

Dudley Area Action Plan

Preferred Options Consultation Document

January 2015



Front Cover designed by:

Elizabeth Hodgetts aged 11 (2014)

From St Joseph's Catholic Primary School, Dudley

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General Information

The Dudley AAP Preferred Options Consultation Document may be downloaded from the Council's website on the following link:

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

Hard copies of the document are available for viewing at all main libraries in the Borough and at reception of the Council offices at the address below and at Dudley Council Plus Reception, 259 Castle Street, Dudley. The document can be made available on request in large copy print, audio, braille or a translation can be provided if required. If you require the document in one of these formats please contact:

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Arabic

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التلفون: ٠١٣٨٤ ٨١٤١٣٦ = أيه ميل ldf@dudley.gov.uk

Bengali

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Urdu

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Chinese

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Gujarati

"આ અને અન્ય સ્થાનિક વિકાસ ફેમવર્ક દસ્તાવેજો મોટા નકલ પ્રિન્ટ, ઓડિયો આવૃત્તિ, બ્રેઇલ અથવા અંગ્રેજી સિવાય બીજી કોઈપણ ભાષામાં ઉપલબ્ધ છે અથવા કરવામાં આવશે. જો તમને આમાંથી કોઈપણ સ્વરૂપમાં દસ્તાવેજ જોઈતું હોય તો કૃપા કરી આમને સંપર્ક કરો

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Punjabi

અનુરોધ કરન તે, ਇਹ ਦਸਤਾਵੇਜ਼ (ਲਿਖਤ ਜਾਣਕਾਰੀ) ਅਤੇ ਲੋਕਲ ਡਵੈਲਪਮੈਂਟ ਫ਼ਰੇਮਵਰਕ (ਸਥਾਨਕ ਵਿਕਾਸ) ਸੰਬੰਧੀ ਹੋਰ ਦਸਤਾਵੇਜ਼ ਵੱਡੇ ਅੱਖਰਾਂ ਵਿੱਚ, ਅੱਡੀਓ ਕਸੈਟ ਤੇ ਰੀਕਾਰਡ ਕੀਤੇ ਹੋਏ, ਬਰੇਲ ਫ਼ਾਰਮੈਟ ਅਤੇ ਅੰਗਰੇਜ਼ੀ ਭਾਸ਼ਾ ਤੋਂ ਇਲਾਵਾ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚ ਵੀ ਮਿਲ ਸਕਦੇ ਹਨ। ਜੇਕਰ ਤੁਸੀਂ ਕੋਈ ਦਸਤਾਵੇਜ਼ ਇਨ੍ਹਾਂ ਵਿੱਚੋਂ ਕਿਸੇ ਵੀ ਫ਼ਾਰਮੈਟ (ਬਣਤਰ) ਵਿੱਚ ਲੈਣਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖੇ ਪਤੇ ਤੇ ਸੰਪਰਕ ਕਰੋ: Planning Policy Team, Directorate of Urban Environment, Dudley Metropolitan Borough Council, 4 Ednam Road, Dudley, DY1 1HL ਟੈਲੀਫ਼ੋਨ: 01384 - 814136 ਈ-ਮੇਲ ਪਤਾ: ldf@dudley.gov.uk

1. Introduction: What is an Area Action Plan?

1.1 The role of this Area Action Plan (AAP) is to set out how Dudley Town Centre will develop and change over the plan period. Once adopted the Dudley Area Action Plan will form part of Dudley Borough's planning Framework and will be a starting point for making decisions on planning applications in the area. The adopted AAP will contain a vision for what we want to achieve in the Town Centre by 2026, and through its policies and site allocations, it will set out how that vision will be delivered. The AAP will include a policies map to pull together and spatially represent the various issues and themes which together inform the document.

How to use this Document

1.2 This document presents a 'Preferred Option' for the future regeneration of Dudley town centre. It has been prepared with expertise from key Council Officers and other Stakeholders and using information gathered during a period of 'Frontloading Consultation' (September - October 2013) and more recently during the Issues and Options Consultation undertaken in March - April 2014. The Issues and Options document set out all the identified planning issues within the town centre, and presented a number of spatial options for the strategy. It sought views on how Dudley Town Centre should be developed and what approach should be taken for different areas within the town. The responses from previous consultations have been used to inform this Preferred Options document. The Officer responses to the representations are contained within the Consultation Statement, which is available on the Dudley AAP website.

1.3 This document is the third consultation document and it is intended to provide you with an opportunity to tell us whether you agree with the vision, the preferred options, and the identified development opportunity sites. There are specific questions within the document which you are invited to respond to but you may comment on any detail within this document. Your views would be welcomed during the consultation period from the 16th January 2015 to the 27th February 2015 and contact details are provided in the General Information Section.

1.4 This consultation document is accompanied by a Preferred Options Sustainability Appraisal Report which is also available at the locations quoted previously. The Sustainability Appraisal Report assesses both the options and proposed policies from this report and the options previously considered to ascertain what the likely effects would be of those options and how sustainable they would be. The Sustainability Appraisal (SA) Report promotes sustainable development through the integration of environmental, social and economic conditions throughout the preparation of the AAP. The Sustainability Appraisal 'Preferred Options Report' has assessed the vision, objectives, policies and development opportunity sites. The appraisal of the policies concluded that they are broadly consistent with the SA objectives and the proposed opportunity sites are likely to lead to positive changes in the image and character of the area.

2. Setting the Context

2.1 The Development Planning Framework for Dudley Town Centre currently consists of the Black Country Core Strategy (adopted 2011), the Saved Dudley Unitary Development Plan (UDP) and the Dudley Town Centre Area Development Framework (ADF), (both adopted in 2005). The UDP set the context for development up to 2011 and the ADF presented a vision, development strategy and illustrative development framework. It is now time to update the Dudley Town Centre policies and proposals, building on the principles and visions contained in the UDP, ADF and the Black Country Core Strategy.

2.2 All documents prepared by the Council must be in general conformity with the National Planning Policy Framework (NPPF) first published by the Department for Communities and Local Government DCLG in April 2012. The NPPF provides a framework within which local people can be involved in planning for their areas in the context of sustainable development.

The Black Country Core Strategy

2.3 The four Black Country Authorities of Dudley, Sandwell, Walsall and Wolverhampton prepared and adopted the Black Country Core Strategy as the strategic planning document for the Black Country on 3rd February 2011. The Core Strategy identifies an approach founded on Strategic Centres and Regeneration Corridors. Within Dudley Borough, Brierley Hill has been identified as the new Strategic Town Centre where most retail, office and leisure development will be focussed. It draws together major proposals for the strategic centres and other areas with the overlapping of housing and employment regeneration corridors to create an integrated network.

2.4 The Regeneration Corridor boundaries broadly reflect the distribution of large parcels of employment land and housing sites across the Black Country and the backbone for this network is a system of sustainable transport routes and the extensive canal system. Proposals for the Regeneration Corridors aim to achieve the right balance of jobs and housing by 2026.

2.5 Dudley Town Centre lies within Regeneration Corridor 11a which rises from the Tame Valley over the Rowley Hills at Dudley Town Centre and then follows the Dudley and Stourbridge canal to Brierley Hill town centre. It is intended that by 2026, this corridor will be served by a new rapid transit network which will provide first class access to the rest of the Black Country and to Birmingham.

2.6 The Core Strategy expects that development in this corridor will focus on housing development in and around the rejuvenated market town of Dudley combined with a tourism focus of regional and national repute based on the Black Country Living Museum, Dudley Zoo, Dudley Castle, the Canal Trust and the geological and heritage assets in and around the town

centre. It is also intended that the corridor will have an excellent green infrastructure through enhanced green spaces and parks as well as increased biodiversity and improved links into such areas as Saltwells Nature Reserve, Wrens Nest Nature Reserve, Fens Pool Special Area of Conservation and Barrow Hill Nature Reserve into the open countryside beyond.

Dudley Area Development Framework

2.7 The Dudley ADF was adopted as Supplementary Planning Guidance (SPG) in 2005 and presented a vision, development strategy and illustrative development framework plan to help shape Dudley town centre over recent years. The ADF provided a framework to manage, guide and target change and inspire action to drive forward the process of rejuvenating Dudley town centre through consultation and negotiation with key stakeholders, development partners and the community. Recent investment in the town centre has resulted in a number of the priority projects identified within the ADF being realised such as the College expansion and the market place redevelopment. Changes of development direction within other areas of the town centre have altered the approach of where further investment should be focussed.



Figure 1. Dudley Castle

3. Spatial Vision and Objectives

The Vision for Dudley Town Centre

3.1 The vision for Dudley Town Centre is a statement of where we want to get to and what this Area Action Plan should deliver:

‘Dudley is a historic market town looking to the future. By 2026 it will be a town which serves the needs of its local population and which remains the strong focus for civic life, for town centre living, for local shopping, tourism and heritage, leisure and education.

This will be achieved by reshaping and reasserting its role within the Borough, drawing on its considerable assets, encouraging investment in opportunities and ensuring that Dudley becomes a place with a richer mix of town centre uses. The environmental and historic quality, green infrastructure, transport connectivity and accessibility of all the town centre activities and assets will be enhanced. Street trees and urban planting will provide extensive benefits for healthy urban living in terms of improving air quality, cooling and water quality’

The Objectives for Dudley Town Centre

3.2 To deliver the vision for Dudley, clearly defined and measurable objectives are needed. These objectives will guide the preparation and implementation of the strategy and the monitoring of its achievements. The objectives for Dudley Town Centre are listed under the three main themes of:

- Achieving economic prosperity
- Maintaining a high quality built, historic and natural environment
- Developing and ensuring social inclusion.

3.3 **Economic Prosperity**

- To define the boundary of the primary shopping area, identify the shop frontages which should be protected and determine the wider town centre boundary so that retail and non-retail development can be guided to appropriate locations
- To continue to develop Dudley as a tourism and leisure destination within the Black Country, utilising its historic assets and ensure that the Castle Hill Leisure Cluster is integrated into the town centre
- To foster the civic function of the town centre and facilitate long-term economic development through the diversification of the economic base and create job opportunities where possible
- To support and encourage local businesses and enterprises and to welcome and encourage investment within the town centre by building on the success of completed developments such as the innovative college campus, the refurbishment and renewal of town centre buildings and of the public realm to encourage development

- To encourage and facilitate further residential development within the town centre to help stimulate activity in the town centre both during the day and in the evening
- To create the opportunity for everyone to enjoy a good quality of life and good health which can assist with economic productivity
- Utilise the historic environment of Dudley to positively impact upon the economy and heritage tourism.

3.4 **Built, Historic and Natural Environment**

- Fully embrace the principles of sustainable development and climate change adaptation and mitigation in order to improve the general state of the environment and the quality of life
- To ensure that the special character and quality of Dudley's historic environment is fully appreciated in terms of its townscape and landscape, buildings, streets, public spaces, plan form and archaeology – and that this is exploited to its best advantage and recognised by the community at large as one of the town's greatest assets.
- To achieve consistently high quality design of new development and the enhancement of existing buildings, streets, spaces and landscape within Dudley town centre and beyond.
- To protect and improve access to Dudley's unique landscape and natural assets including the Castle grounds and surrounding areas and beyond to the Wrens Nest LNR– (add reference to achieving a gain in net biodiversity)
- To support the Growth Agenda by providing the opportunity for people to use alternative transport (such as cycle routes and walkways) which will benefit the environment and people's general health
- To provide a sufficient quantity and quality of green and open space for sport, recreation, and leisure uses and to encourage a strong network of Green Infrastructure
- To help facilitate the recommendations of the Local Flood Management Strategy (under preparation), encourage sustainable drainage where appropriate and consider the use of green roofs in design of development.
- To support improvements to town centre facilities and infrastructure to support new development.

3.5 **Social Inclusion**

- To encourage social inclusion by improving accessibility to jobs, shopping, education, health, sport and leisure facilities, open space, whilst minimising the need to travel
- Improve the movement of pedestrians and cyclists as part of a multi-modal connectivity and by adopting robust urban design principles, create an attractive and safe environment

- Ensure that a range of types and tenures of new homes is provided to meet the needs of the population by catering for choice and the provision of affordable housing
- To improve the ease of movement to and through the town centre from adjoining areas, and within the centre between points of arrival and major destinations through the integration of a network of well-connected and direct streets, routes and spaces made more easy to navigate
- Protect and enhance the historical environment of Dudley to support social inclusion through its principles of social and communal values.

Q1. Do you agree with the proposed vision and objectives? If not, please state what you would like to change and why?

4. Area Action Plan and Town Centre Boundaries

The Area Action Plan Boundary

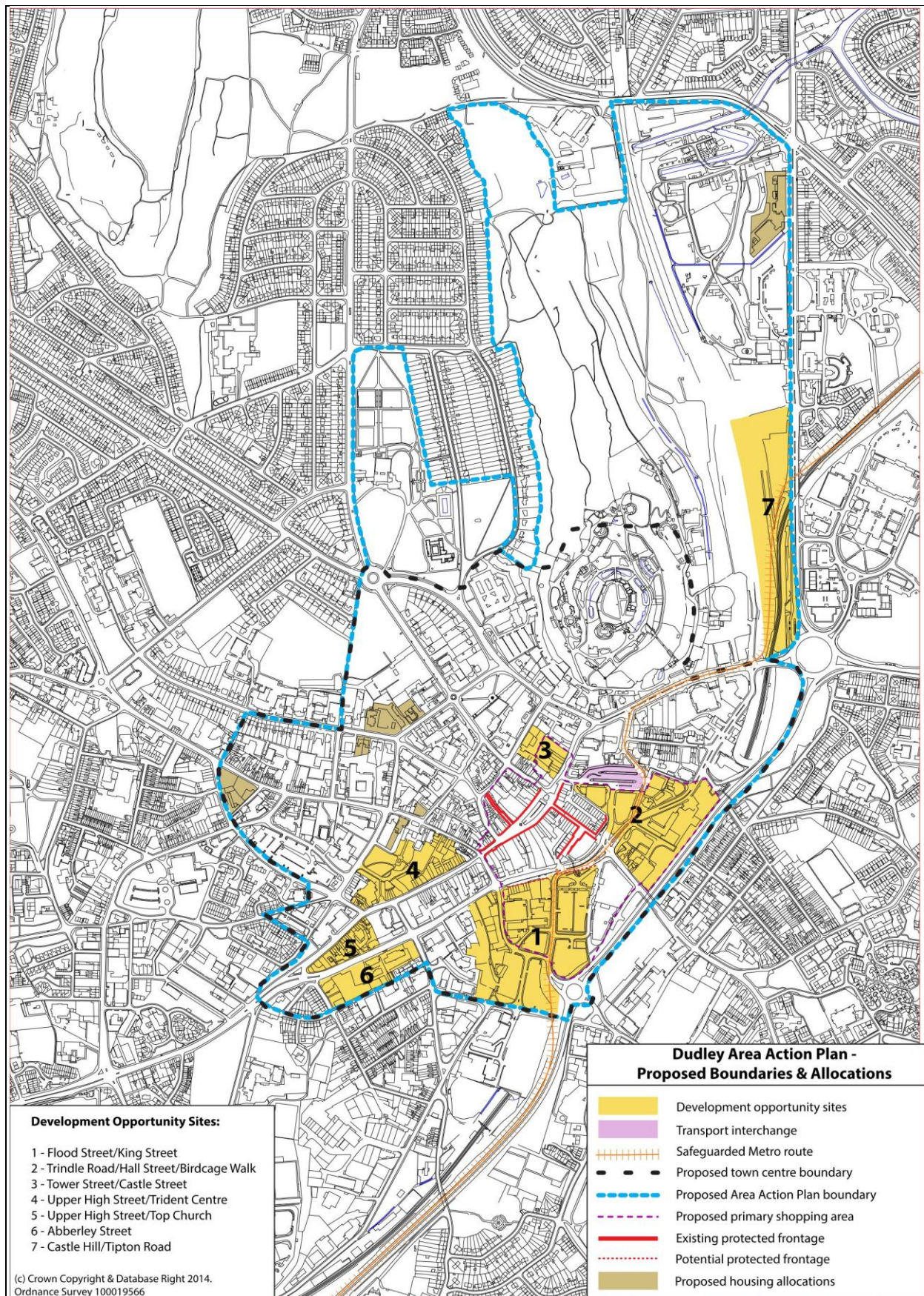
4.1 The AAP has to define the area to which it relates. From previous stages of consultation there has been overall support and justification for having a wider AAP boundary to include some of the significant areas which lie outside the existing town centre. The Dudley AAP boundary is focused on Dudley's town centre and encompasses the Castle Hill area which includes Dudley Castle and Zoo; The Black Country Living Museum on the western side of the Tipton Road; the Dudley Canal Trust and Priory Hall and Park to the west of the Castle. These areas have been included to ensure they are connected physically to the town centre as they are key features of Dudley's heritage and leisure role.

Town Centre Boundary

4.2 The town centre boundary includes the primary shopping area and areas of predominantly leisure, business and others main town centre uses. Dudley town centre boundary incorporates many important civic buildings, local and regional landmarks such as the two churches at each end of the High Street, the two locally recognised statues (Duncan Edwards and The Earl of Dudley), public open space at Priory Gardens and Stone Street Square.

4.3 For explanation on the proposed town centre boundary, Primary Shopping Area and Protected Frontages please refer to the Shopping and Town Centre Uses chapter.

Q2. Do you agree with the proposed AAP and town centre boundaries?



Plan 1. Dudley AAP Proposed Boundaries and Allocations

5. Sustainable Place-making

5.1 Sustainable place-making involves achieving consistently high quality urban design, architecture and landscape that is sustainable and to proactively manage change by promoting high quality buildings and public realm that will enhance the town's appearance and the experience. Dudley's character and distinctiveness will be strengthened by ensuring that new development respects the local and wider context of the town's buildings and spaces and improving connections throughout the town. Sustainable development embraces the principles of Urban Design and includes social, economic, transport and environmental factors through good quality design ensuring that places and developments within them are adaptable to meet the needs of the present population, without compromising the ability of future generations to meet their own.



Figure 2. One of the new Dudley College Buildings, Evolve

Sustainable Development

5.2 The Black Country Core Strategy promotes growth in the most accessible locations, within Strategic Centres and along public transport corridors. Significant new green infrastructure will be created within new developments, helping to mitigate the effect of climate change, and making inner urban areas more attractive places to live.

5.3 “BREEAM” sets the standard for best practice in sustainable building design, construction and operation and has become one of the most comprehensive and widely recognised measures of a building's environmental performance. A BREEAM assessment uses recognised measures of performance, which are set against established benchmarks, to evaluate a building's specification, design, construction and use. The measures used represent a broad range of categories and criteria from energy to ecology. They include aspects related to

energy and water use, the internal environment (health and well-being), pollution, transport, materials, waste, ecology and management processes.

5.4 Valuing, protecting and extending green corridors connects places, aids with climate mitigation and recognises the important bio-diversity role played by private gardens, street edges and surface water management through sustainable urban drainage schemes (SUDS). They also have the opportunity to increase aesthetic quality and enjoyment of local places and can add a sense of local focus.

Policy 1 - Sustainable Development

All development will include measures to help promote sustainable urban design by:

- *The re-use of existing buildings where possible, contributing to environmental quality;*
- *The re-use of or recycling of onsite materials and the use of locally sourced, environmentally sound materials;*
- *Contribute to local biodiversity and minimise the use of non-renewable energy resources and encourage the use of renewable energy technologies;*
- *Successfully adapt to climate change and reduce greenhouse gas emissions whilst providing inclusive development for all users now and in the future;*
- *Development proposals should demonstrate how they have taken account of the following within their proposals to create sustainable life-styles and places;*
 - *Energy and CO2 emissions*
 - *Materials*
 - *Surface water run off*
 - *Waste*
 - *Pollution*
 - *Health and wellbeing*
 - *Biodiversity and Ecology*

Design Quality

5.5 Dudley town centre has a distinguished heritage as a planned medieval market town set out along a limestone ridge and identified from distant views by the spire of St Thomas's (Top) Church at the Western end of the town and the remains of Dudley Castle to the east. On each side of the linear connection of High Street, Market Place and Castle Street connecting these landmarks, lies the streets, lanes and alleyways whose course has altered little since their medieval layout. There are two designated Conservation Areas within the AAP boundary, the Dudley Town Centre Conservation Area and the Castle Hill Conservation Area.

5.6 Whilst the remains of the medieval buildings has substantially changed, the patterns of connection, burgage plot and the topography of the town is clear in many places and provides a

structure to both respect and inspire new development. The fundamental place-making objective is to ensure that the opportunities for changes to the buildings and spaces in the town are positively managed.

5.7 Managing change in the town will include small scale opportunities where attention to related scale, mass, height, building form, building frontage, roofscape and impact on skyline, views and vistas will need to ensure that development compliments the many areas of good built structure such as that found within Priory Street and Wolverhampton Street. It has the opportunity to repair part of the streetscape where there are gap sites that reduce the continuity of enclosure such as in Tower Street, or to redevelop past development in a way that is more sensitive to the rhythm, proportion and interest of the buildings in that area of the town. Particular attention must be focussed on the larger sites such as Flood Street/New Mill Street, where substantial areas of new development will be required to make and contribute new streets, new areas of buildings, new spaces and new uses to improve the life and structure of the town. The Conservation Area Character Appraisal for Dudley Town Centre and Castle Hill is of direct relevance when considering proposals for change that fall within the boundary of the two Conservation Areas or that could affect their setting.

5.8 Development proposals to the east of King Street and lying outside of the Dudley Town Centre Conservation Area should demonstrate how they contribute a new and potentially more contemporary design and holistic approach to place-making that relates well to the town centre. These areas currently lack spatial and place definition and on a large scale in comparison to other areas of the town and within the Conservation Area new development will have a significant impact.

Policy 2 - Design Quality

Development should:

- *Be of the highest standards of architecture, landscape and urban design;*
- *Build on existing character to ensure that new buildings and public realm compliment the locally distinctive character areas of the town through appropriate layout, density, mix, height, massing, detail and materials;*
- *Aim to enhance connections via a network of existing and new streets and public spaces ensuring accessibility and permeability;*
- *Create a continuity of active frontages where new buildings clearly define private and public areas. The provision of service yards should be discretely accommodated within the centre of the blocks away from the public realm where possible;*
- *New buildings located at intersections of routes, junctions and gateways should be of landmark quality to help legibility of the town;*

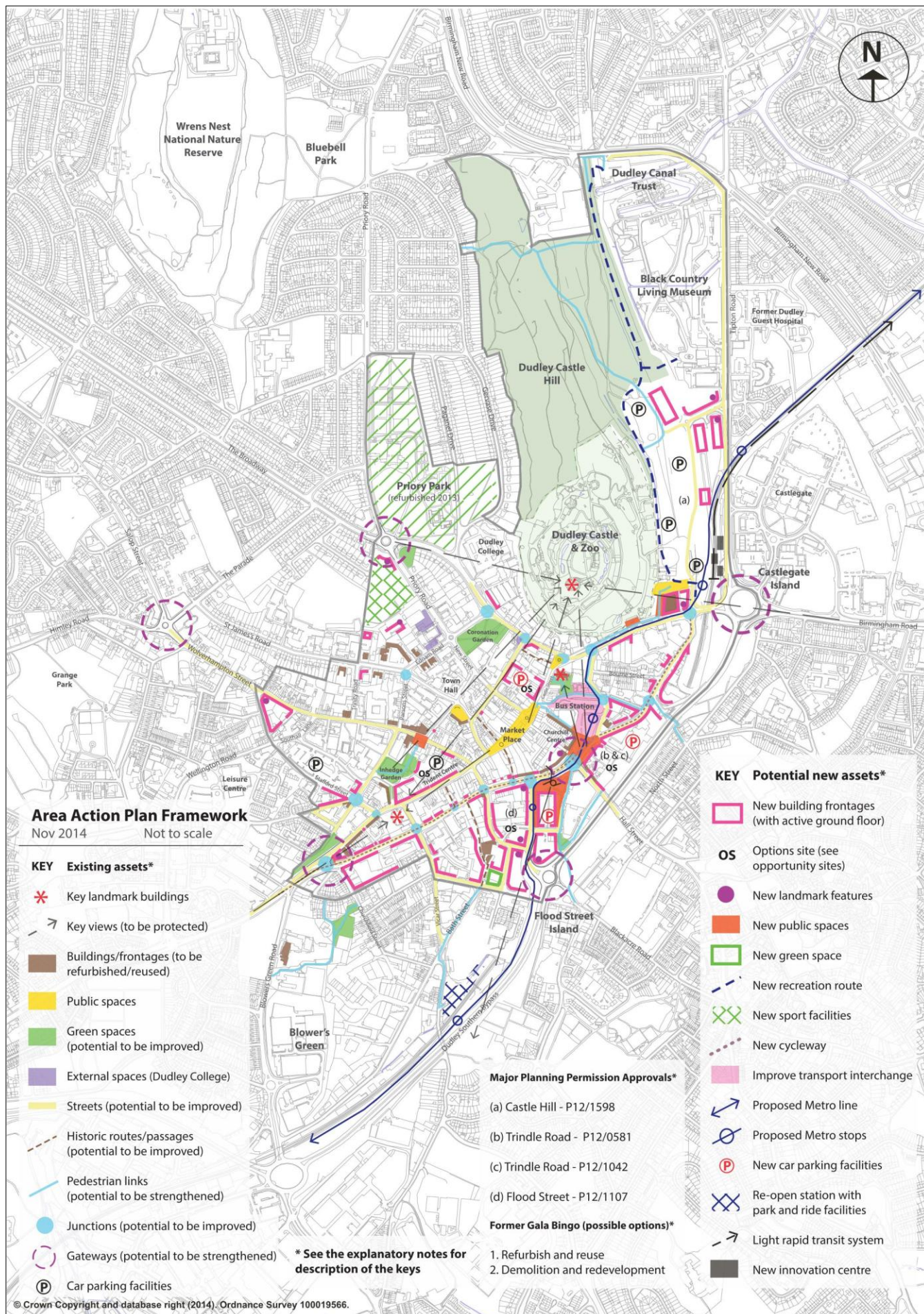
- *A mix of compatible uses and high quality public realm should be promoted across the town using both existing building stock and new development to ensure diversity and to create a vibrant town centre throughout the day and night;*
- *Promote well designed lighting schemes to create a more comfortable, attractive and safe environment with increased surveillance.*

The Dudley Area Action Plan Framework

5.9 The Dudley Area Action Plan Framework will help inform the Policies Map that emerges at the next stage of the Area Action Plan plan-making process. The framework plan describes and illustrates key place-making principles to inform more detailed study and advice within Dudley town centre and the AAP boundary.

5.10 The Framework Plan has identified physical assets of the town and assessed them as elements to protect, improve or renew. The explanation below describes these elements and gives examples. The detailed assessment that underlies this advice can be found within the Urban Design evidence bases that have been prepared for the AAP.

5.11 The explanatory note to the Framework Key can be referred to in [Appendix 1](#).



Plan 2. Dudley Area Action Plan Framework

Urban Structure and Built Form

5.12 Urban structure describes the framework of routes and spaces that connect locally and more widely, and the way development, routes and open spaces relate to one another. The medieval part of the town layout is fairly well preserved in the core area and many tourist attractions are based on its historic assets. The medieval town layout is centred on the Market Place, with a strong connection to the Castle and the buildings contained along the street that connects Top (St Thomas') and Bottom (St Edmund's) Church, namely the Historic Central Spine. The medieval layout combined with the latter street patterns and urbanisation gives us the current urban structure of Dudley town centre.

5.13 Built form is the presence of buildings and structure in an area. A group of buildings and structures with specific layout, scale and appearance can create a unique sense of place and identify. Dudley town centre has a prominent skyline and roofscape, accentuated by the topography and defined by bold built form such as the church spires/towers of top and bottom churches and the clock tower on the town hall. The castle provides a unique backdrop and outlook from many viewpoints around the town centre. These features are important landmarks which help people to navigate or identity with a particular location.

5.14 However, the current built form backing onto some parts of the town is very weak especially where servicing areas face the street. There is also a lack of prominent built form to address the gateways of the town centre, arrival points and visiting attractions.

5.15 Regarding building height and massing, generally, most of the buildings within the historic core are between three and four storeys with some taller buildings scattered around the town centre. Buildings above four storeys can be found along Castle Hill, Trindle Road and King Street. Most of these also have larger footprints compared to those buildings in the historic core. Taller buildings include the two historic churches and some of the post 1960s office buildings.



Figure 3. Dudley's new Archive Centre

Policy 3 - Urban Structure and Built Form

New development should look to respond appropriately to the existing layout of buildings, streets, roads and spaces to ensure that adjacent buildings relate to one another, streets and roads are connected, and spaces are complementary to their surroundings. New development should:

- Be positioned close to the edge of the development blocks to provide active building fronts and entrances to public spaces and retain private space to the rear;*
- Ensure development layout includes buildings and trees to frame and enclose streets, to create a higher visual prominence for pedestrians and shorter site lines to support road safety.*
- Consider the built form in relation to sunlight, daylight and microclimate to ensure good living and working conditions, and comfortable public spaces.*
- Look to improve existing streets or create new streets that support the character and land use of the area considering their potential role as movement routes and their importance as local public spaces to accommodate non travel activities.*
- Promote accessibility and safe local routes by making places, attractions and arrival points that connect appropriately thereby encouraging more people to walk and cycle to local destinations;*
- Be designed so that buildings contribute collectively through their height and massing to the spaces they define. Large and tall buildings should include open spaces, which should be designed to allow sunlight to penetrate and to avoid generating excessive wind speeds;*
- The massing of new development should contribute to creating distinctive townscape in the town centre, or to respecting existing townscape;*
- Existing building lines should be respected, especially in relation to historic buildings and existing townscape value.*

Sense of Place and Connectivity

5.16 Improving the way people arrive, move and find their way around the town centre is an important objective of the AAP, as it reinforces sense of place. Unique to the Dudley AAP area are its historic and environmental assets and its tourism role, therefore it is essential that these components are connected to ensure residents and visitors can navigate their way from place to place effectively. The following policy aims to ensure that new development takes account of surrounding areas and provides links to improve legibility of the area.

Policy 4 – Sense of Place and Connectivity

Development proposals should:

- Enhance the sense of arrival by improving existing gateways and where appropriate create new ones that reinforce principle routes and spaces.*

- *Respond appropriately to the site and its surroundings, creating links between areas to improve navigation through the town centre;*
- *Encourage new high quality built forms that create good street enclosure on opportunity sites and gap sites.*
- *Create architectural corner features and new landmark features to aid legibility of the town, especially on the north eastern and southern parts of the town*
- *Improve existing and create new public spaces that provide a good setting for buildings.*
- *Increase public art presence as a directional tool and increase the sense of place and assist defining the character areas.*
- *Contribute to creating a coherent way finding framework through signage.*

Landmarks, Views and Vistas

5.17 Views and landmarks within Dudley help people find their way around and create a variety and interest to the townscape that reinforces its sense of place and gives local identity, When buildings are designed poorly, or when they are out of scale or sited within particular sight-lines this can have a detrimental impact on the quality of the view and amenity it offers to local people and visitors. The Conservation Area Character Appraisal for Dudley Town Centre and Castle Hill is of direct relevance when considering views, landmarks and vistas within the boundary of the two Conservation Areas or that could affect their setting.

Policy 5 – Landmarks, Views, Vistas and Gateways

New development and proposed alterations to existing buildings should;

- *Protect and enhance local and important views, vistas, landmarks and gateways within and at the edges of the town centre;*
- *Protect key gateway buildings that give the town character and respect building lines to assist the town's continuity and help secure and improve views and vistas;*
- *Respect the height and mass and visibility of existing Dudley landmarks. Such landmarks should not be overwhelmed by new development nor their setting compromised;*
- *Ensure that new buildings have a scale, mass, height and impact that is comparative to its context and sensitive to its roofscape/skyline and contributes positively to making Dudley a distinctive and memorable place;*
- *Create variations in roofscape that will respect important local and strategic views;*
- *Larger development facades and rooflines should reduce their scale and massing by subdividing into smaller architectural elements.*

Where new development is likely to have an impact on an identified view, skyline or landmark, accurate visual representations will be required. Choice of materials and finishes need careful consideration in order to protect and enhance the existing context.

The following landmarks, gateways, views and vistas should be protected where possible in accordance with the above Policy considerations;

Protected Landmarks

L1 - Dudley Castle and Hill

L2 - St Thomas's Church

L3 - St Edmunds Church

Roofscape Views

RV1 – Inhedge Gardens towards Castle Hill

Edge Gateway

EG1 – Birmingham New Road, Tipton Road and Dudley Southern Bypass/Castle hill

EG2 – Trindle Road /Hall St/ Birmingham St/King St

EG3 – King St/Upper High Street

EG4 – Dudley Southern Bypass/Flood Street

EG5 – Himley Road/Wolverhampton St/ The Parade

EG6 – Priory Road/Broadway

EG7 – Claughton Road North/ Bridge over Duncan Edwards Way

Inner Gateways

IG1 – Castle Hill /Castle Street

IG2 - Bus Station

IG3 – Market Place

IG4 – Stafford Street/Upper High Street

IG5 – Ednam Road /Priory Road and/or Ednam Road/ The Broadway

IG6 – Castle Hill/Birmingham Street

Development should have regard to and respect the following important views and vistas.

Panoramic views (view cone)

PV1 – Top of Trindle Road looking towards Castle Hill

PV2 – Birmingham New Road, Castle Hill looking towards Castle and Hill

PV3 – Top of King Street pedestrian bridge to south (Netherton Church & Hill)

PV4 – Upper High Street/King Street westwards

PV5 – From bridge over Dudley Southern Bypass towards castle

PV6 – View from St Thomas's Church

Strategic Views

SV1 – Top of Trindle Road looking towards Castle Hill

SV1 – Birmingham New Road, Castle Hill looking towards Castle and Hill

SV3 – Top of King Street pedestrian bridge to south (Netherton Church & Hill)

SV4 – Upper High Street/Queens Cross to St Thomas's Church

Local Views

LV1 – Broadway towards College and Castle

LV 2 – Ednam Road towards Castle

LV3 - New Road/ Vicar Street towards Top Church

LV4 – Tower Street towards Castle and Hill

LV5 – Stepping Stone Street towards St. Thomas’s Church

LV 6 – Bourne Street towards St Edmunds Church

LV7 - Churchfield Street southwards

Protected Vistas

V1 - Castle Street to New Street

V2 - Stone Street to High Street

V3 - Lower High Street to Upper High Street

V4 – Upper High Street to Stafford Street

V5 – Wolverhampton Street to High Street

Negative local views to be improved

NV1- Trindle Road

NV2 -Birmingham Street

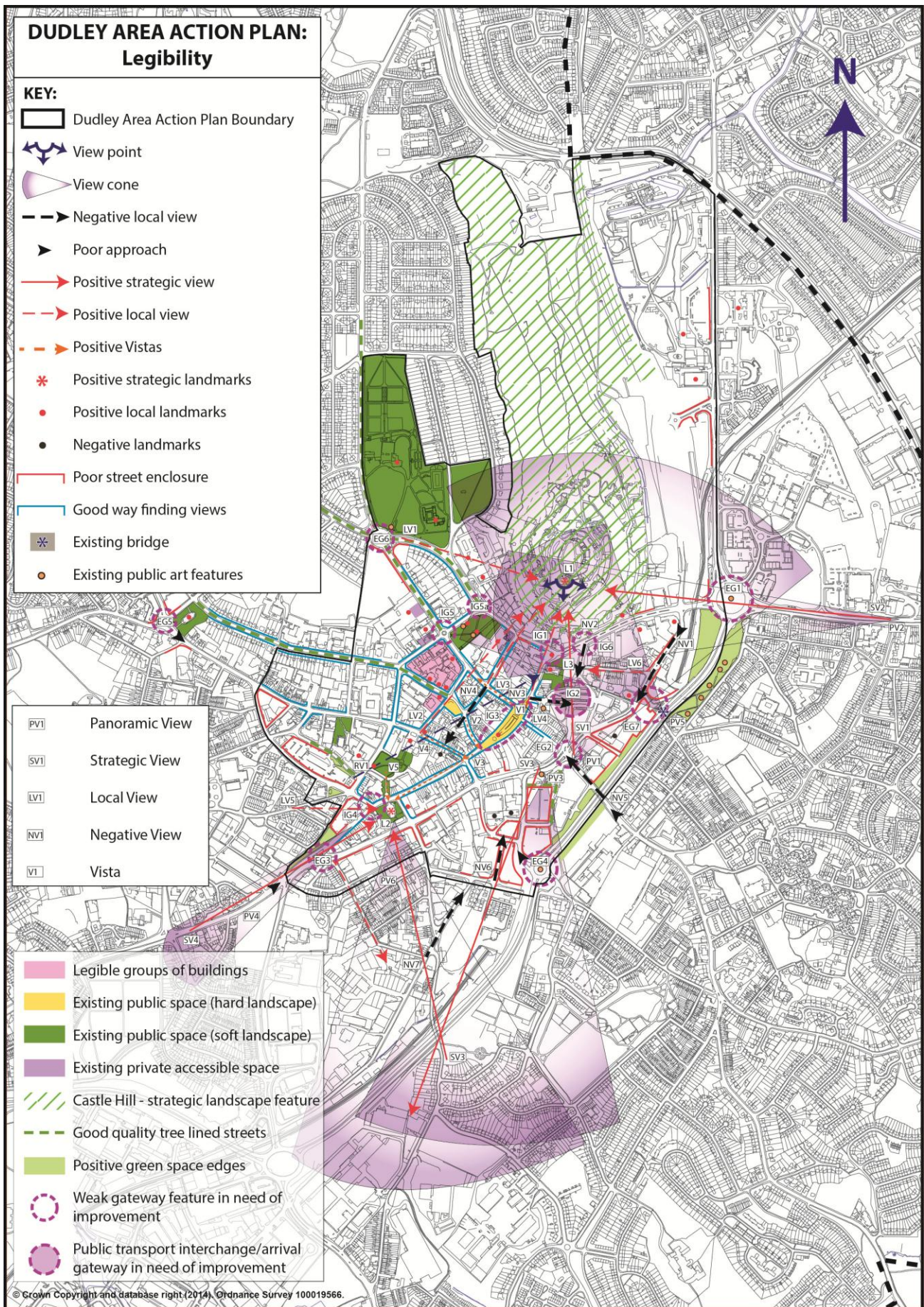
NV3 – Fisher Street

NV4 – Tower Street

NV5 – Hall Street

NV6 – Constitution Hill

NV6 – Bath Street



Plan 3. Dudley Area Action Plan Legibility



Figure 4. Rooftop View across Inhedge, Dudley Town Centre

Sustainable Drainage Systems (SDS) and Flood Risk

5.18 Whilst protection of the built form is critical, it is important also to ensure that private/public amenity areas and car parks have adequate surface water drainage to prevent poor water drainage and flooding. Dudley Council has responsibility for the management of surface water, including that which results from built development such as how rain water is managed within a development and how its run-off from the building or site is controlled. The Environment Agency retains responsibility for rivers and most other water courses.

Policy 6 – Sustainable Drainage Systems (SDS) and Flood Risk

New development shall encourage sustainable use and management of water for water re-use sustainable drainage and flood risk management which will ensure the long-term sustainability and reduced environmental impact of new development. Where appropriate, development proposals will be expected to:

- *Include a site-specific Flood Risk Assessment as a part of the planning application where the site is over 1 hectare in size and falls within Flood Zone 1;*
- *Remove and reduce the amount of impermeable surfaces within the Development Opportunity Sites, particularly those sites alongside any rivers and canals;*
- *Promote water efficiency measures within new development including water saving devices such as 'greywater' and/ or rainwater harvesting and recycling;*

- *Provide SDS within existing and proposed development where feasible with priority given to introducing SDS which provide beneficial wildlife habitats, outdoor green space recreation and amenity value;*
- *Soften engineered and heavily urbanised sections of the river embankments with natural green space to help reduce flood risk and promote sustainable urban drainage;*
- *Design surface water drainage systems in accordance with emerging national standards to reduce overall run-off volumes, control the rate of flow and improve water quality before it joins any water course or other receiving body.*
- *The design and layout of new development will be required to take into consideration the current surface water maps available from the Environment Agency and the Local Authority.*

Q3. Do you support the above Sustainable Place making policies?

6. Development Opportunity Sites

6.1 The Area Action Plan is looking to create a town centre with a vibrant mix of activities including retail, residential, education, offices, civic functions and leisure and tourism to be used by people throughout the day and evening.

Development Opportunity Sites

6.2 We have identified potential Development Opportunity Sites where major development and regeneration should be focused. The majority of these sites were identified in the saved Dudley UDP as allocations but there is renewed market interest and in some instances they have recent planning permission. The development opportunities and their potential future uses are not predetermined. Their inclusion in this report does not mean that it will appear in the final Dudley Area Action Plan and since the 'Issues and Options' Consultation Document there have been changes to the Development Opportunity Sites.

6.3 The previous potential Development Opportunity Site 6: 'Upper High Street/King Street' has not been taken forward as on reflection no major development is anticipated and only appropriate infill and environmental improvements are expected. The previous potential Development Opportunity Site 3: 'Birdcage Walk' has now been included in a larger Opportunity Site at Trindle Road/Hall Street taking account of the foodstore consents adjacent redline boundaries and the desire to redevelop the area in a comprehensive manner. In this document there is a new Development Opportunity Site 6: 'Abberley Street/King Street.' In this area there will be a focus on residential and community uses. There is also a new Development Opportunity Site 7: 'Castle Hill/Tipton Road.' This area has been identified given is potential to deliver tourism related development consistent with the Castle Hill Area objectives over the plan period.

6.4 In this document the Investment Opportunity Areas have not been taken forward. In the Issues and Options Consultation Document on the 'Dudley Town Centre – Existing & Proposed Boundaries' identified in purple the 'Castle Hill/Tipton Road Area' as Investment Opportunity A and the 'Bus Station/Fisher Street' as Investment Opportunity B. However, on reflection it has been decided to identify an appropriate Development Opportunity Site given the historic environment of Castle Hill and its nature conservation value not all the area is developable. In terms of the Bus Station Area it has been decided to refer to the bus station redevelopment scheme and objectives in the Public Transport Policy (Policy 18) in the Transport, Access and Movement Chapter.

6.5 The sites are being investigated for their suitability, availability and viability for development. Through this consultation process we are seeking evidence as to whether these sites are realistically likely to become available for redevelopment between now and 2026, and whether there are constraints on them.

Development Opportunity Site 1: King Street / Flood Street

6.6 This is a large underused area which contains business premises/offices, surface level car parks and has considerable redevelopment potential. The site is within the proposed primary shopping area and includes the approved foodstore (P12/1107) with associated car parking and petrol filling station which would be sited on the most northern end of the site fronting King Street and Flood Street. The proposal involves the demolition of the Falcon House office building. The land provides a major opportunity for integration of new development into the primary shopping area and with public transport facilities. The site is adjacent to the Dudley Bypass and the proposed Midland Metro will pass along Flood Street.



Figure 5. View looking across Flood Street Car Parks

Development Design Parameters:

Potential range of land uses	<p>Development could come forward on this site with a mix of uses. The comparison shopping is more likely to take the form of larger units fronting onto King Street. Other town centre uses which would be appropriate would include residential development, with potentially apartments above ground floor retail uses.</p> <p>The site includes the approved foodstore (P12/1107). It is important that new development provides a strong retail frontage on King Street into the primary shopping area with pedestrian routes that connect the main shopping anchors through the market and the Churchill Shopping</p>
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	<p>Centre.</p> <p>In terms of car parking provision proposed development will need to cater for its own needs but also cater for any displaced public car parking or removal of parking that facilitates the development.</p> <p>A1 Shops (Including a range of 5,000 – 7-000 m2 gross additional comparison goods floorspace)</p> <p>C3 Dwelling Houses (approx 80 dwellings but part of the site is in the redline boundary for the foodstore consent)</p> <p>B1a) Offices</p>
Layout & Form	<p>A series of close grain blocks and new buildings should form a perimeter block within the existing urban structure.</p> <p>Consideration of the historical urban form and street pattern that was once formed part of the site.</p>
Scale	<p>Development should be a range of 3 to 5 storeys but subject to detail design and visual impact.</p>
Enclosure	<p>Position building immediately behind the pavement with appropriate building height to enclose the public and private realm.</p>
Public realm and landscape	<p>The key to delivering the integration will be highway and public realm improvements from the site to the High Street. High quality hard and soft landscaping to enclose the gateway location, new public space and green space to be overlooked by active frontages. Use of lighting, public art and landscape materials could be accommodated into a key corner feature.</p>
Access/movement	<p>Vehicular and pedestrian access from the existing streets networks. Safeguard sufficient land for the proposed Metro Line and stop.</p>
Materials	<p>Developments should incorporate high quality building and landscape materials. A modern approach could be acceptable providing the overall design can provide a contemporary character for the area.</p>

Development Opportunity Site 2: Trindle Road / Hall Street/Birdcage Walk

6.7 This opportunity site is located to the south east of the town centre and adjoins the Southern Bypass. It is bounded on the north by Fisher Street, Birmingham Street and Trindle Road and Hall Street to the south west. The Churchill Shopping Centre is located to the west and the bus station to the north. The area is dominated by the vacant Cavendish House office building and a series of rundown buildings. Since the 'Issues and Options' Consultation Document Development Opportunity Site 2 has been redrawn to include the previous potential 'Development Opportunity Site 3: Birdcage Walk Area' which included the vacant former Co-Operative Food supermarket and Farmfoods on the corner of Fisher Street and Birmingham Street. Adjacent to the former co-op unit and located on the outside of the Churchill Shopping Centre is Birdcage Walk which has 14 small ground floor retail units with first floor ancillary

accommodation. A number of the units are vacant and it is an unfriendly environment for pedestrians.

6.8 There are two planning consents on broadly similar sites in the Cavendish House area. Both propose the demolition and clearance of Cavendish House which has been vacant since the mid 1990’s and planning application P12/0581 includes a foodstore, associated car parking and a petrol filling station. Application P12/1042 incorporates the same site and wider area of land. The outline scheme includes the development of a foodstore with car parking and a petrol filling station as well as mixed use units to accommodate non-food retail, and potentially a gym and/or restaurant. As outline permission all matters except access are reserved for later approval and the layout is not fixed.

6.9 As part of the planning application process the retail impact assessments focused on the implications of a ‘two store scenario’ given the fact that only one scheme can be implemented within the Cavendish House/Trindle Road location. There was no evidence of any significant adverse impacts on Dudley or other centres within the foodstores catchment area. Rather, new foodstore provision in Dudley will act as both a catalyst for further regeneration and anchor the overall shopping function of the town.



Figure 6. View along Birdcage Walk

Development Design Parameters:

Potential range of land uses	The site is within the proposed primary shopping area and includes the approved foodstore consents in the Cavendish House area (P12/0581 and P12/1042.) Both propose the demolition and clearance of Cavendish House which has been vacant since the mid 1990’s with a foodstore situated to the southern end of the site, located parallel to
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	<p>Hall Street.</p> <p>Development could come forward on this site with a mix of town centre uses. As well as the two approvals for a foodstore with associated car parking and petrol filling station there is outline permission (P12/1042) for a mix of uses including non food retail, a large format restaurant or leisure use and small-scale office development.</p> <p>Within the Birdcage Walk area additional retail floorspace could come forward by the possible creation of a covered arcade, and redesign of existing frontages. The former co-op unit could be incorporated in a renewal scheme with the building demolished. This will provide a new frontage to Birdcage Walk.</p> <p>In terms of car parking provision proposed development will need to cater for its own needs but also cater for any displaced public car parking or removal of parking that facilitates the development.</p> <p>A1 Shops (including a range of 8,000 – 10,000 m2 gross additional comparison goods floorspace) A3 Restaurants & Cafes D2 Assembly & Leisure C3 Dwelling Houses B1a) Offices</p>
Layout & Form	Corner sites, and in particular, Hall Street; Birmingham Street / King Street / Trindle Road junction edges /corners need to be of good quality architectural layout and form. The overlooking of the bypass should achieve active or part active frontages.
Scale	Re-development should be 3-4 storey maximum, with up to 3 storeys fronting the north of the Opportunity Area / Birdcage Walk area. Roofscape is important within this block in terms of protecting views and the massing of larger development blocks need to be designed to minimise the scale through smaller elements.
Enclosure	Existing streets and spaces should be enclosed, well defined and well overlooked with high quality buildings.
Public realm and landscape	New and re-development of existing built form must include enhancements to the immediate public realm and that connecting the development site to the Market Place, as well as Trindle Road / King Street / Hall Street.
Access/movement	Development needs to address and accommodate the future Midland Metro extension route and connectivity with the bus station; provide good legible and easily achievable pedestrian and cycle routes between the eastern and western edges.
Materials	Positive local character by way of built form materials including hard landscape needs to be included within the design approach and palette of materials for development.

Development Opportunity Site 3: Tower Street

6.10 This opportunity site is centrally located in Dudley town centre to the north of the Market Place and is focused on Tower Street. The area comprises a mix of vacant sites, currently used for surface car parking. To the west of the site on the opposite side of Tower Street is the new Dudley College Evolve building.

6.11 The site is within the proposed primary shopping area and retail, residential and office uses would be appropriate. Any proposals should provide enhanced and improved retail frontages on Tower Street and Castle Street and a principal component will be a multi level car park accessible from Tower Street. The new car park will be within walking distance of the new Dudley College campus, Castle Hill and Market Place, where improvements are already taking place.

6.12 Being located adjacent to the medieval core of the Town Centre, within the Conservation Area, any redevelopment should respect the architectural historic interest of the area and positively contribute to the character and appearance of the street scene. In this prominent position, development should protect and where possible reinstate key views of Castle Hill. The archaeological potential of the site will require consideration and where possible, interpreted and presented to enhance the historic environment.

6.13 The redevelopment of the above site will enhance the proposed primary shopping area in terms of providing uplift to the towns retail offer, thereby boosting the vitality and viability of Dudley.



Figure 7. View looking down Tower Street, noting surface car park and Dudley Castle in the distance.

Development Design Parameters:

Potential range of land uses	<p>A partial or comprehensive redevelopment is considered appropriate, focused on the underused land fronting Tower Street. Potentially with a new building frontage facing Tower Street with retail units on the ground floor with apartments/offices above with a multi level car park behind.</p> <p>A1 Shops C3 Dwelling Houses (approx 40 dwellings) B1a) Offices</p> <p>Multi Storey Car Park (200-250 spaces)</p>
Layout & Form	<p>A close grain block and new buildings should form a perimeter block with the existing buildings. New building frontage should follow the existing building line along Tower Street.</p>
Scale	<p>New building frontage should be two to three storeys and multi level car park should no higher than four storeys, subject to an assessment on the impact on the character of the area and to views of the castle.</p>
Enclosure	<p>Position building immediately behind the pavement with appropriate building height to enclose Tower Street.</p>
Public realm and landscape	<p>Improvements may include widening the pavement, improving crossing points, calming vehicle speed, new paving, street furniture, soft landscaping, lighting and signage. Incorporation of public art in building elevations and within public realm to provide sense of place.</p>
Access/movement	<p>Vehicular and pedestrian access from Tower Street. Accessibility and pedestrian routes to be improved through enhancements to the public realm.</p>
Materials	<p>Developments should incorporate a high degree of locally distinctive elements to protect and enhance its historic character. However a more contemporary approach could be acceptable providing the overall design does not harm the character of the area.</p>

Development Opportunity Site 4: Trident Centre/Upper High Street

6.14 This is an area containing 'secondary shopping,' offices and Inhedge Gardens also known as Horseley Gardens. The Trident Centre comprises a purpose built covered shopping centre together with a parade of shops fronting High Street, basement public car park, roof deck private car park, loading areas and multi storey office accommodation. The principal access to the shopping centre is from High Street. There is another entrance on Wolverhampton Street which also provides the main entrance to the offices and the car park. The Centre provides 7,787.7 sq m (83,829 sq ft) of retail accommodation, 2,475.9 sq m (26,651 sq ft) of office and a vacant gym of 330.7 sq m (3,560 sq ft). In total there is 10,594 sq m (114,038 sq ft). In addition,

the basement car park provides some 176 spaces. Within the whole area, there is a preference for new uses, including residential and leisure to replace peripheral shops and vacant office space.



Figure 8. High Street entrance to the Trident Centre.

Development Design Parameters:

Potential range of land uses	<p>This is an area containing ‘secondary shopping,’ offices and Inhedge Gardens. A partial or comprehensive redevelopment of the site would be encouraged providing the existing retail operators are relocated within the primary shopping area. Within the whole area, there will be a strong preference for new uses, including residential development.</p> <p>Inhedge Gardens is currently an underused greenspace and pedestrian link into the primary shopping area which will be protected and enhanced through public realm improvements.</p> <p>A1 Shops C3 Dwelling Houses (approx 60 dwellings) D2 Assembly & Leisure A2 Financial & Professional Services B1a) Offices</p>
Layout & Form	<p>The layout should ensure that the High Street is enclosed by active ground floor uses and that adequate provision is made to service these uses from the Inhedge Gardens vehicular access. A comprehensive development solution would enable a scheme to be explored which has a new edge of active frontage either as part of a dual aspect scheme or as a free standing outer edge to a mini-development block that could face the Inhedge Gardens and contain internal courtyard servicing.</p>

Scale	Development should be 3 storey to the High Street with occasional 4 storey development.
Enclosure	Both the High Street and the Inhedge elevations should enclose the spaces of High Street and the Inhedge Gardens respectively.
Public realm and landscape	Public realm design will need to take account of the need to continue servicing access to the units within the Trident Centre area. The gateway to the Inhedge Gardens from High Street should be re-enforced through tree planting and environmental enhancement. A redevelopment option would allow the current internal pedestrian route from High Street through the Trident Centre to Wolverhampton Street to be enhanced to increase the quality of public realm.
Access/movement	Servicing will need to retain access around the perimeter of Inhedge Gardens. Some on-street servicing would still be required.
Materials	Developments should incorporate high quality building and landscape materials.

Development Opportunity Site 5: Upper High Street/Top Church

6.15 This Opportunity Site featured as a Priority site for redevelopment within the Unitary Development Plan and the focus remains consistent in that redevelopment would be encouraged via a mix of uses. This would include a mix of commercial uses at ground floor level with residential above. A mix of retention and refurbishment of existing buildings together with selective redevelopment opportunities should be explored.

6.16 Being located within the Town Centre Conservation Area, and given that there are a number of buildings recognised as Heritage Assets, the upgrading of buildings would have to be sensitive and creative in terms of design. The views into and out from the town centre at this site could be enhanced and development adjacent to the church should be appropriate so as not to detract from the aesthetic setting of the church and its surroundings.

6.17 New development must respect existing building lines, create good street enclosure and maintain a vertical rhythm that enhances the overall character of the area. With the approach of encouraging residential development in this site by 'living above the shop', small high quality amenity spaces could also be incorporated where appropriate.



Figure 9. Upper High Street, near Asda.

Development Design Parameters:

Potential range of land uses	<p>This opportunity site is located outside of the retail core and focused on the junction of High Street and King Street to the west of St Thomas's Church (Top Church) which is the south-western gateway into the town centre. There is a rundown block of property (part retail/part commercial) on High Street and there is a motor repair centre and car showroom on King Street. Some of the buildings on High Street are vacant and several units are listed or locally listed. Potential new uses may include:</p> <p>C3 Dwelling Houses (approx 60 dwellings) A2 Financial & Professional Services A3 Restaurants & Cafes D1 Non-residential Institutions D2 Assembly & Leisure</p>
Layout & Form	<p>New development should fit within the traditional perimeter block layouts and provide active frontages where possible whilst respecting the existing strong building lines and topography. Inner spaces, rooftops and courtyards should be maximised for outdoor amenity space and infill development on small sites should have a clear relationship/interface with the existing streets, pedestrian routes and spaces. Back to back forms should be created where possible and single aspect courtyard development may also be appropriate.</p>
Scale	<p>New built form should respond to the existing scale and grain of the</p>

	<p>immediate area and should generally be 3 storeys, 4 storeys maximum along King Street and High Street with slightly higher local landmark accents to reinforce the junction of King Street/High Street. Architectural accents at the corners of the streets should be created to improve navigation of this area. Therefore development must be sympathetic and contribute positively to the town's skyline especially from the south and west approaches as this is a particularly prominent site within the town centre. .</p>
Enclosure	<p>All development must provide enclosure of Upper High Street, King Street, Greystone Street, Pitfield Street and Steppingstone Street.</p>
Public realm and landscape	<p>Development should contribute to the upgrade and improvement of the existing public realm for the economic benefit of this area. The wider pavements can accommodate street trees, on street parking, street furniture and new public spaces.</p> <p>High quality hard and soft landscaping within this site should include enhancements to the gateway, new public spaces and viewing points/sitting spaces to take in far views. Existing private gardens and rear courtyard spaces should be preserved /enhanced and the creation of balcony and roof top spaces should help to maximise private amenity outdoor space and can take advantage of the panoramic views to the south and west.</p>
Access/movement	<p>The potential extension of the national cycle route through the town centre (via King Street) will encourage more cycling activity and new development should therefore provide secure cycle storage as part of any scheme.</p> <p>Due to scale and limited parking space within these small plots, some sites will have no parking and servicing may have to be from the street via designated drop off points. There is however, potential for on street parking along King Street and Upper High Street and due to topography some sites could accommodate undercroft parking providing it does not reduce ground floor active frontages.</p>
Materials	<p>Developments should incorporate a high degree of locally distinctive elements to maintain the character of this area. However a more contemporary approach could be acceptable providing the overall design does not harm the character of the area.</p>

Development Opportunity Site 6: Abberley Street

6.18 This site also forms part of the south western gateway into the town centre along with Opportunity Site 5 with which it shares similar traits and characteristics.

6.19 This site also has excellent views to the west and south and is an important contributor to the gateway position. There is an element of residential use within this block and there are a number of generously sized plots with significant redevelopment potential. The site is also within walking distance to a local primary school on Blowers Green Road and has good amenity and transport links. Given this, there is a presumption in favour of encouraging more residential development into this block along with a mix of other appropriate uses such as commercial premises.

6.20 There are a number of existing historic buildings within this block and some of the historic street patterns remain intact, however there are numerous historic buildings which are rundown and in various states of disrepair. The vacant units and poor quality of some of the buildings give the perception of a tired and uninteresting area and this gives a poor entrance to the town.

6.21 Opportunities exist for a much stronger built form in this block along Abberley Street and King Street. Pedestrian linkages should be strengthened into the town centre and opportunities for walking and cycling should be encouraged where appropriate. Pedestrian routes could also be improved to the primary school along with more frequent crossing points. Better public realm is required in this block and there is potential for street parking and street trees along with positive landmark features to aid legibility of the area.



Figure 10. View from King Street towards Abberley Street Opportunity Site.

Development Design Parameters:

Potential range of land uses	<p>This opportunity site is located outside of the retail core and is bounded by King Street to the north, Abberley Street to the South, Vicar Street to the east and Churchfield Street to the west. Potential new uses should focus on:</p> <p>C3 Dwelling Houses (approx 10 dwellings) D1 Non-Residential Institutions D2 Assembly & Leisure B1a) Offices</p>
Layout & Form	<p>New built form should sit within an existing perimeter block and provide strong active frontages onto existing streets and spaces. Buildings should create back to back with private spaces, rooftops and courtyards maximised for outdoor residential amenity space. Horizontal mixed use is appropriate along King Street to maintain a more commercial function at the ground floor level. Larger buildings should be wrapped by other development forms to minimise impact and subdivided where appropriate to reduce its scale and massing. New development should respect the existing strong building lines and use the topography to maximise development potential.</p>
Scale	<p>Development should generally be 3 storeys maximum along King Street and 2 to 2 ½ storeys along Abberley Street and Churchfield Street with slightly higher local landmark to reinforce the junction of King Street/High Street.</p>
Enclosure	<p>All development must provide strong built form enclosure of King Street, Vicar Street, Churchfield Street and Abberley Street.</p>
Public realm and landscape	<p>Development should contribute to the upgrade and improvement of the existing public realm for the economic benefit of this area. Area benefits from wider pavements that can accommodate street trees, on street parking and street furniture. Residential streets such as Churchfield Street Abberley Street are narrow and their character needs to be preserved.</p> <p>Improvements should be made to the existing open space off Churchfield Street and the open space between The Lamp Tavern Public House and the Cloughton centre could be put into better public use – making it more of a landscape/public open space asset for the immediate area.</p>
Access/movement	<p>Improvements to existing public right of way should reduce any community safety issues which may include rerouting it to integrate it with the new development on Cloughton Centre Opportunity Site. This could also increase the safety and security of the Primary School.</p>

	On plot parking and rear courtyard parking is appropriate for residential development sites although servicing may have to be from the street via designated drop off points. There is Increased potential for on street parking along King Street and due to the topography some sites could accommodate undercroft parking particularly along Abberley Street.
Materials	Materials could incorporate some locally distinctive elements and also contemporary style/materials which would complement the existing character. King Street has more potential to have a more creative architectural design approach whilst Abberley Street and Church Field Street have a stronger historic character.

Development Opportunity Site 7: Castle Hill and Tipton Road

6.22 The Council and the visitor attraction partners wish to implement a strategic package of improvements to the wider Castle Hill area. These include new visitor entrance arrangements to the Zoo, the refurbishment of Listed Tecton structures within the Castle Hill, new public realm works and improved signage.

6.23 This development opportunity site lies to the north east of Dudley town centre and the hill itself comprises Dudley Zoo and the Castle with a woodland area situated immediately to the north extending towards the Birmingham New Road (A4123). To the east of the Hill and adjacent the proposed Development Opportunity Site is the recently built car parking as part of the mixed use development (P12/1598) which also includes a new visitor entrance to the Zoological Gardens and a visitor hub building. To the north of the site lie the Royal Brierley Experience and Dudley Archives building, the Black Country Living Museum and the Dudley Canal Trust.

6.24 Within the Development Opportunity Site the Council is exploring opportunities to identify a plot of land that sits at the foot of Castle Hill adjacent to the disused railway line to accommodate a Light Rail Innovation Centre which would be accessible from the local road network. In addition the adjacent disused alignment potentially provides a route for an extensive length of test track. It is proposed that the test track runs from Castle Hill to Dudley Port, a distance of approximately 2.5km, terminating at Dudley Port and would provide potential access for visitors to the Innovation Centre arriving by National Rail (the West Coast Main Line between Birmingham and Wolverhampton runs through Dudley Port).

Development Design Parameters:

Potential range of land uses	A variety of complementary uses that combine to regenerate the Castle Hill area as a focus for visitor attraction and act as an important gateway to Dudley Town Centre. Development will be required to fully respect the nature conservation and archaeological
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	<p>value of the area and its location to the historic environment of Castle Hill.</p> <p>Retail and other development that is based on heritage, craft and tourism that is directly connected to and ancillary to the promotion of Castle Hill as a major tourist attraction. The following uses will be acceptable:</p> <p>A1 Shops (Directly connected and ancillary to D1 uses and other tourist-related use permitted) A3 Restaurants & Cafes C1 Hotels C3 Dwelling Houses D1 Non-Residential Institutions D2 Assembly and Leisure</p> <p>Protection of Midland Metro Route</p>
Layout & Form	A series of buildings to anchor the corners and junctions and overlook the public realm.
Scale	Buildings should have at least 2 storeys with upper floor uses.
Enclosure	Position buildings behind the pavement with appropriate building height to enclose the public realm.
Public realm and landscape	A network of tree-lined or landscaped street to connect the development sites. Improvement of pedestrian environment e.g. improvement to key crossing points, introduce measure to reduce vehicle speed, coordinated street furniture and signage.
Access/movement	Vehicular and pedestrian access from the existing street/highway networks. Reserve sufficient land for Innovation Centre complex, the proposed Metro line and stop.
Materials	A modern approach could be acceptable providing that high quality building and landscaping materials are used.

Q4. Do you support the proposed development opportunity sites and their proposed land uses?

Potential Housing Opportunities

6.25 Over the plan period Dudley Town Centre and the wider Area Action Plan boundary will be the focus for residential led regeneration. Increased housing growth in and around Dudley will help enhance its vitality and viability. This is consistent with Policy HOU1 in the Black Country Core Strategy.

6.26 Whilst the overall market demand for apartments has fallen in recent times, there are locations where such housing will be attractive, particularly within the core of the centre. There is a need to achieve a mix of dwelling types, sizes and tenures. Housing should address local needs, for example, for single person households, the elderly and those unable to compete on the open market. The Strategic Housing Land Availability Assessment (SHLAA) completed in 2014 has identified potential sites for housing development.

6.27 It is currently anticipated that at least 445 dwellings will be delivered within the Area Action Plan boundary over the plan period (up to 2026) as set out in the Table below. This number will vary according to precise densities, dwelling mix and size and may also increase as other opportunities arise within the Centre.

Proposed Housing Sites within the Area Action Plan boundary

Site Address	Current Position	Phasing	Total Number of Dwellings
Priory Court, 5 New Street, Dudley	Full Planning permission	2011-16	7
Appleyard Site, Wolv'ton St Dudley	Currently underused and partly vacant group of premises between Wolverhampton Street and Stafford Street	2016-21	30
Birdcage Walk	Opportunity Site 2: Mixed use development block	2016-21	10
Abberley Street, Dudley	Opportunity Site 6: Former Training Centre vacated by Dudley Council	2016-21	10
Ednam House, Ednam Road	Recently vacated Dudley Council offices for conversion	2016-21	16
St James's Road / Ednam Road	Conversion and new build of former Dudley Council Offices	2016-21	76
Upper High Street/King Street, Dudley	Mixed use site, Dudley Town Centre	2016-21	30
Tipton Rd (Black Country Museum)	Land adjacent to Black Country Museum surplus to requirements	2016-21	35
Priory Street / Wolverhampton Street	Conversion Former Post Office into flats	2016-21	21
Wolverhampton Street	Conversion of former Lloyds Bank building	2016-21	10
King Street, Flood Street	Opportunity Site 1: Mixed use proposal on current car park land	2021-26	80

Tower Street	Opportunity Site 3: Mixed use including shops and a multi-storey car park	2021-26	40
Trident Centre/Upper High Street	Opportunity Site 4: Mixed use including redevelopment or possible conversion of office block to residential	2021-26	60
Upper High Street	Opportunity Site 5: Conversion and refurbishment of various retail and office premises	2021-26	20
TOTAL PROPOSALS			445

Employment Opportunities

6.28 There are no Regional Employment Land Sites (RELS), designated employment areas or proposed employment (B1 – B8) allocations within the proposed Dudley Town Centre Area Action Plan Boundary. However, adjacent to the AAP Boundary there are two Regional Employment Land sites and proposed potential Strategic High Quality Employment Areas at CG/Thomas Dudley and Ionic Business Park, Castlegate, Dudley.

6.29 Within the wider Black Country Core Strategy Regeneration Corridor 11a ‘Dudley Town Centre-Brierley Hill,’ the strategy is focussed on continuous improvements to the quality of the employment offer by providing quality new sites and premises for modern manufacturing businesses. These sites will be allocated through the emerging Dudley Borough Development Strategy DPD.

Q5. Do you support the proposed housing allocations? Are there any alternative housing sites that should be considered? Is there any potential employment opportunity sites you think should be considered within the AAP boundary?

7. Proposed Policy Areas

7.1 To help deliver the vision for Dudley Town Centre the AAP will contain land use policies. It is suggested that the AAP includes the following land use/policy areas and approach.

Shopping and Town Centre Uses

7.2 Within the Black Country Core Strategy three-tiered hierarchy of centres Dudley will continue to perform a local shopping role as a non-strategic town centre. Dudley Town Centre will remain an important focus for day-to-day shopping and a range of other town centre uses such as office, leisure and cultural facilities of an appropriate scale.

7.3 Retailing in the town is now dominated by independent retailers with a small number of national multiples, many of which are discount orientated. There are two shopping centres anchors in the town, namely the Churchill Shopping Centre and the Trident Centre, as well as the Fountain Arcade shopping mall. There is a popular permanent market in the middle of the pedestrian section of the High Street which is currently undergoing significant redevelopment and enhancement. It will include a newly designed market having 74 stalls, new paving, feature lighting and street furniture. The project is programmed for completion in 2015. The Plaza Mall Indoor Market is located centrally on the High Street as well as smaller retail units between the Market Place and Tower Street.



Figure 11. Upper High Street, towards Top Church.

7.4 There is now only one foodstore within the town centre, the Asda store at the top of the High Street. However, there is demand for new shops and there are currently three planning permissions for foodstore developments within the town centre.

Dudley's Primary Shopping Area

7.5 The Primary Shopping Area represents the central area of retail activity in a centre and is identifiable by larger pedestrian flows and the presence of national retailers. Located at the heart of the Primary Shopping Area is the outdoor market, a major attraction which marks the centre of the medieval town and provides Dudley with its unique character. The Primary Shopping Area designation aims to consolidate an adequate provision of retail in Dudley in order to maintain its vitality and viability. As per the Issues and Options Stage document the boundary has been extended from the adopted Dudley UDP boundary to include a frontage

along Castle Street to the north and in the south and east to include the scope of the existing retail planning consents. Informed by a representation received at the 'Issues and Options Stage' it is now proposed to include the existing surface level car park situated east of Birmingham Street to make it fully integrated within Development Opportunity Site 2, where there will be a focus for new town centre uses, and this justifies the land's inclusion. The eastern boundary of the Primary Shopping Area has been modified around the eastern boundary around the Cavendish House site to be consistent with the proposed boundary of Development Opportunity Site 2, rather than stepping inward at various points. The proposed Primary Shopping Area is shown on The Dudley Town Centre - Proposed Boundaries and Development Opportunity Allocations Plan, refer to Page 8.

7.6 The Black Country Core Strategy Policy CEN4 'Regeneration of Town Centres,' acknowledges that Dudley is unique as a 'former' strategic centre and is 'first amongst equals' in the network of non-strategic centres based on its current role and development potential. For Dudley the BCCS Policy CEN4 identifies a need for 5,000 m² net convenience (food) retail floorspace and 15,000 m² gross comparison (clothes) retail floorspace to serve the town centre.

7.7 It is proposed to focus the additional retail floorspace within a tightly defined primary shopping area to achieve a strengthened and compact core shopping area. The Development Opportunity Sites in this document have been identified on the basis of their suitability to accommodate the retail floorspace as well as other appropriate town centre uses.

Policy 7 - Retail Floorspace

The role of Dudley's Primary Shopping Area as a focus of retail activity will be maintained and enhanced. The AAP will allocate additional retail floorspace as identified by the Black Country Core Strategy Policy CEN4 for 15,000 (gross) comparison floorspace and 5,000 (net) convenience floorspace to be delivered by 2026.

Dudley Council will give in-principle support to proposals for retail within the Primary Shopping Area subject to the proposals being:

- Consistent with the retail development proposed within the Development Opportunity Sites;*
- In accordance with the requirements of Core Strategy Policy CEN4 'Regeneration of Town Centres'; and*
- Any edge-of-centre proposals, unless identified as an acceptable use in a Development Opportunity Site, will only be considered favourably if a 'sequential test' and 'impact assessment' contained in the most recent National Planning Guidance are satisfied.*

Q6. Do you support the Primary Shopping Area that is proposed? Are there any areas which you feel should be added or removed?

Primary Frontages

7.8 There remains a continued and important need to retain and strengthen the Primary Shopping Area's retail function. For this to be achieved it is necessary to limit the amount of non-retail uses (i.e. those other than Use Class A1 Shops) that will be permitted within the primary shopping area. Frontages are defined as being on the ground floor parts of a building fronting into the street. As part of the proposed Development Opportunity Site 1: 'Flood Street/King Street' a new primary frontage is a specific design requirement in the area between New Mill Street and Flood Street. Refer to The proposed Primary Frontages shown on The Dudley Town Centre - Proposed Boundaries and Development Opportunity Allocations Plan, Page 8.

Policy 8 - Primary Frontages

Within the protected frontages identified on the Policies Map, Dudley Council will resist proposals that will lead to:

- Bunching of non-retail uses (i.e. uses other than comparison or convenience shopping) – no more than two non-retail uses adjacent to each other will be allowed;*
- More than 35% of all units identified as Primary Frontages being taken by non-retail uses.*

Q7. Do you support the proposed primary frontages? Are there any areas which you feel should be added or removed, and if so, can you please provide a plan showing any suggested amendments?

7.9 The Dudley UDP (Policy CR4) identified protected frontages and the NPPF encourages Council's to also define secondary frontages which provide greater flexibility in accommodating non A1-class activities such as banks, betting offices, drinking establishments, restaurants and cafes. Secondary frontages tend to be located adjacent to the primary shopping area. However, given that non retail uses already dominate in these secondary shopping areas within Dudley town centre and given their dispersed and piecemeal nature it is not considered necessary to identify Secondary Frontages.

7.10 The Black Country Core Strategy Policy CEN4 'Regeneration of Town Centres' includes that the use of upper floors will be encouraged to accommodate relevant town centre uses. There is therefore no need to repeat such a policy in the Dudley AAP.

Q8. The Preferred Option is not to identify Secondary shopping frontages. Do you support this approach or do you feel there is a need to identify secondary frontages? If so, can you please provide a plan showing your suggested frontages?

Beyond Dudley's Primary Shopping Area

7.11 The wider town centre will continue its important role as a focus for a range of other town centre land uses such as offices, leisure, entertainment, health, culture and tourism. The Black Country Core Strategy Policy CEN4 specifically acknowledges that Dudley town centre has a particular function as a heritage and leisure focus for regeneration.

7.12 Dudley has a range of professional services, estate agents and banks within the town centre. There are numerous buildings which have been renovated over the years to become offices and most of the purpose-built office accommodation within the town centre is occupied by the Council. The Council itself has recently commenced the project of 'Transforming our Workplace' which has seen the number of Council offices reduced in the town centre in order to improve and make better use of the buildings retained and deliver more efficient and effective services.

7.13 Dudley Town Centre has a high proportion of office vacancies at present including three of the largest office blocks within, or on the edge of the Town at Cavendish House (long term vacant), St John's House (recently vacated) and Falcon House (mostly vacant). These large scale offices have become outdated and face demolition particularly in the case of Cavendish House and Falcon House given the planning permissions for new foodstores.

7.14 Many smaller independent offices are located on upper floors in buildings in the town centre and the continued use of the upper floors of retail premises for offices or residential conversions will continue to be encouraged.

Policy 9 - Land uses outside Dudley's Primary Shopping Area

Dudley Council will give support in principle to development proposals outside the Primary Shopping Area proposing:

- Town centre uses other than shopping (A1 shops) - appropriate town centre land uses being as identified in the most recent national planning policy guidance for town centres;*
- The re-use of the upper floors of premises with the town centre boundary, particularly for residential or business/office uses, will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision. Proposals for office development (B1a) will need to be in accordance with the requirements of Core Strategy Policy CEN4.*

Q9. Do you support the above policy approach regarding that area of Dudley Town Centre beyond the Primary Shopping Area? Is there anything that should be changed or added?

8. Housing

8.1 Dudley Town Centre is part of the Growth Network within the Black Country Core Strategy (Policy CSP1) and is part of Regeneration Corridor 11a of the Strategy. The emphasis of the Dudley Area Action Plan, in line with the Core Strategy, is to provide sustainable growth for Dudley Town Centre by encouraging more dwellings to be created within the Centre over the coming years. This includes increasing the variety, size and mix of housing to attract more and more people to live in the Centre creating a more cohesive and prosperous community which is also in line with Policies HOU1 and HOU2 of the Black Country Core Strategy.

8.2 Given the historic nature and layout of many of the streets and buildings within the Centre, it is important that new housing proposals recognise and reinforce the local character and distinctiveness of the Town and be very sensitive to its existing historic assets. This provides the opportunity to support living over the shops which will help to preserve and improve historic buildings and frontages. However this also limits the opportunity to provide significant numbers of larger family homes which is a key housing need.

8.3 Housing need will be informed by an up to date evidence base and Housing Needs Surveys so that a balanced mix of accommodation types and sizes is provided in the Centre to meet current needs and future aspirations. A list of proposed housing sites can be found in Section 6 above.



Figure 12. Former Post Office, Wolverhampton Street

Policy 10 – Housing within the Dudley Area Action Plan Boundary

New housing developments within the Dudley Area Action Plan boundary will be encouraged in order to promote sustainable growth and prosperity for the area with a focus on Dudley Town Centre. Dudley Council will give in-principle support for proposals for housing within the AAP boundary subject to the proposals:

- *Being consistent with the housing allocations and Development Opportunity Sites*
- *Being consistent with all other housing policies within the Black County Core Strategy (including Policy HOU3 Affordable Housing) and the emerging Dudley Borough Development Strategy*
- *Recognising and relating to the historic buildings, assets and street layouts within Dudley Town Centre respecting local historic character and distinctiveness*
- *Ensuring there is a mix of housing types, tenures and sizes to reflect the needs of the community in line with the latest available evidence base on housing need.*

Living over the Shops will also be encouraged where feasible and particularly where it will help to preserve and improve historic buildings and frontages.

Q10. Do you support the above policy approach regarding housing in Dudley Town Centre? Do you think there is anything that should be changed or added?

9. Education

9.1 Until recently, Dudley College's buildings were distributed over a number of sites across the Borough. There were five college sites, four around Dudley town centre and one in Brierley Hill. The college has undertaken a phased programme of relocation of its facilities to bring them together in Dudley town centre providing a central 'learning quarter' for the town. Alongside the development of the new buildings the college will dispose of its existing campus sites at Castle View, Mons Hill and Wolverhampton Street. The town centre location will ensure that Dudley College's facilities are accessible to people from different parts of the borough thereby making it more attractive to study in Dudley.

9.2 The current expansion of Dudley College's is a good asset for the town centre. It's a dynamic land use which can attract large number of students and staff into the town centre helping to boost the vitality of the town. It also supports a range of adult learning and business development whilst increasing the skills and prospects of local people. A strong local student population is a vital source to support the local economy and local employment including better use of public transport facilities and use of shops and other town centre uses at lunch-time and after college hours. The modern, well designed buildings along with the increasingly positive reputation of the college add to the good public image for Dudley town centre.

9.3 The newest stage in the college expansion is the opening of 'Advance' on Priory Road. This is a purpose built facility offering a wide range of training opportunities in advanced manufacturing and engineering technology from Foundation level to HND programmes which opened in Autumn 2014.

9.4 Following this, the strategy and planning is being progressed for the final stage of the college redevelopment programme which is the development of the Centre for Advanced Building Technologies and Construction (CABTech). This building will be positioned to the rear of the Advance building on Priory Road and is projected to provide around 4,400sqm floorspace. Students will move from the current campus at Mons Hill, which is located just outside the town centre to the northwest and this site will be redeveloped for residential purposes.



Figure 13. Rear of Evolve, Dudley College.

9.5 The College was successful in securing £8m funding from the Black Country LEP which will help achieve the final development in the impressive Dudley Learning Quarter. Part of the Black Country Growth Deal, 'Made in the Black Country, Sold around the World', the new CABTech will play a significant role in supporting the Black Country Strategic Economic Plan. Construction is due to commence in September 2015, opening to students in the Spring of 2017. Ultimately the centre hopes to train over 3250 people over five years and enable Dudley Borough to bring training opportunities in advanced building and construction skills to the region that will support the recovery of the construction industry and its supply chain.

9.6 The college programmes currently already work in partnership with a range of employers who have helped shape and develop the curriculum and the college will offer services directly to these employers to thereby encourage the growth of engineering in the Borough.

9.7 Dudley College has also joined forces with five of the region's other colleges to benefit from a major £5 million European Fund secured from the European Social Fund (ESF) designed to provide local businesses with free training over the next two years as part of the 'Skill Up' project.

9.8 As part of the College's Learning Quarter, *Dudley Evolve* has recently developed a new state of the art indoor sport facility which is managed as a dual use facility meaning it is available for public bookings as well as student use. There are many benefits to a successfully managed dual use facility which can provide a sustainable future for the parties involved including reduced cost to the College of operating the facility. There is desire to develop an all-weather sports pitch on Priory Road for which there is currently extant planning permission and representations received from students attending the College are fully supportive of this as a number of the students felt that the town offered little in the way of sports facilities and clubs for younger people.

9.9 There are currently no intentions to alter the primary and secondary schooling provision within, or immediately adjacent to the town centre and the levels of proposed new housing is unlikely to facilitate a requirement for any such increase.

Policy 11 - Education

The education offer within the town centre will continue to build on the success of the new College developments. Further extensions to the College will be supported and encouraged where;

- *They are consistent with other planning policies*
- *There is a recognised need for them*
- *They are well integrated with the town centre and the surrounding land uses*

Existing education establishments will be safeguarded and the use of the college sports facilities will be encourage as 'shared use' facilities where appropriate. Development of an all-weather sports pitch on Priory Road will be encouraged and supported.

The Council will give support in principle to an expansion of transport infrastructure especially bus services to meet student need and this will be encouraged where appropriate.

Q11. Do you support the above Policy for Education within Dudley Town Centre? Do you feel there is anything about the Policy which should be changed or added?

10. Leisure and Tourism

10.1 The Dudley Castle, together with Dudley Zoo, the Black Country Living Museum and the Canal Trust, Dudley Museum, Art Gallery and Town Hall, ensure a wide range of leisure and tourist attractions within and around the town. The castle, the limestone promontory on which it sits, the paleontological interest and the rich industrial heritage have provided the foundation of unique tourism attractions in the immediate vicinity of the town centre. The Wrens Nest, Seven Sisters, the Castle and nearby Black Country Living Museum have ensured that the town's profile as a tourist destination is enhanced. Regional awareness and the perception of Dudley as a high quality leisure and tourism destination is beginning to gather momentum but this needs to be bolstered and improved by ensuring that the infrastructure is put in place to support Dudley's leisure and tourism functions.



Figure 14. Black Country Living Museum

Visitor Attractions

10.2 Ensuring that adequate and appropriate infrastructure is in place is an imperative part of the £10m Castle Hill redevelopment scheme which has been backed by around £4.5m of European funding. The aspiration is for the zoo, museum and canal trust to be better linked to propel the number of people visiting the town towards one million per year. The project involves land between Dudley Zoo and Castle, the Black Country Living Museum and Dudley Canal Trust being redeveloped to create a new 600-space visitor car park and a recreational route linking all the attractions.

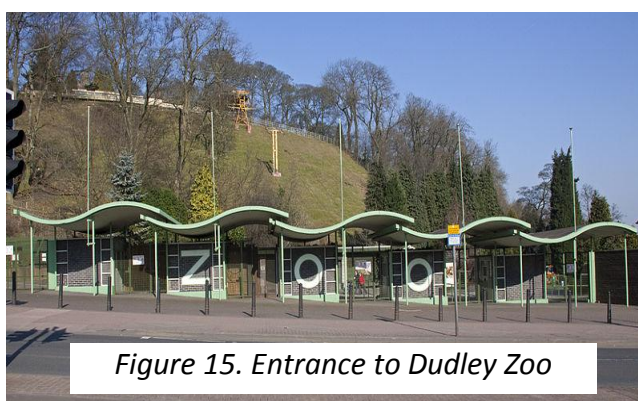
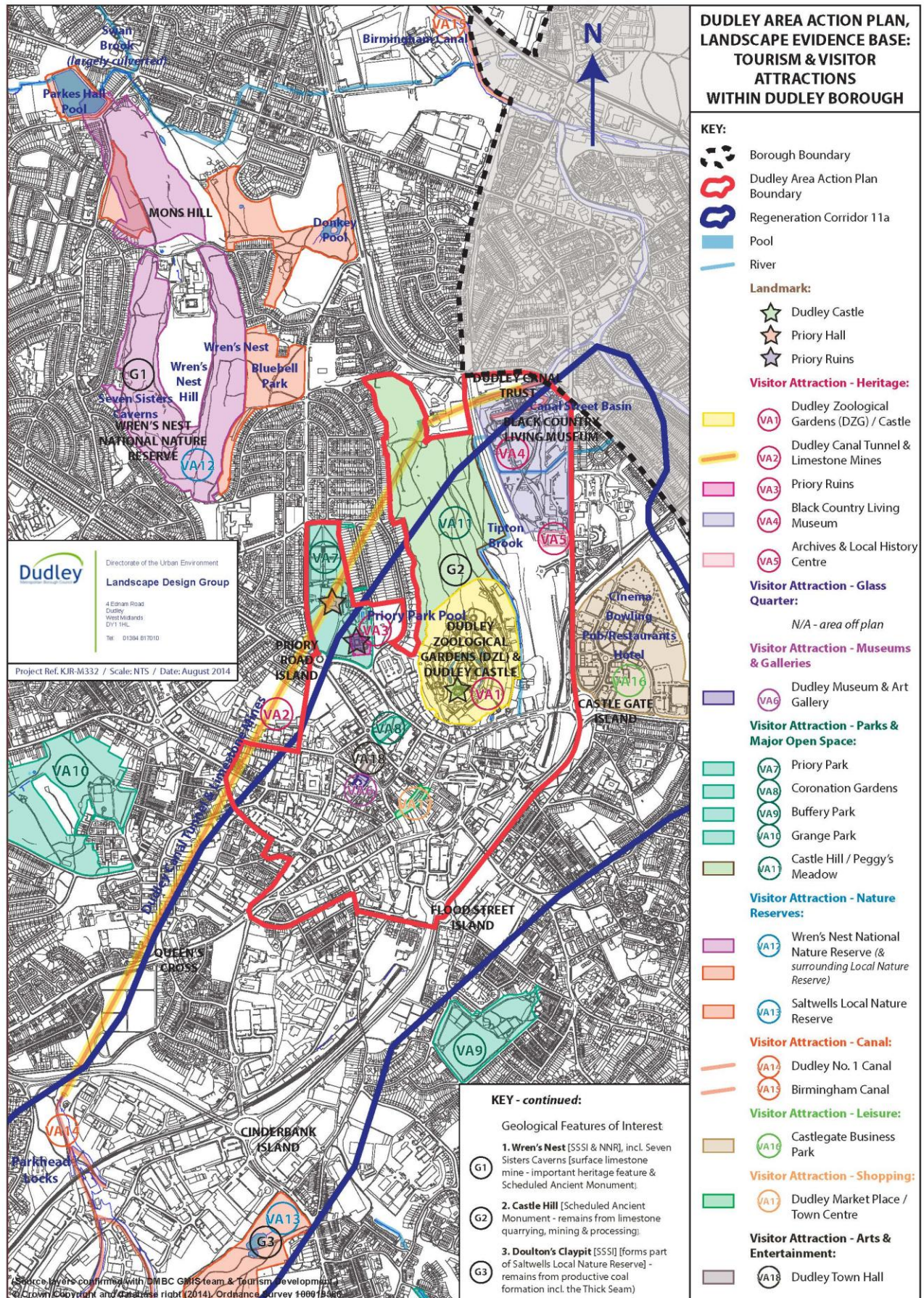


Figure 15. Entrance to Dudley Zoo



Plan 4. Tourism and Visitor Attractions within Dudley Borough

10.3 Other developments will include a new staffed visitor hub providing people with information on the three sites and a new entrance for the zoo with new seating and paving to improve the public realm and make the whole area more interesting and inviting. New signs, seats and message boards will be placed on roads around Castle Hill as part of the scheme. Although the castle provides a stunning backdrop for all that goes on in the town, stronger physical links are needed into the town centre to encourage linked trips to the centre from the major tourist and leisure attractions. Currently, there is not much incentive for people to visit the town centre once they have visited the attractions, however there is intention as part of the wider redevelopment project to create a link to the town centre via a new exit from the Zoo which will be located adjacent to the public house at the top of Castle Hill.

10.4 With the refurbished market place and renewed public realm at this far end of the High Street, this should begin to encourage more visitors into the town as a linked trip with the visitor attractions. Additionally, when the bus station is refurbished and investment in the retail offer within the town is implemented, this will further encourage linked trips from this north-eastern area of the town centre and will help establish links to the wider national transport network. There are also aspirations to have events in the town centre such as street entertainment and food markets which would further act as an incentive to encourage visitors from the attractions into the town centre.

10.5 An additional aspiration for the regeneration of the tourism role for this area would be for a Black Country Steam Project at the museum which would bring historical items of industrial machinery back into working use. However, this scheme is still in its early stages.

10.6 There is potential for the town centre to function as a 'hub' for tourist attractions. The creation of a facility that provides information, orientation and showcases what the area has to offer to visitors would meet this need. Ideally the facility would be within a building or space that is in an attraction in its own right and can be marketed as the 'front door' to the Black Country. There is currently a Tourist Information Point inside Dudley Museum and Art Gallery which provides a range of visitor attraction leaflets and the intention is to further enhance this by creating a computer area with access to the Discover Dudley website. However, this will be inadequate to serve the town centre especially when the redevelopment projects have been implemented and therefore a separate building acting as a Visitor information Centre in its own right would be preferable. A suitable location for this could be near the newly refurbished bus station in the future.

Evening Economy

10.7 Within the town centre, beyond the castle, tourism and leisure provision is limited, particularly in terms of the range of evening economy activities (restaurants, cafes, bars,

clubs and entertainment venues) and health and fitness provision. New development of this type would be encouraged in the town centre. Market appraisal suggests that there is limited scope for new large scale leisure/evening economy uses (such as a cinema or bowling alley) to underpin redevelopment within the town centre but there is recognition that smaller scale activities are an important component of the mixed use - urban living experience and should be brought forward with or in tandem with retail and residential led schemes.

10.8 This aspiration is already being implemented with the former fire station set to be transformed into a new bar and restaurant as a result of a £900,000 refurbishment. The building – 23 Priory Street – was last used as Carver’s Café and is being refurbished as part of a new project funded by The Heritage Lottery Fund (HLF) and the Council. Work on the building includes the reinstatement of a number of key architectural and heritage features, including the original fire station frontage, which will see the removal of the 70s shop front and the reconstruction of the fire station doors, creating direct access onto Priory Street. After the building is refurbished, it will open as a bar / restaurant and is due to be complete by Spring 2015 thereby helping to bolster the evening time economy and to tie in with the other regeneration projects across the town.

10.9 The fire station was constructed in 1892 and remained operational until 1939, when a new police head quarters and fire station was built in Tower Street. From the 1940s onwards the former fire station was used as a variety of purposes including a club for the RAF, Payne’s shoe shop and then Carver’s Cafe. The site, which is of archaeological significance, was once occupied by Dudley Flint Glass works and was originally constructed around 1770. The remains of the previous glass works lie beneath Stone Street Square and as part of the major refurbishment, the foundations will be exposed with lighting and viewable through a glass floor.

Policy 12 – Leisure and Tourism

Physical linkages between the town centre and the Castle Hill Development Opportunity site will be maximised. As the castle mound provides the single most important statement about the history and character of the town, the design of any new development must protect, conserve and enhance its qualities. The range of uses at the zoo/castle should be complementary to those that already exist within the core of the town centre and should not undermine or draw trade from local business.

Opportunities to contribute to the upgrade and re-siting of a tourism hub (which could include marketing of future town centre events) will be welcomed and encouraged.

Opportunities to enhance the evening time economy should be maximised through redevelopment of A3-A5 uses in appropriate locations and the support of potential new D1 uses such as theatres, cinemas, hotels will be encouraged and supported where appropriate.

The enhancement of further and existing sporting and informal recreational activities within the town centre will be encouraged and supported where appropriate including the improvement of the public realm in and around Inhedge Gardens. Improvement of the public realm in all aspects of the town centre will be a priority to help encourage visitors and business investment.

Q12. Do you support the above Policy Approach for Leisure and Tourism within Dudley Town Centre? Do you feel there is anything about the Policy which should be changed or added?

11. Historic Environment

11.1 The historic importance of Dudley Town Centre is recognised as a major asset in delivering regeneration and enhancing the Town Centre as a tourist destination. Large parts of the AAP area fall within either the Dudley Town Centre Conservation Area or the Castle Hill Conservation Area. There are three Scheduled Ancient Monuments (SAM's) and the Priory Park Registered Park and Garden which too covers a significant part of the AAP area. All proposals therefore will be required to preserve and where appropriate enhance the distinctive local character and architectural interest of the Town Centre. Sensitive intervention to restore, repair and enhance the historic fabric of the town centre is a central plank of the AAP

11.2 The town of Dudley grew up around the foot of the castle and from the early medieval period up to the Civil War, Dudley changed little. In the 17th Century, Dudley saw a steady expansion due to the growth of coal mining and iron working. The largest expansion of Dudley as a settlement is, however mainly attributed to the 18th and 19th centuries during the Black Country's industrial heyday. Throughout this period of rapid expansion, Dudley kept its image as a bustling market town and today the market place is still a busy focal point located at the heart of the town centre.

11.3 The significance of Dudley lies in the survival of both the pattern of medieval streets and 'entries' and key landmarks such as the Castle and Zoo, Dudley Priory, the two town churches (both Grade II* listed) and the remarkable public monuments such as the Grade II* listed drinking fountain located in the centre of the Market Place. These provide the framework for development; care should therefore be taken in designing new development to ensure that the town's historic interest is preserved and enhanced.



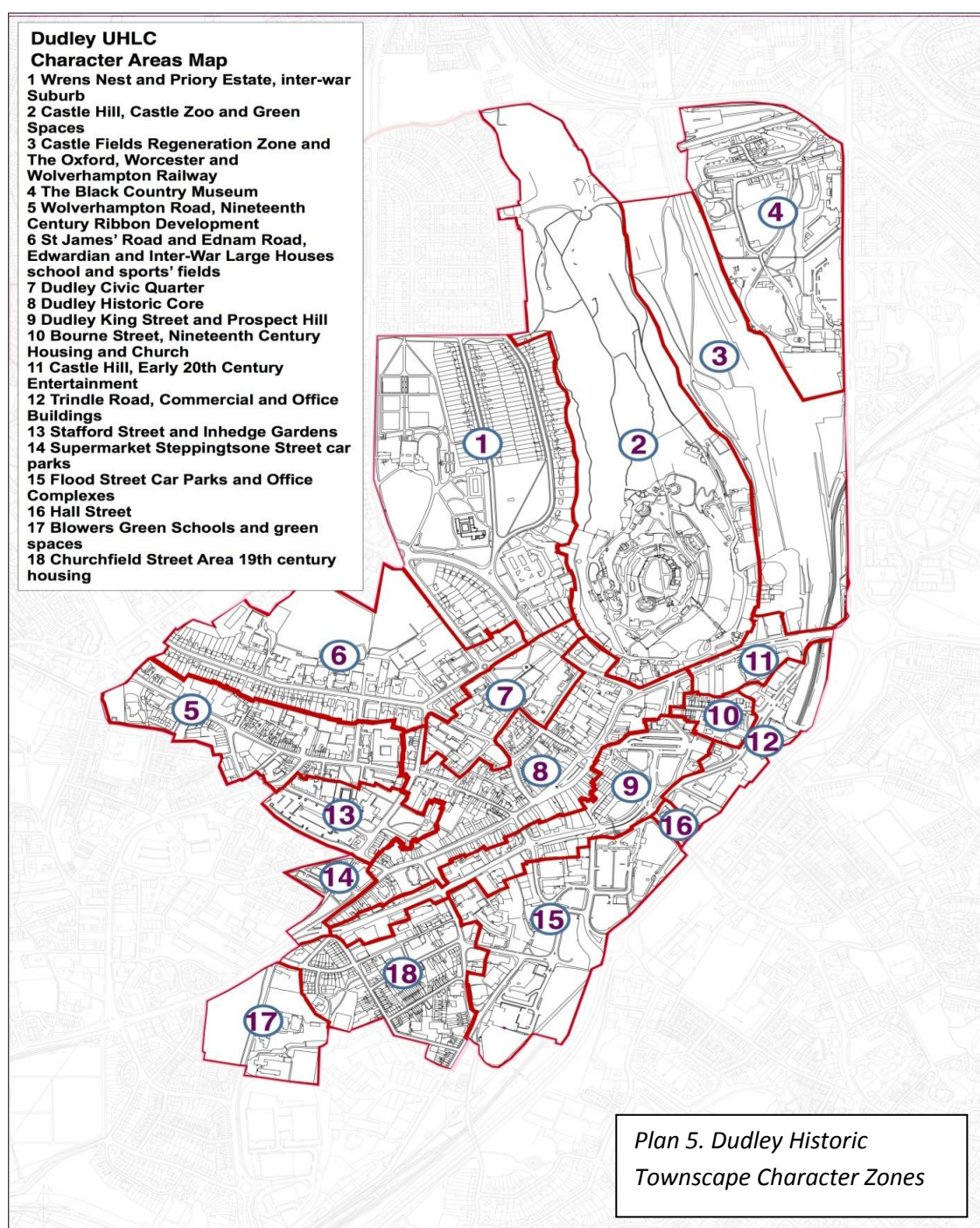
Figure 16. Dudley Castle Aerial View

11.4 Accordingly, the Dudley Urban Historic Landscape Characterisation (UHLC) and Conservation Area Character Appraisals for Castle Hill and Dudley Town Centre have been prepared and provide an up-to-date evidence base for managing the town centre from a historic perspective, and form the basis of the historic environment policy framework. The appraisals provide evidence about those features of the historic environment that contribute positively to the quality of the historic environment. They also identify issues that currently detract from the quality of the historic environment and create a negative sense of place. Opportunities to resolve these issues are identified and addressed throughout the AAP.

Dudley Urban Historic Landscape Characterisation study (UHLC)

11.5 The “Dudley Urban Historic Landscape Characterisation” (UHLC) provides the evidence base to inform an understanding of the Town's historic character. This evidence should be used in considering how new development proposals and the enhancement of existing townscales and landscapes should respect Dudley's Character.

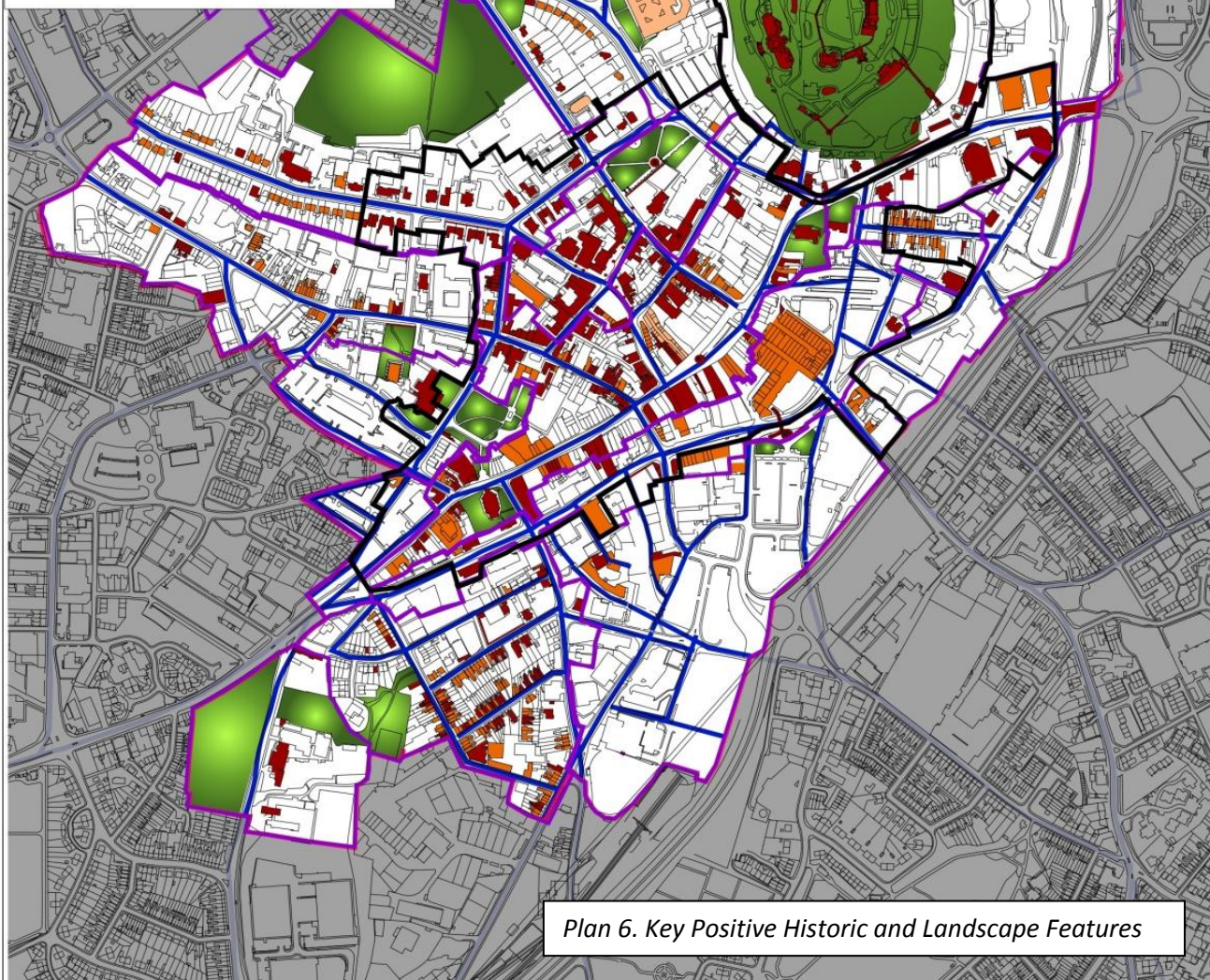
11.6 The boundary of the study area is not contiguous with that for the AAP but spreads wider in order to more fully capture the historic extent of Dudley town and to include its associated hinterland. The study describes the historical development of Dudley and identifies eighteen Historic Townscape Character Zones within the Town Centre and beyond as shown on the Plan below. For each Character Zone individual buildings and spaces have been identified which contribute positively, or otherwise, to local character.



Dudley Town Centre UHLC

Map 5 Key Positive Historic Townscape and Landscape Features

- High Positive Contribution Building
- Medium Positive Contribution Building
- Historic Green Space
- Historic Street pattern
- Historic Woodlands Paths and Possible Mineral Railway Routes
- Missing Section of Historic Woodlands Paths and Possible Light Minealeral Railway Routes
- Surface Remains of Limestone Working
- Conservation Area Boundary



Plan 6. Key Positive Historic and Landscape Features

11.7 Locally significant areas of high historic townscape and landscape value have been identified alongside individual heritage assets of varying significance, including Archaeological Priority Areas (APA). The results of the UHLC will be used to gain a proper appreciation of the historic character of Dudley, thus assisting in positive place making and development which respects and reinforces local character and distinctiveness.



Figure 17. Wolverhampton Street, Dudley

11.8 Where physical evidence of historic character persists in the form of assets that make a positive contribution to local distinctiveness such assets should be conserved and wherever possible enhanced. New development should respect and respond to the positive characteristics of the locality such that local distinctiveness is reinforced in a complementary manner. As with Core Strategy Policy ENV2 'Historic Character and Local Distinctiveness', the aim of these policies in this AAP is to maintain the individual identity and character of Dudley as a whole.

11.9 Areas of High Historic Townscape Value have been identified through the Borough wide UHLC on the periphery of the AAP boundary within residential areas around Priory and Wrens Nest, Churchfield Street, West Dudley, Blowers Green and Kate's Hill. The Borough wide UHLC indicated these areas exhibit a concentration of historic assets that make a positive contribution to local character and distinctiveness. Being located outside the AAP boundary, these areas are protected under policies within the emerging Development Strategy for the Borough, however as these areas represent historic settlement and suburban growth outside the town centre, it is important that routes are enhanced to these areas, connecting with the town centre and new development.

Designated Heritage Assets and Heritage Assets of Local Significance

- Designated Heritage Assets**
Heritage Assets of Local
Significance
- Scheduled Ancient
Monument**
- Listed Buildings**
- Registered Park and Garden**
- Conservation Area**
- Locally Listed Building**
- Area of High Historic
Townscape Value**
- Archaeological Priority Area**
- Designed Landscape of High
Historic Value**
-

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11.10 The following policy aims to ensure that the character and quality of Dudley's historic environment is fully appreciated in terms of its townscape and landscape, individual buildings, plan form and archaeology – and that this is capitalised upon to its best advantage and recognised by the community at large as one of the town's greatest assets.

Policy 13 - Conservation and Enhancement of Local Character and Distinctiveness in Dudley

All development proposals:

- *Should take account of the locally distinctive character of the area in which they are to be sited, including its historic character, and should respect and respond to its positive attributes. Physical assets (buildings, sites or areas together with their settings) whether man made or natural that positively contribute to the local character and distinctiveness of Dudley's landscape and townscape should be retained and wherever possible enhanced and their settings should be respected;*
- *Should be designed so as to reinforce and enhance local distinctiveness, accordingly planning applications will be determined with particular reference to the contents and findings of the Dudley Urban Historic Landscape Characterisation (UHLC).*
- *Should make full reference in Design and Access Statements and Heritage Statements accompanying planning applications to the Dudley (UHLC) and to information held in Dudley Council's Historic Environment Record (HER). By clearly setting out the steps that have been taken to sustain features identified in the UHLC as:*
 - *contributing positively to the quality of the historic environment;*
 - *resolving issues identified in the UHLC for the historic environment, and;*
 - *setting out how development will achieve locally responsive outcomes through either traditional or more contemporary design solutions.*

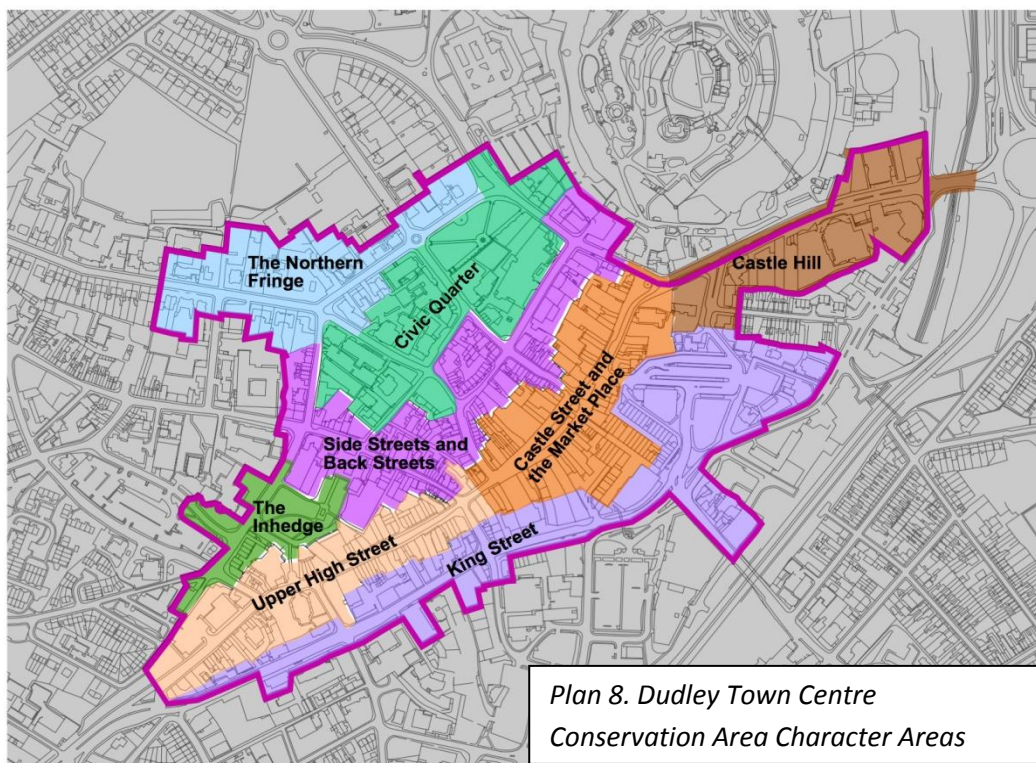
In cases where changes of character or demolition are unavoidable Dudley Council will seek to ensure that provision is made for an appropriate level of archaeological recording to take place prior to the alteration of the features concerned.

Dudley Town Centre Conservation Area

11.11 The Dudley Town Centre was designated as a Conservation Area in 2005 following extensive public consultation on the Conservation Area Character Appraisal. In 2006 a Conservation Area Management Plan for Dudley Town Centre was endorsed by Cabinet in support of a HLF Stage 2 bid for a Townscape Heritage Initiative scheme (THI) for the Dudley Town Centre Conservation Area, the bid was successful and the THI has been in operation since 2008. The THI has seen the delivery of a number of schemes that in combination with other strategic regeneration initiatives, such as the public realm work in Stone Street, Castle Street and the Market Place plus the work undertaken by Dudley College with the creation of the dedicated town centre campus, have collectively led to a demonstrable improvement in the quality of the Town Centre Conservation Area. There is however elements within the Conservation Area that do not preserve or enhance the character and

appearance of the Conservation Area as has been identified in the Conservation Area Character Appraisal.

11.12 To inform the preparation of the AAP, the 2004 Conservation Area Appraisal for Dudley Town Centre has been re-appraised and up-dated in parallel with the Historic Landscape Characterisation work. The 2014 Dudley Town Centre Conservation Area Appraisal sets out the historic development of the Conservation Area and highlights those elements of the built or natural environment that contribute to its character and appearance it also sets out the issues that currently negatively impact the significance of the Conservation Area and need to be addressed. The Appraisal identifies eight various character areas, each with their own individual and definable character which collectively create a sense of place within the Dudley Town Centre Conservation Area. The boundaries of these character areas are shown below.



11.13 The Town Centre Conservation Area reflects the medieval extent of the town and also includes the market place and the 18th and 19th century expansion to the north including the civic quarter and St James's Road and Ednam Road high quality housing. The relationship with the castle can still be appreciated in views from the town centre, although addressing connectivity between the two is a key objective of the AAP. Buildings range in date from 18th century to the present day; they vary widely in style. Located throughout the Dudley Town Centre Conservation Area there are a number of statutorily listed, locally listed buildings and non-listed historic buildings. It is important to note that beyond the Conservation Area boundary, there are also a wealth of historic buildings that also positively contribute to the character and appearance of the town.

11.14 The purpose of this policy is to ensure that all proposals within the Dudley Town Centre Conservation Area enhance the distinctive local character and architectural and historic interest of the Town Centre, including buildings, character areas, open spaces and public realm.

Policy 14 – Dudley Town Centre Conservation Area

In fulfilment of Dudley Council's statutory duty to pay special regard to the desirability of preserving or enhancing the conservation area's character or appearance, planning applications will be determined with particular reference to the contents and findings of the Dudley Town Centre Conservation Area Appraisal.

Proposals for the demolition or inappropriate alteration or extension of buildings in the Dudley Town Centre Conservation Area; or proposals for works which would be detrimental to its character or setting; and proposals which could prejudice views into or out of the Conservation Area will be resisted. Priority will always be given to the retention and enhancement of buildings of heritage value identified in the Conservation Area Appraisal.

Proposals to develop or redevelop sites and convert buildings to new uses will be required to preserve or enhance the character or appearance of the Conservation Area and contribute positively to the wider regeneration of Dudley.

All proposals within the Dudley Town Centre Conservation Area will be required and where appropriate to enhance the distinctive local character and architectural and historic interest of the Town Centre, including buildings, character areas, open spaces and public realm by:-

- *Encouraging the reinstatement of lost architectural detail;*
- *Seeking a high quality of design in new development;*
- *Seeking a high quality of design in works to the public realm; and*
- *Seeking a high quality of design in works to new shopfronts.*

The Council will encourage new development where it will reinforce historic townscape character by:

- *Maintaining viability through effective reuse of historic buildings, particularly vacant upper floors;*
- *Removing buildings that have a negative impact on the area;*
- *Providing sensitive infilling that respects prevailing height, form, building line, plot rhythm, proportions and fenestration;*
- *Removing poorly designed shopfronts, outdoor advertisements and signage;*
- *Making use of traditional building materials or complementary new materials that contribute positively to local distinctiveness;*
- *The historic views and vistas identified in the appraisal will be retained, enhanced and restored; and*
- *Advertising and signage proposals will be expected to respect the character and appearance of the Conservation Area in terms of siting, size, number, materials, colours and illumination.*

Q13. Do you think this policy is suitable to safeguard and enhance the architectural and historic interest of the Dudley Town Centre Conservation Area?

Castle Hill Conservation Area

11.15 Castle Hill Conservation Area is an important combination of historical, archaeological, geological, ecological, landscape, tourist and leisure value. It is a green area of open space and woodland stretching north-south and it is located upon a large outcrop of Wenlock limestone deposited in the Silurian Period, it is a prominent geomorphological feature and icon of Dudley and the borough. The north of the Castle Hill is woodland which contains rock face exposures and ravines and it provides a potentially valuable recreational resource as well as evidence of the Earl of Dudley's network of carriage drives developed over the earlier mineral railways associated with the late 18th century limestone workings. It is the starting point for the borough's 'Limestone way' which starts at Castle Hill and runs to Wren's Nest and Sedgley Beacon and it is where Dudley Canal Trust provides access to the 18th century canal system which runs under Castle Hill.

11.16 The imposing ruins and earthworks of the medieval Castle, a scheduled ancient monument and Grade I listed structure, dominate the southern end of the hill which is surrounded by the landscape and buildings of Dudley Zoological Gardens (DZG) which contains the listed collection of early 20th Zoo buildings by the Tecton Partnership which currently have World Monument Fund Status. The geological interest of Castle Hill is internationally renowned and there is a unique legacy of a well-preserved limestone quarrying landscape of national significance, designated a scheduled ancient monument in 2004, displaying evidence of both surface and underground limestone working with associated canals, limekilns, caverns and other structures dating from the late medieval period throughout the Industrial Revolution until the modern era. In addition the hill possesses a wealth of important ecological features.

Castle Hill Conservation Area



Conservation area
boundary (red line)



Positive buildings &
structures (dk grey shd)



Limestone trenches &
crown holes (green)



Historic mineral railways/
carriage drives (orange)



Missing historic mineral
railways/carriage drives
(light grey)



Modern path network (purple)



11.17 The Dudley Urban Historic Landscape Characterisation (UHLC) and the Castle Hill Conservation Area Appraisal provides baseline data that in conjunction with the information held in Dudley Council's Historic Environment Record must be used to inform proposals for future development and enhancement. The purpose of the following policy is to ensure the protection and enhancement of the very special and diverse components of Castle Hill so that they can co-exist without detriment to each other.

Policy 15 – Castle Hill Conservation Area

In fulfilment of Dudley Council's statutory duty to pay special regard to the desirability of preserving or enhancing the conservation area's character or appearance, planning applications will be determined with particular reference to the contents and findings of the Castle Hill Conservation Area Appraisal. In particular:

The Council will safeguard and seek to enhance the special architectural, historical, archaeological, geological, and ecological interest and open landscape of the Castle Hill Conservation Area whilst promoting the development of the area as a visitor attraction by:-

- *Ensuring the setting of Dudley Castle (Scheduled Ancient Monument) is not prejudiced and the key views into and out of the Castle Hill Conservation Area are preserved and enhanced;*
- *Encouraging the enhancement of the existing major attractions such as Dudley Castle, Dudley Canal and Caverns, quarried limestone exposures, and the Tecton buildings and Zoo in a way that respects the highly sensitive character and setting of the Conservation Area;*
- *Encouraging the conservation and enhancement of the Castle Hill Woodlands, including developing their potential to be a visitor attraction by supporting improved access to corridors across the hill, footpath signage, interpretation and management of the Castle Hill Woodland and limestone Ravines and the associated 'mineral railway' paths;*
- *Encouraging reconnection of Castle Hill with Dudley Town Centre via Castle Street in a way that will preserve and enhance the character and appearance of both Conservation Areas and reveal the significance of their shared history;*
- *Encouraging provision of enhanced access to the Sharrington Range and gatehouse within the Castle in order that the historical and architectural significance of the castle ruins can be sustained and appreciated and to develop their value as a tourist attraction;*
- *Encouraging the continuation of the repair and architectural reinstatement works to the Tecton buildings and their sympathetic reuse; and*
- *Ensuring the protection of the geological and manmade historic resources such as the Limestone Caverns and encouraging proposals that would enhance these features as visitor attractions whilst respecting the historic, scenic, geological and nature conservation value of them and the Conservation Area.*

Q14. Do you agree with the above policy approach for the Castle Hill Conservation Area?

Identification of Archaeological Priority Areas

11.18 In Dudley, it is considered that the whole 'footprint' of the medieval planned town should be considered to be an Archaeological Priority Area (APA), in addition to some specific sites associated with the glass industry such as the 18th century remains of the cone belonging to the former Dudley Flint Glass Works, now located below Stone Street Square.

11.19 The town centre has a high potential for the presence of significant archaeological remains dating from its medieval origins in the 12th century right through its development during medieval and early modern periods to its growth and expansion during the Industrial revolution. The archaeological potential of Dudley is well recorded and the significance of Dudley in the context of regional archaeological research is acknowledged in the English Heritage sponsored document 'West Midlands Regional Research Framework' as well as it being heavily referenced in various national publications such as 'Medieval Archaeology'.

11.20 Dudley Council's Historic Environment Record (HER) records sites in the AAP area as having high potential for the survival of archaeological remains of regional or national importance but have yet to be designated. Dudley Council will consider the preservation of such archaeological remains when assessing applications for new development, as well as identifying opportunities to make greater use of the archaeological resource in sustaining the area's character and distinctiveness.

11.21 The potential importance of such archaeologically sensitive areas is recognised through the 'Archaeological Priority Areas' (APA), as shown on the Heritage Assets Map. Other areas of high archaeological potential may also be identified over the life of this AAP which will be subject to the same policy.

Policy 16 – Archaeological Priority Areas (APA)

Archaeological Priority Areas have been identified in the Dudley Urban Historic Landscape Characterisation (UHLC) and they have been further described in the Conservation Area Appraisal's for Dudley Town Centre and Castle Hill. In respect of these and any other areas of potential archaeological significance that may be identified in the Dudley Council Historic Environment Record (HER) through the life of the plan, Dudley Council will:

- Require developers as part of any planning application to provide adequate information to allow the full and proper consideration of the impact of the proposed development on archaeological remains through desk top archaeological appraisal and as Dudley Council deem appropriate subsequent physical site evaluation/excavation, building recording;*
- Resist development that would have a damaging impact upon significant archaeological remains and where potentially negative impacts have been identified expect developers to devise and put forward for agreement suitable measures designed to mitigate such impact in order to preserve buildings, structures or buried deposits in situ;*

- *Where preservation in situ would be unreasonable seek to ensure that provision is made for an appropriate level of archaeological investigation and recording of any building, structure or buried deposit of interest prior to the commencement of development, site clearance or infrastructure works and for appropriate publication of the results; and*
- *Encourage development that reveals the area's history and character through interpretation of archaeological remains either through the design of the development or the use of public art.*

Q15. Do you support the above policy approach regarding Archaeological Priority Areas?

12. Transport, Access and Movement

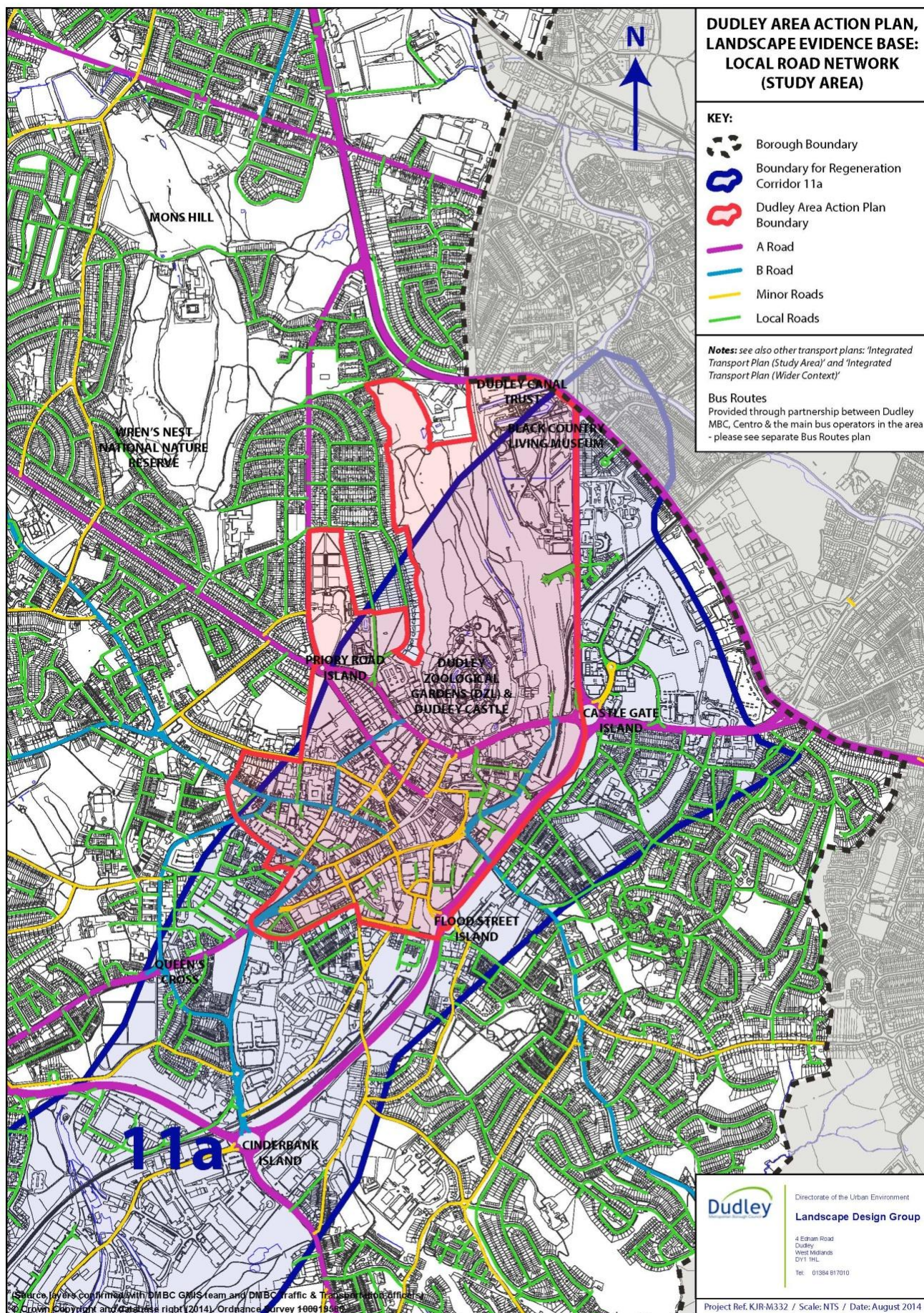
12.1 Ease of movement with an attractive, people friendly environment is essential if the vision for Dudley Town Centre is to be achieved. The town centre must continue to provide the necessary supporting services and infrastructure, including public transport facilities, walking and cycling infrastructure and publicly available car parks.

12.2 Dudley sits at the heart of the Black Country. Improving capacity and access to the motorway network from the important tourism, commercial, industrial and employment areas in Dudley via the strategic highway network corridors to the M5/M6 motorway junctions is vital to help increase investment and regeneration in and around Dudley Town Centre. Maintaining and improving the efficiency of the local road network will benefit commuters, visitors and public transport users by reducing congestion and providing more reliable journey times into and out of Dudley.

Policy 17 - Access and Movement

- *All development must ensure that appropriate levels of access are provided for all modes of transport;*
- *Development should ensure that:*
 - a) *Streets link up and layouts are designed to encourage safe walking, cycling, use by people with disabilities;*
 - b) *Direct, convenient and safe access is provided for pedestrians, cyclists and people with disabilities;*
 - c) *All development and townscape and landscape enhancements should seek to incorporate measures for the ease of access of everybody. This is particularly to ensure unhindered movement for everybody to and within Dudley Town Centre. Proposals should be in accordance with Dudley Council's Access for All Supplementary Planning Document, and are required to incorporate an Access Statement that shows how the principles of inclusive design have been integrated;*
 - d) *In some instances a proposal may have substantial benefits to the wider local community but may not be able to achieve full accessibility due to heritage assets status, and therefore a considered approach may be adopted;*

Q16. Do you support the above policy approach regarding Access and Movement?



Plan 10. Dudley Area Action Plan, Local Road Network

The Highway Network

12.3 The existing street pattern established over many years contains an extensive series of primary and secondary thoroughfares, integrating the key activities of the town centre. In terms of vehicular movement, the Dudley Southern Bypass and the A4123 Birmingham New Road are the major strategic routes that provide access to the Town Centre from the south and the east. A number of peripheral roads serve through traffic to/from the north and northwest of the Town, including Wellington Road, Stafford Street, Wolverhampton Street, The Parade, The Broadway and Castle Hill. Dudley Council will continue to manage and develop the highway network to improve access to the Town Centre whilst at the same time discouraging the inappropriate use of roads within the AAP boundary for through traffic. The potential introduction of a 20mph zone covering the core of the Town Centre would assist in discouraging through traffic whilst at the same time providing the opportunity to create an improved and safer environment for pedestrians and cyclists.

12.4 The Strategic Highway Network within Dudley has significant traffic congestion along the A459 Castle Hill, A4037 Tipton Road, A4123, and the A461 particularly at Castlegate and Cinderbank Roundabouts which are significantly congested and over capacity during peak hours and as such act as barriers preventing growth.

12.5 In essence, improvements to such strategic junctions within the highway network will help support economic development and regeneration of key employment areas and connectivity to regional and international gateways. This builds on the recently completed major schemes programme, which includes significant investment in Dudley Southern Bypass and the Burnt Tree Highway Improvement.

12.6 The Black Country Local Enterprise Partnership (LEP) has set out clear visions and a mandate for growth to build on the strengths and successes of the Black Country. One of the visions of the Black country LEP is *“A transport revolution will have taken place with our bus, Metro, rail and road networks making it easy to move around the Black Country, into Birmingham and the rest of the City Region”*

12.7 By unlocking the congested network within and around Dudley Town Centre, a clear target of the LEP will be achieved by improving the road network to make it easier not only for access to and from Dudley making it a more inviting area for investment, but also to move between Black Country strategic centres and the national motorway network via M5 Junction 2 and M6 Junction 10.

Policy 18 - Managing and Developing the Highway Network in the Town Centre

Dudley Council will continue to maintain and improve access in and around the Town Centre and safeguard the existing highway network as appropriate.

Q17. Do you support the above policy approach regarding the Highway Network in the town centre?

Public Transport

12.8 Dudley is a significant centre in the Black Country for a range of shopping, leisure, tourism and employment opportunities but further growth requires improvements to public transport interchange and facilities. Improved public transport facilities in and around the Town Centre will positively encourage the use of public transport as a means to access Dudley and the wider area.

12.9 Bus travel into the Town Centre is extensive and currently the only mode of public transport for shoppers, workers and visitors. The existing Bus Station is one of the busiest in the West Midlands, with 19 stands conveniently located adjoining the primary shopping area alongside Fisher Street. The current facilities at Dudley Bus Station were implemented in 1987 and as such are now tired and substandard. The bus station is in need of renovation/redevelopment to improve the customer experience, improve operational efficiency, and provide a high quality, modern gateway into Dudley Town Centre.

12.10 Centro, the Passenger Transport Executive (PTE) for the West Midlands are considering their options for the improvement of the Bus Station. Dudley Bus Station is located on Fisher Street in Dudley Town Centre, the current facilities were opened in 1987 and are now in need of a complete renewal to provide a quality and modern gateway into Dudley Town Centre. Outline planning permission has been granted for access improvements into the bus station. The West Midlands Local Transport Plan (WMLTP) highlights the importance of Dudley Town Centre and the benefits achieved through redevelopment of the bus station.

Centro's objectives for the bus station redevelopment scheme will aim:

- To provide an improved quality bus station facility, improving the passenger experience, increasing patronage and multi modal shift.
- To create a safer environment for bus operators and passengers minimise passenger and vehicle conflict, enhancing walking routes to and from the bus station and surrounding town centre provisions in partnership with the Council.
- Provide sufficient overall operational capacity, including room for growth, improving sustainable transport facilities within Dudley town centre.
- To safeguard and improve bus access to the station, providing improved connectivity and transport networks within the town centre.

This scheme is one of a package of measures which has been submitted to The Black Country Local Enterprise Partnership Strategic Transport Board.

12.11 Midland Metro would have a key role in enhancing the accessibility for people travelling to and from Dudley Town Centre. In Dudley borough, the proposed Metro line provides a link from Castle Hill up into the Town Centre, adjacent to the bus station. The route then continues at street level along King Street and down Flood Street, and then continues west towards Brierley Hill.

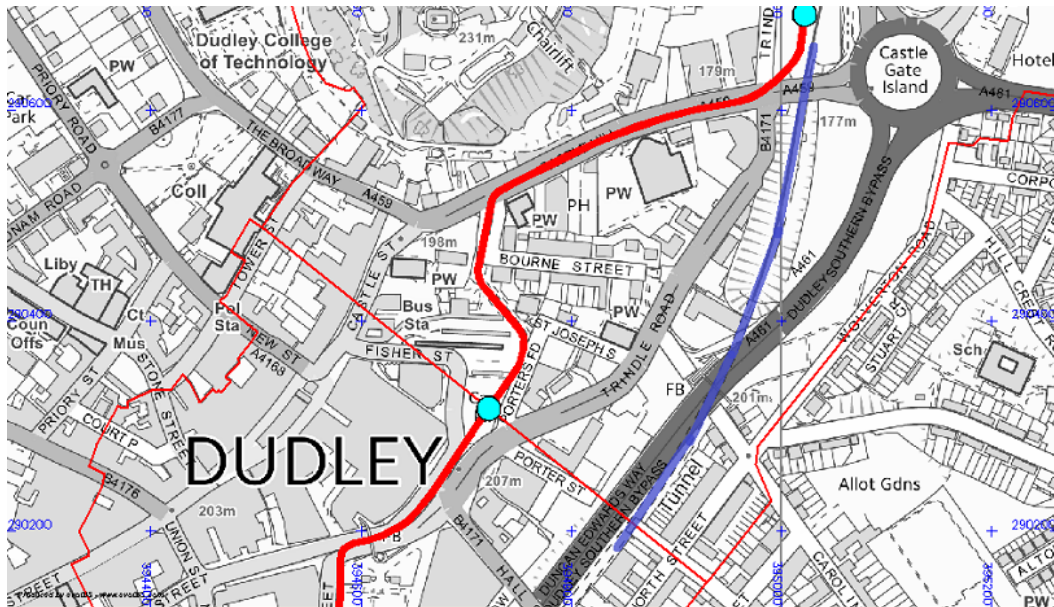
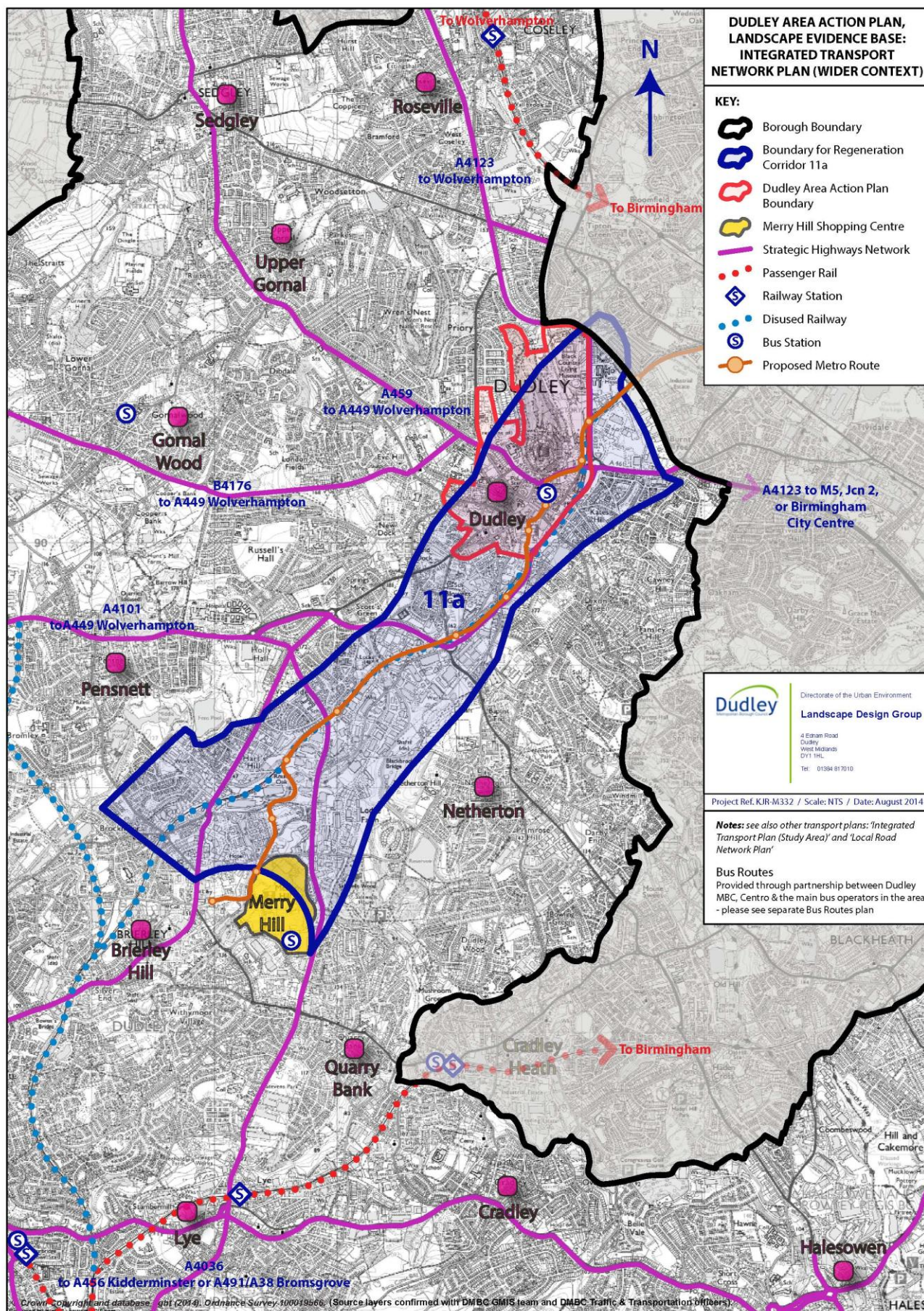


Figure 18. Dudley town centre safeguarded Metro route.

12.12 Currently Dudley Town Centre has no direct access to the national rail network with Dudley Port Station being approximately 2 miles away. However, the existing freight line track infrastructure to the southeast of the Town Centre provides the opportunity to introduce a potential very light rail service from the Castle Hill site to Dudley Port and possibly on to Wednesbury, whereby rail access to Birmingham and the wider national rail network would be made possible directly from the town centre. This could provide an alternative to Metro should it prove undeliverable. Dudley MBC would be working in partnership with Centro to assist in the delivery of any public transport improvements in the locality.



Plan 11. Dudley Area Action Plan, Integrated Transport Network (wider context)

Policy 19 - Public Transport

Dudley Council will continue to work with its partners Centro, (West Midlands Passenger Transport Executive) and Bus Operators to safeguard existing public transport provision as appropriate. In particular:

- *The route of the Wednesbury to Brierley Hill Midland Metro Extension will be safeguarded to provide long term connectivity across the Black Country.*

The Midland Metro will have a key role in enhancing the accessibility for people travelling to and from Dudley town centre. In Dudley borough, the proposed Metro line provides a link from Castle Hill up into the Dudley Town Centre, adjacent to the bus station. The route then continues at street level along King Street and down Flood Street, and then continues west towards Brierley Hill. The relevant Development Opportunity Sites will need to accommodate proposed future Metro stops in the town centre.

- *Dudley Council will continue to support appropriate improvements to the public transport network in and around Dudley Town Centre, in particular connectivity to the national rail network and the proposed Centro Bus Station Redevelopment Scheme – Fisher Street.*

Providing a well connected modern bus station /interchange facility within the existing footprint to serve the town is vital and will be fundamental in facilitating wider regeneration. The scheme will provide a central gateway into Dudley, linking existing and new housing areas with employment, retail, leisure and education destinations to other Strategic Centres in the Black Country, as well as Birmingham City Centre.

Q18. Do you support the above policy approach regarding Public Transport?

Pedestrian Movement

12.13 Good pedestrian access both into and within the town centre is vital to support sustainable growth in Dudley. Improved accessibility for pedestrians, people with disabilities and public transport users will be particularly important. The potential introduction of a 20mph zone covering the retail core of the Town Centre would provide a safer and enhanced environment for pedestrians. Furthermore, complimentary traffic management measures, including improved pedestrian crossing facilities along primary thoroughfares would be incorporated into the 20mph zone scheme.

12.14 Any infrastructure measures would be carefully designed to cater for the needs of disabled users including the visually impaired. Improved pedestrian signage is also considered important to support and encourage pedestrian movement between key destinations within and around the Town Centre. Improved signage/ way marking

throughout the town is a key element to support pedestrian movement and will build on the principles adopted within the Market Place regeneration scheme.

Cycling

12.15 Dudley Town Centre sits alongside the Sustrans National Cycle Network (NCN) Route 54, which links to Brierley Hill and Stourbridge to the southwest and NCN Route 81 to the northeast. NCN 81 links to both Coseley and Wolverhampton to the north and Birmingham to the south. In the Dudley central area the route of NCN54 is not currently well established, and it is therefore proposed to consider the most suitable route that will both clearly define the route of the NCN and also provide good access directly into the Town Centre.

12.16 In addition the development of a network of arterial cycle routes linking into the surrounding residential catchment areas and other local destinations will be important to support the promotion of sustainable travel choices whilst also supporting healthy lifestyles.

12.17 Related to this, there is a need to provide complementary facilities for cyclists, such as secure parking areas with cycle stands, particularly adjoining interchange facilities and other key destinations within the Town Centre.

Policy 20 - Walking and Cycling

The Council will safeguard existing walking and cycle facilities and give in principle support to any proposed walking and cycling infrastructure including cycle parking in and around Dudley Town Centre.

Development should:

- *Consider the impact of access for all modes of transport in the town centre;*
- *Help to increase the provision of convenient, secure parking for cycles;*
- *Ensure good surveillance of cycle parking areas;*
- *Improve the environment for pedestrians, people with disabilities and cyclists which may include traffic calming, lower speed zones and better crossing facilities.*

Q19. Do you support the above policy approach regarding walking and cycling?

Car Parking

12.18 Town centres are considered the most sustainable locations for mixed use development where you would expect synergy between multiple activities taking place in close proximity (linked trips). Whilst good quality and alternative modes of sustainable transport are important, the adequate provision of publicly available car parking is also crucial to support the vitality of the Town Centre.

12.19 The quantum of town centre parking should reflect demand taking account of linked activities within the centre with a reserve to address peak activities. The most recent publicly available car park occupancy surveys (Sept 2014) indicates there is a current total reserve capacity of 56% with 905 spaces available out of a total of 1605 spaces provided.

12.20 This clearly demonstrates that overall there is currently adequate levels of publically available parking in the Town Centre. However the majority of spare capacity, particularly for long stay spaces is in the south of the centre around the Flood Street area, with a shortfall around the civic quarter to the north of the centre. To assist in addressing this imbalance the Council are investigating the provision of additional parking capacity in the Tower Street area to the north of the centre.

12.21 New developments will have to demonstrate the need or otherwise for additional parking facilities. Wherever possible parking should be conveniently located in order to reduce town centre traffic movements and facilitate access to the classified highway network. Servicing and operational requirements are dealt with in existing supplementary guidance.

12.22 Overall Car parking will be driven by 3 key factors:

- Existing demand variables affected by various policies such as price, charging regime, time restrictions, and free on-street spaces.
- Future development and whether the trip is single or linked
- Location of existing car parking

12.23 Any opportunity sites and land development that takes place in the future will need to consider these three factors along with relevant planning guidance that will assist in determining its car parking requirements. Not only will the proposed development need to cater for its own needs but also cater for any displaced parking or removal of parking that facilitates the development.

Policy 21 – Car Parking

Building on the wider transport policies for the borough and West Midlands as defined in the Black Country Joint Core Strategy and as promoted through the West Midlands Local Transport Plan our policy is to ensure the availability of both long and short stay parking to support the vitality and regeneration of Dudley Town Centre. However, this is caveated by the wider policy requirements to encourage the use of sustainable transport wherever practicable.

Dudley Council's latest adopted 'Parking Standards supplementary planning document – Review' applies to all new development proposals coming forward within the Dudley AAP area.

Q20. Do you support the above policy approach regarding Car Parking?

13. Landscape, Green Infrastructure & Nature Conservation

13.1 Landscape encompasses the whole of our external environment within Dudley town centre as well as the wider borough and its other centres and green spaces in-between. The nature and pattern of buildings, streets, open spaces, vegetation and trees, and their inter-relationships within the built environment are important parts of our landscape heritage. It is important to recognise individual landscape elements within the overall landscape in the Dudley AAP study area and its immediate environs. Each contributes different characters in the wider environment, often with complex and dynamic inter-relationships of people, place and nature.

Geology, Views and Vistas

13.2 The Black Country Historic Landscape Characterisation Report identifies Regeneration Corridor 11a within which the DAAP sits, as 'Dudley North Character Area' and notes:

- The limestone ridge running from Sedgley southeast towards Dudley town centre
- The visual dominance of the ridge and its elevated position
- The inclusion within the ridge of large areas of open and wooded landscapes, e.g. Castle Hill and Wrens Nest Nature Reserve and Mons Hill, much of which is reclaimed from earlier quarried landscapes.
- Extensive views from the elevated position of the ridge to the whole area and forming a dominant skyline with significant landmarks eg Dudley Castle and Dudley 'Top' Church.

Topography within the Town Centre

13.3 The topography of Dudley has clearly influenced the physical layout and historical development of the town centre. This is described in detail in the Dudley Urban Historic Landscape Characterisation study (UHLC) and in the Conservation Area Character Appraisals for Dudley Town Centre and Castle Hill. The most prominent topographical feature of the town and probably highest is Castle Hill with the ruins of the medieval castle providing orientation for visitors. Another important hill in the town is the Inhedge (on the junction of Stafford Street and Steppingstone Street where there are excellent views across to the Castle). The High Street running North to South provides the main linear feature of the town and is announced at both ends by 'Bottom Church' and 'Top Church' respectively. Another

but less significant high point exists at the eastern edge of the town where views overlook the bus station providing wonderful views across to the Castle.

13.4 Town centre development must recognise key views and vistas to landmark buildings and key features on high ground, in particular Dudley Castle and 'Top' Church as well as various key and historical buildings which form back-drop settings for positive spaces with good public realm for enjoyment and relaxation. The Legibility Plan on Page 19 shows the key views and vistas, explaining the legibility of the town environment for local people and visitors.

13.5 Landscape elements such as trees, hedges, banks and boundary walls form an important part of the street scene and can help to integrate new development into its context. The range and type of landscape features add to and form the character of the town's landscape. The environmental success or failure of a development often owes much to the quality of its landscape setting, including the topography and response of a building to level changes.

13.6 The quality and value of the existing landscape setting and context of the town is therefore important. Development site proposals need to analyse and understand how their current and future setting affects the overall townscape. To add to the sense and uniqueness of place, the selection of hard landscape materials and street furniture should be drawn from local references and colours where appropriate and explained within a development's Landscape Strategy Plan.

Landscape Character and elements found within AAP study area

13.7 The Landscape Character Assessment approach is a process by which the variety and local presence of different landscape elements, are mapped and compared in order to determine the boundary edges where different types of landscape are found to exist.

13.8 The range and type of landscape elements found within the town need to be understood along with their ability to withstand and respond to changes applied to them through development. Each development and project site is different and therefore appropriate site survey, analysis and design principles need to be carried and submitted through the planning application process.

Policy 22 – Landscape, Survey, Analysis and Design Principles

When producing a landscape scheme the following design principles should be adhered to:

All landscape associated with development should be considered as an intrinsic part of the overall design concept and should be considered in detail at the outset. A landscape strategy will be a requirement for all appropriate forms of development, secured where appropriate by the use of conditions.

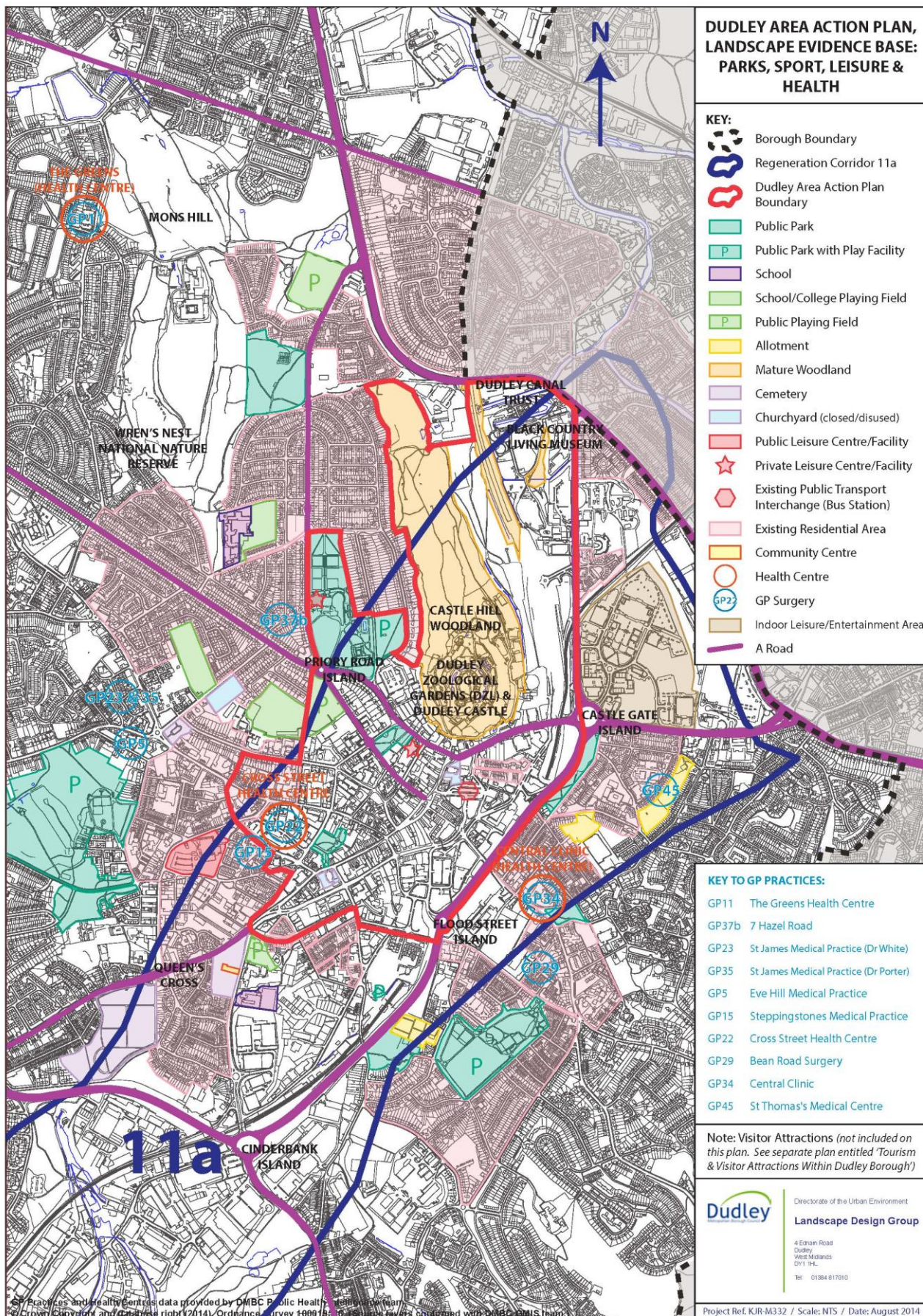
- a. *Surroundings and the site use and function will determine the nature of landscaping for a particular site.*
- b. *It is essential that the landscaping of a site is considered from the outset as an integral part of the design process for the development. This requires that every effort is made to work with all aspects of the existing site including all man made and natural features of significance, which with aspect and orientation will dictate the character, style and form of the development.*
- c. *The Council must be assured that as many of the trees as possible are retained and that proposed buildings are at a sufficient distance to allow them to grow healthily and/or to maturity.*
- d. *It is important to recognise that areas of hard landscaping, including the erection of walls and fences, are considered as part of the overall landscape scheme. The selection of suitable materials also requires careful consideration and should include sympathetic use of both soft landscape elements e.g. trees, shrubs and grass, as well as hard landscaping i.e. paving, steps, etc.*
- e. *Consideration should also be given at the design stage to other relevant factors such as the service runs and drainage so that areas of existing and proposed landscaping and features to be retained can be avoided.*
- f. *It is essential to consider the future maintenance of the landscape scheme at the design stage.*

Q21. Do you support the above policy approach regarding Landscape, Survey, Analysis and Design Principles?

Parks, Open Spaces and Recreation Provision

13.9 Well designed parks and open spaces provide a focus for people to meet and enjoy and play a role in a healthy lifestyle. They can also bring a unique selling point and enhance the image of a place. There is a need to safeguard from loss or harm, existing open space provision and to provide new and missing spaces to create inspiring landscape and public realm projects to provide a positive 'green' image for Dudley Town Centre. The plan below 'Parks, Sport, Leisure and Health' shows their key locations.

13.10 There are three public parks within the DAAP study area, which offer different landscape characteristics. These are, Priory Park, Coronation Gardens and Inhedge Gardens.



Plan 12. Dudley Area Action Plan - Parks, Sport, Leisure and Health

Priory Park

13.11 Priory Park is on the northern edge of the DAAP study area and covers an area of 7.7 hectares (19 acres), and sits 600m from the centre of the town. Priory Park was opened in 1932. It retains most of its original features, notably its most striking feature the medieval Priory of St James, which is designated a Scheduled Ancient Monument and Grade I listed. Priory Hall, Grade II Listed Building is also located within the park, built under the orders of the Earl of Dudley in 1825. The Park was added to the National Register of Parks and Gardens in 2002.

13.12 Dudley Council was awarded £1.8million by the Heritage Lottery Fund to restore Priory Park and its facilities and work began on the restoration in December 2012. The main aim of the restoration was to conserve and enhance the historic landscape, create a park that meets modern-day visitors' needs, and provide a varied range of events and activities. The park restoration work is now complete and the pavilion building, including toilet facilities are now open to the public. In support of the bid a Conservation Management Plan was produced which included a master plan for the park. A management and maintenance plan was also produced which should be referred to in any future development projects at the park.



Figure 19. Priory Park

Coronation Gardens

13.14 Coronation Gardens sit opposite the Council House and adjacent to the Evolve Dudley College Building. The Gardens opened in 1939 and provide an attractive and distinctive formal green space reflecting the civic focus. Located within the centre of the space is the Apollo fountain. Dudley War Memorial is located within the Gardens, adding to the formal quality and character of this key green space close to the heart of the town centre. Coronation Gardens is subject to a current ERDF town centre & landscape restoration project to get the fountain back to working order, repave paths and construct wheel chair ramps where possible. New lighting will also be installed to light up the gardens.



Figure 20. Inhedge Gardens.

Inhedge Gardens

13.15 The Inhedge gardens (also known as Horseley Gardens) formed part of large houses with ancillary buildings, which were joined up as part of Horseley House (demolished 1958) by 1904. The Inhedge Gardens links into the rear of Development Opportunity Site 4 and public realm improvements in this block would greatly enhance this part of the town.

13.16 Both the Coronation and Inhedge Gardens provide meeting spaces and a key entry into the core of the town centre and are both key areas of open space that provide opportunity for enhancement.

Sport and Recreation Provision

13.17 Provision of sports and recreational opportunities play a major part in the health and well being of residents. Existing provision should be protected and new needs and opportunities provided via development which is integrated within green infrastructural links between the town centre and surrounding communities.

13.18 Several representations received at the Issues and Options stage commented that the town had an inadequate leisure and sporting provision offer, especially for young people. The students attending Dudley College suggested that more sports facilities and clubs should be made available, and that the advertising of what is currently on offer should be increased to make visitors and local residents aware of the facilities. Formal indoor public leisure provision is available via Dudley Leisure Centre, located just outside the AAP study area, and the new indoor sports hall on Tower Street constructed as part of Dudley College Evolve Building. It is recognised that the location of the leisure centre needs to have improved linkages to the main areas of activity within the town centre and AAP boundary. The facilities date from the 1970s and the potential of refurbishment within the current site could be explored.

13.19 Currently the only sports public sports pitch within the Area Action Plan Boundary and within walking distance is the football pitch at Priory Park. Priory Park also has a tennis court, and a bowling green which has recently been restored. As part of the improvement of Dudley College's outdoor sports facilities planning permission was granted in 2013 for an all weather outdoor football pitch with associated facilities at the Priory Road playing fields. The pitch is intended to compliment the College's current sports provision which includes two grass football pitches at Castle View (outside the AAP boundary) and the Dudley Evolve indoor sports hall. The all weather pitch will also provide improved sports facilities for Castle High School and much needed community sports facilities.

13.20 The amount, distribution and access to existing play and local park provision in the Dudley AAP boundary is informed by the Dudley MBC Parks and Green Space Strategy' which was adopted in June 2009. In terms of the Dudley AAP plan boundary area it is well served to publicly accessible Natural and Semi-Natural Green Space sites between 20 hectares to 99.9 hectares primarily because of the Castle Hill Woodland Area.

13.21 However, there is an under provision of natural and semi-natural green space sites between 2 hectares to 19.9hectares in the Dudley AAP boundary. For example, some of the green links between historic areas of the town to the east, south east and also the north west of the town, lack amenity green space connections. Amenity Green Space areas are small green areas scattered throughout the urban area which can provide areas for informal recreation and are most commonly found in established residential areas. Within the Dudley AAP study area there will be new housing development as well as conversion of existing commercial buildings to residential use. It will be important to ensure that the quantity and quality of green space provision is maintained and enhanced. The AAP also recognises the importance of strengthening pedestrian and cyclist connections to existing locally-based Suitable Alternative Natural Green Space (SANGS).

13.22 In 2013 The Black Country Authorities submitted a bid to become a European and Global Geopark. A Geopark is an area of territory with outstanding geological heritage and where there is considerable effort to conserve it. It will increase public awareness and appreciation of the Black Country's geodiversity heritage and further promote the sub-region as a tourism destination.

Policy 23 – Open Space

The public open space areas, as shown on the Landscape and Public Realm Map, will be protected, enhanced or created as part of development proposals and other initiatives.

- *Priory Park*
- *Coronation Gardens*
- *Inhedge Gardens*

Other areas of green open space, in private or public ownership, within the AAP plan area will be protected where they provide:

- *An important component of local distinctiveness;*
- *Enhances visual amenity;*
- *A facility for informal recreation, formal sporting recreation or children's play*
- *An area of interest for nature conservation and biodiversity.*

Q22. Do you support the above policy approach regarding Open Space?

13.23 A town's character is greatly influenced by its public realm. 'Public realm' can be defined as all areas that the public have access to including streets, squares and open spaces. It would be beneficial to introduce greenery into the AAP's urban environment and resolve the competing needs of vehicles and pedestrians moving through the town centre. The quality of the public realm encountered, along with signage and legibility for visitors to understand and enjoy is an important part in the role of the town centre.

13.24 Within the town centre the Market Place forms a key central focus and major area of public realm which is currently being renewed through a high quality public realm landscape project. New paving, brand new stalls, canopies, feature lighting, new street furniture, as well as the relocation of the Duncan Edwards statue to a more prominent place at the New Street end of the market, will create a vibrant and attractive space at the heart of the town centre.



Figure 21. Market Place proposals

13.25 New and significant development projects, such as the recent campus buildings of Dudley College have provided quality public realm demonstrating that the landscape and public realm setting is a key aspect to the overall perception and confidence of new and regenerated built form. Stone Street and its connections via Priory Street and St James's Road is a significant public space for Dudley. Wherever there is likely to be a concentration

of people, major public spaces make a vital contribution to the structure of a town centre. Protection and enhancement of key squares and public open spaces within Dudley Town Centre is important to enhance activity and require high quality landscape treatment.

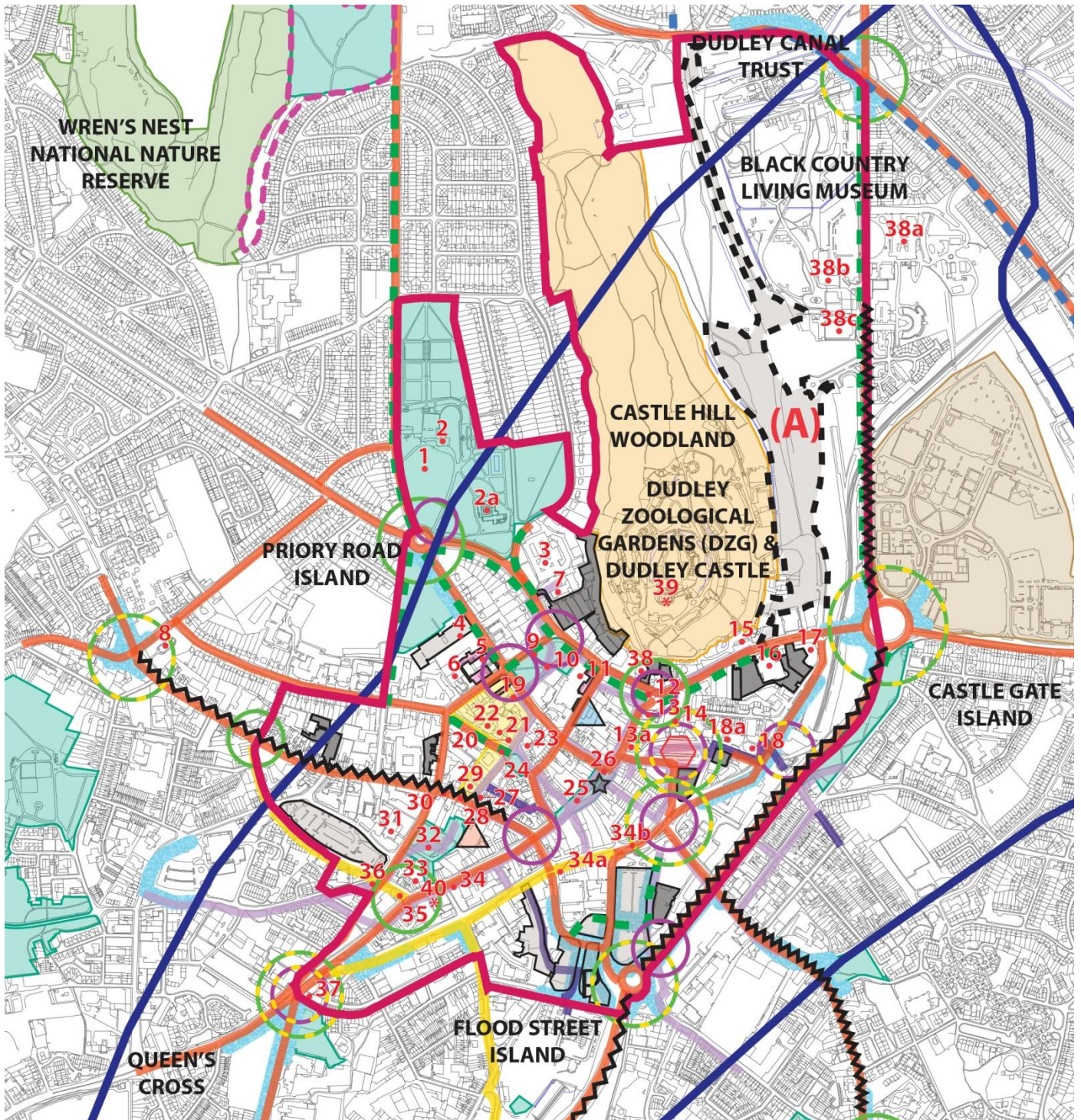
13.26 At Castle Hill, forming the environs of Dudley Castle and Zoo, the public realm is undergoing major investment and improvements. Planning Application P12/1598 was granted permission for the development of a visitor hub building, new visitor parking, works to provide footpath linkages, the diversion of an existing public right of way, installation of public art/realms and associated landscaping. The proposals would form the first phase of a wider project to develop the site in a way that would assist in the development of the visitor economy of the Borough and in particular an expansion in visitor numbers at the Zoological Gardens, The Black Country Living Museum and The Dudley Canal Trust as well as facilitating the development and regeneration of Dudley town centre as a centre for entertainment, leisure and recreation.

Policy 24 - Public Realm

The quality of streets and open spaces will be improved through development or local initiatives having regard to the following measures:

- The provision of high quality hard landscaping, furniture, lighting, signage and art to help create a clear identity for the Town Centre. Strategies could be prepared to coordinate the choice and location of these features.*
- Mature tree planting and other landscaping will assist the 'greening' of the Town Centre and provide multifunctional green links to areas of nature conservation significance.*
- Streets and spaces will be designed so that pedestrians, cyclists and vehicles can mix safely with priority given to pedestrians where possible.*

Q23. Do you support the above policy approach regarding the Public Realm?



Plan 13. Dudley Area Action Plan – Existing Public Realm

DUDLEY AREA ACTION PLAN, LANDSCAPE EVIDENCE BASE: EXISTING PUBLIC REALM

KEY:

	Borough Boundary
	Regeneration Corridor 11a
	Dudley Area Action Plan Boundary
	Streets with Trees (to Edge of Street)
	Strong Movement (Vehicular Route)
	Weaker Movement (Less Used Vehicular Route)
	Existing Public Transport Interchange (Bus Station)
	Renewed Public Realm
	Positive Vehicular Gateway Feature
	Poor Vehicular Gateway Feature
	Public Pay & Display Car Park (Open Surface; Long & Short Stay)
	Private Car Park (Open Surface)
	Open Surface Car Park Adjacent to Dudley Zoological Gardens (Open to the Public, Pay & Display, Controlled Access Times)
	Private Car Park (Police)
	Private Car Park (underground - concealed - Trident Centre)
	Poor Enclosure of the Street (by Built Form or Landscape Structure)
	Poor Streetscene (as you approach Town Centre)
	Significant Positive Local Landmarks
	Significant Positive Strategic Landmarks
	Legible, High Quality, Groups of Buildings
	Positive Pedestrian Gateway Feature
	Negative Pedestrian Gateway Feature
	Pedestrian Flows (Well Used)
	Pedestrian Flows (Less Used)
	Indoor Leisure/Entertainment
	Good Legible Public Spaces
	Significant Woodland at Castle Hill (Controlled Access)
	National Nature Reserve (Public Space)
	Local Nature Reserve (Public Space)

KEY TO LANDMARKS:

Significant Positive Local Landmarks (red dots)

1. Priory Park – Historic park with public art features
2. Priory Hall – Priory Road
- 2a. Priory Ruins (within Priory Park)
3. Dudley College (original campus building) – The Broadway
4. Dudley College new “Advance” campus buildings – Ednam Road
5. Kudos House - former Dispensary – Ednam Road
6. Ashleigh House – Ednam Road/ St James’s Road
7. Dudley College (1990’s building)
8. St James’s Church – The Parade
9. War Memorial – Coronation Gardens
10. Apollo Fountain – Coronation Gardens
11. Dudley College – “Evolve” building / Former Dudley Fire Station – Tower Street
12. Earl of Dudley Statue – Castle Street
13. St Edmund King & Martyr Church – Castle Street
- 13a. Corner Buildings Fisher Street / Castle Street
14. Historic Georgian house – Castle Hill
15. Dudley Zoo & Castle entrance – Tecton structure
16. Former Cinema – Castle Hill
17. Station Hotel – Castle Hill / Trindle Road
18. St Thomas of Canterbury RC Church – Trindle Road
- 18a. Metro Pub – Porters Field
19. Dudley Council Offices – 1920’s complex – Priory Road
20. 1st World War Commemorative Tower & Public Art – Priory Road
21. Dudley Town Hall – St James’s Road
22. Dudley Public Library – St James’s Road
23. Saracens Head – Public House & Stone Street Square
24. Dudley Museum & Art Gallery – St James’s Road
25. Drinking Fountain & Fountain Arcade – Market Place
26. Duncan Edwards statue
27. Former Crown Public House – Wolverhampton Street
28. 1920’s copper roofed buildings – Wolverhampton Street
29. Former Post Office – Wolverhampton Street
30. Field House – corner of Wolverhampton Street / Inhedge
31. Magistrates Court - Inhedge
32. Inhedge Gardens – Inhedge
33. Front facade to “The Venue” – former cinema – Upper High Street
34. Former Co-op – Deco styled building
- 34a. Ye Olde Foundry Public House
- 34b. Pedestrian bridge over King Street & Family Group statue
35. Three Crowns Pub – Upper High Street / Stafford Street
36. Gipsies Tent – historic (derelict) pub
37. Lamp Tavern – Blowers Green Road
38. Fellows Pub and associated cottages – The Broadway
- 38a. Former Dudley Guest Hospital
- 38b. Black Country Living Museum
- 38c. Dudley Archives & Local History Centre

Significant Positive Strategic Landmarks (red asterix)

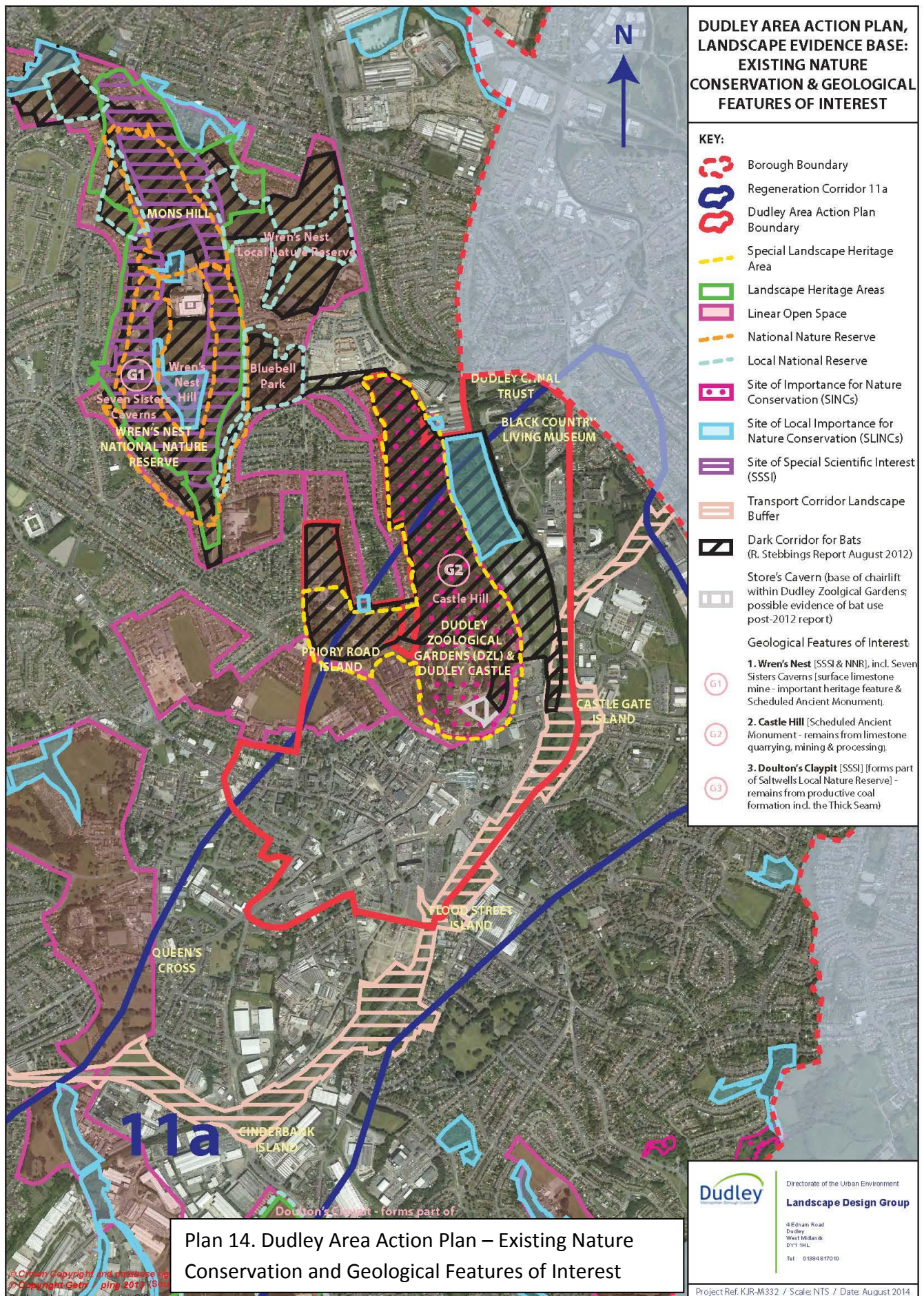
39. Dudley Castle and Zoo and Castle Hill Woodland
40. St Thomas & St Luke Church - “Top Church”

Nature Conservation

13.27 The Dudley AAP boundary contains a rich and diverse natural history. The AAP sets out a strong vision for environmental improvement and recognises that nature conservation and biodiversity is an important component of environmental quality for the local area. The AAP recognises the importance of maintaining, protecting and sensitively enhancing the designated nature conservation and other green space sites network (such as Parks and green corridors) so that it can continue to provide vital support to local biodiversity.

13.28 Dudley Town Centre is located within the nearby vicinity of the internationally important Wrens Nest National Nature Reserve (NNR) which is a classic geological site of exceptional importance in the UK. Wrens Nest is designated as a Site of Special Scientific Interest (SSSI) and is also a Local Nature Reserve (LNR), a National Nature Reserve (NNR) and Scheduled Ancient Monument. Wrens Nest is home to a number of species of birds, invertebrates, mammals and locally rare plant species. Wrens Nest is located within the nearby vicinity of the north-west boundary of the Dudley Town Centre AAP. The Limestone rock at Wrens Nest provides an environment where a distinct range of habitats and species of plants and animals are found. Many of these plants are locally rare and Wrens Nest is one of the few places in the West Midlands where attractive plants like Quaking Grass and Hoary Plantain can be seen. The rare limestone grassland at Wren's Nest also supports good numbers of common Spotted Orchid, Bee Orchid and Pyramid Orchid.

13.29 Closely located to Dudley Town Centre is Castle Hill Woodland which is a 'Site of Importance for Nature Conservation (SINC)' which is important for both its geological and nature conservation value. The mature deciduous woodland at Castle Hill provides an important wildlife habitat for numerous bird species and mammals. The Castle Hill mature deciduous woodland habitat and the immediately adjacent Peggy's Meadow Site of Local Importance for Nature Conservation (SLINC) provide an important natural green space connecting wildlife corridor connecting in to the nearby Wrens Nest NNR. Ash, sycamore and beech are the commonest trees to be found at Castle Hill woodland.



Protecting and enhancing Key Nature Conservation Sites and Corridors

13.30 Areas of importance for wildlife are protected through Core Strategy Policy ENV1 'Nature Conservation' and saved Dudley Unitary Development Plan policies SO2 'Linear Open Space' and SO3 'Enhancement of Greenbelt and 'Linear Open Space.' The latter two policies will be superseded by those within the borough's emerging Dudley Borough Development Strategy.

13.31 Dudley Council has recently undertaken an ecological habitat survey review of the Castle Hill Woodland SINC and Peggy's Meadow SLINC. The nature conservation habitat surveys completed for the above SLINC and SINC areas provide an up-to-date record of the number of different plant and animal species present within each site as well as the habitat value and quality of individual wildlife sites. The habitat survey reports also identify a range of potential management suggestions for each of the sites surveyed to help maintain, protect and sensitively improve their wildlife habitat value.

13.32 For the Castle Hill woodland SINC management suggestions included thinning of dense scrub to allow slower growing native tree species and native woodland plants to become established, control of invasive plant species such as Japanese Knotweed, public signposting and display wildlife interpretation panels and maintenance of the public pathway network to improve public access. For Peggy's Meadow SLINC, management suggestions included thinning of dense undergrowth to allow a greater range of floral species, control of invasive plant species such as Japanese Knotweed and hay meadow management. These Habitat Survey's provide part of the supporting evidence base which feeds into the emerging Dudley AAP and the Habitat Surveys have been used to help inform nature conservation focused policies within the Dudley AAP.

13.33 The extensive disused limestone mining caverns at both Wrens Nest and Castle Hill woodland are also a nationally important hibernation and colonisation site for seven different species of bat. Pipistrelle bats can commonly be seen on Castle Hill and adjoining green space areas in the summer months and Horseshoe bats have also been sighted. Natters, Brandt's and Daubenton's bats regularly use Big Ben Cavern (within the Castle Hill Woodland area) for roosting. The Castle Hill Woodland, Peggy's Meadow and the nearby Wrens Nest NNR woodland and open grassland areas offer a wide range of foraging habitats for bats. The Robert Stebbings Dark Bat Corridor (2012) specifically identifies the Priory Park (green space area), Castle Hill Woodland, Peggy's Meadow (Castle Hill), and the corridor network. Refer to Page 8 of the Robert Stebbings Report.

13.34 The proposed policies and allocations within the emerging Dudley AAP have been subject to Habitats Regulation Assessment (HRA) to ensure that there are no significant impacts on designated Natura 2000 sites and their habitats. The HRA undertaken for the Dudley AAP 'Issues and Options' Consultation Document concluded that the AAP will have no 'likely significant effects' on any of the Natura 2000 site (European Sites) as listed in the

report, alone or in combination with other plans or projects. The Preferred Options Report has been informed by an updated HRA assessment which will be available to view.



Figure 22. Castle Hill Woodland

Policy 25 - Nature Conservation

All developments will be expected to:

- *Protect areas of nature conservation value, such as the SLINCS shown on the nature conservation value, such as the SLINC's and SINC sites as shown on the main Policies Map.*
- *Protect and improve the function of wildlife corridors and their environs through sensitive enhancement and restoration, with particular emphasis on strengthening and enhancing their role as bat migration and foraging corridors.*
- *Remove invasive plant species, such as Japanese Knotweed.*

Development will be expected to provide additional beneficial features as are relevant to the site, such as:

- *Increased provision of wildlife friendly landscaping;*
- *Green roofs and walls;*
- *Locally native tree planting;*
- *Wildlife friendly Sustainable Urban Design Systems (SUDS)*

Development proposals that could result in harmful impacts to the function and role of existing designated nature conservation habitats and connecting wildlife corridors will not be permitted.

Q24. Do you support the above policy approach regarding Nature Conservation?

14. Implementation and Monitoring

14.1 The role of this Area Action Plan is to set out how Dudley Town Centre will grow and change in order to deliver the vision for the area by 2026. The strategy needs to be realistic and deliverable and to this end, we will continue to gather evidence on the opportunity sites to ensure that the sites and infrastructure identified are physically able to be developed, that relevant stakeholders are engaged and supportive, and that the schemes are likely to be financially viable. This information is set out in the Implementation Framework Table on page 90 and the responses received to this consultation will be used to support this evidence and identify any proposals and options which are not deliverable. This in turn will then inform the Dudley AAP Publication Document.

14.2 The policies set out in this Area Action Plan will be implemented by numerous mechanisms. It is expected that these will necessarily change and evolve over time. Indeed, delivery of these proposals will in many cases demand a multi-faceted approach and the commitment of a wide range of different organisations. Investment will be required, primarily from the private sector into the identified Development Opportunity Sites, however, public sector investment can play an important complementary role, for example by enhancing the public realm and making the Town Centre more attractive to investors. The Implementation Framework below sets out the mechanisms for delivery of a number of priority projects identified by New Heritage Regeneration as well as the Development opportunity Sites identified on the AAP proposals map.

Planning Obligations and emerging Community Infrastructure Levy (CIL)

14.3 Dudley Council will seek planning obligations from developers and landowners to fund the infrastructure, services and public facilities that are needed to cope with the additional demands brought on by the new development and mitigate any harmful effects. Planning obligations will be sought in accordance with Dudley Council's current Planning Obligations SPD and the emerging Development Strategy DPD.

14.4 Dudley Council submitted its CIL Draft Charging Schedule to the Planning Inspectorate in September and is currently under examination. Once adopted, there will be a CIL charge on some developments in the Borough. CIL monies received will be used to fund infrastructure to support new development across the Borough. From April 2015 the use of planning obligations will be scaled back and only be applicable where they are site specific to a development and are not capable of being funded by CIL. Further information on the Council's CIL Charging Schedule can be found at:

<http://www.dudley.gov.uk/resident/planning/planning-policy/local-development-framework/cil/>

Implementation Framework

Project	Lead Authority	Land Assembly	Funding	Time-scale	Deliverability Potential and Viability
Development Opportunity Sites identified in this AAP					
Development Opportunity Site 1 – King Street/Flood Street	Private developer led with active engagement from Dudley Council related to landholdings	Falcon House and the majority of the car parking areas are owned by the Council.	Private Sector funded with partial funding from DMBC, NHRL	2014 - 2017	<p>Planning permission exists on application P12/1107 for a food store, car parking and petrol filling station and there is existing developer interest. If the site is not developed for a foodstore, there is potential for further residential development.</p> <p>Viability is somewhat dependant on replacement car parking being re-provided elsewhere in the town centre. Adequate land must be left free from development for the route of the Midland Metro which will pass along Flood Street which may reduce capacity of the site.</p> <p>It is unlikely that two foodstores will be created within the centre as there is permission granted for a foodstore at the nearby Opportunity Site 2, Cavendish House.</p>
Development Opportunity Site 2 – Trindle Road/Hall Street/Birdcage Walk	Private developer led with active engagement from Dudley Council	DMBC and private sector	Private Sector funded	2014 - 2017	<p>Planning permission exists on two applications for a foodstore on broadly similar sites involving the demolition of the vacant Cavendish House building. Permission also exists within this Opportunity Site for a mixed use scheme including non-food retail, restaurant and leisure use and small-scale office development. There is a good level of</p>

Project	Lead Authority	Land Assembly	Funding	Time-scale	Deliverability Potential and Viability
	related to landholdings				<p>developer interest on the site.</p> <p>This area has been in need of comprehensive redevelopment for many years and is one of the Council's priority sites, however land assembly in this area may prove difficult.</p>
Development Opportunity Site 3: Tower Street	DMBC and private sector	Mixed ownership, although DMBC own most of the existing level car park	NHRL and private sector	2015 - 2017	<p>A partial or comprehensive redevelopment is considered appropriate on this site, focused on the underused land fronting Tower Street. The aspiration is to re-provide displaced parking from elsewhere in the centre in the form of a multi-storey car park with retail and food and drink uses at ground floor level.</p> <p>Deliverability should be generally risk free as DMBC are the main landowners, however, views towards the Castle along Tower Street are important and should be retained and enhanced through any redevelopment.</p>
Development Opportunity Site 4: Trident Centre/Upper High Street	Private developer led with active engagement from Dudley Council related to landholdings	DMBC, private sector	Potentially land receipts and other sources including HCA		Land ownership may cause issues for land assembly to achieve comprehensive redevelopment, however the site is well located and there is current developer interest in the Trident Centre.
Development	Private	DMBC, HLF	DMBC, HLF,		The site is currently quite run-down and located outside of

Project	Lead Authority	Land Assembly	Funding	Time-scale	Deliverability Potential and Viability
Opportunity Site 5: Upper High Street/Top Church	developer led with active engagement from Dudley Council related to landholdings		capital receipts		the retail core. The site is also within the Conservation Area and contains a number of buildings which are recognised as Heritage Assets therefore sensitive redevelopment is required.
Potential Development Opportunity Site 6: Abberley Street	Private developer led with active engagement from Dudley Council related to landholdings	DMBC, private sector	DMBC, Private sector		This site contains a number of vacant and run-down buildings and it may be difficult to achieve comprehensive redevelopment due to other higher priority sites in the retail core. There is currently little developer interest but redevelopment elsewhere in the centre may be a catalyst for regeneration in this block.
Development Opportunity Site 7: Tipton Road	Private developer led with active engagement from Dudley Council related to landholdings	DMBC, private sector	DMBC, Private sector		<p>The Council and the visitor attraction partners wish to implement a strategic package of improvements to the wider Castle Hill area. Retail and other development that is based on heritage, craft and tourism that is directly connected to and ancillary to the promotion of Castle Hill as a major tourist attraction will be supported.</p> <p>The Council is exploring opportunities to identify a plot of land that sits at the foot of Castle Hill adjacent to the disused railway line to accommodate a Light Rail Innovation Centre accessible from the local road network. In addition the adjacent disused alignment potentially provides a route for an extensive length of test track.</p>

Project	Lead Authority	Land Assembly	Funding	Time-scale	Deliverability Potential and Viability
New Heritage Regeneration Limited (NHRL) led Projects					
Castle Hill Projects: - Castle Hill Infrastructure Works; - Gala Bingo; - Pedestrian link between town centre and Dudley Zoo and Castle	NHRL led with active engagement from DMBC and private developers	DMBC, Dudley Zoo and Castle	ERDF, HLF, DMBC, NHR, Dudley Zoo and Castle		<p>NHRL, DMBC and Dudley Zoo and Castle have agreed to prepare a joint revised approach to delivery of development at Castle Hill. This will include a programme of infrastructure works to the base of the Castle Hill to provide parking for the Castle Hill Visitor Attractions.</p> <p>There is also work beginning on the creation of a pedestrian link between Dudley town centre and Dudley Zoo and Castle.</p> <p>Redevelopment opportunities or demolition of former Gala Bingo is being considered.</p>
Priory Street Projects: - Former Carvers Cafe repair and refurbishment; - 203-4 Wolverhampton Street; - Former Lloyds Bank and Old Post Office	NHRL led with active engagement from DMBC and private developers	DMBC, Private Sector	THI with private sector support		<p>A key objective in this area is to deliver improvements to notable historic buildings through the THI programme. However, these projects require success at the next round of THI funding.</p> <p>Former Carvers Cafe repair and refurbishment for use as a bistro/bar (complete refurbishment works Winter 2014)</p> <p>203-4 Wolverhampton Street – new uses are being considered including retail and residential (Commence refurbishment works Spring 2016)</p>

Project	Lead Authority	Land Assembly	Funding	Time-scale	Deliverability Potential and Viability
					Former Lloyds Bank and Old Post Office (Commence refurbishment works Spring 2016)

Monitoring

14.5 The adopted Area Action Plan will contain a monitoring framework which will measure the delivery of the proposals against specified time-scales and will assess the effectiveness of the policies against specified targets. These policies and proposals will only be effective, meaningful and sustainable through a co-ordinated and consistent partnership approach involving the Council, landowners, developers, service providers and the local community. These policies and proposals also need to be deliverable, hence the need for the AAP to demonstrate the means and mechanisms for their implementation via the framework above. Monitoring will play a vital part in identifying any barriers to this delivery and implementation and any reviews where required in light of changes to national, sub-regional or local circumstances. The results from this monitoring will be presented in Dudley Council's Annual Monitoring Report which is available on the website at www.dudley.gov.uk. Applicable reference numbers are identified in brackets where use is being made of Black Country Core Strategy (BCCS) monitoring indicators.

Topic Area	Suggested Monitoring Indicator
Land Use	<ul style="list-style-type: none">• Amount of new comparison retail floorspace provided in the Primary Shopping Area• Amount of new convenience retail floorspace provided in the Primary Shopping Area• Proportion of new retail floorspace (Use Class A1 Shops) provided in the Town Centre but outside the Primary Shopping Area• Bunching of units used for other than Use Class A1 Shops in the Primary Shopping Area ('bunching' being 3 or more adjacent units in Primary Frontages)• Amount of new dwellings provided inside the Dudley AAP boundary• Appropriate provision or contributions towards transport works and Travel Plans measures by all relevant permissions (BCCS Indicator LOI TRAN2)• Implementation of missing links and overcoming barriers identified in the sub regional cycle network map (BCCS Indicator LOI TRAN4b)• Appropriate level of parking provided by new development within the Dudley AAP boundary in accordance with Dudley Council's Parking Standards SPD.• Quantity and type of development proposed at each development opportunity site
Development Opportunity Sites	<ul style="list-style-type: none">• Whether proposed development was approved or refused• Whether approved development is in accordance with the policy for that development opportunity site• The 'development stage' of a submitted development opportunity site proposal - i.e. is it refused, approved, in progress completed?

Landscape and Public Realm	<ul style="list-style-type: none"> • Proportion of planning permissions granted within the Dudley AAP boundary in accordance with Landscape and or Urban Design Officer recommendation • Design Quality and Layout - Proportion of planning permissions granted within the Dudley AAP boundary in accordance with relevant requirements set out in Dudley Council's 'Open Space, Sport and Recreation' and 'Planning Obligations' SPDs • Sustainable Landscape Design - Proportion of major planning permissions within the Dudley AAP boundary meeting at least Code for Sustainable Homes Level 3 or BREEAM very good standard (BCCS Indicator LOI ENV3b) • Sustainable Landscape Design - Proportion of housing completions within the Dudley AAP boundary on sites meeting accessibility standards (BCCS Indicator LOI HOU2a) • Sustainable Landscape Design - Proportion of eligible developments within the Dudley AAP boundary delivering measures sufficient to off-set at least 10% of estimated residual energy demand (BCCS Indicator LOI ENV7) • Landscape Character - Proportion of planning permissions granted within the Dudley AAP boundary in accordance with Historic Environment Officer recommendation (BCCS Indicator LOI ENV2) • Landscape Character - Proportion of planning permissions granted within the Dudley AAP boundary in accordance with the objectives for each character area and landscape/public realm proposals
Nature Conservation	<ul style="list-style-type: none"> • Proportion of planning approvals in the Dudley AAP's Green Network which improve green links for people and wildlife. • Proportion of planning approvals within the Dudley AAP boundary which reduce their heat island and surface water burdens by using sustainable, vegetation based, techniques. • Changes in areas of biodiversity - to ensure that any development upon designated nature conservation sites within the Dudley AAP boundary due to planning approvals is fully offset in accordance with the requirements of the Dudley Borough's Planning Obligation SPD.
Historic Environment	<ul style="list-style-type: none"> • Local Character and Distinctiveness - Number of planning permission within the Dudley AAP boundary granted contrary to Historic Environment Officer recommendation • Conservation Area - Number of planning permissions within the Dudley AAP Conservation Area granted contrary to Historic Environment Officer recommendation
Urban Design	<ul style="list-style-type: none"> • Design Quality - Proportion of major planning permissions within the Dudley AAP boundary adequately addressing By Design and

	<p>Manual for Streets guidance as appropriate (BCCS Indicator LOI ENV3a)</p> <ul style="list-style-type: none"> • Design Quality - Housing quality building for life assessment (BCCS Indicator COI ENV3) • Design Quality / Sustainable Urban Development - Proportion of major planning permissions within the Dudley AAP boundary meeting at least Code for Sustainable Homes Level 3 or BREEAM very good standard (BCCS Indicator LOI ENV3b) • Sustainable Urban Development - Proportion of major planning permissions within the Dudley AAP boundary including appropriate Sustainable Urban Drainage Systems (SUDS) (BCCS Indicator LOI ENV5) • Sustainable Urban Development - Proportion of eligible developments within the Dudley AAP boundary delivering measures sufficient to off-set at least 10% of estimated residual energy demand (BCCS Indicator LOI ENV7)
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Q25. Do you support our proposed delivery approach as set out in this chapter? Are there any parts that you would disagree with? Is there anything else you think should be included?

What Happens Next?

14.6 The responses received to the consultation will be used to prepare the Dudley AAP 'Publication' Consultation Document which is anticipated to be prepared in the Autumn 2015. Your views are really important and will influence the production of the Dudley AAP and what the Dudley Town Centre will look like.

Public Consultation of Preferred Options	January – February 2015
Publication Document	October 2015
Submission to Secretary of State	February 2016
Pre-Examination Meeting	Spring 2015
Examination	Summer 2016
Adoption	Autumn 2016
Implementation and Monitoring	Autumn 2016 onwards

Appendix 1. The Dudley Area Action Plan Framework Explanatory Note for the Key

Existing assets

Key landmark buildings – these buildings stand out from the rest of the buildings and provide a reference point, they include Dudley Castle, St Edmund Church and St Thomas Church.

Key views (to be protected) – these are key views to the landmark buildings from public spaces and streets. They should be protected from the incursion of any new development.

Buildings (to be refurbished/reused) – these buildings have historic/architectural value to the town centre’s visual identity and should best be refurbished and reused. They include buildings such as those that surround Stone Street Square, the former General Post Office in Wolverhampton Street.

Public spaces – these spaces offer public access and enjoyment, they include Market Place, Stone Street Square, the space around the Statue of the Earl of Dudley and the new zoo plaza.

Green spaces (potential to be improved) – these spaces offers public access and enjoyment, they include Coronation Gardens, Inhedge Gardens and Priory Park.

External spaces (Dudley College) – these spaces are un-gated and mainly used by students but offer public access. They are controlled and managed by the College.

Streets (potential to be improved) – these existing streets currently give priority to vehicles. Street improvement may include widening footways, narrowing carriageways, reducing corner radii, de-cluttering, paving, street furniture, soft landscaping, signage and lighting which would all provide a better street environment for pedestrians.

Historic routes/passages (potential to be improved) – they should be protected and enhanced by reinstatement of historically acceptable paving, signage, public art, lighting , increasing natural surveillance from adjacent properties and introducing active frontages on the ground floor to overlook the passages.

Pedestrian links (potential to be strengthened) – these links provide a direct and convenient route to key destinations but their current environmental quality is poor. Environmental improvement may include new paving, signage and introducing active frontages on the ground floor alongside the overall routes.

Junctions (potential to be improved) – these are street crossing points with conflict between pedestrians and vehicles. Improvement may include de-cluttering, reducing corner radius, signage and traffic calming measures.

Gateways (potential to be strengthened) – these are key entrance points into the town centre. Improvements could include a stronger building presence, landscape features, signage, public art and lighting.

Car parking facilities – these are major public car parks. They include Stafford Street, Trident Centre and Castle Hill.

Major Planning Permission Approvals

- a) **Castle Hill P12/1598** – comprises a new access road, approximately 735 parking spaces, coach parking, recreation route, public right of way, visitor centre, new zoo entrance/plaza. There are three potential sites for new development adjacent to the new access road.
- b) **Trindle Road P12/0581** - Food store, multi-deck parking, petrol filling station and public realm improvements.
- c) **Trindle Road P12/1042** - Food store, retail/leisure uses, multi-deck parking, petrol filling station, public improvements and new public space.
- d) **Flood Street P12/1107** - Food store, multi-deck parking, petrol filling station and public realm improvements.

Former Gala Bingo

Refurbish and reuse – for leisure related use.

Demolition and redevelopment – for tourism and leisure related uses.

Potential new assets

New building frontage (with active ground floor) – new development should provide active frontage on the floor facing the public realm (public realm includes street, public space and green space). Active frontage includes shop, cafe, restaurant, workshop and office.

Option sites (OS) – see ‘Opportunity Sites’ for development options.

New landmark features – this new development/building refurbishment should incorporate a landmark feature on the corner. Landmark features can include slightly taller buildings, special architectural features, a change of external building material or colour and lighting the corner at night.

New public spaces - these spaces offer public access and enjoyment. They should include high quality paving, street furniture, signage, lighting, a balance of hard and soft landscape and public art. They would benefit in being animated by uses such as restaurants, cafes, bars and shops. Priority should be given to pedestrians over vehicles within these spaces.

New green spaces - offer public access and enjoyment. They should comprise predominantly soft landscape with tree planting. They should be overlooked by active frontages.

New recreation route – this route is designed for pedestrians and a future land train operating to link the three major tourist attractions of Dudley Zoo, Black Country Living Museum and Dudley Canal Trust together.

New sport facilities – this is a sports facility designed as part of the expanded Dudley College facilities.

New cycleway – this suggests the potential to extend the existing National Cycleway Route through Dudley in a way that increases cycling permeability.

Improve transport interchange – this recognises the ambitions of Centro and the Council to achieve major improvements to the town's transport interchange, incorporating better bus travel facilities and Midland Metro.

Proposed Metro line – a metro corridor route is safeguarded through the AAP.

Proposed Metro stops – are identified as part of the Midland Metro Line 3 through Dudley.

Potential new car parking facilities – these are new car parks in the form of multi-deck levels, several of which would be integrated through approved food store developments. They should be wrapped around by active frontages overlooking the public realm.

Re-open station with park and ride facilities – there is an opportunity to consider re-opening Blowers Green Station to the south-west of the town centre for passenger and park and ride facilities as part of the Metro/light rapid transit options.

Light rapid transit system – Light Transit connection to Dudley Port railway station.

Light Rail Track and Innovation Centre – Centre of Excellence In Very Light Rail Technology

Please note that more detail on all of the considerations that have influenced the Framework advice is provided in the Urban Design Evidence Base document.

Please also note that detail is provided in the Landscape Evidence Base document that relates in particular to multifunctional landscape, public realm and public art considerations which includes more detailed advice in respect of green spaces, streets, public realm, parks, play and nature conservation and the ongoing programme of physical improvement work being carried out by the Council.

Appendix 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.

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.

Black Country Core Strategy: Sets out the vision and strategy for future development in the Black Country. This document has been prepared by Dudley Council, Sandwell Council, Walsall Council and Wolverhampton City Council and contains a set of key policies which set out the spatial planning strategy for the area.

BREEAM: (Building Research Establishment Environmental Assessment Methodology), first published by the Building Research Establishment (BRE) in 1990 is the world's longest established and most widely used method of assessing, rating, and certifying the sustainability of buildings.

Building for Life: Building for Life is a scheme led by CABI and the Home Builders Federation and is supported by the Government as the standard for the design quality of new homes. Twenty questions cover: character; roads, parking and pedestrianisation, design and construction and environment and community. A scheme that meets 14 of the 20 questions is eligible to apply for a silver standard and schemes that meet 16 or more will be considered for a gold standard.

Code for Sustainable Homes: The Code for Sustainable Homes has been developed to measure the sustainability of a home against design categories, rating the 'whole house' as a complete package. The design categories include: energy / co2, water, materials, surface water run off, waste, pollution, health and well being, management and ecology. The code uses a sustainability rating system indicated by stars from one to six stars. It is closely linked to Building Regulations and is intended that the Code will signal the future direction of Building Regulations in relation to carbon emissions from, and energy use in homes.

Community Infrastructure Levy (CIL): The Community Infrastructure Levy, introduced by the Government in 2010, will allow Local Authorities in England and Wales to raise funds from developers undertaking new building projects in their area. The money will be used to fund a wide range of infrastructure that is needed as a result of development.

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.

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

Conservation Area: An area designated under Section 69 of the Town and Country Planning Act 1990 where it is desirable to preserve or enhance the character of its special architectural or historic interest.

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

Cultural facilities: Any building or structure used for programs or activities involving the arts or other endeavours that encourage refinement or development of the mind.

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)

Edge-of-centre: For retail purposes, a location that is well connected to and within easy walking distance (i.e. 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.

Employment Land: Land containing employment land uses such as industrial factories, warehousing and offices, business uses, storage and distribution uses.

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

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.

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

Green roofs and walls: roofs or exterior walls with naturalistic plantings or self-established vegetation which can provide a habitat for biodiversity.

Green Space: Any vegetated land or water within or adjoining an urban area. This includes green corridors, rivers and canals, urban woodlands, grassed areas and areas of natural and semi-natural greenspace of value for nature conservation. Also includes parks, playing fields, children's play areas, cemeteries, allotments and countryside located on the urban fringe.

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

Historic Buildings and the Sites and Monuments Record: A comprehensive database for the management of the Historic Environment.

Historic Landscape Characterisation (HLC): An analytical tool that can aid the better understanding and appreciation of historic character and local distinctiveness of the landscape.

Infrastructure: Resources serving society's needs, including roads, sewers, schools, hospitals, railways, communication networks etc.

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.

Lifetime Homes: A Lifetime Home incorporates 16 design features that together create a flexible blue print for accessible and adaptable housing. The Lifetime Homes concept increases choice, independence and longevity of tenure, vital to individual and community well being.

Listed Building: Building or other structure of special architectural or historic interest included on a statutory list and assigned a grade (I, II* or II).

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.

Main Town Centre Uses: These are defined in full in the NPPF and include retail development, leisure and entertainment facilities, the more intensive sport and recreation uses, offices and arts, culture and tourism development.

Mixed Use Development: Development comprising two or more uses as part of the same development scheme.

National Planning Policy Framework (NPPF): The NPP, adopted in March 2012, sets out the Government's planning policies for England and how these are expected to be applied.

Night time Economy: Bars, restaurants, night clubs which attract visitors to a town centre during the evenings which all helps to support a vibrant night time economy and generate a revenue stream for the town centre.

Opportunity Sites: Sites where major development or redevelopment is anticipated.

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

Planning Obligation: A binding legal agreement requiring a developer or landowner to provide or contribute towards facilities, infrastructure or other measures, in order for planning permission to be granted. Planning Obligations are normally secured under Section 106 of the Town and Country Planning Act 1990.

Previously developed land: Land which is, or was occupied by a permanent structure, including the curtilage of the developed land (except residential gardens) and any associated fixed surface infrastructure. It excludes land that was previously developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

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).

Protected frontage: Protected frontages are protected for retail uses to be the predominant use.

Public Realm: streets and spaces between buildings.

Public Right of Way: A public right of Way is a route over which the public has a right to pass. Public rights of way are more commonly known as footpaths (for use on foot only) or a bridleway (for use by horses, bicycles or on foot). Public footpaths are not to be confused with highway footpaths, which are pavements to the side of the road.

Renewable Energy: Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of oceans, from the sun (solar power) and biomass.

Secured by Design: Secured by Design is a police initiative to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and fear of crime, creating a safer and more secure environment.

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.

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 Dudley 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.

Streetscape: The overall character, design quality and particular physical elements which are formed by a combination of building facades, signage, paving, street furniture, lighting, trees and other plantings. The quality of these elements and the degree to which they complement each other determine the quality of the streetscape.

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.

Townscape: The appearance and character of buildings and all other features of an urban area taken together as a whole.

Use Class Order: The following classes of use are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments:

A1 Shops - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.

A2 Financial and professional services - Banks, building societies, estate and employment agencies, professional and financial services and betting offices.

A3 Restaurants and cafés - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.

A4 Drinking establishments - Public houses, wine bars or other drinking establishments (but not night clubs).

A5 Hot food takeaways - For the sale of hot food for consumption off the premises.

B1 Business - Offices, research and development, light industry appropriate in a residential area.

B2 General industrial

B3-B7 Special Industrial Groups - See 'Use Classes Schedule'.

B8 Storage or distribution - This class includes open air storage.

C1 Hotels - Hotels, boarding and guest houses where no significant element of care is provided.

C2 Residential institutions - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

C2A Secure Residential Institution - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.

C3 Dwelling houses - Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

D1 Non-residential institutions - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.

D2 Assembly and leisure - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

Sui Generis – Uses considered to be a class of their own. For example; theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards, petrol filling stations and shops selling and/or displaying motor vehicles, retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres, casinos.