	18.5	0.0
38	0.0	1.4	2.5	4.4	0.0	1.4	0.0	1.6
39	0.0	0.0	0.0	2.7	5.1	1.4	1.6	0.0
40	0.0	0.0	0.0	10.7	6.6	3.0	6.1	0.0
41	3.5	4.5	5.2	10.5	6.4	5.8	1.5	1.5
44	1.2	0.0	2.5	6.1	0.0	0.0	0.0	1.7
45	27.2	7.7	4.9	10.3	9.5	1.5	0.0	0.0
46	19.5	20.9	4.0	11.3	2.9	0.0	0.0	1.7
47	0.0	1.5	1.2	8.9	3.0	2.0	2.0	0.0

^{*}market shares reflect the weightings applied to survey responses for IKEA

Gallagher Retail Park Market Share Updates

Table 6 - 2009 survey-indicated market shares:

Zones	Main Food	Top-up	Clothing &	Furniture/	DIY goods etc	Domestic	Audio- visual	All other
		convenience	footwear	flooring etc*		appliances	equipment	comparison gds
	Q1	Q4	Q5	Q12	Q13	Q14	Q15	Q16
2			0.0	0.6	6.9	2.5	1.3	0.0
7			0.0	1.5	38.0	20.9	21.4	0.0
16			0.0	1.4	25.0	16.9	24.2	0.0
17			0.0	1.0	56.9	36.2	41.8	0.0
18			0.0	0.8	6.7	2.9	5.9	0.0
23			0.0	1.2	27.0	19.7	21.2	0.0
30			1.4	7.5	38.9	33.8	31.9	2.0
31			0.0	7.4	33.3	23.2	24.6	0.0
32			1.4	17.8	69.9	62.7	63.2	1.7
33			0.0	0.0	0.0	1.6	3.4	0.0
35			0.0	2.5	19.0	18.9	15.7	0.0
36			2.6	5.2	32.9	27.5	35.8	0.0
37			0.0	2.7	44.9	35.7	35.4	0.0
38			0.0	0.2	0.0	0.0	0.0	0.0
39			0.0	0.1	0.0	0.0	0.0	0.0
40			0.0	0.2	0.0	4.4	7.7	0.0
41			0.0	2.6	11.4	14.5	20.0	0.0
44			0.0	0.3	13.0	10.5	12.9	0.0
45			0.0	8.5	33.8	25.0	31.1	0.0
46			0.0	9.3	30.0	23.5	23.5	0.0
47			0.0	0.7	1.2	7.5	8.0	0.0

^{*}market shares reflect the weightings applied to survey responses for IKEA

Table 7 - 2009 survey-indicated market shares with DTZ adjustments (shown in red):

Zones	Main Food	Top-up	Clothing &	Furniture/	DIY goods etc	Domestic	Audio- visual	All other
		convenience	footwear	flooring etc*		appliances	equipment	comparison gds
	Q1	Q4	Q5	Q12	Q13	Q14	Q15	Q16
2			0.0	0.6	6.9	2.5	1.3	0.0
7			6.0	1.5	38.0	20.9	21.4	1.0
16			0.0	1.4	25.0	16.9	24.2	0.0
17			4.0	1.0	56.9	36.2	41.8	1.0
18			0.0	0.8	6.7	2.9	5.9	0.0
23			0.0	1.2	27.0	19.7	21.2	0.0
30			9.4	7.5	38.9	33.8	31.9	5.0
31			9.0	7.4	33.3	23.2	24.6	2.0
32			11.4	17.8	69.9	62.7	63.2	3.7
33			0.0	0.0	0.0	1.6	3.4	0.0
35			0.0	2.5	19.0	18.9	15.7	0.0
36			4.6	5.2	32.9	27.5	35.8	2.0
37			6.0	2.7	44.9	35.7	35.4	2.0
38			3.0	0.2	0.0	0.0	0.0	1.0
39			0.0	0.1	0.0	0.0	0.0	0.0
40			0.0	0.2	0.0	4.4	7.7	0.0
41			0.0	2.6	11.4	14.5	20.0	0.0
44			0.0	0.3	13.0	10.5	12.9	0.0
45			6.0	8.5	33.8	25.0	31.1	2.0
46			2.0	9.3	30.0	23.5	23.5	1.0
47			0.0	0.7	1.2	7.5	8.0	0.0

^{*}market shares reflect the weightings applied to survey responses for IKEA

Market Share Corrections

The 2009 household interview survey provides a detailed picture of where households in each of the catchment zones do most of their shopping for comparison and convenience goods. Its results do not directly indicate actual expenditure flows, but are the best available data to use as a proxy for modelling retail expenditure flows from residential areas to shopping destinations. However, like all such surveys, this means that its results cannot be applied uncritically in the RECAP Model. Thus for example, in our extensive experience, such surveys tend to overemphasise comparison goods shopping in larger centres, and under-represent it in smaller ones¹²¹. The main reason is because in a sample survey using small samples in individual zones, the probability of interviewing the small

¹²¹ This is confirmed by the now revoked DCLG Practice Guidance (2009) which states, 'Also, surveys that use simple questions about where people shop, provide answers that relate to trips and not spending flows. They can also overstate the importance of the larger centres and stores, and can understate the smaller and less frequently visited stores.' (Appendix B, paragraph B.34).

number of people who use small centres is much less than the probability of interviewing the much larger number of people who use larger centres. The same can sometimes apply to retail parks, because the questions in the 2009 survey ask 'where do you do most of your households shopping for (goods category)'. The nature of the stores on retail parks, and their smaller total floorspace than in large centres, means that relatively fewer households do most of their shopping for some of the goods categories at retail parks (e.g. clothing and footwear, chemists goods, luxury and recreational goods, which together account for a high proportion of total comparison goods expenditure), than in large centres.

It is therefore sometimes necessary to introduce market share correction factors; so as to transfer expenditure in the model from one or more locations to others, to balance (or calibrate) the model and make it represent reality more accurately. This is not uncommon, and has been necessary in the case of comparison and/or convenience goods when modelling Walsall Town Centre and the out-of-centre shopping destinations.

Thus for Walsall Town Centre, for example, use of the comparison goods market shares from the 2009 household interview survey without correction would result in an unrealistically high average sales density for the Town Centre. There is an approximate correlation between centre size (and, to some degree, quality of the retail offer) and average sales density, with larger centres generally having higher sales densities than smaller centres. This is the main reason why shop rental values are higher in larger centres than in smaller.

However, use of the survey results without correction would show a calculated sales density for Walsall Town Centre above the level predicated by centre size. We have therefore reduced the survey-indicated comparison goods market shares for every catchment zone by the market share correction factor of 95% indicated in the header to RECAP Model Table 8 (i.e. we have decreased them by 5% from the no-change default factor of 100%). In terms of convenience goods market shares in Walsall Town Centre, we have increased the survey-indicated market shares by the correction factor of 145% 122 indicated in the header of RECAP Model Table 8 (i.e. we have increased them by 45% from the no-change default factor of 100%). Adjustments for other shopping destinations modelled are indicated in the equivalent RECAP Model tables. In the case of out-of-centre shopping destinations, we have increased the comparison goods market shares because the survey-indicated comparison goods market shares result in unrealistically low sales.

These corrections to the 2009 survey-indicated market shares are based on our professional judgement, in the light of experience with undertaking a large number of such studies over many years.

DTZ I 323

¹²² Except for Zone 30 (i.e. the Walsall Town Centre zone) where a correction factor of 125% has necessarily been applied.

Appendix 6 – Transport Strategy Analysis

File Note: Bus Interchange Location and Bus Routeing

7 July 2015 Version 1.1 Issue



1 Introduction

As part of the Area Action Plan (AAP) Demand Study and Development Sites Assessment for Walsall town centre, Fore Consulting Ltd (Fore) have been appointed to look at the current public transport interchange options for the town and to review the current thinking in the light of the AAP viability review.

This technical note reviews the approach taken in previous work that considered future public transport interchange improvements, carried out in 2007 and 2013 variously by Centro, Walsall Council, and Network West Midlands, and re-assesses the locational requirements for Walsall in the future. It sets out any recommended changes to the current preferred option for interchange.

Finally this note examines the locations and timings of development likely to be brought forward and suggests any amendments to bus routeing to best support the emerging demand.

2 Current Situation

Walsall town centre currently has three public transport hubs: St. Paul's bus station, Bradford Place interchange, and Walsall rail station. St. Paul's and Bradford Place are both congested locations and impact upon the surrounding highway network (see photographs overleaf). These locations also have space constraints and do not currently meet capacity demand.

Some town centre bus services use heavily congested routes, such as the A454 and the A4148 Ring Road. Figure 1 shows the existing bus routes in Walsall Town Centre within the AAP boundary, as well as the two bus hub locations.



Plate 1: St. Paul's Bus Interchange



Plate 2: On-street Stops at St. Paul's Bus Interchange



Plate 3: Bradford Place Interchange





Much of the centre of Walsall is pedestrianised, and therefore is not directly accessible by bus, as shown in pink on Figure 2. Pedestrianisation is a key feature of Walsall town centre, and said by the AAP Issues and Options Report to be "critical to its economic success". Therefore, it is considered desirable to maintain the existing pedestrian areas, to retain trade in the town centre, and to allow those without a car access to required services. This approach will place constraints on future interchange options and any suggested alterations to bus routes.

3 Interchange Options

Work was undertaken in 2007 and 2013 to identify and shortlist potential sites or measures for increasing bus interchange capacity in the town centre. The outcomes of this work are summarised briefly below.

3.1 2007 Assessment

In 2007, ten options for long term public transport hub improvements were mooted, and reviewed by the following parties:

- Walsall Council;
- Centro responsible for delivery of public transport in the West Midands; and
- Network West Midlands (previously TWM) a partnership between bus operators, the Council and Centro.

In addition, four short term options and three supplementary options were reviewed. The latter could not bring significant improvements themselves, but could stand alongside other options to provide additional benefit.

The long, short and supplementary options were then scored subjectively on their performance against 21 aspects, such as number of bays which could be accommodated, visibility and requirements for highway improvements. The strengths and weaknesses as perceived by the three parties were then summaries an assessment matrix.

Four clear favourites for future interchange improvements were identified:

- 1. Bradford Place interchange redevelopment on existing footprint;
- 2. Bradford Place interchange redevelopment and extension into Jerome Retail Park;
- 3. Increased capacity at St Paul's bus station; and



4. Remote layover for buses using Bradford Place interchange on Caldmore Road and Vicarage Place.

Other sites considered were to be developed in to a Bradford Place-style interchange, with public space created at Bradford Place itself. However, all of these sites were rejected as they were either too far from the town centre to be a suitable option (with an ageing population, this was thought to reduce bus patronage), or were thought to increase congestion to unacceptable levels.

Ultimately, the option to redevelop Bradford Place interchange by altering the layout and extending in to Jerome Retail Park (see below) was chosen as the preferred way forward.





Minimal road improvements would be involved, but these were considered necessary regardless of development. Redevelopment would allow for 10 bus bays and space for five layover bays. At current there is no bus overlay provision for buses serving Bradford Place, which is given as the reason for the poor performance of the existing facility, hence the need for an enlarged footprint.

Remote layover provision on Caldmore Road and Vicarage Place was a highly regarded option by Centro, Walsall Council and Network West Midlands. However, the preferred option provides bus stands and bus layover space on the same site, and so remote layover is not required.

Although it would result in a significant increase in capacity, relocating all services via St Paul's bus station was thought to result in considerable re-routeing of services, congestion, air quality issues, increased journey time for southern services and interruption or loss of the pedestrian core, which the Council is keen to retain.



3.2 AAP Options

The AAP Issues and Options Report (April 2013) included a further appraisal of suggestions for improving bus interchange in Walsall. This included some additional sites when compared to 2007, presumably because more sites had become available for development in the intervening period. These options were appraised and then condensed in to the following three shortlisted options:

- 1. Redevelop St Paul's bus station with larger capacity (2007 Option 3);
- 2. Develop a new multi-modal facility at Station Street (new option, not suggested in 2007); and
- 3. Redevelop Bradford Place interchange to create larger capacity, including possibility of expanding into Jerome Retail Park (2007 Option 1 and 2).

These options are shown on Figure 3, and the Station Street location is shown below.





Following a detailed option appraisal, which included a view on how future development across the town was likely to take place, Centro recommended that the third option be taken forward as part of the implementation of the AAP. This would retain services on both sides of the central pedestrian area, without having to de-pedestrianise parts of the town centre or re-route buses.

Increasing capacity at St Paul's bus station was thought to fit well with the continuing regeneration of the north side of the town, particularly as the bus station also provides an access to employment, retail and Walsall College, and one centralised bus station with close proximity to the rail station would increase accessibility to the town centre.



However, if the interchange at Bradford Place was taken out of use, this would require large detours for buses, or the de-pedestrianisation of area around The Bridge. It would also have implications for neighbouring land uses.

An interchange at Station Street would maintain the presence of a southern interchange, and is closer to the middle of town, the rail station and taxis than the Bradford Place site, which it would replace. However, in the short/medium term this was not considered a viable option as double deck buses cannot pass under the low bridge at Bridgeman Street (see below).

Plate 6: Bridgeman Street Height Restriction



Without an alternative to the current low bridge, extensive infrastructure work or circuitous re-routeing would be required, which would significantly increase cost and bus journey times.

4 AAP Viability Review

Fore reviewed the option appraisal process already undertaken by Centro in the light of the AAP viability review and would conclude that there is no reason that the work done to date should materially change.

From a pure movement/access/integration point of view, and based around where the majority of the development sites are likely to be in the medium term, the Station Street site probably offers the best location of the three preferred options in the AAP Issues and Options Report, especially relative to recent developments in the town. However, there are significant issues with the low bridge on Bridgeman Street which mean that there are significant cost and bus journey time implications.



Longer term, with development of Council car parks to the east of the town, the St Paul's bus station option probably offers better accessibility, but the critical mass to support this will not be there immediately. Bus operators would need to see where demand was likely to come from before altering bus routes and serving new/expanded interchanges.

Therefore, the previously preferred option to redevelop and expand Bradford Place interchange into Jerome Retail Park is a sound option in the short/medium term, as it retains the presence of a south and north bus interchange, does not disturb pedestrianised areas and does not entail excessive bus re-routeing.

If St Paul's bus station is redeveloped and/or extended in the future, this should not replace the Bradford Place interchange, but instead add to the town centre public interchange offer. This ensures buses are not extensively re-routed, congestion around St Paul's bus station does not worsen and journey times for southern services do not increase. The existing pedestrianised areas of the town could also be retained, which is a strong desire of the Council.

5 Bus Routeing

Without subsidy or a strong business case, commercial operators are unlikely to alter routes to serve new developments, but the existing town centre bus routes seem to serve the development sites in the short and medium term fairly well.

Figure 4 shows bus routeing and the short, medium and long term development sites. The figure demonstrates that current future developments are well served by bus, although there will be benefit to buses better penetrating the longer term development sites on Council car parks to the east of the town centre. How these sites are best served by public transport will be a matter for the Council to take forward with individual site developers and bus operators at the appropriate time.

6 Railway Station Development

As noted above, from a pure movement/access/integration point of view, the Station Street site probably offers the best location for a combined town centre interchange, but constraints elsewhere on the highway network count against this site. It will remain, however, the location for the town's railway station, and planned electrification of the line as well as future service improvements mean that the role of the railway station in the town's "offer" will become increasingly important.

There are also proposals for a new rapid transit link between Walsall and Wolverhampton that will require a new platform and new parking facilities as the former is likely to be constructed using part of the existing car park on Station Street.



Whilst the access to the station through the Saddlers Centre is likely to remain, there is considerable scope for improvement to the entry/exit arrangements on Station Street. The current approach to the station is not particularly pedestrian-friendly (see below), and the station itself is somewhat hidden behind station out buildings.

Plate 7: Station Street Approach



The electrification and rapid transit projects, together with the development proposals considered within the AAP Viability Study for the Station Street area (which include a hotel), should drive increased footfall at the station, and in this area in particular. This could provide the opportunity to look at surface level entrance to the station from Station Street, providing new pick-up/drop-off and taxi facilities, as well as some small retail units, all with a much more open frontage.

Such an approach would complement the development proposals for the area, as well as build on an emerging approach elsewhere across the UK to realise the commercial opportunities of railway land adjacent to railway stations and platforms. The Council should ensure that such opportunities are examined through the further development of the electrification and rapid transit projects.

7 Summary and Conclusions

Many and varied sites for enhancing public transport interchange in Walsall town centre were considered in optioneering exercises in 2007 and 2013. In both instances, the preferred option was to redevelop the existing Bradford Place interchange and extend into Jerome Retail Park. This will increase the number of bus stands available, and will provide five bus layover spaces - bus layover has not previously been accommodated at Bradford Place, which is given as the reason for its poor performance. Furthermore, this scheme will protect the current pedestrianised area in the town centre.

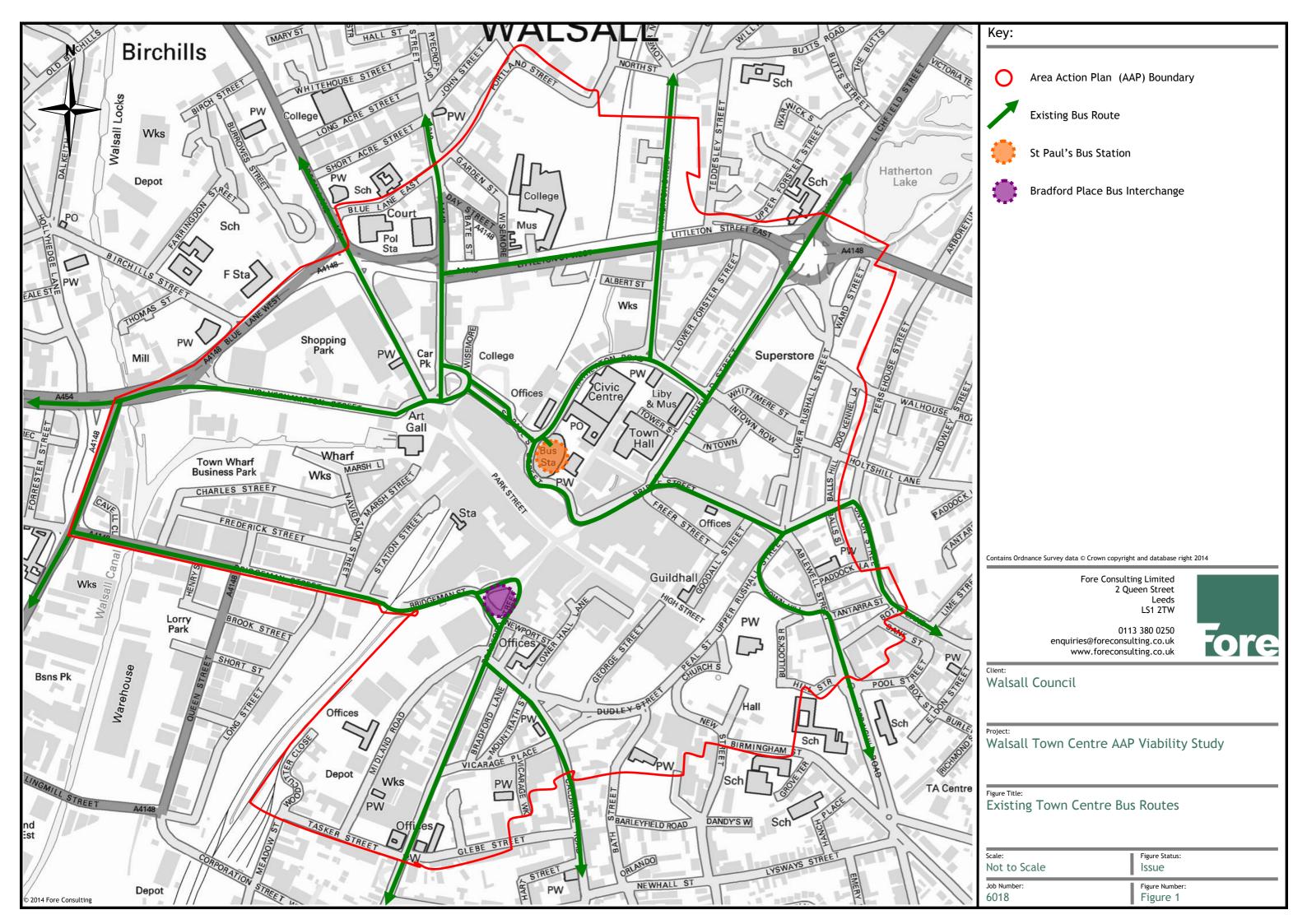


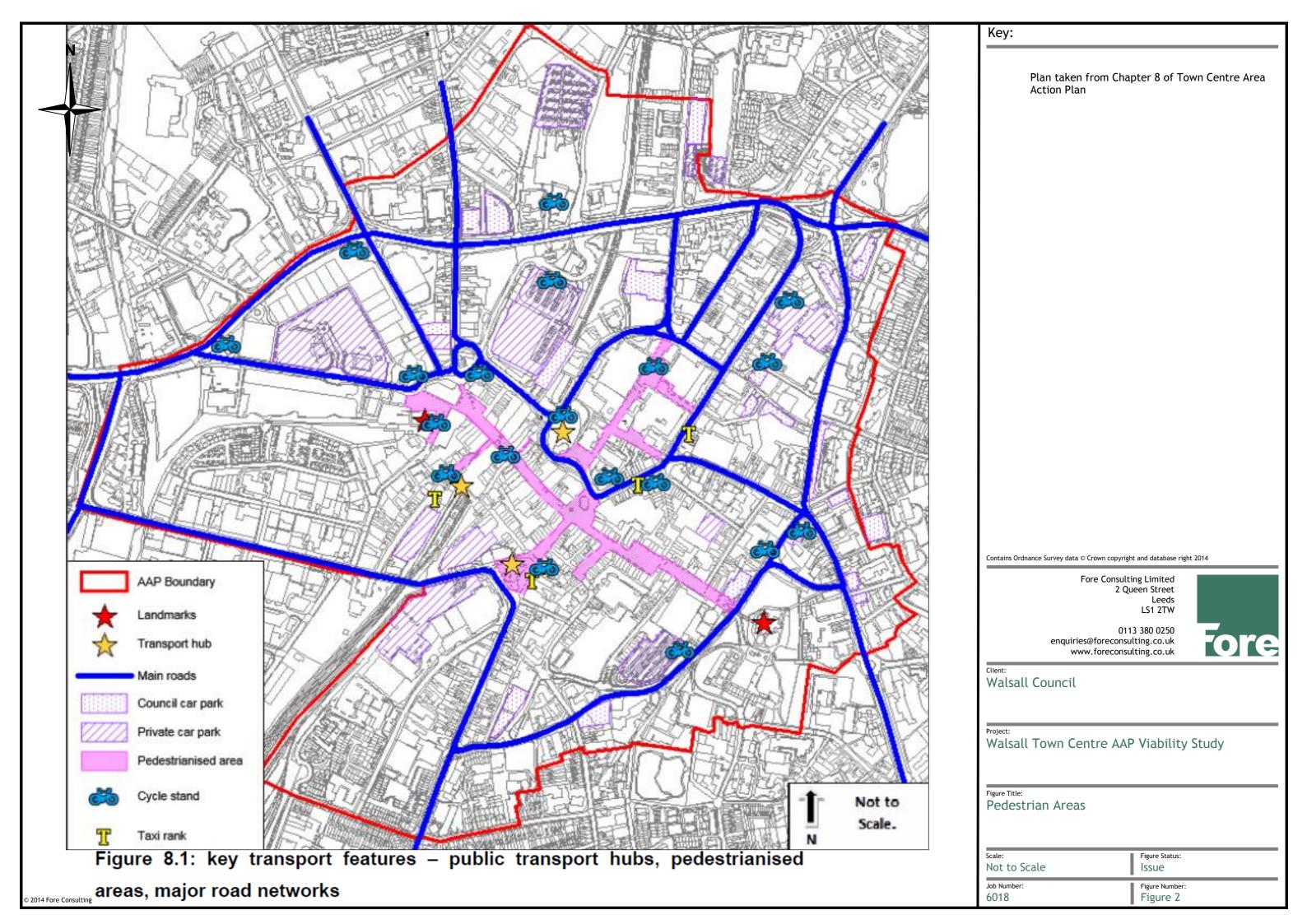
It is Fore's view that the outputs from the AAP viability review will not affect the suitability of this option.

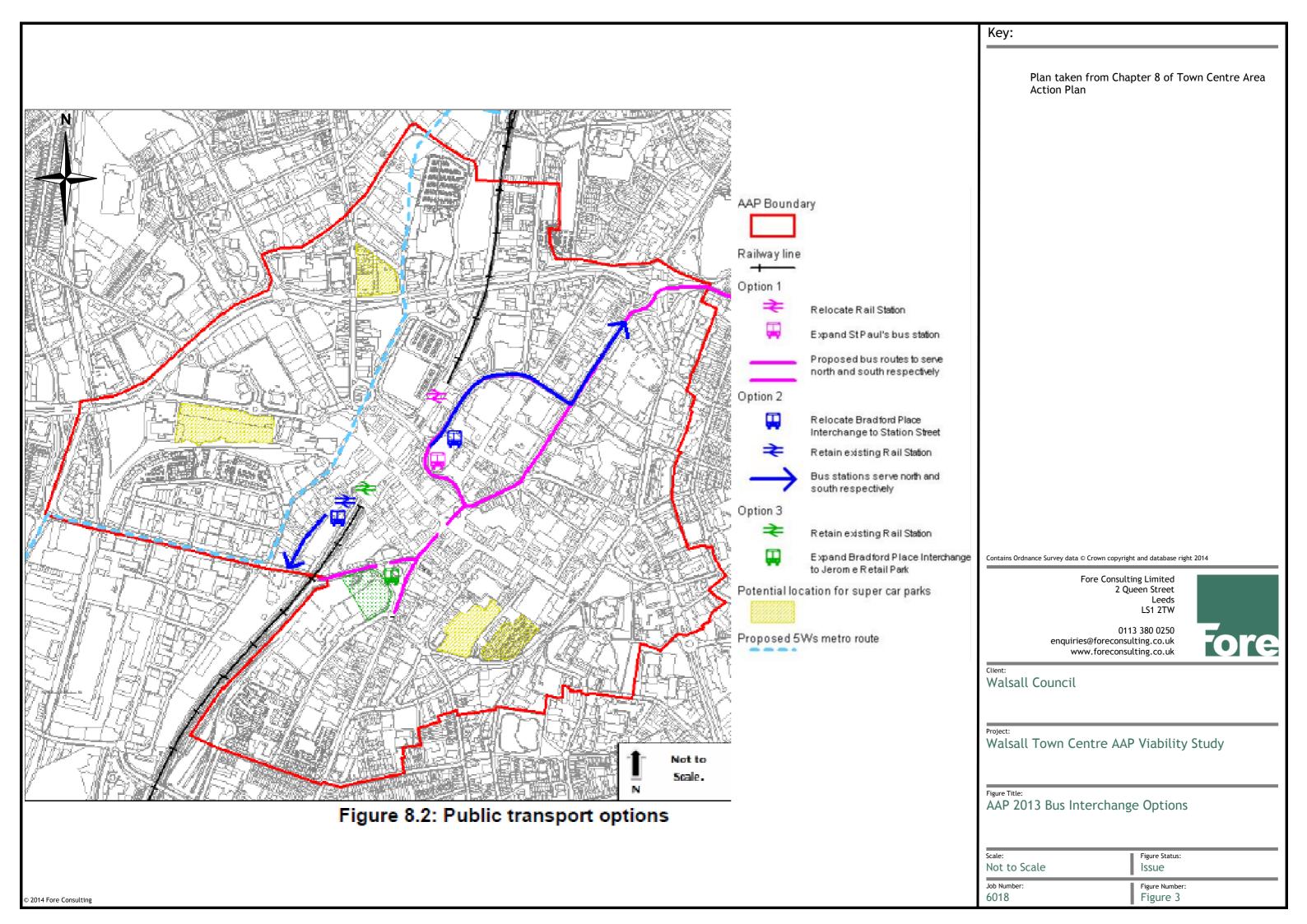
In the longer term, especially if development takes place on the Council car park sites in the east of the town, redevelopment and possible extension to increase capacity at St Paul's bus station should be considered.

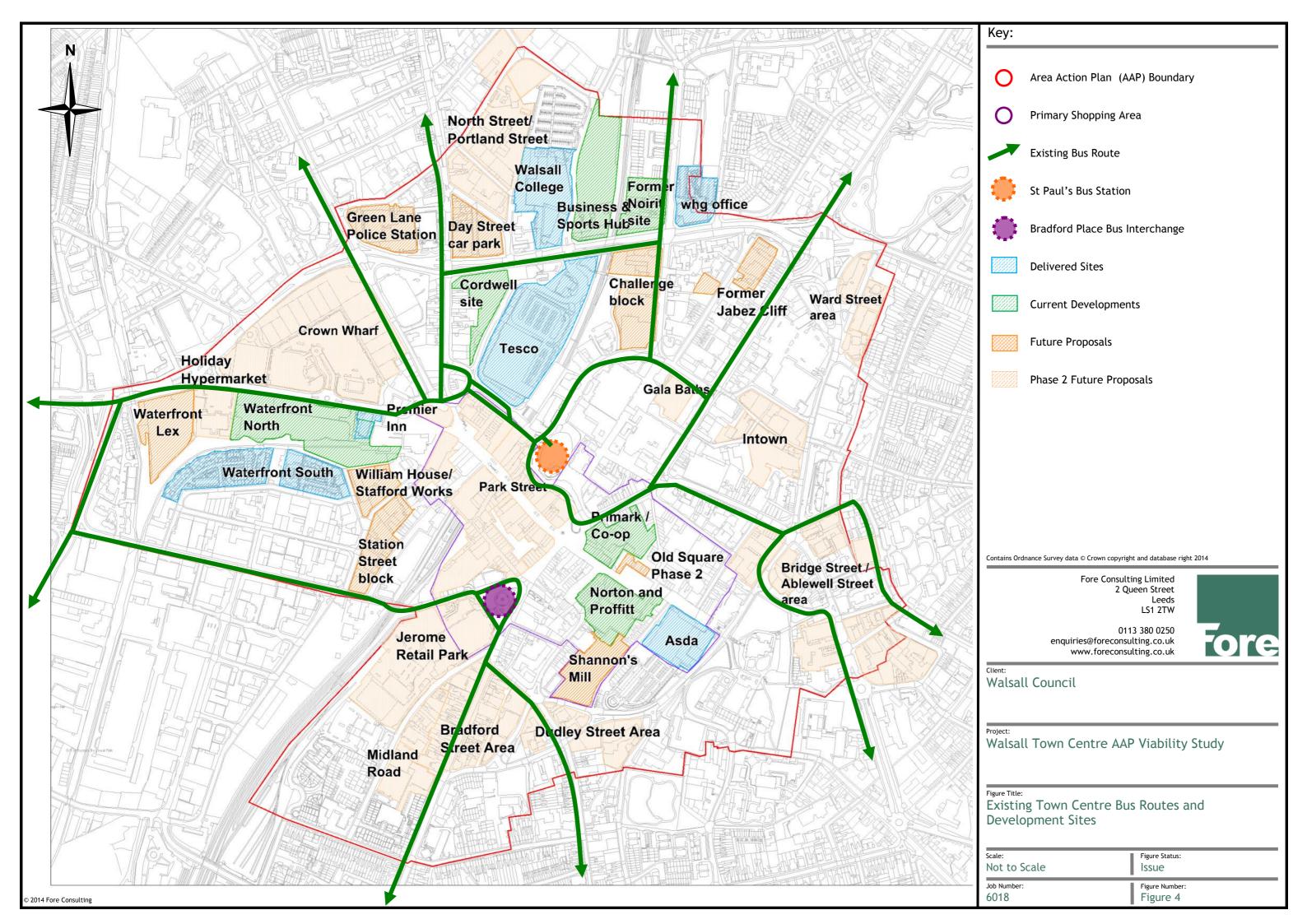
Existing and proposed developments are adequately served by bus, however in the future, more bus penetration to sites in the east will be beneficial.

Finally, the Council should ensure that opportunities to realise the commercial potential of railway land adjacent to the existing railway stations and platforms are examined through the further development of the electrification and rapid transit projects, complementing the development proposals for the area and possibly providing a new entrance to the station from Station Street, with a much more open frontage than at present.









File Note: Car Parking

7 July 2015 Version 1.2 Issue



1 Introduction

As part of the Area Action Plan (AAP) Demand Study and Development Sites Assessment for Walsall town centre, Fore Consulting Ltd (Fore) have been appointed to look at the draft car parking strategy for the town and to review this strategy in the light of the AAP viability review.

This technical note builds on work undertaken for the draft "Walsall Town Centre Car Parking Strategy - Area Action Plan Preferred Options Stage". It reviews and endorses the approach taken in that report and then, looking in more detail at each of the sites in the AAP viability review and re-assesses the parking requirements for Walsall in the future. It sets out any recommended changes to the strategy. The revised Car Parking Strategy will be adopted as Council policy alongside the AAP.

Finally this note examines the locations and timings of development likely to be brought forward and suggests locations for car parks to best support the emerging demand.

2 Current Situation

The Draft Car Parking Strategy took a strategic approach to car parking in the town centre with the aim of making Walsall an accessible and attractive place to live, work, shop and invest.

The draft strategy identified that there are currently a total of 5,357 parking spaces in the town centre, of which 1,346 are operated by the Council and 4,225 are operated by private bodies. Over the six months to April 2014, the busiest day saw 3,796 of the spaces occupied, or around 70% of the total.

3 Draft Car Parking Strategy Demand Calculations

The busiest day figure of 3,796 was taken as the baseline demand for the calculation of future need. Added to this, the draft strategy notes that there is expected to be a need for an additional 320 spaces to accommodate Council staff relocated from the Civic Centre, but that development opportunities within the next 18 months (from April 2014) would provide a further 108 publicly available spaces. This adds demand for a further 212 spaces in total to the baseline.

1



Finally, the Council expressed a wish to ensure that there was sufficient "slack" in the system to cater for times of peak demand. To this end, an assumed 15% was added to any demand calculations for future provision, and this seems reasonable.

To calculate future car parking demand, the draft strategy then made two main assumptions:

- Increased demand would be generated by eight major development opportunities, and, save for Old Square Phase 2, each of these was assumed to be B1 office development for the calculation of parking demand;
- Although much of this parking would be provided within development sites, there
 would also be a need for residual town centre parking, and this was calculated as 25%
 of the overall total demand from the new developments.

This gave an estimate of total demand from the delivery of development opportunities of 3,529 parking spaces, which translated into a town centre parking demand of 882 spaces. Again, this seems a reasonable approach. Balanced against that, the draft strategy also assumes that the Council embarks on a policy of disposal of its smaller car parks, where site conditions will allow, such that it would be left with only four car parks across the town, with a total of 214 spaces.

Adding this to the baseline gave a forecast shortfall of 1,201 spaces across the town over the next 5-10 years, with the recommendation to pursue a new multi-storey car park of 400-500 spaces within the initial period of the AAP. Following this, a further one or two multi-storey car parks would be required to meet demand generated by additional development.

The draft strategy considered the locational requirements for new car parks and took into account a number of factors, including ownership, accessibility to other modes of transport, traffic management, and opportunities to encourage regeneration and enhance footfall to certain parts of Walsall. There was an acknowledgement that there is a lack of parking provision in the north and east of the town centre, and that new multi-storey car parks in these areas would be desirable. This note endorses the Draft Car Parking Strategy and uses its methodology as a basis for further assessment.

4 AAP Viability Review

Based on the viability assessment for the 24 sites across the town centre, the car parking requirements in the draft strategy have been reviewed and updated, albeit retaining the same basic calculation method used, as this was felt to be sound. For each site, Walsall Council's parking standards (UDP Policy T13) have been applied to the land use type and area proposals to give a more up-to-date assessment of future parking need. For the purpose of residential parking requirements, it has been assumed these are all to be



provided on site and therefore are excluded from the calculations. Table 1 below summarises the parking requirements for each site.

Table 1: Car Parking Requirement for Development Sites

1 0	Car P	arking Spaces Re	quired		
Location	Short	Medium	Long		
Old Square Phase 2	161	0	0		
Old Square Phase 3	0	463	0		
Shannons Mill	0	0	0		
Norton & Proffitt	0	359	0		
Challenge Block	0	292	0		
Day Street	0	299	0		
Green Lane	0	462	0		
Jabez Cliff	13	0	0		
North Portland	0	0	456		
Cordwell	78	78 0			
Ward Street	0	0	77		
Waterfront North	603	603 0			
Waterfront Lex	0	36	0		
Holiday Hypermarket	0	0	0		
William House, Stafford Works, Station Street	0	56	0		
Park Street	0	0	0		
Crown Wharf	0	0	0		
Gala Baths	0	0	184		
Intown	0	0	0		
Bridge, Ablewell Street	0	0	48		
Jerome Retail	0	67	0		
Midland Road	0	15	0		
Bradford Street	0	0	0		
Dudley Street	0	0	0		
Total Spaces Deguired	855	2049	766		
Total Spaces Required		3670			



Table 2 below shows the number of spaces that need to be provided in public car parks based on the assumption that 25% of development parking demand would need to be met off site in public car parks.

Table 2: Car Parking Spaces Required in Public Car Parks

Walsall Town Centre Viability Assessment	Spaces Required	25% in Public Car Parks
Short Term (to 2020)	855	214
Medium Term (2020 - 2025)	2049	512
Short plus Medium Terms (to 2025)	2904	726
Long Term (2026 -)	766	191
All	3670	917

Based on the AAP viability review proposals, the total requirement for development parking spaces is forecast to be 3,670 over the 20 year time horizon. However, looking at the short to medium term (to 2026) to broadly match the draft strategy, the overall demand is forecast to be 2,904 spaces (compared with 3,529). Applying the same 25% factor, this gives a public car parking requirement of 726 (compared to 882), with an overall forecast shortfall of 1,021 spaces. Table 3 shows this calculation.

Table 3: Future Car Parking Shortfall Calculation

	Draft Car	Walsall Town Centre AAP Viability Review					
	Parking Strategy	Short Term	Short plus Medium Terms	All			
Busiest occupancy	3796	3796	3796	3796			
Additional Council Staff	320	320	320	320			
Additional requirements through delivery of development opportunities	882	214	726	917			
Plus 15% additional provision	750	649	726	755			
Total anticipated demand	5748	4979	5568	5788			
Currently privately owned spaces	4225	4225	4225	4225			
Council owned spaces - those which cannot be redeveloped	214	214	214	214			
Additional cinema scheme spaces	108	108	108	108			
Anticipated parking supply	4547	4547	4547	4547			
Cumulative Shortfall	1201	432	1021	1241			



From the table it can be seen that, compared with the draft strategy, the forecast shortfall is similar, accepting that parking demand will vary as development takes place.

In the short term (to 2021), the additional demand from development is forecast to be only 855 parking spaces, of which 25%, or 214 spaces, would need to be provided in public car parks. This would nominally give a shortfall of 432 spaces using the same calculation as above, but it is unlikely that the Council would dispose of all of the 1,132 spaces currently provided in the smaller car parks in the next five years. Therefore, it would appear that there is no immediate need for a new car park within the initial AAP period.

Since the draft strategy was prepared, more information has come to light on the medium to long term costs of maintaining the Hatherton Street multi-storey car park, in particular the high costs of simply slowing the rate of deterioration of the existing concrete structure. Ideally, the complete structure should be removed, but issues with slope stability for the railway below are likely to mean that this is impractical. Therefore, the best option is likely to be demolition to base level, and use for a limited amount of car parking at that level. This would leave a further shortfall of around 300 spaces.

It is also important to recognise that, whilst the assumption of providing for 25% of the overall demand for development-related car parking across the town centre is sound at present, as this is related to the more certain developments coming forward, this will need to be reviewed and amended as necessary over time as there is more confidence over the full scale of development through the AAP.

Based on these two uncertainties, and with a view to the Council taking a pro-active approach to place greater emphasis on the need for short stay car parking to serve the whole of the town centre, including individual developments of all types, in order to encourage increased lengths of stay at various locations across the town, early action is recommended on the design and possibly even the construction of a new car park in the period up to 2021. This would also provide sufficient slack in the system to dispose of the smaller car park sites without causing disruption to parking and/or disincentives to development and investment.

It is therefore concluded that the recommendations of the draft car parking strategy remain valid following the AAP viability review, that is:

- two new multi-storey car parks of around 500 spaces each are required by 2026; and,
- development of one of these new facilities should be pursued within the next five years in order to facilitate the disposal of other sites.

The AAP viability review considers developments coming forward up to 2045. Over the long term, beyond 2026, it is anticipated that there would be an additional demand of 191



spaces (giving a total cumulative shortfall of around 1,241 spaces). A further car park is likely to be required should all anticipated sites come forward for development.

5 Location of New Car Parks

The draft car parking strategy identified that, if the town is split into four quarters, the lack in current provision was for people arriving along the A461/A34 corridors and from the east, as shown in Figure 1. The figure also shows those Council car parks that are <u>not</u> part of the disposal plans.

Day Street/Challenge Block and Intown Row were identified as suitable locations for new multi-storey car parks in the draft strategy (see photographs below and overleaf). These locations were thought to match the need to improve accessibility for the town centre whilst minimising the impact on the strategic highway network and on noise/air quality within the town centre.

Plate 1: Day Street



Plate 2: Challenge Block





Plate 3: Intown Row



The development site assessments undertaken as part of the AAP viability review for each of the Day Street and Challenge Block sites, set out what is considered to be the most viable use of each site in development terms. In transport and accessibility terms, each site has its own advantages and disadvantages when considering a suitable location for a new car park. These are summarised in the Table 4 below.

Table 4: Advantages and Disadvantages of Challenge Block and Day Street Sites

Site	Advantages	Disadvantages
Challenge Block	 Accessible from the A461 and The Broadway Located south of the Ring Road, so better linkages to the town centre Council ownership Could be integrated with other potential site uses 	 Access issues with the right turn to/from Littleton Street Part of site may be needed for junction improvements to cater for turning traffic
Day Street	 Accessible from the A34 and the west Some scope for junction capacity improvements within existing footprints 	 Located north of the Ring Road, so pedestrians would need to cross the road to access the town centre Multiple site ownerships Possible conflicts with other potential site uses

Although both sites have potentially significant disadvantages to overcome, the ability of the Council to deliver a super car park seems better at this stage at the Challenge Block site, given the site ownership and the way that a car park could be integrated with other potential uses to aid delivery. Siting the car park south of Littleton Street would also



provide better linkages to the town centre, and hence fit with the strategy of encouraging short stay parking within the town as part of the AAP.

However, should it not be possible to bring forward the Challenge Block site, then Day Street is the next best alternative. Again, the fact that there are still a number of obstacles to delivering a new car park in this area is another reason why work needs to start as soon as possible to bring forward the first super car park.

In the medium/long term, particularly with some uncertainty over the future availability of spaces at Hatherton Street, a second super car park will be needed. Intown Row is also considered to be suitable for redevelopment as a multi-storey car park, as narrow access may restrict other uses and a multi-storey car park could take advantage of the level differences across the site.

Providing a new car park at Intown Row would require access improvements on Lower Rushall Street and Lichfield Street, and it will be important that this site is brought forward in a pro-active manner rather than one led by the type of informal car parking arrangements that have been seen in the past. This suggests again that, although the need for such a car park is not immediate, more detailed work on the improved accesses and possible layouts should be undertaken soon.

Having regard for the likely timing of the developments, the AAP viability review indicates that a new car park to the north of the Town Centre would be closer to increased demand in the short/medium term, with a new car park to the east following in the medium/long term as development takes place in the adjacent Council car park sites.

However, when keeping the car parking strategy under review, the Council may wish to consider whether a more interventionist policy may be applicable, that is, providing spaces to the east of the town centre first, in order to try and increase footfall in that part of the town centre and thereby act as a catalyst to bring forward sites in that area, such as Paddock Lane, Ablewell Street and Upper Rushall Street.

Although the car parking strategy is based on the encouragement of short stay parking within the town centre, any reduction in spaces at Hatherton Street is likely to increase pressure on long stay spaces, and so the Council may consider allocating some of the upper floors in the new car parks for long stay parking (with differential charging rates) to make best use of the new asset and complement the office-related elements of the AAP. An initial suggestion would be to allocate around 30% of the spaces for long stay, based on relative demand, although this figure should be reviewed and finalised as more detail emerges around the future office developments in the town centre.



6 Delivering New Car Parks

The draft strategy notes that the Council has considered a number of delivery mechanisms for providing new car parks. These include "options to provide additional spaces directly, or by setting up a new public-private sector partnership/joint venture company with the Council." With any joint venture, the private sector will be looking to the Council to commit resources. The draft strategy states that "the ring fencing of capital receipts for the disposal of current car parks would be one way in which resources could be brought to the project."

Looking more specifically at the sites recommended for multi-storey car parks in this note, different delivery mechanisms are likely to be appropriate for each site.

A new multi-storey car park at Challenge Block, with publically available spaces, could be delivered either as a joint venture or as part of the development masterplan for this site. Here, parking demand would be comparatively high and could generate sufficient revenue to be attractive to a private sector developer partner from the outset. The Council's input in this location is likely to be best focused on providing the land for a new car park, as well as ensuring that the principles of the car parking strategy are upheld through any development masterplan for the site.

At Intown Row there is less likelihood of private sector involvement. In the short and medium terms, parking demand is likely to be lower in this area due to the existing and proposed mix of uses and the anticipated timeframe for redevelopment. Construction and operation of a new car park would therefore be less attractive to the private sector in the short to medium terms given a lack of an immediate revenue stream. Hence, the Council's intervention at Intown Row is likely to be more substantial, and include funding of the construction of any new car park, which may make early delivery more problematic.

Timing the involvement of the private sector in any discussions regarding the delivery of new car parks is difficult. At present, there may not be much interest, particularly when recent multi-storey car parks of a similar size in town centres have required a daily charge of around £6 to break even, which is double the current long stay charge in a Council car park.

There is more opportunity at Challenge Block than at Intown Row to address at least part of the current gap in viability by bringing forward the car park alongside other uses. On the other hand, there might be advantages to the Council in bringing forward a new car park at Intown Row earlier in the AAP plan period by rationalising Council car parking to a single site and using the capital receipts to part-fund the new facility.

Provision of a new car park in this part of the town centre is also likely to increase footfall, thereby increasing the attractiveness of the area to new businesses and encouraging



further private sector investment. It would also provide parking for nearby Gala Baths, which has been identified for leisure use in the AAP viability review.

7 Impact of Car Parking on Town Centre Viability

Maintaining both short stay and long stay parking capacity close to the town centre is important to retain the attractiveness and viability of Walsall as a place to work, shop and invest. However, an oversupply of parking can discourage people from using more sustainable transport modes. To maintain a balance, additional parking should come forward and only be made available if the timing of developments results in a reduced number of parking spaces. As sites come forward, the parking calculations outlined above can be re-run to test the supply and demand of car parking and help ascertain any shortfall or oversupply.

Similarly, parking charges should be monitored to ensure parking revenue is maintained. By managing the supply and cost of town centre parking a gradual reduction in long-stay commuter demand can be achieved, whilst at the same time supporting the local economy with short-stay car parking provision for retail, leisure and commerce.

Car parking is desirable for commercially viable office development; many investors will only look for sites with parking. Walsall UDP sets out maximum parking standards and states "developers must... demonstrate in all cases... that the development will provide adequate on-site car parking to meet its own needs, and that there will be no adverse effect on highway safety and the environment." It also states that "in the Town and District Centres, the Council will negotiate an appropriate level of parking provision with developers". Commercial development should be appraised on a site-by-site basis as already set out in local and national policy.

As part of the ongoing monitoring of the car parking strategy, there may be other opportunities for temporary car parking as sites are cleared, and the Council may look to use some cleared sites to help implement the strategy as the issues relating to the new super car parks are worked through. Indeed, it may be possible to seek contributions from the Local Growth Fund for such activity, showing how the clearance of a site brings forward private sector investment whilst providing some financial return in the interim period.

Provision of new public parking in the east of the town centre would enhance the viability of the Council car park sites in that area. In addition to this, consolidating smaller Council-run car parks to a single site will make parking easier to find and therefore reduce the amount of circulating traffic in this part of town.

Looking at the town centre as a whole, rationalising parking and providing well-signed, easily accessible car parks close to each of the approach routes would benefit both car drivers, through clearer wayfinding and identification of available parking, and pedestrians



and cyclists through a reduction in circulating traffic and resultant noise/air pollution. The effect of this would therefore be to make the town centre cleaner, more accessible, and therefore ultimately more viable.

In particular, a dynamic parking system, providing live information on space availability, would support the car parking strategy, and help address any issues with the changes to car parking as the AAP is implemented. The purpose of such a system would be to make the town a more attractive place to visit, to make parking more convenient for people and to avoid rat-running through and around the town centre, supporting the accessibility and public transport improvements proposed. Funding for the base system is likely to be required from the Council's capital programme, but incremental additions could be required as part of individual planning permissions.

8 Sustainable Transport as an Alternative to Parking

Alongside the overall car parking strategy, initiatives to promote sustainable travel would help reduce demand for parking. By working with new and existing town centre employers to put 'Workplace Travel Plans' into practice, mode shift can be achieved away from single-occupancy private cars towards car sharing and other sustainable travel modes. This would reduce the demand for long-stay parking in the town centre and the impact of these measures on car parking should be reviewed as the Car Parking Strategy is implemented.

It is recommended that any new car parks include adequate provision for recharging of low emission, electric vehicles, as part of an overall strategy to increase the take-up of these vehicles in Borough.

Car clubs are another initiative that can reduce the demand for parking, which would be particularly effective for town-centre residential sites. By effectively sharing cars, car ownership is suppressed and the requirement for parking is reduced. New car parks should include spaces dedicated to car club vehicles.

9 Potential Future Use of Car Park Disposal Sites

As indicated above, the draft strategy suggests that the Council embarks on a policy of disposing of 15 of its existing 19 car parks within the town centre. Of these 15 car parks, only Stafford Street/Green Lane is not attached to one of the sites that is either recommended for new car park provision, or a potential development site. As this site is adjacent to an existing private car park, combining the two could be a disposal option.

The Intown Row area was identified as one of the two recommended locations for new multi-storey car parks, and so the disposal of these sites should be viewed as part of the delivery mechanisms described above.



The remainder of the car parks identified for disposal are all within one of the sites considered as part of the AAP viability review, and so their future use, and any potential capital receipts, has been considered as part of the site-by-site assessment.

10 Summary and Conclusions

This file note has provided a review of work previously carried out for the AAP and looked in more detail at the likely parking demand associated with the development of 24 sites being assessed as part of the AAP viability review.

Car parking within the town centre is an integral part of the AAP, and the Car Parking Strategy that will be part of the AAP needs to complement development proposals, rather than conflict with them, as this is likely to provide the best chance of future situation that is both deliverable and viable. Key to this is concentrating on the provision of short stay spaces in the town centre that can be used by multiple developments, but not losing sight of the need to replace long stay spaces that may be lost, as well as providing for the office-related developments within the AAP.

Having reviewed the draft car parking strategy, many of the fundamental elements are still sound as a basis for inclusion within the AAP, and there is likely to be no shortfall in the number of parking spaces required in the short term, assuming that the Council is unlikely to dispose of all the smaller car parks under their control. The basis of the calculations in the AAP were found to be sound and the conclusions of that report are applicable in the context of this review, although exact numbers of car parking spaces required are slightly different.

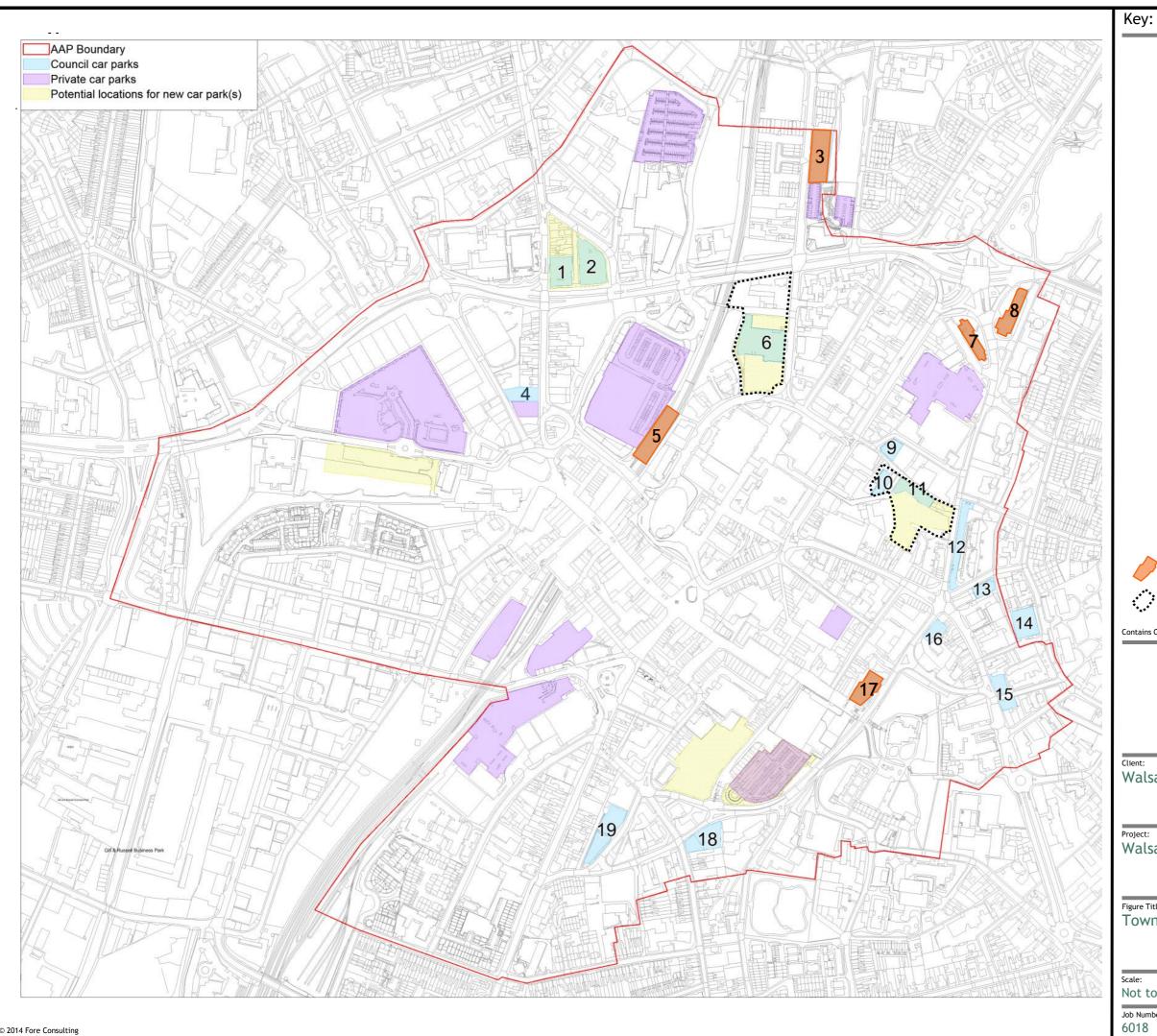
However, work needs to start as soon as possible on firming up the medium and long term elements of the Car Parking Strategy. In particular, the following recommendations are made:

- The Council commences work on the location and design of a new 500 space multistorey car park that would help facilitate disposal of its smaller car parks and offset the impact of an early reduction in spaces at the Hatherton Street multi-storey;
- The preferred site for the new car park is at Challenge Block, to complement the development most likely to come forward on this site;
- Should the more detailed work on Challenge Block show that this site is not deliverable, then the site at Day Street should be considered as an alternative;
- Construction of another 500 space multi-storey car park would help meet the medium/long term needs of the town centre, and the Intown Row site is considered most suitable for the second car park;



- More detailed work should also be undertaken for Intown Row, should there be a significant delay in the Challenge Block or Day Street sites, or if the Council wishes to bring forward Intown Row to encourage development of the sites in this area.
- The Council should look to develop a dynamic car park signing system to support the new Car Parking Strategy, allied to wider enhancements of signing and wayfinding across the town centre.

Overall, rationalising parking and providing well-signed, easily accessible car parks close to each of the approach routes would benefit both car drivers, through clearer wayfinding and identification of available parking, and pedestrians and cyclists through a reduction in circulating traffic and resultant noise/air pollution. The effect of this would therefore be to make the town centre cleaner, more accessible, and therefore ultimately more viable.



Plan taken from Walsall Town Centre Car Parking Strategy—Area Action Plan Preferred Options Stage, Draft 3—26/9/14

- Bate Street
- 2 Day Street
- Hatherton Street (secure)
- Stafford Street/Green Lane
- Hatherton Road Multi-storey
- Hatherton Street (Challenge Building)
- Walhouse Road
- Ward Street
- Whittimere Street
- In Town Row
- 11 In Town Row
- Lower Rushall Street
- 13 Warewell Street
- Paddock Lane
- Ablewell Street/Tantarra Street
- Upper Rushall Street
- 17 High Street
- 18 **Dudley Street**
- 19 Mountrath Street



Council car parks to be retained (all other car parks to be redeveloped)

Preferred locations for new car parks

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Walsall Council

Walsall Town Centre AAP Viability Study

Town Centre Car Parks

scale: Not to Scale	Figure Status:
Job Number: 6018	Figure Number: Figure 1

Appendix 7 – Site Assessment Appraisals

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.9	2.2	
Existing Building Footprint Site Coverage (%)			0%
Existing Building Average Height (Storeys)			1
Existing Building Gross Area		-	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	4,475	48,168	
Proposed Total Non Building Footprint (sq m/sq ft)	4,475	48,168	
Proposed Average Height (storeys)			5
Proposed Developable Building Area (sq m/sq ft)	22,375	240,842	
Development Period (years)			5
Residential as a % of total Building Area			75%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	16,781	180,632	201
Total Gross Non Residential Area (sq m/sq ft)	5,594	60,211	

Existing Use	Cleared Site
Proposed Lice	Pacidontial 8 same A2 / convenience retail 8 office element

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		12,586	135,474	85.0%	10,698	115,153	71	765	151
Affordable Residential		4,195	45,158	85.0%	3,566	38,384	71	765	50
Retail (A1)	0%	-	0	90.0%	0				
Offices (B1)	85%	4,755	51,179						
Restaurant, Cafe and Takeaway (A3, A4, A5)	15%	839	9,032	90.0%	755	8,128			
Industrial (B2/B8)	0%	-							
Non-residential Institutions (D1)	0%	-							
Assembly & Leisure (D2)	0%	-							
Car Parking (Ancillary)	0%		0	100.0%	0				
Non Residential (Non Specific)	0%								
Other 1			0		0				
Other 2			0		0	-			
Other 3			0		0	-			
Total		22,375	240,842	67.1%	15,019	161,665	71	765	201

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Value	Purchasers Costs	Capital Value
Private Residential	115,153					£ 185	£ 21,303,251		£21,303,251
Affordable Residential	38,384					£ 111	£ 4,260,650		£4,260,650
Retail (A1)	0	£ 12.00	£ -	6.5%	12	£ 185	£ -	£0	£0
Offices (B1)									
Restaurant, Cafe and Takeaway (A3, A4, A5)	8,128	£ 12.50	£ 101,605	6.5%	12	£ 192	£ 1,563,159	£85,693	£1,477,466
Industrial (B2/B8)									
Non-residential Institutions (D1)									
Assembly & Leisure (D2)									
Car Parking (Ancillary)	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	£0
Non Residential (Non Specific)									
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	161,665	£12.50	£101,605	6.5%	8	£ 168	£ 27,127,060	£85,693	£27,041,367

TOTAL REVENUE	161,665	£12.50	£101,605	6.5%	8	£	168	£	27,127,060	£85,693	£27,041,367
				Costs							
Build Costs				00010							
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost								Total Cost
Private Residential	12,586	£ 1,066	£ 13,415,351								£13,415,35
Affordable Residential	4,195	£ 1,066	£ 4,471,784								£4,471,78
Retail (A1)	-	£ 864	£ -								£
Offices (B1)	4,755	£ 1,100									£5,230,15
Restaurant, Cafe and Takeaway (A3, A4, A5)	839	£ 900									£755,15
Industrial (B2/B8)	-	£ 578									£
Non-residential Institutions (D1)	-	£ 1,100 £ 1.517	£ -			+					£
Assembly & Leisure (D2) Car Parking (Ancillary)	-	£ 1,517 £ 40	£ -			_					£
Non Residential (Non Specific)	•	£ 1,100				_					£
Other 1	-	£ 1,100	£ -			+					£
Other 2	 		£			+					£
Other 3			£ -			+					£
TOTAL CONSTRUCTION COSTS	22,375	1,067	£ 23,872,447								£23,872,44
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm	~ 20,012,441								420,012,44
Demolition Cost (area in gross sq m)	GIUSS AIEa (SQ III)	£ 50	ı		ı	_		_			£
Landscaping Costs (area in gross sq m)	4.475	£ 100				+					£447.500
Bridge Link Across Canal/creation of footpath	7,773	2 100				+					2441,500
along canal											£1,600,000
Walkway Linking Waterfront Lex and North											£500.000
Remediation Costs											£365.000
TOTAL DEVELOPMENT COSTS											£2,912,500
Compensation & Vacant Possession Costs											,,,-
Disturbance and compensation	T	1	ı	ı	ı	T					
Utilities liability											
Other Dev Cost 1											
Other Dev Cost 2											
TOTAL COMPENSATION & VACANT POSSESS	SION COSTS										£0
Fees & Associated Costs											
Professional Fees	@	10.00%		Including developm	ent management	fees (all as	a % of	ouild co:	sts)		£ 2.387,245
Section 106 Costs	@	£ -									£ -
Site Servicing Cost per acre	@	£ 100,000		per acre							£ 221,065
Marketing	@	2.00%		of GDV of private re							£ 426,065
Residential Sales Agency fee	@	1.00%		on private residentia							£ 213,033
Residential Sales Legal fee	@	0.50%		on pirvate and affore		units					£ 127,820
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD\	/						£ 22,162
Agency letting fee	@	10.00%		on commercial rent					£ 10,161		
Agency legal fee	@	5.00%		on commercial rent							£ 5,080
Other Fees											
TOTAL FEES & ASSOCIATED COSTS											£3,412,630
CIL	Charge pe	r sq m	Sq m/Unit								
Residential	£ 7		10,698	per internal sq m							£ 71,964
											l
TOTAL CIL											£71,96
'Below the line' costs											
Contingency	@	15.00%		on all costs							£ 4,540,431
Profit on Cost	@	18.00%		blended rate for priv	ate and affordabl	e					£ 6,265,795
TOTAL BELOW THE LINE COSTS											£10,806,226

TOTAL COSTS INC FINANCE	£41,544,474
Gross Residual Land Value	-£15,344,287

6.50%

TOTAL COSTS PRE FINANCE Finance Costs

Bradford Stroo

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	2.115	5.224	
Existing Building Footprint Site Coverage (%)			40%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	16,920	182,125	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	8,460	91,063	
Proposed Total Non Building Footprint (sq m/sq ft)	12,690	136,594	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	16,920	182,125	
Development Period (years)			15
Residential as a % of total Building Area			70%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	11,844	127,488	142
Total Gross Non Residential Area (sq m/sq ft)	5,076	54,638	

Existing Use	Retail, Office, Leisure, some residential at upper floors, Car Parking
	Existing Roadside Services and garages,
Proposed Use	Light Industrial & Residential

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		8,883	95,616	85.0%	7,551	81,273	71	765	106
Affordable Residential		2,961	31,872	85.0%	2,517	27,091	71	765	35
Retail (A1)	0%	-	0	90.0%	0				
Offices (B1)	0%	-	0	90.0%	0	٠			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0				
Industrial (B2/B8)	45%	2,284	24,587	90.0%	2,056	22,128			
Non-residential Institutions (D1)	0%		0	90.0%	0				
Assembly & Leisure (D2)	0%	-	0	90.0%	0				
Car Parking (ancillary)	35%	1,777	19,123	100.0%	1,777	19,123			
Non Residential (Non Specific)	0%	1,015	10,928	85.0%	863	9,288			
Other 1									
Roadside Services	20%	1,015	10,928	90.0%	914	9,835			
Other 3			0		0				•
Total		17,935	193,053	87.4%	15,676	168,739	71	765	142

Revenue										
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Val		Purchasers Costs	Capital Value
Private Residential	81,273					£ 139	£	11,276,679		£11,276,679
Affordable Residential	27,091					£ 83		2,255,336		£2,255,336
Retail (A1)	0	£ 35.00	£ -	6.3%	12	£ 231	£	-	£0	£0
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£		£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 20.00	£ -	7.0%	12	£ 286	£	-	£0	£0
Industrial (B2/B8)	22,128	£ 25.00	£ 553,205	8.0%	12	£ 313	£	6,915,066	£379,087	£6,535,979
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£	-	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£	-	£0	£0
Car Parking (ancillary)	19,123	£ -	£ -	0.0%	0	£ 8	£	148,050	£8,116	£139,934
Non Residential (Non Specific)	9,288	£ -	£ -	0.0%	0	£ 100	£	928,838	£50,919	£877,919
Other 1	0		£ -				£	-	£0	£0
Roadside Services	9,835	11.25		6.5%	12	173	£	1,701,414	£93,272	£1,608,141
Other 3	0						£	-	£0	£0
TOTAL REVENUE	168,739	£9.16	£553,205	5.7%	7	£ 138	£	23,225,383	£531,394	£22,693,989

				Costs			
Build Costs							
Type	Gross Area (sq m)	£ Per Sqm	Base Build Cost				Total Cost
Private Residential	8,883	£ 872	£ 7,746,864				£7,746,864
Affordable Residential	2,961	£ 872	£ 2,582,288				£2,582,288
Retail (A1)	-	£ 864	£ -				£0
Offices (B1)	-	£ 1,100	£ -				£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900					£0
Industrial (B2/B8)	2,284	£ 578	£ 1,320,268				£1,320,268
Non-residential Institutions (D1)	-	£ 1,100					£0
Assembly & Leisure (D2)	-	£ 1,517	£ -				£0
Car Parking (ancillary)	1,777	£ 40					£71,064
Non Residential (Non Specific)	1,015	£ 1,100	£ 1,116,720				£1,116,720
Other 1	-	£ 864	£ -				£0
Roadside Services	1,015		£ -				£0
Other 3	-		£ -				£0
TOTAL CONSTRUCTION COSTS	17,935	716	£ 12,837,204				£12,837,204
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm					
Demolition Cost (area in gross sq m)	13,536	£ 50					£676,800
Landscaping Costs (area in gross sq m)	12,690	£ 110					£1,057,500
Other Dev Cost 1							
Other Dev Cost 2							

Other Dev Cost 2							
Other Dev Cost 3							
TOTAL DEVELOPMENT COSTS							£1,734,300
Compensation & Vacant Possession Costs							
Disturbance and compensation							
Utilities liabilty							
Other Dev Cost 1							
Other Dev Cost 2							
TOTAL COMPENSATION & VACANT POSSESSI	ON COSTS						£0
Fees & Associated Costs							
Professional Fees	@	10.00%	Including developm	ent management f	ees (all as a % of b	ouild costs)	£ 1,283,720
0 1 100 0 1 -	0	^	and an area in the artiful and it is	access the seal house of	011	1	•

1					
@	10.00%	Including development management fees (all as a % of build costs)		£	1,283,720
@	£ -	per residential unit (exceptional item over and above CIL)		£	-
@	£ 100,000	per acre		£	522,405
@	2.00%	of GDV of private residential		£	225,534
@	1.00%	on private residential units		£	112,767
@	0.50%	on pirvate and affordable residential units		£	67,660
@	1.50%	on commercial GDV		£	98,040
@	10.00%	on commercial rent		£	55,321
@	5.00%	on commercial rent		£	27,660
					£2,393,106
	@ @ @ @ @ @ @	 € £ 0 £ 100,000 2.00% 0 1.00% 0 0.50% 0 15.0% 0 10.00% 	E	E	® £ per residential unit (exceptional item over and above CIL.) £ ® £ 100,000 per acce £ ® 2,00% of GDV of private residential £ ® 1,00% on private residential units £ ® 0,50% on private and affordable residential units £ ® 1,50% on commercial GDV £ ® 10,00% on commercial rent £

Other rees					
TOTAL FEES & ASSOCIATED COSTS					£2,393,106
CIL	Charge pe	r sq m	Sq m/Unit		
Residential	£ 7		7,551	per internal sq m	£ 50,792
TOTAL CIL					£50,792
'Below the line' costs					
Contingency	@	7.50%		on all costs	£ 1,276,155
Profit on Cost	@	18.00%		blended rate for private and affordable	£ 3,292,480

TOTAL BELOW THE LINE COSTS			£4,568,635
TOTAL COSTS PRE FINANCE			£21,584,037
Finance Costs	@	6.50%	£1,293,624
TOTAL COSTS INC FINANCE			£22,877,661
	l @	6.50%	£I

	Land Value	-£194,326	
			-£10,653
Residual Land Value -£183,673	nd Value	-£183,673	

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.207	3.0	
Existing Building Footprint Site Coverage (%)			24%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	5,794	62,362	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	5,432	58,464	
Proposed Total Non Building Footprint (sq m/sq ft)	6,639	71,456	
Proposed Average Height (storeys)			2.5
Proposed Developable Building Area (sq m/sq ft)	13,579	146,160	
Development Period (years)			15
Residential as a % of total Building Area			0%
Affordable Housing %			0%
Total Gross Residential Area (sq m/sq ft/units)	-	-	-
Total Gross Non Residential Area (sq m/sq ft)	13,579	146,160	

Purchasers Costs

Residual Land Value

Existing Use	Industrial, Parking, Cleared Site, Vacant Retail/Commercial
Proposed Use	Super Car Park

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Affordable Residential		0	0	85.0%	-		#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0				
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking (Ancillary)	0%	-	0	100.0%	0				
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Super Car park (multi-storey)	100%	13,579	146,160	90.0%	12,221	131,544			
Other 2			0		0				
Other 3			0		0	-			
Total		13,579	146,160	90.0%	12,221	131,544	#DIV/0!	#DIV/0!	#DIV/0!

Revenue									
Туре		Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)	elements discounted for rent free	Value	Purchasers Costs	Capital Value
Private Residential	0					£ 176			£0
Affordable Residential	0					£ 105	£ -		£0
Retail (A1)		£ 15.00	£ -	6.5%			£ -	£0	£0
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%			£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	£0
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Super Car park (multi-storey)	131,544					£48	£ 6,314,125		£6,314,125
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	131,544	£0.00	£0	0.0%		£ 48	£ 6,314,125	£0	£6,314,125

TOTAL REVENUE	131,544	£0.00	£0	0.0%		£ 48	£ 6,314,125	£0	£6,314,125
				Costs					
Build Costs				Costs					
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	-	£ 969	£ -						£0
Affordable Residential	-	£ 969	£ -					1	£0
Retail (A1)	-	£ 864	£ -					1	£0
Offices (B1)	-	£ 1,100	£ -						£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -						£C
Industrial (B2/B8)	-	£ 578	£ -						£C
Non-residential Institutions (D1)	-	£ 1,100	£ -						£C
Assembly & Leisure (D2)		£ 1,517	£ -						£C
Car Parking (Ancillary)		£ 40	£ -						£C
Non Residential (Non Specific)	-	£ 1,100	£ -						£0
Super Car park (multi-storey)	13,579	£ 300	£ 4,073,625						£4,073,625
Other 2	-		£ -						£C
Other 3			£ -						£0
TOTAL CONSTRUCTION COSTS	13,579	300	£ 4,073,625						£4,073,625
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							
Demolition Cost (area in gross sq m)	5,794	£ 50							£289,680
Landscaping Costs (area in gross sq m)	6,639	£ 100							£603,500
Other Dev Cost 1									
Other Dev Cost 2									
Other Dev Cost 3									
TOTAL DEVELOPMENT COSTS									£893,180
Compensation & Vacant Possession Costs									
Disturbance and compensation								1	
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSESS	SION COSTS								£0
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm	ent management	fees (all as a % o	f build costs)		£ 407,363
Section 106 Costs	@	£ -		per residential unit	(exceptional item	over and above C	IL)		£ -
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 298,129
Marketing	@	2.00%		of GDV of private re					£ -
Residential Sales Agency fee	@	1.00%		on private residentia					£ -
Residential Sales Legal fee	@	0.50%		on pirvate and affor		units			£ -
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD		·	-	<u> </u>	£ -
Agency letting fee	@	10.00%		on commercial rent					£ -
Agency legal fee	@	5.00%	ļ	on commercial rent					£ -
Other Fees			l	l				<u> </u>	
TOTAL FEES & ASSOCIATED COSTS									£705,492
CIL	Charge pe	r sq m	Sq m/Unit						
	1			L		·	-	<u> </u>	
Residential	£ 7		-	per internal sq m					£ -
									
								↓	
	1								<u> </u>
TOTAL CIL									£0
'Below the line' costs									
Contingency	@	7.50%		on all costs			-	<u> </u>	£ 425,422
Profit on Cost	@	18.00%		blended rate for private	vate and affordabl	е			£ 1,097,589
TOTAL BELOW THE LINE COSTS									£1,523,012
TOTAL COSTS PRE FINANCE									£7,195,308
Finance Costs	@	6.50%	l						£82,856

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	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.991	4.918	
Existing Building Footprint Site Coverage (%)			60%
Existing Building Average Height (Storeys)			1
Existing Building Gross Area	11,948	128,602	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	6,638	71,445	
Proposed Total Non Building Footprint (sq m/sq ft)	13,275	142,891	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	13,275	142,891	
Development Period (years)			5
Residential as a % of total Building Area			75%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	9,956	107,168	119
Total Gross Non Residential Area (sq m/sq ft)	3,319	35,723	

Existing Use	Retail & Leisure/Retail
Proposed Lice	Posidontial & Convenience Potail & Transport Interchange

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		7,467	80,376	85.0%	6,347	68,320	71	765	89
Affordable Residential		2,489	26,792	85.0%	2,116	22,773	71	765	30
Retail (A1)	45%	1,493	16,075	90.0%	1,344	14,468			
Offices (B1)	0%	-	0	90.0%	0	,			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0	1			
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking (Ancillary)	55%	1,825	19,647	100.0%	1,825	19,647			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0	-			
Other 3			0		0	-			
Total		13,275	142,891	87.6%	11,632	125,208	71	765	119

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum		Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	68,320					£ 139	£ 9,479,352		£9,479,352
Affordable Residential	22,773					£ 83	£ 1,895,870		£1,895,870
Retail (A1)	14,468	£ 15.00	£ 217,015	6.5%	12	£ 231	£ 3,338,698	£183,029	£3,155,669
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0	£ 22.50	£ -	8.0%	12	£ 63	63 £ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	19,647	£ -	£ -	0.0%	0	£ 8	£ 152,109	£8,339	£143,771
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	125,208	£6.36	£217,015	6.2%	6	£ 119	£ 14,866,029	£191,368	£14,674,662

			Costs					
Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
7,467	£ 872	£ 6,512,134						£6,512,134
								£2,170,711
1,493								£1,290,330
-		£ -						£0
-		£ -						£0
-		4						£0
-		4						£0
-								£0
1,825								£73,013
	£ 1,100	4						£0
-		~						£0
		_						£0
-		ı						£0
		£ 10,046,188						£10,046,188
								£448,031
13,275	£ 100							£995,625
								£1,443,656
ON COSTS								£0
	10.00%							
	7,467 2,489 1,493 - - - - 1,825 1,825 Gross Area (sq m)	7.467 £ 872 2.489 £ 872 1.493 £ 864 -	7.467 E 872 E 6.512,134 2.489 E 872 E 2,170,711 1.493 E 864 E 2,170,711 -	Per Sqm	Residence	Gross Area (sq m)	Cross Area (sq m)	Cross Area (sq m)

Professional Fees	@	10.00%		Including development management fees (all as a % of build costs)	£	1,004,619
Section 106 Costs	@	£ -		per residential unit (exceptional item over and above CIL)	£	-
Site Servicing Cost per acre	@	£ 100,000		per acre	£	491,839
Marketing	@	2.00%		of GDV of private residential	£	189,587
Residential Sales Agency fee	@	1.00%		on private residential units	£	94,794
Residential Sales Legal fee	@	0.50%		on pirvate and affordable residential units	£	56,876
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GDV	£	47,335
Agency letting fee	@	10.00%		on commercial rent	£	21,702
Agency legal fee	@	5.00%		on commercial rent	£	10,851
Other Fees						
TOTAL FEES & ASSOCIATED COSTS						£1,917,602
CIL	Charge pe	r sq m	Sq m/Unit			
Residential	£ 7		6,347	per internal sq m	£	42,696

				<u></u>	
TOTAL CIL					£42,696
'Below the line' costs					
Contingency	@	7.50%	on all costs	£	1,008,761
Profit on Cost	@	18.00%	blended rate for private and affordable	£	2,602,603
TOTAL BELOW THE LINE COSTS					£3.611.363

TOTAL COSTS PRE FINANCE			£17,061,505
Finance Costs	@	6.50%	£518,676
TOTAL COSTS INC FINANCE			£17,580,181

Gross Residual Land Value	-£3,074,040
Purchasers Costs	-£168,520
Residual Land Value	-£2,905,519

Bridge, Ablewell Stree

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	3.041	7.511	
Existing Building Footprint Site Coverage (%)			50%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	30,410	327,330	
Proposed Building Footprint Site Coverage (%)	Î		50%
Proposed Total Building Footprint (sq m/sq ft)	6,082	65,466	
Proposed Total Non Building Footprint (sq m/sq ft)	24,328	261,864	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	12,164	130,932	
Development Period (years)			15
Residential as a % of total Building Area			70%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	8,515	91,652	102
Total Gross Non Residential Area (sq m/sq ft)	3,649	39,280	

Existing Use	Leisure, Office, Multi-storey Parking, Retail, Industrial
Proposed Use	Existing tertiary Retail, Industrial, Residential

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		6,386	68,739	85.0%	5,428	58,428	71	765	76
Affordable Residential		2,129	22,913	85.0%	1,809	19,476	71	765	25
Retail (A1)	20%	730	7,856	90.0%	657	7,070			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%		0	90.0%	0				
Industrial (B2/B8)	40%	1,460	15,712	90.0%	1,314	14,141			
Non-residential Institutions (D1)	0%		0	90.0%	0				
Assembly & Leisure (D2)	0%	-	0	90.0%	0				
Car Parking	40%	1,460	15,712	100.0%	1,460	15,712			
Non Residential (Non Specific)	0%		0	85.0%	0				
Other 1			0		0				
Other 2			0		0				•
Other 3			0		0				
Total	,	12,164	130,932	87.7%	10,668	114,827	71	765	102

Revenue									
Туре	Net Area (sq ft)		Rent Per Annum	Gross Initial Yield	Rent Free Period (months)		Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	58,428					£ 185	£ 10,809,261		£10,809,261
Affordable Residential	19,476					£ 111	£ 2,161,852		£2,161,852
Retail (A1)	7,070	£ 15.00	£ 106,055	6.5%	12	£ 231	£ 1,631,615	£89,446	£1,542,169
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	14,141	£ 22.50	£ 318,165	8.0%	12	£ 281	£ 3,977,062	£218,024	£3,759,038
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking	15,712	£ -	£ -	0.0%	0	£ 8	£ 121,640	£6,668	£114,972
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	03
Other 1	0						£ -		03
Other 2	0						£ -		03
Other 3	0						£ -		£0
TOTAL REVENUE	114,827	£11.49	£424,220	7.4%	6	£ 163	£ 18,701,431	£314,138	£18,387,292

				Costs			
Build Costs							
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost				Total Cost
Private Residential	6,386	£ 969	£ 6,188,131				£6,188,131
Affordable Residential	2,129						£2,062,710
Retail (A1)	730	£ 864	£ 630,582				£630,582
Offices (B1)	-	£ 1,100	£ -				£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900					£0
Industrial (B2/B8)	1,460	£ 578	£ 843,695				£843,695
Non-residential Institutions (D1)	-	£ 1,100					£0
Assembly & Leisure (D2)	-	£ 1,517	£ -				£0
Car Parking	1,460	£ 40	£ 58,387				£58,387
Non Residential (Non Specific)	-	£ 1,100	£ -				£0
Other 1	-		£ -				£0
Other 2	-		£ -				£0
Other 3	-		£ -				£0
TOTAL CONSTRUCTION COSTS	12,164	804	£ 9,783,505				£9,783,505
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm					
Demolition Cost (area in gross sq m)	15,205	£ 50					£760,250
Landscaping Costs (area in gross sq m)	24,328	£ 110					£1,520,500
Additional public realm works						•	£500,000
Other Day Cook 2							

TOTAL DEVELOPMENT COSTS					£2,780,750
Compensation & Vacant Possession Costs					
Disturbance and compensation					
Utilities liabilty					
Other Dev Cost 1					
Other Dev Cost 2					
TOTAL COMPENSATION & VACANT POSSESS	ION COSTS				£0

TOTAL COMPENSATION & VACANT POSSES	SION COSTS				£0
Fees & Associated Costs					
Professional Fees	@	10.80%	Including development management fees (all as a % of build costs)	£	1,056,619
Section 106 Costs	@	£ -	per residential unit (exceptional item over and above CIL)	£	-
Site Servicing Cost per acre	@	£ 100,000	per acre	£	751,127
Marketing	@	2.00%	of GDV of private residential	£	216,185
Residential Sales Agency fee	@	1.00%	on private residential units	£	108,093
Residential Sales Legal fee	@	0.50%	on pirvate and affordable residential units	£	64,856
Commercial Sales Agents & Legal Fee	@	1.50%	on commercial GDV	£	79,518
Agency letting fee	@	10.00%	on commercial rent	£	42,422
Agency legal fee	@	5.00%	on commercial rent	£	21,211
Other Fees					
TOTAL FEED & ASSOCIATED COSTS					£3 340 030

Agency legal ree	w.	5.00%		on commercial rent	Ł	21,211
Other Fees						
TOTAL FEES & ASSOCIATED COSTS						£2,340,030
CIL	Charge	per sq m	Sq m/Unit			
Residential	£	7	5,428	per internal sq m	£	36,515
TOTAL CIL						£36,515
'Below the line' costs						
Contingency	0	15.00%		on all costs	£	2,241,120
Profit on Cost	@	18.00%		blended rate for private and affordable	£	3,092,746
TOTAL BELOW THE LINE COSTS			•	-		£5 333 866

TOTAL COSTS PRE FINANCE			£20,274,666
Finance Costs	@	6.50%	£294,456
TOTAL COSTS INC FINANCE			£20,569,122
TOTAL GOOTO INCTINANCE			220,000,122
Gross Residual Land Value			-£2,308,375
Purchasers Costs			-£126,546
Residual Land Value			-£2,181,829

Midland Road

İ	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.025	2.532	
Existing Building Footprint Site Coverage (%)			80%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	16,400	176,528	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	2,563	27,582	
Proposed Total Non Building Footprint (sq m/sq ft)	7,688	82,747	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	5,125	55,165	
Development Period (years)			15
Residential as a % of total Building Area			50%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	2,563	27,582	31
Total Gross Non Residential Area (sq m/sq ft)	2,563	27,582	

TOTAL COSTS INC FINANCE

Existing Use	Residential, Commercial, Industrial, Some Vacancies
Existing Goo	residential, Commercial, Industrial, Como Vacarioles
Proposed Use	Existing Roadside Retail, Industrial, Residential, Private Parking

£6,883,091

-£2,011,051

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		1,922	20,687	85.0%	1,634	17,584	71	765	23
Affordable Residential		641	6,896	85.0%	545	5,861	71	765	8
Retail (A1)	0%		0	90.0%	0	-			
Offices (B1)	0%		0	90.0%	0				
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%		0	90.0%	0	-			
Industrial (B2/B8)	55%	1,409	15,170	90.0%	1,268	13,653			
Non-residential Institutions (D1)	0%		0	90.0%	0				
Assembly & Leisure (D2)	0%		0	90.0%	0	-			
Car Parking	15%	384	4,137	100.0%	384	4,137			
Non Residential (Non Specific)	0%		0	85.0%	0	-			
Other 1									
Roadside Services	30%	769	8,275	90.0%	692	7,447			
Other 3			0		0	-			
Total		5,125	55,165	88.3%	4,523	48,683	71	765	31

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)		Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	17,584					£ 139	£ 2,439,758		£2,439,758
Affordable Residential	5,861					£ 83	£ 487,952		£487,952
Retail (A1)	0	£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)		£ 25.00	£ -	6.5%	12			£0	
Industrial (B2/B8)	13,653	£ 5.00	£ 68,267	8.0%	12	£ 63	£ 853,333	£46,780	£806,553
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	
Car Parking	4,137	£ -	£ -	0.0%	0	£ 8	£ 32,031	£1,756	£30,275
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0								
Roadside Services	7,447	£ 11.25		6.5%	12	£ 173	£ 1,288,378	£70,629	£1,217,749
Other 3	0						£ -	£0	£0
TOTAL REVENUE	48,683	£2.70	£68,267	3.1%	7	£ 105	£ 5,101,452	£119,165	£4,982,287

Roadside Services	7,447	£ 11.25		6.5%	12	£ 1/3				£1,217,74
Other 3	0						£ -	£0		£
OTAL REVENUE	48,683	£2.70	£68,267	3.1%	7	£ 105	£ 5,101,45	2 £119,165	5	£4,982,28
				Costs						
Build Costs										
Гуре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost	
**		rei oqiii							Total Cost	
Private Residential	1,922	£ 872	£ 1,676,067							£1,676,06
Affordable Residential	641	£ 872	£ 558,689							£558,68
Retail (A1)	-	£ 864	£ -							£
Offices (B1)	-	£ 1,100								£
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -							§
ndustrial (B2/B8)	1,409	£ 578	£ 814,619							£814,61
Non-residential Institutions (D1)	-	£ 1,100								£
Assembly & Leisure (D2)		£ 1,517								í
Car Parking	384	£ 40								£15,37
Non Residential (Non Specific)	-	£ 1,100	£ -							£
Other 1	-		£ -							£
Roadside Services	769	£ 864	£ 664,200	ļ			ļ		1	£664,20
Other 3	-		£ -	l		j .	l		1	£
TOTAL CONSTRUCTION COSTS	5,125	728	£ 3,728,950							£3,728,95
Development Costs (Based on Areas)		£ Per Sqm								
Demolition Cost (area in gross sq m)	8,200						ļ			£410,00
andscaping Costs (area in gross sq m)	7,688	£ 110					ļ			£512,50
Other Dev Cost 1										
Other Dev Cost 2										
Other Dev Cost 3										
OTAL DEVELOPMENT COSTS										£922,50
Compensation & Vacant Possession Costs										
Disturbance and compensation										
Jtilities liabilty										
Other Dev Cost 1		l	l	l			ļ			
Other Dev Cost 2										
							ļ			
OTAL COMPENSATION & VACANT POSSES	SION COSTS									£
ees & Associated Costs										
Professional Fees	@	10.00%		Including developm	ent management f	ees (all as a % of	build costs)		£	372,895
Section 106 Costs	@	£ -		per residential unit (exceptional item or	ver and above CIL	-)		£	
Site Servicing Cost per acre	@	£ 100,000	ļ	per acre					£	253,175
Marketing	@	2.00%	ļ	of GDV of private re					£	48,79
Residential Sales Agency fee	@	1.00%		on private residentia				-	£	24,39
Residential Sales Legal fee	@	0.50%		on pirvate and affore		nits			£	14,63
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD\	1			-	£	12,09
Agency letting fee	@	10.00%	ļ	on commercial rent				_	£	6,82
Agency legal fee	@	5.00%	ļ	on commercial rent				_	£	3,41
Other Fees		l	l	l						
OTAL FEES & ASSOCIATED COSTS	Al									£736,2
CIL	Charge pe	r sq m	Sq m/Unit							
	<u> </u>		ļ	ļ					<u> </u>	
tesidential	£ 7		1,634	per internal sq m					£	10,98
	_								1	
								-	ļ	
		l							1	
OTAL CIL										£10,9
Below the line' costs										
Contingency	@	7.50%		on all costs					£	404,90
rofit on Cost	@	18.00%		blended rate for priv	ate and affordable				£	1,044,64
										£1,449,5
OTAL BELOW THE LINE COSTS										
OTAL BELOW THE LINE COSTS										,,-
OTAL BELOW THE LINE COSTS OTAL COSTS PRE FINANCE										£6,848,2

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.045	2.581	
Existing Building Footprint Site Coverage (%)			30%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	6,270	67,490	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	2,613	28,121	
Proposed Total Non Building Footprint (sq m/sq ft)	7,838	84,362	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	5,225	56,241	
Development Period (years)			15
Residential as a % of total Building Area			50%
Affordable Housing %		_	25%
Total Gross Residential Area (sq m/sq ft/units)	2,613	28,121	31
Total Gross Non Residential Area (sq m/sq ft)	2,613	28,121	

Purchasers Costs

Residual Land Value

Existing Use	Garages, A3, Offices, Private Parking
Proposed Use	Existing Roadside Retail/Office, Industrial, Residential, Private Parking

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		1,959	21,091	85.0%	1,665	17,927	71	765	23
Affordable Residential		653	7,030	85.0%	555	5,976	71	765	8
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0				
Industrial (B2/B8)	55%	1,437	15,466	90.0%	1,293	13,920			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking	15%	392	4,218	100.0%	392	4,218			
Non Residential (Non Specific)	0%	784	8,436	85.0%	666	7,171			
Other 1		-	0		0	-			
Roadside Services	30%	784	8,436	90.0%	705	7,593			
Other 3		-	0		0	-			
Total		6,009	64,678	87.8%	5,277	56,804	71	765	31

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)		Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	17,927					£ 139	£ 2,487,363		£2,487,363
Affordable Residential	5,976					£ 83	£ 497,473		£497,473
Retail (A1)	0	£ 15.00	£ -	6.5%			£ -	£0	£0
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12			£0	£0
Industrial (B2/B8)	13,920	£ 5.00	£ 69,599	8.0%	12	£ 63	£ 869,984	£47,693	£822,291
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	
Car Parking	4,218	£ -	£ -	0.0%	0	£ 8	£ 32,656	£1,790	£30,866
Non Residential (Non Specific)	7,171	£ -	£ -	0.0%	0	£ 100	£ 717,078	£39,310	£677,767
Other 1	0								
Roadside Services	7,593	11.25		6.5%	12	173	£ 1,313,517	£72,008	£1,241,510
Other 3	0						£ -	£0	£0
TOTAL REVENUE	56,804	£2.12	£69,599	2.4%	7	£ 104	£ 5,918,070	£160,801	£5,757,269

TOTAL REVENUE	56,804	£2.12	£69,599	2.4%	7	£ 104	£ 5,918,070	£160,801	£5,757,269
				Costs					
Build Costs				00313					
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	1,959	£ 872	£ 1,708,771						£1,708,771
Affordable Residential	653	£ 872	£ 569,590						£569,590
Retail (A1)	-	£ 864	£ -						£0
Offices (B1)	-	£ 1,100	£ -						£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900							£0
Industrial (B2/B8)	1,437	£ 578							£830,514
Non-residential Institutions (D1)	-	£ 1,100	£ -						£0
Assembly & Leisure (D2)	-	£ 1,517							£0
Car Parking	392	£ 40							£15,675
Non Residential (Non Specific)	784	£ 1,100	£ 862,125				1	<u> </u>	£862,125
Other 1 Roadside Services	784	£ 864	£ 677,160					ļ	£0 £677,160
Other 3	704	£ 004	£ 677,160					1	£077,160
TOTAL CONSTRUCTION COSTS	6,009	776			l .	ı		l	£4,663,835
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm	£ 4,003,033						£4,003,033
Demolition Cost (area in gross sq m)	3.135		1		T	1	ı	T	C150 750
Landscaping Costs (area in gross sq m)	7,838							1	£156,750 £522,500
Other Dev Cost 1	7,030	£ 100					†	1	1022,500
Other Dev Cost 1								1	
Other Dev Cost 3	1							1	
TOTAL DEVELOPMENT COSTS				l .	l .	l .	1		£679,250
Compensation & Vacant Possession Costs									2010,200
Disturbance and compensation	T	T	T	ı	ı	T	T	T	
Utilities liabilty								1	
Other Dev Cost 1								1	
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSES	SION COSTS								£0
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm					£ 466,384
Section 106 Costs	@	£ -		per residential unit	(exceptional item	over and above C	IL)		£ -
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 258,115
Marketing	@	2.00%		of GDV of private re					£ 49,747
Residential Sales Agency fee	@	1.00%		on private residentia					£ 24,874
Residential Sales Legal fee	@	0.50%		on pirvate and affor		units			£ 14,924
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GDV				 	£ 12,334
Agency letting fee	@	10.00% 5.00%		on commercial rent				 	£ 6,960 £ 3,480
Agency legal fee Other Fees	w w	5.00%		on commercial rent				1	£ 3,480
TOTAL FEES & ASSOCIATED COSTS		Ĭ.	ı	l				I	£836,818
CIL CIL	Charge pe	r ea m	Sq m/Unit						1030,010
OIL	Charge pe	1 34 III	Sq m/onit					T	
Residential	£ 7		1.665	per internal sq m				1	£ 11,203
residential			1,000	per internal sq m				1	2 11,200
								l	
	1							l	1
TOTAL CIL									£11,203
'Below the line' costs									,
Contingency	@	7.50%	1	on all costs				1	£ 464,333
Profit on Cost	<u>@</u>	18.00%		blended rate for priv	vate and affordabl	e		İ	£ 1,197,979
TOTAL BELOW THE LINE COSTS									£1,662,312
									21,002,012
TOTAL COSTS PRE FINANCE									£7,853,418
Finance Costs	@	6.50%							£41,008
1 manos 0000		0.0070	ı						2-1,000

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.3	0.7	
Existing Building Footprint Site Coverage (%)			95%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	5,700	61,354	
Proposed Building Footprint Site Coverage (%)			75%
Proposed Total Building Footprint (sq m/sq ft)	2,250	24,219	
Proposed Total Non Building Footprint (sq m/sq ft)	750	8,073	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	4,500	48,438	
Development Period (years)			8
Residential as a % of total Building Area			0%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	-	-	-
Total Gross Non Residential Area (sq m/sq ft)	4,500	48,438	

Existing Use	Laiseau (Daul 9 Com)
Existing Use	Leisure (Pool & Gym)
Dropood Hoo	Leigure (Bool & Cum)

(gym and pool

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Affordable Residential		0	0	85.0%	-	,	#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0	-			
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	100%	4,500	48,438	90.0%	4,050	43,594			
Car Parking (Ancillary)	0%	-	0	100.0%	0	-			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0	-			
Other 3			0		0	-			
Total		4,500	48,438	90.0%	4,050	43,594	#DIV/0!	#DIV/0!	#DIV/0!

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)		Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	0					£ 185	£ -		£0
Affordable Residential	0					£ 111	£ -		£0
Retail (A1)	0	£ 15.00	£ -	6.5%			£ -	£0	
Offices (B1)	0	£ 13.50		8.0%			£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0		£ -	6.5%			£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%			£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%				£0	£0
Assembly & Leisure (D2)	43,594	£ 10.50	£ 457,735	7.0%	0	£ 150	£ 6,539,069	£358,474	£6,180,595
Car Parking (Ancillary)	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	£0
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	43,594	£10.50	£457,735	7.0%	6	£ 150	£ 6,539,069	£358,474	£6,180,595

Other 3	0						£ -		£0
TOTAL REVENUE	43,594	£10.50	£457,735	7.0%	6	£ 150	£ 6,539,069	£358,474	£6,180,595
				Costs					
Build Costs									
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	-	£ 969	£ -						£0
Affordable Residential	-	£ 969	£ -						£0
Retail (A1)		£ 864							£0
Offices (B1)	-	£ 1,100	£ -						£C
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -						£C
Industrial (B2/B8)	-	£ 578	£ -						£C
Non-residential Institutions (D1)		£ 1,100	£ -						£C
Assembly & Leisure (D2)	4,500	£ 3,000	£ 13,500,000						£13,500,000
Car Parking (Ancillary) Non Residential (Non Specific)	-	£ 40 £ 1.100	£ -						£0
	-	£ 1,100	£ -						£0
Other 1 Other 2	-		£ -						£0
Other 3			£ -	1		1	1	l	£0
TOTAL CONSTRUCTION COSTS	4,500	3,000	£ 13,500,000	1	l	1	1	l	£13,500,000
			£ 13,500,000						13,300,000
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							COOF 000
Demolition Cost (area in gross sq m) Landscaping Costs (area in gross sq m)	5,700 750								£285,000 £75,000
Other Dev Cost 1	750	£ 110						l	£/5,000
Other Dev Cost 1 Other Dev Cost 2									
Other Dev Cost 3	_								
TOTAL DEVELOPMENT COSTS				l .	l .	l .	l .	l .	£360,000
Compensation & Vacant Possession Costs									2000,000
Disturbance and compensation		1			1			1	
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSES	SSION COSTS								£0
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm					£ 1,350,000
Section 106 Costs	@	£ -		per residential unit	(exceptional item	over and above C	L)		£ -
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 74,100
Marketing	@	2.00%		of GDV of private re				l	£ -
Residential Sales Agency fee	@	1.00%		on private residenti					£ -
Residential Sales Legal fee	@	0.50%		on pirvate and affor		units			£ -
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD					£ 92,709
Agency letting fee	@	10.00% 5.00%		on commercial rent				<u> </u>	£ 45,773 f 22.887
Agency legal fee Other Fees	W.	5.00%		on commercial rent					£ 22,887
TOTAL FEES & ASSOCIATED COSTS		l		ı				l	£1,585,469
CIL	Charge pe	r ca m	Car ma/I lmi4						£1,000,469
CIL	Charge pe	rsqiii	Sq m/Unit						1
Residential	£ 7			per internal sq m				ļ	f -
INCOLUCITUAL	- /	l		per miernar sq m				l	L -
								l	
	-							 	
TOTAL CIL									£0
'Below the line' costs									£
Contingency	@	7.50%		on all costs				1	£ 1,158,410
Profit on Cost	@	18.00%		blended rate for pri	vate and affordabl	Δ.		l	£ 1,136,410 £ 2,988,698
TOTAL BELOW THE LINE COSTS		10.0070		out	und unordabl	-			£4,147,108
									27,177,100
TOTAL COSTS PRE FINANCE									£19,592,578
Finance Costs	@	6.50%							£47,152
1 1101100 00010		0.0070							£47,132

£19,639,730
-£14,239,765
-£780,630
-£13,459,135

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	2.0	5.0	
Existing Building Footprint Site Coverage (%)			0%
Existing Building Average Height (Storeys)			-
Existing Building Gross Area	-	,	
Proposed Building Footprint Site Coverage (%)			60%
Proposed Total Building Footprint (sq m/sq ft)	12,240	131,750	
Proposed Total Non Building Footprint (sq m/sq ft)	8,160	87,833	
Proposed Average Height (storeys)			1.2
Proposed Developable Building Area (sq m/sq ft)	14,688	158,100	
Development Period (years)			5
Residential as a % of total Building Area			0%
Affordable Housing %			0%
Total Gross Residential Area (sq m/sq ft/units)	-	-	-
Total Gross Non Residential Area (sg m/sg ft)	14,688	158,100	

Purchasers Costs

Residual Land Value

	·
Existing Use	Cleared Site
Dropoped Lies	Laigura (Cinama 8 A2) 8 Community

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Affordable Residential		0	0	85.0%	-		#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	0%	-	0	90.0%	0	,			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	25%	3,672	39,525	90.0%	3,305	35,573			
Industrial (B2/B8)	0%	-	0	90.0%	0	,			
Non-residential Institutions (D1)	50%	7,344	79,050	90.0%	6,610	71,145			
Assembly & Leisure (D2)	25%	3,672	39,525	90.0%	3,305	35,573			
Car Parking (Ancillary)	0%	-	0	100.0%	0				
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0				
Other 3			0		0	-			
Total		14,688	158,100	90.0%	13,219	142,290	#DIV/0!	#DIV/0!	#DIV/0!

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum		Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	0					£ 213	£ -		£0
Affordable Residential	0					£ 128	£ -		£0
Retail (A1)	0	£ 15.00	£ -	6.5%			£ -	£0	
Offices (B1)	0			8.0%	12		£ -	£0	
Restaurant, Cafe and Takeaway (A3, A4, A5)	35,573	£ 25.00	£ 889,313	6.5%	12	£ 385	£ 13,681,745	£750,039	£12,931,706
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12		£ -	£0	
Non-residential Institutions (D1)	71,145	£ -	£ -	0.0%	0	£ 150	£ 10,671,761	£585,030	£10,086,731
Assembly & Leisure (D2)	35,573	£ 17.50	£ 622,519	7.0%	0	£ 250	£ 8,893,134	£487,525	£8,405,609
Car Parking (Ancillary)	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	142,290	£10.63	£1,511,833	4.5%	6	£ 234	£ 33,246,640	£1,822,595	£31,424,045

TOTAL REVENUE	142,290	£10.63	£1,511,833	4.5%	6	£ 234	£ 33,246,640	£1,822,595	£31,424,045
				Costs					
Build Costs									
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	-	£ 969	£ -						£
Affordable Residential	-	£ 969	£ -						£
Retail (A1)	-	£ 864	£ -						£
Offices (B1)	-	£ 1,100	£ -						£
Restaurant, Cafe and Takeaway (A3, A4, A5)	3,672	£ 900	£ 3,304,800						£3,304,80
Industrial (B2/B8)	-	£ 578	£ -						£
Non-residential Institutions (D1)	7,344	£ 1,100	£ 8,078,400						£8,078,40
Assembly & Leisure (D2)	3,672	£ 1,400	£ 5,140,800						£5,140,80
Car Parking (Ancillary)	-	£ 40	£ -						£
Non Residential (Non Specific)	-	£ 1,100	£ -						£
Other 1	-		£ -						£
Other 2	-		£ -						£
Other 3			£ -	l		l .		l	£
TOTAL CONSTRUCTION COSTS	14,688		£ 16,524,000						£16,524,00
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							
Demolition Cost (area in gross sq m)	-	£ 50				ļ		ļ	£
Landscaping Costs (area in gross sq m)	8,160	£ 110							£816,00
Gateway requirement						.	ļ	ļ	£200,00
Creation of footpath along canal						ļ			£100,00
Other Dev Cost 3									21 112 22
TOTAL DEVELOPMENT COSTS									£1,116,00
Compensation & Vacant Possession Costs	<u> </u>								
Disturbance and compensation									
Utilities liabilty									
						ļ			
						ļ			
TOTAL COMPENSATION & VACANT BOOK	FORION COSTS								
TOTAL COMPENSATION & VACANT POSS	ESSION COSTS								£
Fees & Associated Costs	1	40.000/		La abadha a dasada a a		f (-II 0/	(bllat a a a ta)		0 4.050.400
Professional Fees	@	10.00%		Including developm					£ 1,652,400
Section 106 Costs	@	£ 100,000		per residential unit (exceptional item	over and above C	IL)		£ - 503.880
Site Servicing Cost per acre Marketing	@	2.00%		per acre of GDV of private re	oldontial				£ 503,880
Residential Sales Agency fee	@	1.00%							£ -
Residential Sales Agency fee Residential Sales Legal fee	@	0.50%	-	on private residentia on pirvate and affor		unite		l	£ -
Commercial Sales Agents & Legal Fee	@	1.50%	-	on commercial GD\		uiiio		l	£ 320,060
Agency letting fee	@	10.00%		on commercial rent				 	£ 151,183
Agency legal fee	@	5.00%		on commercial rent				 	£ 75,592
Other Fees		0.0070		on commercial rent				 	~ 13,332
TOTAL FEES & ASSOCIATED COSTS									£2,703,11
CIL	Charge pe	r sa m	Sq m/Unit						22,703,11
V. <u> </u>	J.i.dige pe		oq myonit					1	1
Residential	£ 7		-	per internal sq m				l	£ -
Tooldoriida				por mitornar oq m					~
		l						l	
		l						l	
TOTAL CIL									£
Below the line' costs									
Contingency	e e	15.00%		on all costs					£ 3,051,467
Profit on Cost	@	18.00%		blended rate for priv	ate and affordabl	P		l	£ 3,051,467
TOTAL BELOW THE LINE COSTS		10.0070	1	pronucu rate for priv	ato and anoidabl	~			£7,262,49
TOTAL BELOW THE LINE COSTS									£1,202,49
TOTAL COSTS PRE FINANCE									£27,605,60
Finance Costs	@	6.50%							£2,136,15
rinance costs	le le	0.50%							12,136,15

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.76	1.88	
Existing Building Footprint Site Coverage (%)			60%
Existing Building Average Height (Storeys)			4
Existing Building Gross Area	18,240	196,334	
Existing Building Gross Area	18,240	196,334	
Proposed Building Footprint Site Coverage (%)			60%
Proposed Total Building Footprint (sq m/sq ft)	4,560	49,083	
Proposed Total Non Building Footprint (sq m/sq ft)	3,040	32,722	
Proposed Average Height (storeys)			Ę
Proposed Developable Building Area (sq m/sq ft)	22,800	245,417	
Development Period (years)			5
Residential as a % of total Building Area			25%
Affordable Housing %			25%

Existing Use	Office
Proposed Use	Office & some Residential

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		4,275	46,016	85.0%	3,634	39,113	71	765	51
Affordable Residential		1,425	15,339	85.0%	1,211	13,038	71	765	17
Retail (A1)	0%		0	90.0%	0				
Offices (B1)	90%	15,390	165,656	90.0%	13,851	149,091			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%		0	90.0%	0				
Industrial (B2/B8)	0%	-	0	90.0%	0				
Non-residential Institutions (D1)	0%	-	0	90.0%	0				
Assembly & Leisure (D2)	0%	-	0	90.0%	0				
Car Parking (ancillary)	10%	1,710	18,406	100.0%	1,710	18,406			
Non Residential (Non Specific)	0%	-	0	85.0%	0				
Other 1		-	0	90.0%	0	-			
Other 2		-	0		0				
Other 3			0		0	-			
Total		22,800	245,417	89.5%	20,406	219,648	71	765	68

Total		22,800	245,417	89.5%	20,406	219,648	71	765	68
Revenue									
Туре		Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	(months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	39,113					£ 157	£ 6,150,570		£6,150,570
Affordable Residential	13,038					£ 94	£ 1,230,114		£1,230,114
Retail (A1)		£ 15.00		6.5%	12		£ -	£0	
Office	149,091	£ 13.50	£ 2,012,726	8.0%	12	£ 169	£ 25,159,069	£1,379,231	£23,779,838
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (ancillary)	18,406	£ -	£ -	0.0%	0	£ 8	£ 142,500	£7,812	£134,688
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0	£ 11.25	£ -	6.5%	12	£ 173	£ -	£0	£0
Other 2	0						£ -	£0	£0
Other 3	0						£ -	£0	£0
TOTAL REVENUE	219,648	£12.02	£2,012,726	8.0%	7	£ 149	£ 32,682,253	£1,387,043	£31,295,210
	Costs								
Build Costs					·				
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	4,275	£ 969	£ 4,142,475						£4,142,475
Affectable Desidential	1.100	0 000	0 1000000	1	1		1	1	01.000.000

				Costs					
Build Costs									
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	4,275		£ 4,142,475						£4,142,475
Affordable Residential	1,425		£ 1,380,825						£1,380,825
Retail (A1)	-	£ 864	£ -						£0
Offices (B1)	15,390	£ 1,100	£ 16,929,000						£16,929,000
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -						£0
Industrial (B2/B8)	-	£ 578	£ -						£0
Non-residential Institutions (D1)	-		£ -						£0
Assembly & Leisure (D2)	-	£ 1,517							£0
Car Parking (ancillary)	1,710	£ 40	£ 68,400						£68,400
Non Residential (Non Specific)	-	£ 1,100	£ -						£0
Other 1	-	£ 864	£ -						£0
Other 2			£ -						£0
Other 3			£ -						£0
TOTAL CONSTRUCTION COSTS	22,800	988	£ 22,520,700						£22,520,700
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							
Demolition Cost (area in gross sq m)	18,240	£ 50							£912,000
Landscaping Costs (area in gross sq m)	3,040	£ 100							£304,000
Landmark Requirement									£200,000
Infrastructure Works									£50,000
Other Dev Cost 3									
TOTAL DEVELOPMENT COSTS									£1,466,000
Compensation & Vacant Possession Costs									
Disturbance and compensation									
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSESS	ION COSTS								£(
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm	ent management f	ees (all as a % of	build costs)		£ 2,252,070
Section 106 Costs	@	£ -					£ -		
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 187,720
Marketing	@	2.00%	of GDV of private residential				£ 123,011		
Residential Sales Agency fee	@	1.00%		on private residentia	al units				£ 61,506
Residential Sales Legal fee	@	0.50%		on pirvate and affor		nits			£ 36,903
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD\	/				£ 356,698
Agency letting fee	@	10.00%		on commercial rent					£ 201,273
Agency legal fee	@	5.00%		on commercial rent					£ 100,636

Residential Sales Agency fee	@	1.00%		on private residential units	£	61,506
Residential Sales Legal fee	@	0.50%		on pirvate and affordable residential units	£	36,903
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GDV	£	356,698
Agency letting fee	@	10.00%		on commercial rent	£	201,273
Agency legal fee	@	5.00%		on commercial rent	£	100,636
Other Fees						
TOTAL FEES & ASSOCIATED COSTS						£3,319,817
CIL	Charge pe	r sq m	Sq m/Unit			
Residential	£ 7		3,634	per internal sq m	£	24,444
TOTAL CIL						£24,444
'Below the line' costs						
Contingency	@	7.50%		on all costs	£	2,049,822
Profit on Cost	@	18.00%		blended rate for private and affordable	£	5,288,541
TOTAL BELOW THE LINE COSTS						£7,338,363
TOTAL COSTS PRE FINANCE						£34,669,324
Finance Costs	@	6.50%				£1,303,203

Gross Residual Land Value	-£4,948,601
Purchasers Costs	-£271,284
Residual Land Value	-£4,677,317

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.486	1.20	
Existing Building Footprint Site Coverage (%)			17%
Existing Building Average Height (Storeys)			1
Existing Building Gross Area	826	8,893	
Proposed Building Footprint Site Coverage (%)			65%
Proposed Total Building Footprint (sq m/sq ft)	3,159	34,003	
Proposed Total Non Building Footprint (sq m/sq ft)	1,701	18,309	
Proposed Average Height (storeys)			5
Proposed Developable Building Area (sq m/sq ft)	15,795	170,016	
Development Period (years)			5
Residential as a % of total Building Area			30%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	4,739	51,005	132
Total Gross Non Residential Area (sg m/sg ft)	11,057	119.011	

Purchasers Costs

Residual Land Value

Existing Use	Office, Parking
Proposed Lise	Office & Residential

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		3,554	38,254	85.0%	3,021	32,516	30	328	99
Affordable Residential		1,185	12,751	85.0%	1,007	10,839	30	328	33
Retail (A1)	0%	-	0	90.0%	0	-			1
Offices (B1)	90%	9,951	107,110	90.0%	8,956	96,399			1
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%		0	90.0%	0	-			
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			1
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			1
Car Parking	10%	1,106	11,901	100.0%	1,106	11,901			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			1
			0		0	-			1
Other 2			0		0				
Other 3			0		0	-	·		
Total		15,795	170,016	89.2%	14,089	151,654	30	328	132

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)		Gross Initial Yield	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free		Purchasers Costs	Capital Value
Private Residential	32,516					£ 157	£ 5,113,066		£5,113,066
Affordable Residential	10,839					£ 94	£ 1,022,613		£1,022,613
Retail (A1)		£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)	96,399	£ 13.50	£ 1,301,386	8.0%	12	£ 169	£ 16,267,324	£891,781	£15,375,543
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%		£ 100	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	11,901	£ -	£ -	0.0%	0	£ 8	£ 92,138	£5,051	£87,086
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	151,654	£12.02	£1,301,386	8.0%	6	£ 148	£ 22,495,141	£896,833	£21,598,308

				Costs					
Build Costs									
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	3,554	£ 969	£ 3,443,705						£3,443,70
Affordable Residential	1,185	£ 969							£1,147,90
Retail (A1)	-	£ 864							£0
Offices (B1)	9,951	£ 1,100	£ 10,945,935						£10,945,935
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900							£
Industrial (B2/B8)	-	£ 578							£0
Non-residential Institutions (D1)	-	£ 1,100							£0
Assembly & Leisure (D2)	-	£ 1,517							£
Car Parking (Ancillary)	1,106	£ 40							£44,226
Non Residential (Non Specific)	-	£ 1,100							£(
Other 1	-		£ -						£(
Other 2	-		£ -						£0
Other 3	-		£ -						£0
TOTAL CONSTRUCTION COSTS	15,795	987	£ 15,581,768						£15,581,768
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							
Demolition Cost (area in gross sq m)	826	£ 50							£41,310
Landscaping Costs (area in gross sq m)	1,701	£ 100							£170,100
Infrastructure Works									£20,000
Other Dev Cost 2									
Other Dev Cost 3									
TOTAL DEVELOPMENT COSTS									£231,410
Compensation & Vacant Possession Costs									
Disturbance and compensation					1				
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSESSION	COSTS		•		•	•		•	£0
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm	ent management	fees (all as a % o	f build costs)		£ 1.558,177
Section 106 Costs	@	£ -		per residential unit					£ -
Site Servicing Cost per acre	@	£ 100,000		per acre			,		£ 120,042
Marketing	@	2.00%		of GDV of private re	esidential				£ 102,261
Residential Sales Agency fee	@	1.00%		on private residentia	al units				£ 51,131
Residential Sales Legal fee	@	0.50%		on pirvate and affor		units			£ 30,678
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD					£ 230,633
Agency letting fee	@	10.00%		on commercial rent					£ 130,139
Agency legal fee	@	5.00%		on commercial rent					£ 65,069
Other Fees									
TOTAL FEES & ASSOCIATED COSTS									£2,288,130
CIL	Charge per so	m	Sq m/Unit						
			1						
Residential	£ 7	£ -	3,021	per internal sq m				İ	£ 20,321
			.,,					İ	.,,
								İ	
								İ	
TOTAL CIL	•							•	£20,32
'Below the line' costs									,
Contingency	[@	7.50%		on all costs					£ 1,359,122
Profit on Cost	@	18.00%		blended rate for priv	ate and affordabl	Α		t	£ 3,506,535
TOTAL BELOW THE LINE COSTS		10.0070		promocu rate for pri	and and anordabl			1	£4,865,65
TOTAL BELOW THE LINE COSTS									24,000,00
TOTAL COSTS DDE SINANCE									C22 007 20
TOTAL COSTS PRE FINANCE Finance Costs		6.50%	1						£22,987,28
Finance Costs	@	6.50%							£1,007,31

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.175	2.90	
Existing Building Footprint Site Coverage (%)			23%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	5,405	58,179	
Proposed Building Footprint Site Coverage (%)			60%
Proposed Total Building Footprint (sq m/sq ft)	7,050	75,885	
Proposed Total Non Building Footprint (sq m/sq ft)	4,700	50,590	
Proposed Average Height (storeys)			3.5
Proposed Developable Building Area (sq m/sq ft)	24,675	265,599	
Development Period (years)			10
Residential as a % of total Building Area			0%
Affordable Housing %			0%
Total Gross Residential Area (sq m/sq ft/units)	-	-	-
Total Gross Non Residential Area (sq m/sq ft)	24,675	265,599	

DTZ Unique ID	
Existing Use	Office, Parking, Industrial/ roadside services and garages
Proposed Use	Office & Super car park

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	
Private Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Affordable Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	40%	9,747	104,912	90.0%	8,772	94,421			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0	-			
Industrial (B2/B8)	0%		0	90.0%	0	-			
Non-residential Institutions (D1)	0%		0	90.0%	0	-			
Assembly & Leisure (D2)	0%		0	90.0%	0	-			
Car Parking	0%		0	100.0%	0	-			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Super Car park (multi-storey)	61%	15,052	162,016	90.0%	13,547	145,814			
Other 2		-	0		0	-			
Other 3			0		0	-			
Total		24,798	266,927	90.0%	22,319	240.235	#DIV/0!	#DIV/0!	#DIV/0!

Revenue									
Туре	Net Area (sq ft)		Rent Per Annum	Gross Initial Yield	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	0					£ 176	£ -		£0
Affordable Residential	0					£ 105	£ -		£0
Retail (A1)	0	£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)	94,421	£ 13.50	£ 1,274,677	8.0%	12		£ 15,933,464	£873,479	£15,059,985
Restaurant, Cafe and Takeaway (A3, A4, A5)		£ 25.00		6.5%	12		£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12		£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0		£ -	£0	
Assembly & Leisure (D2)	0		£ -	7.0%		£ 250	£ -	£0	
Car Parking (Ancillary)		£ -	£ -			£ 8	£ -	£0	
Non Residential (Non Specific)		£ -	£ -	0.0%	0	£ 100	£ -	£0	
Super Car park (multi-storey)	145,814					£48	£ 6,999,071		£6,999,071
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	240,235	£5.31	£1,274,677	5.6%	6	£ 95	£ 22,932,535	£873,479	£22,059,056

- W				Costs					
Build Costs			Dana Build						
Гуре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	-	£ 969	£ -						
Affordable Residential	-	£ 969	£ -						1
Retail (A1)	-	£ 864	£ -						Í
Offices (B1)	9,747	£ 1,100	£ 10,721,288						£10,721,28
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -						£
Industrial (B2/B8)	-	£ 578	£ -						Í
Non-residential Institutions (D1)	-	£ 1,100	£ -						£
Assembly & Leisure (D2)	-	£ 1,517	£ -						Í
Car Parking (Ancillary)	-	£ 40	£ -						í
Non Residential (Non Specific)	-	£ 1,100							£
Roadside Services/Garages	15,052	£ 864	£ 13,004,712						£13,004,71
Other 2	-	£ 300	£ -						£
Other 3	-		£ -						£
TOTAL CONSTRUCTION COSTS	24,798		£ 23,726,000						£23,726,00
Development Costs (Based on Areas)		£ Per Sqm							
Demolition Cost (area in gross sq m)	4,162	£ 50							£208,09
Landscaping Costs (area in gross sq m)	4,700	£ 120							£470,00
Albert Street Works									£750,00
Fllod Prevention Measures	11,750	£ 40							£470,00
Infrastructure Works									£50,00
TOTAL DEVELOPMENT COSTS									£1,948,09
Compensation & Vacant Possession Costs									
Disturbance and compensation									
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSES	SION COSTS								£
Fees & Associated Costs									
Professional Fees	@	10.80%		Including developm					£ 2,562,408
Section 106 Costs	@	£ -		per residential unit	exceptional item or	ver and above CIL	.)		£ -
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 290,225
Marketing	@	2.00%		of GDV of private re					£ -
Residential Sales Agency fee	@	1.00%		on private residentia					£ -
Residential Sales Legal fee	@	0.50%		on pirvate and affor		nits			£ -
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD					£ 225,900
Agency letting fee	@	10.00%		on commercial rent					£ 127,468
Agency legal fee	@	5.00%		on commercial rent					£ 63,734
Other Fees								ĺ	
TOTAL FEES & ASSOCIATED COSTS	Ol:								£3,269,73
CIL	Charge per so	m	Sq m/Unit						
				<u> </u>					ļ
Residential	£ 7	£ -	-	per internal sq m					£ -
									ļ
									ļ
TOTAL CIL									1
Below the line' costs									
Contingency	@	7.50%		on all costs					£ 2,170,78
Profit on Cost	@	18.00%		blended rate for pri	vate and affordable				£ 5,600,63
TOTAL BELOW THE LINE COSTS									£7,771,41
TOTAL COSTS PRE FINANCE									£36,715,2
Finance Costs	@	6.50%							£171,5

TOTAL COSTS INC FINANCE

Holiday Hypermarket

Г	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.2	3.0	
Existing Building Footprint Site Coverage (%)			22%
Existing Building Average Height (Storeys)			1
Existing Building Gross Area	2,640	28,417	
Proposed Building Footprint Site Coverage (%)			40%
Proposed Total Building Footprint (sq m/sq ft)	4,800	51,667	
Proposed Total Non Building Footprint (sq m/sq ft)	7,200	77,500	
Proposed Average Height (storeys)			3
Proposed Developable Building Area (sq m/sq ft)	14,400	155,000	
Development Period (years)			5
Residential as a % of total Building Area			87%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	12,528	134,850	150
Total Gross Non Residential Area (sq m/sq ft)	1,872	20,150	

Purchasers Costs

Residual Land Value

	·
Existing Use	Retail, Private Parking
Droposed Lies	Desidential

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		9,396	101,138	85.0%	7,987	85,967	71	765	112
Affordable Residential		3,132	33,713	85.0%	2,662	28,656	71	765	37
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0	-			
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking (Ancillary)	100%	1,872	20,150	100.0%	1,872	20,150			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0				
Other 3			0		0	-			
Total		14,400	155,000	87.0%	12,521	134,773	71	765	150

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)			Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	85,967					£ 185	£ 15,903,888		£15,903,888
Affordable Residential	28,656					£ 111	£ 3,180,778		£3,180,778
Retail (A1)	0	£ 15.00	£ -	6.5%			£ -	£0	
Offices (B1)	0			8.0%			£ -	£0	
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%			£ -	£0	
Non-residential Institutions (D1)	0		£ -	0.0%	0		£ -	£0	
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	20,150	£ -	£ -	0.0%	0	£ 8	£ 156,000	£8,552	£147,448
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	134,773	£0.00	£0	0.0%	6	£ 143	£ 19,240,666	£8,552	£19,232,114

TOTAL REVENUE	134,773	£0.00	£0	0.0%	6	£ 143	£ 19,240,666	£8,552	£19,232,114
				Costs					
Build Costs				Costs					
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	9,396	£ 1,066	£ 10,015,196						£10,015,196
Affordable Residential	3,132	£ 1,066	£ 3,338,399						£3,338,399
Retail (A1)	-	£ 864	£ -						£C
Offices (B1)	-	£ 1,100	£ -						£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -						£0
Industrial (B2/B8)	-	£ 578	£ -						£0
Non-residential Institutions (D1)	-	£ 1,100	£ -						£0
Assembly & Leisure (D2)		£ 1,517	£ -						£0
Car Parking (Ancillary)	1,872	£ 40 £ 1.100	£ 74,880						£74,880
Non Residential (Non Specific) Other 1	<u> </u>	£ 1,100	f -						£0
Other 2	-		£ -						£0
Other 3	<u> </u>		£ -				ł		£0
TOTAL CONSTRUCTION COSTS	14.400	933	£ 13,428,475			l e			£13,428,475
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm	~ 10,720,470						210,720,473
Demolition Cost (area in gross sq m)	2,640	£ 50							£132,000
Landscaping Costs (area in gross sq m)	7.200	£ 120					 		£132,000 £720.000
Creation of footpath along canal	7,200	£ 120		 					£100,000
Other Dev Cost 2									2100,000
Other Dev Cost 2									
TOTAL DEVELOPMENT COSTS				ı					£952,000
Compensation & Vacant Possession Costs									
Disturbance and compensation	1			ı		ı	1		
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSESS	ION COSTS								£0
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm					£ 1,342,848
Section 106 Costs	@	£ -		per residential unit	exceptional item of	over and above C	IL)		£ -
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 296,400
Marketing	@	2.00%		of GDV of private re					£ 318,078
Residential Sales Agency fee	@	1.00%		on private residentia					£ 159,039
Residential Sales Legal fee	@	0.50%		on pirvate and affor	dable residential u	ınits			£ 95,423
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD\	/				£ -
Agency letting fee Agency legal fee	@	10.00% 5.00%		on commercial rent on commercial rent					£ -
Other Fees	w.	5.00%		on commercial rent					L -
TOTAL FEES & ASSOCIATED COSTS				l					£2,211,787
CIL	Charge pe	r sa m	Sq m/Unit						12,211,101
VIL.	I Sharge pe	54 III	oq m/omt						
Residential	£ 7		7,987	per internal sq m					£ 53,725
TOO GO THOI	†~ ·		7,307	por momar sq m					2 00,720
	1								
TOTAL CIL	•								£53,725
'Below the line' costs									,
Contingency	@	10.00%		on all costs					£ 1,664,599
Profit on Cost	e e	18.00%		blended rate for priv	ate and affordable	ė			£ 3,295,906
TOTAL BELOW THE LINE COSTS									£4,960,504
									,,
TOTAL COSTS PRE FINANCE									£21,606,492
Finance Costs	@	6.50%							£766,318
-									
TOTAL COSTS INC FINANCE									£22,372,810

1	lor	ton	&	P	ro	ffit	

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.035	2.556	
Existing Building Footprint Site Coverage (%)			60%
Existing Building Average Height (Storeys)			2.5
Existing Building Gross Area	15,525	167,110	
Proposed Building Footprint Site Coverage (%)			80%
Proposed Total Building Footprint (sq m/sq ft)	8,280	89,125	
Proposed Total Non Building Footprint (sq m/sq ft)	2,070	22,281	
Proposed Average Height (storeys)			1
Proposed Developable Building Area (sq m/sq ft)	8,280	89,125	
Development Period (years)			5
Residential as a % of total Building Area			0%
Affordable Housing %			0%
Total Gross Residential Area (sq m/sq ft/units)	-	-	-
Total Gross Non Residential Area (sq m/sq ft)	8,280	89,125	

Existing Use	Retail (with vacancies), Office (with vacancies), Multi Storey Parking
Dropopod Lloo	Potail & come small level of A2

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Affordable Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	55%	4,554	49,019	90.0%	4,099	44,117			
Offices (B1)	0%		0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	45%	3,726	40,106	90.0%	3,353	36,096			
Industrial (B2/B8)	0%		0	90.0%	0	-			
Non-residential Institutions (D1)	0%		0	90.0%	0	-			
Assembly & Leisure (D2)	0%		0	90.0%	0				
Car Parking	0%	-	0	100.0%	0	-			1
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0	-			
Other 3			0		0	-			
Total		8.280	89.125	90.0%	7.452	80.213	#DIV/0!	#DIV/0!	#DIV/0!

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum		Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	0					£ 185	£ -		£0
Affordable Residential	0					£ 111	£ -		£0
Retail (A1)	44,117	£ 16.50	£ 727,929	6.5%	12	£ 254	£ 11,198,911	£613,929	£10,584,982
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	
Restaurant, Cafe and Takeaway (A3, A4, A5)	36,096	£ 15.00	£ 541,435	6.5%	12	£ 231	£ 8,329,768	£456,641	£7,873,127
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0			£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	£0
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	80,213	£15.83	£1,269,364	6.5%	6	£ 243	£ 19,528,679	£1,070,570	£18,458,109

TOTAL REVENUE	80,213	£15.83	£1,269,364	6.5%	6	£ 243	£ 19,528,679	£1,070,570	£18,458,109
Duillet Occasion				Costs					
Build Costs							1		1
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	-	£ 969							£
Affordable Residential	-	£ 969							£
Retail (A1)	4,554	£ 864							£3,934,65
Offices (B1)	-	£ 1,100							f
Restaurant, Cafe and Takeaway (A3, A4, A5)	3,726		£ 3,353,400						£3,353,40
Industrial (B2/B8)	-	£ 578							1
Non-residential Institutions (D1)	-	£ 1,100							1
Assembly & Leisure (D2)	-	£ 1,517							1
Car Parking	-	£ 40							
Non Residential (Non Specific)	-	£ 1,100							f
Other 1	-		£ -						Í
Other 2	-		£ -						Í
Other 3	-		£ -					<u> </u>	9
TOTAL CONSTRUCTION COSTS	8,280	880	£ 7,288,056						£7,288,05
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							
Demolition Cost (area in gross sq m)	15,525	£ 50							£776,25
Landscaping Costs (area in gross sq m)	2,070	£ 110				ļ			£207,00
Other Dev Cost 1						ļ			
Other Dev Cost 2									
Other Dev Cost 3								i	
TOTAL DEVELOPMENT COSTS									£983,25
Compensation & Vacant Possession Costs									
Disturbance and compensation									
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
								<u> </u>	
TOTAL COMPENSATION & VACANT POSSESS	SION COSTS								£
Fees & Associated Costs									
Professional Fees	@	10.80%		Including developm					£ 787,110
Section 106 Costs	@	£ -		per residential unit (exceptional item over and above CIL)					£ -
Site Servicing Cost per acre	@	£ 100,000		per acre				£ 255,64	
Marketing	@	2.00%		of GDV of private residential				£ -	
Residential Sales Agency fee	@	1.00%		on private residential units					£ -
Residential Sales Legal fee	@	0.50%		on pirvate and affor		units			£ -
Commercial Sales Agents & Legal Fee	@	1.50%			on commercial GDV				£ 276,87
Agency letting fee	@	10.00%		on commercial rent					£ 126,93
Agency legal fee	@	5.00%		on commercial rent					£ 63,46
Other Fees								<u> </u>	
TOTAL FEES & ASSOCIATED COSTS									£1,510,03
CIL	Charge per se	ı m	Sq m/Unit						
		_							_
Residential	£ 7	£ -	-	per internal sq m					£ -
	_							└	.
									
TOTAL 011									
TOTAL CIL									1
'Below the line' costs									
Contingency	@	7.50%		on all costs					£ 733,60
Profit on Cost	@	18.00%		blended rate for private	vate and affordabl	e			£ 1,892,68
TOTAL BELOW THE LINE COSTS									£2,626,28
TOTAL COSTS PRE FINANCE									£12,407,6
Finance Costs	@	6.50%							£1,692,0

TOTAL COSTS INC FINANCE	£14,099,643
Gross Residual Land Value	£4,611,256
Purchasers Costs	£252,791
Residual Land Value	£4,358,465

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.87	2.15	
Existing Building Footprint Site Coverage (%)			0%
Existing Building Average Height (Storeys)			-
Existing Building Gross Area	-	-	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	4,350	46,823	
Proposed Total Non Building Footprint (sq m/sq ft)	4,350	46,823	
Proposed Average Height (storeys)			4
Proposed Developable Building Area (sq m/sq ft)	17,400	187,292	
Development Period (years)			8
Residential as a % of total Building Area			80%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	13,920	149,833	166
Total Gross Non Residential Area (sq m/sq ft)	3,480	37,458	

Existing Use	Vacant Site
Proposed Lice	Posidontial & roadrido convisos / garages

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		10,440	112,375	85.0%	8,874	95,519	71	765	125
Affordable Residential		3,480	37,458	85.0%	2,958	31,840	71	765	42
Retail (A1)	0%		0	90.0%	0	,			
Offices (B1)	0%								
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0	-			
Industrial (B2/B8)	0%		0		0				
Non-residential Institutions (D1)	0%		0		0	-			
Assembly & Leisure (D2)	0%	-	0		0	-			
Car Parking (ancillary)	60%	2,088	22,475		0				
Non Residential (Non Specific)	0%	1,392	14,983		0	-			
Other 1									
Roadside Services	40%	1,392	14,983	90.0%	1,253	13,485			
Other 3		-	0		0	-			
Total		18,792	202,275	69.6%	13,085	140,843	71	765	166

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	95,519					£ 167	£ 15,903,888		£15,903,888
Affordable Residential	31,840					£ 100	£ 3,180,778		£3,180,778
Retail (A1)	0	£ 10.00	£ -	6.5%	12	£ 154	£ -	£0	£0
Offices (B1)	0								
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0								
Non-residential Institutions (D1)	0								
Assembly & Leisure (D2)	0								
Car Parking (ancillary)	0								
Non Residential (Non Specific)	0								
Other 1						,			
Roadside Services	13,485	11.25		6.5%	12	154	£ 2,076,692		£2,076,692
Other 3	0						£ -		£0
TOTAL REVENUE	140,843	£0.00	£0	0.0%	12	£ 150	£ 21.161.358	£0	£21,161,358

TOTAL REVEROE	140,043	20.00	£0	0.078		£ 130	Ł Z	.1,101,336	ŁU	221,101,330
				Costs						
Build Costs										
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						To	tal Cost
Private Residential	10,440	£ 969	£ 10,116,360			1	1			£10,116,36
Affordable Residential	3,480	£ 969	£ 3,372,120							£3,372,12
Retail (A1)	-	£ 864					1			£
Offices (B1)	-	£ 1,100								£
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900								£
Industrial (B2/B8)	-	£ 578								£
Non-residential Institutions (D1)	-	£ 1,100								£
Assembly & Leisure (D2)		£ 1,517								£
Car Parking (ancillary)	2,088	£ 40								£83,52
Non Residential (Non Specific)	1,392	£ 1,100								£1,531,20
Other 1		£ 864	£ -				+			£
Roadside Services Other 3	1,392		£ -				+			£
TOTAL CONSTRUCTION COSTS	18,792	804	£ 15,103,200		l	l				£15,103,20
	Gross Area (sq m)	£ Per Sqm	2 10,100,200							213,103,20
Demolition Cost (area in gross sq m)	GIOSS AIEA (SQ III)	£ 50								£
Landscaping Costs (area in gross sq m)	4.350	£ 120					+			£543,750
Reconfiguration of access points	4,550	2 120					+			£100.000
Other Dev Cost 2							1			2100,000
Other Dev Cost 3							+			
TOTAL DEVELOPMENT COSTS										£643,750
Compensation & Vacant Possession Costs										,
Disturbance and compensation							T			
Utilities liabilty							1			
Other Dev Cost 1							1			
Other Dev Cost 2							1			
Other Dev Cost 3							1			
Other Dev Cost 4										
Other Dev Cost 5							<u> </u>			
TOTAL COMPENSATION & VACANT POSSESSION (COSTS									£
Fees & Associated Costs										
Professional Fees	@	10.80%		Including developm	ent management	fees (all as a % o	f build costs)		£	1,631,146
Section 106 Costs	@	£ -							£	
Site Servicing Cost per acre	@	£ 100,000		per acre					£	214,890
Marketing	@	2.00%		of GDV of private re					£	318,078
Residential Sales Agency fee Residential Sales Legal fee	@ @	1.00%		on private residenti on pirvate and affor					£	159,039 95,423
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD		uriits		———	£	95,423
Agency letting fee	@	10.00%		on commercial rent				+	£	
Agency legal fee	@	5.00%		on commercial rent				£		
Other Fees		3.0070		on commercial fem						
TOTAL FEES & ASSOCIATED COSTS										£2,418,576
Planning Oligations	Charge per s	a m	Sq m							22,410,57
Tarring Organoris	9- P	1	l oq iii	ı						
Residential Floorspace	£ 7		8,874	per internal sq m					£	59,694

TOTAL CIL										£59,69
'Below the line' costs	•									
Contingency	@	7.50%		on all costs					£	1,366,891
Profit on Cost	@	18.00%							£	3,526,580
TOTAL BELOW THE LINE COSTS										£4,893,47
TOTAL COSTS PRE FINANCE									$\overline{}$	£23,118,69

Gross Residual Land Value -£3,231,786 Purchasers Costs -£177,188	TOTAL COSTS INC FINANCE	£24,215,976
Purchasers Costs -£177.168	Gross Residual Land Value	-£3,231,786
	Purchasers Costs	-£177,168
Residual Land Value -£3,054,618	Residual Land Value	-£3,054,618

Old Square PH2

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.19	0.47	
Existing Building Footprint Site Coverage (%)			80%
Existing Building Average Height (Storeys)			3
Existing Building Gross Area	4,560	49,083	
Proposed Building Footprint Site Coverage (%)			100%
Proposed Total Building Footprint (sq m/sq ft)	1,900	20,451	
Proposed Total Non Building Footprint (sq m/sq ft)	-		
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	4,254	45,790	
Development Period (years)			8
Residential as a % of total Building Area			16%
Affordable Housing %			0%
Total Gross Residential Area (sq m/sq ft/units)	669	7,201	8
Total Gross Non Residential Area (sq m/sq ft)	3,585	38,589	

TOTAL COSTS INC FINANCE

Existing Use	Retail
Proposed Use	Retail, retained residential on upper floors

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		669	7,201	85.0%	569	6,121	71	765	8
Affordable Residential		0	0	85.0%	-		#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	100%	3,585	38,589	90.0%	3,227	34,730			
Offices (B1)	0%	-	0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0				
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking (Ancillary)	0%	-	0	100.0%	0				
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0				
Other 3			0		0	,			
Total		4,254	45,790	89.2%	3,795	40,851	71	765	#DIV/0!

Revenue									
Туре		Rent (per sq ft)	Rent Per Annum				Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	6,121					£ 167	£ 1,019,128		£1,019,128
Affordable Residential	0					£ 100			£0
Retail (A1)	34,730	£ 17.25	£ 599,088	6.5%	12	£ 265	£ 9,216,734	£505,265	£8,711,469
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%			£ -	£0	
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	£0
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	40,851	£17.25	£599,088	6.5%	6	£ 251	£ 10,235,863	£505,265	£9,730,598

TOTAL REVENUE	40,851	£17.25	£599,088	6.5%	6	£ 25	1 £ 10,2	235,863	£505,265	£9,730,598
				Costs						
Build Costs										
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost							Total Cost
Private Residential	669	£ 872	£ 583,435							£583,43
Affordable Residential	-	£ 872								£
Retail (A1)	3,585									£3,097,44
Offices (B1)	-	£ 1,100								£
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900								£
ndustrial (B2/B8) Non-residential Institutions (D1)	-	£ 578 £ 1,100					_			£
Assembly & Leisure (D2)	-	£ 1,100					_			£
Car Parking (Ancillary)	-	£ 40					_			£
Non Residential (Non Specific)	-	£ 1,100								£
Other 1	-	2 1,100	£ -							£
Other 2	-		£ -							£
Other 3	-		£ -							£
TOTAL CONSTRUCTION COSTS	4,254	865	£ 3,680,875							£3,680,87
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm								
Demolition Cost (area in gross sq m)	3,648	£ 50								£182,40
Landscaping Costs (area in gross sq m)		£ 100								£
Other Dev Cost 1										
Other Dev Cost 2										
Other Dev Cost 3										2122 12
TOTAL DEVELOPMENT COSTS										£182,40
Compensation & Vacant Possession Costs			_							
Disturbance and compensation Utilities liability							_			
Other Dev Cost 1							_			
Other Dev Cost 2										
0.1101 201 00012										
TOTAL COMPENSATION & VACANT POSSE	SSION COSTS									£
Fees & Associated Costs										
Professional Fees	@	10.00%		Including developm						£ 368,087
Section 106 Costs	@	£ -		per residential unit	exceptional item	over and above	CIL)			£ -
Site Servicing Cost per acre	@	£ 100,000		per acre						£ 46,930
Marketing	@	2.00%		of GDV of private re						£ 20,383
Residential Sales Agency fee	@	1.00%		on private residentia						£ 10,19
Residential Sales Legal fee Commercial Sales Agents & Legal Fee	@	0.50% 1.50%	 	on pirvate and affor on commercial GDV		JIIIUS				£ 5,096 £ 130,672
Agency letting fee	@	10.00%	†	on commercial rent	*					£ 59,909
Agency legal fee	@	5.00%	†	on commercial rent						£ 29,954
Other Fees	Ŭ		İ	, and the same of						
TOTAL FEES & ASSOCIATED COSTS										£671,22
CIL	Charge pe	r sq m	Sq m/Unit							
Residential	£ 7	£ -	569	per internal sq m						£ 3,825
<u> </u>										
TOTAL CIL										£3,82
Below the line' costs			_							
Contingency	@	7.50%		on all costs						£ 340,374
Profit on Cost	@	18.00%	1	blended rate for private	ate and affordabl	е				£ 878,16
TOTAL BELOW THE LINE COSTS										£1,218,54
TOTAL COSTS DDE FINANCE									 -	CE 750 00
TOTAL COSTS PRE FINANCE		0.500/								£5,756,86
Finance Costs	@	6.50%	1							£1,978,77

W	ard	0	roo

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.785	1.939	
Existing Building Footprint Site Coverage (%)			24%
Existing Building Average Height (Storeys)			3
Existing Building Gross Area	5,652	60,838	
Proposed Building Footprint Site Coverage (%)			90%
Proposed Total Building Footprint (sq m/sq ft)	3,533	38,023	
Proposed Total Non Building Footprint (sq m/sq ft)	4,318	46,473	
Proposed Average Height (storeys)			3
Proposed Developable Building Area (sq m/sq ft)	10,598	114,070	
Development Period (years)			15
Residential as a % of total Building Area			70%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	7,418	79,849	89
Total Gross Non Residential Area (sq m/sq ft)	3,179	34,221	

Existing Use	Office, Roadside Retail / Garages, Parking
Droposed Llee	Hotel Decidential & Decided Dateil / Corones

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		5,564	59,887	85.0%	4,729	50,904	71	765	67
Affordable Residential		1,855	19,962	85.0%	1,576	16,968	71	765	22
Retail (A1)	0%	-	0	90.0%	0	,			
Offices (B1)	0%	-	0	90.0%	0	,			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0				
Industrial (B2/B8)	0%	-	0	90.0%	0	,			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	45%	1,431	15,400	90.0%	1,288	13,860			
Car Parking	40%	1,272	13,688	100.0%	1,272	13,688			
Non Residential (Non Specific)	0%	477	5,133	85.0%	405	4,363			
Other 1		-	0	90.0%	0	-			
Roadside Services	15%	1,589.63	17,111	90.0%	1,431	15,400			
Other 3			0		0				
Total		12,187	131,181	87.8%	10,701	115,183	71	765	89

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum		Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	50,904					£ 185	£ 9,417,227		£9,417,227
Affordable Residential	16,968					£ 111	£ 1,883,445		£1,883,445
Retail (A1)	0	£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)	0	£ 13.50	£ -	8.0%	12		£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	13,860	£ 14.00	£ 194,034	7.0%	0	£ 200	£ 2,771,911	£151,957	£2,619,954
Car Parking (Ancillary)	13,688		£ -	0.0%	0	£ 8	£ 105,975	£5,810	£100,165
Non Residential (Non Specific)	4,363	£ -	£ -	0.0%	0	£ 100	£ 436,319	£23,919	£412,400
Other 1	0		0						£0
Roadside Services	15,400			6.5%	12	£173	£ 2,664,115		£2,664,115
Other 3	0						£ -		£0
TOTAL REVENUE	115,183	£4.10	£194,034	3.2%	7	£ 150	£ 17,278,993	£181,686	£17,097,307

				Costs					
Build Costs									
Гуре		£ Per Sqm	Base Build Cost						Total Cost
Private Residential	5,564	£ 969	£ 5,391,213					<u> </u>	£5,391,2
Affordable Residential	1,855	£ 969	£ 1,797,071					<u> </u>	£1,797,0
Retail (A1)	-	£ 864	£ -						
Offices (B1)	-	£ 1,100						<u> </u>	
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -					<u> </u>	
ndustrial (B2/B8)	-	£ 578	£ -						
Non-residential Institutions (D1)	-	£ 1,100	£ -						
Assembly & Leisure (D2)	1,431	£ 1,517	£ 2,170,315						£2,170,
Car Parking (Ancillary)	1,272	£ 40	£ 50,868						£50,
Non Residential (Non Specific)	477	£ 1,100	£ 524,576						£524,
Super Car park (multi-storey)		£ 864	£ -						
Roadside Services	1,590		£ -						
Other 3			£ -						
TOTAL CONSTRUCTION COSTS	12,187	815	£ 9,934,044						£9,934,
Development Costs (Based on Areas)		£ Per Sqm							
Demolition Cost (area in gross sq m)	5,652								£282,
andscaping Costs (area in gross sq m)	4,318								£78,
Flood Prevention Measures	7,850	£ 40							£314,
nfrastructure Works									£950,
Other Dev Cost 3									
TOTAL DEVELOPMENT COSTS									£1,625,
Compensation & Vacant Possession Costs									
Disturbance and compensation									
Jtilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSE	ESSION COSTS								
Fees & Associated Costs									
Professional Fees	@	10.00%		Including developm	ent management	fees (all as a % of	build costs)		£ 993,4
Section 106 Costs	@	£ -		per residential unit					£
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 193,8
Varketing	@	2.00%		of GDV of private re	esidential				£ 188,3
Residential Sales Agency fee	@	1.00%		on private residenti	al units				£ 94,1
Residential Sales Legal fee	@	0.50%		on pirvate and affor	dable residential	units			£ 56,5
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD	V				£ 39,2
Agency letting fee	@	10.00%		on commercial rent					£ 19,4
Agency legal fee	@	5.00%		on commercial rent					£ 9,7
Other Fees									
TOTAL FEES & ASSOCIATED COSTS	•		•	•		•	•		£1,594,
CIL	Charge pe	r sq m	Sq m/Unit						
Residential	£ 7		4,729	per internal sq m					£ 31,8
				1					
TOTAL CIL									£31,
Below the line' costs									
Contingency	@	7.50%		on all costs					£ 988,9
Profit on Cost	@	18.00%	<u> </u>	blended rate for pri	vate and affordabl	e		 	£ 2,551,4
TOTAL BELOW THE LINE COSTS		10.0070		pii		-			£3,540,
OTAL BLLOW THE LINE COSTS									23,340,
OTAL COSTS PRE FINANCE									046 700
DIAL COSIS FRE FINANCE									£16,726

@

TOTAL COSTS INC FINANCE

6.50%

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.66	1.6	
Existing Building Footprint Site Coverage (%)			0%
Existing Building Average Height (Storeys)			-
Existing Building Gross Area	-		
Proposed Building Footprint Site Coverage (%)			45%
Proposed Total Building Footprint (sq m/sq ft)	2,970	31,969	
Proposed Total Non Building Footprint (sq m/sq ft)	3,630	39,073	
Proposed Average Height (storeys)			2
Proposed Developable Building Area (sq m/sq ft)	5,940	63,938	
Development Period (years)			5
Residential as a % of total Building Area			45%

Total Gross Residential Area (sq m/sq ft/units)
Total Gross Non Residential Area (sq m/sq ft)

Purchasers Costs
Residu

Existing Use	Cleared Site
Proposed Use	Office & Residential

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		2,005	21,579	85.0%	1,704	18,342	71	765	24
Affordable Residential		668	7,193	85.0%	568	6,114	71	765	8
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	80%	2,614	28,133	90.0%	2,352	25,319			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%		0	90.0%	0				
Industrial (B2/B8)	0%	-	0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking (Ancillary)	20%	653	7,033	100.0%	653	7,033			
Non Residential (Non Specific)	0%		0	80.0%	0	,			
Other 1			0		0	-			
Other 2			0		0	-			
Other 3			0		0	,			
Total		5,940	63,938	88.9%	5,278	56,809	71	765	32

Revenue									
Туре		Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	18,342					£ 185			£3,393,287
Affordable Residential	6,114					£ 111	£ 678,657		£678,657
Retail (A1)	0	£ 15.00		6.5%			£ -	£0	
Offices (B1)	25,319	£ 13.50	£ 341,810	8.0%	12	£ 169	£ 4,272,628	£234,227	£4,038,401
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
Industrial (B2/B8)	0		£ -	8.0%			£ -	£0	
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	
Car Parking (Ancillary)	7,033	£ -	£ -	0.0%	0	£ 8	£ 54,450	£2,985	£51,465
Non Residential (Non Specific)	0	£ 20.00	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	56,809	£10.57	£341,810	7.9%	6	£ 148	£ 8,399,022	£237,212	£8,161,809

				Costs				
Build Costs				CUSIS				
	Crees Area (or m)	C Day Cam	Base Build Cost		1	1	1	Total Cost
Type Private Residential	Gross Area (sq m) 2.005	£ Per Sqm £ 969	£ 1,942,603					£1,942.60
Affordable Residential	668	£ 969	£ 647.534					£647.53
Retail (A1)	000	£ 864	f -					£047,33
Offices (B1)	2.614	£ 1,100	£ 2.874.960					£2,874,96
Restaurant, Cafe and Takeaway (A3, A4, A5)		£ 900	f -					£2,074,30
Industrial (B2/B8)	-	£ 578	£ -					£
Non-residential Institutions (D1)		£ 1,100	£ -					£
Assembly & Leisure (D2)		£ 1,400	£ -					£
Car Parking (Ancillary)	653	£ 40	£ 26,136					£26,13
Non Residential (Non Specific)	-	£ -	£ -					£
Other 1	-		£ -					£
Other 2	-		£ -					£
Other 3			£ -					£
TOTAL CONSTRUCTION COSTS	5,940	924	£ 5,491,233					£5,491,23
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm						
Demolition Cost (area in gross sq m)	-	£ 50						£
Landscaping Costs (area in gross sq m)	3,630	£ 100						£363,00
High Quality Design requirement								£200,00
Tramline enablings								£800,00
Other Dev Cost 3								
TOTAL DEVELOPMENT COSTS								£1,363,00
Compensation & Vacant Possession Costs								
Disturbance and compensation								
Utilities liabilty								
Other Dev Cost 2								
TOTAL COMPENSATION & VACANT POSSES	SION COSTS							£
Fees & Associated Costs								
Professional Fees	@	10.80%		Including developm				£ 593,053
Section 106 Costs Site Servicing Cost per acre	@	£ 100,000		per residential unit	(exceptional item	over and above C	IL)	£ - 163,020
Marketing Cost per acre	@	2.00%		per acre of GDV of private r	anidantial			£ 67,866
Residential Sales Agency fee	@	1.00%		on private residenti				£ 33,933
Residential Sales Agency ree	@	0.50%		on pirvate and affo		unite		£ 20,360
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD		uriito		£ 60,576
Agency letting fee	e e	10.00%		on commercial ren				£ 34,181
Agency legal fee	e e	5.00%		on commercial ren				£ 17.091
Other Fees	Ŭ		Ì					.,,001
TOTAL FEES & ASSOCIATED COSTS								£990,07
CIL	Charge pe	r sq m	Sq m/Unit					
	1	1						
Residential	£ 7	£ -	1,704	per internal sq m				£ 11,463
TOTAL CIL								£11,46
'Below the line' costs								
Contingency	@	7.50%		on all costs				£ 589,183
Profit on Cost	@	18.00%		blended rate for pri	vate and affordabl	е		£ 1,520,092
TOTAL BELOW THE LINE COSTS								£2,109,27
TOTAL COSTS PRE FINANCE								£9,965,05
Finance Costs	@	6.50%						£236,71
	•		•					•
TOTAL COSTS INC FINANCE								£10,201,76

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	2.30	5.68	
Existing Building Footprint Site Coverage (%)			50%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	23,000	247,570	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	11,500	123,785	
Proposed Total Non Building Footprint (sq m/sq ft)	11,500	123,785	
Proposed Average Height (storeys)			1.5
Proposed Developable Building Area (sq m/sq ft)	17,250	185,677	
Development Period (years)			15
Residential as a % of total Building Area			20%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	3,450	37,135	165
Total Gross Non Residential Area (sq m/sq ft)	13,800	148,542	

Existing Use	Industial, Roadside Retail/A3
Proposed Use	residential, office, Roadside SERVICES, EDUCATION

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		2,588	27,852	85.0%	2,199	23,674	18	191	124
Affordable Residential		863	9,284	85.0%	733	7,891	18	191	41
Retail (A1)	0%	-	0	90.0%	0	-			
Offices (B1)	20%	2,760	29,708	90.0%	2,484	26,738			
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0				
Industrial (B2/B8)	0%	-	0	90.0%	0				
Non-residential Institutions (D1)	0%	-	0	90.0%	0				
Assembly & Leisure (D2)	0%	-	0	90.0%	0				
Car Parking (Ancillary)	10%	1,380	14,854	100.0%	1,380	14,854			
Non Residential (Non Specific)	0%	9,660	103,979	85.0%	8,211	88,382			
Other 1		-	0		0				
Roadside Services	10%	1,380	14,854	90.0%	1,242	13,369			
Education	60%	8,280	89,125	90.0%	7,452	80,213			
Total		26,910	289,657	88.1%	23,702	255,121	18	191	165

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial Yield	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	23,674					£ 185	£ 4,379,663		£4,379,663
Affordable Residential	7,891					£ 111	£ 875,933		£875,933
Retail (A1)	0	£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)	26,738	£ 13.50	£ 360,957	8.0%	12	£ 169	£ 4,511,958	£247,347	£4,264,610
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%			£ -	£0	£0
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	14,854	£ -	£ -	0.0%	0	£ 8	£ 115,000	£6,304	£108,696
Non Residential (Non Specific)	88,382	£ -	£ -	0.0%	0	£ 100	£ 8,838,238	£484,516	£8,353,722
Other 1	0		0						£0
Roadside Services	13,369	11.25		0	12	173	£ 2,313,825		£2,313,825
Education	80,213					169	£ 13,535,873		£13,535,873
TOTAL REVENUE	255,121	£1.61	£360,957	1.2%	7	£ 136	£ 34,570,489	£738,168	£33,832,322

				Costs			
Build Costs							
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost				Total Cost
Private Residential	2,588	£ 969	£ 2,507,288				£2,507,288
Affordable Residential	863	£ 969	£ 835,763				£835,763
Retail (A1)	-	£ 864	£ -				£0
Offices (B1)	2,760	£ 1,100	£ 3,036,000				£3,036,000
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -				£0
Industrial (B2/B8)	-	£ 578					£0
Non-residential Institutions (D1)	-	£ 1,100	£ -				£0
Assembly & Leisure (D2)	-	£ 1,517	£ -				£0
Car Parking (Ancillary)	1,380	£ 40					£55,200
Non Residential (Non Specific)	9,660	£ 1,100	£ 10,626,000				£10,626,000
Roadside services	-	£ 864	£ -				£0
Education	1,380	£ 1,100	£ 1,518,000				£1,518,000
Education	8,280		£ -				£0
TOTAL CONSTRUCTION COSTS	26,910	690	£ 18,578,250				£18,578,250
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm					
Demolition Cost (area in gross sq m)	20,700	£ 50					£1,035,000
Landscaping Costs (area in gross sq m)	9,200	£ 110					£1,150,000
Pedestrian Routes Contribution							£50,000

	Other Dev Cost 3												
[TOTAL DEVELOPMENT COSTS £2,235,01												
[Compensation & Vacant Possession Costs												
[Disturbance and compensation												
I	Utilities liabilty												
	Other Dev Cost 1												
	Other Dev Cost 2												
I													
ı													

TOTAL COMPENSATION & VACANT POSSESS	ION COSTS									£0		
ees & Associated Costs												
Professional Fees	@	10.00%		Including developm	ent management f	ees (all as a % of	build costs)		£	1,857,825		
Section 106 Costs	@	£ -		per residential unit (exceptional item of	over and above CII	_)		£	-		
Site Servicing Cost per acre	@	£ 100,000		per acre					£	568,100		
Marketing	@	2.00%		of GDV of private re	sidential				£	87,593		
Residential Sales Agency fee	@	1.00%		on private residentia	al units				£	43,797		
Residential Sales Legal fee	@	0.50%		on pirvate and affor	dable residential u	nits			£	26,278		
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD\	/				£	63,969		
Agency letting fee	@	10.00%		on commercial rent					£	36,096		
Agency legal fee	@	5.00%		on commercial rent					£	18,048		
Other Fees												

TOTAL FEES & ASSOCIATED COSTS						£2,701,706
CIL	Charge pe	r sq m	Sq m/Unit			
Residential	£ 7		2,199	per internal sq m	£	14,795
TOTAL CIL						£14,795
'Below the line' costs						
Contingency	@	7.50%		on all costs	£	1,764,731
Profit on Cost	@	18.00%		blended rate for private and affordable	£	4,553,007
TOTAL BELOW THE LINE COSTS						£6,317,738

TOTAL COSTS PRE FINANCE			£29,847,488
Finance Costs	@	6.50%	£2,703,095
TOTAL COSTS INC FINANCE			£32,550,583

Gross Residual Land Value	£1,356,079
Purchasers Costs	£74,341
Residual Land Value	£1,281,738

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	0.345	0.852	
Existing Building Footprint Site Coverage (%)			5%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	345	3,714	
Proposed Building Footprint Site Coverage (%)			50%
Proposed Total Building Footprint (sq m/sq ft)	1,725	18,568	
Proposed Total Non Building Footprint (sq m/sq ft)	1,725	18,568	
Proposed Average Height (storeys)			3.5
Proposed Developable Building Area (sq m/sq ft)	6,038	64,987	
Development Period (years)			5
Residential as a % of total Building Area			85%
Affordable Housing 9/			25%

Total Gross Residential Area (sq m/sq ft/units)
Total Gross Non Residential Area (sq m/sq ft)

TOTAL COSTS INC FINANCE

Existing Use	Parking, Cleared Site, A3
Proposed Use	Residential & A3

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	
Private Residential		3,849	41,429	85.0%	3,272	35,215	71	765	46
Affordable Residential		1,283	13,810	85.0%	1,091	11,738	71	765	15
Retail (A1)	0%	-	0	90.0%	0	,			
Offices (B1)	0%	-	0	90.0%	0	,			
Restaurant, Cafe and Takeaway (A3, A4, A5)	30%	272	2,924	90.0%	245	2,632			
Industrial (B2/B8)	0%	-	0	90.0%	0				
Non-residential Institutions (D1)	0%	-	0	90.0%	0	,			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	,			
Car Parking (Ancillary)	70%	634	6,824	100.0%	634	6,824			
Non Residential (Non Specific)	0%	-	0	85.0%	0				
			0		0	,			
Other 2			0		0	,			
Other 3			0		0				
Total		6,038	64,987	86.8%	5,241	56,409	71	765	61

Revenue									
Туре	Net Area (sq ft)	Rent (per sq ft)	Rent Per Annum	Gross Initial	Rent Free Period (months)	Capital Value (per sq ft); commercial elements discounted for rent free	Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	35,215					£ 176	£ 6,189,011		£6,189,011
Affordable Residential	11,738					£ 105	£ 1,237,802		£1,237,802
Retail (A1)	0	£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)		£ 13.50	£ -	8.0%	12		£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	2,632	£ 25.00	£ 65,799	6.5%	12	£ 385	£ 1,012,298	£55,495	£956,804
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	0	£ 17.50	£ -	7.0%	0	£ 250	£ -	£0	£0
Car Parking (Ancillary)	6,824	£ -	£ -	0.0%	0	£ 8	£ 52,828	£2,896	£49,932
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	56,409	£6.96	£65,799	6.2%	6	£ 151	£ 8,491,939	£58,391	£8,433,549

				Costs				
Build Costs				COSIS				
			Base Build					
Туре	Gross Area (sq m)	£ Per Sqm	Cost					Total Cost
Private Residential	3,849	£ 969	£ 3,729,590					£3,729,59
Affordable Residential	1,283							£1,243,19
Retail (A1)	-	£ 864						£
Offices (B1)	-	£ 1,100						£
Restaurant, Cafe and Takeaway (A3, A4, A5)	272	£ 900	£ 244,519					£244,51
Industrial (B2/B8)	-	£ 578	£ -					£
Non-residential Institutions (D1)	-	£ 1,100	£ -					£
Assembly & Leisure (D2)	-	£ 1,517						£
Car Parking (Ancillary)	634	£ 40	£ 25,358					£25,35
Non Residential (Non Specific)	-	£ 1,100	£ -					£
Other 1			£ -				-	£
Other 2	-		£ -					
Other 3	-				l	L	1	£
TOTAL CONSTRUCTION COSTS	6,038	868	£ 5,242,663					£5,242,66
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm		_				
Demolition Cost (area in gross sq m)	345		ļ			ļ		£17,25
Landscaping Costs (area in gross sq m)	1,725	£ 120						£172,50
Infrastructure Works					 	 		£110,00
Other Dev Cost 2					 	 		
Other Dev Cost 3				I	l	I	l .	
TOTAL DEVELOPMENT COSTS								£299,75
Compensation & Vacant Possession Costs								
Disturbance and compensation								
Utilities liabilty								
Other Dev Cost 1							-	
Other Dev Cost 2							-	
TOTAL COMPENSATION & VACANT POSSESSION	LOCATO						l.	0
TOTAL COMPENSATION & VACANT POSSESSION	100515							£
Fees & Associated Costs		10.000/	1					
Professional Fees	@	10.00%		Including developm				£ 524,266
Section 106 Costs	@	£ -		per residential unit	(exceptional item	over and above C	IL)	£ -
Site Servicing Cost per acre	@	£ 100,000		per acre	11 4 1			£ 85,215
Marketing Residential Sales Agency fee	@	2.00%		of GDV of private re on private residenti				£ 123,780 £ 61,890
Residential Sales Agency fee Residential Sales Legal fee	@	0.50%		on private residenti		unite		£ 61,890
	@	1.50%				units		£ 37,134 £ 14,352
Commercial Sales Agents & Legal Fee Agency letting fee	@	10.00%	1	on commercial GD on commercial rent				£ 14,352
Agency legal fee	@	5.00%		on commercial rent				£ 3,290
Other Fees		3.0076	1	on commercial fell				2 3,290
TOTAL FEES & ASSOCIATED COSTS				1				£856,50
CIL	Charge per so	ı m	Sq m/Unit					 2000,30
CIL	Onal ge per st		oq m/onit					
Residential	£ 7	£ -	3,272	per internal sq m				£ 22,007
1.0000011101	~ '	~	3,212	per miternal sy III				۵ کاران
	†							
	†							
TOTAL CIL				1				£22,00
'Below the line' costs								 222,00
Contingency	@	7.50%	T	on all costs				£ 481,570
Profit on Cost	@	18.00%	1	blended rate for pri	rate and affordabl			£ 1,242,450
TOTAL BELOW THE LINE COSTS		10.00 /0	1	oronaca rate for pir	and and anordabl			£1,724,430
TOTAL BLLOW THE LINE COSTS								£1,124,01
TOTAL COOTS BDF FINANCE								00.444.04
TOTAL COSTS PRE FINANCE Finance Costs	@	6.50%						£8,144,94
Finance Costs	(e)	0.50%	1					£488,75

William House, Stafford Works, Station Street			
	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.22	3.0	
Existing Building Footprint Site Coverage (%)			60%
Existing Building Average Height (Storeys)			4
Existing Building Gross Area	29280	315,167	
Proposed Building Footprint Site Coverage (%)			75%
Proposed Total Building Footprint (sq m/sq ft)	4,575	49,245	
Proposed Total Non Building Footprint (sq m/sq ft)	7,625	82,075	
Proposed Average Height (storeys)			3
Proposed Developable Building Area (sq m/sq ft)	13,725	147,735	
Development Period (years)			10
Residential as a % of total Building Area			80%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	10,980	118,188	131
Total Gross Non Residential Area (sq m/sq ft)	2,745	29,547	

	Industrial, Commercial (Retail / A3 / Office), Vacant Buildings
Existing Use	(former industrial), clear plots, residential
Proposed Use	Residential & Banqueting Facility

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		8,235	88,641	85.0%	7,000	75,345	71	765	98
Affordable Residential		2,745	29,547	85.0%	2,333	25,115	71	765	33
Retail (A1)	0%	-	0	90.0%	0				
Offices (B1)	0%		0	90.0%	0				
Restaurant, Cafe and Takeaway (A3, A4, A5)	0%	-	0	90.0%	0	-			
Industrial (B2/B8)	0%		0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	50%	1,373	14,773	90.0%	1,235	13,296			
Car Parking	50%	1,373	14,773	100.0%	1,373	14,773			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0				
Other 3			0		0	-			
Total		13,725	147,735	87.0%	11,941	128,529	71	765	131

Гуре N		Rent (per sq				Capital Value			
		ft)	Rent Per Annum	Gross Initial Yield	Period (months)			Purchasers Costs	Capital Value
Private Residential	75,345					£ 185	£ 13,938,753		£13,938,753
Affordable Residential	25,115					£ 111	£ 2,787,751		£2,787,751
Retail (A1)	0	£ 15.00	£ -	6.5%	12	£ 231	£ -	£0	£0
Offices (B1)	0	£ 13.50	£ -	8.0%	12	£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	0	£ 25.00	£ -	6.5%	12	£ 385	£ -	£0	£0
ndustrial (B2/B8)	0	£ 27.50	£ -	7.3%	12	£ 379	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0	£ 150	£ -	£0	£0
Assembly & Leisure (D2)	13,296	£ 14.00	£ 186,146	7.0%	0	£ 200	£ 2,659,221	£145,780	£2,513,442
Car Parking	14,773	£ -	£ -	0.0%	0	£ 8	£ 114,375	£6,270	£108,105
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	128,529	£6.63	£186,146	6.7%	6	£ 152	£ 19,500,100	£152,050	£19,348,050

5 11.5				Costs					
Build Costs	1	1				1			
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	8,235	£ 969	£ 7,979,715						£7,979,7
Affordable Residential	2,745	£ 969	£ 2,659,905						£2,659,9
Retail (A1)	-	£ 864	£ -						
Offices (B1)	-	£ 1,100	£ -						
Restaurant, Cafe and Takeaway (A3, A4, A5)	-	£ 900	£ -						
Industrial (B2/B8)	-	£ 578	£ -						
Non-residential Institutions (D1)	-	£ 1,100	£ -						
Assembly & Leisure (D2)	1,373	£ 1,517	£ 2,082,083						£2,082,0
Car Parking	1,373	£ 40	£ 54,900						£54,9
Non Residential (Non Specific)	-	£ 1,100	£ -						
Other 1	-		£ -						
Other 2	-		£ -						
Other 3	-		£ -						9
TOTAL CONSTRUCTION COSTS	13,725	931	£ 12,776,603						£12,776,60
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm							
Demolition Cost (area in gross sq m)	29,280	£ 50							£1,464,00
Landscaping Costs (area in gross sq m)	7,625	£ 100							£305,00
Other Dev Cost 1	1,122	1,44							
Other Dev Cost 2									
Other Dev Cost 3									
TOTAL DEVELOPMENT COSTS	•					1		-	£1,769,00
Compensation & Vacant Possession Costs									21,100,00
Disturbance and compensation		1	1	1	1		1	1	
Utilities liabilty	-							+	
Other Dev Cost 1							 		
Other Dev Cost 1 Other Dev Cost 2								-	
Other Dev Cost 2								+	
								-	
								-	
TOTAL COMPENSATION & VACANT POSSES	27202 40122	l .		I .		l			-
Fees & Associated Costs	331014 CO313								
		40.000/	1	Death decidence		/-!! 0/ -/	6 - 20	_	1 077 00
Professional Fees	@	10.00%		Including developm	ent management f	ees (all as a % of	build costs)		£ 1,277,66
Section 106 Costs	@	£ 100,000		per residential unit	exceptional item o	ver and above Cil	.)		£ -
Site Servicing Cost per acre	@			per acre	11 21				
Marketing	@	2.00%		of GDV of private re					£ 278,77
Residential Sales Agency fee	@	1.00%		on private residentia		16			£ 139,38
Residential Sales Legal fee	@ @	0.50%		on pirvate and affor		nits			£ 83,63
Commercial Sales Agents & Legal Fee		1.50%		on commercial GD	V				£ 37,70
Agency letting fee	@	10.00%		on commercial rent				1	£ 18,61
Agency legal fee	@	5.00%	ļ	on commercial rent				-	£ 9,30
Other Fees		l	l .	l .				1	
TOTAL FEES & ASSOCIATED COSTS									£2,146,4
CIL	Charge pe	r sq m	Sq m/Unit						
<u>'</u>									
Residential	£ 7		7,000	per internal sq m					£ 47,08
						-			
TOTAL CIL									£47,0
'Below the line' costs									
Contingency	@	7.50%		on all costs					£ 1,255,43
Profit on Cost	@	18.00%		blended rate for pri	vate and affordable)			£ 3,239,01
TOTAL BELOW THE LINE COSTS			•					•	£4,494,4
OTHE BEEGN THE EME GOOTS									24,434,4
TOTAL COSTS PRE FINANCE									£24 222 E
Finance Costs	@	6.50%							£21,233,5 £479,9
III I I I I I I I I I I I I I I I I I	e.	0.50%	1						14/9,9

TOTAL COSTS INC FINANCE	£21,713,549
Gross Residual Land Value	-£2,502,698
Purchasers Costs	-£137,199
Residual Land Value	-£2,365,499

Old Square PH3

	Metric	Imperial	Other Metrics
Site Area (hectares/ acres)	1.0	2.6	Other metrice
Existing Building Footprint Site Coverage (%)			100%
Existing Building Average Height (Storeys)			2
Existing Building Gross Area	20,860	224,535	
Proposed Building Footprint Site Coverage (%)			100%
Proposed Total Building Footprint (sq m/sq ft)	10,430	112,267	
Proposed Total Non Building Footprint (sq m/sq ft)	-		
Proposed Average Height (storeys)			1
Proposed Developable Building Area (sq m/sq ft)	10,430	112,267	
Development Period (years)			8
Residential as a % of total Building Area			0%
Affordable Housing %			25%
Total Gross Residential Area (sq m/sq ft/units)	-	-	-
Total Gross Non Residential Area (sq m/sq ft)	10,430	112,267	

Existing Use	Retail
Droposed Lies	Detail A2

Development Type and Quantum	Percentage of non Residential Space	Gross Internal Area (sq m)	Gross Internal Area (sq ft)	Gross Net Ratio	Net Internal Area (sq m)	Net Internal Area (sq ft)	Average Net Unit Area (sq m)	Average Net Unit Area (sq ft)	No of residential units
Private Residential		0	0	85.0%		-	#DIV/0!	#DIV/0!	#DIV/0!
Affordable Residential		0	0	85.0%	-	-	#DIV/0!	#DIV/0!	#DIV/0!
Retail (A1)	80%	8,344	89,814	90.0%	7,510	80,833			
Offices (B1)	0%		0	90.0%	0	-			
Restaurant, Cafe and Takeaway (A3, A4, A5)	20%	2,086	22,453	90.0%	1,877	20,208			
Industrial (B2/B8)	0%		0	90.0%	0	-			
Non-residential Institutions (D1)	0%	-	0	90.0%	0	-			
Assembly & Leisure (D2)	0%	-	0	90.0%	0	-			
Car Parking (Ancillary)	0%		0	100.0%	0	-			
Non Residential (Non Specific)	0%	-	0	85.0%	0	-			
Other 1			0		0	-			
Other 2			0		0	-			
Other 3			0		0	-			
Total		10,430	112,267	90.0%	9,387	101.041	#DIV/0!	#DIV/0!	#DIV/0!

Revenue									
Туре		Rent (per sq ft)	Rent Per Annum				Gross Capital Value	Purchasers Costs	Capital Value
Private Residential	0					£ 185	£ -		£0
Affordable Residential	0					£ 111	£ -		£0
Retail (A1)	80,833	£ 15.00	£ 1,212,489	6.5%	12	£ 231	£ 18,653,673	£1,022,602	£17,631,071
Offices (B1)	0	£ 13.50	£ -	8.0%		£ 169	£ -	£0	£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	20,208		£ 303,122	6.5%			£ 4,663,418	£255,651	£4,407,768
Industrial (B2/B8)	0	£ 5.00	£ -	8.0%	12	£ 63	£ -	£0	£0
Non-residential Institutions (D1)	0	£ -	£ -	0.0%	0		£ -	£0	£0
Assembly & Leisure (D2)	0	£ 14.00	£ -	7.0%	0	£ 200	£ -	£0	£0
Car Parking (Ancillary)	0	£ -	£ -	0.0%	0	£ 8	£ -	£0	£0
Non Residential (Non Specific)	0	£ -	£ -	0.0%	0	£ 100	£ -	£0	£0
Other 1	0						£ -		£0
Other 2	0						£ -		£0
Other 3	0						£ -		£0
TOTAL REVENUE	101,041	£15.00	£1,515,611	6.5%	6	£ 231	£ 23,317,091	£1,278,253	£22,038,839

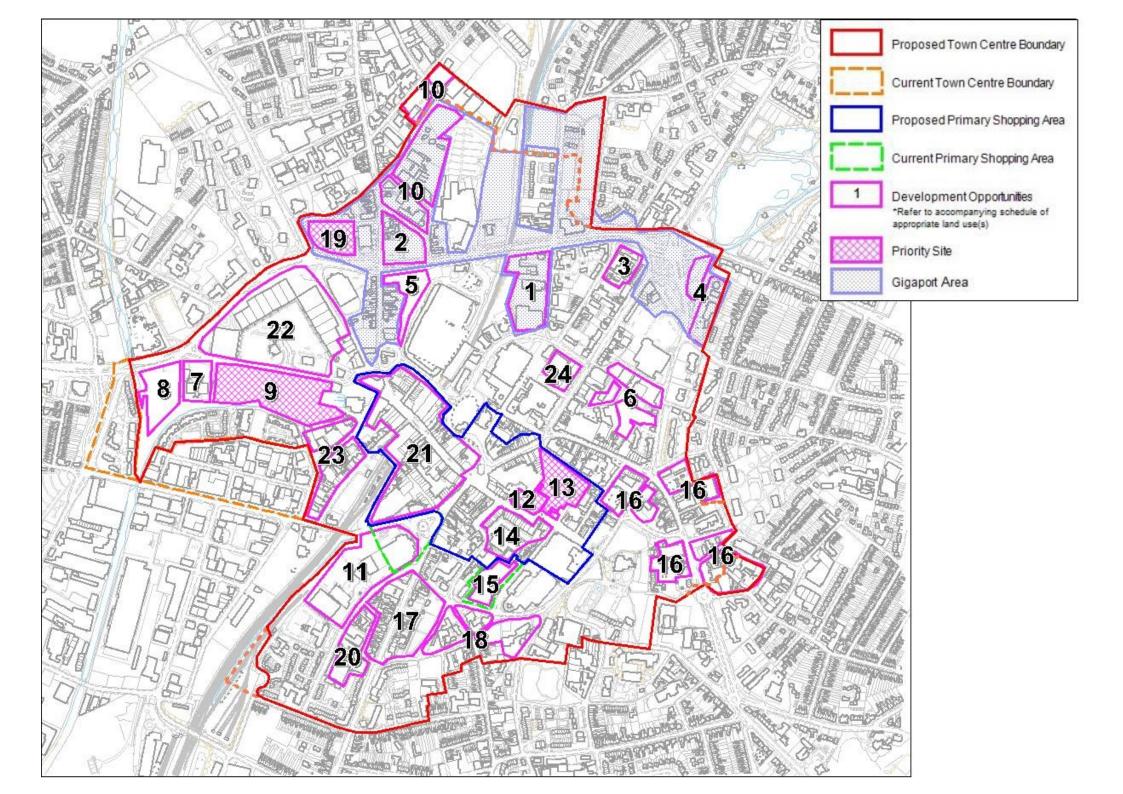
Other 3	0		-				f -		£0
TOTAL REVENUE	101,041	£15.00	£1,515,611	6.5%		£ 231		£1,278,253	
TOTAL REVENUE	101,041	£15.00	£1,515,611	6.5%	ь	£ 231	£ 23,317,091	£1,278,253	£22,038,839
				0					
Build Costs				Costs					
Build Costs	1	1	1	ī	1	1	1	ı	T
Туре	Gross Area (sq m)	£ Per Sqm	Base Build Cost						Total Cost
Private Residential	_	£ 969	£ -						£0
Affordable Residential	-	£ 969	£ -						£0
Retail (A1)	8,344	£ 864	£ 7,209,216						£7,209,216
Offices (B1)	-	£ 1,100							£0
Restaurant, Cafe and Takeaway (A3, A4, A5)	2,086	£ 900							£1,877,400
Industrial (B2/B8)	-	£ 578							£0
Non-residential Institutions (D1)	-	£ 1,100							£0
Assembly & Leisure (D2)	-	£ 1,517							£0
Car Parking (Ancillary)	-	£ 40	£ -						£0
Non Residential (Non Specific)	-	£ 1,100							£0
Other 1 Other 2	-		£ -						£0
Other 3			£ -						£0
TOTAL CONSTRUCTION COSTS	10,430	871	£ 9,086,616			1	1		£9,086,616
Development Costs (Based on Areas)	Gross Area (sq m)	£ Per Sqm	1 9,000,010						19,000,010
Demolition Cost (area in gross sq m)					1				£1,043,000
Landscaping Costs (area in gross sq m)	20,860	£ 50 £ 100							£1,043,000 £0
Street access works	-	£ 100				1	+		£1,750,000
Other Dev Cost 2						1	+		£1,730,000
Other Dev Cost 3									
TOTAL DEVELOPMENT COSTS						1	ı		£2,793,000
Compensation & Vacant Possession Costs									22,100,000
Disturbance and compensation	1	I	I		I	1		ı	
Utilities liabilty									
Other Dev Cost 1									
Other Dev Cost 2									
TOTAL COMPENSATION & VACANT POSSE	SSION COSTS								£0
Fees & Associated Costs									
Professional Fees	@	10.80%		Including developm	ent management	fees (all as a % o	f build costs)		£ 981,355
Section 106 Costs	@	£ -		per residential unit	(exceptional item	over and above C	IL)		£ -
Site Servicing Cost per acre	@	£ 100,000		per acre					£ 257,621
Marketing	@	2.00%		of GDV of private re					£ -
Residential Sales Agency fee	@	1.00%		on private residentia					£ -
Residential Sales Legal fee	@	0.50%		on pirvate and affor		units			£ -
Commercial Sales Agents & Legal Fee	@	1.50%		on commercial GD\					£ 330,583 £ 151,561
Agency letting fee	@	10.00% 5.00%		on commercial rent				 	£ 151,561 £ 75,781
Agency legal fee Other Fees	w w	5.00%		on commercial rent				 	L /5,/81
TOTAL FEES & ASSOCIATED COSTS									£1,796,900
CIL	Charge pe	r ca m	Sq m/Unit						£1,730,300
CIL	Charge pe	i sq iii	Sq III/UIIII	1				T.	Т
Residential	£ 7	£ -	_	per internal sq m				1	£ -
residential		-	<u> </u>	per internal sq III				 	<u> </u>
								 	
								 	
TOTAL CIL									£0
'Below the line' costs									2.0
Contingency		7.50%		on all costs				ı	£ 1.025,739
Profit on Cost	@	18.00%		blended rate for priv	vate and affordah	le		 	£ 2,646,406
TOTAL BELOW THE LINE COSTS		10.0070		pin	und unordab	-			£3,672,144
OWE DESCRIPTION OF THE PROPERTY.									40,072,14

TOTAL COSTS INC FINANCE	£19,327,430
Gross Residual Land Value	£2,868,670
Purchasers Costs	£157,262
Residual Land Value	£2,711,409

6.50%

TOTAL COSTS PRE FINANCE Finance Costs

Appendix 8 – Proposed AAP Designations Plan



Site Reference	Site Name	Appropriate Land Use(s)
1	Challenge Block	 Super Car Park Offices including civic office and 3rd sector uses Alternatively: Residential (if Super Car Park not delivered)
2	Day Street Parking Site	 Residential (potentially in the form of Live/Work accommodation) Offices including civic office and related community uses Alternatively: Super Car Park (if not delivered at Challenge Block).
3	Former Jabez Cliff Site Plus Car Park Opposite	ResidentialAncillary A3 Leisure
4	Ward Street Area	ResidentialHotelSurface Car Parking
5	Cordwell Site	ResidentialOfficesAlternatively: Convenience Retail
6	Intown (Intown off Lichfield Street)	 Super Car Park Alternatively: Residential; Hotel; Light Industrial (if Super Car Park not delivered)
7	Holiday Hypermarket	Potential alternative to existing use: Residential
8	Waterfront Lex	 Residential Offices (small scale) Ancillary A3 Leisure or Convenience Retail (small scale)
9	Waterfront North Site	 Cinema A3 Leisure Alternatively: Residential; Community/ public sector uses i.e. consolidated Heritage Centre (if not delivered at Leather Museum)
10	North Street / Poland Street	 Offices Education Residential Potentially alongside existing A3 Leisure/ Roadside Services
11	Jerome Retail Park	 Convenience Retail Transport Interchange Alternatively or complementary to mixed use scheme: Residential
12	Old Square Phase 2	 Retail (principally Comparison Retail) A3 Leisure (small scale) Residential (upper floors)

12	Pomainder of Old Square	- Datail Insinging Illy Comparison
13	Remainder of Old Square	Retail (principally Comparison Batail)
	(Phase 3)	Retail)
		A3 Leisure (small scale)
	0.0.000	Residential (upper floors)
14	Norton & Proffitt Site	Retail (principally Comparison
		Retail)
		A3 Leisure (small scale)
15	Former Shannon's Mill Site (George	Residential
	Street)	Roadside Services
		Alternatively: Convenience Retail (if
		not delivered at Jerome Retail Park
		and/or Cordwell Site)
16	Bridge Street / Ablewell Street	Residential
	Area	Potentially alongside existing Light
		Industrial
17	Bradford Street Area	Residential
		Potentially alongside existing Light
		Industrial; Roadside Services;
		Offices; Tertiary Retail
18	Dudley Street Area	Residential
	· ·	Potentially alongside existing Light
		Industrial; Roadside Services;
		Offices; Tertiary Retail
19	Green Lane Police Station	Offices
		Residential
20	Midland Road Area	Residential
		Potentially alongside existing Light
		Industrial; Roadside Services;
		Offices
21	Park Street including Park Place	Principally A1 Retail
	and Saddler's Centre	Non-A1 Retail
22	Crown Wharf (Wolverhampton	No Additional Retail including
	Street)	variation of conditions controlling,
	,	for example, the sale of particular
		retail goods or the amount of
		permitted retail floorspace
23	William House / Stafford Works /	Residential
	Station Street	Banqueting Facility
		Hotel
		 Potentially alongside existing Light
		Industrial
24	Gala Baths (Tower Street off	Public Sector Leisure i.e.
27	Lichfield Street)	refurbished Gala Baths
	Liciniela Street)	returbistied data battis