

Report of:	Head of Economic Prosperity
Contact Officer:	Debbie Harris / Dean Piper
Telephone No:	01543 464490
Portfolio Leader:	Town Centre Regeneration
Key Decision:	No
Report Track:	Cabinet: 11/07/19

CABINET
11 JULY 2019
CANNOCK TOWN CENTRE DEVELOPMENT PROSPECTUS

1 Purpose of Report

- 1.1 To update Members on the work that has been undertaken by Council officers in conjunction with consultants in regard to the production of a Development Prospectus for Cannock Town Centre.

2 Recommendations

- 2.1 That Cabinet approve the draft Development Prospectus at Appendix 1 for use as a marketing tool to attract in new investment into identified opportunity sites in Cannock Town Centre.
- 2.2 That Cabinet delegates authority to the Head of Economic Prosperity in consultation with the Town Centre Regeneration Portfolio Leader to take all steps to launch the Prospectus and distribute it to appropriate developers, investors, agents and intermediaries.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 The redevelopment of Cannock Town Centre has been a long term aspiration of the Council. The town centre currently has a poor quality retail offer. Investment and redevelopment is badly needed in order to regenerate a struggling town centre by providing new floorspace, jobs, leisure and cultural uses.
- 3.2 Generating additional footfall and linkages to the town centre with the McArthurGlen Designer Outlet Cannock (the Outlet) scheduled to open in 2020 is critical. 3 million visitors are anticipated annually to the Outlet. In order for this to happen there needs to be something to attract visitors that isn't already catered for at the Outlet or Cannock Town Centre will decline further.

Reasons for Recommendations

- 3.3 Cabinet are being requested to approve the use of the Development Prospectus at Appendix 1 in order for the Prospectus to be launched to the market and wider distribution to take place of the document in its current form.
- 3.4 Without the Development Prospectus being in place, there is a risk that development opportunities will not come forward and the town centre could decline further. Crucially, there will be a huge missed opportunity to attract in a proportion of the anticipated 3 million plus visitors per annum from the Outlet into Cannock Town Centre.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:

- (i) Promoting Prosperity – contributing to creating a positive environment in which businesses can thrive; creating strong and diverse town centres to attract additional customers and visitors; maximising benefits from the McArthurGlen Designer Outlet Cannock.

The Development Prospectus will form part of strategic planning to support improvement to Cannock Town Centre and provides a strategic view which acknowledges the opportunity sites available in Cannock Town Centre.

5 Report Detail

- 5.1 Members will recall that the production of a Development Prospectus as a means of marketing potential redevelopment opportunities in and around Cannock Town Centre has been a long held ambition of the Council. In September 2015, Cabinet agreed a number of recommendations on the future positioning of Cannock Town Centre one of which included the production of a Development Prospectus along with the production of an Area Action Plan which was to form part of the Cannock Chase Local Plan (Part 2). Work on the Area Action Plan has now paused and is being considered as part of the current Local Plan Review.
- 5.2 Consultants have undertaken work with Council officers over the last two years in two phases to enable the development of the Prospectus. The Council commissioned Cheetham & Mortimer to undertake Phase 1 which completed in May 2018 and the outcome of this work provided a current commercial overview identifying potential development opportunities and established benchmark indicators by which future performance could be measured specifically in order to monitor any impact from the McArthurGlen Designer Outlet. The consultants provided schematics for two key sites that they considered being key to unlocking investment in the town centre (the Multi Storey Car Park (MSCP) / Indoor Market and the Bus Station). The work carried out identified sufficient demand to create a new destination area in the town centre anchored by a cinema and supported by food / drink outlets. It was however noted that the viability of cinema/restaurant schemes can be challenging. In parallel to

commissioning the phase 1 work an approach was made to Council officers for a redevelopment opportunity coincidentally on the MSCP site for a cinema/leisure led development. Cabinet should note that the development of the Development Prospectus is not in any way linked to the approach from the developer.

- 5.3 In April 2019, officers commissioned Carter Jonas to undertake Phase 2 of the Prospectus (attached at Appendix 1). This work was jointly funded by the Council, Staffordshire County Council and the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP). Phase 2 builds on the initial findings and sites identified in Phase 1 and converts this into a visual document that presents an exciting future for the town centre and a number of development opportunities that could be of interest to potential developers and investors. It is intended that the Prospectus will be a publicly facing document.
- 5.4 The Prospectus acts as a framework that encapsulates all of the site development opportunities owned by the Council in Cannock Town Centre and identifies their potential future uses and development potential. The sites identified include: Church Street (MSCP area); Bus station, Danilo Road, Beecroft Road, Backcrofts, Allport Road, Avon Road, Park Road and the Police station car park. Work to identify potential future uses and quantum of development achievable are all contained within the Prospectus.
- 5.5 By promoting Council owned sites first, it is anticipated that the Council will be able to catalyse investment and development in the town centre and encourage the private sector and other public bodies i.e. Local Enterprise Partnerships, West Midlands Combined Authority to also invest.
- 5.6 Inclusion of each site in the Prospectus does not commit the Council to a specific use but is intended to stimulate engagement and discussion with prospective developers and investors. Cabinet should note that proposals from developers for a specific site would be subject to the Council's normal decision making processes and also subject to securing a suitable planning consent.
- 5.7 The Prospectus work is intended on being complementary to the Council's emerging Economic Prosperity Strategy and the work focussed on bringing forward redevelopment sites in Cannock Town Centre. It is hoped that the Prospectus (whilst not a formal adopted planning document) will help to guide future investment into Cannock. The Prospectus articulates the types of uses and sites the Council is keen to see investment to come forward on and has been the subject of consultation with Planning officers in its formulation. The Local Plan is currently the subject of a review with updated evidence being produced and used to inform the overall strategy for future development in the District and detailed polices. The Prospectus will help inform the future strategy and policies for Cannock Town Centre within the Local Plan, alongside other supporting evidence.
- 5.8 It is proposed to distribute the Prospectus to all known intermediaries (Estate Agents) and Developers locally and regionally. Promotion will be alongside normal marketing practices such as production of press releases, social media messages and links to the Development Prospectus added to the Council's website to help publicise the opportunities available in Cannock. Copies will also be sent out to key stakeholders in the District for their information.

Consideration will also be given to organising and holding a 'launch' event during 2019.

- 5.9 Cabinet should note that work has been undertaken to feed into the Prospectus on Cannock Bus Station via consultants 'Systra' to be confident that any proposals are able to meet current and projected usage of the bus station. The advice from Systra is that the Bus Station currently operates at a quarter of its capacity and that there is potential to release half of the site for re-development. As such, the Bus Station is included in the Prospectus as a potential development opportunity; subject to any proposal being required to remodel and amend the current Bus Station layout to accommodate future uses on the site. Cabinet should however note that informal feedback from bus operators suggests that there would be some resistance from them to rationalising the Bus Station site.
- 5.10 In April 2019, Cabinet resolved that officers should proceed with a competitive procurement process for a redevelopment scheme in Cannock Town Centre and provided an 'in-principle' agreement to the use of Council assets in the redevelopment scheme, including the Multi-storey Car Park and area beneath including the Indoor Market Hall and retail units. The decision taken by Cabinet in April 2019 is compatible with the recommended use for the Church Street site in the Development Prospectus and the procurement of a development partner would be a key step forward in unlocking this site opportunity and other sites contained within the Prospectus.

6 Implications

6.1 Financial

There are no financial implications arising from the approval of the draft Development Prospectus. The costs of its commissioning has been jointly funded by the Council, Staffordshire County Council and the Greater Birmingham & Solihull Local Enterprise Partnership.

6.2 Legal

The legal implications are set out in the report.

6.3 Human Resources

None.

6.4 Section 17 (Crime Prevention)

None.

6.5 Human Rights Act

None.

6.6 Data Protection

Copyright of the Prospectus resides with the Council.

6.7 Risk Management

None.

6.8 Equality & Diversity

None.

6.9 Best Value

Consultants have been procured in accordance with Council procedures and guidance to ensure value for money is secured for the commission.

7 Appendices to the Report

Appendix 1: Cannock Town Centre Prospectus

Previous Consideration

Cannock Town Centre Future Positioning	Cabinet	24 September 2015
Priority Economic Regeneration Projects	Cabinet	19 January 2017
Cannock Town Centre	Cabinet	12 July 2018
Cannock & Rugeley Town Centres Redevelopment	Cabinet	18 April 2019

Background Papers

None

ITEM NO. 8.



CANNOCK

CULTURE AND LEISURE HUB

LOOKING TO CREATE 21ST CENTURY EXPERIENCES

DEVELOPMENT PROSPECTUS

www.cannockchasedc.gov.uk

CANNOCK - KEY FACTS

Strategic location



Existing Town Centre Shops



223 shops, 58,000 sqm floor space

Green Infrastructure



1,000 hectares of parks & open spaces
4 Green Flag sites plus 1,214 hectares of AONB

McArthurGlen Designer Outlet Cannock



20 minutes walk away

History



13th Century Market Town

Housing Growth



Circa **5,680** homes in the next 20 years

Entertainment and Culture



Prince of Wales Theatre

Micro Businesses

88% of workforce are in small businesses of 1-9 people



FOREWORD



Change is in the air - Cannock is on the cusp of transformational change, the catalyst of which is the new £160m McArthurGlen Designer Outlet Cannock (hereafter referred to as 'The Outlet') due to open in 2020. The Outlet, strategically positioned 20-minutes walking distance to the east of Cannock Town Centre, will be a high end retail destination serving 11 million people within a 90 minute residential catchment area. The Outlet will include 130 retail stores comprising a mix of retailers, totalling 26,505 square metres.

Cannock Town Centre - The subject of this Development Prospectus, Cannock Town Centre, dates back to the 13th century when a weekly market was held in Market Place. Following two decades of expansive growth in the 1970's and 1980's, the town is now well positioned to capitalise on the arrival of The Outlet through new investments which provide a much enhanced leisure and cultural offer in the Town Centre.

The development forms the largest retail investment outside of London. Delivery of The Outlet is synchronised with major upgrades to the Cannock-Birmingham railway line which will reduce journey times to 34 minutes into Birmingham New Street. In this way, the new destination will be connected via public transport to the wider Midlands catchment area, with onward journeys to London in just 49 minutes once HS2 becomes operational in 2026.

Investment opportunities - This Development Prospectus identifies Council-owned sites within the Town Centre with the potential for redevelopment. These sites are mostly available in the immediate term. The Council wants to engage with private sector investors and developers who are interested in hearing more about the available opportunities which are spread across 9 Town Centre sites identified and described within this Development Prospectus.

Retail tourism - When open in 2020 up to 3-4 million people per year will visit The Outlet, presenting a unique opportunity for the neighbouring Cannock Town Centre, to benefit from the increased visitor numbers to the town.



Gordon Alcott
Town Centre Portfolio's Leader



WHAT MAKES CANNOCK A GREAT INVESTMENT?

Cannock Town Centre has a range of retail, leisure and cultural opportunities within 2-3 minutes walking distance of Market Place at the heart of the town. These include the Prince of Wales Theatre, 'The Cannock' and 'The Forum' shopping centres and 'High Green Court'. Only 5 minutes drive to the north is Cannock Chase Area of Outstanding Natural Beauty, a protected landscape which provides excellent recreation opportunities for walkers, cyclists and those seeking more adventurous outdoor pursuits. Residents and visitors to Cannock therefore have lots of options, and with the new investment to the town there is opportunity for even more.

The Outlet provides an opportunity for the Town Centre to benefit from the additional tourism into the town which creates an opportunity for an improved cultural and leisure offer.

Establishing high quality walking and bus links; allowing for easy car movement and convenient parking between the Town Centre and The Outlet are critical tasks. This will encourage linked trips and ensure both destinations can complement one another by offering two different experiences to visitors - shopping at The Outlet - then going to the cinema, having a bite to eat and staying overnight in the Town Centre.



"In an increasingly competitive retail environment, finding a unique site for a new shopping and leisure attraction is challenging – but Cannock presented a huge opportunity and easily fulfilled our development criteria for a designer outlet, situated in one of the most densely populated catchments in the UK, no direct competition, excellent transport links, and beautiful surrounding landscape. When the designer outlet opens in 2020, it will become a leading retail destination in the West Midlands and our 90-minute catchment of 11 million visitors will in turn help Cannock town centre reach new visitors. This project would not have been possible without the clear leadership and vision of Cannock Chase Council who believed in the project from the very start and supported the development at every level."

Gary Bond, Managing Director of Development at McArthurGlen



The £160 million McArthurGlen Designer Outlet Cannock due to open in 2020

"Cannock has a growing economy, and our intention is that the Cannock Chase Skills and Innovation Hub will boost it further by equipping learners with the skills and qualifications they need to meet the needs of employers. This is a really positive initiative for Cannock and we are working with Cannock Chase Council, local businesses and learners to drive skills development forward in the heart of Cannock"

Claire Boliver, Chief Executive Principal at South Staffordshire College



CANNOCK - A CONNECTED PLACE

Cannock is located in the heart of the West Midlands approximately 5 miles north of the conurbations of Wolverhampton and Walsall, and to the south-east of the Cannock Chase Area of Outstanding Natural Beauty (AONB), which is just 2.5 miles from the Town Centre. It is an accessible town – located with convenient access to the A5; M6 and M6 Toll; with Cannock Railway Station enabling direct travel to Birmingham in 34 minutes and Central London in 2 hours 52 minutes.

Cannock currently draws in a catchment of 108,000 shoppers travelling both within and beyond the boundaries of the District, from the larger destinations of Stafford, Walsall and Wolverhampton. Cannock is a key centre for the District due to the size of its population, its central location, range of services and facilities that it provides to the local community.

2.5 MILES

DISTANCE TO
CANNOCK
CHASE AONB

20 MINS

WALK TO THE
MCARTHURGLEN
DESIGNER OUTLET
CANNOCK FROM THE
TOWN CENTRE

9 MINS

WALK TO
CANNOCK STATION

DIRECT ONWARD
JOURNEYS TO:
BIRMINGHAM NEW
STREET IN 34 MINS

LONDON EUSTON IN
2HRS 52 MINS



TOWN CENTRES - THE NATIONAL PICTURE & MARKET CONDITIONS

The National property market picture remains volatile at the current time, although the underlying dynamics of the housing market remain relatively robust with housing need outstripping supply. The retail market continues to undergo significant structural change as shopping behaviour and habits evolve with advances in information technology. Internet sales accounted for circa 21.5% (Data source: ONS) of total retail sales (November 2018), compared with only 6% a decade ago. On the high street, this has meant a shift towards independent retailers, which do not sell generic goods easily bought online. The food & beverage sector has seen some over-expansion in recent years and is going through a period of consolidation. This market is reliant on discretionary spend and this makes it vulnerable to an economic downturn or a fall in consumer confidence.



There is a huge opportunity in re-purposing unwanted retail property and under-performing shopping centres, and in re-inventing town centres. Housing has become central to this offer, together with more entertainment facilities that appeal to residents and visitors. Research undertaken by Carter Jonas and Revo "Fixing Our Town Centres" sought the views of a selection of local authorities, investors, developers and other key stakeholders to highlight the perceived challenges and the potential solutions facing the UK's Town Centres over the next five years. The key research results were:

- **Top 3 Challenges Facing the High Street** – Competition from online shopping (28.4%), Business rates (13.6%), Reduced retailer/market demand for space (13.6%);
- **Most Important Initiatives to Deliver Town Centre Regeneration** – Improvements/ investment in public realm (53.1%), Reducing business rates (49.4%), Strengthen local/ National town centre first policies (48.1%);
- **Top 2 Services for Town Centre Success** – Food and beverage facilities (34.6%), Non-food retail stores (14.8%).

Cannock as a historic market town has a number of key attributes that form a positive base for investment in the Town Centre, especially the potential to enhance the independent retail offer, improve the shopping environment with its heritage assets, and deliver more town centre housing and commercial floorspace through the development sites.

CANNOCK - THE OPPORTUNITY

It is clear that the redevelopment of the Town Centre is on the Council's agenda:

- **Given that retail opportunities are shrinking nationally**
- **Cannock represents the largest town within the District's retail hierarchy and is suitable for larger scale retail and leisure developments**
- **To support growth of retail, offices, business, leisure, arts, cultural and tourism in town centres improving access to employment in order to achieve town centres with good vitality and viability**
- **Residential opportunities increase vibrancy and footfall demand for culture and / or leisure opportunities**

The development of the Town Centre is supported through the Council's Coporate Plan and it is projected that the success of The Outlet development will lead to the future success of the Town Centre.

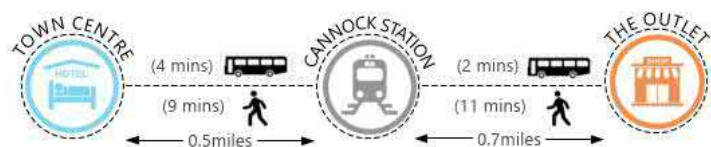
The potential **scale of development opportunities available** through redevelopment of the Council owned assets is outlined below:



NOTE: The above high level development quantum and statistics are subject to use class options outlined for each Opportunity Site throughout the remainder of this document.

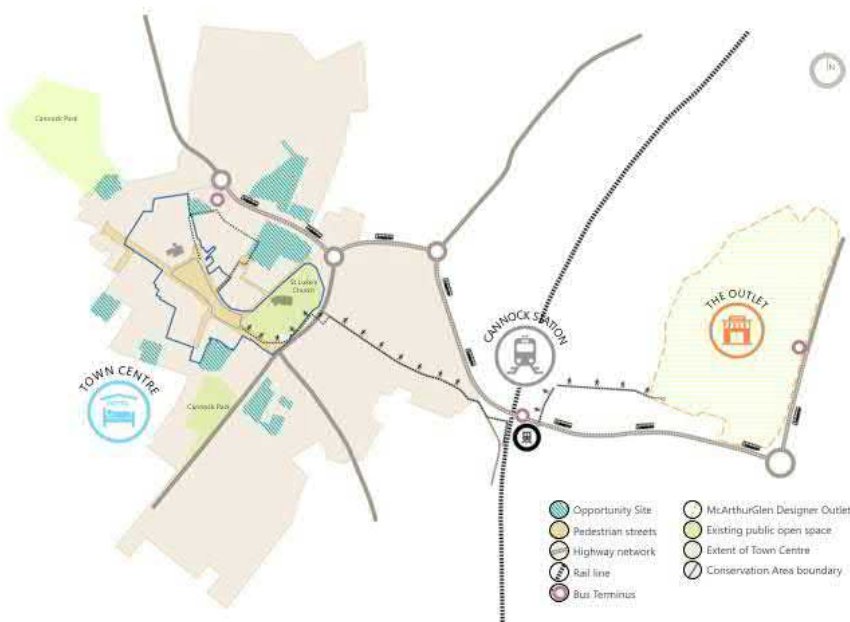
WHAT IS THE VISION FOR CANNOCK TOWN CENTRE?

Located at the heart of the historic market town of Cannock is the **Culture & Leisure Hub. Centred around the Conservation Area and the thriving Cannock Street Market**, the Town Centre has a range of leisure and cultural facilities to offer – including the **upgraded Prince of Wales Theatre, a series of high-quality cafés and restaurants in the Town Centre, a new cinema complex, a hotel, and a series of successful independent retailers, complementing the established franchise retail offer.**



Along with high quality employment sites such as Kingswood Lakeside, the integrated employment and residential uses serve a **diverse resident community who live and work in the town**, with connections into Birmingham along the **new electrified rail link in 34 minutes**. With demand for housing increasing due to an ever rising population, a range of new housing types and tenures within the wider area and Town Centre including those for **affordable home ownership, retirement living and family housing** continues to be delivered.

The Town Centre is a **haven for entrepreneurial people and new business start-ups, with 90% of people working for small enterprises**. The Cannock Chase Skills and Innovation Hub **provides local employers with newly skilled workers to drive their businesses forward at the heart of Cannock.**



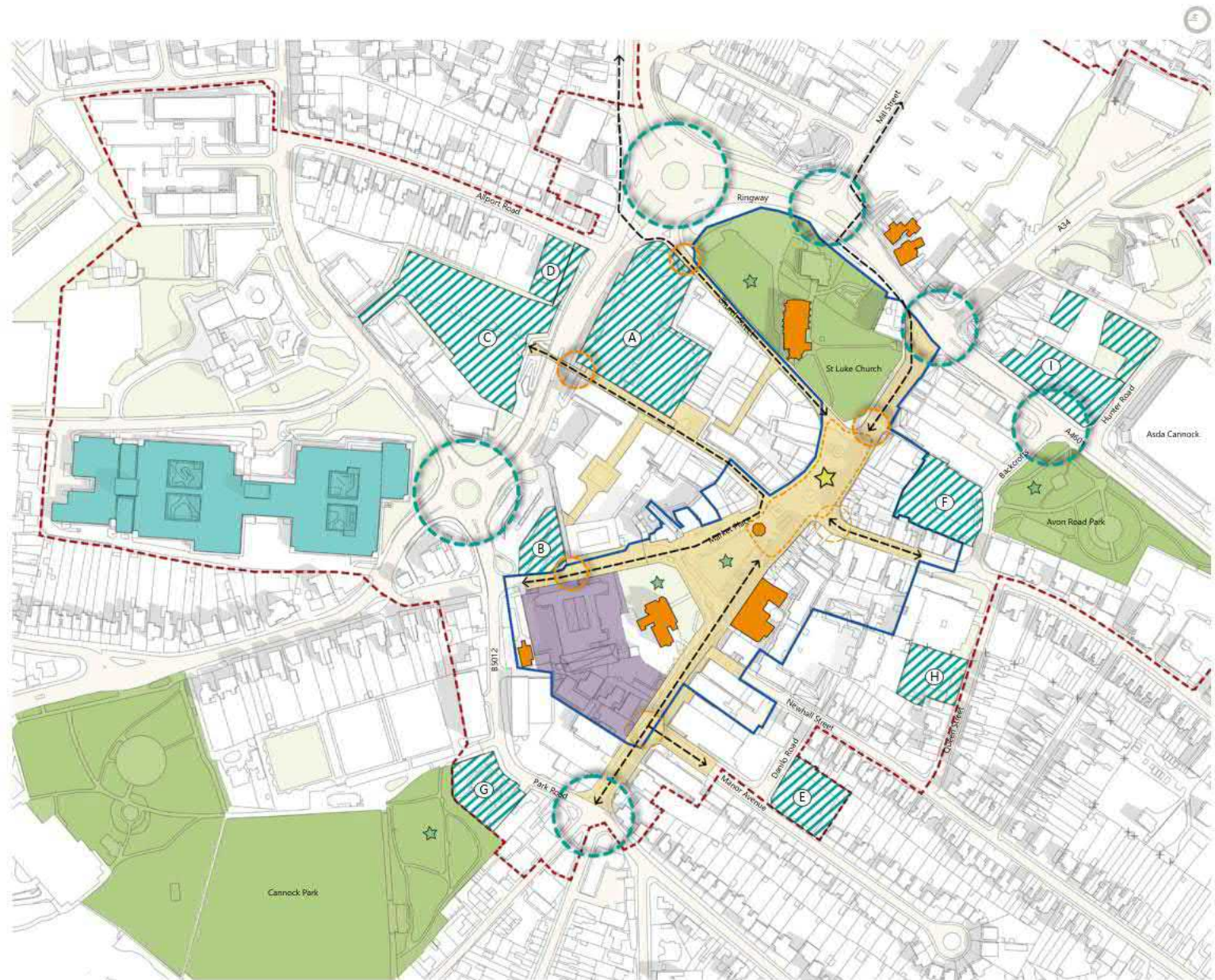
TOWN CENTRE FRAMEWORK

A Town Centre framework has been established through an Issues and Options study carried out in early 2018. The study sought to identify constraints to development within the Town Centre and highlight opportunity sites.

The plan opposite shows the relationship between the key elements of the Town Centre framework and the nine Council-owned opportunity sites.

- Town Centre boundary
- Conservation Area boundary
- Listed Building
- Key green space
- Open space
- Public park
- Highway network
- Pedestrian priority zone
- Market Place
- College
- Cannock Hospital
- Primary gateway
- Secondary gateway
- Primary pedestrian route

- Opportunity sites
- (A) Church Street
- (B) Bus Station
- (C) Beecroft Road Car Park
- (D) Allport Road
- (E) Danilo Road Car Park
- (F) Backcrofts Car Park
- (G) Park Road
- (H) Police Station Car Park
- (I) Avon Road / Hallcourt Road



OPPORTUNITY SITES

The Council has identified a number of opportunity sites and assets under its ownership which it plans to redevelop, some of which are available in the short to medium term.

The Council has identified funding which will be committed to enable development and the Prospectus forms the basis for engagement with developers seeking investment opportunities.



- (A) Church Street
- (B) Bus Station
- (C) Beecroft Road Car Park
- (D) Allport Road
- (E) Danilo Road Car Park
- (F) Backcrofts Car Park
- (G) Park Road
- (H) Police Station Car Park
- (I) Avon Road / Hallcourt Road

★ Potential investment opportunities

CHURCH STREET ★



Multi-storey Car Park, Market Hall & Retail Units

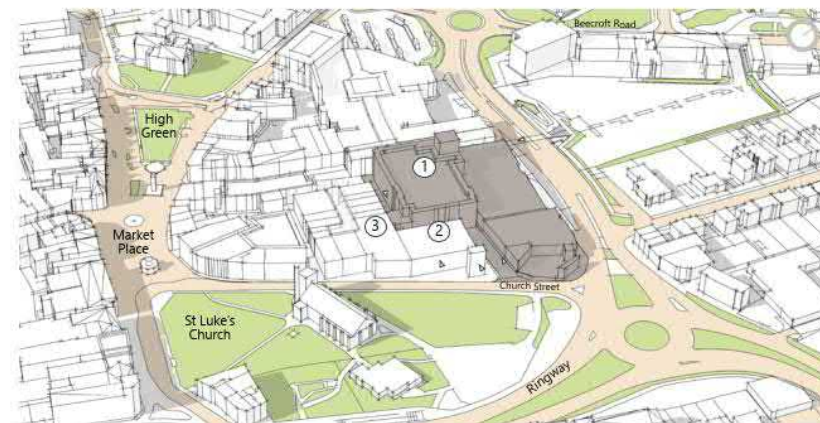
REFERENCE	A
AREA	0.78(ha) / 1.93(ac)
ACCESS	One vehicular access point from Church Street
SCALE	Maximum 6-storeys

Currently a disused multi-storey car park, and an indoor market hall, this site along with adjoining retail units has enormous potential to create an attractive new **key destination leisure and cultural development. To include leisure use (cinema), food and beverage and some complementary retail.** Possible integration of **residential apartments, a hotel or office space at upper levels** would complete the reinvigoration of the attractive streetscape along Church Street.

More identity and prominence of views from the ring road would give enhanced presence to the scheme at the arrival to the town centre from the south.



-  **17,000+**
Square metres floor space
-  **5,000+**
Square metres retail / F&B units
-  **5**
Screen cinema
- OPTIONS
-  **40-50**
No. of 1-3 bedroom homes
- OR
-  **4,000+**
Square metres office space



- ① Multi Storey Car Park
- ② Prince Of Wales Theatre
- ③ Forum Shopping Centre
- Green space
- Highway network
- ▼ Access point
- Opportunity site

BUS STATION ★

4 STOREYS



- ① Cannock Shopping Centre
- ② Bus Station
- ③ Skills & Innovation Hub
- Green space
- Highway network
- Access point
- Opportunity site

m² 1,650+
Square metres floor space

OPTIONS

50+
No. of bedroom hotel

OR

15-20
No. of 1-3 bedroom homes

SITE REFERENCE B
SITE AREA 0.11(ha) / 0.27ac
ACCESS Vehicular access points from Ringway at the east and Stafford Road at the west
SCALE Maximum 4-storeys - A scale and mass in accordance with the Conservation Area

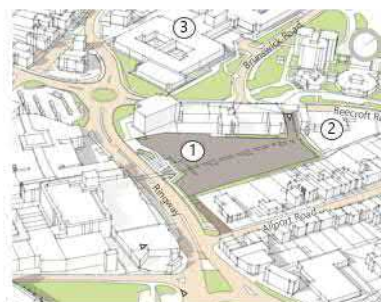
This level site currently operating as a bus station is well located with excellent vehicular access from the Ringway and direct pedestrian access to Cannock Shopping Centre. The site's accessibility and prominence would be of benefit to **hotel and conferencing facilities but there is also potential for a variety of residential uses.**

Note: Any parties taking forward redevelopment proposals would be required to remodel and amend the current bus layout to accommodate future uses on the site.



BEECROFT ROAD CAR PARK ★

2.5 STOREYS



- ① Beecroft Car Park
- ② Royal Mail Sorting Office
- ③ Cannock Chase Hospital
- Green space
- Highway network
- Access point
- Opportunity site

300+
No. of deck parking spaces

OPTIONS

35-40
No. of 1-3 bedroom homes

OR

3,500+
Square metres office space

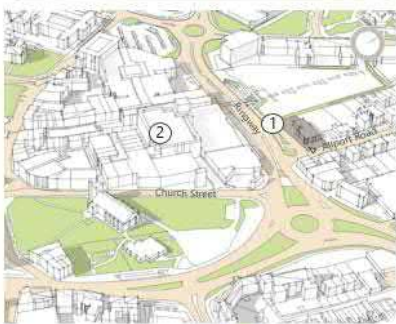
SITE REFERENCE C
SITE AREA 0.68(ha) / 1.68(ac)
ACCESS Two vehicular access points directly from Beecroft Road and Allport Road
SCALE Maximum 2.5-storeys - To take into account the amenity of adjacent residents

This surface car park site adjacent to the Ringway and with excellent connectivity to the Town Centre retail area and the proposed Church Street leisure scheme beyond, has the potential to provide a **mixed use redevelopment to include residential, retail or commercial office use, and a new decked car park.**



ALLPORT ROAD ★

2.5 STOREYS



- ① Council owned site
- ② Beecroft Road Car Park
- Green space
- Highway network
- Access point
- Opportunity site

m²
220+
Square metres floor space

2-3
No. of 3-4 bedroom homes

SITE REFERENCE **D**
 SITE AREA **0.09(ha) / 0.22(ac)**
 ACCESS Vehicular access directly from Allport Road.
 MASSING Maximum 2.5-storeys

A 1-storey former dwelling, the site is accessed off Allport Road and adjoins Site C, Beecroft Road Car Park. The area is characterised predominantly by detached and semi-detached houses and is **ideally suited for residential development; a large detached dwelling or two semi-detached dwellings.**

Note: Proposals for this site would need to consider and relate to development proposals for the adjacent Beecroft car park site.



DANILO ROAD CAR PARK ★

2.5 STOREYS



- ① Danilo Road Car Park
- ② High Green
- ③ High Green Court
- Green space
- Highway network
- Access point
- Opportunity site

m²
1,900+
Square metres floor space

20-30
No. of 1-3 bedroom homes

SITE REFERENCE **E**
 SITE AREA **0.19(ha) / 0.47(ac)**
 ACCESS Vehicular access from Danilo Road
 MASSING Maximum 2.5-storeys

Danilo Road car park is a level site sitting between semi-detached housing and the rear of the leisure uses fronting High Green. Given its proximity to the conservation area and the existing residential character of the area to the south, the site is **ideally suited to provide a quality infill residential scheme; apartments or senior living.**



BACKCROFTS CAR PARK ★

2.5 STOREYS



- ① Backcrofts Car Park
- ② Avon Road Park
- Green space
- Highway network
- Access point
- Opportunity site

m² 1,900+
Square metres floor space

20-30
No. of 1-3 bedroom homes

SITE REFERENCE **F**
 SITE AREA **0.26(ha) / 0.65(ac)**
 ACCESS Vehicular access from Backcrofts
 MASSING Maximum 2.5-storeys

Backcrofts surface level car park to the rear of Market Place and facing Avon Road Park is **ideally suited to residential use but could provide for a mix of potential uses including offices, ancillary retail and leisure.**



PARK ROAD ★

2.5 STOREYS



- ① Park Road Offices
- ② Cannock Park
- ③ Skills & Innovation Hub
- Green space
- Highway network
- Access point
- Opportunity site

m² 2,200+
Square metres floor space

25-35
No. of 1-3 bedroom homes

SITE REFERENCE **G**
 SITE AREA **0.19(ha) / 0.47(ac)**
 ACCESS Vehicular access from Park Road
 MASSING Maximum 2.5-storeys

This Victorian terrace of six former 2-storey houses now used for offices is located on the northern side of Park Road, beyond which is Cannock Park.

The location is predominantly residential in character and the site is ideally suited for **infill residential, terraced family housing, retirement living or apartments.**



POLICE STATION CAR PARK ★

2 STOREYS



SITE REFERENCE **H**
 SITE AREA **0.19(ha) / 0.47(ac)**
 ACCESS Vehicular access from Queen Street
 MASSING Maximum 2-storeys

The car park site to the rear of Cannock Police Station which has direct access to High Green and the attractive conservation area has great potential for a **high quality apartment** or **senior living scheme**.



- ① Police Station Car Park
- ② High Green Court
- Green space
- Highway network
- Access point
- Opportunity site

m² **2,200+**
Square metres floor space

25-35
No. of 1-3 bedroom homes



AVON ROAD / HALLCOURT LANE ★

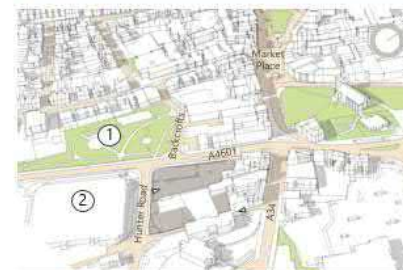
3 STOREYS



SITE REFERENCE **I**
 SITE AREA **0.37(ha) / 0.91(ac)**
 ACCESS Access for Avon Road car park is off Hunter Road
 MASSING Maximum 3-storeys

The site currently incorporates a municipal car park; a small area of recently cleared wasteland on the corner of Hallcourt Lane and Hunter Road; Victorian 2-storey and 3-storey buildings fronting the A34 comprising a mix of commercial and retail use.

A new development comprising a mixture of residential accommodation with small, specialist leisure facilities, or a retail / F&B led scheme would transform this run down area into a key Town Centre site.



- ① Avon Road Park
- ② Cannock Asda Superstore
- Opportunity site
- Green space
- Highway network
- Access point

OPTIONS

- 40-50**
No. of 1-3 bedroom homes
- OR
- 1,800+**
Square metres retail, leisure or F&B units
- OR
- 200-220**
No. of bedroom hotel



PHASING & SITE PRIORITISATION

SHORT TERM

ANCHOR LEISURE / CULTURE DEVELOPMENT - Redevelopment of the Church Street site is the priority project for the Council in the short term. This anchor development aims to remove an eyesore 80's era car park and Market Hall to create a new landmark mixed use leisure and cultural development at the town's southern gateway. The scheme must integrate with the popular Prince of Wales Theatre.

MEDIUM TERM

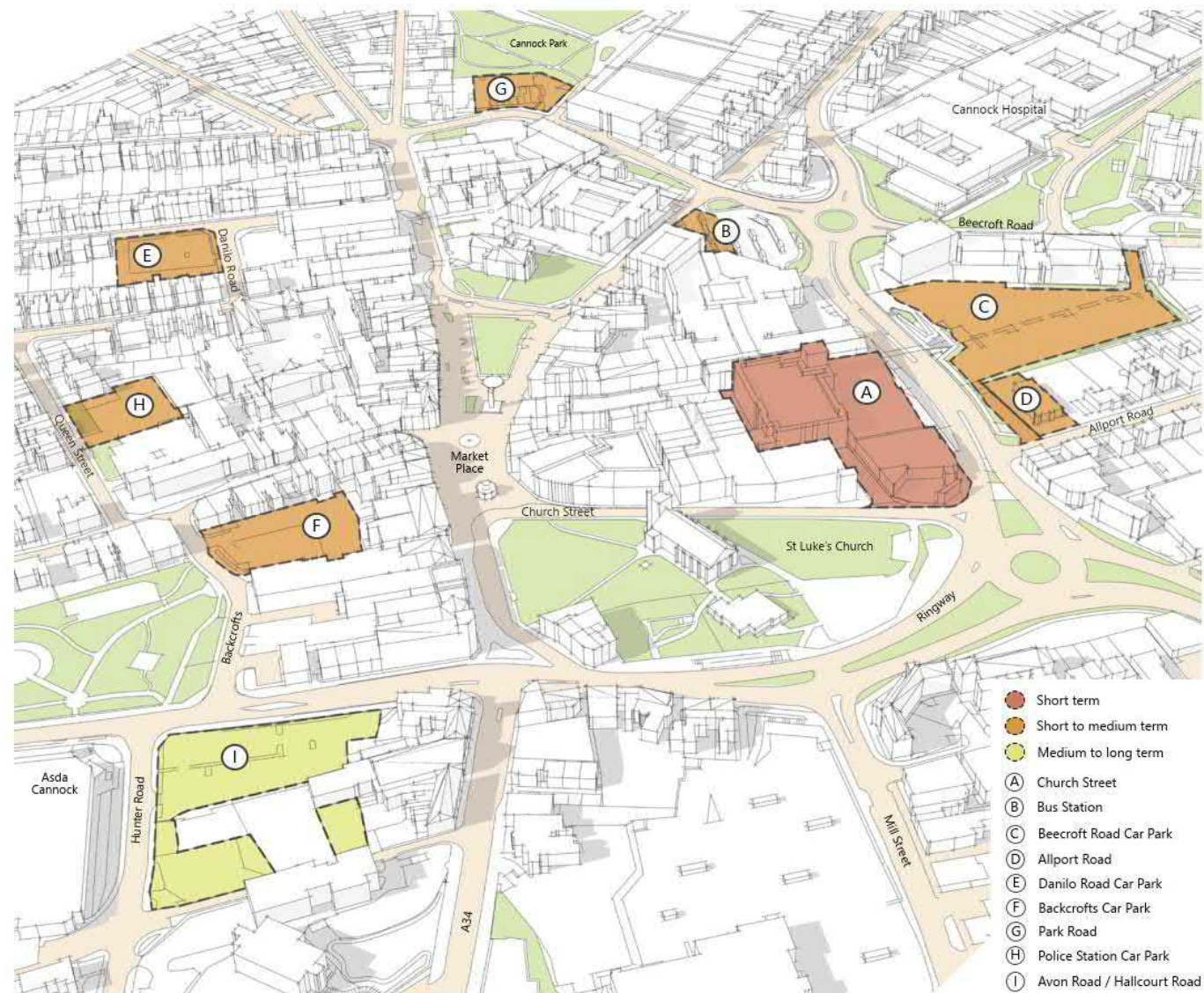
HOTEL AND PUBLIC TRANSPORT HUB - Reconfiguration of the existing bus station facility and incorporation of a hotel or residential scheme on part of this land will create an anchor development for visitors arriving into Cannock Town Centre using public transport from Cannock Station, The Outlet and wider catchment area. Proposals for reconfiguration of the bus station are already in place in order to free up land for development.

MULTI-STOREY PARKING AND HIGH DENSITY URBAN LIVING - Redevelopment of the Beecroft Road and neighbouring Allport Road sites located alongside Ringway is proposed, with a multi storey car park and major high-quality residential scheme, including highways improvements to Ringway. This will create an enhanced gateway and arrival experience for visitors to Cannock Town Centre. This will also better connect the Cannock Chase Council offices, Cannock Hospital and other major employers located east of Ringway.

FIVE NEW RESIDENTIAL INFILL PROJECTS - Redevelopment of a series of medium density sites to the west and north of the Town Centre to create a new residential community in the town. Up to 130 homes are proposed across five sites, creating 8,420 sqm of new residential space. The sites include Allport Road (D), Danilo Road (E), Backcrofts car park (F), Park Road (G), Police Station car park (H).

MEDIUM TO LONG TERM

LEISURE / RESIDENTIAL REGENERATION DEVELOPMENT TO THE SOUTH - Redevelopment of vacant land to the south of the Town Centre alongside the ASDA Supermarket site. The site can support smaller bespoke retailers / leisure providers, food and beverage uses, alongside a medium density residential scheme.





CANNOCK CHASE COUNCIL - OUR PLEDGE

We will offer any forward thinking creative partners out there looking to invest in Cannock help and support to aide our transformation. We pledge to provide business friendly planning and access to regulatory services and hand holding where necessary. Help us to help our vision come to fruition.

We are interested in speaking to developers who can work with the Council on bringing forward plans for individual opportunity sites or as a package. The Council is looking to create a long lasting legacy for Cannock Town Centre.



What the District Council can also offer:

- Work closely with a range of stakeholders to strengthen the town's competitive position and investment value
- Use our knowledge, expertise and land to deliver our vision to maximise the opportunities for further investment in the Town Centre

ENGAGING WITH US



We need your ideas and help to make our vision a reality.

To start a conversation with the Council on **how you can invest** we are contactable in the following ways:



Economic Development Service
01543 464490

OR



Economic Development Service
Cannock Chase Council
Civic Centre
Beecroft Road
Cannock
WS11 1BG

OR



Email us at econdev@cannockchasedc.gov.uk

TOWN CENTRE PARTNERSHIP

Cannock has a newly formed Town Centre Partnership whom are actively supporting improvements to the town centre and initiatives that increase footfall and the visitor experience.

They are keen to engage with local businesses and key stakeholders when potential new investment is proposed for the town centre.



To find out more please contact the Chair on ourcannockctcp@yahoo.com



This prospectus is a general guide only and is given without prejudice to any outcome of the planning process.

Individual proposals will need to take into account policy tests set out within the Cannock Chase Local Plan (Part 1) and the National Planning Policy Framework.



Economic Development Service
01543 464490



Economic Development Service
Cannock Chase Council
Civic Centre
Beecroft Road
Cannock
WS11 1BG



Email us at econdev@cannockchasedc.gov.uk



www.cannockchasedc.gov.uk