

# Brierley Hill area action plan

Issues and options report

July 2007



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## General Information

This and other Local Development Framework documents are or will be made available on request in large copy print, audio cassette, Braille or languages other than English. If you require the document in one of these formats please contact:

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### Arabic

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### Chinese

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## Gujarati

આ તેમજ લોકલ ડિવેલોપમેન્ટ ફેમવર્કના અન્ય દસ્તાવેજો વિનંતી કરવાથી મોટા અક્ષરોમાં છાપેલા, ઓડિયો કેસેટ પર, બ્રેઇલમાં અથવા અંગ્રેજી સિવાયની બીજી ભાષાઓમાં મળી શકે છે અથવા મેળવી આપી શકાશે. જો તમને આમાંથી કોઈ સ્વરૂપમાં દસ્તાવેજ જોઈતો હોય, તો કૃપા કરીને આ સરનામે સંપર્ક કરો:

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## Punjabi

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## Urdu

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## 1 Introduction

- 1.1** In August 2006, Dudley Metropolitan Borough Council began work on the Brierley Hill Area Action Plan. The Area Action Plan (AAP) will set the planning framework for the area, which will include Brierley Hill High Street, the Merry Hill shopping centre and the Waterfront business park. The Area Action Plan, when adopted, will be the basis on which planning decisions are made within the area.
- 1.2** The Area Action Plan will contain a vision for what we want to achieve in Brierley Hill, set out a strategy for its development and regeneration and will allocate sites within the centre for certain uses. Furthermore, it will consider how the growth of the town centre should be proactively phased and implemented.

### How to Use this Document

- 1.3** This document presents you with the key issues in Brierley Hill and set out some options for how the strategy should be developed. It is, first and foremost, a consultation document. Throughout the later sections you will find questions which are intended to get you thinking about how you consider Brierley Hill should develop and what approach should be taken to the different areas within the centre. We would appreciate hearing your thoughts on this document between 29<sup>th</sup> June and 10<sup>th</sup> August 2007. You can do this by contacting us at:

#### **Rachel Gandolfi or Tim Brown**

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Tim.Brown@dudley.gov.uk

- 1.4** The Area Action Plan may be viewed and downloaded from the Council's website on the following link:

<http://www.dudley.gov.uk/environment-planning/planning/local-development-framework/bhill-aap>

- 1.5** Hard copies are also available for viewing at all local libraries in the Borough and at the reception of the Council offices at the address above. The document can be made available in large print, in languages other than English and in a format suitable for the partially-sighted and blind upon request.



- 1.6** There will be further opportunities for engagement and Dudley MBC will continue to engage with people on the options throughout the summer and autumn of 2007 in order to build consensus around the preferred options. The consultation responses from these stages will be considered alongside technical work in selecting the preferred options which will then be worked up into a first draft of the strategy later this year.
- 1.7** For more detailed information, this report can be read in conjunction with the Baseline Report and the Sustainability Appraisal. The Baseline Report contains more information about the history of Brierley Hill, the evidence that has been collected about the area, and the other relevant plans and strategies that are informing the preparation of this Area Action Plan. The Baseline Report will remain purposely in draft format so that more information can be added and removed as legislation and circumstances change. The Baseline Report provides all the evidence from which the issues are drawn and a summary of these issues are given in chapter three of this document. The Sustainability Appraisal assesses the options from this document to see what the likely significant effects would be of those options and whether any of the options would be more sustainable than others.
- 1.8** Your views would also be welcomed on the Baseline Report and Sustainability Appraisal. Both of these documents are available to view at [www.dudley.gov.uk](http://www.dudley.gov.uk).
- 1.9** Please note that when "Brierley Hill" is referred to in this document, this relates to the area that will fall within the Area Action Plan boundary and which will, at least, cover Merry Hill, the Waterfront and Brierley Hill High Street.

## Why do we need an Area Action Plan?

- 1.10** The Planning and Compulsory Purchase Act 2004 transformed the system of development planning in order to create a more holistic spatial planning system. The new planning system aims to speed up the planning process, making it more flexible and responsive to changes in local circumstances and enabling a greater degree of public engagement at all stages of plan-making.
- 1.11** The new planning system brought about a process whereby the existing Dudley Unitary Development Plan would be gradually phased out and replaced with a Local Development Framework. This would be made up of a Statement of Community Involvement, an Annual Monitoring Report and a Local Development Scheme and a series of Development Plan Documents and Supplementary Planning Documents. More details about this can be found in the Baseline Report.
- 1.12** Area Action Plans are a type of Development Plan Document which are deemed appropriate for town centres or specific areas where significant change or redevelopment is anticipated. Dudley Council are preparing this Area Action Plan for Brierley Hill for the period at least up to 2021 as a great degree of

investment and change is proposed in the area. The future for Brierley Hill is exciting and challenging and there is a clear need to develop this Area Action Plan to enable growth and development to proceed. Further details about how this Area Action Plan fits into the planning framework for Dudley can be found in the Baseline Report.

## The Planning Context

**1.13** The four Black Country Local Authorities (Dudley, Sandwell, Walsall and Wolverhampton) have agreed to work together to produce a Joint Core Strategy for the Black Country to 2026. It will progress the work already undertaken by the four Black Country Local Authorities and their partners, through the Black Country Study, which has been looking at how to transform the Black Country. Although the Core Strategy will not mention specific sites, it will cover issues including:

- the location and type of future housing developments
- where jobs should be located
- how people can move around the Black Country
- the location and size of new shopping, leisure and cultural facilities
- protection and improvement of the natural and built environment
- how to address the needs of the Black Country's diverse communities

**1.14** This Area Action Plan for Brierley Hill will have to be consistent with the Core Strategy and the options set out in this document will reflect the choices that need to be made in the core strategy. These two documents are currently being prepared in tandem.

## The Community Strategy

**1.15** The Brierley Hill Area Action Plan will help to deliver the aims of the Community Strategy by strengthening links between economic prosperity, social inclusion and the environment. The key aim of the Community Strategy is to improve people's overall quality of life and the strategy has identified a series of key priorities including the creation of a prosperous borough. One of the objectives of the Community Strategy is:

"Developing Brierley Hill as an economic and retail centre for the Black Country, with the three complementary town centres of Dudley, Halesowen and Stourbridge undertaking area action plans to offer a model of urban living and working whilst promoting the built heritage".



## How This Area Action Plan Will Be Prepared

**1.16** This Brierley Hill Area Action Plan will be prepared in the following stages;

<b>August 2006 - June 2007</b>	Research, evidence gathering and front loading engagement
<b>July - August 2007</b>	Issues and Options Public Engagement (and engagement on a Sustainability Appraisal of the options, which will be used to inform a preferred option).
<b>January - February 2008</b>	Preferred Options Statutory Public Engagement which will inform the preparation of the draft Area Action Plan for submission to the Secretary of State
<b>September 2008</b>	Submission to Secretary of State and Statutory Public Consultation
<b>February 2009</b>	Pre-examination Meeting
<b>April 2009</b>	Examination
<b>October 2009</b>	Adoption
<b>Ongoing</b>	Review and monitoring

**1.17** Most of the information gathered during the first phase of this process is contained within the Baseline Report.

**1.18** This report presents the issues and options which have arisen from the evidence gathering stage and frontloading which will be subject to public engagement. The purpose of this report is to discuss the various options for the regeneration and development of Brierley Hill. The engagement undertaken on the draft options will be used to identify the preferred option to be developed in detail for the next stage of the Area Action Plan process.

## A Partnership Approach

**1.19** Guiding regeneration within Brierley Hill requires a coordinated and consistent effort. Substantial investment will be required from the private and public sectors. In Brierley Hill, there is a history of partnership working. The Brierley Hill Regeneration Partnership includes the Council, Westfield (the owners of Merry Hill) and the Brierley Hill Community Forum and engages with a wider partnership network, which meets bi-monthly to review progress. These partners include Advantage West Midlands, Brierley Hill High Street Traders Association, Dudley PCT, West Midlands Police, British Waterways, local colleges, Connexions, Jobcentre Plus and English Partnerships.

- 1.20** The Brierley Hill Regeneration Partnership (BHRP) was formally established in 2002 with the main aims of coordinating policy, strategy and funding to deliver the physical, social and economic regeneration of Brierley Hill. Recently, the BHRP Board has been increased in size and an executive has been established to focus on three themes; physical regeneration, community regeneration and economic regeneration.
- 1.21** The Brierely Hill Community Forum is an alliance of community groups active in the wider Brierley Hill area. It includes representatives of tenants, residents, voluntary and faith groups, and therefore ensures that local residents' voices are heard in the regeneration process. The organisation also works closely with the Dudley Community Partnership.

## 2 Issues, Opportunities and Challenges

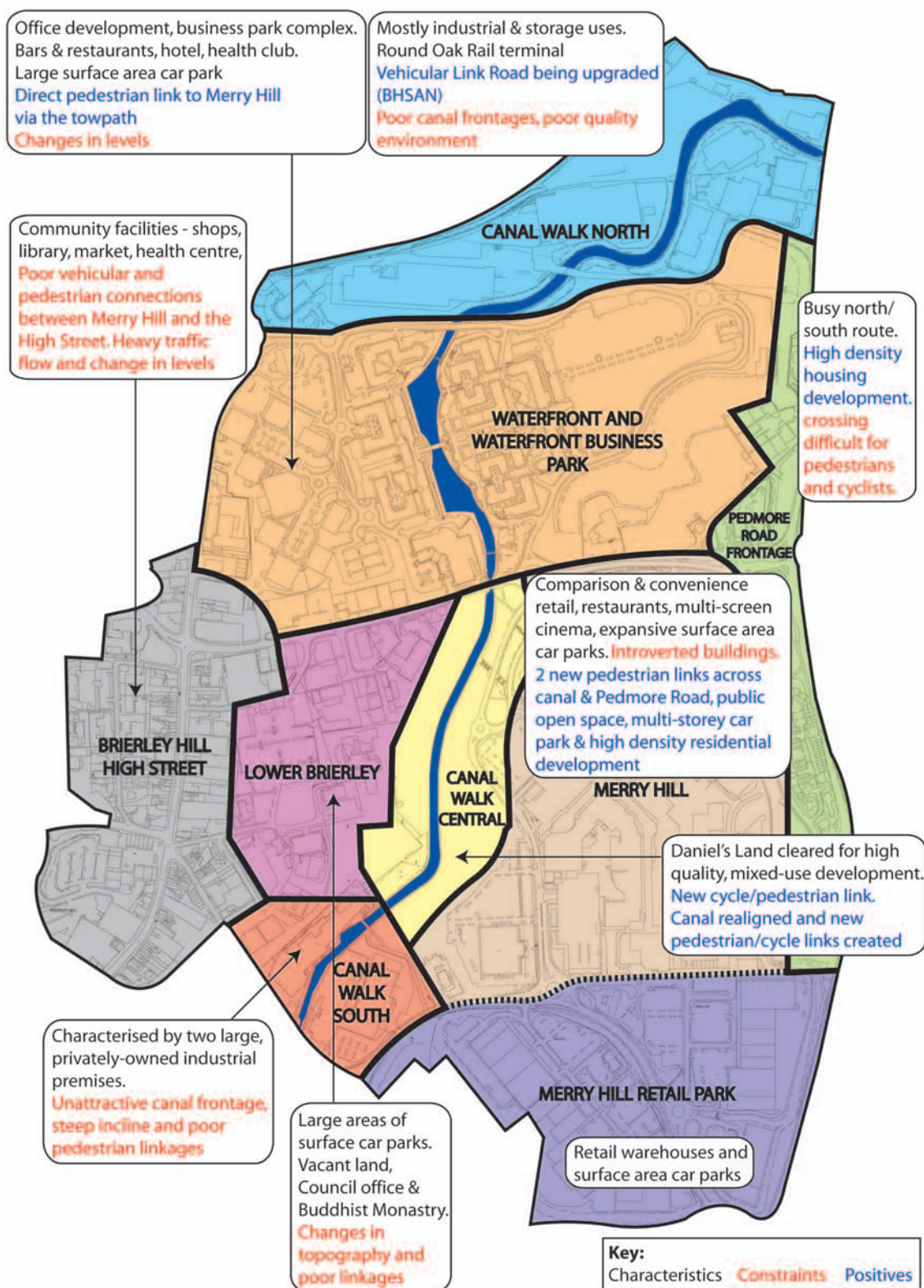
### Introduction

- 2.1** This section highlights the key issues, opportunities and challenges facing Brierley Hill which have been drawn out of the evidence from the Baseline Report and the consultation undertaken so far. Before starting to plan for the future of Brierley Hill it is necessary to understand what the area is like now in social and economic terms and the physical characteristics.

### Social and Economic Characteristics of Brierley Hill

- 2.2** Compared to Dudley Borough and national trends, in the wider Brierley Hill area there are:
- A higher proportion of white British residents
  - More economically inactive people due to permanent sickness or disability
  - Less self-employed people and more unemployed people
  - More people with no qualifications
  - Less owner occupied homes and a significant number of Council homes
  - More lone parent households with dependent children
  - Between 2001 and 2004 crime levels have generally fallen within Brierley Hill
- 2.3** The percentage of people employed in the service sector in Brierley Hill (75.4%) is greater than the average for Dudley Borough (73.4%) and the percentage of people employed within the manufacturing industry in Brierley Hill (21.5%) is also greater than the Borough average (19.3%). However, Brierley Hill is recognised as a deprived area by the Index of Deprivation, especially in respect of education, skills and training.

## Spatial Characteristics of Brierley Hill



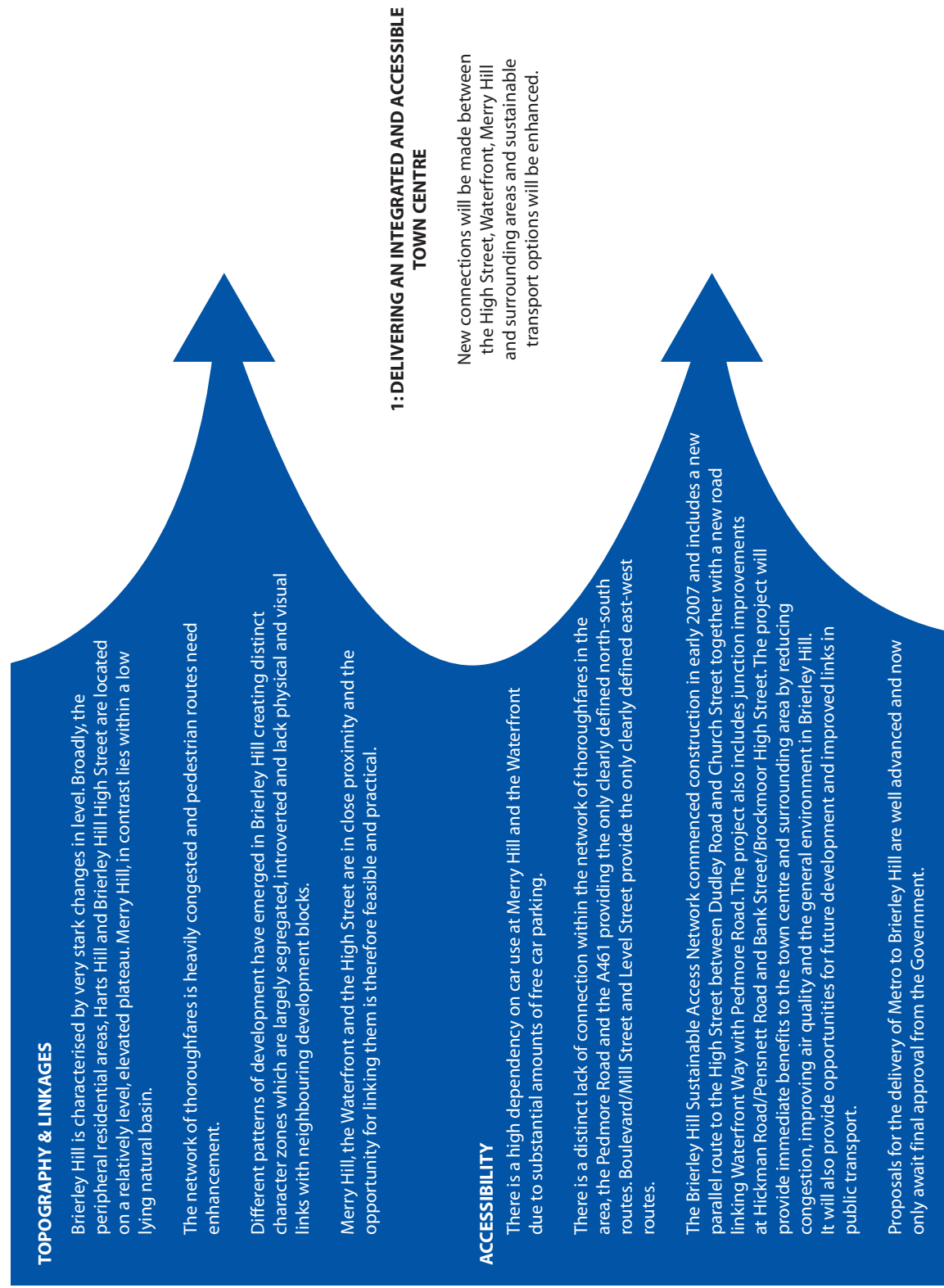
Picture 1 Spatial Characteristics of Brierley Hill

### Constraints, Opportunities and Challenges

**2.4** The diagrams overleaf set out the constraints and opportunities within Brierley Hill which relate to the specific challenges to be addressed in the Area Action Plan. These constraints and opportunities have been drawn from the issues discussed in the Baseline Report. Certain issues exist which are neither opportunities or constraints, however these issues will play an important part in the delivery of regeneration in Brierley Hill. For instance the current planning policy at national, regional and local levels significantly affects what can and cannot be undertaken. In addition, much of the previous work undertaken for the Brierley Hill area such as the Area Development Framework (1998) and the Implementation Strategy (2006) helps set the scene and forms a basis of knowledge from which the issues can be drawn. Some of the main planning policy and regeneration facts are summarised below:

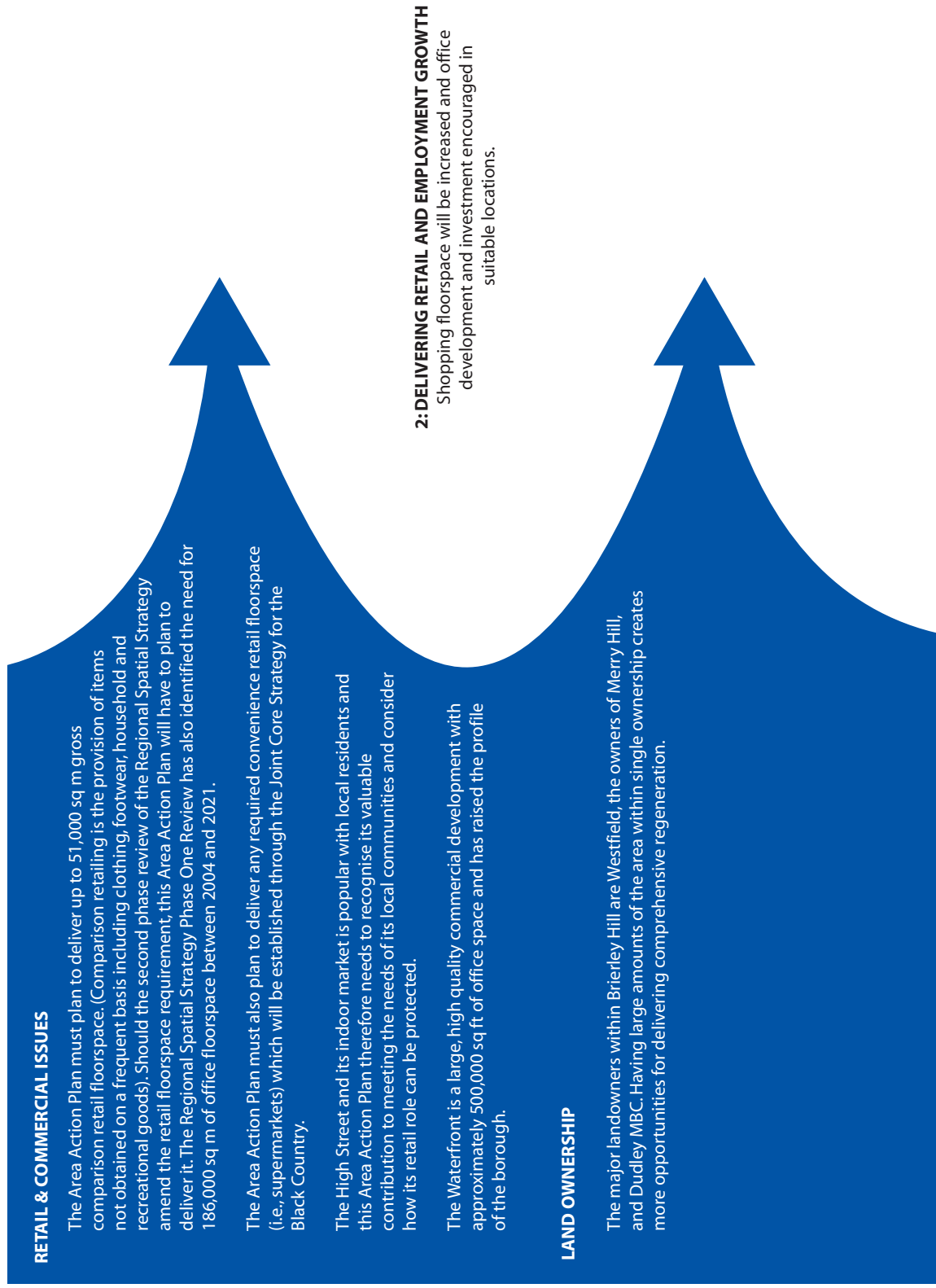
- The Regional Spatial Strategy phase 1 review (The Black Country Study) which is currently awaiting the Secretary of State's approval, examined the many interconnected issues in the Black Country, including the future role of Brierley Hill. The proposed new policies include the re-designation of Brierley Hill (including the High Street, Waterfront and Merry Hill) as a strategic town centre and sets the level of retail and office growth up to 2021 with the condition that no new retail development becomes operational until after the adoption of this Area Action Plan, the implementation of a car parking management regime and improvements to public transport.
- All other relevant national and local planning policies are taken into consideration in planning for the future of Brierley Hill which all hinge on the cornerstone of sustainable development
- The Area Development Framework and the Implementation Strategy set out ambitions for the area describing how the area has many essential characteristics and features of town centres but requires significant improvements to be made to the transport network and connectivity between the three disparate elements (the Waterfront, Merry Hill and the High Street). The Area Action Plan will take forward these ambitions in a planning framework for the area.
- The Economic Impact Study (2002) found that development at Brierley Hill could provide a minimum of 10,100 new jobs in the area and that the employment could cover a broad range of occupations and employment sectors.
- Brierley Hill High Street is considered to be a convenient and accessible shopping centre but its offer needs to be enhanced and there is a need to reassess the dominance of vehicles along the High Street.



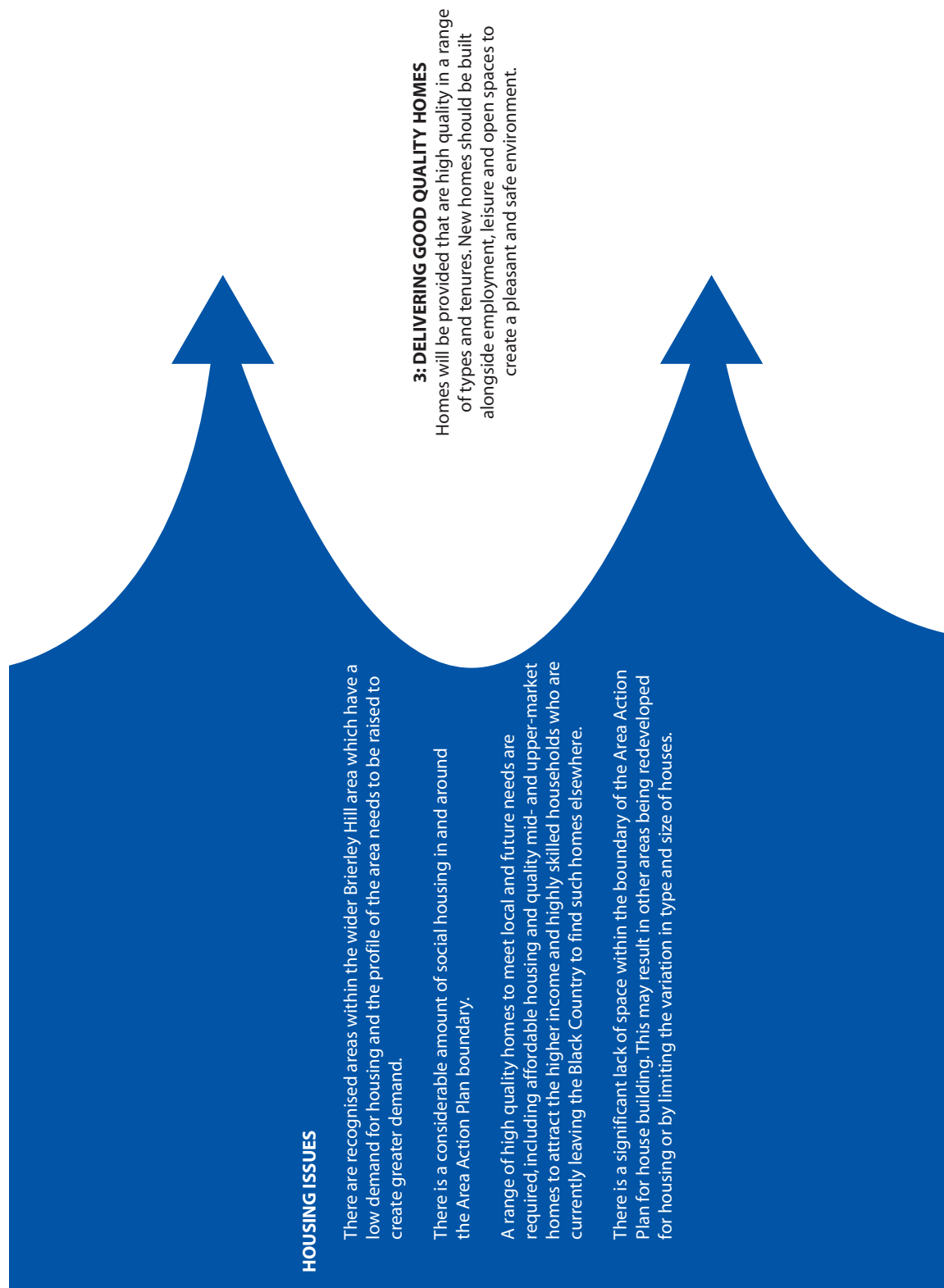


Picture 2 Key Challenge 1

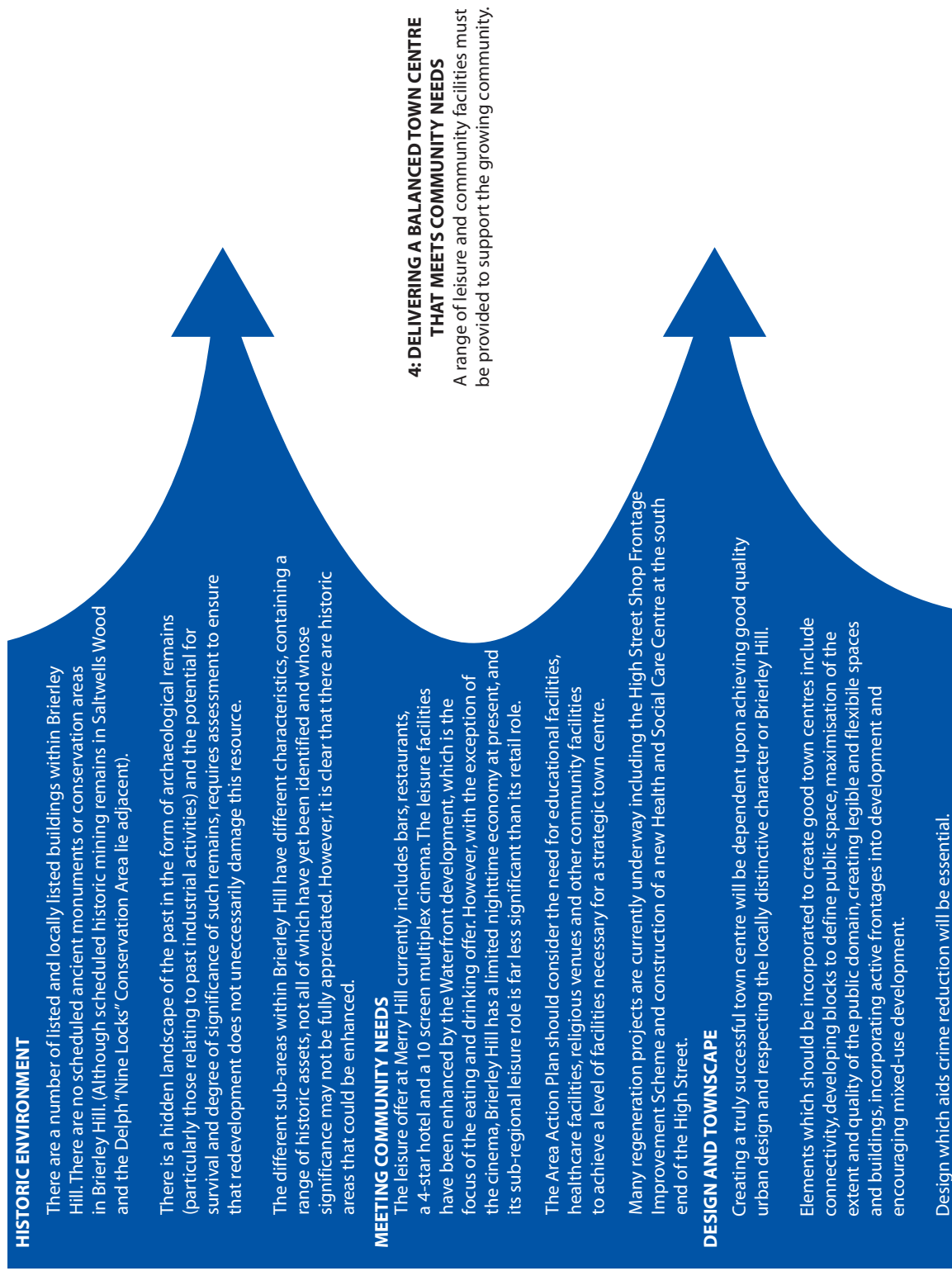




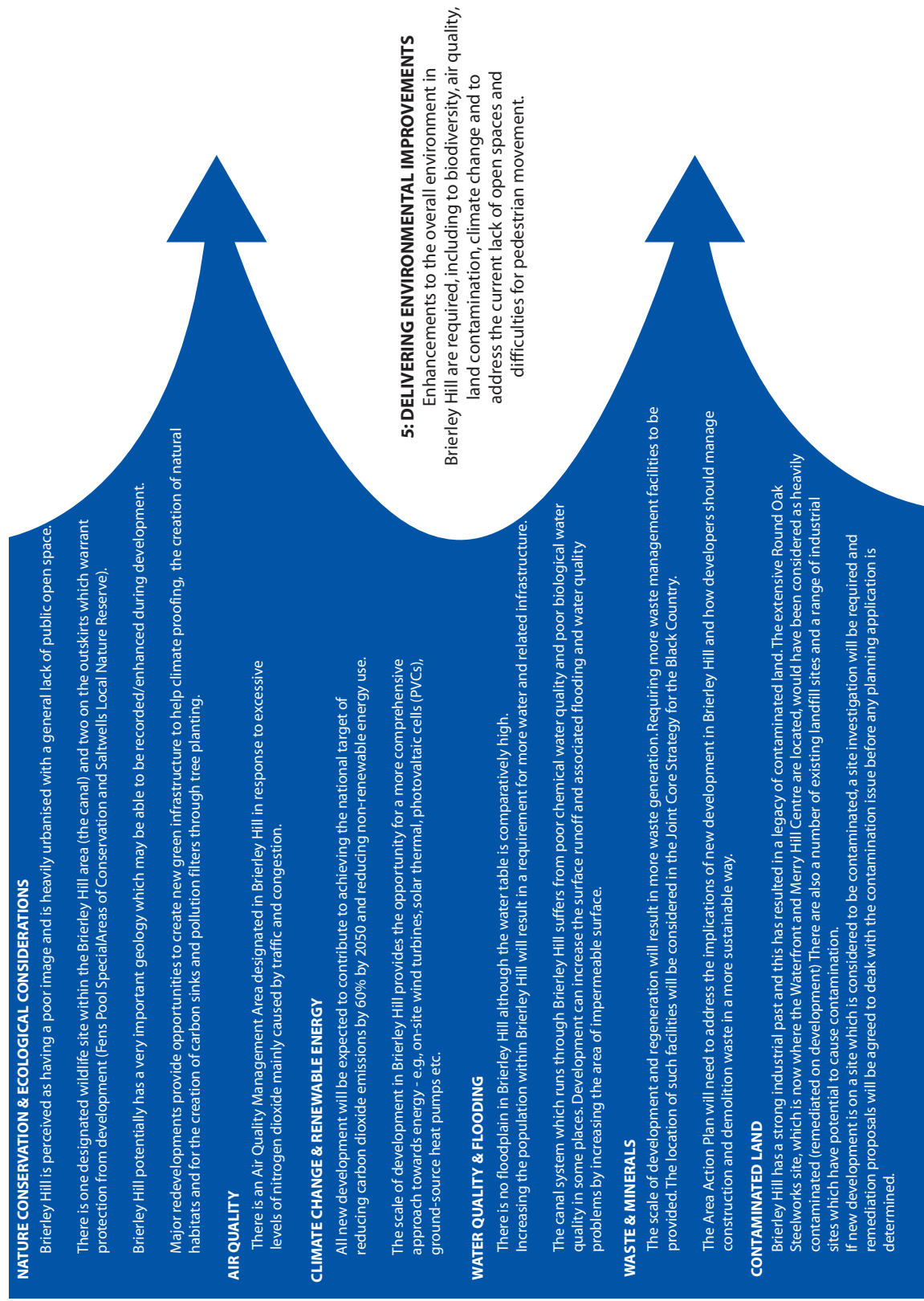
Picture 3 Key Challenge 2



Picture 4 Key Challenge 3



Picture 5 Key Challenge 4



Picture 6 Key Challenge 5

### Question 1

Have all the key issues, opportunities and challenges been identified and do you agree with them?

## 3 Vision

- 3.1** The vision for Brierley Hill is a statement of where we want to get to and what this Area Action Plan needs to deliver. The draft vision below has been informed by The Black Country Study 30 Year Vision which informed part of the revision of the Regional Spatial Strategy for the West Midlands, the Black Country Joint Core Strategy up to 2026 , 'The Dudley Borough Challenge' Community Strategy 2005 -2020, the views of communities within Brierley Hill and the work of the Brierley Hill Regeneration Partnership.
- 3.2** Dudley MBC will continue to work with the community and delivery agents to develop a shared vision which delivers retail led regeneration of a scale appropriate to improve quality of life in Brierley Hill, secures accessibility improvements to deliver this regeneration, creating sustainable neighbourhoods and strengthening and diversifying a sustainable economy and improve the environmental attractiveness of the strategic town centre. By delivering the vision, it is expected that Brierley Hill Town Centre will be a catalyst for regeneration for the wider area.

### Vision for Brierley Hill

By at least 2021, Brierley Hill will be a vibrant and inclusive twenty first Century strategic town centre embracing sustainable urban living, providing superb shops and offering a wide range of office employment, leisure and cultural facilities. Strong, cohesive communities will have been created where everyone feels included and has easy access to the services and facilities they need to enjoy a good quality of life.

New development will enable the traditional High Street, Merry Hill Shopping Centre and the Waterfront Business Park to be fully integrated into a new urban townscape.

The connectivity and legibility of the the Merry Hill / High Street / Waterfront triangle will be improved by creating a network of routes and public spaces and a safe and attractive urban form. New development at Brierley Hill will be sustainable and of the highest standard of design, incorporating energy efficient measures.

The town centre will be supported by a highly integrated, user friendly public transport system complemented by well managed car access and a safe, efficient and attractive provision for movement by foot or cycle.

Brierley Hill will be recognised as having a high quality built and natural environment that respects and enhances local distinctiveness and the built heritage, including the natural and regeneration assets of the canal network.



The town centres growth will maintain and enhance its function as a sub-regional shopping and employment centre and contribute to regeneration by complementing other centres in the West Midlands network of town and city centres.

Brierley Hill will promote sustainable living and set the highest standards of design incorporating energy efficiency measures.

#### Question 2

Do you think this is a good vision for Brierley Hill? If not, why not? How could it be improved?

### 4 Strategic Objectives

**4.1** To deliver the vision for Brierley Hill, clearly defined and measurable spatial objectives are required to guide its implementation and to enable the monitoring of its achievements. The objectives are drawn from relevant policies and strategies at the national, regional and local levels. In particular these include the Regional Spatial Strategy (RSS) for the West Midlands and its revisions, the Joint Core Strategy for the Black Country, the Community Strategy and Local Area Agreement. Information about the visions in these documents can be found in the Baseline Report.

**4.2** The proposed objectives are:

- a. Enhance the role of Merry Hill as a primary shopping centre;
- b. Protect and enhance the special role of Brierley Hill High Street in serving its local community;
- c. Increase the level of economic activity within Brierley Hill by accommodating appropriate office, retail, housing, cultural and leisure facilities;
- d. Create a fully integrated town centre by connecting the Merry Hill Shopping Centre, Brierley Hill High Street and the Waterfront triangle, making it easier for people to travel between these areas on foot, by cycling and by public transport;
- e. Contribute to mitigating the causes and effects of climate change by reducing the need to travel, promoting sustainable travel choices, delivering good quality development, improving air quality and minimising the use of non-renewable energy sources and waste production;
- f. To improve social inclusion by improving accessibility to jobs, shopping, education, health, open space and leisure facilities;
- g. Deliver a range of types and tenures of new homes to meet the needs of the local community;
- h. Ensure that the development has full regard to community safety and contributes to the prevention and reduction of crime, nuisance and disorder and reducing the fear of crime;
- i. Protect and enhance the wildlife, biodiversity and geological value of Brierley Hill using a green infrastructure approach to make Brierley Hill more sustainable and climate proof;

- j. To safeguard and remediate land from contamination through development; and
- k. To protect and enhance the locally distinctive character of Brierley Hill, including its historic environment, cultural and built heritage.

### Question 3

Do you agree with the objectives listed here? If not, what objectives do you disagree with and why? How do you think these objectives could be improved?

### 5 Spatial Strategy

**5.1** The spatial strategy needs to address the issues identified in Chapter 2 to achieve the vision and objectives for Brierley Hill. Three different spatial options are presented below which give examples of different ways of distributing new development throughout the area to deliver the vision. All of the options need to deliver a variety of uses and facilities reflecting the vibrant economic and social aspirations for the town centre. These uses and facilities include:

- comparison retail and office growth in accordance with the Regional Spatial Strategy,
- new food stores if identified as being required by the Joint Core Strategy for the Black Country,
- new homes catering for a range of needs including affordable homes and homes for professional and entrepreneurial households (the amount of new homes will be guided by the Joint Core Strategy for the Black Country but initial estimates suggest that there might be capacity for some 2,000 homes within the existing boundary),
- community facilities such as healthcare, education, community centres and places of worship
- leisure uses such as a cinema or casino
- essential supporting town centre uses including restaurants, cafes, drinking establishments and financial and professional services such as banks, dentists and hairdressers.

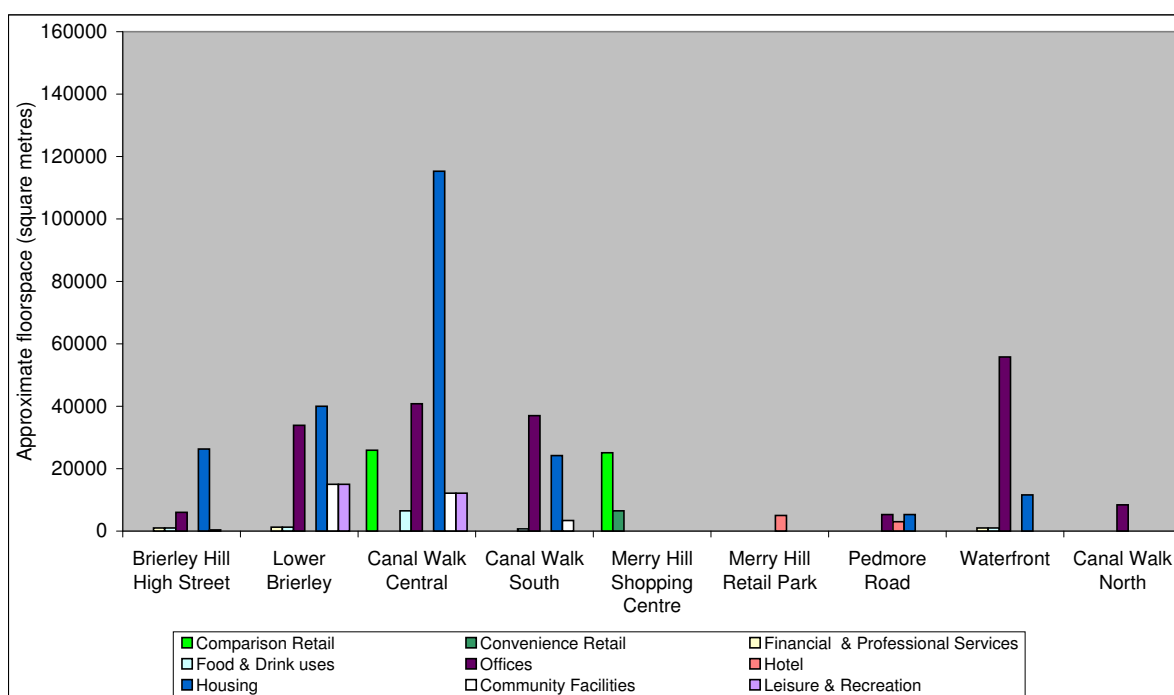
**5.2** All of the spatial options rely on this Area Action Plan delivering against a number of key development principles including:

- making the best use of environmental assets such as the canal, the historic townscape and surrounding attractions such as Delph Locks and Saltwells Local Nature Reserve
- increasing accessibility within and to the centre
- creating better links and a pattern of development to integrate the three core elements of the High Street, Waterfront and Merry Hill
- protecting the valuable local shopping role of the High Street
- safe, attractive and climate aware urban design
- growth around public transport interchanges and public spaces
- redevelopment of existing surface car parking replaced by multi-storey and underground parking
- improving a range of facilities at the centre to ensure a fully integrated and sustainable centre

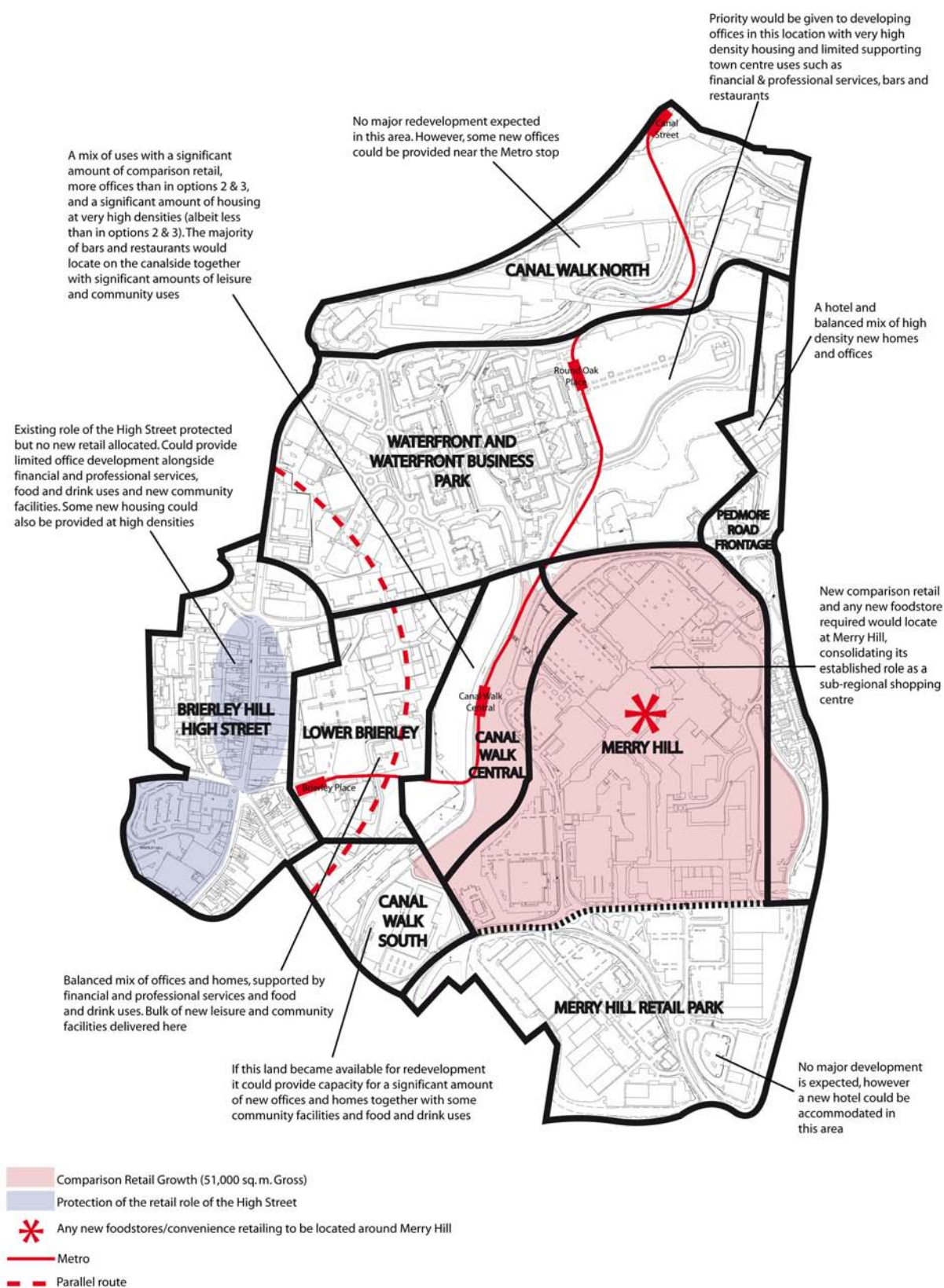
**5.3** There are also a number of other important issues that we would like your views on and these are presented in Chapter 6.

### Spatial Option 1: Retail growth at Merry Hill and focus on delivering jobs within the Town Centre boundary

**5.4** New comparison shopping and any new food stores would be located at Merry Hill and adjoining land along the canal. Locating all the allocated comparison shopping growth at Merry Hill would enable the provision of a large anchor store which would improve the attractiveness of the town centre as a whole and contribute to the regeneration of the Black Country (comparison shopping is for goods not obtained on a frequent basis such as clothing, footwear and recreational goods). Current estimates indicate that all of the office growth could be accommodated within the existing boundary, primarily along the Canal, at the Waterfront and in Lower Brierley although there would not be sufficient capacity to deliver significantly more than the Regional Spatial Strategy Phase 1 target. This office growth would however be at the expense of other land uses. This option would deliver less of the leisure, community and other supporting town centre uses and leave less land available for new homes within the existing boundary than under options 2 and 3. A significant number of new homes could still be provided at high densities but the scope for delivering a mix of different types of home would be severely limited unless the town centre boundary was extended. High density residential development would include apartments, or townhouses at a slightly lower density. Apartments would result in more dwellings being accommodated in the town centre, whilst townhouses would result in a reduced number, however, this type of housing may appeal to more diverse household groups.



Picture 7 Approximate Mix & Quantity of Uses for Option 1

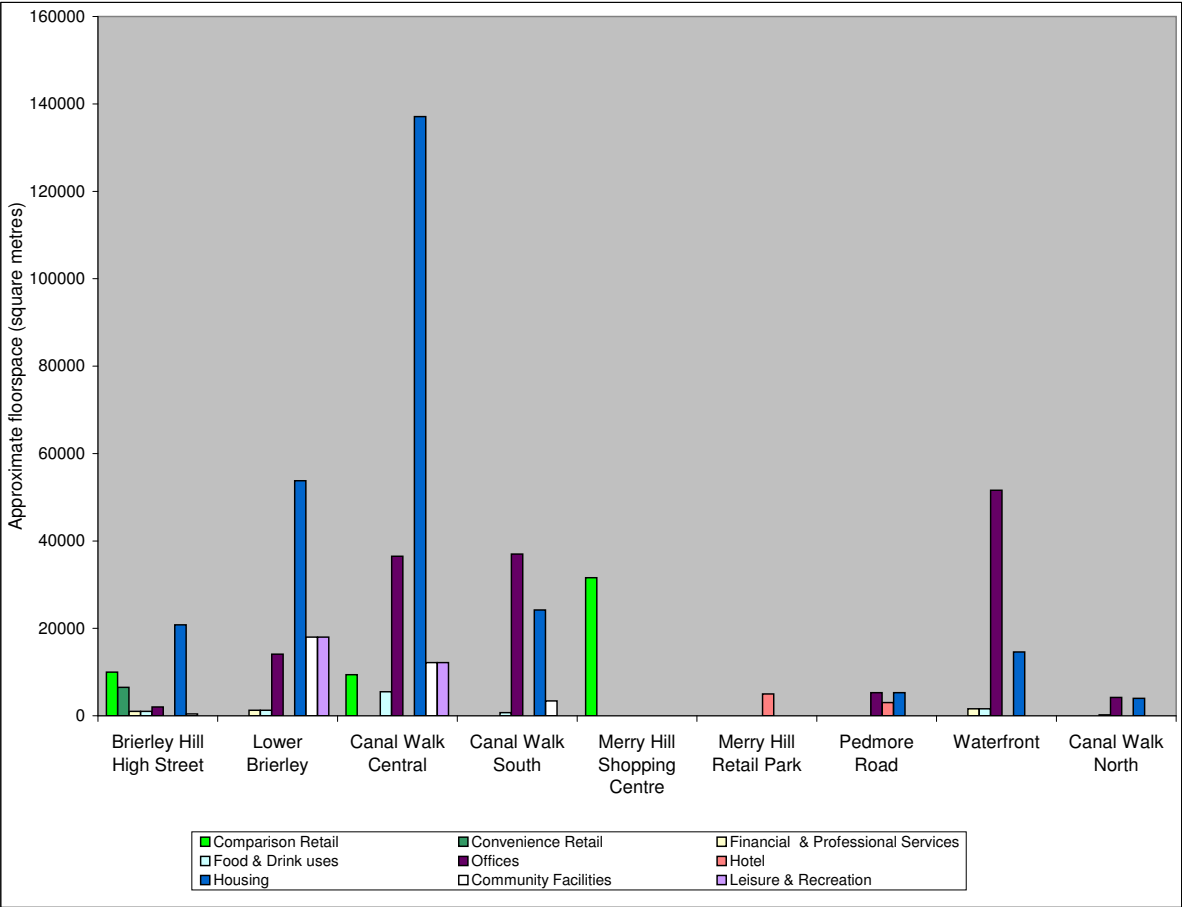


Picture 8 Implications of Spatial Option 1

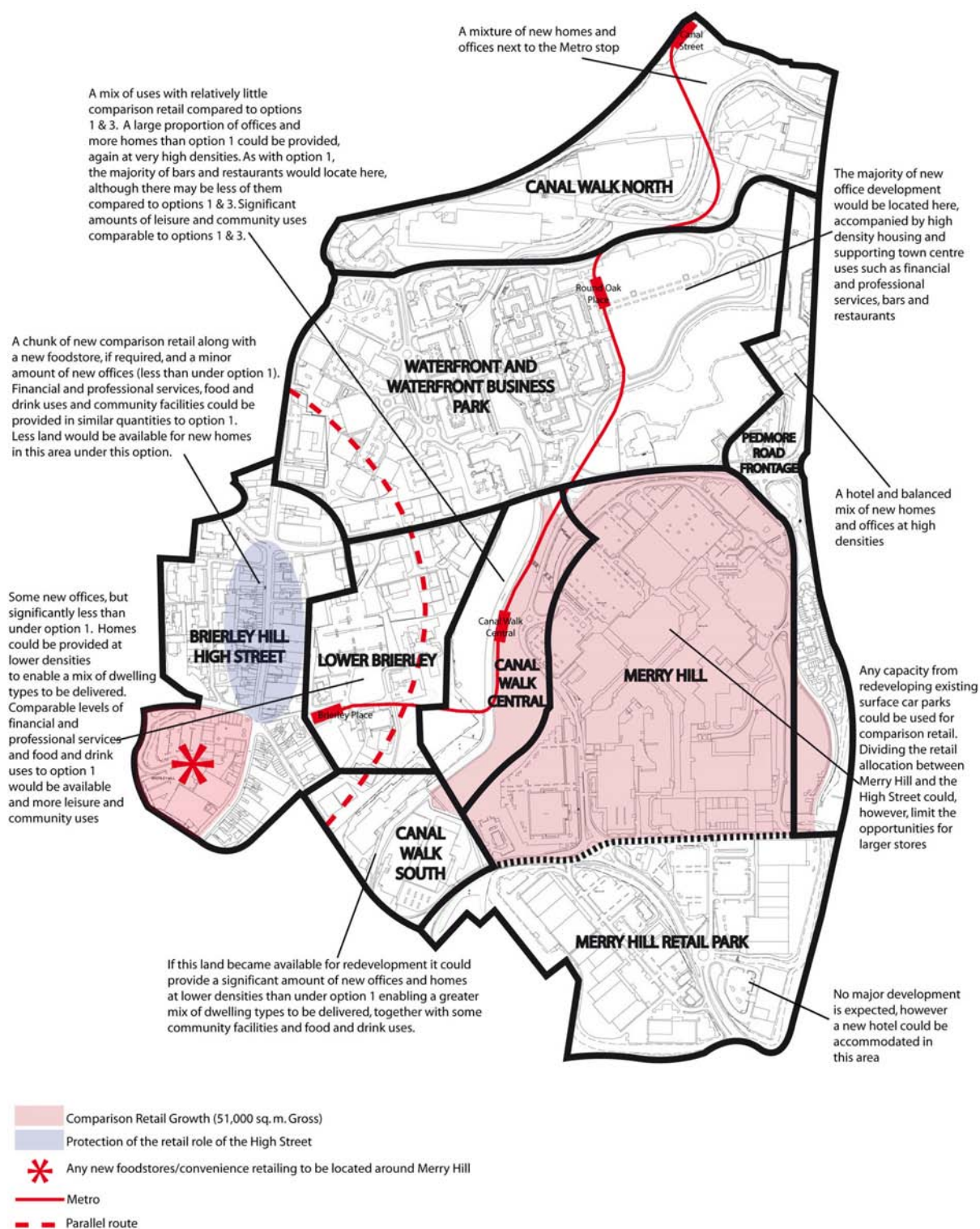


Spatial Option 2: Retail growth at Merry Hill and the High Street with balanced growth in other town centre uses

**5.5** Some 10,000m<sup>2</sup> of the total 51,000m<sup>2</sup> of new comparison shopping to be planned for would be located on the High Street, a similar sized chunk could be delivered at Canal Walk Central with the remainder developed at Merry Hill. Any new food store(s) required would be located at the High Street. Fewer offices would be developed, particularly on the High Street and in Lower Brierley. The extra capacity from fewer offices would mean that a greater mix of housing types could be achieved, notably at Lower Brierley and Canal Walk South, albeit still at high densities appropriate to a town centre. Under this option it is unlikely that the office requirement could be accommodated within the existing identified boundary (see Chapter 6) and further sites, available for redevelopment for offices, would need to be identified and the town centre boundary extended to accommodate them. This option would provide more opportunities for delivering leisure, community and other supporting town centre uses than under option 1.



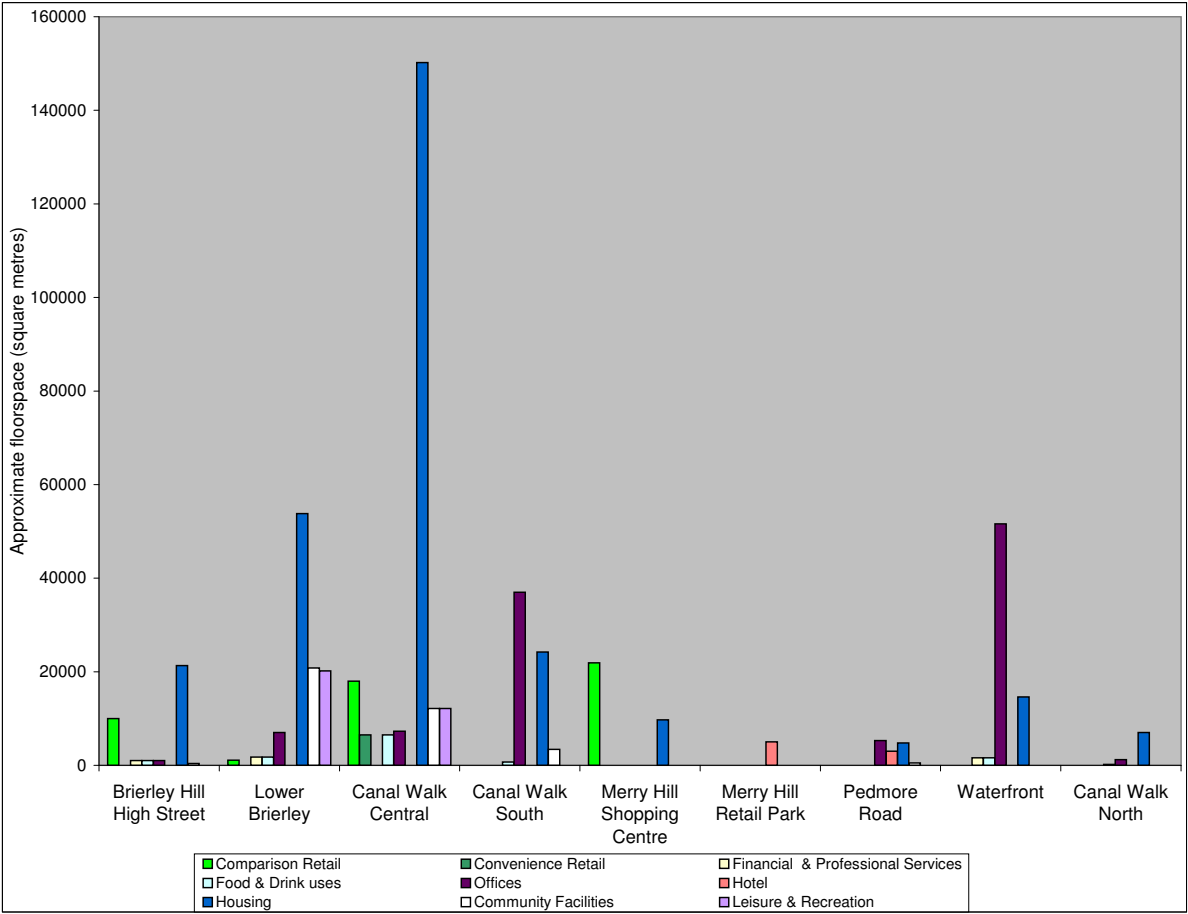
Picture 9 Approximate Mix & Quantity of Uses for Option 2



Picture 10 Implications of Spatial Option 2

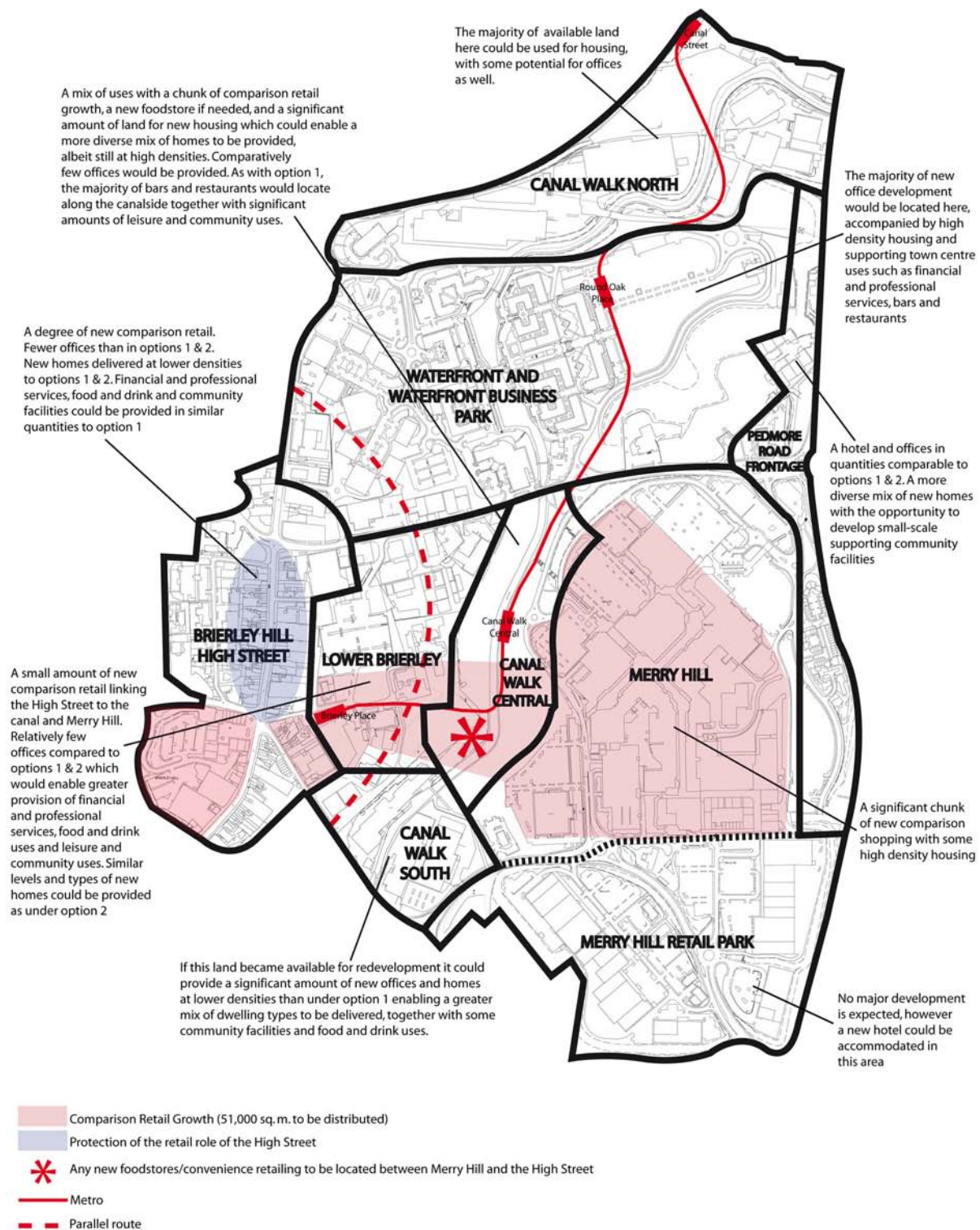
### **Spatial Option 3: A corridor of retail growth between the High Street and Merry Hill and focus on delivering housing and community uses within an extended Town Centre boundary**

- 5.6** A corridor of retail growth could be created with new shopping on the High Street, in Lower Brierley, to Canal Walk Central and Merry Hill. Such a corridor could encourage more movement of shoppers between the High Street and Merry Hill. However, retail development occurs in 'chunks' i.e. a store will need a minimum amount of floorspace. As with Spatial Option 2, dividing the retail allocation along this corridor or between Merry Hill and the High Street could prevent large stores from moving to Brierley Hill and reduce the town centre's attractiveness to the market and thus not necessarily deliver the vision in the Black Country Study of retaining retail spend in the Black Country. Any new food store could be centrally located along the canal where the bulk of new homes would be delivered.
- 5.7** Comparatively little office development would be provided on the High Street, in Lower Brierley, Canal Walk Central and Canal Walk North. The main concentration of offices would be at the Waterfront and the total amount of offices would be significantly under the target this Area Action Plan should aim to deliver. This option would therefore require an extension to the town centre boundary to include an area that is available for redevelopment or intensification for office or mixed-use development. More opportunities for community, leisure and supporting town centre uses could be available within the core of Brierley Hill under this option than under options 1 and 2, and primarily in the Lower Brierley and Canal Walk Central areas, which would support the night-time economy.
- 5.8** Please note that technical work is ongoing to better establish the need for particular uses and capacity to accommodate them.



Picture 11 Approximate Mix & Quantity of Uses for Option 3





Picture 12 Implications of Spatial Option 3

### Question 4

Where do you think new shops, offices, homes, leisure, community facilities and other supporting town centre uses should be located? Are there any particular needs that should be catered for e.g. a particular community facility or older persons housing? What do you want your community to get out of the regeneration of Brierley Hill? Would any of the above options or combination of options deliver what you want to see in Brierley Hill?

### Question 5

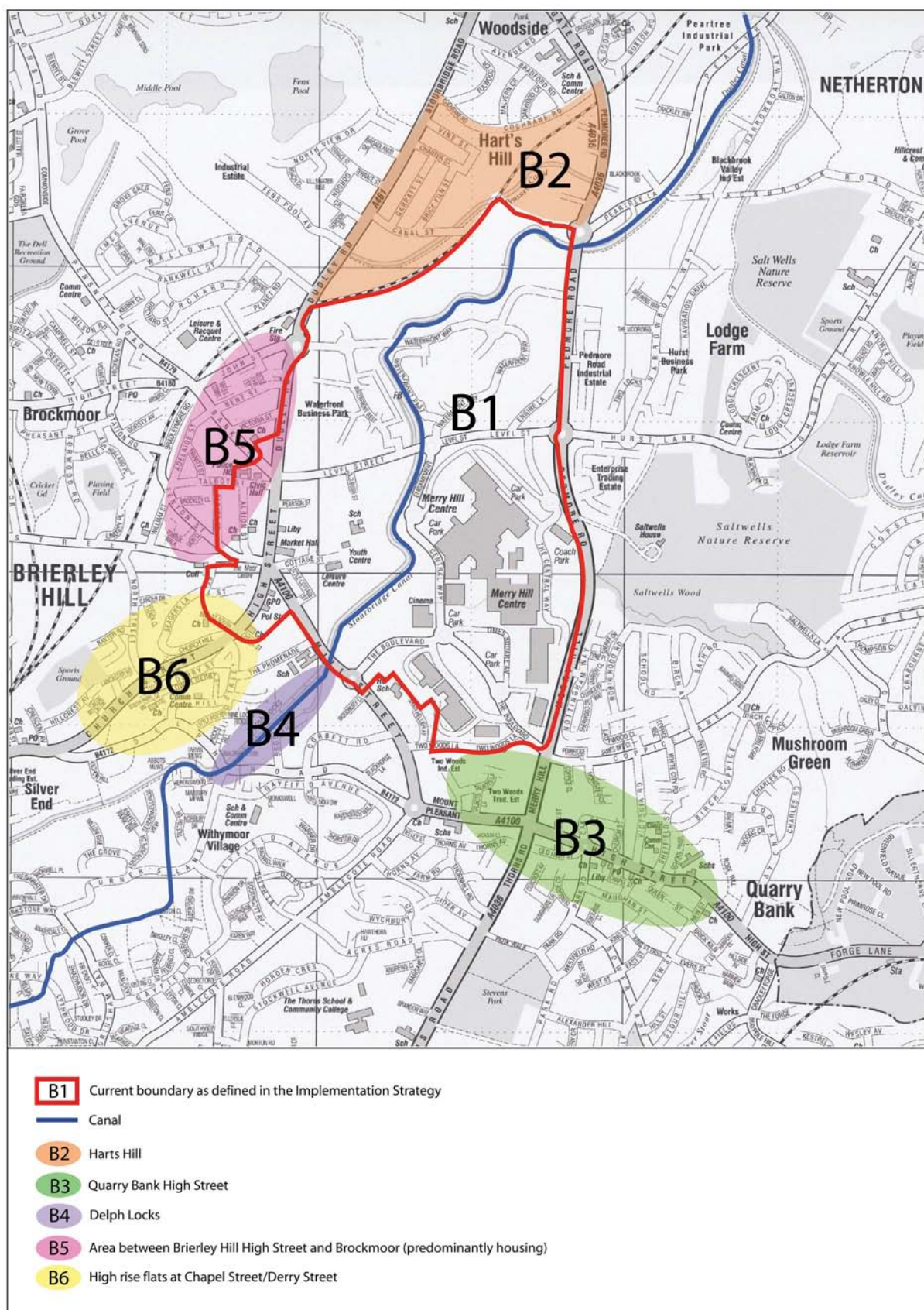
Do you own land within or on the boundary of Brierley Hill? If you do, what aspirations do you have for that land?



### 6 Other Important Issues in Brierley Hill

#### Defining the Area Action Plan Boundary

- 6.1** There is limited space within the existing boundary and depending on the preferred spatial option, densities and the amount of development required in the town centre, it may be necessary to extend the boundary whilst recognising that the Area Action Plan should focus on the development, growth and integration of the three essential elements of the High Street, Waterfront and Merry Hill. In pursuing a strategy for growth and to satisfy planning policy requirements for designated Town Centres, it will be critical to ensure that the centre itself does not become too 'loose' in its structure both in terms of its integrity and identity.
- 6.2** The options below present a number of alternatives for defining the boundary along with strengths and weaknesses for each. Whatever boundary is decided upon, the relationship between the strategic centre and its surrounding areas and communities will be considered and the planning framework for those areas will be reviewed at a later date. Indeed, it is expected that the regeneration of Brierley Hill will be a driver for regenerating the areas and communities surrounding it.



## 6 Other Important Issues in Brierley Hill

Options	Strengths	Weaknesses
B1. The Boundary should stay as previously defined	<p>This boundary has previously been widely consulted on and agreed as appropriate. Depending on densities, there is sufficient capacity within this boundary to accommodate the scale of growth envisaged for Brierley Hill.</p> <p>This boundary includes the three main elements: the High Street, the Waterfront and Merry Hill, where investment and development needs to be concentrated.</p>	<p>This will focus regeneration and investment within a tight boundary. Should it become possible to develop more retail and offices than currently anticipated, there may not be sufficient capacity to accommodate it.</p>
B2. The Boundary should include Harts Hill	<p>Harts Hill has previously been recognised as an area in need of regeneration. It presents a significant opportunity for a number of different potential uses and regeneration undertaken here would make use of a currently degraded and underused site.</p> <p>The metro station offers a catalyst to regeneration of this area.</p>	<p>New sites will have to be located for businesses displaced from Harts Hill if it is redeveloped.</p> <p>Harts Hill is a complicated site because of the physical barriers (railway and canal), site ownership and contamination. Therefore, it may be more appropriate to consider its redevelopment in the future under the context of the Borough-wide review of housing and employment land expected to commence in 2008.</p> <p>Should delivery of Metro be delayed, there is a danger that the linkages between this area and the town centre may not be so strong.</p>
B3. The boundary should be extended to include Quarry Bank High Street	<p>Quarry Bank is as close to Merry Hill as Brierley Hill High Street and traders and businesses on the High Street have experienced similar impacts from Merry Hill as traders on Brierley Hill High Street</p>	<p>Quarry Bank residents and businesses may feel that they are losing their identity if they are included within the strategic town centre boundary of Brierley Hill.</p> <p>The key objective of this Area Action Plan is to integrate the three key elements of the High</p>

Options	Strengths	Weaknesses
	but have not benefited from the integrated regeneration initiatives that Brierley Hill High Street has. Improvements to public transport accessibility into Brierley Hill will mean that Quarry Bank High Street could become a rapid transport corridor to serve the town centre. Currently, public transport going to Merry Hill passes through Quarry Bank High Street, which is very congested.	<p>Street, Waterfront and Merry Hill. Extending the boundary in the direction of Quarry Bank High Street could distract activity away from the achievement of that objective.</p> <p>It is unlikely that this area could accommodate the scale of office development that would be needed if spatial option 3 were the preferred option particularly given the historic nature of the Quarry Bank High Street area.</p>
B4. The boundary should be extended to include Delph Locks Conservation Area	Including the Delph Locks within the boundary of the Area Action Plan may help improve the image and identity of the centre and create a more integrated environmental quarter to the centre.	There would not be any scope for accommodating additional town centre development in this area.
B5. The boundary should be extended into the residential area at Brockmoor	The existing residential stock may benefit from the increased investment into the area.	<p>It is unlikely that there would be scope for accommodating additional town centre development in this area.</p> <p>As this area is predominantly social housing, the impetus for regeneration would need to come through specific housing policies. This issue may best be considered through the wider review of all housing land within the Borough which is expected to commence in 2008.</p> <p>People who feel that they belong to Brockmoor may feel that their identity is being lost to Brierley Hill.</p>



Options	Strengths	Weaknesses
B6. The boundary should be extended to include the high-rise flats at Chapel Street/Derry Street	Including these flats may allow for regeneration and investment to be spread to the benefit of the occupants.	<p>Again, as this area is social housing, the impetus for regeneration would need to come through specific housing policies. This issue may best be considered through the wider review of all housing land within the Borough which is expected to commence in 2008.</p> <p>It is unlikely that there would be scope for accommodating additional town centre development in this area.</p>

### Question 6

Do you consider that the strategic town centre should grow outwards (to take in peripheral areas) or upwards (higher densities and greater use of buildings of more than one storey)? A more compact centre would better support local services and reduce dependency on the car but an expanded centre could provide more diverse environments. If you think that the centre should expand, what areas should it include and why?

## The Role of the High Street

- 6.3** The High Street currently functions as a thriving local convenience centre and its local shopping role is proposed to be safeguarded in this Area Action Plan. This plan therefore needs to determine how that local shopping role should be safeguarded by considering whether the High Street should be designated as a primary or secondary frontage (see Glossary for definitions). Where primary frontages are designated, the amount of non-retail uses is restricted. Secondary frontages present more flexibility in the types of uses which can be developed, which are intended to compensate for the restriction of uses in areas of primary frontages. It is proposed that Merry Hill will be designated within the primary frontage. If a secondary frontage policy was applied on the High Street, retail uses could be accompanied by a greater range of other uses, for example, banks, dentists, hairdressers and restaurants.

### Question 7

Should the High Street be identified as a Primary or Secondary frontage? Are there any particular types of uses should be encouraged or restricted on the High Street? What role should the High Street play in the regeneration of the wider Brierley Hill area?

- 6.4** The existing indoor market on the High Street is popular with local residents and well used. This Area Action Plan will need to consider the future role of the market within the vision for Brierley Hill, as it makes a valuable contribution to local choice and diversity in shopping. National policy recognises the important role of markets and seeks to retain and enhance them where appropriate. Consultation undertaken so far has also suggested that new outdoor space (please refer to the options on public spaces) could be used for outdoor markets or public events.

### Question 8

How do you think we should plan for the future of the markets in Brierley Hill?

- 6.5** The potential for further residential development in the High Street and its surrounding area to support the wider strategy can also be explored. For example, promoting 'living over the shop' has a number of benefits by bringing vacant units back into effective use and attracting residents into the heart of urban neighbourhoods. An increase in population here would also result in an increase in demand for local facilities, such as education, health and public transport provision.

### Question 9

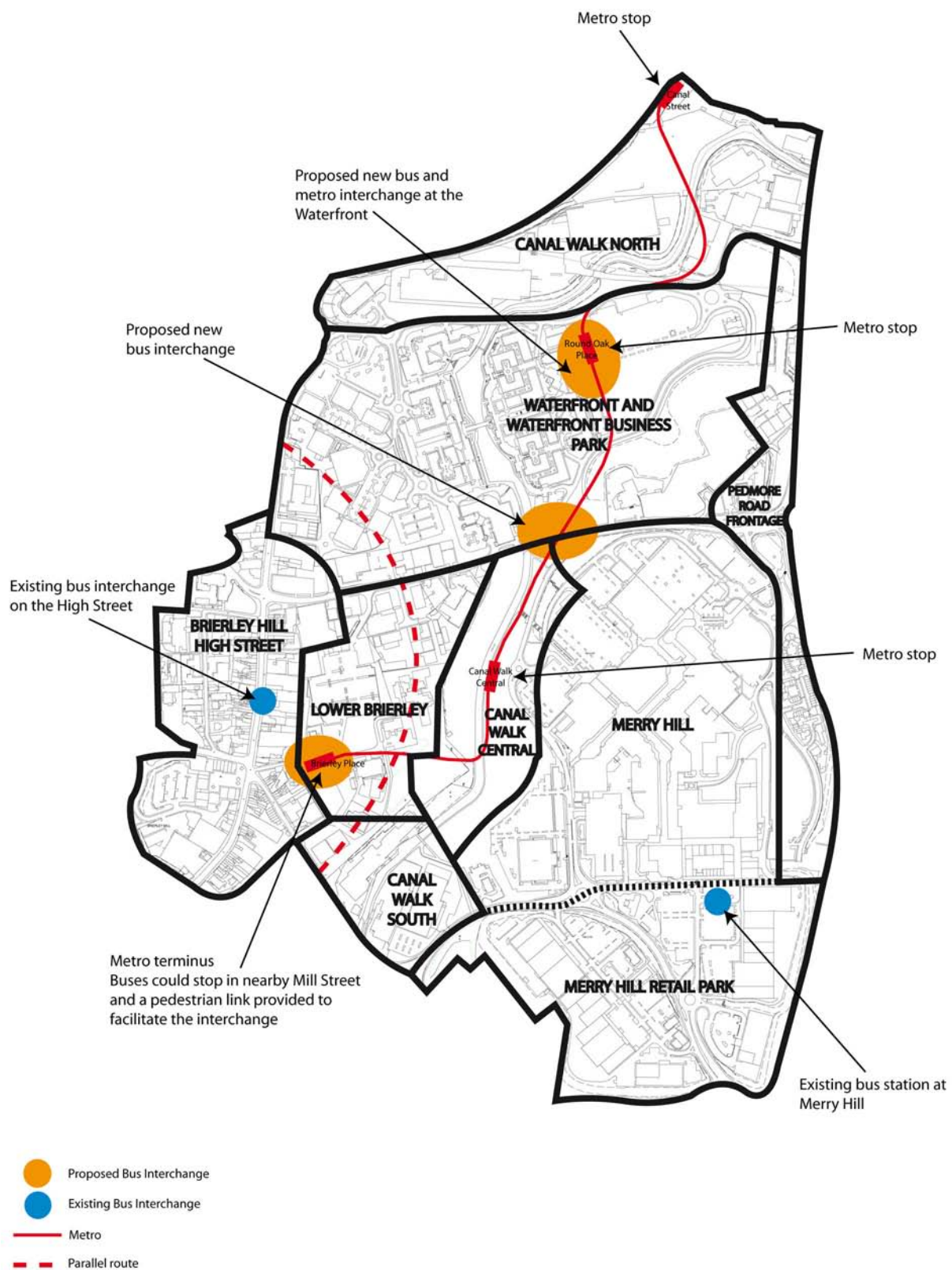
Do you think that residential development should be encouraged in the High Street area? If yes, where could new homes be provided?

### Delivering an Accessible and Integrated Centre

#### Public Transport

- 6.6** The Metro extension is the centre piece of the regeneration strategy as a whole, and is identified as the first transport priority for the Black Country. The line of the route includes Metro stops at Canal Street, Round Oak Place, within the Canal Walk Central Quarter and at Brierley Place just east of the main Market Hall (see picture 13). In the event of the expiration of existing Transport and Works Act powers, suitable alternative public transport measures will be required to provide additional capacity along the corridor of the metro alignment and services to link the Black Country strategic centres and Birmingham.
- 6.7** Strategically, significant effort must now be focused on public transport intervention and particularly the bus network. Bus services will be of key importance for the new centre at Brierley Hill, particularly to access the many directions not served by the forthcoming Metro line. Improvements to the radial network of bus routes affect a much wider area than just Brierley Hill centre and so this issue will be addressed in the Joint Core Strategy for the Black Country although implications for the town centre itself will be addressed in this Area Action Plan.
- 6.8** At present, Brierley Hill High Street and Merry Hill Bus Station are the principal points of bus access. Improved circulation within the centre by non-car modes must be achieved if Brierley Hill is to realise its potential. A number of new interchanges are therefore proposed within the town centre.
- 6.9** A new bus interchange has been suggested for Level Street at Level Street Square (see picture 13) and it has been proposed that the existing bus station at Merry Hill should be expanded and improved. Also, two new bus interchanges with Metro have previously been suggested (see picture 13):
- At the Waterfront where buses will be able to divert from Waterfront Way into Round Oak Place to serve the Waterfront and Archill Quarters.
  - At Brierley Place where buses will stop in nearby Mill Street and a pedestrian link will be provided to facilitate the interchange.





Picture 13 Existing and Proposed Public Transport Interchanges

### Question 10

Where do you think are the most appropriate locations for public transport interchanges in Brierley Hill town centre? Should the bus station at Merry Hill be improved to serve the centre as a whole or are there any other options?

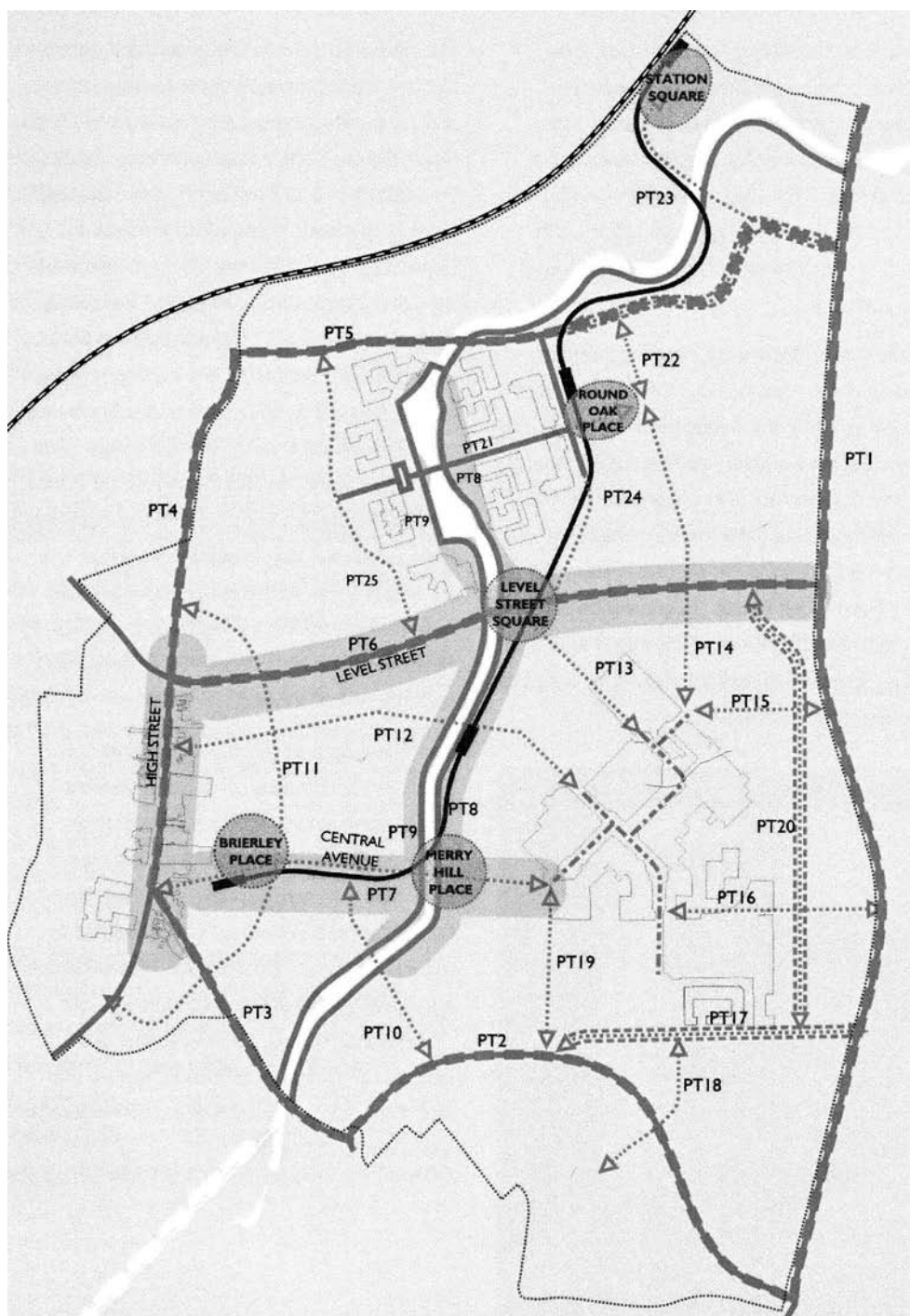
- 6.10** One particular issue of concern is how to improve the reliability of public transport. Buses suffer from the same problems of congestion as general traffic and one means of improving reliability is therefore to give public transport priority over general traffic through measures such as prioritising bus movements at junctions and improving the highway network to allocate more road space to buses. This would however require some new road construction and expenditure on other improvements.

### Question 11

Do you think that priority should be given to public transport over general traffic? If so, are there any particular priority measures that you feel should be implemented?

### Improving pedestrian and vehicular connections

- 6.11** It is the network of thoroughfares (highways, boulevards, avenues, streets and footpaths) and related public spaces that will, in combination, make up the public realm of Brierley Hill town centre. The primary thoroughfares and the main public spaces need to be defined and safeguarded. The proposals previously suggested through the work of the Brierley Hill Regeneration Partnership are presented below and a description of each route is detailed in Appendix 1, including those proposals that have already moved forward and should be taken as given. However, there is an opportunity to reconsider some of these proposals in this Area Action Plan or indeed, consider whether there is a need to identify any other thoroughfares for vehicles and/or pedestrians and cyclists. These proposals will be subject to further feasibility work as the preferred options emerge.



Picture 14 Proposed Transport Improvements

- 6.12** In addition to these proposals, consultation undertaken so far has identified the desirability of creating a new pedestrian link leading west from the High Street. This would enable more direct linkages with the hinterland to the rear of the High Street and further west into Brockmoor. However, it would be necessary to consider how new public thoroughfares could be created bearing in mind that existing buildings on the High Street present a physical barrier.

- 6.13** The desirability of creating better connections into the centre from outside the boundary, particularly to the west and north, has also been identified. There is a substantial population living within 15 minutes walking distance of Brierley Hill that could be encouraged to walk into the centre if adequate facilities were provided for them to do so. However, delivering such new links and improvements will be costly and will require private sector funding. In the context of competing demands, it may not be feasible to deliver all of these links or else they may be delivered to the detriment of other needs.

### Question 12

Which of the primary thoroughfares identified above do you consider to be essential for delivering the vision for Brierley Hill? Do you disagree with any of the suggested primary thoroughfares? Are there any other options for creating pedestrian, cycle and vehicular transport links in Brierley Hill Town Centre?

### Cycling

- 6.14** Cycle access to Brierley Hill is currently constrained in a number of locations by the topography of the area, with the land generally falling steeply from west to east. There are generally few dedicated cycling facilities within the area, and most cycling is therefore undertaken on the existing road infrastructure or on the one cycle route that runs north-south through Brierley Hill along the tow path of the Dudley No. 1 canal. That existing cycle route is particularly valuable as it links to the wider cycle network for the borough and indeed wider. There is also limited parking provision for cyclists across the area, which currently leads to illegal parking at inappropriate locations.
- 6.15** The regeneration of Brierley Hill, along with the associated transport infrastructure changes will provide a valuable opportunity to improve conditions for cyclists through the area.

### Question 13

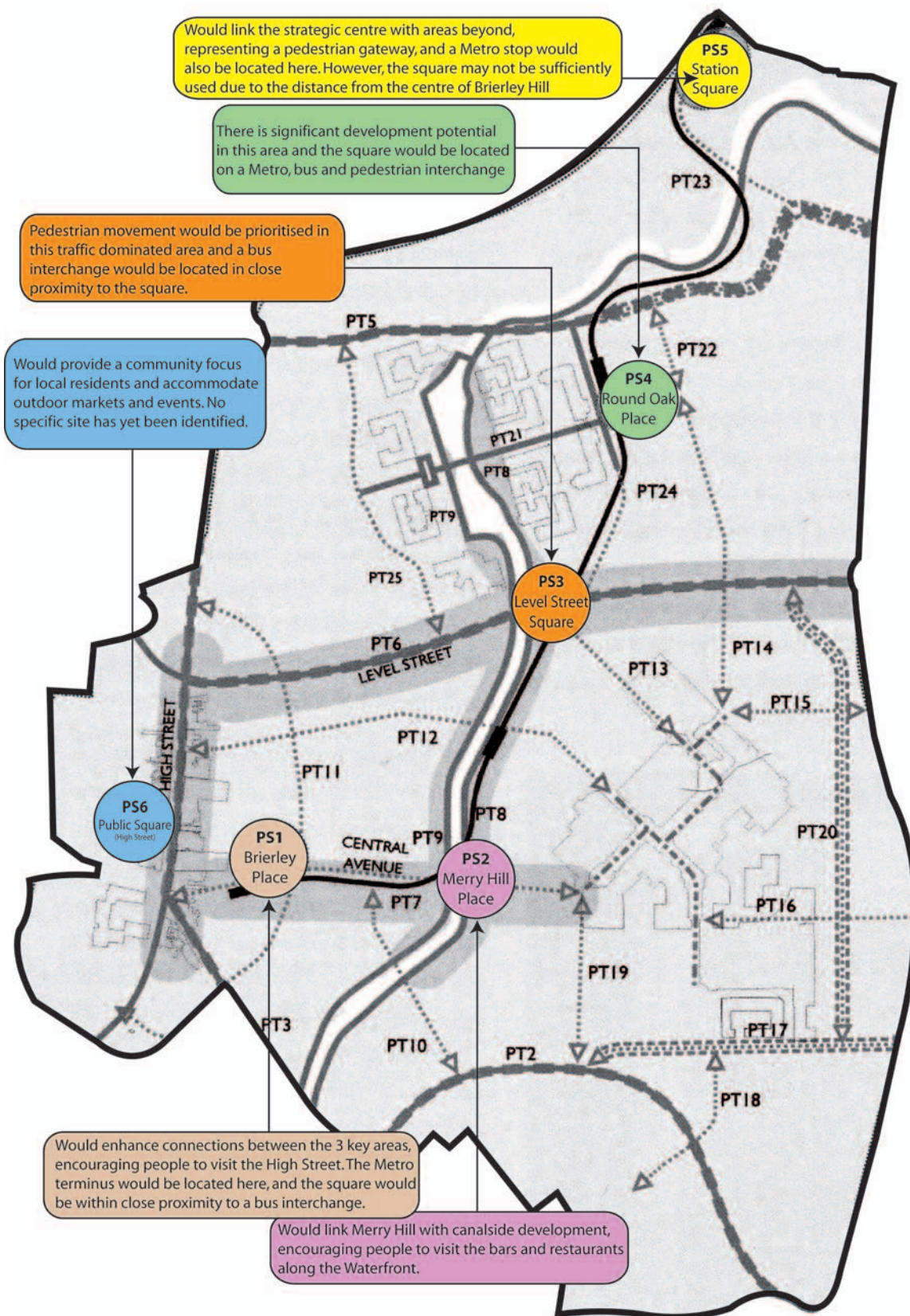
How do you think facilities should be improved for cyclists?

### Public Squares

- 6.16** It has been recognised that a public square or a series of squares are necessary to improve the public realm and the connections between Merry Hill, the Waterfront and Brierley Hill High Street. The Implementation Strategy (2006) has already identified 5 sites for new public squares which are shown on Picture

15. All of these squares provide the advantage of improving access to public transport and connections within Brierley Hill. Results from consultation undertaken so far have also suggested that it may also be desirable to have a new public square on the High Street. However, public squares require investment to provide and maintain and therefore, all of these public spaces may not be deliverable depending on the preferred strategy chosen and may not be in the most appropriate locations.





Picture 15 Possible Locations for New Public Spaces

### Question 14

Where do you consider new public squares should be located?

#### Canals

- 6.17** The role of the canal for transport has been recognised in the Black Country Study and any strategic issues relating to using the Dudley No 1 canal for freight movements or recreational travel will be addressed in the Joint Core Strategy for the Black Country. Furthermore, it is expected that a Landscape Action Plan and a Canal Management Plan will be prepared for the Black Country. This Area Action Plan will consider any implications arising out of those documents as they emerge.

#### Parking

- 6.18** It is a key aim of the vision for Brierley Hill to reduce the large amounts of existing surface car parking with multi-storey parking where appropriate. This will have the benefit of releasing land for development and improving the character and quality of the public realm.
- 6.19** New development will have to comply with maximum car parking standards set in national policy and the Regional Spatial Strategy and be in accordance with the emerging Joint Core Strategy for the Black Country. Nevertheless, this Area Action Plan could consider whether to implement more stringent car parking standards which could be linked to improvements to public transport or even to have different parking standards for different areas within the town centre. Having more stringent car parking standards would encourage more people to use public transport and indeed, could help to deliver better public transport. In a deregulated system, public transport will only be provided where demand exists to make it viable. If no demand is created then the public transport provision may not follow. However, availability of parking is a key consideration for developers and shoppers. Having more stringent standards just within Brierley Hill could deter investment from the town centre.

### Question 15

In principle, do you think that more stringent car parking standards than those set at national and regional level should be applied within Brierley Hill?



### Delivering a Sustainable Centre

#### Climate Change

- 6.20** This Area Action Plan presents an opportunity to take an approach to the transformation of Brierley Hill that will address the causes and consequences of climate change and that will promote more sustainable forms of development.
- 6.21** The approach that this Area Action Plan will take to climate change will have to conform to climate change policies arising in the national policy, regional policy and the Joint Core Strategy for the Black Country. The strategy for Brierley Hill as a whole will help to address climate change, for example by encouraging more sustainable modes of travel and therefore reducing carbon emissions and improving air quality on the High Street, by seeking to improve biodiversity and environmental assets within the town centre, and by promoting climate aware urban design and energy efficiency in new buildings. There is however an opportunity to consider whether there are any specific measures or approaches to renewable energy generation that would be particularly appropriate within Brierley Hill Town Centre.

#### Question 16

Are there any particular approaches to renewable energy generation that would be appropriate or inappropriate to use within Brierley Hill Town Centre (e.g. individual building specific wind turbines or solar energy)?

- 6.22** Better management of waste can significantly reduce the emissions of greenhouse gases to the atmosphere. Using waste hierarchy principles, waste materials can be turned into a valuable resource reducing the need for increasing extraction of raw materials and fossil fuels.
- 6.23** National policy and the emerging Joint Core Strategy for the Black Country encourage recycling, a move towards more sustainable waste management and greater protection to the environment. All the planning decisions about waste management within Brierley Hill will be taken in accordance with the policies and strategies set out in the Joint Core Strategy for the Black Country.
- 6.24** Nevertheless, it is envisaged that there will be lot of regeneration taking place in Brierley Hill in the forthcoming years and this will provide opportunities and threats to the way waste is managed. Particular challenges for Brierley Hill relate to the management of construction and demolition waste in a more sustainable way and ensuring all types of properties and lifestyles have opportunities for waste recycling.

### Question 17

What measures do you think the Area Action Plan should take to manage waste in a more sustainable way?

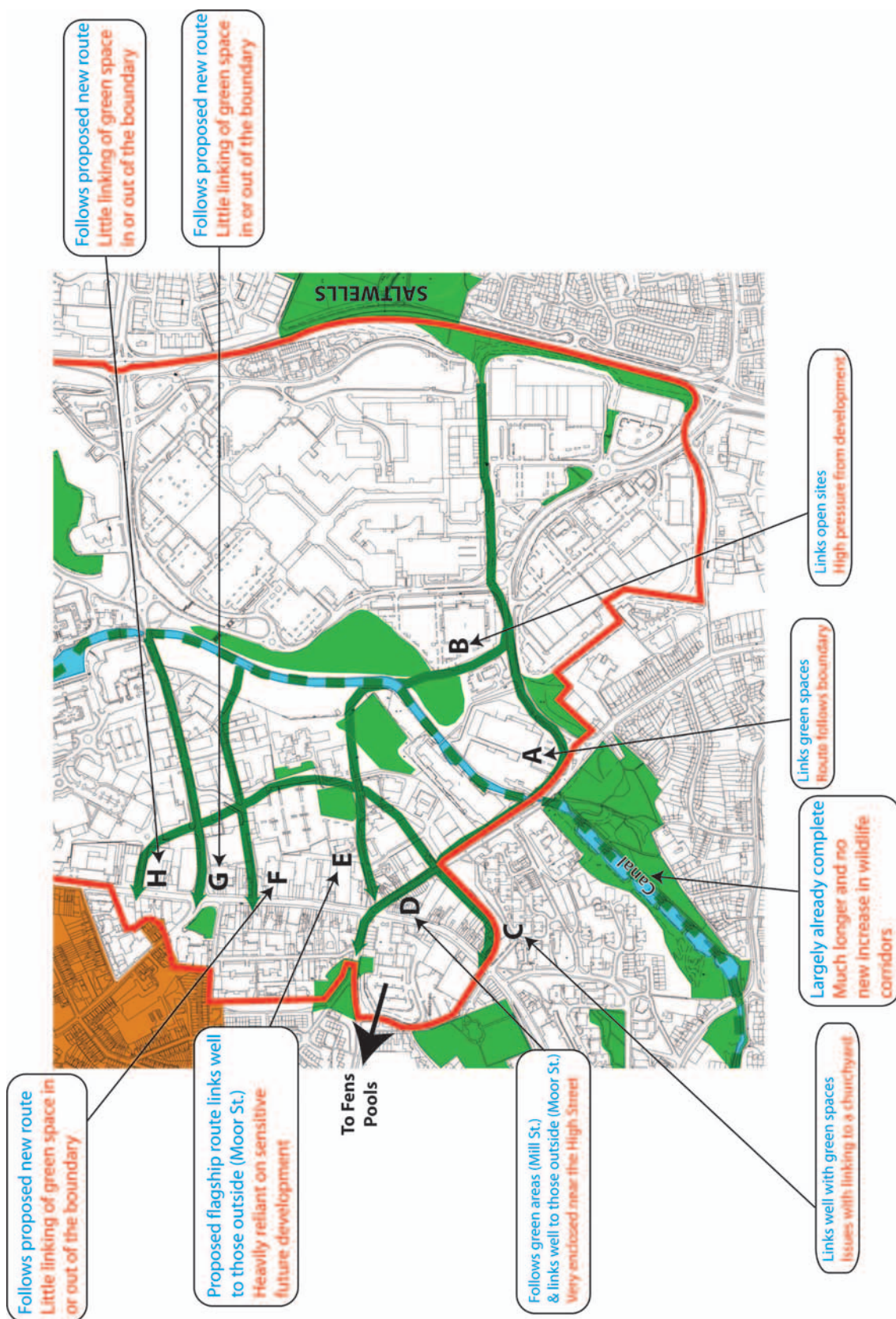
### Biodiversity

- 6.25** Brierley Hill is an extensively developed area with rich wildlife resources, especially on its boundaries. Running through the middle is the Dudley No .1 Canal Site of Local Importance for Nature Conservation, which is a valuable wildlife corridor. On the boundaries are Saltwells Local Nature Reserve and Pensnett Canal Site of Local Importance for Nature Conservation. Fens Pool Local Nature Reserve is also close by. The Local Nature Reservess are part of larger networks and contain areas of national importance (Sites of Special Scientific Interest). Part of Fens Pool is also of European importance for great crested newts (Special Area of Conservation).
- 6.26** Numerous sightings of important and protected species have been seen around the boundary of the area, mainly associated with water and brownfield habitats. It should be presumed that protected species are present within the Brierley Hill area where suitable habitat exists. The key issue for the Area Action Plan is to consider what approach should be taken to protecting and enhancing biodiversity and geodiversity within the town centre.

### Question 18

The Joint Core Strategy promotes the concept of urban park and green infrastructure (see Glossary for definitions). There is an opportunity within this Area Action Plan to deliver these concepts using wildlife corridors. Which wildlife corridors from those in Picture 16 below do you think would work best?

- A or B?
- C, D, E, F, G, H or the canal?



Picture 16 Potential Biodiversity Corridors

### Question 19

Below is a list of possible green infrastructure elements. Are there any missing from the list? Which elements would you like to see developed in Brierley Hill and where? (Please refer to glossary for explanations)

- a. wildlife corridors
- b. sustainable drainage systems
- c. wildlife friendly landscaping and street trees
- d. wildlife roofs and walls
- e. historical characteristics preserved
- f. increased levels of public open space
- g. integrated cycleways and footpaths

### Archaeology and the Historic Environment

- 6.27** It is necessary to consider how the pressure from new development could impact on the historic character of Brierley Hill, including the historic High Street and any other areas of historic interest, such as Quarry Bank or Harts Hill. The relationship between new development and the existing historic character in some areas will need to be carefully managed and the potential for below ground archaeological remains taken into account.
- 6.28** There has been no detailed analysis yet of the historic character of Brierley Hill so the various locally distinctive communities within it (built form, landscape setting, people and activities) are not currently clearly defined or properly appreciated. This makes it difficult to identify both areas and individual historic assets that might warrant protection and enhancement, including through various levels of formal designation (e.g. conservation area, statutory or local listing).
- 6.29** To rectify this, a “broad brush” Historic Landscape and Townscape Character Appraisal of the town centre area is proposed to be undertaken. This will assist in defining what is locally distinctive about the area and help in identifying and protecting overall character and significant historic assets, including areas of high archaeological potential. It will also provide a context for new development and so better enable this to be guided so as to be sensitive to the locality in its design.
- 6.30** As part of the Appraisal the Statutory and Local Lists would be reviewed and updated and any areas that had the potential for special architectural or historic interest, such as Brierley Hill High Street, could be subject to a detailed Conservation Area Character Appraisal. If this led to designation there would be the potential to access external funding sources that could help with conservation and enhancement. Any potential alterations to the boundary of



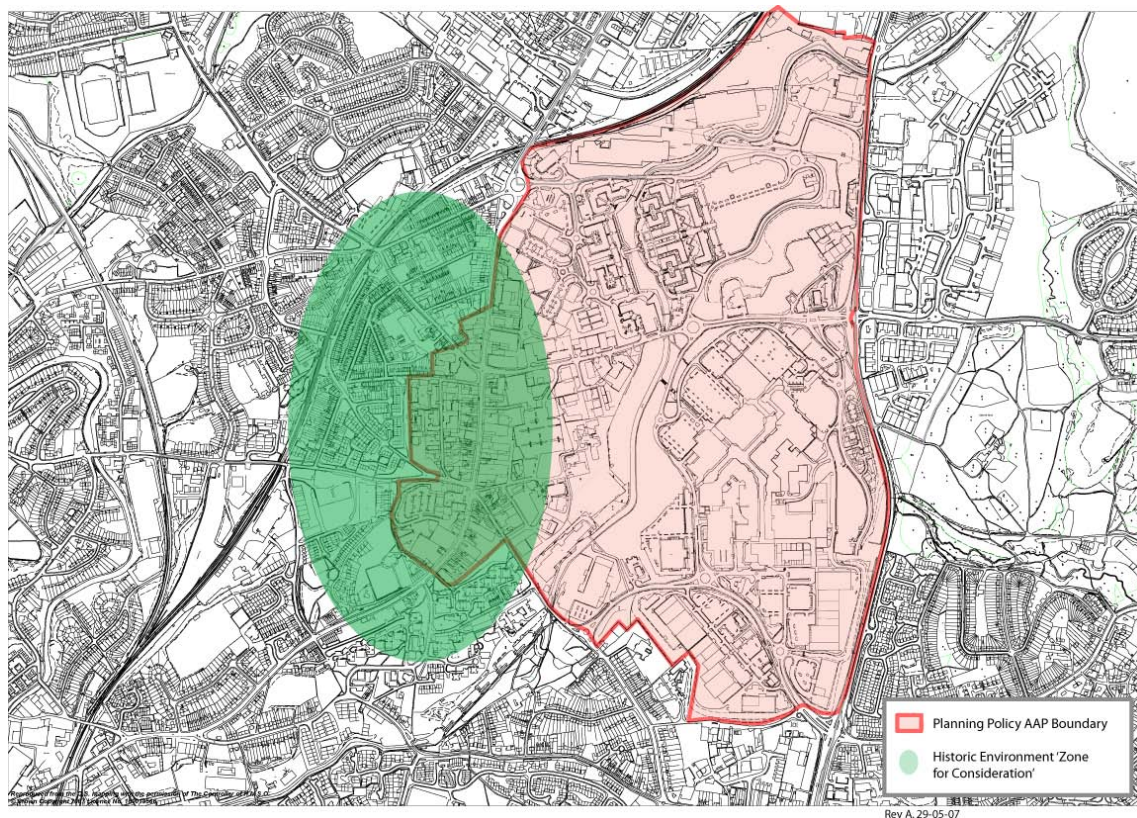
the area will have implications for the scope of character appraisal work. If any of the further areas outlined in the options for the Area Action Plan boundary are to be included, they may well warrant the same level of appraisal.

### Question 20

Are there any buildings or features which you think are worthy of being added to the locally listed building list or any of more special architectural or historic interest which should be added to the national statutory list?

### Question 21

Do you think that a Historic Landscape and Townscape Characterisation of Brierley Hill should be undertaken, including a detailed Conservation Area Character Appraisal of the historic High Street area shown on Picture 17 below?



Picture 17 Area for Consideration for Conservation Area Character Appraisal

### Other Issues

- 6.31** Town centres should plan to accommodate all types of retail activity including retail warehouses for the sale of bulky household goods, DIY items and other ranges of goods. A number of retail warehouses already exist on the southern boundary of Merry Hill. It is not currently considered that there is a need to plan for more such uses.

#### Question 22

Are there any other issues or options that haven't been considered in this paper that you would like to see considered?

## 7 Securing and Monitoring Delivery

### Delivering the Area Action Plan

**7.1** This role of this Area Action Plan is to set out how Merry Hill, the Waterfront and Brierley Hill High Street are to transform into an integrated, accessible and balanced town centre in the period at least up to 2021. These are ambitious plans that will involve investment on a grand scale by the private and public sectors. The options presented in this report will all have financial implications. To ensure that these plans are realistic and deliverable it will be necessary, as the preferred options emerge, to assess how much it will cost to deliver the vision in the Area Action Plan and how much money is likely to be available. Whilst it is the responsibility of Dudley MBC to prepare and adopt this Area Action Plan, as this document progresses further details will emerge on:

- Who will be responsible for delivering each aspect of this Area Action Plan (e.g. Westfield, Dudley MBC, Centro etc)
- The timescale's for delivery (e.g. timing for the provision of new public spaces linked to the delivery of other key schemes such as the retail growth or new homes)
- The contributions to be required through planning obligations from different types of development in order to fund the various elements of the vision such as new pedestrian links and affordable housing.

### Planning Obligations

**7.2** The Council will be seeking planning obligations from developers and landowners to fund the infrastructure, services and public facilities that will be needed to cope with the additional demands brought on by the new development and mitigate any harmful effects. The planning obligations will be sought to cover the full cost of the infrastructure projects or works or a contribution towards the cost relative to the nature and scale of the impact. For smaller development schemes or for larger public infrastructure or projects, pooled developer contributions will be sought. These would be in proportion to the nature and scale of their development.

**7.3** It is possible, depending on the response to this consultation on options, that it will not be financially viable to deliver all the ambitions for Brierley Hill to the extent that may be desired. Ultimately, this Area Action Plan must be deliverable and strategic choices may have to be made about priorities for investment. To guide any such necessary future discussions the items that would require developer contributions over and above normal development costs are listed below and your views are sought on what the priorities for investment should be:



**Question 23**

Please rank the following demands for investment in order of priority with 1 being the highest priority:

<b>Demand for Investment</b>	<b>Rank of Priority</b>
Affordable housing	
CCTV	
Climate-proofing (e.g. green roofs, street trees, sustainable drainage systems)	
Community facilities including libraries and nurseries	
Economic well-being (see the Glossary)	
Education	
Health facilities	
Highway and infrastructure improvements	
Historic Environment	
Improvements to public transport	
Pedestrian and cycle links	
Public open space	
Public realm and art	
Nature Conservation including Green Infrastructure	
Recreational facilities	
Renewable energy generation	
Social care	
Travel plan initiatives	
Waste management	

**Question 24**

Are there any other necessary elements that require developer contributions in order to deliver the vision for Brierley Hill?

### Phasing

- 7.4** Phasing of office and residential development needs to be considered to ensure that supply meets demand and that the scale of redevelopment in the town centre does not unduly disrupt the existing community. Phasing could have advantages by controlling the market to avoid excess provision which could affect house prices and office rents, and result in vacant units and unviable development and by ensuring that the most appropriate locations are delivered first. However, phasing development could also delay or prevent developments for which there is a genuine demand and slow the pace of regeneration in Brierley Hill.

#### Question 25

Do you think that it is necessary to phase the development of new homes and offices in Brierley Hill? If yes, what locations do you think should be developed first? What do you see as the benefits for phasing such development?

### Monitoring Delivery

- 7.5** The Area Action Plan will also contain a monitoring framework. This will measure delivery of the proposals against the specified timescale's and will assess the effectiveness of the policies against specified targets. This monitoring framework will be developed as the preferred options emerge but it is currently anticipated that it will measure and address the following key issues:
- The regeneration impact of growth at Brierley Hill
  - The extent to which the adopted Area Action Plan is being implemented including the amount of retail, office and leisure development completed and delivery of affordable housing
  - The vitality and viability of the strategic town centre
  - Compliance with Regional Spatial Strategy Phase 1 conditions (see below)

#### Question 26

Are there any other issues that will require monitoring?

- 7.6** The Draft Regional Spatial Strategy Phase 1 policy for Brierley Hill, as recommended to be amended in the Panel Report (March 2007), requires that no new comparison retail floorspace is brought into operation at Brierley Hill until a number of conditions have been met. Those conditions are:

**1) Adoption by the Local Planning Authority of the Area Action Plan for Brierley Hill**

**2) Implementation of improvements to public transport, including completion of the Metro extension from Wednesbury to Brierley Hill (or other measures of equivalent effectiveness), improvements to bus services connecting the centre with other locations in the Black Country and beyond, and other measures to improve accessibility to and circulation within the centre by non-car modes**

**7.7** Options for determining that this condition has been met include:

**Trigger 1: Completion of the Metro extension from Wednesbury to Brierley Hill (or other measures of equivalent effectiveness).**

Option	Strengths	Weaknesses
MT1. Completion of the Metro extension to Brierley Hill, currently programmed for end of 2012	This would guarantee the required provision of public transport capacity	If delivery of the Metro were to be delayed so would delivery of a regenerated Brierley Hill
MT2. Commencement of Metro on schedule by May 2010 and substantially constructed by end of 2012	The substantial completion of Metro would provide the confidence that it would be completed but without unduly holding back regeneration.	Current public transport infrastructure may not have sufficient capacity to accommodate the travel demands of people arriving from destinations along the line of the Metro route
MT3. Additional public transport capacity to replace the forecast modal shift to be achieved by Metro	This could be achieved without any additional parliamentary powers and would secure public transport improvements of equivalent effectiveness to those that would be delivered by Metro	Delivering that additional bus capacity is dependant on the cooperation of the bus operators. Neither Dudley MBC nor the Centro Passenger Transport Executive has the power to enforce those improvements.

**Trigger 2: Improvements to bus services connecting the centre with other locations in the Black Country and beyond.**

Option	Strengths	Weaknesses
BT1. Provision of a specified increase in capacity on the bus network to Brierley Hill	Sufficient capacity would be available to enable people to have a genuine choice of travel modes	Delivering additional capacity is dependant on the cooperation of the bus operators

Option	Strengths	Weaknesses
BT2. Achievement of specified target for modal shift away from private vehicle	Success would be measured against the primary objective of the transport strategy, getting people out of cars and using more sustainable modes of transport	Achieving modal shift will be dependant on delivering complementary measures to encourage people out of their cars. Improving bus services on its own won't encourage modal shift.

**Trigger 3: Other measures to improve accessibility to and circulation within the centre by non-car modes.**

Option	Strengths	Weaknesses
AT1. Operation of public transport services between the Waterfront, Merry Hill and Brierley Hill High Street	This would achieve the central aim of improving accessibility between the three main areas within Brierley Hill	This option can only be delivered with the cooperation of bus operators.
AT2. As above plus the completion of the east-west pedestrian link between the High Street and Merry Hill at Central Avenue	This would achieve a more holistic degree of accessibility from public transport, walking and cycling within the centre and would form the centerpiece of a coherent network of routes	Development of the pedestrian link will be dependent on securing planning obligations from associated development and the redevelopment of land within the Lower Brierley area. This is not currently timetabled and if it does not happen quickly this option would hinder the regeneration of Brierley Hill

### Question 27

How do you think that compliance with the Regional Spatial Strategy Phase 1 policy should be measured? Are there any other options that should be considered?

**3) Introduction of a car parking management regime including the use of parking charges compatible with those in the region's network of major centres**

- 7.8** The suggested approach is to measure the compatibility of car parking charges in Brierley Hill against those in the strategic centres of Walsall, West Bromwich and Wolverhampton. These centres closely relate to Brierley Hill in terms of their relation to the Black Country and the diverse communities they serve.

### Question 28

Do you think that the compatibility of the car parking management regime at Brierley Hill should be measured against the other Black Country strategic centres? If not, please explain why and state what other centres do you think Brierley Hill should be compared to?

## 1 Description of Thoroughfares

1.1 The table below describes the thoroughfares identified in Picture 14.

Ref	Description	Status
PT1	Pedmore Road	Existing route
PT2	The Boulevard	Existing route
PT3	Mill Street	Existing route
PT4	High Street	Existing route
PT5	Extension of Waterfront Way to a new junction with Pedmore Road. This will provide an additional east-west link to that provided by Level Street encouraging through traffic to use routes on the periphery of the Brierley Hill area rather than traveling through its heart.	Part of the Brierley Hill Sustainable Access Network commenced in April 2007
PT6	Level Street	Existing route
PT7	Central Avenue to connect Brierley Hill to Merry Hill. This would be a wide pedestrian thoroughfare (effectively pedestrianising Cottage Street). It would be the principal east-west pedestrian link and it will also accommodate Midland Metro and the terminus station.	Subject to consultation through this Area Action Plan
PT8	Pedestrian route adjoining the canal incorporating the existing towpath on the eastern bank and the proposed Metro alignment and Metro stop.	Subject to consultation through this Area Action Plan
PT9	Pedestrian route adjoining the canal on the western bank	Subject to consultation through this Area Action Plan
PT10	Links from PT7 in a south-easterly direction to connect into Canal Walk South and then into Merry Hill, incorporating a new pedestrian canal crossing.	Subject to consultation through this Area Action Plan
PT11	Highway route which runs broadly parallel to the High Street, to the east, and connects to it south of Mill Street and to Dudley Road north of Level Street	Part of the Brierley Hill Sustainable Access Network commenced in April 2007
PT12	Pedestrian link following the alignment of the existing Pearson Street (immediately south of Asda) within the High Street Quarter and will link into Lower Brierley and beyond into Merry Hill. This	Subject to consultation through this Area Action Plan



# 1 Description of Thoroughfares

Ref	Description	Status
	would involve a pedestrian link across the Canal via a footbridge in close proximity to the proposed Metro stop.	
PT13	Connecting from PT8 and Level Street Square into Merry Hill. A link from the towpath to Merry Hill is already in existence but will need to be partially or completely reconfigured when the Metro line is constructed.	Subject to consultation through this Area Action Plan
PT14	Connection from Merry Hill to Level Street	Subject to consultation through this Area Action Plan
PT15	Connection from the Pedmore Road Quarter and the proposed new bus priority route PT20 into Merry Hill.	Subject to consultation through this Area Action Plan
PT16	Connection from the Pedmore Road Quarter and the proposed new bus priority route PT20 into Merry Hill.	Subject to consultation through this Area Action Plan
PT17	Dedicated bus route from Pedmore Road into the Merry Hill bus station.	Subject to consultation through this Area Action Plan
PT18	Connects from Station Drive to the Boulevard and PT17 the proposed bus priority route and into Merry Hill. There is already a pedestrian connection that fulfills this requirement although there is potential for enhancement especially if development occurs in the vicinity.	Existing route.
PT19	Connect from PT2 and PT17 into Merry Hill. This is an existing route although its alignment and character may be altered as development occurs in the vicinity.	Existing route.
PT20	Running parallel to Pedmore Road this route would connect Level Street and PT17. In addition to giving access to Pedmore Road frontage sites PT20 would facilitate bus priority movements between Level Street and Merry Hill bus station.	Subject to consultation through this Area Action Plan
PT21	Integral to Round Oak Place connecting from PT24 and the Metro stop to an area where routes converge in the core of the Quarter.	Subject to consultation through this Area Action Plan

# 1 Description of Thoroughfares

Ref	Description	Status
PT22	Connection from PT5 Waterfront Way south to Round Oak Place. Its principal purpose would be to facilitate diversion of buses off the bus priority route (PT5) into the Archill Quarter to interchange with Metro.	Subject to consultation through this Area Action Plan
PT23	Connection from PT5 Waterfront Way to the proposed Station Square incorporating a new vehicular/pedestrian bridge over the Canal. The route would permit buses and taxis to divert off PT5 to serve the metro stop and in the longer term, a rail halt (should that be feasible in the future).	Subject to consultation through this Area Action Plan
PT24	Running to the east and parallel with Pedmore House, connecting with PT5 Waterfront Way in the north and Level Street Square in the south. It will define the edge of Round Oak Place and adjoin the Metro route and Waterfront Metro stop.	Subject to consultation through this Area Action Plan
PT25	Extension of existing route to provide a new pedestrian link south to Level Street.	Subject to consultation through this Area Action Plan

## 2 Glossary

**Affordable housing:** Housing designed to meet the needs of households whose incomes are not sufficient to allow them to purchase decent and appropriate housing for their needs. Affordable housing comprises both social housing and intermediate housing.

**Area Action Plan (AAP):** A Development Plan Document that sets a planning framework for a specific area of significant change or conservation.

**Aspirational housing:** Housing which will attract Social class A/B households and entrepreneurial households into the area which will create a more mixed, balanced population. Social groups A/B are generally taken to mean those in professional and managerial employment.

**Biodiversity:** The whole variety of life on earth. It includes all species of plants and animals, their genetic variation and the ecosystems of which they are a part.

**Brownfield habitat:** Previously developed land, even that which considered derelict, which has developed a rich wildlife.

**Biomass:** Biomass is the biodegradable fraction of products, waste and residues from agriculture (including plant and animal substances), forestry and related industries, as well as the biodegradable fraction of industrial and municipal waste.

**Combined Heat and Power (CHP):** The combined production of heat (usually in the form of steam) and power (usually in the form of electricity). A plant that produces both heat and electricity is called combined heat and power plant.

**Comparison Shopping:** Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

**Community Facilities:** Education, health and social facilities such as schools, libraries, health centres, hospitals, community/day centres, churches, post offices, public houses and local shops. Essential facilities are those which residents require access to on a daily or weekly basis.

**Convenience shopping:** Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionary.

**Density:** The term density is used to describe the scale of development on a site and in terms of housing it describes the existing or proposed number of dwellings per hectare.

**Development Plan Document (DPD):** Any part of the Local Development Framework that forms part of the statutory development plan (i.e. Core Strategy, Area Action Plans, proposals map and site allocations)

**Economic Well-being:** Planning obligations can be used to achieve economic well-being by negotiating training and employment within the development or supply chain for construction stages and to deliver services that support unemployed into work. The funding gained from large developments will link local people with training and employment arisings as a result of the development.

**Edge-of-centre:** For retail purposes, a location that is well connected to and within easy walking (ie. up to 300 metres) of the primary shopping area. For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary.

In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, local topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size of the town centre. A site will not be well connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed pedestrian route which provides safe and convenient access to the centre.

**Energy from Waste (EfW):** The process of recovering energy from waste using various technologies such as burning the waste to generate heat and electricity in a combined heat and power station. Other technologies include 'gasification' (one of the newer technologies that is increasingly being used for waste disposal. It is a thermo-chemical process in which biomass is heated, in an oxygen deficient atmosphere to produce a low-energy gas containing hydrogen, carbon monoxide and methane. The gas can then be used as a fuel in a turbine or combustion engine to generate electricity) and 'pyrolysis' (another emerging technology, sharing many of the characteristics of gasification. With gasification partial oxidation of the waste occurs, whilst with pyrolysis the objective is to heat the waste in the complete absence of oxygen).

**Geodiversity:** The variety of rocks, fossils, minerals, landforms and soil along with the natural processes that shape the landscape.

**Geothermal:** Geothermal energy is the heat of the Earth, which can be tapped into to produce electricity in power plants, and to use its warm water for industry, agriculture, bathing and cleansing.

**Green Infrastructure:** The sub-regional network of protected sites, nature reserves, greenspaces and greenway linkages. The linkages include river corridors and flood plains, migration routes and features of the landscape which are important as wildlife corridors. Green infrastructure should provide for multi-functional uses i.e. wildlife, recreational and cultural experience, as well as delivering ecological services such as flood protection and microclimate control. It should also operate at all spatial scales from urban centres through to open countryside.

**Habitat:** The natural surroundings in which an animal or plant usually lives.

**Intermediate housing:** Housing at prices and rents above those of social rent, but below market price or rents. This can include shared equity schemes, such as HomeBuy, other low cost homes for sale and intermediate rent.

**Joint Core Strategy for the Black Country:** Sets out the vision and strategy for future development in the Black Country. This document is currently being prepared by Dudley MBC, Sandwell MBC, Walsall MBC and Wolverhampton City Council and when adopted it will contain a set of key policies which set out the spatial planning strategy for the area

**Leisure and Recreation Facilities:** Cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, swimming pools, indoor sports halls and leisure centres, indoor bowling centres, indoor tennis courts, ice rinks, and bingo halls.

**Leisure Parks:** Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, and fast-food outlets, with car parking.

**Local Development Document (LDD):** Sets out planning policy for a specific topic or geographic area.

**Local Development Framework (LDF):** Collective name for all the policies and documents that make up the planning framework for the district

**Local Development Scheme (LDS):** States what Local Development Framework documents will be produced, in what order and by when. Also contains details of monitoring and review.

**Out-of-centre:** A location which is not in or on the edge of a centre not necessarily outside the urban area.

**Out-of-town:** An out-of-centre development outside the existing urban area.

**Primary Shopping Area:** Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are next to and closely related to the primary shopping frontage).

**Primary frontage:** Primary frontages are likely to include a high proportion of retail uses.

**Regional Spatial Strategy (RSS):** Prepared by the Regional Planning Body (West Midlands Regional Assembly). An overarching strategy for the West Midlands setting out the policies in relation to development, use of and activities of land. The West Midlands Regional Spatial Strategy is currently being reviewed in three phases. Phase One looked at the interrelated issues facing the Black Country and has been through examination and now awaits the Secretary of States approval. Phase Two is looking



at housing, employment and transport issues among other things. Consultation has been undertaken on issues for Phase Two. Phase Three is yet to commence and is expected to review environmental policies.

**Retail Parks:** An agglomeration of at least 3 retail warehouses.

**Retail warehouses:** Large stores specialising in the sale of goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.

**Secondary frontage:** Secondary frontages provide greater opportunities for a diversity of uses.

**Social housing:** Rented housing owned and managed by local authorities and registered social landlords, where guideline target rents are determined through the national rent regime.

**Solar Energy Technologies:** These include the technologies that make use of sun's heat to generate power. These include various technologies such as 'passive solar energy' (energy provided by a simple architectural design to capture and store the sun's heat. Very simple examples include a garden greenhouse, or a south-facing window in a dwelling), 'solar water heating collectors' (these panels absorb the energy from the sun and transfer it to heat water) and 'photovoltaic or solar electric panels' (these panels transform the solar radiation directly into electricity).

**Spatial Planning:** Goes beyond traditional land use planning to bring together wider community strategies and initiatives which influence the nature of places and how they function. This means addressing issues such as health, employment, community cohesion, crime and social exclusion.

**Stakeholders:** People who have an interest in the activities and achievements of the council, including residents, local communities of interest, partners, employees, customers, shareholders, suppliers, opinion leaders, regulators and "hard to reach" groups.

**Strategic Environmental Assessment (SEA):** Assessment of potential policies and proposals on the environment, including proposed mitigation measures

**Supermarkets:** Self-service stores selling mainly food with a trading floorspace less than 2,500 sq metres, often with car parking.

**Superstores:** Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 sq metres trading floorspace, with supporting car parking.

**Sustainability Appraisal (SA):-** Assesses the impacts of policies and proposals on economic, social and environmental aspects, to reflect sustainable development principles.

**Sustainable Drainage Systems (SUDS):** A design philosophy that uses a range of techniques to manage surface water as close to the source as possible. It can use permeable surfaces and wetland features to capture rainwater and slowly release it into the ground.

**Town Centre:** Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area.

**Urban Park:** A project that aims to transform the Black Country environment to increase the quality of life within the area. As part of this, 'beacons' will show off some of the most distinctive parts of the Black Country to residents and visitors. 'Corridors' will create green links throughout the Black Country for wildlife and walking and we will celebrate our distinct character and heritage.

**Wildlife Corridor:** Areas, usually linear, which enable wildlife to move between one wildlife site and another.

**Wildlife Roofs:** The term to describe roofs with naturalistic plantings or self-established vegetation which can provide a habitat for biodiversity.

**Wildlife Walls:** The term to describe exterior walls with naturalistic plantings or self-established vegetation which can provide a habitat for biodiversity.

**Wind Turbine:** It is a turbine driven by wind. It consists of a rotary engine in which the kinetic energy of a moving fluid is converted into mechanical energy by causing a bladed rotor to rotate.