

Brierley Hill Area Action Plan



Adopted July 2011



General information	i
1 Introduction	1
2 Understanding Brierley Hill	7
3 Spatial Vision and Objectives	15
4 The Spatial Strategy	21
5 Other Requirements for Achieving the Vision	57
6 Implementation	87
7 Monitoring	95
1 Brierley Hill Town Centre Implementation Framework	107
1.1 Stage 1: 2009-2011	109
1.2 Stage 2: 2009-2016	113
1.3 Stage 3: 2011-2016	133
1.4 Stage 4: 2016-2021	140
1.5 Stage 5: 2021-2026	152
2 Summary of Development Outputs & Infrastructure Requirements in Brierley Hill Town Centre 2009-2026	157
2.1 Stage 1: 2009-2011	158
2.2 Stage 2: 2009-2016	160
2.3 Stage 3: 2011-2016	166
2.4 Stage 4: 2016-2021	168
2.5 Stage 5: 2021-2026	172
3 Public Transport Infrastructure Improvements	173
4 Housing Trajectory	179
5 Superseded Policies	181
6 Glossary	183
7 Merry Hill Quarter	191
8 Key to Urban Quarters Maps	193

General information

This 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, 3 St James's Road, Dudley, DY1 1HZ or tel 01384 816967 or email ldf@dudley.gov.uk

Arabic

ستكون هذه مع بقية الوثائق لنظم العمل للتنمية المحلية متوفرة عند طلبها بطبعات مكبرة , وعلى الكاسيت , بريل , أو بلغات غير اللغة الانكليزية. فاذا كنت بحاجة لوثيقة لاحد من الاشكال المذكورة , رجاءا اتصل بفريق التخطيط لطريقة العمل (**policy**) , مجلس ددلي المحلي , ٣ سانت جيمسز رود , دي واي ١ ١ أيج زت. التلغون: ٠١٣٨٤ ٨١٦٩٦٧ ميل ldf@dudley.gov.uk

Bengali

এই দলিল বা ডকুমেন্ট এবং অন্যান্য স্থানীয় উন্নয়ন বিষয়ক কাঠামো সম্পর্কিত দলিলসমূহ অনুরোধে বড় অক্ষরের লেখা বা লার্জ প্রিন্টে, অডিও কেসেটে, ব্রেইলে কিংবা অন্যান্য ভাষায় পাওয়া যাবে। আপনি যদি এই দলিলটি উপরোক্ত যে কোন মাধ্যম বা ফরমেটে পেতে চান, তাহলে দয়া করে যোগাযোগ করুন: Planning Policy Team, Directorate of the Urban Environment, Dudley Metropolitan Borough Council, 3 St. James's Road, Dudley DY1 1HZ. টেলিফোন: 01384 816967, ই-মেইল: ldf@dudley.gov.uk.

Chinese

這及其它區域發展架構的文件可因應需要而製成大字版, 錄音帶, 盲人點字或英文以外的語文. 如你需要文件用以上其中一種形式, 請聯絡政策計劃小組 (Planning Policy Team), 城市環境保護署 (Directorate of the Urban Environment), 得利市政府, 3 St. James's Road, Dudley, DY1 1HZ. 電話: 01384 816967. 電郵: ldf@dudley.gov.uk

Gujarati

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

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 છે. દિગ ડાકયુમેન્ટ (લિખિત જાનકારી દસ્તાવેજ), અરે સથાનક વિકાસ યોજના (ફરેમવર્ક) સંબંધી હેર ડાકયુમેન્ટસ વંડે પરિંટ, આઢીઈ કસેંટ રે રીકારડ કીરે હેરે. થરેલ ડારમેન્ટ, અરે અંગુણી રાસા રે નાલ નાલ હેર રાસાવાં વિંચ વી મિલ સકરે હન જાં મિલ સકરેગે। જેકર રુસીં કોઈ ડાકયુમેન્ટ દિનું વિંચેં કિસે ડારમેન્ટ (થરેટર) વિંચ લેટા રાહુરે હે. રાં રૂપા કરકે હેન લિખે પડે રે સંપરક કરે: પલેનિંગ પોલિસી ટીમ, ડાઈરેક્ટરેટ ઓફ ડિ અરથન દિનવાઈરનમેન્ટ, ડડલી મેટરોપોલિટન થરે કાઉન્સિલ, 3 સેંટ 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 - ઈમેલ પડા: ldf@dudley.gov.uk

Urdu

یاد رکھیں ڈیولپمنٹ فریم ورک (مقامی بہتری سے متعلق اقدامات کا ڈھانچہ) سے متعلق دوسری دستاویزات بڑے حروف کی طباعت، آڈیو کیسٹ، بریل یا انگریزی زبان کے علاوہ زبانوں میں ترسیل کی صورت میں دستیاب ہیں یا درخواست پر فراہم کی جائیں 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 ڈی 1 1 ایچ ایچ کے ساتھ رابطہ قائم کریں۔ ٹیلیفون نمبر: 01384 816967، ای میل: ldf@dudley.gov.uk

1 Introduction

- 1.1** The designation of a strategic town centre at Brierley Hill by the Secretary of State in January 2008 presented a remarkable opportunity for regeneration and place making. Up to now town centres within the UK have grown within settlements or have been planned anew. The transformation of an existing urban place into a fully functioning strategic town centre presents new challenges and opportunities.
- 1.2** This Area Action Plan sets out the framework for that transformation and will guide an estimated £1.5 billion worth of investment in the area over the coming years. It sets an exciting vision for the future of the Town Centre that seeks to achieve the aspirations of the local community, businesses, service providers and our delivery partners. It sets the strategy for achieving that vision through the provision of new retail, offices, homes, community and leisure uses within a pattern of new streets, public spaces, development blocks and supporting transport and green infrastructure (see glossary). Our ambition is to deliver an integrated, accessible and vibrant Brierley Hill Town Centre that will inspire a sense of pride in those who live there and which will be the epitome of modern 'place-shaping'.

The History and Planning Context

- 1.3** Brierley Hill today is a product of its history. The industrial centre at Brierley Hill arose as a result of its rich natural resources and industry flourished throughout the eighteenth and nineteenth centuries. The decline of extractive and metal-working industries in the twentieth century paved the way for alternative developments in the area such as more housing and eventually the Merry Hill shopping centre. The shopping centre began construction in the 1980's when Enterprise Zones had been established across many areas in Britain and the final phase was completed in 1989.
- 1.4** At the same time as development was taking place at Merry Hill, the high quality Waterfront office development was being progressed on the site which previously housed the Round Oak Steelworks. The Waterfront currently comprises some 46,500m² of B1 office space, supporting A3 uses (see glossary), 16,300m² of B1 light industry and a hotel.
- 1.5** The Merry Hill centre and the Waterfront have continued to thrive over the past two decades in spite of a very complex planning context at national, regional and local levels. The full planning policy history is contained within the [Baseline Report](#) which supports this Area Action Plan and explains that planning context.

- 1.6** Brierley Hill High Street has operated as a district shopping centre for many years, catering for the needs of local residents and employees in the area. The High Street, Merry Hill and Waterfront are currently perceived as three separate elements with little connection between them.
- 1.7** There is land currently available for development and many more sites that could be better utilised to help connect the High Street, Merry Hill and Waterfront and make a positive contribution to town centre life. The planning framework with its focus on sustainable, holistic approaches will provide the structure to drive through the changes required and counteract the problems which have arisen from the industrial era and the national planning laissez-faire approach of the 1980's resulting in Enterprise Zones.
- 1.8** Brierley Hill is a major part of one of the largest conurbations in Europe and an area with huge potential for regeneration and rapid implementation of growth. There are few comparable areas within the West Midlands region which have as many potential projects for implementation. Brierley Hill will be crucial to the Black Country and the West Midlands region as a whole in terms of regeneration, increased housing provision and in helping to retain and attract higher skilled and higher income households back to the Black Country.
- 1.9** The Brierley Hill Area Action Plan is the framework for delivering this regeneration. The willingness, enthusiasm and funding is available to carry these ambitions through to fruition. With careful planning, implementation and monitoring, Brierley Hill can achieve its goal of becoming a vibrant, exciting 21st century town. The regeneration has already begun and continuing this will encourage wider investment and regeneration in the Black Country sub-region.

Relationship with Other Strategies

- 1.10** This Area Action Plan has not been prepared in isolation. Whilst having a local focus, the strategy is integrated and in conformity with higher level strategic plans including the [Black Country Core Strategy](#). This plan, and the Brierley Hill Area Action Plan, form part of Dudley Council's [Local Development Framework](#) which is gradually replacing the existing Dudley [Unitary Development Plan](#) (October 2005).
- 1.11** The Black Country Core Strategy has been prepared by the four Black Country Local Authorities to guide development throughout Dudley, Sandwell, Walsall and Wolverhampton up to 2026. It progresses the work already undertaken by the Black Country Local Authorities and their partners, through the Black Country Study, which outlined the priorities for regenerating the Black Country's physical, environmental, social and economic fabric.
- 1.12** The Black Country Core Strategy covers issues including:

- Creating sustainable communities: Providing new homes and enhancing existing housing areas within a sustainable network of community services
- The economy, employment and centres: Creating a network of vibrant and attractive town, district and local centres and providing high quality employment land
- Transport and accessibility: Providing rapid, convenient and sustainable links between the Strategic Centres, existing and new communities and employment sites
- Environmental infrastructure: Delivering a strong Urban Park which respects, protects and enhances the local distinctiveness and unique biodiversity and geodiversity of the Black Country
- Waste and minerals: Providing sufficient waste facilities and making sustainable use of mineral resources

1.13 The Black Country Core Strategy sets out the role and overarching strategy for the strategic and non-strategic centres in the four Black Country authorities, including for Brierley Hill. The strategic centres are the focus for major investment and where regeneration will be most concentrated.

1.14 The strategy promotes the planned growth of all centres at an appropriate scale to create a balanced network that will underpin regeneration, serve the needs of the community and reduce unnecessary travel. This balanced network of centres has been designed to ensure that each centre, particularly the Strategic Centres of Brierley Hill, Walsall, West Bromwich and Wolverhampton, can secure an appropriate share of additional comparison retail and office development while at the same time ensuring that investment will regenerate the Black Country as a whole and will not be lost.

1.15 The policies within the Black Country Core Strategy have guided the production of this more detailed Area Action Plan. Those Black Country Core Strategy policies will continue to apply in the town centre and should be considered alongside this document.

1.16 The Area Action Plan will also be supported by a 'Design in Brierley Hill Town Centre Supplementary Planning Document' which will be produced in 2011 and made available at www.dudley.gov.uk.

1.17 This strategy also builds upon and adds a spatial dimension to the Dudley Borough Challenge 'Community Strategy' 2005-2020 by working towards its vision for stronger communities and addressing its key priorities. Within the 'creating a prosperous borough' priority, developing Brierley Hill as an economic and retail centre for the Black Country is an identified objective and complemented by Dudley Council's emerging position on planning obligations and parking standards.



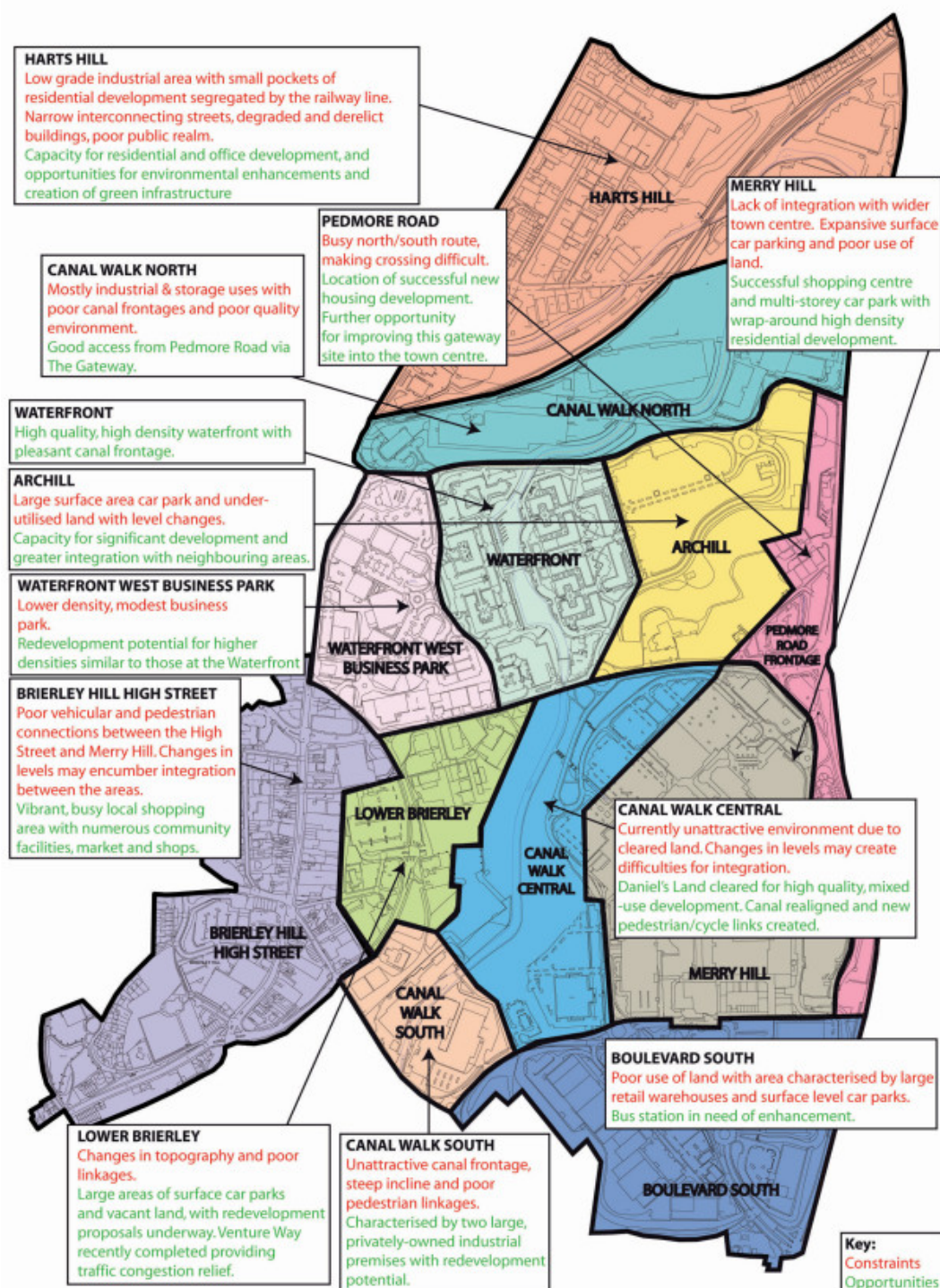
Figure 1 Related Strategies



Figure 2 Brierley Hill in its sub-regional context

2 Understanding Brierley Hill

- 2.1** In planning for the future of Brierley Hill it is first necessary to understand what the area is like now. This section highlights the key issues, opportunities and challenges facing Brierley Hill which have been drawn out of the evidence from the [Baseline Report](#) and the consultation undertaken during the preparation of this strategy.
- 2.2** Map 1 overleaf highlights some of the current spatial characteristics of each of the urban quarters within the Town Centre. This is taken to mean those issues which are physical and geographical in nature and present either challenges or opportunities to be addressed in the future regeneration of Brierley Hill.
- 2.3** In addition to the spatial characteristics, there are a range of socio-economic issues and opportunities to be addressed through the implementation of the strategy. These challenges, which have informed the plan's objectives, are summarised over the next few pages.
- 2.4** For more detailed information and statistics, please refer to the [Baseline Report](#) which is available at www.dudley.gov.uk.



Map 1 Spatial constraints and opportunities

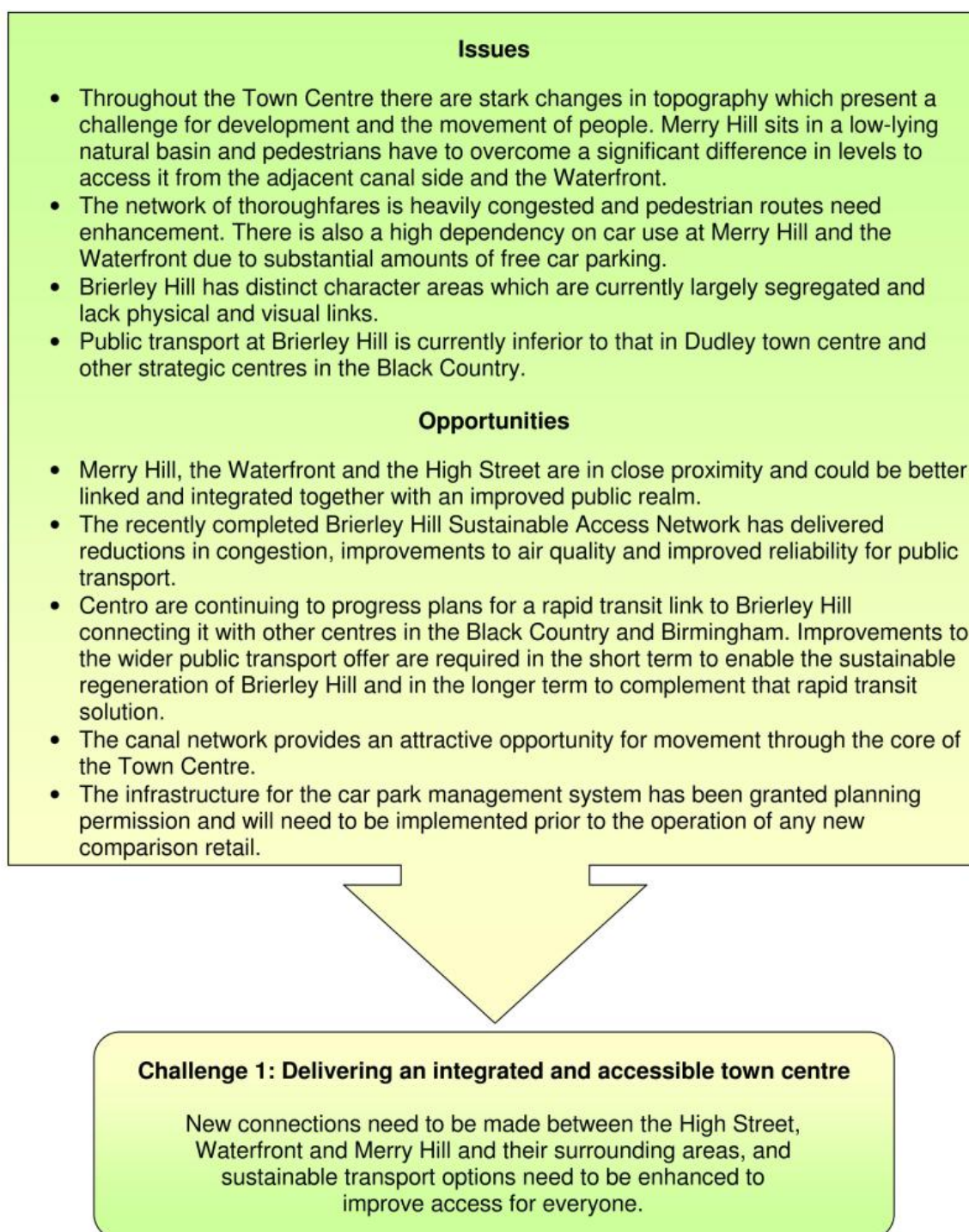


Figure 3 Delivering an integrated and accessible town centre

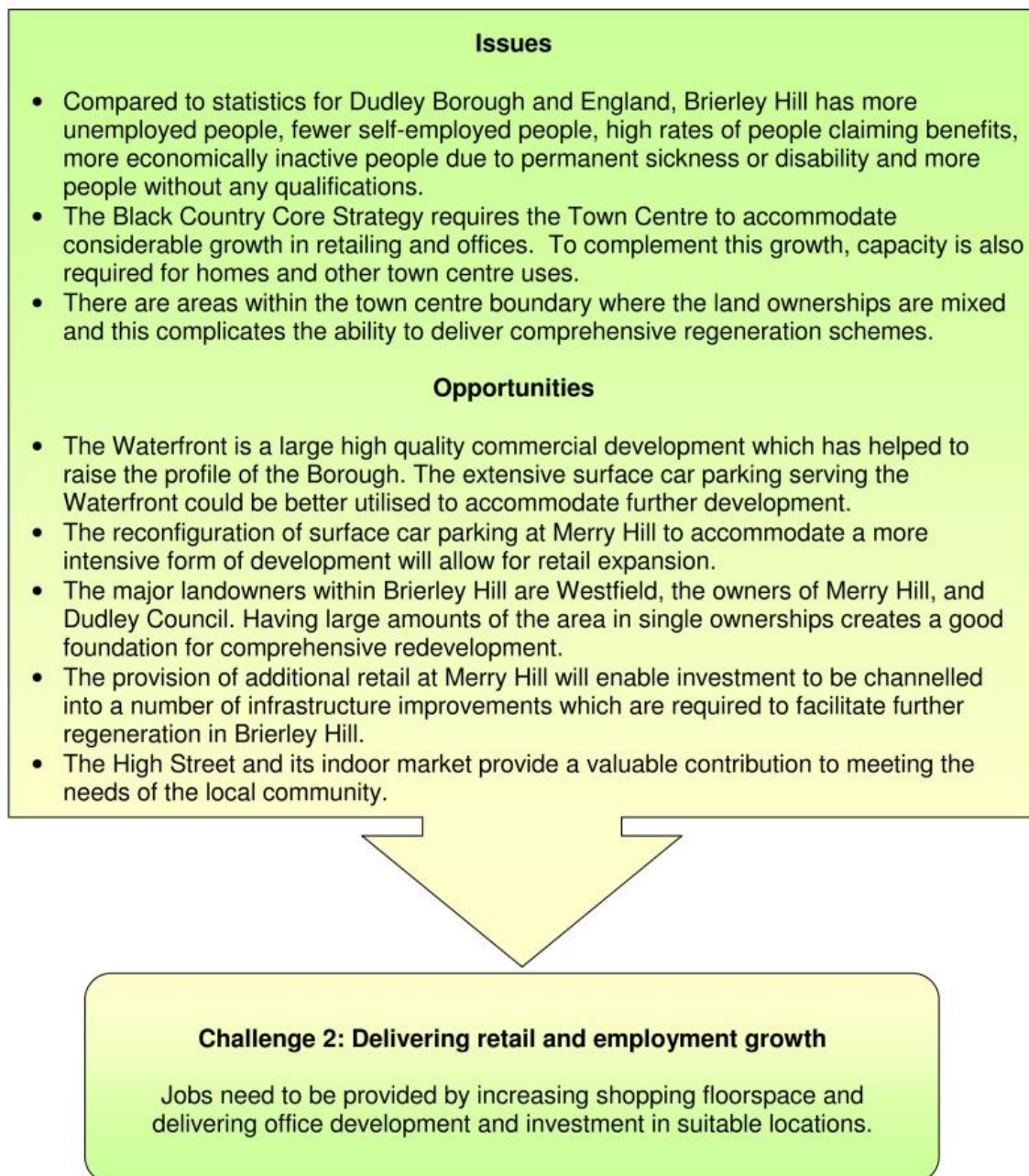


Figure 4 Delivering retail and employment growth

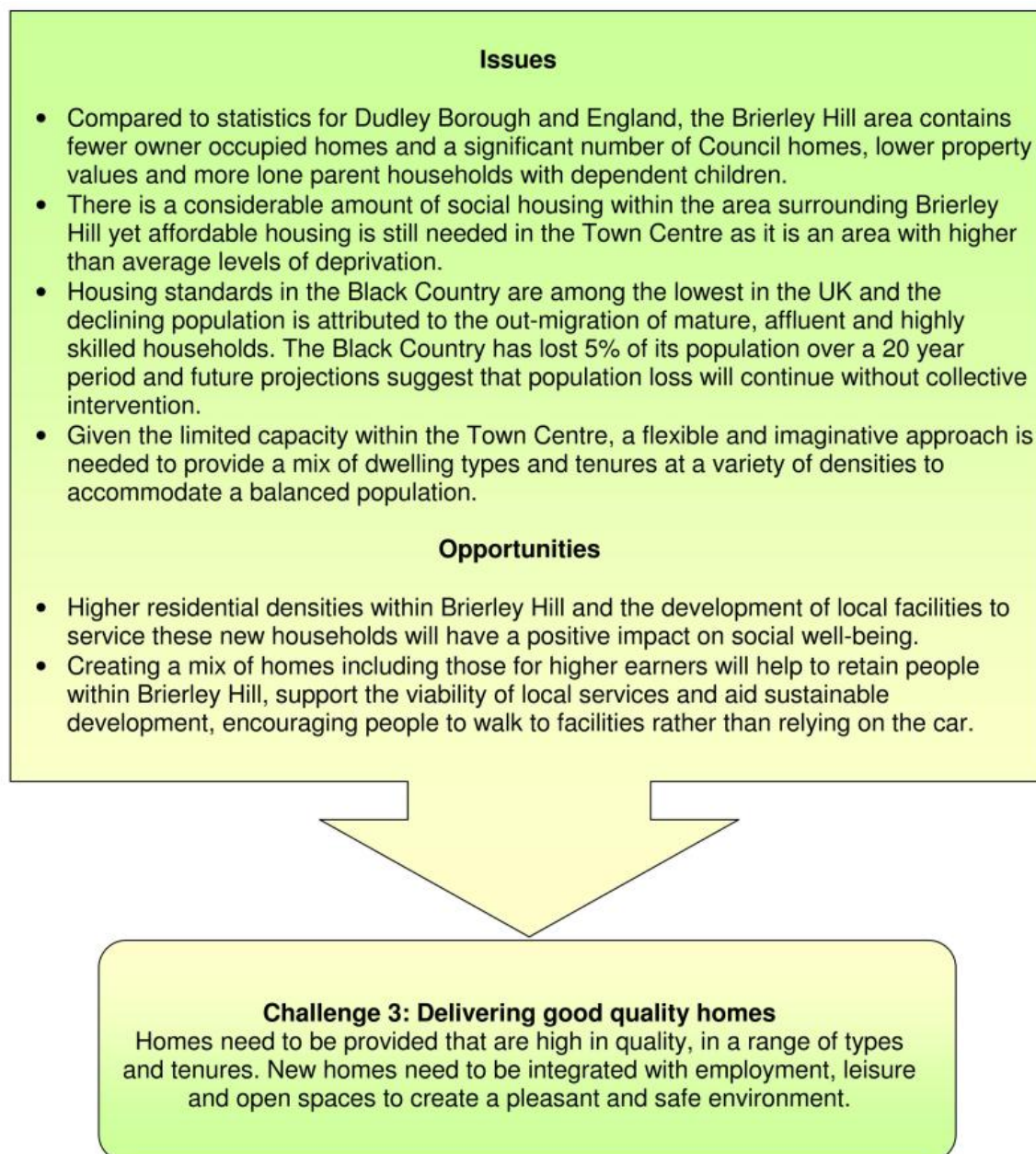


Figure 5 Delivering good quality homes

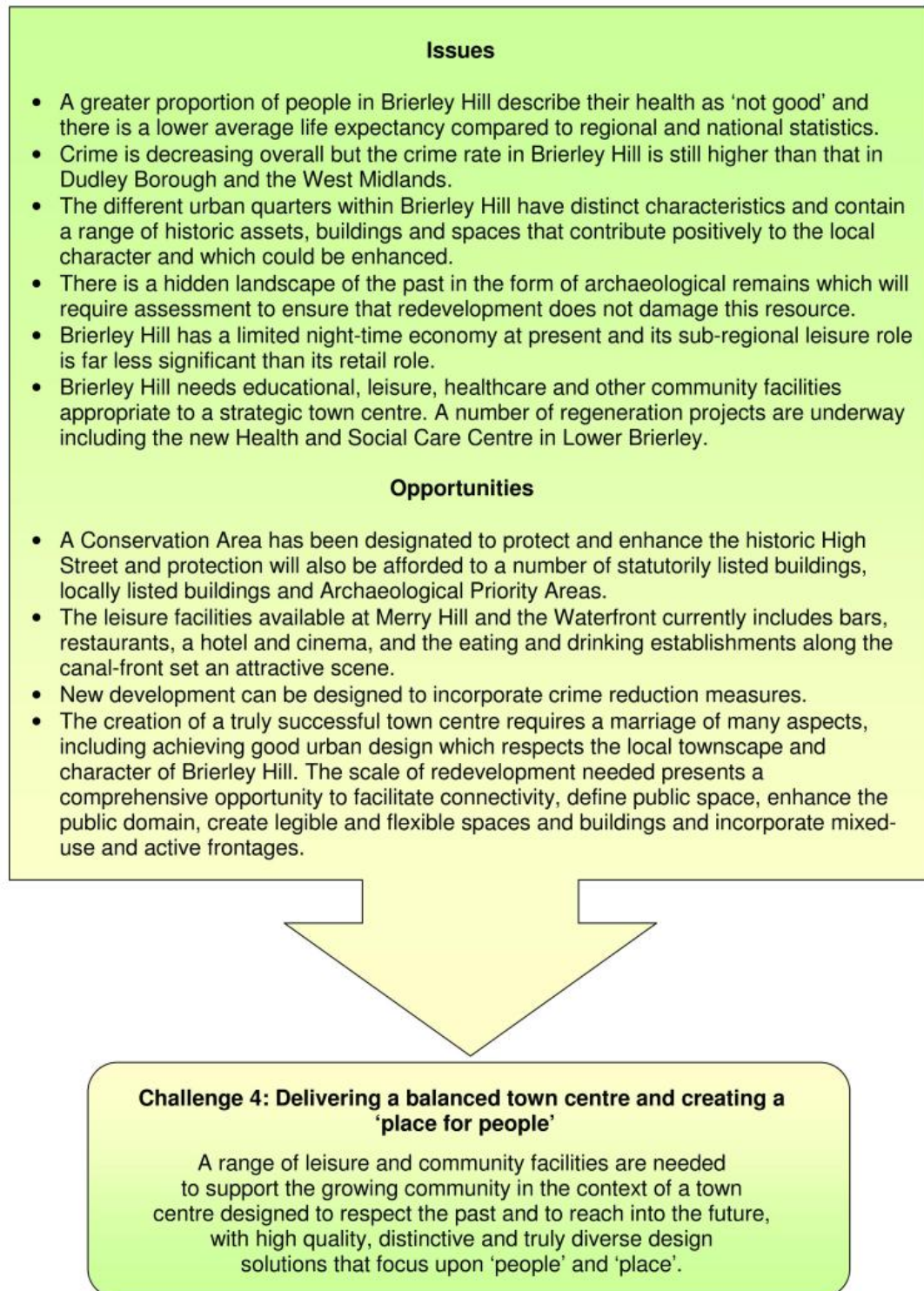


Figure 6 Delivering a balanced town centre and creating a 'place for people'

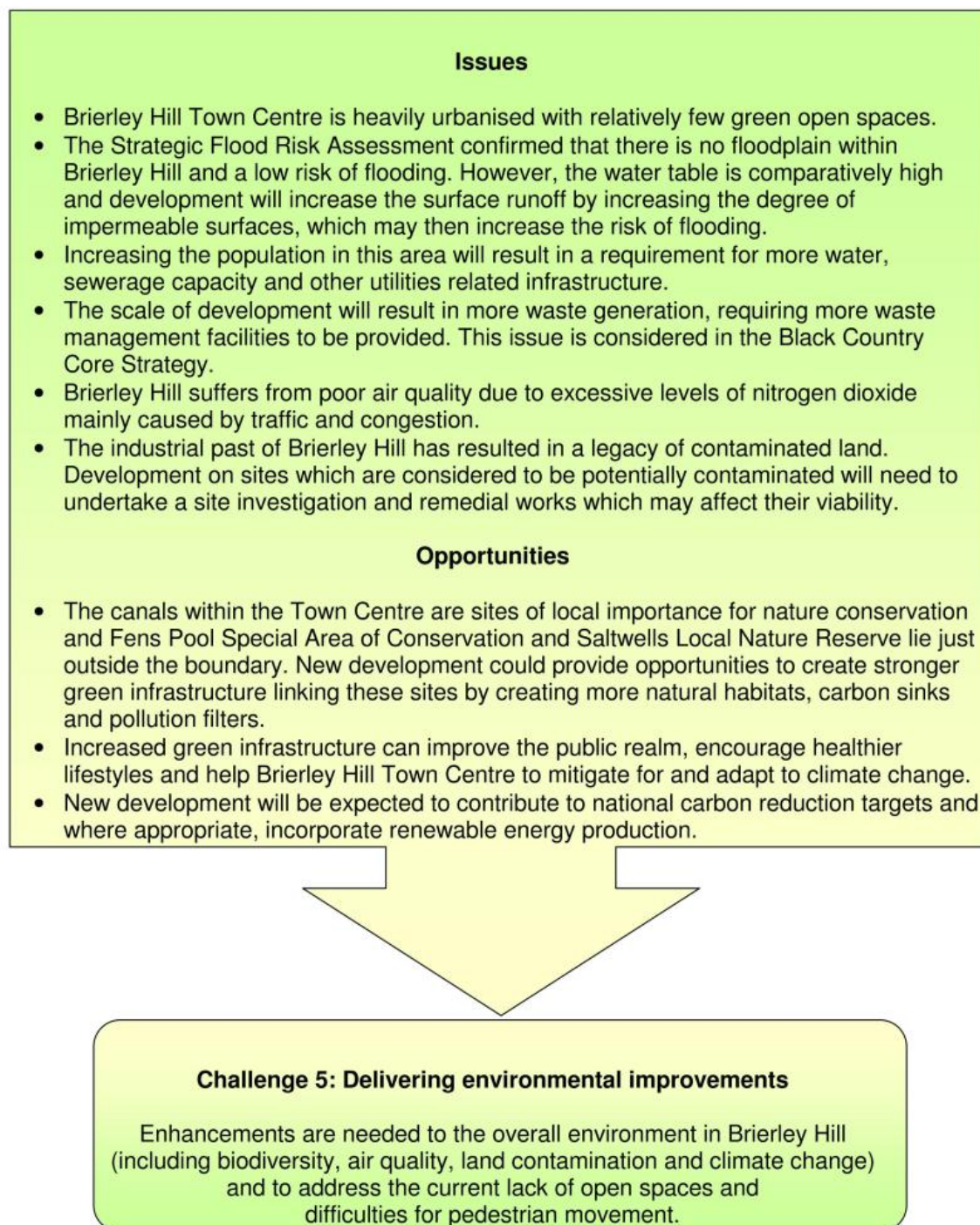


Figure 7 Delivering environmental improvements

3 Spatial Vision and Objectives

- 3.1 Building on the issues and opportunities that currently exist in the town centre, the vision for Brierley Hill is a statement of where we want to get to and what this Area Action Plan should deliver by 2026. The Area Action Plan then sets the strategy and allocates sites to achieve that vision. By delivering the vision, it is expected that Brierley Hill Town Centre will be a catalyst for regeneration for the wider area.
- 3.2 The vision has been informed by The Black Country Study 30 Year Vision, the Black Country Core Strategy, 'The Dudley Borough Challenge' Community Strategy 2005 -2020, the views of communities and stakeholders within Brierley Hill and the work of the former Brierley Hill Regeneration Partnership.

Vision for Brierley Hill

By 2026, Brierley Hill will be a vibrant, inclusive and accessible strategic town centre embracing sustainable urban living, providing superb shops and office employment, leisure and cultural facilities. Strong, cohesive communities will have been created where everyone feels included and has easy access to the services and facilities they need to enjoy a good quality of life.

The town centre's growth will maintain and enhance its function as a sub-regional shopping and employment centre and contribute to regeneration by complementing other centres in the West Midlands network of town and city centres. Unemployment will be addressed, and valuable skills training will be promoted through the regeneration of the area and enhanced enterprise.

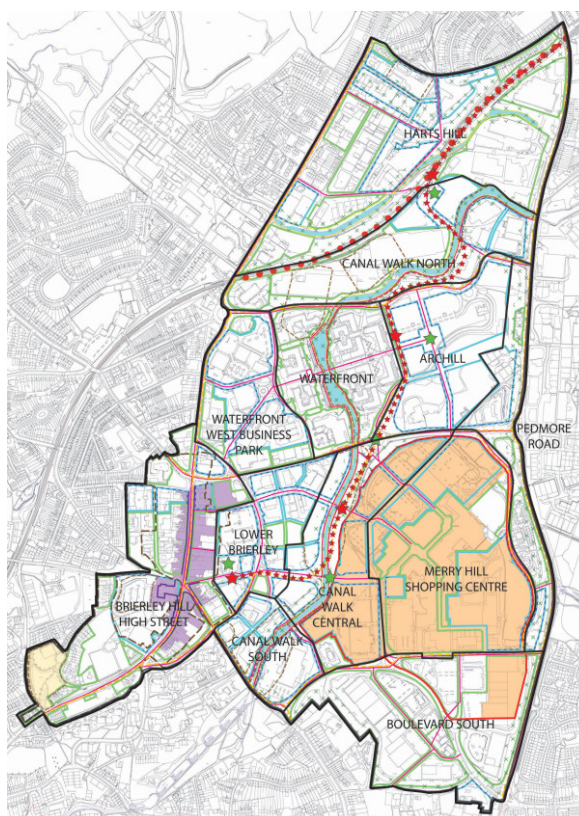
Brierley Hill will promote sustainable living against the backdrop of the national and regional climate change strategy, and have the highest standards of design incorporating energy efficiency measures.

Brierley Hill will be recognised as having a high quality built and natural environment that respects and enhances local distinctiveness and the built heritage, including historic assets and the natural and regeneration assets of the canal network. A strong Green Infrastructure and wildlife corridor network will ensure a thriving natural environment.

The town centre will be supported by a highly integrated, high quality public transport system which offers people choice in where, when and how they travel which is complemented by car based demand management, appropriate car access and safe, efficient and attractive provision for movement by foot and cycle.

The connectivity and legibility of the Merry Hill / High Street / Waterfront triangle will be improved by creating a network of high quality routes and public spaces and a safe and attractive urban form. New development will enable the traditional High Street, Merry Hill Shopping Centre and the Waterfront to provide complementary functions and to be fully integrated into a new urban townscape.

- 3.3** Substantial new development and investment is needed to address the economic, social and environmental issues and achieve this vision for Brierley Hill Town Centre. By 2026, this investment will have provided new shopping and employment opportunities that generate over 18,500 estimated new jobs, more than 3,200 new homes, an improved transport network, leisure and community facilities and other services.
- 3.4** Twelve distinct urban quarters make up the plan area, within which there are both established areas and also indicative development opportunity blocks with potential to reinforce and create areas of distinctive character. These blocks are formed around a framework of primary thoroughfares, public spaces, green infrastructure, the canal and public transport routes which will create an interlinked town centre.



Map 2 The Urban Quarters in Brierley Hill Town Centre (see Appendix 8 for Key)

Vision for the Urban Quarters

Brierley Hill High Street

As the community focus of the Town Centre, the High Street's local shopping and community function will be retained and strengthened through new retail development, improvements to the townscape and better linkages with the wider Town Centre. This bustling area will continue to be the local people's choice for satisfying their day-to-day needs.

Lower Brierley

Lower Brierley will be transformed through substantial redevelopment for a mix of uses with a strong emphasis on civic and community services. A diverse range of new homes will benefit from a new public realm, excellent connections to other areas in the Town Centre and improved public transport access. More people will travel to and through this vibrant area at the core of the town centre.

Canal Walk Central

Exciting new development fronting the canal will consolidate the heart of the Town Centre and create a high quality environment which makes movement between the High Street, Merry Hill and the Waterfront an enjoyable experience for pedestrians and cyclists. Cafés and other uses fronting onto the canal will make this an ideal place for relaxing and socialising.

Merry Hill

Merry Hill will expand its sub-regionally important shopping role with new development around the centre on previously under-utilised land providing new retail, leisure and homes which enhance the public realm, create a better interface with the wider Town Centre and a more satisfying experience for visitors.

Pedmore Road

Visitors approaching Brierley Hill Town Centre from the Pedmore Road will have positive first impressions from the attractive new development which maximises the opportunity to make better use of land whilst accounting for the challenging topography.

Canal Walk South

Aspirational homes and employment opportunities will maximise the environmental advantages of this area adjacent to the canal and at the head of the Delph Locks Conservation Area making it a desirable place to live and work.

Boulevard South

New development at this major gateway into the town centre will set the tone for high quality townscape while the remainder of this Urban Quarter will continue in its current role in serving the retail needs of the community.

Archill

The expanded Waterfront office complex will provide employment opportunities in an attractive environment benefiting from easy access to public transport and other facilities which enhance quality of life.

Waterfront West Business Park

The existing business park will be intensified over time to provide further opportunities for high quality office accommodation comparable to that found in the main Waterfront development providing attractive opportunities for inward investment and for the labour market.

Waterfront

This established and successful area of office development with bars and restaurants fronting the canal will continue to be home for many local, regional and national companies and provide employment opportunities for local people.

Canal Walk North

Redevelopment of redundant industrial land will provide expansion space for the Town Centre and deliver new homes and offices, improve the local environment and cater for public transport links which will improve the connectivity of Brierley Hill Town Centre with other centres in the Black Country.

Harts Hill

Over the long term the redevelopment of former industrial land will provide new homes and offices enabling investment to be channelled into the area for the benefit of both new and existing occupiers and allow for the connection of Saltwells Local Nature Reserve to Fens Pools Special Area of Conservation benefiting both people and wildlife.



Picture 1 "The Brier Rose", a locally significant piece of public art on the High Street

The Spatial Objectives

- 3.5** To deliver the vision for Brierley Hill, clearly defined and measurable spatial objectives are required. These objectives have guided the preparation of this strategy and will continue to guide implementation and the monitoring of its achievements.
- 3.6** The objectives have been drawn from an understanding of the particular issues within Brierley Hill, informed by the results of public consultation, and have regard to contributing to other relevant policies and strategies at the national, regional and local levels.
- 3.7** The objectives have been developed in tandem with the preparation of the Black Country Core Strategy and will ensure that the strategy for Brierley Hill Town Centre will contribute towards achieving the vision of the Black Country Core Strategy for sustainable communities, environmental transformation and economic prosperity and deliver its key sustainability principles.

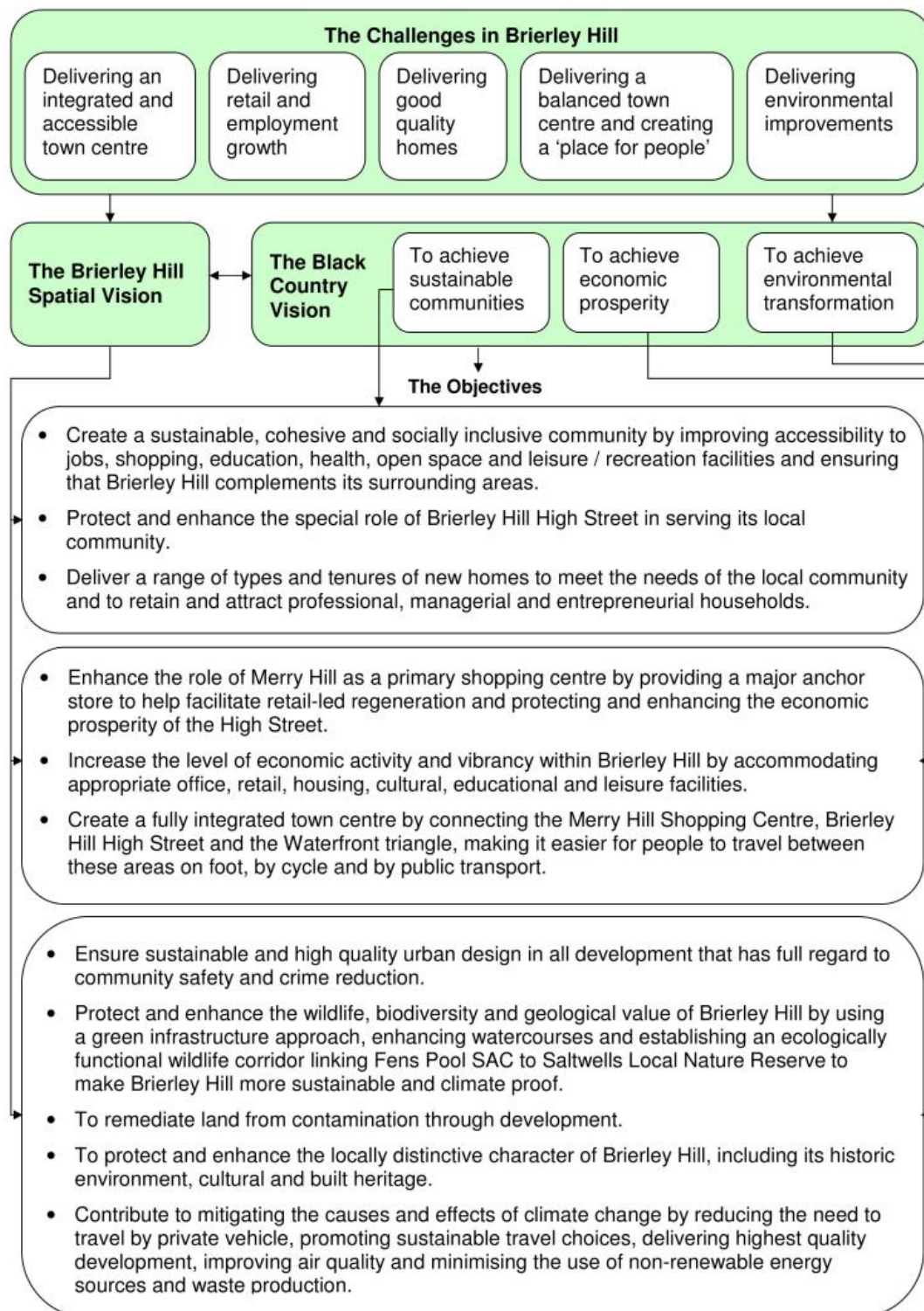


Figure 8 Objectives

4 The Spatial Strategy

Overview

- 4.1** Early in the plan period development will be focused within the heart of the Town Centre at Merry Hill, the Waterfront, the High Street and the land between these areas. This will include the delivery of an anchor store at Merry Hill. This level of retail growth and investment will be a catalyst for regeneration in the Town Centre as a whole and will enable the provision of key elements of infrastructure to meet the Black Country Core Strategy policy CEN3 conditions including a pedestrian link between the High Street and Merry Hill and stronger connections between the key areas. Priority will also be given to securing new retail facilities on the High Street to support local communities and reinvigorate the Local Shopping Area.
- 4.2** In these early development stages new office provision will be concentrated at the Waterfront in the Archill Urban Quarter with further provision mixed throughout the core of the Town Centre. As the plan period progresses development will radiate outwards from the centre with opportunities for homes and offices arising in Canal Walk South and Canal Walk North. Over this longer term there is potential for significant new office development at the Waterfront West Business Park.
- 4.3** Over the plan period, community and leisure uses will be encouraged throughout the Urban Quarters and particularly in Lower Brierley and the High Street in the heart of the Town Centre. These uses will complement other services such as the Health and Social Care Centre, educational, religious and community institutions.
- 4.4** By 2021 it is estimated that some 17,000 jobs will have been created and almost 3,000 homes built of varying dwelling types, sizes and tenures to meet the needs of all sections of the community. This level of growth will be supported by an improved public transport network complemented by car parking standards that promote sustainable travel choices. Furthermore, development will contribute to creating the green infrastructure network in the Town Centre, culminating in the creation of a series of functional wildlife corridors connecting Fens Pools to Saltwells Local Nature Reserve by 2026.
- 4.5** Over the longer term to 2026 the Town Centre will grow outwards into Harts Hill, an area recognised as being in need of regeneration. Further development in this area will capitalise on improved transport connections, the canal-side setting and enhance the local environment. A further 240 homes and 1,800 estimated jobs can be delivered in this last phase of the strategy.



Map 3 The stages of development in Brierley Hill (dark red indicates development taking place in each phase)

Brierley Hill High Street

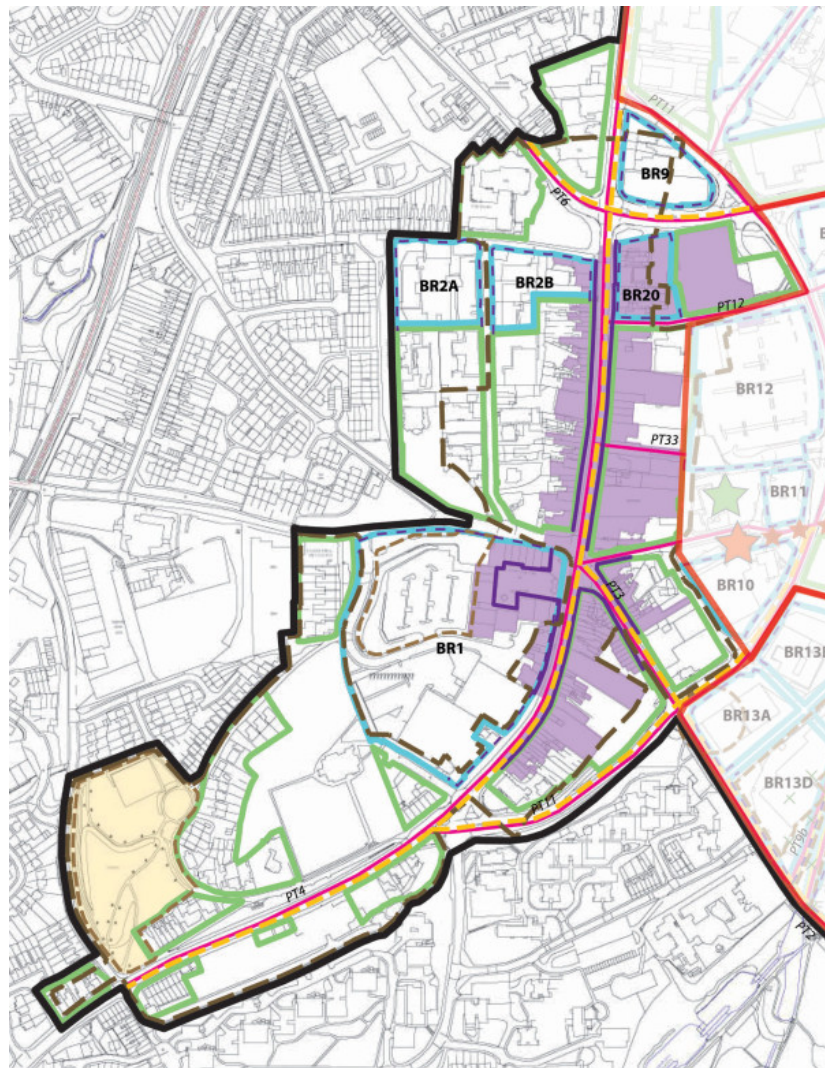
- 4.6** The supermarket, markets and shops in the central section of the High Street underpin its function as a local convenience centre and secondary trading location serving a local catchment area within the overall Town Centre. The area contains numerous community facilities including the library, fire station and religious facilities. Landmarks include the Market Hall, Civic Hall, St. Michael's Church and Police Station.



Picture 2 Brierley Hill High Street

- 4.7** Brierley Hill High Street was previously defined as a district centre in the Dudley Unitary Development Plan (adopted October 2005). The High Street is now within the wider Brierley Hill Town Centre but will continue in its role to serve the day-to-day needs of the local community, complementing the role of Merry Hill.
- 4.8** The role of the High Street will continue much as before although it will be enhanced through the proposed redevelopment of the Moor Centre and the development blocks at the northern gateway to the High Street. Enhancements to the general quality of the environment will also be promoted and the vibrancy of the High Street maintained and enhanced. The High Street serves a local catchment beyond the Town Centre boundary so maintaining connections to the west is also important.
- 4.9** The High Street is defined as a Local Shopping Area with identified 'secondary frontages' within it. These designations will protect the retail role of this area whilst allowing appropriate diversification to complement that retail activity. Without restriction, there is a danger that non-retail uses would begin to dominate this shopping area, particularly where the demand for retail may be low.

- 4.10** Above ground floor level it is appropriate and beneficial to maximise residential development through living over shops and other commercial development. This will enhance the viability of local services and result in a bustling town centre throughout the daytime and evening.
- 4.11** Retail expansion has been allocated to Development Opportunity Blocks BR1 and BR20 to anchor each end of the High Street. Outside these allocations it is not expected that further significant retail growth will occur on the High Street. However, some flexibility for minor retail expansion to support independent retailers and the economic vitality within the Local Shopping Area is acceptable. Therefore any proposal for new retail up to 200m² within the secondary frontage will generally be considered appropriate. More significant retail applications will be considered with regard to their impact on the AAP strategy and in relation to ongoing monitoring of the retail floorspace on the High Street.



Map 4 Brierley Hill High Street Urban Quarter

Policy 1

Brierley Hill High Street Local Shopping Area

Within the Brierley Hill High Street Local Shopping Area (as defined on the Proposals Map) the maintenance, and where appropriate the enhancement, of the retail (A1) offer will be promoted.

Improvements to the range and quality of local shopping facilities will be encouraged providing they are not of a scale and nature which would undermine the spatial strategy for Brierley Hill. New retail (A1) development or extensions to existing retail (A1) development of up to 200m² floorspace (gross) will generally be considered appropriate within the Secondary Frontage defined on the Proposals Map.

Within the Secondary Frontage, Dudley Council will consider favourably proposals for new development or changes of use from retail (A1) to financial, professional or other services (A2), restaurants and cafés (A3), drinking establishments (A4) and hot food take-aways (A5) providing that:

1. The proposed use would not result in;
 - More than two adjacent units being in non-retail (A2, A3, A4 and A5) use
 - More than 50% of units in the relevant Secondary Frontage being in non-retail (A2, A3, A4, and A5) use

and

2. The proposed use would not be likely to;
 - Have an adverse effect upon the amenities of nearby occupiers by way of noise, smell or other nuisance
 - Undermine the overall retail function, vitality and viability of the Local Shopping Area

Other acceptable uses within the Secondary Frontage include residential and B1 offices above ground floor uses to increase the vitality and viability of the area.

The aims of retaining local retail (A1) provision should not result in long term vacancies, particularly where there is no prospect of the re-use of a unit for shopping purposes. This would only serve to undermine the attractiveness of the Local Shopping Area as a whole. In order to waive the policy Dudley Council will need to be convinced that every effort has been made to market the property in question for a retail (A1) use without success and that appropriate retail provision will be retained in the local area.

- 4.12** The existing indoor markets on the High Street are well used by local residents and make a valuable contribution to local choice and diversity in shopping. National policy seeks to retain and enhance markets where appropriate and the secondary frontage policy requirements above will aid the retention of the markets on Brierley Hill High Street.
- 4.13** Bus priority measures are proposed for the High Street at major junctions and bus interchange opportunities will be retained on the High Street, within walking distance of the proposed Rapid Transit.⁽¹⁾ The major bus route would therefore run along the High Street whilst vehicular traffic would be concentrated on the parallel route (Venture Way), thus minimising the impact of through traffic on the High Street.
- 4.14** Connections from the High Street east to Merry Hill and the Waterfront are currently limited to Level Street and Mill Street, both of which are heavily trafficked. The direct distance from the High Street to the canal is some 400 metres, and 600 metres to the Merry Hill Shopping Centre. However, very few people currently walk between these areas due to the lack of visual and physical connections and the marked change in levels. Two new primary thoroughfares will overcome these barriers. Central Avenue (PT7) will connect the High Street to Merry Hill via two public squares, a major education establishment and the planned rapid transit route. PT12 will follow the existing Pearson Street and link into Lower Brierley and beyond to Merry Hill. These routes should provide active building frontages onto high quality public realm.
- 4.15** Much of the High Street has a well established urban form. The challenge in this area is for development to knit together the historic fabric of Brierley Hill with high quality, sensitively designed new buildings in order to create a balanced, coherent whole.
- 4.16** Brierley Hill High Street Conservation Area was designated in March 2009 and the accompanying Dudley Council adopted publication “Brierley Hill High Street Conservation Area Character Appraisal with Management Proposals” is of direct relevance when considering proposals for change that fall within the Conservation Area boundary or that could affect its setting, and for promoting and implementing schemes for enhancement.

1 Any reference to 'Metro' in this Area Action Plan may be taken to mean 'Rapid Transit' (see glossary for details)

Policy 2

Brierley Hill High Street Conservation Area

In fulfilment of Dudley Council's statutory duty to pay special regard to the desirability of preserving or enhancing the conservation area's character or appearance, planning applications will be determined with particular reference to the contents and findings of the "Conservation Area Character Appraisal with Management Proposals". Dudley Council will also pursue the delivery of the published conservation area management proposals through a phased implementation strategy. The Appraisal and Management Proposals document will be reviewed and updated at regular intervals throughout the life of the plan.

In particular:

Dudley Council will safeguard and seek to enhance the special architectural or historic interest of Brierley Hill High Street Conservation Area by:

- Resisting the loss of historic fabric/buildings;
- Encouraging the reinstatement of architectural detail;
- Seeking a high quality of design in new development;
- Seeking a high quality of design in works to the public realm.

Dudley Council will encourage new development in the Brierley Hill High Street Conservation Area where it will reinforce historic townscape character by:

- Removing buildings that have a negative impact on the area;
- Providing sensitive infilling that respects prevailing height, form, building line, plot rhythm, proportions and fenestration;
- Making use of traditional building materials, such as red brick and blue slate or complementary new materials that contribute positively to local distinctiveness.

- 4.17** Within the High Street area there are a number of development opportunities. The redevelopment of the Moor Centre with an expanded retail offer combined with other complementary uses will have significant benefits for improving consumer choice and anchoring the southern end of the High Street.

Policy 3

Development Opportunity Block BR1: The Moor Centre

A comprehensive development scheme would be welcomed on this site for additional A1 comparison retail (up to 6,500m² gross new maximum floorspace), A1 convenience retail (3000m² net new floorspace), C3 residential and D2 assembly and leisure uses.

The retail element of this scheme is likely to extend beyond the boundary of the Local Shopping Area. This is acceptable providing that the scheme is well related to, and ties in well with, the Local Shopping Area.

Other acceptable uses are A2 financial and professional services, A3 restaurants and cafés, A4 drinking establishments and D1 non-residential institutions.

The site of the Bell Street Glasshouse forms an Archaeological Priority Area within part of this block. Given the importance of glass manufacturing to the history of Brierley Hill the subsurface remains of an early glasshouse, as well as possible remains of the produce or waste from production would be of significant archaeological interest.

The Red Lion Inn and public drinking fountain are also of local historic interest and have been identified as "positive structures" in relation to the Brierley Hill High Street Conservation Area and any development proposals will therefore need to take these and other special features into account.

- 4.18** Block BR2A was occupied by health care facilities which have relocated into the Health and Social Care Centre (LIFT) in Lower Brierley. This site is vacant and available for redevelopment.

Policy 4

Development Opportunity Block BR2A

The preferred use for this site is C3 residential or C2 residential institution. Provision of a replacement or alternative D1 non-residential institutions use would also be acceptable.

- 4.19** Development Opportunity Block BR2B presents an opportunity at the northern gateway into the Local Shopping Area. Currently comprising a mix of uses in various standards of accommodation and land ownerships, a comprehensive redevelopment scheme in this block could significantly

enhance the overall quality of the Local Shopping Area. Combined with potential public realm enhancements to the adjacent space fronting the Civic Hall, currently subject to a funding bid, the impression of the High Street gained from people travelling in from the north would be greatly enhanced.

Policy 5

Development Opportunity Block BR2B

The preferred uses are B1 business and C3 residential.

The existing A1 retail occupying the site should be re-provided within any redevelopment scheme to complement the Local Shopping Area on the ground floor frontage to the High Street.

Other acceptable uses are A2 financial and professional services, A3 restaurants and cafés, A4 drinking establishments and D1 non-residential institutions.

- 4.20** Block BR9 occupies a prominent site, framed by important road links (Venture Way, Level Street and the Dudley Road) and located opposite locally listed buildings including the police station and Civic Hall. The redevelopment of this site could significantly enhance the quality and character of this area, particularly combined with Blocks BR2B and BR20.

Policy 6

Development Opportunity Block BR9

The preferred uses are B1 business, C3 residential and D1 non-residential institutions.

In order to retain adequate provision of public parking to service the High Street and Lower Brierley, this block should not be developed until its existing parking provision is adequately replaced.

- 4.21** Block BR20 adjacent to Asda at the northern end of the Local Shopping Area is currently under-utilised with some vacant units and degraded buildings. Redevelopment here could make a positive contribution to the environment and perception of the High Street. Coupled with Development Opportunity Block BR2B and BR9 there is the potential to significantly enhance the northern gateway to the High Street. This block could also provide a retail

anchor for the northern end of the High Street to complement the Moor Centre redevelopment at the southern end of the High Street and encourage movement of shoppers between these areas.

Policy 7

Development Opportunity Block BR20

The preferred use is A1 convenience retail (2,000m² new net floorspace). This floorspace should be delivered as an extension to the existing adjacent convenience store as part of a wider redevelopment/refurbishment scheme with a frontage onto the High Street.

The existing A1 comparison retail occupying the site may be re-provided within any redevelopment scheme to complement the Local Shopping Area on the ground floor frontage to the High Street.

Other acceptable uses are B1 business, C3 residential, A2 financial and professional services, A3 restaurants and cafés, A4 drinking establishments and D1 non-residential institutions.

4.22 Marsh Park forms part of the open space network and is a valuable community facility catering for formal and informal recreation. Positioned between North Street and Seagers Lane, the park has an elevated position overlooking the surrounding areas to the west.

4.23 The park's facilities and their importance to the local community require protection and enhancement in accordance with its existing and anticipated functions.

Policy 8

Marsh Park

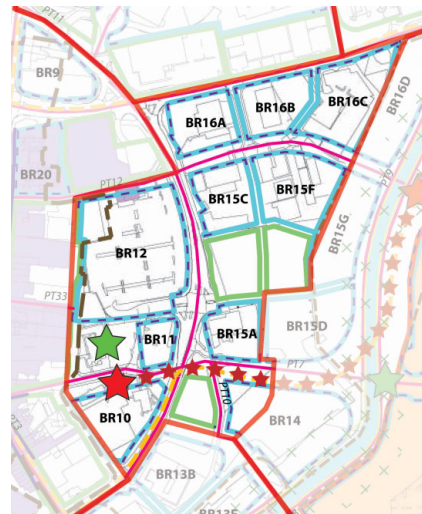
Dudley Council will protect Marsh Park from inappropriate development that would jeopardise its existing and future role, function, and setting and is committed, in consultation with the local community, to improve and upgrade the park to a standard appropriate to its identified function.

4.24 In total, some 200 dwellings with a range of dwelling types, sizes and tenures could be provided in this Urban Quarter and 4,050m² of business development.

Lower Brierley

4.25 Lower Brierley is an area of significant potential for change. It currently contains large areas of surface car parking, vacant land, the Old Bush Trading Estate, Dudley Council offices and a Buddhist Monastery. There are marked changes in topography to be overcome but this area is key to delivering essential connections between Brierley Hill, Merry Hill and the Waterfront.

4.26 Change is already happening here. Venture Way (PT11) was constructed to relieve congestion from traffic on the High Street, improve air quality and open up development opportunities. A Health and Social Care Centre has been delivered on the former Brier School site. This comprises GP practices, a Diagnostic Centre, Audiology Department, Dental Surgery, Chiropody Clinic, Physiotherapy, Occupational Therapy, Speech Therapy, offices for District Nurses and Social Services, head office facilities for the Dudley Primary Care Trust, a pharmacy and Internet café. The centre is a key physical and social regeneration project which will improve the well being of local residents and also raise the profile of the town centre in terms of attracting private sector investment and new jobs to the area.



Map 5 Lower Brierley Urban Quarter



Picture 3 Artist's Impression of the Health and Social Care Centre

4.27 A public square to the rear of the market hall will complement the opportunity for a public transport interchange with access to bus services on the High Street.

Policy 9

Brierley Place

This primary public space will be required to:

- Incorporate public transport interchange as required
- Incorporate soft landscaping and function as a town park
- Draw people towards a new entrance into the covered market hall
- Be designed to accommodate market stalls and events on an occasional basis

Development coming forward around the public space should provide active edges onto the space.

4.28 Central Avenue (PT7) will enable pedestrian flow into and out of this Urban Quarter and provide a focus for public activity and movement. PT12 will extend the existing Pearson Street within the High Street Urban Quarter eastward through Lower Brierley on an alignment broadly parallel with Level Street. PT10 links from PT7 in a south-easterly direction to connect into Canal Walk South.

4.29 The car park to the rear of Asda has been identified as the preferred location for a multi deck car park. This car park is necessary to provide sufficient parking for the High Street and Lower Brierley Urban Quarters and compensate for the loss and redevelopment of under-utilised surface car parking elsewhere in these areas.

Policy 10

Development Opportunity Block BR12

A multi deck car park should be delivered to adequately service the High Street and Lower Brierley Urban Quarters. This car park may be contained within single aspect perimeter buildings of B1 business development and/or residential development. D1 non-residential institution use would also be an acceptable supporting development.

4.30 A planning application has been granted for a new purpose built further education facility within the Town Centre. Dual use facilities will be encouraged to enable community use outside standard hours. This further education facility will diversify the town centre function and attract younger

people and adults into the area to study and socialise, enhancing the viability of proposed and existing service provision. The facility will also increase the skills and prospects of local people.

- 4.31** A significant allocation for non residential institutional uses has been made in the Lower Brierley and Canal Walk Central Urban Quarters (approximately 38,000m²). A further education facility will take up a significant proportion of this allocation.
- 4.32** A joint approach has been taken to facilitate the sites for the first phase development of this facility at and adjacent to block BR14 in Canal Walk Central. Over the longer term, it is envisaged that this further education facility or associated facilities such as leisure uses would extend into blocks BR10 and BR13B.

Policy 11

Development Opportunity Block BR10

The preferred use is for education (use class D1) or leisure (use class D2).

In the event that proposals for a new further education facility are not delivered then an alternative D1 non residential institutional use, B1 business development and/or C3 residential development will be encouraged.

- 4.33** The remaining development blocks are appropriate for use as a mixture of community (use class D1), business (use class B1) and residential development. These blocks are located on currently occupied land in a variety of ownerships but with significant potential to make a greater contribution to the successful development of the Strategic Town Centre.

Policy 12

Development Opportunity Blocks BR11 and BR15A

These sites would be most suitable for D1 non residential institutions and B1 business development complemented by residential development on the upper floors only.

Policy 13

Development Opportunity Blocks BR15C and BR15F

Suitable uses would include C3 residential development. B1 business development and D1 non-residential institutions would also be acceptable.

Policy 14

Development Opportunity Blocks BR16A, BR16B and BR16C

These blocks are most suitable for B1 business development and C3 residential development.

- 4.34** Some 475 new homes could be provided within this Urban Quarter and 7,800m² of business development. Given the scale of residential development it will be especially important that this Urban Quarter delivers a diverse mix of dwelling types, sizes and tenures. It would also be desirable to secure some ancillary retail development to support growth.

Policy 15

Ancillary Uses in Lower Brierley

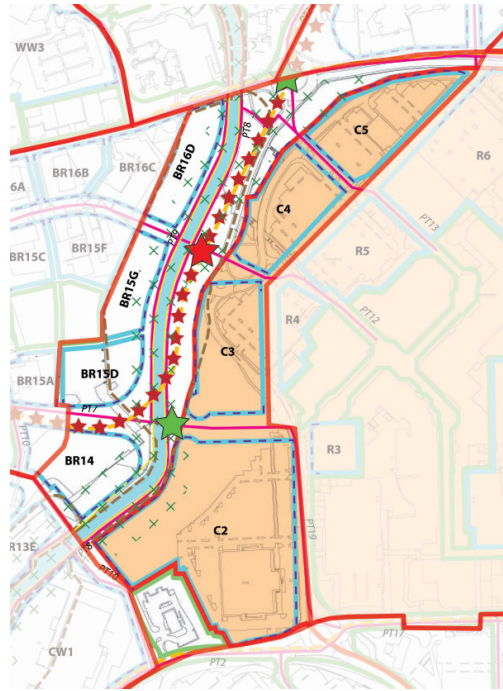
Across the Urban Quarter:

- Ancillary uses in use class D1 will be encouraged
- Ancillary uses in use class A1 will be encouraged to a total maximum new floorspace of 600m²
- Ancillary uses in use classes A2, A3 or A4 will be encouraged, to a total maximum floorspace of 3,400m²

Canal Walk Central

4.35 Consisting of undeveloped land on either side of the canal, this area at the heart of the Town Centre has significant potential for new high quality development.

4.36 The regeneration partners have already invested considerable resources into the assembly and preparation of this area. The canal has been realigned and a new cycle/pedestrian connection has been created between the towpath and Embankment Road to connect Merry Hill and the Waterfront. The canal forms part of the public realm network, Wildlife Corridor network and is an Archaeological Priority Area which should be respected in any development proposals.



Map 6 Canal Walk Central Urban Quarter

4.37 It is particularly important that maximum linkages are made through this Urban Quarter to connect the core area. Land to the east of the canal is planned to accommodate the proposed rapid transit and associated stop. Five primary thoroughfares connect through Canal Walk Central to neighbouring Urban Quarters. The canal bridge section of PT7 connects between Lower Brierley and Merry Hill and should be integrated into Merry Hill Place and feature a landmark bridge across the canal. The section of PT12 within this Urban Quarter will provide a second new pedestrian link across the canal via a footbridge in close proximity to the proposed Rapid Transit stop. PT8 and PT9 provide pedestrian routes which adjoin the canal on both sides. PT8 incorporates the existing towpath on the eastern bank and the proposed Rapid Transit alignment and stop. PT10 will link from the Lower Brierley Urban Quarter into Canal Walk Central incorporating a pedestrian canal crossing.

4.38 The creation of new public spaces and focal points for public activity will reinforce the status of this area at the heart of the Town Centre. A public space will mark the route between the High Street and Merry Hill at the junction with the canal and the route north to the Waterfront.

Policy 16

Merry Hill Place

This primary public space will be required to:

- Function primarily as a point of orientation
- Incorporate a new bridge across the canal which should be designed as a distinctive landmark feature
- Accommodate means for pedestrians to negotiate the change in levels between the canal side and Merry Hill

4.39 Depending on the internal public transport measures to be delivered (see Chapter 5 'Other Requirements for Achieving the Vision'), another public space may be appropriate on Level Street at the intersection with the canal to mark the transition between the Waterfront south towards Merry Hill and the High Street. With the completion of the extension to Merry Hill out towards this area, Level Street Square could function as a point to access bus services for those people entering and exiting Merry Hill from the north. Delivering a public square in this location will depend on the bus access and priority measures implemented at this junction and detailed design feasibility given the challenging level differences.

4.40 An alternative option may be for bus services to stop to the north-east or east of Merry Hill on PT20 closer to the Debenhams entrance to the centre. If this were the case, it is possible that Level Street Square may no longer be required. This policy will therefore be subject to ongoing monitoring and review having regard to the implementation of the public transport strategy.

Policy 17

Level Street Square

If required, this public space should:

- Function as a principal and central location to access bus services
- Accommodate means for pedestrians to negotiate the change in levels between the Waterfront and Merry Hill
- Provide a setting for a main access into Merry Hill

4.41 Block BR14 forms part of the ambition to establish a further education facility in Brierley Hill. This site has been earmarked to provide expansion space for a later phase of development of that facility subject to need and funding.

Policy 18

Development Opportunity Block BR14

The preferred use for this site is education (use class D1).

In the event that proposals for a new further education facility are not delivered then an alternative D1 non residential institutional use, D2 assembly and leisure, B1 business development and/or residential development will be encouraged.

- 4.42** Blocks BR15D, BR15G and BR16D, known as 'Daniels Wharf', already have planning permission for high density, mixed-use development and make provision for a new bridge link across the canal.



Picture 4 Artist's vision of Daniel's Wharf

Policy 19

Development Opportunity Blocks BR15D, BR15G and BR16D

Existing planning permissions on 'Daniels Wharf' have established the desirability of these blocks being used for B1 business development and high density residential development. The quality of development in these blocks will be particularly important to make best advantage of the canal-side setting.

Active frontages at ground floor level will be encouraged, particularly incorporating A3 (restaurants and cafés) and A4 (drinking establishments) uses. A5 uses (hot food takeaways) will not be acceptable.

- 4.43** Blocks C2, C3, C4 and C5 are located primarily on existing surface level car parking adjoining Merry Hill. The intensification of this area will need to address significant level changes and enable pedestrian movement from the elevated position of the canal and Level Street into Merry Hill. The design of the buildings will be crucial to improving the connectivity of Brierley Hill.

Policy 20

Development Opportunity Blocks C2, C3, C4 and C5

There is an opportunity in these blocks to extend Merry Hill towards the canal and the High Street. These blocks should accommodate a maximum of 56,500m² gross additional comparison retailing with capacity for 33,000m² gross to be provided within the Phase 1 allocation (Stage 3 of the Implementation Framework) in blocks C4 and C5.

Leisure development will be a key use. Residential development will also be suitable in these blocks and existing surface level car parking should be replaced by multi deck integrated car parking. It will be particularly important for the built form in blocks C2 and C3 to create a quality facade to Merry Hill Place.

- 4.44** These development blocks could provide some 1,350 new homes with a range of dwelling types, sizes and tenure and 6,500m² of offices. Maintenance and enhancement of the Wildlife Corridor will be required in all blocks. To support this development and provide a mix of uses that will add interest and activity to the canal side some ancillary uses will be encouraged across the Urban Quarter.

Policy 21

Ancillary Uses in Canal Walk Central

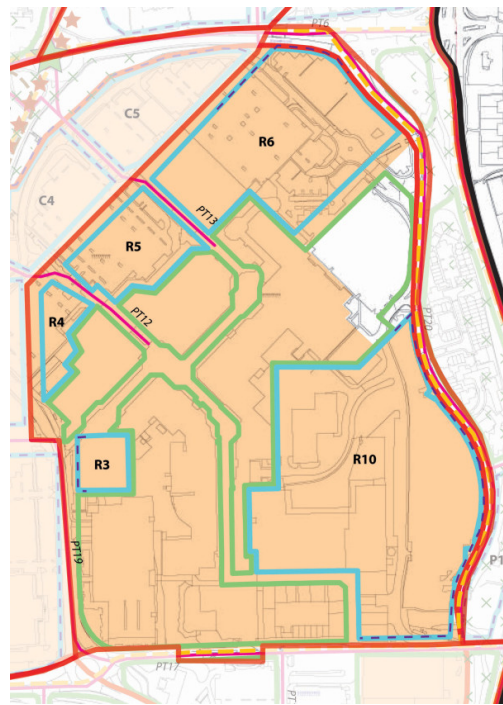
Ancillary uses in class A2, A3 and A4 will be encouraged to a maximum of 3,000m² gross across the Urban Quarter. These uses should present an active frontage onto the canal wherever possible.

Merry Hill

- 4.45** This Urban Quarter is dominated by the Merry Hill Shopping Centre and large areas of surface car parking. A challenge for new development in this area is to open up Merry Hill and create better connections with the wider

Brierley Hill area. Some improvements have already taken place with the creation of pedestrian routes linking Merry Hill to Pedmore Road and the canal towpath.

4.46 A series of primary thoroughfares will connect the Merry Hill Urban Quarter with neighbouring Urban Quarters, to overcome the segregation of Merry Hill and integrate the existing and extended malls of the shopping centre into the network of routes serving Brierley Hill. PT7, Central Avenue, will connect the High Street into Merry Hill in the vicinity of the existing Tourist Information Centre. PT12 will also connect from the High Street through the northern end of Lower Brierley to the rapid transit stop and terminate at an entrance into Merry Hill on the north-western side of the centre. PT13 connects from the canal towpath and Level Street Square into Merry Hill. PT14 will connect from Round Oak Place across Level Street to the north into Merry Hill. On the eastern side of the centre, PT16 will connect from the Pedmore Road Urban Quarter and the proposed bus priority route option PT20 into Merry Hill. PT19 connects Boulevard South and PT17 into Merry Hill.



Map 7 Merry Hill Urban Quarter

4.47 Better use of the land in this area could be achieved through the redevelopment of existing surface level car parking into multi-deck form. To the south of Merry Hill is a multi-deck car park which is wrapped with single-aspect residential apartments. The success of this scheme, which was proclaimed Car Park of the Year 2004, shows what can be achieved through the remainder of this area.

Policy 22

Development Opportunity Blocks R4, R5 and R6

Blocks R4, R5 and R6 will accommodate the first Phase expansion of Merry Hill with capacity for up to 26,700m² gross of additional comparison retail floorspace.

Policy 23

Development Opportunity Block R3

Up to 2,900m² gross of additional comparison retail may be provided in Phase 2 in conformity with the Black Country Core Strategy.

Policy 24

Development Opportunity Block R10

Over the longer term, further capacity exists within this block to reconfigure the existing retail units to provide approximately 5,000m² of additional comparison floorspace within Phase 2 consistent with Phasing of Comparison Retail Allocations.

There is also capacity for 40,000m² convenience floorspace through the expansion and reconfiguration of the existing food store. This does not constitute a formal allocation at this time but indicates where additional A1 development could be accommodated should a need be identified through the Black Country Core Strategy.



Picture 5 Merry Hill

Pedmore Road

- 4.48** The Pedmore Road is an important strategic route accommodating north/south vehicular movement through the Borough. In reflecting this, the road infrastructure here should also accommodate the aspirations for the bus access option on Central Way (PT20) via PT17. PT16 will connect Merry Hill to the Pedmore Road. Improvements to facilities for pedestrian crossing will be sought alongside bus prioritisation at the junction of PT17 with the Pedmore Road.
- 4.49** The Pedmore Road is also a Wildlife Corridor which will require significant enhancement and creation in the development blocks and through maximising opportunities outside those development blocks.
- 4.50** The redevelopment of land fronting Pedmore Road at the Level Street junction for high density residential development has demonstrated that a successful scheme can be achieved on these sites. Further new homes in Block P1, which is vacant and available for redevelopment, would benefit the townscape and make best use of this site.



Map 8 Pedmore Road Urban Quarter

Policy 25

Development Opportunity Block P1

This site would be suitable for C3 residential although B1 business and D1 non-residential institution uses would also be acceptable.

Development will be required to maintain and enhance the Wildlife Corridor and adequately address the constraints posed by the electricity pylon and level changes between the Pedmore Road and PT20.

- 4.51** Block P4 occupies a prominent position at a major junction into the Town Centre close to the Waterfront and Merry Hill. Currently under-utilised, the redevelopment of this site together with Development Opportunity Block P1 will present a high quality image of the Town Centre to visitors arriving via the Pedmore Road and could provide some 230 new homes in a range of dwelling types, sizes and tenures.

Policy 26

Development Opportunity Block P4

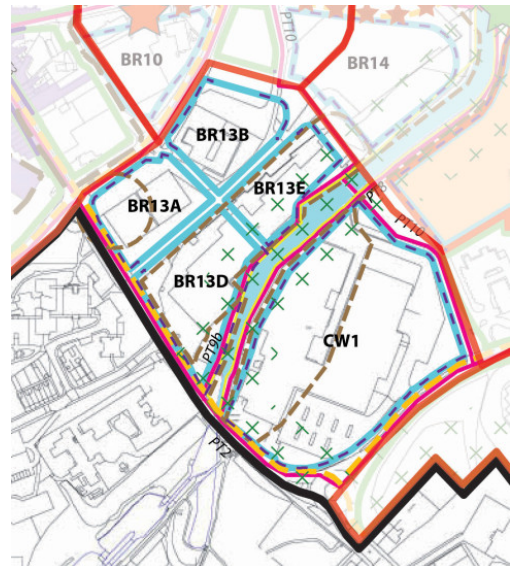
This site would be suitable for a hotel (use class C1) and C3 residential uses. B1 business uses would also be acceptable.

The Wildlife Corridor will need to be created in this area.

Canal Walk South

4.52 This area is currently in industrial use but has significant redevelopment potential. There is a steep incline to be overcome between the canal level and the more elevated Lower Brierley area. The area contains a Wildlife Corridor.

4.53 Blocks BR13D and BR13E are sited on a current manufacturing use which is willing to relocate to facilitate development provided that a suitable alternative site is found for the existing business. Block BR13A is occupied by two privately owned warehouse units. Redevelopment on these sites would improve the character of the area and capitalise on opportunities afforded by surrounding developments and the canal.



Map 9 Canal Walk South Urban Quarter

Policy 27

Development Opportunity Blocks BR13A, BR13D, BR13E

The preferred uses are B1 business and C3 residential. D1 non-residential institutions would also be acceptable.

New development should seek to establish a canal side route, creating a safe and overlooked pedestrian environment through the Urban Quarter to Nine Locks and be sensitive to the area's heritage and location at the head of the Delph Nine Locks Conservation Area. These blocks would be particularly appropriate

for a higher concentration of homes for managerial, entrepreneurial and professional households. The maintenance and enhancement of the Wildlife Corridor will be required in Blocks BR13D and BR13E.

- 4.54** Block BR13B forms part of the ambition to establish a further education facility in Brierley Hill. This site has been earmarked to provide expansion space for a later phase of development of that facility subject to need and funding.

Policy 28

Development Opportunity Block BR13B

The preferred use for this site is education (use class D1).

In the event that proposals for a new further education facility are not delivered then an alternative D1 non residential institutional use, D2 assembly and leisure, B1 business development and/or residential development will be encouraged.

- 4.55** To the south-east of the canal, Block CW1 is currently occupied by an operational manufacturing use which could be made available for redevelopment. The site offers a significant opportunity for improving the setting of the canal and the Wildlife Corridor network.

Policy 29

Development Opportunity Block CW1

This site would be suitable for mixed use development delivering C3 residential and B1 business uses providing access and frontage onto the canal. Other acceptable uses are D1 non-residential institutions and D2 assembly and leisure.

- 4.56** Development Opportunity Blocks CW1, BR13A, BR13D and BR13E are all located on the site of the former Nine Locks Pit and Iron Works which is designated as an Archaeological Priority Area.
- 4.57** A new residential population in this Urban Quarter would enliven the town centre and reinforce the role of the High Street. Some 360 homes with a range of dwelling types, sizes and tenures could be provided in this Urban Quarter and 24,800m² of B1 business uses.

- 4.58** Supporting ancillary uses which take advantage of the strategic location on the canal with links into the High Street, Lower Brierley and Nine Locks will also be encouraged.

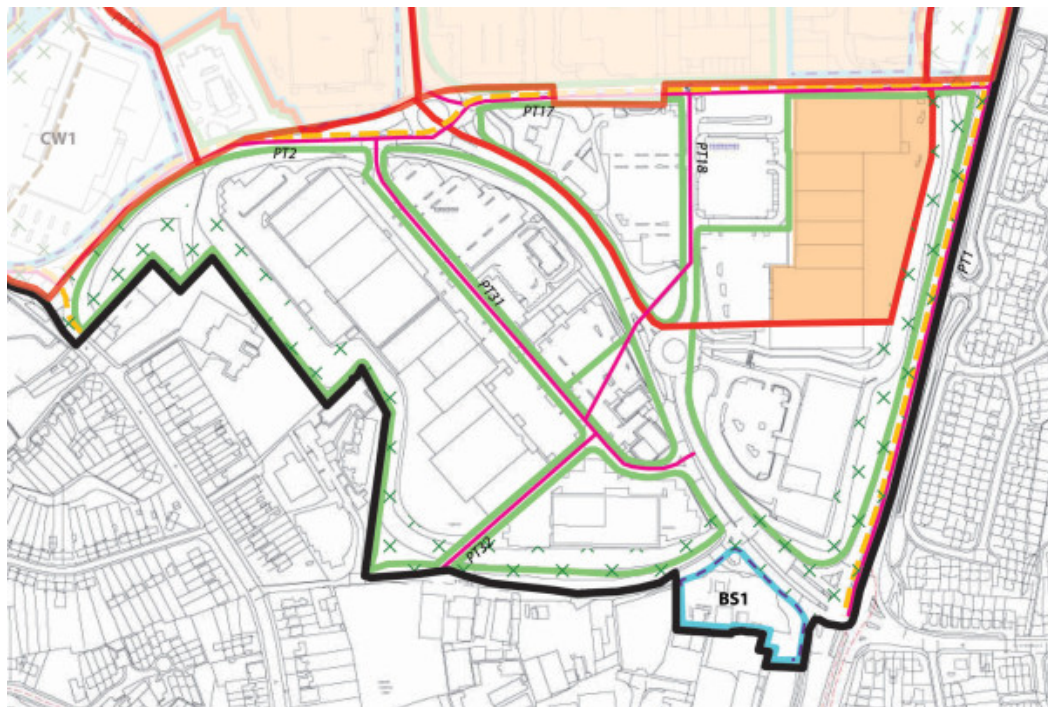
Policy 30

Ancillary Uses in Canal Walk South

Across the Urban Quarter ancillary uses in class A2, A3 or A4 will be encouraged, to a total maximum floorspace of 1000m² gross.

Boulevard South

- 4.59** This established area is comprised of retail warehousing in a typical out-of-town single storey format, a number of freestanding restaurants, parking and Merry Hill Bus Station. A Wildlife Corridor runs along the east, south and west boundaries. This should be maintained and enhanced.
- 4.60** The area is not expected to change significantly over the plan period. The existing retail warehousing is acceptable as a continuing use in its edge of centre location within the Town Centre boundary. Noting that these units are in a low density format and surrounded by surface level car parking it is possible, should demand arise, for this area to come under pressure for redevelopment for more intensive uses. In such circumstances any development proposals will be considered in the context of the strategy and objectives of this Area Action Plan. Intensification to accommodate additional homes and offices would be appropriate alongside the existing quantum of retail warehousing.
- 4.61** At least in the short term the bus station will continue to be a primary area for bus interchange. It will be supported by the creation of bus priority measures on PT17 comprising a dedicated bus route from the Pedmore Road through the Bus Station to join The Boulevard.
- 4.62** The bus station's facilities and public transport stops around the town centre will have to be developed in time to accommodate increases in bus trips and demand. Partnerships with Centro and major operators will be encouraged to deliver the necessary capacity. Enhancement will also be sought to the existing connections at PT18, PT31 and PT32 as part of any development proposals.



Map 10 Boulevard South Urban Quarter

- 4.63** The one development opportunity block in this Urban Quarter at BS1 is on the site of the existing Dudley Council/Future Skills BEST Training Centre. This provides an opportunity for improving the townscape at the south-eastern gateway into the Town Centre. It will be necessary for any redevelopment proposals to consider the suitable relocation of the Training Centre.

Policy 31

Development Opportunity Block BS1

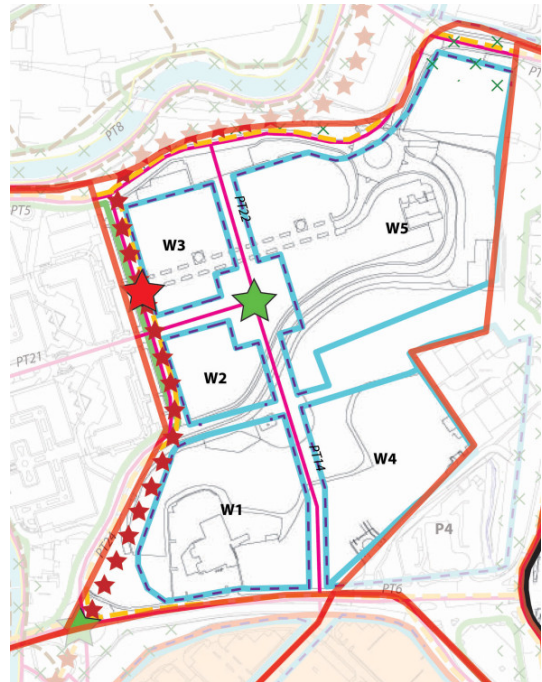
This opportunity is identified for a new hotel to serve the Town Centre (Use Class C1).

Should the preferred use not come forward an alternative scheme comprising of C3 residential, B1 business or D1 non-residential institutions would be acceptable.

Archill

4.64 This area largely consists of surface level car parking to serve the adjacent Waterfront office complex. Sitting on a prominent plateau, there are significant gradients to be overcome in integrating this area with Level Street and beyond to Merry Hill.

4.65 The rapid transit route and a stop are proposed to the east of the existing Waterfront development. To facilitate good public transport access, it is also proposed to re-route bus services through here along PT24 and have interchange facilities together with a new public square. PT24 will run to the east and parallel with Pedmore House, connecting with PT5 Waterfront Way in the north and Level Street Square in the south. It will define the edge of Round Oak Place and adjoin the rapid transit route and stop.



Map 11 Archill Urban Quarter

Policy 32

Round Oak Place

This primary public space will be required to:

- Function as a principal location to access bus services and interchange from PT24
- Form part of a continuous central spine of open space through the Waterfront and Archill Urban Quarters framing the long view to the north east and reinforcing the existing geometric urban form
- Incorporate a linear south-west/north-east alignment with nodes at either end associated with the rapid transit stop and gateway to the existing Waterfront and include a square where PTs 14, 21 and 22 converge

4.66 PT21 is integral to Round Oak Place connecting from PT24 and the rapid transit stop to a place where routes converge in the core of this Urban Quarter. PT22 will connect from PT5 Waterfront Way south to Round Oak Place.

- 4.67** PT5, the extension of Waterfront Way to a new junction with Pedmore Road, provides an additional east-west link to that provided by Level Street encouraging through traffic to use routes on the periphery of Brierley Hill Town Centre rather than travelling through its heart. This will facilitate future works to Level Street to achieve a bus priority route and opportunities for bus stops if needed along Level Street and within Level Street Square.

Policy 33

Development Opportunity Blocks W1, W2, W3 and W4

B1 business development is required, supported by multi deck integrated car parking. This development should consolidate the role of the Waterfront as the principal location for high quality business development in the Borough.

Development blocks W1 and W4 should incorporate PT14 which will connect from Round Oak Place to the southern edge of the upper plateau to Level Street through a multi-storey building constructed on the lower plateau. This development should include means to accommodate the level changes (e.g. steps, ramps, lifts and/or escalators).

Policy 34

Development Opportunity Block W5

This site is suitable for B1 business development and up to 2 hectares of residential development.

- 4.68** This Urban Quarter could provide a diverse range of some 200 new homes and 50,000m² of B1 business uses. To support this growth in business and homes some ancillary uses will be encouraged to create a more sustainable and vibrant place.

Policy 35

Ancillary Uses in Archill

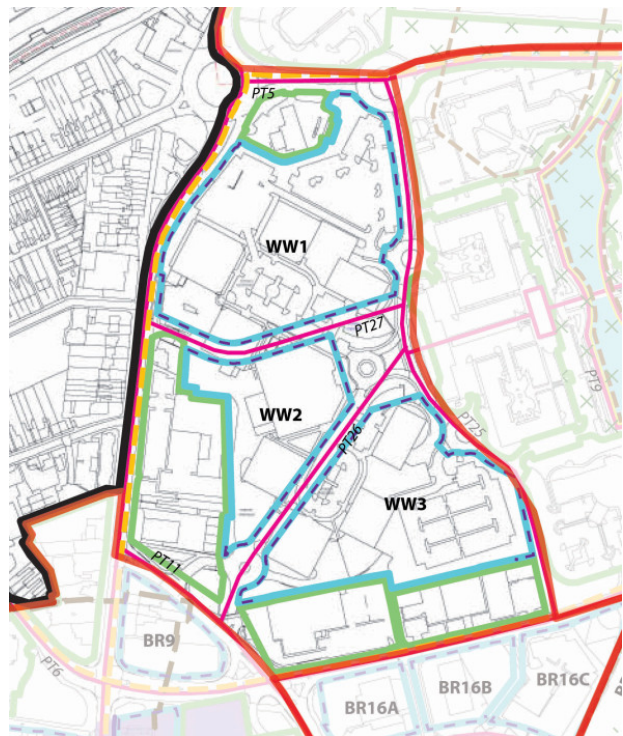
Acceptable ancillary uses are:

- D1 (non-residential institutions);

- A2 (financial and professional services), A3 (restaurants and cafe's) and A4 (drinking establishments) to a total maximum floorspace of 3,300m² gross; and
- A1 (retail) to a total maximum floorspace of 400m² gross.

Waterfront West Business Park

4.69 The business park was originally conceived for light industrial and storage uses but over time has increasingly been used for more intensive activities such as call centres and a higher education facility. It is comprised of low rise buildings of relatively modest construction and short build-life. Over the long term, this area is appropriate for redevelopment for more intensive, higher specification office buildings. An additional 70,000m² of B1 business uses could be accommodated in this area through intensification.



Map 12 Waterfront West Urban Quarter

4.70 Improvements to accessibility would be sought through any redevelopment in this area. An extension to the existing PT25 to provide a new pedestrian link south to Level Street and the High Street and Lower Brierley Urban Quarters is desirable (PT26). PT27 would improve access to and from neighbouring residential areas into the Waterfront and wider Town Centre.

Policy 36

Development Opportunity Blocks WW1, WW2 and WW3

Long term intensification of this area should seek to protect the existing numbers of jobs and provide new ones. As such, B1 business development is the preferred use although a more mixed use approach with housing and D1 non-residential institutions may also be acceptable.

A limited amount of A1, A2, A3, A4 and A5 ancillary uses to a total maximum floorspace of 250m² will also be acceptable.

Waterfront

- 4.71** This is an established and successful area of office development with bars and restaurants fronting the canal. It has a good quality public domain and pedestrian links along the canal towpath from the canal basin to Merry Hill. Due to its multi-functional nature, the canal forms the focus of the Waterfront and performs a range of roles including as a Wildlife Corridor which should be maintained and enhanced. No significant change is expected in this area over the lifetime of this Area Action Plan.

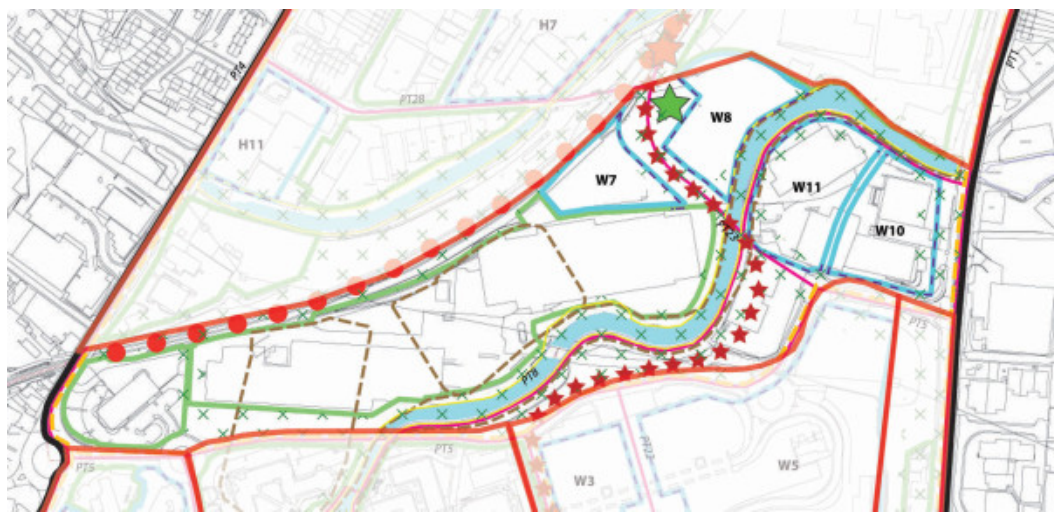


Picture 6 The Waterfront

Canal Walk North

- 4.72** This is an area of established industrial and storage uses, including the Round Oak rail terminal. An Archaeological Priority Area has been designated in recognition of the former Round Oak Iron Works.
- 4.73** A new link from the Pedmore Road to join Waterfront Way (PT5) has been constructed as part of the Brierley Hill Sustainable Access Network to improve accessibility and east-west connection in this area.

- 4.74** The canal runs through this Urban Quarter and would benefit from enhancement to increase its use as a resource. The canal forms part of the Wildlife Corridor network, linking to the Wildlife Corridor along Pedmore Road, and appropriate environmental improvements will be sought to enhance it.
- 4.75** The railway line creates a distinct boundary and barrier to the north. Canal Street is the only point where pedestrian access is available under the lines. This access is currently unsuitable for vehicles.



Map 13 Canal Walk North Urban Quarter

- 4.76** A provisional rapid transit stop is proposed to the north of this Urban Quarter in Harts Hill to accompany and service wider development and regeneration in this area. This stop is considered optional, being dependant on the redevelopment of the surrounding area. Should a rapid transit stop or other public transport interchange be delivered adjoining the heavy rail line at Round Oak then it should be accompanied by a new public square.

Policy 37

Station Square

The nature of this space will be determined by the character and extent of development in the vicinity and may well evolve over time. In the first instance it is likely to form a small reception space related to the possible rapid transit stop. In the longer term it may take on increased importance as a full public transport interchange and a gateway to wider new development, including a regenerated Harts Hill.

- 4.77** The long term aspiration, dependant on the provision of rapid transit in this location, is for a new connection (PT23) to be provided from Station Square to PT5 Waterfront Way incorporating a new vehicular/cycle/pedestrian bridge over the canal. The route could permit buses and taxis to divert off PT5 to serve a public transport interchange. PT8 will extend along the canal and continue the route from Delph Locks through the Town Centre.
- 4.78** There are opportunities for development surrounding the anticipated rapid transit stop to take advantage of the improved accessibility and canal side location and to be a catalyst for wider long-term regeneration in this area. These opportunities are on industrial land within a diverse mix of ownerships.

Policy 38

Development Opportunity Block W7

Dependant on the delivery of a rapid transit corridor and stop in this location, this site should provide park and ride facilities. Should it be demonstrated that the site is not required for such a facility then B1 business development and/or residential use would be appropriate. Maintenance and enhancement of the Wildlife Corridor will be required.

Policy 39

Development Opportunity Blocks W8 and W10

These sites are suitable for B1 business development and C3 residential development. Ancillary uses in classes A1, A2, A3 or A4 up to a maximum of 250m² gross will be appropriate in support of any public transport interchange, rapid transit stop or public square.

Maintenance and enhancement of the Wildlife Corridor will be required including the creation of the Pedmore Road section.

Policy 40

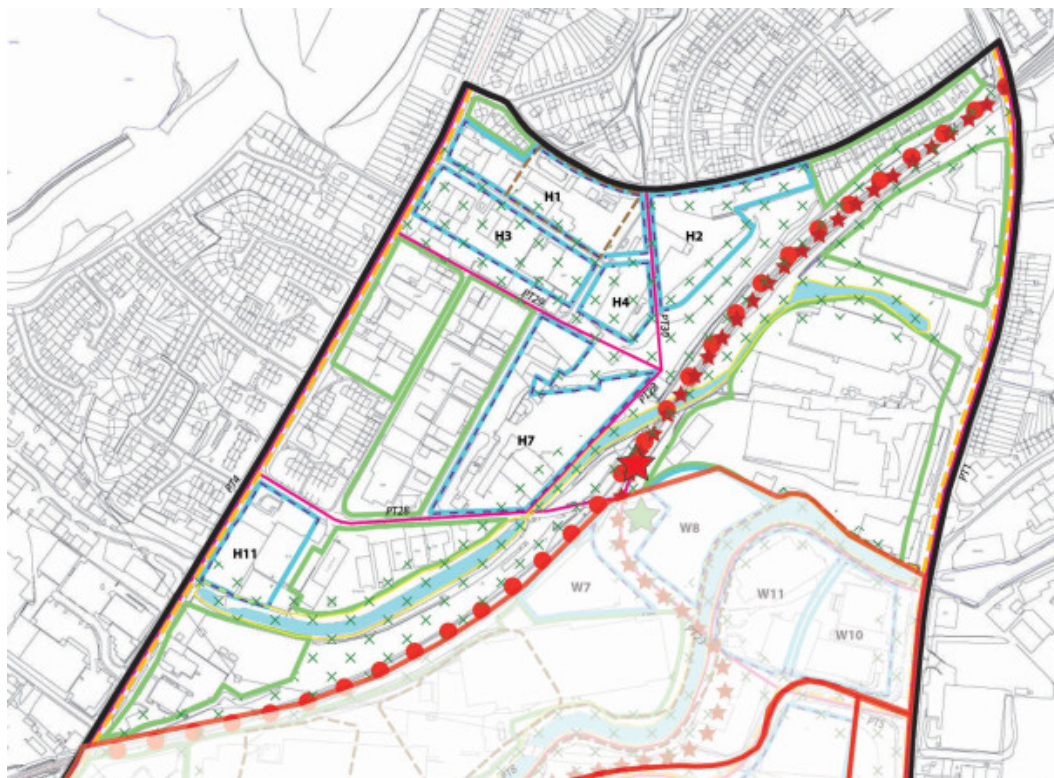
Development Opportunity Block W11

This site is suitable for B1 business development and C3 residential development to complement surrounding land use changes and enhance the canal side environment.

- 4.79** These development blocks could provide some 100 new homes with a range of dwelling types, sizes and tenures and 22,900m² of B1 business uses.

Harts Hill

- 4.80** Harts Hill is an existing industrial area with poor quality buildings and infrastructure, dilapidated and derelict buildings, inadequate and inappropriate boundary treatments and poor security. It is characterised by a historic pattern of narrow streets serving an array of industrial premises from small workshops and yards to large factories. There are also small pockets of residential development. The area has previously been identified as being in need of regeneration through the Dudley Borough Unitary Development Plan (2005).
- 4.81** The need to plan for a larger quantity of development than previously envisaged for Brierley Hill, particularly office floorspace, justifies the extension of the Town Centre into this area with significant potential and regeneration need. The provision of a rapid transit connection could provide a catalyst for regeneration. The Harts Hill Masterplan (October 2010) further illustrates how the indicative development blocks can be developed.
- 4.82** There are some thriving businesses in this area and it is anticipated that many of these existing business activities will persist in Harts Hill in the short to medium term. New development will need to be sensitive to the requirements of neighbouring land uses.



Map 14 Harts Hill Urban Quarter

- 4.83** Harts Hill is in a key location to help link the Fens Pool Local Nature Reserve (LNR) complex and the Saltwells LNR complex. Therefore a strong and suitable Green Infrastructure approach to development will be looked for in this area. As part of this the Wildlife Corridors within the area should be created, maintained and enhanced. The Green Infrastructure of the wider area, and the landscaping of the Wildlife Corridors, should be designed to help benefit the internationally important great crested newt population within Fens Pool. This should provide habitat for key species and involve great crested newt friendly landscaping including Sustainable Drainage Systems.

Policy 41

Development Opportunity Blocks H1, H2, H3, H4 and H7

These blocks should provide a mix of B1 business and C3 residential uses.

A strong Green Infrastructure approach to design is required to link Fens Pool and Saltwells Local Nature Reserves for key species. The Wildlife Corridors should be created, maintained and enhanced.

Policy 42

Development Opportunity Block H11

The preferred use for this block is C3 residential. B1 business is also an acceptable use.

Appropriate safeguards will be required to protect residential amenity within this block and the beneficial use of neighbouring land.

- 4.84** Harts Hill could deliver some 300 homes with a range of dwelling types, sizes and tenures and 34,100m² of offices. Some ancillary uses would be acceptable to support the growth in the business and resident population.

Policy 43

Ancillary Uses in Harts Hill

Across the Urban Quarter:

- Ancillary uses in use class D1 will be encouraged; and
- Ancillary uses in use classes A2, A3, A4 or A5 will be encouraged, to a total maximum floorspace of 500m² gross.

- 4.85** A series of primary thoroughfares will improve accessibility through this Urban Quarter from neighbouring areas south into the Waterfront and wider Town Centre. PT28 and PT30 will provide connections to neighbouring residential areas to the east and north. PT29 will form a primary pedestrian thoroughfare leading to the residential area to the east and Fens Pools. These primary thoroughfares will link underneath the railway link to connect with Canal Walk North and rapid transit.
- 4.86** The Pensnett Canal has been partly in-filled, suffers from pollution and now forms a corridor of inaccessible and redundant land. The Dudley Canal still forms part of the wider national canal network and is managed by British Waterways. The railway line and canals are important opportunities as wildlife corridors although they require investment and maintenance.
- 4.87** The area contains a small number of significant historic buildings. Redevelopment that retains these buildings and ensures their long term preservation would represent an important opportunity and would improve the character of the area.
- 4.88** As this area falls within the South Black Country and West Birmingham Regeneration Zone designated by Advantage West Midlands, the opportunity for potential partnership funding and/or Growth Point funding to assist in the development of the area will be sought by Dudley Council. Furthermore, given that the area is within a number of different ownerships, Dudley Council will be prepared to use its land assembly powers to ensure the comprehensive development or redevelopment of this area where this would support the vision for the Town Centre.

Other Development Opportunities and Established Areas

- 4.89** The Established Areas are where change is not expected to happen over the lifetime of the plan. However, market conditions and business operations can change over time and it is recognised that development opportunities that cannot currently be predicted may arise in these areas. It is also possible that in the future an unexpected land user might seek an opportunity within the Town Centre in either the established areas or development blocks, for example, a major leisure provider.
- 4.90** It is important that this plan is flexible enough to respond positively to proposals which would contribute to the regeneration of Brierley Hill and the achievement of the vision and objectives in this Area Action Plan. However,

this needs to be balanced against any potential compromise to the Town Centre's ability to accommodate the necessary development to meet identified targets.

- 4.91** From time to time additional or unpredictable opportunities will arise which, if approached with energy and imagination might result in significant gains to this strategy's objectives. Such development opportunities will be determined on the basis of their contribution towards meeting the vision and objectives for the Town Centre and their effect on the spatial strategy and targets of the Area Action Plan.

Policy 44

Established Areas

Within the established development blocks the existing mix of land uses is considered acceptable and is anticipated to remain. Where new development or a change of use is proposed within these areas, favourable consideration will be given provided that:

- The proposal does not conflict with other policies in the Plan;
- There will be no loss of amenity for surrounding land users; and
- The proposal will not inhibit or prejudice the operations of any nearby occupier.

5 Other Requirements for Achieving the Vision

Town Centre Uses

Protecting and Retaining Retail Within the Town Centre

- 5.1** Retail is a primary function of the town centre and the retail offer must be protected within or very close to the Primary Shopping Area (at Merry Hill) and Local Shopping Area (at the High Street).
- 5.2** Primary Shopping Areas represent the core retail activity in a centre. They are identifiable by larger pedestrian flows and the presence of national retailers. These include comparison retailers such as fashion shops and services such as banks and building societies. The Primary Shopping Area designation serves to consolidate an adequate provision of retail facilities in the centre, maintaining its vitality and viability with high levels of A1 shops. Changes of use which could result in concentrations of non-retail uses or which would have an adverse impact on the vitality and viability of the Primary Shopping Area are contrary to this objective. Restaurants and cafés may be appropriate because of their contribution to vitality providing they are ancillary to the function of the Primary Shopping Area.

Policy 45

The Primary Shopping Area

Within the Primary Shopping Area (as shown on the Proposals Map) Dudley Council will resist proposals where granting permission for a non A1 retail use would lead to the area being occupied by less than 70% of A1 retail uses.

Due to the nature of the Merry Hill complex, there will be circumstances where exclusions to this policy are appropriate. These are:

- The provision of a food court
- Leisure attractions in blocks C2 and C3
- Provision of multi-deck car parking wrapped with residential uses

Edge and Out of Centre Development

- 5.3** Where proposals emerge for retail (A1) development on an edge of centre or out of centre site in Brierley Hill, it is essential that they are considered in relation to national planning policy, their potential impact on the vitality and viability of the Primary Shopping Area and Local Shopping Area and their impact on the spatial strategy and objectives of this Area Action Plan. This policy will apply to any A1 retail development proposal over 200m² gross.

Policy 46

Edge of Centre and Out of Centre Development

For retail development in Brierley Hill, 'edge of centre' is taken to mean any site which is well connected to and within easy walking distance (see glossary) of the Primary Shopping Area at Merry Hill and Local Shopping Area on the High Street. For all other town centre uses, 'edge of centre' is within 300m of the Town Centre boundary.

For retail development, 'out of centre' is taken to mean any site which is outside, and not well connected to or within easy walking distance of, the Primary Shopping Area at Merry Hill and Local Shopping Area on the High Street. For all other town centre uses, 'out of centre' sites are those not within or on the edge of the Town Centre boundary.

Provision for the development of retail (A1) use will be encouraged in the defined Primary Shopping Area and Local Shopping Area where this does not conflict with other policies within this Area Action Plan and the most recent national guidance on retail planning. Proposals for retail (A1) development in edge of centre, or if no sites are available, out of centre locations will only be considered where the applicant has demonstrated that:

- The requirements of national planning policy on retailing, and policy in the Black Country Core Strategy controlling edge of centre and out of centre development, have been satisfied;
- There is no reasonable possibility of a development being accommodated within the Primary Shopping Area or Local Shopping Area; and
- The proposal would not prejudice the spatial strategy or the comprehensive redevelopment of any of the identified Development Opportunity Blocks within this Area Action Plan.

Convenience Retail

- 5.4** Convenience retailing is the provision of everyday essential items such as foodstuffs, drinks, newspapers/magazines and confectionery.
- 5.5** The priority locations for delivering new convenience provision are on the High Street at the Moor Centre in Development Opportunity Block BR1 (3000m² net new floorspace) and in Block BR20 at the northern end of the High Street (2000m² net new floorspace). These figures are indicative and convey Dudley Council's aspirations to deliver regeneration of the High Street within a balanced town centre that complements the ongoing regeneration of other centres in the Borough. Significant increases on these allocations will need to be justified in terms of the impact on neighbouring centres.

- 5.6** Over the long term should demand arise for additional convenience retailing above the 5000m² net allocated to the High Street, there is further capacity at Merry Hill in blocks C4, C5, R5 and R6 and through the reconfiguration and expansion of existing superstores, for example in block R10, provided that there would not be an unacceptable impact on surrounding town, district and local centres.

Other Non-Retail Uses

- 5.7** It is recognised that hot food takeaway shops can provide an important complementary service particularly in town centres. However, compared to other retail uses they are more likely to have a detrimental impact on amenity and on the retail character and function of shopping centres. Such harmful impacts include increased incidence of litter, smells, crime and anti-social behaviour, noise and general disturbance, parking and traffic problems.
- 5.8** Feedback from public consultation undertaken throughout the preparation of this Area Action Plan indicated that there is a particular concern about the growing number of hot food take-aways in the Town Centre and specifically on the High Street. Hot food take-aways can make an important contribution to the vitality and viability of an area but unless their hours and days of use are controlled and concentrations of them avoided, they can cause disturbance to local residents, especially those living above or adjacent to premises. As take-aways are mainly open in the evening, they can give the appearance of 'dead frontages' during daytime hours when blank shutters are pulled down. An abundance of hot food take-aways are also contrary to the encouragement of more healthy eating habits amongst the population.

Policy 47

Hot Food Take-aways

Hot food take-aways will only be allowed within the boundary of the town centre provided that:

- They do not lead to bunching of more than two adjacent A5 uses;
- They do not have an unacceptable impact on road safety, the environment, amenity, and the character of the surrounding area.

Offices

- 5.9** The Black Country Core Strategy indicates that Brierley Hill will accommodate an additional 220,000m² (gross) of office development between 2006 and 2026. These figures were based on an ambitious regeneration strategy and are openly aspirational.



Picture 7 The Waterfront

- 5.10** Sufficient capacity has been provided within the site allocations to accommodate the Black Country Core Strategy office requirements and attract development to the Strategic Town Centre in line with the 'centres first' principle in national policy.
- 5.11** However, given fluctuations in the market it is recognised that there may not be sufficient demand to deliver office uses on all the sites where this is identified as a preferred use. Whilst priority will be given to securing office development in the Town Centre it is not desirable to blight land waiting for demand to increase and a flexible approach will be taken where information and ongoing monitoring indicates that this would be appropriate.

Policy 48

Offices

Offices will be encouraged on allocated sites that identify B1 business development as a preferred use.

Where applications come forward on such sites without an element of B1 use they will be considered acceptable only where:

- A B1 use would cause road safety or highway problems; or

- A B1 use would make the development of the site financially unviable; or
- It can be demonstrated that there is no market demand for such a use; or
- The alternative proposed use would generate jobs and benefit the economic growth of the Town Centre.

Furthermore, to ensure that this policy does not inappropriately erode office capacity that may be needed in future years, applications that meet the criteria above will only be allowed provided that a reserve office capacity is maintained of 70,000m² to 2026.

Development of the office reserve for alternative uses will only be considered when ongoing monitoring or the review of the Black Country Core Strategy demonstrates that there is no longer a requirement to maintain that reserve.

To protect the existing provision, the loss of existing major office floorspace by redevelopment or change of use will only be granted where alternative development is proposed which would bring clear benefits to the town in terms of facilities provided and jobs created.

- 5.12** The reserve capacity of 70,000m² to 2026 is equivalent to the capacity that could be generated from the intensification of the Waterfront West Business Park. This will provide sufficient flexibility to accommodate a major office user within the Town Centre should a need arise.

Housing

- 5.13** Some 3,200 dwellings could be accommodated in the Town Centre at densities over 60 dwellings per hectare. This number may vary depending on precise density, dwelling mix and size. Whilst there is significant potential for high rise urban living, particularly within the core of the centre, there is also a need to achieve a mix of dwelling types, sizes and tenures. In particular there is a need to create housing to meet the requirements of managerial, entrepreneurial and professional households (A/B households) and larger family housing to create diverse and mixed communities. It is anticipated that town houses would be the predominant built form catering for this need.
- 5.14** If necessary, the densities within the Town Centre could be increased further to accommodate additional dwellings. However, this is only achievable in high-rise development form and would therefore reduce the diversity of new homes that could be provided.

5.15 The Housing Needs and Demand Study (2005) for Dudley Borough highlights the predominance of lower priced housing within the Brierley Hill area. To provide a balanced mix of homes there is a need to develop A/B housing. There is also still a need for housing types to meet an identified local need, for example, for single person households, the elderly and those unable to compete on the open market. Affordable housing will also be required within the Town Centre in accordance with policy set out in Dudley Council's Local Development Framework.

5.16 Much of the capacity available for housing will be suitable for development early in the plan period but this will be balanced against housing market conditions and the economic climate at the beginning of the plan period and the time it will take to bring forward some of the housing sites. The housing trajectory is set out in Appendix 4.



Picture 8 Homes at Merry Hill

Policy 49

Living in Brierley Hill Town Centre

Developments of 15 dwellings or more should provide a range of dwelling types and sizes that will meet the accommodation needs of both existing and future residents, in line with information available from the Strategic Housing Market Assessment and Housing Needs Survey, including homes for managerial, entrepreneurial and professional households where appropriate.

Affordable housing should be provided in accordance with the Black Country Core Strategy and [Supplementary Planning Document on Affordable Housing](#). Where appropriate, flexible live/work space will also be encouraged.

An increasing residential population in the centre raises the issue of conflict with alternative uses, particularly in the evening. Measures to maximise the mitigation of potential noise and disturbance, and of air quality, should be built into the design of both the potential source, and of those developments likely to be affected.



Picture 9 Housing on the Pedmore Road

Community Facilities

- 5.17** An important characteristic of a successful town centre is its ability to accommodate public meeting spaces and activities in many different forms (for example, festivals, exhibitions, worship and performing arts). The creation of the primary public spaces and thoroughfares will create outdoor public space for such activities.
- 5.18** Feedback from public consultation indicated that additional indoor space is also needed in Brierley Hill. Some of this will be incidental to other uses such as education and public buildings or may combine space and/or resources to provide a range of cultural, commercial and community activities in one place. Developers are encouraged to consider combining facilities with other agencies and existing facilities to provide a more comprehensive scheme. There is also, however, a growing demand for a specific Brierley Hill Community Centre. Community facilities, including places of worship, play an important role in providing for the wellbeing of the community and facilitating social contact.
- 5.19** The preferred location for a community centre is within the heart of the Town Centre in the High Street, Lower Brierley or Canal Walk Central and is most likely to be delivered through the refurbishment of an existing building. However, in the absence of any definitive proposal for delivering that community centre at present and in order to provide the necessary services and facilities, this strategy makes a significant allocation for approximately 38,200m² for D1 non residential institution uses in these areas of which a community centre could be one component. In total, the Area Action Plan provides potential capacity for some 47,650m² of D1 community facilities within the town centre boundary.

Open Space, Sport and Leisure Provision

- 5.20** Leisure uses, including entertainment related leisure provision such as bowling alleys, casinos and cinemas, represent a significant element of the town centre, which attract users from a wider area. The spatial strategy provides capacity for 35,000m² of D2 leisure and sport uses, primarily within Canal Walk Central and also the High Street and Lower Brierley.
- 5.21** This includes sports uses which would encourage greater local participation in physical activity and attract visitors to Brierley Hill. As residents within the Brierley Hill ward experience high levels of multiple deprivation, increasing physical activity will have a positive impact on health and well being.
- 5.22** Given the urban nature of the Town Centre there are few existing green open spaces available for formal or informal recreation. Where there are open spaces, such as at St. Michaels Church, these play a valuable role in community life and will be protected in accordance with policies in Dudley Council's Local Development Framework.

Delivering an accessible town centre

- 5.23** The sustainable growth of Brierley Hill will require improvements to accessibility through the implementation of a complementary package of measures including the creation of new and improved public thoroughfares, improvements to public transport and car based demand management.
- 5.24** The completion of the Brierley Hill Sustainable Access Network major scheme marks the end of a programme of strategic highway improvements designed to improve general traffic access to the centre. The programme included improvements to the A461, A4036 and the B4179 corridors.

Public Transport

- 5.25** As recognised by the Black Country Core Strategy and in order to support the long term sustainable growth and regeneration of Brierley Hill, it is fundamental to provide rapid, convenient and sustainable links between the Black Country Strategic Centres and Regeneration Corridors along with existing and new communities and employment sites.
- 5.26** The delivery of a Black Country Rapid Transit network within the Walsall to Brierley Hill/Stourbridge corridor (where a Transport and Works act order exists for the route between Wednesbury and Brierley Hill) is recognised as crucial in achieving the Black Country regeneration ambition to create an integrated, accessible and vibrant Brierley Hill Town Centre. It will deliver an environmentally sustainable means of providing quick, reliable and safe links

between the Strategic Centres, fuelling regeneration and therefore underpinning Brierley Hill's growth agenda. This will be supported by a quality bus network servicing the wider area.

5.27 This network is clearly identified in Centro's Integrated Transport Prospectus (February 2010) which outlines a vision for an integrated four tier public transport system of:

- Rail and rapid transit network
- Principal bus corridors
- Local bus networks
- Complementary travel services

5.28 Centro, Dudley Council and other partners are working to further develop options for Rapid Transit on the Wednesbury to Brierley Hill corridor (Black Country Access Study).

5.29 The Public Transport Strategy (July 2009) undertaken for the Area Action Plan mainly places its focus on a 'pre-rapid transit' scenario encompassing a number of transport initiatives for centre-wide internal enhancements that are contributory to the area-wide public transport improvements.

5.30 Firstly and as top long term priority for the Black Country, the strategy clearly states the need to develop and implement a high quality public transport network, incorporating Rapid Transit modes, linking all strategic centres within the Black Country. It therefore recognises the strategic role of the Black Country Rapid Transit network within the Walsall to Brierley Hill/Stourbridge corridor.

Policy 50

Rapid Transit

The route allocated for the proposed Midland Metro extension (Wednesbury-Dudley-Brierley Hill) will be safeguarded from development in order to deliver Rapid Transit.

5.31 Recognising the timescales required to deliver a rapid transit system and in order to accommodate an early start to retail development in Merry Hill (in line with Black Country Core Strategy CEN3), a number of public transport measures have been identified which, as highlighted in the AAP Public Transport Strategy, subject to funding and to further feasibility studies, will provide a public transport system with the necessary attractiveness and quality elements to meet the requirements of Black Country Core

Strategy Policy CEN3, enabling regeneration to take place and development to proceed in accordance with the Brierley Hill Area Action Plan Implementation Plan (Appendix 1).

5.32 The AAP Public Transport Strategy identifies a range of measures which may be considered as "advance works" to the Wednesbury to Brierley Hill rapid transit extension. These include improvements to the quality bus network as well as improving accessibility within the centre, and may include the following to meet the necessary capacity and quality elements to support the forecast growth of Brierley Hill:

- A range of potential highway improvements on key links to improve journey times and journey time reliability for all road based modes on the internal network and on strategic corridors on the wider network (to maximise the value of the 'internal' enhancement to the network within the Brierley Hill AAP area);
- The construction of a dedicated rapid transit corridor within Brierley Hill (effectively linking, internally, Brierley Hill High Street, Merry Hill Shopping Centre and the Waterfront office complex) as advanced Rapid Transit works. Such a route is envisaged to be for use by bus only and then shared between bus and rapid transit following implementation of the completed rapid transit extension from Wednesbury to Brierley Hill; mitigating congestion and improving accessibility at Brierley Hill and its hinterland;
- The construction of the Pedmore Road link (bus only);
- Capacity and quality improvements to the bus station (existing site or relocated site(s));
- An enhanced statutory quality partnership agreement between delivery partners; and
- Supportive travel plans and smarter choices measures to maximise non-car mode share.

5.33 Decisions on the sequence and deliverability of these measures will be made as their technical and financial feasibility is secured. These measures form part of a longer term public transport strategy which will be delivered alongside the phased delivery of growth in accordance with the Implementation Plan (Appendix 1). This will ensure the proposed public transport interventions contribute towards the mitigation of any negative transport impacts linked to the forecast growth in the centre as well as towards improved accessibility at Brierley Hill and its hinterland.

5.34 These measures are being technically assessed, developed and taken forward through active engagement and commitment by Dudley Council, Centro, landowners and the bus operators and will by necessity require appropriate planning obligations to enable development proposals to come forward as described in paragraph 6.19 of this AAP.

- 5.35** Further details about these options and complementary measures can be found in Appendix 3 'Public Transport Infrastructure Improvements'.

Area Wide Public Transport Improvements

Infrastructure

- 5.36** Investment in the modernisation of the existing public transport network serving the Brierley Hill area will also be necessary, including the use of quality partnership schemes. This will enable a more efficient service to passengers complemented by up-to-date, easy to understand passenger information, signage between interchange points and high quality facilities for waiting passengers. Making use of the Local Transport Act 2008 to secure bus quality improvements is essential, as well as working together with partners to take advantage of the opportunities the AAP offers to positively transform the quality and attractiveness of public transport in the centre.
- 5.37** The existing bus network was reviewed with bus operators in April 2008 and utilises all key routes within Brierley Hill and the surrounding area. However, there is potential for significant network improvements and simplification by identifying key highway links that support key bus routes.
- 5.38** Focusing physical measures on these key routes will improve bus journey times and reliability, and provide the wider support required to maximise the value of the 'internal' enhancement to the network within the Town Centre. The wider physical interventions that will need to be delivered to achieve the public transport strategy are summarised in Appendix 3.
- 5.39** There is also a need to accommodate increased bus numbers and meet user needs in terms of quality, safety and information provision.

Policy 51

Rapid Transit/Bus Infrastructure Improvements

Dudley Council will seek to secure transport infrastructure improvements in accordance with the range of potential interventions described in Appendix 3 or other appropriate measures of equivalent effectiveness and in conjunction with individual development requirements as identified through transport assessments.

Service Provision

- 5.40** The current bus network around Brierley Hill Town Centre was reviewed fully between Centro, Dudley Council and bus operators in April 2008. The review was subject to a Voluntary Partnership Agreement which is currently delivering vehicle and infrastructure improvements across the borough. That review

highlighted that capacity for buses within the Town Centre was limited and future expansion of capacity for vehicles and passengers was considered to be essential for any future growth linked to the area.

- 5.41** Enhanced service provision will be sought that reflects the guidance given in *Transforming Bus Travel* which sets out proposals for modernising bus travel in the West Midlands and details Centro's aspirations for improving the quality of bus travel through a customer-focused transformation. For key routes that serve the dedicated public transport corridor the highest quality standard of vehicles and operation will be sought. Subscription to, and delivery of, these service standards would be achieved through a Statutory Quality Partnership as set out in the Local Transport Act 2008. Development of statutory quality partnerships will therefore be sought to deliver improved service provision.

Smarter Choices

- 5.42** The demand for public transport across the conurbation is driven by many factors, and whilst the primary focus relates to the attributes of the bus services themselves, other supporting measures (typically known as 'smarter choices') have had a crucial role in reducing car usage.
- 5.43** Within Brierley Hill Town Centre it will be a requirement upon development to prepare, implement, manage and monitor appropriate travel plans. The travel plans must follow best practice, have a clear and defined relationship with the delivery of the public transport strategy and include an ongoing commitment to car trip reduction.
- 5.44** Workplace, residential, school, community, rail station and personal travel plans, primarily delivered with support through local authority officers and coordinated through the regional Travelwise campaign, will be sought.

Rail

- 5.45** The Stourbridge/Dudley/Walsall rail line is currently unused for most of its length with some limited use for freight on the section between Stourbridge and Round Oak, although this will be protected for potential future passenger use. The Passenger Transport Authority (WMPTA) and train operators are examining the introduction of passenger services, with associated infrastructure, along this line and the implications of track sharing with rapid transit and freight services. Dudley Council will support increased use of heavy rail passenger services through promoting the introduction of services with appropriate infrastructure along the railway line between Stourbridge/Brierley Hill/Walsall.

- 5.46** At present there are only two rail based freight terminals in the Borough - at Round Oak and Moor Street, Brierley Hill. These are served by the line from Stourbridge Junction. Dudley Council supports the reopening of the rest of this line to Walsall as part of the national freight network and, where possible, the development of new freight terminals.

Car Parking

- 5.47** The Area Action Plan aims to deliver improved access and movement by encouraging good accessibility by sustainable modes of travel for local people. It also aims to promote the safe and sustainable movement of goods, and an integrated approach to the planning of land use proposals and transport measures. In line with Planning Policy Guidance Note 13 (PPG 13, 2001), 'Transport', these aims will be delivered by a range of measures including 'ensuring appropriate car park management and provision in appropriate locations.'
- 5.48** The key factors in determining the justification of more restrictive parking standards are the different levels of accessibility that occur across the area, the economic strength and the development potential of a centre. Brierley Hill is an area that attracts significant investor interest for retail, commercial and leisure development and has experienced significant recent growth. Given the potential economic strength of the centre and its current scale, more restrictive parking standards are appropriate.
- 5.49** Furthermore, car parking availability has a major influence on mode choice and any increase in capacity may encourage use of the private car further exacerbating congestion in and around the centre.
- 5.50** It is anticipated that growth will ultimately have to be sustained by public transport and therefore more restrictive parking standards will be required to support the control and management of the growth in Brierley Hill.
- 5.51** A study has been carried out by Dudley Council to benchmark the existing situation in terms of car park provision within the Town Centre boundary and to inform future decision-making regarding the location and amount of new car parking that should be encouraged alongside future development proposals. The 'Brierley Hill Area Action Plan – Car Parking Study' is available to view at www.dudley.gov.uk.
- 5.52** This evidence found that existing parking provision varies considerably across the town centre, from as low as 44% of what would be the requirement in PPG13 in the High Street area, to 133% in the Waterfront area. In total the Town Centre has approximately 14,000 spaces which equates to 74% (or a 26% reduction) of the parking spaces required for the existing development footprint PPG13 standards. Parking provision will be addressed through development of the revised parking standards SPD.

5.53 Looking to 2026, the future development footprint (new planned development together with the remainder of the existing development) would require in the region of 34,000 parking spaces based on PPG13 parking standards.

5.54 In developing the Town Centre and surrounding area to achieve high levels of accessibility across all zones, primarily through the proposed public transport improvements, it is anticipated that the application of up to a 40% reduction as a guide, to full PPG13 parking standards by the end of the planned period for the whole of the Town Centre would be wholly appropriate. A 40% reduction to PPG13 standards would equate to the provision of approximately 21,000 spaces by 2026. A reduction of this order will be phased in over time having regard to improvements to public transport.

Policy 52

Car Parking Standards

Dudley Council will require levels of off-street parking provision within the Town Centre boundary for all use classes of development which:

- Supports the reduction in parking standards of up to 40%, as a guide, for the overall Town Centre over the period to 2026; and
- For each development site, provides the appropriate contribution to the overall parking levels across the Town Centre.

5.55 Given the capacity constraints within the Town Centre, and the implications of car parking on land take and the quality of place, wherever possible new and re-provided car parking should make more efficient use of land and assume an urban design approach which fits with the vision for the Town Centre.

Policy 53

Multi-Storey and Under-Croft Car Parking

Parking provision within the Town Centre will be required to be delivered in a multi-storey or under-croft format wherever feasible. Existing surface car parking will be gradually phased out in order to accommodate further development and multi storey car parking. New publicly available large surface car parks (typically more than 30 cars in a single location) will not be permitted.

To avoid inactive, unappealing frontages, car parking will be contained and developed behind development wherever possible. Multi storey parking in particular should be wrapped around with smaller units, for example residential development, creating more aesthetically pleasing development with active frontages. The development of car parks for shared users will be encouraged.

Urban Design

- 5.56** Urban design is the art of making places for people. Urban design includes the way places function as well as how they look. It involves the design of buildings, groups of buildings, spaces between buildings, landscapes and the establishment of a framework or guiding plan that facilitates new development. Urban design also concerns the activity in the public realm, the movement between places and community safety.
- 5.57** The character and quality of the urban environment within Brierley Hill, particularly in the initial phases of development, will be key to its success. Whilst the policy framework incorporates flexibility in terms of the distribution, mix of land uses and sense of place that might occur there is no room for compromise in the approach to urban design. Proposals which do not have regard for urban context, both existing and proposed, and do not embody best practice in sustainable urban design will be refused.
- 5.58** The strategy and policies relating to public thoroughfares, public spaces and land use are the starting point for the design process. They provide the structuring elements around which development can occur, and ensure that the town centre is integrated, accessible and legible.
- 5.59** The intention is to create an attractive, efficient, well connected urban environment in which the quality and safety of the public domain (the streets and public spaces within the town centre) is not compromised by any individual development. The key objectives are to:
- Achieve a fine-grained network of streets and other types of thoroughfare that unite the town centre and establish connections with the surrounding community;
 - Develop a hierarchy of thoroughfares within which the movement of pedestrians, cyclists and public transport is prioritised;
 - Integrate the malls of Merry Hill into the network of thoroughfares;
 - Stimulate the senses and aid navigation around the centre by cultivating distinctiveness at the macro and micro scale and through maximising the potential of views, vista's and the skyline to assist in linkages, creating excitement and a sense of place;
 - Ensure perimeter block development creating and reinstating interesting and vibrant active street frontages;

- Achieve an intense pattern of development making effective use of previously developed land and achieving a concentration of diverse town centre uses and new homes;
- Retain the best of the past in terms of historic street patterns, buildings and other features of the area's rich history, wherever possible;
- Create a network of attractive, functional and purposefully designed green infrastructure, with wildlife and recreation in mind;
- Physically integrate and celebrate the canal as an attractive setting for development and recreation; and
- Encourage the use of sustainable building materials and energy conscious design.

5.60 The forthcoming Design in Brierley Hill Town Centre Supplementary Planning Document will provide further detailed guidance on urban design.

Structure of the Public Realm

5.61 New public spaces will be created within Brierley Hill to provide a stage for public activity, a setting for important town centre buildings, to punctuate the convergence of important routes and create identity within the Town Centre. The design of these spaces and their active built edges, together with the activity taking place within the space will have a major impact upon the character of the centre. The aim is to create a truly exceptional and memorable urban experience, adopting the best practice in urban and landscape design.

Policy 54

Primary Public Spaces

As part of the public realm network, the public spaces identified on the proposals map will:

- Give priority to the convenience, enjoyment and safety of the pedestrian;
- Provide for public transport access and interchange;
- Have active built edges that front the space;
- Incorporate well-designed street furniture, hard and soft landscaping and function as an urban space; and
- Accommodate event space.

5.62 The primary thoroughfares (PTs) represent the minimum and essential components of the public realm. They connect the centre to the strategic transport network and Urban Quarters and integrate the main activities of the town centre. They are the principal conduits for movement and the principal element of the public realm. Some of the primary thoroughfares are

existing routes, but may need to change in character, others are entirely new. Most are streets which integrate vehicular movement with social interaction and people movement, but others will be car free.

- 5.63** The design of the primary thoroughfares, including junction arrangements, the degree of enclosure, materials, landscaping and street furniture, will have a major impact on the overall perception of the town centre. It is important that the thoroughfares display a consistent quality and character through their detailed design. It may be appropriate for elements of the design to be uniform across the town centre in order to cultivate an overall identity. Others may be varied to reinforce the distinctive character of individual Urban Quarters.

Policy 55

Primary Thoroughfares

The primary thoroughfares identified on the Proposals Map will be delivered and existing thoroughfares will be safeguarded and where necessary, upgraded. All thoroughfares must be designed with the pedestrian foremost in mind and respect natural desire lines. Primary thoroughfares will be required to:

- Make a simple and relatively direct connection between the points indicated. A degree of flexibility is allowed for in the precise alignment.
- Make provision for safe pedestrian movement and crossing including provision for people with restricted mobility.
- Provide for public transport, walking and cycling as an integral part of the design.
- Incorporate pedestrian crossing facilities in all traffic signal controlled junctions where feasible and be designed as attractive, usable and memorable spaces.
- Be defined by elevations which are appropriately scaled to the width of the thoroughfare and offer relatively continuous active frontage.
- Be well overlooked by building frontages to assist natural surveillance.
- Display a consistent quality of design with street surfaces, lighting, street furniture, signs, hard and soft landscaping. Street clutter must be avoided. The management and maintenance of the public realm must be considered at the design stage of the development.
- Provide for high quality integrated landscape and biodiversity as an integral part of the design.
- Offer continuous and twenty four hour access to pedestrians.

- 5.64** In particular, PT8, PT9 and PT29 should be designed as ecologically functional public thoroughfares. They should be incorporated into the wider habitat network so that biodiversity is protected, created and enhanced to respect the Wildlife Network and provide connections between people and biodiversity.
- 5.65** Where appropriate, street trees will be required along public thoroughfares, within public spaces and in new development. This will include new public streets or spaces created within developments or where a development fronts or joins a public thoroughfare and public space. In such circumstances the incorporation of street trees must be considered at the design stage of the development to ensure there is adequate rooting area to avoid future nuisance, and that street trees are co-ordinated with the overall streetscape. Street tree planting should take into account overhanging branches, traffic safety, underground and overhead services. Lines and avenues should generally be planted with one species to be aesthetically pleasing.
- 5.66** Whilst primary thoroughfares provide the essential network connections, secondary routes and a dispersed number of smaller public spaces provide the framework for a fine grained pattern of development that deliver a flexible range of block sizes, good local access, a wide choice of routes, dispersal of traffic and opportunities for local play and landscape features. There is no need to dictate precisely where secondary routes and spaces should be located but they are necessary. The Design in Brierley Hill Town Centre Supplementary Planning Document will provide further guidance on Secondary Thoroughfares and Secondary Public Spaces.

Policy 56

Secondary Thoroughfares and Secondary Public Spaces

Space between development opportunity blocks should be developed as secondary thoroughfares (pedestrian and vehicle) and secondary public spaces.

Secondary thoroughfares and public spaces should be designed according to the same principles as set out in Policy 55 'Primary Thoroughfares'. When implemented the connected network of public thoroughfares and public spaces will form a fine grained town centre, and establish connections with the surrounding areas.

- 5.67** The most important feature defining the character and quality of the public realm is the extent to which buildings define and enliven the adjoining public spaces, be they streets, public transport routes, footpaths, the canal or one of the public squares.

- 5.68** The mass of a building, the position of the building within the development block and the scale and character of the building facades which front the public realm are the first considerations.

Policy 57

Development Blocks: Mass, Enclosure and Building Line

Three principles will be applied to all new development in Brierley Hill:

1. **Mass:** Buildings should make efficient use of land promoting compact and intense patterns of activity within an urban built form. Within individual development blocks the gross floorspace of new buildings should never be less than the area of the block, measured to the points of contact with the public realm (i.e. less than a plot ratio of 1). In suitable locations a significantly higher plot ratio may be appropriate and necessary in order to accommodate the planned quantity of development. All development should protect and enhance the existing views and vistas and wherever possible create new ones.
2. **Enclosure:** Wherever possible the edges of public thoroughfares and spaces should be defined by active street frontages to building facades. Adjoining primary and secondary thoroughfares and public space, a stronger sense of enclosure will be required. Where gaps in a frontage are unavoidable then walls, railings, gates, public art or planting should be used to positively articulate the gap and maintain continuity of frontage and clear definition between public and private space.
3. **Building Line:** Buildings should be positioned so that the principal elevations are aligned to the edge of the development block or as close to it as possible (so the back edge of the public footpath or public space becomes the building line). Car parking, servicing areas, gardens and other private open space should be concentrated within the core of development blocks. Where the ground floor use is residential, a small step back from the building line, and/or the raising of ground floor levels above pavement level will be permissible to provide privacy for residents.

- 5.69** Defining the public realm with built frontages and making those frontages active and habitable is important to enhancing the character of Brierley Hill, encouraging people to walk and cycle and ensuring a strong sense of security through increased vitality.

Policy 58

Active Frontages

Developments are encouraged to maximise active frontages (fenestration, entrances and visually interesting details) at the interface between public and private space, in particular fronting onto public thoroughfares and spaces.

The active frontages for each development opportunity block are shown on the Proposals Map.

- 5.70** Within a network of thoroughfares the intersections between routes become important locations. Junctions should have developments that punctuate the corner and animate the public thoroughfares adding interest and giving clues as to the importance of the converging routes and activities occurring within the vicinity through differentiating the built form.
- 5.71** More detailed guidance on the implementation of these principles within the town centre will be provided in the Urban Design in Brierley Hill Town Centre Supplementary Planning Document.

The Heritage of Brierley Hill

- 5.72** Within Brierley Hill Town Centre the range of land uses, activities and varied physical and historic character gives rise to a distinctiveness that is well appreciated and valued by local communities. Where physical evidence of this local 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 so that local distinctiveness is reinforced in a complementary manner. The overarching aim of historic environment policies is, therefore, to assist in maintaining the individual identity of Brierley Hill as a whole as well as that of its' distinct and diverse communities.
- 5.73** Historic Landscape Characterisation (HLC) is a technique that can assist in providing a context for these policies both at a broad level of detail and at a more localised level. The Brierley Hill Urban HLC, commissioned by Dudley Council and forming part of the Area Action Plan Evidence Base, identifies both positive and negative existing townscape and landscape elements and opportunities for future enhancement. It also includes considerable specific detail about local character and distinctiveness. This includes the identification of historic buildings that merit inclusion on Dudley Council's Local List of Buildings of Architectural or Historic interest because of the particularly significant individual contribution they make to local distinctiveness. Existing

HLC Studies, including Conservation Area Character Appraisals and Dudley Council's Historic Environment Supplementary Planning Document should be the starting point for developers seeking to gain an appreciation of the locally distinctive attributes of areas felt to have the potential for redevelopment.

Policy 59

Conservation and Enhancement of Local Character and Distinctiveness in Brierley Hill

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

The [Brierley Hill Urban Historic Landscape Characterisation](#) has mapped out for each character zone various buildings and spaces and assigned a degree of significance to them based upon the contribution they make to the overall character of the historic environment. This includes Locally Listed Buildings that are felt to make a particularly special contribution to local character. The HLC document, therefore, 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 Brierley Hill 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 Brierley Hill Urban Historic Landscape Characterisation and the Urban Design Guidelines in Appendix 3 of that document. 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 individual 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.

- 5.74** The canal network is a major unifying characteristic of the Black Country's historic landscape. Both the Pensnett Canal and Dudley No.1 Canal provide opportunities for future enhancement.

Policy 60

Canals

Dudley Council will seek to improve the recreational, environmental, historic and ecological conservation value of the canals in Brierley Hill Town Centre by following the guidance in Dudley Council's *Strategy for Dudley Canals*. Dudley Council will expect all development alongside and near to Dudley No.1 Canal and Pensnett Canal to positively relate to the opportunity presented by the waterway, to achieve high standards of design, and to be sensitively integrated with the canal and any associated canal side features. Where development is proposed adjacent to the canals it should:

- Promote the better use and navigation of the canals
- Preserve or improve the integrity of the waterway structure
- Preserve or improve public access to the canals
- Preserve or enhance buildings and structures of architectural or historic interest and their settings
- Conserve and enhance areas of landscape, ecological and archaeological value
- Not detrimentally affect the water quality or result in unauthorised discharges and run off or encroachment
- Provide an active frontage onto the waterway and other routes to give access to the canal and address the public realm

Development on sites that include sections of disused or infilled canals should protect the line of the canal through the detailed layout of the proposal. Dudley Council will, in appropriate circumstances, use planning agreements and obligations to secure improvements to the canal network.



Picture 10 Dudley No. 1 Canal

5.75 Brierley Hill was once significant for its industries - glass-making, iron and steel. Areas have been identified within Brierley Hill Town Centre where there may be archaeological remains of some of these significant industries at:

- Round Oak Iron and Steel Works
- Nine Locks Pit and Iron Works
- Bell Street Glass House
- Marsh Park Fire Clay Pit & Brickworks
- Dudley No. 1 canal
- Harts Hill Glassworks

5.76 These areas of high archaeological potential have been identified in the Brierley Hill Urban HLC and this Area Action Plan as “Archaeological Priority Areas” where it will be necessary to provide full information as to the likely impact of development proposals and to devise appropriate mitigation strategies, such as preservation in situ or archaeological recording and publication, before development proceeds. Other areas of high archaeological potential may also be identified over the life of this Area Action Plan which will be subject to the same policy.

Policy 61

Archaeological Priority Areas

Archaeological Priority Areas have been identified in the Brierley Hill Urban HLC and on the Proposals Map. In respect of these and any other areas of potential archaeological significance that may be identified and included 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 deems 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.

Delivering Environmental Improvements

- 5.77** Brierley Hill is a strategic location for the Borough's wildlife. It is situated between the Fens Pool complex, including an internationally designated wildlife site, and the Saltwells complex, which is of regional importance. The canals running through the Town Centre are recognised as Sites of Local Importance for Nature Conservation. Other notable green spaces include the church yard of St Michael's Church.
- 5.78** The history of the Brierley Hill area and its surroundings has created a patchwork of enclosed countryside and wildlife-rich brownfield sites within a vibrant urban environment. The canal network in the Borough has enabled species to spread throughout the area from the wider and enclosed countryside and the periodic abandonment of brownfield sites has enabled rare and unusual species to remain and thrive, often in the absence of traditional conservation practices. These wildlife-rich sites and the avenues for movement of species between them need to be protected and enhanced within the wider landscape context of all new development to combat the combined challenges of climate change, past habitat fragmentation and increased urbanisation.
- 5.79** Whilst Brierley Hill is expected to become an intensely developed urban environment in order to fulfil its potential as a strategic hub for economic and social activity, there is also a need to create green spaces and a connected network of green infrastructure. Providing a high quality, integrated landscape setting can add meaning to the sense and quality of place through assisting its setting of development, making linkages and visual enjoyment.

The Wildlife Network

- 5.80** To ensure that essential connections are made between key green spaces it is necessary to identify the wildlife network. This will create a vibrant network of local wildlife sites, linked by corridors which enable wildlife to thrive and move freely through the area and out into the wider environment. This network reflects and embodies the principles emerging from the Black Country Environmental Infrastructure Guidance and the Black Country Core Strategy. Important habitats and species will be protected through both the Biodiversity Action Plan and planning processes.
- 5.81** The hierarchy of the wildlife network in Brierley Hill is as follows:
- Wildlife Corridors are a local designation which is given the highest importance because they will make the essential ecological connections between the two very important sites at Fens Pool and Saltwells Local Nature Reserve.
 - Sites of Local Importance for Nature Conservation are a sub-regional designation and connect to other sites within Dudley Borough and the Black Country.
- 5.82** As high levels of priority development are foreseen, including in areas where there is existing wildlife habitat, a set of Wildlife Corridors have been identified. These will provide an alternative functioning network, using a minimised area, which will enable sensitive development on existing sites.
- 5.83** The Wildlife Corridor network describes a series of pathways, some of which exist and others which currently do not exist (such as along areas of the Pedmore Road and Harts Hill) and will require active habitat creation. They are designated to provide efficient routes which would allow species to move between Fens Pool and Saltwells, using the least amount of land practical. This strategic network will provide the focus for biodiversity enhancements (including compensatory mitigation) from wider developments.
- 5.84** The exact specification for each section of the Wildlife Corridors would be based on its position in the network and the habitats required for the relevant species. The routes have been designated to accommodate the requirements of both aquatic and terrestrial species.
- 5.85** The corridors are required to be a minimum of 12-15 metres in width combined with wider bays of suitable habitat and other larger wildlife sites at frequent intervals to provide space for suitable landscaping design and habitat for the area's key species. Canal based corridors, due to their character, will need to be wider than 12-15 metres. Breaks along the corridor must be minimised and connectivity increased if they are to function

effectively. Existing roads will create significant obstacles to certain species, such as Great crested newts, and actions to reduce these barrier effects should be carried out over time.

Policy 62

Wildlife Corridors

The Wildlife Corridors are defined on the Proposals Map. Their routes currently pass through both vegetated and heavily built up areas, however they demonstrate the most efficient and effective routes to link the two major nature reserves; the Fens Pool area (including Special Area of Conservation) and Saltwells Local Nature Reserve. Development will be expected to positively contribute to this network.

The Wildlife Corridors will need to function for many different species; therefore the requirements of establishment and conservation management will vary depending on the position in the network. It is not expected that the width of the corridors will remain constant through the network. Larger areas will need to be created frequently along their length to provide substantial resting places and breeding habitat. Narrower pinch points may occur, however it is not envisaged that the corridors could function if these are frequent or less than 12-15m in width. Special attention will be given to pinch points to ensure they still provide the wildlife connectivity function that is required. Issues such as their ongoing conservation management and distance from larger areas of suitable habitat will be key considerations.

Developments which could negatively impact upon existing features or the future completion of the Wildlife Corridor network will be subject to special scrutiny. Where such development may have an adverse effect, it will not be permitted unless the reasons for the development clearly outweigh the nature conservation value of the function of that section of the network and the national policy to safeguard it.

In the event that development is permitted, in order to ensure the protection and enhancement of the networks' nature conservation importance and function, the use of conditions and planning obligations will be considered.

This policy will also apply to additional areas of Wildlife Corridors identified over the plan period.

- 5.86** The Wildlife Corridor network consists of many existing habitat areas throughout the Brierley Hill area which help species to move between the two major nature reserves of Fens Pool area (including the Special Area of Conservation) and Saltwells Local Nature Reserve. The current Wildlife

Corridor network is not always physically connected, but provides significant lengths of continuous habitat and stepping stone sites which assist species movement.

- 5.87** Both the canals within Brierley Hill are part of the Birmingham and Black Country resource of Sites of Local Importance for Nature Conservation. These form part of the sub-regional network of nature conservation sites. The overall value of this network must be maintained and enhanced in order to provide vital support for the wider abundance and diversity of wildlife, and for the implementation of the Biodiversity Action Plan process.

Policy 63

Sites of Local Importance for Nature Conservation

Sites within Brierley Hill form part of the Black Country network of Sites of Local Importance for Nature Conservation. These are identified on the Proposals Map. Dudley Council will seek to maintain and where possible enhance the quality, amount and distribution of the key habitat types and features within this sub-regional network.

Development within areas identified as part of the Sites of Local Importance for Nature Conservation network will be required to protect areas of high ecological value in the design and layout of the proposal and provide appropriate mitigation for the loss of other areas of nature conservation value. Measures to protect the integrity of corridor and linear features will be required within the layout and design of proposals. Where such measures are not included, there will be a presumption against the granting of planning permission.

Where development is permitted, in order to ensure the protection and enhancement of the Sites of Local Importance for Nature Conservation network the use of conditions and planning obligations will be considered.

Where practicable the Council will seek to encourage management of these sites for the benefit of the nature conservation resource.

This policy will also apply to additional Sites of Local Importance for Nature Conservation identified over the Plan period.

- 5.88** Different species need different habitats and corridors. The design and management of the corridor network will be required to enable key species to move between Fens Pool and Saltwells and reflect priority local habitats. The Baseline Report describes the ecological context of the area in more detail, however the key species for the area (and the habitat they depend on) are:

- Bats (open water, woodland, scrub, rough grasslands, trees and structures)
- Black redstart (brownfield sites, canals and railways)
- Great crested newt (ponds, rough grassland, scrub/woodland)
- Dingy skipper butterfly (brownfield sites, species rich grassland)
- Green hairstreak butterfly (brownfield sites, species rich grassland)
- Kingfisher (open water and banksides)
- Otter (open water and banksides)
- Water vole (open water and banksides)

5.89 Priority habitats present or bordering the area include:

- Ancient and semi-natural woodland
- Open mosaic habitats on previously developed land (brownfield)
- Open water
- Semi-natural grassland



Picture 11 Green hairstreak

5.90 More common species and groups which have greater powers of dispersal should also be accommodated, such as woodland birds.

5.91 In certain locations such as the Waterfront there is little potential for terrestrial habitats for species like Green hairstreak, however improvements could be made for Water voles. Alternative suitable routes must be provided for species which cannot use a particular area to ensure the network functions.

5.92 The [Nature Conservation Supplementary Planning Document](#) sets out in more detail the requirements for the determination of planning permission with regard to:

- The submission of ecological information;
- How the ecological information will be evaluated; and
- Relevant design considerations and appropriate and acceptable mitigation.

The Local Environment

5.93 It is also important to protect the wider environment and improve Brierley Hill for residents, workers and visitors. Growth in the Town Centre should create an area prepared for climate change by making developments less water demanding, cooler in the summer heat and at the same time more permeable for wildlife.

- 5.94** In addition to the wildlife network, the primary public spaces and thoroughfares provide an opportunity for habitat creation within the centre. Street trees and formal hedges, which have a long tradition in the Borough and are an important feature of an attractive public realm, will feature strongly within the primary thoroughfares and primary public spaces.
- 5.95** Dudley Council will seek, where appropriate, for developments to include wildlife friendly roofs and walls. Given the prominence of the skyline and the roofscape across much of the area, green roofs are a particularly appropriate design response and should become a key element in creating local distinctiveness, as well as enhancing biodiversity. It is expected that rainwater will be collected, stored, used and recycled on site. Developments will dispose of excess rainwater through Sustainable Drainage Systems which should be used to create valuable wildlife habitats for key species such as great crested newts. Developers are encouraged to include small pocket parks and landscape features as an integral feature of design within Brierley Hill. Wildlife friendly street trees will line important routes. The resulting landscape will be rich in wildlife and trees, pleasant for people and more sustainable for future generations. In short, development is required to create a robust Green Infrastructure for Brierley Hill.

Policy 64

The Local Environment

All developments are required to make a proportionate and positive contribution to the local environment through contributions to all of the following:

- The creation and strengthening of the wildlife network (including public access)
- Wildlife friendly landscaping of developments which reduces heat island effect
- Sustainable water use, reuse and disposal

Where appropriate this will be achieved through Planning Obligations.

- 5.96** The Harts Hill area is of special strategic importance. It is expected that the delivery of a strong wildlife network and robust Green Infrastructure approach, described above, will result in an overall positive impact on Fens Pool through increasing opportunities for species dispersal, including Great crested newts, towards and from Saltwells. This should connect to sites outside the Area Action Plan boundary which help link the two areas.

- 5.97** A pedestrian and cycle route between Fens Pool and Saltwells will be created via improvements to primary thoroughfares PT1, PT5, PT23 and PT29. These also correspond to areas designated as Wildlife Corridors.

Minerals

- 5.98** The Brierley Hill AAP area has been subject to extensive past coal mining activity, which has left a legacy of mine entries (shafts and adits) and shallow mine workings which can present a risk to new development. Development proposals in the AAP area should therefore give consideration to coal mining information and, where necessary, propose and implement mitigation measures to ensure the safety and stability of new development.

6 Implementation

A Partnership Approach to Delivery

- 6.1 Guiding regeneration within Brierley Hill requires a coordinated and consistent effort. Substantial investment will be required from the private and public sectors. There is a history of partnership working in Brierley Hill and the implementation process is expected to continue to be driven forward and co-ordinated through partnership 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 Brierley Hill.
- 6.2 Dudley Council with its partners are already geared up for delivery. Brierley Hill has the benefit of having one major landowner who is committed to developing the Town Centre and who has the resources to drive delivery. The second major landowner is Dudley Council who is also committed to using its land holdings and other powers to best advantage to secure the regeneration objectives.
- 6.3 Key projects such as the Stourbridge College campus which is under construction and the completed Health and Social Care Centre and £27.4m Brierley Hill Sustainable Access Network demonstrate the commitment from other partners such as the Primary Care Trust and Learning and Skills Council. Brierley Hill is a strategic priority of the West Midlands Integrated Transport Authority.
- 6.4 The former Brierley Hill Regeneration Partnership (BHRP) has played a fundamental role in bringing together the key stakeholders to sign up to and work towards achieving the vision for Brierley Hill and significant community buy-in has been achieved through the active involvement of the Brierley Hill Community Forum. The new Brierley Hill Town Centre Partnership will continue to provide a forum for partners to work together in Brierley Hill including the Traders Association, Black Country Chamber, Primary Care Trust, West Midlands Police, local colleges and community groups. The partnership forms a sub-group of the Economic Development and Regeneration Partnership which is part of the Local Strategic Partnership for Dudley Borough.
- 6.5 To drive regeneration forward in the future a new arm's length company, 'New Heritage Regeneration', has been established to work on behalf of Dudley Council and its public sector partners to implement the Area Action Plan. New Heritage Regeneration Ltd will co-ordinate delivery and has the capacity to scale its resources over time to match the work required. The role of the company is that of a Project Management agent – bringing the best skills in property development and project delivery from the private sector to deliver the economic, social and environmental aspirations of Dudley

Council and its partners. New Heritage Regeneration will provide and access a broad range of expertise in programme management and design, public and private finance, valuation and cost consultancy, public consultation and commercial and legal advice. The company will work at arms length to, but on behalf of, Dudley Council and its public sector funding partners.

6.6 Building on these strong foundations, the policies in this Area Action Plan will be implemented by numerous mechanisms. It is expected that these will necessarily change and evolve over time. Indeed, delivery of these proposals will demand a multi-faceted approach and the commitment of a wide range of different organisations. Dudley Council has a pivotal role to play in the process:

- Through development management as the Local Planning Authority;
- Through the Board of New Heritage Regeneration;
- Ensuring implementation of required infrastructure through development control;
- Providing advice at feasibility/design stage;
- Providing advice and information through Supplementary Planning Documents including pivotal urban design guidance;
- As land owner and development partner;
- Utilising land assembly powers;
- Engaging in other statutory processes, including lending its support for the Midland Metro Transport and Works Act Order;
- Facilitating and targeting public sector investment; and
- Promoting investment opportunities.

Development Phasing and Delivery of Infrastructure

6.7 The phased delivery of strategic and local infrastructure is a key component of delivering the spatial strategy. The schedule in Appendix 1 provides the strategic implementation framework that sets out how the regeneration of Brierley Hill will be phased and how the key infrastructure needs of the area will be delivered. In order to secure and co-ordinate the delivery of strategic infrastructure, Dudley Council will work in partnership with other delivery bodies, authorities, regional and sub-regional partners and developers through New Heritage Regeneration and other mechanisms to secure the implementation of the strategy.

6.8 It is recognised that this framework cannot be resolutely fixed as the Area Action Plan must be able to respond to the changing challenges and opportunities that will inevitably arise as the regeneration and redevelopment of Brierley Hill takes shape. Indeed, the likely pace and scale of development is extremely difficult to predict over the medium to long term. Flexibility to respond to the market is important if the vision for Brierley Hill is to be

delivered. It is also important, however, that development occurs in an orderly sequence which limits disruption and achieves the principal objective of balanced, comprehensive and integrated development.

- 6.9** To manage delivery there is recognition that packaging of key sites with those which alone are not so attractive must be a priority to mitigate the risks of sporadic development and leaving unsustainable gaps in the fabric of the Town Centre. Key development partners will need to work together to ensure synergy between individual priorities to collectively deliver the vision for Brierley Hill.

Policy 65

An Orderly and Comprehensive Approach to Development

Dudley Council will facilitate orderly and integrated development to realise comprehensive implementation over time by:

- Using its powers to assemble land and present attractive development opportunities to the market consistent with this approach;
- Working with its regeneration partners to secure gap funding and deliver the primary infrastructure to support comprehensive development including through the use of planning obligations for part or whole funding where appropriate and available;
- Managing the sequence of development. Focusing initially upon the core area of the centre where Brierley Hill High Street, Waterfront and Merry Hill abut (principally in Lower Brierley and Canal Walk Central) and radiating outwards; and
- Discouraging, and if necessary, promoting the refusal of planning applications for incremental or small-scale developments which do not contribute to the comprehensive planning and delivery of the strategy in this Area Action Plan.

- 6.10** Where there are diverse interests and patterns of land ownership, Dudley Council will encourage a joint approach to the formulation and promotion of development proposals to demonstrate that comprehensive development can be achieved and infrastructure requirements met. If, in exceptional circumstances, it proves difficult to deliver a realistic and comprehensive form of development in accordance with the vision and objectives for the Town Centre, and failure to do so would result in a key component of the Town Centre not being provided or being unacceptably delayed, Dudley Council will consider the use of compulsory purchase powers. When making planning applications for development within the Town Centre boundary, applicants must demonstrate in their Design and Access Statement how their proposals contribute to the delivery of the vision for Brierley Hill.

Delivering Comparison Retail Growth

- 6.11** One of the most significant drivers for investment in Brierley Hill Town Centre is the delivery of additional comparison retailing. This form of development is especially important for the strategy as it will be required to fund initial investment in key infrastructure in order to satisfy Policy CEN3 of the Black Country Core Strategy.
- 6.12** Policy CEN3 of the Black Country Core Strategy refers to additional comparison retail floorspace within Brierley Hill, allocating 65,000m² gross to the period 2006-2021 and a further 30,000m² between 2021 and 2026.
- 6.13** This Area Action Plan therefore makes provision for the 2006 to 2021 requirements as proposed and has regard to the 2021 to 2026 requirement whilst being in conformity with the Black Country Core Strategy policy (CEN3) that planning permission for developments intended to meet requirements arising after 2021 should not be granted before 2016.
- 6.14** The first priority is to deliver the comparison retail allocation of 56,500m² at Merry Hill to enable the provision of a large anchor store and associated unit shops which would improve the attractiveness of the town centre and contribute to the regeneration of the Black Country. This scale of development in this location will provide the necessary financial investment to support the delivery of essential infrastructure to enhance the accessibility of the Town Centre, improve the townscape and better connect Merry Hill with the High Street and Waterfront.
- 6.15** This Area Action Plan allocates locations within the Town Centre to meet the additional comparison retail needs, as set out below.

Policy 66

Phasing of Comparison Retail Allocations

Comparison Retail Phase 1 (2009 – 2021)

56,500m² additional comparison retail is allocated at Merry Hill and Canal Walk Central Urban Quarters in Development Opportunity Blocks C2, C3, C4, C5, R4, R5 and R6 subject to compliance with the three conditions set out in the Black Country Core Strategy Policy CEN3.

6,500m² is allocated to the Moor Centre at Brierley Hill High Street within development block BR1.

Up to 2,000m² will be acceptable within Lower Brierley, Archill, Canal Walk North and Waterfront West as supporting development concentrated along Primary Thoroughfares.

Comparison Retail Phase 2 (2021 – 2026)

No specific allocation is made for additional comparison retailing in the period beyond 2021 in this Area Action Plan. Additional floorspace for this period will be considered in a future review of the strategy.

However, in order to plan for the long term and account for the requirements of the Black Country Core Strategy, additional capacity has been identified for 30,000m² of additional gross comparison retail at Merry Hill within Blocks C2, C3, R3 and R10.

- 6.16** The comparison floorspace figures quoted above are new additions (gross figures) to the total retail floorspace within the Town Centre, i.e. existing comparison retail may be re-provided within any redevelopment proposals without impacting on the allocated floorspace figures given above.

Retail Development Preconditions

- 6.17** The Black Country Core Strategy Policy CEN3 requires that no additional comparison retail floorspace is bought into operation in Merry Hill Quarter (as defined in Appendix 7) until three conditions are met. The Policy CEN3 conditions apply to the area defined in Appendix 7. Those conditions and the criteria for measuring compliance with them are given below.

1) Adoption of this Area Action Plan

- 6.18** This criterion will be satisfied upon adoption of this Area Action Plan.

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

- 6.19** The measure of compliance for implementation of improvements to public transport, including completion of initiatives of equivalent quality and attractiveness to the proposed Metro extension from Wednesbury to Brierley Hill, and improvements to bus services connecting the centre with other locations in the Black Country and beyond, will be the commitment to Rapid

Transit, and demonstration that the wider public transport network has delivered sufficient capacity to enable the sustainable regeneration of Brierley Hill.

- 6.20** Within the centre, the completion of internal public transport measures together with completion of PT7 will satisfy the requirement for other measures to improve accessibility to and circulation within the centre by non-car modes.

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

- 6.21** This criterion will be satisfied on implementation of parking charges compatible in scale to those in other major sub-regional Strategic Centres.

Planning Obligations

- 6.22** A significant amount of infrastructure is needed and the scale of costs for providing this will 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 primary thoroughfares and public spaces will only be effective when completed in advance or in tandem with related development. So, for example, a single development in the Lower Brierley Urban Quarter may be accessed from just a few metres of frontage to a new Primary Thoroughfare, but it will only be effectively serviced when that Primary Thoroughfare is complete and connected into the wider network. It would be unreasonable for a single block of development to carry the cost of providing the whole of that item of infrastructure when many other subsequent blocks of development would benefit equally from its provision. Thus a comprehensive approach to development is required to ensure the delivery of the infrastructure requirements on an equitable basis.
- 6.23** Dudley Council's Planning Obligations Supplementary Planning Document sets out the charges and formulae for common requirements. This includes details of obligations for items of infrastructure such as libraries, education, the public realm and public art which are common to development across Dudley Borough and have therefore not been addressed specifically within this Area Action Plan. Where appropriate, charges will be pooled in order to allow infrastructure to be secured in a fair and equitable way. The SPD is available on Dudley Council's [website](#) and will be reviewed as necessary.
- 6.24** Dudley Council will negotiate obligations on a proposal by proposal basis starting with the formulae provided by the SPD. Due to the scale of investment required in new infrastructure within the Town Centre, particularly in relation to primary and secondary thoroughfares, public transport, the public realm and wildlife network, a list of the additional specific infrastructure requirements

to be secured from development within the Town Centre boundary is set out in Appendices 1, 2 and 3 for clarity. Appendix 1 provides details on the development opportunity blocks and required infrastructure. Further information is provided in Appendix 2 to summarise which development blocks will be primarily responsible for contributing towards or delivering each item of infrastructure. The public transport infrastructure improvements are listed separately in Appendix 3. Where appropriate, Dudley Council will seek the direct implementation of certain requirements on site within the development, for example, open space and landscaping. It will, however, be necessary to secure planning contributions from all new developments within the Town Centre to fund their provision.

- 6.25** Dudley Council is committed to offering pre-application advice. Applicants are advised to include this element in their pre-application discussions, so that the details and level of contribution can be agreed prior to the submission of a planning application.

Policy 67

Securing Infrastructure & Planning Obligations

Dudley Council will require, through use of planning obligations, that all new development meets the necessary on and off-site infrastructure requirements which are required to support that development and achieve the strategy for Brierley Hill.

In addition to Dudley Council's Planning Obligations Supplementary Planning Document, the key infrastructure requirements in Appendices 1, 2 and 3 will form the basis on which planning contributions will be sought.

The provision of infrastructure will be linked directly to the phasing of development on land throughout the Town Centre to ensure that appropriate enabling infrastructure is delivered in line with future growth.

If any specific item of infrastructure is not delivered within the timescales for spend of the relevant planning obligation then the money will be spent on delivering an alternative item of infrastructure to support the comprehensive implementation of the vision in accordance with the principles and policy tests set out in Circular 5/05 or subsequent government guidance.

- 6.26** In terms of public transport improvements, the developer will be required to satisfy the policy tests applied through the Black Country Core Strategy before occupation of any retail development.

- 6.27** Many of the development blocks and infrastructure projects are proposed on land which is likely to be contaminated or unstable (largely as a consequence of historic mining activity). The extent of remediation works will have to be fully investigated as individual development proposals are progressed. The presence of contamination or instability should be reflected in the price paid for the land by the developer and should therefore not affect the viability of the development proposals. However, it is recognised that in certain exceptional circumstances the viability of individual projects may be affected and consequently this may impact on the amount of planning gain that can be negotiated to contribute towards the wider infrastructure necessary for the Town Centre. The contribution of agencies such as the Homes and Communities Agency and Registered Social Landlords will be sought where appropriate.
- 6.28** Dudley Council will continue to work closely with partners to ensure that adequate levels of funding can be secured to enable successful regeneration. In addition to planning obligations there are numerous other potential funding sources that will be necessary and which may be utilised. These include, for example:
- West Midlands Local Transport Plan
 - Advantage West Midlands
 - Community Infrastructure Fund
 - Growth Points funding (both for direct delivery and for feasibility and master-planning work)
 - City Region Accelerated Development Zone
 - Homes and Community Agency
 - Registered Social Landlords
- 6.29** Through the West Midlands Regional Funding Allocation, Centro is working closely with Dudley Council and other key stakeholders in the region to ensure the delivery of major public transport initiatives for the Town Centre in the short to medium term.
- 6.30** There are also other potential sources, particularly targeting community based projects, as opposed to capital projects, such as National Lottery funding.
- 6.31** Dudley Council will seek to secure the resources necessary to deliver the Area Action Plan utilising all sources that may be available both now and in the future.

7 Monitoring

- 7.1** Dudley Council will monitor the implementation and outcomes of this Area Action Plan and present the findings in the 'Annual Monitoring Report' which will be made available by the end of December each year at www.dudley.gov.uk.
- 7.2** The implementation of the strategy will be monitored through an annual review of progress on the development blocks and infrastructure projects detailed in the implementation framework as set out in Appendix 1 of this Area Action Plan.
- 7.3** The monitoring framework also focuses on measuring the success of the strategy against the objectives as set out below:

To achieve sustainable communities

- Objective 1: Create a sustainable, cohesive and socially inclusive community by improving accessibility to jobs, shopping, education, health, open space and leisure / recreation facilities and ensuring that Brierley Hill complements its surrounding areas

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Spatial Strategy	Narrow the gap between percentage of working age population claiming Jobseeker's Allowance in Brierley Hill and comparator areas	Improvement from baseline of 7.1% in March 2009 in Brierley Hill compared to 5.2% in Dudley Borough, 6.3% in the Black Country & 3.8% in England	All public and private organisations and individuals	Office for National Statistics
Spatial Strategy	Narrow the gap between percentage of working age population claiming key out of work benefits in	Improvement from baseline of 19.1% in February 2009 in Brierley Hill compared to 14.5% in Dudley	All public and private organisations and individuals	Office for National Statistics

	Brierley Hill and comparator areas	Borough, 17.8% in the Black Country & 12.3% in England		
Policy 8 'Marsh Park'	Applications granted for inappropriate development in Marsh Park	0	Dudley Council	Dudley Council

Table 1

- Objective 2: Protect and enhance the special role of Brierley Hill High Street in serving its local community

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 1 'Brierley Hill High Street Local Shopping Area'	Percentage of A1 retail uses in the protected frontage on the High Street.	Greater than 50% A1 (2009 Baseline 53%)	Landowners/ Developers/ Dudley Council	Dudley Council

Table 2

- Objective 3: Deliver a range of types and tenures of new homes to meet the needs of the local community

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 49 'Living in Brierley Hill Town Centre' & Site Allocations	Number of gross and net additional dwellings completed per year	As per housing trajectory (see Appendix 4)	Landowners/ Developers/ Registered Social Landlords	Dudley Council

Policy 49 'Living in Brierley Hill Town Centre'	Percentage of completed affordable housing on qualifying S106 sites	25%	Landowners/ Developers/ Registered Social Landlords	Dudley Council
Policy 49 'Living in Brierley Hill Town Centre'	Percentage of eligible housing sites granted planning permission providing affordable housing	100%	Landowners/ Developers/ Registered Social Landlords	Dudley Council

Table 3

To achieve economic prosperity:

- Objective 4: Enhance the role of Merry Hill as a primary shopping centre by providing for a major anchor store to help facilitate retail-led regeneration and protecting and enhancing the economic prosperity of the High Street

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 66 'Phasing of Comparison Retail Allocations'	Amount of additional comparison retail development completed by location	56,500m ² at Merry Hill by 2021	Westfield	Dudley Council
Policy 45 'The Primary Shopping Area'	Percentage of A1 retail uses in the applicable areas in the Primary Shopping Area.	70% or over (baseline at 82% in 2009)	Westfield/ Retailers/ Dudley Council	Westfield/ Dudley Council

Policy 45 'The Primary Shopping Area'	Number of vacancies within the Primary Shopping Area	Less than 2% (baseline is 0.8% in 2009 i.e. 2 vacant units out of 251)	Westfield/ Retailers/ Dudley Council	Westfield/ Dudley Council
---------------------------------------	--	--	--	------------------------------

Table 4

- Objective 5: Increase the level of economic activity and vibrancy within Brierley Hill by accommodating appropriate office, retail, housing, cultural, educational and leisure facilities

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 66 'Phasing of Comparison Retail Allocations'	Amount of additional comparison retail development completed by location	6,500m ² in the Local Shopping Area by 2021	Westfield/ Brierley Hill Estates/	Dudley Council
Policy 46 'Edge of Centre and Out of Centre Development'		2,000m ² elsewhere within defined development blocks by 2021 0m ² in edge or out of centre locations	Other landowners & developers	
Policy 3 'Development Opportunity Block BR1: The Moor Centre'	Amount of convenience retail development completed	New foodstore provision at Block BR1 of 4600m ² gross (3000m ² net)	Brierley Hill Estates/ Convenience Retailer	Dudley Council
Policy 7 'Development Opportunity Block BR20'		Additional convenience floorspace at Block BR20 of 3000m ² gross (2000m ² net)	Asda/ Landowners/ AWM/ Convenience Retailer	

Policy 48 'Offices' Site Allocations	Amount of office floorspace completed	186,000m ² by 2021 and a further 34,000m ² by 2026	Developers/ Landowners/ Westfield/ Dudley Council	Dudley Council
Policy 48 'Offices'	Amount of office capacity in reserve	No lower than 70,000m ² capacity available for B1 use	Dudley Council	Dudley Council
Site Allocations	Amount of D1 'Non-Residential Institutions' completed	47,650m ² to 2026	Landowners/ Developers/ PCT/ LSC/ AWM/ Stourbridge College/ Dudley Council	Dudley Council
Site Allocations	Amount of D2 'Assembly and Leisure' completed	35,000m ² by 2026	Landowners/ Developers/ Dudley Council	Dudley Council

Table 5

- Objective 6: Create a fully integrated town centre by connecting the Merry Hill Shopping Centre, Brierley Hill High Street and the Waterfront triangle, making it easier for people to travel between these areas on foot, by cycle and by public transport

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 67 'Securing Infrastructure & Planning Obligations' Policy 55 'Primary Thoroughfares'	Completion of infrastructure projects (primary thoroughfares, public spaces etc.)	In accordance with the Implementation Plan	Developers/ Dudley Council	Dudley Council

Policy 54 'Primary Public Spaces' Policy 51 'Rapid Transit/Bus Infrastructure Improvements' Policy 65 'An Orderly and Comprehensive Approach to Development'				
Policy 50 'Rapid Transit'	Planning permissions granted for development that would compromise the route allocated for the proposed Midland Metro extension	0	Dudley Council	Dudley Council
Policy 50 'Rapid Transit' Policy 51 'Rapid Transit/Bus Infrastructure Improvements'	Public transport modal share (monitored every two years)	Work towards 30% public transport modal share by 2026 (from a baseline of 12% in 2007)	Centro/ Bus operators/ Dudley Council	Dudley Council, Centro & West Midlands Local Transport Plan
Policy 50 'Rapid Transit' Policy 51 'Rapid Transit/Bus Infrastructure Improvements'	Implementation of improvements to public transport, including completion of initiatives of	The commitment to Rapid Transit, and demonstration that the wider public transport	Centro/ Bus operators/ Westfield/ Dudley Council	Dudley Council

<p>Policy 67 'Securing Infrastructure & Planning Obligations'</p> <p>Appendix 3 'Public Transport Infrastructure Improvements'</p>	<p>equivalent quality and attractiveness to the proposed Metro extension from Wednesbury to Brierley Hill, and improvements to bus services connecting the centre with other locations in the Black Country and beyond</p>	<p>network has delivered sufficient capacity to enable the sustainable regeneration of Brierley Hill.</p>		
<p>Policy 51 'Rapid Transit/Bus Infrastructure Improvements'</p> <p>Policy 55 'Primary Thoroughfares'</p> <p>Policy 67 'Securing Infrastructure & Planning Obligations'</p> <p>Appendix 3 'Public Transport Infrastructure Improvements'</p>	<p>Other measures to improve accessibility to and circulation within the centre by non-car modes</p>	<p>The completion of internal public transport measures and completion of PT7</p>	<p>Centro/ Bus operators/ Westfield/ Dudley Council</p>	<p>Dudley Council</p>

Table 6

To achieve environmental transformation:

- Objective 7: Ensure sustainable and high quality design in all development that has full regard to community safety and crime reduction

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Housing	Core Strategy indicator ENV3 Housing Quality - Building for Life assessment of major housing schemes completed	Move towards 100% with a rating of 'good' or 'very good' by 2026	Landowners/ Developers/ Registered Social Landlords	Dudley Council
Urban Design	Number of burglary dwelling crimes per thousand households (Home Office Codes 28 and 29)	Improvement from baseline of 12.6 per 1000 households between 01/04/08 to 31/03/09	Dudley Council/ Developers/ Police	West Midlands Police/ Revenues Dudley Council
Urban Design	Number of criminal damage crimes per 1000 population	Improvement from baseline of 23.4 per 1000 households between 01/04/08 to 31/03/09	Dudley Council/ Developers/ Police	West Midlands Police/ Office for National Statistics
Urban Design	Number of motor vehicle related crimes per thousand population	Improvement from baseline of 19.1 per	Dudley Council/	West Midlands Police/ Office

		1000 households between 01/04/08 to 31/03/09	Developers/ Police	for National Statistics
--	--	--	--------------------	-------------------------

Table 7

- Objective 8: Protect and enhance the wildlife, biodiversity and geological value of Brierley Hill by using a green infrastructure approach and enhancing watercourses and the wildlife corridors network to make Brierley Hill more sustainable and climate proof

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 63 'Sites of Local Importance for Nature Conservation'	Protection of all, or suitable mitigation for, Sites of Local Importance for Nature Conservation	100%	Developers & Dudley Council - Conditions on planning applications	Dudley Council
Policy 62 'Wildlife Corridors'	Protection of all the existing elements of Wildlife Corridor and no new developments permitted blocking its proposed future extent.	100%	Developers & Dudley Council - Control through and conditions on planning applications	Dudley Council
Policy 64 'The Local Environment'	Percentage of developments to install its proportionate amount of green infrastructure (including wildlife corridors) on-site or within the AAP boundary.	100%	Developers & Dudley Council - Control through and conditions on planning applications	Dudley Council

Table 8

- Objective 9: To remediate land from contamination through development

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Site allocations	Percentage of monitored new developments completed on previously developed land	100%	Landowners/ Developers/ Dudley Council	Dudley Council

Table 9

- Objective 10: To protect and enhance the locally distinctive character of Brierley Hill, including its historic environment, cultural and built heritage

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
Policy 59 'Conservation and Enhancement of Local Character and Distinctiveness in Brierley Hill'	Number of planning permissions granted contrary to Historic Environment Officer recommendation	0	Dudley Council	Dudley Council
Policy 60 'Canals'	Number of planning permissions affecting a canal granted contrary to Historic Environment Officer recommendation	0	Dudley Council	Dudley Council
Policy 61 'Archaeological Priority Areas'	Number of planning permissions granted without an archaeological desk based	0	Dudley Council	Dudley Council

	assessment/ evaluation when requested to be supplied by the Historic Environment Officer			
Policy 2 'Brierley Hill High Street Conservation Area'	Number of planning permissions within the Conservation Area granted contrary to Historic Environment Officer recommendation	0	Dudley Council	Dudley Council

Table 10

- Objective 11: Contribute to mitigating the causes and effects of climate change by reducing the need to travel by private vehicle, promoting sustainable travel choices, delivering highest quality development, improving air quality and minimising the use of non-renewable energy sources and waste production

Policy / Topic	Indicator	Target	Implementation/ Delivery Agency	Data Source
6 'Implementation'	Introduction of a car parking management regime including the use of parking charges compatible with those in the regions network of major centres.	Price of car park charges compatible with other major sub-regional centres as defined by the West Midlands RSS	Westfield/ Dudley Council	Dudley Council

Policy 52 'Car Parking Standards'	Number of car parking spaces provided with new development	Up to 40% reduction in PPG13 parking standards across the whole Town Centre by 2026	Dudley Council	Dudley Council
-----------------------------------	--	---	----------------	----------------

Table 11

Appendix 1 Brierley Hill Town Centre Implementation Framework

The Implementation Framework presented overleaf describes each of the development blocks, infrastructure projects and total projected quantum of development expected to be delivered in each stage of the plan. Issues about deliverability are highlighted.

The Implementation Framework is divided into 5 stages:

- **Stage 1 2009 - 2011:** Initial 'front-loaded' investment driven largely by public sector interventions prior to adoption of the Area Action Plan.
- **Stage 2 2009 - 2016:** Second stage of public and private sector investment not dependant on compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth.
- **Stage 3 2011-2016:** Compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth and significant private sector investment.
- **Stage 4 2016 - 2021:** Significant private sector investment building upon the pace of change established in Stage 2.
- **Stage 5 2021 - 2026:** Long term opportunities for further development and regeneration building on the success of the well established, integrated and sustainable Town Centre.

This summary is intended to be read alongside Policy 67 'Securing Infrastructure & Planning Obligations' and Appendix 2 of this Area Action Plan, and Dudley Council's [Planning Obligations Supplementary Planning Document](#). The public transport interventions are detailed separately in Appendix 3.

This implementation framework represents the best available knowledge about delivery at the moment of writing. It is recognised that circumstances will change over time or more information may become available which will impact upon this framework. Flexibility has been built into the strategy to facilitate appropriate development in acknowledgement of these elements of risk. The implementation of the strategy and any significant change in circumstances will be monitored annually and reported in the [Annual Monitoring Report](#).

Viability		Risk	
£££££	Viable	😊😊😊😊😊	Very low risk
££££	Confidently viable	😊😊😊😊	Low risk
£££	Likely to be moderately viable	😊😊😊	Moderate risk
££	Uncertainty exists about viability	😊😊	High risk
£	Unviable	😞	Very high risk

Table 12 Key for Implementation Framework

1.1 Stage 1: 2009-2011

Initial 'front-loaded' investment driven largely by public sector interventions prior to adoption of the Area Action Plan

Project	Lead Authority	Land Assembly	Deliverability	Funding	Timescale	Viability	Risk
Development Blocks							
Block BR14 "Stourbridge College"	Stourbridge College/ Learning & Skills Council	Dudley Council and Westfield owned land to be assembled	Stourbridge College submitted their Application in Principle to the Learning and Skills Council in May 2007. Planning permission was granted subject to S106 on 9th February 2009. Evidence from the adjacent LIFT project has indicated contamination and site abnormalities due to mine workings at depth.	£3m of AWM capital support has been sought for the assembly of land. Investment in-principle has been secured from the Learning and Skills Council.	Completion originally sought for start of term in September 2011 but now may be delayed dependant on funding.	££££ Funding from LSC & AWM agreed in principle.	☺ ☺ ☺ ☺ There is significant support for this project and buy-in from a range of partners including Dudley Council, AWM, LSC and local communities.
Block H11	Developer led	None required – in one private ownership	This block is currently occupied by Bodykraft. A planning application was submitted in 2008 for change of use. Contaminants are likely to be present due to previous uses on site.	Private sector funded	2009-2016	££££ New uses will create an uplift in value	☺ ☺ ☺ ☺ No significant constraints other than

[illegible]

				submitting it in 2009 for full approval.			
Wildlife habitat at Block BR14	Developer led	None required.	Loss of wildlife habitat on BR14 being compensated through improvement of SLINC and Wildlife Corridor.	Funding as per Block BR14	Completion sought for start of term in September 2011	££££ Funding agreed in principle.	☺ ☺ ☺ ☺ ☺ Planning approval granted subject to S106
Wildlife habitat at Block H11	Developer led	None required.	SLINC and Wildlife Corridor present and require enhancement	Private sector funded.	2009-2016	£££££ Funding available from uplift in value of block H11	☺ ☺ ☺ ☺ ☺ ☺ No significant constraints
Affordable housing	Developer led	As per each block	Contributions to affordable housing required in line with the Black Country Core Strategy	Private sector funded	2009-2016	££££ Dependant on viability of each block	☺ ☺ ☺ ☺ ☺ Dependant on risks of each block

Table 13

The outputs of this first phase of development are expected to be, broadly, as follows:

Residential

5,756m²

Equivalent to approximately **68 dwellings**

Retail (A2-A5)
D1

746 m²
28,086 m

468 at 1 job per 60m²
Approx Total **468 jobs**

1.2 Stage 2: 2009-2016

Second stage of public and private sector investment not dependent on compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth

Project	Lead Authority	Land Assembly	Deliverability	Funding	Timescale	Viability	Risk
Development Blocks							
Block BR2A	Regional Health Authority / Developer led	None required – in one public sector ownership	The site was occupied by the Brierley Hill Health Centre. These services have relocated to the Health and Social Care Centre. This site is vacant and available for redevelopment.	Private sector funded.	2010-2016	££££££ Residential use will create a considerable uplift in value	😊😊😊😊😊😊 The site will be vacated and available for reuse
Block BR2B	Developer led	Land assembly required	Block BR2b contains industrial uses on Albion Street which are out of context and which are considered as having potential for redevelopment for uses which support regeneration. There are also shops and offices fronting the High Street.	Private sector funded with public sector intervention to assist with land assembly on part of the site. AWM endorsed intervention in this block in an outline application in January 2008.	2009-2016	££££££ Public sector intervention needed & approved in principle to assist with land assembly	😊😊😊😊😊😊 Public sector support available in principle. Relocation of existing business may be needed.

Block BR9	Developer led	Partial land assembly required	Framed by PT11 'the parallel route', this block currently contains a Dudley Council owned public car park and vacant land, a shop, dental surgery and flat which are privately owned and a restaurant. It is essential that no development occurs which would compromise the provision of an adequate level of car parking for the High Street and therefore the loss of the public car park will not be allowed until that capacity has been re-provided elsewhere within the High Street and Lower Brierley areas.	Relocation of existing businesses required. Private sector funded Public sector intervention secured to assist with land assembly.	2011-2016	££££ Subject to land assembly	☺ ☺ ☺ Subject to provision of multi-decked car parking at Block BR12
Block BR10	Stourbridge College / Developer led	Land assembly required	This site is currently occupied by Dudley Council Offices including the Housing Office and the Poplars Day Centre, a public car park, amenity space and vacant land. Stourbridge College have expressed interest in this Block as possible future expansion space for the College or a related	Investment in-principle has been secured from the Learning and Skills Council.	2010-2016	£££ Option to purchase land being negotiated. Further public sector	☺ ☺ ☺ Options are being explored for the use of this site allied to the College



			education or leisure use in a later phase. As part of those discussions Dudley Council has explored the feasibility of relocating its existing services over the longer term to enable comprehensive redevelopment of this block.				intervention may be needed.	but no preferred scheme yet identified.
Block BR20	AWM / Developer led	Land assembly required	This gateway site into the High Street is currently in mixed ownership.	Public sector intervention being undertaken with a view to securing a private sector scheme once land assembly constraints are overcome	2009-2016	££££ Subject to public sector intervention	££££ Subject to public sector intervention	Low risk with public sector support
Block BR11	Developer led	None required	This Block is amenity space currently used as surface level car parking. The re-provision of parking spaces as part of the multi-storey car park proposed on Block BR12 will enable the redevelopment and better use of this area.	Private sector funded	2011-2016	££££ New uses will create an uplift in value	££££ Subject to provision of multi-decked car parking at Block BR12	Subject to provision of multi-decked car parking at Block BR12

Block BR12	Dudley Council	Land assembly may be required – in one private ownership	There is a need to identify a location for a multi-decked car park to serve the High Street and consolidate 14 existing surface car parks. This development block has been identified as an appropriate site given the link to the Asda supermarket, the centrality of the location, the existing land use and the construction of the Parallel Route. A study has been undertaken to determine the economic feasibility of delivering the multi-decked car park.	The Brierley Hill Multi Decked Car Park Feasibility Study determined that the car park will be deliverable alongside wrap around development and potential expansion of the existing supermarket. Further investigations and detailed exploration of funding options will be needed. It is anticipated that the development of the Car Park will cost circa. £15.3m-£17.7m.	2009-2016	££ Planning obligations and possible public sector intervention needed to fund delivery	☺ ☺ ☺ Dependant on viability of other Blocks and provision of planning gain and therefore sensitive to market conditions
Block BR15A	Developer led	In one private ownership	This site is currently privately owned and occupied by the Fat Yue Temple on Cottage Street. In the context of wider regeneration and the	Private sector funded	2009-2016	£££ Subject to re-provision or	☺ ☺ ☺ Subject to co-operation of the Fat

			construction of rapid transit and Central Avenue it is considered that this site has significant potential for more intensive use in keeping with the vision of the Area Action Plan. This would however necessitate the re-provision or relocation of the Fat Yue Temple.				relocation of the Fat Yue Temple	Yue Temple and options for their re-provision or relocation within the centre
Block BR15F	Dudley Council	Land assembly required	Block BR15F is privately owned and occupied by a number of industrial units housing the Royal Mail Delivery Office, AM Mobile Welding Ltd., Woodstock Timber Supplies, workshops and units of the Old Bush Trading Estate.	Public sector intervention is likely to be required to assist with land assembly. Dudley Council and AWM to explore the opportunities.	2009-2016	£££ Public sector intervention needed assist with land assembly but uplift in land values will support development	☺ ☺ ☺ ☺ ☺ Subject to co-operation or relocation of existing businesses	
Block BR15D	Westfield / Developer led	None required – in one private ownership	This block is on part of the former Brier School site and on land owned by Westfield, adjacent to	Private sector funded	2009-2016	££££ No significant constraints	☺ ☺ ☺ ☺ ☺ No significant constraints	

Block BR16D and BR15G "Daniels Wharf"	Westfield / Developer led	None required – in one private ownership	the canal. The site is currently vacant and available for redevelopment but likely to be constrained by the construction of a bridge over the canal. The implementation of rapid transit is likely to have an impact on the form of development.	This is a major redevelopment opportunity with private investment in the region of £50m. The site has already gained planning permission for mixed used development. Westfield are exploring reconfiguring the scheme to address the funding gap. Delivery of infrastructure projects may require cross-funding.	Private funding with potential public sector intervention to address the funding gap. Initial funding was secured through the ERDF programme to reclaim the site but this has been clawed back because of delays implementing the scheme. Medium term interventions are included in an outline funding	2009-2016	£££ There is a viability gap within the project due to the ground abnormals, although Westfield is seeking to reduce this gap and is working alongside a development partner to improve viability.	😊😊😊 In current market conditions it is unlikely the project will be bought forward quickly without intervention. Continued liaison with Westfield & AWM required.	New uses will create an uplift in value to delivery. Dependant on market conditions.
---------------------------------------	---------------------------	--	--	--	--	-----------	---	--	---

Block C2 and C3 "The Leisure Plateau"	Westfield / Developer led	None required – in ownership of British Waterways and one private landowner	Outline permission granted in 2006 for a leisure focused development to deliver 10 restaurants; a new and enlarged cinema; a casino (under 1968 legislation); bowling complex; comedy club; family entertainment centre and an amphitheatre to Brierley Hill in a 125,000 sq ft development. This Leisure Plateau when completed will provide some 180 jobs.	Private sector funded. Scheme represents an estimated £24m worth of investment. The Section 106 agreement attached to this development provides £257,000 per annum for 5 years contribution towards public transport improvements. The development will also provide a pedestrian link across the canal to join the High Street area to Merry Hill.	2009-2016	£££ It is thought that this development will need to be delivered alongside other, more viable, development	😊😊😊😊 Although the scheme can proceed in advance of retail expansion it is most likely to be delivered in tandem with more profitable uses.
--	---------------------------	---	--	---	-----------	--	---

Block P1	Westfield / Developer led	None required – in one private ownership	The site is vacant and available for redevelopment. There is an electricity pylon on the site which would need to be addressed in any scheme and the requirement to improve the wildlife corridor will reduce the developable area. There are also significant level changes to be considered.	Private sector funded.	2009-2016	££ Dependant on costs of removing the pylon and reduced developable area due to level changes and wildlife corridor	 <p>The residential scheme to the north of this site has proven that there would be a market for the scheme.</p>
Block P4	Westfield / Developer led	None required – in one private ownership	At a prominent cross-roads into Brierley Hill this block contains a former scrap yard site and various workshops in the Sterling Park estate which contains a variety of A1, B8 and sui generis uses.	Private sector funded	2009-2016	££££ New uses will create an uplift in value	 <p>Delivery of hotel subject to market demand and creation of supporting attractions</p>

Block BR13A	Developer led	Land assembly required.	This privately owned block currently comprises a retail warehouse, a workshop and indoor children's play area and associated car parking. Within this block the Delph Nine Locks Pumping Station is in fair to good condition and is of local historic interest.	Private sector funded	2009-2011	££££ New uses will create an uplift in value	😊😊😊😊 Subject to landowner support & re-provision or relocation of existing businesses
Block BR13B	Stourbridge College / Developer led	Land assembly required.	This block contains the Dudley Council owned Poplars Health Centre (jointly used by the Primary Care Trust and the Dudley Council Directorate of Adult, Community and Housing Services) and car parking. Stourbridge College have applied to purchase this site to expand and develop the College facilities to include the plus 16 educational facilities and National Youth Theatre. In order for the scheme to proceed, the College will eventually require vacant possession of these buildings, once the services have been relocated.	Public sector funded. Investment in-principle for the first phase of the project has been secured from the Learning and Skills Council with an understanding of the ambition for this later phase.	2010-2016	££££ Option to purchase land being negotiated. Further public sector intervention may be needed to deliver education uses. Alternative uses could make suitable use of the	😊😊😊😊 Options are being explored for the use of this site allied to the College but no preferred scheme yet identified.

Block BR13C	Stourbridge College / Developer led	Land assembly required.	This site is vacant and available for redevelopment as part of a second phase expansion of Stourbridge College.	Public sector funded. Investment in-principle for the first phase of the project has been secured from the Learning and Skills Council with an understanding of the ambition for this later phase.	2010-2016	£££ Option to purchase land being negotiated. Further public sector intervention may be needed to deliver education uses. Alternative uses could make suitable use of the site should it not be	☺ ☺ ☺ Options are being explored for the use of this site allied to the College but no preferred scheme yet identified.
-------------	-------------------------------------	-------------------------	---	--	-----------	--	--

Block BS1	Westfield / Developer led	None required – in one private ownership	Currently leased to the BEST training centre, this facility will require re-location as part of any redevelopment proposals.	Private sector funded	2009-2016	££££ Subject to market demand and success of the Town Centre	☺ ☺ ☺ ☺ Low risk subject to viability and relocation of existing use
Block W1	Westfield / Developer led	Partial land assembly required	Occupied by vacant land, car parking and the Oriental Pearl Restaurant this site is in a prime position in the heart of Brierley Hill and suitable for more intensive development. There are significant changes in levels between this site, Merry Hill and the Waterfront. The slope to the north of this site is important for nature conservation and migration of species in Brierley Hill.	Private sector funded	2009-2016	££££ Subject to market demand, incorporation of multi-deck parking, response to level changes & mitigation of impact on the	☺ ☺ ☺ ☺ Subject to market demand and pre-lets

Block W2 and W3	Westfield / Developer led	None required – in one private ownership	The development can only proceed if alternative parking provision is made to replace the existing surface car park to service the Waterfront and meet the requirements of the new development. This might be achieved with temporary parking or decked parking within the development blocks. Later stages of development are dependent upon provision of new high capacity, multi-deck car parks.	Private sector funded	2009-2016	nature conservation value ££££ Subject to market demand and incorporation of parking but no significant constraints on site	☺ ☺ ☺ ☺ Subject to market demand and pre-lets
Block W5 (part)	Westfield / Developer led	None required – in one private ownership	Consisting of surface level car parking and vacant land this block is in one ownership and available for redevelopment subject to provision of alternative car parking to service the Waterfront and meet the requirements of the new development. This might be achieved with temporary parking or decked parking within the development blocks or provision of new high capacity, multi-deck	Private sector funded.	2011-2016	££££ Subject to market demand, incorporation of parking and addressing constraints from the electricity pylon	☺ ☺ ☺ ☺ Subject to market demand and pre-lets

					car parks. Immediately adjacent to the north east boundary of the development block is an electricity pylon, the cables for which extend over the northern tip of this block.				
Infrastructure Projects									
PT7 (part) Merry Hill Place	Westfield / Developer led	None required – in ownership of British Waterways and one private landowner	Outline permission granted for the pedestrian link from Merry Hill to the canal incorporating 'Leisure Plateau' scheme in Blocks C2 and C3.	Private sector funded Planning consent and section 106 agreement in place for part. Delivery of infrastructure projects may require cross funding.	2009-2016	£££ Dependant on viability and timing of the Leisure Plateau or alternative scheme in blocks C2 & C3	😊😊😊😊😊 Achieving the link between the High Street and Merry Hill is a pre-requisite for retail expansion		
PT8, PT9 & PT12 (part) Pedestrian bridge link across the canal	Westfield / Developer led	None required – in ownership of British	The first sections of new canal side routes, part of PT12 and a pedestrian bridge link across the	Private funding with public sector	2009-2016	£££ Dependant on viability of Daniels Wharf or	😊😊😊 In current market conditions it is unlikely the project		

		Waterways and one private landowner	canal to be delivered as part of the 'Daniels Wharf' development in Block BR16D and BR15G. British Waterways to be involved in facilitating the bridge link across the canal. Two planning permissions have been granted for this development and the developer is exploring further reconfiguring of the scheme. Block BR15D also to contribute to PT9.	intervention to address the funding gap as part of the 'Daniels Wharf' scheme.		alternative scheme in blocks BR16D and BR15G and development of Block BR15D	will be bought forward quickly. Continued liaison with Westfield & AWM required
PT5 (part), PT21, PT22 PT24 (part) Round Oak Place (part)	Westfield / Developer led	None required – in one private ownership	The first section of the grid of streets and Round Oak Place will emerge as part of the development of Blocks W2 and W3. PT24 will be required to safeguard the rapid transit route and make provision for bus priority and interchange.	Private sector funded	2009-2016	££££ Subject to viability of development at Blocks W2 and W3	☺ ☺ ☺ ☺ Subject to market demand for Blocks W2 and W3
Round Oak Place (part)	Westfield / Developer led	None required – in one private ownership	The remainder of Round Oak Place will be provided within the first part of the development of Block W5	Private sector funded	2011-2016	££££ Subject to viability of development at Block W5	☺ ☺ ☺ ☺ Subject to market demand for Block W5

PT14 (north of Level Street)	Westfield / Developer led	None required – in one private ownership	To be provided alongside the development of Block W1	Private sector funded	2009-2016	££££ Subject to viability of development at Block W1 & R6	☺ ☺ ☺ ☺ Subject to market demand for Block W1 & R6
PT24 (remainder)	Westfield / Developer led	None required – in one private ownership	To be provided alongside the development of Block W1. PT24 will be required to safeguard the rapid transit route and make provision for bus priority and interchange.	Private sector funded	2009-2016	££££ Subject to viability of development at Block W1	☺ ☺ ☺ ☺ Subject to market demand for Block W1
Wildlife habitat in Block P1 and P4	Westfield / Developer led	None required – in one private ownership	Improve and create the Wildlife Corridor fronting the Pedmore Road as part of the development scheme	Private sector funded	2009-2016	££££ On-site solution & appropriate landscaping will reduce need for maintenance	☺ ☺ ☺ ☺ Subject to viability of overall scheme on Block P1 & P4
Wildlife habitat in Block BR13A and BR13B	Developer led	Land assembly required	Improve the Wildlife Corridor	Private sector funded	2009-2016	££££ On-site solution & appropriate	☺ ☺ ☺ ☺ Subject to viability of overall

Wildlife habitat in Blocks C2, C3, BR15D, BR15G and BR16D	Westfield / Developer led	None required – in one private ownership	Whilst no additional contributions can be sought on existing planning permissions any new applications should pursue opportunities for improvement of the SLINC and Wildlife Corridor. Off-site contributions may also be required to deliver this.	Private sector funded	2009-2016	landscaping will reduce need for maintenance	scheme on Block BR13A & BR13B
						££££ Maximising on-site solutions will reduce need for off-site S106 although there will be ongoing maintenance issues.	☺ ☺ ☺ Can only be delivered through a new planning application on these sites.
Wildlife habitat in Block W1	Westfield / Developer led	None required – in one private ownership	Wildlife habitat present on site and will require mitigation in any planning application.	Private sector funded	2009-2016	£££ Subject to viability of overall scheme on Block W1	☺ ☺ ☺ Levels on site will require a creative development scheme and proposal

Wildlife habitat in Block W5	Westfield / Developer led	None required – in one private ownership	Improve and create the Wildlife Corridor fronting the Pedmore Road and PT5 as part of the development scheme	Private sector funded	2009-2016	££££ Maximising on-site solutions will reduce need for off-site S106 although there will be ongoing maintenance issues.	for the Wildlife Corridor ☺ ☺ ☺ ☺ Low risk alongside delivery of Block W5
PT20 PT16 (part) PT1 – Corner treatment to PT17	Westfield / Developer led	None required – in one private ownership	Access and treatments to be delivered as part of the development scheme on Block P1	Private sector funded	2009-2016	£££ Proposals themselves not onerous but dependent on viability of block of P1	☺ ☺ ☺ ☺ Low risk alongside delivery of Block P1

PT10 (part)	Developer led	Land assembly required	To be provided alongside Block BR13C and BR13B.	If the Stourbridge College scheme is implemented public sector support may be needed. If alternative uses are delivered this infrastructure can be private sector funded	2009-2016	£££ Public sector intervention may be needed assist with land assembly	☹ ☹ ☹ May be affected by timely provision of other sections of PT10
PT12 (part)	Developer led	Land assembly required	To be provided alongside Block BR15F.	Public sector intervention is likely to be required to assist with land assembly. Dudley Council and AWM to explore the opportunities.	2009-2016	£££ Public sector intervention needed assist with land assembly	☹ ☹ ☹ May be affected by timely provision of other sections of PT12
Multi-deck car park in BR12	Dudley Council	Land assembly may be required – in one private ownership	The land is currently owned by Westfield and used as surface level car parking for the adjacent Asda store. Delivering a multi-deck car park would enable the rationalisation of other Dudley Council owned surface	Funding has been secured to undertake a feasibility study to investigate the business case and	2009-2016	££ Planning obligations and possible public	☹ ☹ ☹ Dependant on viability of surrounding development,

Transport Infrastructure Improvements	Dudley Council/ Centro/ Developer led	Dudley Council/ as per each block	Physical improvements to infrastructure required to support enhanced public transport network. Details of each intervention to be clarified.	Private sector funded.	2009-2016	£££	sector intervention needed to fund delivery	particularly in Blocks BR20 and BR9 for provision of planning gain and therefore sensitive to market conditions
car parks in the High Street area. The new car park would serve the High Street and it is envisaged that private developments in this area would be required to contribute to this development and provide lower levels of new parking on site within their proposals.	funding models for a Multi-Decked Car Park. When the study is completed, it is envisaged that private sector support will be secured to implement the Multi-Decked Car Park; however, it may be necessary to approach AWM to complete the funding package. It is anticipated that the development of the Car Park will cost circa. £2m.							

						Dependant on viability of each block	Dependant on risks of each block
Secondary thoroughfares & spaces	Developer led	As per each block	Secondary routes and smaller public spaces to be provided where appropriate within and between development blocks	Private sector funded	2009-2016	£££ Dependant on viability of each block	☺ ☺ ☺ Dependant on risks of each block
Affordable housing	Developer led	As per each block	Contributions to affordable housing required in line with the Black Country Core Strategy	Private sector funded	2009-2016	£££ Dependant on viability of each block	☺ ☺ ☺ Dependant on risks of each block

Table 14

1.3 Stage 3: 2011-2016

Compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth and significant private sector investment

Project	Lead Authority	Land Assembly	Deliverability	Funding	Timescale	Viability	Risk
Development Blocks							
Blocks C4, C5, R5 and R6	Westfield / Developer led	None required – in one private ownership	Subject to compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth	Private sector funded	2011-2016	££££££ Developer committed to project	😊😊😊😊😊😊 Low risk but sensitive to market conditions
Block BR1	Developer led	Partial land assembly may be required depending on final scheme and retail operator	Site owners have been actively supportive of delivering a scheme on this site, driven by new convenience retail.	Private sector funded	2011-2016	££££££ Developer committed to project	😊😊😊😊😊😊 Low risk but sensitive to market conditions

Block R4	Westfield / Developer led	None required – in one private ownership	Subject to compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth.	Private sector funded	2011-2016	££££££ Developer committed to project	😊😊😊😊😊😊 Low risk but sensitive to market conditions
Infrastructure Projects							
Merry Hill Place (remainder)	Westfield / Developer led	None required – in one private ownership	To be provided alongside the retail expansion of Merry Hill.	Private sector funded	2011-2016	££££££ Developer committed to retail expansion	😊😊😊😊😊😊 Low risk alongside retail expansion
Brierley Place	Westfield / Developer led	Partial land assembly may be required depending on the exact configuration of Brierley Place	To be provided alongside the retail expansion of Merry Hill and the provision of PT7 'Central Avenue'. The space should have the flexibility to accommodate rapid transit.	Private sector contribution of land. Public sector intervention to fund works. Costings have been produced.	2011-2016	££££££ Developer committed to retail expansion	😊😊😊😊😊😊 Low risk alongside retail expansion
Level Street Square	Westfield / Developer led	None required – in one private ownership	To be provided alongside the retail expansion of Merry Hill.	Private sector funded	2011-2016	££££££	😊😊😊😊😊😊

							Developer committed to retail expansion	Low risk alongside retail expansion
PT7 'Central Avenue'	Westfield / Developer led	Land assembly required	To be provided alongside the retail expansion of Merry Hill. Flexibility will be needed to accommodate rapid transit and its terminus.	Private sector funded	2011-2016	££££££	Developer committed to retail expansion	Low risk alongside retail expansion
PT13	Westfield / Developer led	None required – in one private ownership	To be provided alongside the retail expansion of Merry Hill and the provision of Level Street Square.	Private sector funded	2011-2016	££££££	Developer committed to retail expansion	Low risk alongside retail expansion
PT8	Westfield / Developer led	None required – in ownership of British Waterways and one private landowner	Remaining sections of new canal-side routes to be provided alongside the retail expansion of Merry Hill	Private sector funded	2011-2016	££££££	Developer committed to retail expansion	Low risk alongside retail expansion
PT10 (part)	Developer led	None required – in one private landowner	To be provided alongside the retail expansion of Merry Hill or alternatively may be delivered earlier within the redevelopment	Private sector funded.	2011-2016	££££££		

			of Block C2 as part of the leisure plateau proposals. A commercial agreement will be needed with British Waterways to secure rights for the crossing.				Developer committed to retail expansion	Low risk alongside retail expansion
PT14 (south of Level Street)	Westfield / Developer led	None required – in one private ownership	To be provided alongside the retail expansion of Merry Hill and the development of Block R6	Private sector funded	2011-2016	££££££	Developer committed to retail expansion	Low risk alongside retail expansion
PT12 (part)	Westfield/ Developer led	None required – in one private ownership	To be delivered alongside blocks R4 and R5 to support access into the expanded Merry Hill.	Private sector funded	2011-2016	££££££	Developer committed to retail expansion	Low risk alongside retail expansion
Wildlife habitat	Westfield/ Developer led	None required – in one private ownership	Creation of wildlife habitat in Wildlife Corridor alongside Blocks C4, C5, R5 and R6.	Private sector funded	2011-2016	££££££	Developer committed to retail expansion	Low risk alongside retail expansion
Secondary routes & spaces	Developer led	As per each block	Secondary routes and smaller public spaces to be provided where appropriate within and between development blocks	Private sector funded	2011-2016	££££££		

					Developer committed to retail expansion	Low risk alongside retail expansion
Merry Hill Bus Station Enhancement	Centro/ Westfield/ Dudley Council	None required – in one private ownership	To be delivered alongside the first phase retail expansion of Brierley Hill.	The public transport strategy is expected to be funded by a mix of public and private sector funding.	££££££ Developer committed to retail expansion	😊😊😊😊😊😊 Low risk alongside retail expansion
'Advance Works' Public Transport Improvements	Centro/ Dudley Council/ Bus Operators	Highway measures for bus priority may be needed.	Recognising the timescales required to deliver a rapid transit system and in order to accommodate an early start to retail development in Merry Hill (in line with Black Country Core Strategy CEN3), a number of public transport measures have been identified which, as highlighted in the AAP Public Transport Strategy, subject to funding and to further feasibility studies, will provide a public transport system with the necessary attractiveness and quality elements to meet the immediate requirements of Black Country Core Strategy policy CEN3, enabling regeneration to take place and development to proceed in accordance with the Implementation Plan.	The public transport strategy is expected to be funded by a mix of public and private sector funding.	££££££ Centro & bus operator support for improvement	😊😊😊😊😊😊 Public & private sector support

Midland Metro or alternative rapid transit	Centro	Land assembly required and CPO powers granted	The Metro Phase 1 Extension (Wednesbury to Brierley Hill) gained statutory powers in March 2005. Centro are actively pursuing delivery options	Public and private sector funded. Westfield has made a commitment of £36.5 million towards the delivery of Midland Metro to Brierley Hill.	2009-2016	£££ Funding not yet secure but Centro are actively pursuing this	😊😊😊😊😊 Low risk providing government funding can be secured.
--	--------	---	--	--	-----------	--	---

Table 15

This is the critical stage of development which will establish the basis for delivery of the complete vision. It needs to achieve the critical mass of development that generates the quality and development profit to:

- 1. Deliver the most important of the public realm investments
- 2. Carry the significant cost of new multi-deck car parking
- 3. Achieve a significant step change in terms of image and investor confidence to achieve the momentum to carry through Stage 3.

The outputs of the second and third stage of development up to 2016 are expected to be, broadly, as follows:

Residential			Equivalent to approximately 2292 dwellings
Offices	194,847 m ²		2945 at 1 job per 19m ²
A1 Retail	55,965 m ²		4038 at 1 job per 18m ²
A2 – A5	72,677 m ²		
C1	15,759 m ²		
D1	9778 m ²		
	17,031 m ²		284 at 1 job per 60m ²

D2

35,065 m²

584 at 1 job per 60m²
Approx Total **7851 Jobs**

1.4 Stage 4: 2016-2021

Significant private sector investment building upon the pace of change established in Stage 2

Project	Lead Authority	Land Assembly	Deliverability	Funding	Timescale	Viability	Risk
Development Blocks							
Block BR15C	Developer led	None required - In one private ownership	The landowner has recently invested in the industrial use of this land. An alternative site would need to be found and possible public sector intervention required.	Private sector funded. Public sector intervention may be required to release this site and assist with relocation	2016-2021	£££ New use will create an uplift in value but need for relocation may affect viability	☹ ☹ ☹ There is a risk that a suitable alternative site cannot be found or that the new use would not generate sufficient value to finance relocation
Block BR16A, BR16B BR16C	Dudley Council / Developer led	Land assembly required	These blocks are privately owned. Block BR16A contains shops and the West Midland Accident Repair Centre. ATS Euromaster occupies the western half of block BR16B with the remainder being vacant land on the site of the former Old Bush Public House which has outline planning permission for A3 use. BR16C is occupied by a furniture retailer and the	Private sector funded. Public sector intervention may be required to support land assembly	2016-2021	£££ New and more intensive use will create an uplift in value but need for land assembly may affect viability	☹ ☹ Substantial land assembly required and relocation/re-provision for existing businesses

Blocks C2, C3, R3 and R10	Westfield / Developer led	None required	Swallows Rise Business Park. One of the occupiers in BR16C has expressed a preference to remain operating on-site.	Private sector funded.	2016-2021	£££££ Developer committed to project but delivery dependant on provision of multi-storey car parking.	😊😊😊😊😊 Low risk alongside retail expansion.
Block BR13D and BR13E	Developer led	None required	This site is owned and occupied by Van Leeuwen Wheeler, an industrial land user who has been on the site for over 30 years. The Company have expressed a desire to keep a local base but recognise that their current premises are quite	Private sector funded.	2016-2021	£££ Support for change but dependant on viability of relocating business and possible	😊😊😊 There is a danger that a suitable alternative site cannot be found or that new uses would not generate sufficient value to

			old and they would consider selling the site for redevelopment in order to finance the relocation of the business.				remediation of land for alternative use	finance the relocation of the business
Block CW1	Developer led	None required – in one private ownership	This site is owned and occupied by Link 51. The landowner is supportive of allocation for redevelopment within the Area Action Plan.	Private sector funded	2016-2021	££££ Subject to market demand, any relocation and remediation costs	☺ ☺ ☺ ☺ Support from landowner, subject to market demand	
Block W4	Westfield / Developer led	Partial land assembly required	This site largely consists of surface level car parking. There are significant changes in levels between this site, Merry Hill and the Waterfront. The slope to the north of this site is important for nature conservation and migration of species in Brierley Hill.	Private sector funded	2016-2021	££££ Subject to market demand, incorporation of parking and response to level changes	☺ ☺ ☺ ☺ Subject to market demand and pre-lets	
Block W5	Westfield / Developer led	None required – in one private ownership	Consisting of surface level car parking and vacant land this block is in one ownership and available for redevelopment subject to provision of alternative car	Private sector funded	2016-2021	££££ Subject to market demand, incorporation	☺ ☺ ☺ ☺ Subject to market demand and pre-lets	

				parking to service to the Waterfront and meet the requirements of the new development. This might be achieved with temporary parking or decked parking within the development blocks or provision of new high capacity, multi-deck car parks. Immediately adjacent to the north east boundary of the development block is an electricity pylon, the cables for which extend over the northern tip of this block.				of parking and addressing constraints from the electricity pylon	
Block WW1, WW2 and WW3	Westfield / Developer led	None required	Owned by Westfield, there are a variety of land uses and companies occupying the site. Redevelopment for more intensive use may be constrained by existing leases and provision of suitable car parking.	Private sector funded	2016-2021	££££ Subject to market demand	☺ ☺ ☺ Existing leases & occupiers may constrain change		
Block W7	Developer led	None required	This brownfield site is currently vacant and available for redevelopment. The preferred use as park and ride is dependant upon delivery of rapid transit and specifically a stop at Station Square which currently is not included in the Midland Metro Transport and Works Act	The preferred use as park and ride would be public sector funded in conjunction with Centro. An alternative use would be private sector funded.	2016-2021	££ A new access needs to be created which will require public intervention if the preferred use is to be	☺ ☺ Existing landowner has not engaged with the plans. An opportunity to create a suitable & viable access may not come forward.		

Block W8	Developer led	None required	<p>powers and would have to be delivered by the private sector. A different use could be delivered subject to a new access being provided to the site either via PT23 or an alternative. The site is likely to be constrained by ground contamination from previous uses and proximity to the Pensnett Canal.</p>	Private sector funded.	2016-2021	<p>delivered or private funding</p>	<p>Existing landowner has not engaged with the plans. An opportunity to create a suitable & viable access may not come forward.</p>
			<p>This brownfield site is currently vacant and available for redevelopment. Implementation of rapid transit is likely to increase the market attractiveness of this site for development, particularly if a stop at Station Square is provided. However, that stop is not included in the Transport and Works Act powers and would have to be delivered by the private sector. A new access needs to be provided to the site either via PT23 or an alternative. The site is likely to be constrained by ground contamination from previous uses and proximity to the Pensnett Canal.</p>			<p>££</p> <p>A new access needs to be created which will require public intervention if the preferred use on Block W7 is to be delivered or private funding</p>	<p>☺ ☺</p> <p>Existing landowner has not engaged with the plans. An opportunity to create a suitable & viable access may not come forward.</p>

Block W10	Developer led	Land assembly required	The industrial unit on the southern part of this site is occupied by Firststeel Strip Mill Products Ltd and the northern half of the site is occupied by SSE Pipefittings Ltd. Landowners have mixed support & objections to AAP.	Private sector funded	2016-2021	£££ Dependant on relocation and any remediation costs	☹ ☹ ☹ Agreement needed between land owners or CPO may be required
Block W11	Developer led	Partial land assembly may be required	The main landowner in the north of the block has been informally engaged in the AAP and is supportive of long term change. The landowner to the south is subject to compulsory purchase granted in the Transport & Works Act Powers for Metro.	Private sector funded	2016-2021	£££ Dependant on relocation and any remediation costs	☹ ☹ ☹ Use of CPO needed to secure part of site
Infrastructure Projects							
PT5 (remainder)	Westfield / Developer led	None required	The remainder of this PT to be provided alongside Block W5 to ensure adequate vehicular and pedestrian connections between the Waterfront and Pedmore Road. This has primarily been provided through the recently completed Brierley Hill Sustainable Access Network.	Private sector funded.	2016-2021	££££ Subject to viability of Block W5	☺ ☺ ☺ ☺ Subject to delivery of Block W5

PT10 (remainder)	Developer led	None required.	To be provided alongside development of block BR13E and CW1.	Private sector funded	2016-2021	£££ Change in levels needs addressing. Dependant on viability of BR13E	☺ ☺ ☺ Dependant on delivery of BR13E
PT12 (remainder)	Developer led	Land assembly required	Contributions will be required from blocks BR16A, BR16B, BR16C and BR15C. Public sector intervention may be necessary to secure this infrastructure in a coordinated way rather than fragmented physical contributions from each block.	Private sector funded. Public sector intervention may be required dependant on viability of development blocks.	2016-2021	£££ Dependant on viability of development blocks	☺ ☺ ☺ Dependant on delivery of all blocks BR16A, BR16B, BR16C & BR15C
PT16 (remainder)	Westfield / Developer led	None required – in one private ownership	Subject to long term potential retail expansion and development of Block R10.	Private sector funded	2016-2021	£££££ Support for expansion but delivery dependant on retail allowances	☺ ☺ ☺ ☺ ☺ Subject to retail allowances

PT17 & Merry Hill Bus Station	Westfield	None required – in one private ownership	On the basis of Merry Hill Bus Station continuing in its present location PT17 will provide more efficient bus access from the Pedmore Road. Delivery is dependant on the overall public transport strategy and its implications for the location of a bus station.	Private sector funded. Public sector intervention and agreements may be required with Centro and bus operators.	2016-2021	££££££ Support for expansion but delivery dependant on retail allowances & leisure expansion at Merry Hill	😊😊😊😊😊😊 Subject to expansion at Merry Hill
PT23	Dudley Council / Developer led	Land assembly required	This new infrastructure will be expensive, particularly the canal bridge. A commercial agreement will be needed with British Waterways to secure rights for the crossing. The bridge may be provided for the rapid transit route making this more affordable but substantial contributions would still be required. Land to the west of the canal is owned by Westfield and land to the east is in private ownership by locally operating firms.	Private sector funded. Public sector funding may be extracted, for example, from growth points sources to facilitate the delivery of blocks W7 and W8.	2016-2021	££ PT23 will be costly but necessary for rapid transit & wider development so funding expected to be forthcoming	😊😊😊😊😊😊 Dependant on funding for metro & viability of qualifying blocks to contribute to provision
PT25	Westfield / Developer led	None required – in one private ownership	To be provided alongside the intensification of Waterfront West in Blocks WW1, WW2 and WW3	Private sector funded	2016-2021	££££££	😊😊😊😊😊😊

PT26	Westfield / Developer led	None required – in one private ownership	To be provided alongside the intensification of Waterfront West in Blocks WW2 and WW3	Private sector funded	2016-2021	Subject to viability of the Waterfront expansion ££££ Subject to viability of the Waterfront expansion	Subject to market demand for the Waterfront expansion 😊😊😊😊😊😊 Subject to market demand for the Waterfront expansion
PT27	Westfield / Developer led	None required – in one private ownership	To be provided alongside the intensification of Waterfront West in Blocks WW1 and WW2	Private sector funded	2016-2021	Subject to viability of the Waterfront expansion ££££ Subject to viability of the Waterfront expansion	Subject to market demand for the Waterfront expansion 😊😊😊😊😊😊 Subject to market demand for the Waterfront expansion
Rapid transit stop at Station Square	Centro / Dudley Council / Developer led	In one private ownership – to be purchased by Centro	This is a provisional stop. Centro has no powers to build this stop as part of the Transport and Works Act Order, however, basic infrastructure would be provided. It would then be up to a developer to put forward a case for a stop at this location and then provide the necessary shelter, platforms, signage etc as part of a wider development.	Private sector funded. Public sector intervention may be required dependant on viability of development blocks.	2016-2021	£££ Dependant on viability of contributing blocks W7, W8, W10 & W11	😊😊😊😊😊😊 Needs delivery of rapid transit & blocks to justify provision

Station Square	Centro / Dudley Council / Developer led	In one private ownership – to be purchased by Centro	This square would be delivered alongside a rapid transit stop and Block W8. This is the only stop not yet to have been given approval under the Transport and Works Act orders.	Private sector funded.	2016-2021	£££ Dependant on viability of contributing blocks W7, W8, W10 & W11	☺ ☺ ☺ Needs delivery of rapid transit & blocks to justify provision
Round Oak Place (remainder)	Westfield / Developer led	Partial land assembly required	The remainder of Round Oak Place will be provided within the first part of the development of Block W5	Private sector funded	2016-2021	££££ Subject to viability of development at Block W5	☺ ☺ ☺ ☺ Subject to market demand for Block W5
Wildlife habitat	Westfield/ Developer led	None required	Improvements to the SLINC and Wildlife Corridor required from Blocks C2, C3, R3 and R10.	Private sector funded	2016-2021	£££££ Developer committed to project	☺ ☺ ☺ ☺ ☺ Low risk alongside development
Wildlife habitat	Developer led	None required	Improvements to the SLINC and Wildlife Corridor required from Blocks BR13D, BR13E, W4, W5, W7, W8, W10, W11 and CW1	Private sector funded	2016-2021	££££ On-site provision but dependant of delivery of blocks	☺ ☺ ☺ ☺ Dependant on delivery of each block

Transport Infrastructure Improvements	Dudley Council/ Centro/ Developer led	Dudley Council/ as per each block	Physical improvements to infrastructure required to support enhanced public transport network. Details of each intervention to be clarified.	Private sector funded	2016-2021	£££ Dependant on viability of each block	☺ ☺ ☺ Dependant on risks of each block
Secondary thoroughfares & spaces	Developer led	As per each block	Secondary routes and smaller public spaces to be provided where appropriate within and between development blocks	Private sector funded	2016-2021	£££ Dependant on viability of each block	☺ ☺ ☺ Dependant on risks of each block
Affordable housing	Developer led	As per each block	Contributions to affordable housing required in line with the Black Country Core Strategy	Private sector funded	2016-2021	£££ Dependant on viability of each block	☺ ☺ ☺ Dependant on risks of each block

Table 16

The outputs of this fourth stage of development are expected to be, broadly, as follows:

Residential	53,784 m ²	Equivalent to approximately 633 dwellings
Office	129,960 m ²	6840 at 1 job per 19m ²
Retail (potential capacity) ⁽²⁾	30,000 m ²	1667 at 1 job per 18m ²
Retail (A2-A5)	4,664 m ²	

- 2 This relates to the additional comparison retail phase 2 (2021-2026) figures in Policy 66 'Phasing of Comparison Retail Allocations'. Please note that Policy 24 'Development Opportunity Block R10' identifies capacity for an additional 40,000m² A1 retail should a need be identified for it over the long term. As this does not constitute a formal allocation and there is no identified need for it at this time, this capacity figure is not included within the output figures above.

D1

2536 m²

42 at 1 job per 60m²
Approx Total **8,549 Jobs**

1.5 Stage 5: 2021-2026

Long term opportunities for further development and regeneration building on the success of the well established, integrated and sustainable Town Centre

Project	Lead Authority	Land Assembly	Deliverability	Funding	Timescale	Viability	Risk
Development Blocks							
Block H1, H2 and H4	Developer led	None required – in one private ownership	Site owner and site occupier engaged and supportive of allocation for 2013 onwards. Previous uses are likely to have contaminated parts of the site.	Private sector funded.	2021-2026	£££ Dependant on costs of clearing existing use	😊😊😊😊 Subject to viability & market demand
Block H3	Developer led	Two land owners – partial assembly required	Site owners have indicated willingness for long term flexibility. Presence of an electricity sub-station would require addressing. Previous uses are likely to have contaminated parts of the site.	Private sector funded.	2021-2026	£££ Dependant on costs of clearing existing uses	😊😊😊😊 Subject to viability & market demand
Block H7	Developer led	Land assembly required	There are a number of land owners. The most significant land owner has informally said that relocation and a future change of use could be acceptable subject to economic circumstances. Previous uses are likely to have contaminated parts of the site.	Private sector funded.	2021-2026	£££ Dependant on costs of clearing existing uses	😊😊 Land assembly required & relocation/

									reprovision for business
Infrastructure Projects									
Wildlife habitat in Blocks H1, H2, H3, H4 and H7	Developer led	Land assembly required	Development along the route of the Wildlife Corridor will be required to improve and deliver the Wildlife Corridor through both on and off site mechanisms as appropriate.	Private sector funded.	2021-2026	£££ Dependant on viability of development blocks	☺ ☺ ☺ Dependant on input from all blocks		
PT28	Developer led	Existing highway	Existing thoroughfare requiring improvement, particularly to connection under the railway line. Block H7 will be required to address that connection.	Private sector funded.	2021-2026	£££ Dependant on viability of development blocks	☺ ☺ ☺ Dependant on delivery of Block H7		
PT29	Developer led	Land assembly required	To be provided alongside development of Blocks H3 and H4.	Private sector funded.	2021-2026	£££ Dependant on viability of development blocks	☺ ☺ ☺ ☺ Dependant on delivery of Blocks H3 & H4		

PT30	Developer led	None required – in one private ownership	To be provided alongside development of Blocks H1, H2 and H4.	Private sector funded.	2021-2026	£££ Dependant on viability of development blocks	😊😊😊😊 Dependant on delivery of Blocks H2, H3 & H4
Transport Infrastructure Improvements	Dudley Council/ Centro/ Developer led	Dudley Council/ as per each block	Physical improvements to infrastructure required to support enhanced public transport network. Details of each intervention to be clarified.	Private sector funded	2021-2026	£££ Dependant on viability of each block	😊😊😊😊 Dependant on risks of each block
Secondary thoroughfares and spaces	Developer led	As per each block	Secondary routes and smaller public spaces to be provided where appropriate within and between development blocks	Private sector funded	2021-2026	£££ Dependant on viability of each block	😊😊😊😊 Dependant on risks of each block
Affordable housing	Developer led	As per each block	Contributions to affordable housing required in line with the Black Country Core Strategy	Private sector funded	2021-2026	£££ Dependant on viability of each block	😊😊😊😊 Dependant on risks of each block

Table 17

The outputs of this last phase of development are expected to be, broadly, as follows:

Residential	20,400 m ²	Equivalent to approximately 240 dwellings
Office	34085 m ²	1794 at 1 job per 19m ²
		Approx Total 1794 Jobs

Total Strategy Outputs 2009 - 2026

The Area Action Plan strategy estimates that the following outputs of development would be delivered over the life of the plan:

Residential	274,765 m ²	Equivalent to approximately 3233 dwellings
Offices	220,010 m ²	11,579 at 1 job per 19m ²
A1 Retail	102,677 m ²	5,704 at 1 job per 18m ²
A2 – A5	21,169 m ²	
C1	9,778 m ²	
D1	47,653 m ²	794 at 1 job per 60m ²
D2	35,065 m ²	584 at 1 job per 60m ²
		Approx Total 18,661 Jobs

Appendix 2 Summary of Development Outputs & Infrastructure Requirements in Brierley Hill Town Centre 2009-2026

The summary of development outputs and infrastructure requirements presented overleaf proposes the packaging of certain infrastructure with particular Development Opportunity Blocks. This will provide clarity to the developer on what specific on-site and off-site works are required to accompany the delivery of each development, complementing the generic requirements as set out in Dudley Council's Planning Obligations Supplementary Planning Document.

The summary is divided into 5 stages:

- **Stage 1 2009 - 2011:** Initial 'front-loaded' investment driven largely by public sector interventions prior to adoption of the Area Action Plan.
- **Stage 2 2009 - 2016:** Second stage of public and private sector investment not dependant on compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth.
- **Stage 3 2011-2016:** Compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth and significant private sector investment.
- **Stage 4 2016 - 2021:** Significant private sector investment building upon the pace of change established in Stage 2.
- **Stage 5 2021 - 2026:** Long term opportunities for further development and regeneration building on the success of the well established, integrated and sustainable Town Centre.

This summary is intended to be read alongside the Securing Infrastructure & Planning Obligations policy and Appendix 1 of this Area Action Plan, and Dudley Council's [Planning Obligations Supplementary Planning Document](#). Details about public transport interventions are given separately in Appendix 3.

2.1 Stage 1: 2009-2011

Initial ‘front-loaded’ investment driven largely by public sector interventions prior to adoption of the Area Action Plan

Development Block	Status	Infrastructure Project	Status
Block BR13C and BR14 (Stourbridge College First Phase)	Planning application approved subject to S106 in February 2009. Completion on-site sought for September 2011 subject to funding.	Wildlife Corridor	Project results in loss of wildlife habitat. Compensation being delivered through enhancement of SLINC and Wildlife Corridor
Block H11 (‘Bodykraft’ site, Harts Hill)	Planning application submitted for change of use.	Wildlife Corridor	SLINC & Wildlife Corridor require enhancement

Table 18

Other Infrastructure Project	Status
PT4, PT5, PT11 (Brierley Hill Sustainable Access Network)	Completed and open November 2008
High Street Public Realm Works (High Street Improvements, Southern Gateway, Link Space & Northern Gateway)	Outline funding application endorsed by AWM in January 2008 and bid was being progressed for submission in 2009.

Table 19

Please note that some of the infrastructure projects in this phase are not linked to the development blocks. This is because the developments and projects have been progressed prior to the adoption of the Area Action Plan.

2.2 Stage 2: 2009-2016

Second stage of public and private sector investment not dependent on compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth

Development Block	Status	Infrastructure	Status
Block BR2A (west of the High Street)	Occupied by the Brierley Hill Health Centre which will relocate to the Health and Social Care Centre once open in 2010. This site will then become available for redevelopment.	General requirements apply	No direct impact on major infrastructure. General requirements towards planning obligations in Brierley Hill Town Centre apply.
Block BR2B (at the northern tip of the High Street on its western side)	Contains privately owned industrial uses, shops & offices. Potential for redevelopment to form a northern gateway to High Street.	General requirements apply	No direct impact on major infrastructure. General requirements towards planning obligations in Brierley Hill Town Centre apply.
Block BR9 ('island' site north of High Street framed by the BH SAN and Level Street)	Currently in mix of public and private ownership. Informal proposal been made for office development here. Essential that no development takes place until car park space re-provided.	Multi-deck car park	Contribution required to compensate for the loss of car parking essential to the function of the Local Shopping Area.

Development Block	Status	Infrastructure	Status
Block BR10 (subsequent phase of Stourbridge College)	Possible future expansion space for the College or a related use. Need to relocate existing Dudley Council services. Investment in-principle secured from the Learning and Skills Council.	General requirements apply	Development will have to adequately address PT7 and Brierley Place. General requirements towards planning obligations in Brierley Hill Town Centre apply.
Block BR20 (north-eastern gateway onto High Street)	Currently in mixed ownerships but AWM have started purchasing properties to facilitate a private sector scheme once land assembly constraints are overcome	General requirements apply	No direct impact on major infrastructure. General requirements towards planning obligations in Brierley Hill Town Centre apply.
Block BR11 (adjacent Brierley Place)	Currently used as parking but re-provision of spaces in the multi-deck car park will allow for redevelopment and better use of this area.	Multi-deck car park Brierley Place	Contribution required to compensate for the loss of car parking essential to the function of the Local Shopping Area. Development will be required to address Brierley Place.
Block BR12 (Asda car park in Lower Brierley)	Feasibility study undertaken on deliverability & funding models for a Multi-Decked Car Park.	Multi-deck car park	Block itself forms part of the essential infrastructure to be delivered within the Town Centre.

Appendix 2 Summary of Development Outputs & Infrastructure Requirements in Brierley Hill Town Centre 2009-2026

Development Block	Status	Infrastructure	Status
Block BR15A (Fat Yue Temple on Cottage Street)	Privately owned and occupied by the temple. Significant site in heart of town but redevelopment would necessitate relocation of the temple. Temple has not yet engaged in the AAP.	General requirements apply	Development will have to adequately address PT7. General requirements towards planning obligations in Brierley Hill Town Centre apply.
Block BR15F (industrial area in Lower Brierley)	In multiple private ownerships & occupied by industrial units. Public sector intervention likely to be needed for land assembly. Dudley Council & AWM to explore the opportunities.	PT12 (part)	PT12 (part) to be provided alongside Block BR15F.
Block BR15D (former Brier School site)	The site is currently vacant and available for redevelopment but will need to address Merry Hill Place, PT7 and any public transport improvements.	PT9 Wildlife Network (SLINC & Wildlife Corridor)	Canal-side primary thoroughfare to be provided alongside compensation & mitigation for the wildlife habitat
Block BR16D and BR15G "Daniels Wharf"	The site has already gained planning permission but there is a £2m funding gap. AWM is keen to support the delivery of employment activity on the site and medium term	PT8, PT9 & PT12 (part) Pedestrian bridge link across canal Wildlife Network (SLINC & Wildlife Corridor)	The first sections of new canal-side routes, part of PT12, a pedestrian bridge link across the canal and improvements to the

Development Block	Status	Infrastructure	Status
	interventions are included in an endorsed outline funding application.		SLINC and Wildlife Corridor to be delivered as part of 'Daniels Wharf'. Two permissions been granted and the developer is exploring further reconfiguring the scheme to address the funding gap.
Block C2 and C3 "The Leisure Plateau"	Outline permission granted in 2006. Likely to be pursued further in conjunction with the retail expansion.	PT7 (part) Merry Hill Place Wildlife Network (SLINC & Wildlife Corridor)	Outline permission granted for pedestrian link incorporating Merry Hill Place as part of the 'Leisure Plateau' scheme
Block P1 (Pedmore Road frontage)	Vacant site of former Robin Hood pub constrained by presence of electricity pylon	PT20, PT16 part, PT1 corner treatment Wildlife Network (Wildlife Corridor)	Access and treatments and on-site Wildlife Corridor to be delivered as part of the development scheme on Block P1
Block P4 (frontage to Pedmore Road north of Level Street)	Privately owned by Westfield, much of the site already vacant or soon to become vacant. Delivery of hotel subject to market demand & creation of supporting attractions	Wildlife Network (Wildlife Corridor)	On site provision of functional Wildlife Corridor connecting to wider network linking Fens Pools to Saltwells Local Nature Reserve

Appendix 2 Summary of Development Outputs & Infrastructure Requirements in Brierley Hill Town Centre 2009-2026

Development Block	Status	Infrastructure	Status
Block BR13A (retail warehousing in Canal Walk South)	Privately owned block containing one building of historic interest.	Wildlife Network (Wildlife Corridor)	Improvement to the existing Wildlife Corridor
Block BR13B (subsequent phase of Stourbridge College)	Possible future expansion space for the College or a related use. Need to relocate Poplars Health Centre. Investment in-principle secured from the LSC.	PT10 (part) Wildlife Network (Wildlife Corridor)	To be provided alongside the development of Block BR13C. Improvement to the existing Wildlife Corridor
Block BR13C (subsequent phase of Stourbridge College)	Possible future expansion space for the College or a related use.	PT10 (part) Wildlife Network (Wildlife Corridor)	To be provided alongside the development of Block BR13C. Improvement to the existing Wildlife Corridor
Block BS1 (BEST training centre)	Lease on the existing use to shortly expire which will enable redevelopment for a hotel.	General requirements apply	General requirements towards planning obligations in Brierley Hill Town Centre apply.
Block W1 (site of Oriental Pearl at Waterfront)	Privately owned by Westfield. Significant changes in levels to be overcome. Development dependant on rise in demand for office use.	PT14 (part) PT24 (part) Wildlife Network (Wildlife Corridor)	To be provided alongside the development of Block W1. PT24 will be required to safeguard the rapid transit route and make provision for bus priority and

Development Block	Status	Infrastructure	Status
			interchange. Mitigation & compensation required for any loss of the existing wildlife network
Block W2 & W3 (first phase Waterfront expansion)	Dependant on demand for offices and provision of alternative parking to replace the existing surface car park to service the Waterfront and meet the requirements of the new development.	PT21, PT22 PT24 (remainder), PT5 (part) Round Oak Place (part) Bus stop	The first section of the grid of streets and Round Oak Place to emerge with Blocks W2 & W3. PT24 will be required to safeguard the rapid transit route and make provision for bus priority and interchange.
Block W5 (part) (currently parking for Waterfront)	In Westfield's ownership. Available for development subject to provision of alternative car parking and increase in demand for offices.	Round Oak Place (remainder) Wildlife Network (Wildlife Corridor)	To be provided within the first part of the development of Block W5

Table 20

2.3 Stage 3: 2011-2016

Compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth and significant private sector investment

Development Block	Status	Infrastructure	Status
Blocks C4, C5, R5 and R6 (first phase retail expansion of Merry Hill)	Subject to compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth. Westfield geared up to start pre-application discussions in 2011.	Merry Hill Place (remainder) Level Street Square PT13, PT7 'Central Avenue', PT8, PT9 (part), PT10 (part), PT12 (part) & PT14 (part) Brierley Place Wildlife Network (SLINC & Wildlife Corridor) Bus stop enhancements	To be provided alongside the 1 st phase retail expansion of Merry Hill. Flexibility will be needed for rapid transit and its terminus. Some elements to be provided alongside the retail expansion of Merry Hill or earlier within the redevelopment of Block C2 as part of the leisure plateau proposals. PT12 (part) to be provided alongside Block C4.
Block BR1 (redevelopment of the Moor Centre)	Site owners pushing for earliest possible delivery.	General requirements apply	No direct impact on major infrastructure aside from Brierley Place. General requirements towards planning obligations and public realm in Brierley Hill Town Centre apply.

Development Block	Status	Infrastructure	Status
Block R4 (next phase Merry Hill expansion)	Subject to compliance with Black Country Core Strategy pre-conditions for additional comparison retail growth.	PT12 (part)	To be provided with blocks R4 & R5 to support access into expanded Merry Hill.

Table 21

Other Infrastructure	Status
'Advance Works' Public Transport Improvements	Recognising the timescales required to deliver a rapid transit system and in order to accommodate an early start to retail development in Merry Hill (in line with Black Country Core Strategy CEN3), a number of public transport measures have been identified which, as highlighted in the AAP Public Transport Strategy, subject to funding and to further feasibility studies, will provide a public transport system with the necessary attractiveness and quality elements to meet the immediate requirements of Black Country Core Strategy policy CEN3, enabling regeneration to take place and development to proceed in accordance with the Implementation Plan. The public transport strategy is expected to be funded by a mix of public and private sector funding.
Midland Metro or rapid transit	Gained statutory powers in March 2005. Centro are actively pursuing delivery options.

Table 22

2.4 Stage 4: 2016-2021

Significant private sector investment building upon the pace of change established in Stage 2

Development Block	Status	Infrastructure	Status
Block BR15C	One private landowner is engaged but supporting ongoing industrial use. Public sector intervention may be required if alternative premises cannot be found and the private sector fails to facilitate change.	Block BR15C	One private landowner is engaged but supporting ongoing industrial use. Public sector intervention may be required if alternative premises cannot be found and the private sector fails to facilitate change.
Block BR16A, BR16B BR16C (fronting Level St. in Lower Brierley)	These blocks are privately owned and in mixed ownerships. One of the occupiers has expressed a preference to remain operating on-site.	PT12 (part)	Contributions will be required from blocks BR16A, BR16B, BR16C and BR15C. Public sector intervention may be necessary to secure this infrastructure in a coordinated way.
Blocks C2, C3, R3 and R10 (at Merry Hill)	Sites are available for development & the developer is supportive of the plans but retail expansion is dependent on provision of multi-storey parking and the retail allowances in the Black Country Core Strategy.	PT16 (remainder) PT17 & Merry Hill Bus Station Wildlife Network (SLINC & Wildlife Corridor)	PT16 subject to long term potential retail expansion and development of Block R10. On the basis of Merry Hill Bus Station continuing in its present location PT17 will provide more efficient bus access from the Pedmore Road.

Development Block	Status	Infrastructure	Status
Block BR13D and BR13E (Van Leeuwen Wheeler)	Privately owned currently operational industrial site. Landowner has indicated willingness to move if alternative industrial premises can be found.	PT10 (part) Wildlife Network (SLINC & Wildlife Corridor)	Contributions would be required to the wildlife network. New development would also need to address PT10.
Block CW1	This site is owned and occupied by Link 51. The landowner is supportive of allocation for alternative uses.	PT10 (part) Wildlife Network (SLINC & Wildlife Corridor)	Contributions would be required to the wildlife network. New development would also need to address PT10. New development may affect existing PT8.
Block W4 (vacant car parking site at Waterfront)	There are significant level changes and the slope is important for nature conservation and migration of species in Brierley Hill.	Wildlife Network (Wildlife Corridor)	No specific requirements aside from Wildlife Corridor improvements although general contributions needed as applied to all blocks including mitigation for loss of part of the existing wildlife network.
Block W5 (vacant car parking site at Waterfront)	Available for redevelopment subject to provision of alternative car parking	Round Oak Place (remainder) PT5 (remainder) Wildlife Network (Wildlife Corridor)	Block to complete and address Round Oak Place and complete PT5, particularly to provide the pedestrian link from the Waterfront to Pedmore Road. Block also to create on-site Wildlife Corridor linking to wider network.

Appendix 2 Summary of Development Outputs & Infrastructure Requirements in Brierley Hill Town Centre 2009-2026

Development Block	Status	Infrastructure	Status
Block WW1, WW2 and WW3 (Waterfront West)	Owned by Westfield, there are a variety of land uses and companies occupying the site. Redevelopment for more intensive use may be constrained by existing leases and provision of suitable car parking.	PT25 PT26 PT27	To be provided alongside the intensification of Waterfront West in Blocks WW1, WW2 and WW3
Block W7 (vacant private site in Canal Walk North)	This brownfield site is currently vacant and available for redevelopment. The preferred use as park and ride is dependant upon delivery of rapid transit and specifically the stop at Station Square which currently is not included in the Transport and Works Act powers and would have to be delivered by the private sector.	Wildlife Corridor Station Square PT23	Wildlife Corridor to be provided alongside the development of this block to link to the wildlife network on the railway line and canal and beyond into Harts Hill. Contributions may be required to Station Square if a use other than park and ride is implemented. Road access over the canal would need to be provided on PT23.
Block W8 (vacant private site in Canal Walk North)	Site is currently vacant and available for redevelopment. Implementation of Metro is likely to increase the market attractiveness of this site for development, particularly if a rapid transit stop at Station Square is provided.	Station Square Rapid transit stop PT23 Wildlife Network (Wildlife Corridor)	This square would be delivered alongside a rapid transit stop. This is the only stop not yet to have been given approval under the Transport and Works Act orders. Road access over the canal would

Development Block	Status	Infrastructure	Status
	However, that stop is not included in the Transport and Works Act powers and would have to be delivered by the private sector. A new access needs to be provided to the site either via PT23 or an alternative.		need to be provided on PT23. No sources of funding other than general planning obligations have yet been identified although funding may be available in future as a result of growth point designation.
Block W10 (private industrial site in Canal Walk North)	Site is in active use for industrial and ancillary retail. Landowners have mixed support & objections to AAP	Station Square Wildlife Network (SLINC & Wildlife Corridor)	Financial contributions would be required towards the delivery of Station Square. Wildlife Corridor improvements to link from Pedmore Road to the railway line and beyond.
Block W11 (private industrial site in Canal Walk North)	Site is in active use for industry. Landowners have mixed support & objections to AAP	Station Square Wildlife Network (SLINC & Wildlife Corridor)	Financial contributions would be required towards the delivery of Station Square. Wildlife Corridor to link from Pedmore Road to the railway line and beyond.

Table 23

2.5 Stage 5: 2021-2026

Long term opportunities for further development and regeneration building on the success of the well established, integrated and sustainable Town Centre

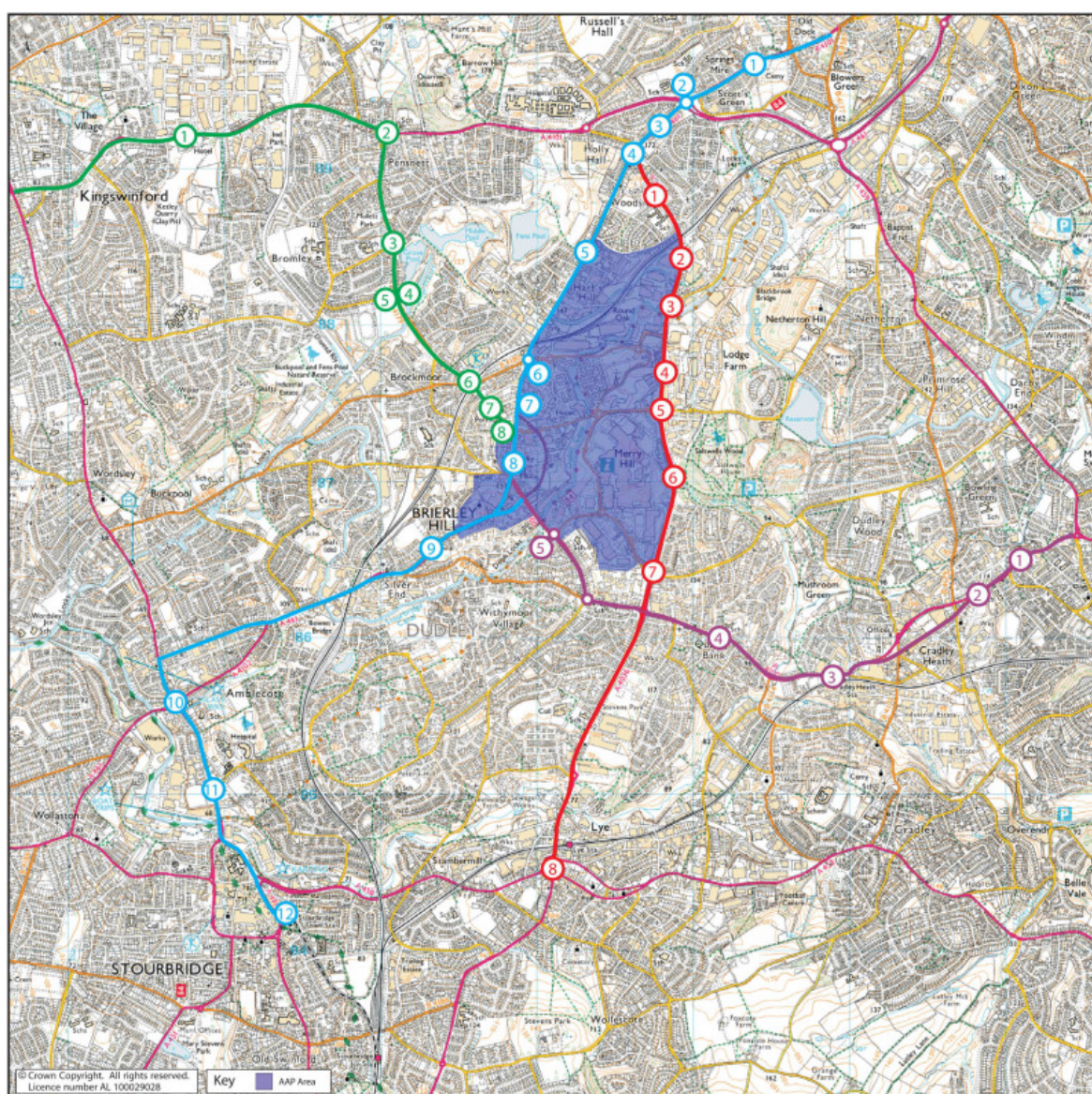
Development Block	Status	Infrastructure	Status
Block H1, H2 and H4 (Harts Hill)	Landowner is engaged. It is expected that the current leaseholder will vacate the site by 2020.	PT30 PT29 (part) Wildlife Network (Wildlife Corridor)	Proposed links to facilitate access from surrounding areas into the town centre and improve wildlife network
Block H3 (Harts Hill)	Landowner is engaged and supportive of long term redevelopment.	PT29 (remainder) Wildlife Network (Wildlife Corridor)	Proposed links to facilitate access from surrounding areas into the town centre and improve wildlife network
Block H7 (Harts Hill)	Landowner has attended a public meeting but has not supplied notice of their views in writing.	PT28 Wildlife Network (SLINC & Wildlife Corridor)	Proposed links to facilitate access from surrounding areas into the town centre and improve wildlife network

Table 24

Appendix 3 Public Transport Infrastructure Improvements

Area Wide Public Transport Improvements

The following public transport interventions or other appropriate measures of equivalent effectiveness will be sought to deliver the Public Transport Strategy for Brierley Hill in accordance with Policy 51 'Rapid Transit/Bus Infrastructure Improvements'. These will be delivered alongside development in the Town Centre. Delivery responsibility will be shared between Dudley Council, Centro and developers with key stakeholders being the bus operators and local community groups.



Map 15 Area Wide Public Transport Improvements

Kingswinford/A4101 Dudley Road/B4179 - Pensnett Road/Merry Hill (green corridor)

1. Route Traffic Management Treatment along A4101, between Kingswinford and junction with High Street/High Oak
2. Existing priority junction at High Street / High Oak / Bradley Street and Tansey Green Road converted to signal control. Revised traffic management, and bus lane along High Oak between junction with High Street and Bradley Street.
3. Insufficient carriageway width along Commonside, between High Oak and Bromley to provide bus lane intervention therefore Route Traffic Management Treatment would be more appropriate.
4. Removal of existing verge to provide inbound bus lane (towards Brierley Hill) between Bromley and junction with Bryce Road. Existing signal control at junction with Bryce Road to be reconfigured to either include Selective Vehicle Detection (SVD), or a bus gate.
5. Removal of existing verge to provide outbound bus lane (towards Kingswinford) on approach to Bryce Road.
6. Removal of existing verge and central white hatching, along Pensnett Road, between Bryce Road and junction with John Street and High Street, Brockmoor (B4180). Opportunity to revise existing signal control to incorporate SVD technology, or bus gate to provide bus lane on approach.
7. Insufficient carriageway width along Bank Street to provide bus lane intervention. Route Traffic Management Treatment would be more appropriate at this location.
8. Level Street, between High Street and Brierley Hill parallel route –conversion to busway (two-way).

A4036 Pedmore Road/Merry Hill/Thorne Road/Lye Rail Station (red corridor)

1. Conversion of existing carriageway to bus lane on approach to the junction of Pedmore Road/ Stourbridge Road. Revised signal control at junction.
2. Bus lane construction within existing carriageway along Pedmore Road between junction with Stourbridge Road and Peartree Lane.
3. Priority junction of Pedmore Road and Peartree Lane to be reconfigured to signal control to include bus priority.
4. Introduce Route Traffic Management Treatment along Pedmore Road, between Peartree Lane and junction with Level Street/ Hurst Lane to retain existing highway capacity (dual carriageway).
5. Revised signal control at junction with Pedmore Road/ Level Street; Hurst Lane. Minimal scope for carriageway widening on approaches to junction.

6. Introduce Route Traffic Management Treatment along Pedmore Road, between Level Street/ Hurst Lane and junction with The Boulevard / Coppice Lane to retain existing highway capacity (dual carriageway).
7. Revised signal control at junction with Merry Hill / The Boulevard / Coppice Lane/ Mount Pleasant. Investigate scope for carriageway widening on northbound approach to junction without removal of existing footway / cycleway. Also consider continuation of Route Traffic Management Treatment.
8. Improved interchange facilities for Lye Station to include new pedestrian crossing points across Dudley Road.

A461 Stourbridge Road/ A491 High Street/ Stourbridge Bus Station (blue corridor)

1. Convert existing dual carriageway from Dudley Town Centre (King Street), and along Stourbridge Road to provide bus lane intervention in each direction to include enhanced pedestrian crossings.
2. Junction of Stourbridge Road/ Dudley Southern Bypass / Kingswinford Road (roundabout configuration). Signalisation to include bus priority.
3. Convert existing dual carriageway on Stourbridge Road, between Dudley Southern Bypass and junction with A4036 to provide bus lane intervention in each direction or removal of existing verge to provide bus lane intervention to retain existing highway capacity.
4. Improved signal phasing (priority control) at junction of Stourbridge Road/ Pedmore Road.
5. Construction of bus lane intervention along Stourbridge Road/ Dudley Road between junction with Pedmore Road and John Street/ Waterfront Way. This form of intervention will impact existing wide footways with mature trees, and off-road parking. If above is undesirable, Route Traffic Management Treatment on this highway link would be more appropriate.
6. Existing roundabout at junction of Stourbridge Road/ John Street/ Waterfront Way to be reconfigured as signal control with bus priority.
7. Continuation of bus lanes along Dudley Road, between junction with John Street and Brierley Hill Parallel Route (Venture Way).
8. Revised Route Traffic Management Treatment within and along Brierley Hill High Street to include bus priority at signalised junctions.
9. Removal of existing white hatching to provide bus lane intervention on Church Street, Brettell Lane and Collis Street.
10. Revised signal control at junction of Brettell Lane and High Street (A491) and Collis Street and High Street (A491) to include priority control.
11. Minimal scope for bus lane intervention on High Street due to existing cross section of carriageway. Route Traffic Management Treatment alongside revised signal control at junction of High Street / Vicarage Road may be appropriate.
12. Improved interchange facilities at Stourbridge Bus Station.

A4100 Reddal Hill Road/ Forge Lane (purple corridor)

1. Reddal Hill Road proximity of adjoining land boundary would prevent bus lane intervention. Route Traffic Management Treatment as an alternative would be appropriate.
2. Cradley Heath bypass review traffic signal operation to ensure priority control is functioning correctly.
3. Improved interchange facilities at Cradley Heath Rail Station to include enhanced pedestrian crossing facilities.
4. Forge Lane / High Street, Quarry Bank, bus lane intervention not possible due to lack of carriageway width: continuation of Route Traffic Management Treatment would be more appropriate.
5. Continuation of Route Traffic Management Treatment along Mount Pleasant and Mill Street. Investigate conversion of existing roundabout at Mill Street/ The Boulevard to signal control to include bus priority.

Internal Connectivity

Improvement corridors provide the basis for a significantly enhanced level of accessibility within, and to, Brierley Hill, based around the provision of network wide bus priority measures and new public transport infrastructure. The existing Brierley Hill transport network is constrained by topography, the canal, congestion and development that limit accessibility. The improvement measures have therefore been identified to ensure the expedient movement of buses across the Brierley Hill network, and provide journey time reliability. The measures consist of:

1. Bus only link through existing Waterfront car park, linking Pedmore road with Waterfront access road.
2. Widening of existing carriageway to provide bus lanes adjacent to Waterfront area.
3. Conversion of the existing roundabout at Level Street and Embankment intersection to signal control, to include bus priority, with associated construction of new eastbound Bus Lane along Level Street (between Waterfront Way and Central Way Merry Hill access).
4. Bus priority along Central Way and the opening up of new 'bus only' link road from junction of Madison Avenue to the Pedmore Link Road and/or construction of a new busway adjacent to Dudley Canal with land safeguarded for the route in any event in accordance with Policy 50 'Rapid Transit'.
5. New bus only access/egress from Pedmore Road into Merry Hill, together with new bus only link into existing Merry Hill Bus Station.
6. Conversion of the existing roundabout at Mill Street to signals, together with new bus lane towards Merry Hill.

The provision of a new bus-way alongside the canal as and when appropriate would be consistent with Centro's long term vision for the delivery of Metro (effectively enabling the Brierley Hill element of the Metro alignment to be constructed in advance, with buses running in the interim). As a busway this alignment would allow bus access from Pedmore Road north of Waterfront, via the roundabout at Level Street/Waterfront Way and on to the Brierley Hill High Street area. Between the roundabout and the Brierley Hill High Street area the busway will be elevated above the existing road level but will be able to make direction connection (for passengers boarding/alighting) with planned development at upper floor level. On completion of Metro, the busway would be readily convertible to a rapid transit corridor (as shared use bus and tram running) and have alongside it foot and cycleways. This provides a high level of penetration, circulation and congestion free access for bus services.

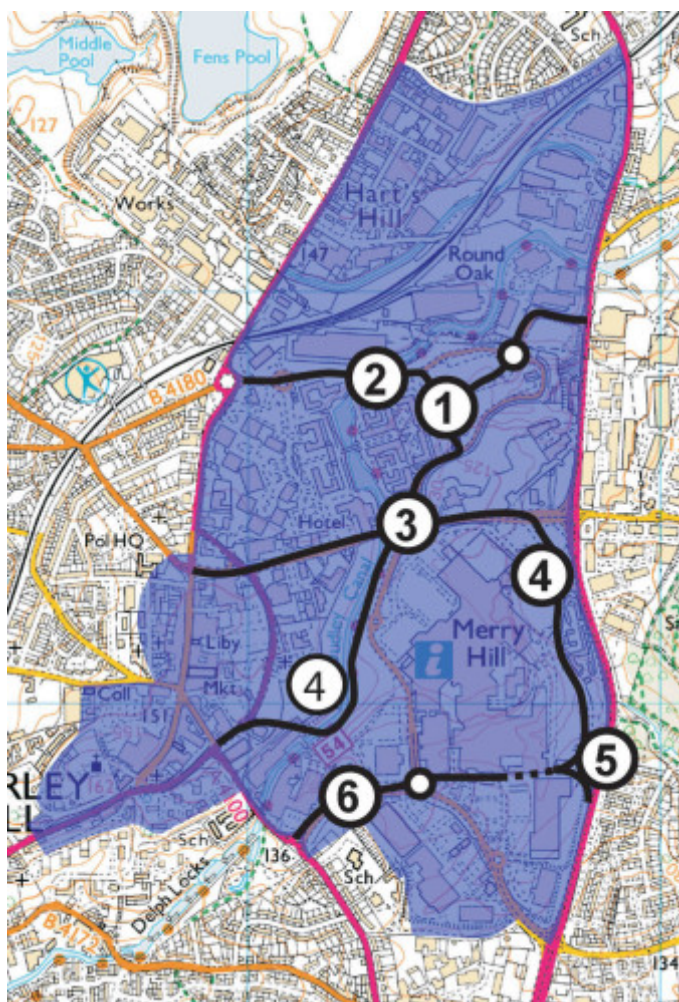


Figure 9 Internal Transport Infrastructure Measures

Appendix 4 Housing Trajectory

It is anticipated that 3233 net dwellings can be developed in Brierley Hill Town Centre to 2026.

The housing trajectory given below recognises that the greatest capacity for housing arises in the first half of the plan period, concentrated within the core of the Town Centre. However, the delivery of that capacity is dependant on market conditions and therefore delivery may come forward later than anticipated but this will not compromise the overall strategy.

The expected rates of development are as follows:

Year	Net Dwellings Per Annum
01/04/2009 - 31/03/2011	258
01/04/2011 - 31/03/2016	369
01/04/2016 - 31/03/2021	127
01/04/2021 - 31/03/2026	48

Table 25 Annual Net Housing Completions

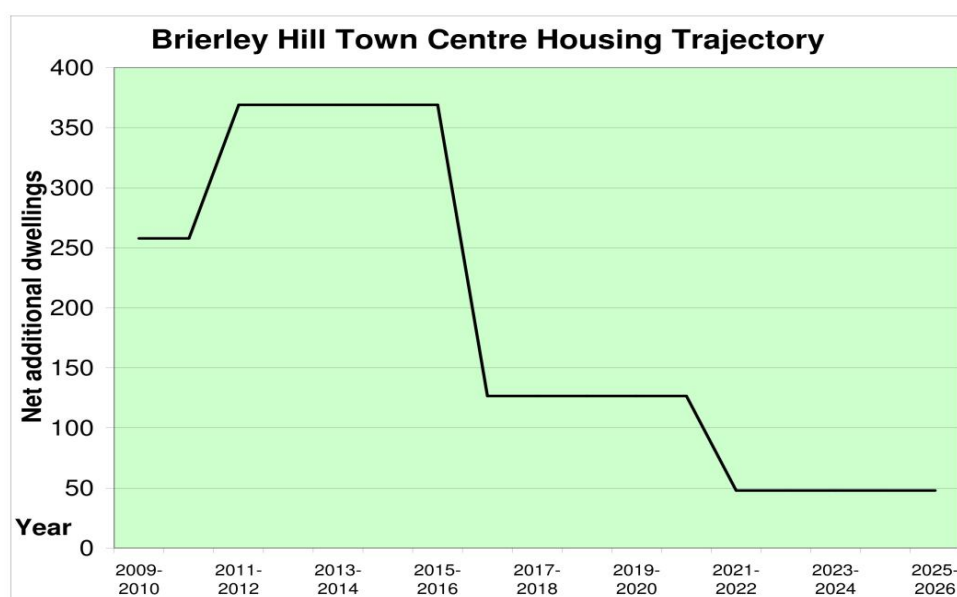


Figure 10 Housing Trajectory

Appendix 5 Superseded Policies

This Area Action Plan updates and replaces part of the [Dudley Unitary Development Plan](#) (UDP) (2005). The policies and allocations in this document therefore supersede the UDP and its proposals map in providing the statutory development plan framework for Brierley Hill Town Centre.

The UDP policies generally cover broad areas or allocations which include but extend beyond Brierley Hill Town Centre. It is not appropriate in these circumstances that the entire policy be deleted from the statutory development plan. The table below therefore lists the policies in the UDP which are affected by this Area Action Plan and clarifies what element of that policy is superseded.

UDP Policy	Superseded Element of the UDP Policy
S13 'Role of Centres'	Brierley Hill is now the Strategic Town Centre for the Borough, complemented by the main Town Centres of Dudley, Stourbridge and Halesowen.
UR4 'Harts Hill Regeneration and Development Area'	This policy is deleted in its entirety. The Area Action Plan now provides the planning framework for this area.
CR4 'Protected Frontages'	The protected frontage allocation on the UDP proposals map relating to Brierley Hill High Street is superseded and replaced by Policy 1 'Brierley Hill High Street Local Shopping Area'.
CR6 'New Retail Development - Comparison Goods'	Brierley Hill is now the Strategic Town Centre for the Borough suitable for growth in additional comparison retail floorspace. The allocations within this Area Action Plan therefore update the UDP policy.
HE4 'Conservation Areas'	Superseded by Policy 2 'Brierley Hill High Street Conservation Area' only in relation to Brierley Hill Town Centre.
HE7 'Canals'	Superseded by Policy 60 'Canals' only in relation to Brierley Hill Town Centre.
HE8 'Archaeology and Information'	Superseded by Policy 61 'Archaeological Priority Areas' only in relation to Brierley Hill Town Centre.
SO6 'Parks'	Superseded by Policy 8 'Marsh Park' only in relation to Brierley Hill Town Centre.

Table 26

Please note that the general policies of the Dudley UDP will still apply in the consideration of development proposals where they are relevant. Where there is overlap between Area Action Plan policies and UDP policies the policies within the Area Action Plan will take precedence.

The general UDP policies will be replaced over time by other relevant policies in the Local Development Framework, such as through the Black Country Core Strategy and Development Strategy Development Plan Document. Visit the website at www.dudley.gov.uk to view the up-to-date development plan policies.

Appendix 6 Glossary

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

Anchor Store: An anchor store is one of the larger stores in a shopping mall, usually a department store or a major retail chain, chosen for its ability to draw shoppers to the shopping centre in which it is located.

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

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

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

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

Brierley Hill Community Forum (BHCF): An alliance of community groups active in the wider Brierley Hill area. It includes representatives of tenants, residents, voluntary and faith groups, and therefore ensures that local residents' voices are heard in the regeneration process. The organisation works closely with the Dudley Community Partnership.

Brierley Hill Regeneration Partnership (BHRP): The former BHRP included Dudley Council, Westfield (the owners of Merry Hill) and the Brierley Hill Community Forum and engaged with a wider partnership network, which met bi-monthly to review progress. These partners included Advantage West Midlands, Brierley Hill High Street Traders Association, Dudley PCT, West Midlands Police, British Waterways, local colleges, Connexions, Jobcentre Plus and English Partnerships. BHRP was formally established in 2002 with the main aims of coordinating policy, strategy and funding to deliver the physical, social and economic regeneration of Brierley Hill and has now been disbanded.

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

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

Climate proof: Climate proofing is a term for identifying risks to a development project, or any other specified natural or human asset, as a consequence of climate variability and change, and ensuring that those risks are reduced to acceptable levels through long-lasting and environmentally sound, economically viable, and socially acceptable changes.

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

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

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

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

Cultural facilities: Any building or structure used for programs or activities involving the arts or other endeavours that encourage refinement or development of the mind. An example of such is a theatre.

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

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

Easy Walking Distance: Described in PPS4 as up to 300 metres, assuming that there are no physical barriers to overcome. This definition does not consider that those with reduced mobility may have to travel further to reach the same destination.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Rapid Transit: Rapid Transit is an urban public transport service that operates at high levels of customer performance, especially with regard to travel times and passenger carrying capacity. It usually operates on specific fixed tracks or with separated and exclusive rights of way, according to established schedules along designated routes or lines with specific stops (although Bus Rapid Transit and trams sometimes operate in mixed traffic). Rapid Transit includes: Heavy Rail Transit systems ("Metro" and "Commuter Rail"), Light Rail Transit (LRT) and Bus Rapid Transit (BRT) systems.

Policy CEN3 of the Black Country Core Strategy relates to Brierley Hill and specifically refers to 'Metro'. Since that condition was adopted, Centro are now pursuing the terminology 'Rapid Transit' which includes Metro. For the purposes of this Area Action Plan, all references to 'Metro' should be treated as meaning 'Rapid Transit'.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

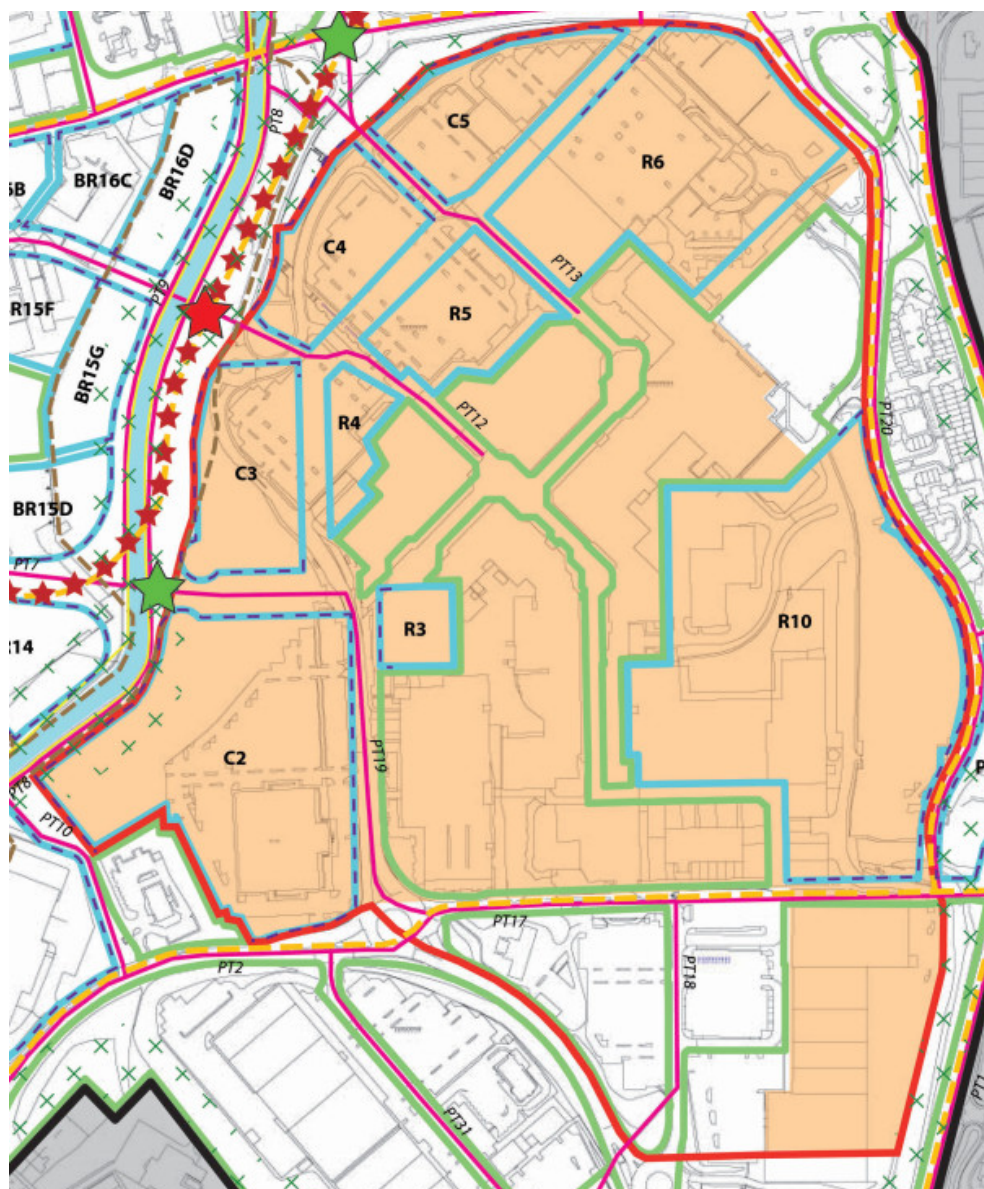
Wildlife Walls: The term to describe exterior walls with naturalistic plantings or self-established vegetation which can provide a habitat for biodiversity.

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

- **A1 Shops** - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services** - Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés** - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments** - Public houses, wine bars or other drinking establishments (but not night clubs).
- **A5 Hot food takeaways** - For the sale of hot food for consumption off the premises.
- **B1 Business** - Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups** - See 'Use Classes Schedule'.
- **B8 Storage or distribution** - This class includes open air storage.
- **C1 Hotels** - Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions** - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

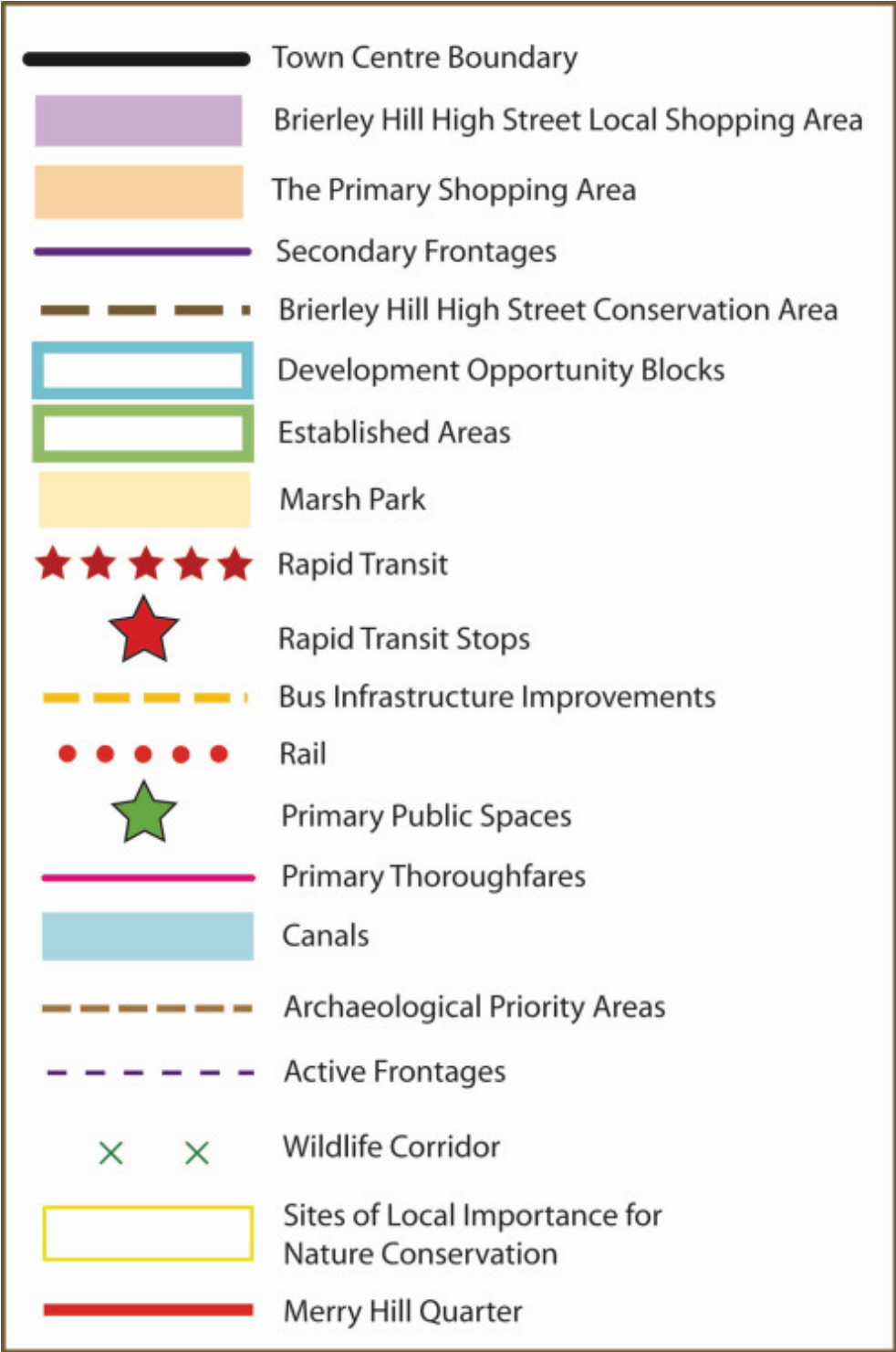
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwelling houses** - Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.
- **D1 Non-residential institutions** - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure** - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).
- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

Appendix 7 Merry Hill Quarter



Map 16 Merry Hill Quarter (See Appendix 8 for key to maps)

Appendix 8 Key to Urban Quarters Maps



Map 17 Key to Urban Quarters Maps

