

- Total site extends to approx. 0.99 acres (0.4 ha)
- Outline Planning Permission (P19/1625) granted for up to 61 apartments over 4 floors (all matters reserved)
- Level surfaced car park site, previously serving the adjacent Point North development
- BIDS TO BE SUBMITTED NO LATER THAN 12 NOON ON FRIDAY 26TH FEBRUARY 2021



# FOR SALE

## PRIME RESIDENTIAL DEVELOPMENT SITE

WATERFRONT WAY, BRIERLEY HILL, DUDLEY, DY5 1LZ

**RICHARDSON**

**HiGHGATE**

LAND AND DEVELOPMENT



## LOCATION AND LOCAL CONTEXT

Brierley Hill is an established town (13,935 population- 2011 census) and electoral ward of Dudley Metropolitan Borough Council, and forms part of the wider West Midlands conurbation. Brierley Hill is situated 11.5 miles (18.5 kms) west of Birmingham, and 8.4 miles (13.52 kms) south of Wolverhampton.

The Waterfront Way development site forms part of the wider Merry Hill Centre, which was developed as a mixed-use retail, leisure, commercial and residential complex between 1990 and 2000. Merry Hill attracts over 22 million customers per annum, and has a total of 241 retail outlets over 1.4 million sqft.

The development site sits adjacent to Point North, a building acquired in 2014 and converted into 182 no apartments, and now known as The Landmark. To the south-east is Cable Plaza which is home to the new £9.5 million state of the art music institute known as Resonance, which opened in September 2020.

In terms of transport communications, Cradley Heath train station is located 1.9 miles (3 kms) to the south-east of the site, and regular bus services operate to Dudley, Wolverhampton and Stourbridge from the main Merry Hill complex. Junction 3 of the M5 motorway is 8.4 miles (13.5 kms) south-east of Waterfront Way. The Wednesbury to Brierley Hill Midland Metro extension is due to be operative from 2023.

## SUBJECT SITE

The development site sits at the intersection of Waterfront West (on its eastern boundary) and Waterfront Way (to the north) and comprises a level surfaced car park and associated landscaping.

The site was formerly used as overflow parking for the Point North headquarters building.

The site extends to approximately 0.99 acres (0.4 ha) in area.

## SCHEME PROPOSALS

Illustrative scheme plans have been prepared by Arctech Partnership LLP (John Edwards 01242 399270- j.edwards@arctechllp.com) and which form part of the outline planning consent submission drawings.

As proposed, the scheme delivers a 4-storey building with undercroft car parking, delivering 52 no 1-bedroomed and 9 no 2-bedroomed apartments, 61 no grade-level parking bays and associated landscaping and amenity space.



## INFORMATION PACK

Further technical information is available upon request, which includes:

- Hydrock Desk Study Report, Transport Assessment, Residential Travel Plan & Noise Planning reports
- Topographical Survey
- Illustrative scheme site plan, floor plans and elevations
- Topographical Survey

For access to the Information Pack please email:

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## PLANNING

Outline Planning Permission (P19/1625) for "Residential Development for up to 61 units" was granted by Dudley MBC on 17th November 2020. All matters, including access, are reserved.

There is a corresponding Section 106 Agreement, which requires the delivery of 25% on-site Affordable Housing. The site falls within Zone 1 which has a CIL rate of £0 for all forms of residential development.

An earlier Outline Planning application (P18/1520) for student accommodation on the same site footprint was approved by Dudley MBC on 6th February 2019.

For further enquiries on planning, interested parties should contact the planning department at Dudley MBC (Tel 01384 814136- Case Officer – Catherine Golightly - developmentcontrol@dudley.gov.uk)

## TENURE

Freehold, with vacant possession upon on completion.

## ACCESS AND SERVICES

The site has frontage onto both Waterfront West and Waterfront Way, with vehicular access onto Waterfront West only.

Interested parties must make their own enquiries of the relevant utility companies in connection with the proposed redevelopment of the site.

## OFFERS

Offers are invited by no later than 12 noon on Friday 26th February 2021 and should be sent by email to Adrian Willet and Tom Ackrill at the aforementioned email addresses.

## VIEWINGS

The site is visible from Waterfront West. Any 'on-site' viewings are to be strictly by prior arrangement.

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DECEMBER 2020

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