

Our Ref:

20th March 2015

Dear Resident

Re: Meadway Regeneration

The purpose of this letter is to inform residents who live in and around the Meadway shopping centre on the latest proposal for the regeneration of the centre, together with the timescales for this redevelopment and what is likely to be built on and around this site.

The Council on the 16th March has agreed a report which will lead to the regeneration of the Meadway shopping centre and the surrounding area. This follows a great deal of discussion and consultation with the local community over the past 12 months, and in particular, consultation exercise which was undertaken in September 2014. The results of this are detailed below within this letter.

MEADWAY CONSULTATION RESULTS

The consultation in Meadway was undertaken in September 2014, using the following methods:

- Black Swan, an independent organisation, was appointed to support the consultation progress
- Questionnaires were sent out to 1069 residents/retailers within the Meadway surrounding area with a prepaid envelope
- Exhibitions were held at 4 separate events, including evening and weekend sessions at a local centre on site. Birmingham City Council Officers were present to inform and answer questions on the options for local people and businesses
- Black Swan undertook door step interviews
- Information was available on the Be Heard Website

Overall Response rates

- Contact was made with 63% of residents/retailers (682 people) that received a questionnaire
- 33.7% of the respondents (360 people) returned the questionnaires

Your contact regarding this letter is:

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Respondents were asked to choose between the three proposed development options:

- Option 3, with a much enlarged shopping centre, was the preferred choice for 55.1% of respondents. To include a retail development of 136,500 sq. ft., which would include 6 large retail units and 1 superstore, 142 new houses, 43% reduction and significant improvements to the public open space
- This was followed by 20.4% of respondents preferring Option 2

Option 2: To include a retail development of approximately 15,730 sq.ft, which would be approximately 9 small/medium retail units, 373 new homes, 63% reduction and significant improvements to the public open space
- The least favoured option, with 19.5%, was Option 1: To include a retail development of approximately 17,500 sq. ft. This would be approximately nine small/medium separate units, 287 new homes and a 40% reduction and significant improvements to the public open space
- 5% of people did not choose an option

Improvement to the Public Open Space

- When asked for their preferences for new play and fitness equipment, respondents opted for the following in order of preference:

Toddler Play Equipment – Five most popular options:

- Slide
- Multi-Swing
- Little Dipper
- Spinner
- 4 way see-saw

Teen Play Equipment – Five most popular options:

- Climbing net
- Aerial Runway
- Lantern Basket Swing
- Velocity 6
- Multi Swing

Adult Fitness Equipment

- Cross Trainer
- Cycle Trainer
- Power Push
- Ski Stepper
- Health Walker

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New Housing

- When respondents were asked about their ideal ratio of properties for sale to council owned properties for rent, the average result was 56% properties for sale and 44% council owned properties for rent
- 78.1% wanted to see family houses in the new development
- 68.1% wanted to see bungalows
- 24.4% wanted to see flats

Retail

The 5 most common choices were, in order of preference:

- Post Office
- Supermarket
- Chemist
- Butcher
- Bank

56.5% of the businesses in the Poolway Shopping Centre were interested in relocating to the new shopping centre while 17.4% were not interested

Amenities/Services that local people would like in the development

- Doctors Surgery – 65%, Library 62%, Dentist Surgery 58%, Neighbourhood Office 53% and Community Centre 51%

What will replace the existing Meadway Centre?

The recommendation within the Cabinet Report for the 16th March 2015 is:

- A renewed District Centre for outer east Birmingham, an improved retail offer with a minimum of 27,250sq.ft with the opportunity for further expansion to 136,000 sq. ft. in the second phase. A more appropriate mix of housing types and tenures which better meet the housing needs of local residents, created by the cleared tower blocks. An enhanced quality of retained open space.
- Please note that housing numbers will vary from a minimum of 135 to a maximum of 277, dependant on retail uptake

Meadway – indicative timescales

Please note that these are subject to change

- Cabinet Approval 16 March 2015
- Survey work for the site started in January 2015 to October 2015, for example Topographical survey, ground conditions etc

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- Development of overall master plan and obtain outline planning permission by end of 2015

Voluntary Acquisitions – housing and retail

This will be carried out over a period of time starting from 2015 through to 2017/18

- Voluntary acquisitions to start in April 2015
- Demolition starts 2018
- Compulsory Purchase process to start 2016
- Second phase of retail advertisement after demolition in 2019

Infrastructure Works

- Main road - 2017

New Build Housing/Retail

- Full planning permission to be gained on a phase by phase basis for housing and retail
- Appointment of Housing developer in 2016
- Planning permission to be gained for first phase in 2017
- First phase for new housing on land that is already clear to start in early 2017
- Second Phase of housing, planning permission in 2017, build start in 2018
- Third Phase of housing, planning permission in 2018, new build 2019
- Further phases to be determined – dependant on quantum of retail built
- First phase of retail land to be sold to developer 2016
- Planning permission to be gained in 2016 with new build in 2017

Public Open Space

- Public open space design started by Landscape Practice Group, following consultation in 2014
- Park installation to begin after new roads have been installed – 2017/2018

If you wish to discuss this matter further please contact either myself or my colleague Bali Paddock on 303 3968

Yours Sincerely

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