

Stourbridge Area Action Plan

October 2013



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Contact Information

For further information about this document, please contact:

Planning Policy Section,
Directorate of the Urban Environment (DUE),
Dudley Metropolitan Borough Council,
4 Ednam Road
Dudley,
West Midlands
DY1 1HL

Tel: 01384 81 4081 or 01384 81 6810

E-mail: Ldf@dudley.gov.uk

General Information

The Stourbridge Area Action Plan (AAP) and other Local Development Framework documents are, or will be made available on request in large copy print, audio version, Braille or languages other than English. If you require the document in one of these formats please contact:

Planning Policy Team, Directorate of The Urban Environment, Dudley MBC, 4 Ednam Road Dudley, DY1 1HL or tel 01384 816810 or email: Ldf@dudley.gov.uk

Arabic

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Bengali

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Chinese

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Gujarati

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Planning Policy Team, Directorate of the Urban Environment, Dudley Metropolitan Borough Council, 3 St. James's Road, Dudley DY1 1HZ.
ફોન: 01384 816967 ઈમેઇલ: ldf@dudley.gov.uk

Punjabi

અનુરોધ કરન કે, ઇહ ડાક્યુમેન્ટ (લિખત જાਣકારી દસ્તાવેજ), અતે સથાનક વિકાસ યોજના (ફરેમવર્ક) સંબંધી હેર ડાક્યુમેન્ટસ વૉડે પર્ફેક્ટ, આર્કાઇવ કસેટ કે રીકાર્ડ કીતે હેરે, થરેલ ડારમેન્ટ, અતે અંગ્રેજી ભાષા કે નાલ નાલ હેર ભાષાવાં વિંચ વી મિલ સકદે હન જાં મિલ સકટગે। જેકર તુસીં કોઈ ડાક્યુમેન્ટ ઇનુ વિંચેં કિસે ડારમેન્ટ (થટર) વિંચ લેટા ચાહુંદે હે, તાં ક્રિપા કરકે હેન લિખે પતે કે સંપરક કરે: પલેનિંગ પોલિસી ટીમ, ડાયરેક્ટરેટરેટ ઓફ ઇઅરબન ઇન્વાયરનમેન્ટ, ડડલી મેટરોપોલિટન થરે કાઉન્સિલ, 3 સેન્ટ જેમસ રોડ ડડલી Planning Policy Team, Directorate of the urban environment, Dudley Metropolitan Borough Council, 3 St. James's Road, Dudley DY1 1HZ - ટેલિફોન નંબર: 01384-816967 - ઈ-મેઇલ પતા: ldf@dudley.gov.uk

Urdu

یہ اور لوکل ڈیولپمنٹ فریم ورک (مقامی بہتری سے متعلق اقدامات کا ڈھانچہ) سے متعلق دوسری دستاویزات برائے حروف کی طباعت، آڈیو کیسٹ، بریل یا انگریزی زبان کے علاوہ زبانوں میں ترجمے کی صورت میں دستیاب ہیں یا درخواست پُر اہم کی جائے گی۔ اگر آپ کو دستاویز ان میں سے کسی بھی شکل میں درکار ہے تو براہ مہربانی پلاننگ پالیسی ٹیم، ڈائریکٹوریٹ آف اربن اینوائرنمنٹ، ڈڈلی میٹروپولیٹن بورو کونسل، 3 سینٹ جیمز روڈ، ڈڈلی ڈی 1 1HZ - فون: 01384 816967، ای میل: ldf@dudley.gov.uk سے رابطہ قائم کریں۔

1 Introduction

1.0.1 Stourbridge, on Dudley Borough's south-west fringe, is a popular and attractive Town Centre close to open countryside, including the Clent Hills and Kinver Edge. With a compact and easily accessible Town Centre, it offers a pleasant shopping environment in the High Street as well as the Ryemarket shopping centre. The town is home to many smaller specialist shops.

1.0.2 Stourbridge still retains many of the post-mediaeval market town features which contribute to its unique character. Lower High Street housed the market which gained its charter around 1500 and the Town Hall was built in 1887 to mark Queen Victoria's Golden Jubilee. Students have been educated at King Edward VI College since 1430, and the present buildings date back to 1861. The Bonded Warehouse and waterfront in Canal Street are the remains of the town's thriving 18th and 19th century iron industry. Stourbridge has been home to the world's finest glass designers and makers since the seventeenth century and today it still boasts the highest concentration of artists in Dudley Borough.

1.0.3 This Area Action Plan (AAP) aims to make the most of Stourbridge's valued and distinctive local character and further improve its vibrancy, attractiveness and economic health, in line with the objectives of the Dudley Council Plan (2013) and Black Country Core Strategy (BCCS) (February 2011).

- The BCCS was prepared by the four Black Country Local Authorities to guide development throughout Dudley, Sandwell, Walsall and Wolverhampton up to 2026.
- It identifies Stourbridge Town Centre as performing an important role in day to day shopping, leisure, community and cultural activity.
- The emphasis of the relevant BCCS Policy (CEN4) is to protect the vitality and viability of the Black Country's Town Centres under an overarching theme of their regeneration. Along with the BCCS, this AAP will form part of Dudley Council's Local Development Framework (LDF).
- Once adopted, Dudley's Development Strategy Development Plan Document (DSDPD) will also form part of the LDF. That emerging document will identify land use allocations based on the steer provided by the BCCS, and also set out development management policies.
- These policies are proposed to replace Saved UDP Policies, as well as being influenced by current national and regional planning guidance.
- It is acknowledged that the DSDPD development management policies will be used as necessary to assess development proposals within the AAP's boundaries in tandem with the policies of the AAP.

1.0.4 This AAP will guide new investment into Stourbridge Town Centre and its environs up to 2026, identifying where new shops and homes will be located, along with the transport infrastructure, public realm and green infrastructure which is needed to help support that growth and benefit the local community and environment. This AAP seeks to:

- Shape and deliver a vision for what Dudley Council and the community want to achieve in Stourbridge;
- Allocate sites for acceptable development and shape that development so that it benefits the local community and environment;
- Protect areas particularly sensitive to change such as areas of historic interest;
- Deliver high quality environmental improvements to transform the River Stour corridor into a greened landscape, uplifting this area for informal recreation and nature conservation;
- Enhance the canalside environment, with a particular emphasis on uplifting the multi-functionality of the canal and highlighting its heritage value;
- Improve the environmental quality of the Town Centre core for the benefit of shoppers, visitors and businesses; and
- Reconnect the Town Centre to its hinterland, especially by providing measures which reduce the severance effect of the ring road.

2 Vision

2.0.1 The vision for Stourbridge is a statement of where Dudley Council and its community want to get to by 2026. This AAP sets out the strategy to shape and deliver that vision. Dudley Council will continue to work in partnership with the community and other stakeholders and agencies to deliver this shared vision.

2.0.2 The Vision has been informed by, and framed within:

- The context of Stourbridge's role as a Town Centre, as defined in the Black Country Core Strategy;
- The Revised Dudley Borough Community Strategy 2010-2013;
- Dudley's Council Plan (2013);
- The views of the local community and other stakeholders; and
- Other evidence.

Vision for Stourbridge

By 2026, Stourbridge will be a vibrant and inclusive town, retaining its market town character while embracing arts and creative industries and sustainable urban living.

It will be a thriving and prosperous Town Centre offering a wide range of shops and services, including excellent leisure and cultural facilities and a varied and vibrant evening economy.

The town will be more accessible to the local community and visitors through improvements to its connectivity, particularly by creating a network of safe and attractive surface level routes across the ring road for pedestrians and cyclists.

A high quality built environment and public realm will have been created which will preserve and enhance Stourbridge's unique historic character and local distinctiveness, while also incorporating energy efficiency measures and natural wildlife features.

The River Stour and Stourbridge Branch Canal networks will see strengthening and expansion improvements, leading to the rediscovery of the River Stour as a recreational and nature conservation resource for everyone in the community.

More people will live on the edge of the Town Centre in well designed and sustainable homes which will have addressed a variety of local needs and make the most of the riverside and canal side setting.

The tourism and recreational value of the river and canal corridor will also have been sensitively enhanced to provide a good quality attraction for visitors and residents.

This is showcased at Stourbridge Wharf, where the area's canal heritage and cultural and entertainment potential will have been positively exploited, and where facilities for creative and locally distinctive industry will have been provided.

2.0.3 The 13 Aims set out below shape this vision into key themes. While it is recognised that there is often a degree of overlap between these aims, particularly in terms of opportunities to provide for greening and linkages, they form the drivers and focus for which the more detailed policies of this plan are built around.

Aims

- A. To ensure the Plan supports the vision and objectives of Dudley's Local Development Framework (LDF) including the Black Country Core Strategy, the Community Strategy for Dudley and The Council Plan, by distilling the general policy steer given by those documents into locally distinctive policies.
- B. To provide, protect and enhance a well connected landscape and public realm setting of streets and other routes and public spaces that is attractive, lively and pleasant to use, provides for a safe and secure environment, and in particular, reinforces the greening of the Town Centre.
- C. To enable the "rediscovery" of the River Stour by increasing its visibility and returning it to a more natural state, and by providing continuous footpath and cycleway linkages along its length, and between the river and the Town Centre core.
- D. To protect and enhance the wildlife and biodiversity value of Stourbridge by improving the nature conservation value of the watercourses and upgrading an ecologically functional, green wildlife corridor along the River Stour.
- E. To contribute to mitigating the causes and effects of climate change by shaping development and providing opportunities so as to promote sustainable travel choices, improve air quality and minimise the use of non-renewable energy resources.
- F. To reduce the severance effect of the ring road between the Town Centre core and its hinterland by providing enhanced permeability across the ring road through a series of high profile, safe entrance points and by softening its visual impact.
- G. To rebuild the outward face of the Town Centre to the ring road through a mixture of new outward facing development, gateway enhancements and landscaped spaces to enhance the town's attractiveness to visitors and the community.
- H. To protect and enhance the locally distinctive character of Stourbridge with reference to its historic environment and cultural and built heritage, including the historic canalside at Stourbridge Wharf, and where appropriate, to foster that heritage to enhance Stourbridge's role as a visitor destination.

- I. To enhance the vitality and viability of the Town Centre, by supporting the establishment of a major food retail store, facilitating a vibrant night time economy, supporting the provision of an outdoor market and helping to facilitate improvements which allow for an enhanced shopper experience within an improved townscape, with an emphasis on pedestrian accessibility and permeability.
- J. To provide for ease of movement, particularly for disabled persons, pedestrians and cyclists within the plan area through the integration of a network of well connected and direct pathways and spaces and by helping to promote and facilitate Stourbridge as a "cycle friendly town".
- K. To facilitate and shape housing led regeneration, particularly on the Opportunity Sites, focused on the River Stour and Stourbridge Branch Canal Corridor, and to ensure the delivery of a range of types and tenures of new homes to meet the needs of the local community.
- L. To ensure that existing businesses, which are viable and offer employment opportunities, continue to thrive, and that planned development around them is complementary and not detrimental to their continued viability.
- M. To provide space for new employment opportunities, particularly with regard to the promotion of creative industry and those employment activities which are locally distinctive and/or associated with high tech/green technologies.



Stourbridge Town Centre

3 Policies

3.1 Encouraging Sustainable Development

Policy A

Encouraging Sustainable Development

When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Local Plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- Specific policies in that Framework indicate that development should be restricted.

3.2 The Stourbridge Townscape

3.2.1 Stourbridge contains many buildings of historic and architectural quality and interest, as well as attractive views within and out from the Town Centre core. These assets help shape the character, identity and visual quality of the town. It is essential that new development responds to and respects this existing character and context, including by protecting and emphasising significant views and by delivering high standards of urban and landscape design.

3.2.2 An asset of the townscape is the network of historic streets and passageways, which provide important physical and visual links through the Town Centre, helping to demonstrate the town's history as well as enabling pedestrian circulation. However,

in some, the narrowness and poor quality of their environment detract from the experience of their use and their character. Enhancements which are sensitive to and complement their character and function are therefore required.

3.2.3 In terms of scale, the buildings in the Town Centre largely demonstrate a coherent three storey built form, with frontages onto the street and traditional shopfronts. There are exceptions such as The Ryemarket, which has an inward looking form. It is important that the local distinctiveness of the town is cherished and reflected through new development and enhancements that respect and complement the town's traditional built form, height, scale and mass, and where appropriate, detailing.

3.2.4 For a detailed analysis of the existing townscape and further guidance on place making and form of new development, refer to the Urban Design Evidence Base accompanying this AAP. This additional guidance sets out development principles for the Opportunity Sites in the AAP, to promote a responsive and high quality of design to enable the Stourbridge townscape to progress confidently, yet sensitively to its local character and heritage.

Policy 1

Urban Design

A. All new development within the plan area shall be informed by the Stourbridge Area Action Plan Urban Design Evidence Base. In particular to:

- i) Respect and respond to the existing context of established built form, scale and massing that presents the broad urban townscape of the AAP area. This includes locally distinctive plot widths, building heights, building proportion, roofscapes, form, materials, distinctive style and historical relationship of the pattern of building in its enclosure of the streets on which it stands. New development should complement these existing patterns through a variety of interpretations that are consistent with the principles of good design.
- ii) Provide for, and take opportunities to: enhance active frontages (fenestration, entrances and visually interesting details) at the interface between public and private spaces, in particular fronting onto public thoroughfares and spaces, especially onto the ring road, River Stour and Stourbridge Branch Canal; reduce the physical and visual impact of vehicles and service areas; enable a clear distinction between public, private and semi-private spaces to be made; reinforce the definition of streets and spaces by creating common building lines and strong landscape edges; deter crime and provide for a safe and secure environment.

iii) Safeguard, increase and enhance permeability by improving existing pedestrian and cycle routes, and where appropriate, providing new routes that make access and movement safer, more attractive and visually varied, especially in relation increasing permeability between the Town Centre core and the areas on the other side of the ring road and connections between the Town Centre and the River Stour and Stourbridge Branch Canal corridor.

iv) Safeguard, increase and enhance existing green infrastructure for urban cooling, flood risk and climate change benefits, and for benefit of wildlife and people, in particular along the River Stour corridor.

B. Opportunities should be taken to provide for a high quality hard and soft landscape, street furniture, lighting, signage, art, and green infrastructure within the public realm to uplift Stourbridge's identity and attraction.

C. Development should protect, and where opportunities arise, enhance, the following prominent views within the townscape, including those to landmark buildings:-

- i) From Worcester Street into Market Street;
- ii) Along High Street, in stages from the Hagley Road approach, down to Lower High Street;
- iii) To The Stourbridge Clock and High Street from Lower High Street;
- iv) To Stourbridge Town Hall from Birmingham Street and Lower High Street;
- v) From Churchfields and Penfields into the town centre;
- vi) To St. John's Church from Birmingham Street;
- vii) From Lower High Street towards Holy Trinity Church;
- viii) From High Street and the ring road to the former library at the junction of Hagley Road and Church Street;
- ix) From The Crown Centre to Coventry Street;
- x) From Coventry Street to The Mitre Public House at the corner of Lower High Street and Crown Lane;
- xi) From Crown Land to Coventry Street;
- xii) From Prospect Hill along Union Street
- xiii) To the following landmark buildings - a) Stourbridge Town Hall, Market Street; b) St. Thomas's Church, Market Street; c) (the former bank) no. 38 High Street; d) nos. 101/102 High Street (corner of Court Street); e) Public House, no. 96 High Street; f) Former Library and Arts School, corner of Hagley Road and Church Street; g) Methodist Church, New Road; h) The Church of Our Lady and All Saints, New Road; j) St. John's Church, St. John's Road; k) The Town Clock, junction of High Street and Market Street.

3.2.5 The town's character is greatly influenced by its public realm, which would benefit from being upgraded. Intervention would be beneficial to introduce greenery into this relatively robust urban environment and resolve the competing needs of

vehicles and pedestrians moving through the Town Centre core. This conflict is exacerbated by the narrowness of many footways and on-street parking together with the volume and movement of traffic, making for a difficult pedestrian environment which causes safety concerns. Improvements to these streets are required to retain space for some on-street parking and the passage of vehicles, including emergency service vehicles, whilst giving a much greater priority to pedestrians within a greener and high quality designed space.

3.2.6 There are specific areas within the townscape which are in need of a visual uplift. These are often streets which predominantly function as service areas, or where the townscape is overly urban in character, or where there is little activity or interest for those passing through these environments to appreciate. In addition, a number of the town's existing squares would benefit from an uplift so that they can realise their function as places of congregation and as special spaces within the pattern of streets and buildings.

3.2.7 A market benefits the vitality of the town. This plan makes provisions to accommodate the physical measures necessary to enable this use and other events to take place within the Town Centre core.

3.2.8 Further detailed guidance on measures to enhance the public realm will be provided through a forthcoming Stourbridge Public Realm Urban Design and Landscape Implementation Guide.

Policy 2

Public Realm Improvements

The townscape within the Town Centre shall be enhanced to provide a high quality space, particularly for the use of pedestrians and cyclists. Specific measures, which development will be expected to contribute to, include:

A. The enhancement of the following spaces as Town Centre 'Squares' with locally distinctive hard and soft landscaping, seating (in association with adjoining uses as appropriate) and lighting, and where appropriate, public art:

- Ryemarket Square (at the entrance to The Ryemarket from High Street)
- Crown Square (at the junction of High Street, Market Street and Coventry Street)
- Foster Street Square (where the subway emerges onto Foster Street)
- St. Thomas's Square (the churchyard at Market Street)

B. The enhancement of the following streets and paths which are particularly in need of a visual uplift with locally distinctive hard, and especially soft, landscaping:

- Stourbridge Town Centre's (historic) passageways
- Talbot Street

- Victoria Street
- Queen Street
- Lower High Street
- Birmingham Street

C. That part of the Town Centre comprising High Street and part of Market Street, as shown on the Proposals Map, shall be the subject of public realm improvements, giving more priority to pedestrian movement, yet still retaining on-street parking in bays within an enhanced streetscape. These public realm improvements in particular, shall address:

- The provision of bespoke designed surfacing and footway widening along the length of the zone to seamlessly run into the Public Squares;
- The potential re-opening of the Town Hall onto Market Street;
- The provision of greener thoroughfares including the planting of native or locally distinct trees, potentially within build outs and hanging baskets;
- The accommodation of vehicular parking including for disabled parking, and allowance made for the passage of vehicles, including buses, emergency service vehicles and taxis; and
- The accommodation of, and works to facilitate, the holding of markets and events within the Town Centre core.

3.2.9 The greatest design challenge that Stourbridge faces is to improve and raise the profile of the connecting routes into and out of the Town Centre from the surrounding hinterland across the ring road. While the ring road functions relatively effectively in channelling traffic, the experience of the town is very much formed by its dominance and the effect it has in severing streets and constraining and redirecting pedestrian movement. This results in pedestrians being funnelled into subways under this busy multi-lane highway, some of which are of poor environmental quality.

3.2.10 The ring road also has had the effect of severing existing development blocks, leading to the exposure of the backs and sides of buildings and service areas and yards, some of which are enclosed by advertisement hoardings (which serve to further reinforce the visual dominance of the ring road corridor). This gives rise to a fragmented environment, with the only consistency provided by, in the main, the hard edges of the ring road.

3.2.11 It is therefore vital that new development has an active frontage onto the ring road and improves permeability in order to loosen the ring road 'collar', particularly to give preference to pedestrian and cycleway connections across the ring road, greening the fringes of the ring road and redressing fragmented edges and entrances at the outward face of the Town Centre core. One means to achieve this would be to distinguish and celebrate the points at which the townscape interfaces with the crossings across the ring road by establishing a series of visually distinctive Gateways. These would connect into the wider townscape beyond the Town Centre core (and

then further on into the town's hinterland) and be enhanced to function as entrances to the heart of the town, as congregation points and to sign significant facilities within the town (such as the public transport hub).

Policy 3

Stourbridge Ring Road

Measures shall be encouraged, through development contributions as appropriate, which seek to reduce the visual impact of the ring road, including its dominance as a robustly urban and vehicle dominated space, and its sense of enclosure. Such measures should reduce the ring road's severing effect, which currently disassociates the Town Centre from its hinterland, by introducing townscape elements which enhance permeability and positively heighten the experience of entering the town.

Such measures include:-

A. Gateways, as identified on the Proposals Map, shall be formed at the interface between the Town Centre and the ring road. These spaces shall be enhanced so as to function as entrance points to the town and meeting points. Each Gateway shall be named so as to be distinctive and to provide a sense of place. The Gateways shall be enhanced so as to emphasise their visual distinctiveness by incorporating public art and hard and soft landscaping as appropriate. New development which encroaches into these spaces or otherwise compromises their function will be resisted. Priority will be given to the formation of a Gateway at the northern end of the town (at the junction of Lower High Street, St. John's Road, Bradley Road and High Street). The enhancement of this space shall incorporate measures which emphasise the bridge across the River Stour.

B. Where appropriate within the spaces between buildings and so as not to prejudice highway safety, the edges of the ring road shall be 'softened' with soft landscape improvements, especially tree planting.

C. Any development within the ring road corridor shall provide an active frontage onto it and therefore a 'welcoming face' to the town. Development comprising the conversion of existing buildings within the ring road corridor will be expected to remedy dead frontages onto it. Landscape enhancement measures shall be pursued which enable the assembly of random and visually jumbled spaces to provide a more coherent outward facing edge of the town centre.

D. The use of Enforcement Notices or Discontinuance Notices against the existing advertisement hoardings within the ring road corridor shall be investigated. No new hoardings shall be granted express consent within 30 metres of the edge of the ring road.

E. The existing subways under the ring road shall be enhanced, in particular to provide light, secure and safe environments.

3.2.12 Pedestrian access across the ring road is currently via six subways and two surface level crossings. The subways provide safe and easy access between the town centre and its hinterland, particularly for wheelchair users. However, these subways, which include a main passage from the Town Centre to the public transport hub, are not popular and often present poor quality environments which negatively impact on the perception of personal safety.

3.2.13 The subways are likely to have to remain, some as the primary or only means of accessing the town from the adjoining areas, others as alternative routes to surface level crossings, providing easier and safer access for the less mobile in particular. Most of these subways need to be upgraded to make them more inviting and safer environments. Improvements to subways will be completed as future funding becomes available in accordance with public realm enhancement priorities for the Town Centre. Additional surface level crossings will also be considered to enable greater permeability within the environment in general, lessen the visual and physical impact of vehicular traffic and provide direct links between the Opportunity Sites and the Town Centre.

Policy 4

Pedestrian Access

A. All appropriate existing pedestrian routes, especially the network of Public Rights of Way, and including the existing subways under the ring road, as shown on the Proposals Map, shall be retained and where opportunities arise, improved.

B. New pedestrian links shall be created, as identified on the Proposals Map and within the Opportunity Sites, particularly to link the Opportunity Sites with the Town Centre including the public transport hub, and to link in with the Gateways (Policy 3) and the proposed Stourbridge Branch Canal and River Stour Green Infrastructure. Wherever feasible these links shall incorporate cycleways, preferably demarcated as distinct from the pedestrian paths. Where such a link cannot be achieved, as an alternative, existing streets shall be used as a link and enhanced as part of a Green Infrastructure network.

C. New surface level crossings across the Stourbridge Ring Road, suitable for both cyclists and pedestrians, shall be provided in the locations indicatively shown on the Proposals Map at: a) the Eastern Quadrant of the ring road at the junction of the ring road with Birmingham Street and b) the North-West Quadrant of the ring road, in association with the development of Opportunity Site S1. A modified surface level crossing has recently been implemented at the Western Quadrant of the ring road at the junction with Lion Street.

D. These new crossing points have the potential to be linked in with a network of existing and proposed pathways and where they meet the interface with the ring road be enhanced as Gateways, in accordance with Policy 3.

3.2.14 A national cycle route (Sustrans Route 54 from Stourport to Derby) passes through the plan area, as identified on the Proposals Map. Core Strategy Policy TRAN4 seeks to ensure that the Black Country has a comprehensive cycle network and Dudley Council is seeking to promote cycle links to nearby parks, including the Healthy Hub at Mary Stevens Park, as part of its strategy to promote healthy living within Dudley Borough. This AAP aims to facilitate and sign these routes and enhance the environment of the corridors through which they run.

3.2.15 There are already a number of cycle stands within the Town Centre, including outside The Crystal Leisure Centre. However, there is scope to provide more, particularly in Lower High Street, alongside Sustrans Route 54 and in the vicinity of King Edward VI College. This will enable increased opportunities to allow cyclists using the national cycle route to stop off to avail themselves to the facilities offered by the town, and provide a facility for residents cycling into the town from the proposed residential development in the river and canal corridor to the north.

Policy 5

Cycling

The following measures shall be implemented, through enabling development and other delivery mechanisms as necessary, in order to promote Stourbridge as a "cycle-friendly" town:

A. Secure cycle parking shall be provided within the Opportunity Sites and other development sites.

B. Further cycle stands shall be provided within Stourbridge Town Centre, particularly in Lower High Street.

C. The national cycle route (Sustrans Route 54) shall be signposted and marked out and its corridor enhanced.

D. Other cycle routes shall be signposted, delineated and marked out (where feasible), and the environment which these routes pass through, enhanced. These are shown on the Proposals Map, specifically:-

- i) Along the River Stour and Stourbridge Branch Canal and routes which link into that Green Infrastructure network.
- ii) Routes which link in with Sustrans Route 54.
- iii) Routes which access Mary Stevens Park (especially The Healthy Hub) and Wollaston Recreation Ground.

3.2.16 To ensure that Stourbridge has an inclusive environment for the whole community, development and any improvements to the public realm will be required to take into account the needs of less mobile, infirm and visually impaired persons. This is particularly with regard to providing level access to facilities, demarcating footways and avoiding street clutter.

Policy 6

Access for All

All new development and townscape and landscape enhancements shall seek to incorporate measures for the ease of access for disabled, infirm and partially sighted persons. This is particularly to ensure unhindered movement for all within Stourbridge Town Centre and along the Stourbridge Branch Canal and River Stour corridor pathways. This is unless such measures would conflict with heritage assets or would prevent works which would provide substantial benefits to the wider local community from being realised.

3.2.17 The recent reopening of Stourbridge Interchange has provided a very important public transport interchange serving Stourbridge Town Centre and the wider surrounding urban area. Given its critical importance to the Town Centre, Stourbridge Interchange will be protected and retained during the plan period.

3.2.18 In relation to parking provision, new development will be required to address the guidance contained within the Parking Standards Supplementary Planning Document (SPD).

3.3 Delivering Development in Stourbridge

3.3.1 The Stourbridge Town Centre boundary, identified on the Proposals Map, comprises the area within the ring road and the area of land between the ring road (St. John's Street) and Birmingham Street, identified as Angel Passage. Main Town Centre uses as defined in the National Planning Policy Framework (NPPF), will be focused in this area. To accord with the NPPF and Core Strategy Policy CEN7, any proposal over 200 square metres gross for a main Town Centre use outside of the Town Centre boundary should satisfy a sequential test and be subject to an impact assessment.

3.3.2 The Primary Shopping Area is where retail development is concentrated: any proposed retail development outside of this area, unless identified as an acceptable use on one of the Opportunity Sites, will be subject to an assessment of its impact on the vitality and viability of the Town Centre (a sequential test and impact assessment).

3.3.3 Primary Frontages include a high proportion of retail uses, while Secondary Frontages provide a greater opportunity for a diversity of uses. The Primary Frontages cover premises in the Primary Shopping Area and seek to maintain this area as a focus for shopping activity, providing a wide range of convenience and comparison shopping goods (A1 Retail Use) for the local community. The Primary Frontage includes the retail units in the Crown Centre which form part of the approved redevelopment proposals for Opportunity Site S1. The Secondary Frontage includes those units on both sides of High Street, to the south-west of The Ryemarket to New Road (the ring road). There remains a continued and important need to retain and strengthen the Primary Shopping Area's locally focused retail function. For this to be achieved, it is necessary to limit the amount of non-retail uses that will be permitted within the Primary and Secondary Frontages.

Policy 7

Primary Shopping Area and Protected Frontages

The role of Stourbridge Town Centre in accommodating main Town Centre uses and providing for the needs of the local community, and the function of Stourbridge Town Centre's Primary Shopping Area as a focus of retail activity, will be maintained and enhanced. Dudley Council will give in principle support to retail development within the Primary Shopping Area appropriate to the scale and function of the Town Centre, subject to Policy CEN4 of the Core Strategy.

Within the designated Primary Frontages and Secondary Frontages, Dudley Council will resist proposals that will lead to:

- More than 35% of all units within the Primary Frontage being occupied by or with permission for non A1 retail uses;
- More than 50% of all units within the Secondary Frontage being occupied by or with permission for non A1 retail uses;
- Bunching of non A1 retail uses no more than two non A1 retail uses adjacent to each other will be allowed.

3.3.4 Policy CEN4 of the Core Strategy sets out that individual retail developments of up to 650m² net for convenience goods, 500m² gross for comparison goods and up to 5000m² for office development will be allowable in Stourbridge Town Centre up to 2026, unless it can be demonstrated through evidence on need, impact and physical linkages that a higher floorspace total would be appropriate.

3.3.5 All the required additional convenience retail floorspace for this centre has been accommodated within the development of the retail store on Opportunity Site S1 (Crown Lane). Subject to the thresholds set out in Core Strategy Policy CEN4, additional comparison retail is allocated to the in-centre Opportunity Site S2 (Market Street) and the sequentially preferable edge-of-centre sites S3 (Angel Passage), S6

(North of Birmingham Street) and S7 (Mill Race Lane). Proposed development which includes additional comparison retail floorspace on these sites will be subject to a Retail Impact Assessment.

3.3.6 Additional office floorspace can be accommodated either within the Town Centre or on those Opportunity Sites where an Office (B1a) Use is identified as an acceptable use. Sites S4, S6, S7, S10 and S12 are considered to be the most sequentially preferable centre sites where this use can be accommodated at a medium scale, particularly given the lack of sites of a suitable size within the Town Centre.

3.3.7 Stourbridge Town Hall and The Crystal Leisure Centre are significant cultural and leisure uses for the local community. It is important for the vitality of the town that such facilities are retained, and should suitable opportunities arise, expanded to maintain and enhance their role as community assets. This is particularly significant given the potential increase in demand for the town's cultural and leisure facilities as a result of the increase in the catchment population from planned housing growth to the north of the town.

3.3.8 There are buildings, especially within the Town Centre Conservation Area, which have vacant upper floors that have the potential to be converted into office use or residential accommodation. This will improve the vitality and viability of the town and increase the amount of activity and surveillance within its centre. The re-use of upper floors for a residential use in particular can be encouraged through flexibility to such issues as car parking provision and the level of amenity which may be afforded to future occupiers.

3.3.9 It is recognised that shutters on business premises within town centres, particularly the steel roller box type, have the effect of providing blank frontages, prevent window shopping and present an unwelcoming environment, particularly outside of business hours. The emerging Shopfronts Supplementary Planning Document (SPD) will provide guidance on this issue. Notwithstanding this, along with advertisement control, a means of maintaining and enhancing vitality is to support the use of vacant shop units as a canvas for public art, potentially in association with local colleges: this is providing that any such installations have an appropriate impact, without harming Heritage Assets in particular.

Policy 8

The Town Centre

A. Subject to review and monitoring, the amount of additional retail floorspace which will be allowable per relevant development scheme within Stourbridge Town Centre within the plan period is set out within Policy CEN4 (Regeneration of Town Centres) of the Black Country Core Strategy. Any proposed additional retail or office floorspace in excess of these totals will need to meet the exception criteria set out in that policy.

B. The extension of the Crystal Leisure Centre and Stourbridge Town Hall will be supported in principle, along with their role as town centre community and leisure facilities.

C. The re-use of the upper floors of premises within the Town Centre, particularly for residential purposes or business/office uses, will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision.

D. Public Art, especially in the form of visual displays, will be encouraged to be used as a means of creating a sense of vibrancy to vacant shopfronts within the town centre.

3.3.10 High concentrations of hot food take-aways (A5 uses) can be detrimental to a centre's vitality and viability, especially as such units often present blank frontages during daytime trading hours. They also have other impacts on amenity - e.g. anti-social behaviour, litter, noise and fumes. A5 uses are also associated with unhealthy eating, contrary to national guidance and Dudley Council's commitment to tackle obesity trends. Policy 9 of this AAP specifically seeks to control this use, particularly for proposals to establish A5 uses outside of the Primary and Secondary Frontages, but within the Town Centre boundary.

3.3.11 Concerns have been raised about the number of public houses (A4 Uses) and night time venues within the town centre, particularly the anti-social behaviour they engender. However, such uses can have a positive effect in terms of sustaining a viable nighttime economy and such uses are not considered to have the same negative impact on vitality of the town centre or as significant impacts on amenity as A5 Uses. This plan therefore singles out A5 Uses for particular restrictions and controls, and not A4 Uses.

Policy 9

Hot Food Takeaways (A5 Uses)

Hot food take-aways (A5 Uses) will only be permitted within the town centre, where there is no conflict with other policies within this plan, in particular, the Primary Frontages and Secondary Frontages Policies, and where:-

- There would be no adverse impact on amenity, highway safety (including parking) and the character of the surrounding environment
- There would be no bunching of A5 Uses - i.e. no more than two A5 Uses adjacent to each other will be permitted
- The resulting A5 Unit, including any associated ventilation and extraction equipment and/or flue, would not be visually dominant within the townscape

3.3.12 This AAP will seek to deliver some 530 dwellings to meet housing need over the plan period. The majority of new housing development will be focused towards existing industrial areas on the northern edge of Stourbridge Town Centre in line with the Core Strategy.

3.3.13 Housing need will be informed by the most up-to-date evidence base provided by the Housing Needs Surveys. Current evidence suggests that key affordable housing needs within the plan area are for family accommodation (3 and 4 bedroom family housing) and elderly persons supported housing. In line with the Core Strategy, there is also a need for more family homes for managerial, entrepreneurial and professional households. These types of housing provision will be particularly encouraged within the AAP area.

3.3.14 Many Town Centre sites are constrained in size and often have multiple ownerships. There is limited opportunity therefore to provide significant numbers of new housing development within the Town Centre, particularly larger family homes which is a key housing need. However, living above shops will be supported where opportunities exist to help stimulate the vitality and viability of the Town Centre.

Policy 10

Housing Mix and Tenure

Dudley Council will expect the mix and range of housing types, tenures and sizes to reflect the needs of the community and to secure a mixed and balanced community in line with the NPPF and Core Strategy.

The Opportunity Sites would be particularly appropriate for development for a higher concentration of family homes for managerial, entrepreneurial and professional households.

Policy 11

Extra Care Housing

A site for new Extra Care Housing will be provided within the plan area. The form and type of the extra care facility will be dictated by the evidence contained within Dudley Council's Housing Needs Survey as it relates to the needs and demands for this area.

3.3.15 It is important to encourage high quality, modern, future growth sector businesses (such as high-tech and green energy companies), and ensure that viable existing businesses continue to thrive, in order to support, maintain and provide additional local job opportunities. This is with particular regard to the development

of housing next to existing, thriving and viable business premises, particularly industrial uses, where the viability of that business use may be threatened by the need to protect the amenity of the future occupiers of the residential use.

Policy 12

New Housing Near to Business Uses

Where new housing development is proposed near to existing business uses, particularly industrial uses that have the potential to prejudice the future economic viability of that use by virtue of e.g. noise, dust, smell, heavy goods vehicles movements disturbance, the housing development will be expected to incorporate, or contribute towards, measures to help mitigate any adverse impacts which may arise from the nearby business premises and which may affect future residential amenity.

Each residential proposal in close proximity to existing business uses, and any on-site/ off-site proposed mitigation works measures, will be carefully assessed on their merits. There will be a preference for on-site mitigation but off-site mitigation may be appropriate in some instances (for example, the creation of an off-site new-build green space buffer/ noise bund).

In some instances, mitigation measures may not be effective or able to be practically applied. New housing development proposals near to business uses, particularly industrial uses within the plan area will only be permitted where:

- The new housing development would not adversely affect the continued viability and operation of the existing business use, and suitable mitigation measures can be built into the residential proposal to address such concerns as necessary;
- The site, accommodating the existing business use, is no longer viable and required either for employment use, including relocation of businesses displaced from sites released to other uses, or for other employment-generating uses.

Policy 13

Mixed Use Development

Mixed use development will be encouraged where it does not conflict with any other policies in the Council's Development Plan. Of particular importance, will be mixed use development which:

- Help to support local job creation opportunities and creative industries locally-distinctive to Stourbridge, such as glass making, visual arts and crafts

based activities and music/ performance arts. This includes the provision of live/work development;

- Help stimulate the vitality and viability of the Town Centre core and help attract inward investment. Such schemes shall make provision for active ground floor frontages;
- Encourage locally distinctive and green technology industries such as companies specialising in renewable energy technologies.

3.4 Stourbridge's Green Infrastructure

3.4.1 The main existing Green Infrastructure is located on the northern edge of Stourbridge Town Centre, along the River Stour corridor. This area provides an important green corridor which is significant as a connecting wildlife corridor and as an outdoor recreational resource serving the local community.

3.4.2 Parts of the River Stour and Stourbridge Branch Canal corridors currently suffer from a poor quality environment. For example, parts of the River Stour are culverted or have undergone significant engineering of channels, banksides and/or bank tops. The habitat adjacent to the channels has often been reduced leaving little or no natural green space. This significantly reduces the River Stour's outdoor recreation value and restricts its function as a wildlife corridor. The River Stour is often referred to as the 'lost River Stour' as this area currently remains hidden from the community and severed from the Town Centre by the ring road. It is also hidden as a result of urban encroachment and poor quality public access along its embankments. Its prominence and profile need to be raised.



The River Stour and Stourbridge Branch Canal: Challenges and Benefits

3.4.3 New development within the Opportunity Sites presents a major opportunity to build-in and positively enhance biodiversity features and improve pedestrian and cycle links along the River Stour and Stourbridge Branch Canal as well as strengthening links from these watercourses to the Town Centre. This will aid the delivery of convenient and safe pedestrian access to the Town Centre core and help to raise the profile of the river and canal as important areas for recreation and wildlife.

3.4.4 Dudley Council therefore requires the creation of a continuous green space corridor either side of the River Stour. This wildlife corridor will be at least 10 metres wide on each side of the watercourse and include public access. It will not be possible for the wildlife corridor to retain its functionality if restricted to 10 metres frequently. Therefore this must be seen as a minimum and wider bays safeguarded or created regularly along its length to provide appropriate resting places and breeding habitat. The minimum width of 10 metres arises from:

- Environment Agency guidelines requiring a minimum buffer width of 8 metres on either side of the bank top in order to enable ongoing maintenance along the riverside banks and to reduce flood risk;
- Government guidance in the Manual for Streets (2007) suggesting a minimum width of 2 metres for a pedestrian footway and a wider width of 3.3 metres for a combined pedestrian footway and cycleway; and
- The need to provide a functional wildlife corridor.

3.4.5 Development proposals fronting onto the edge of the River Stour and Stourbridge Branch Canal should provide an active frontage onto the waterway and other routes to give access to the canal/ River Stour and address public realm. This will ensure that these areas are well overlooked to improve personal safety and encourage outdoor recreation.

3.4.6 Care must be taken with such frontage development to ensure that it does not harm the wildlife corridor function, for example, by increasing light pollution. In line with the Water Framework Directive (WFD), development proposals must not adversely affect the water quality and associated ecological status of a water body and wherever possible take measures to improve ecological value.

Policy 14

The River Stour

Dudley Council, through development, will improve the River Stour for amenity, wildlife and recreation. This will enable the 'rediscovery' of the River Stour both by the community and visitors to the area.

Development will be expected to deliver:

- The creation/restoration and maintenance of a continuous natural green space corridor either side of the river channel. This will measure at least 10 metres wide from each bank top unless there is conflict with other objectives of the AAP such as preserving and enhancing Heritage Assets and/ or their settings. The green space corridor shall be landscaped to maximise its wildlife benefit;
- The creation of a safe, attractive and accessible public footpath and cycleway on one side of the watercourse - this shall be continuous along the length

of the river utilising river and highway crossing points as appropriate, and link to the Town Centre;

- The opening up of culverted sections of the watercourse and softening engineered banks;
- Natural river features such as meanders, riffles and pools along its length;
- The introduction of appropriate new signage and interpretation material along the River Stour corridor to assist pedestrians and cyclists;
- The potential for the restoration of the river bridges as key components in improving accessibility through the plan area. The structural soundness of the river bridges will be investigated on a site-by-site basis as proposals come forward. Access for river maintenance will need to be provided where necessary.

3.4.7 The quality and function of the River Stour and Stourbridge Branch Canal wildlife corridor needs to be sensitively enhanced and restored, in particular to deliver improvement works where linkages are currently weak. There are also pockets of invasive plant species such as Japanese Knotweed which erode the quality of the wildlife corridor.

Policy 15

Nature Conservation

All developments will be expected to:

- Protect areas of nature conservation value, such as the SLINCs shown on the Policies Map;
- Improve the function of the wildlife corridors through sensitive enhancement and restoration. Development will be expected to positively contribute to the improvement of this network;
- 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;
- Mixed native hedges;
- Locally native and/or heritage tree planting;
- Wildlife friendly Sustainable Urban Drainage Systems (SUDS)



Wildlife Corridor

3.4.8 The canal corridor lies within a designated Conservation Area. All proposals (including new green space provision proposals) coming forward along the Stourbridge Branch Canal will be expected to remain sensitive to preserving and enhancing the historical character and setting of the Conservation Area, having regard to the Stourbridge Branch Canal Conservation Area Character Appraisal.

Policy 16

Stourbridge Branch Canal

Development proposals alongside, and in close proximity to the Stourbridge Branch Canal, and general enhancement proposals shall address:-

- The improvement and upgrading of the existing canal towpath to improve access for pedestrians, cyclists, boaters and anglers, including enhancements to identify and aid linkages between the canal and the river and the canalside and the Town Centre;
- Where appropriate, the introduction and maintenance of a natural green space corridor either side of the canal channel. This green space corridor shall be landscaped so as to provide a natural setting and improve the wildlife value of the area. It should remain sensitive to the character and setting of the conservation area;

- The provision of an active frontage onto the waterway and other routes to address the public realm;
- The achievement of high standards of design, sensitively integrated with the canalside environment, including any associated canal side features;
- Pedestrian and cycle provision within new development bordering the canal on one side, which will be fully integrated with the existing and/ or proposed public footpath and cycle networks;
- Appropriate new signage, seating and interpretation material along the canal corridor to assist pedestrians, cyclists, tourists and boaters to complement any works being undertaken in conjunction with The Canal and River Trust;
- The conservation and enhancement of areas of value for nature conservation along the Stourbridge Branch Canal and the creation of new natural green space where appropriate;
- The provision of new and improved boating facilities including the implementation of new visitor moorings as appropriate and the potential expansion of the canal basin;
- ~~FF~~ The preservation of views into or out of the Stourbridge Branch Canal Conservation Area.

3.4.9 Dudley Council's Parks and Green Space Strategy (June 2009) identified that there is an under-provision of publicly accessible natural and semi-natural green space within the Stourbridge urban area. This is particularly evident within the Town Centre itself, which lacks any significant areas of landscaped public open space: its main park (Mary Stevens Park) lies about 1/2 km south of the Town Centre core.

3.4.10 There are limited opportunities for the creation of new areas of open space within the Town Centre core itself. However, opportunities exist within the AAP area, particularly within the River Stour and Stourbridge Branch Canal corridor. It is therefore necessary to safeguard and enhance any existing areas of open space, including improving the linkages to and between such areas, whilst seeking to create new areas of open space.

Policy 17

Public Open Space

The Public Open Space areas, as shown on the Proposals Map, shall be safeguarded from inappropriate development that would prejudice their role, function and setting.

The following open spaces will be established and/or enhanced as areas of Public Open Space in consultation with the local community, through development contributions as necessary with consideration to the following measures:-

- A. Land off Lickey Road: This existing area of Public Open Space shall be enhanced with an emphasis on improvements to wildlife habitats and for its informal recreational use as part of the green infrastructure network along the River Stour.
- B. Riverside (Land Between Wyre Road and The Stourbridge Branch Canal): This area shall be set out as Public Open Space to preferably incorporate the following measures -
 - 1. The refurbishment of the Listed Building (Riverside) and its positive re-use.
 - 2. The refurbishment of The Dry Dock as an historic feature.
 - 3. Enhanced public access, including the formalisation of a River Stour footpath and cycleway and the potential provision of a footbridge across the river within this site
 - 4. Wildlife improvement and habitat creation
 - 5. The clearance of invasive species, especially Japanese Knotweed (followed by a period of monitoring to ensure any re-growth is prevented)
 - 6. Any works shall safeguard and enhance the character of the Canal Street Conservation Area
- C. Land at Green Street and Brook Street - this overgrown area of open space shall be set out and enhanced as a potential recreational green space area with appropriate tree planting around its edges.
- D. Greenfield Gardens - Dudley Council will protect Greenfield Gardens Local Park from inappropriate development that would jeopardise its existing future role, function and setting and is committed, in consultation with the local community, to improve and upgrade the park to a standard appropriate to its identified functions.

3.4.11 Protection and creation of green space plays an important role in helping to address localised climate change impacts, for example, by reducing the overheating of urban environments (referred to as the urban heat island effect or urban cooling). Green corridors within urban areas, such as the River Stour, can alleviate urban heat island effect as well as providing other benefits, such as allowing a natural channel for the movement of wildlife species. This is becoming more important as wildlife species are needing to move to adapt to the changing climate.

Policy 18

Urban Heat Island

Proposals will be expected to help reduce the localised impacts of the Urban Heat Island effect by:

- Safeguarding existing trees, unless such trees are evidenced to be damaged, diseased or dying or contribute little to the public realm - in which case replacement planting shall be sought;
- Encouraging new deciduous tree planting of locally occurring, indigenous species. New tree planting will be particularly promoted within the Opportunity Sites as part of public realm enhancements and gateway features;
- New green space provision within the Opportunity Sites on the edge of the Town Centre, especially within, and adjoining, the River Stour corridor;
- Encouraging the use of green roofs and green walls within new development, particularly to help bridge gaps in Green Infrastructure and where such a provision would not prejudice the character and setting of the historic environment and the viability of the development scheme will not be harmed;
- Reducing the reliance on and demand for vehicular trips, in particular by strengthening and improving surface level pedestrian and cycle linkages across the ring road to the Town Centre core, encouraging more sustainable modes of travel such as walking and cycling and supporting public transport provision;
- Reducing the amount of existing hard surfaces;
- Maximising opportunities for the generation of renewable energy;
- Ensuring that all new development, in its layout, design, construction, materials, landscaping takes into account and adapts to higher temperatures. In particular, new buildings should be designed to reduce reliance on air conditioning systems during hotter summer months and to reduce heating during colder winter months.

3.4.12 Green spaces can reduce flood risk by slowing down the rate at which rainfall runs off land into watercourses and sewers. Another means of alleviating climate change impacts is by encouraging new development to design and build-in Sustainable Urban Drainage Systems (SUDS). As well as helping reduce flood risk, SUDS can improve water quality. The need to improve water quality as part of redevelopment proposals is an important consideration in line with European Union guidance in the Water Framework Directive.

3.4.13 The threat of flooding and the minimisation of flood risk is a key priority for Dudley Council. The north-west part of the AAP along the River Stour and Stourbridge Branch Canal corridors falls within a Flood Zone 3b (Functional Flood Plain) within the Environment Agency Flood Zone Map. A Black Country Strategic Flood Risk Assessment (Level 1 SFRA) (February 2009) has been undertaken which covers Dudley Borough and the wider Black Country sub-region.

3.4.14 Under the Flood and Water Management Act 2010, Dudley Council is designated as a lead local flood authority and as such is responsible for the management of surface water flood risk. In this role Dudley Council has produced a preliminary flood risk assessment for the borough. This report together with supporting documentation in [Dudley Council's Surface Water Flood Risk Maps](#) is available from Dudley Council's website.

3.4.15 Dudley Council is producing a Local Flood Risk Strategy together with a Surface Water Management Plan. All new developments coming forward within identified flood risk areas will be required to provide measures to mitigate against flood risk before development is commenced and implement them before the development is occupied, in accordance with national and local policy.

Policy 19

Sustainable Urban Drainage Systems (SUDS) and Flood Risk

New development shall include measures to help promote sustainable urban drainage and reduce flood risk. In particular, new development proposals will be expected to:

- Where the site falls within Flood Zones 2 or 3, or is over 1 Hectare in size and falls within Flood Zone 1, include a site-specific Flood Risk Assessment as part of a planning application;
- Remove and reduce the amount of impermeable surfaces within the Opportunity Sites, particularly those sites alongside the River Stour and Stourbridge Branch Canal;
- Promote water efficiency measures within new development including water saving devices such as greywater and/ or rainwater harvesting and recycling;
- Provide SUDS within existing and proposed development where feasible with priority given to introducing SUDS which provide beneficial wildlife habitat, outdoor green space recreation and amenity value;
- Soften engineered and heavily urbanised sections of the River Stour embankments with new natural green space to help reduce flood risk and promote sustainable urban drainage;
- Design surface water drainage systems should be designed preferably as SUDS and in accordance with emerging national standards to reduce overall run-off volumes leaving the site, control the rate of flow and improve water quality before it joins any water course or other receiving body.

In addition:

- The surface water drainage scheme will need to be capable of reducing the flood risk associated with storm events as well as normal rainfall events.
- All flood mitigation measures must make allowance for the forecast effects of climate change.

3.4.16 Stourbridge Wharf is a 'linchpin area' between Stourbridge Town Centre and the planned housing led regeneration areas within the River Stour and Stourbridge Branch Canal corridor. It sits alongside a main Gateway to the Town Centre and is at the southern end of the Glass Quarter. It has been described as an historic community asset, contributing to the distinctive character of Stourbridge and having a multi-functional role for the benefit of the local community and visitors.

3.4.17 Stourbridge Wharf is an area in need of upgrading. There are currently a number of vacant buildings and derelict and untidy spaces. It generally has poor permeability as footpath linkages into this area from the residential areas to the south are few in number, poorly signed and not easily distinguishable. The regeneration and upgrading of this area would be key in enabling the occupiers of planned new dwellings to access the town by walking or cycling through an enhanced environment with increased permeability, and also being able to avail themselves of the facilities on offer.

3.4.18 The canal and the area to the north of it is designated as a Site of Local Importance for Nature Conservation (Core Strategy Policy ENV1). Any proposed development or works should retain that vegetation which has nature conservation value and opportunities should be taken to enhance its value through development proposals or canalside enhancement works.

3.4.19 Significantly, this area is also a conservation area (The Canal Street Conservation Area), containing a Grade II Listed Building (The Bonded Warehouse) and four Locally Listed Buildings within an historic canalside setting. The state of the Conservation Area is currently of particular concern, given that it is included on English Heritage's At Risk Register. An opportunity exists to draw on this heritage, including promoting and enabling canal based activities and uses and tourism, and to reinforce this character thereby sustaining and improving the character of the Conservation Area.

3.4.20 The significance of the Stourbridge Navigation Trust (SNT) as agents in improving the area and safeguarding and enhancing its assets, notably the Bonded Warehouse, needs to be highlighted and afforded a great deal of value in bringing back a relatively redundant and underused area into a productive use of benefit to both the local environment and local community, including the local boating community. Works achieved through the participation and governance of the SNT have included the refurbishment and the bringing back into use of the Bonded Warehouse, the re-opening of the canal arm as a navigable waterway, works to the towpath and the reinstatement of the dry dock as a working enterprise. It is important that any proposals for this area are undertaken in partnership with the SNT, and that their viability as a self-financing charitable trust is safeguarded. Thus, it is proposed that enclaves be formalised around the areas in which the SNT are active enabling them to control public access within these enclaves so that their operations are secured. The enclave centred on the canal includes the Neville Garrett Bridge which shall remain in the control of the SNT so as to prevent unfettered public access which could prejudice their operational viability.

3.4.21 The area currently serves as a cultural and entertainment place, with the Bonded Warehouse hosting events, often spilling out into the surrounding canalside environment, and (small scale) concerts. There is an opportunity through this plan to build on and complement these activities. One of the means of achieving this is through the re-invigoration, and perhaps reorientation of the public house (The Moorings Tavern) and Chinese take-away (The White Rose) fronting the High Street,

and so form a "cultural hub", offering an alternative (night time) venue to the Town Centre, perhaps attracting a more mature/family orientated clientele, with an emphasis on making the most of the canalside environment and its historic setting.

3.4.22 There is an acknowledged demand in this area for space for locally distinctive industry, particularly 'creative industry' (encompassing such activities connected with the arts - e.g. recording and dance studios). It is considered that there is an opportunity for this area, particularly through the re-use of vacant premises, to provide spaces for such uses.

3.4.23 This area falls within Regeneration Corridor 11b, as designated in the Core Strategy, where there is a policy steer towards housing led regeneration, particularly along the canal network and close to existing centres. The proposed development of the Rolling Mills Site (Opportunity Site S8) will help to realise this alongside other sites within the Stourbridge Wharf area. Should any sites be progressed for residential development, the viability of nearby existing industrial/employment uses should not be prejudiced. Notwithstanding this, it is envisaged that the form and design of residential development on these sites would reflect this canal and river setting, have measures in place to mitigate against flooding, while enhancing the character of the conservation area, the setting of heritage assets and the area's nature conservation value. One of the means of achieving an appropriate form of development would be through the development of live-work units.

Policy 20

Stourbridge Wharf

The Stourbridge Wharf area, the boundaries of which are set out on the Proposals Map, shall be promoted as a focus for creative/cultural industry and visitor economy related businesses with complementary entertainment and leisure uses, sensitive to, and promoting this area's unique heritage, and sensitive to existing and proposed residential uses. The Stourbridge Wharf Inset Plan provides more detailed proposals as to how this vision may be realised.

Preferred uses are:-

- A. Canal based uses and activities, including the provision of additional visitor moorings and boater's facilities and canal themed industry with ancillary retail;
- B. Creative/cultural industry and visitor economy related businesses, specifically uses connected with the arts, including studios and performance spaces;
- C. Entertainment uses, specifically Assembly and Leisure Uses (D2), Public House/Inn (A4) and Restaurant (A3) Uses; and

D. Residential uses, which shall be designed to relate to the canal and river setting, including providing an active frontage to these watercourses, along with being sensitive to existing industry, heritage assets and the nature conservation value of the area. The provision of Live-Work units is particularly encouraged in this location.

The environment of this area shall be enhanced and upgraded, through enabling development, development contributions and other delivery mechanisms as appropriate, with a particular focus on the following measures being implemented:

i) safeguarding the operational viability of the Stourbridge Navigation Trust (SNT) by:-

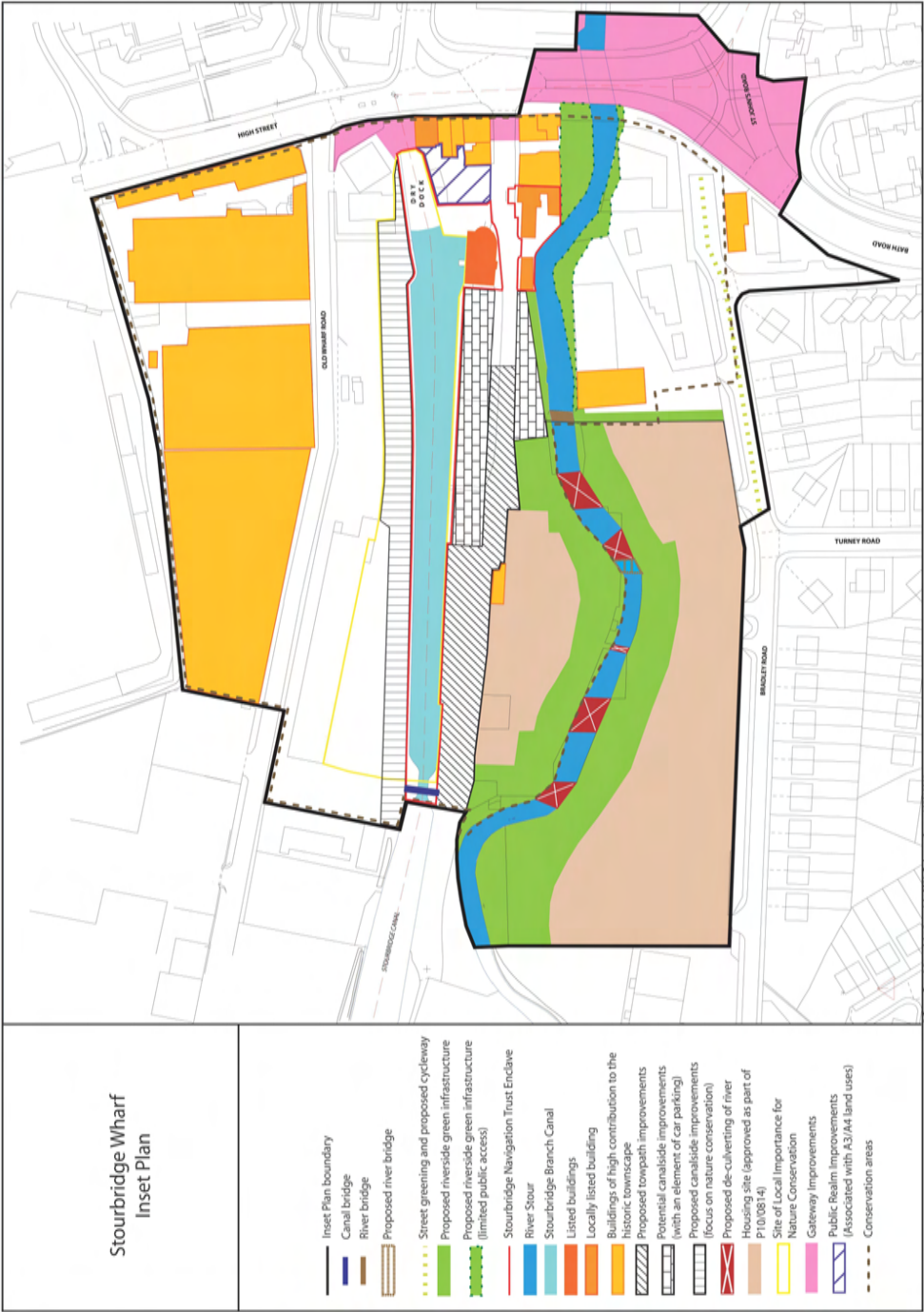
- a) the formalisation of enclaves around those parts of the area where the activities of the SNT are focused;
- b) the provision of car parking area(s), in particular to help facilitate the holding of public events within this area;
- c) works to enable the temporary closure of Canal Street for the holding of events.

ii) Public realm improvements to include works to enhance the nature conservation value of the area and towpath improvements, including potentially the formation of an expanded canal basin

iii) Improvements shall be sensitive to heritage assets and be embedded within Green Infrastructure, which enhances existing wildlife habitats and uses locally distinct flora and includes the removal of invasive plant species, security measures (should they prove to be unnecessary) and external storage areas.

iv) The provision of pathways and cycleways to the Town Centre, via the Gateway and Bradley Street.

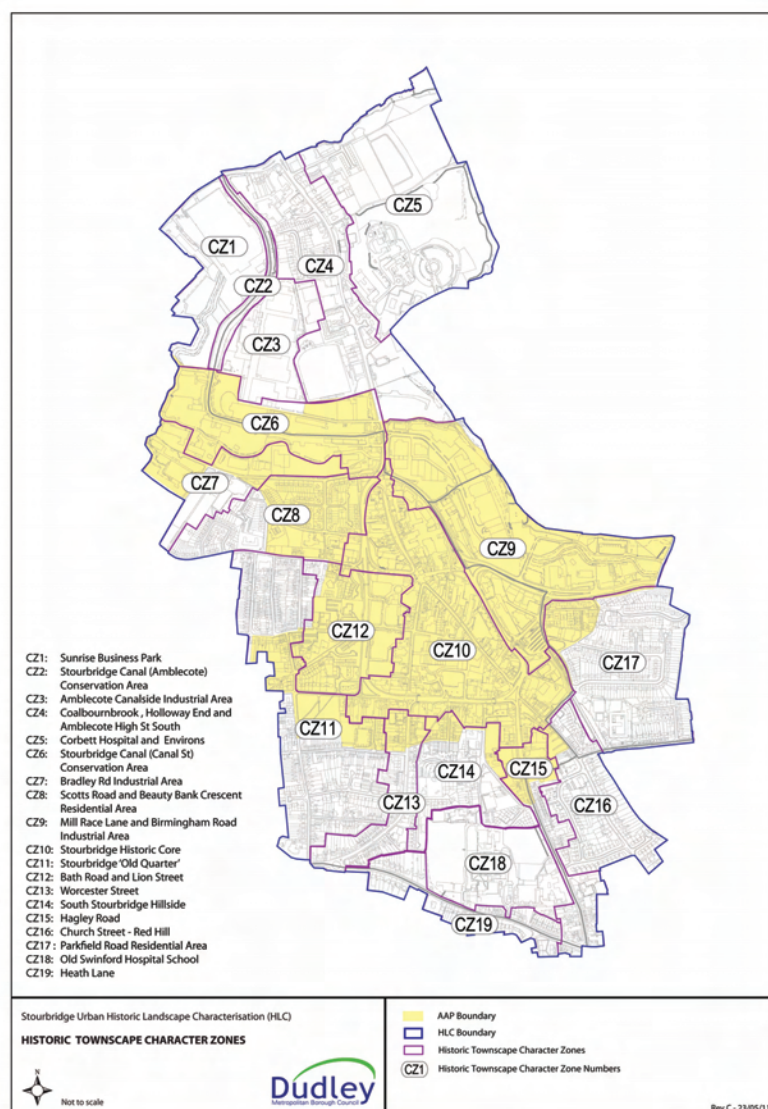
Stourbridge Wharf Inset Plan



3.5 Stourbridge's Historic Environment

3.5.1 The “Stourbridge 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 townscape and landscapes should respect Stourbridge's character.

3.5.2 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 Stourbridge town and to include its associated hinterland. The study describes the historical development of Stourbridge and identifies nineteen Historic Townscape Character Zones within the Town Centre and beyond as shown on Map 1. For each Character Zone individual buildings and spaces have been identified which contribute positively or otherwise to local character.



Map 1 Historic Townscape Character Zones

3.5.3 Locally significant areas of high historic townscape and landscape value have been identified alongside individual heritage assets of varying significance, including buildings with potential for inclusion on the Local List and Archaeological Priority Areas. Statutorily designated assets, including conservation areas, have been reviewed with consideration being given to possible boundary revisions and the potential for future new designations.

3.5.4 The results of the UHLC will be used by planners, urban designers, developers and others to gain a proper appreciation of the historic character of Stourbridge, thus assisting in positive place making and development which respects and reinforces local character and distinctiveness.

3.5.5 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 Stourbridge as a whole.

Policy 21

Conservation and Enhancement of Local Character and Distinctiveness in Stourbridge

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 Stourbridge's landscape and townscape should be retained and wherever possible enhanced and their settings should be respected.

The Stourbridge Urban Historic Landscape Characterisation provides baseline data that in conjunction with the information held in Dudley Council's Historic Buildings Sites and Monuments Record must be used for land use appraisals and to inform proposals for development.

New development in Stourbridge should be designed so as to reinforce and enhance local distinctiveness and full reference should be made in Design and Access Statements accompanying planning applications to the Stourbridge Urban Historic Landscape Characterisation. Design and Access Statements should clearly set out the steps that have been taken to achieve locally responsive outcomes through either traditional or more contemporary design solutions.

In respect of major developments or in relation to particularly environmentally sensitive areas developers may in future themselves be required to commission more detailed “Local Area Character Appraisals” (as defined in the Dudley Historic Environment SPD) in order to more fully inform specific land use proposals.

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.

3.5.6 Each Character Zone identified by the UHLC was mapped at a large scale in order to identify the contribution made by individual buildings and spaces to the character of the local historic environment. The buildings were ranked through colour coding into those making a High (red), Medium (orange), Neutral (yellow) or Negative (blue) contribution to local character (see Map 2).

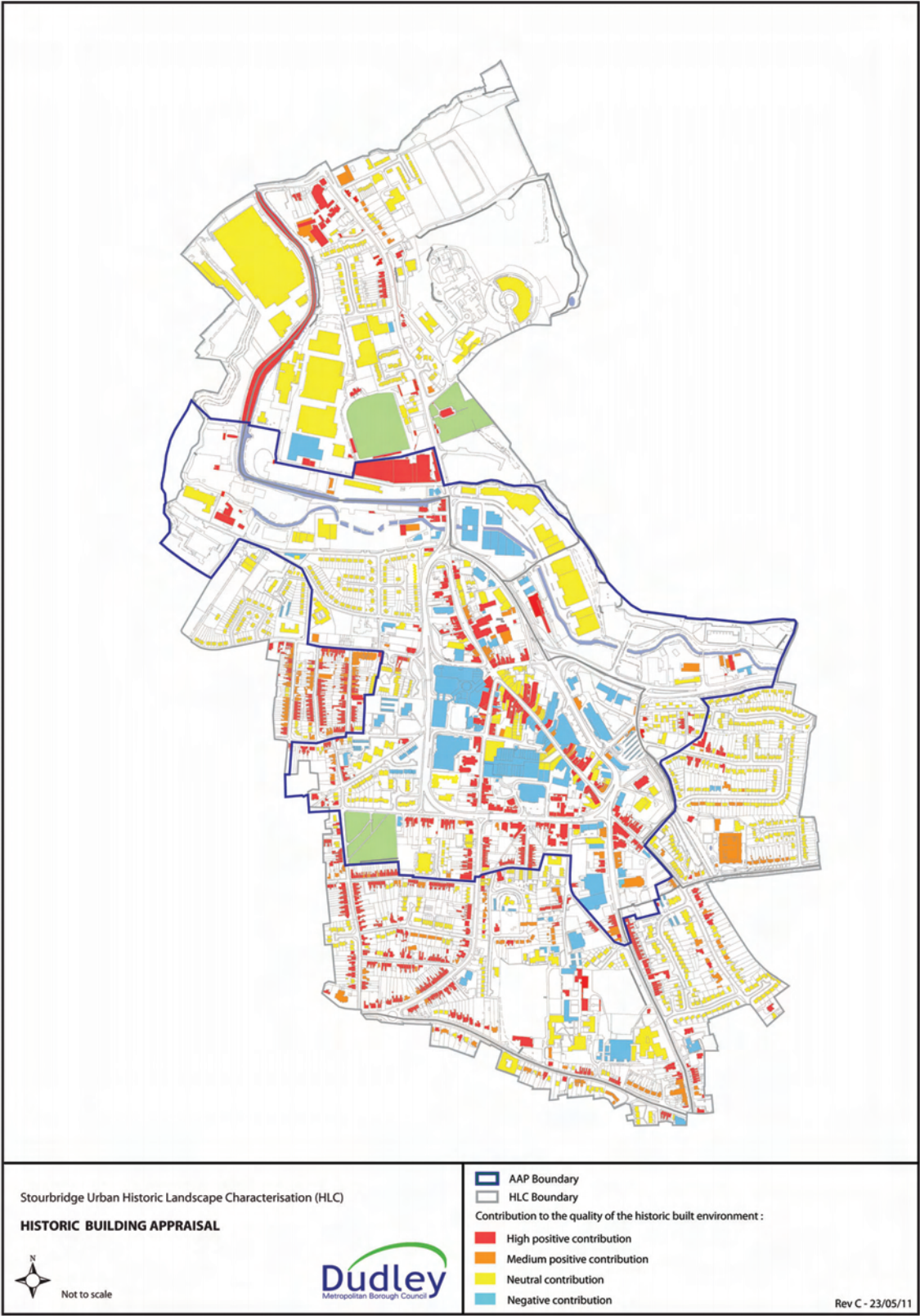
3.5.7 This highlighted the existence of certain areas that, although not necessarily formally designated as conservation areas, nevertheless exhibited a concentration of historic assets that it was felt in combination made a particularly positive contribution to local character and distinctiveness. These areas are “Areas of High Historic Townscape Value” (AHHTV) and are shown on the Policies Map.

Policy 22

Areas Of High Historic Townscape Value (AHHTV)

Areas of High Historic Townscape Value (AHHTV) are recognised in the 'Stourbridge Urban Historic Landscape Characterisation' as defining discrete areas of townscape of acknowledged importance. Where new development is proposed in an AHHTV every effort must be made to ensure it consolidates or enhances the existing positive characteristics of the locality including the public realm. Not only should existing townscape in these areas be conserved and enhanced but the opportunity should be taken to create complementary good quality townscape through extension, new build or redevelopment. Views into, out of and within AHHTV must be respected.

Design and Access Statements accompanying planning applications in AHHTV's must be prepared with full reference to the Stourbridge UHLC and must clearly evidence how the proposals have taken account of its detailed findings in order to produce a locally responsive high quality design that, wherever appropriate, also conserves and where possible enhances significant historic assets together with their settings. Proposals that fail to respond adequately to their townscape context or that would prejudice views into, out of or within AHHTV's will not be permitted.



Map 2 Historic Building Appraisal

3.5.8 Areas of High Historic Landscape Value (AHHLV) recognise the contribution of the wider landscape to local character and distinctiveness. The value of AHHLV is considered to reside primarily in the quality of the landscape, such as areas of open space, woodland, watercourses, hedgerows and archaeological features and their historic, communal, ecological and aesthetic values.

3.5.9 In Stourbridge, the two areas identified both relate to the very strong linear open space provided by the course of the River Stour, which in the western half of the AAP area is paralleled by the Stourbridge Canal corridor. Both components have great historic significance in relation to the exploitation of water power, the location of industry and the associated transport of raw materials and finished products and they fully merit protection.

Policy 23

Areas Of High Historic Landscape Value (AHHLV)

Within Areas of High Historic Landscape Value Dudley Council will resist any development or other works taking place which would be detrimental to the character, quality and historic integrity of the landscape. Dudley Council will seek to protect and enhance views into, from or within Areas of High Historic Landscape Value. Approval will not be given where such views would be unduly interrupted or harmed, or where the opportunity to enhance such a view would be lost.



King Edward VI College

3.5.10 There are sites throughout Dudley Borough including in Stourbridge recorded in Dudley Council's Historic Environment Record that have been identified 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.

3.5.11 The potential importance of such archaeologically sensitive areas is recognised through the 'Archaeological Priority Areas', as shown on the Policies 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 24

Archaeological Priority Areas

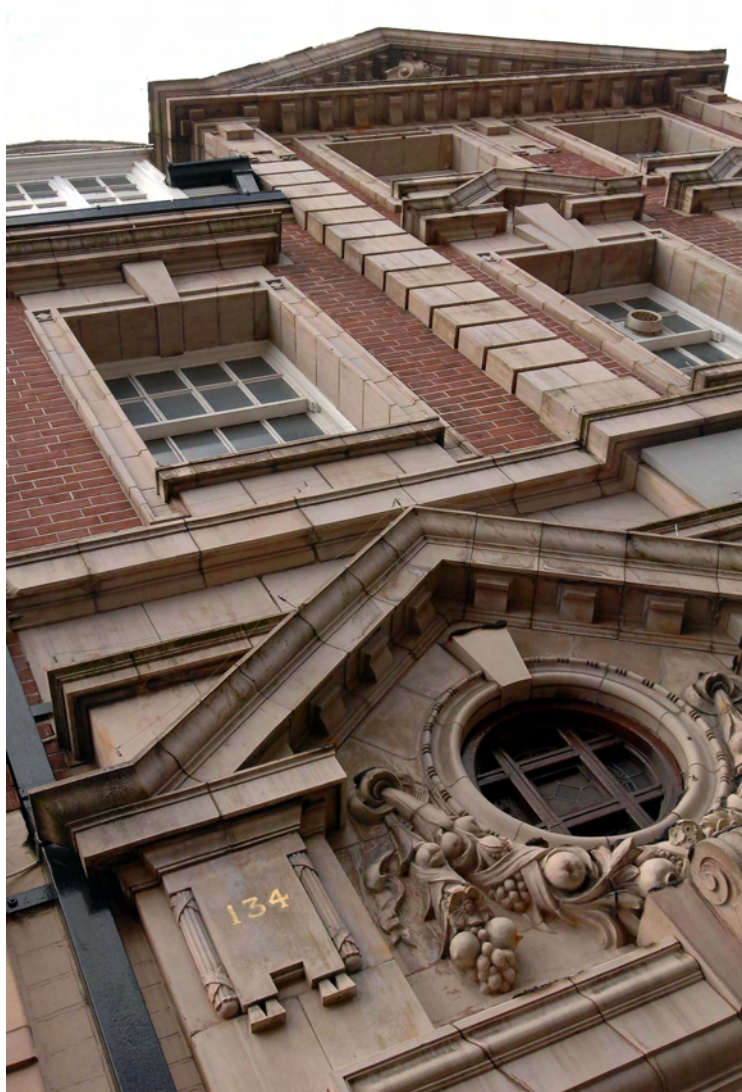
Archaeological Priority Areas have been identified in the Stourbridge Urban Historic Landscape Characterisation and in respect of these and any other areas of potential archaeological significance that may be identified in the Dudley Council Historic Buildings Sites and Monuments Record through the life of the plan, Dudley Council will:

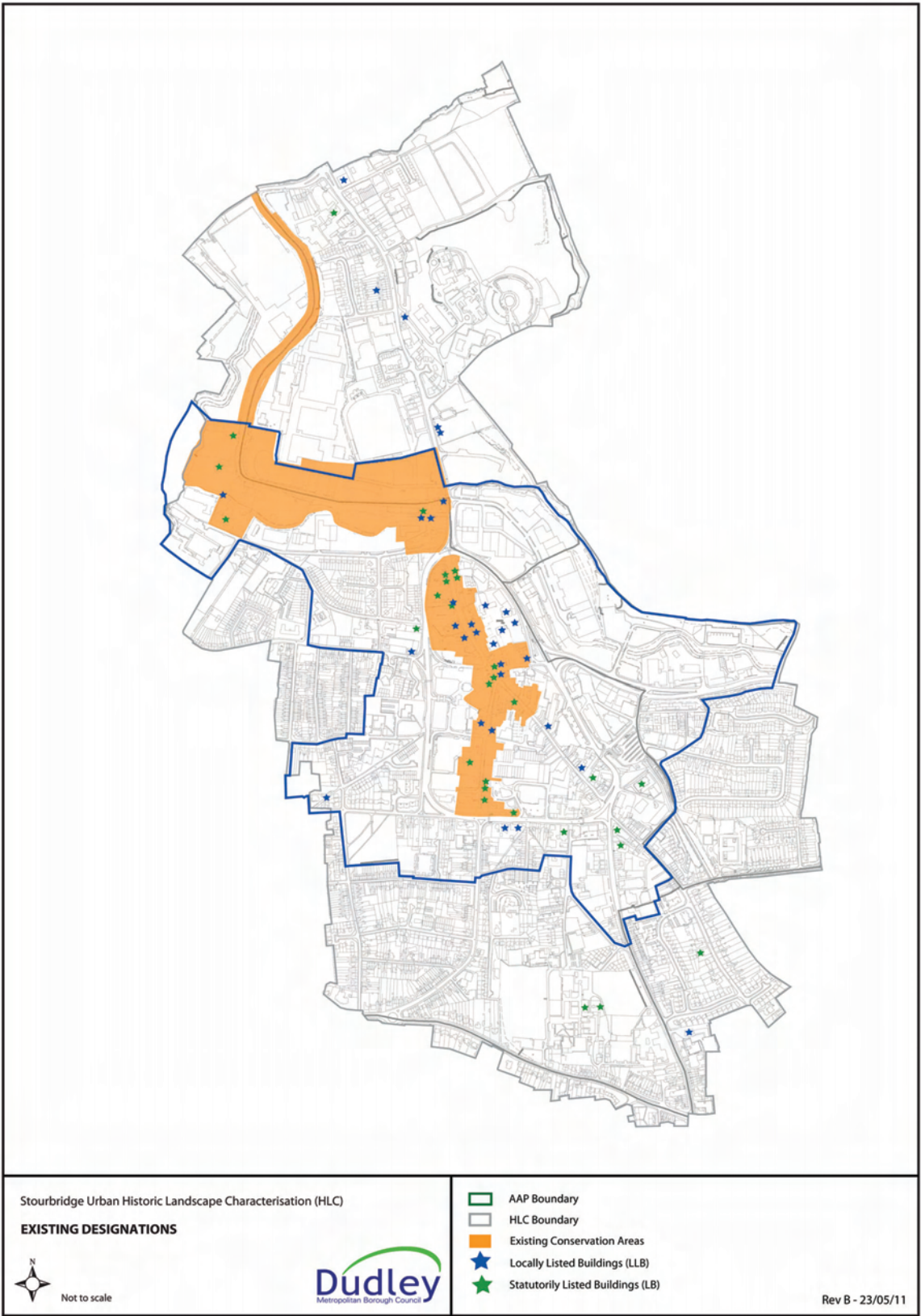
- Expect developers as part of any planning application to provide adequate information to allow the full and proper consideration of the impact of the proposed development on archaeological remains through desk top archaeological appraisal and as Dudley Council deem appropriate subsequent physical site evaluation/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.

3.5.12 As part of the UHLC existing Conservation Areas (see Map 3) were reviewed and the potential for new designations was assessed. The Stourbridge Branch Canal (Canal Street) and Stourbridge Branch Canal (Amblecote) Conservation Areas have been the subject of detailed Conservation Area Character Appraisals with Management Proposals in the recent past (2007). The findings are still current and will be carried forward.

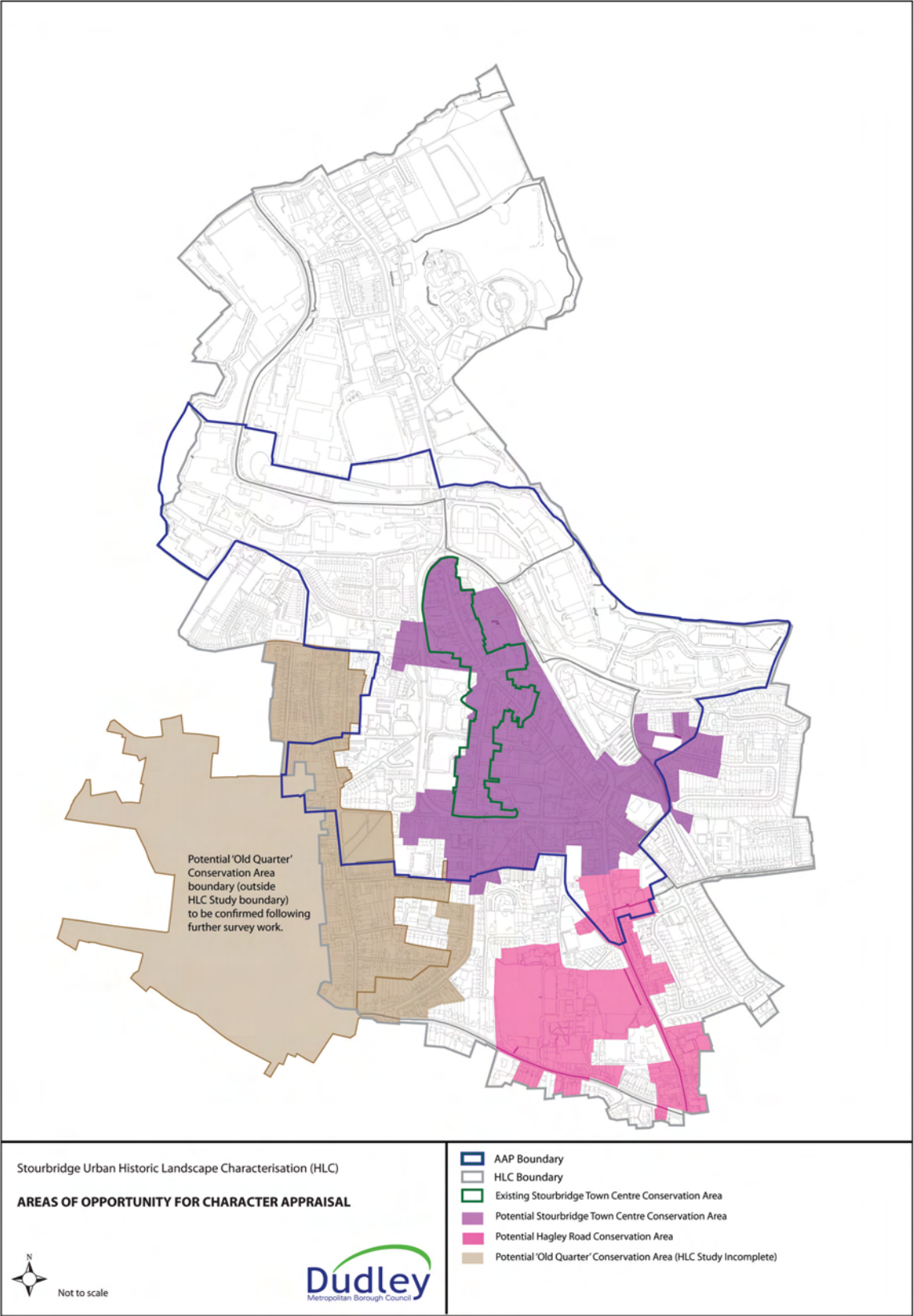
3.5.13 The High Street, Stourbridge, Conservation Area has been reviewed. It is notable that the Stourbridge Historic Core AHHTV encompasses and extends considerably beyond the existing High Street designation boundaries. The findings of the UHLC study justify the carrying out now of a Conservation Area Character Appraisal to cover the whole of the Historic Core AHHTV.

3.5.14 On analysis, it is also felt that the Hagley Road & Old Swinford Hospital AHHTV has considerable potential for Conservation Area designation that warrants the carrying out of a detailed Conservation Area Character Appraisal. Of equal potential is the Old Quarter AHHTV, although this has not yet been fully surveyed since this historic area extended very considerably beyond the focus of the Stourbridge AAP itself. Completion of HLC survey work in the future would clarify the true extent of the AHHTV and provide the logical basis for the undertaking of a detailed Conservation Area Character Appraisal thereafter. Potential conservation area boundaries are shown on Map 4 .





Map 3 Existing Designations



Map 4 Areas of Opportunity for Character Appraisal

4 Key Areas of Change

4.1 Opportunity Sites

4.1.1 The Opportunity Sites represent vacant or underused sites, or those where interest has been expressed in their development. They include sites where planning permission has recently been granted, but where development has yet to commence or is under construction. This AAP will guide their development by specifying acceptable uses for each site. Proposals which are not for one of the identified acceptable uses shall be normally resisted unless such a proposal can be demonstrated to be of substantial benefit to the local environment and community and be compliant with strategic planning policy, in particular the policies of the Core Strategy. Where employment land is specified as an acceptable use, this provision would be expected to contribute to the local employment land portfolio. The boundaries of the Opportunity Sites are shown indicatively.

4.1.2 Redevelopment of the Opportunity Sites will help regenerate the local environment, reinvigorate the vitality and viability of the Town Centre and deliver a vastly improved environment which utilises the recreational and nature conservation potential of the river, and the multi-functional role of the canal.

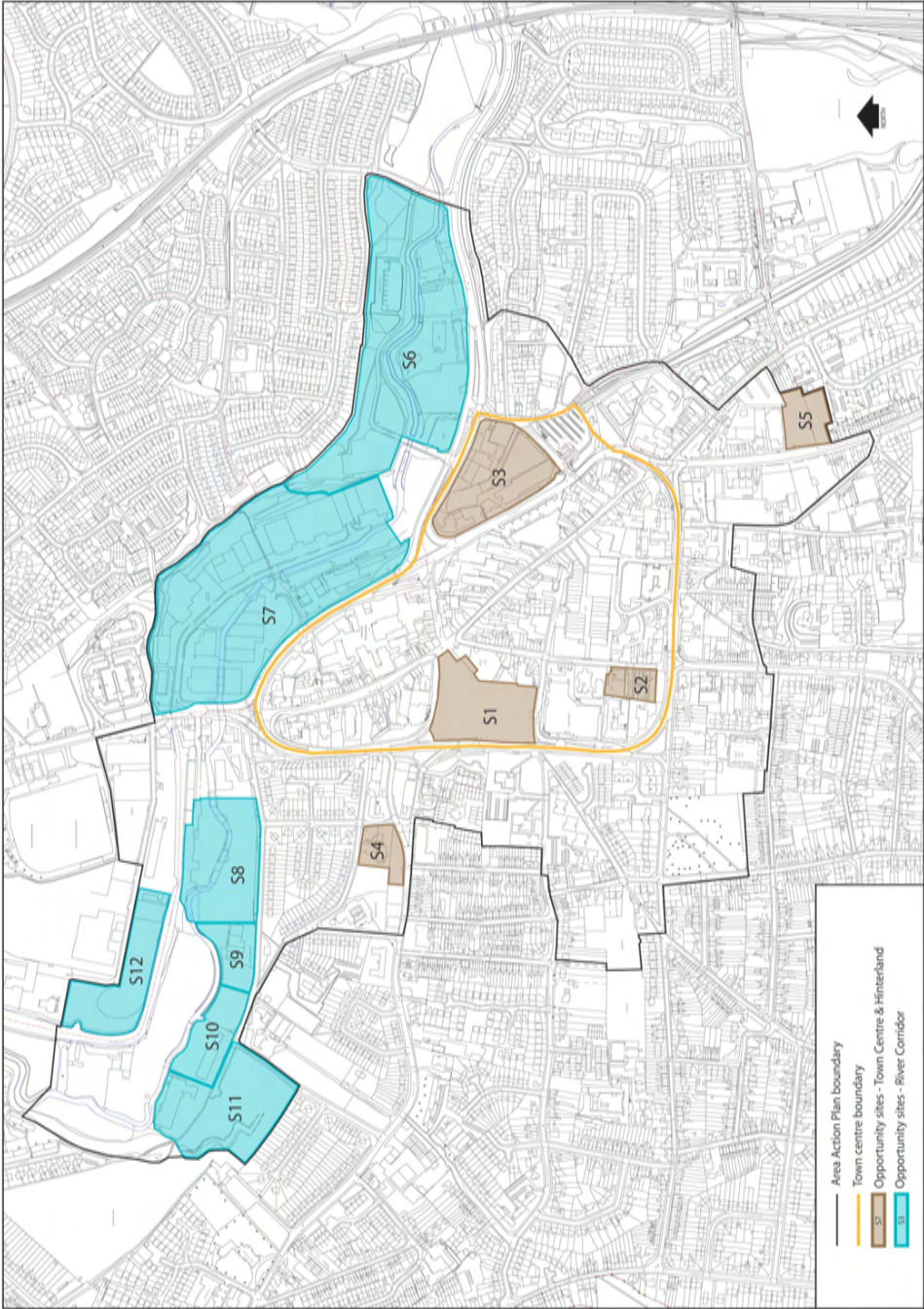
4.1.3 The Urban Design Evidence Base which accompanies this AAP provides detailed guidance on the Opportunity Sites and should be referred to in any consideration of development proposals. It provides an overview of the main urban design issues, the key constraints and opportunities and provides urban design advice under a series of key themes that will be considered in the determination of a planning application. As such, it provides advice that should be referred to within development appraisals and Design and Access Statements.

4.1.4 The 'Development Parameters' in the following policies highlight key development management issues and must be considered within the context of the full design guidance contained within the Urban Design Evidence Base.

4.1.5 The Opportunity Sites fall into two broad categories:

1. Individual sites largely within and around the Town Centre core;
2. A corridor of sites around the River Stour and Stourbridge Branch Canal, running east-west to the north of the Town Centre, either side of the A491.

4.1.6 In formulating and assessing development proposals on these Opportunity Sites, consideration needs to be given to the AAP as a whole, with particular reference to meeting the Vision and Aims of the AAP and positively addressing the relevant policies in guiding the form, shape and layout of the development of these sites. This would include for instance, a requirement that development proposals for each of the Opportunity Sites contribute to the formation and/or enhancement of the proposed Gateway (Policy 3) nearest to that site (unless there were evidenced viability issues as to why this would not be feasible).



Opportunity Sites

The Town Centre Opportunity Sites

Opportunity Site S1: Crown Lane

Acceptable Uses

Primary Use: Retail (A1)

Ancillary Uses: Finance/Professional/Office Use (A2); Restaurant (A3); Public House (A4); Office Use (B1a)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, particularly the Heritage Assets, including the Conservation Area and the adjoining Listed Buildings at 4-6 Market Street and the Town Hall.
- Provide an additional surface level crossing across Bath Road (the ring road) and modifications to the existing surface level crossing as part of junction improvements at Bell Street/Bath Road, and the formation of Gateways where these crossing points interface with the Town Centre.
- Provide for public art, ensuring that the model of the Stourbridge Glass Workers' Parade and Stourbridge Lion Railway Engine are incorporated within the publicly accessible area of the development and that the Stourbridge Coat of Arms Mural is re-accommodated within the scheme.
- Redesign the main pedestrian entrance to the Crown Centre as part of an integrated Crown Square events space through improvements that offer opportunity for activity to spill out into the space.
- Provide new, active frontages to Bath Road, Crown Lane, Market Street and Bell Street.
- Provide service areas which are screened and/or not overly visible from within the public realm.
- Provide landmark elements in the built form at the main public entrance to the Crown Square approach, to the northwest corner of the site at Crown Lane-Bath Road and to the south-western corner of the site at Bell Street-Bath Road.
- Provide for a scale and mass of development onto the ring road that offers variety and visual interest.
- Provide semi-mature tree planting to Bath Road.

Opportunity Site S2: Market Street

Acceptable Uses

Retail (A1); Finance/Professional Office Use (A2); Restaurant (A3); Residential (C3)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, particularly the Heritage Assets, including the Conservation Area and the Listed Buildings on the opposite side of Market Street.
- Retain and refurbish the existing frontage buildings onto Market Street.
- Provide an active frontage to Market Street, New Street and Drury Lane and ensure that the site is enclosed at its boundary with the King Edward VII Social Club.
- Provide a form, scale and mass of development that complements the existing built form of Market Street
- Retain the large tree at the rear of the site.



View of Stourbridge Town Hall on Market Street

Opportunity Site S3: Angel Passage

Acceptable Uses

Retail (A1) - Comparison Retail only subject to Core Strategy Policy CEN4; Restaurant (A3); Office (B1a); Hotel (C1); Extra Care Facility (C2); Residential (C3); Assembly and Leisure (D2); Display of Motor Vehicles (Sui-Generis)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, including seeking to retain and refurbish Tancred House, fronting St. John's Road (the ring road).
- Provide scope for archaeological investigation and assessment.
- Provide for a surface level crossing across Birmingham Street and a Gateway at that focal point.
- Provide linkages and a connecting form of development to the Gateway and crossing at Foster Street/St. John's Road, the public transport hub and the area on the north side of Birmingham Street, including the creation of new pedestrian routes through the site
- Provide active edges to St John's Road, Birmingham Street, to the bus-rail interchange and to internal publicly accessible routes provided within the site and ensure that development is outward facing on all public edges.
- Provide a townscape which is 'intimate' in character - a well-designed and arranged collection of small to medium sized units, which takes cues from the outward facing townscape on the opposite side of St. John's Road (at the junction with High Street).
- Ensure that, wherever practicable, all service and parking facilities are contained within the non-publicly accessible areas of the perimeter block development to the site.
- Ensure that the build form, scale and mass of new development recognises the contribution of, and works with, the changes in levels to the site.
- Respond to the long road frontages to St John's Road and Birmingham Street to provide visual interest within the long runs of frontage and announcement of the development and the entrances to Stourbridge at the leading corner points of the site.
- Provide tree planting to St John's Road and onto Birmingham Street.

Opportunity Site S4: Scotts Road

Acceptable Uses

Office (B1a); Residential (C3); Extra Care Facility (C2)

Development Parameters

Development proposals should:-

- Be perimeter block in form with development fronting Enville Street and Scotts Road in particular.
- Contain a frontage to Enville Street which reflects the the three storey built form of the development opposite and provide a continuous edge of built development to the road - development here should also have a vertical emphasis to avoid the impression of introducing one large institutional building to the streetscene.
- Respond to the more domestic scale and form of the existing development on the Scotts Road frontage, with the corner of Scotts Road and School Street emphasised.
- Provide design features to the south east and south west corners of the development which mark these corners as approaches into and out of the town centre - height should be emphasised at these corner points.
- Subject to assessment, the mature trees forming a hedgeline along the western boundary should be retained (providing an enclosed landscaped boundary) and additional planting provided, particularly on the School Street frontage.

Opportunity Site S5: Hagley Road

Acceptable Uses

Extra Care Facility (C2); Residential (C3); Health Facility (D1)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment.
- Demonstrate that the existing bowling green on the site is redundant and no longer required as a facility by the local community (in accordance with para. 74 of the NPPF).
- Provide frontage development to Hagley Road, where a three storey scale form is considered most appropriate - this may step up towards the existing building to the north of the site - this frontage should have the appearance of individual town house form within a terrace, rather than one large institutional building.
- Work with the rising topography of the site both along the road frontage and within the site, with roofscape used to confirm the changes in level.
- Provide semi-public – semi-private open space as fore garden areas to the back of pavement line.
- Subject to an assessment of their value, wherever practicable retain the existing mature trees on the site as part of any development scheme.

The River Corridor Opportunity Sites

4.1.7 The majority of the 'river corridor' Opportunity Sites have housing as an acceptable use so as to carry through and shape the strategic development focus of the Core Strategy Regeneration Corridor 11b, which this area forms part.

4.1.8 Whilst these corridor Opportunity Sites are individually considered, they form part of a continuous landscape in the River Stour Valley and need to be understood and designed to account for that linked, wider context. For instance, it will be expected that the development of those sites alongside the River Stour accommodate the measures aimed at strengthening the Green Infrastructure along it, protecting and enhancing the SLINC, and deliver high quality public realm including pedestrian and cycle links and that these measures are interwoven to connect the river valley and development that sits within and alongside it. Development in this area must also be sensitive to flood risk and provide flood risk amelioration measures as necessary, including site-specific Flood Risk Assessments and potential Sustainable Urban Drainage Systems solutions.

Opportunity Site S6: North of Birmingham Street (Cox Hire)

Acceptable Uses

Retail (A1) - Bulky Goods Comparison Retail only subject to Core Strategy Policy CEN4; Office (B1a); Hotel (C1); Extra Care Facility (C2); Residential (C3); Assembly and Leisure (D2); Restaurant (A3) and Drinking Establishment (A4) but only as an ancillary use as part of a mixed use development

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, especially with regard to the Heritage Assets on the site, particularly the former malthouse - this building should be assessed and retained and refurbished if it is determined as having conservation value.
- Provide for development which faces outwards in all directions, with active frontages to the river and Birmingham Street.
- Investigate the opportunities of providing for greater pedestrian connectivity across Birmingham Street, linking the site to the town centre.
- Through its form, scale and mass and the incorporation of landmark elements, respond to the role of the site as a leading edge of development to the east and the difference in levels, particularly in the west of the site.
- Provide a landscaped fringe onto Birmingham Street (where the levels permit) and pedestrian and cycle linkages through the site to the riverside.

Proposals for the comprehensive development of the wider site should either:-

- Successfully integrate the Civic Amenity Site into its layout and safeguard the operation of this facility, including ensuring that vehicular access to it is unhindered and that the freeflow of traffic and/or highway safety is not prejudiced, or;
- Successfully enable the relocation of the Civic Amenity Site to another appropriate site within the Borough.

Opportunity Site S7: Mill Race Lane

Acceptable Uses

Office (B1a); Industry (B1b and c, B2*, B8); Hotel (C1); Residential (C3); Assembly and Leisure (D2); Retail (A1) - Bulky Goods Comparison Retail only subject to Core Strategy Policy CEN4

*in the event that a B2 Use is proposed as part of a mixed use development to include residential uses, the provisions of Policy 12 will apply

Development Parameters

Development proposals should:-

- In the event that an application is received with an area of 5 Hectares or more on this site, then supporting information be submitted demonstrating that mineral resources will not be unduly sterilised (in accordance with Core Strategy Policy MIN1)
- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment.
- Provide scope for archaeological investigation and assessment.
- Incorporate the existing Public Rights of Way on the site, and seek to enhance them, including ensuring in general better connectivity and a joined up network of paths, particularly linking to the Gateways and to the existing housing estate at the rear of the site.
- Provide a surface level crossing across the ring road/Birmingham Street and a Gateway at its interface with the site.
- Work with the landform to encourage a variety of built form within the site, with the potential for development to step down the hillside to the river and also seeks to open up a vista to the river from the ring road.
- Provide a scale and mass of development which works to emphasise key views through the site particularly sight lines to help movement through and out of the site.
- Incorporate the open space link to the rear of the site - public observation of the space is currently poor and would need to be improved through a combination of open space management and orientation of active frontages of development to provide passive surveillance of this edge and its uses.

- Provide for frontages which are as active as possible to ensure that routes around the edge and within the site are afforded the maximum opportunity for passive surveillance.
- Provide a landscape fringe onto the ring road.

Opportunity Site S8: Bradley Road (East) (Former Rolling Mills Site)

Acceptable Use

Residential (C3)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, particularly the setting and character of the Conservation Area and the Bonded Warehouse Listed Building.
- Retain and refurbish the Rolling Mills Office building and incorporate within any development proposals.
- Provide scope for archaeological investigation and assessment.
- Provide towpath improvements between the site and Stourbridge Branch Canal.
- Provide for architectural detail which enables any terraced or large repeated units to be subdivided to provide visual variety.
- Provide active frontages to face outwards from the site to all publicly accessible areas.
- Contain elements which emphasise corners or marker points to long vistas to indicate the entrance/emergence to/from key publicly accessible routes.
- Provide for pedestrian/cycle linkage from Bradley Road through to the river and canalside.
- Enhance connecting views along the River Stour to the southern boundary and to the Canal where seen through the canalside development to Canal Street to the northern edge.
- Provides a high quality northern edge to create a frontage to Canal Street which integrates the routes through to the Canal and historic course of the canal corridor and its historic buildings and landscape.

Opportunity Site S9: Bradley Road (West)

Acceptable Use

Residential (C3)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, particularly the setting and character of the Conservation Area and the Foster and Rastrick Listed Building, and provide scope for archaeological investigation and assessment.
- Provide active frontages to face outwards from the site to all publicly accessible areas.
- Ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- Be of a scale and massing that provides a focus to any corner sites to emphasise their relative importance and act as landmarks to approaches along the river or from the northern open land beyond.
- Enhance connecting views along the River Stour to the east and west, to open space and development areas on the northern side of the Stour and to approaching views from the western approach from the Wollaston direction.

Opportunity Site S10: Foster and Rastrick Site

Acceptable Uses

Residential (C3); Extra Care Facility (C2); Health Facility (D1); Office (B1a); (Light) Industrial (B1 b and c); Assembly and Leisure (D2)

Development Parameters

Development proposals should:-

- Safeguard, retain and refurbish the Listed Buildings on the site (the Foster and Rastrick building), with development around it sensitive and responsive to its design, including its preeminent scale and massing and setting, and using the arrangement of open space and links to the river and river environment to make a positive setting to appreciate the building by.
- Provide scope for archaeological investigation and assessment.
- Provide active frontages onto the river and Bradley Road.

Opportunity Site S11: Lowndes Road

Acceptable Uses

Residential (C3); (Light) Industrial (B1 b and c); Assembly and Leisure (D2); Extra Care Facility (C2)

Development Parameters

Development proposals should:-

- Be sensitive and responsive to the historic character and local distinctiveness of the surrounding local environment, particularly the setting and character of the Conservation Area and the Foster and Rastrick Listed Building.
- Ensure that the existing footpath and cycleway from Bradley Road to Wollaston Recreation Ground is widened and greened and improved to provide clear sight lines and acceptable gradients for pedestrians.
- Be of a scale and massing that provides a focus to corner sites to emphasise their relative importance, particularly for the outward facing edges of development facing westwards towards Wollaston Recreation Ground and the set back corner at the junction of Lowndes Road and Bradley Road.
- Provide active frontages to face outwards from the site to the west to the Wollaston Recreation Ground and connecting footpath link, the River Stour and to Bradley Road and Lowndes Road.
- Ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- Provide for and enhance connecting views along the River Stour and approaching views of the Foster and Rastrick building, including by ensuring that the layout allows a clear visual connection to be made from the approaching views of the Foster and Rastrick building from Lowndes Road.
- Provide routes through the site which are clear connecting links and visually attractive through an integrated landscape strategy.

Opportunity Site S12: Old Wharf Road

Acceptable Uses

Office (B1a); Industry (B1 b and c); Residential (C3)

Development Parameters

Development proposals should:-

- In the event that residential development is proposed, it should provide a substantial buffer area to the existing industrial premises to the north of the site (between the canal and Old Wharf Road).
- Be sensitive and responsive to the canalside environment and its historic character and local distinctiveness, particularly the setting and character of the Conservation Area and riverside and the Bonded Warehouse (Listed Buildings).

- Provide active frontages that face out onto Old Wharf Road and an elevation that interacts with, and responds to the canalside environment - dual aspect or mews development may prove an adaptable form of development due to the narrow depth of much of the site.
- Ensure that the corner to Old Wharf Road is turned by development and acts as a visual marker for future views south from the current northern part of Old Wharf Road.

5 Delivery, Monitoring and Review

5.0.1 Guiding regeneration within Stourbridge Town Centre and its environs requires a co-ordinated and consistent effort. There is a history of partnership working in Stourbridge and the implementation process is anticipated to continue to be driven forward and co-ordinated through joint working between Dudley Council, landowners, developers, representatives of the local residents and business communities, service providers and other key organisations who have a stake in the future of Stourbridge.

5.0.2 Dudley Council with its partners is already geared up for delivery. The recently approved Crown Centre scheme for a new food superstore with other shops and office space will help to facilitate future regeneration within the heart of the town. Dudley Council works closely with local Stourbridge traders to help identify positive regeneration improvements needed. The recently resurrected farmers' market will also help to encourage more shoppers and visitors to the Town Centre.

5.0.3 There are a number of exciting regeneration improvements planned as part of the AAP, ranging from major new housing-led regeneration growth on the northern edge of the Town Centre, environmental transformation improvements along the River Stour and Stourbridge Branch Canal corridors, Stourbridge Wharf regeneration proposals, through to Stourbridge Town Centre core public realm enhancements.



Stourbridge Town Centre

5.0.4 The policies of the AAP will be implemented via numerous mechanisms and through various agencies. These may change and evolve over time. Dudley Council has a pivotal role to play in the process, in particular through:

- Development Management as the Local Planning Authority;
- Facilitating the implementation of the required infrastructure;
- Providing advice at feasibility/ design stage;
- As a landowner and development partner;
- Utilising land assembly powers;
- Working closely with town centre retailers, other businesses, the local community and landowners;
- Facilitating and targeting both public and private sector investment; and
- Promoting investment opportunities.

5.0.5 A significant amount of infrastructure is needed and the scale of costs for providing this may be considerable. Although development could occur in a piecemeal fashion, the degree to which infrastructure requirements can be met on an incremental, site-by-site basis is limited. The planned green space environmental enhancements along the River Stour, improved surface level pedestrian and cycle connections across parts of the ring road and Town Centre public realm enhancements will only be effective when completed in advance or in tandem with related development. It would be unreasonable for a single development to carry the cost of providing the whole of that item of infrastructure when other subsequent developments would benefit equally from its provision. Thus a comprehensive approach to development is required to ensure the delivery of wide scale infrastructure requirements on an equitable basis.

5.0.6 Where there is a functional or geographical link, development elsewhere in Dudley Borough outside of the Stourbridge AAP boundary may be expected to contribute to the costs of Town Centre infrastructure and services. Appendix 2 sets out a list of proposed works. These contributions will be secured through the most appropriate mechanism including Dudley Council's latest Community Infrastructure Levy (CIL)/Planning Obligations Supplementary Planning Document (SPD) (see glossary).

5.0.7 The success of this AAP will be judged by the degree to which the policies and proposals deliver its 13 Aims. Monitoring will enable early action to be taken to overcome any barriers to delivery of the Plan's objectives, proposals and policies and identify any need for a review of the Plan. Dudley Council's Authority's Monitoring Report will report on the progress being made.

5.0.8 The Monitoring and Implementation Table below lists the main proposals of the AAP, aligns them with the relevant policies and specifies monitoring indicators and targets.

Stourbridge AAP Policy	Monitoring Indicators	AAP Aims	Target	Type of Indicator	Data Source	Implementation/ Delivery Agency	Monitoring Frequency
RETAIL (A1 LAND USE CLASSES)							
POLICY 7 Primary Shopping Area - Protected Frontages	Proportion of non-A1 Retail Uses within the designated Protected frontage within the town centre.	I	The percentage of planning units in a non A1 use not to exceed- A - 35% within Primary Frontage B- 50% within the Secondary Frontage	Local	Dudley Council's Town Centre Annual Health Check Surveys/ Planning Application Monitoring	Dudley Council Developers Retailers Landowners	Annual
HOT FOOD TAKEAWAYS (A5 LAND USE CLASS)							
POLICY 9 Hot Food Takeaways	The number of clustered hot food takeaways above the 2012 baseline (of 1 cluster).	H and I	0	Local	Dudley Council Town Centre Annual Health Check Surveys/ Planning Application monitoring	Dudley Council Developers Retailers Landowners	Annual
HISTORIC ENVIRONMENT							
POLICY 21	The number of planning applications granted permission contrary to	H	0	Local	Planning Application monitoring	Dudley Council	Annual

Stourbridge AAP Policy	Monitoring Indicators	AAP Aims	Target	Type of Indicator	Data Source	Implementation/ Delivery Agency	Monitoring Frequency
Conservation and Enhancement of Local Character and Distinctiveness in Stourbridge	the recommendation of the Historic Environment Officer.					Developers Landowners	
HOUSING							
POLICY 10 Housing Mix and Tenure	Number of additional new dwellings (gross) completed within the AAP area	K	Between 259 and 505 net additional residential dwelling completions by 2026.	Local	Planning Applications/ Strategic Housing Land Availability Assessment (SHLAA) monitoring	Dudley Council Developers Landowners	Annual
POLICY 10 Housing Mix and Tenure POLICY 11 Extra Care Housing	Number of affordable housing units completed as a percentage of total new housing	K	25% of the total number of residential units completed to be affordable (target as set out in Core Strategy Policy HOU3 'Delivering Affordable Housing').	Local	Planning Applications/ SHLAA monitoring	Dudley Council Developers Landowners Registered Social Landlords (RSLs)	Annual

Stourbridge AAP Policy	Monitoring Indicators	AAP Aims	Target	Type of Indicator	Data Source	Implementation/ Delivery Agency	Monitoring Frequency
EMPLOYMENT							
POLICY 13 Mixed Use Development	Amount of land developed for employment purposes (Hectares) by 2026	M	Minimum = 3.72 Maximum = 8.02	Local	Planning Applications monitoring	Dudley Council Developers Landowners	Annual
Opportunity Sites S7, S10, S11 and S12							
ACCESS AND MOVEMENT							
POLICY 3 Stourbridge Ring Road	Percentage of developments to install its proportionate amount of cycleways and pathways and other associated townscape improvements on-site or within the AAP boundary.	B,C,E,F AND J	100%	Local	Planning Application monitoring Implementation Scheme Information	Dudley Council Developers SUSTRANS External funding agencies	Annual
POLICY 14 The River Stour							
POLICY 16							

Stourbridge AAP Policy	Monitoring Indicators	AAP Aims	Target	Type of Indicator	Data Source	Implementation/ Delivery Agency	Monitoring Frequency
Stourbridge Branch Canal POLICY 4 Pedestrian Access POLICY 5 Cycling							
GREEN SPACES AND NATURE CONSERVATION							
POLICY 17 Public Open Space POLICY 18 Urban Heat Island POLICY 14 The River Stour POLICY 16	Percentage of developments to install its proportionate amount of green infrastructure (including wildlife corridors) on-site or within the AAP boundary.	B,C, D AND E	100%	Local	Planning Application monitoring Implementation Scheme Information	Dudley Council External Funding Agencies Developers Landowners	Annual

Stourbridge AAP Policy	Monitoring Indicators	AAP Aims	Target	Type of Indicator	Data Source	Implementation/ Delivery Agency	Monitoring Frequency
The Stourbridge Branch Canal							
POLICY 19 Sustainable Urban Drainage Systems (SUDS)	Proportion of major planning permissions within the AAP including appropriate SUDs.	B,C,D AND E	100%	Local	Planning Application monitoring Implementation Scheme Information	Dudley Council External Funding Agencies Developers Landowners Environment Agency	Annual

Stourbridge AAP Policy	Monitoring Indicators	AAP Aims	Target	Type of Indicator	Data Source	Implementation/ Delivery Agency	Monitoring Frequency
POLICY 15 Nature Conservation POLICY 14 The River Stour	Reduction in SLINC area permitted through planning approvals which is not fully mitigated and/or compensated for.	C AND D	No reduction	Local	Planning Application monitoring Implementation Scheme Information	Dudley Council External Funding Agencies Developers Landowners Environment Agency Natural England	Annual

Table 1 - Monitoring and Implementation

Appendix 1 Glossary

Affordable Housing: Affordable housing is social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices.

Area Action Plan: Used to provide the planning framework for areas where significant change or conservation is needed.

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 part.

Black Country Core Strategy (adopted 3rd February 2011): Sets out the vision and strategy for future development in the Black Country (covering the City of Wolverhampton and the Metropolitan Boroughs of Dudley, Sandwell and Walsall). This document contains a set of key policies which set out the spatial planning strategy for the area.

Bulky Goods: Bulky goods retail categories include furniture, electrical equipment, bedding, lighting, automotive parts, camping and outdoor equipment, tools, building materials and DIY and homemaker products.

Code for Sustainable Homes: Developed to be a single national standard to guide industry in the design and construction of sustainable homes. There are six levels of the Code, with level 6 equating to a "zero carbon" home. At each level there are minimum energy efficiency/ carbon emissions and water efficiency standards.

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.

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

Conditions: Stipulations attached to a planning permission to limit or direct the manner in which a development is carried out.

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.

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.

Edge-of-centre: For retail purposes, a location that is well connected to and within easy walking (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 and the attractiveness and perceived safety of the route.

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

Extra Care Housing: Specialist supported housing for older people where care services are provided or facilitated. Extra Care Housing should be able to provide most residents, if they so desire, with a home for the remainder of their life, regardless of changes in their care needs. This type of housing provides 24 hour support, meals, domestic help, leisure and recreation facilities and a safe environment for residents.

Flood plain: A flat area bordering a river of high risk of flooding/ liable to flooding.

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

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 which people can access from their home. Green space performs multiple functions including visual amenity and enhancing the character and attractiveness of the urban area, for improving people's physical and mental health and well-being, providing places for outdoor sport, recreation and children's play. It provides areas for informal recreation such as walking and exercising dogs, and areas of value for nature conservation and biodiversity. It also provides beneficial climate change mitigation effects such as assisting urban cooling, helps reduce flood risk by providing sustainable drainage, and supports biodiversity levels by providing corridors for wildlife.

Green technology industries: Companies which specialise in producing products or parts for the green energy industry sector. This can include the manufacture of parts for example for wind turbines and solar panels.

Habitat: The natural surroundings in which an animal or plant 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. It can be carried out strategically at a broad level of detail (Black Country HLC and Dudley Borough Landscape and Townscape Character Study) and can also be focused at a more detailed and localised level, such as the Stourbridge Urban Historic Landscape Characterisation (HLC).

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

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).

Live/ Work Units: Property that is specifically designed for dual use, combining both residential and employment space.

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

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. This could apply at a variety of scales from individual buildings, to a street or to a new neighbourhood.

National Planning Policy Framework (NPPF) (March 2012): The NPPF 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 appropriate. These can be vacant or underused or for other reasons available for redevelopment.

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 (brownfield 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).

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

Public Art: Publicly sited works of art, which make an important contribution to the character and visual quality of the area and are accessible to the public.

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 and re-pass. Public rights of way are more commonly known as either: footpath (for use on foot only); Bridleway (for use by horses, pedal cycle or on foot). Public footpaths are not to be confused with highway footpaths, which are pavements to the side of the road.

Rainwater Harvesting: The capture of rainwater from buildings to help meet on-site requirements, whether for external use such as irrigation or internal use such as toilet flushing or washing.

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.

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

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

Streetscape: The overall character, design quality, and particular physical elements which are formed by a combination of building facades, signage, paving, street furniture (seats, bins, cycle racks, etc), lighting and trees and other plantings as well as other elements along a street. The quality of these elements and the degree to which they compliment each other determine the quality of the streetscape.

Supplementary Planning Document (SPD): A type of Local Development Document that supplements and elaborates on policies and proposals in the Core Strategy, Area Action Plans and Development Plan Documents.

Sustainable Urban Drainage Systems (SuDS): A means of managing surface water as close to the source as possible. It can use permeable surfaces, green space and wetland features to capture rainwater and slowly release it into the ground.

Swale: A natural depression or a shallow ditch to temporarily convey, store (i.e. take extra water volume in storm conditions) or filter run-off/ surface water. Swales can act as linear soakaways (the surface water may seep into the natural ground). The swale is generally lined with grass so it can be used to improve run-off quality by filtering suspended sediment and heavy metals within the surface drainage system.

Town Centre: Defined area, including the primary shopping area and areas of predominantly retail, 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.

Urban Heat island effect: The presence of urban green spaces, vegetated landscaped areas, urban woodland and trees can help to reduce the overheating of urban environments (referred to as the urban heat island effect). Typical urban surfaces such as concrete and asphalt get much hotter than vegetated green space surfaces during the day, particularly during the hotter drier summer months. The urban heat island effect is caused by the storage of solar energy in the urban fabric during the day and the release of this energy into the atmosphere at night. Preserving and creating pockets of new urban green space and vegetation can help to cool areas naturally. This is caused by the cooling effect of water as it evaporates into the air from leaves and vegetation. The urban heat island effect causes increased demand for air conditioning in buildings which in turn requires more electricity, as well as being directly related to increased ozone formation, a major pollutant in our cities. The most important factor in creating an urban heat island is a lack of green space in built up areas.

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

Appendix 2 Delivery Framework

The following list of proposed works and measures focus on some of the key regeneration challenges and issues needed to help improve the Town Centre and its environs.

Enhancement type:	CIL/ Planning Obligation theme:	Potential funding source/ delivery mechanism:
Town Centre Streets Improvement.	Public realm/ Transport	Community Infrastructure Levy (CIL)/ Planning Obligations/ European Union (EU) LIFE programme fund/ European Regional Development Fund (ERDF) / Neighbourhood Renewal Fund/ English Heritage funding/ Single Regeneration Budget (SRB) 'Challenge Fund'/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ Landfill Tax Credit Scheme/ regeneration funding from Black Country Local Enterprise Partnership (LEP)/ Central Government "Growing Places Fund" (2011).
Gateway improvements	Public realm	HLF 'Townscape Heritage Initiative' and other HLF funding/ ERDF funding/ CIL/ Planning Obligations/ English Heritage funding/ Landfill Tax Credit Scheme/ Central Government "Growing Places Fund" (2011)/ regeneration funding from Black Country LEP.
Cycleways – especially Sustrans Link 54 (incl. route definition corridor enhancements and signage)	Public realm/ Transport	Community Infrastructure Levy (CIL)/ Planning Obligations/ Sustrans/ Healthy Hub/ Local Transport Plan (LTP)/ European Funding/ Primary care Trust (PCT) funding linked to health agenda/ ERDF funding/ Local Sustainable Transport Fund.

Enhancement type:	CIL/ Planning Obligation theme:	Potential funding source/ delivery mechanism:
River Stour corridor enhancement (incl. softening of banks, wildlife habitat creation and walkways).	Open space/ nature conservation	CIL/ Planning Obligations/ Natural England grants including Greenspace Fund Search/ European Union (EU) LIFE programme fund/ Primary Care Trust (PCT) funding linked to health agenda/ Safer Neighbourhoods funding linked to providing safer routes for communities/ ERDF funding/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ Big Lottery Fund's "Community Spaces" environmental programme/ flood risk management grants from the Environment Agency (EA)/ Water Framework Directive (WFD) Defra funding/ SITA nature fund/ Woodlands Trust Funding for tree planting initiatives/ Local Sustainable Transport Fund/ The Big Tree Plant initiative - Forestry Commission and Defra funding/ Landfill Tax Credit Scheme/ volunteering opportunities through Central Government's new 'Muck In4Life' (2011)/ initiative and involvement of other local volunteer organisations such as British Trust for Conservation Volunteers (BTCV) & Groundwork/ Transition Stourbridge/ Birmingham and Black Country Wildlife Trust/ Birmingham and Black Country Biodiversity Partnership (BBCP)/ River Care Group volunteering organisation/ Keep Britain Tidy's 'Waterside Care Programme' led by a partnership of the Environment Agency/ Severn Trent and The Canal and River Trust/ The Landfill Communities Fund (LCF)/ Community Groups including Transition Stourbridge/ Wildlife Trust funding.
Stourbridge Branch Canal corridor enhancement.	Open space/ historic environment/ nature conservation	CIL/ Planning Obligations/ English Heritage funding/ Natural England grants/ European LIFE Plus fund/ PCT funding linked to health agenda/ ERDF funding/ Safer Neighbourhoods funding/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ SITA nature fund/ English Heritage funding/ Landfill Tax Credit Scheme/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ local volunteering opportunities similar to those suggested under River Stour corridor above/ Keep Britain Tidy's 'Waterside Care Programme'/ The Landfill Communities

Enhancement type:	CIL/ Planning Obligation theme:	Potential funding source/ delivery mechanism:
		Fund (LCF)/ volunteer support through the Birmingham and Black Country Wildlife Trust/ Stourbridge Navigation Trust/ Community Groups.
Stourbridge Wharf	Public realm/ conservation	CIL/ Planning Obligations/ English Heritage grants/ Lottery grants funding/ Regional Arts Lottery Programme funding/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ ERDF funding/ Landfill Tax Credit Scheme/ charitable trust grants such as The Architectural Heritage Fund/ SRB 'Challenge Fund'/ volunteer support through Stourbridge Navigation Trust/ regeneration funding from Black Country Local Enterprise Partnership (LEP)/ Central Government "Growing Places Fund" (2011).
New surface level pedestrian crossings across parts of Stourbridge Ring Road	Transport / Public realm	Sustrans/ Local Transport Plan funding/ Primary Care Trust (PCT) funding linked to health agenda/ Safer Neighbourhoods funding linked to providing safer routes for communities/ Local Sustainable Transport Fund (cycle lanes issues).
Subway and alleyway enhancements.	Public realm	ERDF funding/ CIL/ Planning Obligations/ English Heritage Grants.
Signage improvements (inc. Interpretation panels)	Transport / Public realm/ historic environment	CIL/ Planning Obligations/ English Heritage grants/ Heritage Lottery Fund (HLF)/ ERDF funding/ Single Regeneration Budget (SRB) 'Challenge Fund'.
Town centre public squares enhancement.	Public realm.	CIL/ Planning Obligations/ ERDF/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ English Heritage funding/ SRB 'Challenge Fund'.

Enhancement type:	CIL/ Planning Obligation theme:	Potential funding source/ delivery mechanism:
A. Ryemarket B. Crown C. Foster Street		Landfill Tax Credit Scheme/ ERDF funding/ regeneration funding from Black Country LEP.
New deciduous tree planting including alongside Stourbridge Ring Road	Public realm/ open space	CIL/ Planning Obligations/ Nature Conservation external grants/ Natural England grants/ local volunteer organisations such as British Trust for Conservation Volunteers (BTCV) & Groundwork/ ERDF funding/ European LIFE Plus fund/ Growth Point Fund to enhance green infrastructure/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ Big Lottery Fund's "Community Spaces" environmental programme/ Forestry Commission English Woodland Grant Scheme/ Woodlands Trust Funding for tree planting initiatives/ The Big Tree Plant initiative - Forestry Commission and Defra funding/ Landfill Tax Credit Scheme/ volunteering opportunities through Central Government's new 'Muck In4Life' (2011) initiative and involvement of other local volunteer organisations such as nature conservation groups such as BTCV & Groundwork/ The Landfill Communities Fund (LCF)/ volunteer support through the Birmingham and Black Country Wildlife Trust/ Community Groups.
Establishment and enhancement of public open space	Open space	CIL/ Planning Obligations/ European LIFE Plus fund/ Natural England grants/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ Big Lottery Fund's "Community Spaces" environmental programme/ Landfill Tax Credit Scheme/ voluntary and community groups involvement/ The Landfill Communities Fund (LCF).
Sustainable Urban Drainage Systems (SUDS) scheme(s) in River Stour valley.	Open space/ nature conservation	Planning Conditions or CIL/ Planning Obligations/ European Union (EU) LIFE programme fund/ SITA nature fund/ SITA Community / Fund/ BIFFA Award flag ship project/ Esmee Fairburn grant/ Natural England grants/ Tudor Trust fund/ Four Acre Trust fund/ flood risk management grants from the Environment Agency (EA)/ Defra

Enhancement type:	CIL/ Planning Obligation theme:	Potential funding source/ delivery mechanism:
		funding/ Water Framework Directive (WFD) Defra funding/ Landfill Tax Credit Scheme/ voluntary and community groups involvement.
Urban Heat Island (urban cooling) amelioration	Open space/ Public realm/ nature conservation	CIL/ Planning Obligations /European Climate Change Funding/ European LIFE Plus fund/ Natural England grants/ Big Lottery Fund's "Community Spaces" environmental programme/ Woodlands Trust Funding for tree planting initiatives/ The Big Tree Plant initiative - Forestry Commission and Defra funding/ Landfill Tax Credit Scheme/ volunteer organisations as suggested above/ Community Groups.
Nature conservation and biodiversity features such as bat boxes and bird hole nest boxes	Nature conservation/ open space	CIL/ Planning Obligations/ Natural England grants/ Nature Conservation local volunteer organisations such as BTCV & Groundwork / ERDF funding/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/volunteering opportunities through Central Government's new 'Muck In4Life' (2011) initiative and involvement of other local volunteer organisations such as nature conservation groups such as BTCV, Groundwork, other local nature conservation groups/ The Landfill Communities Fund (LCF)/ volunteer support through the Birmingham and Black Country Wildlife Trust/ Community Groups/ Birmingham and Black Country Bat Group (Brum Bats).
Removal of Japanese Knotweed invasive plant species alongside parts of the River Stour and Stourbridge Branch Canal corridors inside	Nature conservation/ open space.	Working with site landowners/ Environment Agency funding/ Defra funding/ Dudley Council Japanese Knotweed Removal Plan (led by Dudley Council Engineers)/ Access to Nature grant scheme funded by Big Lottery Fund/ Natural England grants.

Enhancement type:	CIL/ Planning Obligation theme:	Potential funding source/ delivery mechanism:
the Stourbridge AAP boundary.		

Appendix 3 Opportunity Sites - Implementation Framework

OPPORTUNITY SITE	LAND OWNERSHIP	PROGRESS TOWARDS REDEVELOPMENT	ASSESSMENT OF DELIVERABILITY POTENTIAL	LIKELY TIMESCALE
S1 CROWN LANE	Privately owned site – single ownership	Planning permission for a major food retail store granted on 03/11/2010 (ref. P10/1429) – this permission is currently being implemented	High –given progress of on-site construction works	Scheduled completion of approved scheme is programmed for Winter 2013
S2 MARKET STREET	Privately owned – several landowners	Lapsed planning permission for the construction of 15 dwellings (P07/1873)	Medium – reasonably prominent site within the town centre, but some land assembly required and relatively tightly defined infill site with a requirement to respond to the surrounding townscape.	2014 - 2016
S3 ANGEL PASSAGE	Privately owned – several landowners	None – although there has recently been some re-use of vacant factory buildings on the Birmingham Street frontage (for car repair [B2] use)	Medium – a large number of different private landowners will make land assembly difficult, however the site's location within the town centre boundary and that it is highly visible on the ring road will incentivise developer interest.	2018 - 2020
S4 SCOTTS ROAD	Private (single owner) and Public ownership	Planning permission for 14 dwellings granted on 26/06/10 (P10/0884) - dwellings completed	High – given progress of on-site construction works	2013 - 2014

OPPORTUNITY SITE	LAND OWNERSHIP	PROGRESS TOWARDS REDEVELOPMENT	ASSESSMENT OF DELIVERABILITY POTENTIAL	LIKELY TIMESCALE
S5 HAGLEY ROAD	Privately owned – several landowners	No scheme formally submitted	High – cleared site, currently being marketed	2014 - 2016
S6 NORTH OF BIRMINGHAM STREET	Privately owned – several landowners and Public ownership	Planning permission granted for a hotel and pub/restaurant on 19/02/2013 (P12/1521)	High - on that part of the site containing the approved scheme	2014 - 2016
S7 MILL RACE LANE	Privately owned – several landowners but a single landowner own the majority of the site	Part of site cleared and the subject of informal submissions	Medium – redevelopment likely to require a comprehensive approach on the main part of the site, involving the siphoning off of existing businesses	2020 - 2022
S8 BRADLEY ROAD EAST	Privately owned – single ownership	Outline planning permission granted for the erection of 85 dwellings granted on 30/09/2010 (ref. P10/0814)	High – site being marketed with planning permission	2014 - 2016

OPPORTUNITY SITE	LAND OWNERSHIP	PROGRESS TOWARDS REDEVELOPMENT	ASSESSMENT OF DELIVERABILITY POTENTIAL	LIKELY TIMESCALE
S9 BRADLEY ROAD WEST	Privately owned – single ownership	Outline planning application for 80 dwellings being assessed (ref. P11/0107)	Medium – some industrial and leisure uses still operating on the site	2016 - 2018
S10 FOSTER AND RASTRICK	Privately owned – single ownership	Planning permission and Listed Building consent granted for the conversion and extension of the listed former foundry building to a medical centre on 02/02/2010 (ref. P09/1070)	High – approved scheme is currently being implemented	2014 - 2015
S11 LOWNDES ROAD	Privately owned – single ownership	Outline planning application for 80 dwellings being assessed (ref. P11/0107)	Medium – cleared site, may only be redeveloped following the impetus provided by the development of other river corridor sites	2016 - 2018
S12 OLD WHARF ROAD	Privately owned – several landowners	None	Medium – mainly cleared site, but industrial use on eastern part	2016 - 2018

Appendix 4 Saved UDP Policies to be superseded

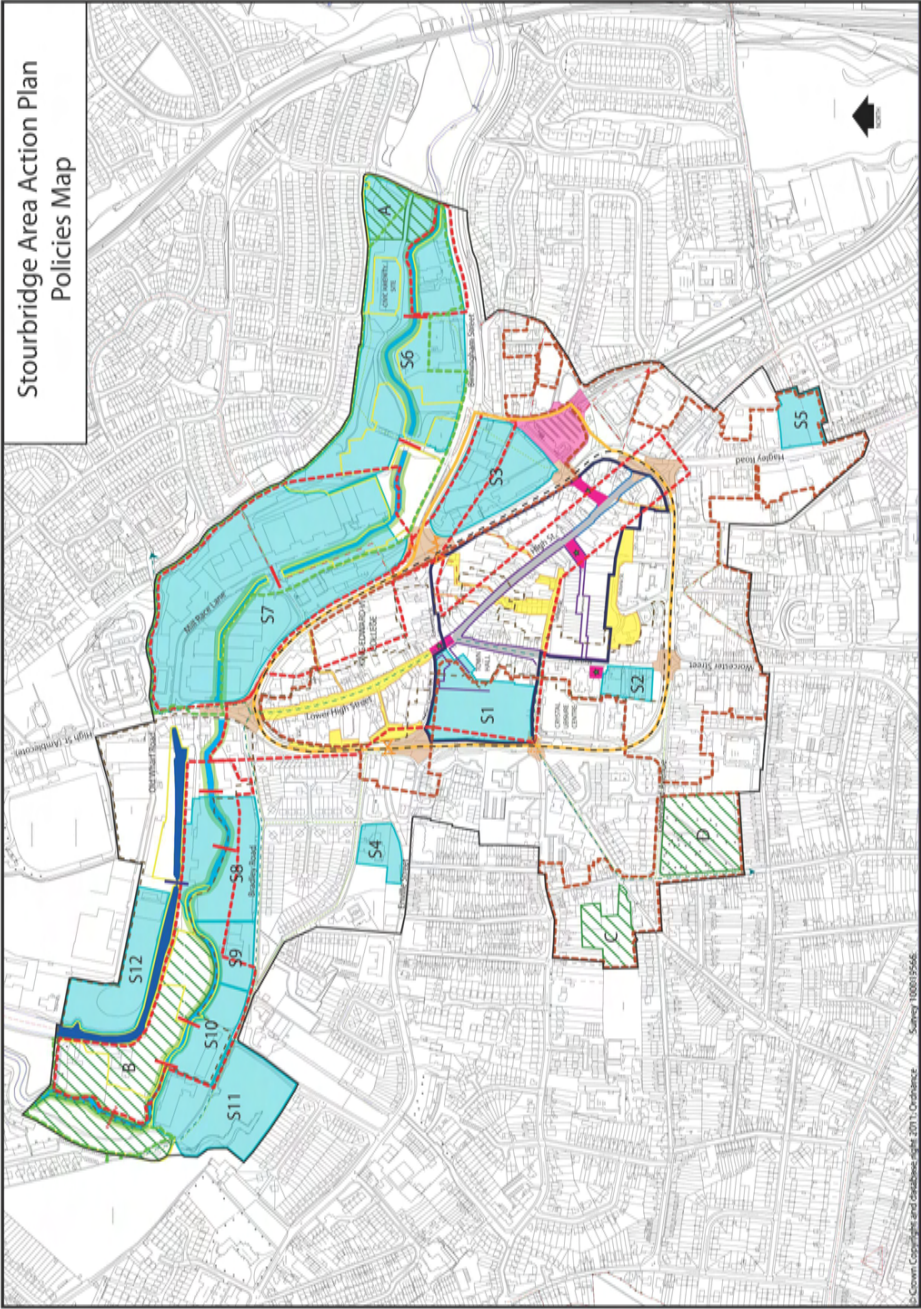
APPENDIX 4 - SAVED UDP POLICIES TO BE SUPERSEDED BY THE STOURBRIDGE AREA ACTION PLAN (AAP)

The policies and proposals of the AAP supersede The Town Centre Inset Plan for Stourbridge and the proposals which attach to it, as set out in Chapter 4.3 of the Dudley Unitary Development Plan (UDP) (2005): the table below lists the UDP policies in detail which are superseded by the Stourbridge Area Action Plan:

UDP Policy	Comment
Stourbridge sub chapter (section 4.3) introductory text as 'Overall Strategy and Vision'	Wholly superseded by the Stourbridge Area Action Plan (AAP)
Stourbridge Town Centre Inset Proposals Map	Wholly superseded by the Stourbridge AAP Proposals Map
Policy STC1 Thoroughfares and Public Spaces	These policies comprise the Stourbridge sub chapter of the UDP (section 4.3) and are each wholly superseded by the Stourbridge Area Action Plan (AAP)
Policy STC2 Street Blocks	
Policy STC2(i) Block 1 – High Street/ St John's Road	
Policy STC2(ii) Block 2 – High Street/ Market Street/ Ryemarket	
Policy STC2(iii) Block 3 – New Road/ Market Street/ Ryemarket	
Policy STC2(iv) Block 4 - Bell Street/ Market Street	
Policy STC2(v) Block 5 – Crown Centre/ Bell Street	
Policy STC2(vi) Block 6 – Lower High Street West	
Policy STC2(vii) Block 7 – Lower High Street East	
Policy STC2(viii) Block 8 – Angel Passage	
Policy STC2(ix) Block 9 – Birmingham Street, Opportunity Site	
Policy STC2(x) Block 10 – Mill Race Lane South	
Policy STC2(xi) Block 11 – St. John's Road/ Birmingham Street	

UDP Policy	Comment
Policy STC2(xii) Block 12 - Mill Race Lane North	
Policy STC2(xiii) Block 13 – Stourbridge Gasworks	
Policy STC2(xiv) Block 14 – Enville Street	
Policy STC2(xv) Block 16 - Canalside	
Policy STC2(xvi) Block 12 – Established Areas (Blocks 15, 17 – 25)	

3 Policies Map



Stourbridge Area Action Plan Policies Map

	Area Action Plan boundary
	Indicative new surface level crossing (Policy 4)
	Indicative modified existing surface level crossing (Policy 4)
	Public square (Policy 2)
	Canal bridge (Policy 16)
	River bridge (Policy 14)
	Potential river bridge (Policy 14)
	Town centre boundary (Policy 8)
	Green linkages (Policies 1, 14, 15, 16 and 17)
	Cycle route (Policy 5)
	Opportunity sites (Sites S1 to S12)
	Primary shopping area (Policy 7)
	Primary frontages (Policy 7)
	Secondary frontages (Policy 7)
	Public Rights of Way (Policy 4)
	Town centre streets improvements (Policies 1 and 2)
	Transport hub
	Proposed gateway (Policy 3)
	Sites of Local Importance for Nature Conservation (Policy 15)
	Stourbridge Canal (Policy 16)
	River Stour (Policy 14)
	Green infrastructure corridor (Policies 1, 14, 15, 16 and 17)
	Townscape uplift priority (Policy 2)
	Public open spaces (Policy 17)
	Conservation Area (Policy 21)
	Area of High Historic Townscape Value (Policy 22)
	Area of High Historic Landscape Value (Policy 23)
	Archaeological Priority Area (Policy 24)

Policies Map Key