

Joint Area Committee - West - 18th November 2009

6. Chard Regeneration Scheme - Regeneration Plan (Executive Decision)

Strategic Director: Rina Singh, Place and Performance
Assistant Director: Martin Woods, Communities
Service Manager: Andrew Gillespie, Area Development Manager (West)
Lead Officer: Rob Murray, Economic Development Officer
Contact Details: robert.murray@southsomerset.gov.uk or (01460) 260368

Purpose of the Report

To invite members to give in principle approval to the Chard Regeneration Plan prepared by consultants LDA Design. This will enable further development of the implementation plan needed to secure the public sector funding required for the scheme to be delivered. Frazer Osment of LDA design will give a presentation of the Chard Regeneration Plan at the meeting.

Recommendation

That members approve the Chard Regeneration Plan in principle.

Background

The reasons for developing the Chard Regeneration Scheme and what this would involve were set out in the briefing provided to Joint Area Committee - West on 18th March 2009 (see Appendix 1 at pages 3-6).

The Chard Regeneration Framework will comprise the following set of documents:

1. The Chard Vision - 'Make it in Chard'
2. The Regeneration Plan
3. The Implementation Plan

Taken together they will provide a framework to guide change in Chard over the next 20 years. They consider how the long term growth and regeneration of the town should be directed and take into account a range of factors that will need to be addressed in order to achieve social, economic and environmental objectives and to ensure that development is deliverable, viable and sustainable.

The Regeneration Plan

Frazer Osment of LDA design will give a comprehensive presentation of the Chard Regeneration Plan at the meeting.

To reach this stage, the Chard Regeneration Plan has been subject to extensive review and amendment by officers and members (SSDC, SCC & Chard Town Council), local businesses (via the Town Team) and local residents through the Chard Community Forum.

The first section of the document describes the process undertaken for establishing the aims, objectives and overall vision for the development of the town. The subsequent sections set out a framework for making this vision a reality. The Regeneration Plan runs to over 100 pages. The full contents of the plan are listed in Appendix 2 (pages 7-8).

The development framework and design codes contained in the plan provide the flexibility to adapt future development to changing social and economic conditions. They also provide a structure within which high quality architecture of varying form and style can be created. The delivery of some or all of the development options will rely on a mix of private and public sector investment. Issues of specific or detailed design will be considered through the normal development management and control process.

The growth and regeneration opportunities highlighted in the plan would bring a significant level of change to the town if implemented in full through a series of phased developments. The Town Centre and Town wide masterplans have been developed to a natural limit, that is the total build out of all options. In practice there will be a number of factors that determine the level of development. There are several development options that represent logical stages at which development in the town can conclude or simply pause if necessary before further growth or regeneration takes place.

Before organising full public consultation, it is necessary to ensure that regeneration plan proposals are supported by elected members, but also that they can be delivered.

Financial modelling indicates that early phases of the proposed development are likely to require public sector funding support if development and infrastructure necessary to create capacity for growth are to come forward together. However, the latter stages of development create a significant value and there is potential for the public sector to recoup a major part of its investment through a development tariff applied to the later stages of development

In order that these opportunities can be fully explored and agreed with relevant public sector funding agencies, members are asked to endorse the Chard Regeneration Plan.

Financial Implications

No new financial implications will result from adopting the recommendations made in this report. However, the further development of the Chard Regeneration Scheme will result in the need to consider financial implications that will arise.

Corporate Implications

South Somerset District Council aims to increase economic vitality and prosperity in the area, ensure safe, sustainable and cohesive communities and promote a balanced natural and built environment.

Background Papers: *Developing the Chard Vision - a report to SSSDC District Executive January 2007*
"Chard Regeneration Framework - a brief for consultants" October 2008
"Chard Regeneration Scheme – Briefing" to Joint Area Committee – West – 18th March 2009
Chard Regeneration Plan – Final Draft submitted for internal review, October 2009 (Available to members on request – Call 01460 260368 or email robert.murray@southsomerset.gov.uk).