

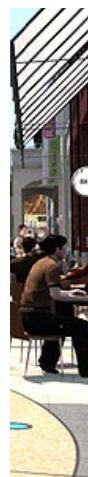
Project Description

The proposal was for a mixed-use redevelopment of a run down area of the City Centre and comprised nearly 50,000m² of retail floorspace, 6,000m² of cafes and leisure and about 100 apartments. It formed the main regeneration priority for the City Centre. The retail element comprised 10,000m² department store as an anchor, 8,000m² in medium-sized units and 32,000m² of standard-sized retail units. The developer, AM Developments, is a major European city centre developer, who had been selected as the Council’s development partner.

The planning application was the precursor to a Compulsory Purchase Order and was accompanied by an Environmental Impact Assessment. This was informed by a Retail Impact Assessment. Planning Permission was granted and a CPO was confirmed in 2008 but is now subject to legal challenge.

DPDS Involvement

- DPDS acted as a consultant to Donaldsons, who were the developer’s commercial advisor, and provided expert consultancy on the retail impact report and carried out the impact analysis. DPDS advised on the contents of the report, the background documents required and the policy analysis.
- DPDS assessed the retail turnover of the proposed scheme, the catchment area and the retail expenditure available in it and the towns from which the turnover would be drawn. These included Bilston, Dudley, West Bromwich, Merry Hill and Walsall as well as Birmingham and places as far away as Sutton Coldfield and Telford. DPDS used an analysis by detailed goods type to assess trade diversion and then examined this in the context of the vitality and viability of those centres, taking account of cumulative impact – a significant factor in this area, where the Bull Ring development is still recent.
- The impact study was audited by advisers to the City Council and DPDS advised in the comments made.



Client	Donaldsons
Business Sector	Town Centre, Retail and Leisure
Approximate Contract Value	£12,000
Project Status	Planning Statement and EIA Background
DPDS Key Personnel Involved	Duncan McCallum Madlen Bray