

Town Centre Master Plan**REPORT TO THE EXECUTIVE**

DATE	27/03/2017
PORTFOLIO	Regeneration and Economic Development
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PURPOSE

1. The purpose of this report is to seek the Executive's approval to appoint a suitably qualified consultancy team to prepare a comprehensive Town Centre Master Plan and to seek approval to procure a development partner for the Curzon Street site

RECOMMENDATION

2. It is recommended that the Executive:
 - i) Approves the consultants brief for the Town Centre Master Plan set out in Appendix 1 of this report
 - ii) Recommends to full council that a budget of £100,000 is established for the Town Centre Master Plan as outlined in paragraph 15 of this report.
 - iii) Authorises Chief Operating Officer to undertake an OJEU procurement to engage a development partner to for the Council owned site at Curzon Street
 - iv) Authorises Chief Operating Officer in consultation with the Executive Member for Regeneration and Economic Development to negotiate and access the most economically advantageous tender for the Curzon Street Site
 - v) Authorises Head of Governance, Law, Property and Regulation to execute all documents necessary to give effect to the above decisions
 - vi) Approves the funding of £30,000 to engage external professional support with regard to the Curzon Street procurement exercise as set out in paragraph 16 of this report.

REASONS FOR RECOMMENDATION

3. Burnley Town Centre is a key priority for the Council and there are a number of development opportunities available, most notably the Curzon Street site. The Council does not have the expertise or capacity to carry out a master planning exercise in house and is therefore seeking to appoint a suitably qualified multi-disciplinary consultancy team to develop a vision and plan for the Town Centre.
4. Procuring a development partner for the Curzon street site will enable the council to deliver a major town centre regeneration scheme

SUMMARY OF KEY POINTS

5. In 2005 the Council commissioned architects BDP to develop a comprehensive masterplan for the Town Centre, building on the Master Plan completed for the adjoining Weavers Triangle Area in 2004.
6. The Master Plan set out a strategic plan for the Town Centre, together with a portfolio of suggested development projects. The master plan was built upon subsequently with detailed public realm strategies (Camlin Lonsdale Partners) that were subsequently adopted as Supplementary Planning Documents.
7. As a result of having a comprehensive masterplan we have been able to secure funding for a number of schemes identified in the plan including a public realm scheme linking the College to the Town Centre, St James Street Public Realm, and Growth Deal funding for works increase the capacity of key junctions around the town centre. The On the Banks scheme and a new rail station at Manchester Road were also identified as key schemes in the Master Plan.
8. Since the completion of the master plan in 2007 trends in retail, leisure and town centres, as well as the economic climate, have changed significantly. In addition the reduction of the public sector estate creates some challenges and opportunities for town centre development. It is therefore timely to bring the master plan up to date
9. The comprehensive approach that can be achieved through a master planning process will allow all development opportunities and assets to be looked at in a holistic manor, to allow the clear articulation of what can be delivered, when and how, based on a thorough and up to date market analysis.
10. The updated Master Plan will be forward looking and will under pin the Council's future vision for the Town Centre set out in the Burnley Town Centre Strategy 2015. The master plan will be an important tool in marketing the town centre to potential investors and to secure external funding.
11. A copy of the proposed brief and master plan boundary is attached in Appendix 1. The brief has a strong emphasis on delivery. It will provide detail on the options for delivery and implementation for key parts of the town centre, particularly sites in public sector ownership that are specifically identified in the brief. It will include soft market testing, viability assessments, cost estimates, delivery options and funding advice. Consultants will be asked to consider the One Public Estate programme and the potential for co-location of services and the re-use of some of the town's civic buildings. The brief also includes a car parking strategy to ensure that the Council maximises potential development assets whilst maintaining long term income streams and meeting the needs of visitors and businesses.
12. Including the tender and selection period the project will take up to nine months to complete. Assuming a tender in April/May 2017 the masterplan would be completed by January 2018.
13. The main development opportunity within the town centre is the council owned Curzon Street site, where there is an opportunity for a Leisure lead development scheme.

Bringing this scheme forward ahead of the masterplan will create confidence in the town and stimulate interest in other sites that may take longer to deliver. The Council will need to enter into an OJEU procurement procedure to identify a development partner. It is proposed to use a method known as “Competitive Dialogue with negotiation. The process will take 9 to 12 months to complete and will run concurrently with the development of a master plan. Bidders will be expected to consider suggestions arising from the master plan as it develops. Likewise a key role of the masterplan will be in identifying how the Curzon Street site will integrate seamlessly with the existing town centre and other opportunities in the vicinity.

FINANCIAL IMPLICATIONS AND BUDGET PROVISION

14. Based on similar exercises commissioned by other local authorities, the estimated cost of engaging a multi-disciplinary team including urban designers, property and transport professionals to carry out a town centre master plan is £100,000. The brief focusses on a number of sites in BBC’s ownership that could yield receipts if alternative uses can be found.

15. It is proposed that the study is funded as follows:

BBC	£60,000 to be funded from the Regeneration Reserve
One Public Estate	£20,000 (approved)
HCA	£20,000 (approved)

A contribution of £20,000 is being sought from Lancashire County Council, which if approved will reduced BBC’s contribution.

16. The council will need to engage external legal advice to assist with the procurement exercise and it is a proposed that £30,000 is set aside from the Regeneration Reserve.

POLICY IMPLICATIONS

The master plan will deliver the Council’s objectives on Places and Prosperity.

DETAILS OF CONSULTATION

17. No external consultation.

BACKGROUND PAPERS

18. None.

FURTHER INFORMATION

PLEASE CONTACT: Kate Ingram

ALSO:

ITEM NO	
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